

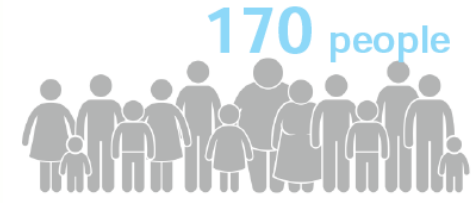


# ≡ EQUITY-BASED ≡ PRESERVATION PLAN

COUNCIL WORK SESSION | OCTOBER 22, 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* <sup>1</sup> | Jolene Kiolbassa <sup>1</sup> | Debra Murphy <sup>2</sup>   | Misael Ramos* <sup>1</sup>  | JuanRaymon Rubio <sup>2</sup> | Bob Ward <sup>1</sup>        |
| Noel Bridges <sup>1</sup>   | Jerry Garcia <sup>1</sup>     | Kevin Koch                    | Robin Orlowski <sup>2</sup> | Mary Reed* <sup>1</sup>     | Maria Solis* <sup>1</sup>     | Caroline Wright <sup>1</sup> |
| Julia Brookins*             | Hanna Huang* <sup>1</sup>     | Kelechi Madubuko <sup>1</sup> | Leslie Ornelas <sup>1</sup> | Lori Renteria <sup>1</sup>  | Erin Waelder <sup>1</sup>     |                              |
| Amalia Carmona <sup>2</sup> | Linda Y. Jackson              | Brenda Malik                  | Emily Payne                 | Gilbert Rivera <sup>1</sup> | Brita Wallace* <sup>1</sup>   |                              |
| Ursula A. Carter            | Meghan King*                  | Alyson McGee <sup>1</sup>     | Rocio Peña-Martinez*        |                             |                               |                              |

\*Drafting Committee member  
<sup>1</sup> Phase 1 only  
<sup>2</sup> 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



# Community Outreach + Engagement

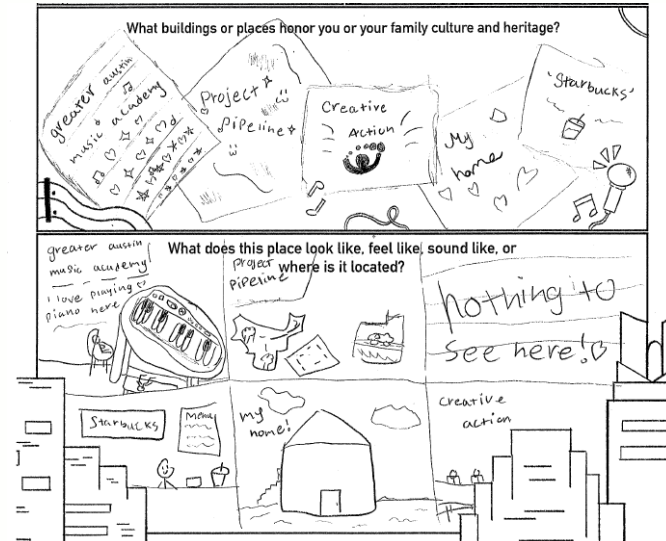
Joe Lung and sons, not dated, Lung House National Register nomination



# ≡ 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

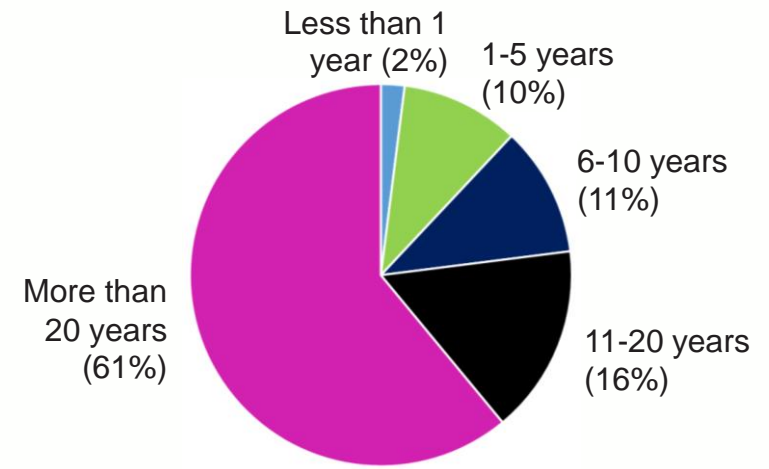


# Who We Heard From

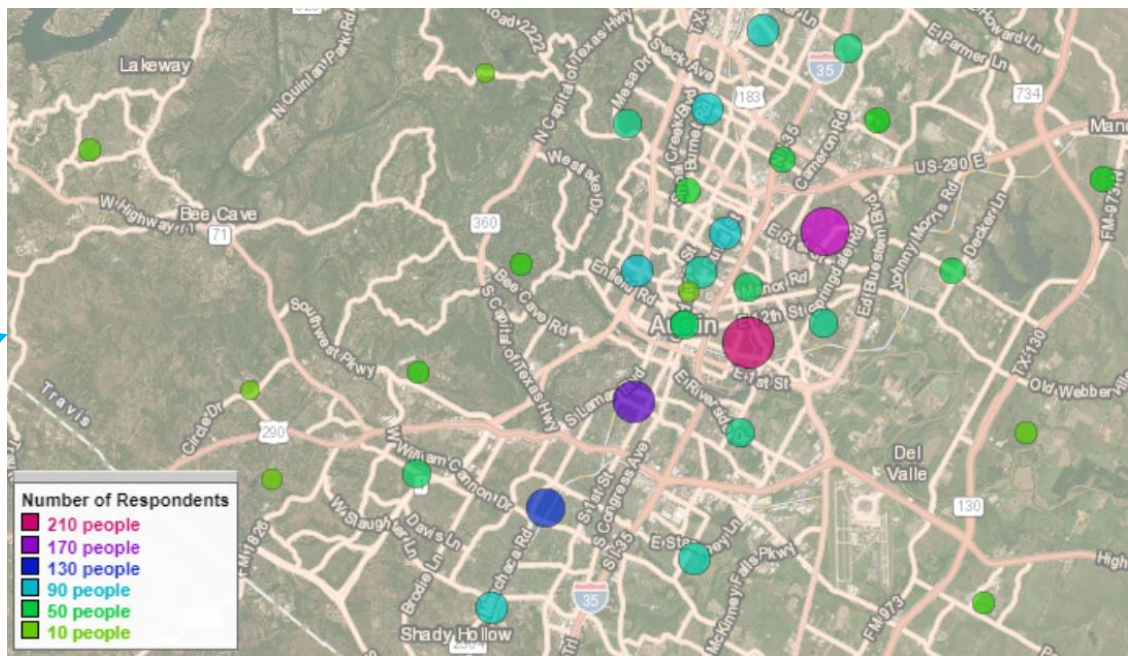
Historically Marginalized Communities	Survey Respondents (2,083)	Austin
Communities of color	52%	49.6%
People with disabilities	18%	7.2%
LGBTQIA+ communities	14%	5.9%
Renters	28%	55.6%

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.*

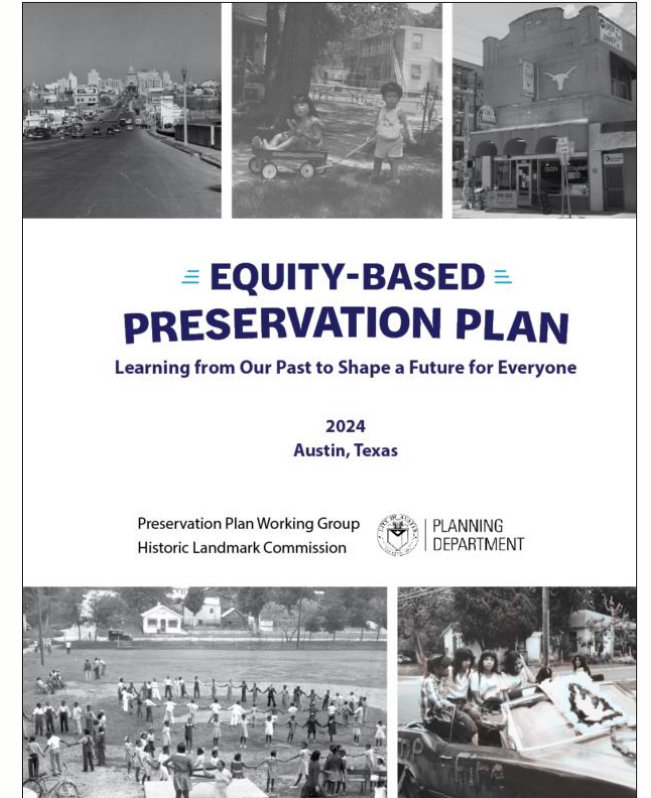
**75.6%**

*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  
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



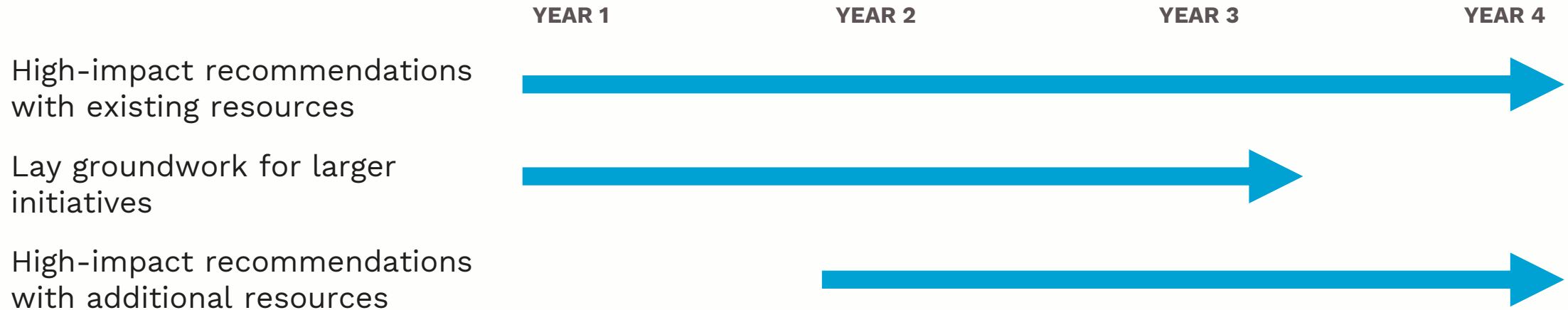
**Fall 2024**  
City board + commission briefings

**Sept. 12**  
Council initiated IACP amendment

**Nov. 21**  
Council review and adoption of plan; IACP amended



# 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](http://www.SpeakUpAustin.org/ATXPresPlan)



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