

## H. 360 East Sub-District

The 360 East Sub-District is bounded by State Highway 360 to the west, the railroad to the south, 106th Street to the east and properties south of Road to Six Flags. It also includes the Mall area.

### Intent

It is intended that this Sub-District shall provide opportunities for high concentrations of retail, restaurant and hospitality uses, capitalizing on high visibility and accessibility with its SH 360 frontage. Development /redevelopment in this area shall present a strong, unified, and a visually pleasing frontage, tying this area to the other sub-districts of the Entertainment District on the west of SH 360. It shall also serve as a transition into the more industrial area, the Great Southwest Industrial District (GSWID) to its east.

## 1. Building Massing & Performance

### 1.1. Streetfront Building Setbacks

Setback areas are intended to be occupied by sidewalks, landscaping, outdoor dining areas, street amenities, kiosks, and other similar permitted uses and structures.

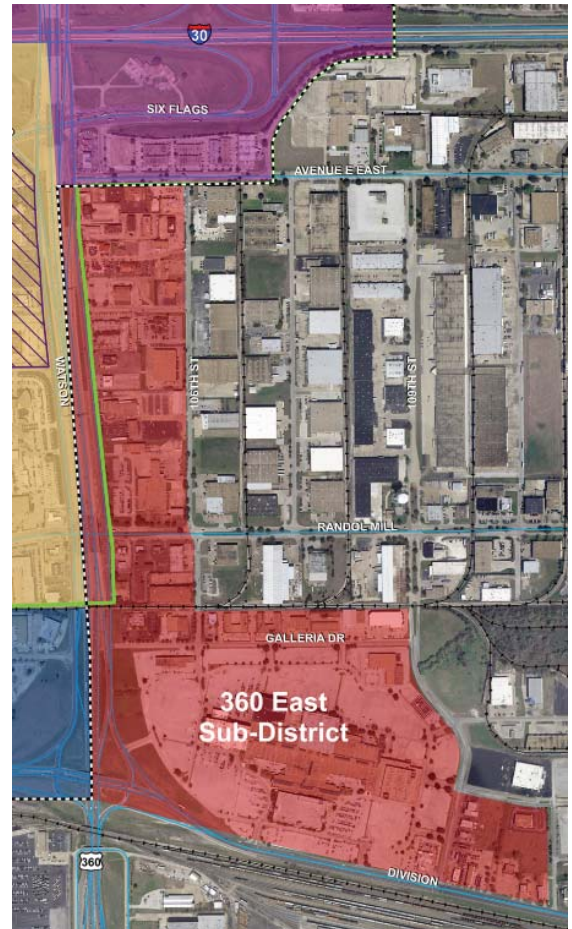
#### a. Front Building Setbacks (Minimum and Maximum) –

Setbacks are measured from R.O.W. See Street Section diagrams for details.

Service Road (Watson)	12 - 24 feet
Major Arterial (East Division, Randol Mill):	5 - 7 feet
Minor Arterial (Ave E, 109th St):	7 - 9 feet
Major Collector (Galleria):	7 - 9 feet
Local Streets:	5 - 11 feet
Mews:	See Street Section

#### b. Minimum Development Street Frontage/Build-to-line – A minimum of forty percent (40%) of each development's total building street frontage shall meet the setback criteria detailed above. The remaining sixty percent (60%) may be set back further.

#### c. Parking Setback – No parking or parking structure shall be placed within the setback area, except for the properties fronting Watson may have one row of parking with a screening buffer (see Section V. A. 6.9, Screening adjacent to Major Thoroughfares and Minor Streets).



- d. Any building feature, defined as an architectural attachment to the primary building facade, shall not encroach more than five feet (5') from the building face into the set-back area, unless otherwise approved by the City of Arlington and is in keeping with the architectural style of the building. These features may include, but are not limited to:
- Stoops
  - Chimneys
  - Balconies
  - Awnings
  - Porches
  - Bay Windows
  - Canopies
  - Eaves
  - Mounted Signs
  - Tower Elements
  - Pilasters

At all times, the Throughway Zone (refer Section IV.A.1-1.1c.) must remain clear of any obstructions.

### 1.2. Gateways

Buildings located at entrances to the development demarcate a gateway that will create an overall identity, set the tone for the development, and mark arrival or entry.

- a. At major entry points of a large development (i.e. more than one building in a single development) and/or of the sub-district itself, buildings shall be organized along the street and at the intersection to create a gateway.
- b. Architectural attachments shall be incorporated to the facades of buildings, placed at major entry points, to help emphasize arrival or entry into the development. These features may include, but are not limited to:
- Eaves
  - Planters
  - Mounted Signs (where they do not conflict with the Federal and Texas Highway Beautification Acts)
  - Pilasters
  - Tower Elements
  - Water Features
  - Arcades

### 1.3. Building Height

To ensure a minimum level of street-wall volume consistency, all buildings shall have a minimum height of twenty feet (20') measured from above finished grade to the top of roof structure.

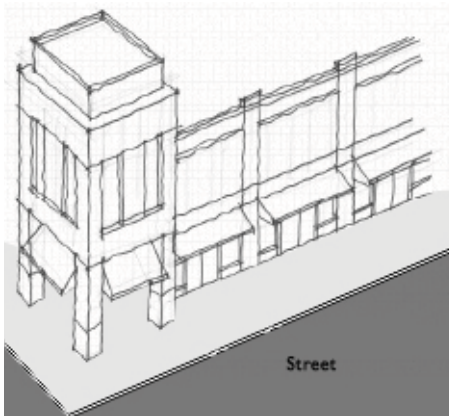
### 1.4. Maximum Building Length

Buildings shall not be longer than two-hundred feet (200') without an physical separation of twenty feet (20') between another building.

1.5. Building Corner Treatments

Buildings will reinforce a strong corner condition at street intersections in order to emphasize a “street wall” in which block closure along the street edge is a definitive characteristic of the development.

Buildings will be designed to accommodate City of Arlington required visibility triangles without compromising the corner design.



Acceptable Building Corner Treatment - strong and pronounced

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### 2. Exterior Building Appearance and Design

#### 2.1. Building Entry

- a. Each mixed use or non-residential building and separate lease space at grade along shall have a clearly defined primary entrance readily apparent as a prominent architectural component from the street.

- b. Building groupings: Buildings are encouraged to be designed to complement their neighbor or planned expansion into perceived "groupings" of mass and supporting form. Such groupings should be organized to form clusters forming shared courts and prominent features facing State Highway 360 and East Division Street. A building grouping shall also have its primary access directly from the street or through a recessed area or courtyard located adjacent to the street creating a focal point.



Building Groupings Example

#### 2.2. Site Entry

Special care shall be taken to enhance the site entry by providing front yard paving and landscaping that interfaces with and enhances the streetscape and sidewalk condition.

#### 2.3. Transparency

The ground floor level of all non-residential and mixed use buildings shall have a minimum of thirty percent (30%) transparency.

#### 2.4. Building Materials & Colors

Exterior building materials shall be compatible with materials and colors used in the overall development.

- a. A variety of exterior materials may be selected for use, but the number of primary cladding materials on a single building shall be at least three (3) for buildings equal to or larger than twenty thousand (20,000) square feet and at least two (2) for buildings smaller than twenty thousand (20,000) square feet.
- b. No single building material shall cover more than eighty percent (80%) of the front facade of any building.
- c. Allowable primary exterior building materials:
  - Native Stone, brick or tile laid up unit by unit and set in mortar
  - Stucco (exterior Portland cement plaster with three (3) coats over metal lath or wire fabric lath)

- Cultured stone or cast stone
  - Architecturally finished block (i.e. burnished block, split faced concrete masonry units)
  - Architecturally finished precast wall that is profiled, sculptured, or providing three dimensional interest
  - Poured-in-place concrete wall
  - Exterior Insulation and Finish System (EIFS - but not less than four feet [4'] above grade) only for non-residential and mixed use buildings
  - Architectural glass, less than twenty-five percent (25%) reflectance, for non-residential and mixed use buildings only
  - A maximum of ten percent (10%) of the facade may include accent materials not listed on the approved masonry list
- d. The following are prohibited for use as primary cladding materials:
- Aluminum siding or cladding (excluding composite aluminum cladding such as Alucobond)
  - Wood or plastic siding
  - Unfinished or smooth concrete block/masonry units or concrete wall
  - Exposed aggregate
  - Reflective glass
- e. Facade colors shall be low reflectance, subtle, neutral or earth tone colors. The use of metallic colors, black or fluorescent colors is prohibited.
- f. Glass may not represent more than sixty percent (60%) of the building facade. Above the first floor, punched-type windows are appropriate. They shall be inset from the face of the building to create shadow lines and visual relief. To control glare and reinforce the traditional image of bearing wall architecture, ribbon windows are prohibited. Clear glass is required in all retail storefronts; smoked, reflective, or black glass that block two-way visibility is prohibited.

### 2.5. Facade Articulation

Facades of larger buildings should be articulated in order to reduce the scale of the facade and provide visual interest that is more consistent with the community's character and scale. Building facades fronting public and private streets and driveways shall have massing changes and architectural articulation to provide visual interest and texture and reduce large areas of undifferentiated building facade. Buildings within the 360 East Sub-District are intended to avoid oversimplified one-dimensional facades that lack a human scale. Design articulation should not apply evenly across the building facade, but should be grouped for greater visual impact employing changes in volume and plane. Architectural elements including projecting volumes, windows, balconies, loggia, canopies, pediments, and moldings that break up the mass of the building are encouraged.

- a. All structures shall be architecturally finished on all sides visible from the street, pedestrian way, parking lot or structure, park or residentially zoned area with similar materials and detailing (e.g., tiles, moldings, cornices, wainscoting, etc.). The rear facade of

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- a building, not fitting the above criteria, shall only require a minimum of two (2) distinct building materials from the approved list.
- b. The dominant primary cladding material shall wrap a minimum of twenty feet (20') around each building corner, visible from public streets or the internal areas of a block.
- c. No blank walls shall front public streets.

**2.6. Roof Design**

Variations in roof lines shall be used to add interest and reduce the scale of large buildings. Roof features shall complement the character of the overall development.

- a. Flat roofs shall require parapet screening, which adheres to articulation requirements for the main face of the structure. The average height of the parapet shall not exceed fifteen percent (15%) of the height of the supporting wall unless rooftop equipment cannot be sufficiently screened. A three dimensional cornice treatment is encouraged for parapets. Parapets need to look complete from all sides if visible at any distance from the ground.
- b. Overhanging eaves shall extend no less than three feet (3') past the supporting walls.
- c. Pitched roofs shall have a minimum pitch of 4/12 for all structure. This requirement excludes roofs for entries and dormers.
- d. Architectural elements that add visual interest to the roof, such as dormers and masonry chimneys, are encouraged.
- e. Wood shingles, corrugated metal, tar paper, and brightly-colored asphalt shingle roof materials are not allowed where visible from a roadway, public park or residential district.

**2.7. Canopies, Arcades, & Overhangs**

Structural awnings and canopy are encouraged at the ground level of all buildings adjacent to building entries to enhance articulation of the building volumes and entrance experience.

**2.8. Accent Features**

To add detail to a building's facade, the following accent features are encouraged:

- Overhang eaves
- Pilasters
- Cornices
- String courses
- Window sills
- Lintels
- Banding
- Articulated parapets
- Columns
- Projecting windows
- Rustication
- Porches

All service and aesthetic attachments to buildings must be designed to complement the buildings they serve in terms of their color and/or material. This includes such items as railings, walls, conduits, ladders, stack pipes, drain spouts, etc.

### 2.9. Outside Storage

No outside storage or outside operations of any kind shall be permitted within three hundred feet (300') of the right-of-way line of State Highway 360. Outside storage areas must be screened on properties along State Highway 360 by an opaque screening wall or fence constructed of material consistent with the predominant facade material of the building in which the primary use is located. The opaque screening wall or fence shall have a maximum length of fifty feet (50') without a change in material to wrought iron with a maximum length of ten feet (10'). These screening walls or fences shall have adjacent plantings of dense evergreen material three feet (3') in height at installation. Outside storage must not be stacked or raised above the height of the screening wall. In all cases, screening walls and screening plantings must be architecturally compatible with the design of the building they serve.