

## **“Exhibit A”**

### **Downtown Melbourne & Olde Eau Gallie District Architectural Guidelines**

#### **Introduction:**

What makes a downtown successful? There is no single formula. Product, price, display, service, location and market all play a part. So does the outward appearance of the business. Many store and shop owners regard appearance as secondary to the more immediate concerns of price, product and service. Too often, the building itself is neglected or mishandled. Yet experience shows, time and again, that appearance is important to a healthy downtown district. As merchants work together to create an attractive image, the downtown as a whole can benefit.

Most architecture in Olde Eau Gallie and Downtown Melbourne consists of sound structures. These buildings are stylistically “utilitarian” with few architectural appointments. The downtowns have some older structures dating back as far as the pre-1900’s. Many of these older buildings are two or three stories and fortunately, have kept much of their original architectural character and detailing.

Three renovation strategies are needed for downtown buildings. The older, taller buildings serve as local landmarks and give the downtown areas a greater sense of history and stability. These older buildings should keep or regain as much of their original architectural features and details as possible. Secondly, some structures have less personality. But this can be an asset, for it provides the opportunity to consider more innovative renovation that can give each building a stronger individual identity yet help unify the overall downtown image. And thirdly, the construction of new buildings on vacant lots should be encouraged, as it fills a void in the building environment. This is called in-fill construction. A good in-fill design will vary according to its setting. New buildings should look modern in design, yet be sensitive to the character of its surroundings.

Before focusing on detailed renovation plans, make an assessment of the whole community. Look at the street and the city block you are part of. The block façade is an important element of the business image. You and your neighbors must strive for visual compatibility. Look at successful efforts and bad examples to understand how to best renovate your building.

Inappropriate materials and gaudy colors may mask the original design details and materials. Signs placed haphazardly throughout the block-face and tasteless advertising destroys any visual unity within the block-face. The repair of walls and the renovation of windows, fascia and trim strengthens architectural image. Visual excitement and diversity should be created within the storefront area. Signs act as a boundary between storefront and upper floor architecture. Signs and awnings should be coordinated to draw attention to the storefront areas.

## **New Structures And Renovations:**

The typical multi-story commercial building has two distinct architectural areas:

- a) The upper and ground floors;
- b) The storefront entry, windows and display areas.

The upper façade gives the building its basic mass and displays the structure's essential style. The storefront area is one of visual and physical access and establishes the image of the business or service offered within. The two principal areas of a commercial building can be analyzed separately, but the visual impact they have on each other must be taken into account. The upper story and ground floor frame the storefront and buffer it from the storefronts of adjacent buildings. If storefront details or signs encroach on the upper story façade, the architectural integrity of the building suffers.

Signs and awnings can usually be treated as part of the storefront, but signs and awnings can have a great impact on the image of the building as a whole. Careful design, location and color coordination are needed to make certain that signs and awnings complement other architectural renovations.

The architectural quality of the traditional commercial building stems largely from the treatment and condition of the upper façade. On traditional buildings, the upper façade is a solid mass relieved by window openings and ornamentation. The façade often terminates in a significant roofline cornice and frieze that accentuate the finished architectural quality of the building.

Often, the original aesthetic integrity of the upper façade suffers from neglect or abuse. Poor maintenance, dirt, decay and poorly executed repairs are perhaps the most common source of visual blight.

Newer downtown buildings generally lack significant architectural ornamentation. An inherent weakness is the inadequate appearance of the area surrounding the storefront. A storefront without an architectural frame lacks substance and looks temporary.

Where the original design intent, architectural style or building materials are inadequate or uninteresting, more innovative treatment will give the building a stronger architectural character and are encouraged during renovations.

Residential buildings in a downtown are often converted to retail or office uses. The renovation guidelines for such converted buildings follow principles similar to those for commercial architecture.

Avoid design and material combinations that give an “off the shelf—one solution fits all” appearance. “Antiquing” of non-vintage structures is another common but inappropriate renovation tactic.

The following guidelines shall apply to commercial buildings.

**General.** An overall unified architectural character and image should be created by the use of common elements such as consistent forms, colors, materials, and details. Similar architectural treatment between structures within a multi-unit project may be permitted to allow diversity within the project.

The building orientation shall be towards a public right-of-way. Similar architectural composition and treatment shall be provided on all sides of the building that are visible from a public right-of-way, thus referred to as “visible elevations”. For corner lots, this may require all four sides to meet the requirements.

**Roofline.** A strong roofline adds a more finished touch to the structure. Roofline and cornices are especially important for buildings lacking window openings or upper façade detailing.

The roofline along each elevation should incorporate a minimum of one (1) design feature from below:

- Decorative roof details, such as dormers, cupolas, rafter tails, balconies, terraces, or small beams
- Cornices with decorative detail; or
- Pediment, porticos, architectural features at entryways, or decorative towers.

**Façade.** Exterior building materials contribute significantly to the visual impact of the building. The “visible elevations” of every building should incorporate recesses and projections, and architectural elements such as columns, arches, etc.

Exterior finishes shall be used on all building materials to provide an aesthetic look. Unfinished concrete block shall have a stucco or other decorative finish on all “visible elevations”.

Corrugated metal panels, used as a finish material, shall be prohibited on “visible elevations”. Exceptions for architectural metal panels that change the visual appearance of a building may be considered.

**Exterior Building Lighting.** Exterior building lighting shall be required for new buildings. Ornamental or decorative lights mounted with brackets and emblem sign lights shall be used.

**Exterior Details.** Architectural features or details such as windows, awnings, covered arcades, sills, shutters, reliefs, trims, columns, pilasters, quoins, reveals, cornices, horizontal banding arches, decorative vents, and/or accent tile, shall be integrated into the façade to avoid the appearance of a blank wall.

**Walls.** Walls shall have the surfaces cleaned and repaired. In addition, restoring unique original detail and removal of exposed mechanical equipment, electrical apparatus, sign supports, and inappropriate architectural additions shall be done where appropriate.

Renovation of the design and materials for walls of older landmark buildings is important to promote the image of performance and community stability.

**Windows.** Repairing, replacing or reopening all original windows shall be done. Besides providing light and ventilation, these windows lend a human scale to the building's appearance. Proper reintroduction of windows imbues the entire building with a sense of activity and liveliness. Boarded up windows must be painted the same color as the building.

**Building Color.** The use of color on architectural exteriors is subjective. The range of colors is almost infinite; their application is largely a matter of taste and fashion. All multi-story buildings shall have two accent trim colors and single-story buildings shall have up to two accent trim colors. The following are some guidelines for the use of color for downtown architecture.

A retail building may be divided into two areas of color:

- a) The upper story which should be of a natural subdued color; and
- b) The storefront which can be a stronger focal point.

The upper story architecture should give continuity to the streetscape. The storefront should attract the shopper and provide interest to the stores. The storefront color scheme should also reflect the merchandise and or services offered.

With the exception of the Eau Galle Art Overlay Zone, whites, pastels and earth tones shall be used as the main building color. Bright colors could be used in limited amounts for the display area, trim details, and architectural design elements to focus attention.

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Brick surfaces should be exposed and restored. When the hues are warm reds and oranges, the original natural color should be preserved.

Side/rear elevations may be divided into two categories:

- a) Corner lot buildings whose elevation face onto a perpendicular street; and/or
- b) Buildings with walls facing onto alleys, parking areas, and vacant lots.

Treatment for the elevations of street corner units shall follow the front façade guidelines. Because corner buildings can set the tone for an entire downtown block, it is important that the design treatment started on the front façade “turn the corner” to maintain the continuity of the streetscape.

Elevations located next to alleys, vacant lots, parking areas, or above shorter buildings are also highly visible from the main street and can have a strong impact. Elevations shall be upgraded to complement the quality of the front facades. Where possible, introduce windows and extend the front façade detail.

**Storefront.** Storefronts shall be individualistic and strive to attract attention to themselves. This visual diversity of individual businesses is necessary to create desirability. The storefront should be an architectural contrast to the mass and solidity of the upper façade. The most important functions of the storefront are identification and visual and physical access to the goods and services inside.

Individual ground-level retail uses with exterior public access that are part of a larger freestanding building shall have display windows along a minimum of 50% of the façade length. Windows shall be defined with details such as frames, sills, shutters, planters, relief trims, or lintels. Storefront design, relief features and decorative treatments shall complement contiguous storefronts.

No more than 25% of storefront windows may be covered, because it negates the inviting, pedestrian-oriented quality a storefront needs. The only 100% coverage allowed is during and for construction purposes, where the inside of windows may be covered in a solid neutral color material such as brown wrapping paper.

Offices can have a permanent window design of curtains, plants and elegant window lettering. Such space can also be “lent” for public service displays, artwork, etc.

Storefront themes or designs can be of infinite variety, but should always strongly indicate the personality of the business it represents.

In all cases, the design should be of professional quality. Whether contemporary or traditional, storefronts must be absolutely free of a hastily applied “off the shelf” or contrived look. Because the storefront is highly visible to shoppers and pedestrians, attention must be paid to the quality of materials used and the construction detailing.

### **Other Architectural Details And Features:**

**Awnings.** Awnings are a simple yet highly effective means to improve the retail façade. Awnings add interest to the downtown street. Awnings serve as an architectural detail and as an element of color. They help draw attention to storefront display areas and also improve the comfort of shoppers. Awnings also protect the merchandise in the show window and reduce show window glare.

*Design:* Rigid or retractable architectural canopies or flexible, fabric awnings shall be used. Awnings shall be attached directly to the building. Professional design advice is the best way to guarantee that an awning or canopy will complement and not distract from the architectural character of a building. Simple, traditional designs that fit in well with the building’s overall image will look good years later.

*Color:* Choose colors that complement storefront, signage, and building colors. Bright colors add a casual, festive air to the streetscape while subdued colors present a more formal appearance. A variety of patterns are also available – delicate stripes, bold stripes or solid colors.

**Fences.** Fence design shall take into consideration the unique qualities and character of the building. Color should be harmonious with the building's color(s). Fences should not interfere with the general public's visual access to architecturally/historically significant structures or to properties with scenic views.

Chain-link fence is not permitted past the front building line along a front or side corner yard, and is discouraged in the rear and side yard. Chain-link fence may be used adjacent to an alley. Any new chain-link must be dark green or black powder-coated or vinyl-coated. Additionally, similar fence composition should be provided on all sides of the building that are visible from a public right-of-way.

The use of chain-link fence in dark-green or black may be permitted in the front, side or rear yards at the discretion of the ARB in accordance with the following:

- In the Eau Gallie CRA, in an area bound by US 1 to the east, the railroad tracks to the west, and Eau Gallie Boulevard to the south; except for properties fronting US 1 or Eau Gallie Boulevard will not be permitted a chain-link fence along the property lines visible from those streets.
- In the Downtown Melbourne CRA, in the area south of Crane Creek, when replacing an existing, dilapidated chain-link fence; except for properties fronting US 1, will not be permitted a chain-link fence along the property lines visible from US 1.

**Signs.** Signs should be a combination of identification information, and image making. They must be eye-catching without being exotic or offensive. Graphic simplicity and compatibility with building architecture are the main objectives of a well-designed commercial sign.

Signs shall be a complementary architectural element and impart an important, horizontal element to the block face. Quality of workmanship is important. Do not scrimp on design and materials. Such stinginess will become part of the business's general public image.

There are several ways to treat wall signs. First, they can be part of the storefront design. A second more traditional approach is to have the sign frieze act as a transition element between storefront and upper façade. The third alternative is to apply individual letters directly to windows. Finally, signs may be part of an awning.

*Location:* In most cases, a sign shall locate and identify a storefront and not be placed on the upper façade of the building. Signs shall not cover any important architectural feature. Signs for traditional commercial buildings shall be located between the storefront and upper stories.

**Materials:** Sign materials shall be compatible with the building's overall design. Consider all the possibilities for using different materials. Each has unique qualities, which can be exploited for the type of sign most appropriate to your needs.

**Lettering/Symbols:** Simplicity is the key to legibility and elegance. Use of recognized symbols such as the druggist's mortar and pestle can reduce the total message needed. A bold and simple style will make the sign easier to read at a distance, yet avoid oversized units or contrived gimmicks to attract attention. All signs should be defined by use of borders around the sign area when it is contained within a distinct shape.

**Color:** The color principles used in storefront designs shall carry over to signs.

**Illumination:** Indirectly lit signs reduce glare and impart warm, even tones to the sign while not drawing attention away from the store window displays.

**Murals.    *Materials & Installation:***

- The proposed mural must exhibit high quality materials that will enhance the overall development and appearance of the site.
- The proposed mural must exhibit skilled application or installation standards.
- Materials used for murals may include, but are not limited to, paint and other artistic mediums such as tile or mosaic, and low-relief sculpture.
- All materials must be appropriate for the mural's outdoor location and climate, with special consideration for longevity, and if possible, graffiti-resistance.
- Murals applied to a surface such as vinyl or other non-permanent material are prohibited.

***Design:***

- The proposed mural shall be an original composition of art.
- The proposed mural must exhibit a skilled design, and shall be designed under the supervision of a qualified artist/muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such project, as evidenced by examples of previous art projects.
- The mural shall be an appropriate design for the view and vantage points of the mural's intended audience.
- Proposed murals shall be considered in the context of their placement within the surrounding neighborhood, due to the significant and important interest of the City of Melbourne in preserving the historic legacy and nature of the neighborhood.
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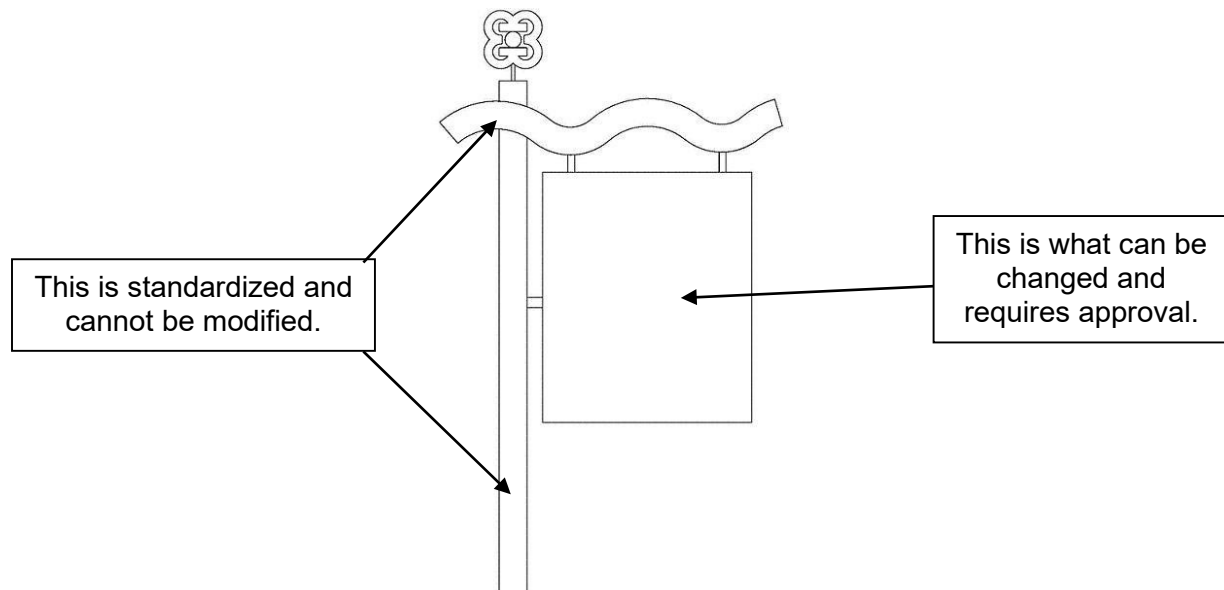
- The mural shall not contain text or images that constitute obscenity, fighting words, or incitements to violence.

These Mural Guidelines shall be construed and applied in accordance with applicable protections under the Florida and United States Constitutions.

### Special Areas And Features:

**Eau Gallie Art Overlay Zone:** The architectural style of the art overlay zone should be eclectic, allowing businesses to express their freethinking and creative (non-conforming) styles, through the use of a variety of color combinations and designs. It is the intent of the district to permit businesses to express themselves through the use of mosaics, murals and other adornments, as long as they are not commercial in nature.

- **Ground sign:** Businesses within the Eau Gallie Art Overlay Zone are permitted a ground sign. All ground sign frames shall be the same approved design, shown below. Businesses shall place their business signage on the blank space that is supported by the approved frame.





## Olde Eau Gallie Riverfront CRA (only):

- **A-frame Signs.** A-frame signs are intended to attract pedestrian traffic in a tasteful and aesthetically pleasing manner. When reviewing A-frame signs, the Historic and Architectural Review Board should look at the sign structure itself, and not the proposed content of the sign, as it is intended that the copy on the sign frame will change frequently according to the needs of the business it serves. Acceptable sign frame materials include finished wood, metal, and plastic, and may contain a surface, such as a chalk board or white board, to write on. Particle board without a smooth veneer finish is prohibited. Regardless of the material used to construct the sign, it should be of high-quality workmanship. A-frames signs must be maintained, kept free of rust, and shall not contain sharp edges or easily breakable material. The use of sandbags, concrete blocks, bricks or other items not integral to the sign frame are prohibited. Unique and creative sign frame design is encouraged, but standard A-frames ordered from manufacturers or retailers is also permitted.

### Examples of acceptable A-frame Signs

