



City of Lakeland
Dixieland CRA
Commercial Corridor Design Guidelines

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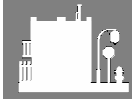
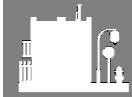


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I. INTRODUCTION

A. Purpose and Intent of Design Guidelines

The Dixieland Community Redevelopment Area originally developed as an extension of the City's downtown. It consists of a linear commercial corridor serving the residents of the nearby neighborhoods, and even some from more distant areas, and a residential and office area located to the east and west of the northern end of the commercial corridor.

As newer commercial areas have developed in the City, and heavier traffic has dominated South Florida Avenue, the focus of this corridor has changed. As a result, the corridor has experienced some vacancies and deterioration, and is in need of revitalization. The corridor still functions as a gateway into the City's downtown; however, it has lost its status as a thriving commercial area.

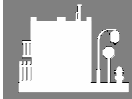
Among some of the projects that the City has undertaken to address the declining status of the area, are establishing design guidelines that will maintain and improve the image and appearance of the commercial corridor. The basic premise is that quality appearance will result in quality development. Design guidelines will also protect everyone's investment. When the aesthetic appearance of a community is maintained or improved, a sense of pride develops for the residents, owners, and merchants. The appearance of the corridor must also be maintained for Dixieland to stay competitive in the regional market. In the absence of standards to ensure attractive development/redevelopment, other areas in the region may position themselves with a more competitive advantage to attract residents and merchants away from this area.

The purpose of these design guidelines is to guide development toward creating an attractive urban pattern that balances the pedestrian and traffic needs of residents, while it protects and enhances the original pattern of development. The design guidelines are intended to be flexible and encourage design diversity and variation. The criteria for development in the district will ensure that the architectural integrity and details of existing structures are maintained, and will affirm the appropriateness of new development into the historic fabric of the area. Special attention has been placed on the creation of an attractive, safe and functional urban environment.

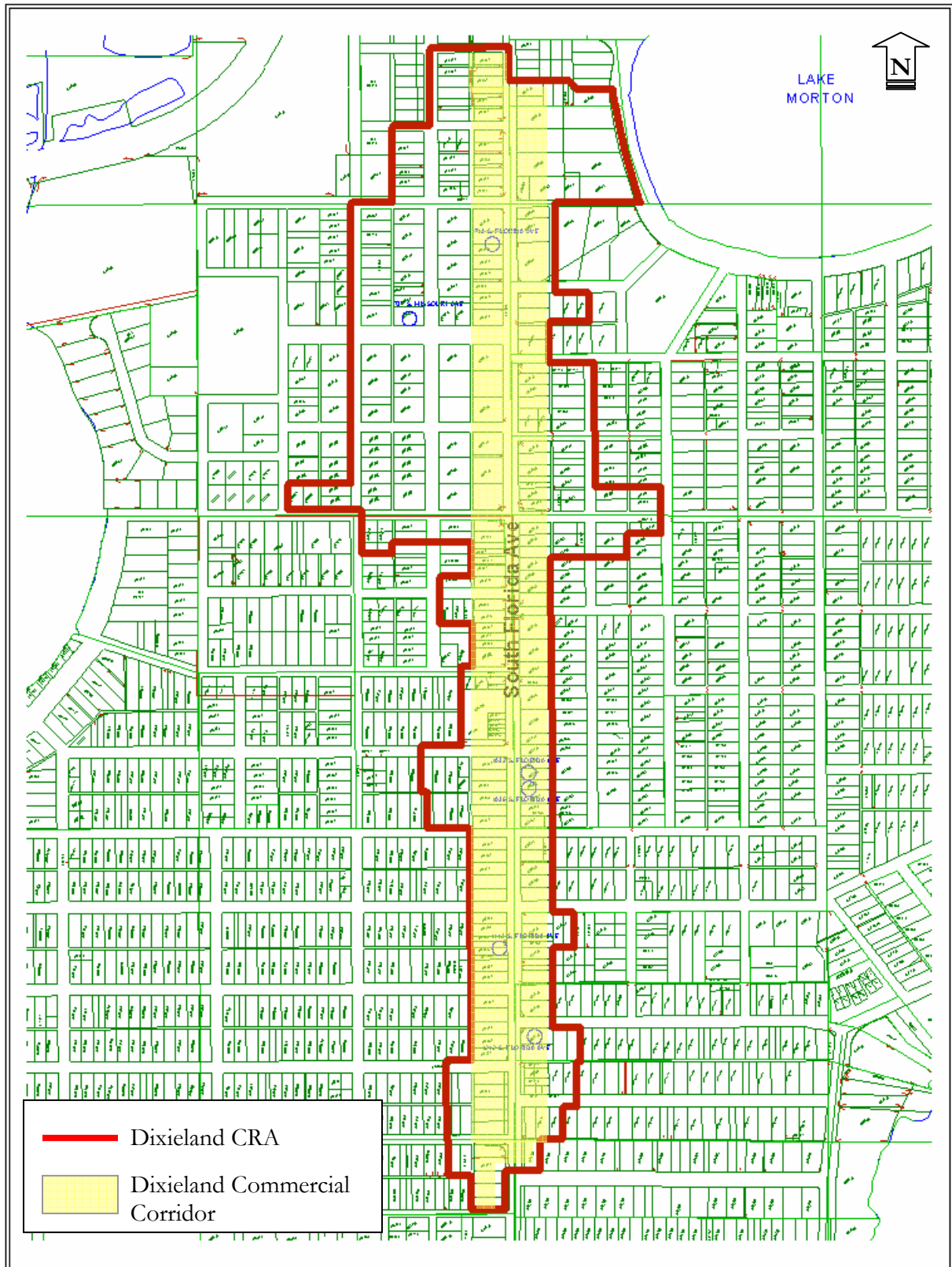
B. Applicability

The design criteria contained in these guidelines are intended to apply to all development, including both public and private facilities within the commercial corridor of the Dixieland Community Redevelopment Area (see Map 1, the area highlighted in yellow). The provisions of this document apply to both new development **and** redevelopment activities.

The Dixieland CRA, which extends to parallel roads on both sides of South Florida Avenue, includes portions of two historic districts: The Dixieland Historic District and the South Lake Morton Historic District. **Properties located within the Dixieland CRA commercial corridor (lots fronting on South Florida Avenue) are subject to the guidelines contained in this report. Properties located east and west of the commercial corridor are subject to the historic district design guidelines (*A Guide to the Exterior Design of Buildings in the Dixieland, East Lake Morton, and South Lake Morton Historic Districts*, Community Development Department, June 2002 or as amended thereafter).**



Map 1: Dixieland CRA Boundaries





II. THE DIXIELAND COMMUNITY REDEVELOPMENT AREA

A. Background

The Dixieland Community Redevelopment Area (CRA) was originally established in May 2001. The current boundaries of the CRA include 220 properties on approximately 73 acres of land. The district generally includes parcels on both sides of South Florida Avenue from West Walnut Street on the north to Lenox Street on the south. It extends further to the east and west in the area north of Cannon Street. In 2001, a Community Redevelopment Plan was prepared for the Dixieland CRA. The Dixieland CRA Redevelopment Plan recommended a number of steps to revitalize the area, including a roadway study and urban design guidelines.

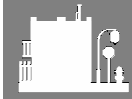
B. Character of the Dixieland Commercial Corridor

The first step in establishing design guidelines for an area is to define the character of the district and determine those features that need to be preserved. Also, it is important to determine those changes that have occurred over the years and whether these changes have had a positive or negative effect on the district. If new development and structural changes are made to existing structures in line with the defining characteristics of the district, the collective impact of future changes will be the creation of a positive image for the district.

The City of Lakeland, as most of the communities in the country, experienced the land boom in the early 1900s through the 1940s. Most of the City's architectural resources along the South Florida Avenue corridor were built during that time. Following World War II, the City experienced increased vehicular traffic and unregulated growth, impacting the visual character of the community. The South Florida Avenue corridor suffered directly the impacts of both. What used to be a low-key commercial district with quaint buildings and parking in front of every store, turned into a strip commercial area split by a heavily traveled road.

The current character of the Dixieland CRA commercial corridor varies depending on location and function. The commercial corridor, which originally had a "main street" pattern of grid streets and buildings close to the road, has been affected by the increased traffic along South Florida Avenue. More suburban type development has started appearing in the area. This section lists the major characteristics of the current development in the corridor.

- The CRA area was originally laid out in a grid roadway network pattern. Some of the street/alley connectivity is starting to disappear as the small lots are allowed to consolidate into mega-blocks.
- Most commercial buildings were built up to the street right-of-way with parking located on the street or in the rear of the lot and accessed through an alley. Newer buildings have been built behind the parking areas.
- Most commercial buildings originally shared sidewalls (party walls) creating continuous block faces, and normally occupied most of the site area, leaving a small area for parking and loading in the rear. The side yards have been getting wider interrupting the block continuity.
- Most establishments have preserved the small scale of the original development in the area; however, a few larger, suburban-type developments have started to appear in the district.



- The commercial corridor contains a mix of one and two-story buildings. Current City regulations allow buildings up to 36 ft. in height in the commercial and office areas.
- The Dixieland commercial corridor contains an eclectic inventory of architectural building styles.
- Awnings and canopies are common on the facades.
- The older commercial buildings in the corridor provide architectural diversity and window-shopping opportunities for pedestrians.
- Window and door openings within the Dixieland corridor originally comprised of bottom floor storefront typical of main street style architecture and second floor windows (square fixed or double hung types). Some of the storefront windows have been blocked/covered for privacy or to minimize the traffic noise.

C. Desired Image of the Dixieland Commercial Corridor

The more urban, main-street-type development needs to be continued and strengthened. Allowing buildings along South Florida Avenue to be placed away from the front property line can create a barrier between the pedestrian and the business, discouraging interaction. Similarly, overly large front yard setbacks contribute to sign proliferation and visual blight because a building that is set back a large distance often reacts by “shouting”, with signs, at passing motorists and transit users, bicyclists, and pedestrians in order to be noticed. New construction or redevelopment should be guided to adopt a “main street” development pattern, with glass doors and display windows on the first floor, and a mixture of window types on second floors.

III. SITE DESIGN STANDARDS

Block layout and site design can have a major impact on the appearance of the built environment. The way blocks are laid out affects the traffic and pedestrian flow through the district; the way lots are configured (lot width and depth) can impact the appearance of the urban form; and, the placement of buildings, parking areas and utility/service areas on a lot shape the character of an urban area. This section provides guidelines for block and lot configuration and site design.

A. Configuration of Block & Lots

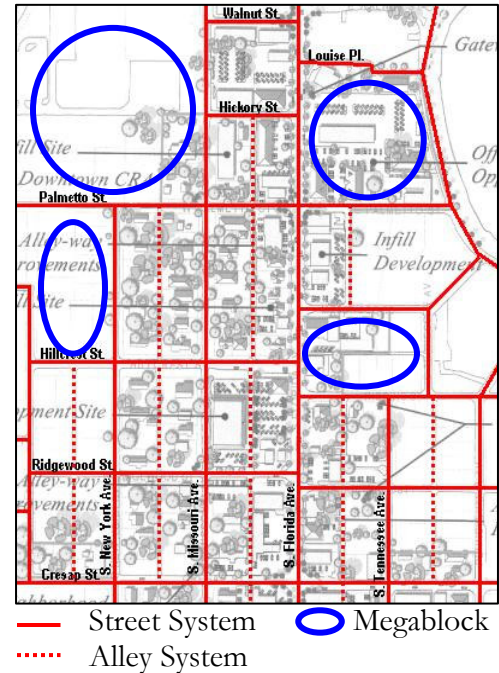
- New development should not be allowed to vacate existing rights-of-way, including alleys, to form mega/super blocks (see Figure 1).
- Where future alleys are needed, as identified in the [Dixieland CRA Corridor Study and Streetscape Master Plan](#), and such alleys do not presently exist, the owner shall provide sufficient right-of-way for such alleys prior to the issuance of a building permit for any principal structure. New alleys should be consistent with the existing alley network and the standards of Section VI.E. (Alleys).
- New development/redevelopment should be required to preserve the current lot sizes,



and to use creative solutions, such as shared parking and utilities, cross-access easements, etc., to meet the area's development requirements. This is especially true in the transitioning areas where single-family lots are being retrofitted to accommodate office uses.

- Civic and institutional uses should be allowed to consolidate lots. However, this should be done in a way that the general urban pattern of the community is preserved.
- Where individual lots have already been consolidated to accommodate large-scale developments, these guidelines will ensure that the development will still preserve the pedestrian scale in the Dixieland CRA.

Figure 1: Block Layout



B. Site Design

1. Building Placement

- New development/redevelopment along South Florida Avenue and along the first block of major intersections (Palmetto Street, Cresap/McDonald Street, Patterson Street, and Belmar Street from South Florida Avenue to alley) should use the following setbacks, except as noted below.

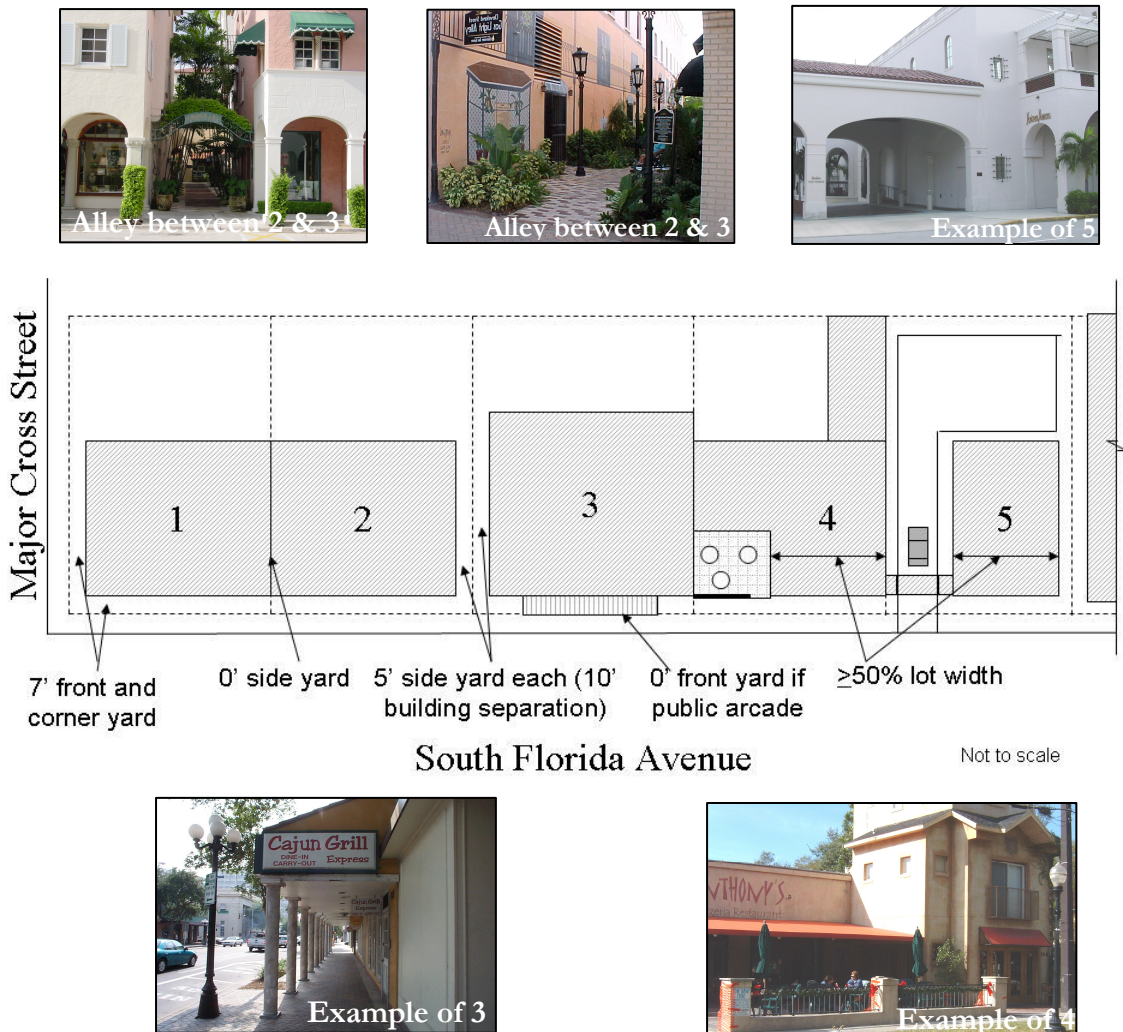
BUILDING SETBACKS	FRONT	SIDE	CORNER	REAR
	7 ft. min. 7 ft. max.	0 min. 10 max.	Same as front	30 ft. min.

See Figure 2 for graphic representation and examples of setbacks.

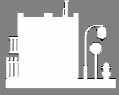
- The 7-foot required front yard or corner setback may be reduced to zero (0) feet if a covered public walkway or arcade is provided along the length of the property on South Florida Avenue (see building 3 on Figure 2). The setback reduction would be applicable to the first floor only. Any stories above will need to be setback seven (7) feet for consistency with the rest of the block.
- The maximum front yard or corner setback may be permitted to extend up to 20 feet (for no more than 50% of the building frontage) if pedestrian courtyards, plazas, cafes, fountains or other public gathering places are provided (see Figure 2). A low streetwall will be required at the 7-foot setback line for the length of the property to maintain continuity along the street front (see streetwall standards section).



Figure 2: Setback Standards and Examples



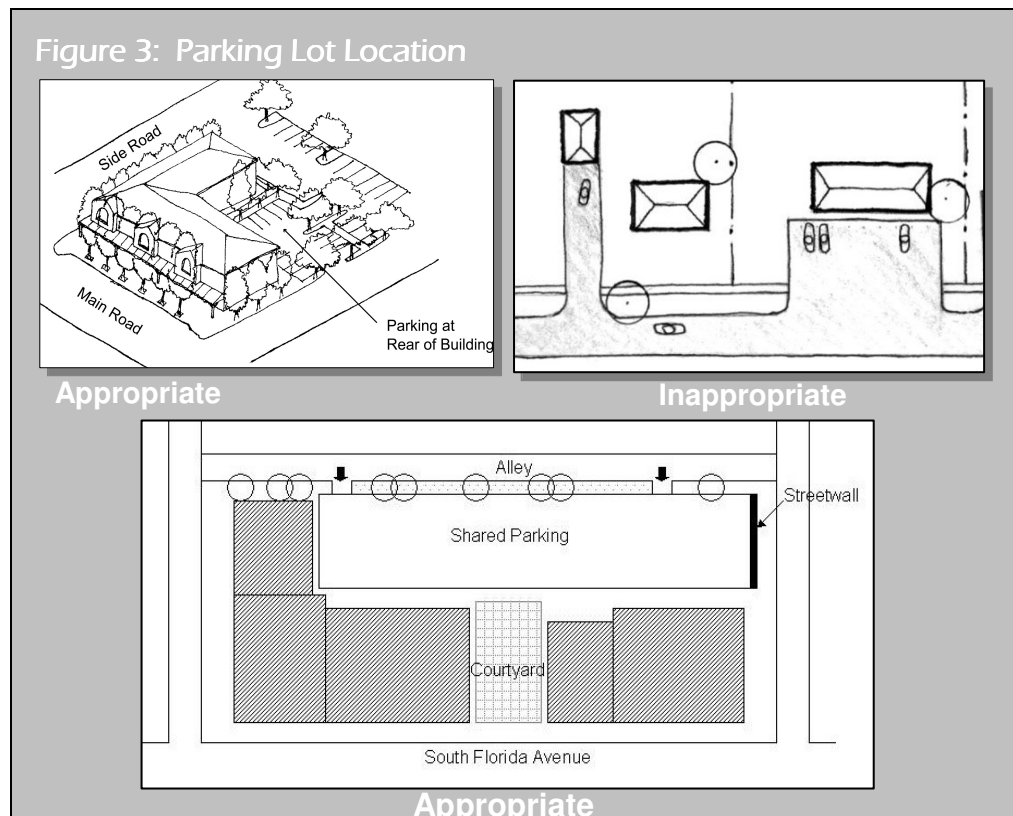
- Side yard setbacks for development along the South Florida Avenue corridor should be determined based on existing development on the adjacent lots as follows:
 - If a principal building on an adjacent parcel has a side yard setback of zero (0) feet, then the subject building shall have the option of a side yard setback of zero (0) feet or ten (10) feet on that side.
 - If a principal building on an adjacent parcel has a side yard setback of greater than zero (0) feet, then the development on the subject site shall have a side yard setback on that side that provides a ten (10) foot separation between buildings.
 - If the adjacent parcel is vacant, then the side yard setback shall be five (5) feet.
 - The side yard requirements noted above can be modified in the following situations. In no event should the side setback (both sides combined) exceed fifty (50) percent of the lot frontage.



- A public pedestrian alleyway or courtyard is provided, and a streetwall is provided to preserve the block continuity; or
- A vehicular access from South Florida Avenue is necessary due to lack of access to rear parking from a side street, an alley, or an adjacent property (shared use agreement necessary). In such case, a gateway, arch or similar feature should be provided to preserve the block continuity.
 - In areas where alleys exist, or could potentially be created as noted in the lot configuration section, it is important to allow for a rear yard setback large enough to preserve the continuity of parking areas in the rear.
 - For the purpose of these guidelines, corner sites along South Florida Avenue should be deemed to front on South Florida Avenue for setback and design purposes, regardless of the size or shape of the lot, or the physical address of the site.

2. Parking Lot Location

- The placement of the parking area should avoid conflicts between vehicular and pedestrian activities.
- Parking lots should not be the most prominent feature of a development; therefore, the preferred location for off-street parking shall be at the rear of the principal structure. Where parking is not feasible at the rear of the structure, the parking area shall at a minimum be behind the front or street side building line (see figure 3 below).





- Consolidated parking areas shall be encouraged to minimize the amount of pavement and access driveways. Section VI (Site Access, Circulation and Parking) contains specific design standards for parking lots.
- Parking requirements shall be in accordance with the Land Development Regulations. However, the developer may submit an alternative parking plan to the Zoning Administrator who shall be authorized to reduce the total number of required off-street parking spaces up to 20 percent. In making this determination, the Zoning Administrator shall consider: (1) Shared uses that have different peak demand periods (weekday versus weekend, daytime versus evening, periodic or special event etc.); (2) Non-residential uses that are likely to generate a higher proportion of walk-up traffic; (3) The adequacy of nearby public parking; (4) Studies of similar uses that demonstrate a lower parking demand.
- In cases where buildings along South Florida Avenue already occupy most of the lot depth, leaving very little or no room for rear parking areas, the required parking may be provided in remote parking areas located within the same block or adjacent to the use being served. Those parking lots should preferably be located on the other side of the alley (see Figure 4), as long as demolition of historically or architecturally significant structures is not necessary. The buffering and screening standards, as well as the Conditional Use requirements of the Land Development Regulations shall be met. Such parking shall be in accordance with Section 32.03.06.00 2. and 3. of the Land Development Regulations.

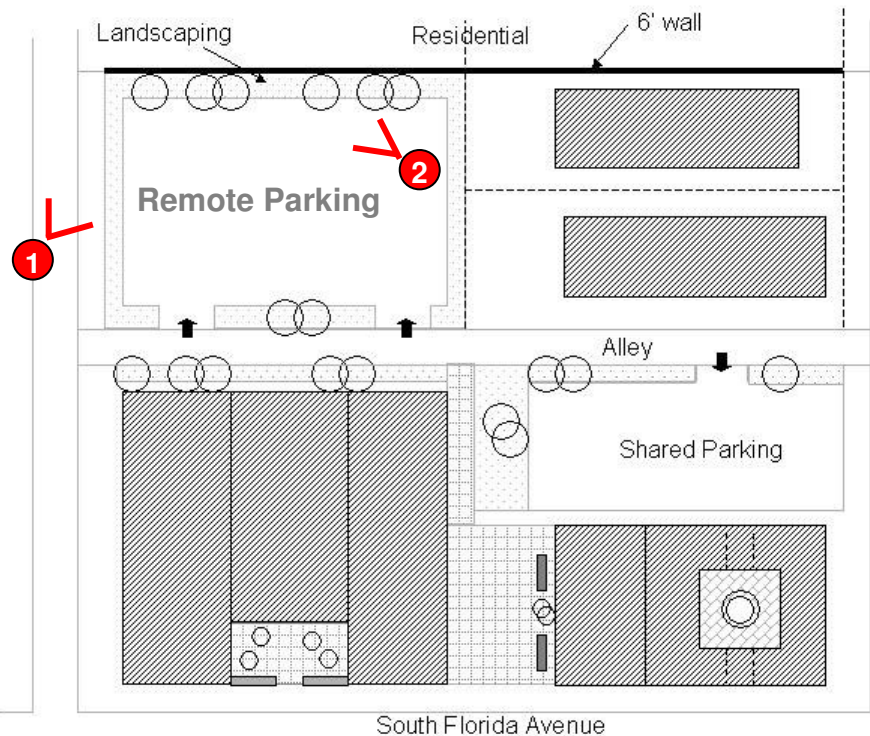


Figure 4: Remote Parking Location and Screening



IV. BUILDING FORM STANDARDS

The purpose of the following standards is to achieve compatibility between new construction and redevelopment with their surroundings and with the desired image for the Dixieland CRA. All new development along South Florida Avenue should follow the “main-street” development principles, so that the proportion, scale, mass, form and materials of new development and redevelopment begin to recover the original character of the commercial corridor.

A. Mass/Scale

- Long and low-rise buildings shall be designed to be compatible with taller nearby buildings by accentuating vertical elements such as entrances and columns, or by breaking up the facade plane into smaller and more vertical masses.
- Taller buildings should be designed to be compatible with nearby low-rise buildings by accentuating horizontal elements such as balcony lines and parapet lines.
- Variations in the roofline (as shown on Figure 5), if consistent with the architectural style of the building, are also useful in breaking up the horizontal mass of a building.
- The design of a new structure or a substantial enlargement or improvement of an existing structure that exceeds fifty (50) linear feet along any street frontage shall be designed to have the appearance of multiple buildings or building sections.
- Horizontal masses should not exceed a height to width ratio of 1:3 without providing a substantial architectural element that either projects up, such as a tower, bay (as shown on Figure 5), or other architectural feature, and/or recesses into the building.
- Changes in mass should relate to structural system(s).
- Architectural elements on the façade should be aligned with elements on adjacent buildings to maintain the rhythm of the block.
- The facades on multi-story buildings should show definition of the various stories to prevent creating a solid mass that has no detail and overwhelms the block.
- In mixed-use buildings, the ground floor should be differentiated from upper floors through the use of strong cornice lines, awnings, distinct but compatible exterior colors or materials, exterior lighting, colonnades or overhangs.



B. Building Orientation

- Corner lots shall have a “front” on both public rights-of-way (see Figure 6).
- Buildings that turn perpendicular to the public right-of-way or only have access from rear parking lots create an environment that is unfriendly for pedestrians. Therefore,



buildings should have their front facades face the public right-of-way.

- At least one public pedestrian entrance on all principal structures shall be oriented towards the public right-of-way (see Section V.D. for entrance design standards). Vehicular openings such as those for garages and carports shall not constitute public entrances. Porches are encouraged in the residential and office areas.

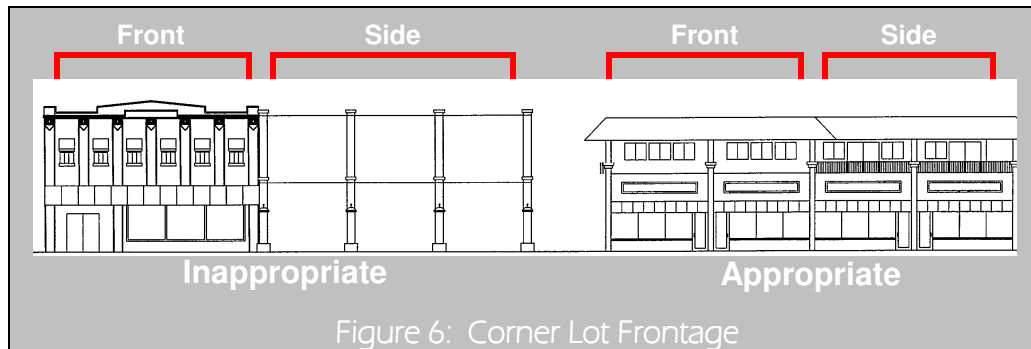


Figure 6: Corner Lot Frontage

- The only exception that may be given for building orientation would be if a larger development provided **liner buildings** (see Figure 7) along the first floor facing the public right-of-way. The liner building would either have actual smaller shops located facing the street or the appearance of smaller shops with window-shopping opportunities.

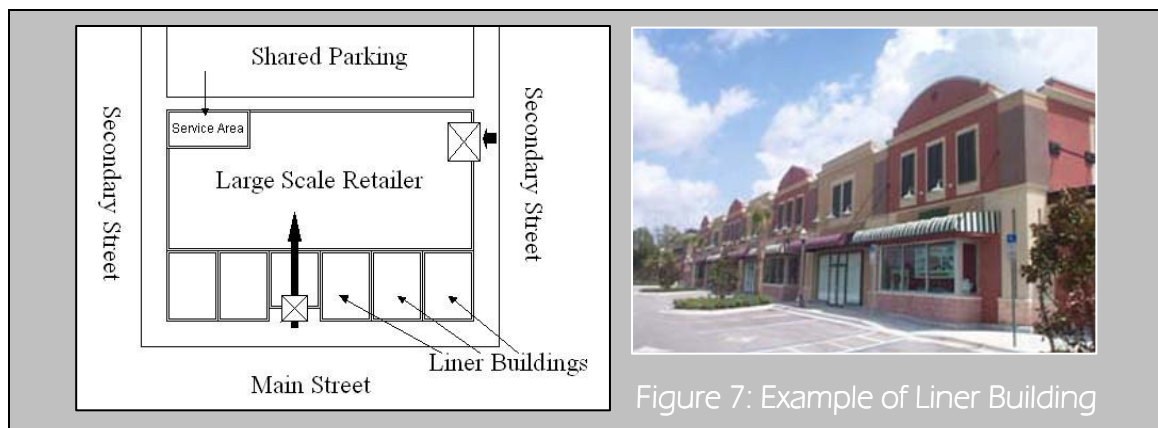


Figure 7: Example of Liner Building

- Where two major streets intersect (e.g. South Florida Avenue with Palmetto Street, Cresap/McDonald Street, Patterson Street, and Belmar Street), customer entrances shall be provided for both streets; a **corner entrance** (see Figure 8) will be a permitted exception to this requirement. Additional entrances are encouraged facing local streets, parking lots, plazas, waterfronts and adjacent buildings.
- Where parking areas are located behind the businesses, a **secondary** entrance may be provided in the back of the business. This rear entrance can provide customer or service access to the store and should receive architectural emphasis on the rear façade (see Figure 9).



Figure 8: Corner Entrance



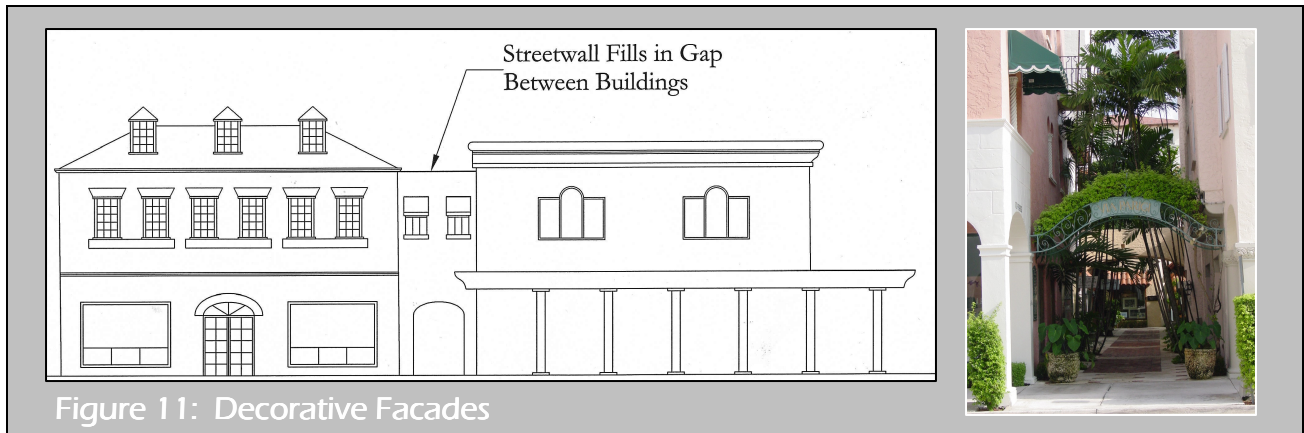
C. Facade Continuity

Front facades along South Florida Avenue should limit the number of gaps along the block to pedestrian and vehicular entrances. Should the location of two buildings create a gap in between, the following alternatives should be considered to avoid breaking the block continuity:

- A pedestrian courtyard (connecting to rear parking areas) should be created within that gap (see Figure 10).



- A low streetwall or decorative façade connecting the two buildings should be provided, along the entire portion of the frontage line not devoted to pedestrian or vehicular access (see Figures 10 and 11).



V. ARCHITECTURAL STANDARDS

Buildings are the most important component of the urban streetscape form. They set the mass, scale and tone of the built environment. As such, all of the various elements of a building's architectural makeup are important in putting together a complete composition. Elements such as materials, colors, surface details, texture, doors, windows, and roof shape contribute to a well-designed architectural fabric. The following section provides standards and guidelines to ensure that new and redeveloped structures continue to add distinction to the architecture and form of the Dixieland corridor and surrounding areas.

A. Historic Architectural Styles

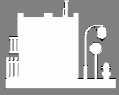
- Building designs should avoid strictly replicating the details of a historic style, which would create a false representation (see Figure 12). However, new buildings should adopt a style that is compatible with the predominant styles in the corridor. All the elements that comprise a building, including the building form will need to be consistent with the style selected (see definition of "styles").
- Doors and door details, windows, frames, lintels, fan lights, sidelights, pediments and transoms, in good condition or repairable that are in character with the style and period of the building should be retained.
- If doors, windows, or door/window details on principal facades are found to be irreparable, they should be replaced with new elements that match the original in material, size, orientation and configuration (see Figure 13).
- Additions to existing buildings shall match the



Figure 12: Modern
Compatible Architecture



Fig. 13: Appropriate Conversion



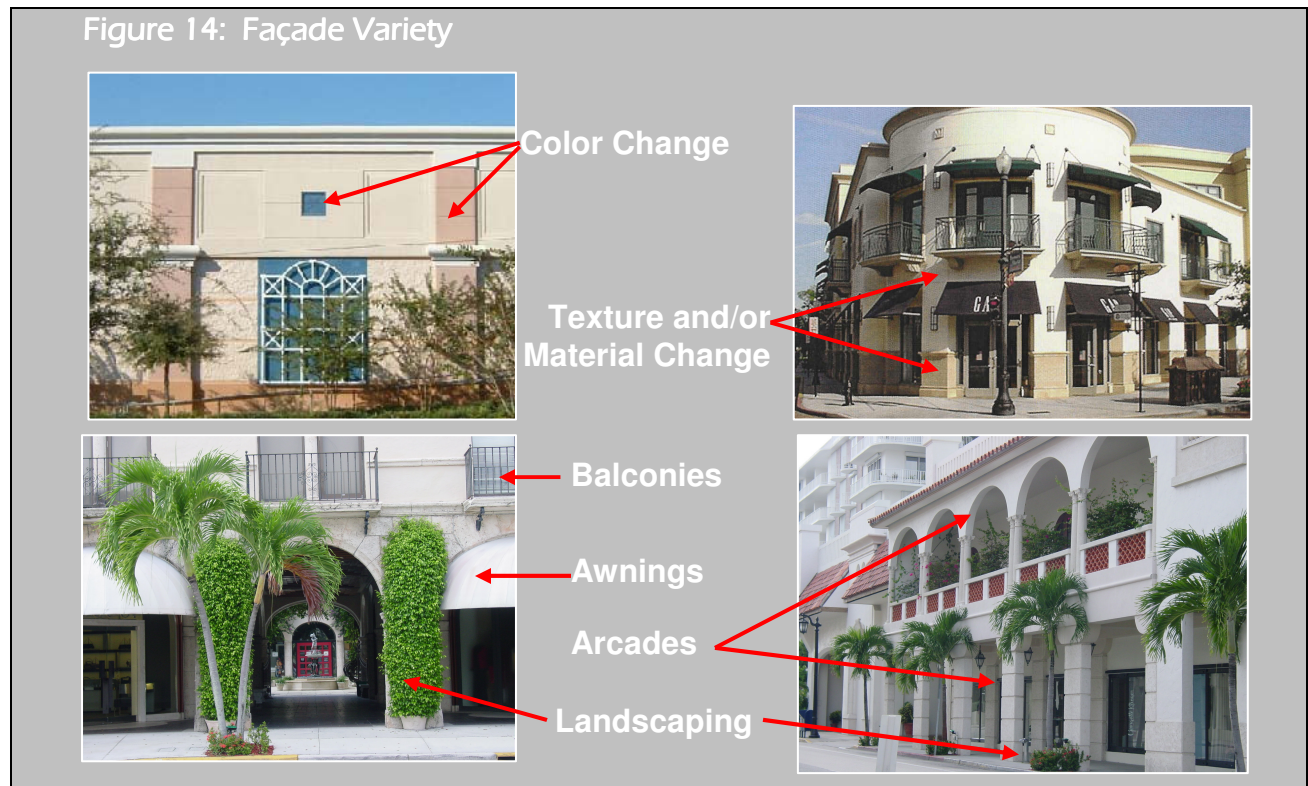
original windows and doors in size, material, orientation and configuration as in the principal structure.

- If the addition is on the same plane as the existing principal façade, then the windows of the addition should match the original windows in orientation, size, materials and configuration.

B. Façade Design

- Buildings shall have architectural features and patterns that provide visual interest from the perspective of the pedestrian and motorists.
- Buildings shall include substantial variation in massing such as changes in height and horizontal plane.
- Buildings on corner lots and buildings that terminate views shall be considered significant structures. Such structures should incorporate additional height, massing, distinctive architectural treatments, or other distinguishing features to emphasize their prominent location.

Figure 14: Façade Variety



- Major architectural treatments on the principal building façade, such as cornices and repeating details, should be continued around all sides of the building that are visible from the public realm. Buildings shall promote a unified character and organized design.
- Long, windowless, uninterrupted walls shall not be permitted. Building wall projections and recesses should also be used to add architectural interest and variety. Facades shall

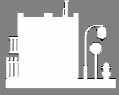


not exceed twenty (20) horizontal feet, or ten (10) vertical feet, without three (3) of the following elements (see Figure 14):

- A change in plane, such as an offset, reveal or projecting rib. Such plane projections or recesses shall have a width of no less than six (6) inches (columns, planters, arches, voids, etc.).
- Architectural details such as raised bands and cornices.



- Awnings and/or arcade.
 - Complementary change in color.
 - Complementary change in material/texture.
 - Doors and/or windows.
 - Storefront window and display cases.
- Facades that extend more than one hundred (100) feet in length shall incorporate, in addition to three (3) of the above requirements, at least one (1) of the following elements:
 - A change in plane, such as an offset, reveal or projecting rib. Such plane projections or recesses shall have a width of no less than three (3) feet, and a depth of at least six (6) inches (see Figure 15).
 - Architecturally prominent public entrance.
 - A tower or vertical volume.
 - All additions and alterations shall be compatible with the principal structure in design, color and materials.
 - Arcades are encouraged along pedestrian commercial corridors (see Figure 16) and may have a minimum depth of ten (10) feet and a minimum vertical clearance of eight (8) feet (see Section III.B.1., Building Placement, for specific setback requirements).



- Marquees should be retained where they are a historic element of the building. The design, materials, color, lettering and hardware of a marquee should reflect the style and period of the building. The highest point of a marquee or its superstructure should not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window or transom. Marquees should span the entire façade or entrance. Only one marquee should be permitted on a façade. The minimum vertical clearance of a marquee should be eight (8) feet from the lowest point to the sidewalk.
- New building designs should specify the potential location and types of signs that would best fit the style of the building (see Section VI.C. for the specific sign standards).

1. Primary Facade

- The first floor of all buildings in the corridor, including structured parking, should be designed to consider the pedestrian scale (see Figure 17). Commercial buildings should include individual shops, display windows, seating areas; developments other than retail should also incorporate elements that contribute to the pedestrian activity along South Florida Avenue (urban landscaping, seating areas, awnings).

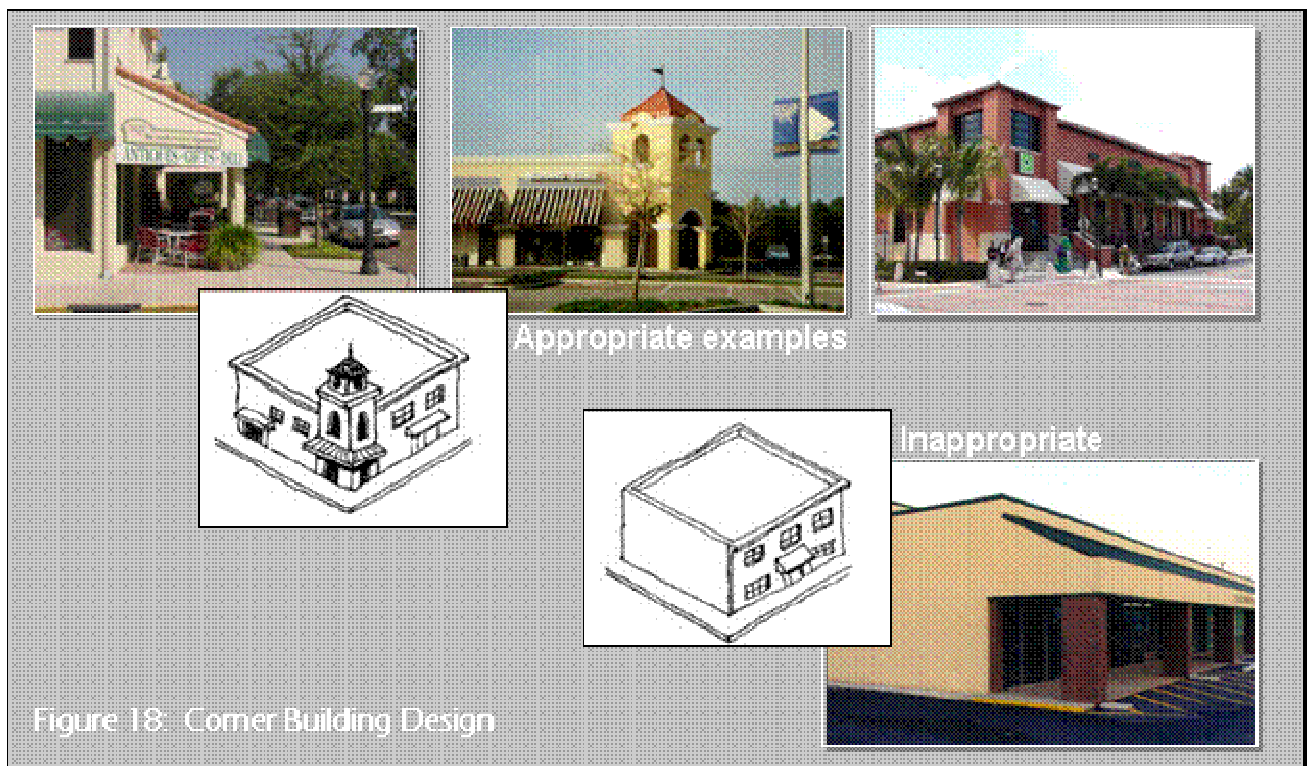


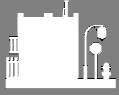


- In addition to the architectural *diversity* requirements noted above, the first floor of the primary façade should incorporate some of the following elements.
- Arcades, or other roof treatment, such as awnings or secondary roofs, to provide shade and façade interest which help to achieve pedestrian scale.
- Display windows, which also help to achieve pedestrian scale and encourage passersby to be possible shoppers.
- Landscaping adjacent to the building.

2. Corner Facades

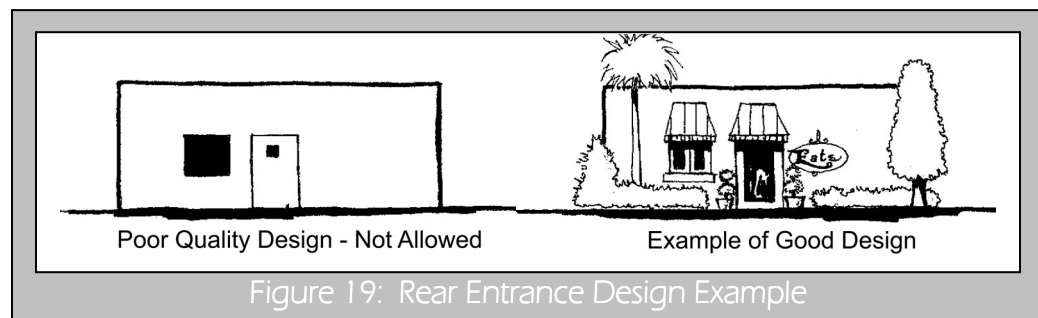
- Buildings on corner lots are considered to have double front façades for architectural review purposes. Corner lots at the intersection of arterials and/or collectors shall be designed with architectural embellishments to emphasize their location whether they function as gateways or major community transition points (see Figure 18).
- Buildings on corner lots shall include at least one of the following embellishments: cornice detail, arches, peaked roof forms, corner towers, clocks, bells and other design features.
- Hardscape design, such as pedestrian plazas with artwork or fountains, may substitute for building embellishments on corner lots.





3. Secondary Facades

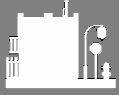
- A rear/secondary entrance can provide direct customer access to the store from parking areas as well as improve circulation between the parking lots and the street. Architectural embellishments, awnings, landscaping and signs should be used to mark the secondary entrance and the design of the rear of the building shall be consistent with the front façade (scale, massing, colors, materials, etc.). See Figure 19.
- Secondary facades, which are not readily visible from the street right-of-way, shall provide at least two (2) of the design elements required for primary facades (see section on primary facades above).



C. Windows and Doors

1. Fenestration & Transparency

- The arrangement of windows and doors should be consistent with the neighboring buildings or the main street typical pattern of windows and doors.
- For new construction, all windows should be consistent with the style of the structure.
- Windows and doors should be glazed in clear glass with no more than ten (10) percent daylight reduction for retail establishments, and fifty (50) percent for office and residential uses. The use of reflective glass and reflective film is prohibited on all buildings. Glass block is not considered transparent and is not permitted in storefront windows.
- Transparent materials on walls that are not parallel or approximately parallel to the public right-of-way and on doors shall not be counted toward the minimum transparency requirement.
- Glass shall be transparent, without color, except for stained or art glass; provided the stained or art glass is in character with the style of the building (churches, craftsman buildings, etc.).
- Garage facades shall not be included in the transparency/translucency calculation.
- When designing a new building, the ground floor wall facing South Florida Avenue shall contain between forty (40) and seventy (70) percent of voids (windows and doors), located generally between three (3) and seven (7) feet measured from



ground level. Second story facades and facades facing the side streets shall contain between twenty-five (25) and fifty (50) percent of voids, regardless of the use of the building (see Figure 20). These percentages are intended to avoid lengthy ribbons of windows, glass walls, or solid walls with no openings (see examples below).

Figure 20: Transparency



Appropriate



Appropriate



Inappropriate
Not enough openings



Inappropriate
Too much glass



Inappropriate
Not consistent with style

2. Awnings & Shutters

- Awnings on commercial building facades along South Florida Avenue shall have a minimum depth of five (5) feet to protect pedestrians from inclement weather. The minimum vertical clearance of awnings on non-residential buildings should be eight (8) feet from the lowest point to the sidewalk.
- Awnings should be made of fabric. High-gloss or fabrics that resemble plastic are not permitted.
- The highest point of a first floor awning on a multi-story building shall not be higher than the midpoint between the top of the first story window and the bottom of the second story window sill.
- Shutters and canvas awnings should be sized to match the corresponding window openings. Their shapes, materials, proportions, design, color, lettering and hardware also need to be in character with the style of the building.

D. Entrances

- The primary pedestrian entrance to all buildings shall face the primary street and shall be clearly defined and highly visible. Additional entrances are encouraged facing local streets, parking lots, plazas, waterfronts and adjacent buildings (see Figure 21).



- All *primary* entrances shall have either a protruding front gable, pilasters, columns, a stoop or other projection or recession (as in the case of existing facades already up to the front setback line) in the building footprint a minimum of three (3) feet in depth that clearly identifies the entrance.
- In addition, every primary entrance shall have two (2) other distinguishing features from the list below:
 - Variation in building height;
 - Canopy or portico;
 - Raised cornice or parapet over door;
 - Arches;
 - Columns;
 - Ornamental and structural architectural details other than cornices over or on the sides of the door;
 - Other treatment meeting the intent of this section.



Figure 21: Well-Defined Entrances

- Protection from the sun and adverse weather conditions for patrons should be considered for the entranceways. Protection methods can include awnings, canopies, colonnades, porticoes or similar treatments meeting the intent of this section.
- Covered visitor drop-off areas shall be provided at entries to institutional buildings.

E. Building Materials

- The following materials are not appropriate for buildings within the Dixieland CRA district: cedar shakes, corrugated or reflective metal panels, textured plywood, and plastic siding (see Figure 22). Similarly, mirrored glass and glass curtain walls are prohibited.



Figure 22: Building Materials

- Materials should not be selected on the basis of cost alone, but rather on compatibility with the building style and neighborhood character. Materials for new construction should be selected from among those that are typical of surrounding buildings and should be compatible with existing materials in the area in terms of texture, size, shape, color and scale. The scale of the building materials used should respond to the scale of the proposed building. Alternative new materials should be compatible with the physical qualities of the historic materials that give the district its unique character.
- The exterior facade material for an addition or renovation shall either be the same as the existing building, a combination, or a material that simulates the original material. The City shall approve an alternative material for any building additions, which should be compatible with the materials used for the existing structure.

F. Building Colors

- No more than three (3) different colors or color shades (one primary/body color, and no more than 2 accent/trim colors) should typically be used on a single building. The paint colors should be selected from the 140 shades recommended by the National Trust for Historic Preservation (see the American Tradition Paints sample book, produced by Valspar Corporation).
- Building, trim and detail colors must be complimentary and should not be used to advertise the business. As an example, yellow and red are not complimentary colors and are typically chosen by merchants that want to increase marketing advertising and stand out drastically from other merchants. Clashing trim colors will not be permitted.
- Building colors should be selected based on architecture of the building (each style has a range of characteristic colors) and trying to achieve harmony with adjacent buildings.
- For areas with a predominance of historically significant buildings, it is recommended that the building colors be selected according to the building style. For instance, Bungalow buildings should use neutral colors (white, beige, terracotta), while Victorian styles would be allowed to use brighter colors, and Queen Ann buildings should be allowed to use pastel colors to accentuate trims and architectural features (see Figure 23).

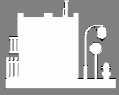


Figure 23: Building Colors by Style



Victorian Building
Brighter colors are acceptable



Key West Style Building
Pastel colors are appropriate



Mediterranean Building
Earth tones are appropriate

- A wide selection of low reflectance/muted exterior colors may be considered to promote variety and diversity. The general approved paint colors for commercial, office and institutional uses include light pastel and earth tone colors. Color schemes must be submitted to the City for review.
- Colors that are garish, gaudy, loud, excessive, and ostentatious or otherwise constitute a glaring and unattractive contrast to surrounding buildings shall be prohibited.
- The use of intense, florescent or day glow colors is prohibited (see Figure 24).



Figure 24: Examples of Inappropriate Colors

- Black as the predominant exterior building color and similar monochromatic (all one-paint color) schemes are prohibited.
- A solid line band of color or group of strips shall not be used for architectural detail (see example above).

G. Roof Design

- Buildings shall have a recognizable top consisting of, but not limited to, cornice treatments, roof overhangs with brackets, steeped parapets, richly textured materials and/or differently colored materials. Colored stripes/bands on flat roofs are not acceptable.



- Cornices are encouraged. They may be simple or mixed (straight and curved moldings), but should not exceed 24 inches in width (see Figure 25).



- Roof forms shall relate to those found in the area. For the portion of a building visible from the pedestrian level, repetition of the existing or traditional roof shapes, pitches, and materials on new construction shall be considered one way of making new structures more visually compatible.
- The roof design for an addition shall either be the same as the existing building or shall be a combination that includes the existing design. The City may approve an alternative roof style for an expansion if the new roof is constructed in the same building style as the existing roof. Mansard roofs shall be prohibited.
- Flat roofs shall be hidden from public view by a parapet of no less than three (3) feet in height. The parapet silhouettes may be straight, in circular segments, or in a combination of straight and circular segments.

VI. MISCELLANEOUS STANDARDS

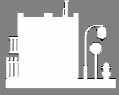
The City has landscaping, sign and parking regulations already in the Land Development Regulations. The following standards are intended to complement those regulations.

A. Site Access, Circulation and Parking

The following standards are intended to guide the design of access, parking and circulation systems to achieve both safety and functionality, and to enhance vehicular connectivity throughout the district.

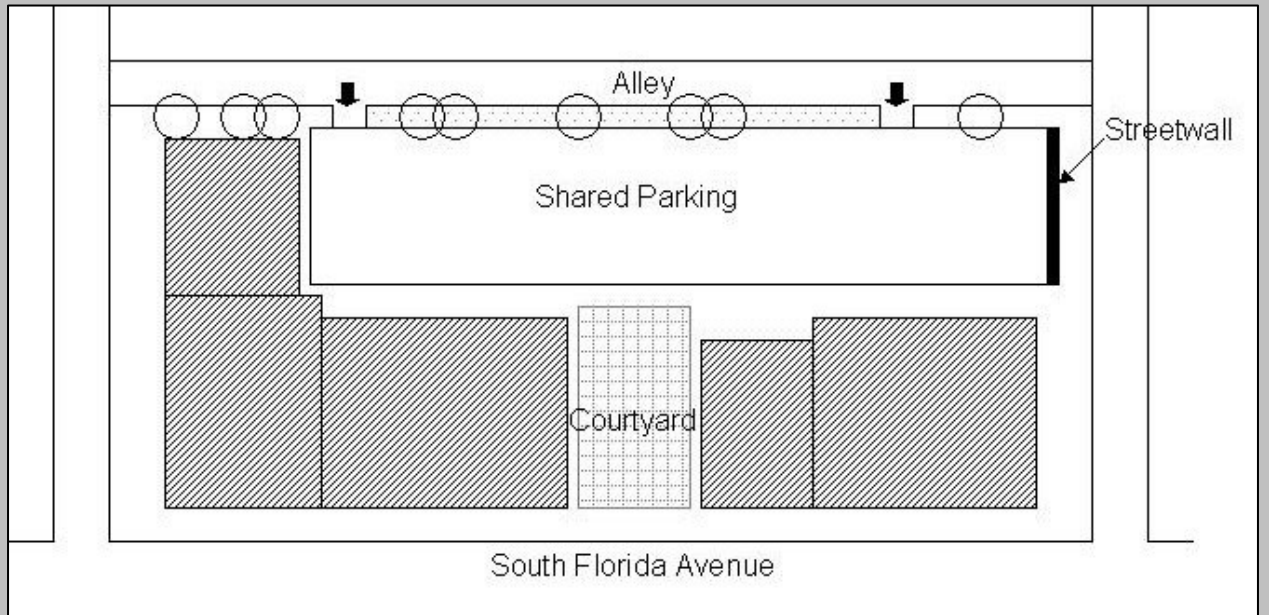
1. Vehicular Circulation/Access

- Where possible, access to parking areas shall be provided from side streets and alleys. Where such access is not possible, access shall be limited to the minimum number of access points and minimum driveway widths in accordance with the Florida Department of Transportation (FDOT) standards. A gateway, arch or similar feature should be provided to preserve the block continuity.



- The use of joint access driveways is required between commercial sites to reduce the number of access points and driveway area, and to increase the amount of landscaping (see Figure 26).

Figure 26: Parking Lot Design



- Access driveway widths from roads other than South Florida Avenue shall be limited to fifteen (15) feet for one-way driveways and twenty-four feet for two-way driveways.
- Streets and other public outdoor spaces within the district should be functional, attractive, and designed to enhance the pedestrian vitality of the community.

2. Pedestrian Circulation/Access

- Large-scale developments along South Florida Avenue should provide pedestrian passageways/courtyards connecting the street front and the rear parking areas, especially throughout the center of large blocks, to maintain a pedestrian's ability to migrate through the commercial area without the need of alternative transportation. These pedestrian alleyways can be in the form of a well-landscaped courtyard or they could be integrated into a building along the block, such as an atrium with doors on both ends to allow passage through the building.
- Limit the number of curb cuts along the South Florida Avenue corridor. Wherever feasible, vehicular entrances should only be provided from the side streets and/or rear alleys.
- To improve walkability within the Dixieland CRA, developments fronting on South Florida Avenue shall provide a five (5) foot wide pedestrian easement along the entire front lot line.



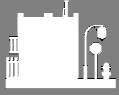
- Along South Florida Avenue, direct pedestrian access shall be provided from the principal entrance of the building to the sidewalk on the closest public right-of-way.
- Additional/secondary pedestrian access to businesses may be provided from the parking facilities directly to the ground floor uses, either through rear building entrances, sidewalks along the perimeter of buildings, or by pedestrian alleyways (see Figure 27), which connect the rear parking lots to the sidewalks along the front street.



- Crosswalks are required wherever a pedestrian walkway intersects a vehicular area within a development on in accordance with the following standards:
 - Pedestrian walkways within a development shall be differentiated from driving surfaces through a change in materials.
 - Crosswalks shall be a minimum of five (5) feet wide and shall be marked in accordance with the “Manual on Uniform Traffic Control Devices”.
- For developments containing 75,000 square feet of gross floor area or greater. At least one pedestrian amenity, such as a pedestrian courtyard, seating area or play area for children, of at least 500 square feet shall be provided for every 75,000 square feet of gross floor area.
- Covered visitor drop-off areas shall be provided at principal entrances to public and quasi-public facilities such as churches and schools, and multi-family developments.

3. Bicycles

- All new developments or substantial redevelopment shall be required to install a **bicycle rack** within the site.
- Installed bicycle racks shall be designed to accommodate a minimum of four (4) bicycles.
- Bicycle racks shall be permanently fixed to the surface through mechanical fasteners or through the use of concrete footings.
- The design of bicycle racks shall coordinate with the overall design scheme of the subject site in terms of color and material.



4. Surface Parking Lot Design

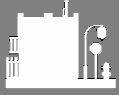
- Parking lot design, including layout, landscaping, buffering and screening, shall be used to minimize direct views of parked vehicles from streets and sidewalks and to avoid spill-over light, glare, noise and exhaust fumes onto adjacent properties.
- Parking lots shall be visually and functionally segmented through the use of landscaped islands and canopy trees. Not more than ten (10) parking spaces shall be located side-by-side without a landscaped parking island.
- Adjacent on-street parking (if available) may be counted towards the minimum parking space requirement.
- Where a commercial use abuts a residential zoning district, the parking area shall not be located within the building setback abutting the residential area. The paving setback shall be equal to the building setback along that property line.
- As an incentive to reduce the amount of impervious surface and encourage landscaping, parking space depth may be reduced by two (2) feet if abutting a landscaped area and the parked vehicle will not interfere with required plantings or encroach on sidewalks.
- The use of permeable paving (interlocking pavers, brick or other similarly textured materials) to reduce surface run-off may be permitted, particularly in over-flow and seasonal parking areas.
- Trees should be set into a tree grate or landscaped walkways.
- Parking lot layout, landscaping, buffering and screening should minimize direct views of parked vehicles from streets and sidewalks; avoid spill-over light, glare, noise and exhaust fumes onto adjacent properties; and provide a reasonable measure of tree canopy shade.
- A streetwall shall be required along the street perimeter of surface parking lots. The streetwall should be located along the required building setback line. Breaks should be permitted in the streetwall to provide pedestrian access to the site and for tree protection.
- Large parking lots shall be visually and functionally segmented into smaller lots with landscaped islands and canopy trees.

B. Landscaping, Buffering and Screening Standards

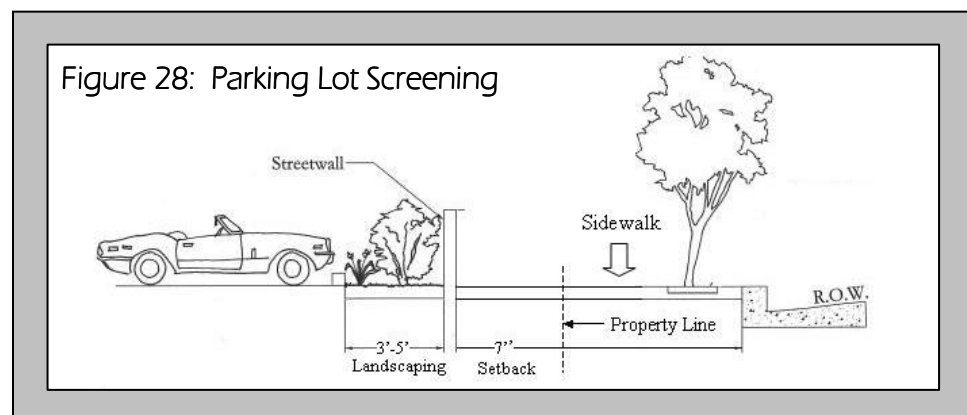
The following standards are intended to incorporate landscaping into an urban area, not only for appearance but also for buffering and screening certain activities.

1. Landscaping and Buffering

- Landscape design shall enhance architectural features, visually screen dissimilar uses and unsightly views, reduce noise impacts from major roadways, create barriers between incompatible uses, strengthen important vistas, and reinforce neighboring site design and architecture.



- Trees planted in paved areas should use interlocking pavers or tree grates around the trunk (except for the area necessary to allow for growth).
- Hedges and shrubs and or permanent planters should be used to soften the edge between the buildings and the pedestrian area. These landscaping techniques are especially beneficial when there is little or no pervious area available on a lot for planted landscaping. Irrigation will still need to be provided, however, so that the landscaping can be easily maintained.
- When off-street parking abuts a public sidewalk, a minimum of three (3) and maximum of five (5) foot landscaped area shall be provided inside the streetwall. The landscaped area shall consist of hedges or shrubs, a minimum of eighteen (18) inches high at the time of planting. See Figure 28.



- Plant species shall be selected and installed based on their water needs, growth rate, size, and resource inputs in order to conserve water, reduce maintenance, and promote plant health. Adequate growth area, based on mature shape and size, shall be provided for all plant materials.
- The landscape plan shall include the use of native plant species to re-establish an aesthetic regional quality and to take advantage of the unique diversity and adaptability of native species to the environmental conditions of Lakeland.

2. Screening

a. Fences and Walls

- It is the intent of these guidelines to prevent view-blockage buffers (solid fences, walls or hedges) between land uses with non-residential zoning district classifications (i.e. O-1 and C-2).
- Where view-blockage buffer structures are required between non-residentially zoned and residentially zoned properties, they shall be constructed in accordance with the Land Development Regulations except that no view-blockage buffer shall be required where a surface parking lot abuts a public alley and the required streetwall or low hedge has been constructed.



- Fences and walls shall be constructed of brick, masonry, wrought iron, stone or other decorative materials. Wooden fences in areas visible from roadways shall not be permitted materials. **Chain link fences are not permitted in the corridor.**
- Non-residential uses proposed to be located adjacent to residential uses should provide a six (6) foot decorative wall between the two properties, unless the residential is only located on the upper floors.
- Privacy fences, walls and streetwalls located along vehicular alleys shall be located no closer than three (3) feet from the right-of-way line.
- Vertical elements (posts) should be incorporated into the design of fences, walls and streetwalls and shall be spaced at six (6) to twelve (12) foot intervals depending on the material and overall length of the wall or fence. Posts or columns must include a cap piece extending up to twelve (12) inches above the allowable fence height. See Figure 29.
- All fences shall have their finished side facing outward.
- Walls should be designed to compliment the principal building style, materials and colors, and shall incorporate landscaping.

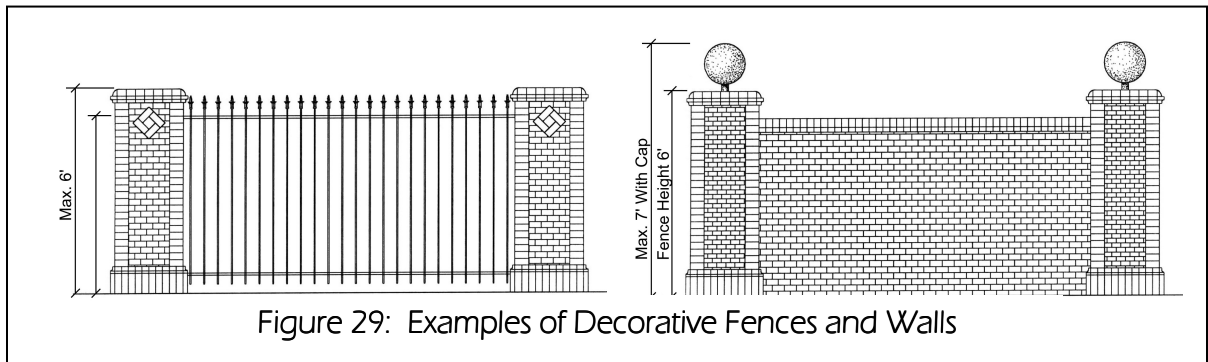


Figure 29: Examples of Decorative Fences and Walls

- Loading areas, service docks, refuse containers, mechanical equipment, satellite dishes, truck parking and other service support equipment shall be screened from view of adjacent properties. Screen walls, if used, shall be compatible with the exterior walls of the primary structure. Wood fencing shall be permitted if located behind the building line. Chain link and vinyl fencing is prohibited.
- Shopping cart storage shall be located inside the building or shall be screened by a four (4) foot wall compatible with the exterior walls of the primary structure or with a continuous landscaping hedge.
- Utilities for all new commercial developments shall be located underground. Utility boxes shall be completely screened from view of principal streets, as well as pedestrian walkways and areas.
- When the loading and/or refuse collection area is adjacent to a residential district, deliveries and collections shall not occur between 10 p.m. and 6 a.m.



- To the extent possible, vehicular idling shall not be allowed in areas adjacent to residential lots. Signage shall be installed prohibiting vehicular idling in areas adjacent to residential lots.
- b. Streetwalls
- Streetwalls are low or semi-solid walls intended to provide the continuation of building volumes along a street. These are the only types of fences/walls allowed facing South Florida Avenue, side streets, and alleys (see Figure 30).



Figure 30: Examples of Streetwalls

- Streetwalls shall be a minimum of three (3) feet and a maximum of five (5) feet in height. Walls greater than three (3) feet in height above grade shall be no more than fifty (50) percent solid.
- Streetwalls in the district shall be constructed of wrought iron, brick, masonry, stone or other decorative materials. Chain link and wood are not allowed.
- A streetwall shall not be required along the recessed part of a building that has at least seventy (70) percent of the front building wall meeting the required maximum setback from the street.
- Where a pedestrian courtyard or other public space results in a front or street side setback of greater than seven (7) feet, a streetwall shall be provided at the seven-foot setback line to maintain visual continuity along the street.
- Where a surface parking lot abuts a public street, a streetwall shall be required on the seven-foot setback line along front and street-side lot lines.
- Where a surface parking lot abuts a public alley, a low hedge not greater than 3 feet high or a streetwall shall be required. The hedge or streetwall shall be setback a minimum of 3 feet from the alley right-of-way.
- Breaks in streetwalls are permitted to accommodate pedestrian and vehicle access and tree protection.

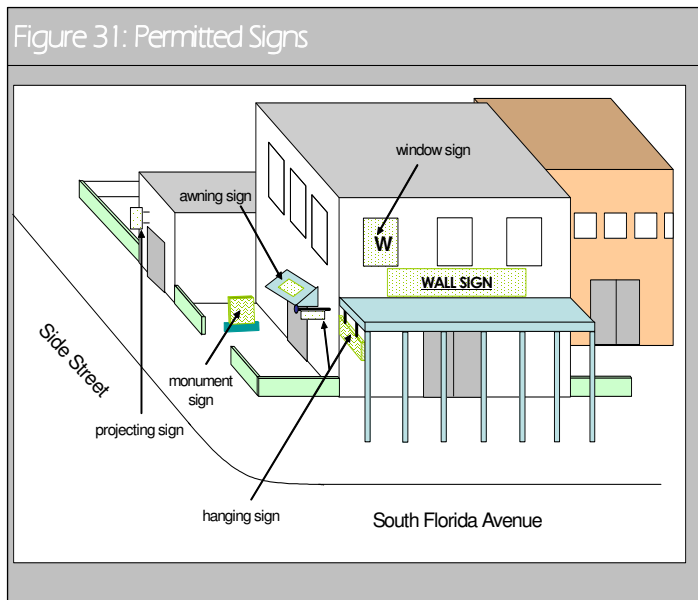


C. Sign Standards

The following regulations shall apply to development in non-residential zoning districts (O-1, C-2) and, to the extent indicated, shall modify the requirements of the Land Development Regulations. Signage in residential zoning districts shall be in accordance with the Land Development Regulations.

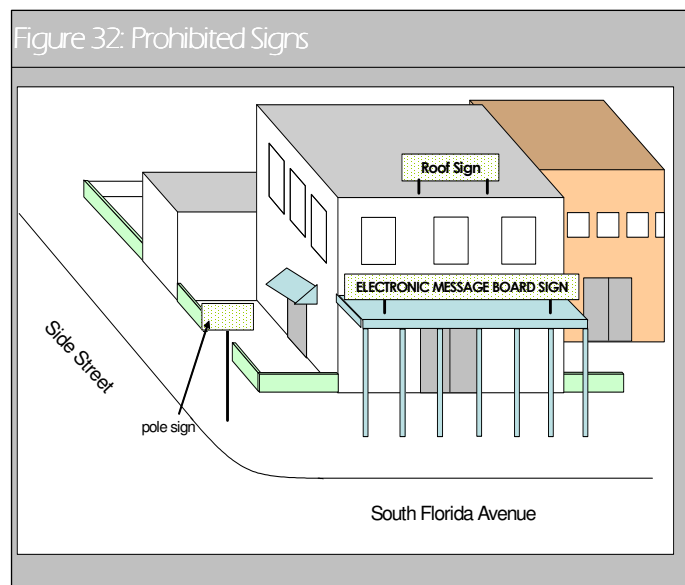
Permitted Signs:

- Awning Signs: A sign attached to, affixed to, or painted on the surface of an awning or structural canopy.
- Hanging Signs: A sign attached to and hanging vertically from an overhang, awning, arcade, or structural canopy of a building.
- Monument Signs
- Projecting Signs
- Wall Signs
- Window Signs



Prohibited Signs:

- Electronic Message Board Signs
- Pole Signs or Any Other Freestanding Signs
- Roof Signs





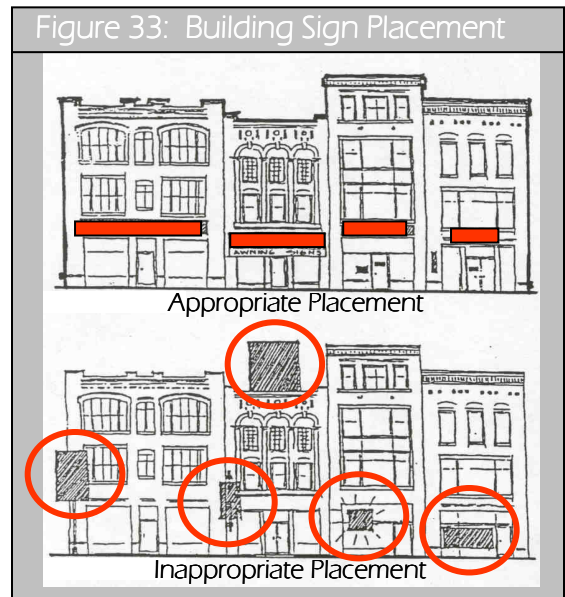
1. General Sign Guidelines

a. Maximum Total Sign Area for Signs Attached to Buildings

- The aggregate total sign area for any one side of a building, including wall signs, projecting signs, awnings signs, and marquee signs, shall not exceed twelve and one half (12.5) percent of the square footage of the first fifteen (15) feet in height of the wall face upon which such sign or signs are located. (See maximum areas for each type of building sign, below.)
- Such allowable sign area shall not be combined with or distributed to other sides of the building and shall be used only on the façade used to calculate the area.

b. Sign Placement

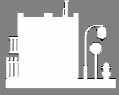
- Signs shall be positioned so that they appear as a design feature of the overall façade of a particular building.
- Signs shall relate to, and help define and enhance, the architectural features of the building, rather than cover or disturb design features, and shall be placed to establish façade rhythm, relative to the architecture of a building.
- Signable areas may include: (1) a continuous flat wall surface free of window or door openings or architectural features, (2) areas between the top of the storefront and the sill of the second floor windows, (3) sign boards designed for such use and already in place, (4) panels at the top and bottom of show windows, and (5) transoms over doors and windows.



- Signs on buildings shall not be mounted above or extend above the roofline. The sole exceptions to the height limit are building signs intended to memorialize and identify the original building owner. These signs must be comprised of individual, non-illuminated letters either embedded or in relief on the exterior front façade wall. These types of signs are subject to review and final approval by the Historic Preservation Board.

c. Sign Size and Scale

- The scale of signs shall be appropriate for the building on or near which they are placed and the area in which they are located. The size and shape on a sign shall be proportional with the scale of the structure. Small storefronts shall have smaller signs than larger storefronts.



- Signs shall be designed so that they are integrated with the design of the building and the building's use. A well-designed building façade or storefront is created by the careful coordination of sign design, architectural design, and color scheme. Signs located on multiple-tenant buildings shall be designed to complement and enhance each other, although not necessarily to match each other.
- Because the commercial areas exist in close proximity to residential areas, signs shall be designed and located so that they will have little or no impact on adjacent residential neighborhoods.
- Pedestrian-oriented signs are encouraged. These signs shall be read easily and comfortably from the sidewalk or street.

d. Sign Illumination

- Sign illumination shall be in accordance with the Sign Regulations (Article 36).
- At the discretion of the Historic Preservation Board internally illuminated signs may be approved with justification.
- If the board approves the use of an internally illuminated sign, back-lit (reverse channel) solid letter signs shall be preferred. The use of internally illuminated back-lit cabinet signs shall be prohibited.
- No electrical conduit, circuits, devices, or non-decorative fixtures shall be visible.

Figure 34: Sign Illumination



Externally-lit Signs
(Permitted)



Back-lit Cabinet Signs
(Not Permitted)



Back-lit/Reverse Channel Solid Letters
(Permitted with Justification)



Individually Back-lit Letters
(Permitted with Greater Justification)



e. Sign Design, Colors, and Materials

- Creative design is strongly encouraged. The use of unusual shapes of the sign panel, dimensional lettering, sculptural treatments, and layering of sign surfaces are welcome.
- Colors shall be selected which contribute to legibility and design integrity. Colors or color combinations that interfere with legibility of the sign copy, or that interfere with viewer identification of other signs, shall be avoided. Small accents of several colors may make a sign unique and attractive, but the presence of too many colors will decrease the readability.
- Paper and cloth signs are prohibited for permanent exterior use (except for cloth fabric on awnings). If wood is used, it shall be properly sealed to keep moisture from deteriorating the sign.
- Changeable copy shall be prohibited on all building signs.
- Graphics on all signs shall be dimensional in nature. Dimensional lettering or sign elements should extend beyond or be embedded in the surface to which it is applied. Letters greater than 4 inches in height should have a minimum thickness of ¼ inch in order to cast a shadow.

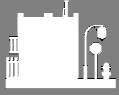
2. Building Signs

a. Wall Signs

- Each business or tenant shall have no more than one (1) wall sign per building.
- The allowable area for wall signs shall be one square foot of sign for each linear foot of primary building facade, not to exceed 50% of the maximum total building sign area calculation. Sign copy may not exceed two (2) feet in height.
- No signage shall be permitted on walls not facing the street except street numbers and directional signs at pedestrian or driveway openings. Such signs shall not exceed two (2) square feet in area.
- Wall plaque signs shall be no larger than 18 inches by 24 inches.

b. Projecting Signs

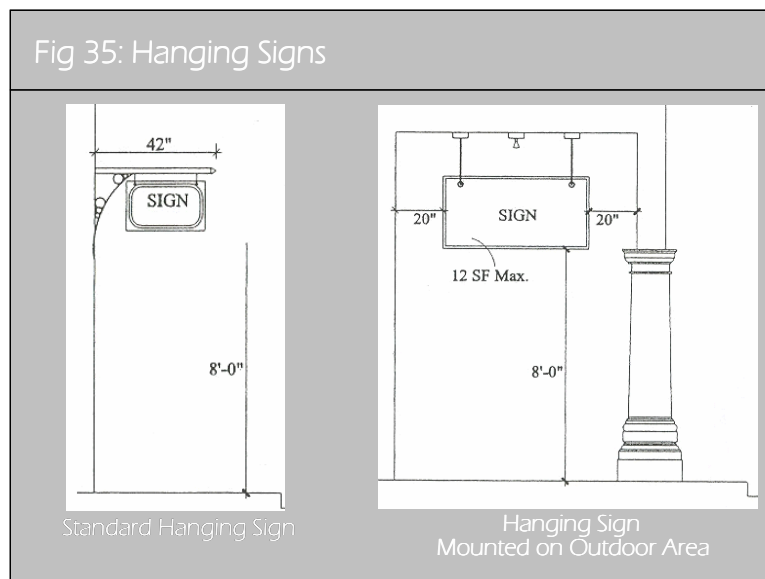
- Each business or tenant shall have no more than one (1) projecting sign per building.
- Projecting signs mounted at a height of fifteen (15) foot or lower from the finished sidewalk to the bottom of the sign shall not exceed eight (8) square feet.
- Projecting signs mounted higher than fifteen (15) foot from the finished sidewalk to the bottom of the sign shall not exceed twenty-five (25) square feet in sign area.
- Projecting Signs shall be located adjacent to the building entrance or tenant space.
- Projecting signs may only project forty-two (42) inches from the building wall.



- Projecting signs shall maintain an eight (8) foot clearance, between the finished sidewalk and the bottom of the sign, in all pedestrian walkways.
- Projecting signs shall not extend over public or private streets, parking lots, or street accesses.

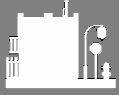
c. Hanging Signs

- Hanging signs mounted to the building wall, shall not exceed eight (8) square feet in sign area and shall project no more than forty-two (42) inches from the building wall.
- Hanging signs mounted to the ceiling of existing outdoor areas (awning, arcades, canopies, etc.), shall not exceed twelve (12) square feet, shall have a clearance of twenty (20) inches between any building walls, columns, or any other building structural elements, and shall not extend past the edges of any outdoor areas on which it is mounted
- Hanging signs shall maintain an eight (8) foot clearance, between the finished sidewalk and the bottom of the sign, in all pedestrian walkways.
- Hanging signs shall be located adjacent to the building entrance or tenant space.
- Hanging signs shall not extend over public or private streets, parking lots, or street accesses.
- Each business or tenant shall have no more than one (1) hanging sign per building.



d. Awning and Canopy Signs

- The copy area of signs on or affixed to the face of a canopy or awning shall not exceed forty (40) percent of the canopy or awning face.
- Marquee signs mounted to the top surface of a canopy shall not exceed twenty-four (24) inches in height and shall have a space of eighteen (18) inches between the

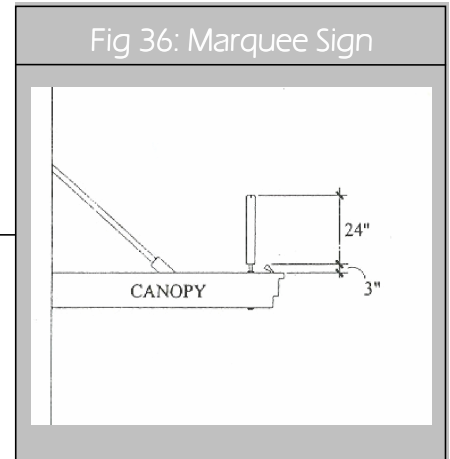


sign and the edges of the canopy. Any marquee sign lighting fixture shall be no taller than three (3) inches in height. Each business or tenant shall have no more than one (1) marquee sign per building.

- Approval of the style of text and the integration of text on awnings shall be at the discretion of the Board. The use of letters that are small in scale to create an open and clean form is encouraged.

e. **Building Identification Sign**

- Under special circumstances, Building Identification Signs intended to memorialize and identify the original building owner will be allowed. These signs must be comprised of individual, non-illuminated letters either embedded or in relief on the exterior front façade wall. These types of signs are subject to review and final approval by the Historic Preservation Board.



3. **Window Signs**

- Window signs shall only be painted on the interior or exterior of the window or use decal materials.
- Window signs shall cover no more than twenty-five (25) percent of any window.

4. **Monument Signs**

- Each building shall have no more than one (1) monument sign regardless of the number of tenants.
- Monument signs shall only be permitted if the building is set back a minimum of fifteen (15) feet from the front property line and shall otherwise adhere to the building setback requirements.
- A monument sign shall have a base width that is at least two-thirds (2/3) the width of the sign face.
- A monument sign shall have a base depth no less than twelve (12) inches or no smaller than the depth of the sign structure, whichever is greater.
- Monument signs shall not be permitted between streetwalls and the right-of-way of S. Florida Avenue.
- Monument signs and their bases shall not exceed six (6) feet in height and seventy-two (72) square feet in area.
- Monument signs shall be oriented perpendicular to the face of the building.
- Monument signs shall be illuminated by external lighting only.
- Changeable copy shall be permitted on monument signs.
- Monument signs shall be compatible with the architectural style, composition, materials, color and level of detail of the principal structure.



5. Dixieland CRA Review Process

- All proposed signage shall be reviewed by the Historic Preservation Board.
- Decisions regarding historic signs shall be made by the Historic Preservation Board and regulated in accordance with Section 36.03.01.08 of Article 36 in the Land Development Regulations.
- Non conforming signs shall be regulated in accordance with Section 36.03.01.08 of Article 36 in the Land Development Regulations.



D. Corporate Design

Corporate franchises should not be allowed to create visual clutter and to use architecture and building colors to act as signage. Therefore, exceptions to these guidelines shall not be made for corporate franchises. National corporate chains that typically design their buildings to read as signage have been known to modify their designs to blend with the character of the neighborhood. An example of a well-designed corporate structure is shown on Figure 36.

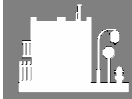
Figure 37: Corporate Design



Appropriate



Inappropriate



E. Alleys

In urban areas like the Dixieland area, alleys contribute to making the primary storefronts and streetscape a more pleasant environment, by removing the necessary service and delivery areas to the rear of a site. A system of alleys is already in place behind many of the commercial properties fronting on South Florida Avenue. However, the alleys do not have a consistent width and have problems with appearance and maintenance. As properties along the alleys redevelop, the following standards should be considered:

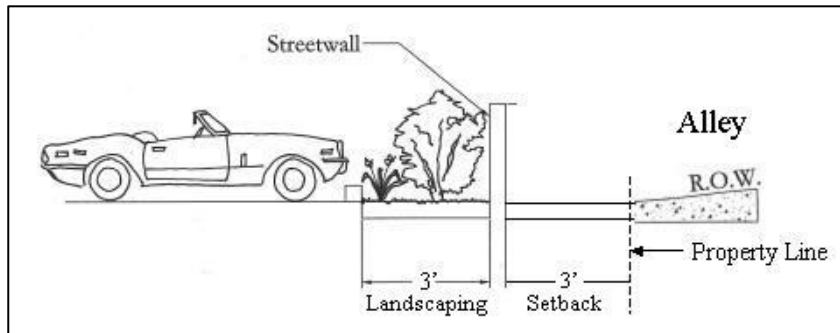


Figure 38: Alley Streetwall Location and Landscaping

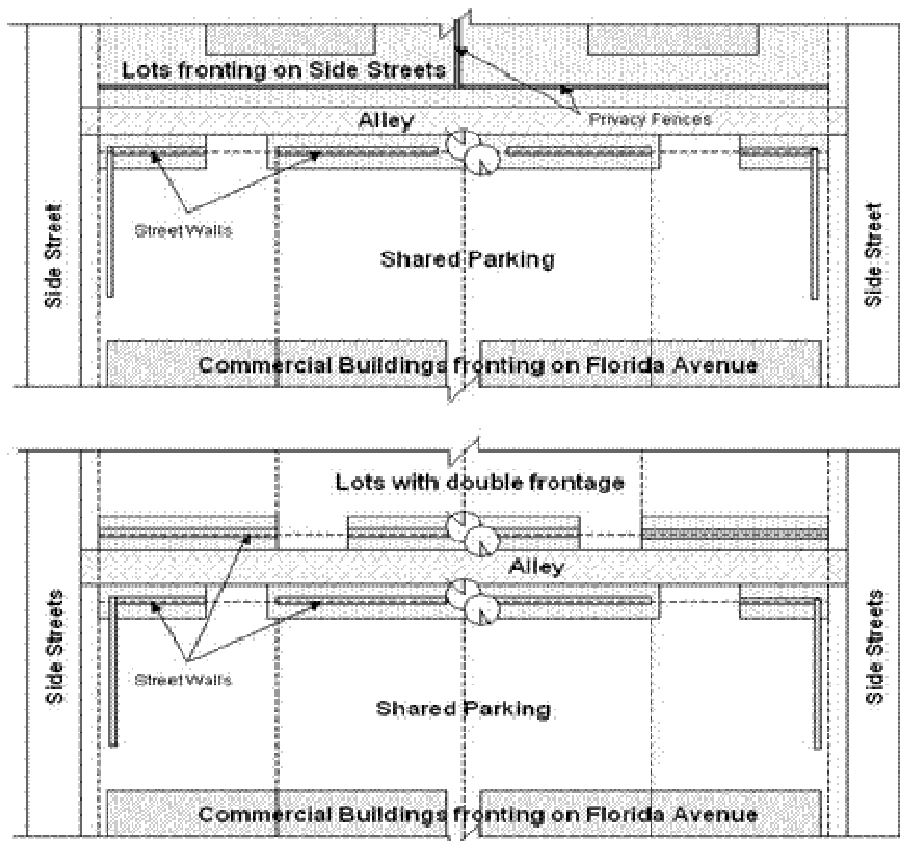
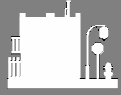


Figure 39: Use of Streetwalls to Define Parking Areas off of Alleys



- Require developers/owners to provide a streetwall between the alley and the parking area to help define the alleyway area. A 3 to 5 ft. wide landscape strip should be provided on the inside of the wall (see Figure 37).
- Require the use of alleyways to access parking lots by restricting parking lot access from South Florida Avenue or side streets(see Figure 38).

F. Accessory Structures

- If an accessory structure exceeds two hundred (200) square feet in size, the structure should be constructed to match the style, design, materials and colors of the principal building.
- All accessory structures should be located to the rear of the existing buildings line of the principal structure. Arbors, pergolas and trellises are exempt from this requirement.
- Accessory structures shall have the same architectural detail, color, material, design elements and roof design as the primary structure.
- Accessory structures shall be located no closer to the side property line than the principal structure.
- Accessory structures shall be located no closer than three (3) feet from the alley right-of-way lines.

G. Drive-Throughs

Uses that include drive-throughs (restaurants, banks, pharmacy and others) are primarily intended for vehicular access and discourage pedestrian activities due to their inherent site design requirements. To mitigate the negative effects of this use in the corridor, drive-throughs will be subject to the following layout standards:

- Drive-throughs are limited to one-bay per business.
- Drive-through *windows* shall not be located between the principal structure and the right-of-way of South Florida Avenue (see Figure 39).
- Interlocking pavers and similar landscape elements are encouraged to distinguish the drive through area.
- Crosswalks are required if pedestrians can cross the drive through lane.
- All stacking and lane requirements shall be provided per the City's Land Development Regulations. In no event shall variances to any of the standards contained in this report be granted to circumvent these guidelines.

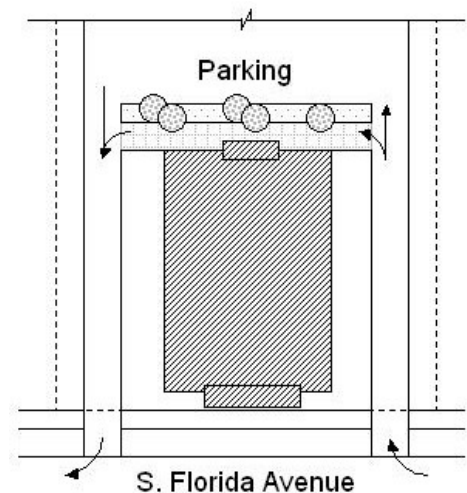
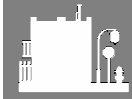


Figure 40: Drive-Through Window Location



H. Mechanical Equipment, Loading and Service Areas

- Refuse containers, air conditioners and similar elements shall be 100 percent screened from view.
- Service and loading activities should be placed in visually unobtrusive locations and take access from secondary streets, where feasible.
- To the extent possible, areas for outdoor storage, trash collection, and loading shall not be located adjacent to residential lots.
- Loading areas or docks, outdoor storage, waste disposal, mechanical equipment, satellite dishes, truck parking, and other service support equipment shall be located behind the building line and shall be fully screened from the view of adjacent properties both at ground and, if possible, roof top levels. Screen walls, if used, shall be compatible with the exterior walls of the primary structure.
- Areas for outdoor storage, trash collection, and loading shall be incorporated into the primary building design and construction for these areas shall be of materials of comparable quality and appearance as that of the primary building. Where such facilities are located adjacent to residential lots, they shall include a visual and solid acoustic buffer.
- Fenced areas such as garden centers visible from the public right-of-way shall be screened with a decorative fence or wall. The area shall be landscaped and designed to be compatible with the design of the building façade.

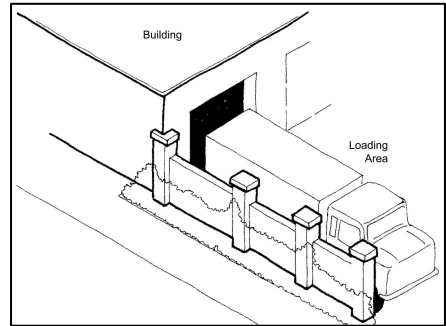


Figure 41: Screened Loading Area



Figure 42: Example of a properly screened dumpster

I. Crime Prevention Through Environmental Design

Appropriate safety and security features should be incorporated into building and site design consistent with the concepts and principles of Crime Prevention Through Environmental Design (CPTED). These features include the following:

- Ensuring maximum visibility through the proper placement of physical features, such as walls, fences and appurtenances to buildings.



- Utilizing adequate lighting in parking areas, open spaces, and to enhance security and visibility.
- Placement and maintenance of landscaping that does not reduce visibility.

J. On-Site Lighting Standards

- Exterior lighting shall be designed and installed in a sensitive manner that illuminates without glare and prevents color distortion.
- Decorative lights shall be installed along the roadway frontage of all non-residential structures.
- No light fixtures shall be placed in a position where existing or future tree canopy will reduce the illumination levels.
- Electrical wiring to all site lighting shall be provided underground.
- Up-lighting should not be used in order to prevent light intrusion into areas that it is neither necessary nor desired.
- Pedestrian scale lighting should be required. Light fixtures for pedestrians may be overhead, bollards or built into the walkways. Overhead lights should not exceed eighteen (18) feet in residential areas. The required minimum illumination for walkways and other pedestrian areas is 0.25 footcandles.
- Lighting along roadways should provide a smooth, even pattern that eliminates glare or light flow intrusion onto adjacent properties. Fixtures should be installed according to optimum spacing as recommended by the manufacturer. Light poles should not exceed thirty (35) feet in height consistent with the City's Land Development Regulations. Illumination for vehicle lighting should not exceed 0.50 footcandles.
- Accent lighting of signage, landscaping and trees, water amenities and other special features is encouraged. Concealed source fixtures are preferred. The placement of fixtures, fixture types, and methods of mounting or wiring must be approved by staff as part of the lighting scheme.

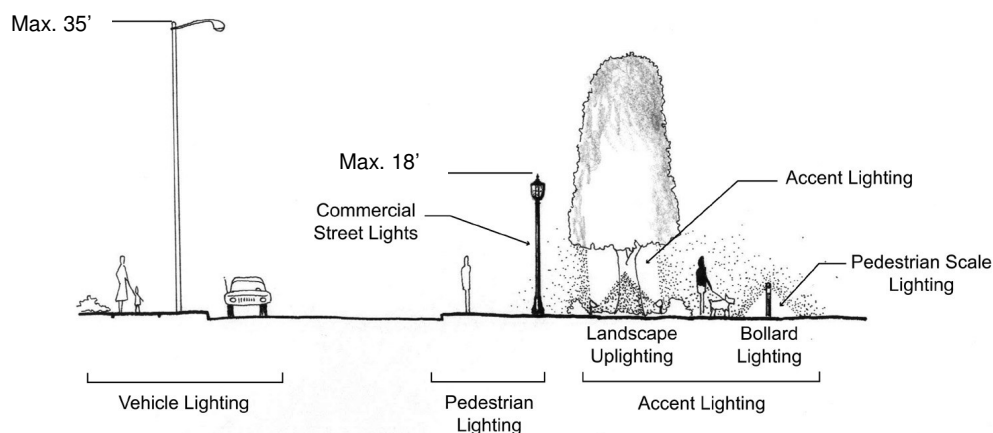


Figure 43: On-Site Lighting

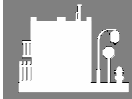


K. Parking Garages

There are no public or private parking garages in the Dixieland CRA area. However, parking garages are an integral part of an urban area, and at some point in the future there may be a need to provide parking structures in this district. Because of their function, structured parking facilities are usually designed as large uninteresting boxes, with very little attention to the pedestrian scale. The design of a public garage can have a major impact on the appearance of an area. The following guidelines will assist with the creation of attractive and compatible garage structures in the Dixieland CRA district. Where parking lots are a permitted use, parking garages shall be allowed in accordance with the following standards:

- Parking structures should not occupy the lots with frontage on South Florida Avenue, but should be located behind the commercial strip. The location should enable the placement of liner commercial buildings between the parking structure and the sidewalk on South Florida Avenue (see Figure 43).
- The entrances to structured parking garages should be from side streets and/or alleys.
- Should a parking structure extend to South Florida Avenue, at least seventy-five (75) percent of the ground floor of the parking garage frontage, exclusive of entrance driveways, stairwells and pedestrian entryways, shall consist of active uses other than parking, such as offices, light retail, personal services, and entertainment. This requirement is intended to create pleasing pedestrian-oriented spaces. The City may approve other design alternatives, such as a liner building around the outer edge of the garage, designed to achieve this intent.
- Those areas not including ground floor active uses shall provide a pedestrian-oriented landscaped setback of ten (10) feet maximum (see Figure 38).
- The exterior facades of all parking garages fronting on pedestrian-oriented streets shall be designed to achieve an architectural unity with the block (see Figure 43).





L. Civic and Institutional Buildings

Many communities are recognizable by their public squares, plazas and civic structures. Civic structures often become landmarks and public gathering places that participate in establishing an identity for the community through distinguishing architectural design. An example of a landmark building in the Dixieland CRA is the Westminster Presbyterian Church on South Florida Avenue. The distinctive tower and brick detailing on the building helps bring identity to the Dixieland CRA.

- Civic buildings contain uses of special public importance, such as municipal services, churches, libraries, schools, recreation facilities, and places of assembly. Civic uses should be placed in central locations as highly visible focal points. Where feasible, they should be close to transit stops for ease of use by pedestrians. Civic structures should not be located within storefronts, shopping centers or malls.
- Civic buildings do not need to blend with adjacent shopping centers and regular storefronts, rather they should stand out (see Figure 44). They are monuments to be recognized as landmarks and appreciated by residents and visitors alike. These types of structures are intended to break the continuity of the streetscape. However, the design, materials and colors should be tasteful and not garish.

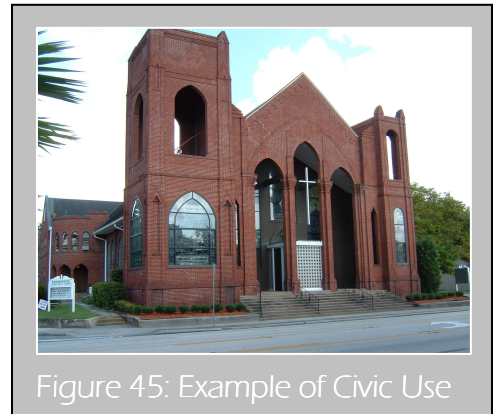
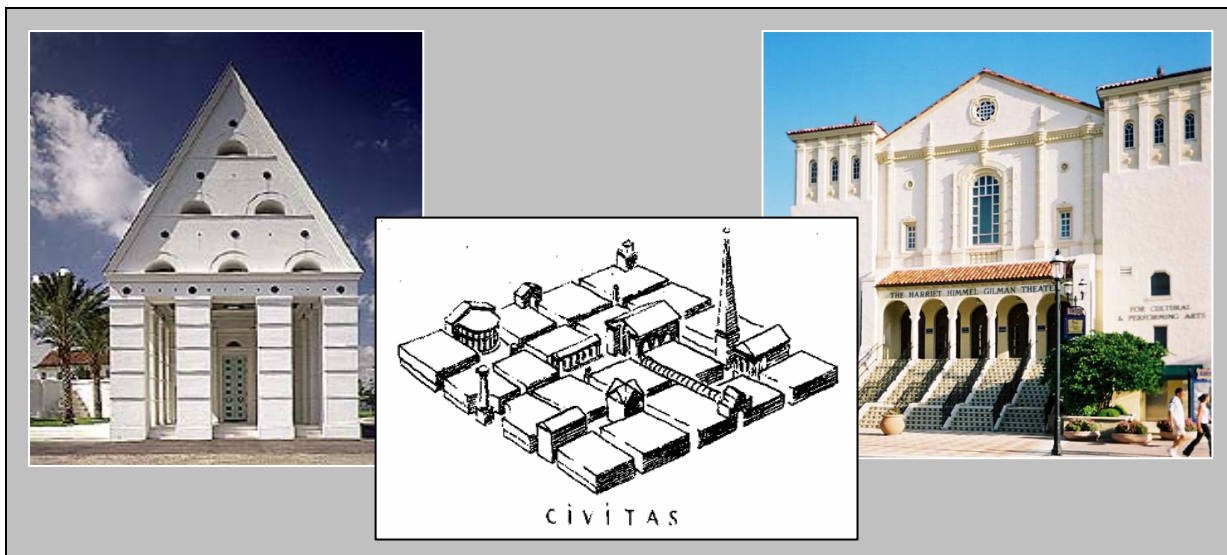


Figure 45: Example of Civic Use

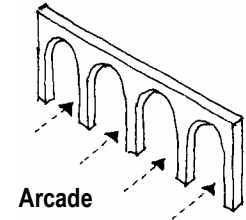




APPENDIX A - GLOSSARY OF TERMS

Alley – A permanent service way providing a secondary means of public access to abutting property and not intended for general traffic circulation.

Arcade - A series of arches supported by columns or pillars; a covered passageway; a recessed gallery with columns or piers open to the street.



Awning - A sheltering screen, usually of canvas fabric, supported and stiffened by a rigid frame, extending over or before any place which has windows, doors, outside walks or the like, and providing shelter or protection against the weather.

Block - A group of lots existing within well-defined and fixed boundaries, usually an area surrounded by streets or other physical barriers and having an assigned number, letter, or other name through which it is identified.

Block Face - That portion of a Block which abuts an individual street.

Block Layout – The arrangement of lots and alleys contained within a City block.

Building – Any structure having a roof supported by columns or walls and intended for the shelter, housing or enclosure of any individual(s), animal, process, equipment, goods or materials of any kind or nature.

Building, Accessory – A subordinate detached building on the same lot as the principal building or use, occupied or devoted to a use incidental to the principal use.

Building Site: Any group of one or more lot(s) or parcel(s) occupied or intended for development as a unit, whether or not as part of a larger Development Site.

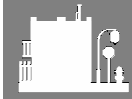
Design Guidelines - Criteria developed by a preservation commission, board, or review body to identify design concerns in an area or historic district, and to help property owners ensure that rehabilitation and new construction respect the character of designated buildings or districts.

Development Project (new construction or redevelopment) - a Development Project is defined as any proposal within the South Florida Avenue corridor that involves the following: 1) a new use of vacant property, or 2) new construction, rehabilitation, or remodeling of any existing building or any ancillary building, including signs. However, proposals involving an interior modification to an existing building are specifically excluded as a Development Project.

Development Site - The property under consideration for a development, which may contain one or more Building Sites and shall be under single ownership at the time of application. Should the Development Site contain more than one Building Site, any applicable Development Site setback requirements shall be established from the Development Site Perimeter.

Façade - Exterior wall of a structure

Landscaping - Landscaping shall consist of, but not be limited to, grass, ground covers, shrubs, vines, hedges, trees, berms and architectural landscape features and material.



Lot - The least fractional part of land having limited fixed boundaries, and (when part of a subdivision) having an assigned number, letter or other name through which it is identified. This term includes tract and parcel.

Lot, Corner - A lot whose lines are adjacent to two or more streets from their point of intersection.

Lot Depth, Mean - The mean distance from the front street line of the lot to its opposite rear line, measured in the mean general direction of the side lines of the lot.

Lot Frontage - The linear distance measured along the narrow dimension of a lot adjoining a street right-of-way.

Lot Frontage, Primary - That side of the lot abutting a street along the narrow dimension of the lot.

Lot Frontage, Secondary - That side of the lot abutting a street which is not the primary frontage.

Lot, Interior - A lot other than a corner lot.

Lot Line (or Property Line) - Any legal boundary of a lot. Where applicable, the lot line may coincide with the right-of-way line.

Marquee - A permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather.

Massing - The width, volume and proportions of a building and its parts.

Monument (Ground) Sign - A sign supported by a foundation or footing(s) placed permanently into the ground, where the sign message area rests directly above the supporting base, with no columns or poles visible in between the sign face and the base. For the purpose of this document, a monument sign is a freestanding sign that does not exceed **six (6) feet** above grade.

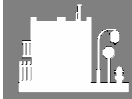
Pedestrian alleyways - Corridors or courtyards used primarily for the purpose of providing a pedestrian connection between the public sidewalks along South Florida Avenue and the parking areas located behind the businesses.

Plaza - A small paved pedestrian area provided with seating and landscaping. Plazas shall be used primarily for passive recreation, visual amenity and may contain seating and tables.

Right-of-Way - The strip of land owned or controlled by the City or another governmental agency over which the public has a right of passage, including the streets, parkways, medians, sidewalks and driveways constructed thereon. For the purpose of this document "right-of-way" excludes alleys.

Shared (collective) parking - Where two or more uses share the use of a parking facility. The standards for Collective parking contained in the City's Land Development Regulations regulate the provision of shared parking.

Sidewalk - An improved walkway intended primarily for pedestrians, usually running parallel to one or both sides of the pavement of a street.



Sign - Any object, device, display or structure, or part thereof, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, even or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images.

Storefronts – The type of façade a Commercial style building would have at the street level. Storefronts emphasize transparency, and normally include large display windows with framing; a recessed entrance; a cornice or a horizontal sign panel at the top of the storefront to separate it from the upper façade; and, low bulkheads at the base to protect the windows and define the entrance.

Streetwall - A low, solid or semi-solid wall that provides a defined urban edge along South Florida Avenue.

Structure – That which is built or constructed on, above, or below the surface of land or water.

Style – The type of architecture used to design a building. The typical features of some of the styles that would be appropriate in the Dixieland district are as follows. Other styles may also be acceptable, as long as they can be adapted to the standards contained in this document. Modern style architecture, which is characterized by lack of detail, massive volumes, large expanses of glass, and bright colors, is not consistent with the desired image of the district.

Craftsman (Bungalow) – Wide overhangs; exposed rafter ends with decorative cuts; brackets supporting eaves; tapered columns; masonry piers; low pitched roofs; wood siding and clapboard wall finishes; single or double hung windows (4/4, 2/2 or single lower pane) or in some cases casement windows; window surrounds.

Colonial Revival – Simple classical columns spaced evenly along front façade; symmetrical façades; dormers with hip, gable or shed roofs; exposed rafter ends with decorative cuts; paired single or double hung windows (6/6 or 2/2 or single lower pane); pediments; shutters.

Mediterranean Revival – Cupolas; turrets; rounded arcades; twisted columns; red clay barrel tile roofs; wood casement windows; iron railings and grill work; curved balconies; colorful tile work; flat or low pitched roof; parapets; stucco finish; small balconies.

Classical Revival, - Colonnades and arches; brick or stone facades. The overall building design usually follows the pattern of the classical column: a pronounced base with a ceremonial entrance, a uniform shaft with little decoration, and a distinctive or pronounced top.

Commercial/Main Street Buildings: Type of building typically found along main street settings. These buildings can be adapted to any of the styles noted above. The Commercial buildings are normally organized into distinct sections or zones, commonly containing one or two parts.

- One Part (generally a one-story building) formed by a storefront, and a cornice topped by a parapet. Large show windows were generally placed within this framework to display merchandise and light the interior. The wall area between the windows and the cornice provided a place for advertising and made the façade appear taller.



- Two Part (generally a multi-story building) organized into an upper and lower zones. The design of the lower zone was essentially the same as the one part facade. The building contained different uses in each zone. The lower zone generally housed public spaces (mentioned above), while the upper zone often provided space for private uses, such as apartments, offices, hotel rooms, and meeting halls.

Transparent - A material that admits light without appreciable diffusion or distortion so that objects beyond are entirely visible. Examples include: clear glass and plexiglass.

Translucent - A material that admits diffused light so that objects beyond cannot be clearly distinguished. Examples include: tinted glass, smoked glass and glass block.

Yard - An open space that lies between the principal or accessory building or buildings and the nearest lot line. Such yard is unoccupied and unobstructed from the ground upward except as may be specifically provided in this code.

Yard, Front - A yard extending the full width of a lot between any building and the front lot line.

Yard Line - A line drawn parallel to a lot line at a distance equal to the minimum front, side or rear setback in the case of a front, side or rear yard, respectively.

Yard, Rear - A yard extending across the full width of a lot between any building and the rear lot line, measured perpendicular to the rear lot line.

Yard, Required - A yard between a lot line and the setback line or building line within which no structure shall be located except as provided in the zoning ordinance.

Yard, Side - A yard extending from the front yard to the rear yard between any building and the side lot line measured perpendicular to the side lot line.