

# Historic District Design Guidelines

## Planning & Development Department

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Project Manager, Planning & Development Department

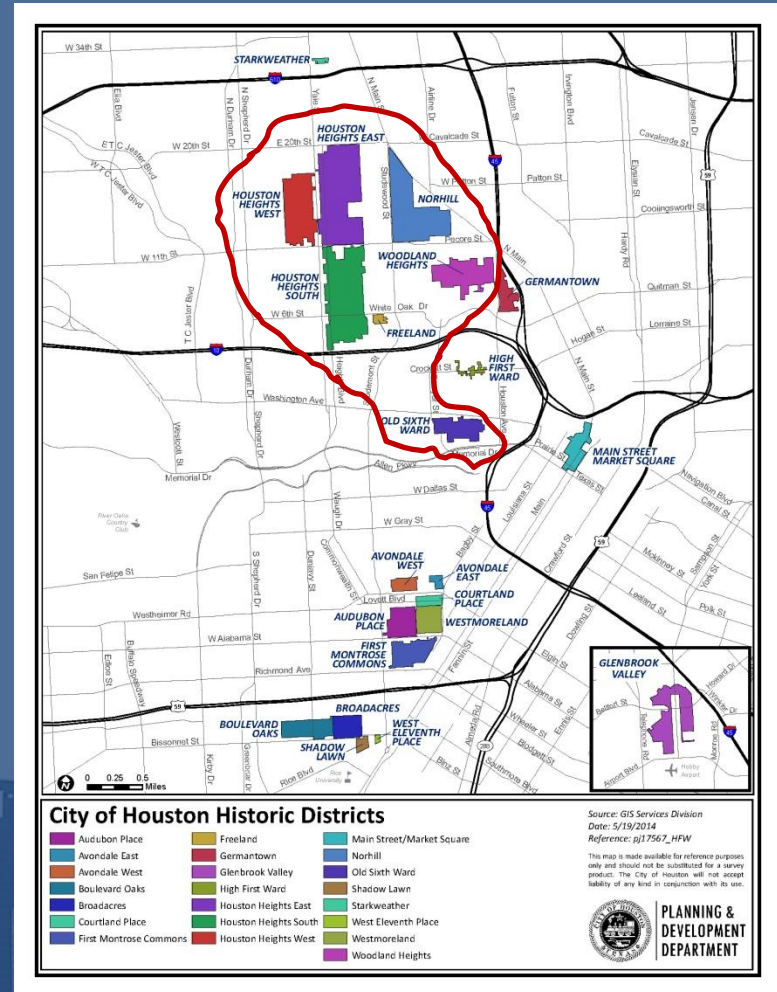
Houston City Council – Quality of Life Committee  
Wednesday, March 29, 2017



PLANNING &  
DEVELOPMENT  
DEPARTMENT

# Phase 1 Historic Districts

- Houston Heights East (C)
- Houston Heights West (C)
- Houston Heights South (C)
- Freeland (C)
- Norhill (H)
- Woodland Heights (H)
- Old Sixth Ward (update) (H)

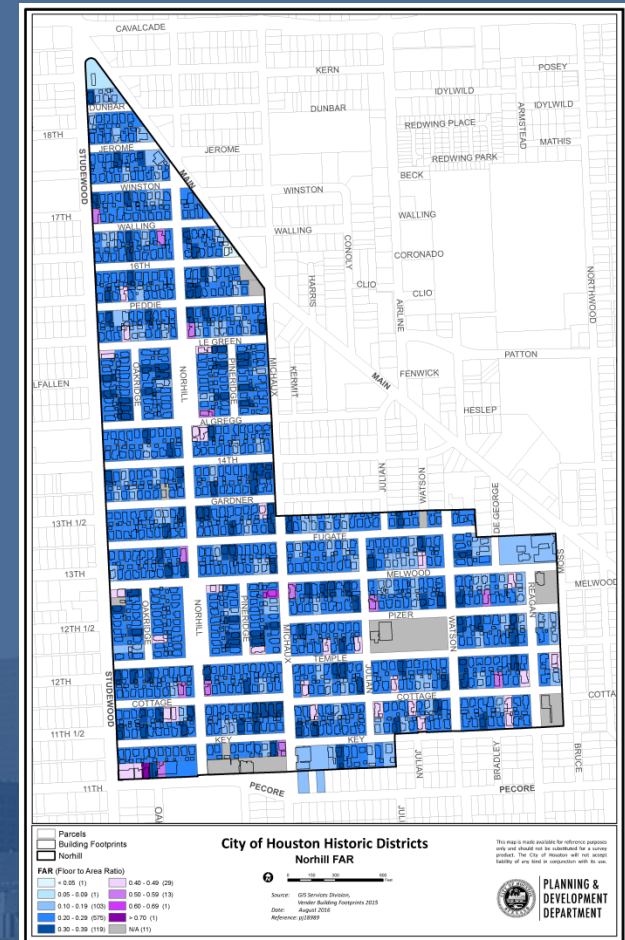
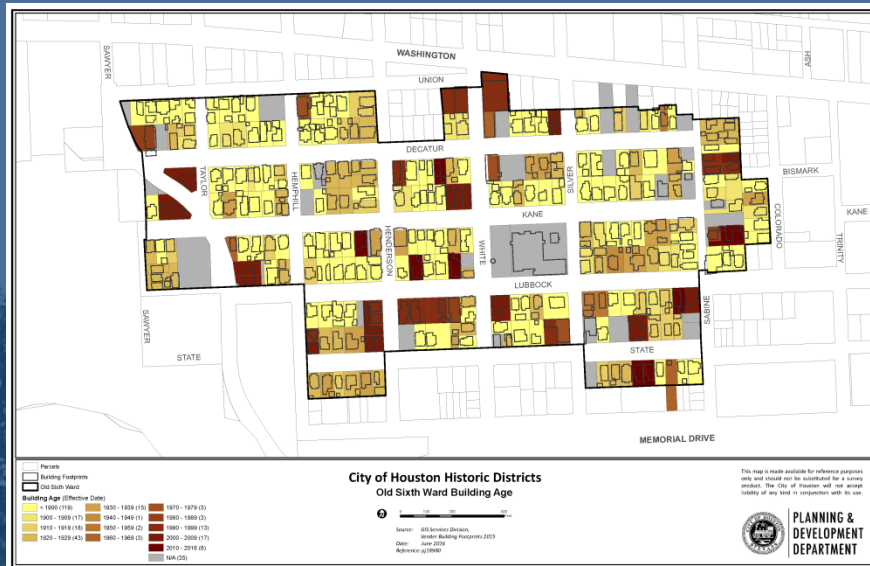


# Design Guidelines Development Process

Activity	Schedule
Community engagement/contracting	October 2015-April 2016
Data collection and analysis	May-August 2016
Community workshops (2)	September-December 2016
Compatible Design Survey	January 2017
Strategy Paper & Community workshop	February-March 2017
Draft Design Guidelines – Houston Heights	April-May 2017
Community workshop – Heights	June 2017
Revisions – Heights	July 2017
Final version delivered – Heights	August 2017

# Data Analysis

- Existing background information
- Site visits, photography
- Geographic Information System (GIS) data



Old Sixth Ward PHD, construction date

Norhill HD, FAR

# Community Outreach

- **Traditional Media Coverage/PR**
  - *Houston Chronicle*
  - *The Leader* (Heights community newspaper)
  - *Houston Matters/Houston Public Media*
- **Mailings to Property Owners (5 so far)**
  - Announcing project, community workshops, Compatible Design Survey
- **HTV recordings of community workshops (online)**
  - 100+ views of Workshop #1

# Community Outreach

- **Digital and Social Media**
  - Project webpage
  - Email list (historic preservation interest)
  - CitizensNet
  - P&D Twitter and Facebook posts
  - Neighborhood association email blasts, websites, NextDoor, Yahoo Groups, etc.

# HAHC and Advisory Committee

- **Winter & Co. meetings with HAHC and Advisory Committee**
  - in June and December 2016
- Will meet with them in March and June 2017
- Advisory Committee representatives:
  - Each neighborhood association
  - Greater Houston Builders Association
  - Houston Association of Realtors
  - American Institute of Architects (Houston)

# Focus Groups (September 2016)

- **Builder-Architect-Design community**
  - Invited all YTD 2016 COA applicants (approx. 100)
  - Received few responses; recruited 7 participants
- **Preservation Professionals (not COH staff)**
  - Preservation Houston
  - The Heritage Society
  - Houston Mod



# 15 Community Meetings (COH)

- Houston Heights Historic Districts meetings (December 8, 2015; January 14, February 16, April 26, 2016)
- Houston Heights Association (January 11, 2016)
- Community meeting for Freeland Historic District (April 12, 2016)
- Old Sixth Ward Protected Historic District Conservation Committee (April 13, 2016)
- Old Sixth Ward Neighborhood Association (April 18 and May 16, 2016)
- Community meeting for Norhill Historic District (June 15, 2016)
- Community meeting for Woodland Heights Historic District (June 20, 2016)
- Focus Group with Winter & Co. for Houston Heights residents (August 16, 2016)
- Norhill Deed Restrictions Committee (October 10, 2016)
- Old Sixth Ward Protected Historic District Conservation Committee (October 16, 2016; January 23, 2017)

# Community Workshops (Winter & Co.)

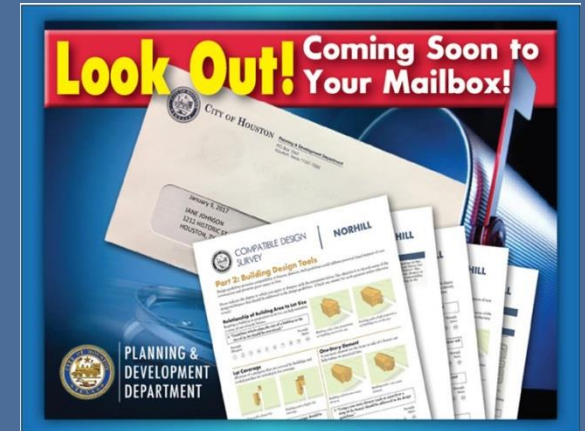
- All materials/exercises also available online
- September 27, 2016 — 104 people attended in person;  
46 participated online
- December 1, 2016 —  
54 people attended;  
47 participated online
- Next workshops:  
March 30 and June 20, 2017



*Old Sixth Ward property owners*

# Compatible Design Survey

- Mailed to owners of 3,486 properties
- Received 871 responses (25%)
  - Advance postcard to build awareness
  - Door hangers on owner-occupied properties immediately after survey mailed
  - Flyers in neighborhood coffee shops, retail
  - Presence at neighborhood holiday events (Houston Heights, Woodland Heights, Norhill)
- **Also invited builder/design community to provide input**  
(~100 2016 COA applicants)



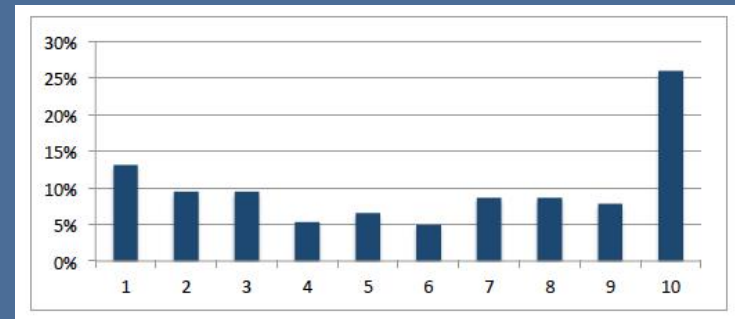
*Postcard*

# Survey Results

- Example of building model, chart of responses, and graph of responses



*Birds-eye view of building scenario*



*Survey data, responses in graph form*

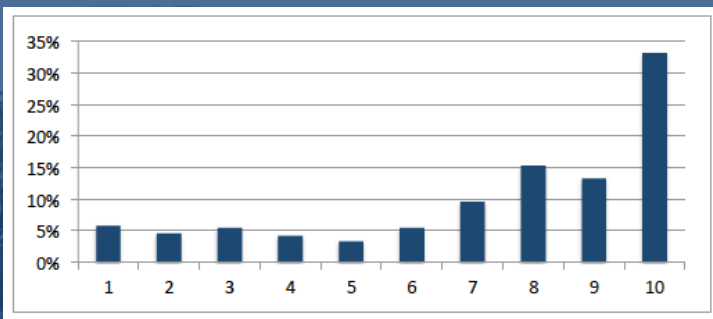
19. "Lot coverage is compatible."

Answer Options	Strongly Disagree					Strongly Agree					Rating Average	Response Count	
On-line Responses	13	5	6	4	7	5	10	8	10	27	6.48	95	
Mail-in Responses	19	18	17	9	9	7	11	13	9	36	5.75	148	
<b>Total Responses</b>	<b>32</b>	<b>23</b>	<b>23</b>	<b>13</b>	<b>16</b>	<b>12</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>63</b>	<b>24.30</b>	<b>243</b>	
Response Percentages	13%	9%	9%	5%	7%	5%	9%	9%	8%	26%			
	37%					51%							
												answered question	243
												skipped question	9

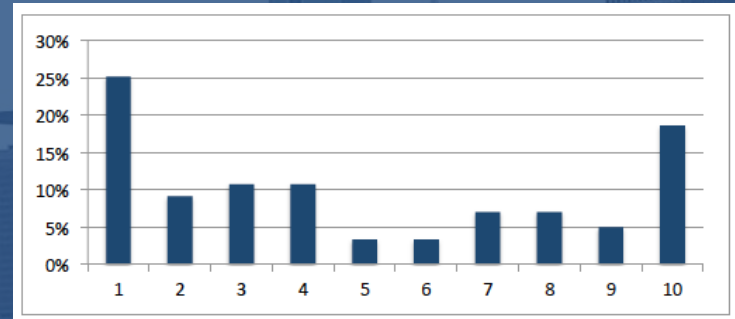
*Survey data, showing number of responses for each data point*

# Survey Results

- Community responded more positively to smaller scenarios



*High degree of agreement that a small addition (above) is compatible*



*Most respondents disagree that large new house is compatible*

# Strategy Paper

- **Preservation principles**
  - Build awareness
  - Develop knowledge and understanding
- **Project process recap**
- **Findings and recommendations**
  - Community preferences
  - Potential Measurable Building Tools/Standards
  - Sample design guidelines pages, graphics

# Next Steps

- **Strategy Paper available for review – March 16**
- **Community workshop – March 30**
- **All comments due – April 9**
- **Draft Houston Heights Design Guidelines**
  - Draft for staff review – April 28
  - Staff comments due – May 12
  - Draft for public review – June 2
  - Community workshop – June 20
  - Final products – August 7