

TOWER DISTRICT DESIGN STANDARDS AND GUIDELINES - TDIC DRAFT - APRIL 11, 2025

I. Introduction

The Tower District is a special place within the City of Fresno, with a long history and distinctive architecture and urban form. While much of Fresno was designed around the automobile, the neighborhoods of the Tower District were originally designed around public transit and pedestrians, which makes them unique compared to areas that were built later with the automobile as their central focus. While it is special and unique, the Tower District is not a museum exhibit preserved in amber, nor should it be. It is a dynamic, living neighborhood where new growth and development are welcome. Indeed, the Tower District stands to benefit from the creation of new homes, businesses, and amenities. However, since architecture and urban form of the Tower District are so distinct from other parts of Fresno, design guidance is needed to help maintain its unique character. Growth and evolution are welcomed, but change cannot come at the loss of the Tower District's distinctive walkable, human-scaled, and occasionally quirky character.

This updated Design Guidelines document is built upon historic development patterns, the Citywide Development Code, the original Design Guidelines, and the updated Specific Plan, in order to guide development projects to make positive contributions to the Tower District's uniqueness, beauty, and walkability. This document is intended to preserve the essence of the Tower District while facilitating compatible infill development. This introductory section will provide an explanation of how and why this document was created, how it is organized, and how it is implemented in conjunction with the Citywide Development Code to regulate land use and development within the Tower District Specific Plan Area. The following three sections will then provide regulations for different types of properties within the Tower District, based on their zoning designations.

A. History of the Tower District

The Tower District began to develop in the early part of the 20th century as one of Fresno's first suburbs. George and Rosanna Wilson purchased 400 acres of vineyards in what would become the center of the Tower District around 1890. They established their home there (at the eventual location of the Chicken Pie Shop) and began making plans to build housing to accommodate Fresno's booming population growth. While they initially struggled to attract development to their estate, this dream became possible when the first streetcar line reached the area via Forthcamp Avenue (later renamed Fulton Street) in 1909. The Wilsons named the main north-south road through the burgeoning neighborhood Wishon, in an effort to entice local business magnate A.G. Wishon to build his home on Block 5 of their new subdivision, which is now the site of the Tower Theater. This was intended to give prestige to the area. Wishon initially agreed to do so but eventually built his home on Huntington Boulevard instead. George was successful, however, in convincing him to extend his streetcar lines further into their land holdings, which would end up being far more valuable to the area's development.

In 1915 George Wilson died and Rosanna, who actually owned the land and who had been the driving force behind the development of the neighborhood, took full control of the project. Development activity accelerated rapidly, and other developers began to develop their land in the area as well. While the initial construction projects were single-family homes, by the 1920s, apartment houses began appearing, and commercial clusters developed in several areas, such as Weldon and Echo Avenues near Fresno High School, Van Ness Village at Van Ness and Floradora Avenues, Fulton Street south of Olive Avenue, and most significantly, along Olive Avenue. In 1939 the Tower Theater opened; it was the first theater outside of Downtown and it generated much excitement. By the early 1940s, home listings in the area began boasting of their location in the Tower Theater

Graphics will be inserted after revisions to narrative are made following TDIC review.

Introduction revised to bring it up to date and for better flow.

Parts A through E of the original Tower District Design Guidelines (TDDG) have been re-ordered for better flow.

District, permanently linking the neighborhood's identity to its new landmark. Rosanna Cooper Wilson lived until 1947 and was able to see her dreams of creating a thriving neighborhood come to fruition.

During the decades after World War II, conventions in development and neighborhood design changed dramatically. Emphasis shifted from the streetcar and the pedestrian to the automobile. While the area was fully developed by the time this shift took place, suburban-style infill development occurred in the Tower District area that damaged its original character. The City of Fresno also engaged in a road widening campaign, turning narrow local serving residential streets such as Shields, Clinton, McKinley, and Palm Avenues, into wide suburban-style arterial roads, leaving homes that formerly had spacious front yards just feet from fast-moving traffic. But while the Tower District suffered some poor development and neglect of older structures, its urban fabric remained mostly intact as compared to other inner-city neighborhoods in Fresno.

In the late 1980s, Tower District residents became increasingly active in protecting the future of their neighborhood. This began as community members grieved the demolition of a historic building and opposed an incompatible building in the area, which led to the development of the 1991 Tower District Specific Plan. One of the outcomes of the Plan was the creation of a Design Review Committee, which has been operating since the Plan was adopted. The strong activism of neighborhood residents continues to this day.

In the 1990s America experienced an urban renaissance. Downtowns in many cities gained population for the first time since the 1940s and people began to value traditional architecture and walkable neighborhood design again. The New Urbanism movement, which advocated a return to traditional town planning, swept the city planning profession. Older, formerly disinvested neighborhoods became popular again as many people sought walkability, historic architecture, locally owned businesses, and arts and culture. The Tower District was well-positioned to ride this national trend by providing an alternative to the strip malls and chain stores of other areas. It had already taken the mantle of Fresno's center of arts and culture thanks to the launch of the Wild Blue nightclub in 1974, Roger Rocka's Music Hall in 1978, the Tower Theater's restoration and new focus on the performing arts in 1988 and Butterfield's Brewing in 1989. Shops and restaurants in the area began to thrive, and homes and apartment houses began to receive facelifts. The area began to host citywide special events and blossomed into an important cultural center of the metropolitan area.

While the 1991 Tower District Specific Plan provided a strong policy framework for positive development in the Tower District, the old suburban-oriented zoning of the 1960s remained in effect and the area was still vulnerable to incompatible automobile-oriented projects. Driven by these concerns, local residents worked with the City of Fresno to create the Tower District Design Guidelines, which were adopted as an amendment to the Specific Plan in 2005 to clarify and strengthen the community's vision for appropriate development. In 2015 the City of Fresno repealed the old 1960s zoning ordinance and adopted the Citywide Development Code in its place. This new set of land use regulations was a major departure from the old code and aligned much more closely with the Specific Plan and Design Guidelines by placing a greater emphasis on walkability and by allowing mixed-use development without a lengthy project approval process.

These Design Standards and Guidelines are based upon an updated Tower District Specific Plan. The updated Plan incorporates lessons learned with the 1991 Plan and nationwide best practices. It encourages the continued revitalization of the Tower District and preservation of its unique sense of place. The updated Plan emphasizes replacing vacant and aging strip commercial properties with infill development that enhances the Tower District's pedestrian-friendly character while adding vitality and new housing.

New paragraph added here to bring history up to date.

B. The Vision for the Tower District

The vision for the future of the Tower District has three essential elements. *[Original TDDG text except as noted.]*

First, the historic character of the neighborhood must be retained. For decades, pressures have been mounting to remove historic structures, widen roads, and convert the area into something that resembles a contemporary suburb. This is not acceptable to the residents of the area.

Second, the residents of the Tower District envision it growing and evolving into an area that has more vitality, more street life, more goods and services, more comfortable public spaces, and more beautiful architecture. The Tower District has always been—and should continue to be—a little different from the rest of Fresno.

Finally, the Tower District should remain walkable and where that walkability has been eroded, it should be restored and enhanced to the greatest extent possible.

The origin of this vision is articulated in design principles embodied within the Tower District Specific Plan:

1. Conserve and enhance existing residential neighborhoods.
2. Respect and further enhance the historic character of the Tower District as a place not dominated by the automobile.
3. Conserve and revitalize the Tower District’s historic and architectural resources
4. Require that new housing respect the character of existing housing stock. *[Specific Plan update.]*
5. Promote mixed-use development along commercial corridors. *[Specific Plan update.]*
6. Enable development of well-designed “missing middle” housing. *[Specific Plan update.]*
7. Streamline residential project review through the adoption of objective development standards. *[Specific Plan update.]*
8. Encourage appropriate mixed-use and multifamily development by reducing obstacles to feasibility of potential development projects. *[Specific Plan update.]*
9. Emphasize placemaking in Tower District. *[Specific Plan update.]*

C. Purposes of These Design Standards and Guidelines *[Original TDDG text.]*

These Design Standards and Guidelines implement the updated Tower District Specific Plan, and are based in large part on the original Tower District Design Guidelines that were adopted in 2011. The purposes of the original 2011 Design Guidelines remain relevant:

1. To assist property owners and developers by clearly describing what is expected of projects in the Tower District Specific Plan Area, thus minimizing delay and uncertainty.
2. To assist City and community review authorities by guiding development to ensure that new projects enhance the established character of the area and increase their viability.
3. To assist the City and community review authorities by making it clear to developers and property owners what is expected of them from new development and the remodeling of existing buildings.

Paragraph adapted from Introduction to General Neighborhood chapter in original TDDG.

#1-3 from original TDDG.

#4-9 from Tower District Specific Plan update.

First part of purposes from original TDDG. Second part brings purposes up to date.

4. To maintain the integrity and further the implementation of contained in the goals, objectives, and policies of the Tower District Specific Plan.

These Design Standards and Guidelines also address needs, considerations, and practices, which have emerged since adoption of the 1991 Design Guidelines. These additional purposes include:

5. Incorporate best practices for urban design and architecture that have emerged as practices have been applied and tested, and as innovation has occurred.
6. Account for the State of California legislation that limit local government discretion in the review and approval of housing projects by emphasizing clarity, fairness, and timeliness. Specifically, anticipate applications for qualifying housing projects, for which State law limits review to established “objective standards” that “involve no personal or subjective judgement ... and are uniformly verifiable by reference to an external and uniform benchmark ...”.
7. Support implementation of the City’s Housing Element and housing production by avoiding development standards that could make the maximum allowable density (as stated in the Development Code) physically or financially infeasible.
8. Emphasize development compatibility with Tower District’s unique sense of place through the use of objective standards for essential design attributes and continued use of design guidelines where flexibility in interpretation is needed.

D. Applicability

This document applies to properties within the Tower District Specific Plan Area (Tower District) as identified in the map on Page X. Development projects proposed in the Tower District Specific Plan Area will be subject to regulations within the Development Code and this document. Projects shall conform to the requirements of the underlying zoning district, all applicable overlay districts, and all other Articles within the Development Code.. In the event of a conflict between regulations in the Development Code and regulations on the same subject in this document, this document shall prevail per Priority of Plans in Section 15-104-B-4-a of the Development Code. *[Original TDDG text.]*

The specific standards and guidelines within this document apply to Tower District zoning designations, per the table on Page X. Properties in Employment Districts are not subject to these Guidelines but subject to review by the Tower District Design Review Committee. The zoning designation of a property can be identified at <https://www.fresno.gov/wp-content/uploads/2023/08/OfficialZoningMap2023.pdf>. *[Proposed new text from consultant.]*

Additions made to clarify relationship between this document and the Development Code, and to link standards to zoning designations, affordable housing and other State streamlining projects, etc.

"Map X" will be added and will describe Specific Plan area.

Amendments to Development Code that are under consideration could change terminology from “single-family” and “multi-family” to “single-unit” and “multi-unit.” This change will be made if adopted.

ZONING DESIGNATION	APPLICABLE SECTION
Residential Single-Family Districts (RS-1, RS-2, RS-3, RS-4, or RS-5)	Section II. Residential Single-Family Districts
Residential Multi-Family Districts (RM-1, RM-2, RM-3, or RM-MH)	Section III. Residential Multi-Family Districts
Mixed Use Districts (NMX, CMX, or RMX)	Section IV. Mixed-Use and Commercial Districts
Commercial Districts (CMS, CC, CR, CG, CH, or CRC)	Section IV. Mixed-Use and Commercial Districts
All Other Districts	Not Applicable

Subareas within the Tower District are also regulated by the Apartment House Overlay (AHO) zoning designation, which allows multifamily development without ground-floor commercial where it would otherwise be required, along with other AHO requirements.

E. How to Use This Document

1. Relationship to the Development Code *[Proposed new text.]*

The Citywide Development Code (Chapter 15 of Fresno’s Municipal Code) is the central repository of land use and development regulations for the City of Fresno. The Development Code should be consulted first when considering development project applications for anywhere within the City of Fresno, including the Tower District. The Tower District Design Standards and Guidelines document should be seen as a supplement to the Development Code, which builds on the Code’s framework while carrying forth a more detailed vision for development in Tower District .

This document is organized to match the structure of and terminology in the Development Code, as much as possible, to facilitate easy application of both documents to a particular project proposal. When a particular subject is not addressed in this document, the Development Code’s regulations shall apply. At the same time, if standards in other parts of the Development Code are inconsistent with this document, then standards in this document shall apply.

2. Standards vs. Guidelines *[Proposed new text.]*

Development regulations established in this document are divided into two types, Standards and Guidelines.

"How to Use These Guidelines" was changed to "How to Use This Document" to reflect addition of objective standards.

Parts 1-2 are recommended to further clarify the relationship of the new Standards and Guidelines document to the Development Code and project approval process. (Additions are In Italics.)

Parts 3-5 are unaltered from 2004 Design Guidelines

Standards address those aspects of development that are essential to achieve the Purposes of These Design Standards and Guidelines as described above, which include implementation of the goals, objectives, and policies of the Tower District Specific Plan. Conformance with Standards is mandatory. Standards are indicated with the heading “STANDARDS” and the verb “shall” to indicate definitive expectations.

Guidelines provide guidance for new development, and are often related to district character or design details. They are intended to direct building and site design in a way that results in the continuity of the unique character of the Tower District. Guidelines are written in subjective language which may require discretion to apply to a proposed project. Whereas conformance with the Standards is mandatory, conformance with the Guidelines is preferred and strongly recommended, but not mandatory. Although direct conformance with the Guidelines is the surest route to context-sensitive design and swift approval, developers are permitted to propose alternative design details if they are able to show that such details implement the objectives of the Tower District Specific Plan. Guidelines are indicated with the heading “GUIDELINES” and the verb “should” to indicate that the Guideline is not absolute.

Standards and Guidelines also distinguish objective benchmarks free from interpretation, as is required in streamlined review of qualifying housing projects by the State of California, free from discretionary decisions, from Guidelines that remain strongly encouraged but are not obligatory.

3. Development Application Review Procedures

[THIS SECTION TO BE DEVELOPED]

- a. **Application Procedures and Requirements.**
- b. **Standard Consideration with Ministerial and Discretionary Review.**
- c. **Streamlined Consideration with Ministerial Review.**
- d. **Appeals**
- e. **Historic Resources.**

II. Residential Single-Family Districts

A. Purpose

The Residential Single-Family standards and guidelines are intended to preserve the unique character of areas with RS zoning designations while facilitating compatible infill development. RS districts are the most common zoning designations in the Tower District, and they are predominantly developed with single-family residences, however, these areas also harmoniously accommodate small multifamily housing types such as bungalow courts, small multiplexes with up to 4 dwellings, and accessory dwelling units.

B. Uses

STANDARDS

- S1** Uses shall be permitted, conditionally permitted, or prohibited as set forth in Code Section 15-902, Use Regulations, and any applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** There are no Use guidelines.

C. Density and Massing

1. Lot Size

STANDARDS

- S1** Lot size standards shall be as required by Code Section 15-903, Density and Massing Development Standards and applicable Overlay District regulations, including Code Section 15-1609, Affordable Housing Overlay District. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Lots should generally be small to reinforce the walkable nature of the Tower District and should not exceed 0.5 acres in size. *[Proposed alteration of original TDDG text.]*
- G2** Lot width should be less than lot depth. *[Proposed alteration of original TDDG text.]*
- G3** Lots should not extend the entire depth of the block, fronting on 2 streets. Rather, lots should extend to mid-block. *[Proposed alteration of original TDDG text.]*

The new Purpose section includes text 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 standards, wherever possible for thoroughness and consistency.

Generic reference to "Overlay District" allows future flexibility, even though the only overlay district in effect currently is the Affordable Housing Overlay (AHO).

Section subheadings follow a similar structure as Base District zoning in the Development Code.

2. Building Height

STANDARDS

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

GUIDELINES

- G1** To maintain neighborhood scale, new buildings should not significantly exceed the height of adjacent structures. *[Proposed alteration of original TDDG text.]*

3. Setbacks

STANDARDS

- S1** Setback standards shall be as required by Code Section 15-903, Density and Massing Development Standards, and applicable Overlay District regulations, except as follows: *[Code referenced for completeness and consistency, with proposed alteration of original TDDG text for bullets below.]* Setback landscaping shall be subject to Code Article 23, Landscape.
- a. Front Setback. The front setback for new structures shall not be greater than 110 percent nor less than 90 percent of the average of the actual front setbacks of all residential structures on the blockface which were constructed prior to 1945. The following exceptions shall apply:
 - i. In no instance shall the front setback be less than 10 feet;
 - ii. In no instance shall the setback for a new structure be less than the setback of an adjacent structure which is a designated historic resource.
 - b. Side Setbacks for Primary Structures: Side setbacks shall be as required by the base and overlay districts, except that lots which have a width of less than 45 feet shall have a minimum required side setback of 0' if the other side is set back 12 feet or more to accommodate a driveway which provides access to a detached garage which is located in the rear of the lot, and no alley is available.
 - c. Side and Rear Setbacks for Detached Garages. Where 50 percent or more of the residential properties on a block have detached garages which encroach into the minimum side and/or rear setbacks, side and rear setbacks for new detached garages shall be as follows:
 - i. Minimum side setback: 0 feet;
 - ii. Minimum rear setback: 0 feet.
 - d. Where less than 50 percent of the residential properties on a block have detached garages which encroach into the minimum side and/or rear setbacks, side and rear setbacks for new detached garages shall be as follows:

Original TDDG front, side, and rear setbacks are merged into one section for better legibility.

- i. Minimum side setback: per base and overlay districts;
- ii. Minimum rear setback, no alley: 5 feet;
- iii. Minimum rear setback, with alley: 3 feet.

GUIDELINES

G1 Accessory buildings such as detached garages, accessory dwelling units, and storage sheds should be located to the rear of the property. *[Proposed alteration of original TDDG text.]*

Accessory building guideline relocated from Section III-I in the original TDDG to group it with similar subject matter.

D. Site Design

1. Building Arrangement

STANDARDS

S1 Building arrangement standards shall be as required by Code Section 15-903, Density and Massing Development Standards, Section 15-904, Site Design Development Standards, and Section 15-904, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

"Building Arrangement" section relocated from Section II-C in the original TDDG, to better align with Base District zoning.

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 that are accessible to the public should be highly visible and under casual surveillance by residents and passersby; spaces of a private nature should be inaccessible to unauthorized visitors. *[Proposed alteration of original TDDG text.]*

G4 Buildings should not be angled in orientation relative to the adjacent street right-of-way. Façades should be parallel to rights-of-way (i.e. facing the street). *[Original TDDG text.]*

2. Parking

a. Parking Access Location

STANDARDS

S1 Parking access 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.]*

Driveway location decisions are currently subject to City review, which would not be available if project applicants opt for ministerial streamlining.

Site access standard adapted from Downtown District standards.

Tandem parking allowed to improve financial feasibility of development.

Standard to remove driveways and guidelines for parking access are adapted from the original TDDG.

- S1** Driveways shall be located not less than 30 feet from the intersection of two public street rights-of-way when ministerial review is required by State law, and shall otherwise driveway location shall be determined by the City Engineer. *[Subject to Department of Public Works review.]*
- S2** On-site parking shall be accessed from an alley, if alley access is possible. *[Proposed alteration of original TDDG text.]*
- S3** On corner lots with no 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 provides the only opportunity for site access. *[Proposed new text adapted from Downtown Districts.]*

GUIDELINES

- G1** Because of the danger and inconvenience they present to pedestrians and wheelchair users, new drive approaches across the sidewalk should be limited. *[Alteration of original TDDG text.]*
- G2** The width of the drive approach and driveway should be no greater than 16 feet, except where the driveway serves as a designated fire lane. *[Alteration of original TDDG text.]*
- G3** If a lot is redeveloped, then abandoned driveways shall be removed. *[Proposed alteration of original TDDG text.]*

Development Code requires a minimum 20-foot width for fire lanes.

b. Parking Buffering

STANDARDS

- S1** Parking buffering and setback 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** Garages which are attached to the primary structure shall be set back no less than 10 feet from the façade of the primary structure. *[Proposed alteration of original TDDG text.]*
- S3** Carports (or portes-cochères) which are attached to the primary structure and which are visible from the street should be set back no less than 2 feet from the primary structure. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** It is preferred that garages be detached from the primary building and placed toward the rear of the lot to limit visibility from the public street. *[Proposed alteration of TDDG text.]*

c. Parking Design

STANDARDS

- S1** Parking design standards shall be as required by Code Section 15-904, Site Design

Note that Base District and Article 24 have numerous parking design standards, which are not fully reflected in this document.

Development Standards, applicable overlay district standards, and Article 24, Parking and Loading. *[Code referenced for completeness and consistency.]*

- S2** Temporary carports, consisting of canvas or steel pipe, are prohibited. *[Original TDDG text.]*

GUIDELINES

- G1** Garages and carports/portes-cochères should maintain the same architectural style of the residence. Design elements such as roof pitch, cladding materials, attic vents, and windows should match that of the residence. *[Proposed alteration of original TDDG text.]*
- G2** For lots with access from a street, ribbon driveways (or Hollywood Drives) are preferred over solid concrete driveways. A ribbon driveway consists of two concrete strips with lawn or other landscaping in the center. *[Proposed alteration of original TDDG text.]*
- G3** When a two-car garage is proposed, in the case of an exceptionally wide lot or from a side street, landscape materials are encouraged to soften the increased amount of cement. A dual ribbon driveway or landscaping in the middle of the two drives would be appropriate. *[Original TDDG text.]*

3. Pedestrian Access and Street Frontage

STANDARDS

- S1** Pedestrian access and street frontage standards shall be as required Code Section 15-904, Site Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** If the building is set back from the sidewalk, a paved path no less than five feet in width shall be provided from the sidewalk to each building entrance. *[Proposed new text adapted from Development Code.]*
- S3** Direct entrances shall be provided into all individual ground-floor dwelling units that are adjacent to a public street. *[Proposed new text adapted from Development Code.]*

Adapted from NR Overlay.

GUIDELINES

- G1** There are no Pedestrian Access guidelines.

4. Blocks, Streets, and Alleys

a. Roadway Design

STANDARDS

- S1** New roadways shall be designed as determined by the General Plan Circulation Element, the Development Code, including 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 text adapted from Development*

Code.]

- S2** 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 Code Section 13-110. *[Code referenced for completeness and consistency.]*

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 adapted from Development Code.]*
- 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 Craftsman-style gateways should be maintained and protected. *[Original TDDG text.]*
- G4** Every effort should be made to maintain the historical lighting where it exists, such as the pineapple lights of Van Ness Avenue. *[Original TDDG text.]*

b. Sidewalks

STANDARDS

- S1** Sidewalks in public rights-of-way shall conform to standards provided by the City Engineer.
- S2** For new development on an existing street, the existing sidewalk and park strip pattern shall be maintained. *[Proposed new text adapted from Development Code.]*
- S3** For new development along a new street, the following sidewalk standards shall apply:
 - a) Each side of the street shall have a sidewalk and park strip.
 - b) Sidewalks shall be no less than 5 feet wide.
 - c) A park strip (an unpaved area for landscaping) shall be located between the sidewalk and the curb. The park strip shall be no less than 6 feet wide. All required street trees shall be planted in the park strip. *[Proposed new text adapted from NR Overlay.]*
- S4** Hedges, shrubs, and trees planted in front yards, street-facing side yards, or park strips shall be pruned and maintained in a manner which keeps the entire width of the adjacent sidewalk free and clear of obstructions, from the paved surface to a height of no less than 7 feet. *[Proposed new text from consultant.]*

GUIDELINES

- G1** Park strips should be landscaped in a manner complimentary to the adjacent front yard with materials such as lawn, groundcover, or decomposed granite. *[Proposed new text.]*
- G2** Tall, dense shrubs and hedges which impede access to vehicles which are parked on the street should not be planted in park strips. *[Proposed new text from consultant.]*

c. Street Connectivity and Block Length

STANDARD

- S1** Existing streets shall not be vacated or abandoned. *[Proposed new text from consultant.]*
- 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.]*

Street connectivity and block length issues are related and have been consolidated for better flow.

GUIDELINES

- G1** The existing grid should be maintained and enhanced whenever possible. *[Proposed alteration to original TDDG text.]*
- G2** Paths accessible to the public should be used to make pedestrian routes more direct, when streets that include vehicles are not possible. *[Proposed new text from consultant.]*

d. Alleys

STANDARDS

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

GUIDELINES

- G1** Alleys are encouraged in the Tower District because they support and reinforce neighborhood walkability, by providing vehicular access to multiple parcels within the interior of a block, while minimizing the number of vehicular driveways that cross pedestrian sidewalks. *[Proposed alteration to original TDDG text.]*

E. Façade Design

1. Architectural Style

a. General

STANDARDS

- S1** Buildings shall be expressed with architectural styles consistent with Code Section 15-905, Façade Design Development Standards. *[Code referenced for completeness and consistency.]*
- S2** Materials used in renovations of and additions to existing buildings shall be consistent with original materials. *[Adapted from original TDDG text.]*
- S3** Garages and carports shall carry on the same architectural style and have the same roof pitch, exterior cladding, attic vents, and window proportion and trim, as the principal building. *[Adapted from original TDDG text.]*
- S4** If the project approval process is ministerial with no opportunity to require architectural modifications as part of City design review procedures, then new buildings shall use a historical style described in this section, and shall comply with the selected style’s design standards. *[Proposed new text from consultant.]*

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 the use of similar massing, materials, roof type, architectural style, or some other technique. *[Original TDDG text.]*
- G2** 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 TDDG text.]*
- G3** Materials used in renovations of, and additions to, existing buildings should be consistent with the original materials. For example, stucco should not be used in place of the clapboard siding on a Craftsman. *[Original TDDG text.]*
- G4** Special attention must 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, and creativity and architectural diversity are encouraged. *[Alteration of original TDDG text.]*
- G5** Additions, alternations, and modifications to structures constructed before 1960 should comply with the style-based standards and guidelines below which correspond to their structure, as determined by Planning and Development Department and Historic Preservation Commission. If it is determined that the structure does not match any of the styles listed below, then the style-based standards and guidelines should not apply. For a

Section name changed from "Architectural Design" to "Architectural Style."

This general standard is for projects that are not subject to binding design review, as is the case for qualifying housing projects under State law. For projects subject to design review, the design review body would have latitude to deviate from rigid adherence to the style standards.

more complete understanding of architectural style as it applies to a particular site, applicants are encouraged to consult with the City of Fresno Planning and Development Department 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.]

b. Neo-Classical

Neo-Classical is an umbrella term that includes a variety of styles deriving from Greco-Roman classical architecture, including Colonial Revival, Georgian, Greek Revival, Italianate, and Classical Revival *[Proposed alteration of original TDDG text.]* Neo-Classical styles are generally characterized by a tripartite vertical organization of building base, middle, and top, and horizontal composition of elements that are regularly spaced. Many Neo-Classical buildings make references to the architecture of ancient Greece and Rome, such as with the use of columns beneath pitched roofs and pediments.

STANDARDS

- S1** Cladding Materials. Additions or alterations to existing Neo-Classical structures shall match the original cladding materials and finishes. For new structures, cladding shall consist of brick, clapboard, or stucco. Stucco finishes shall be smooth or lightly textured types, such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish; and modern deeply-textured stucco finishes such as Knockdown Dash, Lace, or Arizona are not permitted. Stacked stone and simulated stone are shall not be used in additions, alterations, or new construction. *[Proposed alteration of original TDDG text.]*
- S2** Roofing Materials. Additions or alterations to existing Neo-Classical structures shall use roof materials that match the original roofing materials. For new structures, roofs shall consist of wood shake shingles (real or simulated), ribbed tin, or standing-seam metal. For existing and new structures, composite shingles shall be an acceptable substitution for wood shake shingles. *[Proposed alteration of original TDDG text.]*
- S3** Other Features. Columns and colonnades, pedimented doors and gables, classical columns, porticos, ornamented cornices, balustrades, are common architectural features of structures in Neo-Classical styles, and shall not be removed from existing structures or shall be restored to their original appearances. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** *New buildings using* Neo-Classical styles should use a tripartite vertical organization of building base, middle, and top. *[[Proposed new text from consultant to address Neo-Classical composition.]*
- G2** The horizontal composition of Neo-Classical buildings should be characterized by repeating rhythms, such as regularly spaced windows. A horizontal belt course, change in material, or material change in plane should accentuate the boundaries between base, middle, and top. *[Proposed new text from consultant.]*

Proposed new text added to describe organizing principles behind each style.

- G3** Building entrances of Neo-Classical buildings should be accentuated by large porches or articulated vestibules, which may be shared by adjacent dwellings. *[Proposed new text.]*
- G4** Where possible, evenly space and/or create symmetrical arrangements of windows, columns, pediments, and other architectural elements. *[Proposed new text from consultant.]*
- G5** New neo-classical buildings should incorporate columns and colonnades, pedimented doors and gables, classical columns, porticos, ornamented cornices, and/or balustrades. *[Proposed alteration of original TDDG text.]*

c. Mediterranean

Mediterranean is an umbrella term that includes Italian Renaissance, Mission, Spanish Eclectic, and Monterey, and influenced by vernacular architecture of Spain, Portugal, Italy, and southern France. *[Proposed alteration of original TDDG text.]* Mediterranean style has features that respond to the arid and often hot climate of these places, such as deep openings and eaves for shade, and adobe or masonry walls for the cooling effect of thermal mass.

New text added to TDDG descriptions to explain organizing principles behind each style.

STANDARDS

- S1** Cladding Materials. Additions or alterations to existing Mediterranean structures shall have cladding materials and finishes that match the original cladding materials and finishes. For new structures, cladding shall consist of stucco. Stucco finishes shall be smooth or lightly textured types, such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish; and modern heavily-textured stucco finishes, such as Knockdown Dash, Lace, or Arizona shall not be used. Stacked stone and simulated stone shall not be used in additions, alterations, or new construction using the Mediterranean style. *[Proposed alteration of original TDDG text.]*
- S2** Roofing Materials. Additions or alterations to existing Mediterranean structures shall use roofing materials that match the original roofing materials. For new structures, roofs shall consist of red ceramic tiles such as straight barrel mission tile, tapered mission tile, Spanish tile, or American Spanish tile. *[Proposed alteration of original TDDG text.]*
- S3** Other Features. Quatrefoil windows, shaped parapets, and arched entry porches are common architectural features of structures in Mediterranean styles, and shall not be removed from existing Mediterranean structures or shall be restored to their original appearance. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** The facade composition of Mediterranean-styled buildings should emphasize a wide expanse of cladding material in a single plane, which is interrupted by subtractive elements (like deeply recessed windows, loggias and passages), and additive elements (like bay windows, balconies, and eaves). *[Proposed new text from consultant.]*
- G2** New Mediterranean buildings should incorporate quatrefoil windows, shaped parapets, and/or arched entry porches. *[Proposed alteration of original TDDG text.]*

d. Tudor

Tudor is an umbrella term that includes , Tudor and Norman revivals, which are derived from medieval vernacular architecture of England, France, Scandinavia, and Germany. *[Proposed alteration of original TDDG text.]* Tudor style has features that reflect a building’s response to the wet and often cold climate of these places, such as roofs that slope steeply to shed snow. These places also had access to forests resulting in wood timber construction infilled by insulating fiber water-proofed with plaster – and the half-timbered facade that often characterizes this style. Buildings in the Tudor and Norman Revival styles also play with architectural elements associated with northern Europe in medieval times, such as decorative shields and towers. *[Proposed new text from consultant.]*

STANDARDS

- S1** Cladding Materials. Additions or alterations to existing Tudor structures should match the original cladding materials and finishes. For new structures, cladding shall consist of stucco, brick, or stone. For new construction, stucco finishes shall be smooth or lightly textured types, such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish; and modern stucco finishes, such as Knockdown Dash, Lace, or Arizona shall not be used. Stacked stone and simulated stone shall not be used in additions, alterations, and new construction. *[Proposed alteration of original TDDG text.]*
- S2** Roofing Materials. Additions or alterations to existing Tudor structures shall use roof materials that match the original roofing materials. For new structures, roofs shall consist of wood shake shingle or slate (real or simulated), or composite shingles. *[Proposed alteration of original TDDG text.]*
- S3** Other Features. Half-timbering, multiple front gables, multi-level eaves, turrets and rounded entryways are common architectural features of structures in Tudor styles, and shall not be removed from existing structures or shall be restored to their original appearance. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** The primary facade composition of Tudor-styled buildings should incorporate a dominant building mass with a steep roof and large windows facing the street.
- G2** Tudor-styled buildings should incorporate half-timbering, along with multiple front gables, multi-level eaves, turrets and/or rounded entryways. *[Proposed alteration of original TDDG text.]*

e. Craftsman

Craftsman is an umbrella term that includes a variety of styles relating to the Arts and Crafts movement of the early 20th Century. *[Proposed alteration of original TDDG text.]* Craftsman generally have a tripartite vertical organization accentuating a building’s base, middle, and top. Windows of vertical proportion are generally grouped compositionally. Principal attributes of

craftsman buildings include low-pitched roofs and deep eaves, front porches, decorative-yet-simple woodwork, and natural materials like wood, stone and brick. *[Proposed new text from consultant.]*

STANDARDS

- S1** Cladding Materials. Additions or alterations to existing Craftsman structures shall have cladding materials that match the original cladding materials and finishes. For new structures, cladding shall consist of clapboard, split wood shingles, stone, or stucco. Simulated versions of these materials are allowed. Stucco finishes shall be smooth or lightly textured types, such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish; and modern rough-textured stucco finishes, such as Knockdown Dash, Lace, or Arizona, shall not be used. Stacked stone and simulated stone shall be used in additions, alterations, or new construction using the Craftsman style. *[Proposed alteration of original TDDG text.]*
- S2** Roofing Materials. Additions or alterations to existing Craftsman structures shall use roofing materials that match the original roofing materials. For new structures, roofs shall consist of wood shake shingles (real or simulated), or composite shingles. *[Proposed alteration of original TDDG text.]*

GUIDELINES

- G1** Buildings in the Craftsman style should have a tripartite vertical organization accentuating a building's base, middle, and top. A horizontal belt course, sill course, or other material change in plane should accentuate the boundaries between base, middle, and top. *[Proposed new text from consultant.]*
- G2** Craftsman buildings should have windows of vertical proportion individually, and vertically-proportioned individual windows should be grouped to fill wider openings. *[Proposed new text from consultant.]*
- G3** Craftsman buildings should have low-to-medium pitched roofs and deep eaves supported by rafter tails and/or cutout brackets. *[Proposed new text from consultant.]*
- G4** Craftsman buildings should have generous front porches with roofs supported by substantial columns. *[Proposed new text from consultant.]*

f. Prairie

STANDARDS

The Prairie style derived from the early 20th-century Prairie School movement. The Prairie style share attributes with the Craftsman style, but with emphasis on horizontal lines, low-pitched roofs with especially broad eaves, and integration of natural landscape elements, such as to use stone at their base. *[Proposed alteration of original TDDG text.]*

- S1** Cladding Materials. Additions or alterations to existing Prairie structures shall have cladding materials that match the original cladding materials and finishes. For new structures,

cladding shall consist of stucco. Stucco finishes shall be smooth or lightly textured types, such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish; and modern heavily-textured stucco finishes, such as Knockdown Dash, Lace, or Arizona, shall not be used. Stacked stone and simulated stone shall not be used in additions, alterations, and new construction using the Prairie Style. *[Proposed alteration of original TDDG text.]*

S2 Roofing Materials. Additions or alterations to existing Prairie structures shall use roofing materials that match the original roofing materials to the extent feasible. For new structures, roofs shall consist of clay tiles or wood shake shingles. For existing and new structures, composite shingles shall be an acceptable substitution for wood shake shingles. *[Proposed alteration of original TDDG text.]*

S3 Other Features. Wide eave overhangs that are boxed without brackets, low pitched roofs, geometric patterns of small pane window glazing, and tall casement windows are common architectural features of structures in Prairie styles, and shall not be removed from existing structures or shall be restored to their original appearance. *[Proposed alteration of original TDDG text.]*

GUIDELINES

G1 Buildings in the Prairie School style should have a tripartite vertical organization accentuating a building’s base, middle, and top. A shallow horizontal belt cornice, sill course, or other material change in plane should accentuate the boundaries between base, middle, and top. *[Proposed new text from consultant.]*

G2 Prairie Style buildings should have windows of vertical proportion individually, and vertically-proportioned individual windows should be grouped to fill wider openings. Window mullions that make geometric patterns are encouraged. Casement windows are preferred. *[Proposed new text from consultant.]*

G3 Prairie Style buildings should have low-pitched roofs and deep cantilevered eaves. *[Proposed new text from consultant.]*

G4 Craftsman buildings should have generous front porches with roofs supported by substantial columns. *[Proposed new text from consultant.]*

2. Façade Articulation

STANDARDS

S1 Façade articulation standards shall be as required by Code Section 15-903, Density and Massing Development Standards, Section 15-905, Façade Design Development Standards, and applicable Overlay District regulations. *[Code referenced.]*

GUIDELINES

G1 Façades should be residential in character and articulated through the use of additive elements, like bay windows, and subtractive elements, like alcoves. *[Proposed new text.]*

However, even when façades of new buildings are strongly articulated, restraint should be used in the design of the structure. The contemporary trend of the “McMansion,” with numerous gables, roof pitches, dormers, and out-of-proportion Palladian windows should be avoided in favor of more subtle approaches that blend with the more sublime historical architecture of the neighborhood. *[Original TDDG text.]*

G2 In general, building widths should be consistent with adjacent properties. On new blocks, or blocks with no established pattern, building widths of 30 to 50 feet are most appropriate. *[Original TDDG text.]*

G3 Vertical building recesses may be used to subdivide a wider building so it has the appearance of multiple buildings of appropriate width. *[Proposed new text adapted from NR Overlay.]*

3. Roofs

STANDARDS

S1 Roof standards shall be as required by Code Section 15-903, Density and Massing Development Standards, Section 15-905, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

G1 Generally, roofs should be pitched and not flat. Common roof types in the Tower District single-family residential areas are gabled, hipped, and gambrel roofs. *[Original TDDG text.]*

G2 For additions or renovations, the roof type, pitch, and color should be consistent with that of the original structure. *[Original TDDG text.]*

G3 For new buildings that employ historical styles, the roof type should be appropriate to the proposed architectural style. *[Original TDDG text.]*

G4 For additions or renovations of existing structures, roofing materials used should generally match the original roofing materials, particularly when the original material is tile, slate, or tin. In the case of wood shake roof replacement, use of composite materials is encouraged. *[Original TDDG text.]*

4. Cladding Materials and Finishes

STANDARDS

S1 Cladding and trim standards shall be as required by the “Certainty Option” under Code Section 15-905, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

S2 Three-quarters or more of the area of each primary front and side street facade shall match the cladding of one or more neighboring adjacent buildings. *[Adapted from TDDG.]*

Additional language needed to make TDDG and Section 15-905 to be objective standards.

- S3** Sidings prohibited in the Tower District are as follows: *[Adapted from TDDG.]*
- a) All Vertical Siding (except board on bat and board on board);
 - b) Rough sawn plain;
 - c) T1-11, in any form;
 - d) Kerfed Rough Sawn;
 - e) Reverse Board and Batten;
 - f) Metal siding of all types and design; and
 - g) Concrete block or cinder block that is not completely covered by approved siding.
- S4** Stucco shall not be used except when:
- a) a new building has an architectural style that allows stucco, or
 - b) a building renovation replaces existing stucco.

GUIDELINES

- G1** For renovations and additions to existing buildings, siding materials should match the original materials. In new construction, materials should be comparable to those in the neighborhood and should be appropriate to the selected architectural style of the house (i.e., stucco should not be used for a Victorian, and fish-scale shingles should not be used on a Mediterranean). *[Original TDDG text.]*
- G2** For new buildings that mimic historical styles, the cladding materials must be appropriate to the proposed architectural style. *[Original TDDG text.]*
- G3** For existing structures with horizontal lap (clapboard) siding, every effort should be made to maintain the original materials; however, if new horizontal 6” or 8” siding is proposed, it should match the width and style of the original or that which is typical to the period. When new siding is installed, the original trim of the windows and vents should be left intact. *[Original TDDG text.]*
- G4** Approved siding materials are as follows: *[Original TDDG text.]*
- a) Bevel or Bungalow;
 - b) Dolly Varden;
 - c) Drop siding;
 - d) Tongue and groove.
- G5** Stucco is only appropriate for existing homes and new homes that mimic historical styles only when stucco was the original cladding material used for that style. In cases where stucco is appropriate, the method of application must match that originally used for such homes. Generally, modern stucco applications which are highly textured, such as spatter dash, are inappropriate on historic styles such as Mediterranean and Tudor, which used a smoother troweled finish. *[Original TDDG text.]*

5. Windows

STANDARDS

- S1** Window standards shall be as required by Code Section 15-905, Facade Design Development Standards, and applicable Overlay District regulations. [\[Code referenced.\]](#)

GUIDELINES

- G1** Windows should be provided along all walls that face a street. [\[Original TDDG text.\]](#)
- G2** Windows should be vertically oriented, i.e., taller than they are wide. Also, each window should be individually articulated and should not form long horizontal or vertical bands. In some styles, such as the Craftsman, windows were grouped, and this is an appropriate technique to use. However, framing at least four (4) inches in width must separate individual windows in a group, and no group may have a width greater than 1.5 times the height of the group. [\[Original TDDG text.\]](#)
- G3** Windows should not be flush with solid building surfaces, but rather recessed at least 2 inches from the exterior trim or, if no trim is used, from the exterior wall plane. [\[Original text.\]](#)
- G4** Windows for post 1945 structures and new structures should be single-hung sash, double-hung sash, casement style, or other similar types. Horizontally sliding windows and non-opening windows should not be utilized. [\[Original TDDG text.\]](#)
- G5** Windows for structures constructed prior to 1945, should have the same configuration (such as single-hung sash, double-hung sash, or casement) as the original windows, and should look as similar to the original window as possible in order to preserve the residence's architectural design. [\[Original TDDG text.\]](#)
- G6** Windows may include glazing bars, or muntins. The addition of glazing bars can break up the house's façade and add texture to the building. On historical homes, the original muntin and pane pattern should be maintained when windows are replaced. However it is inappropriate to install replacement windows with fake muntins when the original windows did not have muntins (i.e. were not multi-glazed). [\[Original TDDG text.\]](#)
- G7** Wood window frames are preferred, whereas vinyl and aluminum window frames are discouraged. [\[Original TDDG text.\]](#)
- G8** Whenever possible, upper-floor windows at the rear and sides of buildings should be placed to maximize the privacy of the neighboring properties. [\[Original TDDG text.\]](#)
- G9** Replacement windows should maintain the same size and be in the same location as the original windows. The number, size, style and shape of window panels should be consistent with the original windows. [\[Original TDDG text.\]](#)
- G10** Where applicable, the existing original trim should remain intact when replacement windows are installed. [\[Original TDDG text.\]](#)

G11 Window screens that detract from the window are discouraged. *[Original TDDG text.]*

6. Primary Entrance Design

STANDARDS

S1 Primary entrance design standards shall be as required by Code Section 15-904, Site Design Development Standards, Section 905, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

S2 All primary building entrances shall have a direct path (excluding driveways) from the entrance to a public sidewalk. *[Text proposed by consultant to strengthen requirement for direct path from entrances to sidewalk.]*

S3 Each primary entrance shall include a covered porch or stoop with a recessed door. Porches and stoops shall have horizontal dimensions that are not less than 5 feet without obstructions. *[Adapted from original TDDG text and Neighborhood Revitalization Overlay.]*

GUIDELINES

G1 Each building must be accessed through a primary entrance that faces, and is parallel to, the street. *[Original TDDG text.]*

G2 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.]*

G3 Porches are encouraged. However, they must be attractive and incorporated architecturally into the building. Porches that are not consistent with the proportions, style and materials of the building will be strongly discouraged. Porches should be at least 6 feet deep. *[Original TDDG text.]*

G4 Stoops are encouraged. However, they must be attractive and incorporated architecturally into the building. Porches that are not consistent with the proportions, style and materials of the building will be strongly discouraged. *[Original TDDG text.]*

7. Attic Vents

STANDARDS

S1 There are no design standards for attic vents.

GUIDELINES

G1 Architecturally, the attic vent is an important element in the various styles in the Tower District. The attic vent should be consistent with those in the neighborhood and relative to the style of the residence. *[Original TDDG text.]*

G2 Similar attic vents should be carried through to any auxiliary structure on the lot, i.e., garages, carports, second dwelling units, storage sheds, etc. *[Original TDDG text.]*

8. Balconies

STANDARDS

- S1** Code Section 15-904, Site Design Development Standards, the “Certainty Option” under Section 905, Facade Design Development Standards, and applicable Overlay District regulations.
- S2** Balconies shall be no less than 5 feet in depth, except for decorative “Juliet” balconies which have no minimum depth. *[Proposed new text from consultant.]*

GUIDELINES

- G1** Balconies should not appear to be off-the-self; rather, they should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the structure. *[Original TDDG text.]*

9. Accessory Building Design

STANDARDS

- S1** Accessory building design standards shall be as required by 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.]*

GUIDELINES

- G1** Accessory buildings should carry on the same architectural style as that of the primary residence. Design elements such as roof pitch, building materials, attic vents and windows should match that of the primary residence. *[Original TDDG text.]*

F. Additional Standards and Guidelines

1. Fencing

a. Front Yard Fencing

STANDARDS

- S1** Front yard 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, except that chain link fencing shall be prohibited throughout the Tower District.

GUIDELINES

- G1** Front yard fencing is discouraged in the Tower District. It creates a “fortress” mentality and an unwelcoming streetscape. The traditional pattern in the area is to have open, unfenced front yards lining the street, and this historical pattern should be preserved to the extent

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

Several fencing guidelines from the 2004 Design Guidelines were excluded because they now conflict with the Development Code.

possible. Fencing that encroaches beyond the plane of the front façade of the primary house is discouraged. *[Proposed alteration of original TDDG text.]*

G2 Fencing should match or complement the fencing materials on adjoining properties. *[Original TDDG text.]*

G3 Some of the older Craftsman-era homes and lots in the Tower District were purposefully designed to share a bermed front yard between contiguous lots. The front entrances of these homes are in some cases three or more feet in elevation above the sidewalk. Fencing of any type in these situations disrupts the intended street design and is discouraged. *[Original TDDG text.]*

b. Side and Rear Yard Fencing

STANDARDS

S1 Side and rear yard 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 Side yard fencing should not encroach into the front yard when there is no front yard fence in place. Such placement of side yard fencing serves no purpose and disrupts the continuity of the neighborhood’s front yard setback. *[Original TDDG text.]*

2. Security

STANDARDS

S1 Security standards shall be as required by Development Code Article 20, General Site Regulations. *[Code referenced for completeness and consistency.]*

S2 Security doors and security window bars shall not be permitted in the Tower District. *[Adapted TDDG text.]*

GUIDELINES

G2 Front porches should not be enclosed with security fencing. Many Tower homes were specially designed to connect the porch entrance to the front yard. *[Original TDDG text.]*

G3 Alarm boxes for home security system should be placed in an inconspicuous location to limit street visibility. *[Original TDDG text.]*

3. Ground-Mounted Mechanical Equipment

STANDARDS

S1 Screening of mechanical equipment standards shall be as required by Article 20, General Site Regulations of the Development Code. *[Code referenced for completeness and*

consistency.]

GUIDELINES

- G1** Heating, ventilation, and air conditioning (HVAC) units should be located on the ground, either in the back or on the side of the residence. Units placed on the ground should be screened with landscaping. When rooftop placement is necessary, the unit should be located on the side or rear of the residence, in order to limit street visibility. In addition, roof mounted units are to be screened from the view of adjacent properties. *[Original TDDG text.]*

4. Outdoor Lighting and Illumination

STANDARDS

- S1** Lighting standards shall be as required by Code 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 should be permanently fixed to the structure. *[Original TDDG text.]*

5. Signs

STANDARDS

- S1** General sign standards shall be as required per Article 26 of the Development Code, except that pole signs shall be prohibited throughout the Tower District. *[Code referenced for completeness and consistency. Prohibition of pole signs proposed by consultant.]*

GUIDELINES

- G1** Building identification signs for multifamily structures should be no greater than 25 square feet in area and should be attached to the façade, parallel to the façade, above the main entrance to the building. *[Proposed alteration of original TDDG text.]*

III. Residential Multi-Family Districts

A. Purpose

The Residential Multi-Family standards and guidelines are intended to preserve the unique character of areas with RM zoning designations while facilitating compatible infill development. RM districts are generally located near the center of the district or along major streets and are predominantly developed with small multi-family buildings such as bungalow courts and 4-plexes, however in the Tower District these areas also harmoniously accommodate small commercial structures as well as single-family homes. Residential-only projects within commercial and mixed-use districts, should use these standards also, such as is allowed within the Apartment House Overlay District. *[Proposed alteration of original TDDG text.]*

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.

B. Use

STANDARDS

S1 Uses shall be permitted, conditionally permitted, or prohibited as set forth in Code Section 15-1002, Use Regulations, and any applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

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

GUIDELINES

G1 There are no Use guidelines.

Recommend keeping the original informational sidebar named: "A Note on Rowhouses and Townhouses".

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.]*

Building Type sidebar and guidelines have been integrated in Site Design and Building Design sections. Recommend keeping Building Type sidebar, but with narrative that is descriptive rather than prescriptive, to avoid inconsistencies between this document and the Development Code.

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.

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 15-1003, Density and Massing Development Standards, Article 21, TOD Height and Density Bonus, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Where it is most 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. A building that is within 10 feet of a front or street side setback should be not more than four stories in height, and not less than two stories in height. *[Proposed alteration of original TDDG text.]*
- G2** A building mass that is within 10 feet of a front or street side setback should not be more than 60 feet wide, unless it is interrupted by a vertical recess at least 10 feet wide and eight feet deep. *[Proposed new text from consultant.]*

Massing guidelines adapted from Neighborhood Revitalization Overlay District standard limiting building width. Adapted from Neighborhood Revitalization District.

3. Setbacks

STANDARDS

- S1** Setback standards shall be as required by Code Section 15-1003, Density and Massing Development Standards, and applicable Overlay District regulations, except that the minimum rear and interior side setback for detached garages shall be 5 feet or 3 feet where adjacent to alleys. *[Code referenced for completeness and consistency.]* *Proposed new rear setback standard from consultant.* Setback landscaping shall be subject to Code Article 23, Landscape.

GUIDELINES

- G1** There are no setback guidelines.

D. Site Design

1. Building Arrangement

STANDARDS

- S1** Building arrangement standards shall be as required by Code Section 15-1003, Density and Massing Development Standards, Section 15-1004, Site Design Development Standards, and Section 15-1004, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

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; spaces of a private nature should be inaccessible to unauthorized visitors. *[Proposed alteration of original TDDG text.]*

- G4** Buildings should not be angled in orientation relative to the adjacent street right-of-way. Façades should be parallel to rights- of-way (i.e. facing the street). *[Original TDDG text.]*

2. Parking

a. Parking Access Location

STANDARDS

- S1** Parking design standards shall be as required by Code Section 15-1004, Site Design Development Standards, and Article 24, Parking and Loading *[Code referenced for completeness and consistency.]*
- S2** Driveways shall be located not less than 30 feet from the intersection of two public street rights-of-way when ministerial review is required by State law, and shall otherwise driveway location shall 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** For 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 provides the only opportunity for site access. *[Proposed new text adapted from Downtown Districts.]*

GUIDELINES

- G1** Because of the danger and inconvenience they present to pedestrians and wheelchair users, drive approaches across the sidewalk should be limited. *[Proposed alteration of original TDDG text.]*
- G2** The width of the drive approach and driveway should generally be no greater than 16 feet, except where the driveway serves as a designated fire lane. *[First part Original TDDG text. Second part proposed alteration of original TDDG text.]*
- G3** If a lot with unnecessary drive approaches is redeveloped or significantly altered, all unnecessary drive approaches should be removed. *[Proposed alteration to original TDDG text.]*

b. Parking Buffering

STANDARDS

- S1** Parking setback and buffering standards shall be as required by Code Section 15-1003, Density and Massing Development Standards, Section 15-1004, Site Design Development

Driveway location decisions are currently subject to City review, which would not be available If project applicants opt for ministerial streamlining.

Site access standard adapted from Downtown District standards.

Tandem parking allowed to improve financial feasibility of development.

Standard to remove driveways and guidelines for parking access are adapted from the original TDDG.

Standards, and Section 15-1004, Facade Design Development Standards, any applicable Overlay District regulations, and Article 24, Parking and Loading. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** 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.]*
- G2** If surface parking, carports, or private garages are permitted to be placed adjacent to a public street, the following guidelines will apply: *[Proposed alteration of original TDDG text.]*
 - a) Surface parking should not occupy more than 50% of a lot.
 - b) A clearly marked pedestrian walkway should be provided from the public sidewalk to the entrance of the building.
 - c) Parking should be buffered from the street with a screening wall or fence 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.
 - d) Screening walls should be located no less than two feet and no more than three from the back of the sidewalk. Vegetation on or through the screening should be provided.
 - e) Screening walls should have one pedestrian access point for every 50 feet of street frontage.

c. Parking Design

STANDARDS

- S1** Parking design standards shall be as required by Code Section 15-1003, Density and Massing Development Standards, Section 15-1004, Site Design Development Standards, and Section 15-1004, Facade Design Development Standards, any applicable Overlay District regulations, and Article 24, Parking and Loading. *[Code referenced for completeness and consistency.]*
- S2** Temporary carports, consisting of canvas or steel pipe, are prohibited. *[Original TDDG text.]*

GUIDELINES

- G1** 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 should match that of the primary building. *[Proposed alteration of original TDDG text.]*
- G2** Underground parking areas are encouraged, as are parking garages that are concealed behind inhabitable residential space. Parking structures that are visible from the street must

be as architecturally indistinguishable from the primary building as possible. *[Proposed alteration of original TDDG text.]*

- G3** Parking structures adjacent to the street must follow all guidelines set forth in this document for primary structures. *[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.]*

3. Pedestrian Access and Street Frontage Improvements

STANDARDS

- S1** Pedestrian access and street frontage improvement standards shall be as required by Code Section 15-1004, Site Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** If the building is set back from the sidewalk, a paved path no less than five feet in width shall be provided from the public sidewalk to each building entrance. The path shall not begin at the driveway or any other point. *[Proposed new text adapted from NR Overlay.]*
- S3** Direct entrances shall be provided into all individual ground-floor dwelling units that are adjacent to a public street. *[Proposed new text adapted from NR Overlay.]*

GUIDELINES

- G1** There are no Pedestrian Access guidelines.

4. On-Site Open Space

STANDARDS

- S1** On-site open space standards shall be as required by Code Section 15-1004, 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.]*

5. Blocks, Streets, and Alleys

a. Roadway Design

STANDARDS

- S1** New roadways shall be designed as determined by the General Plan Circulation Element, the Development Code, including 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.]*

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.]*
- G3** Historic street features that define the Tower District, including, but not limited to, streetlights, street trees, median islands, hitching posts, railings, and Craftsman-style gateways 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 standards provided by the City Engineer.
- S2** For new development on an existing street, the existing sidewalk and park strip pattern shall be maintained. *[Proposed new text from consultant.]*
- S3** For new development along a new street, the following sidewalk standards shall apply: *[Proposed new text adapted from NR Overlay.]*
 - a) Each side of the street shall have a sidewalk and park strip.
 - b) Sidewalks shall be no less than 5 feet wide.]
 - c) A park strip (an unpaved area for landscaping) shall be located between the sidewalk and

Narrative In original Street Network section and preface to original Roadway Design section has been Integrated Into Introduction In this document.

the curb. The park strip shall be no less than 6 feet wide. All required street trees shall be planted in the park strip.

- S4** Hedges, shrubs, and trees planted in front yards, street-facing side yards, or park strips shall be pruned and maintained in a manner which keeps the entire width of the adjacent sidewalk free and clear of obstructions, from the paved surface to a height of no less than 7 feet. *[Proposed new text from consultant.]*

GUIDELINES

- G1** Park strips should be landscaped in a manner complimentary to the adjacent front yard with materials such as lawn, groundcover, or decomposed granite. *[Proposed new text.]*
- G2** Tall, dense shrubs and hedges which impede access to vehicles which are parked on the street should not be planted in park strips. *[Proposed new text from consultant.]*

c. Street Connectivity and Block Length

Section adapted from General Neighborhood Structure Guidelines In original TDDG.

STANDARD

- S1** Existing streets shall not be vacated or abandoned. *[Alteration of original TDDG 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, except where a freeway, railroad, or canal prevents connectivity. *[Proposed alteration of original TDDG text.]*

GUIDELINES

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

d. Alleys

STANDARDS

- S1** New alleys shall be designed as determined by the Development Code, Department of Public Works engineering standards, and City Engineer. *[Code referenced for completeness and consistency.]*
- S2** Existing alleys shall not be vacated or abandoned without a finding by the Review Authority that continuation of a particular subject alley 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 because alleys allow on-site parking access to cross sidewalks in fewer locations. *[Proposed alteration of original TDDG text.]*

E. Façade Design

1. Architectural Style

STANDARDS

- S1** Buildings shall be expressed with architectural styles consistent with the “Certainty Option” under Code Section 15-1005, Façade Design Development Standards. *[Code referenced for completeness and consistency.]*
- S2** Materials used in renovations of and additions to existing buildings shall be consistent with original materials. *[Adapted from original TDDG text.]*
- S3** Garages and carports shall carry on the same architectural style (as described in RS District Section E.1) and have the same roof pitch, exterior cladding, attic vents, and window proportion and trim, as the principal building. *[Original TDDG text.]*

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 the use of similar massing, materials, roof type, architectural style, or some other technique. *[Proposed alteration of original TDDG text.]*
- G2** 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.]*
- G3** Materials used in renovations of, and additions to, existing buildings should be consistent with the original materials. For example, stucco should not be used in place of the clapboard siding on a Craftsman. *[Original TDDG text.]*
- G4** 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 must be paid to materials, proportions, architectural elements, facade composition, and ornamentation in the proposed style to avoid a cartoonish or fake appearance. At the same time, it is not the intention of this document to dictate the architectural style of individual buildings. Creativity is encouraged, as good architecture is critical to the creation of a beloved neighborhood with architectural diversity: *[Proposed alteration of original TDDG text.]*
- G5** Additions, alternations, and modifications to structures constructed before 1960 should derive from the same the same style as the original structure, as may be determined by the Tower District Design Review Committee under advisement from the City of Fresno’s staff serving its Historic Preservation Commission. *[Proposed alteration of original TDDG text.]*

Section name changed from "Architectural Design" to "Architectural Style."

This general standard is for projects that are not subject to binding design review, as is the case for qualifying housing projects under State law. For projects subject to design review, the design review body would have latitude to deviate from rigid adherence to the style standards.

Guidelines added to clarify applicability and to alert readers to available resources regarding historic resources and contextual design.

- G6** 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 15-1003, Density and Massing Development Standards, Section 15-1005, Façade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Above the ground floor, at least one projection or recess will be provided for every 100 horizontal feet, such that the projection or recess be not less than 24 inches in depth for a width of not less than four feet. *[Proposed new text adapted Development Code.]*

GUIDELINES

- G1** Façades may be more articulated and residential in character or flatter and more urban in character. On already built-up blocks, the existing pattern should be respected. On new blocks, buildings closer to the street should be less articulated, and buildings further from the street may be more articulated. However, buildings in the RM zones of the Tower District should be generally simpler than their more articulated suburban counterparts. *[Proposed alteration of original TDDG text.]*
- G2** In general, building widths should be consistent with adjacent properties. On new blocks, or blocks with no established pattern, building widths of 30 to 50 feet are most appropriate. *[Original TDDG text.]*

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

3. Roofs

STANDARDS

- S1** Roof standards shall be as required by Code Section 15-1003, Density and Massing Development Standards, Section 15-1005, Façade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Modifications or additions to existing buildings should maintain the original roof type. *[Original TDDG text.]*
- G2** The roof forms of new buildings in the RM districts may be varied and eclectic in character and may include types such as gabled roofs, hipped roofs, mansard roofs, and flat roofs. *[Proposed alteration of original TDDG text.]*

- G3** Roof-mounted mechanical equipment should be recessed within a sloped roof, or surrounded by parapet walls. *[Proposed new text from consultant.]*

4. Cladding Materials and Finishes

STANDARDS

- S1** Cladding and trim standards shall be as required by the “Certainty Option” under Code Section 15-1005, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** Sidings prohibited in the RM District are as follows: *[Adapted from TDDG.]*
 - a) All Vertical Siding (except board on bat and board on board);
 - b) Rough sawn plain;
 - c) T1-11, in any form;
 - d) Kerfed Rough Sawn;
 - e) Reverse Board and Batten;
 - f) Metal siding of all types and design; and
 - g) Concrete block or cinder block that is not completely covered by approved siding.
- S3** Stucco shall not be used except:
 - a) a new building has an architectural style (as described in RS Architectural Style standards) that allows stucco, or
 - b) a building renovation replaces existing stucco.

GUIDELINES

- G1** For renovations and additions to existing buildings, siding materials should match the original materials. In new construction, materials should be comparable to those in the neighborhood and should be appropriate to the selected architectural style of the house (i.e., stucco should not be used for a Victorian, and fish-scale shingles should not be used on a Mediterranean). *[Original TDDG text.]*
- G2** For new buildings that mimic historical styles, the cladding materials must be appropriate to the proposed architectural style. *[Original TDDG text.]*
- G3** Stucco finishes should be smooth or lightly textured types such as Santa Barbara Finish, Fine Float Finish, Fine Sand Finish, or Medium Sand Finish. Modern stucco finishes such as Knockdown Dash, Lace, or Arizona are inappropriate and should not be utilized. Contemporary accent materials such as stacked stone are also inappropriate and should be avoided. *[Proposed new text from consultant.]*

5. Windows

STANDARDS

- S1** Window standards shall be as required by the “Certainty Option” under Code Section 15-1005, Facade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** Windows should be provided along all walls that face a street. *[Proposed alteration of original TDDG text.]*
- G2** Windows should maintain the same style and spacing along all sides of building. *[Original TDDG text.]*
- G3** Windows should be vertically oriented, or taller than they are wide. Also, each window should be individually articulated and should not form long horizontal or vertical bands. *[Original TDDG text.]*
- G4** Windows should not be flush with solid building surfaces, but rather recessed at least four (4) inches from the exterior trim or, if not trim is used, from the exterior wall plane. *[Proposed alteration of original TDDG text.]*
- G5** Windows should be single-hung sash, double-hung sash, casement style, or other similar types. Horizontally sliding windows and non-opening windows are inappropriate. *[Original TDDG text.]*
- G6** For the replacement of windows on existing structures, replacement windows should look as similar to the original window as possible in order to preserve the residence’s architectural design. *[Original TDDG text.]*
- G7** Whenever possible, upper-floor windows at the rear and sides of buildings should be placed to maximize the privacy of the neighboring properties. *[Original TDDG text.]*
- G8** Replacement windows should maintain the same size and be in the same location as the original windows. The number, size, style and shape of window panels should be consistent with the original windows. *[Original TDDG text.]*
- G9** Where applicable, the existing original trim should remain intact when replacement windows are installed. *[Original TDDG text.]*
- G10** Window screens that detract from the window are discouraged. *[Original TDDG text.]*

Some window guidelines borrowed from the Single Family section, and were not in Medium Density chapter of original TDDG.

6. Primary Entrance Design

STANDARDS

- S1** Primary entrance design standards shall be as required by Code Section 15-1004, Site Design Development Standards, the “Certainty Option” under Section 1005, Facade Design

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

- S2** All primary building entrances shall have a direct path (excluding driveways) from the entrance to a public sidewalk. *[Text proposed by consultant to strengthen requirement for direct path from entrances to sidewalk.]*
- S3** Each primary building entrance shall include a covered porch or stoop with a recessed door. Porches and stoops shall have horizontal dimension that is not less than 5 feet without obstructions. *[Adapted from original TDDG text and Neighborhood Revitalization Overlay.]*

GUIDELINES

- G1** Direct entrances shall be provided into all individual ground-floor dwelling units or commercial spaces which are adjacent to a public street. Secondary entrances that do not face a street are allowed, but not in lieu of a street-facing entrance. *[Alteration of original TDDG text.]*
- G2** Dwelling units or commercial spaces which are on the ground floor but are not adjacent to a public street, or which are located on upper floors, should be accessed through a common entrance that faces, and is parallel to, the street. Secondary entrances that do not face a street are allowed, but not in lieu of a street-facing entrance. *[Alteration of original TDDG text.]*
- G3** In apartment buildings oriented around a central courtyard, dwelling units may have their primary entrance facing the courtyard, with the exception of units adjacent to a public street, which must comply with guideline G1, above. *[Proposed alteration of original TDDG text.]*
- G4** 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.]*
- G5** Porches are encouraged at primary entrances, and should follow the following guidelines: *[Proposed new text based on NR Overlay.]*
 - a) Porches should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.
 - b) Porch height above the adjacent grade should be no less than 18 inches and no more than 4 feet.
 - c) Porch depth should be no less than 5 feet and no more than 15 feet.
 - d) Porch width should be no less than 8 feet.
- G6** A stoop is a small set of steps that leads from the sidewalk to the main ground floor entrance of a dwelling unit (or a common entry for multiple dwelling units) when the ground floor is slightly elevated above the sidewalk; stoops provide a transition between the public

sidewalk and the private interior space while also serving as a social gathering spot. Stoops are encouraged at street-facing entrances, and should follow the following guidelines when provided: *[Proposed new text based on NR Overlay.]*

- a) Stoops should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.
- b) Stoop height above the adjacent grade should be no less than 2 feet and no more than 4 feet.
- c) The depth of the landing at the top of the stoop depth should be no less than 6 feet and no more than 15 feet.
- d) Stoop width should be no less than 4 feet and no more than 8 feet.
- e) If a stoop is provided at a street-facing entrance, an ADA compliant entrance must also be provided into that space which can serve as the primary entrance.

7. Attic Vents

STANDARDS

- S1** There are no design standards for attic vents.

GUIDELINES

- G1** Architecturally, the attic vent is an important element in the various styles in the Tower District. The attic vent should be consistent with those in the neighborhood and relative to the style of the residence. *[Original TDDG text.]*
- G2** Similar attic vents should be carried through to any auxiliary structure on the lot, i.e., garages, carports, second dwelling units, storage sheds, etc. *[Original TDDG text.]*

8. 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 15-1005, Facade Design Development Regulations, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** External stairways and corridors located within 30 feet of a public street should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building. *[Proposed new text adapted from Downtown Districts.]*
- G2** External stairways located within 30 feet of a public street should not have open risers and should be located behind a partial wall or fin that hides the stairs and railing. The partial wall or fin should utilize the same materials as the rest of the building. *[Proposed new text.]*

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

9. Balconies

STANDARDS

- S1** Code Section 15-1004, Site Design Development Standards, the “Certainty Option” under Section 1005, Facade Design Development Standards, and applicable Overlay District regulations.
- S2** Balconies shall be no less than 5 feet in depth, except for decorative “Juliet” balconies which have no minimum depth. *[Proposed new text from consultant.]*

GUIDELINES

- G1** **Balconies are encouraged, and should follow the following guidelines:**
- a) Balconies should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.
 - b) The bottom of the balcony should be no less than 8 feet above the adjacent grade.
 - c) The depth of the balcony should be no less than 5 feet and no more than 10 feet.
 - d) Balcony width should be no less than 8 feet.
 - e) Balconies should project no more than 4 feet into the public right-of-way, subject to an encroachment permit. *[Proposed new text from consultant.]*

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

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

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.]*

GUIDELINES

- G1** Accessory buildings should be located behind the main building. If visible from the street, accessory buildings should architecturally resemble the primary building. *[Original 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 Code Article 20, General Site Regulations, *[Code referenced for completeness and consistency.]*

S2 Security doors and security window bars shall not be permitted in the Tower District. *B[Adapted TDDG text.]*

GUIDELINES

G1 Front porches should not be enclosed with security fencing. Many Tower homes were specially designed to connect the porch entrance to the front yard. *[Original TDDG text.]*

G2 Alarm boxes for home security system should be placed in an inconspicuous location to limit street visibility. *[Original TDDG text.]*

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.]*

GUIDELINES

G1 Heating, ventilation, and air conditioning (HVAC) units should be located on the ground, either in the back or on the side of the residence. Units placed on the ground should be screened with landscaping. When rooftop placement is necessary, the unit should be located on the side or rear of the residence, so as to limit street visibility. In addition, roof mounted units are to be screened from the view of adjacent properties. Screening with parapet walls is recommended. *[Original TDDG text.]*

4. Outdoor Lighting and Illumination

STANDARDS

S1 Lighting standards shall be as required by Code 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.]

- G1** Lighting, other than parking lot lighting, should be permanently fixed to the structure. *[Original TDDG text.]*

5. Signs

STANDARDS

- S1** General sign standards shall be as required per Article 26 of the Development Code, except that pole signs shall be prohibited throughout the Tower District. *[Code referenced for completeness and consistency. Prohibition of pole signs proposed by consultant.]*

GUIDELINES

- G1** Building identification signs for multifamily structures should be no greater than 25 square feet in area and should be attached to the façade, parallel to the façade, above the main entrance to the building. *[Proposed alteration of original TDDG text.]*

IV. Mixed-Use and Commercial Districts

A. Purpose

The Mixed-Use and Commercial 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 near the center of the district or along major streets and were traditionally developed with small pedestrian-oriented commercial storefront buildings. In the Tower District these areas also harmoniously accommodate some residential structures, as well. There are usually no front or side 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 rather than parking lots, which tend to be located behind the buildings. *[Proposed alteration of original TDDG text.]*

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.

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.]*

GUIDELINES

- G1** In general, individual retail spaces should not exceed 10,000 square feet in size. Exceptions should be made for grocery stores, theaters, and other special circumstances. Exceptions will not be made for retail stores or restaurants. “Big Box” style retailing is not appropriate in the Tower District. *[Original TDDG text.]*
- G2** When a large use is appropriate, its street frontage should be limited to 50 feet, and it should be “wrapped” with small storefronts at the ground level. An excellent example of this technique is the Tower Theater. This will prevent large expanses of inactive sidewalk and will keep the street area lively. *[Original TDDG text.]*

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.

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 Use guidelines.

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.

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.]*

GUIDELINES

- G1** Where it is most 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. A building that is within 10 feet of a front or street side setback should be not more than four stories in height, and not less than three stories in height. *[Proposed alteration of original TDDG text.]*

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.]* 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** Side setbacks should not be provided. Buildings should stand shoulder-to-shoulder, without gaps or spaces between them, forming a solid, continuous streetwall. This spatially defines the street, creating a pleasant pedestrian environment and forming 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 from a parking area to the street. The side walls beyond the front 12 feet may be set back. *[Proposed alteration of original TDDG text.]*
- G1** For corner lots, sides facing a street 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.]*

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; spaces of a private nature should be inaccessible to unauthorized visitors. *[Proposed alteration of original TDDG text.]*
- G4** Buildings should not be angled in orientation relative to the adjacent street right-of-way. Façades should be parallel to rights- of-way (i.e. facing the street). *[Original TDDG text.]*

Relocated from Section II-C in the original TDDG

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. *[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.]*

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

- 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 sidewalk.
 - c) Residential uses should generally be located on upper-floors, but may also occupy basement levels. *[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.]*

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** Driveways shall be located not less than 30 feet from the intersection of two public street rights-of-way when ministerial review is required by State law, and shall otherwise driveway location shall 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 provides the only opportunity for site access. *[Proposed alteration of original TDDG text.]*
- S5** For interior lots without alley access, an attempt must be made to share side street access with a neighboring property through an easement or reciprocal access agreement. If this is not possible, then an attempt must be made to share a driveway with a neighboring interior lot. If this is not possible, access will be permitted from the primary street. *[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 limited in the Tower District. *[Proposed alteration of original TDDG text.]*
- G2** 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.]*

GUIDELINES

- G1** 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.]*
- G2** If surface parking, carports, or private garages are permitted to be placed adjacent to a public street, the following guidelines will apply:
 - a** Surface parking should not occupy more than 50% of a lot.
 - b** A clearly marked pedestrian walkway should be provided from the public sidewalk to the entrance of the building.
 - c** Parking should be buffered from the street with a screening wall or fence 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.
 - d** Screening walls should be located no less than two feet and no more than three from the back of the sidewalk. Vegetation on or through the screening should be provided.
 - e** Screening walls should have one pedestrian access point for every 50 feet of street frontage. *[Proposed alteration of original TDDG 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 Temporary carports, consisting of canvas or steel pipe, are prohibited. *[Original text.]*

GUIDELINES

G1 Parking lots should one shade tree for every two parking stalls. Trees should be a minimum of 15 gallons when planted. *[Proposed alteration of original TDDG text.]*

G2 Property owners must 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.]*

G3 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 should match that of the primary building. *[Proposed alteration of original TDDG text.]*

G4 Underground parking areas are encouraged. Parking structures located at the front of the lot must be wrapped with storefronts at street-level. Where the upper-floors of parking structures are visible, they should have an architectural appearance indistinguishable from residential floors of buildings. *[Proposed alteration of original TDDG text.]*

G5 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.]*

Adapted from NR Overlay.

S2 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.]*

S3 If the building is set back from the sidewalk, a paved path no less than five feet in width shall be provided from the sidewalk to each entrance. The path shall not begin at the driveway or any other point. *[Proposed new text adapted from NR Overlay.]*

GUIDELINES

G1 There are no Pedestrian Access 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.]*

Formerly Street Network, moved from Section II-A and Street Design, moved from II/D. Renamed to be consistent 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 Craftsman-style gateways 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.]*

Narrative preface to original Section has been Integrated Into Introduction In this document.

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.

S1 Sidewalks adjacent to the project shall be no less than 10 feet wide. 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 The sidewalk should be divided into three zones: an outer furniture area, a central walkway, and an inner furniture area. *[Original TDDG text.]*

G2 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.]*

G3 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.]*

G4 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 TDDG 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.]*

Redundant if NR Overlay is adopted?

- 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** Buildings shall be expressed with architectural styles consistent with the "Certainty Option" under Code Section 15-1105, Façade Design Development Standards. *[Code referenced for completeness and consistency.]*
- S2** Materials used in renovations of and additions to existing buildings shall be consistent with original materials. *[Adapted from original TDDG text.]*
- S3** Garages and carports shall carry on the same architectural style (as described in RS District Section E.1) and have the same roof pitch, exterior cladding, attic vents, and window proportion and trim, as the principal building. *[Original TDDG text.]*
- S4** Materials used in renovations of and additions to existing buildings shall be consistent with original materials. *[Adapted from original TDDG text.]*

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 the 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. 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 original materials. For example, stucco should not be used in place of the clapboard siding on a Craftsman. *[Original TDDG text.]*

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

- 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 must 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, Façade Design Development Standards, and applicable Overlay District regulations. *[Code referenced for completeness and consistency.]*
- S2** For street-facing building facades that are over 100 feet wide, a portion of the street-facing façade shall be setback minimum of two feet for not less than 25 feet. *[Proposed new text adapted from Downtown Districts.]*

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.]*
- G2** 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.]*

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

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.]*

GUIDELINES

G1 The roof forms of buildings, as viewed from the street, should be generally flat (not pitched) in nature. Parapets, cornices, and other architectural methods should be used to add distinction and ornamentation. *[Original TDDG text.]*

G2 Roof-mounted mechanical equipment should be recessed within a sloped roof, or surrounded by parapet walls. *[Proposed new text from consultant.]*

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 the MX District are as follows:

- a) All Vertical Siding (except board on bat and board on board)
- b) Rough sawn plain
- c) T1-11, in any form
- d) Kerfed Rough Sawn
- e) Reverse Board and Batten
- f) Metal siding of all types and design
- g) Concrete block or cinder block that is not completely covered by approved siding. *[Proposed new text adapted from Multifamily guidelines.]*

GUIDELINES

G1 The cladding materials “palette” should be kept very simple. Buildings should not have more than two primary cladding materials. *[Original TDDG text.]*

G2 Upper-floor building primary cladding materials should convey a sense of strength and solidity. Brick, stone, and stucco are most appropriate. Stucco, when used, should not use a highly textured application such as spatter dash, which is appropriate for modern houses but not for urban buildings. Wood, vinyl, aluminum, or other materials are not appropriate. *[Original TDDG text.]*

G3 Storefront primary cladding materials should be brick, stone, or carved wood panels. Wood, when used, should be painted and not stained. Doors should match storefront window

frames, and should be made of crafted wood, stainless steel, bronze, or other ornamental metals. [\[Original TDDG text.\]](#)

- G4** Decorative accent materials may be brick, ceramic tile, pre-cast concrete, molded plaster, carved wood, or other similar materials. [\[Original TDDG text.\]](#)
- G5** Accessory buildings visible from the street should use materials consistent with the primary structure. [\[Original TDDG text.\]](#)
- G6** Corporate design elements for chain businesses should be downplayed to assure integration in the neighborhood. [\[Original TDDG text.\]](#)
- G7** There should be a visual distinction between street-level and upper-level floors. This can be accomplished by using different materials and/or colors for storefronts and upper stories. It is appropriate, however, to use upper-floor colors, materials and cornice for street-level entrances to upper-floor uses. [\[Original TDDG text.\]](#)

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. [\[Code referenced for completeness and consistency.\]](#)

GUIDELINES

- G1** Windows should be provided along all walls that face a street. Windowless walls repel pedestrians because they feel unsafe and uninteresting. [\[Original TDDG text.\]](#)
- G2** For ground floor walls, at least 50%, but no more than 80%, of the wall area should consist of windows, arranged primarily as large storefront display windows. [\[Original TDDG text.\]](#)
- G3** For upper-floors walls, at least 20%, but no more than 50%, of the wall area should consist of windows. [\[Original TDDG text.\]](#)
- G4** The bottom of ground floor windows should be no more than four feet above the adjacent sidewalk grade. [\[Original TDDG text.\]](#)
- G5** 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. [\[Original TDDG text.\]](#)
- G6** Upper-floor windows should be vertically oriented, or taller than they are wide. Also, each window should be individually articulated and should not form long horizontal or vertical bands. [\[Original TDDG text.\]](#)
- G7** Upper-floor windows should not be flush with solid building surfaces, but rather should be recessed at least four (4) inches from the exterior trim or, if not trim is used, from the exterior wall plane. [\[Original TDDG text.\]](#)

- G8** Upper-floor windows should be single-hung sash, double-hung sash, casement style, or other similar types. Horizontal aluminum sliders and non-opening windows are discouraged. [\[Original TDDG text.\]](#)
- G9** Glass should be clear, not reflective, especially at the street-level. [\[Original TDDG text.\]](#)
- G10** Vinyl or wood window frames are preferred, whereas aluminum window frames are discouraged. Frames should be shaped and molded to provide additional relief to the façade. [\[Original TDDG text.\]](#)
- G11** Curtain wall systems (in which entire wall surfaces consists only of glass) are inappropriate. [\[Original TDDG text.\]](#)

6. Primary Entrance Design

a. Individual Entry, Residential Uses

STANDARDS

- S1** Primary entrance design standards shall be as required by Code Section 15-1004, Site Design Development Standards, the “Certainty Option” under Section 1005, Facade Design Development Standards, and applicable Overlay District regulations. [\[Code referenced for completeness and consistency.\]](#)
- S2** All primary building entrances shall have a direct path (excluding driveways) from the entrance to a public sidewalk. [\[Text proposed by consultant to strengthen requirement for direct path from entrances to sidewalk.\]](#)

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 that do not face a sidewalk are allowed, but not in lieu of a street-facing entrance. [\[Proposed alteration of original TDDG text.\]](#)
- G2** In multifamily residential buildings oriented around a central courtyard, dwelling units may have their primary entrance facing the courtyard, with the exception of units adjacent to a public street, which must comply with guideline G1, above. [\[Proposed alteration of original TDDG text.\]](#)
- 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** Porches are encouraged at primary entrances, and should follow the following guidelines:
 - a. Porches should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.

- b. Porch height above the adjacent grade should be no less than 18 inches and no more than 4 feet.
- c. Porch depth should be no less than 5 feet and no more than 15 feet.
- d. Porch width should be no less than 8 feet. *[Proposed alteration of original TDDG text.]*

G5 A stoop is a small set of steps that leads from the sidewalk to the main ground floor entrance of a dwelling unit (or a common entry for multiple dwelling units) when the ground floor is slightly elevated above the sidewalk; stoops provides a transition between the public sidewalk and the private interior space while also serving as a social gathering spot. Stoops are encouraged at street-facing entrances, and should follow the following guidelines when provided:

- a. Stoops should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.
- b. Stoop height above the adjacent grade should be no less than 2 feet and no more than 4 feet.
- c. The depth of the landing at the top of the stoop depth should be no less than 6 feet and no more than 15 feet.
- d. Stoop width should be no less than 4 feet and no more than 8 feet.
- e. If a stoop is provided at a street-facing entrance, an ADA compliant entrance must also be provided into that space which can serve as the primary entrance. *[Proposed new text from consultant.]*

b. Individual Entry, Commercial Uses (Storefront)

STANDARDS

S1 Building entrance standards shall be as required by the Base District and applicable Overlay District. *[Code referenced for completeness and consistency.]*

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) *[Proposed alteration of original TDDG text.]*

G2 For buildings with multiple commercial, each individual space on the first floor which is adjacent to a public sidewalk should have its own separate storefront entrance at the front of the building oriented to a street. The doorways of such entrances should be parallel to the sidewalk. Ground floor commercial uses which have any frontage along a public sidewalk may 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-

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

Recommend keeping original “Facade Glossary of Terms” as Informational sidebar.

facing entrance. *[Proposed alteration of original TDDG text.]*

- G3** Storefront Bays. Street-level façades wider than 30 feet or consisting of more than 1 commercial space should be divided into a series of storefront bays.
- a. Bays should be 12 to 25 feet wide and should maintain a consistent width along each façade.
 - b. Each bay should be defined by storefront piers and should include a door, display windows, a fascia, a bulkhead, and a transom.
 - c. 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 display 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.
 - d. The area within a storefront bay should parallel the adjacent sidewalk, and should not be set at an angle. Part of the surface may be angled in order to form a recessed entryway, but these surfaces must be symmetrical and the overall orientation of the bay must parallel the street. *[Proposed alteration of original TDDG text.]*
- G4** Storefront Piers. Bays should be divided by piers, which should be one to three feet wide and should be made of a solid material, such as brick, stone, or wood—not glass or aluminum. Each pier should protrude outward from adjacent surfaces three to six inches. *[Original TDDG text.]*
- G5** Storefront Fasciae. Each bay should have a fascia area, which is a horizontal wall surface between piers, above the display windows and doors, and below the storefront cornice. This is the preferred location for wall signs. Storefront fasciae should be uniform in size throughout the building, and should range from two to five feet in height. *[Original TDDG text.]*
- G6** Bulkheads. All buildings should implement a one to four foot high tile 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.]*
- G7** Storefront Cornice. Multi-storied buildings should use a decorative storefront cornice to differentiate the street-level storefronts from the upper-floors. *[Original TDDG text.]*
- G8** Glazing Ratio. For ground floor facades occupied by commercial uses, windows, doors, or other openings with transparent glazing for at least 60 percent of the building wall area located between 1.5 and seven feet above the level of the sidewalk. *[Proposed new text]*

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

Includes breakdown of storefront elements such as bays, piers, bulkheads, etc. Also includes recessed dining patios.

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

from consultant.]

G9 Storefront entryways should be at the same grade as the sidewalk, and no steps, up or down, should be required for entry. If the Fresno Metropolitan Flood Control District or other agency requires that the first floor be elevated above the sidewalk grade, a flush and ADA-compliant entry must be maintained one of the following manners:

a) **Raised Sidewalk.** The sidewalk shall be split into two zones. The zone adjacent to the curb will be called the Lower Walkway and should be no more than 5 feet wide. The Lower Walkway will match the grade of the curb. The zone adjacent to the building, which will be called the Upper Walkway, will consist of the remaining width of the sidewalk (7 feet in the case of a standard 12-foot sidewalk), shall be raised to match the level of the finished floor of the first story so that it is flush with entrances into commercial spaces. The Upper Walkway shall be buffered from the lower walkway with a curb, hedge, raised planter, or other method as determined by the Review Authority. Steps from the Lower Walkway to the Upper Walkway shall be provided every 100 feet or less as determined by the Review Authority. At block corners and/or the edge of the project area, the Upper Walkway shall slope down to meet the level of the Lower Walkway and/or the remaining portion of the original sidewalk.

b) **Interior Ramp.** The storefront entryway will be the same grade as the sidewalk and a ramp which is fully inside of the building will bring visitors up to the raised ground floor. *[Proposed alteration of original TDDG text.]*

c. Common Entry

STANDARDS

S1 Entrance standards shall be as required by the Base District and applicable Overlay District. *[Code referenced for completeness and consistency.]*

GUIDELINES

G1 Dwelling units and commercial spaces which are on the ground floor but are not adjacent to a public street, or which are located on upper floors, should be accessed through a common entrance that faces, and is parallel to, the street. *[Proposed alteration of original TDDG text.]*

G2 Individual dwelling units and commercial spaces should be accessed through an interior circulation system. 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.]*

G3 The width of a common entry and associated recesses, canopies, windows, and architectural features should be no less than 10 feet and no more than 25 feet. *[Proposed alteration of original TDDG text.]*

G4 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.]*

- G5** The entrance shall be covered by an awning or canopy or shall be recessed into the building up to 6 feet. *[Original TDDG text.]*

e. Civic Entry

STANDARDS

- S1** Entrance standards shall be as required by the Base District and applicable Overlay District. *[Code referenced for completeness and consistency.]*

GUIDELINES

- G1** 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. *[Proposed alteration of original TDDG text.]*
- G2** Civic entries may be recessed. Recessed entryways may be no more than six feet deep or 10 feet wide. Exceptions may be made for theaters, in which case it may be appropriate for a larger recessed entry. *[Proposed alteration of original TDDG text.]*
- G3** The doorways of such entrances should be parallel to the sidewalk. *[Proposed alteration of 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.]*

GUIDELINES

- G1** With the exception of stoops and similar steps intended for access for ground-floor spaces, external stairways and corridors shall not be located between the primary façade of the building and a public street. Within 30 feet of a public street, external stairs shall not have open rises, 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 from consultant.]*

8. Balconies

STANDARDS

- S1** Code Section 15-1104, Site Design Development Standards, the “Certainty Option” under

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

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

Section 1105, Facade Design Development Standards, and applicable Overlay District regulations.

- S2** Balconies shall be no less than 5 feet in depth, except for decorative “Juliet” balconies which have no minimum depth. *[Proposed new text from consultant.]*

GUIDELINES

- G1** Balconies are encouraged, and should follow the following guidelines:
 - a) Balconies should be incorporated architecturally into the building, utilizing proportions, style, and materials that are consistent with the rest of the building.
 - b) The bottom of the balcony should be no less than 8 feet above the adjacent grade.
 - c) The depth of the balcony should be no less than 5 feet and no more than 10 feet.
 - d) Balcony width should be no less than 8 feet.
 - e) Balconies should project no more than 4 feet into the public right-of-way. *[Proposed new text from consultant.]*

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.]*

GUIDELINES

- G1** The use of 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** The building should support all awnings. Structural supports should not be placed in public rights-of-way. *[Original TDDG text.]*
- G6** Upper-floor awnings should be located directly over the windows and should be the same width as the window. *[Original TDDG text.]*
- G7** Street-level awnings may extend horizontally over multiple windows. *[Original TDDG text.]*
- G8** Street-level awnings should leave 8 feet of vertical clearance over the sidewalk, and should not interfere with street trees, streetlights, or traffic. *[Original TDDG 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 carry on the same architectural style (as defined in RS District Section E.1 Architectural Styles) and have the same roof pitch, exterior cladding, attic vents, and window proportion and trim, as the principal 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.]*

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 interior security bars or gates may be used. *[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.]*

GUIDELINES

- G1** Elevator penthouses, HVAC units and other roof-mounted equipment should be screened by a parapet wall and located on the side or rear of the structure to limit street visibility. Parapet wall materials must be consistent with materials used for the rest of the façade and should be incorporated in the building’s design. Parapet walls should be at least one foot higher than the mechanical equipment. *[Original TDDG text.]*
- G2** Architectural consideration should be given to buffer the visual impacts of trash enclosures, storage areas, loading areas, utility boxes and any other needed but unattractive aspects to a business. *[Original TDDG text.]*

4. Outdoor Lighting and Illumination

STANDARDS

- S1** 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 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** An encroachment permit from the city Public Works Department must be obtained in order 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 may occupy no more than 40% of the sidewalk width, provided there is sufficient walkway area. *[Original TDDG text.]*

G4 The inner furniture area may 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 shall be prohibited throughout the Tower District. *[Code referenced for completeness and consistency. Prohibition of pole signs proposed by consultant.]*

Recommend keeping original “Sign Types” Informational sidebar.

GUIDELINES

- G1** Signage should be architecturally incorporated into the building and should not obscure architectural features of the building. Signs should be mounted in locations that respect the design of a building and should not cover windows, grillwork, pilasters, cornices, and ornamental features. *[Original TDDG text.]*
- G2** 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.
- G3** The following sign guidelines apply except when Article 26 of the Development Code standards are more restrictive:
- a. Each business should be entitled to at least 40 square feet of sign area, and no individual sign should exceed 100 square feet in area.
 - b. The total area of all signs for a building should not exceed 10% of the façade area of the building (or portion of the façade area that corresponds to a single business).
 - c. For buildings with multiple tenants, a master sign program should be approved (refer to zoning ordinance).
 - d. Internally illuminated “can” signs are inappropriate and are discouraged.
 - e. Painted wall signs should be designed and applied by a professional and should be of high quality.
 - f. Signs should be constructed of high quality materials that are appropriate to a pedestrian environment, such as wood, metal or neon.
 - g. Signs should have individual raised lettering and should be externally illuminated.
 - h. The sign’s content should be limited to the business name or logo.
 - i. All electrical conduit should be concealed from public view.

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. [\[Code referenced for consistency.\]](#)

GUIDELINES

G1 Total coverage of signs on the exterior or interior of windows at the street-level should not exceed 20 percent of the total window area visible from the exterior of the building. Signs should not be placed on upper-floor windows. [\[Original TDDG text.\]](#)

G2 Window signage area counts towards total allowed signage area noted above (two square feet per linear foot of street frontage). [\[Original TDDG text.\]](#)

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. [\[Code referenced for completeness and consistency.\]](#)

GUIDELINES

G1 Signage on the awning may be located on the valence, but not the angled portion of the awning. [\[Original TDDG text.\]](#)

G2 Lettering should be no higher than 10 inches. [\[Original TDDG text.\]](#)

G3 Signage on awnings counts toward the total permitted sign area. [\[Original TDDG text.\]](#)

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. [\[Code referenced for completeness and consistency.\]](#)

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). [\[Original TDDG text.\]](#)

- G4** Projecting signs and under-awning signs should be limited to one. [\[Original TDDG text.\]](#)
- G5** 18 square foot double-faced sign on each street frontage occupied by each tenant. Faces of double sided signs should be parallel. [\[Original TDDG text.\]](#)
- G6** Projecting signs and under-awning signs should not project more than six feet beyond the property line and should not encroach within three feet of the curb. [\[Original TDDG text.\]](#)

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. [\[Code referenced for completeness and consistency.\]](#)

GUIDELINES

- G1** Marquee signs are permitted when used exclusively for theaters. 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. [\[Code referenced for completeness and consistency.\]](#)

GUIDELINES

- G1** Vertical blade signs should be permitted for hotels and theaters only and should be limited to one per building. [\[Original TDDG text.\]](#)
- G3** Vertical blade signs should in no way obscure upper-floor windows, and should be mounted directly to a solid pier or pediment area between windows. [\[Original TDDG text.\]](#)
- G4** Vertical blade signs should not extend below the storefront cornice and should not extend more than 10 feet above the roof line. [\[Original TDDG text.\]](#)
- G5** Vertical blade signs should not project more than six feet beyond the property line and should not encroach within three feet of the curb. [\[Original TDDG text.\]](#)

h. Roof Signs

STANDARDS

S1 Roof signs shall be permitted.

GUIDELINES

- G1** There should be no more than 1 roof sign per building. *[Alteration of original TDDG text.]*
- G2** Roof signs should have a maximum area of 300 square feet. *[Proposed alteration of original TDDG text.]*
- G3** Roof signs should have a maximum height of 10 feet. *[Alteration of original TDDG text.]*
- G4** No roof sign should cover, wholly or partially, any wall opening. *[Proposed alteration of original TDDG text.]*
- G5** If illuminated, Roof Signs should be only illuminated by one of the following methods:
 - a) External Illumination. Externally illuminated with concealed flood lighting.
 - b) 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.
 - c) 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.]*

Language was borrowed from Article 26 of the Development Code.

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.]*

GUIDELINES

- G1** Freestanding signs of all types, including pole signs and monument signs, are inappropriate in the Tower District. Freestanding signs are more appropriate in contemporary highway commercial areas, not walkable traditional neighborhoods. No new freestanding signs should be allowed. Freestanding signs should only be allowed for buildings that pre-date these guidelines and are set back from the street 10 feet or more and thus depend on a freestanding sign for visibility. In these instances monument signs may be allowed, but must conform to the following guidelines: *[Original TDDG text.]*
 - a. When a pre-existing building is set back more than 10 feet from the roadway, a monument sign may be permitted. Under no circumstances should new pole signs be erected.

- b. Monument signs will be limited to 32 square feet in area.
- c. No monument sign should exceed five feet in height.
- d. There may be only one monument sign per parcel. If a parcel has multiple tenants, they must all be advertised on a single monument sign.
- e. Monument signs should be set back at least three feet from the sidewalk edge. *[Original TDDG text.]*