Central Business District Overlay for the City of Rossville, Georgia
The adopted North Rossville Redevelopment Plan defines a vision and strategy for the revitalization of Rossville. The Plan provides guidance to enhance the quality of life, encourage private sector reinvestment, promote sound economic development, and work to reduce slum and blighted conditions. Through the Plan, current challenges with the regulatory code which governs the City Center area were identified. This proposed text amendment uses an overlay district to intentionally change the development standards and zoning codes to become more aligned with the Plan’s vision.

The Plan spells out a set of action steps to be undertaken in revitalizing Downtown Rossville. This overlay is meant to meet criteria in 2 actions steps while providing substantive progress for many other steps. Those three steps are:

1) Create and Adopt an overlay for the commercial corridor.
2) Revise zoning ordinance to allow appropriate residential development in commercial area.

The City Center has development challenges stemming from a zoning code built in the 1980’s. Since the creation of this code both the market and technology have changed. We now see more demand for an active retail scene, pedestrian environment, cultural activities, street-oriented retail, and the interconnection of downtown into residential neighborhoods. Many of these market changes reflect a return to traditional downtowns. Technological changes have allowed for safer mixing of uses, digital sales, new active architecture, co-working spaces, and a number of new types of transportation. Uses once considered dangerous are now safer and can be mixed with residential. Technology and the ability to shrink industrial uses now means artisinal industry can be safely nested in a mixed-use neighborhood. Bakeries, furniture makers, printers, breweries, and other light industry residential dwellings (with appropriate restrictions). The movement to place based markets have created a demand for more traditional neighborhood development. This overlay in intended to augment existing codes to reach a more place based City Center.

The Plan also illustrates a need for a design standard which can be enforced. Therefore an overlay should be clear in its description. This ensure the owner understands what their responsibilities are in maintaining their property. This also provides a clear tool for code enforcers to enforce when new proposed developments arrive.

The proposed tool is called an overlay as it sets over your zoning map. At the base level we have our map of Rossville. It shows roads, buildings, streams. Above that is our zoning map which identified the zone for each piece of land. The zone restricts what uses are allowed and not allowed. It also restricts basic massing such as height and setbacks. On top of the zoning map is the overlay map. This map adds an additional layer of standard regulation. It is meant to add more refinement and distinction for how a zone works in a particular area. This proposal introduces the Central Business District Overlay which covers Downtown Rossville. The Central Business District Overlay will only impact those parcels zoned C-1 District within the boundary.

Overlay Diagram

Overlay Map

Zoning Map

City Map

Footnotes
1: International Council of Shopping Centers, “The Economics of Place-Making”, First Quarter 2018
##### Boundary Map

The boundaries for this overlay started with the City Center bounds as described in the North Rossville Redevelopment Plan. Those boundaries were then expanded to include the additional C-1 District properties fronting McFarland Avenue, the purpose being that these properties shared the C-1 Central Business District and frontage on a Minor Arterial (Functional Class GDOT). The final boundary is shown below in red. The primary arterials informing the boundary are shown in blue.

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##### What changes are being proposed?

The Plan identifies how the current zoning code creates challenges, issues, and unintended consequences. These problems lead to lower quality development in the downtown, development of uses which have negative unintended consequences, and restrict out more appropriately sited buildings and uses. In reviewing the current code 8 topics were recommended for changes.

1) Land Uses
2) Setbacks
3) Building Frontage
4) Parking and Services
5) Building Massing and Height
6) Materials
7) Signage
8) Site Plan Requirements
Land Uses

It is recommended to add and remove some uses of the C-1 District within the Central Business District Overlay. These changes come from the Plan, which recommends adding residential uses to the downtown, restricting uses which conflict with pedestrian safety, encourage a more engaging downtown culture, and making downtown more desirable for redevelopment. Uses are recommended to remove create heavy vehicular crossing of pedestrian ways, increase curb-cuts, and produce noise/odor/light nuisances which leak of site.

Uses proposed to be added to C-1 District in the Central Business District Overlay are:

- Live-Work
- Restaurants, cafés, and other eateries
- Single Family Attached Dwellings (No more than 6 units in a single massed building.)
- Multi-Family Dwellings (No more than 6 units in a single-building.)
- Open Market for the sale of produce, butchered meats, or similar foods. (Special Permit Only)
- Artisan and Craft Studios
- Indoor and Outdoor Art Galleries (Special Permit only)
- Sidewalk sales and tent sales are allowed only as Temporary events accessory to the permitted retail uses within the overlay and shall be conducted immediately adjacent to the principal business for no more than 14 days within a calendar year. The business shall make all necessary arrangements to keep public rights-of-way unobstructed and obtain all required permits.

Uses proposed to be prohibited from the C-1 District in the Central Business District Overlay are:

- Gas Stations or Service Stations
- Auto Dealerships
- Auto Repair/Detailing Shops
- Car Washes
- Surface Parking Field
- Warehousing or Outdoor Storage

Setbacks

Setbacks are the distance between the building and the curb or neighboring property line. It is recommended to amend current setbacks of the C-1 District within the Central Business District Overlay to encourage a more traditional downtown development pattern while accommodating an incremental development process. The Plan states a desire for a more walkable and pedestrian friendly downtown. This relies on better building orientation towards the public realm and reducing the barriers which separate the public from the private.

The following changes are proposed to bring commercial buildings up to the street, allow residences to have some privacy, and accommodate courtyards, outdoor eating areas, and allow some allowances to protrude into the right-of-way.

- Change the measurements of setbacks from the centerline of street to edge of curb.
- Minimum Front-yard Building Setback decreased to 5’.
- Maximum Front-yard Building Setback from curb at 5’; however, a maximum building setback of 15’ may be permitted if the use is an attached single family home or an intentional public space or pedestrian activity space is provided between the building and sidewalk such as a park, plaza, outdoor dining, or similar.
• The Planning Official may allow that a proposed building match one of the adjacent front-yard setbacks if those setbacks establish a dominant pattern (more than 30%) on the same block.
• Awnings and balconies may protrude into the public right of way on non-arterial streets so long as applicants agree to an agreement of indemnity and hold harmless. Any protrusion into the right-of-way must be at least 8’ clearance above a sidewalk.

Building Frontage

Building Frontage refers to the required percentage of lot width that must be occupied by a building facade. It is recommended to incorporate Building Frontage requirements for the C-1 District within the Central Business District Overlay. The Plan states a desire for a more walkable pedestrian friendly downtown and to increase the curb appeal of the City Center. Maintaining a consistent street-wall is a fundamental component for a vibrant and interesting pedestrian life and a coordinated building facade.”
• New construction shall occupy a minimum of 80% of lot frontage with a building facade. Courtyards and other such defined open spaces shall count towards minimum frontage build-out requirements when screened appropriately.
• Building frontages along a public road cannot be blank (Lacking windows, doors, or other ornamentation meant to create safety for pedestrians or enhance the public realm) for more than 20 linear feet.
• Buildings shall have their principal pedestrian entrance along a public street. When on a corner the arterial road shall be the determined road for principal pedestrian entrances. When on a corner of two similar streets the applicant may choose which street to locate principal pedestrian entrance on, or locate the entrance on the corner itself.
• Frontage without a building facade shall include a screenwall built aligned with the building facade. Screenwalls shall be between 3’ and 5’. Screenwalls may have an opening a maximum of 25’ to allow vehicular and pedestrian access.

Parking and Services

It is recommended to amend the parking standards and allowed location for the C-1 District in the Central Business District Overlay. The Plan states a desire to encourage infill development, re-use of old buildings, provide appropriate buffering and landscaping for residential uses, and encourage a pedestrian friendly downtown. Small American downtowns need to balance parking with the needs of pedestrians, cyclists, transit users, and other drivers. Parking should accommodate the minimum number of spaces necessary to support the uses it serves and remain compatible with surrounding neighborhoods. Parking becomes a hardship for existing small lots in the City Center. The following changes are proposed to direct the location of parking and the manner of screening parking from pedestrians and residential uses.
• All service and loading areas shall be entirely screened from public right-of-ways excluding alleys.
• Any parking area which is visible from a public right-of-way, which is not an alley, shall be buffered using fences, planters, landscaping or other suitable materials such that minimal light, noise, and exhaust spills onto the public realm.
Retail sales and services shall be permitted up to a 30% reduction in parking requirements in order to encourage redevelopment. Where permitted, on-street parking along all property lines shall count towards this parking requirement.

Existing lots (as of the date of adoption of this ordinance) with a depth of 30' or less shall be exempt from parking requirements.

A minimum of one bicycle rack for bicycle parking shall be required for every 2 residential units provided, and 5,000 square feet of leasable commercial or office uses.

Parking shall be located in the rear or side of the lot, or within a garage.

A net increase in the number of curb cuts shall not be permitted along Arterial Streets.

Mixed-use development containing a residential use and a commercial use can count an individual spot for each use.

Shared access driveways are encouraged as are shared parking agreements.

Parking Minimums within the Central Business District Overlay are reduced to encourage more building infill.

Building Massing and Height

It is recommended to amend building massing and height regulations for the C-1 District in the Central Business District Overlay. The Plan speaks to a comfortable and friendly public realm. Buildings should be designed in proportions which reflect human-scale and movement. This encourages street level activities and comfort. The Plan identifies a need for flexible development which can accommodate a shifting market. Buildings should be designed to accommodate multiple-uses. The following changes are recommended:

- The first floor of any new construction shall have a floor-to-floor (or floor-to-roof) height of at least 16’.
- Buildings which are new construction shall have a maximum building height of 52’.
- Buildings which are new construction and have first floor entrances 2’ over grade or higher must provide either a 5’ deep stoop or porch. Steps cannot be counted in this 5’ nor can they encroach into the right-of-way.
- New Construction of a building shall integrate mechanical equipment as to be not visible from adjoining streets or public parks. Rooftop equipment shall be concealed by a parapet or screened architecturally with materials or elements consistent with the building design and designed to minimize its overall impact.
- Buildings of new construction with a wall facing a public street or park and being over 75’ in length shall be visually broken down by articulating the building facade. Change in articulation shall be setback a minimum of 16” from the rest of the facade and occur a minimum of once every 50’ of building facade.

Materials

Building Articulation Diagram

The Plan points to raising the quality of development and encouraging the redevelopment of existing buildings in disrepair. A common pallet of quality materials ensures a more cohesive and friendly development pattern. It is recommended to add a section regulating materials for the C-1 District within the Central Business District Overlay.

- Fence materials are limited to masonry, concrete, stucco, wood, and metal, excluding chain link.
- Storefront cladding materials at ground level shall be stone, brick, concrete, metal, glass, and/or wood.
- Accessory structures shall use the same or similar materials, color and style of the primary structure’s façade if the accessory structure is visible from a public right-of-way.
- Building materials and colors shall avoid adverse visual impacts on surrounding properties. Accessory structures shall use the same or similar materials, color, and style of the primary structure’s facade if visible from a public way.
- Buildings shall create desirable pedestrian environments between the buildings and adjacent streets through clear and visible orientation to the streets.
- No security-type roll up metal doors shall be permitted fronting a street or public park.
Draft Central Business District Overlay for the City of Rossville

**Signage**

The Plan talks about presenting a cohesive and appealing gateway. Signage is an important advertising tool for a business. Signage also displays the character of the community. It is recommended to add a section on signage which limits location and size for the C-1 District within the Central Business District Overlay.

- Signage shall be located in the sign band or be a pedestrian sign.
- The Sign band is a band along the facade of a building facing a street located between the first and second stories not to exceed 2.5’ in vertical height.
- The pedestrian sign is a hung sign attached perpendicular to the facade with a maximum size of 8 square feet. There may be 1 individual pedestrian sign for each tenant on the first floor per building facade.
- Any pedestrian sign which protrudes into the right-of-way must apply for a special permit and provide an agreement of indemnity and hold harmless.

**Site Plan Requirements**

The Plan identifies how zoning can produce unintended consequences. The ability to have a relative understanding of a project can help both the City and the Applicant learn about issues and concerns early in the process. This saves both entities time and conflict further into the process. It is recommended to add to rezoning requirements the requirement of a base, illustrative site plan.

- For all rezoning cases within the Central Business District Overlay a site plan shall be required. Approval of rezoning does limit development to site plan as shown. **The site plan is an illustrative tool only.** Site plans are not required to be produced by an engineer, architect, or other professional, but should contain the following:
  a. Area for proposed zone request (labeled as such) with dimensions shown
  b. Approximate location, size and dimensions of the existing or proposed building(s)
  c. Property lines that contain the tract of land to be developed
  d. Vehicular and pedestrian points of ingress and egress, existing or proposed e. Landscape buffers as required by ordinance or otherwise proposed
  f. Any Proposed sidewalks
  g. Approximate parking area design/redesign, including number of spaces
  h. Location of dumpsters (if applicable)
  i. A legend with these items: i. North arrow ii. Graphic Scale (in feet) iii. Area in acres (total area being requested for rezoning) iv. Number of residential units, if applicable

**Implementation**

In order to implement these changes as noted a text amendment has been drafted and provided to illustrate one way to codify the recommendations provided. In addition to the recommendations to amend the current code, it is recommended that staff review zoning cases and building permits within the City Center every year. This provides an opportunity to make further adjustments as needed.
Frequently Asked Questions

Changing your zoning code can seem intimidating. There exists a simultaneous fear of being too restrictive and too lenient. Too restrictive and you send potential development away. Too lenient and you allow inappropriate patterns which scare off development more in-line with your vision. The reality is that Cities are long lived creatures and the codes which govern them are organic. As issues are uncovered you should amend your code to best adapt to the City’s needs. It is not uncommon to make tweaks to a new code after 6 month or a year.

This overlay works to better align the built environment with the vision of a more pedestrian friendly and vibrant traditional downtown. Those concerns most widely expressed with returning downtowns to a traditional people-oriented development pattern are most often around loosing development potential, handling of parking, and how the current businesses and residents will be impacted.

Current uses and grandfathering.

It is important to know no business in operation today will be closed by the proposed changes. If you are running a use that remains allowed in the overlay then there is nothing you need to do. If you are running a use which is no longer allowed in the overlay your business is still safe. Your uses become a legal non-conforming use. This means as long as your business doesn’t close for an extended period of time your business is safe today and into the future. If you want to expand your business and it requires adding paving or expanding the existing building’s footprint then your business will likely have to move to a site which is more appropriate and will better suit your development pattern. There will still remain a significant amount of land in the City proper which can be used in this manner. If you have an existing building that doesn’t meet the design requirements you are still allowed to use it. If you want to expand your building by more than 25% or add parking, the new development will need to comply with the new regulations. The most common question is about internal renovations. If you’re doing internal renovations you will not be impacted.

Losing Potential development.

Not all development is appropriate everywhere. This is the basis for zoning. The classic example is a boiler plant should not be located next to preschool. The current zoning code restricts uses and building massing. It does not allow for restaurants or residential second floors within the downtown. It restricts both uses which could be appropriate and those uses we will continue to not want to have in the downtown. The proposed overlay refines the zoning code for a particular area. It will make it easier for some uses and development patterns which are more in-line with the vision for downtown. It will force some uses to develop in a pattern more traditional than the suburban model. Uses like fast food restaurant and banks would still be allowed but their drive-thru uses, which create significant conflict points with pedestrians and residential uses would be limited in how and where they can be located. A large number of these uses have prototypical designs which accommodate the urban design qualities desired. In some cases the intention of the overlay is to push those potential new businesses into more appropriate portions of the City where they can still thrive and be part of the fabric of the City. There will still exist many more parcels of C-1 and C-2 zoning outside of the overlay.

Parking

One of the largest trade-offs in moving towards a more pedestrian friendly and vibrant downtown is in handling vehicular traffic. This overlay works to screen parking and relocate it, without banning it from the downtown. Bonuses are provided for those developers who wish to opt-in to methods reducing parking. This increases the percentage of land being used for commerce and not vehicle storage. It also encourages the more efficient usage of parking by allowing shared parking. This allows for a spot to be counted for a commercial business, which will use it during the day and for the residential use, which parks there at night.
ORDINANCE #XXXXXX

AN ORDINANCE TO AMEND ROSSIVILLE CODE OF ORDINANCES, APPENDIX A ZONING RELATING TO THE
CREATION OF THE CENTRAL BUSINESS DISTRICT Overlay.

WHEREAS, The City Council of Rossville is charged with promoting the public health, safety, prosperity,
and general welfare of the City through zoning and subdivision regulations; and,

WHEREAS, The City Council adopted the North Rossville Urban Development Plan which provided
strategies for future revitalization, community development, and public work efforts.

WHEREAS, The North Rossville Urban Development Plan identifies that the Current C-1 District may be
an impediment for future redevelopment of the property.

WHEREAS, the North Rossville Urban Development Plan identifies the City Center having issues with
Building and Property Maintenance, Deteriorated Infrastructure, Vacancy, and a lack of Quality Urban
Design.

WHEREAS, the North Rossville Urban Development Plan set a 5 year action program which includes the
creation of an overlay district for the commercial corridor, revising zoning ordinance to allow
appropriate residential uses in commercial area, and review building codes and ordinances to remove
impediments for rehabilitation and infill in the downtown area.

WHEREAS, the City of Rossville commissioned an overlay to be developed which took the first action
steps of meeting the intent, goals, and ideals of the North Rossville Urban Development Plan.

NOW, THEREFORE, be it resolved by the City Council of Rossville, Georgia that the Central Business
District Overlay and necessary changes to implement the Central Business District Overlay be hereby
adopted and enacted as an amendment of the City Code this day XXXXXXXX.
Amend ARTICLE III. DEFINITION OF TERMS USED IN ORDINANCE, Sec. 2 List of Definitions and words by adding a definition Frontage such as:

(xx) Artisan Manufacturing: The shared or individual use of hand-tools, mechanical tools and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products; as well as the incidental storage, sales and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: electronic goods, food and bakery products; non-alcoholic beverages; printmaking; household appliances; leather products; jewelry and clothing/apparel; metal work; furniture; glass or ceramic production; paper manufacturing.

Amend ARTICLE III. DEFINITION OF TERMS USED IN ORDINANCE, Sec. 2 List of Definitions and words by adding a definition Frontage such as:

(xx) Building Frontage: The required percentage of lot width fronting a public road that must be occupied by a building façade.

Amend ARTICLE III. DEFINITION OF TERMS USED IN ORDINANCE, Sec. 2 List of Definitions and words by adding a definition for Dwelling, Live-Work such as:

(xx) Dwelling. Live-Work: A single dwelling-unit attached with direct access to a business or office.
Amend ARTICLE IV. ESTABLISHMENT OF DISTRICTS, adding a Sec 4. Central Business District Overlay such as:

Sec. 4 Central Business District Overlay

The intent of the Central Business District Overlay is to realize the objectives of the North Rossville Urban Development Plan. Those objectives are to encourage a more urban and friendly downtown development pattern. This pattern is meant to serve pedestrians safety and access to businesses and the amenities of downtown. This pattern is meant to provide an easier tool to allow infill development and more public uses. Where there are conflicts between this portion on the zoning code and other sections of the zoning code this section shall supersede. This section shall only apply to those properties included within the Central Business District Overlay boundaries. This section shall not apply to any single-family detached dwelling. The boundary is defined in the below map (A):

(A)
(B) Off-Street and on-street automobile parking. Within the Central Business District Overlay, when expanding an existing building more than 25% of its current footprint, building new construction, or expanding existing parking or asphalt the following Building Frontages shall apply:

1. Retail sales and services shall be permitted up to a 30% reduction in parking requirements within the Central Business District Overlay.
2. Where permitted, on-street parking directly adjacent to the lot may be counted towards parking requirements. No on-street parking spot can be counted for two different properties.
3. A mixed use development containing residential uses and a commercial use on the same lot may count an individual spot towards each use’s parking requirement.
4. A minimum of 1 bicycle rack shall be provided per every 2 residential units.
5. A minimum of 1 bicycle rack shall be provided per every 5,000 square feet of leasable area for non-residential uses.
6. A Shared Parking Agreement may cover up to 100% of required parking and bicycle parking.

(C) Setbacks. Within the Central Business District Overlay the C-1 District setbacks shall be measures from property line or edge of curb.

1. Minimum front-yard setback shall be 5’ from the edge of curb.
2. Maximum front-yard setback from curb shall be 5’; however, a maximum setback of 15’ may be permitted if the use is an attached single-family dwelling or an intentional public space or pedestrian activity space is provided between the building and sidewalk such as a park, plaza, outdoor dining, or similar.
3. The Planning Official for the City of Rossville may allow that a proposed building match one of the adjacent front-yard setbacks if those setbacks establish a dominant pattern (more than 30%) on the same block meeting the intent of the Central Business District Overlay.
4. Awnings and balconies may protrude into the public right-of-way on non-arterial streets with a maximum protrusion of 4’. Any intrusion must provide at least 8’ clearance above a sidewalk. No intrusion into the right-of-way may be allowed into the airspace of vehicle parking or traveling lane. Any protrusion into the right-of-way will require the owner to provide the City of Rossville an agreement of indemnity and hold harmless.

(D) Site Plan Requirements. Within the Central Business District Overlay any application for rezoning shall include a site plan which contains the information identified below. Applications for rezoning within the Central Business District Overlay without a complete site plan shall be deemed incomplete. Approval of rezoning does not limit development to the site plan provided. The site plan is an illustrative tool only.

1. Site plans shall include the area for proposed zone request with dimensions.
2. Site plans shall include approximately location, size, and dimensions of existing structures intending to stay.
3. Site Plans shall show property lines that contain the tract of land to be developed.
4. Site Plans shall show vehicular and pedestrian points of ingress and egress, existing and proposed.
5. Site Plans shall show landscape buffers as required by ordinance or otherwise proposed.
6. Site Plans shall show any existing or proposed sidewalks.
7. Site Plans shall show approximate parking area design/redesign, including number of spaces.
8. Site Plans shall show location of any proposed dumpsters.
9. Site Plans shall include a legend, north arrow, graphic scale, total area, and the number of residential units proposed if applicable.

(E) Building Frontage. Building Frontage refers to what percentage of the frontage of a lot is to be filled with a building or built feature. When expanding an existing building more than 25% of its current footprint or building new construction the following Building Frontages shall apply:

1. Minimum Building Frontage of 80% of lot frontage with a building façade. Courtyards and other such defined open spaces shall count towards minimum building frontage requirements when either open to the public or screened in a manner which protects the public realm and uses materials as defined in section (H).
2. Building Frontage cannot be blank (Lacking windows, doors, or other ornamentation meant to create safety for pedestrians or enhance the public realm) for more than 20 linear feet.
3. Buildings shall have their principal pedestrian entrance along a public street. When on a corner the arterial road shall be the determined road for principal pedestrian entrances. When on a corner of two similar streets the applicant may choose which street to locate principal pedestrian entrance on, or locate the entrance on the corner itself.
4. Frontage without a building facade shall include a screenwall built to align with the building façade or not be more than 2’ setback. Screenwalls shall be between 3’ and 5’in height. Screenwalls may have an opening a maximum of 25’ to allow vehicular and pedestrian access.

(F) Parking and Service. When expanding an existing building more than 25% of its current footprint, building new construction, or expanding existing parking or asphalt the following Building Frontages shall apply:

1. Off-street parking shall be located in the rear, side or internal to a structure.
2. A net increase in the number of curb-cuts shall not be permitted along an arterial street.
3. Shared access driveways are encouraged as are shared parking agreements where the parking is within 500’ of the site.
4. All dumpsters, service areas and loading areas shall be entirely screened from the public right-of-way excluding alleys.
5. Any parking area which is visible from a public right-of-way, which is not an alley, shall be buffered using fences, planters, landscaping or other suitable materials such that minimal light, noise, and exhaust spills onto the public realm.
6. Trash and recycling collection and other service areas must be located to the side or rear of buildings.
7. All drive-thru areas, including but not limited to menu boards, stacking lanes, ordering box, and drive up windows must be located to the side or rear of the principal building. Drive-thru windows and lanes may not be placed between a public street (not including an alley) and the associated building.

(G) Building Massing and Height. When expanding an existing building more than 25% of its current footprint or building new construction the following Building Frontages shall apply:

1. The first floor of any new construction shall have a floor-to-floor (or floor-to-roof) height of at least 16’.
2. Buildings which are new construction shall have a maximum building height of 52’.
3. Buildings which are new construction and have first floor entrances 2’ over grade or higher must provide either a 5’ deep stoop or porch. Steps cannot be counted in this 5’ nor can they encroach into the right-of-way.
4. New Construction of a building shall integrate mechanical equipment as to be not visible from adjoining streets or public parks. Rooftop equipment shall be concealed by a parapet or screened architecturally with materials or elements consistent with the building design and designed to minimize its overall impact.
5. Buildings of new construction with a wall facing a public street or park and being over 75’ in length shall be visually broken down by articulating the building facade. Change in articulation shall be setback a minimum of 16” from the rest of the facade and occur a minimum of once every 50’ of building facade.

(H) Materials. When expanding an existing building more than 25% of its current footprint, building new construction, or replacing existing fencing the following Building Frontages shall apply:

1. Fence materials are limited to masonry, concrete, stucco, wood, and metal, excluding chain link.
2. Storefront cladding materials at ground level shall be stone, brick, concrete, metal, glass, and/or wood.
3. Accessory structures shall use the same or similar materials, color and style of the primary structure’s façade if the accessory structure is visible from a public right-of-way.
4. Building materials and colors shall avoid adverse visual impacts on surrounding properties. Accessory structures shall use the same or similar materials, color, and style of the primary structure’s facade if visible from a public way.
5. Buildings shall create desirable pedestrian environments between the buildings and adjacent streets through clear and visible orientation to the streets.
6. No security-type roll up metal doors shall be permitted fronting a street or public park.

(I) Signage. Within the Central Business District Overlay the following requirements apply:

1. Signage shall be located in the sign band or be a pedestrian sign.
2. The Sign band is a band along the facade of a building facing a street located between the first and second stories not to exceed 2.5’ in vertical height. A sign within the Sign Band cannot intrude into the public right-of-way.

3. The pedestrian sign is a hung sign attached perpendicular to the facade with a maximum size of 8 square feet. There may be 1 individual pedestrian sign for each tenant on the first floor per building facade.

4. Any pedestrian sign which protrudes into the right-of-way must apply for a special permit, hang at least 8’ clearance above a sidewalk, and provide an agreement of indemnity and hold harmless.

Amend ARTICLE VI. GENERAL PROVISIONS, Sec 1. Off-street automobile parking by replacing the first paragraph as follows:

Off-street automobile parking shall be provided on every lot on which any of the following uses are hereafter established. The number of automobile parking spaces provided shall be at least as great as the number specified below for various uses. Turning space shall be provided in all off-street automobile parking areas so that no vehicle will be required to back onto a public street when leaving the premises. There are additional discounts and additional parking requirements for those lots within the Central Business District Overlay. Refer to Article IV for parking requirements within the Central Business District Overlay.

Amend ARTICLE VI. GENERAL PROVISIONS, Sec 2 Off-street loading and unloading space by replacing the first paragraph as follows:

This section shall not applicable to those lots within the Central Business District Overlay. Refer to Article IV for parking requirements within the Central Business District Overlay. On every lot where a business, trade or industrial use is hereafter established, space with access to public street or alley shall be provided as indicated below for the loading and unloading of vehicles off the public street or alley:

Replace ARTICLE VIII. USE PROVISIONS FOR COMMERCIAL DISTRICTS, Sec 1. Central business district C-1 in its entirety as follows:

Sec. 1. Central business district C-1.

It is the intent of the ordinance that C-1 central business district of Rossville, Georgia, serve as the center of retail trade, and financial and professional activity. It is the intent of this district to function differently within the downtown core and outside the downtown core. This split is built into the district to allow a more intense urban form in the downtown core and a more buffered and less intense form outside of downtown. Lots inside the Central Business District Overlay should also review ARTICLE IV. ESTABLISHMENT OF DISTRICTS, Sec 4. Central Business District Overlay.

Within C-1 central business district, the following uses are permitted outside of the Central Business District Overlay:
Retail trade, such as general merchandise, food, building materials, hardware, apparel, furniture, drugs, jewelry, books, stationery, etc. In general, any retail business or service establishment, including the making of articles sold at retail on the premises provided such manufacturing is incidental to the retail business or service, occupies less than 40 percent of the floor area and employs no more than five persons.

Retail services, such as banks, insurance, real estate business, laundering, beauty and barber services, apparel repair, advertising services, medical and health services, governmental, education and other miscellaneous services.

Restaurants, café, and other eateries.

Hotels, motels, restaurants and the like.

Professional offices.

Public assembly and amusement enterprises.

Newspaper and printing plants.

Public and semipublic uses and structures.

Off-street parking lots and parking garages.

Bus stations.

Radio, television and telephone exchange stations, and transmission towers.

Business and incidental signs.

Outdoor advertising signs, provided the setback lines of the district are followed.

Automobile sales, new and used, retail and wholesale with attendant repair facilities.

When a use in this section abuts a residential district it shall be separated from such district by a buffer strip at least six feet in height.

Within C-1 central business district, the following uses are permitted inside of the Central Business District Overlay:

Retail trade, such as general merchandise, food, building materials, hardware, apparel, furniture, drugs, jewelry, books, stationery, etc. In general, any retail business or service establishment, including the making of articles sold at retail on the premises provided such manufacturing is incidental to the retail business or service, occupies less than 40 percent of the floor area and employs no more than five persons.

Retail services, such as banks, insurance, real estate business, laundering, beauty and barber services, apparel repair, advertising services, medical and health services, governmental, education and other miscellaneous services.

Restaurants, café, and other eateries.

Hotels

Professional offices.

Live-Work

Single-Family Attached Dwellings (No more than 6 units in a single massed building)

Multi-Family Dwellings (No more than 6 units in a single massed building)

Artisan Manufacturing and Craft Studios

Art Galleries
Sidewalk sales and tent sales are allowed only as temporary events accessory to the permitted retail uses and shall be conducted no more than 14 days within a calendar year. The owner shall make all necessary arrangements to keep public rights-of-way unobstructed and obtain all required permits.

Within C-1 central business district, the following uses are permitted by special permit approved by city council within the Central Business District Overlay. The special permit must be reviewed based on criteria set below and shall have a time frame set by City Council.

1. Open Market for the sale of produce, butchered meats, or similar foods.
2. Outdoor Art Galleries
3. Outdoor Craft Market
4. Food Trucks or temporary eatery

Criteria for review of special permit:
1. Has this use occurred on the site in a frequency which negatively impacts neighboring uses?
2. Will the proposed use create nuisance issues for neighboring uses?
3. Will the proposed use negatively or positively impact pedestrian traffic in the area?
4. Has the lot been used for the requested use multiple times in the previous year?

Within C-1 central business district, the following uses are prohibited inside of the Central Business District Overlay:

1. Gas Stations or Service Stations
2. Auto Dealerships
3. Auto Repair/Detailing Shops
4. Car Washes
5. Surface Parking Field
6. Warehousing or Outdoor Storage

Amend ARTICLE X; AREA, YARD AND HEIGHT REQUIREMENTS, Sec. 1 Tables to add a “*” after C-1 in its cell. Add a note after the table as follows:

* For massing regulations for C-1 within the Central Business District Overlay refer to ARTICLE IV. ESTABLISHMENT OF DISTRICTS, Sec 4. Central Business District Overlay, (C).