

Exhibit "B"
Downtown Neighborhood Empowerment Zone Policy

NEIGHBORHOOD EMPOWERMENT ZONE (NEZ)



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- **Application**
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APPLICATION CHECK LIST

ALL APPLICATIONS MUST INCLUDE HARD COPIES AS WELL AS ELECTRONIC:

- NEZ APPLICATION must be completely filled out and signed by the current property owner.
- LETTER OUTLINING PROPOSED WORK
- TAX CERTIFICATES
- BUILDING ELEVATIONS four-sided, color elevations to scale, with material callouts are required.
- RELEVANT SUPPORTING INFORMATION regarding the history of the structure, photos, etc. (residential only)

Ineligibility

- Properties with delinquent taxes, liens, or if they have had a code enforcement violation within the last year (unless under new ownership), are ineligible for incentives in the NEZ.
- Properties under a Building and Standards Commission order are ineligible for incentives in the NEZ unless the property is under new ownership.
- Non-conforming uses and structures are ineligible for incentives.

The following land use types are ineligible for incentives:

- Antenna (Commercial)
- Banks
- Check Cashing/Payday lending
- Community Home
- Duplex/triplex/four family dwellings
- General office
- Industrial/Warehousing
- Manufacturing uses (light and heavy industry)
- Multi-family
- Pawn shops
- Places of worship/churches
- Rooming/Boarding house
- Sexually oriented businesses
- Wholesale supplies

GUIDELINES FOR CONSTRUCTION IN THE NEZ

New construction and renovations in the Neighborhood Empowerment Zone (NEZ) should be compatible with the massing, size, scale, and architectural features of the surrounding structures. Construction in the NEZ should not attempt to recreate or replicate a past architectural style in its entirety but should take cues from the architectural and design elements of surrounding historic structures. Architectural style for residential shall be consistent with Craftsman, Tudor, American Four Square, or Victorian in the NEZ.

The following aspects of new construction in the NEZ should be visually compatible with the buildings and environment with which the new construction is related. These include but are not limited to: height, proportion between width and height of façade, proportion and relationship between doors and windows, rhythm of solids and voids created by openings in the façade, materials, textures, colors, patterns, trims, and design of the roof. New construction in the NEZ should also preserve the existing rhythm created by existing masses in the neighborhood and commercial downtown.

New construction in the Neighborhood Empowerment Zone (NEZ) should be developed similar to existing historic structures and be built in a way that preserves and enhances the image, character, and unique qualities of the neighborhood. The unique identity of the City of Celina and the history of the area prior to its founding, which produced significant historic, architectural, archaeological, and cultural resources, requires that this district:

- Protect and enhance the landmarks, which represent distinctive elements of Celina's historic, architectural and cultural heritage;
- Foster civic pride in accomplishments of the past;
- Protect and enhance Celina's attractiveness to visitors and the support and stimulus to the economy thereby provided;
- Ensure the orderly, efficient and appropriate growth and development of Celina;
- Promote economic stability and prosperity of the community by encouraging the most appropriate use of such significant property in Celina; and
- Stabilize and improve property values.

Pedestrian Streetscape – Pedestrian spaces shall be treated with amenities that are selected based upon their ability to unify the streetscape. It is important that elements such as construction materials, colors, textures, and fixture design complement the historic downtown concept. These features shall be repeated throughout the streetscape so as to unify the district as a whole.

Architectural Design

All building materials shall be established on architectural elevations and supporting information as approved by the City.

Exterior Appearance:

Materials:

- 1) 100 percent of the cladding of exterior walls shall be of brick, stone, or cast stone construction, or by the adopted exterior building standards.
- 2) Alternative materials for exterior cladding may be authorized through a Planned Development District zoning.
 - a. Use of alternative materials to provide emphasis to primary entrances. Alternative materials may provide for the appearance of wood construction for primary entryways.
 - b. Alternative materials may be approved by the City upon determination that the proposed materials will result in an appearance that is consistent with the purpose and intent of this section, any surrounding buildings, and the overall character of the District.
 - c. Existing, unpainted brick shall not be painted except where necessary to provide a uniform color to hide repair work.
 - d. The City of Celina Sign Ordinance shall govern all painting on the exterior wall of a primary structure for the advertising of foods and/or services.

Colors:

- 1) The dominant color of all buildings shall be shades of white, warm gray, red, green, blue, beige, brown, and/or black.
- 2) Modern, multi-color brick blends are prohibited.

Windows:

- 1) Upper façade windows shall be placed symmetrically on the façade.
- 2) Windows, other than display windows located on the ground, shall be rectangular with the proportion of the height being no smaller than two and one-half (2 ½) times the width and no larger than four (4) times the width.
- 3) Windows shall be of a divided light design with a minimum of two (2) panes over two (2) panes.

- III. Quoins located at the building corners;
- IV. Decorative masonry course integrated into the masonry façade of the parapet;

Decorative Masonry Course



- V. Transoms located above second and third story windows;

Transoms located above upper story windows



- b. A lamp that conveys the color spectrum that is similar to natural daylight is preferred. Metal halide and color-corrected sodium lamps are appropriate.
- c. Installed light sources may not use the equivalent of more than 1,200 lumens per bulb and shall be installed in such a manner so as to be shielded from public view and mitigate glare and light spill.
- d. There shall be no direct illumination of any residential use or zoning district adjacent to a proposed district development.
- e. Lights shall be fully shielded to minimize light trespass onto any residential zoning district. "Full shielded" means a technique or method of construction or manufacture that does not allow any light dispersion to shine above the horizontal plane from the lowest light emitting point of the light fixture. Any structural part of the light fixture providing this shielding shall be permanently affixed to the light fixture.

Existing Structures – The standards contained herein shall apply to all existing primary structures located within the district.

a. Minimum Maintenance Required:

- a. Every owner, person, business, or entity in possession or control of an existing structure shall keep and maintain the property and premises preserved against decay and be kept free of structural defects through the prompt repair of the following:
 - i. Deteriorated or defective waterproofing of exterior walls, roofs, foundations, or floors, including broken windows or doors.
 - ii. Defective or insufficient weather protection for exterior wall covering, including lack of paint or other protective covering.
 - iii. Any fault or defect in the building that renders it not properly watertight or structurally unsafe.

Design Compliance Required:

- A. All changes to existing development located within the district shall be reviewed and approved by the Historic Preservation Commission before any building permits shall be issued.
- B. There shall be no alteration of existing condition of land, structure, application of new exterior siding material, creation of a new window or dormer, creation of a new entry way or doorway, creation of a driveway or parking facility, addition of a satellite dish, construction of a fence or garage, or enclosure of a porch within the district except as provided herein. Ordinary maintenance and repair shall be excluded.
- C. The following general review criteria shall be met in evaluating any proposed activity specified in (B) above:
 - a. The proposed work complies with the design guidelines specified.
 - b. The integrity of an individual historic structure is preserved.

Residential Design Standards

Craftsman

The Arts & Crafts Movement began in the mid-1800s and is the mark in architectural history where more natural features evolved. Bungalows and prairie homes were associated with this movement. Bungalows were built with cobblestones as the foundation with broad chimneys, and the rest of the home was constructed of wood or shingles in natural shades. They also were associated with long pitched roofs, exposed rafters along its wide eaves, and a large front porch. Prairie Style homes are two story homes with a very horizontal appearance, seemingly flat roofs, wide overhanging eaves, and large plain chimneys.

Craftsman Style features:

- Rustic or prominent square style
- Exaggerated foundation & porch pillars
- Wide, deep front porches
- Bracketing and face boards
- Masonry base and piers
- Symmetrical roof
- Layout emphasizes horizontally
- Sheltering overhangs
- Heavy and dark wood
- Rustic details of brick or stone



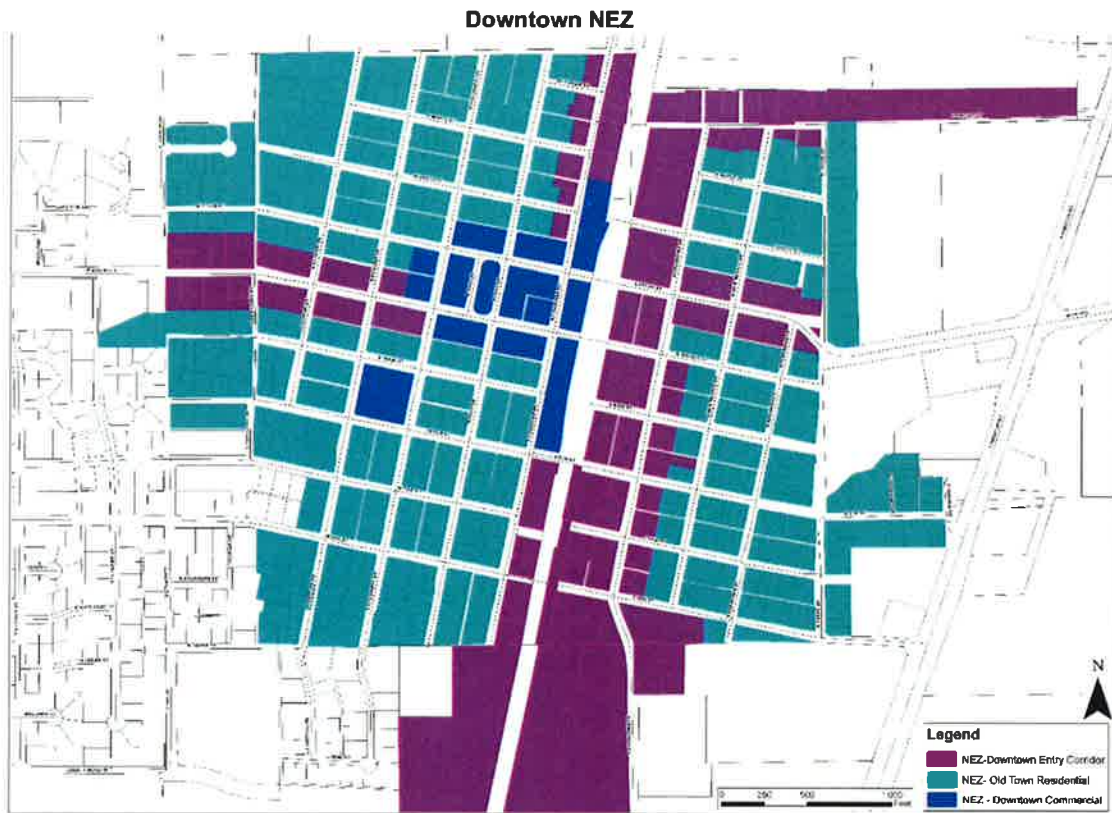
Tudor

In the late 1800s and early to mid-1900s, some American homes were built based on a medley of late Medieval and early Renaissance styles. These homes are typically a-symmetrical, feature steep-pitched roofs, masonry chimneys, embellished doorways, groupings of windows, and decorative half-timbering.

Tudor features:

- Casement windows grouped in rows of three or more
- Windows framed in wood or metal
- Steep gabled roof
- Asymmetrical assemblage of architectural elements
- Thick masonry wall
- Bay windows
- Arch openings
- Board and batten doors





Definitions

1. Commercial Downtown (Blue) – Eligible for reimbursement of up to 75% of building permit and impact fees for new commercial construction and remodels in the downtown area. Also offer an annual reimbursement of up to 60% of City sales taxes to incentivize the tenant to continue business in Celina.
2. Entry Corridors (Purple) – Offer reimbursement of up to 75% of building permit and impact fees for commercial construction in the corridors leading to the downtown area.
3. Old Town Residential (Teal) – Offer reimbursement of up to 75% of building permit and impact fees for new residential construction and remodels, which incorporate traditional architectural stylings found in historic Texas downtowns. e.g. craftsman, Tudor, American Four Square, Victorian, etc. New residential and remodels must meet all design standards outlined in the Zoning Ordinance for the Old Town Residential district.
 - a. Property owners may apply for fee reimbursements after receiving their Certificate of Occupancy.