



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

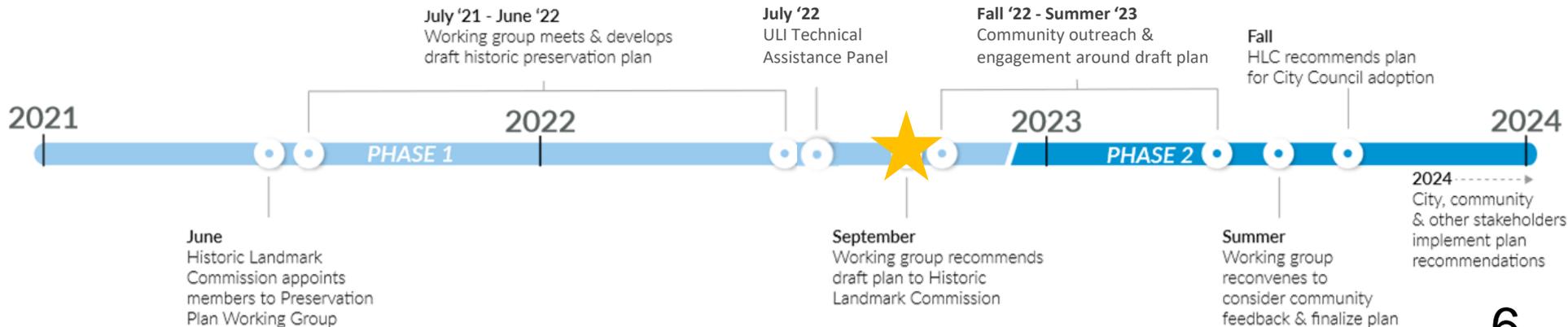
Equity-based preservation plan

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

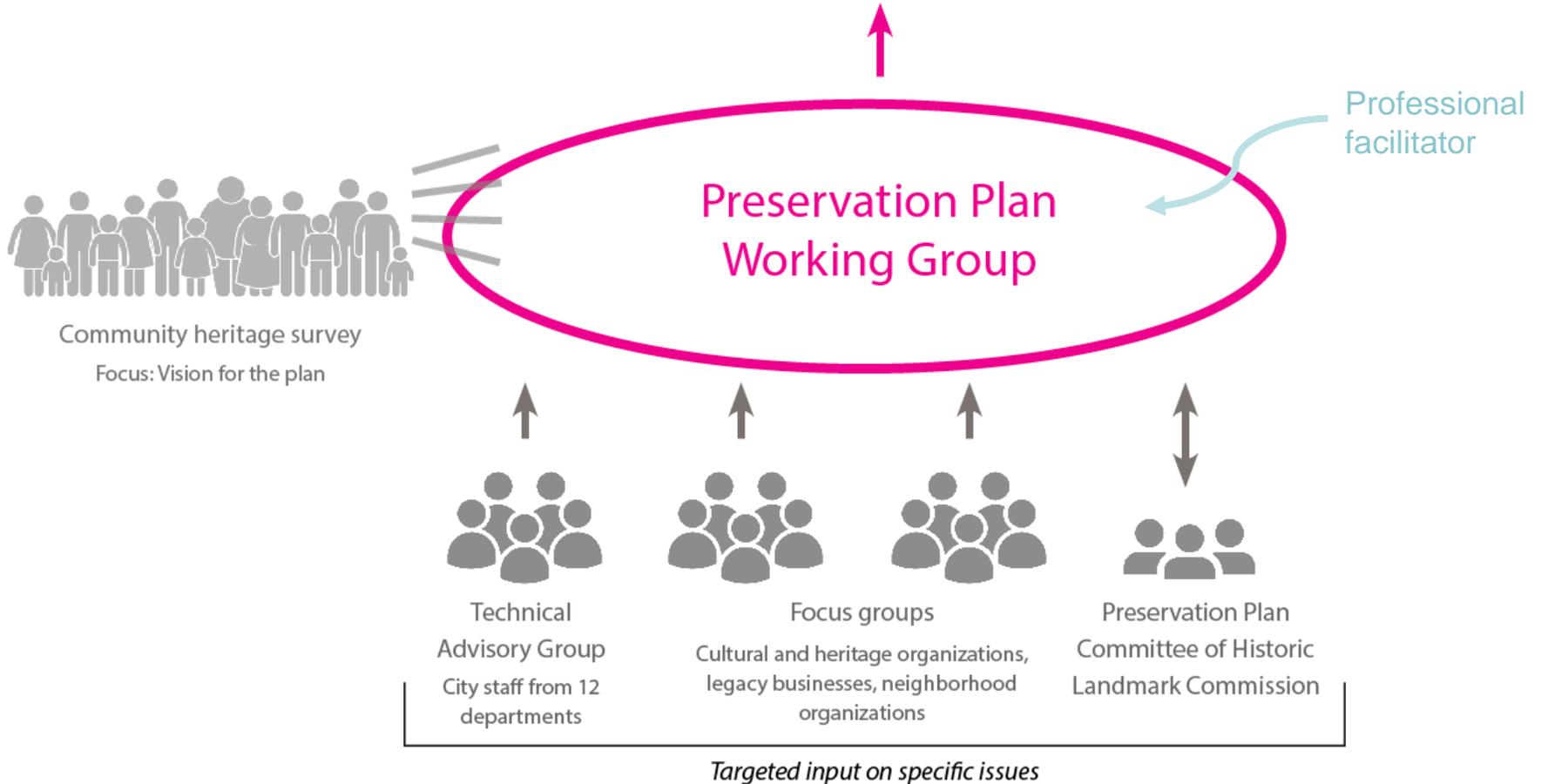
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COMMUNITY-BASED PROCESS

**HISTORIC
LANDMARK
COMMISSION**



COMMUNITY-BASED PROCESS



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?

BRF BY HISTORIC PRESERVATION IN AUSTIN WORKING GROUP | JULY 2021

Identify historic resources
 Identify historic resources and determine their significance. This includes identifying historic resources and determining their significance. This includes identifying historic resources and determining their significance.

Preserve historic resources
 Preserve historic resources through various means, including preservation easements, historic district designations, and other regulatory mechanisms. This includes preserving historic resources through various means, including preservation easements, historic district designations, and other regulatory mechanisms.

Outreach and engagement
 Engage the community in the preservation process through outreach and engagement activities. This includes engaging the community in the preservation process through outreach and engagement activities.

Steward historic resources
 Monitor and maintain historic resources to ensure their long-term preservation and integrity. This includes monitoring and maintaining historic resources to ensure their long-term preservation and integrity.

Root causes and current-day inequities

Asotin City Council established the Historic Landmark Commission in 1974. Little is known, however, about the Commission's preservation of architecturally grand buildings and the homes of wealthy citizens, typically white men.

DELEGATED HISTORIC PRESERVATION OVERSIGHT AND ENFORCEMENT
 The City of Asotin created the Historic Landmark Commission to oversee the preservation of historic resources and enforce the Historic Landmark Ordinance.

CONSTRUCTION OF NEW
 The Historic Landmark Commission has been instrumental in the preservation of historic resources and the enforcement of the Historic Landmark Ordinance.

THE HISTORIC PRESERVATION OFFICE
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Heritage in Austin

BRF BY HISTORIC PRESERVATION IN AUSTIN WORKING GROUP | OCTOBER 2021

What's historic?
 Historic resources are those designated as such by the City of Austin, and include historic landmarks, historic districts, and historic properties.

Historic resource	City Council	Historic Landmark Commission	Historic Preservation Office	Historic Preservation Office	Historic Preservation Office
Historic Landmark	City Council	Historic Landmark Commission	Historic Preservation Office	Historic Preservation Office	Historic Preservation Office
Historic District	City Council	Historic Landmark Commission	Historic Preservation Office	Historic Preservation Office	Historic Preservation Office
Historic Property	Historic Landmark Commission	Historic Landmark Commission	Historic Preservation Office	Historic Preservation Office	Historic Preservation Office

Who does historic preservation?

Historic review
 Historic review is a process that involves the review of historic resources and the determination of their significance. This includes reviewing historic resources and determining their significance.

Historic review properties
 Historic review properties are those properties that are subject to historic review. This includes reviewing historic resources and determining their significance.

Historic review process
 The historic review process involves the review of historic resources and the determination of their significance. This includes reviewing historic resources and determining their significance.

Legal framework

Who makes decisions
 The Historic Landmark Commission is the primary decision-making body for historic preservation. This includes reviewing historic resources and determining their significance.

Increased power for non-supportive property owners
 The Historic Landmark Commission has been instrumental in the preservation of historic resources and the enforcement of the Historic Landmark Ordinance.

Other legal changes
 The Historic Landmark Commission has been instrumental in the preservation of historic resources and the enforcement of the Historic Landmark Ordinance.

Race/ethnicity
 The Historic Landmark Commission has been instrumental in the preservation of historic resources and the enforcement of the Historic Landmark Ordinance.

Age
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Income
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Why resources are designated

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 Historic resources are designated for various reasons, including their historical significance, architectural value, and cultural importance. This includes reviewing historic resources and determining their significance.

Historic resources designated by city council
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Historic resources designated by historic landmark commission
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Historic resources designated by historic preservation office
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Integrity

What is integrity, and why does it matter?
 Integrity is a key factor in the preservation of historic resources. It refers to the ability of a resource to retain its original character and significance. This includes reviewing historic resources and determining their significance.

Challenges around integrity
 There are several challenges associated with maintaining the integrity of historic resources. These include the impact of modern development, the loss of historic context, and the need for ongoing maintenance. This includes reviewing historic resources and determining their significance.

Architectural and integrity are often the gateway to preservation protection and benefits, but in marginalized communities, they are an obstacle to inclusion.
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Cultural heritage

What's included?
 Cultural heritage includes the practices, representations, expressions, knowledge, and skills that communities, groups, and individuals recognize as part of their cultural heritage. This includes reviewing historic resources and determining their significance.

How preservation relates
 Preservation is closely related to cultural heritage, as it helps to protect and maintain the physical manifestations of that heritage. This includes reviewing historic resources and determining their significance.

Historic Landmark Commission
 The Historic Landmark Commission is the primary decision-making body for historic preservation. This includes reviewing historic resources and determining their significance.

Incentives

What's included?
 Incentives are designed to encourage the preservation of historic resources. These include tax incentives, grants, and other financial benefits. This includes reviewing historic resources and determining their significance.

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, and economically viable future for all.
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Tax Incentives
 Tax incentives are designed to encourage the preservation of historic resources. These include tax incentives, grants, and other financial benefits. This includes reviewing historic resources and determining their significance.

Grants
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Loans
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Other
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Processes and Fees

Historic review aims to help property owners steward their buildings. A new class, including Austin review changes to non-designated elder buildings to assess designation eligibility.
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How historic review works
 The historic review process involves the review of historic resources and the determination of their significance. This includes reviewing historic resources and determining their significance.

Historic Preservation Office
 The Historic Preservation Office is the primary agency responsible for historic preservation. This includes reviewing historic resources and determining their significance.

Historic Landmark Commission
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Outreach, engagement + education

Effective outreach, education, and engagement involves diverse partnerships that create space to share about local heritage, discuss why preservation matters, and empower people to act as stewards of place and stories.
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Types of built and cultural heritage
 Built and cultural heritage includes a wide range of resources, from historic buildings and landmarks to intangible cultural practices and traditions. This includes reviewing historic resources and determining their significance.

Types of outreach + engagement
 Outreach and engagement activities are designed to raise awareness and encourage participation in historic preservation. This includes reviewing historic resources and determining their significance.

Timeline

Historic preservation in Austin
 Historic preservation in Austin has a long and rich history, with significant milestones and achievements over the years. This includes reviewing historic resources and determining their significance.

Historic Landmark Commission
 The Historic Landmark Commission was established in 1974 and has since been instrumental in the preservation of historic resources and the enforcement of the Historic Landmark Ordinance.

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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.

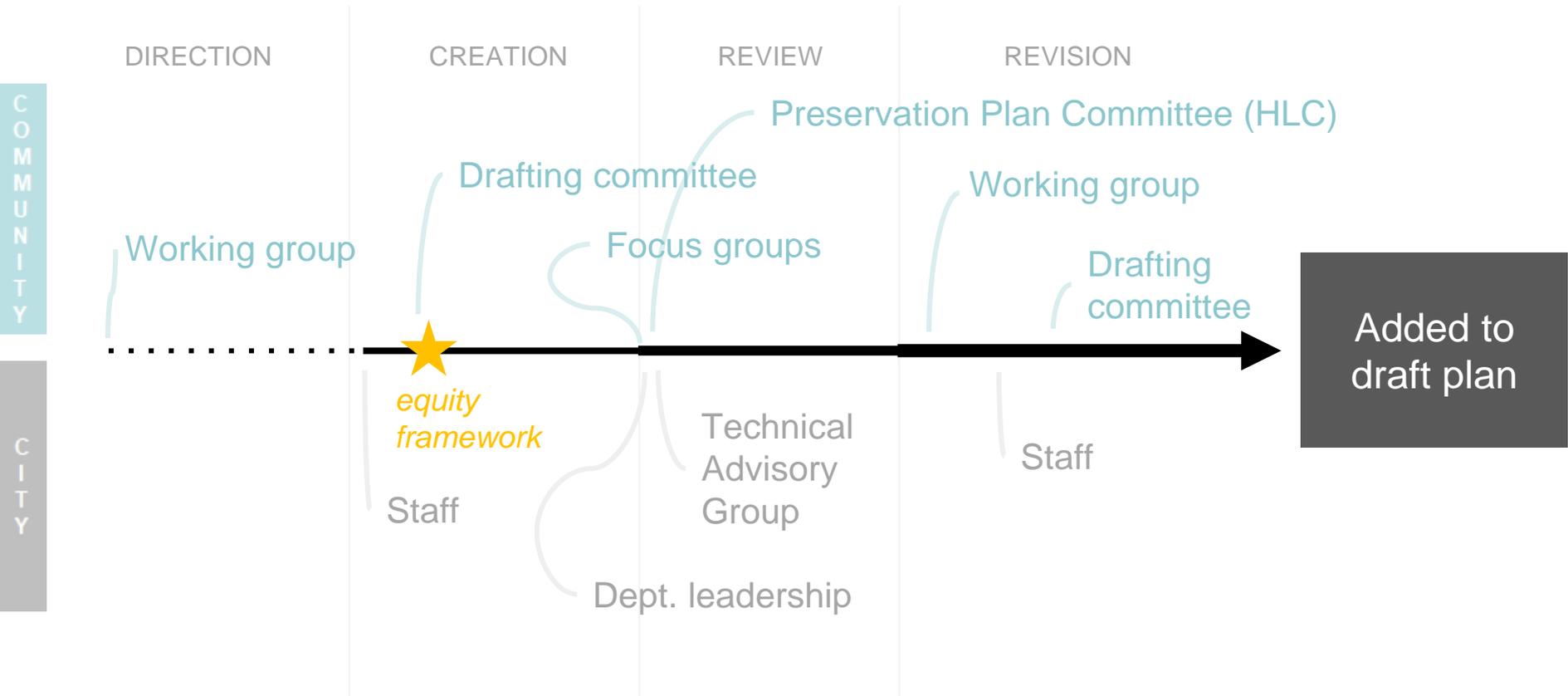
CRITERIA FOR SUCCESS

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
2. Recognize cultural heritage
3. Preserve archaeological resources
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DRAFT RECOMMENDATIONS

What we preserve

1 Tell Austin's full history



Queer History Series
open call for storytellers

2 Recognize cultural heritage

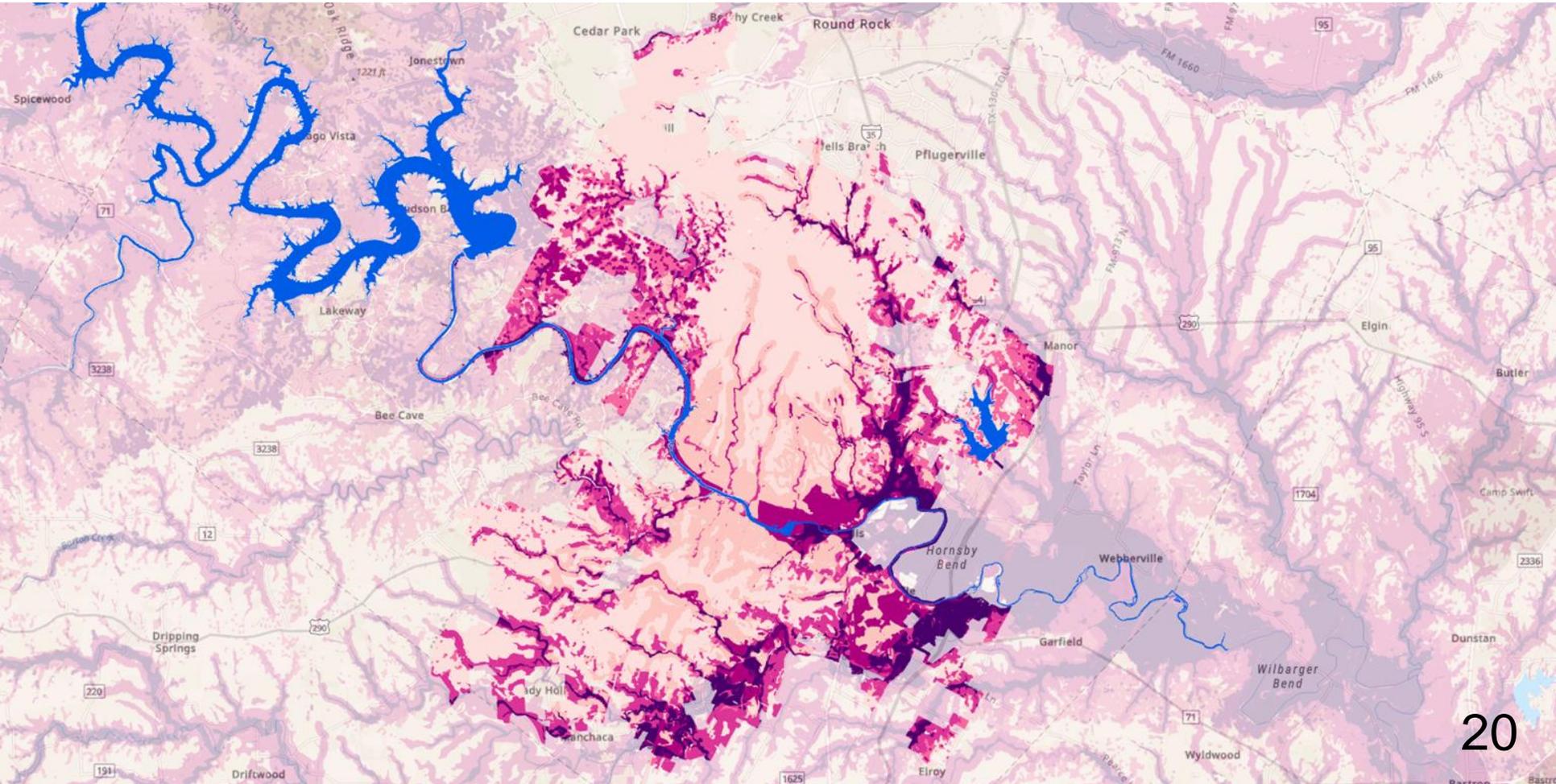
Strongly support iconic longstanding legacy businesses that contribute to Austin's unique character and heritage.

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.

DRAFT RECOMMENDATIONS

What we preserve

3 Preserve archaeological resources

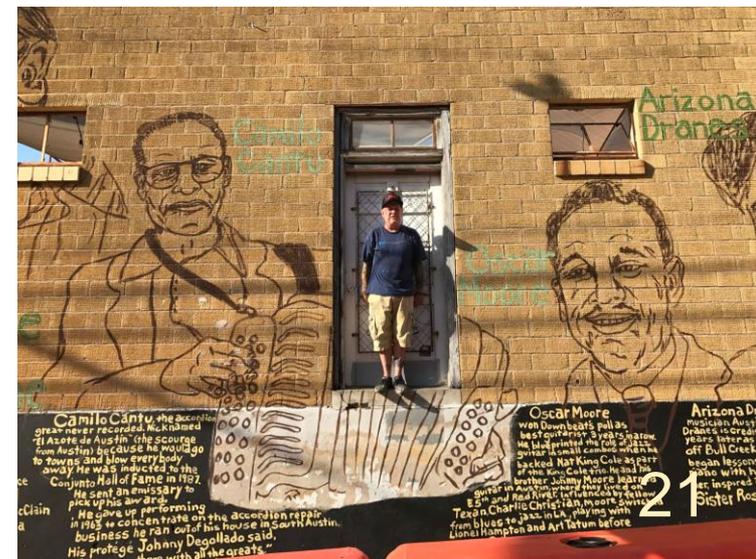


DRAFT RECOMMENDATIONS

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

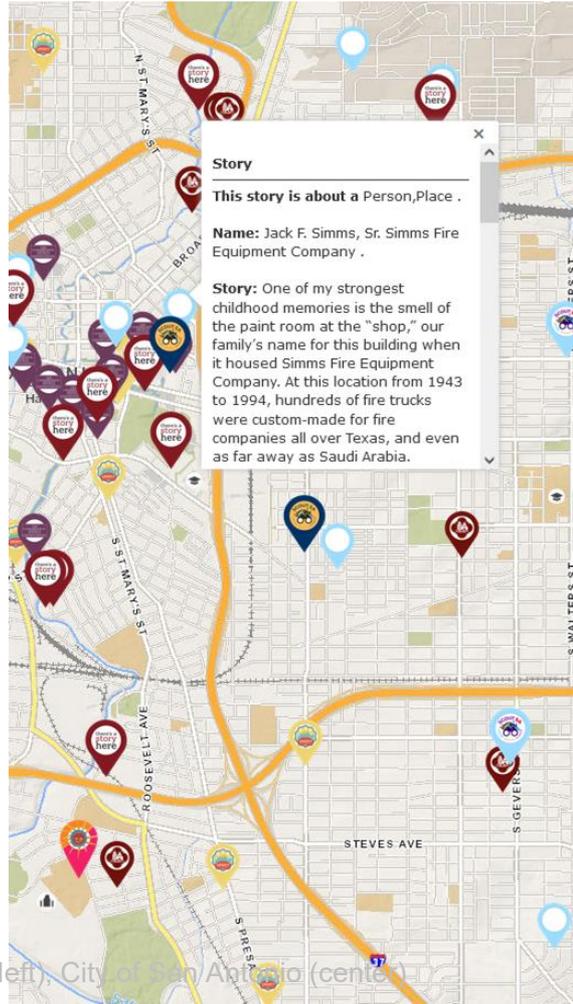
6. Engage and empower communities
7. Support people doing the work
8. Engage new partners



DRAFT RECOMMENDATIONS

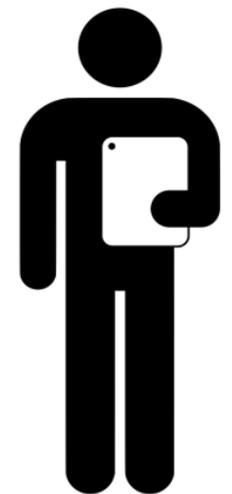
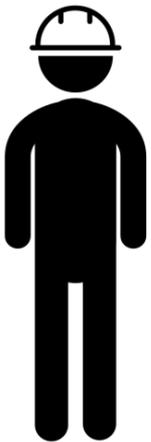
Who preserves

6 Engage and empower communities



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

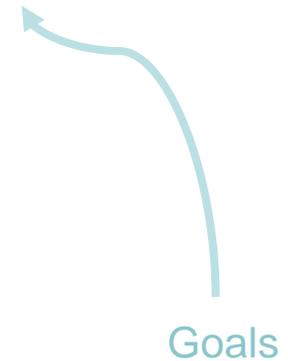
8 Engage new partners



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



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

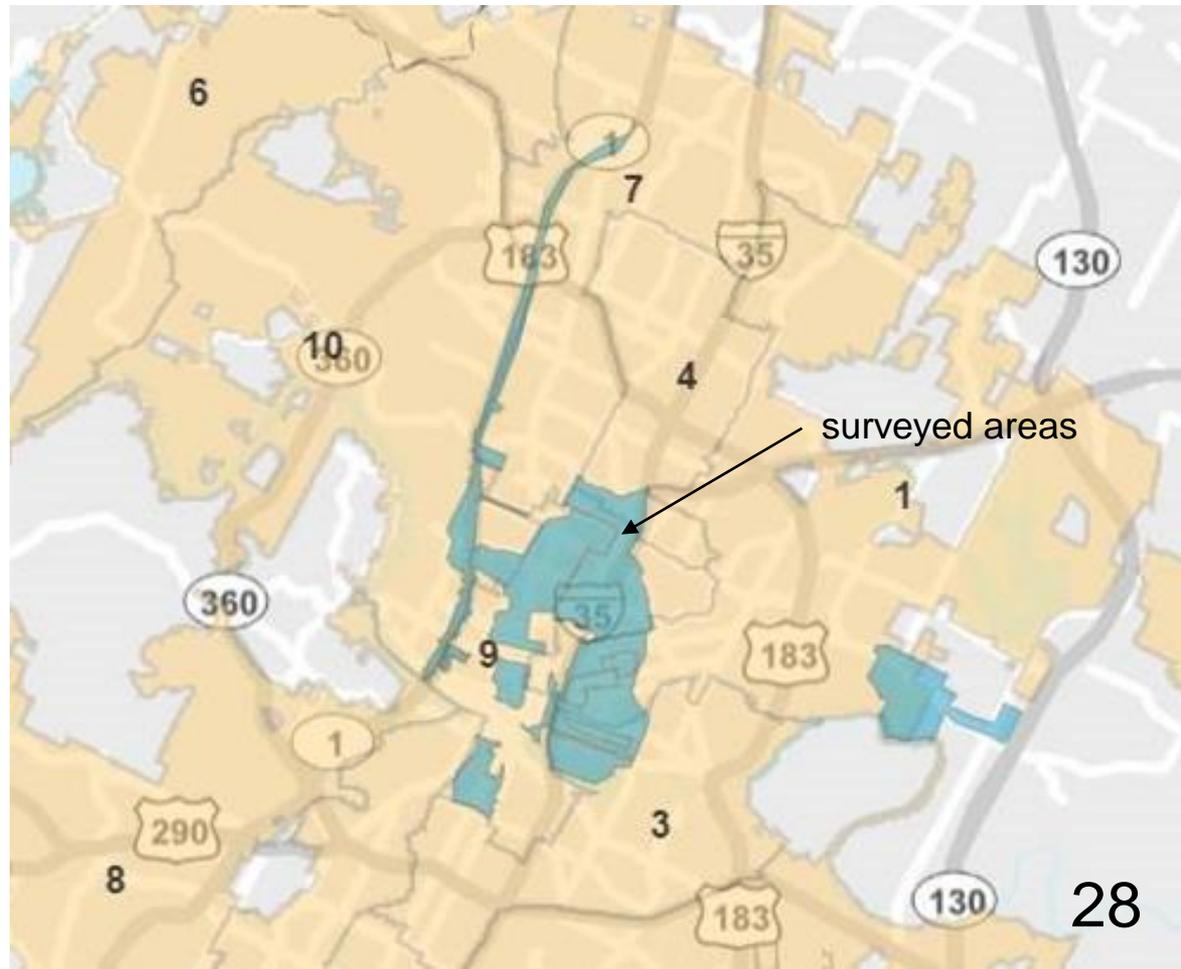
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Cookie policy

Image: Austin History Center (left)



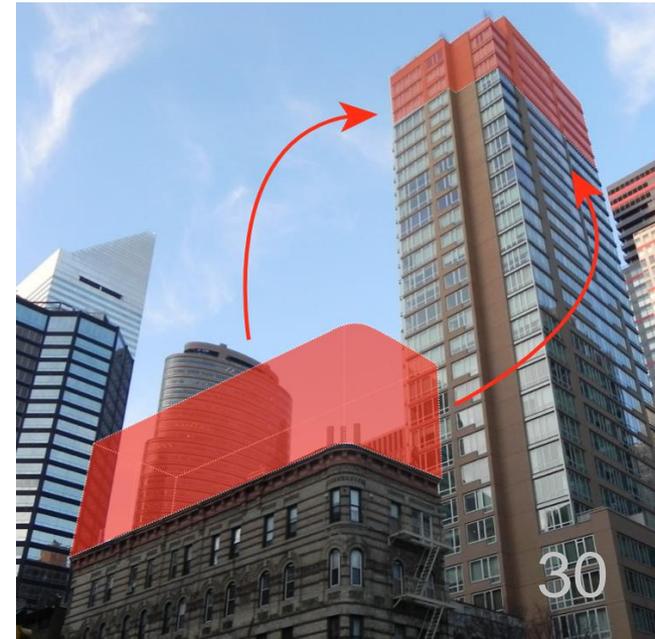
10 Follow good designation practices

- 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

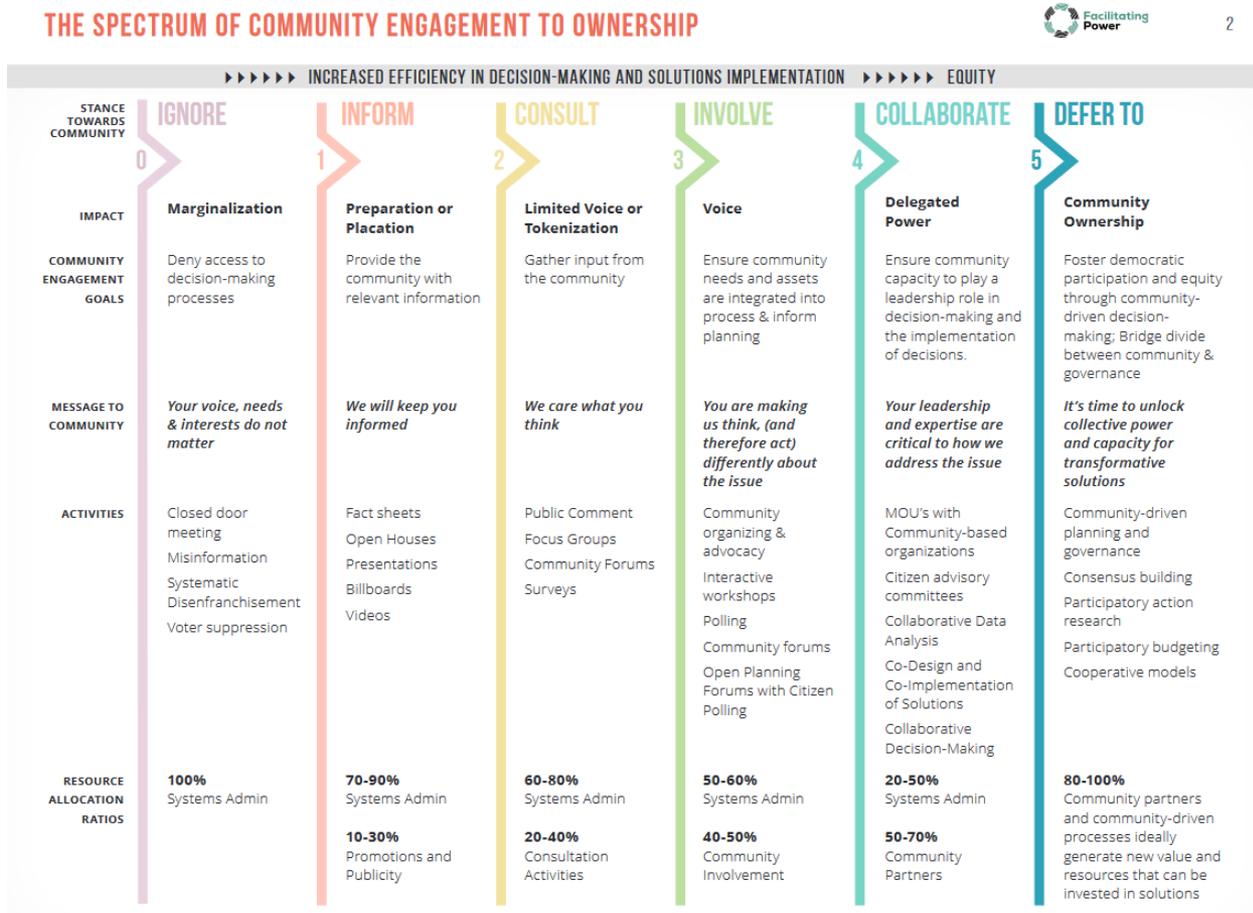


DRAFT RECOMMENDATIONS

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

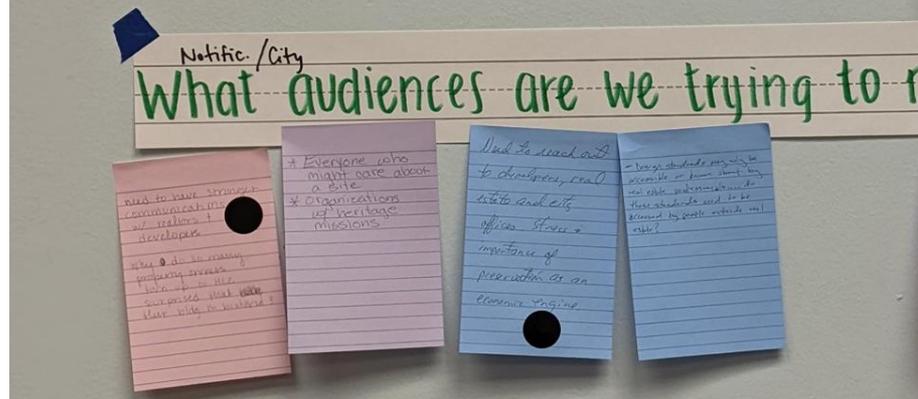
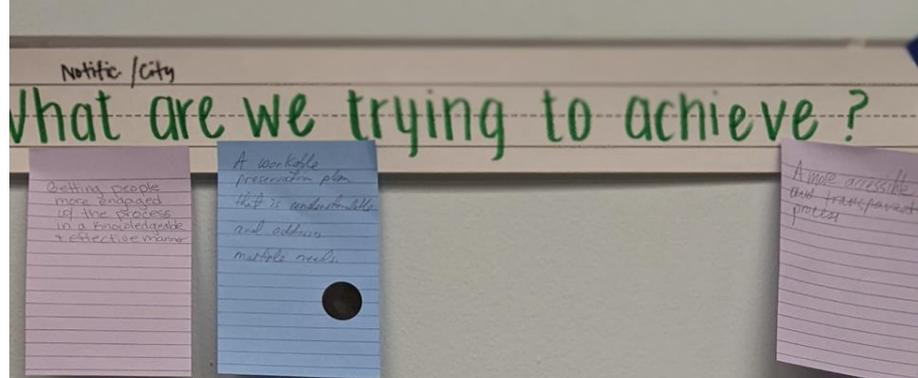
The equity-based historic preservation plan (phase 1, 2021–22) will replace Austin's 1981 preservation plan with an inclusive, equity-focused, and community-oriented process and outcome. A working group composed of historic preservation professionals, stakeholders from allied fields, and community representatives 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

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