



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD

Cube Smart

Date	File No.	Application Type
March 22, 2023	2023-058 COL-SPR	Color Change

Request

Consideration of a color change for the Cube Smart located at 2512 North Federal Highway.

Applicant	Property Owner
Jennifer Ronneburger	Cube Smart, LP.

Site Data & Information

Location: 2512 North Federal Highway

PCN: 12-43-46-04-08-000-0130

Land Use Designation: General Commercial (GC)

Zoning District: General Commercial (GC)

Adjacent Zoning:

North – Automotive Commercial (AC)

South- GC

East- GC

West – Community Facilities (CF) separated by the Florida East Coast Railroad (FEC)

Existing Land Use: Office, Retail and Storage facility



Background

The Cube Smart, formally known as Safe & Secure Storage, was constructed in 2006 following approval of a conditional use request for the self-service storage facility, and subsequent Class V site plan. The four-story building contains 926 square feet of accessory office, 5,810 square feet of retail, and 6,459 square feet of storage floor area.



Description of Proposal

The requested color change is to accommodate the branding of Cube Smart. There are no proposed changes to the existing red awnings.

- Main Body - Laurens's Lace
- Lower Body – Knights Armor
- Accent color and Metal Roof – Cube Smart Red
- Trim – Flagstone

Main Body



PPG1048-1
Lauren's Lace

Accent



RGB: 207-32-47
Cube Smart Red

Trim



PPG1001-4
Flagstone

Lower Body



PPG1001-6
Knight's Armor



Review & Analysis

LDR Section 4.4.9(G)(2)(c)8, General Commercial Zoning District Supplemental District Regulations: Architecture

All self-service storage facility buildings must comply with the following architectural standards.

- a. Building facades visible from the public right-of-way shall have the appearance of a service and/or retail building through the use of doors, windows, awnings, and tower like features with a cornice around the building. The other appropriate building elements.*
- b. Exterior building material shall be stucco or a similar material.*

The existing self-storage facility consists of retail on the first floor, which faces North Federal Highway. There are many existing architectural elements to conceal the building operations of the storage component and enhance the overall building aesthetic. In addition to the proportionately appropriate windows provided throughout the elevations, the other design elements include awnings, decorative railings, and simple cornice adorned by brackets.



LDR Section 2.4.5(I)(5), Architectural (Appearance) Elevations: Findings

At the time of action on architectural elevations the approving Board shall make findings with respect to the objectives and standards as contained in the architectural regulations, Section 4.6.18. An overall determination of consistency with respect to the above is required in order for an architectural plan to be approved.

LDR Section 4.6.18(B), Building and Structure Requirements

- (1) Buildings or structures which are a part of a present or future group or complex shall have a unity of character and design. The relationship of forms and the use, texture, and color of materials shall be such as to create a harmonious whole. When the area involved forms an integral part of, is immediately adjacent to, or otherwise clearly affects the future of any established section of the City, the design, scale, and location on the site shall enhance rather than detract from the character, value, and attractiveness of the surroundings.*
- (2) Buildings or structures located along strips of land or on single sites, and not a part of a unified multi-building complex, shall strive to achieve visual harmony with the surroundings. If they are built in undeveloped areas, the three primary requirements shall be met: express honest design construction, show proper design concepts, and be appropriate to the City.*
- (10) All exterior forms, attached or not to buildings, shall be in conformity to, and secondary to, the building. They shall be an asset to the aesthetics of the site and to the neighborhood.*

The self-storage building, fronts both North Federal Highway and North Old Dixie Highway at the North end of the city limits. The criteria above require a visual harmony with the surrounding areas and shall enhance the neighborhood rather than detract from the overall design of the site. The colors proposed are prototype for Cube Smart with "Cube Smart Red" used for accent color. Below are examples of existing locations that incorporated the "Cube Smart Red" as an accent color or as the main building color.



LDR Section 4.6.18(E), Architectural elevations and aesthetics: Criteria for board action

The following criteria shall be considered, by the Site Plan Review and Appearance Board or Historic Preservation Board, in the review of plans for building permits. If the following criteria are not met, the application shall be disapproved.

- (1) The plan or the proposed structure, is in conformity with good taste, good design, and in general contributes to the image of the City as a place of beauty, spaciousness, harmony, taste, fitness, broad vistas, and high quality.*
- (2) The proposed structure, or project, is in its exterior design and appearance of quality such as not to cause the nature of the local environment or evolving environment to materially depreciate in appearance and value.*
- (3) The Comprehensive Plan generally supports the efforts of aesthetic improvements on city properties with the use of appropriate materials and detailing to provide a better image of the corridor and surrounding communities.*

Cube Smart is surrounded by vacant land to the north, south, and west. The “Cube Smart Red” is proposed as the accent color on the existing decorative aluminum roof on the first and second level. Lauren’s Lace is proposed for the body, with accent colors on the window boxes in Flagstone and Knight’s Armor. The decorative roof brackets remain in the wood color to contrast with the bright “Cube Smart” red. While a large amount of red will be added to the building, the building is designed in a manner that allows for the detailing to be enhanced by varying colors. Generally, though, the Board can consider if the additional red roof and cornice are appropriate for the overall architectural style of the building and in conformity with good taste and good design to the surrounding neighborhood. To the south of Cube Smart is a Budget Inn and Badcock Furniture store both that incorporate red into the color scheme. The additional red can be deemed to contribute to the growing vibrancy of the North Federal Highway corridor and determined that it is of such quality as to not cause the surrounding area to materially deprecate in appearance or value and found to generally support the Comprehensive Plan along the North Federal Highway corridor.





Optional Board Actions

- A. Move **approval** of the color change to **Cube Smart**, located at 2515 North Federal Highway, by finding that the request is consistent with the Land Development Regulations and the Comprehensive Plan.
- B. Move **approval, as amended**, of the color change to **Cube Smart**, located at 2515 North Federal Highway, by finding that the request is consistent with the Land Development Regulations and the Comprehensive Plan.
- C. Move **denial** of the color change to **Cube Smart**, located at 2515 North Federal Highway, by finding that the request is not consistent with the Land Development Regulations and the Comprehensive Plan.
- D. **Continue with direction.**