

# **(ID#19-851) Downtown Architectural Design Standards**

Award a contract for professional services to  
update downtown architectural design standards

## Purpose

- Consider awarding contract for professional services to Winter and Company to update downtown architectural design standards.
- Focus on design variables that were addressed by Winter and Company in previous 2012 guidelines.
- Direction provided by City Council at the December 17, 2019 Work Session.



# Background

- **2012:** City contracted with Nore Winters to develop architectural standards
- **Purpose:** “enhance the effectiveness of the Smartcode in downtown by adding context-sensitive design standards...”
- **Included code standards**
  - Expression tools
  - Upper-floor window design
  - Varied upper-floor massing
  - Step-downs in height
- **Included design guidelines**
  - Advisory information and intent statements
  - Design criteria for administrative review of plans
  - Design criteria for alternative compliance requests
- **2018 Development Code update**
  - Carried over all design standards and guidelines
  - Expanded upon to new districts
  - New architectural standards added

## DIVISION 2: EXAMPLES OF DESIGN PRINCIPLES APPLIED

The following photographs provide examples of improvements that illustrate how some of the design guidelines may apply in CD-5D and CD-5. Some specific design features are identified in the captions. Note that, in some cases, while a specific design feature is described as being an appropriate example, the overall building shown may not meet all of the city's other design standards and guidelines.



Vertical Expression Lines; Cornice; Balcony



Varied Upper Floor Massing; Wall Offset



Wall Offset; Horizontal Expression Line



Wall Notch; Horizontal Expression Line



Vertical Expression Lines; Awning / Canopy



Wall Offset; Horizontal Expression Line; Materials Change

# Winter and Company: Scope of Services

## Key Topics

- Massing of larger building to promote compatibility
- Variety of articulation of facades
- Treatment of building materials
- Street level design to create a sense of place
- Transitions from higher density to sensitive edges

## Outreach Levels

- Community Workshops / Open House
- Focus / Stakeholder Groups

## Scope of Services

- Step 1: Set the Stage
- Step 2: Develop the Strategy
- Step 3: Develop the Design Standards and Guidelines
- Step 4: Adoption

**Contract Cost: \$68,160**

## DESIGN GUIDELINE SERVICES

PLANO, TEXAS



*Downtown Plano has a vibrant future with an engaging atmosphere. The streetscape is pedestrian friendly, and has potential to generate a significant amount of income for the community.*



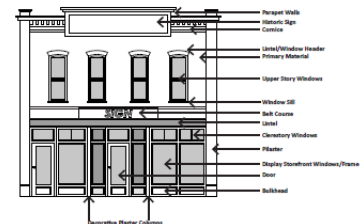
*The historic presence of Downtown Plano is still strong throughout the character in each building. This character creates an exciting juxtaposition between the past and present, and is critical in preserving to increase the vitality of the Downtown Heritage District.*

### Downtown Heritage Resource District Design Standards

Downtown Plano is the heart of the community. It is rich with buildings that serve as links to the city's heritage. These properties symbolize the past and set the stage for a vibrant future.

Winter & Company was tasked with creating historic Design Standards in response to preservation issues the community was experiencing in its Downtown. Some of the topics addressed include additions, awnings, storefronts, review process, and conducting surveys. Winter & Company assisted the city in hosting a number of public engagement workshops. They then tailored the Design Standards to fit the unique design qualities of Downtown Plano.

The Downtown Heritage Resource District Design Standards promote rehabilitation and redevelopment that is sensitive to the surrounding historic context and helps maintain downtown as the center of the community. By preserving existing buildings and guiding compatible redevelopment, the standards also help promote cultural, environmental and economic sustainability. A key goal is to support a downtown that meets the needs of residents, business owners and visitors.



*Diagrams and models throughout the document identify key-character defining features of historic buildings in the district. These are important to preserve whenever feasible to keep the charm of Downtown Plano intact.*



Winter & Company

[www.winterandcompany.net](http://www.winterandcompany.net)

# Timeline



## Council Direction