



OUR RESILIENT HERITAGE ★ ≡

2022 - 2032

TEXAS STATEWIDE HISTORIC PRESERVATION PLAN

TEXAS
HISTORICAL
COMMISSION 
REAL PLACES TELLING REAL STORIES

MARCH 2023

ACKNOWLEDGMENTS

OUR RESILIENT HERITAGE—2022-2032 TEXAS STATEWIDE
HISTORIC PRESERVATION PLAN

GOVERNOR GREG ABBOTT

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- City of Galveston
- City of Laredo
- City of McKinney
- City of Nacogdoches
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- Frontier Texas!
- Galveston County Historical Commission
- Galveston Historical Foundation
- Galveston Park Board
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- La Posada Hotel
- Laredo College
- Laredo Main Street Program
- McKinney Center for Performing Arts
- McKinney Main Street
- Museum of the Big Bend
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- Texas Forts Trail Region
- Texas Hill Country Trail Region
- Texas Independence Trail Region
- Texas Lakes Trail Region
- Texas Mountain Trail Region
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- Texas Tropical Trail Region
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NOTES

This statewide planning process included the creation of several related publications: the Statewide Assessment of Disaster-Related Risks, Threats, and Recommendations; the Best Practice Guide to Local Government Planning; and the Historic Property Owners' Handbook. These documents are posted on the THC website: <https://www.thc.texas.gov>

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ABBREVIATIONS

Abbreviations frequently used in this Plan:

2011-2020 Plan	Preservation Connection—Texas' Statewide Historic Preservation Plan 2011-2020	NTHP	National Trust for Historic Preservation
ACHP	Advisory Council on Historic Preservation	OTHM	Official Texas Historical Marker
AICP	American Institute of Certified Planners	Plan/SWP	Our Resilient Heritage—2022-2032 Statewide Historic Preservation Plan
ARPA	American Rescue Plan Act	RTHL	Recorded Texas Historic Landmark
CDBG	Community Development Block Grant	SAL	State Antiquities Landmark
CHC	County Historical Commission	SHPO	State Historic Preservation Office
CLG	Certified Local Government	TARL	Texas Archeological Research Laboratory
ESHFP	Emergency Supplemental Historic Preservation Fund	TASN	Texas Archeological Stewardship Network
FEMA	Federal Emergency Management Agency	TCP	Traditional Cultural Properties
GIS	Geographic Information System	TDEM	Texas Division of Emergency Management
GLO	General Land Office	THC	Texas Historical Commission
HPF	Historic Preservation Fund	THC-SWP Committee	Texas Historical Commission Statewide Historic Preservation Plan Committee
HTC	Historic Texas Cemetery	THPO	Tribal Historic Preservation Office
NAGPRA	Native American Graves Protection and Repatriation Act	TPTF	Texas Preservation Trust Fund
NASA	National Aeronautics and Space Administration	THTP	Texas Heritage Trails Program
NHL	National Historic Landmark	TPWD	Texas Parks and Wildlife Department
NOAA	National Oceanic and Atmospheric Administration	TxDOT	Texas Department of Transportation
NPS	National Park Service	USDA	U.S. Department of Agriculture
NRHP	National Register of Historic Places	USHUD	U.S. Department of Housing and Urban Development

A LETTER FROM THE THC EXECUTIVE DIRECTOR

Dear Texans,

It's hard to imagine any state being more passionate about its history than Texas. Whether in dramatic stories like the Texas Revolution, the Space Race, or the Chisholm Trail, or inspiring heroes like Sam Houston, Quanah Parker, and Barbara Jordan, history lovers from around the world are attracted to the diverse and epic features that make up the story of the Lone Star State.



This history, whether difficult or glorious, has created a place that today attracts outstanding people, innovative industries, and diverse cultures from around the world. Texans have reaped the benefits and faced the challenges of decades of successful population and economic growth. It benefits the entire state, affecting large, urban areas and smaller, rural communities alike. But this growth can be accompanied by the loss of historic places and diminishment of the cultural fabric of many communities.

However, a strong resolve inspires Texans to protect their historic places so that the memories and experiences of those who came before us will not be forgotten by generations to come.

At the Texas Historical Commission, we share that passion and work to preserve the real places that tell the real stories of Texas. We achieve our mission by partnering with communities and stakeholders from across the Lone Star State, and we recently prioritized working with groups, individuals, and many others from all over the state to create our new Texas Statewide Historic Preservation Plan. The Plan is much more than a roadmap for the next decade of historic preservation in Texas—it is an official record of Texans' passion and dedication to their communities, their concerns about the double-edged sword of economic growth, and the dreams they have for the future of the state.

The THC is here to provide assistance and support to the entire state as we seek to preserve uniquely historic structures, cemeteries, museums, and more—it's our mission and we take it very seriously. I'm proud of the work we do, and it was absolutely thrilling to participate in the creation of this Plan.

Take a look at this document that is built on your ideas and priorities for the future. If it inspires you, reach out to your County Historical Commission, local nonprofit organization, or education group, or create a new one to preserve your favorite historic place. With your help, we can ensure our unique and fascinating past is not lost or forgotten for tomorrow's Texans.

It all starts with you! Our team at the THC looks forward to working with you in the future.

A handwritten signature in black ink that reads "Mark Wolfe". The signature is written in a cursive, flowing style.

Mark Wolfe, *Executive Director*
Texas Historical Commission



AMARILLO REGIONAL WORKSHOP

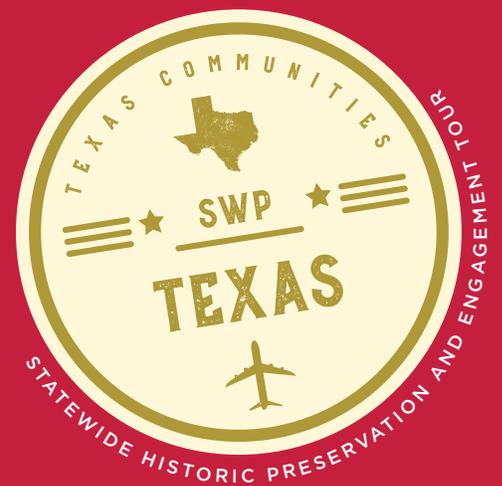
**CHAPTER 1**

SAN MARCOS

INTRODUCTION— OUR RESILIENT FUTURE

For Texans, places of historic and cultural value provide connections to the many stories and narratives of the people and events that shaped the state and its communities. They also provide meaning and continuity in a time of constant change, serving as an essential element for community quality of life.

Preservation issues and needs continue to evolve in communities and regions across the state, presenting new challenges to advancing preservation practice. Among the key challenges are promoting the many benefits of preservation to local decision-makers, finding resources that enhance the important work of preservation partners, preserving the places of Texas' underrepresented communities, and supporting efforts that facilitate investments in historic buildings and places. The COVID-19 pandemic presented its own set of recent challenges to preservation activities, impacting the vitality of traditional downtowns and the funding and programming for preservation organizations.



More than ever, preservation partners recognize that addressing today's needs can also help in preparing for and adapting to future challenges. Preservation stakeholders envision a future in which the preservation movement is resilient. The *2022-2032 Texas Statewide Historic Preservation Plan—Our Resilient Heritage* focuses on fostering adaptability and expanded capacities in all facets of preservation work across the state.

The Texas Historical Commission (THC), together with its preservation partners throughout the state, created this Plan through a robust stakeholder engagement and outreach effort. Participants in the process included county historical commissions, nonprofit preservation organizations, Main Street revitalization programs, archeology stewardship groups, Native American tribal governments, preservation professionals, government officials, developers, owners of historic properties, and interested Texans who care passionately about the state's history and heritage.

This Plan's content provides an overview of the current state of historic preservation in Texas, including trends impacting preservation practice, historic and cultural resource types, and THC programs and initiatives. The Plan also includes a summary of the stakeholder engagement program and its results, which helped shape and inform the Plan's goals, objectives, and strategies.

THE STATEWIDE HISTORIC PRESERVATION PLAN AND DISASTER RESILIENCE

On August 25, 2017, Hurricane Harvey, one of the costliest tropical cyclones to hit the mainland United States in more than a decade, made landfall on San Jose Island and moved up the Texas coast, causing catastrophic damage to local businesses, homes, schools, religious buildings, streets, and infrastructure in many Texas counties. In Houston, the nation's fourth-largest city, the hurricane caused widespread flooding in the downtown district and in many residential neighborhoods, displacing almost 40,000 residents from their homes. The hurricane's storm path also affected various historic sites and places, including Fulton Mansion State Historic Site in Rockport and Sabine Pass Battleground State Historic Site in Port Arthur. Hurricane Harvey impacted 1,726 documented historic sites in the state, and to this day, recovery efforts continue in many communities.

Natural disasters in Texas have a long history. The Galveston Great Storm of 1900 led to the destruction of 2,600 homes and the loss of 6,000 to 8,000 lives. In 2008, Hurricane Ike caused \$84 billion in property losses and the Memorial Day floods of 2015 severely damaged hundreds of homes in the Austin region. These events, wildfires, droughts, tornadoes, and winter storms have all impacted Texas communities in one way or another. Climate change and shifting weather patterns will also continue to bring increased threats to historic and cultural resources in the coming decades.

PORT ISABEL LIGHTHOUSE STATE HISTORIC SITE, PORT ISABEL



Today, Texas communities recognize that with ingenuity and resolve, they can successfully prepare for and adapt to various natural disasters, ensuring a more resilient future for the historic places that matter to them. Developing multiple capacities to prepare, respond, and recover in effective and dynamic ways from natural disasters will be critically important. Therefore, this Plan provides a framework for intentional actions that integrate and advance effective disaster preparedness and preservation planning efforts at the state and local levels.

A VISION FOR PRESERVATION IN TEXAS

Historic places and landscapes are central to the identity and vitality of Texas. Texans have undertaken dedicated and thoughtful stewardship of the state's diverse heritage—one that not only encompasses familiar buildings and environments but also languages, traditions, and other intangible expressions of community culture and meaning. Such stewardship has also resulted in revitalized communities, vibrant downtowns and neighborhoods, and an enhanced quality of life. Texans achieve the preservation vision through partnerships, collaboration, and the unwavering support and participation of the state's various preservation stakeholders, institutions, and partners. By the year 2032, Texans of all backgrounds will have a more profound understanding of the state's heritage and how this heritage, in all its features and facets, shapes communities and people's lives. Most of all, this is a resilient heritage—one that adapts to challenges and adversity while retaining the landmarks, icons, and reminders of our compelling past.

PLANNING THEMES AND PRIORITIES

The stakeholder engagement program focused on identifying preservation planning priorities for the next decade—priorities that address the unique preservation issues and challenges facing Texas at this moment in time. The Plan organizes these priorities according to major planning themes that describe the key opportunities for statewide and local action. Each theme presents a set of planning goals succeeded by specific objectives that describe implementation strategies and measurable, tangible outcomes for each goal. The planning themes and goals are described in greater detail in Chapter 4: A Framework for Action—Planning Themes, Goals, and Objectives.

The goals and objectives are direct expressions of Texans' desires to strengthen and advance the historic preservation movement throughout the state and in their local communities. Most importantly, they also encourage inclusive participation from all stakeholders in the Plan's implementation, whether as preservation professionals and leaders of organizations or local advocates and interested individuals. Working collectively and collaboratively, stakeholders can realize a vision of a dynamic and successful future for historic preservation.

The Plan's key planning themes and priorities include:

THEME #1**Engaging the Public and Promoting Preservation's Benefits**

A clear priority for Texas preservationists is fostering an increased awareness among the general public of historic preservation's varied benefits. For many Texas preservationists, historic preservation is not just about memorializing the past; it concerns the important places and cultural spaces that invigorate and enliven communities. Stakeholders point to an urgent need to engage and inform local policy-makers and others regarding the positive contributions historic preservation has on community vitality. Communicating preservation's benefits to wider audiences, especially those that have not participated in the preservation movement before, can also help create new coalitions of advocates who share the belief in preservation's power to transform lives and communities.

THEME #2**Identifying and Preserving Historic and Cultural Resources**

During this planning process, Texans identified battlefields, cemeteries, archeological sites, African American neighborhoods, ranches, Midcentury modern buildings, roadway motels, gas stations, and museum archival collections as critical heritage assets in their communities. Indeed, there are many other historic and cultural resources that embody local identity and help sustain community vitality. Stakeholders also valued intangible aspects of local heritage such as festivals, cuisines, oral histories, and folklore as essential elements to understanding Texas history and cultural traditions. This intangible heritage along with landmarks, sites, and historic districts all contribute to places and landscapes of special meaning to Texans. Ongoing efforts to identify and document such resources, through comprehensive survey efforts, context research, and National Register nominations, for instance, can help foster interest in local history, encourage the designation of properties and districts, and lead to reinvestment in places that support increased tourism and community revitalization.

THEME #3**Revitalizing and Sustaining Communities**

Historic preservation contributes significantly to the economic and social vibrancy of Texas communities. Building rehabilitation projects continue to underpin the revitalization of traditional commercial districts across the state while heritage tourism boosts local tax revenues and enhances historic sites and community amenities. Such efforts also sustain local cultural traditions and practices that help build social ties and bind communities together. However, the preservation needs of Texas communities are different from region to region as disinvestment in smaller rural towns and development pressures in the state's rapidly urbanizing areas present distinct challenges and threats. In addition, while Texas communities weathered the impacts of the COVID-19 pandemic in differing ways, the pandemic made it more imperative for communities and preservation partners to be more responsive to current issues and emerging trends that impact preservation efforts in Texas.

THEME #4**Planning for Disaster Resilience**

Natural disasters threaten immense economic, social, and environmental costs in Texas communities. In recent years, Texas communities have seen hurricanes, tornadoes, drought, brush fires, and ice storms impact the state's heritage in one form or another. The increasing prevalence of these natural disasters makes historic and cultural resources especially vulnerable. Going forward, preparing for future disaster events should begin with understanding what resources and places are vulnerable and then, with conscientious collaboration between preservation partners and local governments, creating effective disaster resilience plans. Such plans can help communities enhance their capacity to respond to disasters when they occur while protecting historic and cultural resources from loss.

THEME #5**Advancing Preservation Practice and Broadening Participation**

Across Texas, various preservation partners provide the capacity and expertise for advancing preservation practice in the state. These include county historical commissions, Main Street programs, advocacy organizations, archeology stewards, Certified Local Governments, tribal groups, historic sites, and many others. Preservation partners also face both challenges and opportunities in expanding the network of people participating in preservation initiatives, from nurturing a new generation of advocates and professionals to harnessing the potential of digital technologies that engage new audiences. Developing new revenue streams that sustain and build on preservation programs and efforts is a high priority for most nonprofit preservation partners. Enhancing partner capabilities that help create innovative programming and services and involve new partners, some nontraditional to preservation work, is key to strengthening preservation practice in Texas.

THEME #6**Telling the Diverse Stories of Texas**

Texas history encompasses many facets and dimensions, including the compelling narratives of diverse peoples and communities. This diversity and cultural makeup continues to contribute to the energy and dynamism of Texas communities. While Texas' history and that of the nation is that of continual progress, often commemorated and remembered in landmarks and historic districts, overlooked and undiscovered places and stories can also tell a more complete accounting of the Texas experience. Preservationists throughout the state have substantial roles to play in unveiling these stories and conveying a more complete understanding of the past as reflected in its places and people.



FULTON MANSION STATE HISTORIC SITE, ROCKPORT

STATEWIDE HISTORIC PRESERVATION PLANNING

Historic preservation planning is the process whereby communities make well-considered decisions regarding the future of historic and cultural resources. Such decisions come in the form of specific goals and initiatives that involve several partners and stakeholders in their implementation. While local communities may conduct preservation planning as part of their land use and community development decision-making framework, statewide historic preservation plans take a more encompassing look at the issues impacting preservation both statewide and locally while also establishing clear priorities for action. Creating the statewide historic preservation plan is the responsibility of the State Historic Preservation Office (SHPO) as mandated by the National Historic Preservation Act, passed by the U.S. Congress in 1966 and supported financially by the National Historic Preservation Fund, a source of funding for states, Tribes, educational institutions, nonprofit organizations, and local governments. In Texas, the Texas Historical Commission serves as the State Historic Preservation Office while the National Park Service, U.S. Department of the Interior, works with the SHPOs to administer and fulfill the expectations and requirements of the statewide historic preservation planning program. Each statewide plan must, at a minimum, contain the following elements:



- An assessment and summary of the current preservation issues, trends, and opportunities facing the state and its historic and cultural resources.
- Policies, goals, and strategies that describe the full range of state and local actions needed for addressing critical priorities and enhancing preservation practice.
- An energetic and comprehensive engagement program that captures the ideas, perspectives, and needs of preservation stakeholders and advocates across the state.
- A stated timeframe for statewide plan implementation and the next scheduled review and revision.
- A bibliography of information and data resources used in preparing the statewide plan.

While a particular emphasis of the Plan is the identification, documentation, and protection of important historic and cultural resources, as required for all SHPOs, a meaningful, effective plan must also explore the emerging trends and concerns that can make preservation an essential element of community vitality and resilience. In that light, the Plan seeks to support the efforts of preservation partners to educate stakeholders, diversify the audience, secure new resources, and forge new partnerships that lead to the preservation of the state's resources.

The THC undertakes and manages the statewide planning process on a ten-year cycle with updates every five years. This Plan will have a ten-year time horizon from 2022 to 2032. In addition, the THC received a supplemental grant from the Historic Preservation Fund to conduct an assessment of disaster-related threats to the state's historic and cultural

resources and to produce two handbooks, the *Best Practice Guide to Local Government Planning* and *Historic Property Owners' Handbook*. The *Statewide Assessment of Disaster-Related Threats and Recommendations* as well as the two handbooks are available on the THC's website.

PAST PLANNING GOALS AND ACCOMPLISHMENTS

Prepared in 2010 and updated in 2016, *Preservation Connection—Texas' Statewide Historic Preservation Plan, 2011-2020*, presented eight planning goals:

- **Goal 1: Survey and Online Inventory**—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**—Identify, protect, and interpret cultural landscapes at the local community level.
- **Goal 3: Implement Policies and Incentives**—Implement new preservation policies and incentives to effectively protect historic and cultural assets in cities and counties and with state and federal agencies and tribal entities.
- **Goal 4: Leverage Economic Development Tools**—Leverage preservation-based and traditional economic development tools to revitalize historic areas and communities.
- **Goal 5: Learn and Experience History Through Place**—Learn and experience the state's diverse history through formal education, recreation, and everyday interactions with historic places for all Texas residents and guests of all ages.
- **Goal 6: Connect Preservation to Related Fields**—Connect and integrate preservation into related fields and activities, building a broader, stronger, and more diverse preservation community.
- **Goal 7: Cultivate Political Commitment**—Cultivate political commitment to historic preservation at the state and local levels.
- **Goal 8: Build Capacity of Preservation Community**—Develop the organizational capacity of the existing preservation community to strengthen and expand preservation skills.

BARRINGTON PLANTATION STATE HISTORIC SITE, WASHINGTON



Since the 2011-2020 Plan's development, local communities, preservation partners, the THC, and other state agencies worked together to achieve the following accomplishments:

- Updated the THC Historic Sites Atlas with technology enhancements and additional survey inventories.
- Created a new historic resources survey packet and survey template for use in community historic resources surveys.
- Developed website information resources for cultural landscape preservation.
- Established the Texas Historic Preservation Tax Credit Program in 2013.
- Nominated 193 properties and places to the National Register of Historic Places from 2016 to 2020.
- Designated 49 new State Antiquities Landmarks and 194 Historic Texas Cemeteries from 2016 to 2020.
- Updated an economic impact study on historic preservation in Texas.
- Created web-based history curricula for major Texas ethnic and racial groups.
- Designated four communities and one county as Certified Local Governments since the adoption of the 2011-2020 Plan.



ROCKPORT: STRENGTH, VITALITY, AND RESILIENCE PLANNING

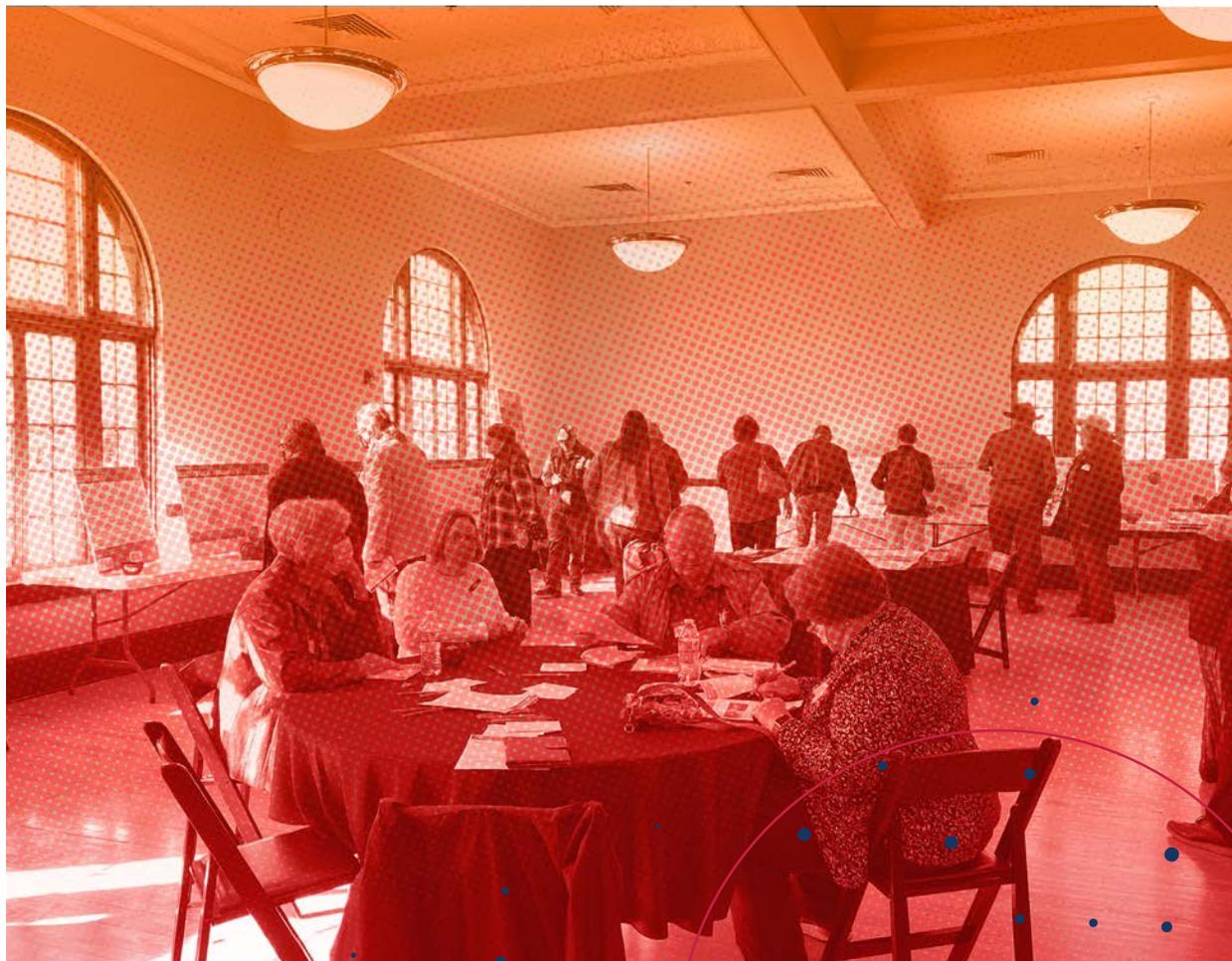
On August 25, 2017, Hurricane Harvey made landfall at Rockport, Texas, causing severe damage to the community's infrastructure, businesses, and housing stock with its 130-mile-per-hour winds. Despite the widespread devastation wrought by the hurricane, two of the community's most important historic places remained unscathed—the T.H. Mathis House and the Hoopes-Smith House, both listed in the National Register of Historic Places and designated Recorded Texas Historic Landmarks. However, the City of Rockport requested the assistance of the American Institute of Certified Planners (AICP) to prepare a resilience plan for the community to plan for a more resilient future—one in which coastal flooding and storm surges will continue to pose substantial hazards to the downtown district and neighborhoods. Completed in 2020, the resilience plan provides several short- and long-term disaster preparedness strategies, including floodproofing buildings, conducting drainage system studies and improvements, and dedicating additional land for stormwater drainage and management. The resilience plan also recommended establishing a local tax increment financing zone for underwriting building floodproofing and the formation of a Main Street program to facilitate the economic resilience of the historic downtown commercial district.

PLAN METHODOLOGY AND PLANNING PROCESS

Creating a statewide historic preservation plan that reflects the desires and aspirations of preservation partners and stakeholders requires an energetic and transparent planning process and approach, consisting of multiple avenues of interaction and conversation with the state's preservation community, an assessment of preservation issues and trends, and the collective creation of preservation goals and strategies. In September 2021, the THC and statewide preservation partners embarked on the first phase of the planning process, the State of the State, incorporating a dynamic community engagement program of on-site regional workshops, stakeholder listening sessions, and digital town hall forums encompassing a range of statewide preservation planning issues, including a focus on disaster resilience. The first phase then culminated in the launch of the Statewide Historic Preservation Survey, an analysis and assessment of preservation issues and action opportunities, and then the release of the Draft Plan in August 2022.

The second phase from August to December 2022 included a second round of listening sessions and community engagement activities designed to garner feedback and comments from preservation stakeholders on Draft Plan goals and objectives. The additional insight helped adjust and modify goals and objective statements to align with a general vision for the preservation future and added clearer implementation steps and measurements for implementation progress. The THC completed the Final Plan in January 2023. An internal SWP Committee of THC staff and leadership coordinated and managed the statewide planning process. The Texas Historical Commission reviewed the progress of the planning process quarterly.

ABILENE REGIONAL WORKSHOP





AMARILLO REGIONAL WORKSHOP

CHAPTER 2

STAKEHOLDER ENGAGEMENT— THE STATE SPEAKS

To garner support and participation from Texans across the state, the THC organized and conducted a comprehensive community engagement program aimed at establishing a dialogue with stakeholders regarding preservation issues and priorities. The engagement program also had four main objectives: ensure transparency and mutual trust in the dialogue, provide background information on preservation trends, discuss and determine the key issues, and motivate stakeholders to move along the spectrum of participation from passive to more active involvement and advocacy. Community engagement should bring people together to converse, decide, and then move forward.

Texas preservation stakeholders are advocates, agencies, elected officials and decision-makers, nonprofit organizations, preservation professionals, and property owners and residents who will be key implementation partners.



Such partners have access to knowledge, ideas, financial resources, and networks of other individuals and institutions, which when leveraged successfully, can also broaden participation in statewide and local preservation efforts.

In summary, the engagement program for the first phase of the planning process included:



Plan Website—a dedicated website designed as a public portal for information regarding the planning process and stakeholder participation opportunities.



Quick Poll—consisting of four questions and launched on the project website, the Quick Poll gathered initial stakeholder feedback and data on important statewide preservation planning issues.



Stakeholder Listening Sessions—five stakeholder listening sessions conducted online covering topics and issues related to disaster preparedness, the THC's mission and identity, and the needs of local preservation-related nonprofit organizations. The sessions drew 291 registrants.



Digital Town Halls—eight digital town halls devoted to statewide preservation planning issues and discussion of the impacts of Hurricane Harvey and other natural disasters on the state's historic and cultural resources. The town halls attracted 436 registrants.



Regional Workshops—eight regional workshops held in Abilene, Amarillo, Austin, Galveston, Laredo, Marathon, McKinney, and Nacogdoches. The workshops drew 503 registrants.



Statewide Historic Preservation Survey—posted for four weeks on the project website, the survey collected more than 2,500 responses from Texans across the state.

Before the engagement work, the THC prepared a community engagement plan outlining the schedule of specific activities and events and targeted stakeholder groups for outreach and communication efforts. The plan ensured a tailored, customized process that maximized diverse stakeholder participation using several methods. This approach was necessary and exceedingly helpful given the state's expansive geography, the breadth of stakeholder interest in preservation across Texas, and the ongoing uncertainties of the COVID-19 pandemic on public participation. The use of digital technologies for town halls and listening sessions made the planning process more accessible to the public. The THC updated the engagement plan regularly to document changes to meeting schedules and include deliverable milestones.

PLAN WEBSITE

The THC employed the use of a special digital platform to serve as the primary online access point for information regarding the planning process. Unlike many project websites, the platform integrated several additional engagement capabilities, including surveys and polling, question and answer tools, and online mapping and storytelling functions. Special webpage tabs, formatted with the Plan's brand design, allowed visitors to register and access the schedule and content of town halls and regional workshops, draft planning documents and deliverables, the Quick Poll, and the Statewide Historic Preservation Survey

as well as other information regarding the planning process. A registration function provided an option for website visitors to receive direct email notifications of upcoming meetings and events.

ONLINE STAKEHOLDER LISTENING SESSIONS

To help gain insight into disaster resilience and statewide preservation planning issues while addressing barriers to participation posed by distance and time, the THC conducted five online listening sessions from October 2021 to March 2022 with key federal, state, and local partners in addition to THC staff and the general public. The first two sessions involved THC staff and representatives from FEMA, the USDA, USHUD, NASA, NPS, TxDOT, TPWD, and the NTHP, focusing discussion on disaster resilience and lessons learned from recent natural disasters, including the 2016 Tax Day flood in the Austin region, Hurricane Harvey in 2017, and the 2021 winter storm that caused widespread power outages and damage.

Session participants acknowledged that flooding, drought, fire, erosion, and climate change are all highly significant threats to historic, archeological, and cultural resources throughout the state. Artifact collections are especially at risk given that many museums lack sufficient insurance and funding for modern archival practices. Stakeholders considered several disaster preparedness needs and opportunities, such as providing property owners with toolkits for adaptation techniques, streamlining approval processes for selecting debris collection sites post-disaster, and helping local communities prepare mitigation plans and adaptation design guidelines for historic resources.

Dedicated solely to statewide preservation planning issues, the third listening session collected feedback and perspectives from THC staff as well as the Friends of the Texas Historical Commission, the THC's nonprofit philanthropic entity, concerning current and emerging trends impacting preservation practice across the state. Prime among these issues are recent state legislative actions limiting the ability of local governments to designate local properties and districts, the intense growth and development pressures in urban areas threatening resources in traditional downtowns and neighborhoods, and the heightened perception around the state that historic preservation exacerbates the state's affordable housing crisis. The COVID-19 pandemic also impacted volunteer participation in THC programs and those offered by local nonprofit partners. In terms of positive trends and opportunities, there has been a steady number of National Register listings, spurred by federal and state historic preservation tax credit projects and increased public interest in the heritage of underrepresented communities, especially the stories of Texas freedom colonies.

The fourth listening session, open to the general public's participation, focused on reviewing and understanding the THC's mission, programs, and opportunities to influence preservation practice in Texas, particularly as it pertains to implementing

Community **awareness and education** is one of the biggest struggles we face. Without that, we often don't have the support we need to achieve big preservation goals. It is also vital to **train local communities and local organizations** on how to fund raise, who to approach, and when to do so.

STAKEHOLDER COMMENT

the new Statewide Historic Preservation Plan. Key stakeholder responses and comments take account of the need to offer more resources and assistance for neighborhood preservation efforts, especially in cities experiencing high growth; stronger messaging and educational efforts at all levels recognizing climate resilience and historic preservation are not mutually exclusive aims for communities; and greater collaboration with other state agencies, such as Humanities Texas, the Texas Commission on the Arts, the Texas State Library and Archives Commission, and the Texas Film Commission, on promoting richer history curricula in local schools. *The session concluded with participants agreeing that the THC's core mission remains relevant to the scope and breadth of current trends and preservation planning issues.*

The fifth and final listening session invited the state's nonprofit preservation partners, including county historical commissions and museums, Main Street programs, tourism entities, and advocacy groups to discuss issues and trends particular to their work. Securing operational funding and engaging younger generations emerged as common concerns for nonprofits attending the session, along with increasing staff workloads and volunteer shortages as significant constraints to enhancing organizational programming. The COVID-19 pandemic had both positive and negative impacts as some partners transitioned programming and content to online platforms and sustained and even expanded operations while others postponed capital improvements and facility upgrades.

REGIONAL WORKSHOPS

Eight regional workshops around the state offered opportunities for Texans to learn about and discover the impact and results of historic preservation efforts in regions and local communities and participate in workshop exercises designed to gather valuable insight and feedback on preservation planning priorities. Just as important, workshops offered participants time for reconnecting and face-to-face interaction with fellow preservation advocates, interested individuals, and THC staff. The THC organized and facilitated the regional workshops between November 2021 and March 2022.

Each workshop featured a short introductory session presenting an overview of the statewide preservation planning process, together with a preservation success story presented by a local partner organization, with the remaining time devoted to an open house incorporating 40 exhibit boards and interactive exercises. Using a combination of written text and infographics, the exhibit boards displayed information regarding the state's heritage assets and THC programs, including designated historic resources, state historic sites, tourism trails, the Texas Archeological Stewardship Network, and the Texas Historic Courthouse Preservation Program. Other boards presented a series of "fast facts" on historic preservation's economic impacts generated from federal and state



historic preservation tax credits, Main Street communities, Certified Local Governments, and cumulative investments in the THC's Heritage Tourism programs. Each exhibit board contained a question box inviting attendees to suggest their "big ideas," using sticky notes, for enhancing related THC programs and preservation initiatives. One question box encouraged participants to prioritize the allocation of future CLG funding grants—whether for local preservation plans, architectural and historical surveys, design guidelines, or updating local historic preservation ordinances.

In addition to these exhibits, there were five interactive exercise exhibit boards, one inviting participants to map disaster-related events or high-risk areas and local and regional historic resources worthy of preservation, with a second describing 16 preservation planning priorities where attendees voted for their top choices using "Texas dollars." A third exhibit exercise asked attendees to rank which historic resource types and places should receive priority attention in local disaster preparedness planning, such as older neighborhoods, traditional downtown districts, or historic landscapes. The fourth and fifth exercises encouraged attendees to write and post local preservation success stories along with their vision for the future of historic preservation in Texas. While the responses and results of each workshop reflected different regional concerns and issues, increasing regional tourism, expanding revenue sources, and promoting the benefits of historic preservation to the broader public emerged as the top planning priorities. Historic schools, city halls, bridges and railroads, and neighborhoods were the top priority resources for local disaster resilience planning.

Key preservation planning priorities:



Increasing regional tourism



Expanding revenue sources for preservation



Promoting the benefits of historic preservation to the broader public

Key historic resources worth preserving:



Historic Schools



City Halls



Bridges + Railroads



Neighborhoods

DIGITAL TOWN HALLS

Between December 2021 and April 2022, the THC presented eight digital town halls to garner stakeholder insights and perspectives related to disaster preparedness and specific topics in state and local preservation practice. The THC conducted the town halls using the Zoom platform and facilitated with a short presentation consisting of key discussion and poll questions. The first four town halls focused on the impacts of Hurricane Harvey and other recent natural disasters on local communities and the needs of local governments and property owners in mitigating and preparing for future disaster events. The fourth town hall on disaster-related risks to historic and cultural resources offered a brief overview of the projected vulnerabilities of the state's historic and cultural resources to future disasters; discussion included the projected increase of more intense and extreme rain and tropical storm events along with more urban flooding and extensive fire outbreaks due to

changing weather patterns. Town hall participants cited the need for more advanced local warning systems and educational materials to prepare and adapt for extreme weather events. Others suggested the creation of information toolkits for recovering personal artifacts and photographic collections after an event as an important priority.

The second set of town halls focused on four key preservation topics: expanding revenue and financing streams for local preservation initiatives, engaging underrepresented communities in historic preservation, leveraging the benefits of preservation for economic and community development, and cultivating youth and younger generations in the preservation movement. The THC selected the topics after reviewing the results of a Quick Poll conducted in October 2021 and early stakeholder feedback received from the first regional workshops held in McKinney and Amarillo in December. As part of the town halls, participants answered poll questions and discussed local initiatives, barriers, and opportunities related to each topic. Most stakeholders agreed that each topic represents important preservation priorities for the state.

CONVERSATIONS WITH TRIBAL REPRESENTATIVES

The NPS recommends that SWP engagement activities incorporate robust efforts to involve Native American tribes associated with the state's historic and cultural resources regardless of residency. Currently, Texas has three federally recognized tribes—the Alabama-Coushatta Tribe, the Kickapoo Traditional Tribe, and the Ysleta del Sur Pueblo—although 29 federally recognized tribes maintain connections to what is now known as Texas. Each of these tribes is an important preservation partner.

As sovereign nations, federally recognized tribes may have differing opinions regarding their role within the statewide planning process. Although Tribal Nations may not consider themselves part of the general public, they are important stakeholders in the statewide preservation planning process. Due to this unique relationship to the SWP process, THC staff requested special conversations regarding preservation issues with tribal representatives who regularly attend monthly Tribal Nations calls facilitated by THC's Archeology Division staff.

The THC initiated the conversation with tribal representatives in October 2021 by sharing information on the statewide preservation planning process with more formal discussions beginning in April 2022 during the monthly Tribal Nation calls. The Planning Team then prepared the minutes documenting the tribal representative conversations that took place in the monthly meetings from April to October 2022. During the conversations, Tribal Nation representatives indicated a preference to provide this documentation and conversation proceedings in a stand-alone document rather than within the Plan itself, named *Conversations with Tribal Nations: Statewide Plan Discussions About Preservation Priorities*. The THC submitted this report to the NPS with the formal submission of this Plan document, published only after review and approval from the tribal representatives who participated in the conversations as well as tribal councils when preferred.

The THC conducted the tribal conversations with the goal of incorporating the knowledge and concerns of the state's Indigenous communities into the Plan. During these calls, tribal representatives expressed concerns regarding the public accessing knowledge of sacred place locations and the potential for exploitation, looting, and vandalism, especially as Texas has no state-level protection for sacred sites on non-federal land or state-level protection for sites on private lands. Other areas of concern include site erosion, flooding, mowing, and controlled

burns by state and federal agencies, in addition to construction that impedes landscape viewsheds, sacred sites, and other traditional cultural places. The continued use of Native American names as mascots in Texas schools also remains an ongoing issue.

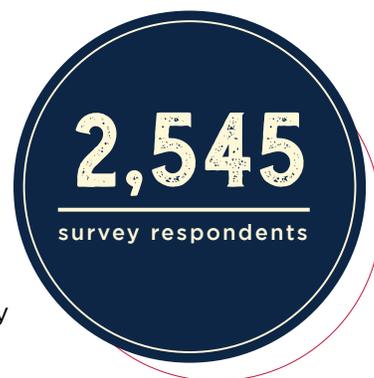
Based on these conversations, the THC identified the following preservation-related priorities for consideration when implementing Plan goals and objectives. Although these priorities fall within this Plan’s goals and objectives framework, the special relationship between tribes and the Plan warrants special attention with an aim to enhance collaboration with federally recognized tribes within the statewide planning process.

To this end, the following are the key preservation planning priorities identified through the tribal representative conversations:

1. Increase consultation and collaboration with federally recognized Tribes through regulatory arenas, as well as non-regulatory efforts and projects.
 - Improve conversations and consultation with federally recognized tribes to make sure projects that are impacting tribal resources are not approved without consultation.
 - Improve representation of federally recognized tribes on preservation-related boards and in preservation-related programs.
 - Increase positions dedicated as tribal liaisons.
 - Provide ongoing education about the consultation and collaboration process.
2. Provide more opportunities for Natives to share perspectives and preservation priorities.
3. Expand efforts to tell Native history—focus on individual tribal histories rather than treating all tribal histories as one story, as directed through each tribal nation.
4. Improve efforts to protect Sacred Spaces.
 - Cultivate a better understanding of why traditional preservation tools may not be appropriate nor effective mechanisms when related to Traditional Cultural Properties.
 - Increase awareness of viewshed impacts and infrastructure impacts.
 - Develop a system for identifying areas of concern, not specific sites, to be used for protection of Sacred Spaces during natural disasters and in other situations.
5. Improve campaigns to prevent the looting of archeological sites and other cultural resources.

STATEWIDE HISTORIC PRESERVATION SURVEY

Integral to the statewide stakeholder engagement program, the THC prepared and launched the statewide historic preservation survey consisting of 17 open- and closed-ended questions organized around six categories: historic resources, key preservation issues and trends, future planning priorities, disaster resilience, THC programs, and survey respondent demographics. The question selection ensured there were

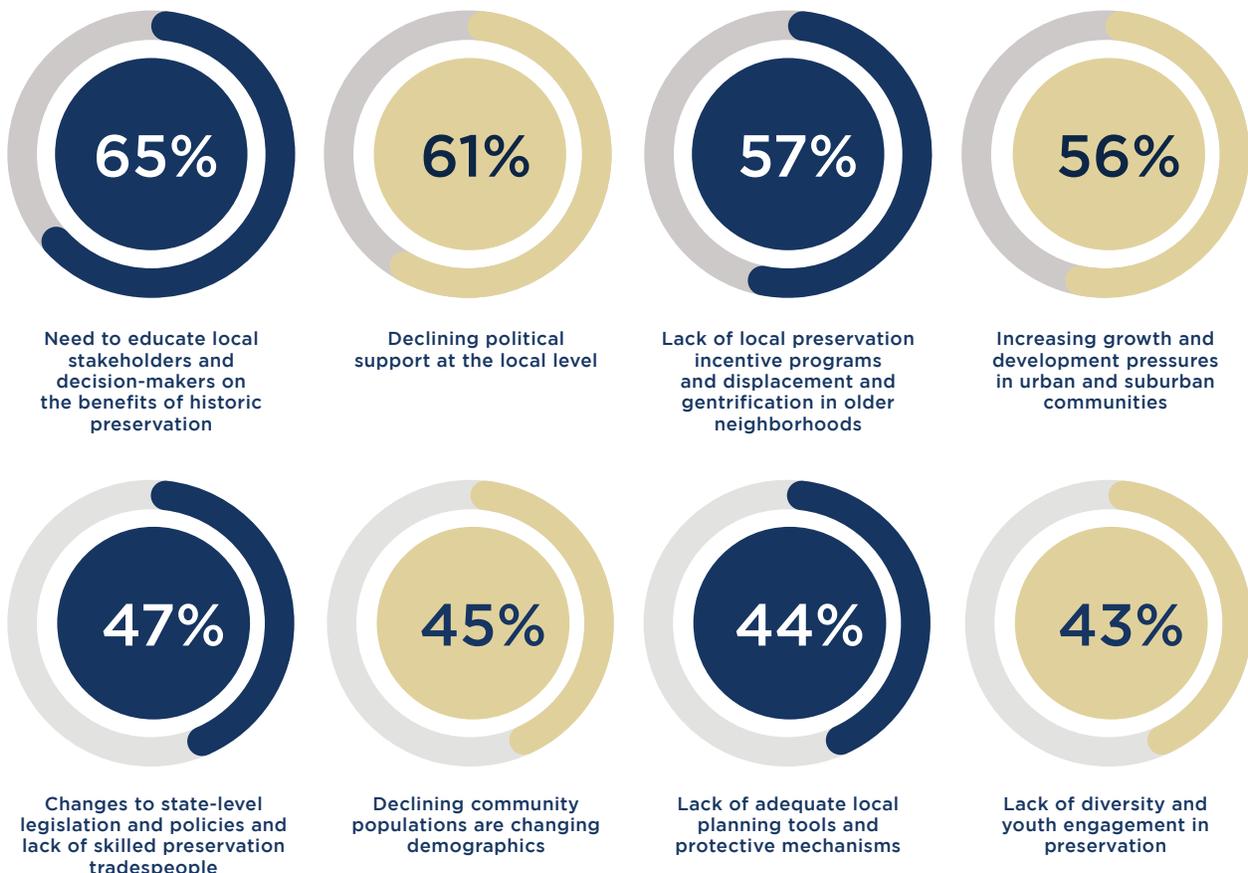


sufficient qualitative narratives to support the quantitative findings, in particular regarding threatened historic resources, planning priorities, and disaster resilience needs. The THC hosted the survey on the project website and marketed it to the general public through a five-week social media and email campaign beginning on March 1, 2022. The survey concluded on April 1, 2022, having collected 2,545 responses.

Key survey findings include:

- Preserving cemeteries, battlefields, historic parks, intangible cultural resources, and archival collections were respondents’ highest priorities.
- Planning priorities for the next ten years include local preservation planning, a new statewide financial assistance program for historic preservation, and educational workshops and training.
- Declining local political support, gentrification, and displacement in older neighborhoods and increasing growth and development pressures in Texas’ urban areas are significant trends impacting historic preservation statewide.
- A resource list of publications and online toolkits for disaster preparedness and a recovery triage team knowledgeable in historic rehabilitation and disaster assessments would be helpful tools in disaster recovery.
- All levels of government, from federal to local emergency management personnel, have critical roles to play in mitigating disaster impacts on historic and cultural resources.

What trends or factors impact historic and cultural resources the most?



Threatened Resources

What types of historic and cultural resources are important to preserve?



Archival collections and artifacts



Parks



Cemeteries



Intangible resources, oral traditions, folklore, cultural spaces



Battlefields



Courthouses, city halls, and library buildings



Archeological resources, mounds, acequias, etc.



Public monuments and sculptures



Resources of underrepresented communities



Historic housing and neighborhoods



Ranches and rural landscapes



Main Street commercial districts

What assistance could help you or your community's historic resources prepare for or recover after a natural disaster?

50%

Information on how to prepare historic properties for imminent disasters through emergency warning apps and disaster risk assessments for historic districts and individual properties.

Which THC administered programs are of most value to you?

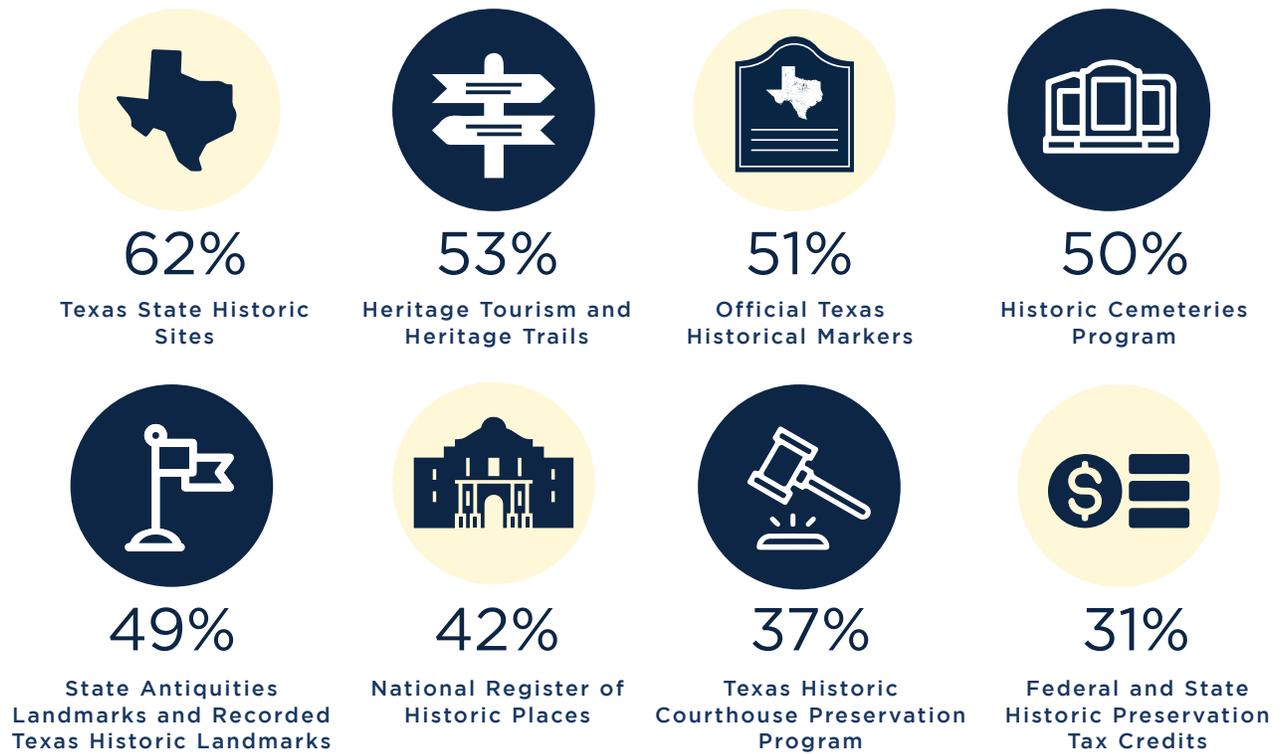
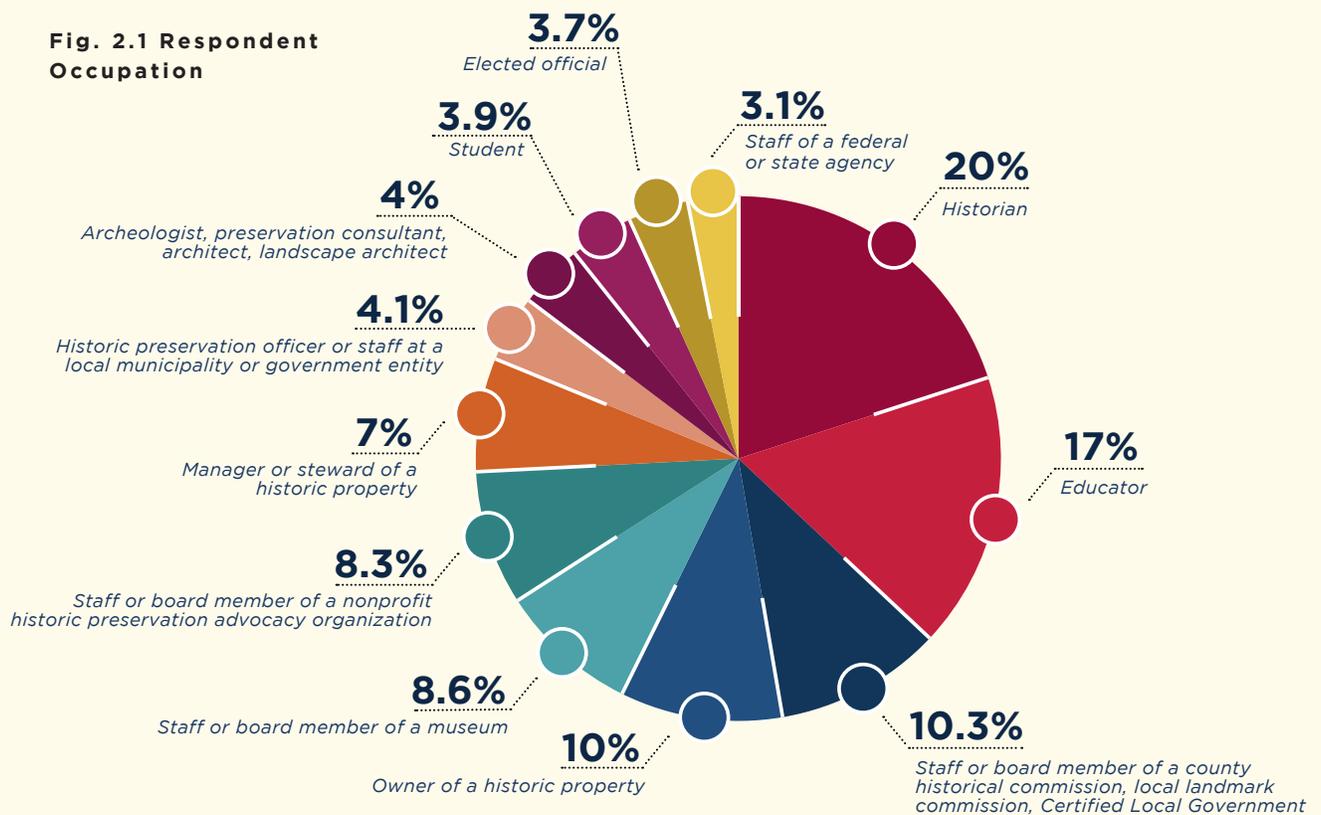


Fig. 2.1 Respondent Occupation



Sample quotes from survey respondents:

I'd just like to emphasize the need for **highlighting Native American resources**. I've lived in Texas for 8 years, and have hardly seen or heard much about the Native American heritage.

We should preserve **Native American ancestry**, first families of the Republic of Texas, genealogy resources.

STAKEHOLDER COMMENT

THC should have ongoing **Topical Oral History projects** with dedicated and in-person interviews, archival mining, and conveying importance for saving and gifting correspondence or photographs of times past to local repositories. **Photograph albums are like graphic novels**.

STAKEHOLDER COMMENT

There are some historic **resources that are buried**, but can be identified by older generations. The **original well in Arlington, TX** was located at the site of the old main library. When the new library was built, the well's marker was no longer visible. There used to be **wagon trails** going through a park in **Hurst, TX** that we used to walk on when we were younger, but are no longer there.

STAKEHOLDER COMMENT

What we do now will significantly protect Texas history and **preserve it for future generations**. It's important to convey the facts of Texas history. I'd like it to be easier for people to find out about their **Texas roots and genealogy**. With today's **technology**, we can provide wayfinding and signage with **QR codes** adjacent to historic sites, among other historic resources, and easily share with younger generations.

STAKEHOLDER COMMENT

Preservation-related activities are not seen as a part of **economic development efforts**. I think there is a perception in local leadership and the public that museums, landmarks, etc. are a money pit, rather than something that can add economic value to communities.

STAKEHOLDER COMMENT

Find ways to get more people involved. As retired Texans, we are a resource that is not drawn into utilization as often. Of course, it's been a tough couple of years, but my circle of similarly retired, well-educated, accomplished individuals can be of great assistance! We would like to be engaged in-person versus virtual engagement. Online platforms work but in-person has a different flavor.

STAKEHOLDER COMMENT

Resources for small museums have been a lifesaver for us. Better access to museum resources would be so helpful, especially for tiny local museums with extremely limited budgets, survival is hard and access to great advice and planning resources is crucial.

STAKEHOLDER COMMENT

Insurance coverage for historic properties is often difficult to obtain and quite costly. As a result, the properties have a good chance of being underinsured. A disaster could prevent the property from being rebuilt or re-instated because of cost, non-availability of historic materials and craftsman to do the work.

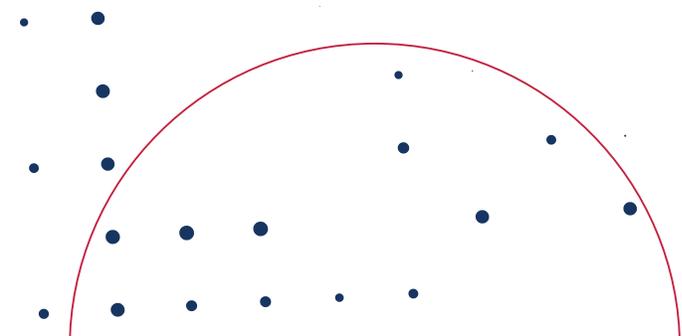
STAKEHOLDER COMMENT

Let's do everything we possible can to create **AWARENESS among our citizens and residents** in all segments of the population on the importance of preservation and disaster-related issues.

STAKEHOLDER COMMENT

I moved to Texas in 2013 from the West Coast, where I'd been born and raised. I didn't know much about the state, and wasn't sure I'd fit in. Nearly a decade later, I'm so glad to be here! Texas is much more than I expected. **Different ecosystems, architectures, cuisines, and histories.** I had no idea that Texas Czech was a thing, or that the Hill Country had so much German heritage! Likewise, the Pineywoods was a revelation. It's wonderful how much Texans care about Texas.

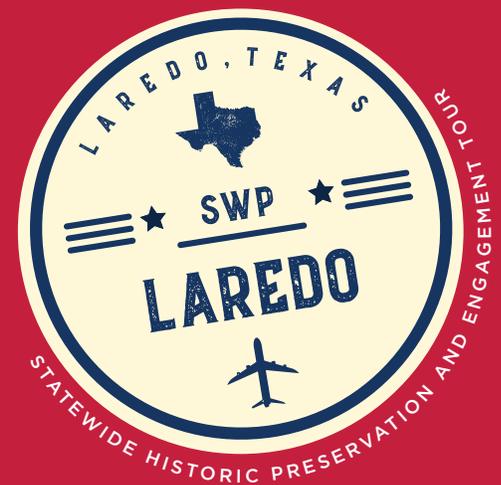
STAKEHOLDER COMMENT




 CHAPTER 3

THE STATE OF HISTORIC PRESERVATION IN TEXAS

The preservation and stewardship of historic and cultural resources in Texas occur within a framework of policies, legislation, and programs that enable both public and private actions, such as building owners and developers investing in adaptive use projects in traditional downtowns, or local governments adopting mechanisms and ordinances to ensure the long-term protection and management of local heritage. Such actions generate numerous positive impacts for Texas communities, adding to their local quality of life, economic resilience, authenticity, and sense of place. This chapter describes the preservation framework in Texas, the tools and policies that help advance it, and preservation's impacts and benefits to the state. The chapter also includes a review of the state's historic and archeological resources inventory and a summary of the vulnerabilities of resources to future disaster events.



TEXAS HISTORIC PRESERVATION PLANNING CONTEXT

Passed by the U.S. Congress in 1966, the National Historic Preservation Act serves as an established policy for federal preservation efforts, including the creation of State Historic Preservation Offices (SHPOs) and the National Register of Historic Places (NRHP). The SHPOs carry out the requirements and mandates of the NHPA in partnership with the National Park Service, U.S. Department of the Interior, the federal agency tasked with administering federal preservation activities, including the identification of historic and cultural resources significant to the nation. The Texas Historical Commission (THC) serves as the SHPO for the state. First established by state legislation in 1953 as the Texas State Historical Survey Committee, the THC operates under Texas Government Code, Chapter 442, vesting the 15-member Commission with powers and authority to “... *provide leadership and coordinate services in the field of archeological and historic preservation*” (Sec. 442.003).

Local Preservation Planning

The State of Texas does not require local counties and communities to adopt general plans governing land use and historic preservation as specific general plan elements. However, Section 213 of the Texas Local Government Code permits local communities and cities to prepare and adopt a general plan with specific elements for land use, transportation, and public facilities. Although Section 213 does not explicitly mandate local governments to develop a historic preservation component to the general plan, counties and municipalities may “*prepare other plans, policies, or strategies as required*” (Sec. 213.004). Therefore, local governments may adopt historic preservation plans to guide local policy- and decision-making regarding the management of historic and cultural resources.

Section 211 of the Texas Local Government Code permits communities to adopt and implement zoning mechanisms that protect and preserve places “... *of historical, cultural, or architectural importance and significance*” (Sec. 211.001). While most CLGs and other communities have clear, established legal procedures for designating local landmarks and districts through local zoning, Senate Bill 1585, passed by the Texas Legislature in 2021, now requires local historic preservation commissions and governing bodies to have a 75 percent supermajority to approve the inclusion of individual properties within a local historic district. In addition to these, Section 11.24 of the Texas Tax Code allows counties and municipalities to offer property tax exemptions and abatements for the preservation and rehabilitation of designated historic buildings and archeological sites.

Texas Historical Commission

The THC manages several programs as core responsibilities mandated by the NHPA and others created over time to address the evolving needs of the state’s historic preservation efforts. These core responsibilities include:

- **National Register of Historic Places.** The NRHP is this nation’s official list of buildings, structures, sites, districts, and objects worthy of recognition and preservation. Administered in Texas by the THC in coordination with the National Park Service, this federal program helps to identify historic properties in the state significant for their association with events or people, for design or method of construction, or those with the potential to yield archeological information. The National Register establishes standards and criteria for evaluating historic properties and serves as the foundation

of all federal preservation programs. The Commission provides guidance on the preparation of National Register nominations for properties and districts deemed eligible for listing.

- **Certified Local Governments.** In 1980, the U.S. Congress amended the NHPA to establish the Certified Local Government program, which encourages counties and communities to create local preservation programs and to participate in statewide preservation planning activities. The THC manages the CLG program in partnership with the National Park Service. To become a Texas CLG, a county or community must adopt a certified historic preservation ordinance establishing a historic preservation commission and an ongoing program of resource surveys. Certified Local Governments also have opportunities to apply for CLG grants that underwrite preservation planning initiatives, such as conducting survey projects, preparing National Register nominations, creating a community historic preservation plan, or drafting historic district design guidelines. There are currently 75 CLGs in Texas, 60 local communities and 15 counties. Since 2016, the THC has allocated \$460,800 in CLG pass-through grant monies from the NPS to CLG communities.
- **Survey and Documentation.** Comprehensive survey and documentation efforts in cities and counties across Texas help to identify historic and cultural resources that may be significant and potentially eligible for designation. The THC provides guidance to communities on organizing and conducting survey projects, including those funded through CLG grants.
- **Section 106 Consultation.** Another mandated responsibility is the administration of the NHPA's Section 106 review process for protecting historic and archeological resources from federally funded, licensed, or permitted agency projects. The review process determines whether such projects may adversely affect historic and cultural resources—those eligible for or already listed in the National Register—and potential courses of action to avoid, minimize, or mitigate such impacts. A Memorandum of Agreement or Programmatic Agreement between an agency and the SHPO authorizes and codifies accepted mitigation actions.
- **Historic Preservation Tax Credit Programs.** Passed by the U.S. Congress under the Tax Reform Act of 1976, the Historic Preservation Tax Credit Program provides owners of income-producing historic properties a 20 percent federal income tax credit for qualified rehabilitation project costs. Eligible properties must be listed in the National Register or be eligible for National Register listing to apply for the program. Projects must follow the Secretary of the Interior's Standards for Rehabilitation. Commission staff review applications and provide consultations for property owners or developers seeking application approval. The THC also manages, with the Texas Comptroller of Public Accounts, the Texas Historic Preservation Tax Credit, established in 2013 under Texas House Bill 500. The Texas Historic Preservation Tax Credit Program offers a 25 percent credit that property owners and investors may use separately or in tandem with the federal program.



Unlike other SHPOs around the country that focus on core NHPA responsibilities, the THC manages other programs and initiatives that extend the scope and reach of the agency and its influence on preservation practice throughout the state. These programs include:

- **Texas Archeological Stewardship Network.** Established in 1984, the Texas Archeological Stewardship Network is a group of trained avocational archeologists who volunteer time to assist the THC archeology staff in finding, recording, and monitoring archeological sites across the state, including securing protective designations when needed and appropriate. Stewards assist with surveys and emergency excavations when a site is endangered. Stewards also conduct presentations and education programming in local schools, and they help organize activities and events for Texas Archeology Month in October. According to the THC's 2019-2021 Biennial Report, the program has assisted 1,100 landowners, organizations, and individuals with archeological resource management needs.
- **County Historical Commission Outreach Program.** Chapter 318 of the Texas Local Government Code permits county governments to establish county historical commissions for the purpose of initiating and conducting programs suggested by the commissioners court and the THC for the preservation of the county's historic and cultural resources. The THC maintains an outreach program to aid CHCs in building organizational capacity to preserve and promote the historic and cultural resources that define Texas.
- **Heritage Tourism Program.** The THC's Heritage Tourism program supports the continued growth of the heritage travel industry through marketing and capacity-building efforts and the support of the Texas Heritage Trails Program (THTP), consisting of ten regional nonprofit organizations that facilitate local tourism activities within local communities. While not a physical trail, each region features museums, historic sites, courthouses, festivals, ghost towns, Main Street districts, and other attractions. Specific marketing initiatives include the Texas Time Travel website and mobile tours, the combined social media pages of the THTP, and the distribution of the Texas Heritage Travel Guide. The program maintains active partnerships with the Texas Commission on the Arts, TPWD, TxDOT, and the Travel Texas program of the Office of the Governor, Economic Development and Tourism. Since 2018, Texas Heritage Trails has assisted more than 12,800 individuals in their travel planning.
- **Museum Services.** Texas is home to more than 1,000 museums that maintain exhibits, collections, and research on the tangible and intangible aspects of community history, serving as important vehicles for community outreach and education. The THC provides a robust set of resources, on-demand webinars, and consultation services on building capacities to meet professional standards in various aspects of museum operations, from exhibit display and collections care to disaster preparedness. The THC also provides regular email communications to museums on the latest research and trends in museum management and best practices.
- **Recorded Texas Historic Landmarks.** Recorded Texas Historic Landmarks are properties considered historically and architecturally significant to the State of Texas. The THC designates properties as RTHLs if they are at least 50 years old, have important architectural and historical merit, and retain a high level of design integrity. The THC reviews proposed alterations, additions, relocations, or demolitions of buildings designated as RTHLs.
- **State Antiquities Landmarks.** Designated under the Antiquities Code of Texas by the THC, State Antiquities Landmarks are historic and cultural resources of significant importance to the State of Texas. The Texas Legislature adopted the Code in 1969 amid concerns regarding treasure hunting on shipwrecks and public beaches, and other land resources. Under the Code, SALs receive legal protection and are subject to THC review. To be eligible for SAL designation, historic buildings and structures must retain a high level of integrity, be architecturally or historically significant, and be listed in the National Register individually or as a contributing resource in a National Register district. Archeological sites

must possess unique or rare attributes concerning Texas precontact history and consist of preserved archeological deposits and artifacts. Such sites may also be subject to vandalism and relic collecting.

- **State Historic Sites.** Ranging from Native American ceremonial mounds to grand Victorian-era mansions to sprawling frontier forts, the THC currently manages 36 state historic sites across the state as a way to preserve the unique tangible aspects of Texas history. The historic sites also possess more than 85,000 artifacts that help interpret each site's compelling story for visitors.
- **Texas Cemetery Preservation Program.** The THC designates burial grounds as Historic Texas Cemeteries to help protect them from encroachment and vandalism by recording boundaries in county deed records. The Texas Cemetery Preservation Program provides technical assistance to local groups to help inventory and officially record historic cemeteries in the state. Presently, there are more than 2,000 HTCs across the state.
- **Texas Historic Courthouse Preservation Program.** Established in 1999 by the Texas Legislature, the Texas Historic Courthouse Preservation Program offers grant funds to more than 240 eligible courthouses across the state over 50 years in age for their long-term planning, repair, and restoration. Texas' historic courthouses, many dating back to the 19th century, are key community anchors and landmarks, many located in traditional Main Street districts. Since 1999, the program has underwritten \$271 million in historic courthouse preservation projects in 93 counties. From 2016 to 2021, the program helped support 42 projects and \$63 million in preservation investment in historic courthouses. The THC's Division of Architecture administers the program.
- **Official Texas Historical Markers.** Official Texas Historical Markers recognize places, events, people, and organizations important to understanding the history and development of the state. These subject markers are educational in purpose. In 2008, the THC started collecting a \$100 application fee to help underwrite a special funding program intended to encourage the installation of new markers that document Texas' untold stories. In 2008, the THC began accepting nominations for this program. The OTHM program remains one of the most visible and popular programs of the THC with more than 17,000 markers around the state.
- **Texas Historic Roads and Highways Program.** Initiated in 2009 by the Texas Legislature, the Texas Historic Roads and Highways Program, administered by the THC and TxDOT, seeks to identify, document, and promote the state's historic roadways. In the effort to designate the first Historic State Highway—the Bankhead Highway, constructed in 1916—the THC and TxDOT prepared a statewide historic context statement for historic roadways and conducted a resources survey and an interpretation program for the Bankhead Highway.
- **Texas Main Street Program.** Established in 1981 and one of the first statewide Main Street programs in the country, the Texas Main Street Program provides technical support and expertise to local communities seeking to organize and implement a traditional commercial district revitalization program using the Main Street Approach™ developed by the National Trust for Historic Preservation. Architectural design, fundraising, business development, and organizational management consultations are just several of the technical services provided to local Main Street programs. Administered by the THC's Community Heritage Development Division, there are currently 90 participating Main Street communities across Texas.

Apart from these programs and services, the THC manages several other educational and funding programs aimed at addressing particular preservation needs around the state.

Authorized in 1989 by the Texas Legislature, the **Texas Preservation Trust Fund** provides matching grants in support of projects that advance the preservation of the state's historic sites and places. Eligible projects include rehabilitation and preservation costs and expenses related to stabilizing and managing archeological sites, property acquisition, planning and documentation needs, and initiatives focused on heritage education. In 2019, the NPS awarded the THC a **Hurricane Harvey Emergency Supplemental Historic Preservation Fund Grant** to provide non-matching financial assistance to owners of buildings, sites, and cemeteries recovering from the damage inflicted by the hurricane or for initiatives that prepare communities for future disasters, such as historic preservation plans, historic resources surveys, or educational toolkits. Regarding cultural resource management needs, the THC's **Curatorial Facility Certification Program** helps museums and facilities meet current curatorial standards in the care of artifacts and collections, especially those originating from archeological investigations on non-federal lands. The Texas Antiquities Code designates the THC as the manager of such findings under Texas Antiquities Permits on non-federal public lands.

TEXAS MAIN STREETS RESPOND TO THE COVID-19 PANDEMIC

With COVID-19 ravaging the economic health of downtown business districts, many local Main Street programs responded to the crisis with courage and ingenuity. Waxahachie, a Main Street community since 1983, helped underwrite the installation of 36 customized inspirational signs to help generate publicity for their downtown merchants during the early uncertain months of the pandemic. As a result, merchants reported higher sales for May 2020 than for the same month in 2019. In New Braunfels, a Main Street community since 1991, the City of New Braunfels and Downtown New Braunfels collaborated to establish an E-Commerce Assistance Grant Program, making \$2,000 grants available to businesses to enhance their online platforms and upgrade their point-of-sale technologies.



Preservation Partners

Preservation practice in Texas cannot thrive and move forward without the involvement and participation of both public and private partner agencies and organizations. These include federal and state agencies related to agriculture, arts and culture, economic development and tourism, emergency management, the environment, housing and community development, and parks and wildlife.

At the local level, CLGs, whether counties or municipalities, play critical roles in maintaining a system of historic and cultural resource documentation and inventory while also implementing the planning and zoning mechanisms necessary to protect them. Local governments may also adopt community plans and other zoning tools such as conservation districts to address the revitalization and management of traditional downtowns and neighborhoods. To accomplish the same ends, they may instead establish a formal Main Street program or neighborhood development corporation. County historical commissions assist county commissioners courts and the THC in the preservation of Texas' historic and cultural resources. The commissions manage activities appropriate to county size and resources. Appointees consult with county officials and preservation partners to determine the CHC's body of work. Active CHCs provide a broad range of services to their communities including research and applications for historical designations, educational presentations, and events that celebrate local history.



Private nonprofit advocacy organizations, including Preservation Texas, and local counterparts, such as the San Antonio Conservation Society, Historic Tyler, and Preservation Dallas, among others, serve in a problem-solving capacity and advocate on local issues. Several offer technical and financing assistance, such as grant and loan programs. The Galveston Historical Foundation, for instance, operates a revolving fund for historic property rehabilitation in addition to its museum facilities and educational endeavors. Nonprofit organizations may also organize and manage survey and documentation initiatives.

A valuable nonprofit partner to the THC is the Friends of the Texas Historical Commission, incorporated in 1996 to help support THC programs and initiatives not funded through the state budget. The organization currently supports several activities, including the Preservation Scholars Program, the annual Real Places Conference, and preservation-related training and webinars. The Friends also collaborates with the THC's historic sites on the Friends Alliance Program, an initiative that encourages local volunteer support groups for the THC's individual historic sites across the state.

In addition to nonprofit organizations, universities and colleges also may collaborate with local communities on preservation initiatives in addition to their formal training and degree programs in historic preservation and related fields. In San Antonio, the University of Texas at San Antonio College of Architecture and San Antonio College organize an annual service project in partnership with the local historic preservation office—STAR (Students Together Achieving Revitalization). The project gives volunteer architecture and construction science students hands-on opportunities, under the supervision of experienced contractors, to provide exterior repairs and maintenance services to property owners in historic districts.

The federally recognized tribes located in Texas and those that maintain connections to the state are also key preservation partners and play significant roles in the management of tribal resources. The Ysleta del Sur Pueblo tribe in Texas maintains a Tribal Historic Preservation Office. Tribes conduct various preservation efforts, including comprehensive surveys and documentation efforts, as well as Section 106 consultations and reviews of federally funded and permitted undertakings and their potential effects on tribal cultural resources. Tribes also participate in consultation processes involving NAGPRA and the excavation or discovery of cultural items found on federal or tribal lands.



MONUMENT HILL STATE HISTORIC SITE, LA GRANGE

KEY MILESTONES IN THE TEXAS HISTORIC PRESERVATION MOVEMENT

1876

1876: State of Texas constitution authorizes statewide preservation initiatives.

1883: Alamo purchased by the State of Texas, the state's first historic site.

1924: San Antonio Conservation Society founded, one of the first private community preservation organizations in the United States.

1936: Texas State Centennial Celebration in Dallas.

1939: San Antonio designates its first historic district, becoming the third major U.S. city to create a local district.

1953: Texas State Historical Survey Committee established.

1956: County historical survey committees formed to pursue local preservation activities.

1980

1973: Texas State Historical Survey Committee becomes the Texas Historical Commission.

1969: The Antiquities Code of Texas adopted by the State Legislature to protect all cultural resources, historic and precontact, within the State's public domain.

Office of the State Archeologist transferred to the Survey Committee to establish a statewide archeological program.

Six properties in Jefferson (Marion County), including the Excelsior House Hotel, and three in Galveston, including Ashton Villa, become the first Texas properties listed in the National Register.

U.S. Department of the Interior makes its first grants-in-aid to states, including Texas.

1966: National Historic Preservation Act passed by the U.S. Congress, establishing the National Register of Historic Places.

1962: First marker of the Official Texas Historical Marker Program placed at Camp Ford in Tyler.

1980: Amendment to the National Historic Preservation Act creates the Certified Local Government Program.

1981: Texas Main Street Program established by the THC.

1984: Texas Archeological Stewardship Network created.

1985: Preservation Texas founded, a statewide preservation organization.

1989: Texas Legislature creates the Texas Historic Preservation Trust Fund.
El Paso designated Texas' first CLG.

1990: Native American Graves Protection and Repatriation Act passed by the U.S. Congress.

1992: Amendment of the National Historic Preservation Act to establish Tribal Historic Preservation Offices.

1995: Houston adopts its first historic preservation ordinance.

1996: Friends of the THC incorporated.

1997: Texas Heritage Trails Program launched by the THC, based on 10 original scenic driving trails created by Governor John Connally in 1963.

1960

2018

2017: Hurricane Harvey makes landfall in Texas.

2015: San Antonio Missions designated as a World Heritage Site.

THC launches its first mobile app: African Americans in Texas.

2013: Texas Historic Preservation Tax Credit Program created under Senate Bill 500 with the THC accepting applications in 2015.

2011: The 82nd Texas Legislature reduces the THC budget by 50 percent, resulting in the loss of 47 staff positions.

2010: Section 711 of the Texas Health and Safety Code amended, addressing the disposition of unmarked burials.

2007: Texas Legislature transfers 18 state historic sites from Texas Parks and Wildlife Department to the THC, approving a \$34 million bond to invest in improvements to them.

1999: Texas Historic Courthouse Preservation Program established by the Texas Legislature.

1998: With \$2.21 million in funding from TxDOT, THC and TARL launch the Texas Historic Sites Atlas.

2019: NPS awards the THC an Emergency Supplemental Historic Preservation Fund Grant to assist property owners impacted by Hurricane Harvey.

Texas Parks and Wildlife Department transfers nine historic sites to the THC, including San Jacinto Monument and Battlefield, first purchased by the state in 1897.

2020: Brown County becomes the latest Texas CLG.

TODAY

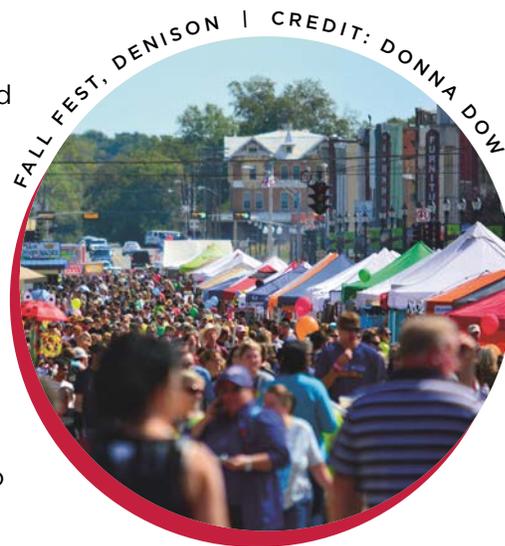
YSLETA MISION, EL PASO | SOURCE: WIKIMEDIA

NEWTON COUNTY COURTHOUSE, NEWTON



DEMOGRAPHIC, LAND USE, AND ECONOMIC TRENDS

Stakeholder feedback provided perspectives and background on the economic and land use trends impacting historic and cultural resources around the state. Stakeholder discussion often focused on the increasing development pressures on historic places in the state's fast-growing cities and metropolitan areas while rural counties continue to lose population and undergo profound change, placing greater risks on resources such as schools, city halls, churches, post offices, and traditional commercial districts. Ranches and farms, key features in the state's expansive rural landscapes, are also facing distinct challenges due to industry consolidation, water access issues, drought, and climate change. However, within this backdrop, there are also opportunities to capitalize on emerging trends that harness preservation's capacity for positive change.



Texas' Land Use Pattern

Texas is composed of approximately 83 percent rural lands, ranches, farms, and forests, while 86 percent of the population lives in urban areas. The state's total land area is 268,568 square miles, making it the second-largest state by land area in the country. However, despite the significant land areas devoted to associated rural and agricultural land uses, including ranching and forestry, agriculture is the state's 14th leading industry behind finance and real estate, professional services, manufacturing, oil and gas extraction, and others. Of the 142 million-plus acres devoted to agriculture, there are a total of 248,416 farms, with an average farm size of 511 acres. Despite the significant expanse of rural lands in private ownership, fewer than one percent of Texans own working farms and ranches.

The vast majority of new growth in Texas occurs in the counties encompassing Dallas-Fort Worth, Houston, Austin, San Antonio, the Rio Grande Valley, and El Paso. Land conversion from rural to urban occurs mostly in these areas and at a significant pace. Texas lost approximately 2.2 million acres of working farmlands from 1997 to 2017, with 1.2 million acres converted between 2012 and 2017 alone.

Population growth signifies different things for different parts of Texas. In the four major metropolitan areas of Austin, Dallas-Fort Worth, Houston, and San Antonio, rapid population growth exerts upward pressure on housing prices and land values. In highly sought-after historic neighborhoods, like West University in Houston, development pressures contribute to teardowns where the land has become more valuable than the existing house. Another impact of population growth is the stress placed on naturally occurring attainable housing in historic neighborhoods. Austin, which is on the verge of becoming the least-affordable housing region outside of California, serves as an example. In neighborhoods like Rosewood in East Austin, renters, who are often people of color, are experiencing displacement as property owners sell their rental units to owner-occupants or tear down and rebuild them as new single-family homes.

At the same time that Texas cities are experiencing housing pressures, rural Texas presents a different story, with little to no growth in many rural counties, or population loss. For example, in the 24 Panhandle counties around Amarillo but not including Amarillo itself, population growth was flat from 2010 to 2021. In West Texas, the nine counties surrounding Lubbock but not including Lubbock lost 1.6 percent of their population during the same time period. Even with this demographic trend, regional workshop participants consider rural areas as valuable cultural landscapes worth preserving in spite of the majority of land being in private ownership. Such areas also represent opportunities for documentation and identification as important historic resources, and in efforts that aid in landscape conservation and protection.

Texas’ Urban and Rural Demographics

Texas’ population growth is considerable. In the 2020 Census—the most recent national data—the general population trend for the United States was the second-slowest growth of any point in the country’s history. Yet during that period, the Texas population grew 15.9 percent, which was the third-fastest percentage growth rate of all states, just behind Utah and Idaho. However, in raw numbers, Texas far outpaced them both, gaining 4 million people over the last ten years.

Fig. 3.1 Texas Population Growth



Population growth exerts pressures on cities that can impact historic preservation with both positive and negative outcomes. In Texas, population growth is uneven across the state. When looking at population growth in the four largest Texas metropolitan areas, all grew by at least 18 percent over the past decade. Growth in the Austin-Round Rock-Georgetown Metropolitan Statistical Area outpaced other Texas cities with an astonishing growth rate of 27 percent.

Fig. 3.2 Population Growth in Texas’ Largest Metropolitan Areas

METRO AREA	2010 POP. (U.S. CENSUS)	2021 POP. (U.S. CENSUS, ESTIMATE)	% CHANGE 2010 - 2021 (U.S. CENSUS, ESTIMATE)	PROJECTED ANNUAL GROWTH 2021 - 2026 (U.S. CENSUS, ESTIMATE)
Austin-Round Rock-Georgetown MSA	1,716,289	2,356,867	+27%	+2.56%
Dallas-Fort Worth-Arlington MSA	6,366,542	7,830,258	+19%	+1.85%
Houston-The Woodlands-Sugar Land MSA	5,920,416	7,246,553	+18%	+1.83%
San Antonio-New Braunfels MSA	2,142,508	2,605,310	+18%	+1.70%

U.S. Census information provided by ESRI.

The following table presents population changes in Texas' seven major population regions. More rural regions of the state like the Panhandle, East Texas, and West Texas grew at a slower pace and many rural communities within these regions lost population.

Fig. 3.3 Population Changes in Texas' Seven Major Population Regions

REGION	2010 POP. (U.S. CENSUS)	2021 POP. (U.S. CENSUS, ESTIMATE)	% CHANGE 2010 - 2021 (U.S. CENSUS, ESTIMATE)	PROJECTED ANNUAL GROWTH 2021 - 2026 (U.S. CENSUS, ESTIMATE)
Central Texas (includes Austin)	2,948,364	3,791,850	+22%	+2.05%
East Texas	1,878,918	2,010,863	+7%	+0.50%
North Texas (includes Dallas-Fort Worth)	6,956,039	8,484,138	+18%	+1.75%
Panhandle	427,927	451,846	+5%	+0.36%
South Texas (includes San Antonio)	4,710,347	5,442,956	+14%	+1.29%
Upper Gulf Coast (includes Houston)	6,087,133	7,426,749	+18%	+1.80%
West Texas	2,136,833	2,361,112	+10%	+0.75%

U.S. Census information provided by ESRI.

Trends, Constraints, and Opportunities

Other key constraints, socioeconomic trends, and opportunities related to the preservation of the state's resources include:

Heritage Tourism, Museums, and Historic Sites. Although tourism experienced two years of adverse impacts from the pandemic, the public's interest in visiting historic places and museums continues to be a significant driver of leisure trips in Texas as well as around the country. While there was a dip in cumulative heritage tourism investments in 2020 from communities due to pandemic-related closures and travel restrictions, investments and visitorship rebounded in 2021. While staffing and resource needs for nonprofit museums and historic sites continue to be ongoing issues, enhancing the online presence, even the design of virtual exhibitions and museum spaces, presents significant opportunities to reach and engage new audiences. While larger museums and historic sites may have the resources to expand their digital footprint, many participants in the community engagement process reported that COVID-19 fast-tracked plans for digitizing collections and expanding education programming. Small museums, however, may still lack the means to diversify offerings.

Housing and Neighborhoods. While past studies demonstrate that historic districts increase and stabilize property values, more recent work in San Antonio and other cities points to how historic neighborhoods are an important source of attainable housing. Increased land values in many Texas cities and established suburbs have led to the teardown of older housing stock. In some rural areas, there is less housing demand, leading to neighborhood disinvestment and decline. Given the ongoing housing crisis across the country, the demolition of an older housing unit in some communities represents the loss of an attainable unit of housing. However, several Texas cities, including Austin, are using ARPA funding to support the rehabilitation of attainable housing.

Incentive Programs. Stakeholders commented on the constraints of using local incentives—at times, these incentives, including property tax abatements and exemptions, do not match the scale of the preservation need. There are also constraints when using federal historic preservation tax credits for smaller commercial rehabilitation projects, which often incur significant soft costs in Main Street districts that smaller developers cannot underwrite and support.

Inflation and Resource Scarcity. Building rehabilitations are made more expensive by the increasing scarcity and cost of construction materials and labor, as well as recent inflationary pressures. While inflation may be temporary, the cost and scarcity of materials may impact decision-making on whether to invest in historic properties and, if investing, whether to take the time necessary to secure and use appropriate materials.

Mobile Workforce. With internet-based communication technologies, today’s workforce has more options as to where they choose to live and work—an emerging trend even before the COVID-19 pandemic. For those wanting to work from home, this workforce flexibility may result in more people choosing to live in smaller or rural communities to work from home or choose lower-cost, location-neutral office spaces in traditional downtowns.

The Millennial Generation. Generally speaking, Millennials are children of the Baby Boomers, those born in the early 1980s to the late 1990s. This group, now 25 to 41 years old, comprises the largest living generation and, it follows, the largest adult population in the country. Among their notable characteristics, Millennials are the first generation to grow up with the internet and tend to take less interest in or postpone the life goals of previous generations, like declining to marry, have children, buy a house, or own a car. Given the growth of Texas cities and the appeal of urban living to Millennials, it was surprising to discover no significant differences in the proportion of Millennials in Texas’ large metros when compared to the state as a whole.

Fig. 3.4 Millennials and Median Age in Texas’ Largest Metropolitan Areas

2010 POP.	MILLENNIALS (2021)	MEDIAN AGE (2021)
Austin-Round Rock-Georgetown MSA	30.5%	34.7
Dallas-Fort Worth-Arlington MSA	29.3%	35.2
Houston-The Woodlands-Sugar Land MSA	29.6%	34.9
San Antonio-New Braunfels MSA	28.0%	36.0
Texas (State)	28.4%	35.3

Information provided by ESRI.

However, within municipal limits, the percentage of Millennials tends to be slightly higher than in the metropolitan area. For example, in Austin, Millennials account for 33.9 percent of the population. In Houston, they are 31.4 percent. Despite these relatively small differences in Millennial composition by geography, this group has the potential to impact historic preservation in substantial ways. Millennials are currently in their household formation years—they are deciding in which communities they will work, buy houses, and establish families. They also will be seeking ways to contribute to these communities in meaningful ways.

In 2017, Millennials were the subject of an interesting study by the National Trust for Historic Preservation examining generational attitudes toward historic preservation. According to this research, Millennials:

- Highly value historic preservation and living in older neighborhoods
- Highly value authentic experiences and places
- Prefer historic downtowns to malls and shopping centers
- Want to support businesses in historic buildings and places

Baby Boomers and Generation X. Preceding Millennials are the Generation Xers, born between 1965 and 1980, and the Baby Boomers, born before 1964. Baby Boomers, once the largest generation, followed their parents in accelerating postwar suburban development. Today, with many Baby Boomers in their retirement years, their impacts on historic places have changed. Some Texas cities have attracted retirees and part-year “Winter Texans” from northern states, drawn to the warmer climate. Winter Texans comprise an important part of the economy in many Texas communities, especially those located along the Gulf Coast. Generation X comprises a cohort of 65 million people, smaller than the Boomers who preceded them and the Millennials who followed. Gen Xers have led less financially secure lives, tending to carry higher student debt, with those who bought homes at the height of the housing bubble in the early 2000s particularly impacted by the Great Recession. As a result, they face less secure retirements. Gen Xers receive the credit for being the early movers from the suburbs back to cities in the 1990s and, in that way, were preservation leaders.

Political Support. Given Texas’ diverse places, population, and socioeconomic trends, preservation practice faces varying degrees of support in local communities and regions. Stakeholder feedback from the various community engagement activities consistently points to the lack of new incentive programs and historic district designations at the local level, a result of challenging political environments for historic preservation in many Texas communities. Oftentimes, local decision-makers must balance historic preservation with private property rights. Governing bodies at all levels across the country have shown increasing reluctance to intervene in the marketplace through new preservation regulations.

Traditional Downtowns. Traditional downtown districts in Texas continue to see positive trends in adaptive use projects, with many projects spurred by historic preservation tax credits, as well as new infill developments that support a mix of new uses, including residential. Preferences for walkability and car-free living, especially among Millennials and younger generations, continue to make traditional downtowns attractive environments in which to live and work. However, despite these positive trends, population loss in rural Texas continues to impact the economic sustainability of rural downtowns, while Main Streets in urban parts of the state benefit from population growth. In addition, larger trends in the national economy are also affecting Main Streets, along with their small businesses. These macro changes and trends that began prior to COVID-19 were accelerated by the pandemic. The trends include:

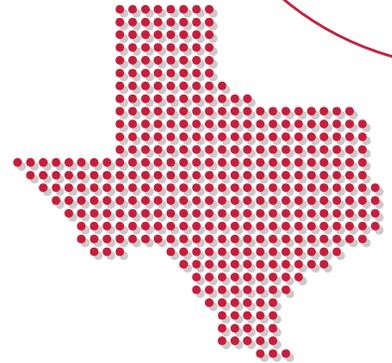
- **Online sales.** Many small businesses participate in online selling, helping expand their geographic and customer reach. At the same time, small businesses do not have the logistical capabilities, such as warehousing, of large online sellers.
- **Omnichannel sales.** The COVID-19 pandemic dramatically accelerated omnichannel sales allowing people to make contactless purchases through services like curbside delivery. Businesses use omnichannel sales to promote their products and services across different marketing approaches, devices, and digital platforms. Other omnichannel practices such as showroom stores with little or no inventory are also trending. Some Main Street businesses have been able to incorporate omnichannel practices. The showroom concept may be well-suited to smaller Main Street commercial spaces.
- **Delivery.** Technology-based meal delivery services have significantly impacted small, independent restaurants. These services often charge fees of 25 to 30 percent of the total bill, which typical restaurant economics and margins cannot support. New Texas legislation (Senate Bill 911, which went into effect on January 1, 2022) prohibits municipal and county governments from establishing fee caps.
- **Entertainment.** For many downtowns, restaurant dining and entertainment functions have grown as retail uses have shrunk in recent decades. The COVID-19 pandemic hurt many food and entertainment businesses, some closing either unable to overcome obstacles or unwilling to continue in the challenged environment. However, the expectation is that these uses will continue to be a bright spot for historic downtowns.

THE IMPACT OF HISTORIC PRESERVATION IN TEXAS

FEDERAL AND TEXAS HISTORIC PRESERVATION TAX CREDIT PROGRAMS

\$3,508,175,992

total Federal and State Part III investments from 2016 to 2020



TEXAS MAIN STREET PROGRAM

Total cumulative statistics since 1981

46,729

net jobs created

2

MILLION

volunteer hours dedicated to local Main Street Programs

\$1.4

BILLION

in building rehabilitation projects

\$5.2

BILLION

in both public and private reinvestment in designated Texas Main Street communities

HERITAGE TOURISM

\$4,142,240

invested in heritage tourism and marketing efforts represents cash and in-kind contributions from sources other than the THC

BENEFITS OF HISTORIC PRESERVATION FOR TEXAS COMMUNITIES



1 Culturally richer communities with the tangible presence of the past.

2 Economically resilient communities with revitalized downtowns and visitors seeking heritage tourism opportunities.

3 Developmentally sound, smart communities with a well-defined planning approach for preserving historic buildings.

4 Environmentally conscious communities that reuse historic buildings rather than disposing of them in a landfill.

5 Knowledgeable communities that understand the meaning of the past and its cultural dimensions.

SURVEY AND DOCUMENTATION

Section 106 of the NHPA requires federal agencies to consider the impact their projects may have on archeological and above-ground historic resources. Any project that involves federal funding, permits, or federal or tribal land must comply with this act. Surveys are important in identifying properties in neighborhoods, communities, and counties, helping to raise awareness of local planning efforts. Surveys also maintain a record of the current state of historic and cultural resources in Texas. As surveys become more modernized with the use of digital technologies, the THC is digitizing survey records to make them accessible to the public in an online format. For example, the THC partnered with the University of North Texas to scan the black-and-white photographs in the THC survey library taken by agency staff in the 1970s and 1980s. These resources are available online through the university's *Portal to Texas History*.



Current Survey Standards and Guidelines

The THC maintains the Texas Historic Sites Inventory, the archive for local survey efforts in the state. The inventory includes information and photographs for over 100,000 historic resources, also mapped on the Texas Historic Sites Atlas. Since 2016, 21 CLG-funded survey projects have documented 15,690 historic and cultural resources.

Upon request, the THC provides a free Historic Resources Survey Packet online for anyone interested in conducting a historic resources survey. The packet includes PowerPoint presentations with step-by-step instructions on how to identify, document, evaluate, and assess historic and cultural resources. The THC also maintains and distributes a Historic Resources Survey Manual with survey forms, photo logs, photo labeling protocols, a National Park Service photo policy sheet, and links to several research guides for how to conduct research.

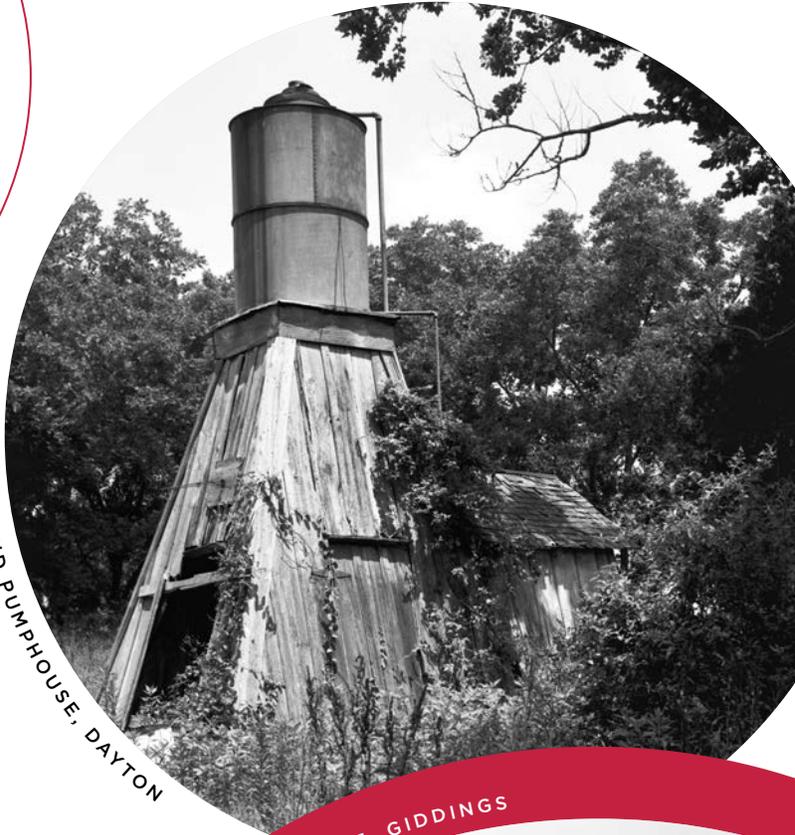
For archeological and cultural resources, the THC provides step-by-step guidance on the agency website on how to apply for restricted cultural resource information and necessary archeological permits. The THC also offers guidance on preparing cultural resource management reports and applying current curation standards and procedures following guidelines from the Council of Texas Archeologists.

CITY MEAT MARKET, HALLETTSVILLE





SOUTHERN PACIFIC DEPOT, LIBERTY



HOUSE AND PUMPHOUSE, DAYTON



GEORGE S. WHITE HOUSE, WEATHERFORD



LEE COUNTY COURTHOUSE, GIDDINGS

CURRENT AND EMERGING HISTORIC CONTEXTS

Contexts, organized by themes, help establish the broader patterns and periods of history that influence the historical development of places and communities. To evaluate the importance of a historic or cultural resource, the resource must demonstrate an association with a relevant context period, or theme. While the THC does not currently maintain a comprehensive listing of all historic contexts, the following are the most common themes reflected in statewide historic preservation efforts: agriculture, architecture, commerce, community planning, entertainment, ethnic groups, government, industry, recreation, religion, social history, Texas precontact history, and transportation.

Trends in historic preservation across the state indicate a growing interest in historic and cultural resources associated with communities underrepresented in the National Register, local landmark designations, and district inventories. These include resources associated with women's history, African American, Hispanic, and Asian American communities, Indigenous Peoples, and rural properties in general. As they reach 50 years, local communities increasingly recognize examples of Late Modernist and Post-Modern architecture as worthy of assessment and consideration for designation and preservation. The photos below show examples of underrepresented National Register-listed resources in communities around Texas.

SEGUNDO BARRIO, EL PASO COUNTY



SEGUNDO BARRIO, EL PASO COUNTY

ANDERSON STADIUM, TRAVIS COUNTY





EGYPT PLANTATION, ENSLAVED QUARTERS, EGYPT

HISTORIC AND CULTURAL RESOURCES INVENTORY

The THC has several preservation programs used to identify historic and cultural resources throughout Texas. In doing so, the THC is able to develop resources to promote tourism, educate the public about historic preservation, and most importantly, tell the stories of Texas. Below is a brief inventory of the state's historic and cultural resources:



WORLD HERITAGE SITES

Designated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO), a World Heritage Site is a landmark or site worthy of preservation due to its exceptional importance and universal cultural value. There is one World Heritage Site in Texas: the five Spanish Colonial missions in the San Antonio area, including the Alamo, as well as their associated irrigation and agricultural lands.



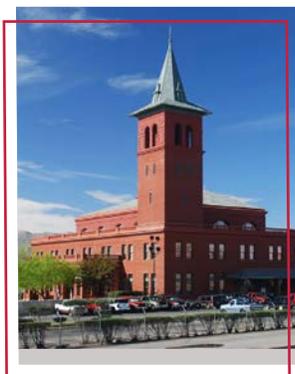
NATIONAL HISTORIC LANDMARKS

National Historic Landmarks are historic properties that illustrate the heritage of the United States. NHLs include buildings, sites, structures, objects, and districts. Designated by the United States Secretary of the Interior in consultation with the SHPOs, each NHL represents an outstanding aspect of American history and culture. There are currently 49 NHLs in Texas.



NATIONAL REGISTER OF HISTORIC PLACES

The NRHP is the official list of the nation's historic places that have been determined worthy of preservation. Authorized by the National Historic Preservation Act of 1966, and administered by the National Park Service, the NRHP is a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources. The NRHP includes buildings, structures, sites, objects, and districts. As of 2022, there are 3,500 Texas properties listed in the National Register.



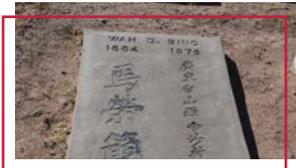
STATE ANTIQUITIES LANDMARKS

State Antiquities Landmarks are historic and cultural resources on non-federal public lands that receive legal protection under the Antiquities Code of Texas. The Antiquities Code defines all historic and cultural resources located on private and non-federal public lands that are eligible for SAL designation. Such properties must also have a National Register designation. Property owners must consent to designation and must purchase and display a SAL marker. The Code requires state agencies, cities, counties, river authorities, municipal utility districts, and school districts to notify the THC of ground-disturbing activity on public land and work affecting state-owned historic buildings. There are currently 2,961 Texas SALs.



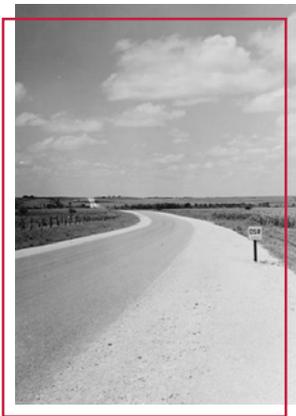
RECORDED TEXAS HISTORIC LANDMARKS

Recorded Texas Historic Landmarks are properties determined to be historically and architecturally significant. The THC awards RTHL designation to buildings at least 50 years old that are important for their architectural and historical associations and retain architectural integrity. The designation comes with a measure of review by the THC for proposed alterations, additions, or demolitions of buildings designated as RTHLs. There are more than 3,800 RTHLs.



HISTORIC CEMETERIES

There are an estimated 50,000 cemeteries in Texas, ranging from many acres to small collections of unmarked graves. Many are at risk from vandalism, neglect, development encroachment, and even a lack of knowledge regarding their locations.



HISTORIC ROADS AND HIGHWAYS

Established in 2009, the Texas Historic Roads and Highways Program seeks to identify, document, and interpret the state's historic highways and roadways. Under this program, the THC and TxDOT developed a historic context for Texas highways, completed cultural resource surveys for portions of the Bankhead and Meridian highways, and added road-related resources to the THC's Texas Historic Sites Atlas. The THC and TxDOT have also published research for the Bankhead, Del Rio-Canadian, East Texas, Meridian, North Texas, Old Spanish Trail, Route 66, and El Camino Real highways, in addition to completing numerous surveys regarding roadside architecture and historic Texas highway signage. There are now 56 designated Historic Roads and Highways across the state.



ARCHEOLOGICAL RESOURCES

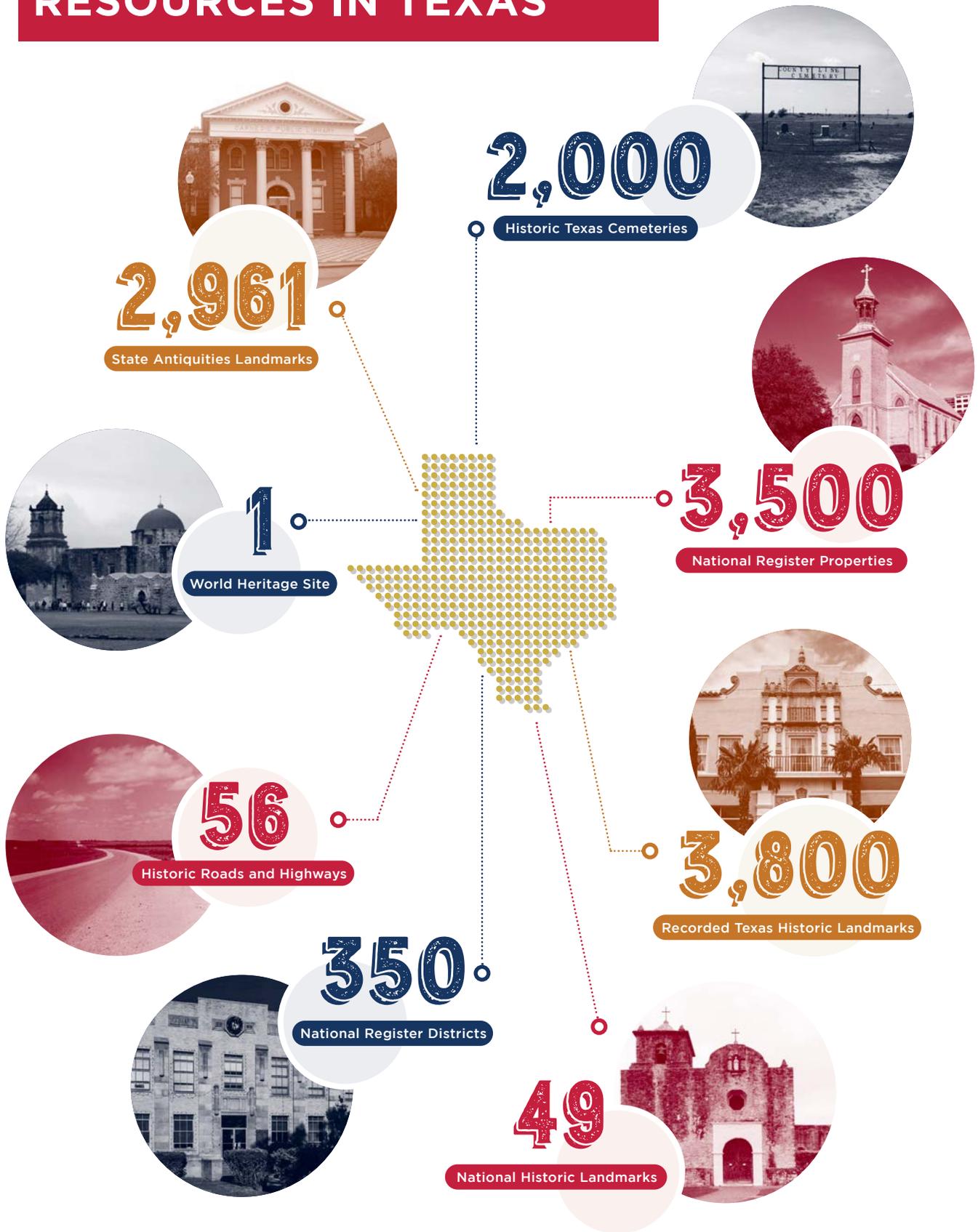
The THC's Archeology Division assigns a staff archeologist to assist landowners and communities across eight different land regions and one maritime region that incorporates all of the coasts, rivers, and lakes in the state. The division also reviews public construction projects that may impact archeological sites, administers the SAL designation program for cultural resources, issues state permits for project excavations, and records and evaluates archeological sites. There are currently more than 80,000 archeological sites recorded in the state. In addition, the Texas Department of Transportation has created predictive models for locating the presence of precontact sites throughout Texas.



MARITIME RESOURCES

The THC is responsible for the protection, preservation, and investigation of historic shipwrecks in all state-owned waters. Underwater archeological resources include boats, ships, and historic settlements flooded by the rising sea level. One of the best-known marine archeology projects is the excavation of *La Belle* in the late 1990s. Since then, the THC has maintained a database of over 2,000 shipwrecks along the coast of Texas.

HISTORIC AND CULTURAL RESOURCES IN TEXAS



INTANGIBLE HERITAGE

Intangible resources are the collection of knowledge and skills passed from one generation to the next, including oral traditions, literature, performing arts, rituals, or even cultural spaces. Intangible resources are important as they reflect both the past and the present. They are community-based, since local communities recognize, maintain, and transmit traditions and customs.

While the THC does not keep a database or list of intangible resources in Texas, THC staff frequently encourage the use of oral histories to contribute to the development of historic contexts. First-person accounts or memories of events help shape our general understanding. Recently, the THC has partnered with federally recognized Native American tribes in Texas to preserve their basket-weaving practices using native plants at Caddo Mounds State Historic Site. Identifying intangible resources requires those ancestral to or familiar with the practices or stories to share them with others. The THC is committed to continuing the exploration and research of intangible resources related to Indigenous Peoples in Texas, and their inclusion in survey reports and resource nominations.

DISASTER PREPAREDNESS

Over the last century, different types of natural disasters have impacted historic and cultural resources in Texas. In the aftermath of Hurricane Harvey in 2017 and the tornadoes and ice storms of more recent years, the need to better prepare communities for disaster response and recovery is clear. Disaster planning minimizes the risk to both people and property, and when it comes to historic properties, protecting those assets from loss requires knowing what resources are of the greatest value to a community, the specific hazards that threaten those resources, and the options for adapting them to future hazards and disaster events. This section summarizes disaster vulnerabilities at a regional level, with particular attention to the most prevalent disaster types in the state, including hurricanes, tornadoes, wildfires, coastal and riverine flooding, and extreme winter weather.

History of Texas Disasters

Written records, physical evidence, and oral traditions document the more than 500-year history of natural disasters in Texas. Much of this documentation focuses on water-related events such as tropical storms and hurricanes, given that water was a primary mode of transportation up until the advent of railroads in the 1870s. Coastal protection only became part of local planning discussions when a new seawall was necessary after a devastating hurricane hit Galveston in 1900. Today, TDEM has the responsibility of recording disaster events in the state, as enumerated in the Texas Hazard Mitigation Plan.

In a 2009 report, *Texas Hurricane History*, the National Weather Service documented nearly 500 hurricanes and 122 tropical storms since 1527. According to the report, hurricanes strike Texas approximately every six years. Despite the



damage such storms bring to communities, the National Weather Service noted that tropical storms can relieve drought-stricken portions of the state. Other scientists continue to study and assess trends in natural disasters.

Evaluating Risk

Historic and cultural properties in Texas are at risk due to the increasing likelihood of a hazard event, potential exposure to hazards, and vulnerability of the individual resource. The vulnerabilities of individual resources are difficult to quantify as they depend on site-specific variables, such as location in a flood plain or a forest prone to drought and fire. Therefore, owners or stewards of such properties should assess such vulnerabilities with trained experts who can evaluate the ability of a site, building, or even a museum collection to withstand a hazard.

At the statewide level, projecting the frequency of future disaster events can help bring a greater understanding of the potential risk to the state's historic and cultural resources. Agencies and organizations can undertake such an assessment by using a GIS-mapped database of historical hazard events and overlaying it on another GIS-created map of landmarks, districts, and sites in the state. The THC maintains an online database, the Texas Historic Sites Atlas, which holds records of historic places in the state in a GIS database format, including Texas' state historic sites, county courthouses, public and private museums, buildings, districts, and historic cemeteries.

In addition to these data sources, FEMA maintains the National Risk Index, which establishes an overall risk score for each county in the United States based on the expected annual loss from natural hazards, the vulnerability of each community, and a basic assessment of a community's ability to adapt to hazards given its socioeconomic conditions. The Index is not suitable for assessing risk to individual historic properties, given its focus on countywide impacts on agriculture and local housing. However, the Index can help to predict expected hazards across Texas and the projected frequency of 18 types of natural hazards compiled from historic weather data provided by NOAA or other federal agencies. The types of disaster events most likely to impact historic and cultural resources in Texas, defined by the Index and FEMA, include:

- **Coastal Flooding:** when water inundates or covers normally dry coastal land as a result of high or rising tides or storm surges.
- **Hail:** a form of precipitation that occurs during thunderstorms when raindrops in extremely cold areas of the atmosphere freeze into balls of ice before falling toward the earth's surface.
- **Hurricane:** a tropical cyclone or localized, low-pressure weather system that has organized thunderstorms but no front (a boundary separating two air masses of different densities) and maximum sustained winds of at least 74 miles per hour. The hurricane data in the index also includes tropical storms for which wind speeds range from 39 to 74 miles per hour.
- **Lightning:** a visible electrical discharge or spark of electricity in the atmosphere between clouds, the air, and/or the ground, often produced by a thunderstorm.
- **Riverine Flooding:** when streams and rivers exceed the capacity of their natural or constructed channels and water overflows the banks, spilling into adjacent low-lying, dry land.

- **Strong Wind:** damaging wind, often originating from thunderstorms, classified as exceeding 58 miles per hour, excluding hurricane winds.
- **Tornado:** a narrow, violently rotating column of air that extends from the base of a thunderstorm to the ground and is visible only if it forms a condensation funnel made up of water droplets, dust, and debris.
- **Wildfire:** an unplanned fire burning in natural or wildland areas, such as forests, shrub lands, grasslands, or prairies.
- **Winter Weather:** consists of winter storm events in which the main types of precipitation are snow, sleet, or freezing rain.

Several other hazards, such as heavy rains, cold and heat waves, and drought may threaten crops or have important life safety implications, but do not represent significant threats to most historic properties. Such hazards, however, may have economic ramifications that impact historic resources, such as ranches and cultural landscapes.

Several disaster types often occur together. For example, hurricane impacts may extend over thousands of square miles and may cause combinations of coastal flooding, riverine flooding, high winds, lightning, and tornadoes. Systems of damaging thunderstorms also may travel over hundreds of miles and often include a combination of strong winds, hail, lightning, tornadoes, and sometimes riverine flooding. The FEMA Index does not include these correlations and simply considers the occurrences or frequency of each type of hazard separately. The FEMA data also compiles weather records for each hazard and provides the annual frequency of occurrence of each hazard by county. Depending on the original data source, which may vary from one federal agency to another, data may extend back 20 to 40 years. For most hazards, the FEMA database only indicates the frequency of occurrence and does not indicate the event magnitude or intensity.

In the GIS analysis, FEMA ranks all Texas counties by frequency of occurrence for each hazard and then maps each county into four broad hazard groups: the top 25 percent, middle-upper 25 percent, middle-lower 25 percent, and bottom 25 percent. To assess the vulnerability of historic resources, three categories of historic resources, state historic sites, public and private museums, and National Register-listed buildings and districts were then evaluated by layering the historic resources datasets over the frequency of occurrence maps. These are just several of the primary historic resources of interest statewide, although hazards may impact other historic places and properties as well.

Assessment and Implications

The GIS analysis indicates the potential scale of impacts of natural hazards on historic properties in Texas. Based on counties with the top 25 percent frequency of occurrence of each hazard, hurricane, tornado, and lightning hazards affect the largest number of properties, each with approximately 270 museum sites and 1,180 National Register properties potentially impacted. Strong winds and hail form the next most frequent potential hazards, with about 180 to 220 museums and 745 to 850 National Register properties at risk. Wildfire risks are much smaller statewide, with 126 museums and 337 National Register properties at most risk. Winter storm risks potentially impact 113 museums and 234 National Register properties. In each case, however, the number of sites is too large to list individually. Mapping potential risks by the county should assist local property managers in identifying whether their property is within one of the counties with the highest potential impact.

Fig. 3.5 Potential Scale of Natural Hazard Impacts to National Register Properties

Flood risks are more difficult to assess statewide since many counties do not have FEMA flood maps. Approximately one-half of Texas counties have FEMA flood maps. Of those counties, individual properties are then identified that may be located in or near a FEMA flood zone. Potential impacts to properties include 43 to 57 museums, along with 177 to 239 National Register properties, in coastal or riverine flood zones respectively.

In regard to THC's state historic sites, 34 sites are susceptible to potential hazards, with most located in northeast, southeast, or north-central Texas. These sites are located in counties that have the highest risk of severe thunderstorms with associated high winds, hail, lightning, and tornadoes. Some coastal sites may be in the primary zone for hurricane impacts but are counted only once for general hurricane exposure, which may include high winds, lightning, hail, and tornadoes. Numerous sites affected by five hazard types include Eisenhower Birthplace, Fort Griffin, Fulton Mansion, Goodnight Ranch, Sabine Pass Battleground, Sam Bell Maxey House, Sam Rayburn House, and Starr Family Home. Four hazard types affect other sites: Acton, Caddo Mounds, Confederate Reunion Grounds, and San Jacinto Battleground. These sites make up a third of the THC-managed sites which are susceptible to a significant number of varying hazard types.

Planning For Disasters

An essential first step in assessing disaster risk is the identification and profiling of hazard events. By researching past disaster history, documenting the impact on historic communities, reviewing state and local mitigation, emergency preparedness, response, and recovery plans, and reaching out to communities that have experienced recent disasters, state-level agencies and local governments can better prepare for natural disasters.

Communities must determine their preservation priorities as soon as possible rather than waiting until a disaster event is predicted or has occurred. The first step is identifying the most threatened resources, those most vulnerable to hurricanes, extreme storms, flooding, ice storms, or wildfires. Communities must prioritize efforts to maintain emergency contact lists that include relevant federal, state, and local agencies, as well as tribal entities. The next logical step for communities is to engage and educate local stakeholders on potential adaptation and mitigation strategies. In addition, preservationists now have new guidance from the Secretary of the Interior on such strategies. It is essential to disseminate this information to property owners and to recommend ways in which local decision-makers can incorporate it into local preservation, floodplain management, hazard mitigation plans, historic district guidelines, and other land use ordinances in response to disaster threats.



HURRICANE HARVEY DAMAGE, GALVESTON



MARATHON REGIONAL WORKSHOP

CHAPTER 4

A FRAMEWORK FOR ACTION —PLANNING THEMES, GOALS, AND OBJECTIVES

Building on the identified planning themes, the following goals and objectives will guide statewide preservation efforts over the next ten years. Each theme presents a planning goal along with a series of objectives that outline strategic actions at the state and local levels. State-level objectives concern the potential actions and initiatives of a number of statewide organizations, institutions, and agencies while local-level objectives refer to efforts undertaken by local governments, nonprofits, and other preservation partners. See Chapter 5: Partners in Implementation for a description of potential state and local-level partners in SWP implementation.

The goals and objectives aim for a resilient heritage—a future that enhances the ability of preservation stakeholders and partners to respond and thrive in the midst of seen and unforeseen challenges to the stewardship of Texas’ historic and cultural resources. While several planning strategies may include THC programs as important elements for statewide and local action, this Plan invites preservation partners and all Texans to participate in its implementation and to pursue and integrate its goals and strategies into local preservation efforts.



DOWNTOWN SAN ANGELO

THEME #1**Engaging the Public and Promoting Preservation's Benefits**

Preservation stakeholders recognize and agree that engaging the broader public and promoting the many economic, social, and environmental benefits of historic preservation are essential priorities. During the stakeholder engagement process, many workshop attendees and respondents to the statewide survey cited declining political support, reductions in municipal preservation planning staff, and dwindling volunteer participation in preservation activities as significant impediments to advancing preservation efforts. In the smaller, rural areas of the state, declining populations, lack of resources, and budgetary constraints often limit local capacities. In rapidly growing and urbanizing communities, local decision-makers and government administrations may focus more on managing new development than on preservation efforts.

OPPORTUNITIES

Engaging and educating community stakeholders and decision-makers will require new strategies and approaches to overcome the challenges of appealing to a wider range of partners and collaborators. For instance, given the growing diversity of Texas communities, finding ways to connect to new and different audiences with person-to-person efforts may be more useful than newsletters and social media announcements. These person-to-person efforts may also require preservationists to forge new partnerships with community leaders and organizations that already know the local realities of their communities, histories, and cultures.

As an example, the buildingcommunityWORKSHOP—a nonprofit community design and development organization with offices in Dallas, Houston, and Brownsville—works with a variety of neighborhoods and constituencies on enhancing local livability and quality of life. In 2018, the organization received an African American Civil Rights Grant from the NPS to conduct a storytelling and oral history project to document the lives of descendants of Dallas' historic Freedman's Town during the civil rights period. The project was in response to the growing development pressures and demolitions occurring in Dallas' Oak Cliff neighborhood and its Tenth Street Historic District, which encompasses Freedman's Town. Entities such as buildingcommunityWORKSHOP can serve as effective partners and portals into communities that may not ordinarily participate in preservation endeavors.

There will always be an ongoing need for education and outreach efforts that demystify and explain preservation programs, including direct, in-person engagement as an important tool for building bridges to new audiences. The information must also be available in accessible

formats to all interested stakeholders. In addition, preservationists must make concerted efforts to reach new stakeholders in rural areas, under-resourced communities, and places where preservation may provide opportunities for revitalizing community character and vitality. Training and education also help bridge knowledge gaps, providing a basis for local leaders and stakeholders to make well-informed decisions.

Today, historic preservationists must be big-picture thinkers and advocates for the holistic development of their communities in which historic preservation plays an integral role. Historic preservation contributes to a community's economic and social well-being and to the vitality, authenticity, and resilience of places. It also maintains collective memories and culture. These benefits are significant and worth articulating to local government officials and property owners in robust discussions and targeted outreach efforts. In this post-COVID recovery period, the combination of in-person engagement and advancing digital technologies can provide the means to reach those who have not previously participated as well as current advocates and trained preservation professionals. This theme's goal and action strategies provide direction for offering opportunities for engaging more decision-makers and stakeholders in the Texas preservation movement.

GOAL

Engage and inform stakeholders and decision-makers through effective dialogue, education, outreach efforts, and new partnerships that promote historic preservation in Texas communities.

STATE-LEVEL OBJECTIVES:

OBJECTIVE #1.1



Provide educational and technical assistance programs aimed at promoting preservation's benefits and at reaching broader, more diverse stakeholders across the state.

During the planning process, Texas preservation stakeholders identified the need for accessible educational programs that can help explain and describe preservation programs and their benefits. Educational programming could be made available through both in-person workshops and online webinars targeted to local historic preservation commissions and nonprofit preservation organizations, as well as planning and economic development agencies, civic and business entities, environmental advocates, allied professional organizations, and groups associated with underrepresented communities.

Implementation Actions:

- Identify new partner agencies, organizations, and networks that can assist in training efforts that target new participants, multiple generations, and underrepresented and under-resourced communities in historic preservation.
- Design, format, and deliver preservation training and educational programs for a broad range of community stakeholders in addition to preservation professionals.
- Create and distribute with partner entities publications and information packets using print, webinars, and collaborative workshops.
- Provide updated data that showcase the economic, social, and environmental benefits of Main Street revitalization, heritage tourism, adaptive use, and other aspects of historic preservation in relation to community development.
- Explore ways to organize and promote a comprehensive listing of preservation-related educational opportunities offered by various traditional and nontraditional partners throughout the state.
- Develop new outreach initiatives and training programming targeted to local decision-makers as part of community forums, roundtables, and planning initiatives.
- Develop toolkits on community engagement and consensus-building methods and processes for CLGs and local governments.

Reach and Impact:

Educational programs can help enhance the understanding of preservation's benefits on the part of local policy- and decision-makers. Other potential impacts may include the number and diversity of new groups and partner networks engaged in outreach and education efforts, and the use of new digital platforms and other venues and collaborations for promoting opportunities for education and training.



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #1.2**

Seek new partnerships with government agencies, nonprofits, neighborhood leaders, and nontraditional entities in engaging new stakeholders in local preservation efforts.

Broadening partnerships and partnership networks at the local level can help boost the messaging of the critical roles historic preservation plays in community vitality and quality of life. Participation from nontraditional partners, such as art organizations, planning and economic development agencies, and environmental and social justice groups can help foster a greater understanding of the connections between preservation and the other quality of life, social, and economic factors that contribute to quality, livable communities.

Implementation Actions

- Identify, inventory, and engage local agencies, community organizations, and other entities with affiliated interests or that have special relationships and connections to particular groups that have not previously participated in local preservation efforts.
- Recognize and address barriers to local participation from underrepresented and under-resourced communities.
- Use new partnerships to offer educational and training opportunities for youth and young adults as well as for preservation professionals and those desiring to learn more about the preservation field.
- Network with various local, regional, and statewide foundations, government granting agencies, and other nontraditional partners in funding educational and outreach initiatives.
- Collaborate with local schools, colleges and universities, historic sites, libraries, museums, heritage tourism organizations, and other related organizations to provide training, internships, and education programs that allow new participants to learn and initiate their own ventures in historic preservation.

Reach and Impacts

Forming new collaborations with both traditional preservation partners and nontraditional entities can help generate new levels of commitment, curiosity, and enthusiasm for preservation endeavors in communities. It can also facilitate the participation of underrepresented populations and youth and young adults seeking to learn local history and take part in mission-oriented work important to them. Potential measurable impacts include the diversity of new groups and partners participating in local preservation efforts, and new funding sources that support those initiatives.

CADDO MOUNDS STATE HISTORIC SITE, ALTO



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #1.3**

Organize ongoing outreach and communications programs that inform decision-makers and stakeholders about the impact of local preservation activities on community livability.

Local decision-makers need facts and information for how historic preservation complements and supports various community development needs, from creating jobs and businesses to maintaining desirable places and neighborhoods. Regular outreach and communication efforts that provide data, evidence, and case studies can help create a greater understanding of how preservation drives the economic, environmental, and social well-being of communities.

Implementation Actions

- Organize yearly outreach programs, such as “state of preservation” luncheons, annual meetings, summits, and forums with elected officials that showcase preservation successes, opportunities, and key advocacy needs.
- Create new events and host them in downtowns, neighborhoods, museums, and other historic places as ways to raise stakeholder awareness of preservation’s positive impacts and contributions to community vitality.
- Take part in training programs and educational resources offered at the state and local levels in public relations, data gathering, and community engagement methods.
- Prepare concise informational handouts, pamphlets, and postcards for distribution to local stakeholders and formatted in ways for editing future content.
- Create multilingual publications and materials for diverse groups interested in supporting and participating in local preservation efforts.
- Undertake consensus-building processes and educational campaigns with key leaders, property owners, and residents when implementing preservation policies and designating landmarks and districts.

**Reach and Impacts**

Key performance measures include new outreach events created, the number of new stakeholders and communities engaged, and new data, facts, and information collected demonstrating preservation’s benefits. Such efforts provide the opportunity to reach the general public and key decision-makers beyond traditional preservation stakeholders.

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #1.4**

Enhance the use of current and emerging design and digital communication technologies for engaging new audiences.

The digital age with its social media and communication platforms provides many avenues in which to connect and transmit information among preservation stakeholders. However, preservation professionals and advocates usually focus their person-to-person and digital engagement efforts on other preservation stakeholders and related organizations in their communities, not always on the broader public and individuals and groups that may have similar and overlapping interests. Boosting and enhancing the use of digital technologies in communicating the preservation message can attract new advocates and build more diverse and supportive local constituencies for preservation.

Implementation Actions

- Develop new websites and information materials incorporating engaging written and graphic content that informs as well as inspires both preservation advocates and a broader set of stakeholders to local preservation efforts.
- Identify content gaps in existing websites that help describe historic preservation's benefits, impacts on the local community, and success stories, along with other information that promotes broader participation and involvement.
- Partner with local schools, colleges and universities, preservation professionals and advocates, preservation network contacts, and emerging voices within communities to provide graphic design assistance and original content for use in digital platforms.
- Utilize to the fullest extent available digital communication platforms and social media applications in local advocacy and preservation efforts.
- Ensure all print and digital content, information materials, recommendations, and handbooks, for example, are widely available, discoverable, and accessible to everyone, including those who may not be fluent in English.
- Craft new website or social media content to emphasize compelling preservation stories and the mission of local preservation organizations to attract youth and young adult participation.
- Promote existing digital platforms and data sources to aid in the sharing of information.
- Connect preservation partners, community decision-makers and other stakeholder groups through co-creating tools and other online platforms to discuss ideas and implement projects that strengthen networks and advance local preservation efforts.

BUILDING 98 MURAL, MARFA



Reach and Impacts

Digital technologies and social media are the simplest, most straightforward way to reach new audiences and convey the benefits of preservation, especially among younger generations. Additionally, these delivery systems can disseminate timely data and messaging efficiently as well as economically. Key performance measures include the creation of new websites with enriched content and the increased use of social media platforms by preservation organizations. While this approach is quite commonplace, preservation organizations can diversify methods by working with partners from related fields to develop a fresh, nontraditional approach to messaging. Preservation organizations should also work with students, interns, and young professionals to develop a better understanding of how to cultivate the next generation of preservation advocates using digital technologies, in addition to print and in-person methods.

COMMUNITY-LEVEL OBJECTIVE:

OBJECTIVE #1.5

Explore effective engagement methods in garnering new advocates and forging new partnerships in diverse communities that build a new preservation constituency and offer opportunities for understanding local histories and other aspects of community heritage.

Texas continues to become more culturally, racially, ethnically, and generationally diverse each year. Prioritizing the participation of underserved or underrepresented communities in local historic preservation initiatives can not only help in illuminating their stories and histories but also in gaining new advocates who lead to preservation progress. In many cases, such diverse peoples and communities acknowledge and embrace the transformative roles preservation plays in their communities and quality of life. In other instances, historic preservation can spark concern regarding fairness, inclusion, and unwanted change in neighborhoods and places. Finding effective ways in which to engage diverse communities allows preservation partners, advocates, and local policy leaders to create appropriate and sensitive solutions to the preservation issues that matter to such communities.

Implementation Actions

- Seek partnerships and collaborate with nontraditional partners, nonprofit community development organizations, faith groups, and the network of leading voices in diverse communities to facilitate participation in local preservation work.
- Use storytelling exercises, deep listening sessions, co-designing practices, festivals, creative workshops, and informal gatherings as part of community consensus-building processes or to understand cultural touchstones and assets important to diverse communities.



- Engage “overlooked” stakeholders—young people, artists, business owners, religious leaders, seniors, and housing advocates, for instance—to gain a shared understanding of local heritage that produces effective preservation outcomes.
- Pursue the support of foundations and other funding entities in engagement work and learning opportunities for youth and diverse and multigenerational communities.

Reach and Impacts

Diverse communities can become important and integral advocates for local preservation priorities, but the preservation community must ensure individuals within these communities have access to information and avenues for participation that align with their personal preservation priorities. Finding new partners and using new engagement methods can help develop strategic alliances, trust, and commitment to the preservation and quality of places, neighborhoods, and communities. Key impacts include increased participation in local preservation endeavors by diverse communities, new preservation and educational opportunities created by engagement efforts, and the development of new partnerships with nontraditional and allied interest groups and organizations.



SOURCE: POWEROFPRESERVATION.ORG

SAN ANTONIO AND THE POWER OF PRESERVATION

Founded in 2012, the Power of Preservation Foundation in San Antonio serves a central mission of financially supporting several outreach and educational initiatives of the City's Office of Historic Preservation, including its neighborhood “rehabarama” projects, “rehabber” workshops, and Living Heritage Trades Academy, a program that provides training in traditional building construction. In addition, the Foundation organizes several outreach initiatives, including its annual PROM fundraising event, and partners with local colleges and universities to offer learning labs and virtual training opportunities aimed at fostering a stronger, more well-informed network of preservation advocates throughout the city. Since 2012, the foundation's support and involvement in its hands-on initiatives has helped rehabilitate and preserve more than 190 buildings across San Antonio. Its latest venture is a partnership with a local architecture firm to demonstrate the potential of incorporating sustainable design features for the historic Kelso House.

FORT DAVIS

THEME #2**Identifying and Preserving Historic and Cultural Resources**

Preserving historic and cultural resources is important in telling the diverse and authentic stories of Texas for the education, enjoyment, and economic benefit of present and future generations. Sound preservation planning begins with survey and documentation work that provides the background for understanding which historic and cultural resources may benefit from recognition and preservation. Surveys also help raise awareness among Texans of which buildings, sites, and places matter for local land use planning, heritage tourism, downtown revitalization, neighborhood conservation, and disaster resilience. Surveying and documentation are essential preservation activities.

OPPORTUNITIES

Recent surveys and National Register nominations in the state indicate emerging interest in underrepresented communities and Postmodern architecture. For instance, Travis County completed surveys documenting Mexican and African American community settlements, including associated religious buildings and cemeteries. In Austin, the recent listing of Anderson Stadium in the National Register recognizes the last surviving example of a football stadium constructed solely for a segregated African American high school. In 2021, a National Register historic district nomination was completed for the Segundo Barrio neighborhood south of downtown El Paso, a dense, mixed-use district, historically serving a predominantly Mexican American, but also African American, Chinese American, and Jewish American population since the 1880s. In 2011, the City of Houston designated the Glenbrook Valley neighborhood—composed of mainly Midcentury Ranch homes—as a local historic district. Such progress may lead to similar surveys, National Register nominations, SALs, RTHLs, and other documentation and designation efforts across the state.

Each year new historic and cultural resources reach 50 years of age. Surveying these resources, as well as identifying new themes and property types, will be key to understanding them within their local, state, or national contexts. In particular, further study of underrepresented communities and the development of historic contexts related to the Late Modern and Postmodern movements will be necessary to interpret and preserve these resources. These efforts will afford Texans the opportunity to tell a more complete, inclusive story of the past and understand the individuals and historic resources that transformed Texas' urban and rural landscape in the mid- to late-20th century.

DATA MANAGEMENT AND TECHNOLOGIES

The Texas Historic Sites Atlas, administered by the THC, continues to serve as a principal GIS-based repository of historic resources data for Texans, incorporating National Register nominations, SAL and RTHL designations, HTC, and museums from around the state. A companion website, Texas Beyond History, managed by TARL, provides basic information about cultural and archeological sites around the state, although it does not provide access to GIS data. Across the state, communities are using new GIS and digital technologies to provide ready access to survey data and historic properties, allowing them to conduct analyses and assessments related to property values and vacancy, housing and neighborhood conditions, and resource locations near hazard-prone areas. For instance, in 2019, the City of San Antonio commissioned a housing study, *Opportunity at Risk: San Antonio's Older Affordable Housing Stock*, employing an extensive GIS data analysis approach to demonstrate how the rate of housing demolition over the last decade impacted the city's attainable housing supply. The City of Abilene uses RuskinArc, a digital survey software program, to provide the public online access to survey information on its more than 400 properties located in five National Register districts, an initiative supported by a THC grant. The use of such technologies not only offers better access to information but also elevates the awareness of protecting and preserving resources for the economic, social, and environmental well-being of communities.

GOAL

Promote the identification and designation of both tangible and intangible historic and cultural resources that represent Texas' rich and diverse heritage.

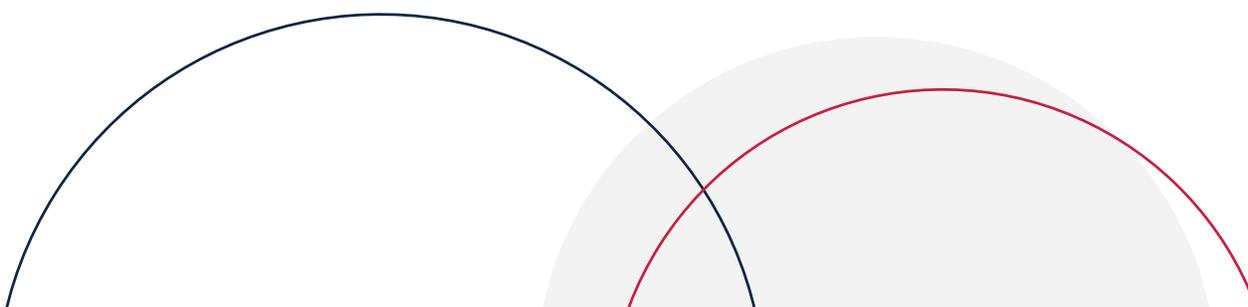
STATE-LEVEL OBJECTIVES:

OBJECTIVE #2.1



Guide survey and documentation efforts that lead to new designations and recognition of important historic and cultural resources throughout the state.

Historic resources surveys and documentation provide the framework for communities to understand the importance and significance of their historic and cultural resources. Identifying such resources can help communities integrate this information into local planning documents and community development efforts.



Implementation Actions

- Promote the use of CLG grants and other educational and training resources that encourage historic resources surveys and National Register listings, SALs, and RTHL designations of historic and cultural resources associated with underrepresented communities and Late Modernist and Postmodern architecture.
- Encourage the integration of survey and documentation data into state and local planning efforts.
- Maintain, continually update, and make readily accessible on websites a general listing of relevant National Register nominations that illustrate particular context themes to aid local communities in their documentation efforts.
- Update existing context and research documents whenever feasible and possible for cultural resource management needs, heritage tourism, and a variety of preservation planning purposes.

Reach and Impacts

Providing guidance and assistance to communities and preservation partners can help lead to the identification and recognition of important historic and cultural resources through surveys, context research, oral histories, and designations. It can also help engage new partners, audiences, and communities that may not have previously considered nor participated in documentation initiatives, helping to diversify and expand the types of properties and places designated and preserved for the future.



STATE-LEVEL OBJECTIVE:**OBJECTIVE #2.2**

Enhance the use of technology to make data and information more readily accessible for preservation planning needs.

Leveraging the use of existing information technologies and the thoughtful collection of useful data can help advance the work of state agencies and local partners in preservation planning. Existing data sets and technologies provide foundational information for identifying existing resources, such as places listed in the National Register or locations for historical markers. However, in today's world, emerging historic preservation needs demand that local partners use new technologies to collect new types of data that explain and validate preservation's value to communities. For example, consider data that demonstrates preservation's economic impact from heritage tourism and downtown revitalization or the vulnerabilities of historic resources to future natural disasters. This data can shed light on critical preservation planning priorities for both state agencies and local communities.

Implementation Actions

- Incorporate new data sources, such as cultural resource management reports, where feasible and appropriate in the Texas Historic Sites Atlas.
- Consider and develop other technology platforms that can provide ready access to diverse sets of research data, as well as portals and gateways for public contributions and feedback.
- Create information resources and toolkits for guiding local efforts in data collection and management.

Reach and Impacts

By creating new data sources and informational toolkits on data management technologies, preservationists throughout Texas can help influence preservation policy and advance preservation practice. Such assistance can also help bridge existing knowledge gaps among state agencies, counties and municipalities, historic preservation commissions, and other partners who can use such technologies for a variety of purposes and needs. Increased understanding can also help preservationists to know and visualize how historic preservation initiatives impact communities.

SURVEY WORKSHOP, CORSICANA

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #2.3**

Undertake survey and documentation efforts for historic and cultural resources related to underrepresented communities, intangible heritage, overlooked places, and those coming of age.

Many Texas communities already see the value of documenting and recognizing diverse local heritage. Continued efforts will lead to a broader understanding and appreciation of the people and places that shaped tangible and intangible aspects of local history. Documentation priorities in the years to come should focus on rural and small-town resources, resources associated with previously underrepresented communities, Midcentury-built neighborhoods, and the Late Modernist and Postmodern architecture of the 1970s and 80s. When considering TCPs and associated cultural traditions, communities and preservation partners should work with Tribal Nations to determine what, if any, documentation methods are appropriate for resources and places, then prioritize efforts for documentation or another, more appropriate method of recognition.

Implementation Actions

- Pursue and secure grants and other forms of financial and technical assistance when undertaking research, surveys, and other documentation work, especially for emerging resources of architectural, historical, and cultural importance.
- Establish partnerships for identifying and cataloging intangible aspects of cultural heritage when undertaking documentation and planning efforts.
- Collaborate with local historians, archivists, community leaders, teachers and professors, artists and folklorists, and other partners to collect oral histories, photographs, letters, and other primary and secondary sources to enrich the content of new surveys and other documentation.
- Incorporate missing narratives of underrepresented communities by updating older historic resources surveys, historic contexts, National Register nominations, historical markers, and other documentation.
- Explore opportunities to partner with local, county, and regional nonprofit organizations and government entities in survey and documentation initiatives in rural communities.

Reach and Impacts

New survey and documentation endeavors can elevate the public's understanding of the diverse dimensions of Texas history and culture. They also present opportunities to develop new connections with both preservationists and leaders or institutions within underrepresented communities who have not engaged or participated in documentation efforts, helping to build equity, inclusiveness, and shared successes in preservation.



CONCORDIA CEMETERY, EL PASO

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #2.4**

Conduct survey and documentation initiatives as part of local planning and community development efforts.

Counties and municipalities have distinct responsibilities for the careful planning and development of their land resources. Planning efforts, whether at the community level or for districts and places that merit special attention, offer unique opportunities to perform survey and documentation work that communities can integrate when determining planning and community development goals. This approach can be beneficial when preserving older neighborhoods and their housing stock or for identifying places with historic and cultural resources that may be prone to flash flooding, fires, high winds, ice storms, and other natural disasters.

Implementation Actions

- Incorporate survey and documentation efforts as part of the scope of work for local comprehensive planning and planning efforts for downtowns, neighborhoods, areas susceptible to redevelopment and natural disasters, agricultural land, and extraterritorial jurisdictions.
- Promote the results of survey projects and their planning implications and benefits to local policy-makers, developer interests, and community residents.
- Utilize survey data and findings to prioritize additional planning and community development efforts, including district designations, targeted resources for identified adaptive use projects, enhancing heritage tourism assets, and adopting new conservation approaches for significant districts and landscapes.
- Undertake local advocacy and outreach activities that inform policy- and decision-makers on the advantages of institutionalizing documentation initiatives as part of community planning programs.

Reach and Impacts

Survey and documentation initiatives committed as part of community planning can lead to new community master plans that highlight preservation elements, identify potential designations for new landmarks and districts, prioritize new investment in places and neighborhoods, and promote the conservation of historic and cultural resources vulnerable to demolition and loss.

RESECA BRIDGE, BROWNSVILLE



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #2.5**

Encourage the use of GIS and other digital technologies that make historic resource data and information accessible and useful for a variety of planning and preservation needs.

As with the state-level objective, GIS and digital data technologies provide new and innovative ways in which to maintain and monitor historic and cultural resource inventories and integrate such data into larger planning and community development efforts. Added information layers such as natural features, aerial and historic photos, and even Sanborn Fire Insurance Maps can help a variety of agencies and preservation organizations learn how places and landscapes have changed and evolved over time. On another level, crowdsourcing platforms can also help communities gather information on buildings and landscapes, as well as stories, memories, and artifacts that provide meaningful background context to the special attachments and associations people have to places.

Implementation Actions

- Employ available digital technologies whenever practical and feasible for local survey and documentation efforts that allow for easy integration in the county and municipal GIS, websites, and other data management and mapping programs.
- Take advantage of existing data management tools offered through state agencies, colleges and universities, and other preservation and community development agencies for specific preservation planning and resource management needs.
- Develop community and neighborhood-wide crowdsourcing websites that allow local historians, residents, and other preservation advocates to collect and upload documents, photos, and narratives that tell the stories and histories of their neighborhoods and communities.

Reach and Impacts

New survey and documentation endeavors can serve to acknowledge new narratives about Texas history and lead to the local recognition, conservation, and designation of valuable historic and cultural resources, whether tangible or intangible. Such efforts can also elevate the public's understanding of local history, guide advocacy efforts, add to heritage tourism assets, and forge new partnerships and collaborations in support of such initiatives.

EL PASO

LOWER PECOS CANYONLANDS ARCHEOLOGICAL DISTRICT, VAL VERDE COUNTY

The Lower Pecos Canyonlands Archeological District in Val Verde County is collectively an NHL, with 16 of 35 sites individually listed in the National Register. The district comprises 1,500 acres of archeological sites that reflect the cultural development of Indigenous People during the Archaic period, which occurred between 4200 and 1000 BP (Before Present). It provides an unbroken record of human occupation in southwest Texas spanning at least 11,000 years. The district includes pictographs painted on rock shelter walls and overhangs. The Pecos River rock imagery is among the oldest and most significant collections of images in North America. In order to date the imagery, archeologists developed a new dating method now used worldwide. This district has the potential to significantly increase our understanding of North American precontact history and how Indigenous Peoples shaped the landscape.



DOWNTOWN NACOGDOCHES

THEME #3

**Revitalizing and Sustaining Communities**

Historic preservation offers many benefits to local communities. Preservation provides adaptive use solutions for historic buildings, rejuvenates traditional downtown business districts, fosters small business development, promotes tourism, and helps maintain historic neighborhoods as attainable, attractive places to live. Historic preservation also generates significant returns on investments, creates jobs, increases state and local tax revenues, and attracts creative talents to communities. Most importantly, historic preservation presents a strategy and framework for achieving community sustainability and resilience by maximizing the use of existing materials and infrastructure, reducing waste, and preserving the places of historic and cultural meaning that bind communities together.

OPPORTUNITIES

In recent years, preservationists throughout the state experienced numerous challenges to facilitating preservation-based revitalization and economic development. Many municipalities faced declining revenues from falling property and sales taxes in the aftermath of the Great Recession of 2008, producing budgetary constraints that meant fewer resources for funding preservation planning staff positions and local incentive programs. With the advent of the COVID-19 pandemic, local governments again faced pressures to reduce spending. In the background are also broader land use and growth trends in Texas that also impact local preservation efforts. Rapidly urbanizing areas of the state are experiencing development pressures on historic resources while population loss in smaller towns and rural areas has led to disinvestment and decline in traditional downtowns and neighborhoods. In both circumstances, building support among local leaders and decision-makers for historic preservation is essential to pursuing preservation-based revitalization efforts. Leveraging existing preservation tools and resources in effective and efficient ways will also be critically important.

Even in the context of economic uncertainty, there are purposeful steps local communities and preservation partners can take to build support and participation in preservation-based economic development efforts. Among them is informing and educating local decision-makers about how preservation benefits downtowns, neighborhoods, tourism, tax revenues, and quality of life. Another step is building relationships with nontraditional partners that can advocate for and participate in preservation initiatives, such as local, regional, and statewide planning and economic development agencies, land trusts, and housing groups. Promoting historic preservation as a growth management tool also can provide an avenue for preserving the cultural landscapes around the state's rapidly growing cities

and suburbs. Last, but not least important, is the need to continually publicize existing programs, such as Main Street, CLGs, the preservation tax incentives, and heritage tourism. During the community engagement process, many stakeholders were unaware of county CLG programs or Texas Heritage Trail Regions. Others expressed the need for more suitable technical assistance programs, such as Main Street scaled to small towns and rural areas, especially in the western and southwestern portions of the state.

In addition to publicizing existing preservation programs, outreach and education initiatives that demystify incentives, such as historic preservation tax credits, may help to spur their expanded use. Exploring nontraditional funding sources is also important to advancing both small- and large-scale preservation initiatives. For example, securing grants and funding sources from arts agencies can help support local heritage tourism, create new festivals that honor local cultural traditions, or provide resources for upgrading museum archival practices. Land trusts can participate in land purchases for significant historic sites and cultural landscapes, even housing tracts in historic neighborhoods. Crowdsourcing has also become a useful funding tool for property and landmark preservation projects. In summary, there are considerable opportunities to expand the pool of potential funding sources. However, these opportunities must be promoted, and their implementation explained. New funding approaches, along with creativity and persistence on the part of preservation stakeholders, can help harness the possibilities to achieve positive preservation outcomes.

This theme's goal and action strategies seek to achieve more effective integration of historic preservation-based programs and strategies in statewide, regional, and local planning and community development activities. To this end, communities should leverage existing programs while creating new approaches to preservation projects and funding. Planning goals and action strategies provide ways in which communities can be sustainable and resilient to economic, political, and environmental uncertainties.

GOAL

Promote historic preservation as a flexible tool that is well-integrated and supported with local planning and development practices with an aim to strengthening and sustaining communities as resilient places.

STATE-LEVEL OBJECTIVES:

OBJECTIVE #3.1



Assist and encourage counties and municipalities in undertaking preservation-based approaches to community development and revitalization.

As the national and local economies evolve and change over time, ensuring adequate access to information and technical assistance should serve as key priorities in helping cities and small communities more effectively address their preservation-based development needs. Such programs can also attract new communities to historic preservation approaches that retain local character and authenticity while promoting job creation, building reuse, and tourism. Most of all, state and allied agency technical assistance and incentive

programs offer flexibility in their application and use, offering both rural regions and urban neighborhoods alike flexible tools and templates for success even when there are limited local financial resources.

Implementation Actions

- Raise awareness among local policy-makers, investors, urban planners, and economic developers of local preservation success stories that employed the use of state programs and incentives.
- Partner with statewide economic development, planning, and environmental groups to create new incentives and educational programs related to historic preservation and revitalizing neighborhoods and traditional downtowns, heritage tourism, and rural community development.
- Explore new organizational networks, such as statewide planning entities for example, to disseminate educational programs offered through digital platforms as well as in-person formats.
- Provide consultations with local decision-makers on enhancing the effectiveness of existing incentives and new and alternative funding sources for incentive program financing.
- Commission new economic impact studies in partnership with allied organizations that demonstrate the positive contributions preservation makes in sustaining vibrant Texas communities.
- Use CLG and other granting programs to emphasize preservation planning that integrates heritage tourism and downtown and neighborhood revitalization as part of local planning and economic development efforts.

Reach and Impacts

Technical assistance and consultations provide communities, organizations, and preservation partners with knowledge sets and a structure in which communities can recognize constraints and opportunities for successful action. In addition, over time, communities will develop the capacities to build on local assets and leverage available resources in the effort to make historic preservation a critical part of their community development programs.

ELKS ARTS CENTER, ABILENE | PHOTO CREDIT: ABILENE PRESERVATION LEAGUE



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #3.2**

Create and maintain local incentives while considering regulatory relief, adaptive use programs, and other methods to spur investment in historic properties.

Many stakeholders reported during the engagement process that many communities lacked funded preservation incentives or that existing programs did not suitably address local preservation needs. Certainly, local incentives are vitally important to supporting building rehabilitation and adaptive use initiatives. Evaluating and securing new sources of funding for such programs should be an ongoing priority for local communities along with advocating for their need with elected officials, community development directors, developers, and local investors. At the same time, providing different forms of local regulatory relief can also play a substantial role in making preservation practical and possible in Texas communities.

Implementation Actions

- Conduct advocacy and engagement initiatives that demonstrate the need for and positive impacts of local preservation incentive programs.
- Explore nontraditional financing sources for preservation incentives and programs, such as arts and humanities agencies, foundations, CDBG and USDA grants and loans, housing organizations, and locally based venture and angel-investing funds.
- Review existing regulations, such as zoning variance relief, parking, and building codes, to make adaptive use and preservation projects more feasible.
- Promote the availability of local, state, and national-level historic preservation incentives in public workshops and meetings.
- Partner with county-level entities in the creation of incentive programs focused on small towns and agricultural resources.
- Document and designate landmarks and historic districts to enable their eligibility for tax credit programs and other financial incentives.

**Reach and Impacts**

Incentive programs spur private investment in historic buildings, making them productive assets in local economies. They can also help leverage both private dollars that generate new jobs and businesses but also public investments in facilities and infrastructure. Advocating for such programs also elevates historic preservation as a critical priority for community vitality and heritage stewardship.

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #3.3**

Foster practices that better integrate historic preservation in local planning and development processes.

Cities and towns have many planning and development issues that compete for limited resources, such as modernizing streets and infrastructure, maintaining parks and recreational amenities, and funding various municipal services that promote the health and well-being of local residents. However, local communities should view preserving historic buildings and revitalizing places as key land use planning and community development goals. Preservation also helps retain community character and bolster property values, entrepreneurial activity, tourism, and the long-term economic and social resilience of communities. While changes in state legislation may constrain communities from designating historic landmarks and districts, historic preservation can still play significant roles in promoting community vitality and growth. (See *Theme #2, Objective #2.4 on integrating surveys in local planning processes.*)

Implementation Actions

- Update local land use management, zoning, subdivision, and extraterritorial jurisdictional regulations to address the identification and preservation of historic and cultural resources, sites, and other significant landscape and viewshed features.
- Assess the need for conservation districts and design overlays for areas and neighborhoods that contribute to the scale, character, and cultural dimension of places that may not qualify or be eligible for historic district designation.
- Explore partnerships with land trusts, environmental groups, county governments, tribal entities, and property owners on opportunities for preserving neighborhoods, open space, farmlands, ranches, and other historic and cultural resources as a revitalization and growth management strategy.
- Determine the need to adopt design-based and form-based zoning approaches to guide the appearance and design quality of new development in downtowns, neighborhoods, and small towns.
- Undertake large and small-scale placemaking efforts in Main Street districts, neighborhoods, and heritage tourism destinations that enhance local identity and the experience of place. This work is important particularly when part of more significant community infrastructure projects.

Reach and Impacts

Local land use planning provides a framework for making well-considered decisions on how communities grow and foster economic prosperity and quality of life. Local communities can achieve preservation aims by working with allied interests and by using available tools and new approaches to preserving places that contribute to community character and vitality.

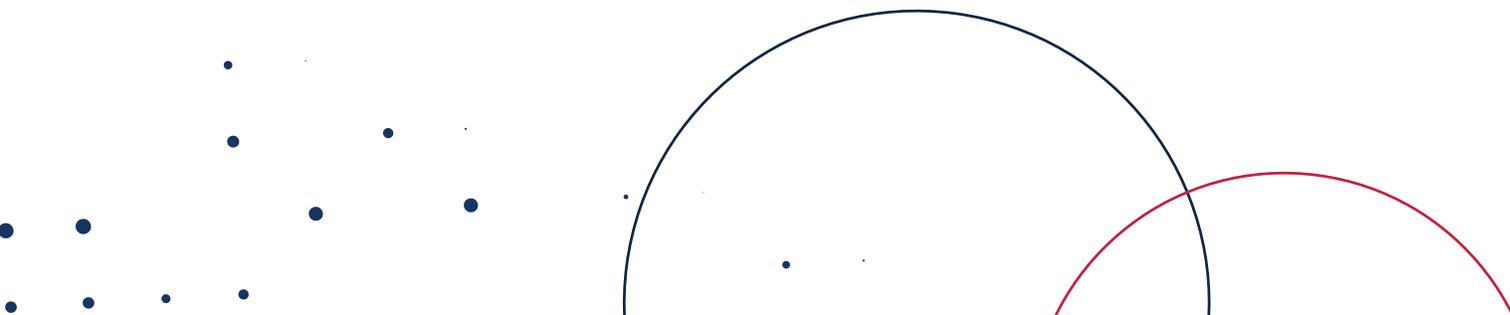
COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #3.4**

Pursue historic preservation-based development efforts that promote quality of life and vital places.

Today, many communities recognize the remarkable roles historic preservation plays in adapting existing buildings and revitalizing places, as well as in supporting tourism, entrepreneurial efforts, and cultural endeavors. The historic preservation movement has evolved and matured over the decades as a potent revitalization and reinvestment tool. Parallel programs and initiatives in housing, arts and culture, sustainability, and small business development offer new avenues for collaboration among different partners with like-minded interests in promoting economically resilient communities. Establishing such collaborations imbues preservation efforts with an extra level of credibility in addressing community needs related to attainable housing, small business development, and environmental stewardship.

Implementation Actions

- Seek partnerships with housing organizations, economic development corporations, chambers of commerce, arts agencies, boards of realtors, museums, and historic sites on preservation-based community development initiatives.
- Explore opportunities with county and regional-level partners in supporting Main Street revitalization and housing rehabilitation programs for small and rural communities.
- Partner with local arts organizations, museums and historic sites, historic preservation commissions, historical societies, and downtown neighborhood associations in planning and enhancing various interpretive programs and community tours that engage both tourists and residents.
- Advocate for the use of CDBG and other funding sources to support housing rehabilitation and conservation.
- Organize advocacy and education efforts that both clarify misperceptions and describe the benefits of heritage tourism, adaptive use, and other forms of preservation-based community development.
- Provide support to local entities that organize and produce festivals and events that focus on particular aspects of local history and culture.
- Work with county extension agents, Heritage Trails, tourism entities, and nontraditional partners to examine and explore additional thematic heritage tourism strategies that capitalize on agricultural and rural landscapes.



Reach and Impacts

Preservation-based community development provides many measurable impacts, such as job growth, increases in property values, new business start-ups, dollars spent in hotels and heritage attractions, and buildings adapted for new uses. It also delivers many social and environmental benefits such as new attainable housing units in traditional neighborhoods and a reduction of demolition debris and material entering landfills. Most importantly, such efforts help local stakeholders understand the numerous positive and significant contributions historic preservation makes to local economies.

PHOTO CREDIT: CAROLINE WRIGHT

MEETING LOCAL ATTAINABLE HOUSING NEED—LAGUNA HOTEL ADAPTIVE USE PROJECT, CISCO

The Laguna Hotel, designed by Thompson and Swain Architects from Dallas, is a representative example of Cisco's boomtown-period expansion spurred by the discovery of the Ranger Oil Field in 1917. The hotel features a brown brick tower section and a metal cupola at the peak of its penthouse roof. Vacant for some decades and even designated as one of the state's "Most Endangered Places" in 2015 by statewide advocacy organization Preservation Texas, the building underwent a multi-million-dollar rehabilitation in 2015 to convert the hotel to attainable housing units. The project used both historic preservation and low-income housing tax credits, the latter provided by the Texas Department of Housing and Community Affairs. Located in the Cisco Historic District, the hotel provides 30 new housing units to the community.



THEME #4**Planning for Disaster Resilience**

All areas of Texas are prone to disasters, making historic and cultural resources vulnerable in almost every county, community, and tribal land. Between 1980 and 2021, drought, hail, coastal and riverine flooding, winds, tornadoes, and hurricanes caused more than \$340 billion worth of damages to the state, with an average of more than three major disaster events occurring every year. The State of Texas currently does not have a statewide action plan to address climate change and its potential effects on future weather. However, studies from the Office of the State Climatologist, Texas A&M University, and the City of Houston point to increased average temperatures, more intense hurricanes and tornadoes, more flooding, and more wildfires. Just as concerning, anticipated climate change-induced sea-level rise will have immense implications for both historic and cultural resources in Texas coastal communities. In the northern and western reaches of the state, ongoing droughts cause wildfires as well as crop and livestock losses that endanger the viability of ranches and farms. Other resources endangered by natural disasters include archeological sites and TCPs, cemeteries, historic sites, and Main Street districts.

OPPORTUNITIES

While no one can know for certain how many and what kind of disasters will impact Texas in the future, the lack of adequate and well-coordinated resilience planning in local communities poses its own distinct risks to the state's heritage. Fundamentally, there are many existing resources at the federal and state levels that help in resilience planning, recovery, and adaptation, although information about such resources does not always filter down to the owner of a historic property. At another level, local communities will need to pursue their own mitigation planning that considers preparedness and response measures for important historic and cultural resources, historic sites, museums, tourism assets, downtowns, and neighborhoods. In addition, local preparedness measures should incorporate traditional preservation tools, such as architectural and historical surveys. Surveys assist local communities in prioritizing resources for adaptation and recovery. Enhancing collaborations between local governments and their public works departments and planning and historic preservation commissions with local preservation partners can provide an effective framework for information-sharing and local planning action.

However, while surveying and local collaborations are critical, there are also other key planning needs. For instance, comprehensive GIS technologies that provide easy access to historic and cultural resource data in flood-prone areas could be an effective tool for understanding the risks and vulnerabilities of these resources. In addition, more efficient coordination between federal and state agencies in streamlining and pre-approving certifications for debris removal sites can also help avoid disturbances to cultural resources. Most of all, agencies and preservation partners can play greater roles in disseminating information and guidance before and after disaster events. Such information can help communities better understand NPS requirements for survey documentation, provide financial assistance for adapting buildings to withstand future disasters, and assist local preservation partners in preparing robust mitigation plans.

This theme's goals and objectives seek to build lasting, successful partnerships in state and local disaster resilience and to better integrate historic preservation and cultural resource management needs in all levels of disaster planning throughout the state. The following objectives are ways that communities develop disaster resilience and increase knowledge about historic and cultural resources at risk for disaster events that are sure to come in the future.

GOAL

Bolster and enhance Texas' disaster resilience planning efforts to provide solid foundations for preparedness, recovery, and adaptation that protect and preserve the state's historic and cultural resources.

STATE-LEVEL OBJECTIVES:
OBJECTIVE #4.1


Promote disaster resilience and adaptation components in publicly funded preservation plans, historic structures reports, disaster mitigation plans, and other related documents.

Planning documents funded through federal and state agencies provide important opportunities for integrating disaster preparedness and response strategies for historic and cultural resources in local communities. For example, a locally adopted historic preservation plan can identify and map districts and neighborhoods vulnerable to disaster events. Publicly funded plans for historic sites and public buildings can incorporate recommendations for adaptation and post-disaster recovery.

Implementation Actions

- Create model disaster mitigation guidance for use in publicly funded historic preservation and disaster mitigation plans, and other planning initiatives related to housing, courthouses and public facilities, and historic sites.
- Conduct periodic training and orientations on integrating historic preservation with local disaster planning as part of public grant programs.

Reach and Impacts

Encouraging and requiring disaster resilience elements in local preservation, facility, and community planning efforts should help facilitate more comprehensive and well-coordinated preparedness and response efforts at the local level. Additionally, this effort would raise awareness of vulnerable areas and places, as well as engage and inform the public on critical disaster planning needs and priorities.

STATE-LEVEL OBJECTIVES:

OBJECTIVE #4.2



Provide educational and technical assistance services to local communities and property owners regarding disaster resilience and preparedness.

The community engagement process revealed that straightforward and accessible information on disaster preparedness would be of most value and usefulness to local preservation partners and property owners. State agencies, therefore, have important roles to play in packaging and delivering knowledge on best practices, guidance documents, and education resources made available to public platforms in local communities.

Implementation Actions

- Develop guidance publications and toolkits on integrating disaster planning in local survey work, disaster risk assessments for landmarks and historic districts, disaster preparedness websites and digital emergency warning systems, navigating property insurance issues, and other disaster recovery topics.
- Create specific training and education resources for CLGs and local historic preservation commissions on addressing adaptation and mitigation issues in historic districts, mapping disaster-prone neighborhoods and areas, and streamlining design review procedures in the aftermath of a disaster event.
- Provide training resources on disaster resilience to community development directors and emergency management personnel, preservation partners, public facility managers, museums and tourism site operators, and owners of historic properties.

Reach and Impacts

As with the publicly funded planning documents and initiatives, guidance and technical assistance efforts will help support and sustain local disaster planning efforts. Communities and property owners will be better-prepared stewards of their historic and cultural resources in the face of increasing risks presented by disaster events.

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #4.3****Integrate historic and cultural resources in local disaster preparedness planning.**

Disaster preparedness planning can take many forms in local communities. Comprehensive plans can stipulate policies on investing in property rehabilitation, adaptation, and maintenance for districts and neighborhoods vulnerable to disaster risks. Surveys and historic preservation plans can identify places of architectural, historical, and cultural importance, serving as essential data for understanding their location in flood zones or other high-risk areas. Most of all, stand-alone disaster mitigation plans outline procedures for local governments and agencies on preparing for and responding to natural disasters when they occur. In all cases, policy-makers and preservation stakeholders should collaborate on determining the risks to historic and cultural resources and the most appropriate means by which to integrate them into preparedness planning efforts. *(See Theme #2, Objective #2.4 on integrating surveys in local planning processes.)*

Implementation Actions

- Form local preservation and disaster preparedness task forces composed of local planners, preservation professionals, nonprofit preservation-related organizations, local museums and heritage sites, and state and county agencies tasked with addressing gaps or preservation planning needs in local disaster preparedness efforts.
- Partner with counties, councils of governments, and other agencies in funding and creating disaster preparedness plans that include specific strategies and directives for minimizing impacts to historic properties.
- Engage the broader community through meetings and workshops that raise awareness of disaster risks to historic resources and the importance of advanced planning for disasters.
- Ensure local disaster mitigation plans include a complete inventory of historic and cultural resources susceptible to disaster risks along with those that present the greatest estimated financial and replacement loss to the community in order to understand preservation priorities in the aftermath of a disaster.
- Adopt risk assessment practices for locally funded preservation projects to avoid preventable damage to historic and cultural resources, such as fires caused by human error.
- Distribute highlights and executive summaries of local disaster preparedness plans and their historic preservation elements to local heritage sites, downtown organizations, neighborhood associations, and preservation partners.
- Integrate the identification of farmlands, ranches, and agricultural resources as part of broader, recognized landscapes in disaster resilience planning.

Reach and Impacts

Disaster mitigation planning can help local communities implement prevention and adaptation measures that can reduce property damage and recovery costs resulting from disaster events. Disaster planning also provides opportunities for preservation stakeholders to determine the gaps in their own community preservation planning efforts and to advocate for and elevate the importance of making local heritage more resilient.

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #4.4**

Promote broader use of GIS and other digital technologies in informing local disaster resilience planning.

In recent decades, advances in GIS, a computer-based tool that maps and displays a range of data sets and information, have provided new avenues through which to assess and analyze a community's built environment in relation to its environmental and topographical setting. Other web and cloud-based technologies enable the real-time collection of in-the-field survey data and photos, making such information more accessible to government agencies, preservation planners, and property owners. This new generation of mapping and digital tools presents opportunities for visualizing the location of historic resources and evaluating their vulnerabilities in areas that may be prone to wind, fire, tornadoes, hurricanes, and other disaster risks. While the collection and management of such technology systems do not require the direct involvement of every preservation entity or partner, ensuring the dissemination of information and mapping generated from such systems for local disaster planning purposes should be a high priority.

Implementation Actions

- Seek funding and technical assistance opportunities from state, regional, and local organizations in utilizing digital technologies as part of architectural and cultural resource surveys or other historic resource data collection needs.
- Partner and collaborate with state agencies, local colleges and universities, counties and councils of government, and municipalities on updating GIS data and mapping that incorporates historic and cultural resources and their locations in floodplains or disaster risk areas.
- Make GIS-based mapping of historic resources in disaster-prone areas widely available and accessible to property owners and preservation partners.
- Use previously prepared base maps for documenting hazard areas and the location of historic and cultural resources when GIS technologies are not available locally.
- Utilize GIS and survey data on historic properties and resources as part of disaster recovery efforts, in particular regarding decision-making on which historic properties may be worthwhile for repair and rehabilitation.
- Update property surveys and GIS mapping as needed and feasible as updates and revisions occur to local disaster preparedness plans.

Reach and Impacts

Applying GIS and other technologies to historic preservation and disaster mitigation planning makes it possible for local communities to identify and inventory their historic and cultural resources and then measure and evaluate the potential disaster risks and vulnerabilities. With increasing access to such information, local communities can prepare disaster mitigation planning and recovery strategies that carefully and comprehensively consider historic and cultural resources.

COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #4.5**

Implement practical disaster mitigation strategies that streamline procedures and address the potential physical effects of disaster events on heritage resources.

Inventorying vulnerable resources and formulating disaster preparedness plans are key steps toward advancing resilience for local heritage resources. Beyond the planning itself, communities will also need to implement the planning mitigation strategies and initiatives, requiring important collaborations between local planning and public works offices, elected officials, historic preservation commissions, historic sites, tourism groups, property owners, and other key preservation stakeholders. Preservation partners may not ordinarily consider disaster preparedness as part of their everyday stewardship responsibilities, but taking part in mitigation efforts can help build local capacities to meet the challenges posed by future disaster events.

Implementation Actions

- Prepare hard copies and digital versions of disaster preparedness and recovery handbooks and distribute them through local websites, social media channels, city halls, and libraries.
- Adopt new rules of procedures for historic preservation and planning commissions that incorporate an expedited review process for property owners undertaking adaptation measures and for historic resources impacted by a disaster event.
- Update design guidelines for landmarks and historic districts to incorporate adaptation strategies and recommendations for historic resources.
- Survey preservation partners and stakeholders on information needs and produce outreach and educational programming on disaster preparedness and recovery formatted for different platforms and venues.
- Seek the listing of properties, places, and sites in the NRHP and other designations to advance their priority and eligibility for federal and state-level emergency grant and funding programs.
- Work with historic preservation commissions to identify qualified preservation architects, contractors, conservators, and other preservation professionals to participate in disaster planning and recovery teams.
- Incorporate protection and adaptation measures for historic and cultural resources as part of existing facade grant and home rehabilitation financing programs.
- Receive and provide training on the FEMA flood insurance program and implementing local floodplain management ordinances and other land use and regulatory tools.

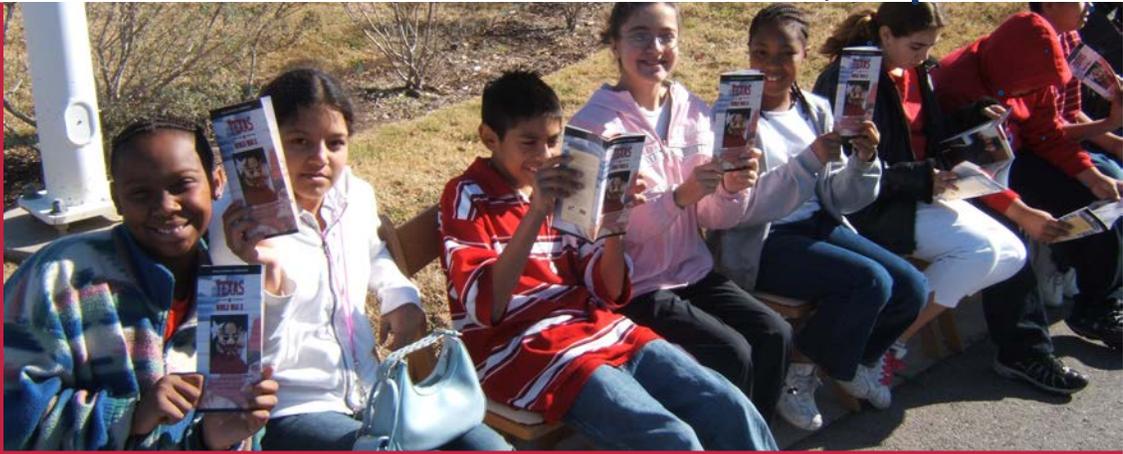
Reach and Impacts

Implementing locally developed disaster mitigation plans offers opportunities to strengthen partner relationships, review procedures, and consider the practical ways in which property owners and communities can prepare for and respond to disasters. Such efforts can also provide needed information, technical assistance, and support to owners and stewards of historic resources.

DISASTER MITIGATION PLAN, MCKINNEY

In 2021, the City of McKinney completed an update of its disaster mitigation plan, a process that occurs every five years to ensure eligibility for a number of disaster mitigation grants and funding sources. As part of the update, the plan inventoried the community's critical facilities and infrastructure to determine potential vulnerability to future disaster events. The plan also focuses on the preservation of the community's landmarks and historic assets, including downtown McKinney, from all hazard types. The plan recommends assisting downtown property owners with upgrades to mechanical and fire protection systems while maintaining historical integrity, bracing building parapets and anchoring municipal nonstructural historic landmarks, and integrating preservation architects and other related professionals into disaster assistance teams.



STUDENTS WITH THC'S *TEXAS IN WWII* BROCHURE**THEME #5****Advancing Preservation Practice and Broadening Participation**

Texas already has an active and vigorous network of preservation partners and organizations that support a broad array of preservation efforts in local communities. However, despite the energy and creativity preservation partners bring to the preservation movement in Texas, there remain enduring concerns, such as workforce and volunteer shortages and the uncertainty of securing ongoing funding for both operational and project-based needs. The COVID-19 pandemic impacted organizations in several ways: reducing revenues and postponing events for some, while providing others time to reimagine and transition programming to online platforms and other delivery modes. Addressing these issues can help build capacity and capabilities, empowering partners to take stronger roles in their communities and in influencing preservation practice.

Survey respondents and workshop participants also identified the need for engaging new audiences in preservation practice: youth and young adults—the next generations of preservation leaders and advocates. Stakeholders, however, report several barriers to recruiting youth, including the shortage of local internship opportunities and the lack of interest, collaboration, and general outreach with local schools. High school and college-aged students may also lack awareness of the various pathways to preservation careers.

OPPORTUNITIES

Advancing preservation practice and engaging new audiences will involve expanding opportunities for participation, enhancing skill sets, and building capacities. Several examples include the following: new mentoring and hands-on training schemes, flexible online volunteering opportunities, and youth summits. Organizations should consider youth programming as a means to attract youth and young adults to local preservation work and stewardship of historic resources. This programming also opens the doors for new, impactful collaborations with local schools, colleges and universities, religious institutions, neighborhood organizations, and arts and culture entities to offer opportunities that motivate and energize youth and young adults.

Advancing preservation practice in Texas also means enhancing skill sets for both professional and volunteer preservation work, as well as boosting efforts to expand programs to new audiences. Training and educational support for museum archival practices, restoring historic cemeteries, and increasing the number of people involved in the preservation trades are other important priorities for strengthening local preservation

efforts. The intent of advancing preservation practice throughout Texas is to build a diverse set of preservation partners who can collaborate, innovate, and implement initiatives that contribute to high-quality results in local communities. Drawing from this diverse network, preservationists can leverage partner assets to promote a strong preservation stewardship ethic in all corners of the state.

GOAL

Enhance the capacities of preservation partners and organizations to advance preservation practice and promote the next generation of preservation leaders in Texas.

STATE-LEVEL OBJECTIVES:

OBJECTIVE #5.1



Provide training and technical assistance to preservation partners in promoting best practices, innovation, and success in local preservation initiatives.

State agencies and partners have unique roles to play in supporting the work and mission of historic preservation commissions, Main Street and downtown revitalization advocates, heritage tourism organizations, historic site operators, and county historical commissions, as well as professionals and stakeholders in historic and cultural resource management. State-level partners can provide information, training, and networking opportunities that communities can then use in identifying and leveraging local expertise and capital for preservation initiatives. In turn, communities enhance their own capacities, creative energies, and partnerships, helping to build broader coalitions of advocates and supporters with vested interests in both historic preservation and vibrant communities.

Implementation Actions

- Offer training, consultation services, and information resources through established programs for a variety of local-level preservation issues and needs, including fundraising and organizational management, museum and curatorial practices, preservation planning, heritage tourism, Main Street revitalization, and other aspects of professional planning practice.
- Expand the roles of existing statewide stewardship programs to provide training and orientation services for prospective volunteers to assist with the preservation of community heritage throughout the state.
- Prepare updated publications, information resources, and other materials that specifically target and engage youth, young adults, and underrepresented populations in the professional aspects of the preservation and archeological fields.

- Encourage and facilitate local preservation partnerships by organizing networking events, meetings, and workshops with both traditional preservation organizations and nontraditional entities that advance and expand local preservation networks.
- Create websites that serve as clearinghouses of information related to training, internships, and other educational opportunities offered by preservation and allied partners around the state.
- Explore new relationships and avenues of collaboration with statewide agencies and organizations related to history education and youth involvement in local heritage stewardship.

Reach and Impacts

Training and educational support provides knowledge and inspiration for local action. Information and best practice sharing also allow for the dissemination of expertise within partner networks. Marketing a wide range of training and technical assistance programs provided by both traditional preservation partners and other allied, nontraditional agencies and institutions can help stakeholders throughout the state discover new tools and preservation approaches.

COMMUNITY-LEVEL OBJECTIVES:

OBJECTIVE #5.2

Create meaningful opportunities for youth and young adult involvement in local preservation activities.

Stakeholder partners and organizations throughout Texas recognize that engaging youth from all backgrounds can help spark curiosity, commitment, and participation in the preservation of historic and cultural heritage. While such efforts benefit today's preservation stakeholders, they also serve to prepare the next generation of leaders and professionals who can drive change and advance the field of preservation practice. Participating in opportunities for meaningful, collective action that can have significant and measurable impacts on communities is deeply important to youth and adults in today's world. In preservation practice, such opportunities also offer youth and young adults a sense of ownership in the stewardship of local heritage.

Implementation Actions

- Conduct a survey with local school administrators and teachers to determine effective ways in which to engage and involve youth in historic preservation.
- Explore the creation of youth councils or advisory boards for CHCs, historic preservation commissions, historic sites, and other preservation entities to assist and participate in local preservation initiatives.
- Work in partnership with Junior Historians of Texas chapters on research and documentation projects related to local history and historic sites.

- Promote youth summits with CHCs and other preservation partners that provide interactive learning and hands-on learning experiences for both students and educators in building preservation, historic sites, archeology, and heritage tourism.
- Partner with local foundations, government agencies, schools and colleges, and other preservation-related entities in offering internship and preservation trade opportunities for students and young adults.
- Collaborate with local schools on developing new history content in curricula and the professional development of teachers related to history and heritage stewardship.
- Involve youth as technical consultants on local preservation projects, such as creating videos on preservation initiatives and success stories and preparing advocacy materials and information pieces.
- Organize social events for youth and young professionals that promote involvement opportunities as well as the mission of local preservation organizations.
- Consider new partnerships with craftspeople, contractors, landscape architects, cultural historians, and architecture firms in providing both youth and adult learning experiences.
- Partner with statewide stewardship networks and historic sites to provide fieldwork opportunities and hands-on learning experiences for youth and college-age students.

Reach and Impacts

Engaging students and young adults in preservation can help connect them to buildings and places that define the history and character of their communities. Harnessing the enthusiasm and creative energies of today's youth can assist preservation partners in specific preservation initiatives and local advocacy, providing valuable experience to those who may become future leaders and stewards.

THC YOUTH CAMP, FRENCH LEGATION STATE HISTORIC SITE, AUSTIN



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #5.3**

Facilitate capacity building and best practices for local preservation partners and organizations.

Finding the financial and human resources to undertake sustainable efforts and programs in historic preservation is an ongoing challenge in local communities. Still, the preservation movement in Texas needs strong organizations that can make wise use of available resources, provide tangible impacts and results, and demonstrate to stakeholders that the stewardship of historic and cultural resources contributes to the economic and social well-being of communities. Key avenues to building capacity include leveraging existing partnerships, implementing new approaches to outreach and communications, and developing and enhancing local skills and knowledge sets in the various aspects of preservation practice. There are other important ways to strengthen the work of preservation partners and nonprofits in the state, for example, boosting community stakeholder participation and measuring the performance outcomes of preservation activities in relation to local preservation priorities.

Implementation Actions

- Access training and consultation services provided by state and regional agencies, colleges and universities, and other nonprofit organizations for fundraising, organizational development, social media and digital communications, museum and curatorial practices, and professional development.
- Pursue partnerships for preservation projects with nontraditional organizations, including housing and economic development entities, arts and humanities programs, rural service agencies, and social justice organizations.
- Create curricula and establish local training programs for contractors to enter the preservation trades in collaboration with state and local preservation partners, community colleges, and vocational training schools.
- Organize homeowner fairs, home tours, and local marketing programs to raise interest in the local preservation trades and in the benefits of using skilled craftspeople in local preservation and rehabilitation projects.
- Seek technical assistance and support in integrating social media channels and web-based and smartphone technologies in marketing and showcasing tourism attractions, historic sites, museums, collections, and exhibits.
- Undertake co-marketing opportunities between historic sites and museums with special event organizers and managers of cultural spaces to promote tourism and visitation.
- Strengthen the position of local historic sites and museums as institutional anchors in local communities by collaborating with local schools and major museums in other cities and regions on creating distance-learning spaces for students, residents, and visitors.
- Prepare fundraising and organizational strategic plans that help diversify funding sources and integrate performance benchmarks that measure the successes and outcomes of preservation initiatives.

- Using well-designed information and marketing materials, create fundraising campaigns that translate the value of local preservation initiatives to relatable stories for different but allied audiences, including environmental groups, arts and culture entities, tourism boards, economic development groups, and social justice organizations.

Reach and Impacts

Building organizational capacities can help preservation nonprofits develop new skills and expertise to support heritage stewardship, leverage resources more effectively, and create new partnerships to advance preservation missions.

SOURCE: MONTGOMERY CHC

MONTGOMERY COUNTY HISTORICAL COMMISSION YOUTH ADVISORY BOARD AND GRAVESTONE CLEANING INITIATIVE

Since its founding in 1953, the Montgomery County Historical Commission has pursued a steady and spirited program of documenting, preserving, and promoting its heritage, accomplished through a long-running historic home tour program, ongoing survey work, and historical marker efforts. With an aim to encourage more youth involvement in local preservation work, the commission created a Youth Advisory Board in 2013 composed of juniors and seniors representing the county's public and private high schools—the first such advisory board for a county historical commission in Texas. In 2017, to build awareness of the county's heritage and to generate fresh ideas for activities, the board, along with their families, embarked on a gravestone cleaning project in Oakwood Cemetery in partnership with the Conroe Community Cemetery Restoration project. The partnership supervised the students and provided instruction on how to properly clean and repair gravestones. In addition to Oakwood Cemetery, Conroe Community Cemetery, a designated HTC located on Conroe's east side, was the final resting place for many of the community's African American residents.



CADDO MOUNDS STATE HISTORIC SITE, ALTO

THEME #6**Telling the Diverse Stories of Texas**

Texas preservationists increasingly recognize the importance of honoring a dynamic history of the state that continues to capture the stories of its diverse peoples and communities. By documenting, preserving, and interpreting such stories, Texans have the opportunity to forge profound and meaningful connections to the special places that exemplify and distinguish Texas' rich and varied heritage.

OPPORTUNITIES

Texas' diverse history encompasses the stories of many different communities and ethnic and racial groups that local historic preservation activities do not always equally represent. In recent years, cities and towns across the state have initiated survey projects, conducted research and archeological investigations, installed historical markers, and pursued listings in the National Register and designations as SALs as ways to document the stories of their diverse communities and the properties and places associated with them. Such places come in the form of cemeteries, archeological sites, parks, Native American sacred sites, downtown districts, neighborhoods, religious buildings, and points of disembarkation for newly arriving immigrants. In the years ahead, as interest and momentum continue to build in discovering the state's untold stories, identifying new buildings and places that help illuminate different facets of Texas history will lead to new recognition and preservation efforts.

INTANGIBLE HERITAGE

Informal, intangible aspects of heritage—language, festivals, music, art, cuisine, and legacy businesses, for instance—help to define the cultural identities and expressions of different groups. They also enliven places and neighborhoods, helping to enrich the cultural heritage experience for Texans. Incorporating the stewardship of intangible heritage in local preservation programs will foster a greater understanding of the links between people and places, traditions, and culture. However, safeguarding intangible heritage is different from physical resources and sites. It will require initiatives that support the documentation of such heritage, learning its practices and customs, and promoting and publicizing them to the broader public. Occasionally, resources are confidential, such as tribal traditional knowledge. In those cases, preservation partners should disseminate educational information discussing the reasons for confidentiality and the importance of collaborating directly with descendant communities. Preservation partners also must prioritize finding ways in which to transmit and sustain cultural practices from one generation to the next.

This theme's goals and objectives seek to continue the important work currently underway across the state in identifying and preserving the places important to Texas' diverse communities. They also provide direction on tools, approaches, and potential partners in ensuring long-term stewardship and interpretation.

GOAL

Support initiatives and expand efforts that document and preserve the heritage of Texas' diverse communities.

STATE-LEVEL OBJECTIVES:

OBJECTIVE #6.1



Promote programs and funding sources that identify and preserve historic and cultural resources important to telling the stories and histories of the state's underrepresented communities.

Several programs at the state level already exist to assist and guide local communities in researching local histories, preparing inventories and historic context statements, writing landmark and district designations, underwriting education initiatives, and restoring and preserving important historic resources. Certified Local Government funding and grants from the TPTF are two of the more familiar sources of financial support for preservation advocates pursuing initiatives related to diverse communities. Other state agencies and partners also provide resources and formal programs that highlight and encourage the interpretation and celebration of local cultural heritage through public art, cultural districts, and educational programming, for instance. Promoting such opportunities is vitally important in elevating the narratives of people and cultures that have contributed to the history of the state and its local communities.

Implementation Actions

- Create a dedicated webpage that catalogs available technical assistance and funding programs at the state and national levels for initiatives that document, preserve, and interpret the tangible and intangible heritage of the state's underrepresented communities.
- Develop workshops and training initiatives using local ethnographers, artists, folklorists, oral historians, and community groups on preserving tangible and intangible aspects of local culture and heritage, using Main Street, Heritage Tourism, Historic Sites, and other THC programs as channels for delivery.
- Prepare additional case studies and success stories of local documentation and designation efforts involving diverse communities.

- Organize and convene meetings and online workshops to discuss best practices and perspectives in documenting, protecting, and interpreting historic sites and the various intangible dimensions of cultural heritage.
- Provide guidance and technical assistance on resource types and context narratives for local surveys, National Register nominations, landmark designations, and preservation plans.
- Encourage grantmaking agencies and organizations to update scoring criteria for local projects that encompass the preservation of buildings and places associated with Texas' diverse and underrepresented communities.

Reach and Impacts

Preserving the places and stories of Texas' diverse peoples is a compelling endeavor—it recognizes the different contributions all Americans have made to civic, economic, and cultural life in our communities. Engaging and assisting stakeholders with a strong interest in discovering the stories of Indigenous Peoples, persons of color, immigrants, women, and others can help broaden support for preserving the places and the cultural artifacts and practices important to those communities.

BLACKWELL SCHOOL, CIRCA 1945, MARFA



COMMUNITY-LEVEL OBJECTIVES:

OBJECTIVE #6.2

Undertake collaborative survey and context study initiatives that identify historic and cultural resource types associated with underrepresented communities.

As with any local preservation planning program, survey activities provide the data and background information for understanding the significance of buildings and places. Devoting attention and study to the property and resource types that represent particular aspects of diverse people's histories can help lead to new designation activities, and commemoration and interpretive programming. It can also produce new partnerships and collaborations with historians, neighborhood leaders, and local schools and universities in providing insights on important historic and cultural resources and enriching context narratives vitally important for discovering the untold stories of diverse communities.

Implementation Actions

- Collaborate with other federal and state agencies such as TxDOT and FEMA for funding and technical assistance in documentation work, developing contexts, best practice approaches, and outreach methods to underrepresented communities.
- Partner with local stakeholders from diverse communities in historic context research, oral histories, and other documentation initiatives that may shed light on undertold histories and places.
- Undertake efforts that identify gaps in narratives and information on underrepresented communities in existing inventories, designation reports, historical markers, and interpretive programs.
- Use GIS, StoryMaps, and other digital technologies to interpret documented places and stories of diverse communities to wider audiences.
- Form survey teams that include oral and social historians, ethnographers, community leaders, and folklorists to identify resources significant for their cultural and social values.

Reach and Impacts

A key impact and reach of documentation efforts is the potential avenues and levels of engagement with diverse communities, serving to build broader participation and support for preservation and cultural stewardship. Such efforts also create new perspectives and insights into local histories that may not have been previously known and told.



COMMUNITY-LEVEL OBJECTIVE:**OBJECTIVE #6.3**

Undertake planning, preservation, and community engagement initiatives that recognize and promote understanding of the state's diverse heritage.

Traditional preservation tools such as National Register listings and local historic district designations provide pathways for acknowledging the meaning and significance of places and for catalyzing their revitalization and reinvestment. However, designation programs may not always be useful if buildings and neighborhood fabric associated with those communities were lost over time or what remains lacks integrity and may not meet specific evaluation and designation criteria stipulated in historic preservation ordinances. While landmarks and cultural assets in diverse neighborhoods can contribute considerably to local quality of life, some concerns regarding displacement, especially in fast-growing cities, present new challenges in building local consensus on preservation's benefits. Despite these issues, there are existing and emerging methods to preserve and enhance places important to the state's diverse communities. Among these are conservation districts, placemaking initiatives, public art enhancements, or cultural heritage districts as tools for commemoration, interpretation, and education. Most importantly, these tools incorporate avenues for community engagement and flexibility for diverse communities to tell their stories in meaningful and powerful ways.

Implementation Actions

- Update local preservation ordinances and their landmark and historic district designation criteria to emphasize cultural significance as well as architectural integrity.
- Explore the use of conservation and cultural heritage districts and placemaking initiatives to commemorate and interpret buildings, sites, and places of importance to Texas' diverse communities.
- Support the varied aspects of tangible and intangible cultural heritage through business development and heritage tourism initiatives, legacy business programs, marketing and educational efforts, and partnerships with local preservation organizations, cultural groups, and community development entities.
- Undertake outreach and consensus-building efforts that engage diverse communities in local preservation planning, especially in places where fears of gentrification and displacement are barriers to participation.

Reach and Impacts

Today, the momentum for acknowledging and preserving the resources and places of underrepresented communities presents opportunities for new preservation approaches that embrace a more inclusive narrative of Texas history. Implementing this objective can help foster increased participation in preservation and result in new policies and initiatives for interpreting and celebrating our diverse heritage.

SOURCE: WWW.YSLETADELSURPUEBLO.ORG

**YSLETA DEL
SUR PUEBLO, EL
PASO—DOCUMENTING
SACRED SITES THROUGH
THE NATIONAL PARK SERVICE'S
UNDERREPRESENTED COMMUNITIES
GRANT**

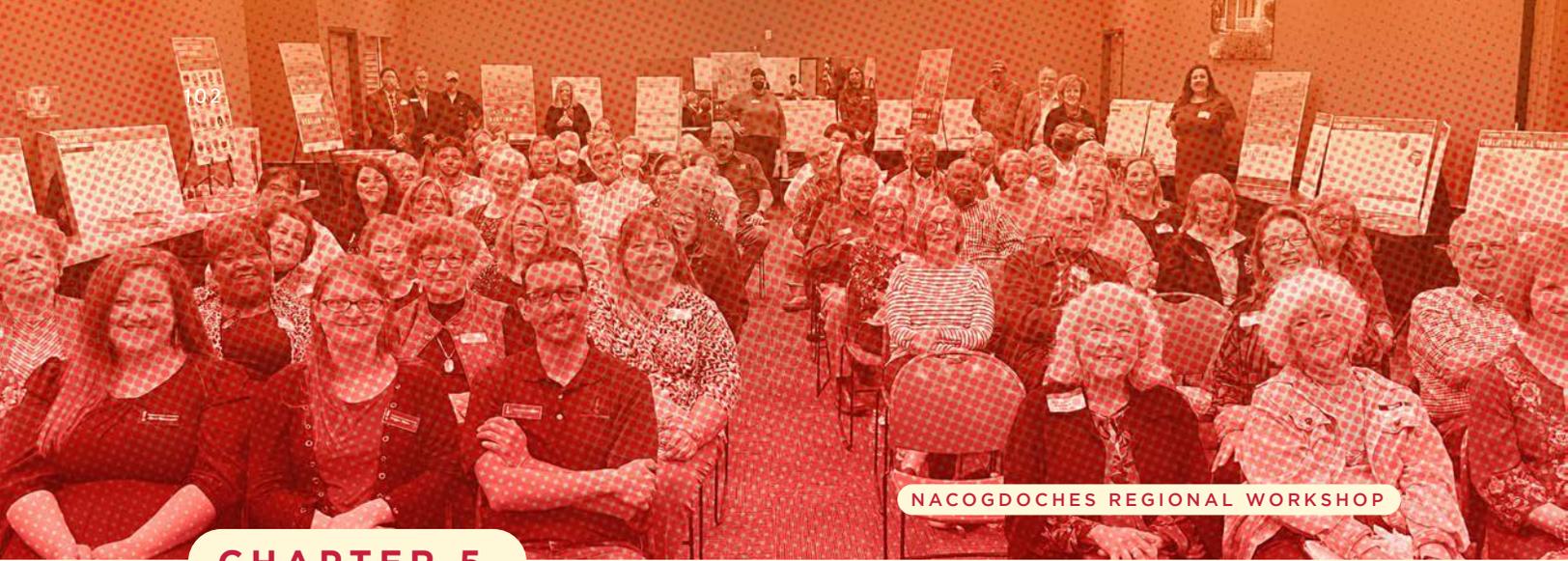
The Tigua tribal community is a federally recognized Native American tribe in El Paso, establishing Ysleta del Sur Pueblo as their home in 1682. The tribe's farming presence in the area helped pave the way for the region's development. In 2021, the tribe established its Tribal Historic Preservation Office—the first federally recognized tribe to do so in Texas. The tribe then applied for and received a grant from the NPS' Underrepresented Community Grant Program to survey and inventory its culturally and historically significant sites. Underwritten through the HPF, the program helps fund projects like these, as well as National Register nominations. Grants are competitive but do not require a local match.





1913
THE CANTON BRIDGE CO.
HILL CREEK
CANTON OHIO

CANADIAN RIVER WAGON BRIDGE, HEMPHILL COUNTY

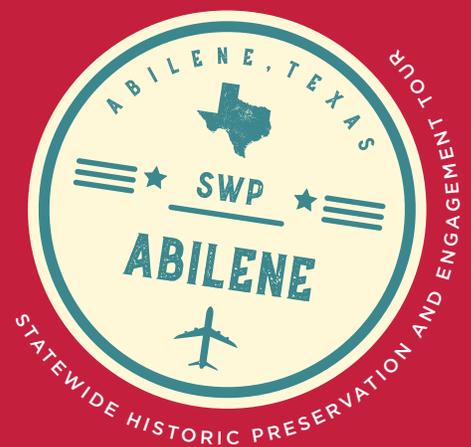


CHAPTER 5

PARTNERS IN IMPLEMENTATION

The **2022-2032 Texas Statewide Historic Preservation Plan—Our Resilient Heritage** articulates a new ten-year vision for the state’s preservation future—a vision generated from the robust participation of preservation stakeholders and partners from throughout the state. Achieving this Plan’s vision will require active stakeholder involvement, ongoing Plan stewardship, and the careful integration of planning goals and objectives into everyday decision-making for agencies and for local communities. While the THC is the host agency for the statewide historic preservation planning process and will use the Plan to guide its programs and activities going forward, local communities, along with a variety of preservation interests from around the state, have critical roles to play in the Plan’s implementation.

The following includes a description of key SWP implementation partners:



FEDERAL AGENCY PARTNERS

Advisory Council on Historic Preservation (ACHP)

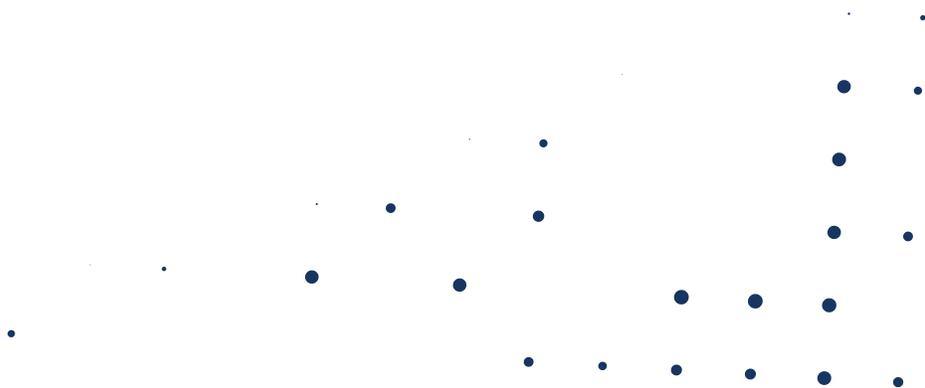
As an independent executive agency under the President of the United States, the Advisory Council on Historic Preservation plays an important role in administering the Section 106 consultation process mandated under the NHPA of 1966. As part of the consultation process, the ACHP may issue formal comments to federal agencies and parties that cannot agree to a satisfactory resolution regarding federally financed or permitted undertakings impacting historic or cultural resources. The ACHP may also consider and provide preservation alternatives in coordination and participation with federal agencies and other involved parties. In addition to its Section 106 responsibilities, the Council advises the President and other federal agencies on preservation issues and organizes a number of research and policy initiatives as well as training and educational services. The Council consists of 24 members appointed by the President.

National Endowments for the Arts and Humanities (NEA, NEH)

The National Endowments for the Arts and Humanities, both independent federal agencies, administer programs that support the advancement of the arts and humanities in communities across the country. Among its many initiatives, the NEA's Our Town and Grants for Arts programs provide funding for projects that integrate the arts in placemaking and community development efforts while also enhancing the organizational capacity of arts and arts-related organizations. The NEH offers several grant programs focused on promoting local history, cultural and community preservation, education, and museum practices related to digitization and collections curation. Both agencies also maintain funding opportunities focused on Tribal Nations and other underrepresented communities.

National Park Service (NPS)

Established by the U.S. Congress in 1916, the NPS core mission is to preserve and protect the nation's cultural and natural resources for future generations. Known more publicly for its management of the country's National Park System, the NPS is also the lead federal agency for historic and cultural resource preservation and stewardship, offering a range of documentation, planning, education, and funding initiatives. One of its key programs—the National Register of Historic Places—recognizes properties and places significant to local communities, a state, or to the nation. Income-producing National Register eligible or listed properties may participate in both the Federal and State of Texas Historic Preservation Tax Credit Programs. In Texas, the THC administers the National Register, Tax Credit, CLG, and other preservation programs in coordination with the National Park Service. Other key NPS programs include its youth internships and fellowships, competitive grants for planning, educational and Tribal Nation initiatives, as well as maritime preservation and museum management.



Federal Emergency Management Agency (FEMA)

Created in 1978 and an agency of the U.S. Department of Homeland Security, FEMA's primary responsibility is to assist and coordinate response and recovery efforts in disaster-declared areas. As part of that responsibility, FEMA may provide grants, loans, and other resources and forms of support for utilities and public infrastructure restoration, debris management, and life safety enhancements. The agency also provides disaster mitigation planning grants and technical assistance for states, local governments, nonprofit organizations, and Tribal Nations in support of disaster preparedness and mitigation planning efforts. One such program, the Building Resilient Infrastructure and Communities Program, can underwrite efforts in property adaptation, hazard-proof building codes, and multi-jurisdictional planning programs. The agency's 2005 publication, *Integrating Historic Property and Cultural Resource Considerations Into Hazard Mitigation Planning: State and Local Mitigation Planning How-To Guide*, continues to be a resource for local communities in considering historic and cultural resources in risk assessment and disaster preparedness planning.

Tribal Historic Preservation Offices (THPOs)

Texas has one federally recognized tribe with a THPO—the Ysleta del Sur Pueblo. The THPO conducts reviews as part of Section 106 and NAGPRA consultation processes. The office also participates in survey and documentation initiatives, nominating properties to the NRHP, and undertaking preservation practices related to TCPs and sacred sites.

U.S. Department of Housing and Urban Development (USHUD)

The U.S. Department of Housing and Urban Development administers several housing and community development programs, including, most notably, Community Development Block Grants (CDBGs) and HOME Investment Partnerships, which help facilitate property rehabilitation in support of maintaining and adding attainable housing in local communities. Although not permanently funded by the U.S. Congress, the CDBG Disaster Recovery Assistance Program underwrites local initiatives related to disaster relief and recovery, housing rehabilitation, and economic revitalization. The Department's Choice Neighborhoods program offers competitive planning and implementation grants to communities seeking to identify and undertake investment opportunities as part of neighborhood revitalization efforts, including the preservation and rehabilitation of historic properties.

U.S. Department of Agriculture (USDA)

In addition to its core mission in the agricultural trade, the U.S. Department of Agriculture also provides programs related to rural development, including grant funding for infrastructure, business development, community facilities, and housing rehabilitation and preservation activities. The U.S. Forest Service, an agency of the USDA, also maintains four National Forests in East Texas and the Caddo-Lyndon B. Johnson National Grasslands northeast of Alford. The Forest Service must adopt and implement land management plans for its forest lands that take into account the stewardship of historic resources, TCPs, and archeological sites. The Forest Service's Heritage Program also aims to integrate historic preservation and cultural resource management opportunities in its land planning activities.

Federal Agency Partner Implementation Roles:

- Continue providing training and information resources on various documentation, education, and incentive and grant funding programs, particularly related to youth engagement, disaster preparedness, Tribal Nation preservation initiatives, and underrepresented communities as offered by the National Park Service.
- Continue to set standards of excellence for the preservation field in the stewardship and management of historic and cultural resources.
- Continue coordination of the National Register, Tax Credit, CLG, Section 106, and other federal-level preservation programs with the THC and other statewide partners and entities.
- Encourage historic and cultural resource information sharing with Texas state agencies and local communities involved in disaster preparedness planning and recovery assistance.
- Offer technical assistance and leverage on-the-ground staff and agency convening power in support of state and local community preservation planning priorities.
- Continue the dissemination and distribution of information and technical assistance on funding programs, disaster mitigation planning, and historic and cultural resource preservation.

GALVESTON REGIONAL WORKSHOP

STATE AGENCY PARTNERS

Texas Historical Commission (THC)

The Texas Historical Commission serves as the SHPO in Texas, helping to facilitate and administer a number of preservation programs that benefit individuals, communities, organizations, and Tribal Nations across the state. As the SHPO for Texas, the THC must fulfill several mandated responsibilities under the NHPA of 1966, including:

- Cooperating with federal and state agencies, local governments, and private organizations and individuals in conducting and maintaining inventories of historic and cultural resources.
- Identifying properties that may be eligible for the National Register of Historic Places.
- Preparing and implementing a comprehensive statewide historic preservation plan.
- Administering federal programs for historic preservation within the state and advising on applications for rehabilitation projects that may qualify for Federal Historic Preservation Tax Credits and other forms of financial assistance.
- Advising federal and state agencies, local governments, and private organizations and individuals in implementing their historic preservation responsibilities and in ensuring that such entities consider historic properties at all levels of planning and development.
- Providing information, education, training, and technical assistance in historic preservation.
- Cooperating with local governments in the development of their historic preservation programs and in encouraging them to become Certified Local Governments.
- Consult with federal agencies in accordance with the Section 106 process (National Historic Preservation Act, 1966).

In addition to its assigned responsibilities, the THC maintains several additional programs under its statutory mission to provide leadership in the historic preservation movement in Texas. Among these are state historic sites, Main Street and heritage tourism initiatives, services for museums and county historical commissions, the Texas Archeological Stewardship Network, its cemetery and courthouse preservation initiatives, and its SAL, RTHL designation and marker programs.

With its responsibility to prepare the SWP, the THC serves principally as the host, convenor, and organizer for the planning process. While several SWP planning objectives relate to the THC's mandated roles and other activities under its administration, the SWP also guides local actions and the involvement of many different preservation partners in its implementation. The SWP aims to engage more Texans in strengthening and advancing the preservation movement throughout the state.

THC Implementation Roles:

- Manage programs and services that facilitate the implementation of the SWP's goals and objectives.

- Assist in the coordination and administration of mandated SHPO responsibilities, including the CLG, Section 106, Tax Credits, and National Register programs.
- Distribute and provide information related to THC-managed funding activities, such as the Texas Preservation Trust Fund and the Texas Historic Courthouse Preservation Program, and other technical assistance and educational programs.
- Share historic and cultural resource information and other relevant data with Texas state agencies and local preservation partners involved in disaster preparedness planning and recovery assistance.
- Enhance data and information technologies for a variety of preservation planning needs, including assisting local communities and individuals in assessing disaster risk.
- Continue setting standards of excellence in the stewardship of historic and cultural resources throughout the state.
- Collaborate with Tribal Nations on addressing the preservation priorities important to them.

Texas Commission on the Arts

The Texas Commission on the Arts works to diversify and bolster the state's creative and arts and cultural sector through programs and technical assistance services directed to artists, arts organizations, and other arts-related entities. Among its various initiatives, the Commission administers the Arts Create and Arts Respond grant programs that underwrite arts initiatives for nonprofits, schools and universities, tourism entities, organizations representing diverse communities, and arts providers located in rural areas. The Commission's Cultural Districts Program assists communities with creating and designating cultural districts, a tool for promoting arts-based economic development, tourism, and public art and placemaking activities. Its arts education initiatives help to underwrite visiting artists in local schools and intensive summer training and instruction opportunities for young artists.

Texas Department of Transportation (TxDOT)

The Texas Department of Transportation is the agency responsible for maintaining the state's highways, ports, rail, aviation, and other public transportation systems. As it receives federal monies for the construction and maintenance of state roadways and other transportation systems, TxDOT must participate in the Section 106 consultation process as required under the NHPA of 1966 and work with the THC, other agencies and entities, Tribal Nations, the public, and the ACHP when necessary to mitigate potential impacts to historic and cultural resources from federally funded agency transportation projects. The Department currently maintains a Programmatic Agreement with the Federal Highway Administration, the THC, and the ACHP governing how TxDOT will manage and comply with the requirements of the consultation process. As such, TxDOT employs archeologists, architectural historians, historians, and other professionals to document and investigate historic and cultural resources as part of agency projects. Past investigations and research efforts focused on 19th- and 20th-century farmsteads in Anderson County, pueblos in El Paso County, and historic bridges throughout the state.

Texas Division of Emergency Management (TDEM)

Organizing and coordinating state and local responses to emergencies and natural disasters, as well as providing support, training, and guidance in local disaster preparedness planning, comprise the core mission of the Texas Division of Emergency Management. The Division operates under the Texas A&M University System. The Division's primary responsibility is to prepare and implement the state's Emergency Management Plan, which outlines procedures and responsibilities for disaster response and recovery on the part of federal and state agencies and local governments. As part of its response and recovery capacities, TDEM manages the Austin-based State Operations Center to coordinate recovery assistance and the Disaster Recovery Task Force composed of volunteer disaster mitigation professionals made available to local communities dealing with a disaster event or emergency. The agency also administers the Emergency Management Performance Grant Program, which helps support efforts in communities and Tribal Nations in their disaster mitigation planning.

Texas General Land Office (GLO)

The Texas General Land Office's primary responsibility is to manage land owned and leased by the state for the Permanent School Fund, which provides financial support to Texas public schools. The agency also maintains an extensive archival collection of manuscripts, deeds, legal documents, patents, reports, and ledgers related to land sales, leases, and building records throughout the state. In addition, the GLO and its Community Development and Revitalization Division administers several programs focused on disaster preparedness and recovery, including the state's Coastal Management Program (CMP), funded through the National Oceanic and Atmospheric Administration (NOAA), as well as the CDBG-Disaster Recovery Funds from USHUD as part of recovery efforts stemming from recent disasters, including Hurricane Harvey.

Texas Parks and Wildlife Department (TPWD)

The Texas Parks and Wildlife Department maintains and manages the state park system, along with its various outdoor recreational amenities and wildlife resources. The Department also oversees several historic sites within its park system, such as the Fort Leaton State Historic Site near Presidio, and the Goliad State Park and Historic Site in Goliad. In addition, the agency also administers several land management programs, including the Texas Farm and Ranch Lands Conservation Program aimed at conserving natural resources, ranches, and agricultural land throughout the state using grant proceeds for land acquisitions and easement purchases. Another initiative, the Landowner Incentive Program, assists private property owners in planning for the conservation of open spaces, wetlands, riparian lands, and wildlife habitats.

State Agency Partner Implementation Roles:

- Collaborate with the THC and other state agencies in creating and sharing information and providing technical assistance on various programs and initiatives that advance this Plan's goals, objectives, and implementation actions.
- Invest in technologies where necessary and adopt a standardized system for determining disaster risk and incorporate relevant information in state agency GIS and data management systems.
- Develop and share templates and model plans that address disaster protections and response to all state-owned and leased historic buildings and resources.

- Consider the creation and implementation of new programs, tools, and policies that strengthen the role of historic preservation in promoting resilience and community vitality.
- Employ agency convening capacities in working with preservation stakeholders and communities on achieving local preservation priorities.
- Continue coordination with the THC on various historic preservation compliance and coordination responsibilities as required under federal and state law.
- Work together to set standards of excellence in the stewardship and management of historic and cultural resources.

LOCAL PARTNERS

Artists and Arts Organizations

Artists and public and private arts councils and organizations can serve as logical partners in local preservation endeavors. They can inspire and drive the rehabilitation of historic theaters and performing arts spaces and the adaptive use of older buildings into live-work and creative spaces. They can also participate in public art, placemaking, and interpretive efforts in historic places and act as key voices, storytellers, and stewards for a community's cultural traditions.

Community Development Entities

Economic development corporations, housing groups, and neighborhood revitalization organizations can be effective facilitators and intermediaries in promoting preservation-based community development. They also offer expertise and proficiency in securing funding sources and in navigating the development process. Other preservation partners can collaborate with community development entities on preservation and conservation approaches for reviving older neighborhoods while achieving attainable housing goals and pursuing adaptive use projects that generate new businesses and employment opportunities.

Counties, Municipalities, and Certified Local Governments

Under state law, Texas counties and municipalities can adopt plans and other land use management tools *"...for the purpose of promoting sound development...and...public health, safety, and welfare"* (Texas Local Government Code, Section 213.001). This encompasses the creation and implementation of community comprehensive plans, historic preservation plans, historic preservation ordinances, conservation districts, zoning overlays, and other mechanisms by which to advance local preservation goals and policies. Local planning and historic preservation commissions, including the state's 75 CLGs, have formal roles in identifying and designating historic and cultural resources, as well as educating local stakeholders and decision-makers on the many benefits preservation provides to communities. Counties and municipalities can also establish

new programs and incentives that facilitate preservation-based community development and prepare disaster mitigation plans that address historic properties and places. Regional councils of government can also help in economic development, disaster mitigation planning, and GIS systems and data management.

County Historical Commissions

County historical commissions have the principal responsibility of protecting and interpreting the history and heritage of the county, often through programs and initiatives in archival collections, research and documentation, archeology, cemetery preservation, heritage tourism, and in outreach and education. Commissions may also operate museums and historic sites and solicit interest in and prepare applications for the Official Texas Historical Marker Program. County historical commissions have important implementation roles to play going forward given that activities “...*must be consistent with the statewide preservation plan*” (Texas Local Government Code, Chapter 318). Commissions can explore new efforts in documenting the stories of underrepresented communities, engage youth and young adults in their work, and explore new revenue sources that underwrite existing as well as new programming, among other key objectives and implementation actions outlined in this Plan.

Historic Sites and Museums

Historic sites and museums connect local histories to many different audiences and serve as key stewards of heritage assets and active centers of education and engagement. While there are continual challenges to funding and maintaining museums and historic sites, there are new horizons and opportunities for using new methods and technologies for curating collections, for outreach and educating new audiences, and for interpreting new and different aspects of history that museums and historic sites have not told before.

Main Street Programs

Normally housed within municipal governments, Main Street programs manage various initiatives aimed at transforming historic downtowns and traditional commercial districts into thriving, vital places. Main Street programs work to facilitate facade improvements and adaptive use, undertake placemaking and other arts-based activities, create programs that nurture small businesses, and organize special events and other marketing programs that support a unified image of the downtown. Given their work, Main Street programs build strong relationships with property owners and merchants, funders and sponsors, elected officials, and other important stakeholders in their communities. Main Street programs can leverage these relationships to promote preservation successes, communicate preservation’s benefits, and involve youth and more diverse participants in local preservation efforts—all key goals and objectives of this Plan. Main Street programs can also collaborate with their municipalities on focused downtown disaster preparedness planning efforts.

Nontraditional Partners

Advancing a comprehensive agenda of historic preservation action as outlined in this SWP will require preservationists across the state to build broader coalitions of stakeholders and partners, including entities not ordinarily viewed as traditional collaborators. Several nontraditional partners for future initiatives may include:

- **Land Trusts.** Land trusts are familiar tools employed for environmental land conservation, but could serve potential roles for preserving historic properties, places, and neighborhoods. Using conservation easements, land trusts can promote both housing preservation and housing attainability in neighborhoods facing dramatic change and the loss of historic housing stock. Land trusts can also help preserve archeological sites, historic cemeteries, ranches, farmsteads, TCPs, and other landscapes of historical and cultural importance.
- **Nonprofit Design and Social Organizations.** The buildingcommunityWORKSHOP in Dallas is one such nonprofit organization that offers assistance for community engagement, design services, and data management and mapping in support of local planning and preservation efforts. The Esperanza Peace and Justice Center in San Antonio pursues a number of cultural arts and historic preservation-based activities in many neighborhoods throughout San Antonio while also striving for positive social and economic change for local residents. Such entities can be natural partners in providing technical assistance, community engagement and consensus-building services, and other preservation-related activities.
- **Programmer and Pro Bono Services Networks.** Even with the increasing availability of digital platforms for architecture, government, and urban planning applications, such technologies are still relatively new in the historic preservation field. It is only within the last 15 years that digital platforms have emerged for use in architectural and historical surveys. Despite this progress, there are communities that lack the resources and expertise to acquire the hardware and platforms to put them into practice, especially in relation to disaster preparedness where mapping historic resources is critical for assessing risk and vulnerabilities. Programmer and pro bono services networks—nonprofit organizations that provide consulting and free technical assistance—can help build the capacities of communities to use such platforms and to analyze data for a number of preservation purposes.
- **Venture Fund Entities.** Venture funds typically underwrite business capitalization and expansion but can be employed for building rehabilitation and reuse. Venture funds may take the form of a small group of investors pooling funds or capitalized by private corporations, local and regional foundations, and government grants.

Preservation Advocacy Organizations

Throughout Texas, private, nonprofit advocacy organizations help to facilitate preservation in several ways, including partnering with historic preservation commissions on surveys and National Register nominations, and by recognizing local preservation successes through awards and recognition programs. Other advocacy organizations offer grant and loan programs to spur investment in historic properties. In recent

years, advocacy groups have undertaken initiatives focused on youth engagement and documenting the history and resources of underrepresented communities. They can also play significant roles in convening stakeholders for solving local preservation challenges and, going forward, serve as key information and resource providers in disaster preparedness and recovery efforts.

Preservation Professionals

Archeologists, architects, archivists and museum curators, contractors and tradespeople, economic developers, environmentalists, historians, landscape architects, nonprofit executives, and urban planners all perform a variety of services and functions critical to the preservation movement. Preservation professionals assist in documenting and researching historic and cultural resources, in preparing historic preservation and disaster preparedness plans, and in educating and informing community stakeholders and constituents on preservation's benefits, among many other important roles.

Tourism Entities

Tourism organizations, heritage trails, and convention and visitors bureaus provide essential marketing and technical support for leveraging heritage assets to build local visitation, spur economic development, and facilitate investments in historic places. With the increasing interest in cultural heritage and themes related to ethnic groups and underrepresented communities, tourism entities have opportunities for involving new participants, such as small businesses, neighborhood groups, cultural organizations, and religious institutions in attracting visitors eager to learn new stories.

Schools, Universities, and Institutions of Higher Learning

Local schools can participate in a variety of ways in local preservation—students as volunteers for community preservation projects or taking part in hands-on learning experiences in local museums, for instance. In addition to providing formal academic training in historic preservation, architecture, planning, history, and other related fields, universities, colleges, HBCUs, and trade schools can participate in local preservation efforts by providing expertise, access to information and technology, undertaking research, and by offering mentoring and training opportunities with other preservation partners.

Local Partner Implementation Roles:

- Update community plans, preservation plans, disaster mitigation plans, historic preservation ordinances, and land use management tools that support local preservation priorities and advance disaster preparedness and resilience.
- Acquire and use new technologies and GIS programs for documenting historic and cultural resources, for expanding outreach and educational efforts, and for conducting disaster risk assessments for historic and cultural resources.
- Participate in trainings and technical assistance opportunities provided by the THC and federal and state agencies.

- Seek partnerships with colleges and universities, arts organizations, and community groups in researching histories and documenting the stories of diverse peoples and underrepresented communities.
- Conduct surveys and identify resources located in disaster-prone areas and of emerging importance for future documentation and designation.
- Build broad-based coalitions of traditional and nontraditional partners to advocate for investments in neighborhood revitalization and attainable housing, heritage tourism, and the preservation of resources associated with ranches, agriculture, and other landscapes of importance.
- Implement new policies and programs that strengthen the role of historic preservation in promoting preservation-based community development.
- Work to engage youth and underrepresented communities in local preservation endeavors.
- Work together to set standards of excellence in the stewardship and management of historic and cultural resources.



IMPLEMENTATION CHART

Advisory Council on Historic Preservation (ACHP); Arts Organizations (AOs); Community Development Entities (CDEs); County Historical Commissions (CHCs); Federal Agencies (FAs); Historic Sites and Museums (HSMs); Local Governments/CLGs (LGs); Main Street Programs (MSPs); Nontraditional Partners (NTPs); Preservation Advocacy Organizations (PAOs); Preservation Professionals (PPs); State Agencies (SAs); Tourism Entities (TEs); Schools, Universities, and Institutions of Higher Learning (SUIHLs).



THEME #1

GOAL: Engage and inform stakeholders and decision-makers through effective dialogue, education, outreach efforts, and new partnerships that promote historic preservation in Texas communities.

Objective 1.1:

Provide educational and technical assistance programs aimed at promoting preservation's benefits and at reaching broader, more diverse stakeholders across the state.

Key Partners:

FAs, SAs

IMPLEMENTATION ACTIONS

Identify new partner agencies, organizations, and networks that can assist in training efforts that target new participants, multiple generations, and underrepresented and under-resourced communities in historic preservation.

Design, format, and deliver preservation training and educational programs for a broad range of community stakeholders in addition to preservation professionals.

Create and distribute with partner entities publications and information packets using print, webinars, and collaborative workshops.

Provide updated data that showcase the economic, social, and environmental benefits of Main Street revitalization, heritage tourism, adaptive use, and other aspects of historic preservation in relation to community development.

Explore ways to organize and promote a comprehensive listing of preservation-related educational opportunities offered by various traditional and nontraditional partners throughout the state.

Develop new outreach initiatives and training programming targeted to local decision-makers as part of community forums, roundtables, and planning initiatives.

Develop toolkits on community engagement and consensus-building methods and processes for CLGs and local governments.

IMPLEMENTATION ACTIONS

Objective #1.2:

Seek new partnerships with government agencies, nonprofits, neighborhood leaders, and nontraditional entities in engaging new stakeholders in local preservation efforts.

Key Partners:

CHCs, HSMs, LGs, NTPs, MSPs, PAOs, SAs, TEs, SUIHLs

Identify, inventory, and engage local agencies, community organizations, and other entities with affiliated interests or that have special relationships and connections to particular groups that have not previously participated in local preservation efforts.

Recognize and address barriers to local participation from underrepresented and under-resourced communities.

Use new partnerships to offer educational and training opportunities for youth and young adults as well as for preservation professionals and those desiring to learn more about the preservation field.

Network with various local, regional, and statewide foundations, government granting agencies, and other nontraditional partners in funding educational and outreach initiatives.

Collaborate with local schools, colleges and universities, historic sites, libraries, museums, heritage tourism organizations, and other related organizations to provide training, internships, and education programs that allow new participants to learn and initiate their own ventures in historic preservation.

Objective #1.3:

Organize ongoing outreach and communications programs that inform decision-makers and stakeholders about the impact of local preservation activities on community livability.

Key Partners:

CHCs, HSMs, LGs, NTPs, MSPs, PAOs, SAs, TEs, SUIHLs

Organize yearly outreach programs, such as “state of preservation” luncheons, annual meetings, summits, and forums with elected officials that showcase preservation successes, opportunities, and key advocacy needs.

Create new events and host them in downtowns, neighborhoods, museums, and other historic places as ways to raise stakeholder awareness of preservation’s positive impacts and contributions to community vitality.

Take part in training programs and educational resources offered at the state and local levels in public relations, data gathering, and community engagement methods.

Prepare concise informational handouts, pamphlets, and postcards for distribution to local stakeholders and formatted in ways for editing future content.

Create multilingual publications and materials for diverse groups interested in supporting and participating in local preservation efforts.

Undertake consensus-building processes and educational campaigns with key leaders, property owners, and residents when implementing preservation policies and designating landmarks and districts.

Objective #1.4:

Enhance the use of current and emerging design and digital communication technologies for engaging new audiences.

Key Partners:

CHCs, HSMs, LGs, NTPs, MSPs, PAOs, SAs, TEs, SUIHLs

Develop new websites and information materials incorporating engaging written and graphic content that informs as well as inspires both preservation advocates and a broader set of stakeholders to local preservation efforts.

Identify content gaps in existing websites that help describe historic preservation’s benefits, impacts on the local community, and success stories, along with other information that promotes broader participation and involvement.

Partner with local schools, colleges and universities, preservation professionals and advocates, preservation network contacts, and emerging voices within communities to provide graphic design assistance and original content for use in digital platforms.

Utilize to the fullest extent available digital communication platforms and social media applications in local advocacy and preservation efforts.

Objective #1.4:

CONTINUED

IMPLEMENTATION ACTIONS

Ensure all print and digital content, information materials, recommendations, and handbooks, for example, are widely available, discoverable, and accessible to everyone, including those who may not be fluent in English.

Craft new website or social media content to emphasize compelling preservation stories and the mission of local preservation organizations to attract youth and young adult participation.

Promote existing digital platforms and data sources to aid in the sharing of information.

Connect preservation partners, community decision-makers and other stakeholder groups through co-creating tools and other online platforms to discuss ideas and implement projects that strengthen networks and advance local preservation efforts.

Objective #1.5:

Explore effective engagement methods in garnering new advocates and forging new partnerships in diverse communities that build a new preservation constituency and offer opportunities for understanding local histories and other aspects of community heritage.

Key Partners:

CHCs, HSMs, LGs,
NTPs, MSPs, PAOs,
SAs, TEs, SUIHLs

Seek partnerships and collaborate with nontraditional partners, nonprofit community development organizations, faith groups, and the network of leading voices in diverse communities to facilitate participation in local preservation work.

Use storytelling exercises, deep listening sessions, co-designing practices, festivals, creative workshops, and informal gatherings as part of community consensus-building processes or to understand cultural touchstones and assets important to diverse communities.

Engage “overlooked” stakeholders—young people, artists, business owners, religious leaders, seniors, and housing advocates, for instance—to gain a shared understanding of local heritage that produces effective preservation outcomes.

Pursue the support of foundations and other funding agencies and entities in engagement work and learning opportunities for youth and diverse and multigenerational communities.





NATIONAL RANCHING HERITAGE CENTER, LUBBOCK



THEME #2

GOAL: Promote the identification and designation of both tangible and intangible historic and cultural resources that represent Texas' rich and diverse heritage.

Objective #2.1:

Guide survey and documentation efforts that lead to new designations and recognition of important historic and cultural resources throughout the state.

Key Partners:

FAs, SAs

Objective #2.2:

Enhance the use of technology to make data and information more readily accessible for preservation planning needs.

Key Partners:

FAs, SAs

IMPLEMENTATION ACTIONS

Promote the use of CLG grants and other educational and training resources that encourage historic resources surveys and National Register listings, SALs, and RTHL designations of historic and cultural resources associated with underrepresented communities and Late Modernist and Postmodern architecture.

Encourage the integration of survey and documentation data into state and local planning efforts.

Maintain, continually update, and make readily accessible on websites a general listing of relevant National Register nominations that illustrate particular context themes to aid local communities in their documentation efforts.

Update existing context and research documents whenever feasible and possible for cultural resource management needs, heritage tourism, and a variety of preservation planning purposes.

Incorporate new data sources, such as cultural resource management reports, where feasible and appropriate in the Texas Historic Sites Atlas.

Consider and develop other technology platforms that can provide ready access to diverse sets of research data, as well as portals and gateways for public contributions and feedback.

Create information resources and toolkits for guiding local efforts in data collection and management.

IMPLEMENTATION ACTIONS

Objective #2.3:

Undertake survey and documentation efforts for historic and cultural resources related to underrepresented communities, intangible heritage, overlooked places, and those coming of age.

Key Partners:

CHCs, LGs, PAOs, PPs, SUIHLs

Pursue and secure grants and other forms of financial and technical assistance when undertaking research, surveys, and other documentation work, especially for emerging resources of architectural, historical, and cultural importance.

Establish partnerships for identifying and cataloging intangible aspects of cultural heritage when undertaking documentation and planning efforts.

Collaborate with local historians, archivists, community leaders, teachers and professors, artists and folklorists, and other partners to collect oral histories, photographs, letters, and other primary and secondary sources to enrich the content of new surveys and other documentation.

Incorporate survey and documentation efforts as part of the scope of work for local comprehensive planning and planning efforts for downtowns, neighborhoods, areas susceptible to redevelopment and natural disasters, agricultural land, and extraterritorial jurisdictions..

Explore opportunities to partner with local, county, and regional nonprofit organizations and government entities in survey and documentation initiatives in rural communities.

Objective #2.4:

Conduct survey and documentation initiatives as part of local planning and community development efforts.

Key Partners:

CHCs, CDEs, LGs, PAOs, PPs

Incorporate survey and documentation efforts as part of the scope of work for local comprehensive planning and planning efforts for downtowns, neighborhoods, areas susceptible to redevelopment and natural disasters, agricultural land, and extraterritorial jurisdictions.

Promote the results of survey projects and their planning implications and benefits to local policy-makers, developer interests, and community residents.

Utilize survey data and findings to prioritize additional planning and community development efforts, including district designations, targeted resources for identified adaptive use projects, enhancing heritage tourism assets, and adopting new conservation approaches for significant districts and landscapes.

Undertake local advocacy and outreach activities that inform policy- and decision-makers on the advantages of institutionalizing documentation initiatives as part of community planning programs.

Objective #2.5:

Encourage the use of GIS and other digital technologies that make historic resource data and information accessible and useful for a variety of planning and preservation needs.

Key Partners:

CHCs, LGs, PAOs, NTPs, PPs, SUIHLs

Employ available digital technologies whenever practical and feasible for local survey and documentation efforts that allow for easy integration in the county and municipal GIS, websites, and other data management and mapping programs.

Take advantage of existing data management tools offered through state agencies, colleges and universities, and other preservation and community development agencies for specific preservation planning and resource management needs.

Develop community and neighborhood-wide crowdsourcing websites that allow local historians, residents, and other preservation advocates to collect and upload documents, photos, and narratives that tell the stories and histories of their neighborhoods and communities.



THEME #3

GOAL: Promote historic preservation as a flexible tool that is well-integrated and supported with local planning and development practices with an aim to strengthening and sustaining communities as resilient places.

Objective #3.1:

Assist and encourage counties and municipalities in undertaking preservation-based approaches to community development and revitalization.

Key Partners:

FAs, SAs

Objective #3.2:

Create and maintain local incentives while considering regulatory relief, adaptive use programs, and other methods to spur investment in historic properties.

Key Partners:

LGs, MSPs, PAOs

IMPLEMENTATION ACTIONS

Raise awareness among local policy-makers, investors, urban planners, and economic developers of local preservation success stories that employed the use of state programs and incentives.

Partner with statewide economic development, planning, and environmental groups to create new incentives and educational programs related to historic preservation and revitalizing neighborhoods and traditional downtowns, heritage tourism, and rural community development.

Explore new organizational networks, such as statewide planning entities for example, to disseminate educational programs offered through digital platforms as well as in-person formats.

Provide consultations with local decision-makers on enhancing the effectiveness of existing incentives and new and alternative funding sources for incentive program financing.

Commission new economic impact studies in partnership with allied organizations that demonstrate the positive contributions preservation makes in sustaining vibrant Texas communities.

Use CLG and other granting programs to emphasize preservation planning that integrates heritage tourism and downtown and neighborhood revitalization as part of local planning and economic development efforts.

Conduct advocacy and community engagement initiatives that demonstrate the need for and positive impacts of local preservation incentive programs.

Explore nontraditional financing sources for preservation incentives and programs, such as arts and humanities agencies, foundations, CDBG and USDA grants and loans, housing organizations, and locally based venture and angel-investing funds.

Review existing regulations, such as zoning variance relief, parking, and building codes, to make adaptive use and preservation projects more feasible.

Promote the availability of local, state, and national-level historic preservation incentives in public workshops and meetings.

Partner with county-level entities in the creation of incentive programs focused on small towns and agricultural resources.

Document and designate landmarks and historic districts to enable their eligibility for tax credit programs and other financial incentives.

IMPLEMENTATION ACTIONS

Objective #3.3:

Foster practices that better integrate historic preservation in local planning and development processes.

Key Partners:

AAs, LGs, MSPs, NTPs, PAOs, TEs

Update local land use management, zoning, subdivision, and extraterritorial jurisdictional regulations to address the identification and preservation of historic and cultural resources, sites, and other significant landscape and viewshed features.

Assess the need for conservation districts and design overlays for areas and neighborhoods that contribute to the scale, character, and cultural dimension of places that may not qualify or be eligible for historic district designation.

Explore partnerships with land trusts, environmental groups, county governments, tribal entities, and property owners on opportunities for preserving neighborhoods, open space, farmlands, ranches, and other historic and cultural resources as a revitalization and growth management strategy.

Determine the need to adopt design-based and form-based zoning approaches to guide the appearance and design quality of new development in downtowns, neighborhoods, and small towns.

Undertake large and small-scale placemaking efforts in Main Street districts, neighborhoods, and heritage tourism destinations that enhance local identity and the experience of place. This work is important particularly when part of more significant community infrastructure projects.

Seek partnerships with housing organizations, economic development corporations, chambers of commerce, arts agencies, boards of realtors, museums, and historic sites on preservation-based community development initiatives.

Explore opportunities with county and regional-level partners in supporting Main Street revitalization and housing rehabilitation programs for small and rural communities.

Partner with local arts organizations, museums and historic sites, historic preservation commissions, historical societies, and downtown neighborhood associations in planning and enhancing various interpretive programs and community tours that engage both tourists and residents.

Advocate for the use of CDBG and other funding sources to support housing rehabilitation and conservation.

Organize advocacy and education efforts that both clarify misperceptions and describe the benefits of heritage tourism, adaptive use, and other forms of preservation-based community development.

Provide support to local entities that organize and produce festivals and events that focus on particular aspects of local history and culture.

Work with county extension agents, Heritage Trails, tourism entities, and nontraditional partners to examine and explore additional thematic heritage tourism strategies that capitalize on agricultural and rural landscapes.

Objective #3.4:

Pursue historic preservation-based development efforts that promote quality of life and vital places.

Key Partners:

AAs, HSMs, LGs, MSPs, NTPs, PAOs, TEs



THEME #4

GOAL: Bolster and enhance Texas' disaster resilience planning efforts to provide solid foundations for preparedness, recovery, and adaptation that protect and preserve the state's historic and cultural resources.

Objective #4.1:

Promote disaster resilience and adaptation components in publicly funded preservation plans, historic structures reports, disaster mitigation plans, and other related documents.

Key Partners:

FAs, SAs

Objective #4.2:

Provide educational and technical assistance services to local communities and property owners regarding disaster resilience and preparedness.

Key Partners:

FAs, SAs

IMPLEMENTATION ACTIONS

Create model disaster mitigation guidance for use in publicly funded historic preservation and disaster mitigation plans, and other planning initiatives related to housing, courthouses and public facilities, and historic sites.

Conduct periodic training and orientations on integrating historic preservation with local disaster planning as part of public grant programs.

Develop guidance publications and toolkits on integrating disaster planning in local survey work, disaster risk assessments for landmarks and historic districts, disaster preparedness websites and digital emergency warning systems, navigating property insurance issues, and other disaster recovery topics.

Create specific training and education resources for CLGs and local historic preservation commissions on addressing adaptation and mitigation issues in historic districts, mapping disaster-prone neighborhoods and areas, and streamlining design review procedures in the aftermath of a disaster event.

Provide training resources on disaster resilience to community development directors and emergency management personnel, preservation partners, public facility managers, museums and tourism site operators, and owners of historic properties.

IMPLEMENTATION ACTIONS

Objective #4.3:

Integrate historic and cultural resources in local disaster preparedness planning.

Key Partners:

**CDEs, FAs, HSMs,
LGs, MSPs, NTPs,
PAOs, PPs, SAs, TEs**

Form local preservation and disaster preparedness task forces composed of local planners, preservation professionals, nonprofit preservation-related organizations, local museums and heritage sites, and state and county agencies tasked with addressing gaps or preservation planning needs in local disaster preparedness efforts.

Partner with counties, councils of governments, and other agencies in funding and creating disaster preparedness plans that include specific strategies and directives for minimizing impacts to historic properties.

Engage the broader community through meetings and workshops that raise awareness of disaster risks to historic resources and the importance of advanced planning for disasters.

Ensure local disaster mitigation plans include a complete inventory of historic and cultural resources susceptible to disaster risks along with those that present the greatest estimated financial and replacement loss to the community in order to understand preservation priorities in the aftermath of a disaster.

Adopt risk assessment practices for locally funded preservation projects to avoid preventable damage to historic and cultural resources, such as fires caused by human error.

Distribute highlights and executive summaries of local disaster preparedness plans and their historic preservation elements to local heritage sites, downtown organizations, neighborhood associations, and preservation partners.

Integrate the identification of farmlands, ranches, and agricultural resources as part of broader, recognized landscapes in disaster resilience planning.

Seek funding and technical assistance opportunities from state, local, and regional organizations in utilizing digital technologies as part of architectural and cultural resource surveys or other historic resource data collection needs.

Objective #4.4:

Promote broader use of GIS and other digital technologies in informing local disaster resilience planning.

Key Partners:

**FAs, LGs, NTPs,
PAOs, PPs, SAs,
SUIHLs**

Partner and collaborate with state agencies, local colleges and universities, counties and councils of government, and municipalities on updating GIS data and mapping that incorporates historic and cultural resources and their locations in floodplains or disaster risk areas.

Make GIS-based mapping of historic resources in disaster-prone areas widely available and accessible to property owners and preservation partners.

Use previously prepared base maps for documenting hazard areas and the location of historic and cultural resources when GIS technologies are not available locally.

Utilize GIS and survey data on historic properties and resources as part of disaster recovery efforts, in particular regarding decision-making on which historic properties may be worthwhile for repair and rehabilitation.

Update property surveys and GIS mapping as needed and feasible as updates and revisions occur to local disaster preparedness plans.

IMPLEMENTATION ACTIONS

Objective #4.5:

Implement practical disaster mitigation strategies that streamline procedures and address the potential physical effects of disaster events on heritage resources.

Key Partners:

CDEs, LGs, PAOs,
PPs, SAs

Prepare hard copies and digital versions of disaster preparedness and recovery handbooks and distribute them through local websites, social media channels, city halls, and libraries.

Adopt new rules of procedures for historic preservation and planning commissions that incorporate an expedited review process for property owners undertaking adaptation measures and for historic resources impacted by a disaster event.

Update design guidelines for landmarks and historic districts to incorporate adaptation strategies and recommendations for historic resources.

Survey preservation partners and stakeholders on information needs and produce outreach and educational programming on disaster preparedness and recovery formatted for different platforms and venues.

Seek the listing of properties, places, and sites in the NRHP and other designations to advance their priority and eligibility for federal and state-level emergency grant and funding programs.

Work with historic preservation commissions to identify qualified preservation architects, contractors, conservators, and other preservation professionals to participate in disaster planning and recovery teams.

Incorporate protection and adaptation measures for historic and cultural resources as part of existing facade grant and home rehabilitation financing programs.

Receive and provide training on the FEMA flood insurance program and implementing local floodplain management ordinances and other land use and regulatory tools

MORRISON'S CORN-KITS, DENTON





FORT LANCASTER STATE HISTORIC SITE, SHEFFIELD



THEME #5

GOAL: Enhance the capacities of preservation partners and organizations to advance preservation practice and promote the next generation of preservation leaders in Texas.

IMPLEMENTATION ACTIONS

Objective #5.1:

Provide training and technical assistance to preservation partners in promoting best practices, innovation, and success in local preservation initiatives.

Key Partners:

FAs, SAs

Offer training, consultation services, and information resources through established programs for a variety of local-level preservation issues and needs, including fundraising and organizational management, museum and curatorial practices, preservation planning, heritage tourism, Main Street revitalization, and other aspects of professional planning practice.

Expand the roles of existing statewide stewardship programs to provide training and orientation services for prospective volunteers to assist with the preservation of community heritage throughout the state.

Prepare updated publications, information resources, and other materials that specifically target and engage youth, young adults, and underrepresented populations in the professional aspects of the preservation and archeological fields.

Encourage and facilitate local preservation partnerships by organizing networking events, meetings, and workshops with both traditional preservation organizations and nontraditional entities that advance and expand local preservation networks.

Create websites that serve as clearinghouses of information related to training, internships, and other educational opportunities offered by preservation and allied partners around the state.

Explore new relationships and avenues of collaboration with statewide agencies and organizations related to history education and youth involvement in local heritage stewardship.

Conduct a survey with local school administrators and teachers to determine effective ways in which to engage and involve youth in historic preservation.

Explore the creation of youth councils or advisory boards for CHCs, historic preservation commissions, historic sites, and other preservation entities to assist and participate in local preservation initiatives.

Work in partnership with Junior Historians of Texas chapters on research and documentation projects related to local history and historic sites.

Promote youth summits with CHCs and other preservation partners that provide interactive learning and hands-on learning experiences for both students and educators in building preservation, historic sites, archeology, and heritage tourism.

Partner with local foundations, government agencies, schools and colleges, and other preservation-related entities in offering internship and preservation trade opportunities for students and young adults.

Objective #5.2:

Create meaningful opportunities for youth and young adult involvement in local preservation activities.

Key Partners:

FAs, SAs

Objective #5.2:

CONTINUED

IMPLEMENTATION ACTIONS

Collaborate with local schools on developing new history content in curricula and the professional development of teachers related to history and heritage stewardship.

Involve youth as technical consultants on local preservation projects, such as creating videos on preservation initiatives and success stories and preparing advocacy materials and information pieces.

Organize social events for youth and young professionals that promote involvement opportunities as well as the mission of local preservation organizations.

Consider new partnerships with craftspeople, contractors, landscape architects, cultural historians, and architecture firms in providing both youth and adult learning experiences.

Partner with statewide stewardship networks and historic sites to provide fieldwork opportunities and hands-on learning experiences for youth and college-age students.

Access training and consultation services provided by state and regional agencies, colleges and universities, and other nonprofit organizations for fundraising, organizational development, social media and digital communications, museum and curatorial practices, and professional development.

Pursue partnerships for preservation projects with nontraditional organizations, including housing and economic development entities, arts and humanities programs, rural service agencies, and social justice organizations.

Create curricula and establish local training programs for contractors to enter the preservation trades in collaboration with state and local preservation partners, community colleges, and vocational training schools.

Organize homeowner fairs, home tours, and local marketing programs to raise interest in the local preservation trades and in the benefits of using skilled craftspeople in local preservation and rehabilitation projects.

Seek technical assistance and support in integrating social media channels and web-based and smartphone technologies in marketing and showcasing tourism attractions, historic sites, museums, collections, and exhibits.

Undertake co-marketing opportunities between historic sites and museums with special event organizers and managers of cultural spaces to promote tourism and visitation.

Strengthen the position of local historic sites and museums as institutional anchors in local communities by collaborating with local schools and major museums in other cities and regions on creating distance-learning spaces for students, residents, and visitors.

Prepare fundraising and organizational strategic plans that help diversify funding sources and integrate performance benchmarks that measure the successes and outcomes of preservation initiatives.

Using well-designed information and marketing materials, create fundraising campaigns that translate the value of local preservation initiatives to relatable stories for different but allied audiences, including environmental groups, arts and culture entities, tourism boards, economic development groups, and social justice organizations.

Objective #5.3:

Facilitate capacity building and best practices for local preservation partners and organizations.

Key Partners:

**AOs, CHCs, HSMs,
NTPs, PPs, TEs,
SUIHLs**



THEME #6

GOAL: Support initiatives and expand efforts that document and preserve the heritage of Texas' diverse communities.

Objective #6.1:

Promote programs and funding sources that identify and preserve historic and cultural resources important to telling the stories and histories of the state's underrepresented communities.

Key Partners:

FAs, SAs

Objective #6.2:

Undertake collaborative survey and context study initiatives that identify historic and cultural resource types associated with underrepresented communities.

Key Partners:

AOs, HSMs, LGs, PPs, TEs, SUIHLs

IMPLEMENTATION ACTIONS

Create a dedicated webpage that catalogs available technical assistance and funding programs at the state and national levels for initiatives that document, preserve, and interpret the tangible and intangible heritage of the state's underrepresented communities.

Develop workshops and training initiatives using local ethnographers, artists, folklorists, oral historians, and community groups on preserving tangible and intangible aspects of local culture and heritage, using Main Street, Heritage Tourism, Historic Sites, and other THC programs as channels for delivery.

Prepare additional case studies and success stories of local documentation and designation efforts involving diverse communities.

Organize and convene meetings and online workshops to discuss best practices and perspectives in documenting, protecting, and interpreting historic sites and the various intangible dimensions of cultural heritage.

Provide guidance and technical assistance on resource types and context narratives for local surveys, National Register nominations, landmark designations, and preservation plans.

Encourage grantmaking agencies and organizations to update scoring criteria for local projects that encompass the preservation of buildings and places associated with Texas' diverse and underrepresented communities.

Collaborate with other federal and state agencies such as TxDOT and FEMA for funding and technical assistance in documentation work, developing contexts, best practice approaches, and outreach methods to underrepresented communities.

Partner with local stakeholders from diverse communities in historic context research, oral histories, and other documentation initiatives that may shed light on untold histories and places.

Undertake efforts that identify gaps in narratives and information on underrepresented communities in existing inventories, designation reports, historical markers, and interpretive programs.

Use GIS, StoryMaps, and other digital technologies to interpret documented places and stories of diverse communities to wider audiences.

Form survey teams that include oral and social historians, ethnographers, community leaders, and folklorists to identify resources significant for their cultural and social values.

Objective #6.3:

Undertake planning, preservation, and community engagement initiatives that recognize and promote understanding of the state's diverse heritage.

Key Partners:

AOs, HSMs, LGs, PPs, TEs, SUIHLs

IMPLEMENTATION ACTIONS

Update local preservation ordinances and their landmark and historic district designation criteria to emphasize cultural significance as well as architectural integrity.

Explore the use of conservation and cultural heritage districts and placemaking initiatives to commemorate and interpret buildings, sites, and places of importance to Texas' diverse communities.

Support the varied aspects of tangible and intangible cultural heritage through business development and heritage tourism initiatives, legacy business programs, marketing and educational efforts, and partnerships with local preservation organizations, cultural groups, and community development entities.

Undertake outreach and consensus-building efforts that engage diverse communities in local preservation planning, especially in places where fears of gentrification and displacement are barriers to participation.

2019 PRESERVE AMERICA YOUTH SUMMIT, BIG THICKET NATIONAL PRESERVE



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