

HISTORIC MARINE URBAN VILLAGE MASTER PLAN

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The Historic Marine Village Plan provides a framework for realizing a vision to be implemented over time.

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SUMMARY

The Historic Marine Urban Village Master Plan document sets out a short- and long-term vision for the village. This vision is the product of three public work sessions, one-on-one interviews and nearly a year long sequence of activities, including initial analysis, staff conversations, establishment of principles and values, and subsequent development of concepts, strategies, and projects.

The chapters are organized to build upon the decisions and strategies noted in previous chapters. For example, early in the process, the plan included a work session in which perceptions and preferences were gathered and recorded, as well as priorities for transportation improvements. The comments and site analysis served as the basis for the formulation of vision principles and values, which are discussed in the early chapters. Based upon these principles, detailed strategies, catalyst projects, and implementation processes are developed in subsequent chapters.

The level of specificity also increases in follow-up chapters. For example, the issues and public comments in Chapter 1: Introduction, and the general vision principles and values noted in Chapter 2: Master Plan Principles, are interpreted and become the basis for the Plan shown in Chapter 3. The outgrowths of Chapter 3: The Plan, are specific items outlined in Chapter 4: Implementation, which sets out the policy, actions and catalyst projects to achieve the completion of the Historic Marine Urban Village Plan.

Consistent with the above approach, the chapters are summarized as follow:

CHAPTER 1: INTRODUCTION

This chapter describes the general approach to the master plan, including how the document is organized, and the comments gathered as part of the public work session process. It also provides a brief history of the Urban Village initiative and Historic Marine today.

CHAPTER 2: MASTER PLAN PRINCIPLES

The master plan principles reflect the concerns which were established as a result of site analysis, the public work sessions, and other reviews. These principles affirm the short- and long-term direction of the master plan, and the essential philosophies which should guide development.

CHAPTER 3: THE PLAN

The core of this chapter consists of eight specific directives that fulfill the master plan principles. These catalyst project areas form the foundation of the master plan.

CHAPTER 4: IMPLEMENTATION

The roles of City leadership, neighborhood associations, businesses, and property owners are key to the success of the plan. This chapter provides a partnership tiered approach, including policies, actions, and how they apply to catalyst projects.

APPENDIX

This section contains the following information:

1. Best practice examples.
2. Market and demographic data.
3. Historic inventory data.
4. Crime trends.
5. Mixed-use guidelines.
6. Public meeting summaries.

1. INTRODUCTION

1.1 PLAN PURPOSE

Why create an urban village master plan? Since early 2001, the City of Fort Worth has embarked on creating dynamic urban villages across the city core. Historic Marine, with its storied past of traditions and strong neighborhoods has naturally evolved as a place of renewed interest. With the recent success of attracting new investment, conflict has arisen when the new investment collides with rooted traditions and values.

There are few documents which are more comprehensive or informative than an effective master plan. The process of framing such a plan places a premium on gauging needs of various kinds: the assessment of existing facilities, the demand for new ones, the response to experienced growth, and the anticipation of future changes. It also facilitates the adjustment of attitudes and trends. The most recent investment in public infrastructure and the building of the Historic Marine building, have given this urban village a jump start from others across the city.

How to approach the master plan? The creation of a useful master plan requires understanding the nature of an urban village, making calculations regarding its future needs, and setting out a method of satisfying them. For Historic Marine Urban Village, the master planning effort requires a balancing of its traditions with an informed inquiry into its future. A master plan should benefit from the village’s ample experience related to the planning and operation of the village over the course of a century while absorbing successive generations of demographic, market, and physical changes. This experience gives the plan an appropriate context, reflective character, and historical perspective.

What were the key goals for the urban village in embarking upon the plan? As articulated by City leadership, Historic Marine residents, and property owners, the key objectives for the urban village master plan process are:

- Vision consensus.
- Branding & marketing.
- Partnership framework.
- Development opportunities.
- Neighborhood preservation.
- Zoning enhancements.
- Implementation.

1.2 PLAN PROCESS

The master plan was a 10-month long effort designed to seek input and ideas from all stakeholders who may have an interest in the urban village future. The seven-task process included three public work sessions, conversations with city staff and village advisory team members, and one-on-one interviews.

The process was organized in a series of tasks:

- | | |
|----------|---|
| Task 1.0 | Project Start-up and Project Management |
| Task 2.0 | Public Involvement |
| Task 3.0 | Project Context, Inventory and Analysis |
| Task 4.0 | Development Opportunities |
| Task 5.0 | Market Analysis |
| Task 6.0 | Mixed-Use Zoning |
| Task 7.0 | Urban Village Master plan |

2. MASTER PLAN PRINCIPLES

This chapter identifies village-wide values that constitute the framework for the plan. Historical context, values and principles, and best practice examples make up the basis for the Historic Marine Urban Village Plan.

2.1 HISTORICAL CONTEXT

In 1872, the Marine Schoolhouse was built to serve settlers in Fort Worth's Near Northside, at what would be the 2000 block of Commerce Street today. When Tarrant County established school districts in 1889, the Marine District was created as District 21 and a new school was built. The new school was located at the intersection of North Houston Street and 32nd. The old Marine Schoolhouse was then converted into a community church. Now housed at the Log Cabin Village near the zoo, the original Marine Schoolhouse is preserved as the first public building on the Northside.

The Historic Marine area to the north of the Trinity River was once known as the City of North Fort Worth. Here is an excerpt from *North of the River: A Brief History of North Fort Worth* by J'Nell Pate (1994).

“Several communities make up Fort Worth’s present Northside, but its roots really go back to the small community just north of the bluff that, in the 1890s, was called Marine...Marine grew slowly, but once Armour and Swift arrived in 1902, the meat packing interests urged livestock people to incorporate a separate city surrounding the yards...”

“The city of North Fort Worth officially became a separate entity in November, 1902, its boundaries stretching from Marine Creek on the North to the Trinity River on the South, and from the Santa Fe tracks on the east to Grand Avenue on the west. The new city of 300 residents swallowed the little community of Marine.”



The existing Mercado Building on Main Street will remain a defining landmark in this urban village.

This excerpt was footnoted as coming from minutes of the City of North Fort Worth in 1905, at which time the city had already grown to 4,567 people due to the booming meat packing industry. The City Hall of North Fort Worth was located in the building that now houses La Playa Maya, which is just north of the Mercado building.

The Tarrant County Historic Resource Survey recommended the creation of a Marine Commercial National Register Historic District. The district consists of 19 contiguous properties on the east side of the 1300 and 1400 blocks of North Main Street. The district extends for one and one-half blocks, beginning approximately 275 feet north of East Northside Drive and terminating at NE 14th Street. A mid-block alley forms the eastern boundary of the proposed district.

Those properties included 1332, 1342-44, 1400 (now Rio Grande Restaurant), 1404-06, 1408-10 1422, 1424-26, 1438-40 (Rose Marine Theater, previously the Roseland Theater (1920) and the Marine Theater (1945)), 1445, 1521 and 1539-45 (Googins Building).
Source: Tarrant County Historic Resource Survey

Early commerce along North Main Street developed primarily due to the rail lines and the area's proximity to the Stockyards and downtown. During the 1960s and 1970s the demographics of the area began shifting towards more Hispanic influence. Tourists seeking to experience Fort Worth's Hispanic culture, fine restaurants, and the nearby Stockyards now frequent the area.

A preliminary historic building inventory for the core village area can be found in the appendix of this plan.

2.2 EXISTING CONDITIONS

The Historic Marine Urban Village has been known for several years as the Mercado area (since the Mercado Building construction began in 2003). Prior to the Mercado building being constructed, the area sandwiched between the Stockyards, the Trinity River, and downtown was known mainly as North Side or Marine Park.

The Historic Marine Urban Village area is blessed with a strong sense of community, and assets such as

a library, Circle Park, Marine Park, the Trinity River, churches, and schools. The North Side neighborhood is more established and stable than its sister neighborhood to the east, Marine Park. The biggest threat to Marine Park today is the conflict between single family and industrial zoning.

North Main Street has been the commercial life blood of the urban village. Today, some specialty retail, restaurants, and community services are concentrated between the Northside intersection and the Stockyards. Recently constructed infrastructure improvements and streetscape amenities give the area a clean, updated appearance.

Three major gateways exist along North Main Street at the intersections of Northside Drive, 20th, and 23rd Streets. In addition, a traffic island within North Main Street just north of Central Avenue has been improved, including an area dedicated for a future "Vaquero" statue as part of the City of Fort Worth Public Art program. A pedestrian alleyway also exists east of and parallel to Main Street between Central and 14th Street. The alleyway reflects a rich Spanish architectural design; however, today it is only used as a service area for adjacent uses.

Two sections of commercial activity are apparent along North Main Street, primarily due to the angle change in the design of the roadway. At the 20th Street intersection, Main Street veers directly in the north direction. This change in street direction provides two distinct areas to organize around for phasing purposes. The area between Northside Drive and 20th Street is the Village Core, while the area north of 20th to the Stockyards can be planned as a secondary area.

As mentioned earlier, the urban village area is fortunate to have natural and designed parks and open space areas. The Trinity River (to the east), its north/west tributary extension to the Stockyards, Circle Park (to the west/south) and Marine Park (village core), allow for a natural connection between each of the areas. Connections between Circle Park and the Trinity River can occur along 20th street and jog northeast along another creek extension to connect to the Trinity River's Stockyard reach. On the southern end, Circle Park terminates at the cemetery but can connect along

Grand Street, crossing Main Street to the railroad right-of-way and eventually the Trinity River.

Another significant feature of the urban village is the Rose Marine Theatre and Latin Arts Association. Today, these two forces bring art and cultural events, which attracts pedestrian traffic to the urban village. These are organizations that must be supported and cultivated as part of the overall urban village revitalization.

And finally, the largest single building in the urban village, the Mercado Building, is also experiencing positive changes. The building today is owned by Grupo Zocalo, which recently signed a lease with the United Way for its entire 2nd floor space. Plans are also underway to sign a restaurant anchor on the first floor, along with other small retail tenants. The third floor will remain available for special events and functions.

Overall perceptions of the urban village varied, however the following opportunities and challenges were agreed upon during the public work sessions:

OPPORTUNITIES

- Historical Heritage
- Location Between Downtown/Stockyards
- Art & Culture Fabric
- People/Community

CHALLENGES

- Public Safety
- Code Enforcement
- Zoning Conflicts
- Eminent Domain concerns



The area has a rich historical heritage that is apparent in its architecture.



The Historic Marine Theater is a cultural asset for the surrounding neighborhood.



A lack of code enforcement and zoning conflicts present challenges to redevelopment.

2.3 VALUES & PRINCIPLES

Based on historical information and public work session consensus, a new Historic Marine Urban Village vision emerged. This vision is dynamic and based on key values and principles. Images from other similar urban areas were also identified and ranked as part of the visioning exercise. The values and principles agreed upon during the public work sessions include:

- Celebrating the areas historic values and traditions.
- Living for working-class residents.
- Authentic cultural experiences for locals and visitors.
- Strong neighborhoods.
- Mixed uses while preserving single family base.
- Pedestrian-friendly.
- Spanish/Main Street theme.
- Proud people.
- Independence/respect.
- Diverse cultures with Hispanic influence.
- Art & cultural venues.
- Trails, parks, and open space.
- Creative class living.
- Workforce housing.

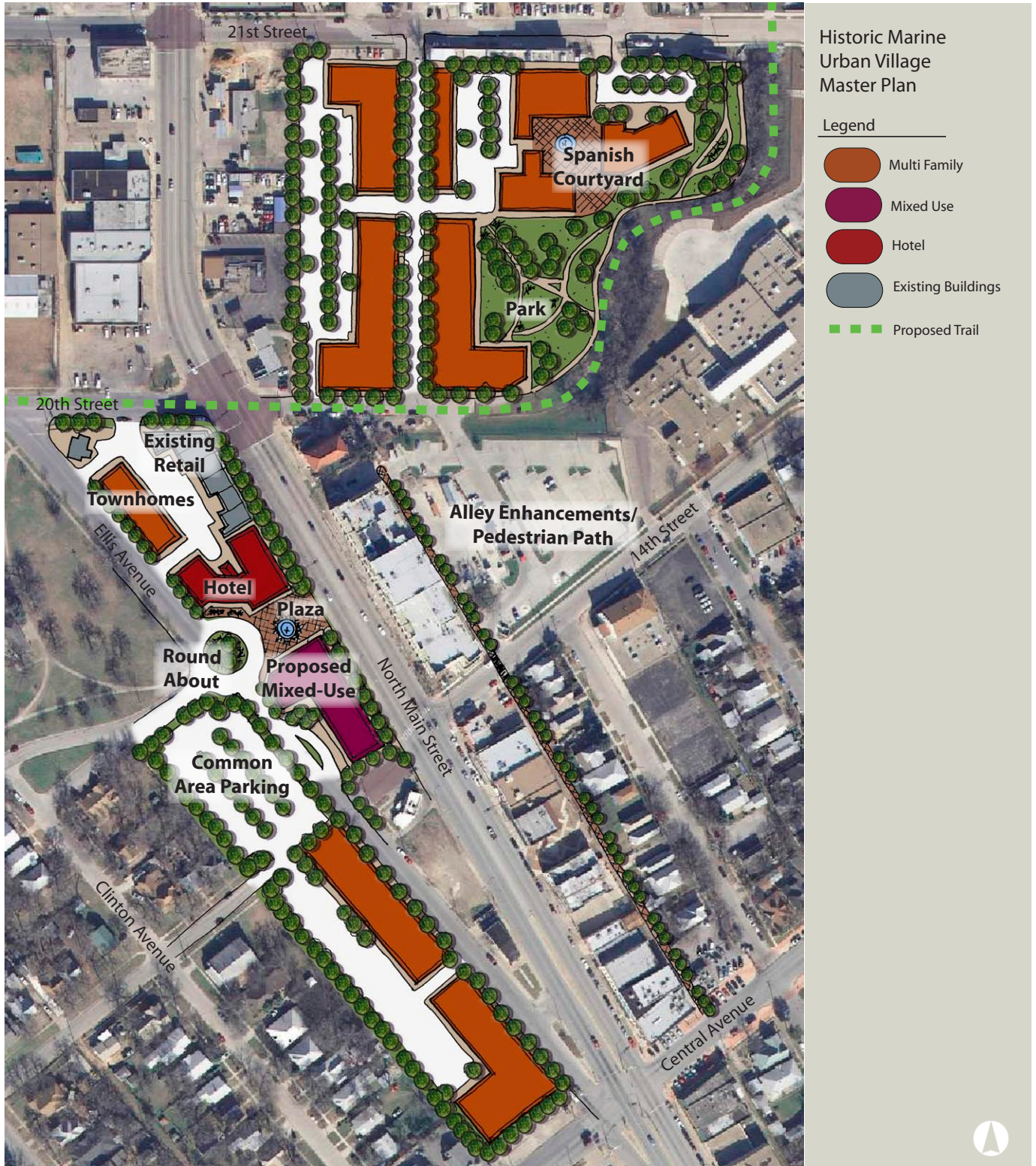


During public workshops, residents expressed a desire for a pedestrian-friendly main street with a mix of land uses.



A new plaza will provide a central gathering place to celebrate Historic Marine's history and culture.

3. URBAN VILLAGE PLAN



3.1 HISTORIC MARINE PLAZA/ROUNDBABOUT

Central to a true “urban village” experience is the existence of grand public spaces. In the case of Historic Marine Urban Village, none of these type of spaces exist today. A smaller version of a public plaza/outdoor theatre does exist near the Rose Marine Theatre. While this is a good space, the placement between buildings and a walled alley limits its ability to serve as a true public space.

The City should facilitate the creation of a more visible public plaza at the center of the village core. The ideal location for this plaza is directly across the street from the Historic Marine building arcade, between North Main Street and Ellis Street. This location currently has a small food establishment with the rest of the area being asphalt. This location is ideal for its central placement along Main Street, as well as its ability to connect the village core to Marine Park.

To improve the pedestrian connection between the village core, the proposed plaza, and the park, the City should also design and construct a small scale roundabout at Ellis Street adjacent to the plaza. The roundabout would slow traffic moving along Marine Park while providing a safe island for pedestrians connecting between the village and park.

3.2 MIXED-USE BUILDING & LIMITED SERVICE HOTEL-ANCHOR SITE

Surrounding the Historic Marine Urban Village public plaza, the City should facilitate a mixed-use building and a limited service hotel. The proposed sites for these uses currently house a convenience store/ parking lot and a small cluster of buildings/vacant land. In either case, the new buildings constructed as part of this anchor site development should conform in design and scale with neighboring historic structures.

A limited service hotel would blend in nicely to the area north of the public plaza. Parking for the hotel could be designed along Ellis Street. The limited service hotel would help the village attain its goal of attracting visitors and tourist to the area.

A mixed-use building would provide both new retail space and higher density residential. The residential units in this building would have spectacular views of the village, plaza, or Marine Park. Retail space parking could be accommodated with the development of a common area parking lot just west of Ellis Street.



The proposed plaza, roundabout, mixed-use building, and limited service hotel anchor the urban village.

3.3 TRAILS & OPEN SPACE

One of the unique natural attributes of the Historic Marine Urban Village is its proximity to parks and open space. The development of trails and pedestrian walkways throughout the urban village greatly enhances the pedestrian experience, connecting active mixed-use buildings with well designed open spaces and natural areas. The Trinity River, Marine Park, and Circle Park are all great open spaces for pedestrians. The City should design a way to connect the natural and formal open spaces and integrate them into the urban village. This can be accomplished with well designed trails and walking paths, giving the pedestrian a true urban village loop.



Trails and open space provide recreational amenities within the urban village.

3.4 ALLEY IMPROVEMENTS

The enhancement of existing alleyways will complement the planned trails and open space connections. The buildings east of Main Street and Commerce and north of Central Avenue contain a unique pedestrian alleyway. The City and/or urban village organization should work with property owners in developing a strategy to enhance this passage for pedestrian walkways and outdoor sitting and active space.



Alleyway improvements enhance the pedestrian environment.

3.5 HOUSING REHABILITATION

The primary land use surrounding the urban village core is single family residential. Most of the housing stock within the Historic Marine area is 50-80 years of age. As the urban village of mixed-use and new residential becomes a reality, equal attention and investment should occur in the rehabilitation of existing housing stock.

The local CHDO, neighborhood associations, and City should coordinate efforts during the Urban Village Sweep (discussed later in the report) to include an education initiative on the programs geared towards housing rehabilitation. The City should seek a special “target” village designation by the Fort Worth Housing Trust for funds earmarked for rehabilitation. This program prioritizes funding for workforce housing needs.

In addition, the local CHDO and neighborhood leaders should become advocates and facilitators between the City, Housing Trust, and financial institutions for owner-occupied and/or investor low interest rehabilitation for market rate housing. A dual approach to workforce and market rate housing of existing single family dwellings will only solidify Historic Marine Urban Village market demographics while maintaining affordability in a true mixed-income urban village environment.

3.6 URBAN VILLAGE RESIDENTIAL

An important complement to mixed-use zoning as part of the Historic Marine Urban Village is the introduction of new urban residential development. The areas recommended for this use book-end the mixed-use village core of Historic Marine. Urban Village residential consists of low- to mid-density residential uses 2-3 stories in height. A more detailed explanation of this proposed new classification is provided in the implementation section.

3.7 LIVE/WORK BUILDING

The Historic Marine Urban Village is already becoming known for its cultural and art resources. The Rose Marine Theatre and gallery draws local artists and visitors from throughout the region. To capitalize on this dynamic, the City should encourage public/private development of live/work space for local artists.



Rehabilitating existing housing stock will help maintain residential affordability.



Residential buildings 2-3 stories high will add diversity to the urban village.



Live/work buildings can help draw artists to the area.

4. IMPLEMENTATION

The Historic Marine Urban Village Master Plan contains both short- and long-term projects and actions. The plan is intended to be a flexible living document needing update at least every five (5) years. Because the City of Fort Worth has identified multiple urban villages throughout the city, many of the recommendations for implementation can be applied to all urban villages. However, village specific application on policies, plan actions, and catalyst projects vary.

The City of Fort Worth should allocate resources to assist, monitor, coordinate, and market projects within each Urban Village. Pertinent City staff should act as a liaison between the village and City when determining how public resources will be used on capital projects and other public efforts identified in the plan.

A vibrant urban village plan focuses on three strategies:

1. Policy Tool Box
2. Action Package
3. Catalyst Projects

4.1 POLICY TOOL BOX

The following plan recommendations are based on policy and/or policy support initiatives. Some of the suggestions already exist as City policy while others are new issues applying specifically to the Historic Marine Urban Village.

ZONING

The function and mix of uses, buildings, networks, and spaces is critical to establishing a pedestrian-friendly environment and a true urban village experience.

MIXED-USE (MU-1)

As indicated in the Proposed Zoning map on page 13, the Mixed-Use (MU-1) zoning classification is proposed along North Main Street between Northside Drive and 23rd Street. This zoning classification encourages desirable combinations of compatible residential, office, retail, and selected light industrial uses (See Fort Worth's Mixed-Use Zoning Standards for specifications).

URBAN RESIDENTIAL (UR)

While the policy tool of mixed-use zoning is ideal for the creation of dynamic urban villages, closer attention needs to be paid to surrounding zoning and uses, especially the transition to adjoining neighborhoods. Another concern regarding mixed-use zoning in urban village core areas is the over abundance of retail and office within the greater urban village boundary, thus diluting the strength and viability of the core urban village mixed-use district.

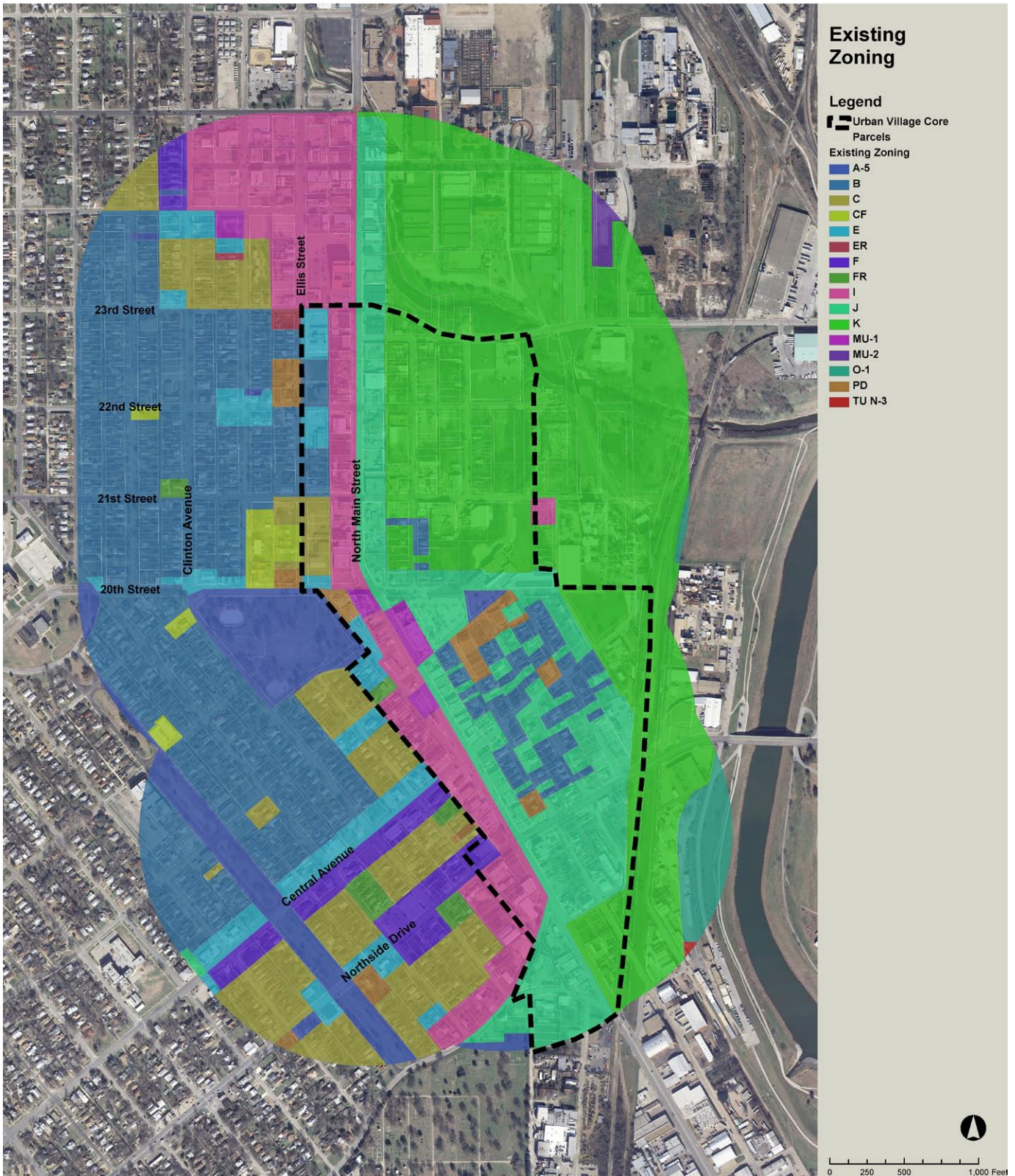
A new zoning classification (urban residential-UR) should be designed to accomplish the goals of higher residential densities while limiting the amount of non-residential uses to only the core areas of the urban village. UR would allow a variety of housing types to exist adjacent to MU-1, while excluding non-residential uses. The specifications (i.e., density, setbacks, heights, parking, building heights, etc.) of the UR would be consistent with MU-1.

MARINE PARK ZONING

The Marine Park neighborhood is an island of single family houses surrounded by industrial and commercial use. The City should begin a rezoning process for parcels within Marine Park to change the industrial zoning on existing residences to an appropriate residential zoning category. This will ensure proper infill residential development consistent with the scale and simplicity of existing homes in the area.

4.2 MARKETING STRATEGY

Today, the urban village of Historic Marine is known by many Fort Worth residents because of the Mercado Building. Although the building is under new ownership and a plan has begun to be implemented to fill the current vacant space, many still believe the urban village should be rebranded under a new name. Historic Marine Urban Village was discussed at the third public work session. Based on the historical information discussed earlier in this plan, the City should consider officially renaming the urban village Historic Marine. Other names considered during the analysis include:







Hosting special events will help market the positive attributes of Historic Marine.



An existing or new organization should be charged with implementing this plan.

- North Main Street Urban Village
- Vaquero Villita
- Villita de Norte
- La Villita de la Rosa

Some of the other marketing initiatives appropriate for the urban village include:

- Special events & Joint Tex-Mex branding with Stockyards.
- Urban village newsletter.
- Target promotion with local restaurants.
- Briefings to prospective developers/investors.

- Marketing collaboration with other Central Cluster villages.
- Transportation link for downtown patrons.

ORGANIZATION

The Historic Marine Urban Village is fortunate to already have strong community based organizations. Several neighborhood associations, a community housing development organization (CHDO), and the Latin Arts Association make up the base of community resources. In addition, the newest organization to call Historic Marine Urban Village home is the United Way.

While all of these organizations and associations are important advocates for implementing the plan, a focused commitment should be made by an existing or possibly new organization. Either way, the organization should have the capacity and structure to facilitate new development and investment opportunities (both residential and mixed-use). Before considering the creation of a new organization, the City and village leadership should gauge interest from existing organizations to play a central role in the implementation of the plan.

Regardless if the organization to implement the village plan is new or old, the entity should have tax-exempt status with a board of directors. By-laws would govern the organization; however, a central focus of the group should be implementation of the urban village plan. The board should be equally represented by neighborhood, businesses, and key property owners. This would not be a membership organization. Rather, members would be representatives of each of the major organizations and interests. In addition, the organization should enlist the services and participation of local financial institutions as either members or advisors.

STREAMLINED DEVELOPMENT REVIEW PROCESS

As part of the City of Fort Worth's new one-stop shop created last year, development review enhancements and priority for appropriate urban village projects should be provided. A consistent concern from private businesses and developers throughout each

of the urban villages is the difficulty and time it takes for permit review and, in some cases, receiving information. This challenge is not unusual for a city the size of Fort Worth. However, cities across the country have moved towards creating a more efficient process for permit applications and review.

While a single location is ideal, having adequate and equipped staff to handle the volume of visitors and knowing how to coordinate and disseminate information is equally important. And while the one-stop system is applied city-wide for all development services, special training and briefings on the importance and goals of the urban village initiative should be given to all City employees involved with the permit review process.

URBAN DESIGN FRAMEWORK

With the implementation of MU-1 and UR within the village, guidelines for urban design can be achieved. The City should carry forward the existing framework of urban design principles which include: setbacks, building heights, density, open space/landscaping, parking, façades, building materials, entries, and signs (See Fort Worth’s Mixed-Use Zoning Standards).

FUNDING OPTIONS AND INCENTIVES

The City of Fort Worth has made the creation of distinctive, vibrant urban villages a priority. Through its investment in capital improvements and planning documents, the City continues to lead the effort in preserving and enhancing these unique urban places. However, in order to sustain a long term successful vision and plan, other financing partners must be equally engaged.

As part of the implementation section of this plan, various components and catalyst projects will necessitate multiple layers of partnership and financing. The Historic Marine Development organization and the City need to coordinate and assign different funding options for each of the components of the master plan. Some of the funding options critical to the long term implementation of the plan include:

- Financial institutions with target programs and investment in Historic Marine.
- Private investment and developers.
- City’s annual budget.
- Future bond issuances.
- Creation of a Public Improvement District.
- Tax Increment Financing.
- Other incentives through a Neighborhood Empowerment Zone.

URBAN VILLAGE NEIGHBORHOOD PROTECTION

Cities and neighborhoods across the United States have used various approaches to preserve the integrity of older urban neighborhoods. Historic and conservation districts are two of the more popular policy tools used by local municipalities. Historic



Urban design guidelines will help ensure new development is of a desirable character appropriate for Historic Marine.

districts are the strictest of local policy options, offering guideline protection from new incompatible construction, changing of existing structures, and other actions or projects which change a neighborhood character. Conservation districts are less restrictive and focus primarily on front exterior changes.

The City of Fort Worth currently uses the historic district option more frequently in its older neighborhoods. For Historic Marine Urban Village, historic designation might make sense for some of the commercial areas. However, because of the condition and economic profile of residents, the designation may not be feasible for the single family areas at this time.

While residents generally support the introduction of mixed-use and urban village residential, many are concerned about mixed-use encroachment into existing stable single family areas, as well as new residential gentrification. The issue of gentrification was of particular concern during the public work sessions. Stakeholders commented repeatedly about the need to preserve the scale and affordability of new residential units when developing market rate housing in the village.

Interviews with local residents and discussion at the urban village public work sessions highlighted the following:

- Preserve the integrity of single-family scale in stable areas.
- Update the old industrial zoning classification where single family uses exist in Marine Park.
- Create a proactive environment and neighborhood-driven process which monitors and reviews new home design on infill lots and rehabilitation of existing properties to conform in scale and design.
- Maintain humble and affordable housing, both new and existing.
- Allow for accountability and input on any demolition application.
- Sensible approach to neighborhood preservation that conforms to the unique characteristics of older neighborhoods.

Should the neighborhoods of Historic Marine Urban Village seek historic district designation?

Yes and No. Designating individual buildings and homes may be feasible. Areas like Circle Park, Marine Park, the pedestrian alleyway in Marine Park, and other buildings should be preserved in the strictest form available. However, a historic designation for the larger residential areas could cause undo economic hardship on a lower socioeconomic demographic. In addition, a historic designation in modest residential areas could prevent much needed rehabilitation if property owners see the designation as an obstacle to making improvements.

Short of the restrictive historic designation, the City should work with Historic Marine Urban Village to address the objectives outlined above in regards to single family neighborhood preservation adjacent to new mixed-use zoning designations.

Rather than recommend the creation of a historic district(s) in the neighborhoods surrounding the urban village, the Plan suggests a practical approach, with stronger enforcement of the current Demolition Delay (“DD”) policy.

4.3 ACTION PACKAGE

Historic Marine Urban Village is fortunate in that it has already attracted new private investment by developers and renewed interest in the Mercado Building. This momentum of private investment can be heightened by other actions taken immediately by property owners, businesses, residents, and the City. The following action items make up a comprehensive package of short term initiatives that can maintain the positive momentum.

ACTION-FAÇADE PROGRAM

In most examples across the country, urban revitalization happens one building at a time; one block at a time; and one village at a time. By focusing resources on individual buildings, façade improvements can create a snowball effect of new investment and a resulting increase in property values.

Older commercial corridors throughout the United States have particular challenges to overcome, including building neglect, vacancy, and crime. One of the biggest challenges is maintaining the appearance of older buildings, such as those located south of downtown.

Many owners of older commercial buildings would invest in their property if there were more certainty that such investment would yield greater value. Some owners fear higher property taxes shortly after out-of-pocket investment is made to a building. Low interest financing is also difficult to obtain, especially in areas of the City where financial institutions may be leery to invest.

To help offset the challenges described in the above paragraphs, the City should consider creating a low interest rate façade improvement program. The City of Fort Worth should create a 12 month “pilot” matching loan program to support building façade improvements. The suggested program could kick-off as early as 2008, after a three month public relations and outreach media blitz. The program should include the following:

- City-wide Urban Village Fund of \$500,000.
- Offered on a first come, first served basis.
- Quarterly accountability and review.
- Low interest rate loan.
- Maximum loan amount of \$50,000/building.
- Require a dollar for dollar private sector match.
- Five-year property tax freeze on new improvements.

Initial funding should come from the City using general fund dollars, supported in future years by private financial resources. A one-year review should be conducted to determine if the program is making an impact in target urban village areas.

ACTION-LAND PARTNERSHIP

One of the most difficult challenges in the creation of an urban village within an older, commercial district or commercial revitalization is the ability to implement



Façade improvements can go a long way towards increasing value.

critical elements of the overall plan amidst the existing development pattern. In the case of Historic Marine, several public projects and the creation of an anchor site all are considered critical to the overall plan’s success.

The public projects identified within the Historic Marine plan include common area parking, shared commercial services areas, alleyway improvements, Ellis Street roundabout, a village public plaza, and pedestrian trails. All of these public elements are found within suburban town center developments; the same developments which lured the base market away from the locations of the current urban villages.

To be competitive with suburban or new downtown destinations/attractions, the Historic Marine Urban Village must provide adequate on-street and surface lot parking, as well as identify common service areas for commercial and public spaces, rather than each building providing their own. The public plaza and park trails provide the needed areas for pedestrians to intermingle between destination stops.

It is rare for a public element within an overall development to include a private purpose. However, in the case of Historic Marine, a private component lacking from recent private investment is the stability of an anchor tenant — primarily a mixed-use building and a limited service hotel. The community and City should designate an anchor site as a secondary priority towards realizing the overall vision of an urban village.



Land partnerships will help achieve plan recommendations, including the creation of more green space.

As described throughout the urban village plan, locations have been identified for common area parking and service areas, a public plaza, trails and an anchor site. These locations are priority parcels as part of a land partnership strategy. These parcels should be part of a short- and long-term strategy of land acquisition by both private and public partners.

The City, Historic Marine organization, and affected property owners should mutually strategize on how to realize the vision for Historic Marine. The following actions are recommended:

- Historic Marine leaders and the City facilitate a parking agreement with the Mercado Building for joint use parking agreement and enhancements.
- City of Fort Worth to facilitate negotiations with property owners as part of the Ellis Street public parking lot.
- Historic Marine leaders coordinate and facilitate with private property owners and the City, in the block between Main and Ellis, an anchor area for the village plaza, mixed-use building, and limited service hotel site.
- Historic Marine leaders and the City begin discussions with private property owners along Ellis as part of the live/work space

site development. The Historic Marine organization, as a tax-exempt organization, can provide tax relief to private property owners in the sale of property.

- Historic Marine leaders and the City should coordinate improvement and use ideas with property owners for pedestrian alleyway improvements.
- The City to coordinate trail linkages with the Trinity River, Stockyards, and Marine Park/ Circle Park.

ACTION-NO VACANCY

A primary mission of the Historic Marine organization is the occupancy of existing building space along North Main Street. The organization should coordinate with the City in a joint marketing effort intended to fill existing vacant space. A comprehensive inventory analysis of existing buildings needs to be conducted for an accurate understanding of available space.

The Historic Marine Urban Village has many strategic advantages and opportunities for attracting new private investment and increasing occupancy. Some of the highlights identified in the market analysis include:

- Cultural/Arts anchors — Stockyards, Hispanic influence, Rose Marine Theater, and Mercado Building.
- Becoming a cultural arts destination.
- “Good bones” along east side of Main Street — new streetscape enhancements.
- Parks, river valley, and schools provide neighborhood amenities essential for future mixed-use.
- Trinity River development project, including Trinity Uptown, serves as a catalyst for new investment.

The overall demographics for the urban village are relatively strong. The trade area population is around 65,000 with 20,400 households. The annual household growth rate is approximately 2.0% with 46% renters and a median household income of \$37,000. The population is 67% Hispanic.

From an inventory analysis, the Historic Marine organization and the City can identify the type and size of tenants to target for marketing efforts. A professional marketing brochure should be part of the coordinated marketing effort to attract an appropriate tenant mix.

Based on preliminary market analysis, the following market demand is projected for the urban village for a 10-year share:

- 200 to 250 condo/townhome/loft units.
- 25 to 50 single family detached units.
- 250 to 300 rental housing units.
- 100,000 to 125,000 square feet of office.
- 200,000 to 250,000 square feet of retail.
- 60- to 75-room limited service hotel.

ACTION-MOBILITY & ACCESSIBILITY

The primary physical characteristic supporting a vibrant mixed-use urban village is a pedestrian-friendly built environment. As part of the overall village plan, pedestrian amenities must be enhanced throughout the village area. Sidewalks, lighting, and signage are all basic examples of pedestrian elements necessary for good mobility and accessibility. In the case of Historic Marine Urban Village, trails and open space become priority. The City should pursue funding through various local, state, federal, and other sources for the implementation of these improvements.

The priority locations for mobility and accessibility improvements are the key intersections along North Main Street, pedestrian alleyway, and park trails during the first phase; however, over time the entire village core should be included. The Ellis Street roundabout and realignment to accommodate wider sidewalks, and on-street parking should also be planned during the first phase, leading to a more village-wide improvement effort. Second phase improvements should concentrate in the remainder of the village.

The Historic Marine organization and the City should develop a comprehensive strategy to improve mobility and accessibility throughout the village. Key pedestrian improvements include the following:

- Village-wide sidewalk improvements (off North Main Street).
- Village-wide pedestrian crosswalks.
- Consistent and appropriate landscaping.
- Historic Marine unique street/pedestrian lighting (off North Main Street).
- Uniform signage (consistent with MU-1 requirements).



Market information and existing buildings should be used to attract and retain new uses.



Streetscape amenities should be increased to enhance the pedestrian environment.

ACTION-SAFE ZONE

Public safety and the perception of crime is a universal challenge for all urban villages in Fort Worth. The plan envisions a comprehensive approach and proactive solutions for reducing crime and making the urban village feel safer. The coordination of initiatives and programs aimed at public safety needs buy-in by elected leaders, the Fort Worth Police Department, and the community.

The City should implement as part of a comprehensive public safety strategy a Safe Zone for Historic Marine Urban Village. This strategy would bring together under one umbrella programs already in use as well as shared resources between various urban villages.

IMPLEMENTATION OF SAFESCAPE PRINCIPLES

SafeScape is a holistic approach for responding to the issues of crime and personal safety that plague many neighborhoods, business districts, and communities. The application of SafeScape requires only a basic understanding of how to use the principles to determine why people may not feel safe in a given situation and then how to respond to improve the situation. There are seven SafeScape Principles:

HUMAN FACTOR PRINCIPLES

1. Information and Orientation: We feel unsafe when we don't know where we are and/or where we are going.
2. Interaction and Socialization: We feel unsafe when we are alone and there are no other people with whom we can interact.
3. Ownership and Stewardship: We feel unsafe when the physical environment is not properly cared for and not maintained.
4. Seeing and Being Seen: We feel unsafe when we can't see other people and they can't see us.

IMPLEMENTATION PRINCIPLES

5. Land Use and Design: Encourages safety and community building through proper design of the physical environment.

6. Activity and Programming: Facilitates safety and community building by bringing people together in the physical environment.
7. Management and Maintenance: Sustains safety and community building through the long-term commitment to proper care of the physical environment

Source: www.downtowndevelopment.com

SURVEILLANCE CAMERA PROJECT(S)

The Fort Worth Police Department is currently evaluating its capacity to implement surveillance camera projects in appropriate areas of the City. Surveillance cameras could be used in the urban village to increase the visibility of the Police Department, as well as to support in the apprehension of persons that commit crimes in the area. The Police Department has yet to determine the particular areas of the City to implement a camera project.

ENHANCING EXISTING POLICE STOREFRONT

The Fort Worth Police Department operates a total of 20 Police Storefronts. These serve as small office areas provided to the City at no or low cost by a landlord and are sometimes utilized by Neighborhood Police Officers (NPOs) and beat officers to complete paperwork and to assist the public with community problems. Currently, there is a storefront adjacent to the Historic Marine Urban Village.

SHARED BIKE PATROL

The Fort Worth Police Department currently has bike officers that patrol the central business district (CBD). The Bike Unit was re-established in 1989 as a tactical response to apartment crimes in the Woodhaven area. The mobility of the bike and resulting close contact officers had with citizens added great value to our Community Policing efforts. In 1991, the Fort Worth Police Department recognized the need to increase the police presence and mobility in the Central Business District. The Foot Patrol Unit evolved into the City's current Downtown Bike Patrol Unit.

Today, the unit consists of 18 full-time bike officers working on three shifts. These highly trained and

motivated officers respond to calls for service, enforce traffic violations, and conduct surveillance to deter criminal activity. Each officer is issued a specially fitted bicycle, wears a distinctive bike uniform, and receives 40 hours of training on the tactical uses of bikes in police work. The versatility of the bicycle allows officers to easily navigate the congested streets within the business district. Bike Officers interact with citizens to provide a sense of security, a source of information, and a visible presence.

The Urban Village Program could benefit from the addition of bike patrols, particularly within the Central Cluster (Six Points, South Main, and Historic Marine). To implement bike patrols in these areas, the Neighborhood Police Officers (NPO) have the option of becoming bike-certified and requesting a donated bike from the Bike Support Group. This would allow for bike patrols to occur with minimal resources.

Other public safety strategies possible for each of the Central Cluster villages include:

- Central Cluster crime analysis using Geographic Information System data identifying hot spots and trends.
- Patrol car assignments based on GIS hotspots.
- Joint “village night out” events in collaboration with other Central Cluster villages.

ACTION-URBAN VILLAGE SWEEP

In addition to attracting new investment into an urban village, code enforcement and upkeep of existing structures is equally important. The “nuts and bolts” of revitalization includes a comprehensive approach to establishing a strong trust and bond between the community and the City. Rather than only focusing on code enforcement violations within the village, the plan recommends a more comprehensive “good-will” approach to clean-up: Urban Village Sweep.

The village sweep is envisioned as a month-long comprehensive bundle of City services in addition to a year-long follow up of services. A command post would be established where residents can voice their concerns and inquire about all City services. Through



Mounted police patrol can help increase public safety and reduce crime.

community meetings, residents are empowered to make requests for services and report concerns in an effort to customize services to each individual neighborhood’s needs and ensure efficiency in their delivery.

In addition, door-to-door visits and property checks could be made. Some of the services included in this mobilization effort might include:

- Code enforcement.
- Housing rehabilitation programs.
- Energy savings programs.
- Brush and trash pick up.
- Crime “hot spot” surveillance.
- Health department mobilization.
- Animal care services.
- Employment opportunities.
- Street sweepers.
- Graffiti clean up.

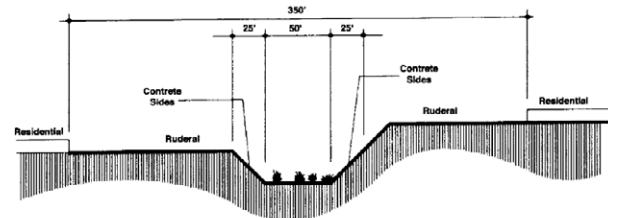
APPENDIX - BEST PRACTICE EXAMPLES

BEST PRACTICE EXAMPLES

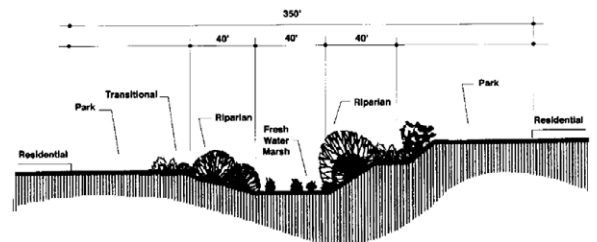
- Barrio Logan - San Diego
- Little Italy - New York City
- Santee Alley - Los Angeles
- Chinatown - Boston

BARRIO LOGAN

- Strong Mexican-American community.
- Chicano Park - largest collection of Chicano murals in U.S.
- Chollas Creek enhancement program.
 - Removal of concrete channels along the creek.
 - Restoration of native vegetation.
 - Creation of linear park and trail system with educational components.



Typical Existing Section at Southcrest Park (looking west)



Proposed Section at Southcrest Park (looking west)

LITTLY ITALY

- Similarities to Historic Marine:
 - Emphasis on restaurants.
 - Tourism.
- Famous cultural district.



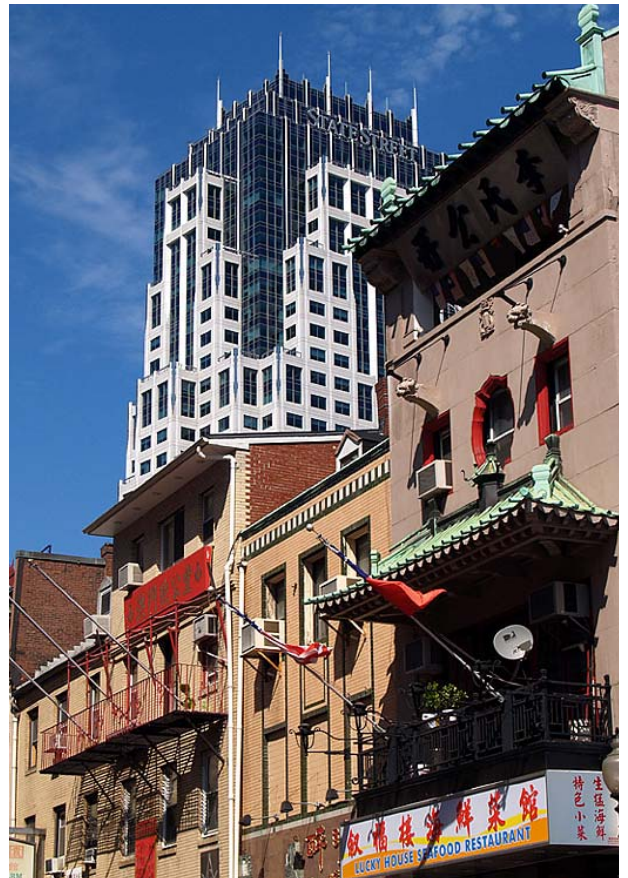
SANTEE ALLEY

- Large Mercado district in downtown Los Angeles:
 - Pedestrian activity.
 - Small businesses.
 - Public atmosphere.
- Famous cultural district.



CHINATOWN

- Strong ethnic neighborhood:
 - 3rd largest Chinese neighborhood in U.S.
- Autumn Moon Festival.

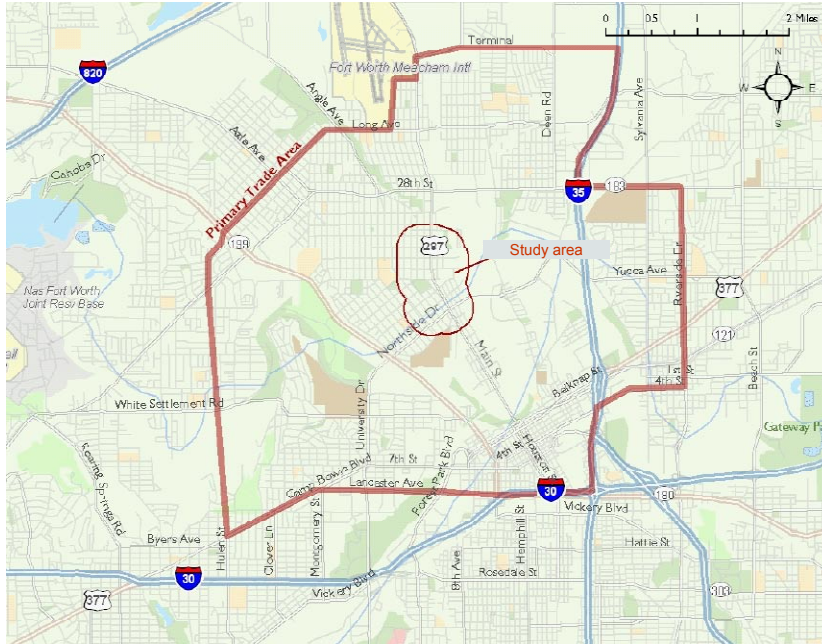


APPENDIX - MARKET AND DEMOGRAPHIC DATA

Market Overview

Historic Marine Urban Village Fort Worth, Texas

Primary Trade Area



Retail emphasis should be entertainment/event venues, dining, live/work shops

Office emphasis should be on professional, community, educational, medical/dental/health

Residential opportunity is strongest for apartments and attached ownership housing in a vertical mixed-use setting

Office Market

	Trade Area	City of FW
Total Rentable s.f.	12.2 M	30.0 M
Pct. Vacant (Q2-2007)	6.8%	8.5%
Avg. Rent/sf	\$19.68	\$17.94
Est. Ann. Job Growth Rate	1.2%	1.5%
Est. 10-yr. Office Demand	2.1 M sf	
Mercado Study Area Demand Share (10 yr)	100K sf	

Retail Market

	Trade Area	City of FW
Total Rentable s.f.	5.1 M	32.3 M
Pct. Vacant (Q2-2007)	7.6%	9.4%
Avg. Rent/sf	\$19.33	\$13.49
Est. Ann. Hhld. Growth Rate	2.0%	1.6%
Est. 10-yr. Retail Demand	1.5 M sf	
Mercado Study Area Demand Share (10 yr)	225,000 sf	

Residential Market

	Trade Area	City of FW
Existing Households (2007)	20,414	250,583
Est. Ann. Hhld. Growth Rate	1.7%	1.6%
Est. 10-yr. Total Unit Demand	4,694	
Mercado Study Area 10-yr Demand Share		
Condo/TH/Loft Units	240	
Single Family Detached Units	35	
Apartment Units	260	

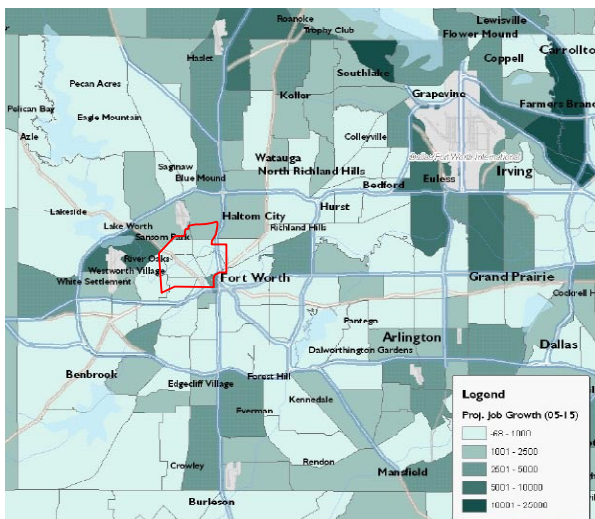
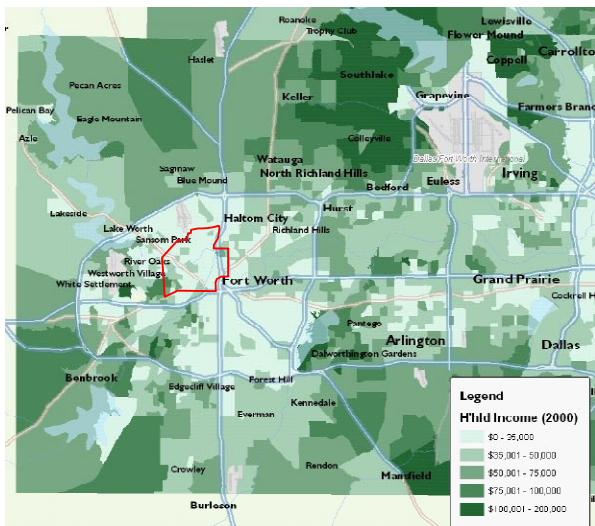
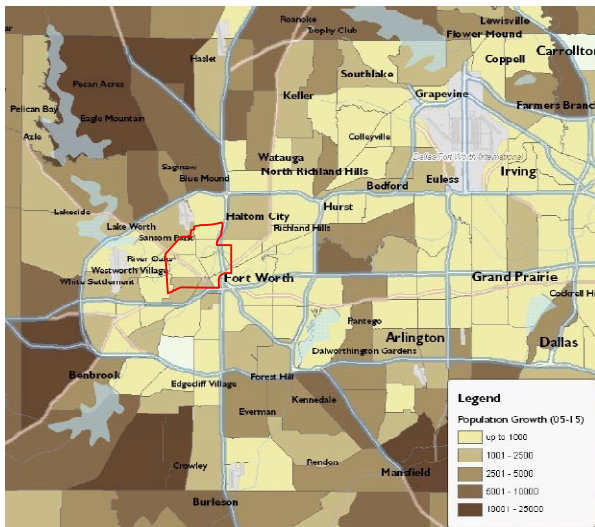
Market Strengths

- Established residential neighborhoods as immediate context, with downtown and historic stockyards as nearby influences
- Cultural anchors for redevelopment provided by stockyards, Latino neighborhoods, Rose Marine Theater and the renovated Mercado building itself
- “Good bones” along east side of Main St. should respond well to additional streetscape enhancements
- Parks, river valley and schools provide scenery and stability (but limit rooftop density for retail support)
- Trinity River development project will be a major catalyst to near north side activity as it unfolds

Sources: North Central Texas Council of Governments; U.S. Census; ESRI (census-based data); State of Texas Labor Market Information; Costar Inc. (commercial real estate data); Leland Consulting Group

Trade Area Profile

Historic Marine Urban Village Fort Worth, Texas



	Trade Area	City of Fort Worth
2007 Population	64,659	686,850
2007 Households	20,414	250,583
Annual Household Growth Rate (Projected through 2030)	2.0%	1.6%
Average Household Size (2007)	3.16	2.69
Pct. Non-family Households (2007)	31.0%	34.6%
Pct. Renters (2007)	46.3%	43.0%
Pct. Age 65+	8.8%	9.3%
Pct. Age 0-14	25.0%	23.2%
Median Age	29.9	32.1
Pct. With Bachelors Degree	11.3%	22.3%
Pct. Blue Collar (Age 25+)	45.3%	26.0%
Median Household Income	\$37,009	\$47,229
Per Capita Income	\$16,469	\$23,609
Pct. With Income Below \$25,000	39.8%	32.3%
Pct. With Income Over \$100,000	9.9%	16.5%
Pct. Hispanic	67.3%	29.8%
Pct. Black/African-American	6.2%	20.1%
Top Tapestry™ Lifestyle/ Psychographic Segments	<i>Southwestern Families</i>	<i>Southwestern Families</i>
	<i>Las Casas</i>	<i>Milk and Cookies</i>
	<i>Metro Renters</i>	<i>Young and Restless</i>

APPENDIX - HISTORIC INVENTORY DATA

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1445 North Main Street

Building Name: Cities Service Oil Co. Station No. 11

Historic Designations: None, (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Commercial **Year Constructed:** c. 1923

Building Construction: Historic, one-story masonry

Notes: Façade exhibits distinctive company logo detailing on parapets

Recommendations:

Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era.

Enhanced usage: investigate ways higher profile usage of property might be employed:

1. Art gallery
2. Flower shop
3. Office
4. Other use that will preclude proliferation of signage as seen with convenience stores

Further recommended building restoration program:

1. Restore brick facades; refinish. Restore windows and door fenestrations components.
2. Restore tile awning roofs
3. Clean up signage in concert with overall Village signage recommendations.
4. Develop signage / other means of informing / educating public and visitors to the Village regarding historic importance of structure as part of overall Village program. This to be part of overall cultural resources identification system.

Photograph:



Photograph Description:

View from Main Street, northeast

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1400 Block of North Main Street

Building Name: Mercado Building

Historic Designations: None

Current Usage: Commercial/Retail **Year Constructed:** 2004

Building Construction: Modern, two-story

Notes:



Photograph Description:
View from North Main Street, southwest

Recommendations:

Retain as viable new commercial property

While not an example of historic architecture in this Urban Village area, the building seeks to be complementary to the overall character of the neighborhood and should be a viable commercial asset.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1307 North Main Street

Building Name: Fort Worth Laundry Dry Cleaners (Current:same)

Historic Designations: None, (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Commercial/Retail **Year Constructed:** C. 1927

Building Construction: One-storey load bearing brick masonry

Notes: Larger structure may have been built in 1927 for N.E. Gambrell who operated the laundry beginning in 1928.

Recommendations:
 Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.
 Recommend facade renovations within limits of historical data.

Photograph:



Photograph Description:

View from North Main Street, looking west.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1335 North Main Street

Building Name: Thurman Service Station (Current: Good Drive Thru convenience)

Historic Designations: None, (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Commercial/Retail **Year Constructed:** 1933

Building Construction: Stucco structure exhibiting Spanish stylistic detailing

Notes: Original permit by Ollie Thurman in 1933

Recommendations:

Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.

- Enhanced usage: investigate ways higher profile usage of property might be employed:
1. Art gallery
 2. Flower shop
 3. Office
 4. Other use that will preclude proliferation of signage as seen with convenience stores

Recommend façade renovations within limits of historical data.

Photograph:



Photograph Description:

View from North Main Street, looking southwest.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



KOMATSU
A R C H I T E C T U R E + P L A N N I N G

Address: 1400 North Main Street

Building Name: Hickman and Clark Drugs (Current: El Rancho Grande Restaurant)

Historic Designations: Marine Commercial Historic District, National Register, (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Retail (Restaurant) **Year Constructed:** 1918

Building Construction: Two-story loadbearing brick masonry building.

Notes: Property originally owned by L.B. "Alonzo" Clark. Frank J. Singleton, architect; R. M. Thompson, builder.

Recommendations:
 Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.
 Recommend façade restoration based on historical data.

Photograph:

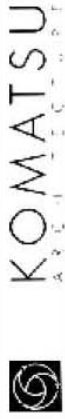


Photograph Description:

View from North Main Street, looking east.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1521 North Main Street

Building Name: Blair and Saddleson Auto Repairs (Current: Costa Azul Restaurant)

Historic Designations: None, (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Retail (Restaurant) **Year Constructed:** 1918

Building Construction: Two-story loadbearing brick masonry building.

Notes: Building erected by contractor J. M. Utley to house auto repair business by B. R. Blair and C. T. Saddleson.

Recommendations:
 Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.

Alternative usage:

1. Art gallery
2. Flower shop
3. Office

Recommend façade restoration based on historical data.

Photograph:

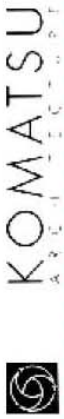


Photograph Description:

View from North Main Street, looking west.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



Address: 1438-1440 North Main Street

Building Name: Roseland Theater/Marine Theater (Current: Rose Marine Theater)

Historic Designations: Marine Commercial Historic District, National Register (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Commercial (theater) **Year Constructed:** 1918, 1920

Building Construction: Two-story loadbearing brick masonry building.

Notes: Original building was clothes cleaners and hardware store. Rebuilt for theater in 1920.

Recommendations: Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.

Photograph:



Photograph Description:

View from North Main Street, looking east.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



KOMATSU
A P L L C

Address: 1540 North Main Street

Building Name: North Fort Worth Police Department/North Fort Worth Waterworks Substation (Current: La Playa Maya Restaurant)

Historic Designations: National Register (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Retail (restaurant) **Year Constructed:** C. 1913

Building Construction: Two-story loadbearing brick masonry building.

Notes: Original building was clothes cleaners and hardware store. Rebuilt for theater in 1920.

Recommendations: Retain structure and maintain as excellent example of load bearing brick commercial (office or retail) structure of this era. Further recommendation to retain current business entity.

Photograph:



Photograph Description:

View from North Main Street, looking northeast.

Mercado Urban Village, Fort Worth, Texas

Existing Building Survey



KOMATSU
ARCHITECTURE & PLANNING

Address: 1420 North Main Street

Building Name: Nash Furniture Co./Marine Hotel (Current: vacant)

Historic Designations: Marine Commercial Historic District, National Register (Tarrant County Historic Resources Survey, Phase III)

Current Usage: Unused **Year Constructed:** C. 1906

Building Construction: Two-story loadbearing rusticated concrete block masonry

Notes: Original building was furniture retail on first floor; Marine Hotel on the second floor.

Recommendations:
 Retain structure and maintain as excellent example of masonry construction of this type for commercial (office or retail) structures of this era.
 Enhanced usage: investigate ways higher profile usage of property might be employed:
 1. Art gallery
 2. Flower shop
 3. Office
 4. Other use that will preclude proliferation of signage as seen with convenience stores
 Recommend facade restoration based on historical data.

Photograph:

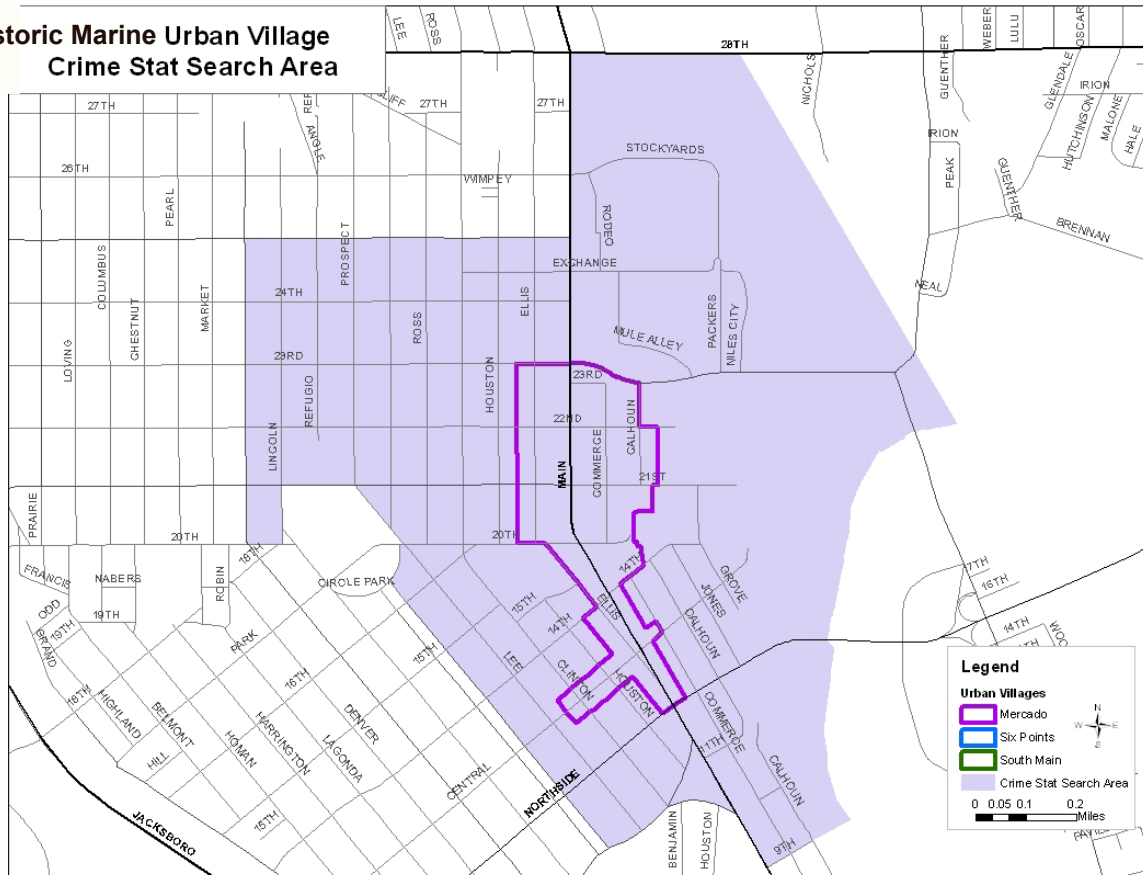


Photograph Description:

View from North Main Street, looking east.

APPENDIX - CRIME TRENDS

**Historic Marine Urban Village
Crime Stat Search Area**



Since 1991, Part I Crime has decreased by 69%
 Since 1995, Part I Crime has decreased by 21%
 Since 2000, Part I Crime has decreased by 21%

Comparing Year-to-date 2007 to the same time in 2006
 389 Part I Crimes in the area for Jan – Sept 2007
 384 Part I Crimes in the area for Jan – Sept 2006

APPENDIX - MIXED-USE GUIDELINES



FORT WORTH'S MIXED-USE ZONING STANDARDS

An illustrated guide to Fort Worth's mixed-use development regulations

This document is intended to serve as a useful guide to development standards in mixed-use zoning districts. This guide is not a City of Fort Worth ordinance or a substitute for the City's Zoning Ordinance and City Plan Commission Rules and Regulations.



Introduction

- Frequently Asked Questions 3
- Map of Mixed-Use Growth Centers and Urban Villages 4

General Development Standards

- Intent 5
- Greenfield Development Sites 5
- General Land-Uses 5
- Mix of Use Requirements 5-6
- Conceptual Site Plan 6

Site and Building Design

- Block Lengths 7
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- Building Heights 8
- Residential Density 8
- Open Space and Landscaping 9
- Parking Requirements 10

Exterior Design Standards

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- Fences and Gates 12
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- Building Entries 12-13
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- Outdoor Storage or Display 13
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Why does the City encourage mixed-use development in appropriate locations?

The City of Fort Worth Comprehensive Plan designates mixed-use growth centers as areas where compact, pedestrian-scaled, mixed-use neighborhoods and commercial districts should be developed. Within these growth centers, and in other appropriate areas, such as designated urban villages, mixed-use zoning helps provide a desirable combination of compatible residential, office, retail, and selected light industrial uses. Vibrant, compact, mixed-use districts:

- Help to reduce the frequency and distance of car trips;
- Foster safe, active pedestrian environments;
- Provide residential and employment density to support public transportation and neighborhood businesses; and
- Attract residents and employers looking for urban amenities.

A map of designated mixed-use growth centers and urban villages is shown on page 4.

What is the purpose of this guide to the mixed-use zoning standards?

The mixed-use zoning standards are significantly different than the conventional standards of other commercial districts. Because the classifications are intended to encourage a compatible mix of residential and non-residential uses, the mixed-use standards place more emphasis on the form, or design, of new development. An illustrated guide is the most effective way to present these form-based standards.

What are the mixed-use zoning classifications?

MU-1 Low Intensity Mixed-Use District — Provides areas in which a variety of housing types may exist among neighborhood-serving commercial and institutional uses.

MU-1G Greenfield Low Intensity Mixed-Use District* — Promotes low intensity mixed-use development in undeveloped mixed-use growth centers.

MU-2 High Intensity Mixed-Use District — Provides areas in which a variety of higher density housing types may exist among commercial, institutional, and selected light industrial uses.

MU-2G Greenfield High Intensity Mixed-Use District* — Promotes high intensity mixed-use development in undeveloped mixed-use growth centers.

* The greenfield zoning classifications are limited to sites of at least 100 acres.

Are single-use projects allowed in mixed-use zoning districts?

Single-use projects that are smaller than three acres are allowed. Projects that are three acres in size or larger require a mix of uses, with exceptions for single-use projects that are within walking distance (1,000 feet) of other uses and that help create a larger mixed-use area. The mix of use requirements are described in detail on pages 5-6.



MU-1: Low intensity mixed-use development.



MU-2: High intensity mixed-use development.

How does the City help property owners within a growth center or urban village initiate a zoning change to MU-1, MU-1G, MU-2, or MU-2G?

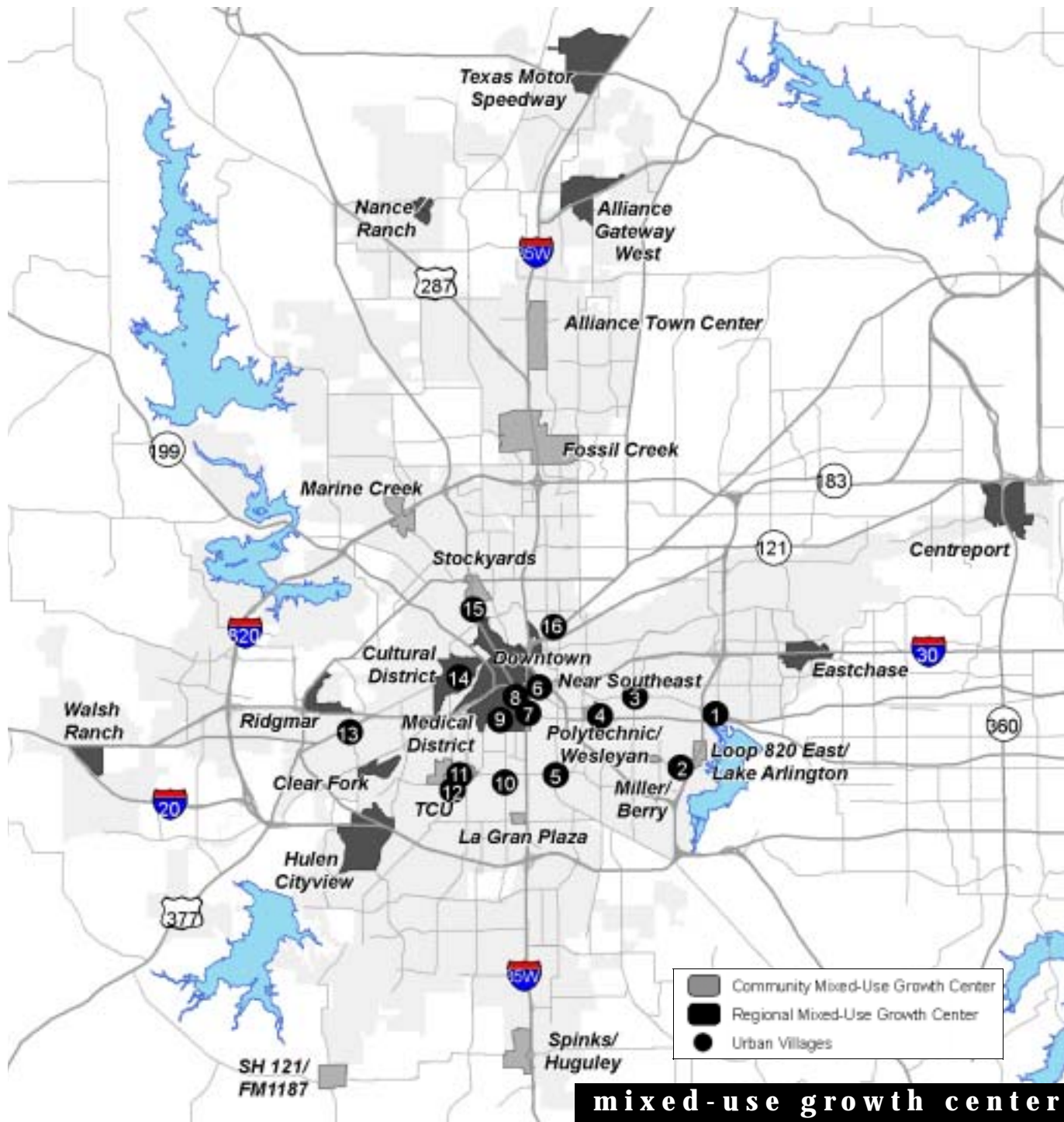
To encourage mixed-use zoning districts, the City Council has established the following process for petition-based zoning changes:

- Property owners submit a petition for a new mixed-use zoning district. Those signing the petition must own property constituting at least 50 percent of the proposed district's land area and at least 50 percent of the parcels to be re-zoned;
- City staff validates the petition and confirms that the proposed district is logical and consistent with the Comprehensive Plan.

Once the above conditions are met, City staff submits a zoning application on behalf of the property owners for consideration by the Zoning Commission and the City Council.

May individual property owners submit an application to change their property's zoning to MU-1, MU-1G, MU-2, or MU-2G?

Yes. Individual property owners may submit a zoning change application to re-zone their property. For these individual applications, the standard zoning application fees would apply. Additionally, the proposed rezoning should be consistent with the Comprehensive Plan.



Regional Mixed-Use Growth Centers

- Texas Motor Speedway
- Alliance Gateway West
- Nance Ranch
- Centreport
- Eastchase
- Downtown
- Cultural District
- Medical District
- Ridgmar
- Walsh Ranch
- Clear Fork
- Hulen/Cityview

Community Mixed-Use Growth Centers

- Alliance Town Center
- Fossil Creek
- Marine Creek
- Stockyards
- Near Southeast
- Polytechnic/Texas Wesleyan
- Miller/Berry
- Texas Christian University
- Loop 820 East/Lake Arlington
- La Gran Plaza
- SH121/FM1187
- Spinks/Huguley

Urban Villages

1. Historic Handley
2. Berry/Stalcup
3. Oakland Corners
4. Polytechnic/Wesleyan
5. Berry/Riverside
6. Near East Side
7. Evans & Rosedale
8. South Main
9. Magnolia
10. Berry/Hemphill
11. Berry/University
12. Bluebonnet Circle
13. Ridglea
14. West 7th
15. Mercado
16. Six Points

Intent

These mixed-use zoning standards promote compact, pedestrian-oriented, urban development in which a combination of residential, commercial, institutional, and light industrial (MU-2 and MU-2G only) uses occupy the same building, site, or district. Conventional automobile-oriented projects are inappropriate in mixed-use zoning districts.

Greenfield Development Sites

The MU-1G and MU-2G greenfield mixed-use zoning districts shall only be used for large-scale development sites of at least 100 acres. These development sites may include a combination of contiguous MU districts (i.e. MU-1, MU-1G, MU-2, MU-2G, PD/MU). Public rights of way may be included in the calculation of a site's size.

General Land Use

MU-1 and MU-1G

Residential

Detached single-family *(Note: In MU-1G, the maximum lot size is 10,000 square feet.)*

Attached single-family

Two-family

Multifamily

Commercial

Neighborhood commercial: retail, restaurants, banks, offices, health care facilities.

(Note: Bars are permitted in MU-1G.)

MU-2 and MU-2G

Residential

Detached single-family *(Note: Detached single family is not permitted in MU-2G.)*

Attached single-family

Two-family

Multifamily

Commercial and Industrial

General commercial: Retail, restaurants, bars, banks, offices, health care facilities, hotels, large retail stores, and mini-warehouses.

Light industrial: Selected low-intensity industrial and light manufacturing uses, excluding outdoor storage.

Mix of Use Requirement

The following standards are intended to ensure that projects in mixed-use zoning districts include a mix of uses, or contribute to the creation of a larger mixed-use area.

- A. **Conceptual Land Use Plan:** Developers of projects equal to or larger than 3 acres in size shall submit a conceptual land use plan for approval by the Development Director. The conceptual land use plan must be approved before a building permit application is accepted. The Development Director may require a conceptual land use plan for a project smaller than 3 acres if it is part of a development larger than 3 acres. *(Section continued on next page.)*

Mix of Uses in MU-1 and MU-1G

MU-1 and MU-1G districts should include urban housing types such as townhouses and loft apartments, neighborhood commercial, and appropriately scaled institutional uses. Developers should strive to mix uses vertically within the same building, if possible.



Mix of Uses in MU-2 and MU-2G

MU-2 and MU-2G districts should include higher density urban housing types, general commercial, institutional, and compatible light industrial uses.



Mix of Use Requirement (cont.)

The conceptual land use plan shall illustrate the proposed location and calculated land area of land uses on the site, using the following land use categories:

- One- or two-family residential
- Multifamily residential
- Commercial
- Institutional
- Mixed-use buildings (must include at least 20% residential and 10% non-residential)
- Public park.

Parking facilities and private open spaces shall be classified the same as the primary land use they serve.

B. **Project Test:** The conceptual land use plan shall be approved if it shows that:

1. The project includes uses within at least two of the land use categories, and
2. No land use category other than mixed-use buildings occupies greater than 2/3 of the total land area (70 percent in MU-1G and MU-2G).

If a project does not comply with the project test, then the vicinity test shall apply.

C. **Vicinity Test:** Developments not complying with the project test are permitted if:

1. The Development Director determines that the following conditions are satisfied:
 - a) The proposed land use at any location within the proposed development site must be within a walking distance of 1,000 feet of a different land use, as measured by the shortest pedestrian route, and
 - b) The percentage of any single land use category other than mixed-use buildings within a 1,000-foot radius of any location within the proposed development site shall not be greater than greater than 2/3 of the total land area (70 percent in MU-1G and MU-2G) within the radius. The proposed development shall be included in the calculation of this percentage. Undeveloped or agricultural property located within the radius shall not be included in the calculation;

or

2. The Development Director determines that the developer has demonstrated that unique site conditions (e.g. adjacency to natural features, highways, freight yards, etc.) make compliance with the conditions of section 1. above impractical in certain areas of the development site.

Conceptual Site Plan

In order to facilitate compliance with the mixed-use zoning standards, developers shall submit a conceptual site plan to the Development Department for administrative review prior to submittal of permit application for new construction projects. The site plan shall show the anticipated location of proposed streets, sidewalks and walkways, building footprints, parking areas, landscaped areas and features, and open spaces.

Conceptual Land Use Plan for Large Projects

The mix of use requirements are intended to prevent large single-use projects that do not contribute to the creation of a larger mixed-use area. A conceptual land use plan is required for projects of at least 3 acres. The diagram below illustrates staff's vicinity test analysis.



Conceptual Site Plan for Administrative Review

To facilitate timely review and compliance with the development standards, developers are required to submit a conceptual site plan for administrative review.



Block Lengths

MU-1 and MU-2

- A. **Minimum Block Length:** 200 feet
- B. **Maximum Block Length:** 500 feet, with the following provision:
To provide flexibility for larger development projects, a publicly accessible private street with adjacent sidewalks, or a publicly accessible private walkway, may count as a block boundary for measurement purposes. Public access easements are required to qualify for this exception, and the distance between two public streets shall not exceed 1,000 feet.
- C. **Maximum Block Perimeter:** 1,600 feet

MU-1G and MU-2G

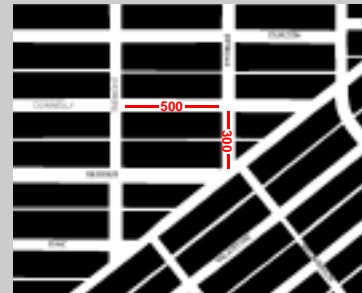
- A. **Minimum Block Length:** 200 feet
- B. **Maximum Block Length:**
- **1,320 feet** for exterior blocks, i.e. those in which at least one block face borders a highway, principal arterial, or other barrier to convenient pedestrian access.
 - **700 feet** for all other blocks, with the following provision: For purposes of measurement, a publicly accessible private street with adjacent sidewalks, or a publicly accessible private walkway, may count as a block boundary for measurement purposes. Public access easements are required to qualify for this exception, and the distance between two public streets shall not exceed 1,320 feet.
- C. **Maximum Block Perimeter:** None

Building Setbacks

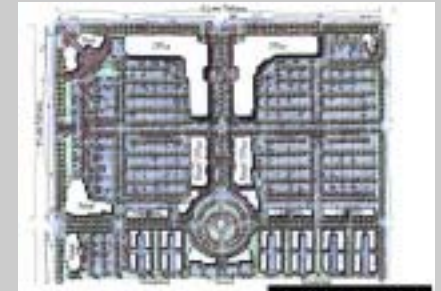
- A. **Front Yard:** 20 feet maximum, with the following provisions applying in certain situations:
1. **Angled, Perpendicular, or Parallel Parking Located on Private Property:** If the parking meets the conditions listed on page 10 of this guide, the setback shall be measured from the front of the parking space instead of the property line.
 2. **Interior Buildings in Campus Developments, e.g. Schools or Hospitals:** Interior buildings may be constructed if there are also buildings that are oriented to the public streets bordering the campus. Specifically, buildings may be set back from the property line more than 20 feet if at least 50 percent of the public street frontage on each block face within the development contains buildings within the maximum setback of 20 feet.
 3. **Large Retail Buildings in MU-1G and MU-2G:** To allow convenient access to parking from the entrances of large retail buildings greater than 50,000 square feet, the building side of any internal street with a public access easement may serve as the line from which the maximum 20-foot setback is measured. The total ground floor area of buildings utilizing this exception, however, may constitute no more than 50 percent of the total ground floor area of buildings shown on the conceptual site plan.
 4. **Setback for MU-2 and MU-2G Buildings Taller than 60 Feet:** Any portion of a building above 60 feet must be set back at least 20 feet from the property line.
(Section continued on next page.)

Walkable Blocks

Fort Worth's older neighborhoods and commercial districts are generally characterized by small, walkable blocks. The MU standards encourage small blocks and connected streets to provide pedestrian connectivity and improve traffic efficiency.



MU-1 and MU-2 standards are consistent with the block dimensions of the central city street grid.



The greenfield classifications allow larger blocks for sites adjacent to highways.

Setback Standards Promote Urban Buildings Located along Public Sidewalks

A consistent urban building edge with storefronts and other active ground floor uses is a critical component of mixed-use urban districts.



The 20-foot maximum front yard setback encourages an active urban street edge.



No side yard is required unless an adjacent building has windows on the side.



A special setback provision allows on-street angled parking on private property.



The greenfield classifications provide a setback exception for large retail stores.

Building Setbacks (cont.)

5. **Corner Clip:** A triangular right-of-way dedication (corner clip) measuring 5 feet by 5 feet, measured at the property line, is required for corner lots at the intersection of two streets or the intersection of a street and an alley, except:
- No dedication is required at all-way stops and signalized intersections where there is a required stop in at least two directions.
- B. **Rear Yard:** 5 feet minimum.
- C. **Side Yard:** None required, except when an abutting property with an existing building has windows facing to the side. Then, any new development or addition shall provide at least 10 feet of separation between the existing and new building.
- D. **Setback Between Mixed-Use Districts and Adjacent One- and Two-Family Districts:** A five-foot bufferyard and 20-foot building setback are required between the boundary of a mixed-use district and an adjacent one- or two-family zoning district, unless the development within the mixed-use district is also one- or two-family, such as townhouses. Bufferyard requirements are described on page 9.

Maximum Building Heights

- Single-Use Buildings in MU-1 and MU-1G:** 45 feet or 3 stories, whichever is less.
- Mixed-Use* Buildings in MU-1 and MU-1G:** 60 feet or 5 stories, whichever is less.
- Single-Use Buildings in MU-2 and MU-2G:** 60 feet or 5 stories, whichever is less; 45 feet or 3 stories, whichever is less, for townhouses.
- Mixed-Use* Buildings in MU-2:** 120 feet or 10 stories, whichever is less (see setback condition in previous section).
- Mixed-Use* Buildings in MU-2G:** 10 stories (see setback condition in previous section).
- Transitional Height Plane for Buildings Adjacent to One- or Two-Family Zoning Districts:** Any portion of a building above 45 feet or 3 stories, whichever is less, shall be set back to allow for a 45 degree transitional height plane.
- Rooftop Terraces:** Rooftop terraces and the structures providing access to them shall not be included in the measurement of building height.

* Mixed-use buildings must include at least 20% residential and 10% office, restaurant, and/or retail uses, as measured by gross floor area, to qualify for the height bonus.

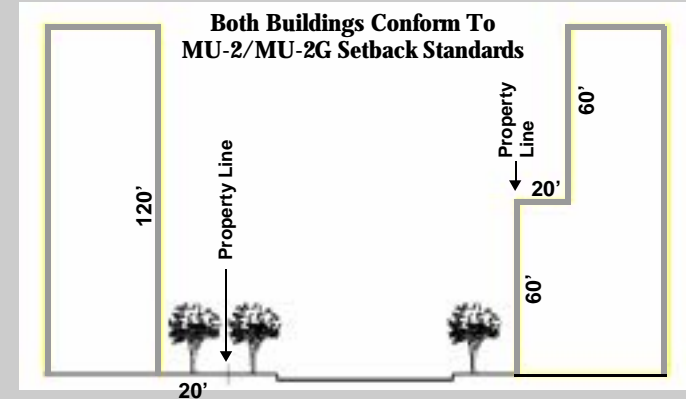
Maximum Residential Density

- Single-Use Projects in MU-1 and MU-1G:** 40 units per acre; 18 units per acre for townhouses.
- Mixed-Use** Projects in MU-1 and MU-1G:** 60 units per acre.
- Single-Use Projects in MU-2 and MU-2G:** 60 units per acre; 24 units per acre for townhouses.
- Mixed-Use** Projects in MU-2 and MU-2G:** Unlimited.

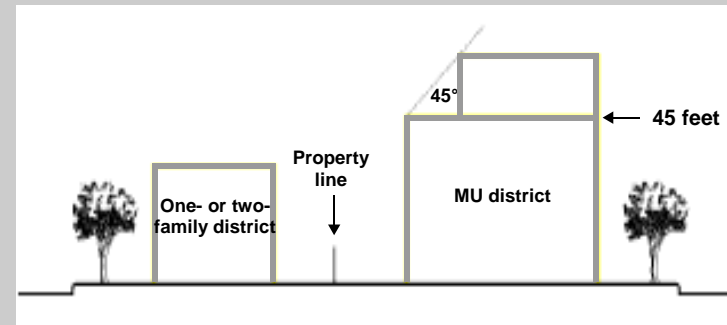
** Mixed-use projects must include at least 20% residential and 10% office, restaurant, and/or retail uses, as measured by gross floor area, to qualify for the density bonus.

MU-2 and MU-2G: Setbacks for Buildings Taller than 60 feet

If a taller building is built to the property line, the portion of the building above 60 feet is required to step back at least 20 feet from the property line to prevent a canyon effect.



Transitional Height Plane for Buildings Adjacent to One- or Two-Family Districts
The 45-degree transitional height plane helps ensure that buildings in MU districts are compatible in scale with adjacent lower density neighborhoods.



Height and Density Bonuses for Mixed-Use Buildings and Projects

The MU standards provide significant height and density bonuses to encourage a mix of residential and non-residential uses within the same building or project.

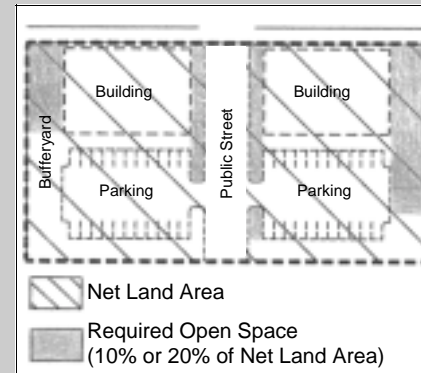


Open Space and Landscaping

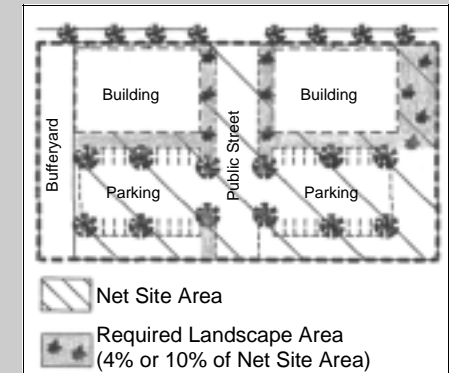
- A. Open Space:** All projects must provide open space that satisfies the percentage requirements listed below. Open space must be open to the sky and shall not be paved except for necessary sidewalks, active recreation areas, and patios.
- Mixed-Use Projects, Commercial, Institutional, and Industrial Uses:** At least 10% of net land area. *Net land area equals all of the property within the perimeter property lines, excluding dedicated public streets.*
 - Residential Uses:** At least 20% of net land area (see definition in #1 above). Projects may include rooftop terraces and other common spaces as part of the required open space, but no space less than six feet in any dimension shall be counted as open space.
- B. Landscape Area:** Requirements apply to all new construction or expansion projects except one- or two-family. Landscape plans must show the landscape area's dimensions, irrigation, plantings, decorative paving, sidewalk furniture, and other elements.
- Landscape Area Required:** At least 10% (4% for industrial uses) of net site area must be landscaped according to the requirements in section C below. (Also see table in Zoning Ordinance Section 6.301.H.3 describing landscape area requirements for new buildings over 10,000 square feet). *Net site area equals all of the site excluding the footprint of proposed buildings and any required bufferyard areas. For redevelopment sites, existing parking lots are also excluded from net site area.*
 - Supplemental Landscaping in Surface Parking Lots:** Landscaped islands shall be required in parking lots with 12 or more parking spaces. The total area of landscaped islands shall equal at a minimum 5 square feet per parking space. This area is in addition to the landscape area required in #1 above.
- C. Planting Requirements:** The following requirements apply to the landscape area.
- Trees:** One tree of at least three-inch caliper for every 500 square feet.
 - Street Trees:** Street trees are encouraged. Street trees planted within the sidewalk or in the parkway (planting strip between sidewalk and curb) may be credited towards the tree planting requirements in #1 above. Property owners must assume maintenance responsibility through formal agreement with the Parks and Community Services Department.
 - Shrubs:** One shrub of at least five gallons in size for every 50 square feet. Note: Up to 50% of the required shrubs may be replaced by trees, and vice versa. One tree equals 10 shrubs.
 - Groundcover:** In addition to required trees and shrubs, all of the required landscape area must be covered with grass, organic mulch, live groundcover, decorative paving, sidewalk furniture, or other decorative elements.
 - Irrigation:** Trees shall require an irrigation system, regardless of species or location. An irrigation system for other types of plants is also required unless the landscape plan demonstrates that use of drought resistant plants does not require irrigation.
- D. Landscape Requirements for Front Yard Setbacks:** Although no front yard setback is required, where there is a setback of at least five feet, front yard landscaping is required for areas outside of ground level encroachments such as patios or porches, and landscaping shall be in accordance with planting requirements in section C above.
- E. Bufferyards Between MU and One- or Two-Family Zoning Districts:** The 5-foot bufferyard described on page 8 shall be landscaped and screened based on the point scale located in Section 6.300.G of the Zoning Ordinance.

Required Open Space and Landscaped Area

The diagrams below show the calculation of required open space and landscape areas. For open space, projects must at least provide either 10% or 20% of the net land area — the total project property excluding any public streets. Landscape area is usually 10% of the net site area — the total site excluding building footprints and required bufferyards.



The shaded area represents the required open space. Open space must be open to the sky and unpaved, except for necessary sidewalks and recreation areas.



The shaded area represents the required landscape area. Bufferyard and parking lot landscaping requirements are in addition to the landscape area requirements.

Rooftop Terraces

Rooftop terraces are unique amenities for urban residents and count toward MU open space requirements.



Street Trees

Street trees help calm traffic, provide a pedestrian buffer, and contribute to an attractive streetscape.



Parking Requirements

Section 6.201B of the Zoning Ordinance includes a detailed list of off-street parking requirements for the uses allowed in MU-1, MU-1G, MU-2, and MU-2G. For mixed-use buildings and projects, the total parking requirement shall be the sum of the individual requirements for all uses. These requirements apply with the following provisions:

A. Reduced Parking Requirements:

1. All MU districts: 25% reduction for all uses.
2. Rail Transit Bonus: 50% reduction for all uses in buildings whose primary entrance is within 1,000 feet of an entrance to a passenger rail station or rail stop (1,500 feet for MU-1G and MU-2G).

B. Parking Exemption for Historically Significant Buildings: Historically significant buildings are exempt from off-street parking requirements. Buildings must be determined by the City's Historic Preservation Officer to be eligible for listing in the National Register of Historic Places, or eligible for local "HC" Historic and Cultural Landmark or "HSE" Highly Significant Endangered designation.

C. Credit for On-Street Parking: Adjacent on-street parking may be applied toward the minimum parking requirements, but shall not reduce the pertinent maximum parking limitations.

D. Townhouse Parking Requirements: Minimum of one off-street parking space per dwelling unit, and a maximum of two spaces per unit.

E. Parking Cap: The maximum number of parking spaces shall be limited to 100 percent (110 percent in MU-1G and MU-2G) of the minimum requirements listed in Section 6.201.B of the Zoning Ordinance.

F. Joint Parking: Joint parking facilities are encouraged. Uses may provide more than the maximum number of parking spaces if the additional spaces are provided as part of a joint-use parking facility. However, if the joint use parking facility is a surface parking lot, the total number of spaces in the surface lot shall not exceed the sum of the maximum spaces allowed for all individual uses sharing the facility. This limit shall not apply to a multi-level parking garage that is used as a joint use facility.

G. Parking Location: Surface parking shall not be permitted between a building front and the street, with the following exception for on-street parking located on private property:

1. Angled, perpendicular, or parallel parking that is partially or completely located on private property shall be permitted if it meets the following two conditions:
 - a) The City's Traffic Engineer determines that the parking does not adversely affect public safety or circulation and satisfies the conditions described in Section 22-175b of the City Code; and
 - b) The parking is located adjacent to and is directly accessible from a public street right-of-way or a publicly accessible private street.

In these situations, the front yard setback shall be measured from the front of the parking space.

H. Screening of Surface Parking and Driveways: Parking lots, and driveways that are located adjacent and parallel to a public street, shall be screened from the public right-of-way with landscaping, berms, fences or walls 36 to 42 inches in height.

Parking Exemption for Historically Significant Buildings

An important incentive for the preservation and adaptive reuse of older buildings is the waiver of off-street parking requirements for historically significant buildings.



The MU parking waiver for historic buildings facilitated the adaptive reuse of older buildings in the Magnolia (left) and West Seventh (right) urban villages.

Credit for On-Street Parking

On-street parking supports neighborhood retail and helps to calm traffic in urban areas.



Inconspicuous Parking Lots

Unlike conventional strip shopping centers, parking lots are not located between the street and the building in MU districts.



Parking lot at conventional strip shopping center



Access to parking in MU district

Conventional auto-oriented commercial strips locate parking lots at the street edge. Surface parking lots are screened and are located at the rear or sides of buildings in mixed-use districts.

Intent

The following design standards are intended to encourage new buildings that complement neighborhood character, add visual interest, and support a pedestrian-oriented environment. The standards are not intended to encourage architectural uniformity or the imitation of older buildings.

Required Drawings

To illustrate compliance with the following standards, developers shall submit to the Development Department elevation drawings for those building facades that are oriented to:

- Public streets;
- Private streets and walkways that are publicly accessible through a public use easement; or
- Publicly accessible open space.

Exception for Large Retail Stores in Greenfield Districts: Mixed-use standards related to façade variations, fenestration, building materials, and building entries do not apply to large retail stores greater than 50,000 square feet in MU-1G and MU-2G. (Big box design standards in Section 5.133 of the Zoning Ordinance apply to these large retail stores.)

Façade Variations

The massing of all new buildings shall be articulated in a variety of ways, including the use of projecting and recessed elements such as porches, cantilevers, balconies, bay windows or recessed windows, and roof dormers, to reduce their apparent overall bulk and volume, to enhance visual quality, and to contribute to human-scaled development.

A. **Scaling Elements:** Each new building façade oriented to a publicly accessible street or open space shall at a minimum incorporate 3 or more of the following 4 scaling elements on building facades greater than 50 feet in width; and at least 2 of the following elements on building facades less than 50 feet in width:

1. **Structural Elements:** See page 14 for photographs and glossary of architectural elements.

- a) Floors (banding, belt courses, etc. not less than 1" deep and 4" wide),
- b) Columns (pilasters, piers, quoins, etc. not less than 4" deep and 6" wide), or
- c) Foundation (water tables, rustication, etc.).

2. **Variation in Wall Plane:** Buildings shall incorporate projecting and recessed elements not less than four inches in depth. Such elements could include door and window openings, and/or more pronounced architectural features, such as porches, alcoves, and roof dormers.

3. **Changes in Material or Material Pattern:** Each change of material shall involve a minimum of 1 inch variation in wall plane.

4. **Changes in Color:** Variation in exterior color helps create visual interest.

B. **Differentiation between Lower and Upper Levels:** New commercial and mixed-use building facades oriented to a publicly accessible street or open space shall include differentiation between the first or second level and the upper levels with a cornice, canopy, balcony, arcade, or other architectural feature.

(Section continued on next page.)

Façade Variations

Façade variation standards are intended to reduce the overall bulk and volume of urban buildings, enhance visual quality, and contribute to human-scale development.



Windows and other openings help break up facades, create a human scale, and activate streets.



Façade projections and recesses may be dramatic or subtle. This façade combines both approaches.

Multifamily Design

The mixed-use standards promote architectural variety in multifamily projects. The images below contrast conventional garden apartments with a conforming MU design.

Conventional suburban multifamily



MU multifamily



Elevation Drawings for Façades Facing Streets or Public Spaces

The image below is an example of the type of elevation drawing that should be submitted.



Façade Variations (cont.)

C. **Unique Building Façades:** Each sequential block of new construction shall contain a unique building façade so as to encourage architectural variety within larger projects, using the required architectural elements listed in section A and/or other architectural features.

D. **Multifamily Façades:** New multifamily residential building façades oriented to a publicly accessible street or open space shall include at least 2 variations in wall plane per 100 linear feet of street frontage. Variations shall be not less than 3 feet in depth or projection and not less than 2 stories in height for multi-story buildings.

Fenestration

New commercial building façades fronting on publicly accessible streets or open spaces shall be not less than 40% or more than 90% clear glazing.

Building Materials

A. **Façades Facing Streets or Public Spaces:** At least 70 percent of all new building façades (not including door and window area) facing publicly accessible streets or open space shall be constructed of these materials:

- Stone
- Brick
- Terra cotta
- Patterned pre-cast concrete
- Cement board siding
- Cast stone
- Prefabricated brick panels

Fences and Gates

In order to promote pedestrian-oriented developments, exterior security fences and gates that are located along public streets, along private streets or walkways that are publicly accessible through a public easement, or along publicly accessible open space shall not extend beyond building façades; i.e., these fences shall not be located in the area between building façades and the property line.

Fences not exceeding 4 feet in height, however, may extend beyond the building façade of attached or detached one-and two-family residential dwellings in mixed-use zoning districts (see Section 5.305.B.2 of the Zoning Ordinance for fence development standards).

Building Entries

A. **Main Entrances from Public Sidewalks or Plazas:** In order to create a pedestrian-oriented environment in which buildings are oriented toward publicly accessible streets and sidewalks, a principal building must have its main entrance from a public sidewalk or plaza, or from a private sidewalk or plaza that is publicly accessible through a public use easement. The main entrance shall not be from a parking lot. Secondary entrances from parking lots are permitted. Interior buildings constructed as part of a campus development are exempt from these requirements.

B. **Pedestrian Protection:** Building entrances shall incorporate arcades, roofs, porches, alcoves or awnings that protect pedestrians from the sun and rain.

(Section continued on next page.)

Inconspicuous Security Fencing

Conventional suburban complexes are inwardly focused and often include a prominent perimeter fence. The MU design standards prohibit this type of fencing.



While fences are not permitted between a building façade and the property line, as shown on the left, the MU standards allow security fences like the one surrounding the secured parking area at Modern Drug.

Building Materials for Façades Facing Streets or Public Spaces

The material standards promote durable, attractive façades along streets and public spaces.



Building Entries (cont.)

- C. **Retail Entries:** Each retail use with exterior, street-oriented exposure shall have an individual public entry from the street.
- D. **Residential Entries:**
1. Primary entrances shall be provided for every 125 linear feet of street oriented residential building frontage.
 2. Townhouse and other similar street level dwelling units within multi-unit structures shall have individual street-oriented entries for each unit.

Drive-Through Design Standards

Conventional drive-through uses do not support a pedestrian-oriented environment and are inconsistent with the intent of the mixed-use zoning standards.

- A. **Location of Windows and Stacking Lanes:** Drive-through windows and stacking lanes shall not be located along facades of buildings that face a street, and where possible shall be located to the rear of buildings;
- B. **Location of Driveways:** Driveways shall not be located within the front yard setback between the building front and the street;
- C. **Circulation:** The design and location of the facility shall not impede vehicular traffic flow and shall not impede pedestrian movement and safety. Shared driveways and/or driveways located off of non-arterial streets should be used, where possible;
- D. **Screening:** Architectural elements, landscaping, and/or other screening elements shall be used to minimize the visual impacts of the drive-through facility; and
- E. **Consistency with Other District-Specific Design Guidelines or Standards:** The design and location of the facility shall be consistent with any design standards or guidelines that may be applicable to the pertinent district.

Signs

MU-1 and MU-1G

Sign requirements included in Chapter 6, Article 4 of the zoning ordinance for the “E” District shall apply to MU-1 and MU-1G, with additional provisions described below.

MU-2 & MU-2G

Sign requirements included in Chapter 6, Article 4 of the zoning ordinance for the “I” District shall apply to MU-2 and MU-2G, with additional provisions described below.

- A. **Attached Signs:** The maximum aggregate area for attached signs, as described in Section 6.404E of the zoning ordinance, shall be 200 square feet per façade.
- B. **Detached Signs:** Permitted detached signs shall be monument style and shall be limited to eight feet in height. Pole signs are not allowed, except:
1. **Pole Signs in MU-1G and MU-2G:** Pole signs are allowed along highway frontage and principal arterials in MU-1G and MU-2G. These pole signs shall be subject to unified sign agreements.

Outdoor Storage or Display

MU-1 and MU-1G

Refer to zoning ordinance standards for the “E” Neighborhood Commercial District.

MU-2 and MU-2G

Refer to zoning ordinance standards for the “G” Intensive Commercial District.

Primary Entrances from Public Sidewalks

Building entrances in mixed-use districts should resemble those found in downtown areas, with primary entrances located along publicly accessible streets and sidewalks.



Drive-Through Facilities

The MU standards specify certain drive-through design requirements to ensure compatibility with a pedestrian-oriented environment. Conventional drive-throughs are inappropriate. The bank drive-through at Magnolia Green (below) complies with the MU standards.



Signs

The sign standards are intended to reduce visual clutter and to complement urban buildings. Pole signs are not permitted, except under certain circumstances in the greenfield districts.



Most signs in MU districts should be attached to building facades or hang above sidewalks.



Monument signs are appropriate for buildings that are set back the maximum 20 feet from the property line.

Exterior Elements of a Building



The mixed-use zoning standards promote architectural variety and creativity. The standards reference certain architectural elements, including those defined in this glossary.

- Belt Course** A horizontal course of brick or stone flush with or projecting beyond the face of 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.
- 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.
- Frieze** The horizontal part of a classical entablature, often decorated with sculpture in low relief.
- Mullion** A vertical strip that divides windows and doors. Sometimes mullions are removable to permit the passing of large objects.
- Pilaster** A shallow rectangular feature projecting from a wall, having a capital and a base and architecturally treated as a column.
- 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.
- Rustication** Rough masonry materials often located at the base of a classical building; the rough stones being expressive of strength and therefore, logically, required at the base. The standard formula of 17th and 18th-century classical country houses was to have two or three floors of smooth stone over a rusticated ground floor.
- Water Table** A projecting course of molded brick between the upper and ground floor. The wall above the water table steps back several inches. The water table's purpose is to cast water away from the foundation of the building.

APPENDIX - PUBLIC MEETING SUMMARIES

MERCADO URBAN VILLAGE COMMUNITY MEETING SUMMARY - JUNE 25, 2007

Rose Marine Theater 1440 N Main Street

Ann Kovich, with the TCB team, called the meeting to order and introduced members of the TCB team present for the kick-off meeting of the Mercado Urban Village planning initiative. She also presented an overview of the unique projects for which TCB and EDAW have been responsible locally and nationally.

Ed Garza, with EDAW, discussed the importance of community input to the overall process. He defined an urban village as “an urbanized place with a mix of uses, jobs, public spaces, transportation, connections, pedestrian activity and a sense of place. Emphasizing why the City of Fort Worth created mixed-use zoning, he noted the benefits to be: (1) revitalization of central city commercial districts; (2) protection of single-family residential neighborhoods; (3) efficiency in the provision of public facilities and services; (4) convenience for residents and workers; (5) reduction in traffic congestion and support for transit; and (5) protection of the environment. The following are the consultant team’s assessment of the area’s strengths:

- Established residential neighborhoods provide immediate context, with Downtown and the historic Stockyards as nearby influences.
- Cultural anchors for redevelopment are provided by the Stockyards, Latino neighborhoods, Rose Marine Theater, and the Mercado building itself.
- “Good bones” along east side of Main Street should respond well to additional streetscape enhancements.
- Parks, the river valley and schools provide scenery and stability (but limit rooftop density for retail support).
- The Trinity River development project will be a major catalyst to near north side activity as it unfolds.

Opportunities which Mr. Garza presented included an emphasis on “location, location, location,” such as the proximity to downtown, Trinity Uptown development and the Stockyards. The area offers excellent opportunities for public infrastructure development in streetscape improvements, Mercado Alley, Marine Park, the schools and public library, as well as an opportunity to strengthen connectivity at the village core between Marine Park and the Mercado Building. Mr. Garza also brought up the possibilities for the land in the area, such as the Trinity River, vacant lots and the Marine, Saunders and Circle Parks.

Constraints that were identified include the area’s abundance of industrial zoning and the Mercado Building’s lack of an anchor.

Catalysts for redevelopment include Marine Park and the area’s pedestrian corridors which are similar to the pedestrian alleys in Mexico. In addition, development for the gateways into the area, neighborhoods, and green space connections provide a catalyst for the development of the area as an urban village.

After Mr. Garza’s presentation, attendees broke up into groups to further discuss the area’s positives and negatives, infrastructure needs and the benefits of mixed-use zoning. Once each group reached a consensus on these discussion topics, attendees came back together and through presentations by a representative of each group, the following consensus was determined.

- The area’s most positive attributes include its historical heritage, its location between the Stockyards and Downtown, and the community’s stability and ‘people.’
- The area’s most significant negatives include crime (including drug trafficking, and slum lords), lack of code enforcement and city maintenance, and incompatible zoning with residential mixed with industrial zoning.
- The group was united in its preference of the brick streetscape as a vision for the future.
- The group supported mixed-use zoning applications.

MERCADO URBAN VILLAGE COMMUNITY MEETING SUMMARY - JULY 31, 2007

Rose Marine Theater 1440 N Main Street

Ann Kovich, with the TCB team, called the meeting to order and introduced members of the TCB team present.

In presenting an overview of the meeting approach, Mr. Ed Garza, with EDAW, noted that redevelopment of this area of the city will come about if it is the will of the community and that now is the time to come together to establish a common vision and common goals. Because there are many property owners in the area, he said the process for the creation of an urban village will move slowly at first. Based on discussions during the first public meeting of the Mercado Village, he reiterated the community's perceptions of the area's strengths and weaknesses. Positive as ranked by the participants were North Main's historical heritage, location and proximity to Downtown, the Stockyards and the Trinity River; and the residents' and business owners' sense of community. Negatives as ranked by the participants were crime, the lack of code compliance, zoning conflicts and the use of eminent domain to create projects like the Trinity River Vision. Images that participants in the first group most preferred were of wide sidewalks, outdoor dining, landscaping and public infrastructure like a bridge over a small waterway, and attractive uses of "alleys." Participants preferred mixed-use zoning over conventional zoning examples.

Mr. Garza gave as best practices examples of mixed-use zoning in five cities. The Barrio Logan is a strong Hispanic community with the largest collection of Chicano Murals in the U.S. located in Chicano Park. Here the Chollas Creek Enhancement Program is creating a linear park and trail system with educational components and the restoration of native vegetation. Little Italy in New York City is a cultural tourist destination with numerous ethnic restaurants. Santee Alley in Los Angeles is pedestrian friendly with lots of outdoor interaction. Small local businesses thrive here. The Mercado Neighborhood in Tucson, Arizona, is a new development being created by public and private investments. The Hispanic urban design offers public spaces as well as residential and work environments. In San Antonio, Texas, the Mercado at Market Square's authentic experience makes it a tourist destination. Public and private investments contribute to the pedestrian-friendly environment with numerous special events.

The vision for Fort Worth's Mercado Village envisioned by the consultant team with input from the community focuses on the Hispanic culture with arts and cultural venues; creative class living; workforce housing; and trails, parks and open space. There are joint "branding" opportunities by blending "Tex Mix" with the historic Stockyards. The area's geographic location can attract "the best of all worlds," said Mr. Garza. Retail development should be concentrated along Main Street, and connections should be made between Marine Park, Circle Boulevard and the Trinity River.

In the presentation of Concept A, catalysts for development that were discussed include: increasing the occupancy rate of existing retail and commercial space; pedestrian corridor enhancements; extending the village to the river with a pedestrian trail, gateway enhancements and infilling vacant lots. Residential infill development should have the same character and square footage of other homes in the neighborhoods. Pedestrian walkways should also take people to the back side of Main Street's retail, so that connections are made to Marine Park and the river in that way. Alleys and/or small areas can become wonderful corridors, Mr. Garza explained.

In the presentation of Concept B, catalysts for development that were discussed include: a central plaza; an Ellis Street roundabout, and residential in the Marine Park and Commerce Street areas. In the core areas, were a mixed-use development created through creative residential and work space as well as a limited use hotel. Mr. Garza said "B" was synonymous with "bold."

The attendees broke up into four groups and discussed their preferences for concepts as well as brainstormed specific ideas for redevelopment. Their favorite best practices project was the Mercado Market Square in San Antonio. In Concept A, they liked the parks, open space and trails as well as infill in the core. They favored all components of Concept B. Specific comments were:

- The affordability of houses/living space was emphasized by many person sin the groups.
- Landscaping along Main Street should include the planting of palm trees.
- Lighting should be improved.
- A Hispanic museum could be created on the North Side.
- Crime problems should be addressed, especially the drug trafficking in the area of Clinton and 23rd Streets.
- Parking could be developed on Ellis Street.
- Pedestrian trails should be developed in what are now industrial areas.
- Residential zoning needs to be re-enforced.
- Light rail could be developed along the railroad tracks, with a stop on Main Street at the Mercado. This could allow access to the Cultural District.
- More water features in public spaces are desirable.

The next public meeting is scheduled for Sept. 27, at 6 p.m., at the same location.

MERCADO URBAN VILLAGE COMMUNITY MEETING SUMMARY - SEPTEMBER 27, 2007

Rose Marine Theater 1440 N Main Street

Ann Kovich, with the TCB team, called the meeting to order and introduced members of the TCB team present for the third and final community meeting of the Six Points Urban Village planning initiative.

Council Member Sal Espino reminded everyone to keep an open mind about Mercado; it was a proposed plan 20 years ago and you can see improvements. The area is a mecca for entertainment with culture and art at the Rose Marine Theatre being the hub. United Way will be moving into the Mercado building, a sign that recognition is picking up quickly. Mr. Espino noted the historic significance of the district with links to the Stockyards, Marine District, Uptown and Downtown.

In presenting an overview of the meeting approach, Mr. Garza noted that redevelopment of this area of the city will come about if it is the will of the community and that now is the time to come together to establish a common vision and common goals including: vision consensus, branding and marketing, partnership framework, development opportunities, neighborhood preservation, zoning enhancements and implementation.

Based on discussions during the first and second public meetings of the Mercado Village, he reiterated the community's perceptions of the area's strengths and weaknesses. Positive as ranked by the participants were North Main's historical heritage, location and proximity to Downtown, the Stockyards and the Trinity River; and the residents' and business owners' sense of community. Negatives as ranked by the participants were crime, the lack of code compliance, zoning conflicts and the use of eminent domain to create projects like the Trinity River Vision. Images that participants in the first group most preferred were of wide sidewalks, outdoor dining, landscaping and public infrastructure like a bridge over a small waterway, and attractive uses of "alleys." Participants preferred mixed-use zoning over conventional zoning examples.

To develop a framework, Mr. Ed Garza, with EDAW, established site analysis, historic inventory, existing zoning, demographics, opportunities and challenges of the area. The historic inventory evaluated nine sites with a preliminary review and historic tax credit opportunities. Leland Consulting Group, a team member, assembled demographics for the Mercado trade area, analyzing the distance people are willing to drive for services. The 2007 trade area demographics are compared against the city of Fort Worth and include a population of 64,659 with 20,414 households. The annual household growth rate (projected through 2030) is 2.0% with an average household size of 3.16 persons. Non-family households account for 31% and 46.3% are renters. The median household income is \$37,009, seniors aged 65 or older account for 8.8% and the Hispanic population is 67.3%.

Public Infrastructure such as streetscape improvements and Marine Park, land including the Trinity River and connectivity in village core are seen as marketing opportunities within the trade area. The market analysis recognizes several constraints to development including the Mercado Building history, abundance of industrial zoning, and conflicting zoning.

Within 10 years the market demand could include up to 250 condo units, 50 single family detached units, 300 rental housing units, 125,000 square feet of office space, 200,000 to 250,000 square feet of retail space and up to 75 rooms in a boutique hotel. The level of investment which actually occurs, however, will be directly proportionate to the City and property owners' commitment to stronger physical connections, supportive infill policies, creative financial solutions and removal of barriers.

The overall urban village plan includes a two zoning enhancements. Low Intensity Mixed-Use District (MU-1) zoning will provide areas in which a variety of housing types may exist among neighborhood-serving commercial and institutional uses. The second proposed zoning designation is Urban Village Residential (UVR) for areas in which a moderate density (2-3 stories) of residential is allowed. No other use is allowed.

The action package includes utilizing a city-wide urban village fund of \$500,000 that is competitive and first come first serve. It requires a 50% match by the property owner and the maximum public amount is \$50,000 to be given as a grant or with low interest. A five-year property tax freeze may be included. Land banking is another action item along with establishing higher occupancy and increasing mobility, accessibility and safety. Full city services could be mobilized to do a clean sweep of the urban village and correct the top ten most serious code violations.

Capital improvements to the Mercado Plaza/Roundabout are seen as the number one priority. Other catalysts for redevelopment include mixed-use building, a limited service hotel, trails and open space, alley improvements, urban village residential opportunities and housing rehabilitation that includes building in which residents can both live and work.

Mr. Espino commented that the Mercado trade area is stronger than other areas with twice the population as Six Points. The numbers are very strong and will continue to grow. He emphasized that the image of the Mercado building does not define the urban village and suggested the name of the village be changed to Marine Urban Village. Mr. Espino reminded the participants that parking is available at the Mercado for patrons to walk the area, which could be the beginning of a public plaza. He also reinforced affordability, workforce housing and improved quality of life over gentrification. A housing trust fund could be used by the city to rehabilitate the area, and a light rail commuter stop would be ideal. However, the Northside is the only area without Neighborhood Empowerment Zoning (NEZ). Mr. Espino supports cultural space for artists to live and work. The Arts Council could lead the way with a first Friday heritage showcase of culture.

The meeting concluded with a description of Phase II of the initiative which will be the design effort. More public meetings will be held for input after approval by the City Council and Planning Commission in the next several months.

