City of Bradenton Design Element

INTRODUCTION

The City of Bradenton is an important center of commerce, regional government employment, residential neighborhoods, and waterfront recreational areas with emerging redevelopment opportunities. With its many community amenities, the City of Bradenton remains a very desirable place for families to live, work, play and learn. One reason that the City has been a successful community for many decades is that quality of life issues have been at the forefront of public policy.

Historic Context

Three studies were conducted by the City which produced a heightened awareness regarding design and the importance of character in determining livable, sustainable development patterns. These studies served to lead the City on an evolutionary path into a state of identity with design, form, and place-making that resulted in the creation of this Design element:

The City of Bradenton Evaluation and Appraisal Report

The Evaluation and Appraisal Report (EAR) was adopted in April of 2006 by the City. This

study identified several important issues for the City to address during an update of its comprehensive plan. Issues identified included compatibility, affordable/ workforce housing, transportation systems, transportation connectivity, downtown vitality, annexation, neighborhood revitalization, and redevelopment. Each of these issues is very important in a design context, and recommendations included preparation of a design element.

The Manatee Council of Governments Joint Character Compatibility Study

In 2005-2007, the City of Bradenton participated in the Joint Character Compatibility Study with the City of Palmetto, Manatee County, and the communities of Ana Maria, Holmes Beach, Bradenton Beach, and Longboat Key (Manatee Council of Governments). This study resulted in development of a character-based understanding of inter-community land interactions and related form to the current development patterns for all participating communities (Exhibit 1). The study also introduced key elements of form (Exhibit 2), as well as transects describing the urban to rural continuum for all participants.

Exhibit 1: Urban and Suburban Communities Transportation Connections

This diagram illustrates the variation of transportation connectivity and land use relationships of urban (bottom) to suburban (top) forms of development, with the urban example providing multiple connections throughout the development on a transportation network grid and the suburban example illustrating a single access point from the major roadway to the development.

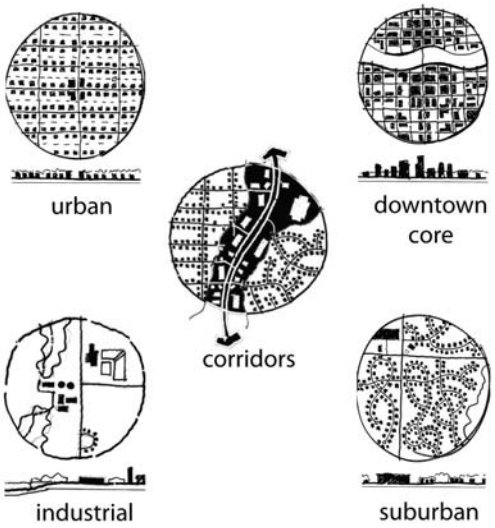

Exhibit 2: Character Prototypes

This series of graphic sketches illustrate different development forms ranging from most dense (urban and downtown core) to lower density (suburban form and industrial areas).

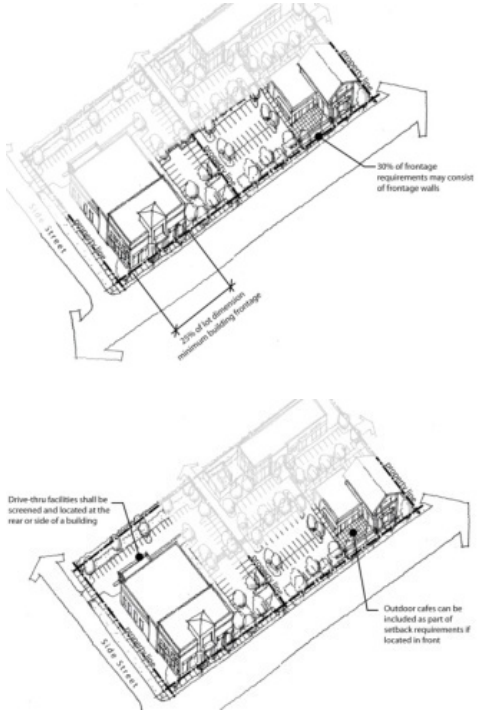

Exhibit 3: Typical Model Design Guidelines

The final products of this study were guiding principles for form based on character types, a map that described character vision for Manatee County and all Cities (Exhibit 4 Error! Reference ource not found.**), a set of model design guidelines that regulated to prototype urban, suburban, and hybrid development patterns (Exhibit 3), and a process for ensuring future compatibility at the site level and the community edge.**

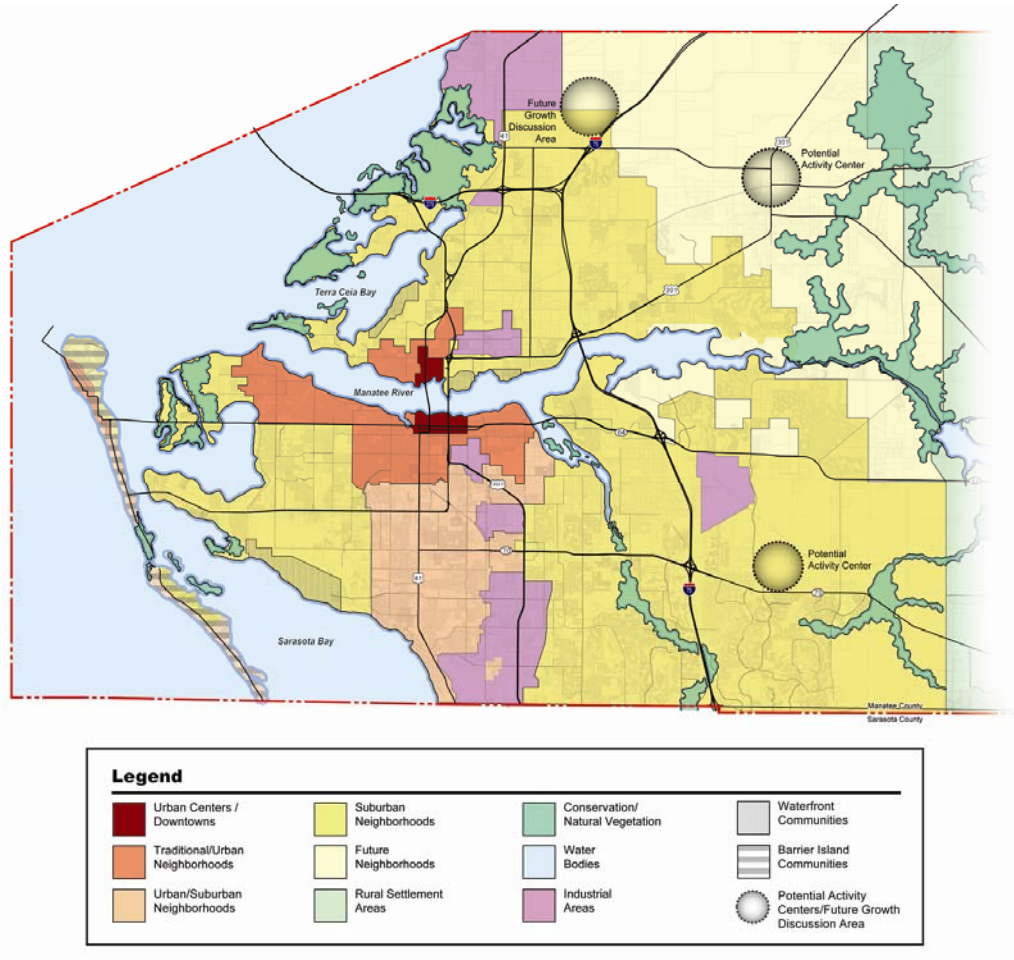

Exhibit 4: Character Graphic

The Downtown CRA Master Plan "Downtown by Design"

The City of Bradenton participated with the Downtown Development Authority in its creation of a five year master plan for the downtown urban central business district that began in late 2006 and finished in 2007. This master plan introduced new connectivity, park spaces, and positioning for properties through application of modern urban design and transportation principles. This study is currently being used by the City to illustrate its specific goals for the downtown area and how it interacts with the adjacent urban neighborhoods.

Each of these studies fulfills a specific series of needs in the process of creating a vibrant future City of Bradenton. The EAR provided issue identification and general comprehensive planning solution items. The Joint Character Compatibility Study introduced form and the principles of form for urban and suburban areas. The Downtown by Design study provided an example of specific application of sound urban design principles to a small area.

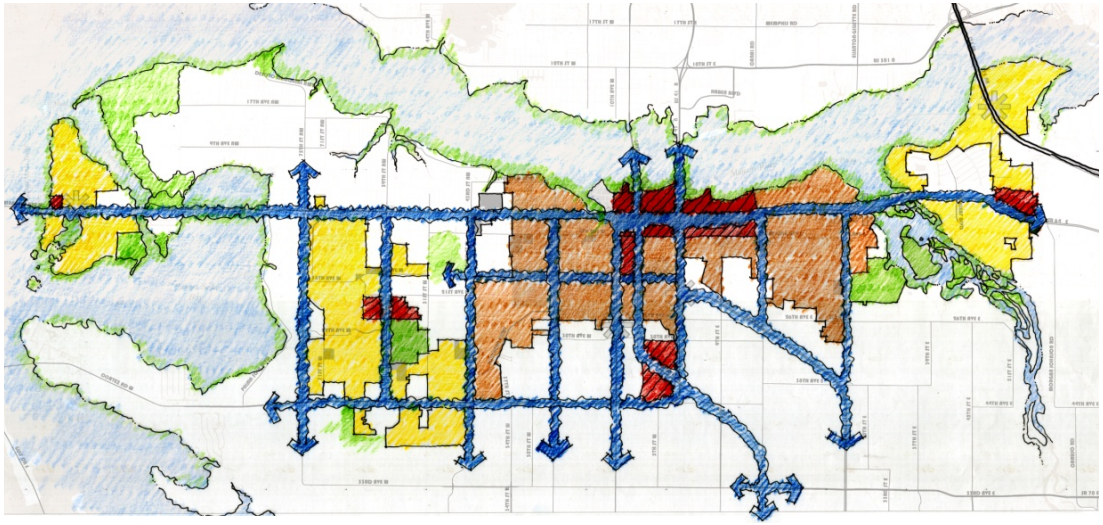

Exhibit 5: Character Framework

The illustration above shows a generalized framework for the City's character areas. The hatched dark brown areas show the downtown cores and major retail centers, the lighter brown shows the urban neighborhoods. The objectives as outlined in the Design Element specifically relate to components of the Character Framework, including infill growth, transportation and pedestrian connections, diverse neighborhood centers, transit options, mixed use focus areas, and annexation areas.

- **The yellow areas are suburban residential areas and the blue arrows are the primary corridors that connect all the character areas together and to outlying areas.**
- **Surrounding the character areas is the Manatee River and parks and open system that contribute to the overall character to the City of Bradenton.**
- **The white areas are County owned lands that support a multitude of uses including residential, commercial, and industrial.**

Creating a Framework

Community character is comprised of the perception and experience of the community by those living, working, and passing through. It is largely determined by the built environment and the surrounding natural environment as affected by urban development. Careful urban design can provide direction and guidance for development to enhance community character by creating a greater sense of time, place, and well being.

An important tool to address quality of life issues and ensure that the City remains a unique and diverse urban center serving the needs of residents and visitors is creation of the new Design Element for the City's Comprehensive Plan. This Urban Design Element seeks to enhance the City of Bradenton's image as a unique community and to retain that image in attractive and orderly development which preserves the beauty of the natural setting. The intent of the City of Bradenton's Design Element is to provide a framework and foundation for sound urban design that guides the future growth and development of the City, including principles for urban form and design standards for neighborhoods, corridors and focused development areas to enhance the City as a vibrant, livable, and functional "destination" place.

The Joint Character Compatibility study recommended that each participant complete the "next level of study," which included taking the general character framework and identifying character at a finer scale, supplementing it with guidelines that will implement the form-based goals at the comprehensive plan level. A character framework has been created which illustrates the character of the City today geographically. This tool identifies the important character features of the City in much finer detail than the Character Study. Each color represents a character type unique to the City, including downtown core areas and activity centers (dark brown), urban neighborhoods (light brown), suburban residential (yellow), and primary corridors (blue arrows). This framework, while non-regulatory is important, because it provides a valuable linkage between place and character.

Design Principles

The City of Bradenton has created a series of design principles that not only address the City's vision for many issues identified in the EAR, but also focus the City's future in a way that is consistent with both the Joint Character Compatibility Study and Downtown by Design. The concepts that demonstrate the ideals of the Design Element are illustrated in a series of graphics that represent the long term vision for the City's design and urban form. The components illustrated in these graphics feature compact, walkable, mixed use development and infill, higher densities in appropriate locations, and transportation choices. These graphics are illustrative of the design principles only and provide no regulatory function within the Comprehensive Plan.

These principles were created based on the participation efforts of numerous citizens, groups, and officials throughout the course of recent studies and are illustrated graphically and spatially to identify goals:

- Promote urban livability while balancing the needs of pedestrians and cars;
- Increase street and pedestrian connectivity;

- Promote walkability through pedestrian connectivity, beautification, and appropriate scale/size compatibility;
- Promote a diversity of residential housing types and density and architectural style;
- Protect and enhance the City's neighborhoods with standards, compatibility, public re-investment, and code enforcement;
- Consider transit options for future connections and transportation alternatives;
- Enhance and empower focus areas to better position future growth and development; and
- Strategically use annexation to ensure compatibility, increase connectivity and balance transportation needs.

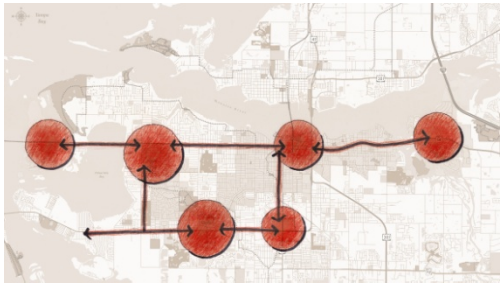

Exhibit 6: Design Principle #1 – Urban Livability

This illustration focuses on integration of multiple options for travel within the City, away from a mostly automobile oriented place to one that is pedestrian friendly and including arrangement of uses that further enhance a pedestrian environment.

Exhibit 7: Design Principle #2 – Connectivity

Increasing connectivity allows for more efficient dispersal of automobile traffic and in context with a multi-modal focus allows more options for pedestrians.

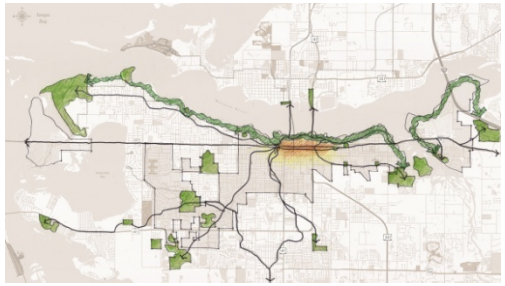

Exhibit 8: Design Principle #3 – Walk-ability

This illustration focuses on the importance of connections for green spaces and parks, which are components of quality communities.

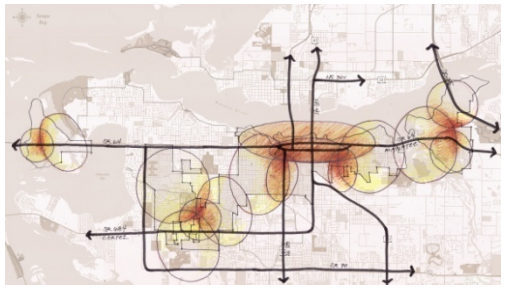

Exhibit 9: Design Principle #4 – Residential Diversity

Diversity of housing types is graphically illustrated here, and is a major indicator of a City's design health. Focal efforts to create diverse mixtures of housing types ensures longevity and affordability to Bradenton's resident workforce.

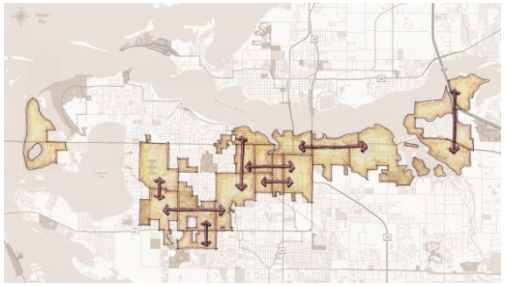

Exhibit 10: Design Principle #5 – Neighborhood Protection and Enhancement

Bradenton's existing neighborhoods range from high-quality waterfront neighborhoods with historic and community value to areas worthy of redevelopment. This graphic illustrates the need to identify and protect existing neighborhoods, neighborhoods in need, and ensure the compatibility of future ones.

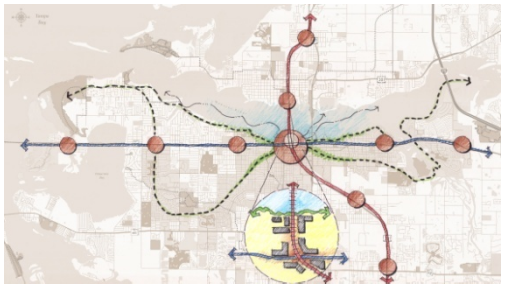

Exhibit 11: Design Principle #6 – Transit Options

Future community health is proportional to the number of transportation options readily available. The addition of transit as a future principle community component is important and necessary for Bradenton's sustainable growth management.

Exhibit 12: Design Principle #7 – Focus Areas

Future City growth should focus on the relationships of its major corridors to the areas that are developing as centers, and guidelines should direct the form of these places to compatible urban, suburban, or hybrid patterns as appropriate to adjacencies.

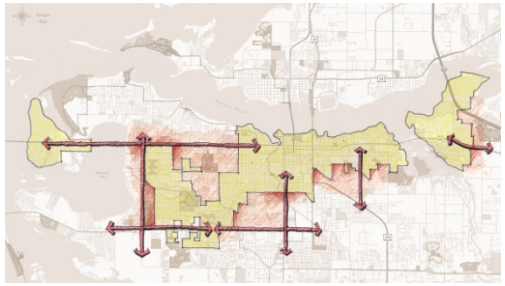

Exhibit 13: Design Principle #8 – Strategic Annexation

Annexations form the future expansion of the City and should be considered for their potential roles. Focusing on strategic annexation both from an infill standpoint and from an outlying adjacency standpoint must include the appropriate standards to ensure compatibility and preserve or enhance the appropriate character form.

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Goals, Objectives and Policies

GOAL 1 URBAN DESIGN: FORM AND STANDARDS

Enhance the City of Bradenton through quality urban design as a beautiful, livable, walkable, mixed-use place that is a cultural and social asset to the community and region.

Objective 1.1 Urban Form

To adopt uniform and predictable urban design standards for development in focused areas of compact, walkable, infill mixed-use developments in higher density centers that serve as inter-connected nodes of development within the City. Any adopted urban design standards shall reflect transitions in character from urban to suburban.

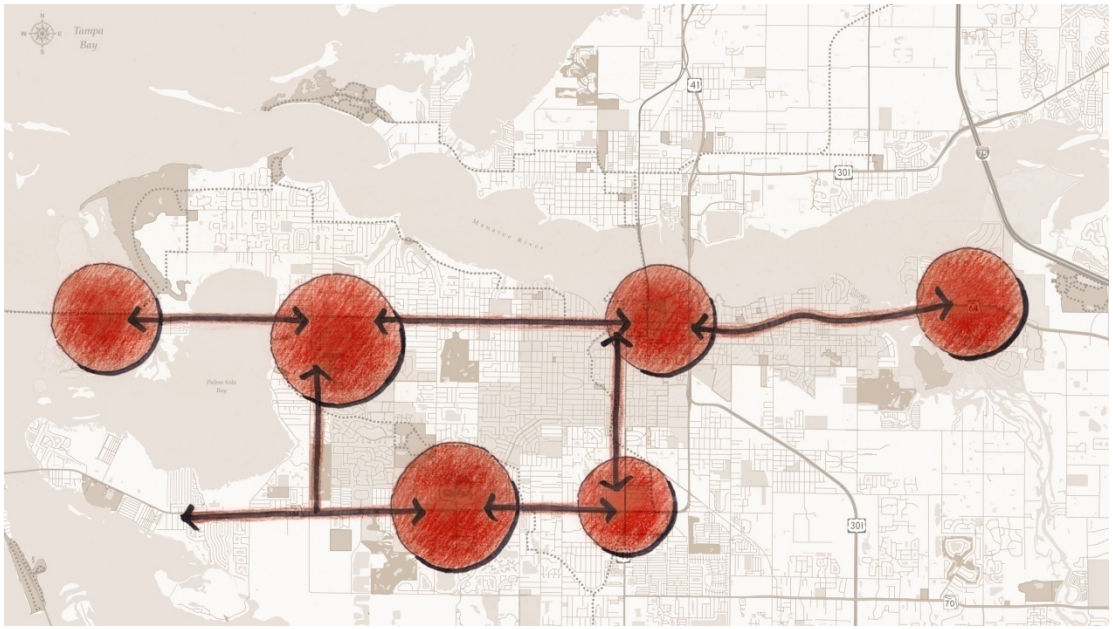

Exhibit 14: Design Principle #1 – Urban Livability

Bradenton has great capacity for infill growth. This growth should focus on compact, walkable, infill mixed-use developments in higher density centers that serve as inter-connected nodes between connective corridors (as shown in this illustration). The integration of pedestrians and cars is crucial to these nodes as their success will depend on accessibility and walkability.

Policy 1.1.1 Design Standards: Public Streets, Buildings/Architecture, Open Space and the Public Realm

The City shall consider inclusion of additional requirements for enhancements in the Land Development Regulations. Standards for enhancements to be considered include the following:

Public Streets

Public Streets should provide the primary vehicle and pedestrian circulation infrastructure for the City. Public and private development should use the existing street grid as a framework and should expand the public street network as necessary to provide connectivity between new and older development. Development of new and extended streets should generally be kept in scale with the existing street network found along Bradenton's waterfront including the Downtown and Old Manatee Village areas.

1. New streets should be designed to accommodate expected vehicles and pedestrians safely and efficiently while encouraging appropriate speeds. Streets should provide on-street parking along curb lines wherever possible to provide a buffer between pedestrians and moving traffic and to serve the retail, residential and commercial uses in the area.

Exhibit 15: Typical Downtown Street

This diagram illustrate a typical downtown three (3)-lane street section including, on-street parking, bike lanes, tree lawns, street trees, wider sidewalks, and a textured continuous center turn lane. This section can be applied to five (5)-lanes, with the center turn lane becoming a planted median where appropriate. This section can also be applied in residential conditions as a two-lane street with no middle lane.

Exhibit 16: Example 1 - Typical Section from Back Curb to Public Right of Way Edge

Exhibit 17: Example 2 - Typical Section from Back Curb to Public Right of Way Edge

These figures show prototypical options for the Right of Way remaining after curbs, on-street parking, and cart-paths. Error! Reference source ot found. **shows a wide walking area including an activity zone for retail or commercial store use. In some areas, a tree lawn and planting areas (with street trees) are appropriate, whereas, in other areas (Exhibit 17) shows plantings only around street trees and tree pits and allow hardscape to extend to the curb. Site furnishings can also be placed in these flexible areas.**

2. Sidewalks are important to defining streets as civic places. Sidewalks should be provided along both sides of all streets and should be wide enough to accommodate visiting and residential pedestrians comfortably and safely. The pedestrian environment should be further enhanced through the use of fixed street furniture, compatible and consistent lighting, and landscaping. Sidewalk cafes, temporary art installations, and seasonal lighting are encouraged along public sidewalks as a means to encourage the year round activity.

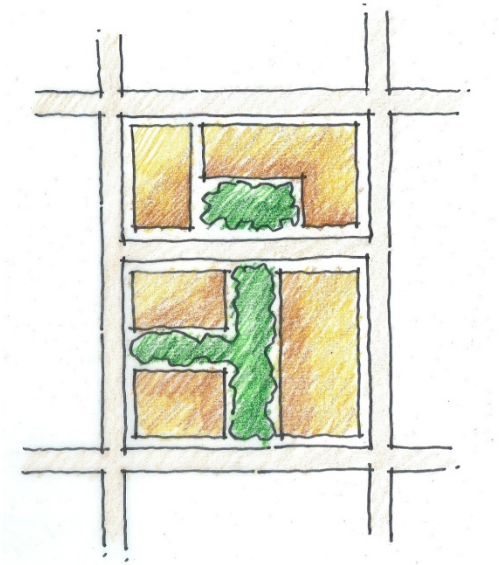

Exhibit 18: Example 1 – Prototypical Block Development Patterns

This prototype illustrates poor consideration of streetscape design functionality. The greenspace/park areas are cut off from primary roadways.

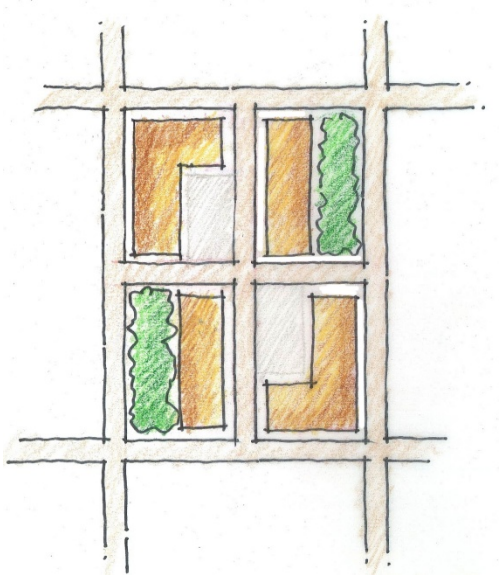

Exhibit 19: Example 2 – Prototypical Block Development Patterns

This prototype illustrates a better consideration of design and viewshed, while accomplishing the same development area.

These figures illustrate contrasting block development patterns. Exhibit 19 shows poor development structure as the parks and public greenspaces are focused inwards towards the private development only. This form also limits secondary street access and potentially creates larger, less walkable blocks. Exhibit 20 illustrates better consideration of the primary streets and places the public greenspace in a more accessible location. Also, the secondary streets allow more access and connection to parking and prevent the blocks from being oversized, therefore, emphasizing walk-ability.

3. Street corridor placement and design should provide for views to and from the water, as well as for permanent installations of public art in key focal point locations.

4. Accommodations for bicycle traffic and safety should be designed into new and reconfigured streets and intersections. Bicycle racks should be installed along public sidewalks where appropriate.

Buildings/Architecture

Design guidelines for buildings in Bradenton's waterfront areas should encourage architecture that enhances the development of mixed-use centers, which are compatible with the surrounding neighborhoods. New construction should respect the character of historic neighborhoods, such as Point Pleasant and Old Manatee Village, while representing the best elements of contemporary design.

5. New buildings should be designed in response to their context and should be compatible with surrounding neighborhoods. Broadly stated, compatibility refers to the recognition of existing development patterns and characteristics, and responsiveness in new building design that respects these established patterns. The building placement, height, massing, proportion, articulation, and materials of new structures should encourage a vision that supports the idea that the Bradenton waterfront develop into an extension of the surrounding areas while establishing its own identity as a new urban neighborhood.

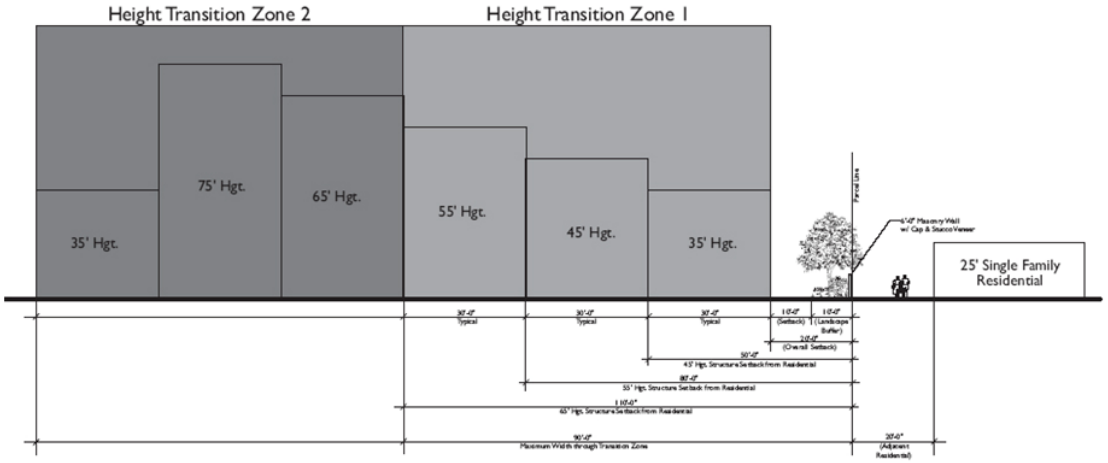

Exhibit 20: Height Transition Illustration

Building heights should be treated in accordance with the surrounding context, especially existing single family residential. The tallest buildings should be insulated by slightly smaller buildings and appropriately transition down to lesser heights. Special care should be taken to not block view sheds to the water and from the waterfront.

6. Building composition should consider the following:

- *Placement* - In general, buildings should be placed at the sidewalk with their primary entrances oriented to the street.

- *Height* - Building heights should be compatible with surrounding development and neighborhoods, and transition to traditional high-rise development, especially along the waterfront.

- *Massing* - The massing of new development should be compatible with the existing development found in the surrounding neighborhoods. New development along the Bradenton waterfront should avoid large monolithic surfaces along all street frontages. Where new structures are larger than buildings characteristically found in Bradenton's waterfront, horizontal and vertical elements should be used to break large expanses of building into components that resemble in scale with the context of the built environment.

- *Proportion* - The façade proportions used in new development should be compatible with the existing development found in Bradenton's waterfront. While some buildings project a predominantly vertical or horizontal orientation, most use architectural details, storefront design, window openings, and/or other elements to balance the proportions of facades into pleasant and cohesive compositions. In smaller in-fill development, proportions of features such as windows, entryways, and storefronts should be designed to achieve compatibility with abutting structures and surrounding development.

- *Articulation* - Traditional arrangement of façade components into base, middle, and top composition can be used to achieve compatibility and continuity within the surrounding architectural context. Additionally, projecting bays, recessed balconies, and roof shape variation can be judiciously utilized to provide interest, individuality, and appropriate scale to new development.

- *Materials* - Materials used in new development should reflect the character of the surrounding neighborhood. A straightforward use of natural and traditional building materials is encouraged. Brick, stone, high quality metals, cast concrete, wood, and glass will achieve the greatest level of compatibility with the surrounding area and will best stand the test of time.

7. Development along new or existing public streets should foster a walkable and enjoyable pedestrian environment. New development should avoid large expanses of blank walls, should provide frequent street level entries, and should provide sidewalk amenities such as street furniture and lighting that encourage year-round pedestrian use. Buildings sited along streets in the downtown core should utilize traditional storefront design principles along the ground floor, and provide engaging displays and clear glazing to enhance the pedestrian experience.

8. Primary entrances should open onto public sidewalks along the primary street frontage. Service entrances and loading facilities should be located at the rear or

side of structures along secondary streets. Where buildings face more than one public street, service and loading circulation may be located along secondary streets where appropriate. Where no off-street options are available, loading and service entrances located along public streets should occupy the minimum space necessary and be compatible with the other uses of the street, including pedestrian activities, retail development, and traffic flow. The sharing of service circulation and loading facilities between buildings is encouraged.

9. Parking structures should be compatible with adjacent uses and architecture in form, bulk, massing, articulation, and materials. The design of parking structures should create a visually attractive and active pedestrian environment by incorporating retail, commercial, and residential uses along all public streets.

- *Mixed-use Development and Architecture* - Parking uses and the appearance of parking structures should not dominate public streetscapes. All above-grade parking structures should include usable retail, commercial, and /or residential uses along street frontages to create a high quality urban environment. Parking structures on Primary Streets should have at least two stories of mixed uses integrated along the street frontage.

- *Vertical and Horizontal Articulation* - Visible diagonal ramps and non-horizontal parking plates should be screened from all visible angles whenever possible and not allowed on primary facades.

- *Lighting* - Light fixtures installed in the interiors of parking garages should be fully screened from the exterior or utilize full cut-off shielding as defined in the City's Land Use Regulations.

Exhibit 21: Live/Work Buildings with Internal Garage

As Downtown Bradenton grows, the high amount of surface parking blocks will need to redevelop with compact, infill, mixed-use buildings. This diagram shows how a parking garage can be incorporated into the actual mixed use structure. The building is typically retail/commercial uses on the ground level, office uses on the second level, and residential uses on the above floors. The street facing façade also steps back as it rises in height to allow for more light to penetrate to the streetscape.

Exhibit 22: Live/Work Buildings with Surface Parking

This diagram offers an alternative to Exhibit 20 by showing the building without internalized structured parking. The uses are still layered as retail/commercial use under office and residential. However, the depth of the retail/commercial allows some parking to be tucked under the building and, therefore, allow for a more compact, efficient surface parking lot.

Exhibit 23: Linear Garage

This garage type shows a typical garage "lined" on the primary street with a mixed-use component: retail or commercial on the ground floor or possible just at the corner, with residential above. The secondary street would provide the ingress/egress for the garage as well as service and garbage storage for the mixed-use components.

Exhibit 24: Stand Alone Garage

In this example, the garage is intended to be the primary use of the structure, however, on the primary street, the first floor of the garage, for its continuous street frontage, should be lined with retail, commercial, and/or office uses. The secondary street would provide the ingress/egress for the garage as well as service and garbage storage for the mixed-use components.

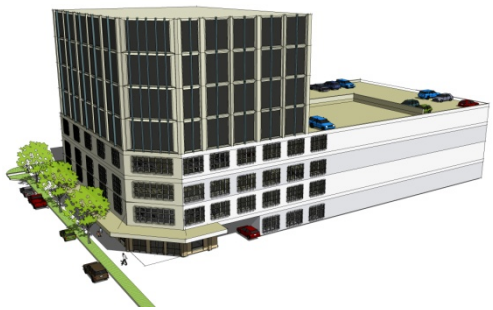

Exhibit 25: Podium Garage

This example is reserved for primarily office and non-residential structures requiring garages. At a specific density in the downtown, office buildings may require "podium" parking. In this example, the garage is still lined with a mixed-use component on the ground floor of the primary street; however, the floors above can be garage, in order to maximize the amount of spaces needed. Above the garage, would be the podium tower containing the remainder of the commercial/office space. The corner of the building should be architecturally treated and other detail elements, such as screen, art, plants, or other elements should be used to enhance the façade of the open parking areas.

10. Infill development should fill open space along existing streets to reestablish street wall continuity. Likewise, small-scale development without a directly abutting neighbor should be guided by adjacent development patterns as a means to incrementally fill empty portions of the streetscape and achieve compatibility with surrounding neighborhoods. In residential areas, infill development should take into account existing uses and architectural styles as well as densities and form and massing. Appropriate transitional buffers should be used when there are conflicting uses and/or densities. Scale and Massing of this new infill development should carefully consider pre-existing conditions and use this detailing to seamlessly integrate into the neighborhood. In non-residential areas, infill development should also utilize appropriate form, scale, massing, and architectural detailing. Structures should be up on the street, with parking and other secondary functions in the back with access from the secondary streets.

11. Historically and architecturally significant structures and sites should be inventoried and protected from demolition and carefully rehabilitated in a way that is consistent with their original architectural intent. The challenge and opportunity is to adaptively reuse significant structures while retaining their historic character. New additions to historically significant buildings should be designed for compatibility with the original structure in size, composition and material and should result in the minimum necessary loss of original architectural material.

12. Civic structures represent the public commitment to creating a high quality urban environment. Civic buildings should be easily distinguished by their quality, placement, and use of materials. Civic structures should become part of the community fabric, including opportunities for public-private partnership which maximize funding availability and provide opportunities to set examples for quality design. Additionally, these structures relate strongly to the streets and open spaces where they are located, sharing their importance with their surroundings.

Open Space and the Public Realm

The character of public streets and sidewalks is the primary determinant of the quality of the public realm. The public realm is further defined and enhanced by the incorporation of quality open spaces. The goal for Bradenton should be to create comfortable, safe, accessible, and appropriately located open spaces to provide pedestrian interest and convenience. Open spaces can range in scale from building forecourts, to public trails, to public plazas and public parks. All open spaces should be accessible and barrier-free wherever possible. Landscaping, pedestrian amenities, outdoor furniture and lighting should be incorporated where appropriate. Opportunities for public art and historical references are encouraged.

13. The Bradenton Waterfront should contain publicly owned and constructed open space and plazas. Generally associated with the water's edge, open space should provide opportunities for public enjoyment and use of the water and add value to public and private development.

- *Visual Accessibility* - To ensure that open space is well used, it is essential that the space should be visible and easily accessible from public areas (building entrances, sidewalks, and trail). Open spaces should be oriented to maximize exposure to the river, views and sun, with clear delineation between public and private open space.

- *Physical Accessibility* - Open spaces should have direct access from the adjacent streets, sidewalks, and trail, should allow for multiple points of entry, and should provide for universal accessibility. They should also be visually permeable from the sidewalk and trail, allowing passersby to see directly into the space.

- *Buffering* - Open space should be well buffered from moving cars so that users can enjoy and relax in the space. The space may be visible from streets or internal drives but should not be wholly exposed to them. "Outdoor rooms" that are partially enclosed with building walls, freestanding walls, landscaping, raised planters, or on-street parking buffers are encouraged.

- *Building Design* – Buildings that front public open space should be developed in accordance with appropriate heights, scale, and step-backs, particularly along or adjacent to the Riverfront. Scale and step-backs are very important as they allow more light and air into the public open space and allow the space to feel non-privatized.

- *Perimeters* - The perimeter of public spaces should consist of active uses that encourage pedestrian traffic. Public use of the waterfront, such as the passenger terminal and small marinas, retail activities, cafes and restaurants, and high-density residential uses all provide context for open space. When possible, public streets should separate public parks/open space from private development. This design provides the full amount of access to the space from the public and through on-street parking can also provide valuable parking spaces immediately adjacent to the park.

- *Trees and Plantings* - Plants used in landscaped areas should be of the highest quality and of sufficient quantity and scale to make a visual impact. Plantings should be selected and located so that their functional and aesthetic qualities can be maximized. Trees of reasonable caliper should be installed at

a density adequate to provide shade, habitat, and visual interest to public open space and care should be taken that appropriate species are selected for the soil conditions. Adequate space should be given to each planting and adequate irrigation and drainage should be provided.

- *Amenities* - Public open space should be provided with adequate amenities, such as trash receptacles, seating, drinking fountains, and public restrooms for use by the general public.

- *Materials* - Public open spaces and plazas should be built with high quality, durable materials that reflect thoughtful detailing consistent and compatible with the architectural character of the Bradenton Waterfront. Quality detailing implies attention to jointing, building and street edges, and technically correct construction techniques. Paving materials should be selected according to the intended use of the space. Designers are encouraged to utilize permeable paving materials wherever possible to reduce stormwater runoff.

14. Privately developed public open space and plazas should contribute to the public realm through enhancement of the pedestrian environment and increased recreational opportunities.

- *Internal Open Space* - Internal public space must be designed properly to be safe and usable, providing wide pathways, seating, and amenities.

- *Internal/External Interplay* - Take the "indoors" outdoors by spilling interior space (e.g. dining areas, merchandise displays) onto walkways and plazas and bring the "outdoors" into the building by opening interior spaces (e.g. atriums and skylights) to views and sunshine.

- *Passageways* - Open-air pedestrian passageways (with or without overhead cover) are generally more visible and inviting than interior hallways. Passageways can be attractive, successful locations for store entries, window displays, and/or restaurant/café seating, and should be integrated with the public sidewalk system.

15. Sites of historic interest should be appropriately commemorated and marked with signage and public art.

16. Public art adds to the vitality and beauty of the city while giving a sense of identity to a place. Development in Bradenton's waterfront should integrate artwork into a variety of public and private settings and display art to the public as they engage in the activities of the city.

- *Public Spaces* - Public art within open space is encouraged. Artwork may consist of freestanding pieces (e.g. a sculpture or water fountain) or may be integrated with its surroundings (e.g. relief sculpture imbedded in pavement or a wall, a mosaic or mural on a wall, lighting or sound effects, or decorative railing or lighting). Additionally, public spaces should be designed to accommodate live performing arts and public assembly.

- *Private Spaces* - Property owners are encouraged to provide outdoor public art on their property to enrich the pedestrian experience and create a stronger sense of place. Developers are strongly encouraged to incorporate

artists into the design team in order to integrate works of art into their projects.

- *Contextual Siting* - Artwork should be appropriate, and ideally, custom-made for its site. The artwork should complement and reinforce the character of the site in terms of its subject, scale, style, and materials. For example, art may be used to reveal historical facts about the site, or draw attention to a unique physical quality of the site. Care should be taken that the siting of public art does not diminish street wall development, but should emphasize the importance of key focal points.

17. Bradenton's relationship to the water is an important part of its unique character and identity. Key views of the river are a community resource to be preserved and protected.

Policy 1.1.2 New Development and Redevelopment

In order of priority, new development and redevelopment in the City centers shall be designed, as guided by appropriate land development regulations, to make these areas accessible for pedestrians, transit and bicycles, as well as cars.

Policy 1.1.3 Town Centers

In order to encourage neighborhood-serving town centers, the City shall allow for the designation of new town centers only if they, at a minimum, meet the following standards:

- Modest commercial build-to lines that pull the building up to a wide streetside sidewalk with a row of trees;
- Modest instead of abundant off-street parking, located at the rear or side of buildings, and away from pedestrian areas;
- A connected sidewalk and path system promoting safety, comfort and convenience by linking buildings within the Center and to adjacent properties;
- Building facades facing the street and aligned to form squares, streets, plazas or other forms of a pleasant public realm;
- A vertical mix of residences above non-residential uses within the center, and a required percentage of Center floor area that is residential and retail;
- No free-standing retail establishment within the center exceeding 30,000 square feet of first floor area;
- First floor uses promoting entertainment and retail uses, and articulation of elements of pedestrian scale; and
- Rules that restrict establishment of auto-oriented uses, or uses that generate significant noise, odor, or dust.

Policy 1.1.4 Conversion of Activity Centers

The City shall encourage the conversion of activity centers and conventional shopping centers into more traditional, livable town centers through redevelopment or addition of uses, features and structures specified in Policy 1.1.5 Downtown Open Space Master Plan. Design of such redevelopment shall be supportive of transit. The City should encourage new, additional buildings relatively near the street where site planning allows adequate space, addition of residential units in existing activity centers, and design features that encourage a transformation of shopping centers into appealing, "destination" town centers. The City shall encourage the conversion of surface parking lots to structures in town centers. Minimum car parking requirements in town centers shall be reduced as an incentive for the creation of mixed-use activity centers (allowing that former parking area to be used for "liner" buildings).

Exhibit 26: Mixed-Use Town Center Illustration

This illustration shows a prototypical infill Town Center. Key elements include an organizational open space with buildings facing the primary streets and the park. Garages, parking lots, and other secondary uses occur on the secondary streets. This diagram also shows no free-standing buildings in the core; however, as the Town Center transitions to the existing neighborhood, free-standing buildings, preferably residential, front the street and help to mask the secondary uses. Potential uses in this area include retail/commercial, office, and residential.

Policy 1.1.5 Downtown Open Space Master Plan

The City shall consider creation of a downtown open space master plan, consistent with the City's Downtown By Design: Downtown Development Authority (DDA) Master Plan.

Objective 1.2 Design of Public Improvements/Amenities

To design public facilities, spaces, and improvements to promote urban livability, aesthetics, and a sense of community including the safety, comfort, and convenience of pedestrians, bicyclists and transit users, while still providing for the needs of automobile drivers.

Policy 1.2.1 Identification of Need and Funding for Public Improvements

The City shall inventory and prioritize areas in need of street trees, sidewalks (either the filling of gaps or enhancement of the material), crosswalks, street light structures, the removal of utility structures and other obstructions from sidewalks, and the undergrounding of utilities and identify funding for such needed public improvements to further and enhance pedestrian walkability.

Policy 1.2.2 Requirement for Street Trees

The City shall consider establishing requirements and incentives in the Land Use Regulations for new development to install street trees and sidewalks in instances in which they are not required as of the date of adoption of this Element.

Policy 1.2.3 Design of Street Trees

The City shall amend the Land Use Regulations to require street trees that will provide appropriate canopy and shading benefits and that will be aligned in a disciplined manner along streets in order to properly frame the street.

Policy 1.2.4 On-Street Parking

The City shall encourage on-street parking in new developments, and shall re-introduce on-street parking in appropriate existing areas.

Policy 1.2.5 Sidewalk Design

The City shall require sidewalks to have a minimum clear width of five feet wide.

Policy 1.2.6 Pedestrian Street Lighting

The City shall consider creation of lighting guidelines, which shall identify areas where pedestrian street lighting is appropriate, and develop a plan for installing such lighting. Where appropriate, street lighting should be pedestrian-scaled (in both intensity and height), and directed to the street.

Policy 1.2.7 Building Entrances

The City shall require primary building entrances to be physically and visually oriented toward streets, parks, and plazas, rather than to interior squares or parking areas.

Policy 1.2.8 Parking Garages

The City shall require the first floor of new parking garages to consist of residential, retail or office space. As discussed in Policy 1.1.1, Item 9, parking structures should be compatible with adjacent uses and architectural styles. Refer to the discussion of specific examples of garage types in this section.

Policy 1.2.9 Crime Prevention Through Environmental Design (CPTED) Principles

Crime Prevention Through Environmental Design (CPTED) principles shall be incorporated, where feasible and appropriate, in new development projects.

Objective 1.3 Corridor Design and Connectivity

To establish corridor design standards that recognize that public streets serve a broad community purpose for the street network to enhance the visual quality of roadways, protect environmental resources, provide a framework of standards, and promote interconnectivity of parks and open space, residential, commercial, schools and other civic uses.

Exhibit 27: Design Principle #2 - Connectivity

Bradenton is limited in its growth potential because of only two major east/west corridors and two major north/south corridors. The limited roadway network forces all the local and regional traffic on only four corridors and, therefore, creates constricting traffic problems. This illustrative sketch suggests finding more ways to realize east/west and north/south connections that would allow local trips to occur on local streets and regional trips to stay on the regional connectors.

Policy 1.3.1 Connected, Multi-Modal Transportation System

The transportation system for the City shall provide multi-modal capabilities and be connected through a network of streets that are visually appealing and supportive of non-motorized travel modes. The visual and functional characteristics of streets are important in the design of the community and shall be guided by the following design principles:

- Streets should be designed to create a sense of place, with attention to maintaining the visual integrity of the community including sidewalks, street trees and landscaped medians and other rights of way;
- Streets should be designed to minimize maintenance through the selection of plant materials and to implement various water conservation strategies to reduce impact on sewer infrastructure;
- Streets should be designed to accommodate a mix of travel modes including vehicles, bikes, transit and pedestrians;

Exhibit 28: Typical Downtown Multi-Modal Street

This diagram shows a typical downtown three (3)-lane street section including, on-street parking, bike lanes, tree lawns, street trees, wider sidewalks, and a textured continuous center turn lane. This section can be applied to five (5)-lanes, with the center turn lane becoming a planted median, where appropriate. This section can also be applied in residential conditions as a two-lane street with no middle lane.

- Streets should be designed holistically considering the pavement, curbing, bikeways, pedestrian-ways, lighting, signs, front yard setback areas and building facades; and
- Neighborhood streets should be designed to address two specific goals, connectivity and protection of the neighborhood. This should be accomplished by providing connections to adjacent activities and neighborhood-serving businesses with streets that offer multiple route choices but do not encourage cut-through traffic.

Policy 1.3.2 Context Sensitive Design

The City shall require that all new or improved public roadways be designed and constructed in a manner that is supportive and reflective of adjacent land uses and development patterns. The City shall adopt additional design standards in the land development regulations that address roadway engineering and provide guidelines for additional features within the entire right-of-way.

These new street design standards shall be established to transform existing and future streets into tree-lined boulevards, avenues and parkways that define the City's urban form; improve the aesthetic qualities of the driving experience; and provide safe bicycle and pedestrian circulation. The corridor design shall incorporate standards that include at a minimum:

- ROW width;
- Maximum design speed;
- Sidewalk width and location;
- Bike lane requirements;
- Curb requirements;
- Travel lane width;
- Multi-use trails or paths;
- Number of lanes required;
- Median requirements;
- Landscaping requirements; and
- Parking requirements.

Policy 1.3.3 Gateway Corridor Design Standards

The City shall enforce gateway corridor design standards that convey a sense of arrival and departure and include, at a minimum, the following design components:

- When feasible Gateway Corridors should be lined with majestic trees, homes, and cultural and commercial buildings that inspire dignity and pride;
- Gateway Corridors should be free of visually obtrusive, human-built structures such as outdoor storage, auto sales and service, and junkyards, or other excessive clutter;
- When feasible, Gateway Corridors tree plantings should provide a tree canopy over the street through street trees, treed medians, or both. Plantings shall screen any utilities that remain, when feasible;
- Landscape maintenance should be minimized along Gateway Corridors through design, plant selection, and water conservation;
- Gateway Corridors should contain multi modal transportation options;
- A design prototype should be developed for Gateway Corridors that includes public art and signage characterizing the corridor.

Policy 1.3.4 Street Connectivity

In an effort to promote more east/west connections and strengthen north/south connections, the City shall, consider the following actions:

- Participate in the County's evaluation of the 44th Avenue Connector;
- Develop a transportation master plan to program future road connections; and
- Consider transportation alternatives for Manatee Avenue and other congested arterials as deemed necessary.

Objective 1.4 Pedestrian Environment

To promote a walkable environment for the City through pedestrian connections, parks and recreation, beautification and appropriate scale/size compatibility.

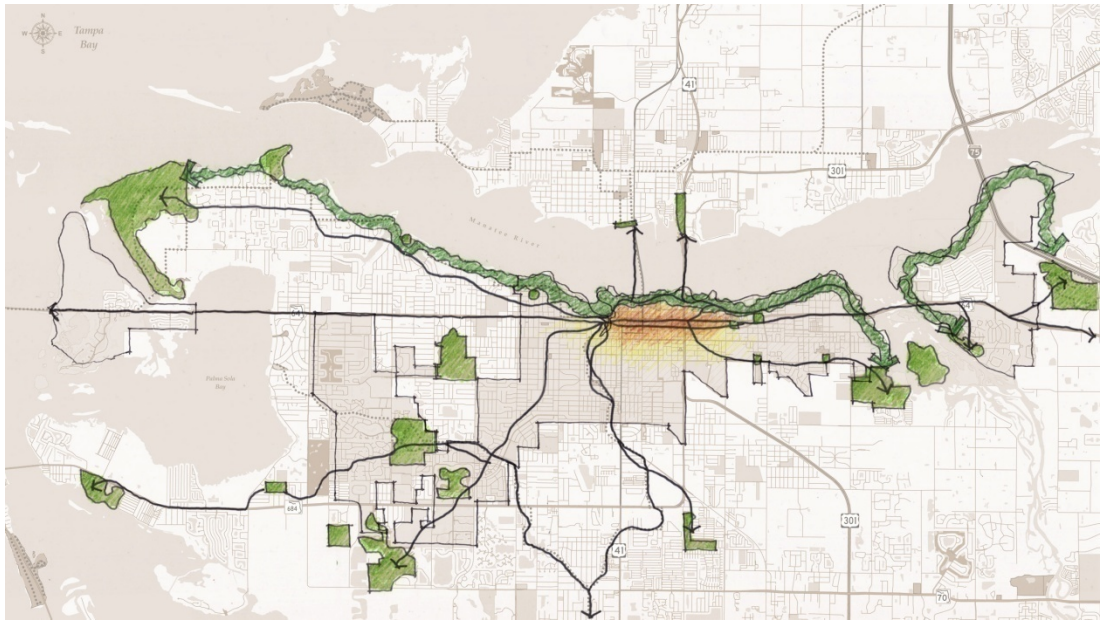

Exhibit 29: Design Principle #3 - Walkability

Bradenton has great parks; however, they are not well-connected. This design principle suggests connecting the parks in a complete "park system" with bikeways, walkable streets and strategically located new parks. This system should also connect to downtown as well as open the riverfront to the entirety of the City. This principle includes consideration of bikeway master plans, rails-to-trails, and other greenways.

Policy 1.4.1 Bikeway Systems Master Plan

The City shall consider creation of a bikeway systems master plan that considers existing roads and trails, and proposed new greenways and other connections as appropriate.

Policy 1.4.2 Greenways and Trails Master Plan

The City shall consider the development of a Greenways and Trails Master Plan that considers the following components:

- A trail system that could connect Interstate 75 to the Beaches;
- Rails-to-trails greenways;
- An evaluation of typical streetscape treatments to consider safer, walkable streetscape sections; and
- A Ware's Creek Greenway.

Exhibit 30: Walkable Neighborhoods

This diagram shows how open space and parks can be incorporated as part of a system that allows all residents access, and connects to various neighborhoods and other natural areas. The streets provide an important role as the network that supports multi-modal transportation including walking trails, bike lanes, and other pedestrian connections.

Policy 1.4.3 Parks and Open Space Master Plan

The City shall support the creation of a Parks and Open Space Master Plan that considers a system of park sites with a variety of both user-oriented and resource based facilities and recreational programs to serve the needs of current and future City residents. The Parks and Open Space Master Plan shall provide for the construction of a network of pedestrian, bicycle, and recreational trails that connect parks to other parks, neighborhoods, schools, employment centers, civic buildings and other community destinations through the development review process and private development contributions and/or other dedications consistent with the Parks and Open Space Element.

Objective 1.5 City Neighborhoods

To protect and enhance the Bradenton neighborhoods with design and compatibility standards, public re-investment, adequate code enforcement, and encouragement of neighborhood planning initiatives.

Design Principle #4 – Residential Diversity

As Bradenton continues to grow, it will be important to continue to have a diverse City. This design principle illustrates the idea of focusing higher, mixed-use residential uses in every neighborhood center and following a transitioning pattern into the existing single family residential neighborhoods. A variety of residential options including workforce housing is very important to creating a vibrant City.

Design Principle #5 – Neighborhood Protection and Enhancement

Bradenton has strong neighborhoods and future growth should enhance and reinforce this strength through better connections and focus on the diversification of the centers and the introduction of parks and other community elements. The existing neighborhoods should be protected and enhanced with standards, public re-investment, and code enforcement.

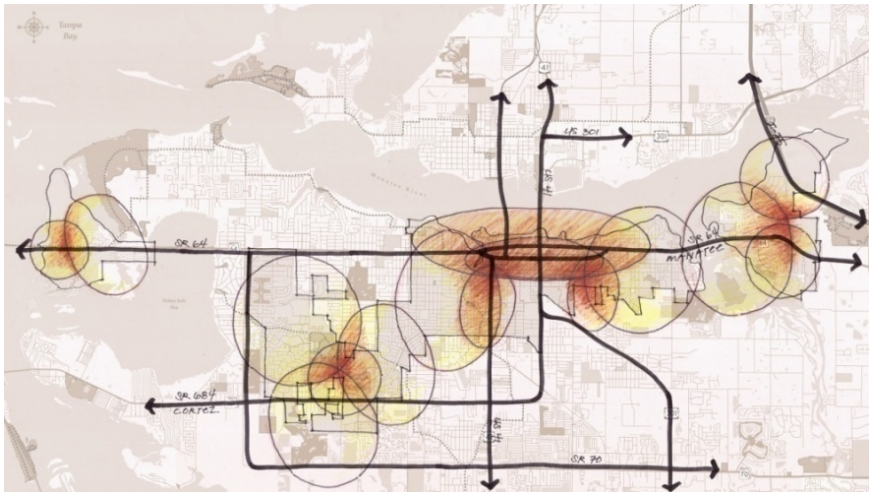

Exhibit 31: Design Principle #4 – Residential Diversity

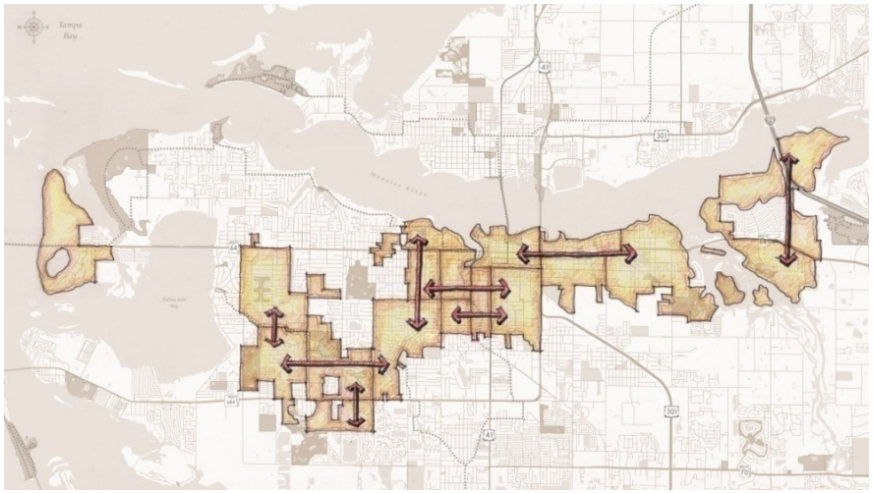

Exhibit 32: Design Principle #5 – Neighborhood Protection and Enhancement

Policy 1.5.1 Community Redevelopment Agency

The City shall, by 2010, expand the 14th Street Community Redevelopment Agency (CRA) to include the neighborhood west of the Tamiami Trail.

Policy 1.5.2 Healthy Neighborhoods

The City shall define healthy neighborhoods through a public process and use this definition to inventory and classify existing and proposed neighborhoods. This study will address and define a "typical" neighborhood model and will include assessing the viability and level of protection, enhancements, and/or urban design for existing Bradenton neighborhoods to include, but not be limited to, the following:

- Point Pleasant Neighborhood;
- Wares Creek Neighborhood;
- Ballard Park Neighborhood;
- Tamiami Park Neighborhood;
- Paradise Gardens Neighborhood;
- Seminole Heights Neighborhood;
- Seminole Park Neighborhood;
- Poinciana Neighborhood;
- Southern Parkway Neighborhood;
- Village of the Arts; and
- Old Manatee Village.

The following diagrams illustrate how a prototypical neighborhood can have a five-minute walk radius focused around a neighborhood center with surrounding residential uses. Exhibit 34 shows how the neighborhood prototype in Exhibit 33 is part of a system of neighborhoods focused on a neighborhood center. In this case, the neighborhood center is a 5-minute walk from each of the other neighborhood centers.

Exhibit 33: Example 1 - Walkable Neighborhood Prototype

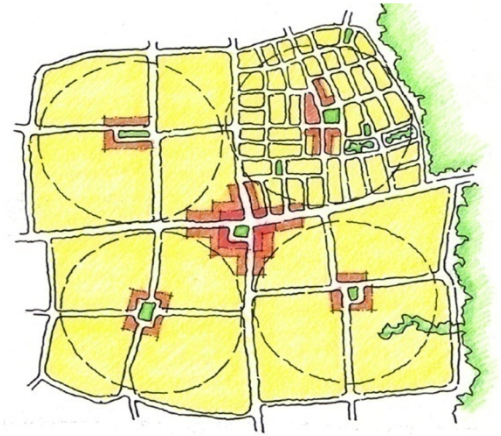

Exhibit 34: Example 2 - Walkable Neighborhood Prototype

Policy 1.5.3 Historic Preservation Plan

The City shall create a historic preservation plan for Bradenton that recognizes significant and cultural landmarks.

- City will develop standards to evaluate historic structures and sites;
- City will use standards to inventory and classify structures and sites into potential historic districts; and
- City will develop standards for the rehabilitations or protection of historic structures and provide incentives, where feasible, for property of owners to rehabilitate historic structures.

Policy 1.5.4 Residential Compatibility

The City shall amend the Land Use Regulations with design standards that address compatibility across diverse residential housing types considering context sensitive development and affordability.

Objective 1.6 Transit Options

To consider transit options for future connections and transportation alternatives.

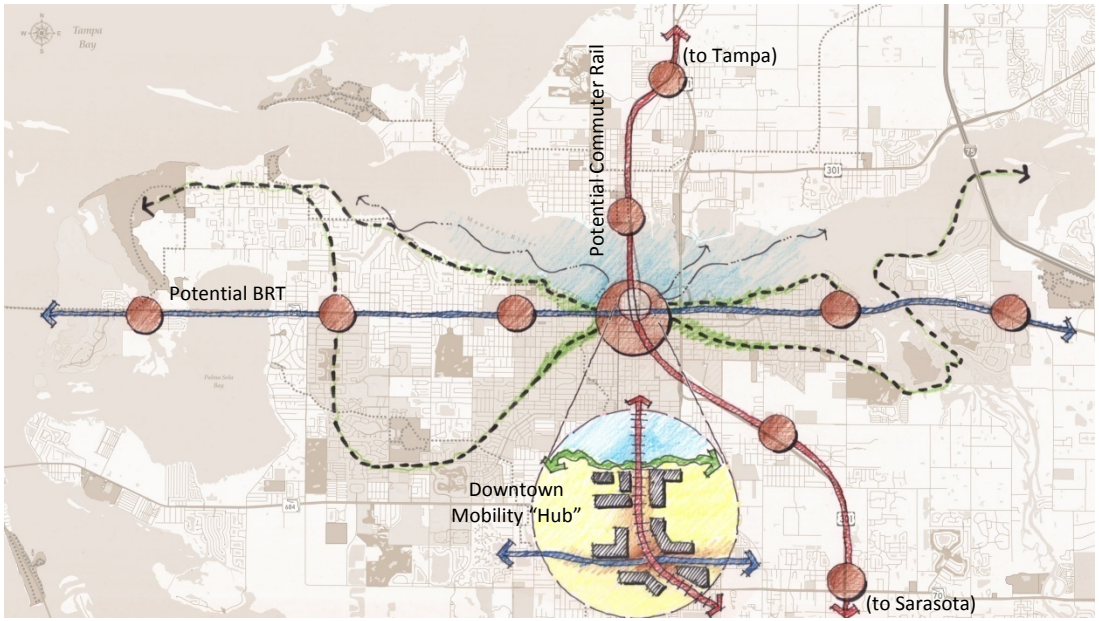

Exhibit 35: Design Principle #6 – Transit Options

Transit will play an important role in Bradenton's future growth. Existing roads are stressed, and transit can provide relief by regionally bring resident's and visitor's closer to the Downtown and facilitate local trips through a multitude of options including bus, trolley, BRT (Bus Rapid Transit), and water transit. Longer term options may include a North/South Commuter Rail connecting Tampa to Sarasota that may create a major downtown transit center as illustrated in this design principle illustration.

Policy 1.6.1 Hierarchy of Transportation Options

The City shall prioritize the structure of hierarchy of transportation options to consider Regional, Local, and Pedestrian traffic.

Policy 1.6.2 Downtown Parking Master Plan

The City shall coordinate with stakeholders and private development to create a downtown parking master plan that considers not only downtown parking, but also setting aside areas of parking for beach traffic.

Policy 1.6.3 Bus Transfer/Transit Center

The City shall work with the Manatee County Area Transit (MCAT) Authority and stakeholders to site and develop a bus transfer/transit center that embodies the New Urbanism concepts of connectivity (pedestrian, mixed modal), mixed use development and urban livability.

Policy 1.6.4 Transit Circulator

The City shall encourage the implementation of a transit circulator that connects downtown to the Riverfront and to the Beaches.

Policy 1.6.5 Bus Rapid Transit (BRT) Options

The City shall encourage and support Bus Rapid Transit (BRT) options on Manatee Avenue to connect existing and future neighborhoods to downtown.

Policy 1.6.6 Hierarchy of Transportation Options

The City shall evaluate commuter rail that connects the City of Bradenton regionally to major employment and residential areas (Tampa/St. Petersburg, Port Manatee, and Sarasota).

Objective 1.7 Focus Areas

To enhance and empower new development and redevelopment in Focus Areas to better position future growth and ensure compatibility.

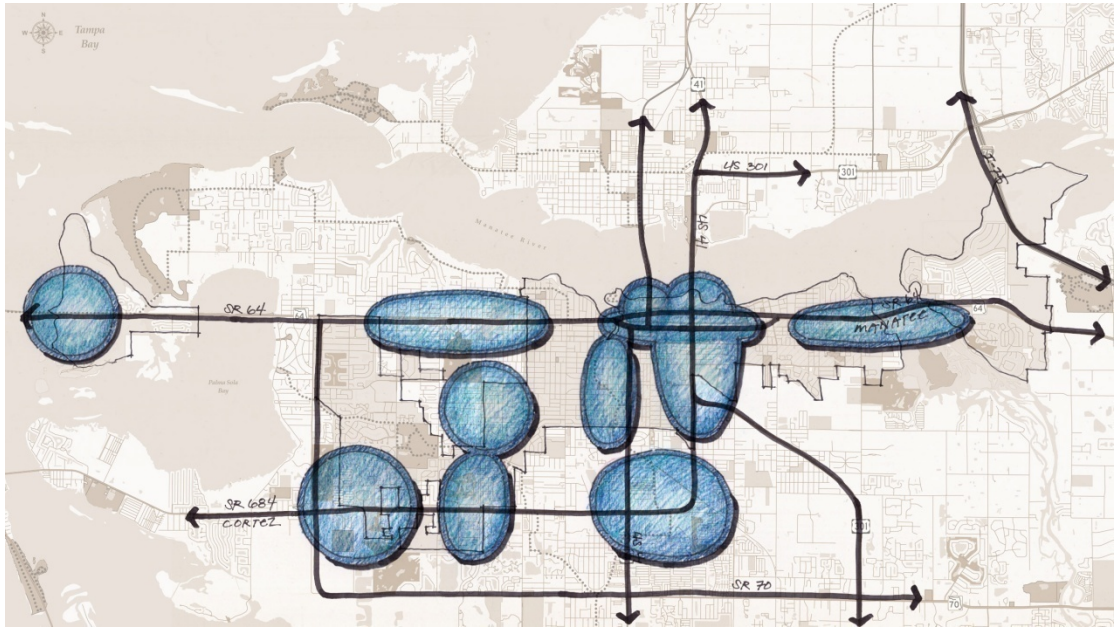

Exhibit 36: Design Principle #7 - Focus Areas

The future growth in Bradenton should focus its growth on the pre-existing neighborhood centers and along the connective corridors as illustrated in this design principle illustration to better position for future growth. These focus areas include neighborhoods, the Downtown, and historic districts. The connective corridors should have urban design guidelines that focus on multi-modal solutions that create walkable connections to the centers and neighborhoods.

Policy 1.7.1 Design Principles for Focus Areas

Recognizing both the goals and challenges of new infill development and redevelopment, the following principles should be reflected in the City of Bradenton's Comprehensive Plan and shall be considered in the context of the Downtown area and other focus development areas as appropriate:

- **Facilitate development that reconnects the neighborhood to the waterfront.** Waterfront development should connect upland neighborhood and the waterfront, rather than separate them;
- **Locate low-rise buildings at the neighborhood's edge.** Create a smooth transition in building scale and form from upland neighborhoods to waterfront blocks;
- **Locate taller buildings near the water's edge.** Taller buildings should be shifted away from the low-rise buildings and narrow streets of upland neighborhoods, and toward the water, where they can frame new open spaces;
- **Create Neighborhood Pattern Book.** The City should record existing neighborhood architectural styles and development patterns and prepare guidelines for the rehabilitation and/or redevelopment within existing neighborhoods.
- **Create a varied and compelling skyline.** Building heights should vary along the waterfront, avoiding monotonous, monolithic development;
- **Encourage a variety of built forms and quality design.** Zoning should accommodate a variety of building types, and promote high-quality architecture and urban design;
- **Create a pedestrian-friendly streetscape.** Development should relate to public streets and public access areas, rather than turn its back on them; and
- **Accommodate water-based transportation.** The City should consider water transportation, from general recreational boaters to water taxis in master planning of the downtown waterfront area.

Policy 1.7.2 Hierarchy of Focus Areas

The City shall evaluate and update its hierarchy of focus areas with each Evaluation and Appraisal Report Cycle to determine variations in character types and reflect changes in community vision.

Policy 1.7.3 Neighborhood Planning Areas

The City shall evaluate and update its geographic specific neighborhood planning areas that consider historic value with each Evaluation and Appraisal Report Cycle.

Policy 1.7.4 Master Plan for Manatee Avenue/SR 64

The City will support, prioritize, and encourage the creation of corridor master plans that consider sidewalks, bike lanes, multi-modal transit, and connectivity for the following corridors:

- Manatee Avenue/SR 64;
- 9th Street Corridor;
- 1st Street/US 301 Corridor;
- 9th Avenue/MKLK Corridor; and
- 27th Street Corridor.

Objective 1.8 Strategic Annexation

To strategically use annexation to ensure compatibility, increase connectivity and balance transportation needs.

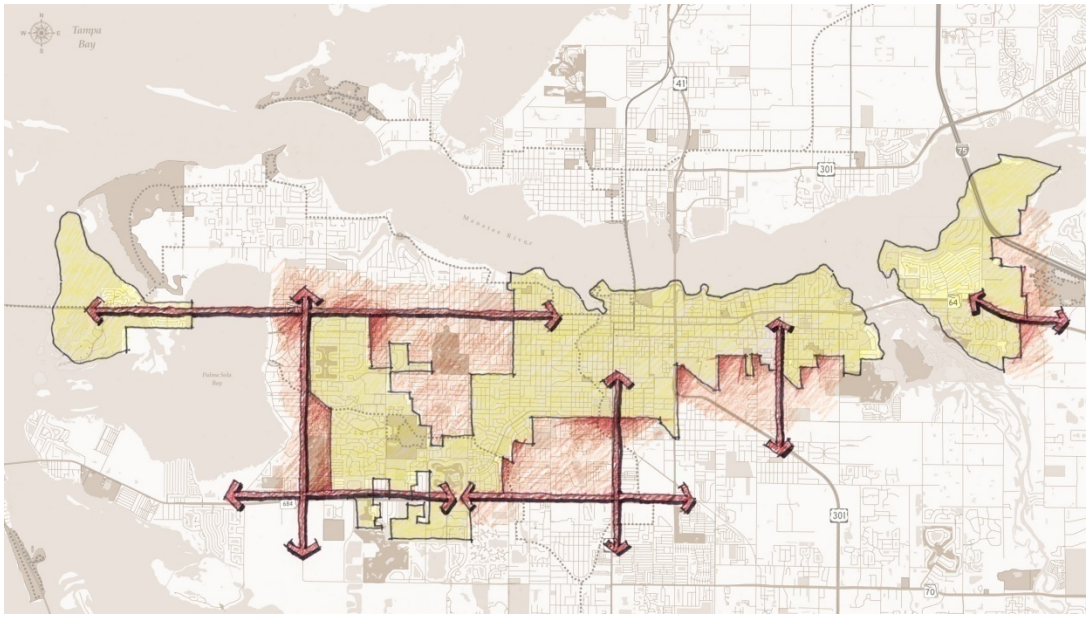

Exhibit 37: Design Principle #8 - Strategic Annexation

As seen in the Character Framework Graphic (Exhibit 5), the current County lands create a disparate and disconnected City pattern. The City will need to grow strategically over time, and annexation of County lands should be focused on important areas for increased connectivity, focused opportunities for infill redevelopment, and needed infrastructure and utilities needs as illustrated in this design principle illustration to provide for a holistic land use vision for the City.

Policy 1.8.1 Annexation Plan

The City shall develop an annexation plan that considers annexation criteria and measures for the evaluation of future annexation areas as further defined in the Future Land Use Element. Local annexation criteria should address:

- City and County future land use;
- Existing enclaves and surrounding developed areas that are urban in character;
- Continuity and compatibility of urban services and facilities;
- Availability of existing utilities;
- Logical and practical service area expansions;
- Opportunities for consolidation of urban services; and
- The fiscal impact to the City of planned service delivery.

Objective 1.9 Environment and Open Space

To preserve, maintain, and promote the natural environment and open space systems including parks, greenways, both physical and visual access to the Manatee River and the tree canopy.

Policy 1.9.1 Environmental Design Principles

The preservation of canopy trees and natural vegetation are important in the design of the community. The design principles related to tree canopy and natural vegetation include, but are not limited to, the following:

- Street trees should be an integral part of every street and highway;
- All stormwater areas should be designed for public access and use as a neighborhood park;
- Wetlands, stormwater areas, parks and required open space should be combined, wherever possible, to create attractive open space amenities based on existing trees and vegetation;
- Existing vegetation should be preserved where feasible when it can serve as a site amenity, buffer or other community enhancement;
- Street design shall include low maintenance tree and plant materials and water conservation strategies;
- Consider rain gardens or other stormwater pre-treatment methods; and
- Large canopy trees are a significant community asset that should be preserved and minor, site specific adjustments should be made when necessary to other development standards to preserve these trees.

Policy 1.9.2 Minimum Topographic Changes

The City shall evaluate the feasibility of requiring minimum site topographic changes to preserve existing large canopy trees and natural vegetation.

Policy 1.9.3 Landscaping Incentives

The City shall develop incentives for projects that exceed the minimum requirements of the Land Use Regulations for design, xeriscape provisions and planting and retention of native vegetation.

GOAL 2 GREEN DESIGN PRACTICES

Conserve and properly manage energy consumption in the City of Bradenton to the best of the City's abilities for existing and future generations and encourage green design practices as the City grows.

Objective 2.1 Support Measures of Sustainability for Energy Conservation

The City will continue to support efforts for achieving sustainability for energy conservation in its growth management practices and its regulation of permitting new construction.

Policy 2.1.1 Discourage Urban Sprawl and Promote Infill Development and Redevelopment

In conjunction with strategies to discourage urban sprawl and promote infill development as mandated by the Future Land Use Element, the City will strive to ensure that green design and conservation measures are an outcome to the implementation of these strategies.

Policy 2.1.2 Florida Energy Code

The City as required by State Statutes will continue to enforce the Florida Energy Code to ensure that construction meets or exceeds required energy conservation requirements.

Policy 2.1.3 Promote Alternative Modes of Travel as a Means to Minimize Fuel Consumption

Continue to support efforts put forth in the Transportation Element to provide for alternative modes of travel as a means to minimize fuel consumption.

Objective 2.2 Continue to Implement Energy Conservation Measures and Practices in City Buildings and Facilities

The City will continue to implement energy conservation measures and practices in its administration and construction of City buildings and facilities to save energy consumption and tax dollars spent on power and fuel use.

Policy 2.2.1 Energy Conservation in Existing Buildings and Facilities

The City will consider an audit of existing energy consumption and will implement necessary changes to promote conservation. The City will strive to see that in any rehabilitation of structures or replacement of equipment that the most cost effective, energy conservation materials or equipment will be used.

Policy 2.2.2 Use of Alternative Energy Sources

The City will continue to use solar power or other forms of alternative power where feasible, such as in the use of solar lighting.

Policy 2.2.3 Energy Efficiency Measures in Fleet Services

The City will continue to explore the evolving field of alternative fuels and alternative engines for potential use in the City's fleet, to save not only fuel consumption, but the cost of fuel to supply the City's fleet of vehicles.

Policy 2.2.4 Energy Conservation and Efficiency Planning in New City Buildings or Facilities

The City will strive to see that the most cost effective energy conservation measures are incorporated in the design of new buildings or facilities.

Policy 2.2.5 Energy Conservation Education

The City will promote education of employees in energy conservation measures and practices; the City will promote certification for energy conservation practices.

Objective 2.3 Planning for Future Energy Conservation

The City wishes to implement additional energy conservation practices to ensure energy conservation and set an example for such practices to its residential and business community.

Policy 2.3.1 City Initiatives

The City will study initiatives that could be undertaken "to make a difference" in energy conservation, not only with its own buildings and facilities, but as a community conscience-building effort.

Policy 2.3.2 Energy Conservation Measures in Leased Space

The City when entering into contracts for leased space will request energy conservation measures to be included in the contract from the leasing agency.

Objective 2.4 Energy Conservation

The City shall, with each Evaluation and Appraisal Report, provide an analysis of existing Citywide energy conservation measures and provide if necessary, new Comprehensive Plan policies and/or elements that will further the goal of measurable results in energy conservation.

Policy 2.4.1 State and Federal Incentives

The City shall support incentives by the state and federal governments to promote energy efficiency and conservation and the use of solar and other clean alternative energy sources.

Policy 2.4.2 Coordinated Energy Conservation

The City shall endeavor to continue to coordinate with the municipalities to promote energy conservation and education.

Policy 2.4.3 Alternative Energy Sources

The City shall encourage the development of power generating facilities that are more energy efficient and rely on clean alternative energy sources, such as natural gas, fuel cells, or solar energy.

Policy 2.4.4 Energy Programs

The City shall encourage participation in the following programs, as well as others that may apply:

- U.S. Environmental Protection Agency's Energy Starr Buildings and Green Lights Program to increase energy efficiency through lighting upgrades in buildings;
- Rebuild America;
- Building for the 21st Century;
- Energy Smart Schools;
- National Industrial Competitiveness through Energy;
- U.S. Department of Environmental Protection's Pollution Prevention (P2) Program;
- U.S. Green Building Council (LEED); and
- Florida Green Building Coalition (FGBC) and pursue certification as a Green Government.

Objective 2.5 Green Design

The City shall, with each Evaluation and Appraisal Report, provide an analysis of existing Citywide energy conservation measures and provide if necessary, new Comprehensive Plan policies and/or elements that will further the goal of measurable results in energy conservation.

Policy 2.5.1 Green Building Best Practices

The City shall support incentives by the state and federal governments to promote Green building programs and best practices.

Policy 2.5.2 Green Roof Design

The City shall consider the provision of incentives to support developers interested in implementing green roof design. Also, the City should consider leading by example through the creation of green roofs on appropriate public buildings.

Policy 2.5.2 Alternative Drainage Design

The City shall evaluate and consider amending its Land Use Regulations to provide alternative drainage concepts that improve water quality and function in the urban environment.

Policy 2.5.3 LEED Certification

The City shall consider providing incentives for projects that are LEED (Leadership in Energy and Environmental Design) certified and amending its Land Use Regulations to create said incentives.

Architectural Style Photo Appendix

The City of Bradenton has a rich history of quality architecture, and the residents of the City take pride in their buildings. New buildings should be held to a similar architecture standard in terms of building proportion, placement, massing, façade articulation, and building materials as demonstrated in this photo appendix. The following series of images represents limited examples of some of the existing buildings in Bradenton that are of high quality and architectural character. The City shall consider developing an architectural pattern book using design elements from these images as examples of the types of architectural style and form that should be emphasized in the City of Bradenton.

Appendix Exhibit 1

This single-use office building is built up to the street with parking in the back and embraces the corner with architectural detail.

Appendix Exhibit 2

This image of Old Main Street shows mixed-use buildings with ground floor retail, office above and ample sidewalk space for different kinds of events, in this case, a street musician.

Appendix Exhibit 3

Bradenton City Hall is an example of a modern architectural typology that fits within the character of Bradenton. Details like the arched entryways, light posts on the façade, the integration of landscape elements into the front elevation, and the general coloring reflect a common element of Bradenton's architectural quality.

Appendix Exhibit 4

This single family home near downtown is an example of the scale and quality of the in-town neighborhoods. Infill development should strive to transition if needed, and/or match the quality of detailing in the architecture.

Appendix Exhibit 5

This historic building in downtown Bradenton reflects a mixed-use structure with ground floor retail/commercial and residential above. The building was once a hotel, with similar ground floor uses and has transitioned into many uses over time. New construction should strive to match the quality, architectural detail, and malleability of this building.

Appendix Exhibit 6

Another mixed-use building on Old Main Street showing appropriate massing and scale. The use of the colonnade overhang with a second story balcony gives character and richness to the street.

Appendix Exhibit 7

This street section in old Manatee shows appropriate buildings up to the right-of-way, wide, walkable sidewalks, pitched overhangs supporting signage and offering a respite from the rain, appropriate plantings and lighting, and adequate on-street parking.

Appendix Exhibit 8

This street section shows the building setbacks to allow for on-street parking as well as expanded tables and chairs outside of the adjacent restaurant use. The furnishing zone is set closer to the street to allow the pedestrian access closer to the store frontages. This also creates a very social, interactive environment with people sitting, chatting, eating, and walking-by.

Appendix Exhibit 9

The architectural quality of this structure reflects a more classical style, however the building adequately fronts the street and puts its primary entrance on the street through a change in material central stairways and large columns creating an appropriate massing and proportionate scale.

Appendix Exhibit 10

This historic structure in Old Manatee shows ground floor retail, with appropriate sidewalk overhangs (in this case used for advertising, but in a compatible format). The second and third floors can be of any use including, residential, artist loft space, commercial, and/or office space.

Appendix Exhibit 11

This shows an appropriate mid-block pedestrian crossing with lights, textured pavement and adequate site distances. A traffic calming alternative to this image would be to raise the crosswalk and for drivers to stop or slow down before driving over the speed table.

Appendix Exhibit 12

This show new housing in Bradenton with appropriate architectural style and quality as it relates to Bradenton's waterfront and nearby Gulf-front character.

Appendix Exhibit 13

This streetscape shows appropriate street tree plantings in the on-street parking bulb-outs as well as appropriate drainage and curbing. On the other side of the street, a public parking garage has adequately addressed the street with its architecture and through appropriate massing and scale, does not overwhelm the street. In fact, this structure seems like it's another mixed-use building, when in fact, it's simply a stand-alone garage.

Appendix Exhibit 14

Similar to the buildings on Old Main Street, this mixed-use structure show retail on the ground level and office above with appropriate awnings and addresses the street with adequate massing and proportionate scale.

Appendix Exhibit 15

This building shows finely detailed architectural quality as well as it fronts the street with its primary entrance. The building embraces the sidewalk through awnings and inviting onlookers with large glass windows and a front door setback. The secondary side utilizes parking in an appropriate way, however, more could be done to help buffer this parking area through the use of additional landscape.