

Cocoa Beach

DOWNTOWN DESIGN STANDARDS

FINAL 08.2012
DRAFT

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ARCHITECTS

BUILDINGS | INTERIORS | LANDSCAPES | CITIES

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1: Intent

DOWNTOWN COCOA BEACH DESIGN STANDARDS

INTRODUCTION

Why Do We Need This Manual?

Cocoa Beach has all the parts to be a thriving and vital place. As a product of the space industry, Downtown Cocoa Beach has important historic value, magnificent natural resources, a significant artist community, and a casual and relaxed environment. It is compact with short blocks, a variety of residential buildings, a commercial core, and an emerging art and artist collective. There are still elements of space age and 50s streamline architecture. There is ample public access to the beaches from the main streets. And there is water, water everywhere. So while the downtown's buildings and streets have become somewhat lackluster, the basic pieces are already in place and ripe for improvement.

The Downtown Area is comprised of different neighborhoods and districts which should be reflected in the downtown's architecture and outdoor spaces. This Design Standards manual is a new tool to support and enhance these districts and the community's vision for them. In coordination with the zoning code of the land development regulations, the Design Standards require that new buildings and building modifications meet the intent of the vision in terms of how buildings can create comfortable, safe, and attractive public outdoor spaces; how building uses can collectively create an identity for downtown with distinct districts; and how complex and rich buildings reinforce and differentiate these districts from one another to create memorable places. Simply put, the manual encourages good design. It explains the community's expectation for urban design and new development and reflects input from more than 100 stakeholders, as well as analysis and insight from design professionals who spent more than 50 hours walking Downtown to evaluate the building patterns and redevelopment potential.

The Design Standards have been written for individual building applicants, and as a reference for City reviewers, the Planning Board, the City Commission, and the community and are designed to accompany the Downtown zoning code, as one of several tools which the City can use to meet these objectives and restore civic pride through architectural design. Most importantly, the Design Standards demonstrate the City's commitment to Downtown's redevelopment.

HOW THE MANUAL IS ORGANIZED

The standards in this manual apply to private and public development in terms of how they shape and affect the physical environment.

The Design Standards provide qualitative guidelines for proposed developments and/or modifications to the exterior portions of lots and buildings which face a street. They are designed to accompany the Downtown Area Overlay District in the Land Development Regulations, which provides more precise, quantitative measurements.

The standards are divided into four main sections:

- *District descriptions* which explains the proposed character and intent of each of the six new districts in the downtown, as well as the allowable uses;
- *(PS) Standards for public spaces* which encompass the spaces in between buildings which are open to the public;
- *(BF) Standards for buildings and facades* including building scale and massing, storefronts, and signage; and
- *(SP) Standards for site planning and building placement* which encompass standards for parking and loading, circulation, and stormwater management.

Each section provides district specific recommendations for how new developments and renovations can reinforce Downtown’s identity and image. Districts are described in Chapter 2 of this manual.

The Appendix includes a glossary of commonly used terms which are not defined in the City’s Land Development Regulations, as well as a matrix summarizing which standards apply to each district and a checklist.

DISTRICT DESCRIPTIONS

PUBLIC
SPACES

BUILDINGS
&
FACADES

SITE
PLANNING &
BUILDING
PLACEMENT

PROCESS FOR INCORPORATING DESIGN STANDARDS INTO YOUR PROJECT

In order to secure a final development order or building permit, all proposed developments and/or modifications to the exterior portions of lots and buildings which face a street must demonstrate that they meet the criteria set forth in these Downtown Design Standards through the following process:

1. **Staff consultation.** The applicant shall meet with the Development Services staff to determine the type of application they will be submitting and applicable district standards.
2. **Site plan application.** The applicant must provide a completed checklist of all applicable standards and provide an explanation for standards which cannot be met as part of the site plan application. A standard checklist form is included in the Appendix.
3. **Site plan and building review and recommendations.** The checklist will be reviewed as part of the site plan review process and transmitted to the applicant with comments.

Public Spaces (PS)		DC	CR	CRR	AD	CG	OS
PS 1 Streets							
PS 1.1	Major Arterials	x	x	x		x	x
PS 1.2	Primary Streets	x	x		x		x
PS 1.3	Secondary Streets		x	x			x
PS 1.4	East/West Streets	x	x	x	x	x	x
PS 1.5	Local Streets	x		x	x	x	
PS 1.6	Active Alleys/Easements	x	x**		x		
PS 2 Active Alleys							
PS 2.1	Cottage Row		x**				
PS 2.2	Downtown Core and Artisan District	x			x		
PS 2.3	Walkways	x	x**		x		
PS 2.5	Entrances	x	x**		x		
PS 2.6	Plantings and Ornaments	x	x**		x		
PS 2.7	Outdoor Seating	x	x**		x		
PS 2.8	Transparency	x	x**		x		
PS 2.9	Lighting	x	x**		x		
PS 2.10	Screening	x	x**		x		
PS 3 Sidewalks							
PS 3.1	Minimum Unobstructed Sidewalk Area	x	x		x	x	x
PS 3.2	Outdoor Seating and Sidewalk Cafes	x					
PS 3.3	Bicycle Racks, Benches, Trash Receptacles, and Bus Stops	x*					
PS 3.4	Softening Edges	x			x		
PS 4 Semi-public Space							
PS 4.1	Plazas	x				x	x
PS 4.2	Residential Front Yards			x			
PS 4.3	Delineating Borders and Edges			x			
PS 4.4	Side Yards on East/West Streets		x	x			x
PS 4.5	Setbacks for Artist Workplace/Dwelling, Ground Floor Multi-family Residential	x	x		x		
PS 4.6	Walk-up Gardens for Multi-family Residential			x			x*
PS 4.7	Matching Setbacks	x					
PS 5 View Corridors							
PS 5.1	Building Separation to Enhance Views						x
PS 5.2a	Landscaped Setbacks at Street Ends						x

ZONING CHANGES AND VARIANCES

Requests for zoning changes and zoning variances shall be evaluated based on the *district intent* and *shared goals* described in this manual.

APPLYING THE STANDARDS TO YOUR PROJECT

This manual is meant to provide recommendations for the Downtown’s appearance as a means to enhance its character and image.

The Design Standards apply to all applications for new development and substantial renovations within the Downtown Area generally bounded by Cocoa Isles Boulevard to the north, the Atlantic Ocean to the east, SE 4th Street to the south, and Woodland and Brevard Avenues to the west.

Whether your project is a new building, a renovation, addition, or sign change, you will need to become familiar with this document and meet the prescribed design criteria for all approvals. We recommend that you work with a design professional to help you navigate through the approval process and provide the best outcome for your project’s design.

Before you begin reading this manual, you will need to determine:

- (1) which district your property is in,
- (2) what type of street it’s fronting, and
- (3) the underlying zoning and design standards described in Sec. 3 and 4 of the Land Development Regulations.

Requirements differ depending on the district and street type. Read both descriptions for Street Types in Chapter 3, and District Descriptions in Chapter 2 to understand the general requirements, allowable uses, and intent which apply to your property. The underlying zoning should also be consulted and followed and should take precedent over the Design Standards. The Design Standards enhance the Land Development Regulations, but in no way replace them.

For ease of use, you may refer to the summary matrix at the end of the manual to confirm which standards apply to your property. You will also want to refer to the photographs and illustrations next to each design criteria which show examples of how to apply the criteria to your project.

Section category — CHAPTER 3 BUILDINGS AND FACADES

Subsections — **1 MASSING AND SCALE**

Objective as it pertains to the subsection — **OBJECTIVE**
To develop building forms which add texture to streets and districts.
Buildings should not be so massive that they create dark and cavernous spaces, or so small and setback from the street and adjacent buildings that they disappear and have no physical presence or add form to the spaces around them.

Standard number. The prefix corresponds to the section category. In this example Buildings and Facades (BF). — **BF 1.1**
Building Footprint
Building footprints for new structures should generally match building footprints of existing structures to maintain the texture and character of neighborhoods.

Standard name and description — **CR**
BF 1.2
Varying Height and Volume
Avoid creating a single, large dominant building mass by varying height and volumes in large buildings. Changes in height can be created by designing rooftop terraces and/or varying roof heights. Refer to the zoning code for specific height requirements.

District code indicates which districts the standard applies to. — **DC, OS**

Photos provide examples of how the standard could be applied. — 

Caption explains how the image achieves the standard described on the page. — **Varying building height and shifting massing creates a better scale and more comfortable streets. San Jose, CA**

PG 60 — DOWNTOWN DESIGN STANDARDS **DRAFT**

Each district has an abbreviation which is used throughout this manual. As you read through the design standards, you'll notice a key under each standard which correlates to the districts. The key indicates which districts the standards apply to. When filing your application with the City, you will need to meet all of the required standards or document why you cannot reasonably meet them using the checklist found in the appendix.

COCOA BEACH'S PAST

A Few Words About Cocoa Beach's History

What makes Cocoa Beach so wonderful for residents and tourists is its history and how it changed the cultural landscape. While Cocoa Beach began, like most coastal Florida towns, from a rather modest vision, it catapulted to fame in the 1960s when President Eisenhower authorized the National Aeronautics and Space Administration and established its Launch Operations Center in Cape Canaveral. Many of the engineers and astronauts built their homes in Cocoa Beach, supported the businesses, invested in new businesses, spurred and shaped new development, and invigorated the once quiet beach town.

The space program made Cocoa Beach a destination for tourists and fueled its evolution as a premiere surfing venue. And although Cocoa Beach's vitality is linked to Cape Canaveral's space industry, it has grown and expanded in its own right with a separate identity and values. This identity has, in part, been captured in the City's architecture and signs.

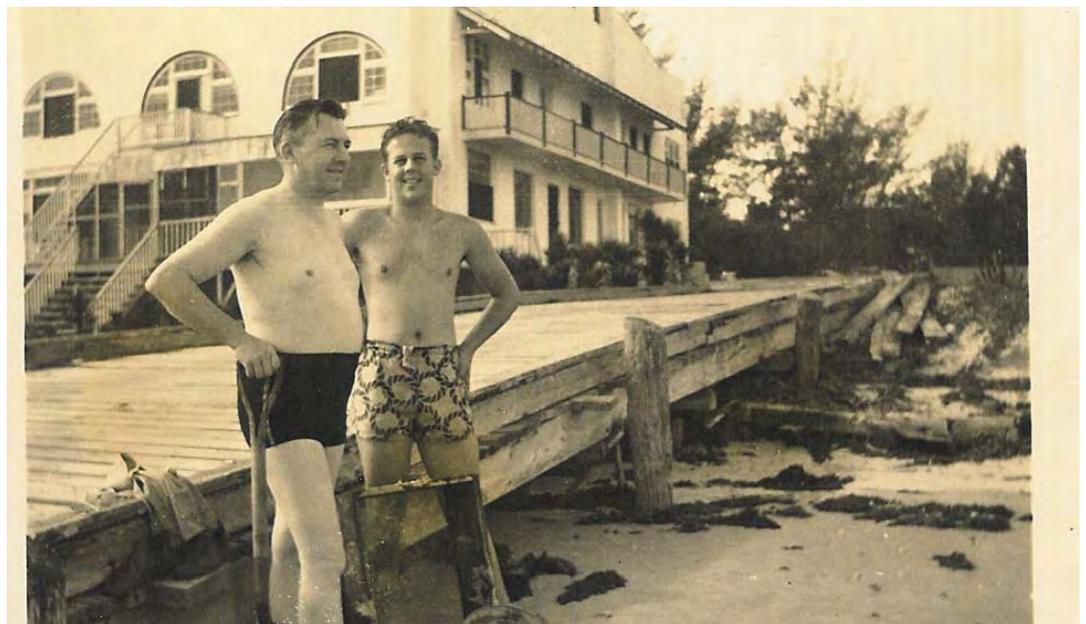
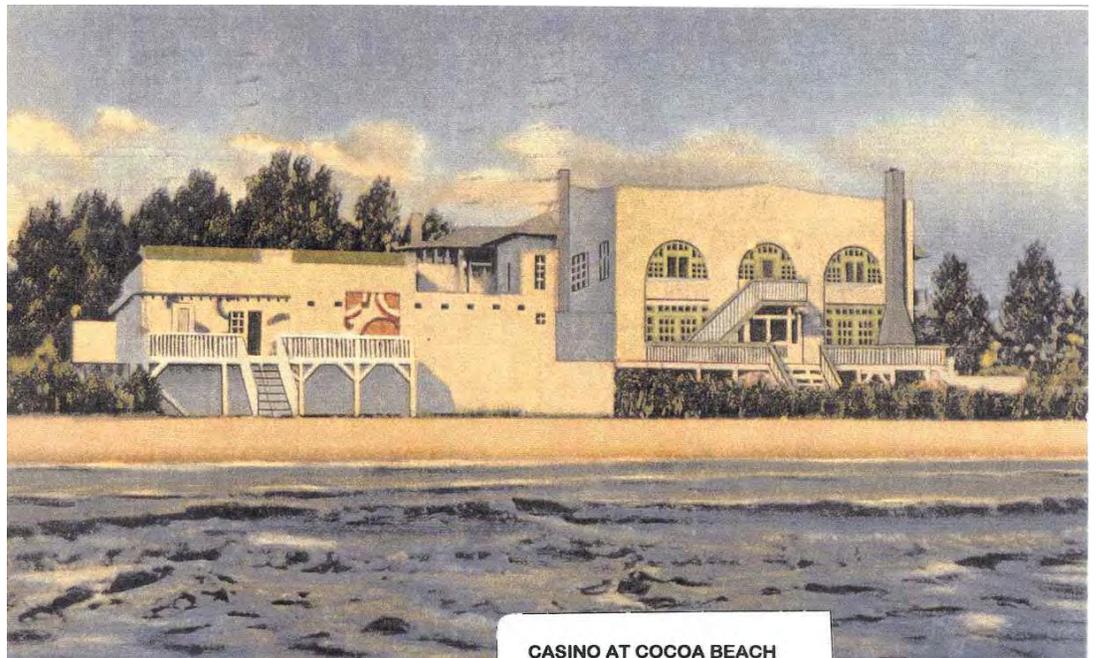
The space program has had a tremendous influence on Cocoa Beach's built environment and image and truly shaped the City's development.



HISTORIC REFERENCES AND ARCHITECTURAL CHARACTER

The images on the following pages are provided as a reference. They highlight iconic buildings and signs and architectural features which can inspire new buildings in the Downtown. They also illustrate the original architectural features which may have been obscured with inappropriate additions. To the best extent possible, these additions should be removed to reveal original details.

The Cocoa Beach Casino was an iconic building with outdoor patios, exterior stairs, thin horizontal overhangs, varied roof lines, and arched windows. 1920 and 1930s



Buildings on Atlantic Avenue at the intersection of Minuteman Causeway include roof overhangs, horizontal projections which separate the sign zone from the storefront and the first floor from the second. Signs project out from the buildings and have similar lettering styles.

Atlantic Avenue at Minuteman Causeway, 1940s



This building on Minuteman Causeway featured an outdoor walkway and exposed brick. The roof overhang creates a strong horizontal element which anchors the building.

Minuteman Causeway, 1940s



Modest commercial structures featured horizontal overhangs-- termed eyebrows-- exposed brick, and walls signs fixed directly above. *Atlantic Avenue, 1940*



The Sea Missile Hotel on A1A features a tall vertical, concrete sign which abuts the main building and appears to be jutting out from the structure. *North Atlantic Avenue, 1950s*



The 5 and 10 Ben Franklin store used a canopy sign mounted directly on the roof overhang. The strong horizontal line of the roof overhang is seen in many historic references.
North Atlantic Avenue, 1950s



The Starlite Motel has several inspiring architectural features including fin-like vertical elements, a strong horizontal roof overhang, trellises, and an iconic sign.
North Atlantic Avenue, 1960s



Many of the buildings which stand today are reminiscent of the town's original buildings shown on the previous pages. Others portray a new character which is equally important to honor and perpetuate through new building design.

Angular carports like the one illustrated on this page, are common in multifamily buildings, as well as single family and duplex structures.

The old Post Office building incorporates concrete screens into the facade to create a series of bays. In addition, the building is separated into different volumes to highlight the horizontal lines.

Decorative concrete screen blocks are emblematic of 1950s architecture and are prominent in many beach front communities.



New developments should take architectural cues from existing residential buildings such as the angular line of the carport roof and the wall of the screened in porch, and the decorative concrete block wall depicted on this page.



Front porches, elevated entrances, exterior stairs, and carports with angled roofs are characteristic of many residential structures in Cocoa Beach. Several of the structures depicted on this page have been adapted for commercial uses, but still retain these features.



Many of the commercial buildings Downtown use murals and vibrant colors to decorate otherwise plain facades.

Another common feature in commercial and residential buildings in Downtown Cocoa Beach are angled roof lines as depicted in Seafood Market building.



COMMUNITY VISION

The good news is that the Downtown is ripe for redevelopment. Even better, the community is committed to restoring the downtown and enhancing its own special brand. More than 100 stakeholders commented that they are ready for public and private investments- investments in infrastructure, businesses, new residences, and public art. The community met in a series of hour and a half workshops to share their thoughts and ideas and reflect on the initial findings. Participants were receptive to new mixed-use investment in the downtown core with more parking to serve new commercial uses and to meet current parking demands. Other ideas included permanent art installations, energy efficient technologies and design, opportunities for ecotourism, changes in traffic patterns, and elevating the quality of buildings and streets. While the older residential community was less enthusiastic about change, the majority of participants agreed that the Downtown needed to support new investment and creative design solutions to ensure Downtown's long term viability. These ideas have been encapsulated into four shared goals which govern the intent of this manual.

Meetings and workshops with more than 100 stakeholders elicited strong support for reinvesting in the Downtown.



The design manual is based on several goals which, together, encompass a shared vision expressed by the community, the City Commission, and the City staff.

SHARED GOALS

A. To enable mixed-use development to support economic stability and enhance the Downtown's identity.

Thriving and vibrant places like downtown Delray Beach, Venice Beach in California, and Riverside Avondale in Jacksonville are successful because they have a balance of small scale neighborhood retail, restaurants and entertainment, neighborhood amenities like parks and open space, a range of housing for families and singles, and even lodging for tourists. Concentrating this variety of uses works because it attracts people--people to live and people to socialize, and people to shop—to stabilize the economy. Downtown Cocoa Beach's current zoning code prohibits this kind of mix of uses and mostly allows for commercial uses only- retail and office. Residential is not permitted in most of the Downtown and hotel is relegated east of Atlantic Avenue. However, Downtown's historical development pattern included a mix of housing types within what is now zoned for Commercial Neighborhood (CN). Previous zoning changes trade mixed use patterns for suburban standards which have hindered Downtown's continued development.

Mixed use districts can include hotel buildings with street level retail and restaurants.
Miami Beach, FL



Permitting mixed-uses would reinforce the historic building patterns and help Downtown evolve as a place.

RECOMMENDATIONS:

- Permit small boutique-hotels into the Downtown Core to increase the number of daytime and nighttime tourists to patronize existing and future businesses and help create a more memorable image of Downtown.
- Permit new residential as part of a mixed-use development in the Downtown Area to increase the overall population and further support economic stability and the Downtown's identity. Refer to zoning code for specific percentages.
- Provide exceptions to distance requirements for Alcohol sales in the Downtown Core to allow commercial uses to maintain a certain level of noise when adjacent to residential uses:

Allow mixed-use development in the Downtown Core.
Portland, OR



B. To increase access and protect views to the Ocean and Banana River.

The water and beaches are Downtown Cocoa Beach's greatest assets. Tourists hail from all over to catch a glimpse of the beach's famous waves and surfers. However, there is a definite disconnect between the Downtown districts and the beach as the developments along the ocean's edge have walled off most views to the ocean. Publicly owned street ends ensure that there are several opportunities to see the water and access the beach from Atlantic Avenue in a designated public space. Introducing uses to these street ends will increase opportunities for people to access the water and to view and enjoy the water from other Downtown streets and districts which are further away from Atlantic Avenue. Uses might include waterfront dining, bars, and retail uses. Rooftop terraces can also increase views to the water, and buildings can be designed to frame view corridors to the water.

Low scale buildings incorporate verandas and balconies to increase views to the water.

Rooftop terraces take advantages of water views.
Brooklyn, NY
photo by Gavin Thomas

Maximize views to the Indian River, as well as the Atlantic Ocean.
Indian River



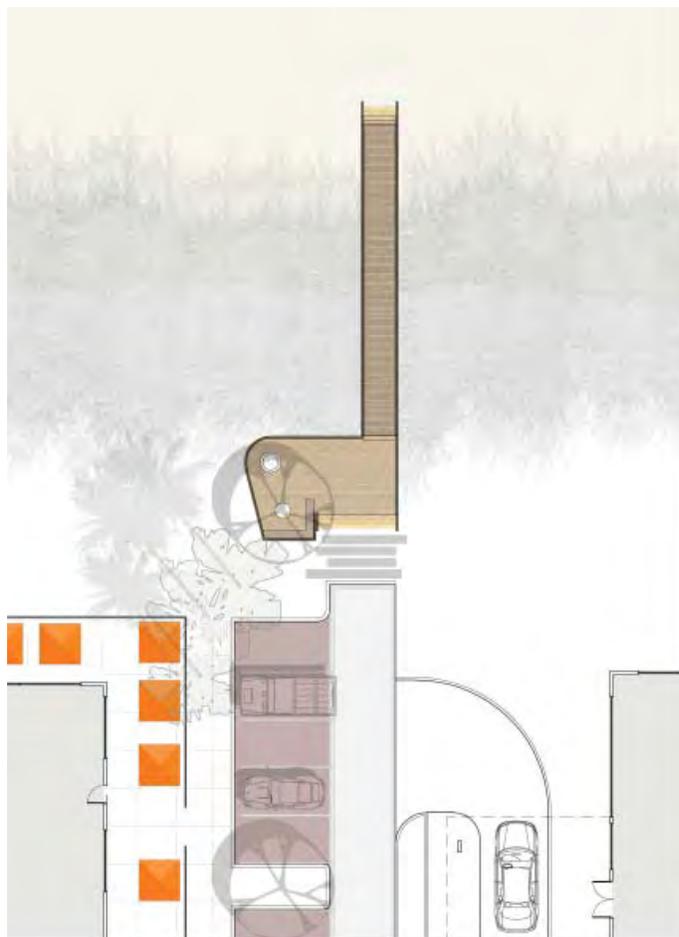
The standards in this manual describe specific strategies for applying these ideas to each district.

Street ends should be designed with setbacks and landscaping to frame entrances to the beach.

Proposed Cocoa Beach street end and Naples, FL

RECOMMENDATIONS:

- Design buildings with rooftop terraces, balconies, ocean facing windows, and orient buildings towards the water.
- Improve street level views by redesigning street ends with special landscaping to highlight view corridors and by locating lobbies and active retail frontages along their edges.
- Maintain separation between buildings to allow views towards the water from the sidewalk.

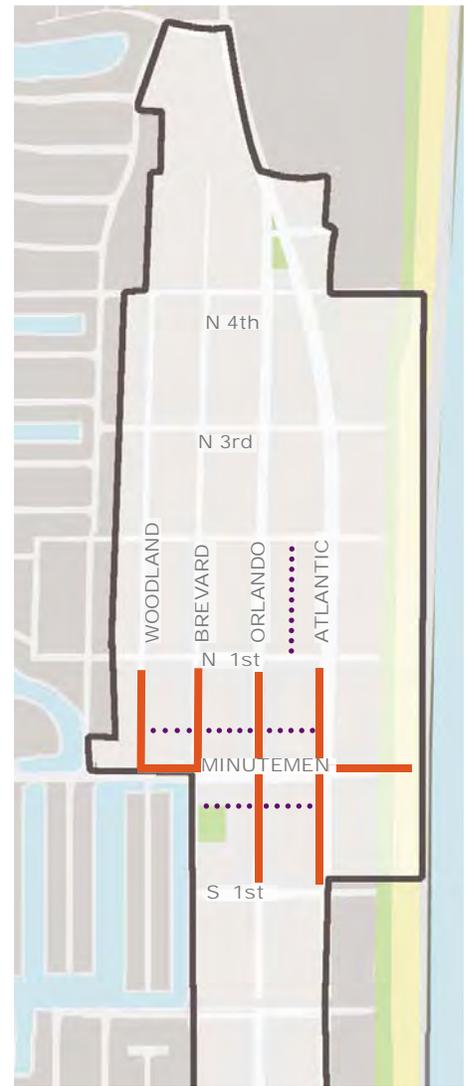


C. To improve connections within the Downtown Area for people on foot by creating a more appealing walking environment.

Downtown Cocoa Beach can become a more comfortable place to live with a better walking environment on primary streets--Orlando, Minuteman Causeway, and Atlantic Avenue in the Downtown Core--and alleys. This means creating a more aesthetically appealing and complex collection of building facades, yards, and open space along the sidewalk and designing spaces with pedestrian proportions and clearly defined and enclosed spaces. It also means creating continuous sidewalks with limited curb cuts and filling in vacant or surface parking lots which are adjacent to the sidewalk with buildings, landscaping, and art.



Developing a more rich and complex building facade at the street level creates a more attractive and comfortable place for walking.
Reston, VA



- Primary Streets
- Active Alley/Easements

The standards provide very specific recommendations for improvements to private property along the street edge and suggest public improvements too.

RECOMMENDATIONS:

- Limit curb cuts for driveways and parking lots on commercial streets to minimize interruptions to the sidewalk.
- Sidewalks should have more shade trees, awnings, and canopies.
- Yards in residential districts should be well landscaped with a distinct edge.
- Road crossings on Atlantic Avenue and Orlando Avenue should be improved.
- Sidewalks should be wider and more attractive with an increased number of pedestrian amenities like benches, trash bins, and water fountains.
- Storefronts should be more detailed and buildings should be well articulated at the street level.
- Buildings should have a high degree of transparency to imply human activity beyond the street's edge.
- Signs should be designed to add character to the street with whimsical and quirky themes that are unique to Cocoa Beach.
- Limit and buffer exposed surface parking lots along sidewalks.
- Provide better pedestrian connections to the ocean and river.

Limit interruptions to sidewalks from parking lots and driveways on commercial streets.
Cocoa Beach, FL



D. To establish distinct activity centers, points of interest, and districts to reinforce neighborhoods.

The Downtown needs points of interest and activity centers to attract people and support businesses while preserving residential neighborhoods and Downtown’s building scale. Defining districts with different characteristics would encourage new buildings and redevelopment which create unique and distinct areas within the Downtown. Streets, streetscape, building design, facades, and building uses differ among each district to create a collection of different areas which contribute to Downtown’s identity and make it more memorable and recognizable.

Proposed pedestrian alleys in the Downtown Core enhance circulation and create additional retail frontages and interesting spaces for outdoor seating and shopping.
Cady’s Alley, Georgetown, Washington, D.C.



The standards in this manual support Minuteman Causeway as a primary anchor with additional retail and activity along pedestrian-oriented alleys north and south of the corridor and envision a variety of other anchors including an artisan district on the Downtown's western boundary, a pedestrian district in Cottage Row, and a civic campus which uses energy efficient technologies at the northern entrance of Downtown. Together, the anchors in these districts will help move people from the residential and oceanfront districts and encourage daytime visitors to stroll through these commercial districts.

Civic buildings which are inspired by Cocoa Beach's history and architecture in the proposed Campus Gateway.
Ottawa, Canada
photo by Brian archi-types.net

Proposed artist galleries and studio spaces in the Artisan District.
Seattle, WA

RECOMMENDATIONS:

- Establish districts to reflect the existing neighborhoods in Downtown.
- Reinforce these districts by encouraging new development and building renovations to design according to each district's intent and standards.
- Differentiate commercial districts which will act as anchors, from residential districts.



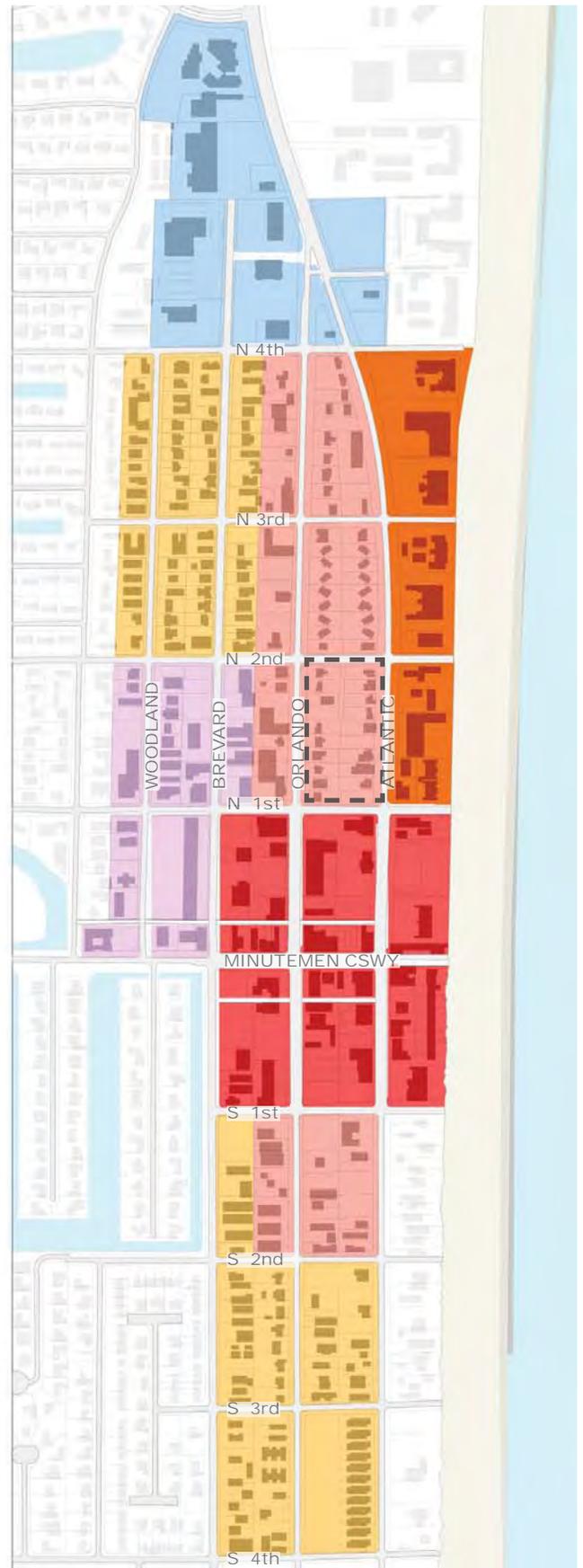
2: District Descriptions

DOWNTOWN COCOA BEACH

For the purposes of this manual, the Downtown is divided into six districts with varying attributes. The following descriptions explain the community’s vision for each district. Photographs illustrate examples of the proposed image and feeling which should be conveyed through new building design, renovations, and signs.

Proposed Downtown districts.
Cocoa Beach, FL

- Downtown Core (DC)
- Artisan District (AD)
- Campus Gateway (CG)
- Oceanside District(OS)
- Cottage Row Residential (CRR)
- Cottage Row (CR)
- Cottage Row Conservation (CRC)



DOWNTOWN CORE (DC)

The Downtown Core is intended to be the main destination in Downtown Cocoa Beach, for both residents and visitors, which maintains the existing scale, but fills in the vacant lots with a mix of uses--primarily entertainment, retail, restaurants, and small hotels. A network of active alleys behind Minutemen Causeway will create more intimate pedestrian spaces with cafe seating, alternative retail, and entrances to small hotels and residential buildings. The Downtown Core will be the image of Downtown Cocoa Beach and the impetus for its ultimate success. It includes Minuteman Causeway at the intersections of Atlantic Avenue, Brevard Avenue, and Orlando Avenue. New development in the Downtown Core should be the most intense and dense in the City. It has the highest concentration of commercial uses and is energized with people, especially at the beach end.



EXISTING: The existing Downtown Core has scattered buildings which don't have a strong presence or visibility from the main north/south thoroughfares. There is no sense of arrival.

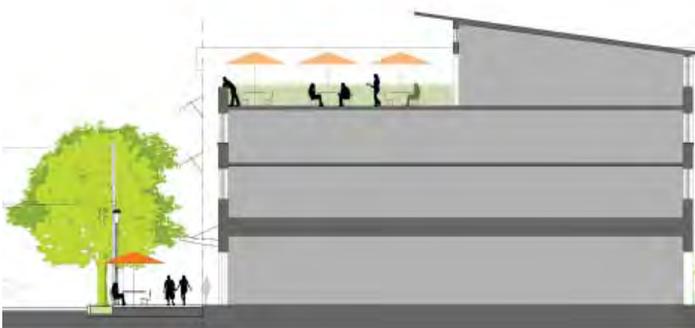
EXISTING



- The Downtown Core should have a variety of uses including hotel and commercial with dynamic buildings that engage pedestrians and encourage interplay between activities within the buildings and along the street including outdoor cafes and retail displays.
- Designs may include outdoor terraces which support dining, rooftop lounges and viewing decks, large street level windows for restaurants and bars, large overhangs to protect pedestrians from the elements, rich materials and details, and avant guard architecture which challenges and engages passersby.
- Parking should not be visible from the street and may be provided with off-street parking lots which are located behind buildings and internal to the block, with structured parking which is internal to the building, or a landscaped buffer.

PROPOSED: Capitalize on the creative energy and activity in the downtown by repositioning the existing commercial and nighttime uses, introducing hotel and residential uses, encouraging outdoor displays, and creating a series of pedestrian paths with retail frontage. *Paris, France and Clematis Street, West Palm Beach, FL*

PROPOSED



COTTAGE ROW

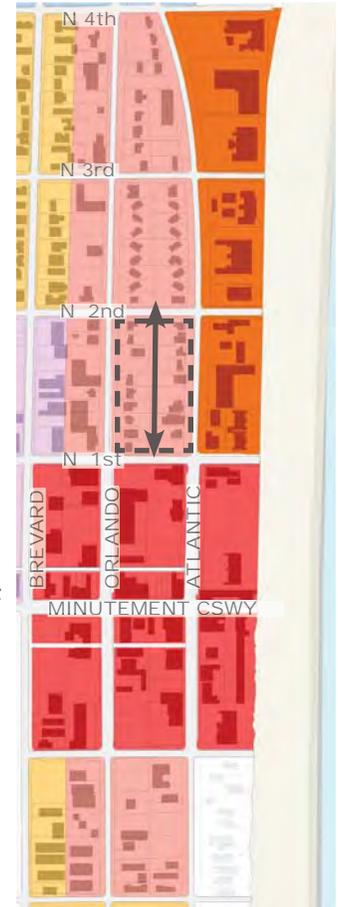
Cottage Row is envisioned as (1) a small scale commercial district and as (2) a pedestrian-oriented conservation district with rear facing buildings organized along an existing alley easement. It includes three blocks between Atlantic Avenue and Orlando, 1st Street North, and 4th Street North. The southernmost block located between First Street North and Second Street North is a district with small historic houses, many of which have been converted to commercial uses and is proposed as the *Cottage Row Conservation District*. The other blocks which form this district are a mix of commercial buildings setback from the street and smaller residential buildings.

Conservation District (CRC)

By formalizing the alley/easement as the Conservation District’s primary entrance, buildings can shift their main entrance to the building rear and take advantage of the large rear yards for additional commercial space, cafe seating, art displays, sculpture gardens, and flower or plant gardens.

- Preserve existing structures and adapt them for other commercial or residential uses within the Conservation District.

EXISTING



EXISTING: Enhance the Cottage Row Conservation District by formalizing rear entries as primary entries using signage, landscaping, and exterior displays.

Redevelop surface parking lots by bringing buildings closer to the sidewalk and narrowing driveway curb cuts.

- Residential uses should be designed away from the street and towards the back of buildings or on upper levels and may share building space with other uses.
- Create a zone of pedestrian activity along the backs of buildings within the alley/easement.
- Improve entry yards along the alley/easement with outdoor seating, sculpture gardens, and outdoor retail displays to encourage casual strolling and more opportunities for social interaction.
- New buildings should match the scale and massing of existing structures with small building footprints and large amounts of open space. Developing one large structure on multiple lots is discouraged.
- Parking may be accessed from the easement, but parking lots should be buffered or screened and should not deter pedestrian movement or distract from the district’s pedestrian quality.

Cottage Row (CR)

New buildings should adhere to these standards:

- New development should try to create a continuous pedestrian walkway by buffering parking lots with landscaping and limiting the number of driveway curb cuts which interrupt the sidewalk.
- Buildings, rather than parking lots should be the most prominent feature of the landscape, and driveways should be narrow.
- A mix of uses should be permitted in Cottage Row.

PROPOSED:
Rehabilitate historic structures in Cottage Row for commercial uses and transform the existing easement into a pedestrian pathway with secondary storefronts and programmed outdoor spaces.

Rockport, MA

Buffer parking lots from sidewalks to create a more attractive walking environment, and limit the number of driveway curb cuts.

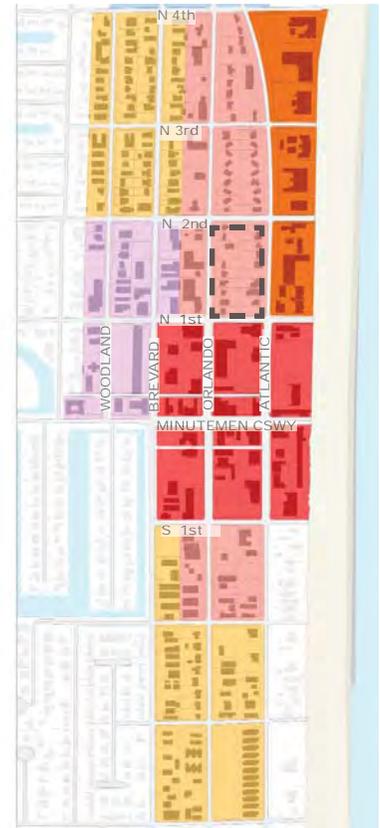
South Miami, FL

PROPOSED



COTTAGE ROW RESIDENTIAL (CRR)

The residential districts are almost exclusively residential with small single family, duplex, one-story rental communities, and an occasional two-story apartment building. They should continue to maintain their residential character and should be preserved as the primary zones for Downtown living. New developments should be of similar proportion and scale while meeting the regulations in the zoning code. Many of the existing buildings have special architectural details which are distinctly Cocoa Beach. Angular lines on carport overhangs, screened in porches, and exterior walls date back to the 1950s and 1960s space age and mid-century modern architecture.



EXISTING



EXISTING: New developments should take architectural cues from existing residential buildings like the angular lines of the carport roof, the wall of the screened in porch, and the decorative concrete block wall below.

Parking lots for new developments should not front sidewalks or use sidewalks as a continuous driveway.



- This district should continue to be primarily residential.
- Sidewalks should be reserved for pedestrians and new developments should limit the number and size of curb cuts to meet this intent.
- Limit frontage of parking area and screen parking with landscaped buffers or other semi-transparent materials.
- Preserve and highlight historic architectural features in existing structures.
- New structures should be inspired by historic architectural lines and symmetry without replicating them.
- Incorporate exterior courtyards and breezeways into building designs.
- Separate semi-public spaces like front yards from the sidewalk with decorative walls or landscaping.
- Place building lobbies along sidewalks.

PROPOSED: New developments should be a similar scale and proportion to the existing residential structures in this district with distinctive and landscaped front yard setbacks.
Lenox, MA
Venice Beach, CA

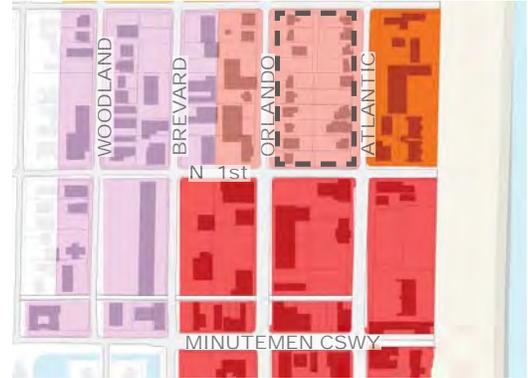
PROPOSED



ARTISAN DISTRICT (AD)

The Artisan District is on the eastern edge of Downtown just north of Minuteman Causeway and is predominantly composed of warehouses, storage bays, open storage yards, and vacant land. Its proximity to the Downtown Core makes it an attractive secondary district for artist uses which can support special events to support the community that lives there.

The Artisan District is envisioned as an artistic enclave with artist workspaces and studios in both new structures and converted garage storage and warehouses. *Artist workspaces* are working studios for artists who engage in visual, creative or performing arts. Workspaces should have a public storefront and entrance to attract people to this district. They may also accommodate workshops and classes. *An artist's dwelling unit* consists of a room or suite of rooms on one or more floors designed for and occupied by one family which includes adequate working space for the artist residing there. Activities may be restricted with respect to hazardous materials, time of operation, noise, odor or other potential impacts to adjacent or nearby uses.



EXISTING: Existing buildings may be retrofitted for artists workspaces and housing.
Cocoa Beach, FL

EXISTING



- Existing buildings may be retrofitted to support these new uses including residential, commercial, office, and mixed uses. ~~Hotel uses should not be permitted in the Artisan District.~~
- New buildings should be designed to accommodate arts and art related uses at the street level.
- Studios should be open to the public during the day and/or evening to create a zone of activity.
- Parking may be reduced for artisan uses.

PROPOSED:
Artist workspaces and dwellings give artists and their work retail style street frontage which is accessible to the public.
Seattle, WA

PROPOSED

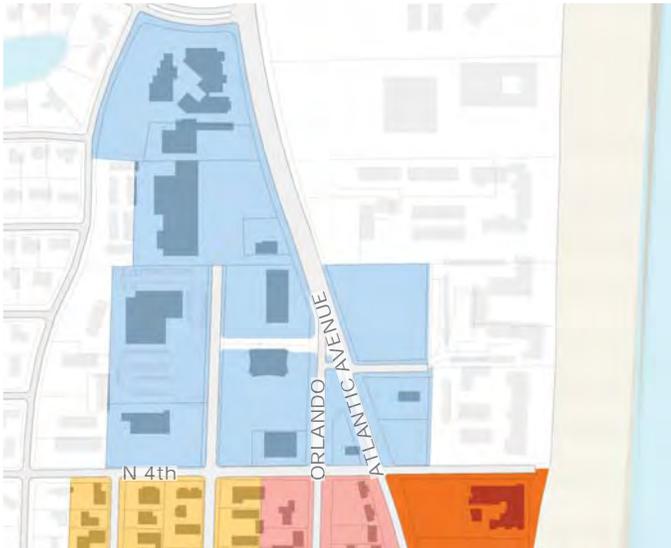


CAMPUS GATEWAY (CG)

Campus Gateway is envisioned as a destination and showcase for innovative energy efficient building technologies and art installations at the northern entry of the Downtown as part of a master planned campus driven by government buildings. The existing post office and public library will become part of a new municipal center which encompasses a new City Hall and destination mixed uses with shared parking facilities. It will be the northern anchor for Downtown.

The District is at the northern entry point to downtown where Atlantic Avenue and Orlando Avenue merge. It includes a series of very large and grossly underutilized parking lots which are poorly maintained.

EXISTING



EXISTING:
Existing surface parking are underutilized and unattractive and existing municipal buildings lack connectivity to each other.
Cocoa Beach, FL



- This vacant and underutilized land can be repurposed and redeveloped as a master planned government campus featuring energy efficient and sustainable technology.
- The new campus will be a northern gateway for the Downtown and should include a symbolic marker.
- Mixed uses are permitted in this district, with primarily government and civic uses.
- Additional development may include related mixed uses and other public amenities like parks, green space, plazas, and interactive fountains. Residential uses are permitted.
- Buildings, not parking lots, should front the main pedestrian walkways and streets with ample shading and visual interest.
- Open spaces are linked by a system of interconnected sidewalks.

PROPOSED



PROPOSED: Develop a master plan for this district to create a campus-like setting.

Florida State University

Create civic buildings with attractive and inviting entrances and comfortable spaces to congregate.

Ottawa, Canada

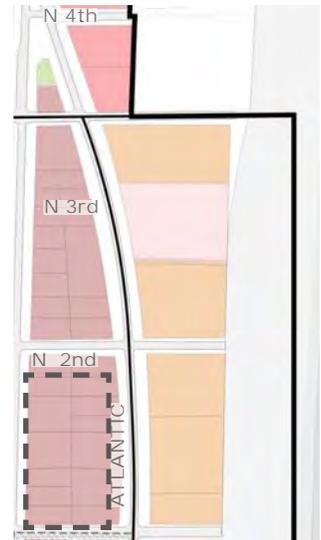
Incorporate sustainable architectural design elements into new buildings.

Yale University Sculpture Building, New Haven, CT



OCEANSIDE DISTRICT (OS)

The Oceanside District runs along the beach and the Atlantic Ocean east of Atlantic Avenue. New development will be close to the sidewalk with commercial uses that cater to pedestrians and will create more opportunities for views to the water with improved street ends and gaps between building walls. While short term redevelopment is unlikely since most of the properties have existing structures, the few remaining vacant parcels can be developed as hotel or residential and will have strong connections to the beach and ocean.



EXISTING: Existing buildings block views to the water and line sidewalks with surface parking lots.
Cocoa Beach, FL

EXISTING

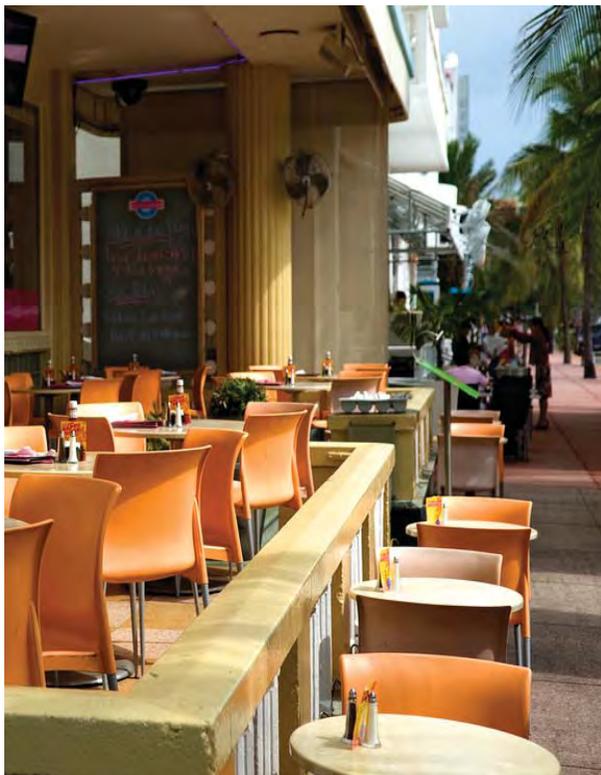


- Some components of new buildings should be connected to the sidewalk with street level uses which are visually and physically accessible so that the front property line is not entirely lined with parking lots and parked cars.
- Existing and new parking lots which are visible from the sidewalk may be screened with garden walls and landscaped buffers to make the sidewalk more visually appealing for walking.
- New buildings should be sufficiently separated to allow views to the water from the sidewalk.
- Mixed uses are permitted in this district.
- The main building entrance and building lobby should front East/West streets to encourage foot traffic on street ends.

PROPOSED: New buildings should meet the sidewalk with active uses like cafes or hotel outdoor seating. Use imaginative and creative architectural design to reflect Cocoa Beach's personality.
Miami Beach, FL

Design buildings and landscaping to frame street ends and views to the water.
Tampa, FL

PROPOSED



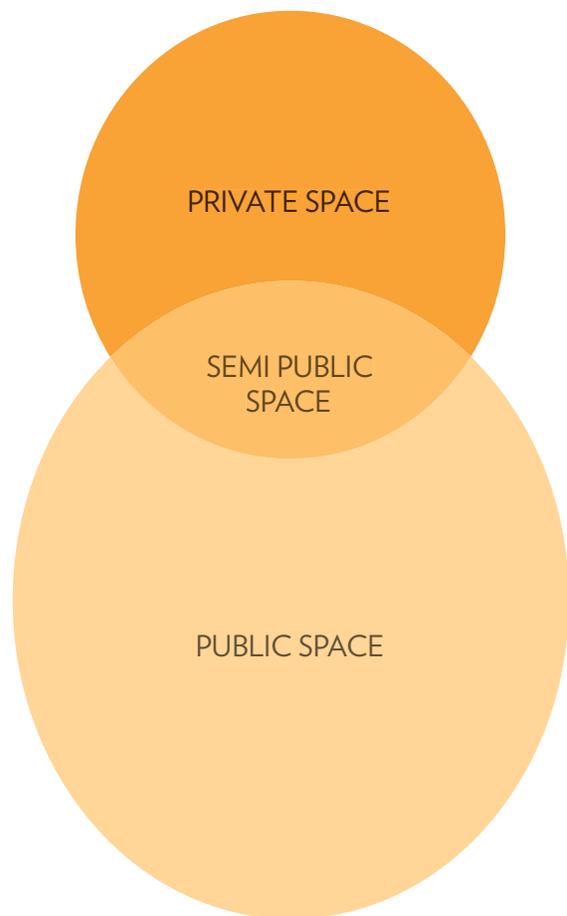
3: Public Spaces

DOWNTOWN COCOA BEACH

Public space is shared space. It includes all of the spaces in between buildings which are open to the public like sidewalks, streets, and alleys. Sidewalks provide safe and secure zones for walking while streets and alleys accommodate car movement and open space provides niches of semi enclosed and protected spaces.

Semi-public spaces are seen from the street or sidewalk. These spaces often support leisure and stationary activity like sitting, standing, leaning, and observing. They include front yards, gardens, sidewalk cafes, and terraces, create a transition from the sidewalk to private spaces within buildings. They are visually accessible from the sidewalk, but clearly distinguishable from the public space. Because they are visible from the public right of way, semi-public spaces should adhere to certain design standards described in this chapter.

Together these informal spaces make places memorable, comfortable, and appealing. These design standards provide guidelines for open spaces created by private development rather than spaces created by the City or County.



PS1 STREETS

OBJECTIVE

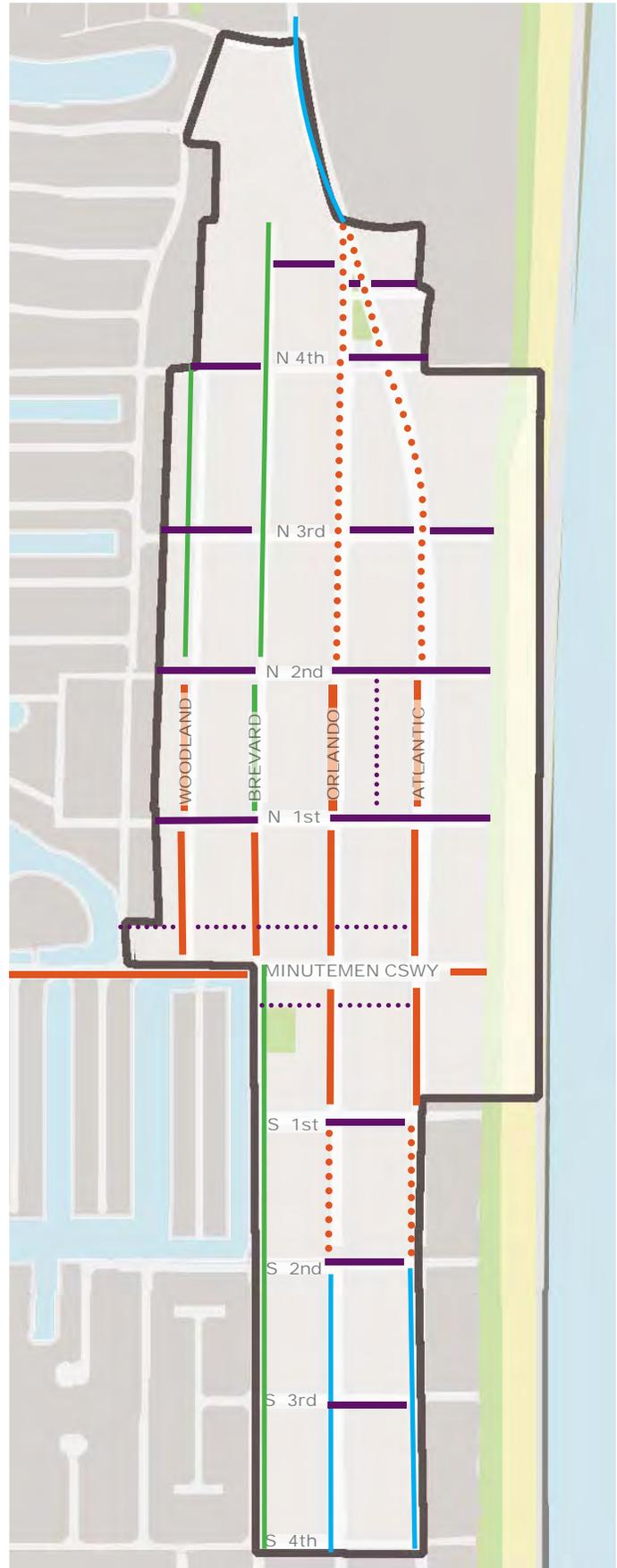
To design Downtown based on a system of streets which serve different users at varying intensities.

The most public of all spaces are streets which include the travel lanes, but also the parking lane, landscaped buffers, and sidewalks. While each has their own primary purposes, this organization is often disrupted when the two zones overlap, for example, when curb cuts interrupt the pedestrian zone or when crosswalks interrupt car movement. While this catalog focuses on standards for building development and not public infrastructure and streetscape, it addresses how buildings should interface with the street and describes design techniques to reduce conflicts between pedestrians and vehicular movement and optimize and enhance roadway functions by classifying existing streets based on their primary function—to move traffic, to move pedestrians, or to provide service access.

ALL DISTRICTS

The street hierarchy diagram is a way of organizing the streets in terms of their primary function and character.

- Major Arterials
- Primary Streets
- Secondary Streets
- East West Streets
- Local Streets
- Active Alley/Easements



PS 1.1

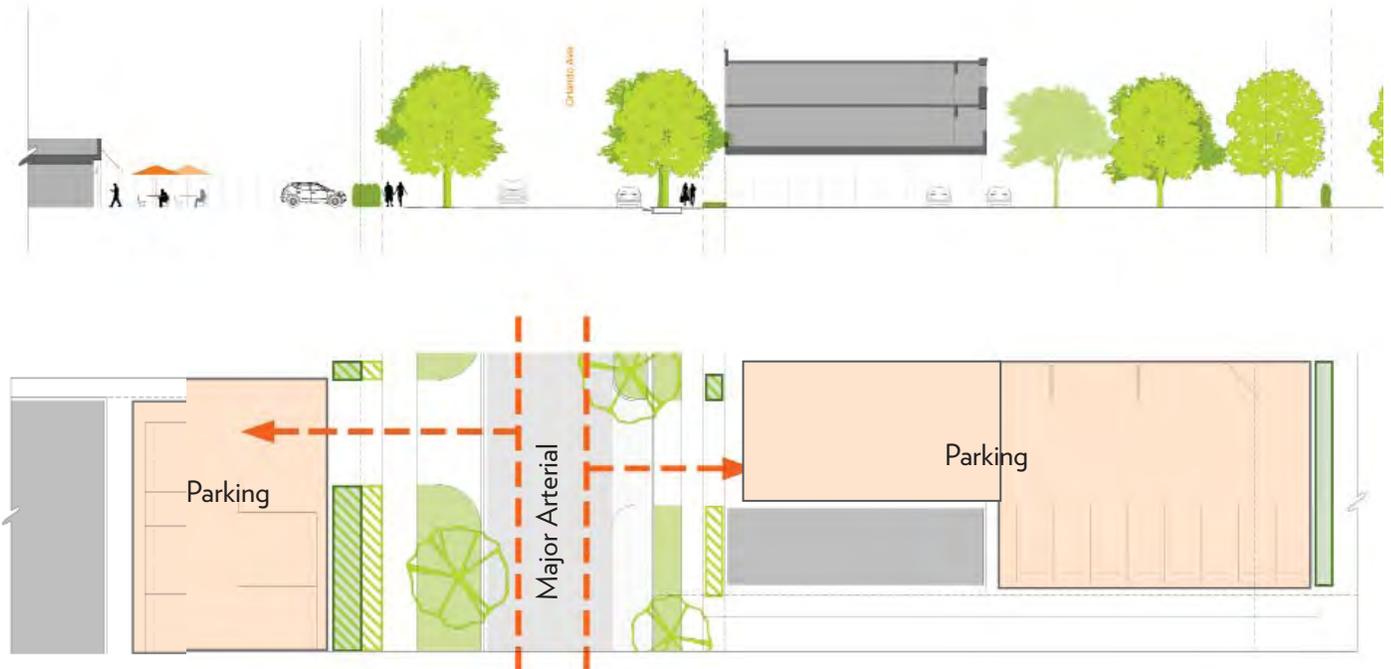
Major Arterials

Major arterials are designed to move traffic. It's important for these streets to be visually appealing, and to have a safe and comfortable walking zone for pedestrians. In Downtown Cocoa Beach, the major arterials, Atlantic and Orlando, have dual roles as pedestrian corridors and high volume traffic corridors. Development on these roadways should be designed to encourage foot traffic with large and comfortable sidewalks which are well landscaped and shaded with awnings and horizontal shading devices. In addition, major arterials should have some active uses facing the sidewalk. Active uses are enclosed spaces designed for people and which attract people and provide access to the general public for example cafes, restaurants, libraries, retail, commercial services, educational and cultural facilities, and residential uses.



Major arterials accommodate traffic, but should also provide a pleasant and safe space for walking.
Barcelona, Spain

DC, CR, CRR, CG, OS



PS 1.2

Primary Pedestrian Streets

Primary Pedestrian Streets are the most heavily used streets by pedestrians and should accommodate both cars and people in a comfortable way. They include shopping, dining, and entertainment venues which are the hub of pedestrian activity and social interactions in downtowns. The Primary Pedestrian Streets are Brevard, Orlando, and Minutemen Causeway within the Downtown Core neighborhood district.

- Because businesses along these corridors are dependent on foot traffic, sidewalks should be continuous with limited interruption from curb cuts. Driveway access should always be from the Active Alley when present.
- Storefronts and facades on Primary Pedestrian Streets should be the most engaging and interesting streets for pedestrians and should abut the sidewalk edge and structures may include rooftop terraces with active uses.
- Surface parking lots should not be visible from Primary Pedestrian Streets. Customer parking should be designed around centralized rear surface parking lots which can be accessed from a common driveway preferably on a Secondary Street.
- Active uses should be the dominant use on the ground floor with minimal space dedicated to shared driveways when necessary.

Primary pedestrian streets have uninterrupted sidewalks and storefronts to maximize comfort, safety, and aesthetic enjoyment for people.

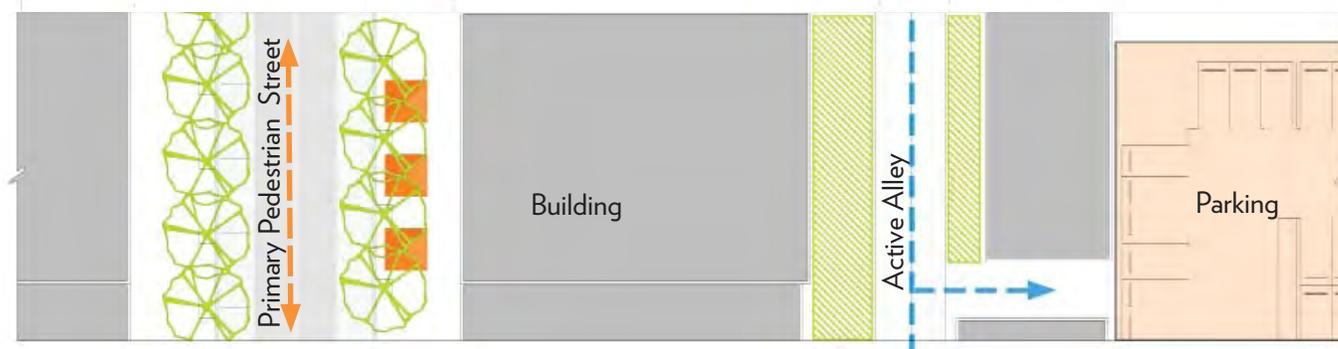
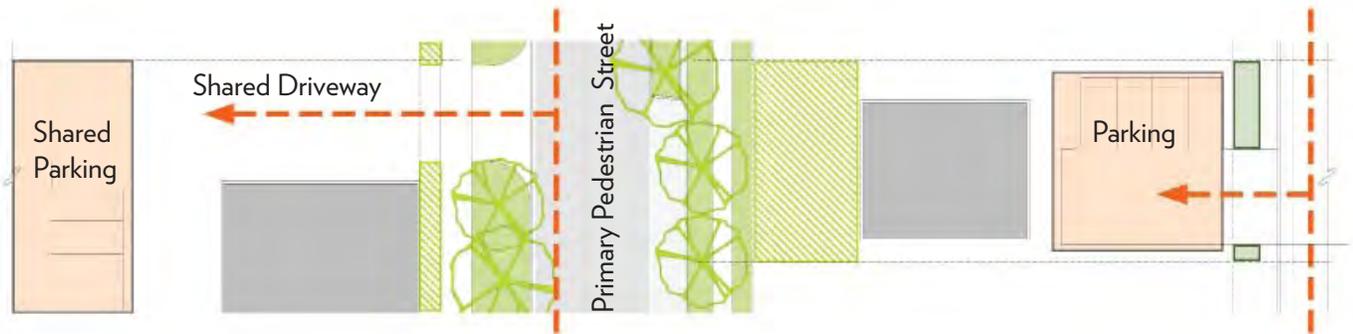
Third Street Promenade, Santa Monica, CA



Street festivals and monthly markets have become more common especially with the local food movement and creative arts festivals. Removable bollards and curbsless streets can be designed to accommodate temporary street closures for these festivals and markets on Primary Pedestrian Streets.

DC, CRC, CR, AD, OS

Parking for primary pedestrian streets is accessible from shared driveways with common parking areas.



Parking for primary streets is accessible from alleys.

PS 1.3

Secondary Streets

Secondary Streets provide a transition from Primary pedestrian-oriented streets to faster auto-oriented arterial roadways. Secondary streets have long block faces which are conducive to walking and window shopping, but they may also accommodate surface parking lots with a landscape buffer as described and depicted in the East/West Streets description.

CR, CRR, OS



PS 1.4

East/West Streets

East/west streets can accommodate much of the lot access in the Downtown with primary access to driveways, parking, shared parking lots, and alleys or easements. They also provide important connections to the beach, but have very little aesthetic appeal because the streets are lined with the sides of buildings, rather than building frontages. This is a product of the street block's north south orientation. New buildings can continue commercial frontages around their corners as shown below in addition to better landscaping and public art and sculpture.

East/west streets can accommodate driveways, parking lot entrances, and service entries.
South Miami, FL

Continue the building frontage around the corners of east/west streets.
Naples, FL

ALL DISTRICTS



PS 1.5

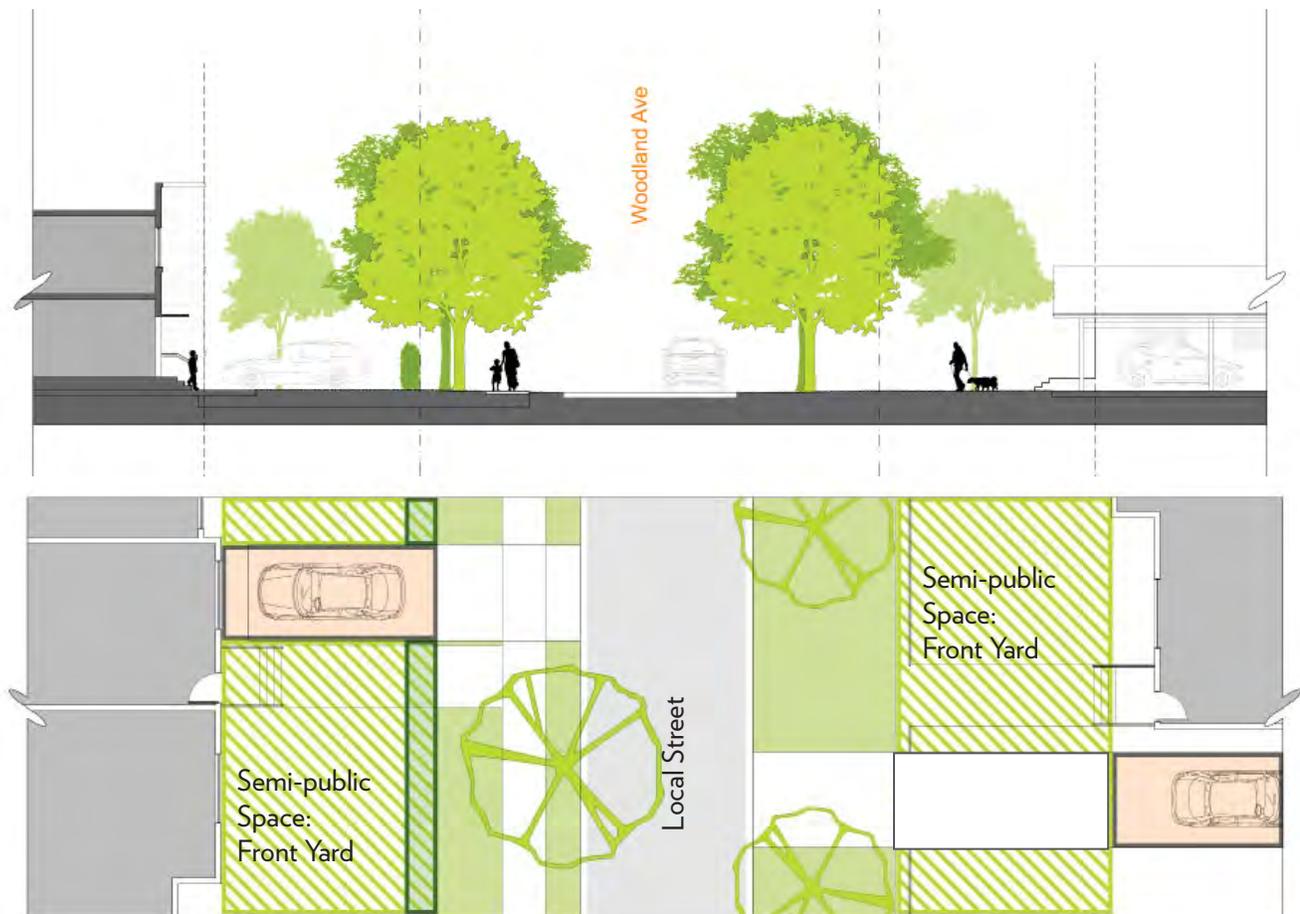
Local Streets

Local streets are non-commercial streets with mostly single family homes, duplexes, and small multi-unit buildings. These include Woodland Avenue and the northern portions of Brevard Avenue. Sidewalks on these residential streets are sometimes replaced with very wide driveway curb cuts to accommodate head-in parking. This configuration should be avoided in new developments. Instead maintain a consistent sidewalk, create more attractive and landscaped front yards to create a zone of semi-public space, and reduce the negative visual impact of parked cars facing the sidewalk.

DC, CRR, CG



Local streets should have limited curb cuts, on-street parking, and a zone of semi-public space created by front yards.
Savannah, GA

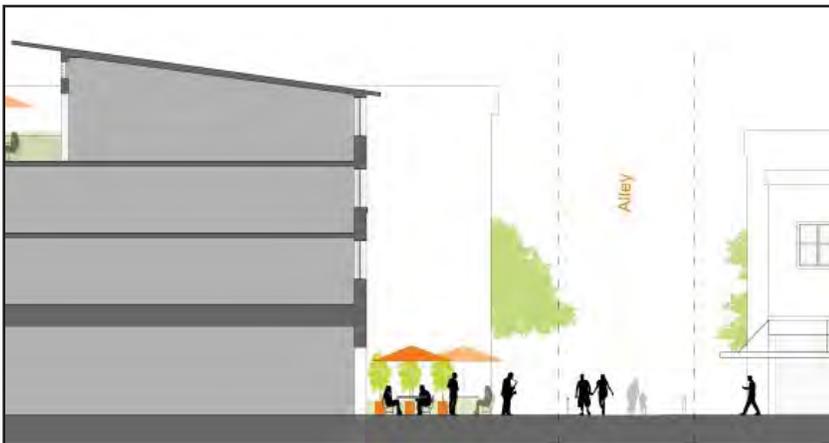


PS 1.6

Active Alleys

The few Active Alleys that exist Downtown provide service access and additional vehicular circulation, but offer an opportunity to create a safe and comfortable retail corridor for people. Retrofitting existing Active Alley and creating new facilities can provide an informal atmosphere with outdoor spaces and pedestrian amenities. Some Active Alleys are already being used by existing commercial uses to support auxiliary activities. New uses might incorporate storefronts, plazas and gathering spaces for sitting and eating, with screening for mechanical and service equipment. Service needs should be evaluated for these Active Alleys as well as service coordination and timing. Additional description of Active Alley standards can be found in section PS2 of this manual.

DC, AD, CRC



Active alleys/easements carve out spaces for pedestrians while preserving vehicular access for service, loading, and parking.
Barcelona, Spain



PS2 ACTIVE ALLEYS

OBJECTIVE

Design rear storefronts fronting alleys to engage pedestrians and increase street level activity.

The backs of buildings are often used as secondary entrances when parking is located at the rear and alleys. There are many examples of these scenarios in downtown, especially along Minutemen Causeway, but the aesthetics of these building backs are less than ideal. These spaces can be improved for walking if they are reconceived and enhanced as communal outdoor spaces. This might entail reconfiguring spaces to accommodate café seating, outdoor retail displays, outdoor markets, outdoor gallery displays, landscaping, planters, and gardens.

PS 2.1 Alley Setbacks in Cottage Row Conservation District

Rear setbacks from easements multi-task as front streets to create a pedestrian block which is shielded from traffic and supports pedestrian activities such as quiet outdoor activities, dining, shopping, and relaxing, while providing some opportunity for screened parking. Design rear setbacks with pervious surfaces such as vegetation or pervious paving material to minimize flooding and promote an informal and casual aesthetic.

CRC

PS 2.2 Alley Setbacks in the Downtown Core and Artisan District

Design rear alley and easement setbacks to accommodate seating for dining, outdoor displays, and entertainment. Pave setbacks with a hard, but pervious surface like pavers or loose gravel.

DC, AD

Semi-enclose courtyards and seating areas with planters, bollards, and landscaping materials.

Cady's Alley, Georgetown, Washington D.C.



PS 2.3

Walkways

Use different paving materials like crushed stone, pebbles, natural stone, or coquina to distinguish the pedestrian path from the parking area and active throughway.

DC, CRC, AD

Changes in pavement separate car travel lanes from pedestrian walkways. Georgetown, Washington D.C.



PS 2.4
Entrances

Incorporate small overhangs, canopies, awnings, or eyebrows over rear entrances in pedestrian alleys, and highlight them with signs.

DC, CR, AD

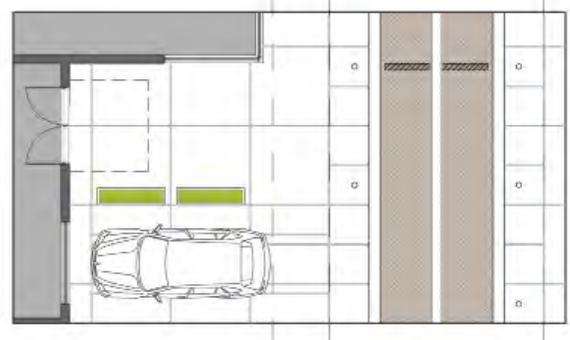
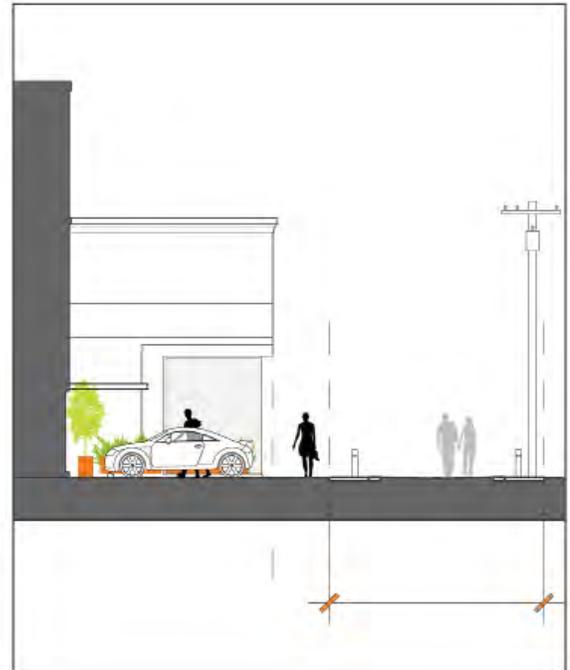
PS 2.5
Plantings and Ornaments for Parking and Rear Entrances

Use creative and artistic ornaments like light fixtures, signs, paint, facade materials, and awnings which are distinctly Cocoa Beach to highlight rear entries. Buffer parking spaces with planters.

DC, CRC, AD

The awning overhang and planters draws attention to this alternative entrance with additional shade and signage.
Pasadena, CA

Parking for cars may be screened with planters to preserve the clear zone for foot traffic.
Illustration

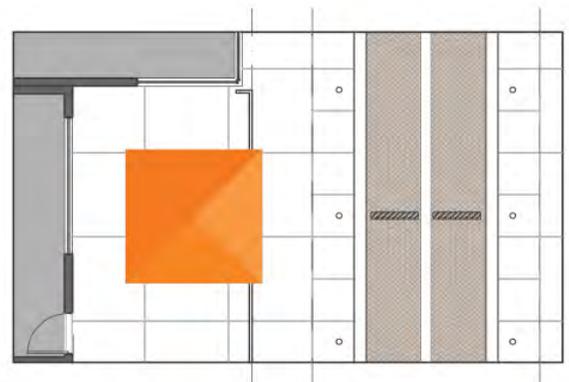
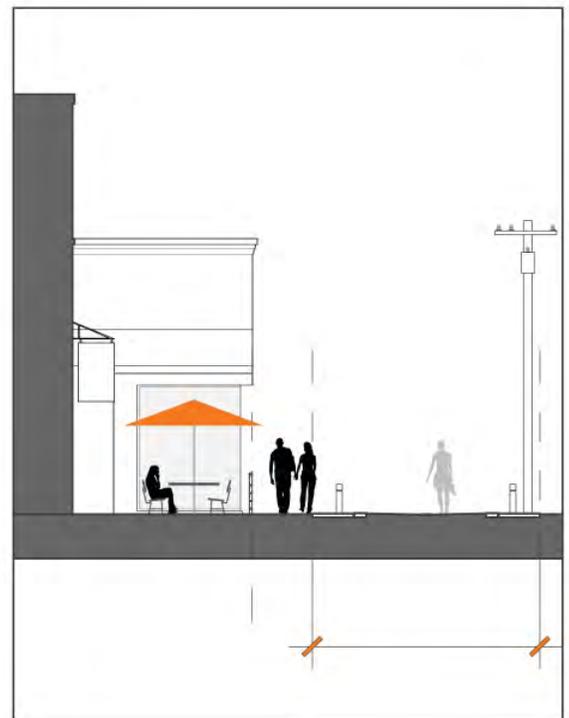


**PS 2.6
Outdoor Seating**

When space permits, create seating areas or outdoor displays and activity areas adjacent to rear entrances. These spaces can be defined with fencing, planters, and furniture.

DC, CRC, AD

Cafe seating in this alley alcove is a comfortable and cozy space in the rear of this building.
Cady's Alley, Georgetown, Washington D.C.



PS 2.7

Lighting

Provide adequate lighting which is integrated into the building to highlight rear entrances and pathways to rear entrances.

DC, CRC, AD

PS 2.8

Screening

Screen dumpsters, parking, and equipment as described in Site Planning and Building Placement.

DC, CRC, AD

Transparent glass doors create a space which feels safe because there is a sense that there is human presence beyond the edge of the street. The entry is made more prominent with a horizontal band and a covered recess. The planter also calls attention to the entrance and an overhead light fixture ensures that the alley is well lit at night.

Cady's Alley, Georgetown, Washington D.C.



PS3 SIDEWALKS

OBJECTIVE

To develop sidewalk furniture and landscaping in the right of way which reinforces Cocoa Beach’s personality, character, and image.

New buildings and building renovations can include outdoor sidewalk furniture like café tables and chairs, planters, and benches. These pieces can delineate the public walking zone from a more intimate semi-public zone which is exclusively used by a building’s patrons. If you decide to place furniture in the sidewalk zone the following guidelines should be met:

PS 3.1

Minimum Unobstructed Sidewalk Area

Street furniture in the right of way should not obstruct pedestrian movement and should be arranged to leave a clear path. Street furniture should not spill out in front of other storefronts.

DC, CR, AD, CG, OS

Cafe seating is separated from the main pedestrian thoroughfare to leave a clear path.
Berlin, Germany



PS 3.2

Outdoor Seating and Sidewalk Cafes

Use objects to form a physical barrier around the sidewalk cafe perimeter like planters, bollards, and railings. This will delineate the seating areas from the walking zone.

DC

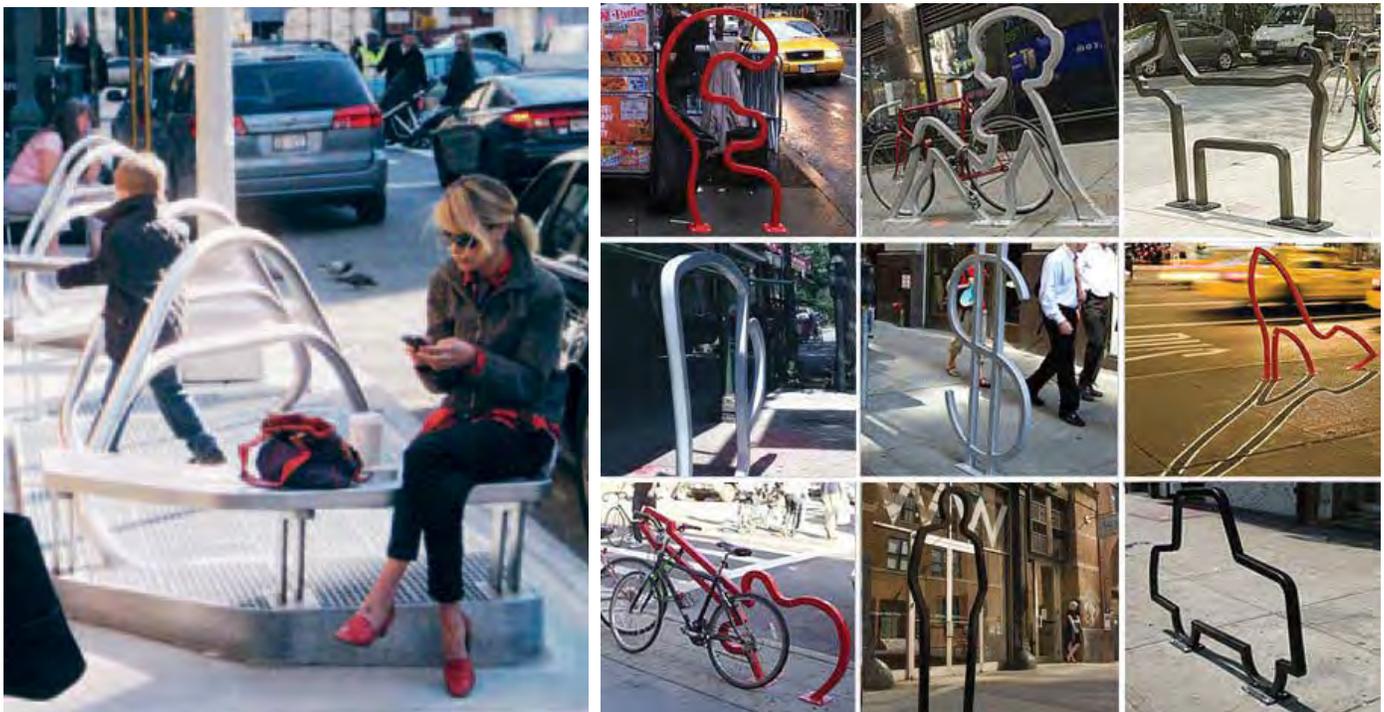
PS 3.3

Bicycle Racks, Benches, Trash Receptacles, and Bus Stops

Design street furniture to reference Cocoa Beach’s image for surfing, space travel, arts, and the environment.

DC RECOMMENDED

Creative approaches to bicycle racks and seating.
New York City, NY



PS 3.4

Softening Edges

When space permits, soften building edges with plantings and landscaping to enhance the street's aesthetic quality.

DC, AD

This softened building edges makes the sidewalk more attractive.

Burbank, CA



PS4 SEMI-PUBLIC SPACE

OBJECTIVE

To encourage specific types of semi-public open spaces for each district as an important component of district characteristics.

Open space is outdoor space which is typically improved in terms of landscaping and design, is intended to provide a visual respite from building massing, and often provides recreational and aesthetic value. Semi-public spaces are visible from the sidewalk, but not open to the public and include front yards and gardens, or rear alley courtyards and alcoves. These design standards provide guidelines for open spaces created by private development, rather than the City or County. Refer to the City zoning code for specific requirements for open space. The following types of open spaces are encouraged:

PS 4.1

Plazas

Plazas are semi-public open spaces or squares which are designed to attract stationary activity like sitting, standing, and people watching using a combination of comfortable and aesthetically engaging design elements like fountains, permanent art sculpture, water, hardscape, landscape, seating, lighting, shade structures, and educational exhibits. These spaces can host special events, as well as outdoor markets. Plazas are encouraged in central locations and should be accessible to the public from the sidewalk.

DC RECOMMENDED, CG, OS RECOMMENDED

This plaza creates a quiet and appealing niche for the outdoor cafe which attracts people to animate the street.
South Miami, FL



PS 4.2

Front Yard Setbacks for Residential Uses

Front yards are semi-public spaces which are a visual extension of the street and sidewalk, while also providing a layer of privacy. Therefore, front yards may not be should be well maintained and landscaped. Front yards may not be used as parking lots.

CRR

Use landscaping in front yards to create a zone of semi-public space.

Lenox, MA



Front yards contribute to the overall appearance of streets and an attractive walking environment. They should not be sacrificed for parking lots as currently exists.

Cocoa Beach, FL



PS 4.3

Delineating Borders and Edges

Use landscaping and fencing to delineate the public sidewalk edge from private gardens and front yards.

CRR

PS 4.4

Side Yards on East/West Streets

Maintain side yards to create views to the beach and ocean from the public sidewalk on East/West Streets and to preserve the character and texture of existing historic structures and open spaces.

CR, CRR, OS

A private yard is separated from the public sidewalk with a curb and wrought iron fencing so that pedestrians can enjoy the beauty of the landscaping without trespassing on private property.
Back Bay, Boston, MA



PS 4.5

Setbacks for Artist Workspace/Dwelling and Ground Floor Multi-family Residential

Separate artist workspaces/dwelling and other ground floor residential in multi-family buildings from the sidewalk with porches or setbacks when dwelling units are on the ground floor. Elevate ground floor residential from the sidewalk to create additional privacy from the sidewalk.

DC, CR, AD, OS

Setback ground floor residential from the sidewalk with a landscaped edge or fencing.
Vancouver, BC

This artist workspaces/dwelling building transitions from the street with the addition of a semi-public terrace.
Pearl District, Portland, OR



PS 4.6

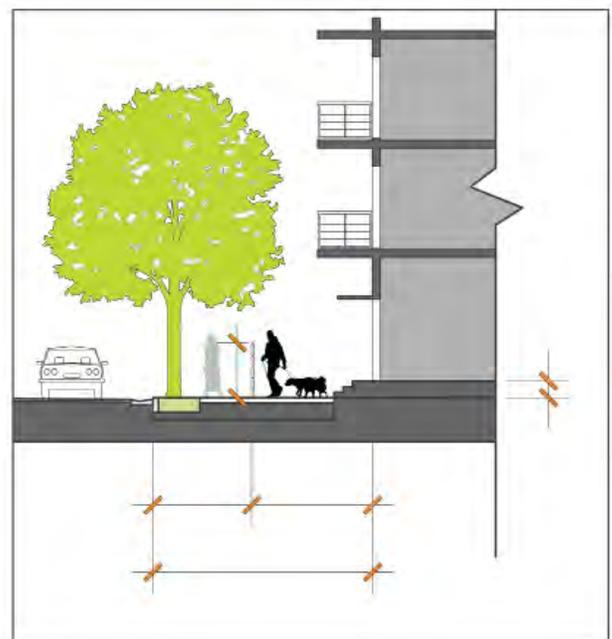
Walk-up Gardens for Multi-family Residential

Walk-up gardens are semi-public spaces designed to buffer ground floor residential uses from adjacent sidewalks and may be enclosed with transparent fencing. Walk-up gardens are encouraged for multi-family residential uses.

CRR, OS RECOMMENDED

When enclosed with transparent fencing, street level gardens provide a layer of privacy for the building dwellers and makes the sidewalk more appealing for walking.

Miami Beach, FL



PS5 VIEW CORRIDORS

OBJECTIVE

Enhance views to the Atlantic Ocean from new buildings, streets, and public spaces.

Cocoa Beach’s oceanfront is an important part of the downtown’s cultural and ecological value, but it is rarely visible from the street. Street ends may be redesigned to enhance views to the water so that new developments can access these views depending on their district location.

PS 5.1

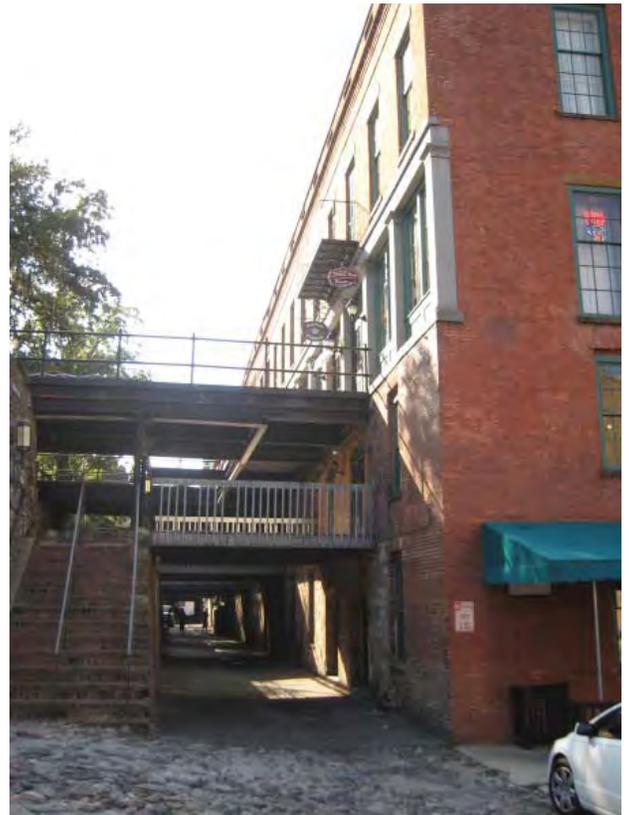
Building Separation to Enhance Views

Eliminate the continuous wall of buildings on the water’s edge by encouraging more frequent punctures through buildings and building separation to allow more views to the water from the sidewalk and street as pictured below.

OS

Separations between buildings allows views to the water from the sidewalk and street.
Key West, FL

Passageways between the building and stairwell open up views to the water.
Savannah, GA



PS 5.2

Oceanfront Street Ends

Street ends provide additional access points to the beach and ocean and should be designed to support more foot traffic and increase views to the water from the street while creating a distinct character for each street end.

a. Landscaped Setbacks at Street Ends

Setback buildings from sidewalks at street ends to create a transition zone of semi-public space from the street to the building which can highlight views and access points to the beach with additional landscaping, gathering spaces, or walkways. Each street end should be distinctive and designed differently.

OS

b. Lobby and Commercial Entrances at Beach Street Ends

For corner buildings with frontage on East/West Streets and Atlantic Avenue, lobbies and commercial spaces should have a second entrance on the East/West Street to encourage more people to walk to the street end and to improve access to the beach.

OS

Incorporating lobby entrances or special landscaping at the end of streets will increase public access to the water and create different characters for each street end.

*Imperial Beach, CA
photo by Naima
Finnie*



PS6 GUIDELINES FOR VACANT LOTS

OBJECTIVE

To ameliorate the appearance of vacant lots with incremental improvements.

Unimproved vacant lots can have long term negative impacts on streets and neighborhoods because they signify absenteeism, disinvestment, and a lack of surveillance. Vacant lots are a reality and can't be completely eliminated, but they can be improved by following these guidelines:

PS 6.1

Perimeter Plantings for Vacant Lots

Vacant lots which are not in permitting should have perimeter plantings to delineate the property edge from the sidewalk and should be maintained regularly to eliminate weeds, trash, and other debris which may create visual blight.

ALL DISTRICTS

PS 6.2

Programming Vacant Lots

Temporary or permanent public art or artistic landscaping should be installed on lots which have been vacant for more than 120 days. The City should assist the owner in procuring artists and identifying potential funding sources.

ALL DISTRICTS

Vacant street corners can be animated, for example, with playful sculptures and additional improvements which delineate the property boundaries with perimeter plantings.

*Las Olas Boulevard,
Fort Lauderdale, FL*



PS 6.3

Community Gardens

As an alternative, community gardens may be installed on vacant lots. Plots on community gardens may be tended by local residents or business owners and managed by the City at the discretion of the property owner.

CR, CRR

PS 6.4

Vacant Lots for Temporary Off-Street Parking

Vacant lots may be used for temporary off-street parking as specified in the Sec. 3-14 Downtown Area Overlay District. While additional parking in these informal areas is necessary to handle weekend parking needs, these lots should be aesthetically attractive when not in use and well lit every evening.

DC, CRC

Vacant lots can be transformed into community gardens.
Seattle, WA



PS7 PUBLIC ART AND SCULPTURE

OBJECTIVE

Incorporate art and sculpture into public spaces to reflect Cocoa Beach’s personality and animate the sidewalk.

Public art installations encourage social interaction, provide humor and whimsy, and attract tourists. The Cocoa Beach community has a long history of supporting arts and culture and has a burgeoning artist community. Downtown should capitalize on the local artistic talent by encouraging private owners to commission and install permanent outdoor sculptures in public and semi-public spaces which are specific to Cocoa Beach.

PS 7.1

Locating Public Art and Sculpture

Install art on public private property in highly prominent and visible places which are accessible to the public and front public sidewalks and rights of way.

ALL DISTRICTS

PS 7.2

Energy Efficient Design in Public Art

Use public art to address energy efficient technologies.

CG

Public art should be easily accessible, unexpected, and provocative.
*“I See What You Mean” Colorado Convention Center, Denver, CO
Bus Shelter, Whistler, Canada*



PS 7.3

Materials, Quality, and Durability

Public art can be temporary or permanent, but must be made of durable materials and cannot interfere with public safety. Permanent installations should include a long-term maintenance plan.

ALL DISTRICTS

PS 7.4

Public Art Characteristics

Public art should reflect Cocoa Beach’s character and should be specific to each district and site.

ALL DISTRICTS

Public art should reflect the characteristics of its surroundings, history, and culture.

- “Surfhenge” Imperial Beach, CA*
- “Rocket Thrower” Corona Park, Flushing Meadows, NY*
- “Five Skaters” San Jose, CA*



4: Buildings & Facades

DOWNTOWN COCOA BEACH

Buildings and their facades have a profound impact on a street's quality and character. The shape of buildings and building volumes determines the dimensions of public spaces and sidewalks. And the choice of architectural details, building materials, storefront design, and signs add visual richness and complexity which create an overall impression of a street and neighborhood. When designing a new building or renovating an existing building it's important to think about how your building's design can foster and encourage social interaction, create visual connections to exterior spaces, and generate foot traffic.

BF1 MASSING AND SCALE

OBJECTIVE

To develop building forms which add texture to streets and districts.

Buildings should not be so massive that they create dark and cavernous spaces, or so small and setback from the street and adjacent buildings that they disappear and have no physical presence or add form to the spaces around them.

BF 1.1

Building Footprint

Building footprints for new structures should generally match building footprints of existing structures, in terms of total area and general dimensions, to maintain the texture and character of neighborhoods.

CRC

BF 1.2

Varying Height and Volume

Avoid creating a single, large dominant building mass by varying height and volumes in multi-story buildings. Changes in height can be created by designing rooftop terraces and/or varying roof heights. Refer to the Land Development Regulations for specific height requirements.

DC, OS

Varying building height and shifting massing volume creates a better scale and more comfortable streets.
San Jose, CA



BF 1.3

Calculating Density and FAR

Density and Floor Area Ratios (FAR) should be calculated based on lot size. Density may be calculated based on the area between the lot line and the centerline of the street.

INFORMATIONAL

BF 1.4

Proportion

New developments should have similar proportions as adjacent structures to maintain a consistent neighborhood scale.

CRC

New buildings which match the general scale and proportion of existing structures help to maintain character.
Venice Beach, CA



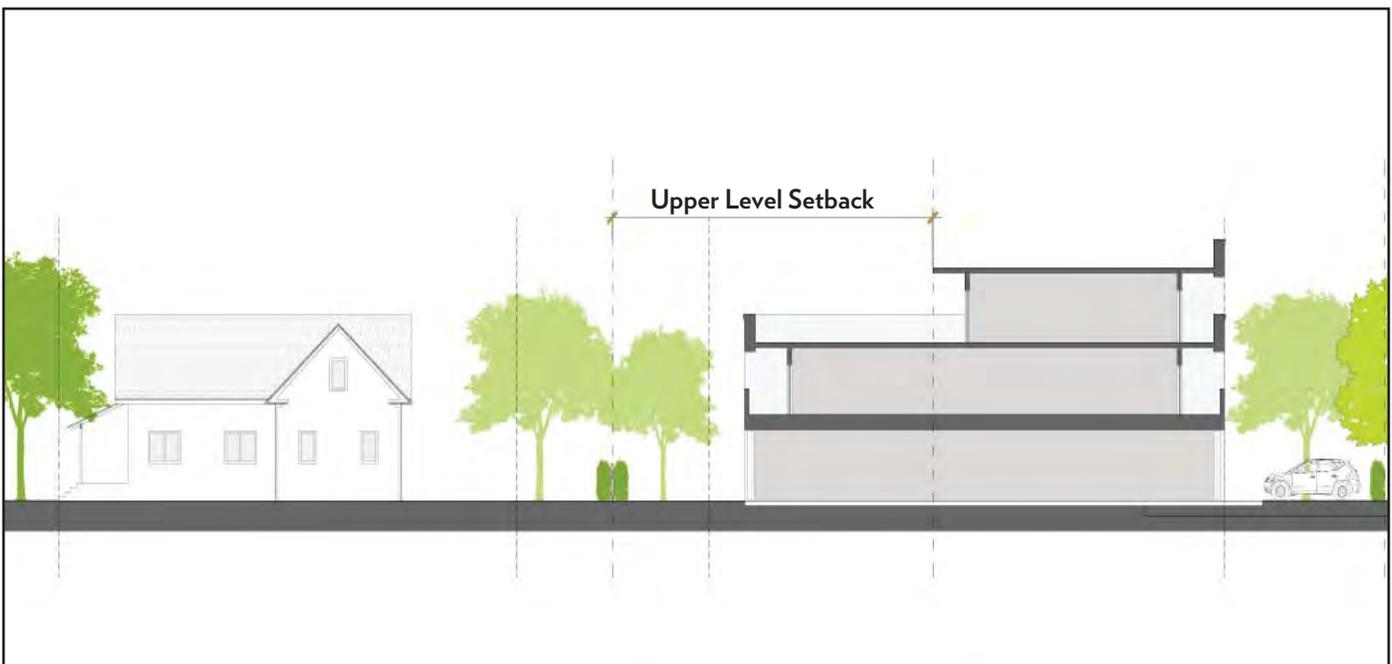
BF 1.5

Upper Level Setbacks

The upper stories of new developments should be setback from smaller structures to provide a transition from height and bulk between taller and larger buildings, and low rise multi-family or single family homes which would be negatively impacted by the disproportionate building scale. Upper stories of new developments should also be setback from the street to create a transition which is in proportion with the existing street. Specific setback requirements are outlined in the Land Development Regulations.

ALL DISTRICTS

Upper level setbacks for multi-story buildings creates a transition to lower scale residential.



BF2 BUILDING ARTICULATION, ARCHITECTURAL & FACADE TREATMENT

OBJECTIVE

To use innovative and varied architectural designs, which are inspired by Cocoa Beach's personality, to enhance the sidewalk and encourage people to walk through the district.

Building facades are the face of the building. Whether simple or complex the facades should be designed to appeal to pedestrians to promote social interaction, and increase foot traffic. New buildings should be inspired by Downtown's historic architecture and personality and building renovations should reveal and preserve original facades which may have been covered with false facades. This is most important at the street level for commercial and multifamily neighborhoods as described in the guidelines that follow.

BF 2.1 Revealing Original Building Designs

Enhance existing historic structures by revealing original architectural elements which have been otherwise obscured by attached facades such as false mansard roofs, enclosed porches, and false materials. Restore historic and contributing buildings to as much of their original design as possible.

ALL DISTRICTS

Many original architectural features like this covered, open air walkway, have been obscured over time.

Cocoa Beach, FL



BF 2.2

Street Level Design

Design the street level of buildings--the ground level which meets the sidewalk--with variety and interest like active storefronts, visually appealing window displays, comfortable and attractive cafe seating, and artwork to attract people and encourage more walking and strolling.

DC, CR, AD

Cafe seating, and engaging storefronts and window displays help to create a more lively and attractive walking environment.

Miami Beach, FL



BF 2.3 Articulation

Avoid very long and uninterrupted buildings which do not match the district's building footprint. Long building facades are not consistent with the preferred development pattern for Downtown because they can create monotonous and uninteresting streets which discourage walking. Instead avoid potentially monolithic buildings by breaking the roofline and building volumes into distinct and separate forms to convey the character of multiple buildings.

CR, CRR, OS

Shifting building volumes, especially at the street level, creates a more interesting place for walking.
Miami Beach, FL



BF 2.4

Architectural and Facade Treatment

Adorn plain building facades with architectural treatments to create buildings and streetscapes which are visually appealing.

a. Sculptural and Artistic Detail

Incorporate art and artistic motifs into building designs to visually reflect the creative and playful character of the community on otherwise unadorned structures.

DC, AD, CG

Mosaic tiles create a colorful and whimsical art display on an otherwise bland building wall.
Philadelphia, PA



b. Incorporating Energy Efficient Elements into Building Design

Incorporate energy efficient building systems into building façades. Energy efficient systems include building overhangs and designs to minimize heat, solar panels, sustainable and recycled building materials, breezeways and louvers to optimize airflow, and large windows to maximize natural lighting.

CG

Sustainable building systems influence architectural design and promote a distinct and innovative character.

Craig Steely Architects, San Francisco, CA

Movable metal louvers control the amount of interior heat and light which penetrates the windows of this building.

Juarez, Mexico



c. Avoiding Blank Walls

Eliminate blank and uninteresting walls facing sidewalks by designing building facades with a variety of architectural elements which, together, create a unified and cohesive building elevation. To achieve this, apply at least two of the following suggested architectural treatments to building facades:

DC, AD, CG, OS

- A variety of building volumes
- Repeat similar materials and construction assemblies, common elements and architectural details
- Vertical and horizontal projections greater than four (4) inches in height, width or depth
- Architectural screens, meshes, louvers, and glass

Wood cladding, which is commonly found in Cocoa Beach architecture, is reinterpreted for a contemporary parking garage.

Waterloo Street Garage, Glasgow, Scotland



c. Avoiding Blank Walls, *cont.*

- Vegetated surfaces and planters
- Murals
- Sculptural screens
- Street level retail
- Similar signage, graphics, and architectural lighting

This parking structure is cleverly hidden by a mass of vegetation.
Miami Beach, FL



Murals are a creative and inexpensive way to camouflage blank walls.
London, England



BF3 PROJECTIONS AND SHADING

OBJECTIVE

To increase street level shading and protection from inclement weather.

Temporary structural shading like awnings, and fixed structural shading like canopies, concrete eyebrows, and colonnades improve a building's energy efficiency, protect pedestrians from the sun and rain, and create a more comfortable sidewalk for walking. These structures also create richer and more detailed building facades and differentiate uses for a more fine-grained pedestrian experience along the sidewalk. Therefore, incorporate shading devices into new buildings and building renovations using the following guidelines:

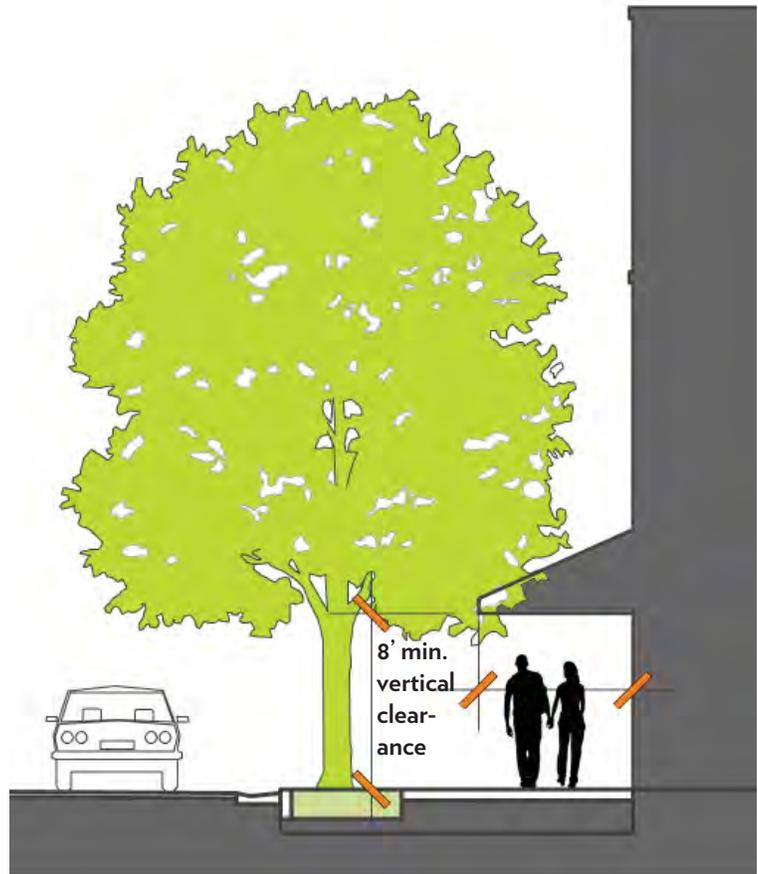
BF 3.1

Vertical Clearance

Canopies, awnings, overhangs, and other vertical projections should have a minimum clearance of eight (8) feet from the lowest portion of the assembly.

ALL DISTRICTS

Awnings must meet minimum vertical and horizontal clearance requirements.



BF 3.2

Awnings

Awnings are horizontal shading devices which extend over sidewalks with cantilevered structural supports. Typically awnings frame storefronts and windows to highlight them from the street, provide weather protection from sun and rain, and reinforce a building's architecture.

a. Architectural Detail

Architectural and historic details should be highlighted by awnings and should not be obscured by them.

ALL DISTRICTS

b. Awning Material and Color

Awnings may be canvas or vinyl and should not be illuminated from underneath or behind to compete with other signage. Colors and styles may vary depending on the storefront.

DC, CR, CRC, CG, OS

The variety of storefront awnings perched over this active sidewalk adds color, shade, depth, aesthetic value, and comfort for pedestrians.

Avondale, Jacksonville, FL



c. Awning Lettering

Awnings may have lettering, and may be used as a secondary sign for businesses when placed on the skirt panel of the awning. Businesses with multiple bays can benefit from repeating small, more discrete lettering on adjacent awnings, which can be more effective in attracting attention than large, single signs.

DC, CR, CRC, CG, OS

d. Awning Encroachments

Awnings may encroach over the sidewalk up to five (5) feet in depth.

DC, CR, CG, OS

Awnings can be used as secondary signs and to add detail and ornamentation.

South Miami, FL



BF 3.3

Canopies

Canopies are structural horizontal projections which extend above the sidewalk to provide shade, protection from sun and rain, and to highlight storefronts and entrances. In contrast to awnings, canopies are more permanent structures, compared to awnings which are removable.

a. Canopy Encroachments

Canopies may encroach over the sidewalk up to five (5) feet in depth.

DC, AD, OS

b. Canopy Material

Canopies should be constructed of durable materials like concrete or metal, to reinforce the architecture.

DC, AD, OS

Suspended canopies can create a sense of enclosure when they project out onto the street. Transparent panels in the canopy pictured in the example below allow light to penetrate to the sidewalk.

Portland, OR photo by EDAW

Canopies transform the ground floor of this old warehouse's loading dock into quirky and fun storefronts.

Arts District, Los Angeles, CA



BF 3.4

Balconies

Balconies are horizontal structures which extend from the building facade to provide additional floor space which is external to the building.

a. Balcony Encroachments

Balconies, exterior unenclosed private balconies, porches, terraces, and roof overhangs may project beyond the required setback line up to five (5) feet, but may not extend beyond the lot line.

ALL DISTRICTS

b. Balcony Size

Balconies should be large enough to accommodate at least a small seating area.

ALL DISTRICTS

Balconies on low-rise buildings provide upper level outdoor spaces for building users, but also help animate buildings by bringing people outdoors. Additionally, balconies increase the number of people surveying the street for better safety. *Venice Beach, CA*

Balconies can also be incorporated into commercial buildings. *South Miami, FL*



BF 3.5 Colonnades

Colonnades are covered walkways supported by vertical columns.

a. Colonnade Encroachments

Maintain a clear path on the sidewalk by prohibiting colonnades from encroaching beyond the minimum setback or into an adjacent public right of way. In addition, finished floors should be flush with the sidewalk and should not be raised.

ALL DISTRICTS

b. Colonnade Height

Colonnade height should generally align with the ground floor building height.

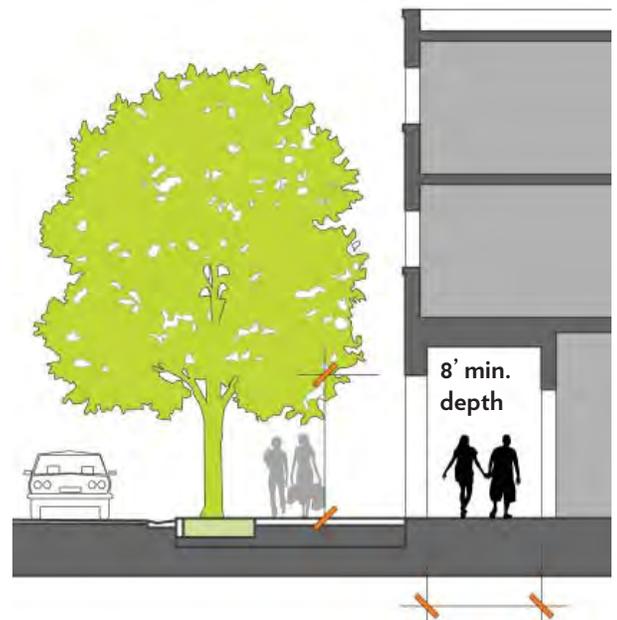
ALL DISTRICTS

c. Colonnade Depth

Colonnades should be at least eight (8) feet deep to accommodate space for seating, circulation, and door swing. They should have a consistent depth which generally matches those of neighboring building colonnades or arcades.

ALL DISTRICTS

This colonnade extends out from the building wall to serve dual roles as a roof for outdoor dining and as a balcony and porch for second story uses. The sidewalk is extended in towards the main structure to create a seamless floor without encroaching into the public right of way. *Las Olas Boulevard, Fort Lauderdale, FL*



BF4 FENESTRATION

OBJECTIVE

Design buildings which enhance natural air flow.

Designing buildings to optimize air movement ensures that buildings can be comfortable and cool without the use of air conditioning and references a dominant design element from the 1950s residential houses which are so prevalent in Cocoa Beach.

BF 4.1

Natural Ventilation

Provide natural ventilation strategies to enhance building airflow such as breezeways, interior courtyards, water elements to create a cooling effect, operable windows, high ceilings, and fans.

CG

(Recommended for ALL DISTRICTS)

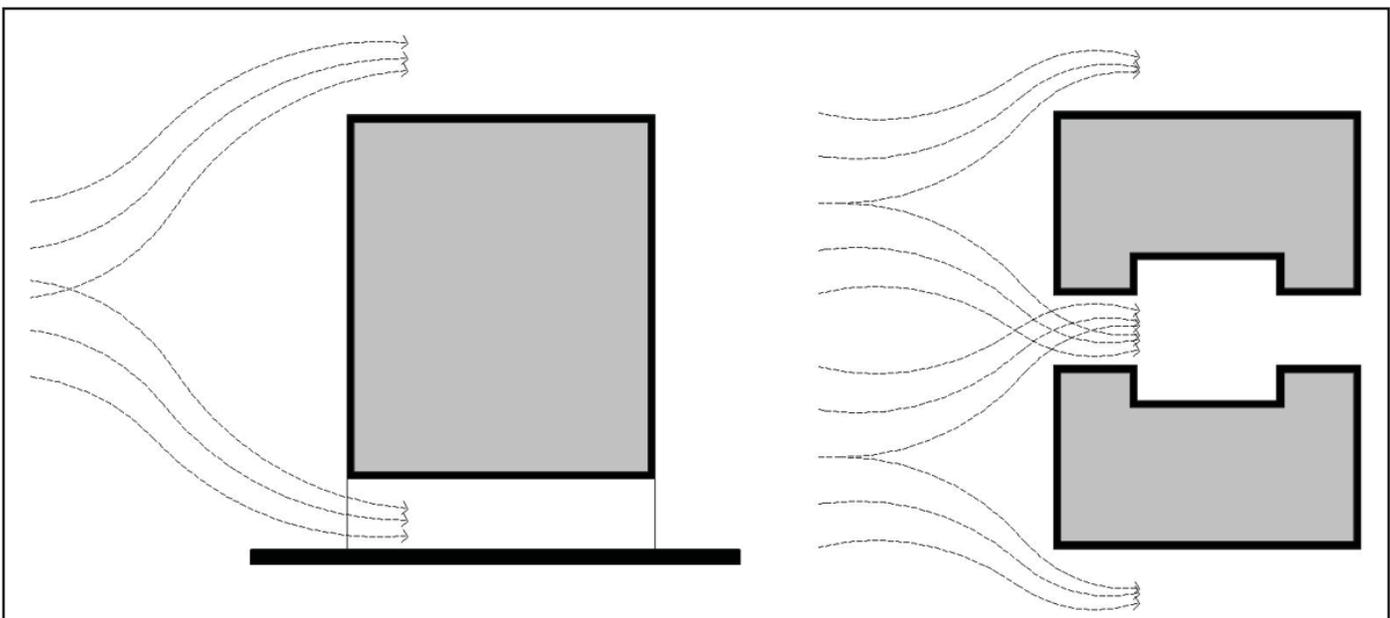
BF 4.2

Operable Windows

When practical, windows should be operable to allow air flow.

INFORMATIONAL

Windows enhance air movement in and around buildings shown in the diagrams below.



BF5 TRANSPARENCY

OBJECTIVE

Use transparent surfaces on building facades to promote visibility into buildings, and safety for people walking on sidewalks.

Transparency typically refers to the level of glass and openings and describes a building's surface which allows views inside. Transparency creates an interplay between a building's interior space and the street. It animates the sidewalk by providing something interesting to gaze at and walk to and fosters natural surveillance within buildings to the street. Transparency percentages vary depending on the use, street type, and district.

BF 5.1

Transparency for Commercial Uses

The ground floors of building facades should be composed of at least fifty (50) percent transparency on Primary Pedestrian Streets and a minimum of thirty (30) percent on Secondary Streets and twenty-five (25) percent on East/West, Local, and Active Alleys. For exceptions see Section 3-14 of the Land Development Regulations.

ALL DISTRICTS

BF 5.2

Transparency for Residential Uses

Window openings may be smaller and less frequent for residential uses, but should be expressed in such a way as to break down the facades of large buildings into smaller parts. However, the ground floors of building facades should be composed of at least fifty (50) percent transparency on Primary Pedestrian Streets and a minimum of thirty (30) percent on Secondary Streets. For exceptions see Section 3-14 of the Land Development Regulations.

ALL DISTRICTS

50% transparency provides sufficient visibility into buildings to create a comfortable place to walk. 25% is sufficient on local streets.

*Columbus, Ohio
Stockbridge, MA*



BF 5.3

Transparency for Entrances for Commercial and Multi-family Uses

A high percentage of clear glass is encouraged for commercial and multi-family residential entrance doors as part of the transparency requirement in BF 5.1 and BF 5.2 and as delineated in Section 3.14 of the Land Development Regulations.

DC, CG

In this example the entire entrance of this office lobby is composed of transparent glass to highlight the building's main entry and increase visibility into and out of the building lobby. Increased visibility creates a safer street and more inviting building fronts from the sidewalk.

Source unknown



BF 5.4

Street Level Windows for Non-Retail Commercial Uses

Display windows are encouraged at the street level. Non-retail uses which do not typically use display windows, are encouraged to locate public uses at the street level along with other activity areas including rehearsal space, exhibition space, food service, show rooms, meeting rooms, offices, exercise rooms, and other support functions.

DC, CG, OS

BF 5.5

Glass Opacity

Glass for all street level surfaces should be clear. Reflective glass should be permitted above the street level stories.

ALL DISTRICTS

Below is an example of how a non-retail storefront can balance a high degree of transparency with an engaging “window display” to enhance the sidewalk.

New York City, NY



BF6 STOREFRONTS & ENTRANCES

OBJECTIVE

Design storefronts to engage pedestrians and increase street level activity.

Storefronts are the main entrances to commercial uses and are typically composed of an entry door and display windows with integrated signage. A well designed storefront draws people inside during its hours of operation and enhances the sidewalk 24-hours a day by adding visual interest and contributing to an overall image and identity to make more memorable places.

Storefronts are extensions of the sidewalk and become part of the streetscape. This dramatic storefront incorporates a ledge which is used as casual seating with an industrial aesthetic. *Montreal, Canada*



BF 6.1

Display Window Dimensions

Storefront display windows should be large and raised above the sidewalk.

DC, CR, CRC, CG, OS

BF 6.2

Window Displays

a. Maximum Area Dedicated to Signs

Permanent and temporary signs in display windows should not obscure more than one third (1/3) of the total window area and should not obstruct the display area. All signs should be coordinated to present a clear and cohesive display.

DC, CR, CRC, CG, OS

b. Sign Placement

Display signs may include lettering applied directly to glass with paint, vinyl, die cut lettering, or etching. Banners, hanging, and neon signs should be slightly set back from the glass display window.

DC, CR, CRC, CG, OS

A variety of signs and displays fill the storefront window to create an attractive display, while still permitting views into and out of the store interior.
Laguna Beach, CA



c. Art Displays

Occupied and vacant storefronts may be used to display art and art displays as long as they allow views into stores.

DC, CR, CRC, CG, OS

d. Lighting

Window displays should use lighting to animate the street level at night.

DC, CR, CRC, CG, OS

Creative and unusual displays like these colorful neon bars of light emphasizes a specific character of the store and its location while still allowing views inside the space.

Location unknown



BF 6.3

Non-traditional Storefronts

a. Adaptive Reuse: Historic Homes

Commercial storefronts in converted historic homes should preserve existing windows rather than replace them with single pane display windows. Instead, attract attention with exterior improvements like hanging signs, awnings, and color combined with appealing window displays.

CR, CRC, CRR

Single family houses which have been converted to storefronts retain their original historic features and use signs and window displays to adapt the front space for commercial uses.

Magazine Street, New Orleans, LA



b. Adaptive Reuse: Converted Warehouse Storefronts

Converted warehouses which sell goods, and art, to the general public, should have storefronts with similar proportions to the building's garage bays which front the sidewalk and are visible from the street. Windows do not need to be elevated from the street level.

AD

The garage bays from this old warehouse have been converted into a storefront for a book shop.
London, England



c. Artist Workspaces/Dwelling Storefronts

Storefronts for artist workspaces/dwelling should meet the storefront criteria described on the preceding pages. Windows may be larger than typical storefronts and slightly elevated above street level, and window framing materials may be atypical to differentiate these uses from the traditional commercial uses in the downtown. Storefronts are typically for workspace and studios, and exhibition space.

AD

Storefronts in this live/work building are differentiated from typical storefronts with a semi-public front yard which is separated from the sidewalk with a transparent fence and gate. Los Angeles CA



BF 6.4

Entrances

Design commercial entrances as special features of buildings by (1) recessing them from the main building facade, (2) integrating them with the storefront, or (3) separating them from the storefront. All uses open to the public should have an entrance from the street. Main pedestrian entrances should be easily recognizable, weather protected, oriented towards the right of way, and at grade. Visual clues such as canopies, awnings, special paving, additional architectural details, prominent signage, overhangs, and recessing doors can accomplish this and are encouraged.

DC, CR, CRC, AD, CG, OS



This recessed entrance is emphasized with overhead awnings, planters, a change in pavement, and a generous recess.
Newbury Street, Boston, MA

BF 6.5

Openings

Storefronts and entrances may be designed as a single continuous opening using french doors or accordion style glass doors to extend interior space out onto the sidewalk.

DC, CR, CRC, AD



Openings for this sidewalk cafe expand the seating area and animate the sidewalk.
London, England

BF7 SIGNAGE

OBJECTIVE

Continue to use signs which promote the individuality and creativity of Cocoa Beach businesses.

Signs are a good way to convey a store's personality and the overall character of a district. The signs Downtown range from whimsical, creative, and artistic, to sleek, simple, and tasteful. Businesses are encouraged to continue to use signs which promote their individuality. Refer to the Land Development Regulations for specific requirements for storefront signs and limitations on total number of signs.

While most signs will be concentrated in the Downtown core, the following standards apply to:

DC, CR, CRC, AD, CG, OS

7.1

General Standards

Signs should be integrated into the storefront design and should not overwhelm the building or viewers. Therefore signs should be concise and convey a clear and simple message to passersby. They should not be relied on as the only means to communicate the merchant's message.

Signs should be composed of durable materials that will age well and convey a sense of permanence. They should also be well lit.

Signs are a versatile way to personalize storefronts and convey a store's style and character.

Huntington Beach, CA



BF 7.2

Permitted Signs

The following signs are permitted per Chapter VI Articles I and II of the Land Development Code:

a. Projecting Signs and Shingle Signs

Projecting signs can take on sculptural qualities which reflect the business or merchandise for sale and are viewed at close range. They are used as secondary signs and work best to add to the overall character of the street when they are not internally illuminated. Shingle signs are mounted higher, typically above awnings and storefronts and should be designed to be viewed from a distance. Projecting signs are most appropriate on Primary Pedestrian Streets, where they are likely to be seen by foot rather than from a car. Projecting signs should have at least eight (8) feet of clearance above the sidewalk and should not project more than six (6) feet from the building façade. Both projecting signs and shingle signs should be double sided and mounted at a ninety (90) degree angle to the building façade. Consider the sign bracket as part of the overall sign design.

Projecting signs, like those on Magazine Street in New Orleans, have a similar design quality which work together to convey a unified character

Magazine Street, New Orleans, LA

Projecting banner signs add vertical elements to buildings.

Cady's Alley, Georgetown, Washington D.C.



b. Roof Signs

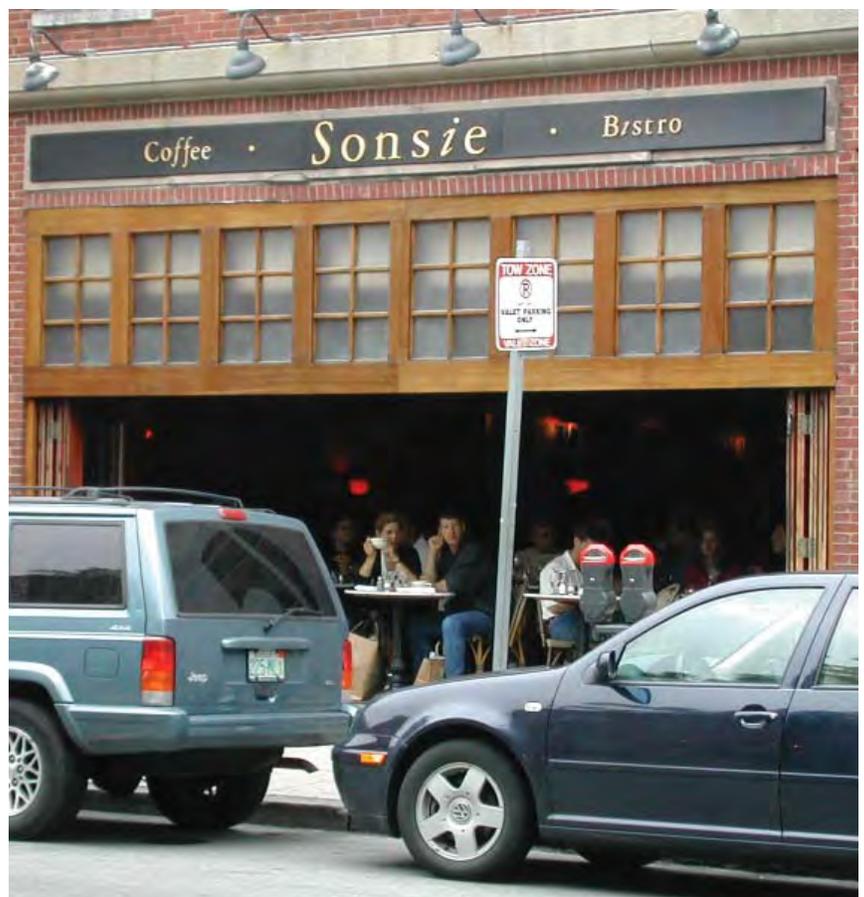
Roof signs are three dimensional structures which can be individual letters mounted directly to the roof and/or cutout silhouettes with sculptural qualities. They may be illuminated at the base of the sign, but lights should minimize light pollution.

c. Wall Signs

Wall signs should be placed directly above storefronts. They should be illuminated with an overhead light source with incandescent spots or flood lights.

Sculptural signs placed on building roofs can be quite large, dynamic, and even iconic as pictured below.
Toronto, Canada

Wall signs are placards which are directly attached to the building facade. Below, wall signs are fixed directly above the storefront and illuminated with overhead spotlights.
Boston, MA

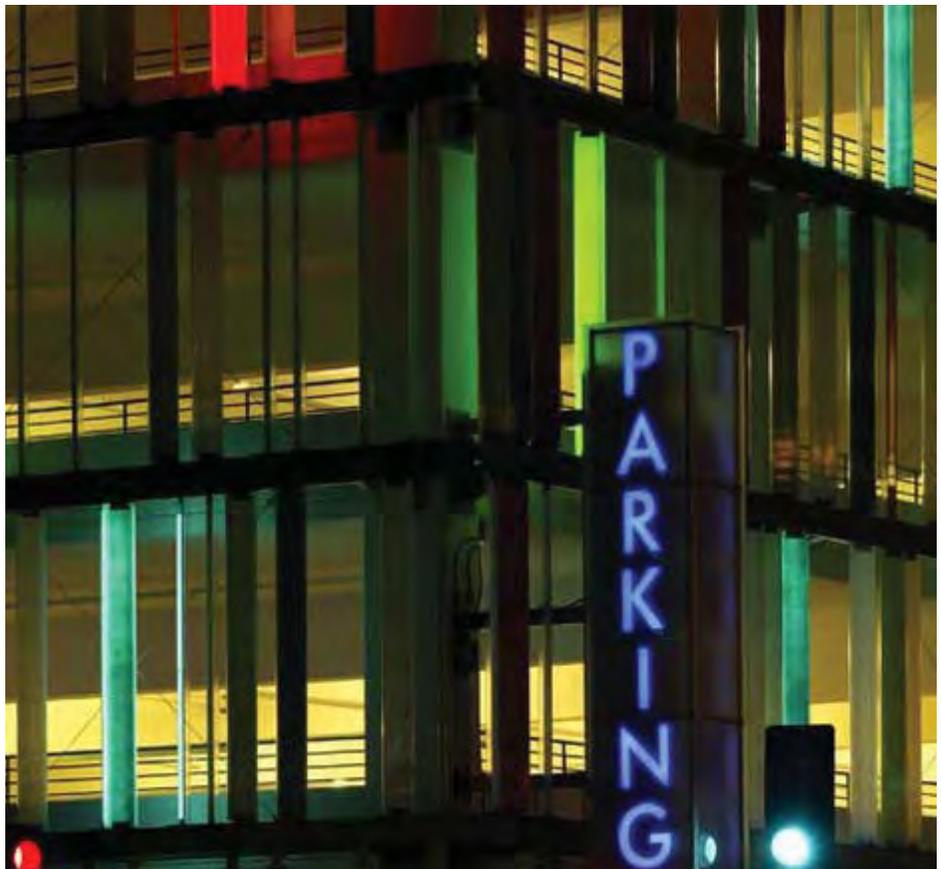


d. Neon Signs

Neon signs are encouraged in the Downtown Core and should be designed to minimize light pollution and glare from the street.

Neon signs use illuminated glass tubing to create intriguing lines like this vintage motel sign.
Albuquerque, NM

Neon signs and lights add color and an informal and playful quality to this building facade.
Sacramento, CA



e. Raised Letters and Cutouts

Raised letters and cutouts fixed directly to the facade should also be permitted. They may be internally illuminated, illuminated with overhead lighting or incandescent spots, or backlit with micro-flourescent tubes or neon.

f. Canopy Signs

Individual letters are placed on the top of canopy signs or other horizontal projections to create a strong three dimensional sign.

Raised letters offer a clean alternative to traditional board signs with added relief and depth.
Clematis Street, West Palm Beach, FL

Canopy signs are mounted in front of building facades on horizontal projections and overhangs.
Aventura, FL



g. Marquee Signs

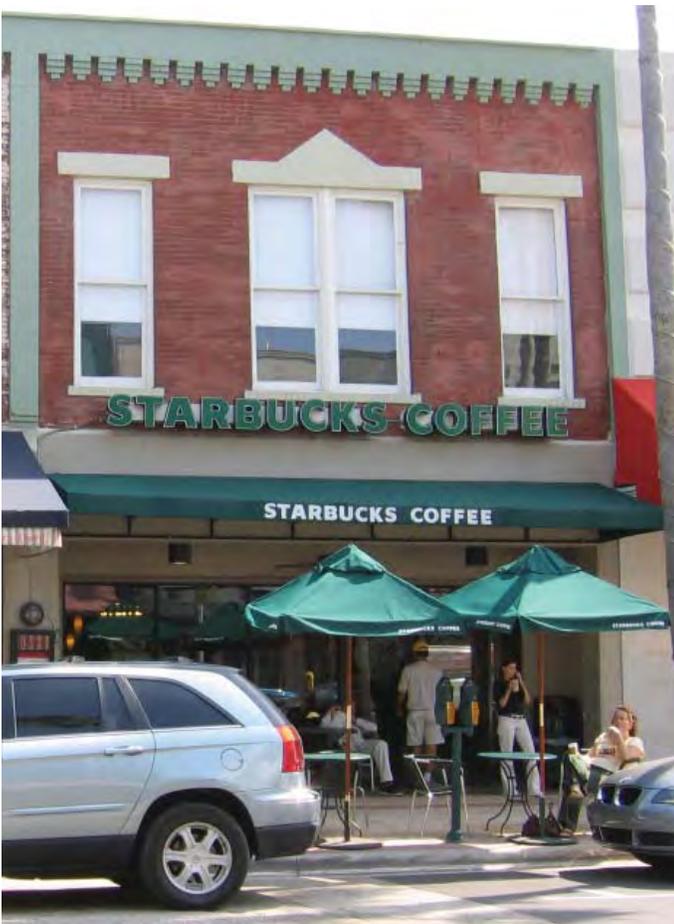
Marquee signs are designed to accommodate announcements typically related to entertainment programs using plastic letters affixed to the marquee board. Theatres, nightclubs, and bars most commonly use marquee signs.

h. Awning Signs

Lettering may be added to awning valances to create secondary signs. See Awnings for additional requirements.

The awning for the coffee shop pictured below provides a secondary sign which is closer to the sidewalk.

The letters on the marquee sign below contrast well against the marquee board and are large enough to be legible from the street. A secondary sign above the marquee provides supplementary signage. *Clematis Street, West Palm Beach, FL*



i. Monument Signs and Ground Signs

Monument and ground signs are most useful for businesses in adapted residential structures which don't have traditional storefronts. Ground signs are discouraged for typical commercial structures because they occupy the setback area which should otherwise be reserved for pedestrians and are not consistent with the character of walkable streets.

Residential structures adapted for commercial uses may use ground signs in lieu of wall signs.
West Palm Beach, FL



j. Temporary Signs

Temporary sidewalk signs should not obstruct pedestrian movement and should be arranged to leave a clear path.

Temporary signs on storefront windows may include lettering applied directly to glass with a removable film. Examples include signs announcing sales or special events.

7.2

Non-Permitted Signs

Off-site signs and spectacular signs are not permitted in the Downtown per the City's Land Development Code.

ALL DISTRICTS

7.3

Signs on Multiple Storefront Buildings

Signs on buildings with multiple storefronts should be coordinated as part of a continuous sign band. Signs should be of similar color, size, and material, though they need not be identical.

DC, AD, CG, OS

Temporary sandwich style signs are placed on the sidewalk and outside of the clear pedestrian walking zone to attract business and to advertise specials and sales.

Madison, WI

Signs above different storefronts on a single buildings have identical sized wall boards with different lettering and color. This maintains consistency while still allowing individuality.

Boca Raton, FL



BF8 LIGHTING

OBJECTIVE

Provide ample outdoor lighting to illuminate sidewalks and highlight architectural details without creating light pollution or over-illumination.

Façade lighting highlights important building features like window displays, signs, architectural detail, storefronts, and entrances, and supplements street lights to illuminate sidewalks. But too much direct lighting can create uncomfortable glare and can be a nuisance especially for residences, cars, and certain beach fauna. In addition to the requirements described in Chapter IV Article XII of the Land Development Code, the following standards should be met:

BF 8.1

Indirect Lighting

Choose indirect lighting instead of direct lighting whenever possible to reduce instances of glares and conceal florescent light sources.

DC, CR, CRC, AD, CG, OS

BF 8.2

Decorative Lighting and Window Displays

Façade lighting should be used to highlight important architectural features including window displays, entrances, windows, storefronts, architectural details, columns, cornice lines, and non-architectural features like landscaping and street furniture.

DC, CR, CRC, AD, CG, OS

Indirect interior lighting provides soft light on the sidewalk in combination with neon lights in this vibrant corner storefront. *Fifth Avenue, New York*



BF 8.3

Neon Lights

Exposed neon lighting may be used to highlight architectural features in building facades as long as the light source is not visible.

DC, OS

BF 8.4

Coordinating Lights

Buildings with multiple storefronts should coordinate façade lighting.

DC, AD, CG, OS

Coordinating lighting along with storefront treatments and architectural treatments for single buildings with multiple storefronts creates a cohesive street front which, in this example, is quite attractive and engaging to pedestrians.

Tokyo, Japan



BF 8.5

Outdoor Lighting

Public entrances should be illuminated with continuous street level lighting from dusk to dawn.

DC, CR, CRC, AD, CG, OS

BF 8.6

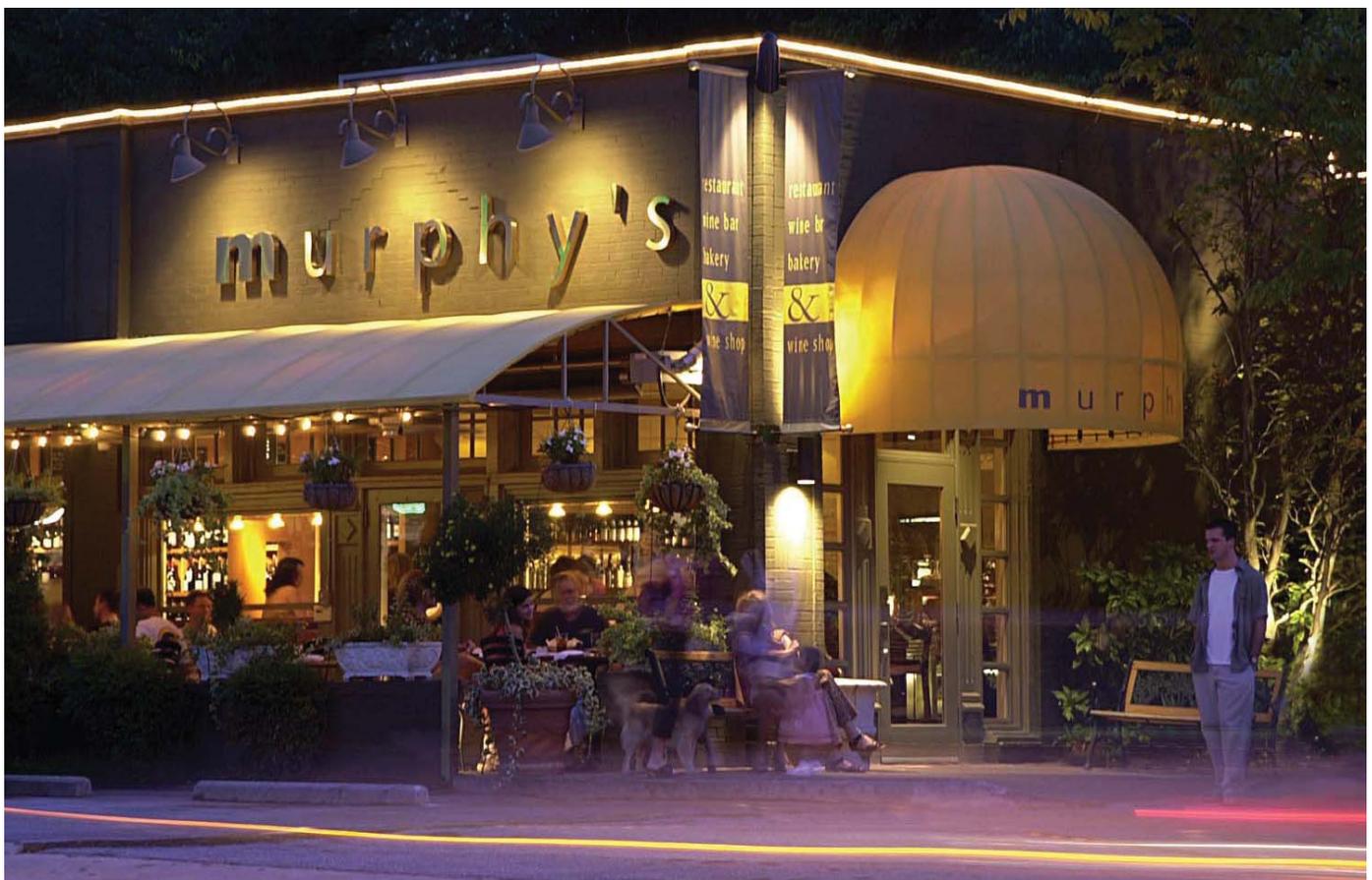
Lighting Signs

Signs should be well illuminated with direct overhead lighting or backlit. Internally lit box signs are discouraged.

DC, CR, CRC, AD, CG, OS

In this example, a restaurant entrance is emphasized with awnings, lighting, and outdoor displays.

*Virginia Highland,
Atlanta, GA*



BF9 MATERIALS

OBJECTIVE

To chose high quality materials which are quintessential to the region and downtown.

The range of building materials which can be used in building design is vast and varied and conveys different sensibilities and character. Materials should evoke quality. New developments should include materials which bear some relation to any of the following references: historic Cocoa Beach architecture, space age architecture, beach and ocean, surfing, sculptural qualities, energy efficiency and ecologically friendly features.

BF 9.1

Material Quality

Building façade materials for new buildings should be high quality and durable under normal weather conditions. Metals should be resistant to saltwater or intentionally designed to age with a patina.

ALL DISTRICTS

BF 9.2

Material Treatment

Faux treatments and artificial materials are discouraged. Use genuine materials instead of simulated materials.

Use a variety of high quality materials which reference Cocoa Beach's past, present, and future.
Glasgow, Scotland
San Jose, CA

DC, CR, CRC, AD, CG, OS



BF10 ROOFTOPS

OBJECTIVE

To design roofs which elevate a building's architectural character while increasing energy efficiencies and views to the water.

Rooftops can be multi-functional for building mechanics, recreation, and energy efficient designs. Warm climates and waterfront communities have the opportunity to design buildings with usable rooftops for recreation, leisure, and additional living space which take advantage of water views and moderate temperatures. When in use, rooftop terraces bring people to the tops of buildings to activate the building edge, animate the street below, and increase street surveillance. Rooftops can also include energy efficient systems described below.

BF 10.1

Roof Color

Light colored roofs with low albedo deflect the sun to keep buildings cooler, and are encouraged. This can be achieved easily with white paint.

ALL DISTRICTS

BF 10.2

Energy Efficiency and Conservation

Incorporate rain barrels, solar panels, and rooftop gardens to enhance energy efficiency, stormwater management, and conservation value.

CG

(Recommended ALL DISTRICTS)

Rooftop solar panels increase a building's energy efficiency by converting solar energy into power.
Los Angeles, CA



BF 10.3
Rooftop Terraces

Terraces are encouraged to be programmed with activities such as outdoor dining or private gardens to take advantage of views to the ocean and the Banana River, to increase sidewalk surveillance, and to animate the building and street character.

DC, CR, CRC, AD, CG, OS

Rooftop terraces take advantages of views to the water and increase visibility and the degree to which people can sense and see human activity beyond the sidewalk edge. The effect is an enhanced sense of visibility, security and safety to encourage walking.



BF 10.4

Mechanical Equipment

Roof top mechanical equipment and appurtenances such as cooling towers, elevator, stairs, vent stacks, and antennas should be architecturally screened from view at street level and integrated into the overall building design.

DC, CR, CRC, AD, CG, OS

Mechanical equipment is screened on this rooftop terrace which is transformed into a sundeck and lounge.
Barcelona, Spain



5: Site Planning and Building Placement

DOWNTOWN COCOA BEACH

How you place your building on its lot is just as important as your building's façade and massing. Depending on the type of street and district character, buildings should be close enough to streets to define comfortable outdoor spaces and create a sense of enclosure, but setback so that they create sufficient room for pedestrian circulation and allow light and air to penetrate the streets. When parking lots are located in front of buildings, the sense of enclosure is lost. Locating parking behind buildings and moving structures closer to the street edge creates a more comfortable proportion between building and street to make spaces that people want to occupy and experience.

SP1 BUILDING SERVICE

OBJECTIVE

To provide service access with minimal disruptions to the sidewalk or the aesthetics of each district.

Buildings are complex systems with multiple purposes. While their primary function is to provide shelter for people and goods to meet the needs of the users, they also need to accommodate interior and exterior circulation and access for service vehicles, pedestrians, and cars. Service needs are generally located at the backs of buildings and/or internal to buildings out of public view and accessed via driveways or Active Alleys to separate them from pedestrians. Service scheduling should be coordinated for multiple users when service access is from a common alley or driveway. When designing the service components of new developments, the following guidelines should be met:

SP 1.1

Locating Service

All service and delivery for new developments should occur off street either internal to the building or in the back of the building and accessed by a private driveway or Active Alley.

DC, CR, CRR, AD

SP 1.2

Screening Service Areas

Service bays, mechanical equipment, garbage and delivery areas should be fully enclosed, screened or located within the interior of the building. These areas should not be visible from the street.

DC, AD, CG, OS

Dumpsters and other mechanical and service equipment should be screened from view.



SP2 LOADING AND VEHICULAR ACCESS

OBJECTIVE

To coordinate loading and access for cars with minimal curb cuts and interruptions to the street edge and sidewalk.

SP 2.1

Driveway Entrances

Exits and entrances should be designed to minimize pedestrian conflicts, by being well marked with signage and change in pavement or landscaping and maintaining a narrow profile. Additionally, limit the total number of driveways to one when feasible.

DC, CG, OS

SP 2.2

Drive-through Lanes Commercial Pick-up Windows

Where permitted according to Section 3-14 of the Land Development Regulations, commercial pick-up windows should be placed behind main structures and accessed by a driveway.

CR, CG, OS

Drive-thru pick-up windows can be setback or screened from the main street as shown in the image below.
Washington



SP3 PARKING

OBJECTIVE

To adopt a fundamental shift in parking design so that off-street parking does not dominate the public landscape.

Reduce the negative impact of off-street parking lots for pedestrians by restricting these uses on Primary Pedestrian Streets.

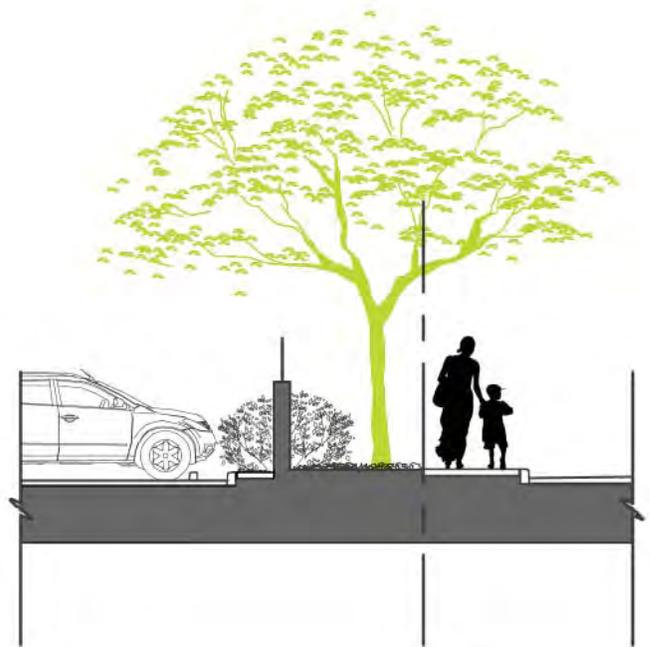
SP 3.1

Off-Street Parking Lot Design

a. Screening and Buffers

Parked cars should be adequately screened and should not be visible from the street or rear. Screening materials can include various landscape treatments or fences with some variation of metal pickets or other durable material.

ALL DISTRICTS



This public surface parking lot is screened with landscaping so that it does not degrade the character of the street.

South Miami, FL



b. Pedestrian Walkways for Parking Lots

Pedestrian walkways create a safe and protected walking path. Provide walkways for pedestrians to connect off-street parking lots to the Primary Pedestrian Street.

DC, CR, AD, CG

c. Lighting for Surface Parking Lots

Surface parking lots should be adequately lit at night to enhance safety.

ALL DISTRICTS

This pedestrian path connects the parking area at the rear of the building to the main street and provides a safe and comfortable design. *Las Olas Blvd., Fort Lauderdale, FL*



d. Use of Pervious Paving

Pervious paving materials such as grass pavers, pervious asphalt or concrete, gravel, or shell are encouraged to reduce stormwater runoff and increase groundwater recharge.

ALL DISTRICTS

Pervious paving like grass block pavers increases pervious surface area and the probability of intercepting stormwater runoff into the ground for natural water percolation.

Pervious asphalt allows water to filter down to the soil and directly to the ground water.



SP 3.2
Driveways

a. Permitted Locations for Driveways

Driveway curb cuts for off-street parking entrances should be on Active Alleys, East/West streets or Local Streets. Driveways are permitted on Primary Pedestrian Streets when no other access points are possible.

ALL DISTRICTS

b. Shared Driveways

Shared driveways are single access points which connect to centralized or common parking. They enable more efficient parking plans with a unified approach to parking. Shared driveways in conjunction with centralized parking are encouraged for properties which do not have access to Active Alleys, East/West Streets, or Local Streets to reduce sidewalk interruptions from curb cuts in all districts.

ALL DISTRICTS

Create common parking lots with shared entrances from Secondary Streets.
South Miami, FL



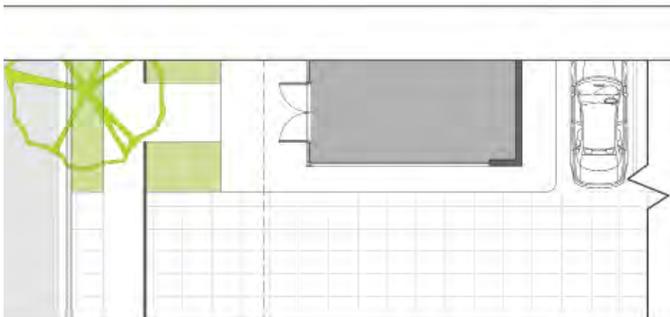
SP 3.3

Parking Integrated into the Building

Garage bays for new multi-family residential buildings should not front sidewalks on Primary Pedestrian Streets. Instead, new multi-family structures should integrate parking into the backs of buildings which may be accessed from drive-ways which run internal to the property.

CRR, OS

Garages in multi-family buildings should not front Primary Pedestrian Streets. In the example below, a driveway is created behind the building to access private garages.
Portland, OR



SP 3.4

Parking Structures

Parking structures are often essential to creating viable mixed-use destinations, but should not detract from Downtown’s overall character, with blank facades.

Commercial parking structures should be permitted in the Downtown Core and Campus Gateway only. Therefore, each of the following standards apply to DC and CG.

a. Street Level Uses

The street level of all parking structures on Primary Pedestrian Streets should be programmed with uses which support pedestrian activity and are open to the general public. Examples include retail, restaurants, entertainment, convenience stores and sundry shops, cafes, and coffee shops, beachwear, and surfing gear.

Parking structures which are designed with street level uses attract people and create more lively sidewalks. Vegetated screens like the one depicted in the image below helps to make parking structures more visually appealing.
Reston, VA



b. Screening Parking Structures

Blank walls on parking structures should not be visible by the general public from the street or other public areas. Instead garage facades should utilize screens, louvers, and other architectural treatments. See BF 2: Building Articulation and Architectural Treatments.

c. Parking Structure Entrances

Vehicle entrances for parking structures should be the minimum width to accommodate two-way traffic with the least possible interruption to the sidewalk. All entrances should have street-level lighting and pedestrian entrances should face the main street and not Active Alleys.

Artistic metal screens and living vertical walls obscure otherwise blank parking structure walls for an aesthetically attractive alternative.

*Clockwise: Miami Beach, FL
Palo Alto, CA
Miami Beach, FL*



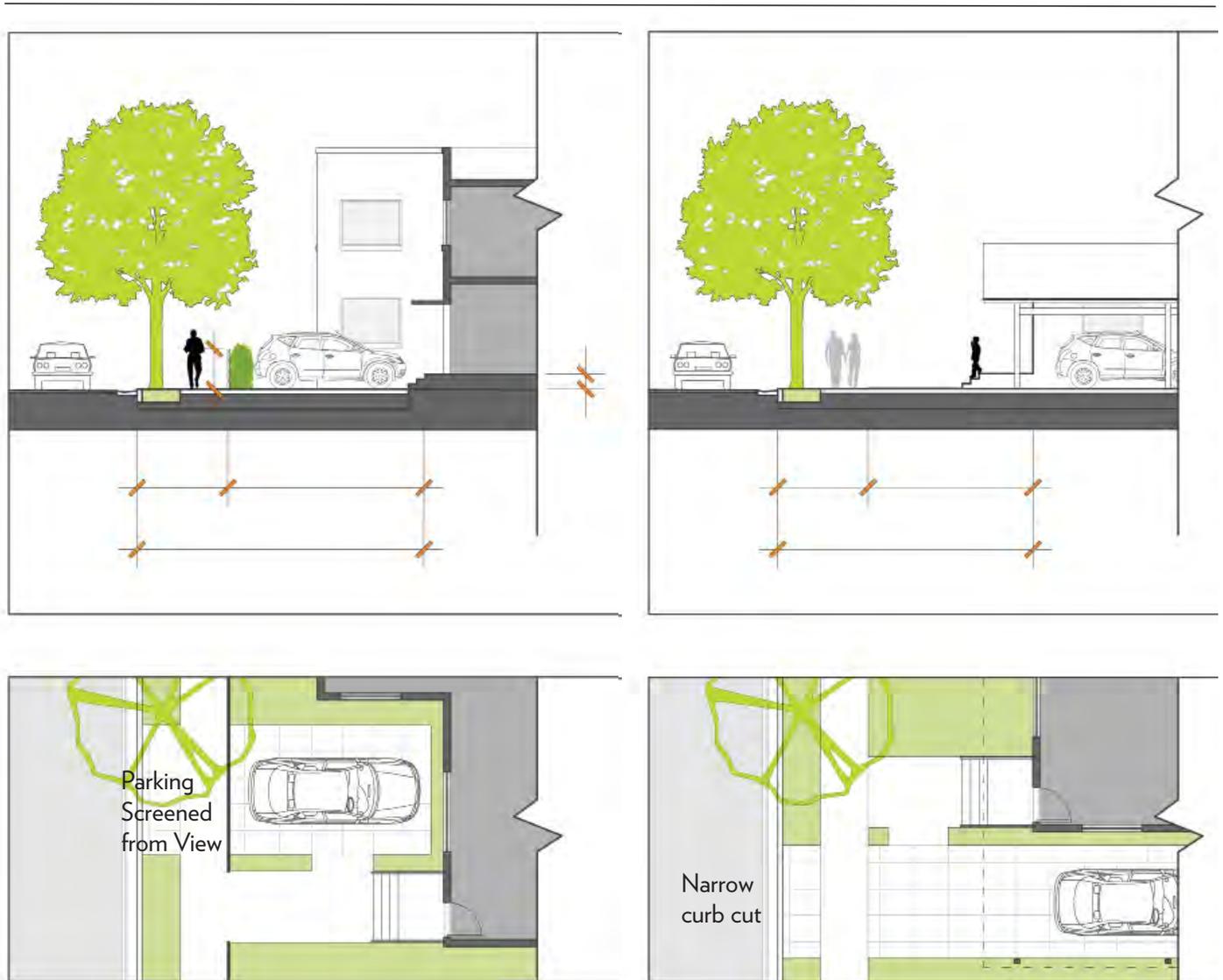
SP 3.5

Parking for Single Family and Duplexes

Parking for single family homes and duplexes should be accessed via a small driveway with a single, narrow curb cut. Long curb cuts for multiple head-in parking should not be permitted.

Parking should be screened when feasible.

CR, CRC, CRR



SP4 SITE CONTROL & VISIBILITY

OBJECTIVE

Design security elements which enhance the sidewalk and the building façade, rather than detract from it.

Security elements, like walls and fences, should protect property without reducing visibility to the sidewalk and pedestrians. Solid walls which are taller than pedestrians create unsafe and unattractive sidewalks and ruin any chance of creating an active and vibrant place for people.

SP 4.1

Maintaining Visibility

Fences, walls, and gates located between a building and sidewalk should be low enough for a person to see over or designed to be semi-transparent to create a consistent and active edge and a comfortable and secure place to walk. Solid, blank walls create anonymous places which are both unsafe and discourage pedestrian activity.

ALL DISTRICTS

SP 4.2

Security Shutters

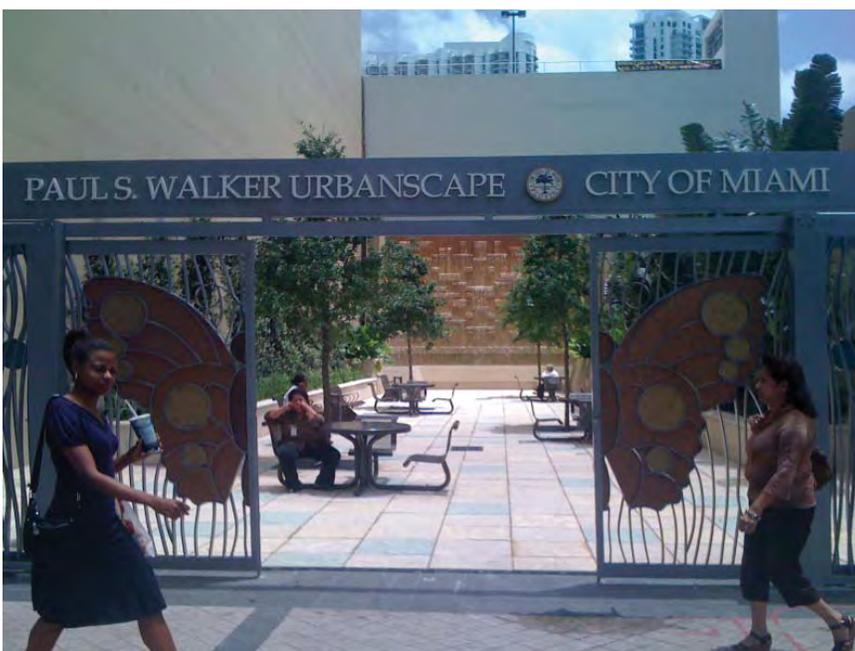
Accordion style opaque security shutters for display windows are discouraged because they deaden the street. Alternative security measures which do not obstruct views into stores are preferred, such as interior metal screens. Housing for movable overhead security shutters should be concealed and should not detract from the overall facade. DC, CR, CRC, CG

Transparent fencing can be designed as metal sculptures or works of art, as pictured below, which allows passersby to see through to a small pedestrian plaza.

Miami, FL

The combination of fencing, hedges, and a transparent door create an attractive separation between the sidewalk and the private residence's garden with sufficient visibility to imply that there is human activity within the garden.

Vancouver, BC, Canada



SP5 STORMWATER MANAGEMENT

OBJECTIVE

Integrate stormwater management systems into site planning and landscape design.

SP 5.1

Stormwater Management

These systems increase opportunities to capture and treat water runoff and either filter it naturally through the ground, store it as grey water for landscaping, or connect it to the stormwater infrastructure system. Some examples of these systems include bioswales, rainbarrels, bioretention areas in parking lots, pervious paving materials, cisterns, and increased pervious surfaces.

CG

Recommended for ALL DISTRICTS

Pervious materials in this grocery store parking lot catches rainwater and water runoff.

Tampa, FL

A drainage ditch is transformed into a landscaped water feature.

Portland, OR



6: Glossary of Terms

DOWNTOWN COCOA BEACH

Active Uses:

Active uses are enclosed spaces designed for people and which attract people and provide access to the general public for example cafes, restaurants, libraries, retail, commercial services, educational and cultural facilities, and residential uses.

Artist Workspaces/ Dwelling:

A combination working studio and dwelling unit for artists who engage in visual, creative or performing arts. An artist's dwelling unit consists of a room or suite of rooms on one or more floors designed for and occupied by one family which includes adequate working space reserved for the artist residing there. Activities may be restricted with respect to hazardous materials, time of operation, noise, odor or other potential impacts to adjacent or nearby uses.

Centralized Parking:

A single parking lot or structure which is shared by multiple businesses and property owners on a single block. Centralized parking is a more efficient way to design parking because it combines available land on adjacent parcels to create a single parking lot with common internal circulation.

False Facades:

A blank building wall which appears to have windows, doors, and other architectural elements which mimic the architecture of the building or adjacent structures using paint and simplistic relief. False facades rarely age well or look good and limit the potential aesthetic value of buildings and streets.

Impervious:

Land which is impenetrable and does not allow water to infiltrate the soil because it is covered with a non-porous surface like pavement.

Livability:

A subjective value used to describe a place's comfort and ease of daily living in terms of beauty, amenities, infrastructure, services, and costs of living.

Maximum Lot Coverage:

The total impervious surface area of a lot or parcel.

Shared Drives:

Shared driveways are single access points which connect to centralized or common parking. They enable more efficient parking plans with a unified approach to parking.

Street Block:

A street segment which is one side of a city block.

Street Level:

The ground level of a building adjacent to the sidewalk and street.

Pervious:

Land which allows water to percolate through the ground.

Transition Zone:

Transition zones regulate modulations or shifts between intense buildings which are tall and large, and less intense developments like low rise multi-family or single family homes which would be negatively impacted by shadow, lack of privacy, and disproportionate building scale.

View Corridors:

Special vantage points which frame views to important buildings, natural landscapes, and public art.

Vitality:

A subjective value used to describe the degree and quality of human activity in places, which is directly attributable to building design, uses, and public spaces.

7: Checklist of Applicable Standards

DOWNTOWN COCOA BEACH

Public Spaces (PS)		DC	CR	CRC	CRR	AD	CG	OS
PS 1 Streets								
PS 1.1	Major Arterials	x	x		x		x	x
PS 1.2	Primary Pedestrian Streets	x	x	x		x		x
PS 1.3	Secondary Streets		x		x			x
PS 1.4	East/West Streets	x	x	x	x	x	x	x
PS 1.5	Local Streets	x			x		x	
PS 1.6	Active Alleys	x		x		x		
PS 2 Active Alleys								
PS 2.1	Cottage Row			x				
PS 2.2	Downtown Core and Artisan District	x				x		
PS 2.3	Walkways	x		x		x		
PS 2.4	Entrances	x		x		x		
PS 2.5	Plantings and Ornaments	x		x		x		
PS 2.6	Outdoor Seating	x		x		x		
PS 2.7	Lighting	x		x		x		
PS 2.8	Screening	x		x		x		
PS 3 Sidewalks								
PS 3.1	Minimum Unobstructed Sidewalk Area	x	x			x	x	x
PS 3.2	Outdoor Seating and Sidewalk Cafes	x						
PS 3.3	Bicycle Racks, Benches, Trash Receptacles, and Bus Stops	x*						
PS 3.4	Softening Edges	x				x		
PS 4 Semi-public Space								
PS 4.1	Plazas	x*					x	x
PS 4.2	Residential Front Yards				x			
PS 4.3	Delineating Borders and Edges				x			
PS 4.4	Side Yards on East/West Streets		x		x			x
PS 4.5	Setbacks for Artist Workplace/Dwelling, Ground Floor Multi-family Residential	x	x			x		x
PS 4.6	Walk-up Gardens for Multi-family Residential				x			x*
PS 5 View Corridors								
PS 5.1	Building Separation to Enhance Views							x
PS 5.2a	Landscaped Setbacks at Street Ends							x
PS 5.2b	Lobby Entrances at Street Ends							x

* Recommended

Public Spaces (PS)		DC	CR	CRC	CRR	AD	CG	OS
PS 6 Guidelines for Vacant Lots								
PS 6.1	Perimeter Plantings for Vacant Lots	x	x	x	x	x	x	x
PS 6.2	Programming Vacant Lots	x	x		x	x	x	x
PS 6.3	Community Gardens		x		x			
PS 6.4	Vacant Lots for Temporary Surface Parking	x		x				
PS 7 Public Art and Sculpture								
PS 7.1	Locating Public Art and Sculpture	x	x	x	x	x	x	x
PS 7.2	Energy Efficient Design in Public Art						x	
PS 7.3	Materials, Quality, and Durability	x	x	x	x	x	x	x
PS 7.4	Public Art Characteristics	x	x	x	x	x	x	x

Buildings and Facades (BF)		DC	CR	CRC	CRR	AD	CG	OS
BF 1 Massing and Scale								
BF 1.1	Building Footprint			x				
BF 1.2	Varying Height and Volume	x						x
BF 1.3	Calculating Density and FAR	Informational						
BF 1.4	Proportion			x				
BF 1.5	Upper Level Setbacks	x	x	x	x	x	x	x
BF 2 Building Articulation, Architectural and Facade Treatments								
BF 2.1	Revealing Original Building Designs	x	x	x	x	x	x	x
BF 2.2	Street Level Design	x	x			x		
BF 2.3	Articulation		x		x			x
BF 2.4a	Sculptural and Artistic Detail	x				x	x	
BF 2.4b	Energy Efficient Elements						x	
BF 2.4c	Avoiding Blank Walls	x				x	x	x
BF 3 Projections and Shading								
BF 3.1	Vertical Clearance	x	x	x	x	x	x	x
BF 3.2a	Architectural Detail	x	x	x	x	x	x	x
BF 3.2b	Awning Material and Color	x	x	x			x	x
BF 3.2c	Awning Lettering	x	x	x			x	x
BF 3.2d	Awning Encroachments	x	x				x	x
BF 3.3a	Canopy Encroachment	x				x		x
BF 3.3b	Canopy Material	x				x		x

* Recommended

Buildings and Facades (BF)		DC	CR	CRC	CRR	AD	CG	OS
BF 3.4a	Balcony Encroachments	x	x	x	x	x	x	x
BF 3.4b	Balcony Size	x	x	x	x	x	x	x
BF 3.5a	Colonnade Encroachments	x	x	x	x	x	x	x
BF 3.5b	Colonnade Height	x	x	x	x	x	x	x
BF 3.5c	Colonnade Depth	x	x	x	x	x	x	x
BF 4 Fenestration								
BF 4.1	Natural Ventilation	*	*		*	*	x	*
BF 4.2	Operable Windows	Informational						
BF 5 Transparency								
BF 5.1	Transparency for Commercial	x	x	x	x	x	x	x
BF 5.2	Transparency for Residential	x	x	x	x	x	x	x
BF 5.3	Transparency for Entrances	x					x	
BF 5.4	Street Level Windows for Non-Retail Commercial	x					x	x
BF 5.5	Glass Opacity	x	x	x	x	x	x	x
BF 6 Storefronts & Entrances								
BF 6.1	Window Display Dimensions	x	x	x			x	x
BF 6.2a	Maximum Area Dedicated to Signs	x	x	x			x	x
BF 6.2b	Sign Placement	x	x	x			x	x
BF 6.2c	Art Displays	x	x	x			x	x
BF 6.2d	Lighting	x	x	x			x	x
BF 6.3a	Adaptive Reuse: Historic Homes		x	x	x			
BF 6.3b	Adaptive Reuse: Converted Warehouses					x		
BF 6.3c	Artist Workspaces/Dwelling Storefronts					x		
BF 6.4	Entrances	x	x	x		x	x	x
BF 6.5	Openings	x	x	x		x		
BF 7 Signage								
BF 7.1	Signage	x	x			x	x	x
BF 7.2	Non-Permitted Signs	x	x		x	x	x	x
BF 7.3	Signs on Multiple Storefront Buildings	x				x	x	x
BF 8 Lighting								
BF 8.1	Indirect Lighting	x	x			x	x	x
BF 8.2	Decorative Lighting & Window Displays	x	x			x	x	x
BF 8.3	Neon Lights	x						x

* Recommended

Buildings and Facades (BF)		DC	CR	CRC	CRR	AD	CG	OS
BF 8.4	Coordinating Lights	x				x	x	x
BF 8.5	Outdoor Lighting	x	x	x		x	x	x
BF 8.6	Lighting Signs	x	x	x		x	x	x
BF 9 Materials								
BF 9.1	Material Quality	x	x	x	x	x	x	x
BF 9.2	Material Treatment	x	x	x		x	x	
BF 10 Rooftops								
BF 10.1	Roof Color	x	x	x	x	x	x	x
BF 10.2	Energy Efficiency and Conservation	*	*		*	*	x	*
BF 10.3	Rooftop Terraces	x	x	x		x	x	x
BF 10.4	Mechanical Equipment	x	x	x		x	x	x

Site Planning and Building Placement (SP)		DC	CR	CRC	CRR	AD	CG	OS
SP 1 Building Service								
SP 1.1	Locating Services	x	x		x	x		
SP 1.2	Screening	x				x	x	x
SP 2 Loading and Vehicular Access								
SP 2.1	Driveway Entrances	x					x	x
SP 2.2	Drive-through Lanes Commercial Pick-up Windows		x				x	x
SP 3 Parking								
SP 3.1a	Surface Parking Screening and Buffers	x	x	x	x	x	x	x
SP 3.1b	Pedestrian Walkways for Parking Lots	x	x			x	x	
SP 3.1c	Lighting for Surface Parking Lots	x	x	x	x	x	x	x
SP 3.1d	Use of Pervious Paving	x	x	x	x	x	x	x
SP 3.2a	Permitted Locations for Driveways	x	x	x	x	x	x	x
SP 3.2b	Shared Driveways	x	x	x	x	x	x	x
SP 3.3	Parking Integrated into the Building				x			x
SP 3.4	Parking Structures	x						x
SP 3.5	Parking for Single Family and Duplexes		x	x	x			
SP 4 Site Control & Visibility								
SP 4.1	Maintaining Visibility	x	x	x	x	x	x	x
SP 4.2	Security Shutters	x	x	x			x	
SP 5 Stormwater Management								
SP 5.1	Stormwater Management	*	*	x	*	*	x	*

* Recommended