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The Retail Corner Guidelines were prepared by the City of Plano Horizon Committee, The Planning Department Staff, and Johnson, Johnson & Roy, Inc., consultants, as the Urban Design component of the Comprehensive Plan and were adopted by the City Council on October 14, 1985. The Rear Building Facade Guidelines, which were approved by City Council on November 24, 1986, have been integrated into the Retail Corner Guidelines section.

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## SITE APPROPRIATENESS

(to be used in evaluating retail zoning requests)

### PURPOSE:

In order for the retail centers to best serve as corner neighborhood shopping centers, certain parameters need to be addressed. These include:

- appropriate site location
- efficient site shape and size
- site accessibility

### GUIDELINES:

- Retail centers should typically be located at the corner of two major thoroughfares. (See Figure 1).
- Continuous linear strip centers should be discouraged because of their disruption to traffic.
- Sites should be generally 10 to 14 acres to accommodate 100-150,000 SF of retail space including serving a 1 1/2 mile radius for 1 or 2 "anchor" stores.
- Sites should generally be accessible from major thoroughfares at median breaks and located along at-grade intersections.
- Sites should generally be in proximity to large areas of residentially zoned land.
- Topography and drainage should be addressed with regard to corner shopping locations.

SITE APPROPRIATENESS

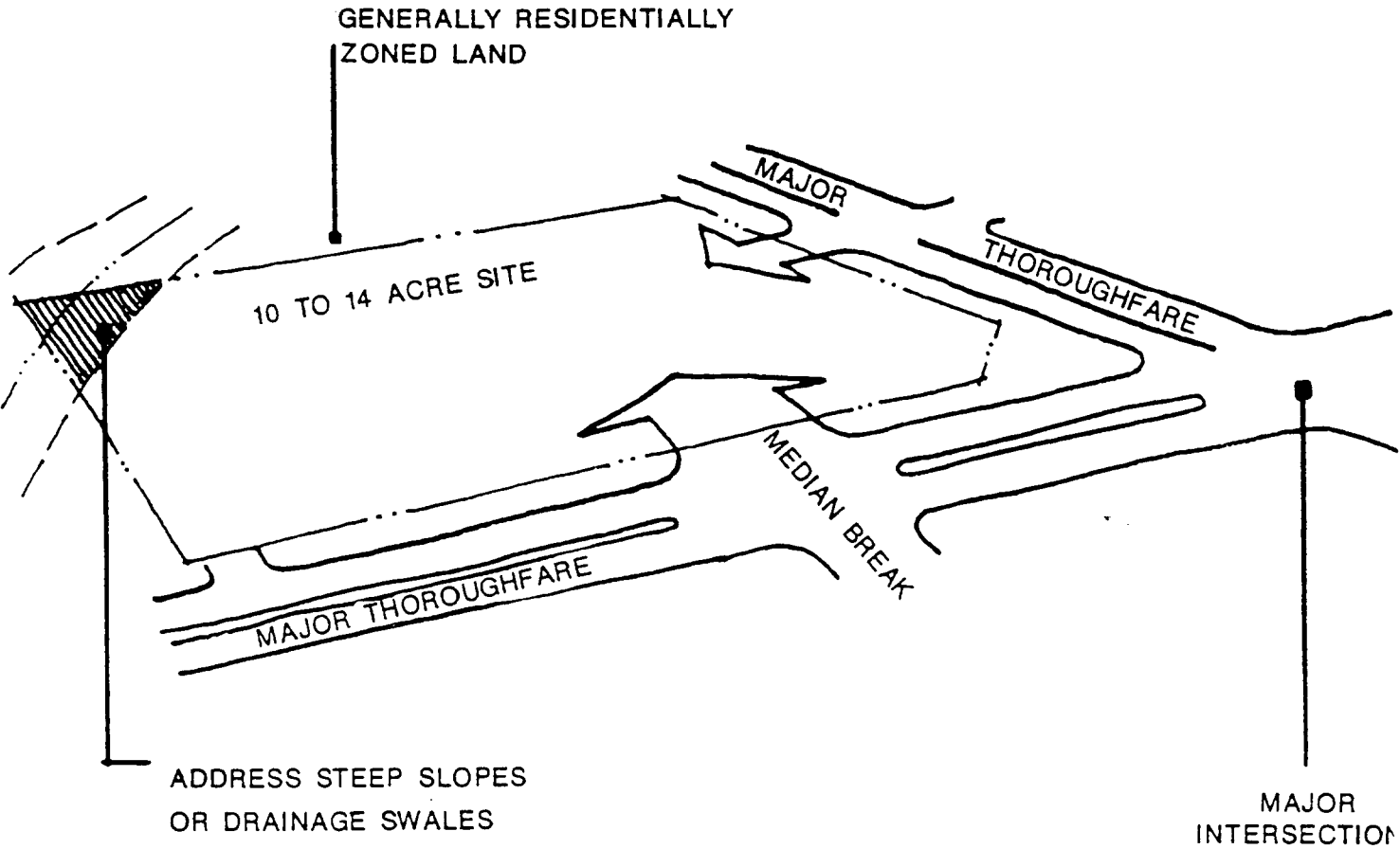


FIGURE 1

## BUILDING ARRANGEMENT

### PURPOSE:

Proper arrangement of buildings on a site provides for efficient and viable long term use. Key issues include:

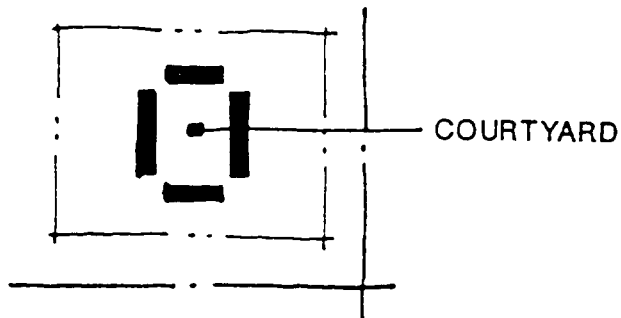
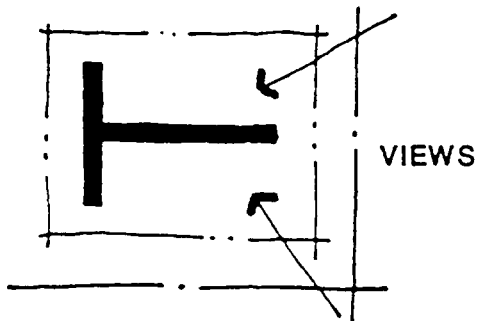
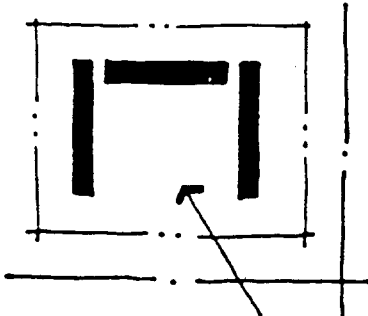
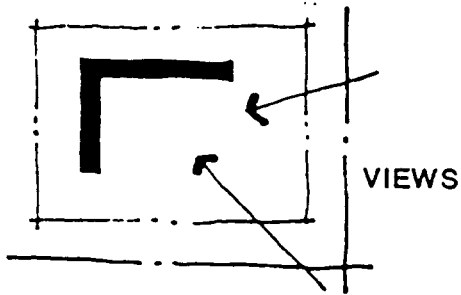
- storefront visibility and accessibility
- relationship of buildings to each other
- orientation to thoroughfares
- relationship to surrounding land uses
- re-use of buildings, adaptability for new tenants

### GUIDELINES:

- Storefronts should generally be visible from main circulation aisles unless a "mall" or courtyard approach is used.
- Pad sites, generally defined as free standing structures of less than 5000 SF of floor area, should be limited to one per 5 acres of land area.
- Buildings should be arranged to reduce visibility of service areas from streets, customer parking areas and adjacent properties. (See Figure 2.)
- Buildings should be in a configuration that does not impede the development's traffic flow, the accessibility or visibility from major thoroughfares.
- Bay depth of buildings should be sized to accommodate a variety of potential uses.
- Two-story buildings should generally not be placed adjacent to single- or two-family residential districts nor between the main building(s) of a center and streets.

# ALTERNATIVE BUILDING ARRANGEMENTS

## Various Arrangements



- Buildings should not impede the development's traffic flow or accessibility from adjacent thoroughfares.

- Should be visible from surrounding streets.

- Buildings should be arranged to reduce visibility into service areas.

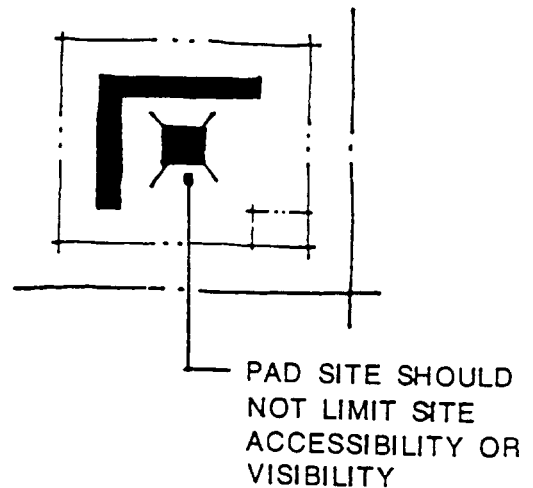


FIGURE 2

## ACCESS

### PURPOSE:

Safe and efficient access to the corner shopping center minimizes potential vehicular and pedestrian conflicts. The key issues include:

- location of median breaks along major thoroughfares
- number and location of entry drives
- design of entry drives
- traffic visibility

### GUIDELINES:

- Driveways should typically be spaced a minimum of 100 feet from the intersections of major thoroughfares unless a one-way traffic flow is used. All other driveway and median openings should adhere to the Thoroughfare Standards Ordinance.
- The ingress side of the main entrance drive should be the largest radius allowed by ordinance for better access into the site.
- Driveways should maintain an appropriate sight distance triangle at all perimeter entrances. (See the Thoroughfare Standards Ordinance.)
- Main entrance drives should generally be located at median breaks providing left turn access to and from the site. (See Figure 3.)
- Main entrance drives should connect to a "straightaway" aisle that does not dead end or require an immediate turn to approach the main building.
- Aisles intersecting with entrance drives should be spaced a minimum of 20 feet from the property line to provide for smooth turning movements.

## ACCESS

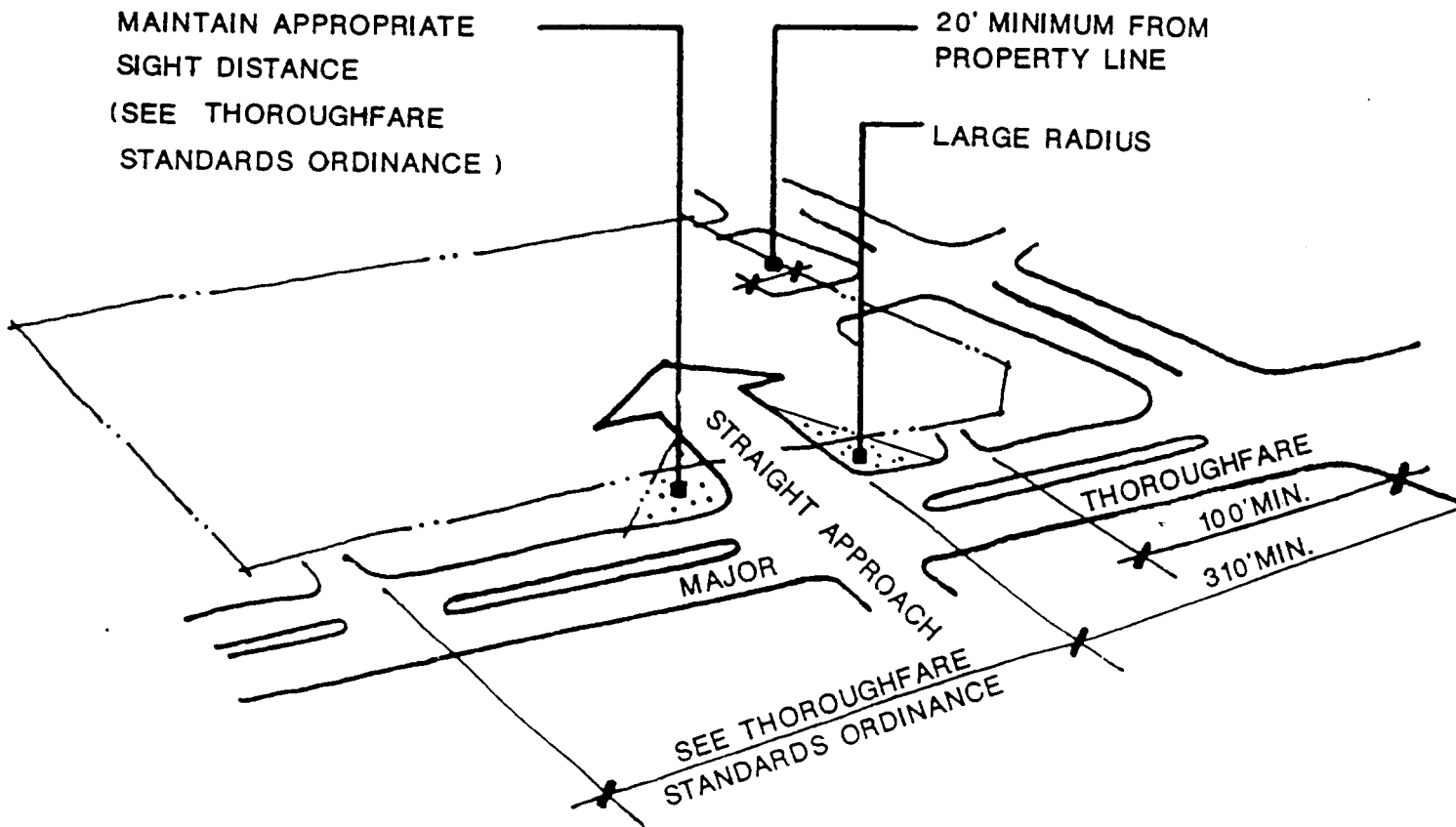


FIGURE 3

## CIRCULATION AND PARKING

### PURPOSE:

Proper circulation and parking systems minimize confusion and facilitate safe and easy pedestrian and vehicular movement within the corner shopping center. The key issues include:

- traffic aisle alignment
- traffic speed and safety
- parking location and layout
- service area parking and circulation
- customer pick-up areas
- drive-thru building circulation
- pedestrian circulation and safety

### GUIDELINES

- Main drive aisles should generally be free of parking when adjacent to large anchor tenants of 30,000 SF of floor area or more.
- The direction of traffic flow should be identified.
- Long circulation aisles (generally in excess of 500') should be off-set (typically 45 degrees or more) to prevent excessive speed.
- Lanes should be provided for drive-thru facilities, including stacking space, that are physically separated from other circulation and parking aisles.
- Parking aisles should be oriented toward anchor stores to minimize the number of parking lanes crossed by pedestrians. (See Figure 4.)
- Typically provide right angle intersections (80 to 100 degrees) with no more than 2 traffic lanes crossing at any interior intersection.
- Parking should be arranged to provide readily accessible spaces for each establishment.
- The parking layout should maximize the amount of parking in front of the building and minimize the amount behind.
- Separate service vehicle circulation from customer circulation routes.
- Allow for all tenants to be accessed from within the development through cross-access agreements.
- Customer pick-up areas should be provided at "anchor" stores.
- Pad sites shall be required to obtain mutual access and parking agreements within the remaining retail center. This shall be required in order to enhance safe on-site circulation and provide access to left-turn lanes. (See Ordinance No. 87-1-32.)



# CIRCULATION

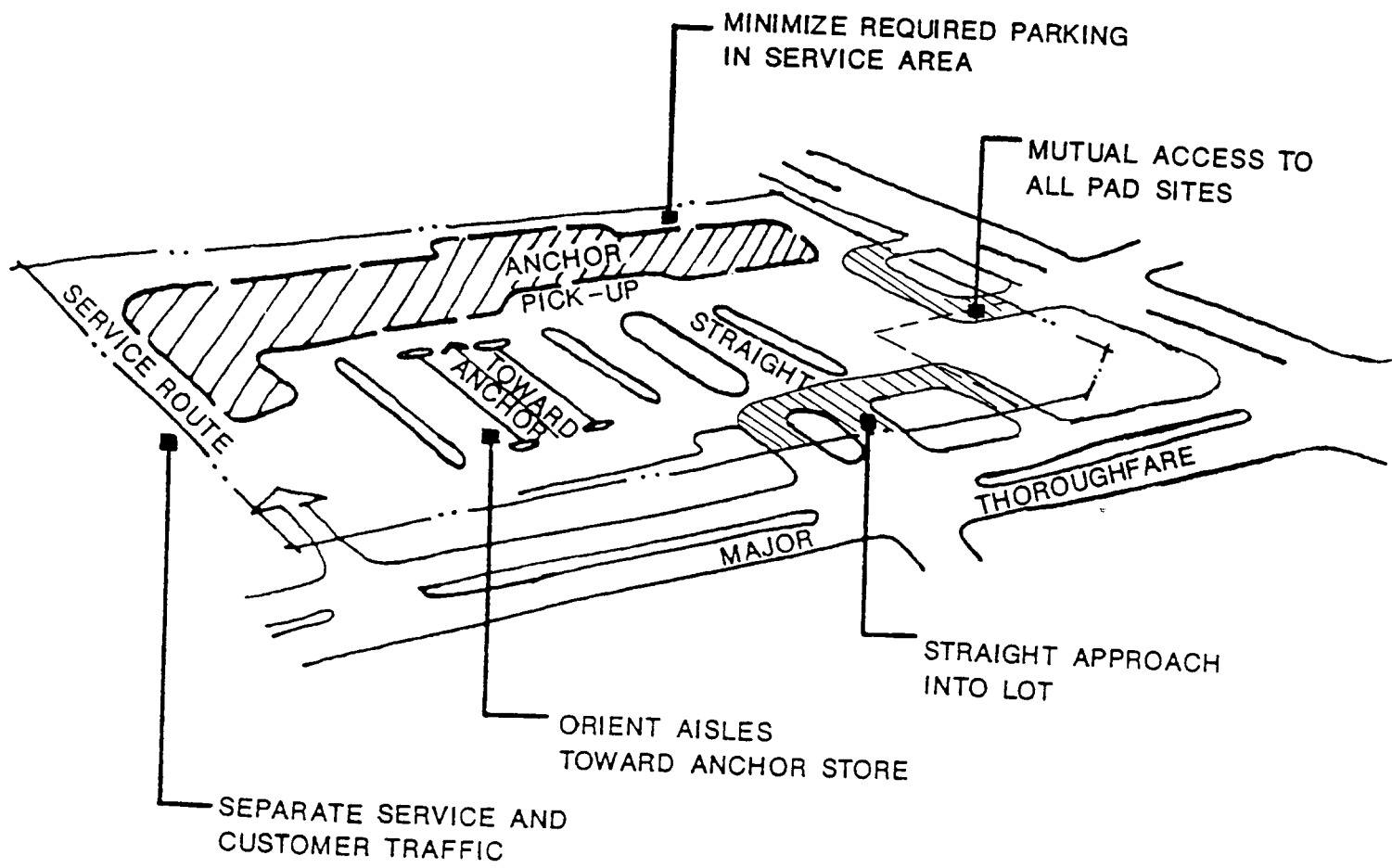


FIGURE 4

## BUILDING ELEMENTS

### PURPOSE:

In order to create a positive overall development character, all structures (including separate pad site structures) at shopping centers should have an attractive and uniform architectural treatment. The key issues include:

- consistency of design between structures
- materials
- rear facade treatment

### GUIDELINES:

- Facade design plan of entire project should be submitted with site plan review.
- Facades and roof lines facing streets or main parking areas should be consistent throughout the development in design, color and materials. (See Figure 5.)
- Roof lines, overhangs, and the front fascia should be extended to the rear of the building(s).
- High quality, low maintenance building materials are recommended.
- Signage located on the buildings should be consistent in size, location and material throughout the project.
- Rear facades should be of finished quality and should be of color and materials that blend with the remainder of the building(s).
- All rear facades of centers should be stucco, brick, exposed aggregate or textured concrete and of the same color as the front facade.

## FACADE

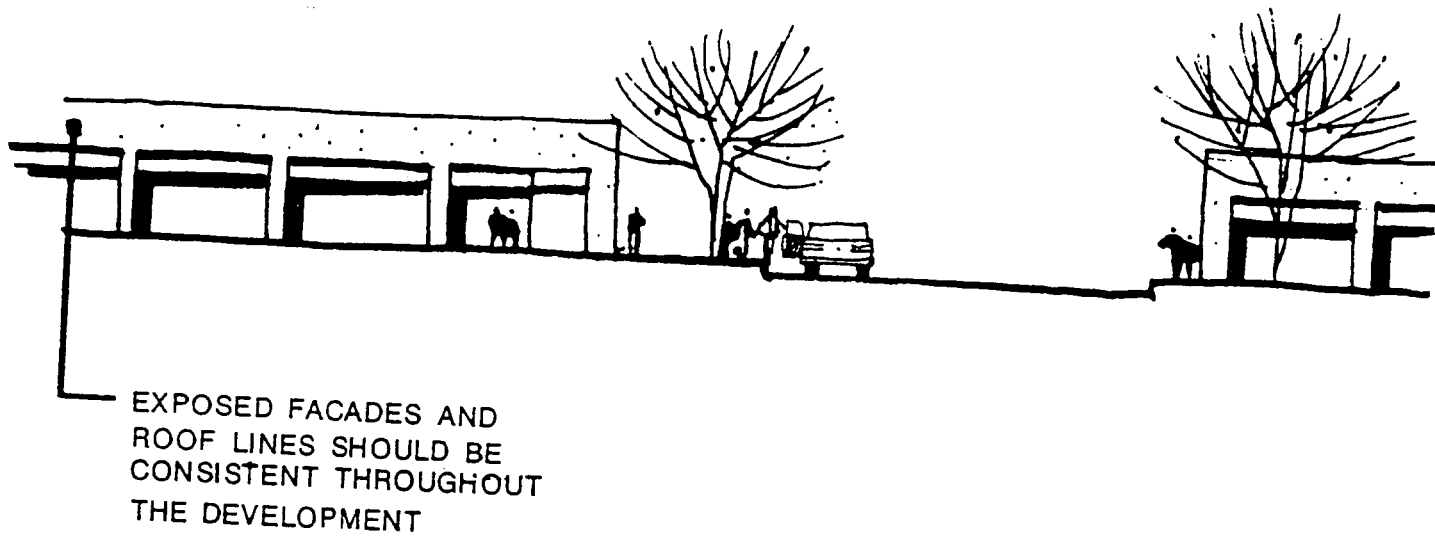


FIGURE 5

## SERVICE FACILITIES

### PURPOSE:

Service areas should be appropriately located and designed to efficiently and inconspicuously serve the corner shopping center development without disrupting on-site circulation or adjacent land uses while maintaining visibility for security purposes. The key issues include:

- location of service areas
- visibility of service areas
- treatment of pad site service areas
- location of trash containers

### GUIDELINES:

- Service facilities should generally be located in a central area to be used by several retail establishments. (See Figure 6.)
- Service and docking facilities should be separate from main circulation and parking functions.
- Trash containers should be located in appropriately screened central service areas. (See Figure 7.)
- All dumpsters should be screened on all sides exposed to street view. All dumpsters should be shown on the approved site plan and whenever possible shall be clustered.
- Service areas should be easily accessible by service vehicles.
- Pad site service areas should be screened from the remainder of the development and physically separated from the circulation aisles and parking areas serving the remainder of the site.
- Pad site service areas should typically be screened by an extension of the building.
- Service facilities should be screened from the remainder of the project, adjacent land uses and major thoroughfares. Extended wing walls from the building may be used to screen service areas. When used, these walls may be of solid construction if lighted on both sides, or a minimum of 30% of open construction if lighted on only one side. A combination of landscaping and screening walls may also be used. (See Figure 8.)

- Service areas should be screened from adjacent two-story residences or multi-story office developments by landscaping or a six foot masonry wall in conjunction with landscape screens. Continual maintenance should be provided for screening walls and landscaped screens. If the height of the building is 15 feet or more, four inch caliper trees should be required spaced 30 feet along the rear screening wall or spaced 50 feet apart if an irrigation system is provided. (See Figure 15.)

## SERVICE AREA

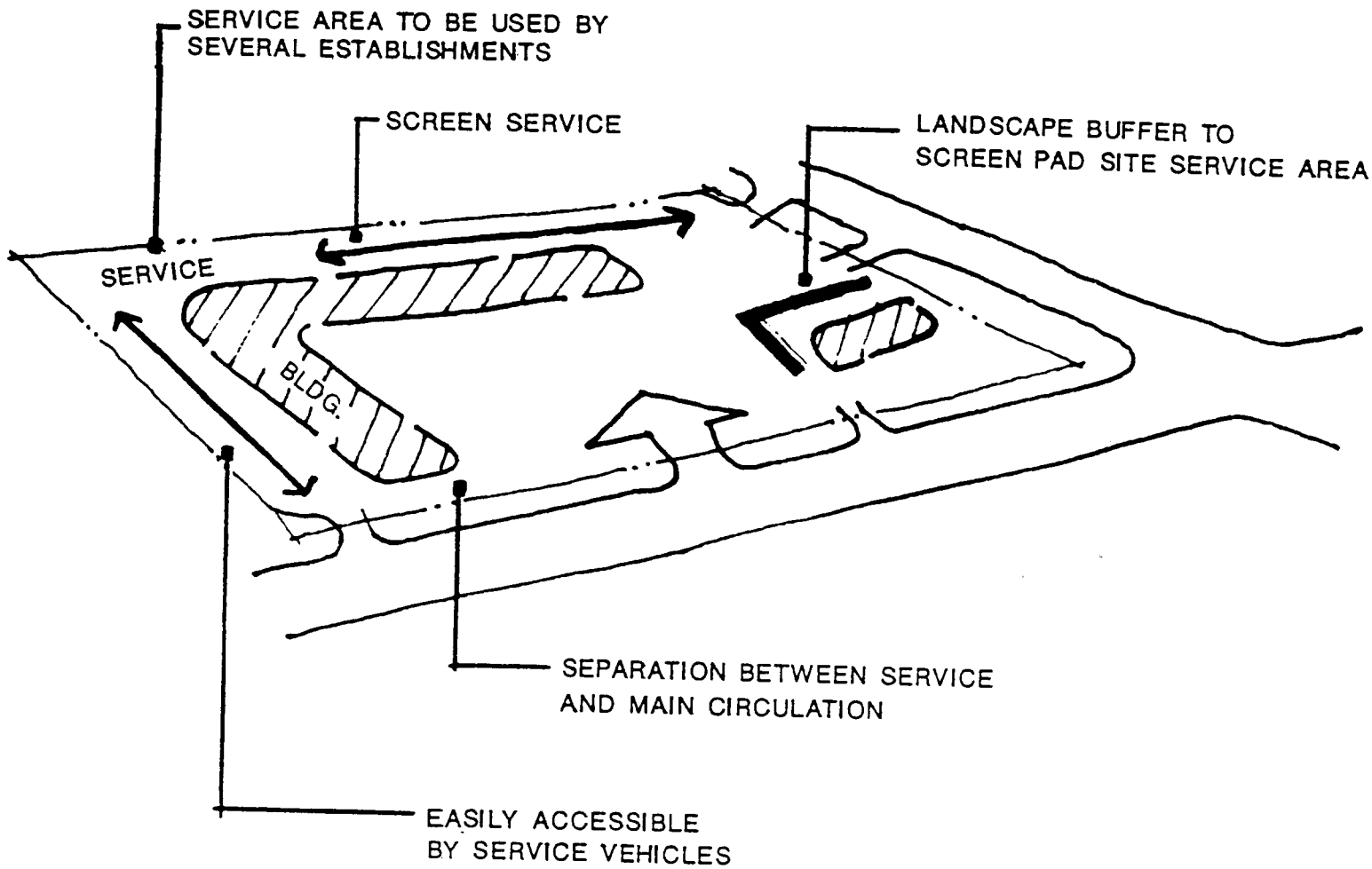


FIGURE 6

## SERVICE AREA SCREENING

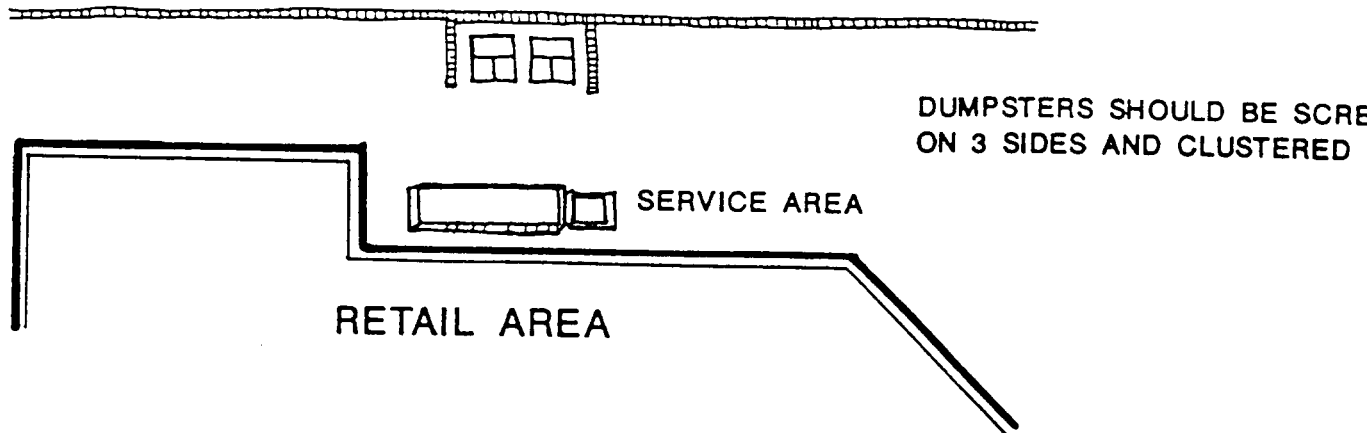


FIGURE 7

PLANTINGS CAN BE INCREASED AND CONCENTRATED AT BUILDING EDGES & SIDE PROPERTY LINES TO HELP SCREEN VIEWS.

SCREENING WALL

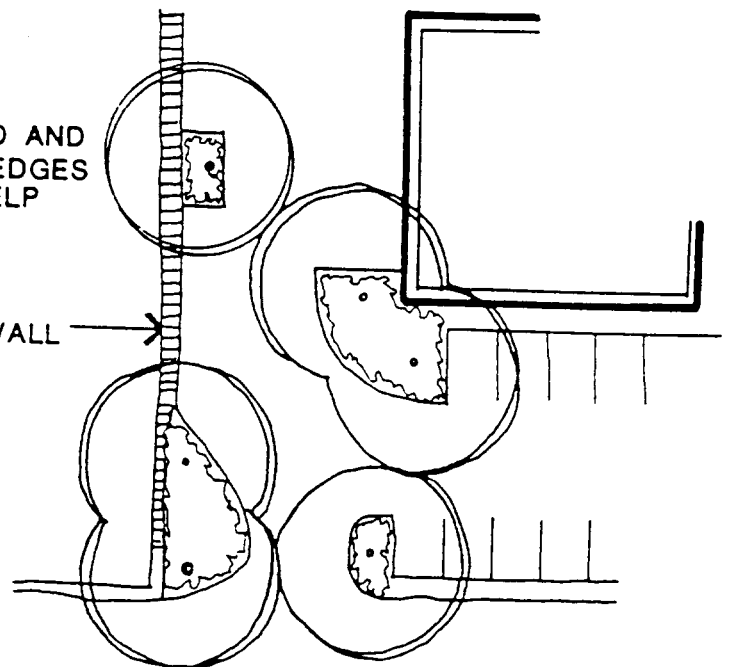


FIGURE 8

## UTILITIES/MECHANICAL/OUTDOOR STORAGE

### PURPOSE:

The location and treatment of utilities, mechanical functions and outdoor storage areas should be managed and coordinated to achieve physical and visual order within the corner shopping center development. The key issues include:

- location of facilities
- visual impact of utilities

### GUIDELINES:

- Typically, utilities should be underground from R.O.W. to building to reduce visual clutter. (See Figure 9.)
- Locate utility metering within a designated service area.
- Locate mechanical equipment in the designated service area and screen from the project and adjacent land uses.
- Limited outdoor storage will only be permitted in designated service areas that are screened from the remainder of the project, adjacent land uses and streets. (Also see Ordinance No. 87-1-32.)
- Utility conduit and boxes should be painted to match building color.
- Roof mounted mechanical units shall be screened from view with a parapet wall, mansard roof, or other architectural extension, equal in height to the unit(s) except when that distance exceeds five feet. In this case, an additional setback will be required at a ratio of two feet horizontal for each additional foot of vertical height above five feet. (See Figure 10; Ordinance No. 87-6-8.)



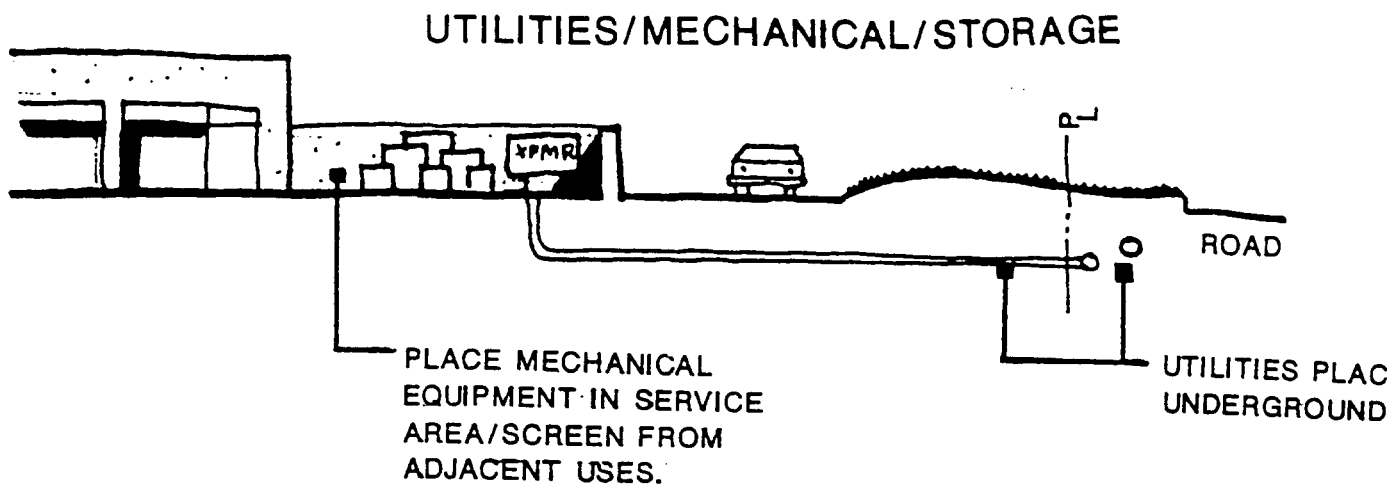


FIGURE 9

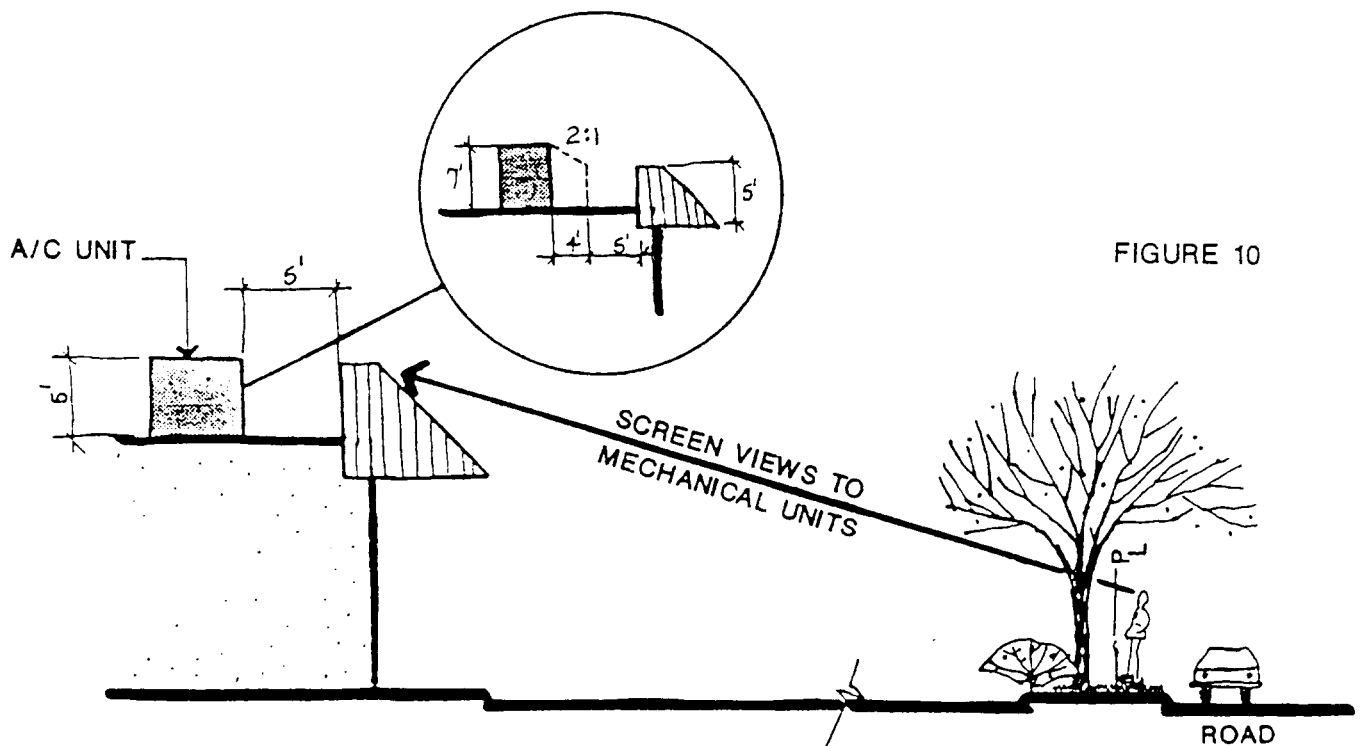
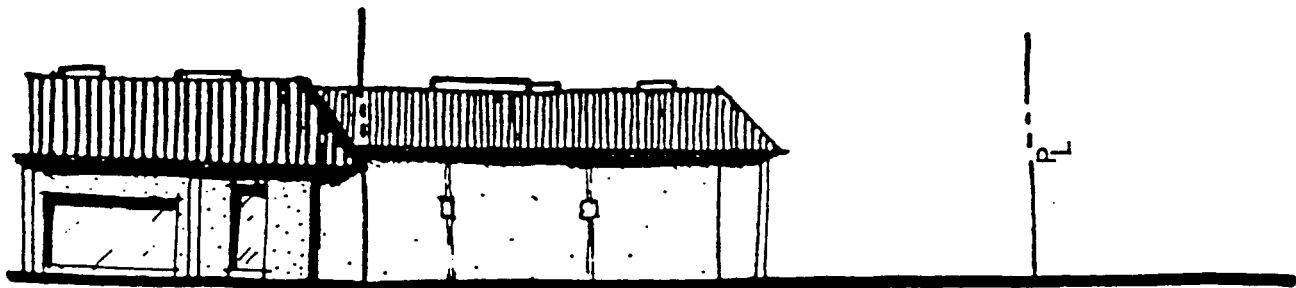


FIGURE 10

## BUFFERS AND SCREENS

### PURPOSES:

Proper use of buffers and screens will lessen the differences between land uses and diminish the visual impact of undesirable elements. The key issues include:

- unified character
- high quality construction
- longevity of system
- disparity between land uses
- visibility of undesirable elements

### GUIDELINES:

- Architectural screens should be an extension of the development's architectural treatment and consistent in color and design. (See Figure 11.)
- Screening walls should be constructed of low maintenance, high quality materials which are consistent with the building facade material.
- Screening walls should conform to the City of Plano's subdivision ordinance.
- Painted or coated screening walls should be avoided.
- Landscape screens (typically 18" to 36" in height) should be provided between all parking areas and streets. (See Figure 12.)
- Landscape screens may include a combination of plant massing, earth berming and walls.
- A 10 foot to 15 foot wide landscape buffer should be provided to separate the retail use from other non-residential land uses. A masonry wall or combination wall and landscaping may be substituted for this buffer. (See Figure 13.)

# BUFFERS AND SCREENS

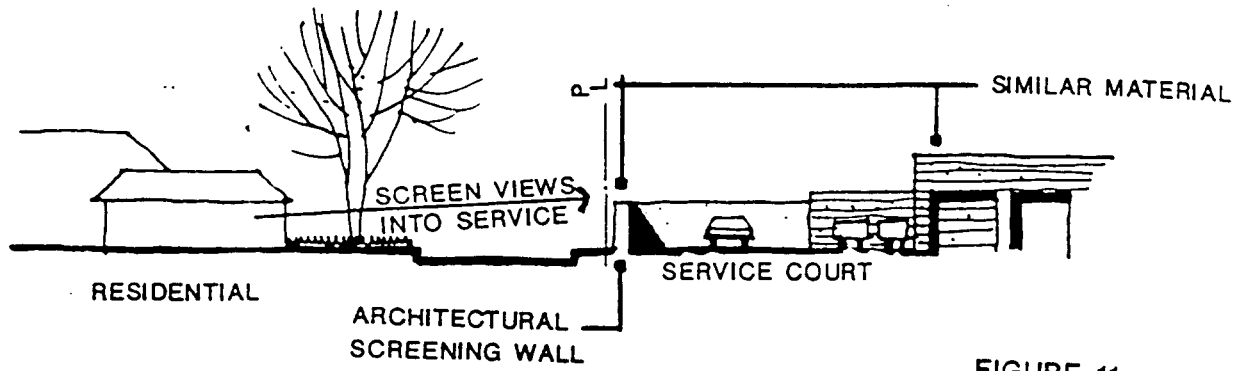


FIGURE 11

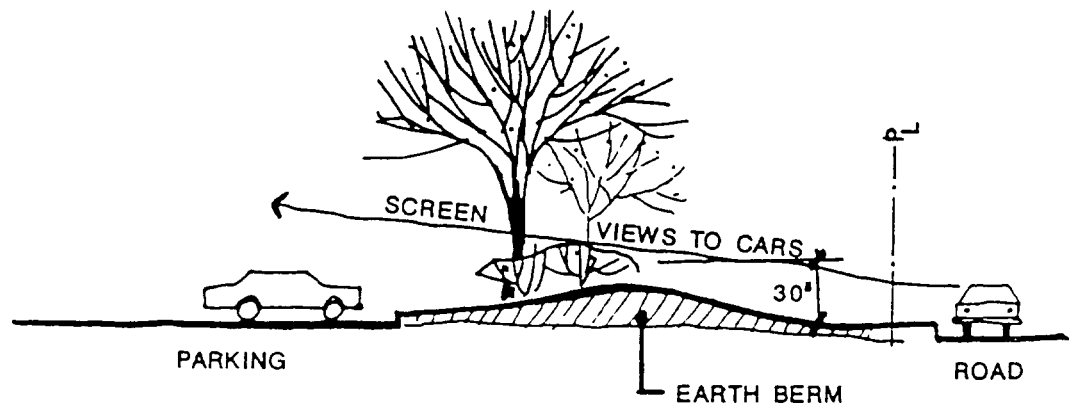


FIGURE 12

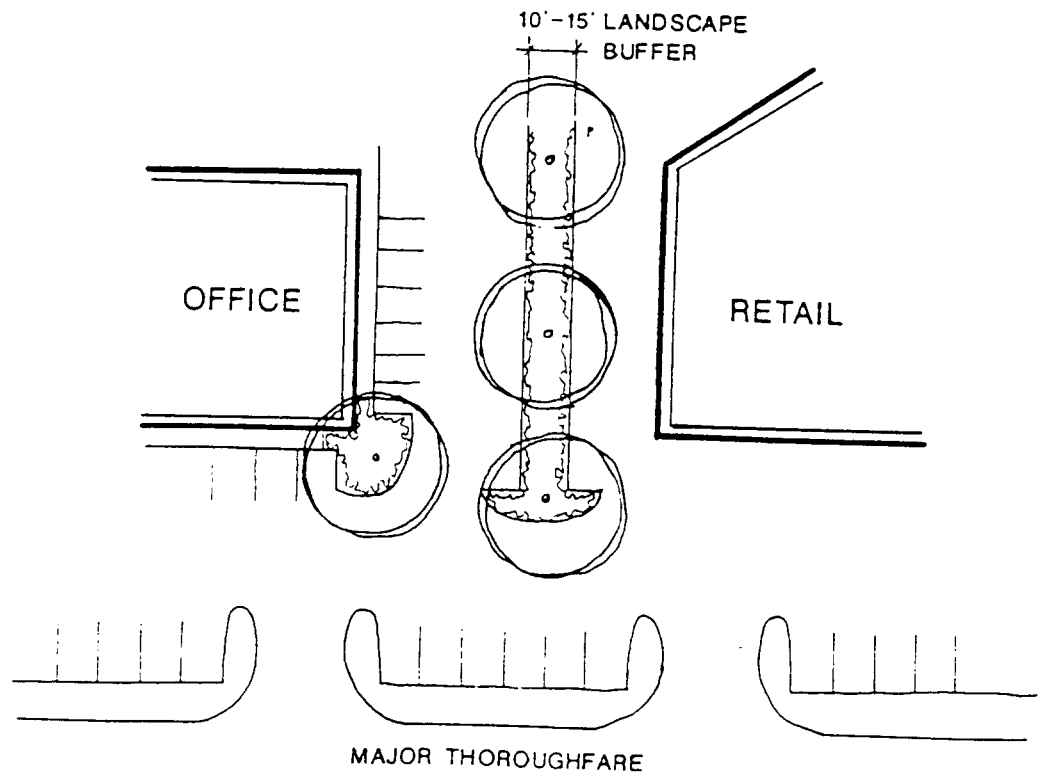


FIGURE 13

# LANDSCAPE

## PURPOSE:

The location and design of landscaped areas, entrances and edges should effectively reinforce the development's character and quality, identify its entry points and break the massiveness of a center's parking area. The key issues include:

- unified development image and character
- parkway treatment
- identifiable entrances
- visual dominance of parking area
- existing mature trees

## GUIDELINES:

- Landscape planting plan of the entire project should be submitted with site plan review.
- Approximately 15% of the area between the main building face and the front property lines should be of a permeable landscaped surface. (Secondary buildings located between the main building and the front property line should not be included in the area calculation). (See Figure 14.)
- Landscape areas should generally consist of a combination of trees, shrubs and groundcover.
- Use landscape areas for transition and integration between pad sites and surrounding land uses.
- Minimum 4" caliper trees are recommended.
- Artificial plants are prohibited.
- Preserve existing mature trees where possible.
- Special landscape treatment should be employed to highlight and identify entrances.
- Landscape areas should be regularly spaced in parking lots to break up massiveness of pavement.
- Mechanical irrigation systems are typically required to ensure maintenance of plant materials.
- Landscaping should be used in conjunction with screening walls when multi-story buildings abut an adjacent property where topography lessens the effect of a wall alone. Where a building exceeds 15 feet in height, 4" caliper trees shall be required, spaced every 30 feet along the wall or spaced every 50 feet apart if an irrigation system is provided. (See Figure 15.)

# LANDSCAPING

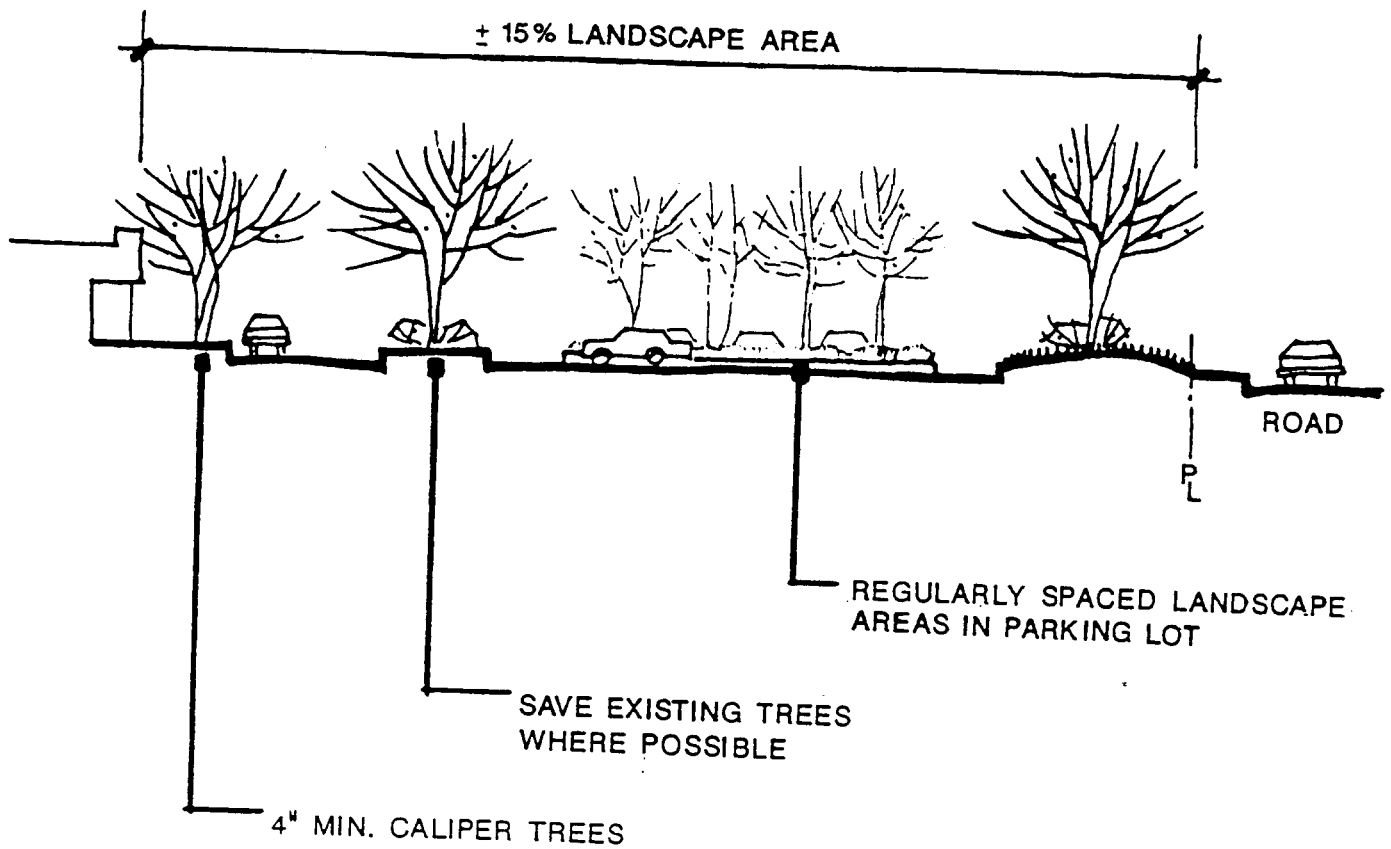


FIGURE 14

## LANDSCAPING

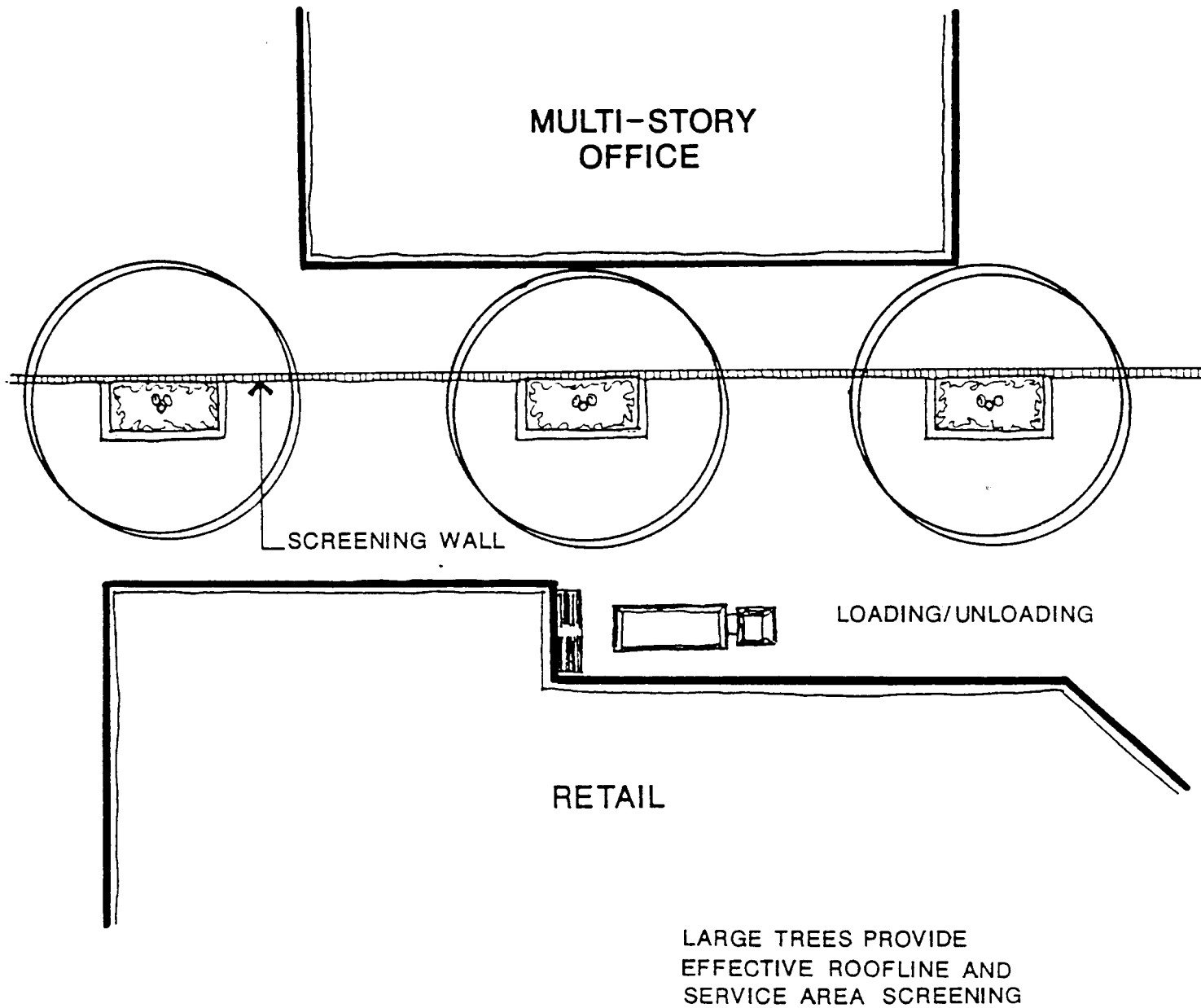


FIGURE 15

## SIGNAGE AND LIGHTING

### PURPOSE:

Proper location, size and design of signage and lighting should effectively reinforce the development's image and create a safe and secure environment. Key issues include:

- consistency of treatment
- visual clutter
- development image

### GUIDELINES:

- Light fixtures should be consistent with building design and uniform throughout the development.
- Single free standing signs are recommended instead of a series of signs to identify the center. (See Figure 16.)
- Monument signs are generally recommended instead of pole signs.
- Portable signs should not be used.
- Signage on buildings should be generally uniform in size, materials and location.
- Identification signs should be consistent in color, design, and mounting with front signs.
- Temporary and illuminated signs on rear building facades are not recommended.
- Information signs mounted on the rear of a structure should not exceed two square feet in size or be placed higher than six feet from the ground. (See Figure 17.)

# SIGNAGE AND LIGHTING

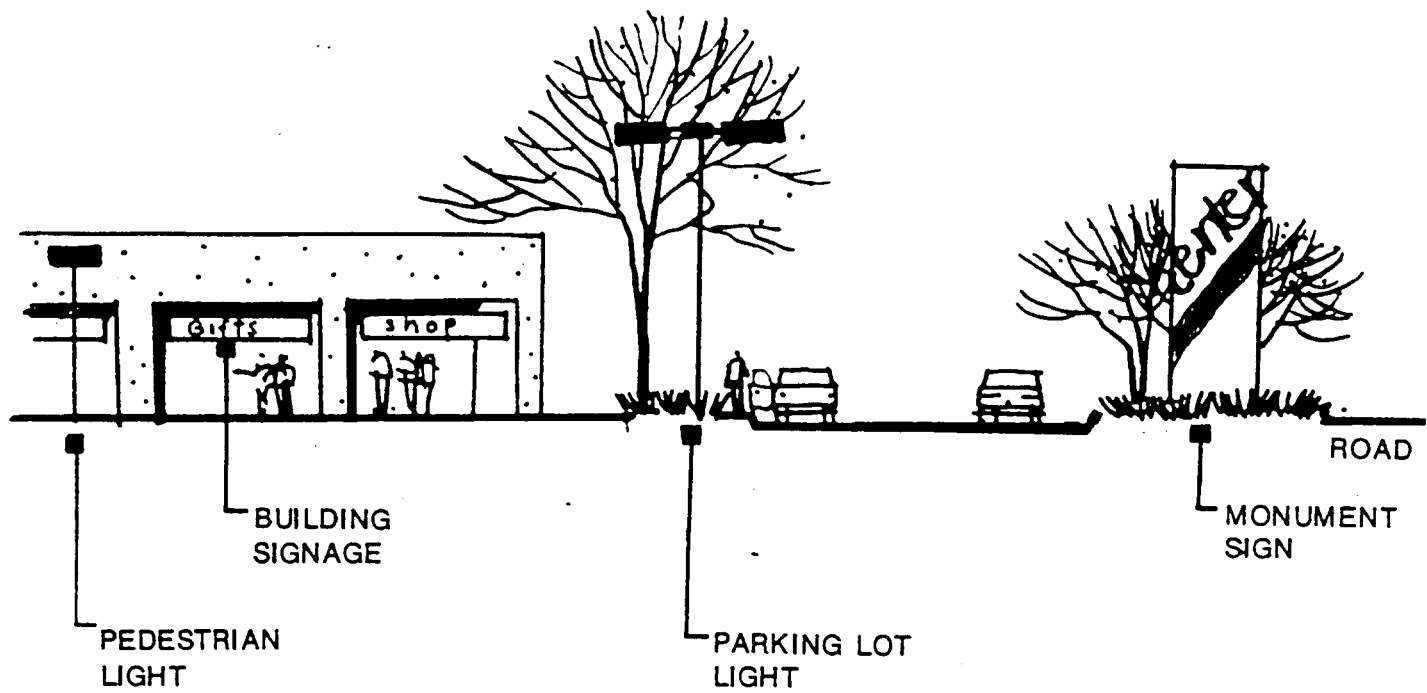


FIGURE 16

SIGNAGE ON REAR BUILDING FACADE  
DENOTES INDIVIDUAL LEASE SPACE

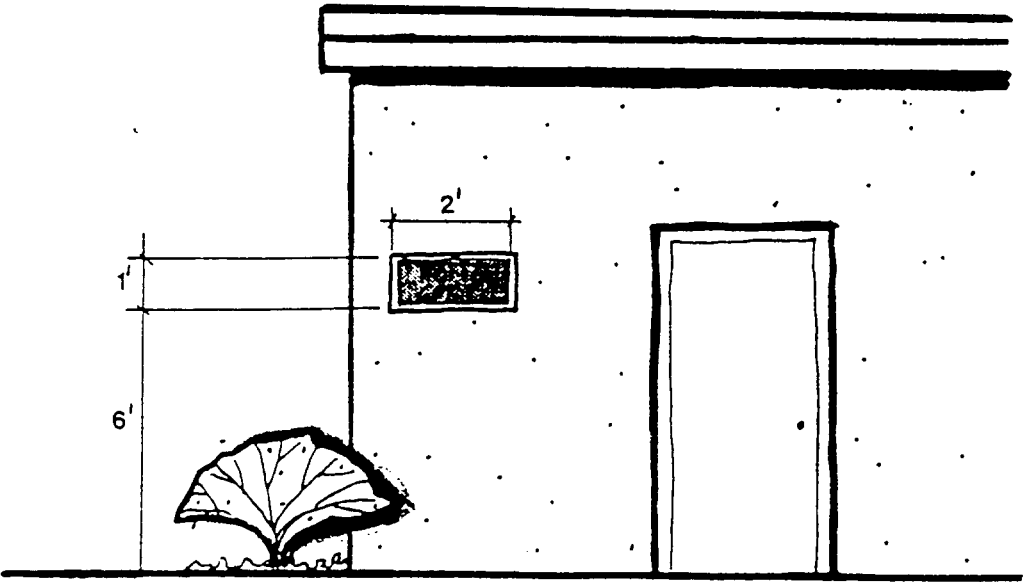


FIGURE 17



## SERVICE STATION DESIGN GUIDELINES INTRODUCTION

These guidelines have been established by the City of Plano to provide a minimum standard of design for service stations. This document is intended to serve as a clear, concise and consistent reference for the review and approval of zoning and development requests (also see: "Retail Corner Guidelines").

These guidelines are intended to:

1. Improve access to and from a corner pad site to the remainder of the retail center;
2. Improve on- and off-site vehicular and pedestrian circulation;
3. Improve the appearance and visual character of retail centers and major transportation corridors;
4. Aid in the selection of proper lot sizes for various automobile service uses.
5. Aid in determining those intersections where the need for additional right-hand turn lanes exists.

Several site design alternatives have been provided in the building arrangement section of this booklet, and are intended to serve the applicant as possible solutions to difficult site constraints. These alternatives are not considered the only site layouts acceptable to meet the guideline criteria. The review of site plans will be considered on a site specific basis since every location for development or redevelopment is unique. Furthermore, in view of the present traffic congestion levels at a number of intersections within the City and the knowledge that others will also become congested in the future, it is the desire of the City to alleviate such congestion wherever possible by creating additional right-hand turn lanes. These improvements will be considered on a case-by-case basis.

The applicant will, however, be expected to address the issues presented within this document and propose alternative solutions that satisfy the intent of the subject matter. This process is intended to encourage innovative design to address key issues and is meant to be flexible.

These guidelines, in conjunction with the "Retail Corner Guidelines" will be used by staff to evaluate zoning and development plan requests. Staff's recommendation to the Planning & Zoning Commission will be based on how effectively the applicant has complied with the key issues and intent of the design alternatives:

1. Building arrangement
2. Building considerations
3. Ingress/egress
4. Landscaping considerations
5. Service areas
6. Signage
7. Outdoor storage

## BUILDING ARRANGEMENT

### PURPOSE:

The arrangement of a building(s) on a pad site is primarily a function of orientation to the thoroughfare, ingress and egress location, and other site requirements such as parking spaces, landscaping, etc. Several alternative building arrangements are indicated on the following pages, and are offered as possible solutions to typical site constraints.

### GUIDELINES:

- Retail sites shall screen dumpsters, storage facilities, mechanical units, and service areas with construction materials consistent in color and texture to the main structure. Planting screens may be acceptable for dumpster and service areas.
- Pad sites shall be required to obtain mutual access and parking agreements with the remaining retail center. This shall be required in order to enhance safe, on-site circulation and provide access to left turn lanes. (See Figures 18 & 19; Ordinance No. 87-1-32.)
- All canopies shall have a minimum setback of 20 feet when the canopy thickness is 3 feet or less. An increased setback of 10 feet will be required for each additional foot or portion of a foot in excess of 3 feet. Canopies shall be considered as an accessory structure and will be included in all calculations of site coverage. A maximum of 30% of the site shall be covered by the primary and/or accessory building. (See Ordinance No. 87-1-32.)
- Pump islands shall be set back a minimum of 39 feet from the property line in all instances to allow two-way vehicular circulation. (See Ordinance No. 87-1-32.)

## SITE ORIENTATION

### TYPICAL SITE A:

Retail structure adjacent to a corner service station site.

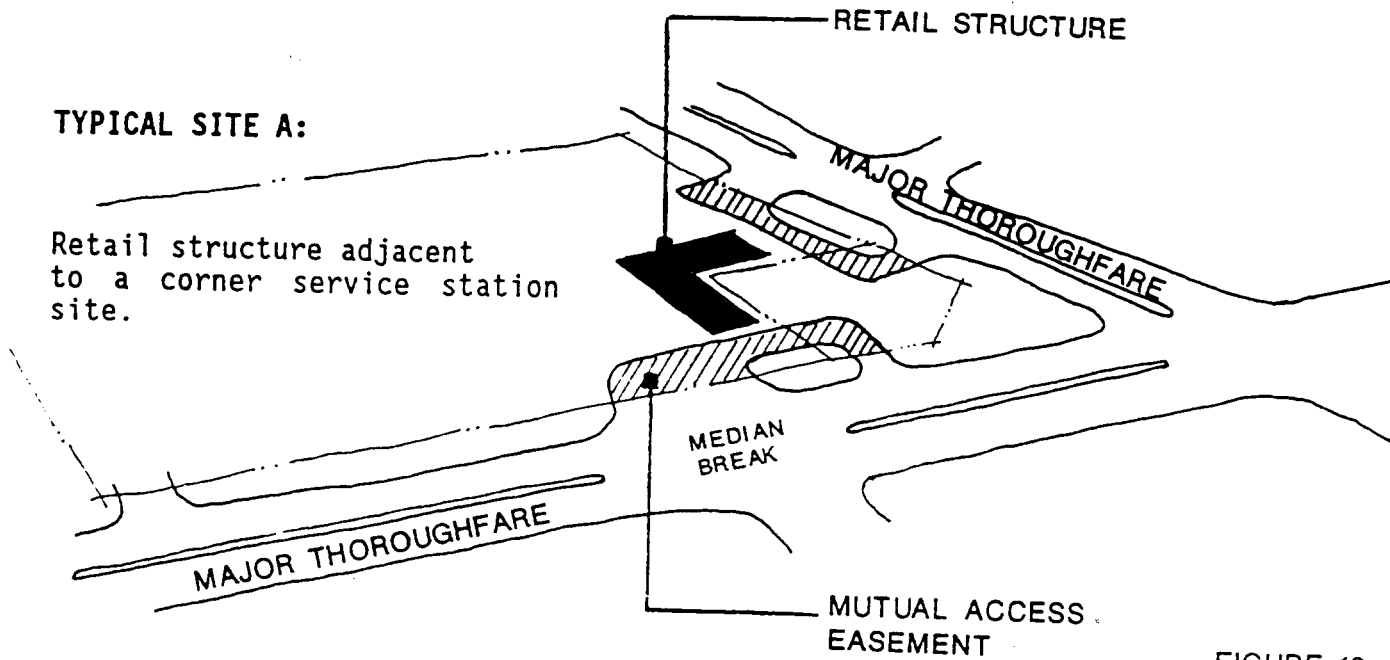


FIGURE 18

### TYPICAL SITE B:

Mutual access and parking adjacent to a corner service station site.

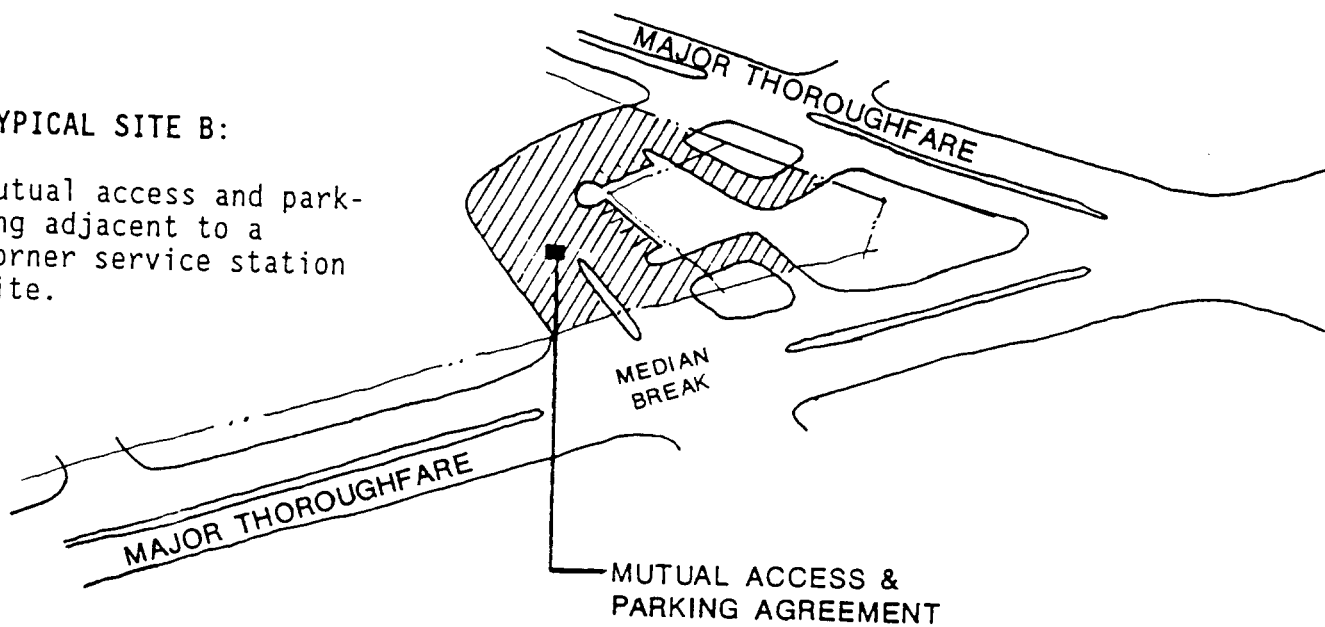
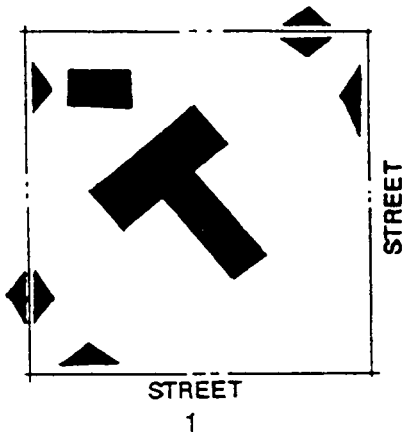


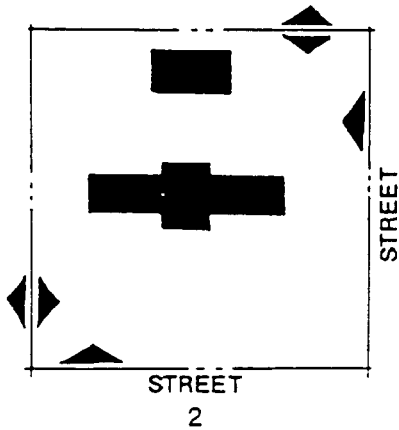
FIGURE 19

## ALTERNATIVE BUILDING ARRANGEMENT

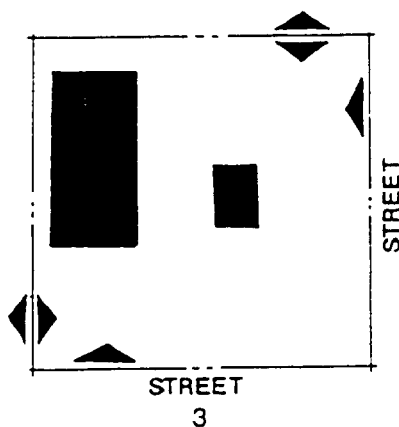
NOTE: Lot dimensions for the following layouts may vary based on structure size, number of pump islands, etc., (150' x 150' typical).



- Rear main building to the retail center, screen service bays from street right-of-way, car wash\* adjacent to outer perimeter, mutual access provided, parking agreement provided.

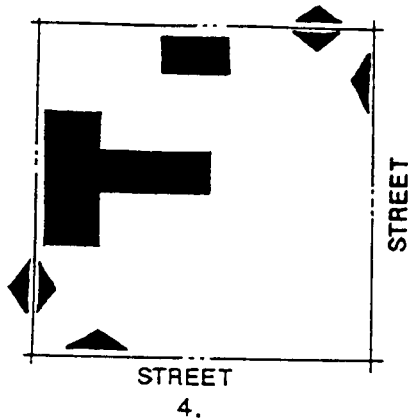


- Self-serve station, car wash\* adjacent to outer perimeter, mutual access provided.

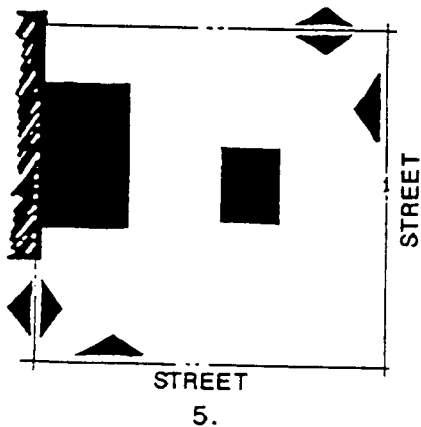


- Convenience store (500 square feet or more) adjacent to rear property line, car wash\* optional depending on site size.
- NOTE: \*Car washes will not be permitted within 50 feet of residential developments.

# ALTERNATIVE BUILDING ARRANGEMENT (CONTINUED)



- Rear buildings to adjacent retail center, service bays screened from street right-of-way, car wash\* adjacent to outer perimeter, mutual access provided.



- Convenience store (500 square feet or more) attached to retail structure on adjacent property, car wash\* optional depending on site size.

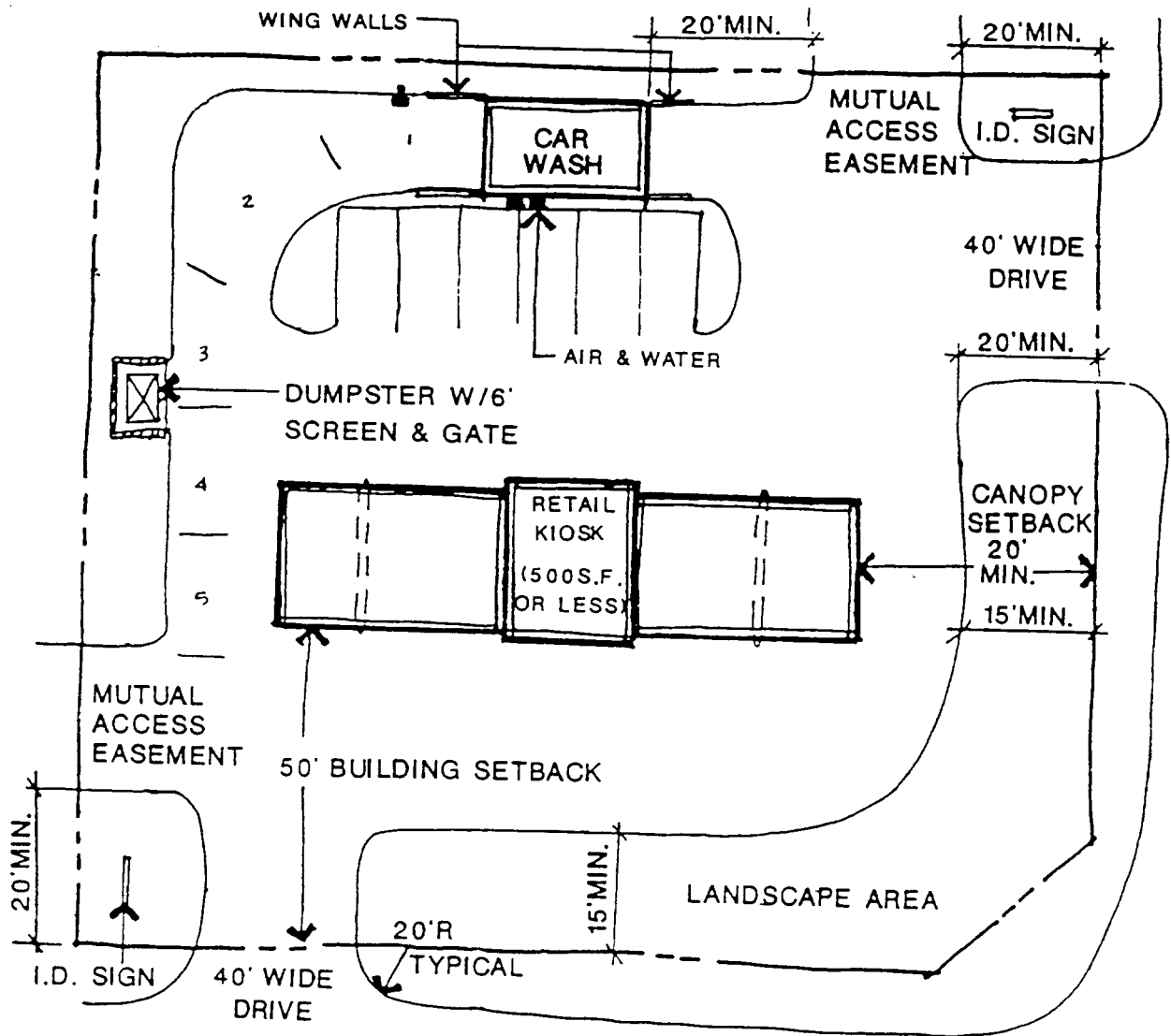
- NOTE: \*Car washes will not be permitted within 50 feet of residential developments.

NO. 1



# ALTERNATIVE BUILDING ARRANGEMENT

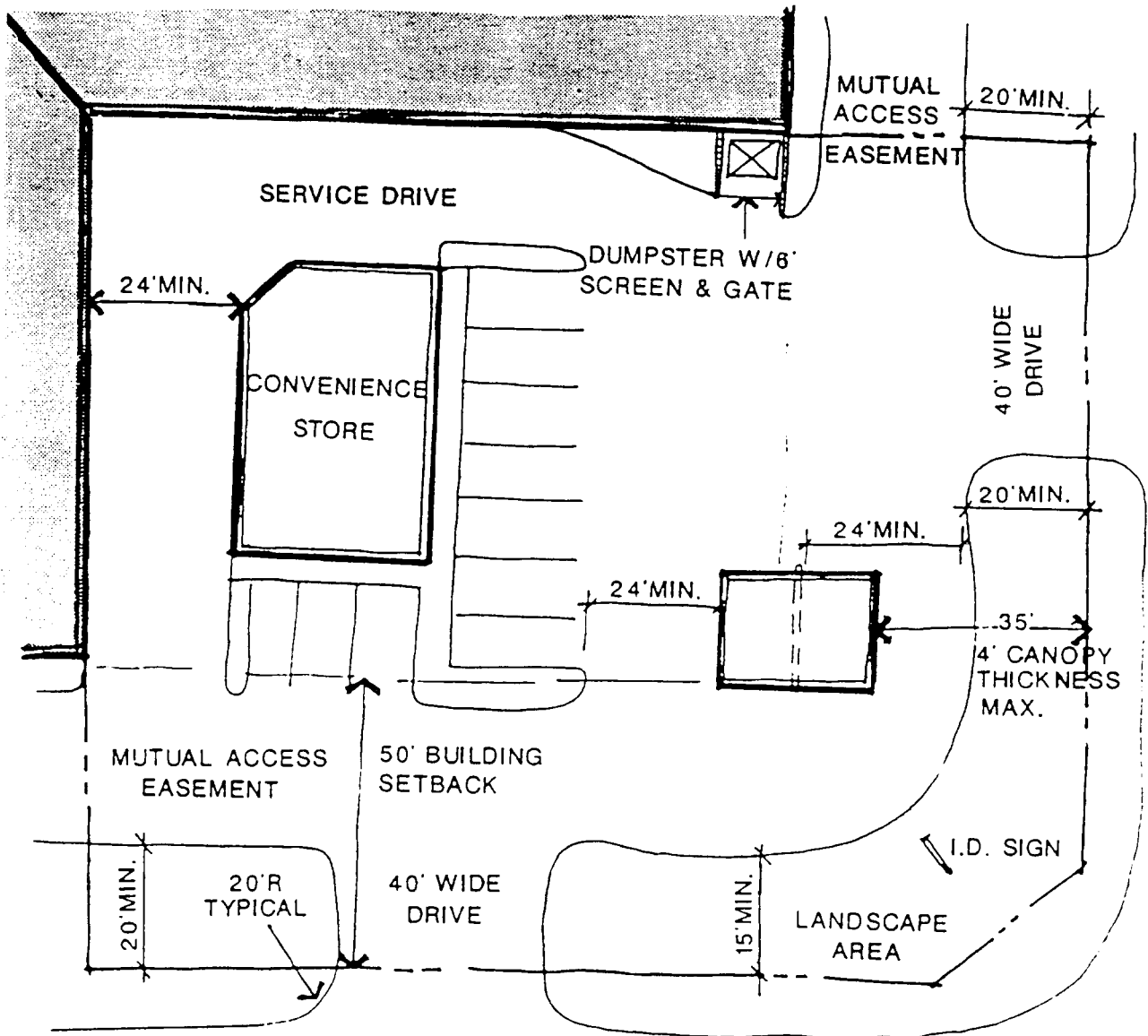
NO. 2





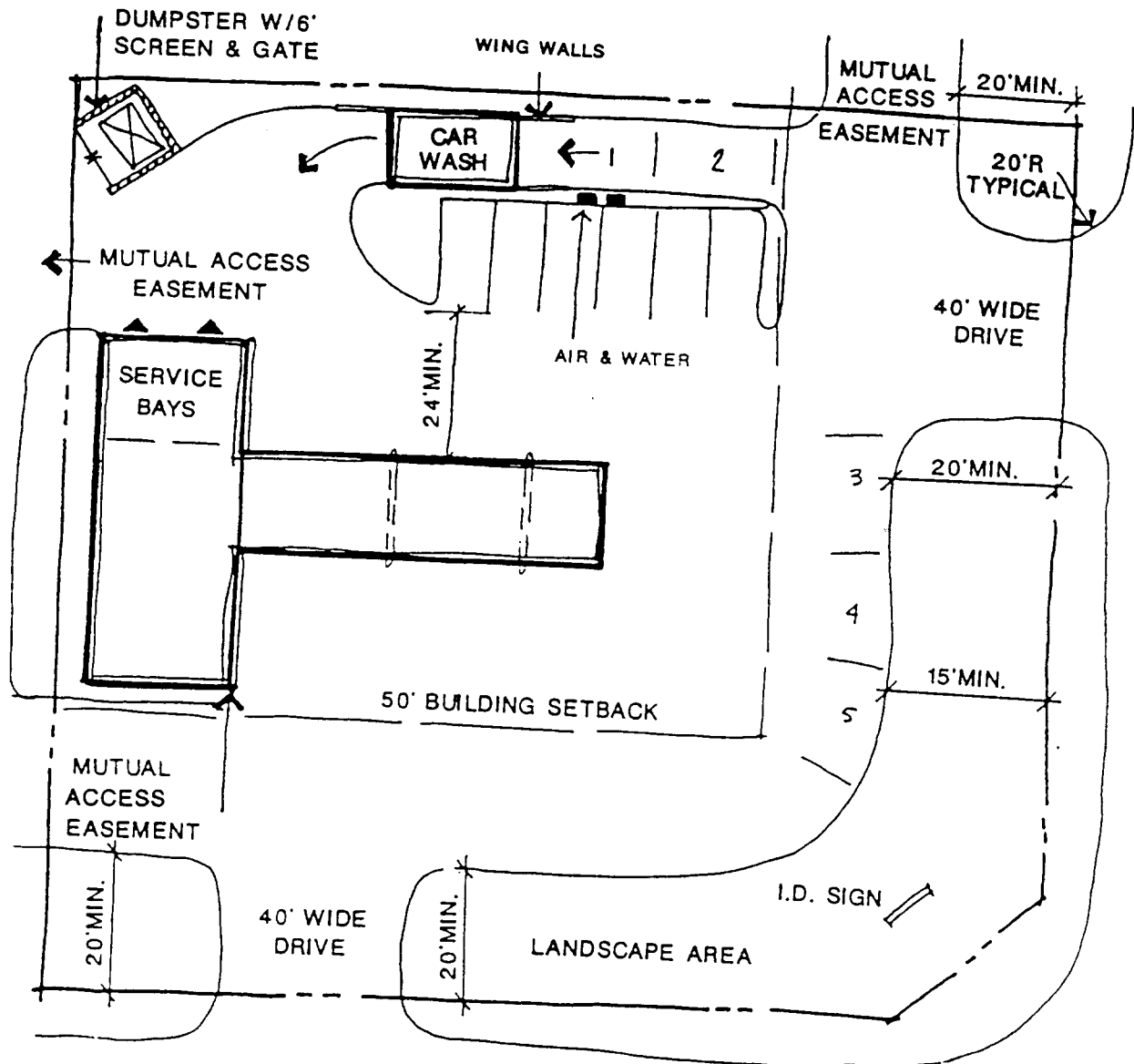
# ALTERNATIVE BUILDING ARRANGEMENT

NO. 3



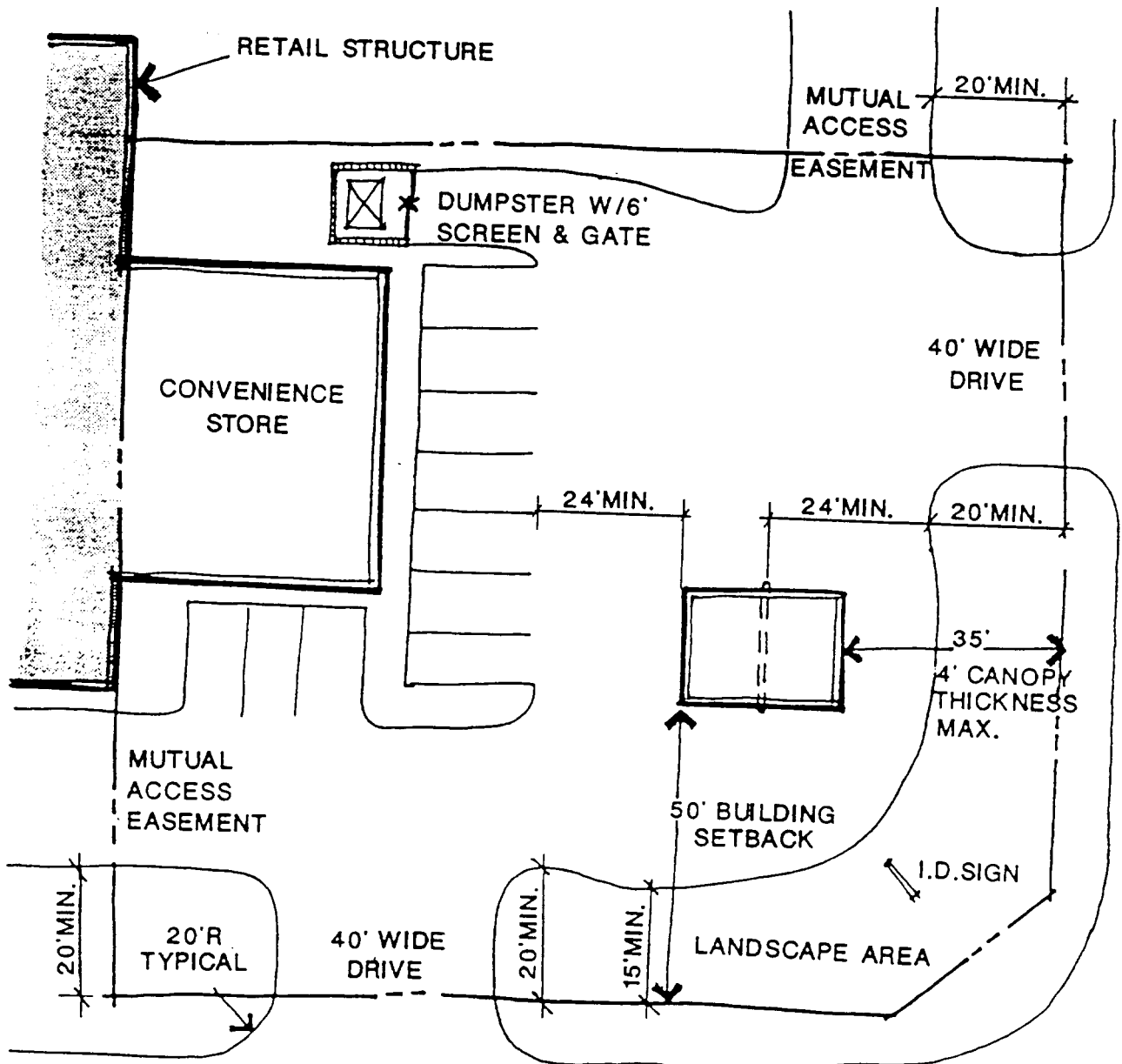
# ALTERNATIVE BUILDING ARRANGEMENT

NO. 4



# ALTERNATIVE BUILDING ARRANGEMENT

NO. 5



## BUILDING CONSIDERATIONS

### PURPOSE:

Roof mounted mechanical units, utility conduit, meter boxes, and rear building facades are integral factors of a structure's outward appearance and should be treated to reflect a unified appearance. Various architectural treatments can either screen or blend these elements as inconspicuous parts of the architecture.

### GUIDELINES:

- Buildings on pad sites should use construction materials consistent and harmonious with surrounding retail centers.
- Where retail structures rear pad sites, building materials and exterior finishes (including color) shall be consistent on all sides.
- Where mansard roofs and parapet walls are used to screen mechanical units, they should be consistent on all sides of the structure.
- All electrical and natural gas conduits, meter boxes, etc., should be treated to match exterior building color.
- Roof mounted mechanical units shall be screened from view with a parapet wall, mansard roof, or other architectural extension, equal in height to the unit(s) except when that distance exceeds five feet. In this case an additional setback will be required at a ratio of two feet horizontal for each additional foot of vertical height above five feet. (See Figure 10; Ordinance No. 87-6-8.)

## INGRESS/EGRESS

### PURPOSE:

Site selection criteria for all retail sites includes consideration of traffic volumes, access, utilities, right-of-way, and most importantly site size and dimensions.

### GUIDELINES:

- At an intersection, driveway location standards require the first driveway on a major street to be a minimum of 100 feet back from the intersecting street's right-of-way line (see Figure 20-A; Thoroughfare Standards Ordinance).

This requirement shall be upheld when:

1. A circulation plan, preliminary site plan, or site plan is submitted for approval.
  2. A site plan is submitted for initial development and construction.
  3. A revised site plan is submitted indicating a complete rebuild of the existing structure(s) or the addition of any other structures such as pump islands, car washes, or service bays are indicated.
  4. A revised site plan is submitted indicating an addition to the existing structure which affects a change in parking configuration or on-site circulation.
  5. A revised site plan is submitted indicating any modification or relocation of existing driveway locations.
- In cases where plans have already been approved indicating driveways which would conflict with the 100 foot minimum setback, the Transportation Department shall consider a distance of not less than 60 feet from the opposing property line to the first drive and not less than 60 feet to the second drive. (See Figure 20-B).

FIGURE 20-A

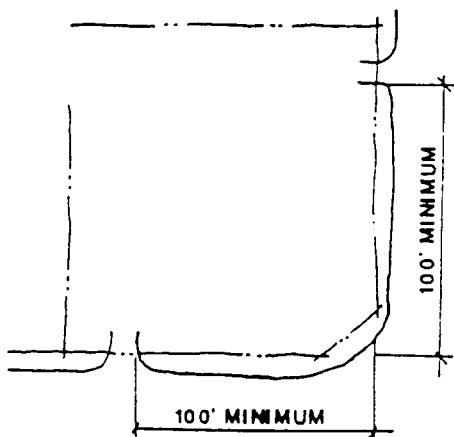
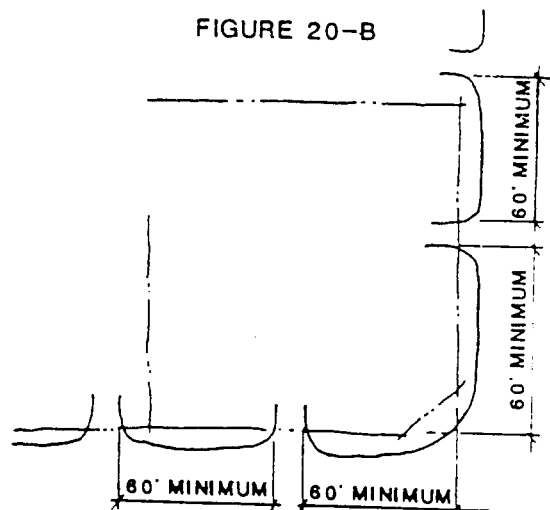


FIGURE 20-B



## INGRESS AND EGRESS CONTINUED - CONSIDERATION OF RIGHT-TURN LANES

Since service stations are predominant uses on the corners of intersections and occupy relatively small sites, it is necessary to determine at the time of their development the existing or likely future need for additional right-hand turn lanes.

Therefore, at the time of any request for a new or revised site plan approval for any service station located at a corner, staff shall make a traffic impact analysis to determine if an additional right-hand turn lane is required at the subject corner to maintain Level of Service "D" on the adjoining roadway or at the intersection. If such analysis shows an additional right-hand turn lane is not required at that time to maintain a Level of Service "D", staff shall make a further analysis to determine whether such lane is likely to be required sometime within the following five years or beyond.

1. Where staff analysis shows a present need for such lane or need within the following five years, then it shall be provided for in the site plan. An easement or the right-of-way, therefore, shall be dedicated to the City at or before the time of site plan approval. Where such dedication occurs, the width of the landscape strips adjacent to street alignments (15 foot minimum) may be reduced to a width of not less than 7.5 feet. The design for this right-turn lane will be shown on the site plan, built by the developer, and paid for by the City of Plano.
2. Where staff analysis shows an additional right-hand turn lane is likely to be required to maintain Level of Service "D" on adjoining roads at some time beyond five years from the date of the analysis, the provisions of these Guidelines shall apply to the widths of landscaping areas (15 foot minimum) adjacent to street alignments. The developer may submit proposals for aesthetically acceptable low maintenance landscaping or decorative treatment of these areas, with the understanding of the likely future requirement by the City for an additional right-hand turn lane. The design for this right-turn lane will be shown on the site plan as "future", the building of and cost for this lane shall be assumed by the City of Plano.
3. Where such staff analysis shows no additional right-hand turn lane is likely to be required at any future time, the widths of the landscape strips adjacent to street alignments may also be reduced to a width of not less than 7.5 feet.

## LANDSCAPING CONSIDERATIONS

### PURPOSE:

Landscaping is an amenity to all types of development and adds to the quality of the product. Plant areas can serve to identify points of entry and identify circulation routes on site.

### GUIDELINES:

- A minimum of 10% of the site area shall be devoted to landscaping. (See Ordinance No. 87-1-32.)
- A minimum 15 foot wide landscape strip shall be located along all street side property lines, except when the Transportation Department has determined there is no need for a right-turn lane at that location. In such a case, the landscape buffer may be reduced to a minimum of 7.5 feet. (See Ordinance No. 87-1-32.) (See Ingress and Egress Section - Consideration of Right-Turn Lanes.)

NOTE: This minimum width provides for a possible loss of 10 feet due to future right turn lane improvements.

- A minimum 5 foot wide landscape strip shall be located along the entire length of rear and/or side property lines.
- A minimum area of 600 square feet (approximately 25' x 25') shall be located at the intersection corner of the lot. (See Ordinance No. 87-1-32.)
- Installation of plant materials shall be in accordance with Article 3, Section 1200, Subsections 2, 3, & 4 of the Zoning Ordinance. In addition, landscape materials shall consist of trees, shrubs, and ground covers. All landscape areas shall be separated from the adjacent paving by a minimum 6 inch high curb. All landscaping shall consist of live plant materials to be maintained at all times in a growing condition and irrigated. (See Ordinance No. 87-1-32.)

## SERVICE AREAS

### PURPOSE:

Service areas are inherently the most undesirable yet functional area of a site. These areas should be effectively screened from views from on- and off-site.

### GUIDELINES:

- All trash containers should be stored inside of the building, securely fastened to the pump island or within a screened area.
- Where the opportunity exists, dumpsters should be clustered together to promote ease of service pickup and to limit numerous "floating" dumpsters.
- Where trash enclosures must face the right-of-way and/or proposed structures, gates should be installed.
- Where possible, and where trash enclosures are highly visible, screening devices should be constructed of materials compatible with adjacent buildings and, wherever possible, as extensions of the building.



## SIGNAGE

### PURPOSE:

Signage should be located to identify the retail operator and convey to the motorist the services provided on-site. The following are alternatives which will reduce visual clutter caused by excessive size and quantities of signs within retail centers.

### GUIDELINES:

- Monument signs are acceptable in lieu of pole signs.
- "Snap-on" or other sign forms attached to light fixtures shall not be permitted as per the Sign Ordinance.
- Small, temporary signs, either portable or double pole mounted shall not be permitted as per the Sign Ordinance.
- Wall mounted signs or logos should be limited to one per side of the main structure to avoid visual clutter.
- Identification signs or symbols (not including informational signs) on canopies should not exceed one per canopy structure side except to identify the type of pump service, e.g., self-service, full service., etc.
- Site/station identification signs should be limited to one of the following:
  1. Two single pole signs, one per street side;
  2. One monument sign at the intersection, but clearly out of the line of sight triangle as defined in the Thoroughfare Standards Ordinance (see Figure 21);
  3. One pole mounted sign at the intersection, but clearly out of the line of sight as defined by the Thoroughfare Standards Ordinance (see Figure 22).
- Window displays should not exceed 25% percent of the total window space on any given wall.

NOTE: All signage is to be approved by the Code Enforcement Department.

## SIGNAGE

**NOTE:**

All signs must be approved by the  
Code Enforcement Department.

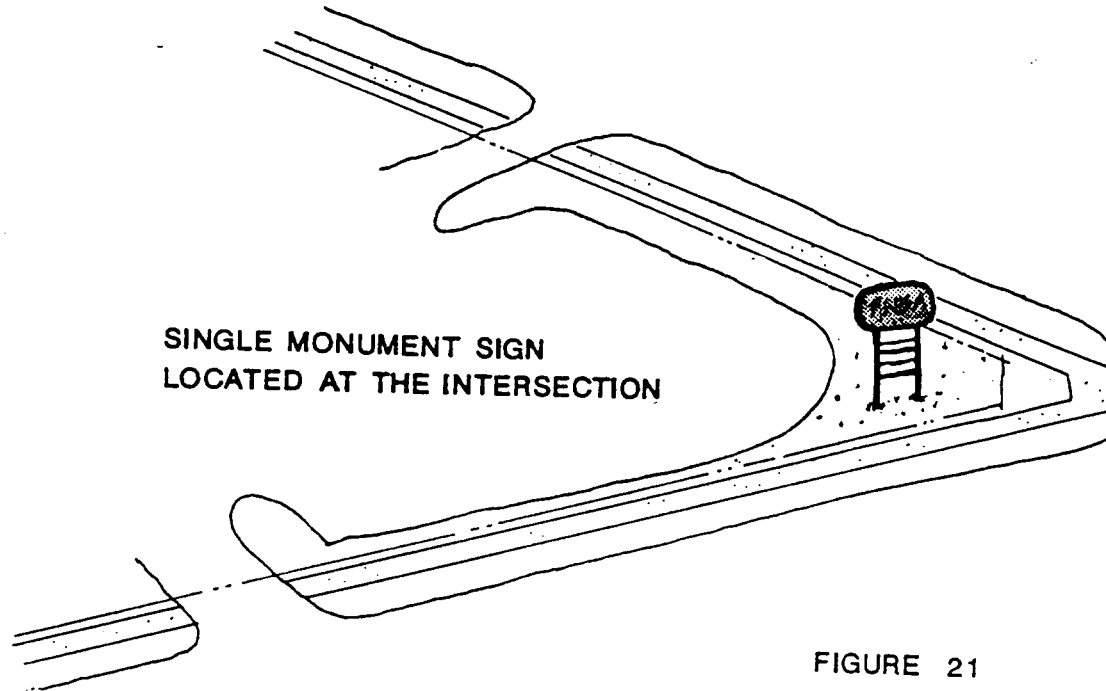


FIGURE 21

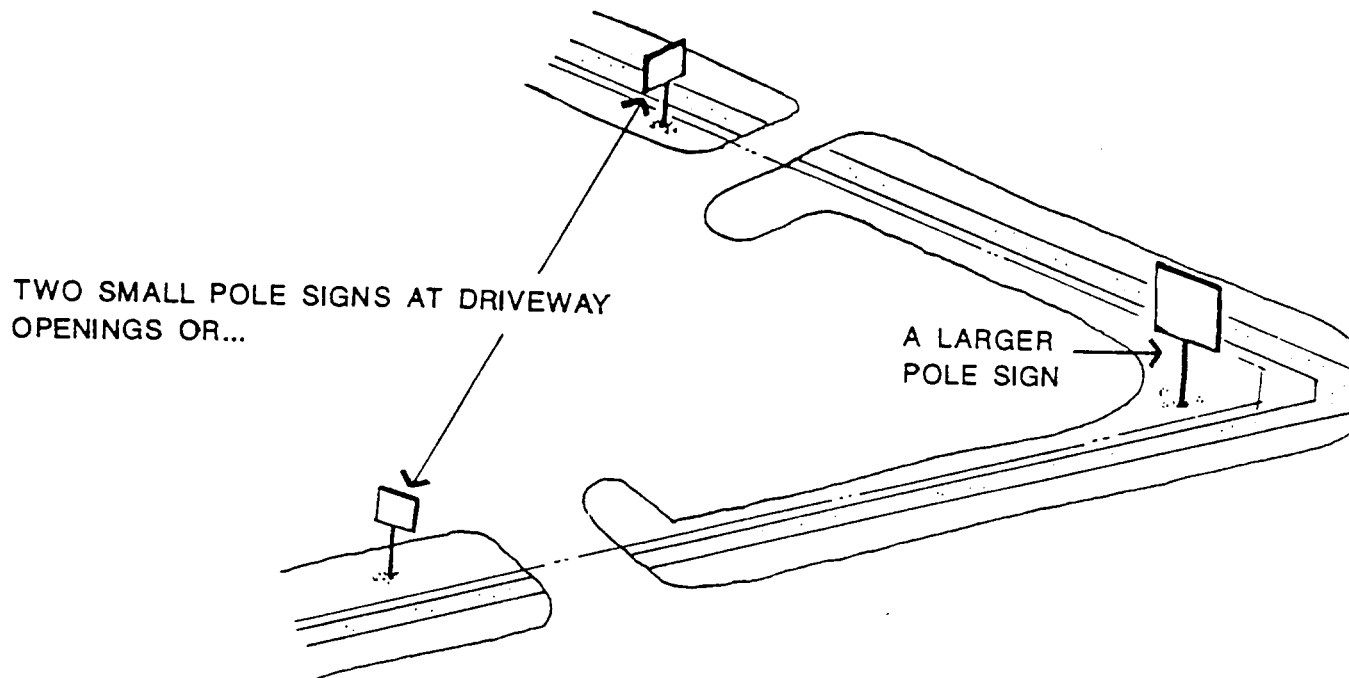


FIGURE 22

## OUTDOOR STORAGE OF SALES, LEASE, OR RENT ITEMS

### PURPOSE:

On-site storage of retail goods outside of an enclosed structure can be detrimental to effective pedestrian and motorist circulation and visibility. Areas for storage should be provided on-site which inconspicuously serve the proprietor and the general public (see Ordinance No. 87-1-32).

### GUIDELINES

- The storage of trucks, cars, or trailers for lease or rent in any retail district shall be screened from adjacent properties by either a six foot high masonry screening wall or fence. A living screen may be substituted for the above.
- Rental vehicles shall not be parked in the required parking stalls or in between the building face and the street right-of-way.
- That portion of the site devoted to the storage of lease or rent vehicles shall not exceed 10% of the site area.
- Storage of all consumer goods in any retail district, e.g., firewood, Christmas trees, toys, soft drinks, etc., shall be enclosed within the building structure or a screen, except when the goods to be displayed do not exceed:
  1. 4 feet in height when in front of or adjacent to the building (not to exceed the height of window sill);
  2. 3 feet in height within the pump island (not to block driver visibility);
  3. 3 feet in depth, and 16 feet in length.