
Winter Park Central Business District

GREENEDA COURT, 112 PARK AVE. SO., WINTER PARK, FLORIDA

Facade Design Guidelines

CBD Design Guidelines

Revisions October 2010



City of Winter Park
Planning Department

Introduction

The City of Winter Park through its Planning Department is working with private property owners in a cooperative effort to preserve and enhance the character and appearance of the Central Business District. This effort is part of a larger program through the City's Beautification Network to establish Winter Park as "The Most Beautiful Urban Village in the South."

A European Park Avenue

Park Avenue has developed over the years as an attractive shopping area with a "European" character. The design components that contribute to its success include multi-story buildings which front the street, attractive facades with individual character, window displays, ornamentation and landscaping. All of these elements contribute to the overall ambiance and theme.

With proper design of all of the components that make up the street experience, Park Avenue will continue to be an attractive place for residents and visitors to enjoy. With interesting items in windows, on walls, in alleyways and in courtyards, the shopper slows down and lingers. With a Park Avenue rich in elements to stimulate the senses, one quick visit is never enough and ensures that people will always return.

Given the attractive character of Park Avenue, the City of Winter Park and its Planning Department desire to provide the same level of character, design and attention to detail to all other locations in the City of Winter Park that utilize the Central Business District (C-2) zoning. New England Avenue and the Hannibal Square District are included within the area of these Architectural Design Guidelines as an extension of Park Avenue and the Central Business District.

What These Guidelines Include

The design guidelines contained within this booklet apply to the exterior facades of buildings exclusively to those properties zoned C-2 (Central business district in the general area of downtown Winter Park including Park and new England Avenues. The general boundaries are shown on the maps on the following pages, however, only those zoned C-2 are regulated by these guidelines. The guidelines address such things as the storefront facades, the cornice, signage, awnings, canopies, building color and lighting.

Purpose of the Guidelines

These Guidelines are based on the positive features of the existing buildings. Their purpose is to stimulate creative design solutions while promoting a sense of relatedness among properties. They are also aimed at enhancing the appearance of buildings by promoting a uniform architectural style and facade of each individual building while maintaining the eclectic mix of architectural styles and appearances among different buildings in the downtown area. These guidelines are also intended as a protection against unsightly, incompatible or outlandish architectural styles or colors that are solely intended to attract attention and visibility rather than conforming to and enhancing the character of the Central Business District.

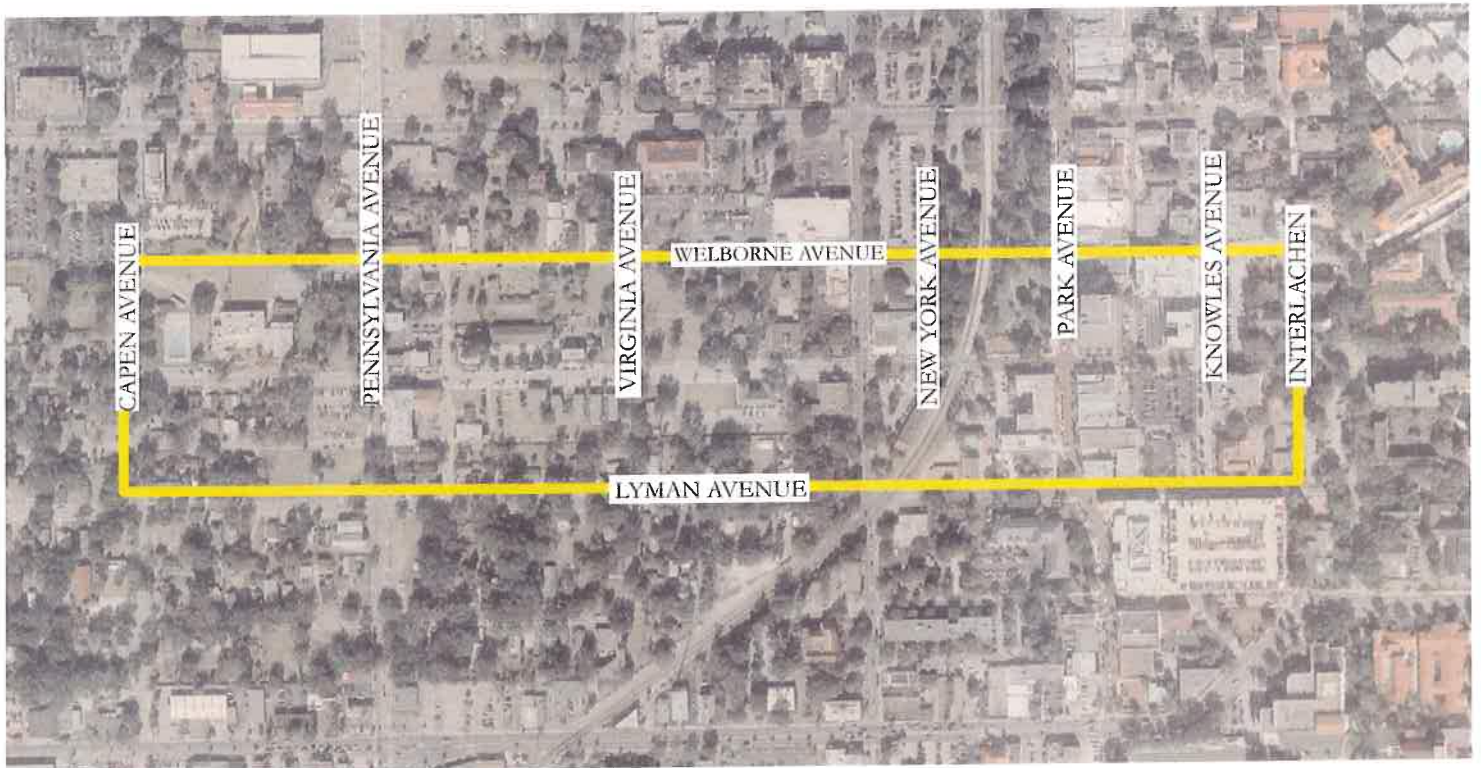
The Facade Design Guidelines have nine major goals:

1. Promote high quality, pedestrian friendly, diverse architecture.
2. Preclude stores from look like exact copies of their shopping mall counterparts.
3. Preclude any outlandish architectural styles, and colors, etc.
4. Promote a uniform architectural style within each building facade.
5. Provide architectural direction for future three story buildings.
6. Outline design guideline standards for attractive parking garages.
7. Preclude large monolithic building facades without architectural detail to break-up the visual impact of the building mass.
8. Promote appropriate signage for commercial establishments and prohibit inappropriate signage that can detract from the character of the street.
9. Preserve features of building facades with historic or architectural significance.

Architectural Design Guidelines Boundary



Architectural Design Guidelines Boundary



Using These Guidelines

These guidelines apply pursuant to Ordinance No. 2226 adopted by the Winter Park City Commission on November 11, 1997, and as subsequently amended.

They are applicable prior to the issuance of a building permit for the construction, renovation or remodeling of any building exterior facade fronting on a property, zoned C-2 (Central Business District) within the areas shown on the preceding maps.

Prior to issuance of a building permit, an approval is required by the Planning and Community Development Department of the facade construction, or renovation and/or remodeling including awnings and signs.

After reviewing these guidelines, the business or property owner should discuss their ideas and plans with the Planning Director or his designee to ensure that the facade design conforms to these requirements. Any clarifications interpretations or questions concerning the application of these guidelines will be address at that time.

Building Length and Scale

The traditional buildings of Park Avenue have, for the most part, frontages between 50' and 100' in length, with storefront bays of approximately 25' to 50'. This rhythm of architecturally diverse, urbane buildings helps give the Avenue its unique character and human scale, and promotes strong visual identity for retailers. More buildings of this length and scale will fit naturally into the Central Business District scene and offer no particular cause for alarm.

It is also recognized, however, that the urbanism of the Central Business District *can* accommodate buildings that are longer, *provided that* these buildings are exemplary in architectural design and incorporate appropriate variations in fenestration, materials, expression lines, and so forth to preserve the intimacy and human scale of the area. Such buildings should nevertheless present a coordinated and balance facade to the street; a "theme park" look of false fronts on a larger building is not intended.

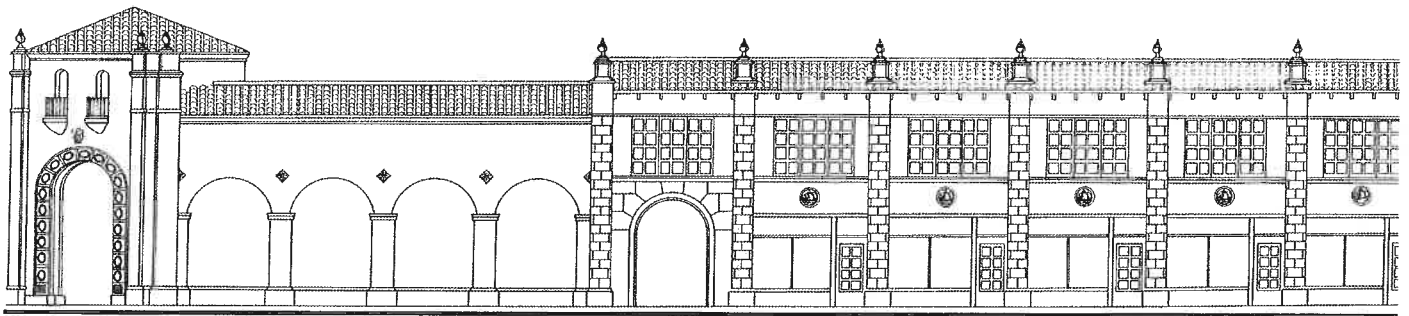
Therefore:

- 1) Proposed buildings with frontage less than or equal to 50' long will be permitted without further special review, provided they comply with these Facade Guidelines.
- 2) Proposed buildings with frontage greater than 50' long, that are also over 10,000 square feet in size, must undergo a special City Commission review via conditional use involving architectural design, and may be permitted only on the basis of architectural merit. The applicant may be required to present detailed drawings, images, models or other supporting visualizations for such review, as deemed necessary by the Director.



Building Length and Scale

These two buildings are regional examples of buildings that are over 100' in length. They possess an urbane quality and human scale while still being appropriate for a traditional downtown. The Rawlerson Building and the Arcade Building are both located in downtown Fort Pierce, Florida. Both buildings are circa 1920.



The Arcade Building



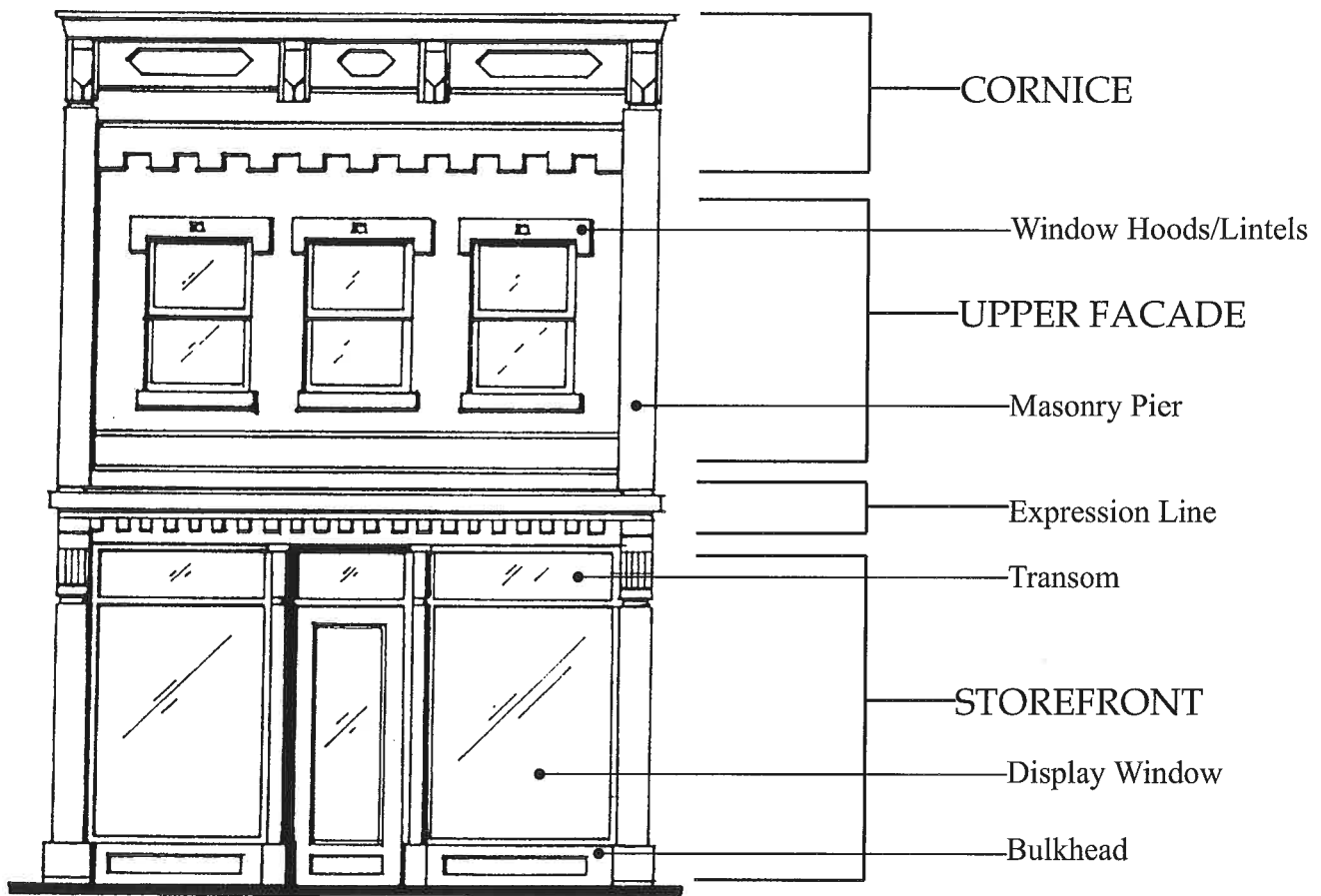
The Rawlerson Building

Commercial Storefront Facade

The basis commercial storefront facade consists of four parts:

1. The storefront with entrance and display windows;
2. The expression line which delineates the transition between storefront and from the upper facade above;
3. The upper facade 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);
4. The cornice which is the architectural feature that tops the building.

Commercial Storefront Facade



Storefront

The storefront, typically with large glass storefront windows, creates 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. These include the following:

1. There should be a combination of materials utilized in a storefront rather than presenting an all glass appearance. Storefront windows should rest on a base of masonry, concrete or wood that provides elevation of one foot or more above the sidewalk before storefront windows begin.
2. There should be framing of storefront windows so that other materials can help break up a solid glass facade, by expression of structural components.
3. There should also be a kick-plate as well as framing to storefront doors to accomplish the same objectives.
4. Storefronts shall utilize transparent glazing material. Reflective glass, bronze-tinted glass and frosted materials shall be prohibited for ground floor facades and strongly discouraged in general.
5. There shall not be roll-down security grates or fencing for after hours security since that will be incompatible with the architectural style of the front building and with the character of the area.
6. Pedestrian-friendly shopping streets are lined by lively, active storefronts, featuring well-lit displays and frequent doors. Downtown Winter Park should not have long sections of street space faced by blank walls or by long section of windows without doors.
7. The primary entrance to ground floor space must face the public street. On corner lots, the door to the ground floor space should be oriented to face either the street corner or the more important street (i.e. Park Avenue).
8. Where building frontages exceed fifty feet in length, doors or entrances with public access shall be provided at intervals averaging no greater than 50 feet apart.

Storefront



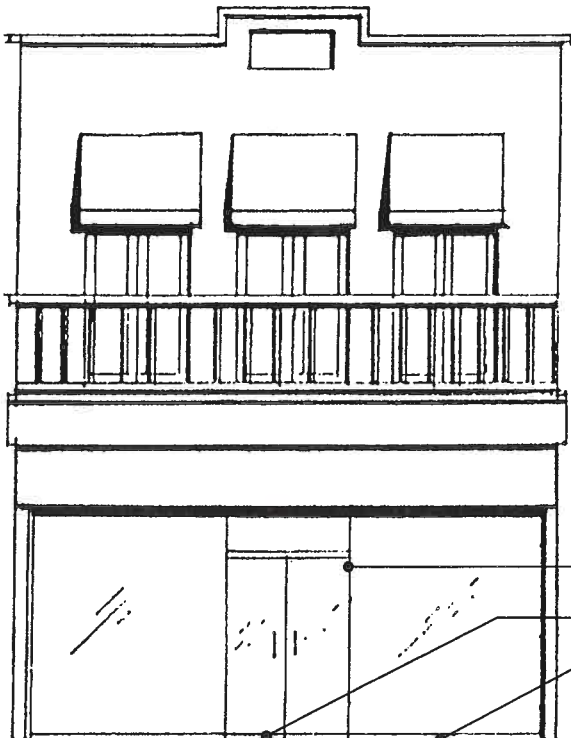
STOREFRONT

Framing

Door Kickplate

Base of Masonry,
Concrete or Wood

Desirable



STOREFRONT

No Framing at Windows

No Substantial Kickplate

Insufficient 4" metal Base

Undesirable

Parking Structures

Park Avenue is a successful environment in part because buildings are close together, forming a positive public space, lined by active facades with frequent, well-used doors and windows. This would not be true if the scene were dominated by oversized parking lots or blank walls. Given contemporary high parking requirements, further completion of the urban fabric will eventually require parking structures. Regulating the appearance of parking structures is therefore essential to preserve the overall character of the Central Business District.

The best design solution for provision of parking structures is that they should not directly abut street spaces. Instead a “liner” building (or buildings) should be applied to the street edge of the parking structure, to form a normal interface with the sidewalk space. Liner buildings may contain office, retail or residential uses, maintaining a pedestrian-oriented street frontage. Liner buildings also conceal the parking structures behind from view.

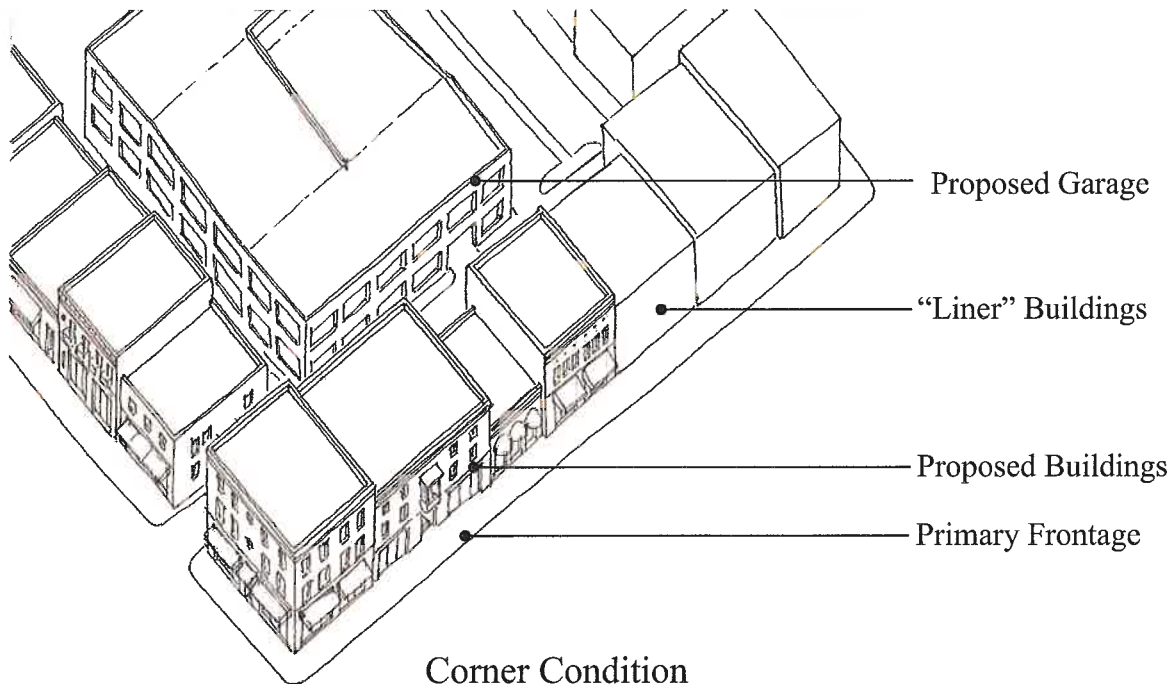
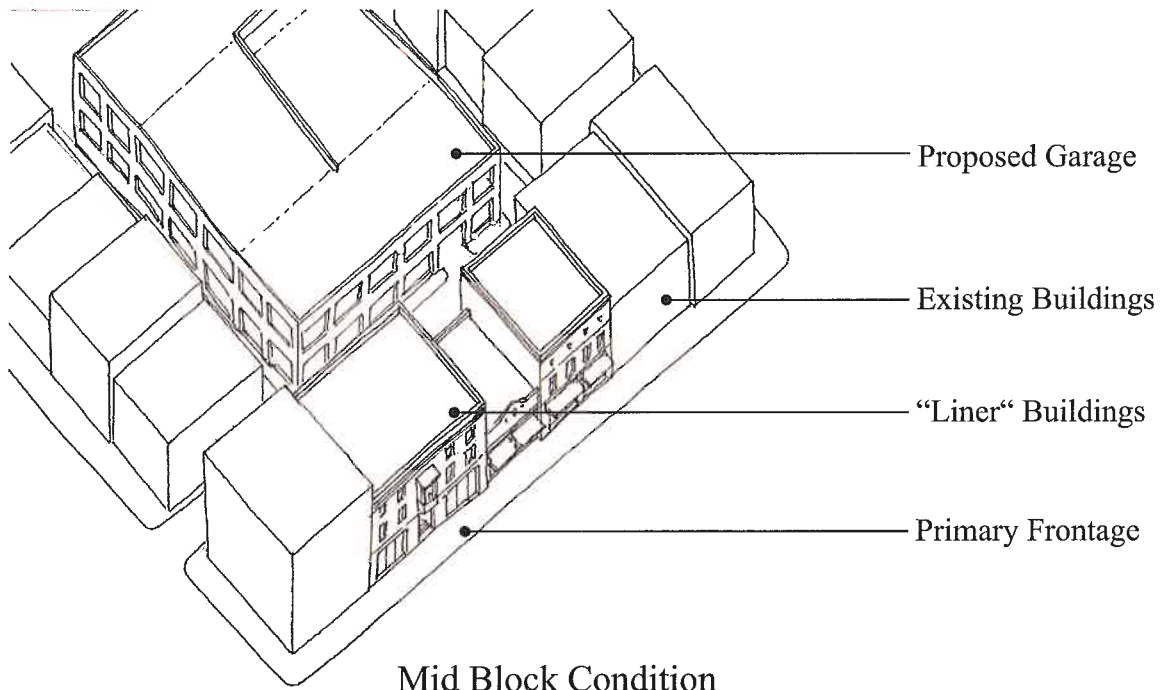
Therefore:

- (1) Proposed parking structures, of less than 10,000 square feet in size, incorporating liner buildings shall be permitted provided the liner buildings comply with all Facade Guidelines.
- (2) Proposed parking structures over 10,000 square feet in size, not incorporating liner buildings, must undergo a special City Commission review via conditional use involving architectural design, and may be permitted only on the basis of architectural merit. The applicant may be required to present detailed drawings, images, models or other supporting visualization for such review, as deemed necessary by the Director.

Evaluation of the proposed parking structure shall be based on elements including, but not limited to, the following:

- a) whether or not the portions of the structure that abut street edges incorporate first floor retail/office space to form a continuous interface with the sidewalk space;
- b) the degree to which the parking structure visually complies with all other facade guidelines;
- c) if the structure includes a street corner, the degree to which the building corner is defined with additional architectural expression; and
- d) all lights within the parking structure shall be cutoff fixtures that will not produce unusual light spillage or glare when the structure is viewed from the street (required).

Parking Structures

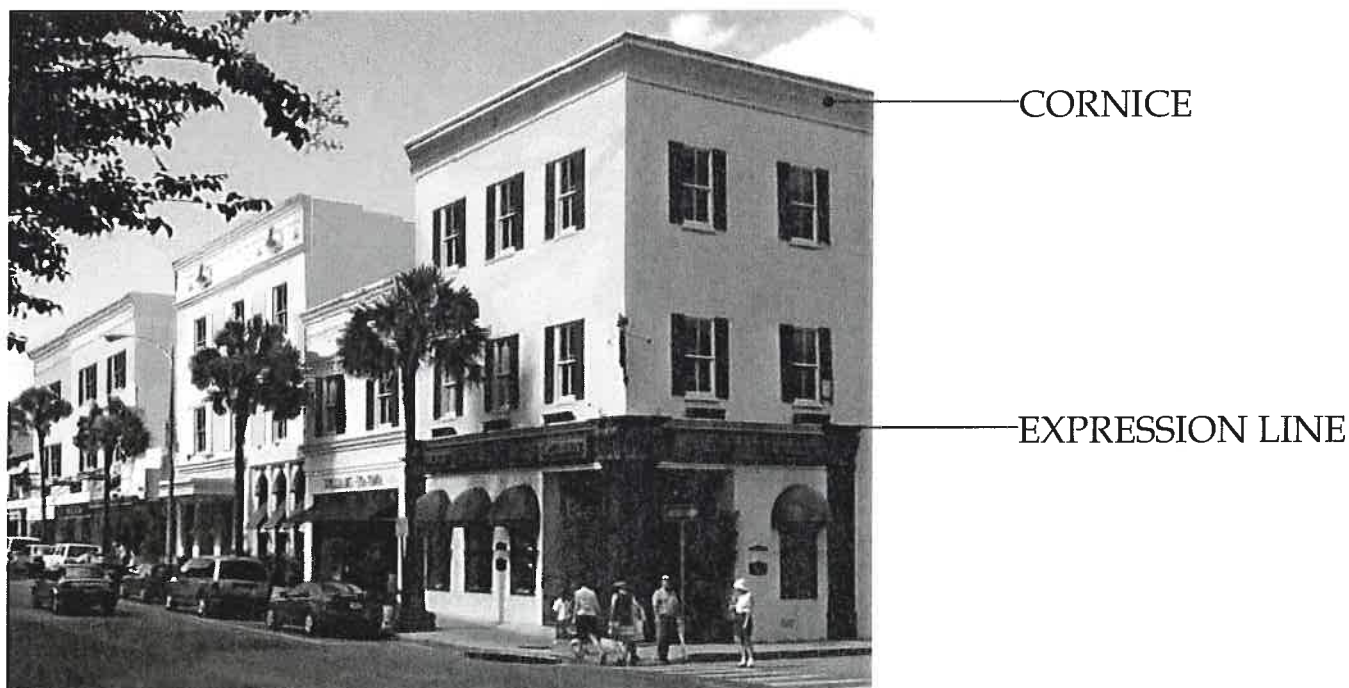


Expression Line and Cornice

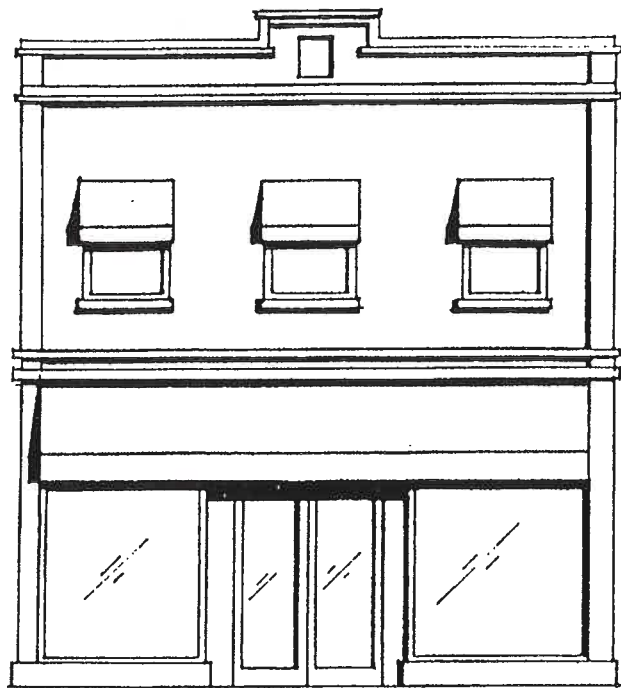
The Expression Line is the architectural feature on the facade which delineates the transition between the ground floor level and the upper facade. This detail reinforces the pedestrian scale and traditional composition of the architecture.

An Expression Line shall be either a cornice or molding extending a minimum of three inches, or offset in the surface plane of the building wall of a minimum of three inches.

The cornice, which is the top architectural feature of the building, generally reflects the original style of the building. This element should be maintained and enhanced. 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, this cornice should not be covered with incompatible materials, veneers or signs. Building owners and tenants are encouraged, when possible, to expose the original cornice facade in order to achieve these goals.



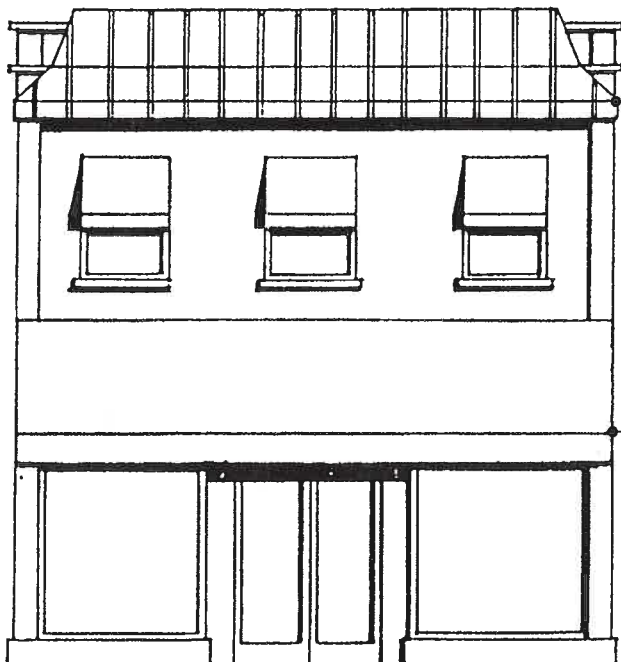
Expression Line and Cornice



Cornices Visible and
Enhanced with Colors
Compatible to Building

Expression Line
Projects Enough to
Create a Shadow Line

Desirable



Cornices Removed or Covered
With Incompatible Material

Expression Line Covered
by Awning

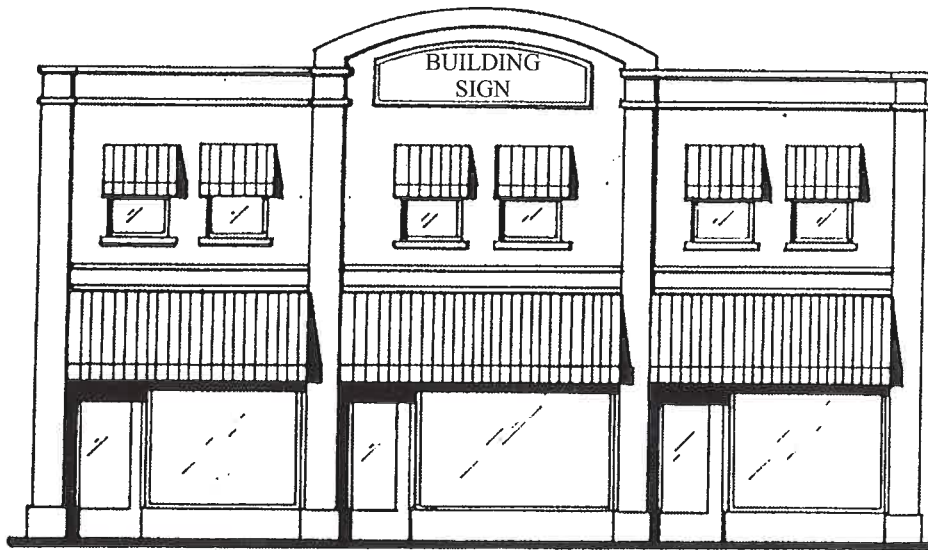
Undesirable

Upper Facade

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

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

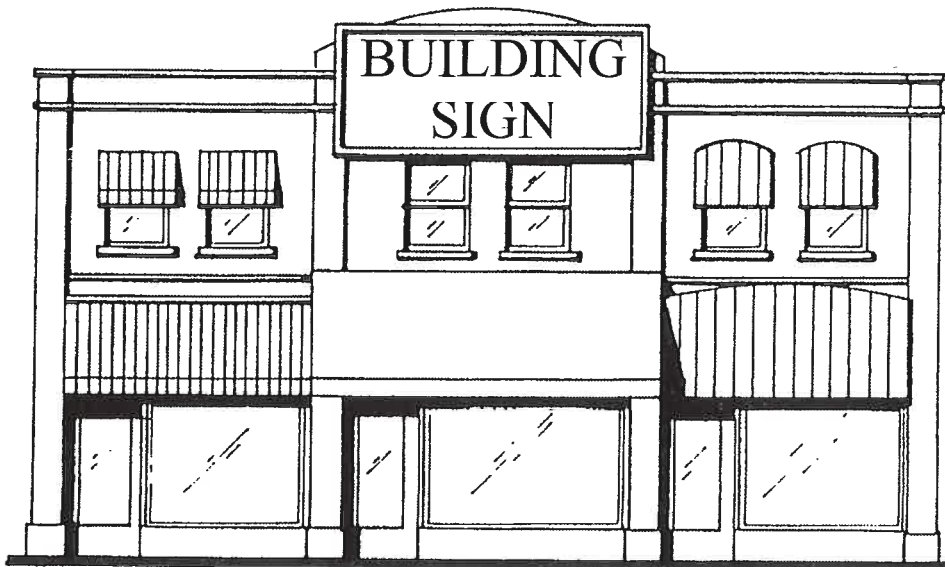
Upper Facade



UPPER FACADE

Awnings & Canopies are Uniform in Size, Height and Color

Desirable



Wall Sign too Large, Covering Decorative Cornice

UPPER FACADE

Awnings & Canopies are Uneven Sizes, Heights and Color

Undesirable

Awnings

The canvas awning can be one of the most important design elements in the visual appeal of a storefront or building. It also can be a very important element contributing to the character of the Central Business District area. Awnings also provide the functional benefit of providing shelter from Florida's omnipresent sun or rain, which is crucial for retail shoppers. There are certain design guidelines that should be followed in the application of awnings. These include the following:

- (1) Fabric awnings, such as canvas, vinyl-coated canvas or acrilan are encouraged. Metal awnings such as aluminum, copper, and bronze should be utilized in a controlled manner, in a way which will enhance and emphasize hierarchical spaces such as main entrances and porticoes of the building.
- (2) 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 of radically uneven or unusual shapes.
- (3) The cumulative effect of individual storefront awnings on a building should be considered in designing a new awning.
- (4) 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 cornice.
- (5) Awnings covering second story windows should conform to the size of the individual windows or should complement the first floor storefront awning in terms of size, materials, height, color, etc.
- (6) The color of the fabric awning should complement the building's color scheme.

Awnings



Desirable

Second Story Awnings
Coordinate with Ground Floor
Storefront Awnings

Awnings Uniform in Height,
Size, Materials and color



Undesirable

Second Story Awnings are not
Coordinated with Storefront
Awnings

Awning Covers Area between
Second Story Window and Cornice

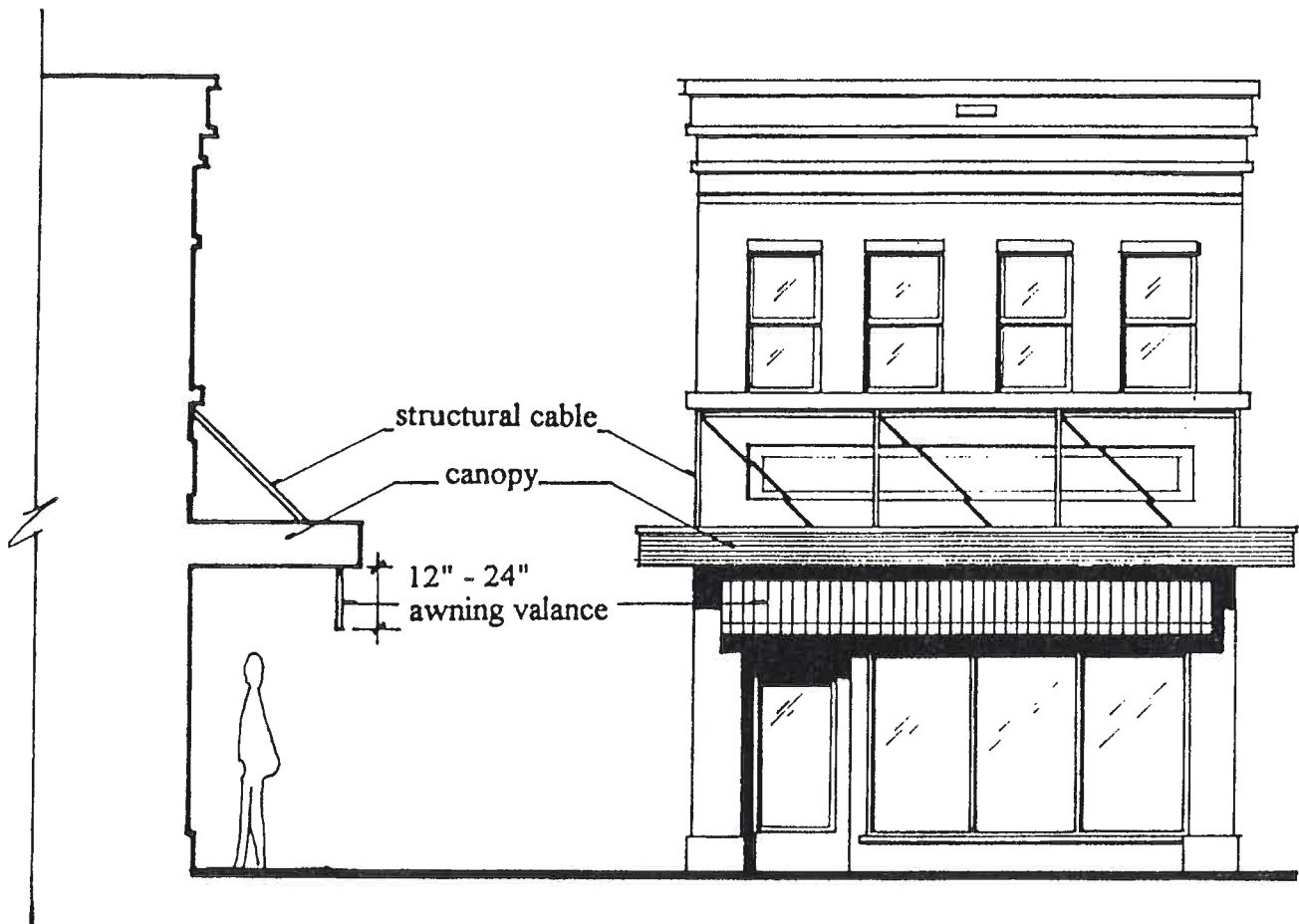
Awnings are Uneven,
Inappropriate Shapes and Sizes

Canopies

A canopy is a permanent appendage to a building which functions as a horizontal element covering the storefront sidewalk. Canopies provide the same benefits to the shopper that are accomplished by awnings. Canopies as a permanent building element are sometimes preferred since they need less maintenance than canvas awnings. Canopies in some situations reflect the historic character of a building since this was the predominant style of shelter used for older buildings. Canopies generally are more difficult as a design feature in producing an appealing image since there is less vertical area facing the street and there are typically supports to the building wall or sidewalk to reinforce the awning. The design guidelines that should be followed in the treatment of canopies are as follows:

- (1) Flat canopies should be dressed-up with a 12-24 inch fabric awning valance so as to increase the visual appeal of the canopy.
- (2) Canopies and any signage on the face of canopies should be of colors that complement the building's color scheme.

Canopies

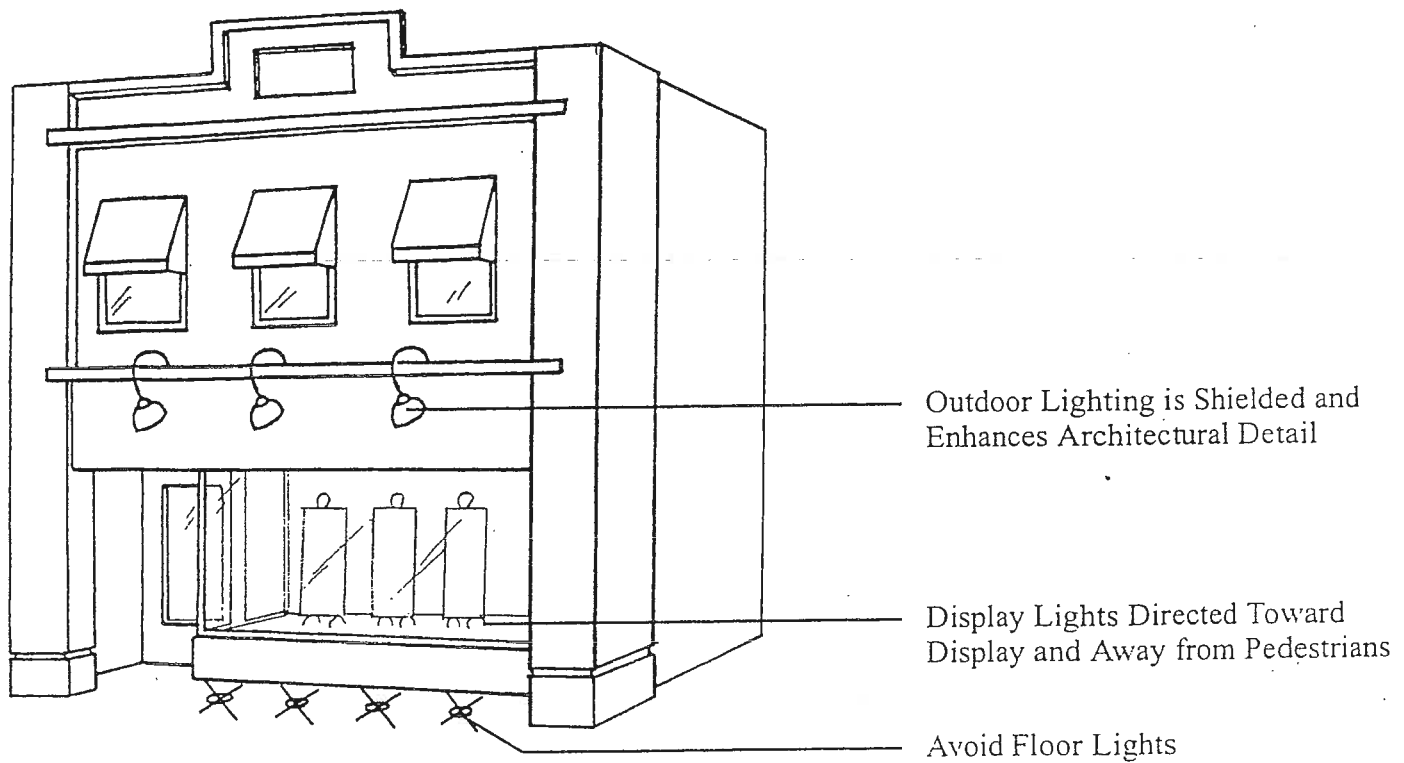


Lighting

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. Certain design guidelines should be utilized in the use of lighting as follows:

- (1) Use lighting efficiently and sparingly to highlight display windows, entrances, signs and architectural detail.
- (2) Balance the intensity of overall lighting with that of display windows.
- (3) Light sources should be shielded. Avoid high intensity floor lights or other lights directed at pedestrians or vehicles.
- (4) The spillover from lighting in proximity to residential settings should be minimized so as not to be a nuisance.
- (5) Storefronts shall remain unshuttered at night. It is encouraged that storefronts should provide view of interior spaces lit from within (backless displays).

Lighting



Signs

Signs play a particularly important role in the appearance of individual storefront and buildings. The size and design characteristics of signs strongly influence the public's perceptions of the downtown area and its individual businesses. Business owners tend to overestimate the value and function of signage when the success of a business is primarily related to the appeal of the products and prices. Unlike modern highway strip development, downtown Winter Park buildings and streets were built at a human scale, oriented to pedestrians, not cars. A successful sign is one which reinforces the quality image of the downtown area. Aside from compliance with the zoning regulations for signs in the Central Business District, there are certain other design guidelines which should be followed.

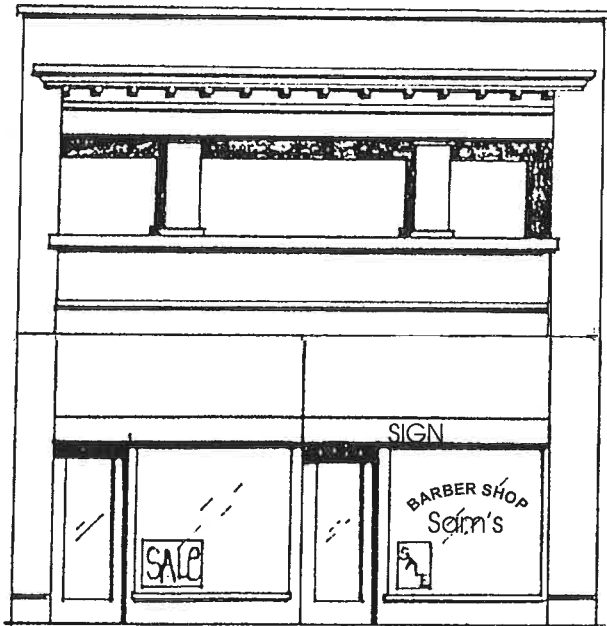
- 1) The size, color, shape and location of a sign should complement the building façade. Building elements such as windows, cornices or architectural details should not be obscured.
- 2) Sign materials should be chosen which harmonize with and complement the building's design. Signs should never be so large as to overpower the façade. Signs constructed of natural materials such as metal or wood are preferred.
- 3) Individual storefront signs should be compatible with the other storefronts with the same building in terms of design, size and placement on the building.
- 4) Temporary window signs, such as special sale signs, should not conflict with the color scheme of the storefront or building, or block more than 25 % of the view into the interior of the store.
- 5) Digital, electronic, and/or internally illuminated signs (not including neon or barber-pole types) such as back-lit plastic, acrylic or glass, are prohibited except for theater signage. Flashing or moving lights are not permitted. Front lighting of signs is encouraged. External illumination must be provided by a light source that is installed to prevent direct light from shining onto the street or adjacent properties. Back lit halo type opaque sign lettering is permitted, however the light color must be white or subdued or muted such as a pastel shade.
- 6) Signage above the expression line shall be prohibited except:
 - a. Wall mounted hanging signs that are highly decorative and compliment the building façade.
 - b. Small window signs
 - c. Signs that identify a building, incorporated in the cornice detail.

Other types of signage above the expression line shall not be allowed.

Symbolic and historic three-dimensional signs such as barber shop poles and appropriately-sized projecting signs may be allowed, as permitted in the sign ordinance. Signage should have the capability of being lit in the evening, although the source of light must be hidden or shielded from the direct view of motorists or pedestrians per the lighting standard.

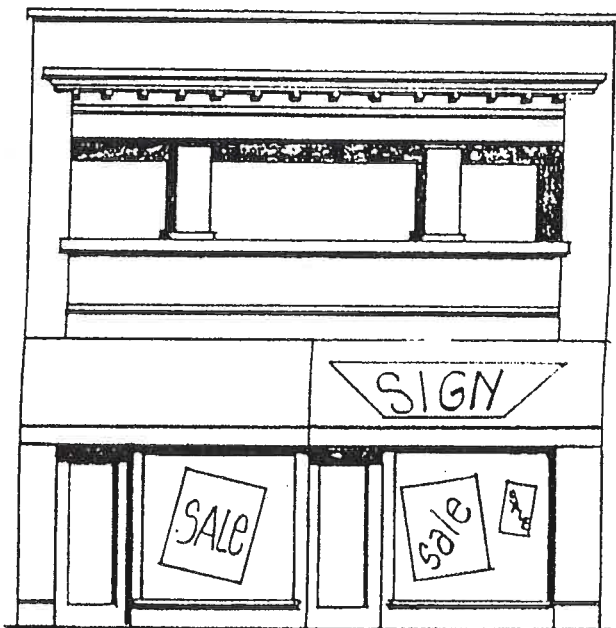
Signs should provide information simply and legibly, and should be limited to advertising the name of a business and its main goods and services.

Signs



Desirable

Signs are Coordinated in Size and Placement with Building and Adjacent Storefront



Undesirable

Awning Sign Covers Masonry Pier

Sale Sign too Large for Storefront and Poorly Placed in Display Window

Signs



Second Story Wall Mounted Hanging Signs. Proportional in Scale and Complementary to the Building Facade.

Desirable



Wall Mounted Sign Covers Cornice.

The Sign is out of Proportion with the Building Facade.

Undesirable

Facade Coordination

The coordination of storefront facades among a group of contiguous storefronts in an individual building is necessary to create a successful overall appearance. The design guidelines which are appropriate are as follows:

- (1) When considering the building color selection, sign location and size, and awning or canopy location or size, always take the existing context into consideration. The new storefront should coordinate with the original architectural style of the building, and the existing storefronts within the same building.
- (2) Continue horizontal lines such as building trim, cornice lines or decoration from one storefront to the next whenever possible.

Facade Coordination



Desirable

Architectural Details and Cornice are Exposed and Enhanced

Awnings Coordinate in Size, Color and Placement



Undesirable

Cornice is Covered by Awnings

Individual Storefronts are Painted Contrasting Colors; Facade is not Architecturally Unified

Color

The color palette can make the most dramatic improvements to a building or one of the most offensive changes to a building. Choosing the right combination of colors can unify the building elements with the facade as well as relate the building to others on the street. There is no reason to limit your color variation to what was original to your building. A business can benefit if the color of a building is changed in that customers will take notice. However, selection of colors compatible with surrounding buildings is essential. This does not mean that the colors must match, but they should not compete. Color schemes that are too bright or intense, electric or dayglo shall not be utilized.

Color



Desirable

Colors are Coordinated to Unify the Entire Facade



Undesirable

Individual Storefronts Painted Various Colors
Breaks up the Unified Appearance of the
Facades

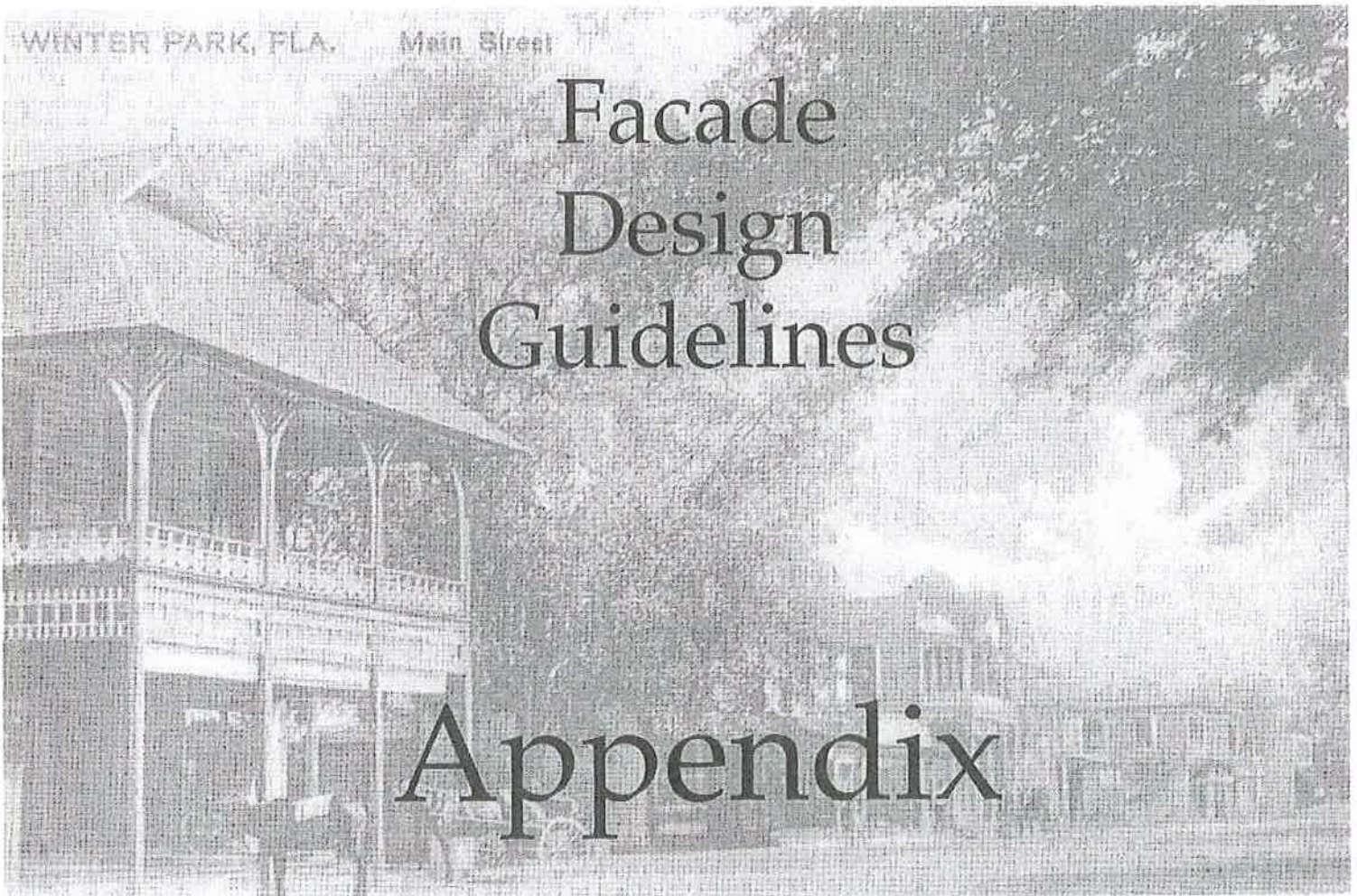
Historic or Architecturally Significant Elements

Within the Central Business District, there are buildings with significant historic or architectural features that contribute to the character of the Park Avenue Area and which provide continuity with the architecture of Winter Park's history. It is the intent of these facade design guidelines to preserve the significant existing historic or architectural features on the facade of buildings. Plans submitted for the renovation of buildings with significant historic or architectural features should preserve the integrity of these elements. This requirement is not intended to restrict the ability to renovate building facades or to require the absolute preservation of each and every historic architectural feature. However, these guidelines shall be utilized to preserve the architectural integrity of those important historic or architecturally significant features of existing building facades. These guidelines may also permit the rebuilding or restoration of these features.

Historic or Architecturally Significant Elements



Winter Park Central Business District



City of Winter Park

Department of Planning
and Community Development

Revised September 1997

Storefront:

Park Avenue example

No Use of Framing in Storefront
Produces an inappropriate all-glass appearance

No Substantial kickplate used on entry door



Cornice:

Park Avenue example

Original Cornice Covered with
Incompatible Metal Canopy

Original Storefront Cornice Covered
with Inappropriate Details and Materials

No Coordination between Two Storefronts to
Unify Building Appearance



Awnings:

Park Avenue example

No Uniform Utilization of Awnings:
Uneven and Inappropriate Shapes

Height, Size, Color and Material of
Awnings Incompatible with Each Other
And Building

Cumulative Effect of Awnings does not enhance
the Architecture as One Cohesive Building

Awnings Inappropriately Cover
Architectural Details of Upper Facade,
I.e. Cornices and Masonry Piers



Storefront:

Park Avenue example



Inappropriate Use of Awning:
Awning Placed over Another



Awning with Green Stripes too Large for Building

Awnings:

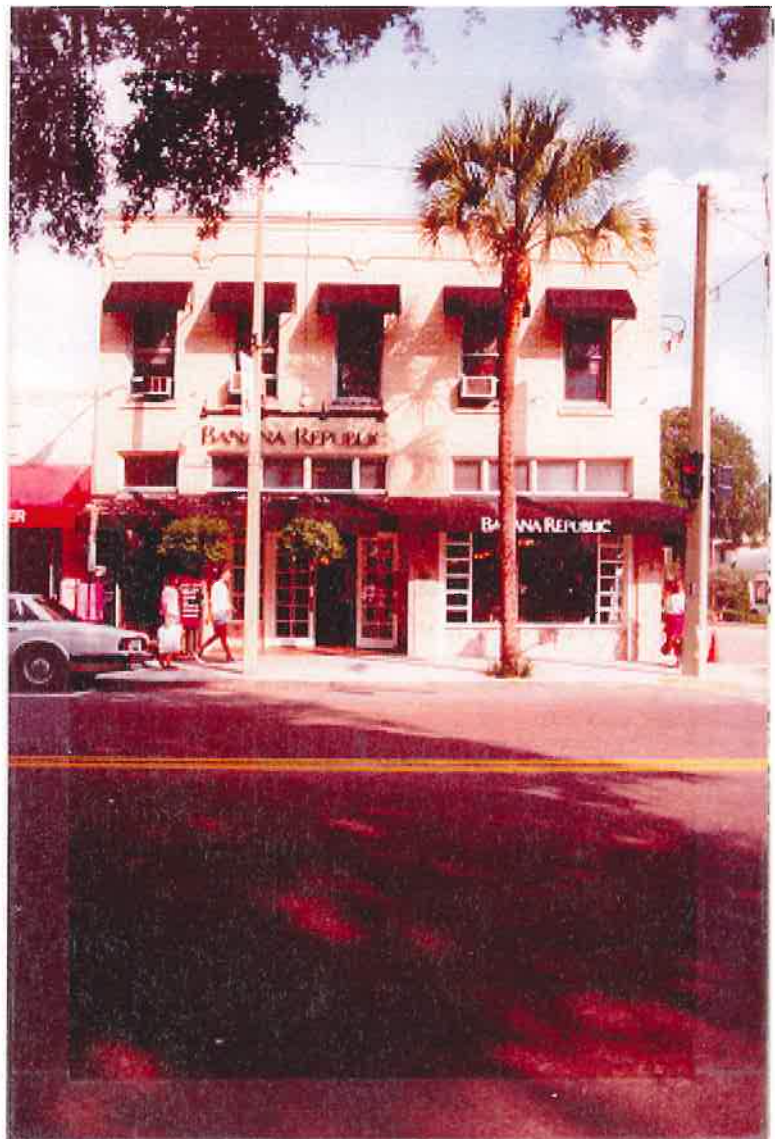
Park Avenue example

Good use of awnings: appropriate color, size and material

Awnings do not cover architectural details such as cornice and windows

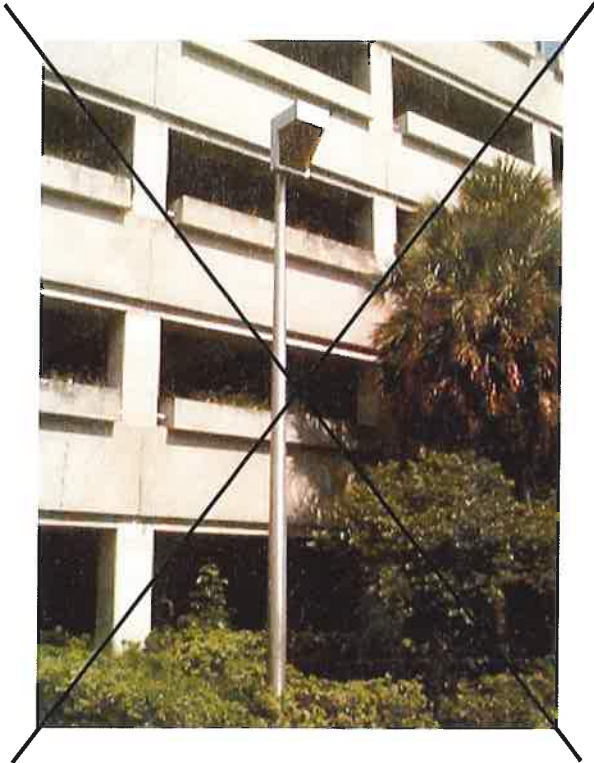
Storefront windows are framed and located at an appropriate level above sidewalk.

Signs complement building



Parking Structures:

Unacceptable example



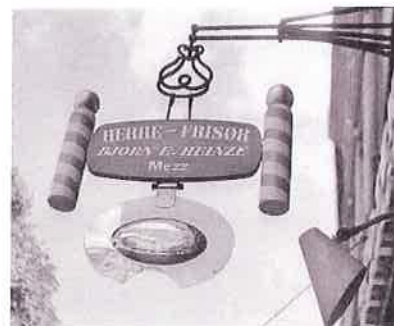
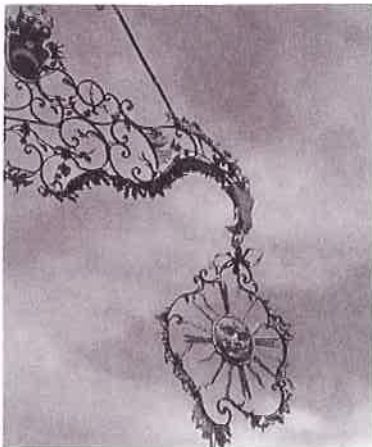
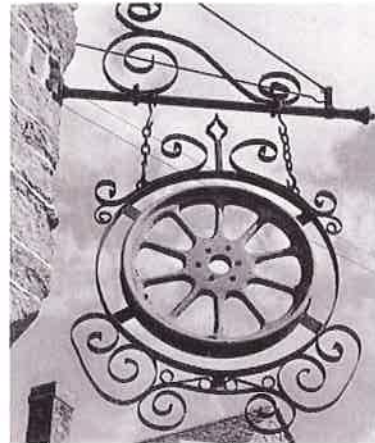
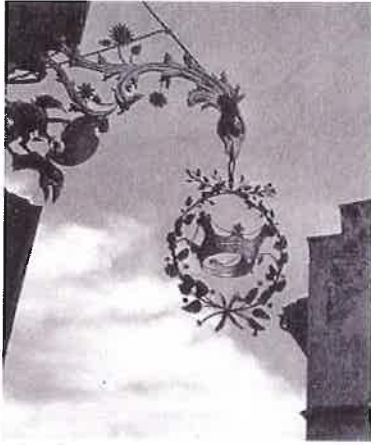
A mere landscaping area or setback is insufficient to achieve the necessary screening effect provided by liner buildings.



Although having a retail ground floor is preferable to having the garage directly abut the sidewalk, this technique does not produce the full effect of a liner building. Upper-floor facades with garage openings do not produce the natural surveillance of real windows with human presence.

Wall Mounted Signs:

Acceptable examples



Good Examples of Wall Mounted Signs.