

CITYWIDE DESIGN STANDARDS

5th Edition
(P18-024)

City Council Meeting

April 12, 2021

Holly Price, AICP, Planner III



Request:

Amend the Citywide Design Standards
5th Edition

Applicant: City of Port St. Lucie
Planning and Zoning Department

A well-designed city is a rewarding place to live, work, and visit; a place that attracts, businesses and visitors and makes residents proud to call home. It provides a sense of place.



REQUESTED APPLICATION

CityofPSL.com



To facilitate the development of aesthetically appealing building and site design, the City first adopted the Citywide Design Standards in 1997. Since that time, the design standards have been revised four (4) times. Since the implementation of the Citywide Design standards, many attractive buildings have been built in the city.

- The 5th edition of the Citywide Design Standards **modifies or removes some of the existing requirements and add new requirements.**
- Like the current Citywide Design Standards (CDS), the proposed standards **use the future land use designation of a property to indicate which design standards apply to a specific property.**
- Like the current Citywide Design Standards (CDS), the proposed standards separate the City's various future land uses in to 3 categories: **Commercial, Industrial, and Residential.**

The design standards proposed in this document are **intended to enhance building and site design to make the city a more attractive place to live.**



Why are Urban Design Standards Important?

- **Urban design standards help shape the image of the City.** Urban design addresses the sensory environment and how people perceive and use their environment.
- **People care about the look, feel, and livability of their communities,** and urban design standards are one of the City's most effective tools to address this need.
- In addition, the **way a city looks and is perceived has a significant impact on a community's economic vitality.**
- **Communities that are perceived as having more aesthetic appeal are more often the same places that people like to live, work, visit, and shop.**



Why are Urban Design Standards Important?

Example: Landscape Islands

Back in the late 50's, 60's, 70's, and 80's landscape islands for parking lots were not required by most, if not all, communities. In the late 1980's when I was working for an architect, the City of Vero Beach started requiring landscape islands -and many architects and developers were not happy about the new requirement.

A few years later, I spoke to a developer about this and he said he would like to provide landscape islands. However, he said if he bid against other developers that did not provide the landscape islands, he would likely lose the bid.

By making the landscape islands a requirement for all developers – it created a level playing field among all developers – and helped create the more environmentally-friendly and attractive parking lots that we see today.



Parking Lot with No Trees.

Why are Urban Design Standards Important?

Example: Master Planned Communities St. Lucie West, Tradition

Master Planned Communities are very popular today. People choose to live in developments such as St. Lucie West and Tradition for many reasons.

But one of the reasons - is that they **want to live in an attractive community with various amenities and access to desirable commercial uses.**

Another reason is that the various **design reviews and HOA requirements and restrictions give greater assurance to homeowners and businesses** – that the aesthetic appeal will be maintained and enforced. **Design regulations are important to the businesses and residents that choose to locate in these developments.**



Tradition Entrance

Why are Urban Design Standards Important?

Example: Commercial Design Standards Aesthetics and Value

Commercial: Commercial development has a similar concern.

Robert Gibbs, a nationally recognized consultant on urban design and economic development indicated **that commercial businesses that are seeking to locate and invest in areas that have aesthetic appeal - want design standards in order to have more assurance that the character of their area will be maintained or improved – to protect their investment and their brand.**



Promenade on Veterans Memorial Parkway.

Why are Urban Design Standards Important?

Example: Franchises or Chain Stores

When the Citywide Design Standards were first approved in 1997, one of the big concerns among planners nationwide were franchises and chain stores.

The issue was that all the franchise buildings looked alike whether they were in Port St. Lucie, Maine, or Colorado. Communities were especially concerned about losing their unique character in exchange for a city with buildings that looked like all the other cities.

Today, many franchises have several different models that offer different styles. For example, the Popeyes restaurant shown here is one of their models that reflects a style that is compatible in Port St. Lucie.

Having Design Standards gives the City the authority to ask for development that better reflects a style more suitable to Port St. Lucie.





PRIOR TO CITYWIDE DESIGN STANDARDS

FEATURES NOT DESIREABLE

Buildings Located on Port St. Lucie Boulevard

INTRODUCTION

CityofPSL.com



AFTER CITYWIDE DESIGN STANDARDS



Pediatric Dentistry of the Treasure Coast – Port St. Lucie Boulevard

INTRODUCTION

CityofPSL.com





Morningside Animal Hospital – Port St. Lucie Boulevard

INTRODUCTION





Martin Funeral Home – Port St. Lucie Boulevard and Floresta Drive



City Fountain Shopping Center – near corner of Port St. Lucie Boulevard and Westmoreland – across from Rivergate Shopping Center



The Promenade – Veterans Memorial Parkway

INTRODUCTION

CityofPSL.com





Popeyes Restaurant – Port St. Lucie Boulevard

INTRODUCTION

CityofPSL.com





Walgreens - Port St. Lucie Boulevard and Gatlin Boulevard



Thirsty Turtle Restaurant – Port St. Lucie Boulevard

CITYWIDE DESIGN STANDARDS

Regulatory Approach:

The Citywide Design Standards feature two approaches to foster good design:

- ***Development Standards*** articulate minimum building and site design requirements.
- ***Design Guidelines*** articulate design principles and offer specific building design suggestions.

Major changes to the Citywide Design Standards include the following:

EXISTING

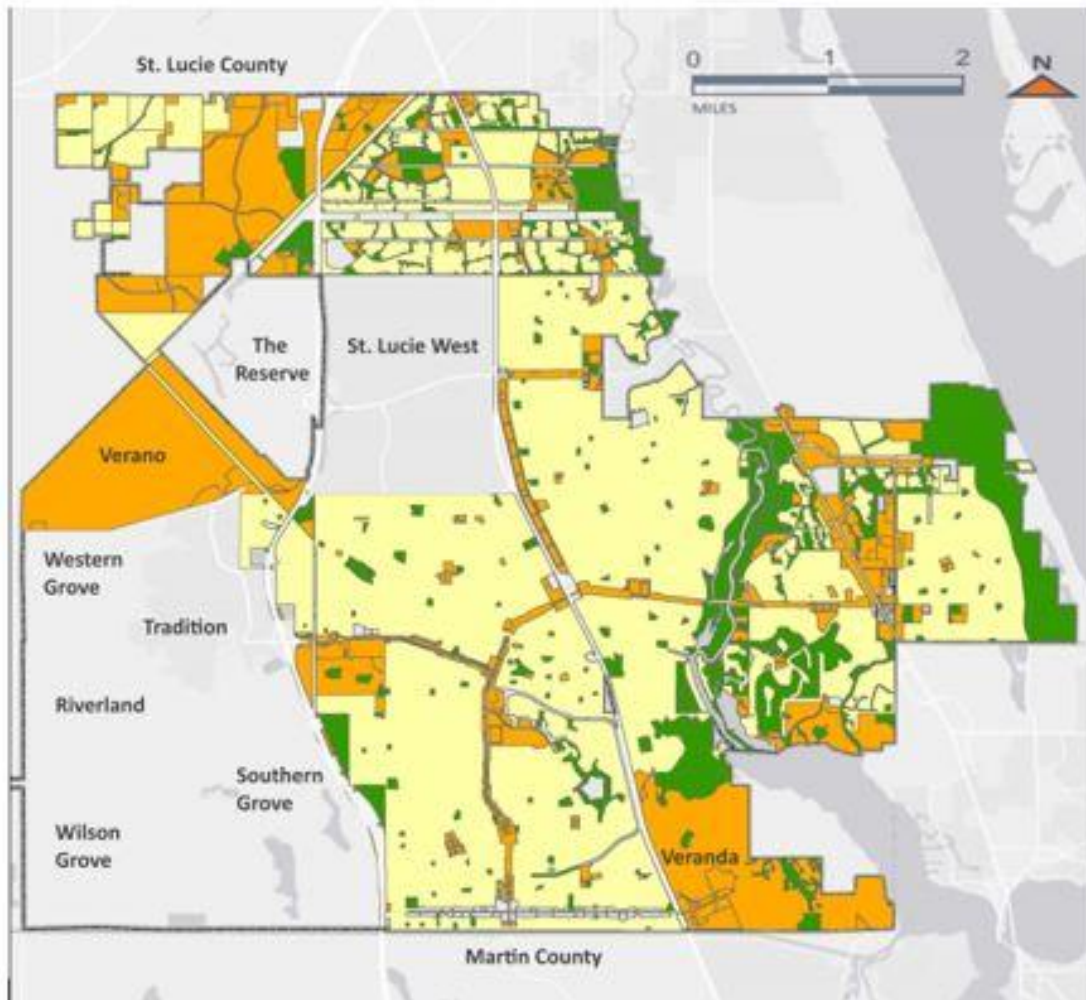


1. Columns are out of scale
2. Parapet height out of scale
3. Canopies are out of scale
4. Avoid incongruous design shapes

PREFERRED ALTERNATIVE



1. Add cover to the entryway
2. Roof with vaulted ceilings
3. Simple roof design in scale with the structure
4. Exterior waiting area with cover
5. Add planters to accentuate design



- Low Density Residential (RL) - Applicable, except for Single-Family Dwelling Units
- Other Future Land Uses as per Table 2-1 - Applicable, See Exceptions Sec. 2.1.1.
- Open Space (OSC, OSR, OSP) - Not Applicable

Section 2.1 - Applicable Future Land Use and Zoning Districts:

The applicable Future Land Use districts have been expanded to include Low Density Residential (RL), Residential Golf Course (RGC), Mixed Use (MU), Office (O), and Planned Industrial Park (PIP).

NOTE: The (I) Institutional zoning district is in the process of being removed as a compatible zoning district with the ROI (Residential, Office, Institutional) future land use designation. This revision needs to go to the State for review. The CDS will need to be revised after this is complete.

Sections 2.1.5, 2.1.6, 2.1.7, 2.1.8 – Renovation and Rehabilitation:

This section has been revised to require that **any renovation or repair to an existing building must be in compliance** with the Citywide Design Standards (CDS).

For example, if applicant wants to change the materials or architectural features, those changes need to be in compliance with the design standards.

Currently, buildings that were built prior to the adoption of the Citywide Design standards are not required to address any of the design standards unless the changes are equal to or exceed 50% of the building replacement cost. **This threshold has never been triggered.**



Section 2.1.1 Applicability and Exemptions to the Citywide Design Standards (CDS)

This section has been updated. The Citywide Design Standards (CDS) apply to all new buildings and undeveloped properties located within the city as identified on Map 2-1 and Table 2-1, except:

1. Properties with **single-family homes, model homes, and model home sales centers.**
2. Properties located within the Becker Road Corridor as set for in the **Becker Road Overlay District (BROD)** Design Standards manual. See Section 158.228 of the Zoning Code.
3. **St. Lucie West, Tradition, Southern Grove, Western Grove, and City Center PUD** are exempt from these standards since these master planned areas adopted other design standards with their inception. Other master planned areas with a NCD future land use designation may be exempt with the adoption of independent design standards.
4. Planned Units Developments (**PUDs**) where **exemption from CDS is approved by a PUD ordinance.**
5. **Historic buildings** as identified on a Historic Properties Survey.



Section 2.1.1. Applicability and Exemptions to the Citywide Design Standards (CDS)

ISSUE: Scope of Applicability of Citywide Design Standards

One of the issues raised during the discussion of proposed changes to the Citywide Design Standards (CDS) was whether master planned communities such as Tradition, Western Grove, Southern Grove, and St. Lucie West should be required to be part of the CDS and whether existing or proposed Planned Unit Developments (PUDs) or Master Planned Unit Developments (MPUDs) should be allowed to be exempt from the CDS. Currently these Master Planned Communities and some of the Planned Unit Developments (PUDs) are exempt from the CDS requirements.

The reason why the issue to include all development located within the City in the CDS has arisen is because there are CDS requirements that are not included in the design standards of the other master planned communities – that the City may consider important for all development located in the City.



Section 2.1.1. Applicability and Exemptions to the Citywide Design Standards (CDS)

ISSUE: Scope of Applicability of Citywide Design Standards

Staff is requesting direction from the Planning and Zoning Board as to whether the aforementioned master planned communities should be included, or not, in the CDS and if the City should continue, or not, to allow other exemptions to the CDS through MPUDs, PUDs, other development approvals/agreements, etc.

1. Does the City want properties located in the NCD future land use districts to be included? (Example: Tradition, Southern Grove, Western Grove). All developments with New Community District (NCD) future land use designations all have Master Planned Unit Development (MPUD) zoning designations - and have their own design standards. Those standards are different than the CDS.



Section 2.1.1. Applicability and Exemptions to the Citywide Design Standards (CDS)

ISSUE: Scope of Applicability of Citywide Design Standards

2. Does City want to allow proposed or existing PUD development to propose design standards that vary from the current CDS or to allow a proposed or existing PUD development to exempt itself from the CDS?

For example, should a PUD be allowed to modify the requirements of the CDS through the PUD approval process? Or, should proposed changes to the CDS in a PUD be executed by a different process?



Section 2.1.1. Applicability and Exemptions to the Citywide Design Standards (CDS)

ISSUE: Scope of Applicability of Citywide Design Standards

3. If Planning and Zoning Board direction is to require developments with MPUD, PUD, or other approvals or agreements such as St. Lucie West that are in conflict with the with the CDS to abide by the proposed CDS, **there will need to be further analysis on how to achieve this result by both the Planning and Legal Departments.**

It is important for staff to understand Planning and Zoning Department's intent in order to thoroughly analyze the ramifications of proposed changes, if any.

Staff is recommending at this time that the City proceed with the proposed CDS and come back at a later date and make modifications, if needed, based on the above issues these issues.



Section 2.3.5 - Design Relief: This is new.

Design Relief is similar to a variance except that rather than going to the Planning and Zoning Board for variance approval, the Design Relief application is reviewed by the Planning and Zoning Department's Zoning Administrator for administrative approval.

The intent of Design Relief is to provide shorter review time for minor variance requests to the design standards. The Zoning Administrator may grant or deny approval for Design Relief, or the Zoning Administrator may recommend sending the Design Relief request to the Planning and Zoning Board for a Variance. This design relief application includes a set of criteria to assist the Zoning Administrator with a determination.



DESIGN STANDARDS

Section 3.0.8

Garage Doors or Open Bays Facing Street: This is a new requirement.

Commercial buildings may not have garage doors or open bays facing an arterial or collector road. For corner lots that face an arterial or collector road, garage doors or open bays must be oriented to a side of the property not facing an arterial, collector, or local road corner.

This would minimize the impact of vehicular uses along the road.



Section 3.0.10 - Exterior Garbage Cans: This is a new requirement. Commercial, office, institutional, and civic uses are required to provide decorative exterior garbage cans **to discourage littering.**



Chapters 5,6,7- Façade Articulation:

This section revises the existing Citywide Design Standards regarding building wall articulation:

The current five-foot wall offset requirement on the front and sides of commercial buildings has been replaced with other articulation requirements such as to provide architectural elements every 20 or 30 linear feet.



Chapters 5 and 6 - Minimum Building Height

This is a new requirement. To promote the development of a sense of place by creating spatial definition along major streets by establishing a minimum building height.

The façade of a building that faces an arterial or collector road or Interstate highway is to have a minimum wall height of 22 feet for at least 60% of the length of the building.



Chapters 5 and 6

Window and Door Transparency:

This is a new requirement. Window and door area transparency area refers to the area of glass windows or doors on the face of a building.

- Buildings with a higher ratio of glass area transparency typically evoke a more inviting appearance. Windows are like the eyes of a building.

- In a pedestrian-oriented environment, a higher degree of transparency on the ground floor is necessary to provide a visual connection between the outside and inside. This gives visual interest to a street or pathway.



WINDOW & DOOR TRANSPARENCY

CityofPSL.com



Chapter 8 - Fueling Station Canopies: This is a new requirement. The fueling station canopy is a prevalent and often a dominant feature located along major roads today. The architecture and design of gas stations has a significant impact on the appearance of the city.

These standards are intended to facilitate the development of fueling station canopies that are compatible with the surrounding environment and more aesthetically appealing.

The canopy shown at top would not be permitted because it is flat and thick. The canopy at the bottom would be permitted. In the proposed standards, canopies are required to have a pitched metal roof or a thin flat roof similar to Wawa.

Not Allowed



Allowed



Chapter 8 - Fueling Station Canopies:



Wawa – Corner of Prima Vista and Floresta Blvd - Permitted – Thin Roof – This thin structure and white color makes the canopy less visible – does not compete with building.

Chapter 8 - Fueling Station Canopies:



Location Unknown - **Permitted** – Gable Standing Seam Metal Roof.

Chapter 8 - Fueling Station Canopies:



Cumberland Farms – Corner of Del Rio and California Blvd - Not Permitted – Over 24” Thick Roof – Should this be allowed? The white color makes the canopy less intrusive into the neighborhood. The length of this canopy is approximately 125’.

Chapter 8 - Fueling Station Canopies:



FUELING STATION CANOPIES

CityofPSL.com



Chapter 8 - Fueling Station Canopies:



BP Station – Corner of Del Rio and Cashmere Blvd - **Not Permitted – Over 24” Thick Roof.**
Should this be allowed? The white color makes the canopy less intrusive into the neighborhood.

Chapter 8 - Fueling Station Canopies:



RaceTrac – Not Permitted – Over 24” Thick Roof –

This canopy has bold red and white stripes and neon lighting that gives a more aggressive impact.

Chapter 6 - Fueling Station Canopies:



BP Station – PSL Blvd - Not Permitted – Over 24” Thick Roof

This canopy has bold green and white stripes that gives a more aggressive impact. The length of this canopy is approximately 135’.

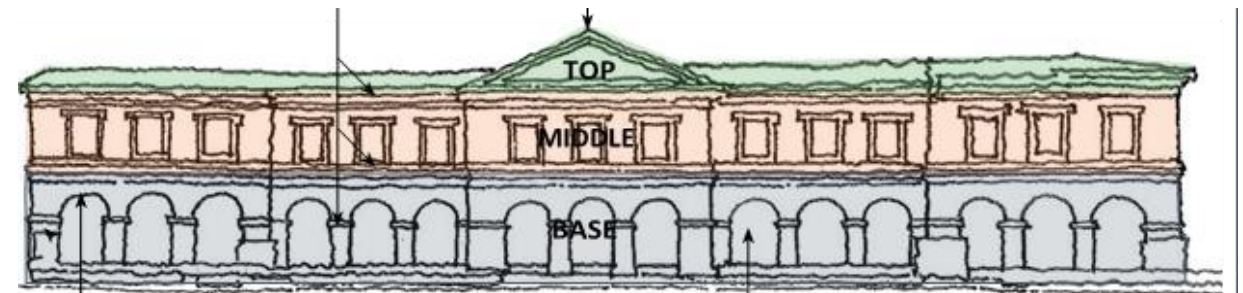
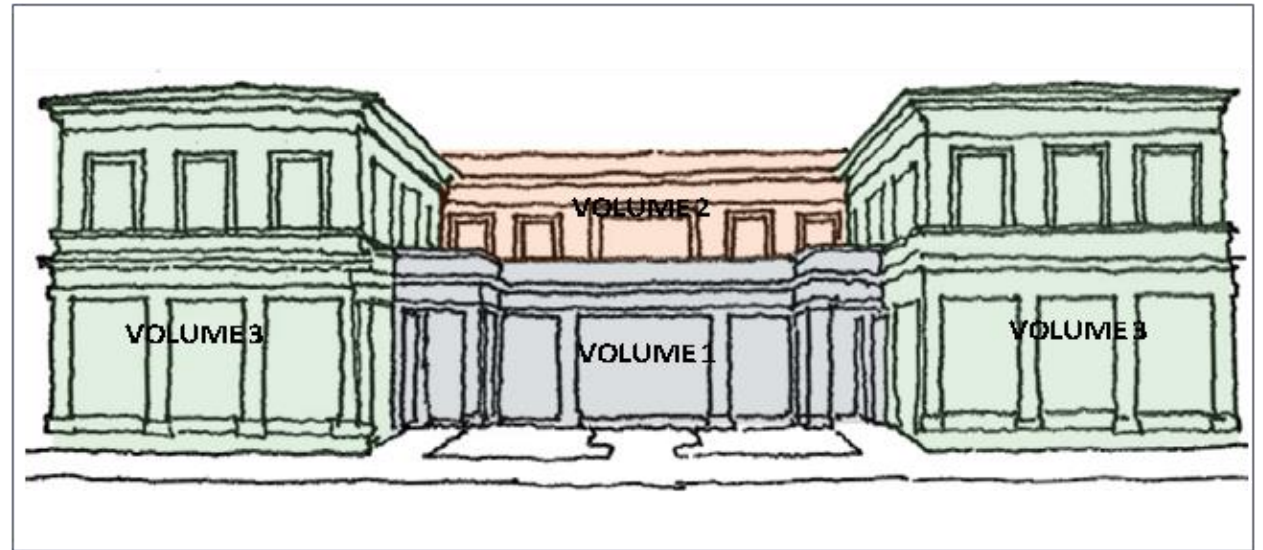
Design Guidelines

Chapter 12 - Design Principles: This is new.

The Design Guidelines are suggestions and not code requirements.

Great buildings are designed by applying the proven principles of proportion, scale, harmony, and detail, resulting in an overall balanced composition.

This chapter gives an overview of these principles.



Correct application of arches and piers carrying structural load and reinforcing building structural stability.

Correct human scale proportions in piers and openings making it comfortable for people walking by.

Design Guidelines

Chapter 10 - Building Typologies: This is new.

The Design Guidelines for various Building Typologies are intended to encourage and guide developers to produce well-designed buildings that will enhance the overall community image and economic viability of the city.

The Building Typologies illustrate examples of poor and unattractive design features. They also illustrate how positive changes could be made to the existing design to make the buildings more attractive and consistent with the Citywide Design Standards (CDS).

EXISTING



1. Columns are out of scale
2. Parapet height out of scale
3. Canopies are out of scale
4. Avoid incongruous design shapes

PREFERRED ALTERNATIVE



1. Add cover to the entryway
2. Roof with vaulted ceilings
3. Simple roof design in scale with the structure
4. Exterior waiting area with cover
5. Add planters to accentuate design

APPROVED COLORS CHART

Appendix A, Approved Colors: The Approved Colors table has been revised to include most all of the Sherwin Williams paint colors.

Soft pastels and muted earth tone colors are still encouraged and reflect the type of colors historically associated with Port St. Lucie.

A greater number of darker shades of gray and browns are permitted. Bright and intense colors are allowed, but limited to 2%, 5%, or 20% of the wall area as accent or trim colors.

COLOR #	LOCATOR #	HEX	COLOR	MAX %
SW6243	224-C6	5D6F7F		5%
SW6244	253-C6	2F3D4C		5%
SW6245	273-C2	DDE2E0		100%
SW6246	225-C1	CAD0D2		100%
SW6247	225-C2	B8C0C3		100%
SW6248	225-C3	ADB5B9		100%
SW6249	225-C5	7A848D		100%
SW6250	225-C6	606B75		5%
SW6251	225-C7	586168		5%
SW6252	257-C3	E3E4E1		100%
SW6253	234-C1	D4D8D7		100%
SW6254	234-C2	BEC1C3		100%
SW6255	234-C3	A8AEB1		100%
SW6256	234-C5	7D848B		20%
SW6257	234-C6	626970		5%
SW6258	251-C1	2F2F30		5%



TEMPORARILY REMOVED

Existing Chapter 8, Green Building Incentives:

This chapter has been temporarily removed from the Citywide Design Standards.

The incentives for reduced setbacks have never been used by an applicant. There may be better ways to promote LEED certified building development. Staff proposes to come back to this issue later.

MOVED

Existing Section 4.A.9, Usable Open Space:

Most often, the “usable open space” requirement was not applied very well by applicants and sometimes not relevant to the use of the site.

“Usable open space” has been added to Chapter 10, Architectural Elements as an option.

Applicants are required to choose between 3 and 6 Architectural Elements from the CDS for site plan approval.



- Staff sent preliminary drafts of the Citywide Design Standards (CDS) to the **Planning and Zoning Board** for review prior to this meeting.
- Staff sent draft copies of the design standards to the **Chamber of Commerce, the Treasure Coast Builders Association (TCBA)**, and various other stakeholders. The Chamber indicated that they did not support the inclusion of the Master Planned Communities in the CDS.
- Staff held a **Workshop** with stakeholders on November 4, 2020 which included representatives from the Chamber of Commerce, TCBA, architects, and other development professionals.
- Staff presented a preliminary draft to the City's **Development Review Taskforce stakeholders' group** on February 19.
- Staff presented a preliminary draft to the City's **Commercial and Residential Stakeholders Group** on March 5, 2021.



1) The Planning and Zoning Department recommends that the City Council approve the Citywide Design Standards (CDS).

2) The Planning and Zoning Department recommends that proposed changes, if any, related to the inclusion of master planned communities and other PUD developments be addressed in a future revision to the CDS. Staff requests direction from the City Council as to the following:

1. Does the City want properties located in the NCD future land use districts to be included? (Example: Tradition, Southern Grove, Western Grove). All developments with New Community District (NCD) future land use designations all have Master Planned Unit Development (MPUD) zoning designations - and have their own design standards. Those standards are often different than the CDS.
2. Does City want to allow proposed or existing PUD development to propose design standards that vary from the current CDS or to allow proposed or existing PUD development to exempt itself from the CDS?

For example, should a PUD be allowed to modify the requirements of the CDS through the PUD approval process? Or, should proposed changes to the CDS in a PUD be executed by a different process?

RECOMMENDATION

CityofPSL.com

