



Find your place

CITY OF OCALA

High Intensity Central Core District

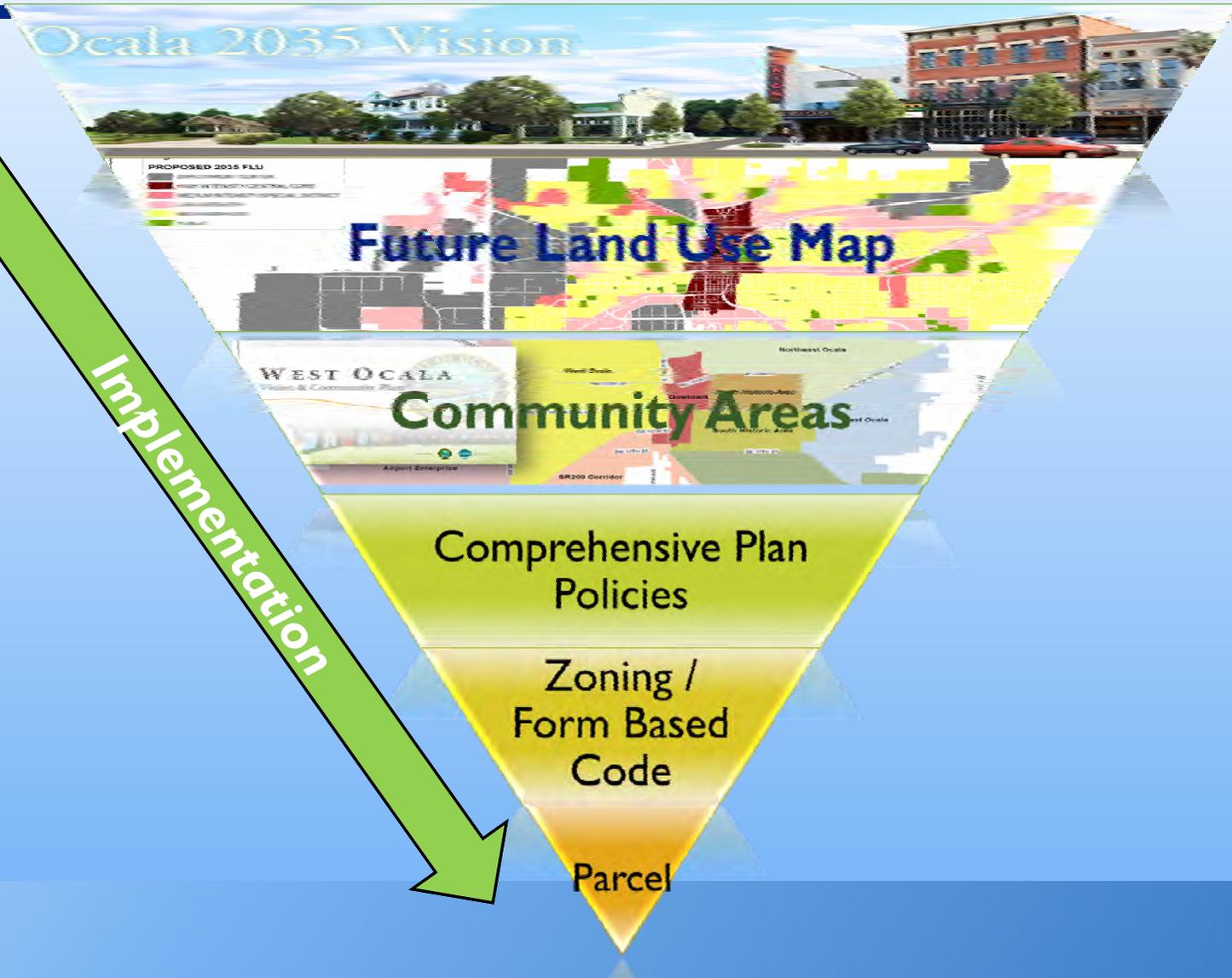
FORM BASED CODE

Introduction

August 30, 2012



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Zoning /
Form Based
Code

Parcel

- **Implementing the Comprehensive Plan**
- Conventional Zoning Ordinance Amendments
- New Form & Place Base Code
 - High Intensity Central Core
 - Medium Intensity Special Districts
 - Corridor Overlay Districts
- Community Area Plans



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Zoning /
Form Based
Code

Parcel

- Why a Form or Place Based Code?
 - Origin of Conventional Zoning
 - Changing Focus
 - Key Differences



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Origin of Conventional Zoning

- **Zoning** was created during the industrial revolution to address intrusion of heavy industry into retail and residential areas.
- Conventional zoning regulations based on **suburban standards** with deep setbacks and excessive parking requirements make it **difficult to create downtowns and new mixed use centers** with the kinds of buildings and public spaces that residents seek and value.



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Changing Focus

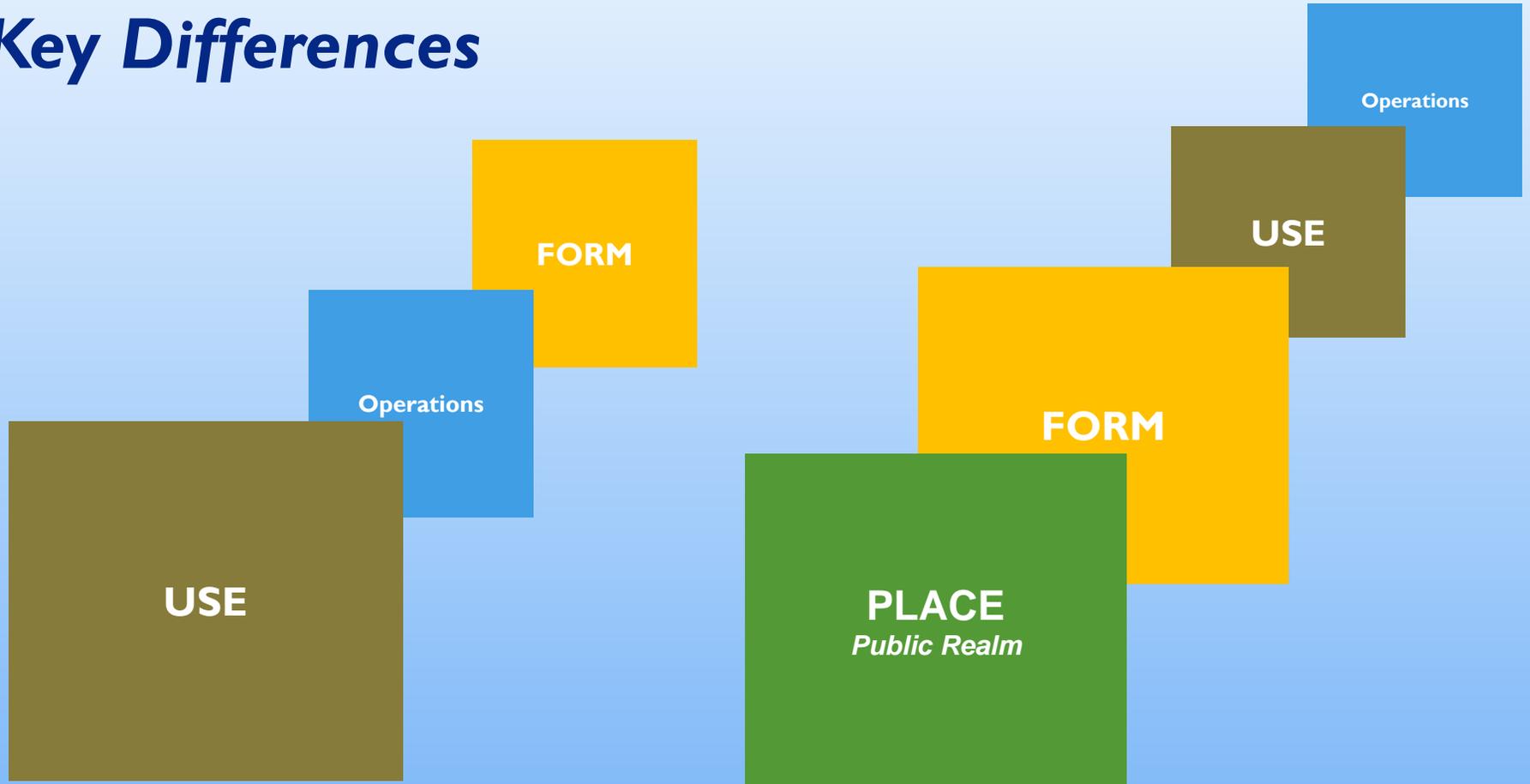
- **The Community focus & nature of economic development has changed.**

- *“Economic development was generally focused on how to attract businesses into the community, but*
- *Economic development is now more concerned about how economic development remains connected to place and the environment to improve the quality of life for all people in the city.”* Scott Polikov
- *Community’s Vision for the High Intensity Central Core*



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Key Differences



Conventional

vs.

Form & Place Based



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Conventional vs. Form & Place Based Code

Separation of uses	Mixed uses
Maximum densities	Minimum densities
Street standards designed for cars	Street standards emphasize safety & comfort of all users
Streets Disconnected single purpose	Interconnected streets and multi purpose
Private open space	Public open space
Deep setbacks	Build-to lines
Private orientation	Public Realm orientation
Minimum parking	Maximum parking



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■ Principles of Form & Place Based Codes

- Are more prescriptive and can do a better job describing the desired urban form than conventional code.
- Are adapted to fit the unique characteristics of a community and require development fit within this context to reinforce a sense of place and public realm.
- Support horizontal and vertical mixed use environments between use and building, and between a building and its neighborhood.
- Support development that is compact, mixed-use and pedestrian friendly. This pattern results in livable neighborhoods and healthy, vibrant communities.



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Developing the New Form Based Code

Diagnose existing code

- ▣ Examine existing codes to identify where the existing code is inconsistent or fails to implement the New Comprehensive Plan Policies.

Draft & Calibrate

- ▣ new codes to be consistent with the comprehensive plan policies and other parts of the City code

Engage the Public and City Staff

- ▣ vet the major issues before they are presented for adoption.
- ▣ improves legal defensibility

Adopting the code

Implementing the Adopted code

- ▣ Train the code users city staff and applicants.
- ▣ Schedule training sessions
- ▣ Provide a How to use the code tool
- ▣ Assign trained staff to expedite approvals



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Objectives

- ▣ *The code is enforceable*
- ▣ *The code is easy to use*
- ▣ *The code produces functional and vital urbanism*
 - ▣ *emphasizes standards and parameters for form with predictable physical outcomes rather than relying on numerical parameters*
 - ▣ *requires private buildings to shape public space using building form and building placement standards*
 - ▣ *promotes an interconnected street network and pedestrian-scaled blocks*
 - ▣ *regulations and standards keyed to a regulating plan*
 - ▣ *diagrams in the code clear and accurate in their presentation of spatial configurations*



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Organization of the Form Based Code

**Preamble &
Intent**



**How to Use
Code**



**Architectural
Standards
&
Guidelines**



**Specific Street
Zone
District
Standards**



**General to All
Street Zone
District
Standards**

Administration

Definitions

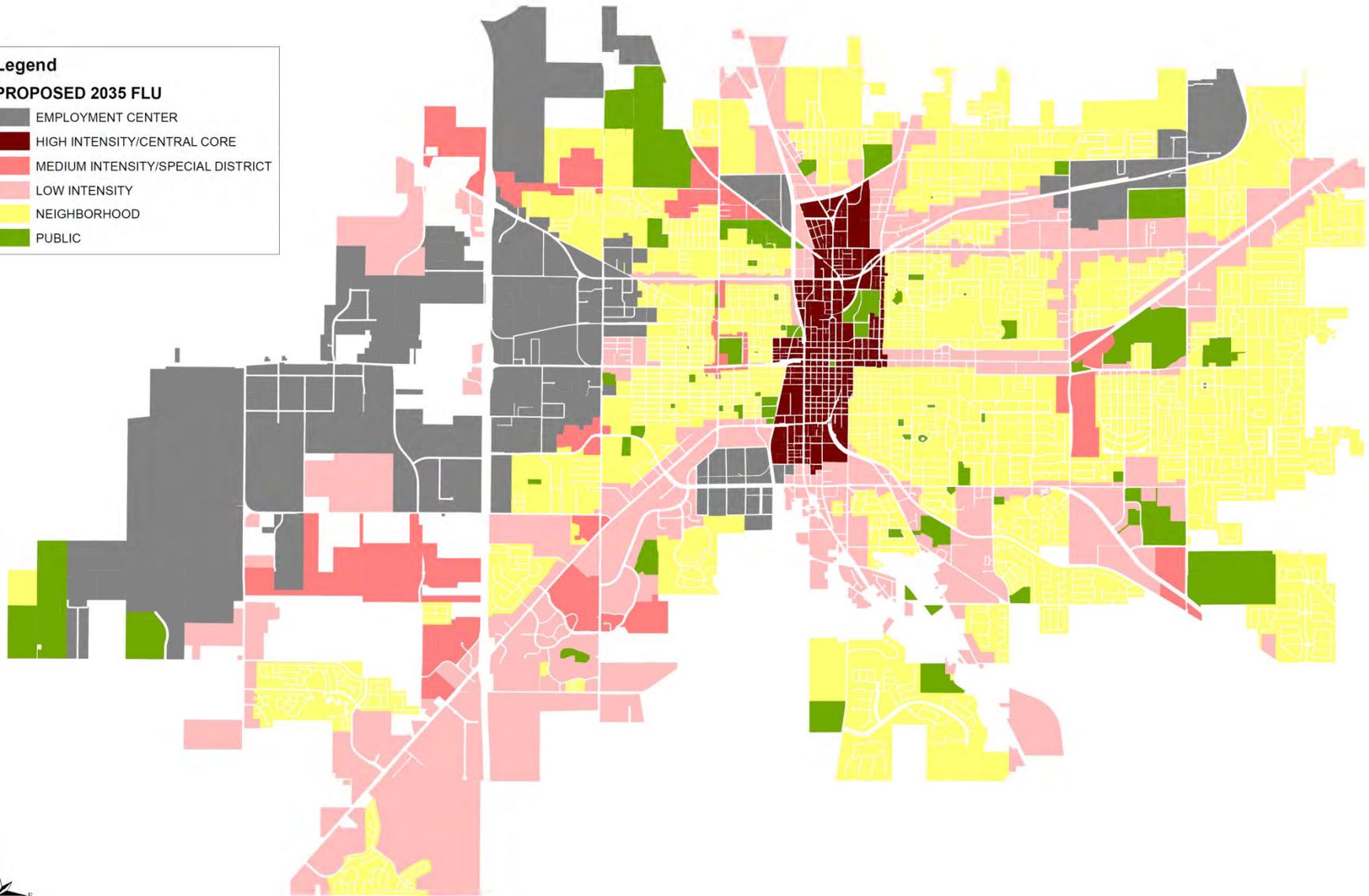
Tables

2035 Proposed Future Land Use Designations Design Map

Legend

PROPOSED 2035 FLU

- EMPLOYMENT CENTER
- HIGH INTENSITY/CENTRAL CORE
- MEDIUM INTENSITY/SPECIAL DISTRICT
- LOW INTENSITY
- NEIGHBORHOOD
- PUBLIC



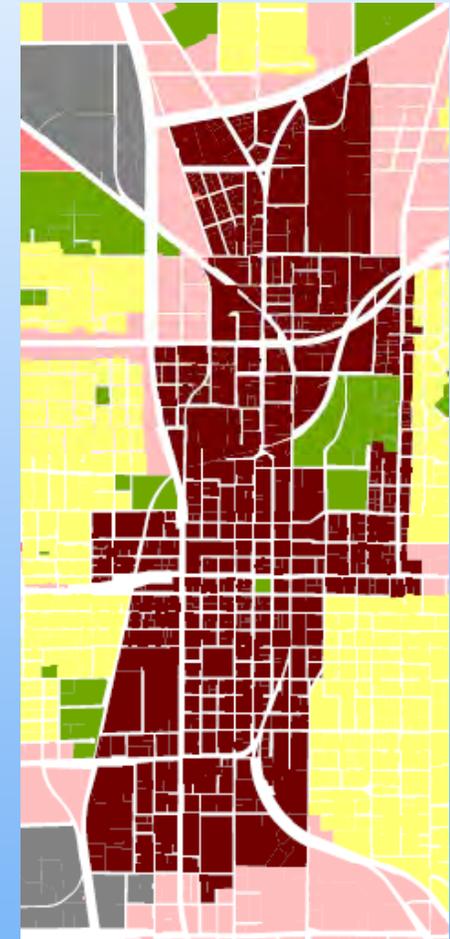
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High Intensity/Central Core

- **Intent:**
- To identify the area for the most intense residential and non-residential development within the City
- Includes the Downtown, Midtown, North Magnolia, and Hospital Districts





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General Purpose & Intent.

Reinforces the importance and the unique character of The City of Ocala's Central Core providing place-based regulations utilizing a regulating plan organized around the City's historic Street, Block and Social pattern,

Establishes standards and guidelines for promoting development with a variety of uses, good design, and public health within The City of Ocala's Central Core.

Placing emphasis on achieving a predictable high-quality public realm expressed by the relationship of buildings, parking, sidewalks and public spaces to the public streets rather than regulation based primarily on land uses, dimensions, and the separation of uses.

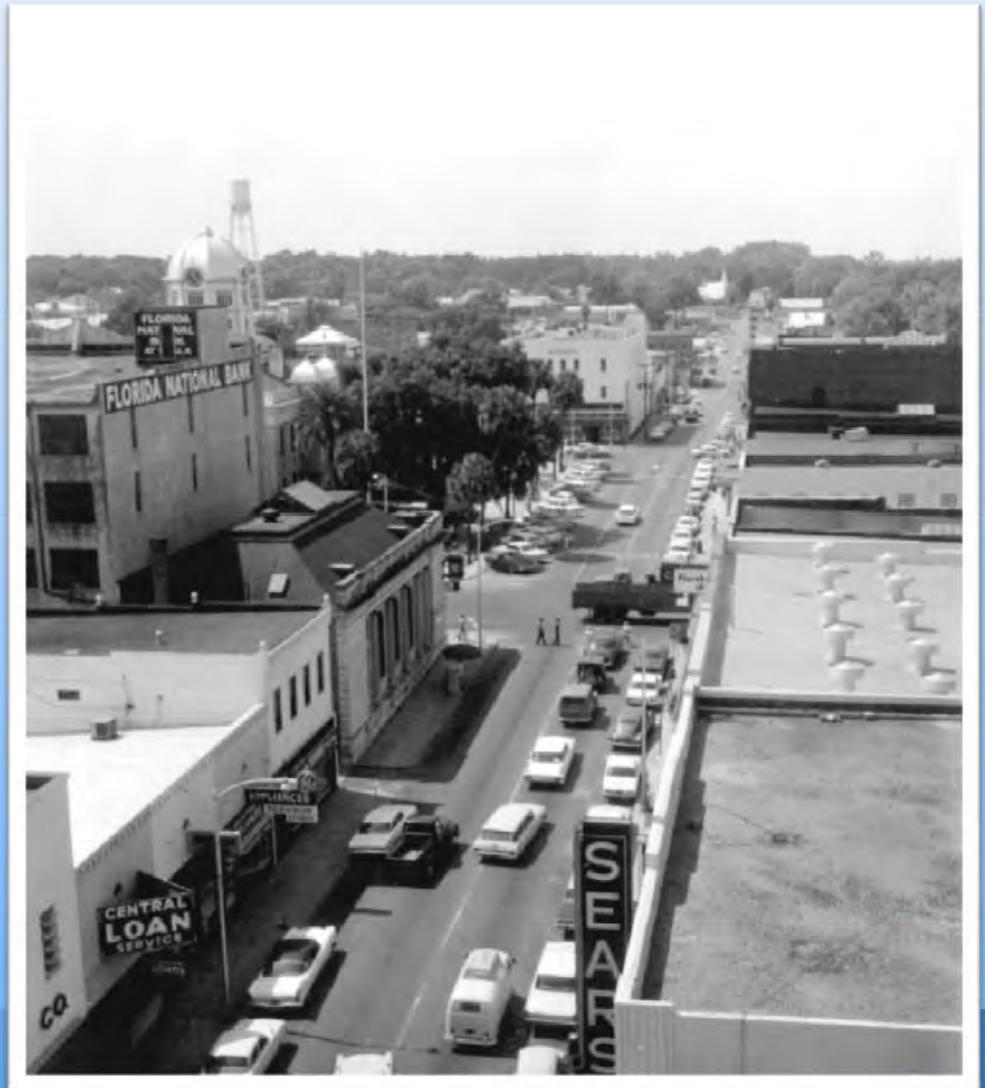
Land uses are intended to be allowed to be mixed horizontally and vertically using regulations that address place making and design issues such as building placement, facades, streetscapes, and street layout, street connection and public and private shared spaces.

Thoroughfares identified in each district are required to meet the same intent and standards as the street zone district they occur in and shall have increased requirements to provide for pedestrian crossings and safety.



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Unique Character of The City's Central Core





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Unique Character of The City's Central Core

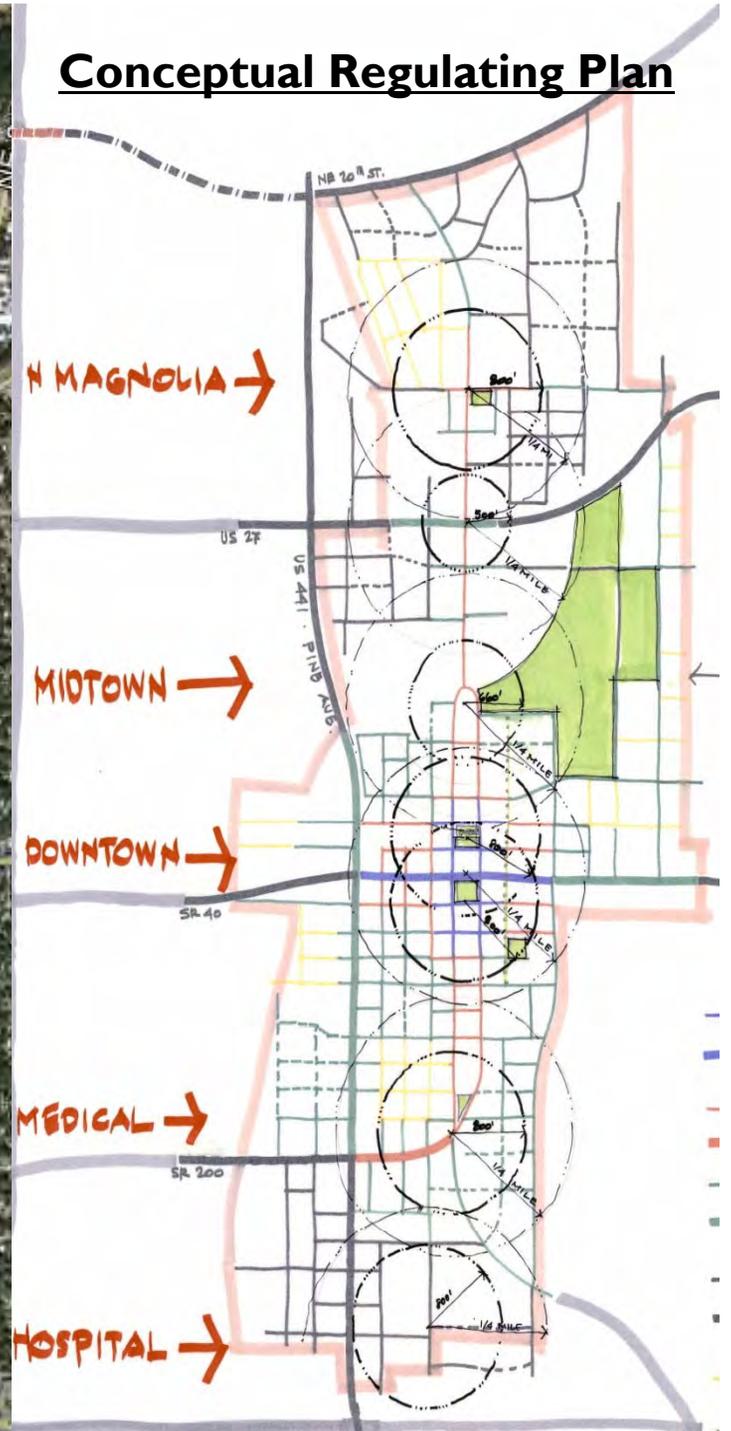
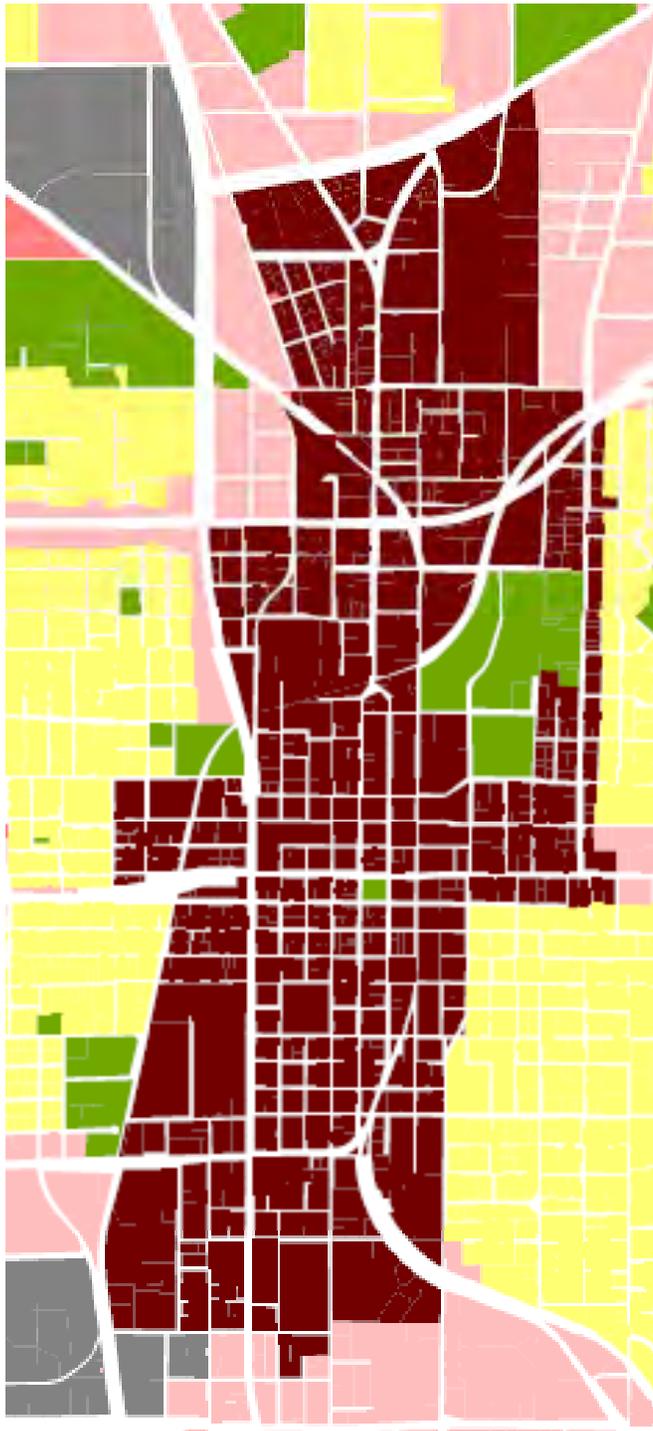




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Unique Character of The City's Central Core







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General Purpose & Intent.

■ **The High Intensity Central Core is organized around Street Zone Districts:**

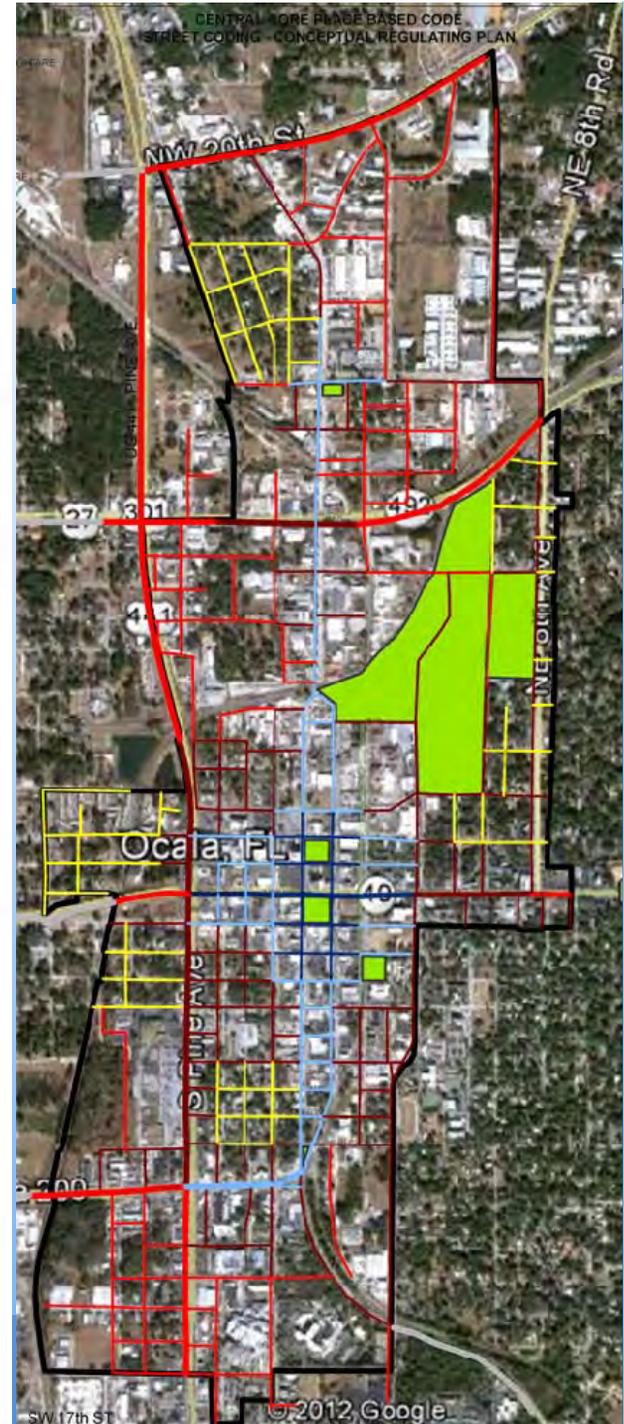
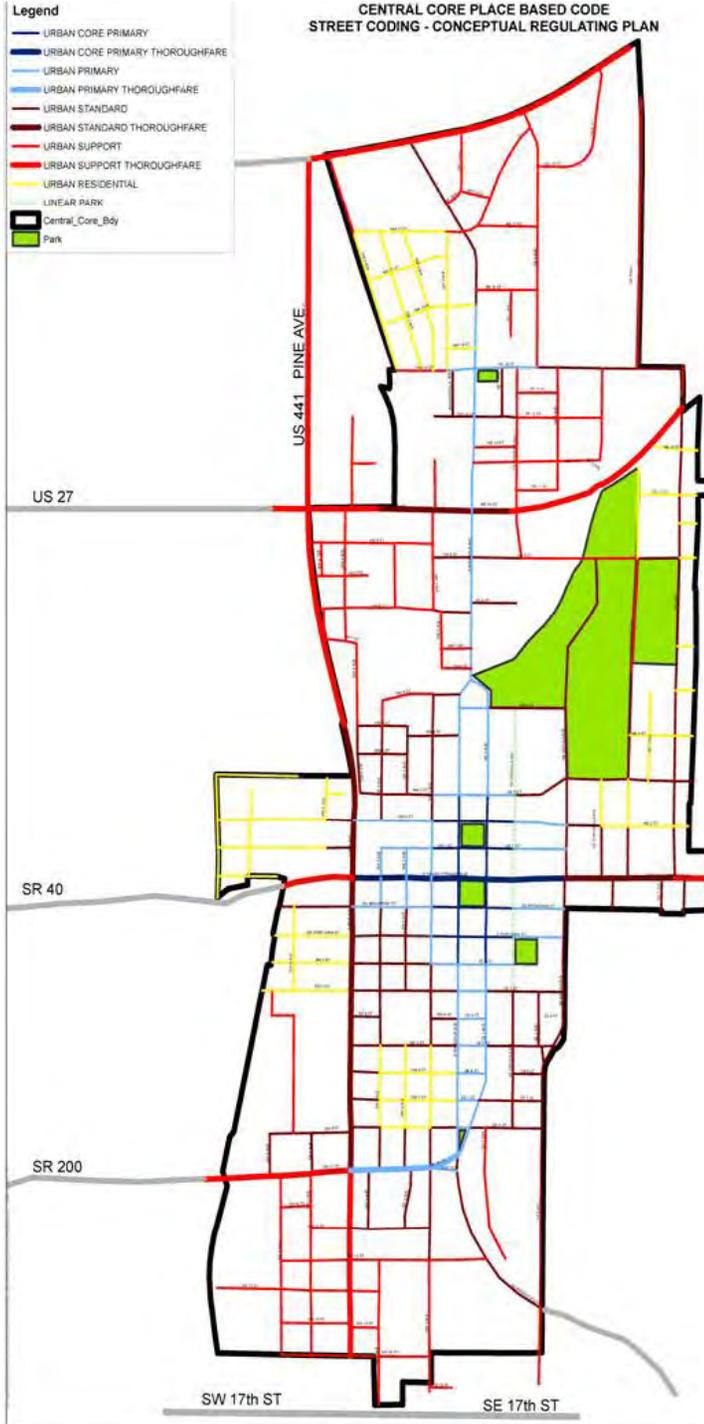
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- A large green arrow pointing downwards, with the text "Intensity & Scale" written vertically inside it.
- Urban Primary Core UPC
 - Urban Primary Core Thoroughfare UPC-T
 - Urban Primary UP
 - Urban Primary Thoroughfare UP-T
 - Urban Standard US
 - Urban Standard US Thoroughfare US-T
 - Urban Support USP
 - Urban Support Thoroughfare USP-T
 - Urban Residential UR

Street Zone Districts

Legend

-  URBAN CORE PRIMARY
-  URBAN CORE PRIMARY THOROUGHFARE
-  URBAN PRIMARY
-  URBAN PRIMARY THOROUGHFARE
-  URBAN STANDARD
-  URBAN STANDARD THOROUGHFARE
-  URBAN SUPPORT
-  URBAN SUPPORT THOROUGHFARE
-  URBAN RESIDENTIAL
-  LINEAR PARK
-  Central_Core_Bdy
-  Park

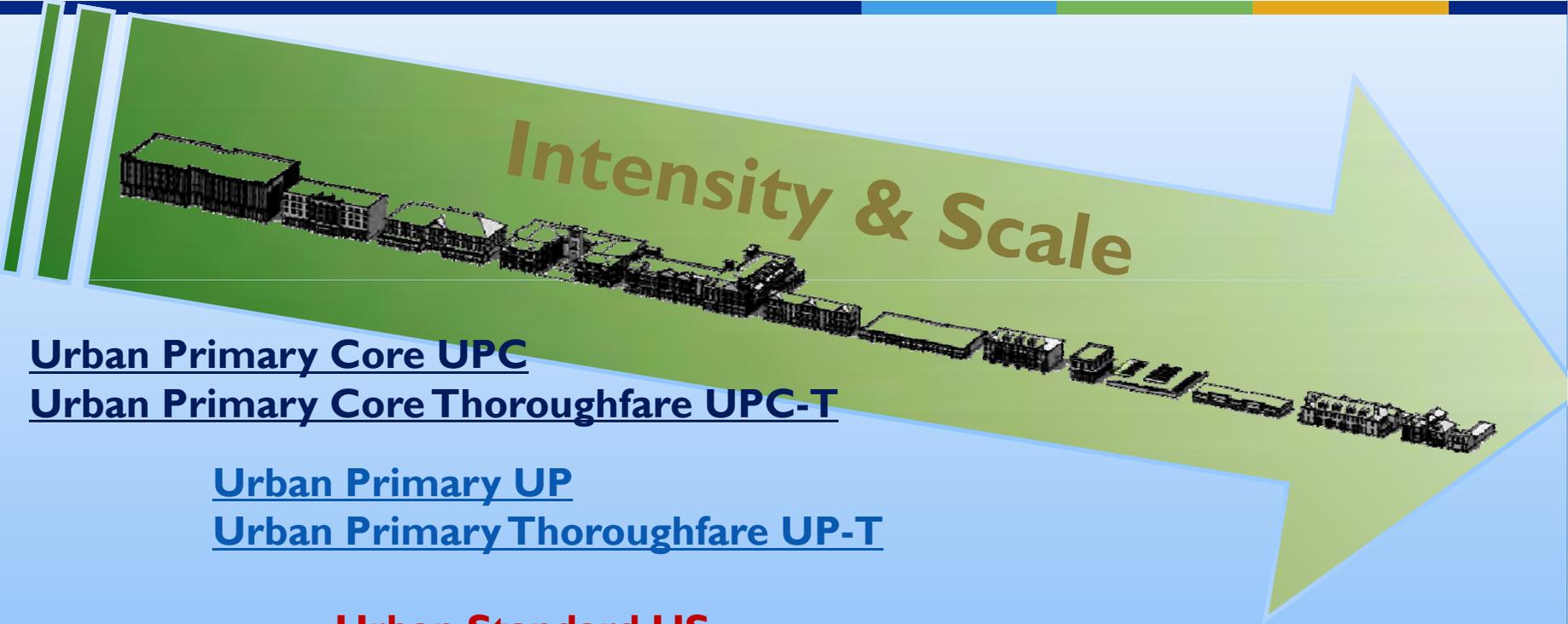
CENTRAL CORE PLACE BASED CODE STREET CODING - CONCEPTUAL REGULATING PLAN





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Specific Street Zone District Standards



Intensity & Scale

Urban Primary Core UPC

Urban Primary Core Thoroughfare UPC-T

Urban Primary UP

Urban Primary Thoroughfare UP-T

Urban Standard US

Urban Standard US Thoroughfare US-T

Urban Support USP

Urban Support Thoroughfare USP-T

Urban Residential



Urban Primary Core Street Zone

Intent and Purpose

To create a dense, fully mixed use City Center with a vibrant street life and a public realm with a variety of amenities.

The most intense urban pattern in the City of Ocala consisting of the highest density and height typically Three (3) stories and above , with the greatest variety of uses, and civic buildings of regional importance.

Each building and development should contribute to the ability for this district to have a mix of uses, be an aesthetically attractive and accessible environment for the Citizens of the City to work, shop, learn, socialize and live.

New development and re-development should provide a variety of uses mixed horizontally and vertically.

Building form is emphasized more than use. Building architecture should be complementary to best examples of historic buildings in "Downtown Ocala".

Buildings are located close to the street with wide sidewalks established between the street and buildings. Buildings should have shallow setbacks, with their main entrances oriented to the primary street and collectively create defining a street wall.

Wide sidewalks, along with public and participation zone plazas, and civic areas should be provided to encourage pedestrian and commercial activity at street level. Shade for pedestrians should be provided through street trees and building design.

Parking typically occurs on-street or in structured parking lots. Surface parking if permitted shall be screened from the sidewalk and the street.

Housing types associated with this category are predominately attached dwelling units in multifamily buildings and mixed used buildings where dwelling units are located above street level commercial uses.

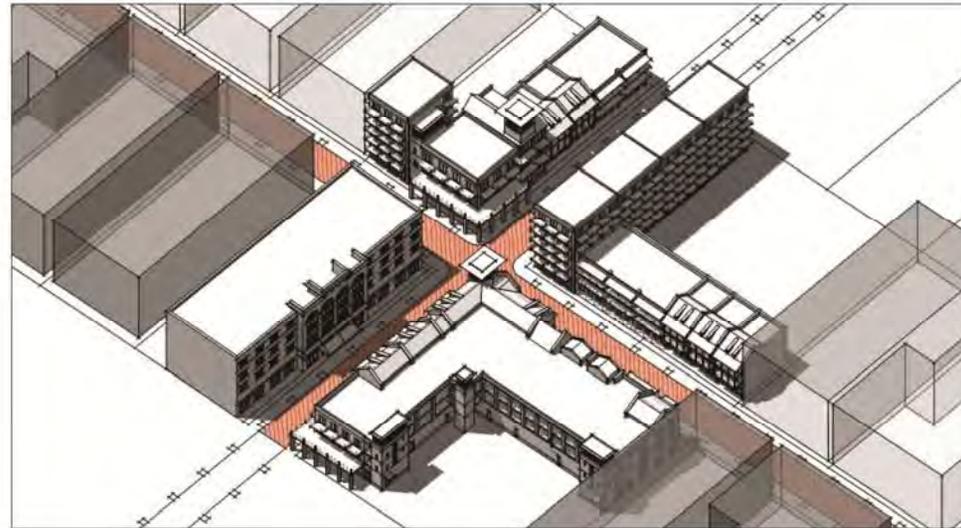
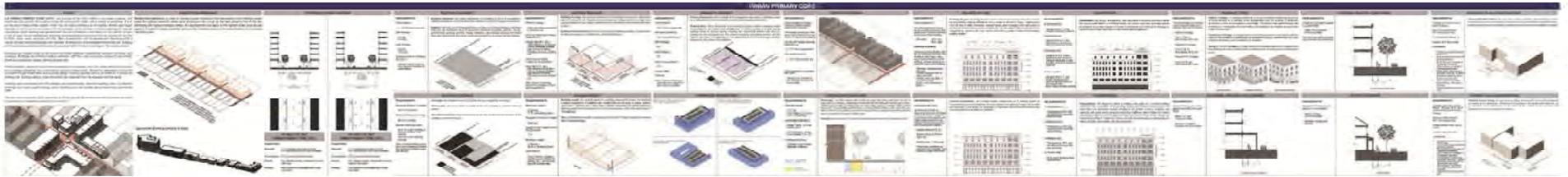
The two historic squares north and south of Silver Springs Boulevard shall be maintained as public focal points and gathering places for civic activity.



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Specific Street Zone District Standards

Urban Primary Core Street Zone



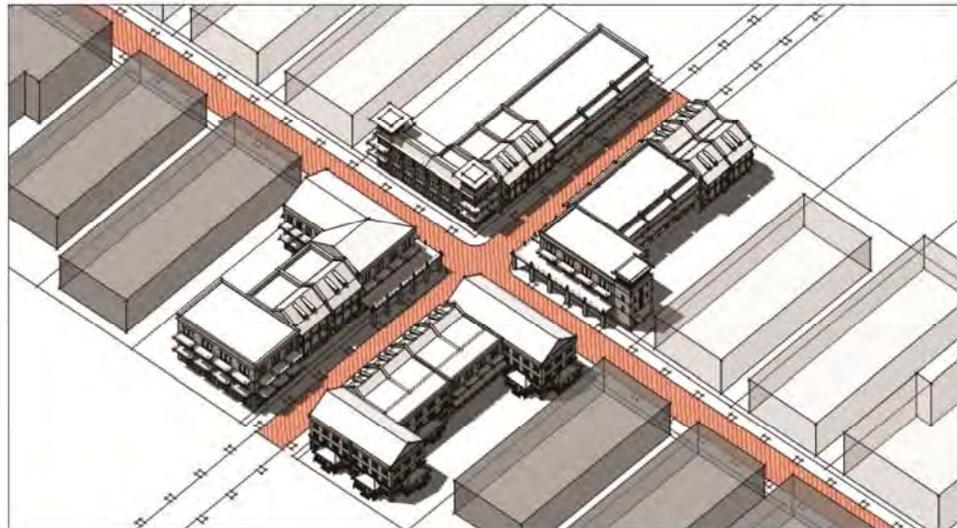
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Specific Street Zone District Standards

Urban Primary Street Zone

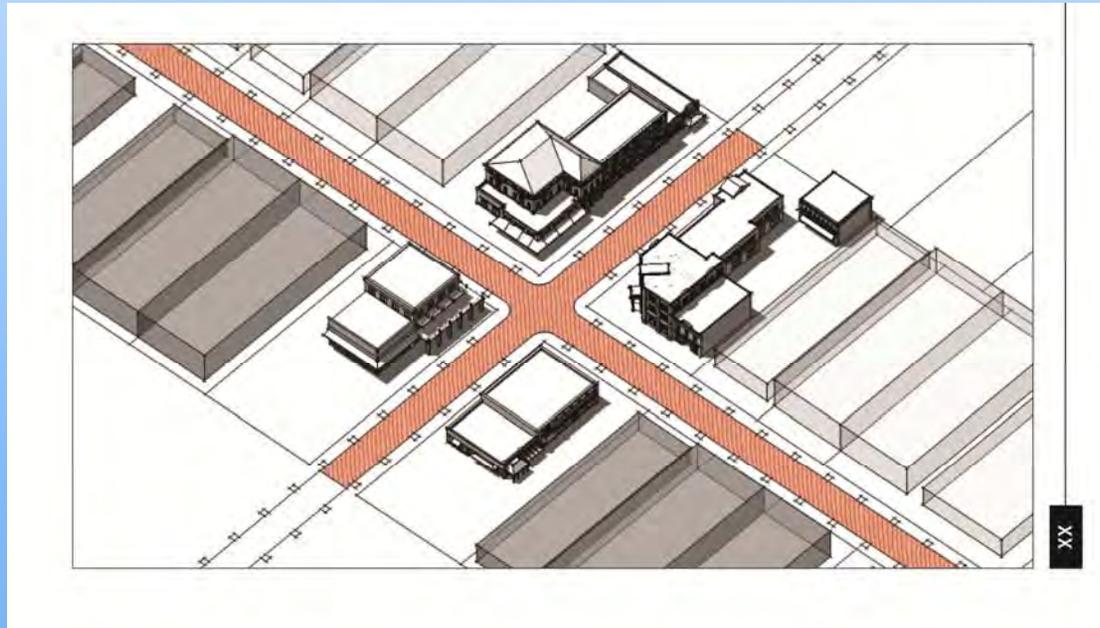




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Specific Street Zone District Standards

Urban Standard Street Zone





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Specific Street Zone District Standards

Urban Support Street Zone

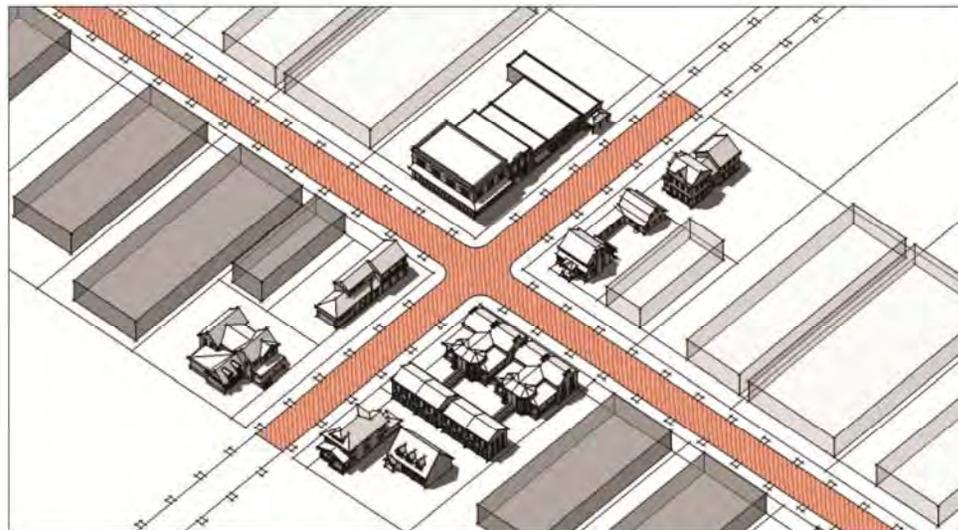




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Specific Street Zone District Standards

Urban Support Residential Street Zone





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Specific Street Zone District Standards

CHAPTER 2

URBAN PRIMARY CORE (UPC)

INTENT

2.X URBAN PRIMARY CORE (UPC). The purpose of the UPC District is to create a dense, fully mixed use City Center with a vibrant street life and a public realm with a variety of amenities. It is to be the most intense urban pattern in the City of Ocala consisting of the highest density and height typically three (3) stories and above with the greatest variety of uses, and civic buildings of regional importance. Each building and development should contribute to the ability for this district to have a mix of uses, be an aesthetically attractive and accessible environment for the Citizens of the City to work, shop, learn, socialize and live. New development and re-development should provide a variety of uses mixed horizontally and vertically. Building form is emphasized more than use. Building architecture should be complementary to best examples of historic buildings in "Downtown Ocala".

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STREET ZONE STANDARDS
B
SEC. 2.X

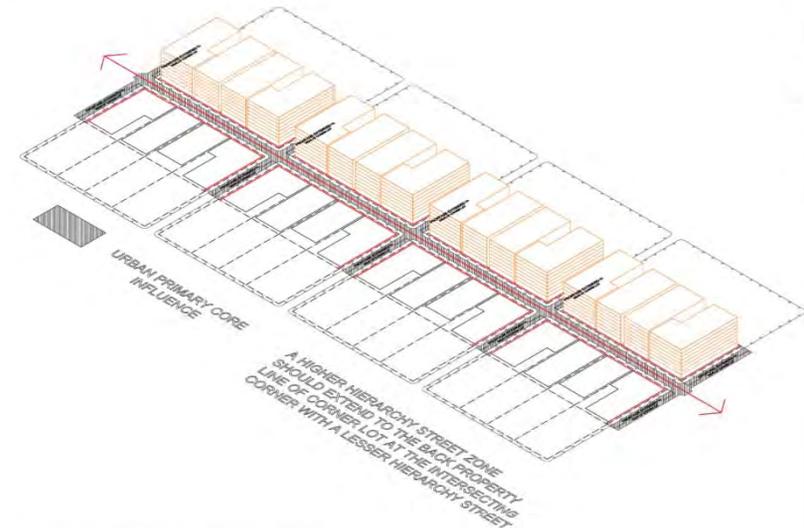
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CHAPTER 2

URBAN PRIMARY CORE (UPC)

STREET ZONE HIERARCHY

Street Zone Hierarchy. In order to maintain proper frontage at the intersection of two different street types the highest hierarchy street zone should turn the corner to the back property line of the lots enfronting the highest hierarchy street. All requirements that apply to the highest street zone should apply to the side frontage and shall serve as the transition zone on the side elevation to the lowest hierarchy zone.



Appropriate Building Intensity & Scale



STREET ZONE STANDARDS
B
SEC. 2.X

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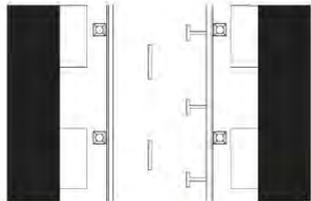
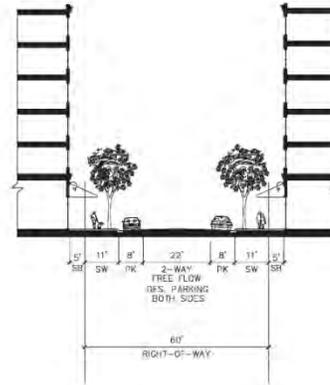
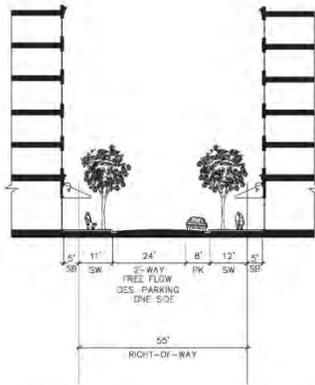
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Specific Street Zone District Standards

CHAPTER 2

URBAN PRIMARY CORE (UPC)

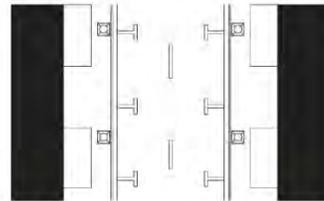
PREFERRED STREET SECTIONS



55' RIGHT OF WAY
URBAN PRIMARY CORE (UPC)

CONDITIONS

- Sidewalk:** 11 ft. minimum from face of curb
5 ft. minimum set-back within property
- Thoroughfare:** 24 ft. two-way free flow travel
- Parking:** 8 ft. parallel parking, designated on one side only
- Planting:** incorporated into sidewalk with street tree wells



60' RIGHT OF WAY
URBAN PRIMARY CORE (UPC)

CONDITIONS

- Sidewalk:** 11 ft. minimum from face of curb
5 ft. minimum set-back within property
- Thoroughfare:** 22 ft. two-way free flow travel
- Parking:** 8 ft. parallel parking, designated on both sides of the street
- Planting:** incorporated into sidewalk with street tree wells

STREET ZONE STANDARDS

SEC. 2.X

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CHAPTER 2

URBAN PRIMARY CORE (UPC)

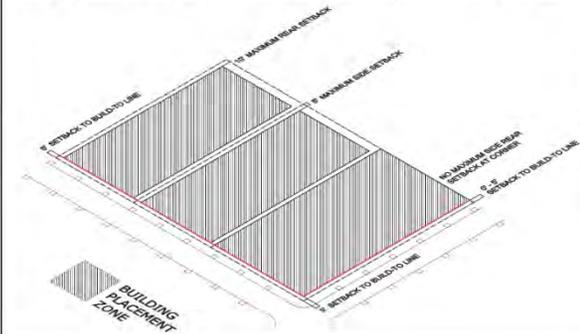
BUILDING PLACEMENT

REQUIREMENTS

- Front Setback:** 0 - 5 ft. from property line
- Side Setback:** 0 ft min.
5 ft max.
- Rear Setback:** 0 ft min.
10 ft max.
- Encroachments in Participation Zone:** Allowed with restrictions. See allowed frontages for more details.

Building Placement: the relative disposition of a building on its lot as regulated by specific parameters such as build-to-lines, setbacks, and lot coverage requirements.

Setback: the area of a lot measured from a lot line to a building facade or elevation that must be maintained clear of permanent structures excepting galleries, fences, garden walls, arcades, porches, stoops, balconies, bay windows, terraces and decks (that align with the first floor level) which are permitted to encroach into the Setback.



STREET ZONE STANDARDS

SEC. 2.X

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BUILDING COVERAGE

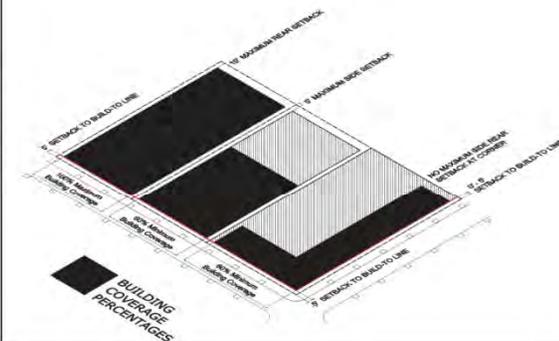
REQUIREMENTS

- Maximum Building Coverage:** 100 % of Lot Area
- Minimum Building Coverage:** 60 % of Lot Area
- Minimum Building Depth:** 20 ft. for a liner building or carriage building over parking
40 ft for a free standing building

Coverage: the maximum area of a lot that may be occupied by a structure.

Build-to-line: the line in which a facade of the main building or structure must be placed.

Side Street Setback: the distance between the side lot line and the elevation of the building, on corner lots only.



Note: Covered Parking Structures are considered towards the maximum building coverage allowed.

BUILDING COVERAGE PERCENTAGES

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Specific Street Zone District Standards

CHAPTER 2

URBAN PRIMARY CORE (UPC)

CORNER CONDITIONS

REQUIREMENTS

Corners shall have equal treatment as the building meets both frontages.

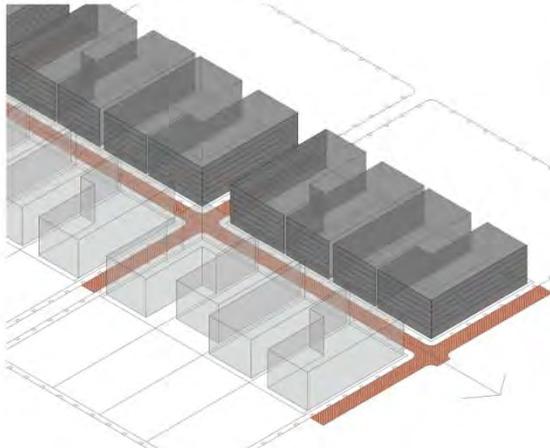
The highest street zone hierarchy must extend to the rear lot line of any corner property.

For the UPC Street Zone the Setbacks are:

- 0 - 5 ft. from property line
- Side Street Setback:
0 - 5 ft. from property line

Encroachments in Participation Zone:

Allowed with restrictions. See allowed frontages for more details.



STREET ZONE STANDARDS

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SEC. 2.X

STREETSCAPE STANDARDS

REQUIREMENTS

Sidewalk Width:

11 ft min
From Back of Curb to Face of Building

Landscape Elements:

Street Trees: 35 ft off center min.

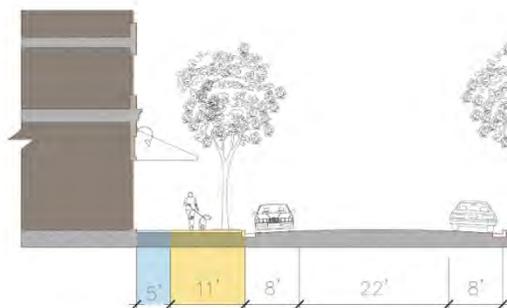
Tree Planting: Urban Tree Grates: 4 ft. min.

Participation Zone:

Surfaces must match sidewalk material.

Streetscape: the urban element that provides the major part of the public realm as well as paved lanes for vehicles. A streetscape is endowed with two attributes: capacity and context. Capacity is the number of vehicles that can move safely through a segment, within a given time period. It is physically manifested by the number of lanes and their width, and by the curb radius. Context is the suitability of a street or thoroughfare as a setting for pedestrian activities and as a location for a variety of building uses.

Sidewalk: the paved layer of the public frontage dedicated exclusively to pedestrian activity.



PARTICIPATION/
SETBACK ZONE

SIDEWALK/
LANDSCAPE ZONE

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CHAPTER 2

URBAN PRIMARY CORE (UPC)

BUILDING RHYTHM

REQUIREMENTS

Vertical Alignment:

All vertical elements should be structurally supportive and aligned with heavier materials to the base of the building.

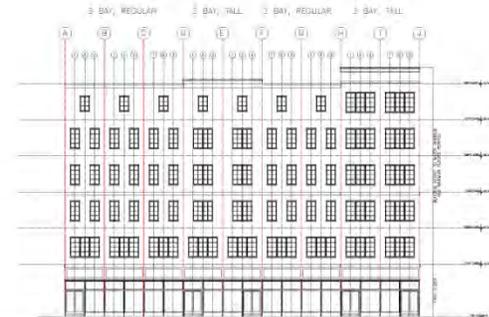
Bay width: 16 ft. min.
60 ft. max.

Openings Alignment:

All openings should align with bay proportional divisions and be placed with bigger openings towards the base of the building, smaller openings towards the cap of the building.

Windows: Vertical proportion only.
At base: Ganged with divider elements.
At body and Cap: Max. 4 ganged together.
Doors: max 2 ganged together.

Building Rhythm: Building facades should maintain pedestrian scale and interest by sub-dividing building elevations into a series of structural "bays," ranging from 15 to 30 feet in width. Openings, stacked above other openings, and solid areas in the façade stacked above structural elements, as determined primarily by structural requirements, reinforce the "bay" system and help to create a lively and interesting building rhythm.



STREET ZONE STANDARDS

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SEC. 2.X

FACADE COMPOSITION

REQUIREMENTS

Horizontal Alignment:

All elements should be aligned in the same horizontal plane with heavier materials to the base of the building and lighter materials to the cap. Defined horizontal planes for the following are required.

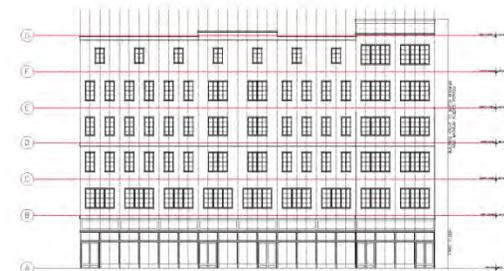
Building Base: 16 ft. min.

Building Body: 6 Stories high max.

Building Cap: 1 Story high.

Towers and architectural elements are excluded. See Building Height restrictions.

Facade Composition: the inherent design configuration of a building facade as comprised by a series of patterns, from the number and spacing of bays, the number and spacing of floor levels, the disposition of openings and architectural details, and the arrangement and palette of materials.



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Specific Street Zone District Standards

CHAPTER 2

URBAN PRIMARY CORE (UPC)

FENESTRATION

REQUIREMENTS

At Building Base:

- Ganged Doors: 2 max
- Ganged Windows: allowed

At Building Body:

- Ganged Doors: 2 max (balconies and terraces)
- Ganged Windows: 4 max.

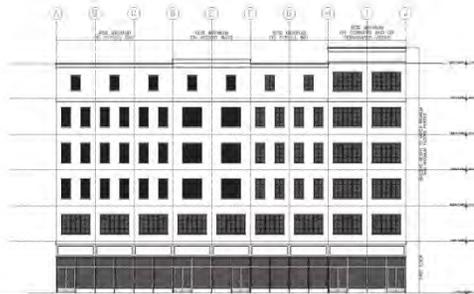
At Building Cap:

- Ganged Doors: 2 max (balconies and terraces)
- Ganged Windows: 2 max. Smaller window proportions required.

At Privacy Wall:

- Ganged Doors: 2 max
- Single Windows Only
- Decorative openings and fencing allowed
- Must match building rhythm

Fenestration: the design, arrangement, and placement of windows and doors within the overall composition of a building facade. All window and door openings should be designed to be either square or vertical in proportion and should be in keeping, in terms of scale, shape, and style, of the overall building aesthetic.



STREET ZONE STANDARDS

SEC. 2.X

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TRANSPARENCY

REQUIREMENTS

At Building Base:

- Transparency: 80% min. Including Doors and Window elements.

At Building Body:

- Transparency: 55% min. Including Doors and Window elements.

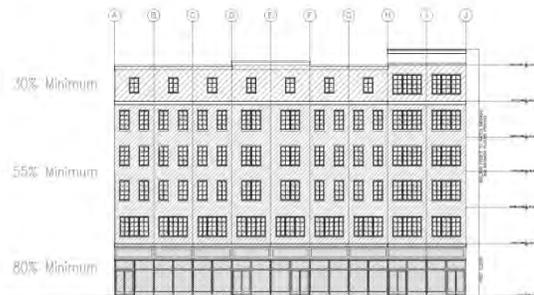
At Building Cap:

- Transparency: 30% min. Including Doors and Window elements.

At Privacy Wall:

- Must match Building Body requirements.

Transparency: the degree to which a building uses glass as a primary building material in the composition of the building facade. Distinctions between upper and lower floors are developed through changes in the pattern of doors, windows, and openings with upper floors generally employing a different ratio of solid area versus opening area than the more transparent lower and ground floors. These changes in transparency helps to clarify the various uses for the pedestrian by highlighting the nature of public, semi-public, and private tenants.



CHAPTER 2

URBAN PRIMARY CORE (UPC)

FRONTAGE TYPES

REQUIREMENTS

The percentage of encroachments allowed within each frontage type are as follows:

Gallery Frontage:

- Front: 100 %
- Side Street: 80 % min

Shopfront Frontage:

- Front: 100 %
- Side Street: 80 % min

Stoop/Porch Frontage:

- Front: 40 % min.
- Side Street: 40 % min

Gallery Frontage: a frontage defined by a roofed promenade extending along one or more facades of a building, either cantilevered from the building or supported by columns, such as an arcade or colonnade. The gallery may extend beyond the property line, overlapping the entire width of the sidewalk, and landing no closer than 2 feet from the curb.

Storefront Frontage: a frontage where the building entrances are aligned with the grade of the sidewalk, characterized by substantial glazing, transparency, and other storefront elements, such as awnings or canopies.

Stoop or Porch Frontage: a frontage where the building entrances are elevated from the sidewalk, through an exterior stair or raised porch, ensuring privacy at the ground level.



GALLERY FRONTAGE

STOREFRONT FRONTAGE

STOOP OR PORCH FRONTAGE

STREET ZONE STANDARDS

SEC. 2.X

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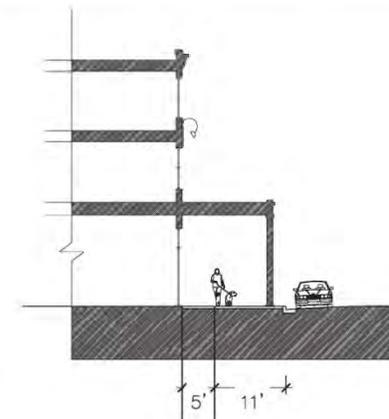
GALLERIES, ARCADES, & COLONNADES

REQUIREMENTS

Gallery Frontage: Covered gallery projecting into public ROW

- Width: 9 ft. min. (Front and Side)

Elements: Galleries, Arcades and Colonnades



GALLERIES, ARCADES, COLONNADES



Find your place

Specific Street Zone District Standards

CHAPTER 2 URBAN PRIMARY CORE (UPC)

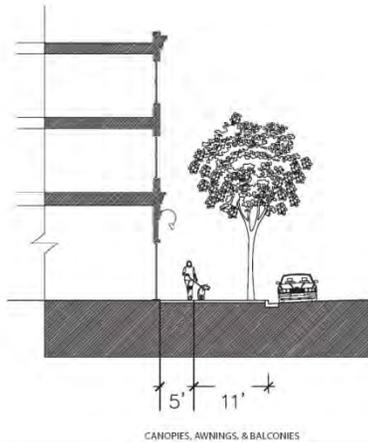
CANOPIES, AWNINGS, & BALCONIES

REQUIREMENTS

Shopfront Frontage: Engaged on public ROW

Width: Front Setback (Front and Side)

Elements: canopies, awnings, bay windows and balconies.



CANOPIES, AWNINGS, & BALCONIES

STREET ZONE STANDARDS

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SEC. 2.X

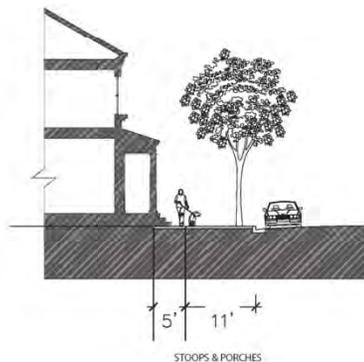
STOOPS & PORCHES

REQUIREMENTS

Stoop/Porch Frontage: Engaged on front setback

Width: 8 ft max. (Front and Side)

Elements: stoops and porches.



STOOPS & PORCHES

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CHAPTER 2 URBAN PRIMARY CORE (UPC)

MID-BLOCK PLAZA CONFIGURATIONS

REQUIREMENTS

Frontage: 40 % max. of main facade frontage

Maximum Setback/Depth: 30 ft. from property line

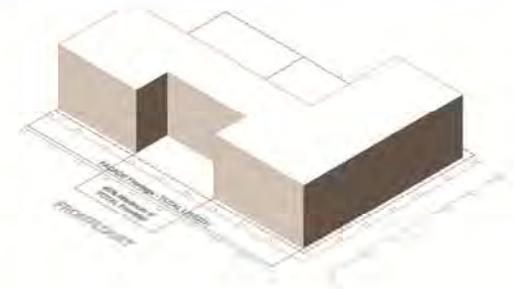
Parking Access Width: 24 ft.

Location: 50 ft. from Corner

Configuration:

- Privately owned but open for Public Use.
- Floor should be at grade with abutting sidewalk.
- 50 % minimum coverage of Hardscape elements.
- 20% minimum coverage of Landscape elements.
- Encouraged: Shade areas, canopies, awnings, fountains and water elements, sitting areas and knee walls.
- Discouraged: High reflective materials, multi levels surfaces.
- Asphalt surfaces are prohibited.

Optional Mid-Block Plaza: an open area or plaza, fronting a thoroughfare or street, formed by an increase in the depth of the set-back, or an alteration in the build-to-line, within the main body of the building, along the primary street or thoroughfare frontage.



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CORNER PLAZA CONFIGURATIONS

REQUIREMENTS

Frontage: 30 % max. of main facade frontage 40 % max of side street/secondary facade frontage

Maximum Setback/Depth: 40 ft. from property line

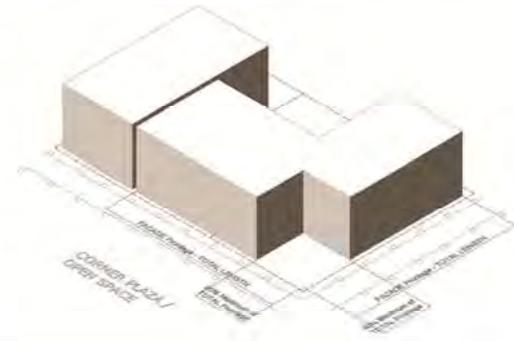
Parking Access Width: Not allowed.

Location: At Corner ONLY

Configuration:

- Privately owned but open for Public Use.
- Floor should be at grade with abutting sidewalk.
- 50 % minimum coverage of Hardscape elements.
- 20% minimum coverage of Landscape elements.
- Encouraged: Shade areas, canopies, awnings, fountains and water elements, sitting areas and knee walls.
- Discouraged: High reflective materials, multi levels surfaces.
- Asphalt surfaces are prohibited.

Optional Corner Plaza: an open area or plaza, fronting two or more thoroughfares or streets at an intersection, formed by an increase in the depth of the set-back, or an alteration in the build-to-line, at the corner of the building or parcel along each associated street or thoroughfare frontage.



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CHAPTER 3

GENERAL CONSIDERATIONS

INTRODUCTION

3.1 Description. These Architectural Standards foster creative building solutions while maintaining consistent design quality by guiding the overall appearance of buildings and by promoting compatible building elements and façades within an approved set of criteria.

These Architectural Standards describe those elements that have the greatest impact on the public realm in such a way as to ensure that the impact is positive. By addressing topics such as building façade design, general building massing, signage, lighting, awnings, canopies, galleries, storefront design and architectural character, the Architectural Standards direct new construction toward the highest quality pedestrian experience.

3.2 Intention. These Architectural Standards are not intended to be overly prescriptive nor overly restrictive of creative expression. Equally, these Architectural Standards do not dictate any specific architectural style, but are intended to allow for a rich variety in architectural design inspired by the historic precedents that already exist in the City of Ocala and the greater Central Florida region.

3.3 Building Design Objectives. The overall scale and mass of the buildings play a key role in the quality of the public realm. Buildings provide the "backdrop" for streets and public spaces and should be designed in a manner that is consistent with the nature of the spaces that they define. Buildings should share with their neighbors a sense of harmony that define high quality, vibrant public spaces. Building design should concentrate on the creation of collective expression - on clearly defined public and outdoor spaces and streetscapes as a cohesive and legible whole - rather than on individual buildings with a strong individual expression.



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DEFINING THE PUBLIC REALM

3.4 The Public Realm. The public realm includes all exterior places, linkages and built form elements that are physically and/or visually accessible regardless of ownership. These elements can include, but are not limited to, streets, pedestrian ways, bikeways, bridges, plazas, nodes, squares, transportation hubs, gateways, parks, waterfronts, natural features, view corridors, landmarks and building interfaces. These Architectural Standards are concerned only with those elements that directly affect the public realm, namely the area in direct contact with the street by being directly adjacent to it (as at the lower floors of buildings) or that can be viewed from within it (as roofs or upper story walls).

3.5 Building "Fronts." All building facades that can be seen from the public realm shall be designed as "fronts." Facades are the exterior walls of a building that occur along a frontage that define the public realm.

Exterior walls may be finished in stucco, brick, wood siding, lightweight concrete panels, and/or natural stone veneer. Street facades should include key architectural elements that maintain both pedestrian scale and interest. Architectural details and facade articulation including recesses for outdoor dining areas; display cases and/or public art integrated with the building design; canopies, awning, arcades, galleries, balconies, porches, stoops, and other architectural projections; and additional architectural elements and details that help create visual interest. Large featureless facade surfaces should be avoided by incorporating traditionally sized building components, standard window sizes, standard brick and siding sizes, appropriate trim work and details.

Blank walls and blind facades visible from public streets are prohibited.



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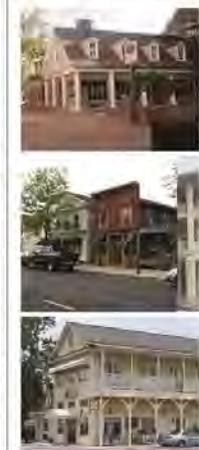
GENERAL CONSIDERATIONS

ARCHITECTURAL PRECEDENTS

3.6 Architectural Precedents. The historical development of commercial and civic buildings in Florida echoed national trends, emerging into a distinct building style by the mid-1900s that responded to high land values and close proximities of adjacent buildings.

Most historic buildings in the small town commercial areas of Florida were modest in scale, rarely taller than two stories, with fixed glass storefronts and flat roofs with parapets. Brick construction was the dominant building material of choice for commercial buildings, particularly for those in urban areas to prevent fire, following the Civil War until the 1920s when concrete block and hollow terra cotta became more prevalent. By the 1940s, concrete block had become the most prevalent structural material. Brick cladding, however, applied as an exterior finish continues to be popular. Cast-iron storefronts and detailing, which began gaining popularity in the 1870s, has gradually given way to stucco finishes, terra cotta, steel reinforced concrete or newer architectural metals that are cheaper to produce. Ornamentation has remained relatively simple with either brick, cast-concrete, or stucco detailing the most common.

At the same time, Florida architecture is rooted in the principles of traditional Southern architecture and is a regional response to the climate and coastal conditions of Florida. One of the main characteristics of the architecture was derived as a response to the high temperatures of the region. Consequently, buildings often include a deep one or two story porch providing enough shade to the windows allowing for the cooling down of coastal breezes before entering the dwelling. Other elements that characterize the style is the use of wood, metal roofs with large overhangs and exposed rafters, raised floors, large double doors and full-length windows with tall shutters.



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ARCHITECTURAL STYLE

3.7 Architectural "Style." The term "style" refers to the consistent qualities and features that link different works together into groups. Architectural style is a way of classifying buildings largely by morphological characteristics in terms of form, construction techniques, building materials, historical periods, etc. in an effort to maintain the authenticity of the regional architecture. Although these Architectural Standards do not encourage any particular style, the intent is to encourage new design to be sensitive and in keeping with the historical architectural context of the region. Though the City of Ocala contains a collection of stylistic deviations, the "style" of new buildings will be indispensable in the development and preservation of the desired character of the various neighborhood and architectural patterns that define the City today.

Ocala, as many other small cities throughout Florida, has developed a localized "Main Street Architecture" which defines the downtown area. These buildings have historically been capable of warehousing, displaying and housing goods for sale or distribution, or serving as residential or office uses as times and tastes have changed. These "mercantile" building types, typically offering commercial and/or retail uses at ground level with residential or offices uses above, generally use simple building forms with clear delineations between floor levels. The proportions of openings and the height of various floor levels reinforce the style with higher floor to ceiling heights and greater transparency through the use of larger "storefront" openings at the ground level. The upper floors were often flexible enough to house different uses. Roof forms were generally flat with parapet walls, gabled roofs were not excluded, but only when appropriate to the style and urban condition. These "Main Street" buildings have historically encompassed a variety of architectural styles, providing ample latitude to include a rich number of stylistic derivations, and serve as the inspiration and basis for the architectural forms and character prescribed within these Architectural Standards.



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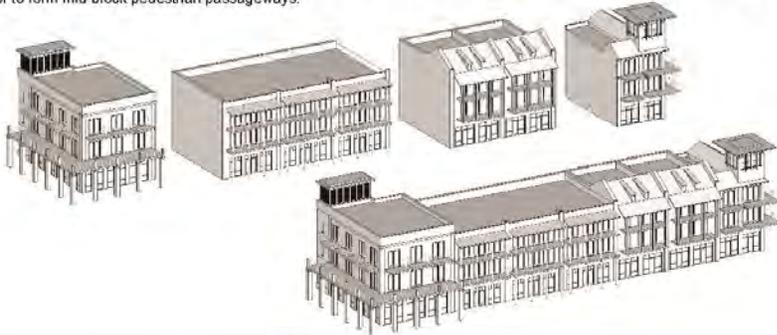


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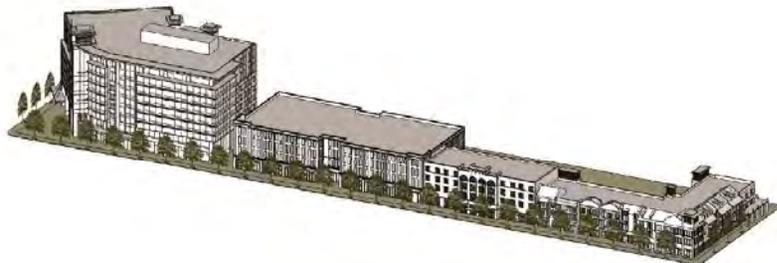
BUILDING MASSING

3.20 Building Massing. New construction should give consideration to appropriate form and proportion as reflected in the tradition of vernacular buildings. Building facades should face the street with the primary facade aligned with the front property line. Angled or non-rectilinear buildings, unless relating to a specific street alignment, are inappropriate. The overall building mass should be articulated into a series of forms which provide a variety of scale and proportion, divided by an appropriate rhythm and "bay" spacing. The base of a building should maintain a consistent building plane along the building frontage except to provide recessed entrances, special corner features, usable open spaces for outdoor dining, or to form mid-block pedestrian passageways.



BUILDING TRANSITIONS

3.21 Building Transitions. Buildings in a primarily sub-urban setting should be designed to reflect a less intensive development pattern. A deeper front setback for commercial uses at some locations may be desirable. Creating smoother height transitions by locating taller building portions toward areas with larger scaled buildings and lower portions toward building with less mass is preferable. The sub-division of buildings should be articulated into two or three distinct facade elements, separated either by recesses, changes in materials, structural elements, or sub-divided into individual facades separated by panels. Special architectural treatment and detailing should be located at the corners of the building and at the mid-point of the main building mass.



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BUILDING DESIGN

BUILDING FACADE DEFINITION

3.8 Building Facade Composition. Building façades are comprised of a series of patterns, from the number and spacing of bays, the number and spacing of floor levels, the disposition of openings and architectural details, and the arrangement and palette of materials. These patterns create an inherent rhythm which gives the facade definition. Symmetry, repeated bays with expressed structural elements, and the repetition of windows and doors enhance this essential sense of rhythm of the façade. This rhythm can be further reinforced by changing materials, patterns, reveals, building setbacks, façade portions or by using design elements such as column or pilasters, which establish a legible vertical and horizontal arrangement of the various building elements comprising the façade.

3.9 Facade Components. For any given building, the overall composition of the facade should incorporate a clear hierarchy of elements to emphasize verticality and to maintain a balanced facade composition. Buildings should be divided into three distinct components: the Building Base, the Building Body, and the Building Cap. The height of these various elements should be carefully designed so that there is a general consistency along the entire streetscape. Dramatic changes in building heights should not be allowed. Within each building composition, care should be made to align horizontal elements, including building cornices, sill heights, floor levels, decorative moldings and windows.

3.10 Building Base. The Building Base clearly defines the public realm and provides the necessary spatial enclosure. The Building Base is also the device that effectively engages the pedestrian, defining the character and quality of a street or public space. It also houses the uses with the most intensity. The height of the Building Base varies depending on the overall building height. The Building Base consists of the area of wall immediately along the ground floor level to the Building Body of the building. The transition from Building Base to Building Body may be expressed either horizontally, through a shift in the vertical plane or, vertically through a change in building materials along a level line. The Building Base should range from between 4' minimum for a one story building to 18' minimum in buildings of at least four stories and may include the area up to the floor line of the second floor.

3.11 Building Body. The building body comprises the majority of the building, immediately above the Building Base and below the Building Cap. The Building Body is mainly defined by the overall structural composition of the building and the pattern of fenestration on the primary facades. The Building Body houses the main use of the building. The transition from Building Base to Building Body and from Building Body to Building Cap may be expressed either horizontally, through a shift in the vertical plane or, vertically through a change in building materials along a level line.

3.12 Building Body Setback: The Building Body Setback is a mandatory setback for the full width of the facade, clearly dividing the base from the rest of the building. The distance of the setback varies, but should be noticeable, in order to perceive the change between the two parts.

3.13 Building Cap. The Building Cap is the top of the building immediately above the Building Body which clearly terminates the Building Body. The Building Cap can either encompass the top floor of a building, the attic storey, the area of the wall from the top floor level to the parapet, the area above the eave or before the parapet line, or the area of the wall from the roof line to the top of the parapet wall, whichever is applicable. The Building Cap is determined by the height of the building and the shape and configuration of the roof.



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BUILDING DESIGN

BUILDING FACADE DEFINITION

3.14 Vertical Alignment. In vernacular buildings, the expression of the structural system follows traditional construction patterns. As a result, openings are generally stacked above other openings and solid areas in the façade are stacked above structural elements. This vertical alignment, determined primarily by structural requirements, reinforces the "bay" system and helps to clarify the overall building composition. Setbacks, reveals, and projections in the vertical plane of the building facade can also serve to enhance the legibility of this composition.

3.15 "Bay" Spacing Description. By subdividing the building mass into a series of well-scaled volumes, and then articulating those volumes with window systems, different materials, and special elements, a rich architectural form can be created. True to its classical roots, this approach to design provides a rational method of creating a wide variety of buildings with individual character, that still create a unified ensemble. The concept of "bay spacing," tied to the dimensions of the structural support system of the building, is critical in helping to maintain an appropriate human scale by breaking up the massing of large buildings as well as in creating a lively and interesting streetscape rhythm.

Traditional downtown streetscapes were often comprised of individual buildings divided into 25 ft. wide parcels facing the primary street. Many buildings were one-lot wide (25'), although later buildings spanned more than one lot. Wider building facades were typically divided into repeated sections, or "bays", ranging from 15 ft. to 30 ft. in width on the ground floor. This pattern of bay spacing echoed, rather than overwhelmed, adjacent buildings that might only be one lot wide. Upper stories often were consistent across two, three or five bays, unifying the building as a whole.

3.16 "Bay" Spacing Criteria. New building construction should reflect these traditional building façades, and should express a façade composition with appropriate "bay" spacing. As a result, building facades should be divided in a way that complements the overall architectural composition of the facade, with independently designed sections ranging from a minimum of one bay in width to a maximum of no more than 5 bay widths across the length of the facade.



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BUILDING DESIGN

SPECIAL CONDITIONS

3.17 Corner Conditions. All elevations of buildings that can be seen from either the street or public spaces shall be considered "primary facades" and shall be designed as "fronts." Buildings occupying lots with two frontages, such as on corner lots, should treat both building walls as "primary facades" with each being equally considered as "fronts." Additional detailing and attention can be applied to these two-fronted scenarios in order to better landmark the corner to enhance the architectural character as well as to improve pedestrian and vehicular way finding.

3.18 Terminated Vistas. A Terminated Vista is a visible building facade or elevation located at the axial conclusion of a street or thoroughfare. Buildings, or portions of building frontages identified as Terminated Vistas should treat the vista termination as a "primary facade" and should adjust the level of architectural design and detailing accordingly.

3.19 Landmark Features. Important mid-block landmarks, such as monumental doorways, pedestrian passages, frontages along green spaces or plazas, etc. should be treated as "significant facades" and land-marked by additional architectural treatment and detail. All "primary" and "significant" facades shall merit exceptional design attention, appropriate to its contribution to the public space.



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WINDOWS AND DOORWAYS

3.20 Transparency. Design distinction between upper and lower floors should be maintained by developing the ground level facade as primarily transparent and inviting to the public. For commercial uses, the use of storefront windows, typically consisting of glass set in wood, clad wood, or metal frames creates a highly inviting and transparent street level facade. Colored or mirrored glazing and glass block are inappropriate. Upper floors generally employ a different ratio of solid area versus opening area and are differentiated from the more transparent ground floor by having more solid area than void area and through the use of smaller, vertically oriented windows in a regular pattern. Ground levels use can also be differentiated through a change in transparency. Commercial uses, such as retail, shall be more transparent than smaller office or residential uses. This change in the pattern of doors, windows, and openings helps to clarify the various uses for the pedestrian by highlighting the nature of public, semi-public, and private tenants.

3.21 Doors, Windows, and Openings. Building design is further articulated by different door, window and wall systems that vary by use but may include curtain walls, generally used in the recessed elements; a storefront system for commercial applications; a masonry wall with square punched openings; a stucco wall system with rectangular punched openings; and/or framed and trimmed windows and doors for wood siding and cement siding applications. Doorways are made monumental by special elements added to the frame around the wall. All window and door openings should be square or vertical in proportion. Grouped or "ganged" windows should be treated as a single opening, unless they are separated by a minimum 4 inch divider. Windows and doors may meet at building corners, or should be a minimum of 24 inches from the building corner. Shading devices over doors and windows are permitted to be cantilevered and made of any architectural grade material, but should be fully functional rather than simply decorative.



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BUILDING ELEMENTS

ROOFS AND EAVES

3.22 Roofing Materials. Roofs of buildings should not compete for attention with the elements of buildings that are of a more human scale (i.e., the exterior facade, doorways, or storefronts). Roofs may be made of copper, standing seam metal (either painted or galvanized in order to age naturally), natural slate, and asphalt or fiberglass shingles. The use of asphalt or fiberglass shingles is limited to one manufacturer, one style and one color per building and should be a 30 year minimal dimension shingle, mildew resistant grade preferable.

3.23 Roof Configurations. The visual impact of the roof line is very important on the streetscape and should be designed to provide interest and enhance the quality of the overall architectural ambiance. Roofs of buildings shall be limited to flat, mansard, hipped, or in the form of simple gables, as dictated by the appropriate architectural style or vernacular precedent.

3.24 Flat Roofs. Flat roofs shall be the predominant roof type for buildings over two stories tall. Flat roofs are permitted, only if they include a parapet wall around the entire perimeter of the building or at a minimum shall be required above the roof facing any public frontage. The parapet wall shall be a minimum of 12 inches high (measured above the roof). Any equipment placed on a flat roof is required to be screened by parapet walls or other devices, rendering the equipment invisible from street level.

3.25 Pitched Roofs. Pitched roofs shall be the predominant roof type for buildings at least one story in height. Hipped roofs of principal buildings shall have a pitch of 5:12 or more. Hipped roofs shall have a slope between 4:12 and 6:12. Hipped roofs are discouraged unless they are attractively designed and provide visual interest to the streetscape. Gabled roofs shall have a pitch of between 5:12 and 12:12. Shed roofs are permitted only when they are attached to a principal building, and shall have a slope between 4:12 and 6:12. Porch roofs and roofs over other building elements such as bay windows, balconies, and exterior utility closets or mechanical rooms that are attached to principal buildings, should be hipped and should have a pitch of between 3:12 and 4:12. Skylights must be flat in profile and are only permitted when not visible from public spaces. Ridge Vents shall run continuously from end to end of ridge. Gutters are allowed providing they reflect the correct architectural style application.

3.26 Eaves. Eaves, when used, shall overhang vertical building walls a minimum of 12".

3.27 Roof Penetrations. Roof penetrations of a mechanical nature (vents, pipes, ducts, etc.) should not be visible from the street.



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AWNINGS

3.28 Awnings. An awning is a retractable or permanently affixed device on a storefront or over a building entrance or window that provides shelter from light or the elements. Awnings can be one of the most important design elements in the visual appeal of the storefront or building as well as providing the functional benefit of providing shelter from sun or rain. The following guidelines should be considered in the application of awnings:

- Fabric awnings, such as canvas, solution-dyed acrylic fabric, vinyl coated canvas or aquiline are encouraged. Internal structure of awnings shall be metal.
- Metal awnings such as aluminum, copper and bronze should be utilized in a controlled manner; in a way which will enhance or emphasize hierarchical spaces such as main entrances and porticos of the building.
- Awnings should be architecturally coherent across the building in terms of height, size, materials and color so as to provide a unified appearance to an individual building. Awnings should not be erratically uneven or have unusual shapes.
- The cumulative effect of individual storefront awnings on a building should be considered in designing a new awning.
- An awning should reinforce the frame of the storefront and should not cover the piers or the space between the second-story building windows and the cornice.
- Awnings covering second-story windows should conform to the size of the individual windows or should compliment the first floor storefront awnings in terms of size, materials, height, color, etc.
- Awnings and canopies of commercial establishments shall be permitted to encroach over the sidewalk. Awnings shall overhang a minimum of 6 feet over the facades so as to provide shade and shelter to pedestrians.
- Awnings shall be triangular in section, Awnings may have side panels, but shall not have a panel enclosing the underside of the awning.
- Awnings should be within reach from the sidewalk at the vertical flap.
- Awnings may have lettering on the vertical flap only.
- Awnings shall not be internally illuminated.



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CHAPTER 3

BUILDING ELEMENTS

CANOPIES

3.28 Canopies. A canopy is a horizontal structure designed to shelter persons or activities from the elements attached permanently to a building and extending outward over the storefront and the sidewalk. Canopies are often preferred since they need less maintenance than canvas awnings but generally are more difficult to design since there is less vertical area facing the street and there are typically supports to the building wall or sidewalk to reinforce the canopy. Canopies, in some situations, reflect the historic character of a building since this was the predominate style of shelter used for older buildings. The following guidelines should be considered in the application of canopies:

- Flat canopies should be dressed up with a 12-24 inch fabric awning valance so as to create visual appeal of the canopy and should be in scale with the overall building façade.
- Canopies and any signage on the face of canopies should be of colors that compliment the building's color scheme.
- Canopies shall extend horizontally from the building and shall be supported by wires, cables or brackets.
- Canopies of commercial establishments shall me made of wood, metal or glass.
- Canopy support shall be provided by metal rods, metal wire or cables, or metal brackets.
- Lettering may be applied to the edges of canopies, or may be placed on the top of the canopy at the front edge.



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BALCONIES

3.29 Balconies. A balcony is any platform that projects from the wall of a building and is surrounded by a railing, balustrade, or parapet. For protection of pedestrians at street level, a cantilevered balcony may be carefully substituted for an awning or canopies in some situations. The following guidelines should be considered in the application of balconies:

- This device lends itself to short length applications less than (50 feet of frontage). The balcony will appear ill-proportioned if used in long unbroken applications.
- The cantilevered balcony should project no more than 5 feet from the principal façade. The balcony may encroach upon the public right-of-way, but shall project no closer than 18 inches from the face of the curb.
- The balcony may be supported structurally or visually by decorative brackets or angle supports. These supports should be positioned so that they do not interfere with the free movement of pedestrians on the sidewalk.
- The cantilevered balcony may be roofed/or framed by columns. In special, limited applications, balcony space could be enclosed. Enclosed balconies may not exceed 15 feet in length.



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CHAPTER 3

BUILDING ELEMENTS

GALLERIES, ARCADES, AND COLONNADES

3.30 Galleries. A gallery is a a roofed promenade that extends along one or more facades of a building, projecting outward from the face of the building, either cantilevered from the facade or supported by columns, such as an arcade or colonnade.

3.31 Arcades. An arcade is a series of arches supported by columns, piers, or pillars, either free-standing and projected outward from a building facade or incorporated into the ground level of a building with upper levels extending to the outer face of the arcade.

3.32 Colonnades. A colonnade is a combination of columns placed at regular intervals, and arranged with regard to their structural or ornamental relationship to the building, usually attached to the side of a structure, or free-standing between structures ias in a breezeway condition.

3.33 General Design Criteria. Like awnings and canopies, galleries, arcades, and colonnades are elements which provide shade and protection from the rain for pedestrians. In all cases, these should be thoroughly integrated into the design of the building as is customary in the traditional architecture of Florida.

These elements span over the sidewalk, and are supported by columns or piers which rest on the sidewalk edge. One advantage of galleries, arcades, and colonnades is that the pedestrian cover is continuous; awnings (which look awkward if made excessively long) create more frequent drips between breaks. Because they reduce the impression of the apparent street width, these elements also provide a traffic calming benefit. The following guidelines should be considered in the application of galleries, arcades, and colonnades:

- The clear space between the storefront and the inside face of the support column should generally be 10 feet wide or more and it should never be less than 8 feet wide. The gallery, arcade, and/or colonnade should be high enough to allow enough light into the areas underneath.
- The distance between the outside face of the support columns and the face of the curb should be 24 inches minimum, 36 inches maximum. The gallery, arcade, or colonnade should not create the impression of two sidewalks.

3.34 Approved Upper Levels. Upper levels above the gallery, arcade, or colonnade may have either a flat or pitched roof, dependent upon the style of the building, or a terrace or veranda. In the case of a veranda or terrace, each level may be either covered or uncovered and extend over multiple upper floors. Enclosed, habitable space is permitted above arcades and colonnades only.

3.35 Preferential Siting. Proper positioning of the gallery, arcade, or colonnade may sometimes require removal of a street tree. This trade-off is acceptable when the tree is a palm, an ornamental flowering tree, or an immature shade tree. Proper positioning of the gallery, arcade, or colonnade may also eliminate some street lights. Sconces mounted on the outside space of the columns or piers may be substituted for the relaxed street light. Lighting must be provided for the covered pedestrian space.

3.36 Associated Outdoor Dining. If outdoor dining or vending occurs within in a gallery, arcade, or colonnade, the clear walking space must not be reduced to less than 6 feet wide at any point. Ceiling fans and hanging signs, if approved, may be incorporated into the design of the gallery, arcade, or colonnade.



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BUILDING SIGNAGE & LIGHTING

BUILDING SIGNAGE

3.37 General Signage Criteria. Signage has a profound impact on the perception of the character and quality of any development area. The Central Core of the City of Ocala should convey a sense of tradition, quality and style. Signage should be legible and well crafted as well as designed to avoid visual clutter. Signage should not obscure or block key architectural features, the normal flow of pedestrian or vehicular traffic, or sight lines to adjacent properties. Architecturally, building signage should utilize and/or enhance the architectural elements of the building and be placed in a logical relation to the overall composition of the building's facade. Signs should never cover any key architectural features or details of the building to which they are attached. Tenants are allowed one (1) wall sign or projecting sign. Tenants with corner leased spaces where two (2) sides face vehicular and pedestrian traffic are allowed two (2) wall signs. If a tenant chooses to use awning signage, the addition of one (1) hanging sign may be used underneath the awnings/above the entry for pedestrian traffic. Window signage is permitted; provided however such signage shall not exceed twenty percent (20%) of the total ground floor window area.

3.38 Appropriate Signage. Signage should be in keeping with the local tradition of simplicity with unassuming lettering and iconography. Signage should be no larger than 2 feet in height (for horizontal signs) and 2 feet in width (for vertical signs). Blade signs may be attached perpendicular to a building wall, but shall extend no further than 4 feet from the building wall, whether horizontally or vertically oriented, and shall be in scale with the building facade. Lettering may be applied or painted directly onto storefront glass. All signs should be constructed using high-quality materials. Flat or matte finishes are preferred to increase legibility. Color palettes should be limited to three selections. A substantial contrast in color will help establish a clear difference between sign background and lettering. Signs for individual businesses are limited to the business name and logo, and should compliment the building design. Information on signage should be provided without producing excessive visual distraction and clutter. Signs, lettering, and iconography are to be constructed of local traditional materials, such as wood, synthetic wood or metal. On masonry buildings, signs may be painted directly on the wall.

3.39 Additional Signage Locations. Signage locations above the ground floor level are permitted, including wall mounted hanging signs that are highly decorative and compliment the building facade, small window signs in upper story windows, and/or signs that identify a building and/or are incorporated in the cornice detail.

3.40 Prohibited Signage. The following types of signs are prohibited:

- Signs or devices which by color, location, or design – resemble or conflict with traffic control signs or devices.
- Signs attached to, suspended from, or painted on any vehicle which is regularly parked on any street or private property to display, demonstrate, advertise, or attract the attention of the public.
- Signs which contain pulsating lights or strobe lights.
- Roof signs that are constructed or maintained upon the roof of any building or any wall sign – extending more than thirty-six inches (36") above the roof line or parapet wall of a building.
- Billboards or off premise signs are not permitted.



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BUILDING SIGNAGE & LIGHTING

BUILDING LIGHTING

3.41 General Lighting Criteria. The following guidelines should be considered in the application of building lighting:

- Directed lighting should be provided to illuminate the building facade, signs, architectural elements/ornamentation, storefront displays, the public sidewalk and entrances for the interest, security and the comfort of pedestrians at nighttime. Use lighting efficiently and sparingly to highlight display windows, entrances, signs and architectural detail.
- Traditionally styled fixtures or appropriately scaled contemporary fixtures are recommended. Lighting should be in the form of gooseneck fixtures attached to the facade, or by means of accent pendants or sconces and should be coordinated with the building design to be in keeping with the style of architecture.
- Projecting lighting fixtures used for externally illuminated signs and awnings should be simple and unobtrusive. They should not obscure the sign graphics or architectural elements of the building.
- 'After-hours' lighting which illuminates the storefront while contributing to a comfortable nighttime pedestrian experience is encouraged. Fixtures used for architectural lighting should be aimed or directed to preclude light projection beyond immediate objects intended to be illuminated. Shield or arrange light sources to minimize unnecessary glare for pedestrians and cars. Fixtures may be attached to the building surface. They may also be attached to the structure of blade signs.
- The number of fixtures should be minimized to only those necessary for effective lighting. This will avoid clutter on the building facade. Metal halide, color-corrected mercury-vapor and color-corrected high-pressure sodium lamps are preferred.

3.42 Appropriate Signage Lighting. Building signs may be illuminated either externally, with fixtures affixed to the building or the sign, and shall wash the sign in color-corrected light; internally, within individual characters or icons that shall have a colored, translucent lens; or back-lit, with the light fixtures hidden completely behind individual characters and/or icons.

3.43 Night Time Lighting. The night time appearance of a building is an equally important consideration in building design. Well designed building lighting may serve both a security function as well as a dramatic and innovative way to promote businesses after hours. Appropriate lighting is critical in maintaining the ambiance and character of the City.

3.44 Prohibited Lighting. The following types of building lighting are prohibited:

- Low-pressure sodium, HID mercury vapor, and florescent tube lighting is prohibited.
- Visible fluorescent bulbs, exposed exterior neon lighting, colored bulbs (except for seasonal decoration) and internally lit awnings are prohibited.
- "Washing" the entire building facade is inappropriate.
- Wall-pack light fixtures are not appropriate.



ARCHITECTURAL STANDARDS

SEC. 3.X

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Architectural Standards & Guidelines

CHAPTER 3

STOREFRONT DESIGN

STOREFRONT DESIGN

3.45 General Storefront Criteria. Pedestrian friendly shopping streets are lined by lively, active storefronts, featuring well lit displays and frequent doors. Storefronts, typically with large glass storefront windows, create the invitation and openness of the business to the public. There are certain design features that should be observed in dealing with the storefront area. There should be a combination of materials utilized on the storefront rather than presenting an all glass appearance with storefront windows resting on a base of masonry, concrete or metal that provides an elevation of one foot or more above the sidewalk before the storefront window begins. Storefront windows should be framed so that other materials can help break up a solid glass façade by expressing the structural components. There should be a kick plate as well as framing to storefront doors to accomplish the same objectives. Storefronts should utilize transparent glazing material.

3.46 Prohibited Storefronts. The following types of building lighting are prohibited:

- Reflective glass, bronze tinted glass and frosted materials are prohibited.
- Roll down security gates or fencing for after hours security since that will be incompatible with the architectural style of the storefront building and the character of the area.

3.47 Storefront Components. The basic storefront façade consists of the following three parts: the storefront with entrance and display windows; the transition zone between storefront and the upper façade; and the upper façade, which contains the horizontal area utilized for wall signage, canopies or awnings (this area may also have windows if it is a multi-story building) and the cornice, which is the architectural feature that crowns the top of the building.

3.48 Storefront Transition Zone. The storefront transition zone is the area on the façade wall which delineates the transition between the ground floor level and the upper façade. This area should be given additional architectural treatment and design to reinforce the pedestrian scale and traditional composition of the architecture. This design treatment shall be either a cornice or molding extending a minimum of 3 inches offset in the surface plane of the building wall. The cornice, which is the top of the architectural feature, should generally reflect the original style of the building. In many cases, the cornices have historical as well as architectural significance and therefore should be preserved as a contributing element to the appeal of the building. As a result, the cornice should not be covered with incompatible materials, awnings, veneers or signs. The building owners or tenants are encouraged, when possible, to expose the cornice façade in order to achieve these goals.

3.49 Upper Façade. The upper façade is typically the area of the façade where wall signage, awnings or canopies are located. There are certain design features that should be observed in dealing with the upper façade area. These include the following:

- There should be for each individual building, an architecturally coherent utilization of either canopies or awnings so that the building appears whole.
- There should be compatibility in the height, size, materials and color between the canopies or awnings on a building so that each individual storefront still portrays compatibility with each individual building.
- There should be wall signage of similar material and composition to the buildings so that the signage is compatible with the building's architectural composition.



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Next Steps

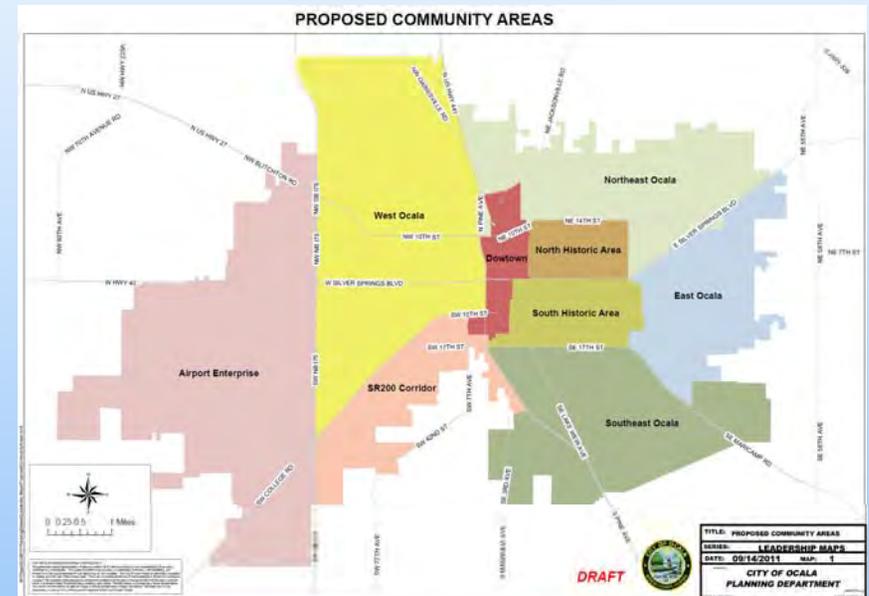
Form Based Code

- I. Land Use and compatibility resolution
- II. Correlation to Comp Plan & Existing Code.
- III. Comments
- IV. Place Based Code Edits & Adjustments
- V. Final Staff Document for Adoption
- VI. Adoption

Conventional Code Revisions

- I. Land Use and compatibility resolution
- II. Correlation to Comp Plan & Elements Existing Code.
- III. Final Staff Document for Adoption
- IV. Adoption

Mixed Use Districts, Corridor Overlays, & Community Area Plans





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