

**CITY OF BROOKSVILLE  
COMMUNITY REDEVELOPMENT PLAN**

**APPENDIX A  
DESIGN GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION  
IN THE COMMUNITY REDEVELOPMENT AREA**

**1. MISSION**

The following guidelines are to serve as a design framework assisting property owners, developers and designers in understanding the City's goals and objectives for high quality development and rehabilitation within the CRA (Community Redevelopment Area) district. The design guidelines are general and may be interpreted with some flexibility in the application to specific projects. The guideline's intentions are as follows:

- Complement site development regulations established by the City's Land Development Code
- Provide good examples of design solutions
- Provide design interpretations of mandatory regulations

Ultimately the guidelines will be applied during the review process to promote the highest quality of design while encouraging creativity on the part of the development team.

**2. APPLICABILITY**

Any addition, remodeling, relocation or construction requiring a building permit subject to review by the City's Development Review Committee (DRC) or the CRA shall adhere to these guidelines where applicable. The City Council may appoint a separate Architectural Review Committee (ARC) composed of members experienced in the arts of architecture, engineering, architectural history, preservation of construction, along with representatives of local businesses and citizenry at large. Once appointed, the ARC may be assigned responsibility to review projects for compliance with these guidelines.

Unless there is a compelling reason these guidelines should be followed. Any deviation from these guidelines will require administrative review/approval, unless it is in conflict with City land development regulations, in which case a variance would be required.

**3. PRESERVATION OF TRADITIONAL DECORATION**

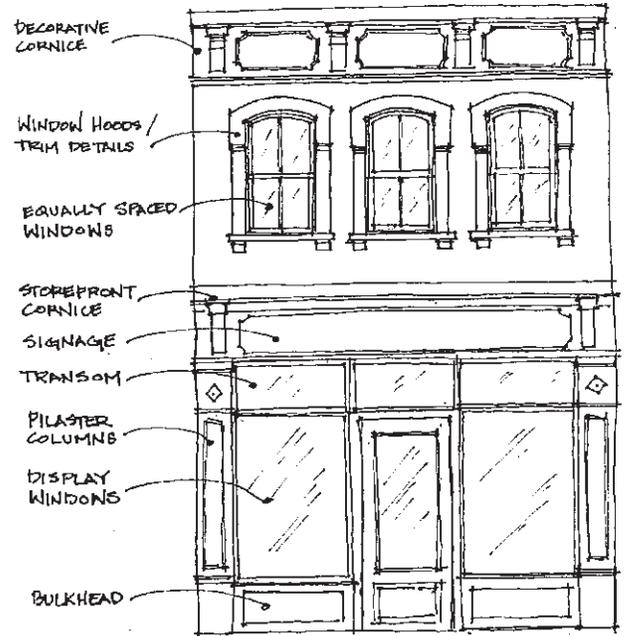
The traditional commercial storefront can be considered the cornerstone of Main Street. Dating from the 19th and early 20th centuries, these buildings share a remarkable similarity - a consistency that creates a strong visual image for the downtown. Because they were composed of similar parts, the blocks have a consistent, organized and coordinated appearance. Any one façade is visually related to its neighbors.

## BUILDING FACADE ELEMENTS

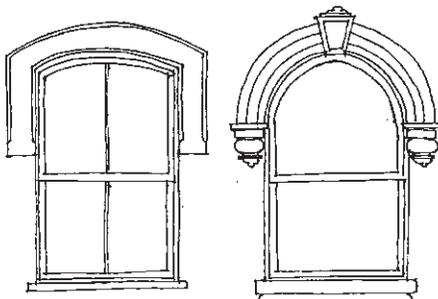
The parts of the façade were often compatible enough to be interchangeable. A commercial building from the mid to late 1800s could be easily modernized by inserting a new 1900s storefront. Although the styles and details changed, the proportions remained the same.

Technological developments, coupled with changing tenants and merchandizing trends, encouraged frequent first floor storefront changes, while the upper façade stayed the same, deteriorated or was covered over.

The storefront became increasingly transparent, but it still fit the framed opening provided by the original building. When a storefront is not contained within this frame, it looks out of proportion with the upper façade. The basic commercial façade consists of three parts; the storefront with an entrance and display windows, the upper facade usually with regularly spaced windows and the cornice that caps the building. these components appear in many shapes, sizes and styles but result in essentially the same façade.

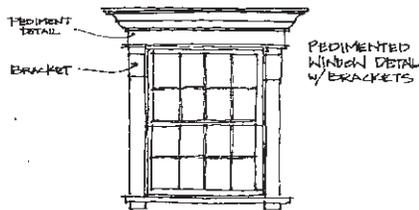


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SIMPLE WINDOW HOOD ON SEGMENTED ARCH

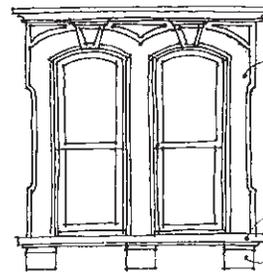
MORE ORNATE HOOD ON FULL ARCH WINDOW



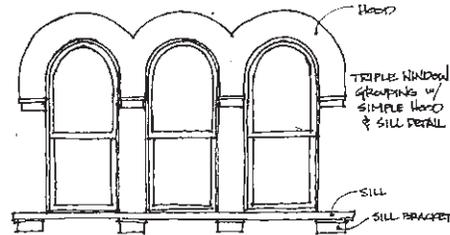
PEDIMENTED WINDOW DETAIL w/ BRACKETS

SINGLE WINDOW CROWN DETAILS

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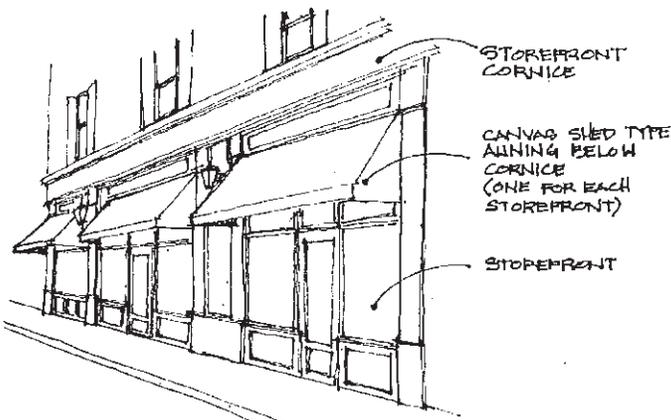


DOUBLE WINDOW GROUPING SHOWN w/ FRAMED WINDOW SURROUND



MULTIPLE WINDOW CROWN DETAILS

Mango Design



AWNINGS & CANOPIES



FIXED CANOPY WITH FLAT ROOF & RAILING TO SIMULATE SMALL BALCONIES

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Future improvements or alternations to building facades should not cover up or remove original design elements. These original features should be restored and incorporated into the new construction to harmoniously reflect the original design and accentuate any unique stylistic features.

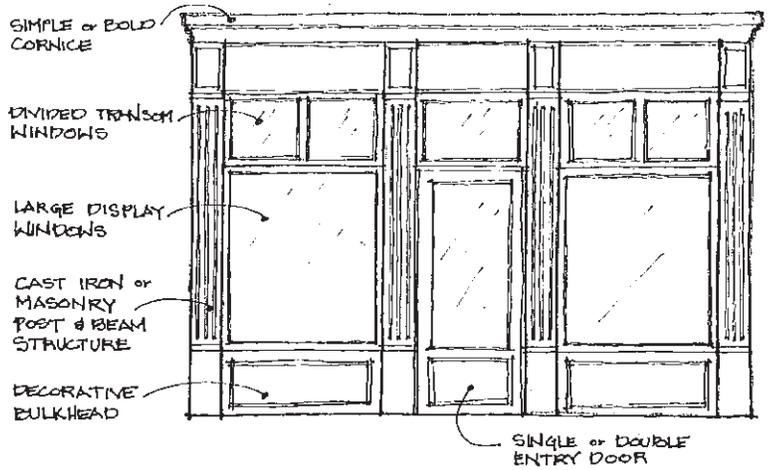
Existing historic decoration should be preserved or restored whenever possible to achieve the following:

- Reinforces the traditional character of downtown
- Adds richness of detail
- Creates unique character to individual buildings

Existing building elements incompatible with the original façade design should be removed:

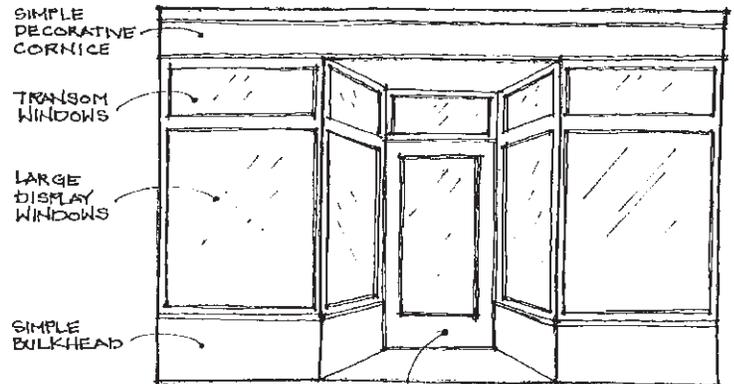
- Overdone exterior embellishments
- Modernized facades
- Historically inaccurate materials and colors

The appearance of downtown is of an evolutionary process in which buildings stay the same, are altered or are completely replaced. This process is continuous and inevitable. But its success or failure depends on how sensitive these changes are to the existing framework of buildings.



STOREFRONT EXAMPLE "A"  
19<sup>TH</sup> CENTURY

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STOREFRONT EXAMPLE "B"  
EARLY 20<sup>TH</sup> CENTURY

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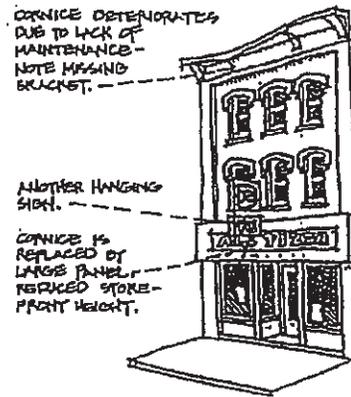
1. THE ORIGINAL FAÇADE—  
THE VISUAL RESOURCE



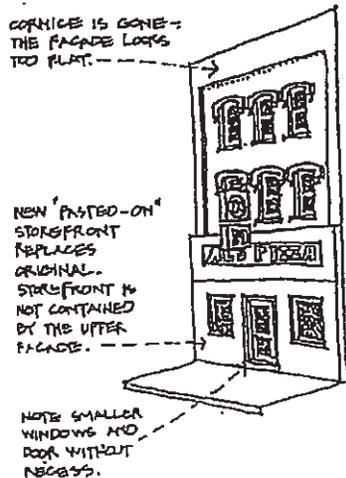
2. MINOR FAÇADE CHANGE



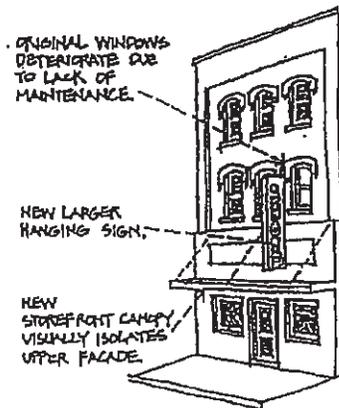
3. MORE MINOR FAÇADE CHANGE



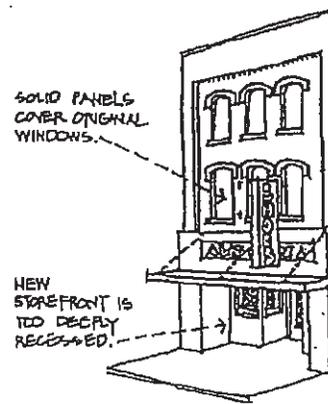
4. STOREFRONT REMODELING—  
THE FAÇADE LOOKS  
CUT IN HALF.



5. MORE STOREFRONT CHANGE



6. ANOTHER STOREFRONT REMODELING



The typical Main Street façade inherently exhibits some basic qualities from its architectural style, construction materials and composition. Sensitive change accepts these façade qualities and builds on them. The result is a harmonious blending of new design elements within the existing façade. Insensitive change, on the other hand, ignores and often eliminates the design qualities of the original building and creates an unnecessary clash between new and old.

The above series of drawings show how a typical façade might have changed over time. Changes happen gradually and have a cumulative effect on a building's appearance. While some alterations are hardly noticeable, change upon change over the years can completely ignore the original façade.

#### 4. SELECTION OF BUILDING MATERIALS

Many contemporary materials possess qualities that make them optimal for new construction, such as energy efficiency, resistance to elements, standardization, etc. Materials chosen for a remodel or alteration should have matching visual characteristics of the original materials.

Replacement materials should align with the original in:

- Size
- Color
- Texture
- Placement

Materials such as cedar shakes, textured plywood, stone veneer, log paneling, plastic and in some cases stucco, are not appropriate for use in traditional facades for three reasons:

- They conflict with the traditional character of downtown.
- They are not of a quality in terms of durability, finish and appearance.
- They detract from the character of the storefront and the façade.
- They create a confused appearance instead of reinforcing traditional character.

The color and texture of storefront materials should be simple and unobtrusive.

- The storefront frame can be wood, cast iron or anodized aluminum
- The display windows should be clear glass
- Transom windows can be clear, tinted or stained glass
- The entrance door should have a large glass panel and can be made of wood, steel or aluminum
- The bulkheads can be wood panels, polished stone, glass, tile or aluminum-clad plywood panels
- The storefront cornice can be made of wood, cast iron or sheet metal or sometimes the horizontal supporting beam can serve as the storefront cap
- The side piers should be the same material as the upper façade, or stucco with paint to look the same

Certain materials and design elements should never be used on a traditional commercial building.

- Mansard roof with wood shingles
- Rough textured wood siding
- Fake bricks, stone and gravel aggregate materials are not appropriate

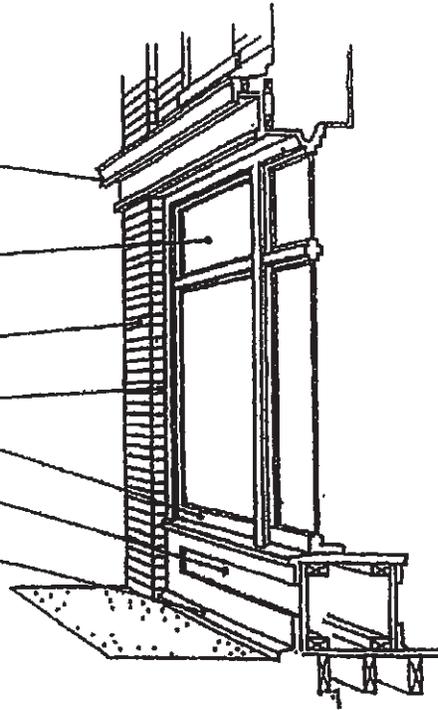
Inappropriate historical themes should be avoided. Small window panes, a colonial door and storefront shutters are 18<sup>th</sup> century elements that do not belong on most 19<sup>th</sup> & 20<sup>th</sup> century facades.

Keep it Simple:

When designing a new storefront or renovating one, the emphasis should be on transparency. The basic storefront design should include large display windows with thin framing, a recessed entrance, a cornice or a horizontal sign panel at the top of the storefront to separate it from the upper façade, and low bulkheads at the base to protect the windows and define the entrance. This basic configuration can be constructed from traditional or contemporary materials, achieving the same result.

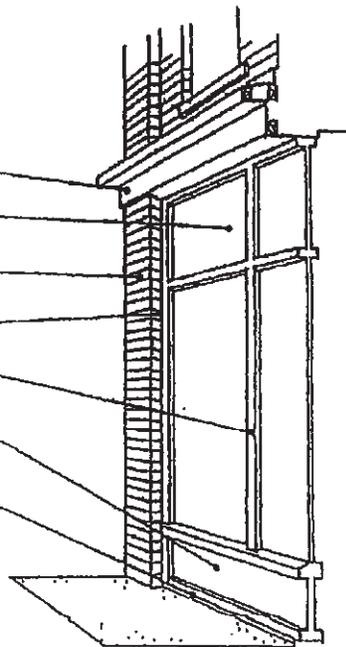
### STOREFRONT WITH TRADITIONAL MATERIALS

- A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.
- Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted or stained glass.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slopes forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied to it.
- The storefront rests on a masonry or concrete base to prevent water damage.



### STOREFRONT WITH CONTEMPORARY MATERIALS

- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be stained glass, clear glass or opaque.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with dark anodized aluminum or painted aluminum.
- Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.
- The storefront rests on a masonry or concrete base.



## 5. WINDOW REPLACEMENT & REPAIR



As with building materials, window casements and window replacements should match the originals as close as possible. Window guidelines are as follows:

- Fill the entire window opening
- Duplicate original patterns
- Avoid windows & shutters that are not keeping with the original style

## 6. DOOR REPLACEMENT & REPAIR



If the original door still exists all efforts should be made to repair the door and frame. However, many replacement doors are made of aluminum and glass and are generally considered unobtrusive to the overall look and character of a building.

If aluminum doors and frames are to be utilized the following guidelines are to be followed:

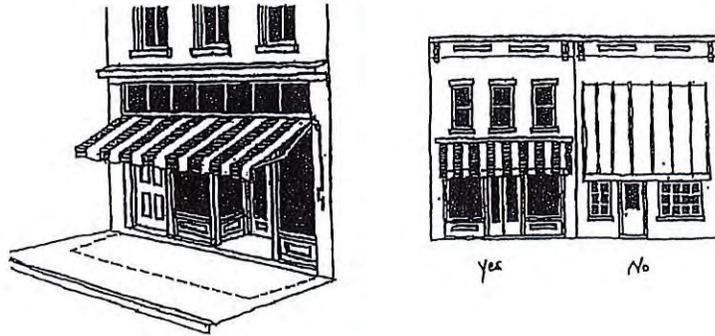
- Aluminum finish/paint should aim to match original color
- New aluminum is to be exposed to weather for 2 months prior to applying finish
- Aluminum is to be cleaned and prepared for metal primer
- Finish coats are to be applied per paint/primer manufacturer recommendations

CRA guidelines for door replacement:

- Design & construct a new door with the same proportions as the original
- Locate & install a door system that resembles the original
- Utilize a standard aluminum door with side stiles and a dark anodized or backed enamel finish

- Do not utilize doors with a residential character; these typically contain molding, cross bucks or window grills

## 7. AWNINGS



Canvas awnings were a common feature on traditional storefronts and are an acceptable design element to be used on commercial storefronts throughout the CRA district. Awnings are typically used to achieve the following:

- Provides cover & shade to pedestrians
- Adds color to building façade (historically accurate colors only)
- Transition from storefront to upper façade
- Creates a individualistic & welcoming character for each commercial storefront

Guidelines for affixing awnings to the building façade are as follows:

- Above the display window & below the cornice or signage panel
- Between the transom & display window
- Awnings should not extend higher than any upper transom window or to any second story window
- Awnings should cover only one storefront

Individual awnings at second story windows are historically accurate and can be utilized so long as they reflect the design character of the lower awning treatments. In addition, inappropriate

storefront alterations can be effectively disguised by mounting an awning over the alterations while maintaining the proportions of the traditional storefront.

Contemporary awnings are constructed of various materials such as canvas, vinyl-coated canvas, acrilan (synthetic) and aluminum. Aluminum awnings detract from the historical character of a building and should be avoided if possible. If a flat canopy exists, it can be dressed up with a 12 to 24 inch awning valance or flap.

## 8. REAR ENTRANCES

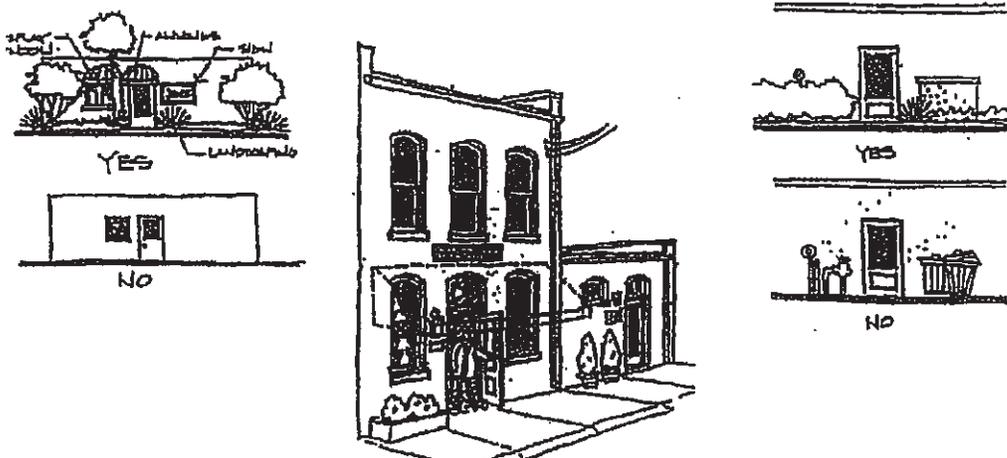
The design needs of rear entrances present unique and challenging opportunities. The rear entrance is typically used for the service needs of the business, yet it must also present a pleasant and safe image to those that use it. Special attention must be paid to the following:

- Properly scaled signage (typically smaller than the front)
- Storage & disposal of refuse
- Building maintenance
- Exterior lighting

If not properly illuminated, monitored or maintained the rear of the building can become a safety hazard for both the public and business employees. Efforts shall be made to avoid this at all costs.

Design guidelines for the rear of commercial building are as follows:

- Maintain gutters & downspouts to ensure proper function
- Repair or replace any damaged masonry
- Small sign to identify store
- Illumination should be modest but bright enough to discourage vandalism
- Planters, shrubs & trees shall be utilized where possible
- Refuse containers should be concealed as much as possible
- Exterior plumbing, electrical lines or other utilities should be concealed as much as possible
- Awnings can be utilized to provide identification or cover



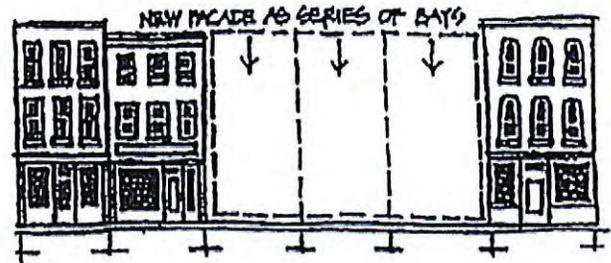
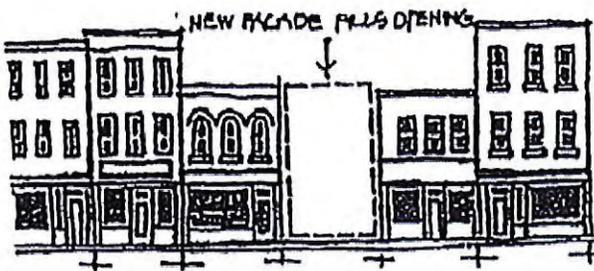
## 9. INFILL & NEW CONSTRUCTION

Maintaining and recreating the *Hometown* atmosphere is a primary goal of the CRA and is vital to the downtown Brooksville area. Any new construction must not only serve the inhabitants of the CRA, but it must also compliment the existing structures that surround it.

Any design team preparing to undertake an infill project within the CRA district should first perform a thorough analysis of the context in which their project will be located. New construction should compliment its surroundings in the following ways:

- Building orientation should be compatible with the surrounding building's orientation
- Massing shall use forms that relate to the surrounding buildings
- Scaling shall be proportionate to surrounding buildings
- Height and volume shall be complimentary to the surrounding buildings

The new design should not copy the surrounding designs, but should compliment them while avoiding fake historical detail.



Preferred architectural styles and detailing are as follows:

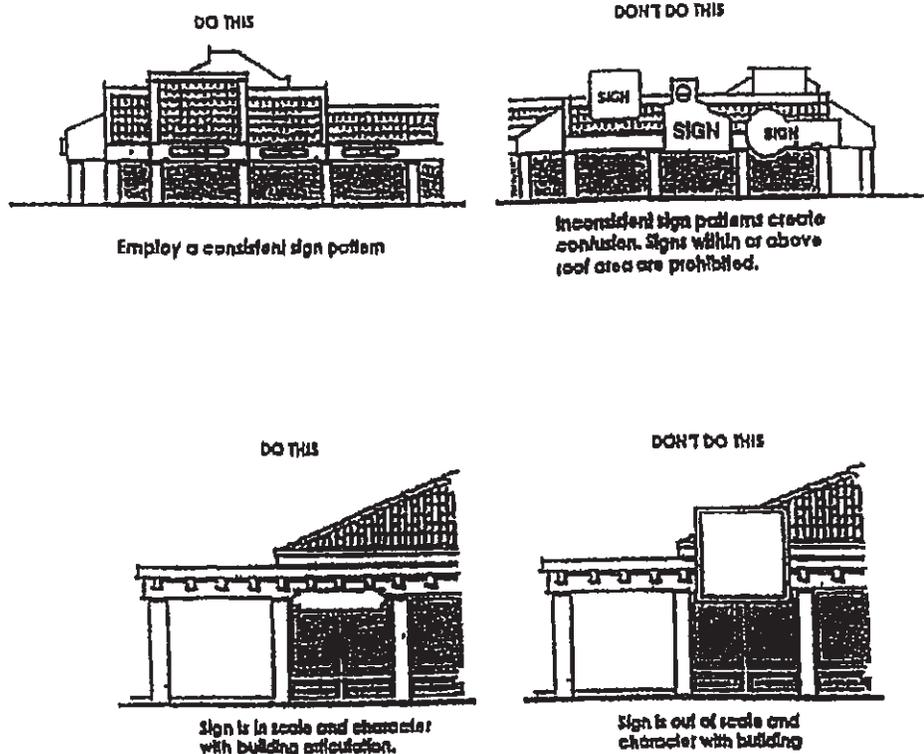
- Pseudo Colonial
- Roman or Neo-Classical
- Greek Revival
- Federal

Infill design guidelines shall adhere to the following design features:

- Visual composition- the organization of its parts
- Façade rhythms- such as spacing of openings
- Proportion of openings- size of both windows and doors
- Colors- relate to historical character
- Materials- represent the historical characteristics through the architectural styles mentioned above
- Detailing - window shapes, cornice lines and brick work

## 10. SIGNS

Exterior signage is a vital component to any downtown commercial development, attracting customers and informing the public of the services being provided.



Sign Design Guidelines:

1. The use of graphics consistent with the nature of the product to be advertised is encouraged, i.e. hammer symbol for hardware store, mortar and pestle for a drug store.
2. A sign should express an easy to read, direct message. KEEP IT SIMPLE.
3. A storefront should not have more than two signs- one primary and one secondary. Each should reflect the historical characteristics of the downtown.
4. Window signs should not obscure the display area. The color of the letter should contrast with the display background. Light colored letter or gold leaf letters with dark borders are effective.

5. Awnings can also serve as very effective signs with contrasting lettering painted or sewn onto the valance only. Usually 6"-8" letters are sufficient.
6. There are hundreds of lettering styles available. The chosen letter style should be easy to read and reflect the image of the business it represents.
7. Letters can be painted or mounted directly on a sign board, storefront or wall. Letters should not be too large- keep it simple.
8. Sign colors should compliment the colors of the building. Light colored letters on a dark background are easier to read.
9. Illuminated signs can be appropriate downtown if they respect the proportions of the storefronts.

## 11. LIGHTING

Night Time appearance of a building is an important consideration in building design. Lighting might also serve an auxiliary security function, as well as promote the business after hours. Exterior lighting can be used as a design feature that accentuates certain features of a building.

Lighting considerations:

1. Use of lighting efficiently and sparingly to highlight windows, entrances, signs and architectural details.
2. Balance the intensity of overall lighting with that of the display window.
3. Light sources should be indirect. Avoid high-intensity flood lights or lights directed at the shopper.
4. The use of LED lighting provides high energy efficiency with very low maintenance over the life of fixture.





**AFTER**

"AFTER" RENDERINGS ARE ARTIST'S CONCEPTS ONLY. ACTUAL DETAIL MAY HAVE BEEN OMITTED FOR CLARITY.



**BEFORE**



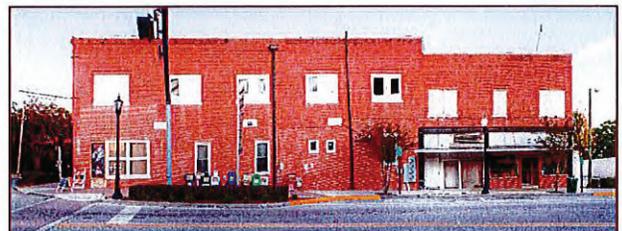
**AFTER**



**BEFORE**



**AFTER**



**BEFORE**



**DAVID R. MANGO**  
**DESIGN GROUP, INC.**  
 (352) 544-0848

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**BROAD STREET**



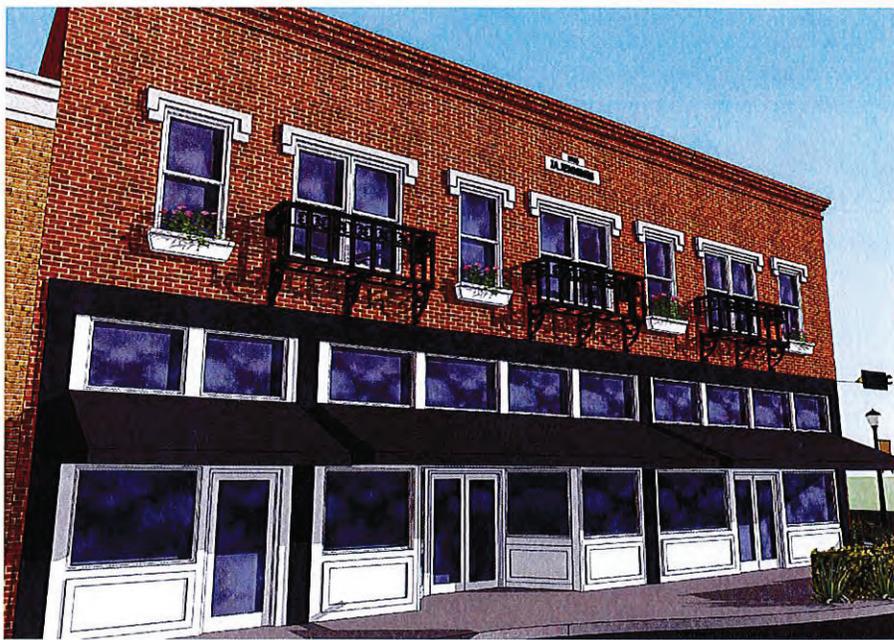
**BROAD ST. & MAIN ST.**



**SOUTH MAIN ST.**



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DESIGN GROUP, INC.  
(352) 544-0848



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**DESIGN GROUP, INC.**  
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## **DESIGN REVIEW**

### **PURPOSE**

These provisions shall ensure the following:

1. The establishment of design review procedures for commercial, office and industrial development proposals within the CRA District, as described in the Redevelopment Plan and subsequent amendments.
2. That proposed development projects comply with all applicable performance standards and design guidelines.
3. A focus on community design principles which result in creative, imaginative solutions which establish quality design for the City.
4. The orderly and harmonious appearance of structures along with associated facilities, such as signs, landscaping, parking areas, etc.
5. Maintenance of the public health, safety and general welfare and property throughout the City CRA District.
6. Effective implementation of the CRA Redevelopment Plan and the Design Guidelines which encourage the preservation and enhancement of the particular character and unique assets of the City.

### **APPLICATION**

The following list of structures shall be subject to design review by the Development Review Committee (DRC):

1. New structures, developments and related site plans subject to review by the City.
2. Remodeled structures, developments and related site plans which require a development permit.
3. A project involving a change or intensification of land use. Example: conversion of a shoe store to a restaurant, or residential structure to an office use.
4. New or modified signs.

### **APPLICABILITY**

The DRC, acting in their capacity for design review, shall receive and evaluate all projects subject to design review prior to final action by the permitting authority. The Community Development Department shall coordinate the review process, and provide comments to the property developer and the permitting authority related to project approval and conditions. It is anticipated that the Architectural Review Committee (ARC), if appointed, will assume the role and responsibilities of the DRC for compliance with these guidelines.

### **DRC/ARC FINDINGS**

The DRC or ARC shall determine that the project adequately meets adopted City performance standards and design guidelines, based on the following findings:

1. The design of the proposed project would provide a desirable environment for its occupants and visiting public, as well as its neighbors through good aesthetic use of materials, textures and colors that will remain appealing and will retain a reasonably adequate level of maintenance.
2. The design and layout of the proposed project will not unreasonably interfere with the use and enjoyment of neighboring existing development and will not result in vehicular and/or pedestrian hazards.
3. The architectural design of the proposed project is compatible with the character of the surrounding neighborhood and will maintain the harmonious, orderly and attractive development contemplated by the Brooksville City Code and supplemental Design Guidelines for the CRA District.

## **DEFINITIONS**

Alterations: Any construction of physical change in the internal arrangement of rooms or the supporting members of a building or structure, or change in the appearance of any building or structure.

Applicant: Owner(s) or lessee(s) of property, or their agent(s), or person(s) who have contracted to purchase property contingent upon their ability to acquire necessary permits under the Brooksville City Code, or the agent(s) of such persons.

Awning: A roof-like cover that is attached to and projects from the wall of a building for the purpose of shielding from the elements.

Community Redevelopment Agency Area (CRA): The public body created to designate redevelopment project areas, supervise and coordinate planning for a project area and assist in the implementation of the Community Redevelopment Plan (City Council or appointed by) according to Florida Statutes, Chapter 163, Part III.

Community Redevelopment Plan: Plan for revitalization and redevelopment of property within the project area in order to eliminate blight and remedy the conditions which caused it. Guidelines and authority provided within Florida Statutes, Chapter 163.

CRA District: That area designated by the Revitalization Plan of the Community Redevelopment Agency Area which is considered in need of redevelopment.

Design: Includes the planning and engineering of the following: street alignments, grades and widths; drainage and sanitary facilities and utilities, including alignments of grades there of; location and size of all required easements and rights of way; fire roads and fire breaks; lot size and configuration; traffic access; grading; land to be dedicated for park and recreational purposes; building and other such specific physical requirements.

Design Guidelines: Criteria developed by a city council, board, or preservation review body to identify design concerns in an area or historic district, and to help property owners ensure that rehabilitation and new construction respect the character of designated buildings or districts.

**Design Review:** The process of ascertaining whether modifications to historic structures, sites, or districts meet the standards of appropriateness established by a governing or advisory review board.

**Façade:** The exterior face or elevation(s) of a building.

**Infill Development:** Development that occurs on up to 4 contiguous lots scattered within areas that are already largely developed or urbanized. Generally, these sites are vacant because they were once considered of insufficient size for development, because an existing building located on the site was demolished or because there were other, more desirable site for development.

**Preservation:** The identification, evaluation, recordation, documentation, analysis, recovery, interpretation, curation, acquisition, protection, management, rehabilitation, restoration, stabilization, maintenance or reconstruction of historic properties.

**Reconstruction:** The authentic reproduction of a building or site that once existed, but disappeared or was demolished.

**Rehabilitation:** The act or process of returning a property to a state of utility through repair or alternation which makes possible an efficient contemporary use while preserving those portions or features of the property that are significant to its historical, architectural, and cultural values.

**Renovation:** Modernization of an old or historic building that may produce inappropriate alteration or elimination of important features or details, and/or the creation of an authentic reproduction beginning with existing parts of an original object or building, and to return the appearance to an earlier condition.

**Review Authority:** The person, committee, commission, board or council responsible for the review and/or final action or approval on a land use entitlement.

**Revitalization:** The imparting of new economic and community life in an existing neighborhood, area, or business district while at the same time preserving the original building stock and historic character.

**Streetscape:** The distinguishing and pictorial character of a particular street as created by its width, degree of curvature and paving materials, design of the street furniture, landscape materials, lighting features, general view, and forms of surrounding buildings.