

HL23-0002c Historic Landmark Designation of 314 Marietta Street

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Historic Preservation Officer

February 6, 2024 City Council Meeting



What is a Historic Landmark?

- A building, district, object, site, or structure that is *officially recognized by the City, State of Texas, or the United States government, for its outstanding architectural, archeological, cultural, social, economic, ethnic and/or political historical significance.*
- Presently, the City of Denton has *64 local historic landmark designations*
- Zoning action (Three-Step Process)
 - Historic Landmark Commission
 - Planning and Zoning Commission
 - City Council



Benefits of a Historic Landmark?

Property Owner Benefits

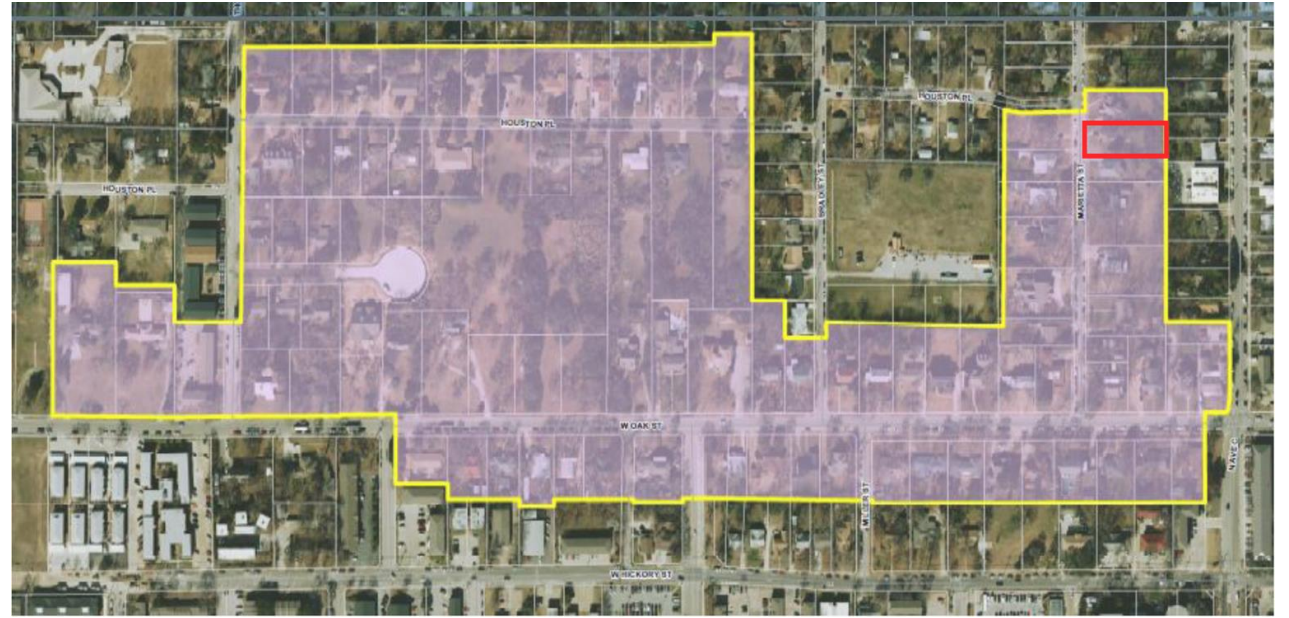
- Studies have shown historically designated properties appreciate at a greater rate than comparable properties not designated.
- The property is eligible for a local historic tax exemption.
- Protects the investment of owners and residents from incompatible development.
- Visible recognition.

Community Benefits

- Encourages better design through a comprehensive review by the Historic Landmark Commission (HLC).
- Protects from swift demolition.
- Provides a good tool for neighborhood revitalization.
- Increases neighborhood pride and awareness.
- Discourages sprawl by:
 - Encouraging reuse of existing resources in urban area neighborhoods.
 - Promoting compatible infill development.

Request

- **Request:** Historic Landmark Designation of 314 Marietta Street
- **Zoning:** O-R3 (West Oak Area Historic District)
- **Architectural Style:** Minimal Traditional-Style
- Used largely as a rental property from the 1960s to late 2023; proposed use is single-family residential
- Request is consistent with:
 - **Denton 2040 Comprehensive Plan:** Goal CC-2
 - **2019 Historic Preservation Plan:** Goal #1, Policy 1.3



Staff Analysis

DDC **Section 2.9.4B** specifies the approval criteria to be used in designation of a Historic Landmark.

314 Marietta Street meets the following:

- *1. Character, interest or value as part of the development, heritage, or cultural characteristics of the city, state or the United States*
- *10. Location as the site of a significant historic event*
- *11. Identification with a person who significantly contributed to the culture and development of the city, State, or the United States*
- *12. A building or structure that, because of its location, has become of value to a neighborhood, community area, or the city*

The Historic Preservation Officer (HPO) and the HLC shall review the historic landmark designation request for compliance with one (1) or more of the following criteria:

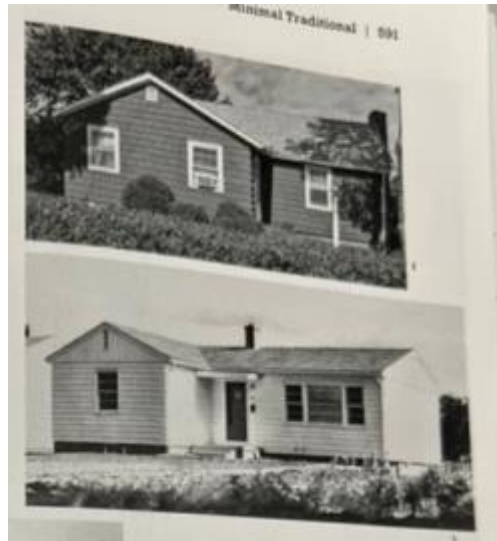
1. Character, interest, or value as part of the development, heritage, or cultural characteristics of the city, state or the United States;
2. Recognition as a recorded state historic landmark, a national historic landmark, or entered into the National Register of Historic Places;
3. Reflects a distinguishing characteristic of an architectural type or specimen;
4. Identification as the work of an architect or master builder whose individual work has influenced the development of the city;
5. Reflects elements of architectural design, detail, material, or craftsmanship which represent a significant architectural innovation;
6. Relationship to other distinctive buildings, sites, or areas which are eligible for preservation according to a plan based on architectural, historic, or cultural motif;
7. Portrayal of the environment of a group of people in an area of history characterized by a distinctive architectural style;
8. Archeological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest;
9. Exemplification of the cultural, economic, social, ethnic, or historical heritage of the city, state, or the United States;
10. Location as the site of a significant historic event;
11. Identification with a person who significantly contributed to the culture and development of the city, state or the United States;
12. A building or structure that, because of its location, has become of value to a neighborhood, community area, or the city; or
13. Value as an aspect of community sentiment or public pride.

Approval Criteria 1.

- These types of houses were intentionally designed to be simple, economical, and able to be mass-produced.
- Built largely during the Great Depression and the 1940s



314 Marietta (ca. 1940s)



Examples of Minimal Traditional homes

Approval Criteria 10.

- Denton's La Leche League International meetings originally hosted at 314 Marietta Street in the late 1960s
- Mrs. Leroy Ball, original leader of the group, was a renter of 314 Marietta Street



Approval Criteria 11.

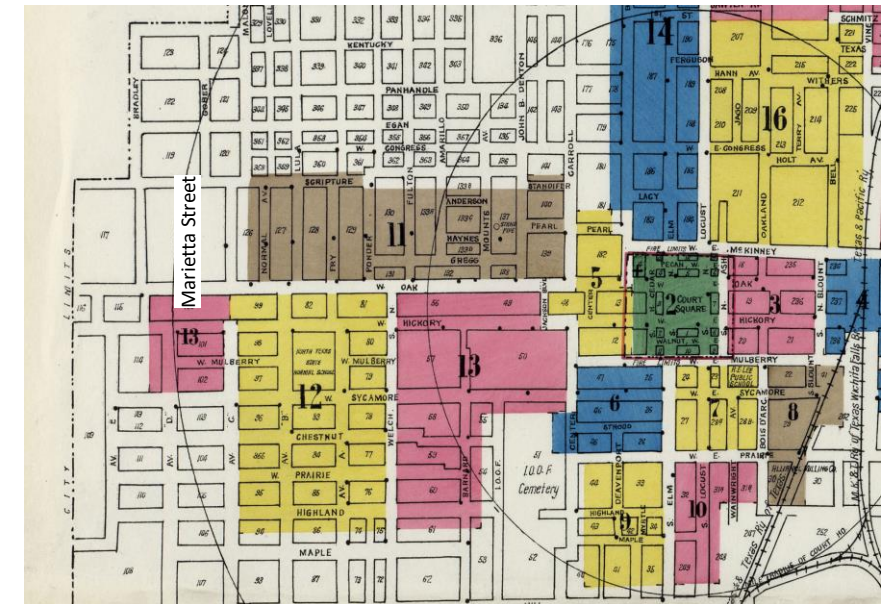
- Shepherd Family (Original Owners)
 - Contributed to the education system in the North Texas region
 - Owners of multiple properties along Marietta Street
- Hall Family (Fifth Owners)
 - Active involvement at UNT and in Denton
 - Owners of more than one property along Marietta Street



Shepherd's address will be based on an original survey made at the College last year which includes tabulations from 85 business men in Dallas, Fort Worth, Little Rock, and Oklahoma City. On Friday morning the general conference will be held around the address given by Dr. Clyde M. Hill of Yale University. Friday evening the round table discussion will be under the direction of Dr. Herbert A. Tonne of New York University.

Approval Criteria 12.

- Tells the story of development in Denton in the early twentieth century, as well as its connection with persons and events of significance to the community



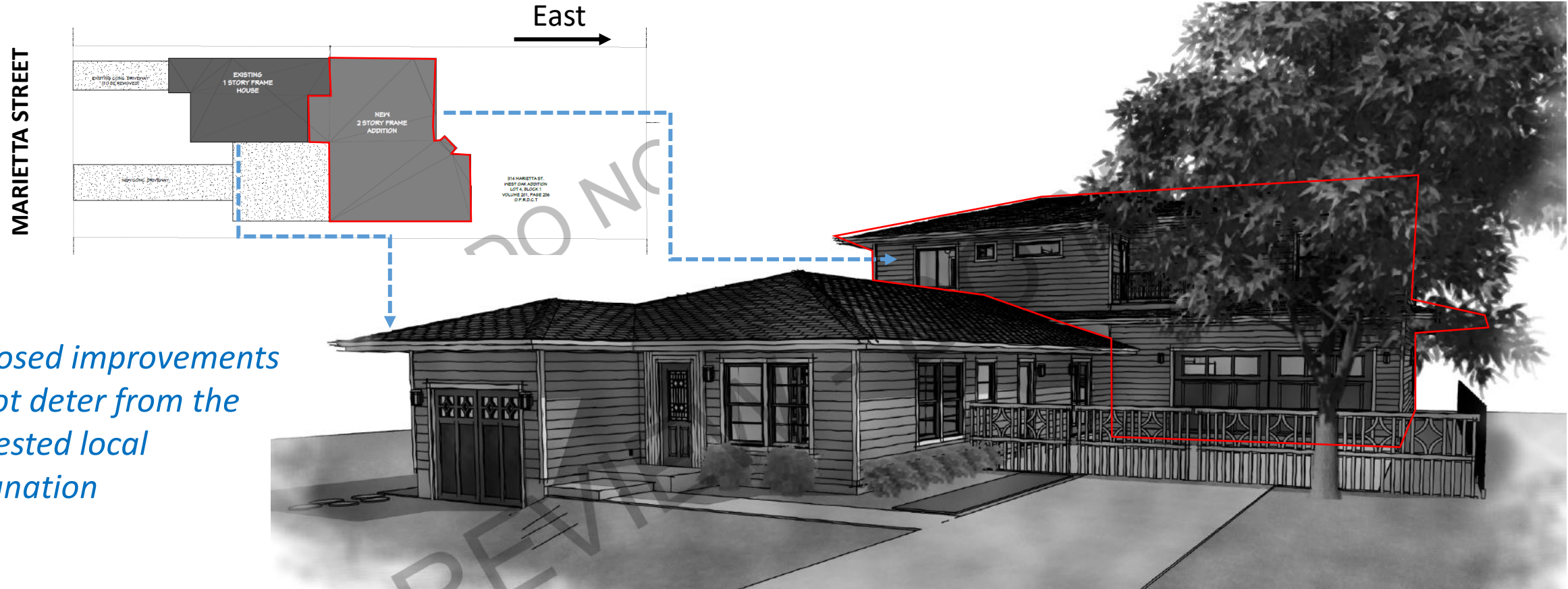
West Denton (ca. 1921)

Staff Analysis

Consistency with the:

- **2019 Historic Preservation Plan**
 - **Goal #1, Policy 1.3:** *Prioritize and designate eligible buildings and areas for potential landmarks and historic districts, especially for listing in the National Register of Historic Places.*
- **Denton 2040 Comprehensive Plan**
 - **Goal CC-2:** *Preserve and maintain the unique character of Denton for long-term sustainment of community character.*

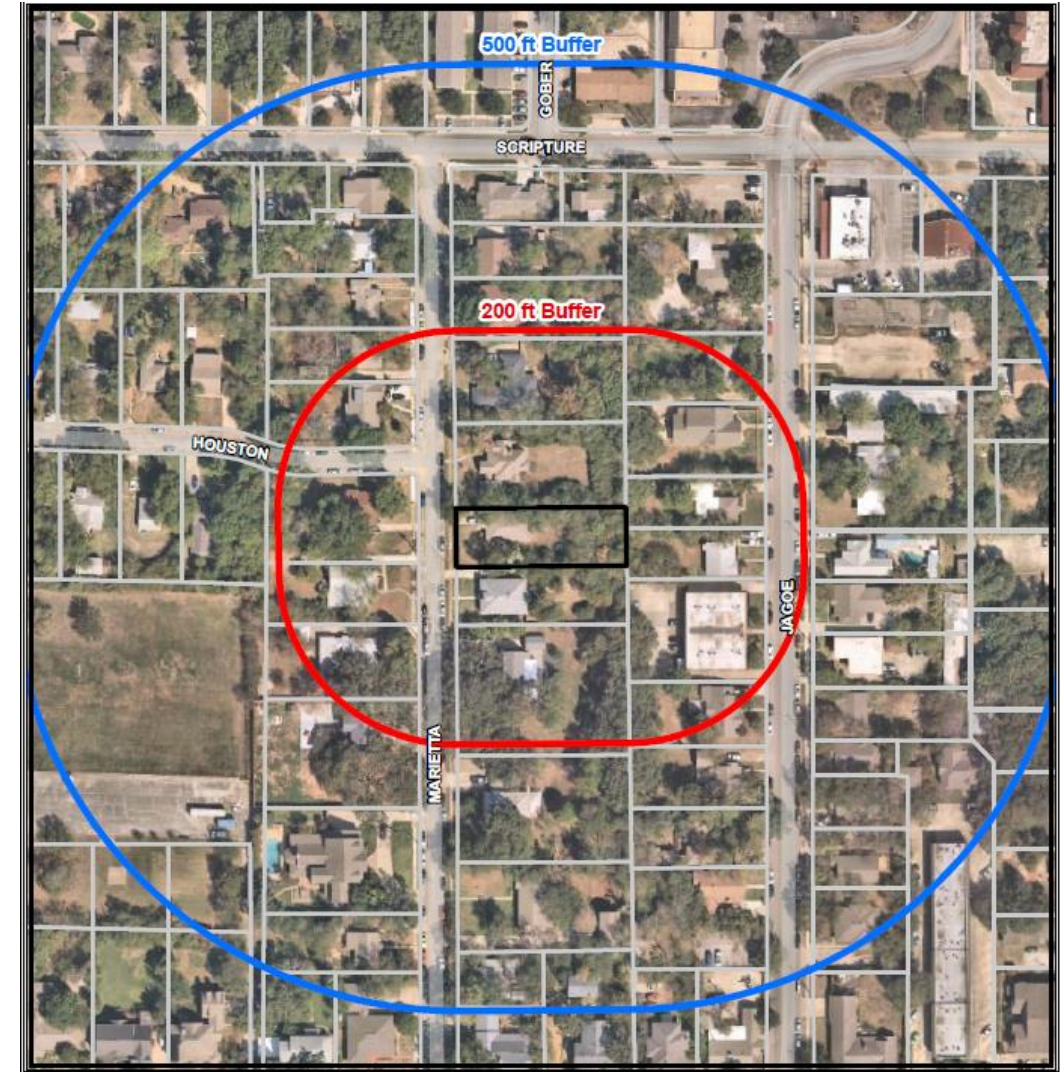
Proposed Improvements (COA Approved – November 2023)



*Proposed improvements
do not deter from the
requested local
designation*

Public Outreach

- **Newspaper Posting:** January 20, 2024
- **Website Posting:** January 16, 2024
- **Property Sign Posted:** January 11, 2024
- **Mailed Notices:**
 - 200 ft. Public Notices mailed: 19
 - 500 ft. Courtesy Notices mailed: 83
- **Responses:**
 - In Opposition: 0
 - In Favor: 2
 - Neutral: 0



Recommendation

Staff recommends **approval** of the request for Historic Landmark Designation of the property located at 314 Marietta Street. This designation is consistent with goals and objectives of the Denton 2040 Comprehensive Plan and the 2019 Historic Preservation Plan, as well as meets the criteria for Historic Landmark Designations as outlined in Sections 2.9.4B of the DDC.

Historic Landmark Commission **recommended approval** with conditions [5-0].

Planning and Zoning Commission **recommended approval** [6-0].

Questions?



2/6/2024

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