

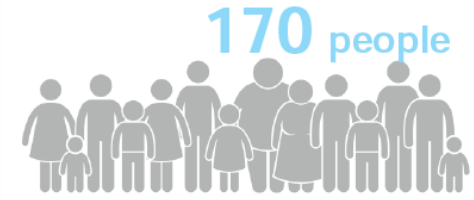


≡ EQUITY-BASED ≡ PRESERVATION PLAN

DOWNTOWN COMMISSION | SEPTEMBER 18, 2024

Planning Process

HISTORIC
LANDMARK
COMMISSION



Community heritage survey
Focus: Vision for historic preservation

Technical Advisory Group
City staff from 12 departments

Focus groups
Cultural and heritage organizations
Legacy businesses
Neighborhood organizations



Historic Landmark Commission's Preservation Plan Committee



Urban Land Institute Technical Assistance Panel



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

*Drafting Committee member
¹ Phase 1 only
² Phase 2 only

EQUITY-BASED
PRESERVATION PLAN





≡ 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.



Image sources: Joe's Bakery, anonymous, Amy Moreland/ Austin's Atlas

Images: Joe's Bakery, home in Zilker neighborhood, detail from Music Listening Map by Amy Moreland



Plan Goals

107 recommendations

1. Tell Austin's full history
2. Recognize cultural heritage
3. Preserve archaeological resources
4. Stabilize communities
5. Support environmental sustainability
6. Make preservation more accessible
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 displacement prevention and environmental sustainability

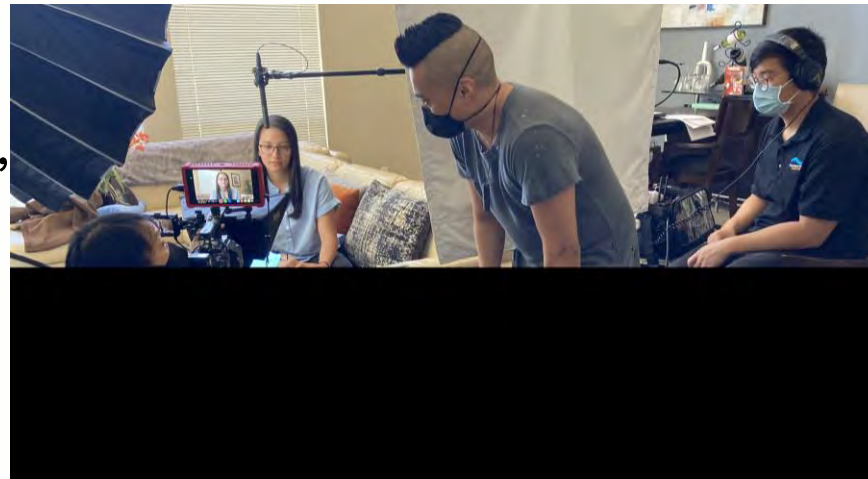
Images, clockwise from top left: Juneteenth parade, unveiling of La Loteria mural, archaeological resources

Image sources: The Austin Chronicle (two images), San Antonio Office of Historic Preservation

Who Preserves

Invite and support.

- Engage new partners and audiences
- Help community members access knowledge and resources
- Support people doing the work: homeowners and tenants, craftspeople, commissioners, and staff



Images, clockwise from top left: Protest at City Hall to preserve Edward Rendon Park (Chicano Park), door hanger in San Antonio, "Stories within Stories" project of the Austin Asian American Film Festival

Image sources: Bertha Rendon Delgado, San Antonio Office of Historic Preservation, Austin Asian American Film Festival

≡ 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



Image: Homes in Hyde Park

Selected Recommendations

- 4) Tell the full stories of historic places in Austin through creative interpretation.
- 7) Reach out to owners of potential historic landmarks and historic districts.
- 9) Strongly support iconic longstanding legacy businesses that contribute to Austin's unique character and heritage.
- 11) Consider how various district designations can support Austin's cultural heritage.
- 64) Identify potential heritage tourism sites and support existing sites.
- 81) 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.
- 82) Evaluate the benefits and equity aspects of the historic landmark tax exemption in comparison with the proposed abatement and Transfer of Development Rights programs.
- 90) Review changes to privately owned properties in National Register districts only to assess historic landmark eligibility. [Sign review will be retained.]

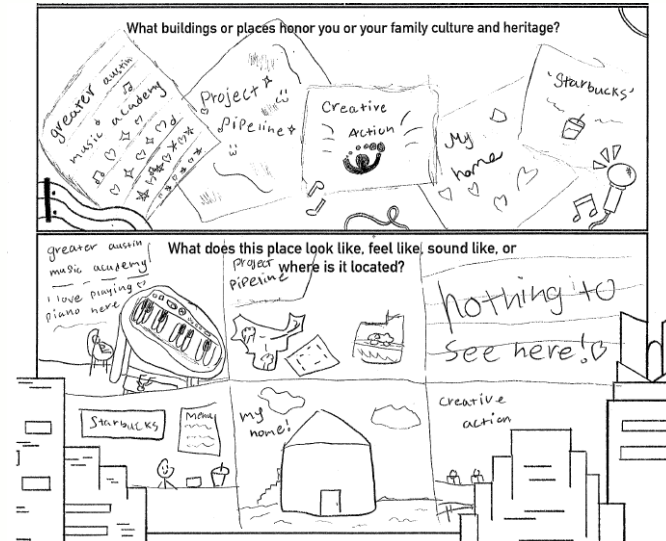


Community Outreach + Engagement

≡ Broad, Inclusive Community Engagement

Four-month engagement window from Feb. through May 2024

- **2,500+** people engaged
- **49** presentations to boards and commissions, community groups, and professional stakeholder organizations
- **45** pop-ups at community events
- **29** small-group and 1-on-1 conversations
- **4** City-hosted events
 - ❖ **9** paid community ambassadors
 - ❖ **5** mini-grants to community organizations

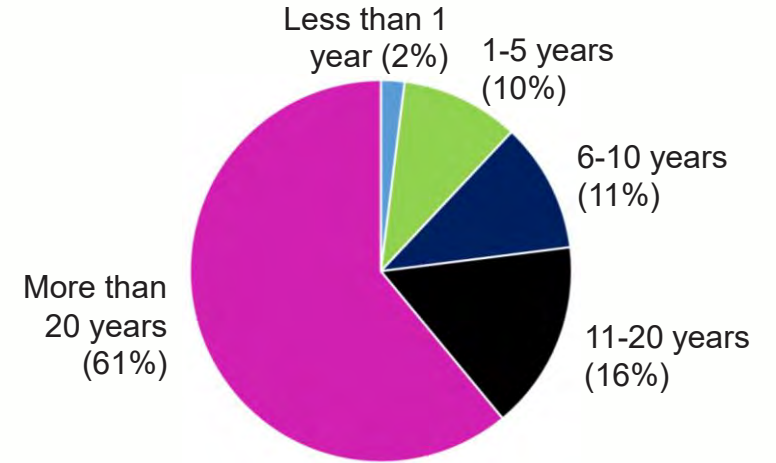


Who We Heard From

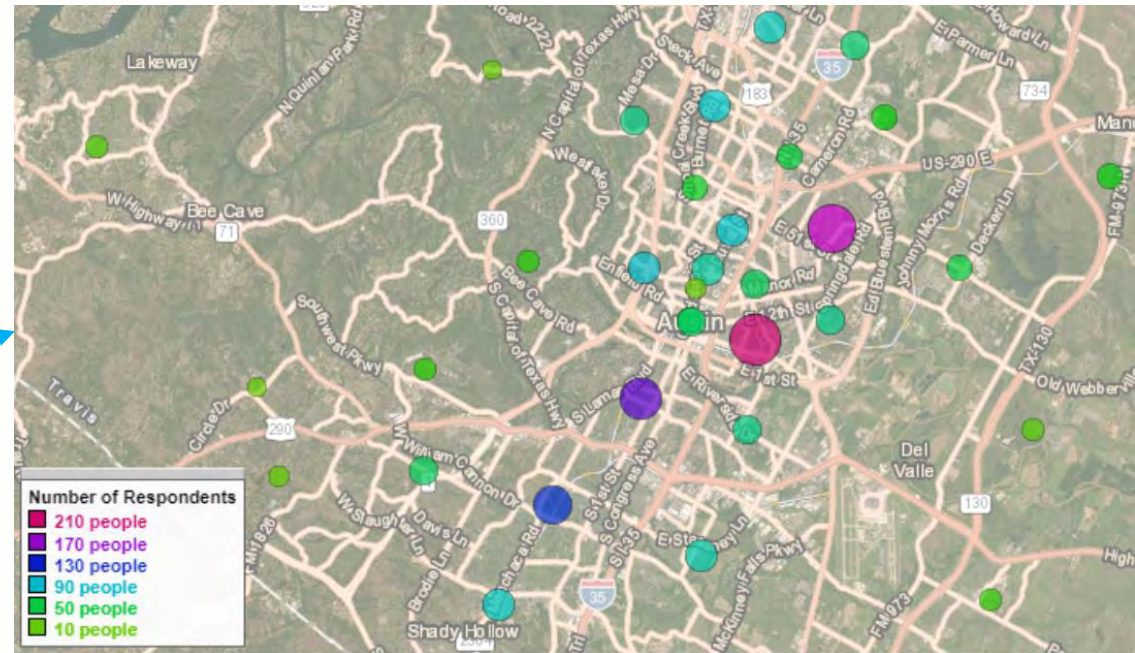
Historically Marginalized Communities	Survey Respondents (2,083)	Austin
Communities of color	52%	49.6%
People with disabilities	18%	7.2%
LGBTQIA+ communities	14%	5.9%
Renters	28%	55.6%

More than 5 people responded to the survey in 41 of Austin's 64 ZIP codes

LENGTH OF TIME IN AUSTIN



ZIP CODES



≡ What We Heard

COMMUNITY PRIORITIES (AGGREGATED PLAN GOALS)

Ensure longtime residents and businesses can afford to stay in their current spaces.

AVERAGE
PRIORITY SCORE
(out of 100)

86.1%

51% of respondents said we should begin working on this goal first.

Help older neighborhoods and commercial districts maintain their unique look and feel as Austin grows.

79.3%

20% of respondents said we should begin working on this goal first.

Represent the diverse communities and complex history of Austin.

77.5%

Encourage environmental sustainability through preservation.

77.3%

Provide opportunities to learn about local history and culture.

76.8%

Improve tools that help historical property owners in an equitable way.

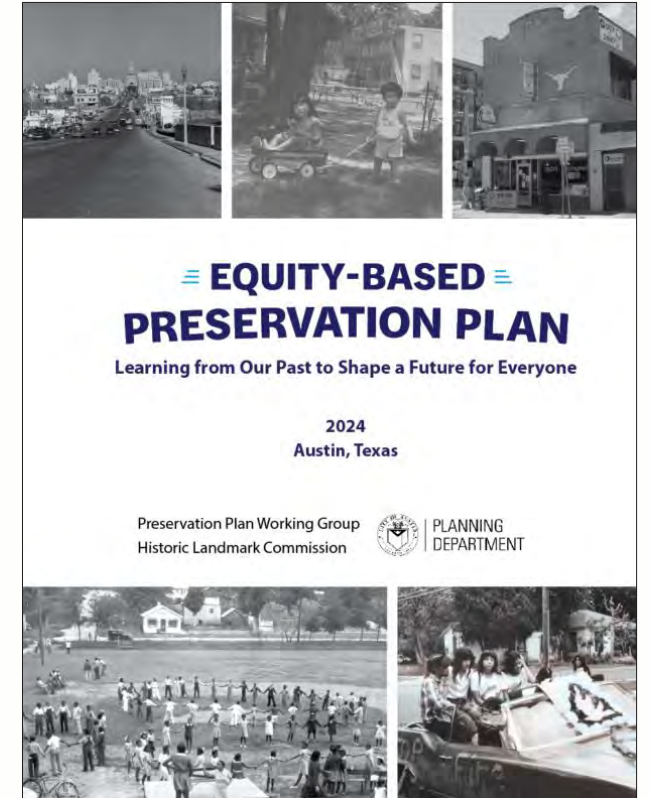
75.6%

Create connections between people by sharing diverse stories.

73.2%

≡ How the Plan Responds

- **272** community and stakeholder comments on the draft plan
- **140** actionable changes suggested
- **50** recommendations revised based on community feedback (of 107 in the final plan)
- **8** new recommendations added, covering areas such as:
 - Support for stewards of historic cemeteries
 - Support for energy efficiency improvements for older and historic properties
 - Regular building maintenance education and training for property owners and tenants
 - Identification of and support for heritage tourism sites



Preservation Plan Timeline

2021-22
Draft plan developed by Preservation Plan Working Group

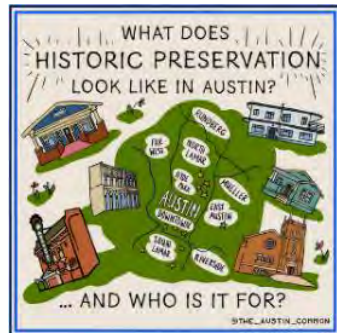
CREATE WITH INPUT

- Preservation Plan Committee
- Community survey
- Focus groups
- Technical Advisory Group
- ULI Technical Assistance Panel



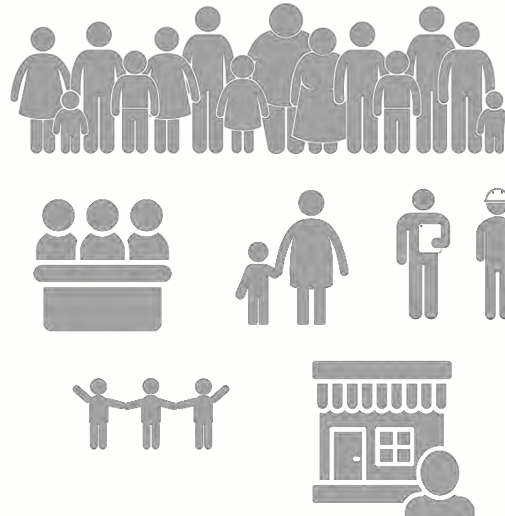
Fall 2022
Draft plan presented to Historic Landmark Commission

RAISE AWARENESS



Spring 2024
Intensive outreach & engagement

GET FEEDBACK ON DRAFT PLAN



Summer 2024
Draft plan revised by Preservation Plan Committee and Working Group

REVISE + FINALIZE THE PLAN

- 4 joint revision meetings

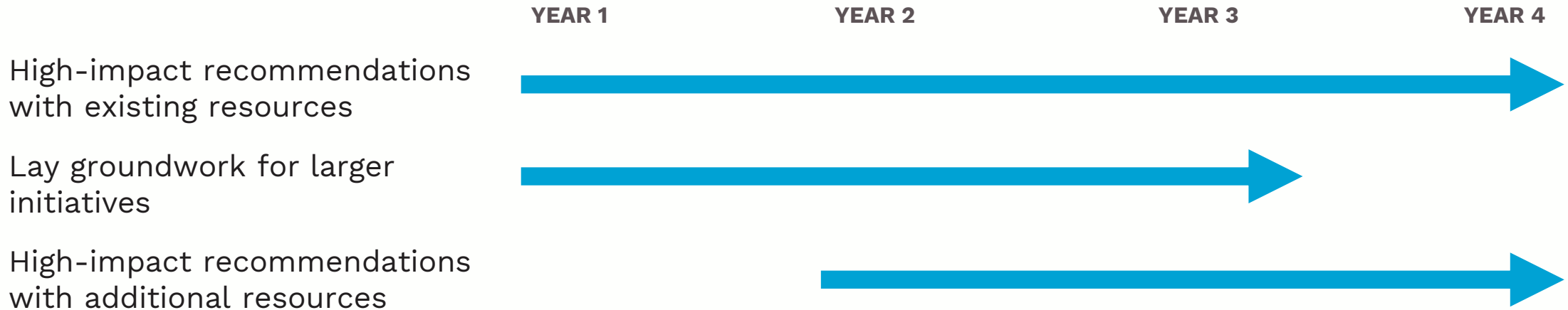


Fall 2024
City board + commission briefings

Nov. 21 (target)
Council review and adoption



Next Steps



- Public dashboard to track plan progress
- Align implementation with related City departments and plans
- Continue community engagement and partnership-building





www.SpeakUpAustin.org/ATXPresPlan

Austin History Center (C05767, PICA 24201, PICA 29995); Chen Chen Wu; City of Austin