

GENERAL LAND USE PLAN – Seguin Downtown Property

1. AREA

Description of area to be covered by the proposed General Land Use Plan:

1.1 The property is legally described as: Lots 1 through 10, New City Block 155, of the Inner-City Blocks or Building Lots of the Original Town City of Seguin, in Guadalupe County, Texas.

1.2 Property Description: The subject contains 0.92 acres. The tract features approximately 200 feet along East Nolte Street, 200 feet along South River Street, 200 feet along East Washington Street, and 200 feet along South Austin Street. This is directly South of Central Park and is illustrated in Exhibit 1.1 below.

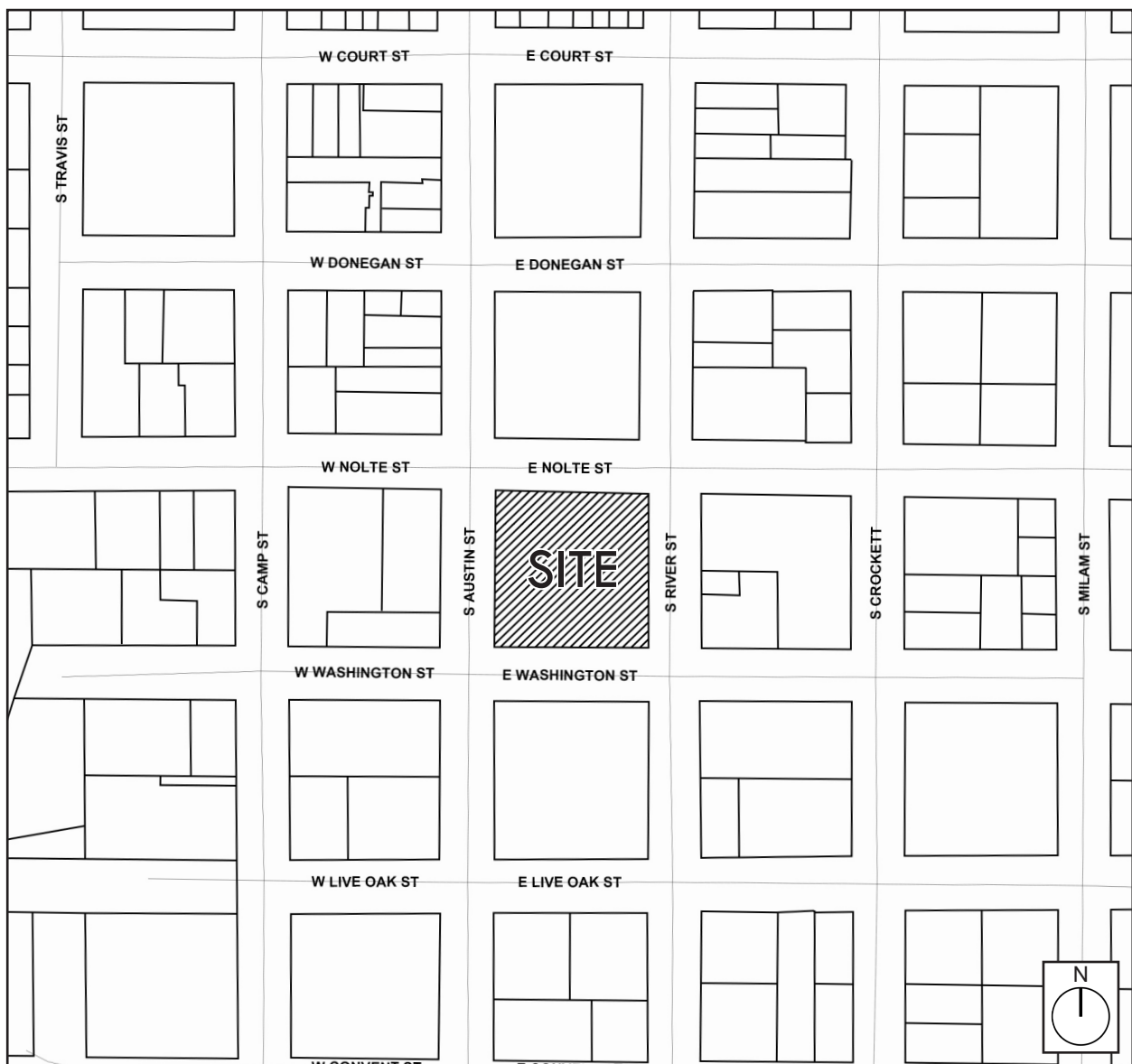


Exhibit 1.1 - General Land Use Plan Area

 Area of General Land Use Plan

1.3 Existing Site Plan:



Exhibit 1.2 - 101 E Nolte Street, Seguin, TX 78155

H1 - Historic Nolte & Sons Bank, est. const. 1898.

H2 - Historic Post Office Building, est. const. 1898.

Building A - Expansion Building, est const. 1966.

Building B - Expansion Building, est const. 1973.

Structure C - Existing Motorbank

D - Existing Surface Parking

1.4 Survey:

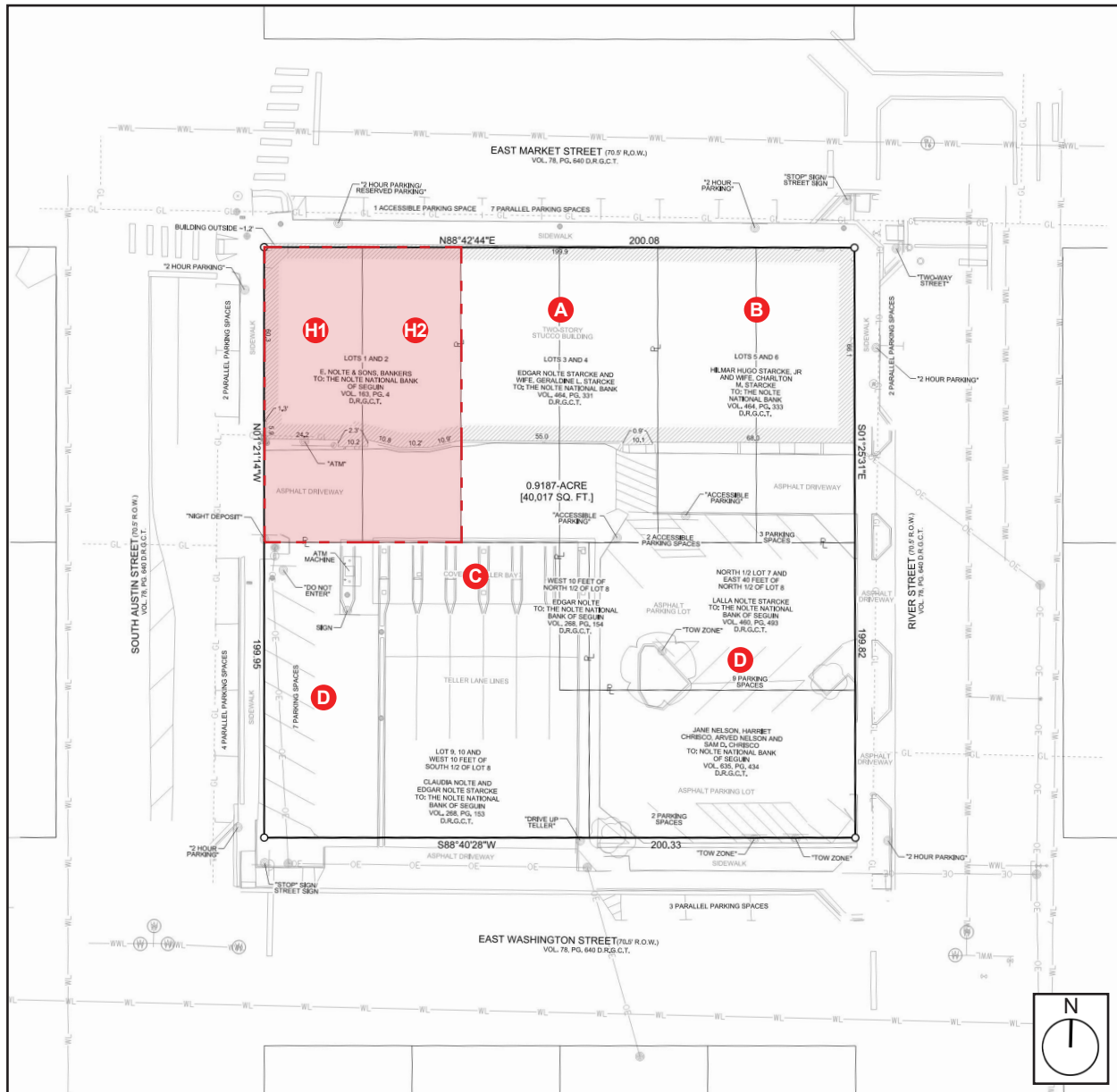



Exhibit 1.3 - Survey

- H1 - Historic Nolte & Sons Bank, est. const. 1898.
- H2 - Historic Post Office Building, est. const. 1898.
- Building A - Expansion Building, est. const. 1966.
- Building B - Expansion Building, est. const. 1973.
- Structure C - Existing Motorbank
- D - Existing Surface Parking

 Parcels Containing Historic Structures

1.4 The property is legally described as: Lots 1 and 2, New City Block 155, of the Inner-City Blocks or Building Lots of the Original Town City of Seguin. The Historic Nolte & Sons Bank and Post Office Buildings (Highlighted on Exhibit 1.3 in red) are on this property and in the process of being platted separate from the rest of the block.

2. PURPOSE

Description of purpose of the General Land Use Plan.

The General Land Use Plan, is established to ensure redevelopment meets city goals and objectives regarding historic preservation, program uses, and design of the subject property 101 E. Nolte Street located at the south-end of Central Park. The General Land Use Plan recognizes the unique opportunity for redevelopment of this city block and potential for significant positive impact on in the central business district, historic district, and the city at large.

Goals of the General Land Use Plan:

- (1) Catalytic infill development that aligns with community goals which yields the highest and best use for the site and surrounding area.
- (2) Preservation & enhancement of downtown Seguin's historic character.
- (3) Quality building design, details & materials achieved with appropriate massing, masonry, punched openings, glass, canopies & balconies.
- (4) Active and enhanced streetscape through use of paving materials, landscaping, lighting, seating for retail, plazas & courts.
- (5) Signature building and pedestrian signage, art murals, sculptures, and public art.
- (6) Screened parking garage to blend in with surrounding context and development.
- (7) Mix of allowable program uses as outlined in Section 4, such as outdoor spaces, retail, office, hotel, conference, multifamily, town home dwelling units, and rooftop amenities.

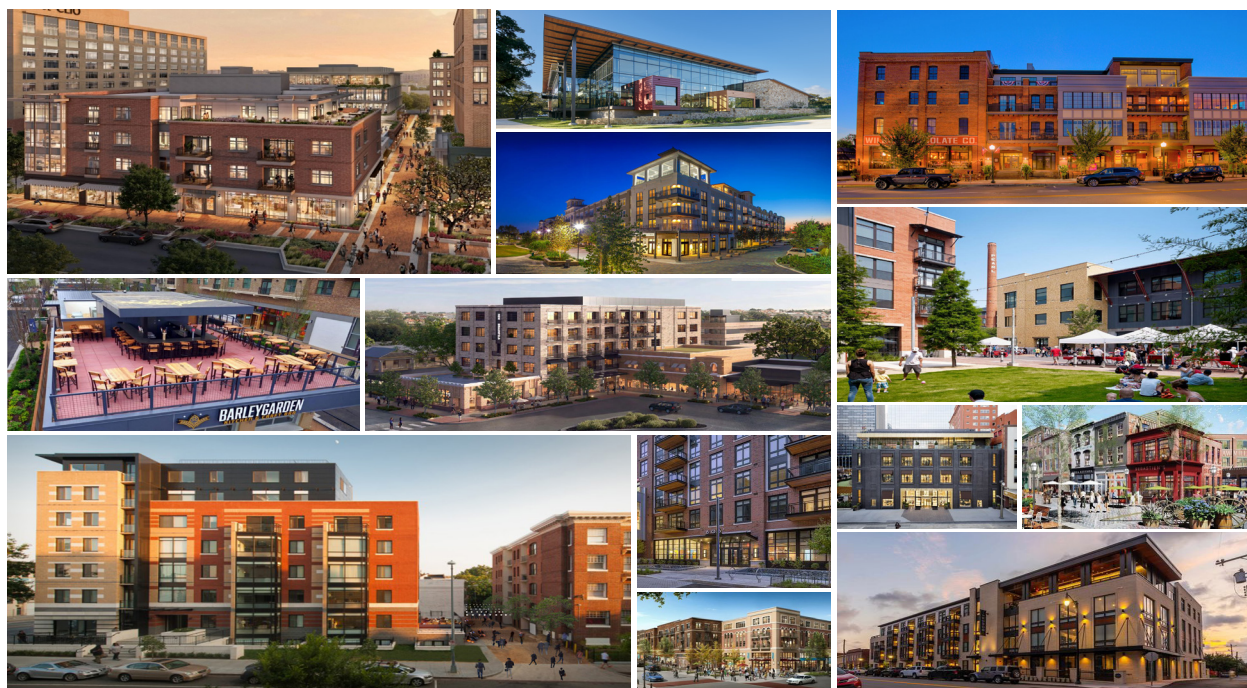


Exhibit 2.1 - Building Precedent Imagery

3. DEVELOPMENT STANDARDS

The standards below are in addition to or in lieu of the requirements of the base zoning district.

3.1 Minimum Lot Size and Dimensions: The site is exempt from the City of Seguin's minimum lot size and dimension requirements.

3.2 Setbacks: Minimum: zero feet.

3.3 Build-to Line: Buildings are to be built to the property line (adjacent to street right-of-way).

3.4 Building Height: Maximum height 55 feet along property line. Massing above 55 feet that is setback 6 feet from property line shall be allowed a max height of 75 feet. (See Exhibit 3.2)

(i) Street level floor-to-floor height: shall be a minimum of 12 feet in height up to a maximum of 18 feet.

3.5 Corner Tower: Northeast corner of the site shall be allowed a max height of 75 feet from grade. The tower shall not exceed 30 feet frontage on E. Nolte St and S. River St. (See Exhibits 3.1, 3.2)

3.6 Court Spaces and Pocket Setbacks: Exterior courts are allowed between historic structures and new development. At street level, pocket setbacks along the property line which provide exterior amenities such as cafe seating, are allowed up to 10' deep off the property line. Pocket setback areas shall be limited to 30% of block frontage.

3.7 Massing: Building should be broken into smaller subsets with varied colors, materials, and parapet heights. (See Exhibit 3.1, The Aston Building)

(i) Roof Forms: Flat or low-pitched with parapet walls to screen roof pitch/mechanical equipment. Rooftop equipment (air conditioners, antennas, etc.) cannot be seen from street level.

(ii) Building Form: Rectilinear forms are preferred to blend with existing buildings in the area to maintain the character and integrity of the historic district (see [chapter 3.3.5](#) in the Unified Development Code) and time within which the existing buildings were built.



Exhibit 3.1 - Massing / Articulation / Corner Tower - The Aston Building, Washington D.C. (left) & The Residences at La Cantera (right)

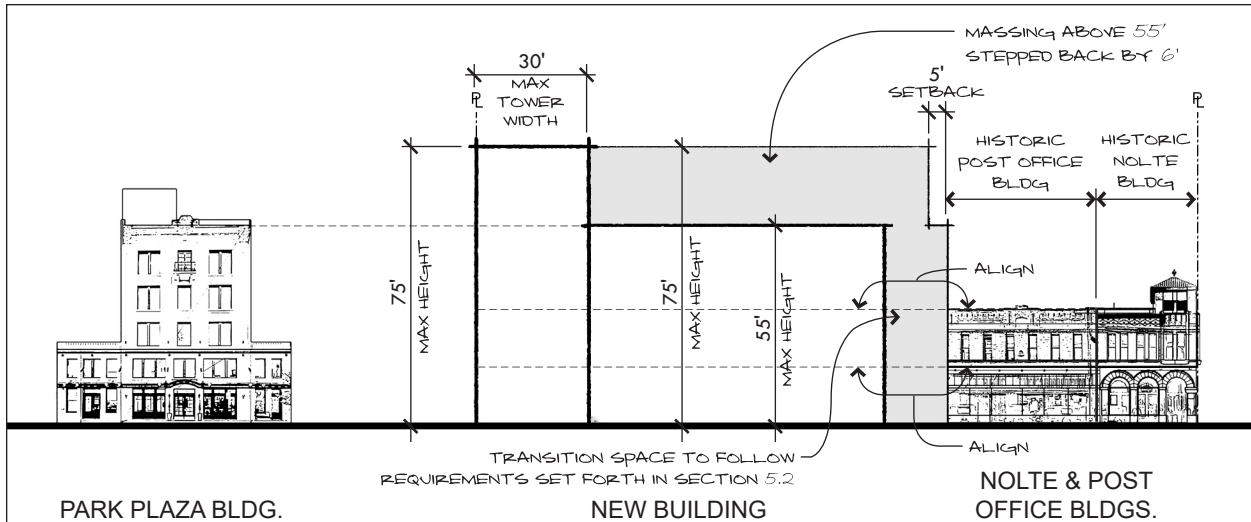


Exhibit 3.2 - Scaling & Massing Diagram

3.8 Scale: New building should be articulated with human scale proportion and design elements that are complementary to the buildings found in the Historic District. Scaling elements shall include human proportioned vertical rectangular windows, canopies at street level, enhanced entry doors, and balconies at upper levels. (See Exhibit 3.2)

a. Vertical Articulation: Building Massing to have stacked elements such as windows, balconies, and patterning that promotes vertical articulation through rhythm and pattern. This articulation shall be achieved via offsets, breaks in fenestration patterns, change in material or material color, pilasters or engaged columns, variety in parapet height and design, or other architectural detail. (See Exhibits 3.1, 3.2)

b. Horizontal Articulation: Buildings massing shall be horizontally articulated to reflect the traditional base, middle, and cap facade arrangement on facades fronting the public right-of-way (See Exhibits 3.2, 3.3, 3.4). The base shall include the ground-level floor, the cap the top floor, and the middle the intervening floors. This articulation could be achieved via the use of canopies, coping, transom window courses, changes in material or material colors, offsets and projections, or other architectural details.

c. Horizontal Zones: The North façade of the new building shall have architectural elements that align with the horizontal lines of the Nolte Building through form, scale, architectural features, and materiality. (See Exhibit 3.2, 3.5)



Exhibit 3.4 - Historic Park Plaza Building



Exhibit 3.5 - Horizontal Continuity Diagram



Exhibit 3.6 - Exterior Detailing Precedent Imagery

d. Exterior Details: Facades shall include details and patterns that help to break down the scale of the building. Metal canopies with diagonal hangars shall be incorporated and balconies are encouraged. Primary entries should be clearly defined with awnings, canopies, porches, or other architectural features. Backlit awnings are not allowed. (See Exhibit 3.6)

3.9 Building Materials: Traditional building materials that complement the types, textures, and colors of materials found in the downtown historic district shall be used for this development. Primary materials that make up a minimum of 70% of building material should include earth tone masonry brick or stone, wood or metal clad windows systems with clear glass. Secondary materials that make up a max of 30% of the façade should include stucco or metal panel. (See Exhibits 3.7)

(i) Material and Color: Mirrored glass, EIFS, rolled asphalt, and polished stone (or similar) are not allowed. New building should avoid expanses of blank facades and colors should blend into the historic downtown district.

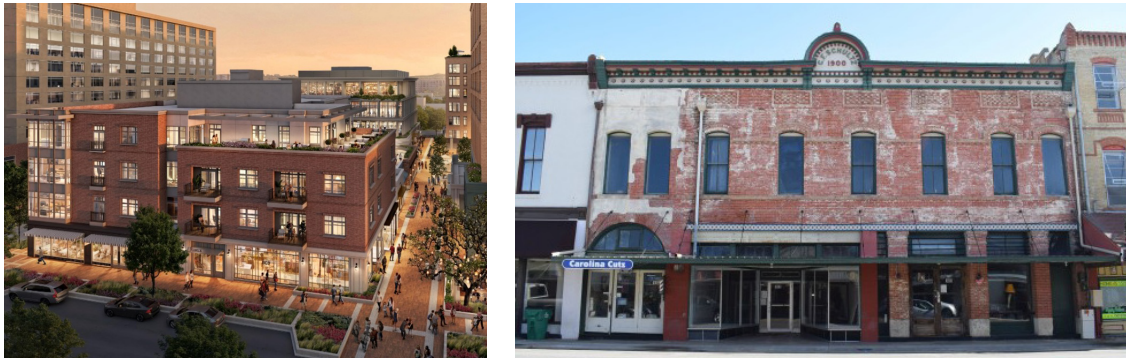


Exhibit 3.7 - Complementary Building Material Precedent Imagery

3.10 Transparency: Street level of development to incorporate a high level of indoor/outdoor transparency that visually connects the public sidewalk to interior retail spaces. (See Exhibit 3.11)

3.11 Windows: Windows shall be vertical, rectangularly proportioned, punched openings in masonry walls, and be wood or metal clad windows systems with clear glass. (See Exhibits 3.10, 3.11)

3.12 Storefront & Curtain Wall: At street level shall be a minimum of 75% transparency. Above street level can be used as secondary material limited to 20% of each block face.



Exhibit 3.8 - Balconies Precedent Imagery



Exhibit 3.9 - Roof Terrace Precedent Imagery



Exhibit 3.10 - Aumont Hotel - Rectilinear Windows



Exhibit 3.11 - South Austin St. - Storefront, Canopies, Windows

3.13 Balconies & Terraces: Balconies may be used on all facades. Any Balconies extending over the property line will require approval from the City of Seguin and/or TxDOT. Roof terraces are encouraged. (See Exhibits 3.8,3.9)

3.14 Signage: Signs shall be subject to approval from the City’s Historic Preservation Officer, shall be reflective of each buildings facade, and shall not obscure or harm architectural elements or features. (See Exhibit 3.12)

(i) Materials: Signs shall be constructed of wood, metal, or material similar to the facade.

a. Prohibited materials: Plastic, nylon, reflective, and canvas.

(ii) Illumination: Lighting shall be ambient, subdued, and warm in color.

a. Internally lit signage is prohibited.

b. Lighting shall not produce a glare into the public right-of-way.

c. Sources for externally lit signage shall point downward toward the sign rather than upward.

(iii) Allowed sign types: attached, awning, parapet, window, blade and projecting signage. Painted windows are permitted on a 30-day temporary basis. Blade Signs along S. Austin St. are encouraged.

(iv) Sign area: Sign sizes are not to exceed the standards set forth by the City’s sign regulations.

a. Attached/blade/projecting signs: Two square feet per 50 square feet of building facade.

b. Awning/parapet signs: Two square feet per 50 square feet of building facade.

c. Window signs: Shall cover no more than 25 percent of the total glass area of the window.

(v) Clearance: Signs overhanging the sidewalk or public right-of-way shall have a minimum clearance of nine feet from the bottom of the sign to the sidewalk, and shall maintain a two foot clear zone from the adjacent curb face.

(vi) Prohibited Signs: Roof, electronic message, and inflatable Signs are prohibited. Signs along the sidewalk shall follow the standard rules and processes of the City of Seguin. Signs, other than murals, that cover more than 20 percent of the building facade are prohibited.

(vii) Murals: Murals are allowed and encouraged, and must be reviewed by the City’s Historic Preservation Officer.



Exhibit 3.12 - Public Meeting #3 Top Signage, Graphics, and Public Art Precedent Imagery from Public Input Meetings

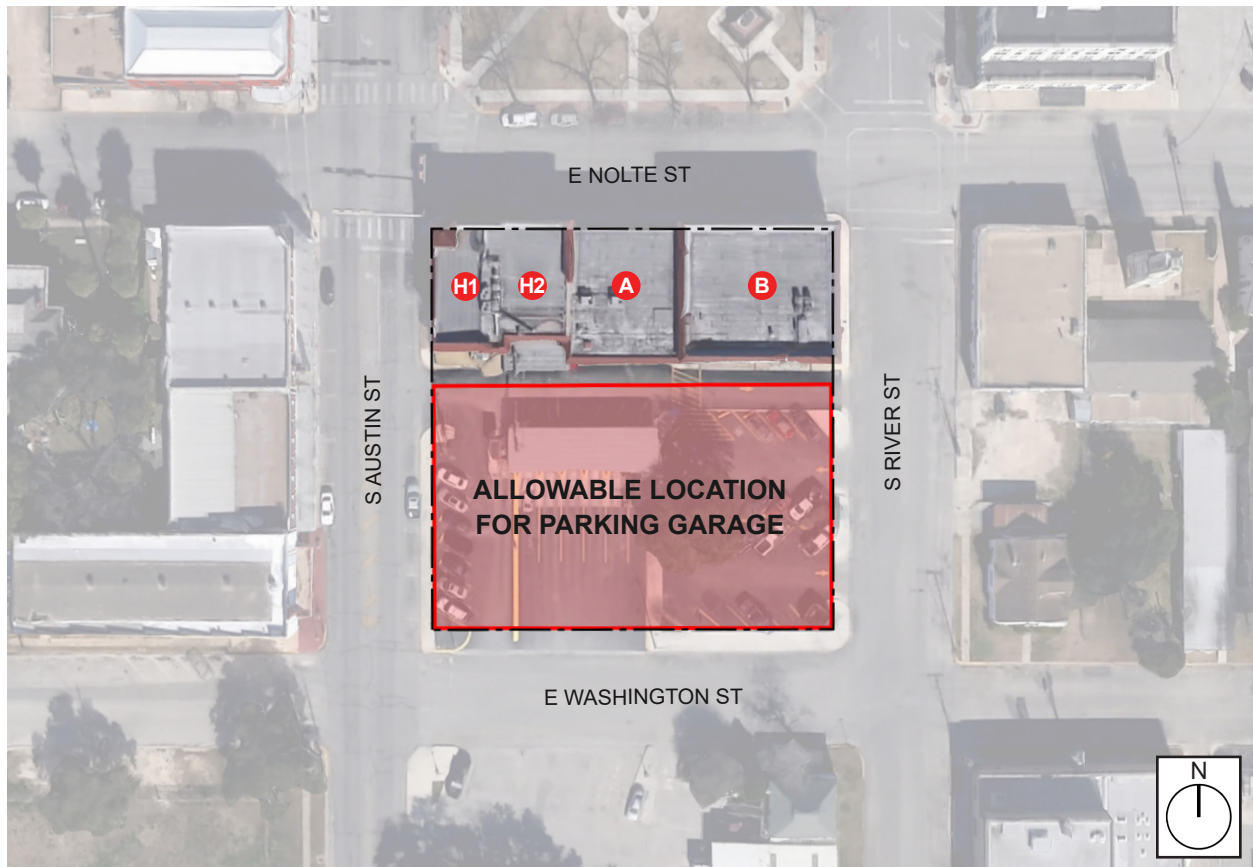


Exhibit 3.13 - Structured Parking Location

H1 - Historic Nolte & Sons Bank, est. const. 1898.

H2 - Historic Post Office Building, est. const. 1898.

Building A - Expansion Building, est. const. 1966.

Building B - Expansion Building, est. const. 1973.

 Allowable Location for Parking Garage

3.15 Structured Parking: Facades facing the public right-of-way shall be designed with screening elements that are responsive to scale massing and proportion as identified in section 3.7 of this document. Pedestrian friendly frontages shall be provided at street level using enhanced masonry materials, articulated facades, varied materials, trellises, planter boxes with cascading plantings, and street level landscaping. Facades are to include various treatments to screen and soften massing, reduce light reflection, and reduce heat reflectivity.

(i) Location: A parking structure can be located mid-block to the south end of the property, south of the Nolte Building. (See Exhibit 3.13)

(ii) Height: The parking structure will be a maximum of 4 levels and may be a maximum of 55 feet in height.

(iii) Parking Demand: Minimum parking ratios for land uses shall be cumulative and in accordance with parking requirements in Chapter 5.3.5, of the City's Unified Development Code. Shared parking and off-site parking agreements as authorized in Chapter 5.3.4 are allowed upon approval of the Planning Director. For multi-family developments and town home dwelling units, off-street parking spaces shall be provided at 1-1/2 spaces per unit.



Exhibit 3.14 - Parking Garage Precedent Imagery



Exhibit 3.15 - Landscape and ROW Precedent Imagery

4. USES

List of permitted uses.

4.1 Permitted Uses: Retail, restaurant, bar, hotel, office, multi-family, town home dwelling units, and/or any combination thereof. Office and bar uses are to be accessory and incidental to a primary use (See Exhibit 4.3). Town home use is permitted only along E. Washington St.

4.2 Street Level: Ground floors shall be designed for and accommodate active pedestrian friendly uses, such as the retail or restaurant. Tenant spaces shall be oriented to the street with storefronts and entries along the sidewalks to sustain street level interest and promote pedestrian traffic. Minimum 50% retail area assignment at street level. If Hotel use, lobby bar and lounge area will qualify as retail area assignment. Retail tenants are preferred to have extended hours of operation in order to activate the street and block. Multi-family apartment units at street level are prohibited. Town homes are permitted only along E. Washington St. (See Exhibit 4.1).



Exhibit 4.1 - Street Level Retail & Storefront

4.3 Rooftop Activity: Rooftop garden, bar, restaurant and/or other public assembly is encouraged (See Exhibit 4.3).

4.4 Open Court Space: If an open court space is included within the redevelopment as set forth in Section 5.2 of this document, the court space is to be activated with pedestrian friendly uses, exterior retail / restaurant areas, patios, lounge areas, and/or any combination thereof.

4.5 Parking Structure: Minimum 50% retail area assignment at street level facing South River Street, East Washington Street, and South Austin Street. (See Exhibits 3.13, 3.14)

4.6 Other: No other uses are permitted as principle uses in this General Land Use Plan.

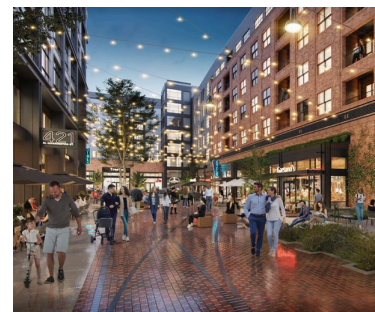
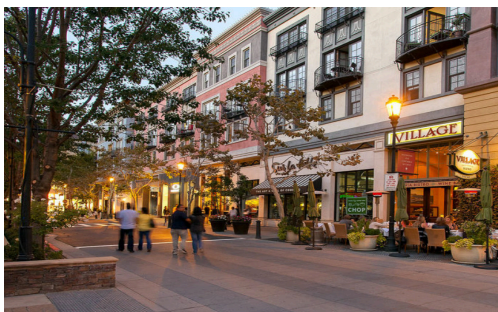


Exhibit 4.2 - Open Court Space Precedent Imagery



Exhibit 4.3 - Program & Uses Precedent Imagery

5. HISTORIC CONSIDERATIONS

Any historic considerations particular to the General Land Use Plan.

5.1 The Nolte & Sons Bank and Post Office Buildings: The historic Nolte & Sons Bank and Post Office Buildings shall be retained, refurbished, and incorporated into the development plan. The existing facades which have been modified over the years are to be restored to their original design as documented in the historic photographs shown in Exhibit 5.1.



Exhibit 5.1 - Historic Photographs of Nolte & Sons Bank and Post Office Buildings

5.2 New Structure Abutting Historic: New structures built shall be sensitive to the historic Nolte & Sons Bank and Post Office buildings on site by providing an appropriate transition between new and existing buildings. The following considerations provide options for building new structures adjacent to existing historic buildings. (See Exhibits 3.2, 5.2, 5.3)

(i) Consideration 1 - Open Court: An open court provides a transition space between historic and new buildings, and shall follow the requirements set forth below. (See Exhibits 5.2, 5.3)

- a. **Allowable Separation:** 10'-0" minimum between historic and new building.
- b. **Allowable Height:** N/A
- c. **Allowable Materials:** N/A

Consideration 1 - Open Court

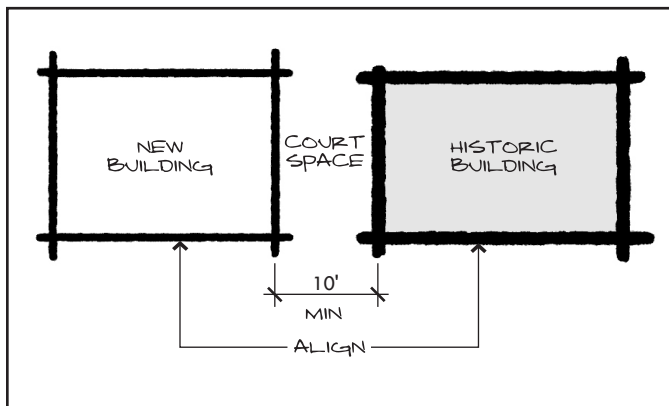


Exhibit 5.2 - Consideration 1



Exhibit 5.3 - Open Court Space Precedent

(ii) Consideration 2 - Deep Slot: A deep slot transition provides a recessed reveal that allows for a higher maximum height and shall follow the requirements set forth below. (See Exhibits 5.4, 5.5)

a. Allowable Recessed Dimensions: 6'-0" minimum width between historic and new building. 6'-0" minimum depth setback from the Nolte St facade.

b. Allowable Height: 55'-0" maximum along property line, 75'-0" maximum with 5'-0" setback.

c. Allowable Materials: Contrasting material from primary facade (metal / glass)

Consideration 2 - Deep Slot

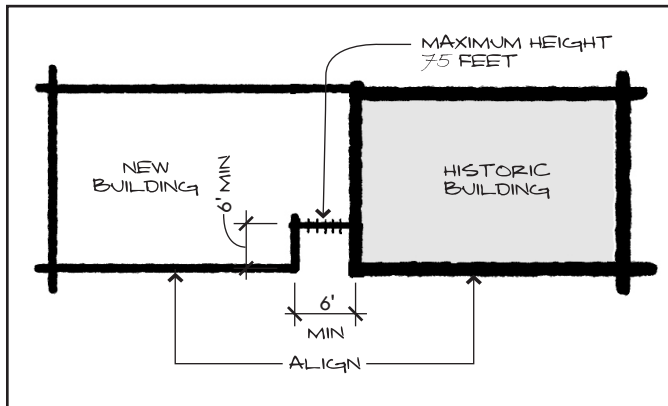


Exhibit 5.4 - Consideration 2



Exhibit 5.5 - Deep Slot Reveal Precedent

(iii) Consideration 3 - Shallow Slot: A shallow slot transition provides a recessed reveal that allows for a lower maximum height and shall follow the requirements set forth below. (See Exhibits 5.6, 5.7)

a. Allowable Recessed Dimensions: 3'-0" minimum width between historic and new building. 2'-0" minimum depth setback from the historic building.

b. Allowable Height: 55'-0" maximum along property line, 75'-0" maximum with 5'-0" setback.

c. Allowable Materials: Contrasting material from primary facade (metal / glass)

Consideration 3 - Shallow Slot

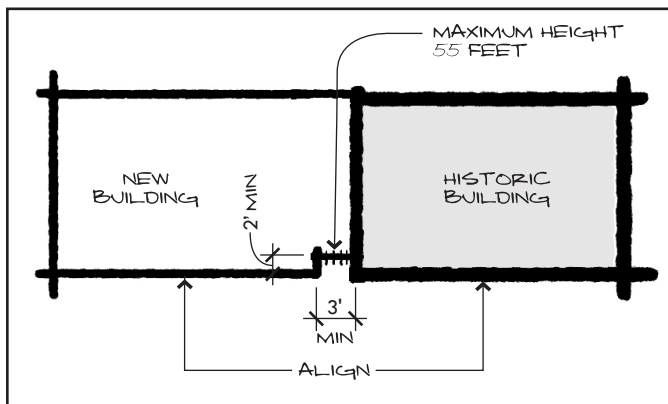


Exhibit 5.6 - Consideration 3



Exhibit 5.7 - Shallow Slot Reveal Precedent

5.3 Historic Building Considerations:

(i) Adjacency: Buildings adjacent to the historic Nolte Bank and Post Office buildings should be complimentary in scale and follow the requirements set forth in section 5.2.

(ii) Facade Expressions: Horizontal articulation should pick up on the datum lines of the historic Nolte Building and should include details and patterns that help to break down the scale of the building. (See Exhibits 5.8)

(iii) Relation of Solids to Voids: Relationship of solids to voids should approximate the historic Nolte & Post Office Buildings in the first two levels of the north façades along E. Nolte St. of the new building. Exceptions for transparency as outlined in section 3.10 of this document are allowed at street level.



Exhibit 5.8 - Facade Expressions / Horizontal Articulations

6. SPECIAL REQUIREMENTS

Any special requirements particular to the General Land Use Plan.

6.1 Existing Building and Site Conditions: In accordance with established goals for the General Land Use Plan, new buildings and renovations on-site shall preserve and enhance the City's historic and cultural characteristics, particularly the downtown architectural styles and historic district character. Public streetscapes, landscaping, signage and pedestrian paths are all important elements of the historic district.

6.2 Existing Trees: Existing trees can be removed; replacement trees in compliance with the tree ordinance in Chapter 5 Section 5.2.9 of the City's Unified Development Code shall be planted on the property or within the public right-of-way Downtown. Street trees must meet species, spacing and planting standards set forth in Chapter 5 Section 5.2.4 Required Planting & the City's Preferred Plant list found in the technical manual, including distances to accommodate the opening of car doors, facilitate bench placement for shade provision, and include tree wells that protect the tree roots while also meeting all local and federal accessibility standards.

6.3 Utilities and Equipment: Electrical transformers, meters, mechanical equipment, and other equipment will be screened in elevation and not visible from the street. All utility lines, including pre-existing utilities, shall be placed underground.

6.4 Demolition: No demolition can occur without proof of financing, approved demolition permit, and approval from the Main Street Advisory Board.

6.5 Access: Vehicular access drives are not permitted on East Nolte Street.

6.6 Pedestrian Realm: Redevelopment to include improvements to the public realm such as improved safety, pedestrian lighting, pedestrian connection to central park, sidewalk paving and seating, street trees, and landscaping.

6.7 Lighting: To reduce glare, building and landscape lighting shall be placed so that the source of the light is not directly visible.

6.8 Trash & Recycling Servicing: Vehicular access for trash and recycling servicing from East Nolte Street and South Austin Street is prohibited. Dumpsters are not permitted to be located on public streets or sidewalks. Totes are prohibited, except for in Town Home uses. Dumpster screening is to follow the standards in chapter 5 of the City's Unified Development Code in addition to this General Land Use Plan. A trash & recycling plan is required for the site, which is to be reviewed and approved by the City of Seguin.

6.9 Collection and Removal of Solid Waste & Recycling: Dumpsters and compactors are to be located within the development. Dumpsters & Compactors shall be fully screened/enclosed to not be visible from the street. Trash storage area to be conditioned and vented in a manner to prevent vector population or odor problems that could potentially pose public health and safety concerns.

(i) Hotel and Multifamily Use: Trash compactors are required in hotel and multi-family uses.

(ii) Town Home Use: Town homes are permitted to have a curb collection service along E. Washington St. or service alley. Each garbage or recycling container must be placed just behind the curblines of the street or alley abutting such property, but may not be placed in the street, on the sidewalk, or in any manner where the container will interfere with vehicular or pedestrian traffic or with solid waste/recycling collection service.

a. Where garbage or recyclable materials are collected from the street curblines, a container must be placed there no earlier than 6:00 p.m. of the afternoon preceding the collection day and must be removed to a point at the side or rear of the structure not later than 8:00 a.m. of the day following collection.

7. REVIEW PROCESS

Reviewal of the General Land Use Plan in addition to standard permit and plan review application requirements.

7.1 3D Model: Permit application documents shall include a three-dimensional building information modeling (BIM) style perspective view denoting building materials and detailing.

7.2 Historic Review: The historic preservation officer shall review building permit applications and plan submissions and issue design clearance for those projects that clearly demonstrate objective conformance with the standards of this General Land Use Plan.

7.3 Conformance: An application which does not clearly demonstrate objective conformance with these standards will be forwarded to the Historic Preservation & Design Commission for review and consideration.

7.4 Appeals: Any decision made by the historic preservation officer may be appealed to the Historic Preservation & Design Commission. Any decision made by the Historic Preservation & Design Commission may be appealed to City Council.

7.5 Variances: As this is a zoning General Land Use Plan, amendments to the approved General Land Use Plan will be required to go to the Planning and Zoning Board and City Council for approval.