

APPENDIX B.
STREETSCAPE DESIGN GUIDELINES

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PART I. INTRODUCTION

The Village at Sunset Beach is a 70 plus acre mixed-use development located in Sunset Beach, North Carolina. It is comprised of specialty retail, service retail, office, entertainment, residential, recreational uses, and passive recreational uses. It is located east and south of Sea Trail Golf Links, west of Seaside Plaza and Pelican Square, and north of Sea Side Station Residential Neighborhood and the Intracoastal Waterway. The development process for the site began with engineering studies submitted by Houston and Associates, PA. From these plans, storm water detention ponds are located on the northern portion of the site. The existing city zoning for this property is Mixed Use District (MUD). Compliance with this zoning district will be required under the development standards of the Town of Sunset Beach.

SECTION B.01 STREETScape DESIGN GUIDELINES

The purpose of The Village at Sunset Beach Streetscape Design Guidelines is to ensure high quality, integrated, and compatible development while allowing flexibility over time to address changing development needs. Five precincts have been designated within The Village at Sunset Beach to meet a principal goal of creating a series of distinct places. These guidelines will describe the desired streetscape characters of The Village at Sunset Beach's five precincts.

To achieve the desired character, the guidelines will provide standards and specifications to guide parcel owners with the design and construction of the streetscape. The streetscape design principles will also be described to give a basis for future interpretation by users of these guidelines.

The streetscape guidelines are subject to review and approval by The Village at Sunset Beach Architectural Review Board. Their interpretations as approval of these guidelines are final, subject to conforming to the Mixed Use District Ordinance as established by The Town of Sunset Beach.

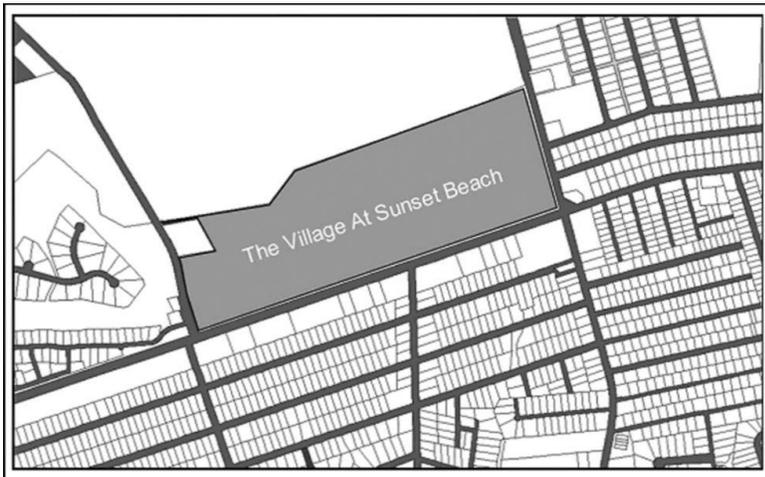


Figure 1. Vicinity Map

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SECTION B.02 ORGANIZATION AND USE OF THE GUIDELINES

- (A) *Organization.* There are eight parts of The Village at Sunset Beach Streetscape Design Guidelines. This is the introduction to the guidelines. Part III contains guidelines that apply informally to all of The Village at Sunset Beach. Following Part III are five parts, one for each precinct. These five parts address specific requirements for each precinct. The precinct parts will not repeat the general guidelines in Part III. If a topic is not addressed in the precinct part, the general guidelines will apply.

Each precinct part of the guidelines is intended to be used independently from the others. For example, the parcel owner for a site in the Seaside Precinct would refer to the General Design Guidelines and the Seaside Guidelines.

- (B) *Design Review.* The Village at Sunset Beach Architectural Review Board or its agents will review all site and building development plans for conformance to these design guidelines, prior to the plans' submission to The Town of Sunset Beach Planning Board.

The Village at Sunset Beach Architectural Review Board may amend these guidelines as necessary to adhere to the design intent. The Review Board may also approve variances to these guidelines for a specific plan submission provided that the requested variance does not conflict with the design intent stated herein. Decisions for variances are made on an individual basis and do not constitute a change in the requirements of the guidelines.

- (C) *Application and Responsibilities.* These guidelines apply to all development and construction in the open spaces, street right-of-way and sidewalk and landscape easements within The Village at Sunset Beach. All repairs to the streetscape due to utility maintenance shall be made in accordance to these guidelines as well.

Conformance to these streetscape guidelines does not relieve the developer of compliance to The Town of Sunset Beach Zoning Ordinance requirements or any other applicable City, State or Federal codes, ordinances and regulations.

Generally, the parcel owner shall be responsible for installing all streetscape improvements in the public right-of-way from the back of the curb and in the sidewalk and landscape easements.

When specific products are specified in these guidelines, equivalent substitutions may be made with the approval of The Village at Sunset Beach Architectural Review Board.

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PART II. ARCHITECTURE

SECTION B.03 BUILDING ARCHITECTURE

The character of buildings within The Village at Sunset Beach ideally will show the variety that happens in the market place. The idea that will knit the architecture together we call the Coastal influence found along the coastal towns, plantations, and cities of the Southeast. The buildings need not be complex but are to accomplish a few simple goals.



Figure 2. Building Character Image Photo

- (A) *Sun Shade.* The buildings are to provide shade along the street and can do this from the "build to line" back to the main building wall. Shallow overhangs are not enough to provide the pedestrian shade needed, so large overhanging roofs, second floor porches, and building second stories that project over the ground floor to create a 10 to 15 foot deep shady area are preferred. These spaces are called the "Gallery" and may be used for merchandise display, patron seating, potting plants, outdoor dining, etc.



Figure 3. Sun Shade Example

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- (B) *Storm Shelter.* Afternoon showers can be a frequent occurrence in the summer along the coast. The buildings as a group are to provide a covered walkway zone along the street that is easily accessed from on-street parking.



Figure 4. Storm Shelter Example

- (C) *Building Scale.* The buildings in most precincts will need to be two stories to create the walls defining the streetscape. The first floor space and covered walkway spaces must be tall enough to visually connect the streetscape to the storefronts and the interior of the storefronts. Our study indicated that first floor ceilings and transom glass needs to be at least 10 feet high to be effective. There are exceptions to this rule and more specific building scale guidance is provided in the precinct description.
- (D) *Building Color.* Building colors like beach sand, sun bleached coral and shell colors will contrast with deep green foliage. Metal roofs will be an evergreen color or may be zinc colored like dull galvanized sheet metal roofing. Tile roofs will be faded terra cotta. Vibrant color is possible in limited areas such as accent tile, step risers or railing ornaments.



Figure 5. Building Scale and Color

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- (E) *Masonry Exterior Walls.* Cement and sand mix stucco on concrete masonry block will be the basic wall building material for first floor walls in commercial buildings. Wood or metal framing covered by Portland cement panels and stucco may be used on upper stories. Other forms of masonry such as painted brick and split block may be considered. Residential buildings will follow the same approach to materials; however, additional siding options including painted wood shingles and painted wood clapboard siding may be used.
- (F) *Glass and Glazing.* Clear untinted glass is desirable. Where glare is a problem, gray tinted glass may be used. Glass with reflecting surface is prohibited. Field applied shading films are also prohibited.
- (G) *Building Mounted Exterior Lighting.* Fixtures that are recessed or otherwise designed to light the ground plane and not adjacent properties may be used. Ornamental fixtures with low output may be used.
- (H) *Building Service Yards.* Screening of service areas will be required. The design and materials will be consistent with the building materials or plant materials in the case of residential precincts. Electrical service metering, HVAC equipment, and trash containers will be contained within and totally screened by this enclosure.
- (I) *Roofs.* Commercial building designs are to utilize sloping metal or tile roofs or may use low sloping roofs concealed behind parapet walls. Roof top equipment such as restaurant ventilation systems are to be concealed by the roof form or may be behind parapet walls. Residential building may follow the same design approach but asphalt shingle roofing may also be used.



Figure 6. Masonry Exterior Wall, Glass, & Lighting Examples

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PART III. GENERAL STREETScape GUIDELINES

This part addresses overall design issues and standards that apply to the entire Village at Sunset Beach. Many of the following sections will be referenced throughout the guidelines.

SECTION B.04 DESIGN CONCEPT AND CHARACTER

The design concept for Village at Sunset Beach is based upon traditional city and town planning principles. The concept avoids uniformity, incorporating different open spaces, and many different types of blocks and streets to create variety and complexity. It is a return to a more traditional model of town planning and city design, rather than the current large-scale commercial development found in the region.

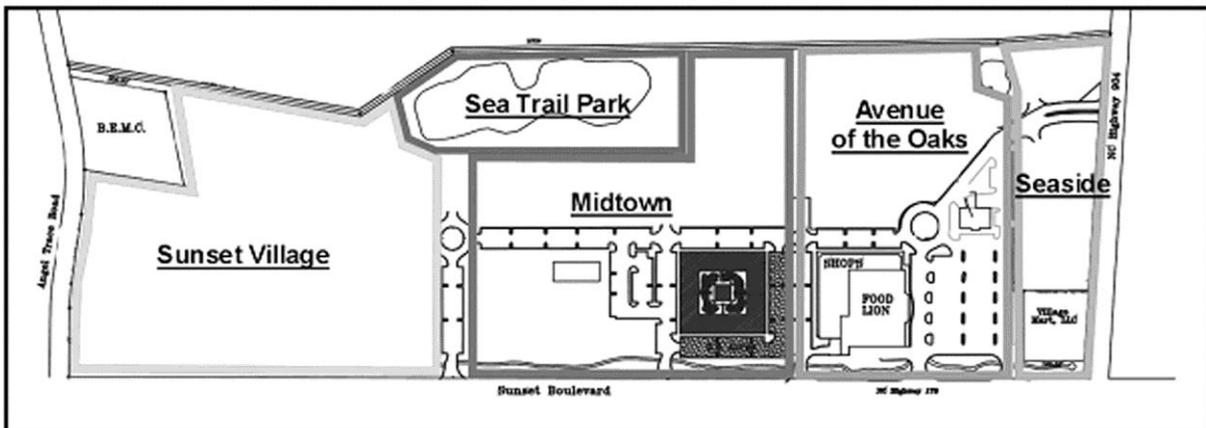


Figure 7. Design Concept

Six design principles are established in the plan:

1. A mix of uses within each precinct, and an effort to maximize active ground floor frontages.
2. A constantly varied sequence of open spaces, which become the focus of each precinct in the plan. The plan will have five places of special character.
3. An organization of the plan into a series of pedestrian-oriented places. The control of the physical impacts of the car and parking facilities to clearly emphasize the public space. A public design that reinforces the pedestrian-oriented character of the plan.
4. The introduction of a series of public amenities and facilities.
5. The role of the street as a linear park multi-purpose corridor and ordering device for the street and use area.
6. Conscious effort to diversify the kinds and numbers of buildings, and the variety of scales and architectural expressions that will result. The scale and density within each use area is consciously controlled.

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These design principles focus the development of outdoor spaces for the use and enjoyment of pedestrians. The design character is developed through the use of streetscape elements, such as street trees, sidewalk paving, street lighting, open space features and street furniture. In each precinct, the site context, its specific uses, and intended imagery should be considered for streetscape elements that will reinforce the precinct character.

- (A) *Context.* The development of specific streetscapes and precinct characters should consider context in the initial analysis of design. Context - the configuration and scale relationships of streets and intersections, buildings, and major open spaces - establishes the physical setting for streetscape design. These components and their scale relationships distinguish the context from one precinct to another. A major open space may influence the context depending upon the proximity of the space and the specific elements used within the open space and the streetscape. The closer the space and the more similar its elements, the greater its influence. For example, the streetscape directly adjacent to a major open space usually shares common street furniture, street trees, and street lighting. The streets not adjacent to the open space may have related streetscape elements, but they do not need to be identical.
- (B) *Use.* The character of a place is influenced by specific uses. The type of use adjacent to sidewalks (public, semi-public, and private) have varying degrees of influence on the streetscape environment. Public uses in open spaces such as parks and squares may interrupt and alter the adjacent streetscape. Semi-public places such as building entrances, lobbies, courtyards, and residential gardens will be more integrated into the streetscape. Private uses, such as a single residential entrance or garden, would only subtly alter the character or configuration of the streetscape. The scale of the streetscape also corresponds to the type of use: public uses usually have wider sidewalks and more street furniture than private uses.

Many combinations of specific types of uses are possible: public oriented retail, private residential, and semi-public open spaces. There are two categories of general uses that determine the precincts: predominant use and major first floor use. In most cases a predominant use, such as retail or office, establishes the precinct and influences the streetscape character. Precincts and their characters may change if the predominant or first floor use is significantly modified. The chart below lists both categories of uses for each precinct. Uses that create strong indoor to outdoor relationships such as sidewalk cafes, book stores, boutiques, ice cream parlors, florists, and news stands are pedestrian-oriented and typically generate concentrated pedestrian movement along the streets. Please note that ancillary and nonresidential uses in the areas of residential development are limited to home offices with a maximum of two employees and are subject to the review and approval of The Village at Sunset Beach Architectural Review Board.

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Uses in The Village at Sunset Beach

Precinct	Major First Floor Use	Predominant Use
Seaside	Highway Service Retail, Retail/Office	Highway Service Retail
Avenue of the Oaks	Retail, Entertainment, Office, Professional/Personal Services, Residential	Retail/Professional
Midtown	Retail, Service Retail, Office, Professional, Residential	Service Retail
Sea Trail Park	Recreation, Residential	Recreation
Sunset Village	Residential	Residential

The architectural response to this pattern is reflected by the large window displays, multiple entrances, and pedestrian scaled detailing. In addition to architecture, the streetscape accommodates the increased pedestrian movement by incorporating wider sidewalks.

Evening uses that extend beyond normal business hours include restaurants, shops, night clubs, movie theaters and community buildings. The streetscape environment should accommodate vehicular and pedestrian traffic with additional safety considerations such as adequate street lights, designated parking areas, and additional lighting for public open spaces.

- (C) *Imagery.* Although context and use characterize a precinct, the specific designs and landscape elements for the precinct streetscape and major open spaces provide the visual images that will most differentiate one precinct from another. The following chart outlines the images and character for each precinct. Each individual precinct section will further discuss its imagery.

Precinct Images and Character

Precinct	Images	Character
Seaside	Gasoline distribution, convenience stores, fast food and restaurants developed as a whole area rather than a collection of pieces.	Highway
Avenue of the Oaks	A busy avenue of commerce with a variety of scales and uses lined by live oak trees.	Retail, Entertainment, Offices, Services
Midtown	Primary services and mixed uses located near the center of the village, providing banking, dry cleaning, and drug store type services.	Primary Service, Residential, Personal Services, Retail
Sea Trail Park	The park is the recreational gathering place of the village. Walks and lawn with formally grouped trees.	Recreation
Sunset Village	Buildings with interesting facades, decorative entries, and relationships to a tree lined street.	Home

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SECTION B.05 MAJOR OPEN SPACES

Each precinct includes, or is adjacent to, a major open space area and will have a different relationship to the surrounding streetscapes. The major open space section of the Precinct Guidelines provides parcel owners with a concept and general design parameters for streetscape coordination. The major open space concept identifies the important open space features and streetscape elements, such as street lights, sidewalk paving, street trees, and other hardscape materials to unify the spaces within the streetscape. General design parameters are included to supplement the established precinct characters and outline the spatial organization, proportion, scale and other ordering principles, such as symmetry, hierarchy, rhythm and repetition.

The major open spaces will have varying degrees of influence on the surrounding streetscapes. Parcel owners shall use the open space concept and general design parameters as a basis for design of the streetscapes.

SECTION B.06 STREETScape DESIGN

Design of the Village at Sunset Beach streetscapes requires an understanding of the specific precinct - its context, use and imagery - and how the character should be expressed within the street. Streetscapes are defined by the street and the architecture that enclose them.

- (A) *Typical Layout and Dimensions.* The organization of streetscape elements occurs in identifiable zones based upon physical relationships between the building and the street. The zones are the Building Zone; the Pedestrian Zone; and the Curb Zone.
- (1) *Building Zone.* The building zone is the zone of transition from the building streetwall to the sidewalk. The zone may include planting, architectural features, entrances, steps, awning, seating, etc.
 - (2) *Pedestrian Zone.* The pedestrian zone is the zone that concentrates pedestrian movement along a sidewalk and is bound by the building zone on one side and the curb zone on the other. This zone is generally free of obstacles, but may allow encroachments of planting, seating, or kiosks.
 - (3) *Curb Zone.* The curb zone is the zone of transition from the sidewalk to the street - therefore containing the limits of the sidewalk by the curb. Most of the utilitarian fixtures of the urban street such as fire-hydrants, street lights, and street trees are located in this zone.

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The three zones are not as clearly defined as the definitions might indicate. They are defined for purposes of indicating the location of all the elements in the streetscape; the zone edges will not necessarily correspond to the location of the right-of-way lines. The precincts shall cover each zone in detail; for more information refer to the appropriate section.

- (B) *Building Entrances.* Building entrances are significant architectural features that have aesthetic and functional purposes. The proportion, scale and architectural context of building entrances may identify uses and contribute to precinct character. The location and frequency of building entrances are as defined herein: lobby entrances, both major and minor, multiple entrances, and minor entrances.
- (1) *Major Lobby Entrance.* A major lobby entrance is an entrance with an adjacent hall, foyer, or waiting room typical of corporate offices or hotels. It is large scale, one to two stories in height, visually prominent in the building facade, and has greater architectural detailing than the other types of entrances. Major lobby entrances may incorporate special paving and lighting, and architectural projections such as a canopy or porte cocheres. Elements of major lobby entrances may extend beyond the building zone and into the pedestrian zone up to the street right-of-way. For example, special paving bollards, flags, and banners may extend beyond the doors and along the sidewalk. Planting is required for articulation of the entrance and shall be a predominantly evergreen material with seasonal annuals for color. Special lights should be considered along with project or building signs. Steps and ramps are restricted to the building zone.
 - (2) *Minor Lobby Entrance.* Minor lobby entrances have similar relationships to the streetscape as do major lobby entrances. Minor lobby entrances are smaller scale, usually one story in height, and have similar detailing. They are more integrated, with the architecture and have less influence on the streetscape. Elements of minor lobby entrances should not extend beyond the building zone. Special paving and smaller architectural projections, such as awnings, may be incorporated into the design. Planting adjoining the entrance area is also required and shall have a minimum of 50 percent evergreen material. Special lights shall be low intensity. Steps and ramps are restricted to the building zone.
 - (3) *Multiple Entrance.* A multiple entrance is a single entrance in a series of entrances; it may have a small foyer, generally serves a single tenant, and is typically residential, office condominium or one story retail. A multiple entrance is smaller than a minor lobby entrance. Although multiple entrances have similar emphasis, individual expression is encouraged by using different, but related, materials and streetscape elements.

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- (4) *Minor Entrance.* A minor entrance is typically a secondary utilitarian entry such as an emergency exit or service door and is incidental to the streetscape. A minor entrance will not have a foyer or special architectural detailing. No exterior elements associated with the other entrances would occur at these entrances. Minor entrance doors shall not swing into the pedestrian zone. Where possible, minor entrances shall be recessed within the buildings or among planting beds in the building zone. No special paving is allowed. Planting is encouraged, but will not emphasize the doorway. Lighting shall be minimal, but will satisfy emergency access requirements. The standard brick sidewalk paving will extend to the threshold.
- (C) *Vehicular Access Zones.* Vehicular access zones are driveways from streets to buildings that cross the pedestrian walkways. Therefore, careful attention must be given to provide safe crossing for pedestrians. The following section will discuss combinations of vehicular and pedestrian uses with their area of interaction and how they are accommodated by the streetscape.
- (1) *Parking and Service Entrances.* Parking and service entrances are generally located on the back sides of buildings in The Village at Sunset Beach. They shall be constructed according to The Town Zoning Standards.
- Parking and service entrances shall be constructed flush with the sidewalk at the pedestrian zone. The paving material in this zone shall match the same materials used at the adjoining sidewalk area.
- Streetscape elements such as trees, lights, planters, and signs shall be located to allow for safe vehicular movement and pedestrian crossing. Street trees shall be located no closer than 15 feet from the entrances. Streetlights shall be located a minimum of five feet from the entrance, although where possible they should be located nearby to provide additional light at the entrance. Bollards may be used to protect access devices and building corners. Information signs shall be placed on the building. Refer to the appropriate section on sidewalk paving, bollards, and signs for further information.
- (2) *Drop Offs.* Hotels and large office buildings may incorporate drop offs into the adjoining streetscape in conjunction with major lobby entrances if allowed by the approved development plans. Recessed building walls, porticos, porte cocheres, and canopies may be incorporated into the architecture. The extension of special paving from a major lobby entrance to the drop off area is encouraged, provided that the special paving does not extend into the right-of-way. The Village at Sunset Beach Architectural Review Board shall approve the use and location of all drop offs.

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- (3) *Loading Zones.* On street loading zones will be subject to review by The Village at Sunset Beach Architectural Review Board. The preferred location of these zones is on the back side of the buildings.
- (D) *Intersections.* Intersections serve as points of reference and transitional areas between precincts. Architecture, unique shops, banners, flags, and other landmarks contribute to the inherent character that differentiates one intersection from the rest. Several streetscape elements are necessary at most intersections such as crosswalks, stop lights and signs, streetlights, trees, planters and paving. The following guidelines will help parcel owners coordinate these items at intersections.
- (1) *Crosswalks.* The typical crosswalk for The Village at Sunset Beach shall be the Town of Sunset Beach standard crosswalk. Refer to Town Zoning Ordinance for dimensions and materials recommended.
- (2) *Sidewalk Paving.* Sidewalk paving patterns shall be designated to turn the corner at intersections in a clean simple manner. Handicap ramps shall be provided with the same paver as the adjoining sidewalks.
- (3) *Stoptlights.* Stoptlights shall be mounted on the standard NCDOT stoptlight poles. Most flag or banner arms may be mounted to stoptlight poles at intersections in certain locations. The Town of Sunset Beach and the North Carolina Department of Transportation are responsible for determining final locations.
- (4) *Streetlights.* One streetlight shall be provided at selected corners. Streetlights shall be located at the point of curvature on tangency of the curb at the intersection, in a manner that will not conflict with stoptlight poles. The desired location for each streetlight is shown in Typical Intersection Figure 10.
- (5) *Street Trees.* Street trees shall be located a minimum of ten feet and a maximum of twenty feet from the point of curvature or tangency of the curb at the intersection.
- (6) *Planting and Street Furniture.* Planting and street furniture shall be designed and located in a manner that will not obstruct or hinder safe pedestrian or vehicular movement through the intersection. Appropriate clear sight lines must be maintained.

SECTION B.07 HARDSCAPE

Hardscape or paving is one of the most visually dominant elements of the streetscape. Because of this, it is used to reinforce and differentiate the five precinct streetscapes of The Village at Sunset Beach. Hardscape includes areas of the sidewalk, curb, and street.

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(A) *Paving.*

- (1) *Standard Sidewalk Paving.* Standard sidewalk paving will be used throughout the Village at Sunset Beach except as otherwise noted. It shall consist of a standard pattern and materials. The standard patterns are established on a precinct basis; refer to the precinct guidelines for the specific pattern to be used.

All sidewalk paving shall be installed by the parcel owner. The sidewalk paving within the landscape easement will be maintained by The Village at Sunset Beach.

- (2) *Pavement Edges.* Pavement edges at street tree and planting areas in the building zone are detailed in several ways. The detailing responds to precinct specific design and may include a sump pavement edge, curbs or walls. The minimum requirement will be for a flush, clean-edge of the sidewalk paving, unless other requirements are given in the precinct guidelines.

- (3) *Special Paving.* Special sidewalk paving is allowed and encouraged in certain areas such as building entrances and within the open spaces. The design of the special paving shall be left to the parcel owner. The intent is to allow for individual expression of a particular building or place in the streetscape, however the special paving shall be carefully integrated with the standard streetscape paving. It shall also incorporate the specified type of brick in the standard sidewalk paving for the precinct. Special sidewalk paving associated with the buildings shall relate to the form, scale, and materials of the architecture.

The design of all special paving areas must be approved by The Village at Sunset Beach Architectural Review Board. The maintenance for all special paving shall be the responsibility of the parcel owner.

- (4) *Street Paving.* All streets in The Village at Sunset Beach shall be paved with asphalt paving and conform to the requirements of the Town at Sunset Beach. Concrete street paving will not be allowed unless approval is obtained from the Architectural Review Board.

- (B) *Curbs.* Six inch concrete curbs and curbs with gutters installed according to the Town of Sunset Beach standards will be used throughout The Village at Sunset Beach. The type of curb will be specified in the curbs standards for each precinct.

SECTION B.08 STREET FURNITURE

This section of The Village at Sunset Beach Streetscape Guidelines sets forth street furniture specifications and/or design approach. Each parcel owner is required to purchase and install these

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items in the streetscape in a manner that is consistent with the overall image of The Village at Sunset Beach. Specific requirements for location and quantities can be found in the precinct guidelines.

Consideration in the placement of street furnishings should be given to the appropriateness to context (i.e., trash receptacle near take out restaurants), to minimizing obstruction of pedestrian traffic, (i.e., seating to meet the required demand, as well as to achieve the desired effect (i.e., cluster items in groups), and to minimize clutter and disassociated items.

(A) *Seating.* Sidewalk seating opportunities are encouraged throughout The Village at Sunset Beach and shall be made available in both formal (bench, table & chairs seating) and informal (seat walls, ledges and steps) seating types where the desired character suggests.

(1) *Formal Seating - Benches.* Benches used in The Village at Sunset Beach shall be approved by The Village at Sunset Beach Architectural Review Board. The bench type within the series shall be chosen by each parcel owner, unless otherwise required in precinct guidelines. Benches shall be permanently mounted to the sidewalk paving with tamper proof bolts. The maintenance of all benches will be the responsibility of the individual parcel owner.

(2) *Formal Seating - Tables and Chairs.* The use of tables and chairs is encouraged in conjunction with cafes, restaurants, ice cream stores, coffee shops or any other particular use that could benefit from outdoor seating. All such outdoor areas require a special permit and shall follow the Town of Sunset Beach regulations. Encroachment into the pedestrian zone shall be held to a minimum; seating/dining areas shall not occupy more than one third of the sidewalk width and shall not exceed the length of the store frontage. All tables and chairs are the responsibility of the establishment owner. Their style and character should reflect the image of each particular establishment.

(3) *Informal Seating.* Informal seating such as walls and steps is encouraged throughout The Village at Sunset Beach. Seatwalls primarily function as planters, however, they shall allow for seating. Seatwalls shall be at least 16 inches in height and a maximum of 26 inches high from finish grade to the top of coping. Seatwall caps shall be a minimum of 12 inches wide and of a material that matches the architecture and is compatible to sitting. Large prickly plant material shall be placed away from the seatwall edges. Steps are a form of informal seating. Steps, when possible, should be wide enough to allow that passage is not blocked by seating.

(B) *Street Fixtures.* Street fixtures are additional street furnishings. The requirements and amount are based on the specific use in each precinct and user demand. In general, all

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furnishings should be located for pedestrian safety, handicap accessible, and meet all applicable standards and codes.

- (1) *Trash Receptacles.* The trash receptacles to be used throughout The Village at Sunset Beach shall be uniform and similar to that receptacle in Figure 13. Trash receptacles shall be permanently mounted to the paving surface and generally located in the curb zone. The quality of receptacles installed shall respond directly to demand and frequency of trash collection. Minimum quantities are specified in the precinct guidelines. The receptacles are to be maintained by the individual property owners. Collection of all refuse will be the responsibility of the Town of Sunset Beach.
- (2) *Bike Racks.* Bike racks shall be installed along the streetscape when determined to be needed. They shall be used to facilitate and encourage biking as an alternative means of transportation and to eliminate chaining of bikes to trees, streetlights, and fences. If bike racks are needed, they shall be approved by The Village at Sunset Beach Architectural Review Board.

Bike racks should be placed in groups at convenient, visible, safe, well lit, paved areas in the building zone or curb zone. Care must be taken to ensure that bikes and bike racks do not obstruct pedestrian movement. The bike racks will be maintained by the individual parcel owners.

- (3) *Flags and Banners.* Flags and banners are simple ways to animate and celebrate seasonal events and special activities in conjunction with planned events in The Village at Sunset Beach.

Flag mounting brackets may be provided at the corner streetlight or stoplight pole on the main streets in The Village at Sunset Beach. Flag brackets shall be finished to match the streetlight and stoplight poles.

Flag poles may be used as an individual design element for specific buildings. Flag poles may be attached to building facades or placed in the ground. They shall be located within the landscape easement and shall be maintained by the parcel owner.

Banners on buildings or light poles may be allowed in some precincts. These banners are required to convey a simple design theme throughout that building's street frontage. The specific design of the building banners and light pole banners must be approved by The Village at Sunset Beach Architectural Review Board.

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Break away mounting systems for all banners are needed to ensure pedestrian safety, due to wind loads and extreme weather conditions.

- (4) *Clocks, Art, and Other Special Features.* Clocks, art, and other special features add points of interest and landmarks to the streetscape. In order not to diminish their special effect, the location and frequency of the clocks, artwork, and other special features shall be controlled and approved by The Village at Sunset Beach Architectural Review Board. All clocks, art, and other special features must occur within the sidewalk easement and will be installed and maintained by the parcel owner.
- (5) *Fences, Gates, Columns, and Walls.* Fences, gates, columns, and walls will be found throughout The Village at Sunset Beach. In some situations they will be an integral part of the architecture and shall compliment the materials, forms, and colors used. Handrails and fences should also be coordinated with the architecture.

In other situations, fences, columns, gates, and walls will be used to identify and contain a particular outdoor use, e.g. park. In this situation, the material, form, and color shall compliment the park within and be inviting. Fences may be used with low walls and columns; the desired effect is a transparent barrier when used in public open space applications. All fences, gates, and columns shall occur within the landscape easement and within the described building zone and shall not encroach into the pedestrian zone. Fences shall be made of substantial materials such as iron, steel, brick, block, or wood in a sturdy design and be resistant to salt spray. All fences, gates and columns shall be installed and maintained by the parcel owner.

Walls may be either retained or freestanding, and faced in brick, stucco, or similar materials. The use of decorative details in walls such as water tables, recessed bricks, recast caps and other decorative brick is encouraged to provide interest at the streetscape level. The use of seat walls is also encouraged.

- (6) *Bollards.* Bollards will be used throughout The Village at Sunset Beach as traffic control and safety/protection devices. Traffic control type bollards will generally occur in high visibility areas in the curb and pedestrian zones. The bollard shall be finished to match to streetlight poles.

Less visible areas, such as building walls at service and parking entrances, may require protection from automobiles and need a less decorative bollard type. This bollard shall be a simple round concrete filled metal post painted to match the building architecture. The concrete cap shall be painted to match the metal post.

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Bollards within the landscape easement shall be installed and maintained by the parcel owner. Bollards occurring within the right-of-way may become the Town of Sunset Beach responsibility if the city chooses to accept them.

(C) *Public Services.* Many public services offered in an environment occur on the public streets. Each parcel owner must review the needs for their parcel for the following public services and final approval must be obtained from the appropriate agency. No public service element shall obstruct vehicular sight triangles or safe pedestrian movement.

(1) *Mail Collection Boxes.* Mail collection boxes will be placed according to a demand calculated by the United States Postal Service. Boxes will not be required near large office buildings or large residential buildings that have an interior mail room. The parcel owner shall review with the U.S. Postal Service their plans to determine the need for mail collection boxes. If the Postal Service determines that mail collection boxes are needed, they shall be installed according to Postal Service regulations and these guidelines.

(2) *Newspaper Vending Machines.* Newspaper vending machines will be placed as approved by The Village at Sunset Beach Architectural Review Board.

(3) *Public Telephones.* Public telephones shall be located within major offices adjacent to lobbies and in conjunction with proposed directories. If additional public telephones are needed, they shall be located within the building zone at street corners against building walls. The location shall be secure, visible, and well lit.

The telephone enclosure for all exterior public phones shall be approved by The Village at Sunset Beach Architectural Review Board. Public telephones shall be installed by a telephone company at the request of the parcel owner. Telephone service for public phones shall allow outgoing calls only. The telephone shall be maintained by the installing telephone company.

(4) *Vending Machines.* As a general rule, vending machines of all kinds, with the exception of newspaper and automatic teller machines, will not be permitted anywhere within the Village at Sunset Beach streetscape. However, parcel owners with large scale retail components (i.e., grocery store) may establish vending machines (i.e., soda machines) within the retail establishment in interior foyers or within architectural facade features within the building zone along the exterior of the building. The vending machines shall be maintained by the installing vending company. If the machine is neglected or improperly installed, the parcel owner shall contact the supplier and request its removal immediately. The amount and location of all vending machines is subject to the approval of The Village at Sunset Beach Architectural Review Board. (Note: The term "large scale" refers to the square

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footage and high volume of foot traffic within the retail establishment. The determination of whether or not an establishment qualifies as "large scale" and may therefore be an exception to the general vending machine rule is to be made by The Village at Sunset Beach Architectural Review Board.)

SECTION B.09 LIGHTING

Lighting will greatly influence the sense of comfort and security. The willingness to linger in a place will ultimately influence its character and use. In the Village at Sunset Beach a full range of lighting design opportunities exist for the streetscape including streetlights, specialty landscape lighting, plighting, moonlighting, focal lighting, and miniature lights, as well as building lighting of varying degrees.

- (A) *Streetlights.* A major element of the streetscape design is the streetlight because of the frequency, repetition, and impact at nighttime. The streetlight selected for The Village at Sunset Beach shall be uniform in character and approved by The Village at Sunset Beach Architectural Review Board. The light source shall be a metal Halide lamp at an appropriate wattage to meet the required lighting levels. The poles shall vary in height according to the precinct. Streetlight poles will vary in height, type, and number of luminaries. All street luminaries, poles, and accessories shall be finished in the standard bronze finish.

Streetlights are generally spaced on center and paired across the street or on center in a staggered pattern. They are to be centered on a line from the face of the curb. For good light distribution, streetlights shall typically be located halfway between street trees. New streetlights shall be coordinated to create paired or staggered effect specified. Special spacing requirements may be required for certain areas; see the precinct sections.

Placement and spacing of the streetlights may need to be adjusted to meet other requirements within the guidelines. These other requirements include location at intersections and at parking and service entrances. Special attention should also be given to the location of streetlights at major lobby entrances. The streetlight locations shall be coordinated with the entrance design.

- (B) *Speciality Landscape Lighting.* Specialty lighting designed to highlight landscape features in the streetscape is allowed and shall be installed at the discretion of the parcel owner. The use of specialty lighting is also encouraged in open spaces. Care must be exercised in the design of landscape lighting to avoid excessive light and glare. Consideration shall also be given to the type of light source, its color rendition, and the coordination of that color with adjacent light sources. The streetlights which have metal halide lamps will be the predominant light source in the streetscape. The effect of color rendition on the colors of the materials and plants used in the design should also be considered. Light fixtures shall be simple and unobtrusive in design. The fixture and its placement shall not intrude into the

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streetscape design so as to draw attention, unless the prominence is a deliberate feature of the landscape design. Landscape lighting includes uplighting, moonlighting, focal lighting, and miniature lights.

- (1) *Uplighting.* Uplighting is a dramatic way to highlight the form of a plant, sculpture or other landscape feature. Its success depends on the creation of contrasting light and shadow areas. Uplighting may be used for planting within the building zone and other landscape features. (except as noted for specific areas, the uplighting of street trees is not permitted).
 - (2) *Focal Lighting.* Focal lighting is used to spotlight a specific planting, or other landscape feature in a manner that provides additional emphasis not achieved through even light distribution.
 - (3) *Miniature Lights.* Miniature lights similar to Christmas lights lend a festive quality to a place at night. They are often used to highlight uses with an evening orientation such as nightclubs and restaurants. The design of permanent installations of miniature lights must be approved by The Village at Sunset Beach Architectural Review Board. Miniature lights shall be white in color only; flashing, racing, or twinkling lights are not permitted.
- (C) *Building Lights.* The specific design for building lights is at the discretion of the parcel owner, however, these guidelines may encourage special building lighting in certain areas. Building lighting includes building mounted fixtures and facade lighting.
- (1) *Building Mounted Fixtures.* Building mounted fixtures such as sconce lights shall be appropriate in character and scale to the building architecture and the adjoining streetscape. Fixtures may be used to give emphasis to major lobby entrances. Appropriate small scale fixtures are encouraged for multiple entrances. Consideration should be given to the additional light provided to the adjoining streetscape by these fixtures. Building mounted "wallpack" floodlights which wash an area with bright light are not permitted on the streetscape facades of buildings.
 - (2) *Facade Lighting.* Facade lighting is washing the facade of the building with light, providing emphasis for the building at night. Facade lighting should enhance the massing and detail of a building through the use of light and shadow. Even lighting of all facade areas is not permitted. Depending on the location and prominence of the building, portions of all of a building facade may be lit. These guidelines will suggest where this type of building light is appropriate. The amount and location of all facade lighting is subject to the approval of The Village at Sunset Beach Architectural Review Board. Lighting at convenience stores and gasoline stations is

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to include baffles to prevent glare. Refer to specific precinct guidelines on canopy lighting.

SECTION B.10 PLANTING

Well designed, properly installed plantings will be a part of the The Village at Sunset Beach streetscape. Some of the plantings will be specified by these guidelines, while other plantings in the streetscape will be allowed or required, but the specific design will be left to the individual parcel owner. Variety in plantings is encouraged; massive monocultural plantings are discouraged.

All plants installed in The Village at Sunset Beach shall meet the American Standard for Nursery Stock, latest edition as published by the American Association of Nurserymen. Plants shall be sized and spaced to provide adequate impact upon installation, meaning the planting should "fill-in" in one or two years. To maintain soil moisture and reduce weed growth, all plantings shall be mulched using double shredded hardwood bark mulch.

All plantings shall be installed and maintained by the parcel owner or The Village at Sunset Beach depending on the location and type of planting. Generally, plantings associated with a specific building shall be maintained by the parcel owner, while planting within the public open spaces shall be maintained by The Village at Sunset Beach.

(A) *Street Trees.* Street trees are required along all streets in The Village at Sunset Beach. To ensure uniformity and continuity of design, the species and cultivar for the street trees shall be as designed in these guidelines. Refer to the precinct guidelines for more information.

Unless otherwise required, street trees shall be installed at two and a half to three inch minimum caliper. Street trees shall vary in spacing. See the appropriate precinct section for the particular spacing in specific areas. The location of major lobby entrances, intersections, and parking/service entrances affects the spacing of street trees, and spacing of the street trees may be varied slightly to accommodate these breaks in the street.

(B) *Planting Beds and Planters.* Other plantings may be required or allowed, especially in the building zone. The design of these plantings is left to the parcel owner, however, they should always include an evergreen component. Plantings should be appropriate to the character of each precinct. Specific requirements for the quantity of plantings are on a precinct basis; see each precinct section for more information.

Plantings may be installed in planting beds or in raised planters. Raised planters shall be constructed of masonry and shall be designed as an integral part of the adjoining building in the same style, form, color, and materials. Specific requirements for planting beds and raised planters may be found in each precinct section.

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Planting beds and planters shall be installed by the parcel owner or his designee. Maintenance of planting beds and planters, including those in the curb zone, shall be the responsibility of the parcel owner.

Additional requirements for specific plant types are as follows:

- (1) *Groundcover.* Groundcovers are used as a substitute for lawn in areas where foot traffic, size of area, and location are not a factor to be considered. Suggested groundcovers are English Ivy, Pachysandra, Periwinkle, Liriope, and Mondo Grass.
 - (2) *Seasonal Color.* Annuals, biennials, and perennials may be used to provide seasonal flower color. Use of seasonal color includes highlighting entrances and signs. Seasonal color shall be restricted to the building zone and open spaces unless otherwise noted.
 - (3) *Shrubs.* Shrubs shall be planted in unified mass plantings. Individual shrubs spaced separately are to be avoided.
 - (4) *Trees.* Trees other than those specified for street trees may be used in planting where there is adequate room. Parcel owners are encouraged to use flowering and ornamental trees, especially for residential and entrance areas.
- (C) *Freestanding Planters.* In certain precincts, the use of freestanding planters is encouraged. The design may be specified or left to the parcel owner to choose. When the design is left to choice, the planter color, material, and type shall compliment the adjacent architecture within the streetscape.

Consideration shall be given to the winter appearance of these planters, either by providing evergreen or other winter plantings, or by moving the planters to storage. Bare exposed soil in the winter will not be allowed.

Freestanding planters include pots, hanging baskets, and window boxes and may be located in the building zone only, unless otherwise noted. They shall not obstruct safe pedestrian movement. All shall be sufficiently large enough to provide an adequate amount of soil for growing plants in the hottest weather. Unless otherwise noted, the parcel owner is responsible for the maintenance of all freestanding planters. Specific criteria for each type follow:

- (1) *Pots.* Pots shall be twenty-four inch diameter minimum and hold at least two cubic feet of soil.

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- (2) *Hanging Baskets.* Hanging baskets are encouraged to be used in certain precincts. They shall be used in the growing season only and stored in winter. Hanging baskets shall be twelve inches in diameter minimum. The hanging apparatus shall be clean, functional, and inconspicuous.
- (3) *Window Boxes.* Window boxes shall be at least eight inches wide and eight inches deep and approximately scaled to the adjacent window.

SECTION B.11 SIGNS

Signs are an important and inevitable part of the streetscape, providing direction, information, and identity. In The Village at Sunset Beach, signs should be designed to contribute to the unity, interest, and character of the streetscape. To some degree, a minimalist approach is recommended; that is signs should be used only where needed to avoid clutter and confusion. Signs in The Village at Sunset Beach should be oriented to the specific user - either automobiles or pedestrians or both, as appropriate. The Village at Sunset Beach Architectural Review Board shall evaluate the signs for compliance with the design intent of these guidelines prior to any constructions.

- (A) *Regulatory Signs.* All regulatory signs shall meet the requirements of the North Carolina Department of Transportation and the Town of Sunset Beach. These guidelines are intended to supplement those regulations.
 - (1) *Traffic Control and Restriction Signs.* Traffic control signs such as stop, yield, speed limit, driver information, and parking restriction signs shall be attached to the streetlights, where possible, with a simple metal strap finished to match the streetlight pole. When a separate post is required for these signs, the post or a similar post approved by The Village at Sunset Beach Architectural Review Board shall be used. The post shall be installed neatly in the sidewalk. The parcel owner shall provide post as necessary.
 - (2) *Street Name Signs.* Street name signs shall be attached to the nearest corner streetlight or stoplight pole when available. The sign plate will meet the standards of The Town of Sunset Beach.
- (B) *Information Signs.* Information signs have more flexibility with regard to their design. The specific design will be left to the parcel owner subject to all applicable codes and the guidelines that follow.

The developer shall be permitted to erect temporary signs indicating property is for sale or for rent as approved by The Village at Sunset Beach Architectural Review Board.

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Signs shall be designed as an integral part of a building. They should relate in material, color, and scale to the building architecture. Where illumination of the signs is allowed, the lighting shall be carefully integrated into the design of the sign, so as not to create glare or detract from the sign. Low intensity lighting is encouraged. Sign messages shall be limited to logos, names, and street address information. Sign and graphics should be simple and easily understood. Graphic symbols and word economy are encouraged. Slogans and advertisements are prohibited unless approved by The Village at Sunset Beach Architectural Review Board.

Parapet signs are acceptable for billings with a single or primary occupant. Parapet signs should have proportions appropriate to the building. They should not overwhelm the building. Night lighting may be provided if so desired.

- (1) *Retail and Professional Signs.* Retail and professional signs are typically associated with individual and multiple entrances. These signs are limited to entrances for a single use. Retail and professional signs should be small in scale to address primarily by the pedestrian. The sign should be of the same character as the architecture and well-integrated with it. Wall mounted signs such as brass plaques are acceptable. Projecting signs over the sidewalk are encouraged in retail areas; these signs should be appropriately sized to human scale. Signs applied to storefront windows are also acceptable. These signs should cover no more than 20 percent of the glass. Signs on canopies or awnings giving the name of a retail establishment are also acceptable.
- (2) *Building Identification Signs.* Building identification signs consist of street addresses, building names and cornerstones. Building names and addresses shall be clearly visible from the street, especially at night. They should be located in traditional locations such as over entrances, to the side of doors or on porte cocheres. Freestanding signs will be allowed only with approval of The Village at Sunset Beach Architectural Review Board. These freestanding signs shall be designed to reflect the scale, character, materials, and colors of the related building architecture. The use of building cornerstones is encouraged, especially in areas where pedestrians have visual access.
- (3) *Accessory Information Signs.* Accessory signs are signs which provide required information or directions, such as the location of service entrances. Accessory signs shall be permanently mounted to building walls. These signs shall be kept as unobtrusive as possible. Messages shall be kept simple and straightforward. All accessory signs for a building will be coordinated in design for each building. They shall have similar size, proportions, colors, and shall be made of the same materials.

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- (4) *Directories/Kiosks.* Directories may be required in certain areas. These directories will be of a standard custom design in order to be instantly identified as a directory. Directories shall contain a map to orient the user. Directories shall also be lit for night use. Directories will be maintained by The Village at Sunset Beach. In some places, the directories may be expanded to form kiosks which contain public telephones.
- (5) *The Village at Sunset Beach Monuments.* Signs and other monuments for The Village at Sunset Beach will be the responsibility of The Village at Sunset Beach Architectural Review Board. The design of the monuments will be tailored to the specific location and precinct.

SECTION B.12 UTILITIES

In The Village at Sunset Beach, utilities will be underground. Normal practice is for utilities to be installed first. Care must be exercised to coordinate utility locations so that the streetscape design is not harmed. Specific requirements for utilities are as follows.

- (A) *Utility Lines.* All utility lines shall be placed underground. Utility lines shall be routed to minimize disruption of street tree planting troughs and as perpendicular as possible to the rough curb.
- (B) *Fire Hydrants.* Fire hydrants will be installed as needed in accordance to The Town of Sunset Beach standards. Fire hydrants shall not be located in tree wells or planter areas; they shall be located in pavement areas only.
- (C) *Manholes.* No manholes shall be permitted within the sidewalks; all manholes shall be located in the street.
- (D) *Utility Vaults.* Utility vaults, such as electrical transformers, are prohibited within the sidewalk. Utility vaults shall be located within the buildings, within landscape areas behind the build-in line, or in landscape areas within the landscape easements. Utility vaults shall be adequately screened with walls or landscape plants.
- (E) *Sidewalk Drainage.* Sidewalk drainage flumes and checker plates are discouraged. They are allowed only with approval of The Village at Sunset Beach Architectural Review Board. Rain spouts or other drains should be connected directly to the storm drain system. Water shall not be drained in a concentrated manner across sidewalks.

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SECTION B.13 ARCHITECTURAL PROJECTIONS

Details in architecture provide variety and interest, and may add substantially to the character of the streetscape. Details which may project into the streetscape include awnings, canopies, marquees, porte cocheres, stairs, and stoops. The color, size, and proportion of these projection shall relate to the building architecture and to the streetscape context. Specific requirements may be given on a precinct basis.

SECTION B.14 TRANSITIONAL AREAS

There are several transitional areas within the streetscapes of The Village at Sunset Beach. These are transitions within the same block, transitions between precincts and transitions to areas adjacent to The Village at Sunset Beach.

- (A) *Transitions Within the Same Block.* Because of the urban nature of The Village at Sunset Beach and the mixed uses within, there may be multiple buildings on one block with differing characters. One of the purposes of these guidelines is to provide a consistent streetscape design to unify the development. The streetscape at transitions between developments in a block shall be constructed to be continuous and appear seamless. Pavement patters, tree spacing, streetlight spacing, etc. shall match. When parcels adjoin an undeveloped parcel, the streetscape shall be finished in a manner that will allow for ease of continuing the construction of the adjoining segment.
- (B) *Transitions Between Projects.* Transitions between precincts normally occur at street intersections. For each transition, there is a dominant precinct. The streetscape design of the dominant precinct is the one which will determine the intersection design. The goal is to create a smooth transition from the dominant precinct to the subordinate precinct. One to several of the dominant precinct's streetscape elements will turn the corner to varying extents. Only in rare situations will the elements change abruptly at the same line. The intention is to feather the changes from one precinct to the next.
- (C) *Transition to Areas Adjacent to Sunset Beach.* The streetscape shall extend to the boundaries of The Village at Sunset Beach with the appropriate precinct design. The precinct design will be clearly stated to announce and identify The Village at Sunset Beach as a special place. The design will need to be adapted as necessary to make the physical connections to existing streets and sidewalks. When adaptations are made for such connections, they should respect the design intent and character established by the streetscape design.

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PART IV. SEASIDE PRECINCT

Seaside Precinct provides services customary to highway locations. These uses include, but are not limited to, gasoline distribution, convenience stores, restaurants, fast foods and other retail establishments. These feature easy vehicular access and short term use by the public.

SECTION B.15 DESIGN CONCEPT AND CHARACTER

(A) *Context.*

(1) *Site Plan.* The design of this precinct is to provide a defining character for the services customary to highway location by prescribing access, circulation, and parking as the main focus. Building setbacks, materials, landscaping, lighting sources, and signage collectively integrate the parcels within the Precinct into a unified theme.

(2) *Circulation.* Seaside Precinct serves as the point of access for the majority of people coming into the Village via Seaside Road. The precinct has two points of access from Seaside Road and one point of access from Sunset Boulevard at the boundary joining Seaside Precinct with the Avenue of the Oaks Precinct. The intent of circulation pattern within and around this precinct is to provide easy access in and out of the businesses within the site.

(B) *Use.* The parcels in the Seaside Precinct may vary in size from one acre to three acres, depending upon the resulting uses. The types of uses include, but are not limited to gas stations, convenience stores, restaurants, fast foods and other retail or service establishments. The buildings in this precinct between Sunset Blvd. and High Market Street will be limited to one story in height. Any building located between High Market Street and the northern boundary of the Village may be a maximum of two stories and 35 feet in height. Drive-thru windows, canopies and outside seating are permitted subject to approval from The Village at Sunset Beach Architectural Review Board.

(C) *Imagery.* Seaside Precinct will be designed in such a way as to create a whole character image verses single entities. The use of plant massing to emphasis scale and uniformity will integrate the individual buildings as a group while maintaining sight lines for drivers in the vicinity.

SECTION B.16 OPEN SPACE

Seaside Precinct is linked to an open space located along Sunset Boulevard. This part of the 40' to 75' Greensward is the southern edge that extends westward to Angel's Trace Road.

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- (A) *The Greensward.* The Greensward is a connecting element between the north and south portions of The Village at Sunset Beach. It provides a pedestrian walk way and serves as a buffer between Sunset Boulevard and the activities within The Village. The width of this open space is 60 feet from the right-of-way and runs parallel to Sunset Boulevard.

The Greensward includes a pedestrian sidewalk that meanders through the existing trees and planting masses. It will have single light poles located every 120'. This sidewalk will consist of a concrete base with crushed oyster shells or other textured material native to the area imbedded in the surface. The concrete sidewalk will be eight feet wide and will terminate at the intersection of Seaside Road and Sunset Boulevard. The under story of the existing trees will be cleared to maintain a finished appearance. Some additional plant material will be added to areas along the sidewalk.

SECTION B.17 STREET DESIGN.

- (A) *Typical Layout and Dimensions.* The structure layout for Seaside Precinct is for Seaside Road.
- (1) *Seaside Frontage.* Because the buildings are separated for their use type, the paving materials will act more as a connector than an actual pattern. Seaside Road is a major state Department of Transportation thoroughfare and shall have a Greensward with a minimum width of 45 feet beside the street. The Greensward should feature masses of plantings. Bosques of trees may be planted between each parcel to create a rhythm throughout the landscape but must not impede traffic flow through the precinct. These bosques may be the primary feature in integrating the parcels as a whole.
- (2) *Sunset Frontage.* This area will have the same type usage but will be fronted along Sunset Boulevard by a 60 foot greensward. This area shall also have a meandering sidewalk located among masses of plantings. The internal lighting along the sidewalk shall match the interior lighting on the north side of Sunset Boulevard.
- (B) *Building Entrances.* Seaside Precinct is a typical highway service use area and will have building entrances that are indicative of these uses. Drive-thrus and gas station canopies are permitted only in this precinct, with the exception of banks in the Avenue of the Oaks or Mid Town Precincts. The architecture for these building canopies are to be uniform and with the material used on the main architecture of the building. The entrances to the buildings will either be located under the canopy or as a separate entity, in the case of a convenience store, fast food restaurant or retail store. These entry areas may have a special paving area to allow for product merchandise, newspaper boxes, and trash receptacles. The area between the building and the pedestrian area is the location for these features. The area between the building features and the curb shall be designed as the pedestrian area and

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should be clear to allow free movement in and out of the building. There will be no curb zone in this instance.

Should several retail stores and/or restaurants be located within a single building and have separate entrances, those entrances shall be similar in design and the building shall be approved by The Village at Sunset Beach Architectural Review Board.

SECTION B.18 HARDSCAPE

Paving. The recommended sidewalk paving for Seaside Precinct is concrete or a combination concrete/brick pattern near the building areas.

Pavement Edges and Curbs. Pavement edges in direct relationship to buildings may have a "rowlock" strip behind the curb. The curb shall be a standard 6" curb and gutter that meet flush with the asphalt paving in the parking lots and drive areas.

SECTION B.19 STREET FURNITURE

(A) *Seating.*

- (1) *Formal Seating - Benches.* Benches shall only be specified at the request of the building owner.
- (2) *Informal Seating.* Outdoor tables and chairs located at fast food restaurants shall be specified at the request of the building owner.

(B) *Street Fixtures.*

- (1) *Trash Receptacles.* Trash receptacles shall be located at or near any gas pump area and building entrances of the service station. Fast food restaurants shall have trash receptacles located near the building entrances, at every grouping of parking, and at the exit of the drive-thru area.

(C) *Public Services.*

- (1) *Newspaper Vending Machines.* Newspaper vending machines shall be located in the building zone near the building entrances. These vending machines shall be securely fastened to the pavement in an orderly fashion and not chained to light poles or any other objects.

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SECTION B.20 LIGHTING

Lighting throughout the precinct shall be consistent with lighting specified throughout the Village and shall be approved by The Village at Sunset Beach Architectural Review Board.

SECTION B.21 PLANTING

- (A) *Street Trees.* The recommended street tree for the Seaside Precinct shall be the White Ash, *Fraxinus Americana Autumn Purple*. Parking lot trees shall be Red Maple *Acer Rubrum*. The recommended trees for the Bosques are to be *Platanus x acerifolia*, London Plane Tree. However, other trees are permissible if approved by The Village at Sunset Beach Architectural Review Board.
- (B) *Planting Beds.* Planting beds are to be simple in design to maximize mass and minimize too many varieties of plant material.
- (1) *Lawn.* Lawn areas shall not be located near the building zone.
- (2) *Shrubs.* Shrubs shall be massed in formal structural plantings. The use of clipped hedges and plants with architectural forms is encouraged. Shrubs that are acceptable are Hollies, Boxwood, Compact Burning Bush, Azalea, Cherry Laurels, and Wax Myrtle, as well as other shrubs approved by The Village at Sunset Beach Architectural Review Board.
- (3) *Trees.* Trees, which are acceptable for the Seaside Precinct, include London Plane Tree, White Ash, Red Maple, Laurel Oak, Willow Oak, as well as other trees approved by The Village at Sunset Beach Architectural Review Board. The Greensward Trees shall be pruned and thinned to maintain good form. In areas where there are open spaces, the recommended trees above are to be planted in an informal manner.

SECTION B.22 SIGNS

- (A) *Retail and Professional Signs.* Each business will be allowed one sign per street frontage mounted flush to the building wall and may be internally lit. Each building will be allowed a pole or monument sign for street frontage.
- (B) *Entry Monument and Signs.* A Village at Sunset Beach monument is to be located at the intersection of Seaside Road SW - NC Hwy 904 and High Market Street and at the intersection of Seaside Road SW - NC Hwy 904 and Sunset Boulevard - North - Hwy 179.

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SECTION B.23 ARCHITECTURAL PROJECTIONS

- (A) *Awnings/Canopies/Drive-Thrus.* Appropriate architectural projections are acceptable for this precinct and should compliment the architecture of the main building. The height of these elements should correspond in scale to those standards needed to function as specified.

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PART V. AVENUE OF THE OAKS

The planted Avenue of the Oaks will be the main focus of this precinct. Avenue of the Oaks Precinct is located to the west of Seaside Precinct, and east of Midtown Precinct.

SECTION B.24 DESIGN CONCEPT AND CHARACTER

The Avenue of the Oaks Precinct is intended for a combination of uses and is meant to provide a variety of scale. It is also designed to extend the hours of use by providing entertainment in the evening. The circulation pattern is to encourage pedestrian movement and integration throughout the precinct.

(A) *Context.*

(1) *Site Plan.* Avenue of the Oaks Precinct consists primarily of retail businesses in a shopping center. In addition, this precinct may have a mix of entertainment, office, professional services, personal services, residential and hotel facilities. This is intended to be a busy street of commerce.

(2) *Circulation.* Avenue of the Oaks Precinct will probably be a very lively place. The automobile traffic will most likely be a combination of local traffic and tourist visitors. There will be a great deal of pedestrian traffic throughout the day and in the evenings leading to the shops, services and entertainment.

(3) *Open Space.* Avenue of the Oaks Precinct has open space which is bordered on both sides by parking and pedestrian areas.

(B) *Use.* This precinct will be the most mixed-use precinct of all the precincts in the Village at Sunset Beach. The predominant use will be retail/ restaurant with some office/ professional/residential along the avenue. The use of the streetscape will be heavy during the day, with grocery shoppers and tourists visiting the shops. At night the precinct may offer shops, restaurants, and the hotel for entertainment purposes.

(C) *Imagery.* The image that Avenue of the Oaks projects is that of a bustling street of commerce. There will be a variety of activities and uses. To provide continuity to the space, there will be a specific build-to-line that described the pedestrian areas. Pedestrian crossings will be required and will be more dominant than vehicular access.

(D) *Building Entrances.* Buildings in the Avenue of the Oaks Precinct will have a different design as dictated by their function. Building entrances shall conform to the requirements in the General Streetscape Guidelines and the following requirements.

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- (1) *Major Retail Entrances.* There are several retail entrances in the Avenue of the Oaks Precinct. The grocery store entrance will have one main entrance.
- (E) *Vehicular Access Zones.* The requirements of the General Landscape Guidelines shall apply with the following additions:
 - (1) *Service Entrances.* Service entrances will be required by most of the occupants. These entrances should be located along the sides or backs of the buildings. They should be clear of any obstructions.

SECTION B.25 RECOMMENDED HARDSCAPE

- (A) *Sidewalk Paving.* Sidewalk paving for the Avenue of the Oaks Precinct shall meet Town of Sunset Beach standards.
- (B) *Planter Bed Edges.* Street tree wells shall be flush with grade and shall conform to the general standards for drainage requirements.

SECTION B.26 STREET FURNITURE

- (A) *Seating.*
 - (1) *Formal Seating - Benches.* Benches shall be located throughout this precinct.
- (B) *Street Fixtures.*
 - (1) *Trash Receptacles.* Trash receptacles shall be located throughout this precinct.
 - (2) *Fences, Gates, Columns, and Walls.* Walls or fences to contain dumpsters will be required. These structures should be at least 2' higher than the object that it will screen. The wall or fence shall conform to the building architecture material and style.
 - (3) *Bollards.* The use of decorative bollards is strongly encouraged at appropriate locations.

SECTION B.26 LIGHTING

- (A) *Streetlights.* Streetlights in the Avenue of the Oaks Precinct are spaced according to the use of the precinct. All street lights should match the dominant street light pattern and shall be approved by the Village of Sunset Beach Architectural Review Board.

APPENDIX B. STREETScape DESIGN GUIDELINES

SECTION B.27 PLANTING

- (A) *Street Trees.* The street trees for the Avenue of the Oaks vary by location and approval of the Village of Sunset Beach Architectural Review Board. All street tree wells may be planted with ground cover plantings or seasonal flowers at the discretion of the parcel owner. The parcel owner shall be responsible for the maintenance of the plantings in the tree wells.
- (B) *Planting Beds and Planters.* Planting beds and planters are recommended within the Avenue of the Oaks Precinct.
- (C) *Freestanding Planters.* The use of freestanding planters in the building zone along the Avenue of the Oaks is encouraged. These planters shall not obstruct safe pedestrian movement and shall not extend more than 2.5 feet from the building facade.

SECTION B.28 SIGNS

- (A) *Information Signs.*
 - (1) *Retail and Professional Signs.* Projecting signs of individual tenants along the avenue are allowed. Hanging projecting signs perpendicular to the building are allowed. Wall mounted signs are permitted. Building directories will either be interior or mounted to the building at an appropriate location along a pedestrian walkway. Kiosks may be permitted as approved by the Village at Sunset Beach Architectural Review Board.

All signs in this precinct must be approved by the Village at Sunset Beach Architectural Review Board.

SECTION B.29 ARCHITECTURAL PROJECTIONS

- (A) *Awnings/Canopies.* Retail uses within the Avenue of the Oaks Precinct may have awnings. Awning, when provided, shall be uniform in size and shape and an integral part of the building design (see Sun Shade section of Part II. Building Architecture).

SECTION B.30 TRANSITIONAL AREAS

- (A) *Transitions Between Precincts.*
 - (1) *Seaside Precinct.* Seaside Precinct is subordinate to the Avenue of the Oaks Precinct. The transitions occur along the parking lots and are not affected by pavement transition. The street lights and street trees along High Market Street shall be consistent with those recommended for the length of High Market Street.

APPENDIX B. STREETScape DESIGN GUIDELINES

- (2) *Midtown Precinct.* Midtown Precinct is subordinate to the Avenue of the Oaks Precinct. The transition also occurs along the parking lots. The street lights and street trees along High Market Street shall be consistent with those recommended for the length of High Market Street.

APPENDIX B. STREETScape DESIGN GUIDELINES

PART VI. MIDTOWN PRECINCT

The Midtown Precinct shall provide a mix of retail, primary services and residential conveniently located near the center of the Village. The precinct shall provide a pedestrian-oriented blend of commercial and office establishments for residents and visitors to use.

It is bordered by the Avenue of the Oaks Precinct to the east, Sea Trail Park Precinct to the north, Sunset Village Precinct to the west and Sunset Blvd. to the south. Its central location in the development will anticipate typical mixed uses of dry cleaners, general retail stores, restaurants, offices, professional, entertainment and residential.

SECTION B.31 DESIGN CONCEPT AND CHARACTER

(A) *Context.*

- (1) *Site Plan.* The combination of primary service uses lends itself to large areas of parking. The function of this precinct is to provide a centrally located area of service that does not forget about the vehicle and is conducive to the live / work experience. While the streetscape experience is very important, Midtown Precinct will be represented by street edges that are planted with trees to visually compartmentalize the various parking areas. The street edges are usually not defined by buildings, but rather, by vegetation.

The scale of the buildings of this district suggests the diversified look of different storefront designs, reflecting individuality of the businesses, yet unified in types of materials and scale.

- (2) *Circulation.* Midtown Precinct has the central location in the Village at Sunset Beach. Vehicular traffic will have direct access to and through Midtown Precinct from Sunset Blvd. and the three adjacent precincts. Buildings are drawn close to the sidewalks to help form "outdoor" living rooms and create a pleasant, walkable environment. On-street parking and parking in lanes or alleys behind the buildings help reduce the inherent conflicts between automobiles and pedestrians, while accommodating both.
- (3) *Open Space.* There is one open space in Midtown Precinct, the Greensward. The Greensward borders the northern portion of Sunset Boulevard and follows the same grid as the other precincts.

APPENDIX B. STREETScape DESIGN GUIDELINES

- (B) *Use.* Midtown Precinct will be a destination place in the Village at Sunset Beach. People performing their daily tasks will use the area to shop, eat, and for entertainment and education without having to resort to the automobile. Activity in Midtown Precinct will be fairly consistent throughout the day. The live / work structures will enable people to live close to their places of business and services to support their needs. The Planetarium located in the precinct provides a unique gathering spot for education and socializing.
- (C) *Imagery.* The image of Midtown Precinct is that of a well-designed retail/residential area - that of a "Main Street" area of historic small village centers, with two and three story buildings encouraged. Streetlights, lighting, sidewalks, benches, artistic signs, and tasteful architecture shall be important components of unifying the precincts.

The compartmental portion of the parking lots helps lessen the larger areas of parking. Street trees, lighting, pedestrian pathways, and tasteful architecture shall be an important part of unifying the precinct. Architecture shall relate to its surroundings.

SECTION B.32 MAJOR OPEN SPACES

- (A) *The Greensward.* This part of the Greensward is a continuation of the whole, but serves the specific purpose of screening the larger parking lots on the interior. It also provides a buffer between the busy highway and the office or residential units which may be located above the storefront shops. The Greensward also provides a pleasant walkable environment for the shops and offices in this area, thus allowing more comfortable working or shopping surrounds. It will follow the same guidelines set forth in the General Streetscape Guidelines.

SECTION B.33 STREETScape DESIGN

- (A) *Typical Layout and Dimensions.* In the Midtown Precinct, the streetscape configuration is designed to meet the functional needs of primary service, retail and residential activities. While most of the usage will be via vehicle, sidewalks will be provided to connect all the elements of Midtown Precinct. The three streetscape zones are defined as follows:
- (1) The curb zone is to be 5' from the curb to the sidewalk edge. Inside this zone street trees will be planted and centered within the curb zone area.
 - (2) The pedestrian zone shall be defined as concrete sidewalk located adjacent to the curb zone.
 - (3) The building zone shall be the area from the edge of the sidewalk to the building facade and will vary according to size. This area shall be landscaped with trees, shrubs, and ground cover.

APPENDIX B. STREETScape DESIGN GUIDELINES

- (B) *Building Entrances.* Entrances to the buildings in Midtown Precinct may each have a different appeal according to their use. The retail/office buildings may have more than one entrance that is formal. Other businesses and residential units may have entrances typical to their uses.

SECTION B.34 HARDSCAPE

- (A) *Sidewalk Paving.* The standard sidewalk paving for Midtown Precinct will be a typical modular concrete sidewalk. In areas of larger paved areas brick may be incorporated as an edge treatment or pavement break.
- (B) *Curbs.* The curbs in this precinct will be standard 6"x18" curb and gutter. It shall be flush with the asphalt pavement. Refer to the general streetscape guidelines for curb dimensions.

SECTION B.35 STREET FURNITURE

Street furniture may be used when necessary.

- (A) *Seating.*
- (1) *Formal Seating - Benches.* Benches shall be provided along the sidewalks of Midtown Precinct.
- (B) *Street Fixtures.*
- (1) *Trash Receptacles.* Trash receptacles shall be provided at appropriate locations as approved by the Village of Sunset Beach Architectural Review Board.
- (2) *Fences, Gates, Columns, and Walls.* These design elements can be used to provide privacy for individual courtyards as well as privacy between properties. They shall also be used to enclose unsightly refuse containers. They should be at least 1' higher than the object that they are screening. Wall material used shall match the architecture of the individual building, while fences can be white picket fences, decorative "wrought iron" or other materials compatible with the architecture.

SECTION B.36 LIGHTING

- (A) *Streetlights.* All streetlights should match the dominant streetlight pattern.

SECTION B.37 PLANTING

- (A) *Street Trees.* Midtown Precinct shall have three main types of trees. They shall be spaced according to each street type as approved by the Village of Sunset Beach Architectural Review Board.

APPENDIX B. STREETScape DESIGN GUIDELINES

- (B) *Planting Beds and Planters.* Planting beds and planters may be used throughout this district to soften and "humanize" the streetscape. Planting beds and planters may be used as approved by the Village of Sunset Beach Architectural Review Board.

SECTION B.38 SIGNS

- (A) *Information Signs.* Since Park Road Extension is one of the primary entrances to the Village at Sunset Beach, a village entry sign with names of the tenants may be incorporated. This monument is designed to be compatible with the architecture of the buildings. Each precinct business will be listed on this sign.
- (1) *Building Identification Signs.* Each precinct business will be allowed one building mounted sign which may be externally or internally lit. Signs on the vertical edge of awnings only or "hanging" signs perpendicular to the sidewalk are encouraged. The size of these signs shall be as determined under the Mixed Use District Sign Regulations (see Section B-11 Signs) and approved by the Village at Sunset Beach Architectural Review Board.

APPENDIX B. STREETScape DESIGN GUIDELINES

PART VII. SEA TRAIL PARK PRECINCT

Sea Trail Park Precinct is to provide a significant civic space, i.e. park, for the Village. This is to be a special place in the Village, one which accommodates tourists, visitors and local area residents.

SECTION B.39 DESIGN CONCEPT AND CHARACTER

The main concept of this precinct is to locate a civic space as a focus of space and activity in the Village.

(A) *Context.*

- (1) *Site Plan.* Sea Trail Park Precinct follows the concept stated above. The park is surrounded by residential and mixed-use retail areas within the village and creates a buffer with the adjoining golf course development.
- (2) *Circulation.* No vehicular traffic will be permitted in the Sea Trail Park precinct. Pedestrian movement will be free flowing along the walk way around the lake.
- (3) *Open Space.* Sea Trail Park Precinct creates an informal setting with shade trees, benches, a beautiful green lawn and the lake.

(B) *Use.* The predominant use of Sea Trail Park is for recreation and other civic activities.

SECTION B.40 MAJOR OPEN SPACE

The park shall be a pedestrian oriented open space that is flexible for many uses such as formal and informal gatherings including public performances and lunches. The Park should allow for free pedestrian access. No physical barriers shall be located around the Park so as to obstruct the views across the Park; steps and other vertical barriers shall be kept low.

SECTION B.41 PARK FURNITURE

(A) *Formal Seating - Benches.* Formal seating shall be provided by property owners in an organized manner in Sea Trail Park Precinct as approved by the Village of Sunset Beach Architectural Review Board. They shall be maintained by the Village at Sunset Beach Property Owners Association.

(B) *Park Fixtures.*

- (1) *Trash Receptacles.* Trash receptacles shall be provided as deemed appropriate by the Village at Sunset Beach Architectural Review Board.

APPENDIX B. STREETScape DESIGN GUIDELINES

- (2) *Fences, Gates, Columns, and Walls.* Fences, gates columns and walls are only permitted as determined by the Village of Sunset Beach Architectural Review Board.

SECTION B.42 PARK LIGHTING

Park lights are to be appropriate to the Village as approved by Village of Sunset Beach Architectural Review Board.

SECTION B.43 PLANTING

- (A) *Recommended Park Trees.* Park trees throughout Town Park may be Green Ash (Fraxinus Pennsylvania) or trees as approved by the Village of Sunset Beach Architectural Review Board.
- (B) *Planting Beds and Planters.* Planting beds and planters are encouraged throughout the Sea Trail Park Precinct.
- (C) *Freestanding Planters.* Freestanding planters placed at appropriate locations are encouraged. Planters are to be purchased and maintained by the parcel owner. Annuals with seasonal color are recommended.

SECTION B.44 INFORMATION SIGNS

Signs, directories and monuments will be permitted as authorized by the Village of Sunset Beach Architectural Review Board.

APPENDIX B. STREETScape DESIGN GUIDELINES

PART VIII. SUNSET VILLAGE PRECINCT

Predominantly a residential precinct, Sunset Village primarily offers multi-family residential housing. Sunset Village is located west of Midtown Precinct.

SECTION B.45 DESIGN CONCEPT AND CHARACTER

(A) *Context.*

- (1) *Site Plan.* The Sunset Village Precinct is the primary residential portion of The Village at Sunset Beach. It offers an environment much like that of a historical town such as Charleston or Savannah with large street trees that line the streets providing shade and scale to the streetscape and condominium buildings arranged in neighborhood clusters.
- (2) *Circulation.* Vehicular circulation in Sunset Village Precinct will be through a primary street connecting the neighborhood clusters and providing direct access to Sunset Boulevard and Midtown Precinct. The main entrance to this Precinct is Village Park Boulevard.
- (3) *Open Space.* There are two main open space areas in Sunset Village Precinct. The largest open space is the park area on the east side of the Precinct. The second area is around the lake at the northeast border of the Precinct. In addition, open spaces are located throughout the neighborhood clusters. Walkways throughout the Precinct will be connected to the main streetscape area to allow a continuous pedestrian link to the other areas of the Village At Sunset Beach.

(B) *Use.* The predominant use in the Sunset Village is residential. The main use of the streetscape will be the movement of people to and from work, school, shopping, and other daily routines. The streetscape could also be a place where children play while their parents or grandparents sit and chat with neighbors. Leisurely strolling, walking the dog and pushing the baby carriage will also be typical Sunset Village activities. The uses in Sunset Village are semi public to private.

(C) *Imagery.* Sunset Village should provide a community environment similar to a village. Buildings shall have interesting facades, decorative entries, and a relationship to the tree lined street. The relationship of each residential unit to its neighborhood or a civic space such as a park, a square, or a lake provides a neighborhood focus.

APPENDIX B. STREETScape DESIGN GUIDELINES

SECTION B.46 MAJOR OPEN SPACE

The main open space in Sunset Village Precinct is the Village Park. It will simply be an open green that will be lined with large street trees. It will lend itself to mostly passive recreation. The second open space is the lake located along the northeast edge of the development. This lake serves as a water quality facility as well as a visual amenity to those buildings that surround it. It will maintain a normal park like setting, with a looping path system, and large massing of trees, and open lawn areas. It will be interconnected to the streetscapes of the surrounding precincts.

SECTION B.47 STREETScape DESIGN

- (A) *Typical Layout and Dimensions.* The layout of the streetscape in Sunset Village Precinct is designed to encourage variety at the building zone. Fountain plantings in this area provide the owners with the ability to personalize their space. This type of relationship helps to create the ambiance of an old village. The building zone will vary according to the design of the indulations in the facades.
- (B) *Vehicular Access Drop Off.* There will only be one area per building where a drop off occurs. This area shall be designed as a vehicular accessible pedestrian plaza. Drives shall be flush with walks and have no curbs.

SECTION B.48 HARDScape

- (A) *Recommended Sidewalk Paving.* Standard sidewalk paving for the Sunset Precinct may be scored concrete with a 4 foot by 4 foot pattern in the locations of the condominiums.
- (B) *Curbs.* All curbs in Sunset Village shall be 6" curb and gutter with the exception of the condominium building area. See general guidelines for details and specifications.

SECTION B.49 FURNITURE.

- (A) *Formal Seating - Benches.* Benches may be used along the pathways in the Sunset Village and edges of the lake.
- (B) *Street Fixtures.*
 - (1) *Trash Receptacles.* Trash receptacles shall be placed at appropriate intervals as approved by the Village at Sunset Beach Architectural Review Board.
 - (2) *Fences, Gates, Columns, and Walls.* The use of fences, gates, columns, and walls to define gardens, private residential entrances, and semi private courtyards are encouraged in the Sunset Village Precinct.

APPENDIX B. STREETScape DESIGN GUIDELINES

SECTION B.50 LIGHTING

- (A) *Street Lights.* Street lights shall be appropriate for the architecture of the Precinct and must be approved by the Village at Sunset Beach Architectural Review Board.
- (B) *Building Lights.*
 - (1) *Facade Lights.* Facade lighting will only be permitted in Sunset Village Precinct by approval of the Village at Sunset Beach Architectural Review Board.

SECTION B.51 PLANTING

- (A) *Street Trees.* The condominium area of Sunset Village shall be planted with appropriate trees to provide shade and scale to the streetscape. All trees in the Sunset Village shall be spaced at thirty feet on-center and shall be flush with the pavement.
- (B) *Planting Beds and Planters.* Planting beds are encouraged in the building zone. Planting beds shall be a minimum of three feet wide and may extend to the full width of the building zone.
 - (1) *Seasonal Color.* Tulips, Hyacinths, Mums, Daffodils, Geraniums, Hostas, Marigolds, Petunias, Ferns, Pansies or similar vegetation as approved by The Village at Sunset Beach Architectural Review Board.
 - (2) *Shrubs.* Azalea, Rhododendron, Wisteria, Boxwood Hollies, Vibernum or similar vegetation as approved by the Village at Sunset Beach Architectural Review Board.
 - (3) *Trees.* Dogwood, Magnolia, Crepe Myrtle, Southern Magnolia, American Holly, Chinese Elm, Kousa Dogwood or similar vegetation as approved by the Village at Sunset Beach Architectural Review Board.
- (C) *Freestanding Planters.* The use of freestanding planters by individual residents is encouraged.

SECTION B.52 SIGNS

- (A) *Information Signs, Street and Building Identification Signs.* Street signs will match those signs of the overall Village at Sunset Beach and be mostly directional in nature.