PRESERVATION CONNECTION:

Texas’ Statewide Historic Preservation Plan
2011-2020
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I. EXECUTIVE SUMMARY

Every 10 years the Texas Historical Commission (THC) develops a Statewide Historic Preservation Plan. It's a collaborative process and one of our key responsibilities as a State Historic Preservation Office under the National Historic Preservation Act of 1966. The THC facilitates the development of the plan, which can then be used by the agency and all stakeholders as the basis for individual action plans. At the THC we think of the Statewide Historic Preservation Plan as an opportunity to lay a pathway, or perhaps blaze a trail, for Texans to preserve, protect and leverage our historic and cultural fabric for the betterment of our communities statewide. At its most basic definition, historic preservation is the process of identifying, protecting, enhancing and interpreting buildings, places, objects and landscapes of historical and cultural significance. The benefits and impacts of preserving our built and cultural environment are far reaching, however. Historic preservation equals jobs, tax dollars, tourism, downtown and neighborhood revitalization, community pride, environmental sustainability and overall quality of life.

Some of the guiding principles in developing this plan include:

- The process was designed so that stakeholders across Texas participated in the development of this plan from the ground up.
- The plan articulates practical, specific and achievable goals for the many different types of preservation stakeholders in Texas. There is something for everyone in this plan.
- The plan exists as a document and also an on-line information tool, chock-full of case studies, resources, best practices and links to more information. Visit the plan at www.preservationconnection.com for the full experience.
- The plan will evolve and grow as partners across Texas contribute to it.

From kicking off the plan with a public survey to finishing the process with local meetings throughout the state, we provided lots of different ways for stakeholders to be involved and stay informed.

Highlights of the planning process include:

- We assembled a Steering Committee and an internal staff team to guide the development of the plan from the beginning. The Steering Committee is a collaborative of roughly 25 members who represent the diversity of stakeholders and disciplines related to historic preservation across the state.
- We conducted an on-line public preservation survey in early 2010 with 1,089 people responding. This survey gave us a snapshot of local and statewide preservation strengths, challenges and opportunities, and informed the development of the plan's issues, goals and outcomes.
- We hosted a Statewide Plan Roundtable at the Preservation Texas Summit in February 2010 to elaborate on the survey results and confirm the issues guiding the development of the plan.
- More than 100 people contributed to the vision for preservation in Texas through workshops and a vision wall at the THC's Annual Historic Preservation Conference on April 22–24, 2010 in Houston.
- The Steering Committee and THC staff developed outcome-based goals in May 2010.
- Nine communities across the state hosted statewide planning forums during the summer of 2010 with more than 250 stakeholders attending. We heard their feedback on the vision and goals, shared local success stories and solutions and developed community applications for the plan.
- We concluded our process with a THC staff planning forum in early September 2010, fine tuning the vision and goals and developing agency connections to the statewide plan.
- We emailed stakeholders and posted updates on the plan's website throughout the process to give everyone the opportunity to stay involved and provide feedback on the plan.
Plan Elements
We see Texas’ Statewide Historic Preservation Plan as a living, growing tool for preservation across the state. As a way to communicate this message, we created an image that makes it easy to understand and interact with the main elements of the plan. The “Preservation Plan Tree” starts with soil nourished with values of cultural diversity, partnerships, communication, focus on authentic places and acknowledgement that preservation contributes to our quality of life. We practice these values and work to weave them into all of our activities, enriching the outcomes of our efforts. The roots of the tree are our state’s diverse historic and cultural resources, the real places that make up our heritage and tell the stories of Texas. The trunk is a solid base of partners from which the goals, or branches, of the plan grow. The leaves are ideas that support the fruit, or the ultimate outcomes of the plan. The tree reaches towards the horizon, or vision, represented in the clouds, sun and earth.

The Vision
In the year 2020, as a result of our collective work to preserve the state’s historic and cultural resources, we have achieved the following:

• All cultures and generations in Texas value historic places.
• We learn the diverse stories of Texas everyday through living, working and playing in historic places.
• Historic preservation is a fundamental strategy for economically, socially and environmentally healthy communities.

The Values
Values are beliefs that are shared among the community of people interested and invested in the preservation of historic and cultural places. These values are woven into our day-to-day work, in the projects we endeavor and in the decisions we make. We not only practice these values, we educate and train ourselves to use these values to enhance our effectiveness. The key values we hold and that drive our work in this plan are:

• **Quality of life:** Historic places enhance the general well-being of individuals and communities
• **Authenticity:** Focus on telling the real stories of the state’s history through the places, structures, sites and cultural landscapes that convey them authentically
• **Cultural Diversity:** Preserve the places and stories of Texas’ rich cultural heritage and communities
• **Partnerships:** Work together across cultures, interests and disciplines to achieve mutually beneficial goals
• **Communication:** Keep people informed and develop strong lines of communication with partners and stakeholders
The Goals
The goals of the plan help us achieve our vision in a practical and measurable way. All goals are supported with measurable outcomes, actions, local applications, case studies and resources for more information. You can explore each goal more fully in Section VI of this document or by visiting http://www.preservationconnection.com/?page_id=492.

Goal 1: Survey and Online Inventory
Texans undertake a comprehensive survey of the state’s diverse historic and cultural resources resulting in a publicly accessible online inventory.

Goal 2: Emphasize Cultural Landscapes
Communities are active in the identification, protection and interpretation of cultural landscapes.

Goal 3: Implement Policies and Incentives
Cities, counties, the state, federal agencies and tribes implement preservation policies and incentives to effectively protect historic and cultural assets.

Goal 4: Leverage Economic Development Tools
Communities leverage preservation-based and traditional economic development tools to revitalize historic areas.

Goal 5: Learn and Experience History through Place
Texas residents and guests of all ages learn and experience the state’s diverse history through formal education, recreation, and everyday interactions with historic places.

Goal 6: Connect Preservation to Related Fields
We connect and integrate preservation into related fields and activities, building a broader, stronger, and more diverse community.

Goal 7: Cultivate Political Commitment
We cultivate political commitment for historic preservation at the state and local level.

Goal 8: Build Capacity of Preservation Community
The existing preservation community develops its organizational capacity to strengthen and expand preservation skills.

Partners in Implementation
Preservation happens through a vibrant network of public and private partnerships at the local, regional, state, tribal, and federal level. Reaching our statewide preservation vision and goals depends on us all implementing this plan. Visit the plan on-line at www.preservationconnection.com and add yourself or your organization to the preservation network, an online directory of people, organizations and agencies interested in preserving the historic and cultural resources of the state. Share your local success stories and implementation projects that get us closer to achieving the vision and goals of the plan. Use the vision and goals of this plan as a framework for your own local preservation planning and customize strategies for your community or organization. Visit the plan online and become a part of shaping the future of preservation in Texas.
II. PLAN FUNDAMENTALS, TIMEFRAME, AND IMPLEMENTATION

The development of a Statewide Historic Preservation Plan (Statewide Plan) is a required and essential responsibility of each State Historic Preservation Office (SHPO), as codified in the National Historic Preservation Act of 1966 (as amended). The National Park Service provides requirements and guidelines for creating a Statewide Plan, but allows room for crafting a process and a final product that is customized to the unique personality and environment of each state. In a nutshell, Statewide Plans must:

• Have a statewide focus — the entire state is the boundary for planning.
• Be resource-focused — the plan is for and about the full range of historic and cultural resources across the state.
• Be developed and implemented with active public involvement from diverse stakeholders.
• Consider broad social, economic, political, legal, and environmental conditions and trends relating to preservation.
• Coordinate with other local, regional, state and federal planning efforts in the state.
• Link implementation to expenditures of the federal Historic Preservation fund grant.

Our vision is to translate the Statewide Plan into an online information resource for individuals, public and private organizations, and government agencies that are invested in the use and protection of historic and cultural resources across the state. By expanding the planning document in this way, it becomes a gateway for timely preservation information. Its accessible nature promotes and increases its use, empowering people and organizations by guiding and inspiring their own plans and actions. This online format also allows the Statewide Plan to be monitored and updated as the THC and stakeholders accomplish goals, contribute ideas and redirect efforts when circumstances change. Through this effort, we are:

• Harnessing a unique opportunity for preservation. The social, economic and political climate is shifting in a way where using and conserving our existing resources has new relevance to people.
• Defining a common agenda that focuses on the historic and cultural resources in the state, and not any one entity or group of stakeholders.
• Building working partnerships across disciplines for the benefit of our state’s historic and cultural resources.
• Using technology to develop this plan into an information tool and virtual network for preservation.

This plan sets a 10-year course for historic preservation activities across the state. We will have opportunities for everyone to discuss the plan, share accomplishments and evaluate its effectiveness and implementation every year, both via the plan’s website and at scheduled events with stakeholders. We will make a formal assessment of the plan’s accomplishments and relevance at the five-year mark (in 2015) and begin the process to revise this plan in 2019, in anticipation of publishing the next iteration in 2020. The plan website is an ideal place to track and monitor ongoing implementation. Each goal page has a section titled “Implementation Tracker” for everyone to see local, regional and statewide projects and accomplishments. In addition, stakeholders can submit their local implementation of the plan through an interactive form on the website.
III. DEVELOPING THE PLAN

From kicking off the plan with a public survey to finishing the process with local meetings throughout the state, we provided many different ways for stakeholders to be involved and stay informed. Each step in the process built upon the former, and we used communication and meetings with different stakeholders and the public to review and refine existing information, as well as develop new elements to the plan.

Leadership

We assembled a Statewide Plan Steering Committee and an internal staff team to guide the development of the plan from the beginning. The Steering Committee is a collaborative of members who have informed the plan's development, helped spread the word, kept the goals realistic, and made important connections with partners across the state. This committee represents a diversity of public, private and professional organizations related to and impacting historic preservation and cultural resource management across the state, including Preservation Texas, the National Trust for Historic Preservation, General Service Administration, Texas Downtown Association, Texas Municipal League, Texas Travel Industry Association, Association of Rural Communities in Texas, Texas Association of Museums, Texas Education Agency, Texas Comptroller's Office, Center for Archeological Research, University of Texas at Austin, and several private cultural resource management and non-profit consulting firms. Several members also serve on Texas' State Board of Review and the Antiquities Advisory Board. See Appendix A for a full roster of the Statewide Plan Steering Committee.

On-line Public Survey

The process was launched with an on-line public survey open between December 15, 2009 and February 7, 2010. The survey was released broadly to the public through press releases, newspaper announcements, direct email invitations, social media (blog and Facebook) partner distribution via email and websites, and a central link on the THC website. The purpose of the survey was to engage Texans in the planning process and to gauge their opinion on the benefits, strengths, weaknesses, opportunities and threats of local efforts to preserve historic and cultural resources. The results of the survey directly informed the issues, goals and outcomes developed for the Statewide Plan. Visit the plan's website for an illustrated analysis of the survey, or to directly view the raw data, at http://www.preservationconnection.com/?page_id=234.

1,089 people responded to the survey representing 64% of the 254 counties in Texas. 59% of respondents are from urban/suburban areas; 41% are from rural areas/small towns. 77% of respondents are over 45 years old; 23% are under 45 years old; 64% respondents are female; 36% are male; 87% of respondents are Anglo; 7% are Hispanic; 3% are African-American. Over half of the respondents were interested residents of the state, opposed to preservation professionals or active volunteers. 98% of people who took the survey believe there are direct benefits for their community that results from the work of historic preservation.

The top three identified community benefits of historic preservation include:

1. Preserve important places and stories.
2. Retain a sense of place and identity.
3. Develop the economy (downtown revitalization, heritage tourism, job growth, etc.).

Respondents were asked to rank the effectiveness of preservation efforts in their community. The top three strengths of local preservation are: 1) promoting a community's history; 2) supporting the tourism industry; and protecting archeological sites and cemeteries. Conversely, efforts that ranked lowest in the effectiveness of local preservation illustrate weaknesses. The top three weaknesses of all respondents include: 1) providing affordable housing; 2) stabilizing property values; and 3) supporting the owners of historic properties through financial incentives.

Respondents were asked to identify the top three challenges or threats to local historic and cultural resources, as well as the most threatened types of resources. The top threats are: 1) lack of financial incentives and economic tools for historic preservation; 2) growth and development pressure (i.e. urban sprawl); 3) not enough understanding or appreciation of historic preservation by the general public. The most threatened or endangered resources identified are: 1) downtowns/Main Streets; 2) neighborhoods/historic districts; 3) homes.

People indicated the following three tools as being the most effective for preserving Texas history and places: 1) economic development tools and programs used in conjunction with historic preservation; 2) local historic preservation ordinances; 3) local, state and federal tax incentives.
When asked what three activities Texas should improve to better preserve its historic and cultural resources, the majority of respondents chose:

1. Provide economic development incentives or programs that incorporate historic preservation.

2. Enact stronger state and local historic preservation laws.

3. Provide education and training for the general public.

Respondents generally shared the same perspective throughout the survey, regardless of race, ethnicity, gender, age and geography. The biggest variation between geography and demographics occurred when asked what three things should be improved to better preservation efforts. Economic development programs topped the list for all groups and locations. However the second and third spot varied greatly. Urban areas highlighted strengthening local and state laws and providing training for public officials. Rural areas highlighted education for the general public and developing heritage tourism. African-Americans highlighted enforcement of existing laws and ordinances and developing better partnerships. Hispanic respondents were consistent with the average response.

The survey asked several open-ended questions pertaining to how the Statewide Plan can be a resource in efforts to preserve historic and cultural resources, local tools that would be beneficial to communities, and other issues or ideas should be considered in developing the plan.

These were the primary themes of the 1,452 comments submitted:

- The plan can be a model or framework for communities that do not have the resources or expertise to develop their own plans.

- It needs to be implementation-focused; goals and actions need to be measurable, people at the local level need to be prepared to carry out the plan, and the plan needs to be tied to funding, grants and incentives.

- It should be an educational tool, including educating the general public, outlining benefits of preservation to strengthen local discussions, and serving as a central clearinghouse of information for preservation.

- It should create networks and collaborations, sharing ideas, best practices and what is working and not working for different types of communities.

- It needs to encourage survey and inventory of historic and cultural resources.

- It should focus on financial resources and incentives available for preservation.

- It should focus on the history and contributions of culturally diverse populations.

- It should recognize the importance of educating younger generation, especially in elementary schools.

The public survey was an ideal tool to initiate the plan and engage the broad public in the process from the outset. Stakeholders across the state identified key issues that set the stage for the development of the plan, including the importance of linking preservation with economic development tools and financial incentives, strengthening local and state preservation policies, educating the public and decision makers about the benefits of preservation in the community, and underscoring the need for the plan to serve as an information center and networking site. This information directly informed the issues of the plan, and is addressed by the goals and outcomes guiding the state's agenda for the next 10 years.
Preservation Summit Statewide Plan Roundtable

We hosted a Statewide Plan Roundtable at Preservation Texas’ biennial Preservation Summit in February 2010. The Preservation Summit roundtable was a unique opportunity to inform attendees about the Statewide Plan, discuss the survey results and work through draft issues of the plan. After a brief presentation about the Statewide Plan, we discussed the draft survey results and solicited roundtable participants’ feedback. We developed nine working issues based on the survey results and asked participants how these issues are reflected in their communities or preservation experiences. We concluded the meeting with participants voting on the issues that are their highest priorities for the plan to address.

The nine issues developed during the Preservation Summit Roundtable form the backbone of this plan:

- Preservation-based economic development
- Preservation education
- The information infrastructure
- Preservation awareness
- Cultural landscapes
- Diversity in preservation
- Support for historic housing and homeowners
- The legal framework of historic preservation
- Preservation and sustainability

You can learn more about these issues in Section V or by visiting the issues page on the website at http://www.preservationcon-nection.com/?page_id=10.

Visioning

More than 100 stakeholders contributed to the vision for preservation in Texas through workshops and a vision wall at the THC’s Annual Historic Preservation Conference on April 22–24, 2010 in Houston. The vision wall was a place where attendees could contribute their ideas between conference sessions or during breaks. It was self-paced and open all-day during the conference. The vision wall elicited a broad range of responses, from local accomplishments to statewide change, to the question, “How do you want Texas (or your community) to look as a result of preservation in action? What have we accomplished?” In addition, there were two facilitated workshops during the conference where 70 participants worked individually, in small groups, and then as a whole to develop elements of a 10 year vision.

Vision ideas were organized into the following themes, which carried through to the ultimate vision for the plan:

- A culturally diverse, multi-generational community knowledgeable and active in the preservation of Texas’ historic places.
- Preservation is an economic generator, revitalizing downtowns and communities.
- Historic buildings are a key ingredient in healthy, livable and sustainable communities.
- Texas has a comprehensive survey of historic places across the state and a technologically savvy information network for preservation.
- Communities champion local preservation through planning, policies and incentives.
Outcome-Based Goal Setting
The Statewide Plan Steering Committee and THC staff used the input from the public survey, the issues discussed at the Preservation Summit Roundtable and the vision elements created at the Annual Historic Preservation Conference to refine the vision, formulate goals and measurable outcomes in May 2010. The vision, eight draft goals and accompanying outcomes formulated at this session were presented to stakeholders at the public planning forums across the state for their feedback. This group also worked through the vision elements to create a visual representation of the desired future, the Preservation Vision Tree, which served as an important discussion tool during the public planning forums. There was substantial revision and refinement of the vision and goals as a result of public input.

Public Planning Forums
Nine communities across the state hosted public planning forums during the summer of 2010 with more than 250 stakeholders attending. We heard feedback on the draft vision and goals, shared local success stories and solutions and developed community applications for the plan. These meetings were in locations that represented the diverse geographic regions of Texas: Canyon, Canton, Beaumont, El Paso, Alpine, Brownsville, San Angelo, Austin, and our first web-based planning forum in Nacogdoches. We are grateful to our many partners who hosted these forums, including County Historical Commissions, Main Street Programs, Texas Heritage Trail Regions, universities, museums and city preservation offices. For a full list of the public forums and their hosts, please visit http://www.preservationconnection.com/?page_id=122.

Stakeholders at these meetings represented a broad base of interests, organizations and agencies, a sampling of which included local County Historical Commissions, city landmark commissions and staff, Main Street programs and economic development organizations, museums, genealogical societies, staff from the National Park Service, staff from Texas Parks and Wildlife, architects, archeologists, planners, historians, tourism professionals, professors and students, local preservation advocacy organizations, arts organizations, the Texas Governor’s Office, interested residents, staff from the Mexican Consulate, and elected officials including mayors, judges, county commissioners, state Senators and Representatives.

Each forum began with the local host presenting a community preservation success story that could serve as a case study for one of the goals of the plan.
A few examples of these cases studies, many of which can be found in the plan, include:

- In Austin, the Travis County Historical Commission and Hicks and Company (a local environmental consulting firm) presented their recently completed Historic Resource Survey of Northeast Travis County, which focused predominantly on rural resources and cultural landscapes, illustrating the importance of the survey and cultural landscape goals of the plan.

- In Canyon, the Canyon Main Street Program presented the full restoration of the Randall County Courthouse and its role as anchor of a revitalized downtown and courthouse square, emphasizing historic preservation and the Texas Historic Courthouse Preservation Program as an economic development tool.

- In Brownsville, the Gorgas Science Foundation presented the restoration of the Alonso Building and its role in revitalizing the surrounding neighborhood. This case study emphasized the importance of creating partnerships that reach across disciplines. In this case, the Gorgas Science Foundation connected their mission of ecological conservation with preserving the historic built environment, which has resulted in many successful restoration projects in Cameron County. They have now developed a program teaching the craft of building restoration to building trades students at the University of Texas as Brownsville.

- In El Paso, the El Paso County Historical Commission presented their work, in partnership with the Concordia Heritage Association and the Chinese Benevolent Society, to preserve and enhance the historic Chinese Section of Concordia Cemetery, articulating the cultural landscape goal as well as the value of cultural diversity.

Participants at each meeting discussed the draft elements of the plan, and then worked individually and in small teams to brainstorm success stories and develop local implementation ideas for each goal that was shared with the larger group. All the forums concluded with stakeholders voting on the goals that were highest priority. These meetings were brought to life through video testimonials of participants that were posted on the plan’s website.
IV. CONTEXT FOR THE PLAN

The Historic and Cultural Fabric of Texas

Texas embraces a vast collection of sites, objects, districts, buildings and structures recognized for cultural, historic, architectural or archeological significance within its 268,581 square miles. Scratching the surface of the variety of cultural and historic resources reveals Hispanic ranches, maritime vessels, bungalow neighborhoods, prehistoric Indian rock art, midcentury hotels, slave cemeteries, farmsteads, iron truss bridges and urban parks. These are but a few examples of the countless real places that tell the real story of Texas.

Scattered across the state of Texas lie the traces of at least 12,000 years of human occupation in an estimated one million archeological sites. Prehistoric sites include ancient bison and mammoth kills in far West Texas and in the High Plains, pictographs and petroglyphs along the canyons of the Lower Pecos and in the El Paso area, earthen mounds constructed by Caddo Indians in East Texas, mesa-top villages along the Canadian River in the Texas Panhandle and encampments that reflect generations of hunting and gathering subsistence in all regions of the state. These and other sites contain the only clues available about generations of life in the place that is now encompassed by our state boundaries. Even in the centuries following European contact, written records often contain scant information about past life in Texas. Historic exploration and settlement sites such as La Salle’s Fort St. Louis, Spanish presidios and missions (including the Alamo), shipwrecks, frontier forts, battle sites, simple homesteads and early industrial locales are integral to our understanding of the past. It is important to note that more than 90 percent of archeological sites in Texas are privately owned and many are damaged or lost each year.

To date, nearly 3,000 archeological sites, including historic shipwrecks, Native American pictographs and petroglyphs, prehistoric middens, and historic farmsteads and battlefields, are designated as State Archeological Landmarks. This designation applies legal protection to archeological resources in accordance with the Antiquities Code of Texas (Natural Resources Code, Chapter 191). The Historic Texas Lands Plaque program was developed in 2001 to recognize Texas landowners who preserve important archeological sites on their properties. The THC also reviews approximately 6,000 proposed development projects that may affect archeological sites each year and requires approximately 400 archeological surveys annually. There are more than 300 Texas archeological properties listed in the National Register. Archeological sites are inventoried in the Texas Archeological Sites Atlas, a restricted-user database due to the sensitive nature of these sites.

Our current statewide historic resources inventory, as represented in the publicly accessible online Atlas (http://atlas.thc.state.tx.us/), contains written information, photographs, and negatives chronicling nearly 300,000 sites in Texas. Among these are:

- 3,000 buildings, districts, sites, structures, and objects listed in the National Register of Historic Places. Of these listings, 350 are historic districts containing more than 30,000 contributing buildings and structures.

- 46 properties designated as National Historic Landmarks (see Appendix B for a full list)

- 15,000 Official Texas Historical Markers that interpret and promote history.

- 3,600 buildings designated as Recorded Texas Historic Landmarks.

- 1,400 officially designated Historic Texas Cemeteries, which are recorded in county deed records.

- 235 historic courthouses that can serve as the focal point of their counties.
• 20 state historic sites managed by the THC and open to the public.
• 13 national parks and more than 120 state parks, cultural and historic sites established to protect and interpret the nation’s and state’s history.

In addition, thousands of sites are inventoried at the local level, many of which are designated as community landmarks and historic districts. However, countless historic places remain unidentified throughout the state.

The Texas landscape has been shaped over time, resulting in a vast collection of properties reflecting its rich and diverse heritage. Historic buildings include the homes of well-known Texas leaders and those of everyday Texans. Some are significant works by famous architects, while others are vernacular designs that reveal the nexus of tradition, function and availability of materials. They include schools that reflect the reality of segregation, entertainment venues that represent the diversity of Texas cultures, and large and small businesses and workplaces that helped shape local, state, and national economies. Significant cultural landscapes include rural districts centered on ranches, farms and agricultural processing facilities, commercial districts and residential neighborhoods in cities and small towns, as well as roadways and other transportation networks, parks, and industrial facilities.

Several property types deserve special attention in the area of designations. Commercial properties, especially those clustered in districts, are often eligible for federal tax credits and other incentives, so their designation would help expedite economic development throughout the state. Other places represent the under-told stories of Texas, especially the ethnic and racial diversity of the state. Communities must make it a priority to identify and designate properties that represent all ethnic and religious groups, including Jewish, Tejano, African-American, historic Native American, and Asian peoples. Establishing historic contexts for groups of related properties and nominating them at one time can be an effective way to ensure that important aspects of Texas history are considered. Rare and fragile resources, such as 18th century elements of El Camino real de los Tejas, as well as more recent buildings and structures, such as those associated with Route 66, can be designated through this process.

Many facets of Texas history are worthy of comprehensive study through historic context reports. Some contexts are general, and relate to broad concepts of American history, including the significance of colleges and universities, places of worship, ethnic settlements, industry and agriculture, parks and other public facilities, projects of the New Deal, architecture of the postwar period, roads and roadside architecture, entertainment venues such as theaters, and the effects of suburbanization. Other contexts are directly related to things that make Texas distinctive, including dance halls, the works of important Texas architects, and the celebration of the Texas Centennial. Often the scope of general contexts can be limited to specific geographic regions, as in the multiple property submission to the National Register of Historic Places for “Historic Farms and Ranches of Bexar County,” which was initiated by the San Antonio Conservation Society, and serves as an example that can be followed in other parts of the state. See Appendix C for a list of current Multiple Property Submissions listed in the National Register of Historic Places, and Appendix D for links to historic context reports.

Among the most recognized collections of historic buildings are Texas’ 235 historic county courthouses. The state’s courthouses offer superior examples of architectural trends, styles and technological advances in building methods. Since 1999, the Texas Historic Courthouse Preservation Program has awarded nearly $227 million in matching grants and assisted 82 county courthouses with preservation work. These courthouses serve as the center point of community pride and their preservation has generated significant economic and social benefits, including more than 8,500 jobs, nearly $239 million in income and more than $325 million in gross state product.

With each passing year, thousands of additional properties reach the fifty-year threshold of being old enough to be considered for listing in the National
Register of Historic Places. Texas saw tremendous growth after World War II into the 1960s and 70s as industry and population migrated out of the east and mid-west into Sun Belt states in the south and west. Coupled with immigration from Mexico and Latin America, population growth doubled, if not tripled, in most mid-sized to large cities in Texas during this time. Texas cities have an abundance of resources from this postwar building boom that can now be evaluated for their historic significance.

The Social and Economic Climate

December 2007 brought the start of a national recession second only to the Great Depression. The collapse of the financial and housing markets resulted in more than 8.4 million Americans losing their jobs and the unemployment rate doubling in less than two years. An estimated 2.5 million homes have been foreclosed between 2007-2009, with projections reaching 10 million foreclosures between 2009-2012.

Texas was slower to enter the recession and has fared slightly better than the national average. The state had the highest population growth, stronger job growth, less unemployment and a fraction of the housing foreclosures during the recession. Projections are cautious about continued economic growth and recovery, however. Due in part to the economic crisis, the state of Texas faces an estimated $27 billion shortfall during the 2011-2012 biennium, the largest deficit in the history of the state. This shortfall will undoubtedly result in budget reductions to the Texas Historical Commission, as well as other state agencies who work with historic and cultural resource preservation. It could also impact grant programs and funding to communities for preservation work.

The recession has not slowed the population growth of the state. The U.S. Census estimates 24.8 million people living in Texas in 2009, an 18.8 percent increase from 2000. Texas is projected to have a steady population growth of 2 percent, due largely in part to migration. Significant to this growth is the change in demographics. Hispanics are projected to be the majority by the quarter-century mark. The number of households in the state is increasing; however, their size and homogeneity is decreasing. By 2040, it is projected that at least 60 percent of householders will be non-Anglo and the average householder will be over the age of 50.

These changes in demographics will be accompanied by trends in development and settlement patterns. As the population increases, so will continued development around major metropolitan regions of the state. Nearly two-thirds of the state’s population growth is taking place just outside of cities’ boundaries in unincorporated areas. These are areas that contain previously undisturbed archeological and historic resources, and that local county governments lack land use controls to effectively protect these resources. Conversely, as people continue to migrate to and around urban areas, rural communities will experience population loss and a dwindling tax base.

The short and long-term impact of the recession on historic and cultural resource preservation is difficult to predict. Undoubtedly, agencies and organizations are finding it harder to raise funds for projects and programs related to preserving historic and cultural places and traditions, and financing for building projects is more difficult to secure. However, many see the recession as an opportunity for the preservation of historic and cultural places. With the slowing of new construction and development, sites that might otherwise have been altered or destroyed may escape demolition. As local, state and federal spending dwindles on public improvement projects, historic and cultural sites may be spared. The recession may also result in a culture shift away from conspicuous consumption to thrift and savings, where we use the resources we have to our best ability. Reusing old buildings and investing in historic and cultural sites and traditions can be seen as an attractive, cost-effective and environmentally-friendly cornerstone of recovery, one that has cumulative and lasting economic and social value.


Texas Comptroller of Public Accounts; Texas State Data Center, 2010.
V. ISSUES IMPACTING HISTORIC PRESERVATION IN TEXAS

In light of the current economic and social context, the public preservation survey results, public forums and discussions with the Steering Committee and THC staff, nine key preservation issues were identified for the statewide plan to address. These issues form the backbone of the plan and informed the development of the vision, goals and ultimate outcomes.

Preservation-Based Economic Development

Historic preservation has proven and sustainable economic benefits for communities. Preservation equals jobs, tax dollars, local business development, tourism revenue, downtown revitalization and a myriad of other contributors to the economy – often times at a greater return on investment than traditional economic development strategies. Many communities in Texas look to the rehabilitation of their historic assets as an integral component in their economic development. Many others still, especially in rural areas, struggle to find the resources, tools and policies to leverage their historic places into economic generators. The recent statewide preservation survey overwhelmingly confirmed community interest in partnering historic preservation with economic development; it ranked as the number one approach (and tool to improve) to accomplishing local preservation.

Research, Steering Committee and staff discussions, and feedback at public meetings revealed the following key challenges:

• Communities are not aware of economic development tools, or how to use them, for the purposes of historic preservation

• The economic benefits of preservation are not readily available or clearly understood for communities to use in their discussions and decision-making.

• Economic development tools and their use for historic preservation is not a “one size fits all” model; applying these tools effectively requires a thoughtful, tailored analysis and approach.

• Historic preservation is not taken seriously as an economic development tool.

• Studies on the economic impact of historic preservation in Texas are outdated; the last comprehensive study was published in 1999.

Preservation Education

Our youth today are the stewards of Texas’ history tomorrow. The future of preserving Texas’ historic places depends upon educating younger generations about its value and importance. Historic places provide an authentic and interactive experience of history, making it a valuable learning tool for educators and students (public and private school teachers, homeschoolers, parents and grandparents included). Students in K-12, community college, trade schools, colleges and universities are all prime audiences for learning about historic preservation through curricula in related studies.

Encouraging and providing resources for the continuing education of individuals already in the field of preservation, or in related fields such as architecture, planning, public administration, tourism, etc., is also critical. Technologies, methods, policies and tools for historic preservation change and evolve. In some cases, traditional building craft is becoming a lost art, and there are few skilled craftspeople carrying on the knowledge and techniques of historic building methods.

Preservation education was the most often discussed and highest priority for stakeholders at the public meetings, with the following challenges identified:

• Lack of preservation integrated into formal history curricula in 4th and 7th grades

• Need for preservation education for public officials and policy makers

• Need for preservation education for professionals in complimentary disciplines, such as architects, planners, public administrators, public historians, economic developers, tourism professionals, etc.

• Traditional building methods and materials conservation is becoming a lost art

• Stronger opportunities for continuing education and resources for preservation professionals
The Information Infrastructure
Information is a powerful tool. The most basic yet critical information for successful preservation activities is the simple identification of historic and cultural resources. If we don’t know what exists, how can we preserve it, let alone use it as an asset for our communities? With every year that passes, we consider more properties as significant. A comprehensive online statewide survey and inventory is the missing foundation piece for effective preservation planning, cultural resource management, heritage tourism and community revitalization.

The dialogue about preservation is more than compiling information on resources and methods, however. Preserving place is an ongoing public discourse with a myriad of contributing perspectives. New social media developments can allow for this discussion and exchange of ideas in spite of the geographical distances of the state. There is a huge opportunity for preservation to tap into new social media venues to engage a broader and more diverse constituency in the preservation dialogue, especially with younger audiences. Stakeholders highlighted the need to develop effective information systems for historic preservation, including improvements to the THC’s Atlas, as an essential element to the Statewide Plan.

Discussions centered around:

• Need for a comprehensive online statewide survey and inventory as the basis for effective preservation planning, cultural resource management, heritage tourism and community revitalization

• Lack of an effective clearinghouse of information on preservation tools, issues, practices, etc.

• Opportunity for preservation to tap into new social media venues to engage a broader and more diverse constituency in the preservation dialogue, especially younger audiences

• Need for up-to-date and consistent statistics and information that illustrate the economic and social benefits of preservation

Preservation Awareness
As Texas’ population increases and changes, preservation awareness becomes critical. Texans are proud of their state and heritage, however a preservation ethic is not widespread. Misconceptions about preservation mingle with strong property rights attitudes in rural and urban areas alike. In Texas, preservation is not widely known as a proven mechanism for economic development and community revitalization. It is critical to promote preservation to mainstream audiences and stakeholders, engage decision makers and organizations who impact preservation efforts (public officials, developers, real estate professionals, contractors, etc.), and separate the myths from realities of historic preservation.

Discussions at public meetings and responses to the public survey focused on:

• Promoting preservation to mainstream audiences and stakeholders.

• Engaging fields and organizations who impact preservation efforts (developers, real estate professionals, contractors, etc.).

• Providing education and training to the general public about preservation was the second most important approach to improve.
Cultural Landscapes

Cultural landscapes allow us to see, interpret and experience places that emphasize the interaction between human beings and nature over time. They provide a comprehensive perspective of historic resources situated within their environment. As defined by the National Park Service, a cultural landscape is a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values. There are four general types of cultural landscapes: historic sites, historic designed landscapes, historic vernacular landscapes, and ethnographic landscapes. Because most of our environment is shaped by people, cultural landscapes are broadly defined. Examples include cemeteries, ranch lands and farmsteads, public parks, industrial sites and processes, and entire historic districts.

According to the Cultural Landscape Foundation, these places “provide scenic, economic, ecological, social, recreational, and educational opportunities helping communities to better understand themselves.” Growth and development, neglect, and a lack of public awareness and understanding, jeopardize these important places in Texas, whether they are a working ranch, a scenic highway or an urban designed park. With so much of Texas defined by people's relationship to the land, cultural landscape preservation is an important tool to tell the compelling stories of our communities and state and protect these places, traditions and practices for future generations.

Public discourse during the planning process focused on the following:
- Cultural landscapes are an endangered resource in Texas. Historic ranches, agricultural lands and farmsteads are being lost to development around urban centers at a rapid rate.
- The majority of land in Texas is privately owned, adding to the challenge of identifying and preserving important cultural landscapes throughout the state.
- The challenge of identifying, documenting, evaluating, designating, protecting and interpreting large tracts of land.
- It is critical to raise the level of awareness of cultural landscape preservation, to preservation professionals and the general public.
- There is no cultural landscape initiative or program in Texas to provide technical assistance and information resources to property owners and communities.

Diversity in Preservation

Texas’ past, present and future are the sum of the efforts and vision of a diverse population. The hands of Native Americans, Tejanos, Mexicans, African-Americans, Europeans and countless others built the Lone Star State. Yet this diversity is not evident in the state's preservation constituency, nor in most of the places and stories we focus our preservation efforts on. This diversity must be represented and respected in the historic and cultural landscape and within the community that preserves Texas’ built legacy. Likewise, the preservation community must rethink how historic and cultural resources and traditions are interpreted, seeking out inclusive, but often challenging, new meanings to people, events, practices and places. We have an opportunity to retool preservation programs and activities to focus on culturally diverse places and underrepresented stories and create inclusive opportunities and partnerships for preservation.

Opportunities that the public identified include:
- Retooling preservation programs and activities to focus on culturally diverse places and underrepresented stories
- Creating inclusive opportunities and partnerships for preservation
- The need for interpretation and/or the re-interpretation of sites to tell the complete story(ies)
- Introducing and engaging young Texans in preservation
**Historic Housing and Homeowners**

Historic homes comprise the vast majority of Texas’ historic built fabric and residents of historic places are our largest constituency. The issues facing homeowners and historic residential areas are complex and diverse. Rural communities face the continuing trend of out-migration to urban areas, leaving historic homes and neighborhoods vacant and neglected. Urban residential neighborhoods are confronted with varied market forces. “Hot” neighborhoods continue to be affected by development pressure, particularly where historic homes are demolished and replaced with structures that are out of character in scale, massing, footprint and design to what exists in the neighborhood.

As some low income areas become desirable, urban neighborhoods are challenged with the involuntary displacement of residents who can no longer afford to live there. Urban historic neighborhoods perceived as undesirable face abandonment and demolition by neglect, leaving clearance and rebuilding as the only viable option to recovery. In all of these scenarios, whether in urban or rural areas, the lack of preservation planning and appropriate policies leave Texas’ historic housing stock in jeopardy. Homeowners need the information, technical and financial assistance to best preserve, maintain and live in the historic places that are the foundation for healthy communities across the state.

**Research, Steering Committee and staff discussions, and feedback at public meetings revealed the following key challenges:**

- Lack of a state and federal tax incentive for historic homeowners.
- Local historic preservation regulations perceived as an unfriendly and burdensome process to property owners.
- Difficulty for small and rural communities to develop and implement preservation policies.
- Perception that rehabilitating and/or restoring a historic house will be more expensive than buying new(er) construction.
- Historic lower-income neighborhoods challenged with demolition by neglect and abandonment; when interest develops in neighborhood, then confronted with gentrification issues.
- The “teardown” trend of historic building demolition with replacement structures that are out of character and scale.
- The disconnect between new “green” improvements and incentives with historic preservation.

**Legal Framework**

The laws and policies that protect historic and cultural resources, whether they be at the local, state or federal level, are essential and often the most effective tools to accomplishing historic preservation. In general, counties and unincorporated areas in Texas lack land use power to protect historic and cultural resources, leaving counties limited tools to protect these places. In fact, Texas is the only state lacking comprehensive land use and planning authority outside city limits. County land use is limited to reviewing the subdivision of land, which they leverage to also control land development related to transportation, water supply, wastewater, and other environmental issues, such as creating habitat conservation plans for areas that contain threatened or endangered species.

Counties do have the authority to purchase conservation easements for natural, historic and cultural properties, as well as provide local tax abatements for historic properties. In addition, the Texas Code grants specific counties land use powers, which includes zoning. These powers have been granted to different counties and allow them to regulate impacts of development to and around specific natural, cultural and historic features. Examples include unincorporated areas of South Padre Island, Lake Tawakoni, the El Paso Mission Trail, and Zapata County (which has passed zoning that incorporates historic preservation). These arrangements for specific counties are few and far between. The limited nature of county land use power has resulted in counties unable to control development in an acceptable manner, especially in rapidly growing unincorporated areas. With each legislative session, counties lobby for more land use control to no avail.

County land use aside, many incorporated municipalities throughout the state do not have land use or historic preservation policies, and those that do often struggle with enforcement. At the state and federal level, the Section 106 process is an important, but often misunderstood and underutilized community tool for preservation.
Public discussion during the planning process focused on the following:
• Counties in Texas lack zoning controls and land use power to protect historic and cultural places; county land use control is limited to the subdivision of land and how it effects transportation, water, wastewater and some environmental issues.
• Many incorporated municipalities do not have the will or the resources to implement preservation policies.
• Communities that have passed preservation policies often struggle with enforcement.
• There is a public perception that preservation policies take away property rights.
• Section 106 is an important, but underused, community tool for preservation.
• Information about preservation laws in Texas is not presented in a clear, concise or readily accessible format.

Preservation and Sustainability
Architect Carl Elefante summed up the connection between historic preservation and sustainability in this simple sentiment, “The greenest building is one that is already built.” Preservation and sustainability both hold common values including stewardship, conservation, place making and most of all considering future generations as we make decisions about meeting our current needs. Sustainability encompasses a wide range of environmental, social and economic practices, from green building and smart growth to recycling and family farming (just to name a few), however historic preservation is seldom found in the vocabulary or core strategies of sustainability. The two practices are even perceived at times to be in conflict with one another. Yet when it comes to the real numbers of energy and environmental costs for building and development, reusing and adapting our existing building stock is the easy answer.

With so much momentum and promotion of environmentally-friendly practices world-wide, there has never been a better opportunity to forge a formal partnership between historic preservation and sustainability. Historic building design and materials are often inherently green, yet consumers are led to believe new materials and technologies are superior. There is a clear need for information on how to use green building technologies and materials in a compatible manner with historic buildings. As building projects continue to pursue LEED certification (Leadership in Energy and Environmental Design), historic preservation should be better integrated into LEED standards, including those for neighborhood development.

Preservation and sustainability was a hot topic during the planning process, with stakeholders identifying these key challenges and opportunities:
• Preservation and sustainability are natural allies; yet there is no formal partnership and even a perception of conflict between the two.
• Lack of information about the efficiencies of historic building materials; building owners automatically think new, “green” technologies are superior, yet this is often not the case.
• Lack of information on how to use green building technologies and materials in a compatible manner with historic buildings.
• Need for historic preservation to be better integrated into LEED standards and certification, including LEED for neighborhood development.

These nine issues were in the forefront of all discussions and informing the development of the vision, goals and outcomes of the plan. The plan does not address every aspect of every issue, however strives to impact the highest priorities in the most creative and effective way possible.
VI. AN ORGANIC PLAN

The Vision
In the year 2020, as a result of our collective work to preserve the state’s historic and cultural resources, we have achieved the following:

- All cultures and generations in Texas value historic places.
- We learn the diverse stories of Texas everyday through living, working and playing in historic places.
- Preservation is a fundamental strategy for economically, socially and environmentally healthy communities.

The Values
Values are beliefs that are shared among the community of people interested and invested in the preservation of historic and cultural places. These values are woven into our day-to-day work, in the projects we endeavor and in the decisions we make. We not only practice these values, we educate and train ourselves to use these values to enhance our effectiveness.

The key values we hold and that drive our work in this plan are:

- Quality of life: Historic places enhance the general well-being of individuals and communities
- Authenticity: Focus on telling the real stories of the state’s history through the places, structures, objects and traditions that convey them authentically
- Cultural Diversity: Preserve the places and stories of Texas’ rich cultural heritage and communities
- Partnerships: Work together across cultures, interests and disciplines to achieve mutually beneficial goals
- Communication: Keep people informed and develop strong lines of communication with partners and stakeholders

The Goals
The following eight goals articulate the positive change that we want to achieve over the next 10 years. Each goal is accompanied with outcomes, which illustrate the accomplishments we can monitor and measure as we implement this plan. We have provided examples of actions, both at the statewide level (a collaboration of THC and partners) and at the local level, and will continue to add to this list for different types of stakeholders as we work the plan. We have also included success stories and case studies after each goal that demonstrates how partners across Texas are accomplishing the plan. Visit our website at http://www.preservationconnection.com/?page_id=492 to learn more about these goals and discover additional outcomes, case studies, and action ideas. We invite you to connect your local initiatives to this bigger plan, as well as help to build the website into an information clearinghouse for preservation, by submitting your local projects on the “Tell Your Story” page online.
Goal 1: Survey and Online Inventory
Texans undertake a comprehensive survey of the state’s diverse historic and cultural resources resulting in a publicly accessible online inventory.

- **Outcomes**
  1. 25% increase in historic and cultural resources surveyed statewide by 2020
  2. Functioning map-based web database that links all surveys and inventories (all state agencies, local inventories, National Register eligibility determinations, etc.)
  3. THC Atlas and other relevant inventories are continually updated and managed to keep pace with the increase in survey data and improvements in technology
  4. New THC website assists customers in locating information quickly and easily

- **Statewide Action Idea:** Develop survey form template and mobile application for people to submit local survey information to main database

- **Local Action Idea:** Survey Scholar Program – college classes taking on local survey projects

- **Local Case Study:** Northeast Travis County Survey Project
  (http://www.co.travis.tx.us/historical_commission/default.asp)

  The Travis County Historical Commission undertook a Historic Resource Survey of Northeast Travis County, which focused predominantly on rural resources and cultural landscapes of a rapidly urbanizing area just northeast of Austin.

- **Local Case Study:** Austin Historical Survey Web Tool Project
  (http://www.preservationconnection.com/?p=1407)

  The Austin Historical Survey Web Tool is a collaborative project between the University of Texas at Austin and the City of Austin to develop an online interactive tool for volunteer-driven historic resource surveys. It brings together citizens’ local knowledge with the expertise of preservation professionals to improve historic survey information. Anyone with knowledge of a historic property in Austin will be able to enter information into the moderated survey web tool. The Web Tool will support the citywide, neighborhood, and thematic surveys of historic resources. It combines an interactive map interface with survey data collection screens to give professional users and citizens the ability to share information, scanned documents, and photographs.
Goal 2: Emphasize Cultural Landscapes

Communities are active in the identification, protection and interpretation of cultural landscapes.

- **Outcomes**
  1. Statewide survey includes cultural landscapes (e.g. parks, roads, farms, cemeteries and ranches)
  2. Increased tourism partnerships and opportunities through preservation and promotion of cultural landscapes
  3. 50% of counties have cemetery committees
  4. 30 communities participate in the new Historic Texas Highway Program

- **Statewide Action Idea:** Develop information resources for heritage and cultural landscape preservation

- **Local Case Study:** Historic Farm and Ranch Complexes of Bexar County
  (when you click on this link, http://www.ci.sat.tx.us/historic/surveys.aspx, scroll to the bottom of page for information and links on the Farm and Ranch Program)

The San Antonio Conservation Society and the City of San Antonio Office of Historic Preservation spearheaded a survey and educational campaign for historic farms and ranches in Bexar County. Members have documented more than 100 sites resulting in the multiple property submission for “Historic Farms and Ranches of Bexar County,” allowing property owners a streamlined process for listing their farm or ranch in the National Register of Historic Places. Ten of the seventeen properties located within the city limits of San Antonio were also designated as City of San Antonio local landmarks in 2008. These complexes represent the diverse ethnic and cultural settlement patterns between 1718-1890s, and include Spanish, Mexican, Tejano, Texian, German, Irish, Anglo, Swedish, and French family complexes, among others. These places are the last visual vestiges of these cultural groups; each year more and more of these complexes are lost to development, vandalism, and deterioration.

- **Local Case Study:** Park Road 4 National Register Historic District, Burnet County

Park Road 4 is a 15.5 mile scenic parkway linking U.S. 281 and State Highway 29 and passes through Longhorn Cavern state park, in Burnet County, Texas. The two-lane drive follows the steep inclines and sweeping curves of the Central Texas Hill Country. Built largely by the Civilian Conservation Corps in the 1930s and early 1940s, designers employed a “rustic aesthetic” using hand labor and appropriate, native materials to reflect the unique geology, history, and culture of the area. Designers of Park Road 4 used native stone features and built the road to follow the natural contours of the land, a countryside that changes from open pasture and woodlands to lake views and jagged rock formations. Today, the road remains unchanged from its original alignment and offers scenic views into adjacent and distant landscapes for its entire length. The district, encompassing the road and park, was listed in the National Register of Historic Places in February 2011.
Goal 3: Implement Policies and Incentives
Cities, counties, the state, federal agencies and tribes implement preservation policies and incentives to effectively protect historic and cultural assets.

• Outcomes
  1. 50 more communities have master plans that include preservation
  2. 50 more restored historic courthouses
  3. Increased community involvement and utilization of Section 106
  4. Main Street cities are Certified Local Governments

• Statewide Action Idea: Pass state enabling legislation for counties to have greater land use control for historic preservation

• Local Case Study: Ransom and Sarah Williams Farmstead Project
  (http://www.preservationconnection.com/?p=1800)

The Ransom and Sarah Williams Farmstead Project began in 2007 and is still in progress. It is a “cultural resources management” (or CRM/Section 106) project where cultural resources survey, evaluation, and mitigation of adverse effects are required by state and federal laws because of a planned road construction project. The project involves the investigation of a historic farmstead owned and occupied by an African American family from ca. 1871 to 1905 in Travis County, 11 miles south of downtown Austin. This multi-faceted project went above and beyond the traditional community involvement for CRM projects; in addition to the archeological investigation of the site, the team planned a community-based, public archeology project, including 18 oral histories of the African American descendant community, and numerous public outreach events.

• Local Case Study: El Paso Vacant Building Ordinance
  (http://www.elpasotexas.gov/engineering/_documents/Powerpoint%20II%20VB%20Ord.pdf)

The City of El Paso adopted a vacant buildings ordinance in August 2010 to proactively address neglect in its built environment, many of the buildings of which are historic and located downtown. The ordinance encourages rehabilitation and requires property owners to register vacant buildings with the city and keep them well maintained. The ordinance has been in effect since March 2011 and the city is actively working on enforcement and implementation. The Richard Caples Building (at left), designed by Henry Trost and listed in the National Register of Historic Places, is an example of a neglected historic building in downtown El Paso. Listed as one of Texas’ Most Endangered Properties by Preservation Texas in 2008, the owners are now restoring and re-glazing the windows as a result of the new vacant buildings ordinance.
Goal 4: Leverage Economic Development Tools
Communities leverage preservation-based and traditional economic development tools to revitalize historic areas.

• **Outcomes**
  1. Increased % of economic development tools being used for historic preservation
  2. Historic preservation is proven conclusively and promoted as an economic engine
  3. Increased visitation statewide at historic sites

• **Statewide Action Idea:** Develop preservation-based economic development information clearinghouse

• **Statewide Action Idea:** Update statewide “Economic Impact of Preservation” study

• **Local Case Study:** Brewster County Signage Project

The Brewster County Historical Commission (BCHC) has partnered to develop informational signage to be installed along the highways throughout Brewster County to assist tourism programs in the region. This project is a joint effort between the BCHC and the Brewster County Tourism Council and is being funded by hotel/motel tax. It will consist of 35 new interpretive signs that promote the county's historic, cultural, and natural attractions. This program is in cooperation with the Texas Highway Department using highway right-of-way space. A review committee from the BCHC and the Center for Big Bend Studies will assemble historical data for each sign. The archives at Sul Ross State University and other area partners will assist in the research and dedication programs. The project approach and fabrication methods have already been shared with surrounding counties in anticipation of their contribution to this regional tourism and education initiative.

• **Local Case Study:** Study of the Value of Historic District Designation in Houston
  (http://www.ghpa.org/news/?p=55)

Greater Houston Preservation Alliance commissioned a study by the University of Houston's Hobby Center for Public Policy (HCPP) to illustrate the value of historic district designation in dollars and cents. The results of this study clearly illustrates the positive impact historic district designation has on property values in Houston. HCPP conducted a comparative analysis of Harris County Appraisal District records from the past ten years. Appraised values in three designated City of Houston historic districts were measured against values of comparable properties in adjacent historic neighborhoods that are not designated historic districts. Separate analyses were conducted for land values and improvement values. Values for more than 1,500 separate properties were analyzed. The HCPP findings show that Houston's results are in line with those for other cities: Historic properties in designated historic districts have higher appraised values and maintain those values better than those in comparable adjacent neighborhoods that are not designated historic districts.
Goal 5: Learn and Experience History through Place
Texas residents and guests of all ages learn and experience the state’s diverse history through formal education, recreation, and everyday interactions with historic places.

- **Outcomes**
  1. 4th and 7th grade kids learn community/regional culturally-inclusive history through place
  2. Adults within a community learn local history and value of preservation
  3. Increased visitation at historic sites statewide
  4. Increased participation of underrepresented people in historic preservation

- **Statewide Action Idea:** Create web-based history curricula for major ethnic groups in Texas

- **Local Action Idea:** Utilize Teacher Service Centers to connect with teachers and promote teaching place-based history

- **Local Action Idea:** Site-based interpretation of the how’s and why’s of preservation

- **Case Study:** Egypt Plantation Slave Cabin Field Trip
  (http://www.preservationconnection.com/?p=1226)

Two dozen students in 2nd-5th grade from Wharton Elementary spent the day at Egypt Plantation in Wharton County, learning about slavery and contemporary lessons of tolerance and freedom through a hands-on, immersive environment. Sponsored by the Texas Association of African American Living History in coordination with the THC and Joseph McGill’s Slave Cabin Project in Texas, kids were able to learn about slavery through song and dance, passing the cotton around while hearing about what life was like as a slave. At one point, all the children huddled in mass inside the tiny cabin that once housed an entire family and listened to Joseph McGill talk about life as a slave.

- **Case Study:** Kerr County Historical Commission Newcomer Outreach
  (http://www.co.kerr.tx.us/historical/)

The Kerr County Historical Commission (CHC) contracted with a newcomer welcome service, the Kerr Country Greeters, to publicize opportunities for new county residents to learn of the county’s heritage. Newcomers were encouraged to attend meetings for educational presentations and volunteer opportunities. They also were informed about the Kerr CHC archive collection at the local university where they could become knowledgeable of the county’s history. Each newcomer was provided brochures that guide driving tours to historical markers and cemeteries and a brochure listing the Kerr CHC’s archive content. The newcomer welcome service contacted thirty-five new residents each month, educating them on the opportunities for enjoying Kerr County’s culture and heritage.
Goal 6: Connect Preservation to Related Fields

We connect and integrate preservation into related fields and activities, building a broader, stronger, and more diverse community.

Related fields include, but are not limited to, archeology, anthropology, geography, architecture, environmental conservation, planning, economic development, tourism, education, museums, and genealogy.

- **Outcomes**
  1. Historic preservation is a core strategy in sustainability and green building practices
  2. Preservation is a topic at non-preservation conferences/events/trainings
  3. Resources and training provided to real estate professionals

- **Statewide Action Idea:** Annual Preservation Session at Texas Association of Counties and Texas Municipal League Trainings

- **Local Case Study:** Galveston Historical Foundation
  Green Revival

  Galveston Historical Foundation’s Green Revival used a 19th-century historic home to demonstrate the connection between green and sustainable building practices and historic preservation. As part of the Partners in the Field grant from the National Trust for Historic Preservation, Galveston Historical Foundation moved a hurricane damaged house built in 1891 to 3101 Ave. Q. and rehabilitated it to become a model for energy-efficient technology in a historic home. The house received a LEED Platinum rating and was sold to private owners.

- **Local Case Study:** Fort Worth Historic House Specialist Course

  Historic Forth Worth, in cooperation with the National Trust for Historic Preservation and the Greater Fort Worth Association of Realtors, held a full day course to educate realtors on the variety of aspects to selling a house that is 50 years or older. Topics included local and state designations, tax incentives, inspecting a historic home, research and identification, restoration and remodeling, as well as understanding the green aspects of historic buildings. Participants earned 7 hours MCE (mandatory continuing education) credit, and were awarded with a Historic House Specialist certificate.
Goal 7: Cultivate Political Commitment
We cultivate political commitment for historic preservation at the state and local level.

- **Outcomes**
  1. Preservation Caucus in Texas Legislature established by 2013
  2. Texas Preservation Caucus has 50 members in 2015
  3. Legislature supports budget requests for preservation programs and projects

- **Local Case Study:** Tom Green County Historical Commission “Official” Outreach

Tom Green County Historical Commission has developed ongoing positive relationships with its elected officials through consistent communication, engagement in local projects, and connecting with their personal interest in local history. As a result of their developing close connections with their elected officials, their County Judge requested they coordinate tours of historic sites for attendees of the West Texas County Judges and Commissioners Regional Conference. Elected officials are specially invited and frequent guests at meetings, events and celebrations of local history and preservation.

- **Statewide Case Study:** 2011 Preservation Day
  (http://www.preservationtexas.org/index.php?option=com_content&view=article&id=46&Itemid=34)

Every two years during the legislative session, Preservation Texas hosts Preservation Day, a series of educational and advocacy sessions to provide a statewide voice for preservation in the Texas Legislature. The sessions are focused on educating attendees about current preservation issues and the upcoming legislation agenda. In 2011, attendees spent the day discussing emerging issues in the current Texas legislative session as well as national priorities, and worked in small groups to develop a clear and concise message about the importance of historic preservation activities. The following day, attendees met with their legislators to discuss local and statewide preservation priorities.
Goal 8: Build Capacity of Preservation Community
The existing preservation community develops its organizational capacity to strengthen and expand preservation skills.

- **Outcomes**
  1. Effective County Historical Commission (CHC) in every county
  2. Information clearinghouse developed for historic homeowners
  3. Increased number of effective local/regional preservation advocacy non-profits
  4. Larger % of preservation organizations/projects securing funding and resources

- **Local Action Idea:** Collaborative Gathering of Regional/Area Preservation Organizations

- **Statewide Case Study:** Preservation Summit (http://www.preservationtexas.org/index.php?option=com_content&view=article&id=36&Itemid=25)

  Preservation Texas hosts a Preservation Summit every two years as a forum to identify issues related to the preservation of the historic built environment, develop strategic approaches and solutions to the issues, and cultivate partnerships across the state. The Summit is not a conference with presentations and question/answer sessions; it is a dynamic format that is to be inclusive, to promote the exchange of preservation experiences, and is result based.

- **Local Case Study:** San Antonio Homeowners Fair (http://www.sanantonio.gov/historic/Docs/Events/SessionFlyer.pdf)

  The City of San Antonio Office of Historic Preservation sponsored a Historic Homeowner Fair in 2009 and 2010. With attendance estimated at 300 participants and 42 vendors, educational session topics included: sustainability and older homes, preservation theory and grassroots advocacy, appropriate landscaping in historic areas, tax incentives and financial assistance available to owners of historic properties, restoring wood windows, making appropriate repairs and additions to older properties. Professionals specializing in historic homes hosted a variety of workshops throughout the day and the Exhibitor’s Hall featured products and services of interest to owners of older homes. This free, family-friendly event also included fun activities for school-age children throughout the day. The City of San Antonio also has a Handbook for Historic Homes available to residents.
VII. Partners in Implementation

Preservation happens through a vibrant network of partnerships and collaboration at the local, regional, state, tribal, and federal level (see Appendix E). Reaching our statewide vision and goals depends on the entire preservation community and our partners with complementary missions implementing this plan.

Here are some ways to get started:

• Make copies of this plan for members of your organization or interested friends, family and colleagues. Visit our website to download a one page summary of the plan, making it easy to distribute and reference.

• Visit the plan on-line at www.preservationconnection.com and add yourself or your organization to the preservation network, an online directory of people, organizations and agencies interested in preserving the historic and cultural resources of the state. Appendix E also contains a reference list of links to national, state and local organizations who are involved in preserving historic and cultural resources.

• Share online your local success stories and implementation projects that get us closer to achieving the vision and goals of the plan. Help us build the plan into a dynamic information clearinghouse for preservation across the state.

• Use the vision and goals of this plan as a framework for your own local preservation planning and customize strategies for your community or organization.

We have developed the website for the plan as a dynamic place to discuss, learn, share and collaborate as we all work this plan (and this plan works for us!). This site will be populated with information resources, best practices, case studies, local applications and partner contacts. It is a place for everyone to participate and contribute to the plan, no matter who or where you are. Visit the plan online and become a part of shaping the future of preservation in Texas.
Appendix A: Statewide Plan Steering Committee Roster

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Travis County Historical Commission Member  
www.tea.state.tx.us/  
www.co.travis.tx.us/historical_commission/default.asp

Jonathan Poston  
Director, National Trust for Historic Preservation, Southwest Office  
www.preservationnation.org/about-us/regional-offices/southwest/

Ruth Ann Rugg  
Executive Director, Texas Association of Museums  
www.prismnet.com/~tam/

Catherine Sak  
Executive Director, Texas Downtown Association  
www.texasdowntown.org

Paul Serff  
Executive Director/CEO  
Texas Travel Industry Association  
www.ttia.org/

Dr. Andres Tijerina  
Professor, Austin Community College  
Member of the Texas State Board of Review  
www.austincc.edu/tijnotes/VITA.html

Dr. Steve Tomka  
Director, Center for Archeological Research  
University of Texas at San Antonio  
car.utsa.edu/index.html

Karla Vining  
Deputy Executive Director, Texas Municipal League  
www.tml.org/

Mark Wolfe  
Executive Director, Texas Historical Commission  
www.thc.state.tx.us
<table>
<thead>
<tr>
<th>Name</th>
<th>Year listed</th>
<th>Locality</th>
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<td>October 3, 1985</td>
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<td>September 25, 1997</td>
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<td>December 14, 1990</td>
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<td>July 19, 1964</td>
<td>San Antonio</td>
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<td>Dallas</td>
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<td>Fort Davis</td>
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<td>Fort Richardson</td>
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<td>Jacksboro</td>
<td>Jack</td>
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<td>Fort Sam Houston</td>
<td>May 15, 1975</td>
<td>San Antonio</td>
<td>Bexar</td>
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<td>John Nance Garner House</td>
<td>December 8, 1976</td>
<td>Uvalde</td>
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<td>December 2, 1974</td>
<td>Austin</td>
<td>Travis</td>
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<td>HA. 19 (Midget Submarine)</td>
<td>June 30, 1989</td>
<td>Fredericksburg</td>
<td>Gillespie</td>
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<td>Hangar 9, Brooks Air Force Base</td>
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<td>Highland Park Shopping Village</td>
<td>February 16, 2000</td>
<td>Highland Park</td>
<td>Dallas</td>
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<td>J A Ranch (Goodnight Ranch)</td>
<td>December 19, 1960</td>
<td>Amarillo</td>
<td>Armstrong</td>
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<td>May 23, 1966</td>
<td>Johnson City</td>
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<td>King Ranch</td>
<td>November 5, 1961</td>
<td>Kingsville</td>
<td>Kenedy, Kleberg, Nueces, and Willacy</td>
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<td>July 19, 1964</td>
<td>Vega</td>
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<td>Beaumont</td>
<td>Jefferson</td>
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<td>April 19, 1993</td>
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<td>Porter Farm</td>
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<td>Terrell</td>
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<td>Presidio Nuestra Senora De Loreto De La Bahia</td>
<td>December 24, 1967</td>
<td>Goliad</td>
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<td>Randolph Field Historic District</td>
<td>August 7, 2001</td>
<td>San Antonio</td>
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<td>36</td>
<td>Samuel T. Rayburn House</td>
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<td>October 3, 1985</td>
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<td>41</td>
<td>Spanish Governor’s Palace</td>
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<td>Galveston</td>
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<td>TEXAS (USS)</td>
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<td>Houston</td>
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<td>44</td>
<td>Texas State Capitol</td>
<td>June 23, 1986</td>
<td>Austin</td>
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<td>45</td>
<td>Trevino-Uribe Rancho</td>
<td>August 5, 1998</td>
<td>San Ygnacio</td>
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<td>46</td>
<td>Woodland</td>
<td>May 30, 1974</td>
<td>Huntsville</td>
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Appendix C: Texas Multiple Property Nominations (by county) as of May 2, 2011

| MPS = Multiple Property Submission | County
| MRA = Multiple Resource Area |
| TR = Thematic Resources |
| **Name** | **County** |
| Palestine, Texas MPS | Anderson |
| Angelina County MRA | Angelina |
| Bastrop Historic and Architectural MRA | Bastrop |
| NAS Chase Field MPS | Bee |
| Belton MPS | Bell |
| Salado MRA | Bell |
| Randolph Air Force Base MPS | Bexar |
| Rural Properties of Bexar County | Bexar–in progress |
| Norwegian Settlement of Bosque County TR | Bosque |
| East Columbia MPS | Brazoria |
| Bryan MRA | Brazos |
| Indian Hot Springs MPS | Brewster |
| McKinney MPS | Collin |
| Cedar Hill Texas MRA | Dallas |
| East and South Dallas MPS | Dallas |
| Georgian Revival Buildings of Southern Methodist University TR | Dallas |
| Oak Cliff MPS | Dallas |
| 19th Century Pottery Kilns of Denton Co. TR | Denton |
| Cuero MRA | DeWitt |
| Commercial Structures of El Paso by Henry C. Trost TR | El Paso |
| Ennis MRA | Ellis |
| Waxahachie MRA | Ellis |
| Central Business District MRA | Galveston |
| Galveston Central Business District/Downtown MPS | Galveston |
| Houston Heights MRA | Harris |
| Independence Heights MPS | Harris |
| Historic and Architectural Resources of Rural Hays County | Hays |
San Marcos MRA  Hays
Mission Hidalgo County MPS  Hidalgo
Hillsboro MRA  Hill
Stamford MRA  Jones
Paris MRA  Lamar
Nacogdoches MPS  Nacogdoches
Corsicana MPS  Navarro
Weatherford MPS  Parker
Historic Resources Associated with Milton Faver, Agriculturalist, MPS  Presidio
Historic and Architectural Resources of Tyler MPS  Smith
Churches with Decorative Interior Painting TR  statewide
Historic Bridges of Texas MPS  statewide
New Mexican Pastor Sites in Texas Panhandle TR  statewide
Rosenwald Schools  statewide
Route 66 in Texas MPS  statewide
Sculpture of Dionicio Rodriguez  statewide
Camino Real de los Tejas  statewide–in progress
Grapevine MPS  Tarrant
Historic and Architectural Resources of Mansfield MPS  Tarrant
Abilene MPS  Taylor
San Angelo MRA  Tom Green
East Austin MRA  Travis
Hyde Park MPS  Travis
Southeast Travis County MPS  Travis
Victoria MRA  Victoria
Prairie View A and M University MPS  Waller
Brenham MPS  Washington
Burton MPS  Washington
Chappell Hill MRA  Washington
Georgetown MRA  Williamson
## Appendix D: Historic Context Studies in Texas
published by Texas Department of Transportation*

<table>
<thead>
<tr>
<th>Study Title</th>
<th>URL</th>
</tr>
</thead>
</table>

*These studies were published by the Texas Department of Transportation and may contain information and recommendations that the Texas Historical Commission has not concurred or approved.
Appendix E: Links to National, State and Local Organizations

Within the preservation community are many important preservation partners. Below is a sampling of national, state and local agencies and organizations with preservation or complementary missions. Visit the plan on-line at www.preservationconnection.com and add yourself or your organization to the preservation network, an online directory of people, organizations and agencies interested in preserving the historic and cultural resources of the state.

### National Preservation Resources

<table>
<thead>
<tr>
<th>Organization</th>
<th>Website</th>
</tr>
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<tbody>
<tr>
<td>Advisory Council on Historic Preservation</td>
<td><a href="http://www.achp.gov">www.achp.gov</a></td>
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<tr>
<td>African American Heritage Preservation Foundation</td>
<td><a href="http://www.aahpfdn.org">www.aahpfdn.org</a></td>
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<tr>
<td>The Alliance for Historic Landscape Preservation</td>
<td><a href="http://www.ahlp.org">www.ahlp.org</a></td>
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<tr>
<td>The Alliance for National Heritage Areas</td>
<td><a href="http://www.nationalheritageareas.com">www.nationalheritageareas.com</a></td>
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<tr>
<td>American Cultural Resource Association</td>
<td><a href="http://www.acra-crm.org">www.acra-crm.org</a></td>
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<td>American Institute of Architects</td>
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<td>American Planning Association</td>
<td><a href="http://www.planning.org">www.planning.org</a></td>
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<td>American Society of Landscape Architects</td>
<td><a href="http://www.asla.org">www.asla.org</a></td>
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<tr>
<td>Association for Preservation Technology International</td>
<td><a href="http://www.apti.org">www.apti.org</a></td>
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<td>Historic Bridge Foundation</td>
<td><a href="http://www.historicbridgefoundation.com">www.historicbridgefoundation.com</a></td>
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<td>Institute for Cultural Landscape Studies</td>
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<td>National Alliance of Preservation Commissions</td>
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<td>National Center for Preservation Technology and Training</td>
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<td>National Council of State Historic Preservation Officers</td>
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<td>National Film Preservation Board</td>
<td>lcweb.loc.gov/film/</td>
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<td>National Historic Landmarks Program</td>
<td><a href="http://www.nps.gov/history/nhl">www.nps.gov/history/nhl</a></td>
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<td>National Trust’s Main Street</td>
<td><a href="http://www.preservationnation.org/main-street">www.preservationnation.org/main-street</a></td>
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<td>National Park Service</td>
<td><a href="http://www.nps.gov/history">www.nps.gov/history</a></td>
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<td>National Register for Historic Places</td>
<td><a href="http://www.nps.gov/history/nr">www.nps.gov/history/nr</a></td>
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<td>National Trust for Historic Preservation</td>
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<td>Old House Network</td>
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<td>Preservation Action</td>
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<td>Rails to Trails</td>
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<td>Scenic America</td>
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<td>The Sprawl Watch Clearinghouse</td>
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<td>TradeWeb</td>
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<td>Transportation Action Network</td>
<td><a href="http://www.transact.org">www.transact.org</a></td>
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<tr>
<td>Trust for Public Land</td>
<td><a href="http://www.tpl.org">www.tpl.org</a></td>
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### State Preservation Resources

<table>
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<td>American Planning Association, Texas Chapter</td>
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<td>Bob Bullock Texas State History Museum</td>
<td><a href="http://www.storyoftexas.com">www.storyoftexas.com</a></td>
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<td>Council of Texas Archeologists</td>
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<tr>
<td>Friends of the Texas Historical Commission, Inc.</td>
<td><a href="http://www.thc.state.tx.us">www.thc.state.tx.us</a></td>
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<tr>
<td>Institute of Texan Cultures</td>
<td><a href="http://www.texancultures.com">www.texancultures.com</a></td>
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<tr>
<td>The Handbook of Texas Online</td>
<td><a href="http://www.tshaonline.org">www.tshaonline.org</a></td>
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<td>State Preservation Board</td>
<td><a href="http://www.tspb.state.tx.us">www.tspb.state.tx.us</a></td>
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<td>Texas Association of Counties</td>
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<td>Texas Downtown Association</td>
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<td>Texas Escapes</td>
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<td>Texas Historical Commission</td>
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<td>Texas Legislature Online</td>
<td><a href="http://www.capitol.state.tx.us">www.capitol.state.tx.us</a></td>
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<td>Texas Parks and Wildlife</td>
<td><a href="http://www.tpwd.state.tx.us">www.tpwd.state.tx.us</a></td>
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<td>Texas Rural Leadership Program</td>
<td><a href="http://www.trlp.org">www.trlp.org</a></td>
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Texas Society of Architects www.texasarchitect.org
Texas State Historical Association www.tshaonline.org
Tribal Contacts for Texas www.thc.state.tx.us/tribal/tricontacts.shtml

Local Non-Profit Preservation Partners
Abilene Preservation League www.abilenepreservation.org
Galveston Historical Foundation www.galvestonhistory.org
Greater Houston Preservation Alliance www.ghpa.org
Historic Fort Worth www.historicfortworth.org
Historic Mesquite www.cityofmesquite.com
Historic Tyler www.historictyler.org
Preservation Dallas www.preservationdallas.org
San Antonio Conservation Society www.saconservation.org

Reference Sites with Links to Preservation Organizations, Resources and Communities
Links to partners on the THC website www.thc.state.tx.us/links/lkpres.shtml
www.thc.state.tx.us/links/lkdefault.shtml

Link to Guidelines for Tribal Consultation www.thc.state.tx.us/tribal/basics.shtml

Link to partners on Preservation Texas’ website www.preservationtexas.org/index.php?option=com_content&view=article&id=20&Itemid=19

Link to County Historical Commission websites www.thc.state.tx.us/links/lkchc.shtml

Link to Main Street cities www.thc.state.tx.us/links/lkms.shtml

Link to Certified Local Governments in Texas www.thc.state.tx.us/certifiedlocgov/clgpartic.shtml

Archeology Links www.thc.state.tx.us/links/lkaa.shtml