

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE OF THE CITY OF PLANT CITY, FLORIDA, CREATING DIVISION 20, ARTICLE IV, CHAPTER 102, PLANT CITY CODE, REGARDING MIDTOWN DISTRICT; PROVIDING FOR PENALTIES; AMENDING SECTION 102-186 TO INCLUDE REFERENCE TO SAID DISTRICT; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

Whereas, the City Commission finds that this ordinance is consistent with the City's Comprehensive Plan and bears a substantial relationship to the public, health, safety and welfare; now, therefore

BE IT ENACTED BY THE CITY COMMISSION OF THE CITY OF PLANT CITY, FLORIDA:

Section 1. Subsection (a) of Section 102-186, Plant City Code, is amended to read as follows:

- (a) In order to classify, regulate and restrict the use of land and buildings; to regulate and restrict the height and bulk of buildings; to regulate the area of yards and other open spaces about buildings; and to regulate the density of land use, the City is divided into use district classifications to be known as follows:

R-1A	Single-family dwelling district
R-1	Single-family dwelling district
R-1B	Single-family dwelling district
R-1C	Single-family dwelling district
R-2	Multiple-family dwelling district
R-3	Multiple-family dwelling district
PD	Planned Development district
C-1A	Neighborhood business district
C-1B	Neighborhood business district

C-1	General Commercial district
C-2	General Commercial district
M-1	Industrial district
M-1A	Light Industrial district
CC	Community College district
M-AP	Airport-industrial district
TND	Traditional Neighborhood Development district
C-1C	Neighborhood business district
<u>MTD</u>	<u>Midtown district</u>

Section 2. Division 20, Article IV, Chapter 102, Plant City Code, is created to read as follows:

DIVISION 20. MTD MIDTOWN DISTRICT

**Sec.102-850. Intent.**

(a) These regulations of the Midtown District are intended to promote the development and redevelopment of parcels within the Midtown District consistent with the principles of traditional neighborhood development set forth in Section 102-800 and the Midtown Redevelopment Vision Plan.

**Sec. 102-851. Definitions, word usage and abbreviations.**

(a) Definitions. The following terms and phrases, when used in this Division, shall have the meanings ascribed to them in this Section, except where the context clearly indicates a different meaning. Where a term is not listed below, the definition for the term shall be the same as provided in Section 102-801 or Section 102-3, as applicable.

Arcade. A series of arches supported by piers or columns.

Building, height of. The vertical distance measured from the level of the established grade to the highest roofline for flat roofs, and to the eaves for other roof types.

Building frontage. The dimension of a building measured parallel to the street line.

Build-to-line. The property adjacent to the street right-of-way. The precise horizontal distance from a street that the front of all primary structures must be built to, in order to create a uniform line of buildings along a street. Build-to-lines apply to all Midtown District streets north of Alabama Street.

Build-to-zone. A range of acceptable setbacks comprised of a minimum setback and a maximum setback that applies to all the stories of a building. For example, a street build-to-zone of 0-5 ft. means that all of the stories of the building must be built within 0-5 ft. of the street line. A build-to-zone runs parallel to street lines, and is established to create an even building façade line on a street (street wall effect).

Civic building. A building serving a civic use and that is open to citizens for public functions.

Civic uses. Uses intended to serve as public places. Such uses include governmental offices, churches or other places of worship, schools, post offices, and non-profit or charitable clubs and organizations.

Classical orders. Typically, the Greek orders of Doric, Ionic and Corinthian detailing for columns and beams.

Clerestory window. In commercial storefronts, a series of windows above a flat roof canopy that provides natural light to the interior of first floor spaces.

Colonnade. A structure composed of columns placed at regular intervals.

Cornice. An ornamental band at the top of a parapet wall that typically steps outward in a series of moldings or other detailing.

Encroachment. Any portion of a structure or appurtenance extending beyond a designated zoning setback, easement, build-to-zone, property line, or public right-of-way.

Entasis. The slight convex curvature of the shaft of a column from larger at the bottom to narrower at the top.

Façade. The vertical surface of a building which is set along a frontage line. The elevation of a facade is the vertical surface area.

Infill structure. A new building constructed between two existing buildings.

Paling. A flat wood baluster, typically 6” wide with ornamental sawn edges, symmetrical along the vertical center line.

Parapet. The extension of an exterior or perimeter wall of a building beyond the roof line

Pilaster. A column that is not free standing, as if partially engaged in the wall surface.

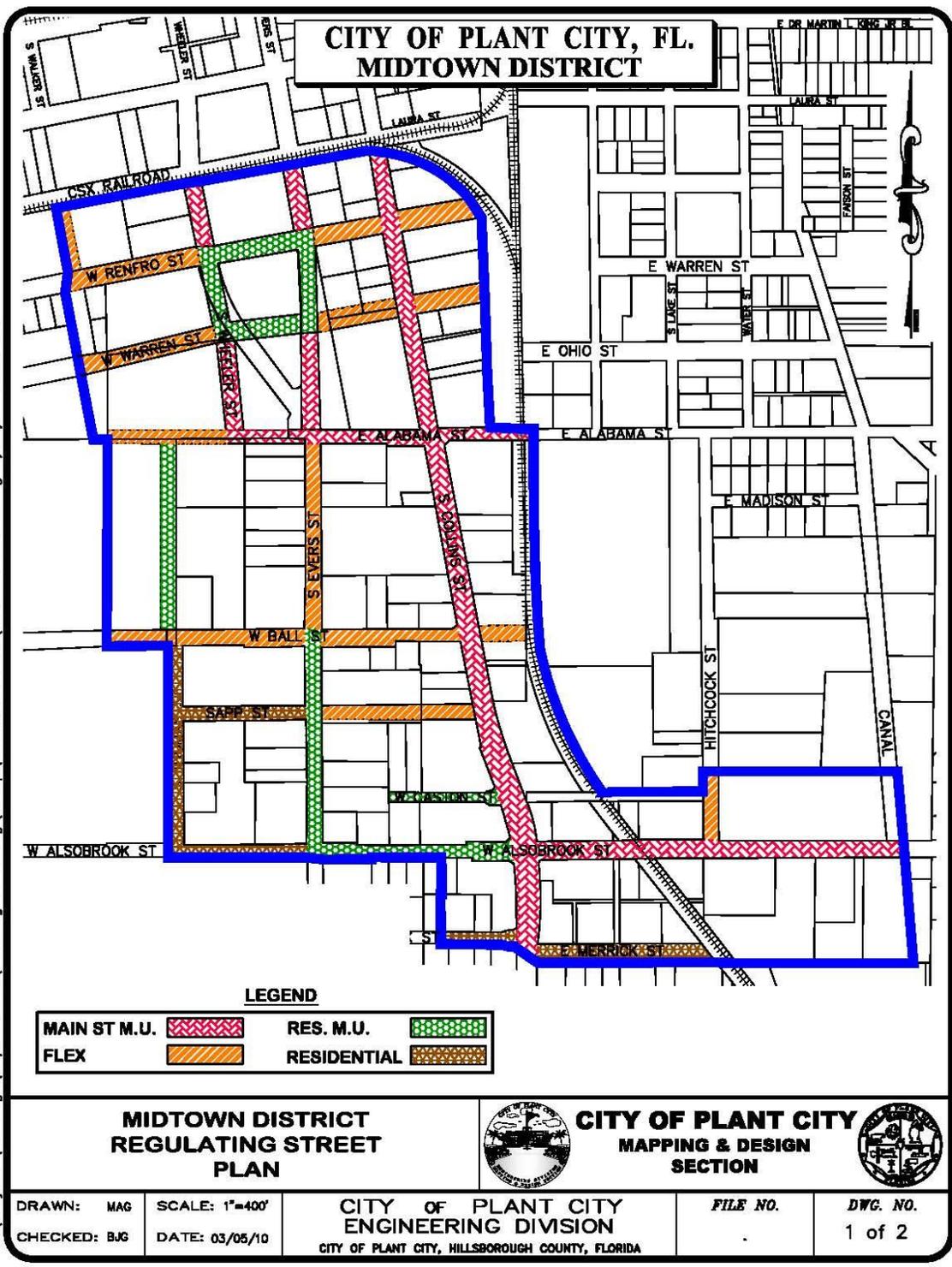
Redevelopment. Building development on a parcel after the complete or partial demolition of an existing structure.

**Sec. 102-852. Regulating Street plan.**

(a) The Midtown District is planned as a single unit, but it is not treated homogenously throughout. Instead, each street within the district is classified as one of four (4) street types. The allowable uses and development of lots is determined by the street classification.

(b) The regulating street plan is depicted as follows:

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**LEGEND**

MAIN ST M.U.		RES. M.U.	
FLEX		RESIDENTIAL	

**MIDTOWN DISTRICT  
REGULATING STREET  
PLAN**



**CITY OF PLANT CITY  
MAPPING & DESIGN  
SECTION**



DRAWN: MAG	SCALE: 1"=400'	CITY OF PLANT CITY ENGINEERING DIVISION CITY OF PLANT CITY, HILLSBOROUGH COUNTY, FLORIDA	FILE NO.	DWG. NO.
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CODING: Underlines indicate additions. Strikeouts indicate deletions.

(c) The four (4) types of streets and applicable uses within the district are described as follows.

- (1) *Main streets mixed-use.* Main streets mixed-uses allow buildings designed entirely for commercial and office use, or ground story commercial and office use and upper story residential use. Buildings on mixed-use main streets are built to the sidewalk with the applicable build-to-line or build-to-zone.
- (2) *Flex streets.* Flex streets allow buildings designed entirely for commercial and office use, entirely for residential use, or a mix of both. Buildings on flex streets are built to the sidewalk with the applicable build-to-line or build-to-zone.
- (3) *Residential mixed use streets.* Residential mixed-use streets allows multi-family buildings, and buildings with ground floor commercial or commercial and residential use (live/work buildings), and upper stories that are devoted to residential use. Buildings on residential mixed-use streets are built near the sidewalk edge.
- (4) *Residential streets.* Residential streets allow buildings devoted only to residential use, built close to the sidewalk.

(d) Streets are further designated as either primary frontage or secondary frontage streets. The purpose of designating primary and secondary frontage streets is to determine the orientation of buildings on corner and multiple-frontage lots, in order to uniformly treat certain streets as main thoroughfares of pedestrian activity, and others as secondary streets that are the preferred means of vehicular access to parking and loading facilities.

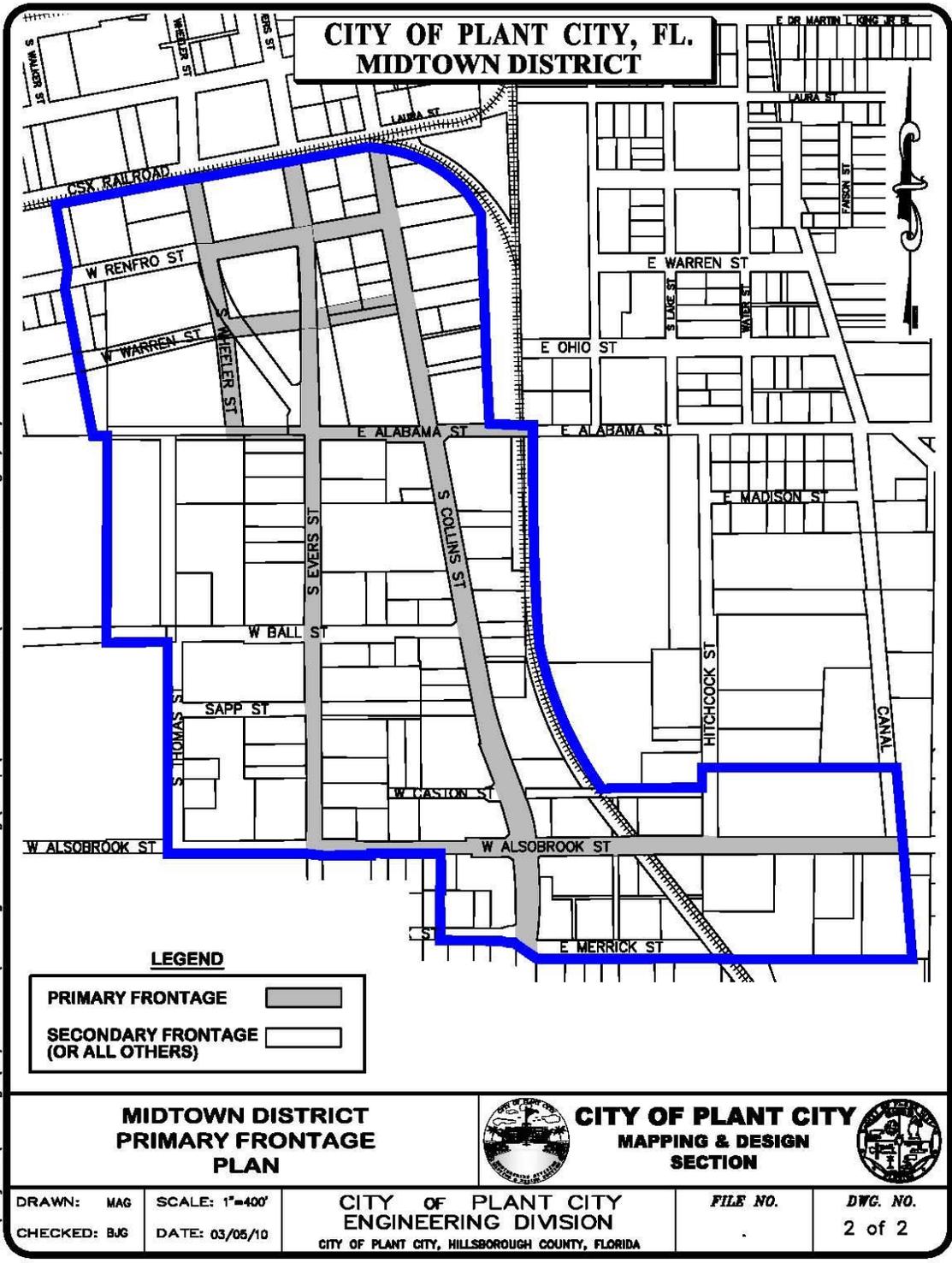
- (1) North of Alabama Street (including Alabama Street), regardless of street type, all buildings shall be built to the build-to-line.
- (2) Lot lines that abut a primary frontage street must have one or more buildings built within the applicable build-to-zone along that street, and must orient the “front” of the building to that street. Inclusive of the orientation of the building floor plan, the location of main public entrance, fenestration, and architectural treatment is typically greater and more elaborate than that provided on other facades.

(3) When a corner lot or entire block, under unified ownership, fronts on more than one primary street, the building(s) on the lot shall treat each such frontage as if it is the “front” of the building.

(4) When a lot fronts two (2) different street types (ex: Flex Street and Mixed-Use Main Street), the allowable building types shall be determined by the street type of the primary street.

(e) The primary frontage plan is depicted as follows:

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**LEGEND**

PRIMARY FRONTAGE	
SECONDARY FRONTAGE (OR ALL OTHERS)	

**MIDTOWN DISTRICT  
PRIMARY FRONTAGE  
PLAN**



**CITY OF PLANT CITY  
MAPPING & DESIGN  
SECTION**



DRAWN: MAG  
CHECKED: BJG

SCALE: 1"=400'  
DATE: 03/05/10

CITY OF PLANT CITY  
ENGINEERING DIVISION  
CITY OF PLANT CITY, HILLSBOROUGH COUNTY, FLORIDA

FILE NO.  
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DWG. NO.  
2 of 2

CODING: Underlines indicate additions. ~~Strikeouts~~ indicate deletions.

**Sec. 102-853. General nonresidential and mixed-use development standards.**

(a) The standards of this Section apply to nonresidential and mixed-use development, which are permitted on the following street types:

- (1) Main Streets mixed use (nonresidential single-use or mixed-use)
- (2) Flex Street (nonresidential single-use or mixed-use)
- (3) Residential mixed-use (nonresidential ground story only in mixed-use building)

(b) The detailed standards for each type of nonresidential and mixed-use building are provided in the building type regulations in Section 102-856.

(c) Front Build-to. Buildings must be built up to the applicable build-to-line or within the build-to-zone for at least seventy (70) percent of the width of the lot along the primary street frontage. The intent of this standard is to ensure that gaps between buildings are minimized, so as to provide a continuous building wall that frames the street and provides maximum interest for pedestrians. This standard may be reduced as necessary to accommodate driveway access to rear yard parking.

(d) Side and rear yards. Building facades on primary streets shall extend the full width of the lot along such streets, except for driveways. Accordingly, there are no minimum side yard requirements. Rear yard setbacks are generally not required, except as needed to provide adequate clearance from any rear alley.

(e) Street wall required. A street wall shall be erected adjacent to the sidewalk wherever a street side yard is provided. In lieu of a street wall, the City may allow a landscaped area, including a pocket park, at least thirty (30) feet in depth measured from the street line.

(f) In mixed-use buildings, nonresidential use shall not be located on any story above residential use. The Live/Work building is the only building type that permits residential use on the same story as commercial use.

(g) Façade. The ground story façade facing the street shall be a shopfront with an entrance at-grade, large window displays. Standards for projecting elements are specified in the architectural standards manual. Façade requirements and encroachment details are detailed in the architectural standards.

(h) Accessibility standards. Public entrances shall be provided from public sidewalks at sidewalk grade and shall meet all requirements of the ADA, as amended.

(i) Corner frontage treatment. Shopfronts along a primary street shall be continued around to the corner street side of the building for a distance of at least thirty (30) feet.

(j) Height. The height standards for each building type are provided in Section 102-856.

**Sec. 102-854. General residential development standards.**

(a) The standards of this Section apply to residential buildings which are permitted on the following street types:

- (1) Flex Street
- (2) Residential Mixed-Use
- (3) Residential

(b) Detailed standards for residential buildings are provided in the building type standards of Section 102-856.

(c) Front Build-to. A build-to-line or build-to-zone is established for all lot frontages on primary streets. Buildings must be built up to the applicable built-to line or within the build-to-zone along the primary frontage street for at least fifty (50) to seventy (70) percent of the width of the lot, depending upon the building type. The intent of this standard is to ensure that gaps between buildings are minimized, so as to provide a continuous building wall that frames the street and provides maximum interest for pedestrians. This standard may be reduced as necessary to accommodate driveway access to rear yard parking.

(d) Side and rear yards. Building facades on primary streets should extend the full width of the lot along such streets. Accordingly, there are no minimum side yard requirements. Rear yard setback requirements vary by building type.

(e) Street walls. A street wall shall be erected adjacent to the sidewalk wherever a street side yard is provided. Townhouses are exempt from this requirement. In lieu of a street wall, the City may allow a landscaped area, including a pocket park, at least thirty (30) feet in depth measured from the street line.

(f) Access. Residential units fronting a street shall have an entrance onto the street in the form of either a raised-entrance stoop or at-grade dooryard (small front yard that is enclosed by a low fence), as described in the architectural standards.

(g) Façade. The architectural standards manual establishes standards for fenestration and façade materials, as well as for projecting elements, such as balconies and stoops.

(h) Height. The height standards for each building type are provided in Section 102-856.

**Sec. 102-855. Additional development standards.**

(a) Lot frontage. Development shall abut (front) a dedicated public street.

(b) Fences, walls, street walls, generally. Fences are useful for separating uses, defining transitions from the public sidewalk to private property, guiding pedestrians to entrances, and screening unsightly views. Fences and walls are subject to the provisions of the code except as provided in the architectural standards manual. The provisions of the architectural standards manual shall supersede those of the code where there is conflict.

(c) Screening. Dumpsters, utility boxes and machinery, including but not limited to backflow devices, electric meters, air conditioning units, and transformer boxes, shall not be visible from public rights-of-way, parks and other public spaces.

(d) Mechanical equipment is not permitted along any street frontage. Loading areas and trash dumpsters shall be screened from view from streets and properties with conforming residential use by any combination of intervening buildings and six (6) feet high masonry walls, provided that the City may require additional screening if necessary to obscure same from street view.

(e) Provision of alleys. Alleys shall be provided, wherever practical as determined by the Midtown Vision Plan or the City Manager, to provide access to off-street parking and rear access to residential lots. Alleys terminate at streets. Alleys may contain turns and intersections with other alleys and lanes, creating “L” or “H” shaped alleyways. Dead-end configurations shall not be allowed.

**Sec. 102-856. Building type standards.**

(a) Frontage types. All building walls fronting on a primary street must be designed with a permitted façade frontage type showing design and entrance configuration. There are four (4) frontage types permitted in Midtown:

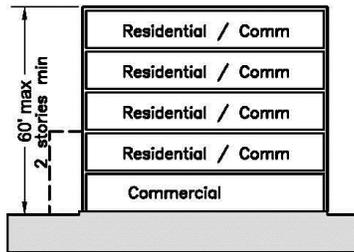
- (1) Shopfront
- (2) Stoop
- (3) Dooryard
- (4) Arcade (Colonnade)

(b) Building types. Each building type has its own lot requirements, permitted uses, and height standards. Building types are coordinated with street types, such that no single building type is allowed on every type of street. In some cases, allowable uses within a given type of building are dependent upon the type of street the building fronts. There are six (6) types of buildings permitted in Midtown:

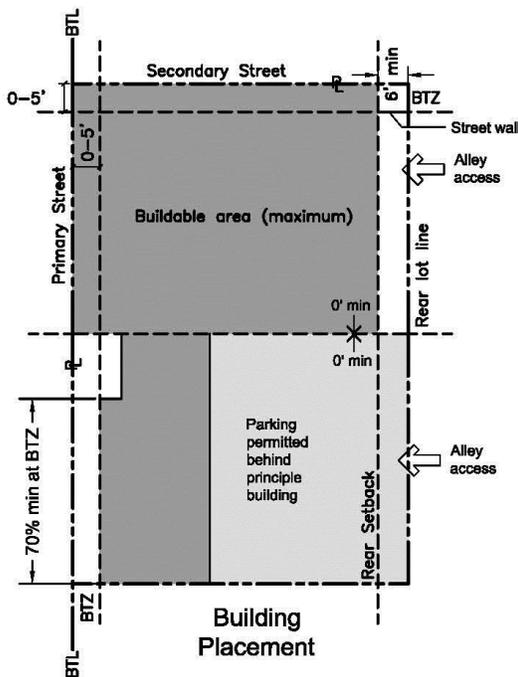
- (1) Mixed-use building
- (2) Live/work building
- (3) Apartment building
- (4) Rowhouse building
- (5) Townhouse building
- (6) Single-Family detached on Residential streets (For standards, see Section 102-810, Type I - Single Family Detached).
- (7) Civic building. (For standards, see Section 102-857).

(c) The standards for mixed-use buildings are as follows:

**Midtown Mixed Use Building**  
 Allowed on: Main Streets, Residential  
 Mixed-Use Streets and Flex Streets



Use and Height



Building Placement

**Lot Size**

1. Width: 60 ft min.
2. Depth: 90 ft min.; 110 ft without rear alley or adjoining property cross-access.

**Permitted frontage types**

3. Shopfront, arcade (Please refer to the architectural standards manual).

**Use**

4. Distribution of uses within a structure are shown on the accompanying diagram. Section 102-860 contains a detailed list of permitted uses.
5. The ground story must be structurally designed for ultimate commercial use; (residential use maybe permitted on an interim basis). (Nonresidential use above the ground story is not permitted on Residential Mixed-Use Streets).
6. Commercial is not permitted above residential use.

**Height**

7. Principal buildings: 60 ft. max., 2 stories min.

**Building placement and encroachments**

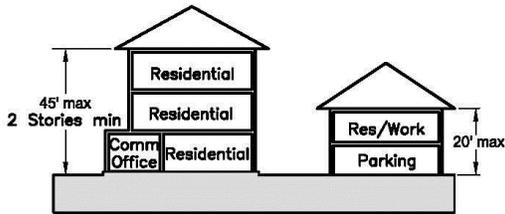
8. Street BTL: 0 ft. from the property line North of Alabama Street. The building shall occupy at least 70 percent of the lot along the BTL along primary streets, except as required to accommodate a driveway for rear yard parking access.
9. BTZ: 0-5 ft from the property line. The building shall occupy at least 70 percent of the lot width within the BTZ along primary streets, except as required to accommodate a driveway for rear yard parking access.
10. Min. setbacks: 0 ft. interior side; 6 ft. rear with alley and 0 ft. in the absence of an alley.
11. Balconies, windows and cornices may extend forward of the BTL or BTZ, up to a max. of 3 ft forward of the facade, provided the city determines that there is no conflict with street lights, trees and utilities.
12. An awning or colonnade may extend over the public sidewalk above shopfronts, provided the city determines that there is no conflict with street lights, trees and utilities.

**Additional standards**

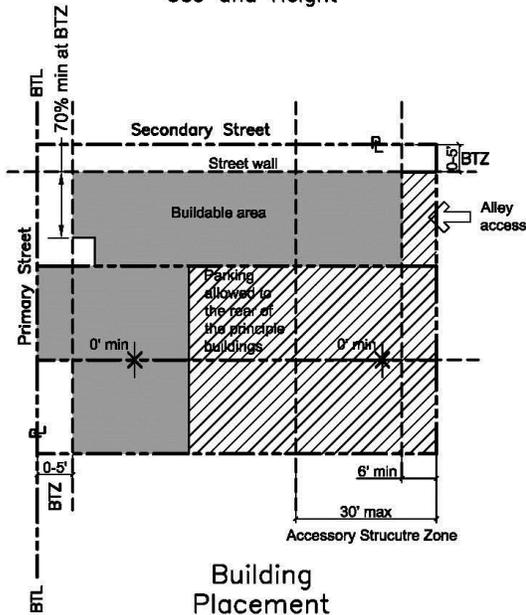
13. A contiguous open pervious area equal to at least 5 percent of the total buildable area shall be provided on every lot.
14. Any portion of the BTZ that is not occupied by a building must be landscaped or screened by a street wall.

(d) The standards for live/work buildings are as follows:

**Midtown Live-Work Building**  
 Allowed on: Flex Streets and Residential  
 Mixed-Use Streets



Use and Height



Building Placement

**Lot Size**

1. Width: 30 ft min..
2. Depth: 90 ft min.; 110 ft without rear alley or adjoining property cross-access.

**Permitted frontage types**

3. Shopfront, arcade (Please refer to the architectural standards manual).

**Use**

4. Distribution of uses within a structure are shown on the accompanying diagram. Section 102-860 contains a detailed list of permitted uses.
5. Commercial use shall occupy all or part of the ground story. The dwelling unit may be entirely or partially on the ground story behind the commercial use, on upper stories, or both, provided that the residential and commercial space are interconnected and sold or leased as a single live/work unit.
6. A detached garage with second story dwelling or work space is permitted as an accessory use to each live/work unit.

**Height**

7. Principal buildings: 2 stories min., 45 feet max.; Accessory buildings: 20 ft. max.

**Building placement and encroachments**

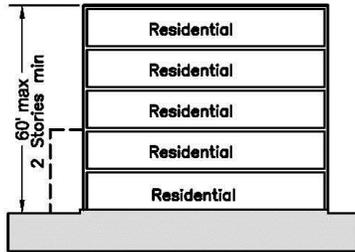
8. Accessory buildings are restricted to the rear 30 ft of a lot.
9. Street BTL: 0 ft. from the property line North of Alabama Street. The building shall occupy at least 70 percent of the lot along the BTL along primary streets, except as required to accommodate a driveway for rear yard parking access.
10. BTZ: 0-5 ft from the property line. The building shall occupy at least 70 percent of the lot width within the BTZ along primary streets, except as required to accommodate a driveway for rear yard parking access.
11. Min. setbacks: 0' interior side: 0 ft; rear: 6 ft with an alley and 0 ft in the absence of an alley.
12. Balconies, windows and cornices may extend forward of the BTZ, up to a max. of 3 ft forward of the facade.
13. An awning, colonnade or arcade may extend over the public sidewalk above shopfronts, provided the city determines that there is no conflict with street lights, trees and utilities.

**Additional standards:**

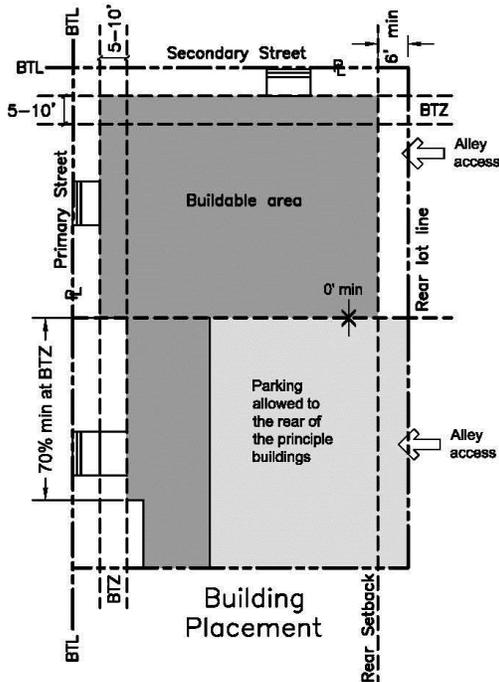
14. Any portion of the BTZ that is not occupied by a building must be screened by a street wall.
15. A contiguous open area equal to at least 15 percent of the total buildable area shall be provided on every lot.

(e) The standards for apartment buildings are as follows:

**Midtown Apartment Building**  
 A building containing three (3) or more dwelling units in any configuration.  
 Allowed on: Flex street, Residential Mixed Use Street, Residential Street.



Use and Height



**Lot size**

1. Width: 60 ft min.
2. Depth: 90 ft min.; 110 ft without rear alley or adjoining property cross-access.

**Permitted frontage types**

3. Door yard, stoop. (Please refer to architectural standards manual).

**Use**

4. Distribution of uses within a structure are shown on the accompanying diagram. Section 102-860 contains a detailed list of permitted uses.

**Height**

5. Principal building: 2 stories min., 60 ft. max.; Accessory buildings: 20 ft. max.

**Building placement and encroachments**

6. Street BTL: 0 ft. from the property line North of Alabama Street. The building shall occupy at least 70 percent of the lot along the BTL along primary streets, except as required to accommodate a driveway for rear yard parking access.
7. BTZ: 5-10 ft from the property line. The building shall occupy at least 70 percent of the lot width within the BTZ along primary streets, except as required to accommodate a driveway for rear yard parking access.
8. Minimum setbacks: rear 0 ft. without alley, 6 ft. with alley; and interior side 0 ft.
9. Stoops may extend 8 ft. forward of the BTZ but no encroachments are permitted forward of the property line.
10. Balconies, windows and cornices may extend forward of the BTZ, up to a max. of 3 ft. forward of the facade.
11. An awnings or colonnade may extend over the public sidewalk above shopfronts, provided the city determines that there is no conflict with street lights, trees and utilities.

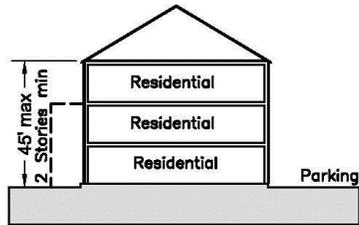
**Additional standards:**

12. Any portion of the BTL or BTZ that is not occupied by a building must be screened by a street wall.
13. A contiguous open area equal to at least 15 percent of the total buildable area shall be provided on every lot.

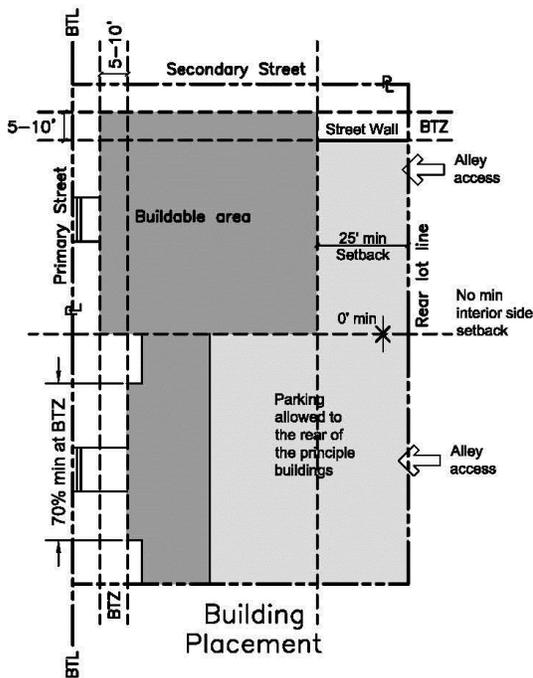
(f) The standards for rowhouse buildings are as follows:

### Midtown Rowhouse

Allowed on: Flex Streets, Residential Mix Use Streets and Residential Streets.



Use and Height



Building Placement

#### Lot Size

1. Width: 90 ft min.
2. Depth: 90 ft min.; 110 ft without rear alley or adjoining property cross-access.

#### Permitted frontage types

3. Door yard, stoop (Please refer to the architectural standards manual).

#### Use

4. Distribution of uses within a structure are shown on the accompanying diagram. Section 102-860 contains a detailed list of permitted uses.

#### Height

5. Principal buildings: 2 stories min. and 45 ft. max.

#### Building placement and encroachments

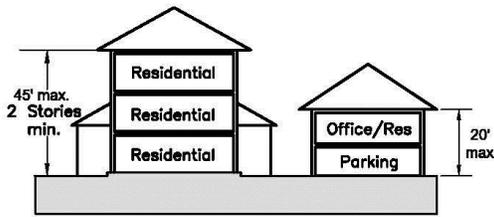
6. Street BTL: 0 ft. from the property line North of Alabama Street. The building shall occupy at least 70 percent of the lot along the BTL along primary streets, except as required to accommodate a driveway for rear yard parking access.
7. BTZ: 5-10 ft. from the property line. The building shall occupy at least 70 percent of the lot width within the BTZ along primary streets, except as required for rear parking access.
8. Min. setbacks: rear: 25 ft.; interior side: 0 ft.
9. Stoops may extend 8 ft forward of the BTZ but no encroachments shall be allowed beyond the property line.
10. A rowhouse shall consist of at least 3 side-by-side units on each story.

#### Additional standards:

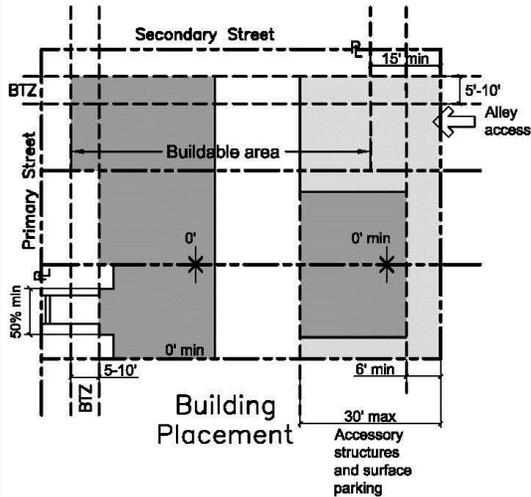
11. Any portion of the BTZ that is not occupied by a building must be landscaped or screened by a street wall.
12. A contiguous open area equal to at least 15 percent of the total buildable area shall be provided on every lot.
13. All ground floor units shall have entrances from a public sidewalk or a courtyard directly accessible from a public sidewalk.

(g) The standards for townhouse buildings are as follows:

**Midtown Townhouse**  
 Allowed on: Residential Streets



Use and Height



Building Placement

**Lot size**

1. Width: 22 ft min., 50 ft max.
2. Depth: 90 ft min.; 110 ft without rear alley or adjoining property cross-access.

**Permitted frontage types**

3. Door yard, stoop (Please refer to the architectural standards manual).

**Use**

4. A townhouse shall consist of a min. 3 units attached side-by-side
5. Distribution of uses within a structure are shown on the accompanying diagram. Section 102-860 contains a detailed list of permitted uses.
6. An accessory dwelling unit or office use up to 700 s.f. is permitted above a detached garage.

**Height**

7. Principal buildings: 2 stories min. and 45 ft. max.; Accessory buildings: 20 ft. max.

**Building placement and encroachments**

8. Accessory buildings are restricted to the rear 30 ft of a lot.
9. BTZ: 5-10 ft from the property line. The building shall occupy at least 50 percent of the lot width within the BTZ along primary streets, except as required for rear parking access.
10. Min. setbacks: interior side: 0 ft; rear: 15 ft for principal buildings and 6 ft for accessory buildings.
11. Balconies, awnings, windows and similar projections may extend up to 3 ft. from the facade. Stoops may extend up to property line.

**Additional standards:**

12. At least 15 percent of the total buildable area shall be provided on every lot. At least 50 percent of the open area requirement shall be one contiguous expanse in the rear yard.

**Sec. 102-857. Civic buildings.**

(a) Civic building sites shall be placed within or adjacent to civic space (parks, greens, squares, and plazas). The civic space may be existing and adjacent to the parcel, or provided on the civic building site. In either case, the building and site shall be designed to compliment, frame and enhance the civic space.

(b) Parking facilities for civic buildings shall be in accordance with Section 102-865 (a) and (b) above.

(c) Maximum permitted height is sixty (60) feet, and minimum open space requirement is ten (10) percent when adjacent to existing civic space, and twenty (20) percent when not. At least twenty-five (25) percent of the open space shall be pervious and landscaped. Other development standards for civic buildings shall be determined during the site plan review and approval process, based upon the specific site characteristics, adjacent development and civic space context, and the proposed use.

**Sec. 102-858. Development review procedures.**

(a) *Pre-Application Conference.* All applicants preparing to file an application for development within the Midtown District shall first attend a meeting with the Planning and Zoning Division to discuss and analyze the proposed application in a non-binding forum. A site development plan and supporting documents of implementation should clearly demonstrate the developers' understanding of the principles of the Midtown Redevelopment Vision Plan and Architectural Standards as they apply to a specific development or redevelopment site.

(b) *Application for Midtown Development Permit (MDP).* The contents of an application for MDP shall be as provided in Section 102-1380(b), except that such application shall include the following items:

- (1) a current survey of the parcel proposed for development;
- (2) a development table identifying uses and intensity and density of uses;
- (3) a location map showing all improvements within one hundred (100) feet of the parcel proposed for development;
- (4) an engineering scaled site plan with dimensions of all property boundaries and all existing or proposed improvements;
- (5) elevations of all facades of proposed improvements;
- (6) an engineering scaled plan showing pedestrian facilities and amenities; and

- (7) if an Alternative Midtown Design is being proposed, a table showing required development standards in the Midtown District and any proposed alternative designs and a narrative justification with illustrations for each proposed alternative design.

(c) Staff Review for Compliance. Within thirty (30) days of receipt of an application, the City shall review the application and determine whether the application is complete and competent. In the event that the City determines that the application is incomplete or any portion of the application is not sufficiently competent for the review of the Midtown proposal, the City shall issue a Letter of Insufficiency to the applicant.

(d) Additional Submission. Within sixty (60) days of receipt of a Letter of Insufficiency, the applicant shall submit additional information to remedy the identified insufficiency, request in writing additional time to respond, advise the City in writing that the applicant does not wish to provide additional information, or withdraw in writing the application. If the City does not receive any written communication from the applicant within sixty (60) days of receipt of Letter of Insufficiency, the application shall be deemed abandoned.

(e) MDP Conforming with the Midtown District and Architectural Standards. When all insufficiencies are deemed remedied by the City, the applicant may proceed with the necessary site plan review by the City Engineer and Planning and Zoning Division.

(f) Notice of Commencement. Upon site plan review and approval by the City, the developer may commence with construction permitting process for the approved MPD.

**Section 102-859. Application for Alternative Midtown Design (“AMD”)**

(a) The purpose of this section is provide for review and approval of redevelopment projects that do not strictly comply with one or more of the development standards set out in the Midtown District. The City recognizes that the prescriptive nature of the development standards in the Midtown District represents an assured way that the redevelopment of Midtown will be in accordance with the principles of traditional neighborhood development and the Midtown Redevelopment Vision Plan. The City also recognizes that a key element of place making is innovation and individuality and that there may be alternative designs which would also serve those principles and to the extent that an applicant can demonstrate that an alternative design is equal to or better than that which would be achieved through strict compliance with the development standards in the Midtown District, this Section provides an opportunity for an applicant to seek approval for an AMD.

- (1) Alternative Midtown Design. A developer who proposes an Alternative Midtown Design shall prepare a schematic design of the proposed Alternative Midtown Design and submit

the schematic design to the City at least ten (10) days prior to a required pre-application meeting. The schematic design shall be accompanied by a written narrative describing the deviations from the development standards in the Midtown District, including a table comparing “required” and “proposed” for each deviation from the development standards which is proposed. The schematic design shall include plan view and cross-sections of proposed deviations in the form of illustrations of development standards in the Midtown District.

- (2) Alternative Midtown Design Standards of Review. An application for approval of an Alternative Midtown Design shall be reviewed on the basis of the extent to which the proposed Alternative Midtown Design the:
- a. promotes and achieves the goals and objectives of the Midtown Redevelopment Vision Plan and is consistent with and furthers the promotes the principles of traditional neighborhood;
  - b. contributes to an overall sense of place in Midtown District to the same or greater extent that would be achieved through strict compliance with the development standards in the Midtown District;
  - c. contributes to the enhancement of the distinctiveness of the Midtown District in the sub-region;
  - d. contributes to an attractive day/night environment where people feel safe;
  - e. promotes an attractive pedestrian experience which is accessible by persons of all ages and degrees of mobility;
  - f. contributes to a downtown attractive and enjoyable to people of all interests and backgrounds; and
  - g. promotes active and successful businesses in the Midtown District.
- (3) **Review and Approval.** The Alternative Design Application and supporting material shall be submitted to the City pursuant to the Development Review Procedures of Section 102-858. When the application has been determined to be sufficient by the City, staff shall prepare a written report and recommendation to the Plant City Planning Board. The Planning Board shall consider the Alternative Design Application at a duly noticed public hearing and make a recommendation to the City Commission whether to approve, approve with conditions or deny the application.
- (4) In the event that the requested Alternative Design is denied, the City shall identify any changes in the application which would make the requested Alternative Design acceptable and the applicant will have thirty (30) days to address the changes.
- (5) Once the Alternative Design Application is approved by the City Commission, the applicant may proceed to Engineering and Planning and Zoning site plan approval.

**Sec. 102-860. Improvements and dedications required.**

In addition to the following standards, utilities and easements shall be subject to the provisions of Chapter 74, Plant City Code.

(a) Easements for public utilities and enclosed or open drainage ways shall be retained in the widths and locations deemed necessary by the City. To the extent practicable, easements for water, wastewater, reclaimed water lines, and storm sewers shall be located in the street rights-of-way, and the easements for all other utilities should be located in the rear lane (alleys) rights-of-way or at the rear lot line. All easements shall be dedicated to public use for the named purpose and shall be aligned to minimize construction cost.

(b) Right-of-way shall be dedicated, if deemed necessary to implement the Midtown Vision Plan, prior to plat recordation, site plan approval, or building permit issuance.

(c) The developer shall be responsible for relocating all utilities underground, or make equivalent payment to the City to be deposited in an account designated specifically for underground utility relocation.

(d) Stormwater treatment and disposal shall be managed in accordance with the Midtown Stormwater Master Plan, as approved by the Southwest Florida Water Management District.

(e) Street furniture, including but not limited to, benches, transit shelters, waste bins, bike racks or lockers shall be of a uniform style within Midtown, as specified by the City.

**Sec. 102-861. Use regulations.**

(a) Uses. The table in subsection (c) herein lists uses that are permitted (P), permitted conditionally (C) upon the approval of the Planning Board pursuant to Article II Section 102-126, or not permitted (NP). Any use not listed in this schedule is prohibited.

(b) Combination of uses. Mixing of residential and nonresidential uses within the same building is encouraged in any location where both use types are permitted.

(1) Compatible integration shall ensure, at a minimum, that residential uses are not facing, proximate to or accessed through nonresidential loading areas.

(2) All buildings within the development share one harmonious architectural style.

(3) Nonresidential uses within separate buildings on the same lot as residential uses shall be limited to those uses that can also be integrated compatibly within the same development.

(4) Building separations and landscape buffers within a lot, where residential use is located in separate building(s) from the nonresidential use(s) but integrated into the overall

development, shall be determined based upon the design of the proposed development as reflected in a master plan or site plan, as appropriate.

(5) Live/work units shall provide internal access between the residential and nonresidential components.

(c) Outdoor Uses. Except for uses permitted outside of a building within C-1A zoning district, all uses shall be conducted within an enclosed building.

(d) Table. The uses which are permitted not permitted and conditionally permitted within the Midtown district and applicable street frontage and building types are as follows:

<u>Use</u>	<u>Street Frontage</u>				<u>Building Type</u> (see building type development standards in sec.102-856)
	<u>Main street mixed use</u>	<u>Flex street</u>	<u>Residential mixed use</u>	<u>Residential</u>	<u>TH = Townhouse</u> <u>RH = Rowhouse</u> <u>APT = Apartment</u> <u>MU = Mixed-Use</u> <u>LW = Live/Work</u> <u>CV = Civic</u>
<b><u>RESIDENTIAL USES</u></b>					
<u>Detached single family dwelling</u>	<u>NP</u>	<u>NP</u>	<u>NP</u>	<u>P</u>	<u>See Section 102-810 – Type I</u>
<u>Attached single family dwelling</u>	<u>NP</u>	<u>NP</u>	<u>NP</u>	<u>P</u>	<u>TH, RH</u>
<u>Apartments/Condominiums</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>C</u>	<u>TH, RH, APT, MU</u>
<b><u>Congregate Living</u></b>					
<u>Group homes having a capacity of 15 or fewer persons</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>TH, RH, APT, MU</u>
<u>Convalescent homes, nursing homes, boarding care, assisted living, assisted care living facility</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>NP</u>	<u>APT, MU</u>
<b><u>Accessory Uses</u></b>					
<u>Home occupations</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>TH, RH, APT, MU, LW</u>
<u>Day care home (principal use)</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>C</u>	<u>MU, LW</u>
<b><u>INSTITUTIONAL AND CIVIC USES</u></b>					
<u>Educational Facilities</u> <u>Public or private school</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>C</u>	<u>CV, MU</u>
<u>Public Library</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>NP</u>	<u>CV, MU</u>
<u>Government offices</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>NP</u>	<u>CV, MU</u>
<u>Public pool, park or recreation center</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>CV, MU</u>
<b><u>Social, Cultural, Charitable and Recreation</u></b>					
<u>Private pool or recreation center (principal use)</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>CV, MU</u>
<u>Private park or playground</u>	<u>C</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>CV</u>
<b><u>Religious Institutions</u></b>					
<u>Place of worship</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>C</u>	<u>CV, MU</u>
<u>Residential facility associated with a religious institution</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>C</u>	<u>CV, MU</u>
<b><u>Public Service and Utilities</u></b>					
<u>Government buildings and structures</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>CV, MU</u>
<u>Essential service structures</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>P</u>	<u>N/A</u>
<b><u>COMMERCIAL USES</u></b>					
<u>Retail, office and service uses listed as permitted uses in C1-A Neighborhood Business District (except tattoo, body piercing, and sexually oriented businesses are prohibited)</u>	<u>P</u>	<u>P - 27</u>	<u>P</u>	<u>NP</u>	<u>MU, LW</u>

Underlines indicate additions. Strikethroughs indicate deletions.

## **Sec. 102-862. Midtown Architectural Standards**

(a) Purpose. The purpose of the Midtown Architectural Standards is to establish minimum architectural design standards within the Midtown District to ensure its future redevelopment achieves the adopted vision and guiding principles that were formulated for this area by the City in 2007, and later articulated in the Midtown Redevelopment Vision Plan.

The primary emphasis on new construction will be the design and appearance of buildings from the street view. The following lists of acceptable materials and design appearances are intended for all street-facing facades. Acceptable materials listed within these standards are the target for the aesthetic street-facing appearance, or at a minimum have the appearance of the acceptable material. For example, a facade comprised of brick or stone may be comprised of a brick or stone veneer. A fiberglass door designed and painted to look like a wood door is acceptable as well.

(b) Applicability. The provisions of these architectural and design standards shall apply to all new and redevelopment projects within the Midtown District. The design elements of each of these proposed projects will be reviewed comprehensively to ensure they further and comply with each of the provisions as articulated in the Midtown Architectural Standards. From time to time, the City may need to interpret these design standards, allowing for some flexibility in their application for a specific project to ensure the overall community vision is achieved for Midtown. These standards will be utilized during the City's permit review process to encourage the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of the project designers and not to inhibit the overall redevelopment of Midtown. The overall objective is to ensure that the intent and spirit of the standards are followed ensuring the overall vision for Midtown is achieved and for this area to become an important asset for the City of Plant City.

## **Sec. 102-863. Building composition**

(a) The building base shall be the visual anchor the building, establishing a strong connection to the ground and the site. The base of the building shall appear more massive than the upper stories. Building details and public art elements are encouraged to provide visual interest and a sense of discovery.

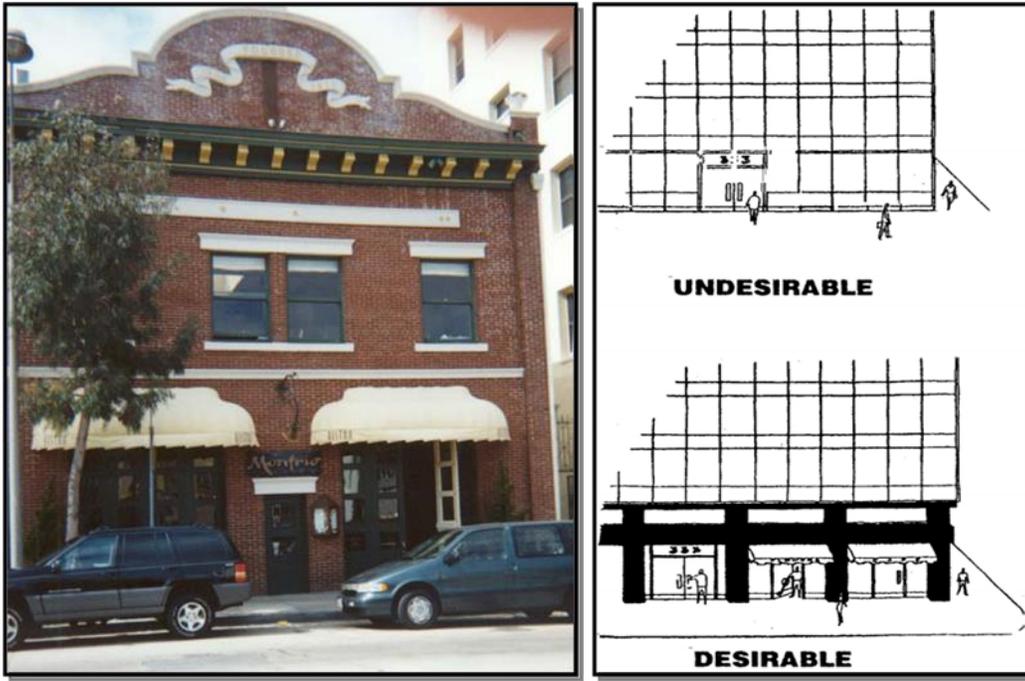
(b) The architectural treatment of buildings and structures and their materials, textures and colors shall be visually harmonious with existing buildings and structures, and surrounding development, and shall enhance the appearance of the area.

(c) The color of all building elevations (front facade, side, and rear) shall be low reflectance, subtle, neutral or earth tones. The use of high-intensity, saturated colors (such as one or more of the "primary" and/or "secondary" colors), metallic colors, florescent colors, or

black, shall be limited to trim or accent features. Exposed metal flashing or trim shall be anodized or painted to blend with the exterior colors of the building.

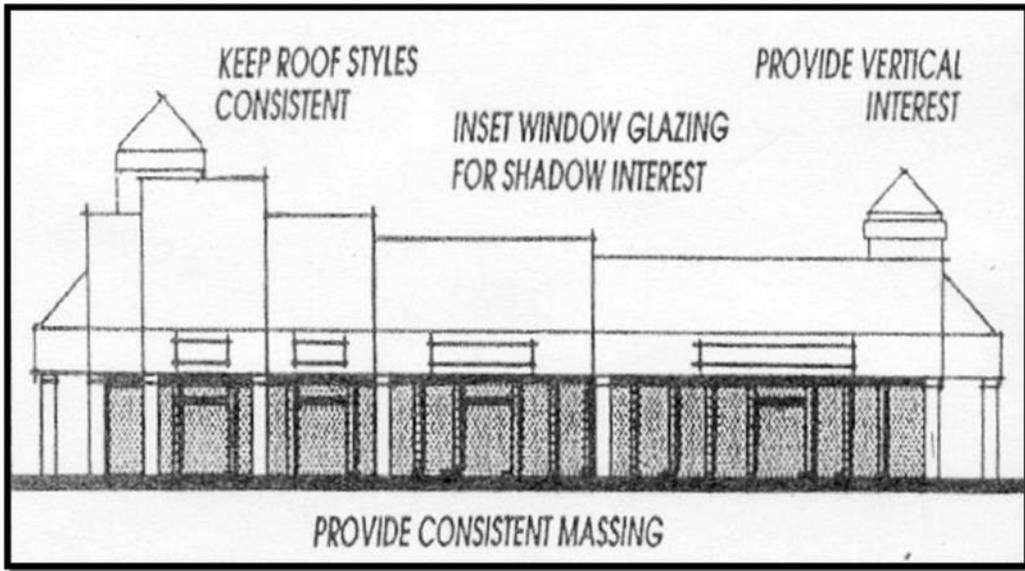
(d) Deep eaves, overhangs, canopies, and other architectural features that provide shelter and shade are encouraged.

(e) Adjacent buildings shall be compatible in height and scale, yet it is best if buildings side-by-side vary slightly in height.



(f) Efforts shall be made to graduate the physical mass of a building consisting of three stories or more by using the proportions of a step. Stepping the upper levels of tall buildings back from the street will make the building seem less imposing to the pedestrian.

**Examples of Building Massing in Scale with Existing Buildings**



**Sec. 102-864. Building walls and facades, commercial**

- (a) Articulation of the building facade can be achieved by utilizing recessed doors and windows, reveals, changes in surface texture and variations in the building plan. These techniques help divide a wall plan into smaller components that relate to human size and scale.
- (b) No more than 30' of the horizontal length of a street-facing wall shall be designed or constructed without architectural relief for building walls. Several techniques may be utilized to fulfill this requirement. The facades of larger single-block buildings shall minimize the mass and scale by utilizing smaller 20-25 foot individual architectural modules. On smaller buildings vertical and horizontal wall articulation including architectural indentations and/or projections shall be integrated into the building design to provide for shade, shadow, and visual relief.
- (c) Exterior walls, especially at ground level, shall include elements to build depth and character on the wall plane. Emphasize windows, trellises, arcades, roof overhangs, recessed or projected stories, columns, balconies, and awnings.
- (d) Two or more wall materials may be utilized in a facade side-by-side with a change of planes or over and under, with a step back. The more heavily textured material shall be below the lighter of the two.
- (e) A horizontal stringcourse (beltcourse, expression line) shall differentiate the first and second floors. Color or material changes that have the same effect may be utilized to satisfy this standard.
- (f) Finish materials shall wrap the exterior corner and terminate at the inside corner. Such treatments will alleviate the appearance of a "wall paper" application and will give a sense of permanence to a structure.
- (g) Projections, such as porches, balconies, decks and bays shall be supported by columns, posts, pilasters or brackets that are proportionate to the structure above it.
- (h) Acceptable materials - Building walls and facades, commercial - Acceptable materials listed within these standards are the target for the aesthetic street-facing appearance, and at a minimum have the appearance of the acceptable material. For example, a façade comprised of brick or stone may be comprised of a brick or stone veneer. Or a fiberglass door designed and painted to look like a wood door is acceptable as well.

(1) Commercial

- a. Concrete Masonry Units (CMU), split faced or smooth. Smooth must be coated by a stucco system.
- b. Poured in place concrete with stucco assembly.

- c. Brick masonry or veneer, natural finish or painted.
- d. Stone masonry or veneer.
- e. Wood shingles – natural or concrete.
- f. Wood raised paneling may be used below retail storefronts.
- g. Painted finishes – Except for brick and stone masonry, exterior materials shall be painted (flat finish, with satin or glossy trim). Brick may be painted.
- h. Stucco systems shall be “sand” finish unless a Mediterranean Revival style is utilized.
- i. Ceramic tile or terra cotta may be used for accent purposes.
- j. Storefronts may be wood, aluminum or other metal framework with clear or lightly tinted glass.

(2) Residential

- a. “Hardie” or concrete board siding as board and batten or horizontal lap siding.
- b. Wood siding – lapped or board and batten.
- c. Brick masonry or veneer, natural finish or painted.
- d. Stone masonry or veneer.
- e. Wood shingles – natural or concrete.
- f. Ceramic tile or terra cotta may be used for accent purposes.

**Sec. 102-865. Building Frontage Types and Entryways**

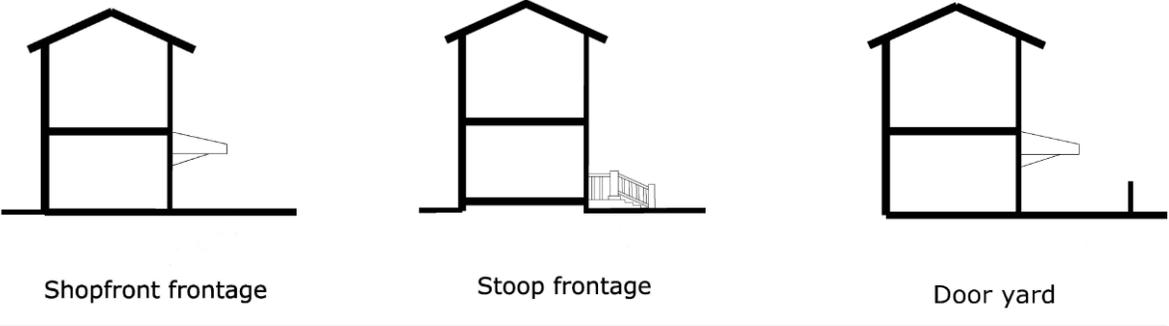
Buildings interface with the public sidewalk by means of their various street frontage elements: proximity (setback); architecture; signage; entrances; windows; and projections (awnings, balconies, etc.). This section addresses the various configurations of building entrances (ex: flush vs. recessed), windows (ex: size and proportions) and projections (ex: type and dimension) along the street frontage that have been classified into the following 4 combinations called building frontage types.

(a) Building Frontage Types

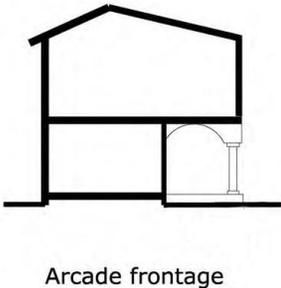
- (1) Shopfront. A frontage where the facade is aligned closely with the street line and the entrance is at sidewalk grade. This type is conventional for retail use, and requires substantial glazing on the ground story. Awnings or an attached colonnade are generally associated with the shopfront.
- (2) Stoop. A frontage where the facade is aligned closely with the street line and the entrance is accessed by an exterior stair and landing elevated up to three (3) feet above the sidewalk, securing privacy for the windows and front rooms, and demarcating a vertical transition from public to private realms. This type is suitable for ground floor residential use, and may be interspersed with the

shopfront frontage type. The stoop may be covered by a porch or shed roof. Stoops must correspond directly to the building entryway.

- (3) Dooryard. A shallow yard (open to the sky) between the street and building facade that is at sidewalk grade and separated from the sidewalk by a three-to-four (3-4) foot decorative wall or hedgerow. Residential dooryards can be open for the use of the dwelling occupants, but shall be landscaped for greatest privacy.



- (4) Arcade (Colonnade). A frontage where the building, or a portion thereof, creates a covered walkway and is generally supported by columns or arches. The overhang shall not extend beyond the front build-to line.



- (b) Building entrances shall face and connect to the sidewalk. This design promotes pedestrian activity and creates a spatial rhythm as a user travels from one storefront to another. This is not the case when stores are setback from the sidewalk, with entry doors that face the parking lot.

- (c) Building entries shall be recessed for visual interest and to provide a sense of arrival to the structure.
- (d) Design detail such as decorative trim elements shall be incorporated into the entryway.
- (e) Buildings situated at the corner of a two primary streets shall provide a prominent corner entrance (see photo below).



### **Sec. 102-866. Windows**

- (a) Windows shall be designed to coordinate with the architectural design of the building. Display windows shall face the sidewalk to create a spatial rhythm that heightens the interest at the pedestrian level.
- (b) Efforts shall be made to provide maximum transparency (e.g. windows) on first floor facades. Attention shall be paid to materials, placement, depth of recess, and ornamentation such as window grilles. The design objective is to achieve at least 50% transparency of first floor facades on primary street frontages.
- (c) Large, uninterrupted surfaces of glass without architectural divisions are discouraged. Powder coated colors shall be encouraged instead of using typical anodized aluminum.
- (d) Except for storefronts at the first floor and clerestories, all rectangular windows shall be taller than wide in proportion.

(e) Acceptable Window Configurations:

- (1) Rectangular
- (2) Round
- (3) Semi-Circular
- (4) Octagonal

(f) Acceptable Window Types:

- (1) Casement
- (2) Double and Single Hung
- (3) Fixed

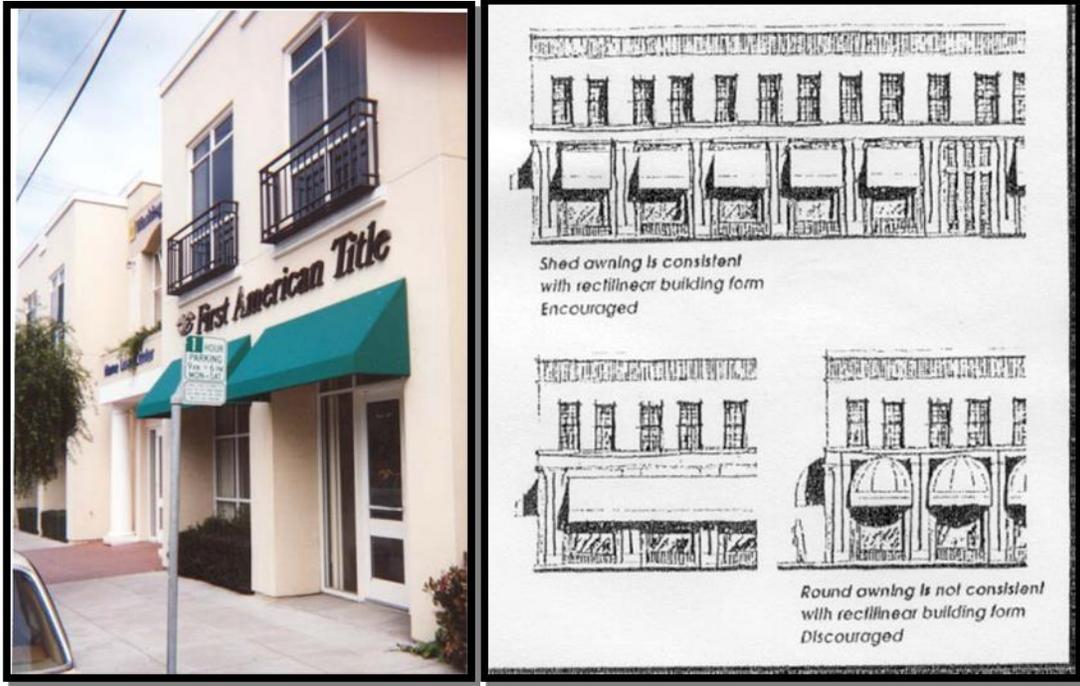
(g) Acceptable Finish Materials - Windows, Skylights, Clerestories:

- (1) Wood, Painted
- (2) Aluminum
- (3) Steel
- (4) Copper/Bronze
- (5) Vinyl Clad Wood
- (6) Fiberglass

**Sec. 102-867. Awnings, Arcades, Colonades**

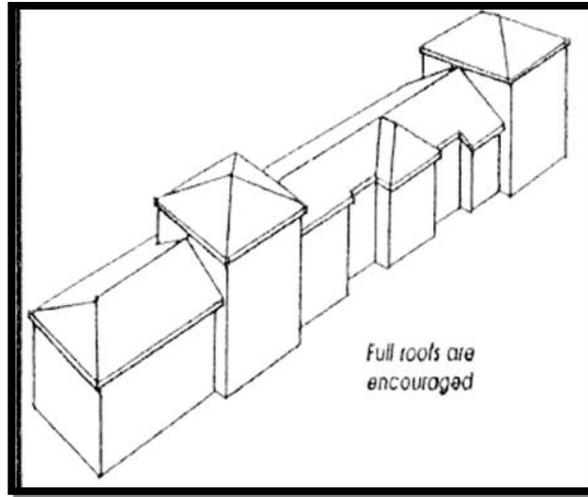
Awnings are encouraged and shall be designed to coordinate with the architectural style of the building.

- (a) Awnings shall be of a durable, commercial grade fabric, canvas or similar materials having a matte finish. Awning frames and supports shall be painted or coated metal or other non-corroding materials.
- (c) Arcades/colonnades may extend eight (8) to ten (10) feet from the building face and shall extend to within the minimum distance of the curb face needed to meet ADA requirements and to avoid conflict with street lights and street trees. The intent is that the colonnade encompasses the entire useable area of the sidewalk. However, there shall be no structural support within the right-of-way.
- (d) Where an arcade/colonnade is used, it shall be covered by an attached cantilevered shed or lightweight gallery roof, or it may support habitable space above that extends over the sidewalk.



**Sec. 102-868. Roofs**

- (a) Special attention shall be paid to the articulation of the top portion of buildings; long, unbroken, horizontal rooflines are not acceptable. The roofline of a structure shall provide visual interest and shall be used to de-emphasize a building's mass. This can be achieved by the use of offsets and other methods to articulate the horizontal and vertical plane of the building through the introduction of horizontal bands, cornices and setbacks.
- (b) Decorative roof treatments shall continue around the building and terminate in a logical location.
- (c) Parapets shall be generally be finished with cornices or other horizontal decoration depending on the architectural style of the building.



(d) Acceptable Roof Types:

- (1) Gable
- (2) Hip
- (3) Flat
- (4) Low Slope (must have 3' min. ht. parapet around perimeter, 3 sides, minimum)
- (5) Bowstring
- (6) Dome

(e) Acceptable Roof Finish Materials - Metal

- (1) Metal – Standing Seam
- (2) Galvanized Steel
- (3) Galvanized Aluminum Copper

(f) Acceptable Roof Finish Materials - Shingle

- (1) Metal – Stamped Pattern
- (2) Fiberglass – Architectural or Dimensional
- (3) Sawn Cedar Shingles (Not Shakes)
- (4) Architectural 3-Tab Shingles

(g) Acceptable Roof Finish Materials - Tile

- (1) Clay
- (2) Concrete

**Sec. 102-869. Walls and fences**

- (a) Walls and fences shall be designed as an integral part of the principal structure(s). Such design shall include the use of similar materials, colors and finishes as the principal structure.
- (b) Walls and fences shall be architecturally designed with offsets, raised elements and landscape pockets to avoid an expansive monolithic appearance.
- (c) Acceptable Finish Materials
  - (1) CMU – split faced or smooth (smooth must be coated with stucco assembly)
  - (2) Poured in place Concrete - with stucco assembly
  - (3) Brick – painted or natural fired finish
  - (4) Ornamental Iron or Aluminum (heavy gauge) – painted
  - (5) Combination – brick or stuccoed masonry with metal infill
  - (6) PVC - with wood finish and decorative masonry columns every 30 to 40 feet

**Sec. 102-870. Perimeter landscaping and screening**

- (a) This Section supplements and does not supersede the City's Landscaping standards as provided in Division 10 of Article VII, Chapter 102, Plant City Code. All minimum requirements as provided in said Division 10 must be met, notwithstanding anything to the contrary that may be contained in this Section.
- (b) Perimeter landscape plantings shall be located adjacent to the primary facade(s) and along any blank facade wall areas that are, or will be, exposed to the general public. Such plantings shall also be included at entrance areas, plazas and courtyards.
- (c) Perimeter landscaping shall consist of a combination of trees, palms, shrubs and ground covers. Planting material type, size and spacing shall, at a minimum, be consistent with the City's tree and landscape requirements.



(d) General Standards – Screening of Mechanical Equipment

- (1) Mechanical equipment located on the ground, such as air conditioning units, heating units, satellite dishes, irrigation pumps, propane tank displays and refilling areas, utilities lift stations and the like shall be screened from public view. Screening shall, at a minimum, be at the same height as the equipment. Structural screening shall be architecturally integrated into the overall project design and shall be compatible, in terms of style, construction materials, colors, and finish, with the principle structure(s). Landscaping may be substituted for structural screening if plantings are compatible with the landscape plan for the project and are of such size and maturity as to be able to provide a fully opaque screen at time of planting.
- (2) Equipment and appurtenances mounted on rooftops shall be kept to a minimum. All exposed rooftop mounted equipment and appurtenances shall be fully screened from view from any public right-of-way. All screening shall, at a minimum, be at the same height as the equipment and appurtenances. Screening shall be an integral part of the design of the building(s) and shall be architecturally consistent with the style, colors, construction materials and finish of the building(s).

**Sec. 102-871. Building elements and accessories (columns, pilasters, arches and railing systems) general standards**

- (a) Horizontal distance between column spacing shall be equal or less than the height.
- (b) Columns are encouraged to be constructed with entasis (tapered), except brick and solid, square wood.
- (c) Non-tapered columns are discouraged on any primary street facade.

(d) Acceptable Finish Materials & Appearance - Columns, Pilasters

- (1) Wood, painted
- (2) Cast Stone
- (3) Poured in place concrete with stained or painted finish
- (4) Brick
- (5) Cast Iron

(e) Acceptable Finish Materials & Appearance - Arches

- (1) CMU with metal stud infill to create the curvature; covered with stucco assembly painted
- (2) Poured in place concrete with stucco assembly, painted
- (3) Brick

(f) Acceptable Finish Materials & Appearance - Railing Systems

- (1) Wood, painted
- (2) Cast Iron, wrought iron, ornamental solid aluminum, painted
- (3) Cast Stone

(g) Acceptable Configurations - Columns, Pilasters

- (1) Square in section, 6" minimum, with or without bases or capitals, or ornamental brackets
- (2) Round in section, 8" minimum outside diameter, with bases and capitals
- (3) Classical Orders
- (4) Sectional – Two different materials, one to create the base and the other to create the column assembly (example: brick base with wood column assembly, above)

(h) Acceptable Configurations - Arches

- (1) Semi-circular, segmented, elliptical, jack (or flat)

(i) Acceptable Configurations - Railing Systems

- (1) Combination of railings and newel posts at corners and intermittently spaced no greater than 8 feet apart
- (2) Balusters may be round, square or flat (paling)
- (3) Openings, heights and horizontal strength must comply with the current edition of the Florida Building Code (FBC)

**Sec. 102-872. Signage, general standards**

- (a) On new or rehabilitated commercial projects, space for signage shall be designed into the building elevations. Wall signs shall be positioned within architectural features, such as the panel above the storefront on the transom or flanking doorways.
- (b) Signs shall coordinate with the building design, materials, color, size, and placement.
- (c) Signs shall not cover up windows or important architectural features.
- (e) Signs shall align with others on the block so as to maintain the existing pattern.
- (f) Marquee signs are permitted pursuant to Section 102-1626, and shall utilize decorative iron or wood brackets.
- (g) Awnings with imprinted signage are allowed. Signage letters and colors shall be complimentary to the awning. Lettering shall be limited to the side or front fascia of the awning. Awning signage shall count towards allowable wall signage of Section 102-1776.
- (h) A single development with multiple users shall provide a unifying sign theme.
- (i) Lighting of all exterior signs shall be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.
- (j) The above items are in addition to the signage requirements of Chapter 102, Article VIII. Where there is a conflict the more stringent standard shall apply.

**Sec. 102-873. Prohibited building elements, details and materials**

The City desires an upgrade in the quality of architecture in the Midtown District; therefore, examples of some of the architectural elements within the district, which, in the City's opinion, are adverse to the improvements desired, are listed below.

1. Modular buildings.
2. Pre-engineered metal buildings with metal building skin.
3. Vertical pre-cast concrete "tees."
4. Long, unarticulated building surfaces.
5. Open walled, shed roof storage facilities.

6. Reflective, opaque, and/or bronze tinted glass.
7. Chain-link, plastic panel, barbed wire, razor wire or wire mesh fences.
8. Applied mansard roofs.
9. Glossy finished awnings (plastic look).
10. Roof top equipment visible from the main street.
11. Wall or window mounted mechanical equipment exposed to the main street.
12. Internally-illuminated sign cabinets.
13. Flashing or electronic sign boards with static or changing text.
14. Flashing or kinetic neon or LEDs.

Section 3. In accordance with Section 1-14, Plant City Code, any person violating any of the provisions of this ordinance shall, upon conviction thereof, be punished by a fine not to exceed \$500.00 or by imprisonment not to exceed 60 days or by both such fine and imprisonment. Furthermore, the provisions of this ordinance may be enforced in accordance with Chapter 2, Article V, Division 2, Plant City Code, or any other remedy available under the ordinances of the City of Plant City or the laws of the State of Florida.

Section 4. In the event of a conflict with any other ordinances or parts of ordinances, the provisions of this ordinance shall control.

Section 5. If any section, sentence, clause, part, or provision of this ordinance is held to be invalid by a court of competent jurisdiction, the remainder of this ordinance shall not be affected thereby, but shall remain in full force and effect.

Section 6. This ordinance shall take effect immediately upon its passage.

Read for first reading on \_\_\_\_\_.

Read for second reading on \_\_\_\_\_.

Adopted and certified as to passage on \_\_\_\_\_.

\_\_\_\_\_  
Mary Thomas Mathis  
Mayor-Commissioner

ATTEST:

\_\_\_\_\_  
Kerri J. Miller  
City Clerk

Approved as to form and correctness:

\_\_\_\_\_  
Kenneth W. Buchman  
City Attorney