

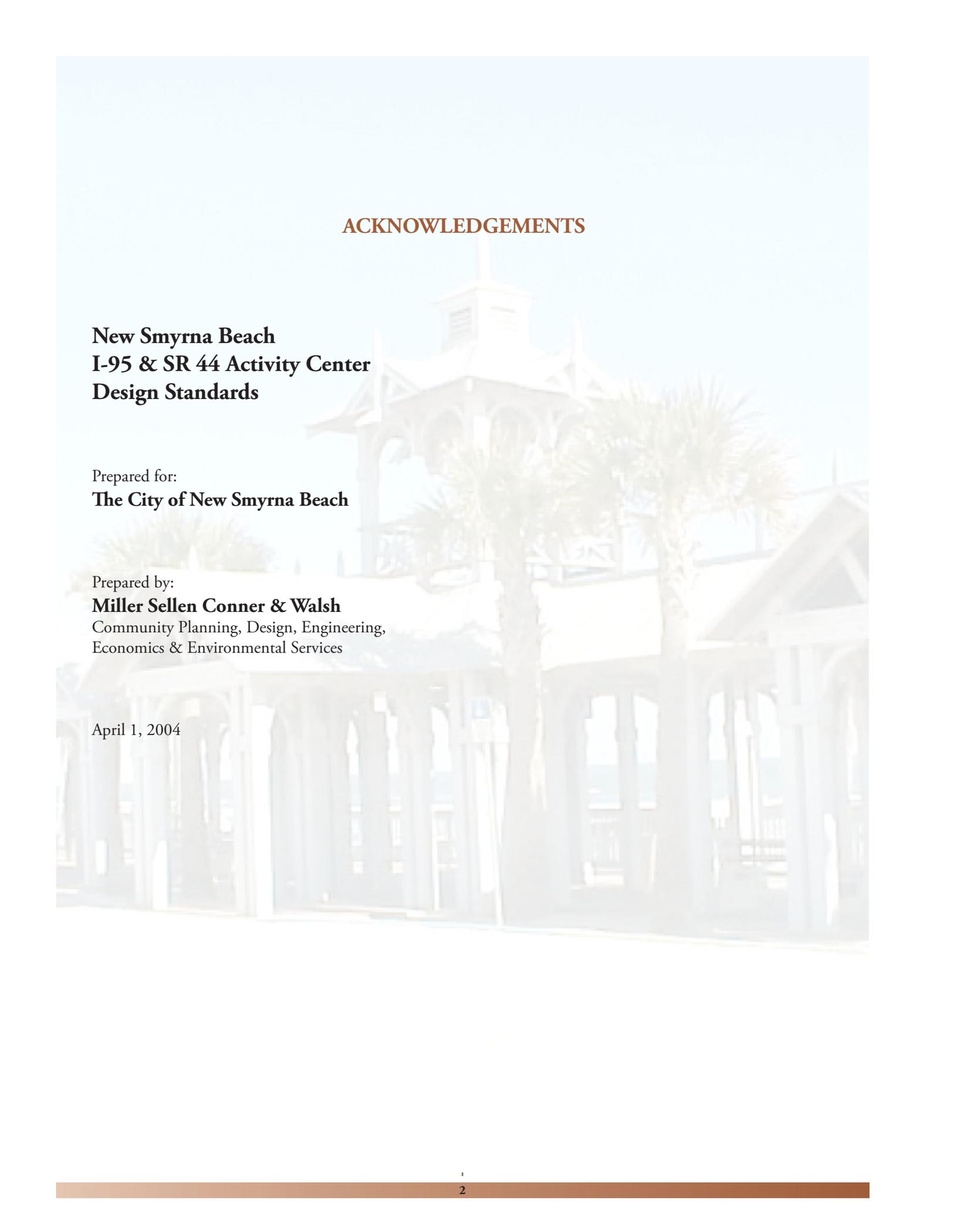


# NEW SMYRNA BEACH

## I-95 & SR 44 ACTIVITY CENTER

### DESIGN GUIDEBOOK





## ACKNOWLEDGEMENTS

### **New Smyrna Beach I-95 & SR 44 Activity Center Design Standards**

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**The City of New Smyrna Beach**

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## I. Introduction

The New Smyrna Beach Activity Center, located at the four (4) quadrants of the Interstate-95 and State Road-44 interchange, was established to serve as a mixed-use center and employment district for the West New Smyrna Neighborhood. The Activity Center is generally undeveloped but contains two (2) existing service stations.

The lack of development provides the City with an excellent opportunity to dramatically improve its front door image. This front door provides the first impression for how visitors think of New Smyrna Beach, which can be either positive or negative.

Cities such as New Smyrna Beach that have worked to improve their image, understand that a community that is perceived to be a quality community is more likely to attract high quality investment. Successful revitalization of older areas of New Smyrna Beach has begun to attract higher quality investment. Having a negative front door image may detract from the City's efforts. Having a positive front door image will help to create a solid basis to attract high quality economic investment in the City.



*Existing Development*

The City's desire to create a positive front door image was the basis of creating the Activity Center designation for lands around the interchange. The Activity Center was conceived to include a mix of uses such as:

- Tourist Commercial,
- Local Service Commercial,
- Office/Business Park and Light Industrial Park
- Residential uses.

### Tourist Commercial

Based upon a investigation of several Central Florida interchanges it is expected that Tourist Commercial will be interchange related uses that are generally located closer to the off-ramps, and/or visible from I-95, and will be developed first. These tourist commercial uses include gas station, gas stations co-branded (with food), quick stop restaurants, full service restaurants and motels.

### Local Service Commercial

The City allows the establishment of "Big Box" retail commercial uses within the Activity Center, but restricts these uses to the west quadrants of the Activity Center provided they are set back 660 feet off SR 44. The City allows local service commercial (retail, business services, and professional services) either as:

- Parcel Development: Free standing parcel development of retail (less than 25,000 sf), and convenience stores, or
- Attached Building Development: Shopping center configuration.
  - Conventional Design:
    - Community Shopping Center: 100,000 to 150,000 sf
    - Neighborhood Shopping Center: 30,000 to 100,000 sf
    - Convenience Commercial Center: 10,000 to 30,000 sf
  - Pedestrian Oriented Design:
    - Life Style Center: up to 150,000 sf
    - Village Center: over 150,000 sf

An investigation of Central Florida interchanges does not indicate that a great amount of local service commercial uses are being developed within the interchange influence areas, but it does occur where the surrounding community contains much residential development. An example is the Heathrow interchange areas in Seminole County (The Lake Mary Boulevard and I-4 Interchange area has conventional shopping center development and the 46 A and I-4 Interchange has a newly developing Life Style Center).

It is likely that large scale local service commercial uses such as shopping centers will not occur in the near term and will require substantial completion of the Venetian Bay project and other residential development in the areas surrounding the Activity Center.

### Office/Business Park

Office uses are permitted in the Activity Center and could occur in the form of business park and light industrial park development including corporate offices or multi-tenant buildings. Development could be free standing buildings on separate parcels or campus settings with separate buildings sharing common parking and amenities, or parcels with attached buildings. As with local service commercial uses, office uses tend to occur where there is significant residential development existing in the surrounding community. Further, the presence of executive housing is a driving force in creating office demand. Therefore, the office demand in the Activity Center may tend to be longer term, but light industrial development may occur much sooner because of the good regional location.

## Residential

Residential development could occur in the form of single family development or multi-family at a maximum density of 18 units per acre with expected projects to range in size from 220 to 250 units. Additionally residential units above first floor commercial uses are encouraged in certain center type projects. Residential demand within the Activity Center could be expected to be nearer term for people with occupations that require travel throughout East Central Florida.

## Summary

Establishing the Activity Center and the mix of uses was the first step in recognizing its importance as the front door to the City. The next step is ensuring that quality development will occur that reflects upon the City as a whole. The most important thing to remember is that while it is rural today, it will become urban in the not-to- distant future.

### The question is:

*Will the Activity Center introduce New Smyrna Beach in a uniquely positive way, or will it be just another I-95 interchange?*

For the range and mix of uses described above to work as an Activity Center, it is important to establish design standards and guidelines that encourage a mix of uses in compatible relationships and raise the bar in terms of quality of development. The Activity Center should have some urban characteristics such as an appealing street scene with a quality public realm, interesting buildings that are oriented to street frontages and some landmark features that people will remember.



## II. General Intent

- To promote appearance and site design standards that establishes the Activity Center as an introductory gateway to the City.
- To promote compatibility and consistency between the mix of uses.
- To promote connectivity in a pedestrian friendly environment.
- To coordinate between public and private improvements.
- To create a place that is unique to New Smyrna Beach and not just another I-95 Interchange.

### New Smyrna Beach Characteristics



#### Historic Canal Street

- Corner Building feature
- Signature Palm Tree
- Pedestrian Area and Street Furniture
- Integrated Awnings
- Buildings Face the Street
- Land Mark Building
- Roof Cornice
- Solid Materials
- Corner Lot has two (2) Primary Facades
- Horizontal and Vertical Elements
- Entrance Faces the Larger Street

#### City Hall

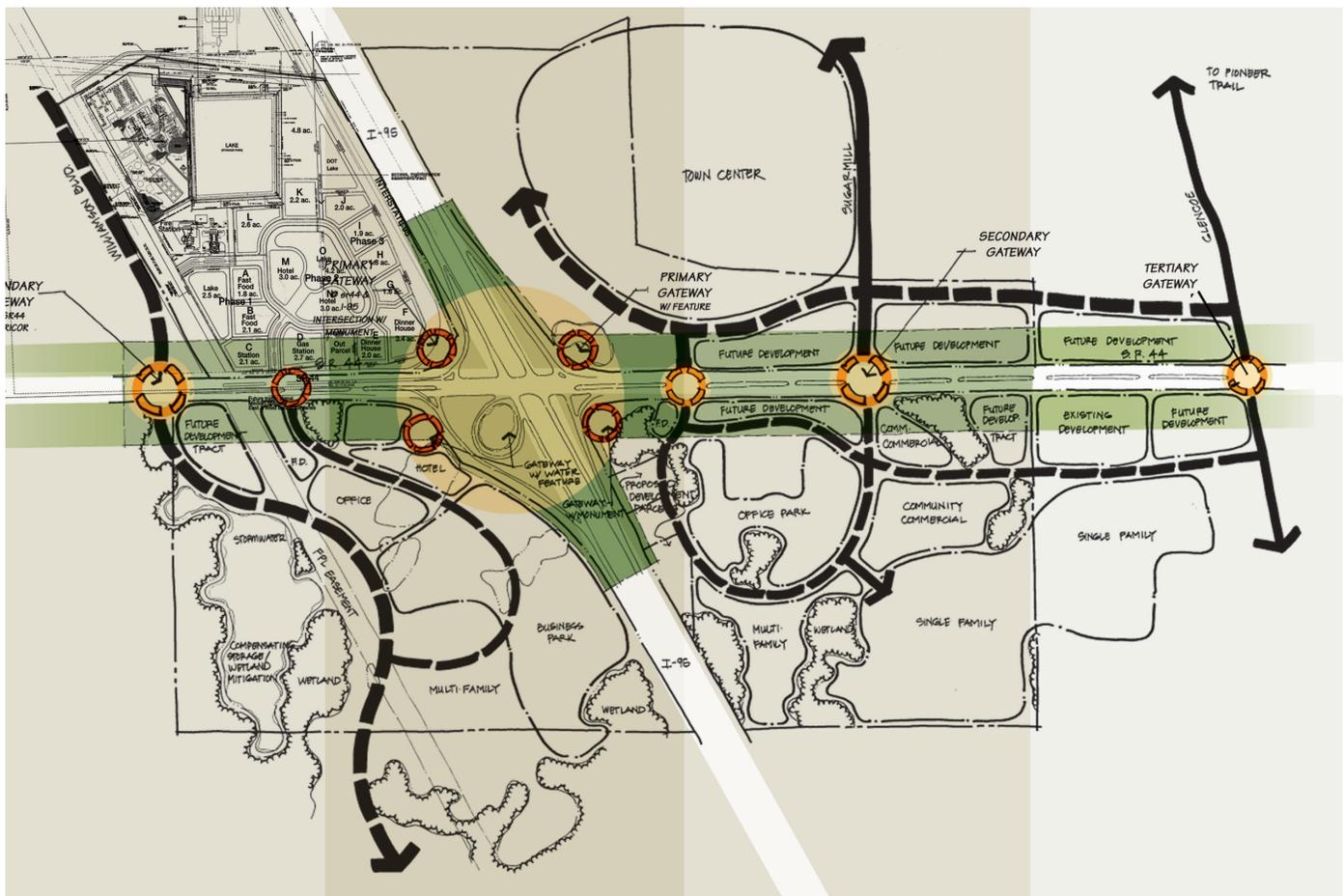
- Varied Roof Lines
- Building & Entrance Face the Street
- Pitched Roof
- Variations in Vertical Plane
- Land Mark Building
- Prominent Entrance
- Solid Materials



### III. Conceptual Development Plan

The City has prepared a Conceptual Development Plan for the Activity Center. The Conceptual Development Plan is not a required design for each quadrant, but a planning tool to explore design concepts that will assist in identifying potential uses and their appropriate design standards. The Conceptual Development Plan as indicated below provides graphic illustrations of the following concepts:

- Development Parcel Layout
- Preliminary Location of Wetlands
- Proposed Road Network
- Urban Design Corridor and Interchange Concepts
  - Public Place Making Opportunities
    - Improve the SR44 Cross Section
    - Landscape the Median
    - Landscape the Edges
    - Establish Gateways
  - Private Place Making Opportunities
    - Front Buffer Zone
    - Building Location and Orientation
    - Parking Location, Access and Connectivity
    - Pedestrian Location and Connectivity



#### IV. Unified Development Plan Requirement

Prior to permitting development within the quadrants of the Activity Center the City should ensure that there is an approved unified developed plan, which includes a conceptual internal, interconnected road network. The unified development plan may be sufficiently flexible to accommodate changes based upon unforeseen site limitations or market conditions, but ensure that all parcels within the Activity Center are provided with sufficient access.

#### V. SR 44 Urban Design Corridor and Interchange Concepts

The area within the Activity Center on both sides of SR44 should be designated as an Urban Design Corridor extending 300 feet in each direction from the centerline of SR44. It is the intent of the Urban Design Corridor to encourage coordination between private improvements and future public rights-of-way improvements and to enhance building and site design standards. Therefore, the following special corridor design concepts are provided for both the public rights-of-way and adjacent private sector development.

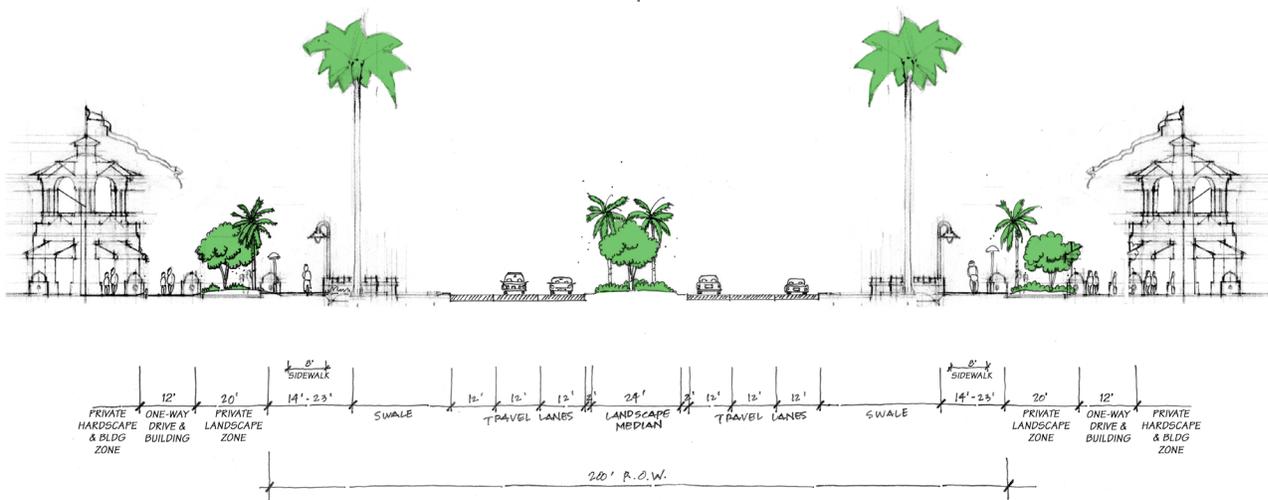
#### Public Place-Making Opportunities:

The Florida Department of Transportation is responsible for and regulates SR 44 design. The City may encourage certain design preferences within the City limits, however, FDOT ultimately controls. The enhancement of State roads is becoming widely prevalent to strengthen community character and identity. Design concepts should be pursued by the City subject to FDOT approvals.

The Conceptual Development Plan has identified a number of recommendations for improvements to the SR-44 Corridor as follows:

- Improve the SR 44 Cross Section
- Landscape the Median
- Streetscape the Edges
- Establish Gateways
- Beautify the Interchange

**Improve the SR 44 Cross Section:** The existing road cross section is currently a four (4) lane rural section. The MPO's long range plan is to widen the road to six lanes. The City should promote the conversion of this section of SR 44 to an urban section roadway in conjunction with future FDOT improvements. Because of the extremely wide two hundred (200') wide rights-of-way, FDOT may retain the rural section. In either event (rural or urban cross section) the City needs to push for dramatically improved public rights-of-way.



**Landscape the Median:** The median is a landscape zone opportunity. Far too often median landscaping does not achieve the visual impact that warrants the investment. The City should pursue a 28 foot wide, high backed curbed median without swale drainage. Landscaping should consist of large mature trees such as the same large palm trees that line Canal Street in Downtown and will provide enough visual impact to let people know that this is the Gateway to New Smyrna Beach. Approximately fifty (50) percent of the median should be landscaped with shrubs and the remainder should be St Augustine (Floratam) sod.

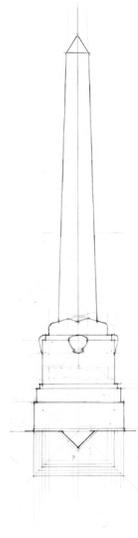


**Landscape the edges:** The edge of the right-of-way is a landscape zone opportunity. With a rural cross section, a well designed and landscaped swale system should be provided. A landscaped ten (10') foot wide sidewalk (pathway) should be provided with informal tree plantings and pedestrian scaled lighting fixtures similar to those used in older sections of New Smyrna Beach. An urban section would include high backed curbs along the street edges. In both rural and urban conditions the sidewalk should be wide enough to accommodate pedestrians and bicycles and be located to the outer edge of the rights-of-way and not up against the roadway.



**Establish Gateways:** There are three levels of proposed gateways: primary (interstate) gateways, secondary (SR44) gateways, and tertiary (SR 44) gateways. Secondary gateways are proposed at the intersections of SR-44 and North/South Arterial or Major Collector Roads. Tertiary gateways are proposed at the intersections of SR 44 and minor collector roads. Gateways involve the use of a number of public improvements to introduce the importance of a specific point of entry or departure. In the public rights-of-way these improvements may consist of:

- **Primary (Interstate) Gateway:** The City is attempting to create a place that is unique and recognizable and understandable. The correct placement of gateway icons could assist in this effort. Icons are man-made devices/structures designed to become so recognizable that it immediately identifies a geographic area. Icons are proposed at the quadrants of the I-95 to be sized and located so that they may be easily seen by the traveling public. They may be located on an easement on private property, but would be constructed by the City or private developers as part of an overall program of beautification of the interchange and corridor and would be appropriately funded through grants. Icons may be structural architectural elements based upon or strong New Smyrna Beach images or a water feature with a fountain similar to the storm water pond at the entrance to Palm Coast.

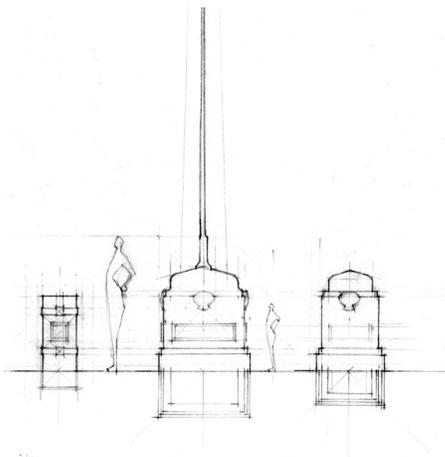


- **Secondary (SR 44) Gateways:**

- Decorative roadway pavement within the intersection,
- Introduction of special directional signage,



- Sidewalks with landscaping and lighting fixtures, and
- Decorative walls with signage and landscaping at the edge of the intersection.



- **Tertiary (SR 44) Gateways:**

- Introduction of special directional signage,
- Sidewalks with landscaping and lighting fixtures,
- A quadrant identity monument sign located in the intersecting collector road median, and
- A band of decorative pavement at the entrance to the intersecting collector road.



**Beautify the Interchange:** A detailed Landscape plan should be prepared for the interchange and the City should pursue a grant to assist funding of the installation of improvements.



## Private Place-Making Opportunities

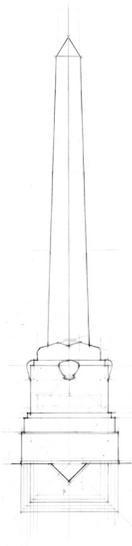
The City has wisely restricted unlimited access from SR-44 and established that future parcel access will be from internal streets. The major design question for the Urban Design Corridor is how to treat building and parking placement for the private development facing SR 44:

- Should it be more urban with well designed buildings closer to and facing SR 44 and with parking to the side or rear, or
- Should it be typical suburban design that continues to allow buildings without design standards to be set behind parking lots that front on SR 44?

Because the City is already committed to rear access, it is easier to create the more urban approach. This approach will reinforce the public investment in public area design and help create a unique higher quality, memorable, and attractive entrance to the City.

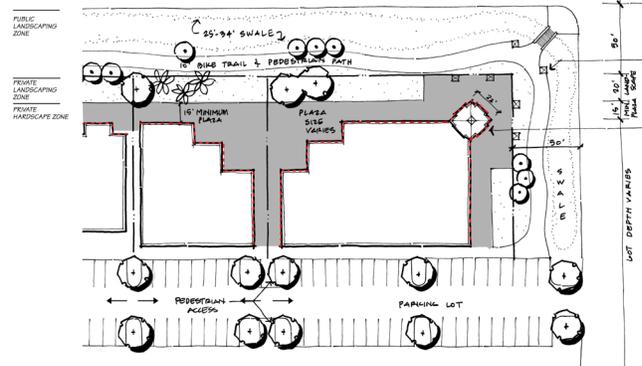
**Urban Concept:** The recommendation is that the City generally will continue to maintain its thirty five (35') foot buffer area distance from the rights-of-way line, but instead of a set back, the line becomes a build-to-line. This means that the face of the primary façade of the building will be located on the line. Instead of a continuous sea of parking lots, the Corridor will be lined with well designed buildings and parking will be along the side or to the rear. This design concept will be applied to parcel development (free standing buildings), attached building development (strip center) and the out-parcels of a community sized shopping center and will address the following concepts:

- Buffers Zones
- Building Location and Orientation
- Gateway Exception to Building Location
- Parking Access, Location and Connectivity
- Pedestrian Location and Connectivity

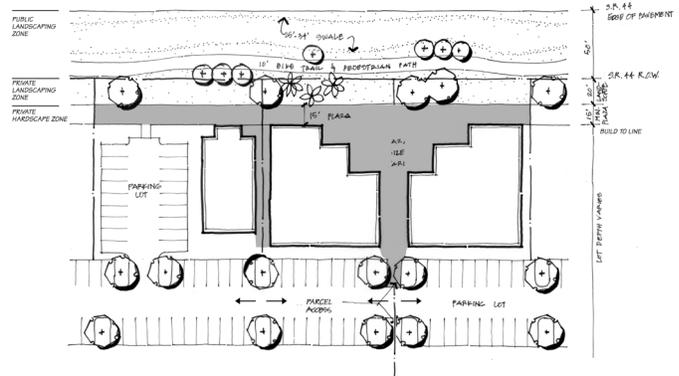


- **Front Buffer Zones:** The City's current thirty five (35') foot buffer requirement along SR 44 provides an opportunity to create a well designed interface between the public landscape zone and the building zone. The front twenty (20') feet of the buffer should be for a private landscape zone of trees and shrubs and paved pathway connections from the buildings to the public sidewalk. The rear fifteen (15') should be a private hardscape zone to create a multi-faceted pedestrian environment for walking, shopping and outdoor cafes and should be continued from one parcel to another.

### Secondary Gateway



### Midblock Parcels



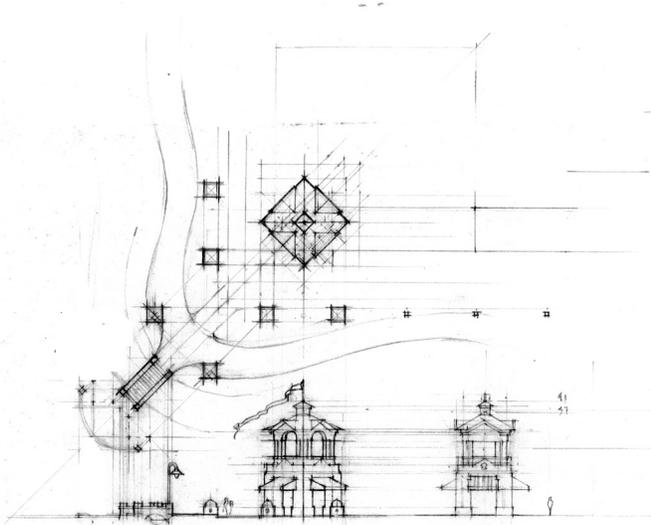
Public Landscape Zone      Private Landscape Zone      Hardscape Zone      Building Zone

- Building Location and Orientation:** The location of the building is at the build-to-line (next to the hardscape zone) and the buildings should face toward SR 44 and if located on a pedestrian plaza or corner lot the building should also face the plaza and intersecting street. As an alternative, a 14' one-way driveway may be located within a 20' area in front of the building and behind the 35' Hardscape/Landscape Zone.

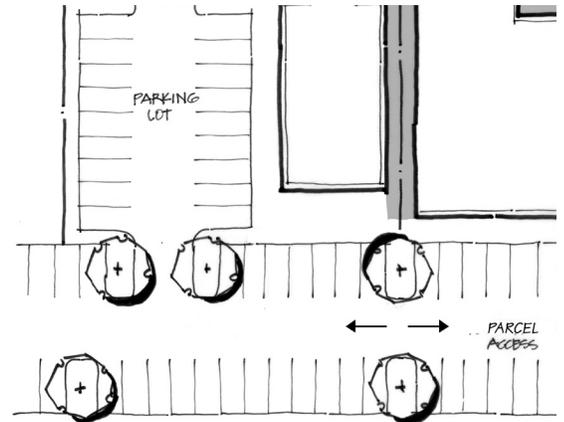


Build-to-Line      Hardscape Zone      Landscape Zone

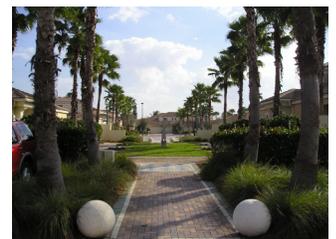
- Secondary (SR 44) Gateway Exception to Building Location:** The recommendation is to provide an exception to the thirty five (35') feet build to line at secondary gateway intersections. To match the public investment in the gateway intersection improvements it is proposed that buildings located in the four quadrants be pushed closer to the intersection and provide design elements that reinforce the importance of the Gateway. The buildings would be located at a fifteen (15') feet build to line from SR 44 and the intersecting road. The intent is to create a frame for the intersection and provide an architectural device to create height and establish a landmark.



- Parking Access, Location and Connectivity:** Access to parking lots should be from the internal street to the rear or side of the parcel. The location of parking should be behind and to the side of buildings. Parking lots should be required to provide connectivity to adjacent parcels.



- Pedestrian Location and Connectivity:** Pedestrian areas will be provided as indicated above in the landscape zone and on the sides of buildings or between buildings to provide pedestrian access to parking lots, public side-walks/bicycle paths and adjacent properties.



## VI. Corridor Design Standards and Guidelines

Except for the Village of Venetian Bay project, the City does not have a long history of regulating the appearance of buildings. If the City of New Smyrna Beach actually intends to create a unique entrance that speaks to the quality, lifestyle and character of its community, this can not be done simply with excellent site planning and landscaping requirements. There needs to be some level of building appearance regulation to achieve an environment that is unique and reflective of New Smyrna Beach.

Most cities in Orange and Seminole County have adopted architectural appearance standards. The cities along I-95 in Volusia County including Ormond Beach (Grenada Boulevard), Daytona Beach (LPGA Boulevard), and Port Orange (Dunlawton Avenue) have imposed architectural/appearance standards on entrance roads to their communities.

In order to implement the concepts identified in this report, detailed standards and/or guidelines should be prepared. Remember that the level of architectural treatment can be as specific as creating a theme, such as a Mediterranean theme as in the case of Granada Boulevard in Ormond, or as simple as achieving some more interesting facades and roofs.

### Minimum Lot/Parcel Size:

A two (2) acre minimum. As an exception, lot sizes may be smaller if there is a master drainage plan for an area.

### Signage:

Require well designed (not just a box) monument signs. The City's sign ordinance shall be applied except as follows:

- Parcel Identity Monument Signs: An identity monument sign with two (2) sides is permitted for each parcel. These signs will identify the building (tenant) as a whole and/or its predominant use. Multiple tenants within one building or a connected series of buildings on a lot may be identified with one shared monument sign.
  - Location and Orientation: The sign shall be located in the private landscape zone in the approximate middle of the parcel frontage and oriented to SR 44.
  - Size: Forty Eight (48) square feet
  - Maximum Height: Eight (8) feet
  - Lighting: Internally or externally illuminated
  - Additional Sign: A Secondary Gateway corner parcel is required to provide two primary facades and may provide an additional identity monument sign of 32 sq.ft.
  - Design: The sign shall be designed to compliment the architecture of the building and meet the following:
    - A basic sign box with squared off corners within an unpainted aluminum frame is not permitted.
    - An architectural base shall be provided for the sign that is constructed of the same materials as utilized for the primary structure.
    - Landscaping: The base shall be landscaped with shrubs.



## Front Buffer Zone Treatment:

Existing vegetation consists generally of pine trees and under-story brush. Attempting to save this landscape will not provide a unique and attractive entrance to the City. It is recommended that the existing pine tree and under-story vegetation be removed except for any large shade trees which may exist and replaced as follows:

- **Intent:** Minimum landscaping requirements for the front thirty five (35') feet buffer zone should help create a colorful and unique corridor with a very consistent design between adjacent parcels properties and will be compatible with proposed public Landscaping.
- **Private Landscape Zone:** A twenty (20) feet buffer from the rights-of-way to the Private Hardscape zone to include the following:
  - Plant list:
    - Shade Trees: 50% split of:
      - Live Oak : 3.5 Caliper and 14 to 16 feet height
      - Southern Magnolia: 10 to 12 feet height and 4 to 5 feet spread
    - Accent Trees: Equal split of:
      - Crape Myrtle: 5 to 7 feet height and 4 to 5 feet spread
      - American Holly: 5 to 7 feet height and 4 to 5 feet spread
      - Ligustrum: 5 to 7 feet height and 4 to 5 feet spread
    - Palms:
      - Pindo Palm: 4 feet clear trunk
      - Chinese Fan Palm: 5 feet clear trunk
      - Date Palm: 6 feet clear trunk
      - Cabbage Palm: 10 feet clear trunk
      - Washington Palm: 10 feet clear trunk
    - Tall Shrubs:
      - Oleander: 3 gallon and 24 to 30 inches in height
    - Medium Shrubs: 25 % split of:
      - Indian Hawthorn: 3 gallon and 12 to 15 inches in height
      - Red Ruffles Azalea: 3 gallon and 12 to 15 inches in height
      - Duc de Rohan Azelea: 3 gallon and 15 to 18 inches in height
      - Sago Palm: 3 gallon and 24 inch spread.
    - Ground Covers:
      - Confederate Jasmine: 1 gallon
      - Dwarf Jasmine: 1 gallon
      - Coontie Fern: 1 gallon
      - Boston Fern: 1 gallon
      - Holly Fern: 3 Gallon

- Evergreen Giant: 1 gallon
- English Ivy: 1 gallon
- Dwarf Shore, Blue Pacific or Parsons Juniper: 1 gallon
- Day Lilly: 1 gallon

— Planting Guidelines: For each one hundred (100') Linear feet, or fraction thereof, the following plants shall be provided utilizing an informal arrangement:

- Four (4) shade trees
- Six (6) accent trees
- Three (3) Palms (Note: Corner lots shall provide a date palm)
- Six (Tall Shrubs
- Sixty Medium Shrubs
- Forty (40) percent Ground Cover
- Remaining area to be in St. Augustine sod.

— Pedestrian Connection: A sidewalk connection shall be provided to connect the public rights-of-way sidewalk to the private hardscape zone to be located in the approximate middle of the parcel frontage.

- **Private Hardscape Zone:** A fifteen (15) feet pedestrian zone from the private landscape zone to the building zone and shall include the following:

— Intent: The intent is to create a multi-faceted pedestrian walkway/plaza connection that continues between properties and provides space for out door seating, directional signage, kiosk and out door sales events.

— Surface Treatment: May be as simple as brushed concrete or consist of interlocking pavers or bricks.

— Pedestrian Lighting: A fixture every thirty (30) feet that is similar to Fixtures utilized in older areas of New Smyrna Beach.

— Pedestrian Zone Furniture:

- Small landscape planters no greater than three (3) feet in width or potted plants may be provided along thirty percent of the front building façade located to compliment the architecture of the building.
- Bench seating should be provided for every building.

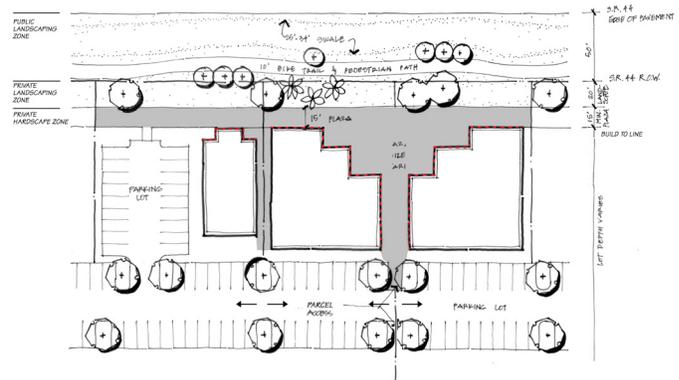
- **Secondary (SR 44) Gateway Exception:** The corner parcel landscape zone shall become a hardscape pedestrian plaza area and the hardscape zone shall become the location for a feature as provided under Building Location and Orientation below.

## Other Landscaping and Buffering Treatment:

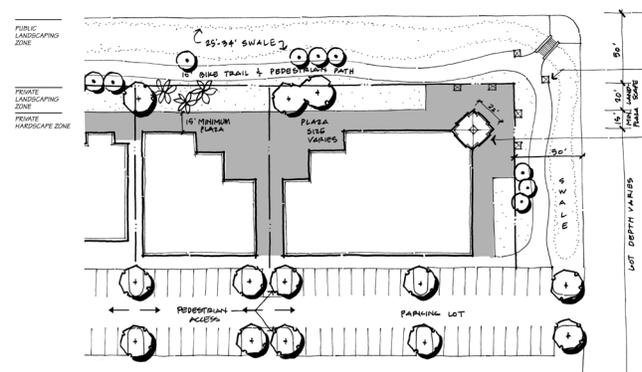
- **Intent:** Landscaping is to assist in providing a unified urban look, accent development architecture, define outdoor spaces, and provide buffers and screens.
- **Design:**
  - Landscaping and grading should be designed to enhance the presence of each building.
  - Except for the front buffer zone above, existing trees shall be maintained to the extent possible and protected during construction.
  - Shaded areas shall be provided for pedestrian walkways at a minimum of one hundred (100) square feet of shaded area per one hundred linear feet of walkway.
- **Storm Water Areas:** Storm water management facilities shall be constructed in a manner that enhances its visual appeal. At a minimum these facilities shall maintain a 4:1 side slope, remain unfenced, utilize a natural, curvilinear shape and be landscaped and provide a minimum width of 15 feet buffer. For each one hundred (100') Linear feet, or fraction thereof, of boundary, the following plants shall be provided:
  - Four (4) shade trees
  - Five (5) accent trees
  - Twenty (20) tall shrubs
  - Sixty (60) medium scrubs
  - Grass ground cover or mulch
  - Fountains are encouraged to accent ponds and provide aeration.

## Building and Entrance Location and Orientation:

- **Intent:** The front face (primary façade) of the building shall be located at the thirty five (35) feet build-to-line and oriented to face SR -44. As an alternative, a 14' one-way drive may be located within a 20' area in front of the building and behind the 35' hardscape/landscape zone. Buildings shall also be oriented to maximize pedestrian accessibility and to take advantage of views of plazas, water bodies and other amenities where appropriate. *(Note: primary façades are indicated by red dashed lines.)*
- **Mid Block Parcels or Lots:** Primary façades shall be oriented to SR 44 and should contain the primary customer service entrance. If the customer service entrance fronts on a plaza or parking area, this shall also be considered a primary façade.

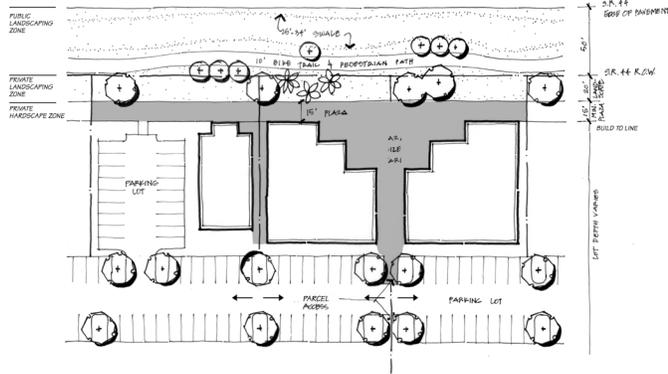


- **Tertiary Gateway Corner Parcels:** There shall be two (2) primary façades, one (1) facing SR -44 and one (1) facing and located on the build-to-line of the intersecting road. If the primary customer service entrance fronts on a plaza or parking area, this shall also be considered a primary façade.
- **Secondary Gateway Corner Parcel:** The guidelines are the same as for Tertiary Gateways except that there is an exception to the build-to-line for thirty (30) feet from the corner along both property lines. In this thirty (30) feet square the build-to-line is reduced to twenty (20) feet and this portion of the structure shall be constructed at a forty five (45) degree angle to the intersection. This structure may be an enclosed or unenclosed portion of the building and shall serve to frame the intersection and create a recognizable landmark.



**Parking Lots:** Parking shall be as provided by City Code except as follows:

- **Intent:** To reduce conflicts between pedestrians and automobiles and avoid creating a sea of asphalt along the SR 44 frontage.
- **Location:** Parking shall be located to the rear or to the side of primary buildings.



- **Design:**
  - Landscape islands and shade trees shall be used to segment large parking lots into small lots with a one hundred twenty (120) space maximum area allowed.
  - No greater than ten (10) spaces may be provided without a landscaped island.
  - Parking shall be screened from public right-of-way.
  - Vehicular access shall be provided from the internal road system and is required between adjacent parcels to provide for convenient vehicular movement within the site.
  - A pedestrian circulation system shall be provided as follows:
    - A safe pedestrian circulation system shall be provided connecting to public sidewalks, buildings and adjacent parcels.
    - Pedestrian walkways shall be differentiated from driving surfaces utilizing a change in materials, constructed at a higher grade of one (1) step up and shall be landscaped and have pedestrian scaled lighting.
    - Crosswalks (at grade) are required wherever a pedestrian walkway intersects a vehicular area.

**Building Appearance:**

- **Intent:** To establish appearance standards for buildings to create interesting and higher quality projects that are reflective of older areas of the City.
- **Primary Facades:** Primary facades of a building shall be enhanced through the use of vertical and horizontal design elements and provide 2 of the following for every thirty horizontal feet and 3 of the following for every one hundred feet of building:
  - Increased height for one (1) story buildings to provide a minimum of fifteen (15) feet.



- A change in the plane of the building by use of an off-set projection or recession (reveal or projecting rib) of a minimum of two (2) feet, such as columns, voids, arches, planters and other devices.
- Arcades or colonnades a minimum of six (6) feet wide, or other roof feature that provides shade and a break in the vertical plane for at least fifty (50) percent of the horizontal length of the building.



— A corner Feature



— A primary customer service entrance that is architecturally prominent.



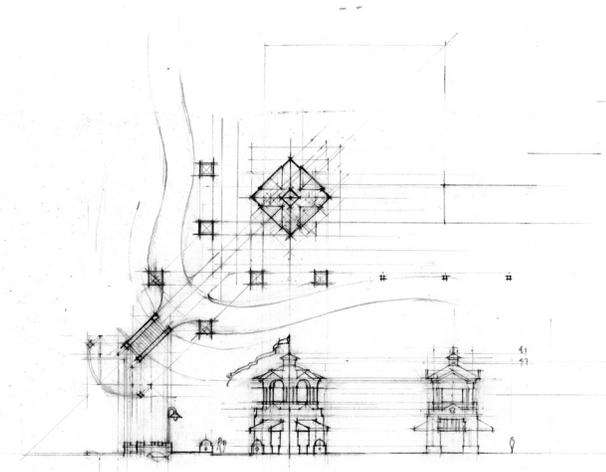
— Windows covering at least forty (40) percent of the ground floor façade.



— Awnings associated with windows or doors.



- **Secondary (SR 44) Gateway Primary Facades:** Primary façades provided on both the SR 44 and intersecting roads shall meet the criteria above and a corner element shall be provided and constructed at a forty five (45) degree angle to the corner as provided in Building Location and Orientation provisions above.



- **Exterior Materials:**
  - **Intent:** Material should have quality and stability in terms of durability, finish and appearance.
  - **Encouraged Façade Materials:** Wood Siding, Stucco, Brick, Stone, and Concrete masonry units that are textured and tinted to avoid the appearance of a smooth monotonous wall
  - **Prohibited Façade Materials:** The use of certain materials is prohibited within the Urban Design Corridor as follows:
    - Corrugated metal panels used as finish materials for walls
    - Unfinished smooth faced concrete
    - Backlit awnings and canopies

**Note: Standing seam metal roofs are permitted.**

- **Secondary Facades:** Secondary facades are all facades not considered primary facades and shall provide a consistent appearance with the primary façade and provide a minimum of 2 of the requirements of the primary facade.
- **Accessory Structures:** Accessory structures including but not limited to carwash buildings, gas stations/convenience store canopies and dumpster enclosures shall have the same architectural details, design elements and roof designs as the primary structure.
- **Roof Treatment:**
  - **Intent:** Buildings shall have a recognizable roof that provides visual interest, reduces massing aesthetics, and screens roof top equipment.
  - **Screening of Mechanical Equipment:** Mechanical equipment shall be screened behind parapets or by recessing equipment into hips, gables or similar features.

- **Prohibited Roofs:**
  - Mansard Roofs
  - Backlit awnings uses as mansard or canopy roofs.
- **Roof Features:** Roof Design Treatments shall include no less than 3 of the following features:
  - **Decorative Parapet:** Meeting the criteria for screening above and the average height of the parapet wall shall not exceed fifteen (15) percent of the height of the wall and the highest point shall not exceed thirty (30) percent.



- **Cornice Treatment:** Three dimensional cornice treatment, a minimum of twelve (12) inches in height, having a minimum of three (3) vertical, not diagonal, changes in plane and a variety of thickness in relief ranging from the greatest at the top to the least at the bottom.
- **Overhanging Eaves:** Overhanging eaves extending no less than three feet past the supporting walls



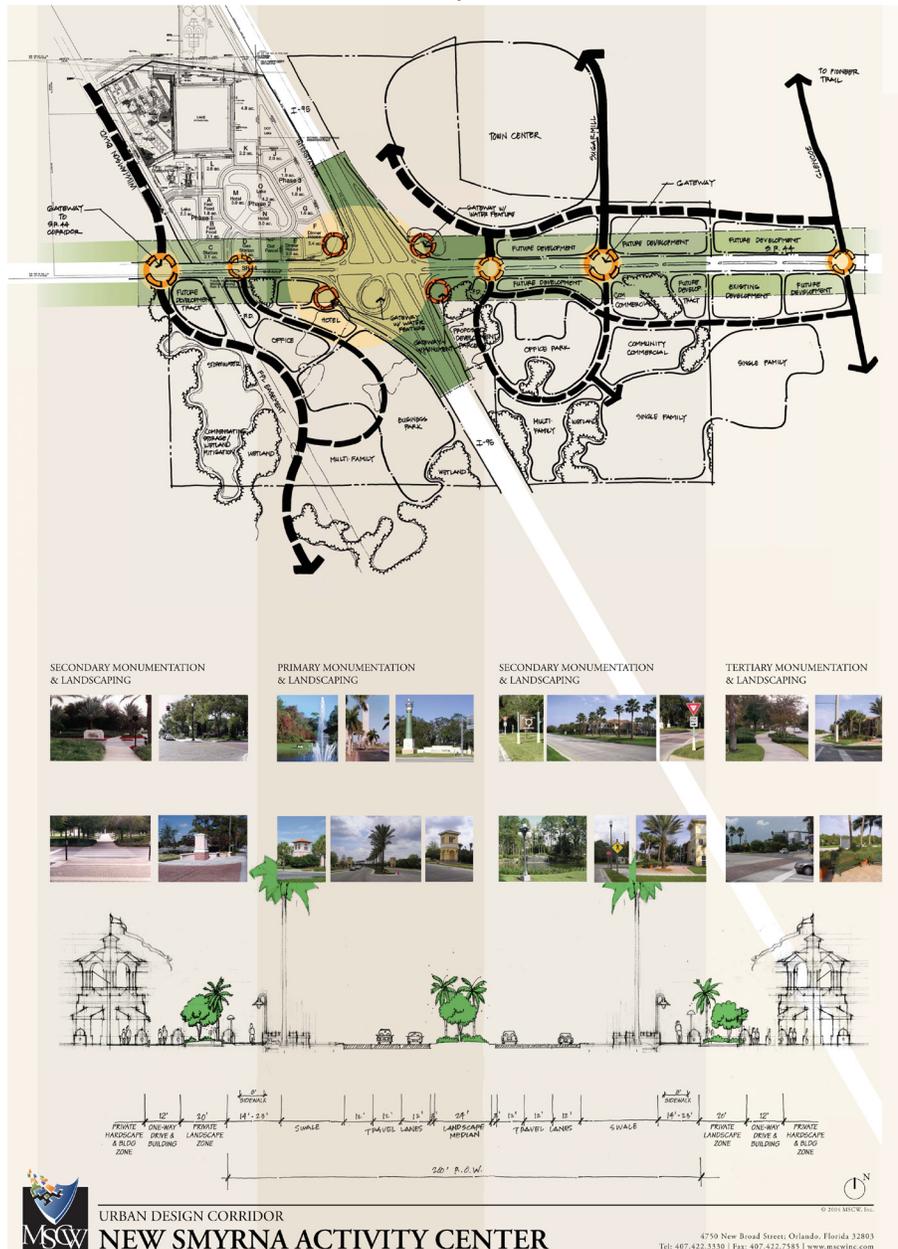
- **Roof Planes:** Three or more roof planes per primary façade.

- **Sloping Roofs:** Sloping roofs that do not exceed the average height of the supporting walls with an average pitch of 4:12 or greater.



- **Secondary (SR 44) Gateway Roof Treatment:** Buildings located on Secondary Gateway corner parcels meet the criteria above and shall include the corner feature as provided in the section on Primary Facades above and one (1) of the following:

- Cornice Detail
- Peaked Roof forms



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