



Design Guidelines Ad Hoc Committee Regular Meeting Minutes

September 16, 2024 at 2:00 PM

Chapman Room
401 S. Park Avenue

Present

Deborah Ziel, Maurizio Maso, Lucy Boudet, Phil Anderson, Emily Williams

Absent

Charles Williams, Vashon Sarkisian

1. Call to Order

Chairman Anderson called the meeting to order at 2:00 p.m.

2. Consent Agenda

- a. Approve the minutes of August 19, 2024.

Motion made by Phil Anderson, seconded by Emily Williams to approve the August 19, 2024 meeting minutes.

The motion carried unanimously by a 5-0 vote. (Charles Williams and Vashon Sarkisian were absent from the meeting.)

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

No one from the public wished to speak. The public hearing was closed.

4. Discussion Item (s)

- a. Meet with the city's Urban Design Advisor team - Stringfellow Planning & Design

Mrs. McGillis introduced Principal, Alex Stringfellow and Senior Urban Designer, Taylor Brock of Stringfellow Planning & Design, who were hired by the city to assist the committee with developing the design guidelines. She noted that staff had met with Mr. Stringfellow and Mr. Brock to give them an overview of what had been discussed in the committee meetings thus far. She then indicated that staff provided them with all the codes that were being discussed by the committee and the meeting minutes of each

meeting. Mrs. McGillis also indicated that Mr. Stringfellow and Mr. Brock had prepared a timeline presentation to go over their proposed plans for moving forward.

Chairman Anderson noted that Mr. Stringfellow was coincidentally a resident of Winter Park and, as well as Mr. Brock, had graduated from Rollins College's urban planning program. He also noted that Mr. Stringfellow had previously assisted the City of Groveland's city manager in developing their all-encompassing Master Plan. He then spoke about the factors of the selection process that led to choosing Mr. Stringfellow's firm and the selection committee's consideration of conflicts of interest.

Mr. Stringfellow indicated that he has served on the city's Planning & Zoning Board for the last three years and his firm has completed a lot of planning work in Florida as well as in other states.

b. Continued discussion on updates to the design guidelines

Mrs. McGillis explained that the meeting's goals were to get Mr. Stringfellow and Mr. Brock up to date on what the Board had already discussed.

Mr. Stringfellow noted that he wanted to gather more clarification and input from the committee for a better understanding of what they were discussing. He indicated that to his understanding the committee wanted to integrate main street classical into the design guidelines. He expressed that the committee would want to understand what main street classical is, how to pick a historic development pattern, and how to codify, measure and bring the pattern into the new design guidelines. He then indicated that he understood the committee likes the stylistic patterns found in St. Petersburg's historic district guidelines. Mr. Stringfellow explained that he wanted to provide the committee with ways and strategies to define architectural styles more clearly, and address questions about contemporary architecture. He noted that how to account for proportion and composition would need to be determined. He added that the desired photographs, illustrative context, and drawings to provide a graphical code that informs the public, the developer, and decision makers on what would be asked of them to do would also need to be determined.

Mr. Stringfellow then briefly reviewed his proposed schedule of committee meeting dates and agenda topics. He noted that he plans to present a rough draft of the outline of the guidelines at the next meeting. He indicated that he was aware that the committee wanted to conduct a walking tour, which he noted was being planned to occur in November. He also indicated that he planned to have a rough draft of the guidelines completed by the end of December and iterations of the draft and work toward the finalization of it to occur in 2025. He then proposed an outline of discussion that included conservation of design, process and administration, design guidelines and definitions. He reviewed the outline and noted that the discussion on the design guidelines would include massing and proportion, composition of buildings, frontage

types, fenestration, materials, colors, and textures. He then went into brief detail about each part of the outline and provided examples. He indicated that the focus of the application process would be applicant provided justification of how the buildings benefit the public and contribute to the city's architecture. Mr. Stringfellow then noted that with regard to massing and proportion, he really wants to address the human scale of building design.

The committee inquired about whether the guidelines would apply equally to a retail store, a commercial building or a multifamily condominium. Mr. Stringfellow responded that yes, they would apply equally and a brief discussion ensued.

Mr. Stringfellow then went on to discuss materials, colors, and texture within the design guidelines. He indicated that he recommends that each applicant subject to the design guidelines be required to provide a proposed material, color, and texture palette for their project. The committee indicated that the determination of a good design would be subjective. They also indicated that Mr. Stringfellow seemed to be providing a guideline for the spirit of what is desired to be achieved with a particular elevation and how it would relate in context to adjacent buildings. The committee then noted that some areas of the city may be more prescriptive than others and that the guidelines should not be treated as rules.

Mr. Stringfellow noted that his goal was to have designers narrate to the city the design of their buildings to allow for creativity. He also noted that the committee may want to set a preferred list of how it would like to define architectural style. The committee expressed that their goal was more about defining compatibility.

Discussion then ensued about architectural styles and level of detail. The committee noted that at their last committee meeting they discussed a pattern book of architectural styles. They also noted that they found it to be an acceptable concept with regard to three or four kinds of styles for the city's historic district. Mr. Stringfellow encouraged looking into frontage type concepts in addition to defining historical architecture in specific areas. Discussion then continued regarding the level of detail that the committee had a consensus on, the guidelines being applied to conditional uses, who would approve the facade guidelines, and how the Central Business District, Morse Boulevard and Orange Avenue differ from one another and how those differences are detailed in the design guidelines.

Mr. Stringfellow and the committee then discussed the proposed meeting schedule and conducting a walking tour. Mrs. McGillis recommended that the walking tour be conducted in November. The committee expressed a desire to have the next committee meeting be a two-hour meeting. A brief discussion then ensued about how the design of a previously approved project for Storyville Coffee turned out. The committee suggested that the project be used as an example to include in discussion at the next

meeting.

5. Action Items

6. Board Comments

7. Adjournment

The meeting adjourned at 3:03 p.m.

Minutes approved by the committee on October 21, 2024.

ATTEST:

/s/ Mary Bush, Recording Secretary