

FINAL REPORT  
McALLEN HISTORIC PRESERVATION PLAN

PROJECT NO. 10-08-S07

SEPTEMBER 2009



PREPARED FOR:  
CITY OF McALLEN  
PLANNING DEPARTMENT

PREPARED BY:  
HARDY•HECK•MOORE, INC  
AUSTIN, TEXAS

CLARION ASSOCIATES  
DENVER, COLORADO



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**FUNDED IN PART BY A CERTIFIED LOCAL GOVERNMENT GRANT FROM THE NATIONAL  
PARK SERVICE, U.S. DEPARTMENT OF THE INTERIOR, AS ADMINISTERED BY THE  
TEXAS HISTORICAL COMMISSION**

## EXECUTIVE SUMMARY

In early 2009, the City of McAllen contracted Hardy-Heck-Moore, Inc. and Clarion Associates to complete a citywide historic preservation plan, along with design guidelines for the Las Palmas local historic district and the S. 17<sup>th</sup> Street area of downtown. The project was funded in part by a grant through the Certified Local Government (CLG) Program of the National Park Service, administered by the Texas Historical Commission (THC). The goals of the historic preservation plan were to examine the existing condition of historic preservation in McAllen and to develop strategies to survey and document historic resources, develop new incentives to promote preservation, encourage local education, and enhance heritage tourism. To this end, in March 2009 the project team conducted a series of community focus groups and a public forum, as well as a windshield survey within the 1962 annexation boundaries of the City of McAllen.

The resulting preservation plan sets forth a series of action items that create synergy between historic preservation and ongoing economic development and urban redevelopment efforts. The vision guiding the preservation plan depicts a vibrant city with prioritized significant historic resources and historic districts, where appropriate rehabilitation is guided by a smooth and efficient public review process, surrounded by dynamic urban fabric. This vision is guided by five key themes that express the values of McAllen's citizens: downtown revitalization, neighborhood stabilization, education, heritage tourism development, and efficient preservation program administration. These themes are translated into the following ten action items to promote visible, physical preservation of historic properties:

1. Fine Tune and Improve Historic Preservation Ordinance
2. Publicize and Supplement Existing Tax Incentives
3. Facilitate the Establishment of a Non-Profit Preservation Partner
4. Build Internal City Support for Preservation
5. Survey and Document Historic Resources
6. Protect and Rehabilitate the S. 17<sup>th</sup> Street Entertainment District
7. Use Complementary Planning Tools for Buffers Surrounding Historic Districts
8. Designate a Commercial Conservation District Downtown
9. Develop a Heritage Tourism Strategy
10. Create a Model Farm

To conclude, these action items are integrated into an implementation matrix, which assigns specific tasks to responsible parties and sets a target implementation date. A series of appendices supports the preservation plan and provides the additional information necessary to guide its implementation.

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## ACKNOWLEDGEMENTS

The City of McAllen, in partnership with Hardy-Heck-Moore, Inc. and Clarion Associates, would like to thank the following parties who contributed their valuable time and input to ensure that this historic preservation plan represents the interests and priorities of McAllen's diverse constituencies:

- City of McAllen Planning Department
- City of McAllen Engineering Department
- City of McAllen Parks & Recreation Department
- Futuro McAllen
- Heart of the City
- Keep McAllen Beautiful
- McAllen Arts Council
- McAllen Chamber of Commerce
- McAllen City Architect
- McAllen City Commissioner John Ingram
- McAllen City Management
- McAllen Economic Development Commission
- McAllen Heritage Center
- McAllen Historic Preservation Council
- McAllen Planning & Zoning Board
- McAllen Public Library
- McAllen Public Works Department
- Property owners of S. 17<sup>th</sup> Street Commercial and Entertainment District
- Property owners of the Las Palmas Historic District



This project was funded in part through a Certified Local Government Grant from the National Park Service, U.S. Department of the Interior, as administered by the Texas Historical Commission. The contents and opinions, however, do not necessarily reflect the views and policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior. This program receives Federal funds from the National Park Service. Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination in departmental Federally Assisted Programs on the basis of race, color, national origin, age, or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of Federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, P.O. Box 37127, Washington, DC 20013-7127.

## INTRODUCTION



*Figure 1. Historic postcard with view looking north on S. Main Street.*

The City of McAllen, with a grant through the Certified Local Government (CLG) Program from the National Park Service (NPS), U.S. Department of the Interior, as administered by the Texas Historical Commission (THC), commissioned Hardy-Heck-Moore, Inc. (HHM) and Clarion Associates to prepare a citywide Historic Preservation Plan for the City of McAllen in early 2009. The objectives of the historic preservation plan are to analyze the existing condition of the historic preservation process in McAllen and to recommend future strategies to enhance preservation. To analyze the existing condition of

historic preservation, the project team travelled to McAllen in March 2009 to gather data about the existing preservation process, facilitate a series of community focus groups and public forums, and conduct a windshield survey to locate potentially significant historic-age resources in McAllen.

### Overview of the Planning Process

Using the archives of the City of McAllen Planning Department, project staff collected documentation regarding the existing McAllen historic preservation ordinance, the current process for designating a local historic landmark or historic district, the current process for filing an application for a Certificate of Appropriateness, and other City of McAllen Planning Department initiatives. Through in-depth consultation with City of McAllen staff and analysis of documentation, the project team constructed an understanding of the strengths and weaknesses of the existing policies and procedures relating to historic preservation in McAllen.

Community focus groups and the public forum were organized with the assistance of Xavier Cervantes, FAICP, City of McAllen Neighborhood Planner, and Julianne R. Rankin, FAICP, City of McAllen Planning Director. Together, the project team and the City of McAllen staff identified preservation stakeholders, including:

- Property owners of the Las Palmas Historic District;
- Property owners of 17th Street Downtown;
- Heart of the City;
- Keep McAllen Beautiful;
- McAllen Arts Council;
- McAllen Chamber of Commerce;
- McAllen Heritage Center;
- McAllen City Architect;
- McAllen City Engineering Department;
- McAllen City Management;
- McAllen Economic Development Corporation;
- McAllen Parks and Recreation Department;
- McAllen Planning Department;
- McAllen Public Library; and,
- McAllen Public Works Department.

Focus group meetings were held with each stakeholder to gauge attitudes toward historic preservation and to solicit input regarding potential strategies to encourage future preservation. In addition, an open public meeting was held on the evening of March 19, 2009, in the McAllen City Commission chambers. The meeting was advertised in the local news media, and a flyer advertising the public forum was posted on the City of McAllen website more than two weeks in advance. During the public forum, attended by approximately 70 community members, project staff summarized the findings of data collection efforts and public forums, and community members were invited to express their goals for the historic preservation plan and to share ideas for strategies to encourage historic preservation in McAllen.



Figure 2. Article from the McAllen Monitor chronicling the public input process.

While in McAllen, the project team conducted a windshield survey of all areas annexed into the City of McAllen by 1962. The windshield survey investigated each residential subdivision and commercial corridor within the 1962 boundaries of McAllen in order to identify concentrations of historic-age resources and recommend areas for future historic resources surveys and potential local historic districts. In addition, the windshield survey noted representative examples of significant individual resources with potential for local landmark nomination; however, the windshield survey was not comprehensive, and a comprehensive citywide survey would be necessary to identify all potential local landmarks in McAllen.

### **Organization of the Plan**

The combined findings of the project team's analysis, the public forums, and the windshield survey are detailed in the following McAllen Historic Preservation Plan. The plan is organized into the following sections:

- Public Value of Historic Preservation;
- Existing Condition of Historic Preservation in McAllen;
- Strategies for Action; and,
- Appendices A – C.

Each section is presented in a clear, accessible format. The core of the Historic Preservation Plan is the Implementation Matrix of Strategies for Action (*Table 2*). The preservation plan aims to provide a clear framework of attainable goals to enhance the future preservation of the historic resources in McAllen, and ensure that the city's rich cultural heritage and unique character remain intact for the education, enjoyment, and economic benefit of future generations.

## HISTORIC PRESERVATION IN McALLEN TODAY

Over the past ten years, the citizens of McAllen have taken significant steps to promote historic preservation by adopting a preservation ordinance, completing a historic resources survey, and enacting tax incentives for local historic landmarks and districts. The following discussion places McAllen's preservation efforts within the context of preservation practices across Texas and the nation. As the foundation of this discussion, the widely-accepted benefits of historic preservation are set forth. Then, to gain perspective on community goals for preservation, the attitudes and public opinion of McAllen's citizens toward historic preservation are described. Community input was used to determine the character-defining physical features of McAllen that should be preserved, which are identified next. Finally, the discussion in this section evaluates current McAllen preservation regulations and programs, including the existing preservation ordinance, current tax incentives and grant opportunities, the existing cultural resources survey, as well as the existing structure of the McAllen Historic Preservation Office staff and Historic Landmarks Council and the consistency of existing preservation regulations and programs with other City of McAllen planning initiatives, such as the Unified Development Code and *Foresight McAllen*, a comprehensive plan recently published by the City of McAllen.

### The Benefits of Historic Preservation

Throughout Texas and across the United States, communities increasingly have recognized that historic preservation brings value to civic life in many ways. Over the past few decades, numerous studies have affirmed the benefits of preserving and rehabilitating historic buildings – for the local economy, for educational value, and for community aesthetics.

- **Economic Benefits** – Historic preservation benefits the local economy by stimulating heritage tourism, attracting high-quality jobs, stabilizing housing prices, and encouraging community involvement. For example, property values in the Las Palmas Local Historic District are among the strongest and most stable in McAllen. In addition, historic preservation often leverages local investment with grant money and Federal tax incentives, multiplying the economic benefit of each dollar invested in McAllen's historic resources. Numerous case studies on the economic benefits of historic preservation have been conducted, and publications of many of these studies are available from the National Trust for Historic Preservation (*Appendix B*).
- **Educational Benefits** – A city with preserved historic districts and sites serves as a living classroom, educating the community about local history. In McAllen, the lingering remnants of historic canal systems illustrate to citizens and visitors that McAllen historically was an agricultural community dependent on irrigation from the Rio Grande. Similarly, the railroad lines running adjacent to the historic downtown and historic residential neighborhoods show the importance of the railroad to McAllen's commercial and residential development. Moreover, case studies available through the National Trust for Historic Preservation indicate that historic buildings provide an excellent educational environment, and many schools housed in historic buildings outperform their peer schools.
- **Aesthetic Benefits** – Well-preserved historic buildings and districts are appreciated as among the most valuable aesthetic assets of a community. The aesthetic appeal of historic buildings attracts people and encourages pedestrian activity. The popularity of events located among McAllen's historic buildings – such as the Art Walk, music festivals along S. 17<sup>th</sup> Street, and the downtown New Year's Eve celebration – demonstrate the intrinsic aesthetic appeal of historic buildings. In addition, McAllen's inventory of historic buildings illustrates a variety of architectural styles and construction methods that were

popular from the late nineteenth century through the mid-twentieth century, providing inspiration and reference for new, high-quality design.

### Public Opinion about Historic Preservation

For McAllen to fully reap the value of historic preservation, its preservation priorities should respond to the area's unique local character and to the values and goals of the local community. Through a series of focus groups and public forums, McAllen citizens voiced their value for historic preservation. The following quotes gathered through a public survey express the community's value for historic preservation:

- “*We are unique!*”
- “*It is critical to understand where you come from to grow in the future.*”
- “*Our future is built on our heritage. It is economically and culturally beneficial to preserve it.*”

When asked, “Do you believe Historic Preservation is a worthwhile goal,” over 94% of respondents said that they “Highly Agree,” and all of the remaining respondents said that they “Agree” as illustrated below in *Figure 3*. Detailed notes from focus groups and public forums are presented in *Appendix A* of this report.

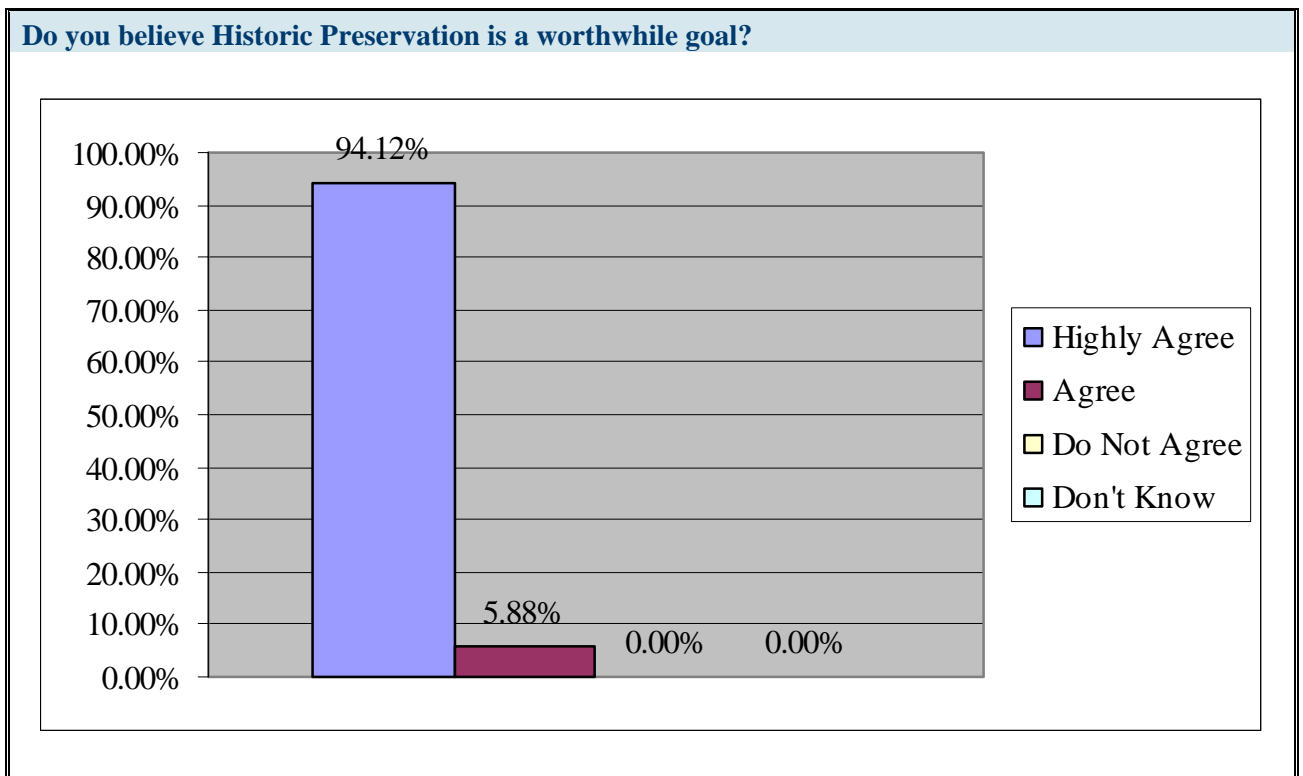


Figure 3. Chart illustrating support for preservation expressed through public surveys, March 2009.

### Character-Defining Features of McAllen

The benefits of historic preservation can be achieved by preserving the character-defining physical features recognized by the McAllen community. Together with the citizens of McAllen, the project team and the City of McAllen staff have identified a number of key character-defining features that make historic preservation in McAllen so significant, including:



- Irrigation-related structures and landscapes;
- Palm-lined boulevards;
- Vibrant, walkable historic commercial corridors;
- Colorful signage;
- Commercial awnings;
- Architecturally eclectic early twentieth-century neighborhoods;
- Mid-century Modern and Ranch Style residential neighborhoods;
- Historic neighborhood schools;
- Early twentieth-century agricultural complexes;
- Mexican-American cultural heritage sites; and,
- African-American cultural heritage sites.

The design guidelines that accompany this plan illustrate these character-defining features in detail. Preserving these character-defining features is essential to preserving McAllen's unique sense of place. In turn, McAllen's unique sense of place is an indispensable asset to promote downtown revitalization, neighborhood stabilization, heritage tourism, and education about McAllen's heritage. The following sections of this report will detail strategies to convert this overwhelming public support for preservation into visible, physical rehabilitation and maintenance of McAllen's historic resources.

### **Current McAllen Preservation Regulations and Programs**



*Figure 4. Historic commercial building on S. 17<sup>th</sup> Street in the Beatty & Folsom Subdivision. Photo by HHM.*

Since the City of McAllen enacted its first historic preservation ordinance in 2001, the City's preservation toolbox has included designation of local landmarks and historic districts, as well as regulatory review of demolitions and alterations to designated landmarks and historic districts. In 2005, the City of McAllen supplemented these tools with a Historic Resources Survey of the core area of the city, and in 2007 a series of tax incentives was implemented to encourage designation of local landmarks and historic districts. Existing tools lay a solid foundation; now is the opportune time to fine-tune existing approaches and also adopt

new tools. This section explores McAllen's current preservation policies in detail, in an effort to pinpoint obstacles to effective preservation to date and assess how to stimulate preservation in the future.

#### *Existing Ordinance*

The City of McAllen initially adopted a preservation ordinance in 2001 and amended this ordinance in 2004. While the existing historic preservation ordinance generally is clear and legally enforceable, some sections are vague or confusing (ORD 2004-75). For property owners to feel confident that the historic preservation process will follow a fair, just, well defined legal process, revisions to the existing historic preservation ordinance are necessary.

Detailed recommendations for revisions to the existing historic preservation ordinance were submitted in a memorandum from HHM Inc. and Clarion Associates to the City of McAllen Historic Preservation Office dated May 22, 2009. Major recommendations for revisions to the existing historic preservation ordinance include the following:

- Refine the classification system for historic resources, adding in a distinction between “contributing” and “noncontributing” resources in historic districts and clarifying the definition of “heritage resources;”
- Consider adopting a tiered review system for certificates of appropriateness in which a higher level of review and oversight is provided by the council for major projects (such as demolitions of designated landmarks and major additions) and administrative review is provided by the city’s Historic Preservation Officer for less significant activity (such as alterations to noncontributing properties); and,
- Designate the Historic Preservation Officer as the staff official responsible for reviewing certificate of appropriateness applications.

This memo also considered recommendations given to the City of McAllen from the THC as part of the tri-annual evaluation report on the City’s participation in the CLG program, dated September 5, 2008. The THC’s recommendations regarding the existing ordinance included the following:

- Reflect the designation of a local Historic Preservation Officer (HPO), as required by the state CLG program;
- Shift initial design review responsibility of Certificate of Appropriateness applications to the designated HPO or Planning Staff;
- Modify and/or remove the stipulated time constraints imposed;
- Address issues raised concerning the definition of overlay district;
- Consider allowing the Historic Preservation Council (HPC) to designate historic resources/districts with and without property owner consent;
- Allow the HPC to review modifications to properties that are less than 50 years old and located within a historic district, to ensure design compatibility;
- Address the issue of public participation and comment for adjoining property owners in the Certificate of Appropriateness application process;
- Address the CLG’s responsibility as a part of the Section 106 review process;
- Explore ways to streamline the review process of preservation activities among the HPO, HPC and other city staff; and,
- Stipulate an odd number to constitute a quorum of HPC members.

The process for adopting proposed revisions to the existing historic preservation ordinance will be administered by the City of McAllen Historic Preservation Office, in partnership with the City Attorney. The adoption of the revised ordinance will require public notice and a series of public hearings before the Historic Landmarks Council, the Planning Commission, and the City Commission.



### Existing Incentives

Currently, the McAllen historic preservation ordinance is supplemented by a generous ad valorem tax incentive program (ORD 2007-97). These tax incentives encourage property owners to designate local landmarks and historic districts, and also are intended to alleviate the cost of maintaining a historic building while ensuring that alterations comply with the requirements for the Certificate of Appropriateness set forth in the historic preservation ordinance. Under the current tax incentive program:

- Individually-designated landmarks may apply for an ad valorem tax exemption in perpetuity equal to 50 percent of the assessed value of the qualified building and/or structure and land;
- Heritage properties are eligible for an ad valorem tax freeze for ten years, which is a tax exemption equal to 100 percent of any increase in the assessed value of the qualified building and/or structure and land at the time the designation application was filed;
- Properties in a historic district may apply for an ad valorem tax exemption for five years equal to 100 percent of any increase in the assessed value of the qualified building and/or structure and land at the time the designation application was filed; and,
- Properties that are both individually-designated landmarks and listed on the National Register of Historic Places and/or designated as a Recorded Texas Historic Landmark may apply for an ad valorem tax exemption equal to 100 percent of the assessed value of the qualified building and/or structure and land.



Figure 5. Historic markers at the Sam and Marjorie Miller House, 707 North 15<sup>th</sup> Street, Las Palmas Local Historic District. Photo by HHM.

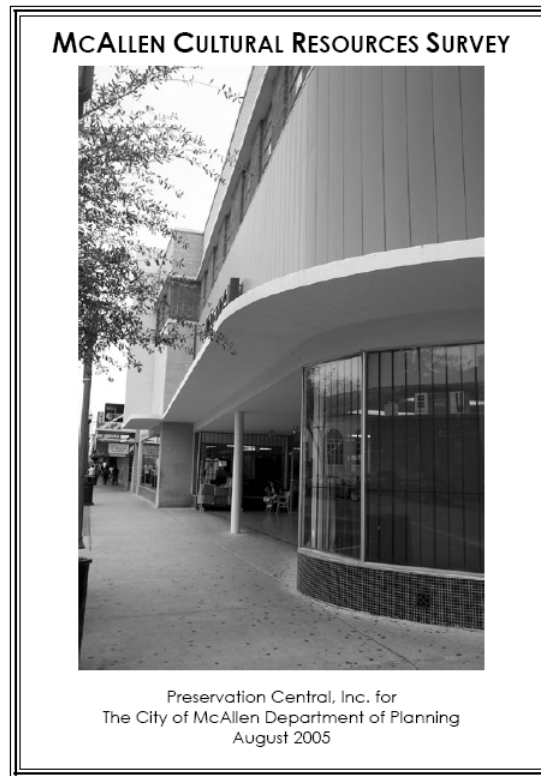
Because the ad valorem tax incentive ordinance is integrally related to the historic preservation ordinance, vague definitions in the historic preservation ordinance result in some confusion in interpreting the ad valorem tax incentive ordinance. For example, the reference to “properties in a historic district” should be revised to specify “contributing properties in a historic district” only (see *Appendix A*). Furthermore, information about the existing tax incentives is difficult to locate on the City of McAllen website.

These tax incentives have been relatively effective in creating positive attitudes toward historic landmark designation. However, the pace of designation of new landmarks has been relatively slow, which suggests that additional incentives that aid property owners in preparing landmark and historic district designation applications might be useful. In addition, existing incentives encourage maintenance of historic buildings, but they do not necessarily encourage rehabilitation. Another incentive program, such as a façade improvement grant program, may prove useful in encouraging restoration and rehabilitation of historic buildings (see *Strategies for Action, Action Item No. 2: Publicize and Supplement Existing Tax Incentives*).

### *Existing Cultural Resources Survey*

The 2005 McAllen Cultural Resources Survey documented historic resources constructed by 1960 within the original 1910 McAllen town site. The boundaries for this survey were Hackberry Avenue to the north, 10<sup>th</sup> Street to the east, Houston Avenue to the south, and 18<sup>th</sup>/ 19<sup>th</sup> (Bicentennial) Street to the west. This survey documented 1,155 cultural resources, assigning a preservation priority to each, recommended several eligible local and National Register historic districts, and recommended 29 individual properties eligible for local landmark and National Register designation.

The 2005 cultural resources survey successfully catalyzed community interest and involvement in historic preservation in McAllen. As a result of the survey, McAllen residents designated the Las Palmas Historic District as the city's first local historic district. Although the boundaries of the designated historic district were smaller than the boundaries recommended by the survey report, the public forums held to discuss the designation publicized McAllen's preservation policies and demonstrated how the process works.



*Figure 6. Cover image from 2005 Cultural Resources Survey. Image from the 2005 McAllen Cultural Resources Survey.*

In addition, the survey brought attention to numerous individual buildings that subsequently were designated as local landmarks, including:

- The M & J Nelson Building (J.C. Penny's), 300 S. Main Street;
- The McAllen Post Office Building (La Placita), 301 S. Main Street;
- The Masonic Temple, 118 N. 11<sup>th</sup> Street;
- The Guerra and Sons Wholesale Grocery Store, 100 S. 17<sup>th</sup> Street; and,
- The Theodore Roosevelt Elementary School, 1619 Galveston Avenue.

Furthermore, the survey inventory provides a resource for the City of McAllen Historic Preservation Office staff to assist in their review of demolition permits for potentially significant historic-age buildings. However, the role of the survey data in the regulatory review process is not formalized in the language of the existing historic preservation ordinance.

To date, the existing 2005 cultural resources survey has been one of the most effective tools for promoting historic preservation in McAllen. The significant role played by the 2005 survey underscores the importance of comprehensively surveying the remainder of McAllen and integrating survey data into a revised historic preservation ordinance. However, the survey data is somewhat difficult to locate on the City of McAllen website, which makes access by the public difficult.

### *Existing Staff and Council*

The members of the City of McAllen Planning Department staff and the McAllen Historic Preservation Council – past and present – have been key players in the development of the preservation program in McAllen. Through their efforts, the City of McAllen enacted its first preservation ordinance, established tax incentives, and completed a substantial historic resources survey in less than 10 years. Because the preservation program in McAllen is relatively young, the McAllen Historic Preservation Office staff and Historic Preservation Council have not had the opportunity to gain broad experience in reviewing applications for local landmarks or historic districts or consulting with property owners regarding applications for Certificates of Appropriateness. Consequently, the staff and council would benefit from regularly attending training sessions and conferences held by the Texas Historical Commission and the National Trust for Historic Preservation, where they can network with staff and council members from other communities with more mature preservation programs.

### *Consistency with Other Planning Initiatives and Preservation Policies*

To be effective, the City of McAllen’s preservation initiatives must be consistent and compatible with other City of McAllen planning initiatives and other state and national preservation policies. Recently, the City of McAllen adopted a comprehensive plan, *Foresight McAllen*, which outlines goals for all areas of land use and development in McAllen, including historic preservation. Other ongoing City of McAllen planning efforts affecting historic preservation include the drafting of a new Unified Development Code and zoning overlay ordinances to promote an arts district near the Las Palmas Historic District. In addition, the Texas State Antiquities Code and the National Historic Preservation Act, particularly Section 106, are additional regulatory acts that must be integrated into McAllen’s local preservation policies.

### **Comprehensive Plan**

Although *Foresight McAllen* nominally endorses historic preservation, many of the policies that it advocates have the potential to adversely affect historic resources. For example, *Foresight McAllen* promotes creating additional downtown density and housing opportunities, but it does not specify that adaptive reuse within existing historic buildings should be prioritized. Often, planning efforts to enhance downtown density and increase housing supply encourage demolition and redevelopment wholesale. Selective removal of deteriorated structures also is advocated, without any protection for significant historic buildings. *Foresight McAllen* does not target specific sites for redevelopment that do not have the potential to adversely affect historic resources, nor does it explicitly direct development away from sites with extant historic resources. Currently, the majority of the significant downtown resources noted in the 2005 cultural resources survey have not been designated as local historic landmarks, and no downtown historic district has been designated. Selective removal of deteriorated structures should be conducted only after determination that the structure is not a designated local landmark, a contributing resource within a local historic district, or a HIGH or MEDIUM priority building according to the 2005 cultural resources survey. Similarly, *Foresight McAllen* proposes traffic alleviation measures that involve physical changes to streetscape features that may be character-defining elements of potential historic districts. *Foresight McAllen* recommends design guidelines for streetscape features and new commercial development that do not respond to the existing urban context or take into consideration the unique styles or construction materials that characterize McAllen’s many potential historic districts. The recommendation to promote energy efficiency also may result in inappropriate replacement of historic windows and other historic building materials, detracting from the architectural integrity of potential landmarks. It is pivotal that the City of McAllen proactively designate historic landmarks and historic districts and

establish design guidelines in areas where development proposed in *Foresight McAllen* may be anticipated.

### **Local Planning Regulations**

The Unified Development Code also has implications that could significantly affect the administration of historic preservation policy in McAllen. To date, a draft of the Unified Development Code has not been released, so specific provisions could not be reviewed for consistency with historic preservation policies. However, stipulations applying to the review of demolition permits, for example, should be reviewed to ensure consistency with a revised historic preservation ordinance.

A proposed overlay district to promote arts likewise is in a draft phase only at this time. The overlay ordinance may include provisions providing grants for rehabilitation or alteration to physical building materials. The language of overlay district ordinance and the revised preservation ordinance should ensure that potentially eligible historic landmarks receiving City of McAllen grant money comply with the Certificate of Appropriateness procedures that govern alterations to designated historic landmarks. The proposed overlay district also has the potential to encourage uses for historic buildings that may require altering original historic fabric, such as removing interior walls or altering windows and doors. Ideally, the overlay district ordinance will include design guidelines that are compatible with historic preservation policies and, where applicable, cross-reference the existing guidelines for the Las Palmas Historic District and S. 17<sup>th</sup> Street.

### **State of Texas Preservation Regulations**

To date, the McAllen preservation program has not intersected the Texas State Antiquities Code or the National Historic Preservation Act in any way that potentially could be problematic. However, to ensure that these policies continue to smoothly work together in the future, City of McAllen staff should be educated that any proposed development projects involving city-owned buildings must comply with not only McAllen preservation ordinances, but also the State Antiquities Code (see *Appendix B*).

### **Federal Preservation Regulations**

City of McAllen Historic Preservation Office staff should take the lead in training other city departments about their obligations under Section 106 of the National Historic Preservation Act when administering construction projects involving Federal money, licensing, or permitting (see *Appendix B*).

## STRATEGIES FOR ACTION

To allow historic preservation to realize its full value in McAllen, a series of strategies for action are set forth in the following section. Each strategy is selected because it accomplishes one or more of the following thematic goals for historic preservation communicated by the public through focus groups and forums:

- Downtown Revitalization;
- Neighborhood Stabilization;
- Education;
- Heritage Tourism Development; and/or,
- Efficient Preservation Program Administration.

The action items below will translate these themes into real progress in preservation:

1. Fine Tune and Improve Historic Preservation Ordinance;
2. Publicize and Supplement Existing Tax Incentives;
3. Facilitate the Establishment of a Non-Profit Preservation Partner;
4. Build Internal City Support for Preservation;
5. Survey and Document Historic Resources;
6. Protect and Rehabilitate the S. 17<sup>th</sup> Street Entertainment District;
7. Use Complementary Planning Tools for Buffers Surrounding Historic Districts;
8. Designate a Commercial Conservation District Downtown;
9. Develop a Heritage Tourism Strategy; and,
10. Create a Model Farm.

A matrix illustrating each action item and its associated theme(s) is presented in *Table 1*.

*Table 1. Historic Preservation Action Items vs. Themes*

	Downtown Revitalization	Neighborhood Stabilization	Education	Heritage Tourism Development	Program Administration
1. Fine Tune and Improve Historic Preservation Ordinance	x	x		x	x
2. Publicize and Supplement Existing Tax Incentives	x	x		x	
3. Facilitate the Establishment of a Non-Profit Preservation Partner	x	x	x	x	x
4. Build Internal City Support for Preservation	x	x		x	x
5. Survey and Document Historic Resources	x	x	x	x	x
6. Protect and Rehabilitate the S. 17 <sup>th</sup> St. Entertainment District	x		x	x	
7. Use Complementary Planning Tools for Buffers Surrounding Historic Districts	x	x		x	x
8. Designate a Commercial Conservation District Downtown	x			x	x
9. Develop a Heritage Tourism Strategy	x		x	x	
10. Create a Model Farm			x	x	



### **Action Item No. 1: Fine Tune and Improve Historic Preservation Ordinance**

A local historic preservation ordinance should clearly establish the public purpose of historic preservation and set forth procedures for designating local landmarks and historic districts, regulating demolitions or alterations to landmarks or historic districts, and considering economic hardship applications and appeals. For the preservation process to function smoothly and withstand appeals and legal challenges, the existing McAllen historic preservation ordinance should be revised to eliminate vague sections and clarify procedures. Detailed recommendations for revisions to the existing historic preservation ordinance were submitted in a memorandum from HHM Inc. and Clarion Associates to the City of McAllen Historic Preservation Office dated May 22, 2009. Additional recommendations regarding revisions to the existing ordinance were provided in the THC's tri-annual evaluation report on the City's participation in the CLG program, dated September 5, 2008. (Recommended revisions are described in detail on page 11.) The City of McAllen may also consider hiring a paid consultant who is knowledgeable on the Texas Local Government Code to assist in the ordinance revision process, which may be funded through a CLG grant. The process for adopting proposed revisions to the existing historic preservation ordinance will be administered by the City of McAllen Historic Preservation Office, in partnership with the City Attorney. The adoption of the revised ordinance will require public notice and a series of public hearings before the Historic Landmarks Council, the Planning Commission, and the City Commission.

### **Action Item No. 2: Publicize and Supplement Existing Tax Incentives**

To promote maintenance and rehabilitation of historic properties, property owners should be educated about existing tax incentives, and the City of McAllen should establish a series of new tax incentives. The city should develop a simple brochure explaining the key points of the existing local tax incentive program. An electronic version of this brochure should be placed prominently on the Historic Preservation Office webpage, and hard copies should be distributed in the city offices, at the public library, at Historic Preservation Council hearings, and at other public forums regarding preservation. In addition, the Historic Preservation Office webpage should include a link to educational materials regarding Federal rehabilitation tax credits administered by the National Park Service (NPS) in partnership with the THC (<http://www.nps.gov/hps/tps/tax/incentives/index.htm>). Hard copies of literature about the Federal rehabilitation tax credit can be obtained from the THC.



*Figure 7. Ongoing maintenance on S. 17<sup>th</sup> Street.  
Photo by HHM.*

New financial incentives should include a restoration and rehabilitation matching grant program for downtown commercial buildings funded by the City of McAllen. This grant would be awarded primarily to designated landmarks and historic districts, but also could be distributed, as available, to properties within proposed conservation districts (*Action Item No. 8*) or other downtown areas. The grant would award a small cash grant (up to \$10,000) matched dollar-to-dollar by the building owner, to be used for exterior or structural rehabilitation only. Priority should be given to projects that address urgent stabilization issues to arrest deterioration of historic fabric. To ensure that projects completed with City of McAllen matching grants comply with the Design Guidelines and meet the *Secretary of the Interior's Standards for Rehabilitation or Restoration*, the grant process should require that grant applicants complete an application for

a Certificate of Appropriateness, that grant recipients agree to consult with the Historic Preservation Officer throughout the construction process, and that grant monies are recaptured if the final work product does not conform to the Certificate of Appropriateness. This proposed grant program could be funded in part by local hotel/motel taxes, historic preservation application fees, or Certificate of Appropriateness non-compliance fines.

**Action Item No. 3: Facilitate the Establishment of a Non-Profit Preservation Partner**

Advocates of preservation in McAllen should work with the City of McAllen Historic Preservation Office staff to establish a non-profit organization to help further preservation in a unified and professional manner. A non-profit preservation partner would be able to act more swiftly and with more autonomy than the City, and also access alternative sources of funding. In other Texas cities, organizations like Preservation Dallas and the Galveston Historical Foundation help raise money to support preservation, execute surveys, and provide grants. An effective, well-organized non-profit preservation partner would be able to:

- Monitor City of McAllen board and commission meetings to advocate for historic resources;
- Watch for violations of the Historic Preservation ordinance;
- Apply for Texas Preservation Trust Fund (TPTF) grants to acquire buildings threatened with demolition (see *Appendix B*);
- Organize fundraising events to support preservation;
- Accept donations of construction materials and/or salvaged building materials to be sold to raise funds or donated to appropriate preservation projects;
- Establish a revolving fund to buy at-risk historic resources, rehabilitate them, and re-sell them with protective landmark designations or conservation easements (*Appendix B*); and/or,
- Become a Community Housing Development Organization (CHDO) to access funding from the U.S. Department of Housing and Urban Development (HUD) and the Texas Department of Housing and Community Affairs (TDHCA) to provide affordable housing through rehabilitation (see *Appendix B*).

The first step in this process should be to convene forums of existing preservation stakeholders to discuss whether some groups with shared preservation missions could be consolidated, whether an existing non-profit would be willing to assume a leadership role among preservation stakeholders and take on additional preservation responsibilities, or whether a new non-profit should be formed. Once in place, representatives from McAllen's leading non-profit preservation partner should begin attending statewide preservation conferences and forums held by the THC and Preservation Texas to determine how they can best support the City of McAllen.

#### **Action Item No. 4: Build Internal City Support for Preservation**

During focus groups, community members and City of McAllen staff repeatedly expressed the importance of integrating historic preservation into the overall planning and permitting process. Effective preservation requires a combined sense of purpose and a consistent set of policies among not only the Historic Preservation Office and the Historic Preservation Council, but also Planning Department staff, the Planning and Zoning Commission, building permitting staff, code enforcement staff, and the City Commission. To accomplish this, regular educational workshops should be held. Once the revisions to the Historic Preservation Ordinance have been adopted (*Action Item No. 1*), the Historic Preservation Office staff and Historic Preservation Council should hold question-and-answer workshops with the Planning and Zoning Commission, building permitting staff, code enforcement staff, and the City Commission. Given feedback from the workshops, the Historic Preservation Office staff and Historic Preservation Council should work together to develop educational materials that summarize key points of the Historic Preservation Ordinance and answer frequently-asked questions. These materials then can be used to educate new staff and members of the Historic Preservation Council, the Planning and Zoning Commission, and the City Commission. For easy community access, these materials should be available online and distributed at the Historic Preservation Office, public libraries, and public forums regarding preservation. Educational materials should be updated periodically, as new questions arise or as other, related planning and code enforcement policies and procedures change.

The Historic Preservation Office staff should proactively introduce themselves to new City of McAllen staff and Commission members and set aside time to answer questions about how the historic preservation process interacts with other McAllen planning and permitting processing. In addition, Historic Preservation Office staff periodically should invite other City of McAllen staff and Commission members to tour buildings or historic districts that are proposed for landmark designation, or that have recently completed rehabilitation projects using preservation grants and/or tax incentives.

#### **Action Item No. 5: Survey and Document Historic Resources**

The existing 2005 cultural resources survey includes a comprehensive inventory of buildings within the original McAllen town plat, which provides a strong foundation for recognizing and protecting significant historic resources. In order to manage and preserve historic resources throughout McAllen, though, it is vital to understand where they are located and why they are significant. Consequently, *Action Item No. 5* is to conduct a comprehensive historic resources survey of McAllen, using a strategically multi-phased approach.

##### *Analyze Previously-Identified Resources*

In the first phase, the City of McAllen should analyze and consolidate existing historic resources surveys and documentation from a variety of sources. This would include the 2005 cultural resources survey conducted by the City of McAllen, as well as documentation of cultural resources prepared by various government agencies and/or held in various archival repositories. Analyzing previously-identified resources would involve investigation of resources such as:



*Figure 8. View down Iris Avenue from North 16<sup>th</sup> Street in Broadlawn Terrace No. 3 Subdivision. Photo by HHM.*



- The 2005 McAllen Cultural Resources Survey;
- The City of McAllen Historic Preservation Office archives;
- The Texas Historical Commission *Historic Sites Atlas*;
- The county survey cards in the Texas Historical Commission archives;
- Previous historic resource survey reports in the Texas Department of Transportation (TxDOT) Environmental Office archives;
- The Texas Department of Agriculture Family Land Heritage archives; and,
- The Hidalgo County Historical Commission archives.

Data gathered from these sources could be integrated into a single database used for the Historic Preservation Office’s management of historic resources. Data also could be linked to GIS-based maps to indicate concentrations of known historic resources to help determine priorities for future historic resources surveys.

#### *Survey Residential Subdivisions*

In the second phase, the City of McAllen should complete historic resource surveys of the subdivisions noted to have significant concentrations of historic resources. At the outset of the preservation planning process, the City of McAllen provided a map of the area annexed into the city limits by 1962. In March 2009, the project team conducted a windshield survey of all residential subdivisions within the 1962 city limits. Analysis of findings of the windshield survey guides recommendations for residential subdivisions with potential to be designated as local or National Register historic districts. Priorities are based on the date of construction, presence of designed streetscape and landscape features, and architectural significance and integrity of the residential resources. The resulting recommendations for survey of residential subdivisions, including representative photos and associated maps, are presented in *Appendix C*.

#### *Survey Commercial Arterials*

For the third phase, the City of McAllen should survey the historic resources along the main commercial arterials, Business Route 83 and N. 10<sup>th</sup> Street. Some buildings along these roadways were included in the 2005 cultural resources survey, but many more significant resources are located further from downtown. For example, Business 83 should be surveyed from 23<sup>rd</sup> Street at the west to McColl Road at the east. Similarly, N. 10<sup>th</sup> Street should be surveyed from Hackberry Avenue (the northern boundary of the 2005 survey) to Whitewing Avenue.



*Figure 9. Railroad-related commercial building on Business 83 at North 23<sup>rd</sup> Street. Photo by HHM.*



*Figure 10. Commercial building at 501 Business 83. Photo by HHM.*

*Encourage Documentation of Significant Individual Resources*

Finally, the City of McAllen should gather documentation on historically significant individual properties that are not located within concentrations of properties that could be strategically surveyed. The City of McAllen should consider using Historic Preservation Office staff or volunteers to gather basic photographic documentation and architectural information regarding these known individual resources, such as Quinta Mazatlan and local cemeteries. While gathering this data, the City of McAllen should evaluate the potential for a National Register of Historic Places Multiple Property nomination for a particular property type, such as churches or schools.

*Take Advantage of Funding Opportunities for Survey*

Funding for future survey efforts is available from a variety of public and non-profit sources, including:

- THC Certified Local Government program;
- Community Development Block Grant funds;
- THC Texas Preservation Trust Fund;
- National Park Service programs such as Preserve America; and,
- National Trust for Historic Preservation grants.

A comprehensive listing of state grant programs that may be used to leverage local preservation efforts is provided in the *Texas Attorney General's Office Economic Development Handbook*. Often, grant programs such as these encourage cities to conduct surveys in a strategically phased manner linked to a historic preservation plan to ensure that the survey effort promotes shared community preservation priorities.

**Action Item No. 6: Protect and Rehabilitate the S. 17<sup>th</sup> Street Entertainment District**



Figure 11. 210 S. 17<sup>th</sup> Street, potential S. 17<sup>th</sup> Street Historic District. Photo by HHM.

A dense concentration of significant historic resources along S. 17<sup>th</sup> Street was identified in the 2005 cultural resources survey, and numerous community members stated that preserving these significant commercial resources was integral to preserving and enhancing the historic character of McAllen. Accomplishing this goal will require a combination of regulatory and incentive-based actions, including designating a local historic district, nominating a National Register historic district to facilitate use of the Federal 20 percent rehabilitation tax credit, encouraging an appropriate mix of uses, providing pedestrian-friendly streetscape enhancements, and providing additional transportation options.

*Designate a Local Historic District*

To date, City of McAllen initiatives to encourage the growth of an entertainment district along S. 17<sup>th</sup> Street have succeeded at keeping the buildings in use and attracting visitors and revenue to the district. However, thus far, redevelopment of the entertainment district has not been paired with preservation regulations to ensure that alterations to historic buildings do not

destroy significant architectural features. The design guidelines for S. 17<sup>th</sup> Street that accompany this historic preservation plan provide voluntary recommendations to guide property owners when rehabilitating historic buildings. In order to implement design guidelines consistently and protect the shared community interest in the value of the historic character of S. 17<sup>th</sup> Street, a local historic district should be designated. The 2005 cultural resources survey recommended that the boundaries for a potential S. 17<sup>th</sup> Street historic district extend from Austin Avenue to the north to Galveston Avenue to the south. Exact historic district boundaries should be determined by reevaluating the 2005 cultural resources survey and working with property owners. With local historic district designation, building owners will gain access to the Certificate of Appropriateness process to apply design guidelines consistently to all property owners. In addition, buildings within a historic district along S. 17<sup>th</sup> Street would receive priority when applying for façade restoration grants (*Action Item No. 2*).



Figure 12. Map from the 2005 Cultural Resources Survey, boundaries of potential S. 17<sup>th</sup> Street Historic District.

#### *Designate a National Register Historic District*

Similarly, building owners and the City of McAllen should partner to nominate the commercial historic district along S. 17<sup>th</sup> Street to the National Register. Listing in the National Register is purely honorific and incentive-based; it does not entail any regulation or affect property rights in any way. However, income-producing buildings listed in the National Register are eligible to receive a 20 percent tax credit for every dollar spent on a qualifying rehabilitation project that meets the *Secretary of Interior's Standards for Rehabilitation* (Appendix B). The process of completing the local historic district designation will involve gathering most of the information necessary for the National Register nomination, so the National Register nomination should be relatively easy to prepare. In addition, nominating a single historic district to the National Register rather than multiple individual buildings requires less effort from each individual property owner and opens the door to the 20 percent tax credit more quickly and efficiently.

#### *Support Mixed-Use Development*

Keeping the historic buildings on S. 17<sup>th</sup> Street occupied, in use, and economically viable is essential to promoting their rehabilitation and continued maintenance. A vibrant mix of uses promotes activity and generates income during the day and the evening, throughout the week and on the weekend. In addition to encouraging entertainment uses, this requires retaining and supporting loyal long-time commercial vendors, attracting new commerce, and creating residential space. The design of many of the existing historic buildings on S. 17<sup>th</sup> Street easily permits mixed-use, with retail and entertainment uses on the ground floor and residential and office use on upper floors.

Many cities have encouraged mixed-use downtown development in historic districts like S. 17<sup>th</sup> Street by



enhancing infrastructure and providing incentives to attract key tenants. Infrastructure improvements may include modernizing drainage, plumbing, and electrical systems to accommodate the loads of denser occupation. Streetscape enhancements that promote pedestrian safety also encourage mixed use development. These may include closing streets to automobile traffic during certain times, providing adequate lighting, and installing traffic-calming measures such as four-way stop signs and crosswalk lights with timers. Providing a mix of alternative transportation options further increases walkability and encourages mixed-use development. The City of McAllen should issue surveys and hold workshops to determine new bus routes and schedules that would enhance downtown vitality. Bicycle racks should be provided, and bicycle taxis (also known as pedi-cabs) should be encouraged.

#### **Action Item No. 7: Use Complementary Planning Tools for Buffers Surrounding Historic Districts**

To protect the historic character of designated landmarks and historic districts, buffer zones should be created to prevent inappropriate visual or indirect impacts. For example, adjacent high-rise construction could interrupt the streetscape of the historic district. Similarly, developments adjacent to landmarks or historic districts could generate indirect impacts such as increased traffic loads necessitating new road construction. To some extent, buffers for historic districts could be protected by implementing citywide design standards and/or providing additional base zoning options that provide site planning and building massing guidelines that respond to historic-age contexts. More tailored protection could be provided by creating design guidelines that apply to new construction within 1,300 feet of a historic district or 150 feet of an individual landmark. These design guidelines for buffer districts would be far more flexible than the design guidelines that apply to designated historic districts, addressing only overall design elements such as height, massing, and site planning.



*Figure 13. View of S. 17<sup>th</sup> Street potential historic district looking north toward the Bentsen Tower. Photo by HHM.*

#### **Action Item No. 8: Designate a Commercial Conservation District Downtown**

While S. 17<sup>th</sup> Street retains sufficient integrity to be designated a historic district, many buildings in the remainder of downtown McAllen have experienced too many façade alterations to meet historic district criteria. Nonetheless, these buildings continue to express McAllen's unique character through their height, massing, relationship to the street, and relationship to one another. To protect the general visual character of downtown, a commercial conservation district should be designated in downtown McAllen. A conservation district is established by a zoning overlay in order to set forth design guidelines that regulate specific architectural attributes that characterize the area, such as scale and materials. Guidelines for a conservation district are more flexible than guidelines for a historic district – in a conservation district, only the exterior appearance of the building is regulated, not the treatment of original historic building fabric.



Figure 14. Photo of 101 South Main Street, potential downtown conservation district, showing typical scale and massing. Photo from the 2005 McAllen Cultural Resources Survey.



Figure 15. Photo of 116 South Main Street, potential downtown conservation district, showing typical materials and detailing. Photo from the 2005 McAllen Cultural Resources Survey.

Design guidelines for the conservation district should be established with input from the district's property owners. To address the specific needs of downtown McAllen, design guidelines for the conservation district should focus on appropriate façade restoration and removal of non-historic alterations. Design guidelines also should provide flexible, general guidelines for new construction within the conservation district, including height, massing, site planning, and materials. Property owners within the potential conservation district could work with the City of McAllen to determine what to include in the guidelines for the design, such as height, location of parking, exterior materials, and/or roof forms. Restoration work within the conservation district would be supported by a façade restoration grant program (*Action Item No. 2*). In addition, income-producing buildings downtown that were constructed by 1934 could be eligible for a Federal 10 percent tax credit for every dollar spent on rehabilitation or façade

restoration, regardless of whether or not the rehabilitation meets the *Secretary of Interior's Standards for the Treatment of Historic Properties* (Appendix B).

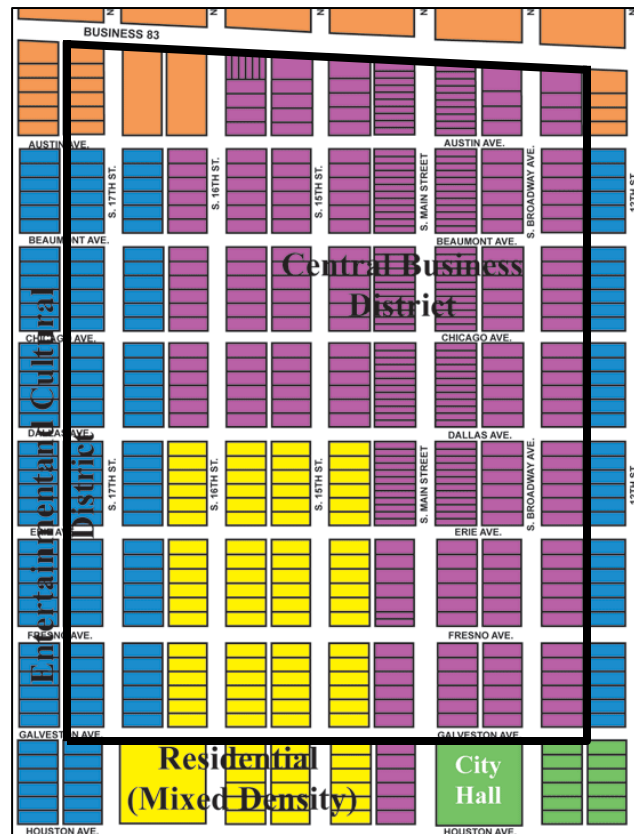


Figure 16. Boundaries of proposed conservation district. Map courtesy of McAllen Heart of the City.

The proposed conservation district would be roughly bounded by South 16<sup>th</sup> Street to the west, Business 83 to the north, Broadway Avenue to the east, and Galveston Avenue to the south. Exact conservation district boundaries should be determined by reevaluating the 2005 cultural resources survey and working with property owners.

### Action Item No. 9: Develop a Heritage Tourism Strategy

The City of McAllen actively should work with the McAllen Chamber of Commerce, the McAllen Convention and Visitors Bureau, and the Heart of the City to develop a heritage tourism strategy that attracts visitors to McAllen’s historic downtown and connects downtown to nearby tourism attractions. The City of McAllen should contact the THC’s Heritage Tourism program to gain advice and direction on developing a heritage tourism strategy. Key elements for the overall heritage tourism strategy are discussed below.

#### *Organizations*

All stakeholders in historic preservation have an interest in promoting heritage tourism. The McAllen Chamber of Commerce, the McAllen Convention and Visitors Bureau, the Heart of the City, and the non-profit preservation partner (*Action Item No. 3*) especially are crucial to development and implementation of a heritage tourism strategy.

#### *Products and Experiences*

The city should prioritize the key heritage resources to attract heritage tourism – the “things to see and do” promoted to visitors.

#### *Infrastructure and Transportation*

The City of McAllen should assess its existing inventory of physical facilities needed to support heritage tourism, such as lodging, food, and beverage facilities. These facilities should be promoted using marketing and communication materials.

Currently, McAllen enjoys a thriving tourism industry, stimulated by Winter Texans and eco-tourism activities, especially birding. To date, however, McAllen has done little to cross-promote its downtown heritage tourism assets with its eco-tourism assets. The City of McAllen, the Convention and Visitors Bureau, and the McAllen Chamber of Commerce should work together to provide clean, reliable shuttle bus transportation between the new convention center, the World Birding Center at Quinta Mazatlan, the downtown visitor’s center, and the downtown McAllen Heritage Museum. Alternative modes of transportation within downtown should be explored as well in order to minimize traffic and parking issues. These could include bicycle taxis (or “pedi-cabs”) and small “circulator” buses or trolleys.



Figure 17. Courtyard at the World Birding Center at Quinta Mazatlan. Photo by HHM.

#### *Marketing and Communications*

Materials encouraging heritage tourism, like walking tour brochures and maps of historic resources, should be provided at all of these locations, as well as on the website for each facility. These materials should be checked for quality and accuracy, revised, updated, and consolidated for easy access. In addition, new brochures should be developed to emphasize walking tours in historic districts and promote shops, restaurants, and hotels located in historic buildings. Marketing materials should be published and distributed through multi-media outlets to create awareness of the city’s heritage tourism opportunities.



### *Funding*

Public and private funding sources should be explored to support development and maintenance of heritage tourism resources.

### **Action Item No. 10: Create a Model Farm**

Agricultural development – especially development of citrus culture – was integral to McAllen’s history. A model farm illustrating the living history of agriculture in McAllen could be a rich, valuable asset for educating the community about their history and drawing heritage tourism. The partners in the project should acquire a historic farmstead, ideally within the city limits, for the purpose of establishing a model farm. Interpretive materials and signage describing the historic context of agricultural development in McAllen should be installed on the site. More importantly, agriculture should be practiced as it was on the site historically. Irrigation systems should be restored or accurately reconstructed to demonstrate the vital role that irrigation played in McAllen’s settlement. Produce grown on the farm could be sold at a farm stand, and local farmers could congregate at the site to hold a weekly farmers’ market. In addition, the farm could house a restaurant with a focus on local food. Interest in agricultural tourism and the slow food movement both are rapidly growing today, and creating a model farm would provide McAllen with a unique opportunity to capitalize on both trends while keeping a historic farmstead intact and sharing the history of the Valley with residents and tourists alike.



*Figure 18. Historic farmhouse at 1206 North Main Street, now surrounded by residential development in the Ewing Addition. Photo by HHM.*

## ACTION ITEM IMPLEMENTATION MATRIX

The action items presented in the previous section are integrated into the Implementation Matrix below. Each action item is broken down into specific tasks, assigned to a responsible party, and given a target implementation date. The goal of the Implementation Matrix is to facilitate the execution of this preservation plan so that, rather than sitting on a shelf, its recommendations become written into the fabric of McAllen's vibrant historic resources.

*Table 2. Action Item Implementation Matrix*

Action Item	Task	Implementation Target Date	Responsible Party or Parties
1. Fine Tune and Improve Historic Preservation Ordinance	Draft Revised Historic Preservation Ordinance	Year 1	Historic Preservation Office, Historic Preservation Council, City Attorney
	Approve Revised Historic Preservation Ordinance	Year 1	Historic Preservation Council
	Approve Revised Historic Preservation Ordinance	Year 1	Planning and Zoning Commission
	Approve Revised Historic Preservation Ordinance	Year 1	City Commission
2. Publicize and Supplement Existing Tax Incentives	Develop Educational Brochure about Existing Local Tax Incentives, Distribute, and Publish on City Website	Year 1	Historic Preservation Office
	Add Link to Federal Rehabilitation Tax Credit to City Website	Year 1	Historic Preservation Office
	Draft Local Restoration Grant Ordinance	Year 1	Historic Preservation Office, Historic Preservation Council, City Attorney
	Approve Local Restoration Grant Ordinance	Year 2	Historic Preservation Council
	Approve Local Restoration Grant Ordinance	Year 2	Planning and Zoning Commission
	Approve Local Restoration Grant Ordinance	Year 2	City Commission
3. Facilitate the Establishment of a Non-Profit Preservation Partner	Convene Forum of Existing Preservation Stakeholders to Discuss	Year 5	Historic Preservation Office, Historic Preservation Council, Preservation Stakeholders
	Establish Non-Profit Preservation Partner	Year 6	Preservation Stakeholders



Action Item	Task	Implementation Target Date	Responsible Party or Parties
4. Build Internal City Support for Preservation	Hold Question-and-Answer Workshops regarding Preservation Process	Year 1	Historic Preservation Office Staff, Historic Preservation Council Planning and Zoning Commission, Building Permitting Staff, Code Enforcement Staff, City Commission
	Develop Educational Brochure about Revised Ordinance and Preservation Process	Year 1	Historic Preservation Office Staff, Historic Preservation Council
	Meet with New City Staff and Commission Members	Ongoing	Historic Preservation Office
	Host Tours of Local Landmarks and Historic Districts	Ongoing	
5. Survey and Document Historic Resources	Analyze Previously-Identified Resources	Year 1	Historic Preservation Office, THC
	Apply for CLG Grant to Survey Residential Subdivisions and Commercial Arterials	Year 1	
	Survey Residential Subdivisions and Commercial Arterials	Year 2	
	Encourage Documentation of Significant Individual Resources	Ongoing	Historic Preservation Office, McAllen Community
6. Protect and Rehabilitate the S. 17th St. Entertainment District	Complete Local Historic District Designation Application	Year 2	Historic Preservation Office, S. 17 <sup>th</sup> St. Property Owners
	Approve Local Historic District Designation	Year 2	Historic Preservation Council
	Approve Local Historic District Designation	Year 2	Planning and Zoning Commission
	Approve Local Historic District Designation	Year 3	City Commission
	Designate an National Register Historic District	Year 3	Historic Preservation Office, Property Owners
	Support Mixed-Use Development	Ongoing	Historic Preservation Office, Planning Department, Historic Preservation Council, Planning and Zoning Commission, City Commission

Action Item	Task	Implementation Target Date	Responsible Party or Parties
7. Use Complementary Planning Tools for Buffers Surrounding Historic Districts	Promote Citywide Design Standards and Additional Base Zoning Options	Ongoing	Historic Preservation Office, Historic Preservation Council
	Draft Design Guidelines for Buffers Surrounding Landmarks and Historic Districts	Year 4	
	Adopt Design Guidelines for Buffers Surrounding Landmarks and Historic Districts	Year 4	Historic Preservation Council
	Adopt Design Guidelines for Buffers Surrounding Landmarks and Historic Districts	Year 4	Planning and Zoning Commission
	Adopt Design Guidelines for Buffers Surrounding Landmarks and Historic Districts	Year 4	City Commission
8. Designate a Commercial Conservation District Downtown	Draft Conservation District Designation and Design Guidelines	Year 4	Historic Preservation Office, Historic Preservation Council
	Designate Conservation District and Enact Design Guidelines	Year 4	Historic Preservation Council
	Designate Conservation District and Enact Design Guidelines	Year 4	Planning and Zoning Commission
	Designate Conservation District and Enact Design Guidelines	Year 4	City Commission
9. Develop a Heritage Tourism Strategy	Coordinate Stakeholder Organizations	Year 1	Historic Preservation Office, Chamber of Commerce, Convention & Visitors Bureau, Heart of the City, Non-Profit Preservation Partner
	Prioritize Products and Experiences	Year 1	
	Assess and Improve Infrastructure and Transportation	Year 1	
	Expand Marketing and Communications	Year 2	
	Develop Funding Strategy	Year 3	
10. Create a Model Farm	Begin Planning for Creation of a Model Farm	Year 1	Private Partner, Non-profit Preservation Partner, and/or City of McAllen
	Acquire a Historic Farmstead	Year 6	
	Create and Install Interpretive Signage	Year 6	
	Restore Irrigation Systems	Year 6	
	Restore Historic Farm Production	Year 7	
	Initiate a Farmers' Market	Year 7	
	Open a Restaurant	Year 7	

**LIST OF PREPARERS**

The individuals listed below prepared and assembled the historic preservation plan and meet the *Secretary of the Interior's Professional Qualifications Standards* (36 CFR 61).

*Table 6. List of Preparers*

Name	Role	Qualifications/Experience
Emily Thompson Payne	Project Manager & Architectural Historian with HHM, Inc.	M.S. in Historic Preservation with 6 years experience
S. Elizabeth Valenzuela	Preservation Specialist with HHM, Inc.	M.A. in Architecture with 11 years experience as a Preservation Specialist
Matt Goebel	Planner with Clarion, Inc.	Master of Regional Planning and J.D. with 19 years of experience

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## APPENDICES

## APPENDIX A: NOTES FROM FOCUS GROUPS AND PUBLIC FORUM

### Designation of Landmarks & Historic Districts

- Meetings with City Staff
  - Interest in 17<sup>th</sup> Street area downtown as a designated local historic district;
  - Interest in alternative solution for Main Street area downtown, such as conservation district;
  - Potential Landmark designation of former dance hall at Bus. 83 and 2<sup>nd</sup> St.;
  - Potential Landmark at La Piedra cemetery;
  - Protect trees, especially palm trees – McAllen historically was known as the “City of Palms;”
  - Would like to treat NR, RTHL, and SAL properties as if designated landmarks;
  - Make examples of completed historic district and landmark applications available on City website (currently available);
  - Make historic materials used to complete applications – like city directories and historic Sanborn maps – available online through the McAllen Public Library;
  - Determine property owners’ attitudes toward historic district designation before determining boundaries, either through public meeting or through reply postcards;
  - To date, community has not complained that designation process is difficult or inaccessible;
  - List eligible city-owned properties (including Quinta Mazatlan) on the NRHP;
  - Review existing tip sheet on City website at:  
<http://www.mcallen.net/files/docs/devservices/planning/guidelines.pdf>
  - Interest in landmark designation has increased since tax incentives were enacted.
- Focus Groups
  - Need to provide accessible lists and maps of designated landmarks and historic districts, as well as surveyed resources;
  - Include landmark or historic district designation in property tax assessment data available online;
  - Complete survey of early neighborhoods immediately east of original town plat;
  - Complete survey of Bus. 83 corridor;
  - Revisit designation process for residential historic districts in addition to Las Palmas;
  - Revisit the possibility of enlarging the boundaries of Las Palmas.
- Historic Preservation Council
  - Identify resources in outlying areas;
  - Identify agriculture-related resources, such as the farmstead on Main St. at Maple.
  - Get memo of THC comments on current historic ordinance.
  - Respect property rights. Preservation regulations must strike the appropriate balance.
  - Consider designation of “buffer zone” around historic districts:
    - Possible tools might include conservation district, or just additional design/operational standards
    - Applicable especially to the Arts District, which has impacts on Las Palmas.
    - Foresight Plan called for mixed-use, denser development there, which may not be compatible with preservation goals.
- Public Forum
  - Designate and preserve McAllen’s agricultural resources, including irrigation infrastructure;
  - Provide criteria for resources with exceptional significance that are less than 50 years old;

- Consider designation of historic district at 8<sup>th</sup> & Cedar;
- Designate and preserve industrial resources.

### **Design Review Process**

- Meetings with City Staff
  - Currently, the historic preservation officer (HPO) reviews all demo permits throughout the city, then consults with property owner to determine an alternative solution if the property is historic, although that process is not spelled out in the ordinance;
  - Currently, the HPO works with the property owner to develop an application for Certificate of Appropriateness, then gives a recommendation to the Historic Preservation Council, although that process is not spelled out in the ordinance;
  - The existing pre-application conference requirement provides a good opportunity to introduce more early education about preservation.
  - Would like to review NR, RTHL, and SAL properties as if designated landmarks;
  - As politically viable, modify the Unified Development Code (UDC) to provide basic design review for all new construction city-wide:
    - Setbacks;
    - Parking;
    - Fences
  - Especially important to introduce front-yard fence restrictions in the historic districts;
  - City aims to adopt UDC by late 2009;
  - In the process of modifying sign ordinance to remove illegal signs.
  - The existing Historic Preservation Ordinance (Ordinance) stipulates that the HPO should be appointed, whereas the HPO typically is a professional staff member.
- Focus Groups
  - Consider designating a conservation district for historic commercial areas that lack integrity to be designated commercial historic districts;
  - Consider designating a conservation district that stretches across the entire original town plat (roughly the boundaries of the 2005 historic resources survey);
  - Discuss when relocation is appropriate;
  - Discuss relocation of historic-age resources as infill in historic districts;
  - Provide advisory review of historic properties identified in survey;
  - Expedite review as quickly as possible (at odds with THC recommendations);
  - Provide expedited review for projects meeting high threshold for appropriateness;
  - Concern expressed over extent of design review for private property;
  - Design review should be coupled with financial incentives;
  - Design review should take economic hardship into account;
  - Provide notice to Heart of the City for Certificates of Appropriateness downtown;
  - Strengthen enforcement of existing ordinances.
- Historic Preservation Council (HPC)
  - Consider staff advisory review of alterations to properties within conservation districts;
  - Revise ordinance to describe process for approving design guidelines when new historic districts are designated;
  - Format building permit application to clarify when Certificate of Appropriateness is necessary;
  - Create separate forms for Hardship application and Demolition application;

- Strengthen zoning ordinance to include small-scale neighborhood commercial zoning more appropriate adjacent to historic residential neighborhoods;
- Limit regulation so that don't deter landmarks designation;
- Currently, "remodel" permits are being used to demolish or drastically alter properties, which is a loophole in the regulation process;
- Existing fines for permit violations are very low;
- HPC generally wants to have more control over proposed demolitions of historic properties;
- HPC would consider imposing delays on some proposed demolitions, either for all buildings covered in the 2005 City historic resources survey, or for all buildings of 50+ years.
- Public Forum
  - Consider incremental degrees of regulation based on resource age or significance.

### **Design Guidelines**

- Meetings with City Staff
  - Provide graphic illustrations of appropriate heritage properties;
  - Regulate fences in Las Palmas, especially chain-link in front yards.
- Focus Groups
  - Regulate signs within historic districts differently and/or more strictly than elsewhere;
  - Create general guidelines for individual landmarks;
  - Different guidelines for commercial conservation district;
  - Different guidelines for mid-century residential districts;
  - Address energy efficiency;
  - Promote variety in architectural style for new construction to reflect variety in historic construction;
  - Discourage front-entry garages in residential historic districts if not historically present;
  - Discuss graffiti removal and prevention;
  - Provide examples of designs for lighting;
  - Provide examples of designs for district markers/entry signage;
  - Provide examples of designs for retractable bolsters or other mechanisms to close streets to traffic;
  - Make sure that zoning ordinance doesn't require a setback from the street to build taller (like seen at the Chase Tower and the Bensen Tower);
  - Allow mid-rise buildings for infill downtown;
  - Discourage surface parking lots in front of buildings;
  - Provide better standards for canopies and awnings downtown:
    - Encourage restoration and preservation of original canopies,
    - Encourage preservation and restoration of suspended signs under canopies, within acceptable size limits, and
    - Discourage cloth awnings;
  - Do not review rear alterations not visible from street;
  - Do not review interior alterations not visible from street;
  - Address asbestos and lead paint abatement;
  - Discourage motel-type multi-family housing;
  - Encourage architectural relationship between new construction and the immediately adjacent buildings to maintain variety;



- Maintain landscaping features like medians;
- Las Palmas prefers “minimal” design guidelines:
  - Although the property owners want “compatibility,” they appreciate the current architectural eclecticism,
  - Focus on the front and appearance from street;
- Detached carports consistent with historic fabric in Las Palmas;
- Front porches appropriate;
- Consider planters or different street signs to mark historic districts;
- Consider placitas downtown;
- Include voluntary recommendations on paint colors;
- Discuss easy-to-maintain materials;
- Promote tree preservation;
- Encourage exposed brick;
- Restrict building height in a “buffer” around historic districts;
- Improve infrastructure and safety features to help distinguish historic districts, especially Las Palmas:
  - Simple physical gateway features to let you know you’ve arrived in an historic district, such as simple marked planters or different street signs,
  - More lighting for crime prevention,
  - Targeted up-lighting of palm trees,
  - Electrical outlets for holiday lighting,
  - Tree pruning (crape myrtles), and
  - Better median plantings and maintenance ;
- Explore opportunities for City funding to improve infrastructure and gateways, such as forming a homeowner’s association that collects funding through utility bills;
- Emphasize importance of windows as key character-defining features downtown:
  - Sized and placement should be consistent with historic buildings,
  - The historic images of the First National Bank (demolished) is good example of appropriate windows, and
  - Focus both on energy efficiency and aesthetics;
- Explore allowing taller buildings downtown;
- Clarify existing height regulations downtown;
- Coordinate with other downtown revitalization initiatives:
  - Recognize the potential development of downtown as major entertainment/festival destination,
  - Consider street closure for certain days of week or special occasions,
  - Note that Heart of City is working independently to develop physical gateways for downtown with design competition,
  - Focus on retail uses downtown, but allow residential on upper floors,
  - Coordinate with entertainment overlay district ordinance,
  - Coordinate with special permit requirements for downtown and entertainment overlay.
- Historic Preservation Council
  - Structure Design Guidelines with initial “General” section, then supplements for each district, so that new districts can supplement easily.
- Public Forum
  - Design Guidelines should apply to individual landmarks as well as historic districts;
  - Provide easy-to-understand graphic illustrations in Design Guidelines

## **Education and Outreach**

- Meetings with City Staff
  - Promote stewardship of City-owned historic properties;
  - Give awards acknowledging successful rehabilitation projects;
  - Give awards acknowledging long-time ownership and maintenance of historic buildings;
  - Education is key issue: this project should focus on educating city residents about value of historic preservation;
  - Provide educational materials to promote adaptive reuse;
  - Address overlap in mission and responsibilities with preservation among different City departments (for example, Quinta Mazatlan is P&R facility);
  - Educate political officials about staff preservation goals;
- Focus Groups
  - Foster better communication between stakeholders in preservation:
    - Hold regular lunches or happy hours;
    - Create an email list-serve;
  - Educate homeowners on City matching grants available to homeowners' associations for beautification projects;
  - Involve the public in determining the new use for old Public Library on 15<sup>th</sup> Street;
  - Initiate a Historic Homes Tour;
  - Provide training to Heart of the City regarding Design Guidelines;
  - Provide training to Heart of the City regarding federal rehabilitation tax credits;
  - Provide templates for lease restrictions to allow property owners to discourage inappropriate alterations by tenants;
  - Advertise and host a historic photo and oral history collection day at the public library;
  - Enable owners of historic buildings to contribute to a historic preservation grant fund;
  - Locate educational materials showing links between economic development and historic preservation;
  - Provide continuing tours and educational workshops for new members of the Planning & Zoning Commission and the City Commission;
  - Make landmark, historic district, and survey information available to Realtors;
  - Develop curriculum for Realtors' accreditation class on historic preservation;
  - Display landmark, historic district, and survey information in McAllen Heritage Museum;
  - Provide educational displays at Palm Fest;
  - Educate community regarding proposed changes to ordinance;
  - Train code enforcement staff regarding revised ordinance and Design Guidelines;
  - Train building inspectors regarding revised ordinance and Design Guidelines;
  - Advertise the existing hotline for reporting code violations;
  - Include landmarks and historic districts in the existing Walking Tour brochure for tourists;
  - Maintain the Chamber of Commerce location near the historic downtown;
  - Current "bargain" tenant focus downtown has allowed to stay vital despite development of new mall and shopping centers;
  - Make compatible with education regarding tree preservation ordinance;
  - Educate tenants as well as building owners;

- Promote communication and buy-in with judges and judicial system;
- Encourage non-profit groups to work together toward a common goal;
- Promote downtown, mixed-use lifestyle as environmentally sustainable;
- Promote downtown, mixed-use lifestyle as economical;
- Hold training on volunteer recruitment and retention.
- Historic Preservation Council
  - Make application for Certificate of Appropriateness easily accessible online and in paper format, in the same location as permit applications;
  - Improve communication between Historic Preservation Council and Hidalgo County Historical Commission regarding projects requiring Section 106 consultation;
  - Change the way people think about McAllen: “Not just a place to shop – there really is some history here.”
- Public Forum
  - Focus educational efforts on youth;
  - Create interpretive materials emphasizing the role of irrigation in the history of McAllen;
    - Explain the different resource types associated with irrigation (canal system, ditches, etc.),
    - Explain the role of irrigation in the development of the city;
  - Provide educational materials regarding Ordinance and Design Guidelines tailored for non-residential owners, especially those residing in Mexico;
  - Install interpretive displays about McAllen’s history downtown;
  - Establish a model farm to educate about McAllen’s agricultural heritage:
    - Use historically appropriate methods of irrigation,
    - Include truck crops as well as citrus,
    - Provide farm stand to sell produce grown on-site,
    - Include restaurant cooking with produce grown on-site,
    - Consider historic farmstead on Main St. at Maple as site;
  - Work with the new McAllen Heritage Center to build support for preservation.

### **Strategies and Incentives**

- Meetings with City Staff
  - Promote use of the federal 20% Historic Preservation Tax Credit for historic commercial buildings on 17<sup>th</sup> St. and NRHP-eligible commercial buildings throughout downtown;
  - Create an NRHP Historic District on 17<sup>th</sup> St. to facilitate and expedite use of the federal 20% Historic Preservation Tax Credit;
  - Promote use of the federal 10% Historic Preservation Tax Credit for commercial buildings constructed by 1934 that are not NRHP-eligible on Main Street and throughout downtown;
  - TPTF Grant for School on Houston;
  - Provide grants for professional consultants to write historic district or landmark applications;
  - Seek grants for McAllen Public Library to digitize historic materials used to write applications;
  - Provide City support for infrastructure:
    - Traffic calming,
    - Sidewalks,
    - Lighting,

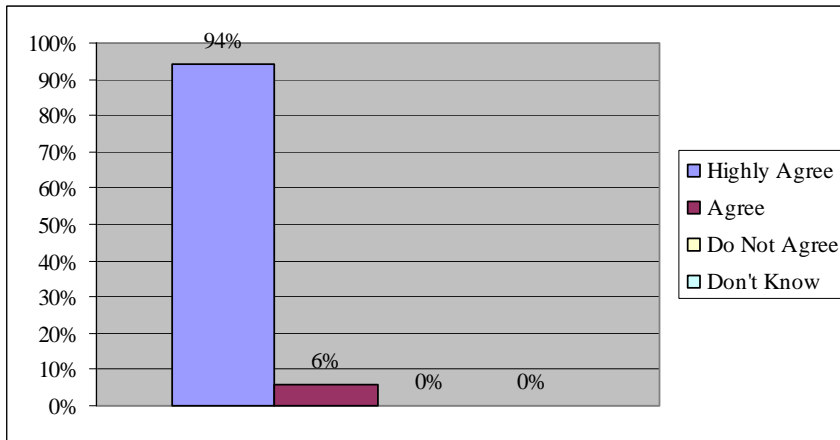
- Landscaping in medians,
  - Drainage downtown;
  - Provide a matching grant program for façade restoration in downtown, considering the model established in El Paso;
  - Continued investment required by property owners to maintain historic buildings;
  - Locate or create a non-profit organization that can acquire historic buildings that are threatened with demolition:
    - Gain status as a Community Housing and Development Organization (CHDO) that can accept federal funds from HUD and/or TDHCA,
    - Create a Preservation Revolving Fund,
    - Consider the Heart of the City,
    - Consider Affordable Homes of South Texas;
  - Balance successful downtown vitality initiatives, like the Art Walk, with better standards to control noise and other impacts from commercial businesses on adjacent residences;
  - Demolition by neglect is now occurring and should be addressed with stronger regulations;
  - Regulatory tools generally need to allow flexible approaches, such as alternative compliance;
  - 
  - Generally, emphasize a range of possible new incentives to consider to encourage preservation;
  - Heritage tourism should be emphasized in plan;
  - Consider possible local/state examples of model programs including Rio Grande City, Marfa, Alpine, San Antonio.
- Focus Groups
- Hold more outdoor festivals and activities to attract economic development downtown:
    - Create a downtown farmer’s market,
    - Hold outdoor movies in Archer Park,
    - Provide City support for the new Palm Fest,
    - Continue to support the American Music Festival,
    - Continue to support the New Year’s Eve celebration downtown;
  - Provide better transportation and signage between Quinta Mazatlan and downtown;
  - Consider pedestrian-friendly options for downtown:
    - Create a pedestrian-only mall,
    - Close streets to traffic during certain days/hours,
    - Encourage pedi-cabs, golf carts, and horse-drawn carriages;
  - Target areas near downtown for commercial redevelopment with City incentives;
  - Coordinate efforts to purchase and redevelop vacant or underused historic buildings;
  - Ensure that zoning allows upstairs residential use downtown, especially in the Entertainment District;
  - Encourage land swaps or transfer of ownership for tax breaks to guide new development to appropriate locations;
  - Funnel rental income from City-owned historic properties into historic preservation grant fund;
  - Provide zoning bonuses for façade restoration in conservation districts;
  - Main Street needs to be focus of incentives – 17<sup>th</sup> Street already has benefitted from incentives;

- Create Ice Cream Night to involve residential community;
- Encourage development of the Arts District and the Art Walk;
- Continue strategic location of new projects to encourage circulation through downtown (such as the bus station and parking garage);
- Provide additional parking downtown;
- Strengthen enforcement of existing ordinances;
- Create synergy between heritage tourism and eco-tourism initiatives;
- Promote maintenance of historic buildings even if not designated as landmarks or historic districts;
- Create different, more “quaint” retail mix in downtown, including bookstores and Starbucks (contradicts comments that existing mix helped maintain vitality);
- Address language barrier for downtown commerce;
- Connect Hike & Bike trails to downtown.
- Historic Preservation Council
  - Make application for Certificate of Appropriateness easily accessible online and in paper format, in the same location as permit applications;
  - Provide funding for additional Historic Preservation staff in City budget.
- Public Forum
  - Grants and incentives for public art should emphasize McAllen’s heritage;
  - Encourage redevelopment that takes advantage of historic irrigation infrastructure;
  - Ensure consistency with *Foresight McAllen* and UDC;
  - Create better flow/circulation among city neighborhoods; Provide incentives to develop creative architectural solutions to difficult preservation problems.
  - Encourage downtown development that attracts residents as well as tourists.

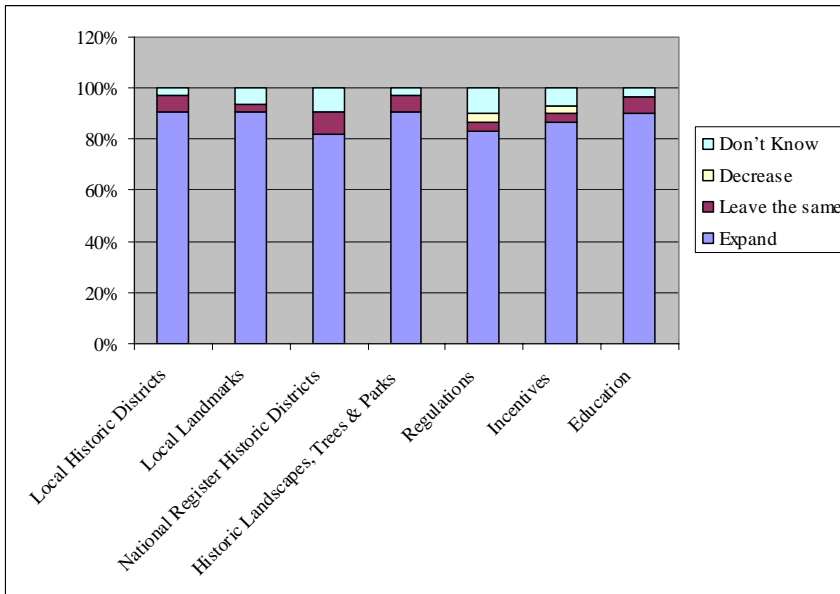
#### **Overall Comments**

- Public Forum
  - Provide benchmarks to measure success in Preservation Plan.

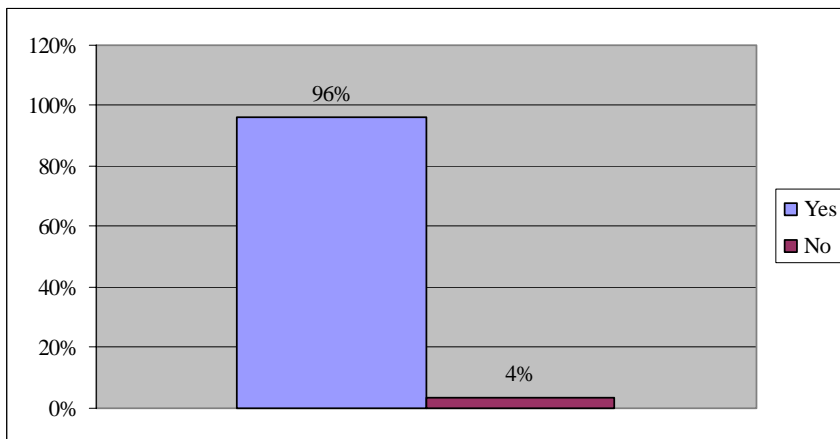
### 1. Do you believe Historic Preservation is a worthwhile goal?



### 2. What direction do you think the City should take relating to future historic preservation?



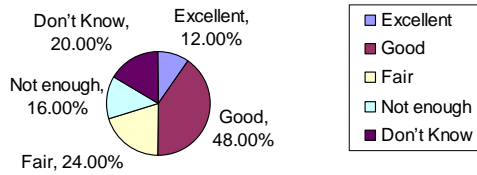
### 3. Are there individual properties, geographic areas, or thematic property types in McAllen that need to be studied in the future for possible historic designation?



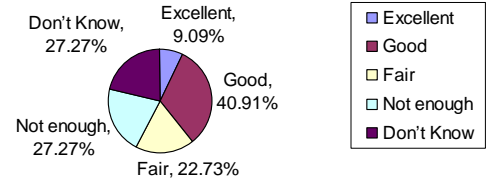


**4. How well do you think the City is doing in balancing Historic Preservation goals with other development related goals?**

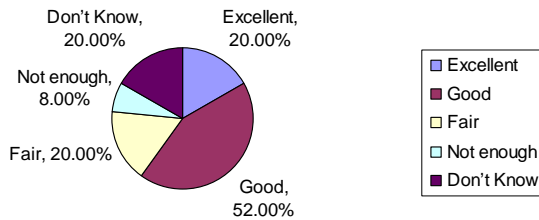
**Supporting Variety of Housing Choices**



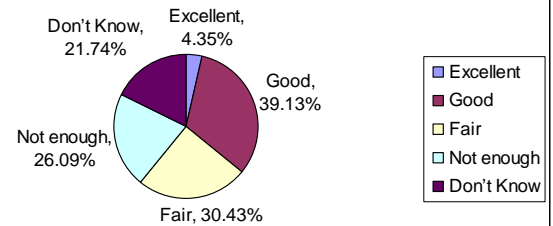
**Compatible Infill**



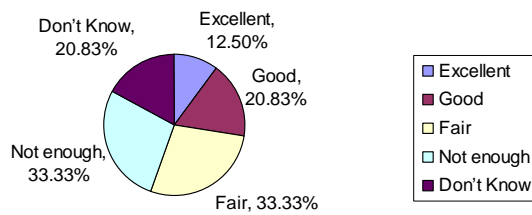
**Economic Development**



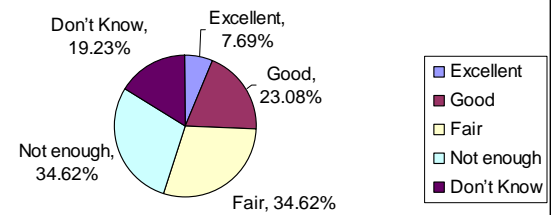
**Redevelopment**



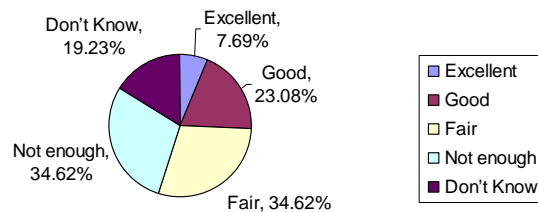
**Mixed Use/Pedestrian Oriented**



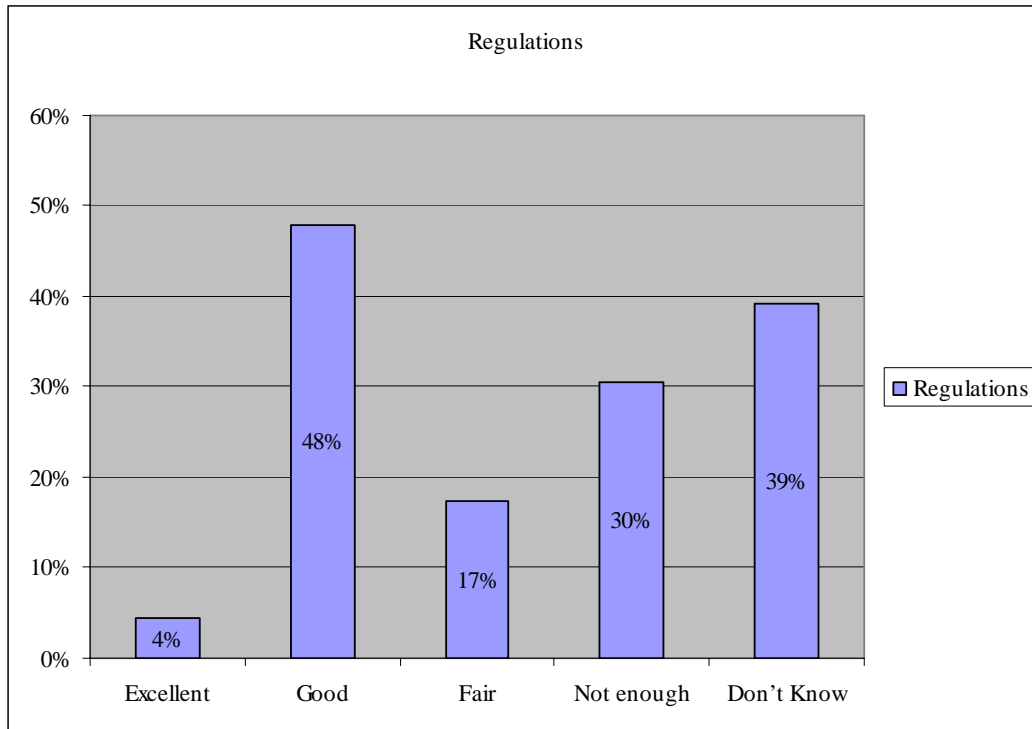
**Environmental Sensitivity**



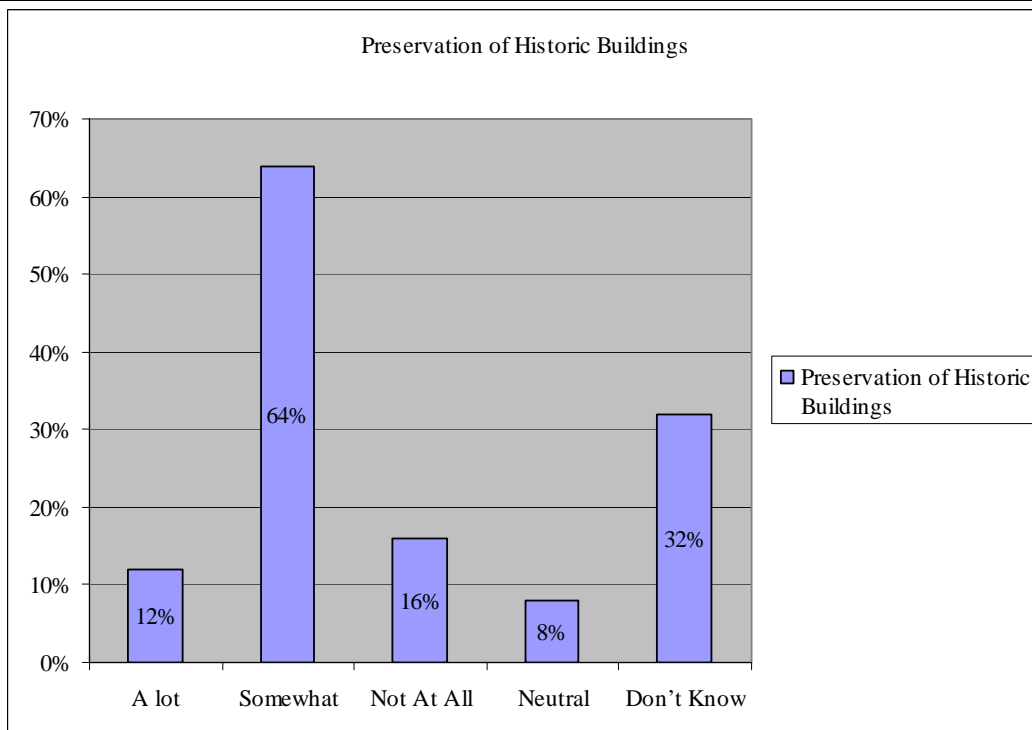
**Preserving Desirable Neighborhoods**



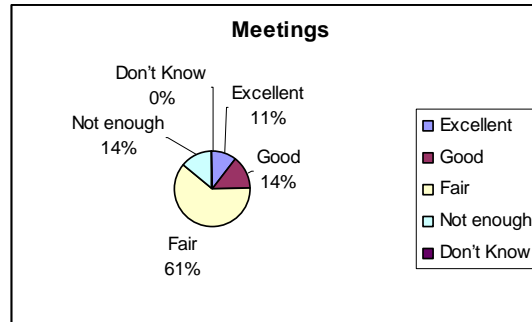
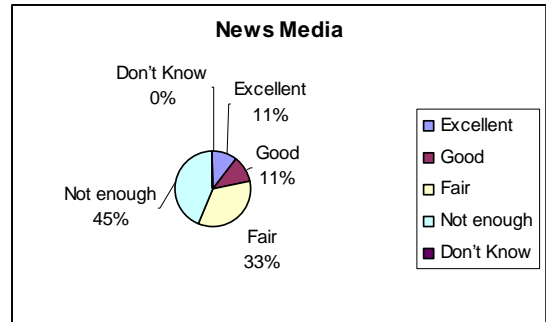
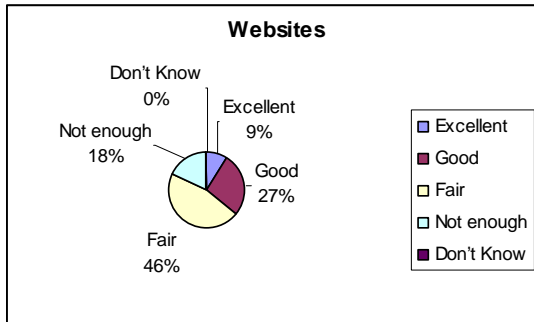
**5. How well do you believe the City's Historic Preservation regulations provide protection for preserving designated historic properties?**



**6. Do you think the City's current tax incentives encourage preservation?**

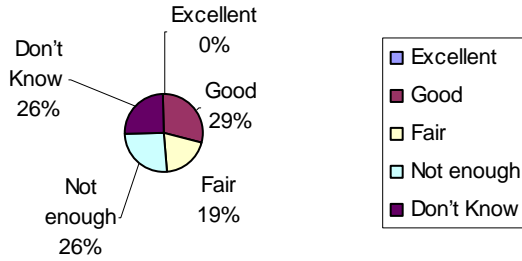


**7. How well does the City use the following to inform and / or educate the public about preservation projects and programs?**

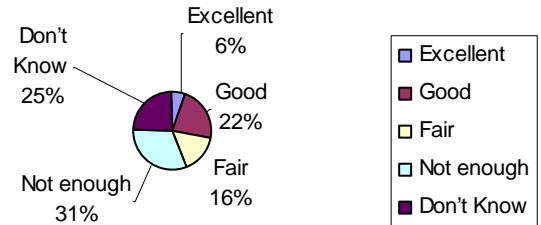


**8. How well does the City provide adequate resources to ensure an effective, efficient, and consistent review process?**

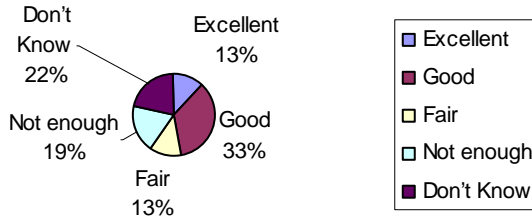
**Number of Staff**



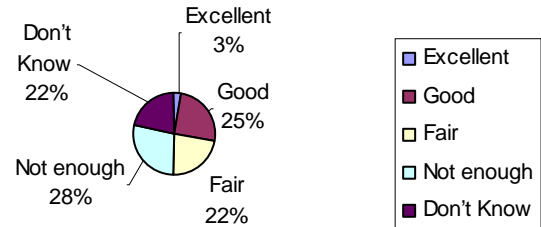
**Staff Trained in Preservation**



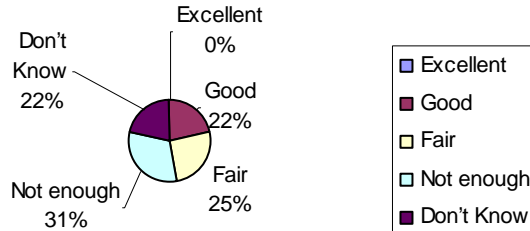
**Historic Preservation Council**



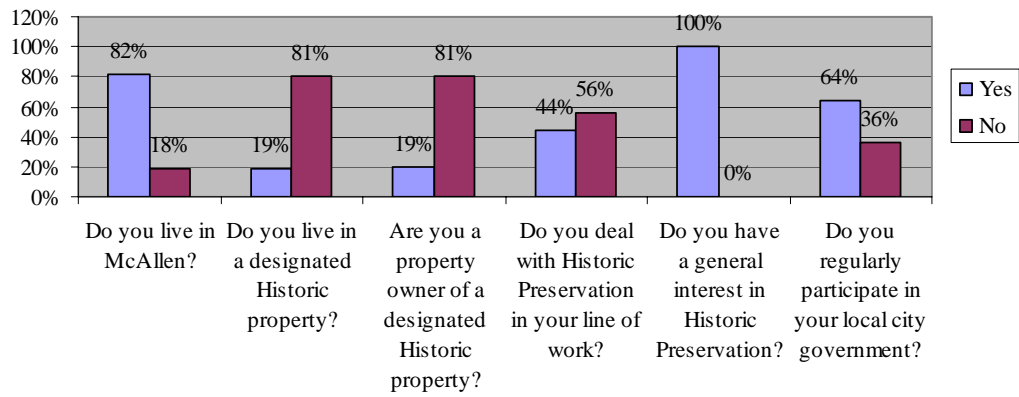
**Updated Survey Information**



**Adequate Regulations & Guidelines**



TELL US ABOUT YOURSELF



## APPENDIX B: ONLINE PRESERVATION RESOURCES

### **Antiquities Code of Texas**

<http://www.thc.state.tx.us/rulesregs/rrstate.shtml>

### **National Historic Preservation Act**

<http://www.achp.gov/nhpa.html>

### **Texas Preservation Trust Fund (TPTF) Grants**

<http://www.thc.state.tx.us/grantsincent/gratptf.shtml>

### **Federal Historic Preservation Tax Incentives**

<http://www.nps.gov/history/hps/tps/tax/index.htm>

### **IRS Tips on the Federal Rehabilitation Tax Credit**

<http://www.irs.gov/businesses/small/industries/article/0,,id=97599,00.html>

### ***The Secretary of the Interior's Standards for the Treatment of Historic Properties***

<http://www.nps.gov/history/hps/tps/standguide/index.htm>

### ***Historic Preservation Easements: A Historic Preservation Tool with Federal Tax Benefits***

<http://www.nps.gov/hps/TPS/tax/easement.htm>

### **HOME Community Housing Development Organization (CHDO) Guidance**

<http://www.hud.gov/offices/cpd/affordablehousing/programs/home/topical/chdo.cfm>

### **National Park Service (NPS) Preservation Briefs**

<http://www.nps.gov/history/hps/tps/briefs/presbhom.htm>

### **National Register of Historic Places (NRHP) Bulletins and Brochures**

<http://www.nps.gov/history/nr/publications/bulletins.htm>

### **GSA Historic Preservation Library**

<http://www.gsa.gov/Portal/gsa/ep/programView.do?pageTypeId=17109&ooiid=8059&programPage=%2Fep%2Fprogram%2FgsaDocument.jsp&programId=14711&channelId=-24361>

### **National Trust for Historic Preservation (NTHP)**

<http://www.preservationnation.org/>

### **Online Agritourism Resources**




[http://www.agmrc.org/media/cms/AgritourismOnlineResources\\_A3E314BD5D326.pdf](http://www.agmrc.org/media/cms/AgritourismOnlineResources_A3E314BD5D326.pdf)

### **U.S. Department of Agriculture Community Development Resources**





[http://ric.nal.usda.gov/nal\\_display/index.php?info\\_center=5&tax\\_level=2&tax\\_subject=211&topic\\_id=1169](http://ric.nal.usda.gov/nal_display/index.php?info_center=5&tax_level=2&tax_subject=211&topic_id=1169)







## APPENDIX C: RECOMMENDATIONS FOR FUTURE SURVEY

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Alta Mira	Bungalow		ca. 1930 - ca. 1940	Multiple alterations	Eclectic 20th Century Revival styles	High
	Beatty & Folsom	None		ca. 1920 - ca. 1930	Multiple alterations	Chain-link fences; includes historic commercial resources	High
	Betty Rose Subdivision	Ranch		ca. 1960 - ca. 1975		Curvilinear streets; central esplanade with palms; includes ca. 1975 townhouses built later than rest of subdivision	High

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**





Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Bonita Heights	Ranch		ca. 1955 - ca. 1965		Some custom designed homes. Central median at cul de sac lacks landscaping	Medium
	Broadlawn Terrace No. 1	Ranch		ca. 1955 - ca. 1960	Porch alterations	Smaller-scale houses with more modest design than Broadlawn Terrace No. 3	High
	Broadlawn Terrace No. 3.	Ranch	Contemporary	ca. 1960 - ca. 1970		Many custom-designed houses. Common garden at center of cul de sac	High
	Bryant Younger's	Bungalow		ca. 1930 - ca. 1940	Multiple alterations	Eclectic 20th Century Revival styles; some industrial development within subdivision	Medium

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Carolyn Addition	Ranch		ca. 1945 - ca. 1965	Garage enclosures	Irrigation features	Medium
	Cathay Courts & Cathay Courts Extension	Bungalow		ca. 1930 - ca. 1940			High
	Colonia Independencia	Shotgun	Minimal Traditional	ca. 1930 - ca. 1940		Densely developed with small lots	Medium
	Crawford's Addition	Ranch		ca. 1950 - ca. 1960			Medium

**APPENDIX C: RECOMMENDATIONS FOR FUTURE SURVEY**

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**





Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Crockett Heights	Ranch		ca. 1950 - ca. 1955	Garage Enclosures	Metal casement windows; corner windows	Medium
	D. Guerra's Addition	Minimal Traditional		ca. 1930 - ca. 1960	Multiple alterations	Front fences; re-subdivision of Hammond's Addition	Low
	Doss Subdivision	Eclectic		ca. 1920 - ca. 1960	New infill construction	Lacks continuity as a potential historic district, but includes several interesting individual resources	Medium
	Ewing Addition	Bungalow	Minimal Traditional	ca. 1920 - ca. 1930	Multiple alterations	Eclectic styles	High



**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Fairfield Place	Ranch		ca. 1950 - ca. 2000	Multiple alterations	Majority of subdivision lacks integrity, but some custom-designed houses	Medium
	Farlow Mews	Ranch		ca. 1950 - ca. 1960		Central median at cul de sac	Medium
	Frontier Gardens	Ranch	Minimal Traditional	ca. 1940 - ca. 1950	Garage enclosures		Medium
	H.A. Waters	Minimal Traditional		ca. 1940 - ca. 1950	Porch alterations		Medium

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**





Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Hackberry Homesite	Minimal Traditional	Shotgun	ca. 1920 - ca. 1960	Multiple alterations		Medium
	Hackberry Place	Minimal Traditional	Cottage	ca. 1935 - ca. 1945			Medium
	Hammond's Addition	Bungalow		ca. 1920 - ca. 1930	Multiple alterations	Front fences; re-subdivisions within Hammond's Addition	Medium
	Hampshire Homes	Bungalow	Cottage	ca. 1930 - ca. 1940			High



**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Highland Center	Ranch		ca. 1960 - ca. 1980			Medium
	Highland Drive Addition	Ranch		ca. 1955 - ca. 1965			Medium
	Highland Park	Ranch		ca. 1950 - ca. 1960	Stucco veneer		Medium
	Holland Heights	Ranch		ca. 1960 - ca. 1965	Garage enclosures	Irrigation features	Medium



**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Janice Addition & Janice Addition No. 2	Ranch	Minimal Traditional	ca. 1940 - ca. 1970	Multiple alterations	Lacks continuity as a potential historic district, but includes several interesting individual resources	Medium
	Jardin de Flores	Ranch	Contemporary	ca. 1955 - ca. 1960		Cul de sac with landscaped central median	Medium
	Kehm's Subdivision	Minimal Traditional		ca. 1940 - ca. 1950			Medium
	La Villita Subdivision	Ranch		ca. 1950 - ca. 1960		Central median at cul de sac	Medium

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**





Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Lamar Acres	Ranch	20th Century Revival Styles	ca. 1935 - ca. 1945		Large lots	High
	Live Oak Acres	Ranch	Contemporary	ca. 1960 - ca. 1970		Central landscaped median at cul de sacs; curvilinear streets, custom-designed houses	High
	Louise Addition	Bungalow	Foursquare	ca. 1920 - ca. 1940		Central esplanade with palms; 20th century eclectic style houses	High
	Maple Addition	Ranch	Modern	ca. 1950 - ca. 1960		Custom-designed houses	High

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**





Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Maryland	Cottage		ca. 1930 - ca. 1940			High
	Meinen Terrace	Ranch		ca. 1960 - ca. 1965	Garage enclosures, demolition, & new construction.	Small subdivision - only 2 blocks	Low
	Milmor	Bungalow	Minimal Traditional	ca. 1920 - ca. 1930	Multiple alterations; new infill construction.	Includes examples of Tudor Revival Style; former citrus orchard at 1206 Main St.	High
	Nelson Addition	Bungalow		ca. 1930 - ca. 1940	Multiple alterations		Medium



**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**




Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	North Citrus Park	Ranch		ca. 1960 - ca. 1970		Cul de sacs lack landscaping	Medium
	Northway Park Subdivision and Annex	Ranch		ca. 1950 - ca. 1960		Central esplanade with palms; metal casement windows; corner windows	High
	Orange Road Subdivision	Minimal Traditional	Shotgun	ca. 1920 - ca. 1960	Multiple alterations		Low
	Orange Terrace	Minimal Traditional	Ranch	ca. 1940 - ca. 1950	Carport additions		Medium

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**



Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Palm Heights Addition	Cottage		ca. 1930 - ca. 1940		Curvilinear streets, central esplanade with palms	High
	Palms Sub.	Ranch		ca. 1960			Medium
	Plaza Linda	Ranch		ca. 1950 - ca. 1960		Cul de sacs	Medium
	Ramona Park	Minimal Traditional	Ranch	ca. 1940 - ca. 1950			Medium



**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	Redwood Park Addition	Ranch		ca. 1950 - ca. 1955		Central esplanade with palms	Medium
	Renken's Addition	Bungalow		ca. 1920 - ca. 1930	Multiple alterations		Low
	Royal Palms Addition Subdivision	Ranch	Contemporary	ca. 1955 - ca. 2000	Demolition & new construction	Cul de sacs; some custom-designed houses	Medium
	Thomas Terrace	Ranch		ca. 1950 - ca. 1960	Garage enclosures	Central landscaped median at Quince	High

**M C A L L E N   H I S T O R I C   P R E S E R V A T I O N   P L A N**

Representative Photo	Subdivision Name	Primary Housing Stock	Secondary Housing Stock	Construction Date Range	Typical Integrity Issues	Notes	Survey Priority
	V.E. Cook's	Ranch	Minimal Traditional	ca. 1940 - ca. 1950			Medium
	West Highland Addition	Ranch		ca. 1955 - ca. 1960	Stucco veneer; carports added.	Non-contiguous subdivision; central landscaped median at cul de sac	Medium



**SHEET 1 OF 6**

**SURVEY PRIORITY NOT EVALUATED**


**SURVEYED IN 2005**

## 1962 DEVELOPMENT BOUNDARY




**HIGH SURVEY PRIORITY**

 **MEDIUM SURVEY PRIORITY**

**LOW SURVEY PRIORITY**

**LOW SURVEY PRIORITY**



**POTENTIAL INDIVIDUAL LANDMARK**

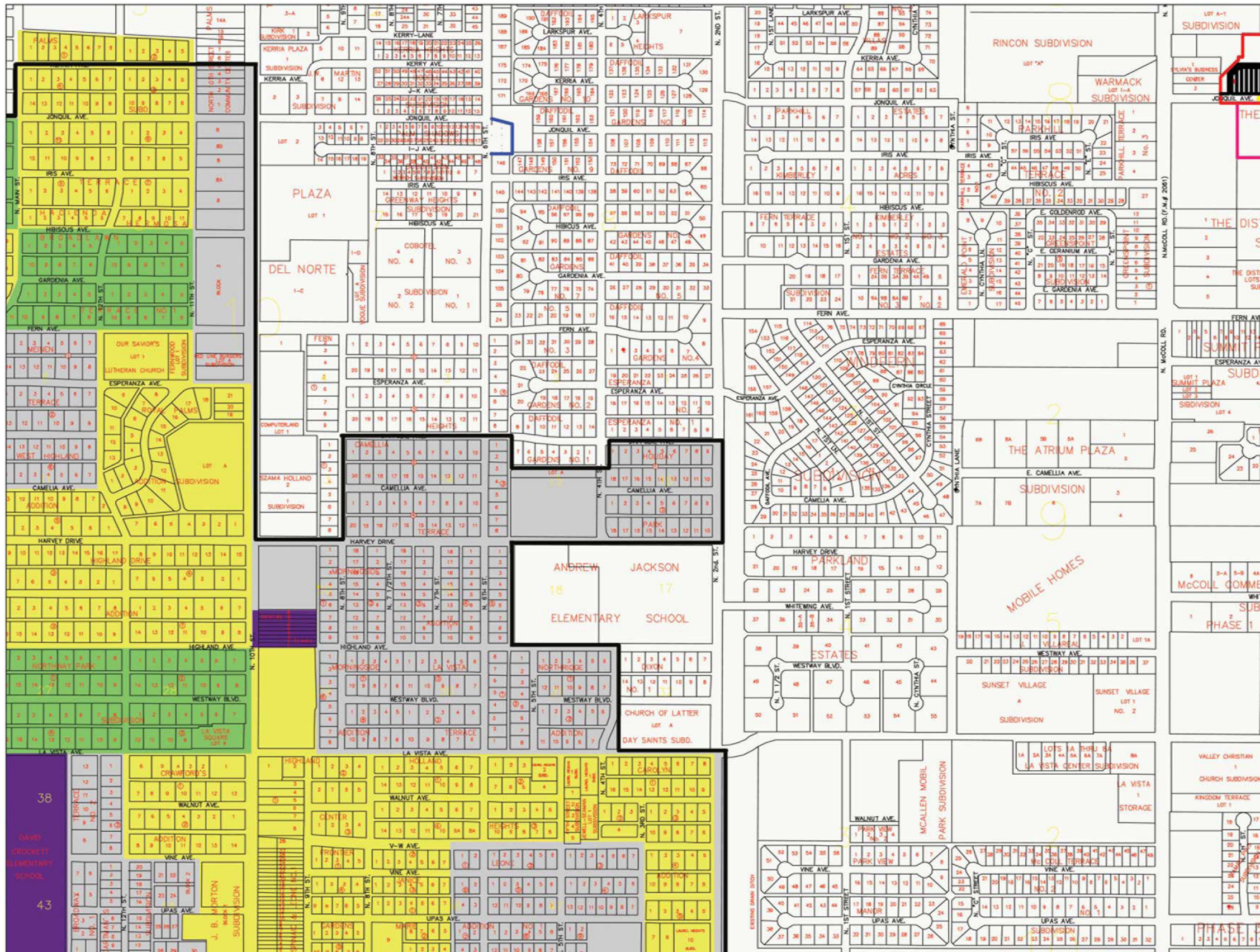
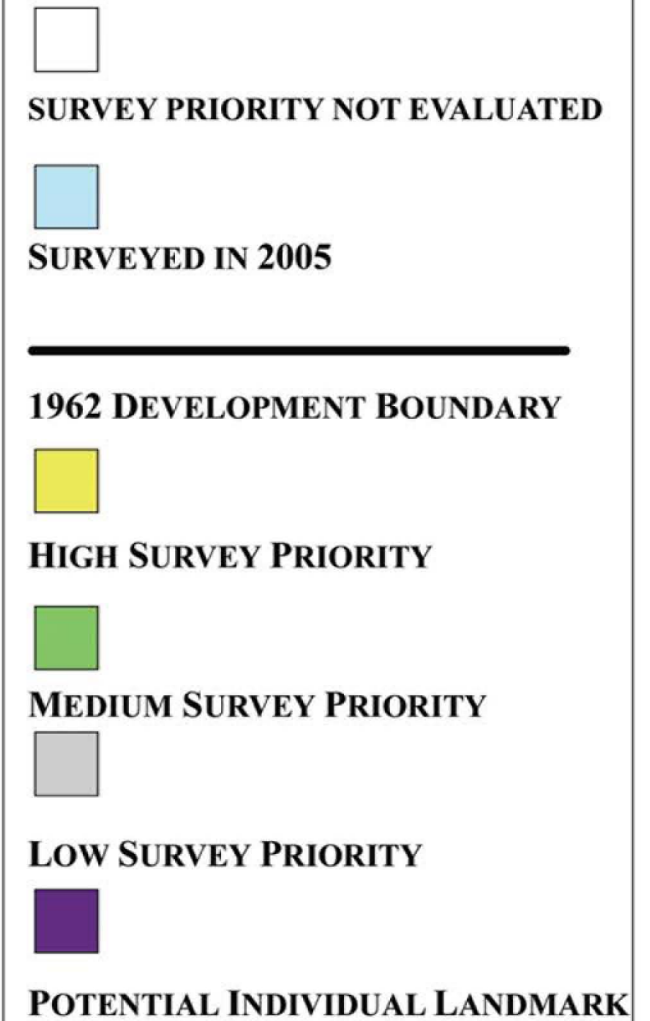


CITY OF McALLEN  
HISTORIC PRESERVATION PLAN

2009

SURVEY PRIORITIES

SHEET 2 OF 6



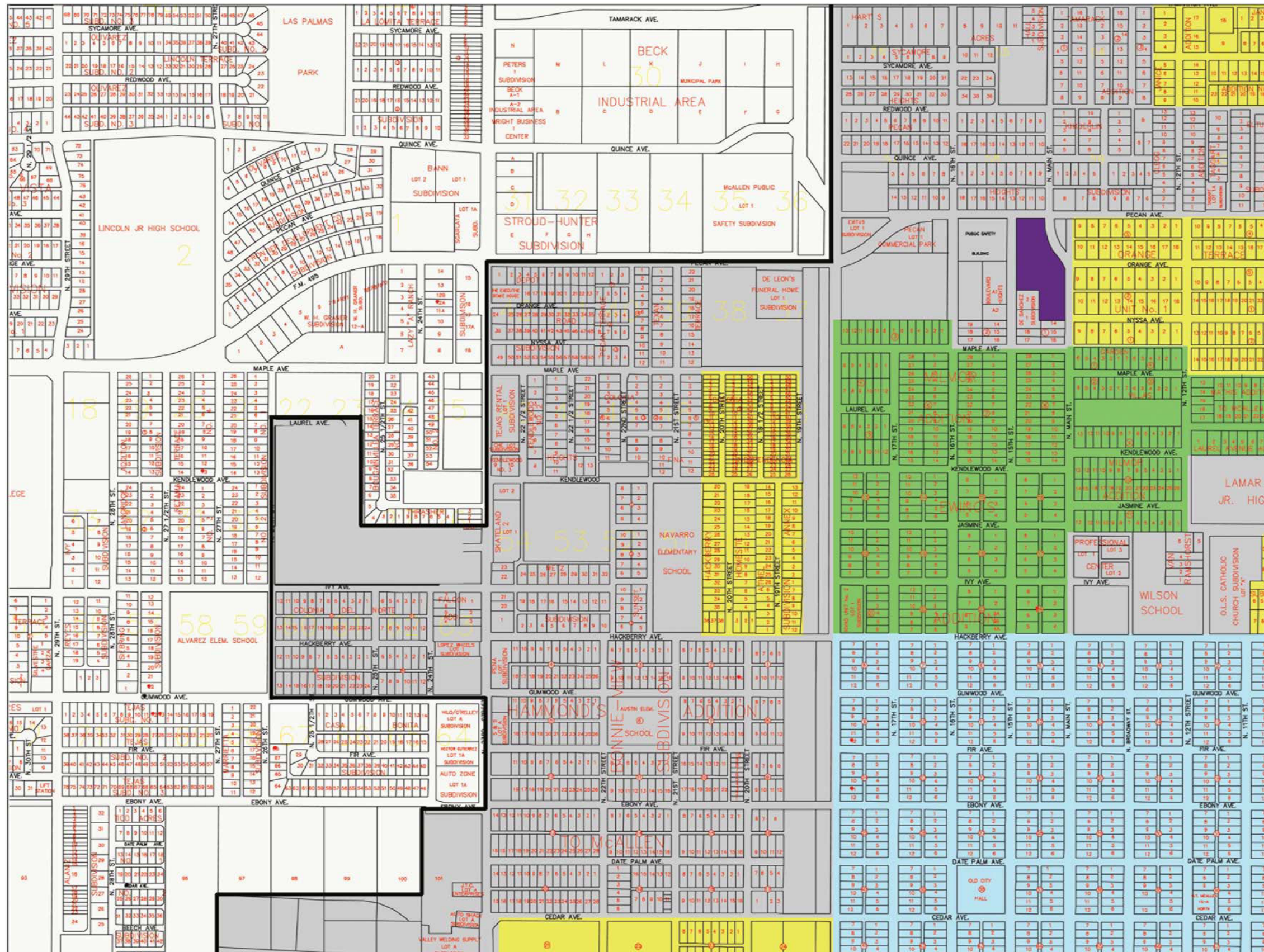


**CITY OF McALLEN**  
**HISTORIC PRESERVATION PLAN**

**2009**

**SURVEY PRIORITIES**

**SHEET 3 OF 6**



 **SURVEY PRIORITY NOT EVALUATED**

 **SURVEYED IN 2005**

 **1962 DEVELOPMENT BOUNDARY**

 **HIGH SURVEY PRIORITY**

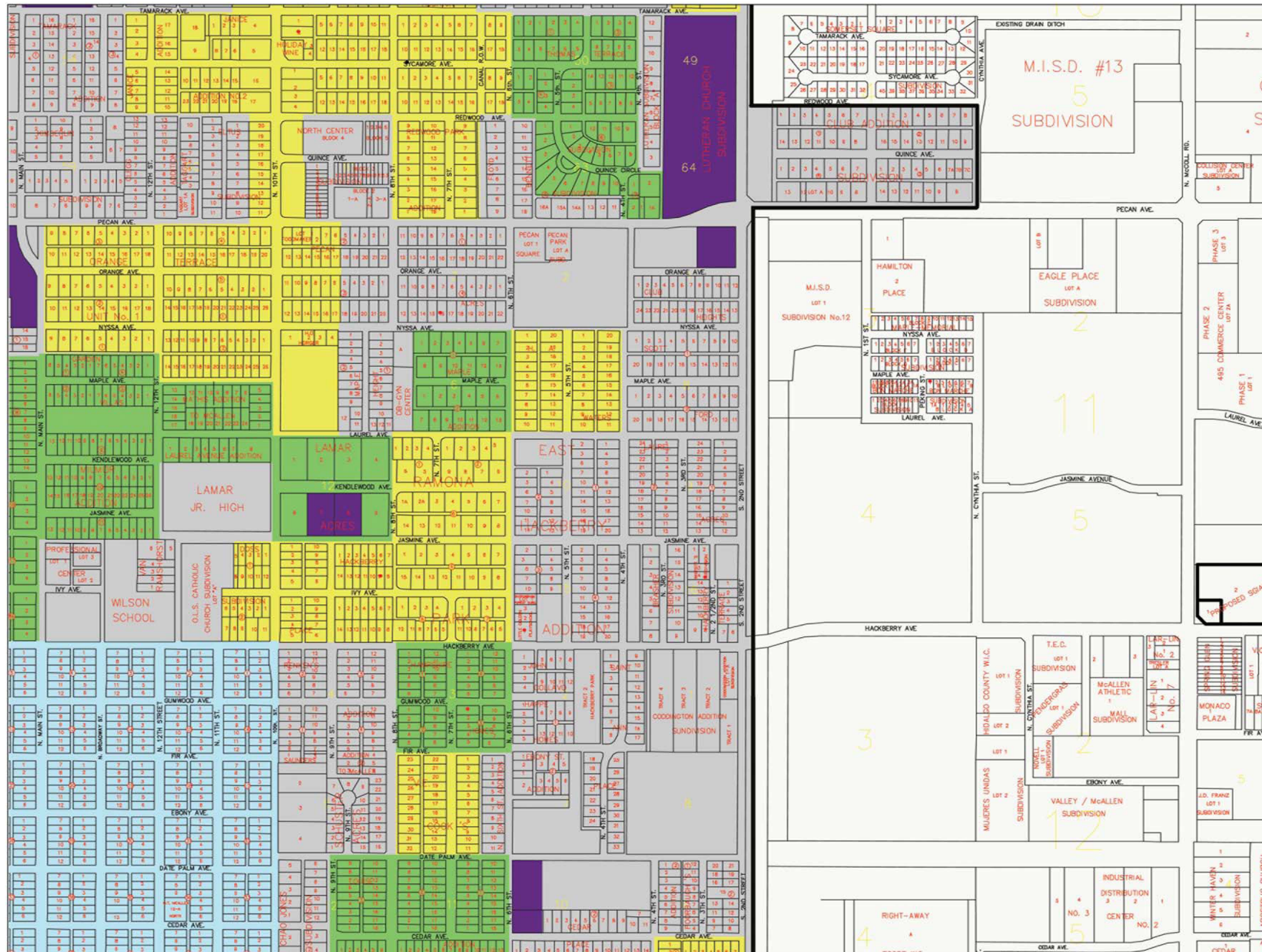
 **MEDIUM SURVEY PRIORITY**

 **LOW SURVEY PRIORITY**

 **POTENTIAL INDIVIDUAL LANDMARK**



**SHEET 4 OF 6**



**SURVEY PRIORITY NOT EVALUATED**


**SURVEYED IN 2005**

## 1962 DEVELOPMENT BOUNDARY

**HIGH SURVEY PRIORITY**

**MEDIUM SURVEY PRIORITY**

**LOW SURVEY PRIORITY**

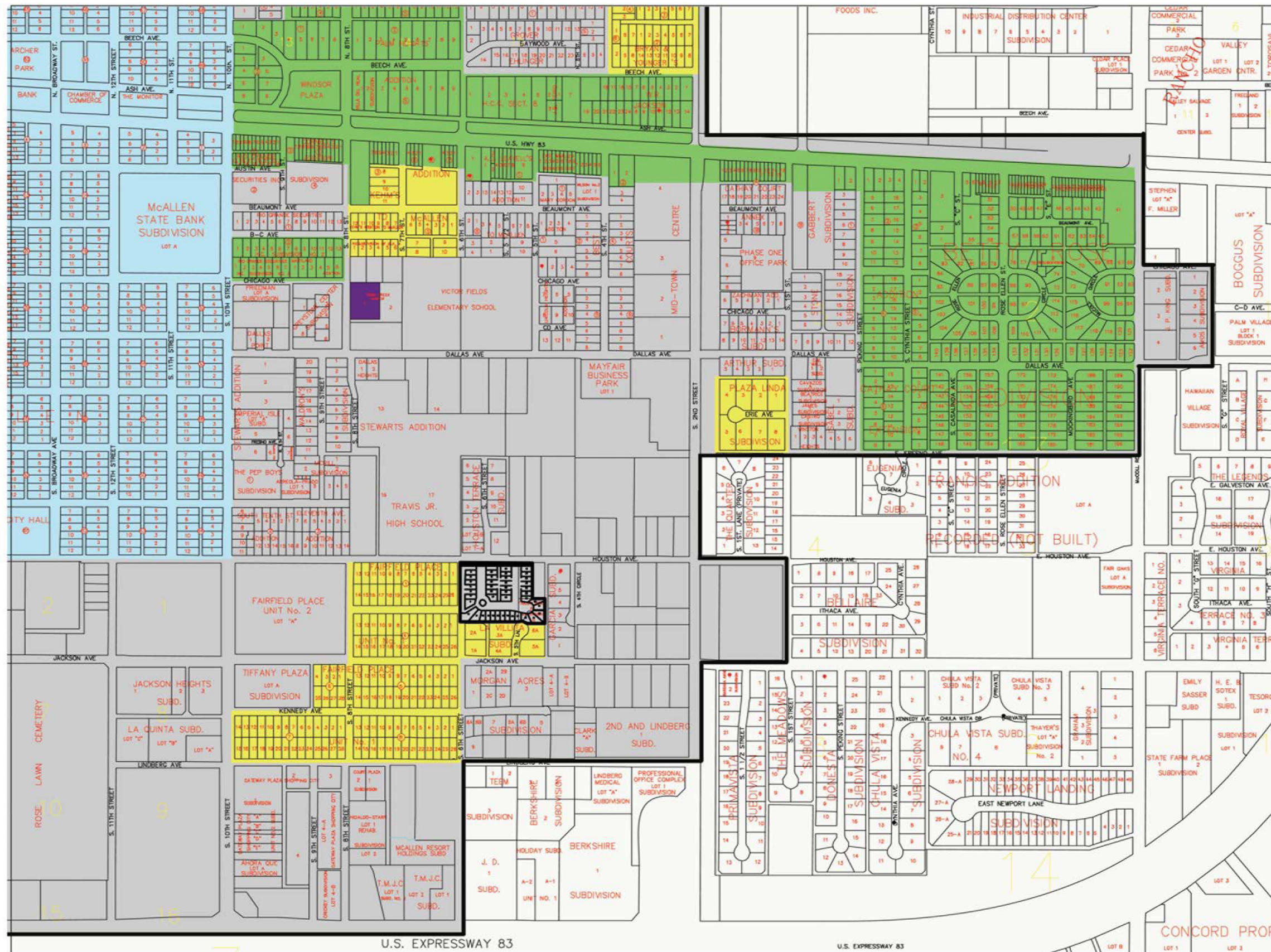
**POTENTIAL INDIVIDUAL LANDMARK**



**SHEET 5 OF 6**














# CITY OF McALLEN HISTORIC PRESERVATION PLAN

2009

## SURVEY PRIORITIES

SHEET 6 OF 6

-  SURVEY PRIORITY NOT EVALUATED
-  SURVEYED IN 2005
-  1962 DEVELOPMENT BOUNDARY
-  HIGH SURVEY PRIORITY
-  MEDIUM SURVEY PRIORITY
-  LOW SURVEY PRIORITY
-  POTENTIAL INDIVIDUAL LANDMARK