



EQUITY-BASED PRESERVATION PLAN

Historic Landmark Commission briefing—September 7, 2022

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PRESERVATION PLAN WORKING GROUP

12 months

22 working group and drafting committee meetings

1,100 hours

GOAL

Replace Austin's 1981 preservation plan with an inclusive, equity-focused, and community-oriented process and outcome



Images: Open Chair / City of Austin (left and center), Preservation and Social Inclusion (right)

COMMUNITY-BASED PROCESS

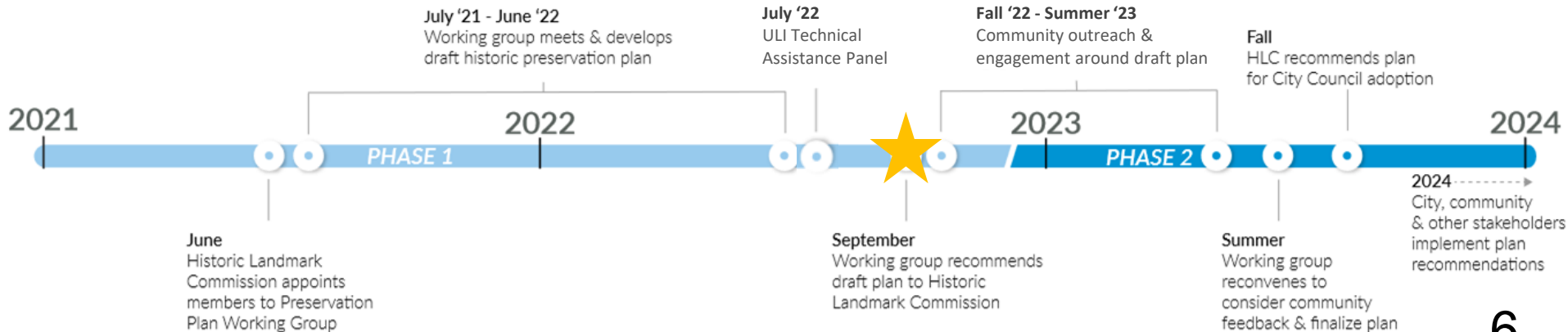
Equity-based preservation plan

WHAT	<u>Draft plan</u> <ul style="list-style-type: none">• Vision• Draft recommendations	<u>Engage community</u> <ul style="list-style-type: none">• Refine/expand framework• Timeline and metrics• Partners
ENGAGEMENT	Preservation Plan Working Group, with targeted input	Grounded in broad, inclusive community engagement
WHEN	2021-22	2022-23
GOAL	Draft framework	Plan adoption

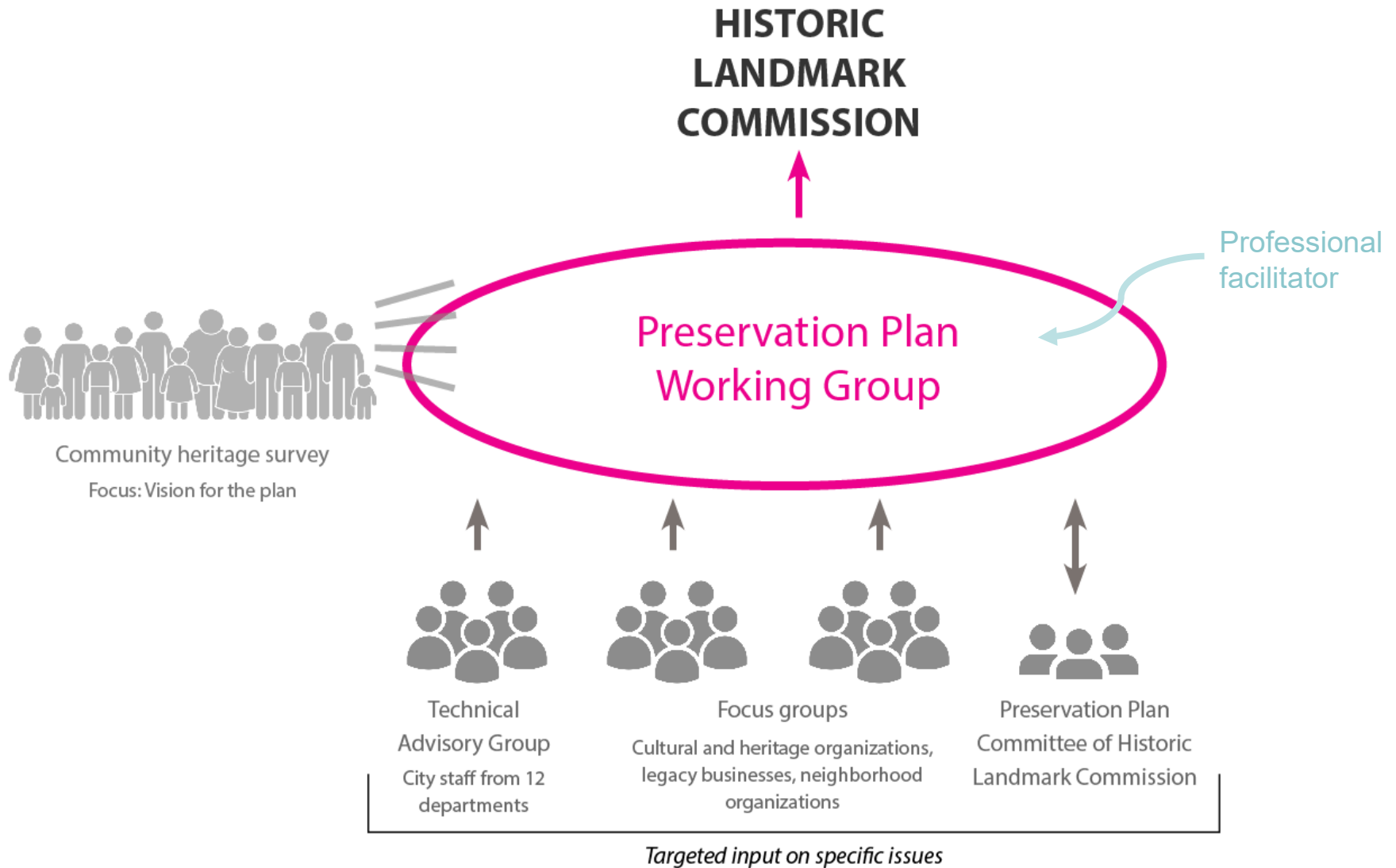
COMMUNITY-BASED PROCESS

Equity-based preservation plan

WHAT	<u>Draft plan</u> <ul style="list-style-type: none"> Vision Draft recommendations 	<u>Engage community</u> <ul style="list-style-type: none"> Refine/expand framework Timeline and metrics Partners
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COMMUNITY-BASED PROCESS



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COMMUNITY-BASED PROCESS

- ✓ Affordable housing advocate
- ✓ Archaeologist
- ✓ Architect
- ✓ Attorney
- ✓ Business owner
- ✓ City board or commission
- ✓ Community member
- ✓ Contractor
- ✓ Developer
 - Economic development organization *(withdrew)*
- ✓ Educational institution
- ✓ Engineer
- ✓ Heritage organization

- Heritage tourism professional
(withdrew)
- ✓ Historic property owner
- ✓ Historical commission (City, County, State)
- Landscape architect *(withdrew)*
- ✓ Neighborhood association
- ✓ Preservation organization
- ✓ Preservation consultant
- ✓ Religious institution
- ✓ Social justice organization
- ✓ Urban planner/planning organization

What does preservation do?

Identify historic resources
Identify historic resources in the community and evaluate their significance. This process is the first step in the preservation process.

Preserve historic resources
Preserve historic resources in the community and evaluate their significance. This process is the first step in the preservation process.

Historic preservation recognizes and safeguards significant places—and can play an important role in shaping the future. Preservation in Austin includes many activities. This overview focuses on the City's Historic Preservation Office and Historic Landmark Commission.

Steward historic resources
Steward historic resources in the community and evaluate their significance. This process is the first step in the preservation process.

Outreach and engagement
Outreach and engagement in the community and evaluate their significance. This process is the first step in the preservation process.

Root causes and current-day inequities



1960s
National Historic Preservation Act



1970s
Construction of the Mopac Expressway

Austin City Council established the Historic Landmark Commission in 1974. Until recently, however, the commission prioritized preservation of architecturally grand buildings and the homes of wealthy citizens, typically white men.



1980s
The Historic Resource Survey

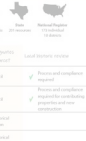


1990s
Late Recognition of Latino Heritage



Heritage in Austin

What's historic?
What's historic in Austin? This section explores the city's rich history and the many ways it has shaped the community.



Heritage in Austin
Heritage in Austin is a rich and diverse tapestry of history and culture. This section explores the city's rich history and the many ways it has shaped the community.

- 170 responses to community heritage survey
- 19 community members in 3 focus groups
- City staff from 12 departments

Integrity

What is integrity, and why does it matter?
Integrity is the quality of being honest and having strong moral principles. It is the foundation of trust and respect in a community.

Challenges around integrity
Challenges around integrity in the community and evaluate their significance. This process is the first step in the preservation process.

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What's included?

What's included?
This section explores the city's rich history and the many ways it has shaped the community.

Integrity
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Incentives

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Incentives are tools designed to encourage positive behavior. This section explores the city's rich history and the many ways it has shaped the community.

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Outreach, engagement + education

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COMMUNITY-BASED 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.

CRITERIA FOR SUCCESS

1. **Vision:** Does the plan offer a clear vision for historic preservation that can be used by stakeholders to communicate and collaborate? Do all recommendations support that vision?
2. **Process:** Has the process of developing the preservation plan been welcoming and accessible to community members with a range of viewpoints, regardless of previous preservation experience?
3. **Education:** Does the plan educate readers about the benefits of historic preservation and how preservation relates to key topics such as property rights, displacement, economic opportunities, and affordability? Does it equip community members, policymakers, and City staff to take action?
4. **Expansion:** Does the plan recognize historically underrepresented people, places, and stories? Does it expand what is considered historically significant?
5. **Effectiveness:** Are the plan's recommendations for policies, programs, and incentives grounded in good practices from around the U.S. and the world? Are they likely to result in the recognition, preservation, and/or interpretation of more historic resources?
6. **Practicality:** Does the plan balance big-picture thinking with specific, actionable, measurable recommendations that recognize legal constraints? Does the plan include a realistic strategy for regular updates?
7. **Accessibility:** Does the plan recommend ways to make historic preservation processes more accessible to community members, especially those who aren't familiar with the processes? Is the plan itself easy to understand?
8. **Equity:** Are the expected benefits of the plan's recommendations equitably distributed? Are negative impacts minimized, particularly for communities that have historically been disadvantaged by public policies?
9. **Connection:** Does the plan support affordability (as with tax incentives), economic opportunities, and environmental sustainability, particularly for historically underrepresented communities?
10. **Support:** Is the plan supported by working group members, policymakers, City departments, allied organizations, and community members?

EQUITY FRAMEWORK

Does the proposed recommendation...

Yes / No

1. Reinforce the plan's vision?

If Yes, does the proposed recommendation...

-
No /
harms

0
Neutral

+
Yes /
benefits

2. Respect community-based knowledge? Is it based on community-identified needs and input?

3. Increase equitable access to information about historic preservation and equip people to take action? Is it clear to people without previous preservation experience?

4. Recognize and honor the cultures, historic assets, traditions, and stories of historically marginalized communities in meaningful ways?

5. Ground its reasoning and expected outcomes in good practices around equity, including racially disaggregated data?

6. Balance big-picture thinking with specific, actionable, measurable items that recognize and redress historical inequities, both isolated and systemic?

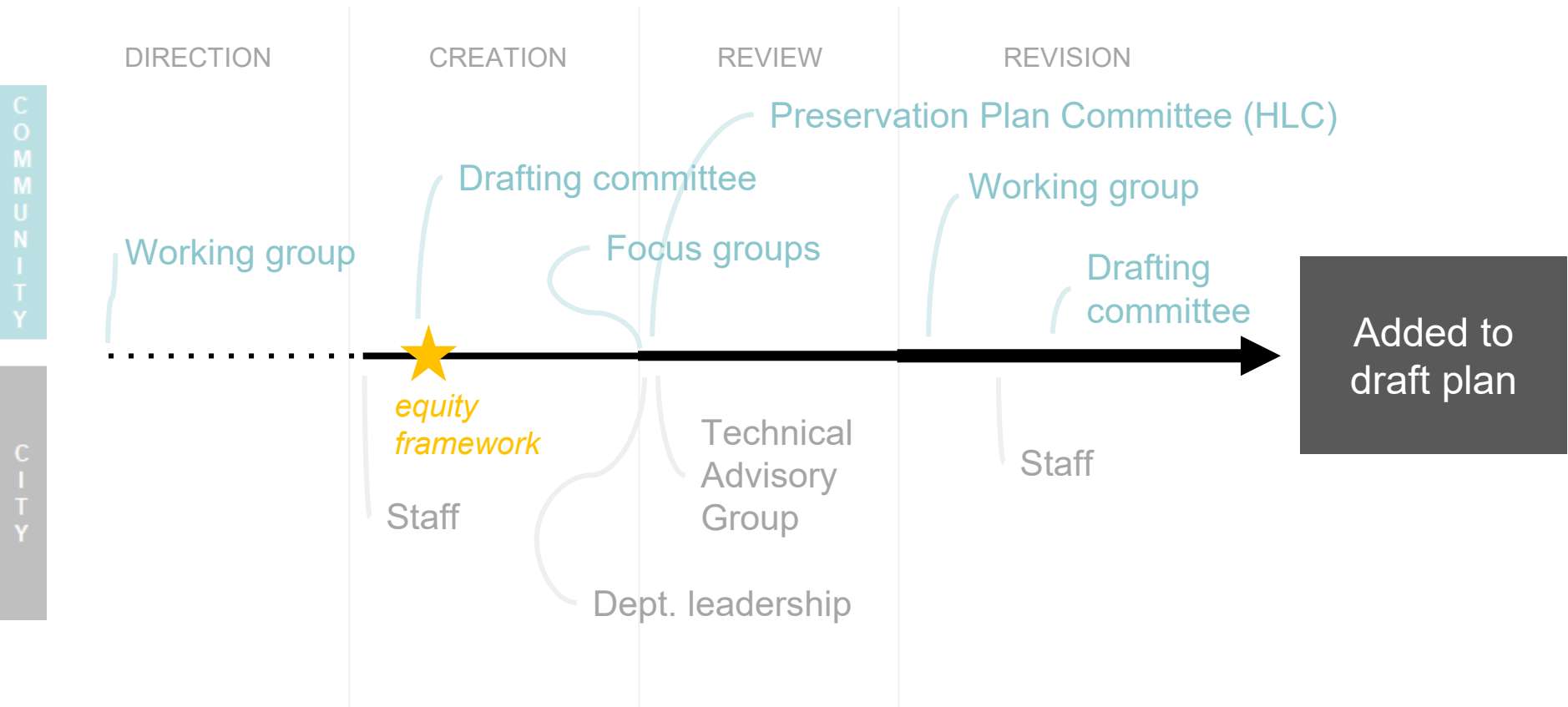
7. Improve access to preservation policies, programs, tools, and incentives for communities of color and low-income communities?

8. Avoid creating financial or other burdens for communities of color and low-income people? If yes, are there opportunities to mitigate these impacts? Does it place responsibility on institutions to address historical disparities in historic preservation policies, programs, and tools?

9. Advance affordability, economic opportunities, and environmental sustainability for everyone, and especially for communities of color? If not, are there opportunities to do so?

10. Engage and empower historically marginalized communities to actively participate in implementation?

CREATING DRAFT RECOMMENDATIONS





DRAFT RECOMMENDATIONS

Goals

1. Tell Austin's full history
2. Recognize cultural heritage
3. Preserve archaeological resources
4. Stabilize communities
5. Support environmental sustainability

What we preserve

-
6. Engage and empower communities
 7. Support people doing the work
 8. Engage new partners

Who preserves

-
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

How we preserve



DRAFT RECOMMENDATIONS

What we preserve

1. Tell Austin's full history
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Goals

DRAFT RECOMMENDATIONS

What we preserve

1 Tell Austin's full history



Queer History Series
open call for storytellers



DRAFT RECOMMENDATIONS

What we preserve

2

Recognize cultural heritage

Strongly support iconic longstanding legacy businesses that contribute to Austin's unique character and heritage.

Economic Development Department activities like the Legacy Business Relief Grant offer a strong baseline. Ensure that legacy businesses benefit from existing and new programs by providing coordinated marketing/promotion, technical assistance, and streamlined regulation for a wide variety of legacy businesses; offering dedicated need-based funding and tax relief; and creating a "legacy business" points category for funding opportunities. Conduct focused outreach to businesses owned by people of color about opportunities and work with them and other stakeholders to identify gaps.



3



DRAFT RECOMMENDATIONS

What we preserve

4 Stabilize communities

- Retain more older buildings and encourage ADUs through flexible zoning and a streamlined development review process
- Support low- and moderate-income property owners, especially seniors and families who want to stay in an inherited property



Images: UT News (center), Public City (right)

DRAFT RECOMMENDATIONS

What we preserve

5 Support environmental sustainability





DRAFT RECOMMENDATIONS

Who preserves

6. Engage and empower communities
7. Support people doing the work
8. Engage new partners

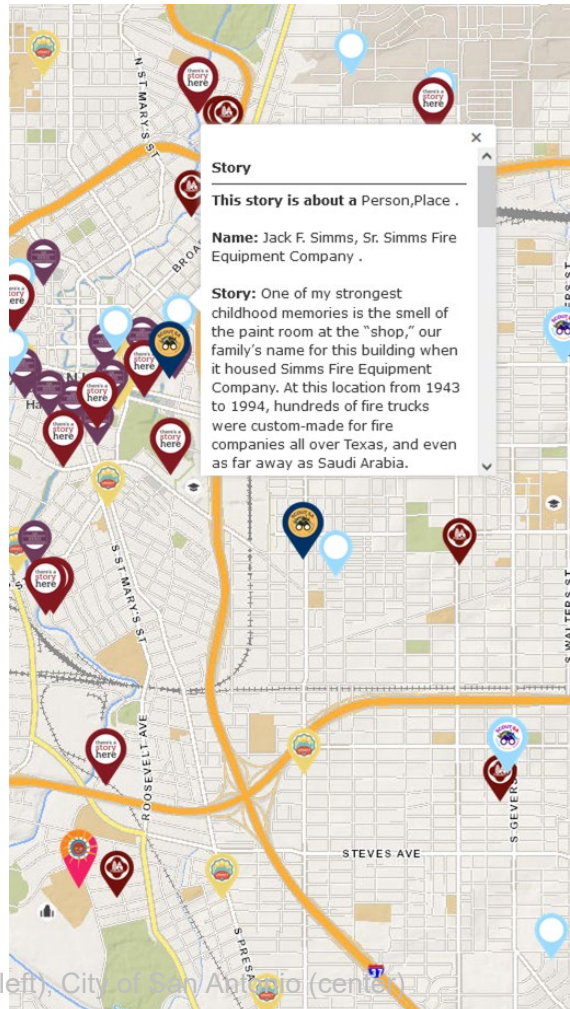


DRAFT RECOMMENDATIONS

Who preserves

6

Engage and empower communities



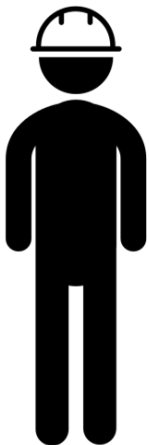


DRAFT RECOMMENDATIONS

Who preserves

7 Support people doing the work

- Highlight local craftspeople and career pathways
- Ensure that commissioners, community ambassadors, and City staff have access to regular trainings and resources
- Reduce participation barriers to City boards and commissions





DRAFT RECOMMENDATIONS

Who preserves

8

Engage new partners

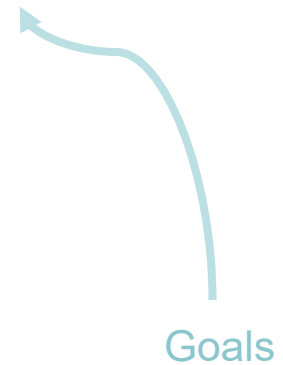




DRAFT RECOMMENDATIONS

How we preserve

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



DRAFT RECOMMENDATIONS

How we preserve

9

Proactively identify important places



Laura Esparza, Interviewed by Gloria Espitia on October 18, 2012. Esparza was born in 1958 to one of the founding families of San Antonio. She studied community arts development and theater while in college in the Pacific Northwest and eventually moved to Austin to become the Division Manager that oversaw the MACC and several cultural facilities. While she was not intimately involved in the design

of the MACC facility, she evolved the dance rehearsal studio into the Black Box Theater, and developed the Latino Arts Residency Program.

Photo: Laura Esparza, Todo Austin, July 13, 2013

[Read Laura Esparza's oral history transcript.](#)

[Listen to the full interview:](#)



Austin History Center
AHC_3256_Laura Esparza

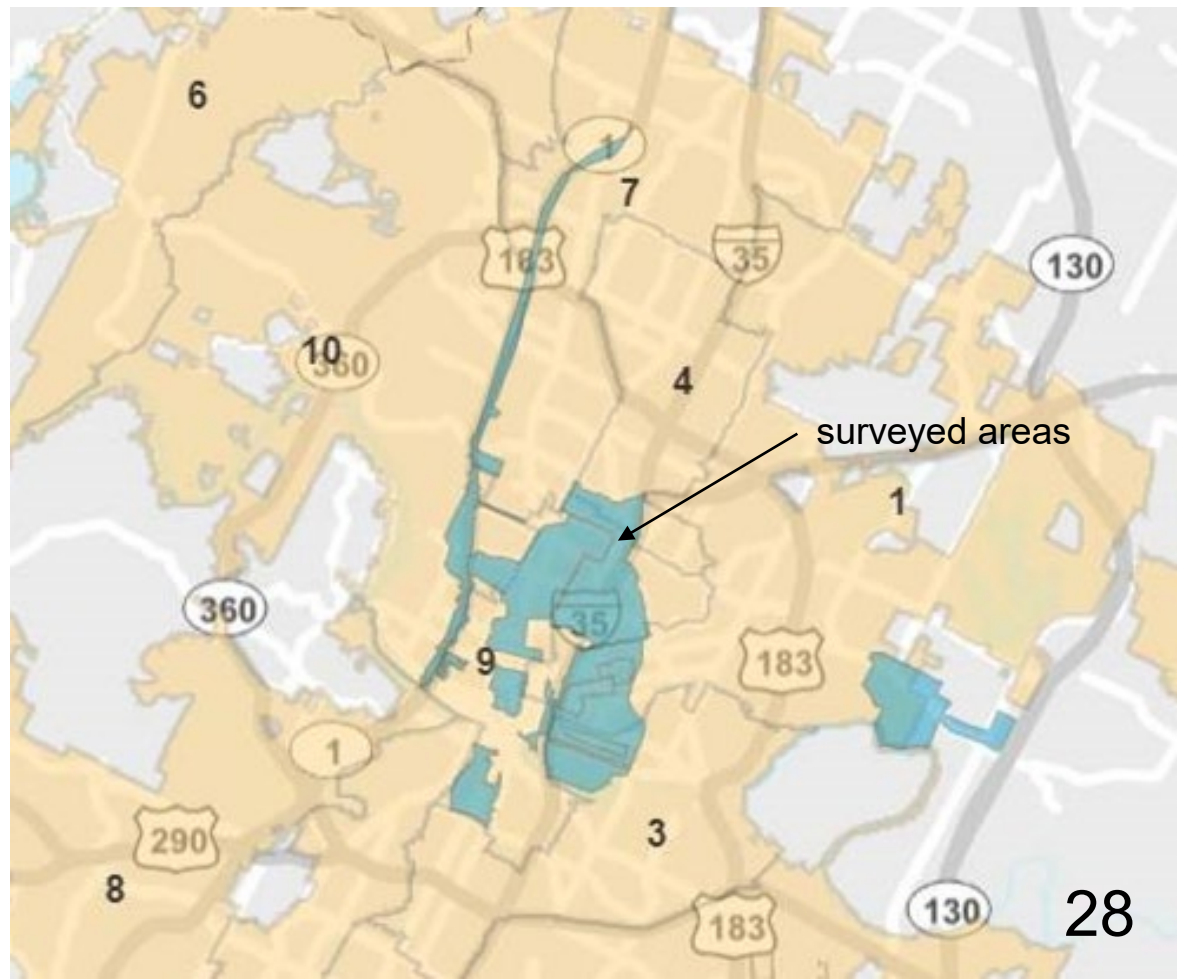
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surveyed areas

Image: Austin History Center (left)



DRAFT RECOMMENDATIONS

How we preserve

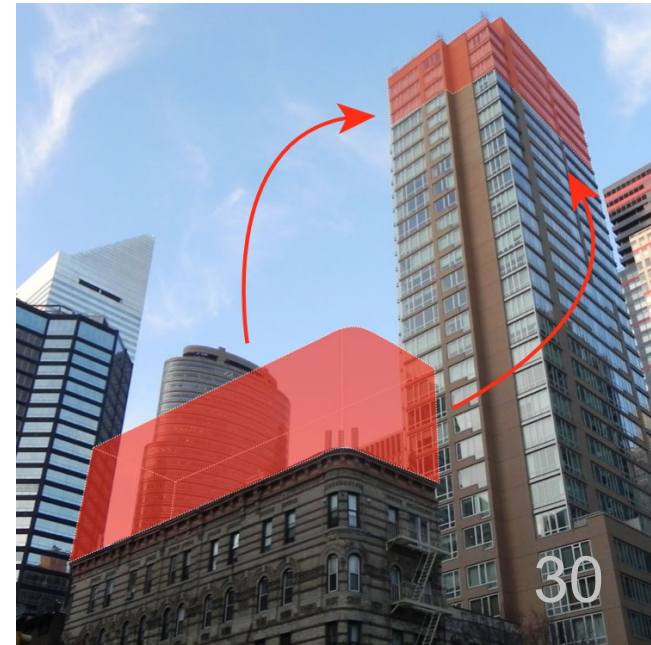
10 Follow good designation practices

- Keep the bar high for historic landmark designation--while creating better pathways to recognize properties that tell important stories but are not architecturally significant
- Reinforce historic preservation and displacement prevention goals with a time-limited incentive for newly designated historic landmarks and districts
- Allow scattered resources joined by a significant theme to be designated together



11 Support stewardship of community assets

- Provide people with clear information about preservation and rehabilitation when they need it
- Ensure preservation incentives support preservation and rehabilitation in an effective and equitable way
- Explore how a Transfer of Development Rights (TDR) program could support preservation of smaller-scale historic buildings



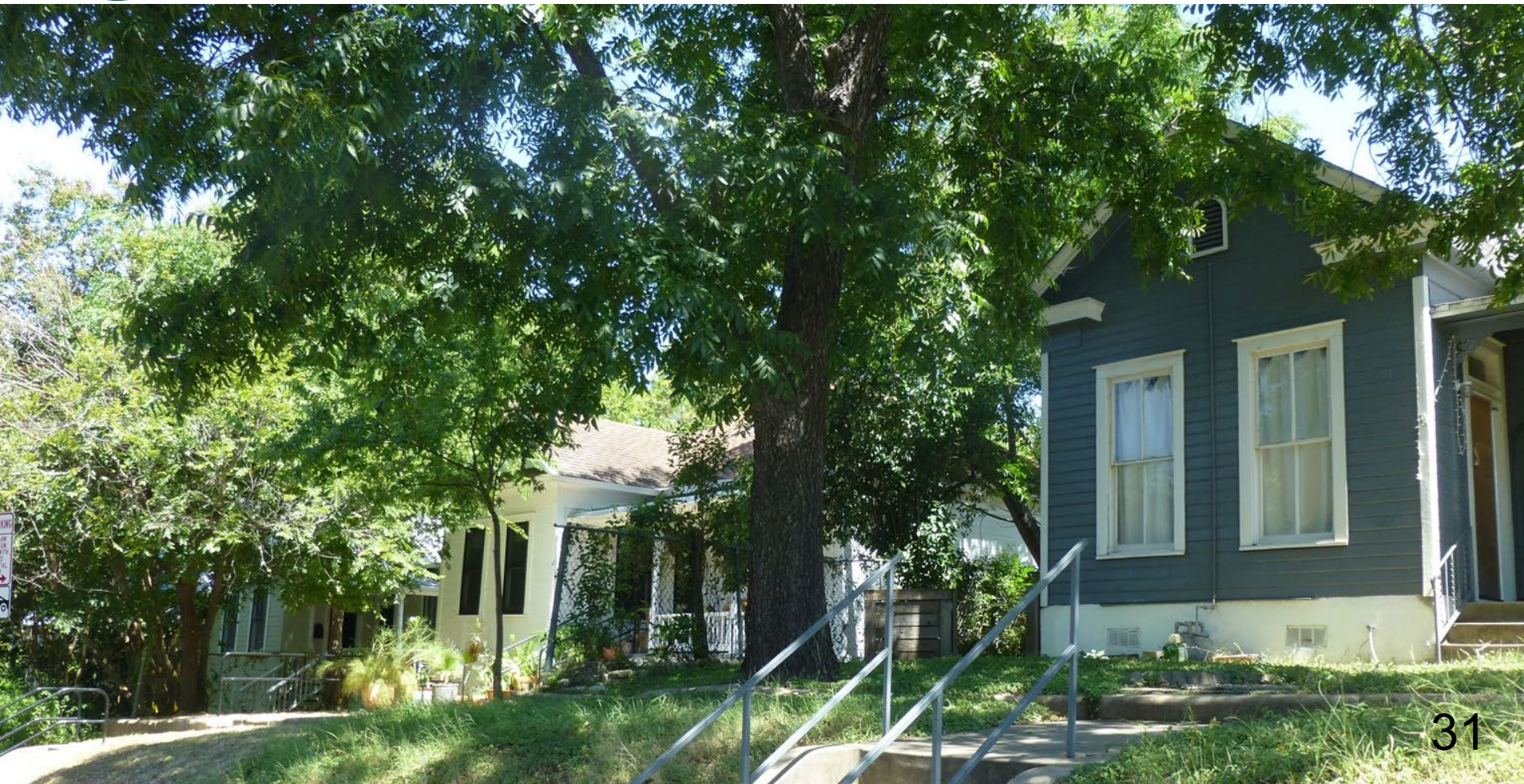


DRAFT RECOMMENDATIONS

How we preserve

12

Be strategic with review



DRAFT RECOMMENDATIONS

How we preserve

13 Protect historic resources

- Clearly communicate requirements
- Be proactive
- Follow through

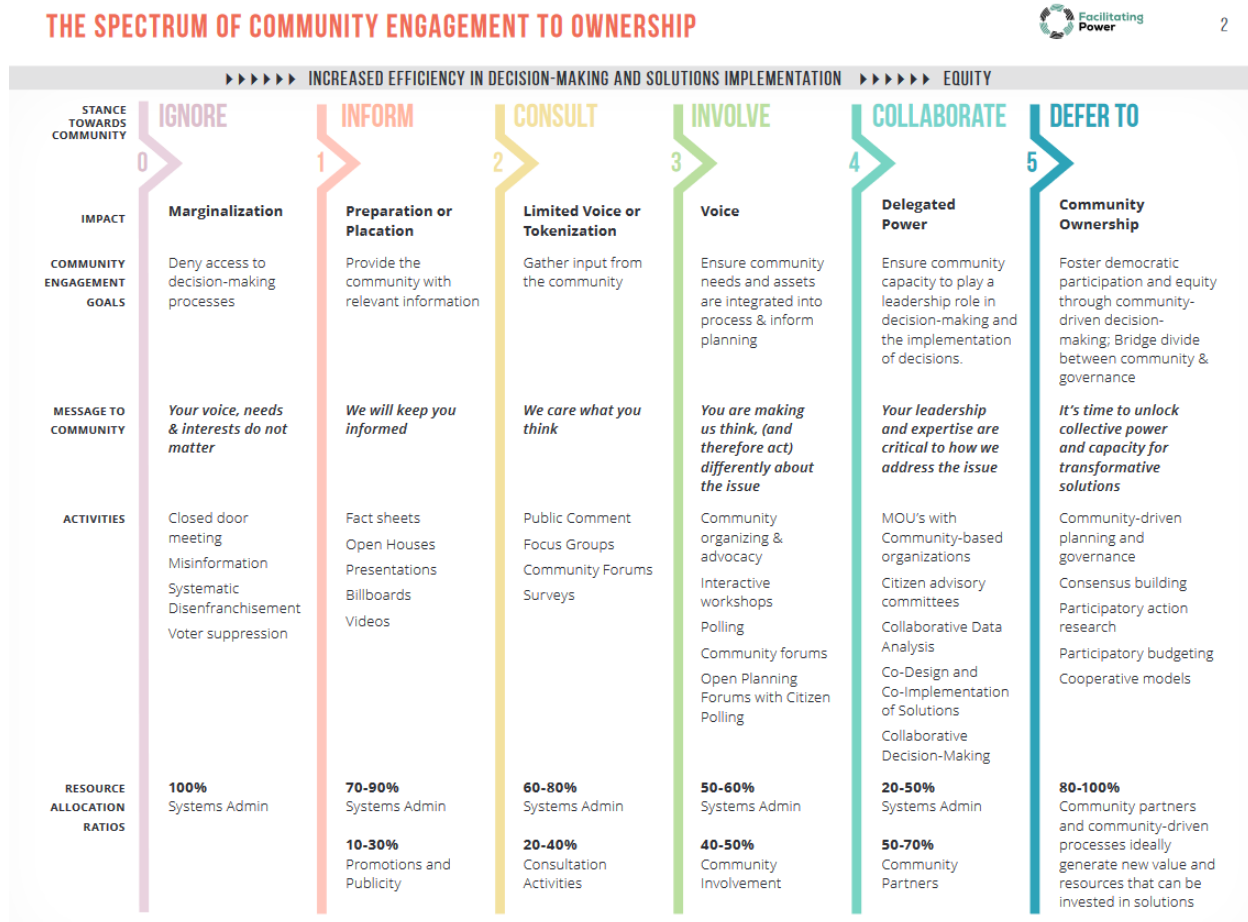


DRAFT RECOMMENDATIONS

How we preserve

14

Implement the plan collaboratively



WHAT COMES NEXT?

- Prioritize outreach and listening to historically marginalized communities
- Hire community ambassadors
- Continue consulting with working group

Raise awareness of historic preservation

“Grow the tent” for more in-depth engagement

Engage community to refine draft plan

Identify gaps, refine and prioritize recommendations

Develop timeline, identify partners and metrics

Estimate costs for priority recommendations

Plan adoption

Presentations to boards and commissions

Presentation to Council

Adoption by Council

WHAT COMES NEXT?

- Prioritize outreach and listening to historically marginalized communities
- Hire community ambassadors
- Continue consulting with working group

Soft launch (fall 2022)

Raise awareness of historic preservation

Provide the draft plan for community feedback

Board and commission briefings

Invite community members to help inform effective engagement

Recruit community ambassadors

Outreach and engagement campaign (spring 2023)

Broad, inclusive outreach

Public meetings and presentations to community organizations

Events, tours, focus groups

& more



WHAT COMES NEXT?

Sign up for the project email list

Tell us what's important to you in the community survey (**coming soon**)!

Watch for the formal release of the draft this fall

www.bit.ly/ATXpresplan

WHAT COMES NEXT?



Home / Equity-Based Historic Preservation Plan

Equity-Based Historic Preservation Plan



[Sign up for updates about the preservation plan!](#)

La versión en español sigue a continuación.

Background

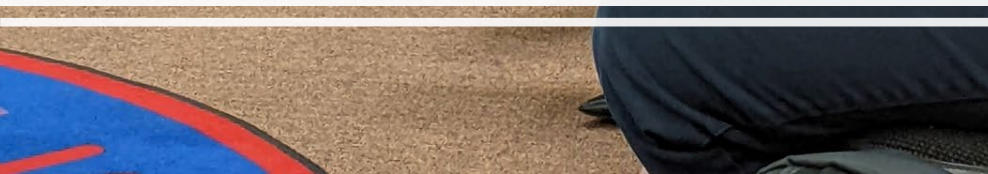
The equity-based historic preservation plan (phase 1, 2021–22) will replace Austin's 1981 preservation plan with an inclusive, equity-focused, and community-oriented process and outcome. A working group composed of historic preservation professionals, stakeholders from allied fields, and community representatives is tackling pressing questions: Whose heritage is represented in designated historic properties, and what stories are missing? Who benefits from preservation policies, programs, and incentives? How can historic preservation tools be expanded to address essential issues such as sustainability, affordability, and displacement?

Phase 1 will result [Continue reading](#)

Documents/Documentos

- July 29, 2021 – Introduction and goals
- August 30, 2021 – Equity workshop
- September 23, 2021 – Decision-making
- October 14, 2021 – Vision for the plan/heritage in Austin
- November 18, 2021 – Tangible heritage
- December 9, 2021 – Intangible heritage
- February 10, 2021 – Incentives

www.bit.ly/ATXpresplan



Notific / City

What are we trying to achieve?

- Getting people more engaged in the process in a knowledgeable & effective manner
- A workable preservation plan that is workable, and address multiple needs
- A more accessible and transparent process

Notific / City

What audiences are we trying to reach?

- need to have stronger communication w/ visitors & developers
- need to do so many projects across the city & we surprised that many other cities in the world
- Everyone who might care about a site
- Organizations w/ heritage missions
- Need to reach out to developers, real estate and city officials, stress importance of preservation as an economic engine
- Develop standards, may not be accessible or know about any real estate and commercial use of those which do need to be preserved by people outside our region?

Notific / City

Which strategies are most effective for?

- Social media
- Interactive maps
- Data on websites

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