

# Certificate of Appropriateness Public Input Process and Opportunities for Improvement

November 27, 2018



# Outreach Team

- **Communications Department**

- Jackson Daly
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- **Planning Department**

- Karen Frost
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# Purpose of Presentation

- Present findings of public outreach efforts
- Confirm goals for measuring success for historic preservation in Georgetown, Texas
- Identify short, medium, and long term opportunities for improvements to education, regulations, process, and policy



# Feedback Requested

- Identify short, medium, and long term opportunities for improvements to education, regulations, process, and policy.
- Based on goals and public input, are there specific changes and alterations to the UDC or Design Guidelines City Council would like implemented?

# Presentation Agenda



# Part 1:

## Recap of 2018 Discussions on Historic Preservation



# 2018 Historic Preservation Conversations

Oct. 23, 2018: Review  
of Past and Current  
Historic Preservation  
Policy

Sept. 21,  
2018: Public  
comment on  
demolition of a  
medium  
structure  
priority

- Aug. 2018:
- Appeal on HARC action on CoA for 511 S. Main St.
  - City Council requests changes to CoA review authority
  - Workshop on COA process outreach efforts

Feb. 2018:  
Workshop on  
UDC  
revisions for  
COA  
approvals

Jan. 2018:  
Appeal on  
HARC action  
on a CoA for  
204 E. 8<sup>th</sup>  
Street

# Appeal Cases



- Located in Downtown Overlay District- Area 2
- Key Points of Appeals:
  - ❑ Massing and scale of property in the transition zone



# Outreach Direction Provided

## Outreach Themes

- Process Experience & Cost
- Education
- Value of Historic Preservation

## Stakeholders

- Development Professionals
- Property Owners
- Business Owners
- Georgetown Citizens
- Current & Past HARC Commissioners
- Current and Past COA applicants

## Methods for Engagement

- Survey
- Focus Groups
- Public Meeting
- Office Hours

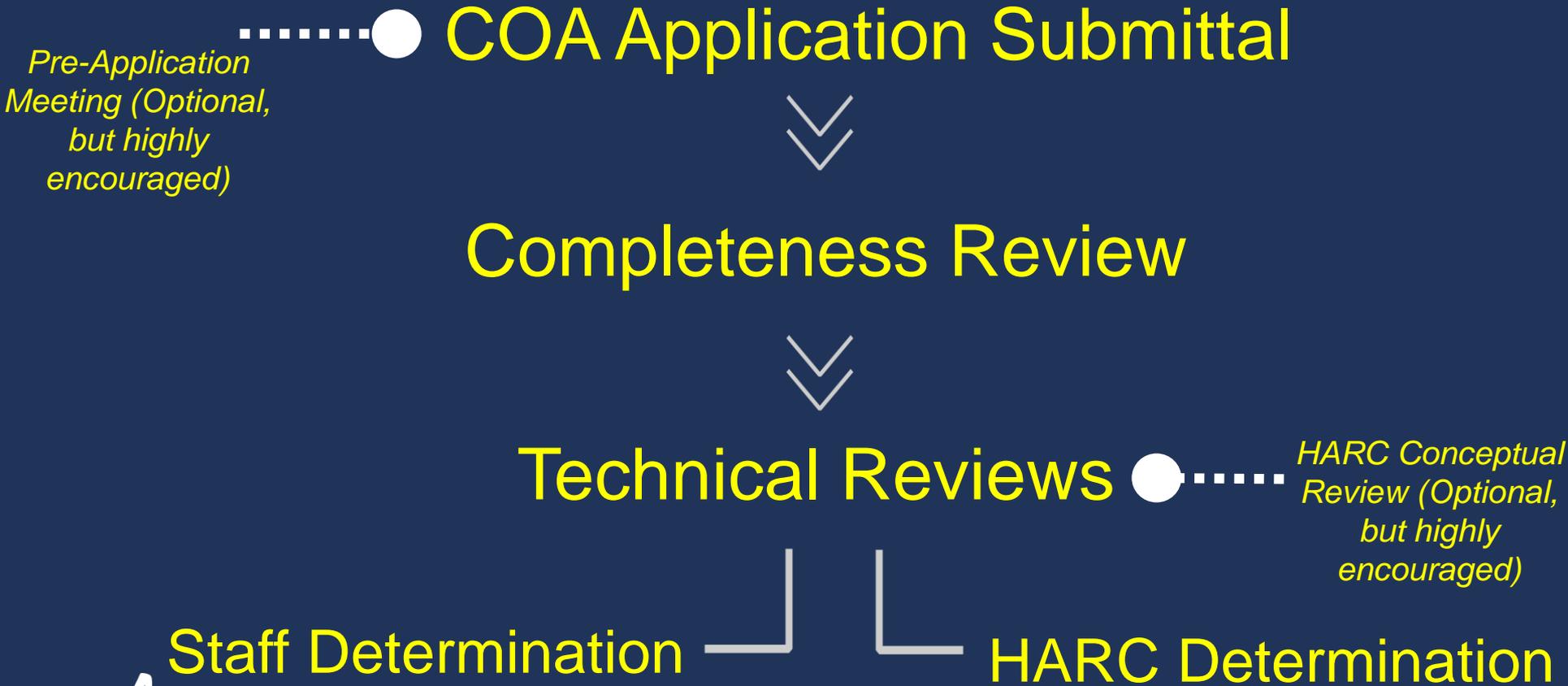
# Information Requested

- Development Process
- Historic District Boundaries

# Development Process



# Certification of Appropriateness Application Process



# Administrative Determination

After technical review is complete, and all proposed changes meet the Downtown Design Guidelines and Unified Development Code Criteria:

- *HPO Approval Memo is issued immediately*

If proposed changes do not meet the Downtown Design Guidelines:

- *Proposed changes can be appealed to HARC*



# HARC Determination

After technical review is complete, a project is scheduled for the next HARC Meeting. At the meeting HARC can:

- *Find all criteria is met, approve project*
- *Find all criteria is not met, add conditions or delay to next meeting so the applicant may address comments*
- *Find all criteria is not met, deny project*

Applicant can appeal to City Council



# HARC Public Hearing Schedule

HARC Meetings occur once a month.

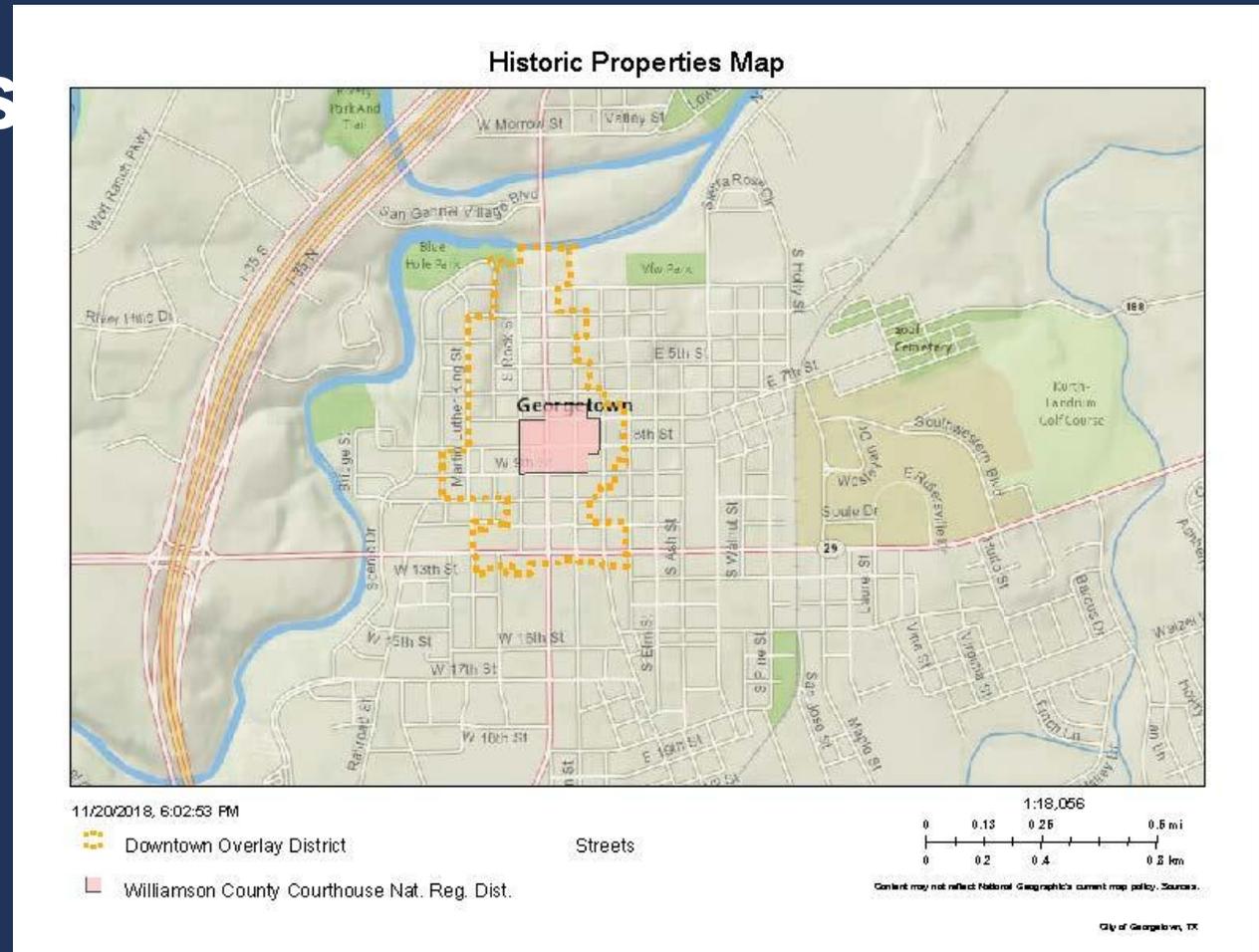
- Steps required for scheduling a case for a HARC hearing
  - 21 Days Prior: Technical Review Due
  - 17 Days Prior: Signs & Letters ready and posted
  - 15 Days Prior: Staff Reports Due
  - 10 Days Prior: Project put in Novus
  - 6 Days Prior: Agenda Posted

# Historic District Boundaries



# District Boundaries

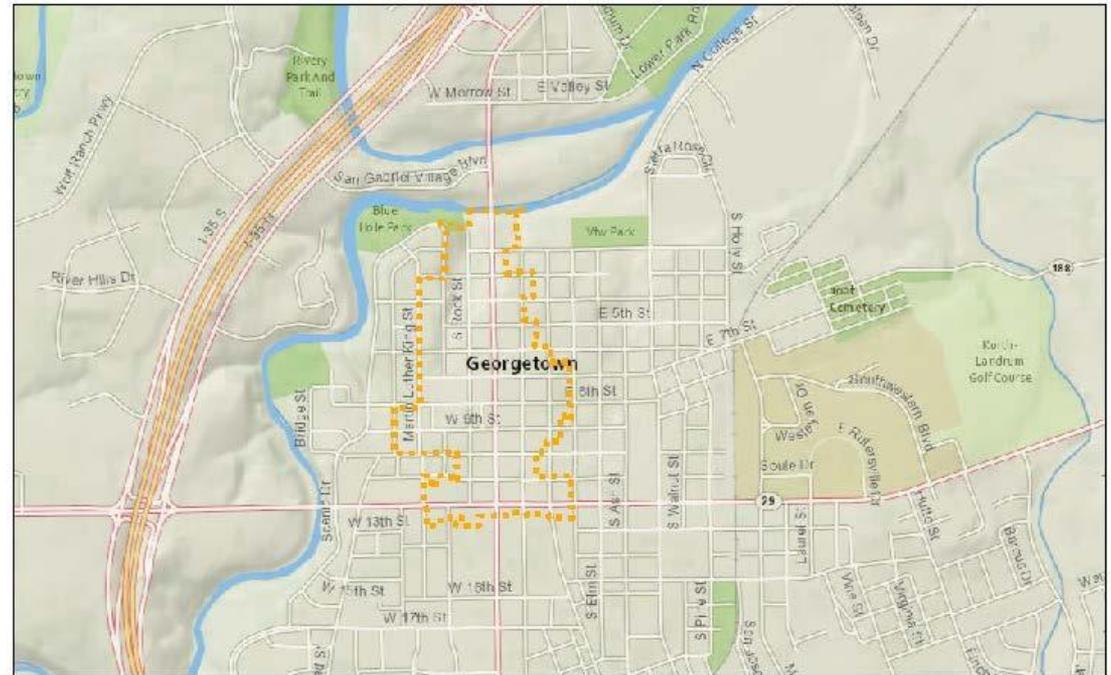
- Courthouse Historic District (1977)
- Courthouse National Historic District expanded (1986)



# District Boundaries

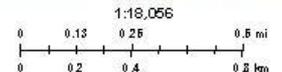
- Downtown Overlay District

Historic Properties Map



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- Streets
- Downtown Overlay District



Content may not reflect National Geographic's current map policy. Sources.

City of Georgetown, TX

# District Boundaries

- Old Town Overlay District

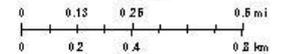
Historic Properties Map



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Old Town Overlay  
Streets

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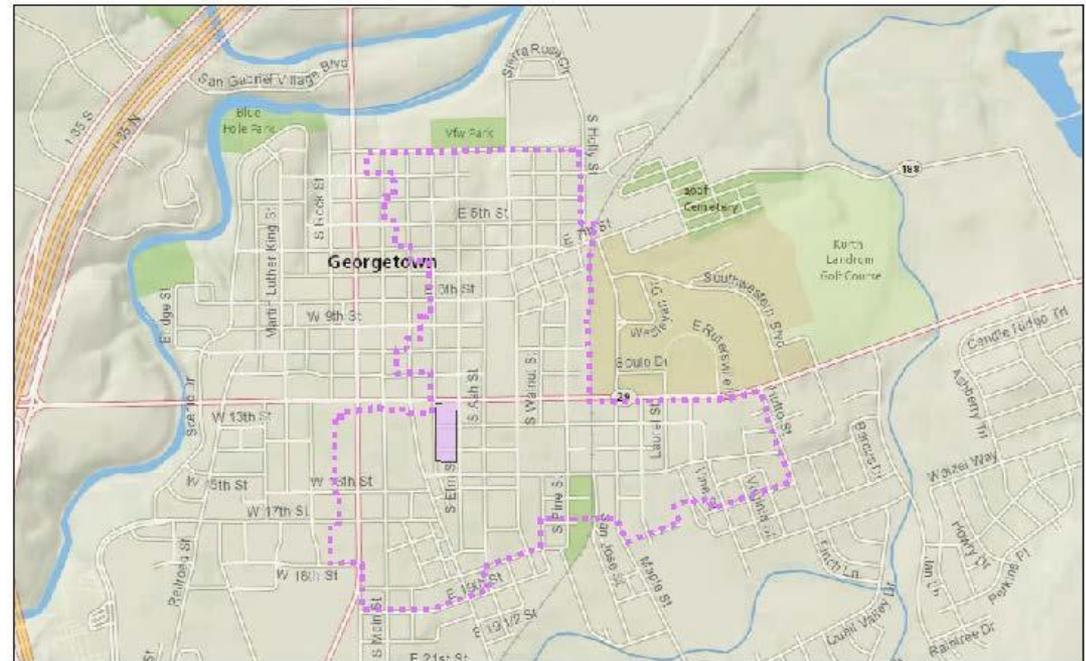
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City of Georgetown, TX

# District Boundaries

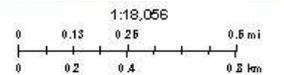
- University-Elm Street National Register Districts

Historic Properties Map



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- University-Elm Nat. Reg. Dist.
- Old Town Overlay
- Streets



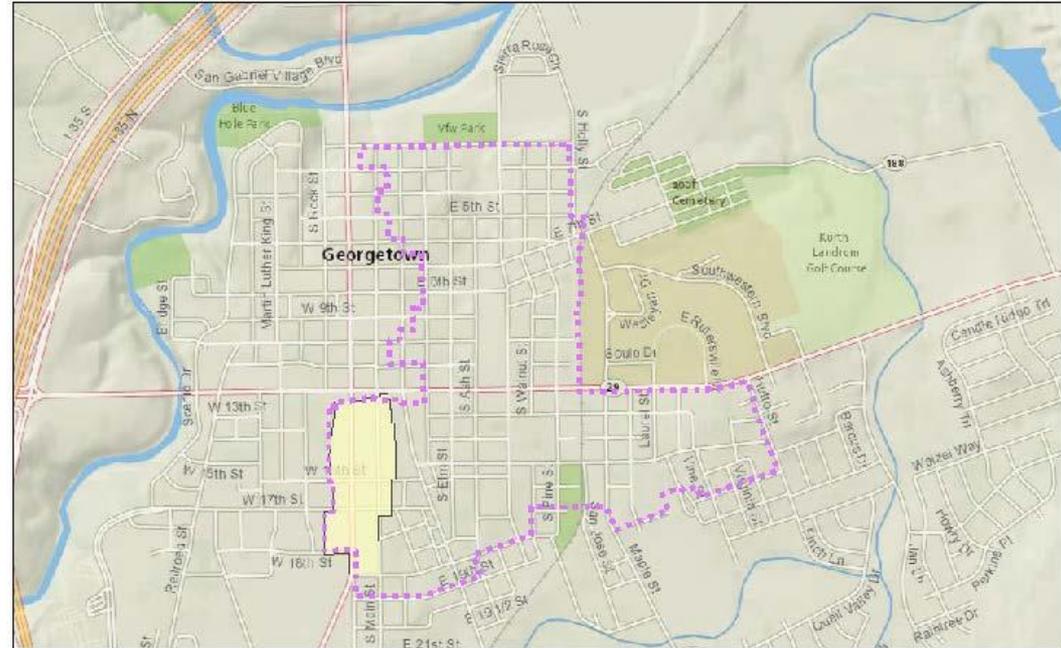
Content may not reflect National Geographic's current map policy. Sources:

City of Georgetown, TX

# District Boundaries

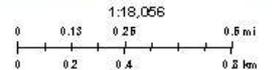
- National Register Districts
  - Belford Historic District (1986)

Historic Properties Map



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- Old Town Overlay
- Streets
- Belford Nat. Reg. Dist.



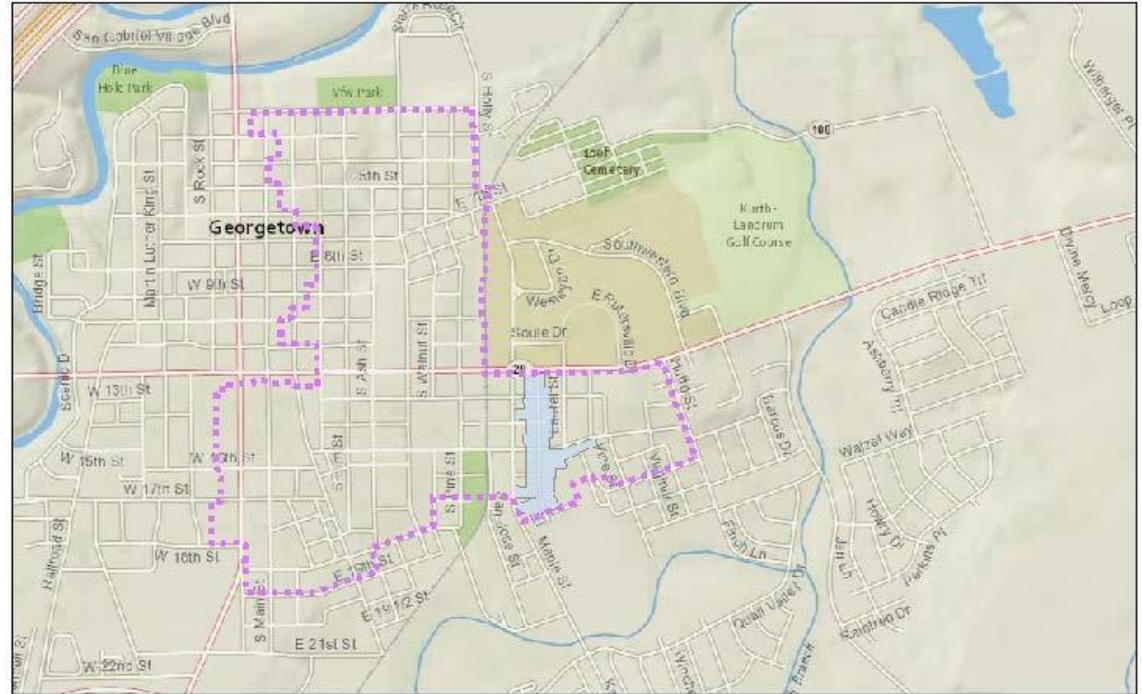
Content may not reflect National Geographic's current map policy. Sources:

City of Georgetown, TX

# District Boundaries

- National Register Districts
  - Olive Street Historic (2013)

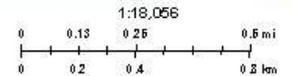
Historic Properties Map



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- Old Town Overlay
- Olive Street Nat. Reg. Dist.

Streets



Content may not reflect National Geographic's current map policy. Sources:

City of Georgetown, TX

# Part 2: Public Engagement



# Outreach Methods

- **Surveys (4)**
  - Property Owners on the Historic Resource Survey and/or within a Historic District
  - Applicants who have submitted a Certificate of Appropriateness (COA)
  - Community-at-large
  - Past HARC Commissioners
- Office Hours
- Focus Groups
- Public Meeting

# Outreach Impact

## Surveys

- 4 unique surveys
- 667 Respondents

## Office Hours

- 5 participants

## Focus Groups

- 4 groups
- 20 participants

## Public Meeting

- 46 attendees

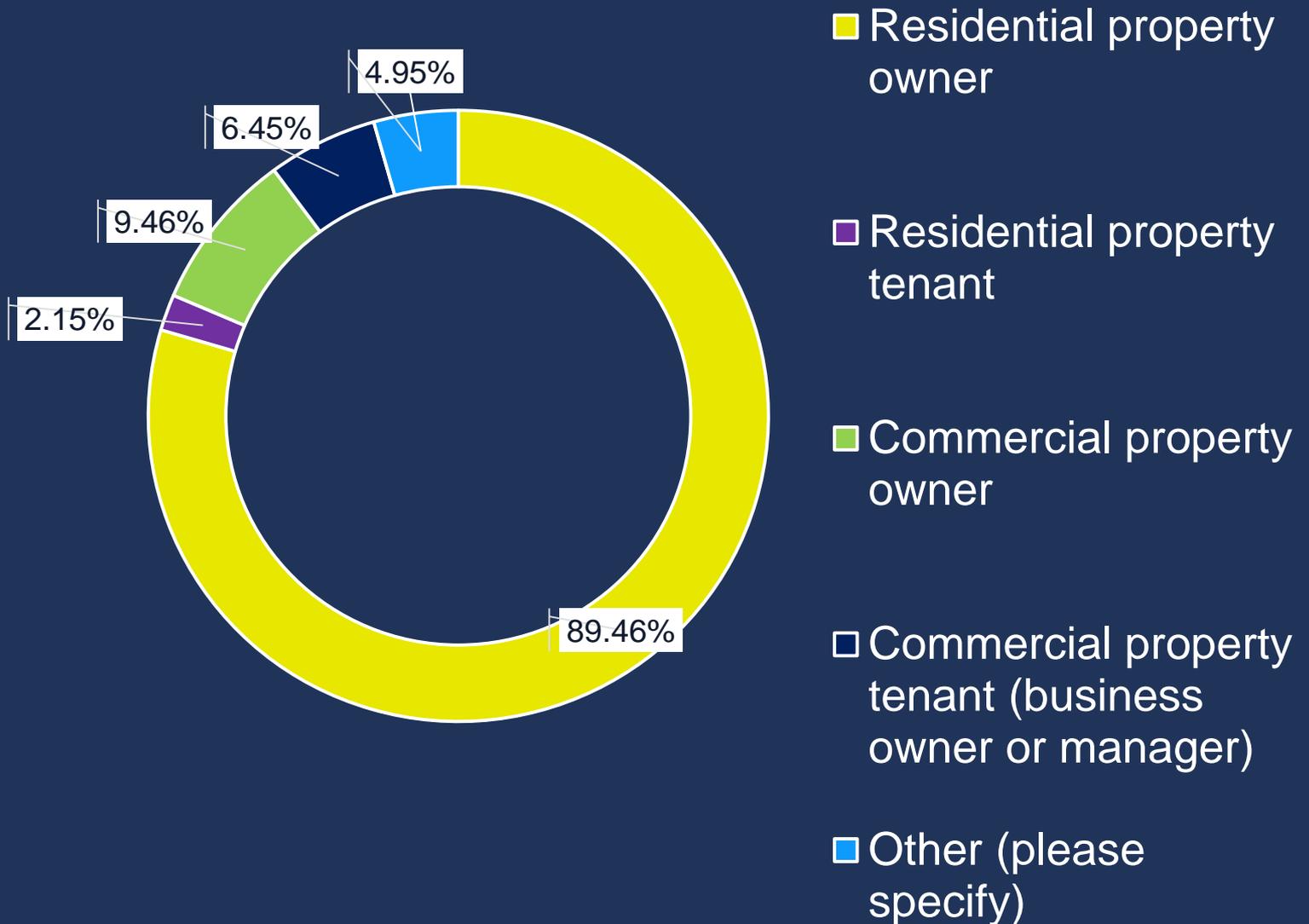
# Highlights of Community Surveys

# Survey No. 1

## Property Owners designated on the Historic Resource Survey and/or within a Historic District

Summary of Categorization for Historic-Age Properties			
Category	Old Town Downtown	Outside a District	Total Count
High	164	27	191...11%
Medium	401	187	588...35%
Low	468	429	897...54%
<b>Total</b>	<b>1,033</b> ...62%	<b>643</b> ...38%	<b>1,676</b>

# Who Responded?



# Survey Findings - Property Owners

- 85% of respondents find value in owning property on the HRS or in the historic overlay district.
- 97% of respondents understand there is additional oversight for historic properties.
- 61% of respondents own a property on the HRS.
- 72% of respondents have not taken a project through HARC.

# Survey Findings- Property Owners

- 82% of respondents identified HARC should have oversight of new construction in the overlay.
- 50% of respondents identified HARC should have oversight over the demolition of structures on the Historic Resources Survey that are OUTSIDE a historic district.
- 74% feel that the city's overview of properties on the HRS add value.
- General responses indicate HARC should review High and Medium priority structures.

# Should HARC have oversight over the following processes in a historic district, based on a structures' significance?

	High Priority Structures	Medium Priority Structures	Low Priority Structures
<b>Creating or adding to an existing street facing facade</b>	<b>97.01%</b>	<b>74.73%</b>	<b>39.40%</b>
Non-street facing facades	82.80%	57.35%	21.51%
Installation or demolition of awnings or canopies	89.87%	63.07%	23.53%
<b>Installation or demolition of porches, patios, or decks</b>	<b>90.63%</b>	<b>68.88%</b>	<b>26.89%</b>
<b>Replacing a historic architectural feature with a non-historic architectural feature</b>	<b>95.29%</b>	<b>73.96%</b>	<b>31.30%</b>
Replacing roof materials with different roof materials	85.96%	60.70%	23.51%
Modifications to exterior steps, stairways, and ramps	88.37%	63.79%	22.92%
<b>Rooftop HVAC, mechanical or communication equipment that results in modifications to the building facade</b>	<b>90.63%</b>	<b>67.81%</b>	<b>26.56%</b>
<b>Removal or destruction of any historic or architectural features that is integral to the historic character of the building or structure, or historic overlay district</b>	<b>96.98%</b>	<b>76.65%</b>	<b>40.11%</b>
Demolition of an attached carport, porch, patio or deck	88.54%	64.97%	29.94%
<b>Demolition of a street-facing facade</b>	<b>95.74%</b>	<b>77.84%</b>	<b>35.51%</b>

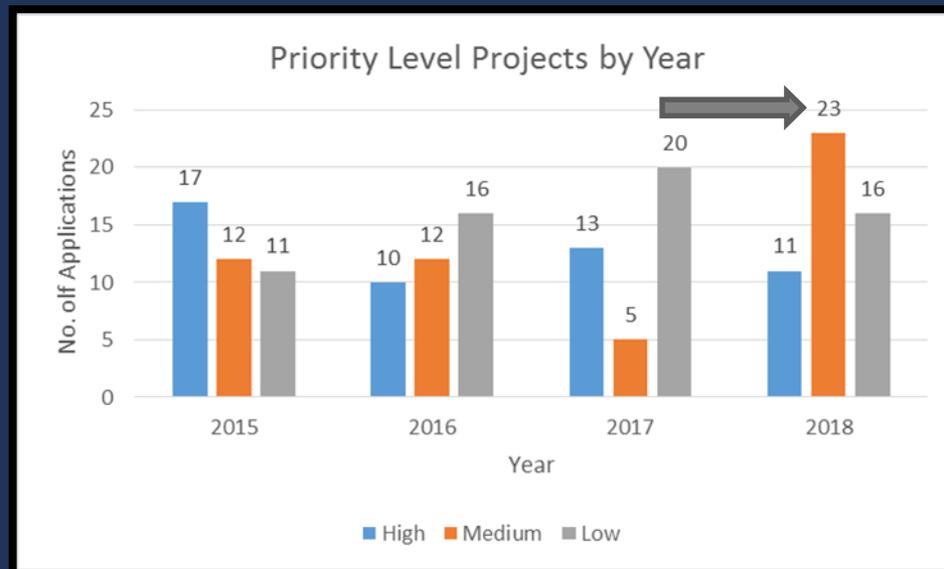
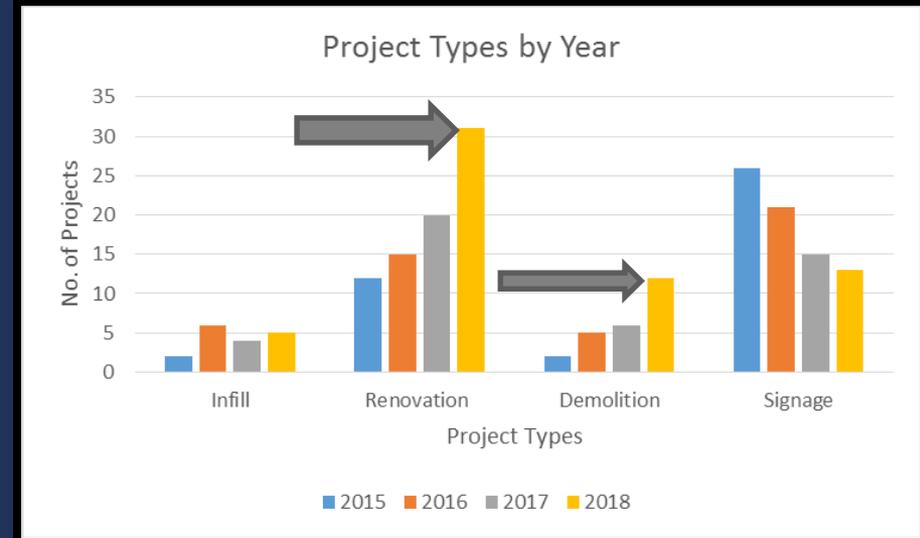
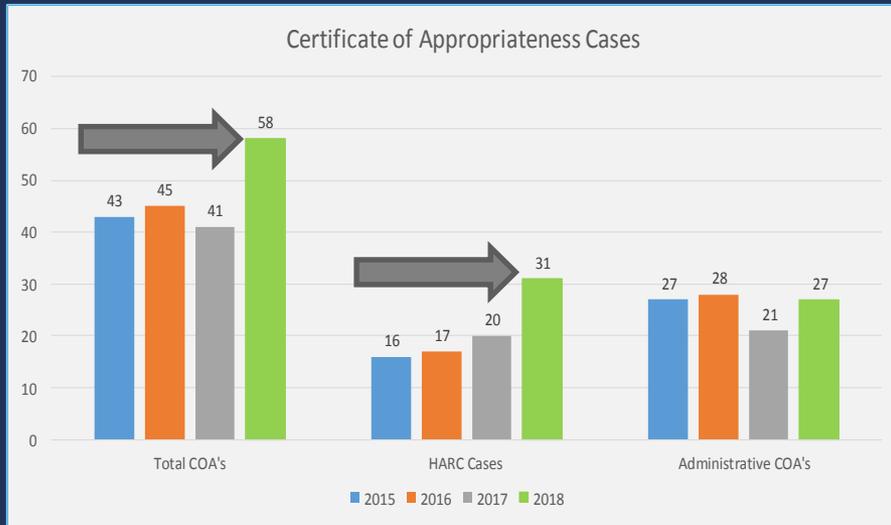
# Should HARC have oversight over the following processes in a historic district, based on a structures' significance?

	High Priority Structures	Medium Priority Structures	Low Priority Structures
<b>Demolition of a street-facing facade</b>	<b>95.74%</b>	<b>77.84%</b>	35.51%
<b>Demolition that results in the reduction or loss in the total square footage of the existing structure</b>	<b>90.19%</b>	67.09%	28.48%
<b>Relocation of a building or structure to a historic overlay district (includes relocation of buildings or structures within the same historic overlay districts)</b>	<b>95.97%</b>	<b>72.33%</b>	<b>40.63%</b>
Relocation of a building or structure outside of the historic overlay district	87.32%	64.49%	31.88%
<b>New fence, railing or wall that is inconsistent with the overlay district's characteristics and applicable guidelines</b>	<b>93.64%</b>	<b>75.76%</b>	<b>44.55%</b>
<b>Signage</b>	<b>94.79%</b>	<b>76.07%</b>	<b>52.76%</b>

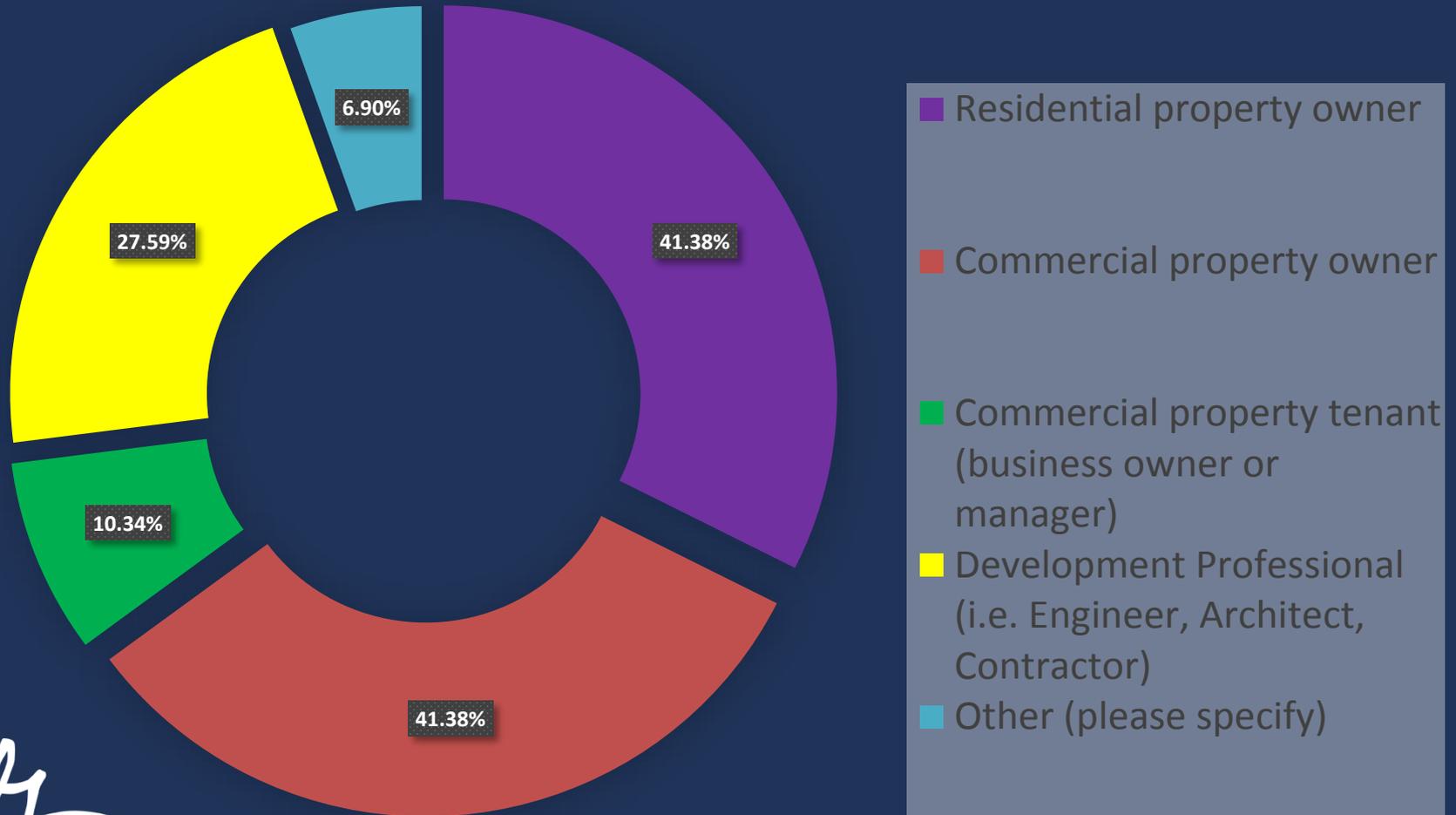
# Survey No. 2

## Certificate of Appropriateness (COA) Applicants, 2015 - present

# COA Cases 2015 - present



# Who Responded- Applicants Survey

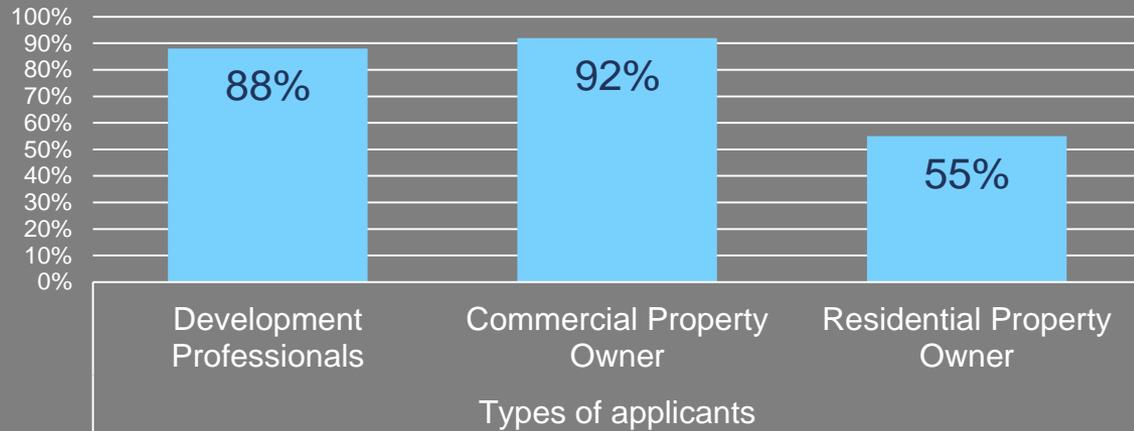


# Survey Findings- Applicants

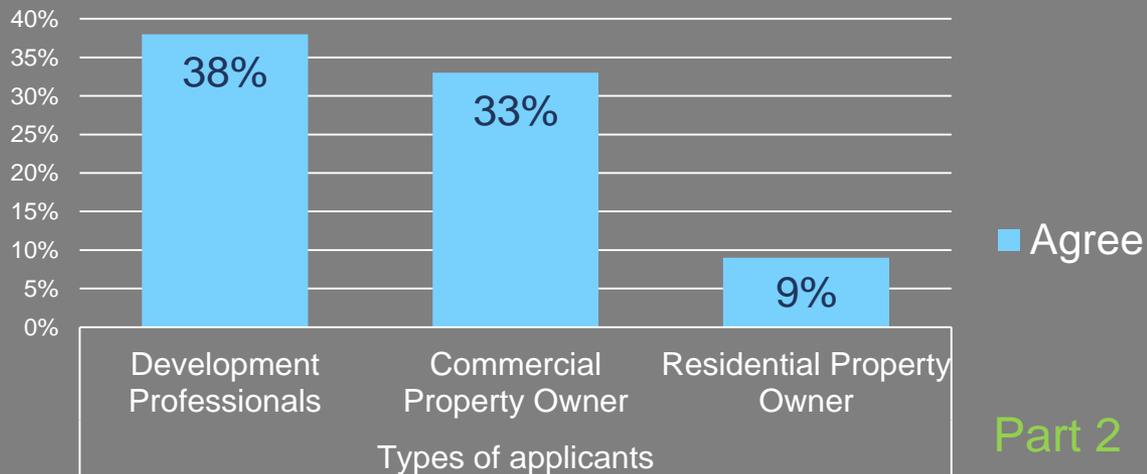
- 57% of respondents find value in properties in the Historic Resource Survey or historic district.
- 78% of respondents understood the additional oversight for historic properties in Georgetown prior to beginning their project(s).
- 40% of respondents identified the Guidelines were not easy to understand or apply.
- 61% feel that the city's overview of the HRS adds value to the properties.

# Survey Findings: Applicants

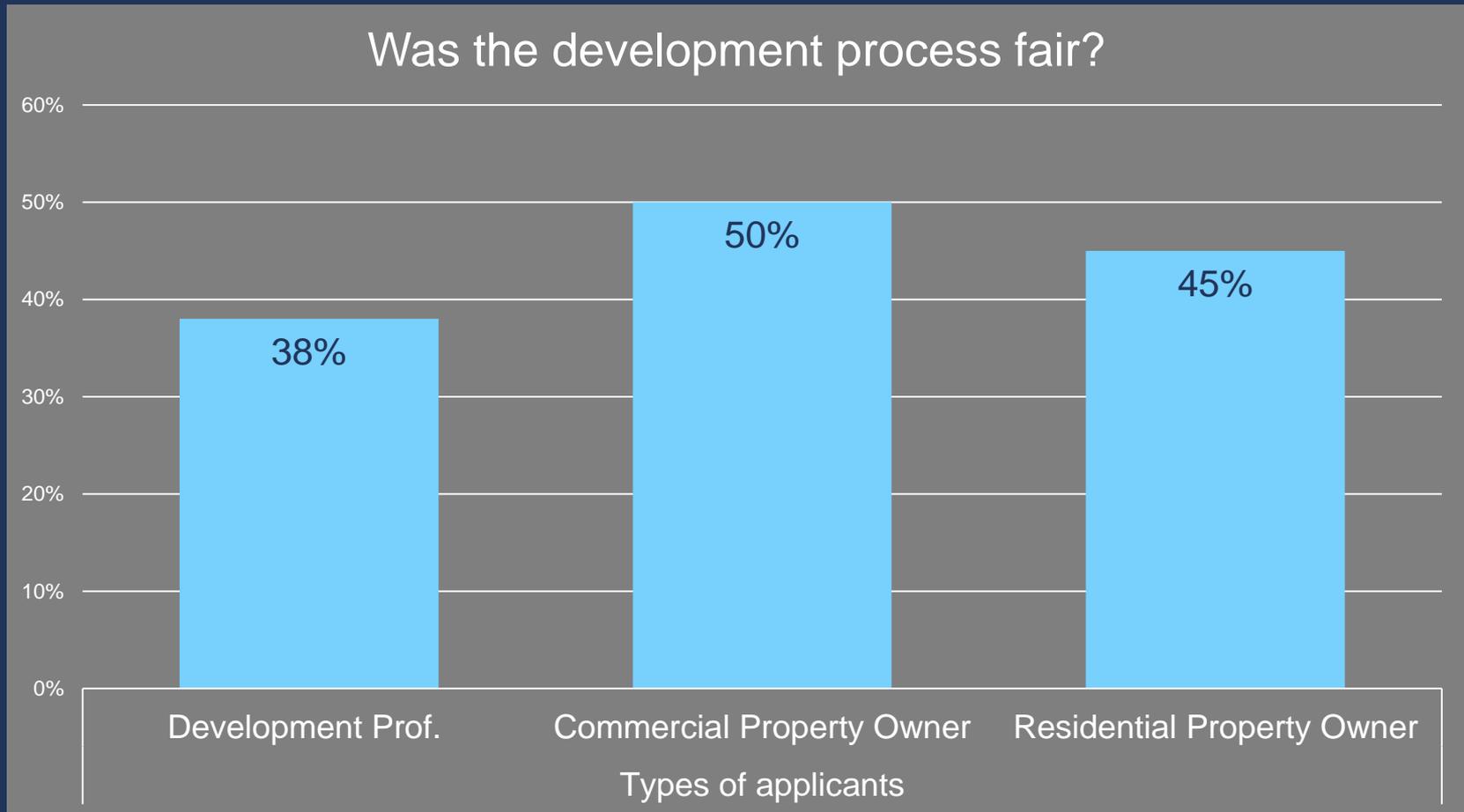
Did you understand the additional oversight for historic properties in Georgetown prior to beginning your project(s)?



Do you think the guidelines governing what can and cannot be done on historic properties are clear and easily applied?



# Survey Findings: Applicants



# Survey Findings: Applicants

- 32% of respondents had a positive perception of HARC
- 39% of respondents identified all decisions by HARC should have final approval by City Council.
- 53% identified HARC should NOT have oversight of new construction in the overlay.

# Survey Findings: Applicants

- 61% feel HARC should not have oversight of HRS properties outside of the districts.
- General responses indicate HARC should review High and Medium priority structures.

# Survey of COA Applicants:

Q. Should HARC have oversight over the following processes in a historic district, based on a structures' significance?

	High Priority Structures	Medium Priority Structures	Low Priority Structures
<b>Creating or adding to an existing street facing facade</b>	<b>95.65%</b>	<b>65.22%</b>	<b>30.43%</b>
<b>Non-street facing facades</b>	<b>93.33%</b>	26.67%	6.67%
<b>Installation or demolition of awnings or canopies</b>	<b>94.12%</b>	47.06%	17.65%
<b>Installation or demolition of porches, patios, or decks</b>	<b>95.00%</b>	30.00%	10.00%
<b>Replacing a historic architectural feature with a non-historic architectural feature</b>	<b>100.00%</b>	<b>50.00%</b>	9.09%
<b>Replacing roof materials with different roof materials</b>	<b>90.91%</b>	36.36%	18.18%
<b>Modifications to exterior steps, stairways, and ramps</b>	<b>93.33%</b>	33.33%	13.33%
<b>Rooftop HVAC, mechanical or communication equipment that results in modifications to the building facade</b>	<b>95.24%</b>	<b>52.38%</b>	4.76%
<b>Removal or destruction of any historic or architectural features that is integral to the historic character of the building or structure, or historic overlay district</b>	<b>100.00%</b>	<b>50.00%</b>	13.64%

# Survey of COA Applicants:

Should HARC have oversight over the following processes in a historic district, based on a structures' significance?

	High Priority Structures	Medium Priority Structures	Low Priority Structures
Demolition of an attached carport, porch, patio or deck	93.33%	33.33%	13.33%
Demolition of a street-facing facade	90.48%	52.38%	33.33%
Demolition that results in the reduction or loss in the total square footage of the existing structure	92.86%	50.00%	21.43%
Relocation of a building or structure to a historic overlay district (includes relocation of buildings or structures within the same historic overlay districts)	94.12%	58.82%	35.29%
Relocation of a building or structure outside of the historic overlay district	92.31%	30.77%	15.38%
New fence, railing or wall that is inconsistent with the overlay district's characteristics and applicable guidelines	100.00%	64.29%	35.71%
Signage	94.12%	41.18%	17.65%

# Survey No. 3

## Community Wide Survey

# Who Responded?

- 164 Responses
  - 92% of respondents were residential property owners in the City of Georgetown
  - 86% of respondents do not own a property on the HRS
  - 93% of respondents have not taken a project through the HARC process

# Survey Findings: Community Wide

- 78% of respondents indicated Downtown or Old Town area had an impact on their decision to live or work in Georgetown.
- 62% of respondents feel city's efforts to oversee development in Old Town & Downtown Overlay Districts are effective.
- 86% of respondents find value in the city having a role in preserving historic buildings.
- 90% of respondents understand there is additional oversight for historic properties

# Survey Findings: Community Wide

- 73% of respondents have a positive perception of HARC.
- 80% of respondents identified HARC should have oversight of new construction in the overlay districts.
- 41% of respondents identified HARC should have oversight of demolition of structures on the HRS outside the overlay.
- 71% feel that the city's overview of the HRS adds value to the properties.

# Community Survey of Historic Properties & Districts:

Should HARC have oversight over the following processes in a historic district, based on a structures' significance?

	High Priority Structures	Medium Priority Structures	Low Priority Structures
<b>Creating or adding to an existing street facing facade</b>	<b>96.30%</b>	<b>75.00%</b>	<b>36.11%</b>
Non-street facing facades	76.19%	64.29%	22.62%
Installation or demolition of awnings or canopies	85.42%	72.92%	29.17%
<b>Installation or demolition of porches, patios, or decks</b>	<b>92.93%</b>	67.68%	24.24%
<b>Replacing a historic architectural feature with a non-historic architectural feature</b>	<b>96.12%</b>	72.82%	33.98%
Replacing roof materials with different roof materials	83.13%	71.08%	25.30%
Modifications to exterior steps, stairways, and ramps	88.30%	64.89%	22.34%
Rooftop HVAC, mechanical or communication equipment that results in modifications to the building facade	87.64%	68.54%	25.84%
<b>Removal or destruction of any historic or architectural features that is integral to the historic character of the building or structure, or historic overlay district</b>	<b>95.19%</b>	<b>75.96%</b>	<b>39.42%</b>

# Community Survey of Historic Properties & Districts:

Q. Should HARC have oversight over the following processes in a historic district, based on a structures' significance

	High Priority Structures	Medium Priority Structures	Low Priority Structures
Demolition of an attached carport, porch, patio or deck	85.71%	71.43%	29.67%
<b>Demolition of a street-facing facade</b>	<b>93.27%</b>	71.15%	<b>37.50%</b>
<b>Demolition that results in the reduction or loss in the total square footage of the existing structure</b>	<b>90.11%</b>	70.33%	30.77%
<b>Relocation of a building or structure to a historic overlay district (includes relocation of buildings or structures within the same historic overlay districts)</b>	<b>95.00%</b>	<b>73.00%</b>	<b>38.00%</b>
Relocation of a building or structure outside of the historic overlay district	80.52%	<b>77.92%</b>	<b>35.06%</b>
<b>New fence, railing or wall that is inconsistent with the overlay district's characteristics and applicable guidelines</b>	<b>92.93%</b>	<b>73.74%</b>	<b>43.43%</b>
<b>Signage</b>	<b>90.91%</b>	<b>76.77%</b>	<b>48.48%</b>

# Survey No. 4

## HARC Commissioners 2015 to Present

# Survey Findings: HARC Commissioners

- 9 Responses
  - 77% of respondents indicated they believe Guidelines governing what can and cannot be done on historic properties are clear and easily applied.
  - 100% of respondents had a positive experience serving on HARC.
  - 100% feel that city oversight of the properties on the Resources Survey adds value.
  - 44% of respondents identified the training provided was adequate.
  - 88% of respondents identified staff provides adequate information prior to the meeting.

# Survey Findings: HARC Commissioners

- 100% of respondents indicated HARC should have oversight over all new construction in a Historic Overlay District.
- 55% of respondents indicated HARC should have oversight of demolitions outside of a Historic Overlay District.
- General responses indicate HARC should review High and Medium priority structures.

# Focus Groups and Individual Interviews

# Summary of Outreach

- **Focus Groups:**

- Architecture and Design professionals (3 participants )
- Residential applicants (8 participants)
- Commercial applicants (4 participants)
- Real Estate professionals (6 participants )

# Summary of Outreach

- **Office Hours/Individual Interviews:**
  - 4 community members requested a one-on-one session. These members included the following:
    - 1 past HARC Commissioner
    - 1 representative from Preservation Georgetown
    - 2 interested citizens and residents of Old Town

# Summary of Feedback:

- The COA/HARC process is generally beneficial to Georgetown. It protects property values and separates Georgetown from other suburbs in the area.
- The process is too expensive, too lengthy, and generally unclear.
- The COA process encourages demolition by neglect and this should be addressed, whether via a grant program or more flexible regulations.

# Summary of Feedback:

- There is room for improvement in the education of HARC members and citizens.
- Low-priority properties should not be subject to HARC review or should be subject to less stringent guidelines.

# Feedback Themes

COA/HARC process is generally beneficial to Georgetown.

Downtown or Old Town area had an impact on their decision to live or work in Georgetown.

Low Priority structures should receive less review.

COA development process should be examined for expense, length, and predictability in approval criteria.

# Part 3: Reconfirm Goals for Historic Preservation



• Purpose

- Sets vision for Downtown
- Goals for land use, public improvements, urban design, and public spaces

**Downtown  
Master Plan**

• Purpose

- Documents historic resources within the community

**Historic  
Resources  
Survey**

• Purpose.

- A basis for making decisions about the appropriate treatment of historic resources and new construction.

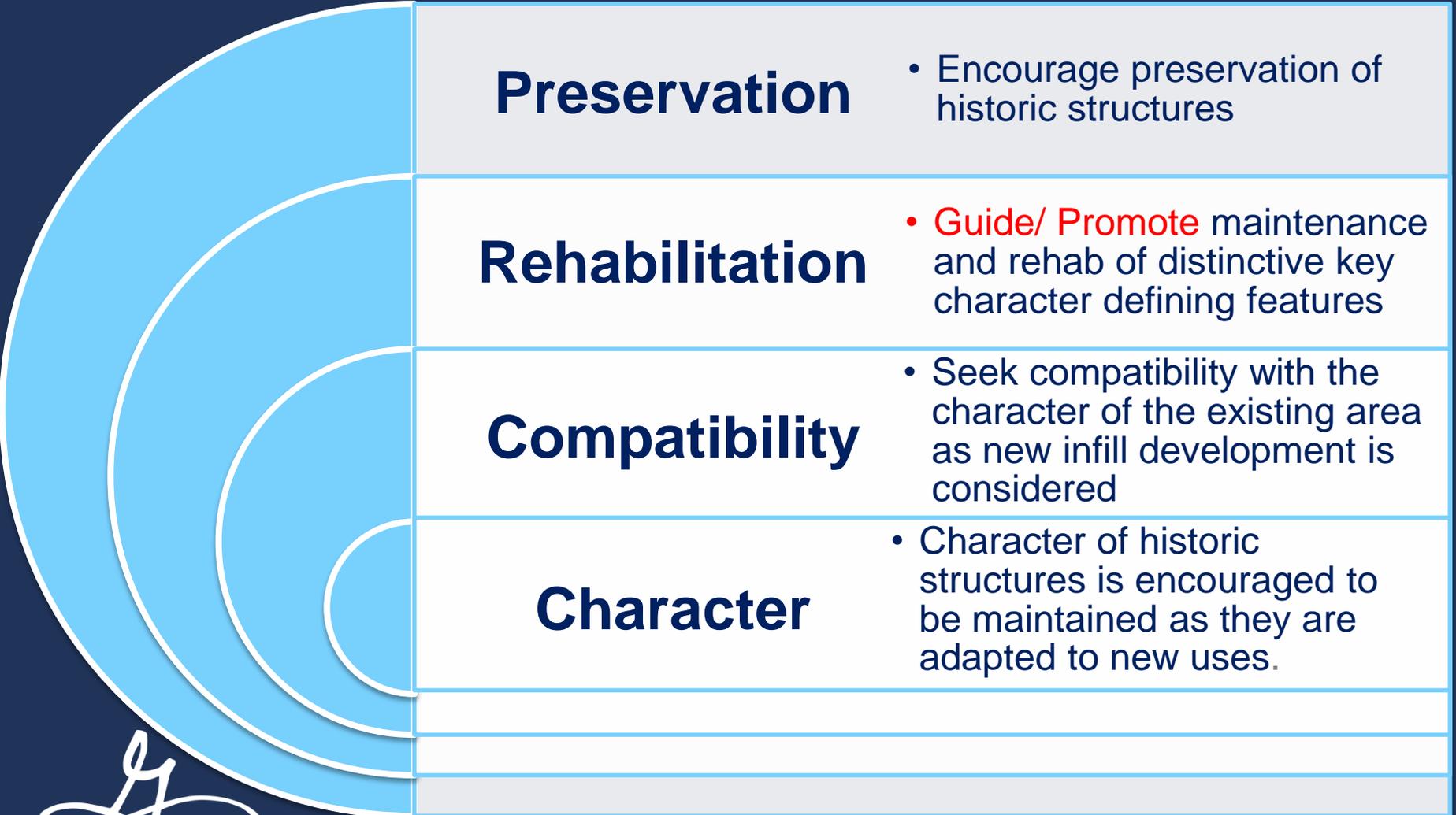
**Design  
Guidelines/  
Secretary of  
Interior  
Standards**

• Purpose

- To establish application and review procedures, public notice and hearing procedures, and review criteria for the processing of applications for COAs

**UDC**

# Overarching Goals - Confirmed at 10/23 meeting



# Overarching goals for Downtown Development

## Compatibility

- Maintain traditional mass, size, and form.

## Pedestrian Friendly Environment

- Sidewalk and amenities for comfortable walking experience.
- Building placement and scale

# Part 4:

## Identify next steps for implementing goals for Historic Preservation



# Feedback Themes

COA/HARC process is generally beneficial to Georgetown.

Downtown or Old Town area had an impact on their decision to live or work in Georgetown.

Low Priority structures should receive less review.

COA development process should be examined for expense, length, and predictability in approval criteria.

# Opportunities for Improvement

**Education**

**Regulation**

**Process**

**Policy**

# Opportunities for Improvement

Education

Strategy  
1

## Prepare HARC Commissioner Training Plan

- **Timeframe:** January 2019

Strategy  
2

## Execute HARC Commissioner Training Plan

- **Timeframe:** continuous

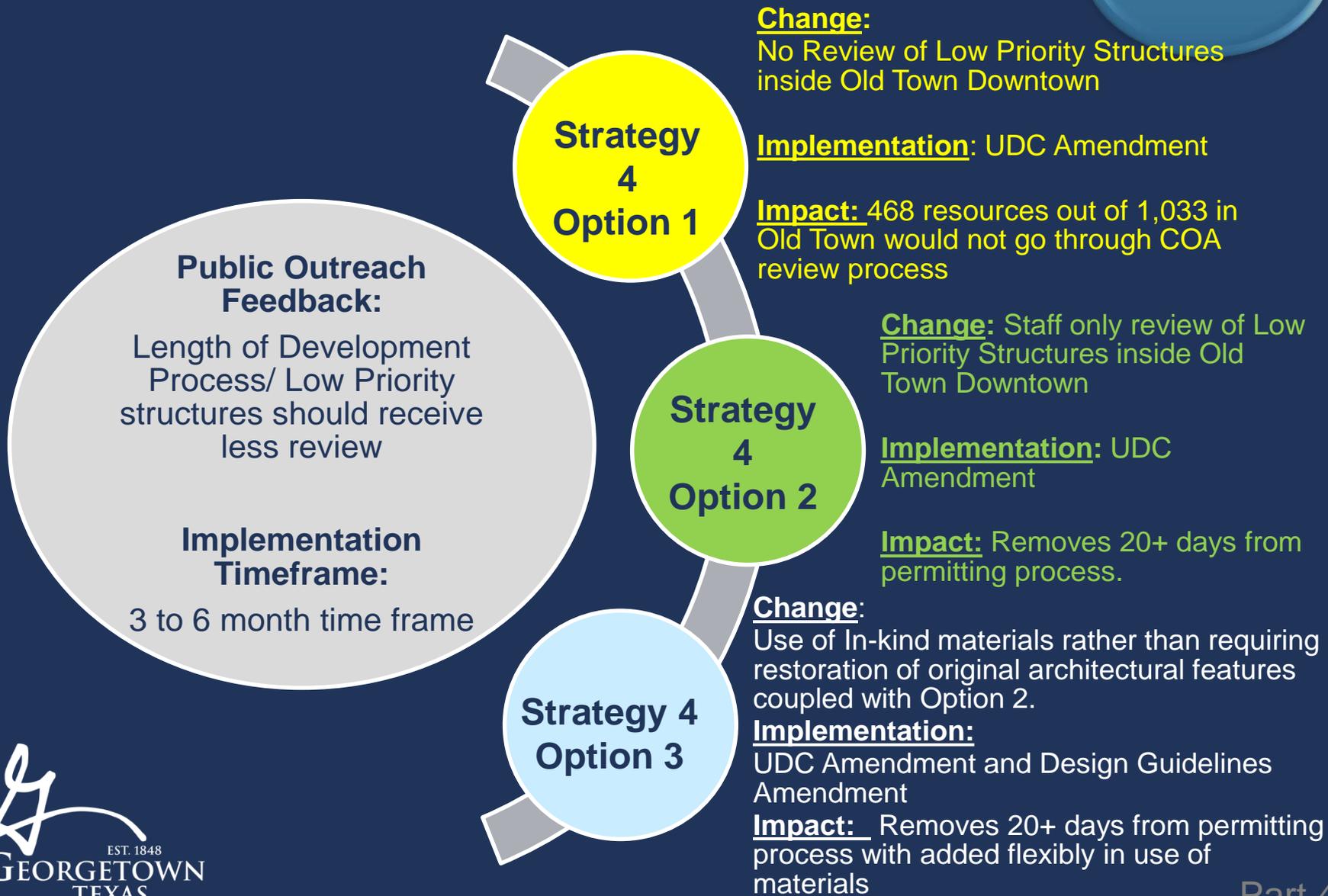
Strategy  
3

## Prepare annual public education seminar/outreach

- **Timeframe:** May, to coincide with Preservation Month

# Opportunities for Improvement

Regulation  
& Process



# Opportunities for Improvement

Regulation  
& Process

## Strategy 5 Option 1

**Change:**

No review of historic resources outside a Historic Overlay District

**Implementation:** UDC Amendment

**Impact:** 643 resources would no longer require review

### Public Outreach Feedback:

HARC review of demolitions shall be limited to properties within a Historic Overlay District.

### Implementation Timeframe:

3 to 6 month time frame

## Strategy 5 Option 2

**Change:** HARC review of only High Priority resources outside a Historic District without 60 day waiting period

**Implementation:** UDC Amendment

**Impact:** 616 resources would no longer require review

## Strategy 5 Option 3

**Change:**

Retain HARC review for High Priority structures, staff only review for Medium Priority structures outside of a Historic Overlay District and remove 60 day waiting period

**Implementation:** UDC Amendment

**Impact:** Removes the 60 day waiting period.

# Opportunities for Improvement

Regulation & Process

**Public Outreach Feedback:**  
COA Development Process takes too long and process is inconsistent

Strategy 6

Strategy: Update HARC meeting calendar to meet 2X a month

Implementation: March 2019

Strategy 7

Strategy: Establishing annual or biannual review of Historic Resources Survey

Implementation: Resolution to City Council

Strategy 8

Strategy: Work with City Legal Department to review for any conflicting language between Design Guidelines and UDC Regulations

Implementation: 3 to 6 months

# Opportunities for Improvement

Policy  
Strategy

**Public Outreach Feedback:**  
Downtown or Old Town area had an impact on their decision to live or work in Georgetown

Strategy  
9

**Strategy:** Review Design Guidelines for Downtown Overlay Area 2 for consistency with Downtown Master Plan

**Implementation:** 6 to 10 month time frame. Result in update of UDC and Design Guidelines

Strategy  
10

**Strategy:** Utilize local landmark process to focus on preservation efforts on highest priority community resources

**Implementation:** 1 to 2 year time frame

Strategy  
11

**Strategy:** Prepare Historic Preservation Element of 2030 Plan as called for in City Charter to allow for more long term goal setting approach to historic preservation.

**Implementation:** 2 to 3 year time frame. Coinciding with the update of the Downtown Master Plan.

# Feedback Requested

- Identify short, medium, and long term opportunities for improvements to education, regulations, process, and policy.
- Based on goals and public input, are there specific changes and alterations to the UDC or Design Guidelines City Council would like implemented?