DESIGN GUIDELINES

WEST TOWN CENTER
CITY OF ALTAMONTE SPRINGS

Prepared for
The City of Altamonte Springs

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PREFACE

In 1986 the City of Altamonte Springs developed a Comprehensive Plan entitled, "City Plan 2000" as a response to the local government Comprehensive Planning and Land Development Regulation Act, 1985.

West Town Center was created by City Plan 2000's Future Land-Use Element Policy which called for the designation of Activity Centers. These high-intensity, mixed-use areas should be clustered on major arterials. Development intensity should be greatest at the central core and taper to the fringe where it should be compatible with surrounding land uses and intensity.

The policy also stated the City would encourage establishment of a circulation system that separates vehicular and pedestrian movement and creates linkages among uses. Also, the City would provide a coordinated set of design guidelines for street furniture, signage landscaping and public spaces in Activity Centers.

West Town Center, as a designated Activity Center, has been the subject of detailed area studies to define more precisely its special character and identity. This document, West Town Center: Streetscape Design and Site Planning Guidelines, fulfills some of the above needs.

The Streetscape Design Guidelines address almost exclusively areas within the public right-of-way. The guidelines identify, then describe gateways, intersections, roadways, etc., in concept only. The Site Planning Guidelines provide concepts to help achieve character, consistency and identity in private development areas.
DEFINITIONS

Back of Curb - The vertical surface of a curb facing away from the roadway.

Berm - A low, rolling artificial hill.

Bicycle Lane - A restricted portion of the paved roadway which has been designated by striping, signing and pavement markings for the preferential use of bicycles.

Bicycle Path - A completely separated right-of-way designed for the primary use of bicycles with limited pedestrian use.

Bicycle Route - A segment of a bicycle circulation system identified by bicycle route signage.

Department of Transportation - State agency regulating state highways. Common abbreviation is DOT.

Face of Curb - The vertical surface of the curb facing the roadway.

Landscape Easement - The area extending into private property from the public right-of-way which is to be landscaped as an extension of the right-of-way.

Landscape Right-of-Way - The area extending away from the roadway from the face of curb to the right-of-way line.

Micro-Climate - The highly specific weather and growth conditions of a limited area, influenced by local geographic factors.

Monument Sign - A sign having no more than two faces erected on a free-standing structure not attached to any building.

Pedestrian/Bicycle Corridor - A right-of-way which contains a circulation system for bicyclists and pedestrians.

Pedestrian/Bicycle Path - A signed multi-use path which is shared by pedestrians and bicyclists.

Pedestrian/Bicycle Way - A signed multi-use path shared by pedestrians and bicyclists with painted striping to separate the uses.

Right-of-Way - A public way in which utilities may be located and pedestrian or vehicular traffic may freely pass.

Shared Roadway - An unrestricted portion of the roadway against the curb that may be used by a bicyclist. This vehicular lane is normally 14 feet in width. This type of use is not part of a bicycle route unless signed as such.
SITE ANALYSIS

EXISTING CONDITIONS

Conceived of as the westernmost of thee activity centers, West Town Center surrounds the State Roads 436/434 intersection (Figure 1). Existing land uses consist of retail/commercial along State Road 436 and at the State Road 436/434 intersection. South of State Road 436 there are many industrial and warehouse facilities, some of which have ceased operations. Many large parcels of vacant land also exist (Figure 2).

While there are a number of property owners within the West Town Center, there are also various agencies and governmental units which have jurisdiction over land, roads, rights-of-way and easements. Most of the land is located within the City of Altamonte Springs; however, Seminole County has jurisdiction over some large parcels in the town center as well as a number of roads. The Seaboard Coastline Railroad presently maintains its track and right-of-way north to State Road 436 (Figure 3).

The vacant parcels are abandoned agricultural land and have little vegetative cover. Wetlands are limited to a narrow land of invader plants within the normal high elevation of Pearl Lake.

The existing network of roads is either programmed, planned or projected for major roadway improvements by Seminole County. Four-lane improvements to West Town Parkway, formerly Magnolia Avenue, between State Road 434 and Laurel Street were completed in 1995. Bunnell Road from State Road 436 to Eden Park Road is projected for four-lane improvements by Seminole County between 2001 and 2005. Other programmed, planned or projected roadway improvements will include State Road 436 and State Road 434 being expanded to six lanes and Peal Lake Causeway being expanded to four lanes. State Road 435 is recommended for a grade separated intersection at State Road 434. There is no current time schedule for these projects.
SITE HISTORY

The West Town Center was originally conceived of in the City Plan 2000 as one of three activity centers. In 1987 the City of Altamonte Springs received the West Town Center Development Concept which was commissioned from PLANTEC Corporation. The study made land use recommendations and suggested the core for the West Town Center be located at the State Road 434/West Town Parkway intersection. Other recommendations covered general development guidelines and a core area development concept.

In 1987, an Application for Development Approval was submitted by Charles E. Bradshaw for a 178-acre site south of State Road 436 and within the West Town Center. The proposed multi-use development surrounds all of the northeast corner of the State Road 434/West Town Parkway intersection. The development includes the four lanes of West Town Parkway along with its extension to State Road 436 at the Orange Avenue intersection. The development includes the four lanes of West Town Parkway along with its extension to State Road 436 at the Orange Avenue intersection. The master development plan also details a mixture of mixed office/residential, mixed office/commercial, and mixed office/industrial. At present, Phase I of an apartment complex is under construction on the south side of Pearl Lake. Plans have been submitted for a shopping center on the northwest corners of the State Road 434/West Town Parkway intersection.

The parcel under Seminole County jurisdiction on the northeast corner of the State Road 434/West Town Parkway intersection has also been proposed as a site for a shopping center under the county's planned commercial district zoning category.
STREETSCAPE DESIGN GUIDELINES
INTRODUCTION

The Streetscape Guidelines provides guidance for the development of West Town Center's public rights-of-way, while the Site Planning Guidelines in the next section address all private development areas. Both sets of guidelines are coordinated to provide a continuity between the public and private areas.

To achieve this continuity, a transition zone is created by combining the landscape right-of-way and the landscape easement. This area may contain gateways, regional bus stops, walks, bike paths, lighting, berms, landscaping and street furnishings. Through the use of these guidelines and with proper coordination, the public rights-of-way will portray a consistent and high quality image for West Town Center.

The streetscape classifications (Figure 4) cover major entry points into West Town Center, major intersections, all roadways and a potential re-use of the existing Seaboard Coastline right-of-way.

Each classification includes a prototypical section or plan containing information regarding landscaping, lighting, signage, paving and circulation. The specific criteria that follow each classification, provide detailed information about each guideline with typical dimensions, spacings, setbacks, etc.

In order to establish standards for performance, appearance and design quality, the Design Element Section describes and portrays suggested types of fixtures and site furnishings. This section is coordinated to serve both the Streetscape and Site Planning Guidelines.
CLASSIFICATION MAP

FIGURE 4
STREETSCAPE DESIGN GUIDELINES: ORGANIZATION

These guidelines are organized to describe each of the classifications (shown on Classification Map, Figure 4) identified in West Town Center:

- Gateway
- Major Intersection
- Primary Vehicular Road
- Parkway
- Secondary Vehicular Road
- Linkage Road
- Pedestrian/Bicycle Corridor

Each classification is then:

1. Identified and illustrated with a PROTOTYPICAL SECTION or PLAN.

2. Then, the SPECIFIC CRITERIA for each guideline is provided along with mini-sections and mini-plans.

3. Finally, all design elements noted are located in the DESIGN ELEMENT SECTION at the rear of the book.

The guideline format was developed to provide easy readability and reference. Whenever possible, concepts and specifications are portrayed graphically with sketches, sections and plans placed along the outside margin.

West Town Center Streetscape Design Guidelines evolves as depicted here.
GATEWAY

Located in the core area or at an entrance to West Town Center, a Gateway would have a high volume of traffic, entry signage and heavy concentration of landscaping. Gateways should be established at the State Road 434/West Town Parkway and future State Road 436/West Town Parkway intersections.

The Gateway should contain the identification signage for West Town Center. This sign/structure should be lit for night viewing and set in a landscaped berm. This area will require use of landscape easements as described in the landscape section of the Site Planning Guidelines.

These high visibility areas would be landscaped with shade, accent and flowering trees as well as shrubs and groundcovers. Excitement would be created with the use of colorful banners on poles.

The design elements and landscaping would be repeated in various forms throughout the activity centers, setting up rhythm of continuity.

Two minor gateways exist at the State Roads 436/434 and State Road 436/Pearl Lake Causeway intersections. Landscaping will follow the West Town Center theme with shade and flowering trees as well as shrubs and groundcovers. Street lighting and crosswalks, when warranted, should be provided.
SPECIFIC CRITERIA:
GATEWAY

LANDSCAPING - Landscape Right-of-Way/Landscape Easement

The gateway should be landscaped with shade, accent and flowering trees. Shrubs and groundcovers should surround the entry sign. Minor gateway landscaping should follow the same theme.

LIGHTING - Pedestrian (not pictured, see Design Elements)

Pedestrian specialty lighting, incorporated with joint-use crosswalk lights, should be installed at approximately 15' height. All gateway corners should use the same style fixtures. The light source should be metal halide. All poles should be a uniform bronze color.

LIGHTING - Street with joint-use pole

Street lighting should be a shoe-box head with a high-pressure sodium light source, at a 30 foot height on top of a joint-use pole. The joint-use poles should also incorporate traffic control devices, crosswalk signals and signs. Finish should be a uniform bronze color.

SIGNAGE - Entry

The entry sign should be structural with distinctive architectural detailing. The use of walls, banners, sculpture, etc., should be encouraged. A berm not to exceed 3 feet in height with maximum 1 foot of rise to 4 feet of run slopes should surround the sides and rear of the sign.

Minor gateway entry signage should occur only at the Pearl Lake Causeway/State Road 436 intersection and at the Laurel Street/State Road 436 intersection.
PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety signs. Signs, where applicable, should be incorporated with joint-use traffic poles or in conjunction with decorative poles/monuments that will add to the character of West Town Center. No other signage should be allowed, including but not limited to temporary off-site, political and billboards.

PAVING - Crosswalk

All corners of the intersection should be connected by minimum 12-foot-wide crosswalks. Specialty concrete/concrete pavers should be used at West Town Parkway crosswalks. Painted crosswalks to Department of Transportation specifications should be used on primary and secondary vehicular roadways.

Minor gateway crosswalks should have painted crosswalks as designed to Department of Transportation's specifications.
MAJOR INTERSECTION

Major intersections will occur where the following factors are combined: moderate volume of traffic, signalized intersection and a high- to moderate-level of pedestrians.

These intersections will occur where linkage roads cross West Town Parkway, the designated parkway.

Typically these intersections will be where pedestrian crosswalks are identified by specially paving or striping.

Handicapped access should be provided at all four corners where sidewalk systems terminate.

Landscaping should consist of street tree and median plantings were applicable.

Lighting of intersections should incorporate the use of high-area lighting with joint-use poles for traffic signalization and signage.
SPECIFIC CRITERIA: MAJOR INTERSECTION

LANDSCAPING

Street tree plantings designated along parkway, secondary vehicular and linkage roads should begin at each intersection. Street tree plantings should begin no closer than 25 feet from an intersection. All trees should be setback a minimum of four feet from the face of curb. Median tips with 8 feet of planting area should be landscaped with clusters of small flowering trees in beds of shrubs and groundcovers. Medians with less than 8 feet of planting area should be planted with small shrubs and groundcover. Berming indicated along parkways shall begin or terminate at intersections.

LIGHTING - Street with joint-use pole

Street lighting should be a shoe-box head with a high-pressure sodium light source, at a 30 foot height on top of a joint-use pole. The joint-use poles should also incorporate traffic control devices, crosswalk signals and signs. Finish should be a uniform bronze color. Average maintained horizontal foot candles should meet Department of Transportation specifications.
PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety signs. Signs, where applicable, should be incorporated with joint-use traffic poles or used in conjunction with decorative poles/monuments which are uniform in character, size and placement. Colors should be coordinated with light poles. No other signage should be allowed, including but not limited to temporary off-site, political and billboards.

PAVING - Crosswalks

All corners of the intersection should be connected by minimum 10-foot-width crosswalks on parkways and minimum Department of Transportation width on linkage roads. Specially concrete/concrete pavers should be used on parkway crosswalks. Painted crosswalks should be used on secondary vehicular and linkage roads.
PRIMARY VEHICULAR ROAD

Primary vehicular roads classified as major arterial roadways handle large volumes of traffic through the West Town Center. Typically, high volumes of traffic and higher speed limits prohibit a safe environment for pedestrians and bicyclists.

West Town Center is impacted by two primary vehicular roads, State Roads 436 and 434. By the year 2000 they should be widened to six lanes with curb and gutter and medians. Presently, these roadways have wide right of ways due to the future plans.

Landscaping of the rights-of-ways and medians will be kept to a minimum due to Florida Department of Transportation, standards and requirements.

A street tree program using large shade trees along the roadways with flowering and accent trees in the medians should be initiated. Signage, lighting and signalization should all be standardized to achieve a uniform character.

Sidewalks should be a minimum of 5 feet in width to provide connection and access to adjacent parcels in the activity center.

Bicycles should not be accommodated in order to discourage their use along these busy arterial roadways.

Overhead utilities should be placed underground at the time of road widening.

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PROTOTYPICAL PRIMARY VEHICULAR ROAD SECTION

NOT TO SCALE
SPECIFIC CRITERIA
PRIMARY VEHICULAR ROAD

LANDSCAPING - Landscape Right-of-Way

A landscape right-of-way should have shade trees spaced 100 feet on center. All trees should be planted at a minimum of 4 feet back of curb, however, 8 feet back of curb is preferred. All placement should be uniform, conditions permitting.

LANDSCAPING - Median

Median tips at intersections should have clusters of small flowering trees in beds of shrubs and groundcover. Mid-median plantings should consist of accent trees and shrubs. Planting bed centers should be spaced at a minimum of 200 feet with all trees planted at a minimum 4 feet back of curb.

LIGHTING - Street

Street lighting should be a 30-foot-high, davit-arm pole with a cobra head light fixture. The light source should be high-pressure sodium. The poles should be alternately spaced 130-150 feet on center at a minimum of 4 feet from the back of curb. All poles should be a uniform metallic color. Average maintained horizontal foot candles should meet Department of Transportation specifications.
PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety signs. There shall be no other signage allowed within the right-of-way. All signage, if not incorporated on joint-use poles, should be in conjunction with decorative poles/monuments.

PAVING - Sidewalks

Concrete sidewalks should be maintained at a 5 foot maximum width. Placement should be along the right-of-way line to provide maximum separation from the roadway.

BUS STOPS - Regional and Shuttle

Mass transit stops for regional bus routes and the city’s shuttle system should be located as needed along the primary vehicular roads. Bus stops should allow the bus to pull completely off the road for the safe transfer of passengers. These stops should contain shelters, benches, trash receptacles, newspaper dispensers, signage, pavement markings and pedestrian specialty lighting. Paving should extend under all amenities and to the curb or sidewalk. Paving should match nearby walks. Landscaping should provide a comfortable micro-climate. Bus stops should make use of the landscape right-of-way and landscape easement as needed. See the landscape section of the Site Planning Guidelines.
PARKWAY

Connecting gateways, major intersections and linkage roads, a parkway will be one of the most important factors for providing an identity for West Town Center. West Town Parkway is the designated parkway and will carry the theme established at the gateways throughout the activity center. With a moderate flow of traffic, it is designed to provide an efficient, yet aesthetic route for the motorist, bicyclist and pedestrian. West Town Parkway will play a major role connecting two gateways and a number of major intersections.

The landscape right-of-way should include berming that would extend into the landscape easement. The landscape easement requirements are found in the landscape section of the Site Planning Guidelines.

Bus stops should be located at various points along the parkway. Their high-use potential requires the use of design elements not found in other streetscape areas of West Town Center (ie. newspaper dispensers, telephone kiosks). These areas should also make use of the landscape easement.

The parkway will collect the greatest share of pedestrian and bicycle movement. A 5 foot pedestrian walk should wind between rows of shade trees along the south side of the roadway. On the north side, a straight 8-foot-wide pedestrian/bicycle path should be installed.

Extensive landscaping will make full use of bermed medians and landscape rights-of-way. Evenly spaced shade trees will be joined by flowering or accent trees planted in beds of shrubs and groundcovers.
SPECIFIC CRITERIA:
PARKWAY

LANDSCAPING - Landscape Right-of-Way

A landscape right-of-way should have shade trees spaced 50 feet on center. Trees should be placed a minimum of 4 feet from the face of curb with a preferred placement of 6 feet behind the face of curb. All placement of trees should be uniform, conditions permitting.

LANDSCAPING - Median

Median should have clusters of shade, flowering and accent trees to be spaced no farther than 50 feet. All shade trees shall be kept a minimum of 10 feet from the travel lane. Median tips should have clusters of small flowering or accent trees in beds of shrubs and groundcover.

LANDSCAPING - Berm

Landscape right-of-way berming should have a maximum slope of 1 foot of rise to 4 feet of run. Toe of the slope should be a minimum 3 feet from back of curb and extend into the landscape easement as per the landscape section of the Site Planning Guidelines. Elevations should be coordinated with sidewalk layout. Median berms should have a maximum slope of 1 foot of rise to 3 feet of run with a maximum height of 2-1/2 feet.
LIGHTING - Street

Street lighting should be the Kim Lighting Outdoor Tube System as utilized on parkways in the Central Business District. The light source should be high-pressure sodium. Spacing should be 130 to 150 feet on center with opposite spacing. The 30-foot-high poles should be placed a minimum of 4 feet from the face of curb. All poles should be a uniform bronze color. Average maintained horizontal foot candles should meet Department of Transportation specifications.

PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety. Signs where applicable should be used in conjunction with decorative poles/monuments that are uniform in character, size and placement. Bicycle path signage should be used wherever bicycle paths occur.

PAVING - Sidewalks

A concrete sidewalk 5 feet in width should meander within the landscape right-of-way on the south side of the road. The walk should be maintained between 3 feet back of curb and the right-of-way line. Sidewalk elevations should be coordinated with berming.

BICYCLE PATH

A bicycle path 8 feet in width should be installed along the north side of the roadway west of SR 434 and 12 feet wide east of SR 434. The path should be maintained along the right-of-way line. Signage should be used to properly identify the bicycle path as a two-way system.
BUS STOPS - Regional and Shuttle

Mass transit stops for regional bus routes and the city's shuttle system should be located as needed at mid-block along the parkway locations. Bus stops should allow the bus to pull completely off the road for the safe transfer of passengers. These stops should be attractive outdoor areas and plaza-like in character with shelters, special paving, benches, bicycle racks, trash receptacles, telephone kiosks, newspaper dispensers, information kiosk and pedestrian specialty lighting. Landscaping should provide a comfortable micro-climate. Bus stops should make use of the landscape right-of-way and landscape easement as needed. See the landscape section of the Site Planning Guidelines.
SECONDARY VEHICULAR ROADWAY

These roads are also important vehicular routes within the West Town Center. They act as connectors between primary vehicular roads, parkways and linkage roads, and play an important role in the visual and functional design structure.

Pearl Lake Causeway is currently the only roadway classified as a secondary vehicular road. It is now a two-lane road but is projected to be widened to a four-lane road without a median but with a continuous turn lane for most of its length. Laurel Street has recently been constructed both north and south of Orange Avenue. An additional section of the road will be constructed to State Road 436. The right-of-way may range from 70 feet to 110 feet. Refer to the functional design criteria table on Page 33a for right-of-way guidelines. Landscaping and other amenities will be obtained by easement.

Sections with a contiguous turn lane should have a minimum 100 foot right-of-way. Sections without continuous turn lanes should have a minimum 88 foot right-of-way.

Pedestrian and bicycle use is encouraged through the use of bicycle lanes and pedestrian sidewalks. Sidewalks should be within the public right-of-way and meander, conditions permitting. Landscaping of the rights-of-way should consist of a tree planting program using shade trees evenly spaced along the roadway. Additional landscaping in the landscape easement should enhance the roadway. See the landscaping section of the Site Planning Guidelines.

The use of standardized lighting and signage should be utilized to develop and enhance the character of West Town Center.

PROTOTYPICAL SECONDARY VEHICULAR ROAD SECTION
SPECIFIC CRITERIA
SECONDARY VEHICULAR ROAD

LANDSCAPING - Landscape Right-of-Way

The landscape right-of-way should have shade trees opposite spaced at 50 feet on center. Trees should be setback a minimum of 4 feet from the face of curb. All placement to be uniform, conditions permitting. A median is not anticipated along Pearl Lake Causeway. The landscape easement should be used for landscaping if the right-of-way is too narrow.

LIGHTING - Street

Street lighting should be the Kim Lighting Outdoor Tube System. The light source should be high-pressure sodium with opposite spacing at 130 to 150 feet on center. The 30-foot-high bronze poles should be placed a minimum of 4 feet from the face of curb. Average maintained horizontal foot candles should meet Department of Transportation specifications.

PUBLIC SIGNAGE

Signage should conform to the Department of Transportation's regulations for street identification and public safety signs. Signs where applicable should be in conjunction with joint-use poles or decorative poles/monuments that are uniform in character, size and placement. Bicycle route and lane signage should be used where bicycle lanes occur.

PAVING - Sidewalks

Concrete sidewalks should be 5 feet in width and should meander in a curvilinear fashion within the landscape right-of-way, conditions permitting. The walk should be maintained between 3 feet back of curb and the right-of-way line.
BICYCLE LANE

The 4-foot-wide bicycle lane should be adjacent to the curb and gutter in each outside travel lane. The lane should be painted to designate the separation between motor vehicle and bicycle, in accordance with the U.S. Department of Transportation's Federal Highway Administration Manual on Uniform Traffic Control Devices.

BUS STOP - Local and Shuttle

Mass transit stops for local bus routes and the city's shuttle system should be located as needed along the secondary vehicular road. Bus stops should allow the bus to pull completely off the road for the safe transfer of passengers. These stops should contain shelters, benches, proper signage, trash receptacles, bicycle racks, pavement markings and pedestrian specialty lighting. Paving should extend under all amenities and to the curb or sidewalk. Paving should match nearby walks. Landscaping should provide a comfortable micro-climate. Bus stops should make use of the landscape right-of-way and landscape easement as needed. See the landscape section of the Site Planning Guidelines.
RIGHT-OF-WAY CRITERIA

The following table shall serve as a guideline for the functional design of secondary roads in the West Town Center. The rights-of-ways may be widened at intersections to accommodate turn lanes, bicycle/pedestrian facilities, or mass transit facilities.

<table>
<thead>
<tr>
<th>Secondary Roadway Design</th>
<th>Minimum ROW Width</th>
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<tbody>
<tr>
<td>2 Lanes without Center Turn Lane</td>
<td>70-80 Feet</td>
</tr>
<tr>
<td>2 Lanes with Center Turn Lane</td>
<td>70-80 Feet</td>
</tr>
<tr>
<td>3 Lanes with Center Turn Lane</td>
<td>80-90 Feet</td>
</tr>
<tr>
<td>4 Lanes without Center Turn Lane</td>
<td>100-110 Feet</td>
</tr>
<tr>
<td>4 Lanes with Center Turn Lane</td>
<td>100-110 Feet</td>
</tr>
</tbody>
</table>
LINKAGE ROAD

The linkage roads become the interior roadway network while providing the connections between places for living, working and shopping. Linkage roads create the means for pedestrians and bicyclists to travel to primary and secondary roads and parkways. Bicyclists should use a shared roadway system to connect with bicycle routes. Sidewalks should be located in the landscape right-of-way with as much vehicle and pedestrian separation as possible.

A street tree program should be incorporated with the use of shade trees evenly spaced along the roadways. Additional landscaping should be provided by private development in landscape easements. See the landscape section of the Site Planning Guidelines.
SPECIFIC CRITERIA:
LINKAGE ROAD

LANDSCAPING - Landscape Right-of-Way

The landscape right-of-way should have shade trees in opposite rows spaced 50 feet on center. All trees should be planted a minimum 4 feet from the face of curb.

LIGHTING - Street

Street lighting should be the Kim Lighting Outdoor Tube System as utilized on parkways in the Central Business District. The light source should be high-pressure sodium. Poles should be spaced 130-150 feet on center with opposite spacing. The 30-foot-high poles should be placed a minimum of 4 feet from the face of curb. All poles should be a uniform bronze color.

PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety signs. Signs where applicable should be used in conjunction with decorative poles/monuments that are uniform in character size and placement. Signs to identify the presence of bicycles should be posted. Bicycle route signs should not be used since these streets only provide connection to bicycle routes.
PAVING - Sidewalk

Concrete sidewalks should be 5 foot in width along the right-of-way line. Due to narrow public rights of way, the walks should be straight except where adverse site conditions warrant alternate solutions.

SHARED ROADSWAYS - Bicycle

Each travel lane should be 14 feet in width to allow shared lanes for bicycle and vehicle use. This will allow approximately 11 feet for vehicle traffic and 3 feet for bicycle traffic. Signage to identify the presence of bicycles should be displayed.
PEDESTRIAN/BICYCLE CORRIDOR

Crossing the West Town Center from southwest to northeast, the pedestrian/bicycle corridor makes use of the wide railroad right-of-way as a combination pedestrian and bicycle route to be developed once the railroad line is abandoned. The corridor's location should allow access from many individual sites within the activity area as well as from without.

Clusters of shade, flowering and accent trees should provide shade for benches as well as a pedestrian scale for this mixed-use route. Vehicle access should be limited to emergency vehicles. Walls may be required along the corridor. See the access/linkage and landscape sections of the Site Planning Guidelines.
SPECIFIC CRITERIA:
PEDESTRIAN/BICYCLE CORRIDOR

LANDSCAPING

Landscaping should consist of singular and massed groupings of shade, flowering and accent trees. Alternate plantings should occur on either side of path. Trees should be a minimum of 6 feet from the pavement edge with branching a minimum 8-1/2 feet above the paved surface. Tree masses should be coordinated with bench locations.

LIGHTING - Pedestrian

Pedestrian specialty lighting should be installed at bench locations and a minimum of 3 feet from pavement access points. The light source should be metal halide. Poles and fixtures should be located a minimum of 3 feet from the pavement edge. All poles should be a uniform bronze color.

PUBLIC SIGNAGE

Signage should conform to Department of Transportation regulations for street identification and public safety signs. Pedestrian/bicycle-shared use signage should be used in conjunction with other signage directing bicyclists along pre-established routes and warning of unexpected conditions. All signage along the way should be located a minimum 3 feet and maximum 6 feet from the path. Bottom of the sign should be between 4-5 feet from the pavement. Efforts should be made to develop signs with a design theme in character with the entire pedestrian/bicycle corridor and West Town Center.
PAVING - Pedestrian/Bicycle Way

This pedestrian/bicycle way should be of asphalt 12 feet wide, striped to show an 8-foot-two-way, bicycle lane and a 4 foot pedestrian lane.

SITE FURNISHINGS - Bench

Benches should be located at access points with appropriate tree plantings as per landscaping section.

SITE FURNISHINGS - Bollards

Motor vehicle traffic should be restricted to authorized vehicles only. Bollards should be installed 5 feet on center at all possible vehicle entry points. One of the two center posts should be of a removable, lockable type to allow authorized vehicle access.
IMPLEMENTATION

Implementing the streetscape design concepts recommended in this report will require further detailed budgets based upon design and construction drawings. Priorities should be established so that West Town Center is developed in a coordinated and efficient manner.

COSTS

Unit costs in 1988 dollars have been provided for suggested streetscape items. They are listed in Table 1. Plant material costs are listed in Table 2. These costs are based on design prototypes and will vary. In preparing budgets, inflation of costs should be taken into account.

PRIORITIES

PHASING

Phasing of streetscape improvements within the public rights-of-way will be mostly determined by the governmental agencies in control of the roadways within West Town Center. The new construction of Parkway and Linkage Roads will be by private development and is part of the West Town Center Development of Regional Impact.

PURCHASING

Implementation of the streetscape recommendations will require large quantities of various products. It is recommended that the City obtain these products through mass purchasing orders. In order to ensure the best product performance and most economical price, detailed contract documents consisting of drawings and performance specifications must be developed.

Standardized products can then be competitively bid and guaranteed quantities and prices established.

It is also recommended that the City establish its own nursery for growing street trees, or to contract with a local nursery for such a program. With the large number of trees involved, cost savings should be considerable.

Competitive bidding should also be used for the construction contracts. Contractors would then use the materials and products supplied from the city's stockpile.

Certain items of street furniture will need to be custom designed and competitively bid. These items may include bus shelters and kiosks.

FUTURE REVIEW AND REVISION

These Streetscape Design Guidelines should be reviewed on a regular basis and updated as necessary. Costs and budget data obviously are affected by the passage of time and need to be revised regularly.
SITE PLANNING GUIDELINES

INTRODUCTION

Site Planning Guidelines provide the opportunity for West Town Center to become a comprehensive and coordinated activity center. Private development will be creating a variety of uses: Commercial, mixed-office commercial, mixed-office residential and mixed-office industrial. This diversity, while living up to the spirit of an activity center, could, if uncontrolled, create a disjointed site. Conflicting site planning, architecture, circulation, landscaping and site amenities would produce an inefficient and unattractive development. Just as West Town Center requires the proper mix of uses to be viable, it also requires proper coordination of the site planning building blocks in order to be a success.

These building blocks range from site selection, to access, to signage. The following scenario illustrates the importance of the coordination between streetscape and site planning guidelines.

There is a sequence of events that occur when a person enters West Town Center and ultimately enters a building. The sequence begins with entry through a landscaped West Town Center Gateway. The Parkway reinforces this theme with landscaped medians and rights-of-way. There are also views of structures rising above the landscape—the destination—while parking lots and service areas are placed out of sight. The experience continues along the Linkage Roads and as one passes through the development's landscaped entrance. The internal circulation system is put into use as the visitor disembarks from a bus or parks a vehicle. The parking lots recede behind berming and greenery as the visitor approaches the building along landscaped walkways. The actual building entrance then beckons, its scale and appearance as important as the whole arrival sequence.

The site planning building blocks are necessarily intertwined with the streetscape guidelines in order to create a West Town Center experience. The fixtures and site furnishings to be used throughout the development areas of West Town Center are found in the Design Element section. It is coordinated to serve both the streetscape and Site Planning Guidelines.
SITE PLANNING GUIDELINES
ORGANIZATION

These guidelines are organized to describe each of these site planning building blocks:

- Site appropriateness
- Building orientation
- Building mass and shape
- Building height and setbacks
- Building facades
- Access and linkage
- Circulation and parking
- Service facilities
- Utility/mechanical equipment/outdoor storage
- Transportation
- Outdoor spaces
- Landscaping
- Lighting
- Signage

Each site planning building block has:

1. A list of factors for consideration.
2. Followed by the guidelines illustrated with sketches when appropriate.
3. Finally, all design elements noted are in the Design Element section.
SITE APPROPRIATENESS

West Town Center's mixed-use zoning and activity center core provides opportunities for new development. There will be a variety of options relating to building heights, setbacks, uses, etc. However, each proposed development should properly fit the site. The site planning process should carefully review the zoning, proposed and adjacent uses and the existing site.

The following factors should be considered:

- Appropriate site location
- Efficient site shape and size
- Site accessibility
- Core or non-core location

SITE APPROPRIATENESS GUIDELINES

- Retail services and offices should be located in proximity to their consumer market and work force. This juxtaposition provides a ridership for mass transit and increases efficiency.

- Sites adjacent to existing residential land use should be developed with similar uses or have substantial buffers provided. Buffers may consist of open space, wetlands, water bodies or landscaped bermsing and walls.

- Site uses should allow accessibility from only major thoroughfares with a limited number of median breaks.

- West Town Center drainage issues should be addressed in a drainage master plan. Drainage
requirements can be used to create bodies of water to serve as water features or buffers. Large retention areas should not be located within core parcels where development is more intensive.

- Core and non-core sites should be developed with complementary uses or buffers in between to provide a smooth transition.

- The West Town Center core parcels should contain the tallest and more intense development.
BUILDING ORIENTATION

Buildings should be oriented for aesthetics and functional purposes. The character of West Town Center will be greatly determined by its structures and their relationship to each other and the roadways.

The following factors should be considered:

- Relationship of buildings to each other
- Orientation to gateways and roadways
- Orientation for aesthetics and efficiency
- Micro-climate

BUILDING ORIENTATION GUIDELINES

- Buildings should orient their 'public faces' to Gateways, the Parkway, Linkage Roads and outdoor spaces. Primary Vehicular Roads should have buildings oriented towards them only when they contain the major site access.

- Buildings in the core should orient towards central outdoor/entry spaces. Access points into these spaces should be treated as major entries with a public face oriented toward these areas.

- The arrangement of buildings should not impede traffic flow, accessibility or the visibility of major entries.

- Building orientation should place service areas out of view from streets, parking areas and adjacent properties. These areas should not be visible from the upper stories of the core buildings.
Orientation should take maximum advantage of micro-climate factors. Outdoor areas should be located with south exposure to maximize solar radiation during winter use. Summer's cooling southeast breezes should also be exploited to create comfortable outdoor spaces. See the landscape section.

Outparcels should be discouraged, but if allowed, they should not be allowed at main entrances to development areas or at corners bordered by Primary/Secondary Vehicular Roads or the Parkway. The type of use allowed on the outparcel should be limited.
BUILDING MASS/SHAPE

The mass and shape of a building should relate to surrounding structures, the site and West Town Center. People should feel comfortable in the presence of a building and during their approach and entry. Our perception is affected by scale, which is created by the size of the unit of construction and the architectural details of a structure, in relationship to the size of humans. Building facades composed of columns, doors, windows, recessed or projecting entrances, overhangs, arcades...have the elements to provide a human scale.

The following factors should be considered:

- Relationship to surrounding structures and the site
- Orientation and micro-climate
- Reuse of buildings with adaptability for new tenants
- Reduction of apparent size of large buildings

BUILDING MASS/SHAPE GUIDELINES

- The perception of large buildings can be altered to make them appear smaller by varying the depth of the planes of the exterior walls.

- The core's taller buildings should be sited with staggered heights to achieve visually distinct masses.

- Building shapes should take maximum advantage of micro-climatic factors. Their relationship to and control over outdoor spaces is critical. Structures should block the cold northwest winter winds while allowing the southern winter sun to penetrate an outdoor seating area or plaza.
Building configurations should be designed to accommodate a variety of potential uses. A fully leased building creates the foot traffic that brings spaces and plazas to life.

Building density should not exceed restrictions in the Land Development Code.

Well articulated building facades should be used to create a human scale for large buildings. Building entries should be scaled to receive the human form. See the building facade section.

Architectural detailing, berming and landscaping at ground level should be used to create a human scale for those viewing and approaching a large building.
BUILDING HEIGHT/SETBACKS

The buildings in West Town Center should be carefully controlled by the use of height and setback restrictions. The existing single- and multi-family housing found along the boundaries and within the site, respectively, should be protected by buffers, setbacks and height restrictions. Similar but more relaxed rules should apply for the transition from core to non-core development areas.

The following factors should be considered:

- Adjacent land use
- Human scale
- Visual obtrusiveness

BUILDING HEIGHT/SETBACKS GUIDELINES

- Building height guidelines should encompass core and non-core areas of West Town Center. Non-core areas bordering single-family homes should be limited to lower heights with the lowest towards the boundary. Building heights should step-up as the distance from the boundary increases. The core building heights should step up with an increase in distance from the non-core. Core building heights should decrease in proximity to the outdoor/entry space at the center of the core.

- Building heights should be staggered to provide a visually interesting skyline.

- Building heights should not exceed restrictions in the Land Development Code.
The height and orientation of a building should not restrict solar access to any surrounding sites.

Minimum setbacks in the Land Development Code should be followed.
BUILDING FACADE

In order to create a positive overall development character, all structures should have an attractive and uniform architectural treatment. This treatment is especially visible in the facade or face of a building.

There are basic design principles which affect our perception of a structure, as it relates to neighboring buildings and to the site.

Among these design principles, scale is created by the size of the unit of construction and architectural details in relationship to the size of humans. Meanwhile, a building's proportions are created by the relationship between its height, width and its distinct architectural features.

These principles should be reinforced in the design of other structures such as screening walls, retaining walls, signage, structures and service buildings.

The following factors should be considered:

- Facade design
- Scale, proportion, rhythm
- Integration of color and materials
- Aesthetics
- Climate control design

BUILDING FACADE GUIDELINES

- Facades and roof lines in a single development should be designed in a coordinated fashion.

- Roof lines, overhangs and the front fascia should be extended to the rear of each building.
Rear facades should be of finished quality and of color and materials that blend with the remainder of the building.

In order to emphasize entry, building entrances should be articulated from the rest of the facade by the use of color, change in material, architectural features/setbacks or level changes.

The mass of building in relationship to open spaces, windows and doors should be coordinated with other buildings and relate to the human scale. When buildings are adjacent to pedestrian use areas, they should integrate the spaces by the use of ground floor windows, arcades and awnings.

The width and height of a building's front facade, along with its doorways and windows should be visually compatible with adjacent buildings.

Wherever there is a building entrance or pedestrian traffic along a building, there should be glass.

The building facade should be designed to integrate storefront, sign and window display space into the overall fabric of the building exterior.

Color selections should be limited to a few choices. Colors should generally be in the middle value range. Very light, dark or day-glow colors should not be allowed. Colors should be compatible with other buildings and site furnishings.

Building overhangs, arcades, awnings and canopies should be encouraged to provide shade for building interiors and pedestrians. These projections will also keep inclement weather at bay and trap solar radiation during the winter months.

Awnings and canopies should complement a building's architectural form and relate to the overall color scheme. They should be solid colors nearer the darker spectrum and without strips or day-glow colors. The width and height should be consistent with the proportions of the building.

Outparcel buildings should be prohibited from the use of make believe facades. The facade should be an integral part of the structure and should be coordinated with surrounding buildings.

High quality, low maintenance materials should be used with consideration to building form, mass, color, scale and environment. Exterior surfaces should not include steel, decorative panels, reflective materials or unfinished concrete. Buildings that are all glass or metal should be prohibited.
ACCESS/LINKAGE

The development areas within West Town Center should use safe and efficient access to minimize potential vehicular, bicycle and pedestrian conflicts. Parcels and surrounding land uses should be linked to increase efficiency.

- Location of median breaks along the Primary Vehicular Road and the Parkway
- Number and locations of entry drives
- Design of entry drives
- Traffic visibility
- Vehicle/bicycle/pedestrian linkages between parcels and surrounding uses.

ACCESS/LINKAGE GUIDELINES

- Pedestrian and bicycle circulation systems throughout West Town Center should be interconnected and linked to surrounding uses to encourage their use. Within development areas, they should extend to where people live, work, shop and play.

- For better access into each site, the ingress side of the main entrance drive should be the largest radius allowed. Access requirements for shuttle buses should be considered.

- Main entrance drives should generally be located at signaled median breaks providing left turn access to and from the site.
Driveways should maintain an adequate sight distance triangle at all perimeter entrances. (See Altamonte Springs Landscape Code.)

Main entrance drives should connect to a straight aisle; to avoid circulation designs where the entering traffic must make an immediate turn. Aisles intersecting with entrance drives should be spaced a minimum of 20 feet from the property line to provide for smooth turning movements.

The potential pedestrian/bicycle corridor should be accessible at numerous points along its length. Linkage to apartments, shopping and offices will greatly encourage the use of these modes of circulation while decreasing dependence upon the motor vehicle.

Each parcel should have a minimum of one access per 500 feet of fraction thereof of frontage along the pedestrian/bicycle corridor. Walks or drives within each parcel adjoining the corridor should provide pedestrian and bicycle access at each intersection point. Lighting and signage appropriate to West Town Center should be provided at each access.
CIRCULATION/PARKING

Properly designed circulation and parking systems increase efficiency and facilitate safe pedestrian, bicycle and vehicular movement. Separation between the various modes of travel should be encouraged along with connection to all of the streetscape systems throughout West Town Center. Support facilities for regional and shuttle transportation systems should be linked with circulation and parking areas.

The following factors should be considered:

- Pedestrian, bicycle and vehicle circulation
- Traffic aisle alignment
- Traffic speed and safety
- Parking location and layout
- Service area parking and circulation
- Customer pick-up/drop-off areas
- Drive-thru facilities
- Shuttle bus facilities

CIRCULATION/PARKING GUIDELINES

- Pedestrian and bicycle circulation systems throughout West Town Center should be interconnected to encourage their use. Within development areas, they should extend to where people live, work, shop and recreate.

- Pedestrian walks should be separated from all other modes of transportation to increase safety. Bicycles should travel alone on their own paths, or with vehicle traffic on curb-side bicycle lanes. The safety factor is increased when bicyclists travel within motorists' cone of vision. Bicycle routes should
include bicycle-only paths to encourage their use for commuting and recreation.

- Shuttle bus stops should be located within 600 feet of building entries and parking lots. Facilities should be provided at office, retail and residential areas to provide the user with a variety of options and increase the ridership.

- In large parking areas, vehicular aisles should be oriented toward the major building to minimize the number of aisles crossed by pedestrians. Walks should be provided for pedestrian access across aisles.

- The direction of traffic flow in parking areas should always be identified.

- Long circulation aisles (generally in excess of 500 feet) should be offset (45 degrees or more) to prevent excessive speed.

- Lanes for drive-thru facilities should include adequate stacking space and be physically separated from parking and circulation aisles.

- Service vehicle circulation should be separated from other circulation.

- Through the use of cross-access agreements, all tenants should be accessible from within the site.

- Anchor stores should have customer pick-up areas.

- Outparcels should be required to obtain mutual access and parking agreements within the larger parcel.
SERVICE FACILITIES

Service areas should be located to be efficient and inconspicuous. They should not disrupt on-site circulation or adjacent land uses. They should maintain visibility for security purposes.

The following factors should be considered:

- Location of service areas
- Visibility of service areas for security
- Location and treatment of dumpsters

SERVICE FACILITIES GUIDELINES

- Service facilities should be centrally located to support numerous establishments.
- Service and loading dock facilities should be separate from main circulation and parking functions.
- Dumpsters should be screened on all sides with walls, berming, landscaping and solid panel gates.
- Outparcel service areas should be screened from the remainder of the development by a landscaped extension of the building and be physically separated from their circulation aisles and parking areas.
- Service facilities should be screened from all other areas. Extended wing walls with berming and landscaping may be used for screening.
Service buildings should be screened from adjacent residential areas or multi-story buildings with masonry walls and landscaping with large trees.

When adjacent to residential areas, without a substantial buffer, unloading of goods should only occur during daylight hours on weekdays.
UTILITIES/MECHANICAL/OUTDOOR STORAGE

The location of utilities, mechanical equipment and outdoor storage areas should be coordinated to achieve physical and visual order. High multi-story buildings in the core area may create a need for treatment of roof-top mechanical equipment on lower buildings.

The following factors should be considered:

- Location of facilities
- Visual impact of facilities

UTILITIES/MECHANICAL/OUTDOOR STORAGE GUIDELINES

- Utilities should be placed underground from the right-of-way to buildings in order to reduce visual clutter.

- Utility meters should be located within a designated service area screened from view.

- Mechanical equipment should be located in a screened service area.

- Outdoor storage areas should be treated as service areas and be adequately screened with architecturally detailed walls and landscaping.

- All utility conduit and boxes should be painted to match the building color.
Roof-mounted mechanical equipment should be screened from ground-level view with a parapet wall or other architectural extension, equal in height to the unit(s).

Roof-mounted mechanical equipment when viewed from above, should be integrated into the building form or placed within enclosures well integrated within the roof.
TRANSPORTATION

Mass transit will play an important role in West Town Center. Shuttle bus stops and parking facilities should be carefully woven into the fabric of each site. The variety of their locations will encourage greater use and success of the system.

The following factors should be considered:
- Location of facilities
- Visual impact of facilities
- Adequate dimensions for ingress/egress
- Setting for facilities

TRANSPORTATION GUIDELINES

- Shuttle bus stops should be located close to building entries and parking lots to encourage usage. There should be a 600 foot maximum walking distance from shuttle bus stops.

- Shuttle bus parking should be provided at office and retail sites to provide the user with a variety of options and to encourage ridership.

Shuttle bus stops should include amenities to help create an enjoyable setting: Landscaping, shelter, seating, drinking water, reading material, storage and lighting for security after dark.

Shuttle bus stops should be designed to provide comfort for the user by taking advantage of summer breezes, eliminating glare and summer sun and by taking advantage of the warmth of the sun in winter.
OUTDOOR SPACES

Outdoor spaces, whether in an urbanized area such as West Town Center or in a more park-like setting, can provide focus points for pedestrian use. Outdoor spaces can function as outdoor rooms--partly enclosed spaces with features such as columns, arbors or trellises to define the space. Integrating outdoor spaces into a mixed-use project contributes greatly to the atmosphere and success of the development. In fact, a mixed-use development provides the type of commercial variety that encourages the use of outdoor spaces and the pedestrian flow between them.

The following factors should be considered:

- Pedestrian flow
- Areas of activity
- Linkages
- Orientation of spaces

OUTDOOR SPACES GUIDELINES

- Outdoor spaces designed for eating and relaxation should be a maximum 60 feet in one direction since a person's face is barely recognizable at 70 feet. This size will provide a more intimate space that encourages conversation.

- A space begins to feel deserted when it has more than 300 square feet per person. The size of a space should reflect this. This formula is appropriate for small intimate spaces as well as large pedestrian or festival-event plazas.

- The core area should contain a large, central, outdoor plaza that also serves as major entry points
for the surrounding buildings. The plaza should be large enough to stage festivals and entertainment events. This area should be well-defined by the enclosing structures as a 'positive' space. Building heights should be lowest next to this central pedestrian plaza.

Outdoor spaces should be comfortable for people to sit in for a great part of the year. Orientation and other micro-climate modifying factors should be considered.

Large- to small-scale water features should be incorporated into as many spaces as possible. The cooling and soothing effects of reflecting, gushing, geysering, dripping water, is a strong attraction for people.

Abundant comfortable seating should be provided. Tops of fountain and planter walls, steps, bollards and other opportunities for seating should be provided in addition to benches. Such a variety is preferable when a space may have a variety of uses.

Paving, lighting and street furniture should be related to the design elements used in the streetscape areas.

The first floors of buildings facing a plaza should contain retail or food-related uses. This will encourage use of and traffic through the space.

Plazas should be designed for day and night use with adequate lighting to provide security and a feeling of safety without intrusion.
Outdoor spaces should be visible from as many angles as possible to increase security and visual interest to the streetscape.

All areas should be accessible to the handicapped.

Open air cafes, food kiosks and the use of banners are encouraged.

Climate controlled indoor spaces should be provided for year-round, all-weather use. They should relate to an adjacent outdoor space and provide credit as open space. Interiors should be landscaped with water features, eating areas, sun light—all of the positive features of an outdoor space.

Outdoor green spaces should be provided in the buffer area at the edge of the core. They should be a minimum of 150 feet in the most narrow direction and approximately 60,000 square feet in area to allow for private, park-like settings.

Passive and active recreation areas which are a part of the West Town Center Development of Regional Impact should be accessible by vehicle, pedestrian and bicycle from all other areas of West Town Center. The recreation area at the eastern edge, should also be easily accessible from the nearby Spring Lake Elementary School.
LIGHTING

Lighting is an important site development feature for providing not only safety, but also an aesthetic accent. Proper location, size and style of lighting fixtures creates light levels that do not distract, while providing adequate safety. The image of West Town Center can be further enhanced through the use of coordinated fixtures for parking, building, pedestrian and accent lighting.

The following factors should be considered:

- Safety and security
- Uniformity of fixture styles
- Location
- Size
- Development image

LIGHTING GUIDELINES

- Each development area within West Town Center should provide a lighting master plan which details areas and structures for illumination, fixture styles, light source and light levels. There should be consistency within each development area and lighting throughout West Town Center’s private and public areas should be consistent and complementary.

- With the exception of bollard lighting less than 42 inches high, all lighting potentially visible from an adjacent street should be indirect or incorporate a full cut-off shield type fixture.

- Lighting of parking areas, access drives and internal vehicle circulation areas should have a zero cut-off fixture type design mounted on top of a metal pole. This style directs light downward, preventing light from trespassing into adjacent areas.
Parking lot illumination levels should achieve a uniformity ratio of 3 to 1 (average to minimum) with a maintained average of 1 foot candle and a maintained minimum of .3 foot candle.

Service area lighting should be contained within the service area boundaries and enclosure walls. No light spillover should occur and the light source should not be visible from the street.

Pedestrian area lighting for courtyards, plazas, bus stops, etc., should achieve a uniformity ratio of 3.5 to 1 (average to minimum), with an average illumination of .60 foot candles and a minimum of .18 foot candles.

Pedestrian walk lighting should be point to point without specific illumination levels required. However, the walk areas and their changes in level and direction should be identified by increased light levels.

Building illumination and architectural lighting should be indirect in character with no visible light source.

Indirect wall lighting, wall washing overhead down lighting, or interior illumination which spills outside of structures should be encouraged.

Architectural lighting should articulate and animate the particular building design as well as provide the required functional lighting for safety and clarity of pedestrian movement.

Kiosks and banners at gateways should be illuminated. Banners in other areas may be lit.
LANDSCAPING

Landscaping should play an important role in creating an image for West Town Center. Landscaping will provide a visual relief from the concentration of urban development. Plant material will be required to help decrease the height and mass of structures, screen automobiles in parking lots, provide shade, create focal points and provide a continuity throughout all areas of West Town Center. The landscaping that fills the medians and public rights-of-way should be reinforced and expanded throughout all private development areas. Landscape easements should be supplied adjacent to all public rights-of-way to provide an area to expand upon the berm and landscape streetscape treatments. This combination of public and private cooperation will allow a unique and desirable image to evolve for West Town Center.

The following factors should be considered:

- Pedestrian environment
- Scale
- Unified character
- Screening of undesirable elements
- Climate modification

LANDSCAPING GUIDELINES

- Landscaping used in all private development should complement landscaping used in all public right-of-way areas.

- Landscape easements on private property should be granted along all public rights-of-way. Landscape easements should be as follows:
Classification  Min. Landscape Easement

Primary Vehicular Road  15'
Parkway  20'
Secondary Vehicular Road  20'
Linkage Road  15'
Gateway  25-35'
Bus Stop  25'

These easements are wider than the landscape buffer called for in the Land Development Code and should not contain parking. Landscape buffers for side and rear yards should apply as per the Land Development Code.

- Landscape easements should contain berms which are a continuation of those required for Secondary Vehicular Roads (see Streetscape Design Guideline section). Easements along Linkage Roads should contain berms not to exceed 3:1 slope.

- Landscape easements, buffers and interior off-street parking areas should contain landscaping consisting of trees, shrubs and groundcovers to conform to the City of Altamonte Springs Landscape Code.

- Buildings should be landscaped with a variety of large or specimen trees as well as layered heights of smaller understory trees, shrubs and groundcovers.

- Landscaping at intersections should maintain an adequate sight distance triangle as per City of Altamonte Springs Landscape Code.
Landscaping should be considered for its climate modification potential. Deciduous trees used to the east or west side of a structure will provide shade in the summer and allow sun to shine through in the winter. Hedges can funnel cooling summer breezes and block chilling winter winds.

Screening walls or fences along the potential pedestrian/bicycle corridor should not exceed 6 feet in height with a minimum transparency. At least 50 percent of the wall should be composed of see-through open spaces. For aesthetic and security purposes, panels or openings should allow continuous views along the whole length of the wall. This should occur from at least one to six foot height above grade with preferred fence material to be painted extruded metal. Any wall or fence over 6 foot in height should be lowered upon completion of an adjacent portion of the pedestrian/bicycle way within the corridor.
SIGNAGE/GRAPHICS

The objective of quality signage and graphics is to present a clear hierarchy of information in an organized and consistent manner. Directional information is the primary use for signage; its function is to tell people where to find what and how to arrive there. Selling is a secondary but supplemental purpose for signage. The signage and graphics in West Town Center should stand out from surrounding areas and signal to the viewers that they are entering a special area.

The following factors should be considered:

- Readability
- Proportion and balance
- Color
- Illumination
- Compatibility to surroundings
- Uniformity
- Signage expressive to different functions

SIGNAGE/GRAPHICS GUIDELINES

- The message should be simple with the fewest number of words, with perhaps a picture or symbol.

- Simple geometric shapes (square, circle, rectangle or oval) are easier to read and do not compete with the actual message. These shapes also work well with the architectural features of a building.

- The style or type has a major impact on sign readability. Sans serif lettering is preferred since it is generally easier to read than serif. Script lettering should be avoided since it is more difficult to read.
than printed lettering. For long messages, capitalize only the first letter of each word followed by lowercase letters.

0 Proportion and balance within the sign and on a building work together to create a well-designed sign. The viewer needs to be able to comprehend the individual letters as geometric shapes and tie the shape together into a message.

0 Spacing of letters and words is important and to avoid a cluttered appearance no more than 75 percent of the total sign panel area should be occupied by letters.

0 Signage should reflect the personality of the business it advertises. A trademark or brand name should not be included unless it represents the principal product sold or activity conducted on the premises.

0 Sign colors should complement the building facade and follow a simple color scheme. Colors should be selected from a common family of tones. Combinations of primary or day-glow colors should not be used. Contrast of colors also affects sign legibility. Light letters on a dark background are generally easier to read than dark letters on a light background.

0 Sign lighting systems should be inconspicuous and secondary to the sign. External illumination should be provided by a continuous light source that is installed to prevent direct light from shining onto the street or adjacent properties.
Wall or fascia signs should be uniform in size, area, height, color and design. They should not extend more than one foot from the surface upon which they are mounted. They should not cover or obscure any architectural features and should be placed within the architectural framework of the building. The total area of signage should not exceed restrictions in the Land Development Code.

Awnings provide a good location for additional signage. The fringe, ends and top are appropriate locations for logos or graphics. Awnings and canopies should extend to within only one foot of the vertical plane of the curb and the lower edge should be at least seven feet above the sidewalk.

One window/door sign, not to exceed 25 percent of the glass area, should be allowed for each window. In a door location, the sign must not exceed 50 percent of the glass area.

A directory sign lists the names and locations of a building's occupants and should be limited to one per building or development.

Free-standing signs consist of ground signs and monument signs. They should not be mounted on poles and should be located no closer than 10 feet to a right-of-way and be limited to one per parcel. The maximum area of the sign should be 50 square feet and the height should not exceed 10 feet above ground level.

All detached business identification signs should be of a design and materials to be compatible with and
complementary to other site features such as buildings, lighting and street furniture.

- Business identification signs should be limited to the display of the name and/or logo of the business or businesses occupying the site. No messages or advertising should be allowed.

- Temporary development signs should be uniform in size, area, height, color and design. The identification of the owner, general contractor, architect, engineer and landscape architect. Temporary signs must be removed prior to occupancy.

- A temporary sign or poster normally attached to a tree, fence, etc., and known as a snipe sign, should be allowed only on kiosks or notice boards designated for this purpose. Outdoor spaces and bus stops would be appropriate locations for kiosks or notice boards.

- Banners should be lively, showy and festival oriented. They should be allowed in designated areas of West Town Center such as atriums, plazas, outdoor spaces and their accessways. Banners should not contain any advertising, however, lettering should be allowed if it is part of a recognized logo. Banners should not be hung horizontally. They should be attached to vertical flag poles (gateways, plazas), horizontal standards mounted on lamp posts or on banner poles. When attached to buildings, all banner poles should be set at the same angle--between 45 and 60 degrees from the horizontal plane. Banners should be allowed to project only from buildings two stories or higher.
Banners should project no greater than five feet or one-third the width of the sidewalk, whichever is greater; this includes the space between the wall and the banner, which should be a minimum of one foot. Banners should be lit at Gateways and plazas and may be lit in other areas.

Plazas create an opportunity for the use of banner-filled flag poles which should be in groups of three or more.

The landscape easement at Gateways should include flag poles flying banners. See the diagram in the Gateway classification in the Streetscape Design Guidelines and banners in the Design Elements.

Prohibited signs should include: Roof, off-site, billboards, trademark, portable, obsolete, painted on building, pole, flashing or animated.
DESIGN ELEMENTS

This section of the Streetscape Design Guidelines recommends guidelines for the streetscape elements within the Altamonte Springs West Town Center. The guidelines should be used as a planning tool for the future development of the Town Center Streetscape and development sites. Elements are grouped into the following categories: Lighting, paving, street furniture and landscaping. Tables 1 and 2 summarize key information related to each street design element. In certain instances specific manufacturer's products are listed to establish standards for appearance and design quality.

BANNERS

Banners should be lively, showy and festival-oriented. Banners should be themed and coordinated as to color, size, graphics and material. There should not be any advertising, however, lettering should be allowed if it is part of a recognized logo. Banners should be custom designed for all areas of West Town Center. See signage section in Site Planning Guidelines.

LIGHTING

Street lighting as specified in these guidelines should be high-pressure sodium. Pedestrian lighting should use metal halide as its source. Lighting fixtures are proposed for each street classification to develop the identity and character of streets throughout West Town Center. The following is a brief description of each fixture.
JOINT-USE POLES

To be used at gateways and major intersections where traffic signalization is needed. This system combines lighting, traffic control devices, signs and other elements such as pedestrian crosswalk signals. The recommended system is System 2 Street Modules manufactured by Crouse-Hinds or equal. The attached light should be a shoe-box head which is used only with joint-use poles. Finish should be a uniform bronze color.

VEHICULAR LIGHTS

To be used for mid-block locations on all streets classified as primary vehicular, parkway, secondary vehicular, and linkage roads. Pole height should be 30 feet for all lights. Light fixtures shall be as follows for each classification:

Primary Vehicular - Davit-arm pole with cobra head light fixture.

Parkway - Outdoor tube system as manufactured by Kim Lighting.

Secondary Vehicular - Outdoor tube system as manufactured by Kim Lighting.

Linkage Roads - Outdoor tube system as manufactured by Kim Lighting.

To be used at gateways and major intersections, shoe-box head fixtures should be mounted at a 30 foot height on top of joint-use poles.

PEDESTRIAN SPECIALTY LIGHTS

To be used at Gateways, sheltered bus stops and key locations along the pedestrian bicycle corridor. Fixtures should match those used in adjacent development areas.
PAVING

Paving is functionally necessary for both vehicles and pedestrians. With respect to street paving, asphalt is the most common material used today. Asphalt remains the state of the art in street paving material and should continue to be used. Sidewalks, pedestrian crosswalks at gateways and major intersections become high-use areas and should be identified with specialty paving.

Specialty paving as specified above shall consist of precast concrete pavers or specially-treated concrete.

It is the objective of these guidelines to unify the character and aesthetic quality of the streets through the use of like materials and treatments. The following is a brief description of the above-mentioned material:

PRECAST CONCRETE PAVERS

These pavers come in several patterns and colors, and should be used for identification of gateways and pedestrian crosswalks as a roadway treatment. Pavers are normally installed on a bed of compacted sand/cement mixture over a concrete slab.

SPECIALTY-TREATED CONCRETE

Concrete can be treated in many ways to create a desired effect with such treatments as broom finishes, troweled edges, stamped patterns (Bomanite) or added color. Specially-treated concrete bands should be used in roadway treatments and for sidewalks at gateways and major intersections.
STREET FURNITURE

Street furniture plays an important role in setting the character and aesthetic quality of a streetscape environment. It is important to maintain a continuity of street furniture to develop a sense of place known only to West Town Center. Street furniture is functionally necessary and desirable for pedestrian comfort and safety. A brief description of each item alphabetically listed follows:

BENCHES

Since streets within the West Town Center are not classified as pedestrian in nature, benches along the streets will not be required. However, bus stops will require benches and should be incorporated with shelters.

Benches should be provided along the pedestrian/bicycle corridor at intersection points with cross paths. Two benches, with or without backs, are recommended. These benches are wood with steel supports and are made by Landscape Forms.

Benches should be integral with the shelter design. Such items as newspaper dispensers, telephone kiosks and trash receptacles should be added for pedestrian comfort and functionality.

BICYCLE RACKS

Bicycle racks should be provided at parks and bus stops along bicycle routes and at other locations throughout development areas. They should be anchored to the site, provide a method to secure bicycles with a lock and be of a high security rating.
BUS SHELTERS

Shelters should be placed in locations along regional transit or shuttle routes in West Town Center. Shelters should be custom designed or manufactured to an approved standard. The illustration suggests character of style.

INFORMATION KIOSKS

Information kiosks should be located at bus stops that contain shelters and other amenities. They would add to the overall character and could be of a style as shown.

NEWSPAPER DISPENSERS

Newspaper dispensers should be vendor supplied and be of uniform size and color. Dispensers should be approximately 19 inches wide, 16 inches deep and 48 inches high. Identification and other graphics should be white only, without logos or advertisements on the dispensers. Location should be at bus shelters, as noted in guidelines.

TELEPHONE KIOSKS

Telephone kiosks should be supplied by the local telephone company and should be located at bus shelters. Kiosks should be single or duplex mounted on a single pole of a uniform color and style as shown in illustration.

TRASH RECEPTACLES

It is recommended that pole-hung trash receptacles be used at specific locations such as major intersections, bus stops and mid-block in areas of high pedestrian traffic. Trash receptacles are attached by straps to traffic or light poles.
OTHER ELEMENTS

There are other elements which already have a standardized design that cannot normally be altered. Examples include fire hydrants and certain street regulatory signs. Fire hydrants need to be incorporated into the design of the street in accordance with fire and city standards. Street regulatory signs should be incorporated onto joint-use poles at major intersections when applicable and otherwise in accordance with Department of Transportation standards. Other elements of the streetscape need to be considered on a case-by-case basis but may be subject to standardization or repetition. It is recommended that all poles for street signs, mail boxes, fire hydrants, etc., be painted a uniform color to match the other elements. The location of mail boxes should be standardized at intersections.

IRRIGATION

An underground automatic irrigation system should be required for all landscaping in development areas and streetscape plantings. City irrigation systems for streetscape plantings should be kept separate from irrigation systems on private property.

PLANTING

Recommended plant materials for West Town Center are summarized in Table 2. Plants have been categorized by type and functional criteria.

The most important recommendation regarding plant materials is the selection of street trees. Street trees are of great visual and functional importance since they provide the important benefits of shade, aesthetic qualities and canopy/"ceiling" to help define a more intimate pedestrian scale. It is recommended that a single species of tree be used on a particular street for visual continuity and harmony. In selecting street trees several characteristics were deemed especially important. Street trees should be large, fast growing, tolerant of urban conditions, relatively disease and pest free, and easy to maintain. Large, high canopy trees are recommended so they become dominant visual elements in the streetscape. New trees should be as large as possible, with a minimum four to four and one-half inch caliper and fifteen to eighteen feet in height at the time of installation.

Smaller flowering and accent trees can provide color, texture and form to the streetscape. Smaller type trees have been recommended for use in medians and group plantings where limited space or Department of Transportation limitations occur. Flowering trees are recommended at gateways for color, variety and sense of identity for the West Town Center.

Shrubs and groundcover plants will provide additional color and accent to gateways, medians and rights-of-way.
<table>
<thead>
<tr>
<th>STREETSCAPE ELEMENTS</th>
<th>USAGE OF ELEMENTS</th>
<th>GATEWAY</th>
<th>MAJOR INTERSECTION</th>
<th>PRIMARY VEHICULAR</th>
<th>PARKWAY</th>
<th>SECONDARY VEHICULAR</th>
<th>LINKAGE ROAD</th>
<th>PEDESTRIAN CORRIDOR</th>
<th>DEVELOPMENT AREAS</th>
<th>CRITERIA FOR USE:</th>
<th>FUNCTIONALLY NECESSARY</th>
<th>AESTHETICALLY DESIRABLE</th>
<th>LOCATION ON STREET</th>
<th>INTERSECTION</th>
<th>MID-BLOCK</th>
<th>UNIT COST</th>
<th>INSTALLED</th>
<th>RECOMMENDED PRODUCT/REMARKS</th>
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<td>Refer To Table 2</td>
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**DESIGN ELEMENTS TABLE 1**
<table>
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<tr>
<th>Botanical Name</th>
<th>Common Name</th>
<th>Installed Size</th>
<th>Mature Height</th>
<th>Spacing</th>
<th>Unit Cost Installed</th>
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<tbody>
<tr>
<td>Quercus virginiana</td>
<td>Live Oak</td>
<td>15'-18' ht. 10'-12' sp.</td>
<td>60'-80'</td>
<td>50'-70'</td>
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<td>Platanus occidentalis</td>
<td>Sycamore</td>
<td>15'-18' ht. 10'-12' sp.</td>
<td>100'</td>
<td>25'-50'</td>
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<td>Magnolia grandiflora</td>
<td>Southern Magnolia</td>
<td>14'-16' ht. 8'-10' sp.</td>
<td>100'</td>
<td>25'-50'</td>
<td>$300-400</td>
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<tr>
<td>Koelreuteria formosa</td>
<td>Golden Rain Tree</td>
<td>12'-15' ht. 8'-10' sp.</td>
<td>25'</td>
<td>15'-20'</td>
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<td>Lagerstroemia</td>
<td>Crape Myrtle</td>
<td>10'-12' ht. 6'-8' sp.</td>
<td>25'</td>
<td>8'-10'</td>
<td>$175-200</td>
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<td>Parkinsonia aculeata</td>
<td>Jerusalem Thorn</td>
<td>12'-15' ht. 10'-12' sp.</td>
<td>25'</td>
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<tr>
<td>Ilex opaca</td>
<td>American Holly</td>
<td>10'-12' ht. 5'-6' sp.</td>
<td>30'</td>
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<td>Ligustrum japonicum</td>
<td>Japanese Privet</td>
<td>8'-10' ht. 6'-7' sp.</td>
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<td>Ulmus parvifolia 'Drake'</td>
<td>Drake Elm</td>
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<td>Washingtonia robusta</td>
<td>Washington Palm</td>
<td>Varies min. 8' ct.</td>
<td>60'-70'</td>
<td>8'-10'</td>
<td>$40/foot clear trunk</td>
</tr>
<tr>
<td>Phoenix canariensis</td>
<td>Canary Date Palm</td>
<td>Varies</td>
<td>35'-40'</td>
<td>15'-20'</td>
<td>$130/foot clear trunk</td>
</tr>
<tr>
<td>Rhododendron 'Formosa'</td>
<td>Formosa Azalea</td>
<td>24''-30'' ht. 24''-30'' sp.</td>
<td>N.A.</td>
<td>4'-o.c.</td>
<td>$9.00-3 gal</td>
</tr>
<tr>
<td>Jasminum mesnyi</td>
<td>Primrose Jasmine</td>
<td>18''-24'' ht. 18''-24'' sp.</td>
<td>4'-o.c.</td>
<td>9.00-3 gal</td>
<td></td>
</tr>
<tr>
<td>Pittosporum tobira variegata</td>
<td>Variegated Pittosporum</td>
<td>18''-24'' ht. 18''-24'' sp.</td>
<td>3'-o.c.</td>
<td>9.00-3 gal</td>
<td></td>
</tr>
<tr>
<td>Raphiolepis indica</td>
<td>Indian Hawthorne</td>
<td>12''-15'' ht. 15''-18'' sp.</td>
<td>2'-o.c.</td>
<td>10.00-3 gal</td>
<td></td>
</tr>
<tr>
<td>Juniperus Parsonii</td>
<td>Parson's Juniper</td>
<td>12''-15'' sp.</td>
<td>2'-o.c.</td>
<td>5.00-1 gal</td>
<td></td>
</tr>
<tr>
<td>Trachelospermum jasminoides</td>
<td>Confederate Jasmine</td>
<td>18''-24'' sp.</td>
<td>2'-o.c.</td>
<td>5.00-1 gal</td>
<td></td>
</tr>
<tr>
<td>Seasonal Annuals</td>
<td>4'' container</td>
<td>N.A.</td>
<td>9''-10''</td>
<td>o.c.</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

**Plant Material Table 2**