

### 5:17.1 Purpose and Applicability of the Downtown District

- A. **Purpose.** In order to promote the economic and general welfare of the City of Travelers Rest and the public generally, the city seeks to promote harmonious, orderly, and efficient growth and redevelopment in its Downtown. History demonstrates that these goals require that the city take action to conserve the qualities relating to the development of Downtown by:
1. Promoting development of a connected and pedestrian-oriented downtown consisting of vibrant and dynamic mixed uses and activities for residents, workers, and visitors;
  2. Emphasizing unique assets of the city such as the Swamp Rabbit Trail; and
  3. Creating spaces downtown that are active at a human scale and are not intimidating or dangerous for pedestrians to enjoy.

The creation of the Downtown District establishes a mechanism for the accomplishment of these objectives.

- B. **Reflection of the Downtown Master Plan.** The intent of the Downtown District according to the Downtown Master Plan is to strengthen the downtown as the “heart” of the community that serves as the center for culture, commerce, and events. The area is intended to support this goal through elements of design and appropriate mixed-use development.
- C. **District Establishment.** The Downtown District is established as an overlay zone and includes requirements that advance the desired design characteristics and land use objectives specific to the downtown area of Travelers Rest.
- D. **Applicability.** This Section applies to all land, buildings, structures, and accessory structures and uses within the Downtown District set out in Section 3.2, Official Zoning Map. All new construction, or additions and exterior changes to existing structures whose construction value exceeds 50% of the Fair Market Value of the property as reflected by the Greenville County Tax Assessor shall comply with the requirements outlined in this document.

If one or more of the Downtown District standards as written cannot be met for a particular development or redevelopment, the applicant may provide evidence that the proposed design meets the intent of one or more of the purpose statements outlined in Section A above. The Planning Director may then determine if the proposed design meets the intent of one or more of the purpose statements outlined in Section A above.

### 5:17.2 Establishment Of Downtown District Subareas

- A. **Districts.** The Downtown District includes three distinct subareas:
1. DCS, Downtown Core Subarea;
  2. TS, Trailside Subarea; and
  3. GS, Gateway Subarea.
- B. **Land Uses.** The land uses allowed within the Downtown District are the same as those in the underlying base zones unless otherwise noted.

Mixed-use is allowed by right within the Downtown District within all non-residential zoned properties. The ground floor of any vertical mixed-use must activate the streetscape and contain publicly accessible commercial spaces as per the requirements of this section.

Adaptive reuse of structures shall be reviewed on a case-by-case basis by the Planning Director. Additional conditions may be stipulated as part of any approval for adaptive reuse, to ensure negative externalities of the proposed reuse are appropriately considered and minimized. Sensitivity to community context and adhering to the intent of the Downtown District should be strongly considered during the review.

- C. **Modification and Addition Standards.** In order to maintain the character of the Downtown District, additions to existing buildings shall be compatible with the existing context and shall follow these standards:
1. Average Setback. Principal and accessory structures and building additions shall be designed to be no greater than the average setbacks of buildings from the same use category on the same block face and the parallel block face

to the maximum degree practical.

2. **Building Height.** The maximum building height for modification or addition shall be that of the average building on the same block and the parallel block face, plus 20 percent of the height, up to a maximum of 45'.

**D. Discrepancy with Other Regulations.** In the event that a regulation in the Downtown District is different from a regulation in the zoning ordinance, the standards in this section shall apply.

**E. Subarea Definitions, Objectives, and Uses.**

1. *Downtown Core Subarea (DCS).*

a. **Definition.** This subarea establishes a small-town feel through a consistent urban form of an active, pedestrian-oriented street edge and the small-scale and diverse character of portions of Main Street, N. Poinsett Highway, and a portion of State Park Road. Buildings accommodate a mix of uses within multiple stories and support the walkable character of the traditional urban core.

b. **Objectives.**

- i. **Scale.** New buildings shall reflect the scale of the surrounding structures. Typically multi-story buildings are appropriate.
- ii. **Building Form.** Building form shall consist of a primarily simple, rectangular form and be accented with varied massing and articulation.
- iii. **Building Mass.** New buildings shall utilize design that reduces perceived scale and conveys building proportions reflective of the pedestrian character of the area.
- iv. **Roof Shape.** Flat roofs are most common in this subarea, however roof forms may have slope.
- v. **Street Level.** The street-level design promotes a pedestrian-friendly public realm activated by storefronts, outdoor seating, and street-facing building entrances.
- vi. **Frontages.** Building frontages maintain an urban character by retaining the alignment of building façades at the sidewalk edge.
- vii. **Parking.** Parking shall be subordinate to the principal structure on the property and located to the rear of the use as well as screened. Bicycle parking shall be included.
- viii. **Open Space.** Uses should provide sufficient outdoor space in the form of hardscape and street trees that are visible from the street where possible.
- ix. **Streetscape.** Sidewalks should include a consistent treatment of planters to enhance the feel and allow for an ADA-compliant pathway in addition to pedestrian-scale lighting, and other street furniture such as benches, trash receptacles, and bicycle racks.

c. **Additional use standards within the DCS.**

i. **Prohibited uses:**

- Auto sales and services
- Data-centers
- Drive-thru restaurants
- Dry-cleaning/Laundry
- Gas stations
- Heavy manufacturing
- Junkyards/Scrapyards
- Mini-warehouses/Self Storage
- Outside storage
- Warehousing

ii. **Conditional uses:**

- Kennels must be indoor only
- Night-clubs, bars, or drinking establishments are required to close by midnight, seven days per week. Conditional approval only applies to the applicant and is non-transferrable.
- No retail sales over 25,000 square feet

2. *Trailside Subarea (TS).*

a. **Definition.** This subarea emphasizes the importance of a connection to the Swamp Rabbit Trail and strives to create dual frontages that highlight the importance of a traditional entrance along a sidewalk or thoroughfare with a trailside entry as equally important. This dual entry highlights the unique character of

this subarea and makes businesses more accessible to trail users.

- b. Objectives.
  - i. Scale. Buildings are predominantly one to two story.
  - ii. Building Form. A combination of building forms is allowed.
  - iii. Roof Shape. A variety of roof shapes are allowed.
  - iv. Street Level. The street-level design promotes a pedestrian-friendly public realm activated by storefronts, outdoor seating, and street-facing building entrances.
  - v. Trail Level. The trail-level design should incorporate second entrances, directional signage to assist trail users where to park bicycles and enter spaces, and outdoor seating appropriate for the business use. Building utilities shall be screened from view of the trail.
  - vi. Frontages. Street frontages and plazas of buildings should be landscaped with low-water plants, trees, perennials, and annuals. Trail frontages should be natural or planted to enhance the trail. Minimal hardscaped surface shall be utilized along the trail frontage, applied only to maintain accessibility.
  - vii. Parking. Parking should be subordinate to the principal structure on the property. Bicycle parking shall be included.
  - viii. Open Space. All uses should provide sufficient open space in the form of hardscape and/or naturalized, low-maintenance plant and tree material that is visible from the street and or trail.
  - ix. Tree Canopy. Naturalized, low-maintenance tree plantings should be incorporated into all properties to enhance the overall tree canopy.
  - x. Streetscape/Trailscape. Sidewalks should include a consistent treatment of planters to enhance the feel and allow for an ADA-compliant pathway along with pedestrian-scale lighting, and other street furniture such as benches, trash receptacles, and bicycle racks. These same approaches should be taken along the trail with additional trees encouraged rather than planters.
- c. Additional use standards within the TS.
  - i. Prohibited uses:
    - Auto sales and services
    - Data-centers
    - Drive-thru restaurants
    - Dry-cleaning/Laundry
    - Gas stations
    - Heavy manufacturing
    - Junkyards/Scrapyards
    - Mini-warehouses/Self Storage
    - Outside storage
    - Warehousing
  - ii. Conditional uses:
    - Kennels must be indoor only
    - Night-clubs, bars, or drinking establishments are required to close by midnight, seven days per week. Conditional approval only applies to the applicant and is non-transferrable.
    - No retail sales over 25,000 square feet

### 3. *Gateway Subarea (GS).*

- a. Definition. This subarea serves as way to shape the main gateways into the core of downtown Travelers Rest. The subarea reflects traditional form and usage while accommodating a moderately lower density mix of residential, commercial, and mixed uses and building types.
- b. Objectives.
  - i. Scale. Buildings are predominantly one story and are articulated with some two-story elements.
  - ii. Building Form. A combination of forms is allowed.
  - iii. Roof Shape. A variety of roof shapes are allowed.
  - iv. Street Level. The street-level design should incorporate elements such as storefronts, front stoops, and porches at street-facing entrances.
  - v. Frontages. Front yards and plazas of buildings should be landscaped with low-water plants, trees, perennials, and annuals.
  - vi. Parking. Parking should be subordinate to the principal structure on the property and located to the rear

- or sides of the principal structure, and not be visible from the public realm where possible. Parking shall be screened by landscaping or fencing. Bicycle parking shall be included.
- vii. Open Space. All uses should provide open space in the form of hardscape and/or naturalized, low-maintenance plant and tree material that is visible from the street.
  - viii. Tree Canopy. Naturalized, low-maintenance tree plantings should be incorporated into all properties to enhance the overall tree canopy.
  - ix. Streetscape. Sidewalks should include a consistent treatment of planters to enhance the feel and allow for an ADA-compliant pathway along with pedestrian-scale lighting, and other street furniture such as benches, trash receptacles, and bicycle racks.
- c. Additional use standards within the GS.
- i. Prohibited uses:
    - Auto sales and services
    - Data-centers
    - Drive-thru restaurants
    - Dry-cleaning/Laundry
    - Gas stations
    - Heavy manufacturing
    - Junkyards/Scrapyards
    - Mini-warehouses/Self Storage
    - Outside storage
    - Warehousing
  - ii. Conditional uses:
    - Kennels must be indoor only
    - Night-clubs, bars, or drinking establishments are required to close by midnight, seven days per week. Conditional approval only applies to the applicant and is non-transferrable.
    - No retail sales over 25,000 square feet.

### 5:17.3 Site Development Standards

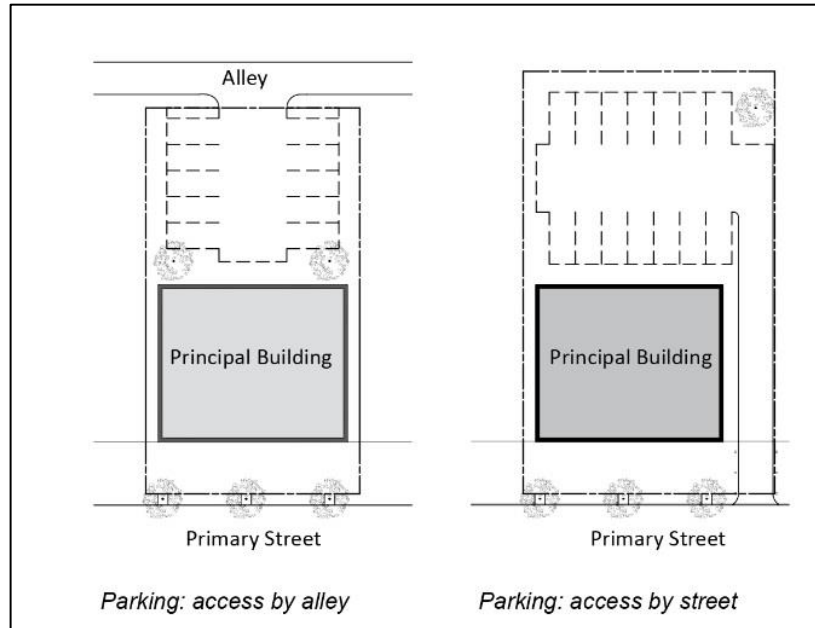
The purpose of these site design standards is to ensure each site provides amenities that accommodate pedestrian activity, walkability, and enhance the overall quality and appeal of Downtown Travelers Rest. Specific requirements per Subarea are specified. If no Subarea is specified for a specific standard, the intent that standard shall be in effect for the entire Downtown District.

#### A. Parking

1. *Purpose.* To allow flexible methods which provide an adequate number of parking and loading spaces and to create or improve pedestrian-oriented development(s).
2. *Parking Required.* Parking by use shall be required as specified in Section 6:9.6. Parking lots shall be sized as small as is practical for the situation. Parking reductions may be considered using innovative methods, and shall be at the discretion of the Planning Director.
3. *Shared Parking.* In the event that shared parking is desired, the request may be approved by the Planning Director if an agreement between all affected property owners is presented. The request must be signed by all property owners affected by the shared parking agreement and must include a drawing to scale showing the location of all proposed parking. The initial term of the agreement must be for a minimum of 10 years.
4. *Parking Location.* Parking shall not be located within 10' of any crosswalk or sidewalk. All parking shall be at the side or rear of buildings in all subareas with an effort to minimize parking along street frontages. In addition, parking in the Trailside Subarea shall be minimized between the Swamp Rabbit Trail and the building.
5. *Parking Access.*
  - a. All parking shall be accessed from rear alleys where they exist and/or from side streets if the lot is located on a corner.
  - b. Where access to rear parking takes place directly from the primary street, driveways shall be located along the sides of the property lines and designed such that pedestrian crossings on all sides always have the right-of-way.
  - c. Vehicular entrances to parking lots, garages, and parking structures, if applicable, shall be no wider than 30

feet on the front street.

Figure 5:17.3-1 (Parking Access)

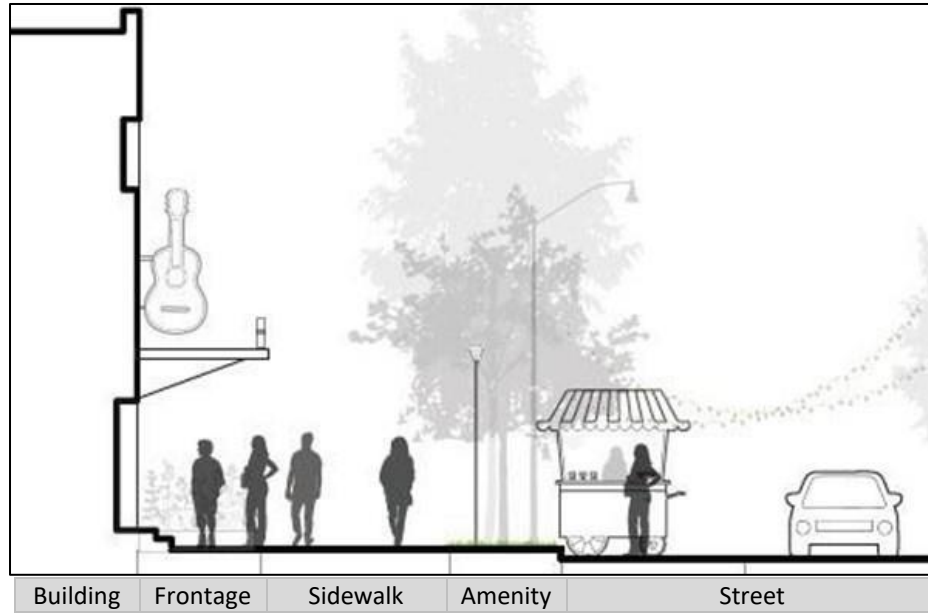


6. **Bicycle Parking.** Bicycle parking shall be required in the Downtown District for any new building or facility, any addition to or enlargement of an existing use, or change to a use. A minimum of one bicycle parking space is required for every six automobile parking spaces required for each use. All bicycle parking shall be fully supported and permanent.

**B. Streetscape**

1. Streetscape incorporates multiple elements that define the character of a pedestrian space. The width of Travelers Rest's key corridors varies but incorporating streetscape elements that serve the public shall be prioritized.
2. Where possible, a street shall incorporate the following spaces:
  - a. **Frontage space.** Where incorporated into the front setback, the frontage space shall continue the activity from the interior of the building. For instance, a restaurant may utilize the frontage space to incorporate outdoor seating or dining. The Frontage space shall be a minimum of eight (8) feet wide.
  - b. **Sidewalk.** Of the spaces, the sidewalk shall be prioritized. The sidewalk shall be a minimum of twelve (12) feet wide where space permits. The sidewalk and Frontage space can be combined, but in no case shall the total publicly accessible space be less than fourteen (14) feet.
  - c. **Amenity Zone.** The Amenity Zone shall contain planting strips, trees, planters, street lights, and other elements.
  - d. **Safety.** Outdoor activities associated with any use, including dining, shall be fully separated from parking or driving areas by safety bollards or another safety feature.

Figure 5:17.3-2 (Typical Street Cross-Section)



C. *Landscape Standards.*

1. *Purpose.* The purpose of these landscaping standards is to provide an aesthetically pleasing environment by enhancing the appearance of all developments.
2. A minimum of 90 percent of the required front setback area shall be landscaped with a combination of trees, shrubs, and other softscape elements. Paved curb returns, driveways, and interior courtyards shall be excluded from this requirement.
  - a. Tree plantings in the Trailside Subarea shall be planted at one per 30' of trail frontage.
3. Buildings with zero side setback shall not be required to have side landscaping with the exception of parking area landscaping.
4. Buildings with front and side setbacks less than 10 feet may use plazas, widened sidewalks, planter boxes, or outdoor dining to meet landscape requirements.
5. Coordination of any landscaping shall be done so as to not interfere with existing utilities or those utilities required with the project.
6. Reference landscaping and tree planting requirements in the Travelers Rest Zoning Ordinance for additional requirements.

D. *Solid Waste Facilities.*

1. *Purpose.* The purpose of these solid waste standards is to provide a setting free of sanitary concerns and obnoxious odors emanating from waste byproducts.
2. New construction or substantially modified existing buildings shall utilize in-ground trash receptacles and grease traps.
  - a. In-ground trash receptacles and grease traps shall be located a minimum of 15 feet away from a primary pedestrian entrance or outdoor seating area.
3. For office and retail uses where in-ground systems are not feasible, the following standards shall apply:
  - a. Above ground trash receptacles shall be set back a minimum of 20 feet from primary pedestrian entrances and outdoor use areas;
  - b. Above ground trash receptacles shall be screened using an opaque fence or other suitable enclosure, that is a minimum of one foot taller than the trash receptacle, and that uses materials which match the principal structure.
  - c. Above ground trash receptacles shall not be located on any side facing a public right-of-way, including trails.

E. *Lighting Standards.*

1. *Purpose.* The purpose of these lighting standards is to provide adequate and quality lighting of the sidewalk and street area, which is essential to creating a safe and inviting streetscape, and to provide a unique identity for the

- area.
2. The following two types of light poles may be installed in the public right-of-way:
    - a. Vehicular lighting that is a maximum of thirty (30) feet in height;
    - b. Pedestrian lighting that is a maximum of eighteen (18) feet in height;
    - c. A combination of these two types of light poles may be required to ensure a well-lit street area and to establish a unifying element along the street. New lighting must be coordinated with existing and planned city lighting elements. The City may require new lighting consistent with city lighting standards.
    - d. All new vehicular and pedestrian lighting shall produce warm white-colored light.
    - e. Pedestrian lighting shall be used on all streets, except alleys.
    - f. Vehicular lighting shall be used in addition to pedestrian-scaled lights at every intersection, with one additional light at mid-block where necessary.
    - g. Vehicular lights shall be aligned with planter pots (generally between two and a half feet and four feet from the back of the curb). Placement of fixtures shall be coordinated with the organization of sidewalks, landscaping, building entries, curb cuts, signage, etc.
    - h. Light poles may include armature that allows for the hanging of banners or other amenities (e.g., hanging flower baskets, artwork, etc.).
    - i. Pedestrian-scaled light poles shall be used to illuminate trails, walkways, building entries, and public plazas.
    - j. To increase safety, help geographic orientation, and highlight the identity of an area, the following areas shall be lit:
      - i. Edges of a park or plaza to define and identify the space;
      - ii. Entrances, archways, cornices, columns, and other architectural details; and
      - iii. Other public art and towers, especially those visible to pedestrians and vehicles.
  3. Pedestrian and Vehicular Lighting Spacing.
    - a. Vehicular lighting shall be placed at every intersection with additional lights the greater of at least one per mid-block or one per every 100 feet of continuous block length along each block face.
    - k. Pedestrian lighting shall be placed every 60 feet on center along each side of a block, or nearest feasible. Pedestrian lighting shall be spaced evenly along the block in relationship to each other and to the street centerline. Across-the-street relationships shall also be considered, as well as spacing to provide illumination at alley intersections and mid-block.

#### *F. Open Space*

1. *Purpose.* In order to ensure that a variety of functional, well-designed open spaces are distributed throughout downtown, new projects shall have an open space component on-site.
2. Open space, as described in this section, shall be required where a new building, expansion, or addition is located on property one half acre or more in area.
3. New Multi-Family, Nonresidential, or Mixed-Use Development.
  - a. Amount Required. All applicable development shall provide four square feet of open space for every 100 square feet of developed space, excluding service areas, stormwater retention/detention areas, and parking areas.
  - b. Central Open Space. At least 50 percent of the required public space shall be within a common, centralized space. The space shall include a focal point such as, but not limited to, a gazebo, public art or sculpture, pavilion, or paved patio area to help identify the park as a primary gathering place. The central open space shall be accessible by pedestrians and bicycles.

**5:17.4 Building Standards**

The purpose of these building design standards is to ensure each structure or building enhances the overall quality and appeal of Downtown Travelers Rest. If no Subarea is specified for a specific standard, the intent that standard shall be in effect for the entire Downtown District.

*A. Setbacks and Height*

Within each subarea, there are specific standards for setbacks and height of new structures and accessory units as follows in Table 5.17.4-1, Subarea Specifics: Setbacks and Height for New Construction.

<b>Table 5.17.4-1 Subarea Specifics: Setbacks and Height</b>			
	<b>Downtown Core</b>	<b>Trailside</b>	<b>Gateway</b>
<b>Front Setbacks</b>			
Minimum Setback (from street/trail) Corner Lots Subject to Dual Frontage	8'	8'	15'
Maximum Setback Note: Front setbacks shall be between 75% and 125% of existing setbacks on adjacent block face, not to exceed 25'	20'	20'	--
<b>Side Setbacks</b>			
Minimum Setback Note: if side setback provided it shall be a minimum of 5'	0' / 5'	0' / 5'	5'
<b>Height</b>			
Maximum Height Note: Excludes chimneys, elevator shafts, and covered areas with no walls. Sloped rooves may exceed height requirements, but in no case shall be greater than 2.5 stories tall.	45'	45'	45'

*B. Ground Floor Activation and Transparency.* In order to preserve the integrity of the ground floor and to activate the street level, the following standards shall apply:

1. Downtown Core Subarea.
  - a. Any ground floor wall facing a public area such as a sidewalk, trail, or outdoor use area shall be a minimum of 35% transparent through the use of entryways, windows, or merchandise display areas.
  - b. Boards or grills over transparent areas are prohibited.
  - c. In addition to the required transparency, one or more of the following options may be utilized to create pedestrian interest:
    - Wall art including murals or sculpture;
    - Potters, planters, or other landscaping at the base of the wall;
    - Outdoor seating or use area; or
    - Other design elements such as canopies or prominent entryways in addition to transparency requirements.
2. Trailside Subarea.
  - a. Any ground floor wall facing a public area such as a sidewalk, trail, or outdoor use area shall be a minimum of 35% transparent through the use of entryways, windows, or merchandise display areas.
  - b. Boards or grills over transparent areas are prohibited.
  - c. In addition to the required transparency, one or more of the following options may be utilized to create pedestrian interest:



- Wall art including murals or sculpture;
- Potters, planters, or other landscaping at the base of the wall;
- Outdoor seating or use area; or
- Other design elements such as canopies or prominent entryways in addition to transparency requirements.

3. Gateway Subarea.

- a. The front wall of the building shall be a minimum of 25% transparent through the use of doors and windows.
- b. Boards or grills over transparent areas are prohibited.
- c. In addition to the required transparency, one or more of the following options may be utilized to create pedestrian interest:
  - Wall art including murals or sculpture;
  - Potters, planters, or other landscaping at the base of the wall; or
  - Outdoor seating or use area.

C. *Materials*

1. *Building Materials.* Original building materials shall be retained, maintained, repaired, or uncovered when restoring a building to the maximum extent practicable. New buildings and alterations shall be composed of materials that are compatible with the quality and appearance of Downtown Travelers Rest. Specific primary building materials include brick, stone, wood, hardiplank, and glass. Specific secondary materials not to exceed 25% of façade area facing any public realm include metals, authentic stucco, and cast concrete.

D. *Building Design*

1. Buildings shall incorporate accent lighting into building design to create visual interest.
2. *Articulation.* New structures in the Downtown Core must be articulated with dimensions that promote a sense of human scale. New structures in this subarea must be designed with a clearly defined Cap, Middle, and Base.

Figure 5:17.4-1 (Articulation)



3. *Modulation.* Blank monolithic walls with little or no architectural detail or items that add visual interest shall be prohibited from facing public streets or residential dwellings.

Figure 5:17.4-2 (Modulation)



#### E. *Roof Design*

##### 1. *Roof Shape.*

- a. Original roof forms, profiles, and cornices on existing buildings shall be maintained to the maximum extent practicable.
- b. When a principal building has a roof surface with a rise of less than two inches to a run of 12 inches, a parapet shall be constructed along each facade abutting a public street, and the design or height of the parapet shall include at least one change in setback or height of at least two feet along each 100 linear feet of facade or part of a facade.
- c. Roof forms on new buildings or additions to existing buildings shall be compatible with the existing context.
  - i. Downtown Core Subarea. Flat roofs or low-sloped roofs shall be utilized. Where a flat roof is used, a parapet shall be included.
  - ii. Trailside Subarea. Flat roofs or low-sloped roofs shall be utilized.
  - iii. Gateway Subarea. Residential uses in this subarea shall utilize a sloped roof form, such as a gable roof.

#### F. *Entry*

##### 1. *Building Entry.*

- a. Each principal building shall have one or more operating pedestrian entry doors facing and visible from an adjacent public street and trail, where applicable.
  - i. In the Trailside Subarea, buildings positioned between the Swamp Rabbit Trail and a road shall incorporate primary entrances facing both public spaces.
- b. The location of the entry on the building facade shall be easily identifiable and emphasized with surrounding architectural recesses, projections, or foundation plantings.
- c. The primary entrance of every principal building shall directly face a street or a public space, such as the Swamp Rabbit Trail. Public space may include the open spaces described elsewhere in this section.
- d. Buildings shall be designed and oriented with an entry on the primary street.
- e. Buildings located on corner lots shall use design elements that emphasize the importance of entry from both streets.
- f. The primary public entrance shall be at grade or seamlessly integrate required handicap accessibility into the design of the building.
- g. Pedestrian walkways shall be provided between building, streets, driveways, community spaces and off-street parking to create a walkable, pedestrian oriented community. Connections to adjacent greenways, parks, and trails shall be provided.

#### G. *Signage*

##### 1. *Signage definitions.*

- a. **Awning:** A sign which is printed, painted, or affixed to an awning or canopy.
- b. **Cabinet:** An internally illuminated sign with a removable sign face, typically enclosed by a metal cabinet.
- c. **Directory:** A sign which displays exclusively the names, logos and locations of occupants or uses of a building.
- d. **Freestanding:** A sign comprised of self-supporting vertical support(s), a horizontal decorative sign support, and a

sign face.

- e. Hanging: A projecting sign which is suspended from an overhang, canopy, marquee, or awning, or from a mounting attached directly to the building wall.
  - f. Multi Tenant: A sign which advertises multiple businesses or tenants located on the same premises.
  - g. Off-Premise: A sign identifying or advertising a business, person, activity, goods, products or service, which is not available at the premises where the sign is located. Includes Billboards.
  - h. Post: A freestanding sign similar to a Monument sign except that the base is not solid.
  - i. Projecting: A sign that projects 12 inches or more from, and is supported by, a building wall.
  - j. Wall: A sign painted on, or attached flat and parallel to, the exterior wall or surface of a building that projects less than 12 inches from the surface.
  - k. Window: A sign permanently attached and located within a building so as to be visible through a window or door outside of the building.
2. *Sign Standards in the Downtown District.* All signs in the Downtown District shall be subject to the following standards:
- a. Materials for signs shall complement the color, material, and overall character of the primary site architecture;
  - b. Signs shall be constructed of high-quality durable materials that are suitable for exterior use, and shall be finished to withstand corrosion;
  - c. Freestanding signage is limited to 50% of the height of the ground floor of the subject building;
  - d. Freestanding signage shall incorporate architectural elements of the site with a distinguished base, middle, and top components of the sign, and shall be sufficiently landscaped at the base. Monolithic signage and exposed pole supports are not permitted;
  - e. Wall signage size is limited to 10% of the first floor wall area they occupy;
  - f. Multi-tenant signage shall not be taller than 6' in height;
  - g. Hanging signage and Projecting signage shall be sized accordingly for pedestrian legibility;
  - h. Illuminated signs shall be halo lit or composed of channel letters only;
  - i. Cabinet signs, Off-premise signs, or Billboards are not permitted;
  - j. No blinking or flashing lights shall be permitted;
  - k. Signs located on the trailside of the Swamp Rabbit Trail must be located on private property; and
  - l. Temporary signage limited to sandwich boards and menu boards are permitted for display only during business hours and located on private property.