
ARTICLE

26

**MALL ROAD
OVERLAY DISTRICT (MR)**

SECTION 2600

Intent

The purpose or intent of this district is to assist in the implementation of the Boone County Comprehensive Plan and The Mall Road District Study. The Mall Road District Study is comprised of two separate documents entitled the Existing Conditions Report and the Plan Recommendations Report. The Mall Road (MR) Overlay District is to be used in conjunction with an underlying zone and the Planned Development overlay district per Article 15 of this order as described in Chapter 1 of the Plan Recommendations Report.

The Mall Road District Study and the resulting Mall Road (MR) Overlay District are intended to fulfill the following objectives that are outlined in Chapter 1 of the Plan Recommendations Report.

- A. Facilitate a mixed-use district which includes a realistic variety of 24 hour functions including retail, service, office, residential, and entertainment uses, while maintaining Mall Road as a local and regional shopping destination. Encourage redevelopment for sites with obsolete projects.
- B. Capitalize on the assets afforded by each of the eight sub-areas, and tailor the land use recommendations to the sub-areas when applicable.
- C. Include urbanistic qualities in all recommendation topics per the prior documents and conclusions outlined in the Existing Conditions Report, yet acknowledge that the overall Study Area must still effectively function as a suburban shopping area which relies on automobile travel.
- D. Create architectural standards which will establish high quality design and “timeless” aesthetic attributes to the built environment, and which will be adaptable to changing occupants and tenant needs over time.
- E. Rework the Mall Road Commercial Sign District to correlate to the recommended architectural standards, address contemporary signage issues, and provide appropriate scale and legibility.
- F. Create site design standards which correlate to the recommended architectural standards and the overall Study recommendations.
- G. Establish parking standards which effectively serve the District’s needs and do not result in large amounts of routinely unused surface parking.
- H. Enhance connectivity between sites and travel routes for all modes of transportation. Make non-motorized modes of transportation convenient for short trips.
- I. Recommend specific types of business incentives which would facilitate implementation of the Study’s

recommendations.

- J. Provide an expedited review process for routine projects such as Tenant Finish applications, and development/redevelopment proposals which fulfill the objectives, recommendations, and standards recommended in this Study.

SECTION 2605

Location and Definition

The Mall Road (MR) Overlay District is an overlay zoning district shown on the Boone County Zoning Map to which it is applied; the rights and obligations herein as set forth, in addition to those specified by Article 15 of the Boone County Zoning Regulations and the underlying zoning district, are described in the Plan Recommendations Report of The Mall Road District Study. The boundaries or location of the MR overlay zone are described and identified in Chapter 1 "Introduction" and the "Establishment of Mall Road (MR) Overlay District" section of Chapter 2 "Recommended Development Concepts and Development Review Process" of The Mall Road District Study Plan Recommendations Report, and shall be designated by the suffix "MR". The current zoning of the overlay district shall also be identified on the Boone County Zoning Map.

SECTION 2610

Applicability and Review

The Mall Road (MR) Overlay District shall be applied to all properties identified in Chapter 1 "Introduction" of The Mall Road District Study Plan Recommendations Report. Detailed review procedures, which work in tandem with the requirements of Article 15 "Planned Development District," are outlined in Chapter 2 "Recommended Development Concepts and Development Review Process" of The Mall Road District Study Plan Recommendations Report, as well as other appropriate articles in this zoning order. Specific land uses, zoning, design, development, and signage standards are outlined in the The Mall Road District Study Plan Recommendations Report.