



DESIGN REVIEW BOARD

STAFF REPORT

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| PROJECT NAME |
| Coconut Office Center |
| CASE NUMBER |
| CPP2019-003 |
| MEETING DATE |
| August 28, 2019 |
| REQUEST |
| Commercial Building Paint Permit |
| APPLICANT |
| AJS Realty Group |
| LOCATION |
| Coconut Square, 23421 Walden Center Drive (Abuts US 41, 325 feet south of Coconut Road) |
| PROPERTY SIZE |
| 1.0 acre |
| ZONING |
| CPD – Commercial Planned Development |
| PUBLIC INFORMATION MEETING DATES |
| N/A |

Request

The applicant is requesting approval of a Commercial Building Paint Permit to re-paint the exterior wall and trim colors for the existing Coconut Office Center at 23421 Walden Center Drive, which is located on the west side of US 41, south of Coconut Road. The applicant is requesting wall colors of Mink/Grayish, with Extra White trim and dark blue awnings. A rendering of the building with these colors is attached. Staff is not recommending approval for the reasons outlined below.

Analysis

The Coconut Office Center has 44,000 square feet of gross floor area and is three stories in height. This building is located within the Coconut Square commercial planned development. Coconut Square was approved in 1994 as part of the Pelican Landing Development of Regional Impact.

The architectural theme for the Coconut Office Center and for all of Coconut Square and the surrounding area is Mediterranean. The existing paint colors for the Coconut Office Center, which are Green and Yellow, are consistent and compatible with the paint colors on other buildings in Coconut Square and in the adjacent area.

The surrounding development consists of an approved but not yet constructed hotel to the west, The Tides multifamily residential development to the southwest, and office buildings to the south. All are located within Coconut Square. A color rendering of the hotel is attached. The color scheme consists of cream, terra cotta, grey and beige. The color scheme for The Tides is yellow and terra cotta. The office buildings are yellow. None of the surrounding buildings are Mink/Grayish, as proposed by this application.

There is a considerable contrast between the existing paint colors and the applicant's proposed paint colors for the Coconut Office Center. This contrast is very discernable when comparing the existing and proposed renderings of the paint colors for the building (copies attached).

Land Development Code Section 33-334, Building Color, establishes standards for building colors. This section reads as follows:

Sec. 33-334. Building color.

- (a) The colors for commercial structures must be neutral, warm earth tones or subdued pastels. Where applicable, commercial buildings may use brightly colored trims, cornices, or columns that may be reinforced to create a special effect or setting. However, these contrasts must create a harmonious impact, complementing the principal structure as well as existing surrounding building structures.
- (b) Brighter colors can be utilized to create focal points of interest in locations including on doors, windows and architectural details. Buildings should not exceed three colors on one architectural detail in composite. Contrasting accent colors of any wall, awning or other feature must be limited to no more than ten percent of the total area for any single facade.

Recommendation

Staff recommends **denial** of the application. This recommendation is due to the fact that the requested wall and trim colors, of Mink/Grayish and Extra White, respectively, are not consistent nor compatible with the paint colors of the adjacent buildings. The paint colors in the Coconut Square planned development and surrounding area are consistent with a Mediterranean architectural theme and colors.

Ordinance 2015-01 explains the general criteria for the Design Review Board to use in reviewing these types of applications. A copy of Section 3-4 of this ordinance is attached. This application also does not meet the criteria in Section 3-4, General Criteria of the Board, specifically paragraph (4). This criterion reads, in part, as follows: "The proposed structure or project is in harmony with the proposed developments in the general area." Staff believes this application is not in harmony with existing and proposed developments in the Coconut Square planned development and the surrounding area.

The Design Review Board must review the application's conformance with the criteria in Ordinance 2015-01; that is, the application must be harmonious with the community and proposed developments in the general area, in conformity with good design, contributing to the image of the Village, not of inferior quality, and consistent with the Land Development Code.

Exhibits

- A. Commercial Building Paint Permit Application

- B. Copy of Sec. 3-4 of Ordinance 2015-01
- C. Existing paint colors for Coconut Office Center
- D. Proposed paint colors for Coconut Office Center
- E. Location map of surrounding development
- F. Color rendering of approved hotel
- G. Photographs of surrounding development