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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community engagement/contracting</td>
<td>October 2015-April 2016</td>
</tr>
<tr>
<td>Data collection and analysis</td>
<td>May-August 2016</td>
</tr>
<tr>
<td>Community workshops (2)</td>
<td>September-December 2016</td>
</tr>
<tr>
<td>Compatible Design Survey</td>
<td>January 2017</td>
</tr>
<tr>
<td><strong>Strategy Paper &amp; Community workshop</strong></td>
<td>February-March 2017</td>
</tr>
<tr>
<td>Draft Design Guidelines – Houston Heights</td>
<td>April-May 2017</td>
</tr>
<tr>
<td>Community workshop – Heights</td>
<td>June 2017</td>
</tr>
<tr>
<td>Revisions – Heights</td>
<td>July 2017</td>
</tr>
<tr>
<td>Final version delivered – Heights</td>
<td>August 2017</td>
</tr>
</tbody>
</table>
Data Analysis

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

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