



# Update on Downtown Design Guidelines

April 27, 2021

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# Overview

- TIRZ #3 Incentive Guidelines
- DADP – Development Guidelines for TIRZ #3 & Connecting Corridors
- Streetscape Zone Guidelines
- Next Steps

# Incentive Guidelines

- From Downtown Area Development Plan Recommendations

## GENERAL GUIDELINES

**BUILDING FAÇADE PLACEMENT**  
Building facades—especially facades with primary building entrances—should be located near the sidewalk of adjoining streets. The facades should generally be located at or within ten feet—or other dimension typical of adjacent traditional buildings—of the back of sidewalk or property line for most of its length (up to fifteen feet may be appropriate along a Gateway Street or Boulevard). Facades at or close to the sidewalk are generally preferred where retail or other active, publicly accessible uses occur at ground level.

Deeper setbacks of up to ten feet are appropriate where housing occurs at ground level. Site area between the facade and the sidewalk should be landscaped with plantings and/or paved walking/standing areas as appropriate to building use. Parking should not be located between the facade and the street, particularly along Primary Walking Streets.

**BUILDING FAÇADE TREATMENT**  
Ensure that all facades are attractive and well proportioned through the placement and detail-

ing of all elements, including bays, fenestration, and materials, and any patterns created by their arrangements.

Avoid large blank walls along visible facades wherever possible. Where exposures of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians. These may include features like landscaped areas or display windows. Building materials should be able to withstand the salt and moisture that is present in the air due to downtown's Bayfront location.

## OFF-STREET PARKING AND VEHICULAR ACCESS

Off-street parking should be located and designed to have minimal presence, if any, along streets and other public spaces. Where a parcel abuts two or more streets of different types, vehicular access and parking should preferably be located on a Flexible Access Street or Gateway Street or Boulevard, rather than a Primary Walking Street.



## TREES AND ENVIRONMENT

Incorporate on-site natural habitats and landscape elements such as existing trees, native plant species or other vegetation into project designs. Consider relocating older trees and vegetation if retention is not feasible. The planting of native shade trees throughout the district is encouraged and will create a comfortable public realm.

## SIDEWALKS

Sidewalks along Primary Pedestrian Streets should aim to include at least 10 feet of clear width available for walking, in addition to street trees, planting strips and paved access to on-street parking. Additional paved area along building facades may be used for outdoor dining, retail sales or other uses related to adjacent buildings.



## Requirements for Well-Designed Urban Developments

To qualify for any of the TIRZ #3 Incentives, projects must meet the following requirements. Additional requirements for the Downtown Living Initiative can be found on the *Downtown Living Initiative Guidelines*.

- Building Setback.** Zero foot setbacks are preferred. Six foot setback may be allowed if the right of way is insufficient. Additional setback may be allowed for outdoor cafés, balconies, plazas, etc. [See Figure 1].
- Ground Floor.** The ground floor shall be active, inviting, engaging and easily accessible from the street. For commercial ground floor uses, clear, energy efficient windows are preferred to allow pedestrians to see into the businesses.
- Canopies/Awnings.** Developments shall have canopies or awnings to provide architectural interest and to shield pedestrians from weather and the elements.
- Signage.** Pedestrian oriented designs, like hanging signs, blade signs and signs with channel letter are required. All signs shall incorporate appropriate lighting.
- Parking.** Off-street parking (structures and lots) must be visually appealing and integrated with the building's design, screened with architectural and landscape elements. Cars must not be visible from the street. For new construction that includes a surface lot, the building frontage must have zero setback adjacent to higher traffic streets, with parking in the rear [See Figure 2]. Access to new lots should be through side-streets or alleyways. All parking areas must be paved, striped and lighted.
- Sidewalks.** Site owners will be required to install sidewalks in locations that currently do not have any installed. The sidewalk must comply with all standards set by the ADA and should accommodate landscaping, street furniture and minimal visual street presence sidewalk cafés.
- Landscape.** Planting zones shall include irrigated street trees, other landscaping and street furniture. New buildings must have at least one tree for every 25 ft. of building frontage. Landscape areas should be designed to maximize tree canopy [See Figure 3]. *Note: Palm trees are not considered shade maximizing street trees.*
- Lighting.** Lamp fixtures shall be installed on street walls to create well-lit sidewalks and ensure the safety of people using the space. Nocturnal architecture is strongly encouraged.
- Street Wall.** Blank walls cannot extend more than 10 feet. Wall space facing the street must be active, meaning the space should contain a mix of uses that will encourage use both day and night. Alternatives to blank walls include light features, windows, architectural features and public art. Maintaining an active maximize tree canopy space will ensure livable streets and strengthen the downtown economy.
- Underground Utilities.** Where underground utilities exist, they should remain underground. New projects should include underground utilities in design.
- Exterior Utility Service.** Exterior utility service such as dumpsters, transformers, electrical boxes and other utility elements must be concealed from public view.
- The Board retains the ability to alter requirements specified under these standards for individual projects. Applicant can request consideration of alternative design solutions to achieve intended goals. Designs must adhere to the Coding and Zoning requirements from the City of Corpus Christi.*



Figure 1: Outdoor Café



Figure 2: Parking should have minimal visual street presence sidewalk cafés.



# Downtown Area Development Plan

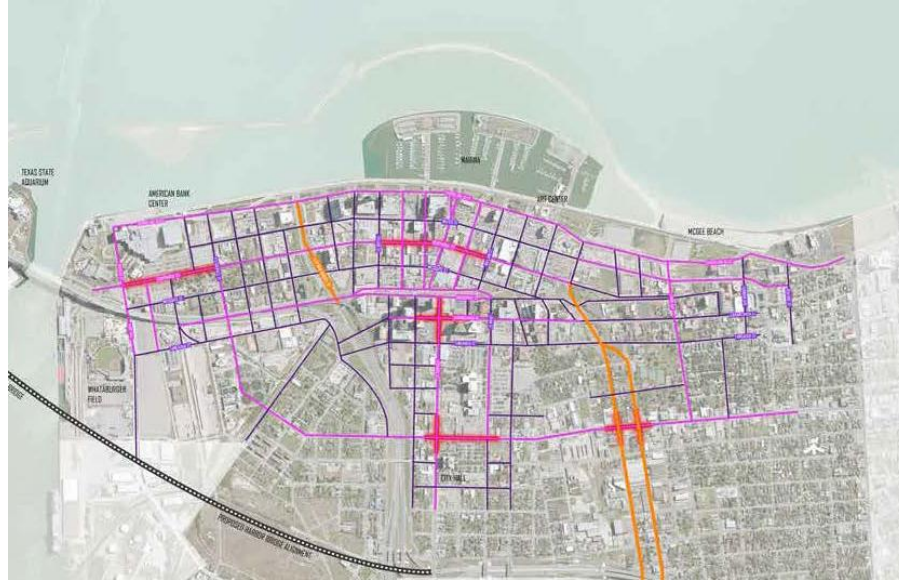
## Development Guidelines for TIRZ #3



- Promote High Quality New Development Promotes Walkable Attractive Mixed-Use Environments
- Walkability & Human Scale
- Not Adopted As Ordinance

### 3 Distinct Types of Streets

- Primary Walking Street
- Flexible Access Street
- Gateway Street or Boulevard



## Primary Walking Street

*priority location for retail, other active ground floor uses, and a safe and inviting walking environment; vehicular access and parking should be discouraged*

### KEY STREETS & SEGMENTS

- Chaparral from Kinney to Hirsch
- Leopard from Staples to Upper Broadway
- Shoreline from Park to Hirsch
- Starr, Peoples, Schatzell, and Lawrence

DESIGN CHARACTER CONCEPT: PEOPLES STREET



FAÇADE IMPROVEMENT CONCEPT: CHAPARRAL STREET





## Flexible Access Street

*desirable location for occupied commercial and/or residential buildings featuring a regular occurrence of windows and doors, with flexibility to include some vehicular access for parking or service*

### KEY STREETS & SEGMENTS

- Most east-west streets downtown
- Chaparral from Kinney to Park
- Water Street from Resaca to Kinney
- Mesquite from Brewster to Cooper's Alley
- Tancahua from Port to Padre, then from Buffalo to Furman

DESIGN CHARACTER CONCEPT: KINNEY STREET



FAÇADE IMPROVEMENT CONCEPT: WILLIAM STREET



## Gateway Street or Boulevard

*desirable location for occupied commercial and/or residential buildings featuring a regular occurrence of windows and doors, enhanced by prominent landscape plantings; vehicular access absent or minimal*

DESIGN CHARACTER CONCEPT: SHORELINE BOULEVARD & I-37



### KEY STREETS & SEGMENTS

- New Aubrey (former IH 37) east of Carrizo
- Agnes and Laredo





# Streetscape Zone Guidelines

- Section 6.13 of Unified Development Code
    - When a Streetscape Zone is Required:
      - Building Setbacks      0 Lot Line
      - Sidewalks
        - 10 Ft Walkway along Arterial or Collector Street
        - 5 Ft Clear Zone
    - Street Furniture/Landscaping Zone
    - Awnings
    - Awning Dimensions
    - Windows
    - Sidewalk Cafes
    - Displays & Equipment
    - Street Tree Planting Requirements
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# Streetscape Zone Guidelines



- Awnings

## D. Awnings.

- Where non-residential buildings are located along the first floor of an Arterial or Collector Street, canopies, awnings, marquees, or porticos shall be provided (Figs. 6.13.2.D.1)

Figures 6.13.2.D.1



Figures 6.13.2.D.1

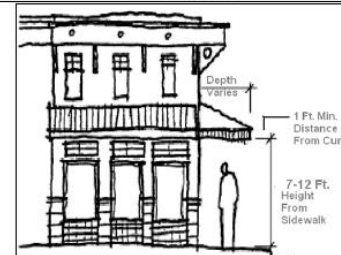


- Awnings shall require a Use Privilege Agreement with the City and must be compliant with the standards of the definition of an "awning" provided under Section 1.11.3.

## 3. Awning Dimensions.

- Depth. The awning canopy may not extend any further than within 1 foot measured from the face of the curb.
- Awning supports may not be located within 5 feet measured from the face of the curb.
- Height. The vertical dimension between the underside of a canopy or awning and the sidewalk shall be at least 7 feet and no more than 12 feet (Fig. 6.13.2.D.3).

Figure 6.13.2.D.3.



- The total signage on an awning or umbrella shall not exceed 20% of the area of the awning or umbrella.

# Next Steps

- Goal to Centralize this Policy
- DMD to conduct Best Practice Assessment
- Staff to Make Recommendation Optional or Mandatory Requirements
  - Optional – Not Regulatory
  - Mandatory – Require DMD, Planning, DSD, Planning Commission and other Stakeholders