

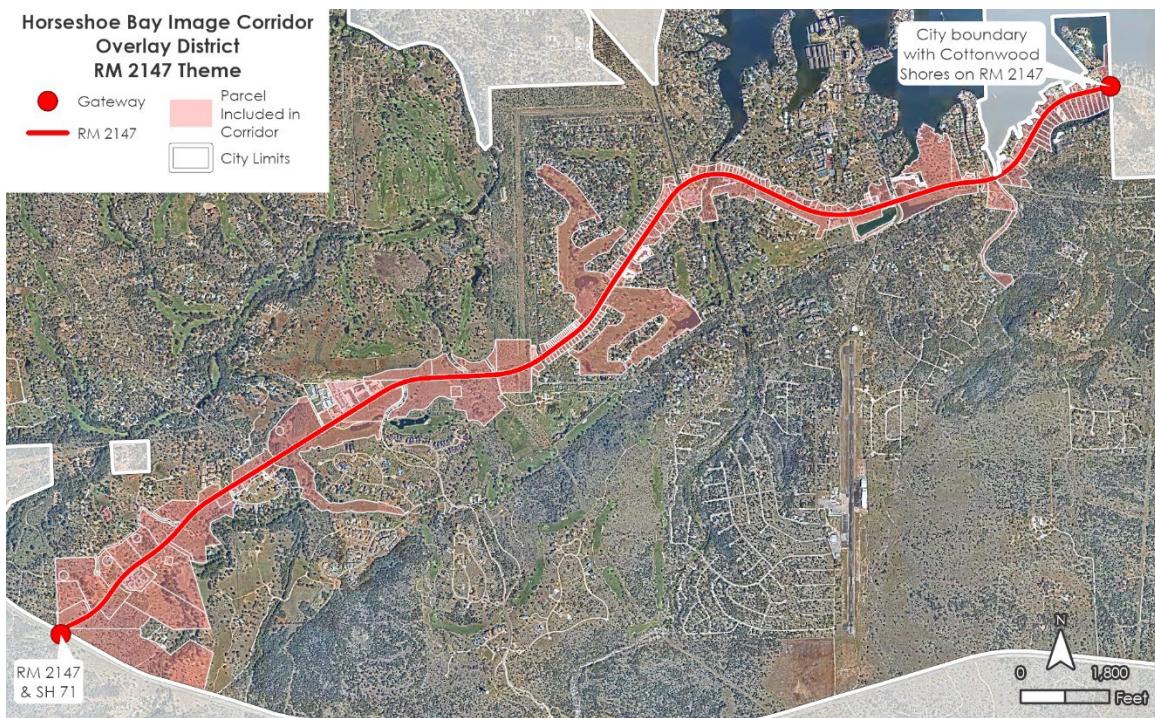
## Horseshoe Bay Image Corridor District – August 2025

### Section 1. General Purpose, Description and Definitions

The purpose of the Horseshoe Bay Image Corridor Overlay District is to exercise greater control of the aesthetic, functional, and safety characteristics of the development along RM 2147 and SH 71 through the City of Horseshoe Bay. These regulations and guidelines can effectively enhance the city's image as a desirable place to live, work and do business. This emphasis on how uses are designed and developed is the focus of the standards in this district.

#### A. RM 2147 Theme

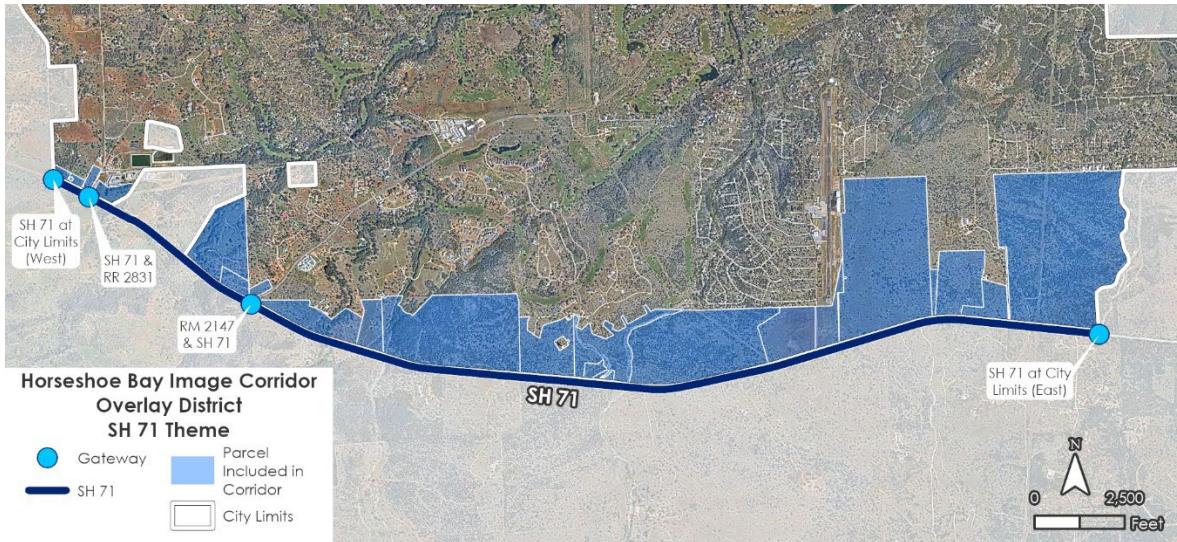
The RM 2147 highway serves as the primary access to residential subdivisions, resorts, city services, and local-oriented commercial and office development. Development in this corridor is intended to have a more local, intimate feel with landscaping and sidewalks and multi-use paths linking the various elements of the community together.



#### B. SH 71 Theme

SH 71 operates as a primary link to many Central Texas communities. The HBICOD views growth in this area as a regional draw for medical services and commercial development. Interconnectivity between developments through mutual access easements are important to maintain the highway's efficiency. Landscaping

along the corridor is to be designed to enhance the feel of the transition space between the road and new development coming to the community.



### C. Definitions:

*Landscape Edge:* A transitional linear space where one space or landscape becomes part of another. These are the spaces between the public rights-of-way and the beginning of pavement on the developed property along the corridors.

*Paving Surface Setback:* The distance any paving used for parking or a drive aisle must be setback from the public rights-of-way.

*Substantially Improved:* Reconstruction, rehabilitation, addition, or other improvement of a structure, the cost of which equals or exceeds fifty (50%) percent of the market value of the structure before the start of construction of the improvement.

## Section 2. Overlay District Boundaries

The Horseshoe Bay Image Corridor Overlay District applies to the entire length of RM 2147 and SH 71 within the city limits. The overlay district is defined as the land including:

- A. Tracts of land that abut or adjoin the public right-of-way of RM 2147 or SH 71;
- B. Tracts of land that are developed, used, managed, or marketed as a group that includes a tract of land that abuts or adjoins a public or private access street or an intersection with RM 2147 or SH 71, including land that is separated from the right-of-way of RM 2147 or SH 71 by a fee simple tract of land with a depth of fifteen feet (15') or less with or without diverse ownership; or,

- C. Tracts of land that share parking space with a tract of land that abuts or adjoins a public or private access street or an intersection with RM 2147 or SH 71.

### **Section 3. Applicability**

The provisions of this Ordinance shall be in addition to the base zoning of the parcel. In cases that the provisions of this Ordinance are in conflict with the provisions of the base zoning or any other section of the City of Horseshoe Bay's Code of Ordinances, then the more restrictive of the Ordinance shall apply. In the case that a design standard is not addressed within this Ordinance, then the regulations of the Zoning Ordinance shall be enforced to full effect. If a parcel is contained within both highway corridors, then the standards of the SH 71 corridor will apply to the frontage facing SH 71 and the RM 2147 corridor standards will apply to the frontage facing RM 2147.

### **Section 4. Setback Standards**

#### **A. General Setback Guidelines**

Features that can be incorporated into the setback area are as follows if they do not impede the sight visibility triangles of any intersection or drive approach:

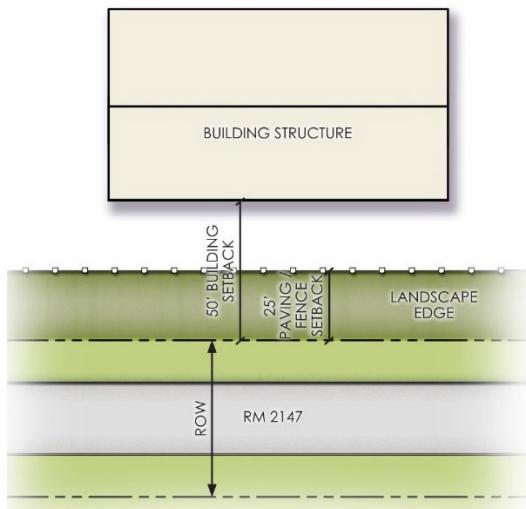
1. Signage
2. Entry Drives
3. Sidewalks, Pedestrian Plazas, and Multi-Use Paths
4. Benches and other pedestrian amenities and street furniture.
5. Planters, retaining walls, and decorative walls
6. Below-ground structures (utilities)
7. Landscape plantings

#### **B. General Setback Standards**

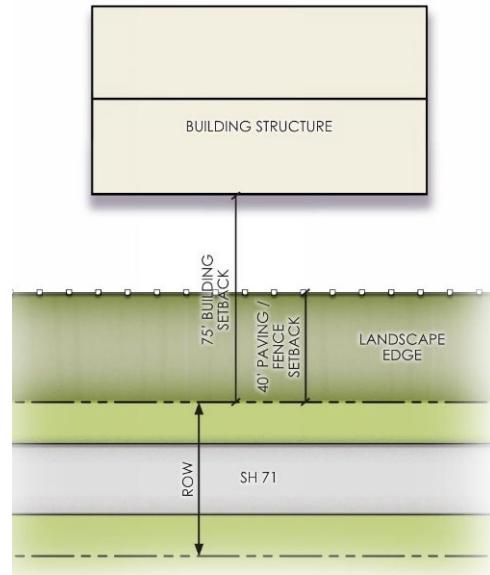
1. Setbacks shall be calculated from the public right-of-way.
2. Building and paving setbacks vary by roadway type.
3. Where two public rights-of-way (ROW) intersect, the setback requirements for each shall be incorporated along the corresponding ROW frontage.
4. All setback areas shall be landscaped, irrigated and maintained in good condition.
5. Building and paving setback requirements may not be waived. This requires a variance from the Board of Adjustment.
6. All underlying zoning setback distances for side and rear setbacks shall apply.
7. All multifamily and non-residential development will provide a ten (10') setback for all sideyards and a fifteen (15') foot setback along the rear lot line.

#### **C. Specific Setbacks**

Roadway Type	Paving Surface Setback from ROW	Fence Line Setback from ROW	Building Structure Setback from ROW
RM 2147	25'	25'	50'
SH 71	40'	40'	75'



**Figure 1: RM 2147 Setbacks**



**Figure 2: SH 71 Setbacks**

## Section 5. Architectural Standards for Multifamily and Non-Residential Development

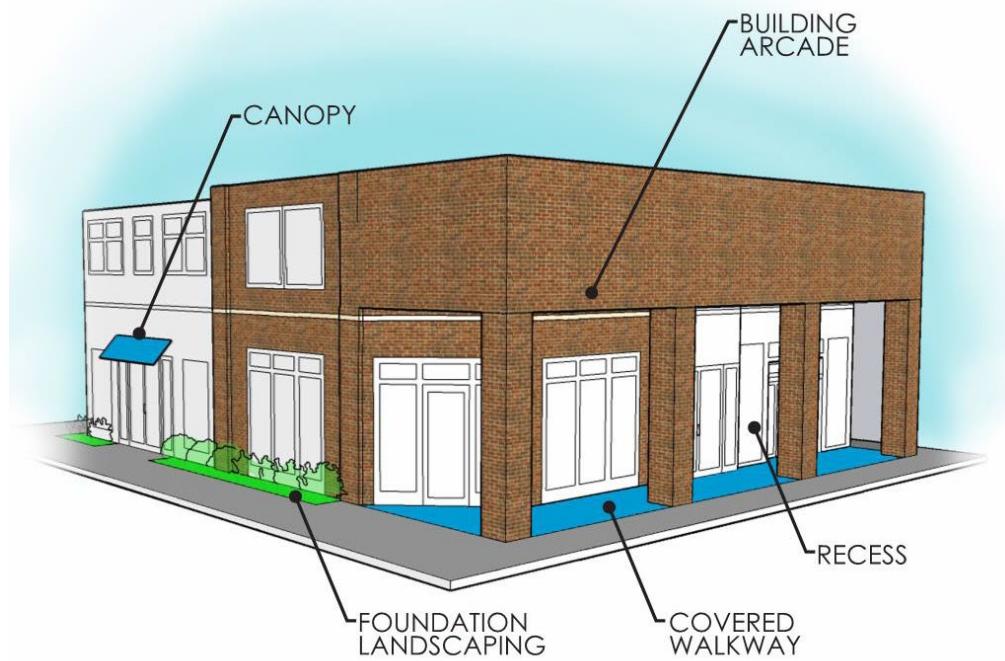
The purpose of the architectural standards is to promote a high quality of design and character along the RM 2147 and SH 71 corridors.

- A. Building articulation using offsets, change in material, pilasters, and similar architectural features are to be used to express a rhythm or pattern along the façade.



**Figure 3: Building Articulation**

- B. The use of canopies, awnings, and arcades are to be used for providing shade and pedestrian interest.



**Figure 4: Pedestrian Interest**

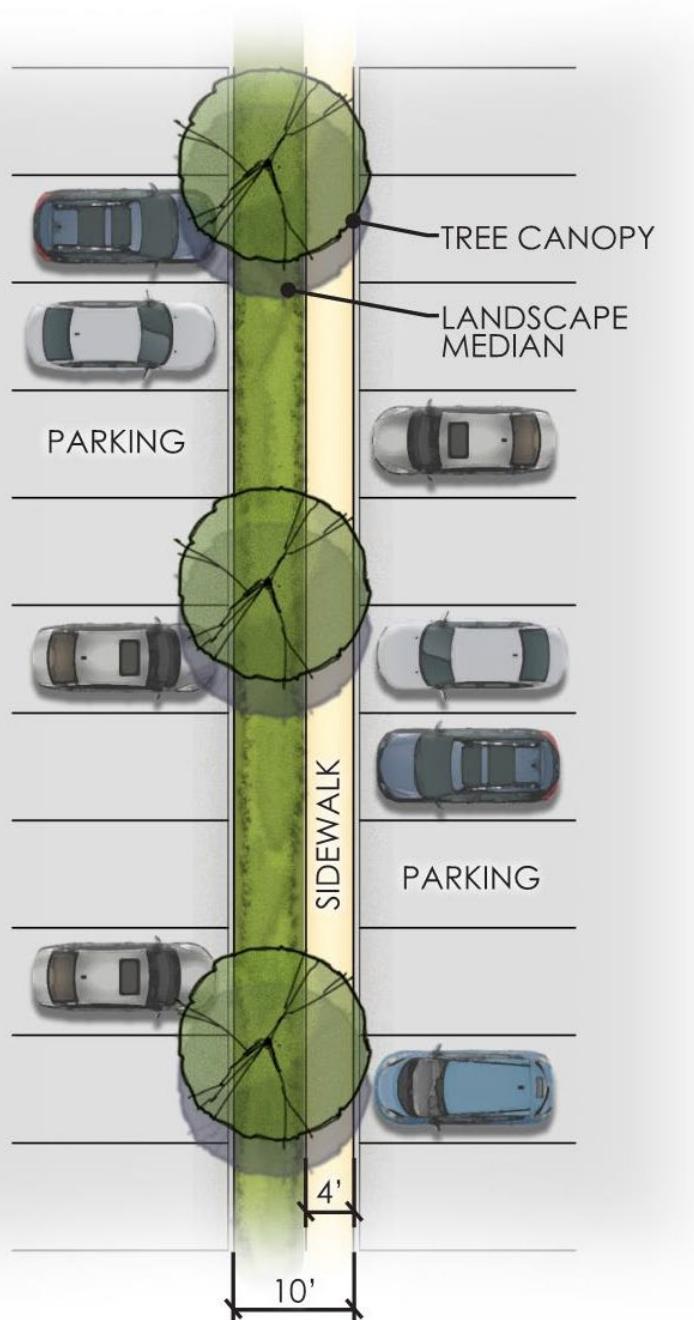
- C. A combination of a variety of building materials, offsets and recesses are to be used to break up long facades.
- D. If a building cannot have its primary entrance facing the public right-of-way, then the elevation facing the public right-of-way shall include the same materials and colors as the building façade with the primary entrance for the development or the business, with the exception for any window glazing.
- E. Secondary buildings and service enclosure structures must utilize similar materials and architectural treatments as the primary building front façade.
- F. All buildings shall be in compliance with the masonry standards of the applicable provisions with Chapter 14 of the Horseshoe Bay Code of Ordinances, including but not limited to Section 14.02.402(a)(3) and other similar requirements within Division e, Zones and Classifications.

## **Section 6. Parking and Driveways**

The intent of this section is to ensure that landscaping is appropriately used to mitigate surface parking and to provide flexibility, if necessary, for developers to meet unique site conditions.

A. Standards:

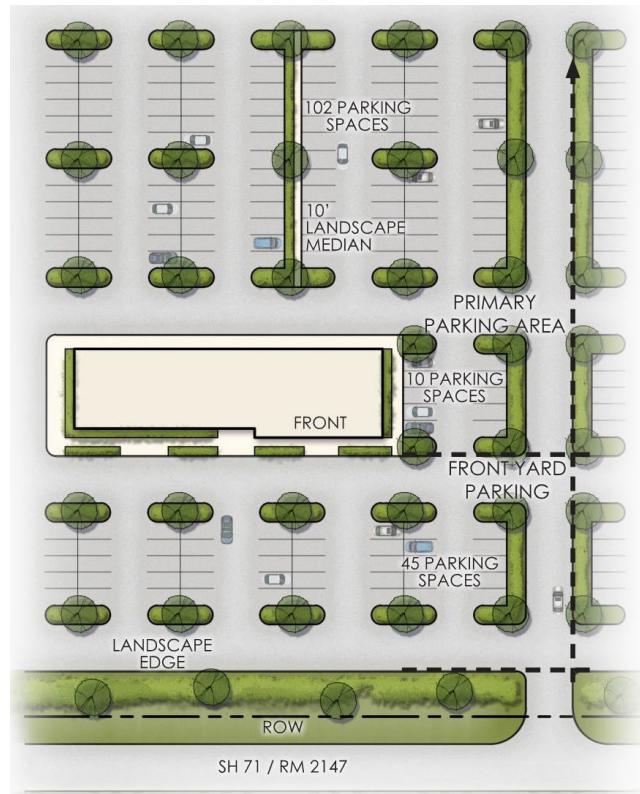
1. Parking areas containing one hundred (100) parking spaces or more shall be separated by each other by a landscaped divider of a minimum ten (10') feet in width. Sidewalks within the divider leading to the primary structure are encouraged, but not required. Sidewalks can meander, but should leave a minimum of a six (6') foot planting area.



**Figure 5. Ten (10') Foot Divider Between Parking Areas**

2. For buildings fronting onto either corridor, a minimum of fifty (50%) percent of the parking area shall be located as the primary parking area behind or within groups of buildings.

- a. Front parking area. If 50% of the parking cannot be located behind the building, or within groups of buildings, one tree shall be added for every additional ten (10) spaces, beginning with the first additional space and for each ten (10) spaces thereafter.



**Figure 6: Parking Space Distribution**

- b. Priority shall be given to placing additional trees within the paving or building setback fronting onto the public rights-of-way.
3. The setback areas along the rights-of-way and where parking areas and/or drives front the public right-of-way will be required to include earthen berms for screening purposes as listed in Section 7.B.4 of this Ordinance.
4. Sidewalks, medians, and building entryways shall use appropriate paving and landscaping materials.

#### B. Access Management and Mutual Access Easements (MAE)

1. RM 2147. To reduce the number of drive approaches onto the highway, shared driveways through MAE will be installed to provide interconnectivity between developments. This is in accordance with the access management manual produced by the Texas Department of Transportation.
2. SH 71. Outside of the required landscape edge, any non-residential development along the SH 71 Corridor shall install and dedicate by MAE an easement that serves as mutual access connecting multiple properties

together. This is in accordance with the access management manual produced by the Texas Department of Transportation.

3. Mutual access easements parallel to the primary roadway shall be behind the paving surface setback line as set by Section 4.C of this Ordinance.
4. Landscaping along a shared MAE

MAE that are centered on dividing property lines or between two developments and serve as primary entrances to those properties shall have a ten (10') foot landscape divider installed on either side of the access easement.

## **Section 7. Landscaping and Berms**

The importance of a natural landscape along the corridors of the community is fundamental to improving and preserving the character and quality of existing and future development. The landscape treatment of the corridors should be in the form of native grasses, ground cover, shrubbery, shade trees and ornamental trees.

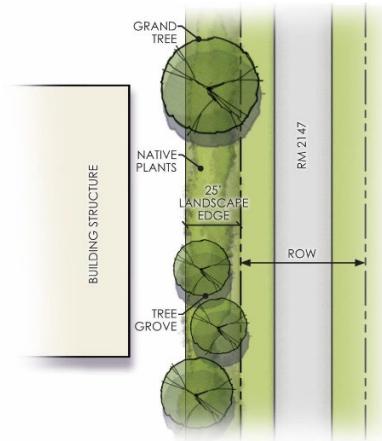
### A. Guidelines

1. Care is to be taken to preserve and enhance any existing landscape feature such as protected and grand trees, existing groves of trees, creeks and waterways and unique topography. Existing landscape amenities shall be evaluated and inventoried prior to the commencement of site planning and development.
2. Landscaping in and along the right-of-way is to be designed as natural as possible by incorporating open areas, native plant species appropriate for the Central Texas region, and drought tolerant plant materials to reinforce the Hill Country look. Irrigation of all landscaped areas is required.
3. Surface drainage facilities are not allowed within the landscape edge except those that are necessary to convey drainage in the shortest possible route to or from the public street right-of-way. This will be determined through city approval by the Director of Development Services on a case-by-case basis. Drainage facilities include detention ponds, water quality ponds, channels (earthen or concrete), and outlet structures. This provision does not include architectural- style fountains and waterfall features.

### B. A landscape edge shall be provided as follows:

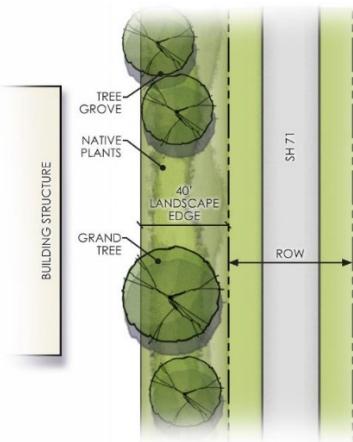
1. RM 2147. A minimum of a twenty-five (25') foot wide landscape edge as measured from the right-of-way shall be provided for properties along RM 2147.

The landscape edge shall be reasonably maintained by property owners, a property owners association, homeowners association or other responsible entity. Maintenance of the landscape edge shall include pruning, trimming, irrigation, trash and debris removal and the removal and replacement of dead/unhealthy plant material.



**Figure 7: Landscape Edge Along RM 2147**

2. SH 71. A minimum of a forty (40') foot wide landscape edge as measured from the right-of-way shall be provided for properties along SH 71. The landscape edge shall be reasonably maintained by property owners, a property owners association, homeowners association or other responsible entity. Maintenance of the landscape edge shall include pruning, trimming, irrigation, trash and debris removal and the removal and replacement of dead/unhealthy plant material.

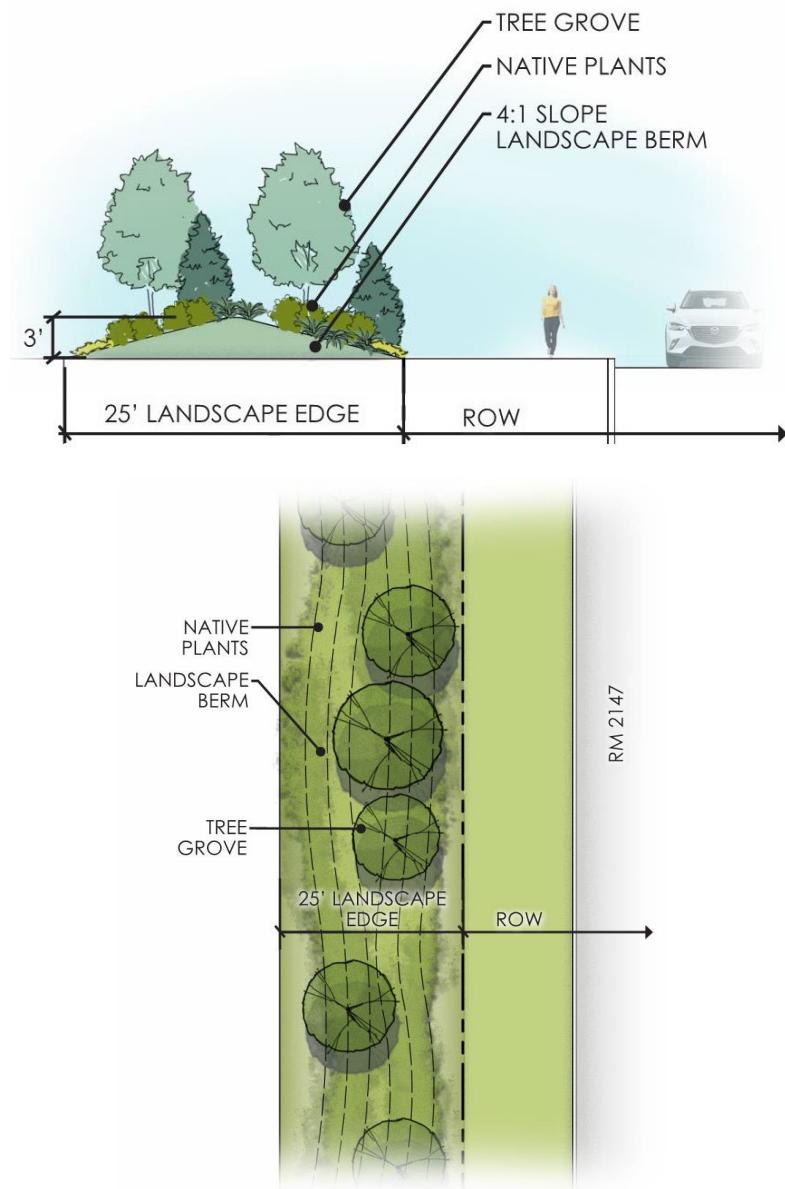


**Figure 8: Landscape Edge Along SH 71**

3. The landscape edge requirement is not intended to prohibit the placement of driveway openings or multi-use paths parallel to the roadways, or connecting sidewalks to the front of businesses.

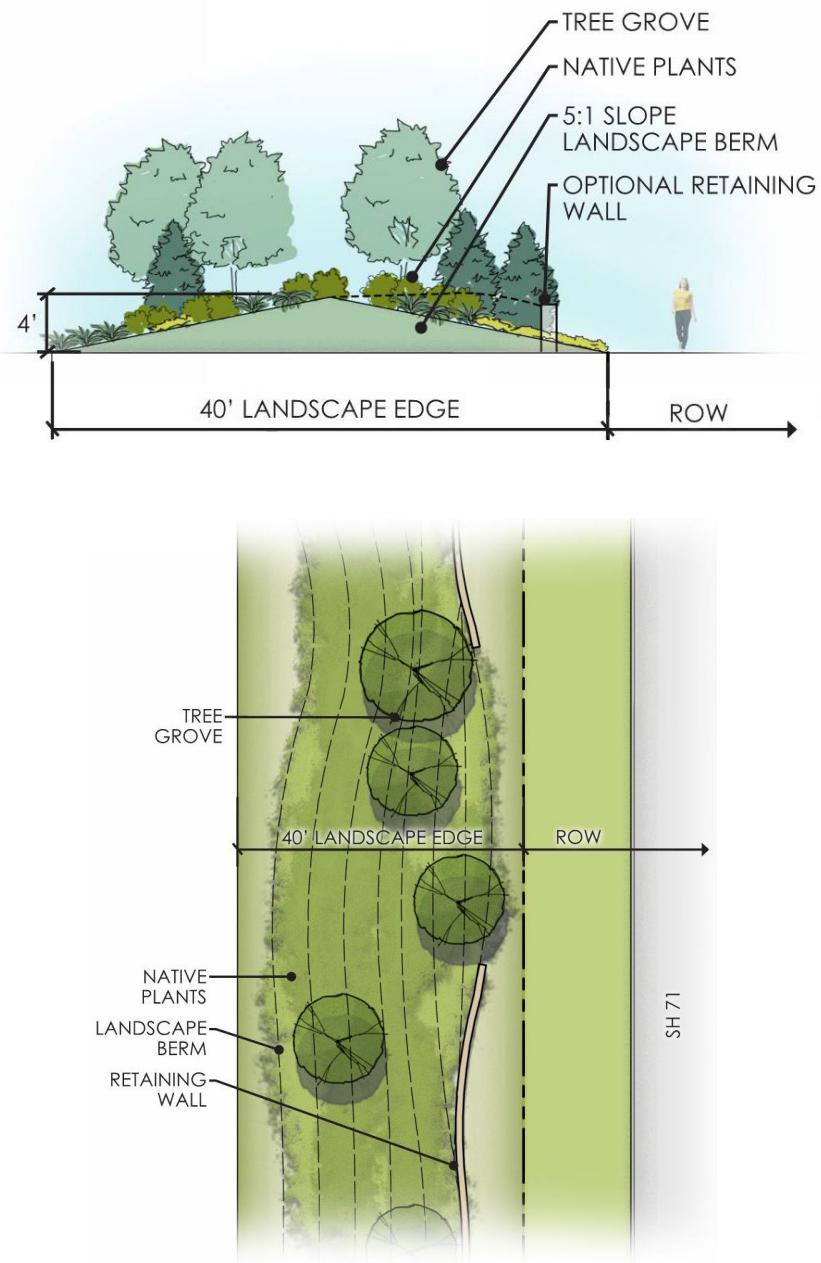
4. Earthen berms:

a. Fronting onto the public right-of-way of RM 2147, the corridor shall include an earthen berm with a minimum height of three (3') feet. To achieve natural formation, the berms shall consist of a slope no greater than a 1:4 ratio and shall include native plants and trees as set below in subsection B.5.



**Figure 9: Earthen Berms Along RM 2147**

- b. For landscape edges along SH 71 the berm shall be a minimum of four (4') feet in height with no greater than a 1:5 slope ratio. Stone retaining walls may be utilized for terracing the berm. Retaining walls greater than four (4') feet in height are required to be designed and sealed by a registered engineer. Each terrace level created shall be landscaped with plants and ground cover and provide access for maintenance.



**Figure 10: Earthen Berms Along SH 71**



**Figure 11: Landscape Edge with Terraced Berm and Retaining Walls**

- c. Where topography prohibits berm screening height requirements from being met, landscape supplementation can be used to achieve the required screening as an exception to berms as approved by the Director of Development Services.
- d. If landscaping supplementation is needed to achieve screening, layering of native or adaptive planting material from the suggested list shall be used to supplement an average of a thirty-six (36") inches tall screen. A minimum of two (2) to three (3) different species, excluding turf grass, shall be used to achieve the required landscape screen.



**Figure 12: Landscaping With Multiple Species Types**

- e. Utilities. If underground utilities are already in existence, or proposed for future development, then the berm shall be located outside of the existing easements.
5. The landscape edge must consist of trees, shrubs, groundcover, berms, and related elements as follows:

- a. A minimum of two (2), three (3") inch caliper shade trees and two (2), three (3") caliper ornamental trees; five (5)- five (5) gallon shrubs placed per fifty linear (50') feet of frontage exclusive of driveways.
  - b. Newly planted trees shall be planted in clusters rather than regular spaced patterns. The use of similar species in clusters increases irrigation efficiency and shall be designed to provide appropriate shade to areas along the multi-use path.
6. Foundation plantings are required within a planting area a minimum of six (6') feet in width along seventy (70%) of the length of any façade visible to the public.
7. All landscape and turf areas shall be irrigated and maintained on a regularly scheduled basis. All required landscaping shall be designed and irrigated according to Article 13.12 Irrigation System Installation and Operation of the Horseshoe Bay Code of Ordinances as amended.
8. Native and Adapted Plant List. The intent of this Ordinance is to allow flexibility of design of the landscape edge through the use of native species, existing trees especially if they are protected or grand trees as defined in Article 3.09 Tree Protection in the Horseshoe Bay Code of Ordinances as amended.

9. Plants to Avoid (Invasives):

Plants that are non-native to the Central Texas Ecosystem and tend to out-compete native species.

a. Prohibited Plants:

These plants travel by seeds, berries, and spores and can be transported long distances. They have already invaded preserves and greenbelts. Arizona Ash, Chinaberry, Chinese Pistache (female), Chinese Tallow, Chinese Privet, Elephant Ear, Holly Fern, Japanese Honeysuckle, Wax Leaf Ligustrum, Mimosa, Paper Mulberry, Nandina (large, berrying varieties), Chinese Photinia, Pyracantha, Tamarisk, Tree of Heaven.

b. Prohibited Plants Near Parks, Preserves, Greenbelts:

These plants travel by runner, rhizomes, and stems and only invade neighboring areas.

Bamboo, English Ivy, Vinca (periwinkle).

c. Problem Trees and Shrubs:

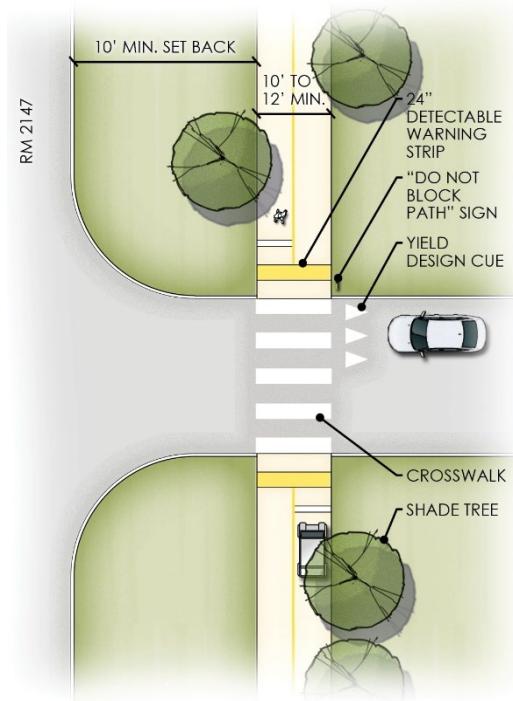
Typically fast-growing, highly adaptable, but often weak wood and are short-lived. Most are susceptible to insect and disease problems.

Arizona Ash, Azalea (not adapted to area soils), Bradford Pear, Boxelder, Camelia, Chinaberry, Chinese Privet, Chinese Tallow, Cottonwood, Ligustrum, Lombardy Poplar, Mimosa, Paper Mulberry, Chinese Photinia, Siberian Elm, Silver Maple, Sweetgum, Sycamore, Tree of Heaven, Texas Red Oak, Spanish Oak, Shumard Oak, Southern Red Oak, Blackjack Oak, and other members of the red or black oak group. These oak species are highly susceptible to oak wilt and are not acceptable.

### C. Multi-Use Paths and Sidewalks

When developing property along either of the corridors, it is the city's intention to create a multi-use path to accommodate, pedestrians, bicyclists, and golf carts. Along these roadways, within the public right-of-way where available or within public access easements along the landscape edge, multi-use paths are to be designed to a standard to support safe and comfortable operation. Multi-use paths along major arterial roads shall be set back further from the street than the minimum AASHTO guidance of five (5) feet. Multi-use paths shall feature design cues that encourage people driving to yield to path users at driveways, and shall provide shade trees where possible to increase user comfort and define path edge

1. Multi-use path design standards
  - a. Set the path back at a minimum distance of ten (10') feet from the roadway.
  - b. Minimum multi-use path width is ten (10') to twelve (12') feet.
  - c. Maintain a level path surface at roadway intersections.
  - d. Mark crosswalks and yield lines at high-volume driveways.
  - e. Consider "Do Not Block Path" signage.
  - f. Provide shade trees within the landscape edge as described above between the roadway and multi-use path as required in Section 7.5, taking care to maintain clear sight triangles at driveways and cross streets.



**Figure 13: Multi-Use Path**

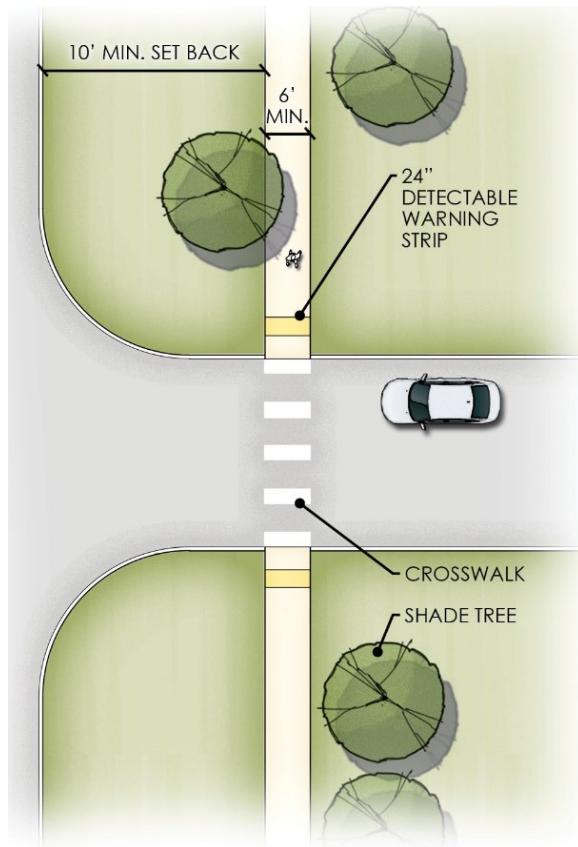
## 2. Multi-use path bridges

Where the multi-use path is intended to cross a floodplain area, it is desirable to construct the bridge in such a way that the footings are located outside of the floodplain. New developments should identify these locations at the beginning of the design stage of the development and work with the city, the Texas Department of Transportation (TxDOT) and the Federal Emergency Management Agency (FEMA) to determine the most appropriate location and timing of construction.



**Figure 14: Multi-Use Path Bridge**

## 3. Sidewalks – Where a multi-use path is not appropriate due to high grade topography or other site related features, a six (6') foot sidewalk will be required within the public right-of-way or within the landscape edge as determined by the Director of Development Services.

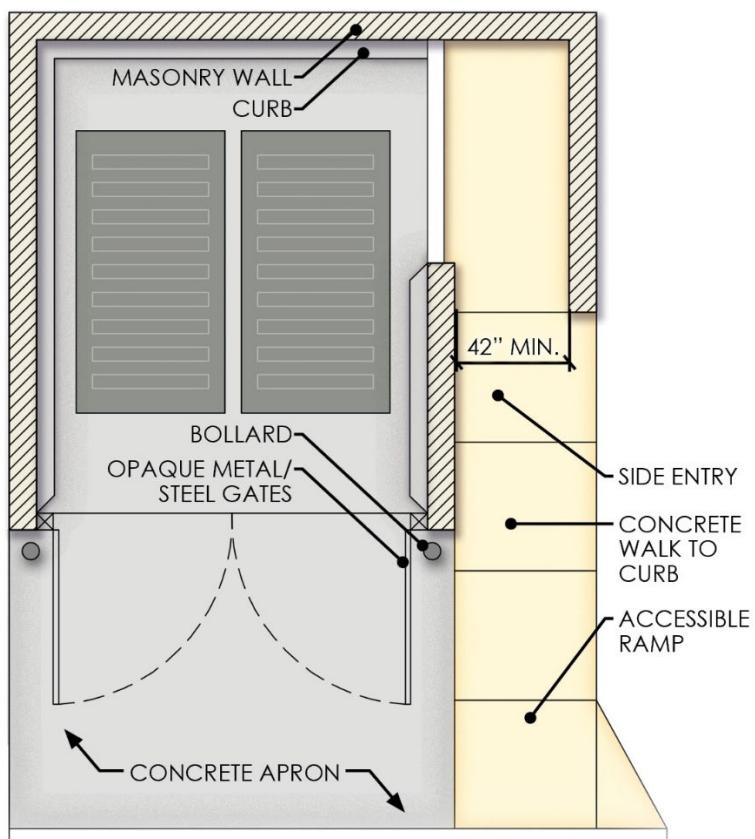


**Figure 15: Sidewalk Example**

## Section 8. Screening

### A. Design Standards – Screening.

1. All service, trash, HVAC, above ground propane tanks, and utilities areas shall be permanently screened from view with an enclosure. All enclosures should be constructed of masonry and match the adjacent building materials and color, except for flat faced concrete masonry units which are prohibited.
2. Solid waste container enclosures shall include metal/steel gates. The swing radius of the gates shall not enter any designated fire lane.
3. All solid waste container enclosures shall be located behind the front building setback of the lot and shall not be located within any landscape edge.



**Figure 16: Solid Waste Container Enclosure Screening**

4. Loading docks and loading areas shall be screened from the public right-of-way with a screening wall, berm, and/or landscaping. The doors of loading docks are prohibited from facing the image corridor rights-of-way.
5. Wood, chain link, or plastic fencing materials are prohibited from use as screening materials.

## **Section 9. Fencing**

### **A. SH 71 Corridor Multifamily and Non-Residential Fencing and Walls**

Fencing along landscape edge adjacent to right-of-way:

- a. Stone, brick, or masonry panel fencing is allowed. Such walls may not interfere with the sight visibility of any drive approach or intersection of public rights-of-way or impede in the travel of pedestrians, bicyclists and golf carts on any multi-use path or sidewalk.
- b. Plastic, wood, chain link, metal screening, or vinyl fences are prohibited.
- c. Retaining walls to support berms may be installed in the landscape edge if such walls do not interfere with the alignment and installation of any multi-use paths and sidewalks. Retaining walls shall be of stone.
- d. Retaining walls within in the landscape edge shall not exceed four (4') feet in height unless designed, engineered and sealed by a licensed engineer.



**Figure 17: Stone Retaining Walls**

### **B. RM 2147 Corridor Fencing**

#### **1. Multifamily and Non-Residential Fencing**

Fencing wall at pavement setback. A six (6') masonry wall with masonry columns may be installed at the boundary of the landscape edge and pavement setback if required by the site plan of the intended multifamily or non-residential use. Such walls may not interfere with the sight visibility of any drive approach or intersection of public rights-of-way or impede in the travel of pedestrians, bicyclists and golf carts on any multi-use path or sidewalk.

2. Residential property boundaries adjacent to ROW –
  - a. Exclusive of the required landscape edge, a minimum six (6') foot stone or brick masonry wall with masonry columns shall be installed along the perimeter of residential properties' rear property lines facing onto the public right-of-way.
  - b. An eight (8') foot linear section of ornamental metal fence may be substituted for a section of wall every two hundred (200') feet if appropriate landscaping is placed along the outer edge of the fence line.



**Figure 18: Ornamental Metal Fence With Landscaping**

## **Section 10. Signage**

### A. Design Standards and Lighting

All signs within the overlay district shall be in conformance with Section 3.06 of the Horseshoe Bay Code of Ordinances

### B. Location.

1. All permanent signs for single and multiple family projects and monument signs in support of institutional and commercial properties shall locate the signage a minimum setback of fifteen (15') feet from the public rights-of-way.
2. The location of the sign may not interfere with the sight visibility triangles established with any street intersection or driveway from the public right-of-way.
3. Signs may not be installed on underground utility easements unless the easement operator has granted an easement use agreement to the property owner installing the sign.
4. Signs shall be placed so as not to interfere with the ability of access to the multi-use path or sidewalks installed parallel to the right-of-way or connecting to the building front.

5. Sign heights shall be measured from the base grade of the public right-of-way and not be located on the slope or the apex of the required berms as outlined in Section 7.B.4 above. Otherwise, signs will be integrated into the landscaping edge.
- C. Unified Sign Development Plan. A unified sign development plan is required to be prepared if the development wishes to be innovative or modify signage which is incongruous with this Ordinance. A unified sign development plan is also required prior to the issuance of a sign permit for certain signs specified in this section, or as otherwise required herein, to determine overall sign locations on a property, the relationship of the signs to surrounding existing and proposed improvements, and to determine consistency and uniformity among buildings and signs within a commercial or residential development. The unified sign development plan shall be submitted to the Development Services department.

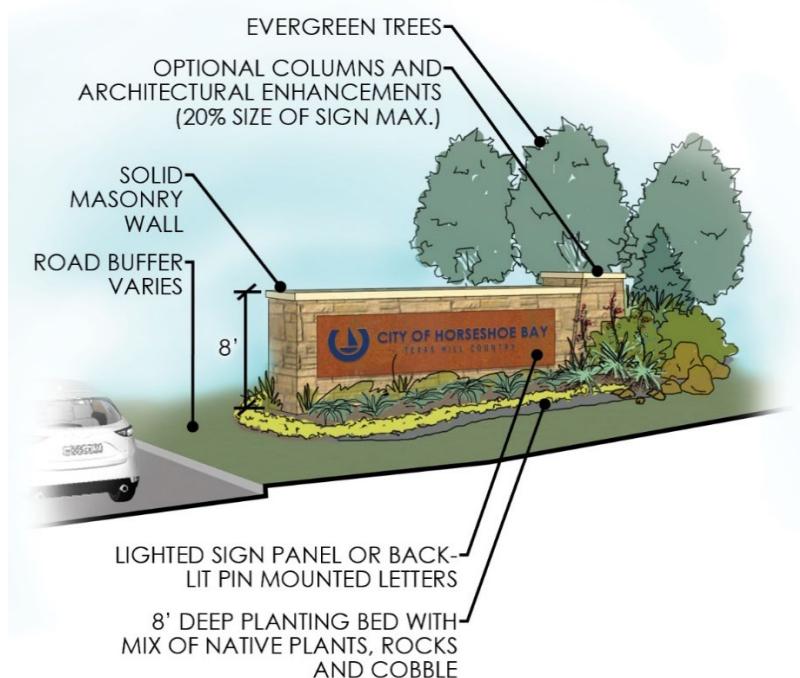
1. A unified sign development plan shall contain the following information:
  - a. Elevations of the signs illustrating the materials of construction, colors, lighting, fonts of letters, and dimensions of the signs. If the sign is to be attached to a building, the elevation shall be a composite of the sign and the building;
  - b. Elevations depicting the size of the signs in relation to the size of the buildings within the development;
  - c. A plan drawn to the site plan as it currently exists or may be amended, of the site illustrating the location of existing and proposed signs on the property and, if required by city staff, on adjacent properties;
  - d. Other information to illustrate the consistency and uniformity of the signs; and
  - e. For nonresidential uses; and multifamily developments, the unified development sign plan shall be submitted to the city for review with a site plan of the property. For single-family and two-family developments as part of the subdivision entry signs and areas, the unified development sign plan shall be submitted to the city for review with a preliminary plat, or final plat of the property.
2. A unified development sign plan shall be submitted to the Development Services department. The unified development sign plan will be reviewed in accordance with the city's development review schedule and considered for approval by the Director of Development Services. The Director of

Development Services may approve or deny the unified development sign plan. The decision of the Director of Development Services is discretionary. The decision of the Director of Development Services may be appealed to the City Council.

#### D. Gateways

Gateway identification in the City of Horseshoe Bay is important for the establishment of branding of the City and its signature resorts, neighborhoods, and golf courses. Gateways indicate a formal entrance to the community as wayfinding as well as an economic development tool to help identify those businesses which are local operating in the community. The Future Land Use Plan of the City of Horseshoe Bay has identified the following intersections as appropriate for community gateways.

- Intersection of RM 2147 and SH 71
- Intersection of SH 71 and RR 2831
- City boundary with Cottonwood Shores on RM 2147
- SH 71 and City Limits on both the east and west sides of the community.



**Figure 19: Branding Gateway Example**

##### 1. Branding Guideline

Within the landscape edge at the above intersections, development along adjacent properties will work with the City to identify appropriate locations for the installation of a branding gateway for the community.

## 2. Private Neighborhoods, Resorts, and Golf Courses

Individual private neighborhoods, resorts, and golf courses may design and erect identification branding and monumentation signage for their communities as part of the entrance roadway intersections with the overlay district corridors. These elements will remain in compliance with the outdoor lighting ordinance of the City and be included in the design review process as provided as part of a Unified Sign Development Plan. Materials shall match with other design elements of the individual community as established with the base zoning.

## **Section 11. Non-Conformance with Overlay District**

Upon adoption of this Ordinance, any property, lot, structure(s), uses of land and structures, projects and characteristics of the site which were lawfully in existence and operating before this Ordinance was enacted, but which do not now conform to the regulations of this Ordinance shall be considered legal non-conforming conditions, until the property is redeveloped or substantially improved. It is the intent of this Ordinance that all such conditions of non-conformance shall abide by Sections 14.02.071 through 14.02.079 of the Horseshoe Bay Code of Ordinances.