

3.8.7. - Gateway Corridor Overlay (GCO)

F. 6. ~~Signage Signs~~ Signage Signs shall be in accordance with ~~Table 3.8.7.F.6, Eastchester GCO Signage Standards, Section 5.7, Signage Signs,~~ and the following requirements. In case of conflict, the stricter standard shall apply.

- (a) ~~In addition to signage prohibited by Section 5.7.6, Prohibited Signs, the following signs shall be prohibited in the Eastchester GCO district:~~
 - (1) ~~Changeable copy signs (message boards), except for fuel pricing and religious institution identification signs as allowed in subsection 3.8.7 F.6.b & d.3 below;~~
 - (2) ~~Animated signs, including electronic changeable copy signs, except for time and temperature signs which do not exceed 15 square feet of copy area;~~
- (b) ~~Religious institution identification signs shall display only the institution name, service hours, and related events.~~
- (c) ~~In the business districts, illumination of all signage, except wall signage, shall be limited to cut-out letters and indirect lighting. Back lit wall signage shall be permitted; however, the background of the sign face shall be opaque and light shall only come through the lettering of the sign.~~
- (d) ~~Freestanding signs shall meet the following requirements:~~
 - (1) ~~Be monument style only;~~
 - (2) ~~Display only the name, trademark, and a registered logo;~~
 - (3) ~~Fuel pricing signs shall display only the name, trademark, registered logo, and the vehicular fuel product and prices.~~

TABLE 3.8.7.F.6: EASTCHESTER GCO SIGNAGE STANDARDS			
REQUIREMENT	NORTH MAIN ST. TO JOHNSON ST.	JOHNSON ST. NORTH TO PENNY RD.	PENNY RD NORTH TO GALLIMORE DAIRY RD.
ATTACHED (WALL)			
Number permitted	1/wall		
Maximum area (signs may be grouped on the same wall) [1]	7.5 percent of wall area not to exceed 100 sq. ft. [2]	7.5 percent of wall area not to exceed 100 sq. ft.	
Maximum height	top of wall		
FREESTANDING			
Number permitted	1/frontage		
Setback	Same as right-of-way setback		
Maximum area (square feet)	50 for single businesses; 90 for group developments less than 25,000 square feet in floor area; 135 for group developments of 25,000 square feet or more		
Maximum height (feet)	6 for lots with less than 200 feet of street frontage; for lots with 200 feet or more of street frontage, the height shall be permitted in the underlying district in accordance with Table 5.7.9.B, Requirements for a Freestanding Sign Requiring a Sign Permit, up to a maximum of 20 feet in height		

NOTES:
{1} For multiple franchised businesses, the number of signs per wall and the maximum sign area may be increased in accordance with Section 5.7.10 B.4, Multiple Franchised Businesses in a Single Building,
{2} Shopping centers of over 190,000 sq. ft. of floor area whose storefront is at least 300 feet from the facing right-of-way shall be allowed the following attached (wall) signage:
-a) stores of over 150 feet of width shall be allowed 7.5 percent of the wall area, with no maximum limit;
-b) stores of less than 150 feet of width shall be allowed 10 percent of the wall area, with no maximum limit;
-c) no letter on a sign shall exceed 6 feet in height.

(d) Statement of Design Guidelines

- (1) **General** Design guidelines for multi-tenant commercial developments and/or nonresidential group developments shall be required for the purpose of facilitating unified developments with compatible architecture, scale, proportion and building elements that provide visual unity and are harmonious with other buildings in the surrounding area. Prior to the development of any phase of a commercial multi-tenant and/or non-residential group development, design guidelines governing the appearance of all buildings within the property shall be submitted by the developer for the review and approval of the Planning and Development Director prior to the approval of any site plan, group development, or final subdivision plat. The guidelines shall address and include the following criteria:
 - (i) ~~Common sign standards, such as Common signage plan requirements and criteria, including locations, area, copy, type, illumination, proposed, height, materials, and, proposed color schemes, and provisions for shared use of signage.~~
 - (ii) Exterior building materials and colors, including examples of materials and colors to be consistent throughout the development.
 - (iii) Roof shape and materials, including examples of materials and colors to be consistent throughout the development.
 - (iv) Facade design, mass, and rhythm.
 - (v) Common landscaping scheme, including street yard, and peripheral plantings, parking area plantings, and tree preservation.
- (2) **Amendment**
 - (i) A statement of design guidelines may be amended by an applicant provided the proposed amendments are in keeping with the character, scale, materials, and configuration of the established development or approved statement.
 - (ii) In no instance shall an amendment be requested after 75 percent or more of the total development has been constructed.

8. Character of Development Located at Entrances to Existing Residential Subdivisions

- (a) Exterior modifications, alterations, additions, or construction of a new multi-family or nonresidential structure on land located at an entrance to a residential subdivision shall retain a residential character, nature and appearance, and be consistent with the following:

- (1) A maximum of 2 stories in height.
 - (2) A roof line compatible with adjacent residences.
 - (3) Building materials compatible with adjacent residences.
 - (4) Parking areas that are located in a manner which minimizes the impact on adjacent residential dwellings.
 - (5) Window treatments that are compatible with adjacent residences.
 - (6) Landscaping around the foundation of principal buildings.
 - (7) Style, size, and location of exterior lighting.
 - (8) Location, size, color, materials, height, and illumination of signage.
- (b) The developer shall submit written and/or illustrative information that addresses the above criteria for the review and approval of the Planning and Development Director, either as part of a Statement of Design Guidelines, if design guidelines are required for the proposed development per Section 3.8.7 F.7(d), or as a separate document if design guidelines are not otherwise required. Approval is required prior to the approval of a site plan, group development or final plat, or the issuance of any permit.