Stronger Development Regulations: Enhancing Your Community’s Sustainability, Beauty, and Safety

Rudy Garza – Executive VP, Texas Masonry Council

Helen-Eve Liebman, AICP-Director of Planning & Development Services, Celina, Texas
Rudy Garza – Executive VP
Texas Masonry Council

- Rudy Garza serves as the Executive Vice President of the Texas Masonry Council and possesses over 20 years’ executive management experience in the non-profit and association sectors. He holds a Bachelor of Science in Psychology from Texas A&M University and a Masters and PhD in Pastoral Counseling from Life Christian University. For the past 11 years he has pioneered the Municipal Planning Program on behalf of TMC. Rudy is in charge of all aspects of the Municipal Planning Policy Program including, but not limited to, managing staff, strategic planning, budget preparation, building relationships with municipal and elected officials, overseeing marketing materials and convention planning.
Texas Masonry Council

Texas Masonry Council is a non-profit organization that advocates for Texas to be built with beautiful, durable and sustainable masonry materials.

TMC offers a variety of services to cities:

- We are the only organization in Texas specializing in assisting communities with the development of Masonry Planning Policies
- We will come to you!
- Best of all, ALL OUR SERVICES ARE FREE
Texas municipalities have the lawful right to adopt local legislation to protect the health, safety and welfare of their citizens. One such form of legislation is a Masonry Planning Policy. Some Masonry Planning Policies come in the form of:

- A new zoning ordinance or an amendment to an existing zoning ordinance
- A new building code or an amendment to an existing building code
- Residential construction design guidelines (can include multifamily)
- Non-residential construction guidelines
- An overlay district or designated district (Historical Downtown)
- Architectural Guidelines
- Unified Development Code
- Design guidelines for a specific “type” of construction (i.e. Hotels)
What is Masonry?

- According to the IBC and IRC, the adopted building codes of Texas, masonry is a form of construction composed of brick, stone, concrete block or other materials of equal characteristics laid up unit by unit and set in mortar.

- By definition, masonry does not include fiber cement siding (Hardy Board) or synthetic stucco (EIFS).
The “Localized Planning Tool”

Local Decision

- The percentage of masonry required by the policy, the type of policy and the materials that will be considered acceptable, are determined by the needs and desires of the community.

- With over 270 masonry policies in Texas, TMC can help guide the process and assist in crafting the details of a new policy.
Benefits of Masonry Policies

- Masonry Products are Low Maintenance
  - True masonry products require little to no maintenance at all
  - Here is a picture of a 4-sided brick home built around 1977
Benefits of Masonry Policies

- Masonry Products are Low Maintenance
- Increases the Tax Base and Home Value
  - Here is a picture of a 4-sided brick home in central Texas built in 1972.
  - In 1999, this home was appraised at $177,017. In 2015, the same home is appraised at $316,693.
Benefits of Masonry Policies

- Masonry Products are Low Maintenance
- Increases the Tax Base and Home Value
- Lower Cost of Ownership

- Masonry homes are more energy efficient than non-masonry homes
  - Up to 7% lower energy costs
- Masonry homes have lower insurance premiums
- Lower maintenance costs
  - No expensive painting needed
  - No need to replace decaying siding
Benefits of Masonry Policies

- Texas Department of Insurance - Factors that Affect Your Premium

Construction materials used in your home. Homes built primarily of brick are less expensive to insure than frame homes.

How Much Does Brick Cost?

On average using traditional modular sized clay brick vs. Fiber Cement Siding (hard board) on an affordable 1500 sq. ft. home:

- **Four Sided Hard Board Home** $120,000
- **Four Sided Brick Home** $124,500
  - Actual Cost Difference $4,500
  - Percent Difference +3.75%
- **Three Sided Brick Home** $123,300
  - Actual Cost Difference $3,300
  - Percent Difference +2.75%
Benefits of Masonry Policies

- Masonry Products are Low Maintenance
- Increases the Tax Base and Home Value
- Lower Cost of Ownership
- More Predictable Development creating a “Sense of Place”
Benefits of Masonry Policies

- Masonry Products are Low Maintenance
- Increases the Tax Base and Home Value
- Lower Cost of Ownership
- More Predictable Development
- Brick Homes are Safer
CASE STUDY - Affordable Housing Programs Choose Brick

- With poverty rates above the national average the Lower Rio Grande Valley is home to 1.3 million people and is a region where affordable housing is a priority.

- Since 1976, Federal Community Development Block Grant funds have been used by the region to fund affordable housing programs. Most of the programs build only with brick because of low maintenance costs, market appeal, sustainability of the community’s tax base, energy efficiency, weather protection and resistance to rot and mold.

- Edinburg has used funds for the rehabilitation of existing homes using brick to improve the supply of affordable housing, while at the same time upgrading and investing in older neighborhoods.

- Before & After
AFFORDABLE HOUSING PROGRAMS CHOOSE BRICK

AFFORDABLE HOUSING PROGRAMS CHOOSE BRICK

Affordable Homes of South Texas, Inc. is the largest builder of affordable homes in the Lower Rio Grande Valley

- Founded in 1976, AHSTI has helped 3,400 low and moderate income families buy homes.
- AHSTI builds 120 new, single family homes per year between $52,000 - $58,000 (950 to 1358 sq. ft.).
- Since 1990, AHSTI has used brick as the primary material for 95% of the homes it builds.

Harlingen Community Development Corporation builds 75 affordable single-family and multi-family housing units annually, funded by the city’s CDBG program

- HCDC uses “brick mainly to hold down maintenance costs for the families,”
- In the 1970s, the HCDC used wood siding, but those houses didn’t get re-painted and became a problem for both the homeowner and the community.
- HCDC only uses some artificial wood siding for trim and accent purposes because “There really isn’t much of a cost difference between brick veneer and the (higher grade) artificial wood siding.”
Typical 30-50 year brick home neighborhood in Texas
How Can We Help?

- **Recommendations**
  - Recommend that you begin to look at residential and commercial masonry ordinances

- **Research**
  - Other ordinances adopted throughout Texas
  - Connect you with communities that have them in place

- **Lead workshops to help leaders make decisions**
- **Draft the ordinance**

- **All Services are FREE!**
Helen-Eve Liebman, AICP
Director of Planning & Development Services
City of Celina

Background:

- 28 Years of Planning Experience
  - 19 Years in Private Sector Planning
    - PBS&J, Dowdey Anderson, Kimley Horn, Liebman Planning
  - +7 Years in Public Sector Planning
    - Allen & Celina

Estimated Current Population: ±9,500
Buildout: 320,000
Masonry and its impact on Celina’s development

- Reasons Celina believes in masonry
  
  Masonry is Sustainable – Masonry construction simply lasts for 100’s of years with little or no maintenance at all. The oldest and largest free standing structures in the world are built with masonry. In Europe it’s not unusual to find masonry built homes that are 800 years old and still standing.

  Masonry is durable – Hard to damage. Unlike siding and stucco it’s not going to be damaged by your weed eater or by your lawn mower bumping into it.

  Masonry is safe - Won’t burn and withstands high wind impacts. Very important factor in protecting the health, safety and welfare of your citizens.
Masonry and its impact on Celina’s development

- Reasons Celina believes in masonry
  - Masonry Increases and Maintains Property tax values - Since masonry structures appraise at higher values than non-masonry structures, they generate more property tax revenue to provide public services.
  - Masonry is Energy efficient - When a home or commercial building is built with Masonry it is inherently more energy efficient because of the thermal mass of masonry. Due to masonry’s density it is hard for heat and cold to penetrate it from the outside.
  - Masonry is Low Maintenance - Masonry never needs painting like siding or stucco. So your residents save money, and the neighborhoods they live in are preserved.
  - Masonry is attractive - Masonry comes in many different forms such a rock, stone, textures block and brick. It also comes in a vast variety of colors that are inherent to the product itself.
Masonry and its impact on Celina’s development

- History and specifics of Celina’s masonry standards
  - Specifics of Celina’s current masonry standards
    - How we define masonry
      - Brick
      - Stone & Manufactured Stone Veneer
      - Stucco (cement)
      - Concrete Masonry Units CMU
        - Must have indented, hammered, split face finish, or other architectural finish.
  - Concrete Panel Construction
    - Must be painted, fluted, or exposed aggregate finish
Percentages Required:

- **RESIDENTIAL**
  - 100% Masonry on the front façade, any sides facing a public street, and first floor of other facades
  - Up to 50% of other stories may be cementitious fiber board IF in a different vertical plane.
  - 5% wood for architectural accent materials
Masonry and its impact on Celina’s development

- NONRESIDENTIAL, INDUSTRIAL, & MULTI-FAMILY
  - 100% Masonry
  - May use ONE alternative
    - EIFS-Max 10% of any façade for architectural elements
    - Cementitious Fiberboard-5% of any façade for architectural elements and around gabled, shed, and hipped windows where masonry not structurally reasonable
    - Wood-Max 5% of any façade for architectural elements
    - Stucco-Max 20% of any façade

PD zoning application may be utilized to negotiate alternatives
Celina’s Strategy to Enforce Development Standards

- Annexation of properties to regulate zoning standards
- Preannexation Agreements (ETJ) to ensure quality and standards
  - Property with an AG Exemption is required to be offered a Preannexation Agreement (TXLGC)
    - Cities can annex of properties with preannexation agreements
Celina offers an agreement that allows the property to remain in the ETJ, “as-is” for 15 years.

If any development permit (plat, building permit, etc.) is applied for during that 15 years it constitutes a voluntary annexation application and compliance with the zoning and development regulations of the City.

The Preannexation agreement also prohibits the landowner from creating a district through TCEQ.
It’s Never TOO LATE!

Nonconforming Structure

TO

Conforming Structure
2015 Value: $1,352,569
A masonry requirement alone may not guarantee an attractive development.
The Fine Details

- Celina and many other municipalities require increased architectural standards which compliment masonry facades in all or in portions of their City.

- Architectural standards include
  - Canopies, awnings, or porticos
  - Recesses/projections
  - Integrated Planters
  - Display Windows
  - Increased roof pitch
Canopies

Increased roof pitch, full masonry columns

Standard roof pitch, partial masonry columns
Masonry and its impact on Celina’s development

RECOMMENDATIONS:

- Establish standards early to ensure high quality, durable, and visually appealing structures
- If you are a growing city annex properties and utilize preannexation agreements
- Offer alternatives to facilitate corporate identities while maintaining masonry standards
Thank You!

Questions?

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