

**RESOLUTION NO. 95-7-16(R)**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, ADOPTING AN INFILL HOUSING STUDY PROPOSED BY THE HISTORIC LANDMARK COMMITTEE; APPROVING THE UTILIZATION OF THE STUDY BY THE APPROPRIATE PERSONNEL AND DEPARTMENTS OF THE CITY; AND PROVIDING AN EFFECTIVE DATE.

**WHEREAS**, the City Council of the City of Plano desires to protect, enhance, and perpetuate historic landmarks which represent or reflect distinctive and important elements of the City's cultural, social, economic, political, archaeological, and architectural history; and

**WHEREAS**, towards that end the City Council established the Historic Landmark Committee and directed the Committee to prepare an Infill Housing Study, a copy of which is attached hereto as Exhibit "A" and incorporated herein by reference (hereinafter called "Study"); and

**WHEREAS**, the Historic Landmark Committee held a public hearing on the Study on March 21, 1995, at the close of which the Historic Landmark Committee recommended adoption of the Study; and

**WHEREAS**, a public hearing before the Planning & Zoning Commission was held on April 17, 1995, at the close of which the Planning & Zoning Commission recommended adoption of the Study; and

**WHEREAS**, upon full review and consideration of the Study and all matters attendant and related thereto including all comment and discussion heard at a public hearing held May 8, 1995, the City Council is of the opinion that the Study should be approved and adopted;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:**

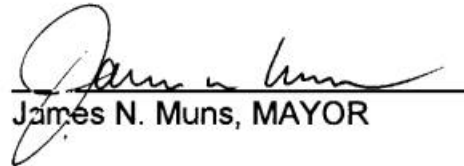
**Section I.** The Study, having been reviewed by the City Council of the City of Plano and found to be acceptable and in the best interests of the City of Plano and its citizens is hereby approved and adopted.

**Section II.** The Study shall be utilized by the Planning & Zoning Commission, City Council, staff, and developers, and such other appropriate City personnel and departments as a guideline to assist property owners who want to build new residential structures in older areas.

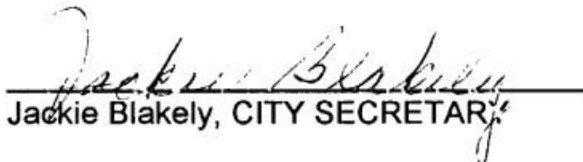
**Section III.** Where a policy or recommendation of the Study requires the adoption or amendment of a code or ordinance for implementation, said item will not take effect until the passage of the necessary legislation.

**Section IV.** This Resolution shall become effective immediately upon its passage.

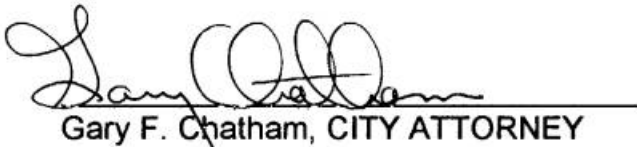
DULY PASSED AND APPROVED THIS THE 10 DAY OF July, 1995.

  
James N. Muns, MAYOR

ATTEST:

  
Jackie Blakely, CITY SECRETARY

APPROVED AS TO FORM:

  
Gary F. Chatham, CITY ATTORNEY



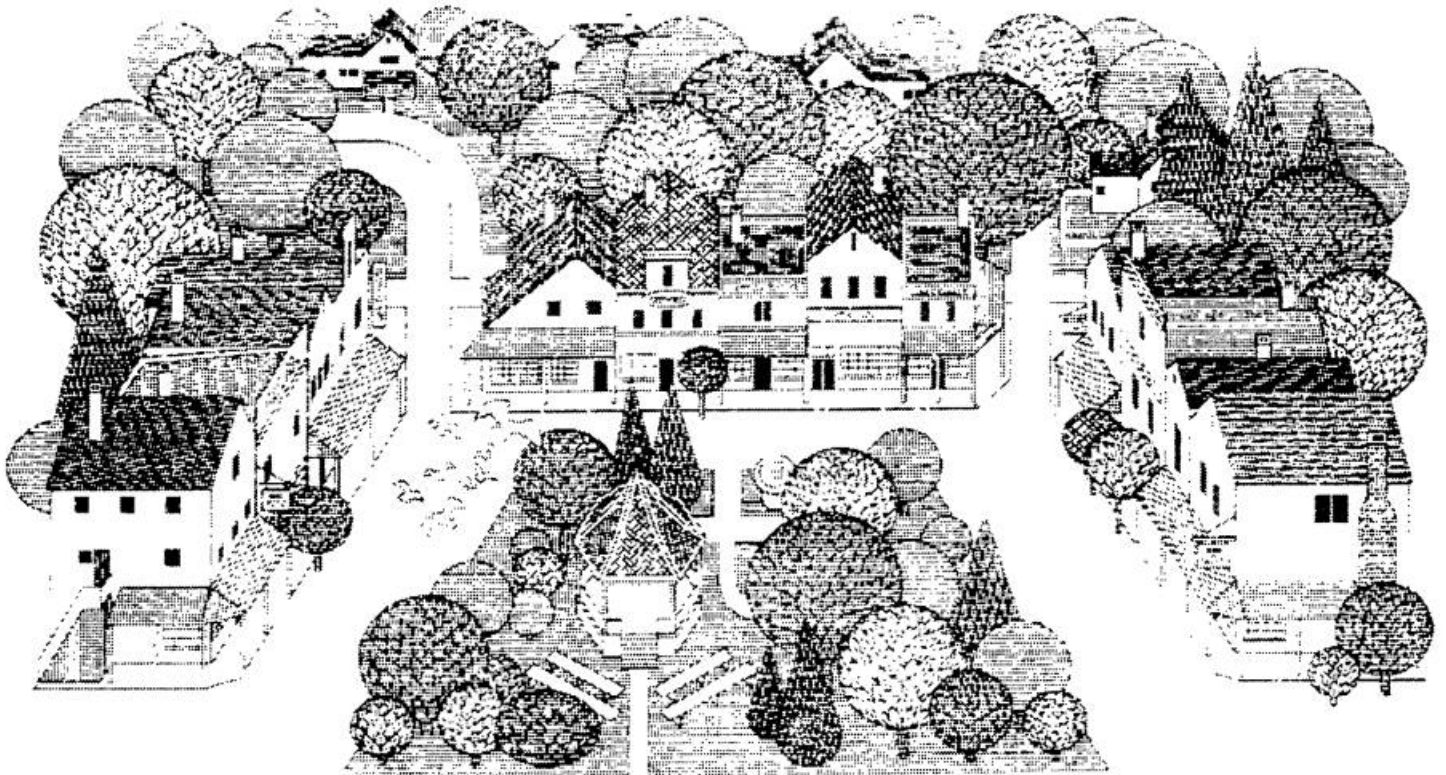
**City of Plano  
Development Services**

For additional information contact Development  
Services Department 578-7151.

# City of Plano

## Development Services

### Infill Housing Study



This study was funded in part through a Certified Local Government grant from the National Park Service, United States Department of 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 of 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 Federal 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, D.C. 20013-7127.

# INFILL HOUSING STUDY

## Introduction

### Purpose/Objectives

The purpose of the Infill Housing Study is to illustrate the economic potential for residential construction on approximately 100 vacant lots in the older areas of Plano. This study also shows that new homes can be designed in a manner consistent with Plano's older neighborhoods and that there is a market for this type of construction.

This report addresses the following elements for establishing a successful infill housing program:

**Product - Design:** Cost information; lot availability; and neighborhood information including demographic data;

**Housing Demand:** This information will be based on City of Plano experience relocating and selling over ten historic homes over the past five years. Also, included will be a profile of interested home buyers in the area based on applications;

**Marketing:** Contact persons and groups; news story ideas; and city information on prospective home buyers; and

**Financing:** Special funding programs; project costs compared to likely sales price for homes.



# Overview of Historic Preservation Program



The City of Plano established the Historic Landmark Committee in 1979 to encourage historic preservation. The creation of the Historic Landmark Committee was a direct response to the rapid development of new housing and businesses in the city, changes that threatened the historical, architectural, archaeological, and cultural heritage of the community. The Historic Landmark Committee was authorized to identify and catalog historic buildings, sites, and districts; establish criteria for Historic Landmark designations; develop guidelines for the review of historic building alterations; formulate a program for private and public preservation activities; suggest sources of funding for preservation ; and recommend incentives for preservation.

Plano's original Preservation Plan was adopted in 1981. It included a survey of historic properties and criteria for historic designation. Seven properties were designated as local historic landmarks between 1981 and 1986 when the Preservation Plan was updated for the first time. Nine additional properties were designated as local historic landmarks between 1986 and 1992 when the second update of the Preservation Plan was completed.

The Historic Landmark Committee has worked closely with three residential neighborhoods near downtown to maintain and expand the stock of older homes. These efforts led to the renovation of approximately 150 homes

through public and private efforts. Most of the renovation projects were completed by Plano's

Community Development Department. In addition, nine houses

were relocated to vacant lots in the area and restored. Two more relocation

projects are scheduled for the summer of 1995. These renovation and relocation

efforts produced a very positive effect in the neighborhoods and were instrumental in

creating an environment where there is considerable amount of investment in the neighborhood and the demand for housing exceeds the supply.

# Product - Housing for the Older Portion of Plano

## Designs/Floor Plans/Key Features

The neighborhoods around the downtown Plano area have a rich history and a unique sense of place. The character and scale of the neighborhoods and homes within them reflect the feeling of a small town, oriented to pedestrian activity and social interaction. Mature trees line the streets. The area is one of the few in Plano where front porches face the street. Stores and gathering places, such as Haggard Park, are within walking distance of the homes.

ArchiTexas, an architectural consulting firm, produced four home designs appropriate for the older portion of Plano. These designs are shown in Figures 1 through 4. The consultants' goal was to create home plans that reflects the unique architectural and contextual character of the neighborhoods and will encourage new residential construction in the older portion of town. The designs conform to the "Design Guidelines for Plano's Historic Areas" which were adopted by City Council in September 1993. These designs allow builders to adapt to the variety of lots shapes in the older portion of Plano.

These designs are consistent with the character of historic Plano. Construction of these homes will support Plano's substantial investment in renovation and relocation in the neighborhoods around downtown. Key architectural elements of each home design are highlighted.

Commonly mentioned features are:

Architectural style

Home size

Number of bedrooms & bathrooms

Interior floor plan

Front porch

Ornamentation

Roof shape, slope and dormers

Exterior building material

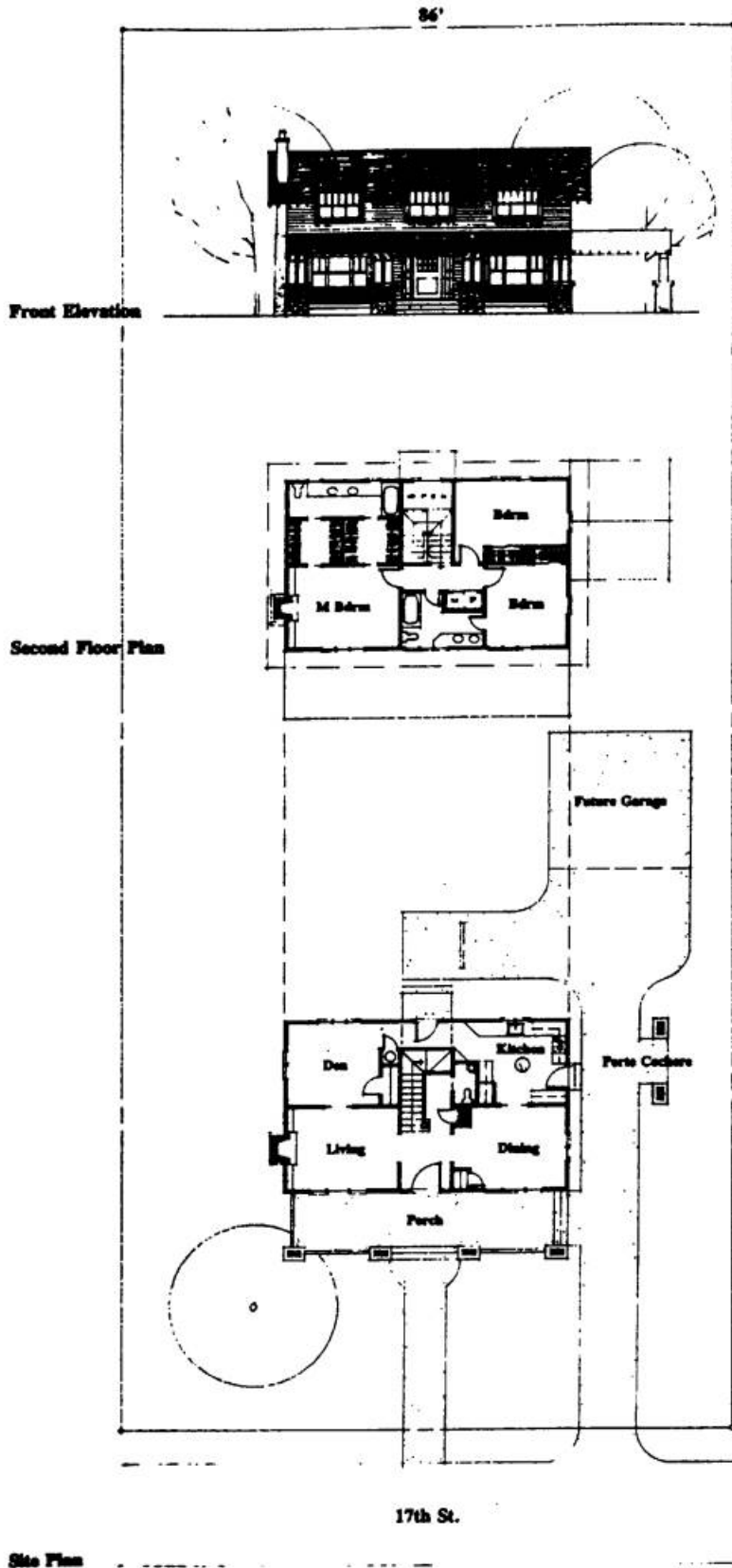
Window details - material,  
number of panes; and

Parking location



## Cost Estimates for Construction

Construction estimates for building infill housing will vary greatly based on the quality of materials used and the amount of special features. The Plano Community Development Department estimates that the homes shown in this packet of materials can be built at a minimum cost of \$37.50 to \$60.00 per square foot.

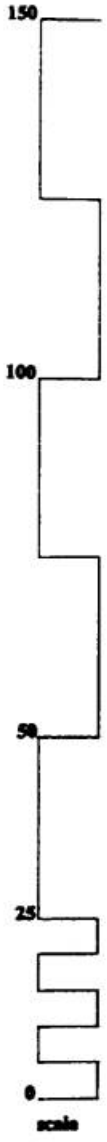


Front Elevation

Second Floor Plan

Site Plan

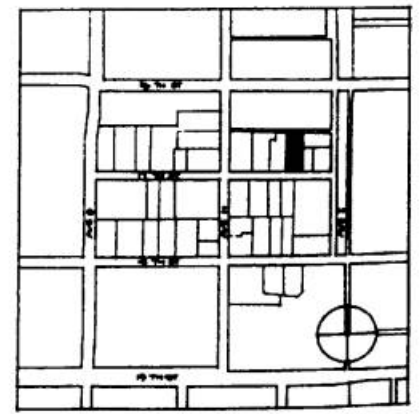
- "CRAFTSMAN" style
- 2,000 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- two-story center hall plan
- paired column front porch
- stone column bases / chimney
- 30" deep eaves / rafter tails
- wood exterior lap siding
- wood windows, 2/1 dbl hung
- 6/12 slope main roof
- timberline composition roof
- 10' wall plate ht at first floor
- porte cochere side parking
- future garage / storage



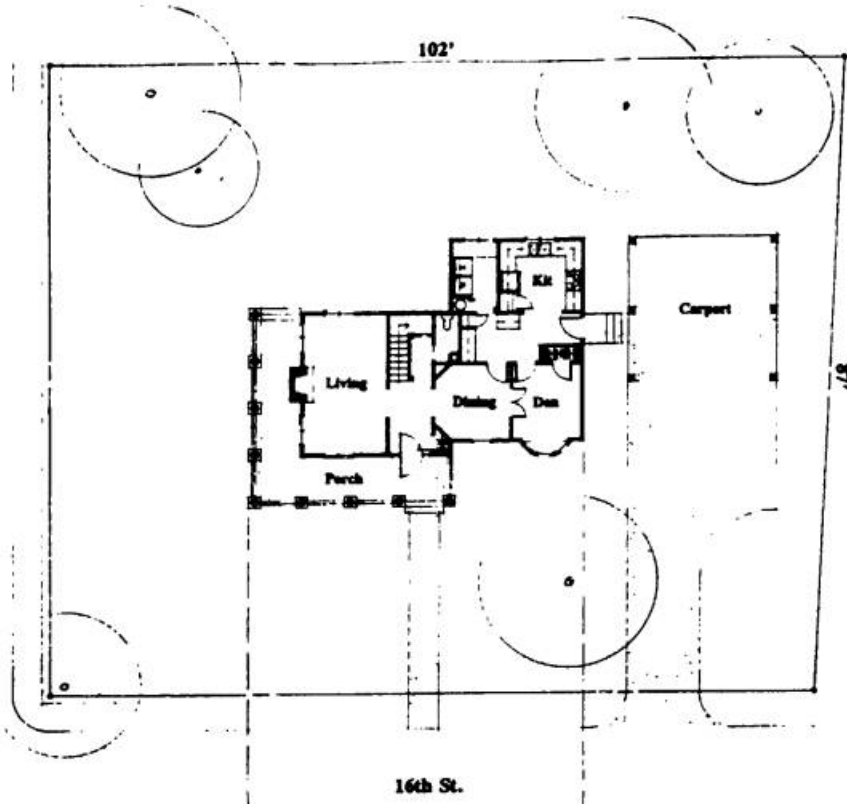
scale



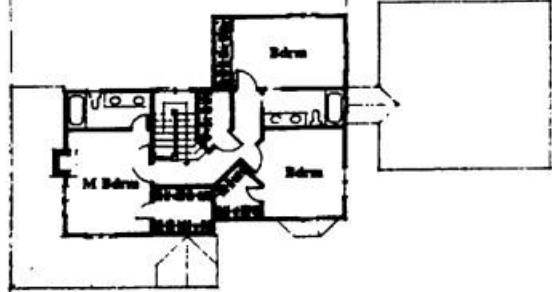
17th and Avenue H Area





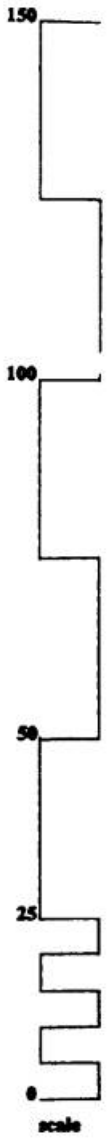


Site Plan



Second Floor Plan

- "QUEEN ANNE" style
- 1,800 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- two-story asymmetrical plan
- corner, wrap-around porch
- brick column bases / chimney
- 2' deep enclosed eaves, fascia bands
- wood exterior lap siding/shingle gables
- wood windows, 1/1 dbl hung
- 12/12 slope roofs
- gable dormers
- timberline composition roof
- 12'/10" wall plate hts
- side carport, set back



scale

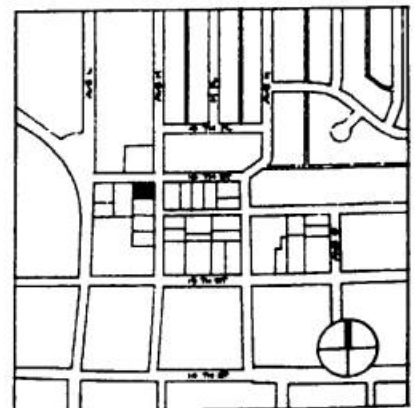


Front Elevation



north

16th and Avenue M Area

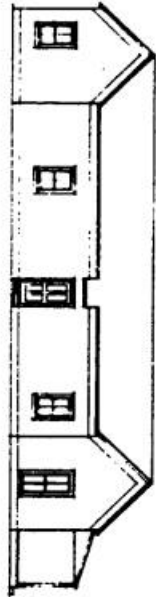


**ARCHITEXAS**

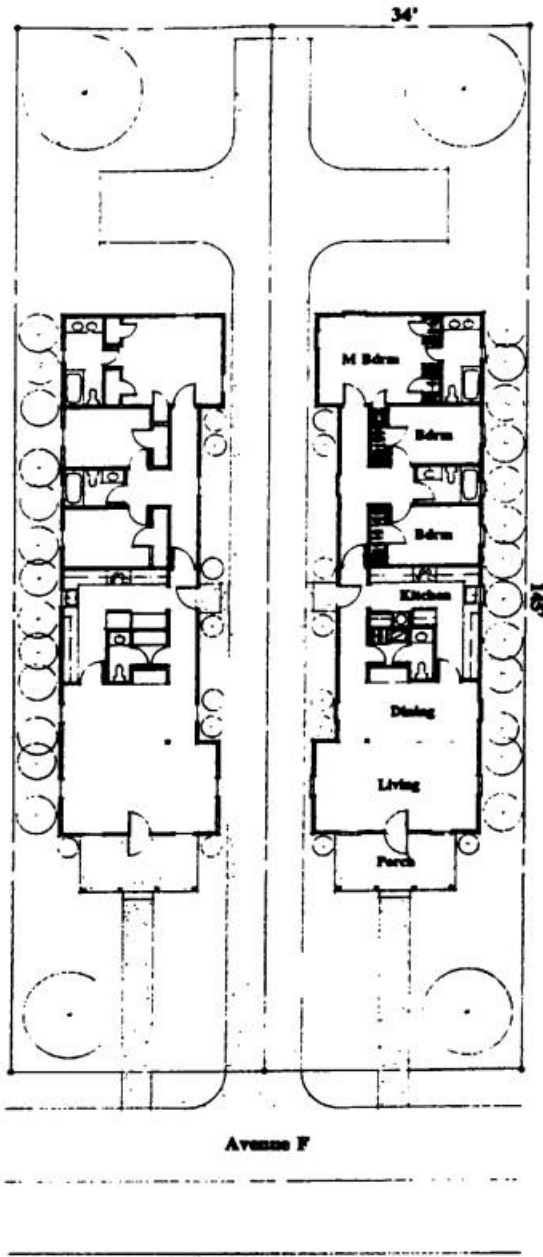
ARCHITEXAS ARCHITECTS, P.C.  
1000 CALLE ALAMO, SUITE 1000  
SAN ANTONIO, TEXAS 78205

**Plano Infill Housing Project**

Plano, Texas



Site Plan



- "CUMBERLAND EXTENDED" style
- 1,450 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- 1/2 bath or laundry rm
- one-story plan
- shared driveway / paired lot
- rear parking
- front porch
- wood exterior lap siding
- wood windows, 2/2 dbl hung
- 12/12 slope roof at front
- timberline composition roof
- 10' wall plate ht



scale



north

Front Elevation



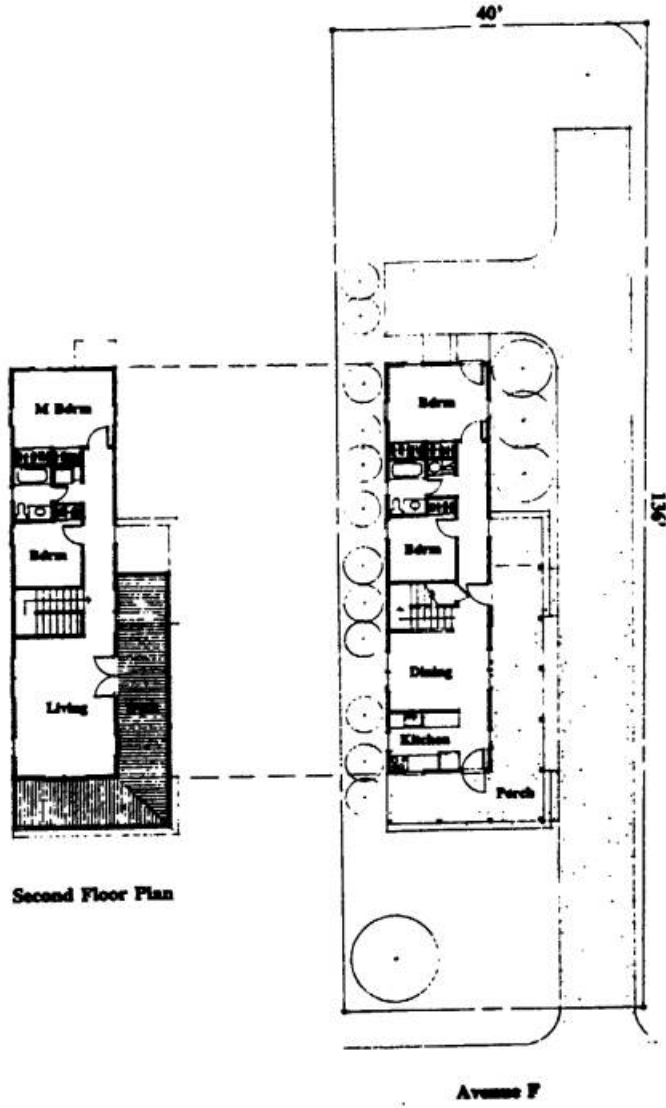
Douglas Community



**ARCHITEXAS**  
ARCHITECTS, PLANNERS, INTERIORS  
 400 COLLEGE STREET, SUITE 1000  
 DALLAS, TEXAS 75202



**Piano Infill Housing Project**  
 Plano, Texas

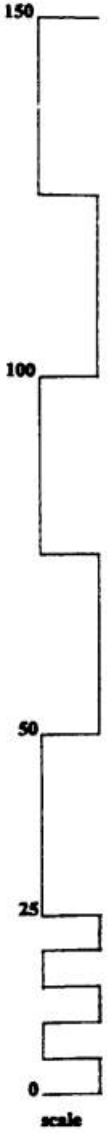


Second Floor Plan

Site Plan

Front Elevation

- "FOLK TRADITIONAL" style
- 1,585 s.f., HVAC area
- 3 bedroom / 2 bath
- rear study - office - bedroom
- two-story plan
- rear parking
- front porch - side porch
- wood exterior lap siding
- wood windows, 2/2 dbl hung
- 12/12 slope roof at front
- timberline composition roof
- 10' wall plate ht



Douglas Community



Concept based on pre-manufactured prototype, "The PFA House", Abbece Architects, Progressive Architecture, 6-82.



**ARCHITEXAS**  
ARCHITECTS

**Piano Infill Housing Project**  
Piano, Texas

# Lot Availability

## Vacant Lot Location

The location of vacant lots in the three older Plano neighborhoods are shown in Figures 5 through 7. Lot ownership, area, and assessed value are shown for all vacant parcels in Appendix D.

## Lot Value

Lot value in the older Plano neighborhoods is typically \$1.00 to \$1.50 per square foot. Values in the Douglass Community are typically a little less than those in the 17th and Avenue H neighborhood or the 16th and Avenue M neighborhood. Most of the land is privately held by owners who own two or fewer tracts of land. There is little publicly owned land in the area.

# Neighborhood Amenities/Typical Housing Style/Housing Value/History

## 1. 17th and Avenue H Area

- The 17th Street/Avenue H neighborhood includes an area bounded by the lots on the north side of 18th Street on the north, Avenue I on the east, 15th Street on the south, and Avenue F on the west. This district is the most intact residential neighborhood in the older portion of Plano. The neighborhood is a solid residential area comprised primarily of medium sized (1,200 to 3,000 square feet), wood frame, one and two-story homes. Many of the existing homes (32%) have been remodeled in the last six years. Two homes were relocated to this area during the same time period. One of these relocated homes was sold to an owner occupant and the other is being used as rental housing.



- Haggard Park provides an important amenity for this neighborhood. A wide variety of events are held in the park including band concerts and festivals. In addition, the neighborhood's proximity to downtown Plano is a very positive attribute. The Plano Independent School District Building also gives the neighborhood some additional green space. Traffic counts are low on neighborhood streets and pedestrians frequent the streets of the area.
- Homes are typically built in Victorian or Craftsman/Prairie style. Victorian style homes feature irregular shaped floor plans and roof lines, large ornate porches, and decorative features such as "ginger-

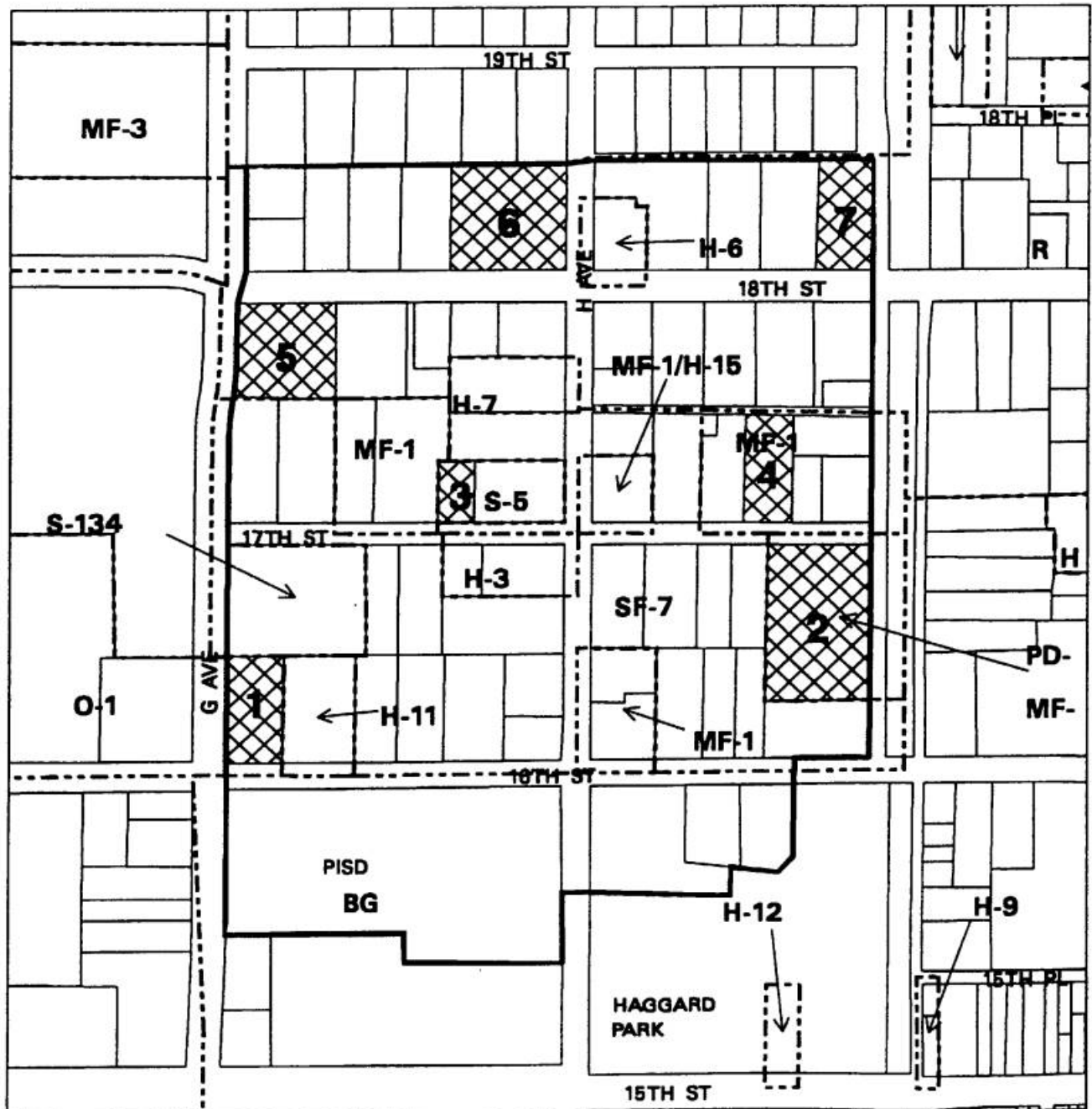
bread" style trim and shingled gables. Craftsman/Prairie style homes emphasize low pitched roofs with broad overhanging eaves, large one-story porches and massive porch supports. Many homes in the area reflect a variety of styles. These homes were built in the Victorian period, then modified to keep up with changing (Craftsman/Prairie) styles.

- Home values in the 17th Street/Avenue H neighborhood are hard to establish since very little property has changed hands. Homes prior to renovation have sold for approximately \$50.00 per square foot. No fully restored homes have sold or been advertised for sale recently.
- Several designated local historic landmarks are located in this residential area. Designated structures are the Wyatt House at 807 16th Street, Aldridge House at 1614 Avenue H, Mathews House at 901 17th Street, Lamm House at 1709 Avenue H, and Olney Davis House at 901 18th Street.
- The 17th Street/Avenue H neighborhood was originally settled in the 1880s. The 1901 Sanborn Fire Insurance Map shows a fully developed residential neighborhood. The homes were similar in size to their current size, ranging from 1,200 to 3,000 square feet.



# Infill Housing Study AREA 1 - 17TH AND H AVENUE

-  Unimproved Property - Private
-  Unimproved Property - Public or Church



# Neighborhood Amenities/Typical Housing Style/Housing Value/History

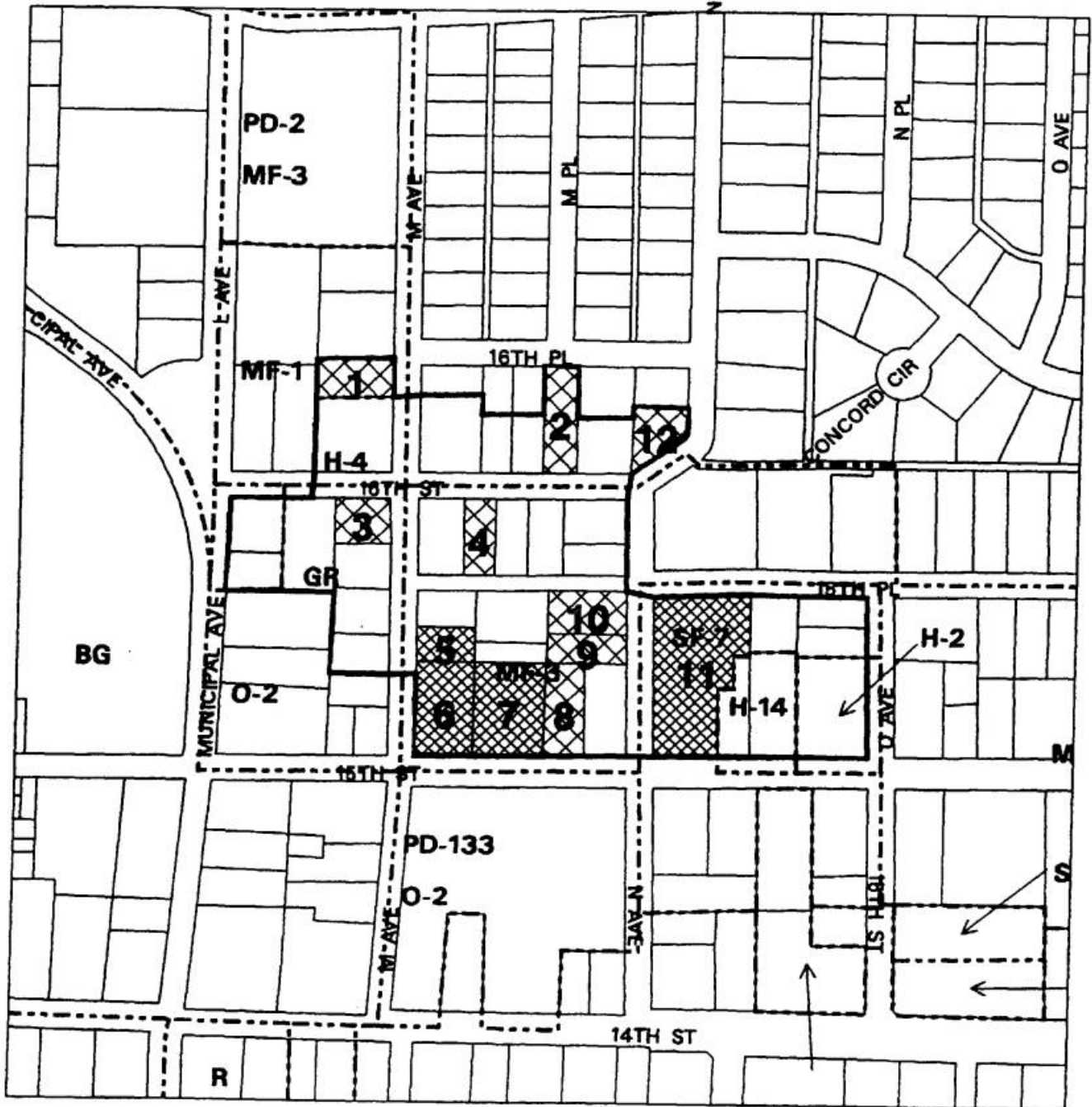
## 2. 16th Street and Avenue M

- The 16th Street and Avenue M neighborhood is a very diverse residential area which balances historic homes with newer homes, church buildings and apartments. This neighborhood is bounded by 16th Place on the north, Avenue O on the east, 14th Street on the south, and Avenue L on the west. The older homes in this neighborhood are primarily larger (2,000 square feet and more), wood frame, two-story homes. There are few remaining large residential structures in the area however, many of these have been remodeled in the last six years. One home was relocated to this area during the same time period. This home was sold to an owner occupant. Two more home relocations are scheduled for this area in the spring of 1995.
- The Municipal Center and the First Baptist Church are located in the heart of this area. The Municipal Center provides green open space and the church offers community programs.
- Homes are typically built in Victorian or Craftsman/Prairie style. Victorian style homes feature irregular shaped floor plans and roof lines, large ornate porches, and decorative features such as 'gingerbread' style trim and shingled gables. Craftsman/Prairie style homes emphasize low pitched roofs with broad overhanging eaves, large one-story porches and massive porch supports.
- Home values in the 16th Street and Avenue M neighborhood are hard to establish since very little property has changed hands. A fully restored home recently sold for approximately \$100.00 per square foot.
- This residential area contains three designated local historic landmarks: the Carpenter House at 1211 16th Street, the Roller House at 1413 15th Street and the Carlisle House at 1407 15th Street.
- The 16th Street and Avenue M neighborhood was originally settled in the 1880s. The 1901 Sanborn Fire Insurance Map shows a fully developed residential neighborhood. Several homes were demolished over the years to accommodate expansions of the Municipal Center and First Baptist Church.



# Infill Housing Study AREA 2 - 16TH AND M AVENUE

-  Unimproved Property - Private
-  Unimproved Property - Public or Church



# Neighborhood Amenities/Typical Housing Style/Housing Value/History

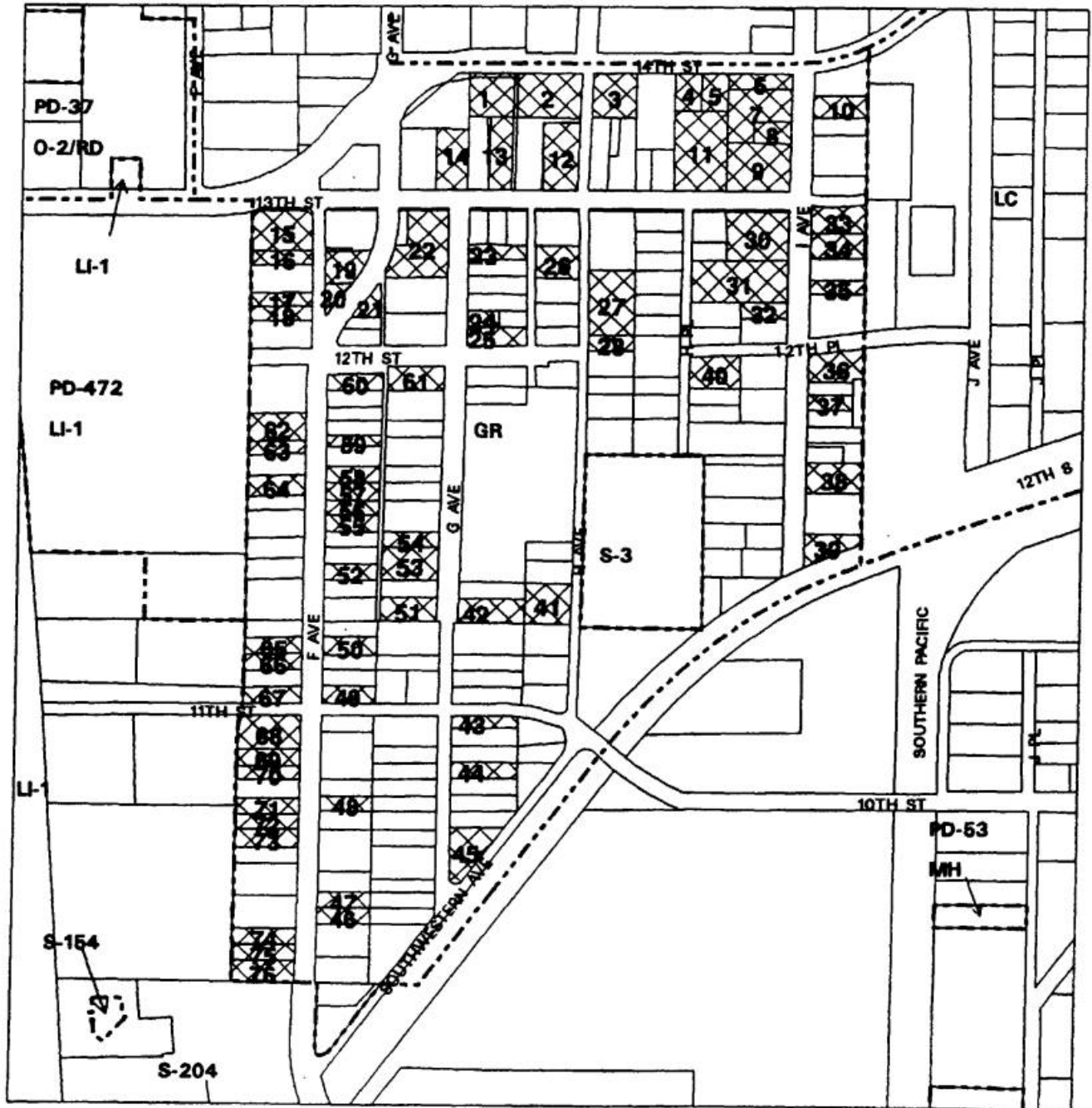
## 3. Douglass Community

- The Douglass Neighborhood is located south of 14th Street between the railroad tracks and U.S. 75. This is a very cohesive residential area comprised primarily of smaller (1,000 square feet and less), wood frame, single-story homes. Most existing homes (80%) have been remodeled in the last six years. Four homes were relocated to this area during the same time period. Three of these were sold to owner occupants and the fourth is being used as rental housing.
- The Pioneer Cemetery and Douglass Center are located in the heart of this area. The cemetery provides green open space and the Douglass Center offers community and athletic programs. Traffic counts are low on neighborhood streets and pedestrians abound.
- Homes are typically simply constructed in what some call the Cumberland Form (also called Double-Pen). This housing style originated in the Kentucky/Tennessee area in the early 1800s. Homes constructed in this style are typically very narrow, less than 25 feet wide. The front elevation often features two front doors flanked by two long, narrow (4/4 panes) windows. Additions are to the rear of the home.
- Home values in the Douglass Community are hard to establish since very little property has changed hands. The homes relocated to the area sold for approximately \$40,000 (\$40.00 per square foot).
- This modest residential area was the original African-American settlement in Plano. It was named for Frederick Douglass, who was a famous African-American abolitionist during the mid-1800s. The Douglass School served as the black elementary and high school until Plano schools were integrated in 1964.
- The Douglass area was originally settled in the 1870s. The 1890 Sanborn Fire Insurance Map shows five buildings located near the Pioneer Cemetery. The homes were small in size, ranging from 64 to 420 square feet. The Bessie Franklin House at 811 13th Street is believed to be the oldest home in the area.



# Infill Housing Study AREA 3 - DOUGLASS COMMUNITY

☒ Unimproved Property - Private





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## Inventory of Vacant Property

##	Site Address	Property Owner	Lot Area (in sf.)	Assessed Value
**	Douglass			
1	810 East 14th Street	James C. Smyth & Kevin C. Deford	11218.17	9140.00
2	816 East 14th Street	Linda Earl Propes, Etux	17044.88	18848.00
3	900 East 14th Street	Rivera Smith Family Limited PA	11285.95	13516.00
4	910 East 14th Street	City of Plano	5888.73	5888.00
5	911 East 14th Street	Lucile Knight	5888.64	5796.00
7	1311 Avenue I	David Hatton III & Telecom	5731.63	3420.00
8	1309 Avenue I	Shiloh Baptist Church	4661.24	2100.00
9	1301 Avenue I	Shiloh Baptist Church	17942.64	10108.00
10	1318 Avenue I	NG Stimpson	6705.49	12889.00
11	1301 13th Street	Shiloh Baptist Church	24812.92	19622.00
12	815 13th Street	Billy K. Jones	13723.22	12217.00
13	809 13th Street	Malvra Stimpson	10227.34	6750.00
14	803 13th Street	Mead Daulton & CP Owens	10983.90	4617.00
15	1219 Avenue F	Dave Manders & Et Ux	14133.24	12176.00
16	xxxx Avenue F	Mary Elizabeth McKinnon	4924.84	6001.00
17	1211 Avenue F	Augustus Buster Robertson	4954.09	6001.00
18	1209 Avenue F	Virginia Callins	4954.62	6001.00
19	1216 Avenue F	Herman L. Fields, Etux.	7277.47	7409.00
20	xxxx Avenue F	City of Plano	2609.52	0.00
21	xxxx Avenue F	City of Plano	3096.35	0.00
22	904 13th Street	Maurice Prince	19064.69	15000.00
23	1210 Avenue G	Mary Lou Harrington	4909.78	6000.00
24	1202 Avenue G	Bettie M. Wicks	2927.50	3000.00
25	1200 Avenue G	Victor Jones	6382.93	6900.00
26	1217 Avenue H	Joseph P. Eaton	8091.10	8000.00
27	1212 Avenue H	John Donald Stimpson	17165.27	13388.00
28	1122 Avenue H	Durce Guthrie	4160.01	4760.00
30	1215 Avenue I	RC Horace	17826.31	9120.00
31	1216 Avenue H	RC Horace	23417.74	10695.00
32	1211 Avenue I	Eddie J. Carter	4472.48	3400.00
33	1004 13th Street	Marilyn Louise Mask, Etal.	8368.96	12500.00
34	xxxx Avenue I	Walter Murray	7970.95	12500.00
35	1204 Avenue I	Onsy H. Shehata	4073.64	9374.00
36	1120 12th Street	J. Freeman Hightower	9356.83	7000.00
37	1116 Avenue I	Lacy Drake Est.	3829.15	5600.00
38	xxxx Avenue I	City of Plano	9621.19	0.00
39	xxxx Avenue I	John W. O'Neal, Trustee	6943.51	8726.00
40	1204 H Place	Douglass Land Company	9611.22	4498.00
41	1109 Avenue H	Tilton Brooks	10724.94	7500.00
42	1110 Avenue G	Hilco Investment, Inc	9147.35	8850.00
43	800 Avenue G	Elnora Williams	4505.32	6400.00
44	1014 Avenue G	Barbara Dabbs	6241.90	6400.00
45	1006 Avenue G	Mardine McNeil	10559.77	8700.00
46	xxxx Avenue F	Luster R. & Jacquelyn L. Lewis, Eta	5106.83	5140.00
47	xxxx Avenue F	Beverly J. Tillmon	5095.58	5140.00
48	1022 Avenue F	Onsy Habib	4564.70	5140.00
49	1100 Avenue F	John Gaddis	5455.31	5140.00

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## Inventory of Vacant Property

##	Site Address	Property Owner	Lot Area (in sf.)	Assessed Value
50	1104 Avenue F	Lucille Jones	5730.37	5140.00
51	1111 Avenue G	George J. Anderson	7582.57	8083.00
52	1110 Avenue F	Beverly J. Tillmon	5063.01	3780.00
53	1105 Avenue G	Sammie L. Crump	10565.97	9864.00
54	1119 Avenue G	EW Hofert III	4980.69	4932.00
55	xxxx Avenue F	Ron E. Box	5435.08	2520.00
56	1116 Avenue F	Ron E. Box	4450.40	4410.00
57	1118 Avenue F	Ron E. Box	5897.09	6300.00
58	1122 Avenue F	Jacquelyn L. Lewis, Etal.	5210.51	5720.00
59	1122 Avenue F	Johnnie Shaw	3443.56	5040.00
60	1128 Avenue F	Gilray Major	5414.89	4320.00
61	1133 Avenue G	Earl and Betty Henderson, Etux	7845.62	8220.00
62	1133 Avenue F	Clifton Shannon	9241.10	5661.00
63	1131 Avenue F	Frances Mitchell	4382.16	5661.00
64	1123 Avenue F	Waymon L. & Sallie A. Bolton	6938.86	8415.00
65	1107 Avenue F	Ayati Ghaffare	5471.04	5980.00
66	1105 Avenue F	Will Voss	5496.88	5980.00
67	1101 Avenue F	TU Electric	5722.21	1492.00
68	1027 Avenue F	Marcellus Davis	12285.32	10764.00
69	1025 Avenue F	Avenue H Church of Christ	5985.31	5980.00
70	1023 Avenue F	Avenue H Church of Christ	5032.98	5980.00
71	1019 Avenue F	Mary E. Suber	5991.50	5980.00
72	1019 Avenue F	Lonnie Davis	5253.62	5980.00
73	1017 Avenue F	Lue Vero Pierce & Vera F. Jones	6735.71	5232.00
74	1001 Avenue F	Herman L. Fields, Etux	5988.12	5980.00
75	905 Avenue F	Lee R. Robinson	5985.31	5980.00
76	901 Avenue F	U of Texas	7835.27	9867.00
**	H and 17th			
1	801 East 16th Street	James P. Vrasic	20469.17	72800.00
2	1607 Avenue I	Howard & Showalter	54207.19	27503.00
3	813 East 17th Street	Christine L. Moore	7833.29	7122.00
4	911 East 17th Street	Patricia Pasos & Fred L. Musgro	17719.32	13350.00
5	800 East 18th Street	Alex R. Schell III	32658.07	165132.00
6	xxx East 18th Street	Phillip Warren Hart & Patsy	42103.91	145600.00
7	921 East 18th Street	Pearla Carpenter	20556.91	34256.00
**	M and 16th			
1	1211 East 16th Street	Yvonne Grueder	10848.72	8512.00
2	1317 East 16th Street	Angel & Roberto Gonzales	12719.19	10000.00
3	1210 East 16th Street	Leo L. Fitzgerald, Etux	9083.75	10450.00
4	1304 East 16th Street	Grady Miller Hicks	8452.49	9000.00
5	1508 Avenue M	First Baptist Church of Plano	7150.40	11210.00
6	1301 East 15th Street	First Baptist Church of Plano	19257.54	18762.00
7	1300 East 15th Street	First Baptist Church of Plano	23279.45	20000.00
8	1309 East 15th Street	Richard A. Schell, Etal.	13055.28	11925.00
9	1507 Avenue N	Richard A. Schell, Etal.	8337.55	13200.00
10	1511 Avenue N	Richard A. Schell, Etal.	12039.34	10650.00

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## Inventory of Vacant Property

##	Site Address	Property Owner	Lot Area (in sf.)	Assessed Value
11	1401 East 15th Street	First Baptist Church of Plano	45960.09	38678.00

# Housing Demand

## City Experience in Infill Home Sales - Location and Price

The Community Development Department has relocated eight homes within the area. Five of these were sold to families who reside in the homes. The homes were sold for \$40 to \$50 per square foot. The homes in the 16th and M and 17th and H areas sold for the higher amounts.

## Profile of Prospective Home Buyers

Relocated homes were sold using only a yard sign to advertise their availability. The most recent sale was of the home located at 1509 Avenue M. Despite low traffic volume on Avenue M, staff received 30 calls concerning the property. Approximately ten families completed applications to buy the home. The following describes the characteristics of the persons interested in purchasing housing in the area near downtown Plano:

Current residence - ZIP Code 75074 - 100%  
Reside in rental property

Marital Status - Single or Divorced - 67%  
Married - 33%

Racial Composition White - 50%  
Black - 17%  
Hispanic - 17%  
Not disclosed - 16%

Average Household Size - 3.16 persons

Average Monthly Income - \$1,733 (\$20,796 per year)

Employment - All employed full time



## Estimate of Market Size/Strengths and Weaknesses of Plano

Approximately 2,200 households in Plano earn less than \$25,000 annually. Most of these families currently reside in rental housing. The number of households in the Metroplex area (CMSA) earning less than \$25,000 is 531,000.

It is difficult to exactly determine the proportion of households in this income group that wish to become homeowners. The strong interest in the relocated homes in the area may be indicative of a large untapped market for homes in this price range. The older Plano neighborhoods will compare very favorably with other areas where housing priced at \$75,000 and below. The Plano Independent School District is one of the best in the state and the areas are close to parks (Haggard Park, Douglass Center, and Harrington Park) and regional shopping (Collin Creek Mall). Access via Central Expressway and the future S.H. 190 will be convenient to most metropolitan area locations.

### Other Cities' Programs

Similar relocation and infill housing programs do not exist in other metroplex cities. Opportunities to purchase homes for less than \$75,000 are limited, especially when looking for a new home.

## Marketing Plan

### Neighborhood Meetings/Word of Mouth

People living in the older portions of Plano generally have long term ties to the area. Very few of the existing homes in the area have changed hands in the last five years. This group is likely to encourage others to purchase homes in the neighborhood when they become available.

### City List

The Community Development Department compiled a list of persons interested in purchasing homes in the area for some of their past projects. This information will be available on a requested basis.

### Newspaper Articles

Newspaper articles will be an important source of marketing information for this project. Stories are likely because of the unique nature of the project. City staff maintains close contact with reporters from the Dallas Morning News and the Plano Star Courier.

### Financing

The Community Credit Union is offering special financing for homes sold in these neighborhoods. Details about the program are contained in Appendix 2. The City of Plano has offered financing for some projects as a lender of last resort.