

IV. Mixed-Use and Commercial Districts

A. Purpose

The Mixed-Use and Commercial Districts standards and guidelines are intended to preserve the unique character of areas with MX and C zoning designations while facilitating compatible infill development. MX and C districts are generally located along major streets where small pedestrian-oriented commercial storefronts were built historically. There are usually no front or side building setbacks, with structures built right up to the sidewalk, standing shoulder-to-shoulder with their neighbors and forming a solid street wall. Buildings face the street with windows and entrances, rather than parking lots that are usually located behind the buildings. In the Tower District, housing was often built on upper floors. Along MX and C district corridors residential structures were built along commercial uses historically, but ground-floor residential is generally by these standards to promote continuous storefronts and pedestrian activity, except where ground-floor residential is expressly allowed by the Affordable Housing Overlay district regulations and under California law. *[Alteration of original TDDG text. Limitations on ground-floor residential proposed by consultant.]*

B. Use

STANDARDS

- S1

Uses shall be permitted, conditionally permitted, or prohibited as set forth in Code Section 15-1102, Use Regulations, and any applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2

The front property line the ground floor facade shall be comprised of storefronts along not less than 75 percent of a building frontage. The interior space behind the required storefronts shall be available for one or more allowable commercial and public uses for a depth of not less than thirty feet and shall be directly accessible from a public sidewalk. Residential uses shall not be allowed within thirty feet of the storefront building frontage, except for residential entrance vestibules and stairs, and as are allowed within the Affordable Housing Overlay district and under California law. *[Adapted from "Components of a Mixed Use Area" in original TDDG. Proposed to be a standard to maintain storefront continuity along mixed-use and commercial corridors.]*
- S3

A single ground-floor commercial space shall not have a street-adjacent building frontage that exceeds 50 feet in width. This requirement may be met by locating separate commercial spaces along the building frontage, if the separate spaces are at least 30 feet deep and have direct access from a public sidewalk.

GUIDELINES

- G1

In general, individual ground-floor spaces should not exceed 10,000 square feet in size. Exceptions should be made for grocery stores, theaters, and other desirable commercial destinations. Exceptions should not be made for retail stores, restaurants, office uses, or lodging. "Big box" style retailing is not appropriate in the Tower District. *[TDDG text modified to reflect all uses allowed under the Development Code.]*

Text for the new Purpose section was adapted from the text that was formerly in the Summary of the Design Guidelines (Section I-F of the original version). This mirrors the structure of the Development Code Base Districts.

Defer to Development Code for use regulations, per assessment. This section is included mainly to create a similar structure to the Dev Code Base Districts.

Standards added to ensure storefront continuity where It has been established. These proposed standards elevates TDDG guidelines In "Components of a Mixed Use Area" to be a standard. The standard has use and design aspects, and are placed early In the chapter under "Use" for emphasis. The standard could, alternatively, be located in Facade Design under "Mixed Use Configurations."

Regulating width of single commercial space allows larger retail tenants while maintaining storefront scale and pedestrian activity along the building front.

Note that buildings frontage must be maintained along public sidewalks, as per "Minimum Frontage Coverage" standard In Development Code

G2 When a large use is appropriate, it should be “wrapped” with small storefronts at the ground level. An excellent example of this technique is the Tower Theater. Doing so will prevent large expanses of inactive sidewalk and will keep the street area lively. *[Original TDDG text.]*

C. Density and Massing

1. Lot Size

STANDARDS

S1 No lot shall exceed 1.50 acres in area, except in the Apartment House Overlay District where the maximum lot size shall conform to the maximum lot size described in Code Section 15-1609. Project properties may be subdivided to meet this requirement. *[Proposed alteration of original TDDG text.]*

GUIDELINES

G1 There are no lot size guidelines.

2. Building Height and Mass

STANDARDS

S1 Building height standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Article 21, TOD Height and Density Bonus, and applicable Overlay District. *[Code referenced for completeness and consistency.]*

S2 All new primary structures shall have a minimum height of two stories. Renovations to existing structures shall be exempt from this requirement. *[Proposed alteration of original TDDG text.]*

S3 Within 10 feet of a front or street side setback, buildings shall not be more than four stories in height, except to allow a tower element within 20 feet of a street intersection. *[Stepback in original TDDG made into standard.]*

GUIDELINES

G1 Where it is visible from a street, a building’s mass should appear to be of similar scale as buildings along the same block face and across the street, such as by stepping part of the project back at a height that matches the height of its neighbors. *[Further elaboration of original TDDG text. Stepback requirement made into standard.]*

3. Setbacks

STANDARDS

S1 Setback standards shall be as required by Code Section 15-903, Density and Massing Development Standards, and applicable Overlay District. *[Code referenced for completeness and consistency.]*

For the feasibility of high-density housing projects, consultant recommends increasing maximum lot size from 1 acre per the original TDDG to 1.50 acres. For comparison, a block that is 500 feet on a side (the maximum block size allowed) is 5.8 acres, and high-density housing projects with a highly efficient layout use 1.5 acres for the building and setback areas.

Stepbacks above 4 stories (about 50 feet) made into a requirement, as simplest way to regulate building mass and scale, without altering allowable building heights. Exception at corner will encourage tower-like elements and some variation in height.

S2 Setback landscaping shall be subject to Code Article 23, Landscape.

GUIDELINES

- G1** Primary buildings should not be set back from the street unless it is for the purpose of providing a wider sidewalk, outdoor dining area, paseo, or plaza. *[Proposed alteration of original TDDG text.]*
- G1** Interior side setbacks should not be provided. Buildings should stand shoulder-to-shoulder, without gaps between them, forming a solid continuous streetwall. Continuous streetwalls spatially define the street, creating a pleasant pedestrian environment and forms a clear separation between the public and private realms. In particular, the front 12 feet of a building should be built out to the side lot lines, unless a side setback is necessary for vehicular access or a pedestrian passage. The side walls beyond the front 12 feet may be set back. *[Proposed alteration of original TDDG text.]*
- G1** For corner lots, street side setbacks should be treated like the front of the lot, and buildings should not be set back from the side street. *[Proposed alteration of original TDDG text.]*

D. Site Design

1. Building Arrangement

STANDARDS

- S1** Building arrangement standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1104, Site Design Development Standards, and Section 15-1104, Facade Design Development Standards, and applicable Overlay District. *[Code referenced for completeness and consistency.]*
- S2** Along front and side street setbacks, building walls shall be parallel or perpendicular to the adjacent street right-of-way except within 5 feet of a building entrance. *[Adapted from original TDDG text.]*

GUIDELINES

- G1** In order to create a pleasant and comfortable streetscape, primary buildings should generally be located toward the front of the lot with larger yards and private spaces located behind the primary buildings. *[Proposed alteration of original TDDG text.]*
- G2** Buildings should present active fronts to public streets. Features such as entrances, windows, and balconies should be oriented to the street to keep it monitored, lively, and safe. *[Original TDDG text.]*
- G3** There should be a clear separation between the public and private realms. Spaces accessible to the public should be highly visible and under casual surveillance by residents and passersby; private outdoor space should be inaccessible to unauthorized visitors. *[Proposed alteration of original TDDG text.]*

Relocated from Section II-C in the original TDDG

- G4** On larger parcels with multiple buildings, buildings that cannot front onto a street should front onto a common (shared) open space, such as plaza, courtyard, or landscaped pedestrian passage, which can be accessed directly from a street. *[Proposed addition.]*

2. Mixed-Use Configurations

STANDARDS

- S1** Mixed-use configuration standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1104, Site Design Development Standards, and Section 15-1104, Facade Design Development Standards, and applicable Overlay District regulations, including Code Section 15-1609, Affordable Housing Overlay District. For additional ground-floor storefront requirements, see “Use” section above. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Mixed-use buildings should be designed to minimize potential conflicts between residential and commercial uses adjacent to one another or within the same building. Potential techniques include providing distinct entries and circulation hallways for commercial and residential suites/units, providing rooftop mechanical ventilation of ground floor commercial uses so as not to disrupt upper floor residential tenants, and installing soundproofing in walls and floors between uses. *[New text adapted from original TDDG.]*
- G2** The arrangement of uses within a mixed-use building should comply with the following guidelines:
- a) Retail uses should generally be limited to the ground floor adjacent to the sidewalk. The basement or second floor of buildings may have limited retail uses, either as a continuation of a street-level retail use, or as separate spaces with their own sidewalk entrance.
 - b) Office uses should generally be located on upper floors, but may also occupy basement levels or rear portions of the ground floor that are no less than 30 feet from the front setback.
 - c) Residential uses should generally be located on upper-floors. *[Proposed text adapted from original TDDG “Components of a Mixed-Use Area.”]*

3. Parking

Due to its mixed-use, walkable nature, parking should be addressed differently in the Tower District than in other areas of the City. While many visitors may arrive via an automobile, they typically only park once, and then walk from destination to destination thereafter, unlike suburban locations where visitors usually drive and re-park from destination to destination. *[Proposed alteration of original TDDG text.]*

Basic storefront to sidewalk relationships that are In "Components of a Mixed Use Area" within the original TDDG are proposed to be standards and are incorporated under "Use" section above.

Recommend keeping general description within "Components of a Mixed-Use Area" as an Informational sidebar.

Office and residential ground floor are appropriate on side streets.

a. **Parking Access Location**

STANDARDS

- S1** Parking design standards shall be as required by Code Section 15-904, Site Design Development Standards, applicable Overlay District standards, and Article 24 Parking and Loading. *[Code referenced for completeness and consistency.]*
- S2** When ministerial review of a development application is required by California law, driveways shall be located not less than 30 feet from the intersection of two public street rights-of-way. Driveway location shall otherwise be determined by the City Engineer. *[Subject to Department of Public Works review.]*
- S3** On-site parking shall be accessed from an alley, if alley access is possible. *[Proposed alteration of original TDDG text.]*
- S4** Corner lots without alley access, on-site parking shall be accessed from the street with the lowest Street Classification as defined by the City’s General Plan, but in no event from a Scenic Drive unless it provides the only opportunity for site access. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** Because of the danger and inconvenience they present to pedestrians and wheelchair users, drive approaches across the sidewalk should be minimized in the Tower District. *[Proposed alteration of original TDDG text.]*
- G2** For interior lots without alley access, the project applicant should work to share side street access with a neighboring property through an easement or reciprocal access agreement. If this is not possible, access will be permitted consistent with established standards. *[Original TDDG text.]*
- G3** If a lot with unnecessary drive approaches is redeveloped or significantly altered, all unnecessary drive approaches should be removed. *[Adapted from original TDDG.]*

b. **Parking Buffering**

STANDARDS

- S1** Parking setback and buffering standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1104, Site Design Development Standards, and Section 15-1104, Facade Design Development Standards, applicable Overlay District regulations, and Article 24, Parking and Loading. *[Code referenced.]*
- S2** Parking that is directly facing a street shall be limited by minimum frontage requirements for buildings and setback requirements for parking, as described in Table 15-1103, except that parking shall be allowed within the setback area if it is below a building and extends not more than four feet above finished grade. *[Specificity provided by consultant.]*

Code section referenced limits parking along streets, thereby necessitating that it be located behind and/or below buildings.

The top of below grade parking can be Incorporated Into a building's base. The top of below grade parking would not be possible where at-grade entrances Into storefronts are required (see Use).

GUIDELINES

- G1** Underground parking areas are encouraged. Parking structures located at the front of the lot must be wrapped with storefronts at street-level.
- G2** Surface parking, carports, and private garages should be placed toward the rear of the lot to limit visibility from the public street. *[Proposed alteration of original TDDG text.]*
- G3** If surface parking, carports, or private garages are permitted to be placed adjacent to a public street, the following guidelines apply:
 - a) Surface parking should not occupy more than 50% of the lot area.
 - b) Parking should be visually buffered from the street with a screening wall or fence of not less than three feet in height in order to enclose the parking lot. Screening walls or fencing should be attractively designed and should use materials which are the same as those used in the building, or which are complimentary to the building.
 - c) Screening walls and fences should be located no less than two feet and no more than three from the back of the sidewalk. This setback shall be landscaped except for driveways, pedestrian access, and utilities.
 - d) Screening walls should have one pedestrian access point from a public sidewalk to the parking for every 50 feet of street frontage. *[Proposed alteration of original text.]*

c. **Parking Design**

STANDARDS

- S1** Parking design standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1104, Site Design Development Standards, and Section 15-1104, Facade Design Development Standards, applicable Overlay District regulations, and Article 24, Parking and Loading. *[Code referenced for consistency.]*
- S2** Parking lots shall provide one shade tree for every four parking stalls. Trees should be a minimum of 15 gallons with a one-inch diameter as measured 48 inches above natural grade, when planted. *[Proposed alteration of original TDDG text.]*
- S3** Each carport shall use columns and roofing materials that are the same as the primary building. Carports shall not use canvas or steel pipe. *[Adaptation of original text.]*

GUIDELINES

- G1** Property owners should routinely maintain landscaping including the replacement of any diseased or dead plant/tree. Trees should not be topped; instead, trees should be pruned to encourage upward growth and tree canopy development. *[Original TDDG text.]*
- G2** Private garages and carports should maintain the same architectural style of the primary building. Design elements such as roof pitch, cladding materials, attic vents, and windows

Parking lot tree requirements made explicit. Not In Development Code except along parking lot perimeters. 1 tree per 4 spaces is more restrictive than most communities, and more feasible than 1 tree per 2 spaces. Tree size requirements same as Development Code.

should match that of the primary building. *[Proposed alteration of original TDDG text.]*

- G3** Where the upper-floors of parking structures are visible, they should have an architecturally appearance indistinguishable from residential floors of buildings. *[Proposed alteration of original TDDG text.]*
- G4** Underground parking should not be visible from the street. Buildings suspended over parking areas by stilts should not be permitted. *[Original TDDG text.]*

4. Pedestrian Access and Street Frontages

STANDARDS

- S1** Pedestrian access standards shall be as required by Code Section 15-1105, Site Design Development Standards, Section 15-2423, Circulation and Safety, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Direct pedestrian access shall be provided that connects a public sidewalk along a street to every pedestrian entrance to a building. *[Proposed new text adapted from NR Overlay.]*
- S3** Direct entrances shall be provided into all individual ground-floor dwelling units or commercial spaces which are adjacent to a public street. *[Proposed new text adapted from NR Overlay.]*
- S4** If the building is set back from the sidewalk, a paved path no less than five feet in width shall be provided from a public sidewalk to each entrance. The path shall not begin at a driveway or any other point. *[Proposed new text adapted from NR Overlay.]*

Adapted from NR Overlay to make direct a pedestrian path from a public sidewalk a requirement.

GUIDELINES

- G1** There are no pedestrian access and street frontage guidelines.

5. On-Site Open Space

STANDARDS

- S1** On-site open space standards shall be as required by Code Section 15-1105, Site Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** On-site open spaces should be clearly separated from the street and should be located at the rear of the lot behind the primary building or at the center of the lot in the form of a courtyard. *[Original TDDG text.]*
- G2** For existing courtyard apartments or bungalow courts, intrusions, screening, or blockage of the central courtyard is discouraged. *[Proposed alteration of original TDDG text.]*

Some guidelines from the 2004 document were not carried forward for consistency with the Development Code.

6. Blocks, Streets, and Alleys

a. Roadway Design

STANDARDS

- S1

New roadways shall be designed as determined by the General Plan Circulation Element, Section 15-4108, Street Design, and the City Engineer. *[Code referenced for completeness and consistency.]*
- S2

Existing roadways shall not be closed or widened. *[Proposed new text from consultant.]*
- S3

Existing alleys shall not be closed, unless necessary for protection and preservation of public peace, safety, health, and welfare, as determined by required findings described in Section 13-110. *[Code referenced for completeness and consistency.]*
- S4

New development shall install new street lights where the spacing adjacent to the project is less than the average spacing along the block face and/or if an adjacent existing street light is damaged. New street lights shall conform to the following design standards. *[Proposed by consultant except as noted.]*

a)

New street lights shall not be more than 18 feet in height.

b)

Where decorative street lights are present along 50% or more of the project's block face, then the material, profile, and height of the decorative light fixture shall be matched. *[Objective standard at TDIC request.]*

c)

This standard shall not apply to "cobrahead" lights.
- S5

Hitching posts, railings, and gateway monuments that are 40 years old or older shall not be removed, except by permission of the Review Authority. *[Objective standard at TDIC request.]*

Formerly Street Network, moved from Section II-A and Street Design, moved from II/D. Renamed to be consisted with similar regulations in the Downtown Districts.

GUIDELINES

- G1

New roadways should be as narrow as possible in order to slow traffic, increase walkability, and create spatial definition in the streetscape. *[Proposed new text from consultant.]*
- G2

An on-street parking lane should be located on both sides of the street, except where transit stops or driveways are necessary. On-street parking should not be removed in order to create space for additional automobile travel lanes, however in some instances it may be appropriate to limit on-street parking for the provision of bicycle lanes. *[Proposed new text from consultant.]*
- G3

Historic street features that define the Tower District, including, but not limited to, streetlights, street trees, median islands, hitching posts, railings, and gateway monuments should be maintained and protected. *[Original TDDG text.]*
- G4

Every effort should be made to maintain the historical lighting where it exists—e.g. the pineapple lights of Van Ness Avenue. *[Original TDDG text.]*

b. Sidewalks

STANDARDS

- S1** Sidewalks in public rights-of-way shall conform to Section 15-1105, Facade Design Development Standards, Section 15-4108, Street Design, and direction by the City Engineer.
- S2** Sidewalks adjacent to the project shall be no less than 10 feet wide, except to allow tree wells along a block face that has existing or proposed storefronts, and to allow a landscape strip along a side street that has no storefronts. Where the distance between existing curb and property line is less than 10 feet, the curb location may be moved at the discretion of the City Engineer, otherwise the ground-floor of the building shall be setback to meet this standard. *[Proposed new text adapted from Downtown District.]*

GUIDELINES

- G1** A sidewalk adjacent to storefronts should provide for uninterrupted pedestrian flow and space for sidewalk activities and amenities as follows.
- a) The sidewalk should be divided into three zones: an outer furniture area, a central walkway, and an inner furniture area. *[Original TDDG text.]*
 - b) The central walkway area of the sidewalk should occupy at least 50% of the sidewalk width, and should under no circumstances be less than 5 feet wide. The central walkway should be free and clear of all objects. *[Original TDDG text.]*
 - c) The outer furniture area should occupy no more than 40% of the sidewalk width, provided there is sufficient walkway area. Streetlights, street trees, vending machines, bike racks, benches, transit shelters, and other street furniture should be located in this area. If there is sufficient space, tables may be placed here by adjacent businesses. *[Original TDDG text.]*
 - d) The inner furniture area should occupy no more than 20% of the sidewalk width, provided there is sufficient walkway area. Benches, and dining tables may be placed here by adjacent businesses. Sidewalks narrower than 8 feet should not have an inner furniture zone. *[Original TDDG text.]*

c. Street Connectivity and Block Length

STANDARD

- S1** Existing streets shall not be vacated or abandoned. *[Proposed alteration of original text.]*
- S2** No development project shall have a block that exceeds 500 feet in length, and new streets shall be created as needed to meet this requirement. Cul-de-sacs or other dead-end streets shall not be permitted. Exceptions shall be made when a freeway, railroad, or canal prevents connectivity. *[Proposed alteration of original TDDG text.]*

*Section adapted from General Neighborhood Structure Guidelines
In original TDDG.*

GUIDELINES

- G1** The existing grid should be maintained and enhanced whenever possible. *[Proposed alteration of original TDDG text.]*

e. **Alleys**

STANDARDS

- S1** New alleys shall be designed as determined by the Development Code, the Department of Public Works engineering standards, and the City Engineer. *[Code referenced for completeness and consistency.]*
- S2** Existing alleys should not be vacated or abandoned without a finding by the Review Authority that continuation of a particular subject alley clearly poses endangerment to the community's health and safety. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** Alleys are encouraged in the Tower District because they support and reinforce the neighborhood's walkability by allowing on-site parking access to cross sidewalks in fewer locations. *[Proposed alteration of original TDDG text.]*

E. **Façade Design**

1. **Architectural Style**

STANDARDS

- S1** The architectural style of buildings shall be consistent with the "Certainty Option" under Code Section 15-1105, Façade Design Development Standards. *[Code referenced for completeness and consistency.]*
- S2** Exterior materials used in renovations of and additions to existing buildings shall be the same as one or more of the existing or original exterior materials. Stucco shall replace other materials. *[Adapted from original TDDG text.]*
- S3** Garages and carports shall have the same roof pitch, exterior cladding, attic vent shape, and window proportion, and trim material, as the primary building. *[Original TDDG text slightly modified.]*

GUIDELINES

- G1** New buildings should fit into their surroundings. This does not mean that the existing buildings must be copied, but that the context of any new building must be respected. Attempts should be made to tie the building into its neighbors through use of similar massing, materials, roof type, architectural style, or some other technique. *[Alteration of original TDDG text.]*
- G2** The design of building façades is one of the most critical features of a neighborhood.

Formerly Architectural Design. Renamed to avoid being redundant with Façade Design section heading, which was taken from the Development Code.

This revised TDIC draft elevates many guidelines to be standards, particularly In the Façade Design section.

While the Tower District is a neighborhood of diverse architectural styles, there are certain fundamental elements that all of the best buildings in the area have in common. [\[Original TDDG text.\]](#)

- G3** Renovations of, and additions to, existing buildings should follow the original style. For example, Victorian gingerbread should not be added to an Art Deco building, nor should a Tudor structure be remodeled to be Moderne. [\[Proposed alteration of original TDDG text.\]](#)
- G4** Materials used in renovations of and additions to existing buildings should be consistent with the existing materials and/or original materials at the time of first construction. For example, . [\[Original TDDG text.\]](#)
- G5** New buildings are encouraged to use a historical style, as are described in II.E.1 Architectural Style within the II. Residential Single-Family Districts chapter, and interpret the style accurately per the guidance of City of Fresno’s staff serving its Historic Preservation Commission. [\[Proposed new text from consultant.\]](#) Special attention should be paid to materials, proportions, and ornamentation originally used in the proposed style to avoid a cartoonish or fake appearance. At the same time, it is not the intention of this document to regulate the architectural style of individual buildings. Creativity and diversity are encouraged. However, good architecture is critical to the creation of a beloved neighborhood, with architectural diversity. [\[Proposed alteration of original TDDG text.\]](#)
- G6** Additions, alternations, and modifications to structures constructed before 1960 should derive from the same style as the original structure, as may be determined by the Planning and Development Department and Historic Preservation Commission. [\[Proposed alteration of original TDDG text.\]](#)
- G7** For a more complete understanding of architectural style as it applies to a particular site, applicants are encouraged to consult with the Planning and Development Department and Historic Preservation Commission, as well as related literature, such as the book, Guide to American Houses: The Definitive Guide to Identifying and Understanding America’s Domestic Architecture.” [\[Proposed new text from consultant.\]](#)

2. Façade Articulation

STANDARDS

- S1** Façade articulation standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1105, Facade Design Development Standards, and applicable Overlay District regulations. [\[Code referenced for completeness and consistency.\]](#)
- S2** For each street-facing building facade that is over 100 feet wide, a portion of the street-facing façade shall be setback a minimum of two feet for not less than 20 feet. [\[Proposed new text adapted from Downtown Districts.\]](#)
- S3** For ground-floor storefronts adjacent to front property lines, windows and doors with

transparent glazing shall comprise not less than 60 percent of the building wall area located between two and seven feet above the public sidewalk. [Proposed by consultant.]

S4 Storefront windows and interior space shall be designed to allow an unobstructed view into the interior space for a depth of not less than 10 feet, except to allow lighted display windows of not less than 2 feet in depth for up to one-third of the combined width of building storefronts. *[Proposed by consultant.]*

S5 Assemblages of ground-floor entrances and windows shall be framed by columns, piers, or pilasters spaced not more than 25 feet apart. Each column, pier, or pilaster should protrude outward from adjacent windows three to six inches. *[Adapted from original TDDG.]*

S6 A visual distinction shall be provided between ground-level and upper-level floors where facades are within 20 feet of a front property line. The ground-level and upper-level facades shall be distinguished with at least two of the following: different materials, different colors, or a horizontal cornice that is not less than 12 inches in height and 2 inches in depth. *[Adapted from original TDDG.]*

Standards strengthened and draw from original TDDG provisions for "Mixed-Use Building Components."

GUIDELINES

G1 In general, façades should be relatively simple and flat and should address the street squarely. Rather than using radical setbacks and recesses to create visual interest, pilasters, columns, cornices, and similar forms of surface relief should be used. *[Original TDDG text.]*

Includes Building Size/Width from original Section III-C-2 and Building Orientation.

G2 Columns, piers, and pilasters that separate storefronts should be one to three feet wide and should be made of a solid material, such as brick, stone, or wood. *[Original TDDG text.]*

G3 Each bay should have a fascia area, which is a horizontal wall surface between piers, above the windows and doors, and below the storefront cornice. This is the preferred location for wall signs. Storefront fascia should be uniform in size throughout the building, and should range from two to five feet in height. *[Original TDDG text.]*

G4 All buildings should implement a treatment on the bulkhead wall of the building façade. Bulkhead tiles should be ceramic. The bulkhead should serve as the visual "base" of the buildings and should protrude slightly from the surfaces above it. *[Original TDDG text.]*

G5 Multi-storied buildings should use a decorative storefront cornice to differentiate the street-level storefronts from the upper-floors. *[Original TDDG text.]*

G6 Areas of buildings that occupy the corner of a block should be architecturally embellished to give prominence to the corner. Turrets, towers, bay windows, cupolas, and other methods should be used to make the block corner stand out. *[Original TDDG text.]*

3. Roofs

STANDARDS

S1 Roof standards shall be as required by Code Section 15-1103, Density and Massing Development Standards, Section 15-1105, Facade Design Development Standards, and

applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

- S2** Roof-mounted mechanical equipment shall be recessed within the volume of a surrounding sloped roof or parapet walls. *[Proposed new text from consultant.]*

Screening of roof-mounted equipment has been made an objective standard.

GUIDELINES

- G1** In mixed use and commercial settings, the roof forms of buildings, as viewed from the street, should be generally flat and not pitched.
- G2** Parapets, cornices, and other architectural methods should be used to add distinction and ornamentation to buildings. *[Original TDDG text.]*

4. Cladding Materials and Finishes

STANDARDS

- S1** Cladding standards shall be as required by the “Certainty Option” under Code Section 15-1105, Facade Design Development Standards, and applicable Overlay District regulations.
- S2** Cladding materials prohibited in Mixed-Use and Commercial Districts are as follows: *[Original TDDG made into standard except where noted.]*
- a) All Vertical Siding (except board on bat and board on board)
 - b) Rough sawn plain
 - c) Pressed plywood in any form, including T1-11
 - d) Kerfed Rough Sawn
 - e) Reverse Board and Batten
 - f) Metal siding
 - g) Vinyl siding
 - h) Wood siding
 - i) Mirrored glass *[Proposed new text.]*
 - j) Concrete block or cinder block that is not completely covered by an allowable finish. *[Proposed new text.]*
- S3** On existing structures, stucco shall not be used to replace any other material. *[Added at request of TDIC.]*
- S4** Allowable materials include brick, cementitious panels, carved wood panels, stone, and stucco. Stucco, when used, shall not use a textured application such as spatter dash and shall be accompanied by a metal-reinforced horizontal expansion/control joints spaced more than 15 feet apart. As part of ground-floor storefronts, metal frames are allowed where surrounded by other materials, within which metal spandrel panels are allowed. *[Partially from original TDDG with additions proposed to promote higher quality construction.]*
- S5** Storefront window frames and doors shall be made of metal or wood. Doors shall have the same material as adjacent storefront window frames. *[Original TDDG text.]*

Cladding materials standards have been made more extensive. These additions draw from original guidelines as well as practices for high-quality detailing.

- S6** Each building shall not have more than two primary cladding materials. *[Original text.]*
- S7** Accessory buildings that are visible from the street shall only use exterior cladding materials that are the same as are used in the street-facing facade(s) of the primary structure. *[Original TDDG text.]*
- S8** Metal pieces, panels, and fasteners affixed to the exterior surface of a building or accessory structure shall be resistant to corrosion. *[Proposed new text.]*

GUIDELINES

- G1** The materials “palette” for cladding and trim should be kept very simple. *[Original TDDG text.]*
- G2** Building primary cladding materials should convey a sense of strength and solidity. *[Original TDDG text expanded to also apply to ground floors.]*
- G3** Decorative accent materials may be brick, ceramic tile, pre-cast concrete, molded plaster, carved wood, or other similar materials. *[Original TDDG text.]*
- G4** Corporate design elements for chain businesses should be downplayed to assure integration in the neighborhood. *[Original TDDG text.]*

5. Windows

STANDARDS

- S1** Window standards shall be as required by the “Certainty Option” under Code Section 15-1105, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Windows shall be provided along all walls that are along the front and street side setbacks. *[Original TDDG text.]*
- S3** For ground-floor walls along front setback lines, at least 50% but no more than 80% of the wall area, shall consist of windows, measured between 2 feet and 8 feet above finished grade. *[Adapted from original TDDG text.]*
- S3** For upper-floors walls along front setback lines and ground-floor walls along street side setback lines, at least 20% but no more than 50% of the wall area shall consist of windows. *[Adapted from original TDDG text.]*
- S4** Upper-floor windows shall be as tall or taller than they are wide, but they may be grouped within wall openings that are wider than they are tall if the individual windows are separated by a post that is not less than 3 inches in width. *[Adapted from original text.]*
- S5** Upper-floor windows shall not be flush with solid building surfaces, but shall be recessed at least two (2) inches from the exterior trim or, if no trim is used, from the exterior wall plane. *[Adapted from original TDDG text with reduced depth for construction feasibility.]*

Window design standards have been made more extensive. These additions draw from original guidelines.

- S6** Upper-floor windows shall be single-hung, double-hung, or casement. Horizontal sliding aluminum non-opening windows are not allowed. Any room with exterior window(s) shall have at least one window that is operable for natural ventilations. *[Adapted from original TDDG text.]*
- S7** Glass shall be clear and not reflective, except adjacent to bathrooms. Curtain wall systems with glass uninterrupted by walls or posts on the exterior shall not be permitted. *[Adapted from original TDDG text.]*
- S8** Wood, vinyl, and factory-painted metal window frames shall be used. Unpainted aluminum window frames shall not be used. *[Adapted from original TDDG text.]*

GUIDELINES

- G1** Facades that are within 20 feet of a front or street side setback should not have windowless walls. Windowless walls repel pedestrians because they make pedestrians feel unsafe and provide no visual interest. *[Adapted from original TDDG text.]*
- G2** Ground-floor windows should generally be comprised of large storefront windows that allow pedestrians to view into the interior space for not less than 10 feet or a lighted display space for not less than 3 feet.
- G3** The bottom of ground floor windows should be no more than four feet above the adjacent sidewalk grade. *[Original TDDG text.]*
- G4** Windows on upper-floors should maintain coherent and consistent rhythms, both vertically and horizontally. Random and jumbled sizing and spacing of windows should be avoided. *[Original TDDG text.]*
- G5** Each window or small set of windows should be individually articulated and should not form long horizontal or vertical bands. *[Original TDDG text.]*
- G6** Frames should be shaped and molded to provide visual interest and relief to the façade. *[Original TDDG text.]*

6. Primary Entrance Design
a. Individual Entrances (Residential Uses)

STANDARDS

- S1** Entrance design standards shall be as required by Code Section 15-1004, Site Design Development Standards, the “Certainty Option” under Section 1004, Site Design Development Standards, and the “Certainty Option” under Section 15-1005, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** A direct pedestrian path shall be provided from a public sidewalk to every primary building entrance. *[Text proposed by consultant.]*

GUIDELINES

- G1** Direct entrances shall be provided into all individual ground-floor dwelling units which are adjacent to a public sidewalk. The doorways of such entrances should be parallel to the sidewalk. Secondary entrances to sidewalk-adjacent units, which do not face a sidewalk are allowed, but not in lieu of a street-facing entrance. *[Proposed alteration of original text.]*
- G2** In multifamily residential buildings oriented around a central courtyard, dwelling units may have their primary entrance facing the courtyard. *[Proposed alteration of original text.]*
- G3** For modifications to existing buildings, replacement doors should be of the same type as the original, or fit with the architectural style of the residence. Metal security doors are not appropriate for the Tower District. *[Original TDDG text.]*
- G4** Where there are ground-floor residential units, porches and/or stoops are encouraged at primary entrances. Porches and stoops should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building. Porches and stoops should be no more than 4 feet above finished grade and no less than 18 inches except to provide access to ADA compliant dwelling units. Porches may be shared by more than one dwelling unit and should be no less than 5 feet deep and no not less than 8 feet wide. A stoop should access just one dwelling unit and should be no less than 4 feet deep and no less than 4 feet wide. *[Proposed alteration of original TDDG text.]*

Language was borrowed from Article 15 (Downtown Districts) of the Development Code.

b. Storefront Entrances (Commercial and Community Uses)

STANDARDS

- S1** Building entrance standards shall be as required by the Base District and applicable Overlay District. *[Code referenced for completeness and consistency.]*
- S2** For buildings divided to have multiple ground-floor storefront spaces, each individual space on the first floor which is adjacent to a front property line shall have its own separate storefront entrance at the front of the building oriented to the public sidewalk. The doorways of such entrances shall be parallel to the sidewalk. *[Adapted from original TDDG text.]*
- S3** Along front property lines, an entrance to a ground-floor storefront space shall occur not more than 50 feet apart. *[Adapted from original TDDG.]*
- S4** Storefront entrances shall be at the same grade as the sidewalk, and no steps, up or down, shall be required for entry, except if the Fresno Metropolitan Flood Control District or other agency requires that the first floor be elevated above the sidewalk grade. Raised entrances shall be ADA-compliant entry *[Adapted from original TDDG.]*

Subheading focus on "Storefront" since Interior use can be commercial or community use, consistent with allowable use requirements.

Objective standard added to avoid long frontages without entrances, promote transparency, and maintain rhythm of storefront architecture.

GUIDELINES

- G1** Direct entrances into individual commercial establishments should be designed as storefronts (which for the purposes of this section includes retail, restaurants, bars, offices, personal services, but not uses of a more civic nature such as theaters, churches, schools, and libraries)

[Alteration of original TDDG text.]

- G2** There should usually be one distinct commercial space located behind each bay, but if a large commercial space spans multiple bays, the structure of storefront bays should remain. Secondary bays that are part of a large retail space would usually not have doors, just windows. Direct entrances from the sidewalk into ground-floor commercial establishments which are adjacent to streets shall be provided at a rate of no less than one per 50 feet of linear street frontage. When establishments with a greater length occupy a site, they shall be set back and wrapped with smaller spaces that will satisfy this requirement. Each bay should be defined by storefront piers and should include a door, display windows, a fascia, a bulkhead, and a transom. *[Original TDDG.]*
- G3** Ground floor commercial uses which have any frontage along a public sidewalk should not be arranged around an inner circulation system in a mall-like setting. Secondary entrances that do not face a sidewalk are allowed, but not in lieu of a street-facing entrance. *[Proposed alteration of original TDDG text.]*
- G4** Where allowed, storefront entrances that are elevated above the adjacent public sidewalk should use a ramp that extends to each individual entrance or a ramp to a raised walkway that serves multiple storefront entrances. The raised walkway should be not less than 5 feet wide and match the level of the ground floor. The raised walkway should be setback from the property line not less than two feet, with the setback landscaped except to allow for stairs spaced not less than 50 feet apart. *[Alteration of original TDDG text.]*

c. **Common Entrances (Residential, Commercial, and Civic)**

STANDARDS

- S1** Entrance standards shall be as required by the Base District and applicable Overlay District. *[Code referenced for completeness and consistency.]*
- S2** Uses that are not on the ground floor or on are not adjacent to a public street shall accessed through a common entrance that faces, and is parallel to, the street. *[Proposed alteration of original TDDG text.]*
- S3** Individual dwelling units and commercial spaces shall be accessed through an interior circulation system, except where they can be provided directly from a side street.
- S4** The width of a common entrance and associated recesses, canopies, windows, and architectural features shall be not less than 10 feet. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** The suburban practice of giving each apartment its own outside entrance, accessed from shared outdoor corridors is inappropriate. Secondary entrances may be provided in the rear to access open space or parking, but not in lieu of a street-facing entrance. *[Proposed alteration of original TDDG text.]*

- G2** The entrance shall be clearly differentiated from entrances into individual commercial or residential spaces through the use of decorative columns or similar ornamentation flanking the entrance, by aligning the entrance with prominent architectural features on upper floors, or through color and material changes. *[Original TDDG text.]*
- G3** Entrances into uses of a civic nature, including theaters, churches, schools, and libraries should be grand and easy to identify due to their public nature. *[Alteration of original TDDG text.]*
- G4** The common entrance shall be covered by an awning or canopy or shall be recessed into the building up to 6 feet, except that recesses for civic entrances may be greater. *[Original TDDG text.]*

7. External Stairways and Corridors

STANDARDS

- S1** External stairways and corridors that are not fully enclosed within a building and which are used for accessing spaces above the ground floor, shall be as required by the “Certainty Option” within Code Section 15-1105, Facade Design Development Regulations, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- G1** With the exception of steps for access for ground-floor spaces, external stairways and exterior corridors shall not be located between the primary façade of the building and a public street. *[Adapted from original TDDG text.]*

GUIDELINES

- G1** Within 30 feet of a public street, external stairs should not have open risers, and external stairs and corridors shall be architecturally integrated into the building, utilizing proportions, style, and materials that are consistent with the rest of the building. *[Proposed new text.]*

Language was borrowed from Article 15 (Downtown Districts) of the Development Code.

8. Balconies

STANDARDS

- S1** Code Section 15-1104, Site Design Development Standards, the “Certainty Option” under Section 1105, Facade Design Development Standards, and applicable Overlay District regulations.
- S2** Balconies shall be no less than 5 feet in depth and shall not extend more than 3 feet in front of the adjacent facade, except for decorative “Juliet” balconies which have no minimum depth. If the balcony would project into a public right-of-way, the Review Authority can make a determination as to whether an encroachment permit will be granted prior to project application. *[Recommended by consultant. Subject to Department of Public Works review.]*

Note that Base District standards address all forms of open space design (private and common), and have not been covered by this document.

GUIDELINES

- G1** Balconies should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building. *[Proposed new text.]*

Language was borrowed from Article 15 (Downtown Districts) of the Development Code.

9. Awnings and Canopies

STANDARDS

- S1** Code Section 15-1104, Site Design Development Standards, the “Certainty Option” under Section 1105, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Ground-floor entrances adjacent to front property lines shall be sheltered from above by an exterior awning and/or rigid canopy, which extends horizontally at least three (3) feet from the front façade. The bottom of awnings and canopies shall be at least 8 feet above finished grade. If the awning or canopy could project into a public right-of-way, the Review Authority can make a determination as to whether an encroachment permit will be granted prior to project application, and this requirements shall not apply where an encroachment permit would be required but is denied. *[Recommended by consultant. Subject to Department of Public Works review.]*
- S3** Street-level awnings and rigid canopies may extend horizontally over multiple windows but not beyond each window and entry assemblage framed by columns, piers, or pilasters, as required under Facade Articulation. *[Original TDDG text.]*

GUIDELINES

- G1** The use of window canopies and awnings is encouraged on both street-level floors and upper-floors. *[Original text.]*
- G2** Awnings should be constructed out of canvas or other similar materials. *[Original TDDG text.]*
- G3** Awnings should be of a traditional, triangular profile shape, as opposed to square or rectangle. *[Original TDDG text.]*
- G4** Retractable awnings are strongly encouraged. *[Original TDDG text.]*
- G5** Upper-floor awnings and other canopies should be located directly over the windows and should be the same width as the window. *[Original TDDG text.]*
- G6** Street-level awnings and canopies should leave 8 feet of vertical clearance over the sidewalk, and should not interfere with street trees, streetlights, or traffic. *[Original text.]*

10. Accessory Building Design

STANDARDS

- S1** Code Section 15-2004, Accessory Buildings and Structures, and Section 15-2754, Second Dwelling Units, Backyard Cottages, and Accessory Living Quarters, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Garages and carports shall have the same roof type and pitch, exterior cladding, attic vents, and window proportion and trim, as the primary building. *[Original TDDG text.]*

GUIDELINES

- G1** Accessory buildings should be located behind the main building. If visible from the street, accessory buildings should architecturally resemble the primary building architecturally. *[Original TDDG text.]*
- G2** Garages and carports should carry on the same architectural style (as defined in RS District Section E.1 Architectural Styles). *[Original TDDG text.]*

F. Additional Standards and Guidelines

1. Fencing

STANDARDS

- S1** Fencing standards shall be as required by Section 15-2006, Fences, Walls, and Hedges, except that chain link fencing shall be prohibited throughout the Tower District. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** There are no fencing guidelines.

2. Security

STANDARDS

- S1** Security standards shall be as required by the Base District and Article 20 of the Development Code. *[Code referenced for completeness and consistency.]*
- S2** Security bars and roll down security doors are prohibited on the outside of windows and doors which face a street, public plaza, or park. Retractable security bars or gates may be used if located in an interior space. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** There are no guidelines for security features.

3. Screening of Mechanical Equipment

STANDARDS

- S1** Screening of ground-mounted mechanical equipment standards shall be as required by Article 20, General Site Regulations, of the Development Code. *[Code referenced for completeness and consistency.]*
- S2** Elevator penthouses, HVAC units and other roof-mounted equipment shall be screened by a parapet wall that is as high as the equipment or entirely within the roof. Parapet wall materials shall be consistent with materials used for the rest of the façade. *[Adapted from original TDDG text.]*

GUIDELINES

- G1** Parapets and roofs used to screen mechanical equipment shall be integrated within and match the architectural style of the building. *[Adapted from original TDDG text.]*
- G2** The visual impacts of trash enclosures, storage areas, loading areas, and utility boxes should be visually buffered. *[Adapted from original TDDG text.]*

4. Outdoor Lighting and Illumination

STANDARDS

- S1** On-site lighting standards shall be as required by Section 15-2015, Outdoor Lighting and Illumination. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Lighting fixtures should complement the architectural style of the primary structure. Industrial style lighting, such as flood lighting or fluorescent lighting, is not appropriate. *[Original TDDG text.]*
- G2** Lighting, other than parking lot lighting, should be permanently fixed to the structure. *[Original TDDG text.]*

5. Outdoor Dining

a. Sidewalk Dining

STANDARDS

- S1** Sidewalk dining standards within public rights-of-way shall be as required by Section 15-2744 Outdoor Dining and Patio Area. *[Code referenced for completeness and consistency.]*
- S2** Outdoor dining areas within public rights-of-way shall not obstruct a continuous path of pedestrian travel that is at least 5 feet in width. *[Proposed alteration of original TDDG text.]*
- S3** Before dining on a public sidewalk is allowed, an encroachment permit from the city Public Works Department must be obtained to establish sidewalk dining within public rights-of-way. *[Original TDDG text. To be reviewed by City Departments.]*
- S4** If alcohol is to be served, outdoor dining areas within the public right-of-way require enclosure by metal fencing. *[Alteration of original text. To be reviewed by City Departments.]*

GUIDELINES

- G1** Sidewalks may be used for dining areas by adjacent businesses provided there is sufficient width. Dining tables and chairs may be located either in the outer furniture area or inner furniture area. No dining may take place in the central walkway area of the sidewalk. *[Original TDDG text.]*

- G2** The central walkway area of the sidewalk should occupy at least 50% of the sidewalk width, and should not be less than 5 feet wide. The central walkway should be free and clear of all objects. *[Original TDDG text.]*
- G3** The outer furniture area should occupy no more than 40% of the sidewalk width, provided there is sufficient walkway area. *[Original TDDG text.]*
- G4** The inner furniture area should occupy no more than 20% of the sidewalk width, provided there is sufficient walkway area. Sidewalks narrower than 8 feet should not have an inner furniture area. *[Original TDDG text.]*
- G5** Walls and fences used to enclose outdoor dining areas should be compatible with the architecture of the building. *[Original TDDG text.]*

b. Recessed Patios

STANDARDS

- S1** Recessed patio standards shall be as required by Section 15-2744 Outdoor Dining and Patio Areas. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Recessed patios are allowed but should only be used when sidewalk dining or rear patio dining is not possible. *[Original TDDG text.]*
- G2** Recessed patios should not be more than 10 feet deep. *[Original TDDG text.]*
- G3** A solid wall three to four feet in height should enclose recessed patios. Walls should be an extension of the building and consist of the same materials. *[Original TDDG text.]*

6. Signs

a. General Sign Standards and Guidelines

STANDARDS

- S1** General sign standards shall be as required per Article 26 of the Development Code, except that pole signs and monument signs shall be prohibited throughout the Tower District. *[Code referenced for completeness and consistency. Prohibition of pole signs proposed by consultant.]*
- S2** Signage shall not cover windows, grillwork, pilasters, cornices, and ornamental features. *[Adapted from original TDDG text.]*
- S3** The following sign standards apply except when Article 26 of the Development Code standards are more restrictive:
 - a. No individual sign shall exceed 100 square feet in area, inclusive of window signs and awning signs.

Recommend keeping original “Sign Types” Informational sidebar.

- b. The total area of all signs for each building facade shall not exceed 10% of each façade area of the building.
- c. For buildings with multiple tenants, a master sign program shall be submitted and approved prior to sign installation.

S4 All electrical conduit shall be concealed from public view.

GUIDELINES

G1 Signage should be architecturally integrated with the building's design and should not obscure architectural features of the building. Signs should be mounted in locations that respect the design of a building. *[Original TDDG text.]*

G2 Signs should adhere to the following guidelines:

- a. Internally illuminated “can” signs are inappropriate and are discouraged.
- b. Painted wall signs should be designed and applied by a professional and should be of high quality.
- c. Signs should be constructed of high quality materials that are appropriate to a pedestrian environment, such as wood, metal or neon.
- d. Signs should have individual raised lettering and should be externally illuminated.
- e. The sign's content should be limited to the business name or logo.

G3 Wall signs are the preferred sign type for indicating the name and nature of a business located within a retail storefront. *[All original TDDG text below.]*

- a. Storefront fasciae and friezes are the most appropriate locations for wall signs.
- b. Wall signs on fasciae, friezes, lintels, piers, spandrels, and other areas should be sized to fit within these surfaces and not extend beyond them.
- c. Wall signs should be centered over the corresponding storefront entrance. If a large store spans multiple bays, the wall sign may be centered over the whole frontage occupied by the store.
- d. No wall signs should be located within the storefront pier except for barbershop poles, restaurant menus, and upper-floor tenant directories.

c. Window Signs

STANDARDS

S1 Window sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for consistency.]*

S2 Total coverage of signs on the exterior or interior of ground-floor windows shall not exceed

20 percent of the total ground-floor window area of each of each building. *[Adapted from original TDDG text.]*

GUIDELINES

G3 Window signs should not contain product advertising. *[Original TDDG text.]*

d. Awning Signs

STANDARDS

S1 Awning sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for completeness and consistency.]*

S2 Lettering on awnings shall be no higher than 10 inches. *[Original TDDG text.]*

GUIDELINES

G1 Signage on the awning should be located on the valence, but not the angled portion of the awning. *[Original TDDG text.]*

e. Projecting Signs and Under-Awning Signs

STANDARDS

S1 Projecting and under-awning sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for completeness and consistency.]*

S2 Projecting signs and under-awning signs shall be limited to one per commercial tenant per building frontage. *[Original TDDG text.]*

S3 Faces of multiple double sided signs shall be parallel along each building frontage. *[Original TDDG text.]*

S4 Projecting signs and under-awning signs shall not project more than four feet beyond the property line and shall not encroach within three feet of a curb. If the awning or canopy would project into a public right-of-way, the Review Authority can make a determination as to whether an encroachment permit will be granted prior to project application. *[Modified original TDDG text. Subject to Department of Public Works review.]*

GUIDELINES

G1 Projecting signs and under-awning signs are encouraged. *[Original TDDG text.]*

G2 Projecting signs may be mounted directly to the building façade, typically on a pier or fascia. *[Original TDDG text.]*

G3 Projecting signs should be horizontal and pedestrian-oriented in nature, and should not extend vertically beyond the roofline (one story buildings) or storefront cornice (multi-story buildings). *[Original TDDG text.]*

f. Marquee Signs

STANDARDS

- S1** Marquee sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for completeness and consistency.]*
- S2** Marquee signs shall be limited to one per building, and be limited to cinemas and live performance theaters. *[Adapted from original TDDG text.]*

GUIDELINES

- G1** Animated and changeable message signs or marquee signs used for product advertisement are not encouraged. *[Original TDDG text.]*
- G2** Marquee signs should not be counted toward the total sign area permitted, but their size should be limited based on functional and aesthetic concerns as determined by the applicable review authority. *[Original TDDG text.]*

g. Vertical Blade Signs

STANDARDS

- S1** Vertical blade sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for consistency.]*
- S2** Vertical blade signs shall be limited to hotels, cinemas, and live theaters only, and shall be limited to one per building. *[Original TDDG text.]*
- S3** Vertical blade signs should not extend below a cornice located just above the ground floor and should not extend more than 10 feet above the roof line. *[Original TDDG text.]*
- S4** Vertical blade signs shall not project more than six feet beyond the property line, and shall not encroach within three feet of the curb. *[Original TDDG text.]*

GUIDELINES

- G1** Vertical blade signs should not obscure upper-floor windows, and should be mounted directly to a solid pier or pediment area between windows. *[Original TDDG text.]*

h. Roof Signs

STANDARDS

- S1** Roof sign standards shall be permitted, consistent with the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for completeness and consistency.]*
- S2** Roof signs shall comply with the following design standards.

- a) There shall be no more than 1 roof sign per building. *[From original TDDG text.]*
- b) Roof signs shall have a maximum area of 300 square feet. *[From original TDDG text.]*
- c) Roof signs shall have a maximum height of 10 feet. *[From original TDDG text.]*
- d) No roof sign shall cover, wholly or partially, any wall opening. *From TDDG text.]*
- e) If illuminated, Roof Signs shall be only illuminated by one of the following methods:
 - i. External Illumination. Externally illuminated with concealed flood lighting.
 - ii. Exposed Neon. Individual letters may be internally illuminated with exposed neon tubes or a similar light source, but shall not have a translucent panel, lens, or face.
 - iii. Halo. The illumination of a sign by projecting light behind an opaque letter or emblem, which results in the appearance of ring of light around the unilluminated letter or emblem. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** There are no roof sign guidelines.

i. Freestanding Signs

STANDARDS

- S1** Freestanding sign standards shall be as required by the Base District, applicable Overlay District, and Article 26 of the Development Code. *[Code referenced for consistency.]*
- S2** Pole signs and monument signs are prohibited throughout the Tower District. *[Adapted from original TDDG but with full prohibition on monument signs even next to buildings where they pre-exist.]*

GUIDELINES

- G1** Freestanding signs are more appropriate to highway commercial areas, not walkable traditional neighborhoods. No new freestanding signs should be allowed.