

4: ARCHITECTURAL GUIDELINES

4.1 Public Engagement Spotlight

4.2 Precedent Studies

4.3 Massing + Style

4.4 Recommendations



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4.1 Public Engagement Spotlight

At High-Note Thursday, 80+ attendees participated in a visual preference survey.

This event collected opinions on design elements, places people love, what places could be improved and where people park. A version of the visual preference survey was also published online to fill out.

One of the elements that residents and visitors could comment on was the architectural style of the buildings in Winter Park. Based on the findings from this event, participants prefer a "main street feel" with contemporary buildings. This character type can be recognized by its low-rise buildings, human-scaled detailing and features, and use of brick and stone in building facades. This style also uses limited amounts of dark and highly reflective materials, has a defined flat and consistent rooftop edge, and a color palette consisting of brown, sepia, tan, grey, blue and green. Wood and metal were the preferred materials for buildings along Main Street.

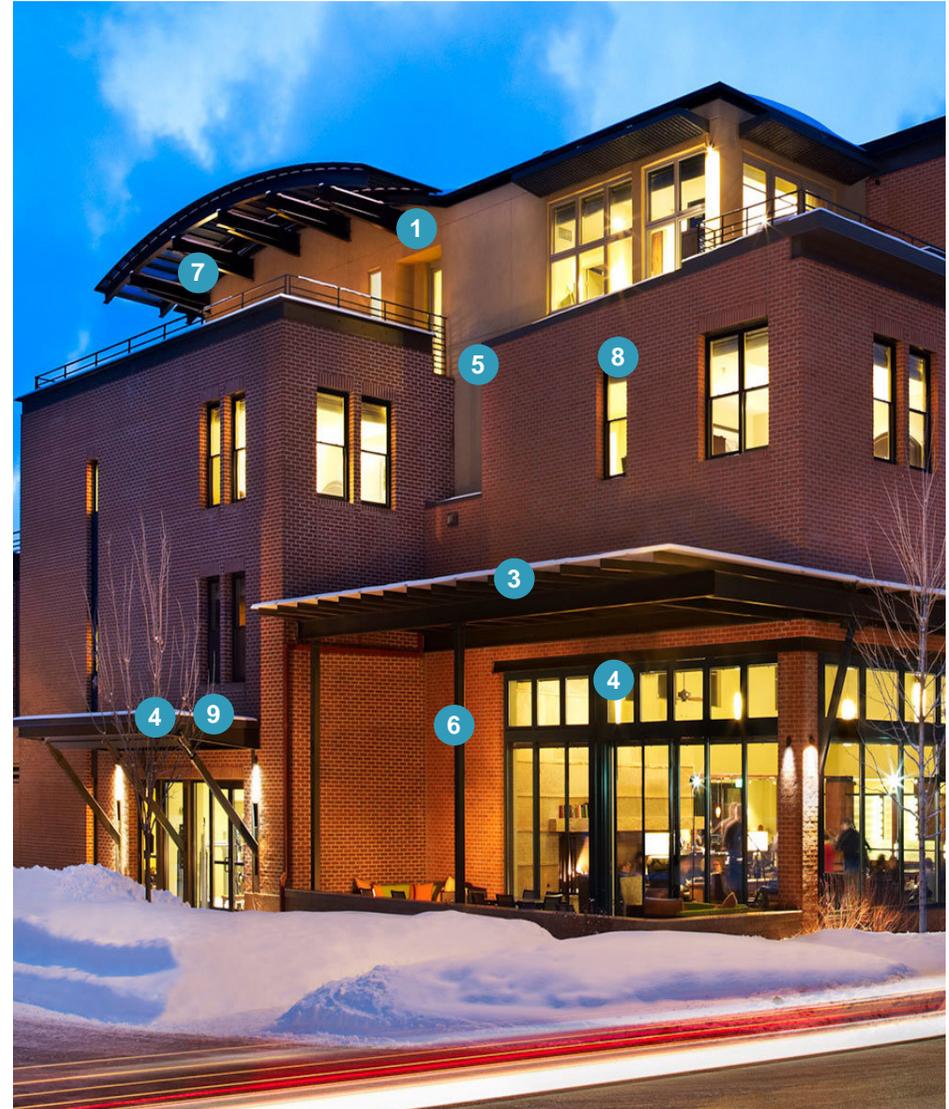


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4.2 Character Studies

Architectural Character Key

- 1** Step Back Massing (above three stories)
The overall height at the building edge is limited to three stories to encourage growth, but to also preserve the scale of the current downtown corridor
- 2** Distinct Character
Compose the building uniquely with neighborhood-compatible components
- 3** Strong Horizontal or Vertical Logic Modulation
Reflect downtown corridor proportion and scale to harmonize with rhythm of existing buildings
- 4** Pronounced Entry
Create canopies, recessed areas, signs, overhangs, and other design strategies to reinforce the hierarchy of entrances
- 5** Similar Glass-to-Wall Ratio (Solid | Void)
Balance light, transparent materials with solid, durable materials
- 6** Unique Patterning and Features
Select enduring, understated colors, finishes, and materials that reinforce the clarity and strength of the architecture, and which demonstrate creativity and quality execution
- 7** Distinct Roof Termination
Apply materials, forms, and details to provide a resolute termination to the sky through the application of massing, overhangs, parapets, and cornices
- 8** Facade Variation
Apply structural emphasis, deep relief, and punched openings to same-plane materials to result in well-resolved paths, movement, and layers within the building
- 9** Human-Scale Elements at Ground Floor
Articulate human-scaled detailing, components and features - including canopies, overhangs, recesses, and other design strategies



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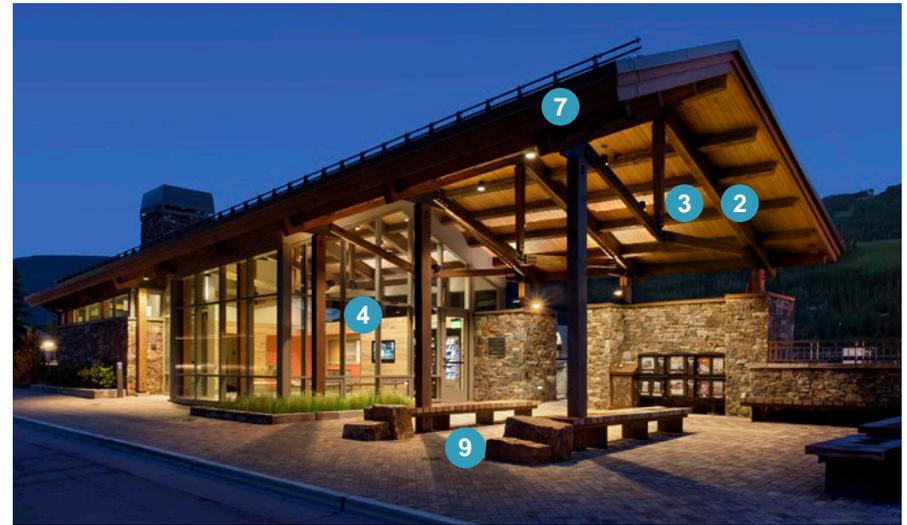
Character Studies



See complete key on previous page. Numbers denote architectural style: 1) Step Back Massing (above three stories), 2) Distinct Character, 3) Strong Horizontal or Vertical Logic Modulation, 4) Pronounced Entry, 5) Similar Glass-to-Wall Ratio (Solid | Void), 6) Unique Patterning and Features, 7) Distinct Roof Termination, 8) Facade Variation, 9) Human Scale Elements at Ground Floor

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Character Studies



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4.3 Massing + Style

Given that there may be buildings nearly as high as the right-of-way width, massing becomes important in terms of sunlight, shade and viewshed corridors. Front step-backs articulate building massing, reduce shadow impacts within the public realm, and help to mitigate the pedestrian's perception of height. Buildings built to the front property line and to the maximum allowable height will need this step-back in order to ensure a better pedestrian experience and allow for more sunlight along the street. Buildings that embrace the street by adding elements that provide visual interest and human scale features, while also protecting pedestrians from the elements, make active streetfronts.

The style of the buildings should reflect existing design guidelines, input from community engagement, architectural best practices, and innovative ideas that match the proposed character districts. The two main tenets of architectural style are to use timeless high-quality materials and allow for a texture scale that is similar to the existing context. While it is important to create continuity through quality and scale, the goal is to encourage the unique expression historically found in the evolution of the Town of Winter Park.



Existing architectural style that utilizes timeless material like wood and steel while also creating a good pedestrian experience due to human scaled elements and unique character.

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Northern Gateway



Southern Gateway



Confluence District



4.4 Recommendations

While current guidelines allow for a full height of 40' at the property line, site observations indicate that this may lead to a more enclosed and shadowed street corridor. The step-back massing seen to the left articulates a smaller scale structure at the street edge while allowing a full build height at the designated setback. Other suggestions include:

- Codify a required build-to percentage at the property line to ensure the massing is pulled forward to the street edge.
- Codify a maximum facade length to ensure relief on large unarticulated singular frontages as to not disturb the pedestrian scale.
- Codify a percentage range required for the step-back as a method to ensure facade variation. Architecturally significant projects could be exempt from the guidelines as a way to encourage design excellence.

The character of the architecture should:

- Utilize strong horizontal or vertical modulation;
- Use glass to wall ratios consistent with the existing context;
- Vary texture and depth along the buildings and employ unique patterns and features; and
- Encourage human scale elements at the ground floor including pronounced entries, overhangs and canopies.



