

DOWNTOWN OVERLAY MAP

0 250 500
Feet

Area 1

Area 2

South Fork River

VFW Park

Old Georgetown Cemetery

Scenic Dr

West St

Martin Luther King St

Forest St

S Rock St

S Austin Ave

S Main St

S Church St

S Elm St

S Myrtle St

W 4th St

W 5th St

W 6th St

W 7th St

W 8th St

W 9th St

W 10th St

E 2nd St

E 3rd St

E 4th St

E 5th St

E 6th St

E 7th St

E 8th St

E 9th St

E 10th St

E 11th St

Courthouse

**DOWNTOWN
OVERLAY MAP**

Old Georgetown Cemetery

South Fork St.

VFW Park

E 2nd St

E 3rd St

E 4th St

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E 6th St

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Georgetown Town Square Historic District Aerial

CHAPTER 1 DOWNTOWN GUIDELINES AREA 1, TOWN SQUARE HISTORIC DISTRICT

Area 1, comprising the 9 square blocks surrounding and inclusive of the historic Courthouse, is the heart of Georgetown. Due to its historic significance, Area 1 has also been designated as the Town Square Historic District. For a new development proposal or building renovation to seamlessly and cohesively fit into Area 1, it must be compatible with the overall patterns and character of the area. These Guidelines use a series of focused criteria for the design of properties so that they may be cohesive with and contribute to the unique character of Downtown Georgetown.

The character of Area 1 has been closely studied, its history examined, and an understanding of its unique traits clarified. This chapter outlines the existing character and character-defining features of Area 1, then describes the design of the public realm, site characteristics, and gives guidance for the design of infill construction, alterations, additions to, rehabilitation or demolition of the historic structures within this area.

Design in Area 1

To assure the preservation of the unique character and historic significance of Areas 1 and 2 of the Downtown Overlay District, design goals have been established for each area.

The Town Square Historic District (Area 1) should continue to develop in a cohesive manner so that an overall sense of visual continuity is achieved. The dominant character of this area should be that of a retail-oriented, commercial environment, with an active street edge that is pedestrian friendly.

The design goals for Area 1 are:

- 1 To rehabilitate existing historic commercial buildings;
- 2 To continue the use of traditional building materials found in the area;
- 3 To maintain the traditional mass, size, and form of buildings seen along the street (i.e., a building should be a rectangular mass that is one- to three-stories in height.);
- 4 To design commercial buildings with storefront elements similar to those seen traditionally (i.e., a commercial building should include: recessed entries, display windows, kick plates, transom windows, midbelt cornices, cornices or pediments, and vertically-oriented, upper-story windows.);
- 5 To design a project that reinforces the retail-oriented function of the street and enhances its pedestrian character;
- 6 To promote friendly, walkable streets (i.e., projects that support pedestrian activity and contribute to the quality of life are encouraged.); and
- 7 To provide amenities—such as benches, lights, waste receptacles, landscaping, etc.—to enhance the pedestrian experience.

1.1. EXISTING CHARACTER OF DOWNTOWN



Streetscape of S. Austin Avenue



Pedestrian-friendly streetscape.

1.1.A Character of the Public Realm

A.1 Nine Square Blocks

Nine square blocks, three rows of three, create the Downtown center known as Area 1. The center square contains the historic courthouse. This historic and classical Williamson County Courthouse Square is an important, character-defining aspect of Georgetown.

A.2 Pattern of Sidewalks and Streets

The streets in the nine square area are two-way with primarily angled, head-in parking. Sidewalks are concrete and brick pavers. They are generally about 12-18 feet wide on streets facing the Courthouse, and narrower on the side streets.

A.3 Pedestrian Experience

Large, deep canopies cover most of the sidewalk on the west, east and north sides of the Square. The south side of the Square faces north and most of the historic canopies have been removed. Tables, chairs, benches and ornamental planters can be found in the public realm. Sidewalks vary in construction and quality. While many sidewalks are concrete, some include brick pavers as an accent element, or are completely brick themselves. Curb ramps have also been installed at some corners to facilitate access. Several areas have amenities in place such as seating or planters that enhance the pedestrian experience.

A.4 Landscaping

A large lawn with canopy trees surrounds the Courthouse. Street trees can be found throughout the nine square blocks, primarily along the streets or clustered on corners.

1.1.B Site Design

B.1 Continuous Facades

The Downtown buildings facing the Courthouse form a consistent, continuous facade. This is often referred to as a Facade Wall. Each building is built to the sidewalk edge and to the side property lines. There are no gaps between buildings. There are no driveways or drive-thrus to separate the facades. Block faces on primary streets on either side of the courthouse also have a continuous facade, except for the alleys. Further away from the Courthouse on the back sides of these blocks there is more open space, off-street parking areas, and pocket parks.



Streetscape S. Austin Avenue.

B.2 Lot width and setbacks

The width of the buildings that face the Courthouse have been prescribed by the dimensions of the lots and properties. While buildings may span several of the 20- to 30-foot wide properties, the individual lot width is still expressed as a distinct bay or module. This helps give the Downtown a consistent scale.



View of W. Eighth Street from Courthouse.

B.3 Parking

There is very little on-site parking in the nine block area. Parking is generally properties that face the rear of buildings or off of alleys. The properties that face the Courthouse do not have visible access to parking. Surface parking lots are located to the north, south and west of the Square.

B.4 Service in the alleys

Access for trash, utilities, and deliveries is via side streets or alleys.



Typical Alley in Area 1.

1.1.C Building Design



Detail of Entrance Century 21 Hellmann Stirbling



P.H. Dimmitt & Co. Building.



Streetscape view of S. Main Street.

It is common for significant buildings in Downtown Georgetown to contain a blend of architectural styles. Commercial buildings often reflected the means and desires of the building owner, the available materials and the skills of the local builders. The result is a charming and unique architectural character that creates a delightful sense of place. Architectural styles served as a reference to the design of a building, rather than an exact template.

Most commercial building types within the Downtown share a basic two- or three-story box-like form. They are rectangular in plan with load-bearing masonry walls. Facades and sidewalls are rectangular and roofs are flat. Individual buildings are attached, often sharing interior sidewalls, called party walls.

Commercial buildings that face the Square are generally between one and three stories. Vernacular commercial building are divided horizontally into two distinct bands. The first floor is more commonly transparent, so that goods can be displayed, while the upper floors are usually reserved for residential or office space. The upper floor is typically supported by a steel beam that spans the glass opening. However, many one-story examples also exist. A kneewall is found below the display window while above the display window, a smaller band of glass, a transom, is seen. The main retail doors are frequently recessed, while doors leading to the upper floors are not. Buildings located on corners facing the square sometimes have a focal point or interesting architectural feature such as a tower, or angled corner entrance.

Buildings facing the Square generally have stone and brick facades. Ornamental detail exists, but is simple, limited to a shallow molding such as a cornice. Some cornices are made of masonry, while others are made of stamped metal. Many carry simplified Italianate detailing. In essence, these buildings lack distinctive detail, contrasting them with the revival styles that were also popular during this period.

Key Design Characteristics of the District

Buildings aligned with adjacent historic buildings at the sidewalk edge

Two- to three-story, traditional commercial buildings

Masonry construction

Transparent ground floor with smaller windows “punched” into predominantly solid upper floors

Flat-roof buildings

Sidewalk uses and activities

Key Design Characteristics of the Buildings

Cast-iron and wood supported storefronts

Large display windows

Transoms

Kneewalls

Recessed entries

Tall second story windows

Cornices and canopies

Public buildings, including churches, are much fewer in number than commercial buildings in Area 1. Like the commercial building types, public buildings are also of load-bearing masonry, but may be freestanding rather than attached.



Storefront detail.



Entrance detail at Farmers State Bank.

Architectural Styles of Commercial Buildings.

The Courthouse Square, contains the most richly-ornamented and high style buildings within the Downtown Historic Overlay District. These buildings are, in general, one- to three-story tall masonry (brick or limestone) buildings with a combination of masonry, cast iron, wood, and pressed metal ornament.



Italianate

The most common commercial building type in Area 1 is Italianate. These buildings are generally two-stories with single or paired windows on the second floor and large storefront display windows on the ground floor. Italianate commercial buildings are heavily ornamented and may be of brick or stone construction. Brick may be painted historically. A polychromatic paint scheme accentuate ornamental features.

Characteristics of Italianate commercial buildings include:

- Tall, narrow, hung windows; sometimes with arched heads
- Windows often have protruding sills and decorative brackets.
- Masonry or metal ornament in the form of quoins, brackets, large cornices, and belt courses
- Flat or shaped parapets with ornament and/or signage
- A flat, unadorned canopy



Greek Revival

A less common commercial building type in Area 1 is Greek Revival. These buildings are characterized by elements influenced by Classical Greek architecture, including columns, porticos, and Greek-inspired elements.

Characteristics of Greek Revival commercial buildings include:

- Round columns with Greek capitals (Doric, Ionic, or Corinthian). Columns may or may not be fluted.
- Recessed central entrances
- Symmetrical facade design
- Stone Masonry construction
- Pediments or entablatures with sculptural friezes



Prairie School

Prairie School-inspired commercial architecture is less common but present within Area 1. This distinctly American style is adapted to commercial buildings with an emphasis on horizontality.

Characteristics of Prairie School-inspired commercial architecture are:

- Simple facade organization with a flat parapet
- Flat masonry ornament in the form of brick or stone courses, sills, and medallions
- Emphasis on horizontality with features such as continuous window sills or heads
- May have a large, overhanging cornice
- Paired or grouped hung, multi-light windows



Romanesque Revival

Romanesque Revival commercial buildings are typically grand, masonry buildings with rounded arches and masonry ornament. Utilizing local limestone, some buildings in Area 1 exhibit characteristics typical of this style.

Characteristics of Romanesque Revival commercial buildings are:

- Rusticated masonry construction, often in random ashlar pattern. Masonry may be limestone, sandstone, or other stone, sometimes paired with brick.
- Heavy, round arches over doors and windows
- Recessed entrances beneath arched openings
- May have accent towers with conical roofs
- Asymmetrical facade organization
- Masonry ornament may consist of articulated arches, quoins, columns or pilasters with carved capitals.

1.2 GUIDELINES TO RETAIN AND PRESERVE EXISTING

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

The best way to preserve original 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 that 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.

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.

Architectural Features

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.



Cornice detail of Dimmitt Building.



Building facade of Evans Building.



Alley in Georgetown.

1.2.B Deteriorated architectural materials should be repaired rather than replaced.

B.1 When deterioration occurs, repair the material and any related areas. It is also important to recognize that all details weather over time and that a scarred finish does not represent an inferior material, but simply reflects the age of the building. Therefore, preserving original materials and features that show signs of wear is preferred to replacing them.

B.2 Repair or replace only those features that are deteriorated.

B.3 Patch, piece-in, splice, consolidate, or otherwise upgrade existing materials, using recognized preservation methods as identified in the Department of the Interior's Historic Preservation Briefs, located online at <http://www.nps.gov/hps/tps/>.

B.4 Isolated areas of damage may be stabilized or fixed using consolidants. Epoxies and resins may be considered for wood repair. Special masonry repair components may be used.

B.5 Removing damaged features that can be repaired is not appropriate.

B.6 Protect features that are adjacent to the area being worked on.

B.7 When disassembly of an historic element is necessary for its restoration, use methods that minimize damage to the original materials.

1.2.C. Replace original architectural details and materials that have deteriorated beyond repair or are missing.

C.1 Replacement should occur only if the existing historic material cannot be reasonably repaired.

C.2 Remove only the portion which is deteriorated and must be replaced.

C.3 If architectural features parts are damaged or missing, replace with the same material as the original when feasible and the materials are available.

C.4 Substitute materials may be considered when the original material is no longer available or not readily available. Substitute materials may also be used where the original is known to be susceptible to rapid decay, or where maintenance access may be difficult. These substitute materials should be used only when replacing damaged or deteriorated materials.

C.5 Replacement of missing or deteriorated details shall be based on original features. The design should be substantiated by physical or pictorial evidence to avoid creating a misrepresentation of the building's heritage.

C.6 When inadequate information exists to allow for accurate reconstruction, use a simplified interpretation of the original. The new element should still relate in general size, shape, scale, and finish.

C.7 Avoid adding decorative elements, unless thorough research indicates that the building once had them. Conjectural “historic” designs for replacement parts that cannot be substantiated by documented evidence are inappropriate. Dressing up a building with pieces of ornamentation that are out of character with the architectural style gives the building a false “history” it never had, and is inappropriate.



Compatible replacement storefront.



Historic storefront.

Another factor which may determine the appropriateness of using substitute materials for architectural details is their location and degree of exposure. For example, lighter weight materials may be inappropriate for an architectural detail that would be exposed to intense wear.

ACCEPTABLE SUBSTITUTE MATERIALS



Cementitious Board with similar profiles for wood.



Fiberglass for formed metal, for example in cornices.



Metal decorative columns for wood decorative columns.



Metal clad or fiberglass clad wood windows with historic profiles for wood windows on upper floors.



Metal clad wood windows with historic profiles for wood windows on ground floors.

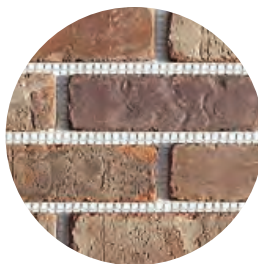


Aluminum storefronts clad in wood to achieve similar profiles.

UNACCEPTABLE SUBSTITUTE MATERIALS



Vinyl windows or vinyl siding.



Thin-set brick or stone (sometimes known as "sticky brick" and "sticky stone").



EFS to replace stone or cast stone.

1.3. PUBLIC REALM DESIGN

The public realm in the Downtown Overlay District, consists of streets, sidewalks, canopies, exterior lighting, street furniture, landscaping and public art. Signs are addressed in Chapter 5. The public realm design elements should enhance the pedestrian experience and contribute to a safe and friendly environment that allows for outdoor seating and uncongested sidewalks.

The sidewalks, lights, landscaping, and street furnishings all contribute to the pedestrian-friendly environment in Downtown Georgetown. These elements should be preserved, enhanced, and expanded.

1.3.A Streets

While design of streets are not generally within the purview of HARC, street design can play an important role in establishing the general character of the Downtown Historic Overlay District. Creating high speeds and large volumes of traffic movement through the district should not be a priority. The pedestrian experience should always be the priority in creating a livable and walkable Downtown.

1.3.B Street Parking

Parking is essential to a healthy retail environment. On-street parking directly in front of a store is often of primary importance to business owners. These spaces should be short term to encourage turnover. On-street parking should be enhanced with landscaping and bulb-outs. Buildings should not be demolished to create parking lots.



Pedestrian-friendly commerce on E. Eighth Street.



Street parking on S. Main Street.



Street parking on E. Seventh Street.



Detail of Entrance P.H. Dimmitt & Co. Building.



Example of compatible, contemporary awning.



Example of a compatible fixed canopy.

1.3.C Canopies and Awnings

For purposes of these Guidelines, an awning is a structure with a fabric or material surface, usually sloped. A canopy is a rigid structure with a metal roof, attached to a building by hangers or tie rods. Canopies can also be mounted to the ground plane with columns.

C.1 An awning or canopy should be similar to those seen historically.

C.2 An awning should be compatible in material and construction with the style of the building.

C.3 Use colors that are compatible with the overall color scheme of the facade. Solid colors or simple, striped patterns are appropriate.

C.4 Awnings should fit the building.

C.5 Simple shed shapes are appropriate for rectangular openings. Odd shapes, bull nose awnings, and bubble awnings are inappropriate.

C.6 A fixed canopy can be acceptable if properly detailed. Consider using a contemporary interpretation of those canopies seen historically.

C.7 Use supporting mechanisms such as wall-mounted brackets, chains, or metal tie rod anchored in the mortar joints rather than into the stone or brick. The scale of the canopy supports needs to be in keeping with the size of the canopy and the building facade.

C.8 Mount an awning or canopy to accentuate character-defining features. The awning or canopy should be mounted to highlight moldings that may be found above the storefront and should not hide character-defining features. Canopies and awnings can be character defining features and provide a much welcome reprieve from the hot Texas sun, or sudden downpours. Their use on Downtown buildings is encouraged.

C.9 Mounting an awning or canopy should not damage significant features and historic details.

C.10 Internal illumination in an awning is inappropriate. Awnings should not glow.

C.11 Lighting that shines onto sidewalks from the underside of a canopy or awning is encouraged. Downlights may be concealed in the underside of an awning or canopy.

Shielded or low wattage lights may be used on the underside of a canopy.

C.12 Maintenance of awnings and canopies is required.

- Replace worn fabric awnings or damaged metal canopies.
- Secure loose hardware.
- Wash fabric awnings regularly. This will help extend the life of the fabric. Spray with water from the underside first, to lift dirt particles, then rinse them off.
- Paint metal and wood canopies regularly, to reduce the potential for rust and deterioration. This will extend the life of the canopy.



Underside canopy lighting.



Appropriate use of awnings.

1.3.D Lighting



Example of compatible street light.

The character of lighting design and level of intensity of the resulting illumination are key considerations. Traditionally, lights were simple in character and were used to highlight entrances, walkways, and signs. Most fixtures had incandescent lamps that cast a color similar to daylight, were relatively low in intensity, and were shielded with simple shade devices. Although new lamp types may be considered, the overall effect of modest, focused light should be continued.

Use lighting for the following:

- To accent architectural details
- To accent building entrances
- To accent signs
- To illuminate building facades
- To illuminate sidewalks and pedestrian routes
- To illuminate parking and service areas.
- To illuminate a state or national flag



Example of string light used to highlight a building's architecture.

D.1 String lights

a. String lights in trees shall not be left in the trees year round, to protect the health of the tree.

b. String lights shall be maintained in appearance and installation.

c. String lights shall be dark green, brown or black. Bulbs shall be no larger than 10-15 watts. A 'G' lamp is preferred.

d. The use of string lights to highlight a building's architecture, canopies, and windows may be appropriate for seasonal decoration.

D.2 Street scape lighting in the Downtown Overlay District should be the same as that adopted for use by the City.

Note that while these Design Guidelines encourage the use of “shielded” light sources, the luminaries in use by the City in Area 1 are not shielded. This is appropriate only in Area 1.

Refer to the Downtown Master Plan for street lighting requirements.

Note that sidewalk lighting may be supplemented with shielded lighting in canopies that project from building fronts. See the section on canopies in 1.3.C.

D.3 Light poles, or standards, should be designed to accommodate special decorative accessories.

In Area 1, mounts for hanging planter baskets and banners, for example, should be included. Mounts for seasonal lighting schemes also should be considered.

D.4 Minimize the visual impacts of architectural lighting.

- a.** All exterior light sources should have a low level of luminescence.
- b.** Wall-mounted flood lamps shall be shielded so that the light source is not visible off-site. Spotlights without shielding devices are not allowed.



Austin Avenue facade.



Exterior night lighting in Area 1.



Pedestrian lighting.



Example of street furniture.



Example of street furniture.

c. A lamp that conveys the color spectrum similar to daylight is preferred. A color temperature range of 2700K- 3000K is appropriate.

d. Lighting fixtures should be appropriate to the building and its surroundings in terms of style, scale, and intensity of illumination. Brass fixtures are not appropriate.

e Wall-mounted light fixtures should not
e. extend above the height of the wall to which they are mounted.

f. Lighting that changes color, or creates motion is not appropriate.

g. Window/door border lighting inside is inappropriate.

h. Wall Pacs are prohibited.

1.3.E Street Furniture

Street furniture should be simple in design and match those already established around the Square.

E.1 Street furnishings and sidewalk displays should not interfere with pedestrian traffic.

a. A minimum clear 3-foot wide pedestrian path should be maintained at all times to allow for the orderly flow of pedestrians. Smaller tables and chairs are preferred to meet this requirement.

E.2 Individual furnishings should be designed such that they may be combined with other street furniture in a coherent composition.

E.3 Avoid materials that are incompatible with the character of the district. Concrete, exposed aggregate, plastic, unfinished wood, and polished metal are inappropriate.

E.4 Street furniture should be located in areas of high pedestrian activity. Locate furniture at pedestrian route intersections and major building entrances and near outdoor gathering places.

E.5 Street furnishings should be clustered in “groupings,” when feasible.

- a.** Use planters and covered or enclosed waste receptacles to frame spaces for benches.
- b.** Cluster waste receptacles with other furnishings. The design of the receptacles should be compatible with other existing furnishings.

E.6 Benches

- a.** Benches, bike racks, planters or pots, statues, trash receptacles and, in the event of a sidewalk sale, merchandise displays are examples of street furnishings that are appropriate.
- b.** Where utilized, benches should be the same as those already in use in the Downtown. See the Downtown Master Plan for the street scape design and location criteria.
- c.** Position a bench to provide a sense of comfort. Buffer the bench from traffic; for example, position a planter between the bench and the curb. Avoid locating a bench close to the curb.
- d.** Advertising promotions on benches is not allowed under any circumstance.



Ensure 3'-0" wide pedestrian pathway.



Bench placed away from pedestrian traffic.

E.7 Planters



Example of planters outside a retail building.

a. Cluster planters with other furnishings.

b. Install freestanding planters on either side of a store entrance, at seating areas, along edges of parking lots, in pedestrian plazas, and in clustered furnishing areas.

c. A planter should be large enough to be easily seen, but not so large as to cause an obstruction to pedestrian or vehicle traffic.

d. Conventional planters, such as those constructed of redwood or ordinary terracotta pottery, as well as over-sized concrete plant tubs are not appropriate.

E.8 Outdoor Dining and Seating

Outdoor dining and seating areas should be simple in design and compatible with the approved street furniture as detailed in the Downtown Master Plan.

a. Furniture and fixtures must not be secured to trees, lampposts, street signs, hydrants, or any other street infrastructure by means of ropes, chains, or any other such devices, whether during restaurant operating hours or at times when the restaurant is closed.

b. All furniture and fixtures must be maintained in good visual appearance and in a clean condition.

c. All furniture and fixtures must be durable and of sufficiently sturdy construction as not to blow over or travel with normal winds.

d. All furniture and fixtures must contribute to the overall atmosphere of the Downtown Overlay District and must be complementary in both appearance and quality.



Example of outdoor dining areas.

e. Tables and chairs are allowed provided they meet the following Guidelines:

Tables and chairs may be colored or of a natural unpainted material (i.e. wood or metal). Tables and chairs are not permitted to be plastic or of any fluorescent or other strikingly bright or vivid color.

Upholstered chairs suitable for outdoor use are permitted, but the upholstery may not be any fluorescent or other strikingly bright or vivid color.

All chairs used within a particular establishment's outdoor seating area must match each other by being of visually similar design, construction, and color.

Other furniture such as serving stations, bar counters, shelves, racks, sofas, televisions, trash receptacles, heaters, and torches may be permitted provided they are sufficiently set back or screened from public view.

f. No sidewalk coverings or raised platforms are allowed, unless the outdoor seating area is not located on the sidewalk.

g. No extra or additional signs are permitted solely as a result of an outdoor seating area. If any signs are proposed they should be included as part of the overall sign package for the property.

h. Proposed fences related to an outside eating or sitting area for a nonresidential use may require approval of a Certificate of Appropriateness.



T-B: Example of exterior dining seating.

E.9 Umbrellas



a. Umbrellas shall be appropriately designed and sized for the location where they will be utilized.

b. Umbrellas must be free of advertisements the lowest dimension of an extended umbrella must be at least 7 feet above the sidewalk surface and not block the main walking path or create a hazard.

c. Any part of an umbrella used in an outdoor seating area may not exceed a height of 120" (10 feet) above the level of the sidewalk.

d. Umbrella fabric may not be fluorescent or other strikingly bright or vivid color. In addition, only one fabric color is allowed or one color and white stripes.

e. Umbrella fabric must be of a material suitable for outdoor use. No plastic fabrics, plastic/vinyl-laminated fabrics, grass, or rigid materials are permitted for use as umbrellas within an outdoor seating area.

f. Umbrellas should not block views of building signs or windows, especially those of adjacent properties.



T-B: Example of umbrellas that meet the Guidelines.

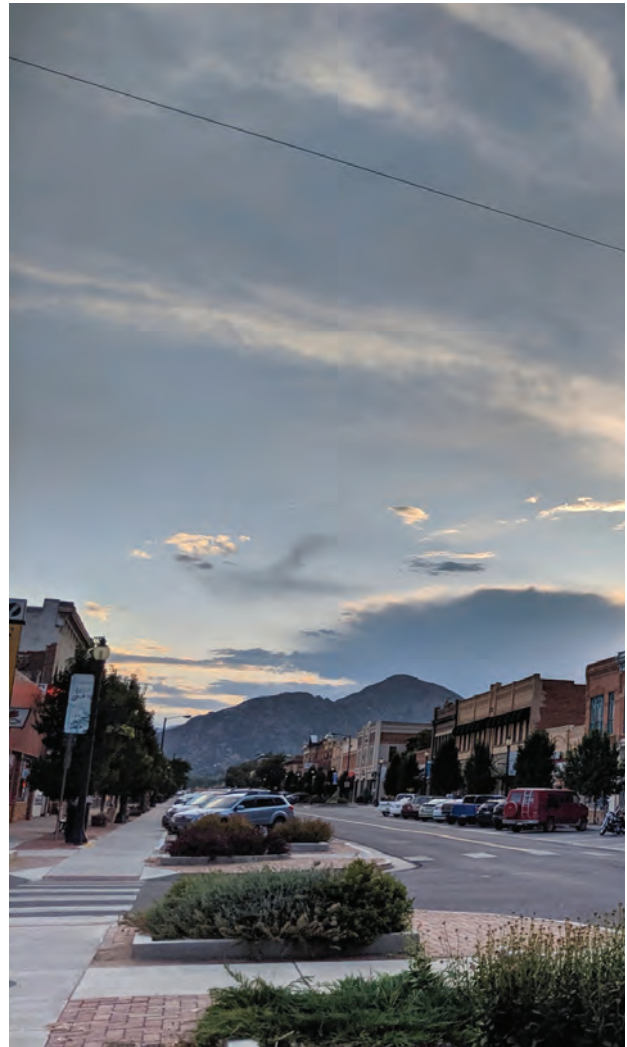
1.3.F Sidewalks

Align alignments with other original sidewalks, the street and overall town grid is of primary importance.

F.1 Preserve significant and unique features in sidewalks such as stamped names, dates and business names.

F.2 When new sidewalks are to be installed, they shall be compatible with the traditional character of the streetscape.

- a.** A new sidewalk should align with those that exist along a block.
- b.** Decorative paving should be used throughout the Downtown Overlay as noted in the Downtown Master Plan. Such paving shall be of the same design, character, and installation as that already in use by the City in and around the Town Square Historic District.
- c.** Sidewalks and crosswalks should be consistent with the sidewalk, intersection, and crosswalk designs in the Downtown Master Plan.



Sidewalks with decorative paving and landscaping.

1.3.G Landscaping

Trees and flowering plants help provide interest to pedestrians, as well as shaded protection from the summer sun. Using native trees and flowering plants is strongly encouraged.

G.1 Use indigenous, native, and drought-tolerant plants when feasible.



Landscaping in district.



G.2 Install street trees to enhance the pedestrian experience. Locate street trees along edges of sidewalks, and maintain a clearly defined pedestrian travel zone.

G.3 Locate street trees in larger planting areas, such as landscape buffers adjacent to parking lots and/or pocket parks.

G.4 Provide underground irrigation systems where long-term growth will not impact the irrigation system.

G.5 Use flowers to provide seasonal colors.



T-B: Landscaping in district.

G.6 Replace trees that are diseased or have passed their life cycle.

G.7 The height of a street tree should be designed to avoid blocking views of storefronts and significant details.

H.1 Retaining Walls

a. Retaining wall materials should be constructed from native limestone or concrete. Mason wall should appear to be dry stacked.

b. Retaining walls should not be more than 24 inches in height. Break taller retaining walls into a series of small walls to allow a planting area between the stepped walls.



Retaining wall.

1.3.I Public Art

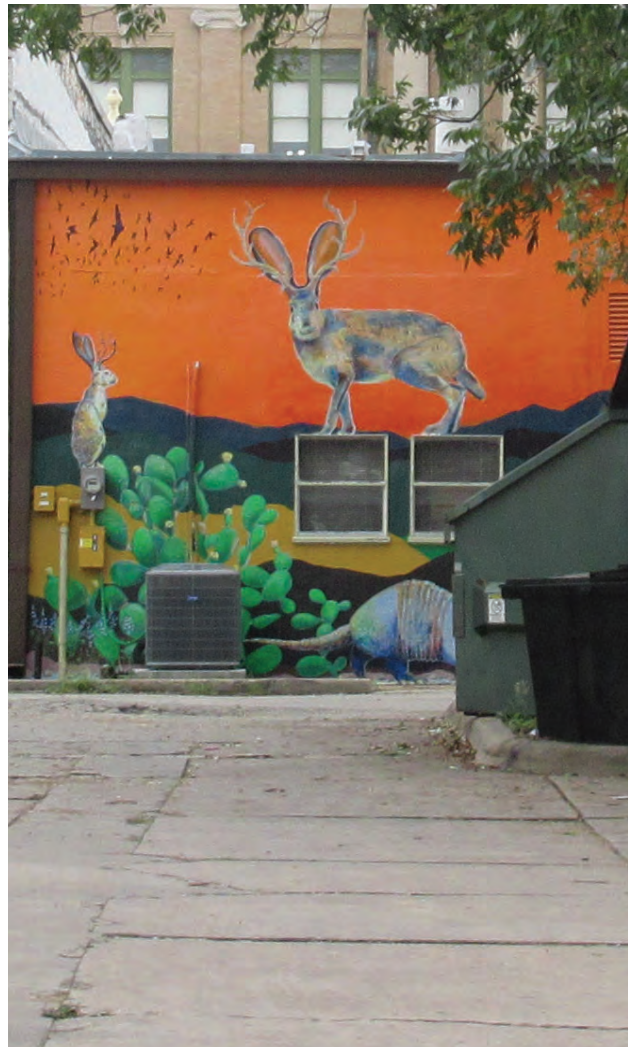
Public art adds points of interest and energy to the downtown streetscape, but it should not overwhelm the streetscape.

1.1 Place public art so that it does not obscure or cover architectural features on historic buildings.

1.2 Public art should not damage historic materials or features by drilling holes into historic metal features or applying paint to unpainted masonry surfaces on historic buildings.

1.3 Public art placement should not interfere with the orderly flow of pedestrians or traffic.

1.4 Public art should not have flashing lights, electronically moving parts or video screens within the Downtown area as this is not in keeping with the historic nature of the Downtown Overlay District.



T-B Public Art examples on utility boxes and building exteriors.

1.4. SITE DESIGN

Most structures in Area 1 contribute to a strong “building wall” along the street because they align at the front lot line and are usually built the full width of the lot or parcel. This site plan characteristics of building to the property edges should be maintained.



Streetscape of S. Austin Avenue.



Parking detail on S. Main Street.

1.4.A Zero Lot Setback

Maintain the alignment of buildings at the sidewalk edge. Locate the front building wall at the sidewalk line.

1.4.B Front Lot line Coverage

Buildings should occupy the entire width of the lot for properties facing the Courthouse.

1.4.C Corner Buildings Side Lot Line

Corner Buildings should strive to occupy the entire lot depth along the side street. For corner buildings unable to utilize the entire depth of the property, a street wall shall be built to continue the street wall along the property edge abutting the side street. The wall should be a minimum of 6 feet in height, and 20% transparent to screen a parking or service area. The wall may be shorter and more transparent if the use of the space is a dining area or pocket park.

1.4.D Primary Orientation

Orient the primary entrance of a building toward the street. A building should have a clearly defined primary entrance. For most commercial buildings, this should be a recessed entrance. Corner buildings may have their primary entrance at a 45 degree angle to the primary street.

1.4.E Parking Lots and Structures

Public parking lots and garages were not a part of Georgetown's early history. However, cars are a fact of life in the Downtown today, and the visual impacts associated with their storage should be carefully planned. Surface parking on should be minimized in Area 1.

E.1 Location of Parking

Parking should be located at the rear of the building, accessed through an alley or side street.

E.2 Where a parking lot exists that is presently not screened or landscaped, consider a landscaping program or an infill building that relates to the surrounding historic context. See the City of Georgetown's Unified Development Code for more guidance on parking lot landscaping and screening requirements.

E.3 A building should not be demolished to create a parking lot in Area 1.



Side and rear parking of a building acceptable.



Landscaping improves the appearance of the parking lots.



Rear parking area.



Drive thru facilities are not appropriate.



Typical alley to contain service areas.

1.4.F Drive Thru Facilities

Drive thru facilities are not appropriate in Area 1. Drive thru facilities are associated with suburban, car centric neighborhoods. The Downtown Overlay District was not designed around the car and the historic character is a pedestrian-friendly urban core.

1.4.G Service Areas

Trash, recycling, storage and loading areas are necessities of commercial districts. The placement of these utility areas are of concern because they can greatly affect the character of a district. These areas and equipment should be screened from public view.

G.1 Minimize the visual impacts of trash storage and service areas.

- a** Locate service areas away from major pedestrian routes. Place them at the rear of a building when feasible.
- b** Dumpsters should be screened from view.
- c** Service areas are not to be used for storage of shipping containers, pallets, extra store fixtures, etc.

1.5. NEW CONSTRUCTION (INFILL DESIGN)

This section presents Design Guidelines for the modifications to existing buildings and construction of new buildings within Area 1 of the Downtown Overlay District. Within each category, individual policies and Design Guidelines are presented, which the City will use in determining the appropriateness of the work proposed.

1.5.A A building should be visually compatible with traditional commercial buildings.

A.1 The street level floors of traditional commercial buildings are clearly distinguishable from the upper floors. First floors are predominantly fixed plate glass with a small percentage of opaque materials. Upper floors are the reverse: opaque materials dominate, and windows appear as smaller, vertically oriented openings puncturing the solid walls. The floor-to-floor height on the street level is also generally taller than the upper floors. This design tradition should also be expressed in new construction.

A.2 New interpretations of historic building styles are encouraged. While it is important that buildings be compatible with the surrounding historic context, it is not necessary that they imitate older building styles.

- a. A new design that draws upon the fundamental similarities among older buildings in the area without copying them is preferred. This will allow the building to be seen as a product of its own time and yet be compatible with its historic neighbors.



T-B: Appropriate use of new material.



Example of infill design that is compatible with the district in form, massing, rhythm, materials, and vertical division.

b. Buildings that are similar in scale and overall character to those seen historically are strongly encouraged.

c. Infill should be a balance of new and old in design. This applies to architectural details as well as the overall design of a building.

A.3 Maintain the distinction between the street level and the upper floor.

a. The first floor of the primary facade should be predominantly transparent glass.

b. Upper floors should be perceived as being more opaque than the lower floor.

c. Highly reflective or darkly tinted glass is inappropriate.

d. Express the traditional distinction in floor heights between street level and upper levels through detailing, materials, and windows. The presence of a horizontal band is an important feature in this relationship.

1.5.B Mass, Form and Scale

One of the most prominent unifying elements of the Downtown Overlay District is the similarity in building mass, form and scale. Patterns are created along the street by the repetition of similarly-sized buildings and building elements. For example, uniform facade widths evenly spaced create a rhythm that contributes to the visual continuity of the area.

B.1. Mass

A building should appear similar in mass to traditional commercial buildings.

- a. The mass should be solid and heavy, predominantly masonry.
- b. Light steel and glass buildings are inappropriate.

B.2 Form

A building should appear similar in form to historic commercial buildings in Area 1. One of the most prominent unifying elements of Downtown is the similarity in building form.

- a. The form should be simple, rectangular and deeper than they are wide. Corner buildings may have a focal point such as a tower, or change of material at the corner.
- b. Rectangular forms shall be dominant on commercial facades.
- c. Rectangular forms should be vertically oriented.
- d. Use flat roof with parapets. Parapets should be sufficiently tall to screen rooftop mechanical equipment.
- e. Gable roofs may also be considered if they are obscured a parapet similar to those seen historically.



Appropriate window proportions.



Rectangular forms.



T-B: Examples of infill design options that are compatible with the district.

B.3 Scale

A building should appear similar in scale to traditional commercial buildings.

- a.** The dominant scale of two to three stories should be maintained. An additional story may be added if it is set back from the street facade. See the section on additions for existing and historic buildings.
- b.** A larger building should be broken into “modules” that are similar in scale to the width of buildings along the street. The smaller modules should be expressed three-dimensionally throughout the entire building facade.
- c.** Use design elements to reduce the scale of building and to align with elements found on adjacent historic buildings.

1.5.C Base, Middle, Cap

A new building should incorporate a base, a middle, and a cap. Traditionally buildings were composed of these three basic elements. Interpreting this tradition in new buildings will help reinforce the visual continuity of the area.

C.1 A multi-story building shall have 3 clearly defined and distinct parts that articulate a base, a middle and a cap. These should be clearly distinguished from each other by horizontal banding and major and minor cornices.

C.2 A single story building should have a storefront (kickplate, display window and transom and entry) and a cornice.

1.5.D Height and Width.

There is a strong sense of similarity in the building heights in Area 1. This is in part because the first two stories of most buildings are similar in height. Most buildings have features at the lower levels that are similar in scale. First floors, for example, are similar in height. Lower floors are also defined by moldings that align along the block, which contributes to a perceived uniformity in height to pedestrians. A variety in building heights in new construction is, appropriate as long as the block-length similarities are maintained

D.1 Building Height.

Maintain the traditional range of building heights seen in the Downtown Historic Overlay, As discussed in scale, the general heights are 2 - 4 stories.

Set back portions of a third or fourth floor to emphasize the lower scale of one and two story portions of a building.

D.2 Floor to Floor Height

Floor-to-floor heights should appear to be similar to those seen historically. This is especially true of the ground floor.

- a. Traditional floor heights should be expressed with horizontal moldings, alignment of windows and other architectural details.
- b. In particular, the windows in a building should appear similar in height to those seen traditionally.

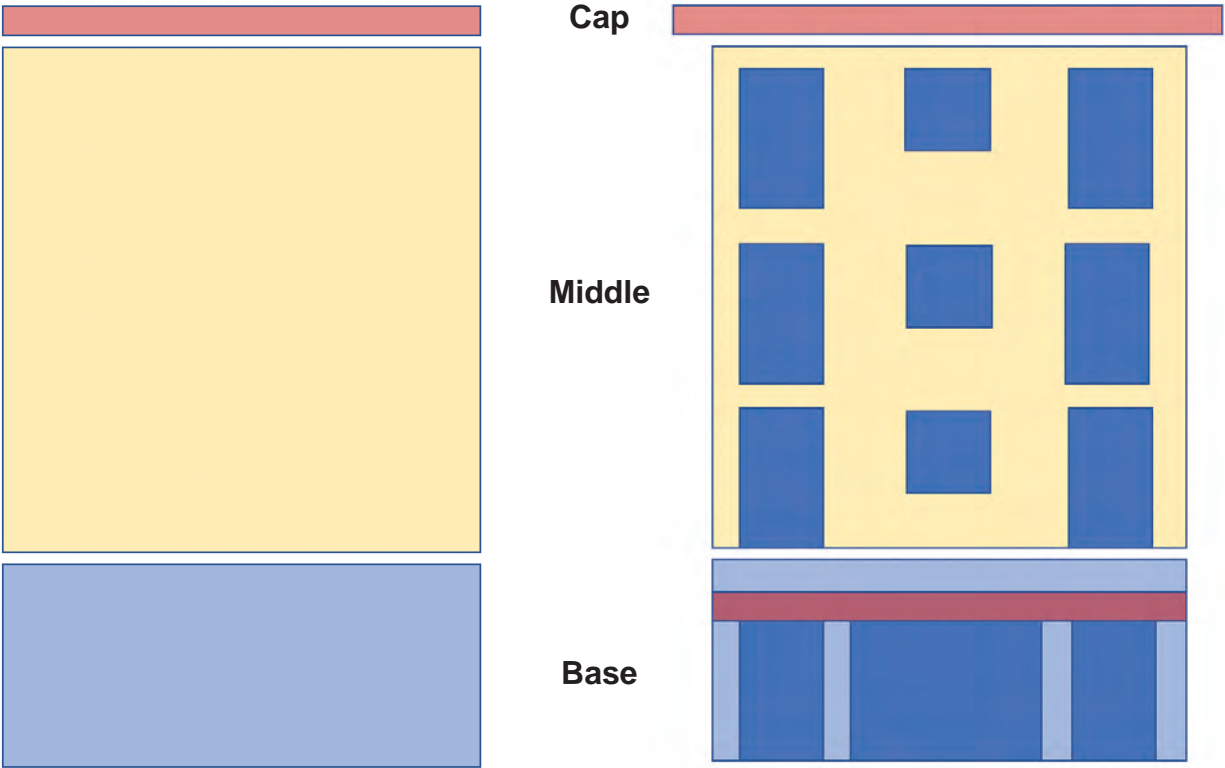


This infill development, while comprised of one large building, utilizes contrasting materials to create 20-30ft building fronts that are compatible with the building widths in the District.



This infill construction is incompatible in massing, scale, and materials.

Base, Middle, and Cap Illustration



D.3 Building Width

Buildings shall appear similar in width to those seen historically in the block.

- a. Traditionally, building fronts were built in 20- to 30-foot increments. Buildings fronts should reflect this pattern.
- b. On corner lots, the secondary side wall is traditionally longer in its “module”, therefore side walls of corner buildings can be longer the primary elevation width.



1.5.E Align Horizontal elements

A building shall maintain the alignment of horizontal elements along the block face. Horizontal elements provide scale and continuity to a block face. Storefronts, window sills, moldings, belt courses and cornices are among those elements that may be seen to align, therefore new construction should contain horizontal elements.

E.1 A new building should maintain the alignment of horizontal elements along the block face.

E.2 Historic buildings were built separately over time. There is a variation in location of horizontal elements. The new building should place horizontal elements to align with one of the adjacent buildings or locate the new horizontal element between the respective elements on the two adjacent buildings.



Examples of consistent building widths with aligned horizontal elements.

1.5.F Exterior Building Materials



Historic masonry with deteriorated stucco.

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 Area1.



Typical stone wall detail.

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 historic materials 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 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 Area1. Rough face, rusticated stone in an ashlar pattern is preferred.

- c. Polished stone should be avoided as a primary material.

F.5 Brick

- a. Brick should be a traditional dimension of approximately 8 inches long, 3 ½ inches deep and 2 ½ inches tall. Mortar joints should be no larger than ½ inch.
- b. Brick should be natural in color. Glazed brick, shiny, or colored brick should not be used.
- c. Traditional brick coursing patterns should be used. Stacked bricks are not appropriate.



Typical brick detail.

F.6 Stucco

- a. Plaster stucco is an appropriate material. Exterior insulation and finish system (EIFS) is not an appropriate material.
- b. A smooth or slightly textured surface is preferred.
- c. Careful attention should be given to the location of expansion joints so they align with horizontal features and do not give the impression of an overlarge panel.



Typical stucco Detail



Damaged stucco detail.



Cast stone detail.



Exposed aggregate detail.



Typical corrugated sheet metal panel.

F.7 Alternate Materials

a. If alternate materials are selected they should be comparable to traditional materials, including in texture and color.

b. Acceptable alternate materials include:

- Cast stone
- Terracotta
- Wood - as trim or siding (ship lap, tear drop or board and batten)
- Cementitious board with historic profiles such as lapped siding, shingles, or board and batten.

c. Alternate materials that are not appropriate for primary or secondary facades in the Downtown Historic Overlay Area 1:

- Metal panels
- Corrugated metal
- Chromed metal
- Concrete block
- Decorative concrete block
- Steel and glass facades
- Mirrored glass
- Tilt-wall with exposed aggregate, or painted surface.
- Vinyl siding
- Plywood panels
- Cementitious siding in large flat sheets

These materials can be used on rear-facing if they are not visible from the street.

d. A simple matte or non-reflective finish is preferred.

1.5.G Upper Story Windows

Windows give scale to buildings and provide visual interest. Distinct window designs help define many historic building styles. Historic windows are set deep into a wall, and have substantial casings and sash components. This creates shadows that contribute to the character of the historic style.

G.1 Windows in Area 1 should be vertical in design and of similar size to other windows on the block. A typical, upper-story window is twice as tall as it is wide. These proportions are within a limited range. Upper-story windows in new construction should relate to the window proportions seen historically.

G.2 The pattern of window placement in the primary facade of a building should reflect other patterns of nearby buildings. Too many or too few windows can seem out of place in the established rhythm of the block face. Upper floors should appear more solid than first floors.

G.3 Windows should align with others in a block. Windows, lintels and their trim elements should align with those on adjacent historic buildings. When the alignment differs between adjacent buildings, the new construction can select one or the other, or create a compromise between the two.

G.4 Window configurations should be similar to those used traditionally in Area 1. Many windows are “one-over-one,” in that a single pane of glass is in both the upper and lower sashes. Other pane configurations may be used such as “two-over-one,” with two panes (or lights) in the upper sash and one is in the lower sash. Windows in Area 1 need to appear as a minimum of one-over-one windows on the upper floors, although they do not to be operable. Single lite windows are not appropriate for Area 1 on the upper floors.



Appropriate new windows in scale, configuration, placement, and detail.



Appropriate window proportions.

G.4 Windows should have a minimum 1 ½ inch sash dimensions plus a brick mould. These can be wood or in the case of metal clad windows- painted metal. Clear, anodized aluminum is not appropriate. This trim should have dimension and shadow lines similar to those used historically.

G.5 Windows should be set a minimum of two inches behind the plane of the facade.

G.6 Glass should be clear and non-reflective.

G.7 Window film can be applied if it is non-reflective and does not darken the windows.

1.5.H Storefronts

H.1 If a storefront is altered, restoring it to the original design is preferred.

a. If evidence of the original design is missing and not evidence of its character exists, a new design that uses traditional elements may be considered. Use a simplified interpretation of similar storefronts. The storefront still should be designed to provide interest to pedestrians.

b. In some cases, an original storefront may have been altered early in the history of the building, and may itself have taken on significance. Such alterations should be preserved. See also Preservation Briefs #11: Rehabilitating Historic Storefronts, published by the National Park Service.

H.2 Storefronts in new buildings shall be visually open to provide interest on the street level.

a. The ratio of solid-to-void surface area should be similar to that seen traditionally at commercial buildings in Area 1.

b. First floors should be more transparent than upper floors.

c. Avoid a blank wall appearance that does not provide interest to pedestrians.

H.3 New storefronts can be constructed of wood, steel, anodized aluminum, or other alternative materials with long-lasting characteristics.

Storefronts should have trim with profile dimensions and shadow lines similar to



Original storefront.



Acceptable storefront replacement.



Incompatible storefront.



Acceptable storefront replacement.



Acceptable storefront replacement.



Incompatible storefront.

those used historically or be trimmed with wood to create a profile with a more compatible appearance.

H.4 A new storefront should have the parts listed below. A rehabilitation project shall preserve these character-defining elements:

a. Display windows: The main portion of glass on the storefront, where goods and services are displayed. This will help maintain the interest of pedestrians by providing views to goods and activities inside first floor windows.

b. Transom: The upper portion of the display window, separated by a frame and usually located above the canopy.

c. Kick plate: Found beneath the display window. Sometimes called a bulk-head panel. These were usually tile, stone, decorative wood or metal .

d. Entry: Usually set back from the sidewalk in a protected recess.

H.5 Display windows

a. A contemporary interpretation of a traditional display window, which is similar in scale and overall character to those seen historically, may be considered if the historic display windows are missing or have been altered in a manner inconsistent with the style of the building.

b Display windows in Area 1 shall be large windows with no dividers. Moduled windows with square or rectangular mullions are not in keeping with the existing character.

c. Display windows should use clear

glass and be transparent.

d. Display windows should be trimmed with wood, dimensioned steel or copper to emulate historic storefronts.

H.6 Transom Windows

a. Transoms, the upper glass band of traditional storefronts, introduced light into the depths of the building, saving on lighting costs. Transoms should not be removed or enclosed.

b. Retain the original shape of the transom glass in historic storefronts.

c. The shape of the transom is important to the proportion of the storefront, and it should be preserved in its historic configuration.

d. If the original glass is missing, install new glass.

e. If the transom must be blocked out, retain the original opening proportions. One option is to use the transom area as a sign panel or decorative band. Another option is to paint the back of the glass black to conceal mechanical equipment.



Compatible replacement transoms.



Acceptable transom windows.



Compatible replacement transoms over historic storefront.



Compatible new entrance with transom.

H.7 Kick Plates

- a.** The kick plate, located below the display window, adds interesting detail to the street scape and should be preserved.
- b.** If the original kick plate is covered with another material, consider exposing the original design.
- c.** If the original kick plate is missing, develop a compatible design.
- d.** Wood is an appropriate material for kick plates on most styles. However, ceramic tile and masonry may also be considered when appropriately used with the building style.
- e.** Kick plates should align with historic kick plates on the block face. They should generally be no higher than 30 inches, a 24 inch height is preferred.

H.8 Entrances and Doors

- a.** Building entrances should appear similar to those used historically in the block. They should either be centered with windows on either side or located to one side with storefront windows taking up the rest of the facade. Entrances should be clearly defined, and obvious to pedestrians.
- b.** Building entrances should be recessed. Repetition of recessed entries provides a rhythm of shadows along the street, which helps establish a sense of scale. Recessed entries were designed to provide protection from the weather and the repeated rhythm of these shaded areas along the street helps to identify business entrances.

c. Recessed entries should be set back between three and five feet.

d. A contemporary interpretation of a traditional building entry, which is similar in scale and overall character to those seen historically, may be considered if the historic storefront is missing or has been altered in a manner inconsistent with the style of the building.

e. Restore the historic recessed entry if it has been altered. Avoid doors that are flush with the sidewalk, especially those that swing outward.

f. Secondary public entrances to the upper floors can be a part of the storefront configuration.

g. Designs may need to comply with other regulations, including door width, direction of swing, and construction. In some cases, entries must comply with accessibility requirements of the Americans with Disabilities Act. Note, however, that some flexibility in the application of these regulations is provided for historic properties. See also Preservation Briefs #32: Making Historic Properties Accessible, published by the National Park Service.



T-B: Examples of restored historic doors with recessed entries.



Cornice detail.



Cornice detail of Mileham Building.

H.9 Cornices

Most historic commercial buildings have cornices to cap their facades. Their repetition along the street contributes to the visual continuity on the block.

a. Preserve the character of the cornice line.

b. An original cornice moulding should be preserved.

c. Many cornices are made of sheet metal. Areas that have rusted through should be patched with pieces of new metal.

d. Reconstruct a missing cornice when historic evidence is available. Use historic photographs to determine design details of the original cornice.

e. Replacement elements should match the original in every detail, especially in overall size and profile. Keep sheet metal ornamentation well painted.

f. The substitution of another old cornice for the original may be considered, provided that the substitute is similar to the original.

g. A simplified interpretation is also appropriate for a replacement cornice if evidence of the original is missing. Appropriate materials include stone, brick, stamped metal and fiberglass.

H.10 Parapet Walls

- a.** A parapet wall should not be altered, especially those on primary elevations or highly visible facades.
- b.** When a parapet wall becomes deteriorated, there is sometimes a temptation to lower or remove it. Avoid doing this because the flashing for the roof is often tied into the parapet, and disturbing it will cause moisture problems.
- c.** Inspect parapets on a regular basis. Watch for deterioration such as missing mortar or excessive moisture retention.
- d.** Avoid water-proofing treatments on historic masonry parapets, which can interfere with the parapet's ability to dry out quickly when wet.



Restored historic parapet walls.



Williamson County Courthouse

1.5.I Maintain views to the courthouse.

1.1 Views to the Courthouse must be taken into consideration when designing a new building.

1.2 A new building should not be so tall as to block views of the courthouse.

Note: See UDC Section 4.12 Courthouse View Protection Overlay District.

1.5.J Additions

J.1 Two distinct types of additions are considered to be appropriate by HARC: ground-level or roof-top.

a. A ground-level addition that involves expanding the footprint of a structure may be considered. Such an addition should be to the rear or side of a building. This will have the least impact on the character of a building.

b. Second, an addition to the roof may be designed that is simple in character and set back substantially from the street facade of a building. The materials, window sizes and alignment of trim elements on the addition should be compatible with those of the existing structure, but also visually subordinate in character so as to avoid calling attention to the addition.

J.2 An addition shall be compatible in scale, materials, and character with the main building.

a. An addition shall relate to the building in mass, scale, and form. It should be designed to remain subordinate to the main structure.



Example of addition to historic structure.

b. An addition to the front of a building is inappropriate. However, where a building in the Downtown Overlay is set back from the front property line and the structure does not have historic significance, the first consideration for the placement of an addition should be to fill the gap between the existing building and sidewalk. This will maintain the consistent “street wall” desired in the Downtown.

J.3 An addition shall not damage or obscure architecturally important features.

Loss or alteration of a cornice line should be avoided.

J.4 An addition may be made to the roof of a building if it does all of the the following:

- a.** An addition should be set back at a minimum of 25 feet from the front facade and not visible from the street curb directly across the street from the primary, character-defining facade, to preserve the perception of the historic scale of the building.
- b.** The addition’s design should be modest in character, so it will not detract attention from the historic facade.
- c.** The addition should be distinguishable as new, albeit in a subtle way.
- d.** The roofs of additions should not interfere with the original roof form by changing its basic shape and should have a roof form compatible with the original building.



This addition is not compatible in massing or material. it is out of scale with the historic building.



Commercial compatible infill.

1.5.K Mechanical and Utilities



Utility service boxes, telecommunication devices, solar devices, cables, and conduits are among the types of equipment that can affect the character of the area. While solar energy devices might not always be considered mechanical or service equipment, for the purposes of these Design Guidelines they shall be.

K.1 Minimize the visual impact of mechanical equipment as seen from street.

a. Do not locate window air conditioning units on the building's primary facade.

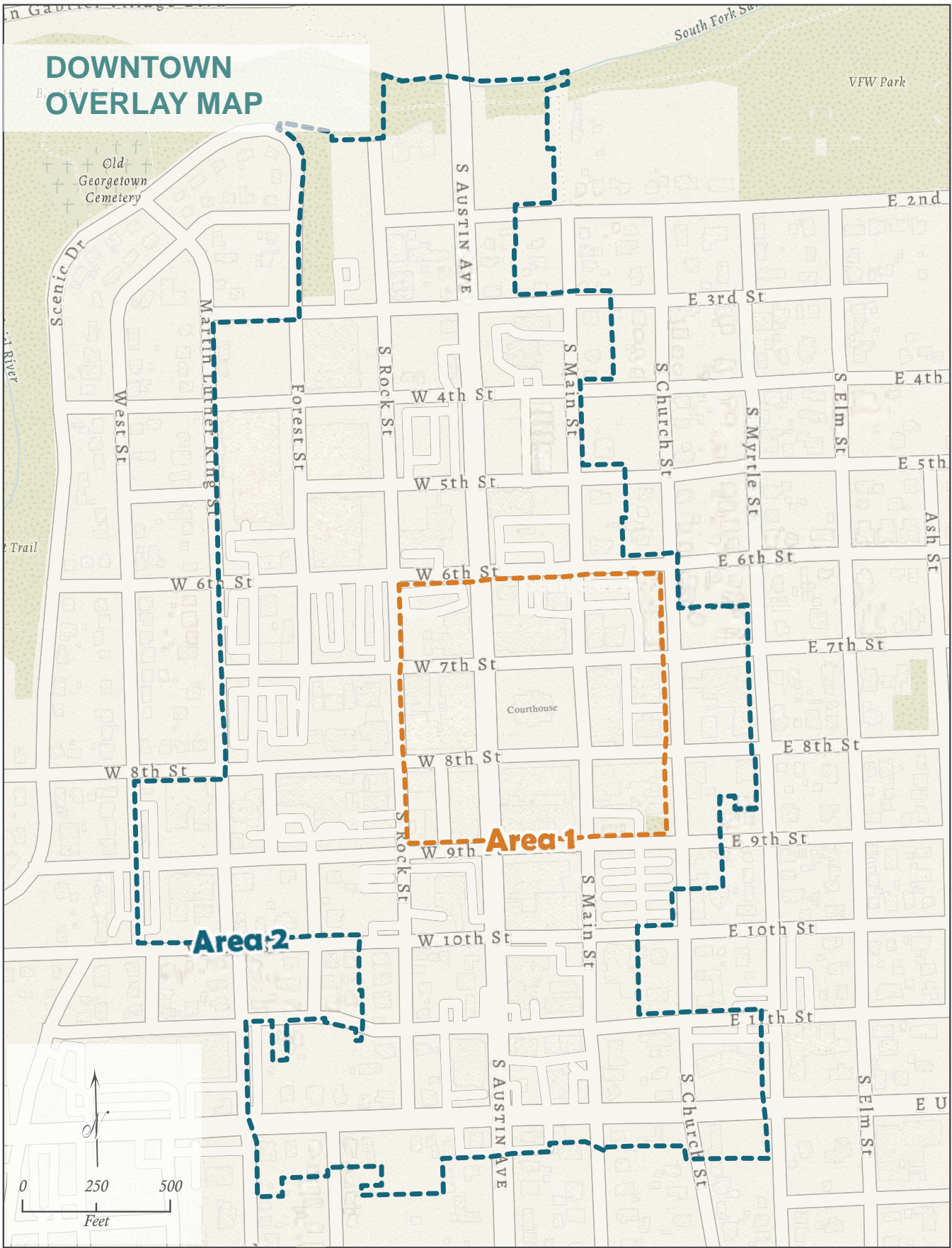
b. Use low-profile mechanical units and elevator shafts on rooftops that are not visible from the public view. If this is not possible, set back or appropriately screen rooftop equipment from view.

c. Locate a satellite dish out of public view, to the extent feasible, and in compliance with other regulations.

d. Paint mechanical equipment attached to the building the same color as the background to which it is attached in order to blend into the building. This includes conduit, piping, and meters, etc.



T-B: Mechanical and utilities should be located on the side or rear of the building.



2



CHAPTER 2 DOWNTOWN GUIDELINES AREA 2

Area 2 is comprised of the blocks of development surrounding Area 1 in Downtown Georgetown. In order to understand the specific needs and requirements of Area 2, its existing character was examined and special care was taken to note its differences from Area 1. Area 2 has three general character areas within it: the western third (west of Rock Street); commercial buildings on Austin and University Avenues that are more suburban in character; and the remainder. The western portion of Area 2 is characterized by both civic buildings and utilitarian building types. This reflects the developmental history, distinct from the commercial development patterns around the Courthouse Square and where large homes have been replaced with commercial structures over time. This chapter will describe Guidelines for all of Area 2 with a subsection describing specific recommendations for the area west of Rock Street.

Chapter 2 will begin by outlining the existing character and development patterns of Area 2. the chapter will establish recommendations for the public realm, site design, building elements, and new building construction.

Design in Area 2

Commercial streets in Area 2, surrounding the Town Square Historic District, should develop in a manner that is inviting to pedestrians while also accommodating automobiles. Development should include a mix of building types, including older structures and more contemporary ones. Each should reflect the design trends of its own time, while also contributing to a sense of visual continuity and strengthening the pedestrian experience. In addition, a combination of uses is encouraged, including residential, office, and retail.

The design goals for Area 2 are:

- 1 To develop as a compatible extension of Area 1 so that the entire Downtown Overlay District is seen as a distinct commercial district that incorporates residential development.
- 2 To define the sidewalk edge with elements that are amenities for pedestrians.
- 3 To establish a sense of scale in buildings and streetscape design that can be enjoyed by pedestrians.
- 4 To minimize the visual impacts of automobiles.
- 5 To strengthen the pedestrian network of sidewalks, plazas, and paths.
- 6 Retain native vegetation with project design.
- 7 Maintain the feel of historic surroundings. For example, if the area is predominately residential structures converted to commercial uses, the residential appearance, scale, and character should remain.
- 8 To use similar building materials, storefront design, recessed entries, and front setbacks.
- 9 To minimize conflicts with residential neighbors.



Building marks a transition between Area 1 and Area 2.



Typical one-story commercial building in Area 2.

Design for Civic Institutions

The Design Guidelines focus on principles for rehabilitation and infill of commercial and mixed-use projects that reinforce the historic building fabric and enhance the pedestrian environment. To do so, they draw upon principles established in the design of traditional commercial buildings. While commercial properties occur most in the area, civic facilities are also part of the urban mix.

Civic facilities include churches, schools, libraries, art spaces, meeting facilities, courts, and government offices. Traditionally, buildings for these uses have contrasted with the framework of commercial storefronts. The historic Courthouse, as an example, it stands apart from rows of commercial buildings, framed by a lawn. While it stands apart as a structure, it clearly is a part of the Downtown, with its entrances oriented to the street and walkways promoting pedestrian use. This helps to convey its civic function as a gathering place. This tradition of designing civic institutions as landmarks in the urban fabric should be continued. At the same time, the basic principles of urban design outlined in this document should still apply. Among them are these key principles:



Detail of Entrance Century 21 Hellmann Stirbling



Detail of Entrance Century 21 Hellmann Stirbling

Design principles for civic facilities:

- 1** Civic facilities should be located such that they encourage pedestrian traffic to nearby downtown businesses;
- 2** Civic facilities should be designed to reinforce the Downtown fabric of streets and sidewalks;
- 3** Convenient pedestrian connections should link abutting civic buildings;
- 4** The edges of a civic property should be inviting to pedestrians;
- 5** The visual impacts of automobiles should be minimized;
Primary entrances should face the street, not parking lots;
- 6** A sense of human scale should be conveyed;
- 7** Impacts on adjacent historic resources should be minimized; and
- 8** Outdoor spaces designed for public use. should be provided.

2.1. EXISTING CHARACTER

Area 2 of the Downtown Overlay District is sometimes referred to as the “Transition Zone” as it is the link between the historic nine-square Downtown and nearby neighborhoods. This area is not as cohesive as the central area and developed over a longer period of time. There are three observable areas within this zone: the general area. The area west of Downtown, and properties along Austin and University Avenues.

2.1.A General

Adjacent to the Downtown are more modest commercial buildings. Further away from the Downtown core are commercial structures from various eras that may have replaced earlier houses. Residential structures with commercial uses as well as residential structures still used as residences can be found in this area.

2.1.B Public Realm

B.1 The streets continue the grid pattern of Downtown. Sidewalks are wider and adjacent to the curb nearest Downtown, then are narrower with a parkway or planted area between the curb and the sidewalk as you transition away from the core, and in some places at the edges of Area 2 sidewalks have not yet been installed.

B.2 Landscaping varies as it moves away from Area 1. Along Austin Avenue and Main Street the trees are sparse, but beyond that they are quite abundant. Decorative landscaping can be found in residential areas and adjacent to public structures.



Example of former residential building being used as commercial in Area 2.



Examples of street furniture.



2.1.C Site Design

C.1 Lots are significantly larger than the core of Downtown.

C.2 Buildings are generally constructed up to the lot line in the Downtown core but gradually step back until there is significant space in front of buildings.

C.3 Parking is abundant in Area 2. Large parking lots take up entire blocks. On site parking can be found in this location.

2.1.D Building Characteristics

D.1 There are a wide variety of building types and forms within this area. There is not a predominant style or form. However, there is a strong sense of time and place because of characteristics found in the historic buildings. The buildings contain details relative to the period they were built. They are generally masonry or wood, have clearly defined entrances facing the street, have windows facing the street and landscaping in front. Most buildings have simple shapes such as rectangles or an L-shape. Likewise, the roofs are simple gable ends, or are hipped roofs. Commercial buildings that are not converted have flat roofs with parapet.



T-B: Examples of street furniture.

2.1.E West of Downtown

The existing character west of Downtown has a unique feel because of its historic relationship to the railroad. The historic buildings were built as warehouses and are simpler, more utilitarian buildings with less detail. New civic buildings have large footprints, may be multiple stories high, often with single entry points along a block face. Street furniture, and landscaping have been added to provide a more enjoyable pedestrian experience.



West of Downtown industrial building.

2.1.F Along Austin Avenue and University Avenue

Austin Avenue and University are major gateways into Downtown. As the car became more and more important these routes became lined with car-centric buildings. The buildings are set back from the street to allow for on site parking in front. This creates a wider perceived public realm with few pedestrian amenities.



Contemporary building construction along University Avenue

2.2. RETAIN AND PRESERVE

Architectural Features

This section presents the design policies and Guidelines for the rehabilitation of historic resources located in Downtown Historic Overlay District Area 2.

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.

2.2.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 that 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 that are not converted.



Masonry detail.

2.2.B Deteriorated architectural materials should be repaired rather than replaced.

B.1 When deterioration occurs, repair the material and any other related problems. It is important to recognize that all details weather over time and that a scarred finish does not represent an inferior material, but simply reflects the age of the building. Preserving original materials and features that show signs of wear is preferred to replacing them.

B.2 Patch, piece-in, splice, consolidate, or otherwise upgrade existing materials, using recognized preservation methods as those identified in the Department of the Interior's Historic Preservation Briefs, located online at <http://www.nps.gov/hps/tps/>

B.3 Isolated areas of damage may be stabilized or fixed using consolidants. Epoxies and resins may be considered for wood repair. Special masonry repair components may be used.

B.4 Removing damaged features that can be repaired is not appropriate.

B.5 Protect features that are adjacent to the area being worked on.

B.6 When disassembly of an historic element is necessary for its restoration, use methods that minimize damage to the original materials.

B.7 When disassembly of an historic feature is required in a restoration procedure, document its location so it may be repositioned accurately.



T-B: Material detail of historic structures.



Detail of replacement windows.

B.8 Use approved technical procedures for cleaning, refinishing, and repairing architectural details. When choosing preservation treatments, use the gentlest means possible that will achieve the desired results.

2.2.C. Replacement of original architectural details and materials that have deteriorated beyond repair or are missing.

C.1 Replacement should occur only if the existing historic material cannot be reasonably repaired.

C.2 Remove only that which is deteriorated and must be replaced.

C.3 If parts are damaged or missing, replace them it is preferred that they are replaced with the same material as the original.

C.4 Substitute materials may be considered when the original material is no longer available or not readily available. Substitute materials may also be used where the original is known to be susceptible to rapid decay, or where maintenance access may be difficult. These substitute materials should not be used wholesale, but only when replacing damaged or deteriorated materials.



Brick detail.



Masonry detail.

ACCEPTABLE SUBSTITUTE MATERIALS



Cementitious Board with similar profiles for wood.



Fiberglass for formed metal, for example in cornices.



Metal decorative columns for wood decorative columns.



Metal clad or fiberglass clad wood windows with historic profiles for wood windows on upper floors.



Metal clad wood windows with historic profiles for wood windows on upper floors.

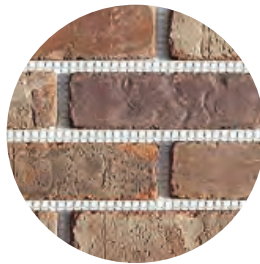


Aluminum storefronts clad in wood to achieve similar profiles.

UNACCEPTABLE SUBSTITUTE MATERIALS



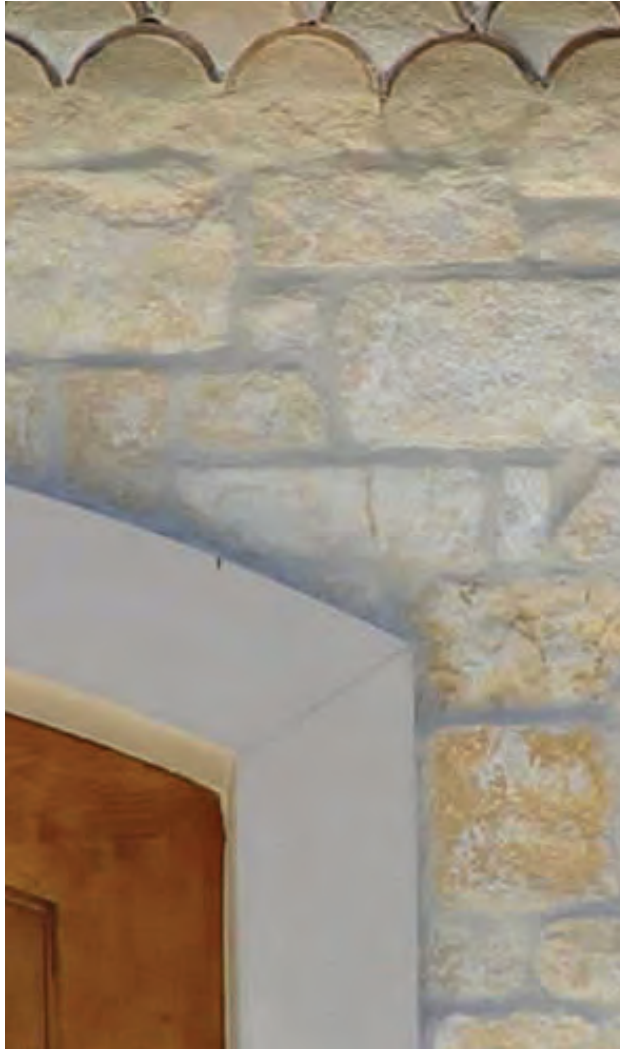
Vinyl windows or vinyl siding.



Thin-set brick or stone (sometimes known as "sticky brick and sticky stone").



Exterior Insulated Finish System (EIFS) to replace stone or cast stone.



Masonry detail.

C.5 Replacement of missing or deteriorated details shall be based on original features. The design should be substantiated by physical or pictorial evidence to avoid creating a misrepresentation of the building's heritage.

C.6 When inadequate information exists to allow for accurate reconstruction, use a simplified interpretation of the original. The new element should still relate in general size, shape, scale, and finish.

C.7 Avoid adding decorative elements, unless thorough research indicates that the building once had them. Conjectural "historic" designs for replacement parts that cannot be substantiated by documented evidence are inappropriate. Dressing up a building with pieces of ornamentation that are out of character with the architectural style gives the building a false "history" it never had, and is inappropriate. Another factor which may determine the appropriateness of using substitute materials for architectural details is their location and degree of exposure. For example, lighter weight materials may be inappropriate for an architectural detail that would be exposed to intense wear.

Detail of Entrance Century 21 Hellmann Stirbling

2.3. PUBLIC REALM DESIGN

The area should continue to develop with a mix of uses and improvements should occur in a manner that enhances the experience for pedestrians and to build a sense of visual relatedness among properties. Even though automobile circulation routes significantly affect the character, it is still possible to strengthen pedestrian links and to improve the edges of properties such that a sense of human scale is conveyed.

2.3.A Streets

Area 2 should provide a controlled, organized automobile system which provides a safe pedestrian environment. Streets, sidewalks, lighting, and landscaping should define the road edge and encourage walking, sitting, and other pedestrian activities.

Projects that can occur in the area also may have automobile activity associated with them. This should not, however, make it an unsafe environment for the pedestrian or cyclist.

A.1 Automobile circulation patterns, both internal and external, should be clearly identified and should not interfere with pedestrian or cyclist routes.

A.2 The rectangular street grid is important to the overall character of Area 2. Avoid one-way streets whenever possible. Two-way streets calm traffic and help create a pedestrian-friendly environment.

A.3 Curb extensions at corners reduce the pedestrian path when crossing streets. Consider using these at busy intersections.

A.4 Clearly identify the road edge and project entrances for both automobiles and pedestrians. Use landscaping and lighting accents to identify entrances.



T-B: Examples of streetscape in Area 2.



Example of street parking.

A.5 Minimize the number of entrances along a street edge. Sharing ingress and egress points with neighboring projects is strongly encouraged with consideration to safety.

2.3.B On-Street Parking

B.1 On street parking helps create a “Main Street” feeling. Being able to park in front of a retail establishment is a perceived advantage to shoppers and encourages business.

B.2 Encourage short term on-street parking to increase turnover. Locate alternate parking options for employees.

2.3.C Canopies and Awnings

For the purposes of these Guidelines, an awning is a structure with a fabric or material surface, usually sloped. A canopy is a rigid structure with a metal roof, generally attached to a building by hangers or tie rods. Canopies can also be mounted to the ground plane with columns. Canopies and awnings can be character defining features. They provide a much welcome reprieve from the hot Texas sun, or sudden downpours. They play an essential role in enhancing the pedestrian experience. Historically, awnings and canopies were noteworthy features of buildings in Downtown and their continued use is encouraged.

C.1 An awning or canopy should be similar to those seen historically.

C.2 An awning or canopy should be compatible in material and construction to the style of the building.

C.3 Use colors that are compatible with the overall color scheme of the facade. Solid colors or simple, muted-stripe patterns are appropriate.

C.4 Awning should fit within the openings of the building.

C.5 Simple shed shapes are appropriate for awnings. Odd shapes, bullnose awnings, bubble awnings are not appropriate.

C.6 A fixed metal canopy may be considered. Consider using a contemporary interpretation of those canopies seen historically.

C.7 Use appropriate supporting mechanisms such as wall-mounted brackets, chains, or metal tie rods for canopies. These should be anchored in the mortar joints rather than into the stone or brick.

C.8 Mount an awning or canopy to accentuate character-defining features. It should be mounted to highlight moldings that may be found above the storefront and should not hide character-defining features.

C.9 Mounting should not damage significant features and historic detail.

C.10 Internal illumination in an awning is inappropriate. Awnings should not glow.

C.11 Lighting that shines onto sidewalks from the underside of a canopy or awning is encouraged. Downlights or can lights may be concealed in the underside of a canopy. Shielded or low wattage lights may be used on the underside of a canopy.



T-B: Examples of awnings and canopies in Area 2.



Canopy on structure in Area 2.

C.7 Use appropriate supporting mechanisms such as wall-mounted brackets, chains, or metal tie rods for canopies. These should be anchored in the mortar joints rather than into the stone or brick.

C.8 Mount an awning or canopy to accentuate character-defining features. It should be mounted to highlight moldings that may be found above the storefront and should not hide character-defining features.

C.9 Internal illumination in an awning is inappropriate. Awnings should not glow.

C.10 Lighting that shines onto sidewalks from the underside of a canopy or awning is encouraged. Downlights or can lights may be concealed in the underside of a canopy. Shielded or low wattage lights may be used on the underside of a canopy.



Pedestrian lighting.

2.3.D Lighting

Lighting on a site is important for both aesthetics and safety, and, on commercial properties, for customer awareness. Traditionally, lights were simple in character and were used to highlight buildings, signs, entrances, first floor details, walkways, and buildings. Most fixtures had incandescent lamps that cast a warm daylight color, were relatively low in intensity and were shielded with simple shade devices.

Use lighting for the following:

- To accent architectural details
- To accent building entrances
- To accent signs
- To illuminate sidewalks and pedestrian routes
- To illuminate parking and service areas, for safety concerns
- To illuminate a state or national flag

D.1 Site lighting should be used to enhance the pedestrian experience at night by providing a well-lit environment. Site lighting should reinforce the visual continuity of Downtown. The light fixtures (luminaries) and poles (standards) should be unifying design elements that promote visual interest and safety.

D.2 Minimize the visual impacts of architectural lighting.

- a.** All exterior light sources should have a low level of luminescence.
- b.** Wall-mounted floodlamps, wall packs etc. shall be shielded so that the light source is not visible off-site. Spotlights without shielding devices are not allowed.
- c.** A lamp that conveys a color spectrum similar to daylight is preferred. Metal halide and sodium are not appropriate.
- d.** Light fixtures should be appropriate to the building and its surroundings in terms of style, scale, and intensity of illumination.
- e.** Wall-mounted light fixtures should not extend above the height of the wall to which they are mounted.
- f.** Lighting that changes color, or creates motion is not appropriate.
- g.** A lamp that conveys the color appropriate to the building and its surroundings in terms of style, scale, and intensity of illumination.
- h.** Visable light strips are not allowed.
- i.** Multi-colored lights are not allowed.



Appropriate under-canopy lights.



Appropriate exterior building lights.



Inappropriate pedestrian lighting.

c. A lamp that conveys the color spectrum similar to daylight is preferred. Color temperature should be 2700K-3000K.

D.3 Provide low-scale lighting for pedestrian routes.

a. Lighting along the right-of-way should be a combination of pedestrian-scaled street lights and lights on adjacent buildings. Lighting in this location should be designed to be bright enough to illuminate paths but not produce harsh light or glare.

b. The position of a lamp in a light fixture illuminating a pedestrian way should not exceed fifteen feet in height.



Inappropriate colored light building washing.

D.4 Lighting for parking areas, service areas, buildings, pedestrian routes, and public ways in Area 2 shall be shielded to prevent any off-site glare.

a. Note that this also applies to parking and service areas in Area 1.

b. Light sources that use the equivalent of 1,200 lumens per bulb or more shall be housed in fixtures and installed in a manner that will shield the lights from public view and avoid glare and light spill.

c. The light source shall not emit a significant amount of the fixture's total output above a vertical cutoff angle of 90 degrees directly visible from neighboring properties. Any part of the fixture providing this cutoff angle shall be permanently attached.

d. Keep parking area lighting at a human scale. The maximum height of parking



lot luminaires shall be fifteen feet. This height may be increased to twenty-four feet if it is demonstrated that the overall visual impact of the lighting is the same or less than a fifteen foot high luminaire.

D.5 The light pole, or standard, should be designed to accommodate special decorative accessories.

- a. In Area 2, the acorn street light design should remain simple without hanging baskets.
- b. Mounts for seasonal lighting schemes should be considered.

D.6 Provide low-scale lighting for pedestrian routes.

- a. Lighting along the right-of-way should be a combination of pedestrian-scaled street lights and spillover from lights on adjacent buildings. Lighting in this location should be designed to be comfortable to pedestrians.

2.3.E Street Furniture

E.1 In Area 2, the benches and waste receptacles should be those identified in the Downtown Master Plan.

E.2 Advertising promotions on benches or other street furniture is not allowed under any circumstance.

E.3 Individual furnishings should be of designs such that they may be combined with other street furniture in a coherent composition.

E.4 Establishment names on street furniture, such as umbrellas, should be



T-B: Appropriate use of string lighting.



considered as part of the sign package for the business.

2.3.F Sidewalks

F.1 Align new sidewalks with existing. The street and overall town grid is of primary importance.

F.2 Preserve significant and unique features in sidewalks such as stamped names, dates, and business names.

F.3 When new sidewalks are to be installed, they shall be compatible with the traditional character of the streetscape.

a. A new sidewalk should align with those that already exist along a block.

b. Decorative paving should be used throughout the Downtown Overlay as noted in the Downtown Master Plan.

c. Sidewalks and crosswalks should be consistent with the sidewalk, intersection, and crosswalk designs in the Downtown Master Plan.

F.4 Sidewalks for pedestrian use along the street edge of a property shall not be constructed of crushed granite, cobblestones or similar material that creates an uneven walking surface.



T-B: Appropriate lighting for pedestrian traffic.

2.3.G Landscaping

Trees and flowering plants help provide interest to pedestrians, as well as shaded protection from the summer sun. Using trees and flowering plants is strongly encouraged.

G.1 Use indigenous, native, and drought-tolerant plant materials when feasible.

G.2 Install new street trees to enhance the pedestrian experience. Locate street trees along edges of sidewalks, maintaining a clearly defined pedestrian travel zone.

G.3 Locate street trees in larger planting areas, such as buffer strips adjacent to parking lots and/or pocket parks.

G.4 Provide underground irrigation systems where needed to sustain landscaped areas.

G.5 Use flowers to provide seasonal colors.

G.6 Replace trees that are diseased or have passed their life cycle. The height of a street tree should be minimized, however, to avoid blocking views of storefronts and interesting details.



T-B: Examples of street furniture in Area 2.

2.4. SITE DESIGN

Special attention should be given to the design of the site in Area 2. This transitional zone should have continuity with Area 1 with compatible development characteristics and encourage pedestrian movement throughout the Downtown, and should not be as car-centric as a more suburban area of Georgetown.

As a transitional zone it is important that care is taken in the site design as it relates to adjacent residential properties. Placement of buildings, parking, storage and garbage can have a negative impact on residential neighbors if not carefully considered.

2.4.A Setbacks

A wide variety of building setbacks can be seen throughout Area 2 and the distance of the setback and the features within the setback create two development characters. Sites with minimal or no setbacks promote an urban commercial character and sites with greater setbacks promote an urban residential character. The following maps describe the general location of these two distinct character areas. The Guidelines recommend setbacks to reinforce the urban commercial and urban residential character of existing sites and to promote the development of the two character areas in the future.



Infill construction in Area 2.

A.1 Setback for Urban Commercial Character

A new building should maintain the wall of buildings at the sidewalk edge. Continuity of design within the Downtown Overlay District is a goal of the city, both in terms of connecting individual projects and town blocks. Not only should a new building in this character area be located at the sidewalk edge, but it should be designed to provide visual interest.

- a. Where no sidewalk exists one should be installed that aligns with nearby sidewalks.



Example of urban commercial setback.

b. Where an existing historic building is set back from the property lines, additions should not obscure the historic building from the street view.

c. If an existing building is set back, define the edge of the property with landscape elements. For example, define the edges of a lot with landscaping, such as low-scale urban street trees or shrubs. Landscaping elements should be compatible with the character of the area in size, scale, and type. Free-form, suburban type landscaping is inappropriate in this setting. Also consider using a fence, or other structural element, that reflects the position of typical storefront elements. These elements should align with nearby traditional commercial building types.

d. Locate a new building at the front property line. Align the building front at the sidewalk edge.

e. A minimum of 50% of the street frontage of a property shall have a building wall at the sidewalk edge.

A.2 Setbacks for Historic Residential Character

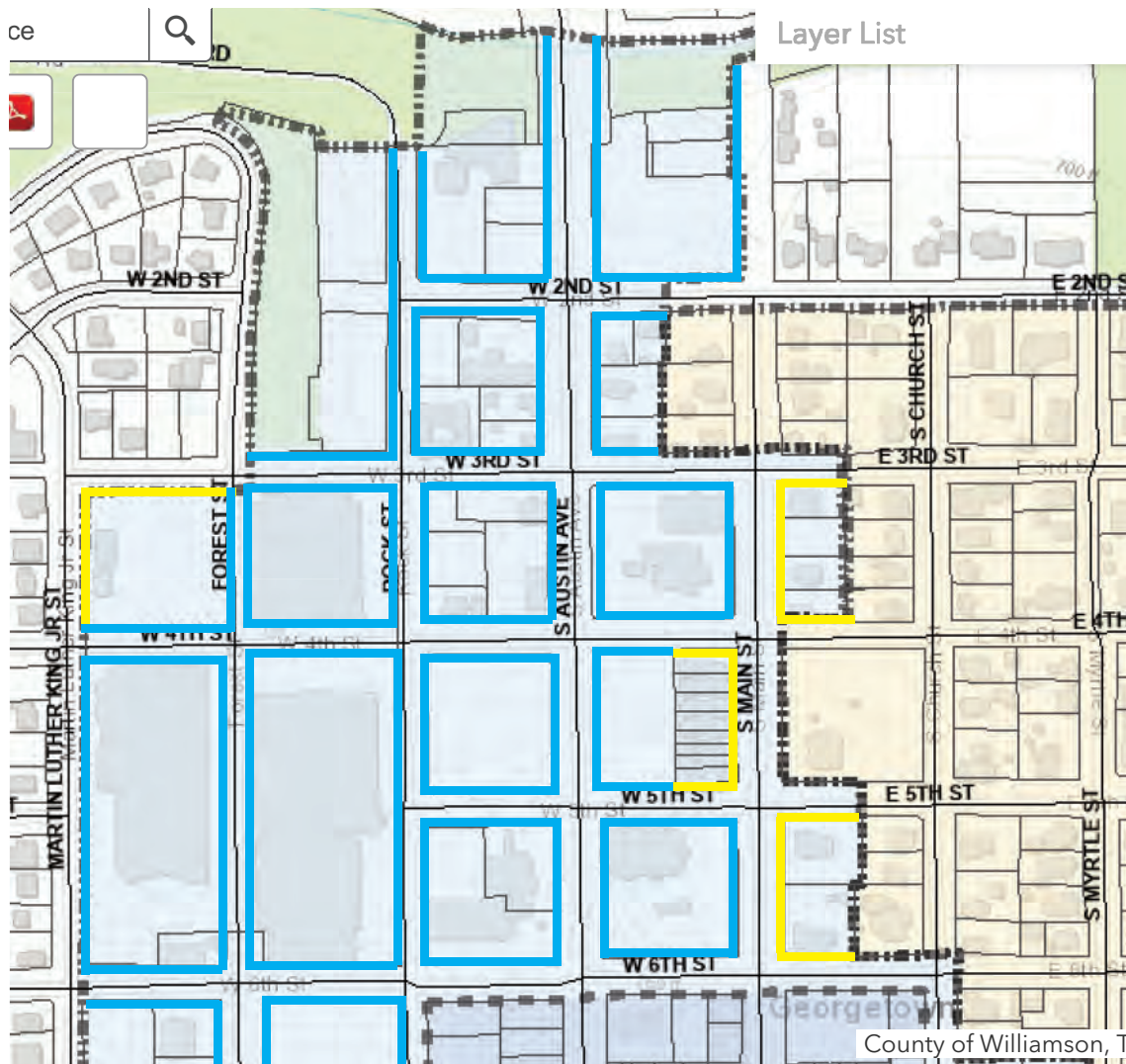
a. A new building setback, whether commercial, multi-family or single family should reflect the predominant setback of the blockface which it is on, not the block face across the street.

b. Landscaping within the setback should be residential in character and completely paved front setbacks are not allowed.



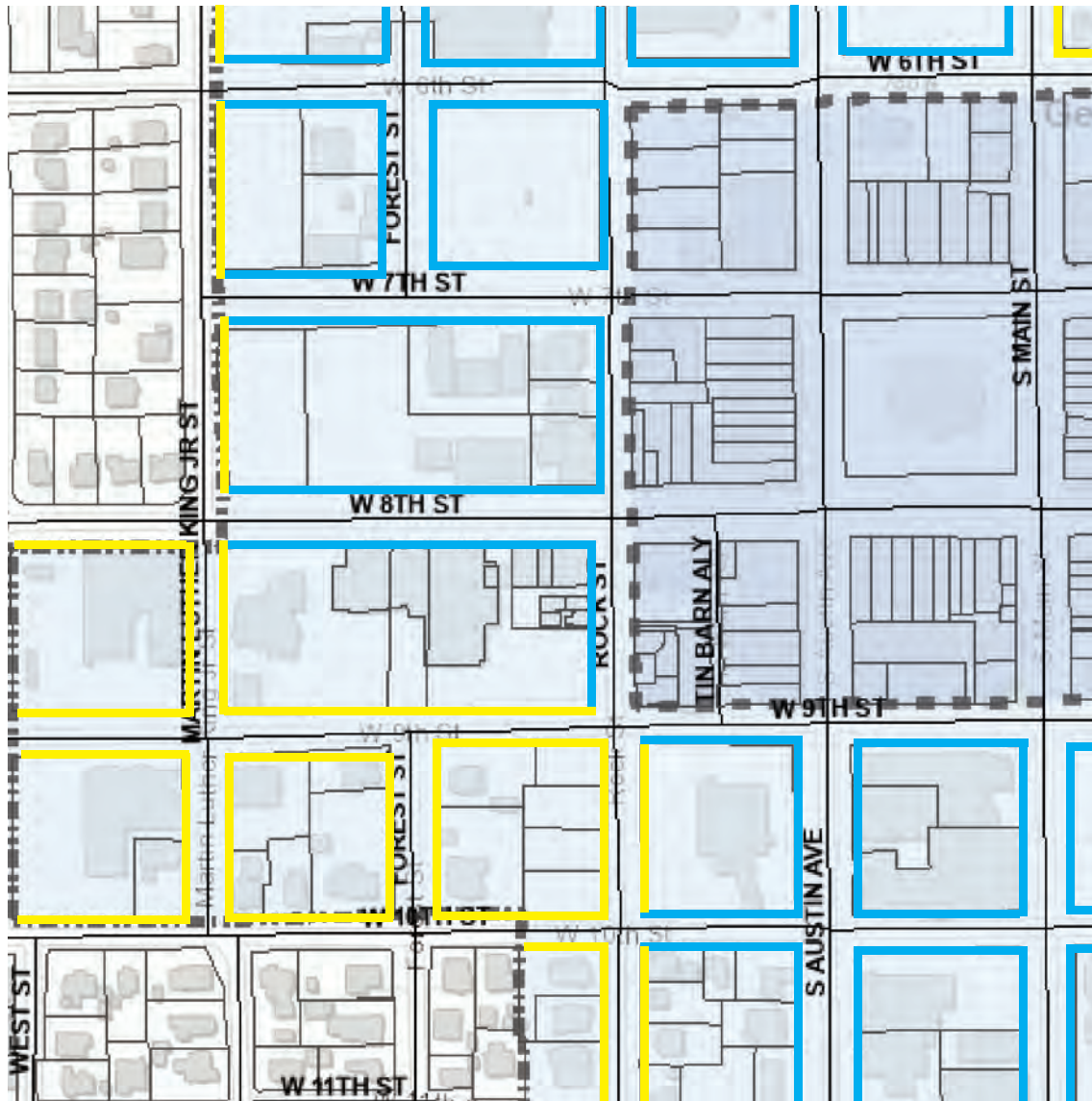
T-B: Examples of setbacks for commercial blocks.



Area 2 North West - Setback Map



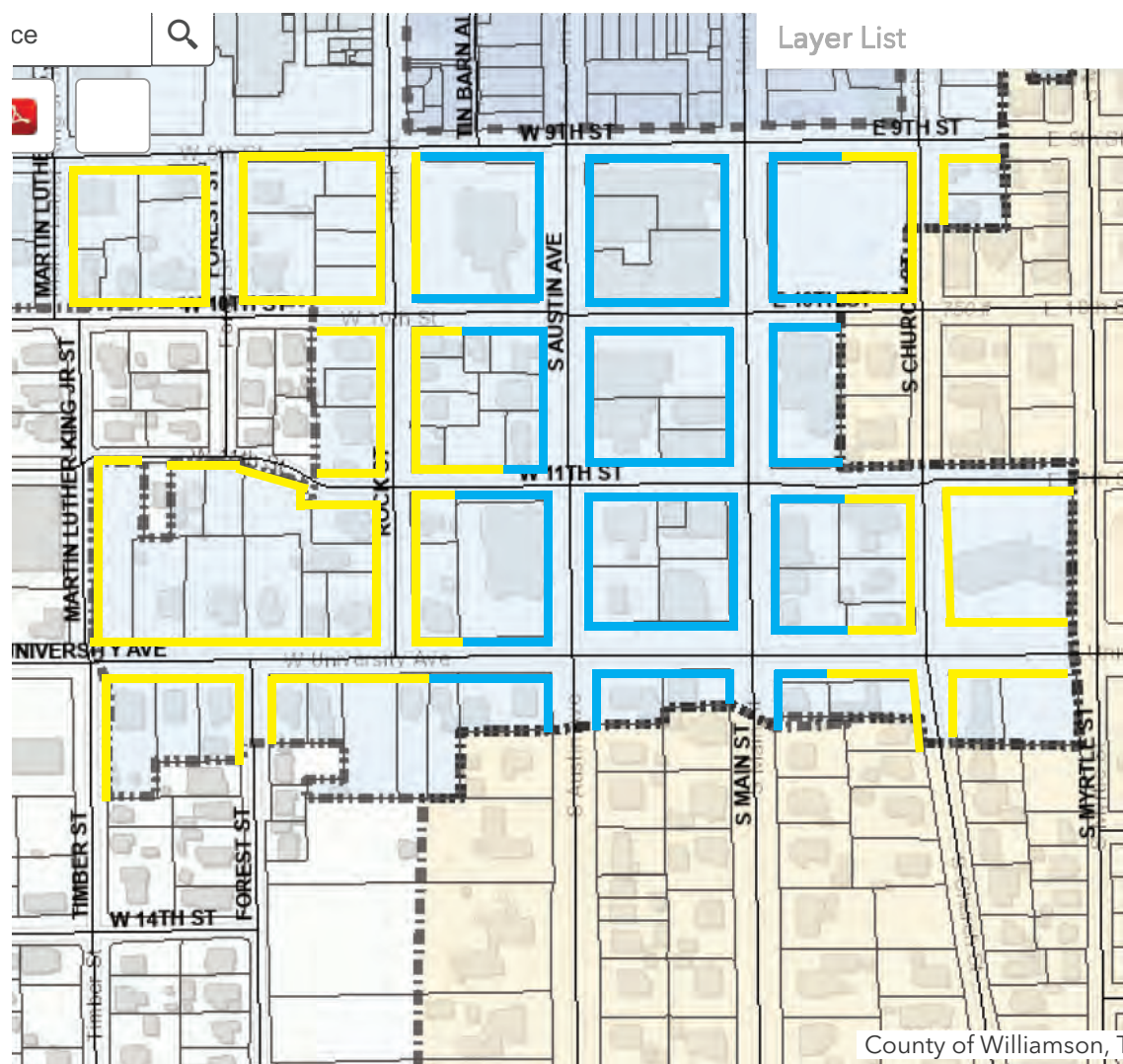
- Historic Urban Setback Character
- Historic Residential Setback Character

Area 2 Center West - Setback Map




-  Historic Urban Setback Character
-  Historic Residential Setback Character

Area 2 South West - Setback Map



 Historic Urban Setback Character

 **Historic Residential Setback Character**

2.4.B Parking location and design

Note that standards for parking lot landscaping are set forth in Section 8.04 of the Unified Development Code and shall also apply.

Parking Lots

B.1 Minimize the visual impacts of a parking lot.

- a. New parking facilities should be designed to be attractive, compatible additions to the Downtown.
- b. Using high quality materials, providing a sense of scale in architectural details, and providing active uses at the sidewalk edge are methods that can mitigate the potentially negative impacts of new parking facilities.
- c. A new parking lot should remain subordinate to the street scene. This can be achieved by placing a wall or landscaping between the parking lot and the public walkway.

B.2 Locate a surface lot such that it will be subordinate to other site features.

- a. An on-site parking area should be located behind a building, where its visual impacts will be minimized.
- b. Minimize the surface area of paving materials.
- c. It is not appropriate to demolish a historic structure on a building's lot or surrounding lots in order to create additional parking. This includes where a detached garage of historic significance exists on a site.



T-B: Examples of rear and side site parking in Area 2.



Parking buffer.

B.3 Locate a parking lot so it will minimize gaps in the continuous building wall of a block.

Where a parking lot shares a site with a building, place the parking at the rear of the site (preferred) or beside the building (if there are no other options).

B.4 Where a parking lot abuts a public sidewalk, provide a visual buffer.

a. This may be a landscaped strip or planter.

b. Consider the use of a wall as screen for the edge of the lot.

c. Use a combination of trees and shrubs to create a landscape buffer.

d. Where a parking lot exists that is presently not screened or landscaped, consider a landscaping program or an infill building that relates to the surrounding historic context.

See the City of Georgetown's Unified Development Code for more guidance on required parking lot landscaping and screening.



Infill parking structure.

B.5 On site parking in front of buildings is not allowed in new construction.

Parking Structures

B.6 Minimize the visual impacts of a parking structure by designing it to enhance the activity of the streetscape.

B.7 Design a parking structure so that it creates a visually attractive and active street edge.



Wrapped parking structure.

a. When feasible, a parking structure in the area should be wrapped with retail, commercial, or another active use to shield the cars from view and to add activity to the street.

b. Other methods of activating the street adjacent to a parking garage but are not limited to:

- Murals or public art
- Landscaping
- Product display cases/show windows

B.8 In the Downtown Overlay District Area 2, a parking structure shall be compatible with traditional buildings in the surrounding area.

a. Respect the regular window pattern and other architectural elements of adjacent buildings.

b. Maintain the alignments and rhythms of architectural elements, as seen along the street.

c. Continue the use of similar building materials.

d. Avoid multiple curb cuts. These complicate turning movements and disrupt the sidewalk.

e. Reflect the traditional widths of buildings in the area.



Example of urban commercial parking.



Historic drive-thru in Area 2.

2.4.C Drive-Thrus

C.1 A drive-thru should not be placed in the front of a building. To maintain the pedestrian environment, drive-thrus should be located away from the pedestrian path at the rear of a structure.

C.2 Curb cuts for drive-thrus should be minimized. Curb cuts interfere with pedestrian flow.

C.3 Conflicts with pedestrians should be minimized when exiting a drive thru. Blind spots, and landscaping design should be carefully coordinated.



Primary entrances should be on the face of the street.

2.4.D Primary Entrances

D.1 Orient the primary entrance of a building toward the street.

D.2 A building should have a clearly-defined primary entrance.

D.3 The building entrance should be recessed.

D.4 A primary building entrance also should be at or near street level.



Dumpsters and service areas should be located out of public view in rear or side areas. Stone walls shelter the garbage area from view.

2.4.E Service Areas

E.1 Minimize the visual impacts of trash storage and service areas.

a. Locate service areas away from major pedestrian routes. Place them at the rear of a building when feasible.

b. Dumpsters should be screened from public view.

c. When Dumpsters abutt a residential property they should be screened from

the residential property and setback by a minimum of 10 feet of landscaping. Landscaping should be evergreen and as tall as the dumpster.

d. Dumpsters screening materials should be consistent with the exterior materials of the building. For example, masonry is preferred if the main structure is masonry. Corrugated metal or fiberglass is not appropriate. Wood fencing can be used if it is tall enough to enclose the dumpster. Landscaping surrounding the enclosure is encouraged.



Typical alley in Downtown.

2.5 BUILDING DESIGN

Area 2 has emerged from a heritage of residential buildings and then later structures that were commercial in nature, but developed at a relatively low density, with substantial portions of land given over to automobiles. In more recent years, Area 2 has developed with a mix of uses, including offices, retail, and some residential. While many of the buildings are relatively new, some older structures survive. Preserving these resources is encouraged and, when feasible, they should be incorporated into new developments.

In the portions of Area 2 that retained residential structures “transitional” character—a blend between commercial uses and residential structures—can be seen. Rather than constructing an urban, “Downtown” building in these blocks, a new design should relate to the traditional design characteristics and setbacks of surrounding buildings while also conveying the stylistic trends of today.



Commercial use of former residential structure in Area 2.

A.1 Commercial buildings the Urban Commercial Setback blockface should relate to the commercial buildings in the core of Downtown (Area 1) through the consistent use of similar building materials, storefronts, recessed entries, and the alignment of these elements along a block. This tradition is strongly encouraged for new developments in Area 2 in the Urban Commercial blockfaces.

A.2 Commercial buildings and multifamily buildings located in Area 2 along the Residential Historic Setback blockfaces should relate to the historic houses through building shape, scale and materials.

2.5.B Pedestrian Environment

B.1 A new building should contribute to a pedestrian-friendly environment by providing an active street edge. The Downtown should continue to develop as a pedestrian-oriented environment. Streets and sidewalks should encourage walking, sitting, and other outdoor activities. Buildings should be visually interesting to invite exploration by pedestrians. Existing pedestrian routes should be enhanced.

B.2 Develop the ground floor level of a project to encourage pedestrian activity.

- a. Provide at least one of the following along primary pedestrian ways:
- A storefront
 - Display cases
 - Landscaping
 - A courtyard or plaza
- b. Include traditional elements such as display windows, kick plates, transoms, and canopies or awnings on commercial storefronts.
- c. Avoid a blank wall or vacant lot appearance.



2.5.C Mass and Scale

A variety of building sizes exist in this area. While contemporary design approaches are encouraged, developments should continue to exhibit a variety of sizes, similar to the buildings seen historically.

C.1 Massing and Scale for Buildings in Commercial Urban block faces.

- a. A new building shall reflect the traditional lot width as expressed by the following:
- Variation in height.
 - Variation in the plane of the street-facing façades.
 - Variation in architectural detailing and materials to emphasize the building module.
- b. Large project sites should be developed with several buildings, rather than a single structure.
- This will help reduce the perceived size of the project.
 - The façade height shall be varied to reflect traditional façade height.



T-B: Pedestrian-friendly pathways.



Pedestrian-friendly pathways.



Inappropriate infill.

c. Where a large building is needed, divide the building into modules that reflect the traditional size of buildings.

d. A typical building module should not exceed 20-50 feet in width. The building module should be expressed with at least one of the following:

- A setback in wall planes of a minimum of 3 feet
- A change in primary facade material for the extent of the building module.
- Variation in the façade height to reflect traditional lot width.

e. Variations in facade treatment should be continued through the structure, including its roof line and rear facade.

f. If a larger building is divided into “modules,” they should be expressed three-dimensionally throughout the entire building. Variation in height should occur where the site is larger than two traditional lot widths, in order to reduce the overall scale of the building.

g. A new building should incorporate a base, middle and cap. Traditionally, buildings were composed of these three basic elements. Interpreting this tradition in new buildings will help reinforce the visual continuity of the area.

h. Clearly define the three distinct parts that articulate a base, a middle and a cap by horizontal banding, belt courses, and major and minor cornices on multi-story buildings.

i. A single story building should have a storefront (Kick plate, Display Window and Transom and Entry) and a cornice.

C.2 Massing, Scale, and Form in Urban Residential.

Massing, scale and form for commercial and multifamily buildings on a Historic Residential block face should reflect the form of historic homes.

- a. Buildings shall have elements of traditional house form such as varying height walls and sloped (or pitched) roof.
- b. New construction should use residential elements and massing that relate to the scale of historic Georgetown houses. Porches, dormers and projecting bays can help achieve this compatibility.
- c. The front façade of larger buildings should be modulated at the scale of historic homes. Modulation shall be between 25-35 feet in width.
 - In a large building aligned parallel with the street, every other module should be set back from the front building line by a minimum of 10 feet. This is to reflect the typical historic house rhythm in the block. The offsets should be expressed from the foundation through the roof line.
 - Courtyard or U-shaped buildings can also be considered with gable or hipped roofs facing the street.
 - A vertical architectural element or trim piece can be used to accentuate the module.



Commercial use of former residential structure in Area 2.



Inappropriate infill.



Urban residential infill.

2.5.D Height



Urban residential infill.



Inappropriate infill.

D.1 Building heights in the Urban Commercial block face should provide variety.

a. New construction either abutting or across the street from a property that is residential in form (whether or not the residential form property is in the Historic District). Should step down in height towards the street or towards the residential form structure. The height of the new structure adjacent to the residential form should not exceed 2 stories or 25 feet at the ridge or 20 feet at the parapet.

b. Vary the building height in accordance with traditional lot width.

c. Set back upper floor to vary the building façade and roof forms.

D.2 Building heights in the urban residential block face should be one to two stories in height.

2.5.E Roofs

E.1 In Urban Commercial block faces the roofs can be flat with parapets or pitched.

E.2 In Urban Residential block faces roofs may be gabled or hipped with a slope of no less than 4:1. Roofs should be proportional to the height of the building walls. In an elevation drawing roofs should be no taller than one story. Flat roofs, and mansard roofs are not allowed

E.3 Roof material on flat roofs should not be visible from the street.

E.4 Acceptable roofing materials on sloped roofs include:

- Asphalt shingles (dimensional architectural shingles are preferred)
- Standing seam metal roof with low profile cap
- Metal tiles
- Roof materials that appear similar on historic houses in Georgetown.

2.5.F Exterior Building Materials

Building materials should contribute to the visual continuity of the area. They should appear similar to those seen traditionally to establish a sense of visual continuity. This is especially true for buildings with high or medium significance. Buildings with low significance can have some flexibility as long as there is a compatibility of scale, texture and color with traditional materials.

F.1 Building materials in the Urban Commercial block face for new construction should be visually compatible with the predominant materials of the Downtown.



Asphalt roof.



Metal tile roof.



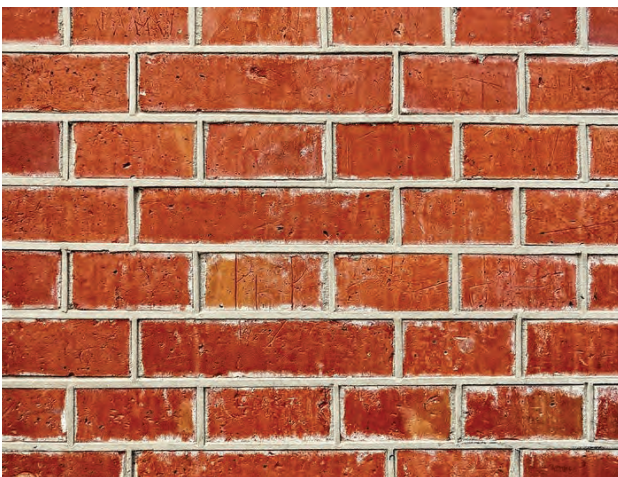
Standing seam roof.



Limestone.



Limestone.



Typical brick.

a. New materials should relate to the scale, durability, color and texture of the predominant materials of Downtown.

b. Masonry materials that convey a sense of scale are preferred.

- Brick and stone are preferred for new construction. Stone types should be limited to stone that is quarried in Texas, as that would have been the traditional material available. Simple ashlar or running bond patterns should be used. Rough finishes are preferred on stone. Thin set stone veneer or brick, sometimes referred to as “sticky brick or sticky stone” is only allowed in instances in which is indistinguishable from full dimension masonry materials.
- New materials should appear similar in character to those used traditionally. For example, stucco, cast stone, and concrete should be detailed to provide a human scale. Tilt wall is acceptable as a construction method, but painted or unpainted concrete, and exposed aggregate face is not allowed.
- New materials should have a demonstrated durability for the Central Texas climate. For example, some facade materials used in new construction are more susceptible to weathering and simply do not last as long as stone or brick.

c. A simple material finish is encouraged for a large expanse of wall plane.

- A matte, or non-reflective, finish is preferred.
- Polished stone and mirrored glass, or glass and steel curtain wall are inappropriate and should be avoided as primary materials.

d. Traditional building materials such as wood, brick, and stone are encouraged.

- Horizontal lap wood siding of traditional dimensions is appropriate in most applications. Maintenance of traditional siding dimensions are encouraged.
- Vinyl siding is not allowed.
- New materials that are similar in character to traditional ones may be considered.
- Siding should be horizontal.

Alternative materials should have a proven durability in similar locations in this climate, such as cementitious fiber board.

e. Cementitious fiber board can be used as lap siding, shingle pattern and trim. Plain 4X8 sheets can not be used as a primary siding material. Metal panel systems and rain screens may be considered when they are compatible with material and surroundings.

F.2 Materials in the Urban Residential block face should reference the traditional materials used in homes in scale and texture.

a. Traditional wood siding, brick, and limestone, that is small enough to be placed by hand, and stucco are common in historic Georgetown residences. Painted wood siding is preferred.

b. Cementitious fiber board is acceptable with the exception of 4X8 sheets as the primary material. 4X8 sheets can be used where trim is used to reduce scale, such as in board and batten siding.



Wood siding.



Cementitious siding.



Vinyl siding.



Thinset veneer stone.

c. Vinyl siding and thinset veneer stone and brick (known as sticky stone and sticky brick) are not allowed.

d. Large scale materials such as steel and glass curtain walls, metal panel systems, rain screens, tilt wall with exposed concrete, painted concrete, or exposed aggregate are not allowed.

e. Industrial material or agricultural materials such as corrugated metal or corrugated fiberglass panels are not allowed.

2.5.G Windows

Windows give scale to buildings and provide visual interest. Distinct window designs help define many historic building styles. Historic windows are set deep into a wall, and have substantial casings and sash components. This creates shadows that contribute to the character of the historic style.

G.1 Windows in Area 2

a. Windows in Area 2 should be vertical in design and of similar size to other windows on the block. A typical window is twice as tall as it is wide.

b. The pattern of window placement in the primary facade of a building should reflect the historical patterns of Georgetown buildings. Commercial Urban buildings have regularly spaced windows of equal size. Residential buildings have windows that are based on the facade composition and may vary in size. Too many or too few windows can seem out of place in the established rhythm.



Thinset veneer brick.



Inappropriate window curtain.

c. Window configurations should at a minimum be one-over-one. Single lite windows are not appropriate for Area 2 except in display windows.

d. Windows should be set a minimum of two inches behind the plane of the facade.

E. Glass should be clear and non-reflective.

G.2 Storefront Windows in the Urban Commercial block face

Storefronts in new buildings in the Urban Commercial block face shall be visually open and provide interest on the street.

a. The ratio of solid-to-void surface area shall be similar to that seen on commercial storefront buildings in Area 1.

b. First floors should be more transparent than upper floors.

c. Avoid a blank wall appearance that does not provide interest to pedestrians.

d. New storefronts can be constructed of wood, steel, anodized aluminum, or other materials with the same long-lasting characteristics.



Double-hung window.



Appropriate window replacement.



Incompatible window replacement.



Appropriate commerical window.

e. A new storefront should have the following parts listed below. A rehabilitation project shall preserve these character-defining elements:

- Display windows: The main portion of glass on the storefront, where goods and services are displayed. This will help maintain the interest of pedestrians by providing views to goods and activities inside the first floor.
- Transom: The upper portion of the display window, separated by a frame.
- Kick plate: Found beneath the display window. Sometimes called a bulk-head panel.
- Entry: Usually set back from the sidewalk in a protected recess.

F. Secondary public entrances are encouraged on a larger building or along an alley if there is parking in the rear of the site.

G.3 Display Windows in Urban Residential Block faces

Display windows in Urban Residential block faces should reflect the residential character of the building.

a. Display windows should be placed at pedestrian height.

b. Single lite windows used for display of goods are acceptable as long as they are architecturally consistent with the residential character. The use of bay windows, Palladian windows, Chicago style windows, paired windows are ways to achieve this appearance.

2.5.H. Mechanical Equipment

Utility service boxes, telecommunication devices, solar devices, cables, and conduits are among the variety of equipment that may be attached to a building that can affect the character of the area. While solar energy collecting devices might not always be considered as mechanical or service equipment, for the purpose of these Design Guidelines they shall be.

H.1 Minimize the visual impact of mechanical equipment as seen from the street.

- a. Do not locate window air conditioning units on the building's primary facade.
- b. Use low-profile mechanical units and elevator shafts on rooftops that are not visible from the public's view. If this is not possible, setback or appropriately screen rooftop equipment from view.
- c. Locate a satellite dish out of public view, to the extent feasible, and in compliance with other regulations.
- d. Paint mechanical equipment attached to the building fascia the same color as the fascia background to which it is attached in order to blend into the building.
- e. When locating mechanical equipment be sensitive to views from the upper floors of neighboring buildings as well as other neighboring properties.
- f. Character defining features of existing buildings (i.e. roofline, chimneys, dormers) must not be damaged or obscured when adding new roof mounted energy conservation systems such as solar devices.



T-B: Service areas on rear of building.



Inappropriate placement of mechanical equipment.



g. Skylights or solar panels should have low profiles and not be visible from the public right-of-way. These features should be installed in a manner which minimizes damage to historic materials.

H.2 Solar Equipment

a. Solar panels are prohibited unless they are not visible from the public right-of-way.

b. Use solar panels and solar devices that are similar in color to roof materials and use non-reflective finishes.

c. Solar panels should not be mounted to project from walls or other parts of the building.



H.3 Minimize the visual impacts of utility connections and service boxes.

a. Locate Connections on secondary walls, when feasible.

b. Do not locate gas or electric meters on the roof.

T-B: Locate solar panels on rear of house.

2.5.I Additions

I.1 Two distinct types of additions are considered to be appropriate by HARC: ground-level or roof-top.

a. A ground-level addition that involves expanding the footprint of a structure may be considered. Such an addition should be to the rear or side of a building. This will have the least impact on the character of a building, but there may only be limited opportunities to do this.

b. An addition to the roof may be designed that is simple in character and set back substantially from the front of a building. The materials, window sizes and alignment of trim elements on the addition should be compatible to those of the existing structure, but also visually subordinate in character so as to avoid calling attention to the addition. The rooftop addition must not be visible from directly across the street.

c. Another option, which will only be considered on a case-by-case basis, is to design an addition to the front wall plane of the existing building. This option may only be considered on buildings that do not have a cornice. Only one story may be added. The addition must replicate the existing facade. Note: These buildings will not be eligible for historic Tax Credits at the State or Federal level.



T-B: Inappropriate commercial additions.



Inappropriate commercial additions.



Industrail style on the West side.

I.2 An addition shall be compatible in scale, materials, and character with the main building.

a. An addition shall relate to the building in mass, scale, and form. It should be designed to remain subordinate to the main structure.

b. An addition to the front of a building is inappropriate. However, where a building in the Downtown Overlay is set back from the front property line and the structure does not have historic significance, the first consideration for the placement of an addition should be to fill the gap between the existing building and sidewalk. This will maintain the consistent “street wall” desired in the downtown.

2.5.J. West of Downtown Specific Guidelines

J.1 Character of Buildings

a. The character on the west side of downtown historically differs from the rest of Area 2. This was a warehouse district. The buildings were larger, with less windows and were more utilitarian in style. They lacked the more traditional base-middle -cap configuration. The building materials were also more industrial with little ornamentation, and often raised docks. Early warehouse buildings were often constructed of wood, metal siding, clay tile blocks, and concrete blocks as these were inexpensive and widely available. Therefore buildings in this area can have a more warehouse industrial quality.

b. New buildings in this area can be contemporary design utilizing exterior materials traditionally found in Georgetown. Facades should have a street presence with some storefronts or large window openings to enliven the street.

2.5.K University Avenue and Austin Avenue As Entrance Corridors to the Historic Overlay District

These two avenues serve as major entrances into the Downtown and Old Town Historic Districts, giving a strong sense of place. The corridors should be identifiable and unique from the non-historic areas. Currently S. Austin Avenue and University Avenue between Rock and Church Streets in Area 2 are more of suburban in character. Much of this is due to the influence of the automobile and the need to provide on-site parking. Parking typically has been provided in front of the building for consumer convenience. However, this trend erodes the view of the edge of buildings located along a sidewalk as would have been seen historically. Compatible building design in this area may have more simple building forms and less architectural detail than other parts of Area 2, and/or building design that references this historic context.

K.1 Create a sense of entry into the historic districts by having a uniquely designed street scape experience.

- a. Pedestrian paths, landscaping, and lighting at pedestrian scale should be encouraged at the street edge.
- b. Pedestrian crosswalks across the streets can be constructed of a different material.
- c. Street signs could be unique to the district.



Doug Smith Performance Center on W. 2nd Street.



Street scape view of W. University Avenue towards S. Austin Avenue.



Austin Avenue as an entrance to Downtown.

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