

Downtown **URBAN**  
**DESIGN**



STANDARDS & GUIDELINES



# ACKNOWLEDGEMENTS

In recent years, parts of Downtown Fort Worth have been immensely successful in attracting people back to the central city to live, work, play, shop, and learn. This renaissance of Downtown is in part attributable to the authentic urban quality of Downtown. We owe an immeasurable debt of gratitude to a number of dedicated individuals for their role in the development of this document.

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Brian Luenser

## UNDERSTANDING THE DISTRICT



# UNDERSTANDING THE DISTRICT

## HISTORY OF DOWNTOWN FORT WORTH

When Fort Worth was incorporated as a City in 1873, virtually the entire city was contained within the area currently called the Central Business District. The commercial Downtown was concentrated along Commerce, Weatherford, and Houston streets and extended south for several blocks on Houston and Main streets.

The appearance of Downtown Fort Worth in the 1880's was a classic Old West town. Commercial buildings were generally one-and two-story wood frame and brick structures, many with false fronts and shed-roofed porches covering wooden sidewalks. The commercial core was laid out on a traditional grid with a residential district extending south of the Texas & Pacific Railroad tracks and an industrial district in an arc along the railroad tracks to the south and east of Downtown. Residential districts continued to be built to the east and west of Downtown and northward along the Samuels Avenue and the bluffs of the Trinity River. By the end of the 1880's, cattle, livestock, trading, land development, railroads, oil, and a diversifying economy transformed Fort Worth from a military outpost to a vibrant trading center for points west.

From its early days, Fort Worth continued to develop like most cities in Texas. The early teens and 1920's saw expansion of the suburbs, while skyscrapers and automobiles changed the Downtown skyline and land uses. The economic center began to shift from the courthouse to the south, eventually coalescing along the 7th Street corridor. This area became the commercial heart of the city.

Accelerated suburbanization occurred after the end of World War II and continued through the 1990's, and Fort Worth was no exception. Bold urban renewal plans and destruction of existing urban fabric (right) were typical of the period. Much of the southern portion of the Central Business District was transformed by the addition of a convention center and an elevated interstate highway. Intended to revitalize the area these projects had limited success. In response to the decline of Downtown, Charles Tandy and Sid Bass embarked on revitalization plans. Their vision continues to anchor a transformed Downtown as a vibrant commercial and cultural center.

Since the 1980's, Downtown has experienced a renaissance that has continued with investments by Sundance Square, XTO Energy, the City, the County and a variety of developers. Today, Downtown is experiencing significant interest in and around the core, as well as, on the periphery of the Downtown Design District. Downtown is a cultural and entertainment destination, and hosts the highest concentration of employment in Tarrant County. Substantial investment in

historic restoration, adaptive reuse, and new construction has created a rich blend of contemporary and classic architecture and an increasing diversification of land use.



Victor Gruen's plan, *A Greater Tomorrow*, for Downtown Fort Worth, completed in 1956. If implemented, the plan would have created a giant downtown mall.

# UNDERSTANDING THE DISTRICT

## GENERAL DEVELOPMENT INTENT AND PRINCIPLES

### Intent

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

### General Design Principles

#### 1. Promote a pedestrian-oriented urban form

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

#### 2. Maximize connectivity and access

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

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

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

#### 4. Support new and existing Downtown businesses

The DUDSG should primarily support the success of existing and new businesses.

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

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

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

The design review process is intended to support creativity and exceptional design while discouraging uniformity, thus promoting high quality design.

#### 7. Promote sustainable development that minimizes negative impacts on natural resources

Creating a walkable, mixed-use, high-density, central city district supports sustainable development by providing an alternative to low-density development in peripheral areas. Downtown buildings, transportation systems, and public spaces should be designed to minimize negative impacts on air and water quality, and promote and showcase innovation in environmental design.

#### 8. Encourage the integration of art into public and private development

Art should be integrated into architecture, streetscapes, and public spaces. Art enhances the built environment and contributes to the area's success in attracting new residents and businesses.



# UNDERSTANDING THE DISTRICT

## ADMINISTRATION

### Intent

The DUDSG apply to projects located within the Downtown Urban Design District (DUDD) (see map on page 9). The intent of the standards and guidelines is to encourage the highest level of design quality and provide the flexibility necessary to respond to existing site conditions. The DUDSG are intended to be clear, concise, and user-friendly. The development review process is meant to be predictable, flexible, and to facilitate the timely approval of conforming projects.

The DUDGS represent supplemental requirements to base zoning as outlined in this document. Whenever there appears to be a conflict between the DUDSG and the other sections of the Zoning Ordinance, the requirements specifically set forth in this document shall prevail.

Whenever a conflict between the Urban Design Commission and the Historic and Cultural Landmarks Commission regulations occur, the stricter of the two shall apply, or a joint session of the Boards and Commission may be called.

### Definition of “Standards” and “Guidelines”

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

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

### Downtown Design Review Board (DDRB)

The DDRB is composed of seven regular members and one alternate member, all of whom are appointed by the Mayor and the City Council. Members are charged with the administration of DUDSG. The Zoning Ordinance specifies that DDRB appointees should be qualified electors of the City of Fort Worth. Furthermore, by ordinance, board members and alternate must be selected from practicing professionals from the fields of architecture, landscape architecture, urban design or planning, real estate, and a Downtown resident. The Planning and Development Director or designee serves as staff advisor to the DDRB.



# UNDERSTANDING THE DISTRICT

## DEVELOPMENT REVIEW PROCESS

### Project Subject to Review

All private and public development projects within the DUDD that include additions, new construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage are subject to review by the Planning and Development Department staff and/or the DDRB for compliance with the DUDSG. Changes to the interior of buildings do not require staff/DDRB approval.

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



Above: Completed in 2013, Sundance Square Plaza has become a regional destination.

### Administrative Review vs. DDRB Review

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

#### Eligible for administrative approval:

- All signage that meets the standards
- Sidewalk construction, including trees, furnishing, landscaping, and pedestrian lighting
- Minor modifications to existing buildings
- Temporary construction facilities
- Historic buildings restored in accordance with the Secretary of the Interior's Standards for Rehabilitation

#### DDRB will review the following:

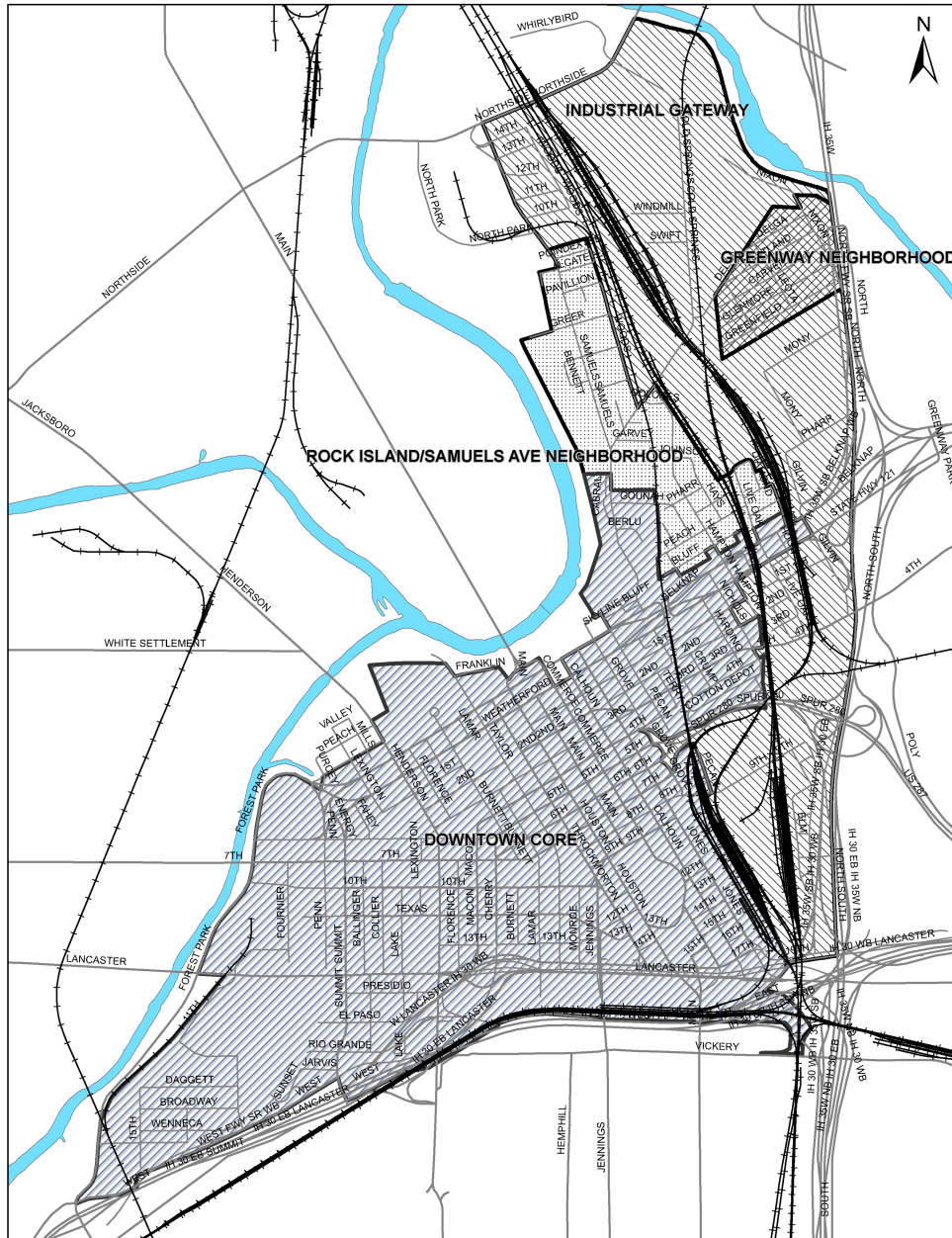
- New construction
- Major modification of buildings
- Items that staff refer to DDRB
- Cases that vary from standards

### Certificate of Appropriateness (COA)





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

# DOWNTOWN URBAN DESIGN DISTRICT (DUDD) BOUNDARY

## Downtown Urban Design District - Character Zones



### Character Zones

-  DOWNTOWN CORE
-  GREENWAY NEIGHBORHOOD
-  ROCK ISLAND/SAMUELS AVE NEIGHBORHOOD
-  INDUSTRIAL GATEWAY



# UNDERSTANDING THE DISTRICT

Character Zone	Uses Covered	Actions Triggering DUDSG Standards	Applicable Standards and Guidelines
<b>Downtown Core</b>	All Uses	<ul style="list-style-type: none"> <li>Any additions, new construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG requirements</li> </ul>
<b>Industrial Gateway</b>	Industrial	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Base Zoning</li> </ul>
	Non Industrial	<ul style="list-style-type: none"> <li>Change of use from Light, Medium and Heavy Industrial uses to any other use listed in the Zoning Ordinance, or</li> <li>Rezoning to non-industrial category</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG Character Zone Standards for Commercial and Multifamily projects (see page 16)</li> <li>DUDSG requirements not covered by Character Zone Standards for Commercial and Multifamily projects</li> </ul>
<b>Greenway Neighborhood</b>	Commercial/ Multifamily	<ul style="list-style-type: none"> <li>New construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage, or</li> <li>Rezoning</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG Character Zone Standards for Commercial and Multifamily projects (see page 17).</li> <li>DUDSG requirements not covered by Character Zone Standards for Commercial and Multifamily projects</li> </ul>
	Single Family	<ul style="list-style-type: none"> <li>New construction of a single family home, or</li> <li>The addition of more than 500 square feet.</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG Character Zone Standards for Single Family projects (see page 18).</li> </ul>
<b>Samuels Avenue/ Rock Island Neighborhood</b>	Commercial/ Multifamily	<ul style="list-style-type: none"> <li>New construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage, or</li> <li>Rezoning</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG Character Zone Standards for Commercial and Multifamily projects (see page 21)</li> <li>DUDSG requirements not covered by Character Zone Standards for Commercial and Multifamily projects</li> </ul>
	Single Family	<ul style="list-style-type: none"> <li>New construction of a single family home, or</li> <li>The addition of more than 500 square feet.</li> </ul>	<ul style="list-style-type: none"> <li>DUDSG Character Zone Standards for Single Family projects (see page 22)</li> </ul>



# UNDERSTANDING THE DISTRICT

## DEVELOPMENT REVIEW PROCESS

### Required Information from Applicant

The full list of required documents is included in the application available from the City's Planning and Development Department. Applications are located online at:

[www.fortworthtexas.gov](http://www.fortworthtexas.gov)

For questions, comments, or to set an appointment call 817-392-8000.

### Review of Phased Projects

The DDRB may approve a COA for all phases, provided that the applicant submits drawings that depict the initial phase, as well as all future phases. There must be correlation between the initial presentation and all subsequent presentations of the project.

### Public Hearing Discussions

One of the DDRB's roles is to provide informal guidance to developers during the conceptual design phase. These conceptual design discussions take place during monthly DDRB public hearings, and provide an opportunity for early DDRB and staff input that should facilitate timely design review and approval of the final design phase. Developers of significant projects are encouraged to present conceptual designs to the DDRB. Submission of conceptual designs to staff or at a DDRB public hearing does not constitute approval of the project by the DDRB. Applicants are still required to receive approval by the DDRB for all work listed in the DUDSG except for projects that are eligible for administrative approval.

### Variances to Zoning Ordinance

The DDRB is authorized to approve waivers to the DUDSG, provided a project complies with applicable design standard intents. However, any waiver of basic property development standards related to building heights or setbacks requires a variance approved by the Board of Adjustment. Variances shall receive a recommendation from the DDRB.

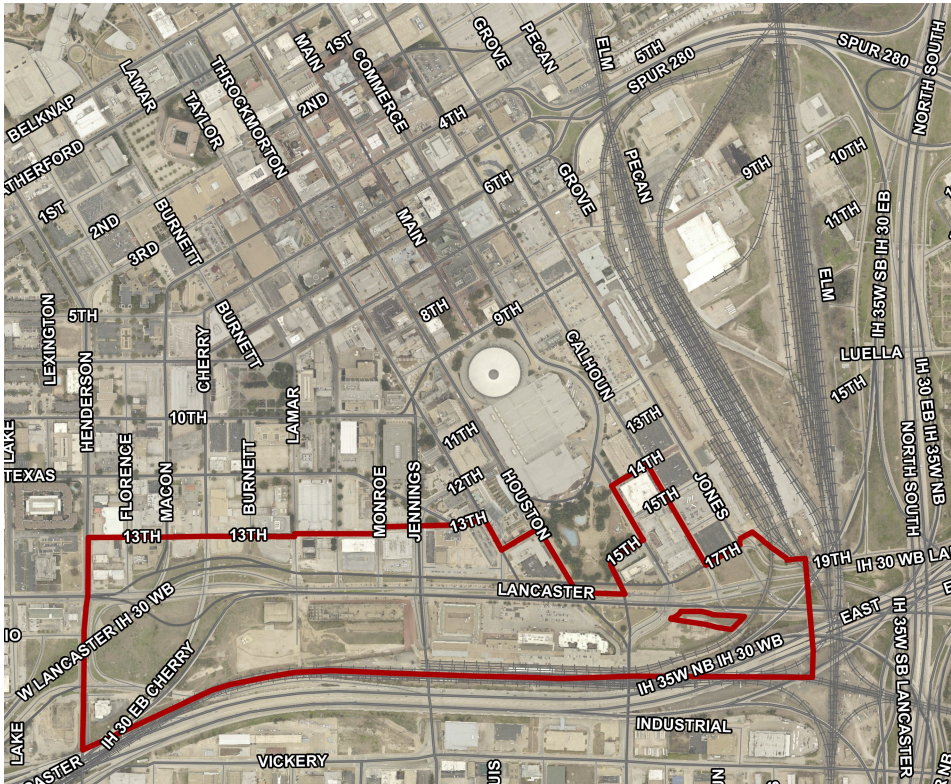


Unique projects are exceptions. The DDRB will determine the appropriateness of a project that does not conform to the DUDSG specified in this document. The design standards are written to respond to unique and creative project and waivers are encouraged to facilitate design excellence.





# UNDERSTANDING THE DISTRICT



## Lancaster Corridor Zone

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



These images illustrate the vision for Lancaster Avenue to be an attractive, livable, and pedestrian-oriented district that capitalizes on streetscape enhancements.



# UNDERSTANDING THE DISTRICT

## Lancaster Corridor Zone Supplementary Standards

In addition to all standards in the DUDSG, the following apply to the Lancaster Corridor:

### Building Height Standards

- Buildings shall be a minimum of 3 stories in height and a maximum of 8 stories in height.

#### **Varying from minimum and maximum height:**

- ♦ The DDRB may recommend to the Board of Adjustment heights that do not meet the standards above for any new or expanded building that, in the Board's determination, is proportional to the width of Lancaster Avenue, respects the scale of historic buildings along the street, and preserves view corridors to and from these historic buildings.

### Surface Parking Standards

- Surface parking lots and front yard parking are not allowed along Lancaster Avenue.
- Surface parking shall be located under, to the interior of, or behind buildings facing Lancaster Avenue.

### Parking Structures Standards

- Structured and/or underground parking shall be designed so that vehicular entrances and exits are not on Lancaster Avenue.
- Parking structures shall not front Lancaster Avenue.

#### **Exception:**

- ♦ The DDRB may allow parking structures to front Lancaster Avenue if the following conditions are met:
  1. The ground floor facing Lancaster Avenue contains retail space.
  2. The building is designed to complement surrounding buildings and to enhance pedestrian activity along Lancaster.

#### **NOTE:**

Using the criteria above, all height waivers shall receive a recommendation from the DDRB prior to receiving a variance from the City of Fort Worth Board of Adjustment:

## Streetscape Standards

- New streetscape items added shall be complementary to the existing streetscape. Streetscape items include the following:
  - ♦ Sidewalks (material use and color)
  - ♦ Lighting
  - ♦ Furnishings
  - ♦ Plant material



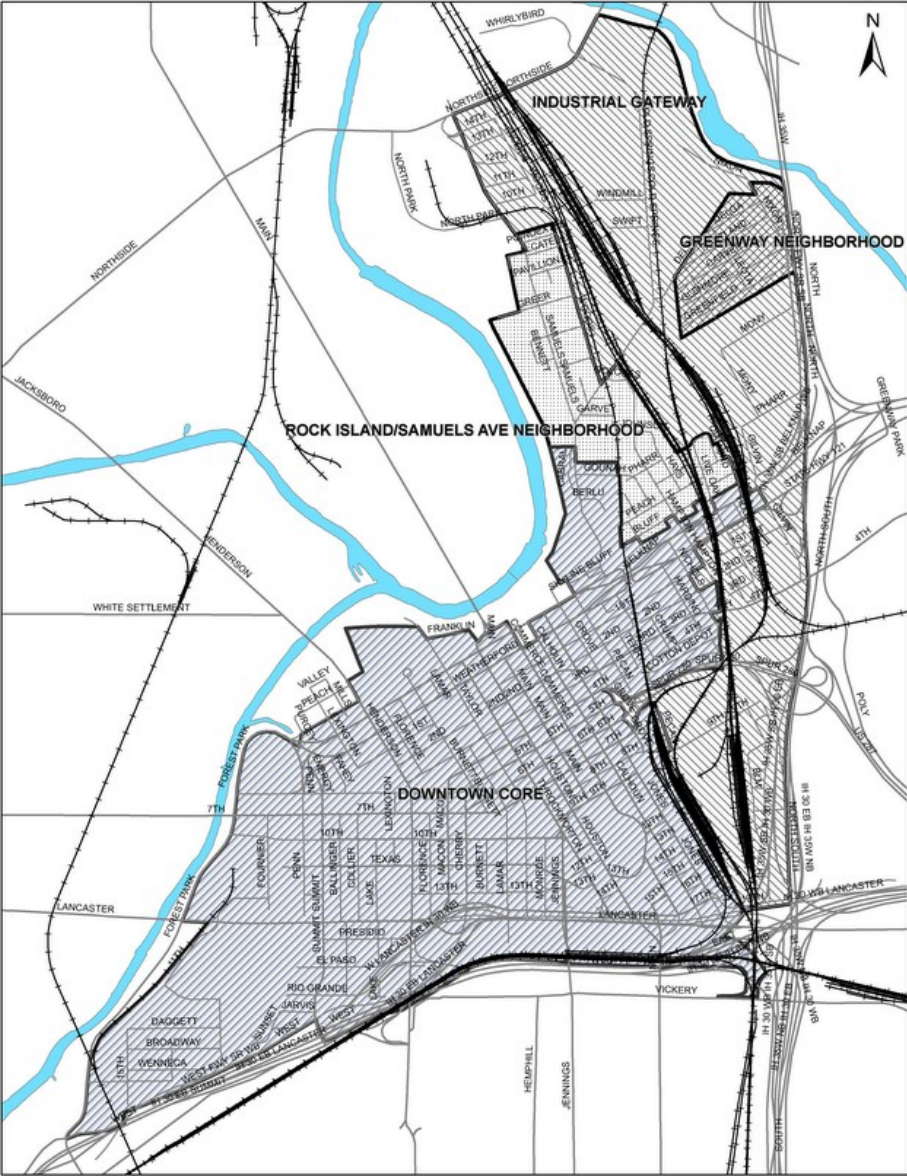


## CHARACTER ZONES



# CHARACTER ZONES

Downtown Urban Design District - Character Zones



Character Zones

DOWNTOWN CORE

GREENWAY NEIGHBORHOOD

ROCK ISLAND/SAMUELS AVE NEIGHBORHOOD

INDUSTRIAL GATEWAY

# CHARACTER ZONES—INDUSTRIAL GATEWAY

## Industrial Uses

All industrial uses listed in the Zoning Ordinance under Light, Medium, and Heavy Industrial are not subject to the DUDSG requirements and shall comply with base zoning requirements.

## Commercial/ Multifamily Standards

Properties located in the Industrial Gateway that meet the conditions below must comply with the DUDSG regulations unless address in this section.

- Change of use from Light, Medium, and Heavy Industrial uses to any other use listed in the Zoning Ordinance
- Rezoning

## Building Height, Massing, Orientation, and Setback Standards

- The height and overall scale of new construction shall be consistent with that of adjacent structures. In residential areas, the height and scale of new construction should generally not exceed that of adjacent structures by more than one story. Step-downs in building height, wall plane offsets, and other variations in building massing should be utilized to provide transition when height of new construction exceeds adjacent structures by more than a half story.
- The orientation of street facing façades shall be consistent with the predominant orientation of structures found on the block face.
- The orientation of primary building entrances, porches, and landings shall be consistent with those found on the block face.
- The site configuration and orientation of new buildings or structures shall be compatible and consistent with the orientation of existing buildings or structures on adjacent lots within the block face.

## Minimum Building Height Standard

- Buildings along Weatherford and Belknap Streets shall be a minimum of three (3) stories in height.

## Building Setbacks Standard

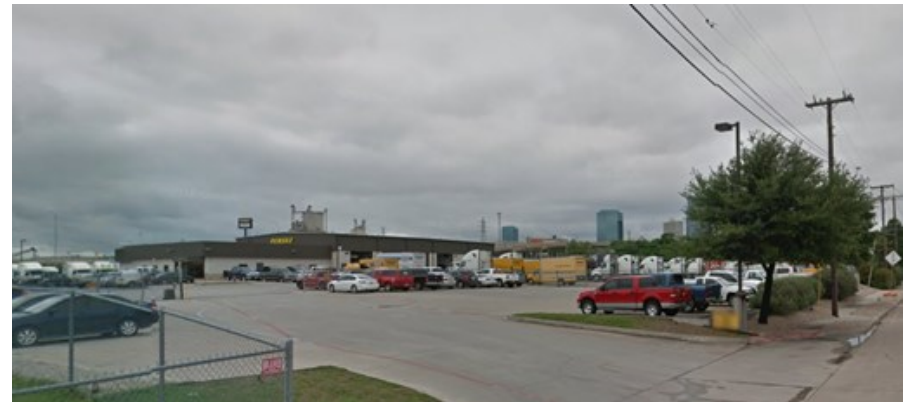
- Ten (10) foot maximum from the back of sidewalk.

## Streetscape Standards

- Maximum spacing of pedestrian lights shall be 60 feet.
- Pedestrian way shall be a minimum of seven (7) feet wide.

### Exceptions:

- ♦ Drive approaches
- ♦ Existing sidewalks or connections to existing sidewalks
- ♦ Curb cuts
- ♦ Fire hydrants
- ♦ Fixed infrastructure elements
- ♦ Steps and existing buildings
- ♦ Mature trees



# CHARACTER ZONES—GREENWAY NEIGHBORHOOD

## Commercial/ Multifamily Standards

Properties located in the Greenway Neighborhood that meet the conditions below must comply with the DUDSG requirements unless address in this section.

- New construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage, or
- Rezoning

## Building Height, Massing, Orientation, and Setback Standards

- The height and overall scale of new construction shall be consistent with that of adjacent structures. In residential areas, the height and scale of new construction should generally not exceed that of adjacent structures by more than one story. Step-downs in building height, wall plane offsets, and other variations in building massing should be utilized to provide transition when height of new construction exceeds adjacent structures by more than a half story.
- The orientation of the front façade shall be consistent with the predominant orientation of structures found on the block face.
- The orientation of primary building entrances, porches, and landings shall be consistent with those found on the block face.

The site configuration and orientation of new buildings or structures shall be compatible and consistent with the orientation of existing buildings or structures on adjacent lots within the block face.

## Building Setbacks Standard

- Ten (10) foot maximum from the back of sidewalk.

## Streetscape Standards

- Maximum spacing of pedestrian lights shall be 60 feet.
- Pedestrian way shall be a minimum of seven (7 )feet wide.

### Exceptions:

- ◆ Drive approaches
- ◆ Existing sidewalks or connections to existing sidewalks
- ◆ Curb cuts
- ◆ Fire hydrants
- ◆ Fixed infrastructure elements
- ◆ Steps and existing buildings
- ◆ Mature trees





# CHARACTER ZONES—GREENWAY NEIGHBORHOOD

## Single Family Detached Standards

Properties located in the Greenway Neighborhood that meet the conditions below must comply with the DUDSG requirements unless address in this section.

- New construction of a single family home, or
- The addition of more than 500 square feet for any use.

## Building Height, Massing, Orientation, and Setback Standards

- The height and overall scale of new construction shall be consistent with that of adjacent structures. In residential areas, the height and scale of new construction should generally not exceed that of adjacent structures by more than one story. Step-downs in building height, wall plane offsets, and other variations in building massing should be utilized to provide transition when height of new construction exceeds adjacent structures by more than a half story.
- Roof pitch, form, and orientation shall be consistent with those predominantly found on the block face.
- The orientation of the front façade shall be consistent with the predominant orientation of structures found on the block face.
- The orientation of primary building entrances, porches, and landings shall be consistent with those found on the block face.
- Where used, front porches shall be a minimum of 6 feet deep.
- Setbacks shall be the average of structures on the block face or align with the front wall of the neighboring structure.
- The site configuration and orientation of new buildings or structures shall be compatible and consistent with the orientation of existing buildings or structures on adjacent lots within the block face.
- Blank walls on residential structures are not allowed.
- Window and door openings shall use similar proportions of wall to window ratio and spacing as typically found in the district.

## Building Materials Standards

- Building envelope, roof, windows, and door materials shall complement the type, texture, and detail, including dimensions, of materials traditionally found in the district.
- Vinyl siding, plastic, and EIFS are not allowed as building envelope materials.
- R-Panel profile metal panels are not allowed as building envelope and roof materials.

## Fencing Standards

- Front yard fences shall be a maximum height of 4 feet, 50% open.
- Side and rear yard fences shall have a maximum height of 8 feet.
- Side yard fences shall not project into the projected front yard.
- Fence materials shall be wood, antique wire fencing, or iron.
- Plastic, chain link, barbed wire, or other synthetic materials used as fencing are prohibited.
- Masonry may be used for posts and bases for metal iron fencing only.



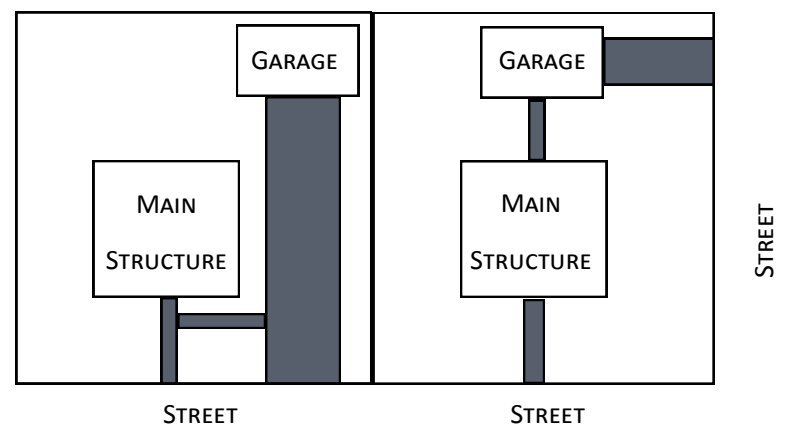


# CHARACTER ZONES—GREENWAY NEIGHBORHOOD

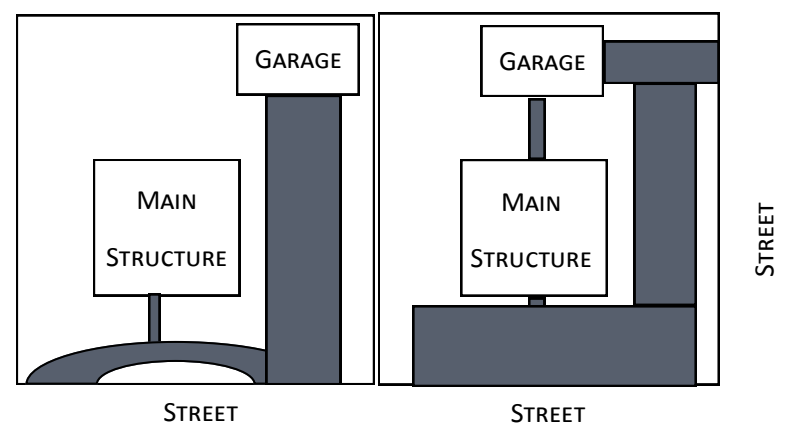
## Driveways and Walkways Standards

- Paving of private sidewalks and driveways shall be of natural concrete, brick, cut stone, pavers, natural rock or asphalt.
- Front yards shall not be paved or graveled except for driveways or walkways.
- There shall be no front yard area designated as a vehicle parking area or paved as such.
- Walkway paving in the front yard shall be either:
  - ♦ A walkway from the front property line to the front entry of the structure or, on a corner lot, from the side property line to a side entry of the structure.
  - ♦ The walkway shall not be wider than the width of the entry steps, and in no instance shall the walkway be wider than ten (10) feet.
  - ♦ A walkway from the driveway to the front and/or side entry walkway shall be a maximum of four (4) feet in width.
- A front-entry driveway shall be no wider than one car width or ten (10) feet maximum, but may be widened just prior to a two-car garage.
- On a corner lot, the driveway may extend from the side street to the garage. It shall be no wider than one car width or ten (10) feet maximum to a one-car garage, or 18 feet maximum and widening to a two-car garage.
- Circular and semicircular driveways are not allowed except along Samuels Avenue.
- Any new driveway constructed through a front yard must be spaced a minimum of one (1) foot from an existing driveway on the adjacent lot.

### Appropriate



### INAPPROPRIATE



# CHARACTER ZONES—GREENWAY NEIGHBORHOOD

## Street Tree Standards

- One (1) street tree shall be required per every 50 linear feet of property frontage.
- Location and planting plans of tree shall be determined by staff based on the following criteria:
  - ◆ Width of furnishing zone
  - ◆ Type of street tree (must be from approved list)
  - ◆ Distance to existing trees, curb cuts, property lines, fire hydrants, fixed infrastructure elements, and primary buildings

### Exception:

- Staff may waive the installation of street trees if unique conditions prohibit installation.

## Sidewalks Standards

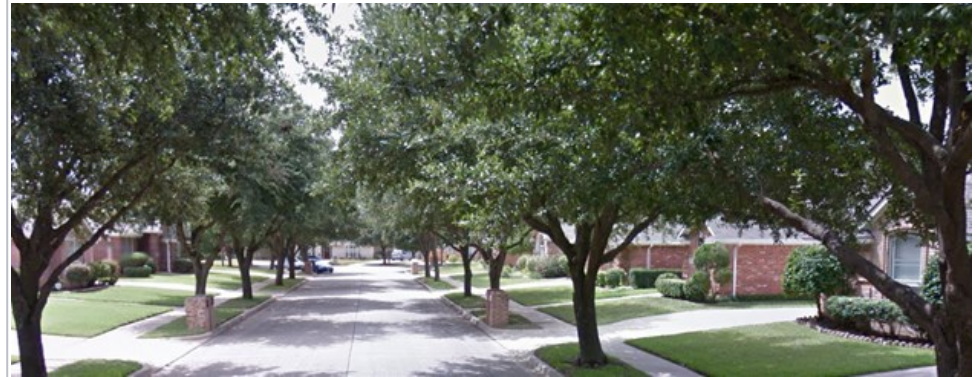
- Five (5) foot sidewalks are required. Width adjustment can be administratively approved to accommodate the following:
  - ◆ Connection to an existing sidewalk.
  - ◆ Insufficient right of way
  - ◆ Steps and existing buildings
  - ◆ Mature trees

### Exception:

- Staff may waive the installation and width of sidewalks if unique conditions prohibit installation.

## Streetlight Guidelines

- There are currently no Pedestrian lights in the neighborhood. If pedestrian lights are installed, staff will work with the applicant and spacing.



Street trees and sidewalks help to create a walkable urban environment.





# CHARACTER ZONES—SAMUELS AVENUE / ROCK ISLAND NEIGHBORHOOD

## Commercial/ Multifamily Standards

Properties located in the Samuels Avenue / Rock Island Neighborhood that meet the conditions below must comply with the DUDSG requirements unless address in this section.

- New construction, redevelopment (rehabilitation, renovation, or restoration), reconstruction of a parking lot, and new signage, or
- Rezoning

## Building Height, Massing, Orientation, and Setback Standards

- The height and overall scale of new construction shall be consistent with that of adjacent structures. In residential areas, the height and scale of new construction should generally not exceed that of adjacent structures by more than one story. Step-downs in building height, wall plane offsets, and other variations in building massing should be utilized to provide transition when height of new construction exceeds adjacent structures by more than a half story.
- The orientation of the front façade shall be consistent with the predominant orientation of structures found on the block face.
- The orientation of primary building entrances, porches, and landings shall be consistent with those found on the block face.
- The site configuration and orientation of new buildings or structures shall be compatible and consistent with the orientation of existing buildings or structures on adjacent lots within the block face.

## Minimum Building Height Standard

- Buildings along Samuels Avenue shall be a minimum of three (3) stories in height.

## Building Setbacks Standard

- Ten (10) foot maximum from the back of sidewalk.

## Streetscape Standards

- Maximum spacing of pedestrian lights shall be 60 feet.
- Pedestrian way shall be a minimum of seven (7 )feet wide.

### Exceptions:

- ◆ Drive approaches
- ◆ Existing sidewalks or connections to existing sidewalks
- ◆ Curb cuts
- ◆ Fire hydrants
- ◆ Fixed infrastructure elements
- ◆ Steps and existing buildings
- ◆ Mature trees



# CHARACTER ZONES—SAMUELS AVENUE / ROCK ISLAND NEIGHBORHOOD

## Single Family Detached Standards

Properties located in the Samuels / Rock Island Neighborhood that meet the conditions below must comply with the DUDSG requirements unless address in this section.

- New construction of a single family home, or
- The addition of more than 500 square feet for any use.

## Building Height, Massing, Orientation, and Setback Standards

- The height and overall scale of new construction shall be consistent with that of adjacent structures. In residential areas, the height and scale of new construction should generally not exceed that of adjacent structures by more than one story. Step-downs in building height, wall plane offsets, and other variations in building massing should be utilized to provide transition when height of new construction exceeds adjacent structures by more than a half story.
- Roof pitch, form, and orientation shall be consistent with those predominantly found on the block face.
- The orientation of the front façade shall be consistent with the predominant orientation of structures found on the block face.
- The orientation of primary building entrances, porches, and landings shall be consistent with those found on the block face.
- Where used, front porches shall be a minimum of 6 feet deep.
- Setbacks shall be the average of structures on the block face or align with the front wall of the neighboring structure.
- The site configuration and orientation of new buildings or structures shall be compatible and consistent with the orientation of existing buildings or structures on adjacent lots within the block face.
- Blank walls on residential structures are not allowed.
- Window and door openings shall use similar proportions of wall to window ratio and spacing as typically found in the district.

## Building Materials Standards

- Building envelope, roof, windows, and door materials shall complement the type, texture, and detail, including dimensions, of materials traditionally found in the district.
- Vinyl siding, plastic, and EIFS are not allowed as building envelope materials.
- R-Panel profile metal panels are not allowed as building envelope and roof materials.

## Fencing Standards

- Front yard fences shall be a maximum height of 4 feet, 50% open.
- Side and rear yard fences shall have a maximum height of 8 feet.
- Side yard fences shall not project into the projected front yard.
- Fence materials shall be wood, antique wire fencing, or iron.
- Plastic, chain link, barbed wire, or other synthetic materials used as fencing are prohibited.
- Masonry may be used for posts and bases for metal iron fencing only.

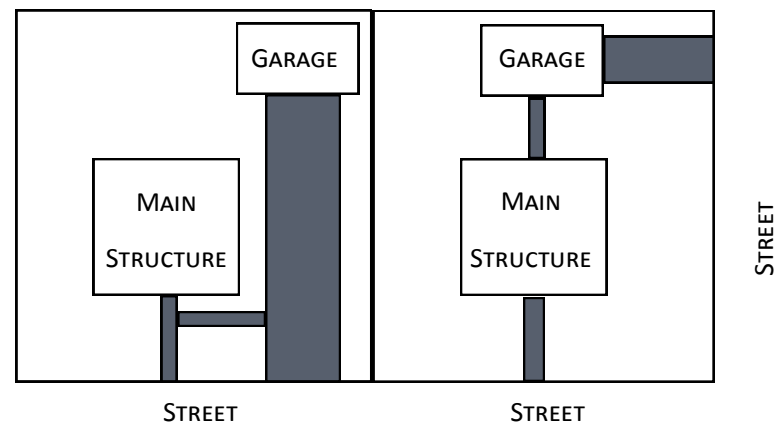


# CHARACTER ZONES—SAMUELS AVENUE / ROCK ISLAND NEIGHBORHOOD

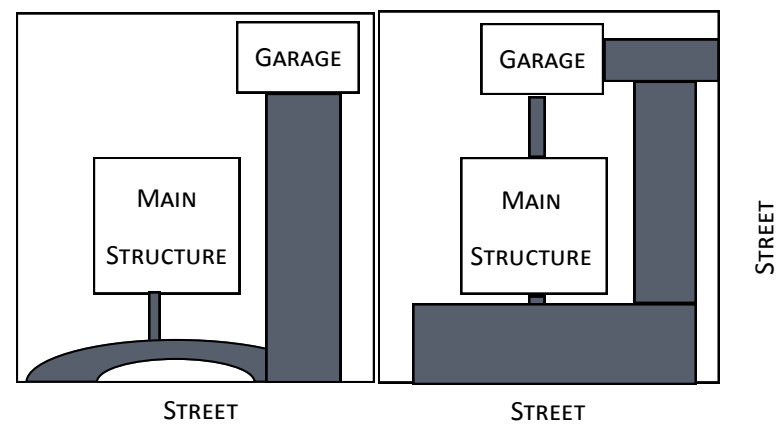
## Driveways and Walkways Standards

- Paving of private sidewalks and driveways shall be of natural concrete, brick, cut stone, pavers, natural rock or asphalt.
- Front yards shall not be paved or graveled except for driveways or walkways.
- There shall be no front yard area designated as a vehicle parking area or paved as such.
- Walkway paving in the front yard shall be either:
  - ♦ A walkway from the front property line to the front entry of the structure or, on a corner lot, from the side property line to a side entry of the structure.
  - ♦ The walkway shall not be wider than the width of the entry steps, and in no instance shall the walkway be wider than ten (10) feet.
  - ♦ A walkway from the driveway to the front and/or side entry walkway shall be a maximum of four (4) feet in width.
- A front-entry driveway shall be no wider than one car width or ten (10) feet maximum, but may widened just prior to a two-car garage.
- On a corner lot, the driveway may extend from the side street to the garage. It shall be no wider than one car width or ten (10) feet maximum to a one-car garage, or 18 feet maximum and widening to a two-car garage.
- Circular and semicircular driveways are not allowed except along Samuels Avenue.
- Any new driveway constructed through a front yard must be spaced a minimum of one (1) foot from an existing driveway on the adjacent lot.

### APPROPRIATE



### INAPPROPRIATE





# CHARACTER ZONES—SAMUELS AVENUE / ROCK ISLAND NEIGHBORHOOD

## Street Tree Standards

- One (1) street tree shall be required per every 50 linear feet of property frontage.
- Location and planting plans of the tree shall be determined by staff based on the following criteria:
  - ◆ Width of furnishing zone
  - ◆ Type of street tree (must be from approved list)
  - ◆ Distance to existing trees, curb cuts, property lines, fire hydrants, fixed infrastructure elements, and primary buildings

### Exception:

- Staff may waive the installation of street trees if unique conditions prohibit installation.

## Sidewalks Standards

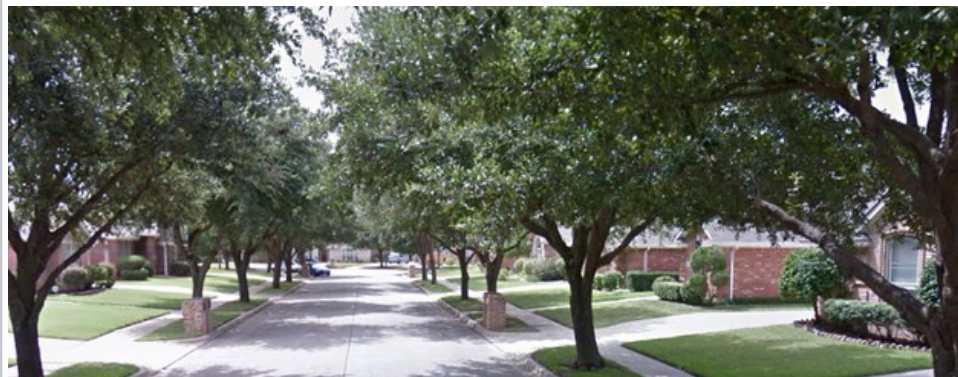
- Seven (7) foot sidewalks are required. Width adjustment can be administratively approved to accommodate the following:
  - ◆ Connection to an existing sidewalk.
  - ◆ Insufficient right of way
  - ◆ Steps and existing buildings
  - ◆ Mature trees

### Exception:

- Staff may waive the installation and width of sidewalks if unique conditions prohibit installation.

## Streetlight Guidelines

- Pedestrian lights are encouraged to be installed every 60 feet for single family zoned lots



Street trees and sidewalks help to create a walkable urban environment.







## PARKING AND WALKWAY CORRIDORS



# STREET GRID

## Intent

- Increase foot traffic and improve the quality of life for business owners, residents, employees, and visitors.
- Use sidewalks and streets to create a linear park system.

## Principles

- Focus pedestrian circulation at the street level and increase pedestrian comfort by expanding and constructing comfortable sidewalks that energize the streets.
- Provide shade and a sense of enclosure and safety through the addition of more trees.
- Visually enhance stark walls through the use of plant material and other techniques.
- Reinforce the concept of Downtown as a market place.

## Street Grid Standards

- Multiple block developments shall not close or span existing streets.
- The following shall apply:
  - ◆ Maximum distance between publicly accessible streets shall be 1,000 feet.
  - ◆ No block may have a perimeter greater than 1,600 feet, with a maximum block face of 400 feet.
  - ◆ Private streets with adjacent sidewalks or a private walkway, that are accessible through a public use easement, may serve as a block boundary.

Blocks in Downtown Fort Worth are typically 200 feet by 200 feet.



Street trees help sidewalks function as a linear park system.





# STREET GRID

## Vacation of Existing Streets Standards

Vacation of existing streets require a recommendation from the DDRB and the City Plan Commission and approval by the City Council.

Vacation of streets is discouraged and shall be avoided. The DDRB shall use the following criteria to form a recommendation to the City Plan Commission and City Council.

- The typical block face in Downtown measures 200 feet. The vacation of streets, alleys, and public rights-of-ways should not result in unpleasant or unsafe conditions for the pedestrian.
- No public way may be dead-ended through vacation. Any vacation of a portion of the public way must not result in the creation of remaining stubs of public streets or alleys. Cul-de-sacs or hammerhead turnarounds are not considered preferable options.
- No vacation of the public way shall direct public traffic onto private property.
- Vacations must run corner to corner and the full width of the right-of-way. No requests that propose to leave a jagged right-of-way line will be approved.

## Skywalks and Underground Passage Standards

Skywalks and underground passages are not allowed. DDRB shall use the following requirement when reviewing waiver requests for skywalks and underground passages:

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



This is an excellent example of a well designed pedestrian easement through a development.



This skywalk is appropriate because it connects two correctional facilities.

# STREET GRID

## Auto Oriented Canopies and Awning Standards

Auto oriented canopies and awnings are sometimes needed for uses such as drive-thrus, gas station pumps or as shade structures for surface level parking lots. They may be attached or detached from a building if the following requirements are met:

- canopies and awnings shall be lower in height than the parapet of the primary building.
- The design and location of the facility shall not impede vehicular traffic flow and shall not impede pedestrian movement and safety.
- Auto-oriented canopies, awnings, and stacking lanes shall not be located along the façade that faces a primary street, and shall be located behind the building.
- Architectural elements, landscaping, and/or other screening elements shall be used to minimize the visual impacts of the facility.

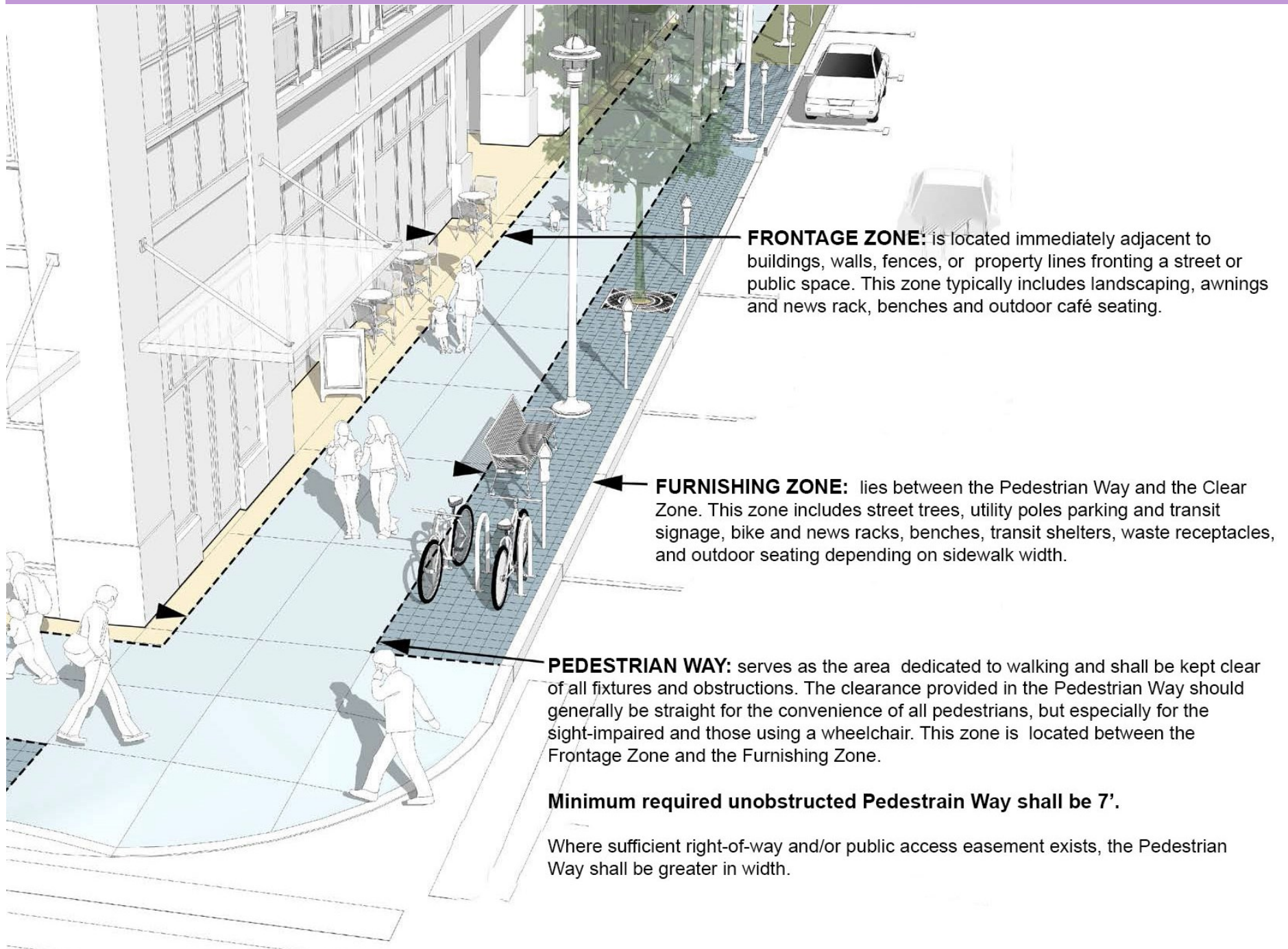


Canopies and drive-thrus should be located at the rear of the building and not along a primary street.





# STREETSCAPE





# STREETSCAPE

## Street Tree Standards

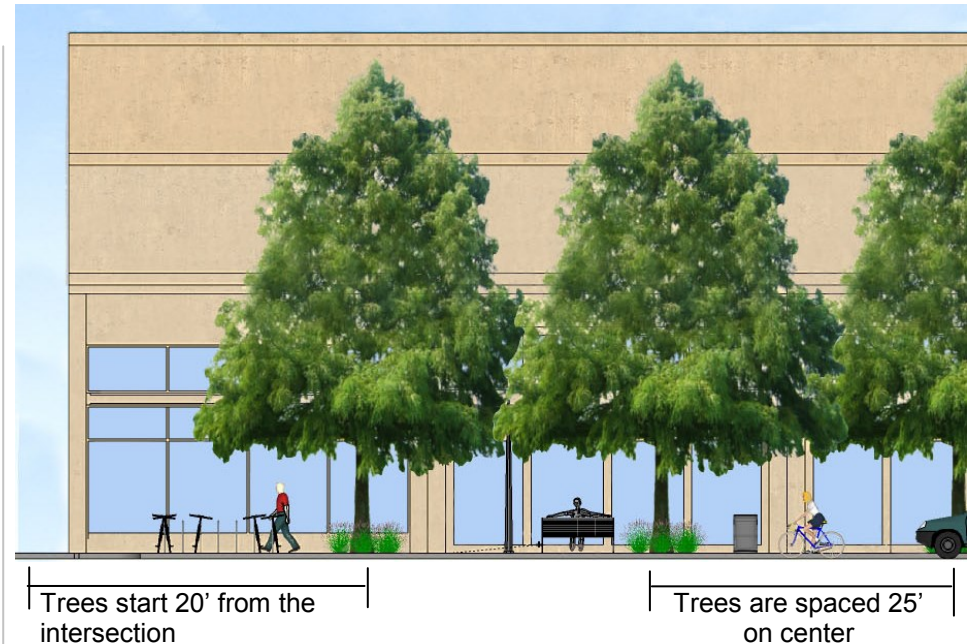
- All new development and redevelopment shall provide street trees.
- Street trees shall be located in the furnishing zone next to the street (within 2 to 3 feet of the curb).
  - ◆ **Exception:**
    - ◆ On sidewalks greater than 18 feet, a double row of trees is allowed.
- Street trees shall be deciduous to provide shade in the summer and light in the winter.
- Irrigation shall be provided.
- Tree limbs shall be pruned to a clearance height of seven (7) feet.
- Trees shall be selected to fit the size and scale of the setting.
- Trees shall be a minimum of three (3) inch caliper.
- Planting distance shall be a maximum of 25 feet.

### Exceptions:

- ◆ Curb cuts
- ◆ Fire hydrants
- ◆ Fixed infrastructure elements
- ◆ Primary building entrances

## Street Tree Guidelines

- All trees should be planted between November and February.
- Street trees should be planted every 25 feet with pedestrian lights located at the midpoint between trees. (See diagram to the right)



# STREETSCAPE

## Tree Grates Standards

- Trees shall be planted flush with the sidewalk surface using tree grates as follows:
    - ♦ Tree grates shall be adjustable to allow for tree growth and shall be securely attached. Inner rings must easily removed with an Allen wrench.
    - ♦ Tree grate openings shall not exceed 3/8 of an inch.
- Exceptions:**
- If infrastructure prevents the use of at-grade planting, a raised planter or crushed stone may be used if approved by the DDRB.
  - Other techniques will be considered on a case-by-case basis.

## Approved Downtown Street Tree List

*Street trees are those planted adjacent to the streets in the sidewalk furnishing zone.*

### Medium (M) and Large (L)

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



Street trees should be placed within 18 inches to 24 inches of the back of the curb.



Tree grates provide space for the tree while allowing pedestrian traffic

## Approved Tree List for Downtown (Approved for all uses other than street trees)

### Large Species

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

### Medium Species

Goldenrain tree	Redbud
Red Maple	Texas Ash

### Small Species

Crepe Myrtle	Desert Willow
Holly	Possumhaw



# STREETSCAPE

## Landscape Standards

- Developments set back from the building line shall incorporate landscaping such as bushes, flowers, and other plantings.
- In order to ensure durability, pots and planters shall be of 50% clay, concrete, ceramic, resin, or masonry materials.
- Potted plants shall be compatible in scale and design with the immediate surrounding area.
- Pots and potted plants shall be located in the furnishing or frontage zones and shall not interfere with the pedestrian way.

## Landscape Guideline

- If the DDRB approves the use of a long blank wall, the use of climbing vines and/or unique design elements are encouraged.



Plants, trees, and seasonal flowers are a great way to enhance the pedestrian experience and can be used to break up blank wall.



# STREETSCAPE

## Pedestrian Lights Standards

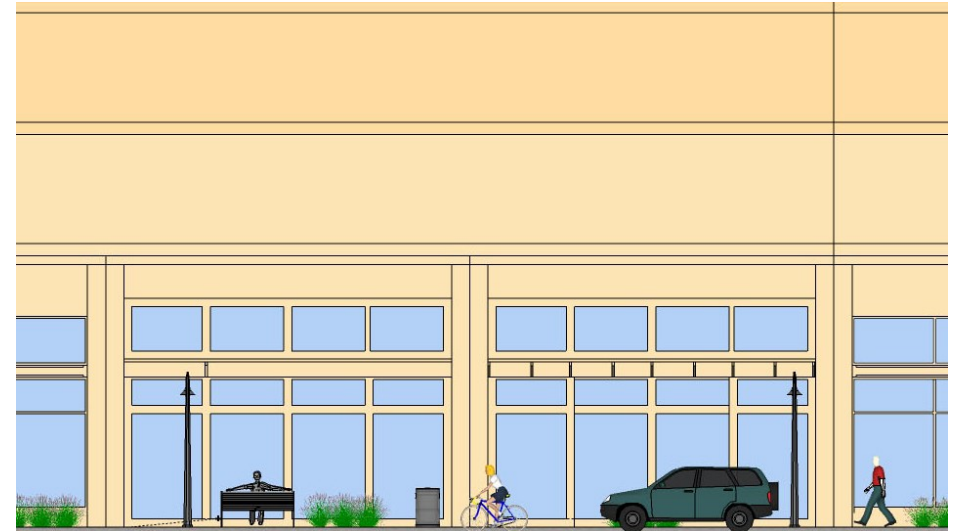
- All new development and redevelopment shall provide pedestrian lighting.
- Pedestrian lights shall be compatible to the immediate surroundings.
- Pre-approved lights are available upon request. Encroachment and maintenance agreements are required for any approved deviations from pre-approved lights.
- Pedestrian lights shall be located approximately at the midpoint between street trees.
- Maximum spacing is 50 feet.
- Lights shall be located in the furnishing zone. Spacing requirements can be adjusted to accommodate the following:

### Exceptions:

- ◆ Mature trees
- ◆ Curb cuts
- ◆ Fire hydrants
- ◆ Fixed infrastructure elements
- ◆ Steps and existing buildings



Examples of typical lights used Downtown



Pedestrian Lights 50' on center



Pedestrian Lights 50'



# STREETSCAPE

## Sidewalks Standards

- All new sidewalks shall be no less than ten (10) feet and have a minimum of seven (7) feet of unobstructed pedestrian way.
- Sidewalks shall be installed along all street-facing façades.
- On Main Street sidewalks shall be brick.
- On Houston Street and Throckmorton Street sidewalks shall be brick or a combination of brick and concrete. On combination sidewalks, bricks shall be incorporated as a prominent pattern.
- On all other streets, sidewalks shall be brick, concrete, or a combination of brick and concrete.
- Synthetic surface treatments and asphalt are not allowed.

## General Streetscape Furnishings Standards

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

## Mechanical Equipment Standards

- Exhaust/venting, trash containers, and noise-generating mechanical systems shall not be placed adjacent to the walkway in a manner that diminishes the comfort of pedestrians.
- Ventilation devices shall not be located in the pedestrian zone.

**Exception:** The applicant can clearly demonstrate to the DDRB that it is physically impossible or not economically feasible based on the original design of the existing building or existing infrastructure.



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





# PARKING

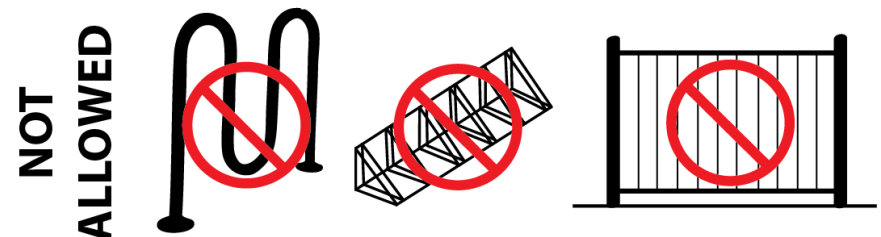
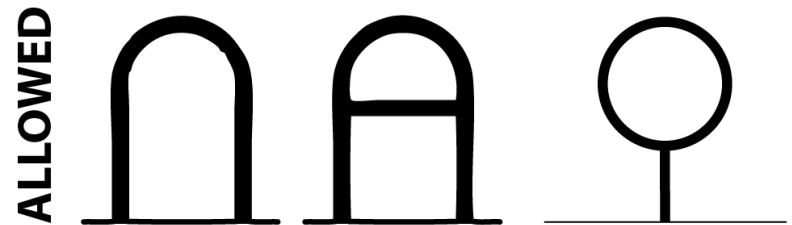
## Bicycle Parking Standards

- Bicycle parking is not required in Central Business (“H”) District if the property line falls within 500 feet of an existing bicycle rack.
- Bicycle racks may be installed within the rights-of-ways adjacent to building frontage subject to the following restrictions:
  - ◆ Bicycle racks shall be Inverted-U or Pole and Ring.
  - ◆ Bicycle racks shall not be located within the following areas:
    - Within five (5) feet of fire hydrants
    - Within four (4) feet of loading zones and bus stop markers
    - Within three (3) feet of driveways and manholes
    - Within two (2) feet of utility meters and tree grates and wells
  - Sidewalks where the distance from the face of the curb to the property line is less than seven (7) feet.
  - Bicycle racks parallel to the curb shall be set back from the curb two (2) feet. Bicycle racks perpendicular to the curb shall allow one (1) foot of setback between 22 inches bicycle properly locked and the curb. Where rings are added to existing poles, these requirements do not apply.
  - Bicycle rack placement shall not reduce the pedestrian way to less than seven (7) feet considering the placement of a 22 inches bicycle properly locked.
  - Bicycle racks shall be spaced a minimum of 30 inches where installed parallel to the curb, and 48 inches where installed perpendicular to the curb.



The pole and ring bike rack is located in the furnishing zone, parallel to the street. The location provides ample room to secure the bike without interfering with vehicular or pedestrian traffic.

### ALLOWABLE BIKE RACKS



# PARKING

## On-Street Parking Guidelines

- The use of environmentally sound methods to reduce storm water runoff is encouraged.

## Surface Parking Landscaping Standards

Major modifications such as reconstruction and new construction shall incorporate the following:

- Ten (10) foot sidewalks with a seven (7) foot pedestrian way
- Pedestrian lights every 50 feet.
- Street trees every 25 feet shall be planted within the walkway corridor to help screen and shade parking lots and adjacent walkways.
- Delineation from the sidewalk with landscaping, low walls or fences, or decorative post and chain which shall not exceed four (4) feet in height.
- All parking lots shall have a minimum tree canopy coverage of 40%.



Landscape accents such as trees, planting, low walls, decorative post and chain, are an effective strategies to mitigate the visual impact of the parking lot.





# PARKING

## Drop-off Zones and Valet Stands Standards

- Drop-off, including residential, hotel and restaurant drop-off, shall be provided either:
  - ♦ Within the building facilities (Image A), or
  - ♦ Inset where no curbside parking exists and maintains a minimum seven (7) foot wide pedestrian way, (Image B) or;
  - ♦ Within the existing curb line and parking lane (Image C).
- Portable valet stands shall be located within the furnishing zone and shall not interfere with the pedestrian way.

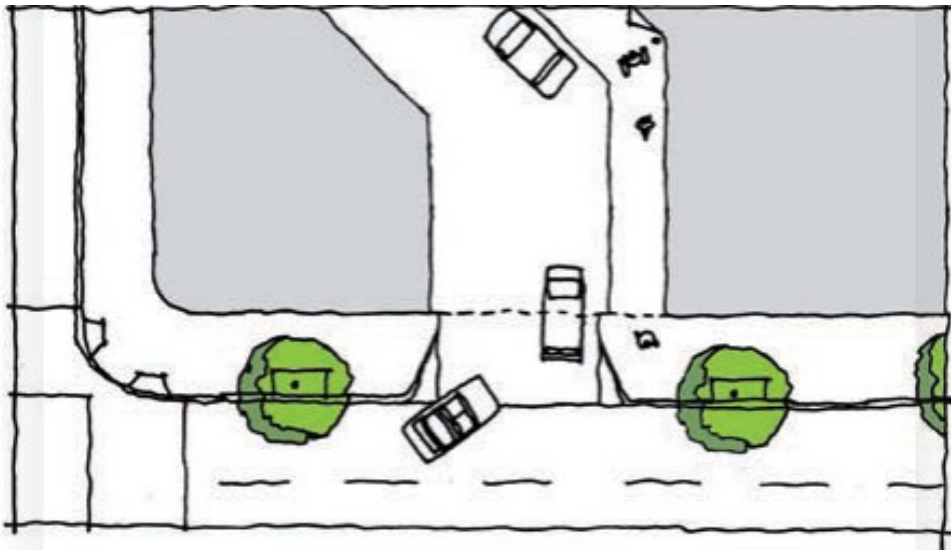


Image A

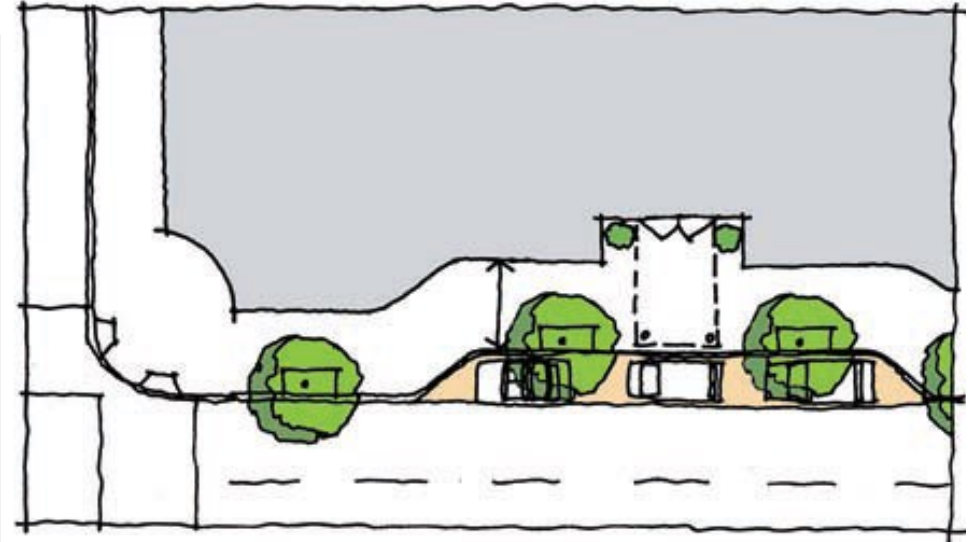


Image B

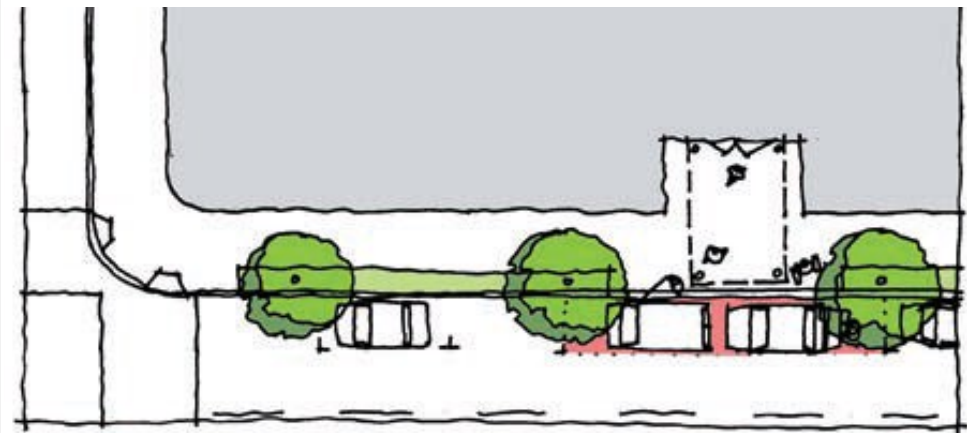


Image C

# PARKING

## Parking Structure Standards

- Standards from the Building Edge and Architecture chapter shall be used when designing a parking structure.
- Parking structures at the ground floor shall be lined with habitable space.
- Parking above the ground floor that is not lined with habitable space shall incorporate the following:
  - ◆ Parking structures shall incorporate architectural articulation to break up long façades.
  - ◆ Garage façades shall be softened with landscaping such as vines or trailing plants, and/or the use of architectural features and color.
    - Architectural screens or techniques shall be provided to mitigate any adverse visual effect of the parking garage to pedestrians and adjacent properties.
  - ◆ The amount of street frontage devoted to a parking structure shall be minimized by placing its shortest dimension(s) along the street edge.
  - ◆ Where practical, when parking structures are located at street corners, corner architectural elements such as a corner entrance, signage, glazing, and/or visually exposed stairs shall be incorporated.
- Lighting within or on top of a parking structures shall be directed inward and downward to prevent light pollution.
- Parking structures and adjacent sidewalks shall be designed so pedestrians are clearly visible to entering and exiting automobiles. Distinguishing between vehicular lanes and pedestrian areas by changes in grade, color, texture, and/or material are ways to achieve this.

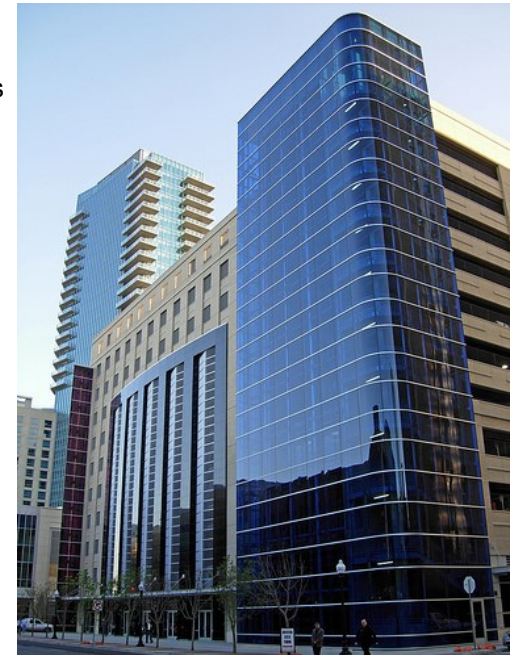
## Parking Structure Guideline

- Lining upper levels of parking structures is encouraged.



Incorporating pedestrian-oriented uses at street level can reduce the dead zone effect of parking structures in commercial areas. This parking garage has ground and upper floor uses. Parking uses should not dominate the street frontage. Pedestrian-oriented uses should be encouraged on the first floor of street-side edges of parking structures.

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







## BUILDING EDGE AND ARCHITECTURE



# BUILDING EDGE AND ARCHITECTURE

## Intent

- To ensure the form and scale of buildings create a viable urban streetscape.
- To ensure high quality, sustainable development that adapts to changing conditions over time.

## Principles

- Design all sites and buildings to promote pedestrian activity and provide an active, continuous, pedestrian-oriented street edge along public sidewalks. Particular attention should be paid to lower floors.
- Design sites and buildings to provide visual variety and enhance Downtown's overall sense of place.
- Ensure that the scale of buildings enhances the public realm, and complements the scale of neighboring structures, particularly adjacent historic buildings.
- Regulate building heights and orientation to protect and enhance views to and from established landmarks, natural features, and skylines.
- Design buildings that reflect the time in which the structures are built, respecting the development context and local history.
- Choose durable exterior building materials to ensure visual attractiveness and protect the interior space of a building. Exterior materials and glazing choices should consider existing and future noise issues common to mixed-use communities.
- Ensure that building façades visible from public spaces contribute to an attractive streetscape and skyline.
- Locate surface parking, individual garages, and large parking garages to reduce visual impact.
- Building corners should be celebrated, create visual interest and provide continuity across streets and around street corners.



Buildings should relate to each other in scale and create a consistent building edge that frames and activates the public realm.





# BUILDING EDGE AND ARCHITECTURE

## Building Location, Orientation, and Setback Standards

- Buildings shall face the street or other public spaces.
- Buildings shall have a setback of no more than five (5) feet from the back of the sidewalk.

## Building Location, Orientation, and Setback Guideline

- Where streets terminate with a view, ensure that buildings are on axis with the street, and promote high quality design for terminating buildings.

## Minimum Building Height Standards

- All newly constructed buildings shall be a minimum of three (3) stories in height along the following streets:
  - ◆ Belknap Street
  - ◆ Calhoun Street
  - ◆ Cherry Street
  - ◆ Commerce Street
  - ◆ Henderson Street
  - ◆ Houston Street
  - ◆ Jones Street
  - ◆ Lancaster Avenue
  - ◆ Main Street
  - ◆ Samuels Avenue
  - ◆ Summit Avenue
  - ◆ Texas Street
  - ◆ Throckmorton Street
  - ◆ W. 7th Street
  - ◆ Weatherford Street



The Commerce/Jones corridor is prime for infill urban development. The development scenario below illustrates the importance of terminating an axis, and what minimum setbacks and building heights can do to help create a vibrant urban form.



# BUILDING EDGE AND ARCHITECTURE

## Façade Standards

- The ground floor of buildings shall include architectural relief at least every 30 feet. This relief may include, but is not limited to, the following:
  - ◆ Doors
  - ◆ Change in depth
  - ◆ Columns or posts
  - ◆ Windows
  - ◆ Changes in materials
- Changes to existing building façades shall be consistent with existing architecture, architectural features, and floor plans.
- The ground level shall be designed to allow conversion to retail or other active uses if not feasible initially.
- All new buildings shall differentiate between the first and second floor.

## Façade Guideline

- Long façades and blank walls should be broken up with articulation or other architectural treatments.



Variation and sensitive detailing, related to the public realm, is imperative when creating a quality pedestrian experience. Clear visual division between street level and upper floors is important. Design elements such as entries, windows, balconies, awnings, and bays all provide visual interest.





# BUILDING EDGE AND ARCHITECTURE

## Fenestration and Glazing Standards

- Fenestration and glazing shall be provided. Overly tinted, reflective, or opaque glass is not allowed on the ground floor of buildings.
- Street-facing façades shall have windows.
- Windows, floors, stoops, and porches shall open out to the street.
- Primary building entrances shall be clearly articulated using the following:
  - ◆ Awnings
  - ◆ Canopies
  - ◆ Recessed entry
  - ◆ Incorporated as an arcade in the architecture
  - ◆ Other similar treatments may be considered on a case-by-case basis by the DDRB

## Fenestration Guidelines

- Corner entrances are encouraged for strong visibility at intersections. Where office, retail, and entertainment spaces coexist, consider placing the retail entrances and prime exposure at the corners and the office entrances at mid-block locations.
- Operable windows are strongly encouraged for all buildings.

## Fencing Standards

- Walled-off or fenced-off developments are not allowed.
- Private patio, yard, or sidewalk dining area shall be bordered by open railing measuring maximum four (4) feet from ground level.
- Bringing restaurant and retail activities out to the sidewalk is strongly encouraged, where unobstructed pedestrian walking is maintained. Railings for outdoor dining shall not extend into the pedestrian way.
- Chain-link fences are prohibited.



A building's architecture should include elements such as corner entrances, and consider the interaction at the street level. In addition, outdoor seating is a great way to enhance pedestrian engagement.



# BUILDING EDGE AND ARCHITECTURE

## Covered Sidewalk Standards

- Covered sidewalks on Main Street are not allowed. Applications will be considered on a case-by-case basis using the intent and principles of this chapter as guidance.

## Exterior Lighting Standards

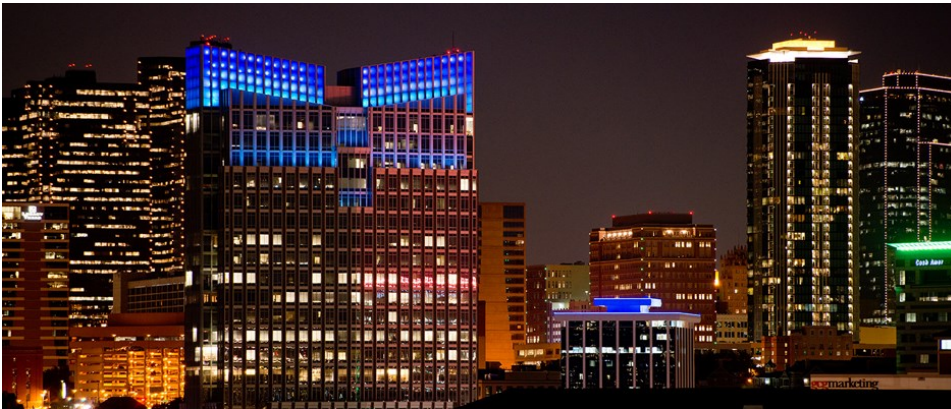
- Lighting shall be designed in a manner to avoid disturbances and glare onto adjacent properties.

### Exception:

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

## Exterior Lighting Guideline

- Building-mounted lighting on façades, or other accent lighting on architectural features is encouraged.



Exterior lighting on a façade provides additional illumination within the environment and has potential for creating design effects.



This copper awning provides visual interest, shade, and protection to pedestrians below.



These exterior light are compatible with these buildings in terms of design, material, use, size, scale, color, and brightness.





# BUILDING EDGE AND ARCHITECTURE

## Material Standards

New building façades facing public areas shall conform to the following material standards. Creative design is encouraged, and projects that incorporate unlisted materials may be submitted for review. Building material selection and exterior wall design should consider the noise potential inherent in mixed use districts.

- Primary materials shall consist of the following:
  - ◆ Brick
  - ◆ Stone, or stone veneer with cavity wall construction
  - ◆ Stucco
  - ◆ Glass curtain wall system
  - ◆ Metal panels – individual or curtain wall systems
  - ◆ Concrete – finish should be to an architectural level
  - ◆ Wood
  - ◆ Cement composite board
  - ◆ Tile – terra cotta, porcelain, or ceramic
- The following material may be used as accents and trim:
  - ◆ All primary materials listed above
  - ◆ Metal – galvanized, painted, or ornamental
  - ◆ Pre-cast masonry (trim and cornice only)
  - ◆ EIFS (exterior insulation and finish system) above the first floor
  - ◆ Concrete fiber simulated wood siding
- Inappropriate materials
  - ◆ Applied stone without cavity wall construction
  - ◆ Vinyl or aluminum siding
  - ◆ Mirrored glass
  - ◆ EIFS below the first floor

## Roof Standards

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



Material choice is important when establishing context and extends above the roof when choices are made for screening mechanical equipment.



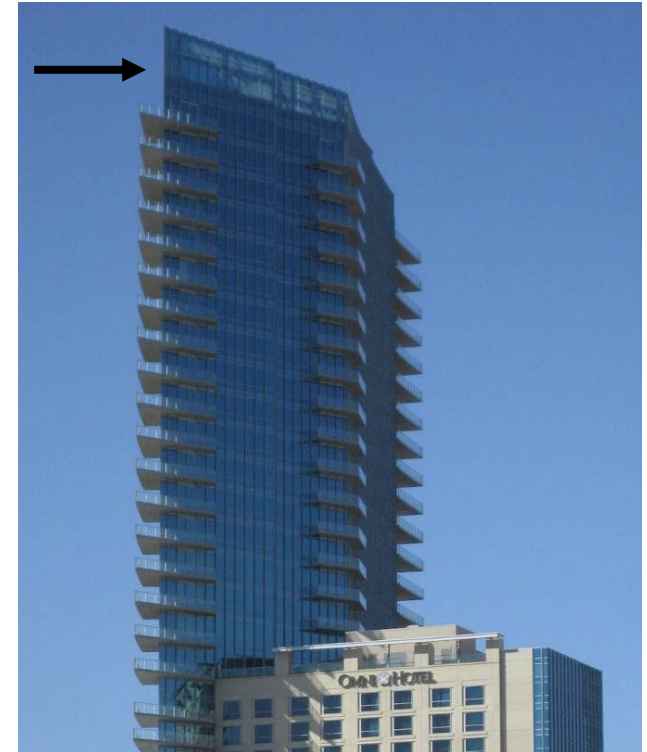
# BUILDING EDGE AND ARCHITECTURE

## Building Equipment and Service Area Standards

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

- ◆ Rooftop equipment
  - ◆ Mechanical and electrical equipment and conduit
  - ◆ Ducts
  - ◆ Piping
  - ◆ Fire equipment
  - ◆ Water backflow devices
  - ◆ Trash facilities
  - ◆ Recycling facilities
  - ◆ Utilities
  - ◆ Satellite dishes
  - ◆ Solar collectors
  - ◆ Antennas
  - ◆ Loading and unloading areas
  - ◆ Drainage facilities
- Building equipment and service areas shall be designed and located so that they are not the primary building feature or interfere with pedestrian and/or vehicular circulation.
  - Equipment and service areas shall be incorporated into the design of the building and combined when possible.
  - Dumpsters shall be located at the rear of the property and/or out of sight from any street and screened from public view.
  - Rooftop equipment shall not be visible from the street or neighboring properties at the same level or below.
  - Visible equipment shall be constructed of non-reflective material and screened to the greatest extent possible.
  - Screening materials shall complement the architectural style of the building.
  - Macrocell phone antennas shall be screened by the parapet or mounted to the parapet flush with the top of the parapet and be painted to match. Microcell phone antennas shall be mounted in an inconspicuous location and painted to match.

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



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





# BUILDING EDGE AND ARCHITECTURE

## Historic Preservation

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

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

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

First Christian Church



Knights of Pythias Castle Hall



Texas & Pacific (T&P) Railway Terminal has been successfully rehabilitated into condominiums. The original structure (right) was constructed in 1931. With the construction of the low-rise structure (left), the T&P terminal reopen as condominiums in 2006. The new addition is subordinate in location and architecturally compatible with the historic structure.





# BUILDING EDGE AND ARCHITECTURE

## Temporary Construction Facility Standards

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

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

## Construction Trailer Location Standards

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

## Construction Trailer Location Guidelines

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

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



Appropriate temporary construction fences are necessary to limit public access to hazardous areas during the construction phase and to ensure the safety of both pedestrians and motorists. In addition, construction fences provide an opportunity to showcase projects or provide temporary art displays.







## SIGNAGE



# SIGNAGE

## Intent

- To establish specific standards for Downtown business identification.
- To encourage creative and innovative approaches to regulating signs consistent with the principles and general intent of the DUDSG.

## Principles

- To encourage excellence in signage, both as a communication tool and as an art form.
- To enhance the economic value of the built environment by avoiding visual clutter, which is potentially harmful to property values and business opportunities.
- To allow and encourage creative and unique sign designs while preventing cluttered and unattractive streetscapes.
- To ensure signs reinforce the existing and envisioned character and are complementary to the architectural design of Downtown.

## Administration

Staff may authorize installation of a sign that exceeds the applicable size or height restriction by up to 20 percent of the maximum size or height prescribed by this chapter after determining that:

- The sign owner or user has demonstrated the existence of practical difficulties in complying with the standards.
- A unique circumstance exists that make compliance with the requirements of this chapter impractical.

## Nonconforming Signs

An existing nonconforming sign may be restored to its original condition. A Certificate of Appropriateness (COA) should be obtained prior to the approval of any necessary permits. However, if the sign is removed or the shape/design is changed, the new sign must conform to the current standards.



Businesses are encouraged to create unique and interesting signs that distinguish downtown establishments.



Example of signage clutter.



# SIGNAGE

## Modifications for Exceptional Design

Signage that does not fit the specific standards and guidelines of this section may be considered by the DDRB. In general, effectively designed signs should respond to the site, landscape, and architectural design context within which they are located. Signs should be compatible in scale, proportion, and design with the building's façade and its surroundings, and made of quality, durable material. These signs should seek to become a piece of art or an architectural feature. Exceptional design modifications shall be reviewed based on aforementioned criteria, sign standard intent, and the guiding principles of the DUDSG (see page 67 for creative signs).

## Comprehensive Building Signage Plan Standards

A comprehensive building signage plan regulates signage for multiple businesses or tenants within one building or development. Commercial signs on a large project with an uniform façade and more than one storefront, should relate to each other in terms of height, proportion, color, and background value. Maintaining uniformity among these characteristics reinforces the building's façade composition while still communicating business identity.

A comprehensive sign plan is mandatory for all new developments and sign modifications on existing buildings.

- The comprehensive building signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.
- The comprehensive building signage plan shall indicate existing nonconforming signs, and the number and location of on-premises signage to be allocated to each tenant under the new plan.

## The following signs are not allowed:

- Rooftop signs (signs placed above the roofline of a building)
- Standard box cabinet wall signs.
- Signs located at the crown of buildings greater than 120 feet in height.
- Animated signs

## The following signs are prohibited:

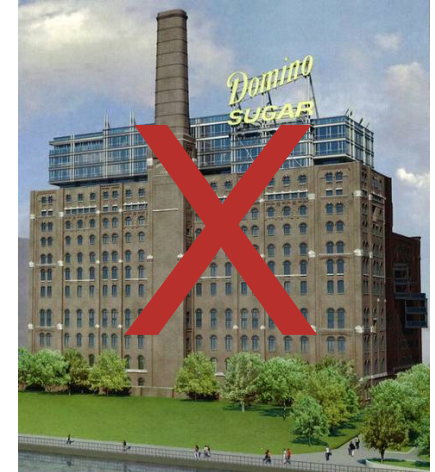
- Off-premise signs
- Pole signs
- Freeway signs



Standard box cabinet wall signs are not allowed.



Pole signs and Freeway signs are prohibited.



Rooftop signs are not allowed.



Supergraphic signs advertising off-premise signage are prohibited.

# SIGNAGE—GENERAL SIGN STANDARDS

## Location and Alignment Standards

- Signs shall be positioned to emphasize or accent building elements such as storefront openings or entrances.
- Signs shall not be installed in locations that damage or obstruct important architectural features.
- Where possible and appropriate, signs shall be aligned with those on neighboring buildings to promote visual order on the block, to avoid visual clutter, and to enhance legibility.
- Signage for ground floor occupants shall be located below second floor window sills with the exception of blade signs.
- Signage for occupants located on the second floor and above shall be located on a tenant directory, monument sign or below second floor window sills.



A building's architecture often provides appropriate locations for signs. This sign is appropriately located and architecturally compatible.

Generally, signs should align to promote visual order. Contrast between the color of the background and the letters or symbols makes the sign easier to read.



This storefront has a large amount of visual clutter. The signage obstructs the interior view.



Repetitious signage on the same building frontage should be avoided.





# SIGNAGE—GENERAL SIGN STANDARDS

## Dimensions and Scale Standards

- Signs shall be consistent with the human scale of downtown buildings and blocks. Small scale signs are appropriate to smaller scale buildings and pedestrian traffic, while larger scaled signs are typically appropriate to vehicular traffic. Well designed storefronts include pedestrian oriented signage and window displays. Storefronts consider generally the urban environment where the means of travel is traditionally by foot or slow moving vehicles.
- Signage shall be compatible to scale of the building, adjacent buildings, the streetscape and adjacent signage.

## Material Standards

- Signs shall relate in material with the building façade and streetscape.
- All permanent signs shall be constructed of quality, durable materials.

## Graphic Standard

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

## Lighting Standards

- Lighting sources should be external, shielded, and directed only at the sign. Internal illumination is acceptable when the letters themselves, not the background, are lit.
- All electronic changeable copy signs shall be reviewed by the DDRB.
- Animated signs are not allowed.



Examples of out of scale signs.



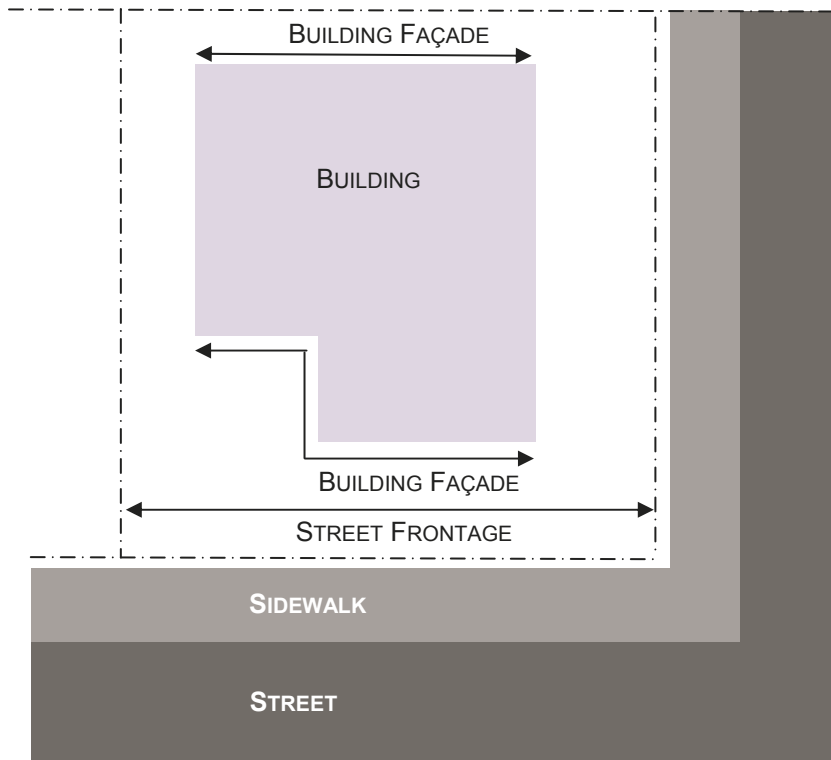
Well designed storefronts include pedestrian oriented signage, window displays, and the use of internally illuminated channel letters.



# SIGNAGE—GENERAL SIGN STANDARDS

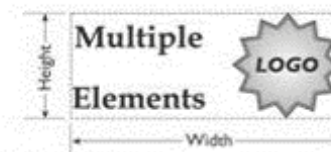
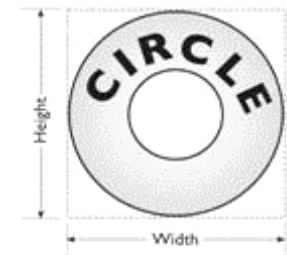
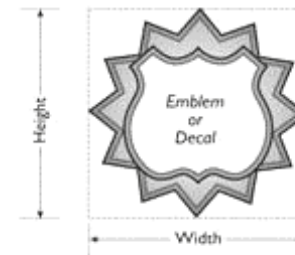
## Building Façade Measurement Standard

Use the diagram below to measure building façade.



## Sign Area Measurement Standards

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





# SIGNAGE—ALLOCATION OF SIGN AREA

## Allocation Of Sign Area Standards

The maximum sign area is determined by the charts below. The maximum allowed sign area may be used with any combination and number of signs, unless otherwise noted. All signs shall meet the General Sign Standards (pp. 44-46) and the individual sign type standards and guidelines.

The height of a building shall be measured from grade.

Ground Floor Uses	Total Allowable Sign Area
Wall signs Blade signs/ projecting signs Awning signs/ umbrella signs Canopy signs Marquee signs Plaque signs Banner signs	1.25 square feet per linear foot of storefront, with a maximum of 25 square feet per storefront. For storefronts exceeding 50 linear feet, the maximum allowed square footage shall be 35 square feet. Corner lots and storefronts may be calculated on both street facing façades.  Signage for ground floor occupants shall be located below second floor window sills with the exception of blade signs.
Window signs and decals	Count toward total allowable sign area if the sign(s) exceed 10% of window space.
Shingle sign	12 square feet per storefront.
A-frame sign	One (1) sign per storefront.

Second Floor and Above Uses	Total Allowable Sign Area
Wall signs Blade signs/ projecting signs Awning signs/ umbrella signs Canopy Signs Marquee signs Plaque signs Banner signs	100 square feet with no single sign to exceed 25 square feet. Must be located within five (5) feet of an entrance.  Signage for occupants located on the second floor and above shall be located on a tenant directory, monument sign or below second floor window sills.
Monument signs Tenant directory signs	Allocated as per sign type standards and guidelines.

# SIGNAGE—WALL SIGNS

## Wall Sign Standards

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

- Maximum width: 66 percent of the linear width of the business, not to exceed the maximum allowable square footage.
- Letter height: Lettering shall be in proportion to the size of the sign and the width of the storefront. Wider storefronts could have taller letters. As a general rule, the maximum height of a capital letter should be 3/4 the height of the sign background.
- Exposed raceways are not allowed and require a waiver from the DDRB.
- Signs on side or rear building elevations for a ground floor business are permitted, provided that the elevation contains a public entrance.



Wall signs should be designed to be compatible with the storefront in scale, proportions, and color. Internal illumination is appropriate, provided that each individual letter is illuminated.

Exposed raceways are not allowed and require a waiver from the DDRB.





# SIGNAGE—PROJECTING AND BLADE SIGNS

## Projecting and Blade Sign Standards

Projecting signs are two sided signs attached to the face of a building. Blade signs are two sided signs that are generally vertical in orientation and span multiple floors. Both signs project perpendicular to the storefront or building.

- Minimum vertical clearance: 11 feet
- Projecting sign maximum projection width: 4 feet
- Projecting sign maximum height: 6 feet
- Blade sign maximum projection width: 3 feet
- Blade sign maximum height: 8 feet
- No more than one projecting sign is allowed per tenant space frontage at the ground level of a building.
- A projecting sign or blade sign shall be located a minimum of 25 feet from any other projecting sign or blade sign. When building or storefront width prohibits adherence to this standard, flexibility shall be permitted through a minor modification to be reviewed by staff.
- A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used. However, in no case shall the sign exceed the maximum dimensional standards for projecting or blade signs.
- A projecting and blade sign shall be located below the window sills of the third story.
- The top of a projecting or blade sign shall not extend above the building eave or top of parapet.



Projecting and blade signs should reflect the character of each building and business. The size and shape of a projecting and blade signs should respect the scale of the structure.





# SIGNAGE—AWNING AND CANOPY SIGNS

## Awning Sign Standards

Awning and canopy signs are painted on or attached to an awning above a business door or window. Awning signs may be allowed on the shed portion of the awning, but are preferred on the valence flap. The flap height should be large enough for letters and symbols to be read easily.

- Minimum valence height: 8 inches
- Minimum vertical clearance from sidewalk: 11 feet
- Maximum letter height is limited to 75 percent of the height of the valence flap/shed area
- Material shall be a matte finish canvas
- Colors shall be solid or striped
- Awning shape shall relate to the window or door opening
- Awning shall be externally illuminated

## Awning Sign Guidelines

- Barrel shaped awnings should be used to complement arched windows
- Rectangular awnings should be used on rectangular windows

## Canopy Sign Standards

Canopy signs typically are attached above or below the face of a canopy.

- Maximum: one (1) sign per canopy
- A canopy sign shall not extend beyond the length or width, but can extend above or below the face of the canopy.



Awnings and canopies enhance building architecture, and add color and interest to the streetscape. They should reinforce Downtown's unique design qualities and strengthen the image.





# SIGNAGE—SHINGLE SIGNS

## Shingle Sign Standards

Shingle signs are smaller projecting signs that are typically located near the entrance of a storefront. They project outward at a 90 degree angle and hang from brackets. Shingle signs can include logos, symbols, or lettering. A shingle sign is generally intended to be read by pedestrians and by motorists in slow moving vehicles.

- Minimum vertical clearance: 8 feet
- Maximum projection: 48 inches
- Maximum area per sign face: 6 square feet per sign face
- Maximum total area: 12 square feet
- Shingle signs shall be located within eight (8) feet of an active pedestrian entrance. To minimize visual clutter, shingle signs should not be located within close proximity to other hanging signs or projecting signs.

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



# SIGNAGE—WINDOW SIGNS AND DECALS

## Window Sign and Decal Standards

Window signs are painted on or attached to the inside of a window facing the street. This type of signage can contain text, graphic logos, and other images.

- **Maximum area:** 25 percent of the total transparent glass area of windows parallel to the street, excluding the area of all glass doors.
- Location shall be limited to ground floor window facing the primary street frontage and adjoining parking lots.
- Materials shall be of high quality, such as vinyl decals, paint, gold-leaf, or neon.
- Window signs shall not completely obscure visibility into or out of the window. Exceptions may be made for signs that screen utility, mechanical office and kitchen equipment and vacant spaces.
- A maximum of one window sign is permitted per window pane or framed window area.
- Temporary window signs are allowed to identify special events and sales, provided they are removed immediately following the event.
- Handwritten, paper, cardboard, and plastic signs are not allowed.
- Neon signs are permitted provided that all electrical supply cords, conduit, and electrical transformers are hidden from view through the window.



These window signs obstruct the interior view and are not allowed.



Window signs can express business image through graphic logos or colorful images. The sign copy of window signs should be in proportion to the glass surface. Well designed window graphics attract attention while still allowing pedestrians to view store interiors.





# SIGNAGE—A-FRAME SIGNS

## A-Frame Sign Standards

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

- Each business is allowed to have one (1) A-frame sign.
- A-frame signs shall not encroach into required off-street parking areas, public roadways, or alleys, and may not be arranged so as to create site distance conflicts or other traffic hazards.
- A-frame signs can only be utilized only during regular business hours and should be removed during non-business hours.
- A-frame signs are allowed on private property or within public rights-of-ways sign shall not impede pedestrian, ADA, or vehicular access.
- A minimum access width of seven (7) feet should be maintained along all sidewalks and building entrances accessible to the public.



Portable signs should be visually interesting.



A-frame signs should not interfere with public right of way or ADA access. This sign is placed too close to the ADA sidewalk ramp, making it difficult to cross the street.



# SIGNAGE—PLAQUE SIGNS

## Plaque Signs Standards

Plaque signs are attached to the surface adjacent to building entries and are smaller versions of wall signs.

- Location are limited to wall surfaces adjacent to tenant entry.
- Maximum projection: 2 inches
- Maximum height: 2 feet
- Maximum width: 2 feet



Plaque signs should include unique designs or other interesting graphics.

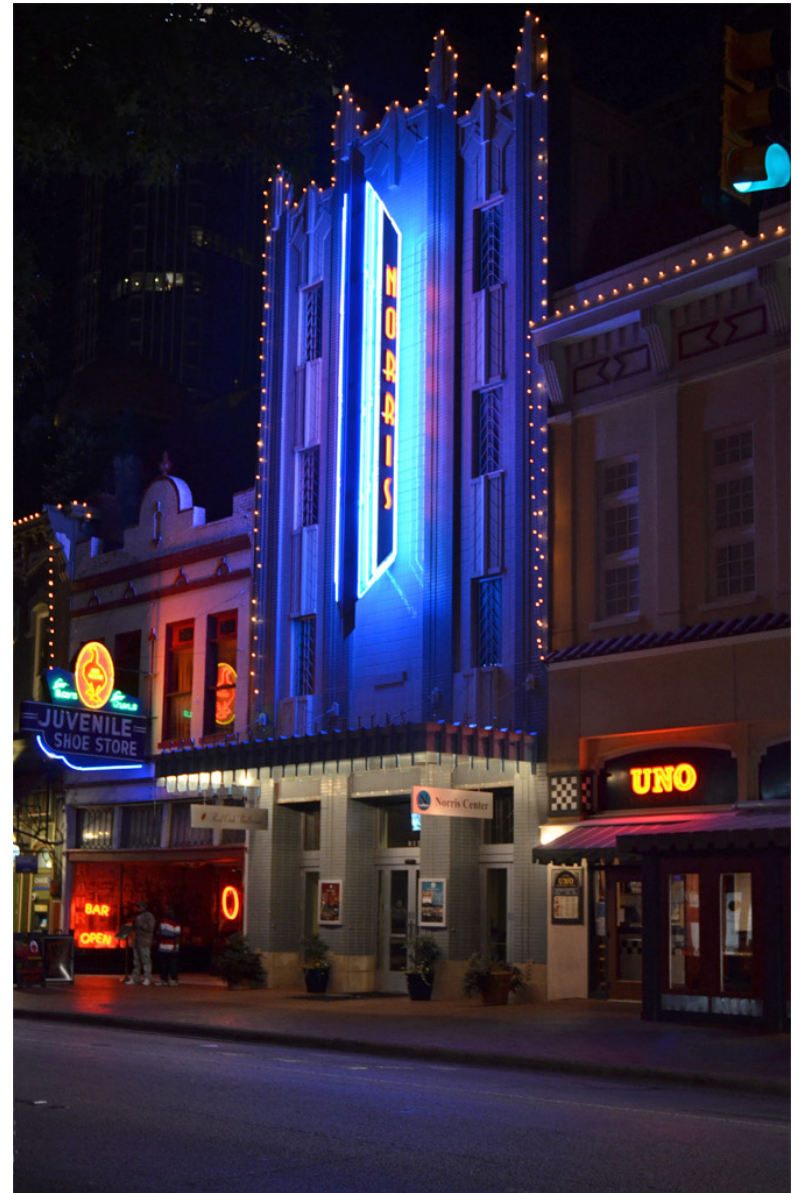


# SIGNAGE—MARQUEE SIGNS

## Marquee Sign Standards

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

- Maximum area for facility name: 40% of total sign area
- Maximum area for the changeable copy: 80% of total sign area
- Sign copy is limited to the facility name and changeable copy related to current and future attractions.



# SIGNAGE—CHANGEABLE COPY SIGNS

## Changeable Copy Sign Standards

Changeable copy signs are signs where letters, symbols, or numerals are not permanently affixed to the structure, framing, or background. This allows the message to change over time. Examples include a bulletin board, electronic message board, or projected image sign. Electronic changeable copy signs are appropriate for the following uses: theaters, hotels, public transit, and gas station pricing signs.

- All changeable copy signs shall be reviewed by the DDRB.
- Maximum of 25% of the sign face may be devoted to changeable copy.
- Changeable copy signs shall not be used to display commercial messages relating to products or services that are not offered on premise.
- Window electronic display sign locations shall not contribute to light pollution for any adjacent residential developments.
- On detached signs, electronic changeable copy shall be limited to monument signs.
- The message shall not change at a rate faster than one message every 20 seconds. The interval between messages shall be a minimum of one second.
- Changeable copy signs shall not contain animation, rolling or running letters or message, flashing lights, or displays.
- All sound is prohibited.

### NOTE:

Using the criteria above, all electronic changeable copy signs shall receive a recommendation from the DDRB prior to receiving a special exception from the City of Fort Worth Board of Adjustment:



Brightly lit changeable copy signs add to the energy and vibrancy of the area.



# SIGNAGE—MONUMENT SIGNS

## Monument Sign Standards

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

- Maximum total area: 60 square feet per sign face
- Maximum height: 8 feet including base.
- Locations are limited to landscaped areas, with a minimum setback from the public right-of-way of five (5) feet.
- Backgrounds shall be opaque with a non-reflective material.
- A monument sign shall be set onto a base or frame, presenting a solid, attractive, and well-proportioned appearance that compliments the building design and materials.
- External lighting fixtures shall be designed to complement the appearance of the sign or internal lighting that only illuminates text and logos.
- A sign erected on the top of a retaining wall is considered a monument sign. The height of the wall shall be included in the overall height calculation. In this case, the five (5) foot minimum setback is not required.
- A sign affixed to the face of a retaining wall or seat wall that is an integral part of a plaza or streetscape design may utilize the sign area allocated to wall signs. In this case, the five (5) foot minimum setback is not required.



# SIGNAGE—TENANT DIRECTORY SIGNS

## Tenant Directory Sign Standards

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

- Maximum sign height: 8 feet including the sign base.
- Maximum letter height: Building/development name or logo: 8 inches  
All others: 4 inches
- Tenant directory signs shall:
  - ◆ Conform to monument sign standards.
  - ◆ Orient to the pedestrian realm.
  - ◆ Mount flat against a solid wall within or near a main entrance, or incorporated into a freestanding sign located on the property on which the tenants are located.
  - ◆ If lit, be externally lit to complement the appearance of the sign, or provided internal lighting that only illuminates text and logos.



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





# SIGNAGE—BUILDING IDENTIFICATION

## Building Identification Sign Standards

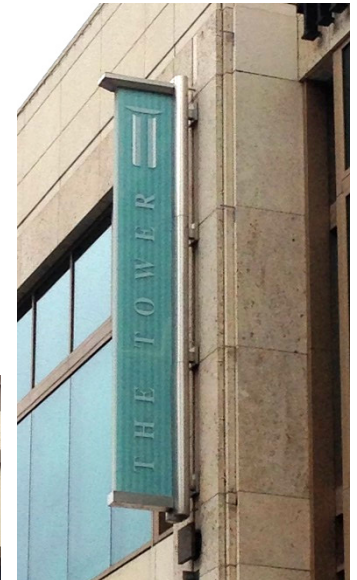
Building identification signs are words, graphics, or logos used to identify the building. Wall signs below the second story window sills and blade signs below the third floor windows sills are appropriate locations for building identification signage.

Building identification signs shall be:

- Located adjacent to the primary entrance of the building.
- Limited to two (2) signs per building, with no more than one sign per façade signs must have identical messages.
- Applicable to sign type standards found within the DUDSG.
- Limited to 25 square feet per sign.
- Compatible with existing architecture.



Building identification signage should be located adjacent to the primary entrance of the building. Wall signs below the second story window sills and blade signs below the third floor windows sills are appropriate location for building identification signage.



# SIGNAGE—CROWN OF BUILDING SIGNAGE

## Crown of Building Sign Standards

With downtown revitalization, an architectural personality has emerged, distinguishing it from other cities. The absence of commercial logos and messages on the majority of taller buildings leaves a clean, sophisticated skyline. Preventing further intrusion of commercial messages on the skyline is a desire of the Downtown community. To avoid visual clutter, signs shall not be allowed to dominate the skyline.

A crown of building sign is a sign attached flat to or mounted away from the building façade. A crown of building sign may be parallel to the building façade horizontally or vertically, and shall be located on the upper band of a building.

- Crown of building signs located on buildings at or greater than 120 feet in height are not allowed.
- Crown of building signs located on buildings less than 120 feet in height are allowed, provided the signs meet the requirements below. The DDRB may grant a waiver for a sign at or greater than 120 feet. All Crown of Building signs shall meet all of the requirements below:
  - ◆ A crown of building sign must be located between the top of the parapet or high point of the building, exclusive of penthouse and mechanical screening structures, and the horizontal line not more than 15 feet below the top of the parapet or high point of the building on the side of the building to which the sign is affixed.
  - ◆ No portion of a crown of building sign shall extend above the roof line or above a parapet wall of a building with a flat roof.
  - ◆ More than two (2) signs are prohibited.
  - ◆ Signs shall have identical messages.
  - ◆ No more than one (1) crown of building sign per façade is allowed.
  - ◆ A maximum of one (1) horizontal or vertical line of letters or symbols.
  - ◆ Prohibited signs – raceways, cabinet, and animated.
  - ◆ Lighting is limited to internally illuminated channel letters and/or

logo and/or “halo- lit” channel letters and/or logo.

- ◆ Signs shall be compatible with existing architecture and shall be appropriately scaled and sized for their location. Signs shall not conceal, destroy, or distract from character defining features.
- ◆ Area (max): Square footage shall be determined by the height of the building.
  - 18' to 100': 100 square feet
  - 101' - 200': 200 square feet
  - 201' and taller: 300 square feet
- ◆ Height (max):
  - 18' to 100': 4 feet
  - 101' - 200': 6 feet
  - 201' and taller: 8 feet
- ◆ Width (max percentage of façade length): 66%





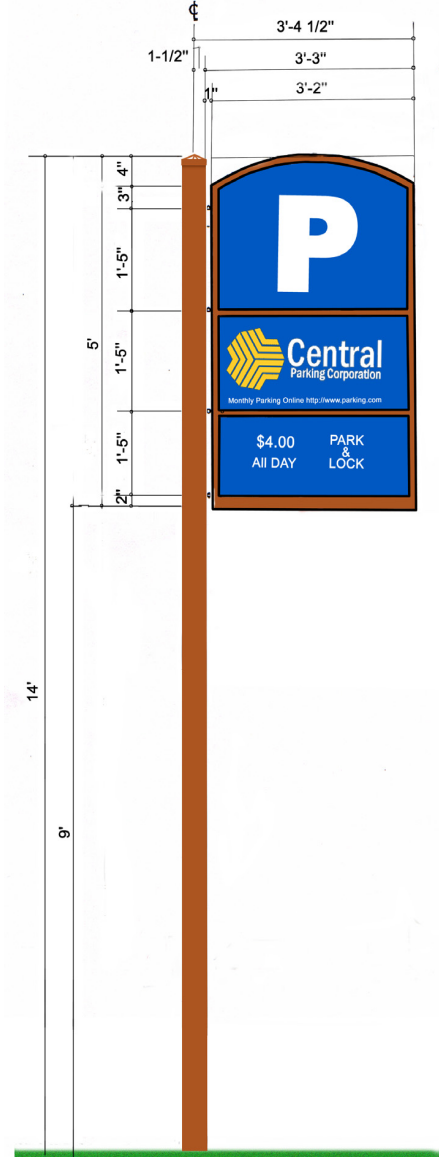
# SIGNAGE—CREATIVE SIGNS

## Creative Sign Standards

Creative signs bring fun and vitality to Downtown streets and are encouraged. In general, uniquely designed signage shall respond to the site, landscape, and architectural design context where they are located. Signs shall seek to become a piece of art or an architectural feature. Creative signs shall be reviewed based on this criteria, sign intent, and the guiding principles of the DUDSG.



Exciting, interesting, and unusual signs can contribute to Downtown's vitality.



The specifications shown in the graphic above serve as the basic standards for downtown parking lot signs. This is considered a creative sign and must receive approval from the DDRB.

# SIGNAGE—OTHER SIGNS

## Mural Standards

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

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

If the mural contains advertising, logos, or commercial messages, it qualifies as a sign and must be reviewed by the DDRB.



Professionally executed murals can add to the vibrancy of a downtown and last for years.

## Temporary Sign Standards

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

- Temporary signs are permitted for a maximum of 30 days or upon the conclusion of the event, whichever occurs first. Extensions may be granted if the applicant proves the necessity for additional time.
- Illumination of temporary signs is prohibited.
- Signs shall not extend beyond the subject property nor interfere with traffic safety or visibility.
- The sign area shall not exceed 25 square feet and shall conform to all applicable sign type standards.
- For buildings with a setback of 20 feet or more, a free-standing sign no larger than 16 square feet per face may be considered.
- Material: Sturdy and not subject to fading or damage from weather. The use of paper or cloth is not permitted unless located within a glass or plastic enclosure.

Example of a temporary banner.





## DEFINITIONS

**Accessory Use:** A use which is clearly incidental to the use of the principal building or the primary use of the property, and which is located on the same premises as the primary use.

**Addition or Enlargement:** Any construction that increases the size of a structure in terms of site coverage, height, building depth or width, or floor area.

**Advertised Commercial Area:** That portion of a sign used or intended to be used to convey information or to attract attention to the subject matter of such sign.

**Alley:** A right-of-way that affords only a secondary means of access to adjacent property.

**Alteration:** Any change because of construction, repair, maintenance, or otherwise to buildings or signage located within the Downtown Urban Design District.

**Antenna:** Any exterior apparatus designed for telephonic, radio, or television communications through the sending and/or receiving of electromagnetic waves, excluding satellite dish antennas and antennas accessory to residential uses. Antennas ancillary to residential uses shall mean television antennas and amateur radio equipment not used for commercial purposes, including ham radio and CB equipment.

**Arcade:** A series of arches supported by columns or piers.

**Area of Sign:** The surface area of a sign calculated by enclosing the extreme limits of all lettering, background, emblem, logo, representation, or other display within a single continuous perimeter composed of squares or rectangles with no more than four lines drawn at right angles.

**Awning:** A shelter extending from the exterior wall of a building and composed of nonrigid materials except for the supporting framework.

**Balcony:** A platform which projects from the exterior wall of a structure, is exposed to the open air and remains unenclosed, is surrounded by a railing or balustrade, has direct access to the interior of the building, and is not supported by posts or columns extending to the ground.

**Basement:** A story below the first story as hereinafter defined. See also "Story."

**Bays:** Repetitive divisions into which a building is divided.

**Billboard or Poster Panel:** An off-premises sign.

**Block:** A piece or parcel of land entirely surrounded by highways or streets, other than alleys. In cases where the platting is incomplete or disconnected, the Director of Public Works shall determine the outline of the block.

**Blockface:** One (1) side of a given street between two (2) consecutive intersecting streets.

**Brick Masonry:** Construction technique using bricks held together by mortar.

**Building:** A structure having a roof supported by columns or walls for the housing or enclosure of persons, animals, or chattels.

**Building Frontage:** The linear dimensions of a building which faces upon a public street, projected along the street property line. Where a building faces two or more streets, the frontage containing the principal street address shall be designated as the building frontage.

**Building Identification Sign.** Any sign containing the name or address of a building; and, may include hours of operation and emergency information, such sign being located on the same site as the structure.

**Building Permit:** Authorization given by the City of Fort Worth to erect, construct, renovate, maintain, or conduct any other specified activity on any building or structure, or on any installations or facilities therein. The term "building permit" shall include but not be limited to building permits, electrical permits, mechanical permits, and plumbing permits.

**Casing:** An enclosing frame around a door or window opening.

**Certificate of Appropriateness:** A signed and dated document evidencing the approval of the Downtown Design Review Board for work proposed by an owner or applicant.

**Column:** A vertical support normally consisting of a base, a round shaft, and a capital. The Greek Doric order is exceptional in that it has no base.

**Common Bond:** A brickwork bond having a course of headers between every five or six courses of stretchers.

**Context:** The buildings, structures, landscape elements and features immediately surrounding a building.

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**Channel Letter:** Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed to a building or structure.

**Cistern:** A permanent artificial reservoir built to catch and store rainwater, typically located underground but may be located aboveground.

**Column:** A vertical support normally consisting of a base, a round shaft, and a capital. The Greek Doric order is exceptional in that it has no base.

**Commercial Message:** A message displayed on a sign which relates solely to the economic interests of the advertiser and its audience; a message pertaining to price and product advertising, goods, and services.

**Common Bond:** A brickwork bond having a course of headers between every five or six courses of stretchers.

**Comprehensive Sign Plan:** A coordinated program of all signs, including exempt and temporary signs for a business, or businesses if applicable, located on a development site. The sign program shall include, but not limited to, indications of the locations, dimensions, colors, letter styles, and sign types of all signs to be installed on a site.

**Construction:** The erection of any on-site improvements on any parcel of ground located within the Downtown Urban Design District, whether the site is presently improved, unimproved, or hereafter becomes unimproved by demolition, destruction of the improvements located thereon by fire, windstorm, or other casualty, or otherwise (hereafter such a parcel of ground shall be referred to as "site").

**Context:** The buildings, structures, landscape elements, and features immediately surrounding a building.

**Cornice:** A projecting shelf along the top of a wall, along the exterior trim at the meeting of a roof and wall, or at the uppermost division of an entablature.

**Courtyard:** An open unoccupied space other than a yard, on the same lot with a building, and which is bounded on three or more sides by the building.

**Critical Root Zone:** Area around the trunk of the tree that is equal to a radius of one (1) foot per inch diameter measured at breast height (DBH) - four and one-half (4.5) feet.

**Density:** The number of dwelling units per acre.

**Display Area/face:** That area made available by a sign structure for the purpose of displaying an advertising message, such area to exclude nonstructural trim.

**Driveway:** Any hard-surface parking area that provides access to private property from the right-of-way to the required off-site parking behind the building line. A residential driveway may consist of compacted gravel base confined by a border.

**Elevation:** An orthographic projection of an object or structure on a vertical plane parallel to one of its sides, usually drawn to scale.

**Encroachment:** The extension or placement of any structure or component of a structure into a required yard or, when permitted by the City, into the public right-of-way.

**Entablature:** In classical architecture, the horizontal part of a classical order supported by columns or pilasters and consisting of the architrave, the frieze, and the cornice.

**Emergency Access Easement:** An area created by plat or separate instrument filed with the office of the County Clerk other than a dedicated street or place, or an alley, which is maintained free and clear of buildings, structures, and other obstructions for the purpose of providing free passage of service and emergency vehicles.

**Exterior Architectural Feature:** The architectural style, design, general arrangement, and components of all of the outer surfaces of a building or structure, as distinguished from the interior surfaces enclosed by such outer surfaces. Such exterior architectural feature shall include, by way of example but not by limitation, the kind, color, texture of the building material and the type and style of all windows, doors, lights, signs, and other fixtures appurtenant to such building or structure.

**Façade:** The faces or elevations of a building visible from a public way or space; usually limited to the front face of a building in an urban environment.

**Fenestration:** The design, proportioning, and disposition of windows and other exterior openings of a building.

**Fiber-Cement Siding:** A lightweight, solid material that is manufactured in similar sizes and shapes to wood products.



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**Fire Wall:** A brick wall extending above the roof line between attached buildings, intended to prevent a fire from spreading from one building to another.

**Fixed Glass:** A glass pane that is stationary, rather than operable.

**Floor Plan:** A plan of a room, suite, or entire floor of a building as seen from above after a horizontal section is cut and the upper portion is removed, typically showing the form and arrangement of interior spaces and their enclosing walls, windows, and doors.

**Footcandle:** Unit of light density incident on a plane (assumed to be horizontal unless otherwise specified), and measurable with an illuminance meter, also known as light meter.

**Footprint:** The form of a building on a site.

**Frieze:** The horizontal part of a classical entablature, often decorated with sculpture in low relief.

**Frontage:** All the property adjacent to one side of a street between two intersecting streets, measured along the street line.

**Full Cutoff:** Attribute of lighting fixture from which no light is emitted at or above a horizontal plane drawn through the bottom of the fixture, and no more than 10% of the lamp's intensity is emitted at or above an angle 10° below that horizontal plane, at all lateral angles around the fixture.

**Fully Shielded:** Attribute of a lighting fixture provided with internal and/or external shields and louvers to prevent light pollution.

**Glare:** Excessive brightness in the field of view that is sufficiently greater than the brightness to which the eyes are adapted, to cause annoyance or loss in visual performance and visibility, so as to jeopardize health, safety, or welfare.

**Grade:** Ground level.

**Grille:** A grating forming a barrier or screen.

**Ground Sign:** Any sign which is neither attached to nor part of a structure and which is permanently affixed in or upon the ground with no air space between the ground and the sign face.

**Hard-Surface (Parking):** Any porous or nonporous surface suitable for the

function of driving and parking of vehicles; nonporous surfaces are typically asphalt and concrete.

**Historic Preservation:** A broad range of activities related to the protection, maintenance, and care of elements of the built environment that reflect its cultural heritage.

**Historic Resource:** An individual building, site, monument, structure, or area that has been determined to have historical significance and whose distinctive character conveys unique architectural and/or cultural heritage.

**Illuminance:** Quantity of light, measured by Footcandles.

**Illuminated Sign:** Any sign for which an artificial source of light is used in order to make readable the sign's message, including internally and externally lighted signs and reflectorized, glowing, or radiating signs.

**Increase in Intensity:** An increase in the concentration of activity on a property. In the case of nonconforming uses, any increase above and beyond the status quo is considered an increase in the intensity of use, including an increase in gross floor area or number of dwelling units.

**Levee:** An embankment to prevent flooding.

**Light Bulb String:** A display consisting of a row or rows of bare light bulbs.

**Logo, Logogram, or Logotype:** An emblem, letter, character, pictograph, trademark, or symbol used to represent the firm, organization, entity, or product.

**Lot:** Land occupied or to be occupied by a building and its accessory buildings, together with such open spaces as are required under this Ordinance, and having its principal frontage upon a street or officially approved place.

**Lot, Corner:** A lot situated at the junction of two or more streets.

**Lot Depth:** The average horizontal distance from the front street line to the rear line.

**Lot, Interior:** A lot, the side line of which does not abut on any street.

**Lot Lines:** The lines bounding a lot as defined herein.

**Lot of Record:** A lot which is part of a subdivision, a plat of which has been recorded in the office of the County Clerk.

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**Lot, Through:** A lot, other than a corner lot, having frontage on two or more streets.

**Lot Width:** The mean horizontal distance between side lines measured at right angles to the depth.

**Lumen:** The light-output rating of a lamp (light bulb).

**Marquee:** A permanent rooflike shelter extending from part or all of a building face and constructed of some durable material which may or may not project over a public rights-of-ways.

**Marquee Sign:** Any sign painted on or attached to or supported by a marquee.

**Massing:** The overall composition of the exterior of the major volumes of a building, especially when the structure has major and minor elements.

**Minimum Building Standard Code:** That article of the City Code so designated.

**Mixed Use:** Structure or project containing residential and nonresidential uses.

**Mullion:** A vertical strip that divides windows and doors.

**Multilight:** Having many lights or glass panes, as a window or door.

**Muntin:** The narrow molding separating individual panes of glass in a multi-paned window sash.

**Mural:** A work of art painted or otherwise applied to or affixed to an exterior wall surface that does not include any on- or off-premise commercial messages.

**Non-advertised Message Area:** That portion of a sign not used or intended to be used to display commercial copy, convey information, or attract attention to the subject matter of such sign.

**Noncommercial Message:** A message displayed on a sign that pertains to political, social, or ideological issues.

**Nonconforming Use, Building, or Yard:** A use, building, or yard that does not (by reason of design, use, or dimensions) conform to the regulations that apply in the district where the use, building, or yard is situated. These uses, buildings, or yards were legally in existence at the time the ordinance was passed to

make them nonconforming. A use, building, or yard established after the passage of an ordinance that does not conform to the ordinance regulations of the district in which it is situated shall be considered to be illegal.

**Off-Street:** Off the rights-of-ways of a street or place.

**Off-Street Parking:** The storage space for a motor vehicle on a lot and not including parking spaces on streets, alleys, or rights-of ways.

**On-Street Parking:** The storage space for a motor vehicle that is located on the street right-of-way.

**Parapets:** The portion of a wall that projects above an adjacent roof surface.

**Parking Area, Public:** An open area other than a street, alley, or place used for the temporary parking of more than four self-propelled vehicles and available for public use whether free, for compensation, or as an accommodation for clients or customers.

**Parking Space:** A space set aside for the sole purpose of parking a vehicle on a temporary basis.

**Parkway:** The area of public rights-of-ways located between the curb or edge of pavement and the property line.

**Party Wall:** A wall starting from the foundation and extending continuously through all stories to or above the roof, that separates one (1) structure from another, but is in joint use by each structure.

**Penthouse:** An enclosed structure above the roof of a building, other than a roof structure or bulkhead. A penthouse may be used only for the shelter of mechanical equipment or vertical shaft openings in the roof. For the purposes of this Ordinance, penthouse does not include residential dwelling units.

**Pilaster:** A shallow rectangular feature projecting from a wall, having a capital and a base and architecturally treated as a column.

**Pitch:** The angle or slope of a roof.

**Porch:** A structure, which can be enclosed or unenclosed, that projects from the exterior wall of a structure, has direct access to the street level of the structure, and is covered by a roof or eaves. An unenclosed porch is a porch that is open on all sides. An enclosed porch is a porch that is enclosed by walls,



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screens, lattice, or other material. A screened-in porch is considered an enclosed porch.

**Primary Street:** The principal frontage for a building site, as defined during site plan review by the Planning and Development Director or designee.

**Property Line:** The lines forming the boundary of a lot, determined by metes and bounds, whether those lines are for single lots or a combination of lots.

**Quoin:** A differentiated exterior angle or corner of a masonry wall, or one of the stones or bricks forming such an angle, usually differentiated from adjoining surfaces by material, texture, color, size, or projection.

**Raceway:** Metal box located between illuminated sign and wall to hold electrical conduit.

**Rails:** A metal enclosure generally used for porches, galleries, and balconies.

**Rehabilitation:** To repair an existing building to good condition with minimal changes to the building fabric. The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural, and cultural values.

**Renovation:** The process of repairing and changing an existing building for modern use, so that it is functionally equal to a new building; may include major changes.

**Repair and Maintenance, Ordinary:** Any work, the purpose and effect of which is to correct any deterioration or decay of or damage to a structure or property, or any part thereof, and to restore the same, as nearly as may be practicable, to its condition prior to such deterioration, decay, or damage, using the same materials or those materials available which are as close as possible to the original, all of which must comply with applicable codes and ordinances. Ordinary repair and maintenance does not include a change in design, material, or outward appearance.

**Restoration:** The process or product of returning, as nearly as possible, an existing site, building, structure, or object to its condition at a particular time in its history, using the same construction materials and methods as the original where possible.

**Sash:** The part of the window frame that holds the glazing, especially when movable.

**Screening Fence:** A solid fence or wall at least six feet in height and so constructed that no person can see the area surrounded by the fence.

**Section:** An orthographic projection of an object or structures as it would appear if cut through by an intersecting plane to show its internal configuration, usually drawn to scale.

**Side Street:** The frontage that is not a primary street, as defined during site plan review by the Planning and Development Director or designee.

**Sign:** Any surface, fabric, display, or visual medium, including the component parts, which bears letters, or sculptured matter, including logos, used or intended to be used to convey information or to attract attention to the subject matter of such sign. Graphics which carry no advertising shall not be construed to be a sign, except where such graphics pictorially display products or business that convey an advertising intent. The term "sign" includes the sign structure.

**Sign, A-Frame:** An advertising device, ordinarily in the shape of an "A" or some variation, located on the ground, not permanently attached and easily movable.

**Sign, Alteration:** Any change in copy, color, size, or shape, which changes the appearance of a sign, or a change in position, location, construction, or supporting structure of a sign, except that a copy change on an attraction or reader board is not an alteration.

**Sign, Animated:** Any sign which has any visible moving part, flashing or osculating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means.

**Sign, Attached:** A sign attached to, applied on, or supported by any part of a building (such as wall, window, canopy, awning, arcade, or marquee).

**Sign, Awning:** Any sign painted on or attached to or supported by an awning.

**Sign, Balloon:** A lighter-than-air gas-filled balloon tethered in a fixed location.

**Sign, Cabinets.** A sign with a metal can and an internally illuminated plastic face. A change in the face of a sign can is considered to be a change in copy and not subject to review if it affects only the message of the sign, and does not change the color of background or letters, size or location of letters, or otherwise alter the general appearance of the sign. Painted or panel signs shall be reviewed similarly to sign cans.

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**Sign, Changeable Copy.** An on-premise sign that is characterized by changeable copy, letters, symbols, or numerals that are not permanently affixed to the structure, framing, or background, allowing the letters, characters, or graphics to be modified from time to time manually or by electronic or mechanical devices, such as, but not limited to, a bulletin board, electronic message board, or projected image sign. However, an athletic scoreboard or sign located on the athletic field sign of a fence shall not be an electronic changeable copy sign. Changeable copy signs may not be used to display commercial messages relating to products or services that are not offered on the premise.

**Sign, Detached:** A sign which is supported by structures, supports, or foundations in or upon the ground, and independent of support from any building.

**Sign, Electronic Message:** Any sign, or portion of a sign, that uses changing lights to form a sign message or messages in text form where the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. Time/temperature signs are not considered electronic message signs.

**Sign Face:** An exterior display surface of a sign, including non-structural trim exclusive of the supporting structure.

**Sign, Flashing:** A sign or part of a sign that contains units which cause such sign or part thereof to appear to flash or blink. Flashing signs shall not include running light signs, twinkle signs, or those signs having only one on-off cycle in any period exceeding six seconds.

**Sign, Freeway:** A sign which is oriented to be viewed primarily from an adjacent non-signalized freeway.

**Sign, Grade:** The level of the site at the property line located at the closest distance to the sign.

**Sign, Illegal:** Any sign placed without proper approval or permits as required by the City of Fort Worth at the time of sign placement. Illegal sign shall also mean any sign placed contrary to the terms or time limits of any permit and any non-conforming sign which has not been brought into compliance with the provisions of the Downtown Urban Design Standards and Guidelines.

**Sign, Kiosk:** Free-standing sign structure located in or adjacent to public rights-of-ways that features a City of Fort Worth identification panel at the top of

each structure and displays directional information to new homes, municipal facilities, and parks.

**Sign, Monument:** Any sign in which a majority of the structure's width is in contact with the ground.

**Sign, Neon:** A sign with tubing that is internally illuminated by neon or other electrically charged gas.

**Sign, Nonconforming:** A sign which was validly installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the provisions of the Downtown Urban Design Standards.

**Sign, Off-Premises:** A commercial sign which displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or other commercial message which is generally conducted, sold, manufactured, produced, offered, or occurs elsewhere than on the premises where such sign is located.

**Sign, On-Premises:** A commercial sign that is other than an off-premises sign.

**Sign, Parking Area Identification:** A sign that identifies a parking lot.

**Sign, Permanent:** Any sign that is a legally placed sign which is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear), and position, and in a permanent manner affixed to the ground, wall, or building.

**Sign, Pole:** A detached sign which is supported by one or more poles in or upon the ground.

**Sign, Portable:** A sign designed, constructed, or used to facilitate the placing or moving of same from one location to another.

**Sign, Projected Image:** A sign which involves a fixed and non-moving image projected on the face of a wall or structure from a distant electronic device, such that the image does not originate from the plane of the wall or structure.

**Sign, Projecting:** A sign which projects from and is supported by a wall or parapet of a building, with the display surface of the sign in a plane perpendicular to or approximately perpendicular to the wall.

**Sign, Roof:** Any sign erected upon a roof, parapet, or roof--mounted equipment



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structure and extending above a roof, parapet, or roof--mounted equipment structure of a building or structure.

**Sign, Temporary:** Any sign, not permanently attached to the ground or a structure, which is installed or placed for a limited duration.

**Sign, Wall:** A sign mounted flat against a wall of a structure with the exposed face of the sign in a plane parallel to the face of the wall and projecting no more than eighteen (18) inches from the wall. A wall sign does not include window signs.

**Sign, Window:** A sign attached to, placed upon, or printed on the interior or exterior of a window or door of a structure, or mounted within twelve (12) inches of the window intended for viewing from the exterior of such a building. A window sign may be either permanent or temporary.

**Significant or Large Tree:** A tree twenty-seven (27) inches in diameter (84.82 inches in circumference).

**Sill:** A horizontal member forming the lowest portion of a building or window; also, the bottom of a door.

**Site:** The land on which a building or other feature is located.

**Siting:** The placement of a building, structure, or object on a site in relation to natural features; boundaries, and other parts of the built environment.

**Soffit:** The underside of a roof overhang.

**Statue:** A three-dimensional representation, including a sculpture. A statue that is related to the advertisement of any product or service or the identification of any business is a sign.

**Stoop:** Steps that lead directly to the entrance without a landing or porch.

**Story:** That part of a building included between the surface of one floor and the surface of the floor next above, or if there be no floor above, that part of the building which is above the surface of the highest floor thereof. A top--story attic is a half story when the main line of the eaves is not above the middle of the interior height of said story. The first story is the highest story having its interior floor surface not more than four feet above the curb level, or the average elevation of the finished grade along the front of the building where it is set back from the street.

**Street:** A public or private thoroughfare which affords principal means of access to adjacent property.

**Structural Alterations:** Any change in the supporting members of a building, such as bearing walls, columns, beams, or girders, or any substantial change in the roof or in exterior walls. This is considered a major change.

**Stucco:** Exterior plaster.

**Super Graphic:** A painted design which covers all or a major portion of a wall, building, or structure.

**Transom:** A glazed opening over a door or window.

**Total Sign Area:** The sum of the areas of all externally viewable signs on a site.

**Wood Frame:** Refers to a building whose structural elements are composed of a wood frame constructed of small dimensional lumber and held together with nails.

**Wrought Iron:** Iron worked into shape by manual effort; used for balcony railings, fences, gates, hardware, lanterns, etc.