
Cleveland
on the avenue

OVERVIEW & INTRODUCTION..... 3

LANDSCAPE & FACADE GRANT..... 7

SIGNAGE..... 13

LANDSCAPE..... 27

FURNISHINGS..... 41

RECOMMENDATIONS..... 49

APPENDIX..... 51

COMMUNITY POLICING

KEY SIGNAGE COMPARISON

OVERALL SIGNAGE COMPARISON

KEY REFERENCES

Overview

OVERVIEW:

The purpose of this review is to begin developing greater design standards for implementation on projects along the Cleveland Avenue corridor that are assisted by the Fort Myers Community Redevelopment Agency (CRA). It is the intent that over time, these guidelines may evolve to other corridors within the city and be incorporated into the land development code.

While there is a Cleveland Avenue Overlay component within the land development code, certain elements within it are loose in form. The items addressed within this review and associated with CRA grant programs are intended to begin providing a more fitting framework for project specific elements within the corridor, while not mandatory unless utilizing an CRA grant program. This is also intended to introduce these elements with a higher design requirement to the corridor with the intent that they will set a standard and expectation for future project specific elements.

To accompany this, the existing grant program has been revised and expanded.

Throughout this process, numerous other communities with corridor specific overlay or other design guidelines were used in analysis for the criteria applied to the recommended guidelines, as inclusion of the current overlay requirements was also included.

Select comparison cities included:

- City of South Daytona - CRA; South Ridgewood Avenue Corridor Design Guidelines
- City of Oakland Park - Land Development Code
- City of Sunrise - Land Development Code
- Town of Palm Beach Gardens - Northlake Boulevard Overlay
- City of Lakeland - Dixieland CRA Commercial Corridor Design Guidelines
- City of Jupiter - Indiantown Road Overlay

Cleveland Avenue

short term actions

INTRODUCTION:

The Cleveland Avenue redevelopment sub-areas I through IV were established in 1998 to encourage and facilitate, when possible, quality redevelopment. As a mature corridor in the city, many of the commercial buildings and shopping centers have experienced distress. Once prime tenants have given way to marginal tenants as businesses move south and out of the city limits. As the viability of the commercial business base falls, so does the tax base. It is the goal to bring back confidence and investment in the commercial district.

The physical appearance of individual buildings, storefronts, signs and window displays all contribute to the visual character of the corridor. Presenting an attractive appearance is good business. Improvement and upkeep are not only essential to maintaining individual properties but are also necessary to present a positive image for the corridor and city.

LONG TERM PLAN:

After an extensive planning process the 2010 Cleveland Avenue Plan was adopted on December 6, 2010. The main goals of the Plan were to improve the appearance of the corridor and to encourage private investment and quality redevelopment in the corridor. Improving the safety and comfort of the pedestrian realm is also identified as a priority.

On June 6, 2016, the 2010 Cleveland Avenue Redevelopment Plan - 2014 Update was adopted by City Council. In keeping with the overall goals and priority of the original 2010 Plan, the 2014 Update seeks to clarify and correct some aspects of the 2010 Cleveland Plan based on then current information to further the goals and priority:

- The 2010 Cleveland Plan contains a 5-Year Action Plan outlining proposed projects to be completed by 2015. The Update revised the Action Plan to provide action items looking ahead through the thirty year timespan after the 2010 Plan adoption (through 2040).
- The long-term proposal in the 2010 Cleveland Plan to acquire 20 feet of additional right-of-way to accommodate an envisioned ultimate streetscape design is not practical, given the extent to which it would impact private property, The Update introduces an alternative concept for improvements within the existing right-of-way to attain the identified and adopted pedestrian realm improvement goals of the Plan.



PREPARED BY
CDM | 2016
URBAN PLANNING AND ENVIRONMENT'S WORLDWIDE

IN ASSOCIATION WITH
ZELLA AND ASSOCIATES, INC.
ECONOMIC RESEARCH ASSOCIATES, INC.
HARRISON AND ASSOCIATES, INC.
PERKINS + WILL ARCHITECTS

PREPARED FOR
Fort Myers Community Redevelopment Agency

DECEMBER 2016
PLAN AND SPECIFICATIONS DEVELOPMENT & DESIGN
2016-2017-2018-2019-2020-2021-2022-2023-2024

short term actions

- Conditions and analysis were incorporated into the Technical Memorandum supporting stormwater infrastructure improvement project uses added to the Plan for continuity with data, analysis and public involvement that was conducted in support of the Plan.
- The Update reflects demographic and property data accurate to 2010 or later for areas within the CRA boundaries.
- The Update rounds out the available economic development tools available to the CRA within the four Cleveland sub-areas.

SHORT TERM PLAN:

Recognizing that the formal Cleveland Avenue Plan is a long term effort and will largely be implemented through a combination of reconstruction of existing buildings, new construction on vacant sites, and significant roadway and parking alterations, there are many existing properties that can benefit from smaller property improvement projects.

The purpose of these guidelines are to outline the general parameters sought by the City of Fort Myers Community Redevelopment Agency (CRA) for small improvement projects that, when used throughout the corridor, will result in a cohesive and aesthetically improved business district.

To encourage smaller property improvement projects, the CRA offers various grant programs to partner with property and business owners to achieve the goal of an improved business district.

There are three key areas that have been identified through the general guidelines, including Signage, Landscape & Furnishings, and Facade.

Additional opportunity areas are available and outlined within the recommended grant program, which will require review and approval by the CRA. Existing criteria within the Cleveland Avenue Overlay within the LDC will continue to apply. Collectively, if enforced, these will work to greatly enhance future reinvestment in private properties.

Landscape & Facade Grant

OVERVIEW:

For many years the CRA has offered a Landscape Facade Matching Grant Program. This program is responsible, in part, for enticing many millions of dollars in private investment along the corridor through various CRA Grant programs. These projects have generally been larger construction jobs and have been awarded grants ranging from \$50,000 to \$110,000. While the results are impactful, the overall success of those can be minimized by the overall level of deterioration along the corridor.

The current grant program has been re-evaluated and modified to be more appealing to small and less costly reinvestment projects. Although the CRA will aggressively support larger scale reinvestment, it is also the intent to place greater focus on the independent small business or commercial centers improvement opportunities.

It should be noted that there are several properties over the last year that have seen some level of improvement such as painting or parking lot resurfacing. It would be appropriate for the CRA to reach out to these projects and recommend applications be made to further the level of work being done, including landscape and signage.

In the process of re-evaluating the grant program, several other programs around the state of Florida were reviewed. This grant program is a blend of the existing grant program combined with several new elements that will enable the program to be accessible to more business and property owners. A few communities reviewed in this effort include:

- City of Daytona Beach, CRA Commercial Facade Grant Program
- City of Homestead, CRA Commercial Enhancement Grant Program
- City of Lakeland, South Florida Avenue Facade Improvement Program
- City of Melbourne, Babcock Street CRA Facade Improvement Program
- City of St. Petersburg, South St. Petersburg CRA Grant Program
- City of Tampa, CRA Facade Improvement Grant Program
- Escambia County, Commercial Facade, Landscape, and Infrastructure Grant Program
- Orange County, Neighborhood Pride Landscaping Grant
- City of St. Pete Study, "Using Tax Increment Financing to Fund Private Sector Development; A compilation of Florida CRA Programs"

Matching Grant Overview:

WHY THE CRA OFFERS THIS PROGRAM:

As an aging corridor in the city, many of the commercial shopping centers have fallen into disrepair. As the quality of our commercial business base falls, so does our tax base. It is our goal to bring back pride and confidence in our commercial districts.

The physical appearance of individual buildings, storefronts, signs and window displays all contributes to the visual character of the corridor. Presenting an attractive appearance is simply good business. Improvement and upkeep are not only essential to maintaining individual properties but are also necessary to presenting a positive image for the entire corridor.

PROGRAM GOALS:

The City of Fort Myers Community Redevelopment Agency (CRA) aims to improve the appearance, property values and economic vitality in the city's redevelopment districts through the Fort Myers' Commercial Redevelopment Districts Landscape/Façade Matching Grant Program (Matching Grant Program).

The CRA realizes that the investment in improving the physical appearance of the redevelopment area is just that—an investment.

This grant is to be an incentive that encourages the infusion of private capital along the corridor. The intent is to inspire existing property and business owners or those considering buying

property to go above and beyond the minimum code requirements and/or to improve their property in a manner which follows the vision set forth in the redevelopment plan for the district. The increased tax revenue resulting from the improved properties will, in effect, help pay back the CRA's investment, and allow the CRA to apply these new funds to future revitalization and redevelopment efforts.

The grant funds should be used to enhance the quality of the project, the curb appeal, and ultimately, the property values along the corridor. The desired end result is an improvement which may not have occurred without the additional grant funds. For example, if an applicant has a budget of a \$5,000 and applies for a \$2,500 grant, the CRA envisions the overall project budget increasing to \$7,500 as opposed to the applicant's contribution decreasing to \$2,500.

In summary, the Matching Grant Program has been designed to:

1. Improve a property's appearance
2. Increase the property values within the district
3. Fill vacant or underutilized spaces
4. Encourage adaptive reuse and
5. Improve the overall visual environment of the commercial area



Eligibility:

GRANT AMOUNTS:

The maximum potential grant available for a project is 50% of the total project cost, with a maximum award of \$25,000. Since grant awards will depend on the availability of funds, interested parties should contact the CRA office at (239) 321-7100.

REVIEW CONSIDERATIONS FOR AWARD:

- Visual impact on the corridor
- Visual impact in relation to expenditure
- Impact on property values
- Level of consistency with the plan
- Amount of private funding being invested

IN GENERAL:

To effectively promote the revitalization of each redevelopment district, a project must meet the following requirements to be eligible for Matching Grant Program funds:

- **Ownership:** Applicant must be the property owner(s) or a tenant with at least a five (5) year lease and a minimum of three (3) years remaining. If the Applicant is a tenant, they must have written permission from the property owner to apply.
- **Location:** The project must be within the Cleveland Avenue Redevelopment District.
- **Uses:** Retail, commercial, mixed-uses, multi-family and medical office are preferred. Any unoccupied building project requesting grant funds must result in tenant-ready space to receive grant funds for the exterior.
- **Property taxes:** Property taxes, including both City and County, must be current.
- **Compliance with City Codes:** The Applicant shall be subject to all applicable requirements of the City's Land Development Regulations for site development that are in effect at the time of development. Applicants will also be responsible for obtaining all permits and inspections associated with the project.



USES OF FUNDS:

Eligible Expenses

The following expenditures would be considered eligible for reimbursement under the Matching Grant Program:

- Removal and/or repair or replacement of deteriorated exterior building materials such as plywood, metal, glass or stucco.
- Painting building exterior
- New or replacement woodwork or architectural details on the exterior
- Exterior signs (including the removal of old signs and installation of new signs)
- Awnings (including the removal of old awnings or installation of new)
- Exterior Landscaping, planters, irrigation and screening
- Lighting of the exterior

Cleveland Avenue Grant Application:

- Brick or textured pavement (exterior)
- Professional design services for exterior improvements
- Parking lot improvements
- Courtyard and outside dining design & development
- Dumpster enclosures

not consistent with approved project plan

- Improvements to the following are ineligible for funding: discouraged or prohibited uses, tax-exempt properties, government owned properties, and non-conforming uses

The CRA Board reserves the right to modify or alter the list of eligible and ineligible expenses on a project by project basis.

Ineligible Expenditures

The following expenditures would not be eligible for reimbursement under the Matching Grant Program:

- Improvements made prior to grant approval
- Interior renovations, including fixtures, equipment or inventory
- Professional design services for interior improvements
- Roof repairs
- Refinancing existing debts
- Removal of curb cuts
- Non-fixed improvements
- Sweat equity payments
- Business Payroll
- General maintenance
- Mechanical, electrical and plumbing (HVAC, security systems, piping, etc.)
- Utilities
- Legal fees
- Work performed that is not consistent with the Design Guidelines for the CRA pursuant to the Redevelopment Plan and Fort Myers Land Use and Development Regulations or

PROCESS:

1. Meet with CRA staff to determine preliminary eligibility and application requirements
2. Gather necessary material & documentation, and if needed meet with City staff for permit requirements
3. Present if required to the Community Redevelopment Agency Advisory Board and/or Commission.
4. Secure permits as required
5. Submit as agreed upon with CRA staff receipts/invoices for payment*

* Grant type will determine award payments



Application Form:

COMPANY INFORMATION:

1. Business Name: _____
 2. Contact Name: _____
 3. Address: _____
 4. Website: _____
 5. Email: _____
 6. Business & Cell Phone: _____
 7. Goods or Service Type: _____
 8. Year Established & Length at Current Location: _____
 9. Legal Structure: Corporation LLC Partnership Sole Proprietor Non-Profit
- FEIN #: _____ Number of Employees: _____

GRANT INFORMATION:

1. Grant Type: Paint & Signage Landscape Facade /Site Development Design Review
2. Do you lease or own the project location: Lease Own
3. If lease, who is the property owner? _____
4. If lease, what are the dates of lease terms? _____
5. Estimated total exterior improvement cost: _____ Grant request: _____
6. If interior improvements are also being done, what is that cost: _____
7. Proposed Improvements: Building Expansion Lighting/Electrical Parking
 Storefront/Facade Awning/Canopy Painting Signage
 Landscape/Irrigation Other

REQUIRED MATERIAL & DOCUMENTATION:

Initial preliminary eligibility may be done without the following:

- Completed application
- Current City of Fort Myers Business Tax Receipt
- Copy of signed lease agreement if applicable
- Photographs of existing condition
- Written outline of proposed work
- Color samples; facade, trim & signage
- Projected budget & two (2) cost estimates
- Design drawings of improvements (to scale)
- Materials narrative; facade, trim, signage
- Site plan to scale

Signage

Cleveland Avenue

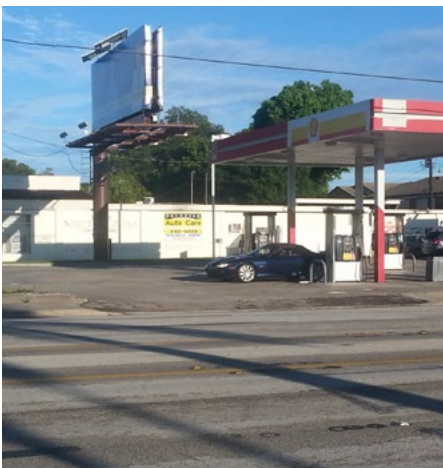
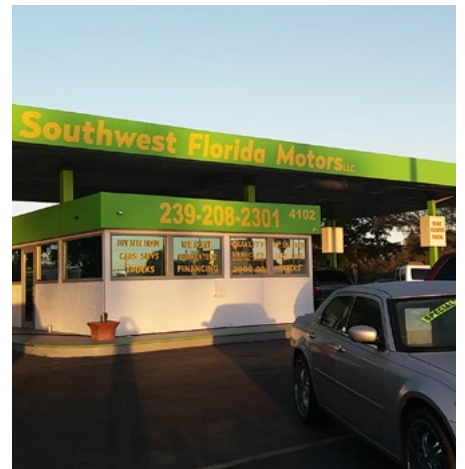
signage

EXISTING:

The wide range and generally poor condition of signage on Cleveland Avenue underscores the importance of having a more stringent and focused signage program.



signage



INTRODUCTION:

Signs are an important part of every business, both in identification and as a first impression to customers. As the corridor has been built out, and in cases, existing buildings expanded and modifications made, the current signage code within the city has not kept pace to maintain high quality aesthetics. The result is the myriad of signs that have cluttered the roadway and reduced their overall effectiveness.

These guidelines are intended to bring the signage standards into a contemporary and cohesive plan that will both support the existing business, maintain visibility, reduce clutter, and enhance the first impression for both the businesses and the corridor.

Cleveland Avenue has many unique properties and conditions, and while these guidelines are intended to be used to the extent possible, the CRA Advisory Board has the ability to make exception to guidelines when the site conditions require.

Design approval by the CRA Advisory Board does not waive City of Fort Myers permitting requirements or Florida Building Code Standards.

IN GENERAL:

To ensure cohesiveness, signage plans shall be approved by the CRA Advisory Board, CRA Executive Director or designee prior to permitting.

Signage appearance and when appropriate, materials shall be consistent throughout, and shall appropriately fit with both colors and materials & finishes used on the building.

GROUND SIGN:

Design Criteria:

Ground signs should be designed to both advertise the stand alone business or center, while also creating continuity with the structure itself.

Sign should have a solid base in similar width as the sign portion itself. There is no minimum requirement for detailing. Materials & finish should reflect what exists on the building, and like color scheme. Ground signs shall be incorporated in the signage plan.

Landscape is required and uplighting is encouraged.

Single Tenant Buildings:

Single tenant businesses are permitted one (1) freestanding ground or pole sign. Maximum height for ground sign shall be 8' and no greater in size than 48 square feet.



Multi-Tenant Buildings:

Multi-tenant buildings (two or more, generally referred to as a strip center) are permitted one (1) freestanding ground or pole sign. Maximum height for ground sign shall be 8' and no greater in size than 64 square feet.



Shopping Centers:

Shopping centers (multiple free standing buildings or parcels) are permitted one (1) freestanding ground or pole sign per public right-of-way street frontage. Maximum height for ground sign shall be 14' and no greater in size than 100 square feet.



POLE SIGN:

Design Criteria:

Pole Signs may be used as an alternate to Ground Signs.

Sign should have a "pole" equal to a minimum of 1/3rd the face width of the sign, and shall be constructed of or encased in materials to reflect the building structure, or complimentary to it. There is no minimum requirement for detailing. Materials & finish of the sign should reflect what exists on the building, and like color scheme. Pole signs shall be incorporated in the signage plan.

Landscape is required and uplighting is encouraged.

Single Tenant Buildings:

A pole sign may be used on a single property in place of a ground sign. Maximum height for a Single Tenant Pole Sign shall be 12' and a sign area no greater in size than 28 square feet.



Multi-Tenant Buildings:

A pole sign may be used on a multi-tenant property in place of a ground sign. Maximum height for a Multi-Tenant Pole Sign shall be 14' and a sign area no greater in size than 32 square feet.



Shopping Centers:

Pole signs are not permitted at Shopping Centers. Ground signs are permitted and are encouraged to advertise the shopping center itself. Enhanced landscape and lighting guidance or assistance may be provided by the CRA to assist in creating entry statements.

WALL SIGNS:

Design Criteria:

Single & Multi-Tenant Buildings:

Each business is permitted one (1) wall sign per public right-of-way street frontage, with a maximum of two (2) wall signs total. Sign size may be up to one (1) square foot per one (1) linear foot of business/unit facade. No wall sign may be greater than 60 square feet and no sign shall be greater than 36" in height.

Shopping Centers:

Each business is permitted one (1) wall sign per public right-of-way street frontage, with a maximum of two (2) wall signs total. Sign size may be up to one and one half (18") square feet per one (1) linear foot of business/unit facade. No wall sign may be greater than 100 square feet.

WINDOW SIGNS:

One (1) window sign may be used per business frontage area not to exceed 20% of the window area per frontage. Window signs may not be illuminated and painted window signs may not use "DayGlo" or neon paint colors.

DIRECTIONAL SIGNS:

One directional sign may be placed at each entrance or exit to a business. Directional signs will not be included towards sign totals. Directional signs shall not exceed four square feet in area and not more than 2½ feet in height and shall comply with signage plan.



DIRECTORY SIGNS:

Directory signs shall be on buildings only with multiple tenants accessible from an interior space, shall not exceed ten (10) square feet, and which give the name and/or occupation of the occupants of the building, including office building directories, apartment house directories, etc.

ILLUMINATION:

Signs may be externally illuminated by up-lighting or "goose neck" lighting. Ground light sources shall use appropriate light shields to block spill light or glare. Light source should be shielded from view.

No internally lit, neon, flashing, rope lit, animated, or moving lit signs of any type are permitted.

COLOR:

Signage should reflect the overall character of the business or building and limit the color scheme to more than three colors. "DayGlo" or neon colors will not be permitted. Colors shall be consistent throughout the signage plan and cohesive with adjacent signs if in a multi-tenant center.

PROHIBITED:

Internally lit, moving, flashing, spinning, rope lit, temporary, inflatable, revolving, or fluttering components may not be used on signage.

CITY SIGNAGE:

The development pattern of the city lends little recognition to transition from the City of Fort Myers to unincorporated Lee County. While the greater area is commonly known as Fort Myers, the city and county are distinctly different. Proper recognition should be made when entering the City limits.

Recognition through signage and landscape are two ways to convey the transition of municipal boundaries. Added features including decorative lighting and street furnishings will help distinguish the transition between city and county.

Simplicity, cost for design and installation, ease of maintenance, and the adaptability to various locations should be a key consideration for the overall aesthetic of city corridor signage.

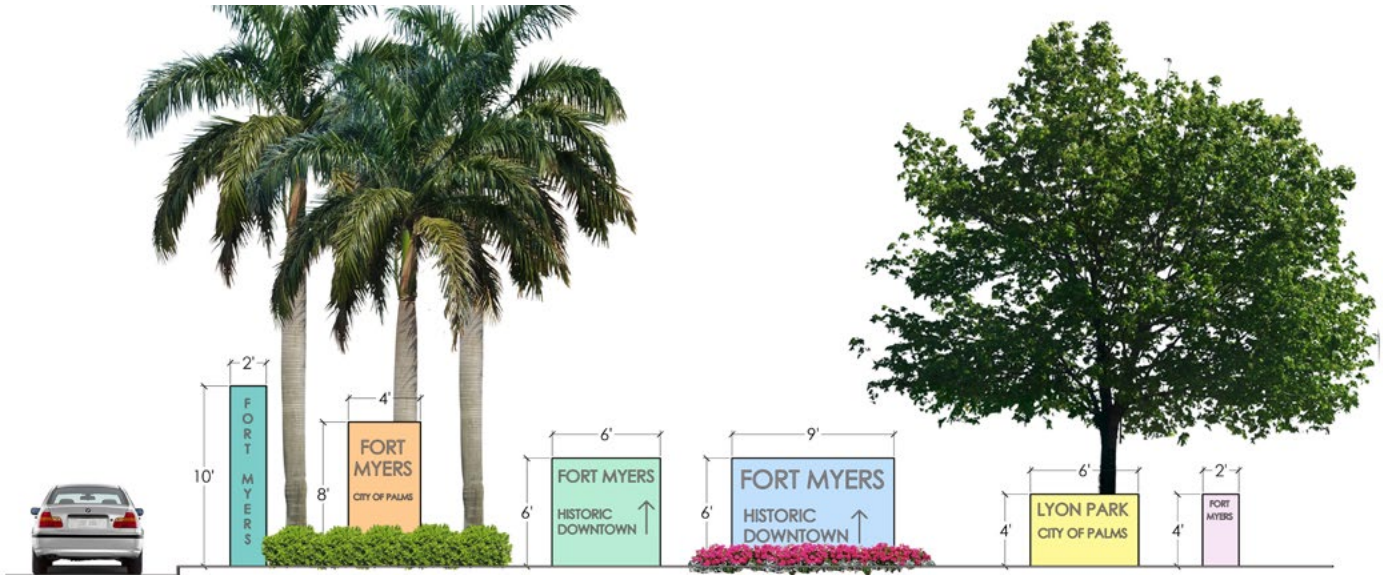
Fort Myers is a city that reflects the development of Florida since it's earliest days of growth and development. This is seen in the varying architectural styles and patterns along the corridors.

Highly ornate entry markers will stand out as overdone and ill fitting within the overall context, and visually create an opposing view.

While an overall theme should be maintained within the city, there is opportunity for differentiation on each corridor. This can further be utilized elsewhere in creating a "brand" or specific identity for each corridor (redevelopment area) while still fitting within the overall goals. Unifying factors may be finish material, fonts, colors, or shapes, for example.

The following are general options that may be

considered and would be appropriate for use.



CITY IDENTIFICATION SIGNS:

The city generally lacks a recognized signage program. While there are signs at various locations announcing the City of Fort Myers, they are limited in placement and not necessary reflective of a city of Fort Myers size.

Design Shape:

A modest and simple design shape to be adapted throughout the city is recommended. The images above and to the following page represent one general design element carried throughout various signs that may be adaptable in various locations or corridors, and for varying purposes.

Finish:

The primary focus of the signs should be the message contained on it, not the materials. Stucco or similarly simple finishes should be used. Stone or other highly textural and busy materials should be avoided.

Color:

Color is an easy change that can make a dramatic impact. While much of South Florida leans towards beige and terra cotta ranges, that is discouraged in Fort Myers. Corridors in the City have a unique identity that do not generally fall within the suburban context or design as much of the region. This creates an opportunity for use of color and reflecting the character of that specific area.

Copy:

Consider contrasting and simple text to appropriately fit within the overall shape and simplicity (or complexity) of the signage. Brushed aluminum with appropriate uplighting, or backlighting would be a sharp and appropriately fitting style.

Lighting:

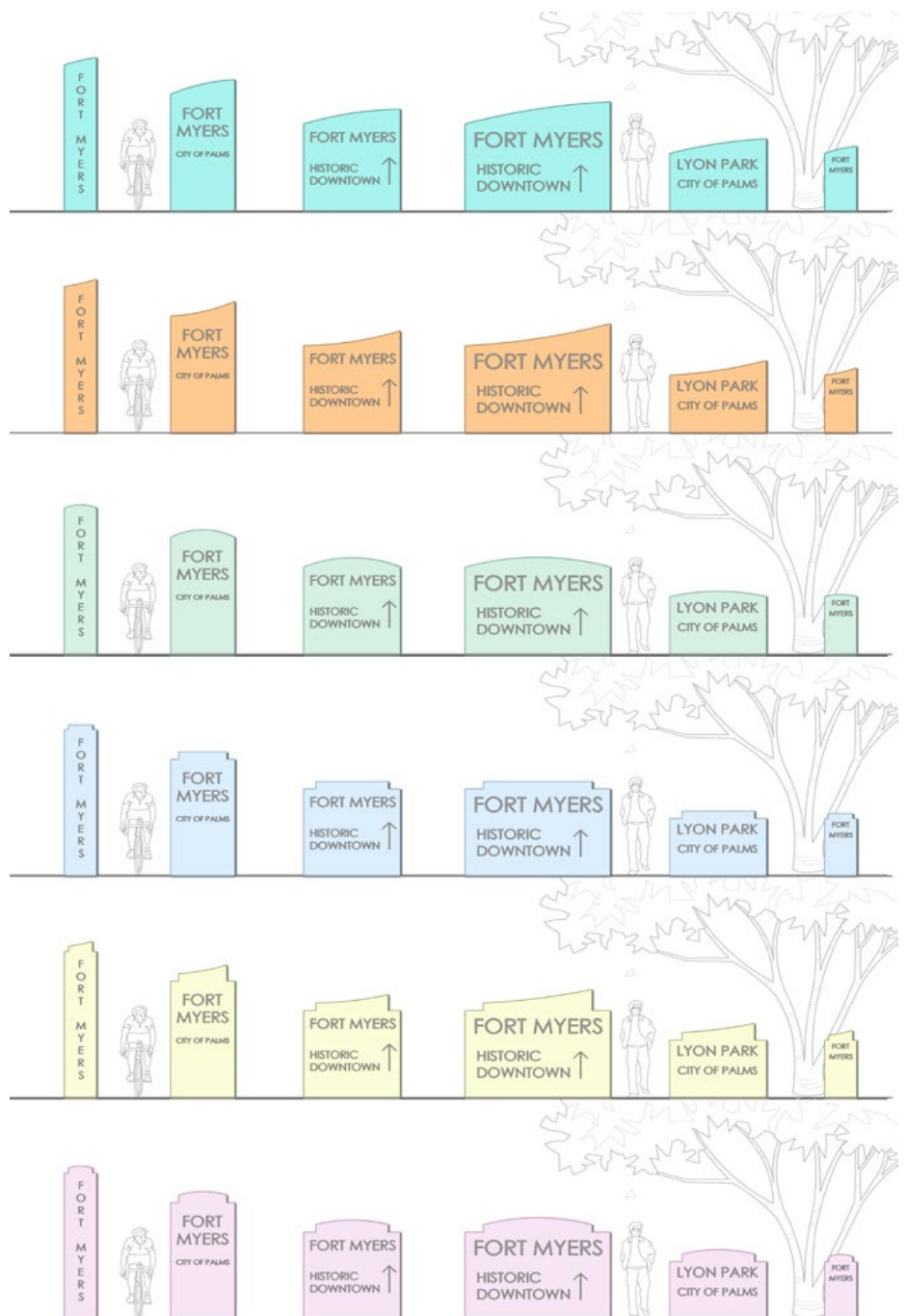
Lighting is a key consideration particularly for the increasing tourism demographic visiting Fort Myers. Unlike most businesses, the city doesn't close.

Appropriate backlighting or discrete uplighting will ensure signs remain visible without being obtrusive.

Landscape:

Landscaping will be as visible and as important as the sign itself during daytime hours, and with appropriate lighting will be as well during night hours.

Contrasting plant materials and colors to the sign, a blend of evergreen and flowering groundcover & shrubs are preferred and when possible, palm or accent trees will create a striking backdrop and excellent night lighting opportunity.



IDENTIFICATION SIGN LOCATIONS:

There are numerous opportunities to welcome guests to the City of Palms, and identify landmarks within the City. It should be noted that signage is not recommended at all locations shown. However, these identify potential locations appropriate if signage is desired.

1. Intersection of Cleveland Avenue/ US 41/Dr. MLK Jr. Boulevard/McGregor Boulevard;
2. Intersection of Cleveland Avenue/Victoria Avenue
3. Intersection of Cleveland Avenue/Edison Avenue



4. Lyons Park
5. Fort Myers Country Club
6. Cleveland Avenue/Winkler Avenue
7. Cleveland Avenue/Edison Mall Area
8. Cleveland Avenue/Colonial Boulevard
9. Cleveland Avenue/Page Field Area
10. Cleveland Avenue/Boy Scout Drive

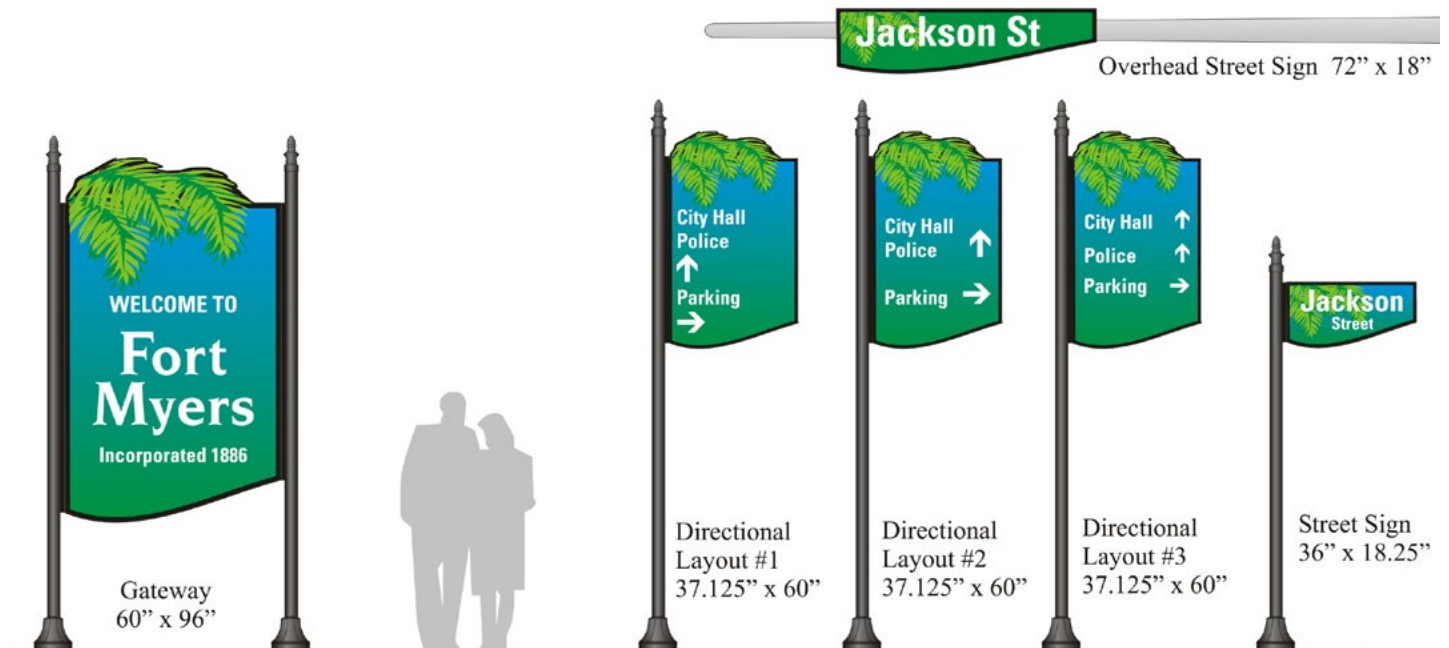


DIRECTIONAL SIGNAGE:

A signage program exists within the Historic Downtown River District. Similar signage has been placed within roadway corridors identifying significant locations within the community.

Those have not followed the guidelines shown on this page in vibrancy of color or poles. Shape adjustments have occurred as well.

Closer fitting signage to these shown on this page which reflect downtown would be appropriate citywide. Variations on color is appropriate.



Landscape

Cleveland Avenue

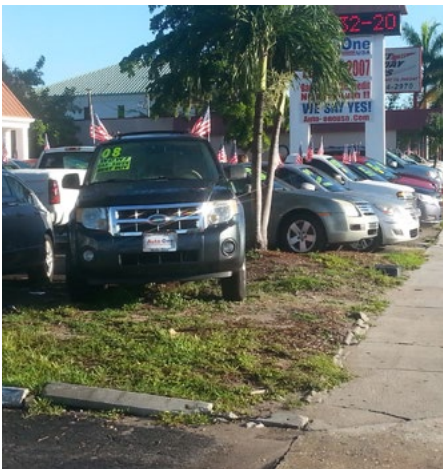
landscape

EXISTING LANDSCAPE:

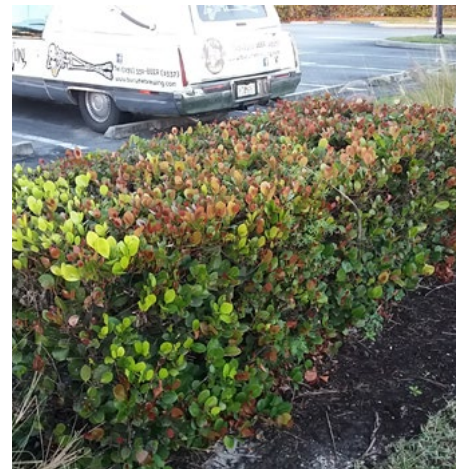
The existing landscape on Cleveland Avenue reflects the myriad of hardscape changes that have occurred over the years, limited ownership or perceived lack of ownership, and a diminished sense community pride.

Often people don't take action simply because they don't know what that action would be. A general design concept, irrigation, plant material selections, and a concerted effort for

business involvement will likely yield significant improvements. Additional actions such as monthly or quarterly awards, business profiles, or others will further encourage participation.



landscape



INTRODUCTION:

Years of alterations to the Cleveland Avenue roadway, business access points, parking areas, and utilities have significantly reduced opportunity for landscape areas.

While reconstruction or new construction on vacant sites will require a different approach to landscape than is currently seen, the importance of landscape in the existing built environment is recognized.

The intent of this section is to provide a general recommendation of landscape materials where there is opportunity, and a few areas which businesses or property owners may seek to have landscape installed. To assist in this, the CRA provides a matching grant for landscape.

IN GENERAL:

The City of Fort Myers Land Development Code Chapter 118.4.4, Cleveland Avenue Overlay District provides certain requirements to meet when "renovation and redevelopment" of a building or project costs exceed 20% of the assessed value (land and building) as determined by the Property Appraiser's office or an increase in square footage of the structure by 20%.

The following guidelines are as recommended by the Community Redevelopment Agency and may be more stringent than City Code. These guidelines are required to be eligible for grant funding.

EXISTING LANDSCAPE:

It is not the intent by the CRA to fund replacement

of existing landscape, however there may be circumstances where that is appropriate, such as landscape that does not have appropriate irrigation.

EXISTING LANDSCAPE AREA:

If your property has a landscape area that is lacking landscape or irrigation, the CRA may provide a matching grant for installation of those.

PALMS:

When possible, Royal Palms are encouraged to be used as the street tree for Cleveland Avenue. They should be installed at 15'-20' on center, with five feet of grey wood.

Other palms including; Adonidia, Foxtail, Bismark, Sabal, and Pygmy Date palms are encouraged.



TREES:

Trees, particularly those providing shade are encouraged wherever space permits. Recommended trees include; Live Oak 'Cathedral', Live Oak, Laurel Oak, Mahogany, and Treeform Ligustrum.

Florida Friendly and native landscape materials are also appropriate.



SMALL & FLOWERING TREES:

Florida Friendly and native landscape materials are also appropriate.

There are many constraints on existing properties that will restrict larger trees. However smaller sized trees and flowering trees can still have a big impact on the appearance of a property/business, and also provide environmental and shade benefits.

Recommended include; Japanese Privet, Peregrina and Strawberry Guava.

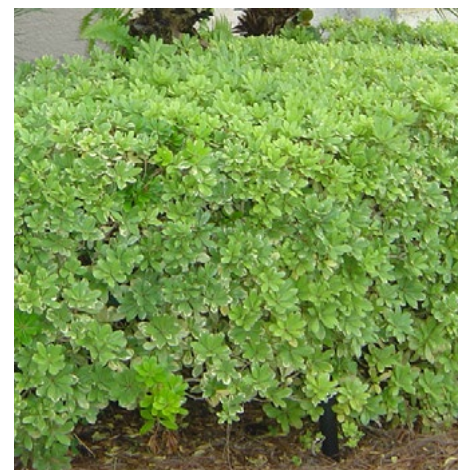


SHRUBS:

Shrubs offer a great deal of flexibility, can add a variety of textures and color, and are generally a low maintenance and inexpensive way to enhance a property. The CRA encourages Florida Friendly Landscapes, however the City recognizes this corridor is a major route for out of area visitors, and a lush or colorful use of the limited landscape opportunity is preferred.

Suggested shrubs include; Dwarf Bougainvillea, 'Red Tip' Cocoplum, Flax Lily, Hibiscus, Dwarf Yaupon Holly, Ixora Nora Grant, Japanese Pittosporum, Podocarpus, Dwarf Schefflera, Variegated Dwarf Schefflera, Silver Buttonwood, and Crown of Thorns.

Florida Friendly and native landscape materials are also appropriate.





GROUNDCOVER:

Equally low maintenance, an alternative to sod, and generally durable, groundcovers will soften the amount of pavement, add color, and help create the identity of building.

Recommended groundcovers including; Parsons Juniper, Liriope, and Wire Vine.

Florida Friendly and native landscape materials are also appropriate.



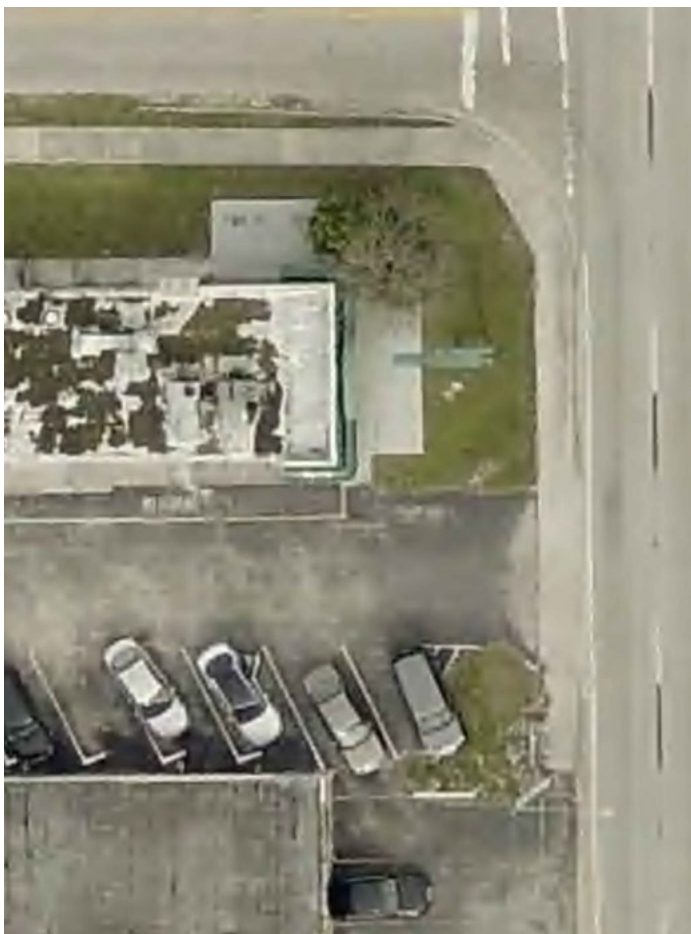
LANDSCAPE OPPORTUNITY:

With great variation in site conditions, every property has unique opportunities to add landscape elements.

The following scenarios illustrate existing conditions of a site on the left, with an option to the right.

The most significant alterations on this parcel

as shown are the relocation of the existing sidewalk and removal of one parking space. The sidewalk adjustment will fall within the long term plans and pedestrian safety goals. Likewise the removal of the parking space will aid this. The existing signage location is kept in place as is the existing tree at the northeast corner of the building. Shrubs, groundcovers, trees and palms have been added.

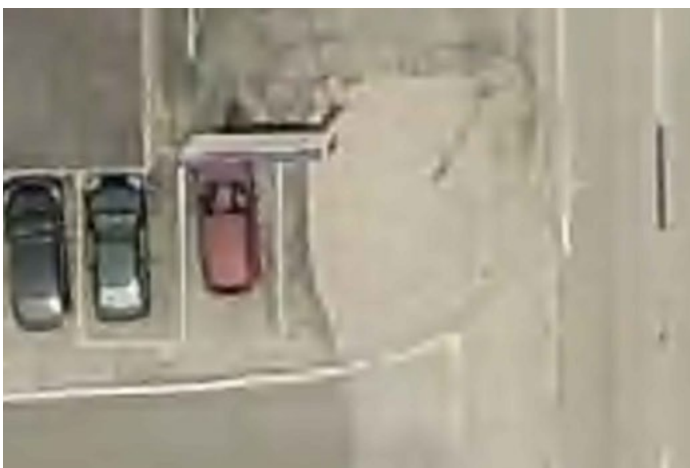


LANDSCAPE OPPORTUNITY:

The existing parking spaces on this site fronting Cleveland Avenue are continuous without a landscape break. With long term plans to enhance the parking on side streets and at the rear of buildings, the removal of one parking space as shown in this example would be appropriate to install a landscape island.

Currently, the intersection shown on the bottom of the page is a paver filled island. Removal of

these, the addition of a sidewalk, irrigation and landscape will greatly enhance the intersection and the building.



landscape

An existing oversized landscape area or island exists with only sod. Keeping the existing sign in place, relocating the sidewalk, and the addition of uninterrupted landscape will further enhance the roadway and the property.





Furnishings

Cleveland Avenue

furnishings

FURNISHINGS - PUBLIC & PRIVATE - OPTION 1:

There are numerous areas along the Cleveland Avenue corridor where furnishings are currently used, and where additional furnishings would be appropriate. While generally furnishings are seen within the public right-of-way, they add a positive aesthetic and may be placed in a transition zone from the public right-of-way to a business, or be used adjacent to a business or building for customer use.

The overall theme recommendations are shown within these pages.

Generally, a higher cost item is of a more durable and long lasting quality with outdoor furnishings. While there will be an overall theme for the City, it is ideal for business or property owners, if placing within a transition zone, to use similar products.



furnishings

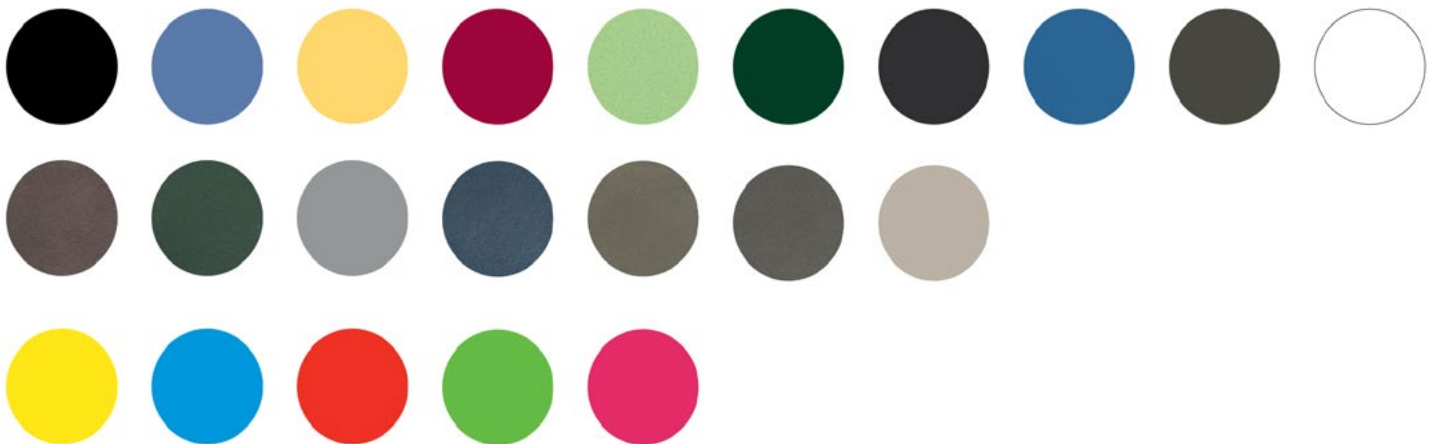
Style & Colors:

The city has conventionally used more traditional street furnishings. While that is appropriate, slightly more contemporary selections would benefit the corridors in creating a fresh and trendy appearance. These should be relatively simple in design such that they will not be dated in the near future.

Selections should be consistent throughout each corridor including trash and recycle receptacles, bike racks, and any incidental furnishing.

A color powder coat finish that will tie in with any city signage or other thematic items along the corridor will infuse color, draw attention, and help carrying the theme throughout.

While it may be intimidating in selecting, color can be a great benefit for public spaces.





Cleveland Avenue

furnishings

FURNISHINGS - PUBLIC & PRIVATE - OPTION 2:

An alternative to a conventional furnishing package is to embrace a public art element within the streetscape furnishings.

This creates an opportunity to add a unique element to the corridor in general while also allowing greater variation and flexibility along the roadway for theming and community engagement.

These featured could be custom fabricated, ordered already complete or be completed with an outreach program. Benches could be painted by business or schools, mosaics done by art organizations, or any number of community partnerships. This is also a great way to engage the stakeholders along the corridor.



furnishings



pedestrian features

Pedestrian Features :

Bus shelters provide another option for creative expression and an infusion of public art along the corridor.





Recommendations

NEXT STEPS:

1. Begin public outreach component with businesses
2. Include CRA in all permit approvals
3. Develop preliminary “brand”
4. Website & social media development
5. Target business grantees
6. Expand sign & landscape criteria to include detailed facade
7. Baseline “Main Street” effort:
 - a. business inventory & database
 - b. business tracking system
 - c. public business guide
8. Develop initial marketing collateral
9. Engage community policing
10. Identify public right-of-way improvements with landscape & furnishings to build from landscape grant award and median/underpass improvements

Appendix

OVERVIEW:

Cleveland Avenue has struggled over the years as a primary corridor with minor or greater criminal activity. Many areas are littered with debris, display graffiti, and offer respite for homeless residents. Prostitution is apparent throughout the day, and the visual amount of drug paraphernalia has increased over the years.

The responsibility for safe and clean communities does not sit solely with the city. It is a community effort and responsibility.

There are a number of tools that can be greater utilized or implemented to help the business community take greater ownership in the reduction of criminal activity and the subsequent consequences.

Lighting:

Many buildings and businesses have a limited amount of evening and night time lighting. An increase in moderate lighting (brighter lighting is not always better) will result in a decrease in crime and vandalism. An element within the landscape and facade grant program includes lighting.

Landscape:

The usage of varying landscape materials in placement or the texture landscape materials can minimize the unwanted use by people in open areas as well as provide a deterrent for vandalism and other crime adjacent to buildings. An element within the landscape and facade grant program includes landscape.

Neighborhood Watch:

The Fort Myers Police Department has a strong Neighborhood Watch Program working within residential areas. The opportunity to develop multiple watch areas along the corridor exists and should be explored with the Police Department. This should include both coordinator and block captains as exists within residential neighborhoods.

CrisisGo:

There are various mobile apps that have been created to help improve community safety. As these apps have been achieving greater use in neighborhoods more focus is being placed on areas such as commercial corridors. The CrisisGo app has been evaluated and appears to be among the best apps for ease of use, menu options, customization, and cost for broad commercial use. Implementation of this or a similar app will provide greater opportunity for businesses and property owners to communicate and prevent crime while also increasing communication.

Neighborhood Outreach:

Increasing communication through various mechanisms; including community meetings, a district website, Face-book page, e-news communication and general interaction will provide a broader opportunity for information dissemination and sense of community.

signage comparison appendix b

Key Sign Comparisons:

Six different communities with a corridor focused signage program were evaluated in comparison to Fort Myers.

This table highlights a few of the most critical signage components to be addressed in a more progressive manner.

Sign Type	City of South Daytona CRA Design Guidelines	City of Oakland Park	City of Sunrise	Northlake Boulevard, Palm Beach County	City of Lakeland, Corridor Guidelines	Indiantown Road, City of Jupiter	City of Fort Myers		
Ground & Monument Signs	<p>Single bldg = 1 ground sign NTE 8' height.</p> <p>*Shopping centers w/multiple buildings = 1 per 150 lf frontage, max 3. Max size: identification portion 150 sq ft, marquee 200 sq ft.</p>	<p>On Major Road: 1 pole or ground.</p> <p>Frontage >100' = Pole NTE 20' ht & 32 sq ft, Ground NTE 5' ht & 48 sq ft.</p> <p>Frontage of 101 lf - 200 lf = Pole NTE 20' ht & 1 sq ft per 3' sq ft (?) parcel frontage or 48 sq ft max. Ground NTE 5' ht & 48 sq ft.</p> <p>Frontage of 201+ lf = Pole NTE 20' ht & 1 sq ft per 3 sq ft parcel frontage or 100 sq ft, Ground NTE 5' ht & 64 sq ft.</p>	<p>Ability based on district.</p> <p>App to all: Ground = 60 sq ft max & 10' ht.</p> <p>Monument ranges from 30 sq ft & 8' ht to 60 sq ft & 10' ht.</p>	<p>Each bldg 1 monument sign NTE 6' ht & 72 sq ft.</p> <p>Frontage 0-60 lf = NTE 6' ht & 30 sq ft.</p> <p>Frontage 61-150 lf = NTE 12' ht & 48 sq ft.</p> <p>Frontage 151-300 lf = NTE 12' ht & 60 sq ft.</p> <p>Frontage 301+ lf = NTE 15' ht & 72 sq ft.</p>	<p>1 sign allowed.</p> <p>Frontage 0-60 lf = NTE 6' ht & 30 sq ft.</p> <p>Frontage 61-150 lf = NTE 12' ht & 48 sq ft.</p> <p>Frontage 151+300 lf = NTE 12' ht & 60 sq ft.</p> <p>Frontage 301+ lf = NTE 15' ht & 72 sq ft.</p>	<p>1 main sign NTE 35' ht & 250 sq. ft. with one additional sign NTE 125 sq. ft. per additional street frontage.</p>			
Wall Signs	<p>Single tenant building = 1 sign not exceeding 48 sq ft.</p> <p>Multi-tenant building = 1 sign per tenant equal to 1 sq ft per 1 linear foot of store frontage not exceeding 48 sq ft.</p> <p>Qualifications for placements and multiple frontages visible for single & multi-tenant.</p>	<p>Single tenant = 1 sign per facade, 2 per building, 1 sq ft per linear foot of building up to 100 sq ft. Frontage 100+ = 5 sq ft per 10 linear feet of facade with max area of 15% of facade NTE 100 sq ft.</p> <p>Multi-tenant = 1.5 sq ft per linear feet of building, NTE: 100 sq ft. If facade greater than 75 linear feet, another 5 sq ft per ten linear feet of facade allowed.</p>	<p>Signs permitted based on 1 sq ft per linear foot of unit/bay space.</p> <p>Multi-tenant centers must use same color, mounting, and illumination style.</p>	<p>Signs less than 10' allows lighting provided no shine or blinding on ped or auto. Signs over 10' shall be internally lit w/light shields as needed.</p> <p>Exterior spot or flood lighting may be used if shielded from view and does not cause excessive brightness, or shine or blinding on ped or auto.</p>	<p>Signs permitted @ 1 sq ft/1 lf bldg facade NTE 50% max sign area affixed to bldg (or 6.25% of facade at 1st 15' ht.</p>	<p>0-30 lf = 20 sq. ft. max size: 31-60 lf = 40 sq. ft. max size: 61-100 lf = 60 sq. ft. max size: 100+ lf = 0.60 max size. Sign shall not exceed 36" in height.</p>	<p>1 sign NTE 250 sq ft + 1 per additl wall NTE 125 sq ft facing public street</p>		
Illumination	<p>Neon signs if stationary on wall, window or projecting signs only. May not be running or flashing and no glare for ped or auto.</p> <p>Wall signs: w/ cutoff fixture above angled down.</p> <p>Ground signs: up-lights at base angled to face, screened by groundcover, no spill or glare.</p>	<p>Lighting shall be shielded and landscaaped.</p> <p>Only animated signs permitted are time & temperature signs, and barbers poles w/a max 2' ht.</p>	<p>Prohibits most illumination except up or down lighting.</p> <p>Gas station display numeric text, open signs, neon signs, bare bulbs, electronic message boards, LED lights, and strip or rope lighting are prohibited.</p>	<p>Signs less than 10' allows lighting provided no shine or blinding on ped or auto. Signs over 10' shall be internally lit w/light shields as needed.</p> <p>Exterior spot or flood lighting may be used if shielded from view and does not cause excessive brightness, or shine or blinding on ped or auto.</p>	<p>Externally lit only. May not be directed to residential.</p> <p>No revolving or rotating beams or beacon of light.</p> <p>Electronic message signs permitted w/certain uses w/restrictions including black-colored lamp panel and display white or amber colored messages. No flashing or animated info.</p>	<p>NA</p>	<p>Illumination must not glare upon street or adjacent property.</p>		
Prohibited	<p>Roof signs, signs communicating obscenity or indecency, billboards, snipe signs, flashing signs, signs on or over public lands, projecting signs, parked vehicles used as advertising, spectacular signs, signs with moving/revolving or rotating parts etc except barber poles, signs with lights or illuminations that flash/move/rotate/scintillate/blink/flicker or vary in intensity of color including "electronic message center" signs, signs, etc. more lengthy prohibitions included.</p>	<p>Animated signs, box or cabinet signs with flat faces, changeable copy, flat metal or plastic or plywood, garish pole, pylon, and signs painted directly onto a building, portable signs, roof signs, snipe signs, etc. No changeable copy, cannot advertise elements such as product, service, price or phone number.</p>	<p>Animated or flashing signs except time and temperature, banner signs (exc), burning and flags (exc) Cabinet signs, Murals not designated as Public Art, off-premise signs, pole signs, portable signs, projecting signs, Roof signs, Snipe signs, strip lighting used to outline roofs or any part of a building or window, any sign within a site triangle. Changeable copy only permitted on signs for theaters, playhouses, other entertainment business, schools, drive-thru establishments, car washing and gasoline stations; further restrictions.</p>	<p>Vehicle signs more than 10 sq. ft. when vehicle parked on area business is on: is parked for more than 60 consecutive minutes within 100' of any street row, is visible from within 100' of street row on commercially zoned property and is the business being advertised. Exterior lighting shall not: flash, revolve, flutter or be animated, cannot obstruct vision of pedestrians, extend over any public street tow, etc.</p>	<p>Electronic message board signs, pole signs or any other freestanding signs, roof signs, animated signs and flashing lights on signs, banners, pennants, spinners, streamers, balloons, inflatable objects, fluttering devices other than flags, and lights designed to attract attention. Portable signs (except sidewalk signs), roof signs, vehicle signs, etc.</p>	<p>Flashing, moving, emitting or animated (except time & temperature and barber poles) signs emitting smoke, vapors or particles, sound or odor. A frame, banner signs, balloon signs, off premise, streamers or spinners, in ROW or w/in 25', permanent "come on", "sale", etc., signage on trash receptacles, permanent banners, snipe signs, painted wall signs, statues/art incorporating business/product, etc., over arch features, illuminated awnings, signs painted or attached with staples, strings, nails, rope, etc., string lights, any sign w/visible moving/revolving/or rotating parts, roof signs, billboards, additional restrictions exist.</p>	<p>Any illumination must not glare upon street/adjacent prop. flashing/windblown/revolving signs, roof signs (with exceptions), signs on vehicles or painted on vehicles in close proximity to ROW. strings of lights used as attention getting devices, "Solid" signs, Balloon Signs (exc), Temporary Signs (exc), Swinging Signs, promotional inflatables may not exceed 32" (can be used on roofs or ground), restrictions apply. Pawnshop signs, require solid achromatic, earth toned, or pastel color, background as well.</p>		

The sign criteria shown above have been taken from corridor/city specific design guidelines, adopted redevelopment plans, or adopted city code from Florida communities with corridors similar to Cleveland Avenue and an emphasis on redevelopment. Note: All communities above, including Fort Myers, require a unified signage plan or design criteria to be used. Cleveland Avenue is lined with newer signs that do not follow any unified plan or have a relationship to the structure affixed or adjacent to.

KEY REFERENCES:

- City of South Daytona - CRA; South Ridgewood Avenue Corridor Design Guidelines
- City of Oakland Park - Land Development Code
- City of Sunrise - Land Development Code
- Town of Palm Beach Gardens - Northlake Boulevard Overlay
- City of Lakeland - Dixieland CRA Commercial Corridor Design Guidelines
- City of Jupiter - Indiantown Road Overlay
- City of Daytona Beach, CRA Commercial Facade Grant Program
- City of Homestead, CRA Commercial Enhancement Grant Program
- City of Lakeland, South Florida Avenue Facade Improvement Program
- City of Melbourne, Babcock Street CRA Facade Improvement Program
- City of St. Petersburg, South St. Petersburg CRA Grant Program
- City of Tampa, CRA Facade Improvement Grant Program
- City of Fort Myers, Cleveland Avenue Redevelopment Plan
- Escambia County, Commercial Facade, Landscape, and Infrastructure Grant Program
- Orange County, Neighborhood Pride Landscaping Grant
- City of St. Pete Study, "Using Tax Increment Financing to Fund Private Sector Development; A compilation of Florida CRA Programs"
- Land Development Codes: Cities of; Oakland Park, Sunrise, Jupiter, Daytona Beach, Dunedin, Homestead, Lakeland, Melbourne, St. Pete, Tampa, Delray Beach, Hollywood, Fort Lauderdale, South Daytona, Fort Myers, Counties of; Lee, Escambia & Orange

Cleveland
on the avenue