RESOLUTION OF THE TOWN COUNCIL OF
THE TOWN OF FORT MYERS BEACH, FLORIDA

RESOLUTION NUMBER 96- 25

A RESOLUTION OF THE TOWN OF FORT MYERS BEACH, FLORIDA, ADOPTING SECTION 1 OF THE ADMINISTRATIVE CODE DESIGNATING DESIGN GUIDELINES FOR THE FORT MYERS BEACH CORE AREA OVERLAY ZONING DISTRICT.

WHEREAS, the Fort Myers Beach Town Council has adopted by Ordinance 96-20, The Fort Myers Beach Core Area Overlay Zoning District hereinafter called the Master Plan; and,

WHEREAS, the Master Plan contains a number of design guidelines necessary for future development in accordance with said Master Plan; and,

WHEREAS, for ease of use and implementation such design guidelines are contained in an Administrative Code;

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF FORT MYERS BEACH, FLORIDA, THAT:

Section 1. The Fort Myers Beach Town Council by this Resolution creates the Town of Fort Myers Beach Administrative Code, which will be available at the Town Hall and may be added to as dictated by resolution of the Town Council.

Section 2. The Fort Myers Beach Town Council hereby adopts Section 1 of the Administrative Code designating design guidelines for the Fort Myers Beach Core Area Overlay Zoning District, hereinafter referred to as the Master Plan. A copy of such design guidelines is attached hereto and incorporated herein by reference as Exhibit A.

The foregoing Resolution was adopted by the Town Council upon a motion by Council Member FitzSimons and seconded by Council Member Reynolds, and upon being put to a vote, the result was as follows:

Anita T. Cereceda	aye
Ted FitzSimons	aye
William (Rusty) Isler	aye
Garr Reynolds	aye
Ray Murphy	aye

DULY PASSED AND ADOPTED this 30th day of September, 1996.

ATTEST:

By: _____
Marsha Segal-George, Town Clerk

Town of Fort Myers Beach

By: _____
Anita T. Cereceda, Mayor

Approved as to form by:

_____
Richard V. S. Roosa, Town Attorney

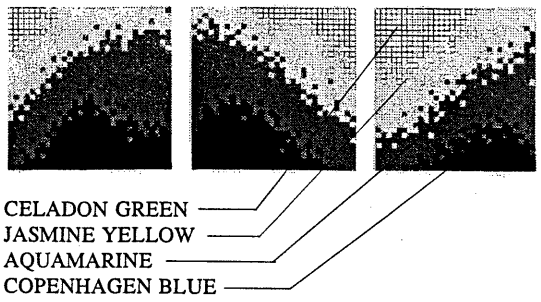
Site Design

The following sections address the functional aspects of site design, including service and loading, parking and basic visual guidelines for on-site landscape treatment.

Sidewalk Design

The following are sidewalk treatments which define several different paving designs that are proposed in certain locations throughout the Core Area. It is proposed that standard paving materials be adopted by the CRA for all of these paving designs. Two basic materials are proposed. Integral color concrete unit pavers are proposed as the major surface for Core Area sidewalks. Concrete is proposed for use on secondary sidewalks. Private property owners are encouraged to copy and improve upon the CRA sponsored sidewalk projects.

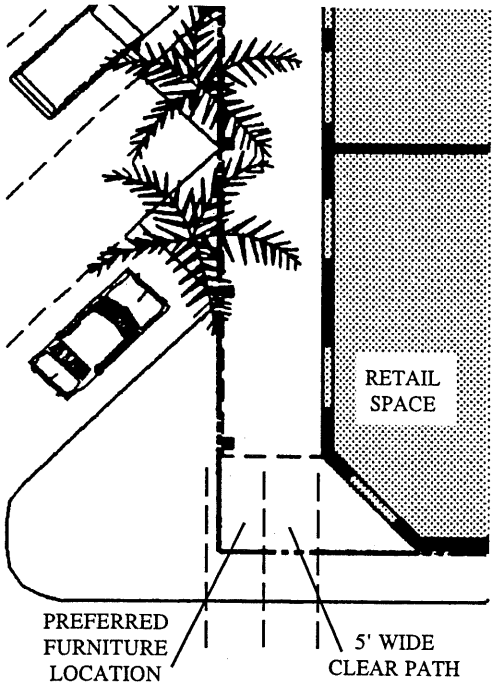
CRA SPONSORED STANDARD
"WAVY PAVY" PATTERN



Street Furniture

Location

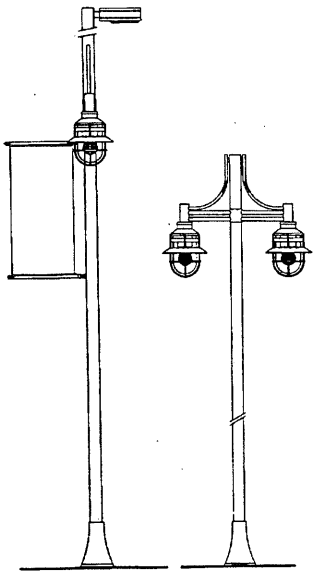
In general, furnishings should not obstruct the "building-side" of the sidewalk width, in order to maintain pedestrian movement space along the facade of the building. Furnishings should not be installed where sidewalk width is insufficient. Traffic regulatory signage and poles, street and identification signage, and light fixtures are the only furniture that should be permitted within the "curb-side" sidewalk area. Where no other location is possible, trash receptacles, telephones and newspaper distribution boxes may be placed in the "curb-side" sidewalk area. Newspaper boxes, bicycle racks and trash receptacles should be kept back from corner locations in order to maintain unimpeded pedestrian movement across the intersection. Benches may also be desirable in other locations, where sufficient sidewalk width exists to accommodate them. Candidate locations include near crosswalks and corners, near other pedestrian sidewalk amenities such as plazas, landscaped setbacks, arcades etc., and near transit stops.



Street Lights

The type of street lights used in the Core area sidewalk improvement projects should be the standard light fixture throughout the Core Area. Private lighting adjacent to the public right of way are encouraged to "coordinate" site lighting with the standard fixture type.

There are several variations of the proposed standard light pole and fixtures. A Sterner Lighting System, Inc. lighting fixture Model # 7PD03881100 is being used in several variations in the CRA sponsored streetscape projects. This fixture, with options of dual pole mounted banners and a brighter roadway head along certain portions of Estero Boulevard, is the preferred standard for the



Pedestrian scale streetlights fitted with pole mounted banners and roadway heads to light the street.

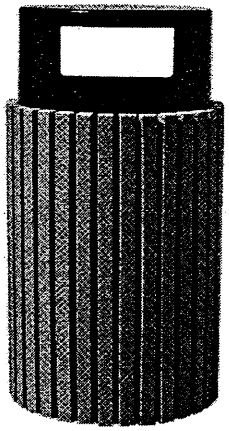
Benches

The CRA sponsored streetscape projects have specified a standard for Core Area benches. The selected bench is manufactured by Landscape Forms, Inc. and is the Petrosky Bench # PK3005-BS-72 of the polysite Series. It consists of a powdercoated tubular steel frame with post-consumer recycled plastic seating surfaces.

The Petoskey Bench with post-consumer plastic seating.

Trash Receptacles

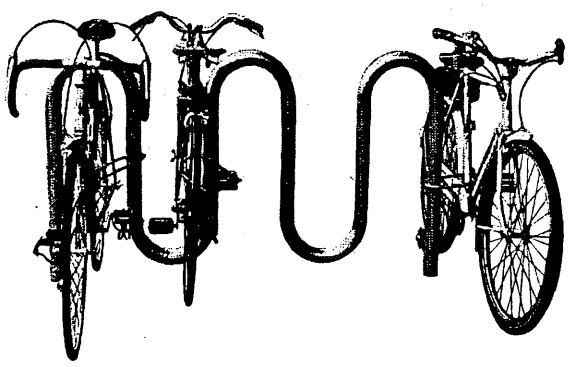
Adequate trash receptacles with frequent trash pickups will be a tremendous aid towards keeping the streetscape clean. The standard receptacle for the Core Area is the Gretchen litter Receptacle, Model # GR50002-22-42 manufactured by Landscape Forms, Inc. This unit features the same recycled plastic as the area Benches.



The Litter receptacle is made with post-consumer plastic also.

Bicycle Racks

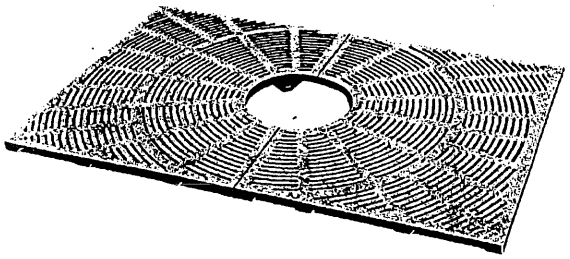
With the intent of the Master Plan to foster more walking, use of public transit, and bicycles, the area needs to provide bike racks for security and ease of use. Owners should provide bike racks just as they provide parking for cars. The rack chosen as the standard is a Ribbon Rack manufactured by Brandir International. These racks are available in steel and aluminum and will be painted aqua to match the light standards and other furniture.



Many Ribbon Rack bike racks will make bike riding more practical within the Core Area.

Tree Grates

The recent streetscape projects have defined a standard tree grate for use in the Core Area. This unit manufactured by NDS Corporation is made out of post-consumer plastic and is 4'-0" square, has 2 sections with a narrow aperture to meet handicapped accessibility requirements.



These post-consumer plastic tree grates prevent people walking on the roots of the palms and trees.

Other considerations

In addition, it is proposed that the design vocabulary established by these furnishings be extended to include other items of street furniture. These include street name plates and poles, telephone kiosks, newspaper dispenser boxes, information kiosks, stop sign standards and poles, and bus stop shelters. All of these furniture items should be coordinated to establish a fully integrated design vocabulary.

The CRA should consider designing and providing storefront window coverings. Individual merchants and property owners would be encouraged to use this covering over the inner surface of storefronts that are vacant or undergoing renovation. This paper product could be economically produced in large rolls, and could incorporate repetitive patterns of the logos used in the banner designs.

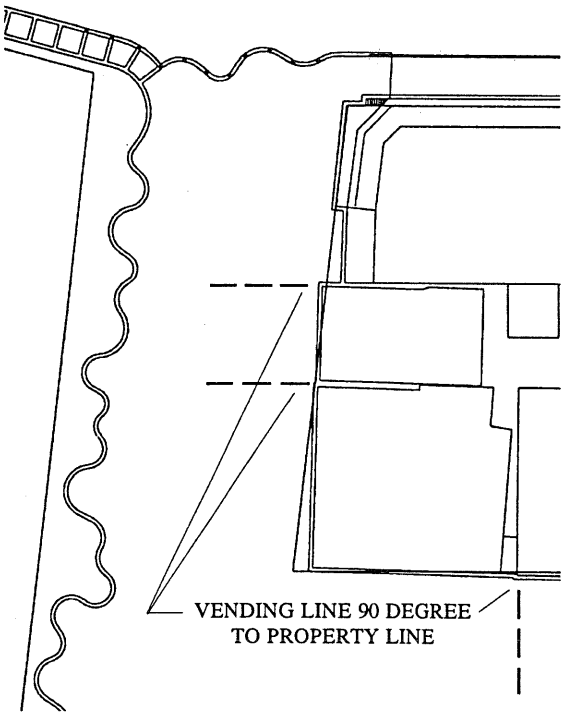
These shelters fitted with benches will provide shade and rain protection for those who ride the trolley.

Street Vending

Street vending is encouraged within the Core Area. It provides additional activity on the street and adds to the color that this Master Plan strives to achieve for the area. It can provide "start-up" experience for young artists and merchants who might eventually own stores if they become successful. These venders also provide supervision of the street around their stand.

Regulations

Vending rights are to be controlled by the owner of the property adjacent to the vending location. As with riparian rights, vending rights extend into the public right-of-way at 90 degree angles to the property lines. These rights can be used by the owner himself or leased out at market rates. All vending operators must submit a plan to the CRA which includes the specifics of cart design and the products intended to be sold. Street venders should not unfairly compete with other in-store sales. If justifiable complaints are voiced about an operation the ruling will always be in favor of the in-store operator. Venders are to be fully licensed to do business within the County.

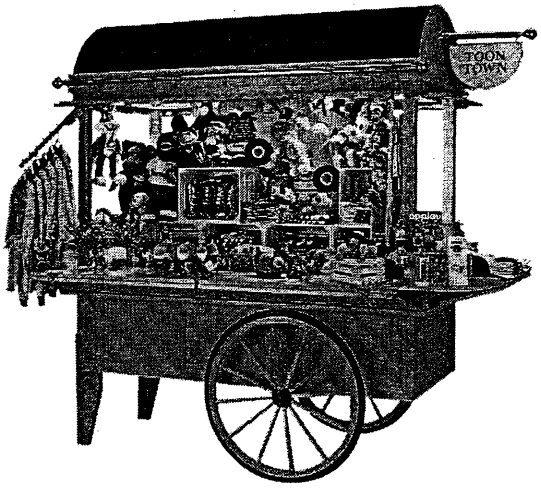


TIMES SQUARE VENDING RIGHTS

Vending rights are determined by lines constructed at 90 degrees to the property lines. Owners may use or lease their vending space.

Carts

Carts are encouraged to be colorful and creative. They must meet all applicable regulations such as health codes and issues of life safety. The standard for quality of these carts will evolve over time. Carts are encouraged to incorporate shade structures or market umbrellas as part of the design. They should be constructed of quality materials that compliment and enhance the streetscape environment.



Colorful, creative and practical vending units create activity on the street.

Location

Vending is potentially allowed in any location within the Core Area if that location is approved by the owner of the vending rights, and does not interfere with the passage of pedestrians on the sidewalk. To this end, a five foot clear

path is to be maintained on all sidewalks. This clear path should not necessitate right angle movements to walk around a vending location.

Seating

Within the limits of any given location seating can be provided as part of the vending operation. This seating must be clean and of a level of quality in keeping with the surrounding streetscape.

Cart Signage

Signage should conform to all regulations regarding signage in force for the Core Area. Signage should be creative but not overpower the items which are for sale.

Trash Control

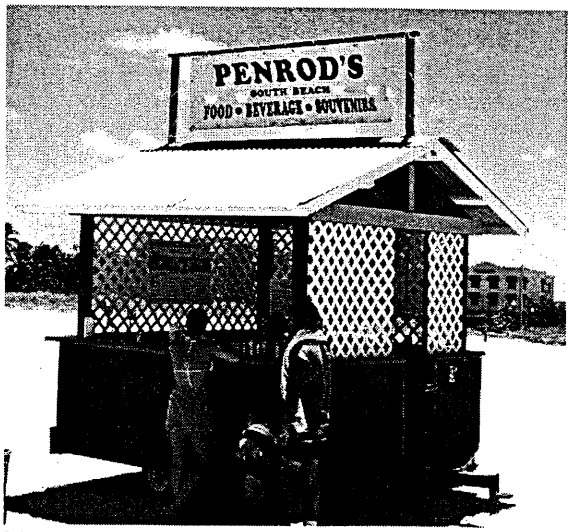
Each vender is responsible for keeping the area around his operation clean. Each vender is responsible for providing a covered trash receptacle large enough to hold the waste generated by his operation. This waste must be disposed of each night. Arrangements need to be made with the owner of the vending rights in this regard. Venders should not use CRA provided trash receptacles as part of the streetscape improvements for the waste they generate. The CRA should consider selling or leasing trash receptacles to each vender to insure quality and uniformity of the receptacles. If a vender fails to properly police the area around his stand the CRA will clean the area and bill the vender an amount equal to the cost of the cleanup. If the condition persists the CRA will cancel the vending permit.

Outdoor Vending Displays

An owner can choose to use the area outside his store to display and or sell his own merchandise. These displays should conform to the guideline for street vending. A permit is not required for outdoor vending displays as they are considered an extension of the store.

A very successful vending location.

The fruit is colorful but should not be prepared in public view.



Most of what is on this sign can't be easily read. A logo usually will give the identity needed without unnecessary detail.

Outdoor Dining Guidelines

Outdoor dining is encouraged within the Core Area since it enhances the color of the area. Each owner has rights to the right-of -way outside his operation defined by boundaries running at 90 degree angles to the property lines.

A minimum 5' unobstructed pedestrian walkway is encouraged to be retained between the outdoor dining area and the street edge. This walkway must be clear of any street furniture or tree planting zone that may occur within the sidewalk

Outdoor furnishings are encouraged to be of finished wood, metal, or plastic. Unfinished wood and picnic tables and benches are not considered to be appropriate materials.

Movable landscape elements and/or planters are encouraged in outdoor dining spaces.

All outdoor dining areas including sidewalk areas, and furnishings are to be maintained by the Operator in accordance with County regulations.

Outdoor seating can take many forms. One very popular type is small tables with square or octagonal market umbrellas.

Moveable outdoor furniture can provide for menus, storage, cash register and phone.

Plaza Guidelines

In general, it is preferred that buildings within the Core Area be built at or near the front setback line in order to maintain the visual continuity of the retail district, and the spatial enclosure of the street.

Minor ground level setbacks may be acceptable along individual building facades in order to provide covered pedestrian entrances, covered arcades for weather protection along shop windows, and to establish individual building identity. In general, these minor setbacks should not exceed 10 feet in depth for maintenance of the general continuity of street-level uses.

Although minor setbacks may be accommodated, it is preferred that ground level building

A successful plaza just off the sidewalk.

facades on structures within the Core Area be designed to avoid "non-defensible" recesses.

Where new structures abut an existing building facade, care should be taken to coordinate the locations of ground level building walls in order to enhance the continuity of sidewalk and pedestrian movement patterns, thus avoiding awkward discontinuity of the sidewalk.

Plazas are encouraged to be designed with a sense of spatial definition or articulation appropriate to the type of activities occurring within the space(s). Open, non-articulated expanses of paving are generally considered to be inappropriate if they do not provide a setting for pedestrian-oriented activities.

Spatial definition may be accomplished in a variety of ways, including the use of building enclosure, landscape and site elements such as seatwalls, slight changes in grade, etc. Enclosure by building elements is often an easy way to provide spatial definition.

Plazas may serve as entrance courts to new developments or as open space amenity areas, but it is preferred that they also be developed with active ground level pedestrian-related uses around their perimeter. Office uses and other activities that do not require or generate pedestrian activity are strongly discouraged adjacent to plaza spaces.

It is encouraged that plazas intended for public use not be visually cut off from the street-level sidewalk spaces in order to insure the safety and security of these spaces.

Plazas completely enclosed by buildings are considered to be courtyards. Courtyards intended for public use are encouraged to have clear visual linkages between the courtyard and the public sidewalk. In addition, appropriate signage should be provided indicating entrances to and exits from such spaces.

Plaza Landscaping

Landscaping should be provided within plaza spaces since the additional open space provided by the plaza is an opportunity to expand upon the landscape character provided by street trees in the public sidewalk.

The amount and scale of landscaping will vary according to the size of the space created and the orientation of the space.

Private developers are encouraged to solicit the advice of the CRA in the selection of appropriate plant materials for plazas in order to coordinate with CRA landscape efforts, and to take advantage of the CRA's knowledge of the maintenance aspects of landscape materials in the public sidewalk environment.

In general, if landscape elements are to be incorporated in raised planters, those planters are encouraged to be no more than 18 inches in height, and to incorporate a seatwall edge treatment.

Plaza Paving Materials

It is preferred that paving in plaza areas use some variation of the paving patterns proposed for use in the public sidewalk areas in order to visually link the spaces together. Since this may be accomplished in a number of ways, the prescription of a standard plaza paving material or design is considered to be inappropriate.

Relationship of the Plaza to the Street

In general, it is preferred that plaza spaces be at, or nearly at the same grade as adjacent sidewalk areas in order to provide the desired visual and functional connection between these spaces and sidewalk areas.

Interior Pedestrian Walkway

Interior ground-level pedestrian walkways are considered to be desirable additions to the overall

pedestrian environment in the Core Area. The location and design of interior ground-level pedestrian walkways should be subject to the following design guidelines:

Interior ground-level pedestrian spaces which provide linkages between parking facilities and the street.

Interior paths should be clearly marked for orientation to the outside sidewalks, streets, and activities through appropriate directional signage.

"Blind" twists and turns should be avoided in interior pedestrian routes.

It is preferred that ground level activities adjacent to interior walkways have their main pedestrian entrance oriented to the exterior sidewalk. Provision of pedestrian access to these activities solely from the interior pedestrian walkway is strongly discouraged.

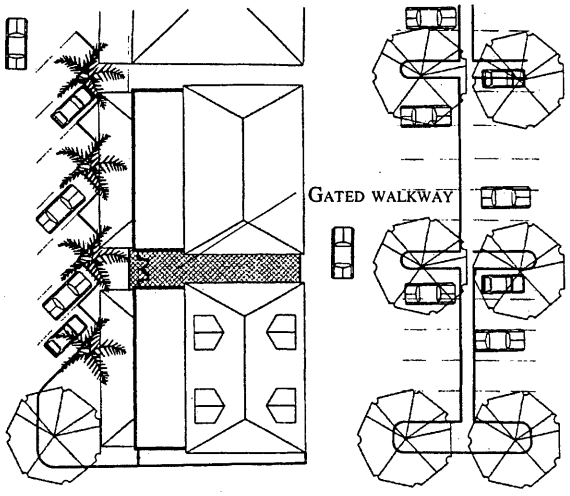
Interior pedestrian walkways that are to remain open in the evenings when other activities in the building may be closed should be provided with security and lighting to maintain a safe pedestrian environment.

Service and Loading

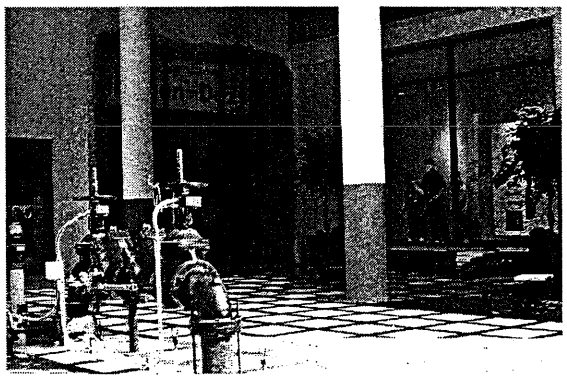
Service and loading facilities in densely developed urban areas such as the Core Area, often conflict with pedestrian movement, and if not properly designed, they can become unattractive elements within the visual environment. The following guidelines are proposed to minimize the potential adverse effects of these facilities.

In order to minimize the disruption of pedestrian movement on the important pedestrian-oriented streets in the Core Area, loading and service areas are strongly discouraged from being located on Old San Carlos, Estero Boulevard or Times Square.

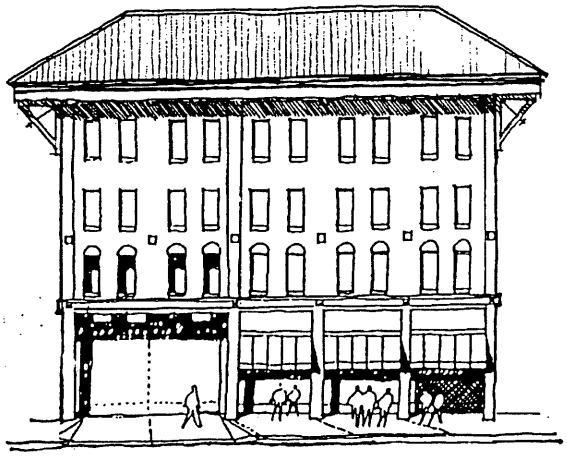
In general, it is encouraged that service and loading facilities be provided within the building, enclosed from views and public spaces.



Gated pedestrian walkways located between building are intended to be entry points to the parking located at the rear of the property.



Careful design consideration and coordination will keep utilities from blocking the sidewalks and entrances to the buildings.



Service access should occur at a secondary street or from the parking lots.

Shared entrances to common loading and service areas are encouraged, in order to minimize the number of curb-cuts on a given street. Developers of new projects are encouraged to work with the owners of adjacent properties to provide such shared entrances and facilities.

In cases where loading and service areas are located along the street frontage of a building, it is encouraged that these entrances be located at mid-block.

Entrances to service and loading areas should be architecturally integrated into the building facade in which they are located, and should not be a dominant visual feature when viewed from the public right-of-way.

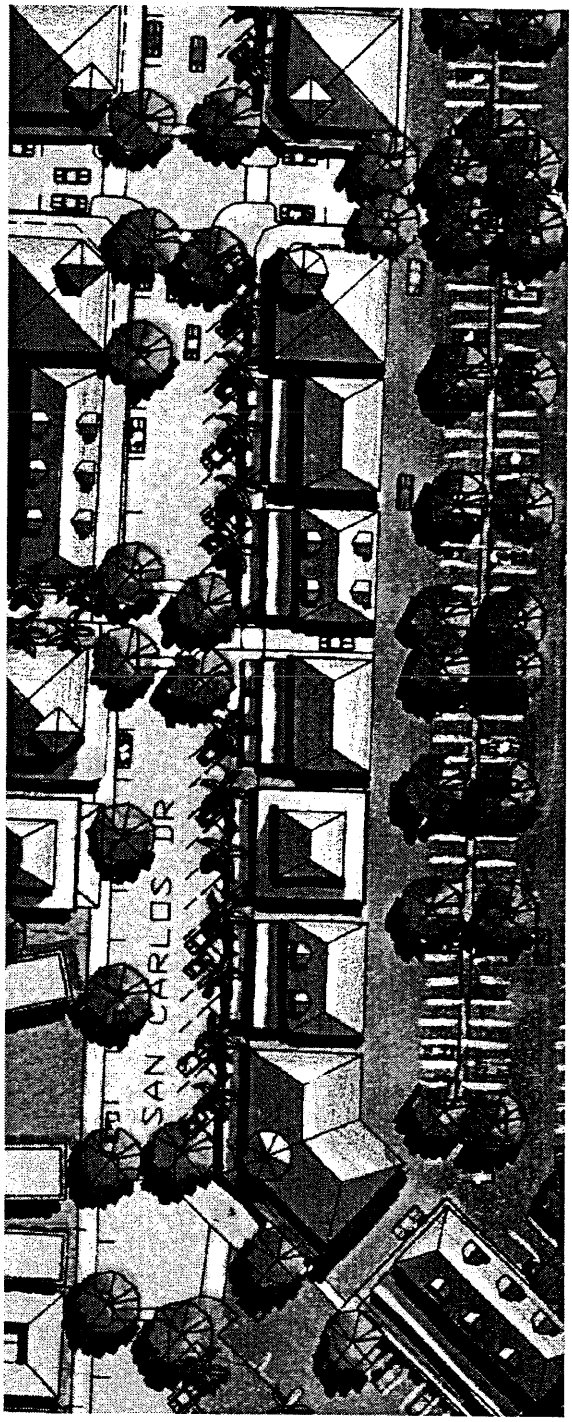
Where sight lines and turning radii permit, it is encouraged that service and loading facilities or their entrances be oriented perpendicular to the street to minimize the width of these facilities at the building line.

Where parallel or angle-type loading and service areas are more advantageous from a functional standpoint, the side of the service and loading area facing the public right-of-way shall be visually screened and integrated with the architectural treatment of the building facade as previously described.

The sidewalk surface treatment should continue across the entrance to any loading or service area to maintain the visual continuity of the pedestrian walkway.

Sufficient sight lines should be retained from loading and service areas across the pedestrian right-of-way.

In instances where the proceeding guidelines may not be practical or possible to implement, it is encouraged that services and loading be undertaken during "off-hours" in order to minimize disruption to the Core Area pedestrian environment.



Service access can be provided from the parking lots. Note entry points to the parking are off secondary streets. A shared parking access is shown at mid block.

Parking Design Guidelines

Parking lots and structures should to be designed in order to minimize the number of curb-cuts required for ingress and egress.

Shared ingress and egress points between two or more separate parking facilities is encouraged.

Curb-cuts should be set back from corners and intersections.

In general, it is preferred that entrances to parking facilities occur on the following streets:

First Street
Second Street
Third Street
Fourth Street
Fifth Street
Center Street
Any Secondary street perpendicular to Estero Boulevard

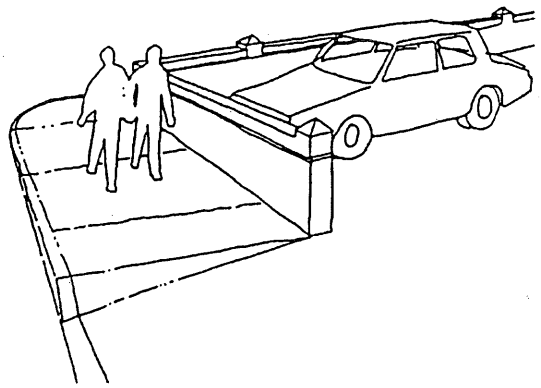
Over time, the elimination of these access points onto major vehicular streets should improve traffic flows.

Parking areas with controlled access points (surface lots or structured parking) should provide sufficient stacking space for vehicles out of both the vehicular and pedestrian right-of-way. A minimum of one car length (approximately 20 feet) between the control point (ticket booth, card reader, or ticket machine) and the inside edge of the sidewalk is encouraged.

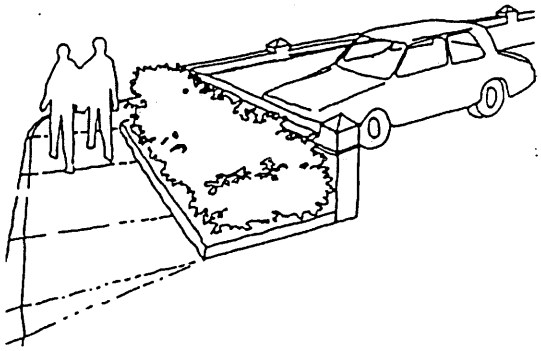
Sufficient sight lines shall be required from parking lot exits to provide safe vehicular crossing of the pedestrian right-of-way.

Surface Parking Lots

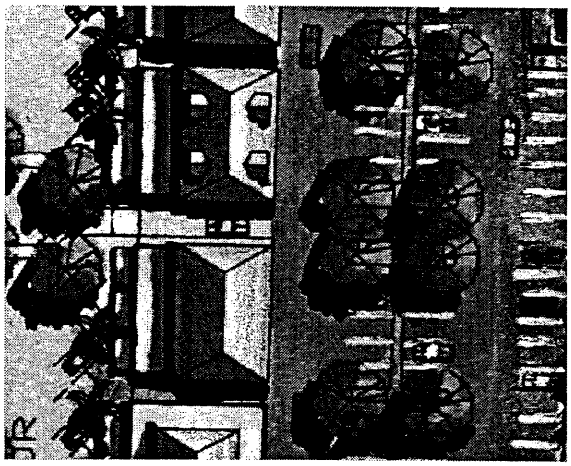
Surface parking lots should be screened from the street. The use of landscaped screens or buffers alone is not recommended, as this form of screening is subject to wear and tear in urban



A masonry wall, four to seven feet tall is the required buffer in District One and Two



Landscaping in the setback in front of that wall is voluntary but can add to the streetscape environment.



Mid-block parking access point provides stacking space between the buildings and could accommodate a ticket machine.

areas, and often does not provide effective screening during the winter. Surface parking areas should be screened from the street by walls of a minimum 5 feet in height, subject to the retention of required sight lines on corner properties. Wall materials are encouraged to be consistent with the building materials of surrounding structures. Chain link fences, pressure-treated timber, and wood are not considered to be appropriate along the street frontage.

A five foot wide setback from the street line and property line for parking area is required.. These setback areas are to be landscaped to provide screening in conjunction with, but not instead of, walls.

The paving treatment of the pedestrian sidewalk areas should continue across entrances and exits to parking areas.

Interior areas of surface parking lots should be paved and provided with landscaping in order to improve the visual quality of these large open spaces.

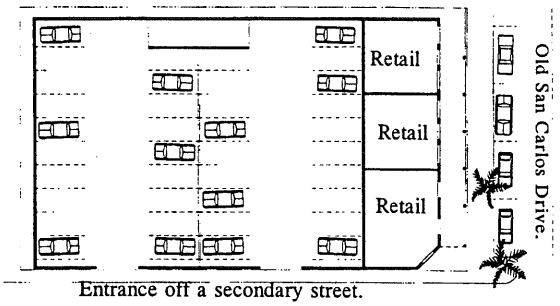
Parking Structures

Ground floors of parking structures facing the street should contain pedestrian-oriented uses such as retail or personal-service uses. Continuous blank walls are discouraged.

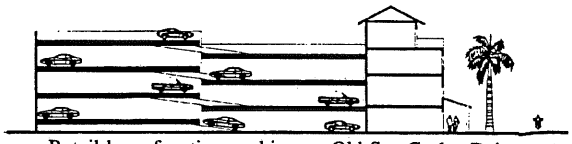
Architectural treatment and materials of parking structure facades that are visible from the public right-of-way should be the same as that used on other building(s) in the development.

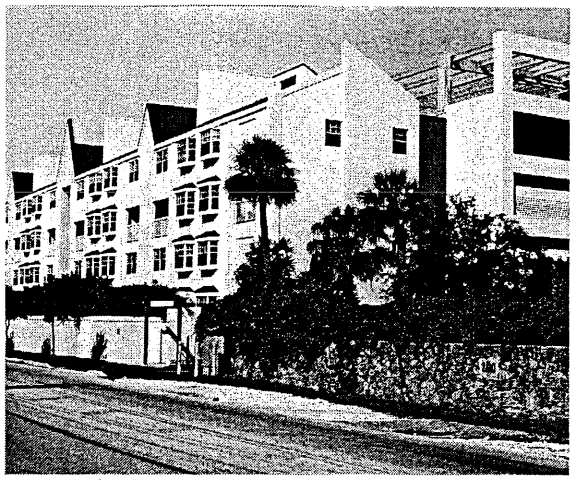
Facades of parking structures visible from the pedestrian right-of-way should incorporate vertical architectural elements in order to maintain the small scale of the existing pedestrian environment.

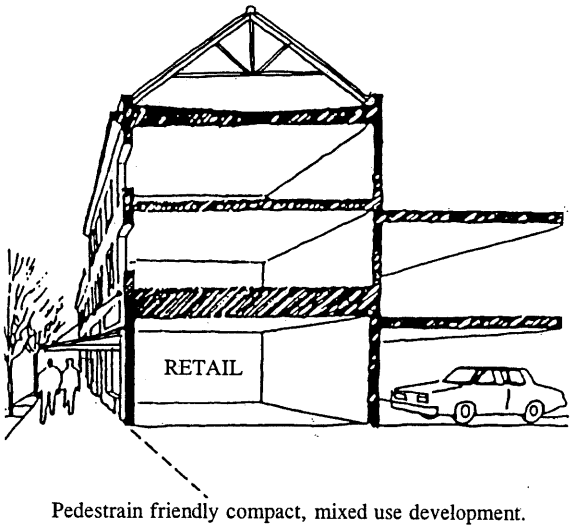
Ground level facades of parking structures which do not incorporate retail or other active uses along the public sidewalk should be designed in order to screen views of the interiors of these structures.



Entrance off a secondary street.


Retail bays fronting parking on Old San Carlos Drive.


Housing placed to screen a parking garage to the rear.



Pedestrain friendly compact, mixed use development.

Landscape Guidelines

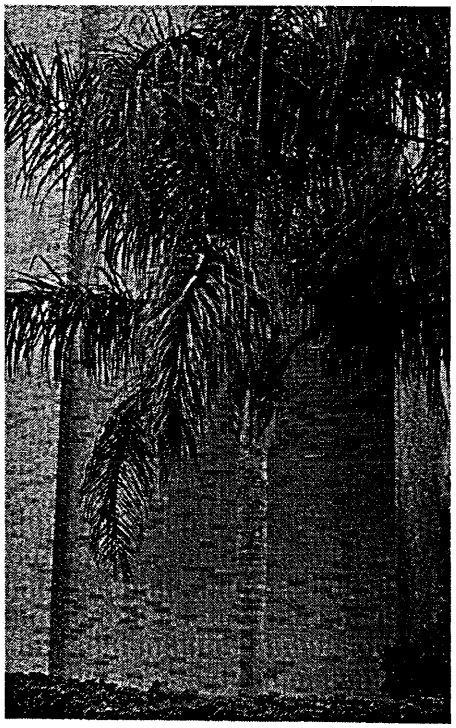
Street Trees

Street trees provide scale and enclosure of the street as well as shade for automobiles and pedestrians. Owners should strive to help complete plantings along all streets. As shown on the master plan it is difficult in some areas to provide for these trees within the right-of-way and therefore street trees need to be planted on private property. In order to minimize impacts in already built areas owners should first look for planting space near property lines. Many times this location is free of buildings and curb cuts. Ideally, street trees should be spaced at 30 to 40 feet on center depending on the tree selected. Owners should coordinate plantings with others property owners in the area to provide appropriate spacing.

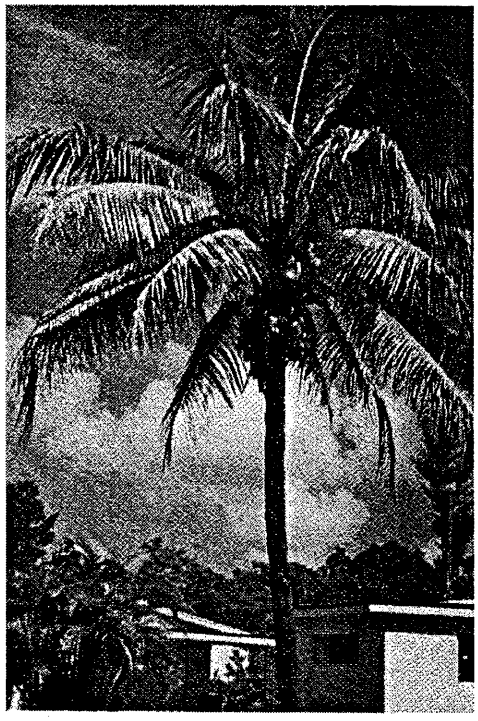
A number of factors will affect the type of street trees selected for use in the Core Area. Among these are. Tree tolerance to the salt content of the Core Area air. Other factors to be considered include, initial cost, canopy spread, tree availability, maintenance considerations and the flowering and/or color characteristics.

Trees should be selected to "fit" the overall width of the sidewalk in which they will be placed. Sidewalks less than 10 feet in width can accommodate only the smallest canopy trees with upright or columnar growth patterns or palms. In sidewalks 10 feet or less in width, consideration should be given to sidewalk "bumpouts", or wider spacing of trees so as to not obstruct the space for pedestrian movement. On sidewalks 15 feet or wider, large canopy trees are encouraged to provide shaded walkways. Open tree grates are preferred over open planting areas at the base of trees.

Where major street or sidewalk construction is planned, consideration should be given to subsurface designs that provide as much soil area for tree root growth as possible.



A tall straight urban palm such as a Queen Palm is suggested for Old San Carlos.



Coconut Palms planned for Times Square

Planting List

Trees: Large / Medium & Flowering

Common	Botanical	Salt Tolerance *
Mastic	Mastichodendron foetidissimum	Medium
Jamaican Dogwood	Piscidia piscipula	Medium
Black Olive	Bucida buceras	High
Gumbo Limbo	Bursera simaruba	High
Mahogany	Swietenia mahagoni	High
Satin Leaf	Chrysophyllum olivifirme	High
Pitch Apple	Clusia rosea	High
Pigeon Plum	Coccoloba diversifolia	High
Royal Poinciana	Delonix regia	Medium
Red-Berry Stopper	Eugenia confusa	Medium
Inkwood	Eugenia paniculata	Medium
Live Oak	Quercus virginiana	High
Seagrape	Coccoloba uvifera	High
Loquat	Eriobotrya japonica	Medium
Screw Pine	Pandanus utilis	High
Wild Tamarind	Lysiloma bahamense	High

Trees: Small & Small Flowering

Common	Botanical	Salt Tolerance *
Mastwood	Calophyllum inophyllum	High
Green Buttonwood	Conocarpus erectus	High
Silver Buttonwood	Conocarpus erectus sericeus	High
Geiger Tree	Cordia sebestena	High
Silver Trumpet Tree	Tabebuia argentea	High
Wax Myrtle	Myrica cerifera	High

Palms

Common	Botanical	Salt Tolerance *
Paurotis Palm	Acoelorrhaphe wrightii	Medium
European Fan Palm	Chamaerops humilis	Medium
Malay Coconut	Cocos nucifera	High
Maypan Coconut	Cocos nucifera	High
Dwarf Malayan Coconut	Cocos nucifera	High
Chinese Fan Palm	Livistonia chinesis	Medium
Cabbage Palm	Sabal palmetto	High
Florida Thatch Palm	Thrinax radiata	High
Key Thatch Palm	Thrinax morrisii	High
Washingtonia Palm	Washingtonia robusta	High

Veitchia Palm	Veitchia spp.	Medium
Canary Island Date Palm	Phoenix canariensis	Medium
Queen Palm	Cocos plumosa	Medium
Silver Palm	Coccothrinax argentata	High
Medjool Palm	Phoenix dactylifera 'Medjool'	Medium

Shrubs

Common	Botanical	Salt Tolerance *
Cocoplum	Chysobalanus icaco	High
Seagrape	Coccoloba uvifera	High
Pink Ixora	Ixora 'Nora Grant"	Medium
Orange Ixora	Ixora 'Maui'	Medium
Yellow Ixora	Ixora 'Singapore'	Medium
Wax Jasmine	Jasminum volubile	Medium
Japanese Pittosporum	Pittosporum tobira	High
Plumbago	Plumbago auriculata	Medium
Indian Hawthorn	Raphiolepsis indica	Medium
Sandankwa Viburnum	Viburnum suspensum	Medium
Pittosporum	Pittosporum tobira	High
Podacarpus	Podocarpus macrophylla	Medium

Vines

Common	Botanical	Salt Tolerance *
Yellow Allamanda	Allamanda cathartica	Medium
Mexican Flame Vine	Senecio confusus	Medium
Confederate Jasmine	Trachelospermum jasmionides	Medium
Bougainvillea	Bougainvillea spectabilis	Medium
Creeping Fig	Ficus pumila	Medium
Railroad Vine	Ipomea pes caprae	High

Ground Cover

Common	Botanical	Salt Tolerance *
Blue Lily Turf	Liriope muscari	Medium
Mondo Grass	Ophiopogon japonicus	High
Spider Lily	Hymenocallis latifolia	High
Egyptian Star Flower	Pentas lanceoata	Medium
Dwarf Carissa	Carrisa macrocarpa 'Emerald Blanket'	Medium
Coontie	Zamia floridana	High

* Planting directly in the path of salt air (not blocked by buildings or other plantings) should be limited to plants with salt tolerance.

Dune Plantings

Grasses

Common	Botanical
Sea Oats	Uniola paniculata *
Marsh Hay Cordgrass	Spartina patens
Seashore Paspalum	Paspalum distichum
Bitter Pancium	Pancium amarum
Seashore Dropseed	Sporobolus virginia
Pink Muhly Grass	Muhlenbegia capillaris**

Herbacious

Common	Botanical
Marsh elder	Iva imbricta *
Railroad Vine	Ipomoea pes-caprae
Beach Morning Glory	Ipomoea imperati
Beachtea	Croton punctatus *
Sea purslane	Sesuvium portulacastrum
Inkberry	Scaevola plumieri *
Beach Sunflower	Helianthus debilus
Sea Oxeye Daisy	Borrichia frutescens

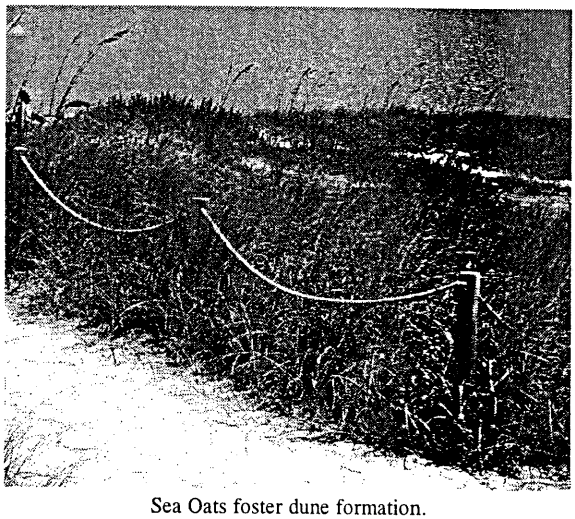
Palms

Common	Botanical
Sabal Palm	Sabal palmetto
Malay Coconut	Cocos nucifera
Maypan Coconut	Cocos nucifera
Dwarf Malayan Coconut	Cocos nucifera

* very common dune plant
** rare but very attractive

Native plants which do not require irrigation and are low cost should be given priority over others.

Sabal Palms can be planted as part of a beachfront dune.



Sea Oats foster dune formation.

Building Design

Introduction

As the saying goes "Good design cannot be legislated." Today, the process of Urban Revitalization is too complex for any single designer, city planner, or municipal government to impose a single "design vision" or ideology.

Uniformity is, in fact, not the intent of design guidelines. Design guidelines, unlike mandatory "outcome-certain" controls governing building height, setbacks, etc. are expressions of design preferences and dislikes. Since compliance with design guidelines is largely voluntary, they must "lead by example," rather than by force of law. In this context, the purpose of design guidelines is threefold, but straightforward:

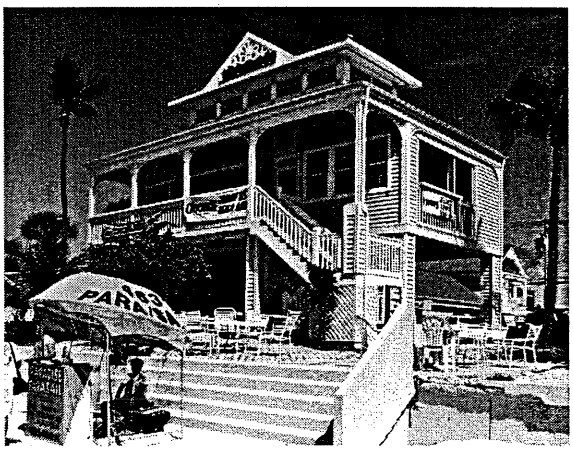
- Encourage development and design treatments that are considered to be beneficial to the functional success and visual quality of the Core Area.

- Foster compatibility, a sense of place and respect for the historic and environmental context

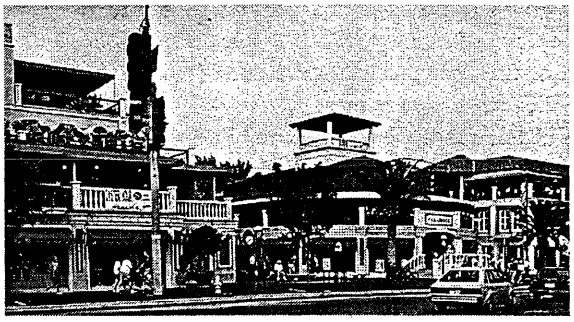
- Allow flexibility for individual design creativity and innovation.

Since the definition of "good" and "bad" design will always be a subjective determination, and one that evolves over time, the implementation of design guidelines will, to a great extent, be the result of informal, and often intuitive negotiations and decisions regarding specific designs and projects. The proposed implementation process is a rational, replicable and flexible procedure which will produce variable outcomes.

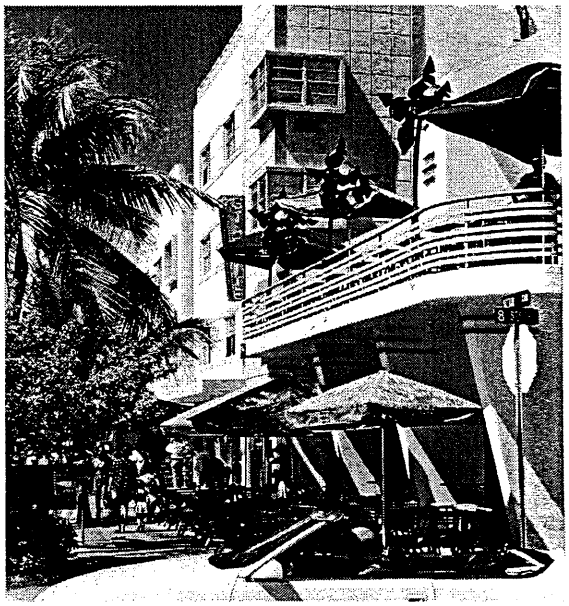
Good design and an attractive setting can be viewed as an important element in maintaining and enhancing the Core Area's role as an "attraction" for tourists and residents and a destination for shopping, entertainment and recreational activities. In addition, it can be argued that an attractive Core Area can act as an incentive to encourage people



The vernacular style already established in the Core Area .



A successful retail / entertainment typology with multilevel balcony restaurants and stores.



A second level deck overlooking the street.

to consider opportunities for "in-town" living.

Building Envelope

The overall shape and perception of the Core Area is in a large part determined by the height, density and scale of development. The majority of existing buildings in the Core Area are small in mass and low in height. This reflects the small lot sizes and older construction that still exists in the Core Area. The result is that the Core Area today retains, to a great extent, the scale of a small town.

The manner in which new development, redevelopment, and adaptive reuse projects are designed is the subject of the following guidelines. It is the premise of these guidelines that the critical element of the overall design success of a particular project, and Core Area as a whole, is the way in which buildings relate to the street-level pedestrian environment. It is the condition, character, and quality of the street-level environment that is often the first and most lasting impression of a place. This is particularly true in many of the "resort" areas.

• To the extent feasible, new development should minimize the obstruction of views of the Gulf, canals and other natural features and landmarks.

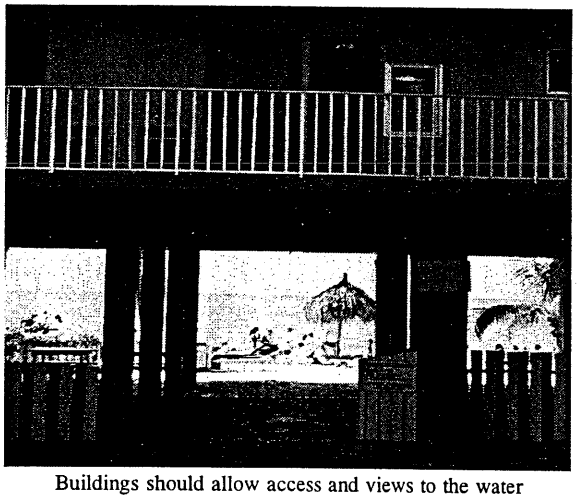
• The massing and conceptual design of new development should provide for continuity and harmony in architectural style and adjacent uses which have a distinctive and attractive visual identity or which are recognized as being of architectural significance.

The following objectives have been proposed, which support the policies of the Master plan:

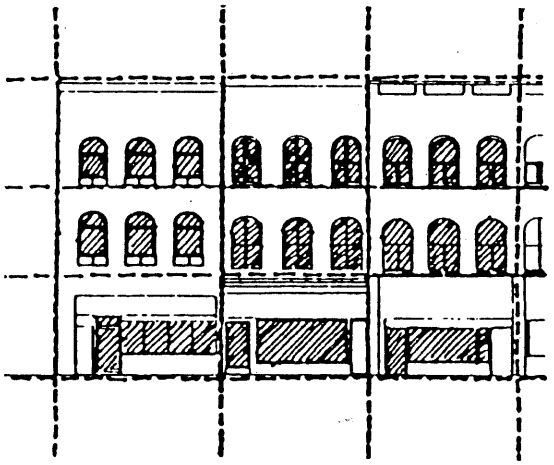
• Future development in the Core Area should retain the two to three story scale at the streetline that presently exists.

• The design of future Core Area buildings should enhance the open space and landscape

A retail building with tower element marking the entrance and a second level deck overlooking a plaza.



Buildings should allow access and views to the water



The scale, massing, rhythm and proportions of the building should be used to provide a pedestrian scale to the Core Area

linkages between Times Square, the beach and the Marina at the Pass.

The following guidelines, therefore, suggest ways in which new development, redevelopment, and adaptive reuse can be accomplished in order to retain the lively small-scale street-level environment that is so much a part of the Core Area's present character. These guidelines address the basic elements of the Building Envelope: height, setbacks and orientation. Guidelines for the relationship of the building to the street address the issue of building scale.

Multiple storefronts on a larger facade create proportions which are more pedestrian in scale.

Massing and scale

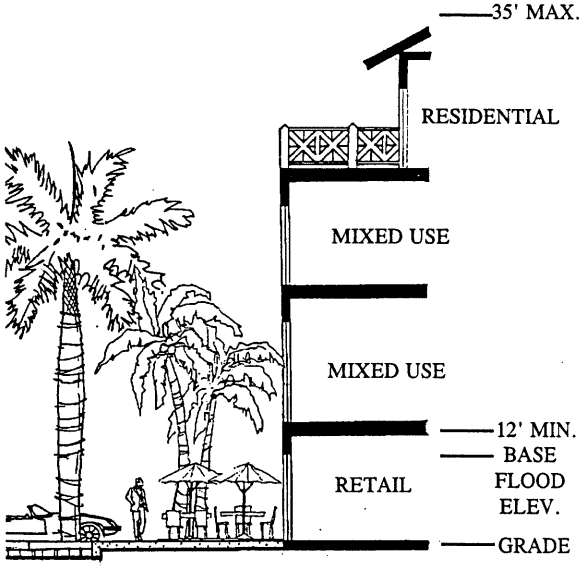
New construction within the Core Area is encouraged to retain the low scale pattern that already exists. Buildings should limit their size, particularly their width to 100'. This will maintain the scale of the existing urban fabric, provide for a diversity of ownership and provide breaks in the building line for views and access to parking and other amenities located to the rear of individual lots. If buildings particularly along Old San Carlos are to be wider than the traditional storefront (50 feet) it is encouraged that the facade design incorporate vertical elements which break down the elevation into two parts mimicking the smaller scale development desired.

Pedestrian entry points to parking can be lined with retail or commercial uses.

Building Height

- New development along streets within the Core Area should retain a two to three story height at the building line.

- New buildings should be constructed with a maximum of four stories above grade with the fourth story setback from the building line. The existing regulations allow a maximum height of 35' above Base Flood Elevation. This regulation could actually produce a five story building with one level built below Base Flood Elevation. To do this the owner must aggregate lots in order to provide the necessary parking. Hopefully, this practice will prove itself uneconomical and is strongly discouraged.



Building Height - Old San Carlos Section

Facade design

The following guidelines are intended to outline the preferred treatment for certain architectural elements on building facades. It is not intended that these guidelines constrain or discourage creative or innovative design. Rather, the basic premise is that buildings should appropriately relate to one another to provide a positive contribution to the existing pattern of the Core Area development. Complementary colors, textures, cornice lines, and window treatment, as well as scale and massing, are important elements of the overall design of the Core Area. This would not prescribe that every building look like its neighbor, but rather, that it complement and not overwhelm its neighbor.

The massing and conceptual design of new development should provide for continuity and harmony in architectural style with adjacent uses which have distinctive and attractive visual identity or which are recognized as being of architectural or historical significance.

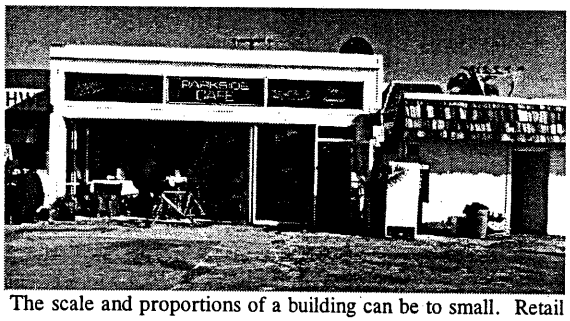
There have been many successful examples of rehabilitation and reuse of older structures. In order to encourage this pattern to continue examples of "clever" renovations are included.

Proposed guidelines for architectural treatment include the following:

- New construction is encouraged to emphasize two to three story height at the building line, it is further encouraged that new infill construction retain the small scale of the existing two and three story buildings. Continuation of the existing horizontal and vertical proportions is one method to achieve this.

- The continuation of major horizontal facade elements such as cornice lines, floor elevations, and trim bands is another method that relates new to existing construction.

- Creative and innovative design is encouraged in the Core Area. The use of "signature" elements such as articulated roofs, cupolas, tow-



The scale and proportions of a building can be to small. Retail space should have a minimum height of 12'.


The porches bracketed columns and railings break down the massing of this building.


A successful reuse of several small buildings combined into a tourist rental unit with a large roof over entry porches.

The existing small scale development in the Core Area.

ers, widows walks, exterior lighting, etc. are reccommended.

Roofscapes-Towers and Cupolas

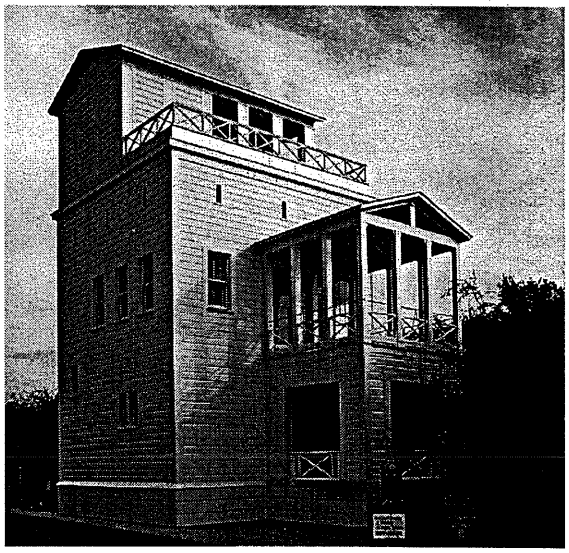
As you approach Fort Myers Beach from the east, your first view of the area is from the bridge across the roofs of its buildings. New buildings should emphasize this important visual design element by incorporating sculptural roofscapes as part of their design. Historically, roofscapes have incorporated tower elements with "widows walks" where lonely wives would keep watch for the return of their husbands from the sea. Other elements such as cupolas acted as ventilators to allow hot air to escape the attic.

It is also strongly encouraged that roofs be chosen which have tastefully cool bright colors. A general roof color list is included in the guideline for color. In general if you choose a color which does not clash with the adjacent roofs you will be enhancing the roofscape and positive impression people viewing it will have.

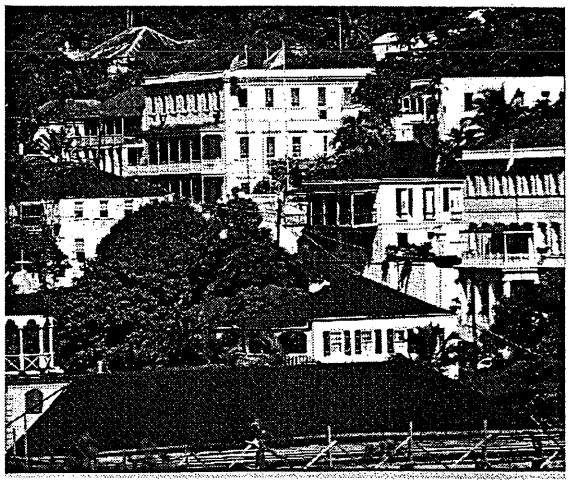
Doors Windows and Fenestration

The pattern of windows and building openings is an important element of the visual character and functional vitality of the street. The Core Area should draw upon historic examples of retail development from the area. "Standard" elements of the storefront included tall windows and glass doors, which took advantage of daylight to illuminate interior displays, a recessed opening flanked by display windows, and a low "kick-plate" beneath the storefront windows. Awnings were often incorporated to provide weather protection for pedestrian comfort. Business identification signage was typically located immediately above the storefront in a specifically designed sign panel. The overall effect was of a large expanse of glass.

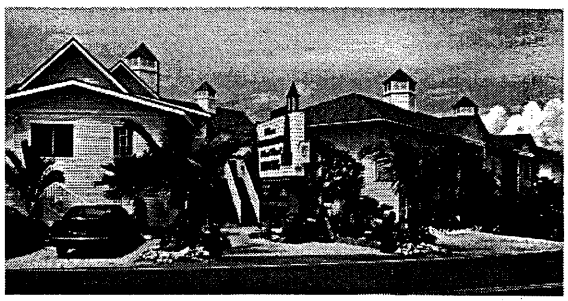
The general principles embodied in these design features are incorporated into the following design guidelines, both because they will encourage development that is sympathetic to the existing development pattern in the Core Area, and because they will contribute to its continued suc-



This Seaside tower with it's decks and porches is well suited to enjoy a view to the water.



A Caribbean roofscape - Roofs are "government red"



This adaptive reuse project creates an interesting roofscape.

cess.

• Continuous blank walls at the street level are discouraged. Approximately 40% to 50% of the building face at the street level consists of glass or openings (doors). New development in the Core Area should continue this proportion along the street level facade.

• Generally continuous storefronts are encouraged along Old San Carlos. Continuous expanses of blank building wall at the street line greater than 10 feet are discouraged. This is approximately half the length of the shortest proposed storefront, and is therefore considered to be the maximum length of blank wall that could be incorporated without disrupting the visual continuity of the storefront window and door openings.

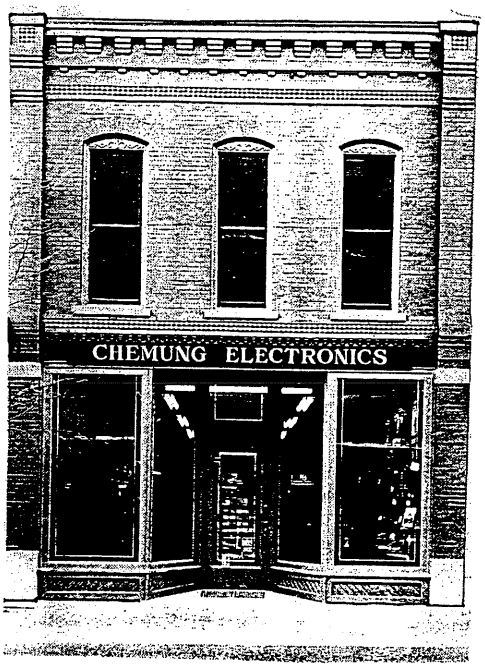
• Individual retail uses are encouraged to be provided with a direct visual and physical link to the street. Multiple openings and entrances along the building facade are encouraged over single, shared entrances to maintain the small scale of the street facade and promote individual identity and character.

• The use of reflective or dark tinted glass at the street level is discouraged. Glazing that permits views into the interior of buildings is preferred at the street level. The treatment of window elements at the street level such as framing and mullions should minimize obstructions of views into display windows.

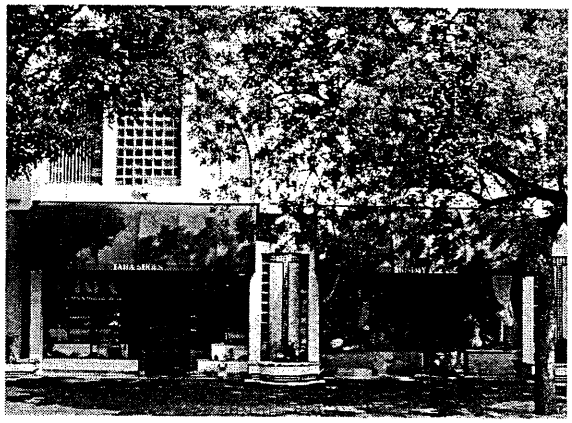
• Building entrances should not be excessively recessed. Doors located close to the front facade of the storefront are encouraged in order to minimize nighttime safety and security problems.

• It is encouraged that solid wall panels beneath storefront display windows be no more than 2'-6" in height above the sidewalk level, to maintain the "open" character of traditional storefront design.

• It is encouraged that displays inside the



A traditional storefront with a recessed entry and two display windows with kickplates underneath. The sign is located directly above the ground level facade.



Individual storefronts on a larger facade add scale to the street.

front shop windows maintain an open view through the display into the interior of the shop. Walled-in display windows which prevent views into the interior of the shop are discouraged.

• Merchants and building owners are strongly encouraged not to use roll-down or sliding opaque chain or metal grille security screens that cover the shop windows or the entire front of the shop. Other, non-visible security techniques are preferred in order to maintain the visual quality of the street even when the stores are closed.

• Merchants are encouraged to leave display window lights on after the store itself is closed for business to maintain the lively character of the street at night.

• Merchants are encouraged to change interior displays frequently, both to prevent potential sun damage to merchandise and to provide an interesting, changing character to the street.

• Merchants are encouraged to use displays which minimize signage and maximize the visual impact of the merchandise. Many creative display techniques are also the least expensive to produce.

• Outdoor displays of merchandise is strongly encouraged.

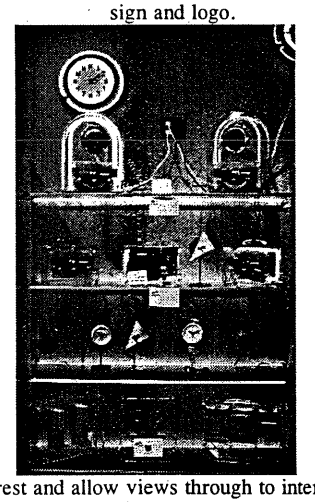
Building Materials

The most common building materials in the Core Area include wood siding, masonry, and concrete. Each of these materials is considered to be appropriate.

The following guidelines suggest that there are building materials that are considered to be inappropriate in Core Area, and their use is discouraged.

- Reflective or heavily tinted glass
- Glass curtainwall type construction.

An interesting storefront with display window and small neon sign and logo.


Create interest and allow views through to interior of the store

Sidewalk displays can bring attention to a shop.

Overhangs

Historically, overhangs were a standard element of most buildings in Florida. They served two purposes the first of which was to keep the rain and sun off the building walls in order to increase the longevity of the material as well as to reduce necessary maintenance. The second purpose was to shade the walls and more importantly the windows which would keep the building cooler. Although we can now build with long lasting materials and overpower the effect of the sun with air conditioning, it is strongly encouraged that buildings incorporate wide overhangs which will help owners reduce cooling costs. As in the example given, wide overhangs require support, and it is suggested that brackets be considered to do this.

The train depot at Koreshan.

Florida vernacular stores with sidewalk overhangs.

Another use of overhangs in the region's vernacular architecture is to cover the sidewalks along retail streets. These hanging roof structures are of simple wood frame construction with metal roofs. They are hung from iron rods or chains attached to the wall above. It is strongly encouraged that this type of overhang be incorporated in new buildings especially along Old San Carlos Drive.

This type of overhang could have another potentially valuable application. If an owner decides to build ground level commercial space FEMA will require that this level be "dry flood proofed." One element of this process requires that openings be covered with special storm shutters to keep the flood waters out. These panels are usually made of steel or aluminum and can be quite heavy in larger sizes. If the overhang along Old San Carlos were actually a storm panel hinged at the top and hung in the traditional manner, this configuration could greatly facilitate their use. There would be no need for providing a storage place for panels while not in use, and installation would be a simple matter of releasing the panel from its support rod, allowing it to fall into place over the window. To this same end, door openings could be flood proofed by installing flood panels in the historic configuration of shutters which would provide security against their open-

Brackets can function to support wide overhangs and can add interest to a building's facade.

ing at night and simultaneously simplify use of the panels.

Awnings and Canopies

An awning or canopy is a roof-like fabric covering fixed to a building along at least one edge and may extend over the sidewalk. Awnings and canopies extending from the fronts of buildings in the Core Area are considered to be appropriate, especially along the primary retail shopping streets. They provide color, enhance the scale of the building facades, and can contribute to a distinctive street identity. Awnings and canopies have historically been used by merchants and small store owners to provide both pedestrian protection and advertising. Awnings and canopies must therefore not only be decorative, but be of sufficient depth to provide protection to pedestrians, particularly on structures at the building line that extend over the pedestrian right-of-way.

While awnings and canopies can provide a distinctive visual quality to the street, their use must be coordinated to prevent visual clutter. The following guidelines define ways in which this coordination can occur.

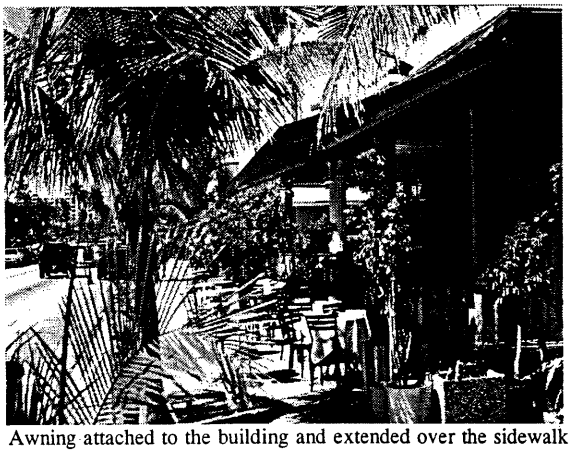
• Awnings should be designed to fit the proportions of the building facade to which they are attached. It is encouraged that they have a minimum depth (perpendicular distance to the building face) of 5 feet to provide pedestrian weather protection.

• Awnings should have a minimum clear height above the sidewalk of 10 feet.

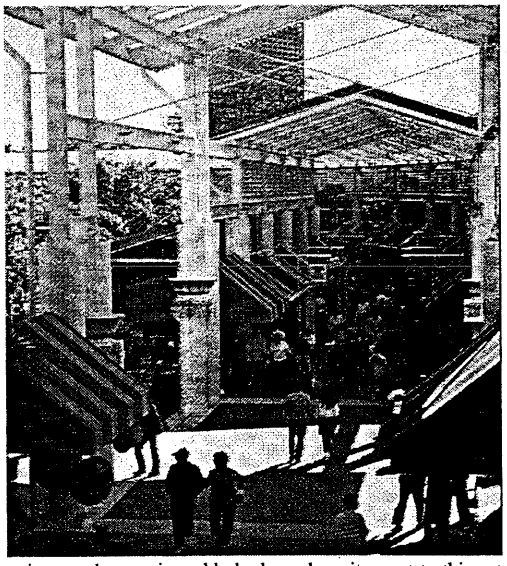
• Signs and advertising on canopies and awnings should follow the applicable sign guidelines.

• A minimum of 2 feet of clearance should be provided between the curbline and the outside edge of the awning.

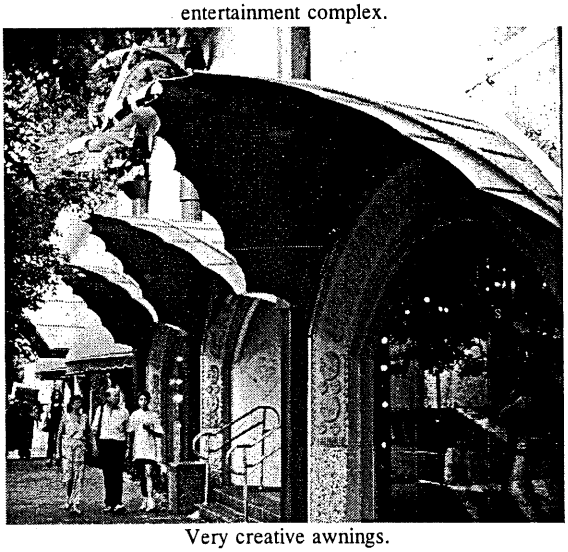
• Fabric awnings or historically inspired hanging metal roof overhangs are preferred.



Awning attached to the building and extended over the sidewalk



Awnings and canopies add shade and excitement to this retail/ entertainment complex.



Very creative awnings.

• Solid color awnings are preferred, however, the use of vertical stripes has an historic precedent in Downtown Areas. If vertical stripes are used, it is preferred that only two colors, exclusive of colors used for lettering, be used. It is preferred that these stripes be 18 inches in width, or be very narrow with a wide horizontal separation.

• The vertical and horizontal dimensions of awnings and canopies on adjacent frontages should be coordinated, however, they must meet the minimum dimensional criteria listed above. Where possible, it is considered to be most important for adjacent structures to match the vertical height of awnings and the vertical clearance of the awnings above the sidewalk. Where it is not possible, a distinctly visible offset is preferred.

• Awnings designed for internal illumination of the entire awning surface are discouraged.

• Awnings designed for internal illumination of a sign panel on the valence of the awning are considered to be acceptable.

Balconies and Porches

Balconies and porches traditionally provided outdoor spaces for the enjoyment of building occupants. They are important elements of successful designs in their capacity to add variety and scale to the facade. They are yet another element that can provide a covered sidewalk along Old San Carlos when built above the sidewalk in the public right of way.

Arcades

Arcades are considered to be desirable street-level features of Core Area buildings especially along Old San Carlos Drive. They provide shelter for pedestrians along the sidewalk, and add to the visual interest of the street.

General Provisions

• Arcades are encouraged to provide a mini-

Second level restaurant over sidewalk arcade.


A four story retail entertainment complex featuring canopies and balconies overlooking a courtyard.


A courtyard building type with rooftop covered balconies.

mum clear width of 10 feet between the face of the building and the face of the supporting vertical elements along the sidewalk.

• Arcades are encouraged to have a minimum vertical clearance of 12 feet between the sidewalk surface and the underside of the arcade ceiling.

• Arcades should be permitted to extend into the public right-of-way.

• Uses abutting arcade spaces should follow the guidelines for ground-level uses in plaza spaces.

• In general, it is encouraged that arcades be at the same grade as the adjacent sidewalk areas in order to extend the environment of the public sidewalk .

• Arcades should generally be open to the adjacent sidewalk areas. Cutting off the arcade space from the sidewalk area with planters, railings, etc. is generally discouraged.

• Arcades should provide for continuity of pedestrian movement between the covered space and the adjacent sidewalk areas. Dead end cul-de-sac layouts are strongly discouraged.

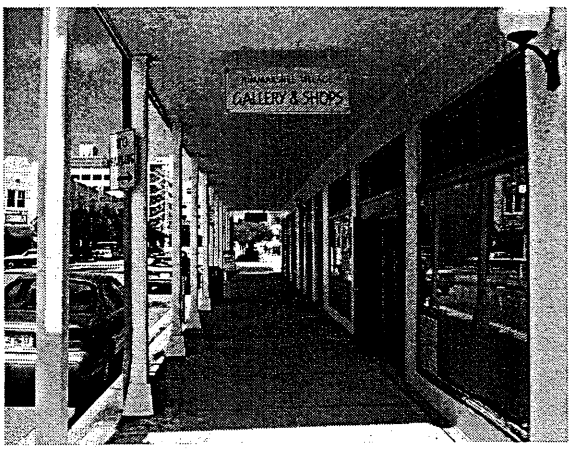
This arcade is an extension of the sidewalk.

Arcade Architectural Treatment

• To maintain the small scale street-level environment that exists in the Core Area, it is encouraged that the spacing of the vertical elements along the street face or sidewalk edge of the arcade not exceed 20 feet.

• It is generally encouraged that arcades be designed as recesses into the building facade, as opposed to outward extensions from the main building facade.

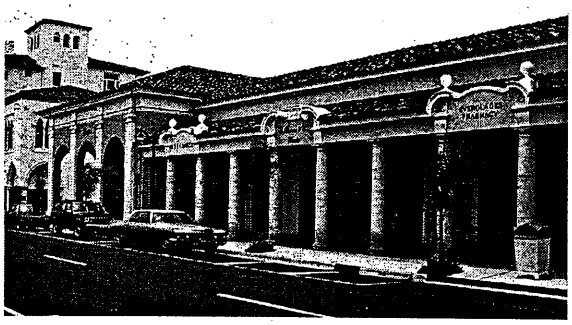
• In general, arcade-type structures are preferred along the Retail Streets (Old San Carlos and Estero Boulevard) in order to provide weather protection and continuity of the street facade lines.



This arcade covers the sidewalk.

• It is generally encouraged that the floor surface of arcades use the same paving materials as proposed for the public sidewalk areas in order to visually extend the sidewalk area to the face of the building beneath the arcade.

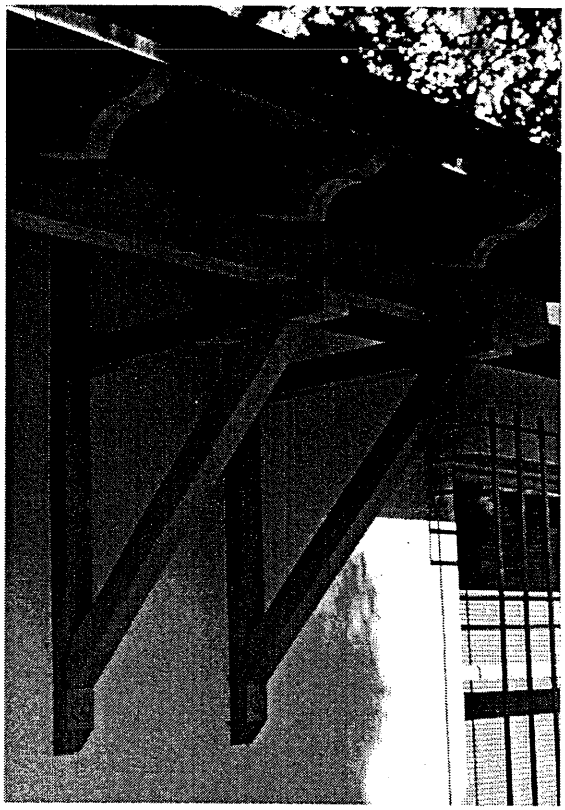
• If materials other than those in the adjacent sidewalk areas are to be used, it is encouraged that they be distinctively different materials than those used in the sidewalk areas (ie, the use of a brick paver different from that used in the public sidewalk is discouraged) in order to maintain the design integrity of the paving used on the public sidewalk.



These Mediterranean columns add shade, rain protection and pedestrian scale to the sidewalk.

Columns and brackets

Columns are structural supports which are common to many building types. They also define the scale of the structure they are part of. Often they are part of the street facade as component parts of porches, awning roofs, and even arcades. Proper spacing and sizing can create a comfortable pedestrian scale along the street. Spacings which appear correct for the size of the spanning member they support are encouraged. A minimum column width of six inches ensures that they will not be to skinny. Bracket supports for columns and roof overhangs are rooted in the vernacular architecture of the area and should become an integral part of the design vocabulary for the area.



This bracketed overhang adds interest to this facade.

Storm shutters

The threat of hurricanes is always present in south Florida. Fort Myers Beach is no exception. Prudent owners will attempt to provide protection for their buildings, using storm shutters as one important tool. As discussed in the guideline section on overhangs, retail space built below the Base Flood Elevation must be dry flood proofed. A major component of flood proofing is shutter panel systems which seal ground level openings against flood waters. It is encouraged that these panels be incorporated into the design as shutters in the traditional sense. Making them part of the design will add to the building's charac-

ter, eliminate the need for a storage space, and make their use much easier.

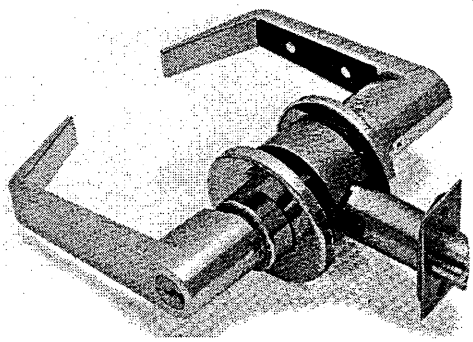
Storm shutters for doors and windows above BFA should be incorporated into the facade design as opposed to modern metal shutters that are stored until use. These shutters can also be top hinged, like the bahama type and used as a sun shade all year round.

Exterior hardware

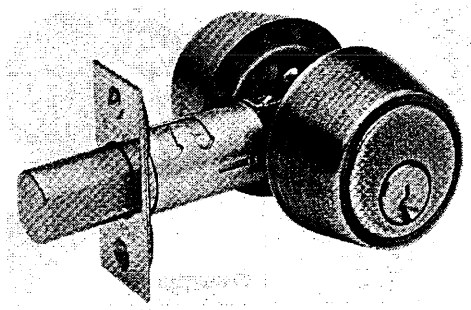
Exterior hardware should be appropriate for its location and use. Owners should strive to choose hardware that will not easily corrode in salt air and easier to maintain over time. The traditional materials used for marine applications function quite successfully in harsh climatic conditions. Hot dipped galvanized steel offers both reasonable price and durability and should become the standard material for exterior applications throughout the Core Area . For local shop fabrications and field welding, zinc rich sprays work well and blend with the standard galvanized finish. Many types of street furnishings can be found made of galvanized steel. Those who prefer a higher quality finish should consider using metals coated with marine industrial coatings in bright colors.

Gutters and downspouts

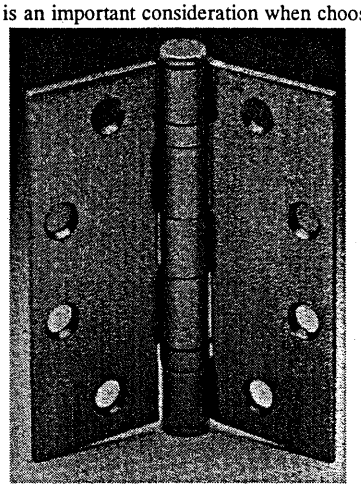
Proper roof drainage is important to the longevity of a structure. In addition to their utilitarian function, gutters and leaders can be used as design elements of a facade. It is encouraged that owners carefully design and place gutters and downspouts in order to provide scale to their facades while avoiding water discharge onto sidewalks. Traditional galvanized steel half round gutters with round downspouts are proposed as the standard for the Core Area design vocabulary. If the roofing chosen is an commercial painted metal system, matching color gutters are an acceptable. Large industrial profile gutters, often a component of these roofing systems, are generally discouraged.



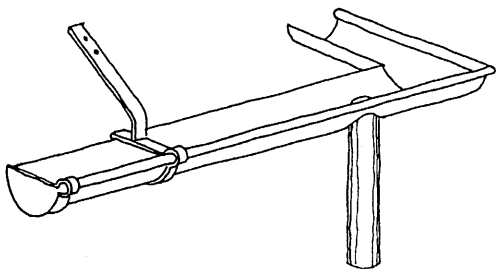
Levers function well for many types of persons with disabilities.



Security is an important consideration when choosing hardware.



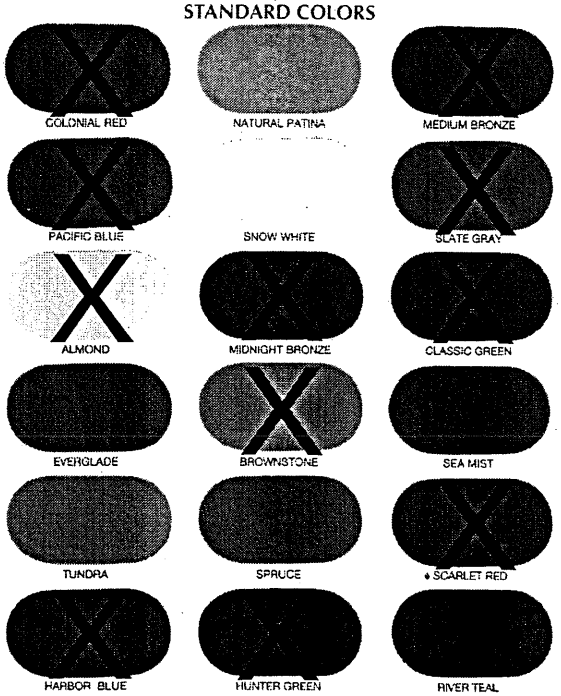
Simple yet durable hardware looks best in the long run



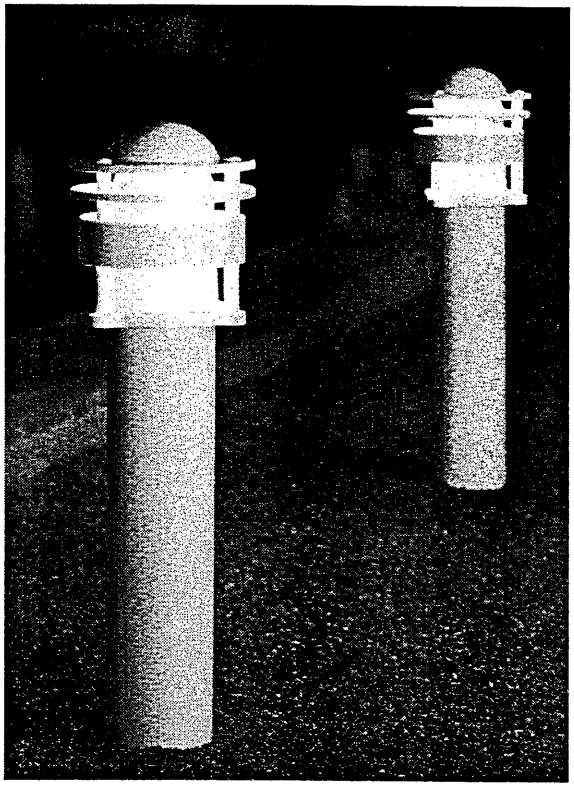
Traditional half-round galvanized gutters and downspouts.

Color

Many of the merchants in the Core Area are using bright colors as a way to attract attention to their businesses. Roofs are installed in greens and blues and greatly add to the beach-like atmosphere. This practice of using color to enhance the public environment is encouraged provided that the color is not overwhelming to a point at which the colors begin to clash and detract from each other. The view from the bridge, as previously discussed, is important to the initial perception of tourists in the area. Just as roofscapes are encouraged so is the use of complimentary bright colors such blue of the water and sky, green and yellow. These colors exist everywhere, and over time traditional pallets have been developed which are complimentary to them. Owners are encouraged to choose from these colors and to carefully consider colors which will blend in with other colors that already exist in the vicinity of their project. Over time, a wonderfully colorful roofscape will develop. The street environment should contain the same pallet, but owners should strive to use it in a less intense way. Walls of buildings should remain more neutral with some color accents and signage. As nighttime falls a new pallet of color will appear. Attention should also be paid to the quality of this environment since it has the potential to attract business to the Core Area.



Choose roof colors that are colorful but not overpowering.

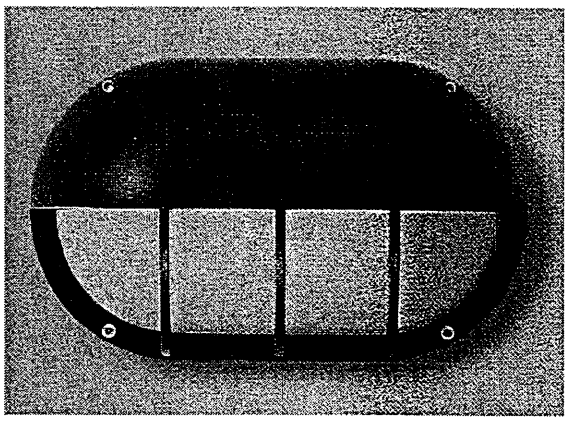

Fixture should be "nautical" in nature and durable.

Exterior lighting

Exterior lighting is an important element of creating an entertaining nighttime environment. As various streetscape projects are completed, streetlights will be installed to provide basic lighting for pedestrians . Secondary sources of light are the buildings themselves. Signage as well as spillover from exterior and interior spaces add to the mix. At present many businesses are using backlit canopy signage. This provides very good visibility from moving cars but can be overpowering for an adjacent person. Owners are encouraged to carefully add light to the nighttime mix so that it enhances the environment. Light levels should be subdued with light sources shielded against glare. It is encouraged that owners con-

sider the use of neon lights for nighttime signage. These light sources are generally associated with entertainment districts and can provide color accents to signage without glare or being overpowering.

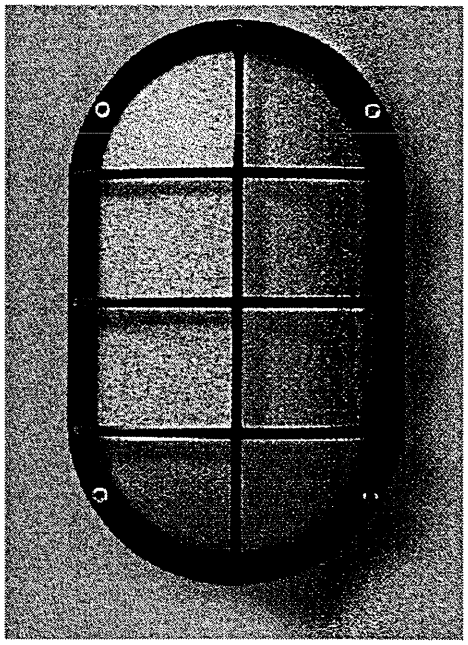
Exterior fixtures should be complimentary to proposed streetlight design. In general "marine nautical" fixtures are encouraged as the standard type for the design vocabulary of the Core Area. Bulkhead lights, for example, can be simple and inexpensive industrial standards. These fixtures, when made of galvanized steel or plastic, provide both longevity and low maintenance. Although incandescent light bulbs produce good color rendition, owners are encouraged to explore compact fluorescent bulbs as an alternative.



Bulkhead lights are common nautical type lights.

Sign Guidelines

Signage is possibly one of the most controversial elements of any guidelines, particularly when incorporated in guidelines for commercial areas. Signs are considered by many merchants not only to be crucial to the success of their business, but their right." These guidelines are therefore not proposed to be detailed and prescriptive, but rather to outline general principles for building signage that are sympathetic to the needs of the property owner, and which will encourage improvement of the visual quality of the Core Area.



Bulkhead lights come in a variety of materials and price ranges.

The older retail buildings along the major streets in Downtowns establish, to a large extent, the scale and character of the area. These retail buildings provide an historic precedent for the location of signs. One of the most common signs on 19th century buildings was the fascia sign. This type of sign was horizontal, and located in the fascia, the flat band between the display windows and the frieze and cornice that defined the ground floor of the building. These signs traditionally displayed the merchant's or store name. They were of simple wood construction, with the name either painted on the sign board, or had channeled letters painted in a contrasting color. Other fascia signs include indi-

Traditional facade locations for signage work best.

vidual carved letters attached directly to the building face.

Other sign types include projecting signs that hang over the sidewalk perpendicular to the building face, wall signs mounted parallel to the building face, and movable, sandwich-board type signs often used by restaurants. None of these sign types are considered inappropriate in Core Area, if used properly.

Guidelines for appropriate signage include:

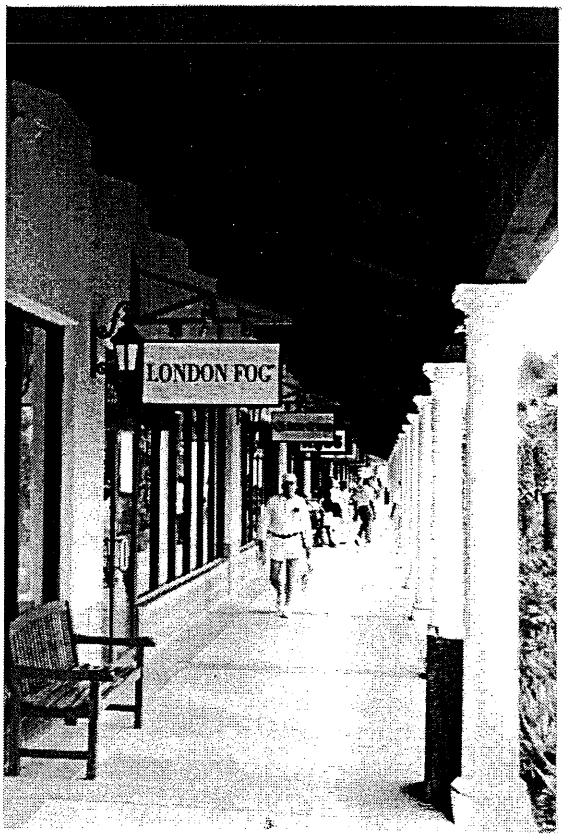
Types of Signage

• "Billboard" type signage, both freestanding or mounted on buildings, is discouraged. These large signs are out of scale with both the building and the street.

Details of a good projecting sign.

• Projecting signs are strongly discouraged above the ground level. Signs placed on and parallel to the facade are encouraged in these locations.

• Small projecting signs perpendicular to the sidewalk are considered to be appropriate on the ground floor level. These signs are considered to be secondary to the main business identification signage, and are oriented towards pedestrians walking on the sidewalk adjacent to the storefront. Because of their function, it is encouraged that these signs not exceed 4 square feet of surface area.



Projecting signage under an arcade act as a unifying element.

These signs may be underhung from awning structures or attached to the facade of the building. In either location, the bottom of the sign should be a minimum of 8 feet above the sidewalk surface.

• Freestanding, pole mounted signs are not considered appropriate in the Core area.

• Movable temporary flashing display signs (with the exception of highway or work crew signs) are not considered to be appropriate for use.

• Movable, sandwich-board type signs are

considered to be acceptable, provided they do not obstruct pedestrian movement along the sidewalk. These signs should be placed within the property line on private property. Temporary signs may also be permitted within the planting strip or street furniture zone along those streets with these sidewalk improvements. Signs placed in these areas of the public right-of-way are to be removed at the end of the day.

• Advertising signage on transit shelters, benches, and other furnishings should be designed to visually complement, rather than "overwhelm," the structure to which they are attached.

Location of Signage

• It is preferred that the primary sign used to identify a business be located immediately above the storefront, or above the awning if one is employed.

• On existing buildings, merchants and owners are encouraged to place signage within the architectural "framework" of the ground level facade. It is preferred that signage not cover or otherwise obscure attractive architectural details.

• Signage may be incorporated in awning or canopy valences.

• Signage on the glass of storefronts is acceptable, but should be designed so as to not obscure interior displays.

• Signage on boards or cards mounted to the inside surface of storefront windows is strongly discouraged.

Lettering Size

• In general, the streets in the Core Area are oriented toward pedestrian shopping activities and other related uses. The street widths in this area do not require large lettering to be visible from the opposite sidewalk. Consequently, it is suggested that the lettering for the primary business identification sign not exceed 24 inches in height.

• Lettering on awning valences and projecting signs is encouraged to be no more than 8 inches in height.

• Lettering on glass storefronts is encouraged to be no more than 12 inches in height.

• In general, merchants are encouraged to use graphic symbols and "logos," rather than excessive numbers of words, to achieve a distinctive identity.

Illumination and Materials

• Internally illuminated box-type and fabric awning signs are generally discouraged. Reverse-channel letters with internal, concealed illumination, or externally illuminated signs with concealed light sources are preferred.

• Plastic sign lettering is discouraged. Painted wood, brass and cast aluminum or other metal are considered to be preferred materials for sign lettering.

Very bright backlit awning signs should no longer be necessary.