



APPEARANCE REVIEW BOARD

MEETING MINUTES

May 28, 2014

MEETING INFORMATION

Location

Agenda Conference Room
2nd Floor, City Hall
One City Commons
400 South Orange Avenue

Time

2:00p.m.

Board Members Present:

Greg Witherspoon, Chair

Jeffrey Bush

Matt Taylor

Mike Beale, Vice Chair

Daisy Staniszki

Board Members Absent:

Justin Ramb

Tim Lemons

OPENING SESSION:

- Chairman Greg Witherspoon called the meeting to order at 2:01 P.M.
- Shaniqua Rose, ARB Recording Secretary, conducted the Roll Call.
- Determination of a quorum was confirmed.
- Chairman Greg Witherspoon read the Welcome, General Rules of Order and the Appeals process. Adjustments were made to the agenda to correct the dates for the City Council meeting that will approve these minutes and the appeal process deadline.

MINUTES

A motion was made by Matt Taylor and seconded by Mike Beale to approve the minutes of the April 17, 2014 ARB Meeting Minutes. The motion carried unanimously.

ANNOUNCEMENTS

- There were no Announcements.

CONSENT AGENDA

1. 611 N. Magnolia Avenue – Magnolia Dental Center

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| Applicant/Owner: | Nazak Holdings, LLC |
| Location: | 611 N. Magnolia Avenue |
| District: | 5 |
| Project Planner: | Doug Metzger, AIA |

ARB2014-00034

The Applicant is requesting a Major Certificate of Appearance Approval for the substantial enlargement and exterior improvements on the subject property including architecture, landscaping, lighting and parking lot improvements.

Recommended Action:

Staff recommends APPROVAL of the request with the following conditions:

1. Architecture

- a. Entry Doors – The entry doors into both the adult's practice and children's practice waiting areas shall be clear glass to match the rest of

the street façade glazing and to comply with transparency requirements.

b. Accent Banding – The colored accent band located at the existing parapet line shall be a minimum of 12-inches wide.

c. Exterior Finishes – Prior to submittal for building permit the applicant shall submit final color, materials and finishes for the exterior façade of the building for ARB Minor Review.

2. **Streetscape** – The Applicant shall provide an approximate 9-foot wide City Services Easement along N. Magnolia Avenue in order to provide a 15-foot wide corridor from the back of the curb for the potential future expansion and improvement of the Magnolia Avenue Streetscape.

3. **Signs** - Final sign designs shall require an ARB Minor Review and approval prior to application for a sign permit.

A motion was made by Mike Beale and seconded by Daisy Staniszki to approve the item. The motion carried unanimously.

REGULAR AGENDA:

1. 1610 W. Church Street – Florida Citrus Bowl Master Sign Plan

Applicant/Owner: City of Orlando
Location: 1610 W. Church Street
District: 5
Project Planner: Holly Stenger, AIA

ARB2014-00035 Request for a Major Certificate of Appearance of Approval for the Florida Citrus Bowl Master Sign Plan.

Recommended Action: Staff recommends APPROVAL of the request with the following conditions:

1. **Font and sign style:** All general wayfinding and ancillary signs shall be of the same font and style as presented in the application. All conduit of the signs shall be either hidden or match the color of the adjacent structure. Minor adjustments to allow for larger gate sign identification letters on the monument signs to be visible along the street shall be reviewed as a Minor ARB review.
2. **Monument Signs:** The monument signs shall be installed perpendicular to the curb of the street.
3. **Design:** Any changes in materials from those presented in the final application shall be reviewed as a Minor Review for consistency in the intent of design. If the changes are determined to be significant, they may be required to be reviewed by the ARB.
4. **Sponsorship Signs:** When the Stadium Name and sponsors have been established, an ARB Minor review shall be conducted prior to permits being issued, to verify that the sign location, size, and details are consistent with the Master Sign Plan.
5. **Digital Signs:** Digital signs shall be attached the structure of the scoreboards, by using similar materials and finishes so that they are integrated to the extent possible to the overall design and finishes of the rest of the score board.
6. **Colors:** Final colors of the back sides of the scoreboards shall be reviewed as an ARB Minor review.

7. High Rise Signs: All high rise signs need to come to back for Major ARB review.

Holly Stenger gave a PowerPoint presentation; she explained the elements of the project and explained the staff conditions.

Board Member Mike Beale wanted clarification on a few signage issues:

- How would the signs be lit?
- Can sponsorship logos be a name?
- How will the lighting affect the residents?

Frank Usina, Applicant, City of Orlando Venues Project Manager, explained that the letters are just placeholders until sponsorship is fulfilled and that the signage has to stay within the 10ft by 200ft box. Mr. Usina also explained that there are designated places in the plans to place logos. Jason Burton explained that there is an ambient lighting code that will impact the signs and the digital signage regulation calls for automatic dimming after a certain time.

Board Member Matt Taylor voiced concern about approving signage without having actual sponsors. Ms. Stenger and Mr. Usina explained that the approval of the signage will be presented and sold to sponsors as is, so they will be able to pick from the different approved options. Mr. Burton let the Board know that the City has a limitation on who can sponsor signs.

A motion was made by Mike Beale adding condition #7 and seconded by Matt Taylor to approve this item. The motion carried unanimously.

2. 400 S. Orange Avenue – City Commons Plaza Renovations/Orange Avenue Treatment

| | |
|------------------|-----------------------------------|
| Applicant: | Torie Brooks, URS City of Orlando |
| Location: | 400 S. Orange Ave. |
| District: | 5 |
| Project Planner: | Jason Burton |

ARB2014-00011

Request for a Major Certificate of Appearance of Approval for the conceptual renovation plans for City Commons Plaza that are associated with the proposed Dr. Phillips Performing Arts Center plaza and streetscape.

Recommended Action: Staff recommends APPROVAL of the request with the following conditions:

1. **Stamped Asphalt.** ~~Allow the Mayor to select the final color and pattern of stamped, colored asphalt treatment proposed for Orange Avenue. The dark gray stamped hexagon paving pattern will be used for the asphalt treatment on Orange Avenue.~~
2. **Design.** Any changes in material from those presented in the final application shall be reviewed as a Minor Review for consistency in the intent of the design. If the changes are significant, they may be required to be reviewed by the ARB, at the discretion of the Appearance Review Officer.

Extensive conversation ensued between the Board, the Applicant, and Staff regarding the stamped asphalt pattern and color. As a result, condition #1 was changed to reflect the pattern and color for Orange Avenue approved upon by the Board.

A motion was made by Mike Beale with a change to condition #1 and seconded by Matt Taylor to approve this item. The motion carried unanimously.

The meeting adjourned for a short recess at 3:24pm and convened at 3:27pm.

3. 100 S. Hughey Avenue - Sports Entertainment District (S.E.D.) Phase I

Applicant: City of Orlando, Byron Brooks
Location: 100 S. Hughey Avenue
District: 5
Project Planner: Doug Metzger

ARB2014-00038

Courtesy Review for Phase 1 of the Downtown Orlando Sports and Entertainment District. The phase includes a six-story office/retail building with 121,000 sq. ft. of office and 42,200 sq. ft. of retail, a six-story free standing parking garage, two retail kiosks, and three media towers and a major plaza area. No action required.

ARB Staff has provided the following Courtesy Review comments:

1. POST DEMOLITION CONDITIONS:

- a. It is anticipated that portions of SED PD phases and sub-phases will be undeveloped or fallow for periods of time after the demolition of the existing parking garage and police headquarters buildings.
- b. Fallow or undeveloped post demolition areas shall be sodded completely to the back of the public sidewalk and remain unfenced until a building permit is approved for those areas.
- c. Sodded areas shall be temporarily irrigated until established.
- d. An ARB Minor Certificate of Appearance Approval [Staff Review] shall be required to specify the post-demolition state of undeveloped lands with no pending building permit.
- e. Upon demolition all foundations slab and paving on site shall be removed, up to the public sidewalk.
- f. Once paving is removed, the property shall be graded to a relatively smooth condition and the entire area sodded with Argentine Bahia grass (or other approved grass when site specific conditions dictate).
- g. All existing site vegetation (shrubs and trees) shall remain and be maintained except trees inspected by the City forester that are determined to be hazardous to the public. Those trees shall be trimmed or removed as directed by the forester.
- h. Trees and shrubs which are invasive exotic species (as listed by the State of Florida or by the Florida Exotic Pest Plant Council) shall be removed.
- i. Re-vegetation of the site shall be completed within three days of the completed removal of demolished materials.
- j. A CPTED fence such as aluminum picket shall be used to secure the police headquarters area as needed.
- k. As part of an ARB Minor Review for post-demolition conditions a maximum fence height of eight (8') shall be permitted around construction and laydown areas.
- l. All decorative fence wraps and/or construction fence signs shall secure an ARB Minor Review approval, and be designed consistent with the City's requirements for signs on construction fencing (may have lifestyle images, and less than 15% text area identifying the project, LDC2004-00429).
- m. A setback of three feet is required between any fence and any adjacent street, alley or public sidewalk.
- n. Areas that are secured with a temporary construction or security fence shall at a minimum, use nine (9) gauge black, vinyl-clad chain link fence with top rail and bottom tension wire. All posts and

hardware shall be painted black with exterior enamel paint.

2. STREETScape:

- a. Final design of the streetscape shall be re-submitted for ARB Final Approval prior to submittal for building permit. Final streetscape details shall include the proposed location of all street furniture, lighting, landscape and hardscape materials and finishes.
- b. Design Guidelines - All streetscape in Phase One of the Sports Entertainment District PD shall be designed and constructed in accordance with the standards and specifications of the Downtown Orlando Streetscape Guidelines.
- c. Maintenance – Unless approved thru a separate agreement the City shall only maintain those portions of the SED PD streetscape and plaza areas that are within the public right-of-way.
- d. The City shall not be responsible for nor maintain any section of streetscape not constructed in accordance with the Downtown Orlando Streetscape Design Guidelines.
- e. Minimum Width - At a minimum the streetscape on S. Division Avenue, W. Central Avenue, and S. Hughey Avenue shall be 15-feet from back-of-curb and shall provide a 6-foot Streetscape Furniture and Street Tree Zone [furniture zone] combined with an unencumbered 9-foot Pedestrian Clear Zone. A minimum 9-foot Pedestrian Clear Zone shall be provided adjacent to all on-street parking areas.
- f. The minimum streetscape on W. Pine Street and S. Bryan Avenue shall provide a 6-foot Streetscape Furniture and Street Tree Zone [furniture zone] combined with an unencumbered 7-foot Pedestrian Clear Zone.
- g. Streetscape Finishes and Furniture - Unless otherwise approved through a future Master Plan or ARB Major Review the streetscape furniture, fixtures, lighting, landscape, hardscape materials and finishes on Division, Central, and Hughey shall match and be consistent with the existing S. Division Avenue streetscape. This includes but is not limited to, double-acorn street lights, large 6'x16.5' tree wells with high-rise oak street trees, concrete scoring and finishing, and corner, crosswalk and driveway treatments. Pine and Bryant streetscape shall have 6'X6' tree grates with structural soils.
- h. Church Street Streetscape - In order to be consistent with and to maintain a cohesive, integrated environment with the existing Amway Center streetscape, the patterns, materials and landscape palette of the existing W. Church Street streetscape shall be maintained or replicated in the SED PD along W. Church Street and in the proposed plaza area. The placement of the existing medjool palm trees shall be mirrored on the north side of the street in front of the project.
- i. Curbing - Unless otherwise approved through a future Master Plan or ARB Major Review all streets shall have Type "F" a. curb with gutter.
- b. Structural Soil - To minimize root damage to adjacent pavement areas structural soil or a Planning Official approved equivalent shall be installed around all canopy street trees consistent with Detail 3.4-O and 3.4-P of the Downtown Streetscape Guidelines.
- c. Root Barriers - Where a canopy tree is installed within 10 feet of any existing or proposed underground utility line, a root barrier 2' in height and at least 10' in length shall be installed along the underground utility or the utility may be wrapped in the root barrier.
- d. Crosswalks – The 15-foot minimum streetscape zone from back of curb shall be the priority in all instances. Crosswalks at driveways and curb cuts shall be raised to be at the same grade as the sidewalk adjacent to the driveway in order to clearly define the pedestrian area. Crosswalks across Pine Street shall be defined by a differentiated treatment, determined at the specific Master Plan for each phase. The driveway slope transition from street grade to the sidewalk grade shall occur in the 6-foot Streetscape Furniture Zone. The crosswalk surface shall be treated with the same streetscape treatment materials as the sidewalk surface, or a contrasting material color or texture from the vehicular use area. Reflective paint alone is not acceptable, however may be used in conjunction with pavers or other surface to outline the pedestrian path for night time safety. Refer to Detail 3.2K of the streetscape guidelines for more information.
- e. Sidewalk Café / Outdoor Dining - Outdoor dining areas that utilize street right-of-way will require a Sidewalk Café Permit [SWC Permit]. All outdoor dining areas, whether in or out of the right-of-way will require an ARB Minor Certificate of Appearance Approval for layout, furniture and stanchions prior to

opening for business.

f. Sidewalk Cafes Prohibited – Sidewalk Cafes are prohibited within a minimum 5-ft pedestrian through zone on Bryant Avenue and within a minimum 7-ft pedestrian through zone on Pine Street. However, outdoor dining areas outside these areas are permitted along Pine Street and Bryant Avenue.

g. Division Avenue Drop-off - An alternative pavement material such as concrete pavers, concrete or colored concrete shall be used for the surface of the Division Avenue Drop-off area to differentiate the drop-off area from the vehicle travel lanes and adjacent sidewalk. Striping may be used as an accent but shall not be used to exclusively to highlight the area.

h. All above ground utility lines shall be placed underground during construction of the proposed streetscape improvements.

3. SERVICE AREAS, MECHANICAL EQUIPMENT, UTILITIES, VENTING

a. Service Area/Utilities - All utilities, trash disposal pick-up, and other maintenance facilities should be located on the interior of the parking garages or buildings, and not adjacent to the pedestrian sidewalks or streetscape zones to the fullest extent possible.

b. Service and Mechanical Equipment Master Plan - A trash, service areas, exterior mechanical equipment and above ground utilities plan shall be incorporated into the Master Plan for each phase or sub-phase of the SED PD. A final Service and Mechanical Equipment Master Plan shall be re-submitted for ARB Final Approval prior to submittal for building permit. The Final Service and Mechanical Equipment Master Plan shall also include the proposed screening methods for all above ground mechanical equipment.

c. Mechanical Equipment - All ground and roof mounted mechanical equipment shall be screened to meet the conditions of the LDC 58.982 including transformers, traffic signal control boxes, and other above ground utility structures.

d. Telecommunications Equipment Screening - Buildings should be designed to accommodate for future placement of telecommunications equipment (including any communications equipment required by the Police Department). It is recommend that screening areas be built into rooftop areas so that the placement and screening of the equipment does not become an afterthought. Installation of any telecommunications shall require an ARB Major Approval.

e. Streetscape - In no instance shall any above grade transformer, utility box, traffic signal control box, or backflow preventers be located in the 15-foot streetscape zone. Each phase or sub-phase will be reviewed at the time of Master Plan to ensure such equipments is maintained inside accessible closets and spaces integrated into the architecture of each phase.

f. Venting & Exhaust - All restaurant venting and restaurant exhaust shall be directed to the roof of buildings, shall not be visible from the public right-of-way, and are not permitted on any façade of the building. All other venting and exhaust for mechanical and utilities shall be a minimum of 12 ft. above grade, and shall be designed and integrated with the building so as to be seamless with the overall architecture of the building and shall not vent over primary pedestrian areas.

g. Backflow Preventer - backflow preventer/s shall be located so as not to be directly visible from the right-of-way and should be screened from view where necessary.

Dumpsters - All dumpsters and trash compactors shall be internal to buildings and screened with solid walls to match a. the principal structure. Decorative gates shall be installed to coordinate with principal structure and shall be painted to match the color of the enclosure walls. Landscape screen including low hedges and groundcover if feasible shall be provided to soften the view from the public ROW and adjacent properties.

b. Fencing - Any fencing on the site shall be an open, CPTED-approved fence, such as aluminum or wrought-iron picket fencing. Chain link fences are prohibited (except for construction fencing with screening signs as described above).

4. OFFICE/RETAIL BUILDING

a. Final architectural elevations of the office/retail building shall be re-submitted for Final ARB Approval prior to submittal for building permit. Final architectural elevations shall also include the

proposed location of all building signage, vents, exterior mechanical equipment and architectural lighting.

b. Materials - Durable materials such as stone, brick, pre-cast, etc. are encouraged at the ground level.

c. Architectural Form – The building shall be designed to express a unique base, middle and distinctive skyline top.

i. Additional articulation such as the introduction of another building material, architectural banding, eye brows, and/or shade canopies, are strongly encouraged to enhance the middle portion of the building.

ii. The use of reflective glass is strongly discouraged; Low E glass is preferred.

iii. Staff recommends additional architectural treatments to the west façade of the building to make it more architecturally compatible with the HD Supply building across the street and to provide additional relief from the intense afternoon sun.

d. Principal Entrances—All buildings shall have at least one entrance oriented directly toward (i.e. parallel to) the public street . Principal pedestrian entrances from the right-of-way shall be architecturally treated and emphasized with canopies, awnings, hardscape, landscape or other material changes at the ground level. Additional detailing that will highlight and strengthen the visibility of the ground floor retail entrances is strongly encouraged.

e. Articulation –Architectural changes such as materials, colors, patterns, windows, columns, canopies, recesses, projections, etc. shall occur at a minimum of every 50 feet (i.e. no blank walls).

f. Transparency – The ground floor building walls of all structures facing a right-of-way or plaza shall contain a minimum of 30% transparent materials, between 3 and 7 feet above finished grade. Reflective glass and glass block are not counted as transparent materials. Transparent materials on walls not parallel to the street and on doors shall not be counted toward the minimum transparency requirement.

g. Glazing - All glass at the ground level shall be clear. Minimum light transmittance shall be 80%. High performance or low-e glass may be considered as an alternative with a minimum transmittance of 60%. No windows shall be dry-walled, or have permanent partitions installed on the interior to block natural surveillance. Reflective glass shall not be permitted on the remainder of the building. Spandrel glass shall not be counted toward transparency.

h. Exterior Doors – At a minimum a 4-inch by 6-inch view panel shall be provided in all exterior solid doors to provide visibility for entering and exiting pedestrians.

i. Canopies and Building Projections—Canopies and/or building projections that encroach into the public right-of-way or city services easements shall be a minimum of 14-feet 6-inches above finished grade.

j. Architectural Lighting—Architectural lighting that enhances the night-time appearance and unique character of the building is strongly encouraged. All lighting shall comply with the City's lighting ordinances and/or requirements.

k. Stormwater Run-off - Water shall not spill out onto the sidewalk or plaza areas from any downspout, nor shall any downspout project into the public ROW. Canopies shall incorporate downspouts or other rain water management systems to prevent water spill onto the pedestrian path, right-of-way or plaza area.

l. Models - Prior to Certificate of Occupancy, a physical 1"= 100' model of the principal structures of the PD should be provided for the DDB/CRA model. If available, submit a 3D virtual model in the City of Orlando's digital format for the Virtual Orlando model (See CAD Standards City of Orlando for format).

5. PARKING GARAGE

a. Final parking garage elevations shall be re-submitted for ARB Final Approval prior to submittal for building permit. Final architectural elevations shall also include the proposed location of all building signage, exterior vents, architectural lighting and landscaping.

b. Parking Garage – Parking garages shall be designed to not have a “back of house” on any side,

and shall be designed to achieve an architectural unity with the surrounding principal structures.

c. Cladding - The proposed translucent acrylic panel cladding provides a unique and eye-catching skins for the parking garage. However Staff has concerns about the long term durability and maintenance requirements of such a treatment in the Florida sun. Therefore, additional information on the durability and maintenance requirements of the proposed translucent acrylic panel cladding will also be required with the submittal of the final parking garage elevations.

d. Stairwell and Elevator Towers—The cast-in-place concrete stairwells and glazing fenestration pattern, shall match or a. compliment the materials, finish and colors of the Phase I office building. The use of reflective glass in the stair towers is prohibited.

b. Mechanical Equipment and Venting— The enclosed stairwells will and the proposed cladding may require mechanical venting of those spaces. The location of mechanical equipment and associated venting shall be delineated on the floor plans and architectural elevations in all future submittals. All mechanical equipment shall meet screening requirements.

c. Parking Garage Architectural Screening - Architectural elevations depict the translucent acrylic cladding all the way down to finished grade whereas the roadway cross sections depict the cladding stopping between the first and second floor of the parking garage and the ground floor of the garage open. If the architectural cladding does not extend to finished grade then all ground floor parking garage openings shall be filled with a metal mesh and mullion pattern that mimics or compliments the mullion patterns, of the surrounding or adjacent facades. The ground floor parking garage shall have a minimum 36" tall opaque wall to block headlights and views of vehicles. Mesh in the ground floor openings shall meet security grade standards.

d. Parking Garage Landscape Screening – A 36-inch wide landscape buffer consistent with the requirements of Bufferyard A shall be provided along the S. Bryan and W. Pine Street facades of the parking except in that area adjacent to the W. Pine Street turn lane. The 36" wide landscape buffer may be replaced by a 2-ft wide landscape buffer with a green wall or other treatment approved by the Appearance Review official. This buffer shall occur outside the required 13-foot streetscape zone along the W. Pine and S. Bryan rights-of-way.

e. Division Street Parking Garage Screening—a 7.5-foot wide landscape buffer, consistent with the requirements of Bufferyard A shall be provided along the Division Avenue façade of the parking garage.

f. Orlando Rescue Mission—A 6-foot opaque fence and landscaping consistent with the requirements of Bufferyard A shall be required between the parking garage and the Orlando Rescue Mission property. The fence shall transition to an open CPTED fence along the eastern boundary of the Orlando Rescue Mission property.

g. Parapet Elevation - The roof parapet line of the parking garage shall be horizontally level and not reflect the parking deck ramp angle.

h. Stairwell Transparency - It is preferred that the garage exit stairs shall be open air stairwells with open railings and not be enclosed for CPTED purposes. Stairwells shall be lit and allow for natural surveillance, visibility and enhance public safety at all times. The proposed stairwells are enclosed therefore all glass at the shall be clear with a minimum light transmittance of 80%. High performance or low-e glass may be considered as an alternative with a minimum transmittance of 60%. No window areas shall be dry-walled, or have permanent partitions installed on the interior to block natural surveillance. Tinted, reflective or spandrel glass shall not be permitted.

i. Canopies and Building Projections—Canopies and building projections shall have a minimum clearance of 14.5-feet above grade and shall be permitted to encroach into City services easements.

j. Parking Garage Lighting - Interior fixtures must be shielded to prevent light spilling from the garage. Light fixtures on the top deck of the parking garage shall not exceed 20-feet in height and must be shielded to prevent light spilling from the boundary of the garage deck. Wattage shall not exceed 400 watts per bulb.

k. Right-of-Way Encroachment – A right-of-way encroachment agreement will be required for any canopies or building projections that encroach into the right-of-way. A right-of-way permit shall also be required for that portion of the sub-grade parking garage level that passes under the W. Pine Street right-of-way.

- l. Garage Ramps - Angled exterior ramping shall not be visible from the right-of-way and shall be obscured from view through the use of exterior cladding, metal screening, or other alternative methods.
- m. Pedestrian Connections - a minimum 5'-wide pedestrian connection to the public sidewalk shall be provided on both sides of all vehicle entries and exits into the parking garage.
- n. Sustainable Construction - Sustainable construction methods, such as water conservation, energy conservation, and low-maintenance landscape design are strongly encouraged.
- o. Stormwater Run-off - Water shall not spill out onto the sidewalk or plaza areas from any downspout, nor shall any downspout project into the public ROW. Canopies shall incorporate downspouts or other rain water management systems to prevent water spill onto the pedestrian path or ROW.
- p. Appearance Approval - Phase I and Phase IIa parking garage architectural elevations and perspective renderings shall be provided for approval with the specific Master Plan and ARB Major Review for Phase I and Phase IIa.
- q. Models - Prior to permitting, a physical 1"= 100' model of the principal structures of the PD should be provided for the DDB/CRA model. If available, submit a 3D virtual model in the City of Orlando's digital format for the Virtual Orlando model (See CAD Standards City of Orlando for format).

6. PLAZA PAVILIONS

Final architectural elevations of the plaza open-air retail pavilion and sports broadcast booth shall be re-submitted for ARB Final Approval prior to submittal for building permit. Final architectural elevations shall also include the proposed location of all building signage, venting, exterior mechanical equipment and architectural lighting.

7. MEDIA TOWERS

Final architectural elevations of the media towers shall be re-submitted for Final ARB Approval prior to submittal for building permit. Final architectural elevations shall also include the proposed location of all building signage, venting, exterior mechanical equipment and architectural lighting.

8. LIGHTING

- a. Lighting and photometric plans were not submitted with this ARB application. Therefore a lighting plan shall be submitted for Final ARB Approval prior to submittal for building permit. The lighting plan and fixtures shall meet the following conditions.
- b. Lighting Standards - If the City adopts a lighting ordinance for lighting standards within the City, the lighting ordinance shall apply. If an ordinance is not adopted prior to submittal for a Master Plan or ARB Major Approval for each phase or sub-phase of the SED PD, then a signed and sealed lighting plan with photometrics consistent with the Orange County's Lighting Ordinance or a photometric plan subject to approval by the Planning Official shall be submitted.
- c. Security Lighting - Security lighting shall not be substituted for parking or pedestrian area lighting fixtures. Security lighting is restricted to lighting service, storage, loading and other similar uses. Security lighting shall not extend beyond the fascia or roofline of any building.
- d. Light Shields - Shields for security lighting shall be similar in color with the surface to which the fixture is attached.
- e. Service Areas - Lighting under awnings, canopies, and porte-cocheres should be recessed. If not recessed, the box type or other lighting fixture shall be opaque on all sides (no light shall emanate from any side of the fixture).
- f. Pedestrian Areas - Lighting fixtures shall be decorative in appearance, style and finish and shall not exceed 15' in height.

9. MASTER SIGN PROGRAM. The sign program planned for the Sports Entertainment District (SED) Planned Development is envisioned as an Intensified Entertainment District to establish the district as a regional entertainment destination, or major attraction, similar to recent national precedents for

entertainment districts such as LA Live, the Kansas City Power and Light District, Victory Park in Downtown Dallas and comparable to CityWalk at Universal Studios. Coupled with its strategic location next to the Amway Center, SED will utilize many of the sign concepts from the City's Major Attraction Overlay District and Downtown Special Signage District; these special districts include digital signs and off-site signage rights that will be incorporated into the overall SED PD Signage program.

- a. Maximum Copy Area - Maximum allowable copy area shall be calculated based upon two square feet of total sign area for each linear foot of building frontage on Church Street, Division Avenue, and Hughey Avenue, and one square foot of sign area for each linear foot of building frontage on Pine Street and Central Blvd. This shall include all buildings either existing or shown on an approved master plan. Principal Parking garages do not count as building frontage toward the total signage allocation.
- b. Blended Maximums - Maximum allowable sign area shall be calculated for the entire complex and permanent signage may be placed at any conforming location, provided the maximum signage does not exceed that allowed for actual buildings construction during any sub-phase.
- c. Sign Program Guidelines - The Sign Master Plan shall establish a uniform sign format or program for any individual area, building, portion, phase or sub-phase of the SED PD and include individual sign area, design criteria, sign type, location for all exterior signs for that phase or sub-phase and a total allocation for the entire SED PD. The Sign Master Plan shall also include a wayfinding sign package and wayfinding system for the entire SED PD.
- d. Exemptions - The Digital Screens, Roof and Kiosk Signs described below shall not be deducted from the total sign allocation for the site, yet shall be separately calculated and submitted as part of the Sign Master Plan for each sub-phase.

10. SIGN MASTER PLAN

- a. Prior to issuance of a Certificate of Occupancy for SED Phase One a Sign Master Plan for Phase One shall be submitted for an ARB Major Certificate of Appearance Approval from the Appearance Review Board.
- b. Amendments - Once approved the Sign Master Plan may be amended as needed from time-to-time thru an Appearance Review Board Minor Review.
- c. Sign Permit - A sign permit including a Management Control Letter shall be required for all permanent, and individual a. tenant signs.
 - b. All permanent signage within the SED PD shall be subject to aesthetic and design review by the Appearance Review Board to ensure the overall theme and design criteria of the complex is maintained. The property management association shall provide a Management Control Letter of authorization that defines the size and allowable copy area of proposed permanent or tenant signs. The management control letter shall also include a calculation and assignment of all signage allocations
 - c. The SED PD Master Sign Program and associated Phase One Master Sign Plan may include, but are not limited to:
 - i. Exterior Digital Screens—May include both on-site and off-site messages, having the same requirements of Digital Screens in the Downtown Special Signage District. Each principal structure shall be limited to one architecturally integrated digital screen of up to 1,400 square feet, and up to 400 square feet per principal parking garage. The height of such Digital Screens may be increased to the top of the parapet of a building or structure.
 - Digital screens in the SED PD shall be oriented towards the plaza, and not visible from limited access roadways (I-4 and the 408).
 - The digital screen proposed for the office building as part of Phase I shall be a static sign (allowing both on and off-site messages changing no more frequently than once every 24 hours), until the construction of the Phase IIa hotel blocks the view of the sign from I-4, at which time it may become a full digital screen.
 - ii. Major Attraction Identification Sign—Consistent with the requirements of 64.230 of the Sign Code,

the project may have one Major Attraction Identification Sign [MAIS] which identifies the project on the Phase IIa hotel.

- A pole sign as provided in Sec. 64.230 will not be allowed due to this project's location in a downtown setting.

- The MAIS is not limited to a roof sign, but may also be a wall sign on Phase IIa. The MAIS may face limited access roadways and is limited to on-site messages.

iii. Kiosk Signs. The plaza area may contain up to three totems up to 60-ft in height.

- The totems Kiosk Signs may contain multiple screens displaying animated, or static, on-site and off-site advertising, up to 1,400 square feet on each kiosk.

- The totems are intended to create a seamless experience between the plaza, the curb-less Church Street right-of-way and the Amway Center when the street is closed for special events and prior to events at the Amway Center.

- The totems placement shall not interfere with the 15-ft. streetscape zone of placement of existing or planned street trees.

iv. Zipper Signs - The office building, hotel and any accessory structures within the plaza may contain "zipper signs", which are crawling, animated text signs displaying on-site, off-site and informational messages.

- The zipper signs are to be primarily oriented towards the plaza area, yet may also orient themselves toward the Church Street frontages of each building and turn the corner onto Division Avenue up to 60-ft.

- Zipper signs shall be located no more than 30-ft above grade.

- When placed with a canopy, zipper signs shall be attached above the canopy roof.

v. Roof Signs— The Phase One Master Sign Plan may include one roof sign that is visible to the sky (yet not generally visible from adjacent limited access roadways or residential areas) on the roof of the Office/Retail Building.

- The roof signs may be a maximum 400 square feet.

- The roof sign shall be an on-site sign (displaying companies, products or services available on the site).

vi. Gobo Signs—The SED PD plaza area, including the entire Church street right-of-way up to the face of the Amway Center, may display gobo signs consistent with the Downtown Special Signage District. SED PD gobo signs may be displayed upon the entire Church Street right-of-way only when the street is closed to traffic.

- SED PD gobo signs may contain both on-site and off-site messages.

- Additional gobo signs may be displayed on the sidewalks and plazas of the project area consistent with Downtown Special Signage District (generally located on the sidewalk in front of business, or on a building and limited to on-site messages).

- Gobo signs do not deduct from the overall signage allocation of the site and shall only be displayed between sunset and 2:00 AM.

vii. Fixed Signs. Other static, on-site message signs may be placed up to 60-ft above grade on the site (where the City typically allows only up to 30-ft).

viii. High-Rise Building Identification Sign— signs shall be allowed on all principal structures within the project, including the principal parking garage, consistent with the requirements of LDC Sec. 64.246 with the following modifications:

- The project is within 1,000-ft of residential zoning district (specifically the R-2 to the northwest and southwest of the development site). In conjunction with this PD zoning request, the City grants a conditional use permit for the placement of high-rise signs consistent with the requirements of 64.246 of the sign code.

- High-rise signs shall be on-site messages.

- All High-rise signs shall require an Appearance Review Board Major Certificate of Appearance Approval.

ix. Other Graphics—Other graphics on the site may be electronic in nature, but not considered signs

when they do not display commercial messages or text (e.g. architectural treatments that contain graphics). The area of such graphics and treatments do not count towards the total sign allocation for the SED PD, yet shall be submitted to the Appearance Review Board at the time of master sign plan review for any sub-phase.

11. PROPERTY MANAGEMENT ASSOCIATION – In order to coordinate the implementation, operation, maintenance and permitting activities of the Sports Entertainment District it is recommended that a master property management association be established. A letter of approval or authorization from the master association shall be required with the submittal for any permits, modifications, expansions or activities by any property-owner, management entity or tenant of the SED PD.

Extensive conversation ensued between the Board, the Applicant, Staff and the Developers regarding the building materials, design, and signage. Since this is a preliminary Courtesy Review, the final project details will come back to the Board at a later time for Major ARB review.

Mr. Chatmon commented that this will be a significant project for Downtown Orlando.

NEW BUSINESS: None.

OTHER BUSINESS:

ARB Minor Reviews completed since the April ARB Meeting:

1. ARB2014-00037 231 N. Magnolia Avenue – Oasis Grill – Sign
2. ARB2014-00040 639 W. Church Street – Demolition
3. ARB2014-00039 225 E. Robinson Street – Landmark Centre – Exterior Paint Color
4. ARB2014-00042 315 E. Robinson Street – Sidewalk and Landscaping
5. ARB2014-00046 633 Lake Dot Circle – Three Antennas Installation
6. ARB2014-00047 601 N. Magnolia Avenue – Signage
7. ARB2014-00041 315 W. Concord Street – Concord Lexington – Venting
8. ARB2014-00044 223 N. Magnolia Avenue – Mandy's Pastry Shoppe – Signage
9. ARB2014-00050 620 Mariposa Street – Jackson-Mariposa – Demolition
10. ARB2014-00004 899 N. Orange Avenue – NORA – Awning Revision and Railings
11. ARB2014-00045 57 W. Central Blvd – Super Rico Colombian Bistro – Canopy
12. ARB2014-00053 700 E. Washington Street – Wildside BBQ Bar and Grill – Sidewalk Café
13. ARB2014-00024 445 S. Magnolia Avenue – City of Orlando Venues - DPAC PD/South Street
14. ARB2013-00085 430 E. Central Blvd – Eola Wine Company – Sidewalk Café
15. ARB2014-00058 500 S. Magnolia Avenue – BigEye Creative - Signage

Mr. Metzger gave the Board an update on the ARB Minor Reviews that had been completed since the March ARB meeting.

OLD BUSINESS:

Mr. Metzger gave the Board an update on Project DTO and that the workshop with them will be part of the June Board meeting.

ADJOURNMENT: CHAIRMAN GREG WITHERSPOON ADJOURNED THE MEETING AT 4:38 P.M.

THE NEXT MEETING OF THE APPEARANCE REVIEW BOARD WILL BE THURSDAY, JUNE 19, 2014.

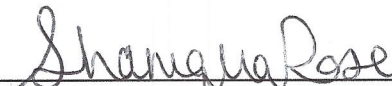
STAFF PRESENT

Kyle Shephard, Assistant City Attorney II
Frank Usina, Venues Project Manager
Timothy Ackert, Venues Project Manager
Doug Metzger, City Planning
Walter Hawkins, Director of Urban Development

Torrie Brooks, URS City Venues
Shaniqua Rose, Board Secretary
Jason Burton, City Planning
Holly Stenger, City Planning
Thomas C. Chatmon Jr., Executive Secretary



Walter Hawkins, Acting Executive Secretary



Shaniqua Rose, Board Secretary