



C. Private Property Design

C.0 PRIVATE PROPERTY DESIGN STANDARDS

C.1 APPLICABILITY, CLASSIFICATION AND DEFINITION OF DEVELOPMENT SUB-AREAS

C.1.1 Applicability

There is hereby established a hierarchy of applicability of these regulatory standards within the CRA district, depending on the degree to which a particular site is being redeveloped. These regulations shall be applied in the manner described herein.

C.1.1.1 Undeveloped Property

For the purposes of this section “undeveloped property” shall include property that has no structures or property on which the existing buildings are planned to be more than 35% increased or decreased in size, in terms of either their total amount of internal space or value as demonstrated by a comparison of the appraised value of the property pursuant to the Seminole County Property Appraiser and the actual contract value of the proposed improvements. New development on undeveloped property shall be obligated to meet the mandatory provisions of this section in full. In lieu of the Seminole County Property Appraiser evaluation, a certified MAI appraisal may be substituted.



Fig. 1.37 Undeveloped property within the CRD.

C.1.1.2 Developed Property

For the purposes of this section “developed property” shall include property that contains existing buildings that are planned to be redeveloped at less than 35% of their value as demonstrated by a comparison of the appraised value of the property pursuant to the Seminole County Property Appraiser and the actual contract value of the proposed improvements, and which will increase internal space less than 35%. In lieu of the Seminole County Property Appraiser evaluation, a certified MAI appraisal may be substituted.

Development on developed property shall comply with only those mandatory provisions contained herein which apply to the specific modifications being carried out on the site or building. For example, when changes are proposed to the building/site signage, the building’s facade, site landscaping, or the parking lot, the standards related to building facade design and materials, site signage, parking lot design, and exterior landscaping would respectively apply.



Fig. 1.38 Developed property within the CRD.

C.1.1.3 Exempt Property

For the purposes of this section “exempt property” shall include non-residential property for which only minor repairs or routine maintenance is being performed. Examples shall include painting, caulking, HVAC repairs, repairs of broken windows, other minor maintenance or repairs or similar activities that do not require a building permit. Any question as to the issue of qualified exempt properties shall be resolved by the Administrative Official, whose decision may be appealed to the CRA. Exempt property shall not be obligated to meet the mandatory requirements of this standard unless activity on such property reaches the threshold for either developed property or undeveloped property for one project or for a series of projects occurring within a two-year period; provided however, that any exterior painting must be consistent with the adopted color palette for the CRD (See Section A/Purpose A.4 color palette).

C.1.1.4.1 Project Incentives

A. Thresholds - Project incentives shall be applicable to projects that meet the following criteria:

1. Location: Casselberry Community Redevelopment District
2. Size: Either 4-acre minimum site size or the following minimum building sizes within an overall, unified site plan: 40,000 square feet of new office or commercial space, 60,000 square feet of mixed use space or 6,000 square feet of new restaurant space. These thresholds shall also apply to renovated space; provided that the property or building meets the size thresholds noted above and that the renovation is more than 35% of the square footage of the existing building space or more than 35% of the existing value of the renovated space. The assembly of three or more separately owned or developed properties with individual access into one overall, unified project shall also qualify for the minimum size threshold, regardless of the actual size of the individual properties assembled.
3. Value: Investment of at least \$2,000,000 in new development costs, except that the assembly of three or more properties shall have no minimum value threshold.
4. Public Interest: The Casselberry Community Redevelopment Agency must recommend, and the Casselberry City Commission must find that the project is in substantial compliance with the non-mandatory design standards and that it is in the public interest of the citizens of Casselberry to provide incentives to the project.

B. Benefits - Projects meeting the above criteria may be eligible for the following incentive benefits. The benefits applied to an individual project will be developed and approved on a case-by-case basis, depending on the value, design, community benefit and compatibility of a project. The incentives for a specific project will be documented in an incentive benefits agreement.

1. Fast Track Development Review Committee (FTDRC) — The FTDRC shall consist of representatives of the following City representatives: Community Development Department Director, Chief Planner, City Engineer, Stormwater Engineer, Special Projects Coordinator, Building Official, Deputy Police Chief, and Fire Marshal. The Community Development Director shall serve as the Chair of the FTDRC and shall appoint a project manager who shall serve as the primary liaison between the FTDRC and the developer. The project manager shall assist with the overall process associated with the issuance of development permits, inter-agency coordination, board meetings and post-development activities. The purpose of the FTDRC will be to facilitate the development review process in order to achieve the shortest possible development review process for a qualified development.
2. Waiver or reduction of land development review fees — As appropriate, waiver or reductions of site plan review, conditional use review, rezoning, comprehensive plan amendment, variance and platting fees are eligible for qualified properties on a case-by-case basis.
3. Waiver or reductions of building permitting fees — Building permitting fees are eligible for waiver or reduction.
4. Parking reduction — Provided that parking is placed primarily to the side and rear of the development parcel and that the DRC or FTDRC determines that such reduction will not adversely

affect public safety or create unsafe traffic conditions, a reduction of the normal parking requirements of the ULDR may be allowed but shall not exceed a 20% reduction.

5. Tie-in with Seminole County programs — The City of Casselberry will partner with Seminole County, on a case-by-case basis, to develop an incentive package that takes advantage of the numerous programs offered by the County. As applicable and as any necessary funding is available through the City's redevelopment program, these programs may include: Capital Investment Tax Credit, Economic Development Transportation Fund, Enterprise Bonds, Florida One-Stop Career Centers, Incumbent Worker Training Program, Industrial Revenue Bonds, Permit Streamlining (per §403.973,F.S.), Qualified Target Industry Tax Refund, Quick Response Training Program, Road Fund Information, Small Business Administration Loans, and Workforce Development.
6. Direct Assistance — The City may negotiate additional benefits based on the specific project and the demonstrated project needs. This may take the form of direct out-of-pocket assistance, such as assistance with demolition costs, public utility installation, building reads, land clearing, or other forms of direct cash assistance. However, any such assistance will be based on the availability of revenues generated to support the City's redevelopment program and will be at the sole discretion of the City.

C. Process- In order to apply for new development incentives, a developer shall apply to the CRA on a form provided by the Community Development Department. The applicant will identify the value of the property to be used, the construction value of the project, the type and number of jobs to be created, wages anticipated to be paid by job type, the type and general development plan for the project, the development schedule, the developer's ability to execute the project, profit and loss balance sheets for the prior two years, liabilities and equity, bank references and related pertinent information. After reviewing the application for assistance, the CRA will make a recommendation to the City Commission in regard to the amount and type of assistance that would be applicable for the project. As a general rule, there shall be a return on investment to the City and CRA within five (5) years. The City's analysis will include a statement as to whether the tax increment revenue generated by the project will cover the amount of any incentive award granted to an applicant within a period not to exceed five years from the date of the award and that the City will receive a net positive return on any out-of-pocket investment of at least 50%. Projects eligible for fee reductions under the criteria set forth under "Direct Assistance" must obtain a building permit for the development within two years from the date of site plan approval by the City in order to receive the approved assistance.

C.1.1.4.2 Design Incentives

Projects that comply with the non-mandatory design standards may be entitled to design incentives offered by the City, based upon the analysis of the project's conformance with the non-mandatory design guidelines and other relevant factors (see below). Design incentives will be made available on a 50%-50% matching basis and shall be awarded upon completion of the project (i.e., upon receipt of Certificate of Occupancy). A summary table (C.1) details the design incentives offered by the City.

C.1.1.4.2 Design Incentives

Projects that comply with the non-mandatory design standards may be entitled to design incentives offered by the City, based upon the analysis of the project's conformance with the non-mandatory design guidelines and other relevant factors (see below). Design incentives will be made available on a 50%-50% matching basis and shall be awarded upon completion of the project (i.e., upon receipt of Certificate of Occupancy). A summary table (C.1) details the design incentives offered by the City.

Table C.1 Qualifications for CRD Design Incentives

"Undeveloped" Property	(up to \$10,000)
"Developed" Property	(up to \$5,000)
"Exempt" Property	(up to \$3,000)
• The degree to which the completed redevelopment project complies with the non-mandatory CRD Design Standards.	
• A commitment by the applicant to maintain the project in conformance with the CRD Design Standards.	
• A demonstration of need by the applicant.	
• The size of the project, as indicated below:	
Above 10 acres-	\$10,000 maximum
Above 10 acres-	\$5,000 maximum
Repainting a building to conform to color palette-	\$1,500 maximum
5-10 acres-	\$8,000 maximum
5-10 acres-	\$4,000 maximum
Repairs to the outside of a building to eliminate rotten wood, deteriorated fascia, broken windows and doors, or other similar items-	\$500 maximum
3-5 acres-	\$6,000 maximum
3-5 acres-	\$3,000 maximum
Structural repairs-	\$1,000 maximum
Less than 3 acres-	\$4,000 maximum
Less than 3 acres-	\$2,000 maximum

Maintenance incentives shall be limited to one award per property for the same owner.

Depending upon the availability of funding for the program, the CRA may, upon request of the applicant, consider development incentives as follows:

- A. For "undeveloped" property (per Section C.1.1.1) — up to \$10,000 in cash incentives. This award shall be awarded by the City at its sole discretion and shall be based upon the following:
 1. The degree to which the completed redevelopment project complies with the non-mandatory CRD Design Standards.
 2. A demonstration of need by the applicant.
 3. A commitment by the applicant to maintain the project in conformance with the CRD Design Standards.
 4. The size of the project—
 - a. Above 10 acres — \$10,000 maximum
 - b. 5-10 acres — \$8,000 maximum
 - c. 3-5 acres — \$6,000 maximum
 - d. Less than 3 acres — \$4,000 maximum



Fig. 1.39 CRD map with land uses.

- B. For “developed” property (per section C. 1.1.2) — up to \$5,000 in cash incentives. This award shall be awarded by the City at its sole discretion and shall be based upon the following:
1. The degree to which the completed redevelopment project and the remaining portion of the property will comply with the non-mandatory CRD Design Standards.
 2. A demonstration of need by the applicant.
 3. A commitment by the applicant to maintain the funded portion of the project in conformance with the CRD Standards.
 4. The size of the project—
 - a. Above 10 acres — \$5,000 maximum
 - b. 5-10 acres — \$4,000 maximum
 - c. 3-5 acres — \$3,000 maximum
 - d. Less than 3 acres — \$2,000 maximum
- C. For “exempt” property (per section C.1.1.3) — up to \$3,000 in cash incentives. This award shall be awarded by the City at its sole discretion and shall be based upon the following:
1. The degree to which the exempt project voluntarily complies with the mandatory and non-mandatory CRD Design Standards.
 2. A demonstration of need by the applicant.
 3. A commitment by the applicant to maintain the funded portion of the project in conformance with the CRD Standards. CRA Urban Design Standards.
 4. The size and scope of the project—
 - a. Repainting a building to conform to CRD color palette— \$1,500 maximum
 - b. Repairs to the outside of a building to eliminate rotten wood, deteriorated fascia, broken windows and doors, or other similar minor maintenance items— \$500 maximum
 - c. Structural repairs—\$1,000 maximum
 5. Maintenance incentives shall be limited to one award per property for the same owner.

Design Incentive Program

City staff members shall prepare design incentive forms, including, but not limited to: a promotional brochure for mass distribution, application form, evaluation form, funding agreement, notice to proceed, and any other forms that would be required for an applicant to seek financial assistance. Upon a review and recommendation for approval from the City Attorney, these forms shall be reviewed and approved by the CRA. The CRA shall direct City staff to revise the forms as needed and the City Attorney shall review these revisions accordingly. These forms shall be used by City staff and the CRA in the review, analysis, evaluation and awarding of incentive funding to qualified applicants.

C.1.1.5 Mandatory and Non-Mandatory Design Standards

Two types of design standards shall apply to every project within the CRD: mandatory and non-mandatory. Mandatory design standards are the minimum elements with which projects must comply, subject to the applicability hierarchy established in C.1.1. The remaining design standards in each sub-area are non-mandatory. Non-mandatory design standards serve two purposes. First, they serve as a guide to the expression of architectural and site design that is considered ideal for the Casselberry Community Redevelopment District. Because the ideal form may be

prohibitively costly or otherwise impractical to achieve for every project, these standards are therefore non-mandatory. Second, the non-mandatory guidelines may serve as a measure of the commitment of a given project to achieving maximum conformance with the ideal design goals of the CRD. Projects for which extra attention to the City's design goals is achieved may then qualify for additional incentives. Table C.2 details the Design Standards for each sub-area type.

Franchise logos and corporate colors are exempt from the requirements of the Benjamin Moore Historical Palette. These logos and colors are permitted, but shall be calculated as part of the overall signage allowed for a site or individual business. The intent is to maintain adherence with the color palette and at the same time allow for businesses to display their corporate colors and logos. This would achieve a balance between business needs and CRD requirements. City staff members shall review all signage permits, using the design standards as a guideline for signage located in the CRD. Any signage permit application that does not adhere to the design standards would be denied by staff and the applicant would then be provided the option of a review by the CRA. Drawings submitted with the sign permit application should detail the colors to be used as well as the overall dimensions of the lettering, logos and any other colors (i.e., stripes or patterns) for the calculation of signage copy area. Odd-shaped or combinations of upper and lower case lettering shall be calculated by multiplying the highest and widest measurements to achieve the square footage. See the following diagram for examples.

Signage Square Footage Calculation Diagram

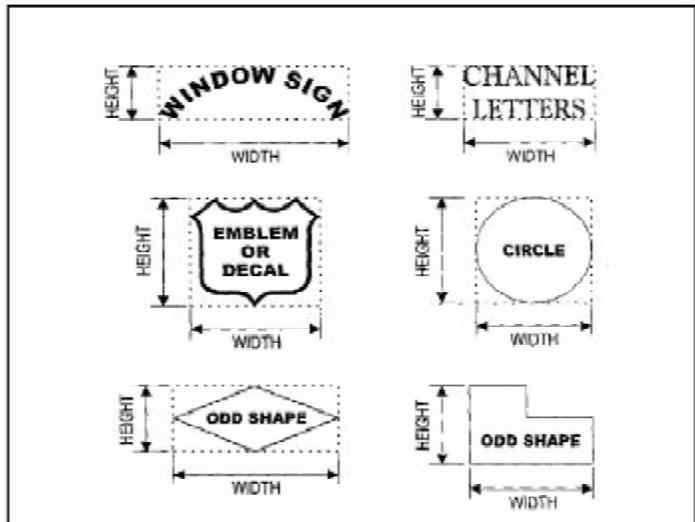


Table C.1 Qualifications for CRD Design Incentives

"Undeveloped" Property (up to \$10,000)	"Developed" Property (up to \$5,000)	"Exempt" Property (up to \$3,000)
<ul style="list-style-type: none"> The degree to which the completed redevelopment project complies with the non-mandatory CRD Design Standards. A commitment by the applicant to maintain the project in conformance with the CRD Design Standards. A demonstration of need by the applicant. The size of the project, as indicated below: 		
Above 10 acres- \$10,000 maximum	Above 10 acres- \$5,000 maximum	Repairing a building to conform to color palette- \$1,500 maximum
5-10 acres- \$8,000 maximum	5-10 acres- \$4,000 maximum	Repairs to the outside of a building to eliminate rotten wood, deteriorated fascia, broken windows and doors, or other similar items- \$600 maximum
3-6 acres- \$6,000 maximum	3-6 acres- \$3,000 maximum	Structural repairs- \$1,000 maximum
Less than 3 acres- \$4,000 maximum	Less than 3 acres- \$2,000 maximum	Maintenance incentives shall be limited to one award per property for the same owner.

Table C.2 CRD Mandatory Design Standards by Sub-Area Type

Commercial and Office	Large Format Retail	Town Center	Industrial	Residential
<i>Includes all commercial retail and professional office uses within the CRD, except large format retail uses and the town center (see Section C.2).</i>	<i>All commercial retail uses with 20,000 square feet of building area or greater devoted to one tenant/user within the CRD (see Section C.3).</i>	<i>The core of Casselberry and consists of a mixed use, pedestrian-scale development area designated as "Town Center" by the adopted CRD Master Plan within the CRD (see Section C.4).</i>	<i>Includes all land within the CRD devoted to manufacturing, industry and wholesale distribution (see Section C.5).</i>	<i>Includes all land used primarily for dwelling purposes, in both single family and multiple family configurations (see Section C.6).</i>
<p>The use of monument signs for any ground signage. Conformance with Land Use Overlay (Table C.3) Conformance with CRD color palette (Benjamin Moore Historical Color Collection HC 1-174) Conformance with basic elements of "Florida Contemporary" design, including, at a minimum, the following:</p>				
<p>Primary facades, elevations and entrances shall be oriented towards the principal street. All roof-mounted or ground-level mechanical equipment and utility service connections shall be completely screened from public view. Multiple storefronts, accessory structures and outparcel buildings shall be consistent in design, materials and colors as the primary structure. Inclusion of an 18-foot wide "Pedestrian Zone" shall be integrated into the building design and at least 70% of the building facade constructed to the edge of the "Pedestrian Zone". The use of wall plane projections or offsets shall be at least 10 feet deep and extend at least 50 feet. Not more than 10 feet of vertical design without use of an architectural interruption. No uninterrupted facades of more than 75 linear feet.</p>	<p>All roof-mounted or ground-level mechanical equipment and utility service connections shall be completely screened from public view. The visual and noise impacts of loading docks, truck parking, storage areas, trash dumpsters/compactors, seasonal inventory storage and all other service and utility functions shall be permanently and fully contained and out of public view by the overall design of the building, walls, fences and landscaping. Facades shall be articulated to prevent a massive, monolithic, "box-like" appearance. The use of stone (including shell-stone, limestone, fieldstone and manufactured, pre-cast stone) shall be utilized for at least 10% of all primary building facades. Not more than 10 feet of vertical design without use of an architectural interruption. No uninterrupted facades of more than 75 linear feet.</p>	<p>Primary facades, elevations and entrances shall be oriented towards the principal street. All roof-mounted or ground-level mechanical equipment and utility service connections shall be completely screened from public view. Distinguishing architectural features between street level and upper stories. Four-sided architecture is required, except where buildings are close enough to adjacent buildings such that the sides are not visible to the public. Interruption of horizontal walls by vertical piers at minimum 50-foot intervals. Inclusion of an 18-foot wide "Pedestrian Zone" shall be integrated into the building design and at least 70% of the building facade constructed to the edge of the "Pedestrian Zone". Windows shall be included on all exposed building walls. The use of brick, stone, wood and glass to provide architectural details. No vinyl siding, sheet metal or plastic panels shall be used for primary building facades. Drive-through windows shall be located at the rear of the building or at the sides in alleys.</p>	<p>Primary facades, elevations and entrances shall be oriented towards the principal street, not the interior of the site. Storage areas shall be contained within walls or fences such that they cannot be viewed from the adjacent public right of way. Facades shall be articulated with moulding, colored trim and overhangs to prevent a massive, monolithic, "box-like" appearance. Accessory structures and outparcel buildings shall be consistent in design, materials and colors as the primary structure. Accessory uses such as air/vac/water stations, telephones, etc, shall be placed behind the front building line of the site.</p>	<p>For residential new construction, parking, including carports and garages shall be located behind the front building line. Where practical, rear alleys shall be provided for access to parking. All parking shall be on paved or stabilized surfaces.</p>

Table C.3 Community Redevelopment District Uses

Allowed Uses

Administrative services (public and not-for-profit)
Amusement – (enclosed)
Business and professional offices including banks and financial institutions
Educational facilities (Adult and technical)
General retail and services
Parking lots and facilities
Personal services
Places of worship
Restaurants (except drive-ins)

Conditional Uses Requiring Special Review

Amusement – (unenclosed)
Bakeries - wholesale
Clubs and lodges (public and not-for-profit)
Communication tower
Community centers (public and not-for-profit)
Cultural or civic activities
Day care facilities
Educational Institutions (Elementary/secondary)
Funeral homes
Hospitals/extensive care
Hotels/motels (interior access)
Nursing homes (rest homes and convalescent homes)
Parks and recreation, active
Parks and recreation, passive
Piers, boat slips and docks (non-commercial)
Protective services
Public and private utilities
Restaurants including drive-ins and fast food
Television and radio broadcasting (studios only)
Trades and skilled services without outside storage
Veterinary medical services, without outside kennels

Prohibited Uses

Bars and lounges
Boat sales
Check cashing/payday loans/money transmitters, stand-alone
Hotels/motels (exterior access)
Junk yards
Massage parlors
Package liquor, stand-alone
Pawn shops
Self-storage, limited access
Service stations/fuel dispensing
Tattoo parlors
Vehicular maintenance and light mechanical repair (except in conjunction with existing service stations)
Vehicular sales/service/leasing

NON-MANDATORY CRD DESIGN STANDARDS

C.2 COMMERCIAL AND OFFICE SUB-AREAS

C.2.1 Site Design for Commercial & Office Sub-Areas

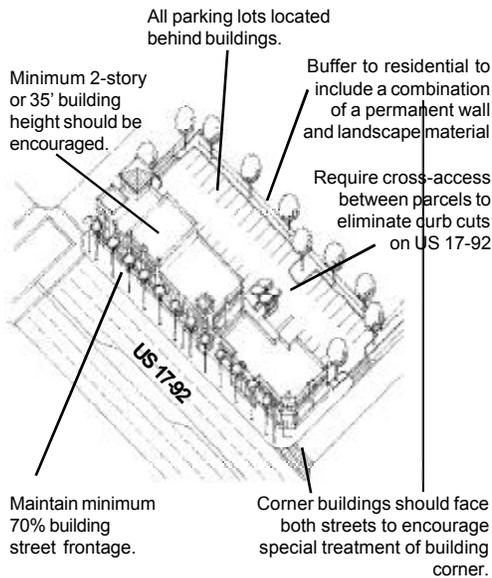


Fig. 1.40 Building placement, setbacks and spacing.



Fig. 1.41 Proposed buildings to address street frontage.

A. Building Location

1. Building Placement

- a. Buildings shall be located forward on the site, toward the street and sidewalk, with the primary parking areas located to the rear of the site.
- b. No more than two rows of parking should be placed in the front yard area between the public roadway and building facade. Parking to the side of buildings shall be limited to no more than one row.
- c. New structures shall generally be built to the same front and side setbacks as other neighboring buildings.
- d. For new development, the spacing between existing buildings shall be minimized.

2. Building Orientation

- a. Facades, elevations, and entrances shall be oriented towards the street to maximize visual appearance and pedestrian access.
- b. The principal facade, meaning the side of the building with the greatest architectural articulation, shall contain the main entrance of the building and shall address the street rather than the parking lot.
- c. The orientation of new structures shall be towards the adjacent public street. Buildings on sites that adjoin two or more streets shall address all adjacent streets with appropriate architectural design. The primary entrance or principal facade shall be located along the street with the highest traffic volumes.
- d. Accessory uses such as water stations, air-hoses, telephones, car washes, ATMs, and other accessory uses shall be placed behind the front building line of the site. Exterior lighting consistent with the standards shall be provided to illuminate public use areas.

B. Major Site Features and Components

1. Vehicular, Pedestrian and Bicycle Elements

a. Driveway and Parking Lot Design

1. The number and of driveway cuts shall be minimized to promote continuous streetscape design and traffic safety.
2. Wherever feasible, shared driveways and parking areas shall be required elements of site design. At a minimum, adjacent sites must have interconnected parking lots (cross easement access is encouraged).
3. Parking or loading areas for new construction shall be obscured from public view, either with the building structure itself, or landscaping and screening.



Fig. 1.42 Parking at rear of buildings.



Fig. 1.43 Examples of bicycle parking.



Fig. 1.44 Parking garage with “Linear/Wrap-around” development.

4. Parking spaces or loading areas shall not be placed abutting the primary (front, public-street facing) facade of buildings.
5. Parking lots shall be placed to the side or rear of the building, with a maximum of one two-sided row of parking permitted in the front yard area.

b. Circulation and Storage of Vehicles

1. Bicycle Parking

- a. For parking areas of 6 spaces or more, bicycle parking shall be provided at 5 percent of the amount of required automobile parking spaces. Bicycle parking may be used to reduce the amount of vehicular parking spaces otherwise required.
- b. Bicycle parking equipment shall be compatible in color and style with the color and style of the principal building on the site.
- c. Bicycle parking shall be placed in a location that is convenient, accessible, sheltered and well lit. Safe access to and from bikeways (or, where none exists, the right-of-way) is required.
- d. Bicycle parking shall be in plain view of the main entry of the principal building on the site. If site constraints require that bicycle parking is placed elsewhere, signs shall direct bicyclists to the parking area.
- e. Bicycle parking shall be placed such that it does not interfere with on-site pedestrian and vehicular traffic.

2. Parking Structures

- a. The use of parking structures is encouraged to reduce the amount of surface parking.
- b. Parking structures must be designed such that parked automobiles are screened from view from public roads by buildings, landscaping, walls, or other attractive physical elements.
- c. Parking structures shall be compatible in appearance with other structures on site and may be integrated into commercial or office buildings.
- d. Parking structures shall be set back a minimum of 50 feet from the property lines of all adjacent streets to reserve room for “Linear/Wrap-around” buildings between parking structures and the lot frontage.
- e. The design of parking structures must



Fig. 1.45 Sidewalks along streets set back from street curb.



Fig. 1.46 Sidewalk through parking areas to allow pedestrian access.



Fig. 1.47 Example of pedestrian plaza.

adhere to the same standards that are recommended for other privately-owned buildings and parking lots as applicable and outlined in these standards.

c. **Sidewalks, Walkways and Plazas**

1. **Sidewalks and Walkways**

- a. Walkways connecting the public sidewalk, building entrances, and parking areas are required and shall be four to eight feet in width.
- b. Site design shall buffer pedestrians from exterior roadways and internal traffic.
- c. A combination of modular paving and concrete shall be used in pedestrian areas. Gravel or other aggregate materials (e.g., sand or crushed stone) is prohibited.

2. **Parking Lot Sidewalks and Walkways**

- a. All interior vehicular surface areas between parking and building entrances must provide designated pedestrian walkways across them. Where walkways cross travel lanes in parking lots, they shall be clearly designated through the use of special paving or pavement marking to emphasize the need for driver caution.
- b. Sidewalk paving patterns shall be continued across driveways that cross the sidewalk in order to emphasize the need for driver caution.
- c. Pedestrian walkways through parking lots shall be separated from vehicle lanes with curbing, landscape strips, decorative walls, or similar means.
- d. Walkways and parking areas shall not be connected such that there is uninterrupted pavement between buildings and roadways. Walkways and parking areas should be separated by landscaping or other architectural treatments to prevent this condition.

3. **Pedestrian Plazas**

- a. Landscaping and special paving shall be used to avoid large, uninterrupted expanses of unimproved concrete in commercial or office plazas. Paving materials shall be compatible with those prescribed for public spaces.
- b. Plazas shall provide areas for people to gather informally. At a minimum, seating, lighting, landscaping, and trash receptacles shall be provided. Public art, fountains, or similar treatments are required in these spaces.



Fig. 1.48 Retention pond example.



Fig. 1.49 Interior landscaping at parking lots.



Fig. 1.50 Screen walls are trellis at dumpster locations.

- c. All street furniture shall be compatible with the color, materials and design of the building on site or must be compatible with the standards for amenities in public areas, especially if the plaza abuts or opens onto the public right-of-way.

d. **Site Furnishings**

1. Site furnishings shall be compatible in style and color with the main building.
2. Site furnishings appropriate to commercial and office uses may include benches, trash receptacles, water fountains, planters, bollards, bicycle racks, newspaper kiosks, bulletin boards, tables and chairs, or information kiosks. These amenities are especially suited to pedestrian plazas or courtyards.
3. Use of a single newspaper kiosk that accommodates several publications is required, as opposed to multiple newspaper kiosks of various colors and designs. Newspaper kiosks must be maintained in good condition and placed away from the primary facade of the building or housed in a structure that is consistent with the architecture of the main building.
4. All site furnishings shall be placed such that they do not interfere with pedestrian or vehicle traffic.
5. Site furnishings shall not be placed in parking areas unless they are situated in a landscaped area.

2. **Landscaping and Irrigation**

- a. Plantings shall be arranged in organic or curvilinear arrangements wherever possible.
- b. Landscaping shall be used to enhance entrance drives, parking areas and pedestrian-oriented spaces, such as plazas.
- c. Landscaping shall be used to break up and provide variation along building facades at the pedestrian level.
- d. Landscaping shall be used to accentuate the building's primary entrance. Hanging plants, potted plants and wall planters can be used if a landscaped strip is not feasible.
- e. Landscaping, in conjunction with fences and walls, shall be used to screen undesirable public views, such as loading docks, maintenance areas or storage yards.
- f. Retention and detention ponds shall be designed as attractive water features. They shall be developed by incorporating landscape plantings, fountains, fences or public art. Retention ponds shall be designed with natural contours and interesting shapes rather than constructed as the typical rectangular shape.

3. **Fences, Walls and Screening**

- a. Fences across the front of properties shall not be more



Fig. 1.51 Site furniture shall be compatible with the architecture.

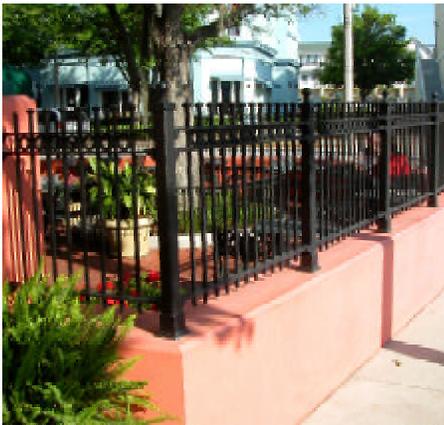


Fig. 1.52 Example of low screen wall and metal fencing.

than 60% opaque. Walls in front of buildings shall not be greater than 3 feet in height. The street frontage of all buildings shall be visible from the right-of-way. Opaque fences or walls may be used along side or rear yards as long as they are not visible from the primary roadways.

- b. Fence colors and materials shall be appropriate and compatible with the materials and colors of the principal building on site. Brick, stucco, metal and stone are the preferred materials. All fences and walls shall be compatible with the CRD color scheme.
- c. Barbed wire and chain link fencing is prohibited. Concrete block is prohibited unless it has an exterior coating, such as stucco, that hides the seams in the blocks (not painted black).
- d. Fencing around stormwater retention ponds shall be in accordance with the ULDR. The use of more decorative fencing materials would be subject to review for eligibility of design incentives.

4. Signage

- a. Handwritten signage is prohibited in the Commercial and Office Sub-Area, as are window placard signs and message boards.
- b. Placard signs are defined as follows: A sign that is usually placed in the window of a business or elsewhere as a snipe or directional sign. These signs are temporary in nature and often handwritten, but can also be mass produced by a sign contractor or printer on any material whatsoever and attached in any way to any surface. These signs are prohibited in all areas of the CRD.
- c. "Message boards" and "Handwritten signs" are defined in the Town Center Sub-Area of these standards.
- d. Signage shall be integrated into the building facade.
- e. Franchise logos shall be considered signage and will be added to total sign copy area calculations.

5. Specialty Uses and Accessory Structures

- a. **Specialized Vehicle Use Areas**
 - 1. Specialized vehicle use areas such as stacking lanes, service stations, automobile retail sales or display areas, storage areas, trucking terminals, loading areas, bays or other similar uses shall be landscaped and buffered as per the ULDR such as to minimize their visibility from all roadways.
 - 2. Vehicles shall be parked in designated parking spaces screened from primary public view behind buildings or screening.
 - 3. Parked commercial vehicles shall not be parked anywhere in front of the primary facade so as to be visible from public streets or used as additional signage on the site.
- b. **Outdoor Storage and Display**
 - 1. All outdoor storage areas, mechanical service equipment and dumpsters shall be enclosed from view by a wall composed of materials and

colors used on the principal building.

C.2.2 Building Design for Commercial & Office Sub-Areas

All buildings within the CRD shall be designed in a “Florida Contemporary” design theme.



Fig. 1.53 Building materials shall be compatible with “Florida Contemporary” architecture.



Fig. 1.54 Example of metal roof.

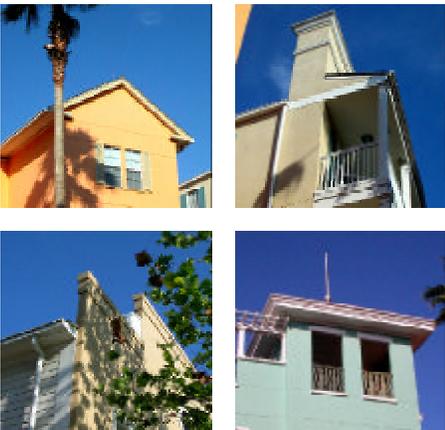


Fig. 1.55 Typical building details.

A. Architectural Elements

1. Building Materials

- a. Building materials shall be compatible with those established herein as “Florida Contemporary” materials.
- b. The materials used to construct storefronts, window frames and doorframes shall be consistent throughout the building.
- c. All facades of a building shall be constructed of the same materials, colors, windows and doors.

2. Exterior Colors

- a. Buildings shall be of more than one color. One color shall be used as a base color with up to two additional colors used for accent or trim. Each color shall be represented in the required color palette.
- b. Neon, metallic, bright or and florescent colors are prohibited

All building colors shall be the same as, or substantially similar to, the color palette defined as the Benjamin Moore Historical Color Collection. Striped painting, whether vertical, horizontal or diagonal, is prohibited.

- d. Refer to the appendices for the color palette [Sec. A.5—Color Palette].

3. Architectural Details

- a. Building articulations, such as moulding, colored trim and overhangs, shall be provided for all buildings to reduce the “big box” appearance.
- b. Architectural building designs shall reduce the mass and scale, and uniform monolithic appearance of large unadorned walls and provide visual interest that will be consistent with the community’s identity and character through the use of detail.
- c. Buildings shall have architectural features and patterns that provide visual interest from the perspective of the pedestrian.
- d. Buildings shall be designed to emphasize the architectural appeal at eye level.
- e. Completely or mostly blank facades facing public streets or other public spaces are prohibited.
- f. Buildings located in shopping center outparcels shall be provided with architectural detail on all facades because each facade will be visible to the public.
- g. When a single building has multiple storefronts and/or outparcels, the design and construction on all fronts shall be consistent in the use of compatible materials and colors.
- h. Corner lots at an intersection of two or more arterial or collector roads shall be designed with additional archi-

tectural embellishments to emphasize their location as gateways to the central city district and transitional points within the community. Towers, arches and porticos are examples of embellishments that may be appropriate.



Fig. 1.56 Examples of building doors, windows and storefronts.



Fig. 1.57 Awnings, canopies and arcades.

B. Facades and Entrances

1. Doors, Windows and Storefronts

- a. The primary building facade (i.e., cornice) shall be more pronounced than other building facades.
- b. Identify appropriate customer entrances by using: benches or other seating opportunities, decorative planters or wing walls which incorporate landscape areas, or structural or vegetative shading.
- c. Each building's primary entrance shall be located along the primary facade of the building and shall connect to a sidewalk.
- d. Doors shall be located in a covered area.
- e. Primary entrances shall be visible from the primary street.
- f. Sliding glass doors along the primary facade or other sides visible from public areas are prohibited.
- g. Solid doors without any architectural articulations are prohibited.
- h. Windows on the sides of the building shall be provided in order to improve appearance and increase visibility for added security.
- i. Large display windows shall only be used for commercial storefronts.
- j. Opaque window materials that hide the interiors of buildings are prohibited. Transparent windows filled with merchandise are acceptable.

2. Roof Appearance

- a. Flat or pitched roofs that comply with architectural design standards herein are allowed.
- b. No materials or equipment shall be stored in the open on roof tops. Parapets or similar architectural screening devices must be used to screen roof-top equipment.

3. Awnings, Canopies and Arcades

- a. Canvas covered, metal frame awnings across the facade of buildings as primary features along the primary facade are prohibited. Awnings as door and window treatments are allowed.
- b. Awnings and canopies shall be used for the purposes of signage only if the design is specifically approved by the Community Redevelopment Agency.
- c. Porticos or arcades appropriate to the mass and style of the building are acceptable.
- d. All awnings, canopies, arcades or porticos shall be of a color presented in the color palette.
- e. Gas pump area canopies shall use the same construction material as the primary building.
- f. Franchise logos that meet ULDR signage requirements are allowed on awnings, canopies or arcades.



Fig. 1.58 Sign examples.

C.3 LARGE FORMAT RETAIL: DESIGN REQUIREMENTS

C.3.1 Site Design for Large Format Retail

Large format retail uses are those that consist of 20,000 square feet of building area or more and are devoted to one tenant/user within the CRD.

A. Major Site Features and Components

1. Vehicular, Pedestrian and Bicycle Elements

a. Parking Lot Orientation and Design

Parking areas shall provide safe, convenient, and efficient access. The following items should be integrated into parking lot design:

1. Buildings should be located closer to streets to minimize the scale of the overall development. This reduces the “sea” of parking effect (looking across a vast expanse of parking to the building).
2. No more than 50 percent of the required off-street parking spaces for the store should be located between the main building façade and the abutting street(s).
3. Buffers shall be at least 20 feet wide around the periphery of the site, and at least ten feet in width around the perimeter of the building.
4. Pedestrian traffic shall be handled appropriately through the site, minimizing conflict points between auto and pedestrian traffic by adequate design and demarcation of pedestrian walkways from parking or driveway areas. Brick pavers should be utilized to emphasize the separation of vehicle and pedestrian traffic. Sidewalks shall be integrated into the design of the parking lot.
5. Parking lot layout shall be designed to meet ULDR requirements and connections to built or planned sidewalks and bike paths shall be installed where practical. The main drive aisle parallel with the front building facade should be designed as a street and not as a parking access aisle.
6. At least one bicycle rack for a minimum of 10 bicycles should be located within 50 feet of a customer store entrance.
8. Water features, fountains and/or public plazas of at least five percent of the gross paved and building surface area shall be required. These features may be incorporated into the retention plan for the site. The applicant has the option of converting this five percent into additional green space.
10. Cart corrals should be constructed of concrete curbing, with landscaping on three sides, and exhibit no corporate signage. (Cart corrals are small areas of a parking lot that are designated for the temporary storage of carts generally associated with a nearby retail use.) Stor-



Fig. 1.59 Example of a large format retail development.



Fig. 1.60 Parking buffer at roadway

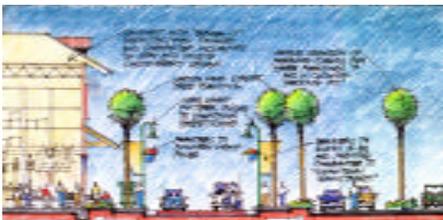


Fig. 1.61 The front drive aisle in large format retail shall have a "streetscape" appearance.

age of carts at exterior locations is not allowed overnight.

11. Outdoor displays of any type are not permitted.
12. The CRA shall have discretion over up to 10% of the required number of parking spaces for a site when green space, landscaping, water features, etc. are offered as an alternative.

b. Interior Circulation and Storage of Vehicles

1. Automobile traffic is a major concern of large format retail uses. Site access, left-turn vehicle stacking, right-of-way dedication, off-site improvements, circulation, and pedestrian protection shall be appropriately and comprehensively addressed and/or provided as part of the conditional use application and consideration. The applicant should provide "nodes of shopping" to make multiple transactions possible with one trip. (A "node of shopping" is an area or development that serves multiple, separate functions for consumers with one vehicle trip.)

2. Specialty Uses and Accessory Structures

Loading areas and outdoor storage areas of large format retailers exert visual and noise impacts on surrounding areas. All of these areas should be completely screened or enclosed. Standards for these areas are summarized in the following:

- a. Storage, sales, truck parking, trash collection/compaction, loading, or other such uses must be fully screened.
- b. Storage, sales, trash collection/compaction, loading or other such uses should be located at least 35 feet from a public street, public sidewalk, or internal pedestrian way, public or private.
- c. Loading docks, truck parking, storage, utility meters, HVAC equipment, trash collection/compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping. The visual and noise impacts of these functions should be fully contained/enclosed and out of view from adjacent properties and public/private streets. Attention should not be attracted to these functions by the use of screening or building materials different from or inferior to the principal materials of the building and landscape.
- d. All areas for the storage and sale of seasonal inventory should be permanently defined and screened with walls and/or fences. Screening walls shall repeat the materials, colors, and design of the predominant materials and colors on the building. Chain-link, tubular steel, vinyl/aluminum slats, barbed-wire, and similar fencing types are not permitted.
- e. No delivery, loading, trash removal, or other such operations should be permitted between the hours of 9:00 p.m. and 7:00 a.m. when any part of the site is within 500 feet of residential uses or zones. Trash collection containers shall have top enclosures. Violations of these policies shall be pursued by the Casselberry Police Department and the Code Enforcement Officer.

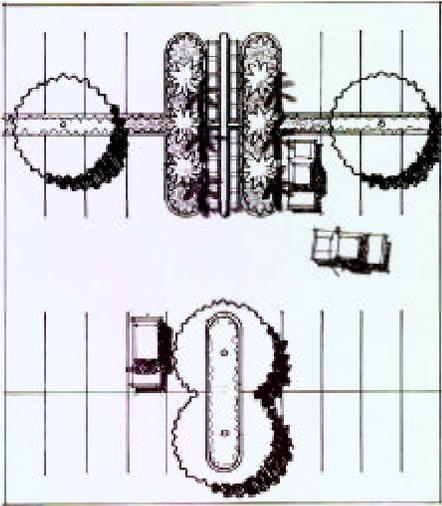


Fig. 1.62 Landscaping at cart corrals



Fig. 1.63 Main building entrance shall be emphasized.



Fig. 1.64 Articulated building facades on 3 sides.

- f. Outdoor speakers are not permitted.

C.3.2 Building Design for Large Format Retail

A. Architectural Elements

1. Design Intent

Facades shall be articulated to reduce the massive scale and the uniform, disengaging appearances of large format retail buildings, and to provide visual interest that will be consistent with the community's identity, character, and scale. "Big box" designs are not permitted. Composite shapes should be utilized in the site layout of these large structures. The intent is to encourage developments to incorporate high quality materials and a pedestrian-friendly scale so as to contribute to and identify a sense of community as articulated in the adopted CRA Master Plan. The following standards should be applied to accomplish these goals:

- a. No uninterrupted length of any facade should exceed 75 horizontal feet, and wall plane projections or offsets should have a depth of at least 10 feet and should extend at least 50 feet of the length of the facade.
- b. No segment of wall should exceed 10 vertical feet without interruption by an architectural feature such as a change in color, texture, material, design, etc.
- c. Ground floor facades that face public streets or parking areas should have awnings, verandas, entry areas, or other such features along no less than 60 percent of their horizontal length.
- d. Building height as defined by Code should not exceed 35 feet. Each development application should be evaluated with the scale, massing, and location of the project in mind. Two-story buildings that provide substantially more green space on a site are generally preferred over single-story buildings with more lot coverage.

2. Building Materials and Colors

Building materials shall be of high quality, it is the applicant's responsibility to demonstrate that materials, systems, and their supporting connections, enclosures, joints, joint materials, ability to expand and contract, ability to maintain color and finish, long-term durability and maintenance meet or exceed acceptable industry standards as accepted by the CRA. The applicant shall provide all appropriate data, samples, and warranty information. The CRA may consider new products, systems, and technologies, but shall retain discretion over their use.

- a. Concrete masonry units with stucco (C.B.S.) and reinforced concrete with stucco are the preferred finish materials.
- b. The use of stone (including shell-stone, limestone and manufactured pre-cast shell stone) is significant in the development's community-wide acceptability and contextual appearance. Therefore, stone materials shall be utilized on every building facade. A minimum of 10 percent of every building façade (excluding glazing) shall be stone.



Fig. 1.65 Large format retail with aesthetic character.



Fig. 1.66 Architectural detailing is required.

- This required percentage may be increased by the CRA if the development location warrants it.
- c. The following materials are not acceptable:
 1. Standard concrete masonry units, such as concrete block, painted or unpainted, textured or un-textured
 2. Pre-engineered building systems and panels
 3. Vinyl or aluminum siding
 4. Wood siding and trim (other than cedar or “Hardie Plank” siding).
 - d. Tinting of glazing and the percentage of facade area devoted to glazing are both subject to review and approval by the CRA. Window signage is not permitted.
 - e. Building materials and colors contribute to the visual impact of a building. Therefore, they shall be aesthetically pleasing and compatible with materials and colors used throughout the community to promote the “Florida Contemporary” building style. These shall be subdued low-chroma earth tone colors, including gray, buff, beige, taupe, brown, and tan. Soft, muted/pastel colors are also permissible. Corporate identity or logo colors shall not be used in any material colors unless they coincide with accepted colors. Business logo colors may be used sparingly in Signage only.
 - f. Facade and trim colors shall be of low reflectance, subtle, and neutral colors. The use of high intensity colors, metallic colors, black, or fluorescent colors is prohibited. Painted stripes or designs shall be avoided. Exposed neon tubing on the building is prohibited. The use of neon tubing within the building shall not be visible from outside the building.

3. Architectural Detailing

Buildings shall have architectural features, finishes, and patterns that provide visual interest, contribute to a pedestrian scale, reduce massive effects, and recognize local, as well as community-wide character. The elements in the following standard should be integral parts of the building fabric, and not superficially applied trim, graphics, or paint.

- a. Building facades should incorporate a repeating pattern that includes the elements listed below. At least one of these elements should repeat horizontally. The elements are as follows:
 1. Color
 2. Texture
 3. Material
 4. Reveals
 5. Offsets
 6. Columns
 7. Pilasters
- b. Expression of an architectural or structural bay through a change in plane should occur on each building facade. The following are examples of such expressions:
 1. Offsets
 2. Projecting ribs or columns
 3. Recessed arches or other features

B. Facades and Entrances

1. Primary Facades and Entrances

Entryway design elements and variations shall provide orientation, aesthetically pleasing character, and pedestrian scale to

the building. These elements should be architecturally integrated with the building and create the appearance of multiple entrances and storefronts. Each principal building should have at least two clearly defined, highly visible customer entrances featuring an appropriate combination of two or more of the following:

- a. Overhangs
- b. Recesses/projections
- c. Verandas
- d. Arches
- e. Landscaped areas for pedestrian seating
- f. Architectural details such as tile work and moldings that are integrated into the building structure and design
- g. Outdoor patios/public plazas with seating
- h. Peaked roof forms
- i. Canopies (not backlit) or porticos



Fig. 1.67 Varying roof details are required.

2. Side and Rear Facades

- a. No structure is considered as having “front” and “rear” facades. The same degree of finish, including the required percentage of stone, shall be utilized on all sides of the building. All facades shall contribute to the scale and features of the building by featuring similar characteristics as the front facade.
- b. The minimum setback for any building facade should be at least 50 feet from the nearest property line. If the scale, massing, and location of the proposed building warrant it, setbacks may be increased or decreased at the CRA’s discretion. The required building setback may be higher for certain roads. Where a facade faces any adjacent residential use, an earthen berm, no less than six feet in height (or site wall six feet in height) as measured from the finished floor elevation of the store should be provided. This berm should contain, at a minimum, ever-green trees 8-10 feet in height along the length of the property line. Grasses and shrubs may be incorporated with the approval of the Board. Landscaping and mounding shall meet or exceed Code as noted.



Fig. 1.68 Combinations of materials, colors, and textures are required.

C. Other Architectural Features

1. Roofs

Variations in rooflines should be used to reduce the mass and add interest to large buildings. Flat roofs should not be visible, unless verandas, trellises, etc. are utilized. Roof features should complement the character of adjoining neighborhoods and/or developments where applicable. All rooftop mechanical equipment shall be screened from public view. Parapets should feature three-dimensional cornice treatment. Parapet backing, if visible, shall match the materials of the front elevation of the parapet. Roofs should incorporate at least two of the following features:

- a. Overhanging eaves, extending no less than three feet past the supporting walls.
- b. Sloping roofs that do not exceed the average height of the supporting walls, which

- utilize trusses and pillars.
- c. Multiple horizontal roof planes per building elevation.
- d. Incorporate metal or tile roofing to promote the “Florida Contemporary” building style.



Fig. 1.69 Front & side building elevations must match.



Fig. 1.70 Provide screening around all service and storage areas.

C.4 TOWN CENTER

C.4.1 Site Design for Town Center

A. Building Setbacks

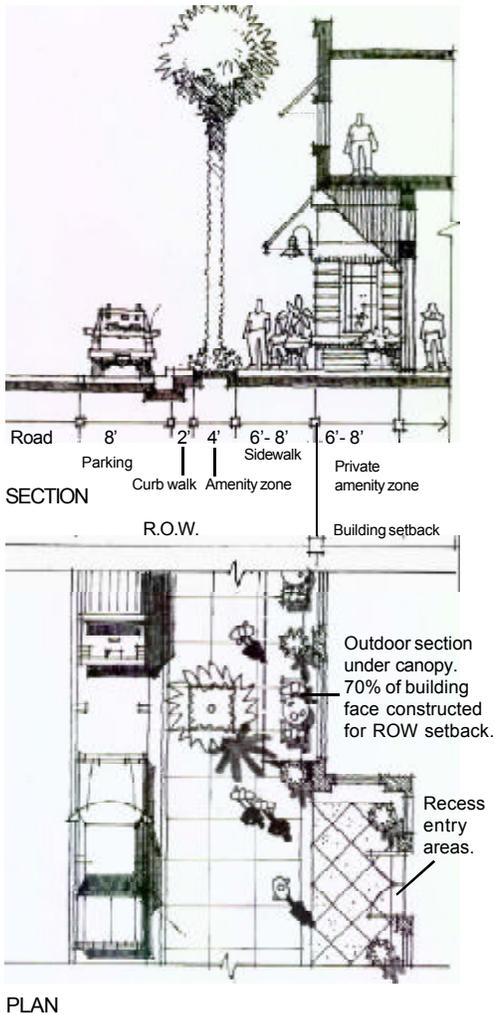
1. Buildings must be built to the sidewalk edge of the pedestrian zone. The building location shall provide a pedestrian zone of 18 feet in width (i.e. 18 foot build-to line). The CRA can approve a pedestrian zone larger than 18 feet to accommodate additional pedestrian-related enhancements to the site and corridor.
2. A minimum of 70 percent of the building face shall be constructed to the edge of the pedestrian zone. Structural areas integrated with the primary structure, such as patio and dining areas, may be considered part of the building face.
3. At corner lots, the buildings shall be built to the edge of the pedestrian zone on both streets. The building’s design, architecture, and massing shall emphasize the importance of the corner and draw attention down both streets. Anchoring corners with building mass in this way is critical to establishing the character and pattern of the block, and to encourage pedestrians to “turn the corner”.
4. Side yard setbacks are zero feet. Coverage of the entire lot width (side property line to side property line) by the building is expected along the pedestrian zone. The entire lot width shall be filled with structure so as to maintain the built edge along the street and pedestrian zone. The only exception is for a pedestrian passageway to the rear of the property. *(Note: a corner lot is considered to have a front setback along each roadway.)*
5. A setback of 30 feet is required from US 17-92 where it serves as a rear lot line or is abutted by parking and/or vehicular use areas.
6. Off-street parking and paved circulation areas are not permitted in front of buildings along the primary street or connecting side streets.

B. Major Site Feature and Components

1. Vehicular, Pedestrian and Bicycle Elements

a. Parking Lot Design and Circulation

1. Off-street parking areas shall be located behind buildings. Rear parking areas shall interconnect. On-street parking is required, except on US 17-92.
2. Parking behind buildings shall be consolidated into shared parking lots where possible. Shared parking and access to parking areas among buildings is encouraged to reduce the overall paved area. Written



PLAN

Fig. 1.71 Pedestrian zone section and plan.

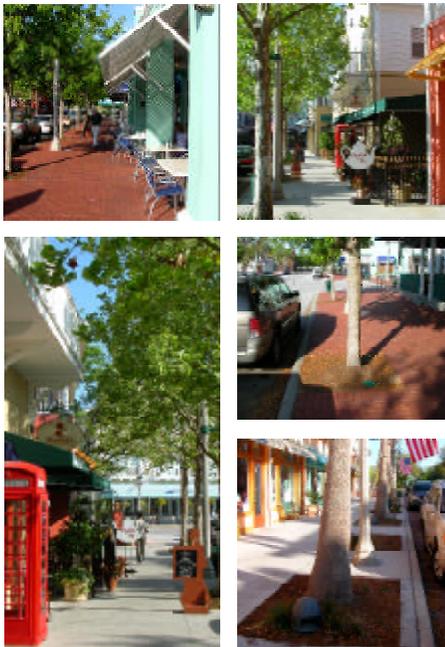


Fig. 1.72 Pedestrian zone examples.

4. shared parking agreements are required.
4. Curb cuts and vehicular crossings of the pedestrian zone shall be minimized.
5. Entrance and exit drives are required to be identified either with on-premises traffic control signs or painted arrows.
6. A servicing plan should be provided with required site plan submittal for a building permit. The servicing plan shall describe the operations of the project concerning deliveries to and from the site, employee parking, access and egress, vehicle and equipment storage, waste storage and removal, and other operational needs during peak times.
7. Parking lots, including drive-throughs and access lanes to drive-throughs, visible from the pedestrian zone shall be screened from public view. Combinations of walls, fencing, and landscaping, shall be utilized. All screening should be consistent with the building materials of the associated structure and in compliance with the ULDR.
8. Non-automotive transportation such as bicycling shall be accommodated. Bicycle parking shall be conveniently located near building entrances or within the amenity zone, as per the ULDR.

b. Pedestrian Zone

In the Town Center Overlay District, the area of emphasis is the space that occurs between the curb and the front of the building. This area is referred to as the “pedestrian zone” and should be energized in a way that attracts people to stroll, shop, live, and work along “main street”.

1. All development parcels will contain a “pedestrian zone” along the primary street. This also applies along all other intersecting roads within the Town Center Overlay District (but does not apply to frontage along US 17-92). The pedestrian zone is located between the edge of the street curb and the facade of the building. For new buildings and infill structures this distance shall be at least eighteen feet (18').
2. This zone shall be designed for the pedestrian and shall be well landscaped/hardscaped. The pedestrian zone should be designed to energize the streetscape and storefronts of the Town Center and enhance the character of the CRD community.
3. The pedestrian zone shall be predominantly hardscape (brick, concrete pavers and concrete), including:
 - a. The *curbwalk* is hard surface adjacent to and behind the primary street curb that allows people to step out of cars that are parallel-parked on the street. The curbwalk shall be 24 inches wide.
 - b. The *public amenity zone* is the area that contains such items as street trees, tree



Undesirable pedestrian zone.



Desirable pedestrian zone.

Fig. 1.73



Fig. 1.74 Outdoor displays and dining are permitted on the Town Center "Main Street" only.

grates, tree lawns, raised planters, walks, decorative street lights, signs, benches, utility boxes, trash receptacles, bus shelters, and other streetscape amenities. This area is the obstructed part of the sidewalk. The amenity zone lies between the sidewalk and the curbwalk and is typically four feet in width.

- c. The *sidewalk* component of the pedestrian zone is the area that serves to convey pedestrians along the street corridor. The preferred minimum width of sidewalk kept clear of obstructions is eight feet, though six feet is permissible if necessary due to land constraints. Sidewalks should be composed of poured concrete with approved scoring, but may include pavers installed on a concrete base in approved patterns.
 - d. The remaining portion of the pedestrian zone is the *private amenity zone* located adjacent to the building facade. This area connects the sidewalk with the storefronts and building and provides space for wider sidewalks, planting strips, outdoor seating, outdoor display, etc. The private amenity zone is typically six feet wide, but can be larger (see below). This area should lie outside of the public right-of-way.
 - e. By increasing the building setback, the pedestrian zone can be made larger than the typical eighteen feet, thereby increasing the size of the private amenity zone. The additional space must be used to create activated and enhanced spaces (ex. outdoor dining area). This requires CRA approval.
4. Areas that create animated and attractive spaces are encouraged in the pedestrian zone. These include outdoor dining, terraced seating, decorative plazas, fountains, pocket parks, public art, additional sidewalk, landscaped strips, and other pedestrian amenities. With city approval, some of these uses may occur within the public right-of-way together with the sidewalk. The CRA may extend the pedestrian zone beyond the typical twenty feet as appropriate for the pedestrian-oriented activity. Where uses are approved within the public right-of-way, liability issues will be addressed through "hold harmless" agreements with the City.
 5. Outdoor displays located along the proposed CRD "Main Street" in the Town Center (see CRD Master Plan) with products of the primary business are permitted within the pedestrian zone provided that they are attractive, clean, safe, appropriate, and enhance the appearance of the



Fig. 1.75 Buildings are required to cover the entire lot width.



Fig. 1.76 Access through or between buildings to rear parking areas is permitted.

streetscape. These displays must be well-maintained, movable, and include no signage readable from the street edge. The intent is to emphasize the decoration and display component, rather than sales, and these areas are not to be used for bulk storage. Examples of encouraged outdoor displays include flowers, plants, art, sculpture, seasonal items, etc. Food and vending machines, mulch sales, etc. are not considered outdoor displays for this purpose. The CRA must approve the overall design of the outdoor displays and display area and may place conditions on the displays, including location, size, time of display, type of display, signage, materials, forbidden types of items, etc. The CRA may review and modify an outdoor display permit at any time during its regular meeting, with advance notice provided to the public and the permit-holder.

6. Parking is not permitted within the pedestrian zone and vehicular crossing areas should be minimized, and eliminated where possible. Any vehicular pavement should be limited to access drives. The ideal condition is a pedestrian zone free of vehicular surfaces with on-street parking available along the primary street and off-street parking and access to the rear of the lot.

2. Landscaping and Irrigation

- a. Street trees are required along all public road frontages within the Town Center Overlay District. Where street trees are missing, dead, or dying, they must be replaced.
- b. Fences and walls are permitted where appropriate within the commercial environment. Appropriate locations for fences and walls include:
 1. Along rear property lines or alleys to separate “main street” uses from the residential districts behind. Walls or fences shall be totally opaque and between four and eight feet in height.
 2. Partially enclosing outdoor areas such as outdoor seating and “pocket parks”. Walls or fences shall be decorative in nature, such as open iron fences, and three to four feet (3-4’) in height.
 3. Screening off-street parking lots. All walls or fence/landscaping shall be 42 inches (3’6”) in height.
- c. Screen all parking areas from view of a public street (except those portions used for entry/exit). This screening shall be an opaque barrier 42 inches (3’6”) in height for any parking visible from a public street (excluding alleys). Masonry walls with stucco finish and stone or brick detailing are preferred, but decorative fencing is acceptable provided it is combined with landscaping that creates a 42-inch tall opaque barrier (at time of installation) and includes one shade tree (2.5”-3” DBH) per fifteen feet of frontage. If the fence/planting option is used, the planting area should be at least four feet wide.



Fig. 1.77 Illustrations of various landscaped buffer and parking areas.



Fig. 1.78 Enclosures at service areas located behind buildings.

- d. If physical separation of the parking areas is requested or necessary, the use of decorative walls, fences, and/or evergreen landscaping is required. Rear parking lots shall be connected and combined, but if physical separation of the parking lots is requested, low walls, decorative fences, or curbed evergreen planting borders shall be used.
- e. Landscaping within pedestrian zones should not resemble parking lots. As an example, flat/barren/empty asphalt or gravel surfaces are not appropriate landscaping within the pedestrian zone.

3. Signage

Effective signs can and shall be creative expressions that add vitality, visual interest, and character to the Town Center Overlay District. Signs are among the most significant character-defining elements of a retail establishment. Store signs shall not dominate or express overt intrusions on the architecture.

- a. The scale and proportions of a sign shall be harmonious with the architecture and fit with the scale of the individual building on which it resides. Signs shall not cover windows, or roof shapes or dominate trim. In addition, the scale of signs in the Town Center shall cater to the pedestrian.
- b. In the Town Center, it is expected that each storefront will have a combination of two of the following as their primary and secondary signs: a wall sign, an awning sign, a projecting sign, or a window sign. The standard primary sign shall be a wall sign (or awning sign) above the storefront and the standard secondary sign shall be a projecting sign for easy view of pedestrians along the sidewalk.
- c. Rooftop-mounted signs and graphics, billboards, and off-premises signs are not permitted.
- d. Freestanding pole signs shall not be permitted in the Town Center along the "main street" and side streets. Monument signs are required as defined in the ULDR.
- e. Wall signs include all signs mounted on and parallel to the building face.
 1. Wall signs shall be the primary business sign.
 2. Only one wall sign shall be permitted per storefront on the primary street.
 3. Wall signs shall be flush mounted to the facade and located in the sign band above the transom, if one exists, or between the transom (or storefront windows) and second floor window sill (or between the transom and eaves on a single story building).
 4. The wall sign shall be incorporated into the architecture of the building and located to indicate building entries without dominating the facade.
 5. In multiple storefront buildings a consistent sign package theme shall be submitted to the CRA for the entire development so that signs of similar size, proportion, and materials are used for each store/building for review and approval by the CRA.
 6. Coordinate colors in continuous sign bands or among

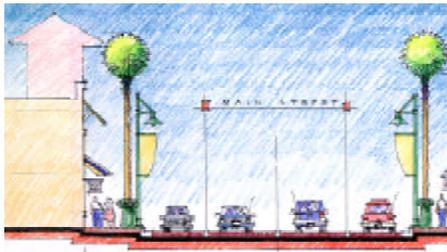


Fig. 1.79 Building massing along "Main Street".



Fig. 1.80 Composition of buildings along primary streets is important.

- continuous signs. Vary the color of individual signs within a coordinated range.
- f. Projecting signs include all signs mounted perpendicular to the building face.
1. Projecting signs shall be the secondary business sign.
 2. Only one projecting sign shall be permitted per storefront on "main street".
 3. Projecting signs shall not exceed a mounted height of 14 feet above the ground/sidewalk level. At least eight (8) feet of clearance shall be maintained between the bottom of the sign and the sidewalk.
 4. The maximum permitted projection shall be four (4) feet from the face of the building.
 5. In multiple storefront buildings a consistent sign package theme shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.
- g. *Handwritten signs* are defined as: Any temporary sign that is not created or manufactured by a sign contractor or printer, constructed of any material whatsoever and may be attached in any way to any surface.
1. These types of signs shall only be allowed in the pedestrian zone of the town center area in the CRD and shall not exceed three square feet in size.
 2. The square footage of the handwritten sign shall be calculated into the total allowed for the business, which shall not exceed the maximum square footage allowed for that business.
 3. These types of signs are temporary signs and shall be allowed to be displayed for a period not to exceed seven days.
 4. Only one handwritten sign is allowed per business.
 5. These signs shall only be placed where they face the interior roadways and pedestrian zones within the town center area of the CRD.
 6. Examples of handwritten signs would be a "daily special" at a restaurant or a "sale" at a retailer.
- h. *Message boards* are defined as: That part of a sign that is utilized for changeable lettering. This can be achieved by the physical placement of letters onto the sign surface or via electronic means, so long as the interval is consistent with the ULDR. (*Also known as a "reader board".*)
1. These types of signs shall only be allowed in the pedestrian zone of the town center area in the CRD and shall not exceed three square feet in size.
 2. Handwritten message boards shall be a chalkboard or dry-erase type of board which requires lettering by hand to convey a message.
 3. Only one message board is allowed per business.

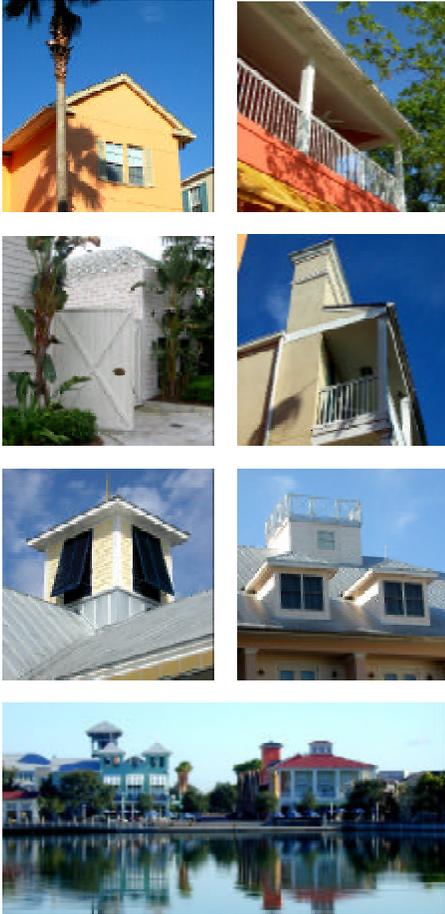


Fig. 1.81 Illustrations of architectural styles, components and detailist.

4. The square footage of the message board shall be calculated into the total allowed for the business, which shall not exceed the maximum allowed square footage allowed for that business.
 5. These signs shall only be placed where they face the interior roadways and pedestrian zones within the town center area of the CRD.
 6. Examples of a message board would be a “lunch menu” at a restaurant or a “market price” at a specialty seafood retailer.
- i. *Sandwich signs* are defined as: A sign that is sometimes mounted on an “A-Frame” stand to be placed in front of a business to draw attention to that business.
1. These signs are only allowed in the pedestrian zone of the town center area in the CRD.
 2. Only one sandwich sign shall be allowed per business.
 3. The square footage of the sandwich sign shall not exceed six square feet in size and only one side of the sign shall count towards the square footage, if a two-sided frame is used.
 4. The sandwich sign square footage must be calculated towards the overall total copy area allowed for the business and the square footage must not exceed the maximum allowed for the business.
 5. These signs shall only be placed where they face the interior roadways and pedestrian zones within the town center area of the CRD.
 6. Examples of a sandwich sign would be for a “dinner special” at a restaurant or a “fresh bread now” sign at a retail bakery.

4. Specialty Uses and Accessory Structures

- a. All service areas, such as dumpsters and loading areas, shall be confined to the rear of the principal structure or lot.
- b. Loading and refuse areas shall be consolidated, shared where possible, and attractively and completely screened.
- c. All storage areas (for machinery, equipment, dumpsters, trash, recyclables, etc.) shall be screened on all sides (except gated access) with a 100% opaque wall that extends one foot above the top of any enclosed container. The accessible side may use a gate, provided it also extends one foot above the top of any container and is not made of chain link or vinyl.
- d. The materials and colors selected for the enclosure’s screening shall be identical to those on the principal building’s exterior.

C.4.2 Building Design for Town Center Overlay District

This section consists of review of the structure(s) on the site. The components of the building review include such things as the height of the building, the mass and bulk of the structures, the architectural design, style and detail, the materials and colors, the entrances(s), the storefront, the upper stories, mechanical screening, secondary structures, building lighting, and renovation, the storefront refers to the first story of buildings along the street and the upper stories are all other levels of the building above ground.

A. Architectural Elements

1. Design Intent

a. Height

1. Buildings within the Town Center Overlay District shall be one to four stories in height to achieve appropriate site character. Non-public buildings shall not exceed 55 feet in height (from finished floor to roof peak or parapet).

b. Massing

1. New construction shall compliment the massing of typical "Florida Contemporary" building styles for commercial town centers and urban residential development.
2. Construct the building to the sidewalk edge of the pedestrian zone.
3. The structure shall be built to cover the entire width of an individual lot (80% minimum), except for occasional openings for pedestrian passageways.
4. Attached and multi-tenant buildings are permitted. Excessive gaps and non-usable spaces between buildings are not allowed.
5. The massing of buildings shall be stronger and more prominent along primary streets and the proposed CRD "main street", located south of City Hall and parallel/east of US 17-92, at terminal vistas (at end of street or site "axis"), and particularly at corner locations.
6. Buildings shall not provide a constant, undifferentiated length along the street frontage exceeding 200 feet. Changes in mass, scale, architecture and/or the use of reveals shall occur, even subtly, to avoid the monotony and institutional appearance of identical massing over long lengths of a lot or development block.



Fig. 1.82 Illustrations of building material types and color schemes.



Fig. 1.83 Illustrations of building entrances.

2. Materials and Colors

- a. Building materials and colors shall be used to unify the building and highlight storefront(s).
- b. Building materials shall rely heavily on typical "Florida Contemporary" architectural style and the use of natural materials such as brick, stone, wood, and glass for creative detailing. Artificial materials such as vinyl siding and cultured stone shall not be used. Materials to be avoided include sheet metal, plastic panels, "faux" brick or stone and vinyl. Stone and brick shall be un-



Fig. 1.84 Side and rear entrances shall be treated similar to building fronts.



Fig. 1.85 Illustration of storefront components.



Fig. 1.86 Illustration of upper story designs.

- c. painted. Split or scored-face concrete block is not acceptable.
- c. Window glass shall be clear, or lightly tinted. Very dark, reflective, or opaque glass is prohibited. Use of glass blocks to fill window openings is not acceptable, though glass block may be used as a wall treatment.
- d. Structural and infill materials shall be consistent with the character established by the existing building.
- e. Colors shall be compatible with each other and with those of adjoining buildings. Building colors shall be the same as or similar to, the color palette defined as the Benjamin Moore Historical Color Collection (HC-1 to HC-174).
- f. Neutral and subtle colors shall be used for wall surfaces, except where it can be demonstrated that a dominant color is appropriate. Bold, contrasting, or subtle colors are appropriate for trim and accents. Building material colors, including different types of glass and metal, can be used effectively as part of the color scheme.
- g. The use of up to three basic colors on the exterior of buildings is encouraged. One shall be a base color that covers wall surfaces and storefront piers. The second color shall be a major trim color for the cornice, storefront columns, bulkhead, lintels, window frames, etc. The third color shall be the minor trim color for window sashes, doors, the storefront frame, and small details.
- h. More than three colors may be used when the depth of exterior walls and original detailing allow for several types of trim, sills and mullions, recessed entries, and elaborate cornices. Each of these layers can be highlighted in its own color, within a harmonious range, against the base materials of the building.

3. Architectural Detailing

- a. The architectural style of the building shall be compatible with and compliment those typically found in "Florida Contemporary" commercial blocks of newer town centers. New buildings shall adhere to the "Florida Contemporary" building design and creativity is encouraged.
- b. Principal facades shall be placed on the primary street.
- c. New facades shall enhance the character of the Town Center Overlay District and add vitality to the street life. The architectural design shall take cues from the best elements of "Florida Contemporary" buildings and echo their qualities with new materials, composition, and colors while keeping to a similar scale and proportion. Structures shall communicate the nature of the business to the public with design elements of material, shape, and color.
- d. The rear elevation of buildings facing the parking areas shall be designed in a coordinated manner with high quality building materials, lighting, and signage. Rear entrances shall be attractively designed.
- e. All buildings shall consist of four-sided architecture (i.e. the quality of materials and design used on the front facade of the building shall not substantially diminish at



Roof-top.



Ground level.

Fig. 1.87 Illustrations of mechanical screening.



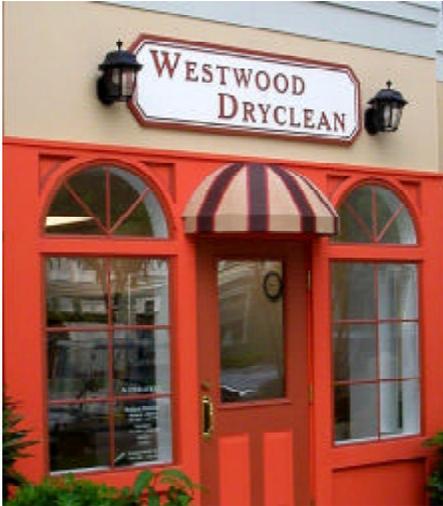
Fig. 1.88 Illustrations of building lighting.

the rear or sides of the building). The exception is for side walls built adjacent to other structures that will not be visible. It is expected that the architectural detailing will be the strongest and most prominent at the building fronts and corners.

- f. The traditional lot widths shall be expressed in the building architecture so that buildings wider than one lot will appear as more than one building. Large uniform massing of buildings across multiple lots is not allowed. A rhythm of narrow bays shall be established where practical.
- g. Buildings shall be articulated by expressed structural piers and columns, recessed and projecting bays, building setback above the cornice line, and three-dimensional elements of architectural details, signs, and awnings.
- h. Horizontal bands of unrelieved wall shall not be placed along the street. Efforts shall be made to enhance, detail, and break up large expanses of wall area by varying the facade, mixing surface materials, and increasing the amount of window space. Vertical piers are encouraged and required if the facade length exceeds 50 feet.
- i. Windows shall be provided on all exposed sides of the building.
- j. Window details shall incorporate appropriate trim, mullion, and ornamentation in order to enhance the appearance and maintain the town center character.
- k. The street level shall be distinguished from the upper stories of multi-level buildings.
- l. Upper floors shall maintain the predominance of vertical elements through the use of spacing and orientation of window openings and building articulation. All upper stories shall have windows. Upper story windows shall not be grouped into continuous horizontal bands.
- m. Varied roof styles are permitted (i.e., flat roofs, gabled roofs, shed roofs, etc.) with highly detailed and decorative cornice/parapets are encouraged within the town center. Roof structures typical of "Florida Contemporary" commercial architecture, including tile and metal roofs, are encouraged. Sloped, pitched, and gabled roofs are permitted, particularly for residential structures, if they fit the character and architectural style of surrounding buildings and use metal or tile roofing materials.
- n. Roof-mounted or ground level equipment must be screened from pedestrian view with opaque screening material (see Mechanical Screening).
- o. Drive-through windows shall be prohibited on all building sides along public rights-of-way, except alleys. Drive-through windows shall be located at the rear of buildings, rather than sides.

B. Facades and Entrances

1. The main entrance of all buildings shall be oriented to the primary street. At a minimum this entrance shall consist of an attractive and active entry door that fronts the primary street. Corner buildings may angle the main



WALL SIGN



AWNING SIGNS



PROJECTING SIGNS

Fig. 1.89 Approved sign types.

entrance to the intersection. Under certain conditions, such as when small retail space borders on a pedestrian through-corridor, the main entrance may be located to the side.

2. Buildings and individual establishments (i.e. stores, shops, and offices) shall have rear and/or side entrances, in addition to the front entrance, whenever possible. It is important to provide a secondary public entrance from the rear parking lot, particularly when a pedestrian throughway/corridor is not located nearby, or from a side entrance when adjacent to a pedestrian corridor.
3. The rear of buildings with pedestrian access from parking areas shall be treated as a "second front door." These entrances shall be attractively designed, including glass door openings, windows, and signs at the entry level to guide the pedestrian and provide visual surveillance of the lot. Similarly, window displays and signage around entrances are encouraged along pedestrian corridors.
4. Service and employee entrances shall be located to the rear of buildings.
5. For second (rear) entrances, locate signs above the door or window. Colors and striking signage can highlight the rear store entrance from parking lots. Service entrances shall be clearly marked, but not emphasized.
6. Rear entrances shall use a minimum of 25 percent of the width of the first floor rear facade for door and windows with transparent glass. Window sills shall be located a maximum height of 40 inches above the level of the sidewalk/parking lot.

C. Other Architectural Features

1. Doors, Windows and Storefronts

Storefronts are the first floor of the building facing the street and public access areas.

- a. Facade storefronts shall be divided into narrow bays with entryways recessed into the facade line.
- b. Storefronts shall relate directly and clearly to the public street. Extensive use of glass is encouraged on the street level of buildings to provide an open and inviting atmosphere. A minimum of 60% of the storefront facade facing the public street must be window and door glass. Clear, transparent glass shall be used for display windows. Reflective, opaque, smoked, and non-translucent building materials are discouraged at street level and shall be reserved for accent elements such as borders. Operable, recessed windows on all building levels are encouraged.
- c. Storefront window sills (or the top of bulkheads), shall be located a maximum of 30 inches above the level at the sidewalk. Storefront window tops



Desirable appearance.



Undesirable appearance.

Fig. 1.90 Industrial design standards.



Fig. 1.91 Retention/detention pond example.



Fig. 1.92 Site lighting example.

shall be located at a minimum height of eight feet above the sidewalk level.

- d. Provide ways of increasing the use of both the street-side pedestrian area and the business establishment to open up the business to the sidewalk during weather permitting seasons/months. Methods might include French window doors, continuous operable doors, or garage door rolling windows. Sliding glass doors are not permitted.
- e. Storefronts shall be designed to be visually contained within the frame/facade of the building (i.e. not extended outward). It shall be visually expressed with piers, architecturally detailed, and subdivided into smaller bays in keeping with typical bay widths found in Town Centers.
- f. The secondary facades/storefronts to the rear of the buildings or along side streets shall be treated as a second "front", with windows and quality materials.

2. Upper Stories

The upper stories of a building consist of the exterior of the building above the first floor.

- a. Place windows on all stories facing the primary street. Windows shall be spaced and sized appropriately for the character of the Town Center. A minimum of 30 percent of the upper stories of new construction shall be windows.
- b. Vertical proportions in the design, spacing, and dimensions of upper story windows shall be accentuated. A distinction shall be maintained between street level storefront windows and upper story windows.
- c. Upper stories shall have a consistent and compatible fenestration pattern.
- d. The use of balconies and other active and attractive amenities are encouraged on the upper floors of buildings.
- e. The quality of materials used on the first floor shall not diminish on upper stories. The entire building shall be composed of high quality materials.

D. Specialty Uses and Accessory Structures

1. Mechanical Screening

- a. Screen rooftop-mounted utilities/mechanical units to block their view from ground level and street corridors. Rooftop exhaust pipes shall be painted. Materials and design for rooftop screening shall compliment the materials and architecture of the building and provide 100% opacity at the time of installation.
- b. All ground-mounted utilities/mechanical units shall be completely screened to block their view from the ground level and street corridors. Materials and design for ground-mounted screening shall be masonry walls one foot taller than the utility/mechanical unit it screens and it shall be compatible with the building materials and architectural design, providing 100% opacity at the time of installation.

2. Accessory Structures

- a. Materials of any secondary structure shall be consistent and compatible with those used on the exterior of the main structure.
- b. Accessory structures shall be located behind the front facade of the principal structure, at a minimum.
- c. Accessory structures shall not exceed the height of the main structure, nor shall their massing be greater than that of the primary structure.

C.5 INDUSTRIAL SUB-AREAS

C.5.1 Site Design for Industrial Sub-Areas

A. Building Location

1. Building Placement and Orientation

- a. Buildings shall be located as close as possible to the street and sidewalk, with no parking in the front of the primary facade.
- b. Facades, elevations and entrances shall be oriented towards the street to maximize visual appearance and pedestrian access.
- c. The principal facade, meaning the side of the building with the greatest architectural articulation, shall contain the main entrance of the building and shall address the street rather than the parking lot.
- d. The orientation of new structures shall be towards the adjacent street. Buildings on sites that adjoin two or more streets shall address all adjacent streets with appropriate architectural design. The primary entrance or principal façade shall be located along the street with the highest volumes.
- e. Buildings shall not be oriented toward the interior of a site.
- f. Accessory uses such as water stations, air-hoses, telephones, car washes, ATMs and other accessory uses shall be placed behind the front building line of the site. Exterior lighting consistent with the guidelines shall be provided to illuminate public use areas.

2. Setbacks and Spacing

- a. For new development, the spacing between existing buildings shall be minimized.
- b. New structures shall generally be built to the same front and side setbacks as other neighboring buildings.

B. Major Site Feature and Components

1. Vehicular, Pedestrian and Bicycle Elements

- a. **Parking Lot Orientation and Design**
 1. All vehicles stored on site shall be screened completely from public view using appropriate landscaping or fencing.
- b. **Sidewalks, Walkways and Plazas**
 1. Each industrial site shall provide at least one pedestrian connection to the public sidewalk.
 2. Walkways in these areas may be made of con-

crete without using modular paving as accents.

c. **Site Furnishings**

1. Where appropriate for guests or employee use, site furnishings should be in the context of plazas or courtyards oriented toward the public rights-of-way.

2. **Landscape and Irrigation**

- a. Landscaping shall be used in conjunction with fences to screen parking areas (including vehicle service or storage lots), service areas or bays, warehouses, storage facilities and garbage dumpsters.
- b. Landscaped areas shall not be used for storage of surplus or junk items.
- c. Retention and detention ponds shall be designed as attractive water features. They shall be developed by incorporating landscape plantings, fountains, or fences. Where feasible, retention ponds shall be designed with natural contours and interesting shapes rather than constructed as the typical rectangular shape.

3. **Fences and Walls**

- a. Opaque screens, such as walls, across the front of properties are prohibited.
- b. A landscape strip shall be provided between any front wall or fence and the sidewalk.
- c. Fence and wall materials and colors shall be appropriate and compatible with the materials and colors of the principal building on the site. Brick, stucco, metal, stone, and painted or finished concrete block are the acceptable materials. All fences and walls shall be compatible with the CRA color scheme.
- d. Chain link fencing in areas visible to the public is prohibited.

4. **Signage**

- a. *Grouped signs* are defined as: Signs for multiple tenants or businesses that are included on a unified sign, whether monument-type ground sign or a directory sign for a multi-tenant building. These types of signs shall only be approved as part of a master or comprehensive sign plan agreement for a particular development or multi-tenant building during the site plan review process by the CRA in an attempt to create attractive signage in the CRD. An example of this type of sign would be found at the entrance to a shopping center, such as the Casselberry Exchange, an office complex such as the Crown Bank offices, or an industrial park such as the Wilson Commerce Center.
- b. Grouped signs shall have only one font style and no more than two colors.
- c. Handwritten signs, message boards and placard signs are prohibited.
- d. Property owners are encouraged to integrate signs into the building façade.



Fig. 1.93 Example of acceptable Industrial buildings that incorporate aspects of "Florida Contemporary" architecture.

C.5.2 Building Design for Industrial Sub-Areas



Fig. 1.94 Architectural details for industrial buildings.



Fig. 1.95 Signs attached to wall.

A. Architectural Elements

1. Design Intent

- a. Aspects of the “Florida Contemporary” design theme shall be incorporated into all buildings.
- b. All buildings shall be accessible to disabled persons in accordance with the Americans with Disabilities Act (ADA).

2. Building Materials

- a. The materials used to construct storefronts, window frames and doorframes shall be consistent throughout the building.
- b. All facades of a building shall be constructed of the same materials, colors, windows and doors.
- c. Storage areas or warehouses may be constructed using such materials as concrete block, plastic siding or corrugated metal provided that these buildings are enclosed within fencing or otherwise out of the public’s sight.

3. Exterior Colors

- a. Buildings shall be of more than one color. One color shall be used as a base color with up to two additional colors used for accent or trim. Each color shall be represented in the required color palette.
- b. Neon, metallic, bright or and fluorescent colors are prohibited.
- c. All building colors shall be of the same color, or substantially similar to the CRA approved color palette. Striped painting, whether vertical, horizontal or diagonal, is prohibited; except that the CRA may approve a striping scheme determined, on a case-by-case basis, to be well-designed and to not conflict with the other painting schemes in the CRD.

4. Architectural Detailing

- a. Building articulations, such as moulding, colored trim and overhangs, shall be provided for all buildings to reduce the “big box” appearance.
- b. Architectural building designs shall reduce the mass and scale, and uniform monolithic appearance of large unadorned walls and provide visual interest that will be consistent with the community’s identity and character through the use of detail.
- c. Buildings shall have architectural features and patterns that provide visual interest from the perspective of the pedestrian.
- d. Buildings shall be designed to emphasize the architectural appeal at eye level, and promote the “Florida Contemporary” design style.
- e. Completely or mostly blank facades facing public streets or other public spaces are prohibited.
- f. When a single lot has multiple buildings or outbuildings, the design and construction of all buildings shall be consistent.



Fig. 1.96 Plumosa neighborhood.

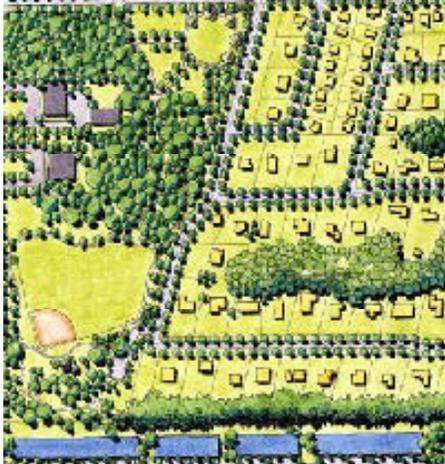


Fig. 1.97 Sunnyside neighborhood.

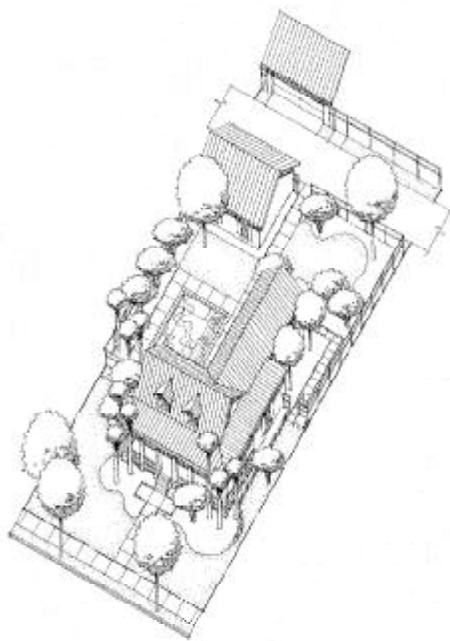


Fig. 1.98 Diagrammatic residential site plan.

- g. Buildings on corner lots shall be designed with additional architectural embellishments to such all building sides present a “front” appearance to the street.

B. Other Architectural Features
1. Doors and Windows

- a. The primary building facade shall be more pronounced than other building facades.
- b. Identify appropriate customer entrances by using: benches or other seating opportunities, decorative planters or wing walls which incorporate landscape areas, or structural or vegetative shading.
- c. Each building’s primary entrance shall be located along the primary facade of the building and shall connect to a sidewalk.
- d. Doors shall be located in a covered area.
- e. Primary entrances shall be visible from the primary street.
- f. Sliding glass doors along the primary facade or other sides visible from public areas are prohibited.
- g. Solid doors without any architectural articulations are prohibited.
- h. Windows on the sides of the building facing any street shall be provided in order to improve appearance and increase visibility for added security.
- i. Odd or unbalanced windows or glass on any facade shall be avoided.

2. Roof Appearance

- a. New buildings within the CRD shall have multi-plane, pitched roofs.

3. Awnings

- a. Awnings, canopies, arcades and porticos are encouraged.
- b. Awning signs are prohibited.

C.6 RESIDENTIAL SUB-AREAS

C.6.1 Site Design for Residential Sub-Areas

A. Building Placement, Orientation, Setbacks and Spacing

- 1. Facades, elevations and entrances shall be oriented towards the street to maximize visual appearance and pedestrian access.
- 2. New construction that is oriented toward the interior of its site or an alley shall be prohibited unless approved by the City as a planned community.
- 3. New structures shall generally be built to the same front and side setbacks as other neighboring buildings.

B. Major Site Features and Components

1. Vehicular, Pedestrian and Bicycle Elements

a. Driveways and Parking Areas

- 1. For new construction, parking shall be located between or behind buildings. Incorporation of



Fig. 1.99 Wood picket fences are permitted

- rear “alleys” for access to garages shall be provided where practicable.
- 2. All parking shall be provided in paved or stabilized surface areas. Permanent parking on grass or bare soil is prohibited. Asphalt, concrete, or special paving is recommended for driveways and parking pads. Other materials may be approved on a case-by-case basis by the CRA.
- 3. Driveways or parking areas shall extend at least twenty feet beyond the inner edge of the sidewalk, where sidewalks exist, to prevent vehicles from being parked across the sidewalk.

b. **Vehicle Storage**

- 1. Garages and carports shall be located behind the front building line.
- 2. Garages and carports shall be constructed of the same materials as the primary building. Colors shall match the principal structure.
- 3. The front yard of residential properties shall not be used to display vehicles for sale. Any vehicle for sale shall be parked in a driveway or along the street where on-street parking is allowed.

c. **Sidewalks**

- 1. Sidewalk paving patterns shall be continued across driveways that cross the sidewalk in order to emphasize the need for driver caution because pedestrians and vehicles may come into conflict in this area.

C.6.2 Building Design for Residential Sub-Areas

A. Architectural Elements

1. Building Materials

- a. Building material and color scheme shall follow the recommended color palette and be similar to existing buildings, to promote the “Florida Contemporary” building design style.
- b. All facades of a building shall be constructed of the same materials, colors, windows and doors.
- c. The materials used to construct window frames and doorframes shall be consistent throughout the building.

2. Exterior Colors

- a. Neon, metallic, bright and/or fluorescent colors are prohibited.
- b. All building colors shall be of the same color, or substantially similar to, the approved CRA color scheme. Striped painting, whether vertical, horizontal or diagonal, is prohibited unless approved by the CRA on a case-by-case basis.

3. Architectural Detailing

- a. New buildings shall be varied in height and width so they appear to be divided into distinct massing elements and details.
- b. Completely blank facades facing public streets or other public spaces are prohibited. Windows or interesting



Fig. 1.100 Examples of residential building materials.



Fig. 1.101 Garages and carports located to the rear and raised front entry with porches.

façade treatments shall be used to make buildings more attractive.

- c. Covered front porches shall be provided at all new residences.
- d. Finished floor elevations shall be 24" above the street elevation.

B. Other Architectural Features

1. Doors and Windows

- a. A building's primary entrance shall be located along the primary façade of the building and shall open onto a walkway.
- b. Primary entrances that are not visible from the primary street are prohibited.
- c. Sliding glass doors along the primary façade or other sides visible from public areas are prohibited.

2. Roof Appearance

- a. New development within the CRD shall have pitched roofs. Roofs with tile or metal shall be used to promote the "Florida Contemporary" building design style.

3. Accessory Buildings

- a. Accessory buildings shall be constructed in a manner consistent with the main building in terms of color, materials and form.