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5:5.4. Central Business District Guidelines.

Applicability. The Central Business District Guidelines as directed herein shall include all properties within the Central Business Zoning District.

The Central Business District Guidelines shall apply to all new construction and all new or improved signage within the district following the adoption of the Ordinance. And upkeep and maintenance is required for all buildings within the Central Business District. The Guidelines shall apply to the renovation of any existing buildings within the Central Business District if the construction cost of the renovations total more than 1/2 of the assessed value of the property according to the previous year's property tax statement for that property.

Site Guidelines.

5:5.4-1. Building Placement.

5:5.4-1.1. Within the Central Business District, buildings facades should be placed at the back of sidewalk and should be consistent with existing streetscape. Upon reconfiguration of Main Street building facades should be no greater than 18 feet from the back of curb unless utilizing a landscape buffer or providing a pedestrian-oriented amenity as described below.

5:5.4-1.2. Buildings may be setback up to 24 feet from the back of curb provided that a landscape building yard is developed.

5:5.4-1.3. Buildings may be setback up to 24 feet from the back of curb provided that the setback is pedestrian-oriented and contributes to the quality and character of the streetscape. Examples would be outdoor dining. The fountain inn planning commission may allow additional setbacks for expanded sidewalk areas, or plazas where conditions permit.

GRAPHIC LINK:[Setbacks](#)

5:5.4-1.4 A building more than 50 feet in width should be divided into increments of no more than 30 feet through articulation of the facade. This can be achieved through combinations of the following techniques:

5:5.4-1.4.1. Divisions or breaks in materials

5:5.4-1.4.2. Window bays

5:5.4-1.4.3. Separate entrances and entry treatments

5:5.4-1.4.4. Variation in roof lines

5:5.4-1.4.5. Building setbacks

5:5.4-1.4.6. Color Change

5:5.4-1.4.7. Texture Change

5:5.4-1.4.8. Material Change

5:5.4-1.4.9. Wall projections or recesses at least two (2) feet in depth

5:5.4-1.5. Buildings should address the street with highly visible customer entryways oriented toward primary streets providing direct access from the public sidewalk into ground floor retail, office, and commercial establishments.

GRAPHIC LINK:[Customer Entryways](#)

5:5.4-1.6. Refuse containers, dumpsters, loading docks and other delivery/service areas should be located to the rear of side of structures and should be hidden from view from any primary street.

5:5.4-1.7. Placement of air conditioning units, satellite dishes and other building amenities or services should be accomplished without detracting from the integrity of the building or site. Generally, these items should be positioned to the rear of a building or on a view-obstructed side. Rooftop equipment shall be obstructed from view from any primary street.

5:5.4-1.8. Exterior service and/or storage facilities and ancillary buildings for service or storage purposes, if allowed, shall also be placed at the rear of the site and out of view from the public right-of-way. The use of vegetation and landscaping to buffer service/storage areas and items from the public right-of-way is encouraged.

5:5.4-1.9. Every effort should be made to reduce overhead utility lines on Main Street. New construction should consider tying into utilities on the side or rear of the building.

5:5.4-2. *Parking.*

5:5.4-2.1. Parking will only be allowed on the side and rear of buildings within the Central Business District or on the street in parallel parking spaces allowed by the City; excepting cases where the principal use of the property is a gas station or parking lot (in which case the property must meet the standards of the City of Fountain Inn off-street parking and landscape/tree Ordinances).

5:5.4-2.2. If surface parking areas are located to the side of the building and/or can be seen from the public right-of-way then a six-foot landscape buffer should be placed between the roadway and the parking area

5:5.4-2.3. Landscaping should be provided within parking lots in the Central Business District consist with the City's off-street parking Ordinance.

5:5.4-3. *Sidewalks.*

5:5.4-3.1. Sidewalks should be ten feet in width within the Central Business District and separated from the curb by a minimum of four-foot landscape buffer along Main Street, Fairview Street and Knight/McCarter Street. Where feasible an eight-foot landscape buffer should be used for large trees. Sidewalks should be concrete in general; however, brick pavers may be accepted.

5:5.4-3.2. Sidewalks should be adjacent to the curb on secondary streets within the Central Business District and be ten feet in width, where possible. Sidewalks should be concrete.

GRAPHIC LINK:[Sidewalks](#)

5:5.4-4. *Landscape Buffers.*

5:5.4-4.1. A minimum of four-foot landscape buffer should be implemented between the back of curb and the front edge of the sidewalk along Main Street, Fairview Street and Knight/McCarter Street. The landscape buffer should be planted with easily maintainable materials. Where feasible an eight-foot landscape buffer should be used for large trees. The planters should be bordered by a curb. See preferred plant list.

5:5.4-4.2. In areas where on-street parallel parking is present, brick pavers may be utilized in lieu of a landscape strip. The landscape strip should measure four feet in width and no less than eight feet in length. Where feasible an eight-foot landscape strip should be used for large trees. Tree and lighting requirements and spacing as detailed in this article shall remain in effect if brick pavers are used in lieu of a landscape strip.

5:5.4-4.3. Street trees should be planted within the landscape at no greater than 40 feet on center. See preferred plant list. New street trees shall be no less than two inches in caliper.

GRAPHIC LINK:[Street Trees](#)

5:5.4-4.4. Street lighting consistent with existing downtown street lights should also be positioned within the landscape buffer between the curb and sidewalk. Street lights should be no greater than 80 feet on center and should be centered between street trees as possible. The maximum height of decorative or period street lighting should be no greater than 16 feet in height.

5:5.4-4.5. Landscape buffers, up to six feet in width, may also be utilized between the back of sidewalk and the front facade of buildings. Landscape buffers against buildings should use a variety of dense planting material including, but not limited to seasonal flowers, small shrubs and small trees (e.g. crepe myrtle). See preferred plan list.

Landscape buffer maintenance is the responsibility of the adjacent property owner and should be well maintained and manicured.

5:5.4-4.6. Additional street and sidewalk amenities that serve the general public may be placed within the landscape buffer including bicycle racks, benches, and trash receptacles. Newspaper boxes, "containers" and other materials for sale or which offer items for sale are not allowed as permanent fixtures within the landscape buffer.

5:5.4-4.7. *Planting List.* Suggestions for Street Trees/Sidewalk plantings

TABLE INSET:

Common Name	Spread (feet)	Growth Rate	Deciduous or Evergreen	Remarks
Maple, Red var. "Bowhall"	18-- 25	Fast	Deciduous	Protect thin bark on young plants from injury, hardy plant; thought should be given to variety selection and placement
Maple, Red var. "Trident"	25-- 30	Fast	Deciduous	Protect thin bark on young plants from injury, hardy plant; thought should be given to variety selection and placement
Maple, Red var. "Karpick"	20-- 25	Fast	Deciduous	Protect thin bark on young plants from injury, hardy plant; thought should be given to variety selection and placement
Elm, Lacebark var. "Drake"	35-- 50	Fast	Deciduous	Fast-growing and hardy, handsome ornamental with showy bark
Oak, Willow	30-- 40	Fast	Deciduous	Excellent multi-purpose tree, balanced shape ;high tower is narrower with a central leader, fellow fall color
Maple, Florida	25-- 30	Fast	Deciduous	Protect thin bark on young plants from injury, hardy plant; thought

				should be given to variety selection and placement
Elm, Lacebark var. "Bosque"	30--35	Fast	Deciduous	Fast-growing and hardy, handsome ornamental with showy bark
Elm, Lacebark var. "Dynasty"	35--50	Fast	Deciduous	Fast-growing and hardy, handsome ornamental with showy bark
Zelkova, Jap. var. "Musashino"	20	Medium	Deciduous	Very narrow upright form for street tree planting
Zelkova, Jap. var. "Village Green"	45	Medium	Deciduous	Short trunk, spreading branches, disease resistant; good upright form for street tree

Suggested street trees. Trees to be considered should not be so large as to block storefronts. One of the trees listed below may be suitable. Other trees may be possible.

Quercus phellos "QPSTA" Hightower Willow Oak, 40'--60' tall, 35' spread

Quercus phellos "wynstar" Wynstar Willow Oak, 60'--70' tall, 40'--50' spread

Acer rubrum "Bowhall " Bowhall Red Maple, 50' tall, 25' spread

Ulmus parvifolia "UPMTF" Bosque Lacebark Elm, 50'--60' tall, 35'--40' wide

Zelkova serrata "Village Green" Village Green Zelkova, 50'--60' tall, 50'--60' spread

Zelkova serrata "Green Vase" Greene Vase Zelkova, 70' tall, 50'-60' spread

Zelkova serrata "ZFSKF Myimar" Myrimar Zelkova, 50'--60' tall, 40'-45'

Acer barbatum Florida Maple, 40'--50' tall, 25'--40' spread

Adopted from the South Carolina Forestry Commission "Tree Selection Guide for South Carolina." The original document can be found on the South Carolina Forestry Commission Urban Forestry web page. The address is as follows:

<http://www.state.sc.us/forest/urban.htm> Click on the "Tree Selection Guide for South Carolina."

Architectural Guidelines

5:5.4-5. Building Materials.

5:5.4-5.1. Building facades within the Central Business District must be constructed with brick, stone and/or, if approved by the City, wood or a synthetic material closely resembling brick, stone, or wood. Stucco or synthetic stucco surfaces including EIFS, smooth-faced concrete block, tilt-up concrete panels, prefabricated steel panels and metal siding are prohibited on new construction within the CBD.

5:5.4-5.2. Building colors should be compatible with the historic character of the Central Business District and surrounding structures.

5:5.4-6. Building Heights.

5:5.4-6.1. Multistory buildings (2-3 stories) are strongly encouraged within the Central Business District. Ideally buildings will include retail, office and/or commercial uses on the ground floor and residential or office uses on upper floors.

5:5.4-6.2. If single story buildings are constructed within the CBD, the front facade should be no less than 16 feet in height and no more than 45 feet in height (except as provided in Article 7, Section 7).

5:5.4-6.3. Facades facing any primary street should be architecturally compatible with historic Main Street buildings including an articulated base measuring 16 to 24 inches in height, a cornice line across the top of the building measuring 8 to 24 inches in height and a clear articulation and/or marking where the ground floor transitions to upper floors.

GRAPHIC LINK:[Compatible Facades](#)

5:5.4-7. Building Features.

5:5.4-7.1. Facades facing primary streets should be comprised of no less than 60 percent storefront windows. The bottom edge of storefront windows should be no higher than 30 inches above the finished level of the sidewalk.

5:5.4-7.2. If storefront windows are not appropriate based upon the building use or if the City determines the application of storefront windows would be a detriment to the character of the Central Business District and pedestrian environment, reliefs of brick or stone mimicking historically appropriate openings constructed of materials matching those of the building exterior may be considered.

5:5.4-7.3. Storefront windows are to display merchandising and maintain visual interest along the street. Windows shall not be covered or painted except when a storefront is vacant or under construction/renovation.

5:5.4-7.4. Buildings should address primary streets with highly visible customer entryways oriented toward the street providing direct access from the public sidewalk into ground floor retail, office, and commercial establishments and should follow provisions set forth in Section 7.13.4-1 Entryways.

5:5.4-7.5. Awnings/Canopies are encouraged on storefronts facing Main Street. Awnings and canopies should be of a single, solid color and may not include signage of any type. Awnings and canopies should be hung from building facades at the top of the first floor and should hang no lower than eight feet from the public sidewalk and no higher than 12 feet above the public sidewalk.

GRAPHIC LINK:[Awnings/Canopies](#)

5:5.4-7.6. Awnings may not extend across multiple storefronts and/or multiple buildings. Awnings must be constructed of durable, protective, and water repellant material, however, plastic or fiberglass awnings are not allowed. Backlighting or illuminating awnings is not allowed. Awnings must project a minimum of 30 inches from the building and no greater than six feet from the building line.

5:5.4-7.7. All CBD storefront windows must be kept clean of obvious dirt, grime, graffiti, or bird droppings. No trash, debris, crates, cardboard boxes or other packing materials may be stacked or stored in the window of any storefront windows. The storefront windows of any vacant CBD building must be covered with a neutral color to completely obscure public view of the interior of the building. Material may consist of plywood or a smooth finish washable window used on the surface area of the window. As an alternative, the owner of any vacant CBD building may cover the storefront window with decorative art. All window coverings must be kept in good repair and shall not be torn, damaged or otherwise left in a state of disrepair. All awnings on CBD buildings, whether occupied or vacant, must be kept clean and in good repair and shall not be defective, torn, badly faded, broken, damaged, or otherwise in a state of disrepair. The exterior of building should be maintained in accordance to the International Property Maintenance Code.

Signage Guidelines.

5:5.4-8. *Building Signage.* Each business within the Central Business District shall be allowed a combination of wall signs and ground signs subject to the following provisions:

5:5.4-8.1. Signage shall complement the architectural details of the building, and shall not violate or otherwise obscure the architecture of the building to which it is attached. Signs, lettering or boxed graphics shall not cut across columns, cornices, windowsills, arches or balconies, nor extend above the roofline of any building to which it is attached.

5:5.4-8.2. No single business shall be permitted more than two permanent signs per business, one temporary sign. See Article 6 TABLE 1 DISTRICT REQUIREMENTS FOR PERMANENT SIGNS, except for single businesses with double frontage lots (lots facing more than one primary street - Main, Fairview and/or Knight/McCarter), which shall be allowed one additional wall or window sign. A monument sign may be permitted for a site with off-street parking lots that are 20 or more spaces. One monument sign may be substituted for wall sign, 35 feet maximum allowable square feet per sign allowed.

5:5.4-8.3. The combination of all signs for any single building shall be no greater than ten percent of the building face projection, subject to sign limitations below.

5:5.4-8.4. The calculation for total allowable signage area for single businesses with double frontage shall be based upon the facade with the primary entrance and/or architectural features of the building. If two facades are equal in terms of primary entrance and architectural features, the roadway with the highest capacity shall determine the primary facade.

5:5.4-8.5. Permanent signs within the Central Business District shall display no more than the following items: the owner or business name, product/service, street address, telephone number, e-mail and business slogan, not to exceed six lines of text and/or symbols.

5:5.4-8.6. Letters can be painted or mounted directly on a signboard, storefront, wall or window, but should be in proportion to the storefront. Acceptable lettering materials include wood, stone, synthetic stone, dimensional plastic, or acrylic.

5:5.4-8.7. Signs may be constructed of concrete, brick, wood, stone, metal, glass or synthetic materials closely resembling the aforementioned materials. All materials shall be compatible with the building's architecture.

GRAPHIC LINK:[Hanging Signs](#)

5:5.4-8.8. Hanging, suspended, or projecting signs are permitted in the CBD and shall clear public sidewalks by no less than seven feet in height and project no more than 36 inches from the building face. Hanging or suspended signs should project from the wall at a 90-degree angle. Hanging or suspended signs over driveways, alleys, or parking areas is prohibited. Signs shall be located to complement the architectural features of a building such as above the building entrance, storefront opening, or other similar features.

5:5.4-8.9. Menu signs used to indicate a restaurant, bakery and/or available/cost of specific food items at a food purveyor, may be displayed on the inside of windows, or inside a wall mounted display box. Maximum size shall be four square feet and only one menu sign or display box is permitted per entrance and shall not be calculated as part of the total signage allowed under section 5:5.4-8.3.

5:5.4-8.10. Sandwich board, A-frame, and movable menu board signs may be used by restaurants and businesses in the CBD, but no more than one sign per business is allowed. Sandwich boards signs shall have a maximum height of four feet and a maximum area of

eight square feet per side. Sandwich signs may be placed on a temporary basis within the landscape buffer, but shall not be permitted within the sidewalk area where they could potentially hinder pedestrian traffic. Sandwich signs may not be permanently installed or affixed to any object and must be removed when the business is closed.

5:5.4-8.11. Window signs shall not exceed one-fourth (25 percent) of the total window area.

5:5.4-8.12. Under no circumstance should any wall or window sign exceed 150 square feet.

5:5.4-8.13. Ground signs in the Central Business District shall be no greater than 35 square feet. The calculation for sign size shall include one face of the sign and sign supports, unless such supports are of a brick or stone material similar to the building facade, in which case supports shall not be counted as part of the sign area. Subject to the provisions in 8.2.

5:5.4-8.14. A decorative directional sign may be used for points of interest within the pedestrian zones, subject to Fountain Inn Planning Commission approval.

5:5.4-8.15. No portion of any ground sign shall be higher than six feet in height.

5:5.4-8.16. Signs should be lit by external lighting sources shining onto the sign face. Internally illuminated signs are strongly discouraged.

5:5.4-8.17. Neon signs are permitted on the interior of the building and in display windows, if not covering more than one-fourth of the window surface area and shall not flash or blink.

5:5.4-8.18. The following signs and advertising devices are prohibited within the Central Business District:

5:5.4-8.18.1. Bench signs (except for honoree / donor placards approved by the Fountain Inn Planning Commission),

5:5.4-8.18.2. Flashing, blinking, and traveling signs,

5:5.4-8.18.3. Portable, mobile or trailer signs,

5:5.4-8.18.4. Roof signs.

5:5.4-8.19. The applicant shall submit a sign plan that meets the aforementioned guidelines and the provisions set forth in article 6, signs. The zoning administrator shall review and approve the plans in accordance to said guidelines and provisions. Requests for variances will be reviewed by the board of zoning appeals as set forth in section 11:5.2.

(Ord. of 11-13-06; Ord. of 12-14-06, § 1)

Editor's note: Subsection 5:5.1 has been amended at the discretion of the editor to reflect changes instituted by an Ordinance of November 13, 2006, §§ 1 and 2.