

# CITY OF FREDERICKSBURG CITY COUNCIL MEETING

**MONDAY, OCTOBER 19, 2015 ~ 7:00 p.m.**

Law Enforcement Center ~ 1601 East Main Street

Linda Langerhans, Mayor  
Graham Pearson, Council Member  
Jerry Luckenbach, Council Member

Gary Neffendorf, Council Member  
Bobby Watson, Council Member  
Kent Myers, City Manager

*(REQUEST ALL PAGERS AND PHONES BE TURNED OFF, EXCEPT EMERGENCY ON-CALL PERSONNEL)*

## **A G E N D A**

**CALL TO ORDER.**

**Page Ref**

**PLEDGE OF ALLEGIANCE.**

1. **PUBLIC HEARINGS**

A. **PUBLIC HEARING** - Z-1516 for a Conditional Use Permit on the Standardized Business (The Spice and Tea Exchange) in the Historic District Overlay at 401 E. Main (Spice & Tea Exchange) 1-25

2. **ORDINANCES - RESOLUTIONS - ACTION ITEMS**

A. Receive Recommendation and Consider Z-1516.

B. Consider Extension of Sidewalk Contract with Hazelett Construction 26-27

3. **INDIVIDUAL ITEMS FOR CONSIDERATION AND POSSIBLE ACTION**

A. Receive and Consider Communications Plan 28-40

4. **CITY MANAGER'S REPORT**

A. Golf Course Grill

B. Fire Chief Interview Process

C. City Council Retreat

D. City Council/CVB Board Meeting

E. AACOG Regional Transportation Meeting

5. **ITEMS FOR FUTURE AGENDAS**

6. **PUBLIC COMMENTS** This time is for citizens to address the City Council on issues and items of concern not on this agenda. There will be no City Council action at this time.

7. **EXECUTIVE SESSION** - Council reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) and 551.086 (Economic Development).

A. Executive Session - Real Estate - Discuss Additional Potential Sites for Various City Offices

8. **COUNCIL COMMENTS** - No discussion or action may take place.

9. **ADJOURN**



## CITY COUNCIL MEMO

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**DATE:** October 13, 2015

**TO:** Mayor and City Council

**FROM:** Brian Jordan, AICP

**SUBJECT:** Conditional Use Permit for a Standardized Business (The Spice and Tea Exchange) in the Historic Shopping District Overlay at 401 E. Main Street (Z-1516).

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**Summary:**

By definition, The Spice and Tea Exchange is considered a standardized business in the ordinance adopted by the City in 2008. As such, they are required to secure a Conditional Use Permit to locate in the Historic Shopping District Overlay. They are proposing to locate on the property at 401 E. Main Street, at the corner of S. Washington Street and E. Main Street. The owner of the property intends to remove the existing building where the Subway was located and construct a new 2-story building. The building has been approved by the Historic Review Board and the Site Plan has been approved by the Development Review Committee.

**Recommendation:**

Following significant discussion on the item and whether it would be appropriate under the criteria of the ordinance, the Planning and Zoning Commission voted unanimously to deny the request for a Conditional Use Permit for the standardized business. While staff agrees that the business would be a very positive contribution to the community, staff concurs with this recommendation on the basis of the intent of the ordinance. We received 3 letters in support of the request and none in opposition.

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The City of Fredericksburg

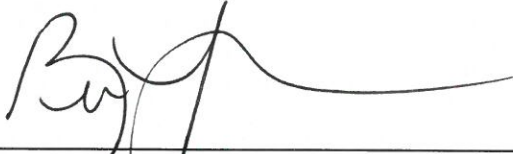
**Background / Analysis:**

See attached Zoning Brief for request Z-1516.

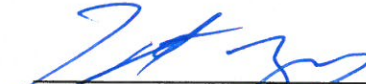
**Attachments:**

Zoning Brief, Zoning Exhibit, Site Plan, Building Elevations and Aerial Map of Subject Property.

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Department Approval

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City Manager Approval

The City of Fredericksburg

## CONDITIONAL USE PERMIT BRIEF

*Request Z-1516*

**Owner:** Keidel Korner LLC (Stuart Barron)

**Applicant:** Joel and Karen Marshall, The Spice and Tea Exchange

**Location:** 401 E. Main Street (the existing building will be removed and a new building constructed)

**Existing Zoning:** CBD, Central Business District

**Request:** Conditional Use Permit for a Standardized Business (The Spice and Tea Exchange) in the Historic Shopping District Overlay.

### Site Plan Overview:

- By definition, The Spice and Tea Exchange is considered a standardized business because it is required by contractual or other arrangement or affiliation to maintain one or more of the following items: standardized array of services and/or merchandise, trademark, logo, signs, service mark, symbol, décor, architecture, layout, uniform, menu, or similar standardized features and which causes it to be substantially identical to more than ten (10) other businesses regardless of ownership or location at the time the application therefor is completed.
- The lease space is approximately 1,350 square feet located at 401 E. Main Street, and will be part of the new building to be constructed (see building plans).
- Phase 1 of the Keidel's Korner property was recently developed and is occupied by tenants.
- The existing building (formerly the Subway) will be removed and a new building constructed. Historic Review Board has approved the demolition and the new building.
- Commercial businesses, including retail and restaurant, surround this property.
- CBD zoning surrounds this property all sides.

**Review and Evaluation Criteria (per Section 5.460 of the Zoning Ordinance):** The following criteria are the standard elements for consideration of any Conditional Use Permit.

**A. CONFORMANCE WITH APPLICABLE REGULATIONS:**

- The site will comply with applicable Development Regulations, including setbacks, building height, building coverage and impervious coverage. A Site Plan was approved for this property in May, 2015.

**B. COMPATIBILITY WITH EXISTING OR PERMITTED USES IN ABUTTING SITES:**

- The proposed retail use would be compatible with the surrounding commercial uses.

**C. POTENTIALLY UNFAVORABLE EFFECTS OR IMPACTS ON OTHER EXISTING OR PERMITTED USES ON ABUTTING PROPERTY:**

- None anticipated.

**D. MODIFICATIONS TO THE SITE PLAN WHICH WOULD RESULT IN INCREASED COMPATIBILITY AND WOULD MITIGATE POTENTIALLY UNFAVORABLE IMPACTS:**

- None.

**E. SAFETY AND CONVENIENCE OF VEHICULAR AND PEDESTRIAN CIRCULATION IN THE VICINITY:**

- Vehicular and pedestrian circulation has been considered for a retail use, and would not be negatively affected by the proposed business.

**F. PROTECTION OF PERSONS AND PROPERTY FROM EROSION, FLOOD OR WATER DAMAGE, FIRE, NOISE, GLARE:**

- NA.

**G. LOCATION OF LIGHTING AND TYPE OF SIGNS; THE RELATION OF SIGNS TO TRAFFIC CONTROL AND ADVERSE EFFECTS OF SIGNS ON ADJACENT PROPERTIES:**

- Specific detail on signage has not been provided.

**H. ADEQUACY AND CONVENIENCE OF OFF STREET PARKING AND LOADING FACILITIES:**

- Parking will be provided on site in accordance with the current regulations, and as approved on the Site Plan.

**I. DETERMINATION THAT THE PROPOSED USE IS IN ACCORDANCE WITH THE OBJECTIVES OF THESE ZONING REGULATIONS AND PURPOSES OF THE ZONE IN WHICH THE SITE IS LOCATED:**

- Affirmative. A retail business is considered a permitted use under normal circumstances. The following section will evaluate the proposed use in accordance with the adopted Standardized Business Ordinance.

**J. DETERMINATION THAT THE PROPOSED USE WILL COMPLY WITH EACH OF THE APPLICABLE PROVISIONS OF THE ZONING ORDINANCE:**

- Affirmative. See following section.

**K. DETERMINATION THAT THE PROPOSED USE AND SITE DEVELOPMENT, TOGETHER WITH ANY MODIFICATIONS APPLICABLE, THERETO, WILL BE COMPATIBLE WITH EXISTING OR PERMITTED USES IN THE VICINITY:**

- Affirmative. See following section.

**L. DETERMINATION THAT ANY CONDITIONS APPLICABLE TO APPROVAL ARE THE MINIMUM NECESSARY TO MINIMIZE POTENTIALLY UNFAVORABLE IMPACTS ON NEARBY USES AND TO ENSURE COMPATIBILITY OF THE PROPOSED USE WITH EXISTING OR PERMITTED USES IN THE SAME DISTRICT AND THE SURROUNDING AREA:**

- Affirmative. See following section

***M. DETERMINATION THAT THE PROPOSED USE TOGETHER WITH THE CONDITIONS APPLICABLE THERETO, WILL NOT BE DETRIMENTAL TO THE PUBLIC HEALTH, SAFETY, OR WELFARE OR MATERIALLY INJURIOUS TO PROPERTIES OR IMPROVEMENTS IN THE VICINITY:***

- Affirmative. See following section.

**SECTION 5.461 REVIEW AND EVALUATION CRITERIA FOR HISTORIC SHOPPING DISTRICT OVERLAY:**

The Planning and Zoning Commission and City Council shall review and evaluate Conditional Use Permit applications for all Standardized Businesses within the Historic Shopping District Overlay using the following criteria:

**A. Affirmative finding that the existence of such business will not:**

1. Materially alter the general characteristic of the surrounding area of the small town German and Hill Country environment,
2. Detract from the uniqueness of, nor materially alter the identity of, the Historic Shopping District,
3. Contribute to the nationwide trend of standardized offerings, or
4. Impair the intent of this ordinance or the comprehensive plan.

**B. Affirmative finding that the business will:**

1. Add diversity to the mix of businesses in the area including the type of service, amusement, product, price range and the like, and
2. Compliment those businesses already in the Historic Shopping District Overlay,
3. Help promote and foster the local economic base as a whole, or
4. Is currently existing in the District or is regionally or locally based or is serving a community need or local demand.

**C. The Planning and Zoning Commission may recommend and the Council shall require that a Standardized Business:**

1. Will not utilize or contain the features or attributes of a Standardized Business as defined above except the service, product or amusement, and a sign, no more than 2 square feet in size showing the franchise or business affiliation.
2. Be pedestrian oriented as opposed to automobile oriented, to encourage walking in the Historic Shopping District.
3. Utilize a unique visual appearance that reflects or compliments the historic character of the Historic Shopping District, and not project a visual appearance that is homogeneous with its elements in other communities, and
4. Not be in such close proximity to Standardized Businesses to significantly destroy a mix of standardized businesses with other businesses.

**D. The Planning and Zoning Commission may recommend and the Council may place other reasonable conditions upon the granting of the application which may not be specifically set out herein provided that such conditions promote the goals of this ordinance. It is specifically permitted that the City Council may place restrictions upon the operation of the business such as hours or operation to conform generally to other businesses in the area or the requirement of the addition of architectural features to maintain the character and architectural look of the area.**

- E. The burden of proof in conditional use proceedings shall be upon the applicant. The Council may require the applicant to submit a traffic study, prepared by a Registered Professional Engineer, approved by the Board, or to submit any other substantiation of the elements of the application.
- F. The fact that a use may be more profitable or that a structure may be more valuable if the conditional use is granted shall not be grounds for issuance of the permit.

**The applicant has provided detailed responses to each of the above criteria. Please see the attached information.**

**OPPOSITION/SUPPORT OF REQUEST:** Three comments in support and none in opposition.

**PLANNING AND ZONING COMMISSION RECOMMENDATION:** While the Commission felt the business would be a positive contribution to the community, they did not believe it met the requirements of the standardized business ordinance. The Commission voted unanimously to recommend denial of the request of a Conditional Use Permit. Based on this recommendation, a super majority vote will be required of the Council to approve the request.

**STAFF RECOMMENDATION:** For informational purposes, the Council has approved 3 Conditional Use Permits for standardized businesses. James Avery Craftsman at 207 E. Main Street was approved in May, 2009, Ameriprise Financial Offices at 414 W. Austin Street was approved in August, 2010, and Security State Bank & Trust drive-through at Crockett and San Antonio Street was approved in April, 2015. In each of these cases, the Council agreed that each business met the qualifying criteria of the ordinance. A specific condition was placed on the Ameriprise Financial Office that they were not allowed a sign to identify their affiliation with the business.

Based on the information provided by the applicant on The Spice and Tea Exchange, and review of the company's website, we believe there are several favorable elements of the business to the community, but also elements that do not meet the purpose and intent of the ordinance. We have provided a copy of the "WHEREAS" section of the ordinance for your review and consideration. While we have no objection to the Spice and Tea Exchange and feel they would add to the culinary interest in the community, in our opinion, the proposed use would not meet the qualifying criteria based on the purpose and intent descriptions of the ordinance. In addition, if approved, it would be very difficult not to allow other similar standardized businesses in the district in the future.

Staff concurs with the Commission's recommendation. If the Council is inclined to approve the request, we would suggest that identifiable conditions/criteria be established that would distinguish this business from any other such business.

ORDINANCE NO. 18-002

April 21, 2008

AN AMENDMENT OF THE ZONING ORDINANCE OF THE CITY OF FREDERICKSBURG TO ADD SECTION 3.500 HISTORIC SHOPPING DISTRICT OVERLAY; DEFINING THE HISTORIC SHOPPING DISTRICT; PROVIDING FOR PRINCIPAL PERMITTED USES; PROVIDING FOR GENERAL USES SUBJECT TO THE ISSUANCE OF A CONDITIONAL USE PERMIT; PROVIDING FOR SPECIFIC USES SUBJECT TO ADDITIONAL CONDITIONAL USE REQUIREMENTS; PROVIDING FOR AN EFFECTIVE DATE; CONTAINING A REPEALER CLAUSE AND PARTIAL INVALIDITY CLAUSE

WHEREAS, there exists in the City of Fredericksburg a Historic Shopping District, as hereinafter defined and described, which is composed of the original shopping area of the City and which lies in various zoning districts of the city and part of which is also subject to the provisions of the Historic Overlay District; and

WHEREAS, such area is a vital part of the City of Fredericksburg, containing numerous unique small shops, museums, restaurants, bed and breakfast accommodations and other small businesses; and

WHEREAS, the City Council recognizes that said District draws many visitors each year and receives nationwide exposure for its unique German Heritage and Hill Country Architecture and its shopping opportunities and the continuation and promotion of such business and exposure is vital to Fredericksburg's economic future; and

WHEREAS, the City Council further recognizes that the characteristics of size and uniqueness of the businesses in the District are directly related to the support for the preservation of the many outstanding historic properties in the District, and for the use of such District as a pedestrian oriented area, and further that the encouragement of such business is necessary to maintain the property values and the living and business vitality of the area; and

WHEREAS, the City Council recognizes that the long-term health of the Historic Shopping District would be advanced by promoting a blend of unique and diverse commercial offerings for residents and visitors, and that the entire City of Fredericksburg, as well as such District, would be benefitted thereby; and

WHEREAS, the City Council wishes to promote a thriving historic business district with attractive retail, merchandising, dining, museum, entertainment and recreation opportunities offering residents and visitors alike a diverse and wholesome environment for commercial, cultural, civic and social pursuits that are identifiable with and to the City of Fredericksburg showcasing its commitment to the quality of place and the independent entrepreneurs which have made Fredericksburg the place that it is; and

WHEREAS, layout and other existing physical characteristics of the Historic Shopping District are ideally suited to smaller, local businesses the promotion of which is vital to the continued economic vitality of the City; and

WHEREAS, the City Council further recognizes that notwithstanding the marketability of a business's goods or services or the visual attractiveness of its establishment, certain kinds of businesses can be counterproductive and otherwise detract from the appeal of both the street-scape and overall historic downtown experience, particularly in view of the fact that other sections of the city offer plenty of opportunity for larger businesses and those which require the use of a marketing model or plan similar to those of other like businesses and are more likely to better accommodate the architectural, parking, service and technological needs of such businesses; and

WHEREAS, the City Council also recognizes that businesses run in accordance with a standard operation plan, which standardize aspects of the business such as architecture, services, decor, signs, rooms, uniforms, retail or menu offerings and the like, present a grave danger to the

unique identity of the Historic Shopping District, and if unchecked will lead to standardization of the District's business, retail and restaurant offerings, resulting in an increase of the pressure to alter or destroy historic buildings and decrease the variety of offerings which sets Fredericksburg apart from other locations; and

WHEREAS, in light of the foregoing considerations, the City Council has determined that the welfare of the City's residential, retail, business and tourist based community, as articulated by the principles found in the Comprehensive Plan, will be served and advanced by regulating the establishment of standardized businesses in the Historic Shopping District.

NOW THEREFORE be it ordained that the Zoning Ordinance of the City of Fredericksburg be and is hereby amended to add Sections 3.500 and Section 5.461 as follows:

3.500 HSD Historic Shopping District Overlay

Intent This zone is intended to encompass that portion of the City which constitutes the in-town historic shopping and tourist area. The area within the District is subject to the requirements of the underlying zoning district, the Historic Overlay District, if within its defined area, and the requirements of this Historic Shopping District.

Principal Permitted Uses- see uses listed in the underlying district

Uses Permitted Subject to issuance of a Conditional Use Permit using the review and evaluation criteria of Section 5.460- see the uses listed for the underlying district

Uses Permitted Subject to issuance of a Conditional Use Permit using review and evaluation criteria in Sections 5.460 and 5.461- Any Standardized Business may be located in the Historic Shopping District subject to a Conditional Use Permit as provided in Section 5.400 using the review and evaluation criteria set forth in Sections 5.460 and 5.461: For the purpose of this section, the following definitions shall apply:

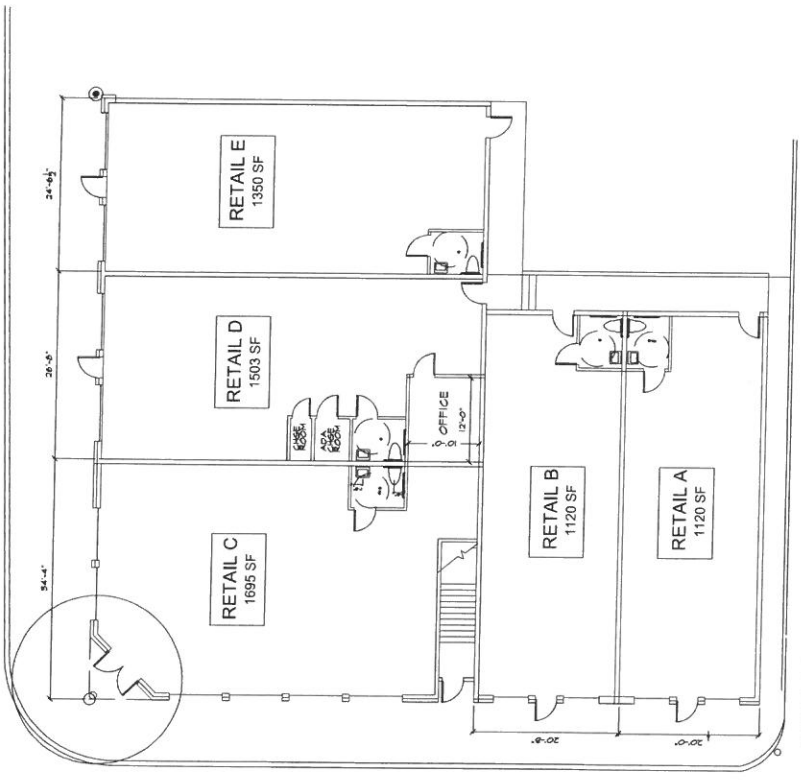
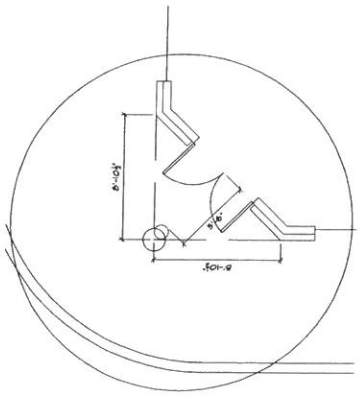
**PRELIMINARY PLAN**  
 THESE CONCEPTS  
 ARE NOT TO BE USED  
 FOR CONSTRUCTION  
 WITHOUT THE  
 APPROVAL OF THE  
 ARCHITECT.  
 DATE: 07-2-2019  
 PROJECT NUMBER: 13-049  
 REVISION:

**BARRY A. WAGNER AIA**  
 ARCHITECT & PRESERVATION CONSULTANT  
 300 NORTH MAIN STREET  
 FREDERICKSBURG, TEXAS  
 PHONE: (512) 537-9323  
 CELL: (512) 455-1844

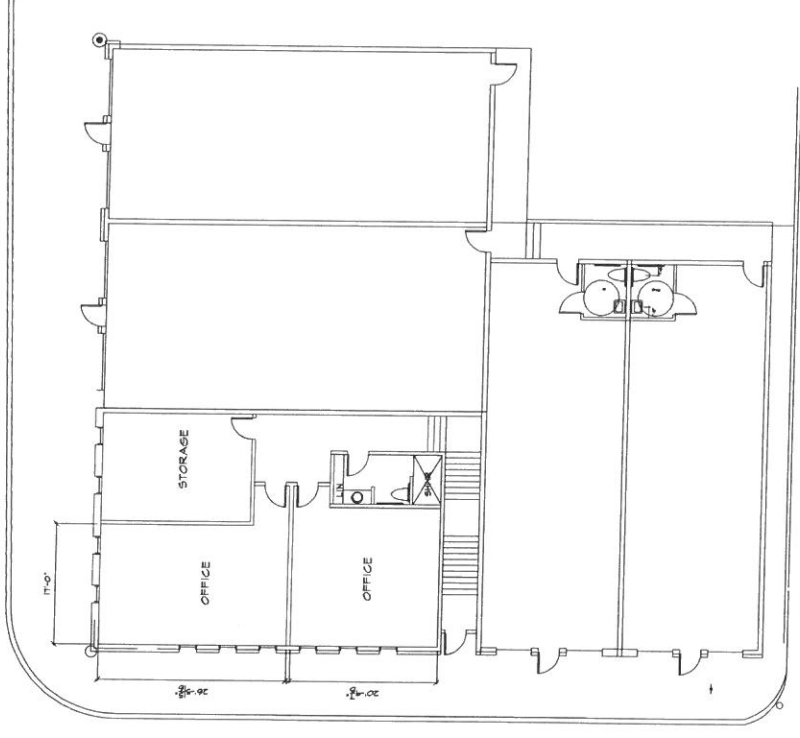


**KEIDEL'S KORNER PHASE 2**  
 401 EAST MAIN STREET  
 Fredericksburg  
 Texas

**FLOOR PLAN**  
 SHEET NUMBER  
**A1-1**  
 .01



**1ST FLOOR PLAN**  
 1/8" = 1'-0"



**2ND FLOOR PLAN**  
 1/8" = 1'-0"

(10)



# Project Application

City of Fredericksburg - Development Services Department  
126 W. Main St., Fredericksburg, TX 78624 – (830)997-7521

## A. Project Information (Please complete all items.)

Project Name: The Spice & Tea Exchange

Project Address: 401 East Main Street Suite E, Fredericksburg Texas 78624

Tax ID Number (s): Have not established one for business as of this time

### Application Type (Check all items that apply.)

- |                                                            |                                            |                                             |
|------------------------------------------------------------|--------------------------------------------|---------------------------------------------|
| <input checked="" type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Minor Plat*       | <input type="checkbox"/> Plat Vacation      |
| <input type="checkbox"/> Site Plan*                        | <input type="checkbox"/> Replat*           | <input type="checkbox"/> Annexation*        |
| <input type="checkbox"/> Zoning Change                     | <input type="checkbox"/> Amending Plat*    | <input type="checkbox"/> Other              |
| <input type="checkbox"/> Land Use Plan Change              | <input type="checkbox"/> Preliminary Plat* | <input type="checkbox"/> Waiver of Right to |
| <input type="checkbox"/> Variance Request                  | <input type="checkbox"/> Final Plat*       | 30-day action                               |
|                                                            | <input type="checkbox"/> Development Plat  |                                             |

Revision of Approved Plan / Plat? ☐ Yes ☒ No Name:

Jurisdiction: ☒ City Limits ☐ ETJ Total Acres: No. of Lots:

Original Survey & Abstract No:

Legal Description: A 1350 sq. foot space located on Town lot 222AR, or 222BR per replat recorded in Volume 5, page 56, Plat Records, Gillespie County

Current Land Use Plan:

Proposed Land Use Plan:

Current Zoning: CBD-Downtown

Proposed Zoning:

Location: 401 East Main Street Suite E, Fredericksburg Texas 78624

Proposed Use(s): Specialty Retail - Franchise

### Applicant's Signature

Applicant's Role: ☒ Owner ☐ Developer ☐ Other (note role):

I hereby certify that the information supplied with this application is true and correct, and that the paper and electronic copies of the materials submitted are consistent with each other, to the best of my knowledge. I also certify I have authorization from the owner to act on his / her behalf.

Signature: Joel M. Marshall Karen H. Marshall

Printed Name: JOEL M. MARSHALL, KAREN H. MARSHALL Date: 8/31/2015

### Staff Use Only

Application No.: \_\_\_\_\_ Date: \_\_\_\_\_

\*Copy of current Title Search required with application.



# Project Application

City of Fredericksburg - Development Services Department  
126 W. Main St., Fredericksburg, TX 78624 – (830)997-7521

## B. Contact Information (Please complete all items. Attach additional pages as necessary.)

### I. Property Owner(s)

Firm Name (if applicable): Keidel Korner LLC

Owner Name: Keidel Korner LLC (Stuart Barron)

Address: 146 Keidel Lane, Fredericksburg, Texas 78624

Phone: 830/459-4881

Fax: n/a

Email: wtranch@hotmail.com

### II. Owner's Agent/Engineer/Surveyor (Main contact person responsible for application)

Role: ☐ Agent ☐ Engineer ☐ Surveyor ☒ Other (note role): Building Tenant

Firm Name (if applicable): The Spice & Tea Exchange

Address: 401 East Main Street Suite E, Fredericksburg, Texas 78624

Primary Contact Name: Joel Marshall or Karen Marshall

Phone: 713/553-5858; 713/628-1972

Fax: Email: joel.marshall@outlook.com

Secondary Contact Name:

Phone:

Fax:

Email:

### III. Applicant

Firm Name (if applicable): The Spice & Tea Exchange

Applicant Name (s): Joel and Karen Marshall

Address: 1427 Clarkdale Court Houston Texas 77094

Phone: 713/628-1972; 713/553-5858

Fax: n/a

Email:

[joel.marshall@outlook.com](mailto:joel.marshall@outlook.com); [karenmarshallcreations@yahoo.com](mailto:karenmarshallcreations@yahoo.com)

### IV. Applicant's Agent/Engineer/Surveyor (Main contact person responsible for application)

Role: ☐ Agent ☐ Engineer ☐ Surveyor ☐ Other (note role):

Firm Name (if applicable):

Address:

Primary Contact Name:

Phone:

Fax:

Email:

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## Section 5.461 Review and Evaluation Criteria for Historic Shopping District

The Planning and Zoning Commission and City Council shall review and evaluate Conditional Use Permits application for all Standardized Businesses within the Historic Shopping District using the following criteria:

A. Affirmative finding that the existence of such business will not:

(1) materially alter the general characteristic of the surrounding area of the small town German and Hill Country environment, (2) detract from the uniqueness of, nor materially alter the identity of, the Historic Shopping District, (3) contribute to the nationwide trend of standardized offerings, or (4) impair the intent of this ordinance of the comprehensive plan of the City;

**The architecture of this building, which has been approved by the City of Fredericksburg, will blend well with the historic characteristics currently seen throughout the area. The Spice & Tea Exchange will occupy space within a building to be built by Keidel Korner, LLC., located at the corner of East Main Street (Hwy. 290) and Washington Street (Hwy. 87).**

**The Spice & Tea Exchange, Fredericksburg, will be one of only three locations in Texas with a location of 405 East Main Street (we currently have a Pre-Lease option on 1350 square feet with Stuart Barron, Keidel Korner, LLC.). The current locations are in the Fort Worth Stockyards and the Historic Downtown district of Grapevine, (both are locally owned and operated by the same Fort Worth based owner). While there are more than ten locations nationwide, we feel the other store locations are geographically removed from Fredericksburg.**

B. Affirmative finding that the business will:

(1) add diversity to the mix of businesses in the area including type of service, amusement, product, price range and the like, and (2) complement those businesses already in the Historic Shopping district, and (3) help promote and foster the local economic base as a whole, or (4) is currently existing in the District or is regionally or locally based or is serving a community need or local demand.

**We believe the addition of The Spice & Tea Exchange in the Historic Shopping district will create a unique shopping experience for everyone that walks through the doors. This will be a store like what might have been in Fredericksburg during the 1800's. The product offerings and interactive atmosphere will add diversity to the current offerings by businesses within the Historic District. Upon entering the store, customers will be encouraged to browse the rustic product displays of spices, blends, hand-mixed blends, salts, sugars and teas while taking in the sights and smells of the store. Customers may watch employees create hand-mixed seasonings at a blending area and will be encouraged to open the jars and smell the spices.**

**The pricing for products will vary based upon the quantity of spices, spice blends and teas or accessories that are purchased. The pricing structure is set by each location owner/operator.**

**Our business will be locally owned and operated. We plan to relocate to Fredericksburg to establish our home in addition to becoming members of the business community. As a local business, it is our intention to offer valuable education and interactive demonstrations to our customers in order to put an emphasis on the local community.**

- C. The Planning and Zoning Commission may recommend and the Council shall require that a Standardized Business:

(1) will not utilize or contain the features or attributes of a Standardized Business as defined above except the service, product or amusement and a sign, no more than two square feet in size showing the franchise or business affiliation, if desired, (2) be pedestrian oriented as opposed to automobile oriented, to encourage walking in the HSD, (3) utilize a unique visual appearance that reflects or compliments the Historic character of HSD, and not project a visual appearance that is homogenous with its elements in other communities, and (4) not be in such close proximity to Standardized Businesses to significantly destroy a mix of standardized businesses with other businesses.

**The Spice & Tea Exchange Fredericksburg, located at 405 East Main Street, will erect signs as approved by the Planning and Zoning Commission and City Council for the proposed new retail development by Keidel Korner, LLC. Additional window signage will include the store's name and logo, subject to approval of the Planning and Zoning Commission and City Council.**

**Our business encourages pedestrian traffic throughout the East Main Street corridor by offering another casual retail environment to the current Historic District shopping experience. Throughout the store, architectural features and time-period pieces will be used to create and 'old world' feel. Such items include rustic wooden beams, wrought-iron lights and lanterns, crates, spice sacks, antiques and more. Many antiques and time period pieces will be sourced from the local Fredericksburg area, giving the store interior a more personal touch. (See examples of store interiors attached)**

- D. The Planning and Zoning Commission may recommend and the Council may place other reasonable conditions upon granting of the application which may not be specifically set out herein provided that such conditions promote the goal of this ordinance. It is specifically permitted that the City Council may place restrictions upon the operation of the business such as the hours of operation to conform generally with other businesses in the area or the requirement of the addition of architectural features to maintain the character and architectural look of the area.

**The ability to smell fresh spices, salts, sugars and teas, and purchase of these items, draws one back to a time where products were purchased in small trading posts or general stores.**

**The experience begins the minute a visitor opens the door – the smell of spices, salts, sugars and teas encourages one to explore the shelves, and enjoy a step back into an earlier century. Custom blends and locally-made seasonings will make our store a unique shopping destination for tourists as well as people in the community.**

**We will offer hours of operation similar to existing businesses within the Historic Downtown district.**

- E. The burden of proof in conditional use proceedings shall be upon the applicant. The Council may require the applicant to submit a traffic study, prepared by a Registered Professional Engineer, approved by the Board or to submit any other reasonable substantiation of the elements of the application.

**Our business is pedestrian oriented. We are proposing to move into a building that is new and being built to current Fredericksburg standards.**

- F. The fact that a use may be more profitable or that a structure may be more valuable if the conditional use granted shall not be grounds for issuance of the permit.

**We are moving to the area and investing in this endeavor because we want to be a part of the community.**

## *The Spice & Tea Exchange of Fredericksburg* **Unique Store Features**



old hearth, lanterns, hand-carved wooden tables, spice sacks



locally-sourced brick work, woods, wooden pillars & beams

## *The Spice & Tea Exchange of Fredericksburg* **Unique Store Features**



unique display pieces, aged brickwork



crates, barrels & custom displays created with locally-sourced items

# *The Spice & Tea Exchange of Fredericksburg*

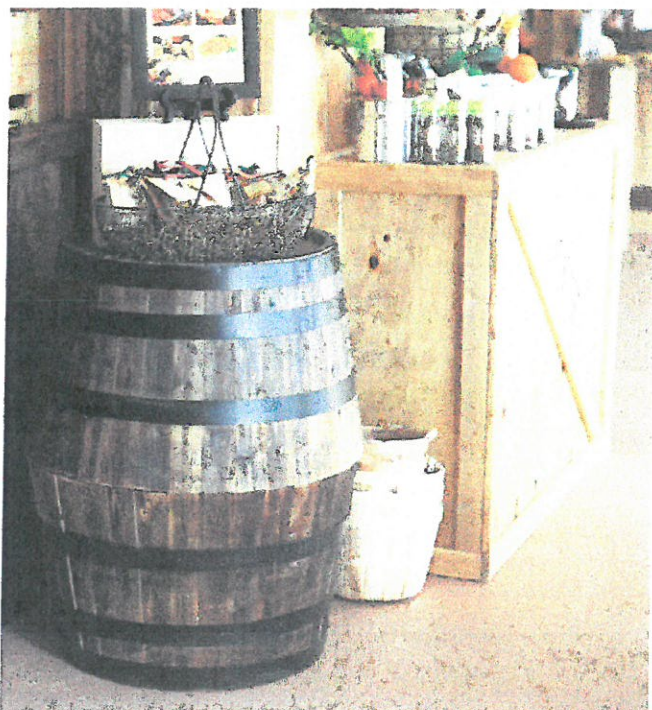
## **Sample Fixtures & Displays**



wrought iron lighting fixtures



wood beams & hanging accents



crate & barrel displays



locally-sourced antique displays



## The Spice & Tea Exchange® Retail Experience

The spice trade was the basis behind world exploration, and much like the original spice traders, we invite our guests to experience the sights, smells, and tastes of our culture.

The Spice & Tea Exchange® began as a small stand-alone shop, and flourished into the brand that it is today. Over the years, our franchise owners have helped us build a brand reputation that continues to strengthen as we grow online and in your local communities.

At The Spice & Tea Exchange®, we consider our in-store experience to be one of our greatest assets. Our goal is to have our guests feel transported to another place and time as they are immersed in the sights, smells, and flavors of our concept.

When you enter The Spice & Tea Exchange®, you're turning back time and entering an old 18th Century Trading Post, where you'll experience:

- Heavy wood beams and shelving with apothecary-style jars lining the walls
- Rich, deep colors accent the space and add to our rustic theme
- Antique displays that are a classic nod to the local community and 18th century era
- A wide variety of products, accessories, and gifts
- A blending theatre designed to allow you to watch Spice Masters create our hand-mixed blends and seasonings
- Engaging and knowledgeable team members who encourage interaction and discovery





## The Industry

At The Spice & Tea Exchange®, we greet guests from around the world who seek to live a more flavorful lifestyle. According to a study done by Mintel Research Group,

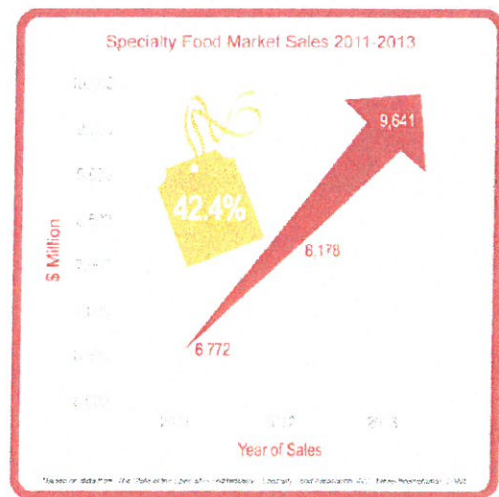
**"TASTE is consistently the No. 1 reason for trying a new product..."**

and a true foodie knows that 70-75% of taste is SMELL. Our concept brings these important senses together to capture our audience and help them discover new culinary options.

Overall, the spice and tea markets are poised for growth, and our concept is nearly unmatched, combining the spice and tea industries under one roof.

### How The Industry Measures Up:

- Specialty food sales topped \$88.3 billion in 2013.
- 17.6% of total spice/seasonings market sales came from specialty retailers, during 2011-2013.
- 40.1% of total tea market sales came from specialty retailers, 2011-2013.
- In retail segments, specialty food stores recorded the biggest sales increase, at 42.4%, from 2011-2013 (shown in "Specialty Food Market Sales 2011-2013" chart).
- The global seasonings and spices market is projected to grow at a rate of 4.8% every year until 2019.
- Researchers estimate a market spend of \$16.9 billion by 2019 in the spices and seasonings industry.
- The specialty teas market has jumped from #15 to #10 in most purchased specialty foods since 2013.



### Sources:

Seasonings and Spices Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2013 - 2019- Transparency Market Research

Today's Specialty Food Consumer 2014- Specialty Food Association, INC., Mintel International

The State of the Specialty Food Industry- Specialty Food Association, INC., Mintel International, SPINS



## The Spice & Tea Exchange® Product Line

The Spice & Tea Exchange® product line features:

### More than 140 Fine Spices & Herbs

- Available whole, chopped, diced, minced, candied, or ground
- Herbs and botanicals
- Freeze dried and sun dried ingredients
- Over 30 pepper variations, including paprikas and pepper powders

### 75+ Proprietary Hand-Mixed Blends and Seasonings

- Made daily in an interactive "Blending Theater" within the stores
- Sold in various sizes and containers
- Specialty, meat, seafood, cultural, curries, salt-free, and grinder blends

### Exotic Loose-Leaf Teas

- Black
- Oolong
- Green
- Herbal (Tisanes)
- Decaf and caffeine-free

### Salts from Around the World

- Coarse and petite flake
- Smoked, mineral, and sea salts
- Salt platters, grater stones, and accessories

### Grains & Dry Goods

- Rices
- Quinoa Blends
- Mushrooms

### Naturally-Flavored Sugars:

- Flavored with essential oils
- Flavor profiles from sweet to spicy

### Gourmet Gifts & Accessories

- Gift crates, gift boxes, and gift bags
- Samplers, favors, and small gifts
- Organic Extra Virgin Olive oil
- Mills and grinders
- Kitchen and tea accessories
- Storage tins and shakers
- Mortars and pestles



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PLAN  
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REGISTRATION NO. 7187

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FREDERICKSBURG, TEXAS  
PHONE: (830) 997-9925  
CELL: (830) 456-7444  
ARCHITECT



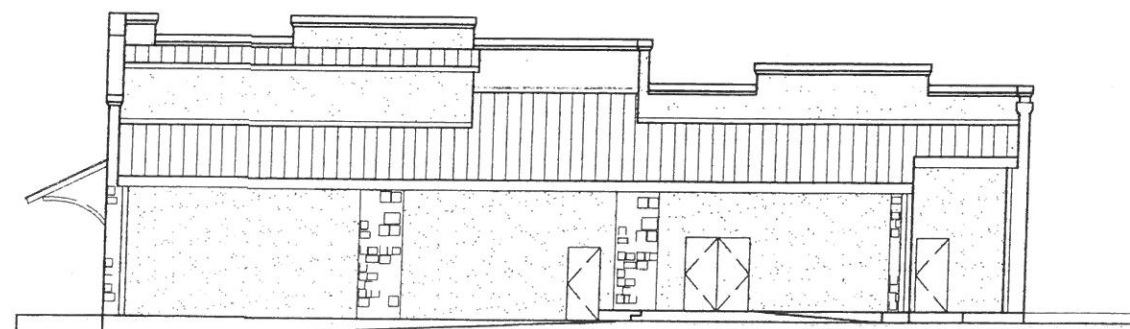
**NORTH (MAIN ST.) ELEVATION**  
1/8" = 1'-0"



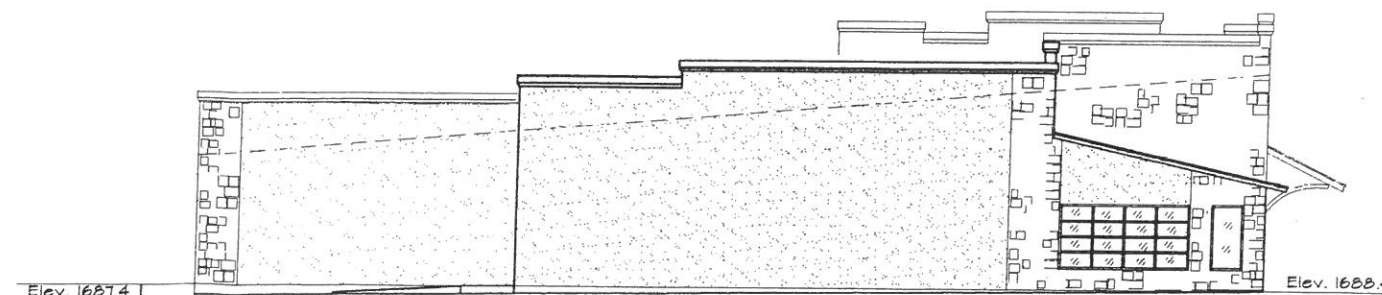
**WEST (WASHINGTON ST.) ELEVATION**  
1/8" = 1'-0"

### COLOR SELECTIONS

STONE: WHITE CENTRAL TEXAS LIMESTONE  
STUCCO: TAN/OFF WHITE TO BLEND WITH STONE  
PORCH ROOFS: GALVALUME  
EXPOSED STEEL BRACKETS/BEAMS: FOREST GREEN  
DOORS & STOREFRONT FRAMING: DARK ANODIZED ALUM.



**SOUTH ELEVATION**  
1/8" = 1'-0"



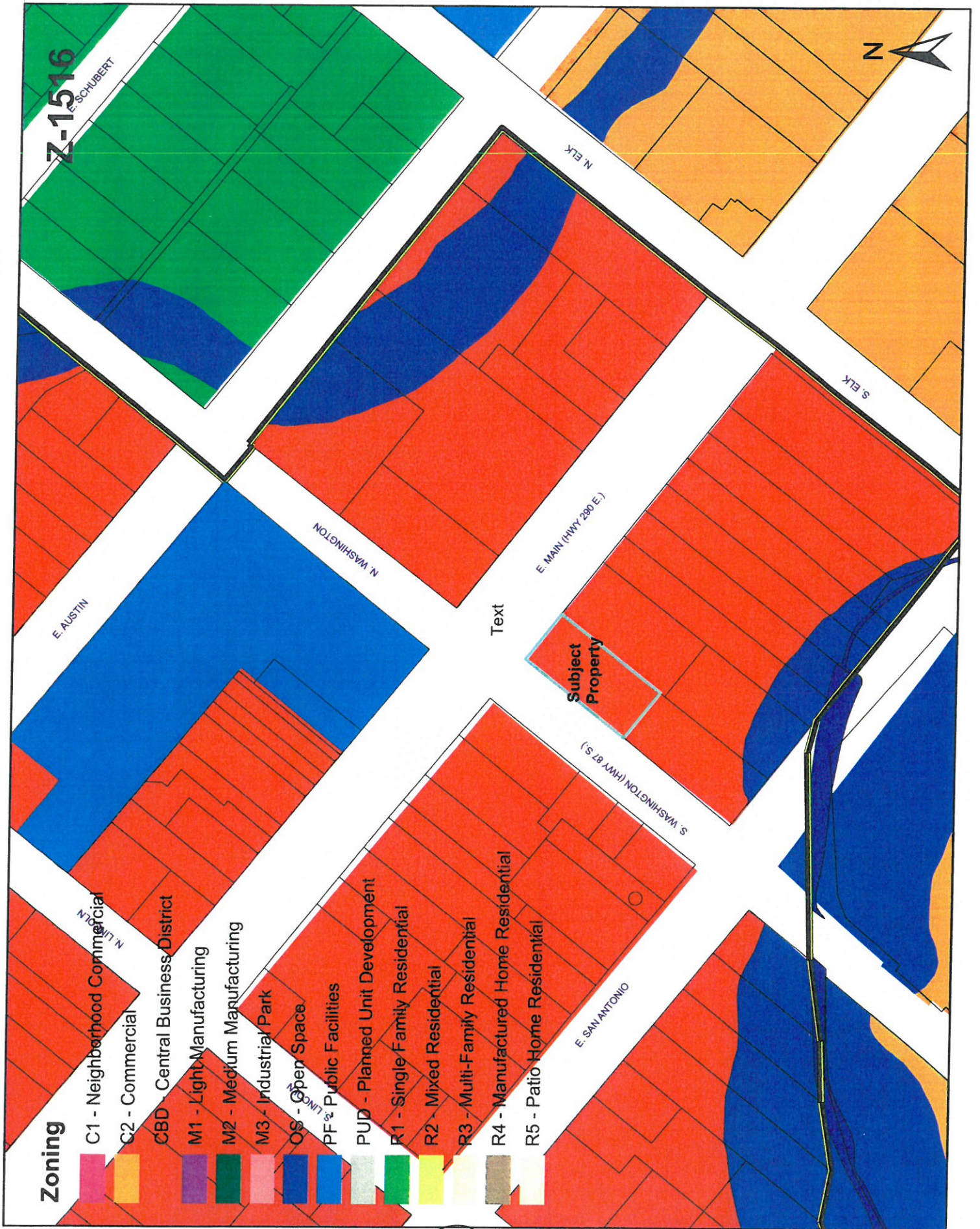
**EAST ELEVATION**  
1/8" = 1'-0"

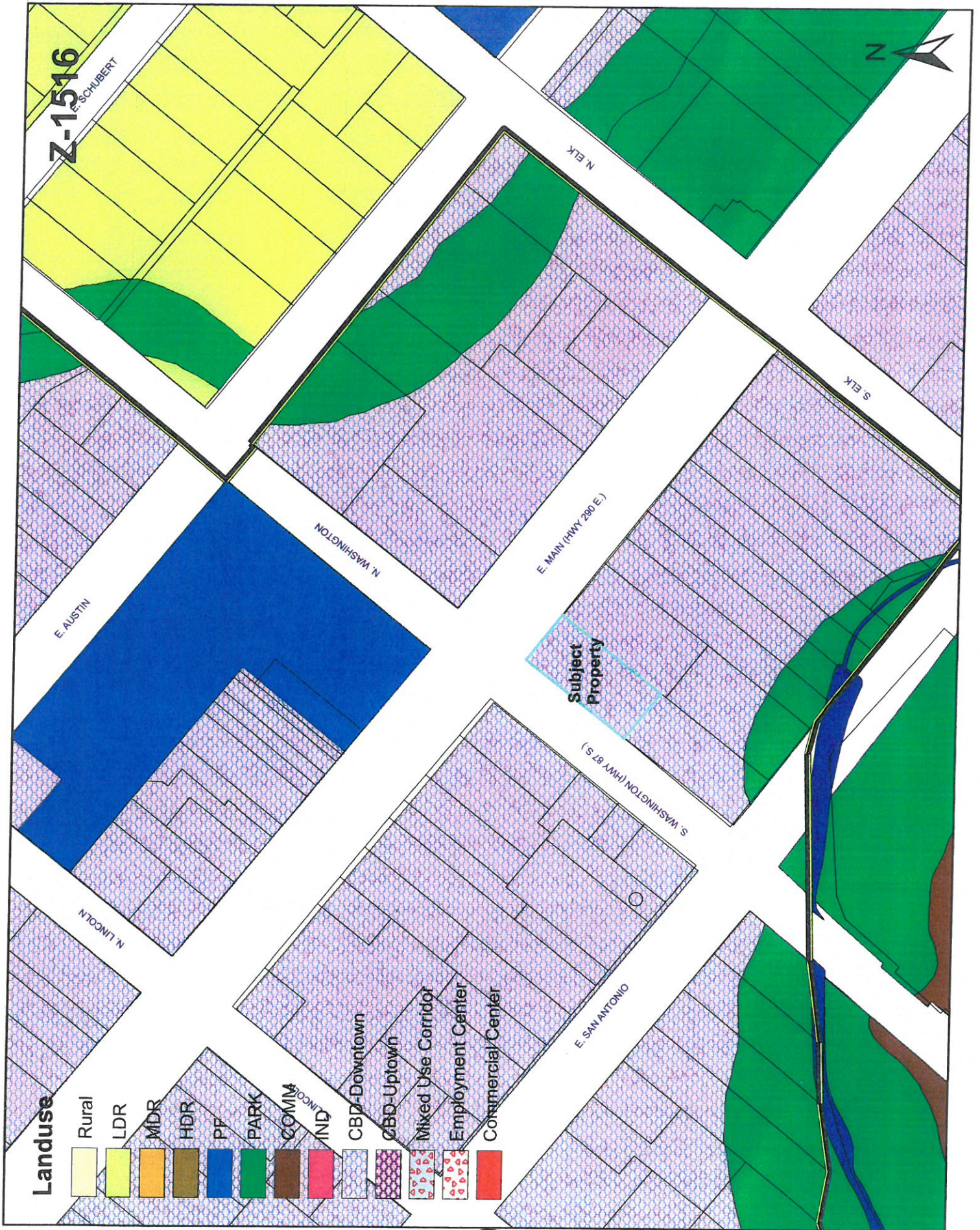
22

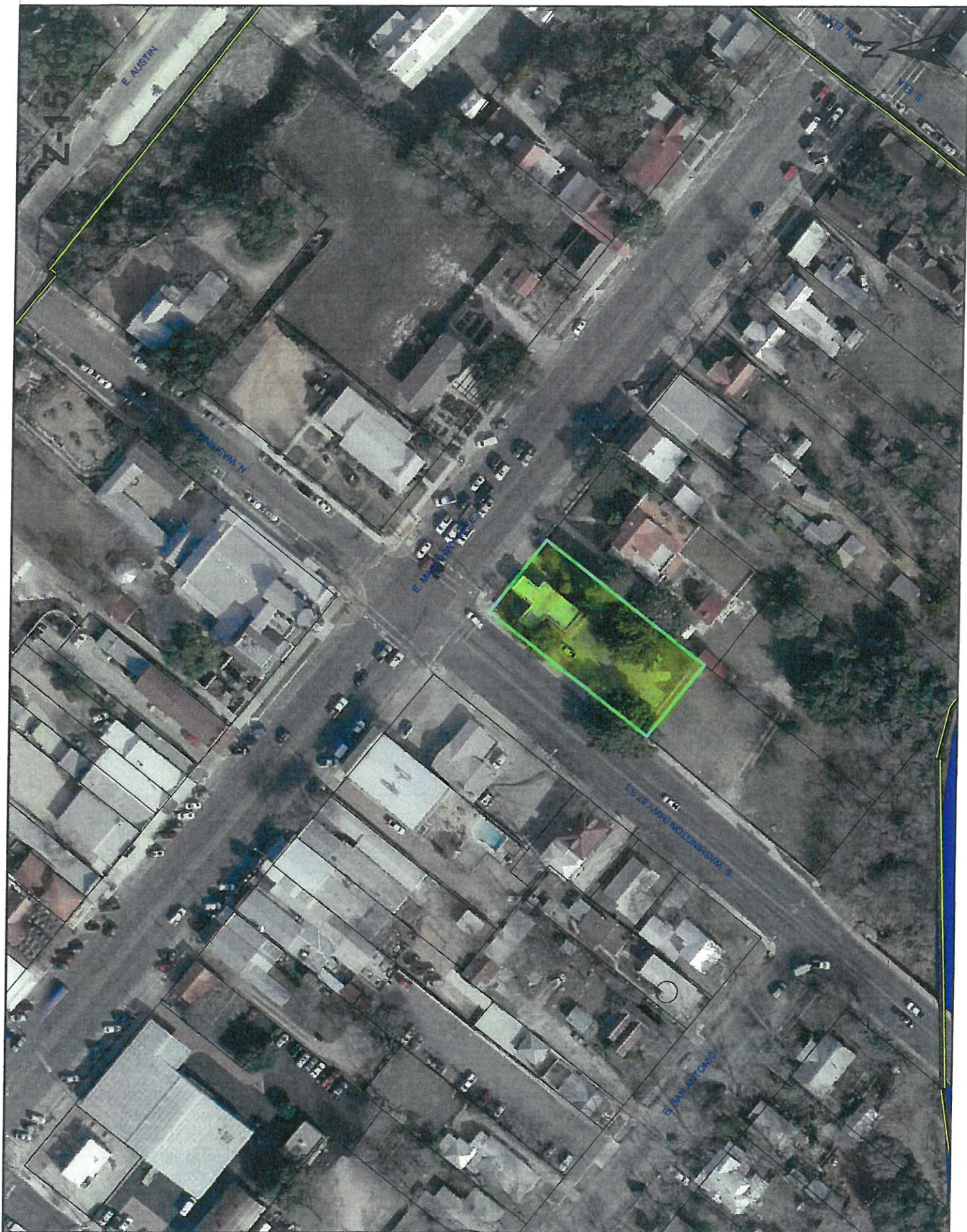
TEXAS  
KEIDEL'S KORNER  
401 EAST MAIN STREET  
Fredericksburg

DATE: 08-26-2008  
PROJECT NUMBER: 12-00  
REVISION:

ELEVATIONS  
SHEET NUMBER  
**A1-2**  
3 of 3









## CITY COUNCIL MEMO

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**DATE:** October 9, 2015

**TO:** Mayor and City Council

**FROM:** Alan Saenger, RPLS, Assistant Director of Public Works and Utilities

**SUBJECT:** Annual Sidewalk Program – Contract Extension

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### Summary:

The City Council awarded the Annual Sidewalk Contract to Hazelett Concrete Contractors in June of 2013. The contract allowed for additional one year extensions for up to five years. During the 2014-2015 budget year the City Council agreed to extend the contract with Hazelett Concrete Contractors through September 30, 2015. Before Council is a one year contract extension with Hazelett Concrete Contractors for the Annual Sidewalk Project.

### Recommendation:

Hazelett Concrete Contractors has agreed to extend the current contract for an additional year without an increase in the unit prices they bid in the 2013 bid/agreement.

The City Engineering Staff recommends extending the current sidewalk contract with Hazelett Concrete Contractors through September 30, 2016.

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### Background / Analysis:

(26)

The City of Fredericksburg

Three bids were received on June 18, 2013 for the Annual Sidewalk Project. The bidders Included:

- 1) Hazelett Concrete Contractors, Fredericksburg, Texas
- 2) M & C Fonseca, Granite Shoals, Texas
- 3) Allen Keller Company, Fredericksburg, Texas

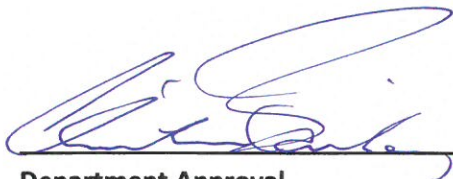
Bids were evaluated based on the Total Base Bid from each contractor's unit price bid submittal for approximate quantities of work included in the Bid Form.

Since awarding the contract to Hazelett Concrete Contractors in July of 2013, the contractor has constructed sidewalks, sidewalk ramps, driveway approaches, curbs and necessary retaining walls. Sidewalks and related construction have been completed in the following locations:

- 1) South Washington Street (from the Inn on Barons Creek to San Antonio Street);
- 2) East Austin Street (from the east end of the new bridge to Elk Street);
- 3) East Main Street (in front of the Law Enforcement Center);
- 4) Orange Street (between Main Street and Austin Street);
- 5) South Washington Street (from San Antonio to Main Street);
- 6) Rehab of a portion of sidewalk along E. Main (just west of Mahaley's Restaurant);
- 7) South Milam Street (between Main Street and San Antonio Street);
- 8) West San Antonio Street (in the right-of-way in front of the Native Plant Society Office);
- 9) North Adams Street (between the Bethany Lutheran Church parking lot and Travis Street;

Total cost of the construction in the above 9 locations equals approximately \$244,000.

The next location where the contractor will be installing sidewalks will be along the west side of North Adams Street between West Austin Street and the Bethany Lutheran Church parking lot.

  
Department Approval  
City Manager Approval



## CITY COUNCIL MEMO

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**DATE:** October 19, 2015

**TO:** City Council

**FROM:** Communications Department

**SUBJECT:** Communications Plan

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**Summary:**

The Communications Manager and Communication Plan Committee have formalized a Communication Plan for the 2015-16 Fiscal Year. The presentation is to inform Council on the specifics of that plan.

**Recommendation:**

No Council action is required.

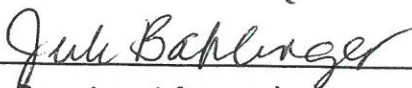
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**Background / Analysis:**

A committee was formed in June, 2015 to review and make recommendations to the Communications Manager in the formulation of a Communications Plan. Meeting throughout the summer, the draft was created, edited and approved by the committee. The resulting plan is presented to Council tonight.

**Attachments:**

Communications Plan 2015-2016

  
\_\_\_\_\_  
Department Approval

(28)

  
\_\_\_\_\_  
City Manager Approval

# City of Fredericksburg



## Communications Plan

2015 – 2016

# Mission Statement

THE MISSION OF THE CITY OF FREDERICKSBURG IS TO PROVIDE A HIGH LEVEL OF CITY SERVICES CREATING AN ENVIRONMENT OF PRIDE AMONG CITY EMPLOYEES AND TRUST AMONG OUR CITIZENS AND VISITORS. THESE SERVICES WILL BE DELIVERED IN AN HONEST, RELIABLE, CARING, AND QUALITY MANNER WITH A WILLINGNESS TO GO THE EXTRA MILE IN ORDER TO SATISFY OUR CUSTOMERS.

# Goals of the City of Fredericksburg Communications Plan

The goals set by the City of Fredericksburg Communications Plan are based on the sincere desire to execute an open and transparent connection with the citizens of Fredericksburg, elected officials, and City employees. All future communications are designed to be accessible, clear, accurate and timely. The goals of this plan are:

1. To provide answers to questions that citizens may have about issues and projects that are relevant to them. This will be accomplished by an ongoing process that will improve the public's understanding of city issues and city government functions.
2. A goal that is an integral part of this practice is to create educational programs for all age groups. These will take the form of presentations, events, and publications.
3. In all areas of our communication, our goal will be to strive to make sure that the information provided is clear and connects with our citizens, using formats that are readily accessible and easy to use. We will present information in various formats that citizens are familiar with such as on-line, print media, radio and public meetings.
4. As part of our goals for City communications, the City's intention is to boost citizen participation by making it easy for citizens to reach and communicate with elected officials and City staff.

# Media

An important part of any communications plan is an ongoing relationship with the local newspaper and radio. In the case of the City of Fredericksburg, this includes relationships with local and area newspapers in the central Texas region. These relationships are built through regular media releases issued to the appropriate outlet. Paid ads will also be used to enhance the City's ability to communicate when necessary.

We also plan on providing newspaper articles prepared by the City Manager and other staff members to keep citizens informed on various topics throughout the year. City officials and staff will appear on the local radio stations when events or situations warrant the need for broadcast contact.

Media organizations have access to an open door policy when information is needed to keep the public abreast of developing situations. The Communications Manager will be the facilitator for meetings or interviews with City staff and City officials.

# Social Media

The City of Fredericksburg has identified Social Media as an important source of communication. Four staff members will have administrative access to post updates to social media from City departments. Staff members will be appointed in Communications, Public Works, Police, and Emergency Management departments. Regular posts to social media will be an integral part of the Communications Plan.

Post to Social Media include employment opportunities, Council activities, information regarding City programs, special events, meeting reminders, and emergency situation notifications.

Current Social Media that will be utilized by the Communications Department includes Facebook and Twitter.

# City of Fredericksburg Website

In August of 2011 the City of Fredericksburg contracted with Civic Plus to upgrade the City website. That newly designed website went live in March, 2012. As part of the contract with Civic Plus the City has a scheduled redesign that we started in August, 2015. The expected time for development is three to four months. A website redesign committee has been established to determine the elements and features that will be included in the website redesign project. Preliminary decisions have determined that the new design will follow the industry trend toward a less complicated and easily navigated site. Redesign of the site will also reflect the use of photographs and video in communications.

The website is designed to be updated by each of the City's departments. Through the Communications Manager, departments will have a resource to coordinate with other departments' posts overall. Postings and photos will be current. The Communications Manager will coordinate the City Update (E-Newsletter) with the website to offer multiple means for citizens to obtain information.

An identified person within each department will do reporting and posting for the department. Department's designees will be contacted by the Communications Manager monthly to assess needs and progress for posting to assure information is current on the website.

There will be quarterly meetings of the website committee to evaluate the website's strengths and needs for improvement, and to assess recent traffic to the website.

# Print Publication

Current market research data acknowledges that many people do not seek traditional print media for source information, the City will redirect its investment in traditional print media toward types of print media that are more likely to be helpful in communicating with the citizens of Fredericksburg.

Means of communication will include brochures, rack cards, and departmental specific booklets. These are geared to a specific topic and are informational in nature. When citizens need information, they are available and can be kept in the home or business for quick reference.

To communicate pertinent information in a developing situation, the use of flyers, handouts and door hangers will be utilized.

The City of Fredericksburg Annual Report will be ready for publication by March 1st, 2016.

# E-Newsletter

Market research suggests that most people want short, relevant, timely news that is easily accessible. The newly developed City's E-Newsletter meets all of these objectives. Our goal is to continue to promote the E-Newsletter to the citizens. With this new format we will also use the City Update to send out timely notices in case there is information that needs to be delivered in a quickly developing situation.

# Public Service Education

One of the goals of the Communications Department is to deliver public education to all age groups. Public education meets our communications goals in improving the level of understanding of city issues and city government functions.

The object of the City's education program is to select topics that are important to both the community at large and the City as a steward of taxpayer resources.

Key topics that have been developed in this past year includes water conservation and energy conservation in general. Two programs are currently developed for young people that cover these topics. Each October area third graders attend a field trip at Enchanted Rock where the City participates in a station set up to teach water conservation. Area fourth graders are invited to Fort Martin Scott for a program entirely designed to teach the importance of water conservation. Connections are made to history and the importance of water for Fredericksburg's early settlers.

Last spring we held the first Energy Conservation Expo, with educational speakers, and demonstrations, as well as, a showcase of products available to help citizens in conservation efforts. The second Expo is planned to expand this spring and has been redesigned as an all day event at Marktplatz.

Presentations and forums coordinated by the Communications Department are available to groups when scheduled in advance. Currently we have available a program on Water Conservation but additional topics will be developed as needed.

# Communication in an Emergency

The Communications Manager serves as the Public Information Officer for the City of Fredericksburg. In an emergency, the written and verbal communication issued to media and social media is the responsibility of the Communications Manager. In addition, the Public Information Officer will provide appropriate information and instruction to the public during emergency situations. In the event an incident attracts media outside of the area, the Public Information Officer will coordinate the media access to the incident and control information access under the direction of the Incident Commander. The public needs timely, accurate information on the emergency situation and appropriate instruction on protective actions that should be taken.

The Communications Department also has a responsibility to deliver public education which will be conducted in advance of the situation to reduce the likelihood that citizens will place themselves in hazardous situations that require an emergency response. It is important to develop a relationship with local media in order to obtain a cooperative effort in disseminating warnings and emergency public information. An effective plan that combines both education and emergency information can significantly reduce loss of life and property.

# Specialized Marketing

## Fort Martin Scott

Fort Martin Scott is owned by the City of Fredericksburg operating under the Parks Department. This Fort is on the National Registry of Historic Places and a Designated State Historical Site. It presents a very specific need for publicity. Marketing of events of the Fort are the responsibility of the Communications Manager. Brochures, advertising, posters and rack cards will be produced for the Fort throughout the year.

## Lady Bird Johnson Golf Course

Lady Bird Johnson Municipal Golf Course, owned and operated by the City of Fredericksburg also requires specialized promotion. Golf course marketing to local citizens will be under the direction of the Communications Department. This will include local newspaper and radio as well as other means to increase local use of the golf course.

## Other Marketing

All City Facilities will be marketed by the Communications Department including: Marktplatz, pools, rental facilities, city sponsored events, and the RV park.

# Internal Communication

Within the City of Fredericksburg, the Communications Department will maintain channels of information for employees and elected officials. It is understood that all employees and elected officials should be informed and current on the matters taking place throughout the City in order to function effectively. There are several ways this will be accomplished.

The Employee Newsletter is distributed by email and print copy at the end of each month. The information in this newsletter reflects news relevant to employees, announcements and educational articles.

Employee meetings are held two times a year with all employees. The City Manager, Communications Manager and Human Resources Manager give an informational presentation so that employees are aware of what is going on throughout the City. The meetings offer an opportunity for feedback, giving employees the chance to express concerns or positive comments.

The minutes for each weekly City Manager/Department Heads meeting are recorded and distributed to all City Employees. This gives staff first hand information about what is happening at the department head level as well as current events and plans.

The Communications Manager will inform employees and elected officials of pertinent and timely information by email when needed.

# Future Plans

As the communications field landscape changes, the City of Fredericksburg will continue to stay current and remain innovative. The public demand for readily available information and instantaneous news with a 24 hour capability has affected the way municipal communications departments address their responsibilities to their citizens. Social Media provides some of those capabilities but we are exploring additional possibilities.

In that spirit, the City of Fredericksburg is considering taking a leadership role in researching a public access on-air television channel. Included in this is the increased use of video productions in the City's Communications Department.

The study of this concept will involve consideration of cost, practical aspects, implementation, and staffing needs. Other stakeholders in the project might include the EDC, CVB, Hill Country Memorial Hospital, Fredericksburg Independent School District, and Gillespie County. The City plans to contact other communities of comparable size who are using public access on-air channels. This information will be important to assess the project's scope and practicality.