

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 longhorn head mounted on a wall, and a large group of people holding hands in a circle, possibly at a community event or festival.

≡ EQUITY-BASED ≡ PRESERVATION PLAN

TOURISM COMMISSION | APRIL 10, 2024



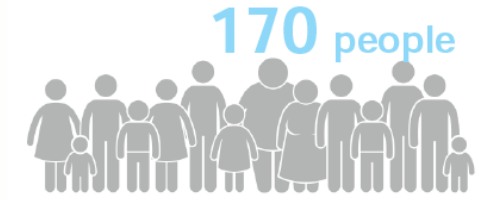
Plan Vision



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.

Community-Based Process

Historic
Landmark
Commission



Community heritage survey
Focus: Vision for historic preservation

Focus groups
Cultural and heritage
organizations
Legacy businesses
Neighborhood
organizations



Technical Advisory Group
City staff from 12
departments



Historic Landmark
Commission's
Preservation Plan
Committee

Urban Land
Institute Technical
Assistance Panel



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	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	
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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**PLANNING
DEPARTMENT**



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

- Create a cultural mapping program to identify significant places and businesses. (3)
- Use creative interpretation to tell the full stories of historic places in Austin. (5)
- Reach out to owners of potential historic landmarks and historic districts. (8)
- Strongly support iconic longstanding legacy businesses that contribute to Austin's unique character and heritage. (9)
- Consider how various district designations could support Austin's cultural heritage. (11)
- Develop accessible materials about historic preservation and community heritage. (35)
- Define preservation audiences broadly, recognizing that places and stories are important to a broad range of people. (47)
- Proactively identify important places through community engagement, a citywide windshield survey, and prioritized historic resource surveys. (55-57)



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 23 Open
House @ the
Broken Spoke

- 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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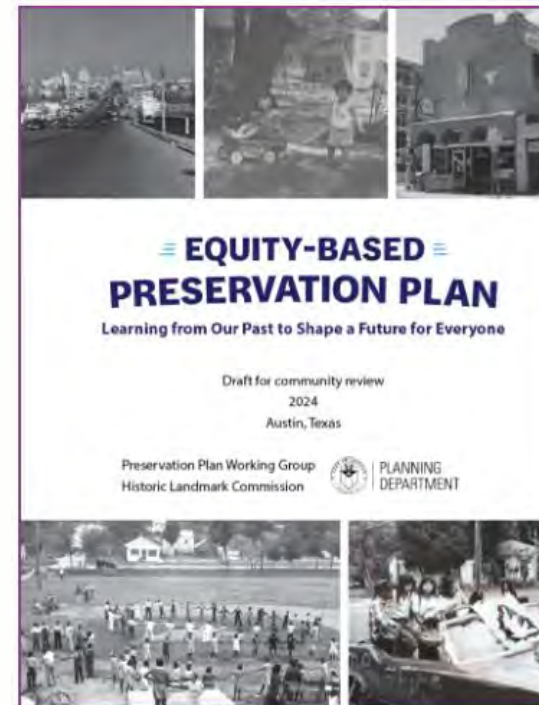
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Next Steps

- **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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