



URBAN Downtown DESIGN

STANDARDS
AND GUIDELINES



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Understanding the District

History of Downtown Fort Worth

By 1873, when Fort Worth was incorporated, virtually the entire city was contained within the area that is today call the Central Business District. The commercial Downtown was concentrated along Commerce, Weatherford, and Houston Streets and extended south for several blocks on Houston and Main Streets.

The commercial buildings were generally one and two-story wood frame and brick structures, many with false fronts and shed roofed porches covering wooden sidewalks. This was the appearance of Downtown Fort Worth into the 1880's. It conveyed the classic image of an old west town, and was an appropriate setting for the rough and tumble life of a young city playing host to cattle drives and frontier drifters. Simple wood frame cottages and an occasional church dotted the remainder of the grid. The substantial houses of the rich were built on Samuels Avenue, along the bluff overlooking the Trinity River.

A substantial industrial district grew up in an arc along the railroad tracks to the south and east of Downtown. Residential districts continued to be built up to the east and west of Downtown and northward along Samuels Avenue spine. For the first time the city shaped its original grid in concentrated form and a residential district grew south of the Texas & Pacific Railroad tracks. Fort Worth was transformed by the end of the 1880's into a bustling Victorian city—the “Queen of the Prairies”.

From its early form Fort Worth continued to develop like most cities in Texas. The early 1920's brought skyscrapers and automobiles. The Downtown began to shift from the courthouse south. In the mid 20th Century the business center began to coalesce along the 7th street corridor. This area became the commercial heart of a growing Fort Worth. New office towers and a Texas oil boom transformed the Fort Worth skyline into a modern city.

Suburbanization was the rule in the 1960's and 1970's and Downtown Fort Worth was no exception. Urban renewal plans (right) and destruction of the urban fabric was typical. Much of the southern portion of the central business district was destroyed in the process. In response to the decline of Downtown, Charles Tandy and Sid Bass embarked on their own revitalization of Downtown. Their vision has transformed Downtown Fort Worth into a vibrant commercial and cultural center.

Since the 1980's, Downtown has experienced a renaissance. Investments by Sundance Square and other groups have revitalized the Downtown. Downtown has become a cultural and entertainment destination and an employment center, with substantial investments in the renovation of existing structures and the addition of new structures.

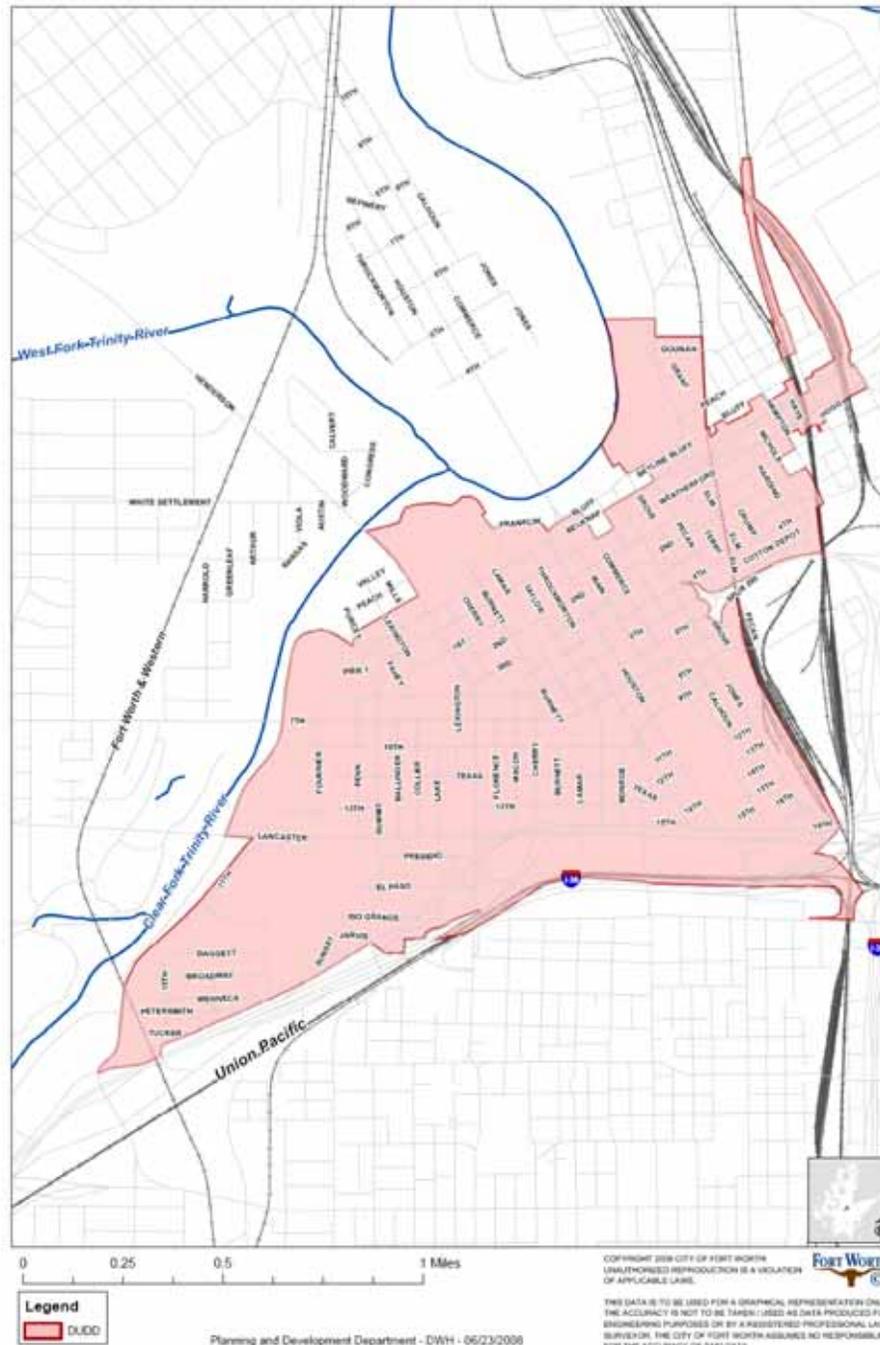
Highways and Urban Renewal



(Top) Victor Gruen's Plan for Downtown Fort Worth would have created a giant Downtown mall. (Below) Interstate highway construction forever changed the character of American cities and Fort Worth was no exception.



Downtown Urban Design District (DUDD) Boundary



General Development Intent and Principles

Intent

Downtown Fort Worth strives to build upon its image of the most vibrant, walkable, mixed-use urban center in the region focusing on exceptional design of both private and public places. The Downtown Urban Design Standards and Guidelines were developed to improve and protect the appearance, value, and function of Downtown properties. The standards and guidelines are intended to allow for creativity and variety within a framework of basic design parameters that will reinforce the best attributes of our Downtown. The following principles serve as a basis for the standards and guidelines contained in this document. Projects are evaluated with respect to the principles, in addition to the pertinent standards and guidelines.

General Design Principles

1. **Promote a pedestrian-orientated urban form.**

The Downtown Urban Design Standards and Guidelines focus on promoting a walkable urban form of development consistent with the character suited for a Downtown. The focus on form promotes buildings that conform to tested urban design principles and that adapt to changing conditions over time.

2. **Maximize connectivity and access.**

The continued success of Downtown Fort Worth requires a multimodal circulation network in which visitors, workers, and residents may conveniently walk, drive, bike, or ride mass transit to destinations within and outside of the district. The Downtown Urban Design Standards and Guidelines are intended to promote walkable blocks and street designs that balance these transportation modes and ensure accessibility for all residents and visitors including those with disabilities.

3. **Require excellence in the design of the public realm.**

The most successful urban environments are those in which walking down the street is appealing and memorable. Streets, plazas, parks, and other public spaces should be comfortable and inviting. Buildings fronting such spaces should be active and visually interesting at the pedestrian level.

4. **Support existing Downtown businesses.**

The Downtown Urban Design Standards and Guidelines should primarily support the success of existing businesses.

5. **Encourage adaptive reuse and support the preservation of historically significant buildings.**

Downtown includes historically significant buildings. The standards and guidelines are intended to work in conjunction with the City's Historic Preservation Ordinance to encourage preservation and adaptive reuse of significant buildings.

6. **Encourage creativity, architectural diversity, and exceptional design.**

The Downtown Urban Design Standards and Guidelines promote high quality design. Standards and guidelines and the development review process are intended to support creativity and exceptional design while discouraging uniformity.



Administration

Intent

The Downtown Urban Design Standards and Guidelines apply to projects located within the Downtown Urban Design District (DUDD) (See map on page 5). The standards and guidelines intend to encourage the highest level of design quality and provide the flexibility necessary to encourage creativity on the part of project designers in response to existing site conditions. The Downtown Urban Design Standards and Guidelines included in this document are intended to be clear, concise, and user-friendly. The development review process is intended to be predictable, flexible, and to facilitate the timely approval of conforming projects. Whenever there appears to be a conflict between the Downtown Urban Design Standards and Guidelines and the other sections of the Zoning Ordinance, the requirements specifically set forth in this document shall prevail.

Definition of “Standards” and “Guidelines”

Standards are objective, measurable regulations, often illustrated through diagrams and sketches with which all projects must comply. Unless noted as a guideline, all provisions in this document are standards. If a project of exceptional design is clearly consistent with the General Design Principles but does not conform to a certain standard, the Downtown Design Review Board (DDRDB) may approve a Certificate of Appropriateness (COA) that cites the project’s compliance with those principles. For projects not conforming to height and setback regulations listed in the Zoning Ordinance for zoning other than H, a variance approved by the Board of Adjustment is also required.

Design Guidelines are more subjective statements through which the City proposes additional design strategies. The guidelines should be suitable for most projects, and developers should endeavor to ensure that guidelines are followed to the extent possible. City staff and the DDRDB will work with developers to explore design approaches that maximize conformance with guidelines. The DDRDB shall not deny a COA solely because a project fails to comply with guidelines.

Downtown Design Review Board (DDRDB)

The DDRDB is composed of seven regular members and one alternate member, all of whom are appointed by the City Council. They are charged with the administration of Downtown Urban Design District Standards and Guidelines. The Zoning Ordinance specifies that DDRDB appointees should be qualified electors of the City of Fort Worth. Furthermore, appointees must include practicing professionals from the fields of architecture, landscape architecture, urban design or planning, real estate development and a Downtown resident. The Planning and Development Director or his/her staff serves as staff advisor to the DDRDB.

Development Review Process

Projects Subject to Review

All private and public development projects within the DUDD that include changes or additions to the walkway, landscape, building edge (new construction or façade changes) and/or building signage are subject to review by the Planning and Development Department staff and/or the Downtown Design Review Board (DDRDB) for compliance with the Downtown Urban Design Standards and Guidelines. Changes to the interior of buildings do not require staff/DDRDB approval.

The DDRDB may approve the application as submitted, approve the application with conditions, or deny the application. When conditions are attached to a project’s approval, the conditions will require modifications to the proposed design that are necessary to ensure the project’s compliance with the design standards.

Administrative Review vs. DDRDB Review

Projects that are consistent with all applicable General Design Principles and conform to all standards may be approved administratively by the Planning and Development staff. Planning and Development staff will work with Downtown Fort Worth, Inc. (DFWI) to discuss each case. If staff and DFWI fail to agree on an application, the case will be sent to the DDRDB for review. Staff may also refer an administrative case to the DDRDB if DFWI and staff feel that it needs board review approval. The DDRDB shall review projects that require interpretation or discretionary judgment with respect to the project’s compliance with standards and guidelines. The following items are eligible for administrative approval:

- All signage that meets the district standards.
- Landscaping and street lighting.
- Sidewalk construction including trees and furnishing.
- Minor modifications to existing buildings (such as repair and replacement, painting, reroofing, minor modifications to approved COA’s that still are within the intent of the original decision).
- Temporary construction facilities.
- Historic buildings restored to the original state (in-kind).

DDRDB will review the followings:

- New construction.
- Major modification of buildings.
- Items that staff and DFWI refer to DDRDB.
- Cases that vary from standards.

Certificate of Appropriateness

The Planning and Development staff or the DDRB will issue a COA for approved public and private projects. The COA is valid for two years from the date of approval.

Required Information from Applicant

The full list of required documents is included in the application available from the City's Planning and Development Department. You can locate the application on-line at: <http://www.fortworthgov.org/planninganddevelopment/misc.aspx?id=12560> or you may call the Department at 817-392-8000.

Review of Phased Projects

The DDRB may approve a COA for all phases provided that the applicant submits drawings that depict the initial phase as well as all future phases. There must be a link from the initial presentation and all subsequent presentations to the end result of the project.

Work Session Discussions

One of the DDRB's roles is to provide informal guidance to developers during the conceptual design phase. These discussions take place during monthly DDRB work sessions and provide an opportunity for early DDRB and staff input that should facilitate timely design review and approval of the final design phase. Developers of significant projects are encouraged to present their conceptual plans during a DDRB work session.

Submission of conceptual plans to staff or at a DDRB work session does not constitute approval of the project by the DDRB. Applicants are still required to receive approval by the DDRB for all work listed in the standards and guidelines except for projects that are eligible for administrative approval.

Variances to Zoning Ordinance

The DDRB is authorized to approve appropriate exceptions to the Downtown Urban Design Standards and Guidelines provided a project complies with applicable design standards intent. However, any waiver of basic property development standards related to building heights or setbacks requires a variance approved by the Board of Adjustment. Variances should be recommended for approval by the DDRB.



The design standards recognize that not every project should be “by the book”. There are many more ways of achieving design excellence than can possibly be anticipated when drafting standards.

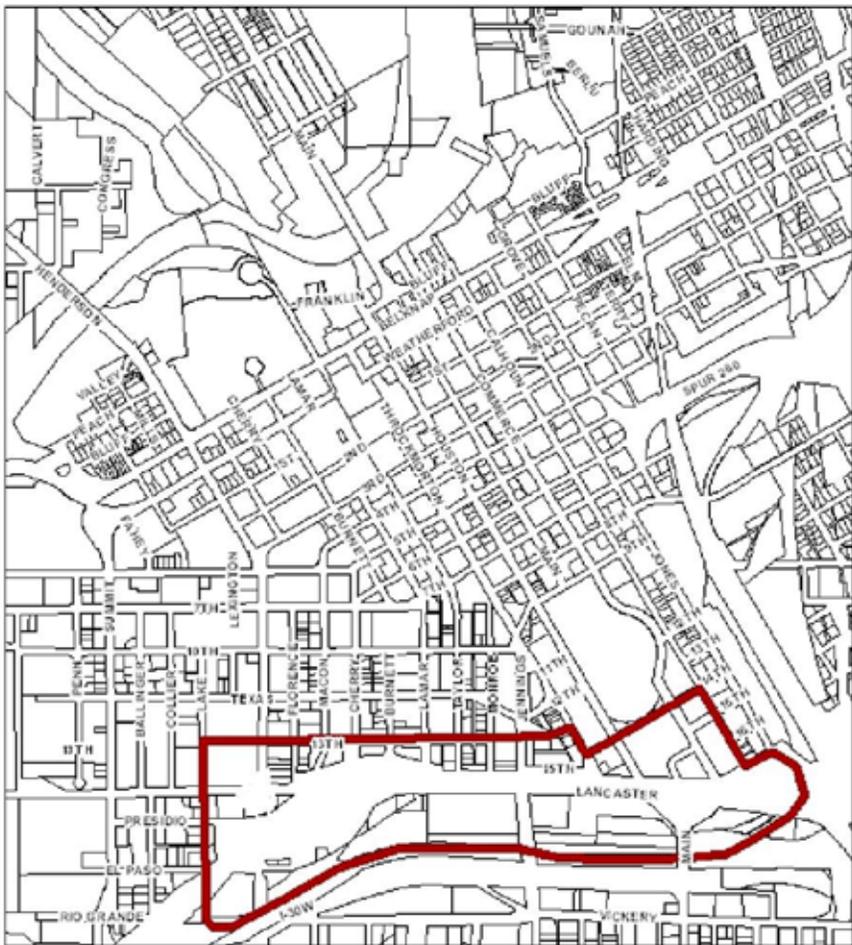


Walt Disney Concert Hall, designed by Frank Gehry, L.A., California

Unique projects are exceptions. The Downtown Design Review Board will determine the appropriateness of a project that does not conform to the Downtown Design Standards specified in this document.



Lancaster Corridor Zone



Lancaster Corridor Zone

The Lancaster Corridor Redevelopment Project uses the redesign of Lancaster Avenue as a catalyst for redevelopment at the southern end of Downtown Fort Worth and as a means to connect Downtown more effectively with the Medical District on Fort Worth's south side. The project is an outgrowth of the decision to relocate the I-30 and I-35W interchange to the south side of the Union Pacific railroad tracks and remove the I-30 overhead. The Lancaster corridor is becoming an attractive, liveable, pedestrian-oriented district that capitalizes on streetscape enhancements, the renovation of historic structures, and an expanded Downtown retail trade. A new Downtown residential population, arts and entertainment activities, and vibrant public plazas will also help create a distinct district at the southern end of Downtown.

Lancaster Corridor Zone Supplementary Standards

Lancaster Corridor Zone

All standards in this documents apply to the Lancaster Corridor Zone. Additional standards for this zone are as follows:

Building Height:

- Buildings shall be a minimum of 3 stories in height and a maximum of 8 stories in height.
Exception:
 - The DDRB may waive the maximum or minimum height standards for any new or expanded building that, in the Board's determination, is proportional to the width of Lancaster Avenue, respects the scale of historic buildings along the street, and preserves view corridors to and from these historic buildings.

Parking

- Surface parking lots and front yard parking is not allowed along Lancaster Avenue.
- Surface parking shall be located under, to the interior, or behind buildings facing Lancaster Avenue.
- Structured and/or underground parking shall be designed so that vehicular entrances and exist are on streets other than Lancaster Avenue.

Parking Structures

- Parking structures shall not front Lancaster Avenue.
Exception:
 - The DDRB may allow parking structures to front Lancaster Avenue if the following conditions are met:
 1. The ground floor facing Lancaster Avenue contains retail space.
 2. The building is designed to complement surrounding buildings and to enhance pedestrian activity along Lancaster.

Streetscape

- Streetscape items added along Lancaster Avenue shall be complementary to the existing streetscape. Streetscape items include, but are not limited to, the following:
 - Sidewalks (material use and color)
 - Lighting
 - Furnishings
 - Plant material



**Pedestrian Realm:
Walkway Corridor Furnishing and
Landscaping**

Downtown Walkway Corridors Furnishings and Landscaping

Elements of a Streetscape

Frontage Zone

The Frontage Zone is located immediately adjacent to buildings, walls, fences, or property lines fronting a street or public space. This zone typically includes the following:

- Landscaping
- Awnings and news racks
- Benches
- Outdoor café seating

Pedestrian Way

The Pedestrian Way serves as the area dedicated to walking and shall be kept clear of all fixtures and obstructions. The clearance provided in the Pedestrian Way should generally be straight for the convenience of all pedestrians, but especially for the sight-impaired and those using a wheelchair. This zone is located between the Frontage Zone and the Furnishing Zone. The standard widths for the Pedestrian Way shall be a minimum of 7 feet. Where sufficient right-of-way and/or public access easement exists, the Pedestrian Way shall be greater in width.

Furnishing Zone

The Furnishing Zone lies between the Pedestrian Way and the Clear Zone. This zone includes the following:

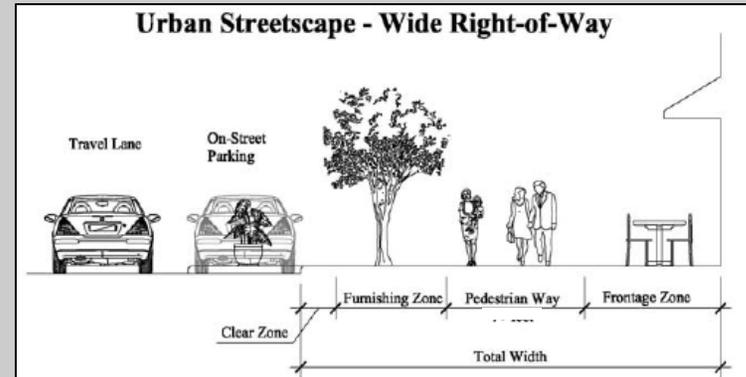
- Street trees and utility poles
- Parking and transit signage
- Bike and news racks
- Benches
- Transit shelters
- Waste receptacles
- Outdoor seating depending on sidewalk width

Clear Zone

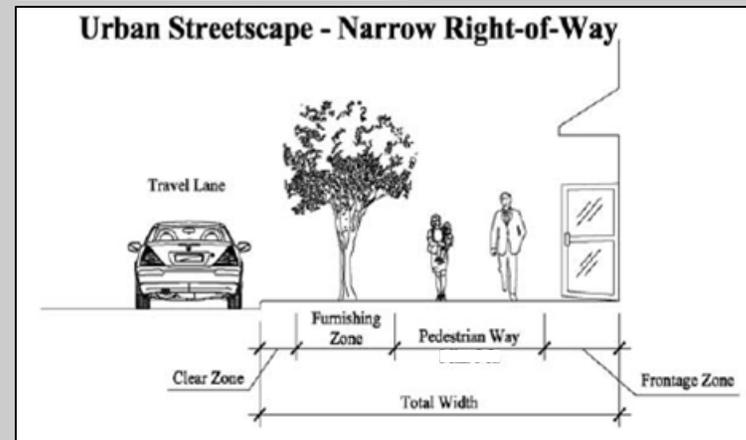
The Clear Zone separates the Furnishing Zone from the street. The Clear Zone includes the width of the curb and may contain extra space for the unloading of passengers or freight. The minimum width of the Clear Zone is 18 inches. The width should increase to at least 3 feet where pedestrians or freight loading is expected and may conflict with obstacles in the Furnishing Zone.

Elements of a Streetscape

Urban Streetscape - Wide Right-of-Way



Urban Streetscape - Narrow Right-of-Way



Downtown Walkway Corridors Furnishings and Landscaping

Walkway Landscaping Intent

Increase the quality of life for business owners, residents, and visitors in Downtown.

Walkway Landscaping Objectives

- Provide shade and a sense of enclosure through the addition of more trees.
- Increase comfort for pedestrians.
- Visually enhance stark walls through the use of plant material.
- Create a linear park system.

Street Trees Standards

Note: Ideally, all trees should be planted between November and February.

- Street trees shall be located in the Furnishing Zone next to the street (within 2 to 3 feet of the curb).
Exception
 - On sidewalks greater than 18 feet, a double row of trees is allowed.
- Street trees shall be deciduous in order to provide shade in the summer and light in the winter.
- Irrigation shall be provided to ensure the life of the tree.
- Tree limbs shall be pruned to a clearance height of 7 feet.
- Trees shall be selected to fit the size and scale of the setting.
- Trees shall be a minimum of 3-inch caliper.
- Planting distance shall be a maximum of 25 feet.

Exceptions:

- Curb cuts
- Fire hydrants
- Fixed infrastructure elements
- Primary building entrances
- Trees shall be planted flush with the sidewalk surface using the following:
Tree grates
 - Tree grates shall be adjustable to allow for tree growth and shall be securely attached.
 - Tree grate openings shall not exceed 3/8 inch.

In areas with narrow sidewalks, suspended paver grates that allow for the placement of pavers directly over the tree planting area.

Exceptions:

- If infrastructure prevents the use of at grade planting, a raised planter may be used or,
- If crushed stone is justified as being the best design solution.
- Other techniques will be considered on a case by case basis.



Downtown Walkway Corridors Furnishings and Landscaping

Awnings Guidelines

- Awnings for primary entrances are encouraged with the following exceptions:
Exceptions:
 - On buildings that incorporate an arcade into the architecture.
 - On buildings that provide a recessed entrance.
 - Where the awning or cover may interfere with vehicular and loading entrances for the building.
 - When the health and safety of the public is jeopardized.
 - Where it may interfere with architectural style and integrity of the structure or obscure architectural details on the façade.

Mechanical Equipment Standards

- Exhaust/venting, trash containers, and noise-generating mechanical systems shall not be placed adjacent to the walkway in a manner that diminishes the comfort of pedestrians.
Exception for existing structures:
 - The applicant can clearly demonstrate to the DDRB that it is physically impossible or not economically feasible based on the original design of the building.
- Ventilation devices shall not be located in the pedestrian zone
Exception:
 - The applicant can clearly demonstrate that it is a prior condition based on existing infrastructure.

Pedestrian Lights Standards

- All new development and redevelopment shall provide pedestrian lighting. Pedestrian lights shall match existing Downtown acorn-style lights, where appropriate.
- Pedestrian lights shall be located approximately at the mid point between street trees.
- Maximum spacing is 50 feet.
- Lights shall be located in the Furnishing Zone. Spacing requirements can be adjusted to accommodate the following:
Exceptions:
 - Mature trees
 - Curb cuts
 - Fire hydrants
 - Fixed infrastructure elements
 - Steps and existing buildings

Distinctive Streetscape Features



The typical acorn light used in Downtown.

Awnings/canopies can announce primary Entrances.



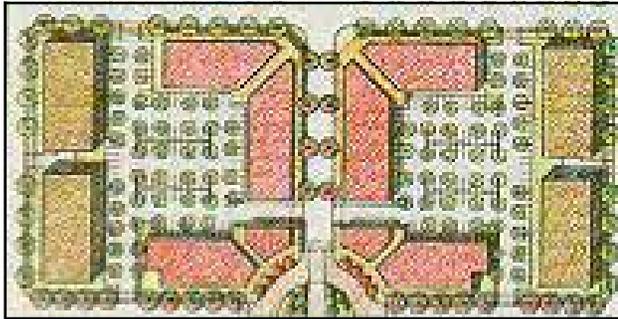
Surface Parking

Surface Parking Landscaping Standards

- Surface parking lots shall be delineated from the sidewalk with landscaping, low walls or fences, or decorative post and chain. Chain-link fences are not allowed.
- Parking lot screening walls or shrubs shall not exceed 4 feet in height.
- Large street trees shall be planted within the walkway corridor to help screen and shade parking lots and adjacent walkways.
- All parking lots shall have a minimum canopy coverage of 40%.

Screening Guidance

Ornamental wood screening walls may be used but wood requires consistent maintenance to retain its aesthetic appeal. Low brick walls or low-growing shrubs can provide parking lot screening.



Parking lots should be located behind buildings or in the interior of a block whenever possible.



An example of surface parking lot hidden by a fence.



Surface parking lots must be screened with landscaping, low walls or fences, or both; or decorative post and chain.



Landscape accents are an effective strategy to mitigate the visual impact of the parking lot.



Consider using environmentally friendly permeable pavement for parking lots to help manage storm water, reduce the urban heat-island effect, and lessen its visual impact.

Downtown Walkway Corridors Furnishings and Landscaping

Landscape Standards and Guidelines

Standards

- Developments that are set back from the building line shall incorporate landscaping such as bushes, flowers, and other plantings.
- Durability of materials at street level are important to Downtown. Therefore, pots and planters shall be of 50% clay, concrete, ceramic, resin, or masonry materials.
- Potted plants shall be compatible in scale and design with the immediate surrounding area.
- Pots shall be located in the Furnishing or Frontage Zones and shall not interfere with the pedestrian way.

Guideline

- Climbing vines should be considered to add texture and form to large blank walls.

APPROVED DOWNTOWN STREET TREE LIST

Street trees are those planted adjacent to the streets in the sidewalk Furnishing Zone.

Medium (M) and Large (L)

Shumard Oak (L)	Texas Red Oak (L)
Alee Elm (L)	Monterrey Oak (L)
Cedar Elm (L)	Dawn Redwood (L)
Ginkgo (male) (M)	Lacebark Elm (L)
Burr Oak (L)	Big Tooth Maple (M)
Caddo Maple (M)	Chinquapin Oak (L)
Durand Oak (L)	Trident Maple (L)

APPROVED TREE LIST FOR DOWNTOWN (Approved for all uses other than street trees)

Large Species

Eastern Red Cedar	Pecan
Western Soapberry	Bald Cypress
Pond Cypress	Live Oak (<i>Quercus virginiana</i>)
Escarpment Live Oak	High Rise Live Oak

Medium Species

Goldenrain tree	Redbud
Red Maple	Texas Ash

Small Species

Crepe Myrtle	Desert Willow
Holly	Possumhaw

Distinctive Streetscape Features



Street trees (above) help Downtown function as a linear park system. Additional plant material (below) can soften and cool an urban setting during warm months.



Downtown Walkway Corridors Furnishings and Landscaping

Walkway Furnishings Intent

Continue to expand comfortable sidewalks and energized streets in Downtown.

Walkway Furnishing Objectives

- Focus pedestrian circulation at the street level.
- Use sidewalks and streets as a linear park system.
- Reinforce the concept of Downtown as a market place.

Streetscape Furnishings Standards

- Permanent elements shall not be located in the Pedestrian Way.
- Benches shall be compatible with other benches along a block face.
- Benches shall be constructed of durable material.
- Other streetscape furnishings such as bike racks, trash cans, and other movable objects shall be compatible with existing furnishing along the block.

Sidewalks

Sidewalks in Downtown Fort Worth range in width from 3.5 feet to 35 feet. Some areas on the periphery of Downtown do not have sidewalks.



Sidewalks in Downtown Fort Worth have different widths.

Distinctive Streetscape Features



The Pedestrian Way serves as the area dedicated to walking and shall be kept clear of all fixtures and obstructions.



Downtown Walkway Corridors Furnishings and Landscaping

Sidewalks Standards (by category of sidewalk)

- The width of the sidewalk shall be consistent with the prevailing street pattern in the immediate sidewalk provided that no new sidewalk shall be less than 10 feet wide.
- All sidewalks shall have a minimum of 7 feet unobstructed pedestrian way.
- Sidewalks shall be installed along all street-facing façades.
 - Sidewalks may be all brick or a combination of brick and concrete.
 - On these sidewalks, bricks shall be incorporated as a prominent pattern.
- Concrete or a combination of brick and concrete shall be used for all other sidewalks in the district.
- Synthetic surface treatments are not allowed.
- Asphalt is not allowed.

Skywalks and Underground Passages

Skywalks and underground passages are not allowed.

Exceptions:

Exception cases must be heard by the DDRB and meet the following:

- Will not result in removing pedestrians from the street or sidewalk.
- Does not block Downtown views.
- Is not located on a Downtown gateway.
- Does not create unpleasant or unsafe conditions for pedestrians below.
- Is necessary for public safety where pedestrian travel on the street is either severely hampered or unsafe due to substantial obstructions to pedestrian circulation or adverse street conditions.
- Is necessary as a connector between two correction facilities for transporting inmates or between two medical facilities to moving patients from one to another.

Distinctive Streetscape Features



Sidewalks should have sufficient area of unobstructed space for pedestrian movement that is free of street furniture, street trees, planters, and other vertical elements such as poles and fire hydrants.



Sky bridges could be necessary in unique cases such as using as a connection between correction facilities and/or medical facilities.



**Pedestrian Realm:
Walkway Corridor Furnishing and
Landscaping Visual Design Guidance**

Pedestrian Realm Visual Design Guidance



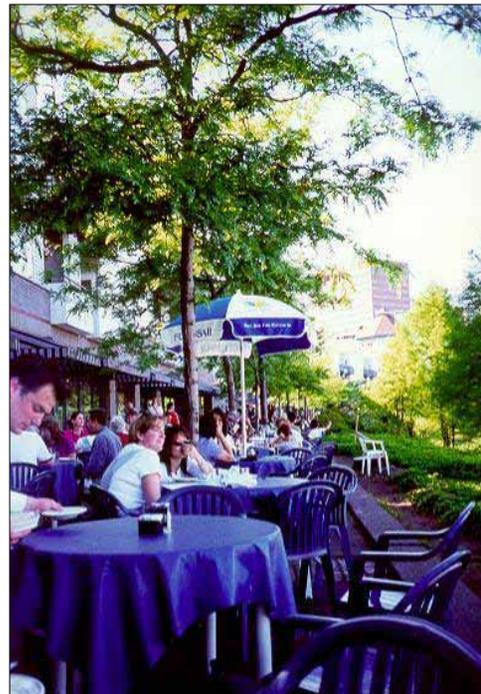
Sidewalk displays create street activity.



Sidewalk dining creates a more lively street environment.



Sidewalk dining is encouraged where sufficient pedestrian walkways exist.



Pedestrian Realm Visual Design Guidance



Using awnings and canopies in ways that reinforce the design characteristics of structures can improve the image of individual buildings and the businesses and the entire streetscape.



Sidewalk dining creates a more lively street atmosphere.



Street trees provide shade and separation from street traffic for pedestrians.



Paver grates will increase the walkable area of the sidewalk and allow for ease of maintenance to the trees below the pavement.



Tree grates provide space for the tree while allowing pedestrian traffic over the tree planting area.

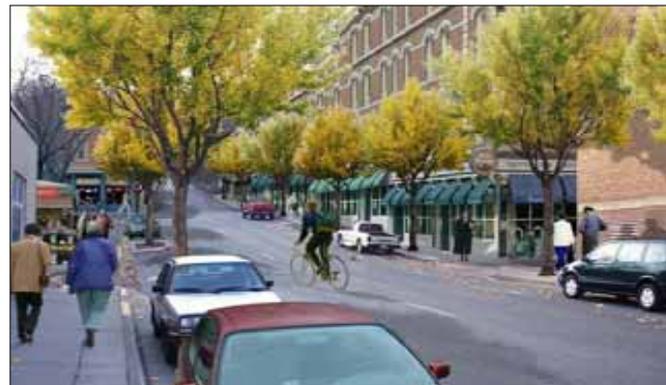
Pedestrian Realm Visual Design Guidance



Planter walls and tree benches can be used as seating areas.



Street trees help Downtown function as a linear park system.



Pedestrian Realm Visual Design Guidance



Potted plants with seasonal flowers are encouraged where enough sidewalk width exists to define outdoor dining areas, entries or other walkway spaces.



Pedestrian Realm Visual Design Guidance



Climbing vines can soften a large blank wall.



Wide sidewalks and plentiful seating help to activate the public realm.



Street trees should be placed within 2 to 3 feet of the back of the curb.

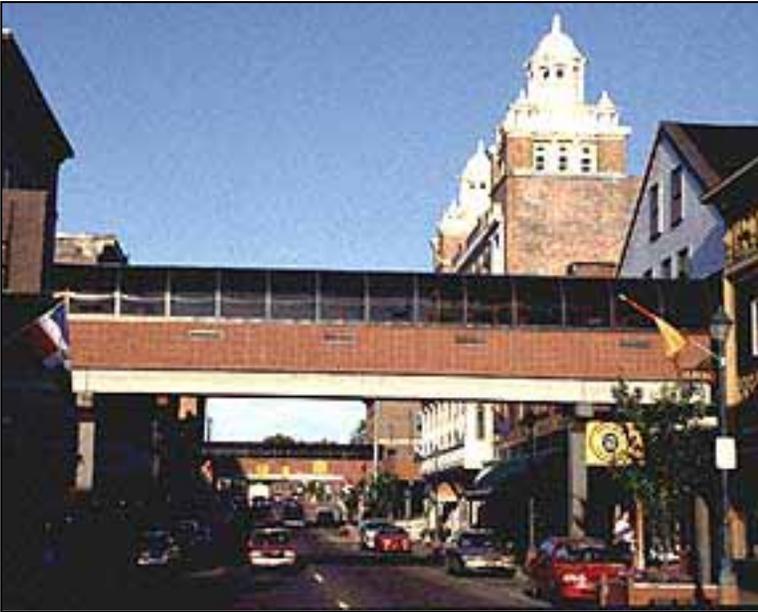
Pedestrian Realm Visual Design Guidance



Setback developments should incorporate landscaping in addition to street trees.



Pedestrian Realm Visual Design Guidance



Skywalk and underground passages are not allowed in Downtown. Skywalks and underground passages reduce street level activity. Businesses located on the street level may close due to lack of pedestrian traffic and property values could decline. This lack of street level pedestrians and activities creates the perception of an inactive and dull Downtown.



**Public and Private Realm Relationship:
Building Edge and Pedestrian Areas**

Downtown Building Edge

Building Edge Standards

- Buildings shall face the street or other public spaces with a setback of no more than 5 feet from the back of the sidewalk. If a larger setback is desired then the case must be reviewed by the DDRB.
- Changes to existing building facades shall be consistent with existing architecture, architectural features and floor plans. The ground level shall be designed in a fashion to allow conversion to retail or other active uses if they are not feasible at the time of opening.
- Ground floor glazing and/or fenestration shall be provided.
- Overly tinted, reflective or opaque glass is not allowed on the ground floor of buildings.
- The ground floor of buildings shall include architectural relief at least every 30 feet. This relief may include, but is not limited to the following:
 - Doors
 - Change in depth
 - Columns or post
 - Windows
 - Changes in materials

Covered Sidewalks Standards

- Covered sidewalks on Main Street are not allowed.
- All other cases will be considered on a case by case basis.

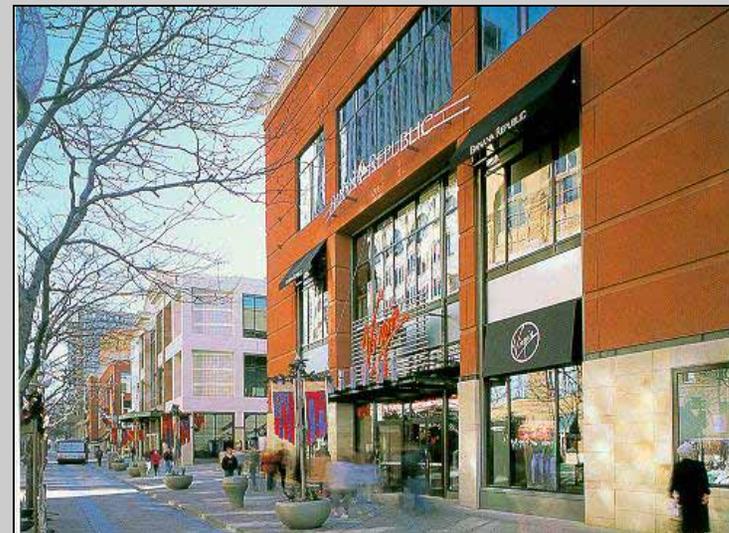
Building Edge Guideline

- All new buildings should differentiate between the first and second floor.

Building Edge Visual Guidance



Street-facing facades shall have windows. Use of transparent display windows encourages passers-by to look into shops.



Downtown Building Edge

Building Edge Standards

- Windows, floors, stoops, and porches shall open out to the street.
Primary building entrances shall be clearly articulated using the following:
 - Awnings
 - Canopies
 - Recessed entry
 - Other similar treatments may be considered on a case by case basis by the DDRB

Building Edge Guidelines

- Corner entrances are encouraged for strong visibility at intersections.
- Long facades should be broken up with articulation or other architectural treatments.
- For buildings that terminate an axis, vertical elements are encouraged because they provide an excellent way to terminate the axis.
- Where office and retail/entertainment spaces coexist consider placing the retail entrances and prime exposure at the corners and the office entrances at mid-block locations.
- Bringing restaurant/retail activities out to the walkway is strongly encouraged, where unobstructed pedestrian walking is maintained.
- Operable windows are strongly encouraged for all buildings.

Fencing Standards

- Walled off or fenced off developments are not allowed.
- Private patio, yard, or sidewalk dining area shall be bordered by open railing measuring maximum 4 feet from ground level.
- Railings for outdoor dining shall not extend into the Pedestrian Zone.
- Chain-link fences are not allowed.

Roof Standards

- Roof shape and roofing materials shall be harmonious with existing buildings and overall building design.
- Parapets shall be high enough to screen all roof mounted equipment from the view of pedestrians.
- Wind and solar energy devices visible from the public right of way require DDRB approval.

Building Edge Visual Guidance



Buildings (above) should relate to each other in scale and create a consistent building edge. The building edge (below) should frame and activate the pedestrian realm.



Downtown Building Edge

Exterior Lighting Standards

- Lighting shall be designed in a manner to avoid disturbances and glare onto adjacent properties.

Exception::

If an applicant can demonstrate that lighting will not contribute to light pollution and glare they may be granted approval by the DDRB.

Building Equipment and Service Area Standards

Building equipment and service area include but are not limited to the following:

- Rooftop equipment
 - Mechanical and electrical equipment and conduit
 - Ducts
 - Piping
 - Fire equipment
 - Water backflow devices
 - Trash facilities
 - Recycling facilities
 - Utilities
 - Satellite dishes
 - Solar collectors
 - Antennas
 - Loading and unloading areas
 - Drainage Facilities
- Building equipment and service areas shall be designed and located so that they are not the primary building feature or interfere with pedestrian and/or vehicular circulation.
 - Equipment and services shall be combined when possible.
 - Equipment and service areas shall be incorporated into the design of the building.
 - Dumpsters shall be located at the rear of the property and/or out of site from any street and screened from public view.
 - Rooftop equipment shall not be visible from the street or neighboring properties at the same level or below.
 - Visible equipment shall be constructed of non-reflective material and screened to the greatest extent possible.
 - Screening materials shall be chosen to blend with and complement the architectural style of the building.

Building Edge Visual Guidance



Building-mounted lighting on facades, or other accent lighting on architectural features are encouraged. They provide additional illumination within the environment and have potential for creating design effects. Building-mounted lighting shall not give off an obtrusive glare to the pedestrian and the motorist.

Small white lights in the trees will further tie the sidewalk area to the building.



Downtown Building Edge

Temporary construction facilities

Temporary construction offices, storage sheds, trailers, barricades, fences, and the like will be allowed as necessary during the construction of a permanent building.

- Such facilities shall be placed as inconspicuously as possible to the general public and/or neighboring property owners.
- Temporary construction facilities are approved by staff.

Location of Construction Trailers

Standards

- Trailers must be located within the designated limits of construction.
- Under certain circumstances approval may be given to locate construction trailers at another location. Approval shall be limited to cases where site characteristics make it difficult or impractical to locate a trailer on the construction site.

Guidelines

Temporary screening materials along the fenced construction area are allowed to minimize the visual impact of the construction areas and fencing.

- Screening designs should have elements or references to the associated building under construction with the exception of art projects on the construction fence. It is not permitted to advertise for any off site or non property related entity (e.g. general contractor, financial institution).
- Artistic/creative designs on the construction fence are encouraged, where appropriate.
- Designs should be complementary to the existing permanent signs on site.

Construction Directional Signage (see also Downtown Sign Standards, Signs and Banners)

Standard

- Maximum height: 5 feet.

Guideline

- Temporary directional signage can be attached to the construction fencing to serve as a wayfinding tool during construction.

Building Edge Visual Guidance



A construction fence is necessary to limit public access to hazardous areas during the construction phase and to ensure the safety of both pedestrians and motorists.



Example of a construction office

Downtown Building Edge

Historic Preservation in Downtown

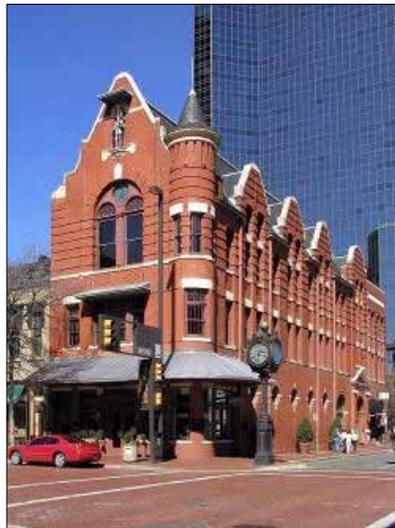
The goal of historic preservation is to preserve and adaptively reuse the remaining historic and architectural resources and to make sure that new construction complements the adjacent historic and architecturally significant buildings Downtown. The character of historically and architecturally significant structures without local, state, or national designation should also be respected. Property owners planning exterior changes to these buildings should take into consideration their unique character.

Downtown Fort Worth has over 100 identified historic buildings. The preservation and adaptive reuse of historic buildings have been a focal point of the rebirth of Downtown Fort Worth. The Sundance/Central core area owes its unique character and authentic feel to the comfortable mix of the old with the new.

Even with existing successful projects, there are still many more historic resources that are not yet rehabilitated. Every effort should be made to restore historic buildings in a manner consistent with the character of their original state. Rehabilitation is the process of returning a property to a condition that makes contemporary use possible while still preserving features of its historic, architectural, and cultural significance.



Flatiron Building



Knights of Pythias Castle Hall

Examples of Historic Buildings in Downtown Fort Worth.



First Christian Church



Historic Electric Building



**Texas & Pacific
Railway
Terminal**



**Shelton
Building**



**Public and Private Realm Relationship:
Building Edge and Pedestrian Area
Visual Design Guidance**

Building Edge Visual Guidance



Variation and sensitive detailing, related to the pedestrian environment is especially encouraged. A clear visual division between street level and upper floors is important.

Building Edge Visual Guidance



Design elements such as entries, windows, balconies, awnings, and bays provide visual interests and attract pedestrians.



Building Edge Visual Guidance



Corner buildings should announce the block by having a dominant building element that distinguish them from the rest of the street – for example, a corner entrance, corner tower, a larger sign panel, awning, canopy, cupola, or marquee.



Building Edge Visual Guidance



For maximum exposure, place the retail entrances at the corners and the office entrances at mid-block locations.



Outdoor cafes allows diners the chance to enjoy the weather and watch the pedestrian traffic while being provided customary restaurant services.



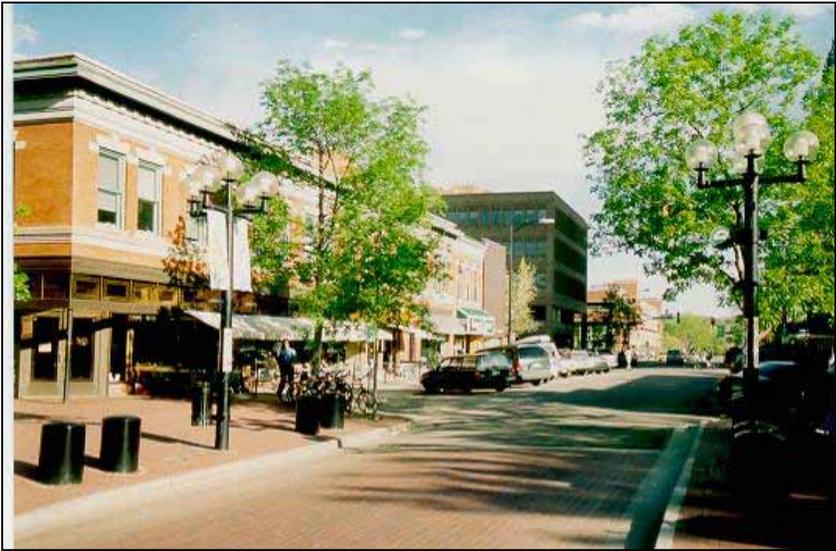
Building Edge Visual Guidance



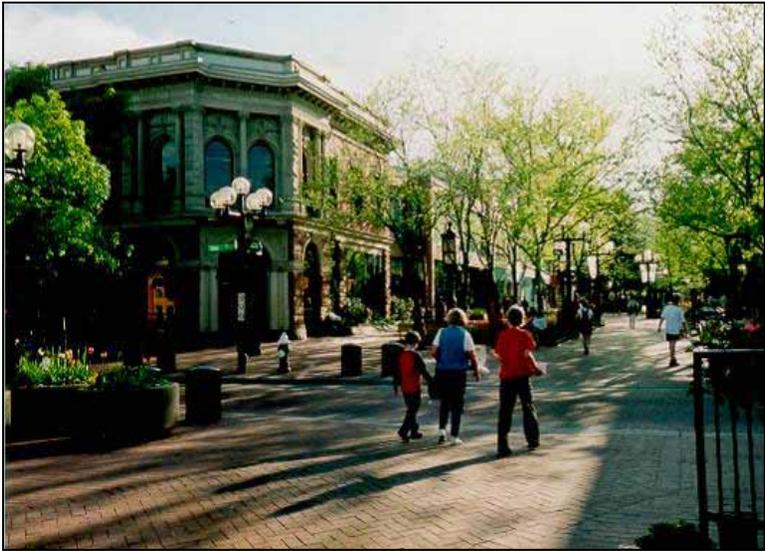
Example of an appropriate fence around sidewalk café



Appropriate temporary construction fence



The roof is a distinct element of the building.



Building Edge Visual Guidance

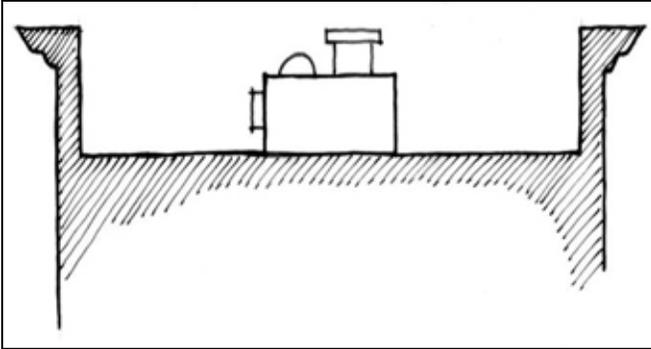


The innovative use of lighting is encouraged.

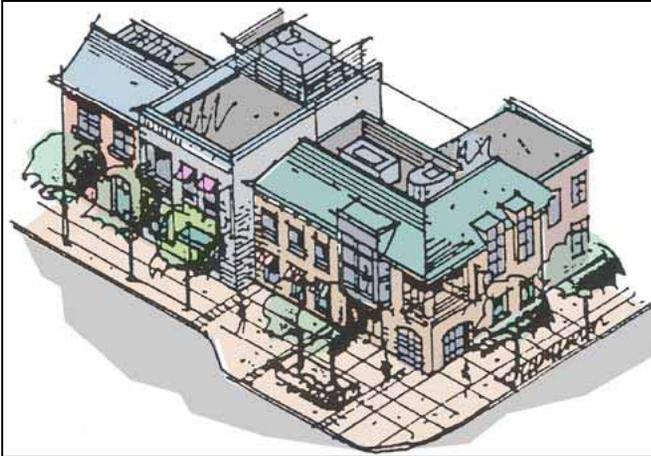


Exterior Lights should be compatible with the building in terms of design, material, use, size, scale, color, and brightness.

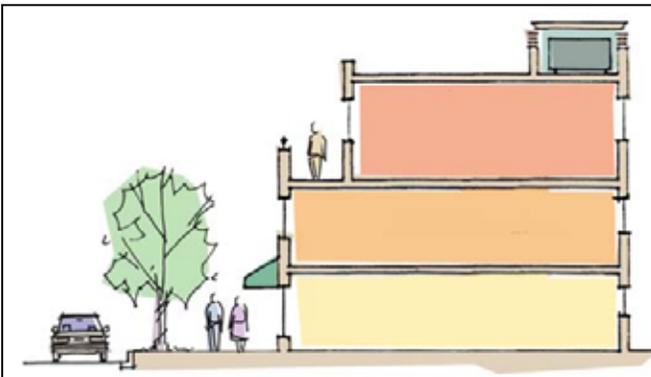
Building Edge Visual Design Guidance



Screening of mechanical, electronic, and communication equipment on the roof should be organized, proportioned, detailed, and colored to be an integral element of the building as seen from the points of high elevation, streets and adjacent residences.



Screening of rooftop equipment with roof form



Rooftops of buildings could include landscaped decks or terraces designed in such a way that mechanical equipment, elevator overruns and stair towers are housed within structures that are part of the composition of the building.





**Organization and Layout:
Street Grid and Parking**

Street Grid and Parking

Street Grid

Standard

- Multiple block developments shall not close or span existing streets.

Guideline

- Vacation of streets are highly discouraged and should be avoided. DDRB recommends to the City Plan Commission and Council.

Drive-Through Facility Standards

- Traditional drive-through facilities are not allowed in the district. Non-Traditional drive through facilities will be considered by the DDRB on a case by case basis.

Parking Guidelines

- On-street parking is encouraged.
- Consider the use of environmentally sound methods to reduce stormwater runoff is encouraged.

Parking Structure Standards

- The amount of street frontage devoted to a parking structure shall be minimized by placing its shortest dimension(s) along the street edge.
- Parking garages shall be designed to provide retail and/or office uses at the street level. If these uses are not feasible at the time of development, design of the first level shall allow for future conversion to these uses and shall be significantly transparent.
- Parking structures shall incorporate architectural articulation to break up long facades.
- When parking structures are located at street corners, corner architectural elements shall be incorporated such as a corner entrance, signage, glazing, and/or visually exposed stairs.
- Garage facades shall be softened with landscaping such as vines or trailing plants, and/or the use of architectural features and color. Architectural screens or techniques shall be provided to mitigate any adverse visual effect of the parking garage to the pedestrians and adjacent properties.
- Lighting within parking structures shall be directed inward to prevent light pollution.
- Parking structures and adjacent sidewalks shall be designed so pedestrians are clearly visible to entering and exiting automobiles.

Street Grid and Parking Visual Guidance



On-street parking can help businesses with parking needs, create a protective sidewalk environment for pedestrians, and reduce traffic speed.



Parking uses should not be allowed to dominate the street frontage. Pedestrian-oriented uses should be encouraged on the first floor of street-side edges of parking structures.



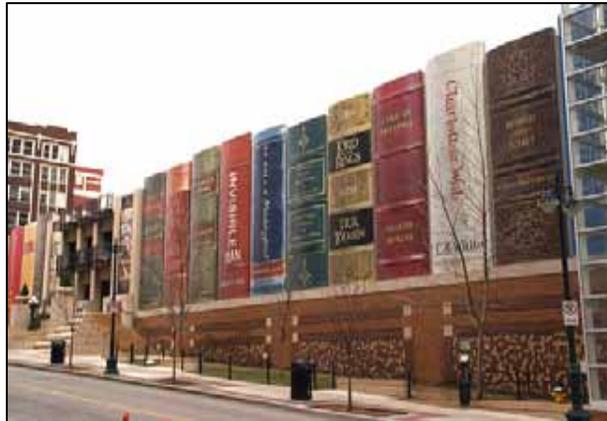


**Organization and Layout:
Street Grid and Parking
Visual Design Guidance**

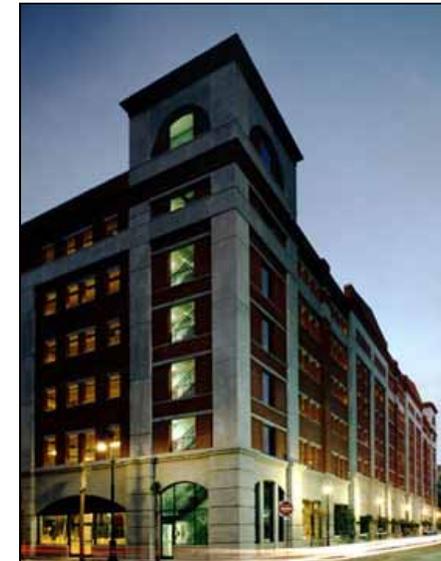
Street Grid and Parking Visual Design Guidance



An above ground structured parking located at the perimeter of a building should be screened in such a way that cars are not visible from adjacent buildings or the street.



Architectural screens and other techniques should be provided to articulate the façade, hide parked vehicles, and shield lighting.



Incorporating pedestrian-oriented uses at street level can reduce the dead zone effect of parking structures in commercial areas.





**Identity:
Signage**

Signs

Intent

- To encourage excellence in signage, both as a communication tool and as an art form.
- To allow and encourage creative and unique sign designs while preventing cluttered and unattractive streetscapes.
- To provide basic parameters for creative signs that may be as varied and unique as the businesses they represent.

The standards do not dictate design. Photographs of sign examples are used to illustrate design concepts, but should not be viewed as an exclusive list of acceptable signs. There are many acceptable ways to conform to the standards.

In general, effectively designed signs should respond to the site, landscape, and architectural design context within which they are located. Signs should be compatible in scale, proportion, and design with the building's façade and its surroundings.

The sign standards address the following:

- Appropriate locations
- Number of signs allowed on a property
- Maximum area for individual signs
- Height limits
- Color and materials
- Lighting

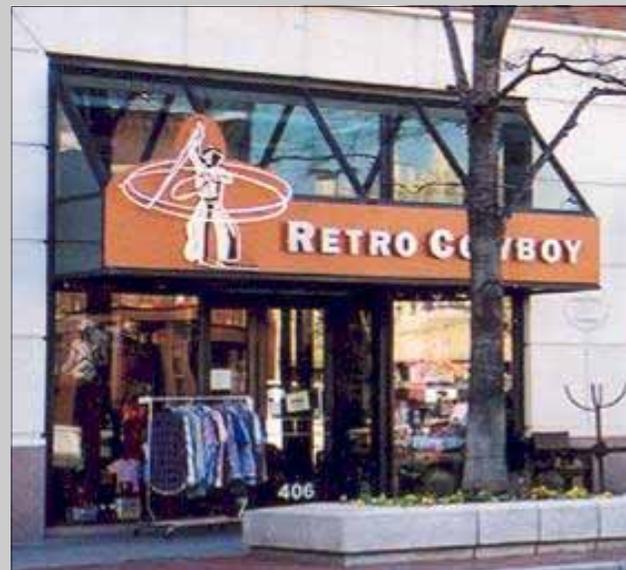
The following signs are not allowed

- Off-premise signs
- Rooftop signs (signs placed above a roof of a building)
- Standard box cabinet wall signs
- Pole signs with the exception of parking lot pole signs, directional signs, and on-premise signs for properties fronting I-30 and I-35 (see page 82)

An existing non-conforming sign may be restored to its original condition without obtaining a permit. However, if the sign is replaced or changed the new sign must conform to the current standards.

Comprehensive Building Signage Plan

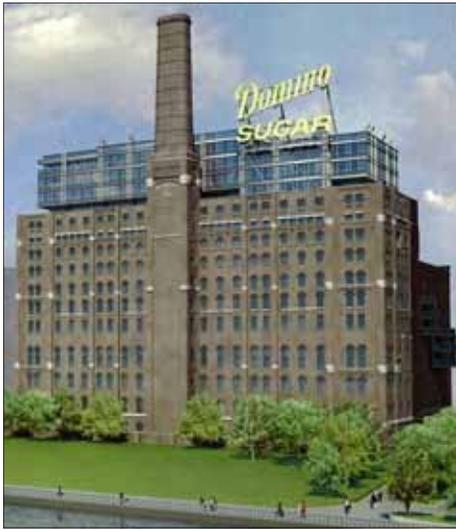
Commercial signs on a large project with uniform façade and more than one storefront, should relate to each other in terms of height, proportion, color, and background value. Maintaining uniformity among these characteristics reinforces the buildings façade composition while still retaining each business's identity. A comprehensive sign plan may be required by DDRB.



Businesses are encouraged to create unique and interesting signs that distinguish Downtown



The following signs are not allowed



Rooftop sign



Supergraphic signs



Pole signs



Standard box cabinet wall signs



Signs

General Design Standards

Types of Signs

- Creative cabinet signs may be allowed. The DDRB will determine the appropriateness of creative cabinet signs.

Location:

- Signs shall be positioned to emphasize or accent building elements such as storefront openings or entrances.

Alignment:

- Where possible and appropriate, signs shall be aligned with those on neighboring buildings to promote visual order on the block, avoid visual clutter, and enhance legibility.

Dimensions and Scale:

- Signs shall be consistent with the human scale of Downtown buildings and blocks.

Measurement of Sign Area:

- Sign area for all signs shall be measured by means of the area of one rectangular or circular shape that encloses all sign elements except the support structure.
- For signs consisting of individual letters and/or graphics mounted on a building wall or window, the sign area shall be measured by means of the area of one rectangular or circular shape that encloses all of the letters and graphics that constitute the sign.

Number of Signs:

- The number of signs per building façade shall be limited to the fewest necessary to clearly identify businesses located within the building.

Colors and Materials:

- Signs shall relate in color and material with the building facade and streetscape. Colors should contribute to legibility and visual appeal.

Graphics:

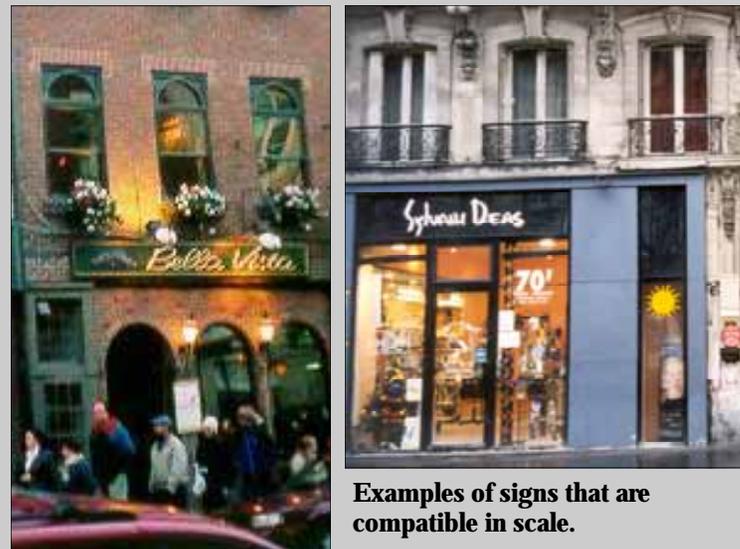
- Sign graphics should be simple. Symbols and logos on signs are quickly read and easily remembered. Lettering shall be in proportion to the size of the sign.

Lighting:

Lighting sources should be external, shielded, and directed only at the sign. Internal illumination is acceptable when the letters themselves — not the background — are lit.



A building's architecture often provides appropriate locations for signs. Signs should not overpower the façade or cover significant architectural components. The signs above and below are appropriately located and architecturally compatible.



Examples of signs that are compatible in scale.

General Sign Visual Guidance



A sign with a brief, succinct message is attractive and easy to read.

Examples of internal illumination when the letters -- not the background -- are lit



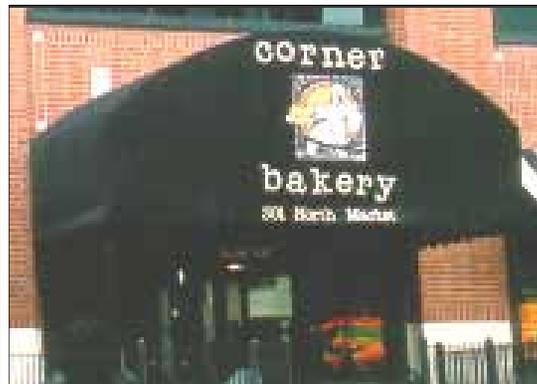
Materials and colors should contribute to legibility and visual appeal.



Sign colors should complement façade colors.



Sign fonts should be both legible and artistic.



Contrast between the color of the background and the letters or symbols makes the sign easier to read.

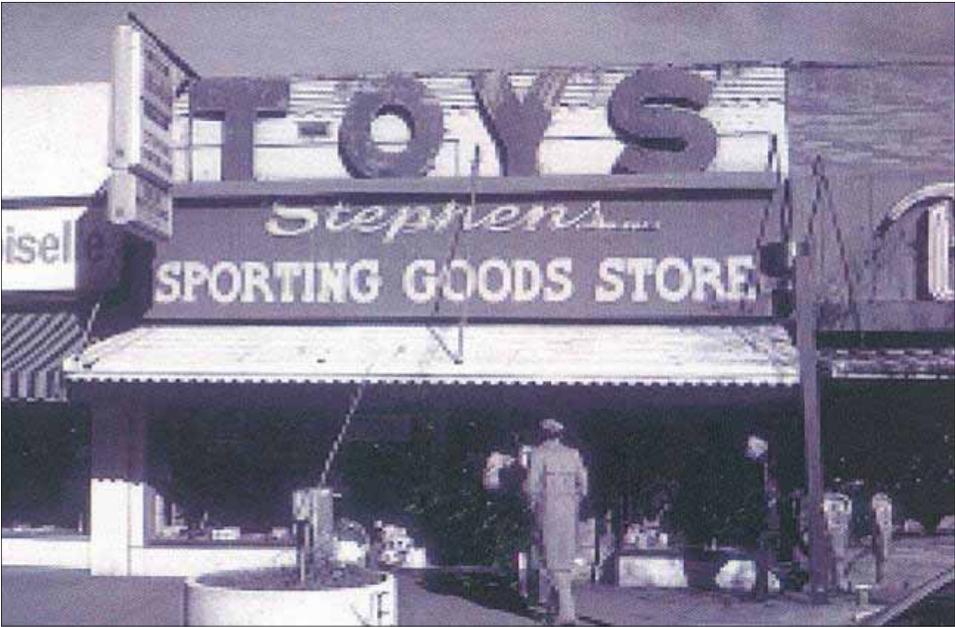


The light source should be directed toward the sign and should not shine into adjacent property or cause glare for motorists and pedestrians.

General Sign Visual Guidance



Examples of out of scale signs



General Sign Visual Guidance

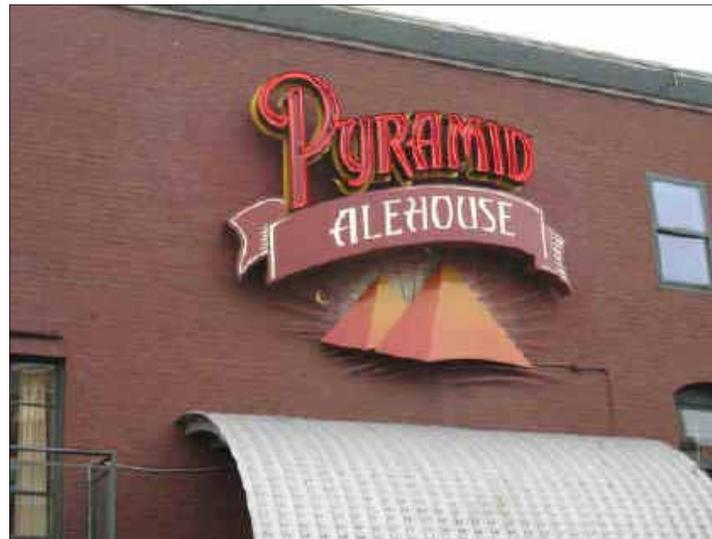
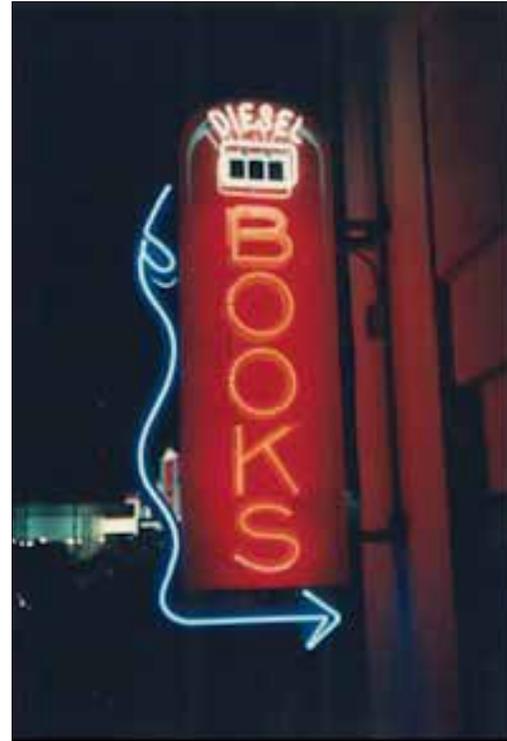


Examples of signage clutter



Repetitious signage on the same building frontage should be avoided.

Appropriate Cabinet Type Sign Visual Guidance



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Wall and Awning Signs

Wall Signs

Wall signs are attached to and completely supported by exterior walls. A wall sign should be placed above first floor windows on a one-story structure or between windows on multiple story structures. One wall sign for each storefront or building façade that fronts a public street or alley is usually sufficient.

- Maximum width: 66 percent of the linear width of the business.
- Letter height: Lettering shall be in proportion to the size of the sign and the width of the storefront. Wider storefronts could have taller letters. As a general rule, the maximum height of a capital letter should be 3/4 the height of the sign background.

Signs on Side or Rear of Building:

- Signs on side or rear building elevations for a ground floor business is permitted, provided that the elevation contains a public entrance, fronts on a parking lot, or a street right-of-way.

Second Floor Signs:

- Businesses located on a second floor and facing a street can have sign above the second floor windows, with lettering in proportion with the size of the sign and the width of the business.
- Wall signs above the 3rd finish floor line are not allowed. Building identification signs are an exception.

Building Identification Signs:

- Limited to one sign per facade
- Limited to two signs per building with one message

Awning and Canopy Signs:

Awning and canopy signs are painted on or attached to an awning or canopy above a business door or window.

Awning signs may be allowed on the shed portion of the awning, but is preferred on the valence flap. The flap height should be large enough for letters and symbols to be read easily.

- Maximum letter height: 75 percent of the height of the valence flap/shed area.
- Minimum valence height: 8 inches.
- Minimum vertical clearance from sidewalk: 11 feet.
- Material: Matte finish canvas, glass, or metal.
- Color: Solid or striped.
- Awning shape should relate to the window or door opening. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.
- The color of an awning sign should complement the color and material of the building to which it is attached.



Wall signs should be designed to be compatible with the storefront in scale, proportions, and color.



The shape and color of the above sign do not complement the storefront.

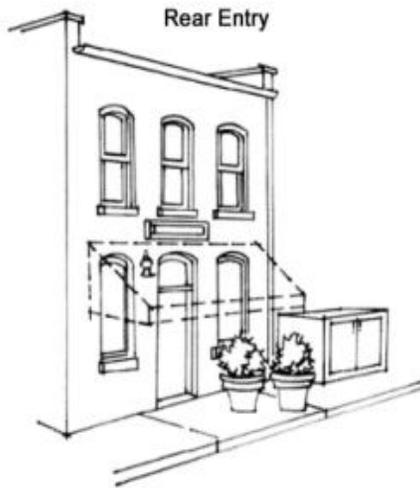
Wall and Awning Sign Visual Guidance



Signage should integrate with architecture.



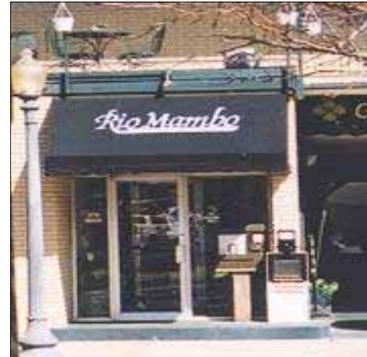
Wall and Awning Sign Visual Guidance



Example of a rear building elevation sign



Examples of upper floor signs



Awnings and canopies often enhance building architecture, and add color and interest to the streetscape.

Building Identification Sign Visual Guidance



Wall and Awning Sign Visual Guidance



Signs can be incorporated into the design of both awnings and canopies.



The second floor awnings complement the vertically proportioned windows.



Awnings should be compatible with the architecture of the building in scale, materials, and style.

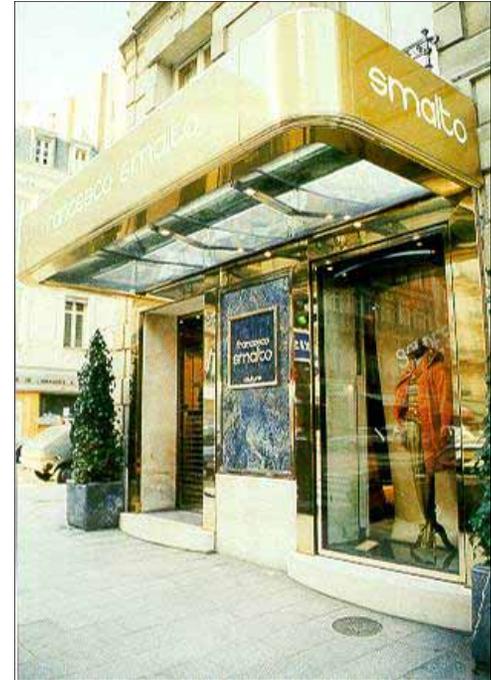


The proportions of a building provide clues for the proper dimensions of awnings and canopies.



Awning shape should relate to the window or door opening.

Wall and Awning Sign Visual Guidance

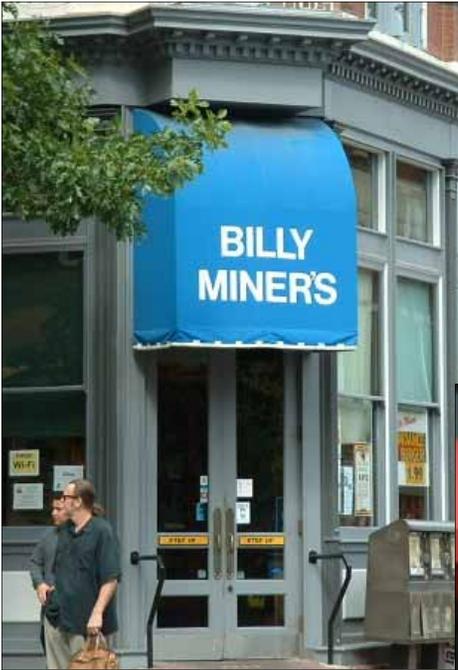


Examples of acceptable awning and canopy signs



Wall and Awning Sign Visual Guidance

Awnings and canopies should reinforce Downtown's unique design qualities and should strengthen the image of individual businesses.



Examples of awnings and canopies in Downtown Fort Worth



Graphic/Logo, Projecting, Hanging, and Marquee Signs

Graphic/Logo Signs Standards

Graphic/logo signs bear a brand name, registered trademark or business logo. Signature graphics and logos are allowed to be used as signs for the businesses they represent.

- Graphic/logo signs can be wall signs, awning and canopy signs, or any other sign types identified in these standards.

Projecting Signs Standards

Projecting signs are attached to the face of a building and project more than 12 inches from the wall surface. No more than one projecting sign may be maintained per tenant space frontage at the ground level of a building.

- Minimum vertical clearance: 8 feet.
- Maximum projection: 48 inches.
- Maximum area: 12 square feet.
- Location: Limited to first or second floor. A second or third story tenant with a separate entry door on the street is allowed to have a small projecting sign with a maximum area of 6 square feet near the tenant's street entry.

Note: The DDRB will consider the context and design of larger signs on a case-by-case basis. (see page 80, Creative Signs)

Hanging Signs Standards

Hanging signs are projecting signs suspended below a marquee or canopy. Hanging signs can include logos, symbols, or lettering. A hanging sign is generally intended to be read by pedestrians and by motorists in slow-moving vehicles.

To minimize visual clutter, hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably at least 25 feet from each other.

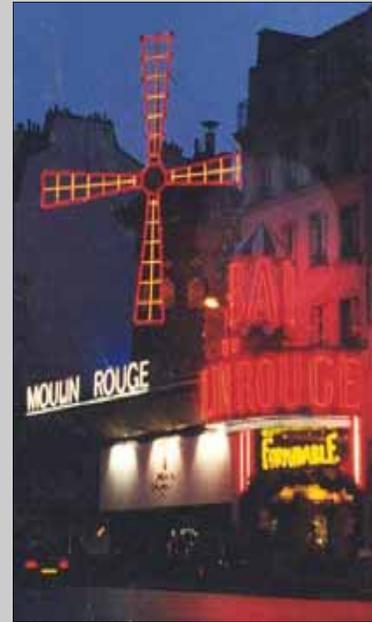
- Minimum vertical clearance: 8 feet.
- Maximum projection: 48 inches.
- Maximum area: 6 square feet
- Location: First floor businesses and upper floor businesses with covered entries, porches, or balconies.

Marquee Signs Standards

Marquee signs are projecting signs attached to the perimeter or border of a permanently roofed building, and are constructed as a part of the building. Marquee signs are usually installed on theatres, cinemas, and performing art facilities.

- Sign copy: Limited to include the facility name and changeable copy related to current and future attractions.
- Maximum area for facility name: 40 percent of total sign area.
- Maximum area for the changeable copy: 80 percent of total sign area.

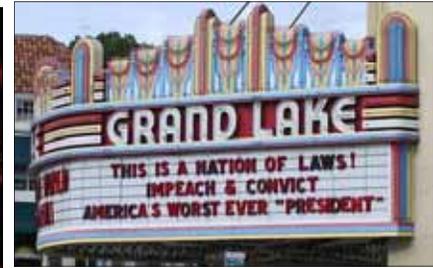
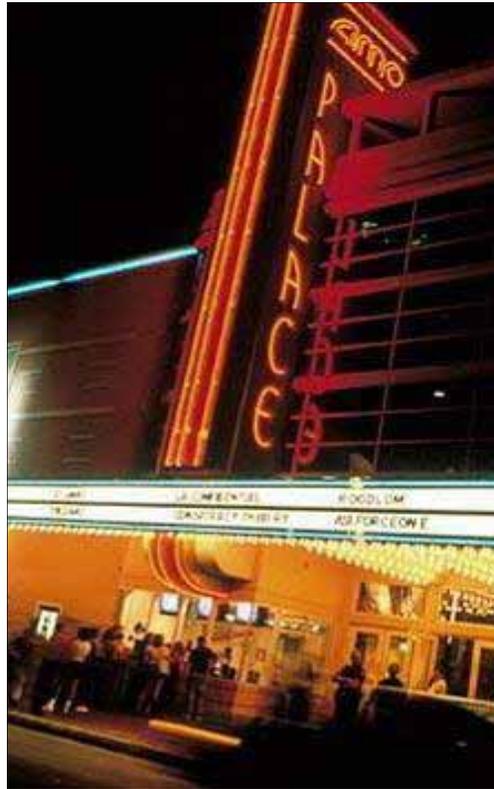
Examples of Logo, Hanging, Projecting and Marquee Signs



Logo and Marquee Signs Visual Guidance



Symbols and logos on signs, identifying the business, add interest to the street, are quickly read, and are often remembered more easily than words.

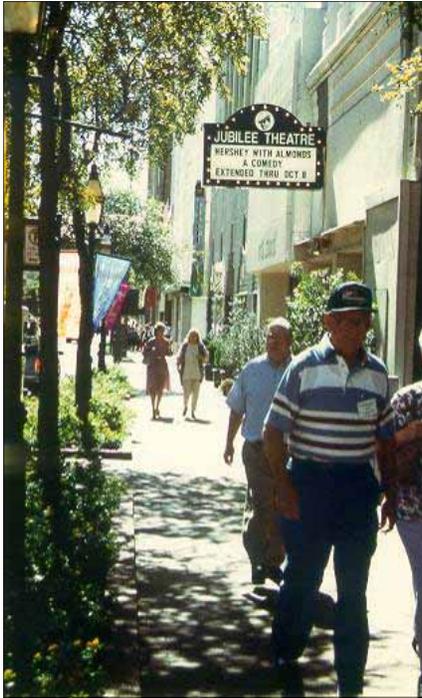


Marquee signs are often made of metal or glass.

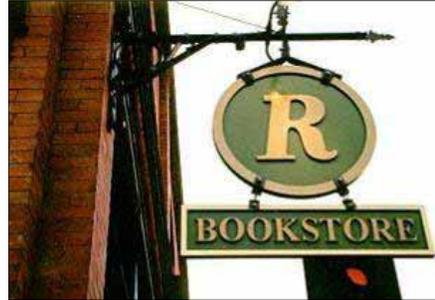


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Projecting and Hanging Sign Visual Guidance



Projecting signs should be oriented to pedestrians.



Projecting signs should reflect the character of each building and business.



The size and shape of a projecting sign should respect the scale of the structure.



A hanging sign should be perpendicular to the building.



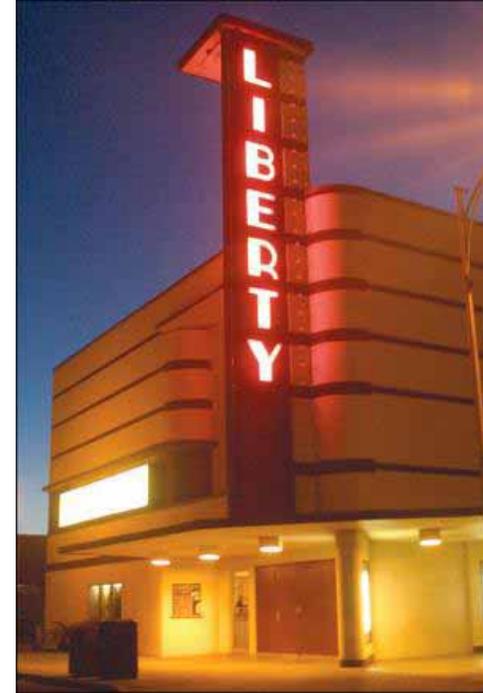
Projecting signs may display multiple tenant names.



Projecting signs should fit within an imaginary rectangle with a maximum area of 12 square feet.



Projecting Sign Visual Guidance



Window, Plaque, and Monument Signs

Window Signs Standards

- Window signs are painted on or attached to the inside of a window facing the street. This type of signage can contain text, graphic logos, and other images.
- Window signs shall not completely obscure visibility into or out of the window. Exceptions may be made for signs that screen utility and office equipment.
- A maximum of one window sign is permitted per window pane or framed window area.
- Temporary window signs are allowed to identify special events and sales provided they are removed immediately following the event.
- Handwritten, paper, cardboard, and plastic signs are not allowed.
- Neon signs are permitted provided that all electrical supply cords, conduit, and electrical transformers are hidden from view through the window.
- Maximum area: 25 percent of the total transparent glass area of windows parallel to the street excluding the area of all glass doors.
- Location: Limited to ground floor window facing the primary street frontage and adjoining parking lot or commercial uses on second floor windows for commercial uses that do not have ground floor occupancy.
- Material: High quality, such as paint, gold-leaf, or neon.

Plaque Sign Standards

Plaque signs are attached to surfaces adjacent to entries and are smaller versions of wall signs.

- Maximum projection: 2 inches.
- Maximum area: 2 square feet.
- Location: Limited to wall surfaces adjacent to tenant entry.
- Graphics: Business name and logo.

Monument Sign Standards

Monument signs are freestanding and are located adjacent to sidewalks. Such signs are typically used for buildings that are separated from adjacent streets by substantial setbacks.

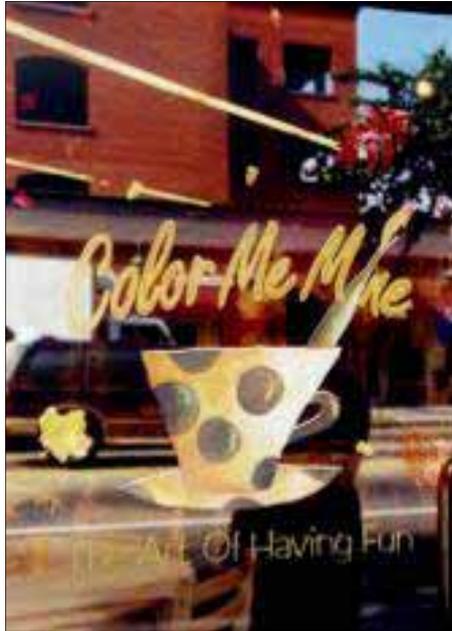
A monument sign shall be set onto a base or frame, presenting a solid, attractive and well-proportioned appearance that compliments the building design and materials.

- Maximum area: 60 square feet per sign face with no more than two sign faces.
- Location: Limited to a landscaped area.
- Minimum setback from the public right-of-way: 5 feet.
- Material: Opaque backgrounds with a non-reflective material.
- Lighting: External lighting fixtures designed to complement the appearance of the sign or internal lighting that only illuminates text and logos.
- Maximum height: 8 feet including base.
- Text: Limited to the building or development name, logo, and the business address.
- Background: Opaque and non-reflective.

Examples of window, Plaque, and Monument Signs



Window Sign Visual Guidance



Window signs can express business image through graphic logos or colorful images.



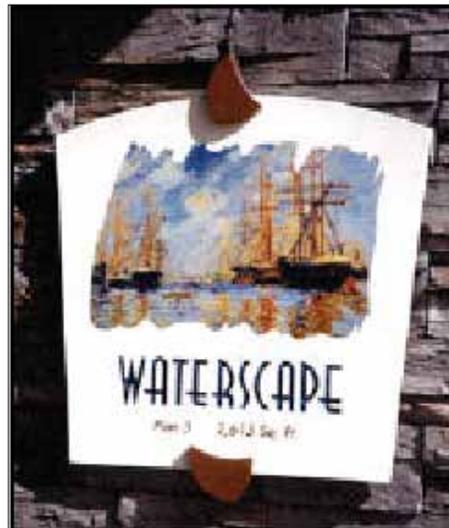
The sign copy of window signs should be in proportion to the glass surface.



Well-designed window graphics attract attention while still allowing pedestrians to view store interiors.



Plaque Visual Guidance

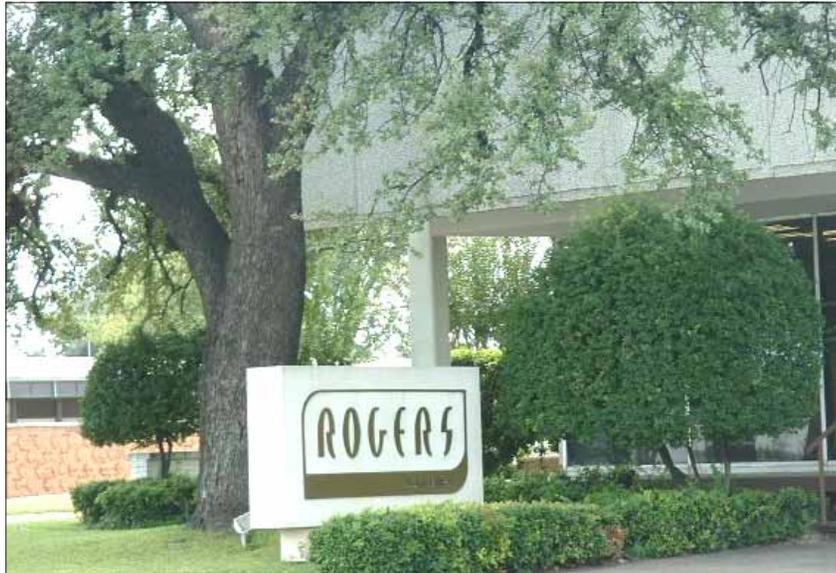


Plaque signs should include unique designs or other interesting graphics.

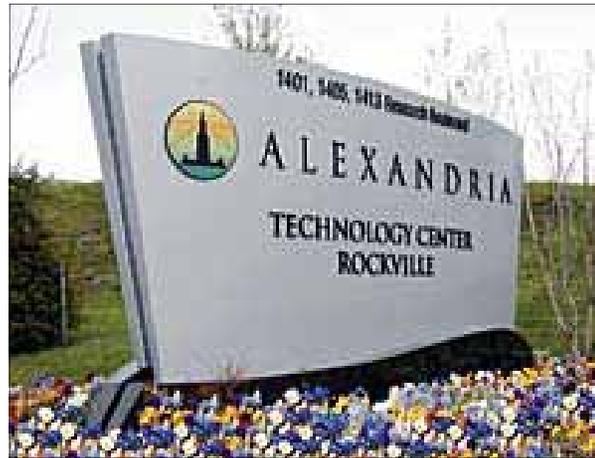
Monument Sign Visual Guidance



Monument signs should be constructed out of materials that complement the commercial building and its architectural style.



Monument Sign Visual Guidance



Examples of Monument Signs



Tenant Directory and A-Frame Signs

Tenant Directory Sign Standards

Tenant directory signs are used to identify businesses in multi-tenant buildings that do not have direct frontage on a public street. The design of the sign should complement the building's design.

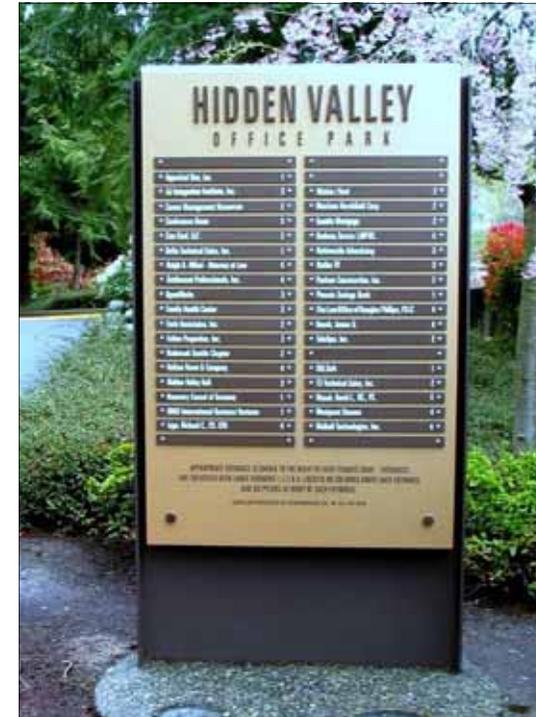
- Orientation: To the pedestrian.
- Location: Mounted flat against a solid wall within or near a main entrance or incorporated into a freestanding sign located on the property on which the tenants are located.
- Lighting: Directories may be externally illuminated.
- Maximum sign height: 6 feet including the sign base.
- Sign copy: May include building or development name, development logo, address, tenant names, and suite addresses.
- Maximum letter height:
 - 8 inches - Building/development name or logo.
 - 4 inches - All others.



Examples of Tenant Directory and A-Frame Signs



Tenant Directory sign Visual Guidance



Tenant directory signs could be mounted flat against a solid wall within or near a main entrance, or incorporated into a freestanding sign.



Banner, Murals, and Service Station Signs

Banner Signs

Banner signs contain a logo or design placed on lightweight material that can move with the wind. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street. The size of commercial banners should be in scale with the building. Flagpoles and brackets should be placed so as not to obscure architectural elements; locations should be considered in context of the entire facade.

- Orientation: Vertical and mounted perpendicular to the building face.
- Projection: No more than 4 feet.
- Distance above ground: 8 feet at lowest point.
- Banners along the same block of a street should generally be set at the same angle from the buildings.

Murals

Murals painted on a wall surface may be permitted upon approval by the DDRB to ensure:

- The artwork complements the design of the building in color, shape, and location on the building.
- Material is durable and resistant to graffiti and weather.

If the mural contains advertising, logos, or commercial messages, it qualifies as a sign and must be reviewed by the Downtown Design Review Board. If the mural does not contain advertising and is created by artists, then it must also go before the Art Commission.



A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street.

Examples of Banners, and Murals



Public art or interpretive murals depicting the history and culture of the area can mitigate the negative visual effect of long windowless walls.



Banner signs should hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.

Banners Visual Guidance



Murals Visual Guidance



Examples of public art and interpretive murals



Service Station Signs

Service Station Signs

Automotive service stations present unique design challenges when constructed within pedestrian-oriented, mixed-use districts like Downtown. These guidelines are intended to help ensure that service stations and related signage is compatible with other Downtown development.

- Service station design and signage should reflect a balance between providing adequate visibility for the business and protecting the visual appeal of Downtown streetscapes.
- Signs and business identity should not be the dominant architectural feature of the service station.
- Ground mounted monument signs are encouraged instead of signs located on the station canopy.
- When multiple corporations share one site, the corporate logos should be located on the same sign.
- Signs related to safety, operations, and products is allowed at pump islands but should be scaled for the visibility of the immediate user only.
- Repetitious signage on the same building frontage should be avoided regardless of the sign area allowed by ordinance.

A. Business Identification Sign Standards

Wall Signs

Previous wall sign standards apply.

Monument Signs

Previous monument sign standards apply.

Canopy Signs

- Maximum area: 24 square feet (see measurement note on page 47).
- Maximum projection: 12 inches.

B. Price Sign Standards

Price signs shall be monument signs and can either be separate or incorporated with business identification signs. If separate, the following standards apply:

- Maximum height: 6 feet.
- Maximum width: 3 feet.

Business Identification and Price Sign Guidance



Sign locations should be integrated within the design of the site.

Service Station Signs Visual Guidance



The computer graphic above provides a good example of a service station designed to complement the surrounding urban environment.



Signs should be integrated with landscape elements such as walls and planters.

Temporary Signs

Temporary signs include grand opening banners, community interest signs on private property, construction signs, and real estate signs. Temporary signs are allowed for a limited amount of time, as described below.

Grand Opening Banner

- Banners advertising a new business opening are permitted for a maximum of 30 days.

Community Interest Sign on Private Property

- A single designated area not exceeding 6 square feet of a single window may be used for the display of a maximum of two temporary, professionally prepared, posters announcing an event of general public interest. This is in addition to any other permanent signs allowed.
- Such signs should be removed within 30 days or upon the conclusion of the event, whichever occurs first.

Construction Sign

- Signs advertising the various construction firms participating in the development project are allowed.
- The sign area shall not exceed 24 square feet. The sign shall not extend beyond the subject property nor interfere with traffic safety or visibility.
- Illumination is not allowed.

Real Estate Sign Standards

- Real estate signs may be placed in windows only. Signs shall not exceed 10% of the window area or 10 square feet, whichever is larger. The window area shall be calculated by multiplying the window width times the height of the window, with a maximum calculated height of 15 feet.
- Where windows exist on the first floor and the first floor is fully leased, a sign may be placed on the façade if it is integrated with the building architecture.
- No more than one non-illuminated real estate sign per occupancy frontage is permitted for a six-month period. Extensions may be granted if the applicant proves the necessity for additional time.
- Should the building not have windows on the street façade, a real estate sign, not to exceed 10 square feet, may be placed on the façade.
- Larger creative signs that reflect the architecture of the building in placement and design may be considered for new developments, complete renovation of a vacant building, or conversion to new use of existing buildings.
- For buildings with a setback of 20 feet or more, a free-standing sign no larger than 16 square feet per face may be considered. Real estate information is encouraged to be integrated in a monument sign for the building.
- Free-standing signs no larger than 16 square feet per sign face may be placed on vacant properties or parking lots. More than one double-sided or L-shaped sign may be considered if the parcel has 3 block faces or more.

Examples of Temporary Signs

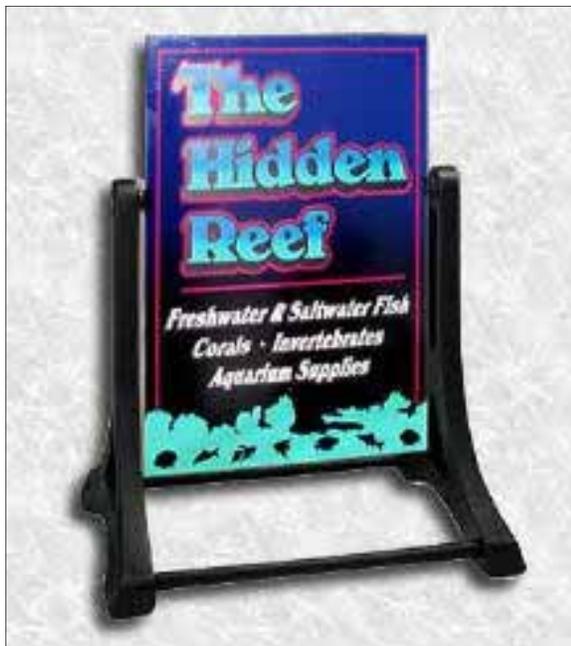


Temporary Sign

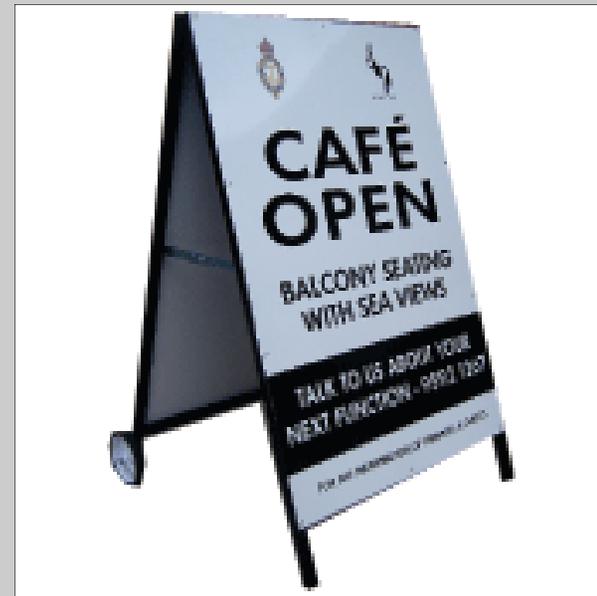
A-Frame Sign Standards

Portable A-frame signs are signs or advertising devices which rest on the ground and are not designed to be permanently attached to a building or permanently anchored to the ground. A-frame signs in Downtown are designed to attract pedestrians, not passing motorists.

- Each restaurant is allowed to have one A-frame sign.
- A-Frame signs shall not encroach into required off-street parking areas, public roadways or alleys, and may not be arranged so as to create site distance conflicts or other traffic hazards.
- A-Frame signs can only be utilized only during regular business hours and should be removed during non-business hours.
- Location: On private property or within the public right-of-way, provided they do not interfere with vehicle access, pedestrian movement or wheelchair access to, through, and around the site. A minimum access width of seven (7) feet should be maintained along all sidewalks and building entrances accessible to the public.
- Material: Sturdy and not subject to fading or damage from weather. The use of paper or cloth is not permitted unless located within a glass or plastic enclosure.



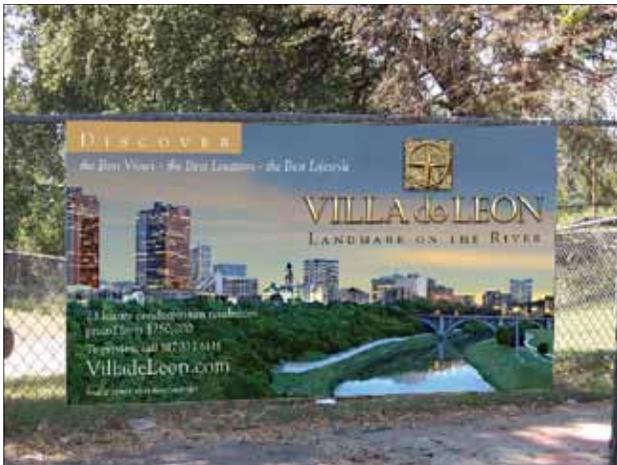
Examples of A-Frame Signs



Temporary Sign Visual Guidance



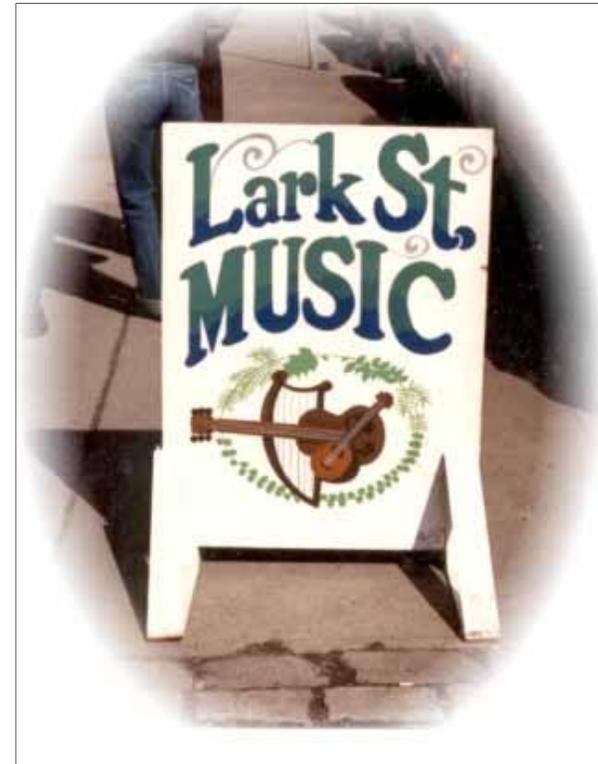
Examples of real estate signs



Example of construction sign



A-Frame Sign Visual Guidance



Portable signs should be visually interesting.

Electronic Message Display Signs

Electronic Message Display Signs

Electronic Message Display signs are not allowed.

Exception:

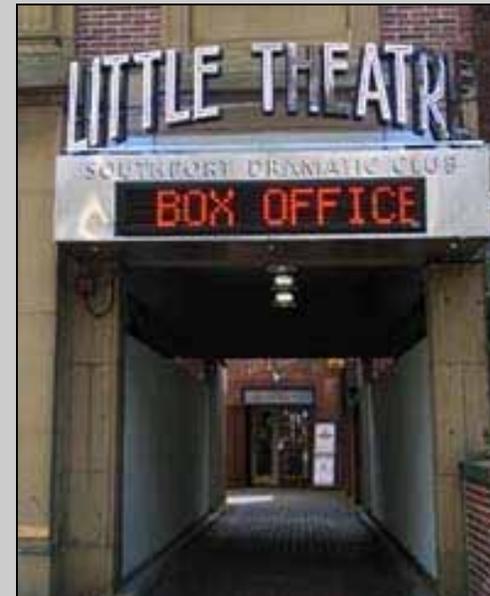
- Gas station pricing signs
 - Theaters
 - Hotels
 - Public Transit
-
- Window electronic display sign locations shall not contribute to light pollution for any adjacent residential developments
 - Maximum of 25% of the sign face may be devoted to changeable copy
 - The message shall not change at a rate faster than one message every 20 seconds. The interval between messages shall be a minimum of one second.
 - Changeable copy signs shall not contain animation, rolling or running letters or message, flashing lights or displays.
 - Changeable copy signs may not be used to display commercial messages relating to products or services that are not offered on the premises.



Electronic Message Display Signs



These brightly lit and always bustling areas features electronic message display signs that add to the energy and vibrancy of the area.



Creative Signs

Creative signs bring fun and vitality to Downtown streets and are encouraged. The DDRB will review creative signage.

Creative Signs



Creative Sign Visual Guidance



Exciting, interesting, and unusual signs contribute to Downtown vitality.



Parking Lot Pole Signs

The specifications shown in the graphic to the right serve as the basic standards for Downtown parking lot pole signs. Property owners that design parking lot pole signs to conform to these standards are not required to appear before the DDRB.

- Any deviation from this basic design must be reviewed by the DDRB.
- Pole signs other than parking lot pole signs, directional signs, and on-premise signs for properties fronting I-30 and I-35 are not allowed.

Nonconforming Pole Sign



The parking lot pole sign above does not conform to the sign standards. Parking lot signs should contribute to the visual appeal of Downtown streetscapes.



An acceptable variation of conforming pole sign



Conforming Pole Sign