

ATTACHMENT D
2007 Hollywood Beach
CRA Master Plan

HOLLYWOOD BEACH



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FINAL 12.10.07

FINAL 12.10.07

Table of Contents

5 INTRODUCTION

7 PRINCIPLE 1

Preserve the Character and Scale of Hollywood Beach

STRATEGY 1.1

Protect the Character of the Broadwalk

STRATEGY 1.2

Create Incentives for the Preservation of Designated Historic Structures

STRATEGY 1.3

Define the Character of Future Development on the Beach

21 PRINCIPLE 2

Make Hollywood Beach A Model Green Community

STRATEGY 2.1

Develop a Distinct Brand identity that Emphasizes “Green” Features

STRATEGY 2.2

Create a Mobility and Parking Plan

STRATEGY 2.3

Create Pedestrian-friendly Streets

STRATEGY 2.4

Establish Sustainable Standards and Practices

STRATEGY 2.5

Facilitate Green building

STRATEGY 2.6

CRA Long-range Green Initiatives

STRATEGY 2.7

Other CRA Initiatives

39 APPENDIX 1

Proposed Zoning and District Design Standards

FINAL 12.10.07

FINAL 12.10.07

INTRODUCTION

The work presented in this document is guided by the view that there is a tremendous opportunity for the redevelopment of Hollywood Beach. Hollywood Beach is notable for its natural beauty, intimate scale of architecture and the unique Broadwalk, which defines it as a unique resort destination in South Florida. The Beach, however, lacks a coherent vision of how it should evolve and maintain its character into the 21st century.

The Master Plan is the result of a master planning process beginning in 2006, during which the City leaders placed a high degree of importance on the values of the City's residents and property owners. Numerous meetings were held to receive input from community stakeholders to help guide the master planning process. The Master Plan is the result of that process and therefore, embodies the values of the community as a whole.

The Master Plan is based on two overarching principals. These have guided the development of a series of recommended strategies and actions that will lead to the realization of a coherent vision of Hollywood Beach as an economically and environmentally sustainable community:

PRINCIPLE 1

Preserve the Character and Scale of Hollywood Beach

PRINCIPLE 2

Make Hollywood Beach a Model Green Community

One of the greatest values of the community is a desire to protect the character of Hollywood Beach. The Master Plan acknowledges the fact that the community is one of people and that the buildings are a component of an infrastructure network that allows the community to live comfortably within a compact environment over time. It also includes economic sustainability, the creation of buildings with long life spans and the opportunity for reuse, and that investment in these buildings can provide the returns necessary to support it.

The intent of the recommendations in the Master Plan is to provide for the development of a sustainable, mixed-use environment that embodies the uniqueness of Hollywood

Beach and will serve as a local and regional destination for the City's residents and nearby communities. The Master Plan promotes the development of a pedestrian-oriented, mixed-use community organized around substantial recreational open space and a greatly enhanced standard for landscape design. The efficient development of land resources, compact development of a variety of housing choices, flexibility in use and design, and green building and planning techniques are all fundamental criteria of the district development. In support of the city's progressive environmental consciousness, these standards provide for the environmentally sensitive development of buildings and integrated landscapes. Furthermore, these standards recognize and encourage the use of green development practices established by the U.S. Green Building Council. LEED Certification is a minimum requirement within the Zoning Overlay Districts recommended by the Master Plan.

The Master Plan includes zoning recommendations and District design standards to supplement the City of Hollywood code and are recommended to be incorporated by reference. District development shall not be contrary to or inconsistent with the comprehensive plan.

On the following pages, the recommendations of the Master Plan are organized as Strategies under the broad headings of the principle each is intended to enact. Strategies outline policies and actions with specific intentions related to the realization of the vision established by the Master Plan.

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PRINCIPLE 1

Preserve the Character and Scale of Hollywood Beach

The small town characteristics of Hollywood Beach such as personal service, local ownership, sense of community and intimate scale of architecture are the foundation of its unique identity. These characteristics are represented and facilitated by the scale, style, spatial organization and material characteristics of the existing stock of historic structures. At the same time, the natural assets of Hollywood Beach such as ocean access and proximity to regional nature parks are important elements of its unique identity and among its most valuable assets. The preservation of these structures and natural assets serves to protect a unique sense of place that is one of the Beach's most important means to distinguish itself in the Greater Fort Lauderdale tourist market and to protect its position as an economically viable tourist destination.

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FINAL 12.10.07

STRATEGY 1.1

Protect the Character of the Broadwalk

INTENT:

Protect the features of the Broad walk that are unique, character defining features of the Beach's urban form

Unlike most beach front retail strips which are buffered from the ocean by a roadway, Hollywood's beach front retail is buffered by the Broadwalk—a 30-foot-wide pedestrian walkway which is unique on the East Coast. This spatial relationship has been a character defining feature of development along Hollywood Beach. The public promenade and beach-side restaurants, hotels and shops have established the unique atmosphere of Hollywood beach.

Florida Building Code regulations require new construction and substantial improvements to existing habitable structures seaward of the Coastal Construction Control Line (CCL) to locate all habitable floors above the 100-year storm elevation. For Hollywood Beach this elevation is 19' NGVD. As most of the beach is at an elevation of +8 to +10 feet NGVD, all habitable uses must be elevated approximately 10 feet above the existing Broadwalk. This requirement discourages significant building renovations for structures with retail and restaurant uses at the Broadwalk level and encourages new buildings that alter the existing spatial relationship of the Broadwalk by relocating these uses off the Broadwalk. The requirements thereby jeopardize the unique character of the beach front.

Active spaces at groundlevel allow passersby and patrons to interact and to create a socially vibrant public space. The existence of this kind of public space is part of the unique and valuable legacy of Hollywood Beach's urban design. An active beach front with a mix of ground level retail, restaurant and hotel uses along the Broadwalk is Hollywood Beach's most significant character defining feature. Addressing the requirements for flood hazard protection along the beach front in a way that permits this crucial feature of the urban fabric to remain intact is essential to the vitality of Hollywood Beach.



1. Preferred design
2. FEMA Flood Hazard Zones
3. FDEP Coastal Construction Control Line

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FINAL 12.10.07

ACTION ITEM 1

Facilitate renovation of existing historic structures along the Broadwalk

The City should encourage renovation by simplifying the approval process. There are structures listed in the State Inventory of Historic Places that are exempt from current FEMA regulations that will be more readily renovated within a more streamlined permitting process. City Flood Damage Prevention Regulations can be modified to allow renovation of historic structures without a variance, consistent with minimum Federal guidelines.

Local governments currently review structures proposed seaward of the CCL pursuant to Ch. 31, section 3109 of the Florida Building Code (FBC) to ensure that they are designed to resist predicted 110-year return-period storm forces. This requirement applies to new construction and substantial improvements to existing habitable structures and pools. It does not, however, apply to nationally designated historic structures. The FBC defines "substantial improvement" as "any repair, reconstruction, or rehabilitation, or improvement of a structure when the actual cost of the improvement or repair of the structure to its pre-damaged condition equals or exceeds 50 percent of the market value of the structure either (a) Before the improvement or repair is started or (b) if the structure has been damaged and is being restored, before the damage occurred. The term does not, however, include any alteration of a structure listed on the National Register of Historic Places or the State Inventory of Historic Places."

In addition, FEMA provides for an exception to the "substantial improvement" definition for historic structures to be written directly into a municipality's zoning code, at the municipality's discretion as stated in 44CFR Ch. I, Section 59.1. Hollywood has chosen to provide this exception as a variance for historic structures. Section 154.51 (C) provides that "Variances may be issued for the reconstruction, rehabilitation or restoration of structures listed on the National Register of Historic Places or the state inventory of historic places without regard to the procedures set forth in the remainder of this section, except for division (G)(1) and (4) herein, and provided the proposed reconstruction, rehabilitation or restoration will not result in the structure losing its historical designation." Section 154.51 (G) (1) and (4) further explains that "Variances shall only be

issued upon a determination that the variance is the minimum necessary, considering the flood hazard, to afford relief; and in the instance of a historical building, a determination that the variance is the minimum necessary so as not to destroy the historic character and design of the building... The Chief Building Official shall maintain the records of all appeal actions and report any variances to the Federal Emergency Management Agency upon request."

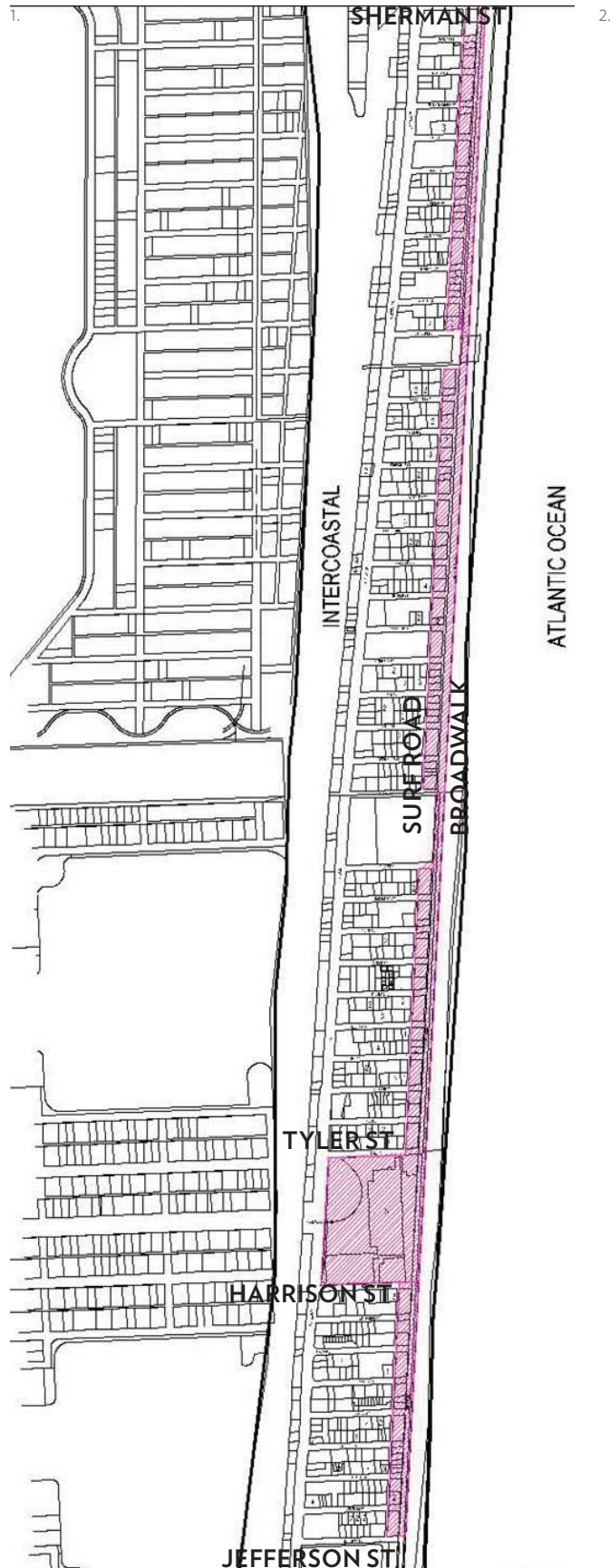
ACTION ITEM 2

Create a historic district to include the Broadwalk and buildings fronting the Broadwalk.

The CRA can pursue historic designation for the Broadwalk and buildings east of Surf Road. This strategy will extend the regulatory exceptions for historic landscapes and structures to buildings along the Broadwalk. Regulatory exceptions for historic buildings will facilitate renovation. Requirements for protection of Character Defining Features of historic landscape may guide historically compatible new construction by defining the scale and character of buildings along the Broadwalk.

The city and the CRA can establish a Historic District recognizing the spatial organization of the Broadwalk as the Character Defining Feature. Florida Atlantic University Center for Urban Redevelopment and Education has conducted a Historic Property Survey and recommendation for the creation of a Historic District for the Beach that is undergoing the review and approval process by the City of Hollywood. Two urban components were included in the zone that is to be designated as a historic district: the Broadwalk and all of the city blocks between the Broadwalk and Surf Road which form a coherent collection of structures. Although there are not many contributing architectural buildings remaining in this proposed district, the blocks themselves along with the Broadwalk were the beginning of the city's tourism oriented development. Together they will form the potential urban skeleton for the mix-used environment expected with revitalization of this urban edge. Properties outside of this core district may also included in the district as contributing structures.

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1. Proposed Historic District

2. Character Defining Features

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ACTION ITEM 3

Establish design standards for historic preservation

Create new standards specific to historic preservation within the proposed historic district.

ACTION ITEM 4

Establish a separate Development Review Board for the Beach CRA to oversee compliance of development applications with development regulations, including the Historic District requirements

The existing Historic Preservation Board and the City Commission currently review and approve development applications. In order to achieve a consistent review process, a review board can be created to review all development proposals on Hollywood Beach. This board can be composed of members representing a variety of interests and including historians, architects, property owners and developers.

ACTION ITEM 5

Encourage creative design on the ground floor for structures which may not be exempt from elevation requirements

In the interim during establishment of a historic district and modification of regulations, redeveloped and new uses for structures seaward of the Coastal Construction Control Line (CCL) of the Florida Building Code will continue to require that all habitable floors be located above the 100-year storm elevation, may provide non-habitable or temporary uses on the ground floor below the Base Flood Elevation (BFE) when constructed with a breakaway design with flood resistant materials. The City should support creative use of these spaces to allow, for example, restaurant seating, terraced and graduated building design which incorporates restaurant seating or outdoor merchandising, and creative retail facades.

1. Desirable Broadwalk Design

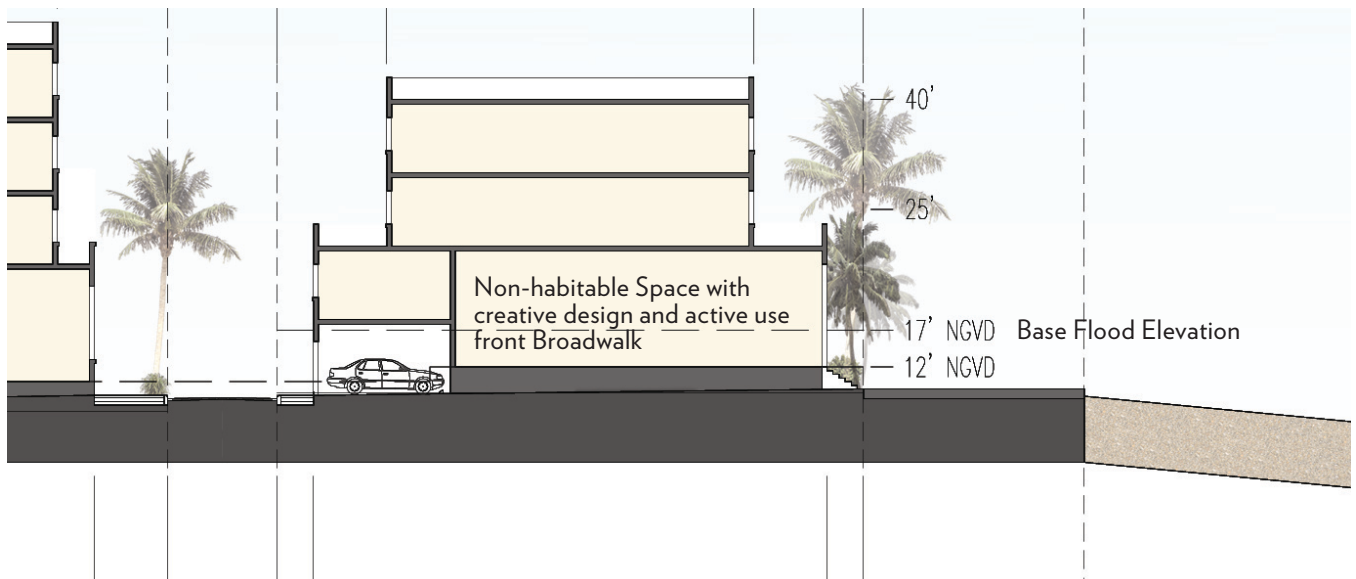
2. Base Flood Elevation

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FINAL 12.10.07



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FINAL 12.10.07

STRATEGY 1.2:

Create incentives for the preservation of designated Historic Structures

INTENT

To support the economic viability of existing businesses and historic building stock

ACTION ITEM 1

Provide bonuses for preservation of Historic Properties

In order to encourage the preservation of historic structures, a bonus of a single additional floor of new construction can be offered to property owners preserving and restoring no less than 50% of any Designated Historic Property. The following restrictions should apply:

- The restored Historic Property must obtain its Certificate of Occupancy prior to bonus permit approval.
- All new development adjacent to Designated Historic Properties must comply with the following setback regulation: From an elevation of 10' above the adjacent historic or contributing structure, setback 1 foot for every foot of height.
- Preservation of multiple historic buildings within a single property shall grant additional bonus floor area. However, it shall not qualify the developer claiming the bonus for more than one additional floor or 10'.
- The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. For example, a two story designated historic property on which the building and site including outdoors spaces, garden areas and other cultural landscape features are all restored would be eligible for additional gross floor area equal to the area of both floors of the building and the restored site area. A building in which the site area is not restored according to the Secretary of the Interior's Standards would not be eligible for bonus gross floor area for the site area not restored.

ACTION ITEM 2

Tap into funding sources for historic preservation to support existing hotel business

The National Trust for Historic Preservation has grant funding for both city agencies and property owners that can be leveraged through CRA information and education programs targeted at property owners seeking assistance in the renovation of their historic buildings and properties. The State Historic Preservation Office (SHPO) has information on any applicable state and federal funding programs or tax incentives credits for income-producing buildings. In addition, Broward County has a tax incentive program for historic renovations that the CRA can provide information to property owners.

The National Trust's Resource Center provides information on many aspects of preservation including bed and breakfast inns. To contact the Resource Center, call 202-588-6164 or send an e-mail to feedback@nationaltrust.org.

National Trust Insurance Services (NTIS), administered by the firm of Maury, Donnelly & Parr, specializes in insuring historic properties, both commercially and privately owned. NTIS can help owners of historic buildings and homes evaluate their insurance needs and obtain the coverage necessary. For more information, please call 1-866-269-0944 or e-mail info@nationaltrust-insurance.org; or visit their website at <http://www.nationaltrust-insurance.org/>

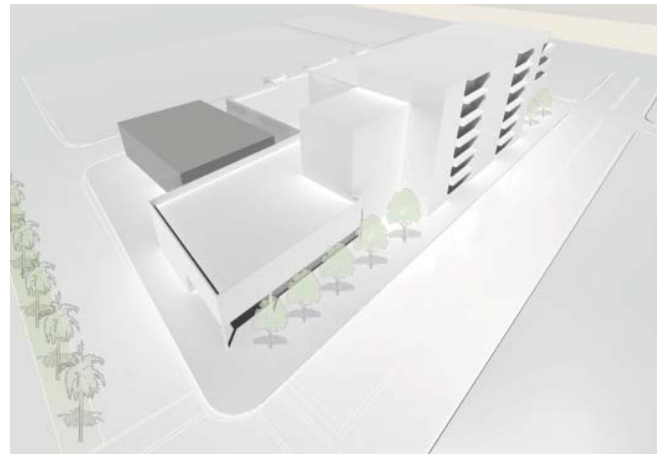
1. Historic structure in relation to new development

2. Base Flood Elevation

FINAL 12.10.07

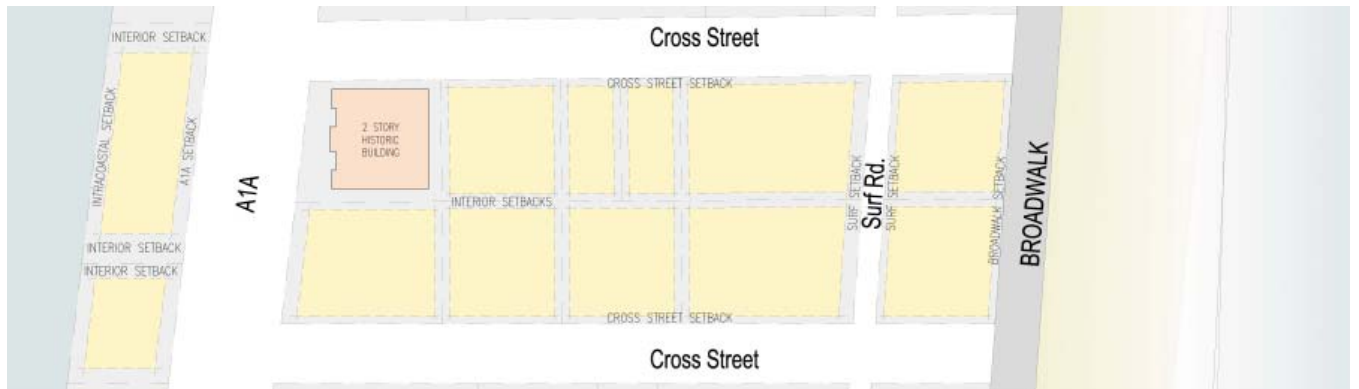
REQUIREMENTS FOR CONSTRUCTION ADJACENT TO HISTORIC PROPERTIES

Bonus Height	One additional floor not to exceed 10'
Setbacks	From an elevation of 10' above the adjacent historic or contributing structure, setback 1 foot for every foot of height.
Bonus Floor Area	Less than or equal to the building floor area or net lot area of the preserved and restored Historic Property, whichever is greater.



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STRATEGY 1.3**Define the Character of Future Development on the Beach****INTENT**

To establish zoning and design standards that support the continuity of Hollywood Beach's resort atmosphere.

ACTION ITEM 1*Relate zoning to Land Use*

Discrepancies between the underlying land use established by the County's Comprehensive Plan and the zoning districts on the Beach contribute to the uncertainty about what scale and type of development is appropriate and permissible. Existing Land Uses are illustrated beside Existing Zoning districts, on the following page. The existing BRT-25 zoning district encompasses both Residential and Commercial land uses creating ambiguity about the actual development potential of a property.

The following zoning overlay districts are proposed to reflect the underlying land use designations and to define the character of future development on Hollywood Beach. The proposed zoning regulations may be found in Appendix A Proposed Zoning and District Design Standards .

- **Beach Resort Residential – BRT-25R:** applicable to all residential developments within the boundaries, with varying criteria established for properties north of Tyler Street and south of Harrison Street.
- **Beach Resort Commercial – BRT-25C:** applicable to all commercial developments within the boundaries, with varying criteria established for properties north of Tyler Street and south of Harrison Street. Residential uses shall not be permitted within this zoning designation.
- **Beach Resort A1A Residential – BRT-25-A1A R:** applicable to all residential developments within the boundaries with frontage on State Road A1A and the Intracoastal, with varying criteria established for properties north of Tyler Street and south of Harrison Street.

- **Beach Resort A1A Commercial – BRT-25-A1A C:** applicable to all commercial developments within the boundaries with frontage on State Road A1A and the Intracoastal, with varying criteria established for properties north of Tyler Street and south of Harrison Street. Residential uses shall not be permitted within this zoning designation. Boat rental uses shall be permitted in this zoning designation

- **Broadwalk Historic District – BWK-25-HD-R:** applicable to all residential developments within the boundaries with frontage on the beach front Broadwalk and Surf Road,

- **Broadwalk Historic District – BWK-25-HD-C:** applicable to all developments within the boundaries with frontage on the beach front and Surf Road, with varying criteria established for properties north of Tyler Street and south of Harrison Street. Residential uses shall not be permitted within this zoning designation.

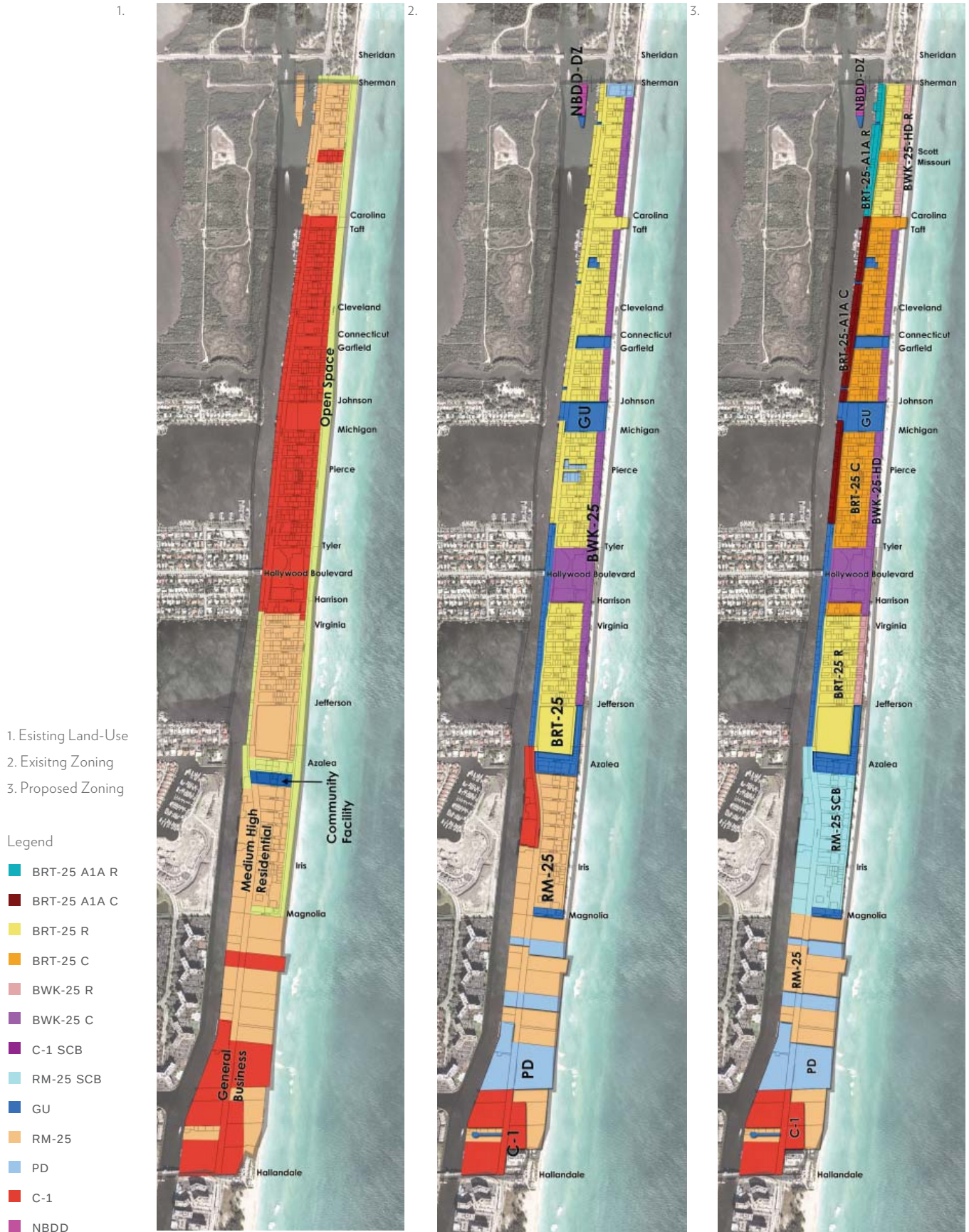
- **Residential Multifamily – South Central Beach - RM-25-SCB:** applicable to all residential development within the boundaries, with varying criteria established for properties with frontage on State Road A1A. This district incorporates the previous C-1 district, the underlying land use of which is Residential, not commercial.

ACTION ITEM 2*Establish District Design Standards*

The character of construction is as important as the use, scale, massing and articulation of construction. Design Standards are recommended to address issues that are not addressed by land use and zoning controls such as the materials, aesthetics and performance of buildings and associated site improvements as follows: Hollywood Beach has an existing scale and architectural richness that merits preservation and new development and renovations should strive to achieve a fit with the context that enriches and extends the existing character. The standards are intended to ensure a level of consistency that will avoid visual clutter that would detract from the already rich architectural environment. All building projects should be reviewed for compliance with these standards, as required in the Zoning regulations. The District Design Standards may be found in Appendix A: Proposed Zoning and District Design Standards

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FINAL 12.10.07



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FINAL 12.10.07

ACTION ITEM 3

Clarify the Development Process

A clear and consistent review and approval process is necessary to ensure that the development of Hollywood Beach is predictable and reflective of a consensus community vision of what is appropriate. In order to clarify the development process, the following modifications to the approval process are proposed:

- a) **Establish a separate review board for CRA projects to:**
- Review compatibility of improvements with designated Historic Properties
 - Review compatibility of new construction with Historic District design standards
 - Review compatibility of new construction with District Design Guidelines
 - Review additional hotel units from Hotel Unit Density Pool
 - Review requests for variances

- b) **Require proof of hardship for variances.**

- c) **Prohibit the use of “Planned Developments”.**

ACTION ITEM 4

Define terms

The following definitions shall apply to the zoning districts recommended by the Master Plan and shall supersede conflicting definitions in the City Zoning Code.

Active Liners: Architecture treatment with an Active Use intended to conceal parking structures.

Active Uses: In Commercial Districts, Active Use shall mean the interior space of a building fronting a street and containing a use providing for a significant level of pedestrian activity. Such uses shall be accessible by the general public and shall provide a public entrance from the street. Such uses shall include retail, personal services, restaurants, coffee shops, libraries, municipal facilities, common area or lobbies. In Residential Districts, Active Uses shall include residential units, lobby areas, lounges, gyms and recreation spaces.

Alley: A public vehicular accessway designed as a secondary means of access to abutting property, and not otherwise designated as a street, avenue or other public thoroughfare.

Articulation: Composition of building elements, shape, mass and form that modulate the rhythm of the façade, improving the overall composition and aesthetic.

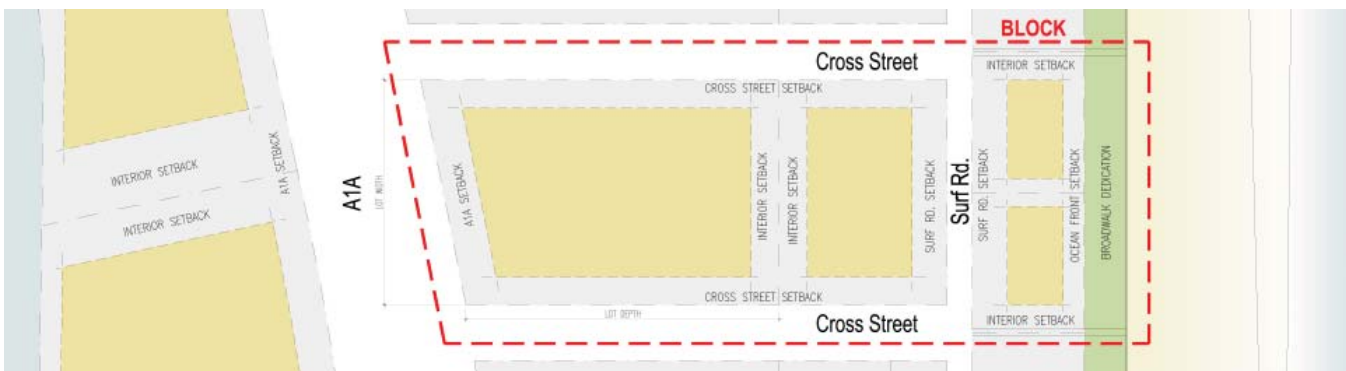
Blank wall: A wall without openings such as doors and windows.

Block: A parcel of land entirely surrounded by streets, streams, railroad, rights-of-way, parks or other public space or combination thereof.

Building Base: The portion of the building directly above the foundation; the area of a structure below the tower setback. The maximum allowable height of the Building Base is 25 feet.

Building Tower: The area of a structure above the Building Base (25 feet) and second setback.

1. Block



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Contiguous: A contiguous parcel is any property having at least 40 feet of property or lot lines in common.

Cross Streets: Any street, not to include Surf Road, State Road A1A, and Broadwalk.

Dedicated Recreational Greenspace: a publicly accessible park, public garden, play ground or other recreational facility designed under the direction of a landscape architect and consistent with the standards of the National Park and Recreation Association.

Frontage: The length of a property abutting a public right-of-way.

Height: Height is measured from the median established grade of the site to the top of the structure, excluding decorative elements and parapet walls. Vertical circulation is excluded from maximum building height.

Historic Preservation/Renovation Bonus: The additional allowable developable area contingent upon the preservation and restoration of no less than 50% of any existing Designated Historic structure in conformance with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.

Lot Width: The horizontal distance between the side lot lines, measured along the frontage of a property.

Median Established Grade: The average of the highest and lowest established grade of the site.

Transparency: Transparency, where required, shall be accomplished through the use of doors and windows of clear glass or through building openings such as breezeways, courtyards or other similar openings. Vehicular driveways and service access areas are not applicable.

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PRINCIPLE 2

Make Hollywood Beach a Model Green Community

Establishing Hollywood Beach as the premiere environmentally friendly destination in Florida will establish a stable clientele and allow the beach to take advantage of its existing character to support the existing and new businesses that give the Beach its resort atmosphere. Loyal repeat visitors are often found among specialized recreation enthusiasts. Both the existing and new businesses can build on the Beach's existing brand of hospitality by creating a resort that reflects both the tradition of the small Mom and Pop hotels and a more upscale but still casual, nature-based and healthy lifestyle reflected in the "green" ethic. The revitalization of the economy of the Beach will in turn ensure its capacity for on-going resource stewardship for the fragile barrier island.

MAKE HOLLYWOOD BEACH A MODEL GREEN COMMUNITY

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STRATEGY 2.1

Develop a distinct brand identity that emphasizes “Green” features

INTENT:

To create and sustain a character and identity for the Beach that reflects its inherent value

ACTION ITEM 1

Work with the Office of Tourism to Establish Hollywood Beach as an Environmentally Friendly Destination

The CRA and local business groups should work with the city’s newly established Hollywood Office of Tourism Marketing Advisory Committee (HOTMAC) committee to create a distinct brand identity for Hollywood Beach that distinguishes it from other destinations. The big picture marketing strategy for Hollywood is already addressing the need for Hollywood to compete effectively with other local beach communities and distinguishing Hollywood based on its history and character is a part of that strategy. The Beach CRA should take an active role in creating and maintaining a clear and compelling brand identity for the Beach. The Beach’s identity should emphasize nature-based recreation opportunities and eco-friendly development standards such as Alternative Transportation options and environmentally-friendly buildings and landscapes.

ACTION ITEM 2

Create a Quality Small Lodging District

Small independent businesses benefit from marketing a destination identity to which they all belong. Promoting and protecting that brand identity is in the interest of all the lodgings and hotels in the district and the Quality Small Lodging District provides a mechanism to establish and maintain a standard of service and coherent brand identity that will support the collection of Mom and Pop and boutique hotels that contribute to the character of the Beach.

ACTION ITEM 3

Create an Integrated Greenspace Framework to Increase and Improve Nature-based Recreation Opportunities

Access to nature-based recreation that leverages the Beach’s many natural assets is a key part of the Master Plan vision. Key features of Hollywood Beach’s potential for a “green framework” are illustrated. In order to implement these recreation amenities, Hollywood Beach can tap into funding sources for nature-based recreation available from the Florida Department of Environmental Protection Office of Greenways and Trails (OGT) Recreational Trails Program (RTP), the Florida Recreation Development Assistance Program (FRDAP) and the Land and Water Conservation Fund (LWCF) grant programs. A Greenways and Trails System Plan should be developed to address regional recreation needs and priorities in order to establish eligibility for these funds. For example, a bike and pedestrian connection between Hollywood Beach and the mainland is an important means of making the beach accessible to everyone in Hollywood and is therefore a High Priority Multi-Use Trail linkage in the Florida Trails Network. Eligibility criteria and documentation requirements for grant applications should be addressed specifically in the plan. Major projects required to build an Integrated Greenspace framework are as follows:

- a) Establish the Broadwalk as the premiere bicycling destination in Florida
- b) Establish a multi-use trail link at Hollywood Beach Boulevard (See also the Mobility and Parking Plan)
- c) Create a Beach Walk and Park in South Central Beach
- d) Create a Boardwalk along the Intracoastal Waterway
- e) Implement environmentally friendly street improvements to improve the pedestrian character of the Beach. (See also the Mobility and Parking Plan.)

- 1. Beach Walk
- 2. Landscaped Setbacks
- 3. Integrated Open Space Framework -detail (South Central Beach)

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ACTION ITEM 4

Create zoning controls and design guidelines that improve public access to natural and recreation assets

In addition to major capital improvement projects, zoning and design controls are recommended to ensure that the landscape context of Hollywood Beach is a prominent, healthy and accessible feature of the Beach environment. Key elements of the zoning and design standards that address this issue are as follows:

- a) Encourage active waterside uses along the Intracoastal, including rental of a limited types of boats (excluding, for example, jet ski.)
- b) Establish setback requirements that protect views and pedestrian access to the Intracoastal Waterway and the Beach
- c) Establish landscape requirements that ensure public rights of way that contribute to the environmental health and beauty of the Beach



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MAKE HOLLYWOOD BEACH A MODEL GREEN COMMUNITY

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STRATEGY 2.2

Create a Mobility and Parking Plan

INTENT:

To distinguish and enhance the visitor experience of Hollywood Beach with alternative mobility options and the associated positive impacts on building form, sense of community, and environmental health

ACTION ITEM 1

Conduct a Feasibility Study to Support Implementation of a Shared Parking and Transit System

Cars have become a prime determinant of urban form, quality of life and the visitor experience of Hollywood Beach and a major threat to its survival. The impact of cars on the environment from CO₂ emissions is a significant contributor to Global Warming and the provision of parking a major contributor to architectural monotony and unpleasant walking conditions. Reduced reliance on cars within Hollywood Beach should be a priority. It should be convenient to arrive at the Beach and park the car until it is needed for excursions beyond the Beach or even to arrive without a car and to rent one only for excursions beyond Hollywood Beach.

To reduce reliance on cars, the CRA should implement a shared parking plan that supports alternatives to using the private car for every trip. Measures should be taken to increase the attractiveness of alternative forms of mobility such as walking, biking, low or no emission vehicles and transit and to reduce requirements for on-site parking that distort building forms. A planning and design study should be conducted to develop a feasible shared parking and transit system with the following elements:

- Public Garages with parking available by permit to tourist-based commercial properties
- A circulator on Surf Road and State Road A1A to link existing and proposed public garages and destinations
- Alternative mobility options including bike rental/share, car share, electric car rental, scooter and cart rental and valet service to link public garages and hotels and other

destinations

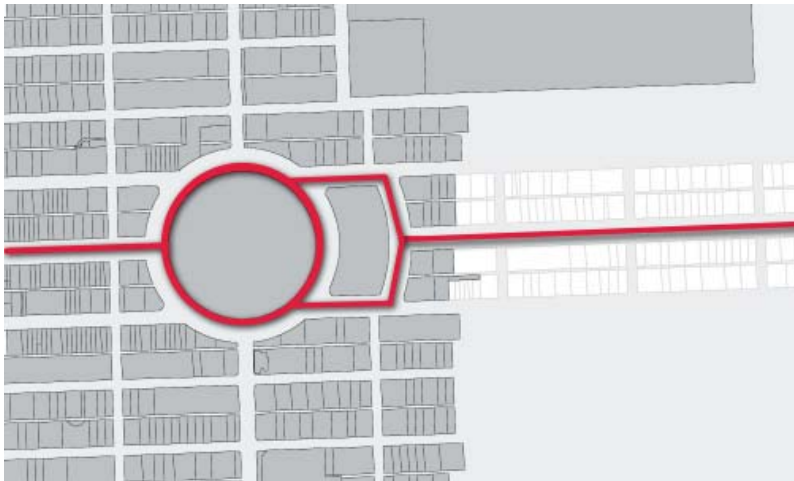
- A district valet strategy that protects on-street parking, traffic flow on side-streets and makes parking convenient for tourist-serving businesses
- Transit links between the Beach and Downtown
- Attractive transit – vehicles, stops and shelters, signage
- Public Information
- Reduced parking requirements for non-residential uses that provide alternative mobility options
- A phasing strategy that ensures that parking requirements are not reduced before alternative transit and mobility options are implemented.
- Creation of an Alternate Mobility Trust Fund



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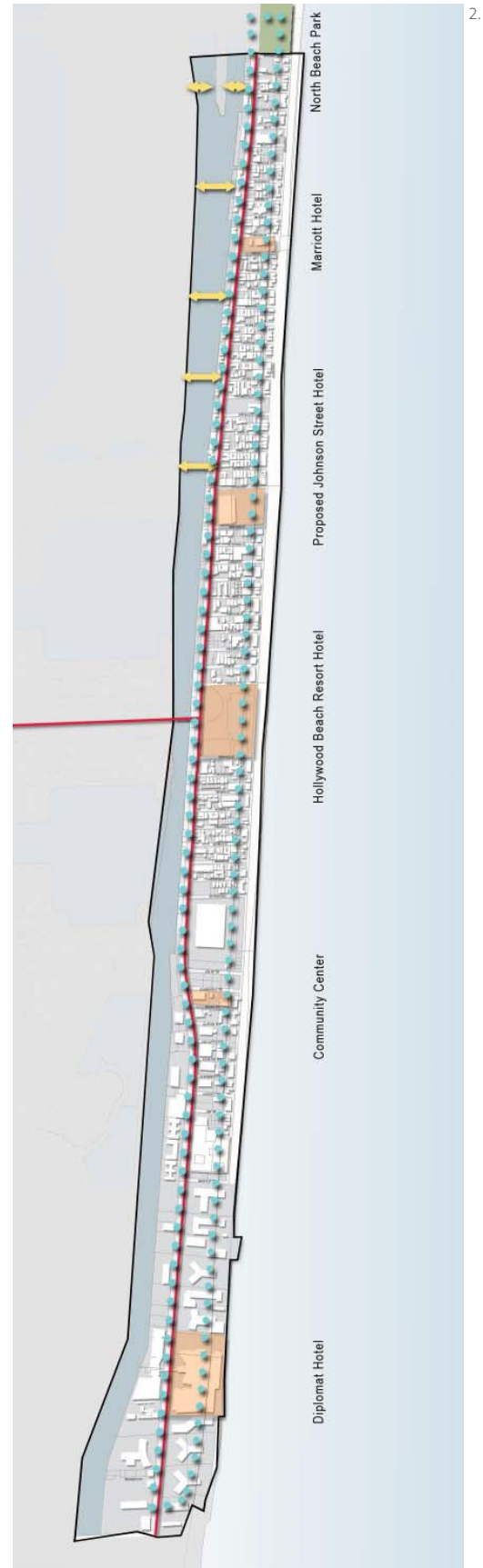


3.

1. Personal mobility options
2. Appealing transit
3. Transit system elements and Downtown Hollywood Connection

Legend

- Local Tram Service
- Express Circulator Downtown
- Parking Facilities



2.

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STRATEGY 2.3

Create Pedestrian Friendly Streets

INTENT:

To distinguish and enhance the visitor experience of the Beach

ACTION ITEM 1

Design streets for pedestrian comfort and interest

Providing for a pleasant walking experience is one of the key features of the vision for Hollywood Beach. Foot traffic is the lifeblood of local businesses. A healthy business community depends on an environment that supports walking in place of reliance on cars. Because of its compact scale, the Beach has the potential to evolve into a destination in which the car is not needed for every activity. Dining, lodging, shopping and recreation should all be car-free activities. Walking to these activities enhances both the visitor experience by reinforcing a sense of community and supports the business community that relies on foot traffic. The measures that are required to ensure a pedestrian experience that is superlative are as follows:

- Street design that prioritizes pedestrians, with particular attention to transforming A1A into a pedestrian-oriented thoroughfare
- Zoning controls on the mass, articulation, and height of buildings
- Design standards that encourage active uses at street level and protect views and access to the Beach and Intracoastal
- Design standards that ensure the landscape quality of the public rights-of-way

ACTION ITEM 2

Establish functional classifications for streets

The Beach's extremely restricted rights-of-way require both appropriate uses, design and scheduling of functions to ensure their use is efficient and can accommodate all of the functions that they are required to serve. Everyday traffic, pleasant pedestrian access, transit access, and service access such as trash pick up and delivery to businesses should be

coordinated. Surf Road, an alley, functions primarily as a service street but must also accommodate transit and pedestrian access. Service and trash pick up should therefore be restricted to defined periods that do not coincide with peak traffic or operation of transit vehicles. It is recommended that the City Commission establish a standard for commercial trash removal that includes requirements for standard receptacles and scheduled removal.

ACTION ITEM 3

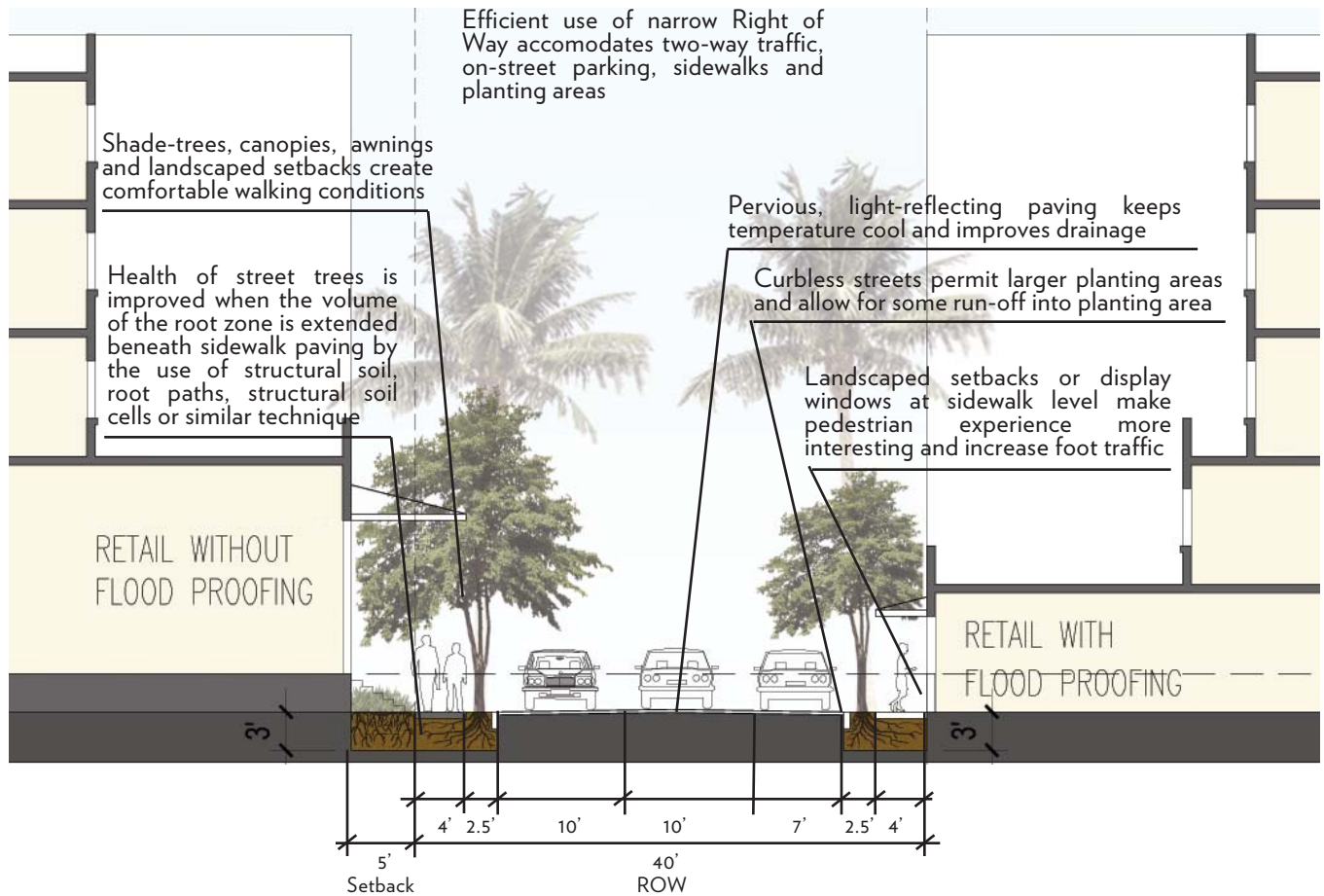
Create a Sustainable Urban Forest

The lack of shade on the Beach has a cascade effect of environmental and quality of life impacts called the Heat Island Effect, in which a preponderance of paved, heat absorbing surfaces such as parking lots, roads and roofs increase the temperature of the area by as much as 10 degrees. This makes walking an unpleasant prospect and devitalizes the business environment. A healthy urban forest can reduce the temperature of the city by up to 10 percent, reduce energy consumption, and sequester carbon. The CRA should ensure that the tree canopy of the beach is increased to recommended levels through implementation of landscape requirements on private property, as recommended, and the establishment of an aggressive planting program in the public rights of way.

Current streetscape plans should meet the following criteria:

- 15-30% canopy coverage that shades 50% of paved areas.
- Select a variety of tree species to ensure adequate diversity to buffer the tree canopy from hazards that may disproportionately impact a particular species.
- Use native canopy trees that enjoy coastal locations
- Limit the use palm trees, which do not create adequate shade. Palm trees should not be used for required street trees but limited to accents.
- Coordinate utilities and streetscape design to eliminate potential conflicts between utility lines and tree roots by ensuring that utility lines and trees each have a dedicated share of the right-of-way. Sufficient right of way must be dedicated to the roots of trees to ensure that the trees reach their natural size and to promote longevity. Most streetscape plantings fail because of insufficient area for proper root structure development.

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1. Typical Cross Street Section with Pedestrian- and Environment-Friendly Characteristics
2. Pedestrian-Friendly Streets



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ACTION ITEM 4

Develop a coordinated Bicycling Plan

To facilitate adoption of biking as a preferred mobility option for visitors to the Beach as well as residents, a coordinated plan should be developed. Funding for bicycling programs can be found through a variety of state and federal programs through the transportation departments such as the Transportation, Community, and System Preservation Program offered by the Federal Highway Administration. The CRA should lead an effort to establish a commitment by key city agencies to implement the recommended strategies and ensure significant and sustained funding, particularly by prioritizing bicycle projects in federal transportation grant programs.

The Bicycling Plan should establish a bike-friendly environment that accomplishes the following:

- Coordinate with the Integrated Greenspace Framework
- Engage local biking clubs and organizations
- Establish a network of trails and on-street bike lanes in coordination with FDOT
- Focus on the Broadwalk as a superior biking facility
- Work with the Greenway Alliance to establish the Beach as a primary destination on the East Coast Greenway
- Work with the Quality Small Lodges program and HOTMAC to establish the Beach as a biking destination
- Provide adequate parking for bicycles
- Ensure that transit vehicles are equipped with bike racks that carry bikes
- Create education publications such as a bike map, bike safety guides
- Promote bike-friendly businesses through the Hollywood Office of Tourism Marketing Advisory Committee (HoTMAC) and other Chamber activities

- Locate “Bike Stations” in public garages to house parking, repair, rental, information and bike-related retail

- Stage innovative outreach programs such as bike festivals

- Coordinate a bike rental program with local hotels
- The CRA should establish strong relationships with local biking clubs and organizations such as the Florida Bicycling Association and the Association of Pedestrian and Bicycling Professionals, which provides technical assistance through development of standards for bicycling facilities and guides such as “Bicycle Friendly Communities” to help with the development and implementation of the Bicycling Plan

ACTION ITEM 5

Support alternative mobility with information and wayfinding signage for parking and mobility options

In order to entice visitors out of their cars and encourage them to walk or choose other forms of alternative mobility, it is essential that the Beach provide exhaustive public information on the options available. A public information program should begin with clear and attractive signage that locates public garages, bike rental and bike parking areas, bike paths, valet parking stands, car share, and alternative “smart car” rental locations, car rental facilities. All tourist information including materials available from the CRA itself, the HOTMAC, and the Quality Small Lodges program should highlight easy parking, fun and affordable alternatives, and enticing pedestrian amenities. The mental image that visitors make of Hollywood Beach should be formed around the availability of alternative transportation. Maps, wayfinding signage, and explanatory brochures will all play a role in making mobility options accessible and desirable. The European Union has blazed a trail in this sort of program and its materials and programs can serve as a model. The EU promotes awareness days, for example, that encourage citizens and visitors to “Leave your car at home” and focuses these efforts around celebrations and public events that anticipate large numbers of visitors.

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1.



3.



2.

1. Bike Parking Options include wall-mounted bike storage (1); Covered racks (2) and Bike "Stations" - public garage-integrated facilities with service and rental options (3).

4. Broadwalk Bike Trail

5. Wayfinding Signage makes options easy to find



4.



5.

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STRATEGY 2.4

Establish Sustainable Standards and Practices

INTENT:

To protect and enhance the environmental quality of the Beach.

Global warming poses a real and imminent threat to the survival of Hollywood Beach from increases in sea level and intensified hurricanes if greenhouse gas emissions are not reduced significantly in the next ten years. According to the U.S. Department of Energy, buildings use 70% of electricity generated in the United States and their construction and operation are responsible for 40% of CO₂ emissions. Existing technologies and practices that reduce energy waste in buildings have the potential to adequately reduce greenhouse gas emissions in the United States within the time frame required to have an effect on climate change. Immediate and measurable reductions in CO₂ emissions in all buildings should be the goal of all development on Hollywood Beach, as in the city as a whole and throughout the United States.

In addition to the impact of buildings on climate change, the deterioration of the built environment of Hollywood Beach and the resulting diminishing quality of life includes impacts directly related to buildings and building activity. Green building practices provide the framework and tools to allow for building in an efficient, healthy, and ecologically responsible manner. Crafting a green building policy to accelerate the rapid adoption of green building practices as the standard of development on Hollywood Beach should be a priority. Revisions to the zoning code take a first step in this direction by promoting a built environment that minimizes the negative consequences of building construction. The zoning regulations proposed define a scale and character of development that is sustainable on a small barrier island with a fragile ecological context. Green building construction and operation standards should be implemented to guide all new construction and renovation of Hollywood Beach's existing building stock. Green building standards offer the following benefits:

- Conserve energy, water and other natural resources.
- Strengthen established goals related to appropriate density, mixed-use and transit-oriented development, storm

water and erosion control; brownfield redevelopment, and increased bicycle and pedestrian access.

- Save building owners and tenants money through increased operation and maintenance efficiencies.
- Improve indoor air quality and the health, well being, and productivity of occupants.
- Minimize local ecological degradation (habitat, air, soil, and water) through efficient site and building design, sustainable construction practices, and the use of building materials and operational practices that conserve resources and minimize pollution and deforestation.
- Keep money in the local economy and create new local industries and jobs.

ACTION ITEM 1

Establish Green Building Incentives

The District Design Standards establish minimum requirements for environmental performance. Higher LEED certifications (Silver, Gold, Platinum) should be encouraged through the implementation of an incentive program tied to the level of certification achieved. This initiative should be coordinated with the City of Hollywood's similar program initiative so that the incentives provided work within the framework of other development controls proposed for the CRA area and are compatible and competitive with incentives offered by other areas and jurisdictions. The CRA is well positioned to attract green development to the Beach by offering financial incentives, which have proven to be an effective means of encouraging green development. Appropriate incentives must be determined in cooperation with the City of Hollywood and must be compatible with the vision established by the Master Plan. Height bonuses or deviations from the zoning controls and design requirements would not be appropriate as incentives for green building. In their place, attractive incentive programs can include Expedited Plan Review, grants, waiver of permit fees or reduction of other City fees, matching funds for foundation grant funding and for Federal and State incentives, assistance in identifying financing opportunities for Green design coordinated with the Florida Energy Office, as well as marketing assistance tied to the Beach's "Green" brand identity.

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ACTION ITEM 2

Adopt additional environmental standards

In addition to enacting a Green Building Ordinance establishing requirements and incentives for Green Building, the CRA in cooperation with the City of Hollywood can implement environmental conservation ordinances recommended by the Florida Department of Environmental Protection requiring Florida Friendly Landscapes and the use of Water Conserving Fixtures. Model ordinance language is available from the Florida Department of Environmental Protection and South Florida Water Management District.

ACTION ITEM 3

Establish Sustainability Standards for Public Improvements

All public improvements should be guided by minimum sustainable building standards. The following standards should be applied to all public improvement projects within the CRA area:

a) Street lighting

- Select fixtures that are suited to the application to avoid unnecessary, too strong or inefficient lighting.
- Use photocell controls to turn lights off during daylight
- Use most up-to-date technologies to maximize efficiency in energy use, installation and maintenance costs. Energy efficient fixtures and lamps such as Metal Halide cut-off lamps with efficient light distribution and up-to-date energy efficient light bulbs use less energy and also require fewer maintenance calls.
- Evaluate the long-term cost of any lighting option to ensure the best return on investment. Improved operating cost from energy reduction and fewer maintenance calls can offset higher initial cost.
- Use efficient design to reduce the number of fixtures required and to provide even light quality. This can reduce the initial capital cost as well as operating expenses from more efficient energy use. Using the right amount of light to illuminate only the required surfaces improves the quality of the light and improves safety.

- Reduce light pollution. Turtle-friendly full-cut off “dark sky” fixtures that eliminate light trespass and glare also improve the quality and evenness of light, improve visibility and create a more aesthetically pleasing atmosphere.

- Use solar power (photovoltaic panels) or wind power to supply energy for outdoor lights. Small panels can be integrated into each light or public-art features & shelters that integrate photovoltaic panels can be used to generate power for streetlights

b) Paving

- Limit the extent of paved areas to increase groundwater recharge and reduce heat gain. Less paving and more planting areas allow storm water to be absorbed back into the water table and also reduce the heat absorbed by the city.

- Use porous paving such as pervious asphalt or pervious concrete, gravel, or washed shell to reduce storm runoff and increase groundwater recharge.

- Use light colored paving to reduce heat absorption

c) Drainage

- Retain, detain and filter all storm water through natural surface flow

- Use drainage patterns to inform design of street sections (e.g. direct runoff from walkways to planting areas, incorporate large planting areas to receive run off, use pervious materials for parking lanes)

d) Planting

- Select plants with attention to the appropriateness of the plant to the site conditions – the hardiness zone, soil type, moisture conditions, light, mature plant size, desired effect, color and texture.

- Maintain and protect existing mature trees. Mature trees take decades to develop and cannot be replaced satisfactorily with saplings.

- Remove and prohibit exotic plants species.

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- Require Florida Friendly Landscape practices such as native, low-water use plants, efficient irrigation design, limited use of lawn areas, grouping plants by environmental and maintenance needs (sun, water, soil requirements), non-toxic fertilizer and pest management, mulching with organic mulch
- Improve biological diversity with varied plants including bird and butterfly food and shelter plants.
- Maintain public plantings under the supervision of a well-qualified certified arborist to ensure proper pruning, trimming, mowing and weeding.

e) Irrigation

- Reduce or eliminate the use of irrigation in public rights-of-way. Irrigation should be for droughts only.
- Use low-water use plants and properly site high-water use plants to eliminate the need for irrigation. The native plants of South Florida are adapted to the soil, moisture and salt air of Hollywood Beach and thrive without irrigation. Many non-native, non-invasive plant species are also well-adapted to our conditions. The local native plants are unique in the nation and contribute to the sense of place of the region. Native plants also attract birds and butterflies which, together with thriving plants, contribute a sense of well-being and good health through their presence. Plants that have higher water needs can be used in areas where drainage, high water table or other factors allow them to survive without supplemental irrigation.
- Do not use potable water for irrigation. Seek alternative sources such as rain water from roof down spouts, air conditioner condensate, collected in cisterns, municipal reclaimed water.

f) Materials and Waste

- Select site accessories and materials that have durability, that lend themselves to reuse and recycling and where appropriate use salvaged or recycled elements or extend the life of existing on-site structures. Materials selections should be made to limit the use of non-renewable resources, retain cultural resources, reduce waste and reduce the impact of manufacturing and transport of new materials.

- Avoid wood that is not certified from sustainable sources (Forest Stewardship Council certified)
- Prohibit CCA treated wood
- Encourage recycling by providing facilities at street ends for recycling glass, plastic and aluminum. Tap into funding sources for innovations in the area of recycling.
- Develop a palette of materials and construction techniques that are well-adapted to the local conditions to ensure fit and appropriateness as well as durability

g) Energy Consumption

- Encourage the highest level of LEED certification achievable for all CRA-funded construction, including private development projects that are provided incentives
- Require Climate Appropriate Design as defined in the Design Standards

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STRATEGY 2.5

Facilitate Green Building

ACTION ITEM 1

Create a Green Technical Assistance Program

While South Florida's acceptance of green building practices is accelerating, obstacles to adopting these innovations exist in the form of unfamiliarity and real and perceived financial and technical impediments. The CRA can facilitate green building by providing education and technical assistance to support property owners. A growing framework of education about green building techniques is emerging in South Florida but a capacity to deliver project-specific guidance for development within the Beach CRA will ensure rapid adoption. The following components should be included in a Green Technical Assistance program:

- A consultant or staff person can be assigned to assist property owners in the implementation of the LEED rating system.
- A Green Development Guidebook with detailed information on the application of the LEED rating system to Beach CRA projects can be produced to provide property owners with specific guidance on how to implement the recommended green strategies. Information programs from other cities can serve as models for the CRA in preparing such a locally relevant "how to" guide. The Cities of Seattle, Portland, Chicago and Austin all provide this type of readily accessible information with the result that green building has been rapidly and extensively adopted in these places.

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

ACTION ITEM 2

Build a Demonstration Project

In locations where technological advances in green building are accelerating, such as Woking, England (pop. 100,000), it is pilot projects implemented by public authorities that have demonstrated the viability and benefit and created a market for green investment. The CRA can accelerate green building on the Beach and establish it as a viable location for green investment by undertaking pilot projects that demonstrate strategies that are feasible for all construction on the Beach. Public facilities already planned include a fire station and public garages. Both types of facilities can be exemplary green buildings. Public garages can demonstrate exemplary water and energy conservation strategies. Programming for these facilities should include alternative energy sources for energy back-up and water conservation. RFPs for these projects should include language that encourages innovation in the provision of alternative energy sources such as solar, wind and hydrogen fuel cells as well as systems such as cogeneration, combined heat and power or trigeneration integrating central chiller systems using heat-fired absorptive cooling plants.

The CRA can work with the Florida Energy Office and the Florida Solar Energy Center to coordinate the technical requirements related to integrating alternative technologies into pilot projects. The Florida Energy Office is the first source for all funding and technical assistance programs related to alternative energy and its mandate includes working with local governments to advance the Florida Energy Plan, which has various programs to facilitate adoption of clean energy technologies. For example, H2 Florida, a statewide program to accelerate the commercialization of hydrogen technologies partners the state with industry, local governments and universities to facilitate incubation of emerging technologies and increase government procurement of hydrogen technologies by offering matching grants to attract corporate investment in demonstration projects of stationary fuel cells statewide. It encourages “market pull” through state and local government procurement and includes cost-recovery incentives to utilities for establishment hydrogen electricity generation and power storage for use as emergency back-up power. Contact: Florida Energy Office, Department of Environmental Protection, 3900 Commonwealth Boulevard M.S. 19, Tallahassee, FL 32399 Phone: (850) 245-2004

1. LEED by Example Demonstration Project

Public Beach Parking
 Nature Education
 Exemplifies Green Strategies for New Construction Project
 Green Roof
 Green Facade
 Water Collection
 Energy Production
 Low Impact Materials
 Replaces existing surface parking with more, ecologically preferable parking

2. Community Center

Renovated to LEED Standard
 Demonstrates feasible strategies for existing buildings

3. New Community Park

Provides Community Gathering Place
 Demonstrates Sustainable Landscape Practices

4. Ocean Front Park

Replaces existing surface parking
 Improves public access to Beach
 Extends Existing Dune Restoration
 Transition from Broadwalk to new Landscape Buffer and Beach Board Walk in South Central Beach

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STRATEGY 2.6

Implement Long Range Green Initiatives

ACTION ITEM 1

Create an Exemplary Recycling Program for Residential and Commercial Properties

A recycling program is a requirement for certification under the LEED green building rating system. To ensure that all new construction can meet new requirements for Green building, it is important that the CRA fully implement a reliable recycling program. Recycling is also mandated by state law and grant funding is available through the Florida Department of Environmental Protection to implement innovative waste management strategies, including exemplary recycling programs.

ACTION ITEM 2

Study the Potential for Alternative Water Sources

The LEED rating system encourages the conservation of water resources by awarding credits to buildings that reduce or avoid the use of potable water for non-potable uses such as fire-fighting, sanitary flushing, street cleaning and irrigation. One strategy for this type of savings is municipal reclaimed water or “purple pipe” systems of the type in place in Pompano Beach and elsewhere throughout Florida. The Florida Department of Environmental Protection has established a water conservation plan that requires that municipalities investigate reclaimed and other alternative sources for non-potable water. In response, the City of Hollywood is currently preparing a master plan for water reuse. The feasibility and potential benefit of bringing a supply line to the Beach from the existing water treatment plant can be addressed as part of this master plan process. Demand for non-potable water from municipal reclaimed water on the beach can be estimated based on the potential build out of the permitted development. The cost of bringing a supply line from the mainland to the Beach can be weighed against the potential water saving. Factors to consider in this analysis:

- Potential savings from retrofit of existing buildings in high-density South Beach
- Feasibility and cost of retrofitting existing buildings with

the dual pipe system required to tap a new supply

- Potential savings from new construction and building renovation in Central Beach
- Total demand from municipal facilities on the Beach that will be built in the near future (fire stations, public garages, etc.)

If analysis of the cost and benefits of a municipal reclaimed water supply for the Beach justify that system, a “purple pipe” distribution system can be laid in with current utilities projects in preparation for the development of alternative sources of water. As alternative water sources become available (municipal reclaimed water, surface water, sea water, drainage wells, cisterns, etc.) the supply system will be in place and retrofitting will not be necessary.

Cistern systems integrated with public facilities can be investigated as a means of creating a more self-sufficient water reuse program for the Beach. Green roofs that sequester stormwater for reuse should be considered for all public facilities and encouraged in the private sector. Because the subtropical climate provides an abundance of rain during the summer rainy season, storage capacity and treatment options should be explored to make water available in the dry season from public cisterns. A water reuse program can focus on reduction and elimination of reliance on municipal supply during the rainy season.

ACTION ITEM 3

Study the potential for establishing the framework for alternative clean energy resources

Global warming poses a real and imminent threat to the survival of Hollywood Beach from increases in sea level and intensified hurricanes if greenhouse gas emissions are not reduced significantly in the next ten years. Grid-dependent energy supplies that rely on fossil fuels are the single biggest impediment to reversing climate change. In response, the CRA can investigate grid-independent distribution systems that permit a variety of independent clean alternative energy sources such as fuel cells, solar and wind power. The CRA can ensure independently supplied clean energy produced this way as a post-hurricane back-up power supply for the Beach, as a service offered in place of other forms of incentives and to supplement support programs targeted at existing small businesses.

FINAL 12.10.07

The CRA can install independent distribution lines to ready the beach for future alternative energy sources. Independent distribution lines allow ring circuits that permit trading systems among small energy suppliers. This alternative to selling surplus energy to FPL's passive grid system makes alternative clean energy an attractive investment. The CRA is in a uniquely favorable position to implement such a program to provide incentives for clean energy with little cost by integrating this design parameter into already planned infrastructure upgrade projects.

STRATEGY 2.7

Implement other CRA Initiatives

ACTION ITEM 1

Enact an ordinance requiring that storm shutters be removed within a specified timeframe after hurricanes.

The persistent presence of storm shutters during non-emergency conditions creates a blighting effect in the district and discourages exploration and wandering, which are essential for generating foot traffic to support local business.

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APPENDIX 1

Proposed Zoning and District Design Standards

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

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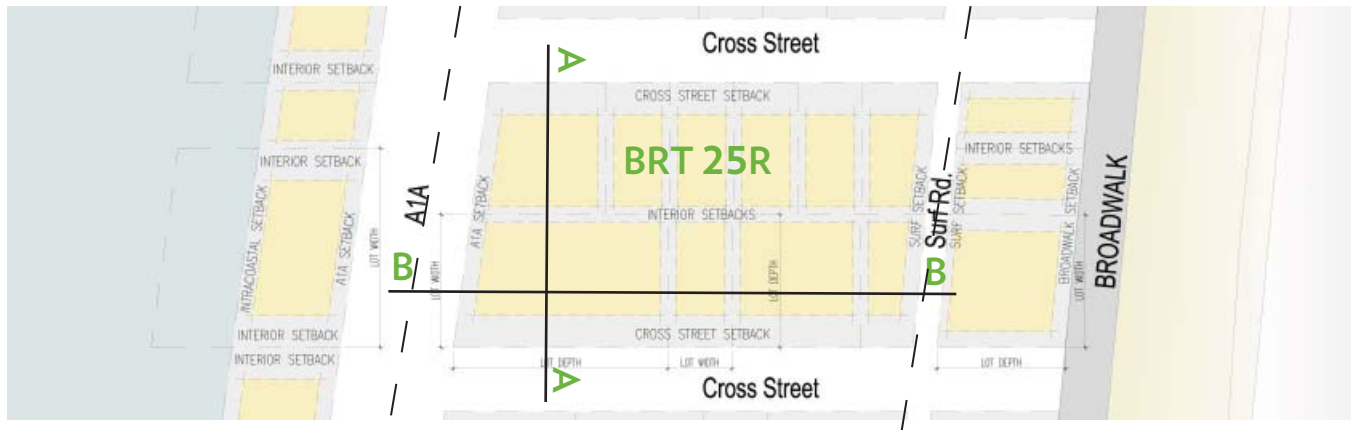
District	BEACH RESORT RESIDENTIAL - BRT 25 R																										
Use restrictions	Per existing																										
Allowable Height	50' North of Tyler St.* 65' South of Harrison St.* * Historic Preservation Bonus: One additional floor not to exceed 10'. The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. Note: All heights are measured from the median established grade of the site.																										
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Special Considerations and Requirements

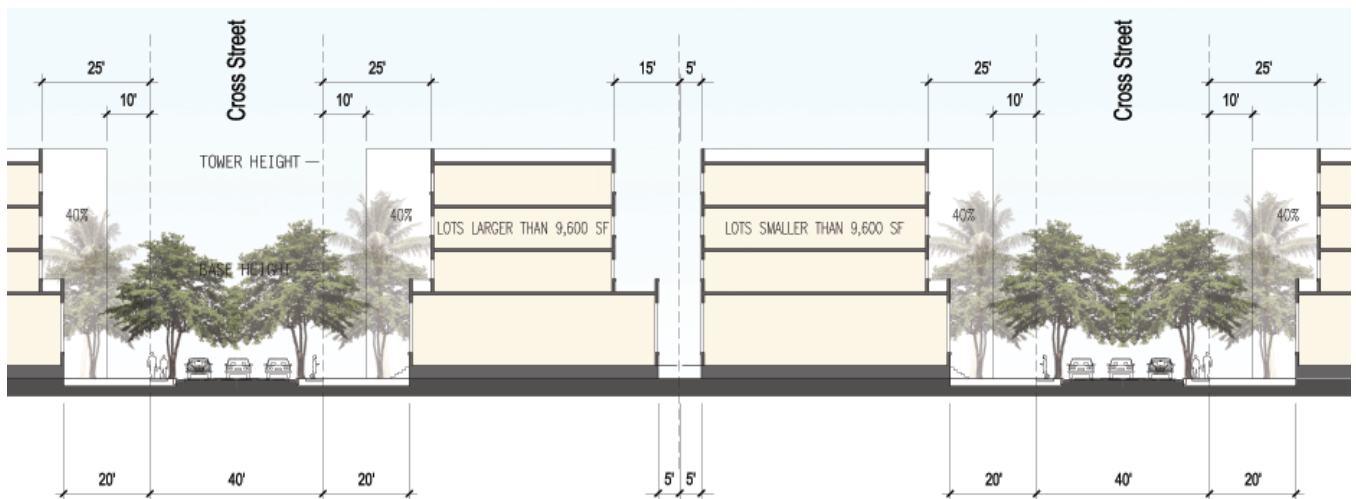
- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Additional units from Hotel Density Pool shall not be allowed.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures and bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 60% Active Uses.
- All levels of parking structures shall be lined with Active Uses or screened as defined in the District Design Standards.
- Tower building length shall not exceed 200'. Distance between Towers on the same property shall be a minimum of 50'.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

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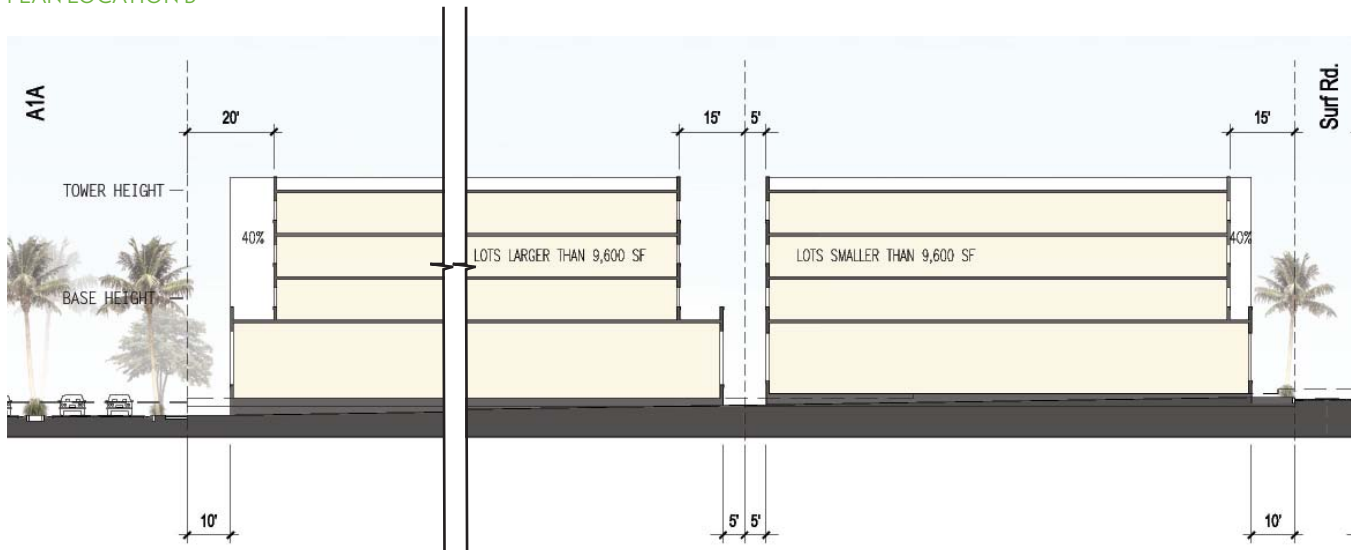
District	BEACH RESORT RESIDENTIAL - BRT 25R
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

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District	BEACH RESORT COMMERCIAL - BRT 25 C																																					
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Parking	<table><tr><td>Hotel /Motel</td><td>Minimum 1 space/room</td><td>Maximum 1 space/room</td></tr><tr><td>Retail</td><td>NA</td><td>Maximum 1 space/1000 SF</td></tr><tr><td>Office</td><td>NA</td><td>Maximum 1 space/1000 SF</td></tr><tr><td>All other Uses</td><td colspan="2">Per Existing Section 7.2</td></tr></table> • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City Shared Parking System encouraged • Off-site and Valet Parking via City Shared Parking System Allowed by Permit. • Parking within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.			Hotel /Motel	Minimum 1 space/room	Maximum 1 space/room	Retail	NA	Maximum 1 space/1000 SF	Office	NA	Maximum 1 space/1000 SF	All other Uses	Per Existing Section 7.2																								
Hotel /Motel	Minimum 1 space/room	Maximum 1 space/room																																				
Retail	NA	Maximum 1 space/1000 SF																																				
Office	NA	Maximum 1 space/1000 SF																																				
All other Uses	Per Existing Section 7.2																																					

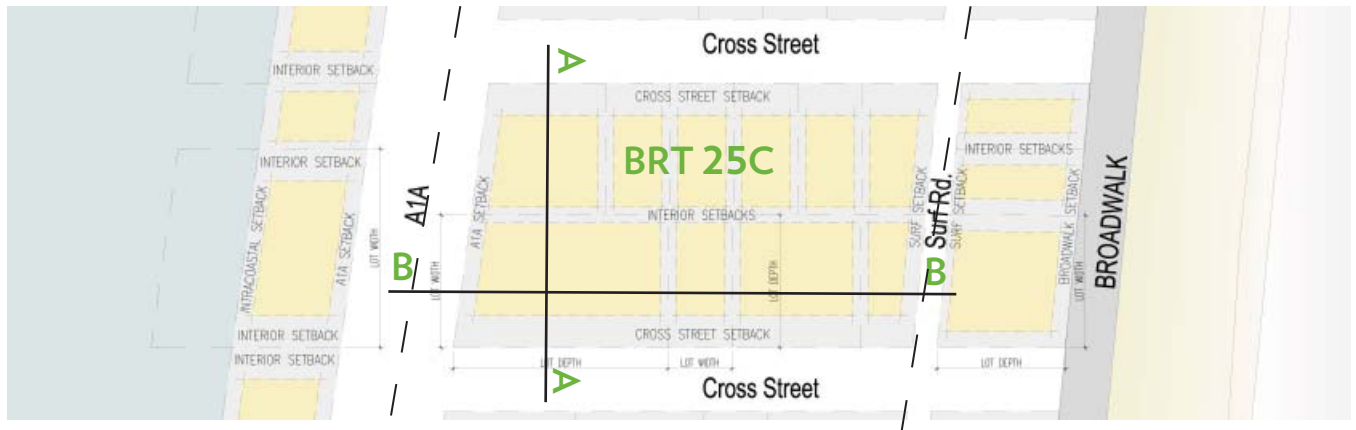
Special Considerations and Requirements

- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Lots greater than or equal to 17,000 gross square feet may request an additional 20 rooms per acre for a maximum 70 rooms per acre.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 60% Active Uses.
- All levels of parking structures shall be lined with Active Uses or screened as defined in the District Design Standards.
- For Commercial Active Uses, the first vertical 10 feet or 20 feet (for two story retail) of building elevation shall be composed of 50% Transparency.
- Tower building length shall not exceed 200'. Distance between Towers on the same property shall be a minimum of 50'.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

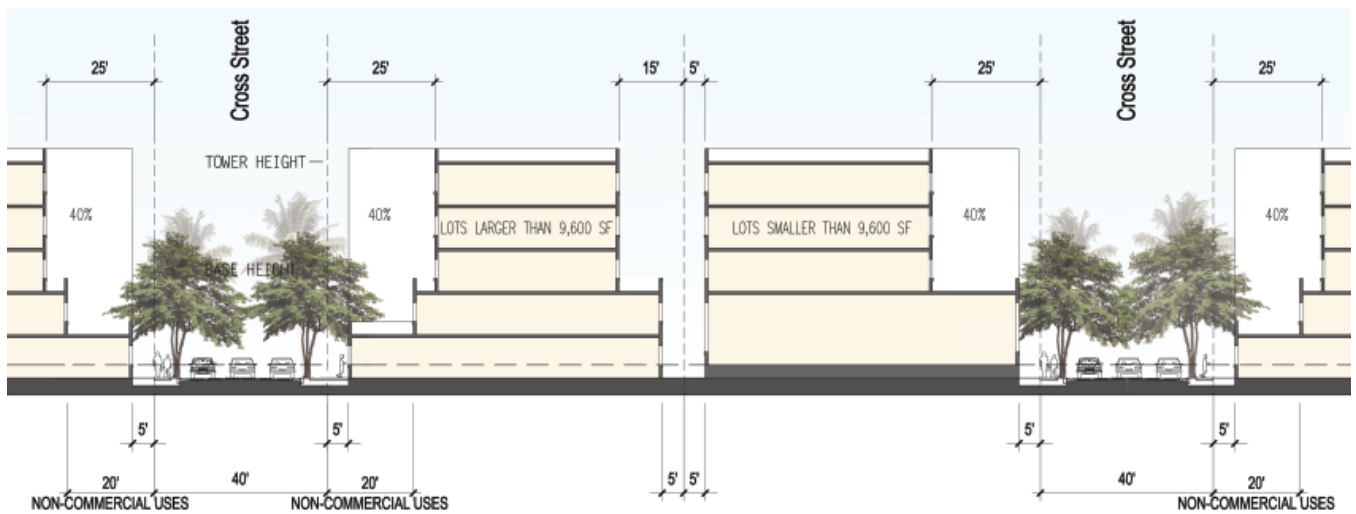
PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

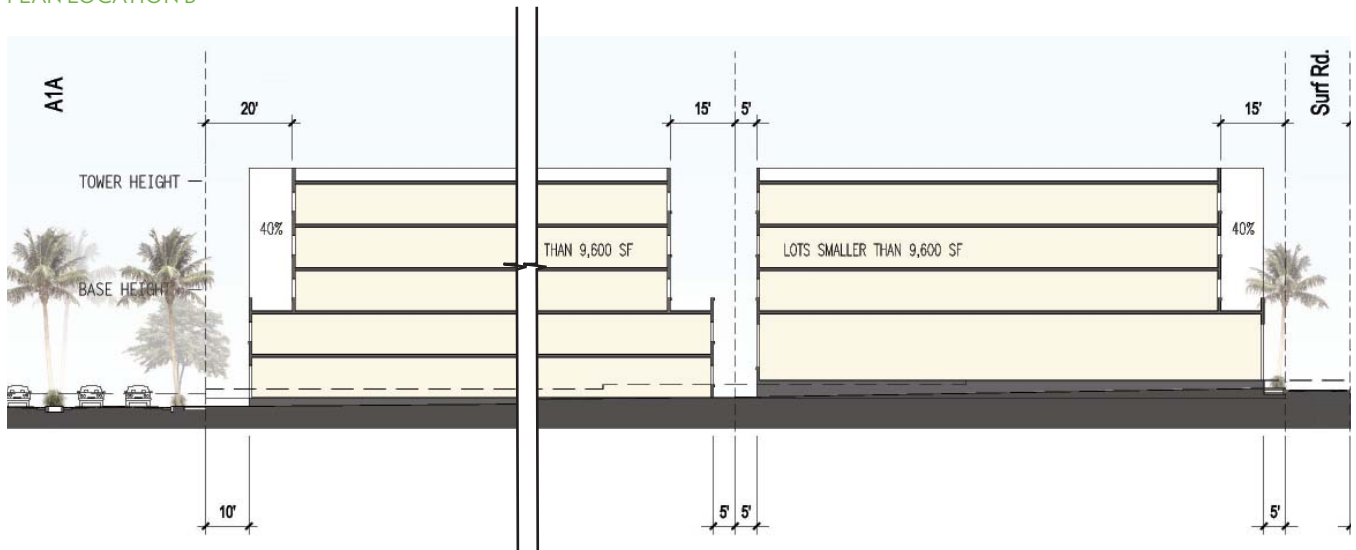
District	BEACH RESORT COMMERCIAL - BRT 25C
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

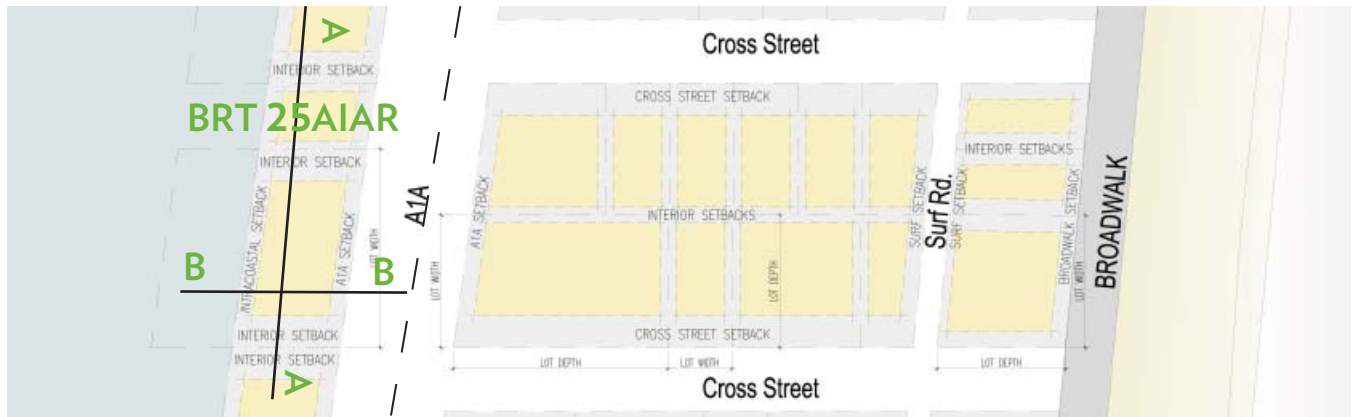
District	BEACH RESORT A1A RESIDENTIAL - BRT 25 A1A R														
Use restrictions	Per existing														
Allowable Height	50' North of Tyler St.* 65' South of Harrison St.* * Historic Preservation Bonus: One additional floor not to exceed 10'. The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. Note: All heights are measured from the median established grade of the site.														
Setbacks	<table><tr><td>A1A</td><td>Ground:</td><td>10'</td></tr><tr><td></td><td>Tower:</td><td>20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage</td></tr><tr><td>Intracoastal</td><td>Ground:</td><td>10' to be measured from the water's edge</td></tr><tr><td>Interior*</td><td>Ground:</td><td>For lots less than or equal to 150' wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 5' minimum. For lots greater than 150 feet wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 20' minimum. The required separation distance between buildings on the same property may count towards the interior setback requirement. Properties providing the required separation distance between buildings on the same property in addition to the required 25% interior setback are permitted an additional height allowance of 10' for up to 40% of the building length measured along State Road A1A. For all lot widths: Buildings with a maximum height of 30' and a maximum building length of 150', the 25% interior setback requirement shall not apply and interior setbacks shall be a minimum of 10' and the required separation distance between buildings on the same property shall be a minimum of 30'.</td></tr></table> • Properties Abutting a Historic or Contributing Structure: From an elevation of 10' above the height of the adjacent historic or contributing structure, setback 1 foot for every 1 foot of height. Note: Lot widths shall be measured along State Road A1A. Side setbacks shall be improved per District Design Standards.			A1A	Ground:	10'		Tower:	20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage	Intracoastal	Ground:	10' to be measured from the water's edge	Interior*	Ground:	For lots less than or equal to 150' wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 5' minimum. For lots greater than 150 feet wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 20' minimum. The required separation distance between buildings on the same property may count towards the interior setback requirement. Properties providing the required separation distance between buildings on the same property in addition to the required 25% interior setback are permitted an additional height allowance of 10' for up to 40% of the building length measured along State Road A1A. For all lot widths: Buildings with a maximum height of 30' and a maximum building length of 150', the 25% interior setback requirement shall not apply and interior setbacks shall be a minimum of 10' and the required separation distance between buildings on the same property shall be a minimum of 30'.
A1A	Ground:	10'													
	Tower:	20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage													
Intracoastal	Ground:	10' to be measured from the water's edge													
Interior*	Ground:	For lots less than or equal to 150' wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 5' minimum. For lots greater than 150 feet wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 20' minimum. The required separation distance between buildings on the same property may count towards the interior setback requirement. Properties providing the required separation distance between buildings on the same property in addition to the required 25% interior setback are permitted an additional height allowance of 10' for up to 40% of the building length measured along State Road A1A. For all lot widths: Buildings with a maximum height of 30' and a maximum building length of 150', the 25% interior setback requirement shall not apply and interior setbacks shall be a minimum of 10' and the required separation distance between buildings on the same property shall be a minimum of 30'.													
Parking	<table><tr><td>Residential*</td><td>Minimum 1 space/unit</td><td>Maximum 1.5 spaces/unit</td></tr><tr><td>Hotel/Motel</td><td>Minimum 1 space/room</td><td>Maximum 1 space/room</td></tr><tr><td>All other Uses</td><td colspan="2">Per Existing Section 7.2</td></tr></table> * Residential Off-Site Parking allowed on properties with Unity of Title and within 700' Radius from Residential Unit • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City Shared Parking System encouraged. • Parking within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met. • Parking is not permitted within Side Setbacks at Cross Street Ends. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.			Residential*	Minimum 1 space/unit	Maximum 1.5 spaces/unit	Hotel/Motel	Minimum 1 space/room	Maximum 1 space/room	All other Uses	Per Existing Section 7.2				
Residential*	Minimum 1 space/unit	Maximum 1.5 spaces/unit													
Hotel/Motel	Minimum 1 space/room	Maximum 1 space/room													
All other Uses	Per Existing Section 7.2														

Special Considerations and Requirements

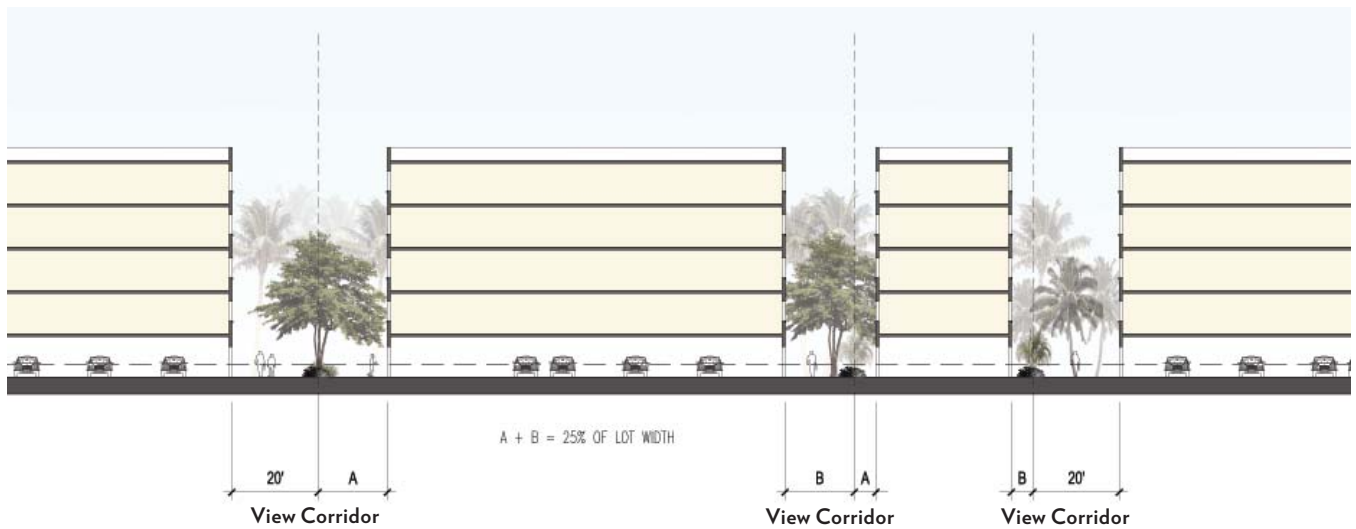
- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Additional units from Hotel Density Pool shall not be allowed.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited and bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 20% Active Uses.
- All parking shall be lined with Active Uses or screened as defined in the District Design Standards.
- Building length shall not exceed 250'. Distance between buildings on the same property shall be at least 50'.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

FINAL 12.10.07

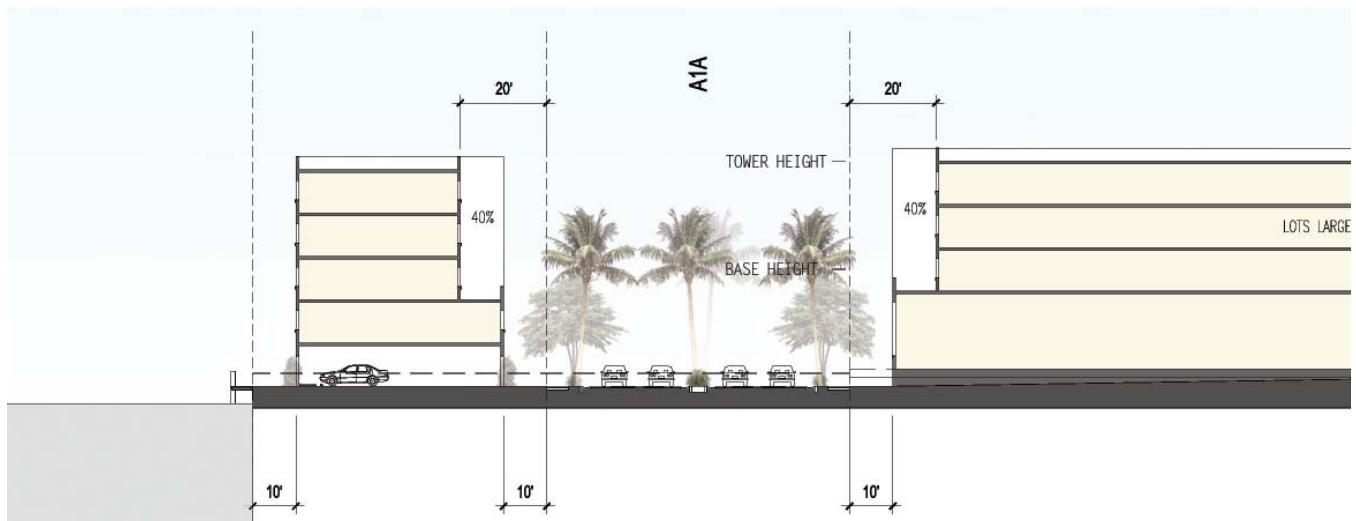
District	BEACH RESORT A1A RESIDENTIAL - BRT 25A1AR
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

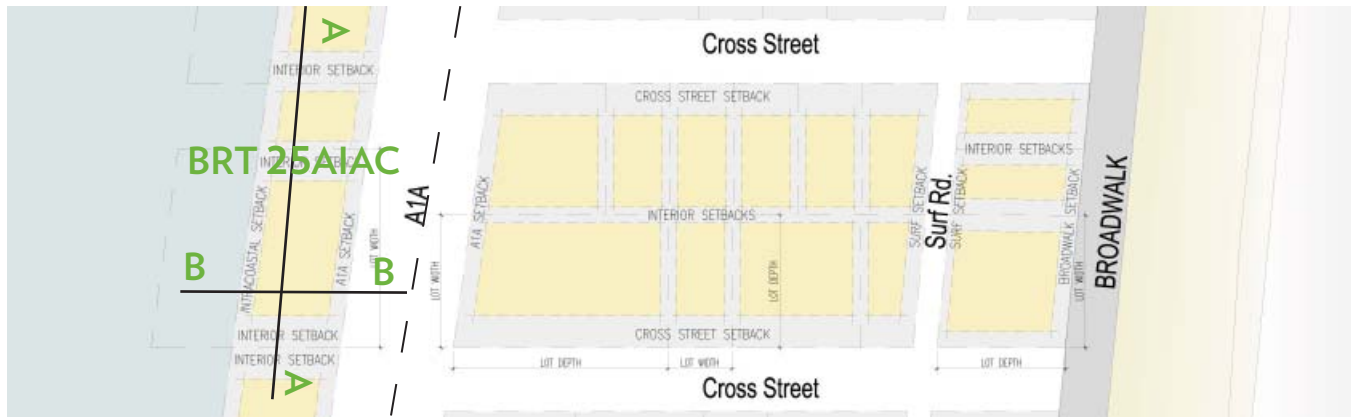
District	BEACH RESORT A1A COMMERCIAL - BRT 25 A1A C	
Use restrictions	Per existing. Boat rental permitted	
Allowable Height	50' North of Tyler St.* 65' South of Harrison St.* * Historic Preservation Bonus: One additional floor not to exceed 10'. The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. Note: All heights are measured from the median established grade of the site.	
Setbacks	A1A Ground: 10' Tower: 20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Intracoastal Ground: 10' to be measured from the water's edge Interior* Ground: For lots less than or equal to 150' wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 5' minimum. For lots greater than 150 feet wide: Sum of Interior Setbacks shall equal a minimum of 25% of lot width, 20' minimum. The required separation distance between buildings on the same property may count towards the interior setback requirement. Properties providing the required separation distance between buildings on the same property in addition to the required 25% interior setback are permitted an additional height allowance of 10' for up to 40% of the building length measured along State Road A1A. For all lot widths: Buildings with a maximum height of 30' and a maximum building length of 150', the 25% interior setback requirement shall not apply and interior setbacks shall be a minimum of 10' and the required separation distance between buildings on the same property shall be a minimum of 30'. • Properties Abutting a Historic or Contributing Structure: From an elevation of 10' above the height of the adjacent historic or contributing structure, setback 1 foot for every 1 foot of height. Note: Lot width shall be measured along State Road A1A. Side setbacks shall be improved per District Design Standards.	
Parking	Retail/Boat Rental* NA Maximum 1 space/1000 SF Hotel/Motel Minimum 1 space/room Maximum 1 space/room All other Uses Per Existing Section 7.2 • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City shared parking system encouraged. • Parking within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met. • Parking is not permitted within Side Setbacks at Street Ends. • Parking shall not replace required landscape area. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.	

Special Considerations and Requirements

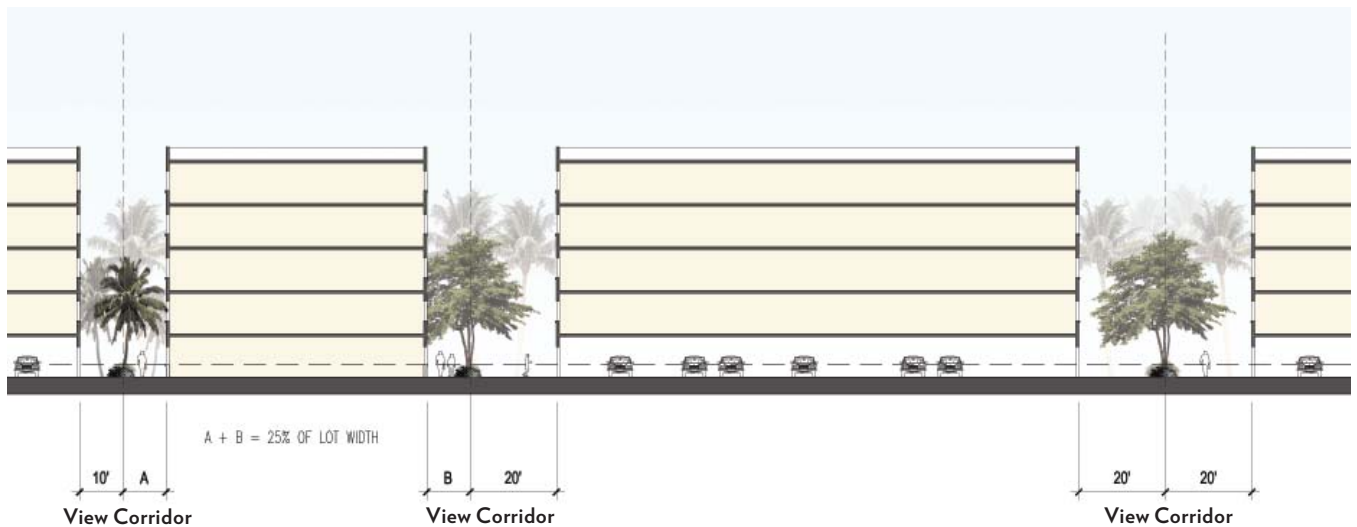
- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Lots greater than or equal to 17,000 gross square feet may request an additional 20 rooms per acre for a maximum 70 rooms per acre.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited and bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 20% Active Uses.
- All parking shall be lined with Active Uses or screened as defined in the District Design Standards.
- For Commercial Active Uses, the first vertical 10 feet or 20 feet (for two story retail) of building elevation shall be composed of 50% Transparency.
- Building length shall not exceed 250'. Distance between buildings on the same property shall be at least 50'.
- No blank wall shall be permitted. Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

FINAL 12.10.07

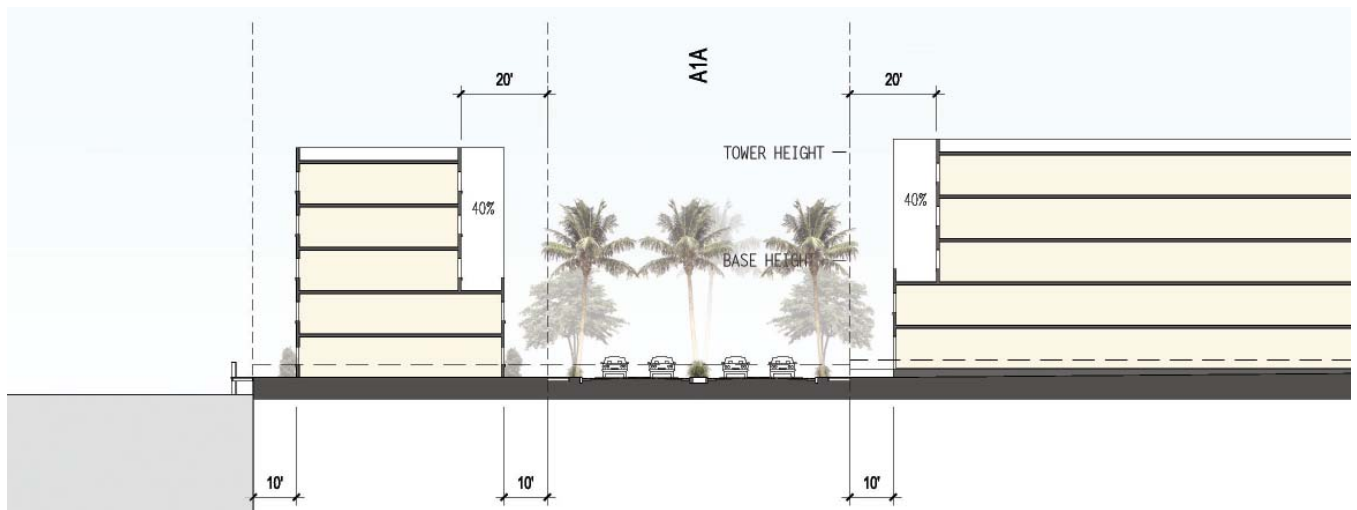
District	BEACH RESORT A1A COMMERCIAL - BRT 25A1AC
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

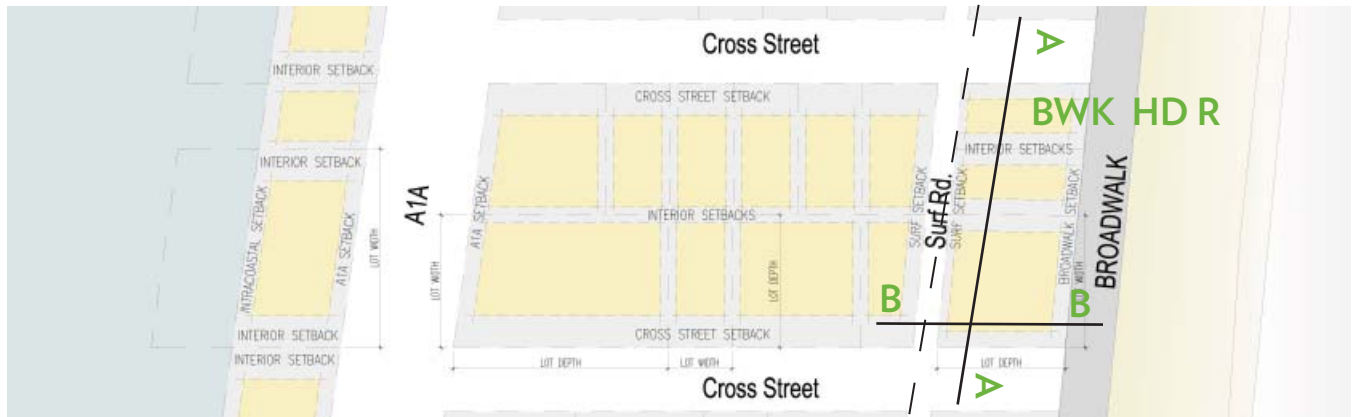
District	BROADWALK HISTORIC DISTRICT RESIDENTIAL - BWK 25 HD R		
Use restrictions	Per existing		
Allowable Height	40'* * Historic Preservation Bonus: One additional floor not to exceed 10'. The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. Note: All heights are measured from the median established grade of the site.		
Setbacks	Broadwalk Ground: 5' Tower: 15'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Cross Streets Ground: 10' Tower: 20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Surf Road Ground: 5' Tower: 15'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Interior* Ground Sum of interior setbacks shall equal 25% of lot width. 10' minimum. • Properties Abutting a Historic or Contributing Structure: From an elevation of 10' above the height of the adjacent historic or contributing structure, setback 1 foot for every 1 foot of height. Note: Lot width shall be measured along Surf Road.		
Parking	Residential* Minimum 1 space/unit Maximum 1.5 spaces/unit Hotel/Motel Minimum 1 space/room Maximum 1 space/room All other Uses Per Existing Section 7.2 * Residential Off-Site Parking allowed on properties with Unity of Title and within 700' Radius from Residential Unit • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City Shared Parking System encouraged. • Parking Within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met. • Parking shall not replace required landscape area. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.		

Special Considerations and Requirements

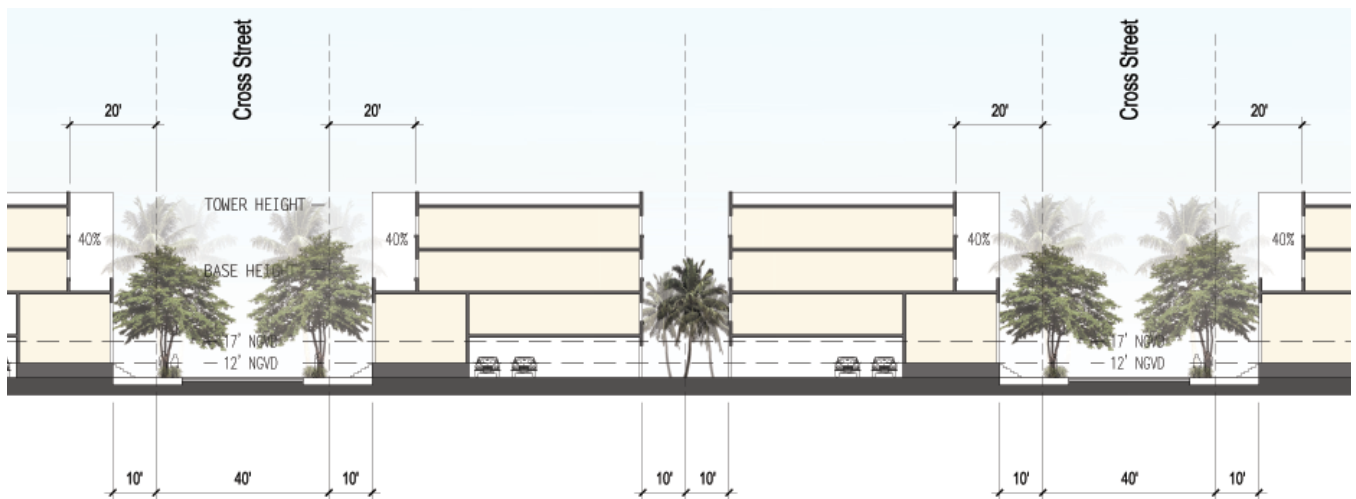
- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Additional units from Hotel Density Pool shall not be allowed.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited and bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 60% Active Uses.
- All parking shall be lined with Active Uses or screened as defined in the District Design Standards.
- Active Uses along the Broadwalk may include hotel common areas, as defined by the Land Use regulations and accessible through a lobby.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

FINAL 12.10.07

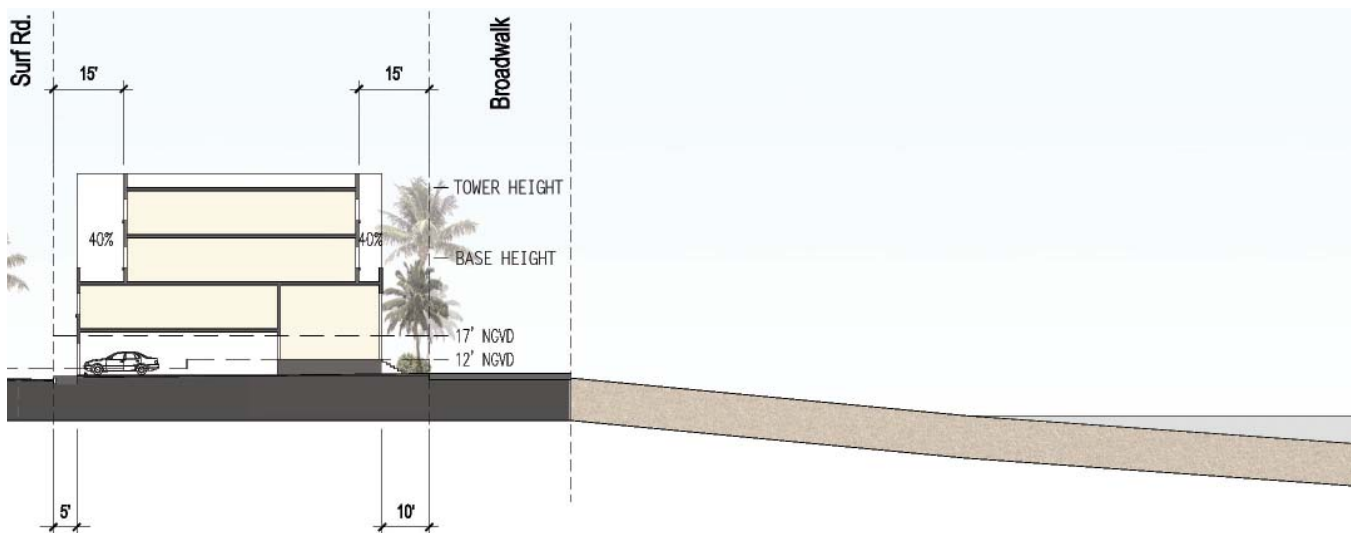
District	BROADWALK HISTORIC DISTRICT RESIDENTIAL-BWK25-HD-R
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

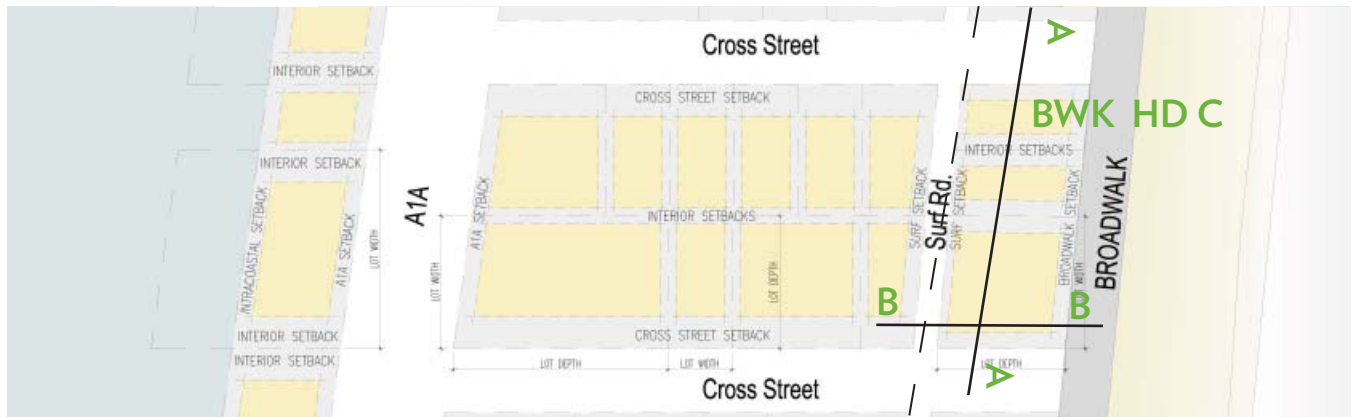
District	BROADWALK HISTORIC DISTRICT RESIDENTIAL - BWK 25 HD C		
Use restrictions	Per existing		
Allowable Height	40' * Historic Preservation Bonus: One additional floor not to exceed 10'. The area of the bonus floor must be less than or equal to the building floor area or the net lot area of the preserved and restored Historic Property, whichever is greater. Note: All heights are measured from the median established grade of the site.		
Setbacks	Broadwalk Ground: 10' Retail Uses: 5' Tower: 15'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Cross Streets Ground: 10'; Retail Uses: 5' Tower: 20'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Surf Road Ground: 5' Tower: 15'; Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Interior* Ground: Sum of interior setbacks shall equal 25% of lot width. 10' minimum. • Retail Uses: 5' ground floor setback on all frontages. • Properties Abutting a Historic or Contributing Structure: From an elevation of 10' above the height of the adjacent historic or contributing structure, setback 1 foot for every 1 foot of height. Note: Lot width shall be measured along Surf Road.		
Parking	Hotel/Motel Minimum 1 space/room Maximum 1 space/room All other Uses Per Existing Section 7.2 • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City Shared Parking System encouraged. • Parking Within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met. • Parking shall not replace required landscape area. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.		

Special Considerations and Requirements

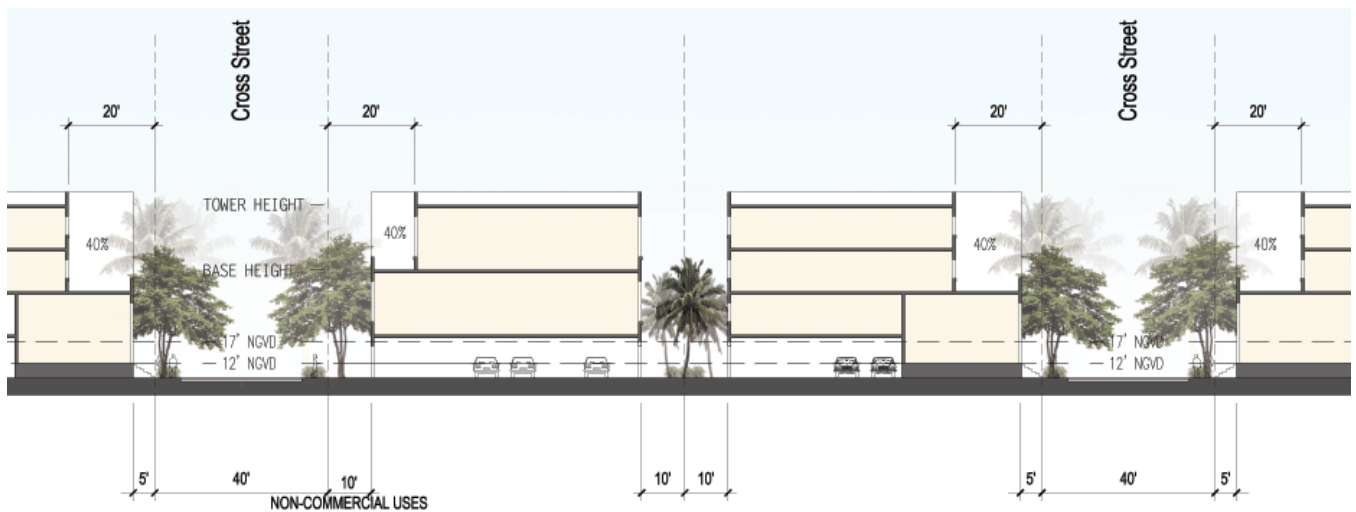
- Historic Preservation shall conform with the Secretary of the Interior's Standards and Guidelines and other locally adopted design standards.
- Lots greater than or equal to 17,000 gross square feet may request an additional 20 rooms per acre for a maximum 70 rooms per acre.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited and bridges connecting buildings across public Rights Of Way are prohibited.
- Street Frontages shall contain 60% Active Uses.
- All parking shall be lined with Active Uses or screened as defined in the District Design Standards.
- Active Uses along the Broadwalk may include hotel common areas, as defined by the Land Use regulations and accessible through a lobby.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60' in length and shall have a minimum depth of 5'.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

FINAL 12.10.07

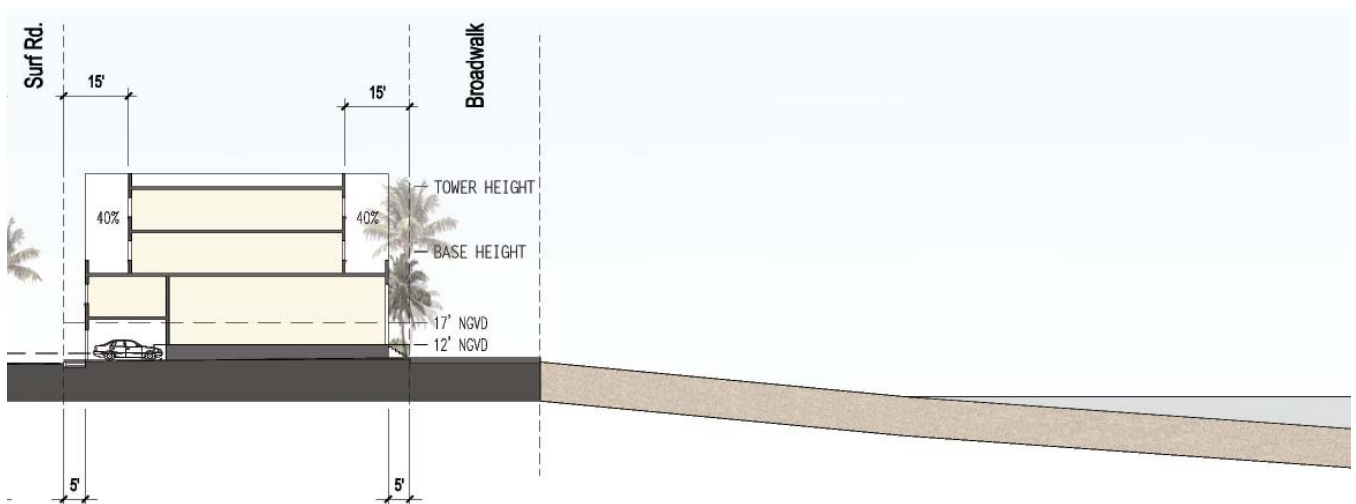
District	BROADWALK HISTORIC DISTRICT RESIDENTIAL-BWK25-HD-C
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PLAN LOCATION A



PLAN LOCATION B



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

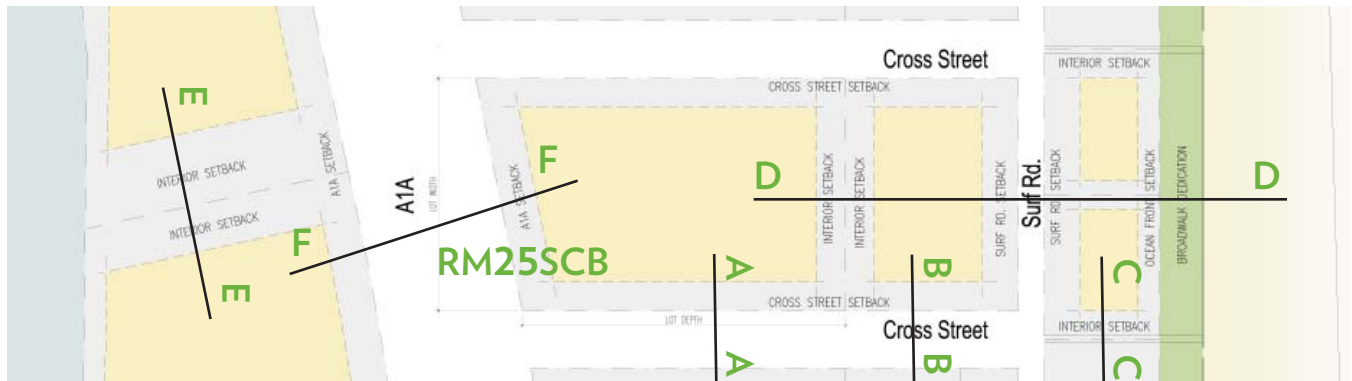
FINAL 12.10.07

District	MULTIFAMILY RESIDENTIAL SOUTH CENTRAL BEACH - RM 25 SCB		
Use restrictions	Per existing; Ancillary retail with residential uses may face street. Retail Frontage shall not exceed 30% of building frontage.		
Allowable Height	50'* 65' with A1A Frontage Note: All heights are measured from the median established grade of the site.		
Setbacks	A1A Ground: 25' Tower: 25' Minimum; additional 1' for every 1' of height above 50' Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Intracoastal Ground: 15' to be measured from the water's edge. Cross Streets Ground: 20'; 10' for 40% of the site frontage Tower: 20' Minimum; additional 1' for every 1' of height above 50' Tower setbacks may match ground floor setbacks for up to 40% of the site frontage Surf Road Ground: 25' Ocean Front Ground: 15'; 10' for 60% of the site frontage Interior Ground: 10 foot minimum. 20 foot minimum for lots larger than 19,000 net sf and at ends of cross streets on oceanfront lots. • Properties Abutting a Historic or Contributing Structure: From an elevation of 10' above the adjacent historic or contributing structure, setback 1 foot for every 1 foot of height. Note: No setback shall exceed 50'. Side setbacks shall be improved per District Design Standards.		
Parking	Residential* Minimum 1 space/unit Maximum 1.5 spaces/unit Hotel/Motel Minimum 1 space/room Maximum 1.0 spaces/room All other Uses Per Existing Section 7.2 * Residential Off-Site Parking allowed on properties with Unity of Title and within 700' Radius from Residential Unit • Parking reductions for hotels shall be permitted with payment into an Alternative Mobility Trust Fund provided that 50% of the reduction is replaced by bicycle rental or other alternative mobility options according to the following cumulative formula: For 1-10 rooms: no reduction; for 10-40 rooms: .5 spaces per room; 40+ rooms: .25 spaces per room. 2 bicycles and covered storage provided in perpetuity shall replace one required parking space. • Historic Structures are not required to provide parking on site. Permits via City Shared Parking System encouraged. • Parking within Frontage Setbacks shall be permitted only if paved with an approved permeable paving and if landscape requirements defined in District Design Standards are met • Parking is not permitted within Side Setbacks at Street Ends. • Modified allowable parking dimensions: 90 degree parking = 8'6" wide by 18' long; Parallel parking = 8' wide by 22' long.		
	Continued on next page.		

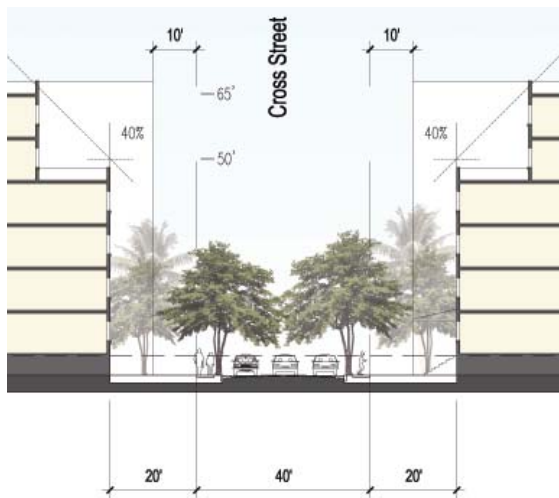
PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

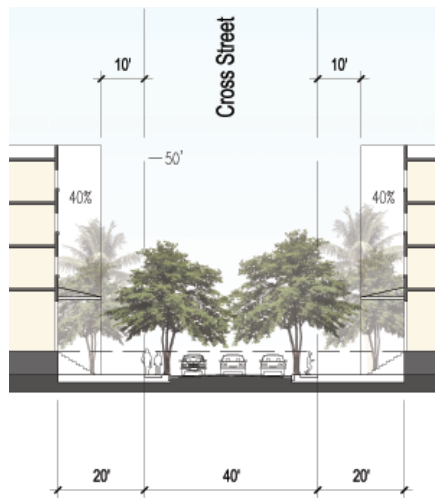
District	MULTIFAMILY RESIDENTIAL SOUTH CENTRAL BEACH - RM 25SCB
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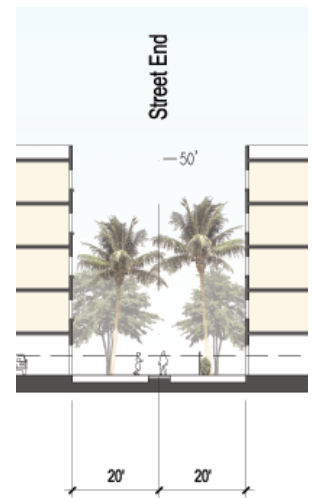
PLAN LOCATION A



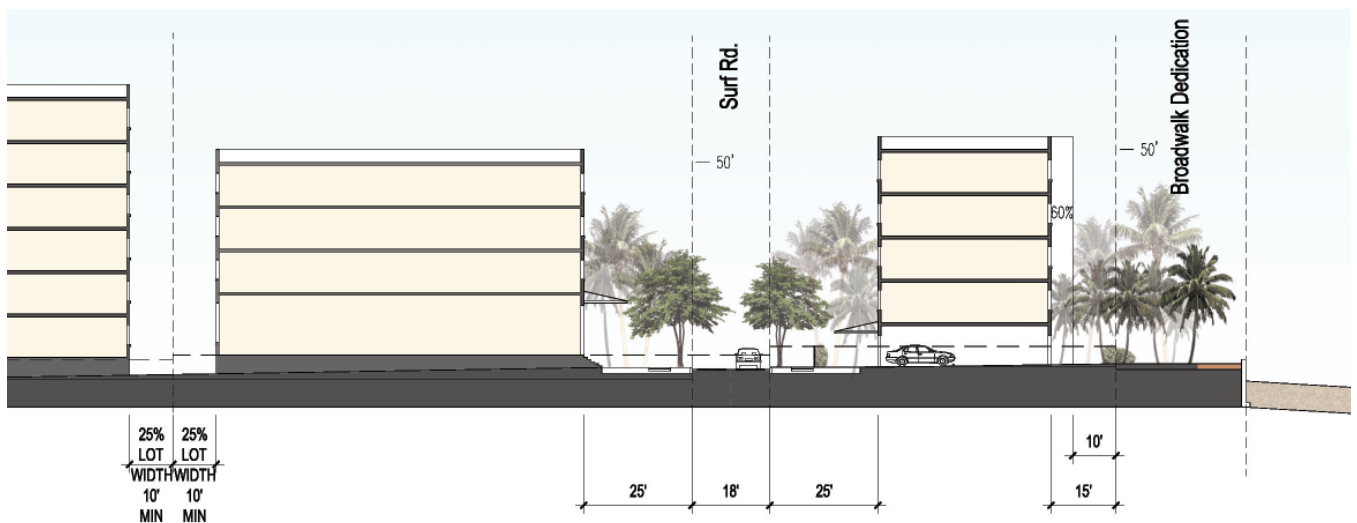
PLAN LOCATION B



PLAN LOCATION C



PLAN LOCATION D



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

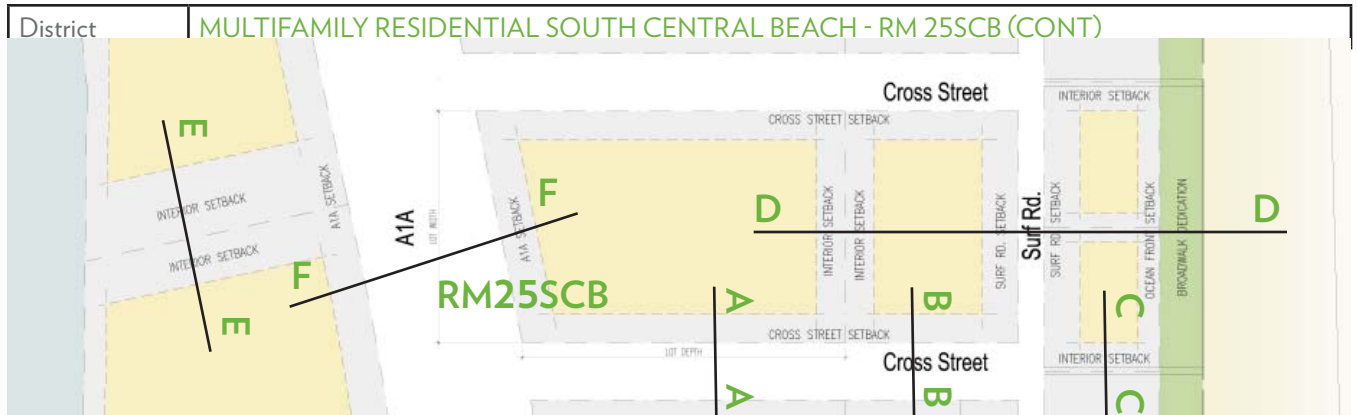
FINAL 12.10.07

District	MULTIFAMILY RESIDENTIAL SOUTH CENTRAL BEACH - RM 25 SCB (CONT)
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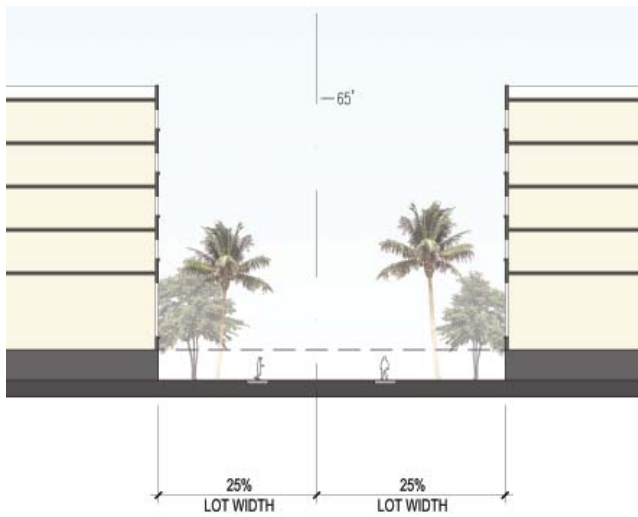
Special Considerations and Requirements

- Historic Preservation shall conform with the Secretary of the Interior’s Standards and Guidelines and other locally adopted design standards.
- Additional units from Hotel Density Pool shall not be allowed.
- Hotel units shall meet hotel standards: maximum 450 SF or 650 SF if a suite. These must be accessible from the corridor from a single entry door.
- New construction shall conform to District Design Standards.
- Street closures are prohibited.
- Bridges connecting buildings across public Rights Of Way are prohibited.
- Density shall be based upon the gross area of the lot, not to include submerged land on the Intracoastal
- Street Frontages shall contain 60% Active Uses.
- All levels of parking structures shall be lined with Active Uses or screened as defined in the District Design Standards.
- Tower building length shall not exceed 200’. Distance between buildings on the same property shall be at least 50’.
- No blank wall shall be permitted.
- Building facades shall incorporate breaks in the wall plane to provide massing and articulation compatible with the historic context.
- Unbroken wall planes shall not exceed 60’ in length and shall have a minimum depth of 5’.
- Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.

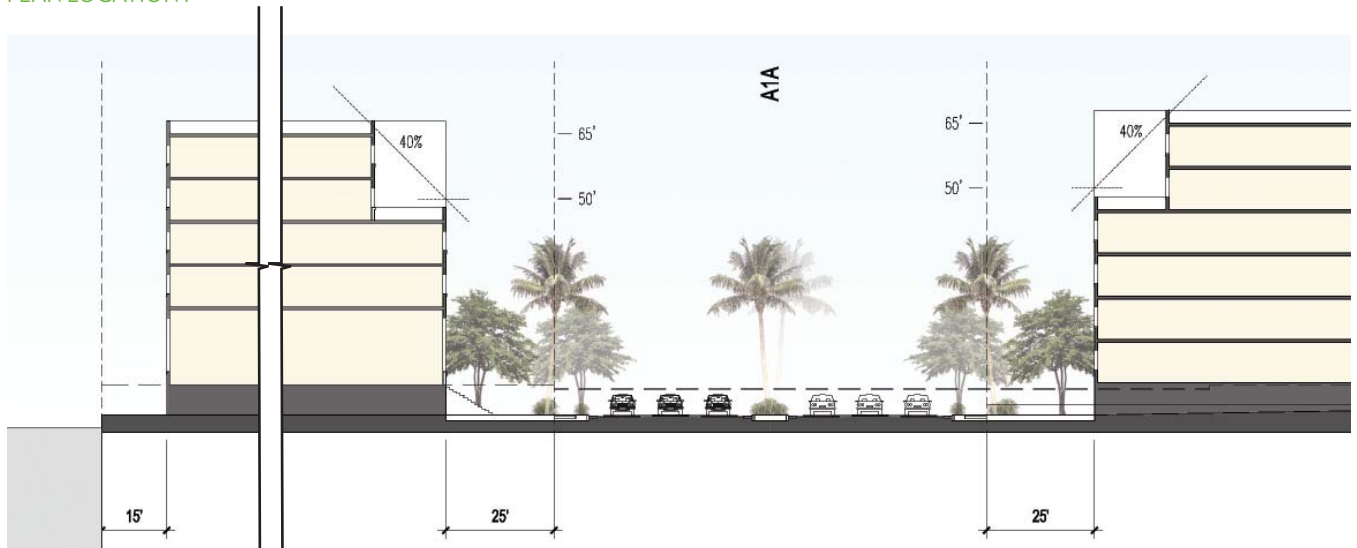
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PLAN LOCATION E



PLAN LOCATION F



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

ARCHITECTURAL STANDARDS

a) Building Form

• New construction should recognize the historic context and should be compatible in massing, scale, proportion and articulation. The CRA “Historic Property Survey” provides an overview of the historic context and its predominant characteristics. However, literal replication of historic buildings or styles is strongly discouraged.

Predominant Historic Characteristics for Reference:

Streamline/Moderne: Soft Flowing Masses; Round Corners; Smooth Surfaces; Asymmetry; Flat Roofs with Parapets; Little or No Ornamentation

Mission: Central Curved or Bell-shaped Parapets; Flat Roofs; Various Stucco Textures; Minimal Ornamentation; Symmetrical or Asymmetrical Massing

Mid-Century Modern: Horizontal Emphasis; Flat Roofs with Extended Overhangs; Asymmetrical; Emphasized Material Changes; Little or No Ornamentation

Art Deco: Flat Roofs, Applied Decoration; Symmetrical or Asymmetrical Massing; Openings are Variable in Size, Shape and Proportion

Mediterranean Revival: Low Pitched Roofs; Monumental Massing; Textured Stucco; Arched Openings; Varied Ornamentation

b) Building Articulation

- Minimum setbacks, allowable and incentive heights are as defined in the Zoning Code. The requirements acknowledge the 1 to 3 Story character of the existing historic building stock. Additional articulation beyond these requirements is encouraged to provide appropriate scale, rhythm and articulation.
- Building height should be articulated to express different building components, features and programmatic elements. Height variations among architectural elements shall have an expression of no less than five (5) feet in variation. Buildings with one continuous height shall not be permitted.
- Setback areas should be landscaped or improved as an extension to the public sidewalk.



1.



2.



3.



4.



5.

FINAL 12.10.07

- All building towers shall have side and rear facades articulated with private unenclosed balconies, porches, and terraces.
- The uppermost habitable level of the building should be treated as a penthouse level and should incorporate the use of open air roof terraces to provide vertical building articulation.

c) Materials and Finishes

- The predominant surface material is stucco with various finish applications. Similar finishes are encouraged, as well as the use of prevalent vernacular materials with such as stone (with native characteristics), metal, glass block and accent wood. Materials vernacular or characteristic to other regions such as flagstone, adobe, etc. are discouraged.
- Materials should be genuine, rather than simulated. Multiple storefronts within a larger building should have consistent material qualities and articulation.
- Within high traffic areas, higher quality materials that are easily maintained (in lieu of painted stucco) should be incorporated at the building base.
- The predominant pitched-roof material within the district is clay barrel tile. Additional materials, suitable to the overall building design, may include light colored metal roofs and concrete tiles. Asphalt shingles are discouraged.

d) Entrances, Windows and Storefronts

- Pedestrian entrances should be easily recognizable and oriented towards the Right of Way.
- Window and storefront articulation should utilize similar proportions as those within the historic context and should be primarily focused toward the Right of Way.
- Multiple storefronts within a larger building should have consistent material qualities and articulation and should relate to the detailing of the entire building.
- Mirrored or heavily tinted glass should not be used. Heat

transmission should be reduced through the use of exterior shading devices and insulated glass

e) Awnings, Canopies, “Eyebrows” and Horizontal Projections

- Awnings and canopies should be incorporated to provide pedestrian protection from the elements as well as reduce overall building heat gain.
- Awnings, canopies, “eyebrows” and balconies should have consistent height and depth; architectural detail and proportion harmonious with the overall building design and historic context; should be consistent on multiple storefronts within a larger building.
- Awnings should be fabric or metal rather than plastic.
- To reduce visual clutter awnings should be solid colors rather than patterned and with valances that are straight rather than curved, except for special architectural elements, to be compatible with historic building styles and reduce visual clutter
- Awnings should utilize down-lighting. Backlighting is prohibited.
- Balconies, exterior unenclosed private balconies, porches, terraces, and roof overhangs may project into required setback not to exceed 25% of required setbacks.
- Balconies and unenclosed exterior balconies shall be no less than 5 feet deep.

f) Service Areas, Utilities and Mechanical Equipment

- Service bays, mechanical equipment, garbage and delivery areas, to the greatest extent feasible, should be fully enclosed, screened or located within the interior of the building. These areas should not be visible from the beach, Boardwalk, streets or properties with adjacent residential or hotel uses.

1. Streamline Moderne
2. Mission
3. Mid-Century Modern
4. Art Deco
5. Mediterranean Revival



PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

- Central Air Conditioning is required for trashroom. This standard shall supersede Air Conditioning Equipment Guideline 1 a in the City's Design Guidelines.
- Roof top mechanical equipment should be architecturally screened
- Electrical raceways and transformers should be fully concealed.

g) Security Shutters

- Security shutters should be constructed of a see-through, non-solid grate material. Roll-up casings and attachment hardware should be obscured by architectural features or awnings and should be finished to blend with the surface materials.

h) Parking Structures

- Parking decks shall not be visible from adjacent pedestrian walkways. Utilize architectural treatment designed to be compatible with neighboring buildings and historic context.
- All parking structures shall meet the Landscape Standards for landscape screening.

i) Climate Appropriate Design

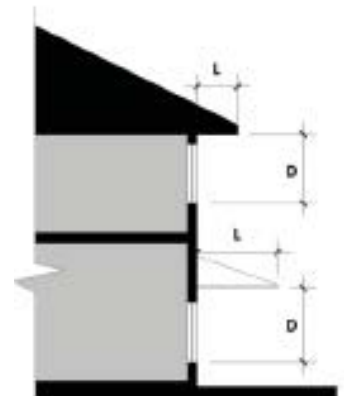
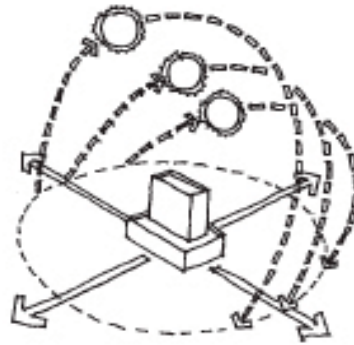
Building shall, to the greatest extent feasible include the following strategies to promote lower cooling requirements for the building:

- Passive solar orientation of structures (long access east-west), as possible, to reduce solar heat gain by walls and to utilize the natural cooling effects of the wind; *Note:* It is recognized that proper solar orientation can sometimes be very difficult in an urbanized environment. Buildings in an urban context must generally make the most efficient use of a limited development area and the resultant solar orientation may be less than desirable. In some cases, solar orientation may even be unnecessary, given that adjacent buildings may provide a welcome protection from the sun. Regardless, residential towers oriented on a east-west axis are encouraged. The Florida Solar Energy Center (FSEC), an institute of the University of Central Florida, is the largest and most active state-supported renewable energy and energy efficiency research, training, testing and certification institute in the United States. They regularly make research data available to the general public, including methodologies for creating energy efficient buildings. Most data can be accessed via the FSEC website: www.fsec.ucf.edu. Designers should consult

this valuable resource when making solar design decisions.

- Use of light colored materials.
- Shading by trees or other vegetation of the east and west faces of buildings.
- Provision for structural shading (e.g., large roof overhangs, arcades, verandas, light shelves, screens, shutters, trellises, awnings and eyebrows) wherever practical when natural shading cannot be used effectively; Utilize the Florida Solar Energy Center document FSECDN-8-86 for proper sizing and placement of shade devices.
- Use of a "cool roof" techniques (light-colored roof, high reflectance EDPM membrane roof or a planted roof);
- Provision of natural daylighting to lower energy use for lighting and to lower cooling loads.
- Use of energy-efficient features in window design (exterior shading devices, low-E and insulated glass, etc);
- Provision of natural ventilation strategies to induce air movement through the building such as breezeways, interior courtyards, water elements to create a cooling effect, operable windows, high ceilings and fans.

FINAL 12.10.07



Sample south-facing overhang calculation:

Approximate latitude = 26.5 degrees

$$L = D \times F$$

L = length of overhang

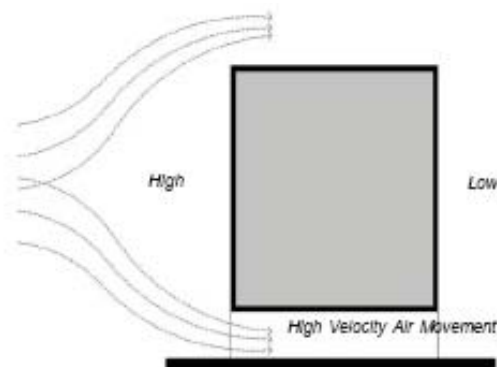
D = distance from window

F = .71 (per FSEC)

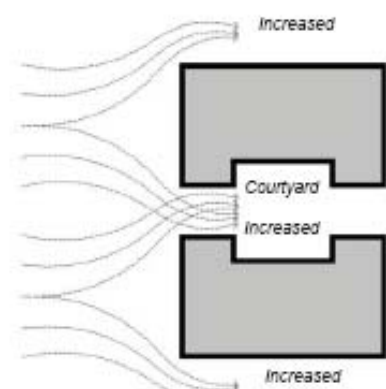
Assume D = 6 feet

$$L = 6 \times .71$$

Length of Overhang = 4.26 feet



Section Diagram



Plan Diagram

1. Art Deco
2. Mission
3. Mediterranean Revival
4. Mid-Century Modern
5. Streamline Moderne

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

ENVIRONMENTAL STANDARDS

a) Performance Standards for Buildings

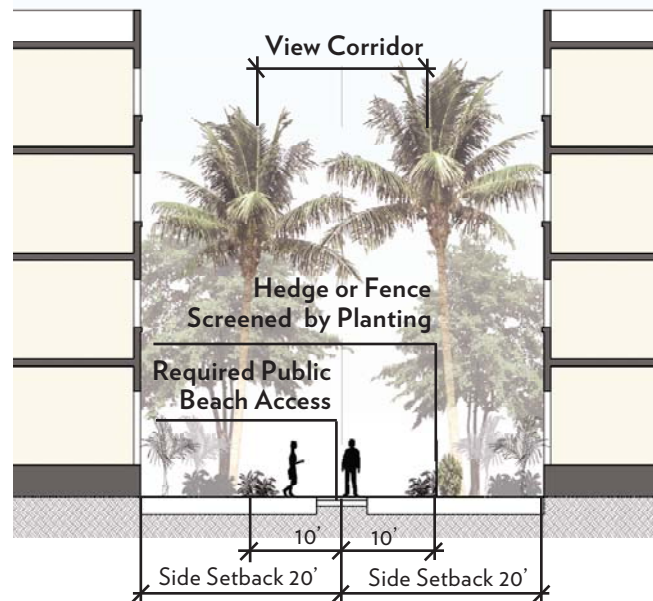
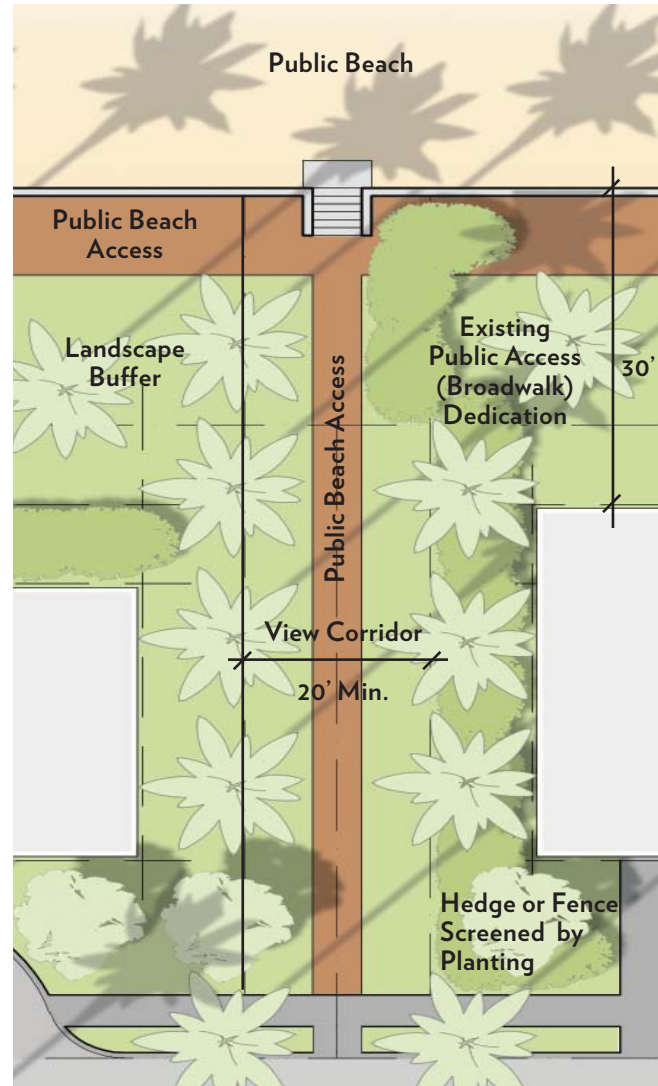
• All new construction and major renovations shall achieve a minimum certification by the U.S. Green Building Council according to its Leadership in Energy and Environmental Design (LEED) Green Building rating system for New Construction (LEED-NC), Core and Shell Construction (LEED-CS), Existing Buildings (LEED-EB) or Commercial Interiors (LEED-CI), or which ever rating system is applicable. Minimum Level of Certification shall be LEED Certified. Higher levels of certification are encouraged.

b) General Requirements for Site Planning and Design

- The east and west faces of buildings shall be shaded by plantings of trees, shrubs and vines
- Publicly accessible pedestrian connections a minimum of 5' wide shall be provided between the sidewalk on Surf Road and the Beach or the sidewalk on State Road A1A and the Intracoastal Waterway.
- A 10' area with planting no higher than 3' shall be maintained on both sides of a publicly accessible pedestrian connection
- Parking lots and parking structures shall comply with the landscape requirements established below.
- Parking lot and parking structure screening and internal planting may be counted toward total planting area requirements.

c) Required Landscape Area

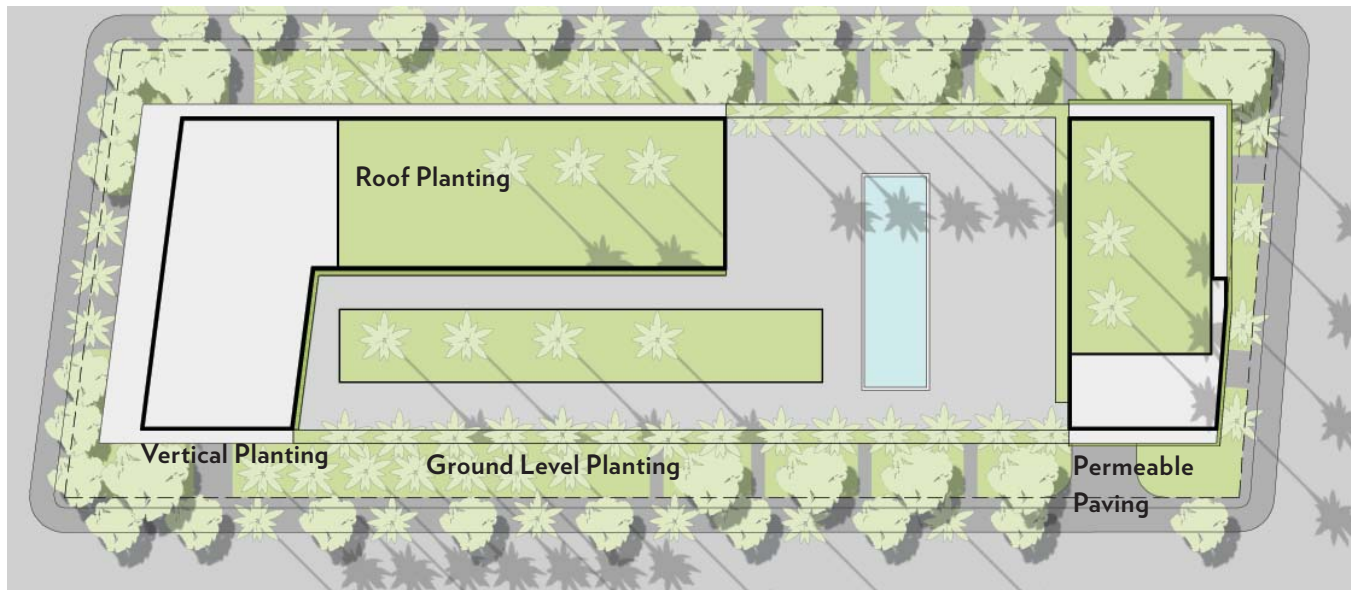
- An area equal to 50% of the net lot area and at least 50% of the setback area shall be planted. The total required planting area may consist of combinations of required ground-level planting areas in the setback, roof planters, planting on walls and facades, or permeable paving areas. These requirements shall be in addition to required tree canopy defined below.



Required Pedestrian and Visual Access to the Beach or Intracoast Waterway

1. Plan
2. Section

FINAL 12.10.07



PLANTING AREA REQUIRED		
Planting may consist of the following		
• Ground Level planting within setback area (required)	Setback area (SF)	=_____SF
• Roof planters/Green roof	Roof planter area (SF)	=_____SF
• Vertical planting areas (on wall, trellis, fences, etc.)	Height x length of planted surface (SF)	=_____SF
• Permeable paving	Permeable paving (SF) x .50	=_____SF
Total required planting area	Site area (SF) x .50	=_____SF
REQUIRED TREE CANOPY		
Small trees (15' canopy spread at maturity)	50 SF x number	=_____SF
Small/medium trees (20' canopy spread at maturity)	100 SF x number	=_____SF
Medium/large trees (25' canopy spread at maturity)	150 SF x number	=_____SF
Large trees (30' canopy spread or greater at maturity)	200 SF x number	=_____SF
Exceptional trees (24" diameter at 4'6")	250 SF x number	=_____SF
Total required canopy area	Site area (SF) x .30	=_____SF

• Planting areas shall include lawn, groundcovers, and shrubs, calculated as follows:

- Lawn, grass pavers or other plants less than 3' tall at maturity shall be calculated per square foot.
- Shrubs taller than 3' at maturity - calculated at 5 SF per plant (typically planted no closer than 18" on center)
- Permeable paving that drains only itself calculated per square foot. For the purpose of meeting the landscape area requirement, only 50% of permeable paving areas shall be counted and must be at grade and open to the public.

- 50% of all paved areas shall be shaded by trees or other shade devices such as trellis, pergolas, canopies that conform to architectural design standards.

d) Required Tree Canopy

- The total tree canopy on a site shall equal 30% of the gross lot area. Tree canopy shall be in addition to the required planting area defined above.

Tree canopy coverage shall be calculated as follows based on the mature spread of the tree species:

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

- Tree canopy for “small trees” with canopy spread of 15’- calculated at 50 SF per tree
- Tree canopy for “small/medium trees” with canopy spread of 20’- calculated at 100 SF per tree
- Tree canopy for “medium/large trees” with canopy spread of 25’- calculated at 150 SF per tree
- Tree canopy for “large trees” with canopy spread of 30’- calculated at 200 SF per tree
- Tree canopy for preservation of “exceptional trees” or trees with trunk diameter exceeding 24” at four and one half feet above the ground calculated at 250 SF per tree

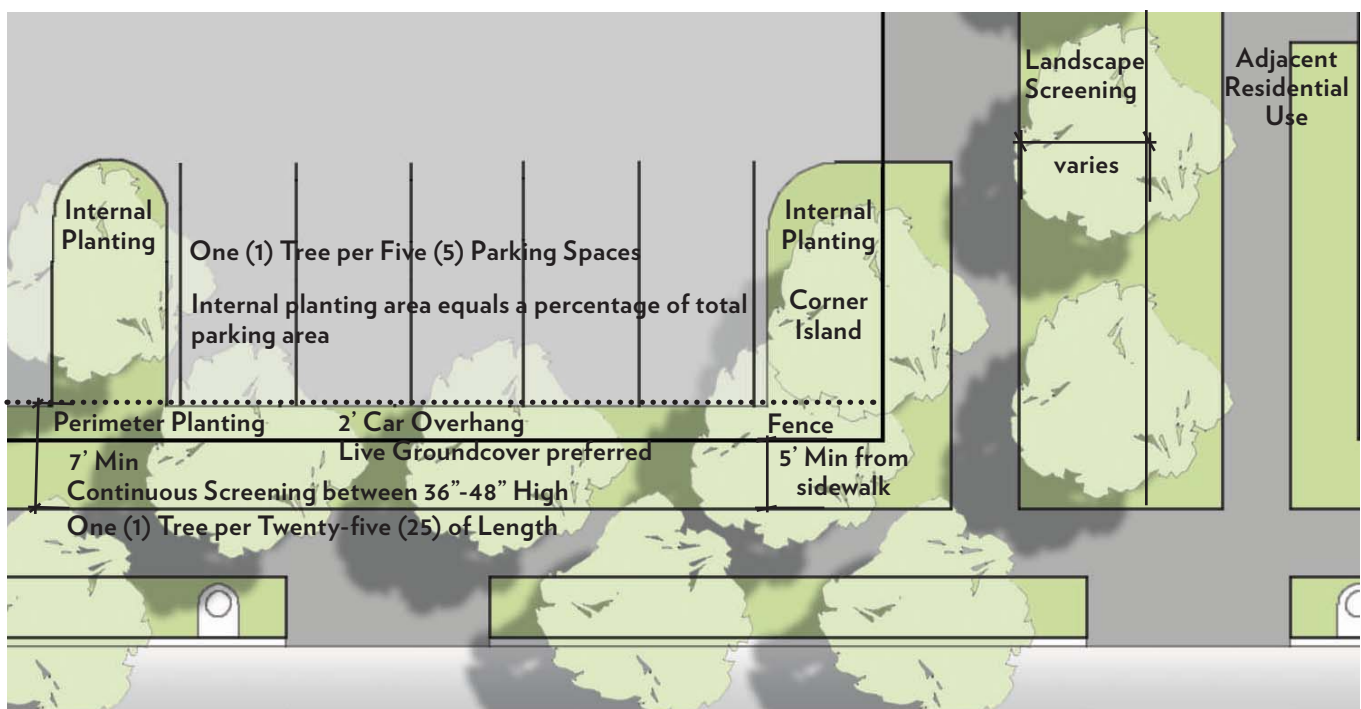
e) Landscape requirements for parking lots and other vehicular use areas

- Parking lots shall be developed as “parking gardens” with trees planted in islands and circulation flanked by planted areas according to the following standards:
- Internal Planting:
 - Parking lots below 3,000 SF: no required internal planting areas
 - Parking lots between 3,000-4,500 SF: internal planting areas equal to 5% of the total parking area. Required trees are allowed to be planted in the perimeter.
 - Parking lots between 4,500-30,000 SF: internal planting

areas equal to 10% of the total parking area.

- Parking lots between above 30,000 SF: internal planting areas equal to 20% of the total parking area.
- Perimeter screening area does not count toward internal planting area requirement.
- Corner islands may be counted toward internal planting requirements even though they are continuous with perimeter screening areas.
- One tree per 5 parking spaces minimum. Internal planting islands may be spaced no further than 10 spaces apart.
- 50% of the paved surface of the parking lot, excluding pervious areas, shall be shaded within 5 years.
- Minimum landscape area per tree: 125 SF
- Use of porous or permeable paving materials for overflow parking and other low use areas is required
- Screening Planting:
 - 7’ wide perimeter landscape area (2’ car overhang, 5’ landscaped area).
 - Soil shall be placed for entire 7’ perimeter planting
 - Landscape screening required along interior lot lines adjacent to residential uses.

1. Landscape Requirements for Surface Parking Lots



FINAL 12.10.07

- Continuous screening planting between 36-48"
- Live groundcover is recommended in car overhang area where maintenance will be provided; otherwise gravel or mulch is required
- Tree planting is required in perimeter landscape area equal to 1 tree per 25' of length. Flexible spacing is permitted.
- When used, fencing shall be located 5' from sidewalk in the 7' perimeter landscape area. 4' max fence height; 6' height around secured areas. Chain link fence is prohibited.

f) Landscape requirements for parking structures without liner uses

- Garages, service areas and unoccupied space below the Base Flood Elevation shall be screened from view by a planted buffer consisting of a combination of shrubs and trees in planting beds no less than 7' (2' of which may be car overhang.)
- Trees, shrubs and groundcovers must be planted in any required set-back area
- One hundred percent of total linear feet of frontage without liner uses facing the public right of way or Intracoastal Walkway are required to have perimeter planters, flower boxes or trellises with plants distributed along the entire length of the façade. Landscaped upper level setbacks or hanging baskets may be used at access points where ground Level planting is not feasible.
- Un-screened openings facing residential uses or other sensitive conditions and not facing a public Right of Way may be required to have planting methods per above
- Green façade treatments such as planted walls, vine-covered trellis with complete coverage shall not be permitted as screening devices for garages, service areas and unoccupied space below the Base Flood Elevation without a planted buffer, as described above.



1.
Parking lot planting

2.
Screening Plantings may include vertical plantings in the form of trellises, walls and fences with trained vines together with combinations of shrubs and trees.

2.

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

g) Soils

- Soil analysis information shall be obtained from a reputable soil testing lab or University of Florida Cooperative Extension facility that indicates texture (percentage of organic matter), pH, total soluble salts and estimated soil infiltration rates.
- Existing horticulturally suitable topsoil shall be stockpiled and respread during final site grading.
- Any new soil required shall be similar to the existing soil in pH, texture, permeability and other characteristics.

h) Planting Requirements

Planting plans shall be consistent with the principles of the Florida Friendly Lawns and Landscapes the Florida DEP:

- Plant selection should be based on the plants adaptability to existing conditions present in the landscaped areas particularly hardiness zone, soil type, moisture conditions, light, mature plant size, desired effect, color and texture.
- Plant species that are drought tolerant are preferred and should be selected from the plant species recommended in the South Florida Water Management District Waterwise South Florida Landscapes guide.
- Plants shall be grouped in accordance with their respective water and maintenance requirements. Plants with similar water and cultural (soil, climate, sun, light) requirements shall be grouped together. The water use zones (hydrozones) shall be shown on the irrigation, layout and planting plans. Where natural conditions are such that irrigation is not required, the presence of site appropriate plants shall not be considered a high water use hydrozone.
- The combined size of all high water use hydrozones shall be limited to 15% of the total Landscape area.
- Turf areas shall be consolidated and limited to those areas on the site that receive pedestrian traffic, provide for recreation use, provide cover for septic tank drainfield and required drainfield reserves or to provide erosion control.
- Existing mature trees shall not be removed without a Tree Removal Permit.
- All invasive exotic species shall be removed from each site prior to development.
- Gravel, river rock, shell and similar materials should not be used as a major landscape ground cover or mulch. In no case may these occupy over 10% of the landscape surface area.



1.-3.
Native or low water use plants are preferred

4.
High-water use plantings should be limited to no more than 15% of the required landscape plantings

FINAL 12.10.07

- Recommended trees for required canopy:

SMALL TREES (15' Canopy Spread at Maturity)

Seven year apple	<i>Casasia clusiifolia</i>
Cinnecord ,	<i>Acacia choriophylla</i>
Jamaica caper	<i>Capparis cynophallophora</i>
Indian Mulberry, y/Non	<i>Morinda citrifolia</i>
Desert Cassia	<i>Senna polyphylla</i>
Varnish Leaf	<i>Dodonaea viscosa</i>
Myrsine	<i>Myrsine quianensis</i>
Sweet Acacia	<i>Acacia farnesiana</i>
Pineland Acacia	<i>Acacia pinetorum</i>
Marlberry	<i>Ardisia escallonioides</i>
Fiddlewood	<i>Citharexylum spinosum</i>
Joewood	<i>Jacquinia keyensis Mez.</i>
Wild Dilly	<i>Manilkara bahamensis</i>

SMALL/MEDIUM TREES (20' Canopy Spread at Maturity)

Bahamas Firebush	<i>Hamelia cuprae</i>
Satin Leaf	<i>Chrysophyllum oliviforme</i>
Pigeon Plum	<i>Coccoloba diversifolia</i>
Black Torch	<i>Amyris elemifera</i>
White stopper	<i>Eugenia axillaris</i>
Blackbead	<i>Pithecelobium keyense</i>
Wild Lime	<i>Zanthoxylum sp.</i>
Silver Trumpet Tree	<i>Tabebuia caraiba syn T. argenta</i>
Black Ironwood	<i>Krugiodendron ferreum</i>
Biscayne Prickly Ash	<i>Zanthoxylum coriaceum</i>
Silver Buttonwood	<i>Conocarpus erectus var. sericeus</i>
Spanish Stopper	<i>Eugenia foetida</i>
Soapberry	<i>Sapindus saponaria</i>

MEDIUM/LARGE TREES (25' Canopy Spread at Maturity)

Jamaica dogwood	<i>Piscidia piscipula</i>
Buttonwood	<i>Conocarpus erectus</i>
Seagrape	<i>Coccoloba uvifera</i>
Blue Acacia	<i>Acacia sayel</i>
Lignum vitae	<i>Guaiacum sanctum</i>

LARGE TREES (30' Canopy Spread or Greater at Maturity)

Strangler Fig	<i>Ficus aurea</i>
Strongbark	<i>Bourreria succulenta</i>
Mahogany	<i>Swietenia mahogoni</i>
Mastic	<i>Mastichodendron foetidissimum</i>
Blolly	<i>Guapira bicolor</i>
Llive Oak	<i>Quercus virginiana</i>

i) Irrigation and Maintenance

- If an irrigation system is desired it shall be designed and constructed and operated and maintained according to the Florida Green Industries Best Management Practices for Water Resources in Florida or the Florida Yards and Neighborhoods program.
- The Irrigation system shall be designed to correlate to the organization of plants into zones as described under planting requirements above to recognize the differential irrigation requirements of the landscape hydrozones on the site
- Yard waste management, Fertilizer Management, Pesticide Management, Landscape and Irrigation Maintenance shall be in accordance with the recommendations in the Florida Green Industries Best Management Practices for Water Resources in Florida.

j) Exterior lighting

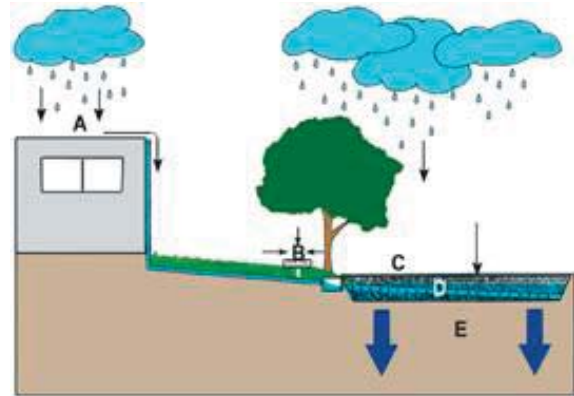
- All exterior lighting shall avoid unnecessary, too strong or inefficient lighting though selection of appropriate fixtures for each application, use of high-efficiency fixtures and photocell controls to turn lights off during daylight.
- Energy efficient fixtures and lamps such as Metal Halide cut-off lamps with efficient light distribution and up-to-date energy efficient light bulbs are encouraged.
- Solar power (photovoltaic panels) or wind turbine to supply energy for outdoor lights is encouraged.

PROPOSED ZONING AND DISTRICT DESIGN STANDARDS

FINAL 12.10.07

k) Paving

- The extent of paved areas shall be limited and designed to increase groundwater recharge and reduce heat gain.
- Paving shall be either 50% shaded by trees or other shading devices or shall be of high solar reflectance materials as defined by the USGBC LEED rating system.
- All paved areas shall be designed to facilitate surface drainage to pervious areas to retain, detain and filter all storm water through natural surface flow to planted areas or other pervious surfaces
- Pervious paving materials such as pervious asphalt or concrete, gravel, or washed shell are encouraged to reduce storm runoff and increase groundwater recharge.



1-4.

Permeable, light-colored, shaded paving is required to reduce the urban heat island

FINAL 12.10.07

I) Fences and Walls and Gates

- Fencing shall be permitted only where necessary for security and privacy purposes in order to reduce obstruction of views and reduce visual clutter
- Fencing shall be constructed of materials compatible with the associated architecture and shall meet standards for historic properties whether on a historic property or not.
- Fencing at special locations shall be creative and integrate an artistic element.
- Chain link fencing shall not be permitted
- All existing chain link fencing shall be evaluated as to whether fencing at that particular location is necessary or should be replaced with a more aesthetic alternative, such as:
 - planted hedge
 - well-designed wrought iron or wooden fence
 - low garden wall in combination with wrought iron panels
 - planted trellis
- All existing galvanized chain link gates shall be evaluated as to whether a gate at that particular location is truly necessary; if not, it shall be removed. If it is necessary, it will be replaced with material appropriate to the adjoining fence. Vines and/or shrubs will be located against existing chain link fencing.
- All gate design should be durable, functional, consistent with the natural preservation theme of Hollywood Beach, and consider ease of maintenance.
- Gates that enclose maintenance related facilities shall be solid and/or have screening to mitigate views of equipment, etc.
- As much as possible, gates for similar purposes at multiple locations should be standardized to assist in unifying Hollywood Beach.
- Trellises shall be ornamental structures of lattice work over which vines are trained. Wooden or metal trellises shall be permitted. Prefabricated wooden lattice panels shall not be permitted.



