

The background is a collage of historical and contemporary images of Austin, Texas. It includes a view of the city skyline, a person standing in front of a building, a street scene with a longhorn sign, and a large group of people holding hands in a circle.

≡ EQUITY-BASED ≡ PRESERVATION PLAN

DOWNTOWN COMMISSION | MARCH 20, 2024



≡ Plan Vision

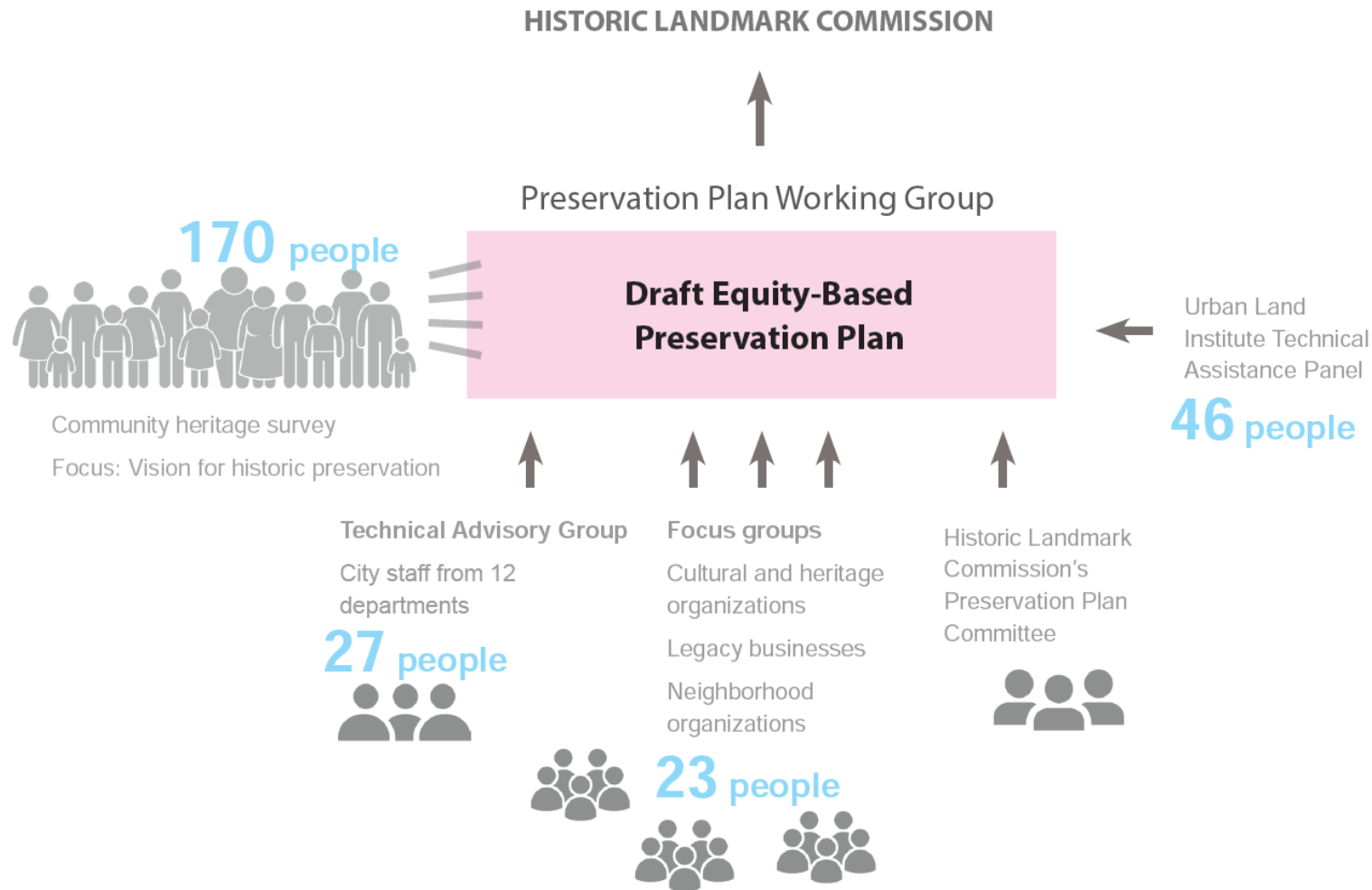


Historic preservation in Austin actively engages communities in protecting and sharing important places and stories. Preservation uses the past to create a shared sense of belonging and to shape an equitable, inclusive, sustainable, and economically vital future for all.



Joe's Bakery, anonymous, Amy Moreland/
Austin's Atlas

Community-Based Process



26 working group members

1,100 working group hours

300+ people involved

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Community-Based Process



“Being part of the working group was a great experience mainly because the members had diverse backgrounds, but the same goal. It was a rare learning experience.”

Michelle Benavides	Ursula A. Carter	Linda Y. Jackson	Brenda Malik	Emily Payne	Gilbert Rivera ¹	Brita Wallace* ¹
Justin Bragiel ²	Mary Jo Galindo*	Meghan King*	Alyson McGee ¹	Rocio Peña-Martinez*	JuanRaymon Rubio ²	Bob Ward ¹
Noel Bridges ¹	Jerry Garcia ¹	Jolene Kiolbassa ¹	Debra Murphy ²	Misael Ramos*	Maria Solis* ¹	Caroline Wright ¹
Julia Brookins*	Ben Goudy ²	Kevin Koch	Robin Orlowski ²	Mary Reed* ¹	Erin Waelder ¹	
Amalia Carmona ²	Hanna Huang* ¹	Kelechi Madubuko	Leslie Ornelas ¹	Lori Renteria ¹		

**Drafting Committee member*

¹ Phase 1 only

² Phase 2 only

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Equity-Based Preservation Plan

REVIEWING THE DRAFT

Draft Plan Goals

1. Tell Austin's full history
2. Recognize cultural heritage
3. Preserve archaeological resources
4. Stabilize communities
5. Support environmental sustainability
6. Engage communities equitably
7. Support people doing the work
8. Engage new partners
9. Proactively identify important places
10. Follow good designation practices
11. Support stewardship of community assets
12. Be strategic with review
13. Protect historic resources
14. Implement the plan collaboratively

≡ What We Preserve



Think broadly.

- Recognize Austin's rich and complex history through active listening, inclusive research, and interpretation
- Better recognize and protect legacy businesses, murals, and archaeological resources
- Use preservation tools to support community stabilization and environmental sustainability

Parade and mural unveiling (The Austin Chronicle), San Antonio
Office of Historic Preservation

Who Preserves

Invite and support.

- Help people access knowledge, resources, and decision-making power
- Streamline and explain historic review and designation processes
- Support craftspeople, commissioners, and staff
- Engage new partners and audiences



≡ How We Preserve

Be strategic and effective.

- Update designation criteria to reflect modern standards
- Support the stewards of Austin's historic properties
- Be strategic with review
- Improve enforcement processes
- Implement the plan collaboratively



≡ Especially Relevant Recommendations

- Strongly support iconic longstanding legacy businesses that contribute to Austin's unique character and heritage. (9)
- Create a way to designate exterior murals for historic or cultural significance, with incentives for property owners. (10)
- Consider how various district designations could support Austin's cultural heritage. (11)
- Explore interior designation of publicly accessible spaces, including incentives for property owners. (70)
- Actively explore how a Transfer of Development Rights (TDR) program could successfully support preservation of smaller-scale downtown buildings, commercial corridors, and historic districts in areas targeted for higher density. (80)
- Stop requiring review of changes to privately owned properties in National Register districts. (90)



Community Engagement

Community Engagement

Four-month engagement window from Feb. through May 2024

- Monthly events will focus on priority stakeholder groups



Feb. 13

Community
Kickoff



March 28 Nuts & Bolts

Open House for
property owners &
historic professionals



April 20 Block party
@the Homes Tour



May

Community
Open House

- Presentations at existing meetings (short & deep dives)



City boards and
commissions



Community
groups



Stakeholder
organizations



Educational
institutions

- Pop-up outreach at community events

Community Engagement

Outreach deepened by community-led engagement

- 10 community ambassadors



- 5 mini-grant Partner Organizations

Anderson
Community
Development
Corporation



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Community Engagement

Multiple ways to give input and feedback

- Review the draft plan



- Take the community survey



- Come to events

Provide opportunities to learn about local history and culture.

Not important Very important

Represent the diverse communities and complex history of Austin.

Not important Very important

Encourage environmental sustainability through preservation.

Not important Very important



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TAIWANESE AMERICAN
PROFESSIONALS 台美菁英協會



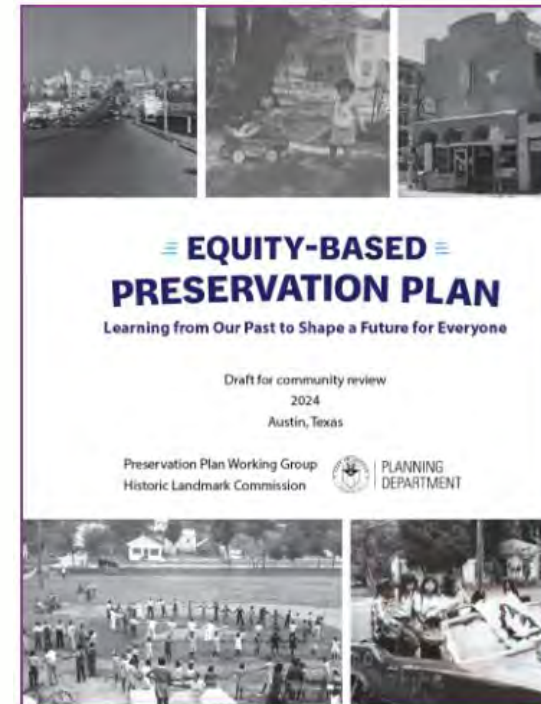
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Next Steps

- **Community engagement** February-May
- **Draft plan revised** Summer 2024
- **Board & commission recommendations**
Fall 2024
- **Council review** December 2024



≡ Questions?

PublicInput.com/ATXpresplan

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Help shape the plan!

-  Review the draft plan
-  Take the community survey
-  Attend community events and stay engaged

PublicInput.com/ATXPresPlan

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PHOTO CREDIT: AUSTIN HISTORY CENTER (PICA 36120)



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