Plano City of Excellence | Memorandum

Date: September 29, 2018

To: Bruce Glasscock, City Manager
Jack Carr, P.E., Deputy City Manager

From: Christina D. Day, AICP, Director of Planning
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Subject: **Preservation Plano 150 - Connecting History, Culture, Community**

In 1981, the City Council adopted Plano's first Preservation Plan, a policy document which identified properties of historic value and outlined the public and private actions necessary to protect Plano's historic resources. In January 2018, the City of Plano began the fifth update to the Preservation Plan, known as Preservation Plano 150: Connecting History, Culture, Community, to guide heritage preservation efforts through 2023 and the 150th anniversary of the founding of Plano. The purpose of this memorandum is to update the City Council on the purpose and process to date, as well as briefly summarizing the draft Plan.

Public Outreach

A primary goal of the project was to develop a plan based upon community values and feedback. This was done through a variety of methods, including three public workshops, stakeholder meetings, and an online survey. A major finding from public feedback received was that the regulatory framework for preservation in Plano is sufficient; however, more could be done to educate and raise awareness across the city about Plano's history and its historic resources. Methods used to advertise the plan and solicit feedback included:

- Project Website – www.preservationplano150.com
  The project website was the primary source for the public to review information about the plan. Information accessible on the website included a summary of the project, links to past preservation plans, meeting dates and materials, online survey results, draft plan revisions, survey data, and much more.

- Online Survey and Interactive Map
  An online survey was available for three months for the public to comment on various opportunities and challenges facing the program. Over 215 responses to the survey were provided, all of which are available on the project website. The results of the online survey were used to formulate the goals, policies, and actions in Chapter 6 of the draft plan. An interactive map was offered to allow public input on the location of potential historic resources for purposes contributing to Chapter 5.

- Public Workshops
  Three workshops were held where the public was invited to participate and comment on the development of the draft plan:

  - Workshop #1: January 31, 2018 at Plano Event Center. The purpose of this workshop was to solicit feedback on the challenges and opportunities for preservation in Plano. 16 people attended this event.

- Workshop #2: May 10, 2018 at Harrington Library. The purpose of this workshop to the gather input on the initial findings regarding Potential Heritage Resources, the Plano Story timeline, and the Goals, Policies, and Actions. 40 people attended this event.

- Workshop #3: August 30, 2018 at Harrington Library. The purpose of this workshop was to take comment on the completed draft Plan. 36 people attended this event.

- Timeline Focus Group
  A focus group was hosted on May 10, 2018 with several long-time residents and members of the community to review the initial version of The Plano Story timeline.

- Social Media
  The City of Plano Facebook, Twitter, and Next Door were used to advertise meeting dates, the online survey, and the posting of the draft plan to the project website.

- Mailings
  A postcard was mailed to properties surveyed as part of the Preservation Plan update and letters were also mailed to all properties which were ultimately included in the plan as Potential Heritage Resources (see Chapter 5 below).

Draft Plan

Preservation Plano 150 is intended to be a highly graphic and user-friendly document with useful information for a variety of audiences. The draft plan is available for review on the project website: www.preservationplano150.com. Contents are summarized as follows:

- Chapter 1 – Introduction
  This chapter includes the purpose of the Plan, how it was developed, how to use the Plan, and the vision statement. It also includes a note that development of the plan was funded in part by a grant from the Texas Historical Commission.

- Chapter 2 – Why Preserve?
  This chapter explores the various aspects of historic preservation, including why it is important and who is involved. Benefits include connecting with the past, livability and quality of life, construction quality, adaptability, economic incentives, and sustainable building practices. Key partners in Plano are listed, with links to more information for those who are interested.

- Chapter 3 – The Plano Story
  A new and unique component of this Plan is a timeline of Plano history outlining major events and illustrating "The Plano Story" in eight significant eras. Interesting facts, themes, and stories have also been included to provide context to these eras. From Plano's first pioneer settlers in the mid-19th century, to small-town Plano in the early 20th century, to the rapid growth and major developments of the 21st century, each era played a unique and instrumental role in creating the Plano we know today.

- Chapter 4 – Preservation in Plano
  This chapter provides useful information about the state of the existing heritage preservation program, including an inventory of Plano's designated heritage resources, descriptions of the tax exemption and grant programs, and links to guidelines and regulations. A graphic timeline showing the history of the program is also included.

- Chapter 5 – Potential Heritage Resources
  As of the Preservation Plan update, a team of architectural historians reviewed a city-wide survey of structures built prior to 1960 and of subdivisions constructed between 1960 and 1969. The purpose of this survey was to update the city's list of Potential Heritage Resources (PHR), which identifies structures, districts, and cemeteries eligible for local designation based upon established criteria in the Heritage Preservation Ordinance. Results of the survey found 4% of structures eligible for designation as individual resources and 2% of subdivisions eligible for designation as heritage districts. Additional research was recommended for seven structures and six subdivisions, which have been included in the draft Plan under "More Research Required." The list of Potential Heritage Resources is informational only and does not subject any property to additional restrictions or Heritage Commission review.

- Chapter 6 – Issues & Recommendations
  Chapter 6 summarizes the public feedback received in the initial phases of the project and recommends actions to address key issues facing the program. This chapter is divided into seven components including:
  1. Survey
  2. Growth & Redevelopment
  3. Emerging Trends
  4. Placemaking & Community Design
  5. Education & Awareness
  6. Protections & Benefits
  7. Program Administration

- Appendix
  The appendix of the plan includes several major components that support findings of the Plan and implementation:
  - Appendix A – Implementation Matrix
  - Appendix B – 2018 Potential Historic Assets Survey
  - Appendix C – Architectural Style Guide
  - Appendix D – Public Outreach Materials
  - Appendix E – Bibliography

Scheduled Next Steps

October 23, 2018 – Heritage Commission Consideration
November 5, 2018 – Planning & Zoning Commission Consideration
November 26, 2018 – City Council Consideration

Summary

Building upon the success of previous plans dating back to 1981, Preservation Plano 150 uses highly graphic and user-friendly content to reach new audiences. Based upon months of public feedback and discussion, this Plan will provide direction to the city's heritage preservation program and partners through the next five years.