

Signs

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

- > Size, color, shape and location should compliment 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.



City of Winter Park
401 Park Avenue South
Winter Park, FL 32789

Façade Coordination

The coordination of storefront facades 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 store front 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.



current architectural design guidelines



enhance



design



direction

unique

experience

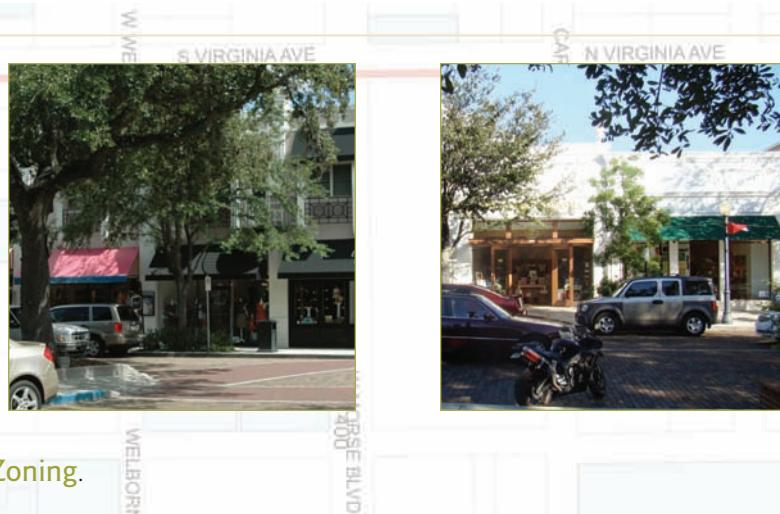
central business district
winter park, florida

PRESORTED
STANDARD
U.S. Postage
PAID
Permit 4121
Orlando, FL

guidelines

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**.

enhancements requiring a permit, review & approval prior to implementation

Building length & scale

In general, the traditional buildings on Park Avenue have frontages between 50' and 100' in length, with store front bays of approximately 25' to 50'. This rhythm of architecturally diverse-styled buildings gives the avenue its unique character and promotes strong visual identity for retailers.

Storefronts

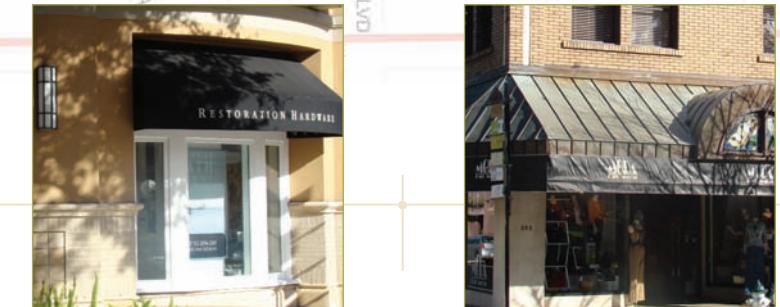
- > Framing of storefront windows
- > Framing of storefront doors including kick-plate
- > Transparent glazing material
- > Pedestrian-friendly shopping streets lined with lively, active storefronts featuring well-lit displays and adequate entrances

- > Doors or entrances with public access no more than 50' apart, when building frontages exceed 50' in length
- > No roll-down security grates or fencing after hours

Awnings

A canvas awning can be one of the most important design elements in the visual appeal of a storefront or building. It can also be a very important element defining the character of the Central Business District.

- > Canvas, vinyl-coated canvas or acrylic are preferred; metal materials should be utilized in a controlled manner enhancing/emphasizing significant spaces.
- > Height, size, materials and color should provide a unified appearance to individual buildings.



- > Second story window awnings should conform to the size of the individual windows AND should compliment the first floor storefront awning in terms of size, materials, height, color, etc.

Canopies

- > Flat canopies should be dressed-up with a 12-24 inch fabric awning valance so as to increase the visual appeal of the canopy. Canopies and signage on the face of the canopy should include colors that compliment the existing color scheme.

Lighting

The night-time appearance of a building is an important consideration in building design. Lighting may also serve a security function as well as promoting the business after hours.

