

# MEMORANDUM

Date: February 7, 2011

To: Honorable Mayor Dyer and City Council

From: Anne Quaintance-Howard, Chairperson, Heritage Commission

Subject: Heritage Preservation Plan

The Heritage Commission would like to thank City Council for the opportunity to present the draft text for Chapters I through V of the Heritage Preservation Plan update. As the Heritage Commission and staff near the end of the Heritage Preservation Plan update, it is important to receive your comments and feedback before submitting the final text to you for formal adoption.

The Heritage Preservation Plan is the guiding document for the city's heritage preservation program and related activities. It functions in conjunction with documents such as the Comprehensive Plan, the Zoning Ordinance, the Building Code, the Preservation Ordinance, and the Preservation Tax Exemption Ordinance. In addition to this memorandum, there are two attachments for the Council's consideration:

Attachment No. 1 - Heritage Preservation Plan Outline

Attachment No. 2 - Heritage Preservation Plan Draft Text for Chapters I through V

The Heritage Preservation Plan was first adopted in 1981 following the adoption of Plano's first preservation ordinance in 1980. It was later updated in 1986, 1992, and 2002. For the past two years, the Heritage Commission and staff have been working on the current update.

The primary purpose of the plan is to guide future preservation efforts in Plano. The document includes several goals and objectives to help in this endeavor. In addition, the plan examines several development factors and challenges, such as Plano's limited undeveloped land and the increasing number of post WWII era structures reaching 50 years in age, which could potentially affect preservation efforts in Plano. The plan also summarizes Plano's preservation program as well as identifies the various styles of historic architecture that exist within the city.

The plan is divided into the following five chapters:

## **Chapter I: Overview**

Chapter One is subdivided into four sections: *Section A: The Message - Defining Heritage Preservation*; *Section B: The Purpose - Planning a Future with Roots from the Past*; *Section C: The Vision - Defining Plano's Potential*; *Section D: The Goals - Framing the Vision*. This chapter defines heritage preservation and explains the purpose of the plan, which is meant to be a tool to help guide preservation efforts in

Plano. The vision and goals set the groundwork for understanding how Plano may evolve over the next 15-20 years and what we hope to accomplish through promoting preservation efforts in Plano.

## **Chapter II: Context**

Chapter Two is subdivided into two sections: *Section A: Plano's Development Eras*, is a history of Plano from prehistoric times to present. *Section B: History of Plano's Preservation Program*, describes the origins and evolution of Plano's Heritage Preservation program.

## **Chapter III: Current Conditions/Future Considerations**

Chapter Three is subdivided into three sections. *Section A: Emerging Factors*, discusses various development factors such as Plano's development patterns, transportation systems, gathering places, and redevelopment and revitalization efforts, that may affect heritage preservation in the future. *Section B: Challenges*, discusses Plano's limited heritage resources, infill and redevelopment issues, limited private investment in preservation programs, and prospective heritage resources now reaching 50 years in age. *Section C: Opportunities*, discusses ongoing restoration of heritage properties, Plano's nonprofit historic museums, and the City's heritage preservation program.

## **Chapter IV: Strategic Framework**

Chapter Four includes specific goals and objectives that will provide guidance as well as possible action steps for furthering heritage preservation in Plano. Below are the goals included in the plan. Each goal is further expanded upon with specific objectives within the plan.

Goal: Resource Identification, Preservation, and Interpretation

- *Expand and enhance efforts to identify, preserve, and interpret heritage resources*

Goal: Heritage Resource Designation

- *Expand and enhance efforts to designate eligible heritage resources within the City of Plano.*

Goal: Promoting Preservation and Reinvestment in Historic Assets

- *Expand and enhance efforts to promote Plano's heritage resources as well as efforts to reinvest in Plano's historic areas.*

Goal: Education and Community Outreach

- *Increase awareness, understanding, and appreciation of Plano's heritage resources.*

Goal: Implementation/Administrative

- *Continue and improve efforts to provide assistance to decision makers for the City of Plano regarding heritage preservation issues.*

## **Chapter V: Summary**

Chapter Five concludes the plan and summarizes its key points.

As shown on the plan outline (Attachment 1) an appendix will be included with the plan with information such as existing and potential future heritage resources, feedback received from the community pertaining to preservation efforts in Plano and the plan update, as well as terms and architectural styles defined. While these remaining components of the appendix are still under construction, a description of Plano's current preservation program has been completed and is included to inform the Council of the city's existing preservation program elements.

The draft text was presented to the Planning & Zoning Commission at its January 18, 2011 meeting. Since the Planning & Zoning Commission participates in the heritage resource designation process, as well as reviews development requests that may possibly affect existing and future potential heritage resources, it was important to share the proposed Heritage Preservation Plan with them to receive their feedback. The Planning & Zoning Commission was most interested in how the Heritage Preservation Plan would address Plano's Mid-Century/Post WWII style structures, and they agreed that better selected criteria needs to be developed to address this architectural style since it may not be appropriate for all Mid-Century structures to be preserved. Additionally, the Planning & Zoning Commission expressed interest in balancing infill and redevelopment with Plano's existing heritage resources.

In summary, the Heritage Commission thanks you for the opportunity to present the draft text for the Heritage Preservation Plan update and welcomes any comments or suggestions you may have.

cc: LaShon Ross, Interim City Manager  
Frank Turner, Deputy City Manager

Attachments: Heritage Preservation Plan Outline  
Heritage Preservation Plan Draft Text for Chapters I through V

## **Attachment No. 1**

### **City of Plano Heritage Preservation Plan (Draft)**

#### **Outline**

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#### **CHAPTER I: OVERVIEW**

- Section A: The Message - Defining Heritage Preservation.
- Section B: The Purpose - Planning a Future with Roots from the Past.
- Section C: The Vision - Defining Plano's Potential.
- Section D: The Goals - Framing the Vision.

#### **CHAPTER II: CONTEXT**

- Section A: Plano's Development Eras.
- Section B: History of Plano's Preservation Program.

#### **CHAPTER III: CURRENT CONDITIONS/FUTURE CONSIDERATIONS**

- Section A: Emerging Factors
- Section B: Challenges
- Section C: Opportunities

#### **CHAPTER IV: STRATEGIC FRAMEWORK**

- Goal: Heritage Resource Identification, Preservation and Interpretation
- Goal: Heritage Resource Designation
- Goal: Promotion and Reinvestment in Historic Assets
- Goal: Education and Community Outreach
- Goal: Implementation/Administration

#### **CHAPTER V: SUMMARY**

#### **APPENDIX**

#### **A: Plano's Current Preservation Program**

#### **B: Plano's Major Historic Assets**

- Section A: Designated Heritage Districts.
- Section B: Individually Designated Heritage Resources.
- Section C: Potential Heritage Resources.
- Section D: Plano's Historic Cemeteries.

#### **C: Definition of Architectural Styles**

#### **D: Glossary of Terms**

#### **E: Community Feedback**

#### **F: Bibliography**

## Attachment No. 2

### City of Plano Heritage Preservation Plan (Draft)

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#### **CHAPTER I: OVERVIEW**

The Heritage Preservation Plan (“Preservation Plan”) is the guiding document for the city’s Heritage Preservation Program and related activities. It functions in conjunction with documents such as the Comprehensive Plan, the Zoning Ordinance, the Building Code, the Preservation Ordinance, and the Preservation Tax Exemption Ordinance. This chapter of the plan introduces the concept of Heritage Preservation as a key component of Plano’s future as well as a link to its past. The following topics are highlighted in the Overview Chapter:

- A. *The Message* - Defining Heritage Preservation
- B. *The Purpose* - Planning a Future with Roots from the Past
- C. *The Vision* - Defining Plano’s Potential
- D. *The Goals* - Framing the Vision

#### **Section A: The Message - Defining Heritage Preservation**

Heritage preservation is the process of passing on a community’s significant attributes from one generation to the next. These attributes include more than buildings and places; they are also the values, traditions, and other human qualities that shape our surroundings over time. In the purest sense, these attributes would be considered our “inheritance” and we, in turn, would be obligated to embrace and protect them. In reality, successful preservation programs combine social, economic, and cultural factors into a creative, practical, and ongoing process. Heritage preservation is more than simply recording a community’s history or keeping older buildings intact; it is the continued commitment to ensuring that physical and nonphysical attributes are preserved and defined so that future generations understand how yesterday impacts today, and how today may impact tomorrow.

Preservation activities become an even greater priority in cities and towns where residents may not be intimately familiar with the attributes that have defined them over time. Most Plano residents are products of its fast-paced growth in the past three decades. It may be difficult for residents to connect with Plano’s past because they have spent most of their lives in other places, or because they do not live nearby, or regularly travel through the historic center of Plano. A carefully planned and implemented preservation program should help retain visual character, complement economic development, and enhance community pride.

#### **Section B: The Purpose - Planning a Future with Roots from the Past**

Plano’s Preservation Plan is intended to guide preservation efforts and provide for their integration into the broad range of plans, programs, and activities that shape the community over time. It provides for the utilization of significant heritage resources as

catalysts for community and economic development activities and programs. It recognizes that Plano's transition from a growing to a maturing community is shifting emphasis away from new development on large vacant tracts of land to infill and redevelopment. The Preservation Plan should be viewed as an instrument for ensuring that old and new buildings are utilized in a manner that properly respects the past and the future. The objectives and strategies of the Preservation Plan are intended to serve as a framework for making decisions and establishing programs that are influenced by both the tangible and intangible attributes of Plano's heritage.

### **Section C: The Vision - Defining Plano's Potential**

It is important to understand the factors that have led to Plano's growth, development, and evolution as a community when defining a process for future preservation efforts because it will set the groundwork for understanding how Plano may change in the future. In addition, recognizing the ongoing transition facing Plano will help establish a reasonable scenario for how Plano may evolve over the next 15-20 years, and how future changes may impact heritage preservation goals and strategies.

Plano and surrounding cities in the Dallas-Fort Worth metroplex have grown steadily during the past few decades. The city has limited vacant land available for new development and will rely on infill and redevelopment for new growth. Redevelopment and revitalization of Plano's built environment will become the focus. The revitalization of areas located around Plano's heritage properties, in particular, has the potential to positively impact heritage preservation. In addition, Plano will soon be faced with a growing number of post World War II subdivisions and developments that will reach 50 years in age. A new way of identifying which of these neighborhoods and structures are most important in telling the story of how Plano changed and developed during that time will become critical as these newly eligible properties are considered for designation as heritage resources. Also, the "green" movement has gained momentum throughout the country as well as in Plano, and preserving and reusing historic assets is consistent with sustainability.

To better understand how Plano has developed over time, Chapter II of the Preservation Plan includes the history of Plano. Chapter III discusses current conditions in Plano and emerging factors that may affect heritage preservation in Plano in the future.

### **Section D: The Goals - Framing the Vision**

As Plano continues to mature, more properties become eligible for heritage designation and redevelopment, and as revitalization of Plano's built environment becomes more the focus within the city, it is important to have goals and objectives within the Preservation Plan that promotes the city's vision for heritage preservation. The following statements provide the framework for identifying goals and objectives that promote preservation efforts in Plano:

1. Create a community of residents that are knowledgeable of Plano's past, strongly connected to the heritage passed down from previous generations, and committed to extending these same attributes to future generations.

2. Develop a well informed base of owners of heritage resource properties or those with potential for designation that understand the value in preserving historic assets.
3. Establish a resource identification program and process that provides clear direction when considering Heritage Resource designation.
4. Create an effective process for periodically evaluating, updating, and expanding Plano's inventory of existing and prospective Heritage Resources and Districts.
5. Balance preservation and redevelopment opportunities by utilizing heritage resources as catalysts for enhancing Plano's economy and quality of life. Establish a responsible and compatible relationship between infill and redevelopment projects and nearby heritage properties.
6. Ensure that the rehabilitation and restoration of heritage properties respects the original character of those properties and their surroundings.
7. Create an effective, multifaceted approach for expanding the knowledge, understanding, and connection of each generation of Plano residents for the physical and nonphysical attributes of the community's heritage.
8. Make heritage preservation an integral component of the community's sustainability efforts.
9. Ensure that city ordinances, policies, and practices remain consistent with and responsible to heritage preservation efforts.

## **CHAPTER II: CONTEXT**

### **Section A: Plano's Development Eras**

In the mid-1800s a small group of pioneers settled in north Texas in the area we know today as Plano. Since that time Plano has developed into a prosperous and diverse city, and its rich history has evolved through several development eras. The most notable eras are identified and described below. The history of Plano is an important tool that both supports and encourages the designation of local heritage resources. Understanding and educating others on Plano's history helps in identifying potential heritage resources before they are lost, and in explaining why they are important and should be preserved.

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#### **1. Prehistoric Era (ca. 11,000 B.C.-1840)**

Knowledge and data of the prehistoric era of North Texas is very limited. The information available is not specific to the Plano area, but gives a general understanding of life in this area during this early period.

The first human occupation of North Central Texas likely occurred around 12,000 B.C. during the Clovis period of the prehistoric era.<sup>1</sup> These humans were nomadic and their diets would have consisted of large and small game.<sup>2</sup>

Approximately 6,000 years later, during the Archaic period, small bands of foraging hunters and gathers lived in the area. The sites that have been uncovered indicate that these hunters and gathers occupied the same places many times on a seasonal basis.

The late prehistoric period (circa A.D. 700) is characterized by the appearance of house structures, roasting pits, arrow points, and sand and grog tempered ceramics. Grog ceramics are pottery made with finely ground pieces of fired clay or broken pieces of pottery. Evidence of horticulture and the procurement of bison also appear in sites of this period.<sup>3</sup> Shell beads and shell gorgets (decorative ornaments usually worn around the neck) were uncovered at one burial site at Rowlett Creek (circa 1010).

During the Protohistoric period (1600-1800), the Native America tribes that likely traversed the area were the Tonkawa, Wichita, Caddo, and Comanche. However, exact locations of their sites are unknown. In the 1840s, when the first of Plano's earliest settlers arrived, the tribes they most likely encountered were the Comanche, Tonkawa, Cherokee, Kickapoo, and Delaware tribes.<sup>4</sup>

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#### **2. Early Development Era (1840-1860)**

<sup>1</sup> Anne M. Keen, Angela Tine, "Cultural Resources Database Review and Reconnaissance Survey for the Proposed Parker-Maxwell Creek 138 KV Transmission Line in Collin County, Texas." *Miscellaneous Report of Investigations Number 422*, Geo-Marine, Inc., Plano, Texas, 2008, p.6.

<sup>2</sup> Ibid, p.6.

<sup>3</sup> Ibid, p.7.

<sup>4</sup> Roy F. Hall, Helen Gibbard Hall, *Collin County: Pioneering North Texas*. Quanah, TX, Nortex Press, 1975, p.5-6

The first settlers arrived in the Plano area in the early 1840s. Primary access to the area was from the Shawnee Trail, a north-south road from Texas to Kansas City. Livestock were driven north to market along this road while southbound traffic included new settlers, soldiers and military supplies, and wagons bringing consumer goods. Early settlers were enticed to the area as a result of land grants issued by the Republic of Texas. In the mid-1840s, settlers recruited to homestead the Peters Colony arrived. The Peters Colony was established through an 1841 land grant that included present-day Collin County. Most of the Peters Colony immigrants were from Kentucky and Tennessee.

Plano's early development truly began in the 1850s when Kentucky farmer, William Forman, after a 1840s scouting trip, moved to the Plano area with his family. Forman built a general store, a gristmill, and a distillery, and opened a post office in his own home in 1851. The name Forman, as well as Fillmore, for President Millard Fillmore, were considered as possible names for the settlement, but the postal authorities approved Plano. The origin of the name is unclear. One story says Plano was named for the plain on which it was located, and another tale traces Plano's origin to a mispronunciation of "llano," the Spanish word for plain.

The earliest houses in Plano were log cabins built by pioneers. Many log houses were later replaced by or incorporated into simple frame structures. One of the oldest existing Plano houses, built around 1867, is the Joseph Forman House (1617 K Avenue). Oral histories of Plano hold that the original log home had been expanded several times. As a result, the current structure bears little resemblance to its beginnings, but exhibits characteristics of Texas vernacular Greek Revival style. The site of the house was designated a Plano Historic Landmark in 1983, and the house itself was designated in 1998.

Another house from this era is the Samuel Young House, constructed sometime between 1865 and 1872. Built in the Rowlett Creek area north of the present day Ridgeview Ranch Golf Club, its architectural style is Victorian Gothic. Members of the family occupied the house continuously until 1997. Due to development pressures in the area, the house was moved to the Farrell-Wilson homestead (present day Heritage Farmstead Museum, 1900 W. 15th Street) on 15th Street where it has been restored for use as an interpretive center.

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### **3. Civil War Era (1860-1870)**

Soon after the election of President Abraham Lincoln in 1860, talk of war was everywhere. The Civil War broke out in 1861 and the majority of Plano's able bodied men between the ages of 15 and 65 enlisted in the Confederate Army. Several Plano men became captains and colonels. In August 1861, trade with the northern states was forbidden, and the resulting blockade stopped the trailing of cattle up the Shawnee Trail as well as the incoming provisions such as sugar, coffee, and shoes.<sup>5</sup> Between 1861 and 1864, Plano's growth came to a standstill. After the war, soldiers returned to find

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<sup>5</sup> Friends of the Plano Public Library. *Plano, Texas: The Early Years*. Wolfe City, TX, Henington Publishing Co, 1985, p. 199.

their Plano families on the verge of starvation, fighting off outlaws, and being exploited by carpetbaggers.

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#### **4. Victorian Era (1870-1900)**

The Houston & Texas Central Railroad (H&TC) opened Plano to the world in 1872, providing an economical way to export local agricultural products and import consumer goods. The flat, blackland prairie was ideal for cotton, the primary crop of this region. Several cotton ginning and milling operations were located in Plano, though none of them remain today. Local farmers sold and donated land for the right-of-way and depot to induce the rail company to include the community in its rail system. The railroad trustees then surveyed a system of streets and lots for the area. In 1887, the forerunner of the Cotton Belt Railroad was constructed southwestward from Commerce, through Greenville and Plano, to Fort Worth. The depot for this line was located on Main Street about three blocks south of the H&TC depot. As a result, railroad related businesses congregated in the southern portion of town. Plano's economic dependence on agriculture continued into the 1950s, when outgrowth from Dallas began to spread to Plano.

Plano was platted and incorporated in 1873, and the town grew steadily during the late nineteenth and early twentieth centuries. In 1874, J. Crittenden Son and E. K. Rudolph published Plano's first newspaper, the Plano News. In 1881, a fire destroyed nearly all of Plano's buildings and temporarily reduced Plano to a tent city. However, Plano was able to move past this setback and continued to grow. Two private schools opened in 1882: the Plano Institute, under the direction of W. F. Mister; and the Plano Academy, under Matthew C. Portman. Their enrollment was made up of children from the immediate vicinity and neighboring farms, usually within walking distance. These private schools would later be taken over by the public school system after it was formed in 1891. In 1888, new markets were opening up to Plano and it quickly became a retail outlet for productive blackland prairie farmers, thanks to the St. Louis, Arkansas & Texas Railway Company, which intersected the Houston & Texas Central.

Better means to transport crops to market stimulated local farmers to cultivate a far larger amount of land. Many new laborers were hired to farm the land. These new residents required the services of a wide variety of trades people, who began to build homes and business establishments centering on Main Street (now K Avenue) and Mechanic Street (now 15th Street). Although few buildings remain from the 19th century, it was in this time period that Plano's development pattern was set for the next seventy years.

By 1890, Plano had a population of 1,200, two railroads, six churches, two steam gristmill-cotton gins, three schools, and two newspapers. The 1891 "bird's eye view" map of Plano provides a rare view of the early appearance of the town. Documentary photographs and existing buildings indicate that this perspective illustration is a reliable depiction of the community's grid street pattern and buildings. The greatest concentration of residential buildings was along both sides of Main Street. Although retail activities were concentrated along Mechanic Street, there were additional stores

on Main Street and scattered throughout town. The H&TC and Cotton Belt Railroad stations dominated the southern side of town.

The construction of the railroads in 1872 and 1888 produced significant change in the character and style of Plano's houses. The railroads made more building materials readily available, and many of Plano's finest houses were constructed from materials brought in by rail. These houses differed greatly in ornamentation and style from earlier homes. They typically reflected Victorian-era styles of architecture. Many homes were built in the area now known as Haggard Park. This area attracted a growing influx of talented and industrious people: doctors, merchants, educators, ministers, trades people, and many others, including some farmers whose growing prosperity allowed them to keep a house "in town," where their families could enjoy the social, educational, and cultural advantages of town life.

One of the most notable examples of the ornate homes of this period is the Carpenter House (1211 16th Street), a Queen Anne Victorian style house. This home exemplifies period construction with fish-scale shingles in the gable ends, an ornamental tower, and stained glass windows. It was constructed in 1898 using lumber shipped from east Texas. Another excellent example of Victorian style architecture is the Wall-Robbins House (1813 K Avenue), built around 1898 by Colonel James Edgar Wall for his wife.

Other 19th century houses were much simpler in design. Most notable of these is the Mitchell House (609 16th Street). The Salmon House (1414 15th Street) and the Vontress House (1611 H Avenue) are additional examples, and are similar in their L-shaped floor plan and Victorian details.

Two examples of 1890's farmhouses are the Wells House (3921 Coit Road) and Ammie Wilson House (1900 West 15th Street), and both homes are Queen Anne Victorian style. The Wells House has remained in the same family since it was constructed in 1893 and has never been significantly altered. Today, the Ammie Wilson House is a museum showing farm life as it was lived from 1890 to 1925. The Ammie Wilson House is listed on the National Register of Historic Places and is a Recorded Texas Historic Landmark.

The southwestern quadrant of town was settled originally in the 1870s. Although the 1890 Sanborn Fire Insurance Map shows five buildings identified as "Negro tenements" located near the Pioneer Cemetery, this area of town was home to both black and white residents at this time. The buildings were small, ranging from 64 to 420 square feet.<sup>6</sup> The Bessie Franklin House (811 13th Street) is the oldest in the Douglass Community and the only known example of these early structures to survive. Records about its actual date of construction are unclear, but its frame styling is typical of houses built during this period.

During this same period Plano schools, as in the rest of the South, were strictly segregated by race. The first school for African American children was established in the late 1800's at the Shiloh Baptist Church, and by 1896 had moved to the Methodist

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<sup>6</sup> Friends of the Plano Public Library. *Plano, Texas: The Early Years*. Wolfe City, TX, Henington Publishing Co, 1985, p. 191-198.

Episcopal Church now located on I Street near the H&TC Railroad Depot<sup>7</sup>. For children living too far to walk to that school, the Shepton Colored School (1900-1946) consisted of the first through fifth grades<sup>8</sup>. This school was housed in the Shepton Colored Church, also known as the Sallie Harrington Chapel, located on the Harrington property west of the intersection of present day Spring Creek Parkway and Preston Road.<sup>9</sup> In 1896, the Plano Colored School was built on H Avenue between 11th and 12th Streets. Unfortunately the 1896 school building no longer exists today.

The original commercial district in Plano was a one-block section of Mechanic Street (15th Street). Most existing buildings date to the period between 1895 and 1930. Four major fires struck downtown Plano between 1872 and 1897. The first fire completely destroyed the original business district. In all, 51 structures were lost. Only a few of the original buildings were brick. Most of the buildings were wood frame and burned. Buildings built after the fires were brick with wood frame doors and windows.

The row of shops along the north side of 15th Street was, and still is, anchored by sizeable two-story structures on both the east and west ends. Canopies were typically flat or sloped at a very low angle. Often buildings were modified over time. The Plano National Bank/IOOF Lodge Building at 1001 15th Street (now Schell Insurance) was built in 1896, and modified to its present Art Deco style around 1936. The Harrington Furniture Building at 1039 15th Street has been a saloon, furniture store, funeral parlor, opera house, and is currently an art gallery.

The F&M Bank Building at 1015 15th Street was built in 1897 after the last major downtown fire. Home to many businesses over the years, it is best known for housing the Farmers and Merchants Bank which constructed the existing facade in 1919, and later the *Plano Star Courier* from 1934 to 1974.

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## 5. Turn of the Century Era (1900-1930)

In 1908, the Texas Electric Railway, commonly known as the Interurban, was introduced to Plano. The Interurban Line connected cities between Sherman, located 46 miles north of Plano, and Waco, located 114 miles south. This commuter service passed through Plano every hour and contributed to the growth of the city during the early 1900s. In addition to the main depot on Mechanic Street at J Avenue, it stopped every four blocks for passengers to embark and disembark. Speeds through town were limited to eight miles per hour. During its existence, some Planoites were able to supplement their incomes through jobs in Dallas. The advent of automobiles, better roads, and the Great Depression eventually made this line unprofitable and service was discontinued in 1948. The Interurban Station in Plano is the only substation still in existence on this line.

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<sup>7</sup> Sherrie S. McLeRoy. *A Century of Excellence, Plano I.S.D.: A Historical Perspective*. Plano, TX: Plano Futures Foundation, 1999, p. 8.

<sup>8</sup> *Ibid.*, p. 7.

<sup>9</sup> Friends of the Plano Public Library. *Plano, Texas: The Early Years*. Wolfe City, TX, Henington Publishing Co, 1985, p. 164.

By far the largest contingent of historic homes in Plano, were built during these first three decades of the 20th century. Victorian style architecture was becoming less popular, and in fact, decorative elements were removed from the exterior of many existing Victorian homes. Prairie and Craftsman style architecture became the dominant style, quickly spreading throughout the country due to pattern books and popular magazines. Wealthier residents building new homes favored Prairie style, as seen in the first Arch Weatherford House (1410 15th Street), the Carlisle House (1407 15th Street), and the Hughston House (909 18th Street). City residents of more modest means tended to build one-story bungalows and cottages, or smaller two-story Craftsman style structures. The Rice-Hays House (1106 14th Street) and the Wyatt House (807 16th Street) are two good examples of bungalows. The Lane House (1300 16th Street) is an excellent example of a typical two-story Craftsman.

By World War I, the southwestern part of town near the Cotton Belt Railroad had become the primary residential area for African Americans. Andrew ("Pete") Davis, a local black entrepreneur, had purchased land in the vicinity of what is now F and G Avenues at 10th Street and was building homes specifically for this market.<sup>10</sup> Most popular in the neighborhood were vernacular cottages, along with Cumberland Gap-style homes. Existing examples of this style of home are in the 1100 and 1200 blocks of I Avenue.

As Plano's population continued to grow, city parks were created to give its citizens beautiful green spaces that could be shared by the entire community. Harrington Park, located on 16th Street west of U.S. Highway 75, is the oldest city park. It was originally the location of the Plano Water Works, which included a dam and small lake, and it provided drinking water and recreational activities for community residents. Haggard Park, at the northeast corner of 15th Street and H Avenue, was developed in the early 1920s by the Lions' Club on property donated by the Saigling and Haggard families along with others. It was donated to the City of Plano in 1925 and expanded several times over the years to its current size of nearly six acres. Today, with both restored and new structures located within the neighborhood surrounding the park, it makes a valuable contribution to the historic fabric of Plano. The neighborhood association representing nearby residents has assumed its name.

In 1924, a new high school for white students was completed at a cost of \$52,000. Sherman architect W. A. Tackett gave it a very modern design for its time period. It is a two-story, red-brown brick structure with Art Deco style details. The gymnasium/auditorium was built in 1938 as a Works Progress Administration (WPA) project. In 1961, the Plano High School building became Cox Junior High School, named for the "beloved trainer and janitor" of 25 years, E.J. "Shorty" Cox. In 2002 the gymnasium was restored and converted to a 326 seat performing arts theater.

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<sup>10</sup> Ibid., p. 194.

## 6. Depression Years and World War II Era (1930-1945)

Development during the time period from 1930 to 1945 was greatly hampered by national economic and political conditions. The Great Depression reduced people's ability to afford new homes. Later, during World War II, building materials were in short supply. As a result Plano saw little new residential construction from 1930 to 1950, with only a limited number of Tudor style cottages constructed. More than some of the earlier styles of architecture, the Tudor cottage was easily adapted to an owner's economic circumstances by varying the exterior wall cladding, the overall size of the structure, and roofing materials. Local examples include the Aldridge-Evans House (N Ave at 15th Place), the Brigham House (1306 14th Street), and the "little" Carlisle House (1611 K Avenue).

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## 7. Post World War II Era (1945-1965)

After World War II, economic growth in Dallas began to spread beyond its borders. Construction of U.S. Highway 75, the creation of the North Texas Municipal Water District, and the school consolidation that created the Plano Independent School District all took place in the early 1950s. The effect was to make suburban residential development in Plano both possible and desirable. As a result of these efforts, Plano eventually became one of the fastest growing cities in the country in the last half of the twentieth century.

Housing demands, which had been stifled during the Depression and War, were now fulfilled by ranch style homes in suburban developments, and financed with VA and FHA insured mortgages. The first such single-family housing developments appeared north and east of the downtown Plano area. For example, the Haggard Addition (just north of the Haggard Park neighborhood) and Old Towne (just east of downtown) were both developed in a relatively short time period with small uniformly sized and shaped lots. Houses were constructed from similar or identical ranch-style house plans. An excellent example of a ranch style home from this era is the McCall-Skaggs House (1704 N Place). Later, developers such as the Fox & Jacobs Company began to develop farm and pasture land in many areas around town. The suburban ranch house could be a small simple design on a small lot, or large and ornate on a sizeable piece of property. This style of housing continued to be dominant for many decades.

In 1961, the Plano Colored School was renamed the Frederick Douglass School, in honor of the famed abolitionist, and a new International style school building was constructed on the site. In 1964, ten years after the U.S. Supreme Court decision *Brown v. Board of Education*, the Frederick Douglass School was integrated with Plano High School. The school board allowed the Douglass school students to make the decision to integrate, which they did by popular vote.<sup>11</sup> By 1968 the school had moved to a new location and the Frederick Douglass School building was no longer being used as a school. The site now houses the city's Douglass Recreational Center.

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<sup>11</sup> Wikipedia contributors, "Plano Senior High School" *Wikipedia, The Free Encyclopedia*, [http://en.wikipedia.org/wiki/Plano\\_Senior\\_High\\_School](http://en.wikipedia.org/wiki/Plano_Senior_High_School) (accessed December 8, 2010).

Downtown served the small Plano community well throughout the first half of the 20th century. However, beginning in the late 1960s the city's existing downtown retail area could no longer meet the needs of the growing suburban population. "Strip-style" shopping centers anchored by grocery stores were built at the intersections of many arterial streets. Suburban office buildings, schools, and other services soon followed.

As a rule these new structures were variations of the modern styles - simple, functional, with minimal decorations of the types earlier used (e.g., brackets, columns). These buildings were designed to catch the eye not of a pedestrian but of a motorist. Large signs not only identified the businesses, but advertised it as well. Ample amounts of space were needed on each site to accommodate anticipated parking demands, forcing the structures either to be separated from others or consolidated in a shopping center.

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## **8. Bedroom Suburban Boom Era (1965-1985)**

Throughout the first half of the 20th century, Plano's population had been increasing by approximately 400 new residences per decade. By 1960, there were 3,695 residents living in Plano and for the next decade, growth was unprecedented because in 1970, Plano's population had reached 17,872. Throughout the 1970s, Plano's population would continue to increase at a dramatic rate due to the growth of the Dallas region and migration to the Sun Belt. This growth led to major public improvement projects in Plano. It was also during this time that Plano experienced a decline in farming due to both the sprawling city that had begun to encroach on the farmland, and a 1970 land reappraisal that resulted in an increase in property taxes. By 1975, Plano was one of the fastest growing cities in the country with a population that had more than doubled since 1970. In 1980, the population had doubled yet again, when the total population surpassed 72,000, of which more than half of the residents were from outside of Texas.

Plano lost several of its historic resources during this era. Many historic structures were demolished to make room for newer more modern buildings. Recognizing the threat to Plano's heritage resources, City Council adopted the first heritage preservation ordinance in 1979. A seven member Historical Landmark Committee was appointed to administer the new preservation program.

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## **9. Economic Transformation Era (1985-2000)**

In the early 1980s, the Electronic Data Systems Corporation (EDS), led by Ross Perot, acquired over 2,000 acres of land on the west side of Plano that was to become the Legacy Business Park. Construction on the office buildings began in 1985. EDS (now HP Enterprise Services) attracted major corporations to the area. These corporations provided new employment opportunities in Plano and attracted new people into the area.

Plano had become the commercial, financial, and educational center for Collin County, with an estimated 1,000 businesses. The Frito-Lay Corporation, JC Penney Company, and several other major companies all located their corporate headquarters here during this time. By 1990, Plano was comprised of 72 square miles and had a population of

approximately 128,713 residents. Also during this era, three colleges had made Plano their home: the Graduate Research Center of the Southwest (now called the University of Texas at Dallas in Richardson), the University of Plano, and a branch of the Collin County Community College system. While the Graduate Research Center of the Southwest and University of Plano no longer exist in Plano, the Collin County Community College (now Collin College) still has a strong presence in Plano with two campuses (Spring Creek Parkway at Jupiter Road and Preston Road at Park Boulevard).

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## **10. First-Tier Suburban Era (2000-Present)**

In the 1960s, Plano was thought of as a bedroom suburb of Dallas. People came to Plano to live, but worked outside the city. Today that trend has shifted to where more people are coming to Plano for its jobs and are settling down here. As of 2000, Plano had a population of 222,030 people and 7,726 businesses. Plano is now considered a “first-tier” suburb. A first-tier suburb is a city with established neighborhoods that is located near or just outside of a central city but inside the ring of developing suburbs.

Some of the challenges first-tier suburbs generally face are aging infrastructures, dealing with the aftermath of rapid growth and rapidly changing demographics. Approximately eight percent of the city is vacant land available for new development, and now the city must refocus its efforts on redeveloping existing properties and infill development. As more structures reach 50 years in age, the city is faced with the task of identifying which structures and neighborhoods are eligible for consideration of being designated heritage resources and districts. Also, Plano’s population continues to grow and diversify. For example, Whites comprised 88.5% of the city’s population during the 1990 Census as compared with 74.2% in 2009, as reported in the 2009 American Community Survey. Plano’s Hispanic population has grown significantly as well from 6.2% in 1990 to 14.5% in 2009, while the percentage of Asians has increased dramatically from 4.0% to 17.4%, respectively. Though the African American population has not changed as considerably, it has increased from 4.1% in 1990 to 6.4% in 2009.

Throughout its history Plano has seen and overcome many challenges. It has changed and reinvented itself many times in order to sustain its community. As Plano continues to evolve, it will face new challenges and will likely overcome each challenge as it has consistently done since its beginnings in the mid-1800s.

## **CHAPTER II: CONTEXT**

### **Section B: History of Plano's Preservation Program**

In the 1970s, Plano was growing and changing rapidly. The city recognized that the increase in population, the changes in Plano's land use, and the overall change in Plano's economy were significantly threatening Plano's heritage resources. In 1979, Plano's City Council adopted the first heritage preservation ordinance, the Historic Landmark Preservation Ordinance. They appointed a seven member Historical Landmark Committee with responsibility for administering this ordinance.

Subsequent to the adoption of the ordinance and appointment of the committee, a consultant conducted a survey of all of Plano's heritage resources in 1980. The survey identified historic areas and resources and created specific recommendations for the future of preservation in Plano. The first Preservation Plan was adopted in 1981 to help guide preservation in Plano. This plan established criteria for local heritage resource designation and Certificates of Appropriateness. In February 1982, the Ammie Wilson House (1900 West 15th Street) became the first heritage resource in Plano to be locally designated. Two years later, Plano's City Council adopted the Tax Exemption Ordinance, creating a tax exemption program for the purpose of providing property tax relief to encourage the preservation and maintenance of Plano's heritage resources. Besides the City of Plano, the other three taxing entities - Collin County, Plano Independent School District, and Collin County Community College participate in the tax exemption program.

By 1986, seven properties had been locally designated, and the Preservation Plan underwent its first revision. The 1986 plan recommended the creation of heritage districts in Plano as well as implementing a Historic Relocation Project. The Relocation Project would have allowed the city to move threatened historic structures to new sites rather than see them demolished. However, lack of funding and available publicly owned land led to the abandonment of this project. In the late 1980s, Plano joined the Certified Local Government Program, which is a partnership between local, state, and federal governments for historic preservation and provides matching grants.

Between 1986 and 1992, nine additional properties were locally designated in Plano, for a total of 16 locally designated properties. In 1992, the Preservation Plan was updated again and its focus was on the creation of a downtown heritage district, the creation and use of architectural guidelines for neighborhoods with historic houses, and the revision of zoning restrictions to provide greater flexibility in reuse of older residential structures. A year later, the city created "Design Guidelines for Plano's Historic Areas".

In 1998, the Historic Landmarks Committee changed its name to the Heritage Commission. It was thought that the new name would better encompass the full range of heritage preservation activities. The new name diverted the focus on historic resources as being only physical historic structures and broadened the scope to include historic sites and landscapes, archeological sites, and heritage preservation education. In December 1999, Plano's first locally designated heritage district, the Haggard Park Heritage District, was formed.

The Preservation Plan was updated again in October 2002. By this time, Plano had 24 locally designated heritage resources and one heritage district comprised of approximately 70 properties. In November 2002, the Downtown Heritage District, comprised of approximately 35 properties, was designated. Today, there are 125 locally designated properties in Plano. Two of these properties, the Ammie Wilson House and the Interurban Station, are also Recorded Texas Historic Landmarks and are listed in the National Register of Historic Places.

## **CHAPTER III: CURRENT CONDITIONS/FUTURE CONSIDERATIONS**

### **Section A: Emerging Factors**

Plano's explosive growth in the last four decades of the 20th century has been well documented, as has its transition from a rural town to a residential suburb to a major economic center to a "first tier" suburban city within the region. Growth has slowed considerably and undeveloped land is in short supply, but development pressure is likely to remain. The Dallas-Fort Worth region is projected to absorb another three million residents by 2030. The availability of fossil fuels, federal air and water quality mandates, and the composition of the population will require alternatives to the low-density suburban development patterns that have dominated the region for over 50 years. Some cities like Plano, with strong economic bases and reasonable commuting distances to Dallas, are turning to higher density, pedestrian oriented neighborhoods that combine opportunities for residence, work, recreation, entertainment, and shopping into a compact cohesive environment. Whether classified as "mixed use," "traditional neighborhood," or "urban center" projects, they represent a departure from the customary suburban zoning patterns that separate residential and nonresidential uses, and rely almost exclusively on the automobile for circulation.

Plano's primary development pattern has been established by a system of six lane arterial thoroughfares running east/west and north/south at approximate intervals of one mile. The intersections of these local thoroughfares often accommodate commercial, office, and multifamily residential complexes. The interiors of the one square mile neighborhoods created by the thoroughfare grid typically consist of low density single-family residences.

Major development corridors created by the four regional expressways that serve Plano are also major factors in defining Plano's development pattern. The access, visibility, and sheer volume of traffic generated by these corridors differentiate them from other parts of Plano. They have long attracted major retailers and restaurants, and are now being considered for high density multifamily development.

The emergence of these development factors does not mean that Plano's neighborhood grid pattern will diminish in significance. It means that other development forms are likely to coexist and evolve into a multifaceted physical environment. Below are statements that define a practical, yet forward looking vision of Plano's 2030 physical composition and character:

1. Development Pattern - Plano's basic development pattern will still be defined by the grid system of major thoroughfares, low-density residential neighborhoods, and more intense development along regional expressways. There will be more mid- and high-rise buildings in the expressway corridors, and mixing of residential and nonresidential uses in pedestrian oriented settings. Downtown Plano will have as many 3,000-4,000 residents within a half mile radius of DART Transit Station. The area around the Parker Road Station will include high-rise housing and commercial development that will gradually decrease in height and density toward the south and then increase in density and height near the Downtown Station. Many of the strip retail centers and turn of the century big box stores will be replaced by low- and mid-

rise development nodes at the intersections of major thoroughfares. These new nodes will consist of small mixed use centers with taller buildings located adjacent to the major thoroughfares and decreasing heights closer to existing neighborhoods.

2. Transportation System - Although the basic surface street system will remain intact, sleek new buses could be sharing the roadways with automobiles, and will even have priority over personal vehicles. Primarily traveling east to west, they will connect rail stations in eastern Plano with a new north-south rail line near Plano's western boundary. Medium- and high-density development nodes could become primary stopping points for a new "bus rapid transit" system.
3. Gathering Places - The pedestrian oriented environments created by these multisized centers will provide the opportunity to create special gathering places and focal points for social interaction. Public art and special streetscape treatments could further enhance these special places. Places where people congregate, socialize, relax, or just wait for a bus or train present opportunities to educate, enlighten, and amuse those who live in, work in, or visit the community. It may be possible to incorporate statues, information kiosks, plaques, and interactive displays to tell the story of Plano. Individuals following their daily routines would be able to connect with Plano's heritage and take pride in what it was and what it has become.
4. Redevelopment/Revitalization - In 2030, Plano may have very few undeveloped tracts of land, but it will remain a vibrant, evolving community. It will be continually "reinventing" itself to meet the challenges and opportunities presented by regional growth and new technologies. Will this mean that redevelopment will continually eliminate valuable heritage resources to accommodate the latest development or market trend? Not necessarily. With proper planning and preparation, it will be possible to strike a balance between progress and heritage preservation. A clearly defined preservation process will help stakeholders determine what is meaningful or not. There will be a combination of individually preserved heritage resources, heritage districts, and less restrictive conservation districts in locations across Plano that actually stimulate the productive redevelopment and/or adaptive reuse of nearby properties. Plano will have well defined expectations that encourage creativity in design while promoting compatibility and connectivity. Reproducing or mimicking historic structures with new ones will be an unacceptable practice. Instead architects will be encouraged to utilize the basic characteristics, shapes, arrangements of features, and orientations that identify surrounding structures.

In addition, "preservation" will not mean designating block after block and subdivision after subdivision of houses as soon as they turn a certain age. Age will not be an automatic determinant of historic value. Architectural design and/or style will not necessarily ensure designation or the commitment of incentives in return for their continued existence. Plano will be selective and resourceful in the way it identifies and protects valuable connections with its heritage.

5. Sustainable Practices - The positive results of the City of Plano's Sustainability Program initiated in 2007 will be evident throughout Plano. Innovative "Green" building practices will be common in new construction to save energy, and expand the use of recycled and renewable materials and resources. The preservation and

reuse of historical assets will be an integral part of the sustainability process. It may seem more practical and cost efficient to demolish and replace older structures with modern, more energy efficient buildings. With proper renovation and energy saving practices, historic resources can contribute to sustainability efforts.

- a. As the availability of land for new development continues to diminish, infill development of “left-over” sites and demolition and redevelopment of existing properties will become fairly common and necessary practices.
- b. The concept of “New Urbanism” essentially provides for the integration of places to live, work, shop, and recreate in pedestrian oriented environment. We are currently witnessing the transformation of the downtown area into an Urban Center in proximity to a transit station. This type of urban center is commonly referred to as a Transit-Oriented Development (TOD). It has increased the hours of operation of downtown businesses, added more than 500 residential units, and created a more active and interesting environment, while still keeping Plano’s original business district intact.
- c. Cities across the country are trying to determine the role that post World War II subdivisions and shopping centers could assume, along with efforts to redevelop properties for more modern and efficient buildings.
- d. The term “Conservation District” applies to locations where restoration of structures to their original appearance may not be feasible. Instead, a series of common design standards are established to ensure the additions to existing structures or the construction of new buildings are consistent in basic form and symmetry. Although not officially called a Conservation District, the Douglass Community is zoned to ensure the height, roof pitches, and materials are consistent with those of existing homes. There is also a requirement for front porches because they have been a major component of the neighborhood for decades.

## **Section B: Challenges**

1. Limited Heritage Resources - Although Plano has 265,000± residents, its historic properties are relatively limited because more than 98% of its development has occurred since 1960. This increases the level of foresight and proactive efforts needed to provide for the preservation of existing and future resources. Effective preservation will require an approach that balances creativity with practicality.
2. Infill and Redevelopment - As available land continues to be developed, redevelopment of existing properties and infill development utilizing “left-over tracts” surrounded by existing development might threaten current and future heritage resources. With proper planning and foresight, infill, and redevelopment can be combined with heritage resources to create unique and vibrant environments.
3. Plano’s Geography - Downtown Plano and surrounding neighborhoods contain most of the community’s existing and potential heritage resources. The vast majority of Plano residents live, work, and shop in other locations, and do not have frequent

contact with these historic areas. Public awareness and education efforts are essential to remind residents of Plano's rich history.

4. Lack of Large, Active Preservation Groups - A number of local organizations are actively involved in focused preservation activities; but no single entity such as a Historic Preservation Society currently functions as a broad based, "grass roots" community preservation catalyst and organizer.
5. Limited Private Investment in Preservation Programs - Except for property owners who restore and preserve individual properties, private investment in preserving Plano's past and promoting its heritage is generally limited to organizations that receive the vast majority of funds from the City of Plano through its annual Heritage Preservation Grant program. In recent years, the number of applicants and sizes of requests have increased significantly. Last year, requests exceeded available funding by more than 40%, and this trend is likely to continue. Nonpublic sources will need to be identified and utilized in the future.
6. Prospective Heritage Resources - As Plano continues to mature as a community, other properties and districts will increase in historic significance, and appropriate measures to recognize and preserve them will be necessary. Age, in itself, has a very small role in establishing historic value of a property. The community must clearly define the determinants of heritage and ensure that they are applied in an equitable and consistent manner.

### **Section C: Opportunities**

1. Significant Public Investment in Preservation - The City of Plano's commitment to heritage preservation is represented by its annual reservation of a portion of hotel/motel tax receipts for Heritage Preservation activities. Since 1984, the city, Plano Independent School District, Collin County, and Collin County Community College District have combined to provide partial tax exemptions to owners of designated and contributing Heritage Resources to accommodate ongoing maintenance and restoration.
2. Ongoing Restoration of Individual Heritage Properties - The number of restored properties continues to increase as more home and business owners recognize the special attributes of heritage resources. There have also been two new homes built on vacant lots in a residential district that reflect the geometrical and architectural features of their surroundings.
3. Nonprofit Historic Museums - There are four historic museums with regular operating hours serving the community. They provide important opportunities for children and adults to learn about Plano's heritage and how the community has evolved over time.
4. Heritage Preservation Program - The city has one full time preservation planning position devoted to the program. Other positions in the Planning Department also contribute to the program as needed. In addition, the Building Inspections and Property Standards Departments also collaborate with the Heritage Preservation

Officer to ensure preservation related matters are addressed consistently and effectively.

## **CHAPTER IV: STRATEGIC FRAMEWORK**

A key component of the Heritage Preservation Plan includes a set of goals and strategies based upon the broad concepts of identification, preservation, and protection of the city's heritage resources. The goals and objectives below provide guidance and action steps for furthering heritage preservation in Plano. Each goal is supported by a set of objectives, including specific recommendations for accomplishing the objectives, thus furthering the overall goals.

### **Goal: Resource Identification, Preservation, and Interpretation**

#### ***Expand and enhance efforts to identify, preserve, and interpret heritage resources***

The following objectives promote efforts to identify, preserve, and interpret heritage resources in Plano:

1. Identify potential heritage resources within Plano.
  - a. Review the existing list of potential heritage resources identified in the 2002 Preservation Plan and amend list as needed.
  - b. Review Plano's list of potential heritage resources annually, and update the list as needed.
2. Improve understanding and documentation of Plano's existing heritage resources.
  - a. Maintain the computerization of the heritage properties inventory.
  - b. Update existing property files periodically to ensure the most current information is available.
3. Create a list of contributing and noncontributing heritage resources within the existing heritage districts to be approved by the Heritage Commission.
  - a. Establish criteria for identifying, contributing, and noncontributing structures within heritage districts.
  - b. Review all structures in existing districts to determine contributing status.
4. Update heritage district design guidelines as needed.

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### **Goal: Heritage Resource Designation**

#### ***Expand and enhance efforts to designate eligible heritage resources within the City of Plano.***

The following objectives promote heritage resource designation of eligible heritage resources within the city:

1. Update City of Plano's Criteria for Designation in the Heritage Preservation Ordinance.
    - a. Create standards for identifying mid-20th century heritage resources and districts.
    - b. Improve the designation process by making it more selective.
  2. Encourage properties identified as potential heritage resources identified in this Preservation Plan to be individually designated.
    - a. Notify property owners of their eligibility for designation, and educate them regarding the benefits and procedures for designation.
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**Goal: Promoting Preservation and Reinvestment in Historic Assets**

***Expand and enhance efforts to promote Plano's heritage resources as well as efforts to reinvest in Plano's historic areas.***

The following objectives promote preservation and reinvestment of heritage resources and historic areas:

1. Encourage the relocation of heritage structures in danger of demolition into existing heritage districts or neighborhoods that most closely resemble the original context that the structure existed in.
2. Promote property owner investment in heritage resources.
  - a. Encourage property owners to seek alternative funding sources and economic incentive programs for residential restoration.
  - b. Identify banks that may offer loans for home and commercial business preservation projects and create a brochure to promote and educate property owners about loan opportunities.
3. Encourage compatible building designs for new construction projects around Plano's heritage districts.
  - a. Include a Heritage Commission representative on any review committees for new development/redevelopment projects located near heritage districts in which the city is participating in the project.
  - b. Encourage the creation of home owners associations in Plano's older neighborhoods where they do not exist.
4. Encourage the rehabilitation of historic properties using new products in compliance with the Secretary of the Interior's Standards.

Evaluate the use of new products and materials when the use of historic materials is not possible.

5. Increase heritage tourism within Plano.
    - a. Work with the city's Convention and Visitor's Bureau to increase heritage tourism and promotional efforts for the museums and districts.
    - b. Install better way-finding signage leading to Plano's heritage districts.
  6. Promote events in and around Plano's historic areas.
    - a. Encourage the downtown merchants and Haggard Park neighborhood to enhance existing events by promoting awareness of Plano's heritage resources.
    - b. Encourage more participation from Plano's preservation community in the existing downtown events.
  7. Continue to better physically connect Plano's historic areas to the rest of the city.
    - a. Continue to use and expand public transportation that will include destination stops in or near Plano's heritage districts.
    - b. Continue to promote the use of hike and bike trails that connect Plano's heritage districts to other areas of the city.
    - c. Continue to encourage new development near Plano's historic areas to respect the connections to the heritage districts and be sensitive to the scale and orientation of existing buildings within the districts.
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#### **Goal: Education and Community Outreach**

##### ***Increase awareness, understanding, and appreciation of Plano's heritage resources.***

The following objectives provide for increased understanding and awareness of heritage resources in Plano:

1. Better distribute information regarding Heritage Preservation in Plano using the internet and possibly other social media outlets.
2. Educate property owners on proper procedures for making improvements to their heritage resources.

Mail out reminder post cards or emails to heritage property owners refreshing them on the types of projects that require Certificates of Appropriateness and what the application procedure is.

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#### **Goal: Implementation/Administrative**

##### ***Continue and improve efforts to provide assistance to decision makers for the City of Plano regarding heritage preservation issues.***

The following objectives promote efforts to assist decision makers for the City of Plano organization, including City Council, appointed boards and commissions, and staff regarding heritage preservation issues:

1. Continue to ensure that City of Plano's Heritage Preservation Program is consistent with the Comprehensive Plan.
2. Provide information and guidance to the Planning & Zoning Commission and the City Council as needed to further their understanding of Heritage Preservation related issues and to aid in their decision making process.
  - a. Develop a list of city owned properties that may be potential heritage resources to help aid the Planning & Zoning Commission and the City Council in their decision making process regarding these properties.
  - b. Foster communication between the Heritage Commission and the Planning & Zoning Commission, as well as the City Council, regarding development projects and rezoning cases that have the potential to affect Plano's heritage resources, earlier in the review and approval process, where possible.
3. Continue to work with city building inspectors to make sure that projects requiring a Certificate of Appropriateness (CA) are constructed in accordance with the approved plans.

Create a process for the Heritage Preservation Officer to participate in the inspection process.

4. Create subcommittees of Heritage Commissioners on an as needed basis to aid the entire Heritage Commission with various projects that may arise.
5. Encourage the designation of city owned properties that may be eligible for designation as heritage resources.

## **CHAPTER V: SUMMARY**

Plano has grown from a small rural farming community to a major economic center and “first tier” city within the North Texas region. Growth and development, as well as redevelopment, continue to move forward and shape the city’s future and the future of heritage preservation within Plano. Heritage preservation has become much more than saving bricks and mortar. It is a social, economic, and cultural endeavor. The Preservation Plan is intended to help direct a coordinated and effective preservation effort in Plano. The plan outlines key issues, goals, and initiatives for the protection of Plano’s history and heritage resources. The key issues are within the areas of heritage resource identification, preservation and interpretation, heritage resource designation, promotion, and reinvestment in historic assets, education and community outreach, and implementation and administration of heritage preservation programs.

The stakeholders in preserving Plano’s heritage include citizens, business owners, property owners, visitors, museums, and other nonprofit agencies, and the City of Plano. The recommendations made in this plan will provide the basic tools and objectives to facilitate stewardship of Plano’s historic fabric, so that the stakeholders of the future have pride in the community’s heritage and continue to be effective stewards of the legacies our city has inherited and will continue to inherit.

## **Appendix**

### **A: Plano's Current Preservation Program**

#### 1. Planning and Administration

- a. Certified Local Government - The City of Plano is a Certified Local Government (CLG). This distinction recognizes a municipality's commitment to historic preservation, and encourages the continuation of preservation efforts through community planning and public participation. The National Park Service, U.S. Department of the Interior, grants certification through the Texas Historical Commission. To qualify for CLG status, cities must do the following:
  - Write and enact a preservation ordinance for the designation and review of historic properties, using a national model that ensures the legal and effective protection of properties;
  - Set up an adequate and qualified review commission for historic preservation (locally, the Heritage Commission) composed of professional and lay members who show a demonstrated interest in preservation;
  - Implement and maintain a system for the survey and inventory of historic properties; and
  - Provide for public participation in the local historic preservation program.

Certified Local Governments also play an important role in the designation process for the National Register of Historic Places. Under this process, the Heritage Commission is responsible for verifying the accuracy of applications and for conducting public hearings on designations. The application is then forwarded to the Texas Historical Commission for review and approval. Approved nominations are then forwarded to the National Park Service for inclusion on the National Register.

- b. Heritage Preservation Officer - The City of Plano retains a full time staff person for historic preservation planning who acts as the Heritage Preservation Officer. The Heritage Preservation Officer is responsible for reviewing Heritage Resource Designation and CA applications, and providing recommendations and guidance to Plano's Heritage Commission. They also aid the Heritage Commission in overseeing Plano's Heritage Preservation incentive programs. Much of the Heritage Preservation Officer's time is devoted to public assistance and education, and monitoring the status of historic structures. The Planning Department and the Heritage Preservation Officer coordinate directly with the Building Inspections and Property Standards Department to make sure that construction and demolition permits are issued in compliance with preservation regulations and that designated properties are maintained in accordance with applicable standards and regulations.

- c. Heritage Commission - The Heritage Commission is a seven member board appointed by the Mayor and City Council to protect the city's unique cultural and architectural heritage. It has many roles including serving as an advisor to the City Council regarding heritage preservation matters; acting as a regulatory body and reviewing applications for Heritage Resources Designation and CAs; and promoting and advocating heritage preservation. The Commission also oversees specific programs delegated to them, including the Historic Tax Exemption and Heritage Preservation Grant programs.

## 2. Processes

- a. Heritage Resource Designation - Heritage resources are historic, cultural, or natural resources which have been identified by its community as representative of the history of the area and of importance to the population. These resources may be, but are not limited to, buildings, sites, districts, cemeteries, etc. When a heritage resource is locally designated in Plano, it means that that resource has been officially recognized by the Heritage Commission and City Council as culturally and architecturally significant. A property may be individually designated or designated as part of a district. The purpose of designating a historic property or area is to bring it to the attention of the general public, protect it from inappropriate changes or demolition, and partially shield it from governmental actions (e.g., road construction).

Property owners, the Heritage Commission, the Planning & Zoning Commission, or City Council may initiate the designation of a property or district as historic. To begin this procedure, the interested party must submit an application to the City of Plano's Heritage Preservation Officer fully describing the property and documenting its historical importance. The Heritage Preservation Officer will then forward the completed applications to the Commission for its action. Approved applications will be forwarded to the Planning & Zoning Commission for its recommendation, and then to the City Council for final action.

Properties must meet one or more of the City of Plano's Criteria for Designation in order to be approved. The following is the City of Plano's criteria for designation:

1. Character, interest, or value as a part of the development, heritage or cultural characteristics of the city, the state ,or the United States;
2. Location as the site of a significant historic event;
3. Identification with a person who significantly contributed to the culture and development of the city;
4. Exemplification of the cultural, economic, social, or historical heritage of the city;
5. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;

6. Embodiment of distinguishing characteristics of an architectural type or specimen;
7. Identification as the work of an architect or master builder whose individual work has influenced the development of the city;
8. Embodiment of elements of architectural design, detail, materials, or craftsmanship;
9. Relationship to other distinctive buildings, sites, or areas which are eligible for preservation according to a plan based on historic, cultural, or architectural motif;
10. Unique location of singular physical characteristics representing an established and familiar visual feature of a neighborhood, community, or the city;
11. Archaeological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest;
12. Value as an aspect of community sentiment or public pride; and
13. Input from affected property owners.

Although designation does involve certain regulations, it does not do the following:

- Restrict the use to which property is put;
  - Restrict the sale of property;
  - Require approval of interior changes or alterations;
  - Prevent new construction within historic areas; and
  - Require approval for ordinary maintenance.
- b. Certificates of Appropriateness - Before the owner of a designated historic property makes changes to his/her property, a CA must be approved in accordance with the district guidelines and the Secretary of the Interiors Standards for Rehabilitation to ensure that proposed alterations are in keeping with the architectural character of the district or resource. The intent of this program is to balance the rights of property owners with the public interest in preserving the structure. Alterations must be reviewed and approved for doors, windows, roofs, masonry work, woodwork, exterior light fixtures, signs, sidewalks, fences, steps, paving, and other exterior elements that are visible from the public right-of-way and which affect the appearance and compatibility of the historic resource.

Before and during the process of applying for a CA, owners are strongly advised to consult with the city's Heritage Preservation Officer to discuss the proposed work. If the officer advises changes to the proposed work, he will consult with the applicant before forwarding the application to the Heritage Commission. The Heritage Commission may also require changes to the proposal before approving

it. If the Commission approves the certificate, a building permit will be issued. If it is denied, the applicant may appeal the denial to the City Council, which may issue the CA itself. CAs are generally scheduled for review by the Heritage Commission within 30 days after the application is filed.

### 3. Programs

- a. Historic Tax Exemption - The tax exemption ordinance was originally passed by City Council in 1984 for the purpose of providing tax relief needed to encourage preservation and maintenance of the historic structures of the city. The money saved by participating in the program is meant to be used by the participant to make improvements and repairs to the structure or site. During 1992, the four property taxing authorities (Collin County, City of Plano, Plano Independent School District, and Collin County Community College District) began offering these tax abatements to designated Heritage Resources. The Historic Tax Exemption Program offers a partial exemption based on the improvements value on the heritage property; the exemption will not affect any portion of the property taxes related to land. The percentage of tax exemption for which a property is eligible is based on the class of the historic structure as further defined below.
- **Class A Structures** - Structures occupied exclusively for residential purposes and individually designated as a local historic resource could potentially receive a 100% exemption.
  - **Class B Structures** - Structures occupied in whole or in part for purposes other than residential and individually designated as a local historic resource could potentially receive a 50% exemption.
  - **Class C Structures** - Structures occupied exclusively for residential purposes and noted as a contributing resource in a locally designated historic district could potentially receive a 75% exemption.
  - **Class D Structures** - Structures occupied in whole or in part for purposes other than residential and noted as a contributing resource in a locally designated historic district could potentially receive a 38% exemption.

Participating properties are inspected annually by the Heritage Commission and staff to ensure that the structures are being adequately maintained. A list of maintenance/repair items, if any, is generated for each participating property during the survey. Property owners are required to complete the listed items prior to the next survey in order to remain in the program.

- b. Heritage Preservation Grants - The City of Plano offers a Heritage Preservation Grant to local nonprofit organizations that support heritage preservation and heritage tourism in Plano. This grant program, and the amount of funds awarded is available as funds permit. Grant funds may be used for projects consisting of historic programming, historic preservation advocacy, and some historic restoration projects. Funds to support this grant are generated by Plano's hotel/motel tax revenue; therefore, the projects or programs funded by the grant

program must demonstrate how they will promote tourism in Plano and support Plano's hospitality industry.

**B: Plano's Major Historic Assets** *(Under Construction)*

**C: Definition of Architectural Styles** *(Under Construction)*

**D: Glossary of Terms** *(Under Construction)*

**E: Community Feedback** *(Under Construction)*

**F: Bibliography** *(Under Construction)*