

**ORDINANCE NO. 12-073**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE, TEXAS, AMENDING ARTICLE III: DISTRICTS OF THE CITY OF GREENVILLE CODE OF ORDINANCES, SPECIFICALLY TO ADD SECTION 3-7 OVERLAY DISTRICTS AND TO CREATE SECTION 3-7.1 IH-30 OVERLAY DISTRICT; PROVIDING FOR A REPEALING, SEVERABILITY, AND PENALTY CLAUSE; AND PROVIDING THAT THIS SHALL BE IN EFFECT AND FULL FORCE DECEMBER 7, 2012.**

**WHEREAS**, the City Council adopted the West Greenville Small Area Plan on July 12, 2011, by Ordinance 11-040; and

**WHEREAS**, the West Greenville Small Area Plan represents the vision of the citizens of Greenville for future land uses and transportation improvements for the western half of the City of Greenville and the Interstate 30 Corridor; and

**WHEREAS**, an Interstate 30 Corridor Overlay District that includes design guidelines to regulate signage, site design and architecture, is the first step of implementation in the West Greenville Small Area Plan; and

**WHEREAS**, the City Council believes it to be in the best interest of the citizens of Greenville to amend the City of Greenville Code of Ordinances by adding Section 3-7 Overlay Districts, Section 3-7.1 IH-30 Overlay District.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GREENVILLE, TEXAS, THAT:**

**SECTION 1.** Section 3-7 Overlay Districts is hereby created to include the following in the City of Greenville Code of Ordinances:

**Section 3-7: Overlay Districts**

**3-7.1 IH-30 Overlay District**

- (A) Purpose. The vision for the IH-30 corridor is to create a positive and identifiable image for Greenville with high quality developments that benefit citizens, visitors, business owners, the City and developers. The IH-30 Overlay District is intended to promote the tax base potential and increase the City's economic vitality while providing for places of dignity, meaning and high quality of life for our citizens. An overlay district along Interstate 30 was recommended by the City's Comprehensive Plan and the West Greenville Small Area Plan as a result of significant public input.

- (B) Boundaries. The IH-30 Overlay District boundary includes the entirety of properties which adjoin or are located within 500 feet of the future right-of-way of IH-30. The IH-30 Overlay District boundary spans east to west along IH-30 from Moulton Street (500 feet east of the Moulton Street centerline) to the western city limits.
- (C) Application. These provisions of the IH-30 Overlay District shall apply to as follows:
- (1) Development of any land on which there is no permanent structure at the time of construction shall be required to conform to all provisions of the Overlay District.
  - (2) Expansions to any existing building less than 75 percent of the existing square footage of 5,000 square feet, whichever is larger, shall be required to conform only to the applicable provisions of the Overlay District. Businesses shall be limited to a maximum of two (2) expansions, then any subsequent expansion will be required to conform to all provisions of the Overlay District.
  - (3) Expansions to any existing building greater than 75 percent of the existing square footage or 5,000 square feet, whichever is larger, shall be required to conform to all provisions of the Overlay District.
  - (4) Residential uses located within the Overlay District are excluded from these requirements.
- (D) Architectural compatibility will be reviewed through the City's Site Plan Review Committee. The standards and regulations set forth in the IH-30 Overlay District are superimposed and shall supersede the standards and regulations of any underlying zoning district which are in conflict.
- (E) Permitted Uses. All uses which are permitted and conditionally permitted in the underlying zoning district are permitted and conditionally permitted in the IH-30 Overlay District.
- (F) Architectural Standards.
- (1) Exterior Appearance of Buildings.
    - a. Materials. All buildings, including accessory buildings, must be architecturally finished out on all sides with the same materials, detailing, and features; consisting of no less than 70 of primary materials and no more than 30 percent of accent materials.

1. Primary materials are defined as natural or quarried stone, brick, painted tilt wall, EIFS and color integrated split-face block. Accent materials are defined as cast stone, wood, glass block, tile, textured or patterned concrete, fiber cement siding and architectural metal.
  2. Natural or quarried stone, brick, block, or similar products shall be laid up unit upon unit by a mason and joined together by mortar.
- b. Colors. The color of all structures must be generally of an earth-tone hue. Accent colors that are not earth tone may be approved by the Community Development Department for no more than 10 percent of the façade area.
  - c. Roof Design. All structures with a footprint of 6,000 square feet or less shall incorporate a pitched roof system; all others shall be constructed of either a pitched, parapet, or mansard roof system (enclosed on all sides). Standing seam metal roofs shall be constructed of a factory-treated, non-metallic, matte finish. Metal roofs with lapped seam construction, bituminous built-up roofs, and flat, membrane-type roofs which are visible from adjacent public right-of-way shall be prohibited.
  - d. Utilities. All electric, telephone and cable television wires and cables, including primary service lines, shall be installed underground.
  - e. Windows must be a minimum of 25 percent up to a maximum of 80 percent of each building elevation within the public realm. Windows must not be glazed or re-glazed with mirrored or reflective glass.
  - f. Building entrances must be articulated and defined to present a strong entry presence. Such entries must be inset or offset from the front building plane by at least six (6) feet.
  - g. All buildings must be designed to incorporate no less than four (4) of the following elements. Buildings over 50,000 square feet must include a minimum of six (6) of the following elements. Buildings over 100,000 square feet must include a minimum of eight (8) of the following elements.
    1. Canopies, awnings or porticos;
    2. Overhangs;
    3. Recesses or projections;

4. Arcades;
5. Peaked roof forms;
6. Arches;
7. Cupolas;
8. Outdoor patios;
9. All parking along side and rear of building;
10. Monument signage;
11. Architectural details (such as tile work or moldings) integrated into building façade;
12. Articulated ground floor levels or base;
13. Articulated cornice line;
14. Accent materials;
15. Community amenities as defined in 3-7.1(E)(2);
16. Offsets, reveals or projecting rib used to express architectural or structural bay;
17. Varied roof heights; and
18. Integrated planters or wing walls that incorporate landscape and sitting areas.

(2) Community Amenities. Buildings over 50,000 square feet shall contribute to the establishment or enhancement of the community and public spaces by providing at least one of the following community amenities:

1. A patio seating area;
2. Water feature;
3. Clock tower;
4. Pedestrian plaza with benches and planters;
5. Public art; or
6. Any focal feature or amenity that, in the judgment of the Planning Commission, adequately enhances such community and public spaces.

Amenity areas shall be at least ten (10) feet deep and at least 350 square feet in size. Any such areas shall not be constructed of materials that are inferior to the principal materials of the building and the landscape. These amenities may be built so as to terminate a vista, where possible, in order to provide a prominent visual orientation for the development.

(3) Site Design.

- a. Dimensional Requirements. The dimensional requirements of the underlying zoning district shall apply within the IH-30 Overlay District.
- b. Off-Street Parking and Loading.

1. No more than one (1) full parking bay (2 rows of parking with a driving aisle) shall be allowed between the primary building and the IH-30 right-of-way. Parking to the side and rear of buildings is encouraged and preferred.
  2. To promote efficient use of land, enhance urban form, encourage use of alternative modes of transportation, provide for better pedestrian movement, and protect air and water quality, the minimum required parking ratio shall be 1 space per 1,000 gross square feet of floor area.
- c. Signage. Unless otherwise specified below, all sign standards shall be the same as set forth in the Greenville Zoning Ordinance, as amended.
1. Free-Standing Signs.
    - a) Allowable area. The allowable area of pole signs shall not exceed a size equal to the width of the lot frontage on which the sign will be located up to a maximum of 250 square feet.
    - b) Height. The maximum sign height is 40 feet.
    - c) Pole Covering. Pole signs must contain a pole cover or covers that are no less than 30 percent of the width of the sign face at its widest part.
    - d) Only 1 free-standing sign is allowed per frontage. One additional freestanding pole sign may be allowed on lots with more than 500 feet of frontage where multiple businesses, services, or tenants occupy the land. Free-standing pole signs must not be erected within 200 feet of each other. Free-standing pole signs not meeting these requirements must be erected as monument signs.
  2. Attached Signs. Attached wall signs shall be designed to be compatible with the storefront in scale, material, size, and color. Sign areas should be designed into the façade of the building and be compatible with the design architecture. Wall signs should not obscure windows, grillwork, pilasters, or ornamental features of the building. Allowable area shall conform to the requirements of the Greenville Zoning Ordinance, as amended.

3. Multi-Tenant Signs. The maximum height for a freestanding multi-tenant sign along I-30 is 40 feet. A monument-style multi-tenant sign may be erected up to 15 feet in height.
  4. Sign Building Materials. Building materials for signs shall be durable, have low maintenance, be of the same design, materials, finish and quality as the principal structure(s), and shall not adversely impact adjacent uses.
    - a) Permitted materials for sign backgrounds, frames, supports, and ornamentation include brick, natural stone (including panels or imitation stone), stained split-face block, wood, EIFS, metal panels (when used in conjunction with brick, split-face block or stone), and plastic (when used in conjunction with brick, split-face block or stone).
    - b) Prohibited materials for sign backgrounds, frames, supports, and ornamentation include exposed metal poles when not enclosed by a masonry veneer, smooth-face concrete blocks, metal panels (alone) or plastic (alone).
  5. Sign Landscaping. There shall be landscaping around the sign pole or structure greater than or equal to the square footage of one side of the sign.
  6. Sign Lighting. All signs may be internally or externally illuminated. External illumination must be directed downward. Internally illuminated signs must have an opaque or non-illuminated background; text and logo only may be illuminated.
- d. Bicycle and Pedestrian Circulation.
1. Sidewalks. Sidewalks are required along the full-length of any façade featuring a customer entrance and along any façade that abuts public parking areas. Public sidewalks are not required along the IH-30 Frontage Road right-of-way.
  2. Continuous Pathways Required. Continuous internal pedestrian walkways shall be provided to connect off-street surface parking areas with primary building entrances.

3. Distinguished from Driving Surfaces. All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable, low-maintenance surface materials such as pavers, bricks, or scored/stamped concrete or asphalt to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.
  4. Connection to Trail Systems. Internal pedestrian walkways shall connect with existing and future trail systems in adjacent developments and parks.
  5. Bicycle parking shall be accommodated on-site.
- e. Ingress and Egress. Vehicular and pedestrian conflicts should be minimized by carefully configuring median breaks, entry and exit points, design of entry driveways and sight distances.
1. Main entry drives should connect to a continuous aisle and not require a driver to quickly maneuver to approach the main building.
  2. Aisles that intersect entry drives should be spaced a minimum of 20 feet from the property line to encourage safe vehicular maneuvering.
- f. Cross Access. To encourage shared parking and shared access points on public streets, interior vehicular circulation areas shall be designed to allow for cross access to adjacent lots. A stub for future cross access shall be provided from the vehicular use area to all adjacent vacant land.
- g. Landscaping. All sites, as a minimum, shall meet all applicable landscape standards as set forth in the Greenville Zoning Ordinance. Where the following standards conflict with the City's landscape standards, these requirements shall prevail:
1. Streetscape Buffer. A 20 foot landscape buffer is required adjacent to any public right-of-way. Landscape materials shall be permitted within required utility easements.
    - a) The buffer shall contain one (1) canopy tree and one (1) understory tree per 30 feet of frontage as measured along the lot lines. The required trees must be planted in clusters. At least 50 percent of the required trees must be evergreen to ensure year-round foliage. Where overhead power lines

prohibit the use of canopy trees, two (2) understory trees shall be substituted for each one (1) canopy tree.

b) At least 25 percent of the streetscape buffer area must also contain native grass beds or wildflowers.

h. Exterior Lighting. All sites, as a minimum, shall meet all applicable landscape standards as set forth in the Greenville Zoning Ordinance.

(F) Variance. Requests for a variance from any of the requirements of the IH-30 Overlay District will procedurally be treated as architectural waivers and will be reviewed on a case-by-case basis by the Planning Commission, who will make a recommendation to the City Council for final consideration and action.

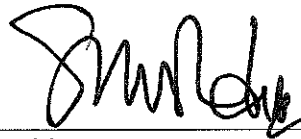
**SECTION 2.** All Ordinances or parts of Ordinances in conflict herewith are repealed to the extent of conflict only.

**SECTION 3.** A person who violates this Ordinance is guilty of a separate offense for each day or part of day the violation is committed, continued, or permitted. Each offense, upon conviction, is punishable by a fine not to exceed \$2,000.00.

**SECTION 4.** If any section, provision, subsection, paragraph, sentence, clause, phrase, or word in this Ordinance or application thereof to any person or circumstance is held invalid by any court of competent jurisdiction, such holdings shall not affect the validity of the remaining portions of this Ordinance, and the City Council of the City of Greenville, Texas hereby declares it would have enacted such remaining portions, despite such invalidity.

**SECTION 5.** This Ordinance shall be in full force and effect from and after December 7, 2012.

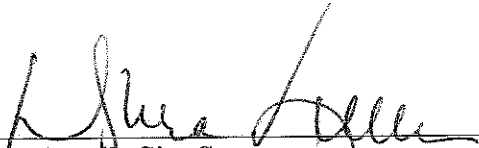
**PASSED AND APPROVED,** this the 27th day of November 2012.



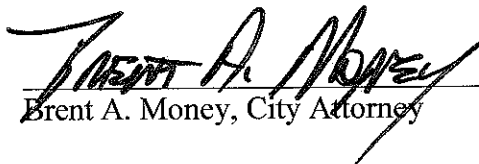
Steve Reid, Mayor



**ATTEST:**

  
Debra Newell, City Secretary

**APPROVED AS TO FORM:**

  
Brent A. Money, City Attorney