

Subsection 4.09. Nonresidential Design Standards

4.09.01. Purpose

Frisco recognizes that building design is a major component of making a place unique. The purpose of these requirements is to avoid the creation of inappropriate or inharmonious façades which do not distinguish the City's nonresidential areas from those in other cities. The standards are intended to foster the continuity of retail stores and display windows, provide weather protection and shade for pedestrians and maintain a healthy retail environment. It is also the intent to encourage proposals that will contribute to the established or planned architectural character of a specific area.

4.09.02. Applicability of Other Regulations

The façade design standards are not intended to supersede requirements established in the PRO – Preston Road Overlay District, the TO – Tollway Overlay District and existing Planned Development Districts. Where there is a conflict between the façade design standards and those listed in the above noted districts, the more restrictive of the two shall apply. Some PDs may have design standards unique to the project. This subsection shall apply to all nonresidential zoned districts except IT and I districts.

4.09.03. Design Standards

(A) Façade composition shall include the following elements

- (1) Tripartite composition (base, middle and top).
- (2) Pedestrian areas adjacent to the buildings shall incorporate features to promote a walkable environment such as seats, benches, shade trees, awnings and arcades. Where awnings are used, they should be metal or an equivalent durable material.
- (3) Retail centers shall use materials similar to those in the block and surrounding development, including similar color. The first building to apply for a building permit establishes the building material palette for the retail center. The primary exterior building material established shall be used on at least ten (10) percent of the exterior façades of other buildings in the block and surrounding development. Where non-masonry materials are permitted, the use of Exterior Insulation and Finish Systems (EIFS) shall be limited to a maximum of ten (10) percent of the total façade and in no instances shall EIFS be permitted within nine feet of the grade of the first floor.
- (4) Fenestration (window) patterns and percent of façade devoted to fenestration shall be consistent with the retail center. Fenestrations shall cover 50-75 percent of the storefront and 15-35 percent of the upper façade. Storefront fenestrations shall be vertically oriented.
- (5) The fenestrations shall be placed a minimum of six (6) inches back from the exterior wall surface creating a reveal. Wall surfaces shall predominate; fenestration openings shall appear to be cut into the wall surface.
- (6) An eighteen (18) inch minimum water course shall be provided under fenestrations.
- (7) Mirrored or opaque façades shall be avoided.
- (8) A well-defined cornice or fascia shall be located at the top of the storefront and at the roofline.
- (9) Side and rear elevations of buildings visible to the public roadway shall incorporate architectural features consistent with the front façade.
- (10) Buildings on pad sites shall share similar design characteristics of the main structure(s). The intent should not be the precise replication of the design of the main structure(s) but rather the use of similar colors, materials and textures including the repeating patterns, rhythms and proportions of the architecture of the other buildings.

- (11) When a new use or an addition will be adjacent to an existing development, the newly constructed portion of the building shall appear as part of the original design to the greatest extent possible. Where new construction must consist of a different height or bulk than that of the original structure, the change should not occur abruptly.
- (12) The following design principle are suggested as resources.
- a. The Golden Mean (1 to 1.618 ratio) and the Fibonacci Sequence (0,1,1,2,3,5,8,13,21, etc.).
 1. <http://www.vashti.net/mceinc/golden.htm>
 - b. Pattern as a method of locating structural components, including windows and doors etc.; ref: "The Old Way of Seeing" by Jonathan Hale.
 1. <http://www.zloty-design.com/gd107/08OldWySeeing.pdf>
 - c. Recessed entryways to provide a sense of arrival and shelter.



Figure 4.09.03.1: Example of Windows and Entrances Designed with Concepts from the Golden Mean and Fibonacci Sequence



Figure 4.09.03.2: Example of Windows and Entrances Designed with Concepts from the Golden Mean and Fibonacci Sequence

(B) Façade Design Standards for Big Box Retail Structures

- (1) Façade plans will be evaluated for their architectural concept, proportions, composition, details, decorative features, artfulness and quality.
- (2) Buildings shall incorporate a tripartite building composition (base, middle and top). The tripartite shall be proportioned to the other elements of the tripartite and the overall structure.



Figure 4.09.03.3: Big Box Development with Quality Design Elements

- (3) Buildings shall provide a sheltered entry.
- (4) Areas adjacent to the buildings shall incorporate features to promote a walkable environment such as seats, benches, shade trees, awnings and arcades. Where awnings are used, they shall be metal or an equivalent durable material.
- (5) The City encourages creative freedom to enrich façade design; the architectural decision may include the following.



Figure 4.09.03.4: Building with Sheltered Entry

- a. Placement of windows or transparency subtracted or “punched”

- b. Variations in roof form
- c. Enhancement of long unadorned walls with:
 - 1. Light and shade design elements,
 - 2. Recesses and projections,
 - 3. Vertical accents or focal points,
 - 4. Murals,
 - 5. Sculptures,
 - 6. Masonry texture feature, or
 - 7. Landscaping.



Figure 4.09.03.5: Quality Facade Designs Elements