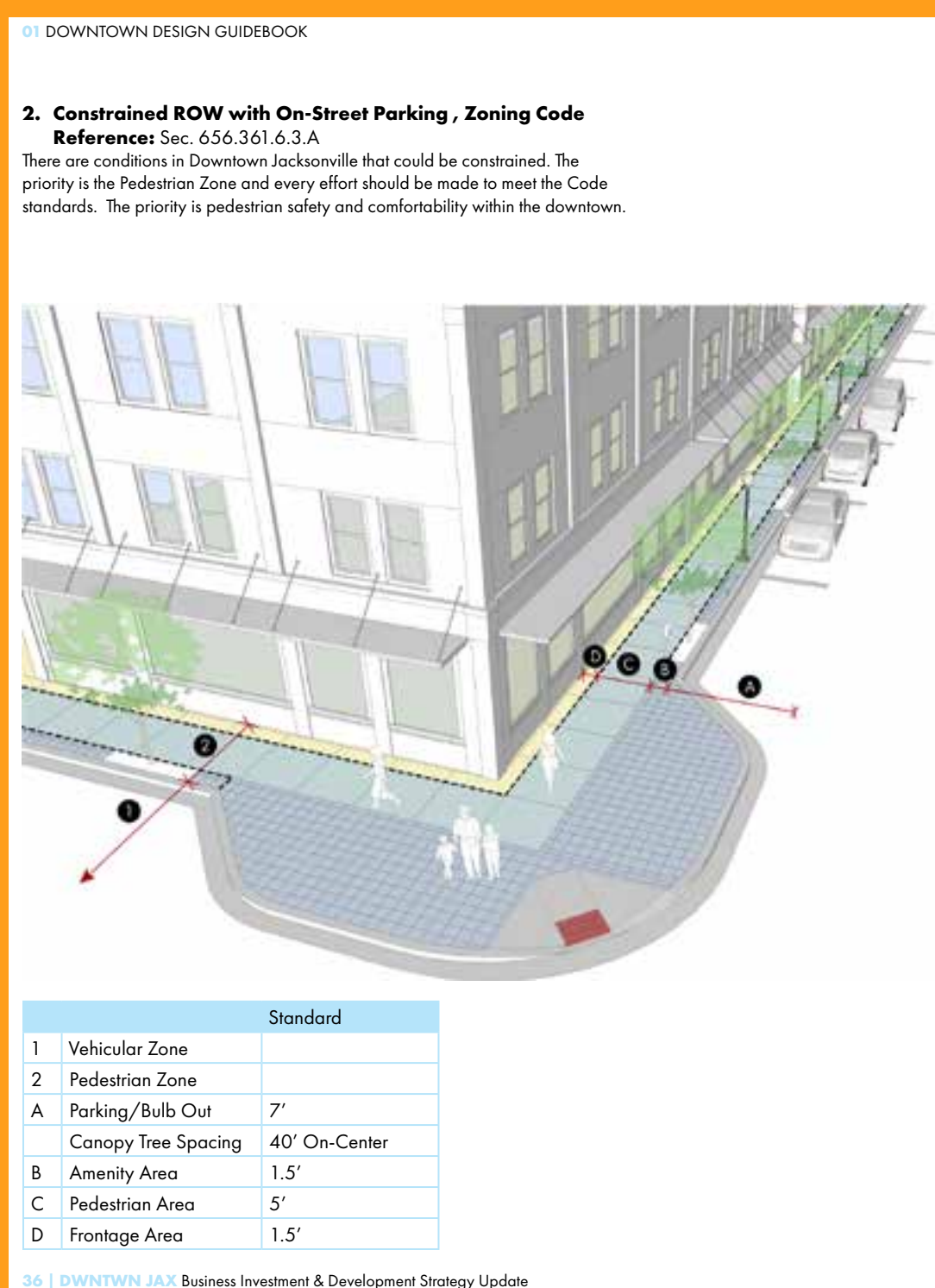
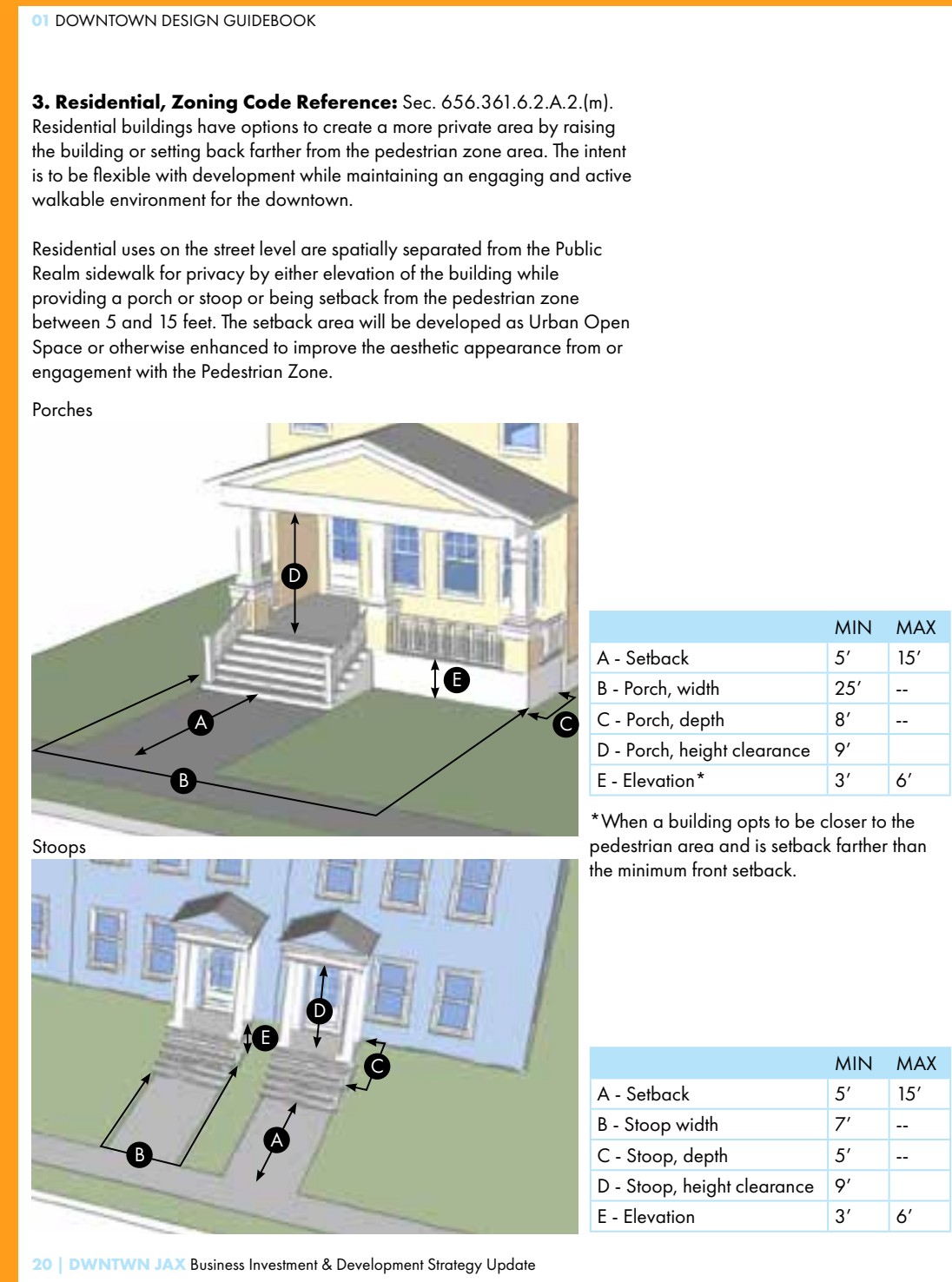
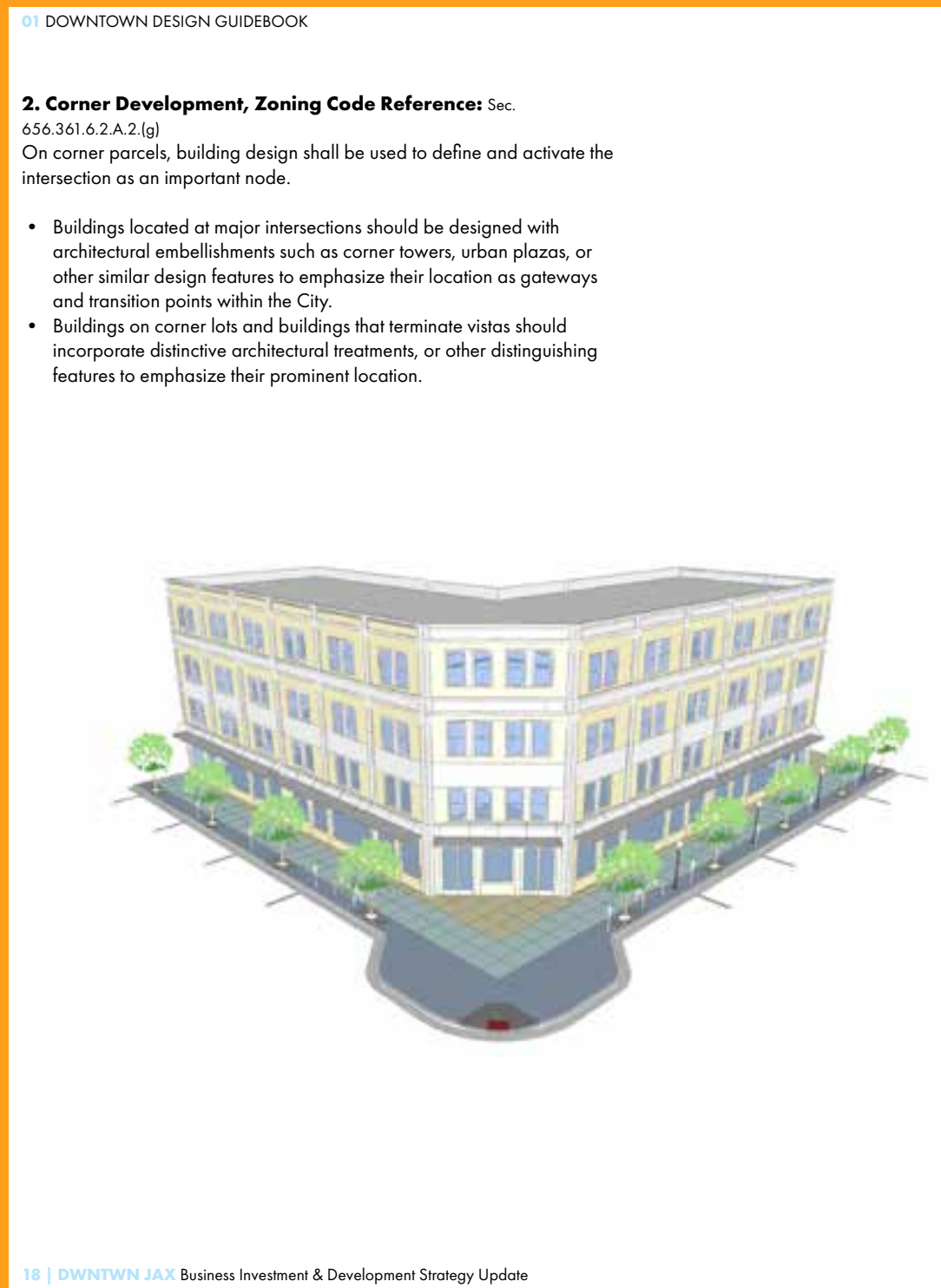


DOWNTOWN DESIGN GUIDEBOOK SUMMARY

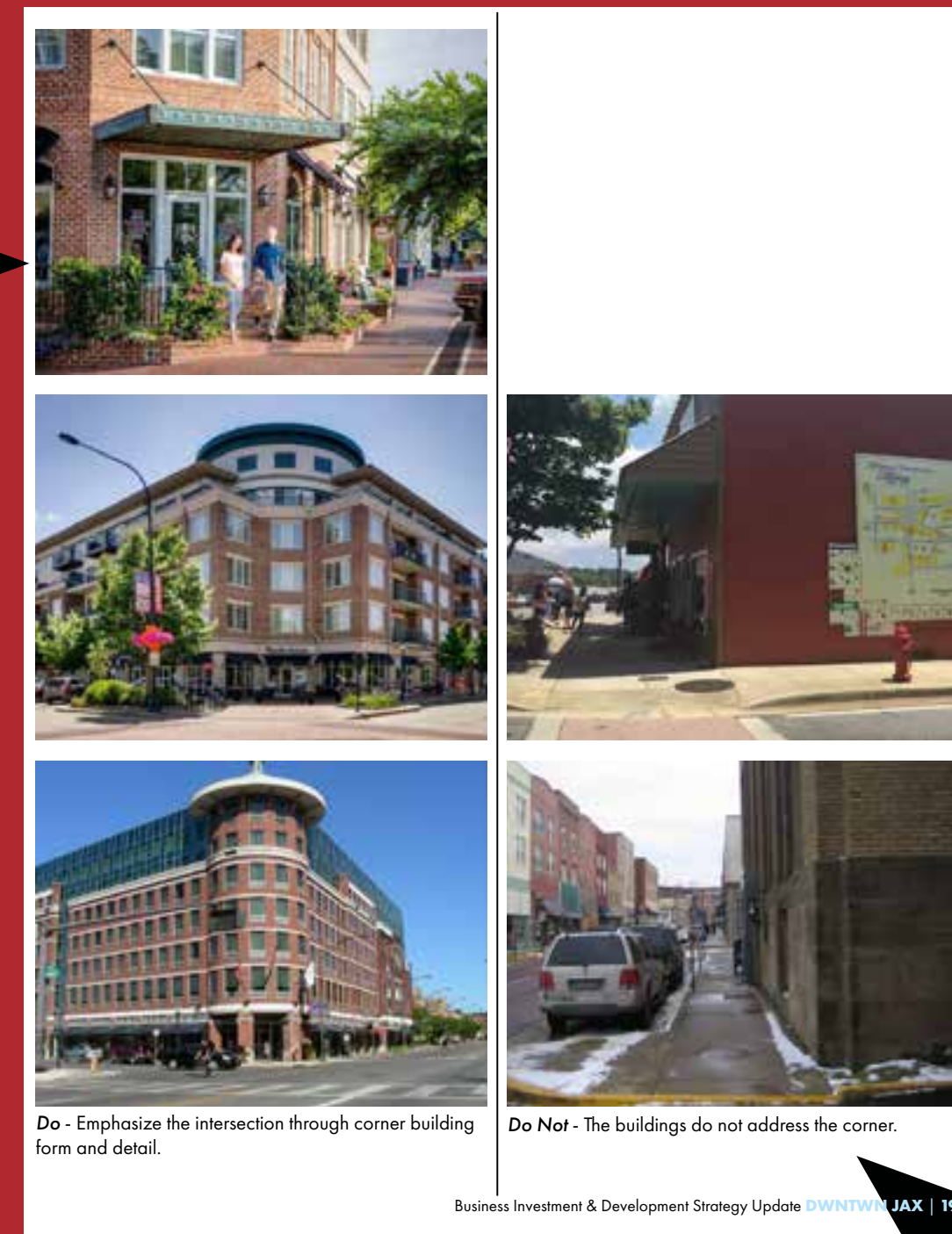
Purpose of this guidebook:

1. Create better/updated graphics to better explain the code;
2. Further illustrating the intent of the code with additional images that explain what to do and what not to do;
3. Laying the groundwork for future discussions with developers on items important to the downtown that are not part of the code;
4. Providing design guidelines tailored to the branding for five districts within downtown.

1. Create better graphics...



2. Further illustrate the intent of the code...

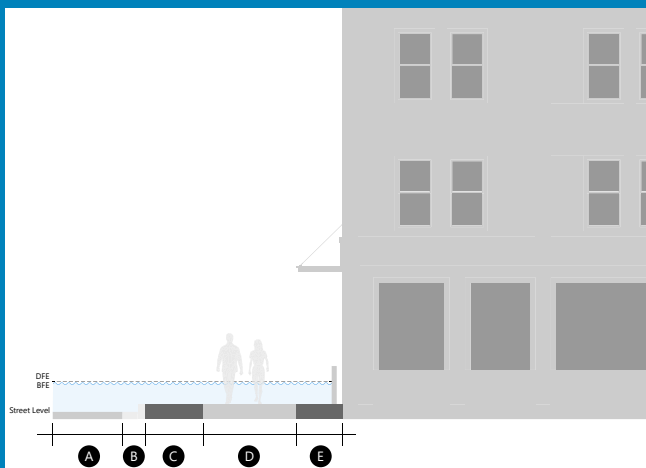


3. Laying the groundwork for future discussions...

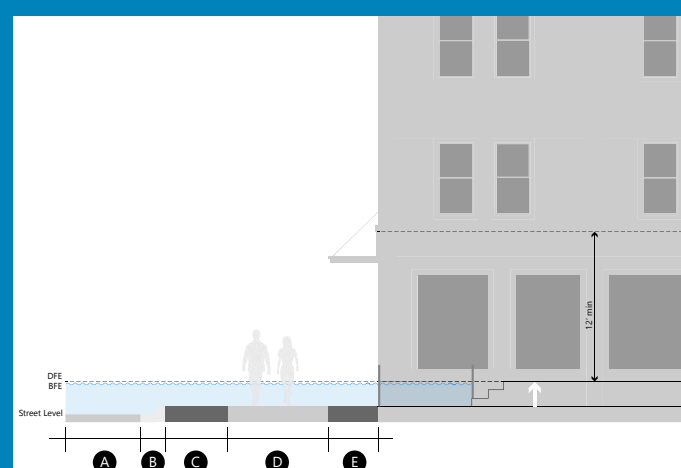
Resiliency

While adhering to new flood regulations can present obstacles to maintaining active ground floors, there are a number of ways property owners can still provide transparency and activity at the ground level. The Guidebook provides direction on how developers can accomplish the goal of resiliency and provide a pedestrian-oriented development.

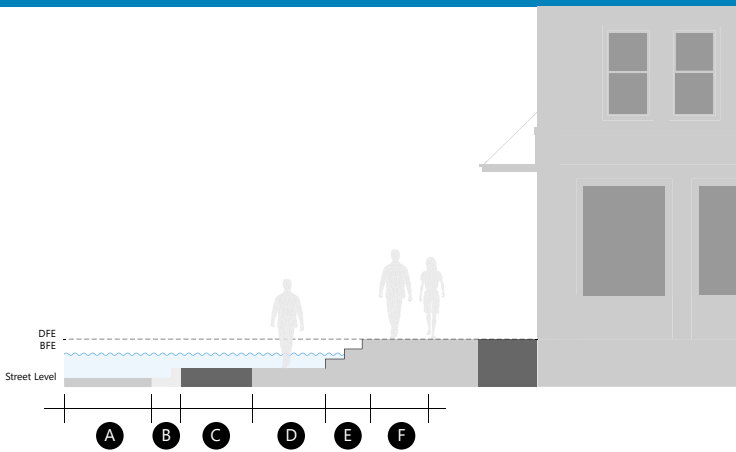
Dry Flood Proofing



Preserve Streetwall Alignment



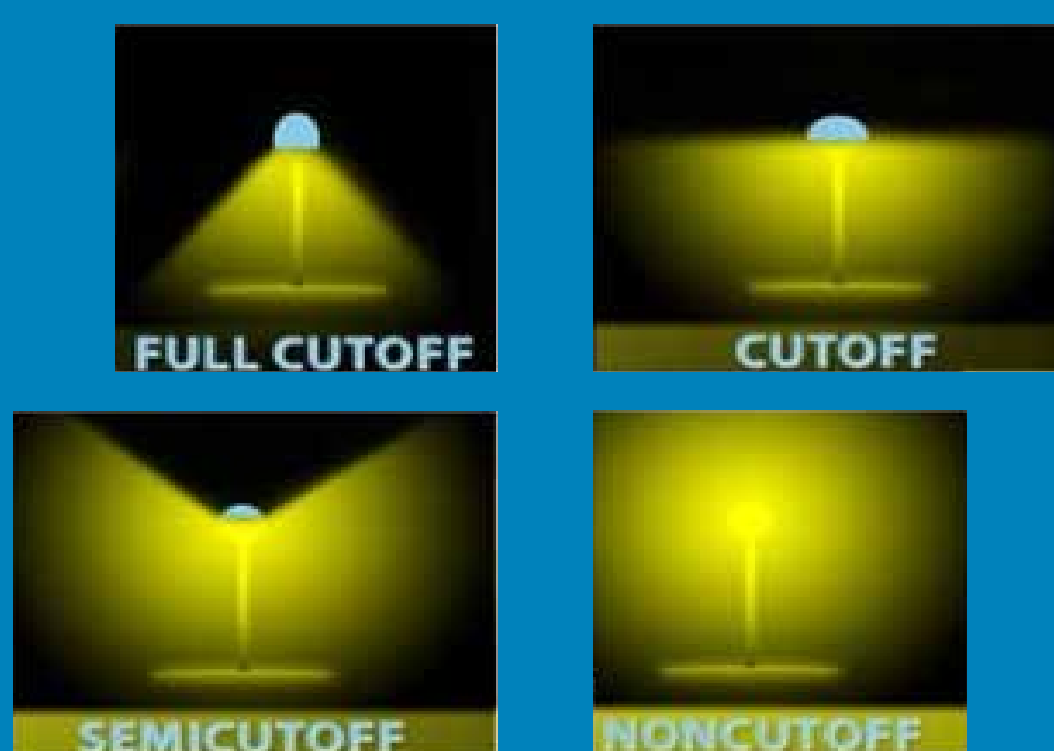
Grade Separated Sidewalk



Lighting

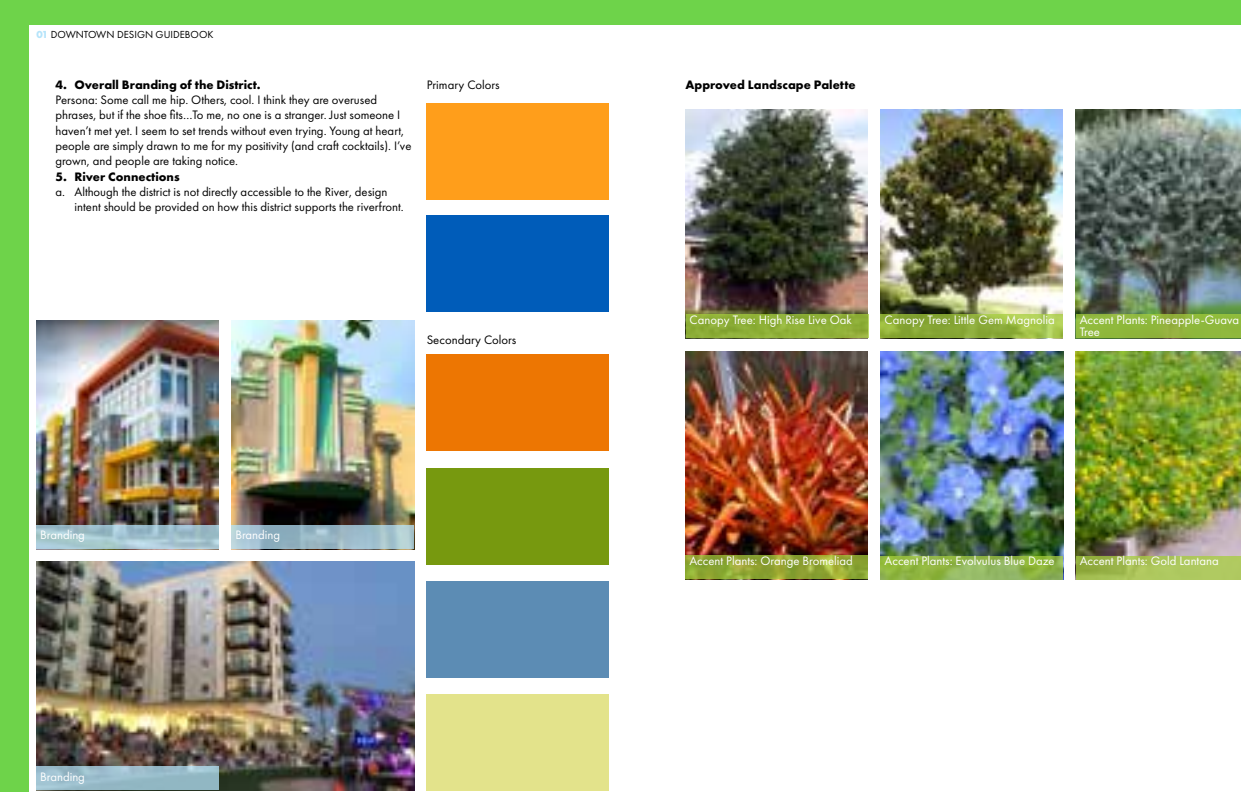
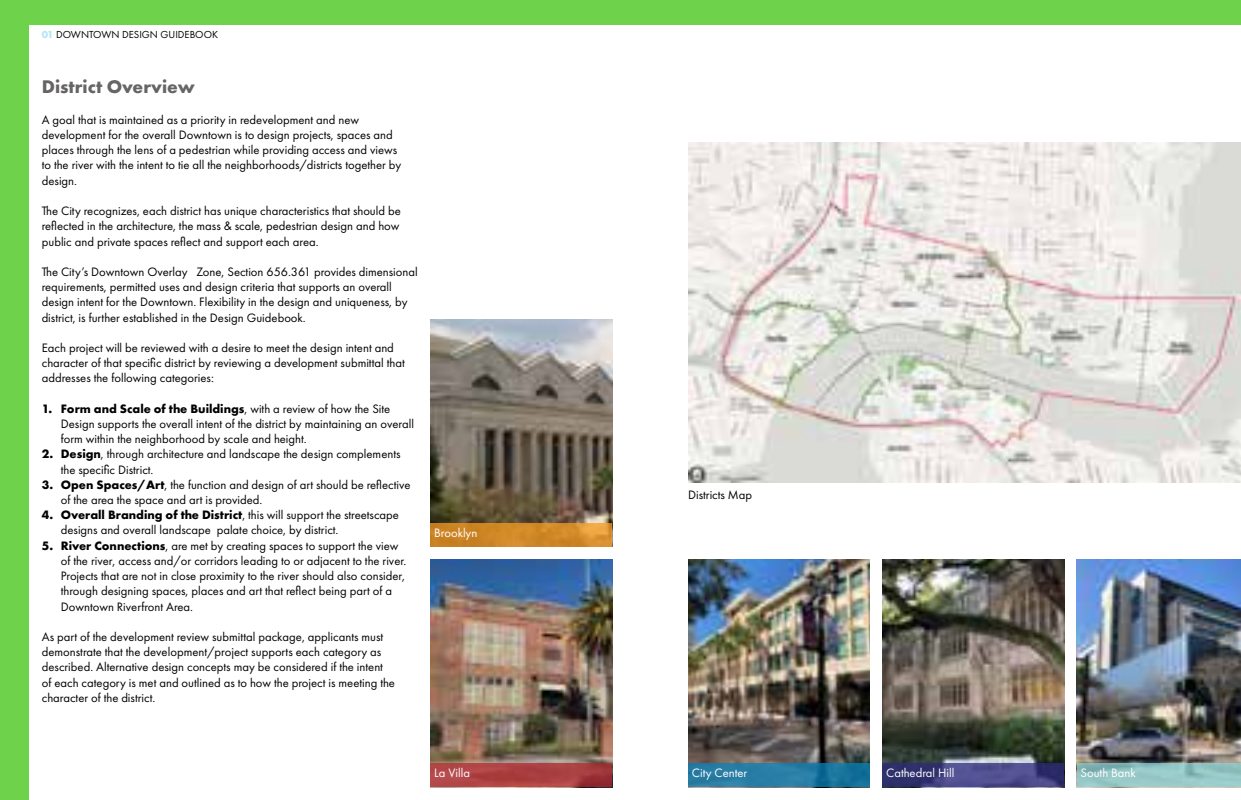
The Guidebook provides direction on a variety of lighting topics that are critical to the function and aesthetics of a pedestrian-friendly downtown environment, including:

- Maximum Illumination Levels
- Full Cut-off Fixtures
- Pedestrian Area Lighting
- Wall Pack Lights
- Decorative and Landscape Lighting
- Canopy, Awning Lighting
- Sign Lighting



4. Provide tailored design guidelines...

The City recognizes, each district has unique characteristics that should be reflected in the architecture, the mass & scale, pedestrian design and how public and private spaces reflect and support each area. The Guidebook provides tailored direction on Building Form and Scale, Design Style, Open Spaces and Art, District Branding, Landscape Palette, and Streetscape Palette.



DISTRICT DESIGN GUIDELINES

A goal that is maintained as a priority in redevelopment and new development for the overall Downtown is to design projects, spaces and places through the lens of a pedestrian while providing access and views to the river with the intent to tie all the neighborhoods/districts together by design.

The City recognizes, each district has unique characteristics that should be reflected in the architecture, the mass & scale, pedestrian design and how public and private spaces reflect and support each area.

The City's Downtown Overlay Zone, Section 656.361 provides dimensional requirements, permitted uses and design criteria that supports an overall design intent for the Downtown. Flexibility in the design and uniqueness, by district, is further established in the Design Guidebook.

Each project will be reviewed with a desire to meet the design intent and character of that specific district by reviewing a development submittal that addresses the following categories:

- 1. Form and Scale of the Buildings**, with a review of how the Site Design supports the overall intent of the district by maintaining an overall form within the neighborhood by scale and height.
- 2. Design**, through architecture and landscape the design complements the specific District.
- 3. Open Spaces/Art**, the function and design of art should be reflective of the area the space and art is provided.
- 4. Overall Branding of the District**, this will support the streetscape designs and overall landscape palate choice, by district.
- 5. River Connections**, are met by creating spaces to support the view of the river, access and/or corridors leading to or adjacent to the river. Projects that are not in close proximity to the river should also consider, through designing spaces, places and art that reflect being part of a Downtown Riverfront Area.

As part of the development review submittal package, applicants must demonstrate that the development/project supports each category as described. Alternative design concepts may be considered if the intent of each category is met and outlined as to how the project is meeting the character of the district.



BROOKLYN



- 1. Form and Scale of the Buildings**
Focused on creating a mixed-use urban neighborhood, with moderate densities of residences served by various scales and types of shops and restaurants. Depending on the use, buildings should promote activity on a street level that blurs the lines from the private development to the sidewalk.
 - East of Chelsea Street to river (East Side), unlimited height mirrors the style of the City Center.
 - West of Chelsea Street (West Side) reflects the neighborhood character similar to LaVilla and should respect the smaller scale surrounding development and preserve historic building design.
- 2. Design**
 - East side, reflective of City Center with a range of development that lends itself to a downtown center with the intent to activate the street through uses and design that has a modern/contemporary vibe.
 - West side, neighborhood style development that respects the mid-size and mid-scale development that provides a link to LaVilla with respect to the materials and design of the historical elements of the District.
- 3. Open Spaces/Art**
Depending on the area being developed, the art and open space should be reflective of the context. If developing in the more traditional downtown (city center) build art and meeting spaces should be designed to meet a variety of needs while the west side provides smaller scale meeting/open spaces that provides links and connections to open space that is existing or planned in the adjacent districts.



- 4. Overall Branding of the District.**
Persona: Some call me hip. Others, cool. I think they are overused phrases, but if the shoe fits... To me, no one is a stranger. Just someone I haven't met yet. I seem to set trends without even trying. Young at heart, people are simply drawn to me for my positivity (and craft cocktails). I've grown, and people are taking notice.
- 5. River Connections**
 - Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.

Primary Colors



Secondary Colors



Approved Landscape Palette



Brooklyn District Typical Streetscape Layout

Paving	Manufacturer	Product	Finish	Color
Pavers	Wasaw	8x8 H Series	Galaxy	HGL-15
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	Landscape Forms	Alcott	Powdercoat	Titanium
Furnishings	Manufacturer	Product	Model	Color
Bench	Keystone Ridge	Carson Bench 4' / 6' / 8'	CS24/26/28 with back	Chromite
Bike Rack	Keystone Ridge	Carson Bike Rack	CS10	Chromite
Trash/Recycle	Keystone Ridge	Carson	CS3-32 (hinged door)	Chromite
Planter Pots	Teak Warehouse	Concrete Planters	Jimbo (3 Sizes)	Natural Gray

LA VILLA



- 1. Form and Scale of the Buildings**
The highest priority for the district is to respect the neighborhood context while providing a mix of horizontal and vertical uses. A variety of building types such as townhomes, multiplex and live/work units would provide a broader spectrum of households to LaVilla. Areas that are more conducive to non-residential should create mixed use building types with retail focus that has opportunities to activate existing park spaces.
- 2. Design**
Building design at street level should incorporate elements that reflect a human scale. Building with entrances and many windows on the street both frame the space and activate the streets.
- 3. Open Spaces/Art**
Integrate art and open space that connects the history of the district to the neighborhood context by providing public plaza's, small parks and art that tells and or supports the history of LaVilla.



- 4. Overall Branding of the District.**
Persona: I have a rich heritage. But I've reinvented myself as of late. I was a true melting pot in my past, most notably African American, Jewish and Greek cultures. Once the "Hotlens of the South", a rich history of entertainment, music, and theatre runs in my veins. But I am also part of a new generation of forward-looking—diverse and inclusive. I was an afterthought for a while, but now I am blazing a trail to connect this city.
- 5. River Connections**
 - Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.

Primary Colors



Secondary Colors



Approved Landscape Palette



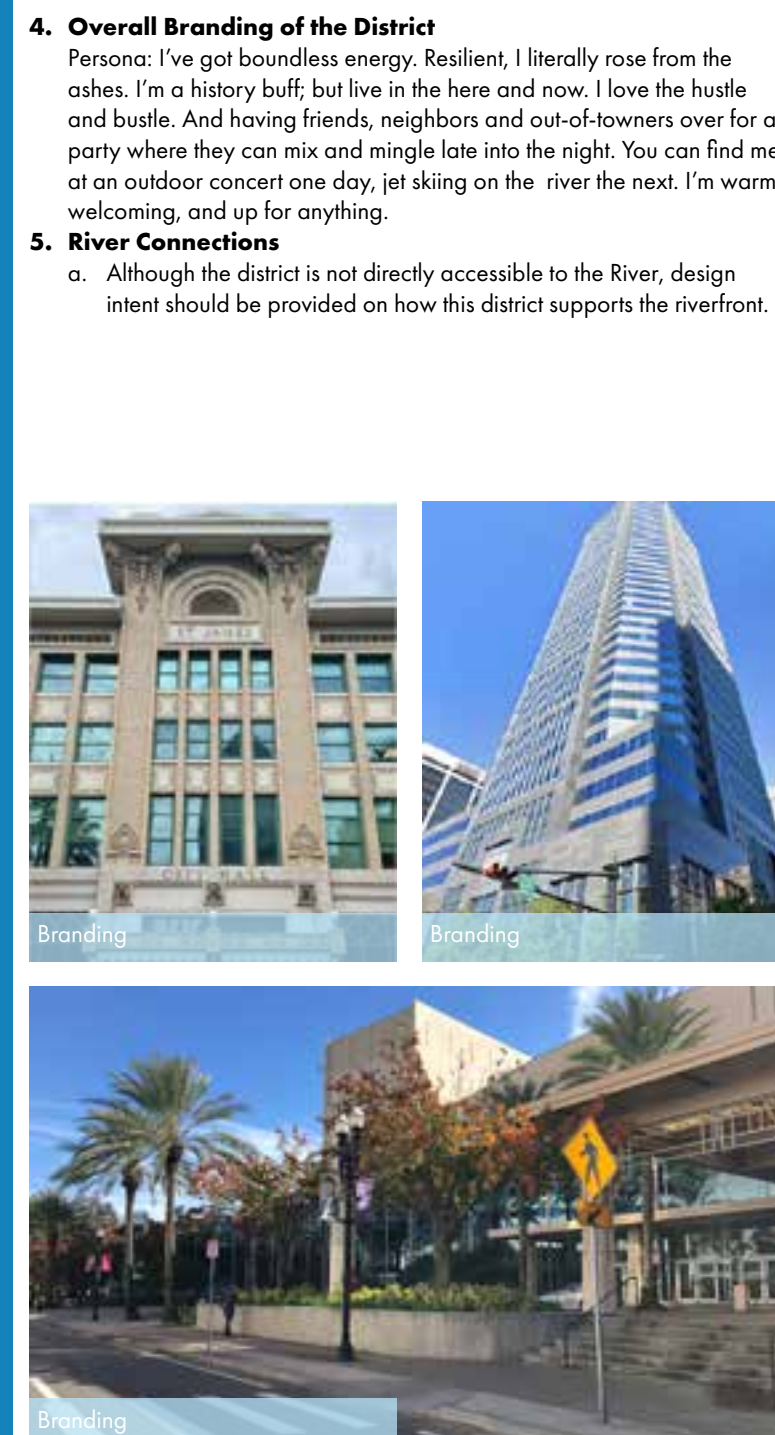
La Villa District Typical Streetscape Layout

Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone	Rio	
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Gretchen	Backed with arms	Wood/Black
Bike Rack	Landscape Forms	Loop-Bike Rack	Ride	Matte Black
Trash/Recycle	Landscape Forms	Gretchen	Side Open (23 Gall)	Wood/Black
Planter Pots	Landscape Forms	Planters Pots	Sorella (various sizes)	Silver/Aluminum

CITY CENTER

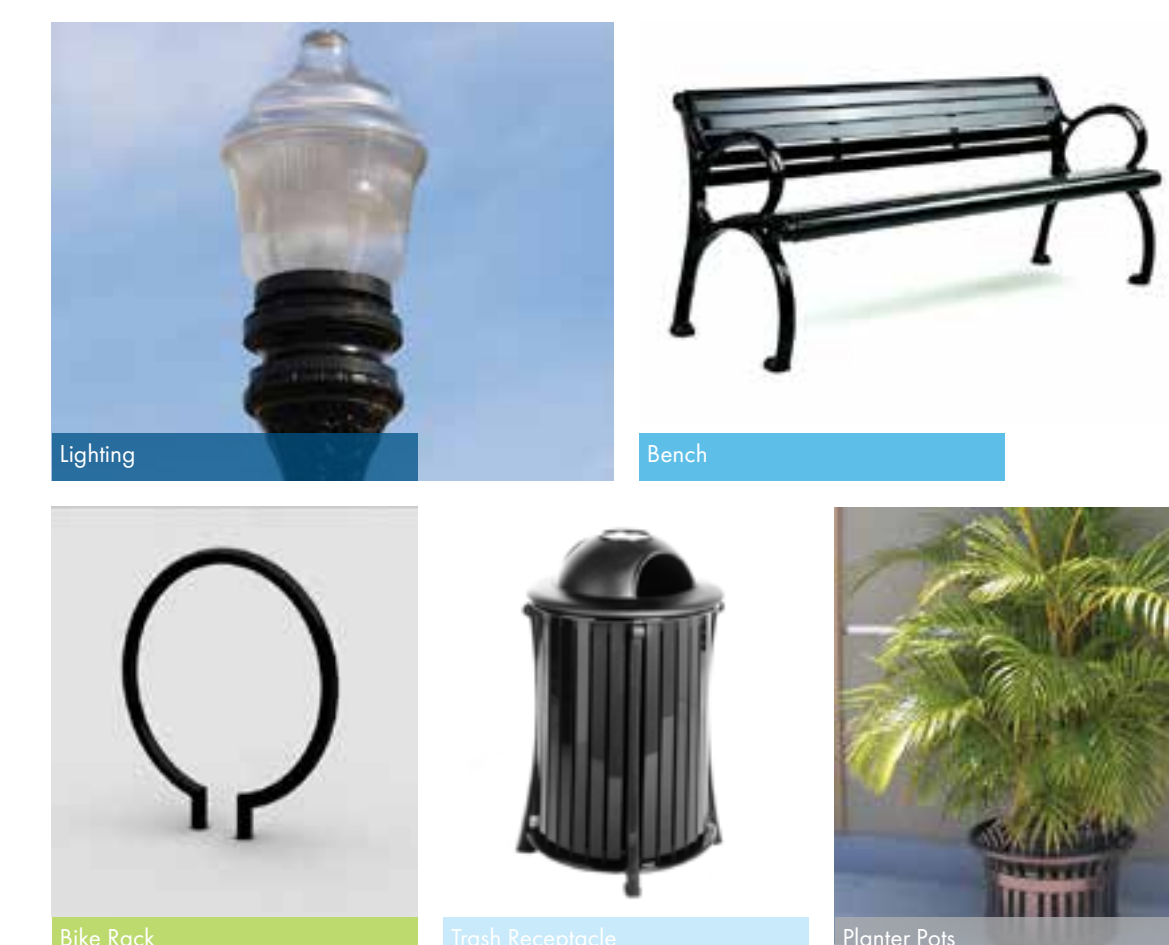
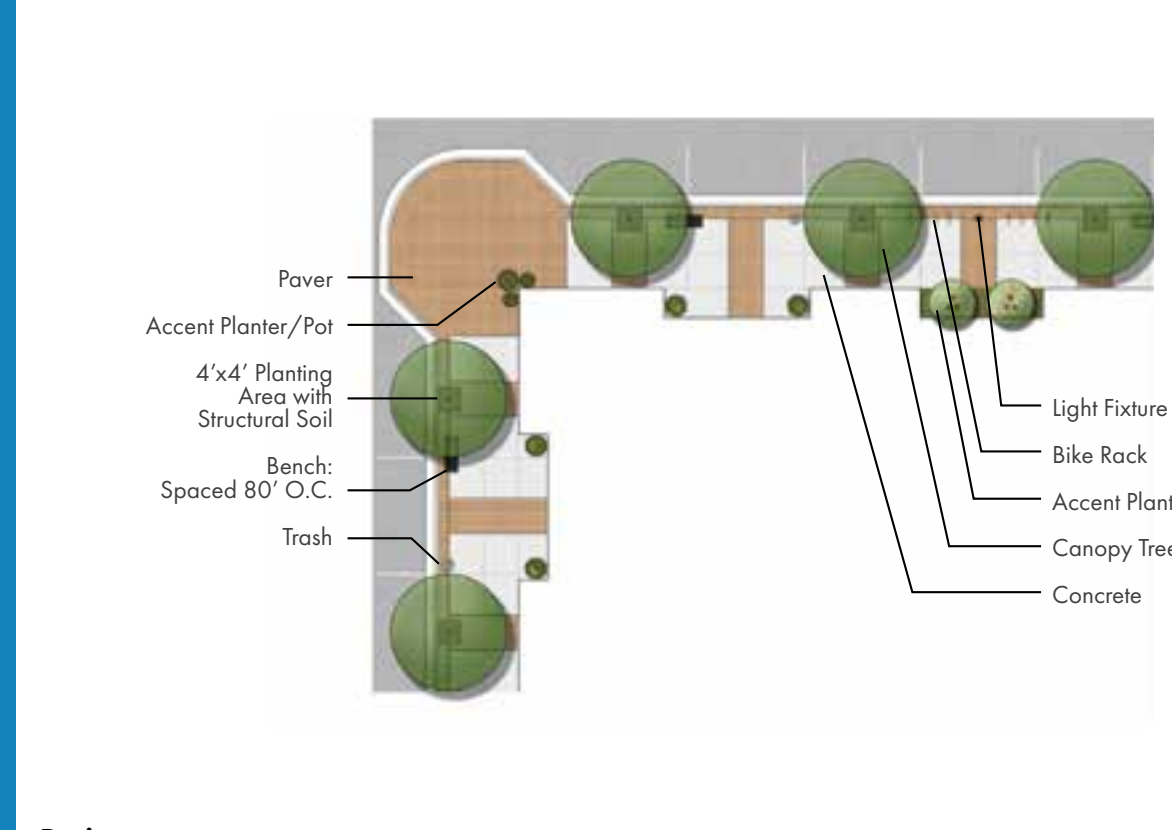


- Form and Scale of the Buildings**
The form and scale reflect the core of a downtown with the most intensity from height to density.
- Design**
Street level activation is a priority, buildings should be close to the street with outdoor seating that is supportive of a walkable area, providing a range of shade for the pedestrians moving throughout the district.
- Open Spaces/Art**
Innovative, cutting edge art that is predominant in downtowns that lend to more eccentric. The open space and art are bold and have the potential to be national attractions. The art should serve as gateways into the district.



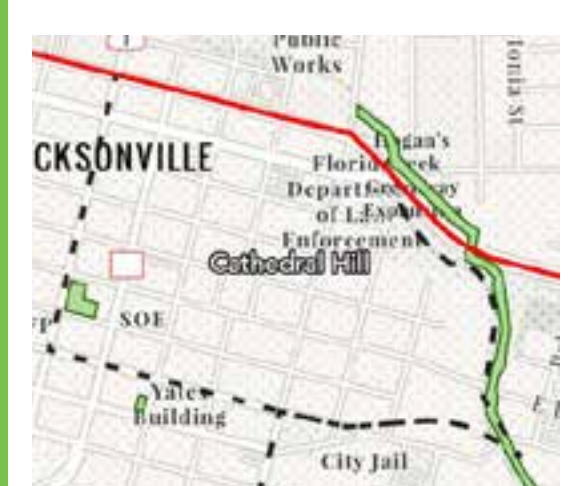
City Center District

Typical Streetscape Layout

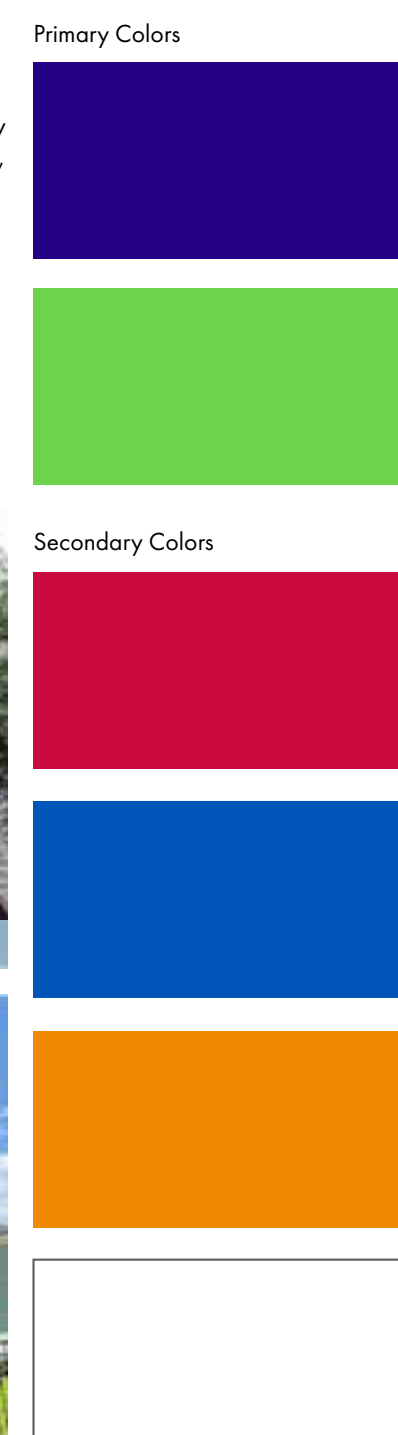
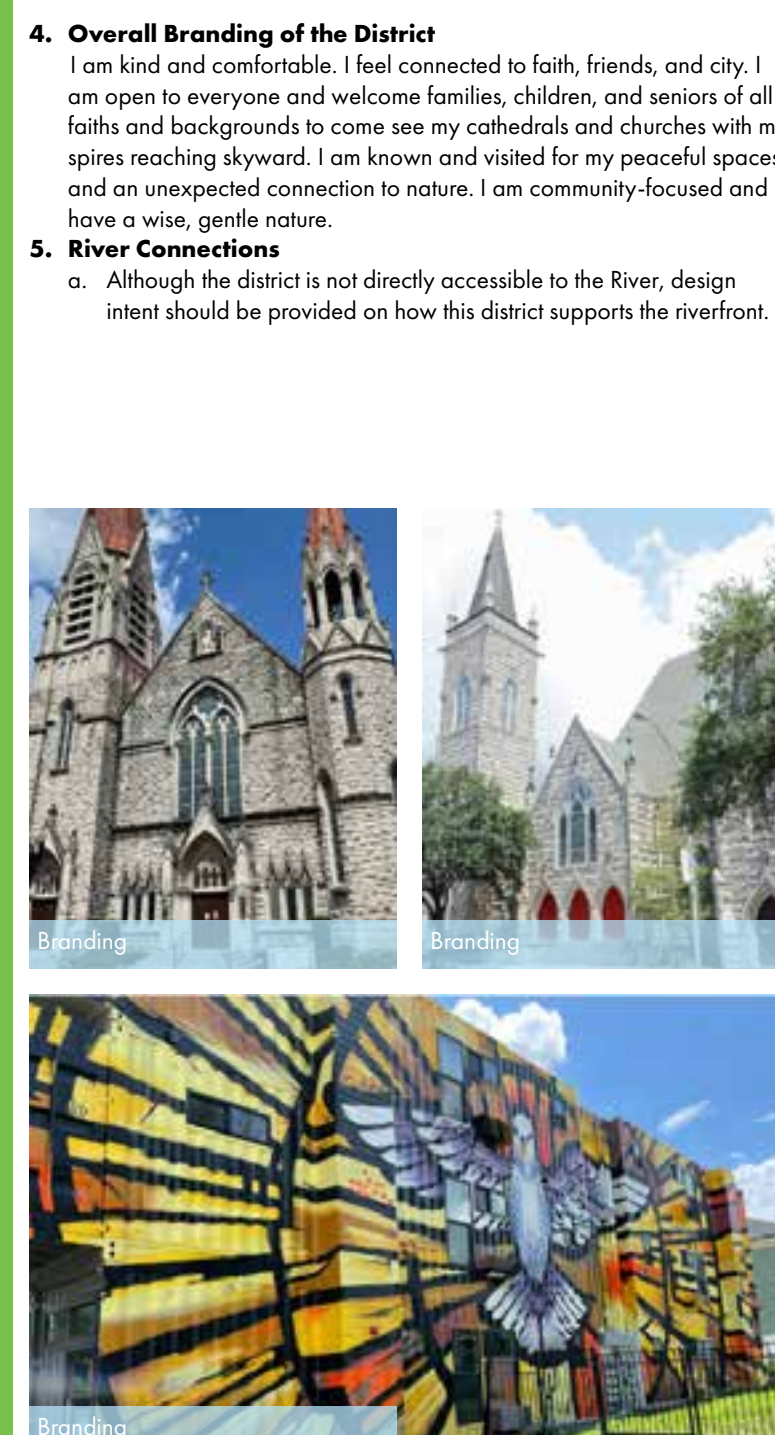
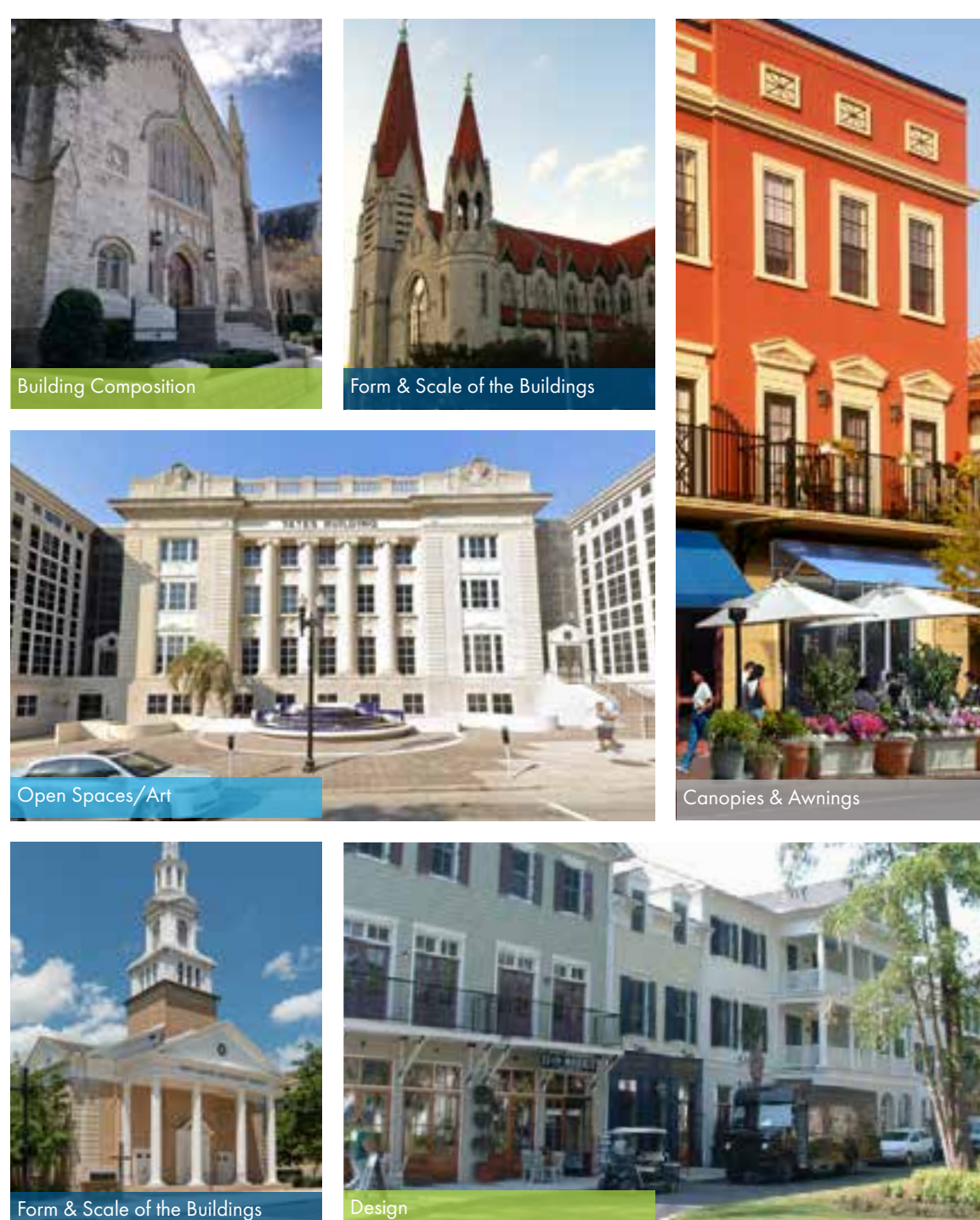


Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone		Adobe
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Plainwell	Backed and Backless	Black
Bike Rack	Landscape Forms	Ring Bike Rack	Ring	Black
Trash/Recycle	Landscape Forms	Plainwell	Side Open	Black
Planter Pots	Keystone Ridge	Midtown Planter(s)	22 Gal, 32 Gal, 38 Gal	Black

CATHEDRAL HILL

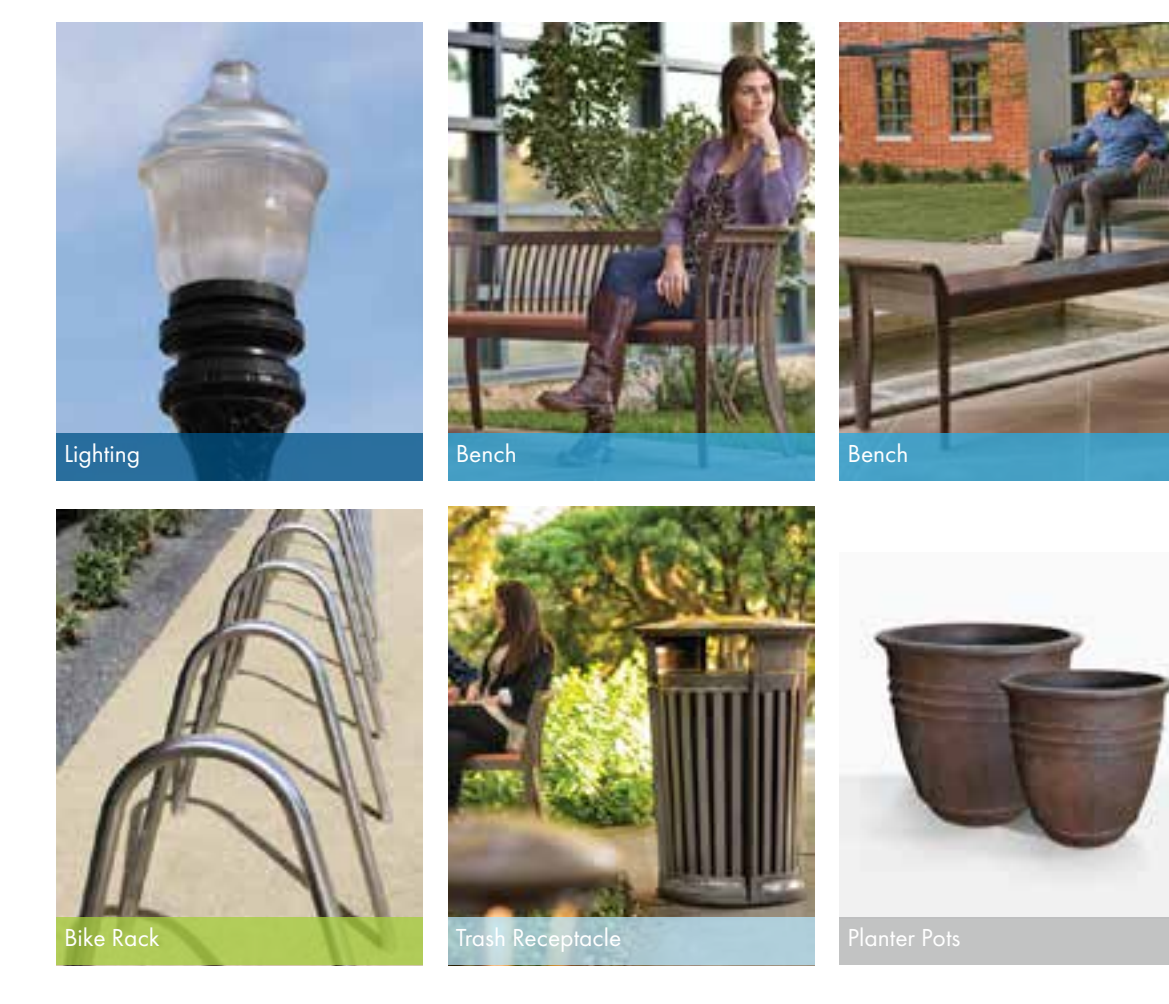
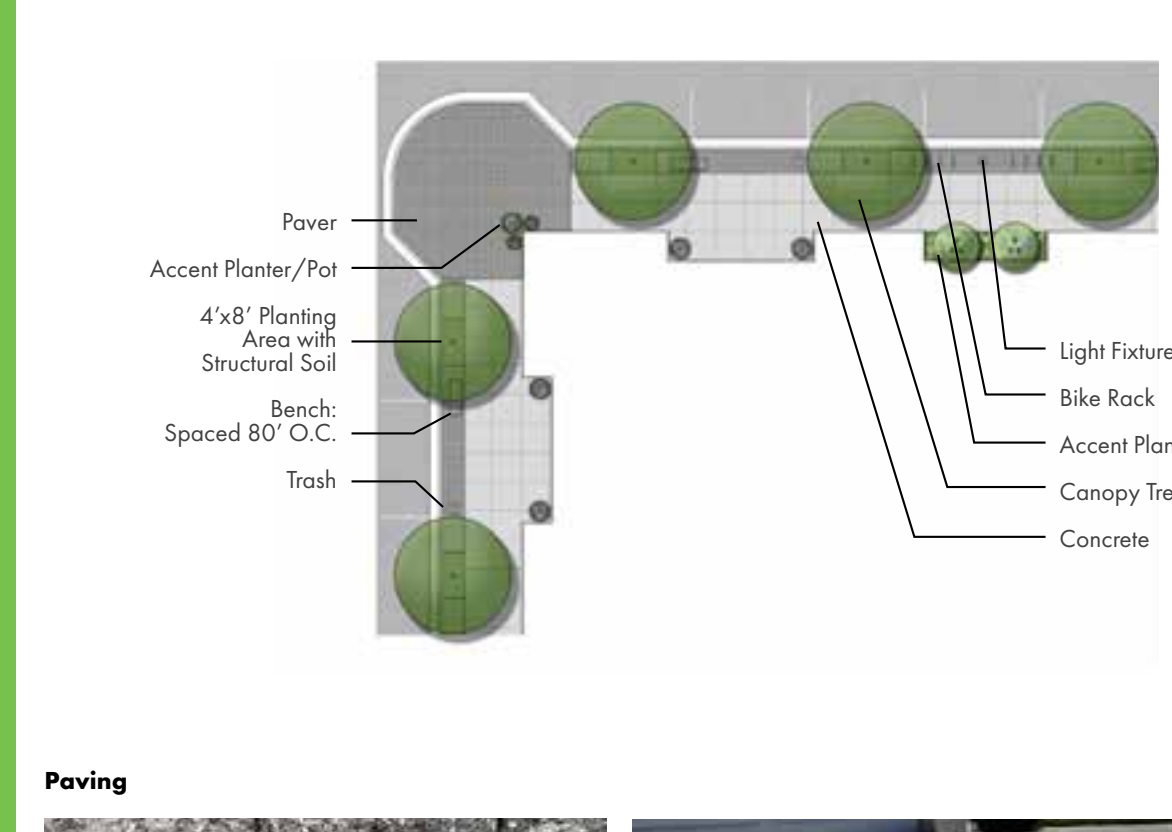


- Form and Scale of the Buildings**
 - Development directly adjacent to historic buildings should respect the scale of the adjacent building by matching the building width as it addresses a street and step-down or terrace the height.
 - Facade should be "articulated" i.e. facade should be undulated, not flat frontage; should present as an urban neighborhood.
 - Height deviations are acceptable if 150 ft away from churches and historic building.
- Design**
 - New development outside 150 ft radius should be encouraged to terrace or step-down height as it approaches historic churches.
 - Development should engage the street by placing the buildings, open space and art to be part of the streetscape (public realm) area with distinct design that supports the various uses permitted in the district.
 - Building materials should complement and respect the historic neighborhoods established architecture.
 - Parking Garages, and parking lots should be integrated into the overall design of the building and not as a single structure that design provides pedestrian engagement.
- Open Spaces/Art**
 - Utilize the topography when designing open space and art areas that maintain pedestrian eye level views.



Cathedral Hill

Typical Streetscape Layout

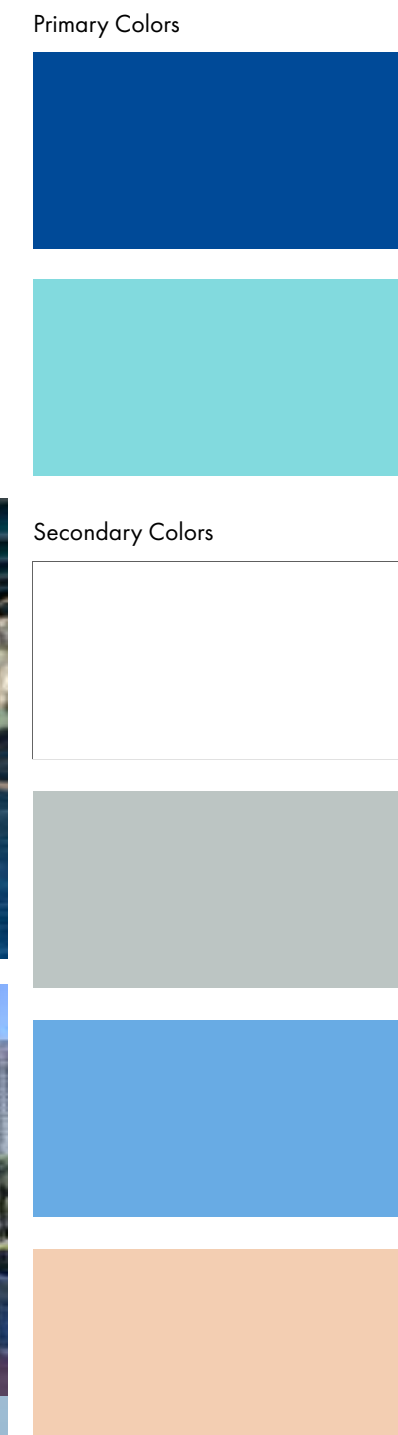
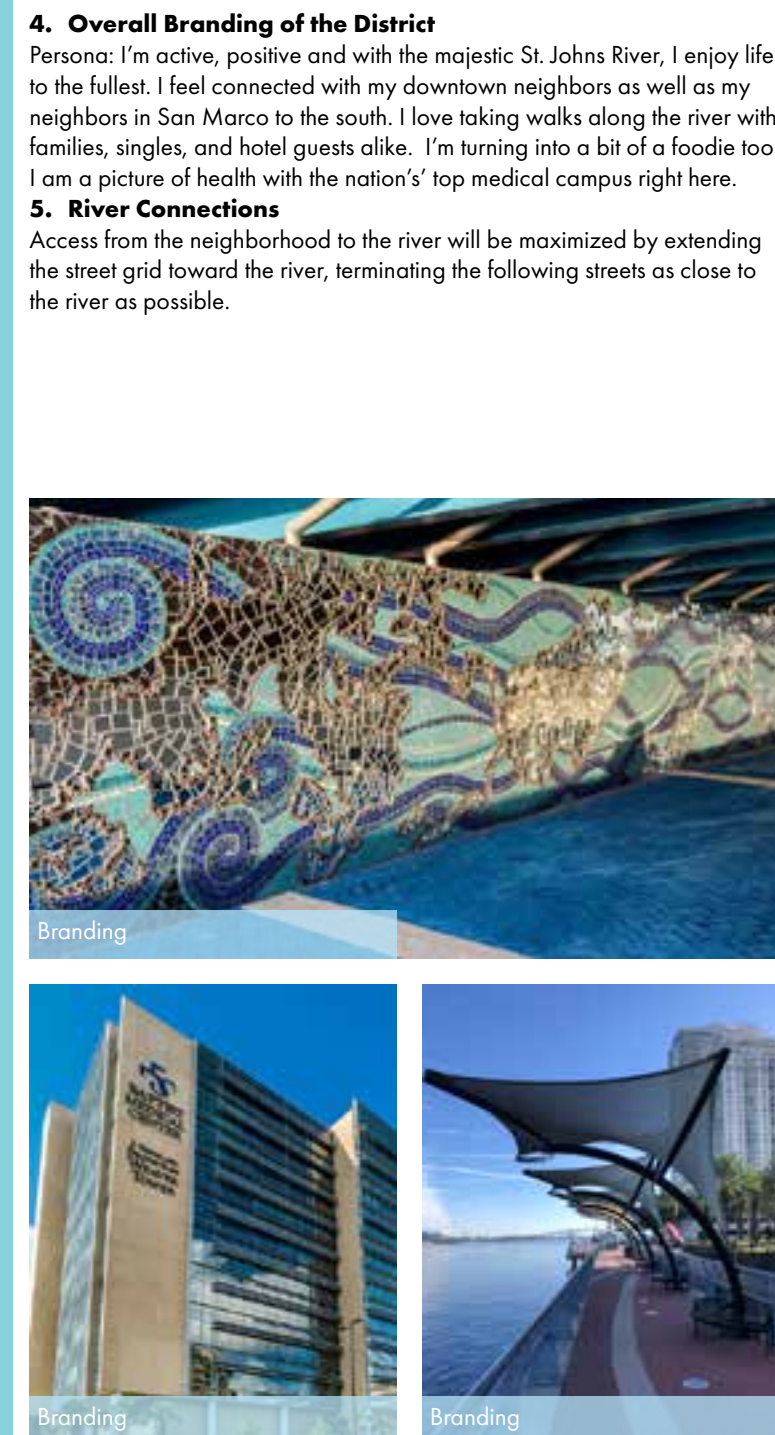


Paving	Manufacturer	Product	Finish	Color
Pavers	Tremon	4x4 Toscana	Antique	Glacier White
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Melville Bench	Backed and backless	Onyx
Bike Rack	Landscape Forms	Bala Bike Rack	Bala	Onyx
Trash/Recycle	Landscape Forms	Poe Litter	Side Open w/ Top	Onyx
Planter Pots	Teak Warehouse	Lotus Planter Pot	Concrete	Antique Bronze

SOUTHBANK

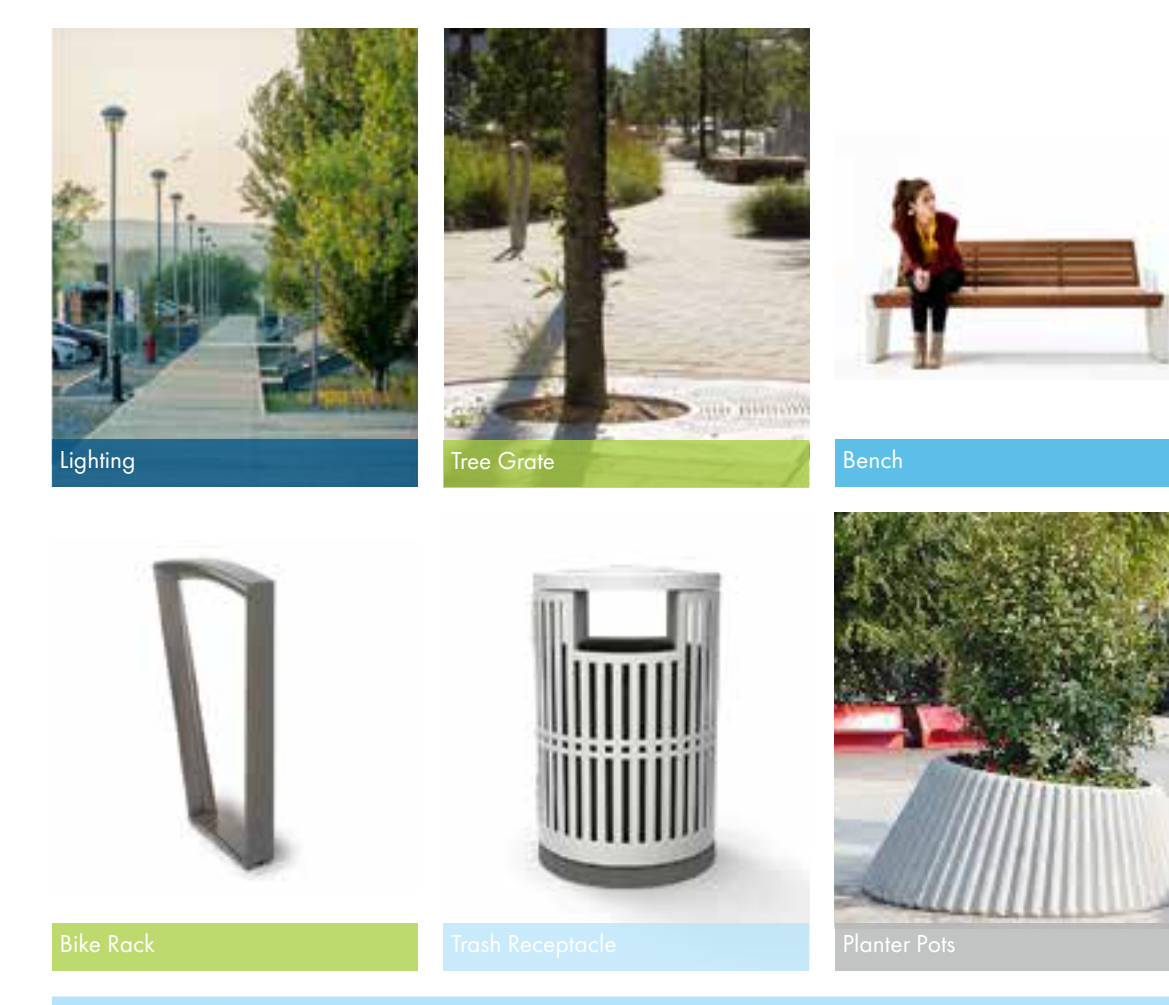
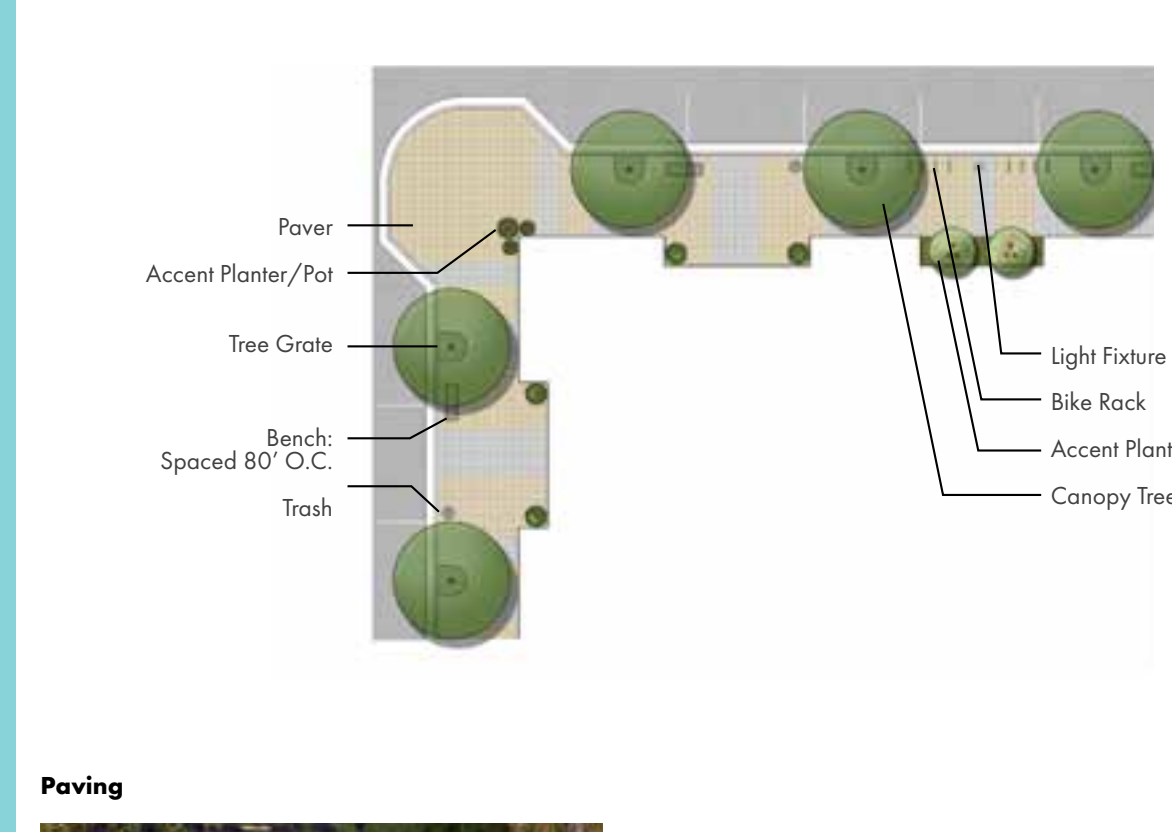


- Form and Scale of the Buildings**
Views to the river should be supported in all the development in the district by setbacks, height and views to the river.
- Design**
The unique character of the river should be maximized and extended throughout the district and the design of buildings and spaces should support views and connections to the river.
- Open Spaces/Art**
Provide links, connection and/or theming that provides better activity and reuse of the spaces that exist in the district.



Southbank District

Typical Streetscape Layout



Paving	Manufacturer	Product	Finish	Color
Pavers	Tremon	8x12 Park Plaza	Running Bond	Sandstone, White
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	LUMCA	CP6110		Silver
Furnishings	Manufacturer	Product	Model	Color
Tree Grate	Ironsmith	Olympian Tree Grate	1/2 60" round, 1/2 60" square	Aluminum, Expandable Tree Opening
Bench	Landscape Forms	Srato Beam Bench	Backed end and intermediate arms	White
Bike Rack	Landscape Forms	Emerson Bike Rack	Powder Coat	Silver
Trash/Recycle	Landscape Forms	Chase Park	Powder Coat	White
Planter Pots	Landscape Forms	Lena	Cast Stone	White