DESIGN STANDARDS

The purpose of this chapter is to **create a set of Design Standards for new development** in the entry corridors of Fredericksburg. These guidelines will ensure that new development in Fredericksburg protects and enhances the experience of entering the City and keeps it **consistent, attractive and responsive to the unique Hill County character.**

Lady Bird Johnson Municipal Park


Schwandt

OVERVIEW

Design standards are the standards to which development should be held that protect and enhance the overall appearance and 'brand' of a community. The guidelines set the expectations for developers as to how new buildings should look and interact with their surroundings. Cities adopt design guidelines for many reasons, including the protection of historic districts and to create visually appealing thoroughfares and neighborhoods. Fredericksburg has had design guidelines for many years in the Historic District. These guidelines have created a beautiful destination, protecting the existing historic buildings and ensuring new development complements the existing historic character.

The Comprehensive Plan identified the goal of expanding design guidelines outside of the Historic District to address development along the major entries into Fredericksburg. The purpose for doing this is to enhance the visual appearance of these areas, create gateway features to introduce visitors to Fredericksburg, and to support the unique identity and character of the community. Because the existing character of each of these entries is different, the recommendations for guidelines will vary accordingly.

Related Plans

Historic District Design Guidelines

Fredericksburg has a unique identity created by the collection of historic homes and businesses in its downtown core. This area developed over many years in a unique German Hill Country style based on stone building material. This unique character has been preserved through the creation of a nationally registered Historic District and design guidelines to ensure preservation of the appearance of this area.

The City adopted design guidelines in 1997 to provide direction on appropriate development standards within the Historic District. These guidelines define the expectations for what new development will look like, as well as what alterations can be made to existing buildings. The guidelines are administered by the Historic Review Board, which reviews applications for new construction and alterations to buildings within the district and grants certificates of appropriateness for projects that meet the guidelines.

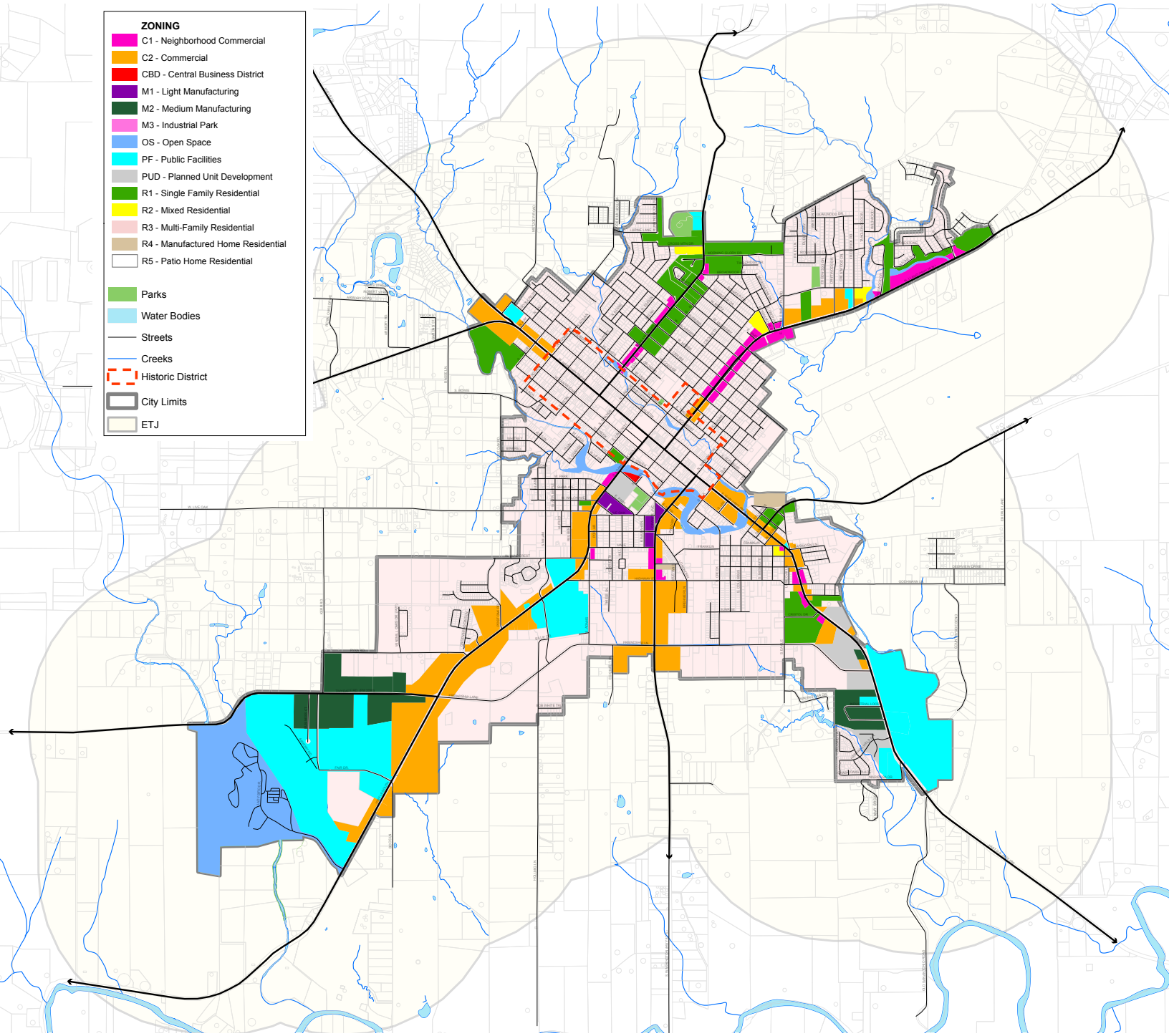


Figure 20: *Entry Corridor Properties Governed by Design Standards*

EXISTING CONDITIONS ANALYSIS

Design Standards

Design standards are intended to guide development to ensure it contributes to, or enhances, the existing character of an area. The areas defined in this plan currently do not have design standards, meaning there are not guidelines for the appearance of new construction or how it relates to existing development in the area. The recommendations in this plan address the concerns identified through the public engagement process and provide for design standards that reflect community goals, enhance the character of Fredericksburg, and allow for orderly development. To implement the Issues Update including the Design Standards, the City will have to adopt an Ordinance that defines the Design Standards and provides the process to apply them.

Design standards go beyond simply what is built, they also provide direction on how buildings relate to each other and other elements on or near the site. For this plan, the following will be addressed in the design guideline recommendations:

Building Design

1. Architectural Style
2. Architectural Materials
3. Architectural Color
4. Architectural Features
5. Massing & Scale
6. Signage
7. Building Height
8. Setbacks & Frontage

Site Design

9. Landscaping
10. Lighting
11. Service Areas
12. Parking & Access
13. Drainage and Stormwater
14. Streetscape

By addressing development in a comprehensive fashion, the Design Standards will serve as a tool to implement community goals, enhance the entries into Fredericksburg and provide a clear direction for builders on community expectations and standards.

RELATED PLANS

Historic District Guidelines

Fredericksburg's identity is created by the collection of historic homes and businesses in its downtown core. This area developed over many years in a variety of styles based on the influence of immigrants and available building materials. This character has been preserved through the creation of a Nationally Registered Historic District and attending design guidelines to ensure preservation of the appearance of this area.

The City created design guidelines in 1997 to provide direction on appropriate development standards within the Historic District. These guidelines define the expectations for what new development will look like, as well as what alterations can be made to existing buildings. The guidelines are administered by the Historic Review Board, which reviews applications for new construction and alterations to buildings within the district and grants certificates of appropriateness for projects that meet the standards.

The Design Guidelines identify six distinct styles found in the Historic District. These include:

- Pioneer – split logs, rock facades, wide chinking, limestone additions, Sunday houses
- Gothic Revival – steeply pitched roofs, arches, towers
- Italianate – wide overhanging eaves, low pitched roof, grouped supports
- Folk Victorian – symmetrical façade, spindle work on supports and railings, centered bable, one story
- Bungalow – decorative beams, partial width, deep porches, exposed roof rafters, gabled roofs
- Commercial – one story, three bay façade, recessed entrance, transom windows, decorative cornice

Buildings in these styles can be found intermixed throughout the Historic District and this eclecticism contributes greatly to the attractiveness of Fredericksburg.

The Design Standards provide clear direction on planning and implementing restoration projects on existing buildings. Guidelines provide direction on proper ways to clean and repair historic structures to protect their existing materials. It also outlines options for making improvements that will complement existing materials and not cause further harm. Signage is also included to ensure signage contributes to the appearance and character of the area. Design Standards for the entry corridors will not likely need to be as exhaustive as those within the Historic District because the current character of the area and most existing construction is not historic and deserving of such consideration.

DESIGN STANDARDS RECOMMENDATIONS

Organization of Chapter

Each element of the Design Standards is organized in the same manner to provide consistency and flexibility. The following outline describes this organization and the purpose of each sub-section.

Topic- The key issue to be addressed. Examples include landscaping, materials, or signage.

Intent- This describes the primary design or functional objective for the stated Topic. Innovation and historic sensitivity is encouraged in Fredericksburg and as such carefully understanding the Intent is critical for meeting the spirit of this document while bringing forward new solutions.

Design Standards- These are requirements of the City of Fredericksburg, overseen by the Planning Commission. In order to receive approval from the Planning Commission, these standards must be met. Standards use the terms “shall” and “must” to indicate that compliance is required.

Design Guidelines- Guidelines are design strategies, features, or techniques that the Design Review Board is encouraging and that support the goals of the Comprehensive Plan. Guidelines use terms such as “may,” “encouraged,” “should,” and “to be considered.” In cases where the guidelines may be difficult to achieve, or an innovative solution may provide a better answer, the topic intent may be used to satisfy the requirements.

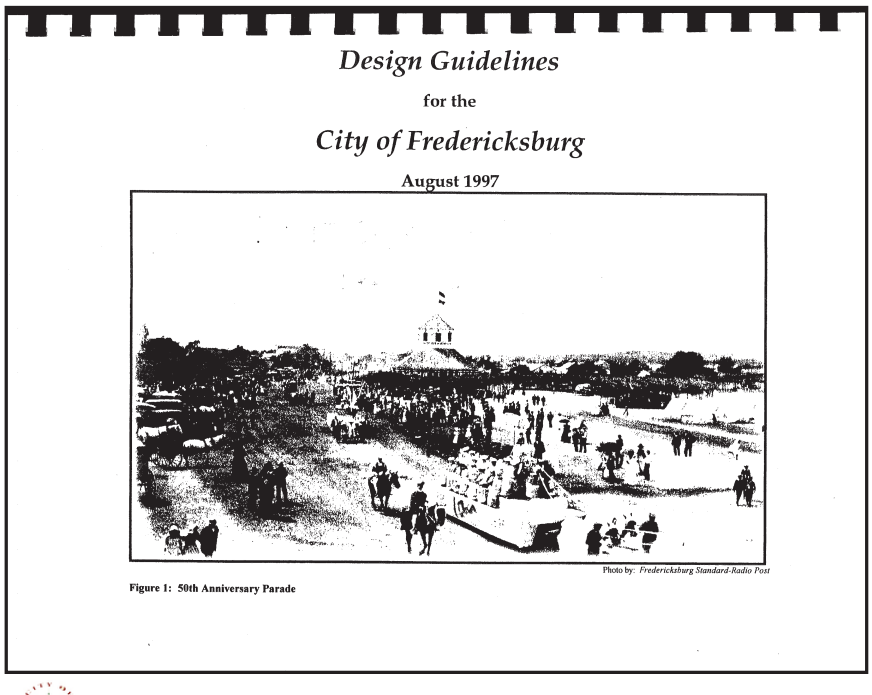


Figure 1: 50th Anniversary Parade

WHEN DO THESE STANDARDS APPLY?

How Standards and Guidelines are Used

The Design Standards provide direction to property owners and developers when they plan improvements to properties in the entry corridors (“Figure 20: Entry Corridor Properties Governed by Design Standards” on page 68). They ensure that such alterations, repairs and new construction will help to achieve the design objectives for the area. The Design Standards also provide a basis for the City to determine the appropriateness of such improvements when they are proposed.

Use by Owners

A land owner, developer, tenant, architect or land planner should refer to these Design Standards before initiating any project.

Use by City

The City will also use the Design Standards for formal review of proposed projects. In this review, it is important to recognize that each case, a unique combination of design variable is at play and, as a result, the degree to which each relevant Design Standard is applicable may vary.

Applicability

The Design Standards shall apply to all properties directly adjacent to the entry corridors. These properties are identified on “Figure 20: Entry Corridor Properties Governed by Design Standards” on page 68. A land owner or developer must follow the Standards and Guidelines concurrent with a zone change, a use category change or issuance of one of the following permits:

1. Building Permit
2. Sign Permit
3. Street and Sidewalk Construction Permit
4. Conditional Use Permit
5. Site Plan Review
6. Platting
7. Placement in the Public R.O.W Permit
8. Temporary Use Permit

DESIGN STANDARDS AND GUIDELINES APPLICABILITY MATRIX									
Design Standard Category	**Zoning/ Use Change**	**Building Permit**	**Sign Permit**	**Street and Sidewalk Construction Permit**	**Conditional Use Permit**	**Site Plan Review**	**Platting**	**Placement in the Public R.O.W. Permit**	**Temporary Use Permit**
Architectural Style	X	O	O	X	O	O	X	X	O
Architectural Materials	X	O	O	X	O	O	X	O	O
Architectural Color	O	O	O	X	O	O	X	O	O
Architectural Features	X	O	O	X	O	O	X	O	O
Massing and Scale	X	O	X	X	O	O	X	X	O
Signage	X	O	O	O	O	O	X	O	O
Building Height	X	O	X	X	O	O	X	X	O
Setbacks	X	O	X	X	O	O	O	O	O
Landscaping	X	O	O	O	O	O	O	O	O
Lighting	O	O	O	O	O	O	X	O	O
Service Areas	X	O	O	O	O	O	O	O	O
Parking & Access	X	X	O	O	O	O	O	O	O
Drainage and Stormwater	X	X	X	X	O	O	O	O	O
Streetscape	X	X	X	X	O	O	O	O	O

O = Standards and Guidelines apply when relevant.*
X = Standards and Guidelines do not apply.

*The Standards and/or Guidelines shall apply to only the extent of construction or development under the purview of the permit, site plan, or zoning application.

DESIGN STANDARDS- BUILDING DESIGN

1. ARCHITECTURAL STYLE

Intent

Architectural style is the overall character or design of a building that makes it identifiable. The style is typically determined by the period when a building was built, and the culture that built it. The architecture in the Historic District can be defined as eclectic, with multiple techniques and styles throughout the area.

Historically, the settlers to the hills of central Texas brought their carpentry and stone mason skills to their buildings. The locally available white limestone and later brown sandstone were used with the local cedar to construct the well-crafted buildings throughout the region. The more rustic simple nature of Texas Hill Country style is also due to the lean times when the area was being settled, resulting in a simple style. The Hill Country style has a modern elegance because of its simplicity, materials and craftsmanship in construction.

The intent of the Architectural Style Standards are to:

- Create a uniform and cohesive corridor of development;
- Preserve the City's historic and cultural resources, so that they contribute to the special character and quality of Fredericksburg;
- Encourage adaptive reuse, rehabilitation, and retrofitting of historic buildings in which the original use is no longer feasible;
- Maintain high quality design and craftsmanship of all architecture along the entry corridor; and
- Extend the authentic character of Fredericksburg beyond the Historic District.

Applicability

1.0 – Architectural Styles Design Standards apply to all redevelopment in the entry corridors.

Standards

1.1 – Adhere to the Historic District Guidelines when rehabilitating designated historic landmark buildings or potential historic buildings.

1.2 – The architectural style of the entry corridor should be reflective of the Texas Hill Country aesthetic.

Guideline

1.3 – New designs should be compatible with the design traditions of the established neighborhoods and regional Texas Hill Country aesthetic. It is not the intent of these guidelines to require that new buildings copy older building styles. Therefore, use traditional building forms and broader similarities of design in order to be compatible with existing buildings in the area that reflect the traditional context.

1.4 – The use of standardized "corporate" architectural designs associated with chain or franchise buildings (prevalent with restaurants, service stations and retail stores) is strongly discouraged and alternative designs consistent with this design manual may be required.

- **Pioneer** - Split logs, rock facades, wide chinking, limestone additions, Sunday houses

- **Gothic Revival** - Steeply pitched roofs, arches, towers

- **Texas Regional (Not in Historic Guidelines)** - sophisticated, modern, local materials, regional design techniques, metal brackets with awnings

- **Commercial** - One to three story, three bay façade, recessed entrance, transom windows, decorative cornice

- **Italianate** - wide overhanging eaves, low pitched roof, grouped supports

- **Bungalow** - decorative beams, partial width, deep porches, exposed roof rafters, gabled roofs

- **Folk Victorian** - symmetrical façade, spindle work on supports and railings, one story

2. ARCHITECTURAL MATERIALS

Intent

The materials used in construction are a primary element in the appearance of the building. Much of the newer construction along the entry corridors utilizes modern materials, including metal facades, tilt wall concrete, etc. These materials allow for more efficient and cost effective construction; however, they do not contribute to the overall character and appearance. Design guidelines for materials will address this to ensure new construction utilizes appropriate materials to enhance entryway appearance.

The intent of the Architectural Materials Standards are to:

- Adhere to the Historic District Guidelines when rehabilitating historic buildings;
- Ensure materials are fitting with the Texas Hill Country style prevalent in Fredericksburg;
- Utilize materials that have minimum environmental impacts (glare, SRI, excessive heat, etc.);
- Use materials that contribute to the visual interest of the structures; and
- Use efficient and cost effective construction.

Applicability

2.0 – Architectural Materials Design Standards apply to all redevelopment in the entry corridors.

Standards

2.1 – Buildings shall employ authentic, textured materials, compatible with the traditional Hill Country aesthetic. Highly reflective materials are unacceptable, because of their tendency to create uncomfortable glare conditions,

2.2 – Abide by Historic District Guidelines for preserving historic buildings.

2.3 – Use original materials, retain and preserve significant architectural features, ensure the maintenance of the building's historical character. (per Historic Design Guidelines).

2.4 – Do not create a false sense of era or appearance with replacement of metal details or features that are not based upon any historical evidence (per Historic Design Guidelines).

Guidelines

2.5 – Select materials native to the Hill Country, such as cedar, limestone and brown sandstone.

2.6 – New developments should choose materials that offer texture and avoid monotonous faces to add visual interest and reduce its apparent scale.

- Building materials of stone and wood are well preserved which maintain the historic character of the city.

- Common materials create the sense of a district and identity.
- Stone is a good example of material that is prevalent in Fredericksburg.

- The outdoor covered pavilion at 4.0 Cellars is made of wood and steel and balances the harmony of the architecture with the surrounding landscape.
- Modern materials such as steel creatively used with wood creates a contemporary Texas Hill County feel.

- The use of different materials on a building can break up the visual scale of the building, allowing for a more relaxed and comfortable pedestrian experience.

3. ARCHITECTURAL COLOR

Intent

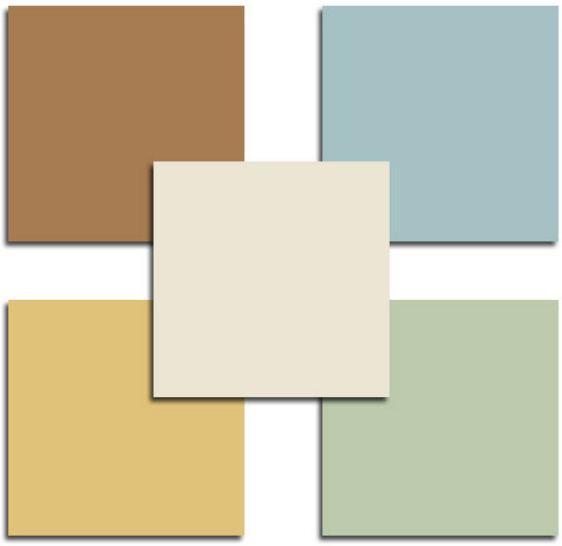
Color may seem a small element in overall community design, but it plays a significant role in appearance. Colors that would be perfectly appropriate in one community, such as the pastels found on homes and businesses in Port Aransas, would look wildly out of place in Fredericksburg. This section shouldn't limit landowners to four shades of beige; however, there should be consideration of what colors coordinate with existing development and the overall character of the community.

The intent of the Architectural Color Standards are to:

- Create a pleasing color scheme that preserves and highlights the heritage of Fredericksburg; and
- Create a robust color palette which allows enough variation to not seem repetitive, but still restrictive enough to keep outlandish color schemes from occurring.

Applicability

3.0 – Architectural Colors Design Standards apply to all redevelopment in the entry corridors.



Standards

3.1 – Choose colors used traditionally in Fredericksburg such as muted shades of greens, blues, and tans (Historic Design Guidelines).

3.2 – Use color to coordinate façade elements in an overall composition and tie all of the building elements together.

3.3 – Reserve bright colors for accents only. Limit the use of bright colors to no more than 15 percent of the overall exterior building façade.

Guidelines

3.4 – Predominate building colors should be of earth tones, but may be accented with brighter colors to provide color variation, punctuation, and eclecticism unique to Fredericksburg.

- Architectural colors of light purple/gray are muted and fit nicely in the Hill Country.

- Bright, architectural colors are used with restraint and sophistication.

- The use of traditional colors against the historic limestone rock creates a visually appealing and eye-catching structure.

- The red roof is color coordinated with the signage font and provides visual interest to the building.
- Color is limited to four different colors- red, black, tan, and white, with the majority of the color coming from the natural limestone material.

4. ARCHITECTURAL FEATURES

Intent

Architectural features are the specific elements that create the appearance of the building. These include the windows, canopies and awnings, roof, parapets, etc. To create a consistent look throughout an area, buildings should share common features and elements. It is not that they need to be uniform on every building, rather that there is a consistency to them.

The intent of the Architectural Features Standards are to:

- Use features on buildings to help promote not only historical aesthetic value, but also create strong social settings when applicable;
- Create retail and commercial spaces that feel open with use of large windows, and architectural features which promote a "human scale;"
- Maintain a feeling of historical character in architecture throughout the city;
- Provide detailed façade treatments on any elevation that is visible from streets/corridors or from any primary elevations of adjoining buildings; and
- Avoid use of unadorned blank walls on elevations facing entry corridors and side streets.

Applicability

4.0 – Architectural Features Design Standards apply to all redevelopment in the entry corridors.

Standards

4.1 – Blank or featureless walls will not be approved along parks, plazas, entry corridors or side streets.

4.2 – Design buildings with a "human scale" by using architectural enhancements. The building facade facing the parks, plazas, entry corridors or side streets shall have visible, clearly defined customer entrances that include at least three of the following elements: canopies or porticos, overhangs, recesses or projections, arcades, raised

cornice parapets over the entrance door, distinctive roof forms, arches, outdoor patios or plazas, display windows, or integral planters.

4.3 – Use original materials, retain and preserve significant architectural features, ensure the maintenance of the building's historical character. (Historic Design Guidelines)

4.4 – Windows and doors shall be equally spaced and provide rhythm along the façade of the building.

4.5 – With exception of historic or potential historic landmarks, at least 40 percent of the ground floor façade facing parks, plazas, entry corridors or side streets shall be constructed of clear and non-tinted windows.

4.6 – For any multi-tenant commercial development, a covered arcade/structural canopy shall be provided along the front facade of the building. Arcades are covered walkways connected to the principal building. They should be a minimum of five feet in width and designed to provide covered areas for relief from the weather. Different arcade/structural canopy designs may be used for each individual tenant/business within a multi-tenant commercial development provided that they blend aesthetically with the front facade of the building.

Guidelines

4.7 – Choose features that fit the scale of the building and its surroundings.

4.8 – If a shed roof or flat roof design is used, add a parapet wall to screen the roof.

- Window awnings and roof overhangs are not only visually appealing but also provide cover from the weather and give spaces definition and character.

- The covered arcade is provided along the front facade of the building and provides a comfortable space for relaxation.

5. MASSING AND SCALE

Intent

The massing and scale of buildings helps preserve the historic and “small town” feel of the region. Residents and property owners identify with this character and would like to see it maintained, thus it is important for new development to be consistent.

The mass and scale of a development relates to the mass of the building and its scale of architectural features related to the structures size. If the mass of the building is too large, it will not properly integrate within the surrounding environment. If the scale is too large, the building will look disproportional and out of touch with standards in place within the community. Therefore the mass and scale of buildings built within the Historic District and entry corridors should encompass the ideas of size and location on lots relating to the architectural style already in place within the built environment.

The intent of the Massing and Scale Standards are to:

- Fit the mass and scale of the broader context of the landscape and surrounding development; and
- Break up larger building mass by varied façade treatments and articulated roof treatments to keep scale accurate.

Applicability

5.0 – Massing and Scale Design Standards apply to all redevelopment in the entry corridors except for single family residential.

Standards

5.1 – Break up the front of large retail buildings by dividing it into individual bays 25 to 40 feet wide.

5.2 – Use variation in materials, textures, patterns, colors, and details to break down the mass and scale of a building

5.3 – Building mass shall be used that is appropriate to the site. Buildings of the greatest footprint shall be located towards the center of a development where the impact on adjacent uses is the least.

5.4 – Each building shall have sufficient facade relief and interruption every 30 feet so as to provide visual architectural interest.

Guidelines

5.5 – When making transitions to lower density areas, modulate the mass of the building to relate to smaller buildings.

5.6 – Faux windows and similar details are not appropriate articulation.

5.7 – Buildings are encouraged to be contiguously arranged along the street face, and large breaks between buildings in identified development sites should be avoided.

- Neighboring buildings are similar in mass and scale to maintain a visual flow along the street.
- The building scale maintains a pedestrian feel.

- By placing a setback between first and second floors, streets seem more approachable and open from the pedestrian level.

- Variation in architectural materials, textures, and patterns break down the mass and scale of the building.
- Buildings have facade relief and interruption every 30 feet to reduce monotony.

- By adding different textures and materials to different parts of the building, what is a large and expansive building to the eye looks properly sized and approachable.

6. SIGNAGE

Intent

Signage is one issue that can create significant conflict between developers, business owners, and the City. This is because owners want to maximize their visibility to passersby, while the City wants to protect overall safety and appearance and not have a profusion of signs. Appropriate sign regulations balance the concerns of business owners with the public welfare concerns. Signs are effective in garnering attention, while not detracting from overall appearance. Signs should also be scaled to their environment. Signs along a highway will be different from those in a primarily pedestrian area.

The intent of the Signage Standards are to:

- Ensure preservation of historic heritage and atmosphere; and
- Improve aesthetic appeal around signage.

Applicability

6.0 – Signage Design Standards apply to all redevelopment in the entry corridors.

Standards

6.1 – A landscaped base area shall be provided for monument or ground signs appropriate to the mass and height of the sign. All areas within 5 feet of the base of any sign shall be landscaped. The landscaped area may include trees, shrubs, flowering perennials, ornamental tall grass, fountains, water features, decorative stonework, planters, sculpture and decorative paving.

Guidelines

6.2 – A minimal number of colors should be used per sign where possible. Bright colors should be reserved for accent only.

6.3 – Integrate signs into building and site design so they do not appear as an afterthought.

6.4 – Attached signs should be located above the building entrance, storefront opening, or at other locations that are compatible with the architectural features of the building

- Signage is low to the ground and made of local materials such as stone.
- Signage fits within the landscape and doesn't detract from the surrounding environment.

- Signage is incorporated into building design.
- Fonts and text styles are incorporated into the color scheme and design of the building.

7. BUILDING HEIGHT

Intent

Building height is important to maintain character of a place and to improve the general quality of the building environment, pedestrian spaces and pedestrian relationships to buildings. The goal is not uniformity, rather heights should be within a range that work well together. When buildings are too tall, they can create a canyon effect, making an area feel enclosed and unpleasant. Buildings that are too short lose definition and do not contribute to the character of an area. The key is to work with the existing streetscape and define heights that are appropriate to create a welcoming environment and consistency. The image shows how different heights can work together, with two story buildings (occasionally higher buildings are present at key intersections).

The intent of the Building Height Standards are to:

- Create a unique corridor and downtown feeling with consistent building heights which correspond to the historic streetscape feeling of central Fredericksburg;
- Ensure adherence to maximum building height so that the character is not lost or damaged; and
- Step roof down towards front of building to keep streetscape from becoming overbuilt and to form pedestrian gathering places.

Applicability

7.0 – Building Height Design Standards apply to all redevelopment in the entry corridors.

Standards

7.1 – Use existing height standards from the Zoning Ordinance.

Guidelines

7.2 – Work with the existing streetscape and define heights that are appropriate to create a welcoming environment and consistency.

7.3 – Use building height to define neighborhood and district edges, and to provide a “human scale.”

7.4 – Floor to floor heights of a building can have an impact on the mass of the building. Typical ceilings in a residence are 8-9 feet. First floors of office buildings or retail shops can range from 10-15 feet. Upper floors that include residential or office are generally 8-12 feet in height. Actual or implied floor-to-floor heights above 15-20 feet on the exterior should be avoided, as a building may begin to lose its “human scale” appearance.

- By using different materials and heights, large sized buildings can appear to be separate and smaller in scale.

- With proper setbacks and landscaping, buildings of different but similar height can easily blend together and create a lively and varied streetscape.

- By using different building heights, downtown areas can add character and sense of place.

- An example of how one, two and three story buildings can mesh well in areas that have proper landscaping, setbacks, and material use.

8. SETBACKS & FRONTAGE

Intent

Setbacks define the relationship of a building to the street frontage, and how far the building is from the ROW or sidewalk. Along highways, it may be appropriate for buildings to be set farther back away from the roadway; while in pedestrian areas, it is preferable to have buildings up to the sidewalk. In conventional development, buildings are setback from the road behind parking lots. This ensures adequate parking and high visibility for the business; however, it does not contribute to the aesthetics of an area. Much of the development within the entryways to Fredericksburg follows this pattern.

The intent of the Setbacks and Frontage Standards are to:

- Preserve characteristics of Fredericksburg's small town downtown heritage through the use of building setback.

Applicability

8.0 – Setback Design Standards apply to all redevelopment in the entry corridors except for single family residential.

Standards

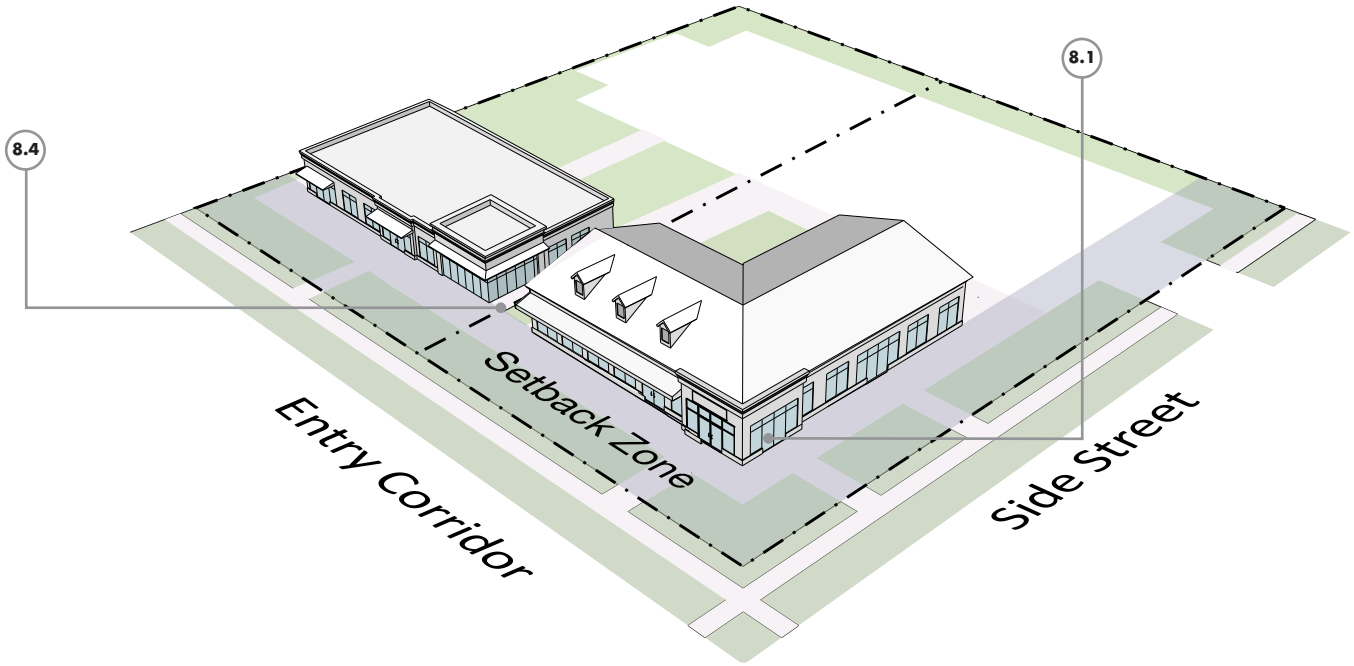
8.1 – Doors and entryways shall be constructed facing the entry corridor and any side streets. Secondary entrances may be constructed to allow convenient access from secondary streets, adjacent buildings, sidewalks or parking.

Guidelines

8.2 – The front door should connect to the sidewalk along the entry corridor.

8.3 – In areas adjacent to or near the Historic District, new buildings should match adjacent building setback in order to preserve the Historic District character and to encourage walkability.

8.4 – A contiguous building arrangement without large breaks between buildings along the street face is encouraged.



- By encouraging building set back along entry corridors, the city will have room to provide not only landscaping but also areas of public social space along pathways and pedestrian walkways.

- Parking is not located between the building and creek
- Buildings should take advantage of adjacencies to Town Creek and Barons Creek by providing amenities between the building and the creek

9. LANDSCAPING

Intent

Appropriate landscaping plays a significant role in the character and appearance of an area. Landscaping can be used as a buffer to disguise unappealing features, like utilities and parking. Landscaping can also enhance pedestrian areas, offering shade and a visual break from the built environment and serving as a buffer to the street. The challenge of landscaping is the on-going maintenance required to keep it attractive, as well as water usage. Low water landscaping should be utilized to ensure minimal water use and lower maintenance for landscape features. The City can work with property owners and civic organizations, such as the Garden Club, to adopt landscape features to provide on-going maintenance and care for them.

The intent of the Landscaping Standards are to:

- Create street-to-building buffering landscapes with native and drought resistant plant species for more pleasurable vehicular and pedestrian experience;
- Create a cohesive and consistent tree canopy along pedestrian pathways to create a pleasing and comfortable environment for non-vehicular traffic;
- Restore existing natural areas where possible; and
- Create public spaces and common areas that invite residents and tourists to visit with appealing and beautiful landscaping.

Applicability

9.0 – Landscaping Design Standards apply to all redevelopment in the entry corridors.

Standards

9.1 – Landscaping, including planting and trees, shall be provided as a buffer between the street and parking area.

Guidelines

9.2 – To create a cohesive tree canopy that provides for consistent shade, street trees should be planted a minimum of every 50 feet on center (centered between the curb and sidewalk). The same amount of trees may also be clustered in groups.

9.3 – Native, drought tolerant and adapted landscape species should be used to the greatest extent possible.

9.4 – A minimum of 50 percent of the plant species should be selected from the approved plant list.

9.5 – Minimize impervious coverage to reduce the need for energy and water consumption.

9.6 – Utilize parks, open spaces and natural areas as buffers between incompatible uses or as a means of maintaining natural viewsheds.

9.7 – Planting is preferable to turf within the right-of-way, including spaces between sidewalks and the street. Landscaping between the curb and sidewalk should be no taller than 24 inches tall and trees should be limbed up 7.5 feet above the sidewalk in the sight distance triangle.

9.8 – Every effort should be made to protect underground utilities such as water, sewer, phone and cable from tree or plant roots.

9.9 – Restoration of natural areas is strongly encouraged during new development and, to the extent possible, redevelopment.

9.10 – Wherever possible, parks should take advantage of existing mature vegetation by preserving it and

incorporating it as a feature of the park to maximize use of shaded areas.

9.11 – Minimize grading and preserve existing vegetation whenever possible.

9.12 – Landscapes should be irrigated to establish planting and provide the correct water levels to support the long term growth of landscape. Irrigation systems should use efficient water methods, group planting by similar watering needs, and use moisture sensors to control the use of water.

9.13 – Root barriers should be used in planting areas between the sidewalk and street which are less than 10 feet in width.

- Native and drought tolerant plantings are encouraged.
- Planting is provided as a buffer between the sidewalk and street.

- Agaves, grasses, and cacti are appropriate plant materials that have low water requirements.

- Seasonal planting is provided between the street and the sidewalk, creating a buffer between automobile and pedestrian sidewalk, while keeping within the maximum height of 2 feet.

DESIGN STANDARDS- SITE DESIGN

Table 1: *Recommended Street Trees (Planting Areas >10')*

STREET TREES	
Common Name	Scientific Name
Shumard Oak	Quercus shumardii
Chinquapin Oak	Quercus muehlenbergii
Montezuma Cypress	Taxodium mucronatum
Lacey Oak	Quercus laceyi
River Birch	Betula nigra
Mexican Sycamore	Platanus mexicana

Table 2: *Recommended Street Trees*

SCREENING	
Common Name	Scientific Name
Red Maple	Acer rubrum
Sweetgum	Liquidambar styraciflua
Southern Magnolia	Magnolia grandiflora
American Sycamore	Platanus occidentalis
Mexican Sycamore	Platanus mexicana
Texas Red Oak	Quercus buckleyi
Shumard Oak	Quercus shumardii
Live Oak	Quercus virginiana
Bald Cypress	Taxodium Distichum

Table 3: *Recommended Trees for Screening*

SCREENING	
Common Name	Scientific Name
River Birch	Betula nigra
Bottlebrush	Callistemmon sp.
Texas Redbud	Cercis canadensis 'Texensis'
Possumhaw Holly	Ilex decidua
American Holly	Ilex opaca
Yaupon Holly	Ilex vomitoria
Little Gem Magnolia	Magnolia grandiflora 'Little Gem'

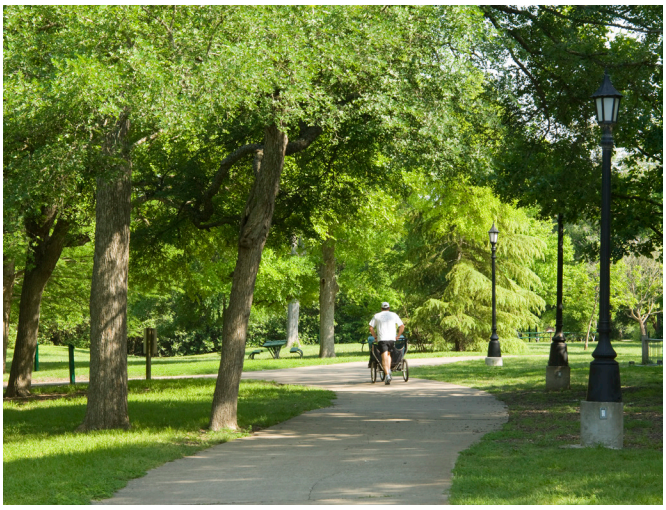
Table 4: *Recommended Trees for General Landscaping*

TREES	
Common Name	Scientific Name
Florida Maple	Acer barbatum
Red Maple	Acer rubrum
River Birch	Betula nigra
Bottlebrush	Callistemmon
Pecan	Carya illinoinensis
Texas Redbud	Cercis canadensis 'Texensis'
Texas Persimmon	Diospyros texana
Possumhaw Holly	Ilex decidua
American Holly	Ilex opaca
Yaupon Holly	Ilex vomitoria
Savannah Holly	Ilex x 'Savannah'
Sweetgum	Liquidambar styraciflua
Southern Magnolia	Magnolia grandiflora
Little Gem Magnolia	Magnolia grandiflora 'Little Gem'
Sweetbay Magnolia	Magnolia virginiana
Slash Pine	Pinus elliottii
Loblolly Pine	Pinus taeda
Texas Pistache	Pistacia texensis
American Sycamore	Platanus occidentalis
Mexican Sycamore	Platanus mexicana
Mexican Plum	Prunus Mexicana
Sawtooth Oak	Quercus acutissima
Bur Oak	Quercus macrocarpa
Cow Oak	Quercus michauxii
Nuttall Oak	Quercus nuttallii
Live Oak	Quercus virginiana
Eve's Necklace	Sophora affinis
Bald Cypress	Taxodium Distichum
American Elm	Ulmus Americana

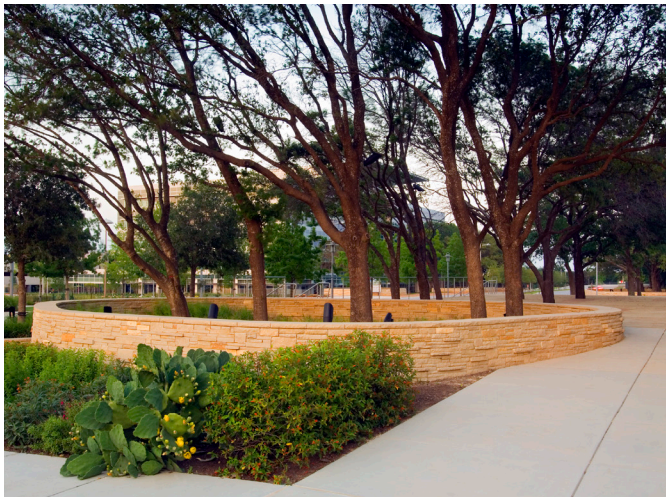
Table 5: *Recommended Plants for General Landscaping*

GROUND COVERS	
Common Name	Scientific Name
Ajuga	Ajuga sp.
Centipedegrass	Eremochloa ophiuriodes
Homestead Verbena	Glandularia canadensis
Daylily	Hemerocallis sp.
Red Yucca	Hesperaloe parvifolia
Trailing Juniper	Juniperus sp.
Trailing Lantana	Lantana sp.
Liriope	Liriope sp.
Dwarf Nandina	Nandina sp.
Katie Ruellia	Ruellia elegans
Yucca	Yucca sp.
Rain Lily	Zephyranthes sp.
ORNAMENTAL GRASSES	
Common Name	Scientific Name
Bluestem	Andropogon sp.
Sideoats Gamma	Bouteloua curtipendula
Weeping Lovegrass	Eragrostis curvala
Purple Lovegrass	Eragrostis spectabilis
Sand Lovegrass	Eragrostis trichocolea
Fiber Optic Grass	Isolepis cernua
Purple Autumn	Miscanthus sinesis
Zebra	Miscanthus sinesis 'Zebri'
Muhly	Muehlenbergia sp.
Little Bunny Fountain	Pennisetum alopecuriodes
Fountain	Pennisetum rueppellii
Mexican Feather	Stipa tenuissima
VINES	
Common Name	Scientific Name
Crossvine	Bignonia capriolata
Trumpet Creeper	Camsis radicans
Coral Honeysuckle	Lonicera sempervirens
Evergreen Wisteria	Melletia reticulata
Virginia Creeper	Parthenocissus quinquefolia
Lady Banks Rose	Rosa banksia
PLANTING BEDS	
Common Name	Scientific Name
Abelia	Abelia sp.
Agave	Agave sp.
Yarrow	Achillea sp.
Butterfly Bush	Buddlea davidii
Beautyberry	Callicarpa americana
Coreopsis	Coreopsis sp.
Coneflower	Echinacea sp.
Indian Blanket	Gaillardia sp.
Hummingbird Bush	Hamelia patens
Burford Holly	Ilex cornuta
Yaupon Holly	Ilex vomitoria
Dwarf Yaupon Holly	Ilex vomitoria 'nana'
Juniper	Juniperus sp.
Lantana	Lantana sp.
Texas Sage	Leucophyllum sp.
Gayfeather	Liatrus sp.
Turk's Cap	Malvaviscus arboreus
Blackfoot Daisy	Melampodium leucanthum
Wax Myrtle	Myrica cerifera
Blue Plumbago	Plumbago auriculata
Pomegranate	Punica granatum
Rosemary	Rosmarinus officianalis
Black-eyed Susan	Rudbeckia sp.
Dwarf Palmetto	Sabal minor
Mealy Blue Sage	Salvia farinacea
Autumn Sage	Salvia greggii
Mexican Sage	Salvia leucantha
TX Mountain Laurel	Sophora secundiflora
Bridal Wreath Spirea	Spirea cantoniensis
Yellow Bells	Tecoma stans
Viburnum	Viburnum sp.

- Seasonal color is thoughtfully incorporated into planting design.



- The park takes advantage of maintaining existing trees on site.
- The park maximizes the use of shaded areas by aligning paths underneath dense tree canopy.



- The use of a low stone seat wall is creatively incorporated into the landscape to preserve an existing stand of oak trees.
- Cactus and native plants fit the planting scheme of the larger context of central Texas.

- An allee of street trees planted 50 feet on center frames the sidewalk and provides comfort to pedestrians.
- A mix of tree species offers seasonal interest along the street.

10. LIGHTING

Intent

Lighting is necessary to make a building visible to passersby and for safety and security on site. However, lighting can also become a nuisance, as light spills onto adjacent property, distracts drivers and detracts from community appearance. Well-designed lighting focuses light where it is needed, with minimal glare and excess. Shielding and proper aiming can provide appropriate safety and security while having minimal impact on adjacent properties. Pole location, height, and design all affect how lighting will be seen, so thought should be given to all of these variables when designing a lighting system for a property.

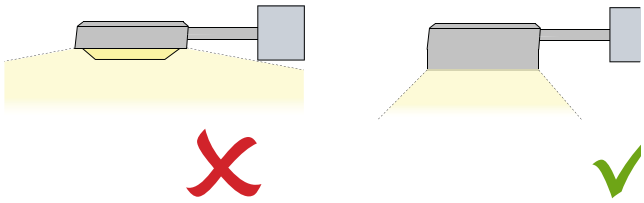
The intent of the Lighting Standards are to:

- Provide continuity and high aesthetic value through the creation of a cohesive lighting strategy; and
- Create, safe, secure places with lighting strategies while protecting the night sky and nearby residential properties.

Applicability

10.0 – Architectural Lighting Design Standards apply to all redevelopment in the entry corridors. Please also refer to ordinance 24-014.

LIGHTING SELECTION MATRIX	
Location	**Fixture**
Streetscape Pedestrian Lighting	Sternberg Lighting Omega Series or Approved Equal
Site Lighting	Strenberg Lighting Medterra BB or Approved Equal
Public Space Lighting	Strenberg Lighting Medterra BB or Approved Equal



Standards

10.1 – Lighting fixtures should be selected from the International Dark-Sky Association Approved Fixtures.

Guidelines

10.2 – Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading/unloading, pedestrian pathways and working areas. Excessive use of lighting fixtures is prohibited.

10.3 – Fixture style and location should be compatible with the building's architecture, site design and landscape design. Decorative fixtures are highly recommended and where warranted, may be required. Light fixture style should be consistent throughout the project.

10.4 – Light fixtures should be located facing away from adjacent sites (particularly residential parcels) so that the light does not spill-over onto abutting properties. Parking and building light fixtures should be cut-off luminaries that have less than 90 degree cut-off so that the light is not emitted horizontally or upward.

10.5 – Projects located near residential or open space areas should use low intensity/wattage lights and all lighting is to be extinguished or reduced in intensity 30 minutes after the close of business.

10.6 – Off-site street lighting may be required over driveways to provide safe entrances and exits.

10.7 – Decorative seasonal lighting encouraged.

- The Sternberg Lighting Omega Series, Dark Sky light fixture is an example of an approved light fixture for Fredericksburg.

- Lighting can include planters and decorative features to fit within the context of Fredericksburg

- The Selux Beta Lantern, Dark Sky light fixture is an example of an approved light fixture for Fredericksburg.

- Lighting can be erected within the entry corridors and along paths and sidewalks.

11. SERVICE AREAS

Intent

Every site plan needs to account for building facilities like HVAC systems, dumpsters, drainage, etc. These are necessary features that have to be located; however, they can present a challenge to balance needed access with aesthetics. It is appropriate to place these facilities in the back of the property, shielded by the building if possible. If that is not available, due to access issues, service areas should be shielded with fencing and landscaping to maintain the overall site appearance. Good site planning will ensure that needed facilities are incorporated on site, with minimal visibility from roadways and adjacent properties.

The intent of the Service Areas Standards are to:

- Use visually screened service areas to hide unsightly private space areas; and
- Use appropriate landscaping, fencing, and/or green screens around service areas for buffering.

Applicability

11.0 – Service Areas Design Standards apply to all redevelopment in the entry corridors.

Standards

11.1 – Loading/unloading areas shall be clearly identified by installing no parking signs and/ or striping of the space. The areas must be located in the rear or the sides of the building and shielded so that they are not visible from the street. The size and number of the loading/ unloading areas must be consistent with the requirements of the Zoning Ordinance.

Guidelines

11.2 – All trash, recycling and utilities facilities should be visually and acoustically screened from pedestrian rights of way.

11.3 – Screening should be achieved through the installation of a wall or fence six foot in height or a height sufficient to obscure the area or equipment, whichever is less.

11.4 – Screening may be provided by using a semi-opaque fence, solid vegetative surface or combination of both.

11.5 – The height of screening plants should be based on typical plant size within five growing seasons.

11.6 – All roof-top equipment should be screened from entry corridors, side streets, plazas and parks.

11.7 – It is encouraged to provide a separate waste and recycling unit to encourage environmental sustainability and support efforts to reduce, reuse, and recycle in Fredericksburg. The City of Fredericksburg Recycling Center provides recycling and safe disposal options. Fredericksburg Shines has compiled a list of items that can be recycled along with the location where that recycling occurs.

- The use of wood softens the visual effect of the waste receptacle.
- The waste receptacle visually blends into the surrounding public space, and the wood material matches the adjacent bench.

- Waste receptacles are screened with vegetation.
- Waste is separated into trash and recycling units.

- Service areas are located to the rear of the site.
- Trees and landscaping screen views to dumpsters and service areas.

- Compost areas are hidden from view and designed in an esthetically pleasing manner.

12. PARKING & ACCESS

Intent

Parking uses a significant portion of most conventional development. Developers typically have to provide sufficient parking for infrequent, high volume days like the day after Thanksgiving. This, combined with a desire for visibility and access, means most parking lots are put in front of the building. Adequate landscaping and buffering can improve the appearance of parking lots; however, having parking to the front detracts from pedestrian connectivity and appeal. Having parking to the rear of the property would allow the building to front onto the roadway. It would also allow for consolidation of driveways and access points. This can be a tremendous benefit for traffic flow, to reduce curb cuts and points of conflict along roadways.

The intent of the Parking and Access Standards are to:

- Conceal and beautify parking areas, such as parking located in the rear or side of buildings;
- Create parking spaces that flow smoothly and create logical connections between parking spot and destination; and
- Use landscaping to buffer parking lots from adjacent uses.

Applicability

12.0 – Parking Design Standards apply to all new development in the entry corridors.

Standards

12.1 – When a property abuts a creek, a 10 foot landscaped buffer shall be provided between the parking lot and the creek, where applicable. Utilize rain gardens and/or plant species that filter toxins between the parking lot and the creek.

12.2 – All parking shall comply with the most current American with Disabilities Act (ADA) standards and regulations.

12.3 – Whenever parking areas/drive aisles are connected to adjacent sites, the circulation must provide for similar direction of travel (both vehicular and pedestrian) and parking stalls to reduce conflict at points of connection.

12.4 – Pedestrian walkways connecting to adjacent development shall be provided.

12.5 – A minimum of a 4” diameter tree per 8 parking spaces shall be planted in planting beds located in the corners of parking lots and ‘islands.’

12.6 – Continuous, 5’ sidewalks must be provided along the full length of the building featuring customer entrances and along any façade facing public parking areas.

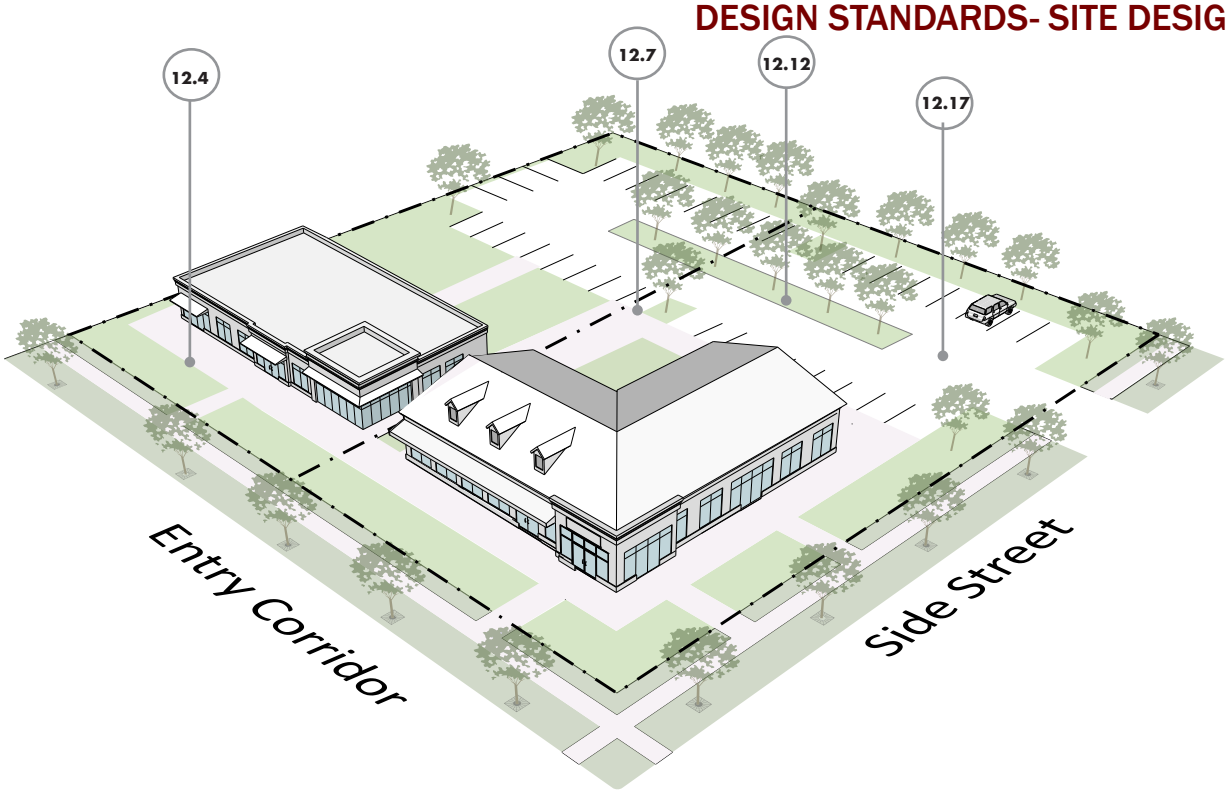
Guidelines

12.7 – Parking should be located behind buildings or on the side.

12.8 – Bicycle parking facilities should be provided at all new development that occurs on any street intersection. The design, color, and materials must coordinate with other site elements and must be well-lit for night time uses.

12.9 – Parking areas abutting properties residentially used or designated should be separated by a landscape buffer a minimum of 10 feet in width. In addition to landscaping, perimeter earth berms are recommended as an effective way to reduce the visual impact of surface parking lots.

12.10 – At least one drive aisle should be designed to provide sufficient emergency vehicle access and maneuverability.



12.11 – Establishments that typically require or generate frequent passenger loading and unloading should provide specifically designated loading/unloading stopping bays. Direct ingress and egress should be provided so that vehicles are not directed into the on-site drive aisles.

12.12 – Parking lots should be located and designed with stormwater Best Management Practices to capture, treat and infiltrate storm water.

12.13 – The on-site circulation should be logical and provide convenient, safe and direct flow of pedestrians and vehicles.

12.14 – New surface parking areas are discouraged within view of US 290, US 87, SH 16, and FM 965. New parking areas should be situated behind buildings and screened from street views.

12.15 – Parking aisles should be arranged to direct pedestrians parallel to moving cars thereby minimizing the need for pedestrians to cross parking aisles and landscape areas. As an alternative, separated pedestrian walkways should be incorporated in the parking lot design.

12.16 – Detached parking structures should be architecturally compatible with their setting or be screened by other buildings or by landscaping. If a detached parking structure abuts a street or major pedestrian path, ground floor design should incorporate a façade with storefronts, display windows, bay divisions, and other pedestrian oriented features.

12.17 – Shared driveways are encouraged.

- Planting buffer is placed around parking.

13. DRAINAGE AND STORMWATER

Intent

Development leads to increased stormwater runoff. Some communities manage drainage for larger areas, so developers put in facilities to convey water off the property to these larger drainage utilities. Other times, each property has to create on site facilities to manage stormwater. A fairly new direction in stormwater management is called low impact design. This utilizes natural features, such as rain gardens and swales, along with technology fixes like rainwater harvesting and pervious pavement, to manage stormwater. This type of development can be a lower maintenance and more aesthetic option for future development. It is important for stormwater to be managed in such a way to protect public health and safety.

The intent of the Drainage and Stormwater Standards are to:

- Create aesthetically pleasing detention and stormwater infrastructure;
- Use Best Management Practices to mitigate flooding and runoff backup;
- Capitalize upon the use of detention features to double as recreational elements where feasible;
- Use Low Impact Development (LID) techniques when possible; and
- Buffer detention ponds with native landscaping.

Applicability

13.0 – Drainage and Stormwater Design Standards apply to all redevelopment in the entry corridors. All designs should be compliant with current standards and requirements for stormwater detention, Code of Ordinances, Article XIII.

Standards

Not applicable.

Guidelines

13.1 – LID techniques such as rain barrels, cisterns, rain gardens, naturalized landscaping, porous pavement and roof gardens are encouraged.

13.2 – When possible, site stormwater management facilities in parks and open space if there is a benefit to the surrounding area and/or water quality is demonstrated.

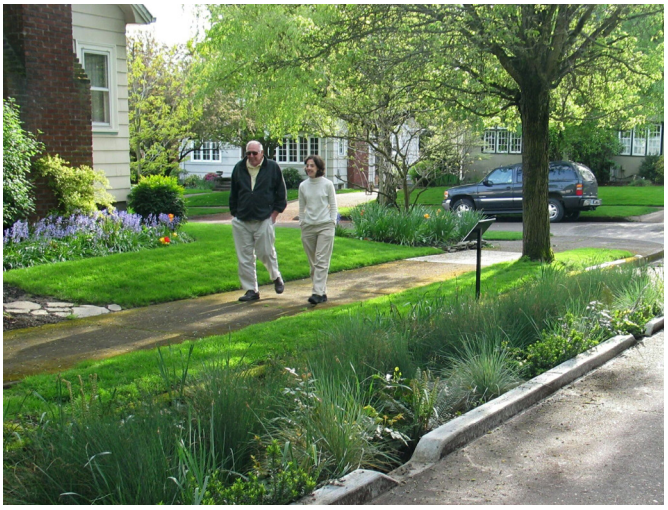
13.3 – Existing drainage patterns and flows on site should be preserved to the greatest extent possible.

13.4 – Decorative or aesthetically pleasing stormwater mechanisms should be incorporated into stormwater designs to the greatest extent possible.

- Bio-filtration areas slow stormwater runoff and absorb pollutants to encourage increased water quality.

- Decorative storm grates provide visual interest to otherwise unappealing design features.

- A rain water cistern captures water for re-use in the landscape.
- The materials on the rain water cistern match the architecture of the building and double as signage for the park.



- LID techniques such as rain gardens are aesthetically pleasing and contribute to an increase in water quality and reduce peak flows of stormwater runoff.
- Rain gardens are valuable Best Management Practices that mitigate flooding and stormwater runoff.

14. STREETSCAPE

Intent

Most of the streets being included for the entryways are state highways. This means that TxDOT has jurisdiction over the design of the streetscape and any elements to be included in them. The City has a productive relationship with TxDOT staff and can work with them to incorporate improvements to the streetscape over time as projects and upgrades are made to roads in the entryways.

The intent of the Streetscape Standards are to:

- Create a connected sidewalk system throughout the city to ensure safety and connectivity between destinations;
- Increase the mobility to persons walking throughout the city into all areas;
- Create a continuous street tree canopy and landscaping along roadways to create more visually pleasing thoroughfares and pedestrian pathways;
- Use ADA compliant ramp sand pedestrian facilities throughout the network to ensure ease of movement; and
- Ensure that the ground floor creates comfort and interest for pedestrian use.

Applicability

14.0 – Streetscape Design Standards apply to all redevelopment in the entry corridors.

Standards

14.1 – Sidewalks along the street right of way must be a minimum of 5 feet wide.

Guidelines

14.2 – Sidewalks and pedestrian pathways should safely connect from the street to commercial buildings, surrounding residential areas, and parks and open spaces.

14.3 – Seating is encouraged in front of businesses, in public spaces and other instances where appropriate.

14.4 – All pedestrian areas should comply with the most current American with Disabilities Act (ADA) standards and regulations. Particular attention should be given to ramps, accessible paths of travel, level landings and handrails.

14.5 – Create a quality built environment with the inclusion of amenities such as street furnishing, plantings, art works, and water features to enhance the places that people will walk, gather, or recreate.

14.6 – Developments adjacent to multi-use trails should provide a direct connection from the trail to the development's internal pedestrian circulation system.

14.7 – Streetscape furnishing should be made of high quality materials and be coordinated with the architecture of the building.

14.8 – To create a cohesive tree canopy for consistent shade, street trees should be planted a minimum of every 50 feet on center (centered between the curb and sidewalk).The same amount of trees may also be clustered in groups.

- A continuous canopy of street trees at 30 feet on center provides visual interest along the road.

- Benches, landscaping, street trees and seating provide a comfortable pedestrian environment.

- Street trees are provided every 30 feet on center along the street.
- Ample shade and seating are provided for a comfortable pedestrian environment.

- Streetscape furnishings are made of high quality materials and create a brand and identity.

IMPLEMENTATION

Responsibility for the Design Standards will be with the Planning Commission. They will be tasked with incorporating the plan recommendations into the City's zoning ordinance. They will also serve as the design review board, once the new standards are adopted. In this role, they will be responsible for ensuring the standards are being met as new development and renovations occur in the entry corridors.

2014 Crawfish Festival, City of Fredericksburg

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Jerry Luckenbach
Gary Neffendorf
Graham Pearson
Bobbie Watson
Chief of Police Steve Wetz

B. Planning and Zoning Commission

Janice Menking, Chairman
Brenda Segner, Vice-Chairman
Todd Willingham
Chris Kaiser
Charlie Kiehne
Bill Pipkin
Daryl Whitworth
Steve Thomas

C. Technical Advisory Committee

Kent Myers, City Manager
Clinton Bailey, Director of Public Works and Utilities
Jimmy Alexander, Director of Parks and Recreation
Brian Jordan, Director of Development Servicees Howard Lyons, TxDOT
Doyle Moellering, TxDOT
Donnie Schuch, Gillespie County Commissioner

D. Citizen Advisory Committee

Donnie Finn
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