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### Sec. 3.5.3.12. Storefronts.

The primary purpose of a storefront is to display merchandise or market services to the public, both pedestrian and vehicular. Modern storefronts often consist of simple metal tubing and glass. Storefronts shall either align with the building wall or be slightly inset behind the building wall but not project from the building wall into the pedestrian space.

- (a) *Primary entrance treatment.* Each building shall have at least one visually identifiable building entrance on the facing street side. Additional building entrances are possible but all other building entrances shall be visually secondary to the primary building entrance. The primary building entrance shall have unique ornamentation and/or be larger in area than any other building entrance visible from a public street. Multiple tenants in the same building that are located adjacent to the exterior street facing wall may have individual tenant entrances. However, unless all building tenants have exterior entrances, the primary building entrance shall be visually identifiable.
- (b) *Transparency.* Each exterior wall of a non-residential building facing a public street must contain a minimum percentage of transparent material to allow visual penetration of at least three feet into the building. Transparency includes stationary glass, windows, and the glass area of doors, measured generally from ground level to ten (10) feet above grade. Transparency is intended to enhance **public safety, visibility, and visual engagement**, allowing law enforcement and the public to observe interior conditions.

(1) Retail/Commercial Uses:

- Minimum 65 percent transparency on street-facing façades.
- Administrative discretion of  $\pm 15$  percent may be granted by staff for minor deviations due to functional or architectural constraints.

(2) Institutional Uses (schools, daycares, hospitals, civic buildings):

- Target 40 percent transparency on street-facing façades.
- Administrative discretion of  $\pm 15$  percent to balance security, safety, and operational needs.

(3) Office and Light Industrial Uses:

- Target 50 percent transparency on street-facing façades.
- Administrative discretion of  $\pm 10$  percent based on building program and layout.

(4) Corner Lots and Secondary / Side Façades

- Where façades face side streets, service drives, or are operationally constrained, transparency may be reduced by up to 50 percent, subject to staff determination.

- (c) *Canopies/overhang.* All glass display areas and entrances shall have an overhead canopy or permanent overhang at least four feet projecting from the building wall and extending at least the entire length of the display area or entrance. Building entrances inset at least four feet into the building from the exterior wall plane do not require a canopy or overhang.
- (d) *Street furniture.* All new buildings and all new additions with a new primary building entrance shall provide at least one two-person metal bench, at least one metal litter container, and at least one two-bike, two-point-of-contact metal bicycle rack, all located within 25 feet of the primary building entrance. These items must comply with any details in the engineering design criteria manual.