

## 4.16 Outdoor Display Standards

### A. Applicability.

1. For any retail establishment within 600' of a *Gateway Corridor* or residential *District*, merchandise may be displayed and stored outdoors in the open air for sale to customers in areas immediately adjacent to the *Primary Structure* without a *Special Exception* subject to the following standards:
  - a. Must be located within twelve (12) feet of the foundation of the front, side or rear façade of the *Primary Structure* if not enclosed.
  - b. If enclosed by a twenty-four (24) to thirty-six (36) inch wall, must be within twenty (20) feet of the foundation of the front façade of the *Primary Structure*.
  - c. If adjacent to the side of the *Primary Structure*, must be fully enclosed and screened by a wall eight (8) feet tall. Any merchandise that can be seen above the wall shall be screened by an opaque surface.
  - d. The above walls shall be constructed of the primary building material of the *Primary Structure*.
  - e. If located adjacent to a *Bufferyard* and a residential *District*, must be screened by a fence, wall or Level 5 perimeter landscaping per Article 4.7.
  - f. The maximum height of merchandise either stacked on pallets or free standing shall be five (5) feet (trees are exempt).
  - g. Items such as vending machines, ice machines and propane displays must be flush with the façade of the *Primary* or *Accessory Structure* on an impervious surface such as asphalt or concrete. These items shall not interfere or impede pedestrian pathways such as sidewalks or entrances.
  - h. Vending machines or merchandise that hangs from a canopy, such as hanging plants, are exempt from the height restriction.
  - i. Merchandise shall not block or impede a pedestrian way such as a sidewalk or entrance. A five (5) foot wide pathway shall be maintained at all times.
  - j. Cannot be located in any *Front, Side* or *Rear Yard* or *Bufferyard*.
2. In order to display and store merchandise outdoors in the open air for sale to customers within 600' of a *Gateway Corridor* or residential *District* in an area not adjacent to the *Primary Structure*, or a distance of more than thirty (30) feet from the foundation of the *Primary Structure*, a *Special Exception* must be granted by the *Board of Zoning Appeals* subject to the following standards:
  - a. The total area allocated for *Outdoor Display* for either the permanent display of merchandise or for temporary seasonal sales items cannot exceed more than ten (10) percent of the *Gross Floor Area* (GFA) for the *Primary Structure*.
  - b. The total amount of merchandise displayed cannot exceed more than ten (10) percent of the *Gross Floor Area* for the *Primary Structure* in cubic yards.
  - c. The location of the *Outdoor Display* area cannot be within any *Front, Side* or *Rear Yard* or *Bufferyard*.
  - d. If the *Outdoor Display* area is located within a *Parking Area*, there shall be enough remaining *Parking Spaces* to satisfy the *Off-Street Parking Area* requirement for the *Primary Structure*, or for the *Integrated Center*, whichever is less.
  - e. If merchandise is displayed in bulk form stacked on a pallet, the maximum height shall be five (5) feet (trees are exempt).
  - f. Stacked items shall be kept in an orderly and neat fashion at all times.
  - g. If vehicular access is allowed within the *Outdoor Display* area, the required maneuvering aisle width shall be maintained at all times free from merchandise and debris.

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- h. Required maneuvering aisles or interior access drives shall not be obstructed.
- i. *Outdoor Display* does not include vehicles displayed for a new or used dealership.
- j. If located adjacent to a *Bufferyard* and a residential *District*, must be screened by a fence, wall or Level 5 perimeter landscaping per Article 4.7.