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CITY OF OCALA FORM-BASED CODE



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DIVISION 31: FBC FORM-BASED CODE

SUBDIVISION 1: GENERAL PROVISIONS

SEC. 122-951 TITLE

This division shall be titled “THE CITY OF OCALA FORM-BASED CODE” and may be referred to as the “Form-based Code” or the “FBC”.

SEC. 122-952 PURPOSE AND INTENT

This division comprises the City’s FBC regulations which implement the City’s Comprehensive Plan through the establishment of certain regulations, including standards, and procedures for reviewing and approving development within a large portion of the High Intensity/Central Core, also known as Central Core (CC). This is enacted to ensure consistency with the Comprehensive Plan, protect and preserve the public health, safety, and general welfare, and to assist in the orderly and controlled growth and development of the City.

It is the primary intent of these FBC regulations to establish an efficient, effective, and equitable regulatory and procedural code relating to the use of land and development within a large portion of the CC. The foundation for this primary intent is the community-driven 2035 Vision Plan. This Vision is to create a dynamic, mixed use downtown using pedestrian-oriented design principles.

It is also the intent of this division to reinforce the importance and the unique character of the City’s CC to provide regulations organized around the City’s historic street and block patterns and establishing standards for promoting development with a variety of uses, appropriate design, and public benefit. Further, the intent and purpose of this division is to enable the implementation of the following principles:

- Create an exceptional pedestrian-oriented public realm where city streets, sidewalks, parks, and plazas are safe, comfortable, attractive, and accessible places.
- Create a strong sense of spatial enclosure through the placement and arrangement of buildings, sidewalks, hardscape, and landscape.
- Promote building quality and form through building placement, building material, architecture, articulation, fenestration, and transparency.
- Achieve high-quality private and public spaces with form-based standards rather than regulations based principally on uses.

SEC. 122-953 DEFINITIONS

For the purposes of this division, the following words, terms, and phrases, when used in this division, shall have the meaning ascribed to them in this section, except where the context clearly indicates a different meaning:

Affordable housing: See section 106-102 of this code.

Arcade: A covered pedestrian space defined by a series of arches supported by columns, piers, or pillars, either freestanding and projected outward from a building facade or incorporated into the ground level of a building with upper levels extending to the outer face of the arcade.

Awning: A retractable or permanently affixed device on a storefront or over a building entrance or window that provides shelter from light or the elements.

Balcony: Any platform that projects from the wall of a building and is surrounded by a railing, balustrade, or parapet.

Block: The aggregate of private lots, passages, lanes and alleys, circumscribed by streets.

Build-to-line: The line on which a facade of the building must be placed.

Build-to-zone: The area in which a facade of the building must be placed.

Building base: The base of the building which clearly defines the realm of the public space, providing it with the necessary spatial enclosure. The base of the building is also the device that effectively engages the pedestrian, defining the character and quality of a street or public space. It also houses the uses with the most intensity and varies depending on the overall building height.

Building body: The building body is the portion of a multi-story building above the building base and below the building cap.

Building cap: The area above the eave or before the parapet line.

Building disposition / placement: The relative disposition of a building on its lot as regulated by specific parameters such as build-to-lines and setbacks.

Building facades: The exterior walls of a building that occur along a lot frontage on a public street or park that define the public realm.

Building frontage: The width of a building in relationship to the width of the lot abutting a street.

Building front: A building facade oriented towards a street.

Building height: The vertical extent of a building measured in stories, not including a raised basement or a habitable attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads and similar structures. When measured in feet, building height shall be measured from the average grade of the street to the highest horizontal component, such as a roof ridge.

Canopy: A horizontal structure designed to shelter persons or activities from the elements attached permanently to a building and extending outward over the storefront and the sidewalk.

Colonnade: A covered pedestrian space defined by a combination of columns placed at regular intervals, and arranged with regard to their structural or ornamental relationship to the building, usually attached to the side of a structure, or freestanding between structures as in a breezeway condition.

Corridor: A lineal geographic system incorporating transportation and/or greenway trajectories.

Downtown Design Guidelines: Policies for streetscape improvements in the public realm to be adopted by the city subsequent to the adoption of this division. Prior to such policies being adopted by the city, references to the Downtown Design Guidelines in this division shall not apply.

Elevation: The exterior walls of a building not along a frontage.

Encroachment: A building element that is attached to a building volume and is permitted to exist within a yard, front setback or side street setback. Typical building elements for encroachment include balconies, porches, arcades, and other architectural elements that are intended to bring the public realm closer to the building.

Fenestration: The design, arrangement, and placement of windows and doors within the overall composition of a building facade.

Finished ceiling: The horizontal overhead interior surface concealing either the floor of a story above or the roof structure.

Finished floor: The horizontal plane where the floor of any story is established, and this shall include the finished floor elevation on the first story of any building.

Gallery: A roofed promenade that extends along one or more facades of a building, projecting outward from the face of the building, either cantilevered from the facade or supported by columns, such as a colonnade, or by arches, such as an arcade.

Marquee: A structure that projects over the sidewalk from a building façade. Marquees are typically located at the entrance to a hotel or theater and may incorporate signage including the name of the establishment.

Parapet: A barrier that extends above the building roofline. Parapets may be used to screen building mechanical equipment or for decorative purposes.

Parking placement: Refers broadly to the designated area within a lot or parcel where off-street parking is allowed.

Parking structure: A building containing two or more stories of parking.

Pedestrian realm: The area between the building front and the face of curb or street that is occupied by pedestrian activity, including but not limited to outdoor cafes, plazas, and courtyards.

Podium top: This is the area above the base of a multi-story building when the body of the building is set back enough to create a noticeable change from the base to the body. This area on the roof of the base is sometimes used as open or green space.

Porch: An extension of the primary building façade and entrance typically elevated from the ground and commonly used on residential buildings.

Principal building entry: The most prominent pedestrian access into a structure.

Public art: The creative application of skill and taste by artists to production of permanent tangible objects in the public view, including but not limited to paintings, carvings, collages, sculptures, frescos, mosaics, site specific installations, mobiles, statues, engravings, murals, and bas-reliefs. This definition shall not include reproductions of original art work, art objects which are mass produced, works that are ornamental or functional elements of architecture or landscape design, architectural rehabilitation, or historical preservation.

Public building entry: Means of ingress and egress for pedestrians not restricted to employees.

Public realm: Areas owned or maintained by the City including parks, parking lots and garages, plazas, alleys, and public rights-of-way.

Regulating Map: Defines the street types and area in which the Form-based Code applies.

Storefront: The ground floor front and sides of a building (typically commercial or mixed use building) facing a street, usually containing display windows.

Stoop: An exterior flight of stairs with a platform leading to an entrance door some distance above the street.

Story: A habitable level within a building.

Streetscape: The hardscape, landscape, and all appurtenances within the public realm.

Street wall: A 36 to 42 inch masonry wall of a same or similar material to the building facade that separates the pedestrian realm from private property on portions of a build-to-line or build-to-zone that do not include a building.

Transition area: The area between the building base and building cap on single-story buildings, expressed using architectural features on the building facade.

Transition line: The line between the building base and building body or between the building body and building cap, expressed using architectural features on the building facade.

Transparency: The degree to which a building uses an opening or glass as a primary building material in the composition of the building facade. Areas covered by film, tinting, or similar material on windows or otherwise transparent surfaces shall not be considered transparent, except as expressly provided in this division.

SEC. 122-954 REGULATING MAP

The Regulating Map designates property to be included within the FBC district. The intensity of development and permitted land uses will be directed by the Regulating Map. This map establishes a hierarchy of development intensity by street type. Development intensity and permitted land uses are determined by the property's street type frontages. The street type standards found in subdivision 3 shall be used to direct development on the property. If property within the FBC district only has frontage on a street or streets without a street type designation, then the Regulating Map may be administratively amended by the Planning Director only to apply a street type designation to a street without an existing street type designation.

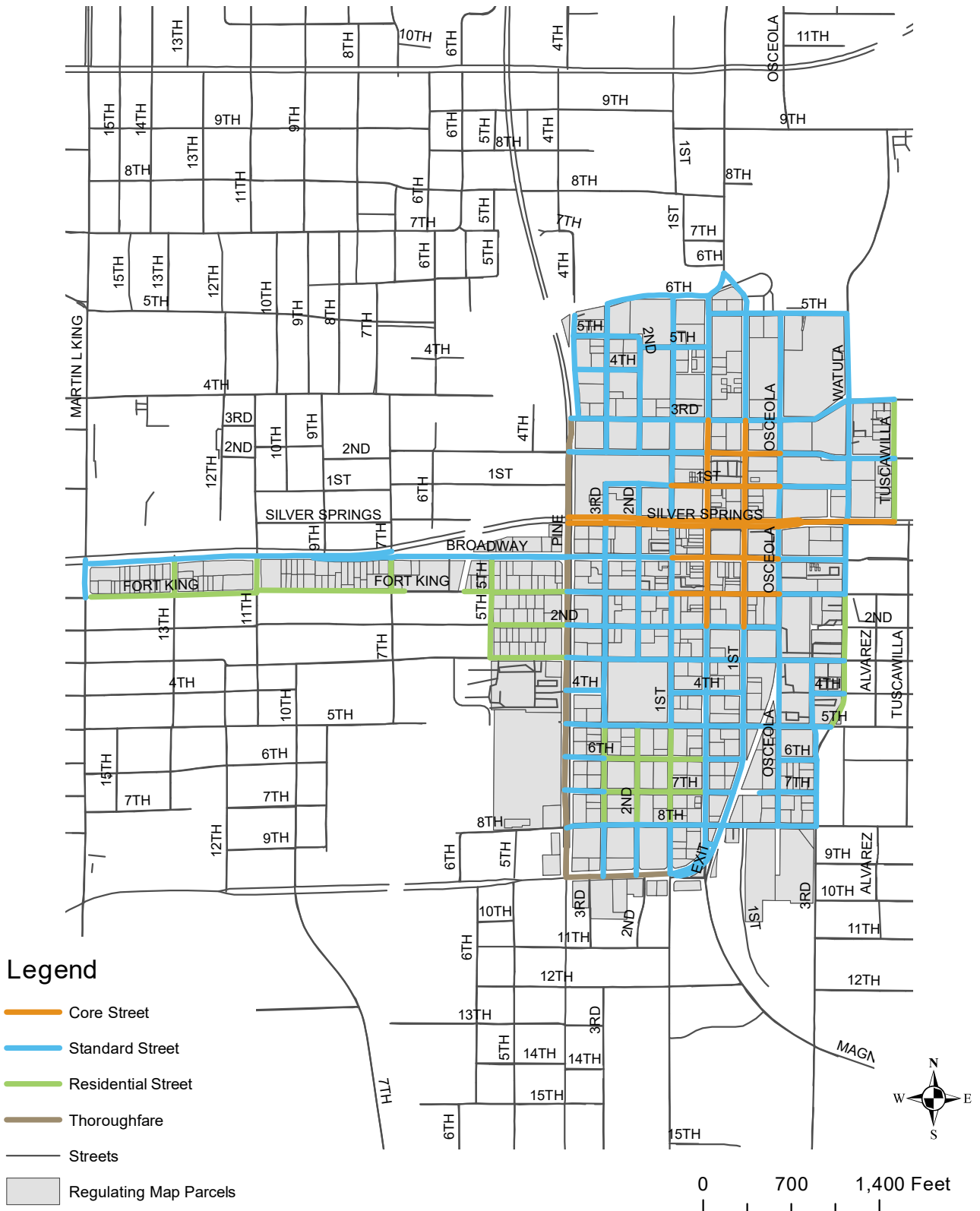
SEC. 122-955 STREET HIERARCHY

If a property has multiple street frontages, the development standards for each street type shall govern development standards for that street frontage. In cases of irreconcilable conflict between the requirements of multiple street types, the street hierarchy in the following table shall govern the standards set forth on lots that front multiple street types. Core Street regulations shall take priority, followed by Standard, Residential, and Thoroughfare.

Table 1.1: Street Hierarchy	
Street type	Prioritization order
Core	1
Standard	2
Residential	3
Thoroughfare	4

Figure 1.1: City of Ocala Form-based Code Regulating Map

City of Ocala Form-based Code Regulating Map



SUBDIVISION 2: POLICIES & PROCEDURES

SEC. 122-956 APPLICABILITY

The provisions of this Form-based Code shall apply to all development on property included in the FBC district. No development shall be undertaken without prior approval and the issuance of the appropriate development order or permit pursuant to the applicable provisions of these Form-based Code regulations and the Land Development Code, except as provided herein.

- The provisions of this division, when in conflict, shall take precedence over those of other provisions of chapters 110, 118, and other provisions of 122 of this code. Other provisions of this code shall apply for development standards not covered in this division.
- In cases of conflict, the text shall take precedence over graphics.
- These regulations are intended for new development, expansion, and exterior remodeling. Existing structures and uses are allowed to continue and normal repair and maintenance is encouraged.

(a) New Buildings

All new buildings on parcels in the FBC district shall be subject to the requirements of this division.

(b) Building Expansion

- (1) Any building expansion greater than a 40% increase in the square footage of the existing building shall be subject to the requirements of the form-based code.
- (2) Any expansion to a nonconforming building that is equal to or less than 40% of the total square footage of the building shall not increase the degree of nonconformity through form or use.

(c) Changes or Expansions of Use

Any changes or expansions of use shall conform to the use table in subdivision 3 of this division.

(d) New or Refaced Signs

Any new or refaced signs shall conform to the sign requirements of subdivision 4 of this division.

(e) Historic Preservation

- (1) No work requiring a certificate of appropriateness as defined in chapter 94 of this code shall take place in the FBC district until the Ocala Historic Preservation Advisory Board issues a certificate of appropriateness for such work.
- (2) The planning director may waive provisions of this division for work in any portion of the FBC district that is subject to chapter 94 if the Ocala Historic Preservation Advisory

Board determines that the criteria of subsection 94-82(g) can not be met unless such waiver is granted.

SEC. 122-957 DEVELOPMENT APPROVAL AND SITE PLAN PROCESS

- (a)** The applicant shall schedule a mandatory pre-application meeting through the planning department.
- (b)** Subsequently, development approval and site plan review and approval process shall be subject to the provisions listed in this division and article IV of this chapter.

SEC. 122-958 ADJUSTMENTS

Within the FBC district, some sites may be difficult to develop in strict compliance with these regulations. The adjustment review process provides a mechanism by which the regulations of this division may be modified if the proposed development continues to meet the intent of this division. The adjustment process serves the same purpose as a variance in other districts, and therefore modification of zoning requirements by variance shall be prohibited in the FBC district.

(a) Eligible Adjustments

Unless listed in subsection (b) below, an adjustment may be requested for any regulation in subdivisions 3 and 4 of the this division, permitted the adjustment criteria and intent of this division are met.

(b) Ineligible Adjustments

No adjustment shall be granted for the following items:

- (1)** Permitted Uses - subdivision 3
- (2)** Parking placement - subdivision 3, Core Streets only
- (3)** Building placement - subdivision 3, Core Street adjustments greater than 10% only

(c) Adjustment Process

- (1)** The applicant shall schedule a mandatory pre-application meeting as a part of the site plan approval process. Pursuant to the pre-application meeting, the applicant shall submit an adjustment request to the planning department.
- (2)** An application for an adjustment shall be accompanied by documentation that establishes how the applicant meets the adjustment criteria in this section and the intent of this division, and the adjustment shall be reviewed as part of the site plan review process.
- (3)** The decision of the planning director may be appealed per the provisions of section 122-221.

- (4) In granting any adjustment, the adjustment is deemed unique and shall apply only to the site plan application with which it is associated, and shall not carry or set a precedent for future development applications.

(d) Adjustment criteria

An adjustment may be granted if the request meets all of the following conditions.

- (1) That granting the adjustment will not materially or adversely affect adjacent land uses, surrounding neighborhoods, or otherwise be detrimental to the public welfare;
- (2) That granting the adjustment will not have an adverse impact on the urban form and/or the street-space;
- (3) That granting the adjustment is consistent with the purpose and intent of this division;
- (4) That the appropriate number of adjustment points have been generated by other aspects of the proposal located on the same site.

(e) Adjustment Points

An applicant can only earn adjustment points through proposals that go beyond the minimum requirements of this division to provide some sort of community benefit. An applicant can only spend adjustment points when seeking adjustments from certain requirements of this division. The following two tables lay out how adjustment points can be earned and spent. If phasing is proposed, adjustment points may not be spent in an earlier phase than they are earned.

The accrual of points for an item listed in Table 2.1 is prohibited if provision of the item acts against the intent of this division. Adjustment points may be earned or spent in ways not specified in the following tables according to the following criteria.

- (1) The planning director may not award more than three points total for miscellaneous adjustments. These adjustment points shall be reserved for elements of a proposed development which meet the intent of this division, exceed the minimum requirements of this division, and provide a community benefit.
- (2) An applicant may request an adjustment of any standard in this division not listed in Table 2.2 below, and not listed as an ineligible adjustment by subsection (b) above. The planning director shall determine if the request meets the criteria of subsection (d) above and shall determine the appropriate number of points that the applicant shall spend for any adjustment granted. The number of points shall be comparable to other adjustments listed in Table 2.2.
- (3) The planning director may allow for prohibited signage, building materials, or colors without charging adjustment points if the signage, building materials, or colors are deemed to be of equal or higher quality than what is permitted by this division, and the requirements of subsection 122-958(d) above are met.

Table 2.1: Earning Adjustment Points

Category	Points
Art	
Creative incorporation of public murals or art on one street frontage	1
Creative incorporation of public murals or art on two street frontages	2
Creative incorporation of public murals or art on three or more street frontages	3
Public Space	
Public seating area or plaza provided on one street frontage	1
Public seating area or plaza provided on two street frontages	2
Public seating area or plaza provided on three or more street frontages	3
Transparency	
At least 5% over the minimum transparency requirement provided	1
At least 10% over the minimum transparency requirement provided	2
Building Height	
More than the minimum required number of stories provided	2
Off-site Improvements	
Off-site improvements identified in the Downtown Design Guidelines provided on one street frontage	2
Off-site improvements identified in the Downtown Design Guidelines provided on two street frontages	4
Off-site improvements identified in the Downtown Design Guidelines provided on three or more street frontages	6
U.S. Green Building Council LEED Certification	
LEED Silver certified building proposed	6
LEED Gold certified building proposed	8
LEED Platinum certified building proposed	10
Affordable Housing	
At least 20% of proposed residential units are affordable housing units, as defined in subdivision 1 of this division.	5
Public Structured Parking	
At least two decks	6
At least three decks	8
At least four decks	10
Vehicular Access	
Cross access easement provided, eliminating the need for additional curb cuts	2
Miscellaneous Adjustment	
Miscellaneous adjustment points per sec. 122-958(e)(1) above.	1-3

Table 2.2: Spending Adjustment Points

Category	Points
Building Placement (percentage of BTL, BTZ, or setback defined by building)	
<10% adjustment	4
10-25% adjustment	7
Building Height	
2 stories on a Core street or less than 12' floor-to-ceiling height	5
1 story on a Core street	10
Parking	
Parking fronts a higher-tiered street (except Core)	6
Any other parking adjustment	5
Massing (building return or podium top setback)	
<10% adjustment	4
10-25% adjustment	6
Transparency	
<10% adjustment	1
10-25% adjustment	3

(f) Adjustments for the Preservation of Trees

An applicant may receive an additional adjustment made necessary by modifications required to preserve high quality trees if the adjustment meets the purpose and intent of the FBC. An application for an adjustment shall demonstrate all of the following three (3) requirements:

- (1) The adjustment is for the purpose of preserving a tree or trees that are of high quality and are deemed to be able to thrive in an urban environment as documented in writing by a certified arborist or equivalent horticultural professional;
- (2) The applicant cannot design and locate the proposed structure or infrastructure improvements to preserve the trees and also comply with all provisions of the FBC, without causing the applicant undue hardship; and,
- (3) Considering the shape and dimensions of the real property, the location of existing structures and infrastructure improvements, and the size, age, health, and species of trees sought to be protected, it is not feasible to transplant the trees to another location on the site.

SEC. 122-959 INCENTIVES

The City provides development incentives within the FBC district:

- (a)** Exemption from traffic study requirements provided in the City of Ocala Traffic Impact Analysis Guidelines.*
- (b)** Expedited building permitting. Building permits shall be reviewed within 10 working days of receipt of a complete application.*
- (c)** 25% reduction of site plan and subdivision application fees.*
- (d)** Regional stormwater management facilities, where available.
- (e)** On-site parking requirements may be waived.
- (f)** Business development grants, where available.
- (g)** In the High Intensity / Central Core land use classification, density / intensity is measured using the floor area ratio (FAR) for both residential and nonresidential uses.

*Preferred building placement and height requirements listed in sections 122-961 and 122-962 shall be met for incentives to apply.

SUBDIVISION 3: DEVELOPMENT STANDARDS

SEC. 122-960 STREET TYPES

The Form-based Code regulates new development and redevelopment within the area designated on the Regulating Map in subdivision 1 of this division. These regulations are based primarily upon development form in lieu of conventional zoning classifications. While uses are still regulated, the form of development on private property shall create the proper orientation for pedestrians within the public realm.

The “public realm” is considered the land within the right-of-way of the FBC streets including sidewalks, landscaping, travel lanes, and on-street parking. The proper form of development has a “build-to line” mandating the location of the building façade. The build-to line for the building façade of new development and qualifying redevelopment creates a specific location for the building façade in relation to the streets. This specific location is required to create a “pedestrian realm” between the edge of the street and building façade. The pedestrian realm includes the sidewalk and amenities such as street trees, benches, street lights, and other street furniture that create a safe and comfortable pedestrian environment.

The Regulating Map identifies the four street types in the FBC. Each street type provides for different development forms and intensities. The Regulating Map identifies the street type(s) for all FBC parcels, which establishes the development standards for that parcel.



Figure 3.1: Historical graphic of downtown Ocala

(a) Core Street

The purpose of a Core Street is to create a dense, fully mixed use city center with a vibrant street life and a pedestrian oriented public realm with a variety of amenities. It is to be the most intense urban pattern in the City. Each building and development should contribute to the ability



Figure 3.2: Core street design

for this district to have a mix of uses, be aesthetically attractive and provide an accessible environment. New development and qualifying redevelopment should provide a variety of uses mixed horizontally and vertically. Housing types associated with this category are found in multi-story residential and mixed used buildings where dwelling units are located above street level commercial uses.

Building architecture should be complementary to best examples of historic buildings in downtown Ocala. Buildings are located close to the street with wide sidewalks established between the street and buildings. Buildings will create a defining street wall and have their main entrances oriented to the Core Street.

(b) Residential Street

Residential Streets are mixed use, primarily residential in character supporting a vibrant street life and a pedestrian oriented public realm. Each building and development should contribute to the ability for this street to be an aesthetically attractive and safe environment for residents to

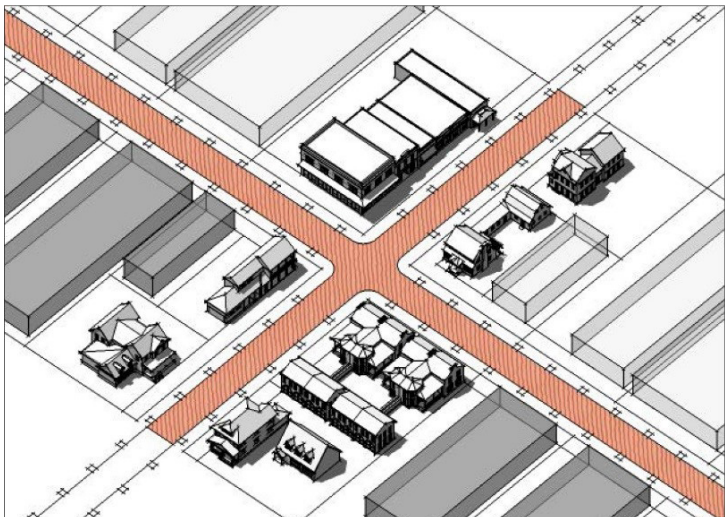


Figure 3.3: Residential street design

live, work, or socialize.

Development shall emphasize an urban building and site design that is compatible with residential uses. Buildings should be located with their main entrances oriented to the street.

Housing types associated with this category are primarily single family detached, attached, multi-family apartment homes and live work units. Nonresidential development shall be built to a pedestrian scale and compatible with surrounding residential development.

(c) Standard Street

Standard Streets are mixed use streets with a vibrant street life and a pedestrian oriented public realm with a variety of amenities such as gathering areas and wide sidewalks. Development shall emphasize urban building design with minimal setbacks. Each building and development should contribute to the ability for this district to have a mix of uses, be aesthetically pleasing and accessible for multiple transportation modes.

Gathering areas such as plazas, and civic areas should be provided to encourage pedestrian and commercial activity at street level. Shade for pedestrians should be provided through street trees and building design. Parking typically occurs in structured parking and surface parking.

Housing types associated with this category are predominately attached dwelling units in multifamily buildings and mixed used buildings where dwelling units are located above street level commercial uses.

(d) Thoroughfare

Thoroughfares are existing large arterial roadways that provide a balance between multimodal connectivity and vehicular traffic. They are mixed use but are characterized primarily by commercial uses with safe and convenient vehicle access.

Development shall emphasize urban building design with moderate setbacks. Each development should initially or eventually contribute to the ability for this district to accommodate a variety of uses, be aesthetically pleasing and accessible for multiple transportation modes.

Gathering areas should be provided to encourage pedestrian and commercial activity at street level. Shade for pedestrians should be provided through street trees and building design. Wide sidewalks shall be provided. Parking typically occurs in structured parking and surface parking.



Figure 3.4: Standard or Thoroughfare street design

SEC. 122-961 BUILDING PLACEMENT

Table 3.1: Building Placement				
	Core	Standard	Residential	Thoroughfare
Build-to line (BTL)*	11' from face of curb	11' from face of curb	N/A	N/A
Build-to zone (BTZ)	N/A	N/A	N/A	0' - 54' from public realm
Preferred build-to zone (BTZ)**	N/A	N/A	N/A	0 - 10' from public realm
BTL or BTZ defined by a building	80%	50%	N/A	50%
Internal side & rear setback	N/A	N/A	5' minimum from property line	N/A
Single-family street setback	N/A	N/A	20' maximum from public realm	N/A
Multi-family or non-residential street setback	N/A	N/A	10' maximum from public realm	N/A
*If the build-to-line would fall within the public right-of-way, then the build-to-line is instead the front property line.				

**Certain incentives identified in section 122-959 apply when preferred standards are met.



Figure 3.5: Street wall example



Figure 3.6: Pedestrian realm example

- (a) Remaining frontage on the BTL or BTZ shall be screened with a street wall unless utilized for gathering areas and/or access points.
- (b) Street walls must be 36 to 42 inch tall masonry walls of the same or a similar material to the building façade.
- (c) Maximum front setbacks may be exceeded if 100% of the additional setback is dedicated to the pedestrian realm.
- (d) The BTL or BTZ may be adjusted if 100% of the area between the building front and public realm is dedicated to the pedestrian realm.
- (e) The pedestrian realm may also be used to satisfy building frontage requirements when the pedestrian realm extends uninterrupted from the street frontage in question to the rear property line.

SEC. 122-962 BUILDING HEIGHT

Table 3.2: Building Height				
	Core	Standard	Residential	Thoroughfare
Main building(s) minimum	3 stories	N/A	N/A	N/A
Main building(s) preferred minimum*	N/A	2 stories or 30'	N/A	2 stories or 30'
Main building(s) maximum	8 stories	8 stories	4 stories or 45'	8 stories
*Certain incentives identified in section 122-959 apply when preferred standards are met.				

- (a) Ground floor finished ceilings shall be a minimum of 12 feet above the finished floor.

SEC. 122-963 PARKING

- (a) The following parking requirements apply, and all other off-street parking requirements are stipulated in sections 122-1003, 122-1005 through 122-1009, and 122-1015.
- (b) Development on Core Streets are not required to provide on-site parking, and are exempt from the requirements of sections 122-1001, 122-1002, 122-1004, and 122-1010.
- (c) Requirements for on-site parking in sections 122-1001, 122-1002, 122-1004, and 122-1010 may be waived or reduced on any street type at the Planning Director's discretion if a plan showing how parking needs will be satisfied is reviewed and approved by the Planning Director.
- (d) Uses with frontage on Core, Standard, or Residential Streets shall only have off-street surface parking at the rear or side of the building.
- (e) Parking access shall be placed on the lower order street or alley where possible.
- (f) Maximum allowed access width is 24 feet, measured at the BTL or beginning of the BTZ so as to exclude the apron.

SEC. 122-964 LANDSCAPING AND OPEN SPACE

- (a) Landscape buffering less intense uses on Core, Standard, or Thoroughfare streets shall not be required.
- (b) Landscape buffering less intense uses on Residential Streets and on properties abutting the FBC district shall be required as set forth in section 122-260 of the City LDC.

SEC. 122-965 USE TABLE

All uses will be considered permitted unless specifically identified in the table below. If a use is not defined in section 122-3, the use will be considered prohibited until such time a definition is created and adopted into code. Empty cells signify a permitted use. Cells containing a “Pr” signify a prohibited use. Cells containing an “SE” signify a use permitted by special exception. Uses permitted only when certain conditions are met are indicated in cells containing a “C” and a number, which are listed in the use conditions table below, following the prohibited, conditional, and special exception use table. Uses in bold type are categories that include multiple defined uses per section 122-3. If an individual use type is treated differently than its associated use category, then the regulation specific to the use type prevails.

In the case of a property fronting two street types, the less restrictive street governs, except on a Core Street, where the Core Street regulations always apply (e.g., on a Thoroughfare-Standard corner, if a use is permitted on Thoroughfares and prohibited on Standard streets, the use would be permitted; on a Thoroughfare-Core corner, if a use is permitted on Thoroughfares and prohibited on Core streets, the use would be prohibited).

Table 3.3: Prohibited and Conditional Use Table

	Core	Standard	Residential	Thoroughfare
Residential uses				
Accessory dwelling/guesthouse	Pr	C1	C1	Pr
Mobile home	Pr	Pr	Pr	Pr
Rooming / boarding house	Pr	Pr	Pr	Pr
Single-family dwelling	Pr			Pr
Two-family residential	Pr			Pr
Retail uses				
Electronic cigarette / vaporizer store	Pr	Pr	Pr	Pr
Pawn shop	C2	C2	Pr	C2
Pharmacy	C3	C3	Pr	C3
Vehicular sales	Pr	Pr	Pr	Pr
Service uses				
Adult use establishment	Pr	Pr	Pr	Pr
Agricultural uses	Pr	Pr	Pr	Pr
Bail bonds agency	Pr	Pr	Pr	Pr
Check cashing establishment	Pr	Pr	Pr	Pr
Drive-in or drive-through restaurant	Pr	C4	Pr	C4
Emergency shelter	Pr	C6	C6	C6
Radio/TV broadcasting facility	C5	C5	C5	C5
Self-service station	Pr	Pr	Pr	C6
Tattoo or body piercing	Pr	Pr	Pr	Pr
Tourist camp or park	Pr	Pr	Pr	Pr
Vehicular services	Pr	Pr	Pr	C7
Education / Recreation / Social uses				
Recreational uses with an outdoor component	C6	C6	C6	C6
Health care uses				
Assisted living facility	C8			
Hospital	Pr	C6	Pr	C6
Transitional/recovery facility	Pr	Pr	Pr	Pr
Industrial uses				
High-impact industrial uses	Pr	C9	Pr	C9
Low-impact industrial uses	Pr	C6	Pr	C6
Microbrewery / microdistillery			Pr	
Empty: Permitted	Pr: Prohibited	C: Conditional		

Table 3.4: Use Conditions

C1	• Accessory dwellings only permitted on lots with an occupied single-family dwelling. • Maximum of one accessory dwelling per lot. • Accessory dwelling must be located in the rear yard. • The accessory dwelling shall not be taller or have a larger footprint than the principal single-family dwelling.
	Pawn shops are prohibited, except that pawn shops legally existing on September 25, 2018 are permitted and shall not be considered nonconforming.
	Pharmacies are subject to the requirements of section 122-1227.
	Service drives shall be located in the rear or internal side yard.
C5	Transmitters are prohibited.
C6	• Proposals that generate more than 100 gross PM peak hour trips per day must be taken to the Planning & Zoning Commission and City Council as a public hearing for approval. • The planning director may determine that an application must be taken to the Planning & Zoning Commission and City Council as a public hearing for approval if the use is thought to significantly impact the surrounding community. • For self-service stations, canopies covering fueling stations must be attached to the primary building and match the design of the primary building facade.
	Garage/bay doors shall be located on the rear or internal side of the building.
	Use is not permitted on the first story of a building.
C9	No new high-impact industrial uses may be established on a property after being rezoned to the form-based code district. Applications for expansions of existing high-impact industrial uses must be taken to the Planning & Zoning Commission and City Council as a public hearing for approval.

SEC. 122-966 PUBLIC REALM DESIGN

Public realm design requirements for specific street segments shall be determined by the City of Ocala's Downtown Design Guidelines. The following figures are for illustrative purposes only, except for the requirements found in the public realm requirements table, which are mandated as part of this division.

Figure 3.7: Core Street Section (50' ROW)



Figure 3.8: Core Street Perspective (50' ROW)



Figure 3.9: Core Street Section (SR 40, 90' ROW)



Figure 3.10: Core Street Perspective (SR 40, 90' ROW)



Figure 3.11: Standard Street Section (50' ROW)



Figure 3.12: Standard Street Perspective (50' ROW)



Figure 3.13: Residential Street Section (50' ROW)



Figure 3.14: Residential Street Perspective (50' ROW)



Figure 3.15: Thoroughfare Section (100' ROW)



Figure 3.16: Thoroughfare Perspective (100' ROW)



Table 3.5: Public Realm Requirements

	Core, Standard, and Residential	Thoroughfares
Trees, Lights, & Street Furniture	Trees, lights, and street furniture shall be specified by the Downtown Design Guidelines. Improvements in concert with the Downtown Design Guidelines shall be required or eligible for adjustment points in accordance with this division.	
Sidewalks	Continuous sidewalks are required along the street front. Sidewalk / public realm width shall be 11 feet minimum from face of curb to face of building.	Continuous sidewalks are required along the street front. Sidewalk / public realm width shall be 13 feet minimum from face of curb to face of building.
Sidewalk Cafes*	Businesses may receive a permit to use sidewalks adjoining and abutting them for sidewalk cafes, provided that a minimum of five feet of the width within the public realm remains unobstructed, nothing is permanently affixed to the sidewalk, and the sidewalk is kept clean.	
Sidewalk Sales*	Businesses may receive a permit to use sidewalks adjoining and abutting them for temporary outdoor sales, provided that outdoor sales about the building and a minimum of five feet from the face of curb to the outdoor sales area remains unobstructed, nothing is permanently affixed to the sidewalk, materials are brought inside at the end of each business day, and the sidewalk is kept clean.	
Miscellaneous	Ground floor finish level above sidewalk: 6" maximum above sidewalk.	
	Principal building entry will be at grade.	
	Upper floor units located in the main building shall be accessed by a common entry along the front street.	
	Street display and outside restaurant seating are subject to City licensing and pedestrian handicapped accessibility requirements.	
	Along Osceola Avenue, no door swing radii, street furniture, outdoor sales, or hindrances of any type may extend into the public right-of-way.	

* Prior to the issuance of a permit for a sidewalk cafe or sidewalk sales, an applicant shall furnish the building official with a signed statement that the permittee shall hold harmless the city, its officers and employees and shall indemnify the city, its officers and employees for any claims for damages to property or injury to persons which may be occasioned by any activity carried on under the terms of the permit. The permittee shall furnish and maintain such public liability, food products liability, and property damage liability from all claims and damage to property or bodily injury, including death, which may arise from operations under the permit or in connection therewith. Such insurance shall provide coverage of not less than \$1,000,000.00 for bodily injury, property damage, or any claims or injuries arising from the sale or use of alcoholic beverages on the premises, respectively per occurrence. Such insurance shall be without prejudice to coverage otherwise existing therein and shall name as additional insureds the city, its officers and employees, and shall further provide that the policy shall not terminate or be cancelled prior to the completion of the permit period without 45 days' written notice to the building official at the address shown in the permit.

SUBDIVISION 4: DESIGN STANDARDS

SEC. 122-967 BUILDING ARCHITECTURE

It is the intent of these Design Standards to foster creative building solutions while maintaining consistent design quality, guiding the overall appearance of buildings and promoting compatible building elements and facades. These Design Standards describe building design elements that have the greatest impact on the Public Realm in such a way as to provide for the public health, safety, and welfare in a high-quality pedestrian environment. The Design Standards do not dictate any specific architectural style, but are intended to allow for a rich variety in architectural design inspired by the historic precedents that already exist in the City and the Central Florida region. These Design Standards are not intended to be overly prescriptive nor overly restrictive of creative expression.

Buildings in the Central Core have historically served a variety of tenants and uses. Building design and construction shall support building longevity and future uses by using simple building forms with clear delineations between floor levels, proportions of openings and greater transparency through the use of larger storefront openings at the ground level.

Street facades shall include key architectural elements that maintain both pedestrian scale and interest. Architectural details and facade articulation shall include recesses for outdoor dining areas; display and/or public art integrated with the building design; canopies, awning, arcades, galleries, balconies, porches, stoops, and other architectural projections; and other architectural elements to create visual interest.

As these Design Standards promote an improved Public Realm and as the primary intent of this Form-based Code is to implement the Ocala 2035 Vision Plan, which included placemaking of the downtown for pedestrian activity, these Standards provide the template for appropriate development in the CC. Further, these Standards provide additional requirements beyond those in subdivision 3.

Articulation gives emphasis to architectural elements, such as windows, balconies, entries, etc., that create a complementary pattern or rhythm, dividing large buildings into smaller identifiable pieces.

(a) Building Massing and Articulation

- (1)** Overall building mass shall be divided into distinct façade elements separated by recesses, changes in materials, structural elements or sub-divided into individual facades.
- (2)** Horizontal elements, including building cornices, sill heights, floor levels, moldings and windows shall be aligned.
- (3)** The Transition Line from Building Base to Building Body, from Building Body to Building Cap, or the Transition Area from Building Base to Building Cap on single-story buildings shall be expressed using architectural features on the building facade.

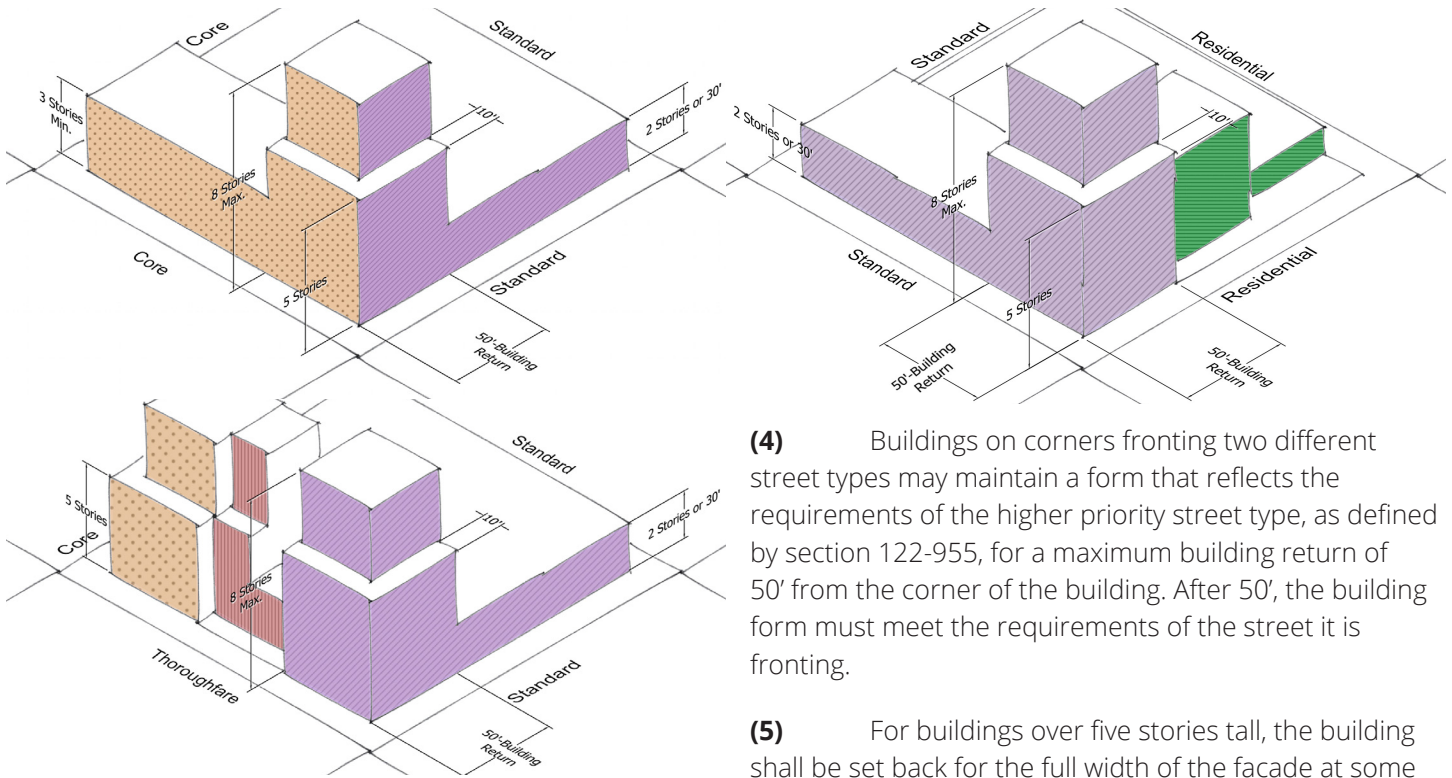


Figure 4.1: Corner development examples

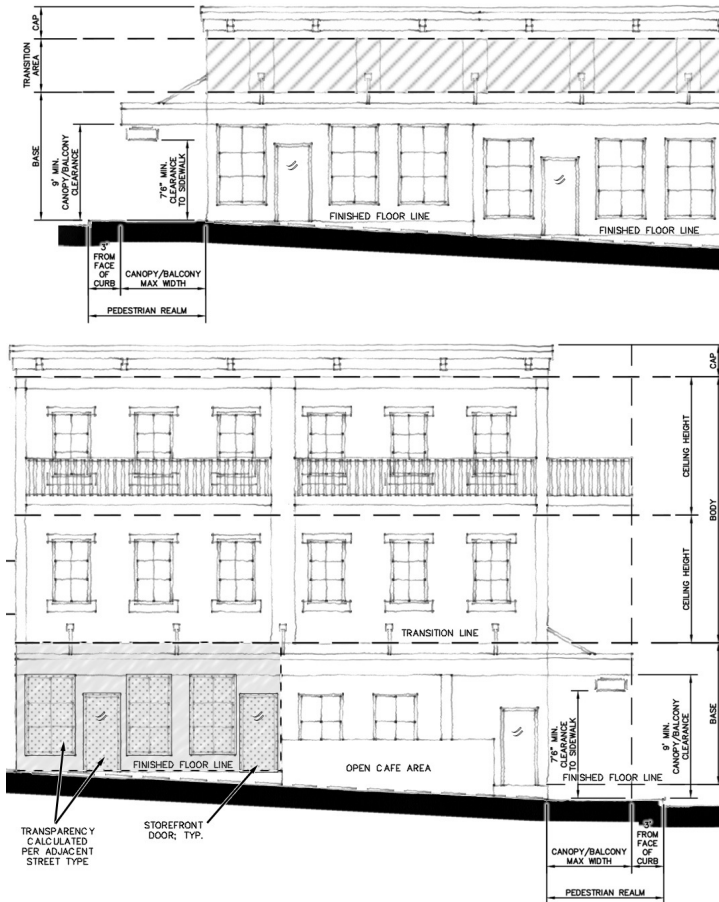


Figure 4.2: Massing and facade diagrams

(4) Buildings on corners fronting two different street types may maintain a form that reflects the requirements of the higher priority street type, as defined by section 122-955, for a maximum building return of 50' from the corner of the building. After 50', the building form must meet the requirements of the street it is fronting.

(5) For buildings over five stories tall, the building shall be set back for the full width of the facade at some point above the second story and below the sixth story. The distance of the setback may vary, but shall be a minimum of 10'.

(6) Podium tops, if any, should be designed to provide usable open space.

(7) "Terminated Vista" is a site located at the end or axial conclusion of a street or pedestrian path. These buildings or portions of building frontages located at Terminated Vistas shall provide additional architectural design detailing.

(8) The floor plate of any floor may not be larger than the floor below.

(9) The cap may not include habitable space.

(b) Doors, Windows, Recesses, and Openings

- (1) All building elevations that front on a street shall be considered primary facades. Corner or through lots shall have multiple primary facades.
- (2) Each primary façade, except for non-commercial uses, must have a public building entry located on that façade. Buildings with facades on multiple street types must have a principal building entry on the higher order street(s), as set forth in section 122-955. For corner lots, a public building entry may be placed at an angle facing the intersection of the two streets instead of having a separate public building entry facing each street.
- (3) All areas of the pedestrian realm and areas within recesses in a primary facade shall be well-lit.
- (4) All glass on a building's base shall be clear and non-reflective, except in a case that translucent windows are provided to acquire LEED certification or in the case of non-commercial uses.
- (5) All window openings in brick construction shall have a sill at their base.
- (6) The bottom of windows shall be no more than 3 feet above the finished floor and minimum required transparency is measured from the bottom of windows to the transition line or area.
- (7) In the case of a primary facade with openings instead of windows, the openings shall count towards the facade's transparency requirement. The wall behind such openings, separating the covered area from the enclosed building, shall be subject to reduced transparency requirements.



Figure 4.3: Storefront with high transparency

Table 4.1: Minimum Transparency Required

	Core	Standard	Residential	Thoroughfare
Base	70%	40%	20%	40%
Base (behind openings)	50%	40%	20%	40%
Base (residential uses)	30%	20%	20%	20%
Body	30%	20%	10%	20%

(c) Roofs and Eaves

(1) Roofs

- a) Roofs shall have a pitch between 5:12 and 12:12.

- b)** Flat roofs or roofs with a pitch below 5:12 shall include a parapet wall above a roof facing any public frontage. The parapet wall shall be a minimum of 24 inches high (measured above the roof).
- c)** Shed roofs shall be used for accessory structures when they are attached to a principal building and shall have a slope between 4:12 and 6:12.
- d)** Porch roofs and roofs over other building elements such as bay windows, balconies, and exterior utility closets or mechanical rooms that are attached to principal buildings shall have a pitch of between 3:12 and 4:12.



Figure 4.4: Building with gallery

(2) Skylights

Skylights shall be flat in profile and shall not be visible from public spaces.

(3) Gutters

Gutters are allowed providing they match the architectural style of the building.

(4) Eaves

Eaves, when used, shall overhang vertical building walls a minimum distance of 12".

(d) Galleries

- (1)** Minimum gallery depth shall be 10 feet, as measured from the face of the building to the outside column face.
- (2)** Minimum vertical underside clearance shall be 9'.
- (3)** Galleries may encroach within the public realm, but shall not extend closer than three feet from the face of curb and shall leave a minimum of eight feet for pedestrians to pass on at least one side of columns, piers, or arches.
- (4)** Galleries shall only be one story in height and may have flat or pitched roofs, up to 8:12.



Figure 4.5: Marquee example

(e) Awnings and Marquees

- (1)** Minimum awning or marquee depth shall be 3' (measured perpendicular to the wall face).
- (2)** Minimum underside clearance shall be 9'.
- (3)** Awnings shall be continuous above openings below.
- (4)** Breaks in awnings shall coincide with breaks in shopfront openings below.
- (5)** Awnings and marquees may encroach into the public realm, but shall not extend closer than three feet from the face of curb.



Figure 4.6: Awnings with breaks

- (6) Awnings shall be made of durable material and may be either fixed or retractable.
- (7) High-gloss, plasticized materials are not permitted.
- (8) Awnings shall not be backlit.

(f) Balconies

- (1) Balconies may encroach into the public realm, but shall not extend closer than three feet from the face of curb.
- (2) The minimum vertical underside clearance of a balcony is 9'.
- (3) Balconies in the front of a building may not have screens.
- (4) Balconies shall match the architecture of the building using similar details and materials.

(g) Porches

- (1) The minimum porch depth shall be 8' (measured from face of building to outside of column face).
- (2) Porches shall be covered, and the minimum underside clearance shall be 9'.
- (3) Porches shall match the architectural style of the building, using similar details and materials.
- (4) Front and side porches may be screened; however, if screened, all architectural features (columns, railings, etc.) must occur on the outside of the screen facing a street or public space.
- (5) Porches may not extend into the public realm.

(h) Stoops

- (1) The minimum stoop depth shall be 4' (measured perpendicular to the wall face).
- (2) Stoops may not extend into the public realm.
- (3) Stoops shall match the architectural style of the building, using similar details and materials.

(i) Brick and Masonry Detailing

(1) Headers

- a) All openings in brick construction shall be spanned by a header.
- b) Acceptable header forms shall be the lintel, arch, and jack arch.



Figure 4.7: Balcony example



Figure 4.8: Porch example

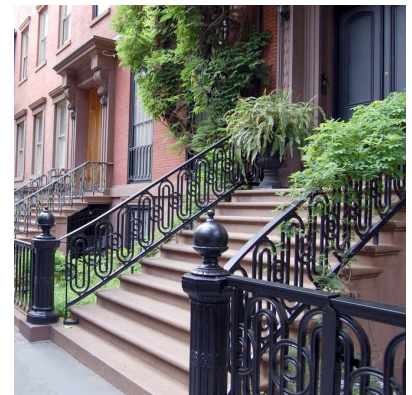


Figure 4.9: Stoop example

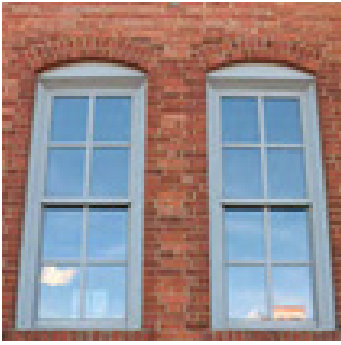


Figure 4.10: Sills



Figure 4.11: Cornice



Figure 4.12: Columns



Figure 4.13: Prohibited materials and color

c) Headers may comprise a variety of materials including brick, stone, cast stone, and metal.

d) Headers shall be a minimum of four (4) inches in height and slightly wider than the opening they span.

(2) Sills

a) Sills shall be generally rectangular in form and shall be sloped slightly away from the window opening to shed water.

b) Sills may comprise a variety of materials including: brick, stone, cast stone, and terracotta.

c) Sills shall be slightly wider than the window opening.

(3) Cornices

a) A cornice shall be composed of brick, stone, cast stone, or wood.

b) A cornice shall provide a shadow line and may be simple or ornate in construction.

(j) Columns

(1) Columns shall be arranged such that they appear to support the weight of the structure above.

(2) Openings created between columns shall always be vertically proportioned.

(3) Columns shall always support a visible structural spanning element, such as a beam or arch.

(4) The outside edge of the beam or arch shall align with the neck of the column, not the edge of the column capital.

(k) Building Materials and Colors

(1) Scored stucco, metal, Styrofoam, and other foam-based products are prohibited on building exteriors. Predominant exterior building materials shall be compatible with materials used by surrounding properties, including but not limited to brick, wood, sandstone, and other types of stone and textured concrete masonry units.

(2) Facade colors shall be low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors shall be prohibited unless determined to be consistent with surrounding development and the intent of this division. Building trim and accent areas may feature brighter colors, including primary colors.

(I) Utilitarian Functions

Items such as delivery and loading operations, HVAC equipment, trash compacting and collection, backflow preventers, meters and other utility and service functions shall be incorporated into the overall design of the building(s) and the landscaping. The visual and acoustic impacts of these functions, along with all wall or ground mounted mechanical, electrical, and communications equipment shall be out of view from adjacent properties and public streets, and screening materials and landscape screens shall be architecturally compatible with and not inferior to the principal materials of the building.

SEC. 122-968 PUBLIC ART

- (a) A no-fee permit is required for any public art, as defined in this division.
- (b) The subject matter of the public art shall be identified in a conceptual sketch or rendering that includes materials used and dimensions of the public art.
- (c) No part of the public art shall advertise, specifically identify, or include a business, service, or product.
- (d) To the extent feasible, the public art shall be vandal and graffiti resistant.
- (e) Public art must be completed within 90 days after the date creation commences. Time extensions may be granted by the planning department in 30 day increments up to a maximum of 60 days upon a showing of good cause.
- (f) No public art may consist of, or contain, electrical or mechanical components, or changing images (not including static illumination turned off and back on not more than once every 24 hours).
- (g) No public art shall be placed over the exterior surface of any building opening, including but not limited to windows, doors, and vents.
- (h) All public art is subject to the discretionary review of the Ocala Municipal Arts Commission, which will make a recommendation to the planning department as part of the permit review process.



Figure 4.14: Screening utilitarian items



Figure 4.15: Public art



Figure 4.16: Prohibited signs

SEC. 122-969 SIGNAGE

(a) Applicability

No sign may be erected, altered, refurbished, or otherwise modified within the FBC district except in accordance with the requirements of this section. Requirements not specifically addressed in this section are subject to the signage requirements set forth in chapter 110. Signage in a historic district is subject to the requirements of section 110-160.

(b) Sign Permit Required

Except as specifically excluded, it is unlawful for any person to post, display, substantially change, or erect a sign or advertising device in the City without first having obtained a sign permit.

(c) Exempt Signs

The following types of signs are exempt from the requirements of this division, and do not require a sign permit.

- (1) Sign exemptions listed in subsections 110-6(2), (5-7), (11-16), and (19-20)
- (2) Street address identification, except in the case that the address is incorporated into the name of a business and/or serving to advertise the business
- (3) Business or home occupation identification nameplates, limited to one per business, within two feet from the main entrance, and limited to one square foot in size
- (4) Refacing a panel of a legally nonconforming multitenant sign due to a change of occupancy

(d) Prohibited Signs

The following types of signs or advertising devices are prohibited.

- (1) Any sign which constitutes a traffic hazard or a detriment to traffic safety by reason of its size, location, movement, content, coloring, or method of illumination
- (2) Signs which move or give the appearance of moving, including banners, pennants, streamers, string pennants, balloons and all other signs which flutter, undulate, swing, oscillate, rotate, or otherwise move by natural or artificial means
- (3) Signs attached to or painted on vehicles which are not regularly used by the advertised business and are obviously parked in such a way as to advertise to the passing motorist or pedestrian.
- (4) Roof signs that are constructed or maintained upon the roof of any building or any wall sign extending more than thirty-six (36) inches above the roof line or parapet wall of a building

- (5) Signs made of combustible materials that are attached to fire escapes or firefighting equipment.
- (6) Feather or sail flag signs
- (7) Can, cabinet, or message board signs
- (8) Pole signs
- (9) Signs attached to trees or utility poles
- (10) Painted or vinyl wrap signs

(e) Permitted Signage

The total allowable signage is two square feet per linear foot of building frontage occupied by the entity utilizing signage up to a maximum of the totals included in Table 4.2 below. For entities that front multiple streets, the total allowable signage shall be calculated separately for each frontage.

Table 4.2: Signage Maximums Permitted by Street Type, in Square Feet

	Core	Standard	Residential	Thoroughfare
Total	100	100	72	150
Awning	50	50	18	50
Hanging / Projecting	18	18	18	18
Marquee	50	50	18	50
Monument	Pr*	32	Pr*	128
Sidewalk	8	8	8	8
Wall	50	50	18	50
Window	25% of window	25% of window	25% of window	25% of window
Pr*: Prohibited				

(f) Awning Signs



Table 4.3: Awning Signs		
Description	Dimensions	
A sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning.	Sign area maximum: See section 122-969(e)	A
	Height (maximum)	2' B
	Number of signs	
Standards	A maximum of one awning sign is allowed per awning.	
An awning sign cannot extend outside the awning.		
Only awnings over ground story doors or windows may contain signs.		
An awning sign may only be externally illuminated.		
A sign may be on either the front or side valance. Signs are not allowed on the sloping face of the awning.		

(g) Hanging & Projecting Signs



Table 4.4: Hanging & Projecting Signs

Description	Dimensions		
A small sign that hangs from a bracket or projects from the building.	Sign area maximum (in square feet)	9	A
	Height (maximum)	3'	B
Standards	Projection width (maximum)	3'	D
	Depth (maximum)	6"	E
A hanging or projecting sign must be located at least 2'6" from the storefront edge and side property line.	Clear height above sidewalk (minimum)	7'6"	F
The bracket must be an integral part of the sign design.	Number of signs		
A hanging or projecting sign must be located below the window sills of the second story on a multi-story building or below the roof line on a single-story building.	Maximum of two hanging or projecting signs per establishment per street frontage.		
A hanging or projecting sign may only be externally illuminated.			
Hanging or projecting signs may be attached beneath an awning, canopy, arcade or colonnade and shall maintain a clear height of 7'6" above the sidewalk.			

(h) Marquee Signs



Table 4.5: Marquee Signs

Description	Dimensions		
A sign permanently attached to or forming a marquee.	Sign area maximum (in square feet)	32	
Standards	Height (maximum)	16'	A
A marquee sign may be erected on a building corner when the building corner adjoins the intersection of two streets.	Spacing from building facade (maximum)	4'	B
A maximum of 40% of a marquee sign may extend above the top of the building.	Projection width (maximum)	6'	C
A marquee sign may not be located above the window sills of the fourth story.	Marquee depth (maximum)	1'	D
A marquee sign may be externally or internally illuminated.	Clear height above sidewalk (minimum)	7'6"	E
	Number of signs		
	Maximum of one of each orientation (vertical / horizontal) per establishment per street frontage.		
	A marquee sign must be at least 25 feet from any other marquee sign of the same orientation (vertical / horizontal).		

(i) Monument Signs



Table 4.6: Monument Signs

Description	Dimensions		
A permanently affixed sign which is wholly independent of a building for support attached to two posts or along its entire width to a continuous pedestal.	Sign area maximum: See section 122-969(e)	A	
	Height on Thoroughfares (maximum)	12'	B
Standards	Height on Standard Streets (maximum)	7'	
	Pedestal height (min / max)	2'/5'	C
Number of signs			
Monument signs must display the street address of the property. Where multiple addresses exist with the same street frontage, the highest and lowest street address numbers must be identified. Numbers must be a minimum of 8 inches in height and be visible from both directions of travel.			
A monument sign must be set back at least 15 feet from a side lot line.			
A monument sign may only be externally illuminated.			
Monument signs shall match the style of their associated building.			
Only one monument sign is allowed per street frontage, except that one additional sign is allowed for properties with 1,000 feet or more of street frontage, provided all signs are conforming.			
Where more than one monument sign is allowed on a property, signs along the same street frontage must be spaced a minimum of 500 feet apart.			

(j) Sidewalk Signs



Table 4.7: Sidewalk Signs

Description	Dimensions		
A movable sign not secured or attached to the ground or surface upon which it is located.	Sign area maximum (in square feet)	8	A
	Height (maximum)	4'	B
	Width (maximum)	2'	C
Standards	Number of signs		
Sidewalk signs must be removed and placed indoors at the close of business each day.	Each ground floor tenant can have one sidewalk sign located adjacent to the primary facade with the principal customer entrance, or up to 8 feet from that facade.		
Sidewalk signs cannot obstruct vehicular, bicycle, or pedestrian traffic or visibility and must comply with ADA clearance and accessibility.	A sidewalk sign must be located at least 25 feet from any other sidewalk sign.		

(k) Wall Signs



Table 4.8: Wall Signs

Description	Directory signage		
A pin-letter or channel-letter sign applied to or mounted to the wall or surface of a building or structure.	Businesses without a wall sign may have directory signage adjacent to a public entry on a single directory sign per street frontage not to exceed eight square feet.		
Standards	Dimensions		
No portion of a wall sign may extend above the roof line.	Sign area maximum: See section 122-969(e)		
Wall signs are permitted within the area between the second story floor line and the first story ceiling or between the third story floor line and the second story ceiling, within a horizontal band not to exceed two and a half feet in height.	Height (maximum)	2'6"	A
Company logos or names shall not be larger than a rectangle of eight square feet.	Projection from building facade (maximum)	12"	B
A wall sign may be externally or internally illuminated.	Raceway height (maximum)	20% of letters	C
A wall sign may not cover windows or architectural details.	Number of signs		
Raceways must be transparent or match the color of the building facade.	Maximum of one wall sign per establishment per street frontage.		
	Building identification signs		
	Maximum of one building identification sign per street frontage subject to wall sign standards, except that the maximum letter height shall be 4' when above the fifth story, the location may be anywhere below the building cap, and there is a maximum area of 100 square feet.		

(I) Window Signs



Table 4.9: Window Signs	
Description	Restrictions
An on-premises wall sign that is etched into, attached to, or painted on the window and is legible from outside the window.	Advertising oriented towards the public realm from the inside of a building through a window is prohibited except as permitted per the regulations governing window signs.
Standards	
Window signs are permitted on all street types, and shall not exceed 25% of a given window area.	
Window signage is not permitted on non-frontage windows or on windows above the first story.	
Both text and graphic elements are counted towards the window sign area, and are measured by drawing a rectangle around the elements.	