

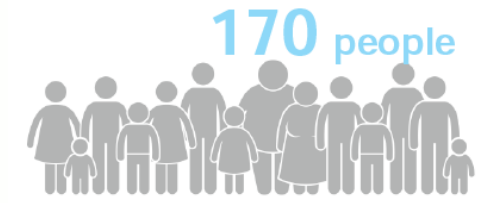
The background is a faded collage of historical images from Austin, Texas. It includes a street scene with early 20th-century cars and buildings, a large crowd of people at a public event, and a building with a prominent longhorn logo. The text is overlaid on this collage.

≡ EQUITY-BASED ≡ PRESERVATION PLAN

PARKS AND RECREATION BOARD | OCTOBER 28, 2024

Planning Process

HISTORIC
LANDMARK
COMMISSION



Community heritage survey

Focus: Vision for historic preservation

Focus groups

Cultural and heritage
organizations

Legacy businesses

Neighborhood
organizations

23 people



Technical Advisory Group

City staff from 12
departments

27 people

Historic Landmark
Commission's
Preservation Plan
Committee

Urban Land
Institute Technical
Assistance Panel

46 people

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

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≡ 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

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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, crafts-people, 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.
- 10) Create a way to designate exterior murals for historic or cultural significance, with incentives for property owners.
- 13) Develop an addendum for landscape management and update historic sign standards; add both to the City of Austin Historic Design Standards.
- 15) Ensure significant archaeological resources are adequately recognized in planning for City projects.
- 44) Highlight craftspeople who work on historic buildings, through skills demonstrations, and by highlighting career pathways in preservation.
- 64) Identify potential heritage tourism sites and support existing sites.
- 71) Partner with City departments to designate historically significant publicly owned property.
- 87) Recognize the importance of publicly and private owned historic cemeteries.

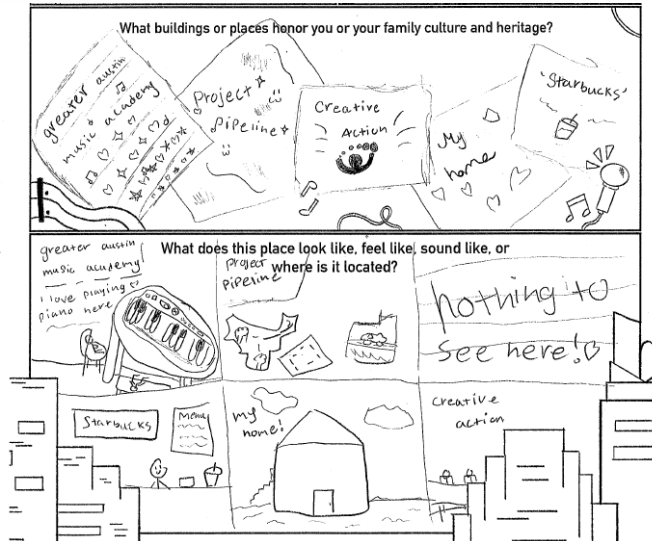
A faded, grayscale background image of a group of people, likely a family or community group, standing together. The image is centered and serves as a backdrop for the text.

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



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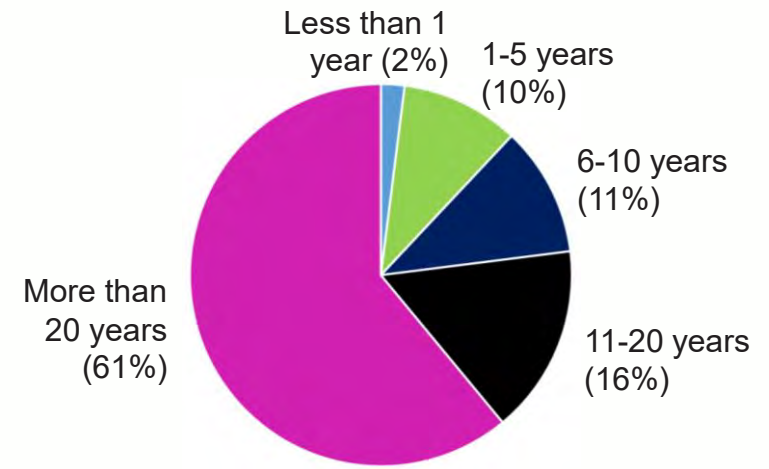
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Who We Heard From

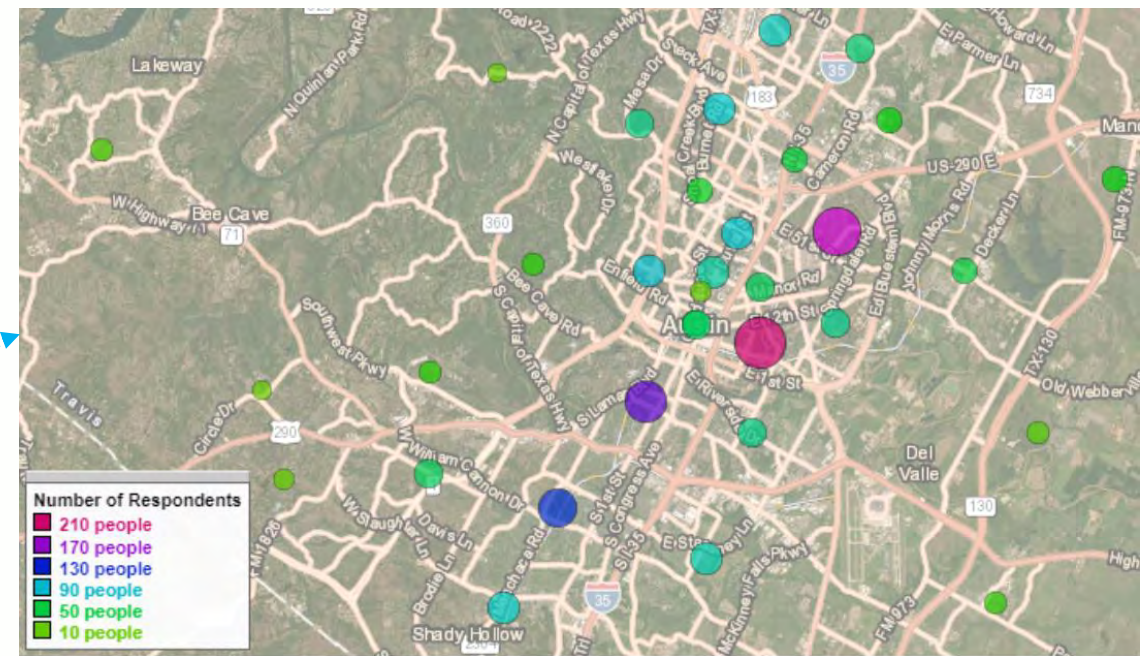
Historically Marginalized Communities	Survey Respondents (2,083)	Austin
Communities of color	52%	49.6%
People with disabilities	18%	7.2%
LGBTQIA+ communities	14%	5.9%
Renters	28%	55.6%

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.

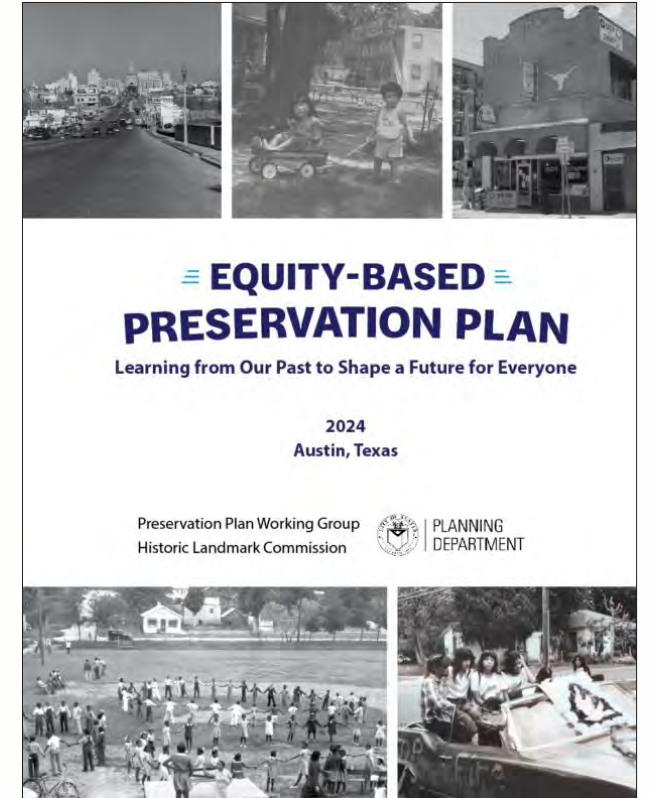
75.6%

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
Council funds outreach

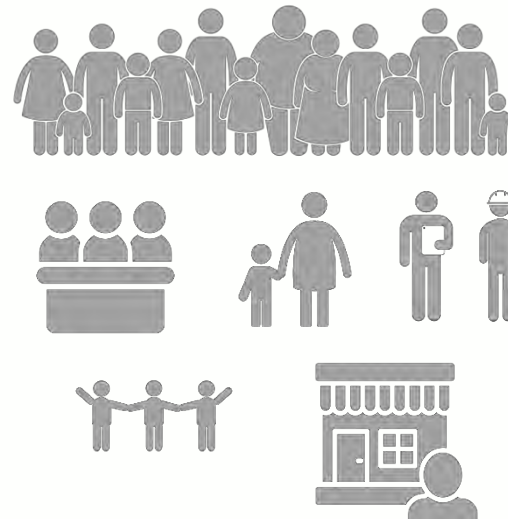
RAISE AWARENESS



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

Council review and adoption

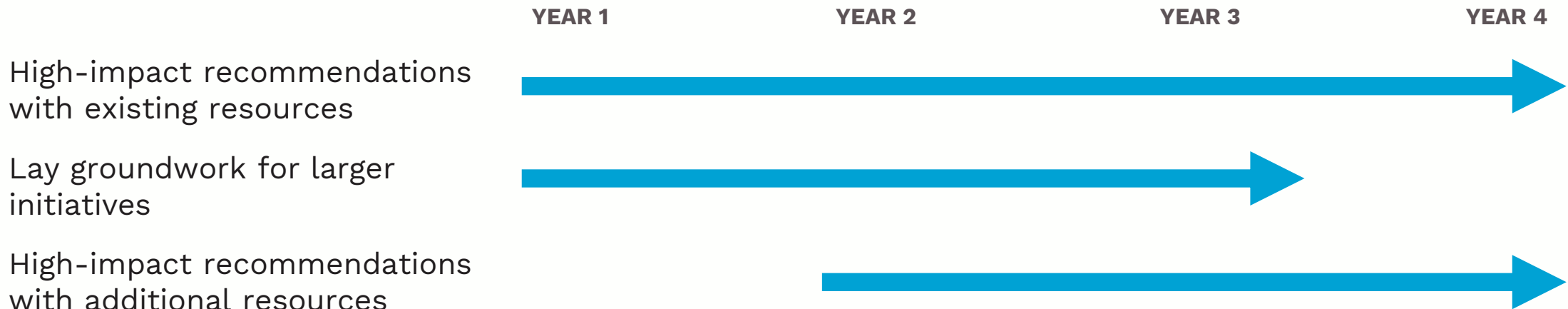
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Next Steps



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





www.SpeakUpAustin.org/ATXPresPlan