

STOREFRONT REVIEW

Purpose: The purpose of a Storefront Review is to ensure that uses located along a Main Street or Urban Corridor place type will actively engage the street and stimulate and maintain pedestrian interest.

Certain uses (largely office operations and instruction facilities such as yoga and Pilates studios) do not require or necessarily desire a storefront presence and sometimes choose to obscure storefront windows by installing blinds, curtains, painted window coverings, spandrel or frosted glass or other obscuring techniques. When this occurs, it effectively leaves a “dead” zone that discourages pedestrians from moving along a sidewalk to the next possible destination. The Storefront Review process ensures that storefront transparency is maintained allowing pedestrians to see into commercial spaces. The process also prevents storefronts from being obscured or removed, and allows for consideration of creative solutions for obscuring up to 50 percent of a storefront through a Design Review Permit.

Because certain uses may shy away from transparency due to their business operation, location in a pedestrian zone is not always appropriate unless measures are agreed to that provide for a desirable pedestrian experience.

Applicable locations: Within the City these areas include the Town Center-Pedestrian and Mixed-Use zones along Main Streets and Urban Corridors. Storefronts may also be required in other areas as part of another permit such as a Conditional Use Permit, Zoning Administrator Permit, and/or Design Review Permit.

Storefront Reviews: When indicated in zoning use tables or required as part of a Zoning Administrator or Conditional Use Permit, a Storefront Review is required. There are three levels of review: Storefront Exemption, Storefront Certificate, and Storefront Design Review.

Storefront Exemption: Exemptions apply to uses or buildings where it can be demonstrated that there are no existing storefronts, or that storefronts are sufficiently removed from the streets. In most cases, Storefront Review Exemption may be approved at the Development Services Center if certain criteria are met.

Storefront Certificate: A Storefront Certificate may be obtained when a user agrees to maintain a transparent storefront.

Storefront Design Review Permit: There are also instances where creative design solutions may address the storefront program goals. These solutions require a Design Review Permit.

Submittal Requirements:

For Exemption or Certification: If the information cannot be obtained from online sources (e.g., GIS and street views) staff may need your assistance to make that determination through provision of photos, site plans, and/or floor plans that identify the existing conditions.

For Design Review Permit: Please provide a site plan, a floor plan, photos of the existing conditions, and an elevation or other graphic identifying the proposed storefront design solution. Color and/or material samples may also be required.

Storefront Application

Business name: _____

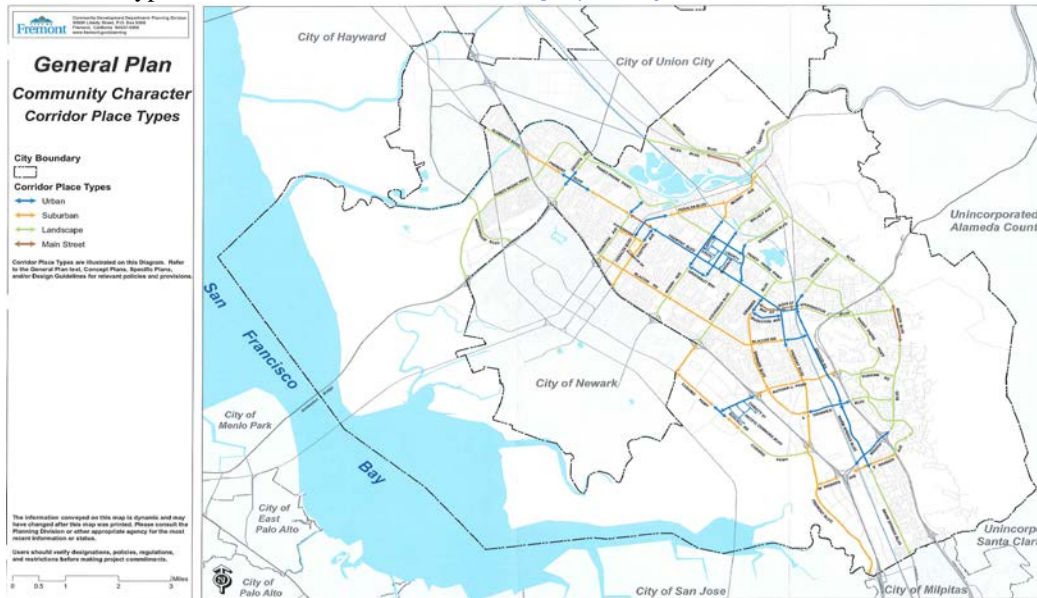
Applicant name: _____

Business Address: _____
(including zip code)

Phone number: (____) _____ E-mail: _____

I am applying for a Storefront Exemption. I believe I meet one or more of the following criteria (check all that apply):

The property on which the business is located is not located on a Main Street or Urban Corridor Place Type as shown below or in this link: <https://fremont.gov/DocumentCenter/View/31209>



The business/tenant space does not have windows facing either a Main Street or Urban Corridor nor is it located on a pedestrian way or courtyard within 100 feet of one of these corridors.

The building windows or building design is such that there is effectively no storefront condition.

Please provide photos, site plans and/or floor plans that back up the checked criteria above. Exemptions are processed free of charge.

I am applying for a Storefront Certificate and agree to maintain a storefront condition. I believe that I can meet the storefront requirements set forth below and will agree to maintain an open and transparent storefront.


Note: If you cannot agree to the following items, then this location is not suited to your business needs and you should find another location. If you fail to adhere to the storefront requirements you

will be in violation of the Zoning Ordinance. The City will warn first time violators and ask that they make corrections to abate the violation within 30 days. If the violation is not corrected, both the tenant and/or the owner may be subject to a citation of up to \$500 per day.

Storefront Certification Requirements:

- (1) Maintain windows in a transparent condition during normal business hours, except that any blinds, curtains and other non-transparent window coverings will only be closed during times when sun or glare presents an observable problem for the users.
- (2) No window covering materials (e.g., paint, paper, films, wood or metal panels, etc.) will be installed or added that block more than 20 percent of the storefront window area.
- (3) No windows shall be removed nor shall windows be replaced with new panels containing spandrel glass, or any non-transparent or reflective materials.
- (4) Merchandise displayed in a window shall not block more than 50 percent of the transparency of the business activities as viewed by an adult person on the walkway in front of the business.
- (5) Window signage shall be limited to 20 percent of the window area as provided by Section 18.193.490(g)(2). Total building signage (which includes window signage) is also limited by land use designation and building frontage under Section 18.193.550.

Please provide photos, site plans, floor plans and elevations or graphics that document existing conditions and/or how you will comply with the requirements listed above. The cost of processing a storefront certification is \$29.00.

 **I am applying for a Storefront Design Review Permit.** The zoning administrator may consider alternatives where up to 50 percent of the existing window area may be obscured through use of decorative window treatments, including but not limited to etched glass, art glass, decorative spandrel glass where such treatments provide sufficient visual interest and can be reversed or restored to a more transparent condition by subsequent users of the tenant space. The treatment may also include art displays or window display boxes. Complete elimination of window transparency is not allowed through this process and any signage must still comply with signage limitations set forth in subsection (5) of the certification requirements listed above. Such considerations shall be made through a noticed public hearing regarding the proposed design solution.

Please provide photos, site plans, floor plans and elevations or graphics that depict the proposed design solution. You may also be asked to submit color and material samples. The City requires a deposit of \$1,680. The business owner will be charged the actual cost of staff time associated with the processing of your application. The business owner will be invoiced if the processing costs exceed the deposit. Any unused funds will be refunded to the business owner.

Certification of Business Owner

I, the undersigned, have read and will comply with all the foregoing regulations for storefronts in the event my Storefront Certification is approved or conditions of my Design Review Permit if one is approved. I agree to notify my employees and business associates and disclose these requirements should I sell or transfer my business.

Print Name

Signature

Date

Authorization of Property Owner(s) (whether same as business owner or different)

I (we), the owner(s) of the real property that is the subject of the application, hereby authorize filing of this application for Storefront Certificate or Design Review Permit.

Print Name

Signature

Date

FOR OFFICIAL USE ONLY: _____

Exemption

Storefront Certificate

Design Review Permit

Conditions of Approval:

Approved by

Date