

## **SECTION 921B: CORRIDOR OVERLAY DISTRICT**

- A. The purpose of the Corridor Overlay District is to create an area that maintains a look, style, and character that compliments the Downtown Historic Overlay District. Commercial properties constructed or substantially remodeled within this District shall be built so that they are aesthetically pleasing, nature preserving, pedestrian friendly and reflect diversity of business and store fronts.

The extent of this overlay district shall be as noted in the attached Appendix 1.

Such commercial properties shall conform to the additional requirements of this district and shall submit any plans prior to requesting a permit for construction, remodeling or refurbishing to the Roanoke Design Review Committee for review and approval. Where there is any conflict between the Corridor District standards and the Overlay District Standards, the Overlay District Standards shall apply.

- B. The permitted principal uses are:
1. Grocery store
  2. Department store
  3. Hotel
  4. Theater
  5. Convenience store/fuel station
  6. Eating and drinking establishments
  7. Retail establishments
  8. Professional offices
  9. Business offices
  10. Government offices
  11. Houses of worship
  12. Multi-family resident structures i.e. apartment complex.
  13. Residential quarters above a retail establishment.
- C. The following uses are Special Exceptions, permitted subject to Section 501:
1. Utility service structure, station, or yard
  2. Dwelling unit, single family
  3. Dwelling unit, twofamily
  4. Dwelling unit, multifamily
  5. Manufactured Home Type I
  6. Planned Unit Development
  7. Child Care Center
  8. Child Caring Institution
  9. Motor vehicle dealer
  10. Commercial recreation area
  11. Light manufacturing

- D. The following minimum and maximum standards and requirements shall apply:
1. Each business shall provide in the setback area between US 24 and the store's/ establishment's front to include 25 feet from the right of way of green space, walkway and planting areas as indicated in the attached drawing marked Visualization of Corridor Planning Area.
  2. Setbacks in this area between establishments shall be:
    - a. If separate establishments 6 feet from each side and not less than 15 feet from the rear property line to include any parking area in the rear of any primary structure.
    - b. If united structures such as a strip mall, no set back on sides except for each end of the united structure which shall be a 6 foot setback and not less than 15 feet from the rear property line to include any parking area in the rear of the primary set of structures.
  3. Side Yard Setback
    - a. Ten (10) feet from lot line.
    - b. In those areas in which strip mall type construction occurs, this Side Yard Setback shall not apply.
  4. There shall be no barriers established at property lines on walkways or drive/parking areas. Continuous ease of access shall be provided between individual properties and sections built along US 24 in this area.
  5. The parking and access road areas shall be constructed based upon standards established through the Huntington County Department of Community Development and those provisions outlined in Section 705 of this document. However, in any case where provisions relating to parking in this Section conflict with those in Section 705, those that are included in this Section shall take precedent. Parking spaces in this District shall be no smaller than 20 feet by 10 feet to allow for reasonable space between vehicle parking.

Lighting in walkway areas of the Corridor Overlay District shall be substantially the same style as those currently in place in the Downtown Historic Overlay District. In addition, lights used within the walkway areas shall have the same illumination characteristics as what is currently in place in the Downtown Historic Overlay District.

Further, lighting in any parking lot area shall not be any more than 20 feet in height. While parking lot lighting does not need to resemble the lighting style of walkway areas, special attention should be paid to all parking lot lighting to ensure consistency with adjoining parking lot areas and should reflect the character and style of the buildings in the developed area.

In order to enhance the pedestrian friendly feel of the Corridor Overlay District, all storefronts should include continuous walkways of not less than 8 feet in width in front of all storefronts.

6. Lot Area Ten thousand (10,000) square feet minimum
7. Lot Width Seventy (70) feet minimum
8. Ground Floor Area Seven hundred twenty (720) square feet minimum area – 20,000 square feet maximum area
9. Signs
  - a. The following sign types are permitted:
    1. Awning
    2. Banner
    3. Political
    4. Projecting
    5. Tenant
    6. Wall
    7. Window
    8. Ground
  - b. Except as identified below, all permitted signs shall be erected or installed in accordance with Section 707(M):
    - i. Building sign:
      - a. Shall not exceed a copy area of one and one-half (1 1/2) times the lineal front footage of the building or tenant space
    - ii. Free Standing sign:
      - a. If only one occupant/use on lot:
        1. One (1) sign permitted
        2. Maximum height of eight (8) feet
    - iii. Shall not exceed a copy area of twenty (20) percent of the lineal frontage of the lot.
    - iv. Minimum five (5) foot setback from all lot lines
      - a. If two (2) or more occupants or uses on a lot:
        1. One (1) sign which only identifies the plaza and its tenants for each unified development, unless such development has frontage on two (2) or more streets, excluding alleys, whereby two (2) signs may be permitted
        2. Maximum height of eight (8) feet
        3. Shall not exceed a copy area of twenty (20) percent of the lineal square frontage of the lot

- v. Wall signage shall be no larger than 10% of the area of the façade with the location limited to the area between the top of the ground floor windows and the sill of the second floor windows.
  - vi. Projecting signs shall be located no lower than 8 feet above any pedestrian walkway.
  - vii. Signs illuminated by neon and bare light bulbs shall not be used or permitted in the Corridor Overlay District. LED signs are allowable but may not exceed 50% of the message area.
  - viii. Awnings shall be of a traditional nature and design. Awnings may be made from woven fabric or wood if the wood is painted.
10. Utility areas and mechanical equipment must be designed with screening constructed from allowable building materials as outlined in Section 11 below except that cedar plank shall also be an acceptable material for purposes of screening. Screen material shall be the same color and/or style of the primary structure. All roof mounted equipment must be screened from public view so as not to be visible from the street. Accept as otherwise outlined in this section, utility areas shall comply with the requirements of Section 701, Accessory Structures and Uses.
11. Buildings located in the Corridor Overlay District may be of various architectural styles including but not limited to the period reflected in the Downtown Historic Overlay District. Because of the Town's effort to maintain a distinct look for all buildings in the Corridor Overlay District, it is recommended that all building facades facing the right-of-way be constructed from allowable building materials. Allowable building material shall include kiln-fired clay brick, stone (including cast stone), full glass, and cementitious stucco. Tile, stone, glass block, copper flashing, metal and wood are acceptable for accent materials. Accent materials shall not exceed 25% wall coverage of any façade facing the right-of-way, exclusive of doors and windows. Metal/steel walls and prefabricated steel walls are acceptable for sides and rear of buildings in the Corridor Overlay District provided that the side or rear of the building does not face the right-of-way.
12. Any buildings that are constructed where the lot line borders US 24 must have the façade facing US 24.
13. If 50% or more of any building façade is painted, it is strongly recommended that the color be one that is included in the Roanoke Downtown Historic color palette. Sample colors from the Roanoke Downtown Historic color palette are available through the Huntington County Department of Community Development, Roanoke Board of Zoning Appeals, and the Roanoke Design Review Committee.
14. The maximum height for any building in this District is 35 feet.

15. Franchise architecture that is trademarked or identified with a particular chain or corporation and is generic in nature is permitted in the Corridor Overlay District. Franchises or national chains must follow the Guidelines outlined in this Overlay District.

16. With regard to landscaping, the provisions outlined in Section 706 shall apply except as it conflicts what is outlined in this section. Where it conflicts with Section 706, the following provisions shall apply:

- trees-bushes or other plantings shall be planted in the 9' section of green space as indicated by the attached drawing (Visualization of Corridor Planning Area). Maintenance of such trees and landscaping shall be the responsibility of the property owner.
- trees and shrubs may not interfere with necessary lighting distribution
- landscaping shall be integrated with other functional and ornamental site design elements.

17. Any new construction, substantial or major reconstruction, renovation or remodeling of the exterior of a building by a property owner or tenant in this Overlay District will require the submission of a plan to the Roanoke Design Review Committee for their review and approval. This plan shall include information about the construction taking place and note any areas where that construction may be out of compliance with Ordinances for this District. If the Design Review Committee confirms that the plans comply or if the Committee approves any variance or exception that is included in the plans, a permit application can then be submitted to the Huntington County Department of Community Development for approval.

Should the Design Review Committee fail to approve the plans as requested, the building owner or tenant shall have the option to petition the Roanoke Board of Zoning Appeals for approval of a variance.

**Structures currently located in this Overlay District that are non-compliant shall not be required to bring their buildings into compliance unless major reconstruction, remodeling or renovation takes place to the building. Substantial reconstruction or remodeling of an existing building should reflect the style and period in which the building was originally constructed.**

All reconstruction, renovation, or remodeling projects will fall under a category of minor, substantial, or major as defined below:

**Minor** reconstruction, renovation or remodeling shall be done using materials that were used on the building when it was originally built. Minor reconstruction, renovation, or remodeling shall include:

- a. Reconstrurction, renovation or remodeling of less than 25% of a building exterior.
- b. Replacement of an existing awning with an awning of a different material.
- c. Any change in size or style of any façade windows or doors.

**Substantial** reconstruction, renovation or remodeling will require that the areas altered be in compliance with the Design Guidelines. Substantial reconstruction, renovation, or remodeling shall include:

- a. Reconstruction, renovation, or remodeling of between 25% to 39% of a building exterior.
- b. An increase in the size or footprint of the building (square feet) of 25% or more.
- c. Any change to a building roof pitch or structural modification to that roof.
- d. A change in the architectural style, structure or building material of any façade of a building facing the right-of-way consisting of less than 25% of the façade surface area, excluding doors and windows.

**Major** reconstruction, renovation or remodeling shall require that the entire building be brought into complains with the design guidelines. Major reconstruction, renovation or remodeling shall include:

- a. Reconstruction, renovation, or remodeling of 40% or more of a building exterior.
- b. An increase in the size or footprint of the building (square feet) of 40% or more.
- c. A change in the architectural style, structure or building material of any façade of a building facing the right-of-way consisting of 25% or more of the façade surface area, excluding doors and windows.

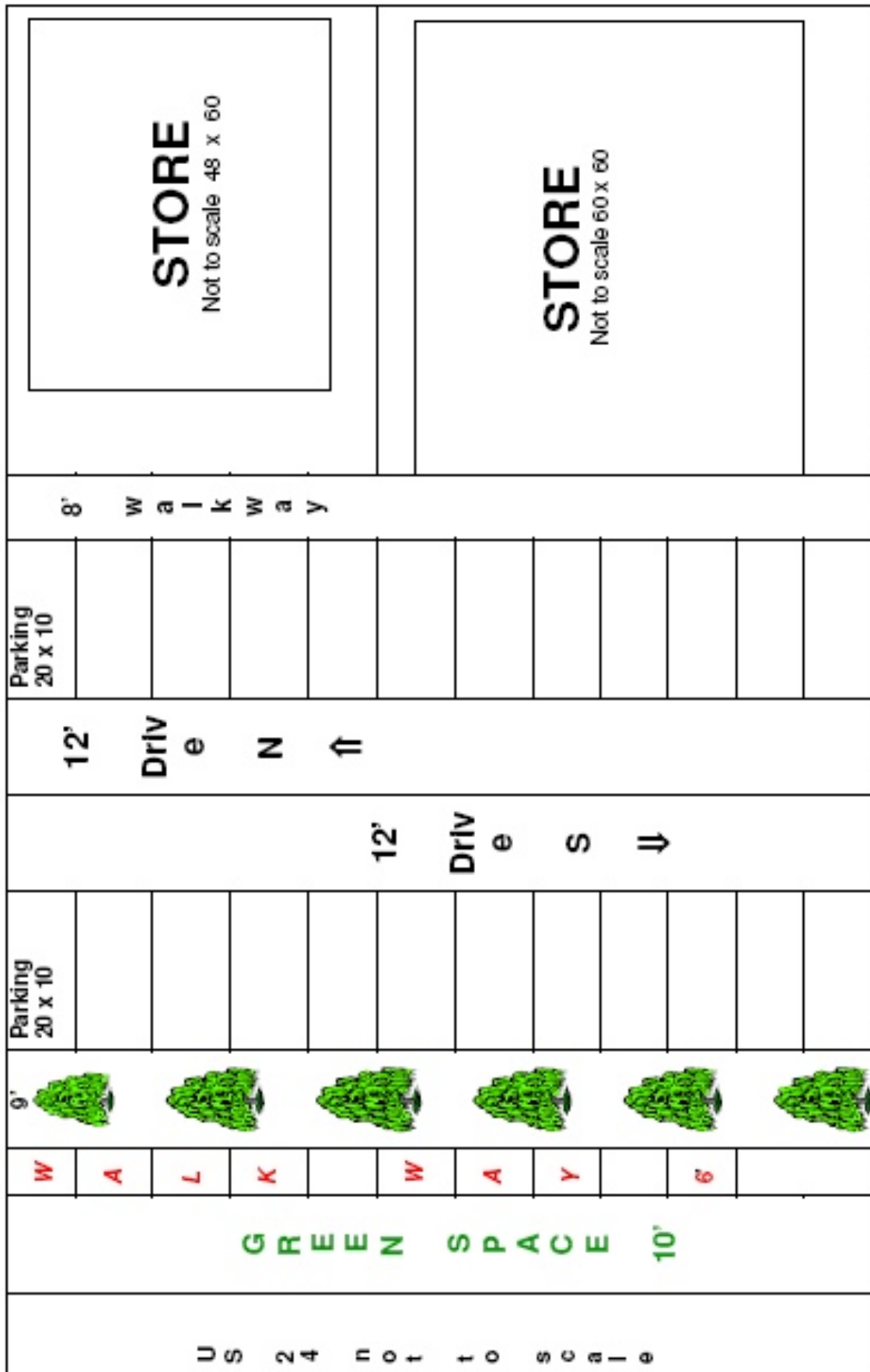
18. Any minor renovation or improvement to a building in this Overlay District may be approved by the Chairman of the Design Review Committee at no cost and will not

require the approval of the full Design Review Committee unless a variance from development standards is sought.

Nothing contained in this section (19) shall require a permit by the Huntington County DCD.

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VISUALIZATION OF CORRIDOR PLANNING AREA 1" = 20'  
 By Brian W. Secor August 26, 2009 Rev. September 17, 2009



↑ 25' → ↑ 72' → ↑ Set back from US 24 to building 97'  
 Additional parking and access as determined by owner. No set front building line. Walkway must be connected

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**SECTION 922: DOWNTOWN HISTORIC OVERLAY DISTRICT (DHO)**

A. In order to preserve the integrity of the existing historic downtown character of Roanoke, properties located within the Central Business Overlay District shall, in addition to those requirements of the Central Business Classification, meet the following requirements. Such commercial properties shall conform to the additional requirements of this district and shall submit any plans prior to requesting a permit for construction, remodeling or refurbishing to the Roanoke Design Review Committee for review and approval. Where there is any conflict between the Central Business District standards and the Overlay District Standards, the Overlay District Standards shall apply.

▲ It should be noted that all provisions applying to this Overlay District shall only include those businesses that are considered commercial businesses and shall not apply to personal residences. Sale or transfer of commercial property in this Overlay District shall not preclude the new property owner from using it for the same purpose for which it was used prior to its sale or transfer.

The extent of this overlay district shall be as noted in the attached Appendix 2.

B. The permitted principal uses are:

1. Commercial mixed use with single family, two-family or multi-family dwellings that are above ground floor.
2. Barber shops, beauty shops, shoe repair, print shops, photo studios and other service establishments.
3. Retail outlets including frame shops, antique shops, book stores, shoe stores, jewelry stores, and other retail establishments
4. Cottage industries such as artisans and light manufacturing.
5. Specialty food stores, food preparation and packaging and caterers
6. Professional offices
7. Medical and dental offices and clinics
8. Travel agency
9. Banks and financial institution
10. Financial, insurance and real estate offices
11. Library
12. Theater
13. Hotel / Bed and Breakfast
14. Private club
15. Eating and drinking establishments
16. Government offices
17. Accessory structures

C. The following uses are Special Exceptions, permitted subject to Section 501:

1. Private School

## 2. House of worship

### D. The following minimum standards and requirements shall apply:

1. Front yard setback
  - a. None
2. Side yard setback
  - a. None
3. Rear yard setback
  - a. None
4. Lot Area One thousand two hundred (1,200) square feet
5. Lot Width Twenty (20) feet
6. Signs – No more than 1 sign as listed below will be allowed per primary structure. In the case where there are multiple tenants in a primary structure, there shall be only 1 sign per tenant.
  - a. The following sign types are permitted:
    - i. Awning
    - ii. Banner
    - iii. Construction – These signs shall not be permitted on property for any longer than a period of 12 months.
    - iv. Projecting – These signs shall not be any more than 6 feet in length.
    - v. Real Estate – Real estate signs shall only be permitted in the window of a business. Real estate signs may be placed on front yards of residences.
    - vi. Tenant
    - vii. Wall
    - viii. Window
    - ix. Sandwich board signs
  - b. Except as identified below, all permitted signs shall be erected or installed in accordance with Section 707 (M):
    - i. Wall signage shall be no larger than 10% of the area (not to exceed 100 square feet) of the façade with the location limited to the area between the top of the ground floor windows and the sill of the second floor windows.
    - ii. Projecting signs shall be located no lower than 8 feet above any pedestrian walkway.
    - iii. Signs illuminated by neon and bare light bulbs shall not be used or permitted in the Overlay District.
    - iv. Awnings shall be of a traditional nature and designed with color that is compatible with the Downtown Historic color palette. Awnings may be made from woven fabric or wood if the wood is painted in a compatible color to the Downtown Historic color palette.
7. Windows that include reflective glass are not acceptable. However, decorative diffuse or opaque glazed or stained glass is acceptable.

8. At least 30% of the total available space on the first floor façade of all buildings that face a public street or sidewalk shall be windows or doors with clear, lightly tinted decorative diffuse or opaque glazed glass.
9. Utility areas and mechanical equipment must be designed with screening constructed from allowable building materials as outlined in Section 11 below except that cedar plank shall also be an acceptable material for purposes of screening. Screen material shall be the same color and/or style of the primary structure. All roof mounted equipment must be screened from public view so as not to be visible from the street. Accept as otherwise outlined in this section, utility areas shall comply with the requirements of Section 701, Accessory Structures and Uses.
10. If 50% or more of any building façade is painted, the color must be one that is included in the Roanoke Downtown Historic color palette. Sample colors from the Roanoke Downtown Historic color palette are available through the Huntington County Department of Community Development, Roanoke Board of Zoning Appeals, and the Roanoke Design Review Committee.
11. While diversity of architectural style of existing buildings is an important part of this Overlay District, any new construction in the Downtown Historic Overlay District should replicate architectural style of buildings built during the period of 1870-1900. Reconstruction or remodeling of an existing building should reflect the style and period in which the building was originally constructed. Allowable building material on all facades shall include kiln-fired clay brick, stone (including cast stone), cedar siding, fiber cement siding (made to replicate cedar siding) and cementitious stucco. Tile, stone, glass block, copper flashing, metal and wood are acceptable for accent materials. Accent materials shall not exceed 25% wall coverage of any façade, exclusive of doors and windows. Vinyl, aluminum and fiberglass siding are not acceptable building materials for the Downtown Historic Overlay District. However, these materials are acceptable for window and door frames.
12. The maximum height for any building in this District is 35 feet.
13. Streetlights in the Downtown Historic Overlay District shall be the same style as those currently in place in the Main Street corridor and shall be a cast iron post light with acorn style luminaires. In addition, lights used within the streetlights shall have the same illumination characteristics as what is currently in place in the Main Street corridor.
14. Franchise architecture that is trademarked or identified with a particular chain or corporation and is generic in nature is not permitted in the Downtown Historic Overlay District. Franchises or national chains must follow the Guidelines outlined in this Overlay District.

15. With regard to landscaping, the following provisions shall apply:
- i. trees that are planted in any pedestrian walkway area shall be a species that is consistent with those chosen by the Roanoke Beautification Foundation to be planted in the Downtown Historic Overlay District.
  - ii. trees shall include grates at the base that are consistent with those currently in place in the Downtown Historic Overlay District.
  - iii. planters in any pedestrian area should be a stone look that is tan blend, sand tan, or light brown in color
  - iv. trees and shrubs may not interfere with necessary lighting distribution
  - v. landscaping shall be integrated with other functional and ornamental site design elements
16. Any new construction, substantial or major reconstruction, renovation or remodeling of the exterior of a building by a property owner or tenant in this Overlay District will require the submission of a plan to the Roanoke Design Review Committee for their review and approval. This plan shall include information about the construction taking place and note any areas where that construction may be out of compliance with Ordinances for this District. If the Design Review Committee confirms that the plans comply or if the Committee approves any variance or exception that is included in the plans, a permit application can then be submitted to the Huntington County Department of Community Development for approval.

Should the Design Review Committee fail to approve the plans as requested, the building owner or tenant shall have the option to petition the Roanoke Board of Zoning Appeals for approval of a variance.

**Structures currently located in this Overlay District that are non-compliant shall not be required to bring their buildings into compliance unless major reconstruction, remodeling or renovation takes place to the building.**

All reconstruction, renovation, or remodeling projects will fall under a category of minor, substantial, or major as defined below.

**Minor** reconstruction, renovation or remodeling shall use materials for the areas altered that are the same material as those used on the building when it was originally built. Minor reconstruction, renovation, or remodeling shall include:

- a. Reconstruction, renovation or remodeling of less than 10% of the exterior building area.

- b. Any change to over 50% of the existing exterior color of a building façade. Repainting of the existing color with the same color will not require review by the Design Review Committee.
- c. Replacement of an existing awning with an awning of a different color or material.
- d. Any change in size or style of any façade windows or doors.

**Substantial** reconstruction, renovation or remodeling shall require that the areas altered be in compliance with the Design Guidelines. Substantial reconstruction, renovation, or remodeling shall include:

- a. Reconstruction, renovation or remodeling of between 10% and 29% of an exterior building area. (Percentages include the sum total increase of all reconstruction, renovation, or remodeling over the last five (5) years)
- b. An increase in the size or footprint of the building (square feet) of 10% or more.
- c. Any change to a building roof pitch or structural modification to that roof.
- d. A change in the architectural style, structure or building material of any façade of a building facing the right-of-way consisting of less than 10% of the façade surface area, excluding doors and windows.

**Major** reconstruction, renovation or remodeling (30% or more altered):

- a. The entire building shall be brought into compliance with the design standards.

17. Any minor renovation or improvement to a building in this Overlay District may be approved by the Chairman of the Design Review Committee at no cost and will not require the approval of the full Design Review Committee unless a variance from standards is sought.

Nothing contained in this section (17) shall require a permit by the Huntington County DCD.

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## **SECTION 920: GATEWAY OVERLAY DISTRICT (GO)**

A. The Gateway Overlay District is the major entry points from surrounding municipalities and roads. It is intended to create a physical gateway area comprised of roads and surrounding areas where those first encountering the Town will derive a sense of arrival and connection to the Town. This is intended to establish a favorable first impression of the community. Restrictions will be placed on all development within these areas to ensure and preserve the character and feel of the Town. This will provide a more defined entrance and exit from the Town for incoming motorists and pedestrians and bring a more favorable image to the community.

The extent of this overlay district shall be as noted in Appendix 3.

***The primary intent of this Overlay District is to inhibit the placement of signage within 60 feet of the right of way.***

- B. No commercial development shall be permitted in the Gateway Overlay District.
- C. Signs- The following signs shall be the only signs permitted in the Gateway Overlay District
1. Temporary signs supporting advertising a not-for-profit activity
  2. Permanent signs announcing that motorists are entering or exiting the Town of Roanoke. All such signs shall meet standards for that particular style and be approved by the normal request for sign procedures as outlined in the Roanoke Zoning Ordinances.
- D. Landscaping - The planting of trees, flowers and shrubbery are encouraged for the Gateway Overlay District.
- E. Nothing in this section shall be construed to limit the rights of property owners to use their property in accordance with the zoning ordinances regulating the zoning district in which they are located.