

Section 4.05 Architectural and Site Design Requirements. [Amended Ordinance # 09-04]

Intent – The architectural and site design requirements contained in this Section are intended to: create variation and interest in the built environment; allow for the development of functional, yet human scale industrial buildings; create and reinforce a positive, recognizable identity for the Town of Holly Springs and its extraterritorial jurisdiction, by promoting the use of compatible architectural and site design techniques through utilizing the building materials and Building Massing and Façade Treatments, as described below, for all new developments so that such new developments may complement each other as well as enhance the overall image of the Town of Holly Springs and its extraterritorial jurisdiction.

A. General Architectural and Site Design Requirements.

The regulations contained in this sub-Section 4.05, A., shall be applicable to all Industrial development located in the BT, RT and IT *Districts* of this UDO in which no portion of a *lot* is within a *gateway corridor* and shall be supplemental to any other regulations of this UDO. If any portion of a *lot* is within a *gateway corridor*, the Gateway Corridor Architectural and Site Design Requirements contained in Section 4.05, B., shall apply.

[Amended Ordinance #11-03]*

1. Building Orientation.

- a. *Integrated Centers or Industrial Parks* – All *buildings* shall be located with a front façade oriented toward any *front lot line* along a *public street frontage*.
- b. *Single Use Sites* – All *buildings* shall be located with a front façade oriented toward any *front lot line* along a *public street frontage*.
- c. *Loading Spaces* - No *loading spaces* shall be permitted to be located along a façade which is parallel to or within ninety (90) degrees of being parallel to a *front lot line* or *bufferyard*. Any *loading spaces* located along a façade which is located between ninety (90) and one-hundred and twenty (120) degrees of being parallel to a *front lot line* or *bufferyard* shall be effectively screened from such *front lot line* or *bufferyard* by either: a screening wall accompanied by *foundation landscaping*; or, screened with Type C landscape screening with a *plant unit value* of at least forty (40), for the full depth of the *loading spaces*.



Screening of Loading Spaces
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2. The primary Façade *Building Materials* and *Building* Massing and Façade Treatment and Other Façade Requirements.

a. Applicability:

(1) The primary Facade *Building Materials* and *Building* Massing and Façade Treatment and Other Façade requirements of this sub-Section shall be applicable to:

(a) Any new *building*.

(b) Any *building* additions; [Amended ordinance #11-07]*

Notwithstanding any limitation of this UDO to the contrary, any additions to a *building* which is constructed in compliance with the regulations of this Section shall continue the architectural design of the existing *building*, including *building materials*, colors, textures, architecture, façade modulation and other detailing.

(c) Exterior *building* renovations.

(2) *Accessory Structures* – The *Building Materials* and *Building* Massing and Façade Treatment requirements of this sub-section shall, to the greatest extent practical, be applicable to *accessory structures* (e.g., fueling stations, trash enclosures, and the like) so as to maintain a consistent and compatible appearance.

b. Determination of Primary Façade Orientation. [Amended Ordinance #11-03]

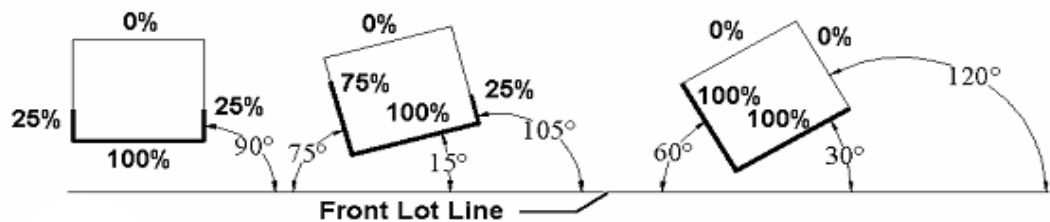
Any façade, or that portion of a façade, located in the BT, RT and IT *Districts* of this UDO in which no portion of a *lot* is within a *gateway corridor* and which is determined to be oriented toward a *front lot line* along a *public/private street* or *interior access drive* pursuant to the following regulations, shall be designed in compliance with the primary facade regulations of Section 4.05, A., 2., c. All other facades shall be designed in compliance with the regulations of Section 4.05 A., 2., d.:

(1) One-hundred (100) percent of any façade which is located parallel to or up to sixty (60) degrees from being parallel to the *front lot line*;

(2) Seventy-five (75) percent of the depth of any façade, beginning at the point closest to the *front lot line*, of any façade which is located

more than sixty (60) degrees or up to seventy-five (75) degrees from being parallel to the *front lot line*;

- (3) Twenty-five (25) percent of the depth of any façade, beginning at the point closest to the *front lot line*, of any façade which is located more than seventy-five (75) degrees or up to one-hundred and five (105) degrees from being parallel to the *front lot line*; and,
- (4) The determination of being parallel to the *front lot line* or the number of degrees from a line being parallel to the *front lot line* shall be determined from a line which is perpendicular to a line which represents the minimum *setback* of a *building* to a *front lot line*.



Facades subject to Design and Appearance Requirements

- c. Primary façade *Building Materials*, and *Building* Massing and Façade Treatment.



The façade, as determined in Section 4.05, A., 2., b., above, of all new *buildings* or *building* additions shall be constructed using the following *building* design and appearance requirements on each applicable façade:

- (1) *Building Materials*
 - (a) Primary *Building Material* (required) – The primary *building material* (excluding: windows; doors; roofing; fascia or soffit materials) constituting a minimum of sixty (60) percent of the façade shall be any combination of the following masonry materials:

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- (i) brick;
 - (ii) stone;
 - (iii) split-face block;
 - (iv) pre-cast concrete, if designed to simulate brick or stone (e.g., limestone, marble, or granite); or,
 - (v) architectural concrete, if the surface is designed to simulate brick or stone (e.g., limestone, marble or granite).

 - (b) Prohibited exterior *Building Materials*- the following *building materials* shall be prohibited:
 - (i) vinyl siding;
 - (ii) smooth-faced gray concrete block;
 - (iii) painted or stained concrete (including concrete block);
 - (iv) metal siding; or
 - (v) plastic.
- (1) *Building* Massing and Façade Treatment.
- (a) Base, Body, and Cap.
 - (i) The composition of the *building* shall include a clearly recognizable base, body, and cap along the entire length of the façade.
 - (ii) A recognizable base shall consist of a minimum of nine (9) percent of the vertical height of the *building* wall and shall be constructed of a masonry material.
 - (iii) A recognizable cap shall consist of a minimum of seven (7) percent of the vertical height of the *building* wall and shall be designed with multiple 3-dimensional decorative layers.

 - (b) Variation in Massing.

Building walls shall consist of a *building* bay or structural *building* system that is a maximum of thirty (30) feet in width. Bays shall be visually established by architectural features such as columns, ribs, pilasters or piers, changes in plane, no less than twelve (12) inches in width and four (4) inches in depth or an equivalent element that subdivides the wall into human scale proportions.

(c) Animating Features.

Building walls shall be subdivided and proportioned using a variety of features such as windows, entrances, arcades, arbors, awnings, trellises, friezes or alternate architectural detail that defines human scale, along no less than sixty (60) percent of the lineal length of the façade.

(d) Colors.

The number of colors used to create interest in the *building* architecture shall be limited to no more than three (3) discernable colors or ranges of complementary hues. The primary color shall constitute a minimum of sixty (60) percent of the façade (excluding: windows; display windows; doors; roofing; fascia or soffit materials).

(e) Texture.

Interest shall be added to a *building* façade though the use of a combination of rough, smooth, striated, or other surface textures on the primary *building material* or through the use of secondary *building materials* which vary in texture from the primary *building material*.

(f) Roof Treatment.

(i) Rooflines shall vary in height, material, treatment, direction, etc. and shall not extend in a continuous plane for more than fifty (50) feet.

(ii) All sides of parapet walls visible from public view shall be finished to match the primary façade and shall extend an appropriate depth that is proportionate with the *building* size.

d. Other façade selection of *Building Materials*.

(1) Colors shall be consistent with the primary façade(s) of the *building*.

(2) Prohibited exterior *Building Materials*- the following *building materials* shall be prohibited:

(a) vinyl siding;

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- (b) smooth-faced gray concrete block;
 - (c) plastic.
- e. Compliance with *Building Materials*, and *Building Massing and Facade Treatment Requirements*.

In determining compliance with the above *building* design and appearance requirements:

- (1) Each design and appearance requirements selected shall be considered separate from and in addition to the other design and appearance requirements listed Section 4.05, A., 2., c., and in no event shall any area, *building*, *structure* or other element of one design and appearance requirement be credited toward compliance with any other design and appearance requirement.
- (2) *Integrated Centers or Industrial Parks* – All *buildings* located in an *integrated center* or *industrial park* shall utilize and repeat selected design and appearance elements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction. A Master Architecture Plan shall be required for all *integrated centers* to promote consistency among *buildings* within a development and enhance compatibility of design and appearance requirements. A Master Architecture Plan shall be filed and approved prior to the erection, location, or placement of any *building* for such *integrated center*.
- (3) *Single Use Sites* – All *buildings* located on a *single use site* shall utilize selected design and appearance elements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction.

3. Signs.

A *Master Sign Plan*, as set forth in Section 7.03, A. – Master Sign Plan, shall be provided for review and approval. In addition to the requirements of Section 7.03, A. – Master Sign Plan, the *Master Sign Plan* shall demonstrate that:

- a. *Integrated Centers or Industrial Parks* – all *building signs* within an *integrated center* or *industrial park* shall use a common size, color palette, font style, location and supporting structure (i.e., individual letters, raceway mount, etc.) for each tenant. Any *freestanding sign* shall use a color palette and font style consistent and compatible with the *building*

signs. If multiple *freestanding signs* are permitted, all such *freestanding signs* shall be constructed with the same basic style and materials to create a unified *sign* program.

- b. *Single Use Sites* – all *signs* (i.e., *building signs* or *freestanding signs*) shall use a consistent and compatible color palette and font style.

4. Landscaping

Industrial Parks – any landscaping, including *parking area* landscaping, *foundation landscaping* and *perimeter landscape yards*, shall utilize similar plant materials and planting schemes throughout all portions of an *integrated center*, *industrial park*, including individual *lots*, if any.

Single Use Site – Any landscaping, including *parking area* landscaping, *foundation landscaping* and *perimeter landscape yards*, on a *single use site* shall utilize similar plant materials and planting schemes to those used in the surrounding area, if developed.

5. Lighting – See Section 7.02 – Lighting Standards.

- 6. *Outdoor Storage* - No *outdoor storage* shall be permitted between the front line of a *primary building* and any *front lot line*. No *outdoor storage* shall be permitted between any side or rear line of a *primary building* and any *bufferyard*.

7. Mechanical Equipment.

All roof mechanical equipment shall be screened from view from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard* based upon an elevation view of the *building*.

All ground mounted mechanical equipment shall be screened from view from any *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard*.

All roof mounted equipment that is visible from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard* when the roof line is below such grade, shall be painted to match the color of the roof material to reduce the visual impact of such equipment.

[Removed Ordinance #18-03]*

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B. Gateway Corridor Architectural and Site Design Requirements.

The regulations contained in this sub-Section 4.05, B., shall be applicable to all Industrial development located in the BT, RT and IT *Districts* of this UDO in which any portion of a *lot* is within a *gateway corridor* and shall be supplemental to any other regulations of this UDO. [Amended Ordinance #11-03]*

1. **Building Orientation.**

- a. *Integrated Centers or Industrial Parks* – All *buildings* shall be located with a front façade oriented toward any *front lot line* along a *public street frontage*.
- b. *Single Use Sites* – All *buildings* shall be located with a front façade oriented toward any *front lot line* along a *public street frontage*.
- c. *Loading Spaces* - No *loading spaces* shall be permitted to be located along a façade which is parallel to or within ninety (90) degrees of being parallel to the *front lot line* along a *public street* or *bufferyard*. Any *loading spaces* located along a façade which is located between ninety (90) and one-hundred and twenty (120) degrees of being parallel to a *front lot line* or *bufferyard* shall be effectively screened from such *front lot line* or *bufferyard* by either: a screening wall accompanied by *foundation landscaping*; or, screened with Type C landscape screening with a *plant unit value* of at least seventy-five (75), for the full depth of the *loading spaces*.



Screening of Loading Spaces

2. **The Primary Façade *Building Materials* and Building Massing and Façade Treatment and Other Façade Requirements.**

- a. **Applicability:**

(1) The Primary Façade *Building Materials* and *Building* Massing and Façade Treatment and Other Façade requirements of this sub-Section shall be applicable to:

- (a) Any new *building*.
- (b) Any *building* additions which, either individually or in the aggregate, exceed twenty (20) percent of the *gross floor area* of either:
 - (i) the *building* as it existed upon the adoption of this UDO; or,
 - (ii) the *building* as originally constructed pursuant to this UDO.

Notwithstanding any limitation of this UDO to the contrary, any additions to a *building* which is constructed in compliance with the regulations of this Section shall continue the architectural design of the existing *building*, including *building materials*, colors, textures, architecture, façade modulation and other detailing.

- (c) Exterior *building* renovations.

(2) *Accessory Structures* - The *Building Materials* and *Building* Massing and Façade Treatment requirements of this sub-section shall, to the greatest extent practical, be applicable to *accessory structures* (e.g., fueling stations, trash enclosures, and the like) so as to maintain a consistent and compatible appearance.

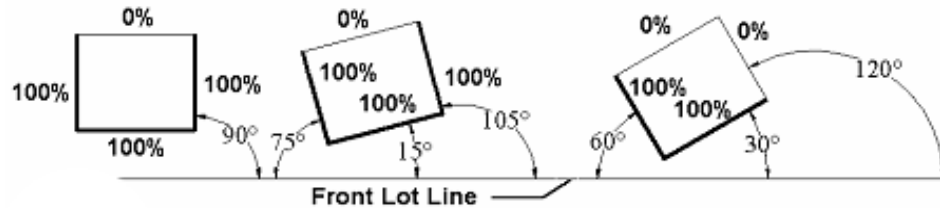
b. Determination of Primary Façade Orientation. [Amended Ordinance #11-03]*

Any façade which is located in the BT, RT and IT *Districts* of this UDO in which any portion of a *lot* is within a *gateway corridor* and which is determined to be oriented toward a *public/private street* or *interior access drive* pursuant to the following regulations shall be designed in compliance with the primary façade regulations of Section 4.05, B., 2., c. All other facades shall be designed in compliance with the regulations of Section 4.05, B., 2.,d.:

(1) One-hundred (100) percent of any façade which is located parallel to or up to one-hundred and five (105) degrees from being parallel to the front lot line; and,

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- (2) The determination of being parallel to the *front lot line* or the number of degrees from a line being parallel to the *front lot line* shall be determined from a line which is perpendicular to a line which represents the minimum *setback* of a *building* to a *front lot line*.



Facades subject to Design and Appearance Requirements Along Gateway Corridors

- c. Primary Façade *Building Materials*, and *Building Massing* and Façade Treatment.

The façade, as determined in Section 4.05, B., 2., b., above, of all new *buildings* or *building* additions shall be constructed using the following *building* design and appearance requirements on each applicable façade:



- (1) Building Materials.

- (a) Primary *Building Material* (required) – The primary *building material* (excluding: windows; doors; roofing; fascia or soffit materials) constituting a minimum of sixty (60) percent of the façade shall be any combination of the following masonry materials:

- (i) brick;
- (ii) stone;
- (iii) split-face block;
- (iv) pre-cast concrete, if designed to simulate brick or stone (e.g., limestone, marble, or granite); or,
- (v) architectural concrete, if the surface is designed to simulate brick or stone (e.g., limestone, marble or granite).



- (b) Prohibited exterior *Building Materials*- the following *building materials* shall be prohibited:
 - (i) vinyl siding;
 - (ii) smooth-faced gray concrete block;
 - (iii) painted or stained concrete (including concrete block);
 - (iv) metal siding; or
 - (v) plastic.

(2) *Building* Massing and Façade Treatment.

- (a) Base, Body, and Cap.
 - (i) The composition of the *building* shall include a clearly recognizable base, body, and cap along the entire length of the façade.
 - (ii) A recognizable base shall consist of a minimum of nine (9) percent of the vertical height of the *building* wall and shall be constructed of a masonry material.
 - (iii) A recognizable cap shall consist of a minimum of seven (7) percent of the vertical height of the *building* wall and shall be designed with multiple 3-dimensional decorative layers.

- (b) Variation in Massing.

Building walls shall consist of a *building* bay or structural *building* system that is a maximum of thirty (30) feet in width. Bays shall be visually established by architectural features such as columns, ribs, pilasters or piers, changes in plane, no less than twelve (12) inches in width and four (4) inches in depth or an equivalent element that subdivides the wall into human scale proportions.

- (c) Animating Features.

Building walls shall be subdivided and proportioned using a variety of features such as windows, entrances, arcades, arbors, awnings, trellises, friezes or alternate architectural detail that defines human scale, along no less than sixty (60) percent of the lineal length of the façade.

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(d) Colors.

The number of colors used to create interest in the *building* architecture shall be limited to no more than three (3) discernable colors or ranges of complementary hues. The primary color shall constitute a minimum of sixty (60) percent of the façade (excluding: windows; display windows; doors; roofing; fascia or soffit materials).

(e) Texture.

Interest shall be added to a *building* façade through the use of a combination of rough, smooth, striated, or other surface textures on the primary *building material* or through the use of secondary *building materials* which vary in texture from the primary *building material*.

(f) Roof Treatment.

(i) Rooflines shall vary in height, material, treatment, direction, etc. and shall not extend in a continuous plane for more than fifty (50) feet.

(ii) All sides of parapet walls visible from public view shall be finished to match the primary façade and shall extend an appropriate depth that is proportionate with the building size.

(g) Façade Modulation

For *buildings* greater than twenty-five thousand (25,000) square feet of *gross main floor area*, any wall oriented toward a front lot line exceeding one hundred (100) feet in length shall include at least one (1) change in wall plane, such as projections or recesses, having a depth of at least three (3) percent of the entire length of the façade and extending at least twenty (20) percent of the entire length of the façade.

d. Other façade selection of *Building Materials*.

(1) Colors shall be consistent with the primary façade(s) of the *building*.

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- (2) Prohibited exterior *Building Materials*- the following *building materials* shall be prohibited:
- (a) vinyl siding;
 - (b) smooth-faced gray concrete block;
 - (c) painted or stained concrete (including concrete block);
 - (d) metal siding; or
 - (e) plastic.
- e. Compliance with *Building Materials*, and *Building Massing and Facade Treatment Requirements*.

In determining compliance with the above *building* design and appearance requirements:

- (1) Each design and appearance requirements selected shall be considered separate from and in addition to the other design and appearance requirements listed Section 4.05, B., 2., c., and in no event shall any area, *building*, *structure* or other element of one design and appearance requirement be credited toward compliance with any other design and appearance requirement.
- (2) *Integrated Centers or Industrial Parks* – All *buildings* located in an *integrated center* or *industrial park* shall utilize and repeat selected design and appearance elements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction. A Master Architecture Plan shall be required for all *integrated centers* to promote consistency among *buildings* within a development and enhance compatibility of design and appearance requirements. A Master Architecture Plan shall be filed and approved prior to the erection, location, or placement of any *building* for such *integrated center*.
- (3) *Single Use Sites* – All *buildings* located on a *single use site* shall utilize selected design and appearance elements which are in harmony with area developments and other recent developments within the Town of Holly Springs and its extraterritorial jurisdiction.

3. Signs.

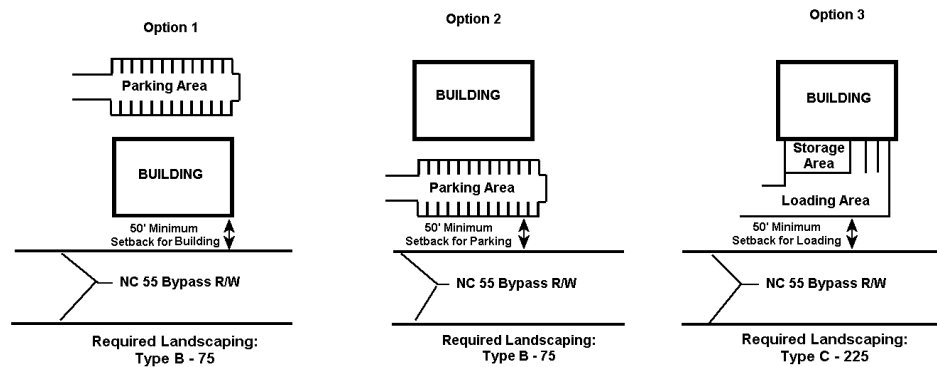
A *Master Sign Plan*, as set forth in Section 7.03, A. – Master Sign Plan, shall be provided for review and approval. In addition to the requirements of Section 7.03, A. – Master Sign Plan, the *Master Sign Plan* shall demonstrate that:

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- a. *Integrated Center or Industrial Parks* – all *building signs* within an *integrated center or industrial park* shall use a common size, color palette, font style, location and supporting structure (i.e., individual letters, raceway mount, etc.) for each tenant. Any *freestanding sign* shall use a color palette and font style consistent and compatible with the *building signs*. If multiple *freestanding signs* are permitted, all such *freestanding signs* shall be constructed with the same basic style and materials to create a unified *sign program*.
- b. *Single Use Sites* – all *signs* (i.e., *building signs* or *freestanding signs*) shall use a consistent and compatible color palette and font style.

4. Landscaping.

- a. *Integrated Center or Industrial Parks* – Any landscaping, including *parking area landscaping*, *foundation landscaping* and *perimeter landscape yards*, shall utilize similar plant materials and planting schemes throughout all portions of an *integrated center or industrial park*, including individual *lots*, if any.
- b. *Single Use Site* – Any landscaping, including *parking area landscaping*, *foundation landscaping* and *perimeter landscape yards*, on a *single use site* shall utilize similar plant materials and planting schemes to those used in the surrounding area, if developed



- c. Any *single use site* or *industrial park* which abuts the NC-540, NC 55 Bypass or US 1 shall provide a *buffer area* as set forth in Section 7.06, D. – Buffer Areas of this UDO, provided, however, if any portion of the *single use site* or *industrial park* located between the *right-of-way* of the NC-540, NC 55 Bypass or US 1 and any *building* located on the *single use site* or *industrial park* is used for *loading spaces*, *outdoor storage*, *outdoor display*, *service courts*, or any use other than *off-street parking areas* for

employees, *off-street parking areas* for customers, *minimum required yards* or *minimum required bufferyards*, the type and level of landscaping to be provided in the *buffer area* located along the *right-of-way* line of the NC-540, NC 55 Bypass or US 1 shall be increased from that required by Section 7.01 – Landscape Regulations to a Type C – 225. [Amended Ordinance #14-07]*

- d. Gateway Feature – If a *single use site* or *integrated center* is located at an intersection which is designated as a gateway in the *Comprehensive Plan*, that portion of such gateway feature which is on the *single use site* or *integrated center*, or which is located in a *right-of-way* which abuts the *single use site* or *integrated center*, shall be developed in connection with the development of *single use site* or *integrated center*. Notwithstanding any provisions of Section 7.01 – Landscape Regulations to the contrary, any wall, fence, berm or landscaping required to be installed as part of a gateway feature design shall qualify for a pro-rated, proportional reduction credit against required landscaping for each *front yard* affected by the gateway feature design. [Added Ordinance #10-11]

5. Lighting – See Section 7.02 – Lighting Standards.

6. *Outdoor Storage* - No *outdoor storage* shall be permitted between the front line of a *primary building* and any *front lot line*. No *outdoor storage* shall be permitted between any side or rear line of a *primary building* and any *bufferyard*.

7. Mechanical Equipment.

All roof mechanical equipment shall be screened from view from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard* based upon an elevation view of the *building*.

All ground mounted mechanical equipment shall be screened from view from any *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard*.

All roof mounted equipment that is visible from a *front lot line* along a *public/private street frontage*, *interior access drive* or a *side* or *rear lot line* abutting a residential *district* or *bufferyard* when the roof line is below such *grade*, shall be painted to match the color of the roof material to reduce the visual impact of such equipment.

[Removed Ordinance #18-03]*

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8. *Open Space*. [Renumbered Ordinance #18-03]*

In order to encourage pedestrian friendly and human scale office, retail and other business establishments, regardless of the size of the *project*, all *projects* shall include *open space* site design features such as *plazas*, courtyards, walking trails, or other gathering spaces, in an amount not less than the greater of two-hundred (200) square feet or one-half (0.5) percent of the project area.

C. Alternate Compliance with Architectural and Site Design Requirements.

In order to avoid undue hardship and to expedite the zoning approval process for Industrial developments within the Town of Holly Springs and its extraterritorial jurisdiction, Alternate Compliance with any of the Architectural and Site Design Requirements contained in Section 4.05, A., or Section 4.05, B., may, be heard and determined in connection with either: (i) a Master Plan or Preliminary Plan review of a subdivision; or (ii) as part of a *development plan* for Architectural and Site Design Review. Such request for Alternate Compliance shall be filed in accordance with the requirements of Section 9.09 – Decision Matrix of this UDO, provided that the determination of the request for alternate compliance shall be based upon the findings specified below.

Alternate Compliance with the Architectural and Site Design Requirements contained in Section 4.05, A., or the Gateway Corridor Architectural and Site Design Requirements contained in Section 4.05, B., may be granted only upon making the following findings:

1. The proposed development represents the use of (*building materials, building massing and façade treatment, building orientation, signs, landscaping, lighting or open space*) which will result in a development pattern which is equivalent to or superior to that achievable under the applicable regulations;
2. The proposed development will be compatible with and will enhance the *use* or value of area properties;
3. The proposed development is consistent with the intent of the *Comprehensive Plan*; and,
4. The proposed development is consistent with the intent and purpose of this UDO.

All findings specified above for the granting of Alternate Compliance with the Architectural and Site Design Requirements shall be reduced to writing and signed by the *Director* and retained as a part of the permanent record of the determination.