

## CHAPTER 11

### ARCHITECTURAL DESIGN STANDARDS

#### SECTION

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**14-1101. Purpose.** The purpose of these design standards is to augment the existing design criteria in the Zoning Ordinance and Subdivision Regulations with more specific design standards that apply to the design of non-residential structures including those found in retail and office and mixed-use developments. These design standards require a basic level of architectural variety, compatible scale, pedestrian and bicycle access, and mitigation of negative impacts. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

**14-1102. Procedure.** The following design standards are intended to be used as a framework by developers proposing office, retail, industrial and planned developments and as an evaluation tool by staff and the design review commission in their review process. These standards shall apply to all projects in office, commercial and industrial zoning districts and also planned developments, which are processed according to the criteria for proposed development plans. These standards are to be used in conjunction with the Zoning Ordinance, Subdivision Regulations, and other applicable local regulations. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

**14-1103. Definitions.** (1) "Arcade." An area contiguous to a street or plaza that is open and unobstructed, and that is accessible to the public at all times. Arcades may include building columns, landscaping, statuary and fountains. Arcades do not include off-street loading/unloading areas, driveways or parking areas.

(2) "Articulate." To give emphasis to or distinctly identify a particular element. An articulated facade would be the emphasis of elements on the face of a wall including a change in setback, materials, roof pitch or height.

(3) "Berm." An earthen mound designed to provide visual interest on a site, screen undesirable views, reduce noise or provide a buffer from adjoining land uses.

(4) "Breezeway." A structure for the principal purpose of connecting a main building or structure on a property with other buildings.

(5) "Buffer." See also "screen." An area provided to reduce the conflict between two (2) different land uses. Buffers are intended to mitigate undesired views, noise and glare effectively providing greater privacy to neighboring land uses. Typical buffers consist of materials that serve this purpose and include, but are not limited to, plant materials, walls, fences, earthen mounds, and/or significant land area to separate land uses.

(6) "Buffer strip." A portion of a lot or property used to visually separate one use from another through the use of vegetation, distance or other approved method.

(7) "Building face, public." Any building face, which can be touched by a line drawn perpendicular to a street (public or private).

(8) "Building mass." The building's expanse or bulk and is typically used in reference to structures of considerable size.

(9) "Design standards." Statements and graphics intended to direct the planning and development of the built environment in a particular manner or style so that the end result contributes positively to the overall development and continuity with the surrounding community.

(10) "Dormer." A window set vertically in a gable projecting from a sloping roof.

(11) "Facade." The portion of any exterior elevation on the building extending from the finished grade to the top of the parapet, wall or eaves and extending the entire length of the building.

(12) "Front yard." The portion of the front yard extending the full width of the lot and measured between the front lot line and the parallel line across the front of the building. Corner and double lots shall adhere to the front yard setback(s) for each frontage.

(13) "Gable." A triangular wall section at the end of a pitched roof, bounded by the two (2) roof slopes.

(14) "Hip roof." Roof without gables.

(15) "Parapet." The portion of a wall that extends above the roofline.

(16) "Pedestrian oriented development." Development designed with an emphasis primarily on the street sidewalk and on pedestrian access to the site and buildings/structures rather than on auto access. The buildings/structures are generally located close to the public or private right-of-way and the main entrance(s) is (are) oriented to the street sidewalk. There are generally windows or display cases along building facades. Although parking is provided, it is generally limited in size and location to side and rear portions of this site.

(17) "Pedestrian walkway." A surfaced walkway, separated from the travel portion of a public or private right-of-way or parking lot/driving aisle.

(18) "Portico." A porch or walkway with a roof supported by columns, often leading to the entrance to a building.

(19) "Public right-of-way." Any public road or access easement intended to provide public access to any lot or development, but excluding any internal driving aisles (i.e., within parking lots).

(20) "Screen." See also "buffer." The sole purpose of a screen is to block views. A screen should be constructed of opaque materials and be of sufficient height to effectively obstruct unwanted or undesirable views. Screen materials may include, but are not limited to, evergreen landscaping materials planted in an intertwined manner, fences, and/or walls.

(21) "Setback." Within these standards, the term also refers to the minimum distance and area measured from the property line to the interior of a parcel where buildings may be constructed, the required distance and the area between the edge of the parking lot pavement/curb and the property line or buildings/structures, and placing a building face on a line to the rear of another building line.

(22) "Streetscape." All elements of a development or area that in view from other points along a street. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

**14-1104. Arrangement and orientation of buildings.** Arrange buildings to orient to and help define the street, to frame corners, to encourage pedestrian activity and define public spaces.

(1) Compact building arrangements should be used in commercial districts to reduce the feeling of seas of parking, encourage pedestrian activity and define public space.

(2) Building arrangement should be contiguous along street faces to avoid large breaks between buildings.

(3) Deep setbacks behind parking areas should be avoided.

(4) Outparcel buildings should be used to frame corners, define street edges, and orient traffic toward primary and secondary entrances from public rights-of-way.

(5) Site new buildings so that they relate to adjoining buildings and developments.

(a) If existing buildings front the street, new buildings should have similar orientation.

(b) Relate setbacks of new construction to setbacks of surrounding existing buildings or developments.

(c) Orient a portion of retail or office development to adjoining neighborhoods and to local streets leading into the adjoining neighborhood including provisions for pedestrian connectivity.

(d) Provide breaks in large developments and building masses to allow pedestrian connections between developments.

(e) Around common open space and plazas, use buildings to define edges and provide comfortable scale.

(f) Buildings should be arranged so as to provide an attractive termination of vistas.

(g) Avoid orienting service areas toward primary elevations of adjoining developments. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

**14-1105. Facades and exterior walls.** Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of buildings and provide visual interest that will be consistent with the community's identity, character and scale. The intent is to encourage a more human scale that residents of Lakeland will be able to identify with their community. The resulting scale will ensure a greater likelihood of reuse of structures by subsequent tenants.

(1) Buildings with facades less than one hundred (100') feet in linear length shall incorporate wall projections or recesses a minimum of two (2') feet in depth and a minimum of ten (10) contiguous feet within each thirty (30') feet of facade length. The street level facade of such buildings shall be transparent between the height of three (3') feet and eight (8') feet above the walkway grade for no less than sixty (60%) percent of the horizontal length of the building facade. Windows shall be recessed and should include visually prominent sills, shutters, or other such forms of framing. The remaining forty (40%) percent of the street level facade shall use animating features such as arcades, display windows, entry areas, or awnings.

(2) Buildings with facades one hundred feet (100') or more in linear length shall incorporate wall projections or recesses a minimum of three feet (3') and a minimum of twenty (20) contiguous feet within each one hundred (100) linear feet of facade length and shall extend over twenty (20%) percent of the facade. Buildings shall use animated features such as arcades, display windows, entry areas, or awnings along at least sixty (60%) percent of the facade. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

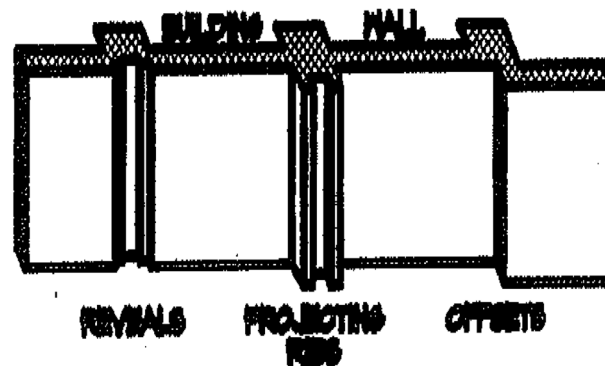
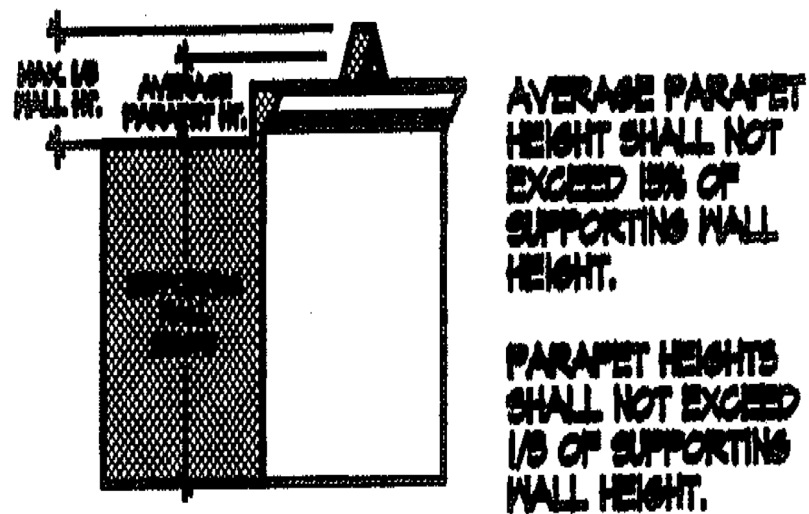
**14-1106. Detail features.** (1) Buildings should have architectural features and patterns that provide visual interests, at the scale of the pedestrian, reduce massive aesthetic effects, and recognize local character. The elements in the following standard should be integral parts of the building fabric, and not superficially applied trim or graphics, or paint.

(a) Building facades shall include a repeating pattern that shall include no less than three of the elements listed below. At least one (1) of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty feet (30'), either horizontally or vertically.

- (i) Color change;
- (ii) Texture change;
- (iii) Material module change;

- (iv) Expression of architecture or structural bay through a change in plane no less than eighteen inches (18") in width, such as an offset, reveal, or projecting rib.

**Figure 11.1.**  
**Examples of Architectural Detail Features**  
**Depicting Building Wall and Structural Bay Layouts**

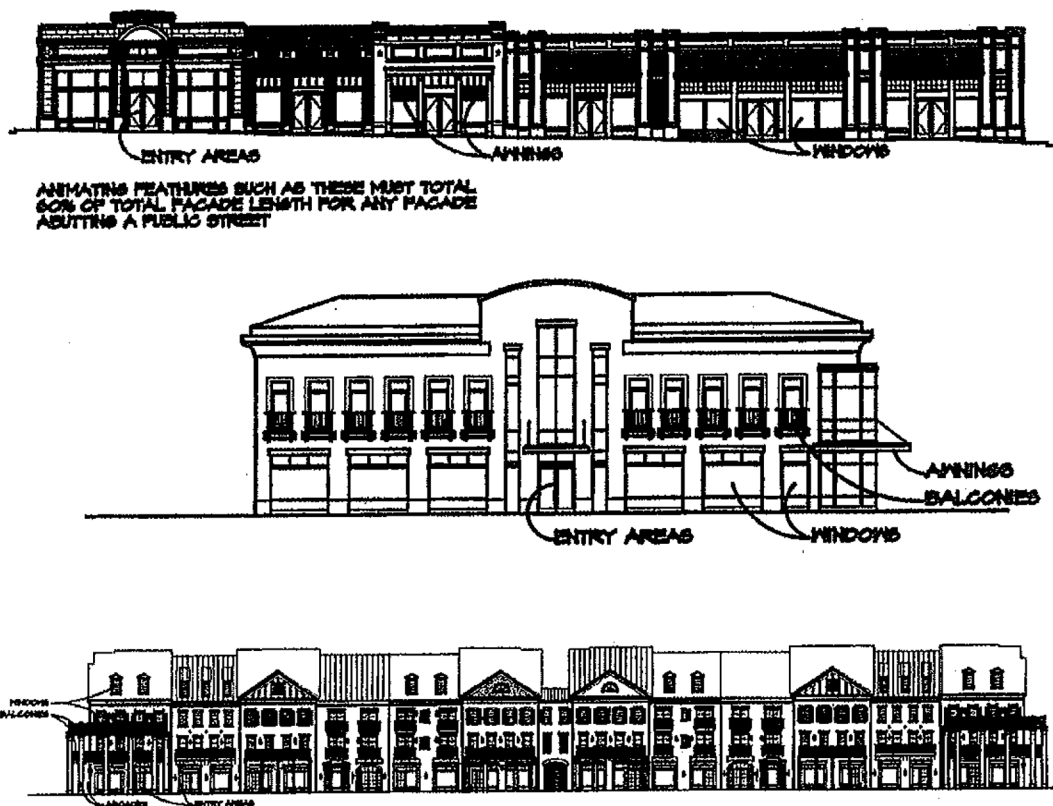


(b) Roofs. Variations in roof lines should be used to add interest to, and reduce the massive scale of large buildings. Roof features should compliment the character of adjoining neighborhoods.

(i) Roof lines shall be varied with a change in height every one hundred (100) linear feet in the building length. Parapets, mansard roofs, gable roofs, hip roofs, or donners shall be used to conceal flat roofs and roof top mechanical equipment from public view. Alternating lengths and designs may be acceptable upon approval by the design review commission.

**Figure 11.2**  
**Example of Varying Rooflines and Architectural Detailing**

**Figure 11.2.**  
**Example of Varying Rooflines and Architectural Detailing**



(iii) Roof materials. Roof materials shall compliment the building architecture. Architectural shingle, metal, and other forms of metal roofing are considered acceptable roofing materials for non-residential construction applications. Rubberized membrane roofing is acceptable so long as it is not visible from the public right-of-way or adjoining residential properties.

(c) Materials and colors. Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining neighborhoods.

(i) Predominant exterior building materials shall be high quality materials. These include, but are not limited to, the following materials:

- (A) Brick;
- (B) Sandstone;
- (C) Other native stone;
- (D) Tinted, textured, concrete masonry units;
- (E) Stucco;
- (F) Treated and stained wood (including cementous board materials).

(ii) Facade colors shall be low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is prohibited.

(iii) Building trim and accent areas may feature brighter colors, but neon tubing is prohibited for building trim or accent areas.

(iv) Predominant exterior building materials as well as architectural accents should not include the following:

- (A) Smooth-faced concrete block;
- (B) Tilt-up concrete panels (smooth finish);
- (C) Pre-fabricated steel panels;
- (D) Untreated wood.

(d) Entryways. Entryway design elements and variations should give orientation and aesthetically pleasing character to the building. The standards identify desirable entryway design features.

(i) Each principal building on a site shall have clearly defined, highly visible customer entrances featuring no less than four (4) of the following:

- (A) Canopies or porticos;
- (B) Overhangs;
- (C) Recesses/projections;
- (D) Arcades;
- (E) Raised corniced parapets over the door;
- (F) Peaked roof forms;

- (G) Arches;
- (H) Outdoor patios;
- (I) Display windows;
- (J) Architectural details such as tile work and moldings which are integrated into the building structure and design;
- (K) Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.

(e) Entrances for large retail establishments. Large retail establishments containing more than one hundred thousand (100,000) square feet of gross leasable floor area should feature multiple entrances. Multiple building entrances reduce walking distances from automobiles, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience where certain entrances offer access to individual stores, or identified departments in a store. Multiple entrances also mitigate the effect of the unbroken walls and neglected areas that often characterize building facades that face bordering land uses.

(i) All sides of a principal building that directly face an abutting public right-of-way shall feature at least one (1) customer entrance. Where a principal building directly faces more than two (2) abutting public rights-of-way, this requirement shall apply only to two (2) sides of the building, including the side of the building facing the primary street, and another side of the building facing a secondary street.

(ii) The number of entrances for the principal building shall be addressed during the review of the preliminary development plan. Where additional stores or offices will be located in the principal building, each such store shall have at least one (1) exterior customer entrance, which shall conform to the above requirements.

(iii) The rear or sides of buildings often present an unattractive view of blank walls, loading areas, storage areas, mechanical units and meters, garbage receptacles, and other such features. Architectural and landscaping features should be utilized to mitigate these impacts. Any back or side of a building visible from a public street or residential district shall be designed in accordance with provisions governing front facades of buildings relative to facades and exterior walls, detail features, roofs, and materials and colors.

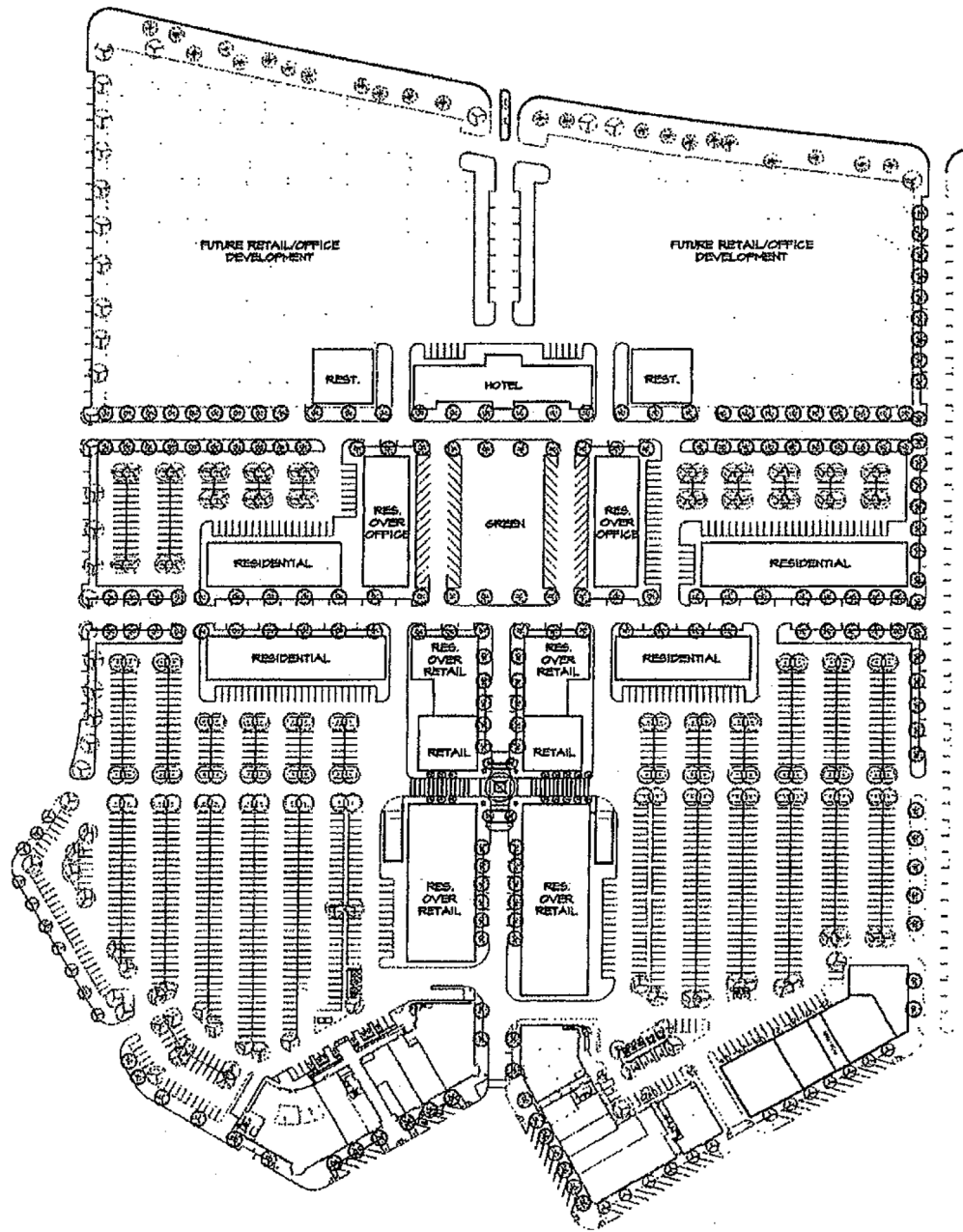
(A) Where the facade faces adjacent residential uses an earthen berm shall be installed, no less than six feet (6') in height, containing at a minimum, a double row of evergreen trees planted at intervals of fifteen feet (15') on



center. Deciduous trees may only be used for visual interest on the berm.

(B) Additional landscaping may be required by the design review commission to effectively buffer adjacent residential land uses as deemed appropriate.

**Figure 11.3**  
**Example of Entrance Configuration for Retail Development**



(f) Screening requirements for mechanical systems, outdoor storage and trash collection areas. Outdoor storage areas and trash collection facilities often exert visual and noise impacts on surrounding property. These areas, when visible from adjoining property and/or public streets, should be screened, recessed or enclosed. While screens and recesses can effectively mitigate impacts, the selection of inappropriate screening materials can exacerbate the impacts to adjoining property. Appropriate locations for outdoor storage areas including areas between buildings, where more than one building is located on a site and such buildings are not more than forty feet (40') apart, or on those sides of building that do not have customer entrances.

(i) Unattractive elements such as outdoor storage, trash collection or compaction, truck parking and loading areas are to be located out of public view from streets, adjacent residential property, and other highly visible areas such as parking lot access drives.

(ii) No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall only be located in a side or rear yard and shall not be within twenty feet (20') of any internal sidewalk or pedestrian way.

(iii) Refuse collection areas shall be fully enclosed and screened from public view on at least three (3) sides with a six to eight foot (6'-8') opaque screen of masonry or equivalent material similar to the primary building material used on the principal structure and shall be supplemented with evergreen trees and shrubbery that blend into the overall landscape treatment for the development

(iv) Outdoor storage, utility meters, HVAC and other mechanical equipment, trash dumpsters and receptacles, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustical impacts of these functions are fully contained and out of view from adjacent properties and public streets, and no attention is attracted to the functions by the use of screening materials that are different from or inferior to the principal materials of the building and landscaping.

(v) Exterior ground-mounted or building-mounted equipment including, but not limited to, mechanical equipment, utilities' meter banks and coolers shall be screened from public view with landscaping or with an architectural treatment compatible with the building architecture.

(vi) Non-enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences. Materials, colors and design of screening walls and/or fences and the cover shall conform to those used as

predominant materials and colors of the building. If such areas are to be covered, then the covering shall conform to those used as predominant materials and colors on the building.

(vii) All roof-top equipment shall be screened from public view with an architectural treatment which is compatible with the building architecture and integral to the overall appearance of the building. The methods of screening of rooftop equipment include, but are not limited to, encasement or partition screens. Equipment screens shall be required at a height that is as high as or higher than the equipment being screened. After submittal of justification and careful analysis (i.e., site line visibility study), the design review commission may grant exceptions to the screening requirements if one of the following exception criteria is valid.

(A) A building is located at a high elevation in relation to surrounding properties and it is demonstrated that rooftop equipment will not be visible.

(B) A building is located in the middle of a commercial or office development and the rooftop equipment is not visible from arterial or collector right-of-ways, residential properties, nor will it have a negative impact upon any sensitive areas or scenic view or vistas.

(C) A building is sited in a manner where the location and setback of rooftop equipment from the building edge in relation to the elevation and visibility of surrounding properties is such that the equipment will not be visible from any distance and additional screening measures are not required. (as added by Ord. #04-07, Sept. 2004, and replaced by Ord. #07-102, Feb. 2007)

**14-1107. Mixed use developments.** To allow the desired mixing and integration of uses, streetscapes, and innovative design treatments for mixed use or traditional neighborhood design developments, these design guidelines may be waived, so long as the development is a planned development, and so long as the development complies with all prior approvals of the City of Lakeland. All waived portions of the guidelines must be specifically identified in writing and approved by the planning commission, or the applicable design guidelines of this chapter shall apply. (as added by Ord. #07-102, Feb. 2007)