

DOWNTOWN AND OLD TOWN DESIGN GUIDELINES UPDATE

CITY COUNCIL WORKSHOP: June 22, 2021

Presentation Agenda

- Recap of:
 - Council Direction from 2019
 - Stakeholder Feedback
 - Consultant Analysis
- Proposed Changes to Design Guidelines
- Completed Public Engagement
- Requested Feedback
- Next Steps

Council Direction from 2019

Council-Directed Topic Updates:

- Commercial Infill
- Residential Infill (New Review Requirement)
- Demolition/Relocation
- In-kind Materials
- Signs

Requested Feedback

- Do the proposed changes address Council's direction and stakeholder feedback?
- Is additional outreach or public engagement needed?
- Is additional information or clarification needed for the adoption process?

Completed Engagement– Fall 2020/Winter 2021

- Focus Groups (10 meetings)
- November Tuesday Talks Webinar (199 views)
- HARC Meeting – 10/22
- Main Street Advisory Board Meeting – 11/13
- Main Street Breakfast Bites Meeting – 12/3
- City Council Workshop – 12/8
- Virtual Open House – 12/16 (129 views & 104 surveys)
- State of the City – 1/28
- Project Website (861 views) & Social Media (782 views)



Stakeholder Feedback

- Design Guidelines are sometimes too vague, but flexibility is needed for creativity
- Better guidance for compatible additions and infill construction
- Our users would benefit from more plain and clear language and better illustrations
- Materials could be considered for their durability as well as their aesthetic quality
- New buildings need architectural details, especially in high-traffic areas
- Signage needs good quality materials and good design



Consultant Analysis

- Organize the document to help users more quickly access the information specific to their project.
- Reduce repetitive information to streamline the document and reduce confusion.
- More clearly separate guidelines for commercial and residential structures.
- Provide illustrations and guidance specific to Georgetown and to the variety of architectural styles in Georgetown's historic districts.
- Provide more guidance for building lighting.
- Provide more clear and specific guidance for sign illumination and signage for corner buildings.
- Provide clear guidance for compatible site design according to the context.

Proposed Changes

- Changes to **Format** (how the document looks)
- Changes to **Content** (what the document includes)
- Changes to **Requirements** (criteria for approval)



Organization and Use of Guidelines

For the purposes of these design guidelines, two areas combined form the Downtown Overlay District:

Area 1 the Town Square Historic District.

Area 2 the remainder of the Downtown Overlay District (not including the Town Square Historic District).

Portions of these Design Guidelines are written to assure that those preservation efforts and property investments are protected by providing direction for future improvements. It is also important that Area 2 of the Downtown Overlay District serves as a frame for the Town Square Historic District (Area 1) and that it, in its own right, is a place of active commercial uses that invite pedestrian activity and contribute to the economy of Downtown. Guidelines for Area 2 encourage development that draws upon the basic design traditions of the commercial core. They also recognize that this outer ring should not seek to imitate the historic buildings around the Courthouse Square.

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ORGANIZATION OF THE GUIDELINES



INTRODUCTION

The introduction of these guidelines provide a brief background and history of the historic core of Georgetown. These guidelines are to be used when considering improvements to historic properties in Georgetown, and for new construction within the city's historic overlay districts. These Districts include the Downtown Overlay District and the Old Town Overlay District.

PREFACE

CITY OF GEORGETOWN HISTORIC DISTRICT DESIGN GUIDELINES



DOWNTOWN GUIDELINES AREA 1

Chapter 1 contains guidelines for non-residential properties within the Town Square Historic District which address site development, building design, and location of parking.

CHAPTER 1



DOWNTOWN GUIDELINES AREA 2

Chapter 2 provides basic information on the use of the Guidelines including a description of the processes for new construction, infill redevelopment and renovation of existing buildings and property on Area 2.

CHAPTER 2

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1.2 GUIDELINES TO RETAIN AND PRESERVE EXISTING

1.2.A Original architectural details should be preserved in place.

The best way to preserve many of these features is through well-planned maintenance.

A.1 Avoid removing or altering any significant architectural detail.

A.2 Do not remove or alter architectural details that are in good condition or that can be repaired in place.

A.3 Avoid adding elements or details that were not part of the original building. Details such as decorative millwork or cornices should not be added to a building if they were not an original feature of the structure.

A.4 Protect and maintain significant stylistic elements.

A.5 Employ treatments such as rust removal, caulking, limited paint removal, and reapplication of paint.

Architectural Features

This section chapter the design policies and guidelines for the rehabilitation of an historic resource located in Downtown Historic Overlay District Area 1.

Preserving original architectural details is critical to the integrity of an historic building. Where replacement is required, one should remove only those portions that are deteriorated beyond repair. Even if an architectural detail is replaced with an exact copy of the original, the integrity of the building as an historic resource is diminished and therefore preservation of the original material is preferred.

Distinctive stylistic features and examples of skilled craftsmanship should be treated with sensitivity. The best preservation procedure is to maintain historic features from the outset so that intervention is not required.



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1.5.F Exterior Building Materials



Historic buildings in the Downtown were built by hand. That meant that a building material would have to be small enough to be lifted by a person or two. That restraint determined the size and scale of materials. Today it is what gives the downtown its scale and texture. Building materials of new structures should contribute to this visual continuity. They should appear similar to those seen traditionally.

F.1 Building materials should be visually compatible with the predominant materials of Area 1.

F.2 Traditionally, a limited palette of building materials was used in the area—primarily brick and stone, occasionally stucco. This same selection of materials should continue to be predominant.

F.3 New materials appropriate for the district should have the characteristics of masonry and be scaled to replicate the size that could be lifted by one or two persons. Monolithic slabs are not appropriate.

F.4 Stone

a Types of stone should be limited to native Texas stones, as those would have been the stone traditionally available in Georgetown. This will help preserve the unique character of downtown. Limestone, sandstone, and granite can all be sourced at Texas quarries.

b Stone should be laid in a traditional size, pattern and texture found on other historic buildings in Downtown Area 1. Rough face, rusticated stone in an ashlar pattern is preferred.

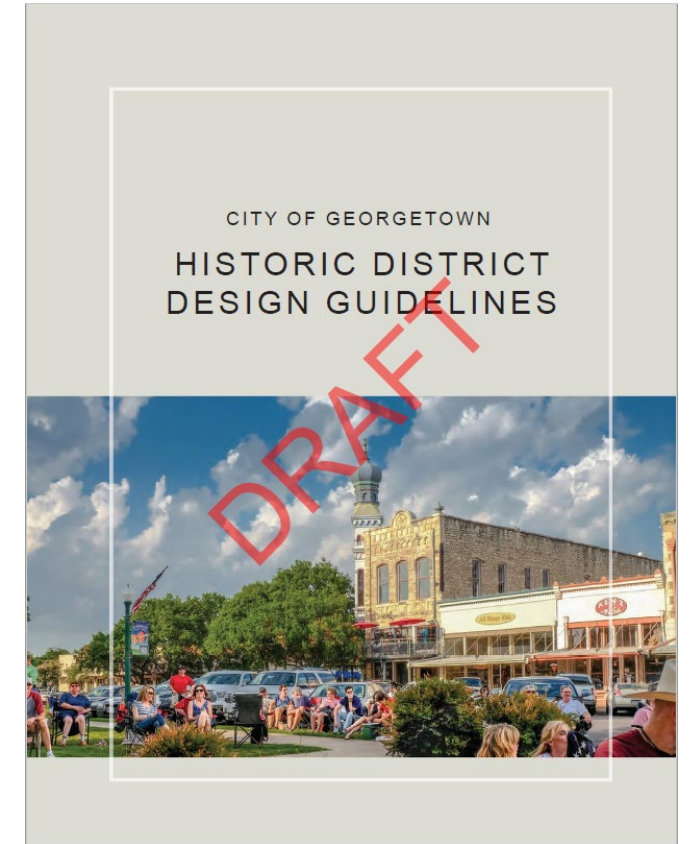


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New Format – Chapters, Organization & Layout

- New title, cover page & images
- Chapters were reduced from 14 to 5:
 - Chapter 1 – Downtown Area 1
 - Chapter 2 – Downtown Area 2
 - Chapter 3 – Old Town
 - Chapter 4 – Demolition & Relocation
 - Chapter 5 – Signs
- Duplicate Guidelines were removed
- Simplified navigation – Guidelines by location & project type



New Content – Architectural Style Illustrations

- Prominent historic architectural styles in Georgetown have been included with descriptions and illustrations.
- Architectural styles help relate approval criteria to the structures we see in our historic overlay districts.

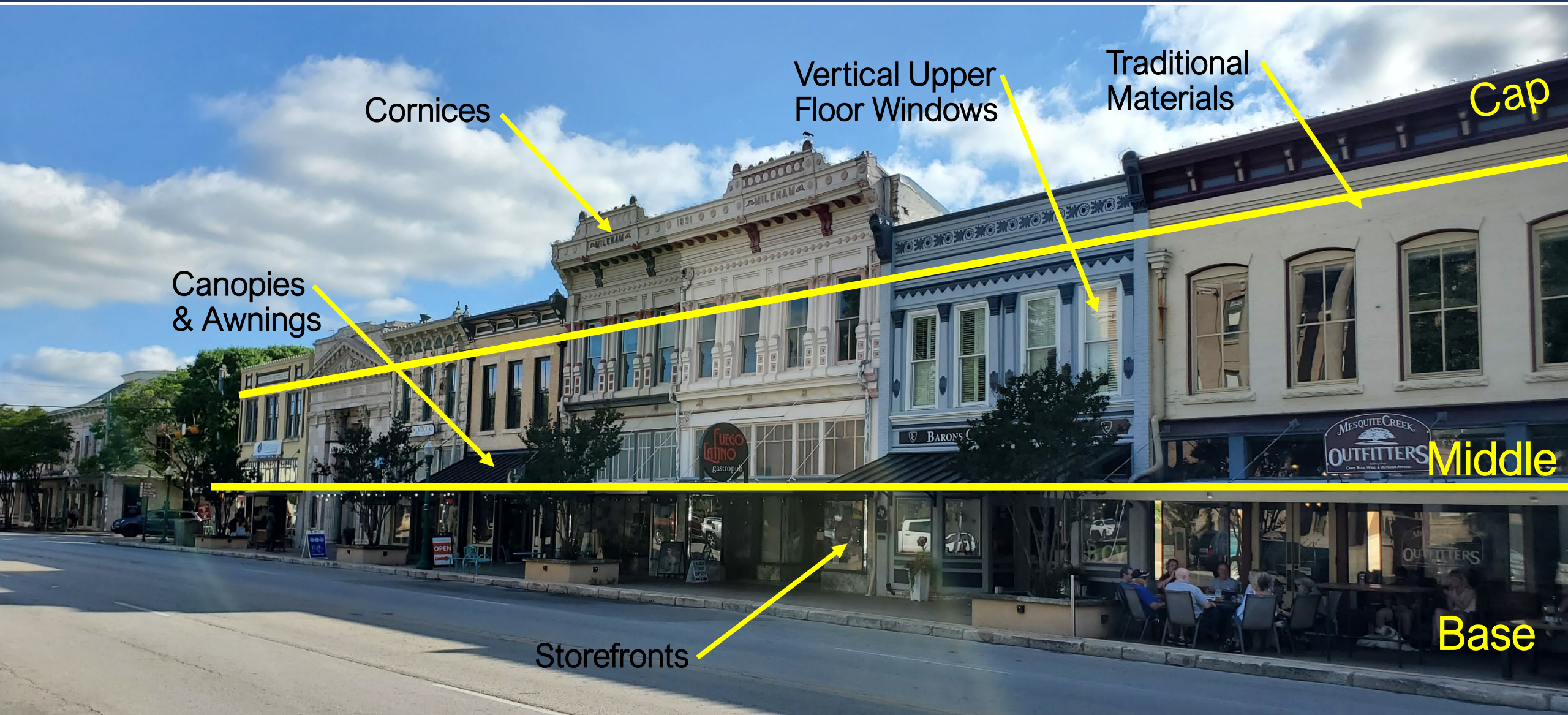


New Requirements – Commercial Infill

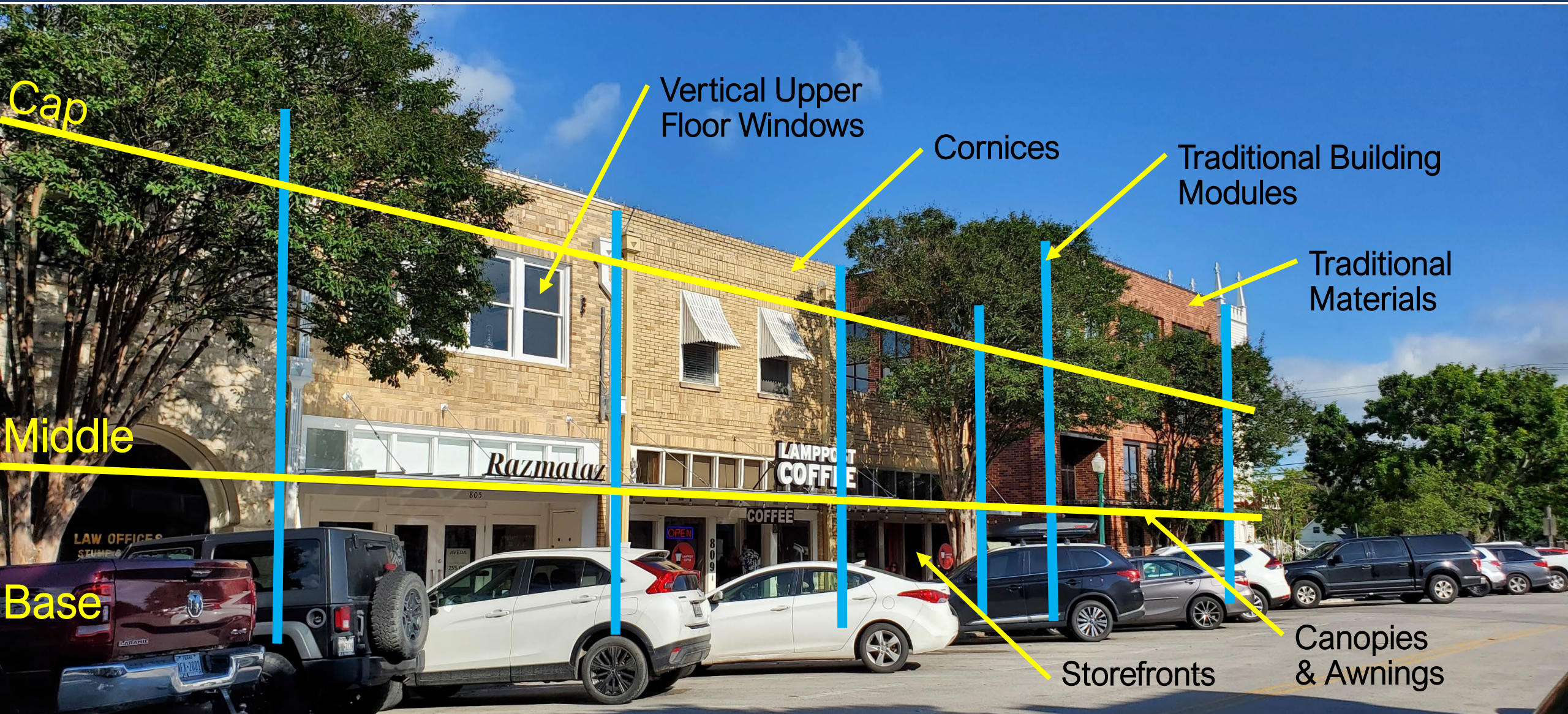
- Buildings constructed to lot line
- Buildings create “modules”



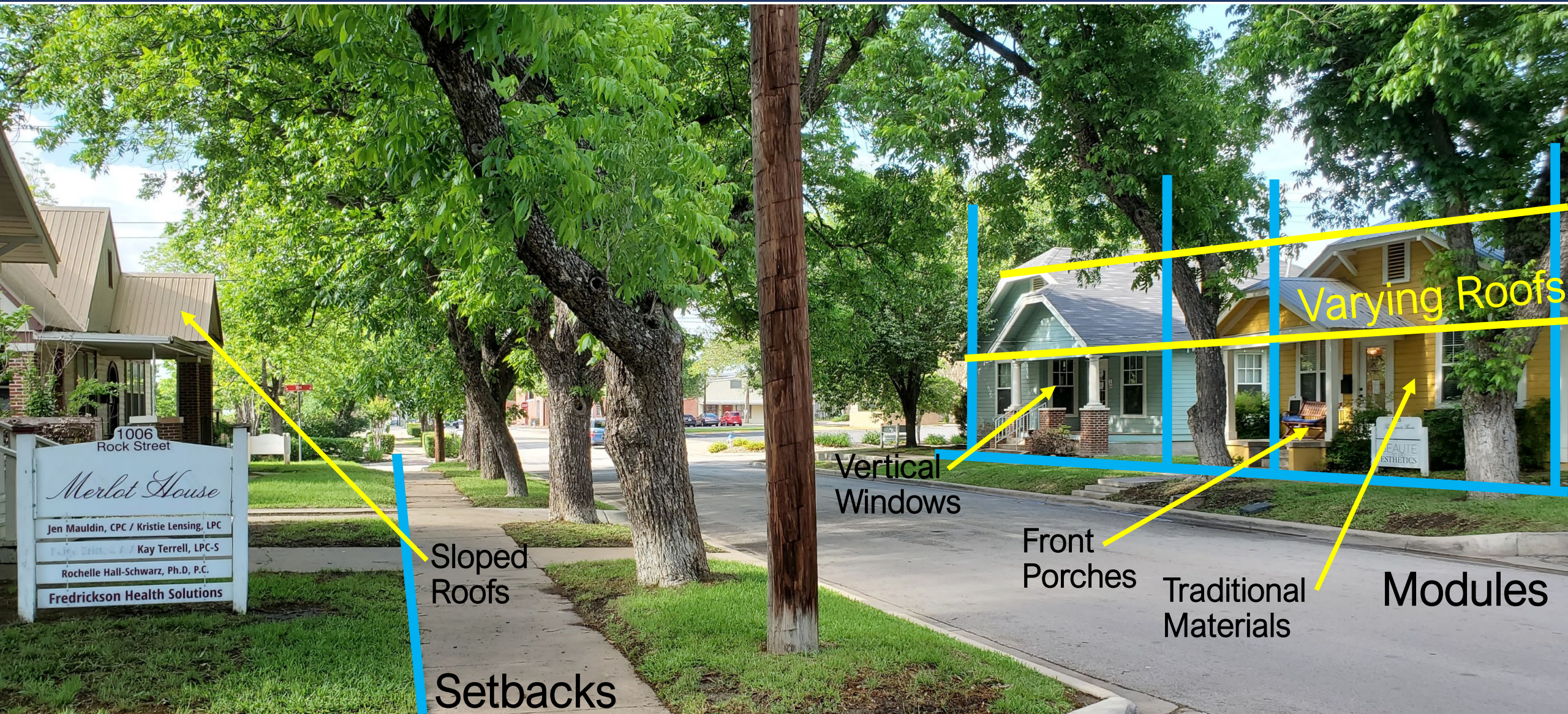
New Requirements – Commercial Infill



New Requirements – Commercial Infill



New Requirements – Commercial Infill



New Requirements – Residential Infill & Additions

Keeping current content including:

- Guidance for additions consistent with SOI Standards
- Landscaping (not a requirement for COA approval)
- Prohibitions on vinyl and aluminum siding

Additional guidance for:

- Additions according to architectural style
- Relationship to neighboring structures – addresses “looming”
- Materials (replacement and new) and windows (styles)
- Porches (required for most styles)
- Fences – design, materials, etc.

3.3.G Fences & Retaining Walls

G.1 Front Yard Fencing

a. A fence that defines a front yard should be low to the ground, shall not exceed 3 feet, and “transparent” in nature.

b. Fencing-Front Yard fences along the property line can be constructed out of the following materials:

Masonry or stone walls

Masonry may be used at the base for no higher than 8 inches. Or on posts flanking the walkway to support a gate on corner post.

Ornamental iron

Ornamental iron fences should be more delicate than the standards for wood picket fences. Woven wire in a historic pattern but no chain link;

Wood picket

Pickets should be vertical and should not occupy more than 50% of the fence panel. The pickets or materials should not be more than 2.5 inches wide at its widest point. Posts should be no more than 6 inches wide. Solid, “stockade” fences do not allow views into front yards and are inappropriate.

Chain link, concrete block, unfaced concrete, plastic, solid metal panel, fiberglass, plywood, and mesh construction fences are not appropriate.

c. Side yard fencing

A side or rear yard fence that is taller than its front yard counterpart may be considered. See UDC Chapter 8 for fence standards.

Side yard fences erected back of the front building line and within the required side yard of the plot (see Chapter 8 UDC may be of any of the above materials not over four (4) feet in height to the rear of the neighboring dwelling, or to the rear of the



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New Requirements – Demolition & Relocation

Design Guidelines do not change UDC approval criteria

Additional guidance for:

- Archival documents and documentation prior to demolition or relocation
- Salvaged materials and requirements for salvage
- Relocation within historic overlay districts



CHAPTER 4 DEMOLITIONS

Demolition is forever, and once a building is gone it takes away another piece of the City's character. Demolition of a historic building or resource that has most of its original design and features should only be an action of last resort.

Chapter 4 outlines the process for determining if demolition or relocation is an appropriate choice. Guidelines also describe recommendations for the documentation of buildings prior to demolition as well as building deconstruction so that historic materials may be salvaged for reuse.

HARC or the Historic Preservation Officer can delay or deny requests for demolition while it seeks solutions for preservation and rehabilitation.

New Requirements – Signs

Keeping current content including:

- Size limits based on building façade length

Additional guidance for:

- Clarifying that one primary sign is allowed per business, per building
- Total number of signs per business would be limited to 3 (1 primary and 2 secondary)
- Illumination styles
- Signs for upper floor businesses



Completed Engagement– Spring 2021

- Email Updates to Focus Groups & Business Owners
- Tuesday Talks Webinar Announcements
- Main Street Breakfast Bites Meeting – 3/28
- Virtual Open House – 4/28 (81 views & 200 surveys)
- HARC Meetings – 2/11, 4/22 & 5/13
- Main Street Advisory Board Meeting – 5/14
- Main Street Breakfast Bites Meeting – 6/3
- Letter to Historic Property Owners (1,300+ letters)
- Project Website (320+ views since April 1, 2021)
- Social Media (3,600+ views)



Requested Feedback

Council-Directed Topic Updates:

- Commercial Infill
- Residential Infill (New Review Requirement)
- Demolition/Relocation
- In-kind Materials
- Signage

Requested Feedback:

- Do the proposed changes address Council's direction and stakeholder feedback?
- Is additional outreach or public engagement needed?
- Is additional information or clarification needed for the adoption process?

Next Steps

- HARC recommendation on the amended Design Guidelines to City Council scheduled for June 24, 2021 regular meeting.
- Council first reading and public hearing scheduled for July 13, 2021 regular meeting.
- Council second reading scheduled for July 27, 2021.

For More Information

- Visit: www.historic.georgetown.org
- Email: historic@georgetown.org
- Call: (512) 930-3581