



City of Mount Pleasant Design Review Guidelines



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PREFACE

The City of Mount Pleasant is a community rich in history and heritage amid vibrant growth. Established in the early 1800s, Mount Pleasant has always held its small-town charm in high regard, and therefore, it seeks to maintain that charm and character by ensuring attractive and quality commercial and residential development. The City Commission, town administration, and citizens of Mount Pleasant desire to protect the established character of the community by developing, enacting, and maintaining an architectural and aesthetic vision for all development. This vision consists of a body of citizens, from here forward referred to as the City of Mount Pleasant Design Review Committee, who are duly appointed to review and approve all commercial architecture, landscaping, signs, and residential entrances inside the jurisdictional city limits. This collection of principles and design standards set forth establish guidelines known as the City of Mount Pleasant Design Guidelines Manual. The Design Review Committee will utilize and apply these guidelines to ensure that future development in Mount Pleasant maintain a certain standard to protect the character of our city.

I. INTRODUCTION

1) What is Design Review

The purpose of Design Review is to protect the established character of the city, and to ensure that new development, or changes to existing development, are consistent with the City's aesthetic vision for its built environment. Design Review will work to keep Mount Pleasant from looking and feeling like *"Anywhere, USA."*

The Design Review process considers a wide range of design issues that will be addressed during the planning phase of the development. These include such things as open space and natural features, building scale and massing, architectural details, signs, landscaping, site lighting, utility connections and stormwater detention/retention areas. Each issue considered may appear individually small, however, in combination, they can make the difference between a poor project and a successful project.

Design Review is a very important tool for protecting community character and enhancing appearance and property valuations. It allows the city to look beyond the specifics of a proposed development, and consider its context and how a project will fit and benefit its surroundings. Design Review benefits the community and individual property owners in many important ways:

- a) **Protect Community Identity** – Mount Pleasant has a certain small-town charm, as well as a unique history that should be preserved and enhanced. Additionally, City leaders desire to improve the community's existing high quality of life and ensure the town is more attractive for future investment. Design Review will help to protect these assets for future generations.
- b) **Enhance and Protect Property Values** – Design Review helps assure property owners that their investment will be protected. Just like traditional zoning prevents landfills from locating in a residential neighborhood, Design Review tries to ensure that the character of the neighborhood is maintained. Improvements in the quality of design stabilize, and in some cases, enhance the value of private property.
- c) **Promote Economic Development** – Design Review is an especially important tool for commercial districts where increased private investment and maintaining an image of vitality is a community goal.

2) Basis for Design Guidelines Standards

The City of Mount Pleasant Mayor and City Commissioners created the Mount Pleasant Review Committee by Ordinance 2017-1006 July 2017. The Design Review Committee is governed by the following provisions:

- **Section 1. Composition**
The Design Review Committee shall consist of seven (7) members that also act as the Planning Commission.
- **Section 2. Qualifications of Members**
Members shall be familiar with the following fields: Architecture, Engineering, Landscape Architecture, Urban Planning and Building. They should also have a vested interest in the sustainability of Mount Pleasant. It is desired that at least one architect and one engineer serve on the board always. However, should there be no one to serve in this capacity, it is acceptable that these positions be filled with a person who is knowledgeable in the area of building and construction.
- **Section 3. Appointment of Members**
Appointment of members shall be the same as appointment of the Planning Commissioners.
- **Section 4. Term of Members**
The term of members shall be the same as the Planning Commissioners as follows: terms of the members shall be three (3) years, excepting that in the appointment of the first Committee, two (2) of said members shall be appointed for a term of three (3) years, two (2) for a term of two (2) years and the remaining member for a term of one (1) year.
- **Section 5. Removal of Members**
Members of the Design Review Committee may be removed without cause at the will of the Mayor and the City Commission.
- **Section 6. Meetings**
Meetings shall be held status quo and at such other times as the Design Review Committee may determine. Four (4) members shall constitute a quorum; and, in the absence of the Chairperson, the Vice-Chairperson shall take the place of the Chairperson. The Committee shall keep minutes of its proceedings showing the vote of each member upon each question, or if absent, or failing to vote, indicating such fact. A majority of the Committee may adopt rules and regulations to govern the procedure before the Committee.
- **Section 7. Responsibilities**
It shall be the duty of the Design Review Committee to develop specific review procedures for construction of development for all non-residential properties, multiple family residential, and any entrances to residential or nonresidential development and to apply such procedures in either approving or disapproving proposals for such improvements in the City of Mount Pleasant.

- **Section 8. Building Applications – Submittals to Committee**
 Prior to application for a building permit all nonresidential properties, multiple family residential and any entrances to residential or nonresidential development shall be submitted to the Design Review Committee, along with plans, elevations and landscape design. A preliminary submittal prior to completion of detailed plans and specifications are recommended, but not mandatory.
- **Section 9. Building Applications – Due Consideration**
 Within 30 days after an application shall have been submitted to the Committee, the City staff shall examine same and present it to the members of the Committee for examination and determination of whether the proposed structure will conform to proper urban design standards and be conducive to the proper architectural development of the City. At said meeting, the Design Review Committee shall examine the plans, elevations, specifications, and any other evidence that may be pertinent or requested. The Chairperson of the Committee may request the applicant or representative to appear at the Committee meeting. The Design Review Committee shall act as expeditiously as practical and in no event shall any applicant be caused unreasonable delay during this process.
- **Section 10. Building Applications – Approval or Disapproval**
 At said meeting or at any meeting within fifteen (15) days subsequent thereto, the Design Review Committee shall approve the application if, in their opinion, the proposed development will conform to proper design standards and be conducive to the proper development pattern of the City of Mount Pleasant. The Committee shall disapprove and return the application if it determines that the proposed development will be unsightly or unsuitable in appearance or detrimental to the environment of the community. However, the Committee may make comments and recommendations if it sees fits, toward the end of informing the applicant, the building official, and the City Commission why the proposal is unsuitable and what might be changed, added, or removed from the proposal that would bring such structure into conformance with the Design Review Guidelines.
- **Section 11. Building Applications – Issuance of Permit**
 If the Design Committee approves the application, the applicant may submit the plans to the building official for the permit. If the Design Committee returns the application with its disapproval and recommendations, the applicant shall make the appropriate changes and resubmit in such form that meets the approval of the Committee. If the submitted documents clearly meet standards set forth in the Design Review Guidelines the application can move forward to the next stage in the process.
- **Section 12. Appeals**
 Any person aggrieved by decisions rendered by the DRC must appeal to the City Commission. This ruling body shall have final authority for approval or disapproval based on the provisions of these guidelines.

3) Purpose of the Design Guidelines Manual

This manual is intended to identify the principles and design standards that the DRC will apply to the applications before them. These standards do not reproduce all the specific requirements stated in the Zoning Ordinance, Subdivision Regulations, or other applicable development standards and regulations. DRC approval does not relieve the applicant of compliance with the documents. Property owners,

developers, architects, builders, business owners and others should consult these standards when considering redevelopment or new construction prior to preparation of plans. These standards are intended to compliment the City's ordinances and regulations by providing a graphic explanation of what is intended. If there is a conflict between these standards and other City ordinances/codes, or other standards(s) adopted by any City board or commission, the more stringent shall apply.

The Design Guidelines do:

- *Provide developers and design professionals with a clear and equitable set of parameters for site and building design.*
- *Identify important design elements that are to be maintained or enhanced.*
- *Encourage high quality development through recommended appropriate design approaches.*
- *Provide for a reasonable, logical, and timely review and appeal procedures.*
- *Maintain as well as enhance the quality of life for the City of Mount Pleasant residents.*
- *Reinforce civic pride of its citizens through attractive development.*
- *Protect and enhance property values.*
- *Increase awareness of aesthetic, social, and economic values.*
- *Create a "sense of place."*

The Design Guidelines do not:

- *Discourage growth in the City of Mount Pleasant.*
- *Dictate stylistic design approaches or restrict creative thinking.*

II. BUILDING DESIGN AND ARCHITECTURAL CHARACTER

Building design and the character of the architecture exhibited are key elements in the built environment that will contribute to Mount Pleasant's success and prosperity as a community. The building design guidelines contained herein are intended to help protect the integrity and enhance the value of the City's existing neighborhoods by articulating to the development community those design values and preferences that the city has determined will result in a high-quality built environment and improved quality of life for the resident.



High quality materials, unique architectural features

A. General Building Design Guidelines

1. Building facades visible from a public right-of-way should be of high quality and finished in a manner that is consistent with the front façade.
2. Buildings that have long walls should use varied setbacks or architectural details to reduce the perceived length and mass of the building.
3. Development sites with multiple buildings should contain compatible design elements and a strong visual relationship with buildings.
4. Buildings should reflect the unique style of the city and not develop according to a standard “corporate” or “franchised” style that is typically found with big-box or other national businesses.
5. Exterior building materials shall be high quality and durable; and shall be subject to the following criteria:



Use of compatible materials and colors

- a. **Primary Building Materials:** The primary materials for exterior wall surfaces exclusive of all windows, doors, roofs and walkway covers, shall be natural materials such as; clay brick, stone, marble, limestone, and wood. Cementitious stucco or “Hardie-Plank” siding may also be used as primary building materials. Other materials may be considered on a case-by-case basis, but in no case, shall the primary building material be as such that it only simulates in appearance the look of the above-listed primary building materials. In consideration of alternative materials, the Design Review Committee and the design professional should consider the architectural style of the building, and select appropriate materials.
- b. **Secondary Building Materials:** Secondary building materials for exterior wall surfaces may be used for up to 10% of the elevations, exclusive of all windows, doors, roofs, and walkway covers, for accent. Acceptable secondary building materials, include precast concrete, exterior insulation and finishing systems (EIFS), or dry-vit, and textured block. Simulated materials that give the appearance of the primary building materials may be used as secondary building materials as well.

Where the rear of the building is not/will not be visible from the public right-of-way or ingress/egress easement and does not abut a residential development or zoning district, the Design Review Committee may consider up to 50% of the rear of the building to be constructed with secondary building materials. This exception will be reviewed on a case-by-case basis, with the burden of proof lying with the applicant on the question of visibility.

- c. Non-preferred Building Materials on non-industrially zoned properties, exclusive of all windows, doors, roofs, and walkway covers, include exposed or painted concrete block, metal, plywood, vinyl or aluminum siding, plastic materials or similar.
- d. For those properties located within an industrial zoning district, the Design Review Committee shall have the discretion to permit metal facades on the side and rear of a building not generally visible from a public right-of-way, and where that side or rear elevation of the building does not abut a residentially-zoned property.
- e. Exterior finish colors should fit into the context of the built environment. Subtle earth tones are preferred over stark and bright colors. High Chroma colors should be limited or avoided.
- f. Door and window framing systems shall not be clear anodized or silver aluminum. The color should blend with the overall design of the building.
- g. In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed. The dimensional size of the material should relate to the size of the building. For example, a traditional size brick should be used on smaller buildings, with consideration being given for larger-scale buildings and larger brick sizes. The most traditional size is approximately 2 ¼ x 3 ¾ x 8.

B. Compatibility with Surroundings

- 1. Building forms shall be tailored to fit within the existing topography of the site and other site features specifically existing trees and vegetation. Buildings are viewed in context with other buildings in the immediate vicinity regarding mass, placement, scale, and proportion of window openings, entryways, roof types, and the degree of detail.



Building compatible with site topography, vegetation

- 2. Use of similar Building Materials in a Commercial Center:

- a. In order to achieve unity between all buildings in a Commercial Center, all buildings in the center, including out parcel buildings, shall be constructed of building materials from the color and materials palette approved for the center.



Building sited within mature tree canopy

- b. A comprehensive building materials and color package shall be submitted to the Design Review Committee for approval with the first building of a commercial development

- 3. Use of Similar Architectural Styles or theme in a Commercial Center:
 - a. A consistent architectural style or theme should be used throughout a Commercial Center, and particular to tie outparcel buildings to the primary building(s).
 - b. Building entrances are appropriate locations to express individual building character or identity.
- 4. Where a site or building is not part of a Commercial Center, the architecture should consider surrounding sites in terms of building materials, colors and architectural style. These buildings should blend architecturally. The intent is not to have all developments look the same, but to have developments of high-quality design and materials that transition well from surrounding developments where stark contrasts are not evident to the visitor or passerby.
- 5. Full Chroma colors are discouraged, except as building accents.

C. Building Heights

Building heights shall conform to the City of Mount Pleasant Zoning Regulations per the applicable zone district in which the development is located.

D. Adapting Prototypical Designs to Sites

Prototype designs shall be adapted to reflect the City of Mount Pleasant design standards and should be compatible with the site’s immediate surroundings. Careful siting, use of compatible materials and colors, and landscaping are some of the ways that a franchise design is expected to be adapted to blend with its surroundings.



Appropriate Design



Appropriate Design

Inappropriate Prototypical Design

Inappropriate Prototypical Design



E. Massing, Facades, and Roof Line

Architectural features used to break up blank wall lines

1. Massing

- a. Buildings should avoid long uninterrupted façade planes. The maximum permitted width of an uninterrupted plane shall be 60 feet.
- b. Pilasters, variations in the roof line or parapet walls, and building wall recesses shall be used to break up the mass of a single building into distinct vertical bays which maintain a rhythm to surrounding buildings.



2. Facades

- a. Buildings should have a defined base, middle, and cap.
- b. Window and door openings shall have proportions similar to those on adjoining buildings.
- c. Where a clearly established development character and scale exist, no in-fill development should include the key design elements of surrounding buildings with respect to windows, doors, rhythm of bays, detailing, roof forms, materials and colors.
- d. Rear and side facades, if visible from public streets, shall be like the primary façade in the architectural treatment.
- e. Blank walls facing public streets shall be avoided. The use of various architectural materials and patterns shall be used to break up the wall lines.



Defining a base, a middle, and a cap

3. Roofs

- a. Roof forms shall be appropriate to a building’s design and scale.
- b. Flat roofs or low-pitched roof with parapet walls are encouraged to screen mechanical units from public view.



Roof forms appropriate to building design and scale



F. Alternative Procedures and Waivers

The use of certain materials as the primary exterior building material is regulated in all commercial, office and multifamily zone districts. This also includes all non-residential uses within residential zone districts. Discouraged materials include: vinyl siding (vinyl siding not less than 40 mil is allowed), metal siding, and standard concrete block. Standing seam metal roofs may be allowed. Waivers granted by the Design Review Committee to building materials placed on additions to existing structures or to additional buildings on the same legal lot of record. Requests will be considered on a case-by-case basis. An alternative proposal may be presented to the Design Review Committee by the applicant. Special consideration will be given to regulated building materials when placed on additions to existing structures to maintain continuity. In these instances, the Design Review Committee may grant waivers from regulated materials. The burden of demonstrating the use of regulated materials is appropriate, falls upon the applicant. Special consideration will be given to the use of regulated materials when adjacent or within areas of existing and historical buildings. The Design Review Committee may consider alternative proposals if the applicant meets the following conditions:

- 1. No alternative may be granted from any regulated material unless a specific finding is made that the resulting condition will meet the original intent of the provision for which the alternative is proposed.

2. No alternative may be granted unless the applicant presents specific and detailed information as to the nature of the relief being requested and the alternative means proposed maintains the original intent of the manual.
3. Any alternative granted shall be noted in the minutes of the meeting along with detailed findings that the alternative:
 - a. Exhibits conditions unique to the site
 - b. Provides equal or greater standards of the original requirement
 - c. Meets or exceeds the intent of the original provision

III. LANDSCAPING AND SCREENING

A. Preservation of Existing Trees

The general location of tree-covered areas within a development site shall be illustrated. Specific identification is required for all existing trees proposed to be removed with a diameter of eight (8") inches or greater at a point four and one-half (4 ½') feet above the ground level. The extent of the proposed grading shall be shown where trees are to be retained.

Measures shall be taken to protect mature healthy trees. Grading, construction, or materials storage should not disrupt their vitality. If ground alterations are of necessity within or near the drip line, or within critical distance of mature trees, they should be planned and executed in consultation with a tree expert. Adequate protection measures shall be performed for trees to be preserved on a construction site. Protection measures shall comply with the guidelines outlined in the Zoning Ordinance (Section 11.4 (L) Tree Preservation).



Preservation of existing trees

B. Landscape Plan

All new developments, whether public or private, and all existing commercial, industrial or multifamily residential projects where the site or the exterior of the building is to be modified shall be required to submit a Landscape Plan. All landscape plans shall be prepared by a licensed landscape architect or experience landscape designer.



Landscaped areas shall include all designated open space, and landscaping should be located along the public boundaries of a site, including site entrances and parking areas, around buildings and building entries, along drainage or storm water management structures and retention areas, provide visual and physical separation of conflicting land uses, and hide views or to conceal areas from public view such as loading areas, dumpsters, HVAC units, electrical boxes and meters.

Landscape Plans shall illustrate proposed new trees, shrubs, and ground covers with plant common names and sizes. A plant list shall be provided denoting plant names, quantities and sizes. All landscaped areas shall be irrigated with an irrigation system approved by the City.

C. Streetscape

The streetscape is generally defined as the visual appearance of a roadway formed by the location of physical features such as street trees, lawns, and landscape buffers. The streetscape area is located behind and adjacent to the road right-of-way line. A consistent landscape treatment along public streets enhances the appearance of the public domain. All streetscapes shall adhere to the following provisions:

1. No parking or structures, other than approved signage and approved street furniture, shall be permitted in a designated streetscape area.
2. The streetscape for non-residential developments and single-family residential developments which utilize reverse frontage lots shall be a minimum depth of twenty-five (25') feet from the public right-of-way. The streetscape for multi-family residential developments shall be a minimum depth of thirty (30') feet from the public right-of-way. For larger residential developments that require surface parking greater than one-hundred (100) parking spaces, additional streetscape depth may be required to provide a buffer from the street right-of-way. Berms and additional plantings may also be appropriate. The DRC should consider site location, building and parking lot location, and the quantity of parking spaces in determining the appropriate streetscape.
3. All streetscape areas shall lie within defined open space areas or landscape easements owned and/or maintained by established property owner associations.
4. Streetscape plantings shall include a mixture of tree and understory plantings. Street types should be planted no further apart than thirty (30') feet on center. All new street tree plantings shall be a minimum of two and one-half (2.5") inches in caliper at the base of the trunk and multi-stemmed ornamental trees should have a minimum caliper of one (1") inch.
5. The sidewalk should be set back a minimum of five (5') feet from the back of the curb. Were sidewalks are incorporated within a landscaped pedestrian way, street trees shall be planted between the curb and sidewalk, unless such plantings would interfere with overhead or underground utility lines. In such case ornamental trees shall be planted behind the sidewalk and shall be of a species that will not interfere with overhead lines at maturity.



D. Peripheral Scape and Screening

The peripheral scape is defined as the area in the side and rear yard between the property line and any paved area or structure. All peripheral scapes shall adhere to the following provisions:

1. No parking, dumpsters or other structures shall be permitted in a designated peripheral scape area.
2. The peripheral scape shall be a minimum of ten (10') feet in depth; however, when the lot adjoins a residential district, the depth shall be fifteen (15') feet and may be increased to twenty-five (25') feet by the Design Review Committee.
3. Evergreen trees should be planted at a minimum one tree for every twenty (20') lineal feet or portion thereof to obtain a dense planting. Two to three rows shall be provided of planting where appropriate with trees alternately spaced to provide an adequate screen. All new tree plantings shall be a minimum of two and one-half (2 ½") inches in caliper and should be six (6') feet in height.

Screening is designed to provide a visual, physical, or sound separation of service areas and/or adjacent conflicting land uses, and should be designed so that it is an orderly part of the landscape and does not dominate the view. Screening should not compromise safety by blocking vision at intersections, and elements requiring screening should not be placed to impede vision of any street corner or obstruct visibility of vehicles entering or leaving driveways. Required screening between conflicting land use should consist of densely planted strips or areas and should be effective buffer for all seasons of the year. Mature vegetation should be retained in such areas as supplemented as necessary by new evergreen vegetation to screen sight lines.

Screening shall be required in the City of Mount Pleasant in the following instances:

1. In all multi-family residential, commercial or industrial developments that are adjacent to a conflicting land use, residentially zoned property or a residential development.
2. In all development that propose the use of double frontage lots.
3. In all developments with outdoor vehicular service, vehicular storage, or auto service functions such as the storage of cars while they are being repaired.

Types of screening:

1. **Vegetative Screening:** Vegetative screening is the preferred screening method in the City of Mount Pleasant where industrial and commercial developments adjoin less intensive developments or zones. When vegetative screening is required for conflicting land uses or transitional land uses, the screening, at a minimum, unless otherwise directed by the Design Review Committee, shall form a solid continuous visual screen. All new plantings shall be at least six (6') feet in height upon planting. The proposed vegetative screening strip shall be composed of trees and shrubs that are of a major deciduous and major evergreen nature. Use and preservation of existing, mature vegetation for screening is encouraged.

2. **Fencing:** Fencing is the preferred screening method in the City of Mount Pleasant for multi-family developments that adjoin a conflicting land use or a residential development proposing double frontage lots. All required fencing, which is used to screen or create privacy in the city, shall adhere to the following requirements:
 - a. The preferred fencing type is brick/masonry or stone. Fencing constructed of treated wood or ornamental metal may be approved by the Design Review Committee and reviewed on a case-by-case basis. The use of untreated wood, plain concrete block, chain link, wire, metal mesh, or corrugated metal panels shall not be used as fencing or screening.
 - b. The fencing shall provide an opaque view of the screened area.
 - c. Fences shall be set back from the street right-of-way to allow a clear area for utilities and landscaping. Landscaping shall not conflict with any utility easements.
 - d. Where approved, wood fences shall have brick or stone columns located no less than fifty (50') feet on center and shall be constructed with a concrete cap.
 - e. Fences shall not create a stockade appearance. This can be accomplished by staggering fencing materials between columns to add depth to the screening. Fences over one-hundred (100') feet long on double frontage lots facing streets shall have no more than fifty (50% percent of their length in a straight line and shall provide a setback of five (5') feet or more from the fence line.
 - f. Fencing shall be designed to facilitate maintenance and shall not modify natural drainage so as to endanger other property.
 - g. The maximum height of the fence may not exceed eight (8') feet.
 - h. The use of berms with appropriate dense screen planting along the top of the berm is encouraged. Landscaping shall include trees planted fifty (50') feet on center and shrub groupings.
 - i. Fencing shall lie within defined common open space areas or easements owned and/or maintained by established property owner associations.
3. **Berms:** The berm is the preferred screening method for the City of Mount Pleasant for more intensive commercial and industrial developments; in particular, developments that will have loading docks, storage areas, and large parking areas or drives that adjoin or infringe upon a residential area or zone. The use of the berm may be imposed upon any development as a screening method along a major thoroughfare or between a sidewalk and parking or road. When a berm is required as a screening method or is incorporated into a landscaping plan, the berm shall be a minimum of three (3') feet in height with the Design Review Committee having the option of requiring a five (5') foot high berm depending upon the use being buffered. The slopes of all berms within the City of Mount Pleasant shall not exceed a ratio of 3:1. In instances of industrial developments adjoining a residential development or zone, the Design Review

Committee shall require a twenty-five (25') foot wide, five (5') foot high landscaping berm with a minimum six (6') foot high vegetative screen.

E. Parking Lot Landscaping

1. Orientation/Layout

Parking areas should be designed to complement the streetscape of the adjacent roadway. Areas should include landscaping to minimize the visual impact of large expanses of asphalt and large numbers of vehicles. Parking lots shall conform to the requirements set forth:

- a. Landscaping shall be provided around the perimeter to serve as a buffer screen and assist in minimizing the impact from public view.
- b. Parking islands shall be landscaped and be covered with shredded bark, turf, low shrubs and shall have at least one tree per island, or two trees if there is a double row of parking. Shade trees and trees of sufficient size at maturity shall be planted in parking lot landscape islands. Parking islands shall include trees of two and one-half (2 ½') inch caliper for large trees; two (2") inch caliper for medium and small trees; three (3) gallon shrubs with a minimum twelve (12") inches tall at time of planting. Container grown trees are preferred over burlap for this application.
- c. Plant material should not interfere with visibility for motorists of road intersections, or at entrances and exits of parking lots.
- d. All landscaped parking islands shall be irrigated. Backflow preventers shall be screened.



F. Stormwater

Overland drainage and detention are required to minimize the impact of peak water discharges on downstream facilities. The rate of peak run-off at site boundaries cannot be greater than peak run-off prior to development. Where site run-off requires detention areas, the areas shall be incorporated into the overall landscaping of the site.

All drainage must conform to the City of Mount Pleasant Subdivision Regulations and approved prior to construction, or alteration in the case of existing storm water facilities. All detention areas shall incorporate the following standards:

1. Detention basins must be fully sodded.
2. A concrete swale shall be provided for adequate drainage flow to drain outlets when necessary.
3. Earth cut slopes of 3:1 horizontal to vertical shall be preferred for erosion control and maintenance.
4. Landscaping shall be provided adjacent to the basin so as to provide a visual amenity within the overall landscaping of the site.
5. In basins that shall retain water so as to provide an aesthetic feature of the development, water should not remain stagnant. Fountains shall be provided to aerate the water surface.

G. Maintenance and Irrigation

1. All planted areas installed by the developer shall be privately maintained as originally designed and approved by the Design Review Committee for the life of the project. All dead and/or dying landscape material shall be removed by the property owner and replanted per the Committee's originally approved Landscape Plan. Any revisions to the landscaping not in conformance with the approved plan require approval of the Design Review Committee.
2. Irrigation shall be provided to ensure longevity and health of the planting areas on all new construction. Existing and renovated landscaped areas will be evaluated individually based on the complexities of providing irrigation.
3. Irrigation backflow preventers shall be screened or concealed. Backflow preventers shall not be located within a required streetscape area.

IV. SITE DESIGN AND SITE ELEMENTS**A. Site Design****1. Building Orientation**

- a. Buildings should be oriented such that their main entrances and addresses are visible from the public right-of-way and streets located therein.

- b. Building service areas, loading and utility areas shall not be visible from public streets. Such service areas should be located behind the façade of the main structure. Review of local sanitation company criteria is essential in the placement and number of sanitation collection service areas.
- c. Primary entrances to office and retail buildings should be oriented to the public right-of-way, with secondary entrances opening to parking areas.

2. **Parking Lot Design**

- a. Parking islands shall be interspersed between every fifteen (15) parking spaces with and island being a minimum of ten (10') feet in width and twenty (20') feet in length or forty (40') feet long if there is a double row of parking.
- b. All required parking islands shall be surrounded with a continuous six (6") inch standard or rolled curb.
- c. Landscape divisions between double rows of parking are encouraged for large developments. This helps to break the visual impact of an expanse of a large parking lot.

3. **Interconnectivity**

- a. Sites shall be interconnected to eliminate the need for residents to utilize the adjacent street to gain access to adjoining sites, and to encourage pedestrian movement between sites.
- b. An internal drive network can be used to gain interconnectivity.

4. **Pedestrian and Bicycle Movements**

- a. Sites shall be designed to provide for internal pedestrian movements, and to neighboring streets and rights-of-way to enhance pedestrian safety and comfort.
- b. Areas for bicycle storage should be incorporated into the site.
- c. Pedestrian crosswalks should be incorporated in the site, providing clear access from the public right-of-way to the building's main entrance.
- d. Crosswalks can be marked with different paving mechanisms. Examples include pavers, bricks, and scored or stained concrete.

5. **Open Space**

The City of Mount Pleasant Zoning Ordinance provides for minimum open space percentages for developments. The location of the open space can be integral to a site's characteristics and scale.

- a. As discussed in Section III, streetscapes are required along all roadways.

- b. Landscaping should be located along a building’s base to soften the building and add a pedestrian scale to it.
- c. Industrial-zoned property should locate the majority of open space to the front of the parcel, to be visible from the public right-of-way.

B. Site Elements

Site elements, such as street furniture, amenities and public spaces within a site contribute to place-making and the visitor’s overall experience. The addition of site elements may not be appropriate on all sites. However, coordinated and well-placed elements can provide for a greater sense of community, provide places for people to gather, focal points and prominence of a site. Site elements shall not impede pedestrian ways.

1. Furniture

- a. Furniture should be provided to allow for visitor resting places, eating or gathering.
- b. Furniture should be of high-quality materials and should coordinate with the scale and design of the development.
- c. Furniture colors should be of a natural color. Colors such as cream, black and dark green are appropriate.



2. Outdoor Dining

- a. Restaurants are encouraged to provide for outdoor dining spaces.
- b. The use of any umbrella covering shall be coordinated with the character of the development in terms of color and design.
- c. No signage is permitted on umbrellas.
- d. Canvas umbrellas should be of flame-retardant, mildew-resistant fabric.
- e. Outdoor dining areas should be kept clean and free of litter.
- f. Outdoor dining areas shall not impede pedestrian travel.



3. Art, Water Features

- a. The use of public art, water fountains and other water features and architectural elements that enhance the site may be appropriate.



4. Miscellaneous

- a. Coordinated trash receptacles made of metal, wrought iron, stone or other durable material should be used.
- b. Planters made of durable materials should be compatible with other site elements.
- c. Bike racks should be provided and located so as not to interfere with vehicular and pedestrian traffic, but still provide easy access to the building entrance.

C. Exterior Lighting

Exterior lighting plays an important role in the design of a development site – whether its function is to emphasize architectural features of a building, the landscape of the site, or to illuminate a parking area serving as a security measure.

However, left unregulated, poor site lighting can result in the degradation of the nighttime visual environment as a result of obtrusive light trespass, glare and light pollution.

The site lighting standards contained herein are intended to regulate exterior lighting in order to reduce or prevent light pollution. This means to the extent reasonably possible the reduction or prevention of glare and light trespass, the conservation of energy, and the promotion of safety and security.

Site Lighting Definitions

Foot-candle – A quantitative unit of measure referring to the measurement of illumination incident at a single point. One foot-candle is equal to one lumen uniformly distributed over an area of one square foot. By way of reference, the illuminance of full moonlight is measured at 0.01-foot candles.

Glare – The sensation produced by a bright source within the visual field that is sufficiently brighter than the level to which the eyes are adapted to cause loss in visual performance and visibility.

Light – That part of the electromagnetic radiation in the wavelength range visible to the naked eye.

Lighting – An artificial supply of light.

Luminaire – A complete light unit consisting of a lamp or lamps together with the components designed to distribute light on any property, to position and protect the lamps, and to connect the lamps to the power supply. A luminaire is also commonly referred to as a fixture.

Maintenance Factor – A factor related to the lumen depreciation throughout the life of a luminaire as a result of electrode deterioration, lamp blackening, and the gradual accumulation of airborne particles on the optical surfaces of luminaires.

Outdoor Light Fixtures – Any illuminating device, including electrically powered devices; reflective or refractive surfaces; and lamps and similar devices that is installed outdoors, including, but not limited to, devices used to illuminate any site, structure, or sign.

Photometric Plan – A point-by-point plan depicting the intensity and location of lighting on the subject property.

Shield – A protective cover or shelter designed to obscure light emission.

Shielded (fully) – A lighting fixture that is shielded in such a manner that all light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.

Shielded (partially) – A lighting fixture that is shielded in such a manner that ninety-percent (90%) of the light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point of the shield.

Uniformity Ratio – A quantitative unit of measure referring to the measurement of lighting uniformity over a specific area. Specified uniformity ratios are designed to protect against areas of insufficient or excessive illumination.



Decorative site lighting



Decorative building lighting



Wall-mounted lighting (fully shielded)



Parking lot lighting (low intensity)

C. Exterior Lighting (continued)

The Design Review Committee shall review a Lighting Plan illustrating the style, location, height, and intensity of fixtures proposed, in addition to a Photometric Plan illustrating compliance with the required light levels. The following design criteria shall apply to all exterior site lighting:

1. Lighting levels should meet the minimum IESNA (Illuminating Engineering Society of North America) standards, and shall not exceed two-hundred (200%) percent of the recommended values.
2. The maximum permitted pole heights for all not-residential applications shall be as follows: Perimeter Lighting (within fifty (50') feet of residential property) – maximum fourteen (14') feet in height; Interior applications (fifty to one-hundred (50'-100') feet from residential property – maximum twenty-five (25') feet in height; Interior applications (over one-hundred (100') feet from residential property) – maximum thirty (30') feet in height. Generally, the height of light fixtures should be in direct proportion to the building mass. For all purposes of these standards, height shall be measured from the ground surface to the bottom of the lighting fixtures.
3. The lighting of a structure or parking area should not cast light beyond property boundaries, and shall not, under any circumstance, exceed one (1) foot-candle at a commercial property line, or one-half (1/2) foot-candle at a residential property line, and one-quarter (1/4) foot-candle ten (10') feet over the property line.
4. Building mounted light fixtures shall not be located higher than the roofline, and shall have its lamp source shielded from view to minimize glare.
5. The use of creative lighting, such as up-lighting, down-lighting, accent lighting and façade lighting should be used to prevent glare with the fixtures being aimed away from the pedestrian or motorist.
6. Lighting levels shall be based on initial lamp lumens and 1.0 maintenance factor.
7. All lighting installations shall be maintained such that they continually provide acceptable luminance levels and glare control.
8. All exterior illuminating devices shall be full-cutoff.



Accent lighting



Flush canopy lighting



Inappropriate parking lot lighting (sag/drop lenses)

C. Exterior Lighting (continued)

Site Specific Standards and Requirements

1. Gasoline Station/Convenience Store Aprons and Canopies

- a. Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (ceiling) of the canopy.
- b. The sides (fascia) of the canopy should extend below the lens of the fixture twelve (12") inches to block the direct view of the light sources and lenses from the property line.
- c. Lights shall not be mounted on the top or sides (fascia) of the canopy, and the sides of the canopy shall not be illuminated.
- d. The lighting levels for new facilities (pump islands and under canopies) shall not exceed a maintained average horizontal illumination level of twenty (20) foot-candles and should conform to IESNA recommended practices. Individual luminaire lamp wattage should not exceed 250 watts.

2. Parking Lots

- a. All luminaires should be a full cut-off design, aimed downward and away from the property line.
- b. Maintained average horizontal illuminance at grade shall not exceed two and one-half (2.5) foot-candles and should conform to IESNA recommended uniformity ratios (max. to min.) of 20:1 for basic design and 15:1 for enhanced security.

3. Recreational Areas

- a. Where playing fields or other recreational areas are to be illuminated, lighting fixtures shall be specified in the Photometric Plan, mounted and aimed so that the illumination falls within the primary playing area and immediate surroundings so that no direct light illumination is directed off-site. No outdoor recreational facility, public or private, shall be illuminated after 11:00 p.m. except to conclude any recreational event in progress prior to 11:00 p.m.

4. Exterior Illumination of Building, Landscaping and Signs

- a. The unshielded outdoor illumination of any building or landscaping is prohibited. Lighting fixtures used to illuminate an outdoor sign either shall be by directed ground lighting or mounted on the top of the sign, and shall comply with shielding requirements provided herein.

5. Exemptions

- a. Municipal Roadway lighting, approved by the City of Mount Pleasant;

- b. Temporary exemptions – (with specific written permission from the Board of Mayor and the City Commission, based on the findings and a recommendation from the Planning Commission);
- c. Construction and emergency lighting – (lighting necessary for construction or emergencies is exempt from these provisions provided said lighting is temporary and is discontinued immediately upon completion of the construction work or abatement of the emergency necessitating said lighting).

6. Prohibitions

- a. Floodlights
- b. Searchlights
- c. Mercury Vapor fixtures
- d. Sag or drop lenses

7. Required Submittals

- a. A site plan drawn to scale showing building(s), landscaping, parking areas and proposed exterior lighting fixtures.
- b. Location of all post, canopy, supports and light fixtures, including the height of each fixture.
- c. Specifications of the illuminating devices, lamps, supports and other devices as IESNA “cut-off” fixtures.
- d. A photometric report with point-by-point spacing no greater than 10' x 10'. Report shall include minimum, maximum and average foot-candle lighting levels, max-to-min ratio; uniformity ratio, and shall indicate the lighting level at the property line.

D. GARBAGE COLLECTION AREAS

Trash containment areas including dumpsters, trash, refuse, compactors, and recyclable containers shall be set in a location that is at the rear of the buildings or site and shall not be located within any designated streetscape/peripheral scape. The following criteria shall apply:

- 1. Dumpster enclosures shall be located on a concrete pad of sufficient size to accommodate the desired number of receptacles.
- 2. Such collection areas shall be enclosed by opaque material on all three sides with doors to remove front end commercial dumpsters.
- 3. The dumpster enclosure shall be constructed of similar material from which the principal use was constructed, and screened with appropriate plant material.

4. The screening of all dumpsters shall be at least two (2') feet taller than the dumpster, but no more than eight (8') feet. Doors shall be in a closed position when the dumpster is not being loaded or emptied and the doors shall have a usable latch to ensure that they can stay closed.
5. The door framework shall be of metal construction.
6. For compaction units the concrete pad shall have a floor outside drain, which ties directly to the sanitary sewer.
7. For restaurants, exterior grease collection devices shall be located underground or within an opaque enclosure similar to the dumpster enclosure.
8. All refuse material and items to be recycled must be enclosed and located on a concrete pad.
9. Grocery cart storage should be concealed from public view. Storage of carts should be provided within the interior of the building, or if outside, be incorporated into the exterior design of the building frontage. For cart storage within parking lots, the storage should be screened within or adjacent to planter islands.



Appropriately screened garbage collection areas



Inappropriately screened garbage collection areas



Screening of grocery cart storage

E. GAS, ELECTRIC METERS AND TRANSFORMER LOCATIONS

Utility meters shall be screened from public view with an opaque fence wall or evergreen hedge that screens objectionable views.

Transformers shall be screened with evergreen landscape materials of sufficient height and width at the time of planting. An area of fifteen (15') feet shall remain open on the side of the transformer used for access.

Mechanical equipment on roofs or sides of a building shall not be visible from streets. When mechanical equipment is ground mounted, screening shall include either an opaque fence or wall or a suitable evergreen hedge that screens objectionable views from the public.

F. MECHANICAL UNITS, VENTS, PLUMBING, HEATING

Ground-mounted mechanical and air conditioning units shall be screened from public view with an opaque fence, wall or evergreen hedge that screens objectionable views.

Roof-mounted mechanical and air conditioning units, vents and pipes must be screened from public view. Where parapets are used, they must be of a height to completely screen such items from neighboring properties and right-of-way. Individual rooftop screens are not acceptable. Vents, pipes and other rooftop items on a pitched roof must be incorporated into the design of the building. The use of dormers is one way to conceal such items.

The location of all ground and roof-mounted mechanical and air conditioning units must be identified on the plans with the type of screening proposed.

Screening shall cover the height of the units proposed.

G. SIGNAGE

The City of Mount Pleasant permits a wide variety of signage intended to identify businesses and institutions, and to convey commercial and non-commercial messages alike. The primary purpose of the City's sign standards is to promote the reasonable, orderly, and effective use and display of signs, while enhancing the physical appearance of the City. Specific sign requirements, including the types of signs allowed and prohibited, dimensions, and siting restrictions are found in the City of Mount Pleasant Zoning Ordinance.

1. General Design Criteria

- a. Signage should be consistent in size, material, and location within each development, and proportional to the building it is placed on.
- b. Signage shall conform to the architectural character of the principal building in terms of style, location, size, configuration, materials, and color.
- c. Sign logos shall be subordinate to the overall sign design.

- d. All business signs shall face a public street and/or recorded permanent easement and not be located on the rear of the buildings.
- e. The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.
- f. A comprehensive Sign Policy is required for developments of two or more tenants outlining the colors, type, illumination, size, and location off all development signage. Signage should be consistent in size, material, location, and design throughout each development.

2. Sign Types and Location

a. Wall Signs

- 1) Wall signs should be placed in a manner that does not obstruct or crowd architectural elements and detail that define the design of the building.
- 2) Wall signs for commercial buildings can be located above the storefront, within the frieze of the cornice, on covered transoms, or on the pier that frames display windows or on flat, unadorned surfaces of the façade. Wall signs that extend beyond the roof line are not permitted.
- 3) Box panel/cabinet wall signs are not permitted. Only channel letter signs shall be permitted.

b. Ground Signs

- 1) Ground signs, including single tenant and project signs should emulate the materials and architecture of the principal building.
- 2) The base of the ground sign shall have a solid skirt that is landscaped.
- 3) Ground signs should be located so as not to impede visibility at entrances, exits, and intersections.
- 4) Sign structures for incidental signage (i.e., directional, traffic management, etc.) within commercial retail centers, shall be comprehensively approved by the Design Review Committee.

3. Subdivision Entrance Signs

- a. Subdivision entrance signs shall be constructed of quality materials such as brick and stone.
- b. Subdivision entrance signs may be placed on one or both sides of the entrance.
- c. Subdivision entrance signs shall be placed in a landscape easement or common open space and shall be maintained by the homeowner's association and/or developer.

- d. Subdivision entrance signs and their appurtenances (support structures, landscaping, etc.) shall not obstruct the “clear site triangle” established for motorists at the subdivision entrance. The “clear site triangle” shall be measured thirty-five (35’) feet back from the point of the intersection of roadways.

4. Sign Materials

- a. Preferred sign materials include brick, stone, limestone, molded concrete, wood, raised individual non-corrosive metal or painted wood letters, painted letters on wood, metal, or glass, reverse channel letters, or channel letters.
- b. Individual letters are strongly encouraged. Acceptable materials include acrylic, Lexan, and Sentra.
- c. Plastic-faces cabined signs are not permitted for wall or ground signs.

5. Sign Illumination

- a. The light for or from any sign shall be so shaded, shielded or directed that intensity will not be objectionable to surrounding areas.
- b. No sign shall have blinking, flashing or fluttering lights or other illuminating devices that change intensity, brightness or color.
- c. Reverse-channel lighting is encouraged. Exposed bulbs and neon shall not be used on the exterior surface of any sign.
- d. Canopies and awnings shall not have backlighting. Beacon lights are prohibited.
- e. Illuminated translucent sign backgrounds are not permitted on ground signs. A solid opaque material, such as aluminum, shall be used for the background of any internally illuminated ground sign, with routed letters and logo. Light may illuminate only the letters and logo.
- f. The use of external lighting with a shielded light source is required.

6. Sign Colors

- a. Use colors that complement the materials and color scheme of the associated building including accent and trim colors.
- b. Use earth tone tints of reds, browns, tans, grays, and greens.
- c. Full Chroma colors shall be avoided.

V. REHABILITATION AND IMPROVEMENTS TO EXISTING BUILDINGS AND SITES

As buildings and sites are renovated, updated and improved over time, it is the desire of the City of Mount Pleasant that these sites and buildings be updated to comply with the current Design Guidelines and open space requirements to the extent possible. The use of high-quality materials for such renovations should be used. Deteriorated materials should be removed.

Applicants are encouraged to work closely with City Staff to review existing and proposed conditions of a building or developed site to determine the best alternatives.

Any change to the exterior of a building or site requires prior approval from the Design Review Committee, unless such changes fall in the following categories:

- Replacement of existing materials with the same, including materials, design and color.
- Repainting or re-roofing using the same color.
- Repair or replacement of items with same.
- Replacement of windows with the same design and color.

APPENDIX A – RECOMMENDED STREET TREES AND PLANTINGS

Autumn Blaze

Maple

Height: 50-60 Feet

Flower: Inconspicuous

Zones: 3-7

Site: Full Sun; Moist Well Drained

Form: Columnar, Oval, and Pyramidal

Width: 30-40 Feet



Crape Myrtle

Red, White & Pink

Height: 15 to 20 feet

Flower: Clusters of deciduous blooms

Zone: 7-9

Site: Full sun; moist well drained sun

Form: Vase shaped; wider at top then narrowing down

Width: 6 to 15 Feet

Growth Rate: Fast



APPENDIX A – RECOMMENDED STREET TREES AND PLANTINGS (continued)

Eastern Redbud

Height: 20 to 25 feet

Flower: Rosy Pink Flowers

Zone: 4-9

Site: Full Sun; wide range of well-drained soil

Form: Rounded form

Width: 25 to 30 Feet

Growth Rate: Medium



Flowering Dogwood

Height: 20 to 30 feet

Flower: White, Red, & Pink Blooms

Zone: 5-9

Site: Full Sun; acidic, moist, & well drained

Form: Rounded spreading

Width: 15 to 20 Feet

Growth Rate: Medium



Jane Magnolia

Height: 10 to 15 feet

Flower: Reddish Purple Tulip

Zone: 4-7

Site: Full Sun; moist, & well-drained soil

Form: Rounded form

Width: 10 Feet

Growth Rate: Slow



Kousa Dogwood

Height: 15 to 25 feet

Flower: White to light pink, star-shaped

Zone: 5-8

Site: Full Sun; moist sandy well-drained soil

Form: Rounded full form

Width: 25 Feet

Growth Rate: Slow to Medium



APPENDIX A – RECOMMENDED STREET TREES AND PLANTINGS (continued)

Kwanzan Cherry

Height: 20 to 30 feet

Flower: Double Pink Blossoms

Zone: 5-9

Site: Full Sun; well-drained clay soil

Form: Vase-shaped then rounded

Width: 25 to 30 Feet

Growth Rate: Medium



Okame Cherry

Height: 15 to 30 feet

Flower: Clear Rosy Pink Blooms in early spring

Zone: 6-8

Site: Full Sun; moist well drained soil

Form: Upright Arching Rounded to Oval in shape

Width: 20 to 30 Feet

Growth Rate: Moderate to Rapid



Purple Plum

Height: 25 feet

Flower: White, Pale, Pink Flowers first in spring

Zone: 4-9

Site: Full Sun; moist sandy well-Drained soil

Form: Rounded form

Width: 25 Feet

Growth Rate: Medium



Murray Cypress

Height: 30 to 40 feet

Flower: Evergreen, Dark Green

Zone: 6-10

Site: Full Sun-Partial Shade; well-drained soil

Form: Cone; Pyramidal

Width: 8 to 10 Feet

Growth Rate: Fast; Very Fast



APPENDIX B – EXAMPLES OF ACCEPTABLE/UNACCEPTABLE LIGHT FIXTURES

Examples of Acceptable / Unacceptable Lighting Fixtures

Unacceptable

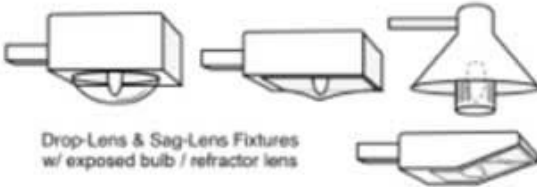
Fixtures that produce glare and light trespass



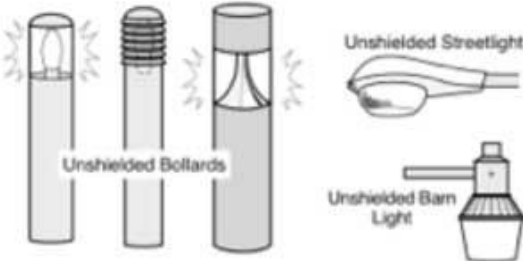
Unshielded Floodlights or Poorly-shielded Floodlights



Unshielded Wallpacks & Unshielded or Poorly-shielded Wall Mount Fixtures



Drop-Lens & Sag-Lens Fixtures w/ exposed bulb / refractor lens



Unshielded Streetlight

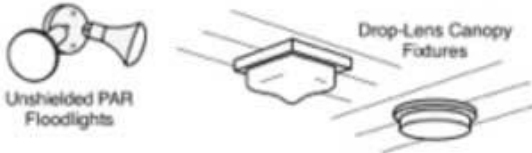
Unshielded Bollards

Unshielded Barn Light



Louvered 'Marine' style Fixtures

Unshielded 'Period' Style Fixtures

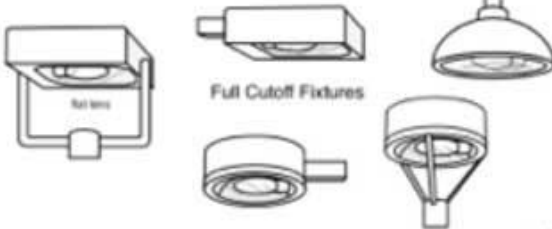


Unshielded PAR Floodlights

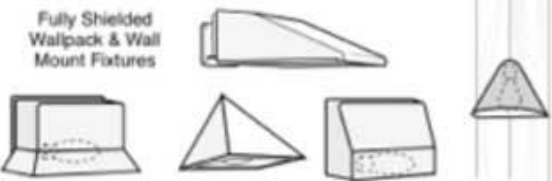
Drop-Lens Canopy Fixtures

Acceptable

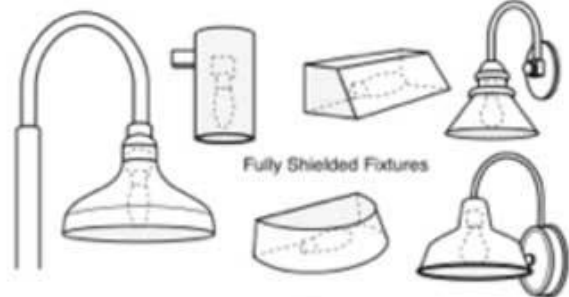
Fixtures that shield the light source to minimize glare and light trespass and to facilitate better vision at night



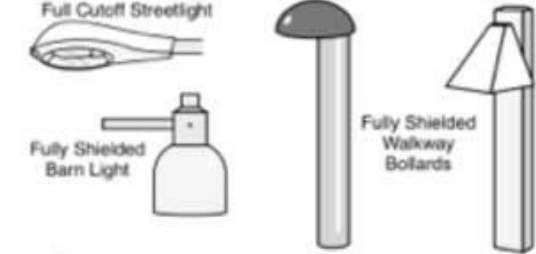
Full Cutoff Fixtures



Fully Shielded Wallpack & Wall Mount Fixtures



Fully Shielded Fixtures



Full Cutoff Streetlight

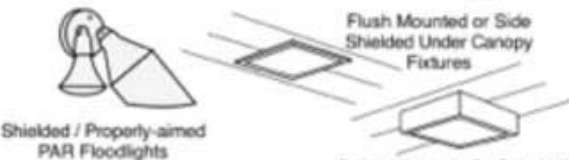
Fully Shielded Barn Light

Fully Shielded Walkway Bollards



Fully Shielded Decorative Fixtures

Fully Shielded 'Period' Style Fixtures



Shielded / Property-aimed PAR Floodlights

Flush Mounted or Side Shielded Under Canopy Fixtures

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