**Signs**

Signs play a particularly important role in the appearance of individual storefronts and buildings.

- Size, color, shape and location should complement the façade and not obscure windows, cornices or decorative details.
- Materials should harmonize with the building’s design and not overpower the façade.
- Signs should be compatible with other storefronts within the same building in terms of design, size and placement.
- Temporary window signs, such as special sale signs, should not conflict with color scheme of the storefront or building.
- Front-lighting of signs is encouraged.
- Signage above the expression line shall be prohibited, except:
  a. Highly decorative wall-mounted hanging signs that compliment the building façade.
  b. Small window signs.
  c. Signs incorporated in the cornice detail.

**Façade Coordination**

The coordination of storefront façades among a group of contiguous storefronts in an individual building is necessary to create a successful overall appearance.

- Always take the existing context into consideration; elements should coordinate with the original architectural style of the building and existing storefronts within the same building.
- Continue horizontal lines such as building trim, cornice lines or special decoration from one storefront to the next when possible.

**Mid-block courtyard buildings**

The Central Business District has a history of incorporating intimate courtyards. It is important to maintain the opportunity for new, carefully designed, courtyards to be built. With this in mind, courtyard buildings can enhance and promote a positive retail climate.
The City of Winter Park in partnership with the Community Redevelopment Agency is working with property owners in a cooperative effort to preserve and enhance the character and appearance of the Central Business District. With proper design of architectural components for this unique street experience, the Central Business District will continue to be an attractive place for residents and visitors to enjoy.

Based on Ordinance 2226 approved in 1997, Winter Park Central Business District Architectural Design Guidelines are mandatory for all C2-zoned properties located in the Central Business District. You may obtain complete guidelines via the city’s Web site at www.cityofwinterpark.org under Departments > Planning & Community Development > Planning & Zoning.

The purpose of these guidelines is to stimulate creative design solutions while promoting a sense of continuity among properties. Enhancing the appearance of each building and promoting a uniform architectural style will continue to promote and maintain the eclectic mix of architectural styles and appearances among individual buildings in the downtown area.

For all C2 properties within the Central Business District, façade alteration(s) require a Building/Site Development Permit Application and an Architectural Review and Approval PRIOR to changes being made. You may obtain this form via the city’s Web site at www.cityofwinterpark.org under Online Services > Online Forms > Permits > Building Division.

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