

# Eustis Main Street Design Guidelines

## Section 1

(A) The following guidelines and review process shall be applicable to the central business district.

## Section 2

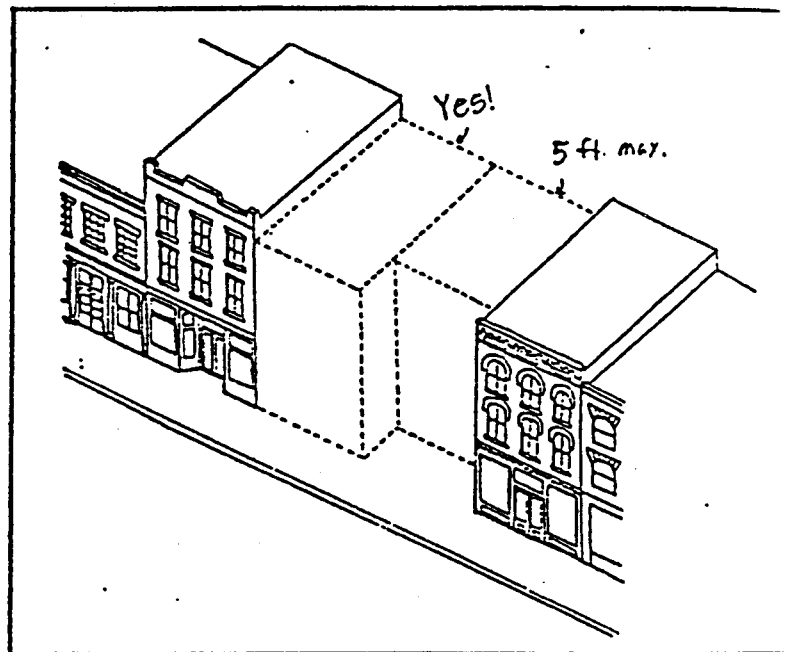
### DESIGN REVIEW

## Section 3.

### STREETWALL ALIGNMENT

(A) Building facades of the new building shall have a maximum setback of 5 feet. On corner lots, new construction shall be build out to both sidewalks or to the maximum allowable setback.

(B) Exceptions can be granted in the design review process, on a case-by-case basis depending on the intended use and architectural design of the building.

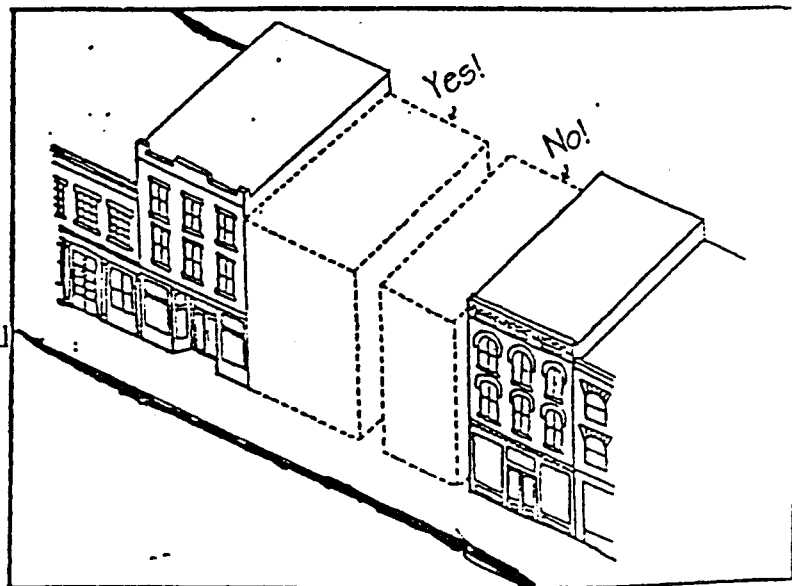


## Section 4.

### INFILL BUILDINGS

(A) Building construction shall extend the full width of the lot. Gaps between new construction and existing buildings shall be avoided unless meeting the 10 feet required by code.

(B) Where the property owner has several vacant adjacent lots, the infill building should be built adjacent to an existing structure or on the corner lot.



Section 5.

**FORM AND PROPORTION**

New construction shall have massing and configuration similar to buildings in the traditional center of the district (Magnolia Avenue between Grove and Bay Streets.) Factors which effect a building's mass are height, width and roof lines.

**(A) HEIGHT**

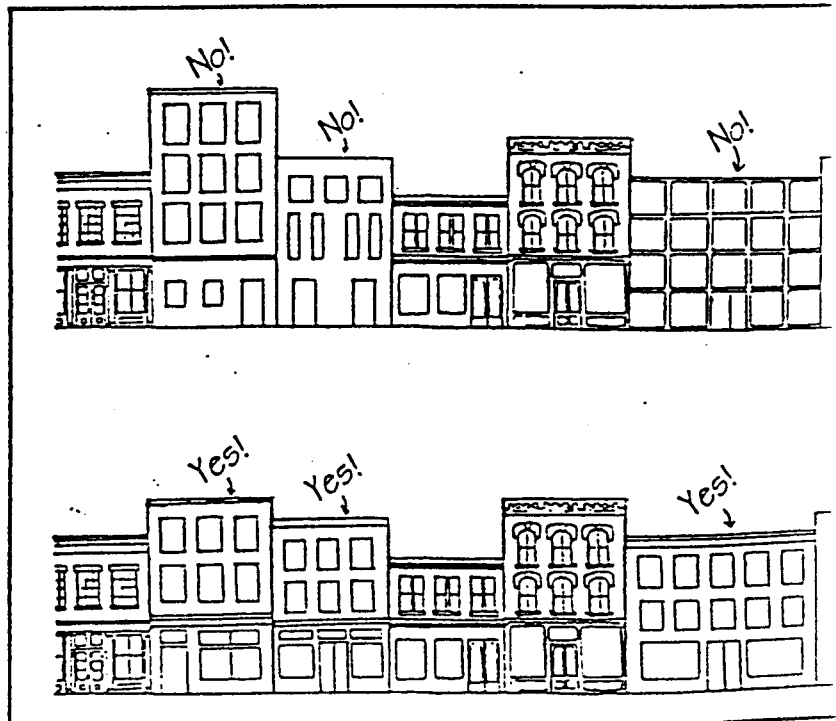
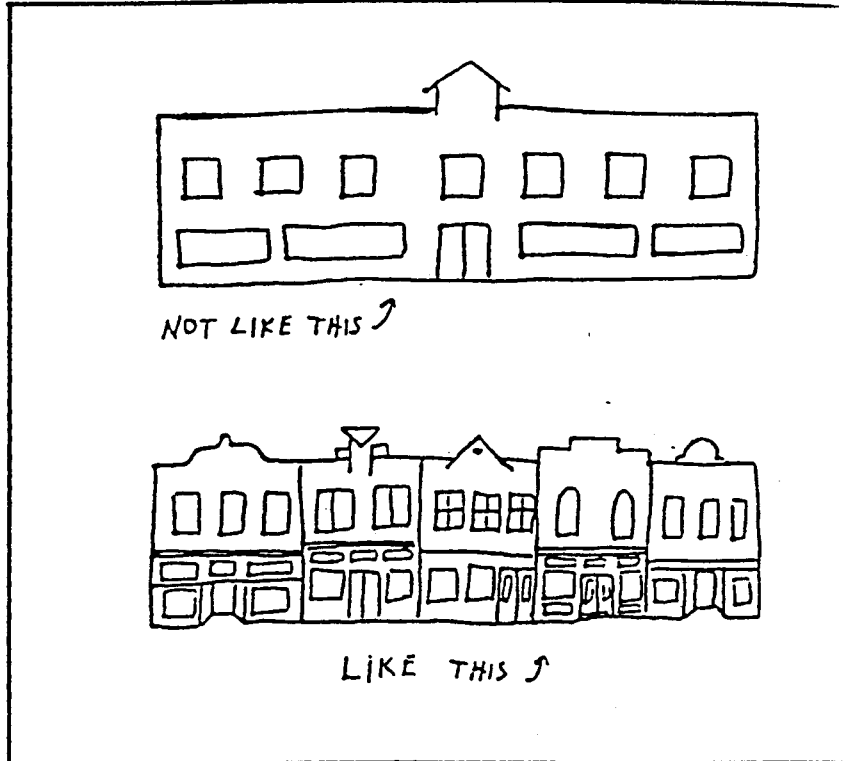
New buildings shall be at least two stories in height and shall provide a street facade wall at least 28 feet in height.

**(B) WIDTH**

Where new buildings will exceed the historical 30 to 40 feet in width, the facade shall be visually subdivided into proportional bays, similar in scale to the adjacent buildings. This can be done by varying roof heights, or applying vertical divisions, materials and detailing to the facade.

**(C) PROPORTION**

New construction and facade rehabilitation shall maintain horizontal and vertical spacing of elements similar to other buildings on the block.

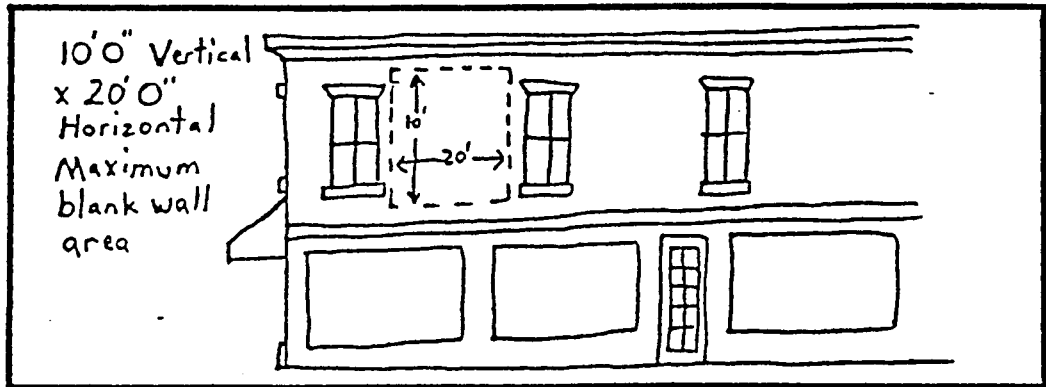


Section 6.

DETAIL FEATURES

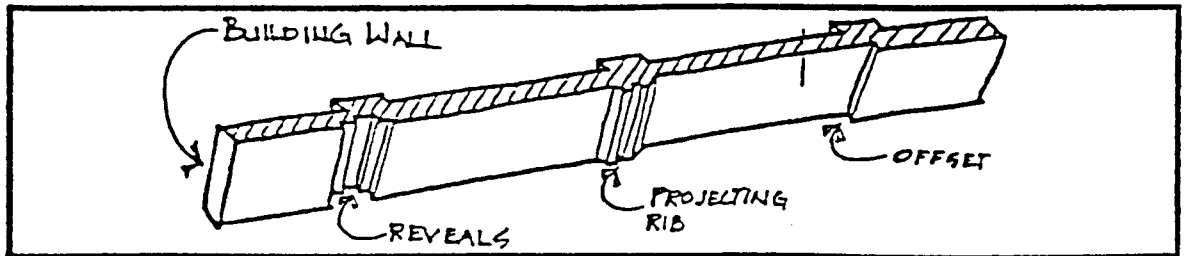
(A) The design elements in the following standards shall be integral parts of the building's exterior facade and shall be integrated into the buildings overall architectural style. These elements shall not consist solely of applied graphics or paint and shall apply to all facades visible from the public right-of-way.

(B) Blank wall areas shall not exceed ten feet in vertical direction nor 20 feet in horizontal direction of any facade. Control and expansion joints within this area shall constitute blank wall area unless used as a decorative pattern and spaced at intervals of six feet or less. Relief and reveal work depth must be a minimum of one-half inch.



(C) Building facades shall include a repeating pattern and shall include no less than three of the design elements listed below. At least one of these elements shall repeat horizontally. All design elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.

1. Color change;
2. Texture change;
3. Material module change;
4. Expression of architectural or structural bays, through a change in plane of no less than 12 inches in width, such as a reveal, an offset, or a projecting rib.



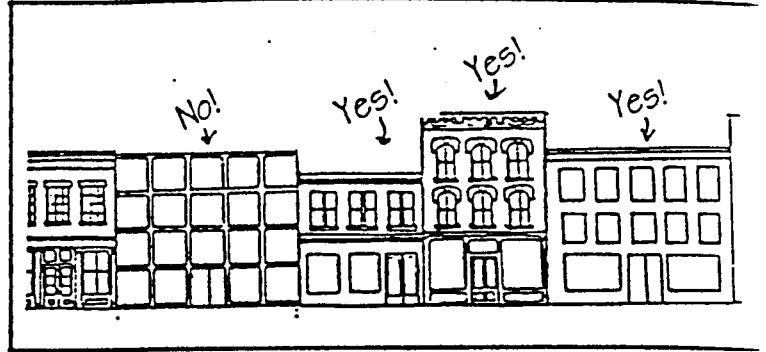
5. Architectural banding
6. Building setbacks or projections, a minimum of three feet in width on upper level(s) or,
7. Pattern change

Section 7.

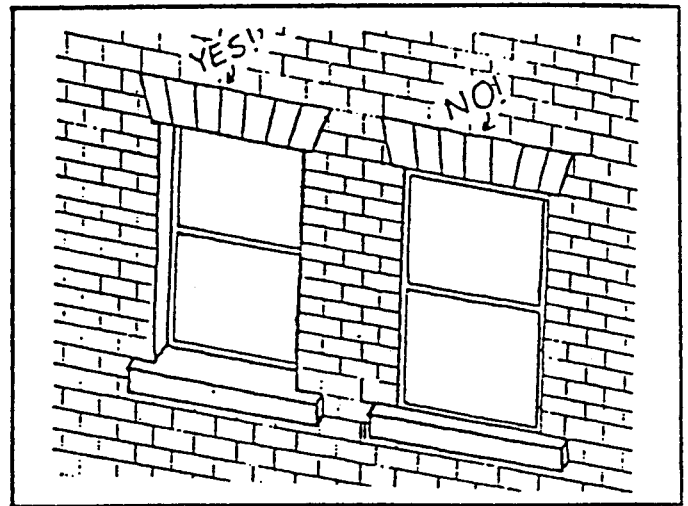
**WINDOWS**

**(A) Upper Story:**

The openings above the first floor shall appear as "punched" openings within a solid wall, rather than as windows separated only by their frames or curtain wall as in the storefront. A solid wall must appear to be the structural element.



**(B)** Care should be taken to ensure proportions are similar to the openings of the other buildings within that block



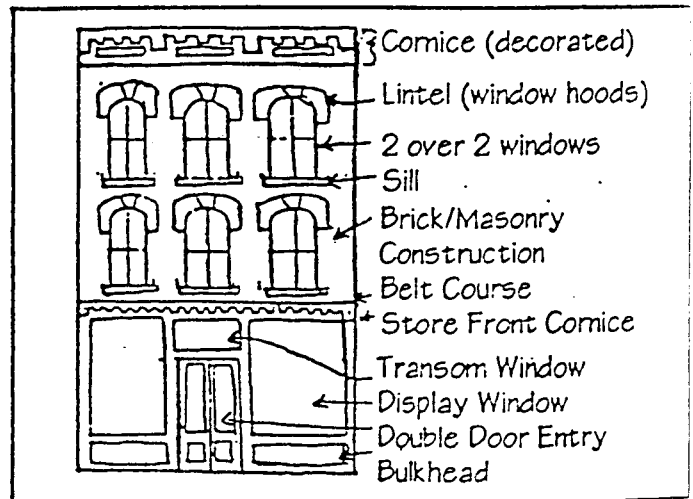
**(C)** Where windows are not appropriate for the intended use, such as theaters, halls, etc., faux windows shall be constructed as to maintain the rhythm of the exterior facades and street wall. First floor windows shall resemble storefront windows and shall retain the 80% coverage required. The Interior backdrop shall be two to three feet back allowing for use as a display window for products, murals, etc.

Second, third and fourth floor windows shall be made to resemble the existing window designs and rhythm in the surrounding historic building stock

**(D) Storefront Configurations:**

New and existing storefronts shall include the basic features of a historic storefront. There should be a belt course separating the upper stories from the first floor; there should be a bulkhead; the first floor should maintain 80%-90% glass. Window signage should not exceed more than 5% of the storefront window area.

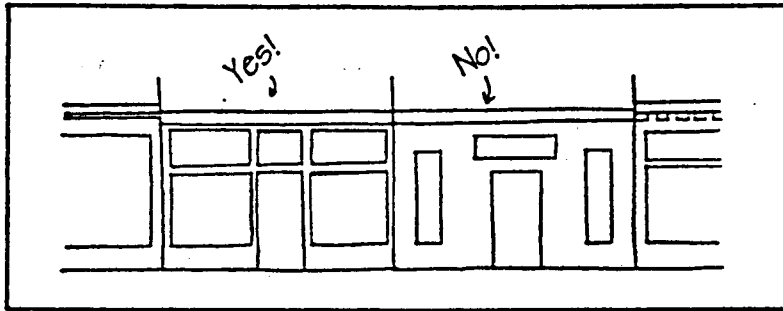
Recessed entries and transoms are encouraged as historical elements.



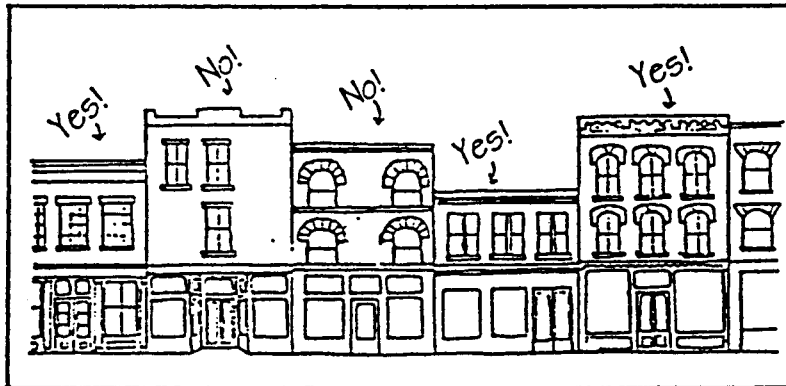
Section 8.

Window and Door Openings

(A) Storefront components shall be designed to be consistent with existing historical storefront designs. The storefront shall contain a 80-90% glass area. Wood is strongly recommended for windows, doors and frames. Metal windows and doors finished in baked enamel are permitted. Unfinished metal or raw aluminum windows and doors should be avoided. Flush or snap-in muntins in windows should be avoided.



(B) Window openings should be spaced as to maintain the surrounding rhythm of the downtown facades.



Section 9.

SIGNS AND AWNINGS

(A) Wall signs shall not exceed the height of the building cornice

(B) On street facades signs and display ads shall not exceed 10% of each main floor facade area.

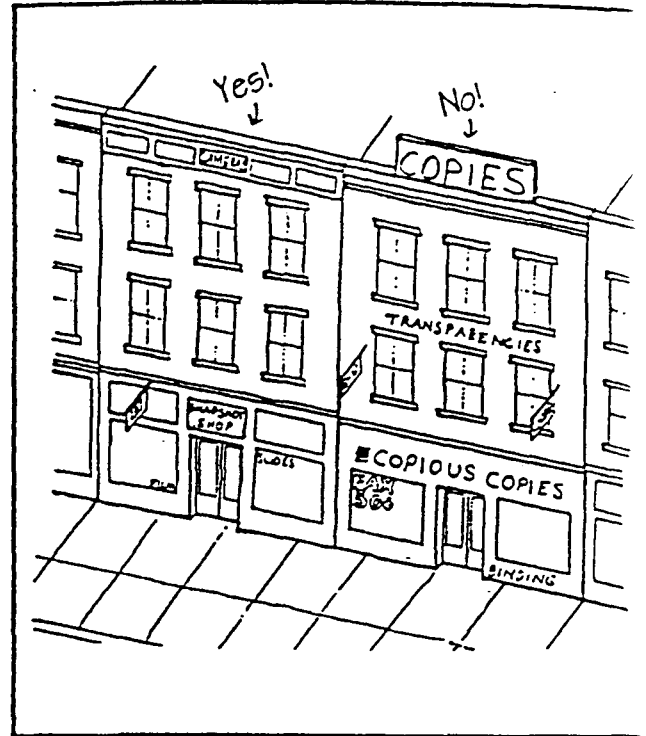
(C) Wall signs should be flush-mounted or painted directly upon the flat surface of the building.

(D) Wall signs shall be placed in traditional locations in order to fit within architectural features, for example:

- above transoms
- on cornice fascia boards
- below cornices

(E) Brackets for projecting signs shall be located under the second floor window sills or a maximum of 15 feet from the street level. Projecting signs shall be no larger than 9 sq. ft..

(F) The use of sign symbols, logos, and cut-outs, particularly in projecting signs, is encouraged.



(G) Signage permanently painted on glass is encouraged when under 5% of glass area.

(H) Sign materials should be compatible with materials used in the building. Painted wood and metal are particularly encouraged because these materials convey durability. Individual letters, affixed directly to a sign frieze and back-lit or not, may be used.

(I) Signs shall be directly or indirectly illuminated, or shall have separately back-lit letters. Internally illuminated signs are prohibited. Neon may be used in building interiors. The use of neon on building exteriors is usually inappropriate.

(J) Spot lighting to draw attention to signs and architectural details is encouraged. Light spillage on adjacent properties is prohibited.

(K) Sign designs based upon designs in use earlier than the architectural style of the building are discouraged. Signs should be in the same style as the building.

(L) The use of the following are prohibited in the Central Business District:

- Internally lit and/or plastic awnings, with or without signs
- Internally lit signs
- Flashing signs
- Pedestal signs and pole mounted signs
- Ground mounted signs
- Mass-produced blow molded plastic signs
- Portable trailer signs
- Historically incompatible canopies, awnings, and imitation mansard roofs made of metal, rough-sawn wood, plastic, shakes, or asphalt roofing.

Section 10.

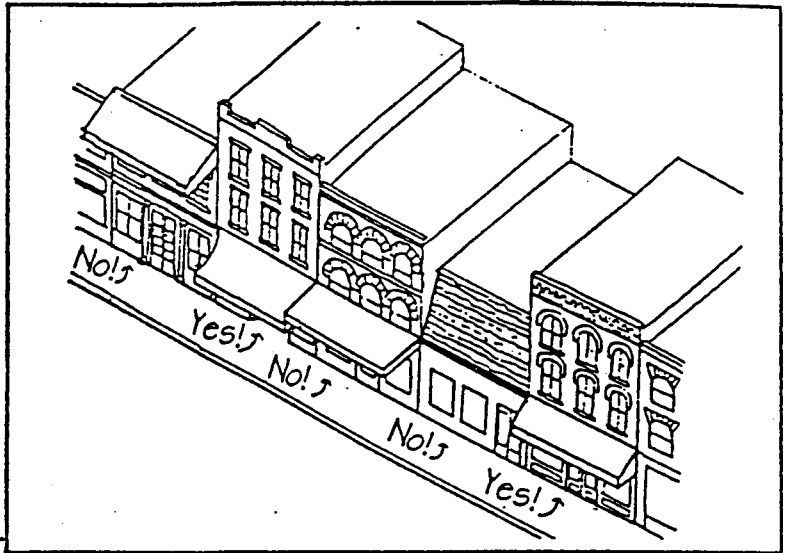
AWNINGS

(A) Fabric awnings are encouraged

\*awnings shall fit storefront openings or individual window openings.

\*If possible, top edges of awnings shall be mounted to align with the transom or with the framing above the main display window.

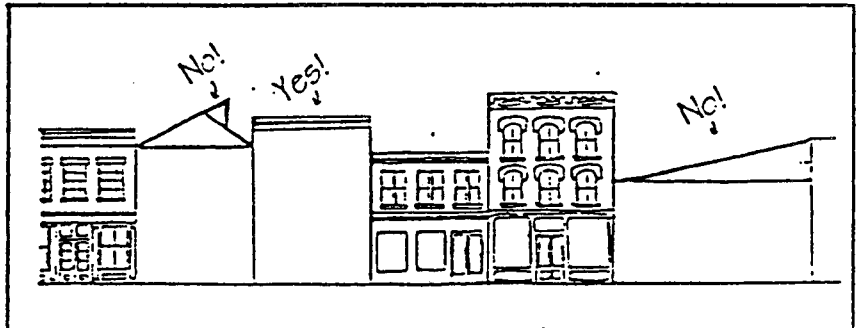
(B) The use of awning valances for signs is encouraged.



Section 11.

ROOF FORMS

(A) Roof lines of new construction shall be similar to those in adjacent buildings. Exotic roof shapes tend to disrupt the rhythm of the streetscape and must be avoided. Gable roof shapes are acceptable if parapet walls hide the end wall and water drainage is contained within the property. When original roof lines have been altered inappropriately, it is preferable to restore the original shape if feasible.



(B) Where new buildings will exceed the historical 30 to 40 feet in width, the roofline shall be visually broken with cornices similar in scale to the existing historic building stock.



## Section 12.

### **MATERIALS**

(A) Appropriate rehabilitation and new-construction materials for all exposed surfaces shall include at least one of the following:

- Brick
- Stone
- Split-faced Concrete Block
- Stucco

(B) Detailing materials:

- Cast and molded metals
- Wood (treated pine, mahogany, and Cyprus is best for ext. applications)
- Fiberglass replications
- Gypsum detailing
- Structural glass when replicating a pre 1940 storefront design
- Architecturally Detailed Exterior Insulation Finish System (commonly known as Dryvit)

(C) The following materials are prohibited for visible surfaces:

- Wood, vinyl or aluminum siding
- Wood, asphalt or fiberglass shingles
- Structural ribbed metal panels
- Corrugated metal panels
- Plywood sheathing
- Plastic sheathing
- Structural glass, unless used to replicate a pre-1940 store front design
- Reflective or moderate to high grade tinted glass

(D) Appropriate colors for exterior materials are colors found in natural materials such as browns, grays, deep reds and deep greens.



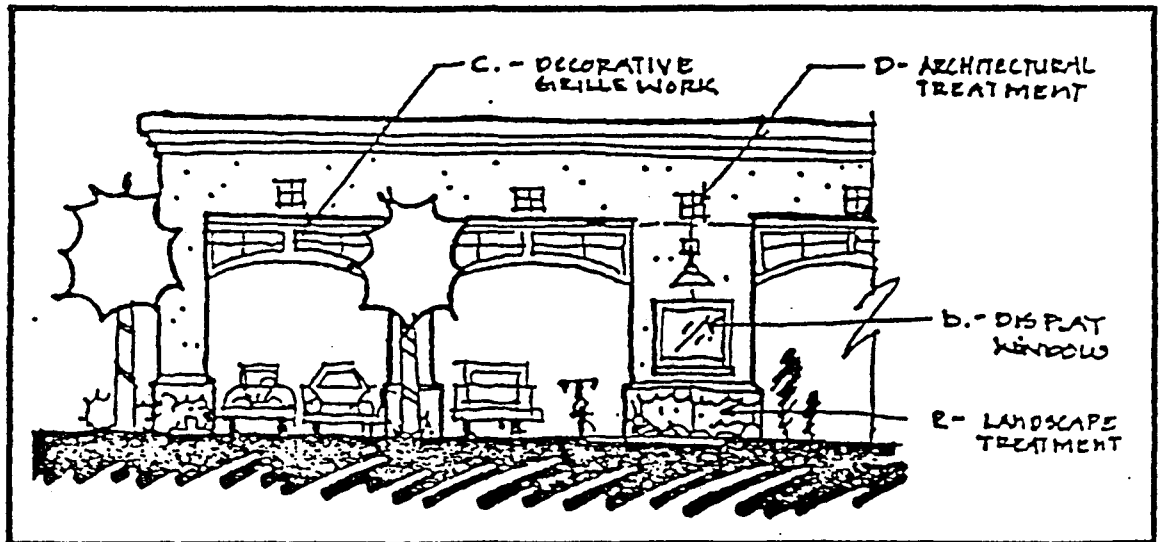
Section 13.

**PARKING STRUCTURE STANDARDS**

Wherever practical, structured parking facilities shall be designed with retail, office or other permitted uses at the street level. Where this is not possible, the structure shall have an architecturally articulated facade designed to screen the parking areas of the structure, to encourage pedestrian scale activity, and to provide for urban open space. Where automobile access is provided, two smaller openings are preferable to one large one.

A minimum of 60 percent of any primary facade of a parking structure or covered parking facility shall incorporate two (2) of the following:

- (a.) transparent windows, with clear or lightly-tinted glass, where pedestrian oriented businesses are located along the facade of the parking structure;
- (b.) display windows;
- (c.) decorative metal grille-work or similar detailing which provides texture and partially and/or fully covers the parking structure opening(s);
- (d.) art or architectural treatment such as sculpture, mosaic, relief work or similar features;
- or,
- (e.) vertical trellis or other landscaping or pedestrian plaza area.



Section 14.

**VENDING MACHINES**

- (A) No vending machines dispensing food or drink items shall be permitted on the exterior of any structure.
- (B) No newspaper or publication distribution racks, containers or dispensers shall be permitted on the exterior of any structure except those multi-unit kiosks specifically placed at locations designated by The City of Eustis for public distribution.

Section 15.

**PAY PHONES**

- (A) Pay phones are not permitted on the exterior of any structure.

### Section 15.

#### STREETSCAPE DESIGN STANDARDS.

Whenever sidewalks or other facilities are replaced, new walking surfaces, street furniture, street trees, landscaping, lighting fixtures in the public right-of-way must be consistent with the approved streetscape plan. At least one tree of three-inch (3") caliper size must be planted for each twenty-five (25) feet of lot frontage or any fraction over twenty-five (25) feet. As an alternative, one tree of four-inch (4") caliper size may be planted for each thirty-five (35) feet of lot frontage or for any fraction of thirty-five (35) feet. Existing trees in the streetscape frontage may be included to meet this requirement.

### Section 16.

#### STORMWATER RETENTION

Whenever stormwater retention ponds are necessary within the CBD, they shall be designed as a naturally occurring pond in a neighborhood park. This can include a contoured shoreline and attractive vegetation and landscaping. The design shall also include urban landscape features such as decorative walkways, benches, trash receptacles and lighting. Additional water features, such as fountains, should be included. Fencing detracts from the setting and shall be avoided.