

RED BANK DISTRICT



Design Standards





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INTRODUCTION

Initiated by Goose Creek City Council, in consultation with the Planning Commission, and guided by the recently adopted Goose Creek Comprehensive Plan (May 11, 2021), the Red Bank District is the first portion of the land use implementation process to take place.

Public input sessions with property owners and stakeholders were held to develop the proposal and adjust as needed to respond to concerns. The ultimate proposal is a design overlay (RBD) written specifically to address the characteristics of the Red Bank District.

MISSION The intent of this overlay district is to support the transition of Red Bank Road to a pedestrian-oriented, mixed-use, pro-arts/artisan, boutique manufacturing corridor that is compatible with surrounding residential development.



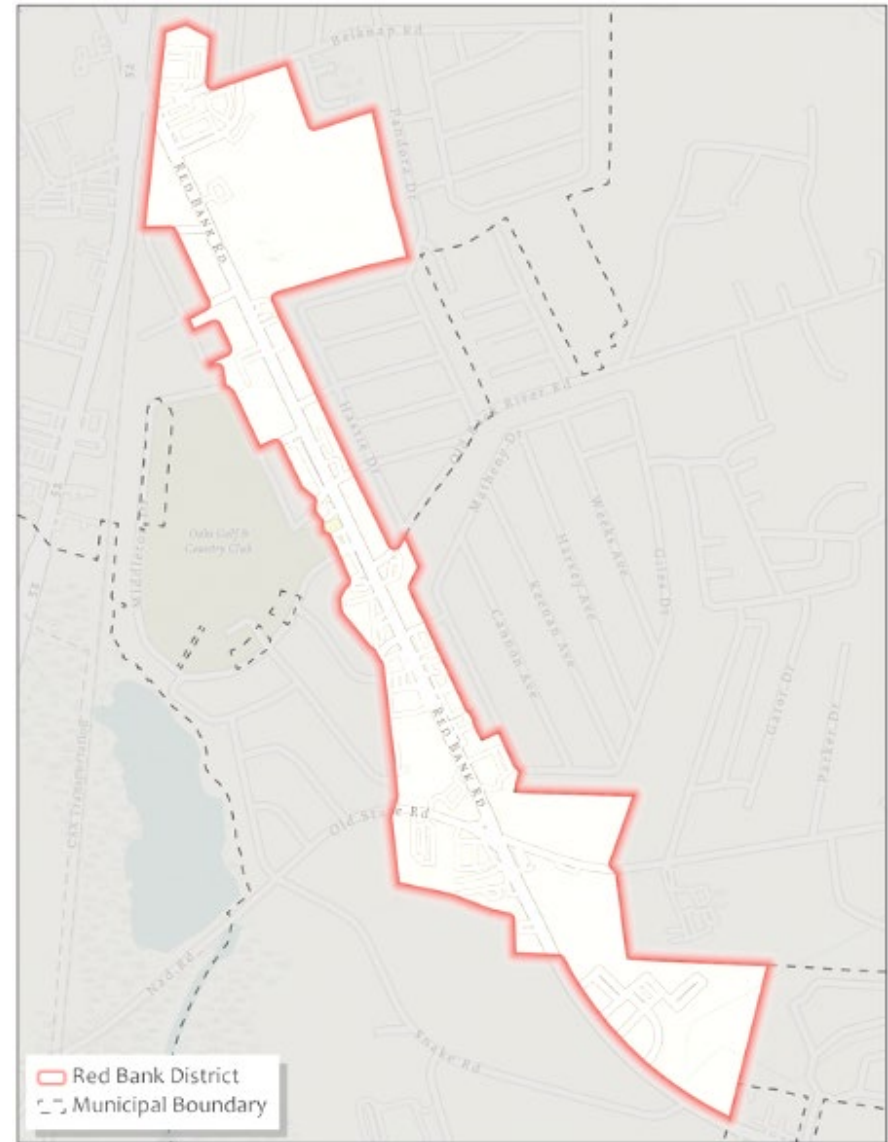
GOALS

- ✓ Encourage safe pedestrian and alternative transportation methods along and to the District.
- ✓ Stimulate the growth of artisan manufacturing and commerce in the District.
- ✓ Incentivize the inclusion of public art in new developments and redevelopments.
- ✓ Promote the interconnectivity of commercial and residential areas in the District.

AREA BOUNDARIES

The Red Bank Road Overlay (RBD) generally includes all properties adjacent to Red Bank Road, bounded to the west by U.S. 52 and to the east by Snake Road.

The Red Bank Overlay area consists of all or parts of 98 parcels and is +/- 154 acres total and is just under two miles in length. All new developments should verify specific properties with City Staff.



REVIEW PROCESS

The mission and goals of the Red Bank District are a major driver in the review process. Applicants are encouraged to think “outside the box” when it comes to building design, chosen colors, and selected building materials, that fit within these standards.

Applicants should meet with staff to share concept site plans and building elevations. Pre-design meetings are required prior to requesting a site plan review. All new and renovation projects are required to receive a Certificate of Design Approval from staff. This is required to be uploaded with the building permit application.

New and redevelopment projects must adhere to base zoning, overlay district zoning, and the design standards discussed in this document. For any land development activities, please review the process as outlined in Chapter 153: Land Development Regulations.



NEW CONSTRUCTION

In the Red Bank District, new construction projects embody a harmonious blend of tradition and innovation. Focused on respecting the existing residential environment, these projects seamlessly integrate into the neighborhood's fabric while embracing a forward-looking approach to fulfill the vision of revitalization. Architects and developers prioritize design elements that pay homage to the area's cultural and historical context, ensuring that the new structures enhance rather than disrupt the existing community. Embracing sustainable and cutting-edge construction practices, these projects not only preserve the neighborhood's character but also contribute to its transformation into a dynamic and thriving hub for the arts. Through a careful balance of preservation and progress, these constructions embody the essence of a community that values its roots while embracing a bold vision for the future.

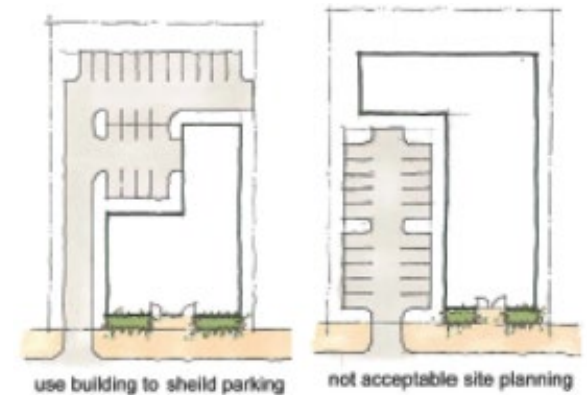
Site Planning

Site planning for new construction projects should arrange structures and site features with an emphasis on the pedestrian rather than vehicular. Buildings shall be situated to screen parking and storage areas. All zoning requirements indicated in the Zoning Ordinance and Red Bank District overlay shall be met, when the two are in conflict, the overlay zoning shall prevail.

Buildings that sit on corner lots shall be placed at the corner of the parcel.

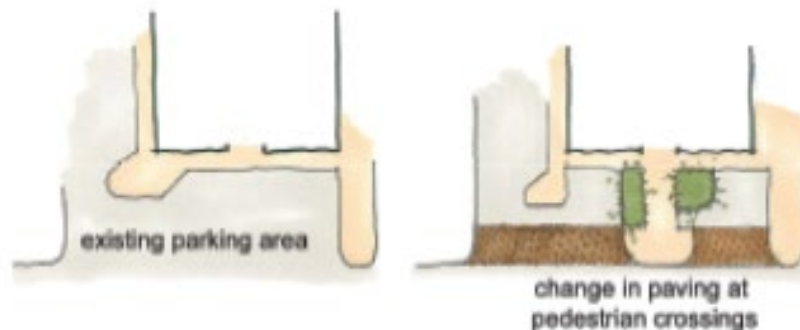


Where surface parking is adjacent to public sidewalks, a low seat wall integrated with the architecture of the building shall be provided within the side protective yard.



Buildings should be located to screen as much surface parking from view of rights-of-way as possible.

A change in paving material shall be provided at locations where pedestrian & bicycles pathways intersect with automobile pathways and drives.

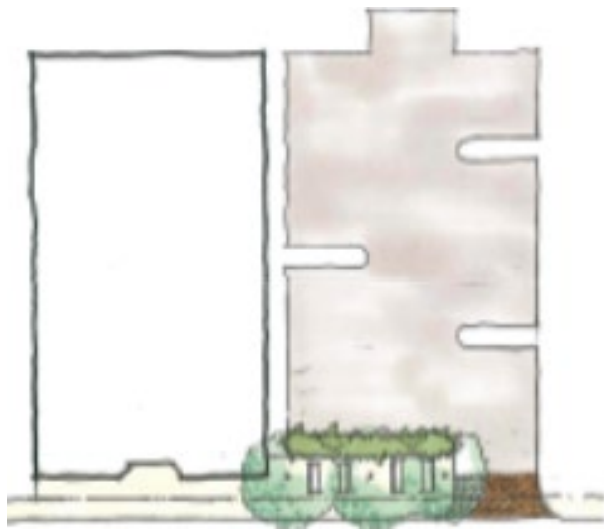


Parking Placement

Surface parking on corner parcels shall not be allowed to be placed on the outside corners of lots.

Surface parking must be placed at the maximum setback, 10 feet. If this space is at least 25% hardscape and includes pedestrian amenities, public art, occupiable space then an additional 20% parking reduction may be granted upon review and approval.

Parking requirements and landscaping for parking area requirements can be found in Chapter Five: Site Development of the Zoning Ordinance.



Examples of pedestrian amenities, public art, and occupiable space that could qualify for a reduction in parking.

Landscaping & Buffers



The appropriate use of vegetation in the built environment is a major influence on the quality of human life in a healthy environment. New developments should place a high importance on streetscapes, landscaping pedestrian heavy areas, and buffering the existing residential uses.

All new developments in the Red Bank District shall be subject to the landscaping and buffer requirements outlined in Chapter Five: Site Development of the Zoning Ordinance. For some uses, additional buffer requirements may exist which can be found in the overlay district zoning.

Given the unique constraints of the lots in this corridor, the Zoning Administrator may accept landscape plans that meet standards through alternative compliance.

All applicants are encouraged to use unique techniques and ideas to incorporate landscaping into the development.



Building Design

Architecture should be unique and flexible for various businesses over time. A building should not be so strongly identified with a single business that it cannot reasonably be adapted to another use in the future. Corporate identity should be contained in signage, storefront displays, and/or artwork.



Entrances

Main entrances must be oriented towards sidewalks and pedestrian paths rather than driveways, parking lots, and garages.

Buildings should activate their frontages by having direct access to the sidewalk and by integrating seating or art.



Orientation and Elevation

Building façades must be parallel to Red Bank Road.

The mass of the building must be broken with regularly placed pilasters and/or other well-articulated architectural details. Balconies and other elements may be used to create variety and interest yet remain integral to the overall design.

Any residential frontages along Red Bank Road shall have direct access to the street and articulated with strong entry architecture.

Garage access shall not be allowed to front Red Bank Road, except where lot dimensions and building placement make turning movements impractical.

Awnings may be integrated into the architecture and design of the building. Material and color shall complement the architectural style and character of the building.



Corner Articulation

Major intersections should have an architectural/design feature at corners to emphasize key entrances and elements of the building.

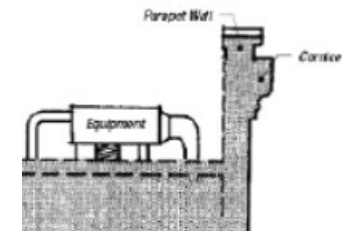
Entrances for buildings occupying corners should be oriented to address the corner/intersection.



Equipment Placement and Screening

Roof mounted mechanical or utility equipment shall be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape, and size. Equipment should be screened by solid building elements (e.g. parapet wall) instead of after-the-fact add-on screening (e.g. wood or metal slats).

Each site shall provide an acceptable method for solid waste storage and disposal either on-site or nearby that is located to the rear of the property if possible and screened from direct public view by durable brick or masonry materials, or natural materials that complement the exterior treatment of the building.



Façade Elements

Materials

Brick shall be a primary building material. Stucco and EIFS are permitted, but not as a primary building material. Vinyl is prohibited. Other materials may be considered by staff during the design review process.



Windows

Transparent glass with at least 88% transmission required in storefronts. To permit visibility and safety of all users and residents, storefront windows cannot be obscured by displays, cabinets, and other obstructions that prevent seeing into the building. Interior blinds, or similar window treatments are exempt. Windows are not to be flush mounted with the exterior walls. Windows are to be located as far inward into the wall to maximize depth and shadow. This is particularly important in stucco or brick applications; alternate detailing should be explored to provide a maximum window recess.



Storefront Articulation

Residential uses that are on the first floor are exempt from the following requirements:

- Storefront windows and elements should cover 60% to 70% of the Red Bank Road façade.
- Storefront windows and elements should cover 50% of the side street façades. Of this 50%, no more than half may be spandrel glass.

REDEVELOPMENTS & RENOVATIONS

In the heart of the Red Bank District, redevelopment projects seamlessly weave together reverence for the existing environment and a commitment to transformative urban experiences. Emphasizing a deep respect for the area's cultural and architectural heritage, these projects aim to enhance the existing structures, making them more pedestrian-focused and interactive. Thoughtful redesigns prioritize walkability and community engagement, introducing elements like inviting public spaces, art installations, and creative storefronts. By embracing the ethos of placemaking, these projects not only preserve the spirit of the neighborhood but elevate it into a dynamic, people-centric space where residents and visitors alike can engage, explore, and connect with the arts in an immersive and socially enriching environment.

Site Planning

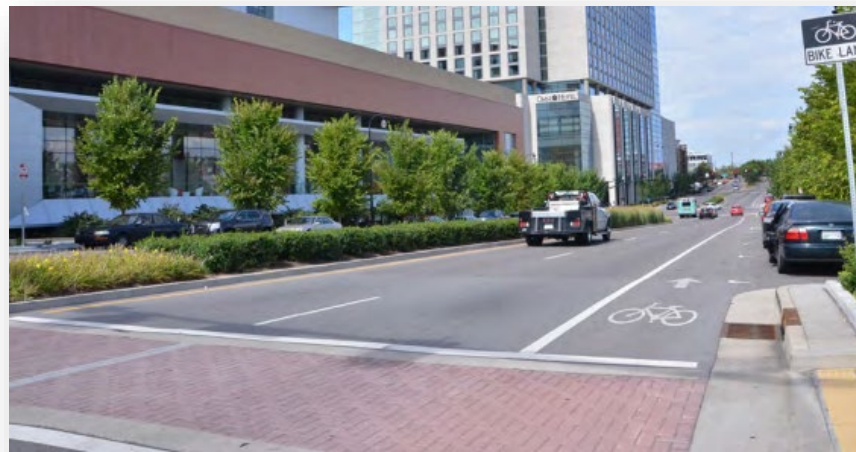
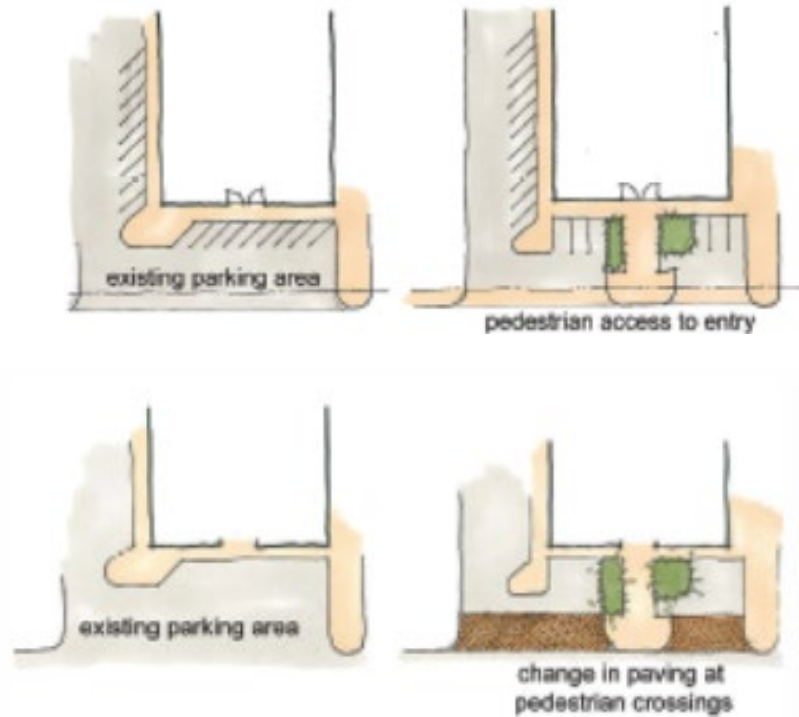
Pedestrian connections from the public sidewalk to primary entrance must be provided in the form of a sidewalk with landscaped buffer to the parking area.

A change in paving material shall be provided at locations where pedestrian & bicycles pathways intersect with automobile pathways and drives.

Site redevelopments are encouraged to create “third spaces” on the site in order to draw in pedestrians and engage them with the built environment.

Redevelopments should consider closing curb cuts that open onto Red Bank Road when feasible. Cross connections through shared driveways are strongly encouraged.

New building additions should be planned to engage the street frontage and screen existing parking areas from the right-of-way.



Landscaping & Buffers

All applicants shall verify with the City of Goose Creek to determine what is required regarding landscaping and buffering as it relates to Chapter Five: Site Development. Specific uses may be required to meet additional buffering requirements along the perimeter of the property.

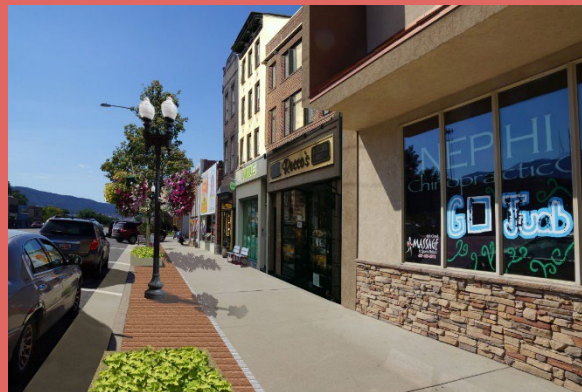
Elements of sustainable landscape design are encouraged to increase the environmental sustainability of the corridor.

The Zoning Administrator may permit partial compliance provided there are site constraints to meeting full compliance.

A landscaped buffer shall be required between all pedestrian walks and parking and driveway areas.

All existing landscaping considered to be subpar by the City's Landscape Architect shall be required to be replaced.

If landscape lighting is used, it should be designed to prevent significant glare or hot spots, whether ground-mounted or tree-mounted.



Design Details

Lighting

All applicants shall include a mix of lighting elements to encourage visual interest. Building lighting shall be attractive and add to the architectural details of the structure. Lighting is to be approved by staff.

There shall be vehicular and pedestrian grade lighting incorporated in parking and driveway areas.

While accent lighting in siting areas is encouraged, rope lighting is prohibited.



Outdoor Dining

Unique areas for outdoor dining and siting are encouraged. These areas should be clearly separated from public areas through the use of decorative fencing and landscaping.



Site Furnishings

Site furnishings including benches, trash receptacles, dining furniture and kiosks may be required as determined by the Zoning Administrator.

Selection of site furnishings should support the overall vision of the Red Bank District while respecting the intended uses of the site.



Bike Areas

Bicycle parking areas shall be required as demonstrated in Chapter Five: Site Development. Applicants are encouraged to use unique styles and designs for bicycle parking and areas.



Signage



The following signs are permitted in the Red Bank District:

- Mounted channel letters
- Hanging signs
- Bladed signs
- A-frame signs
- Projecting signs
- Painted Wall Signs



Signs may only be illuminated in one of the following ways: halo lit, reverse halo lit, using up/down lighting, and marquee lighting.

The maximum area permissible for signs shall correlate to the base zoning district. To encourage creativity, there shall be no area limitations on application of painted wall signage and/or mural themed applications. Staff shall review all requests for permits.

Blade signs shall be encouraged, particularly for buildings located on corner lots.



Public Art

Public art is a critical aspect to the continued revitalization of the Red Bank District. Art in many shapes and forms is not only encouraged but is required in new construction and redevelopment projects. Chapter 154: Public Art on Private Property requires the following developments to include public art or contribute to the Goose Creek Art Fund:

- All new residential development projects of 100 or more units, all commercial and all public building development projects, with a construction valuation (as reflected in the building permit documents) of \$500,000 or more shall be subject to the provisions of this chapter. This figure excludes land acquisition costs.
- All remodeling of existing commercial and public buildings shall be subject to the provisions of this chapter when remodeling has a construction valuation (as reflected in the building permit documents) of \$250,000 or more, excluding rehabilitation due to an act of nature.

For specifics and exceptions please review the chapter in its entirety.

All public art must receive approval from the Goose Creek Cultural Arts Commission prior to installation.

Applicants are encouraged to work with the City of Goose Creek Art Director to determine appropriate types of public art to suit each site.

Required items including lighting, landscaping, bicycle areas, and site furnishings are encouraged to include an artistic element to help meet this standard.

