

Preserving Our Heritage

A STATEWIDE PLAN FOR TEXAS





Texas, Our Texas!

*We are individual, yet united.
Sewn together by the common thread
of our colorful heritage, like our
revered flag with its white Lone Star
and fields of red and blue.*

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Welcome to *Preserving our Heritage: A Statewide Plan for Texas*, developed by the Texas Historical Commission. This plan is for all preservation organizations, all preservationists, all Texans. It is an innovative direction for the next decade and a guide to preserve the rich legacy that we inherited from the visionaries of Texas' past. It is our turn, our responsibility, to ensure their work continues by preserving the cultural and historical resources of this great state.

Thanks for your interest in Texas history, your work to save it and your enthusiasm in sharing it with others.

F. Lawrence Oaks
Executive Director,
Texas Historical Commission

Front Cover:
Texas State Capitol, East Façade,
circa 1910, Austin
Photo courtesy Austin History Center,
PICA 17958

Page 1:
State Flag of Texas
Photo courtesy TxDOT

IMPORTANCE OF PRESERVATION

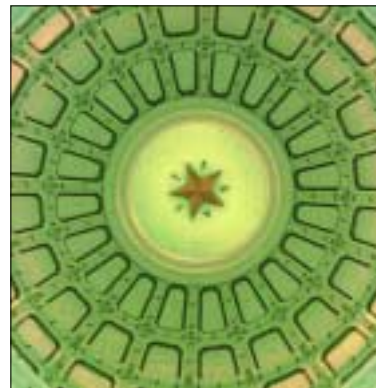
The heritage of Texas is as rich and diverse as its people and its landscape. Each hometown has a unique character, whether it's the rustic charm and hospitality of a small town or the urban sophistication of one of our big cities. From El Paso to Texarkana, Amarillo to Brownsville, our cultural resources range from the remains of prehistoric Native American campsites to grand Romanesque Revival courthouses.

The tale of Texas includes contributions from countless cultures. Varied as we are, however, Texans share a great sense of place. Our history is the common thread — the triumphs and tribulations that formed our state. We inherited a bountiful legacy from the Texans who came before us and it is our job to preserve it for generations of Texans to come.

There are other advantages to preserving what is unique about our great state's past. Historic preservation creates new jobs, revitalizes downtown business districts, provides affordable quality housing and stimulates heritage tourism. When viewed in cost-benefit terms, historic preservation is one of the best investments available today. In addition, it can renew community pride and increase local interest and involvement.

Preservation is a cooperative effort. If state, local and federal government, private nonprofit groups, foundations, businesses, schools and individuals all work together toward the goal of preserving our historic and cultural resources, there is no limit to what we can achieve. To maximize this amazing potential, the Texas Historical Commission (THC) has developed *Preserving our Heritage: A Statewide Plan for Texas* to serve as a road map for the state's preservation efforts. ★

For more information about the THC, see Appendix A.



The Lone Star, an important symbol of Texas' individuality, pictured here in the dome of the State Capitol Building.

Ranching heritage is an important part of Texas' history. The Box T Ranch in Lipscomb County was established in 1878. Here a group gathers around the chuck-wagon at roundup.



LIPSCOMB COUNTY HISTORICAL COMMISSION

We inherited a bountiful legacy from the Texans who came before us and it is our job to preserve it for generations of Texans to come.



TEXAS HISTORICAL COMMISSION

Melissa Dora Oliver-Eakle, shown here with her daughter, built a successful business empire in the Texas Panhandle at the turn of the 20th century.

THE STATEWIDE PLAN

Purpose of the Statewide Plan

At the end of the 20th century, the THC began working with Texas preservationists to create a blueprint for success in the 21st century. *Preserving our Heritage: A Statewide Plan for Texas* is a 10-year plan that defines and streamlines statewide preservation efforts.

The statewide plan is larger than any one agency or organization. It is a user-friendly planning document that preservationists across Texas should adapt and implement in their own communities. Preservation groups should use the statewide plan as a set of guidelines for study and discussion, extrapolating pertinent sections to apply to their communities. By working together with clear priorities toward the same goals, the THC and Texas preservationists will establish a strong network of resources, increase communication and set new standards for preservation projects in the future.

Preparing the Statewide Plan

To create the statewide plan, the THC began with a strategic planning process. In 1999, the agency held public “State of the State of Preservation” meetings in 23 cities to find out what preservationists needed to be more effective in their communities. Approximately 1,800 Texans attended the meetings. Participants asked questions, networked with others from their area and shared projects, goals, issues and solutions.

The THC worked with the University of Texas (UT) on a survey to gather even more input about preservation on the community level. These surveys were sent to city and county officials, county historical commissions and other preservation groups.

The THC took the information gathered at the public meetings and the results of the UT survey and began a visioning process to form priorities for the state. The THC met with a planning consultant and used the priorities to outline the statewide plan. Professionals within the agency refined the plan and placed it on the THC web site to solicit public comment. The THC incorporated the additional input and put the final product on the web site so preservationists across Texas can access and use the plan.



Wood ornamentation on a 19th-century house in Denton demonstrates the influence of immigrant cultures on Texas architecture.

Preserving our Heritage: A Statewide Plan for Texas is meant to be a fluid document. At the five-year mark, the THC will work with preservationists to evaluate the plan's strengths and provide further direction. The THC will continue to meet with small groups around the state, holding annual regional meetings designed to train and educate preservationists as well as maintain an open line of communication between the agency and its supporters. We will continue to seek input from audiences diverse in age, ethnicity, geographical location and community size. After 10 years, the THC will use this feedback to evaluate and revise the plan to reflect the changing needs and goals of Texas preservationists.

The Statue of Justice stands atop the Bee County Courthouse in Beeville, built in 1912.



GRADY HARRISON

Built in 1899, the Lee County Courthouse in Giddings is a Romanesque Revival design by J. Riely Gordon.

Among the most significant and recognized collections of historic buildings are Texas' 225 historic county courthouses.



JIM BONAR, TEXAS HISTORICAL COMMISSION

THE HISTORIC AND CULTURAL FABRIC OF TEXAS

In the past 30 years, surveys of the historic and cultural resources of Texas have revealed a vast and varied collection of sites, objects, districts, buildings and structures recognized for cultural, historic, architectural or archeological significance on a local, state or national level. The variety of cultural resources embraces pictograph panels, Spanish missions, log structures, maritime vessels, Queen Anne cottages, shotgun houses, bungalow neighborhoods, mining camps, gas stations, bridges and water towers. These diverse examples of our cultural and technical achievements contribute to a comprehensive record of our past. Among the most significant and recognized collections of historic buildings are Texas' 225 historic county courthouses. Currently the focus of the Texas Historic Courthouse Preservation Program, a major grant-funding initiative, these courthouses offer superior examples of architectural trends and styles. They also provide examples of technological advances in building methods and showcase the work of designers and builders who had statewide and sometimes national reputations. Architectural styles reflected in historic courthouse design include Gothic Revival, Art Deco, Neoclassical, Renaissance Revival, Romanesque Revival and Second Empire.

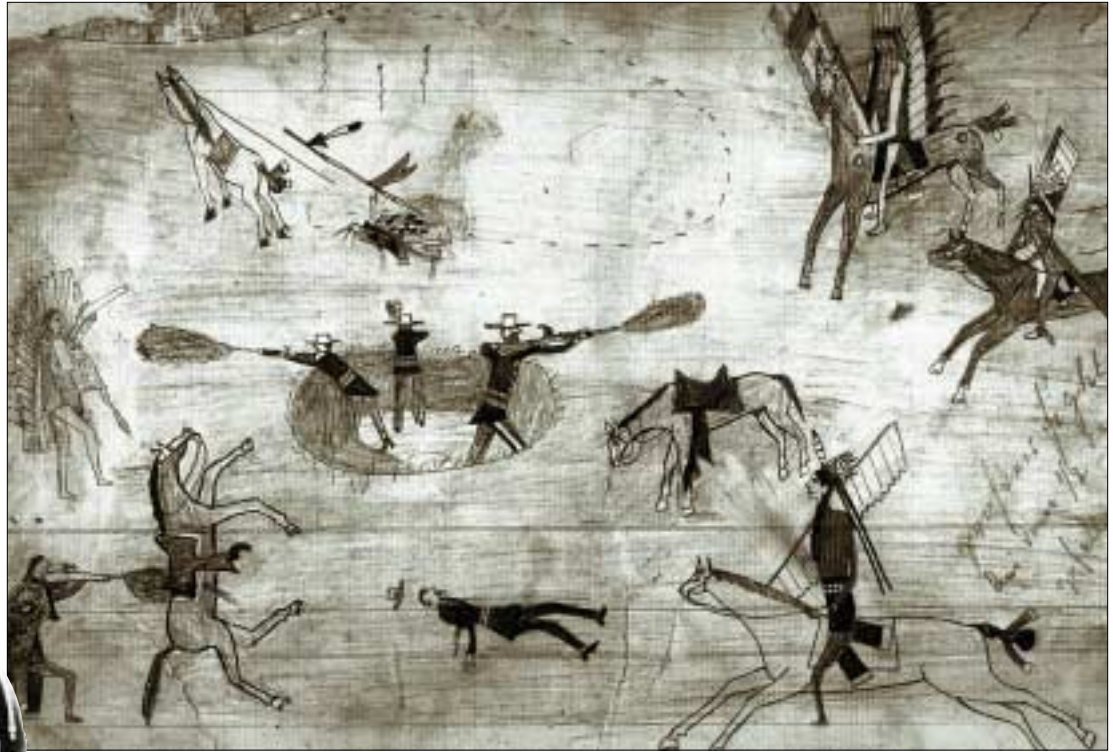
While much remains to be accomplished with regard to updating the statewide historic resources survey, the current inventory contains written information, photographs and negatives on more than 100,000 sites in Texas. Among those are almost 3,000 buildings and structures recognized as Recorded Texas Historic Landmarks, a legal designation conveyed through the state's highly successful historical marker program. Along with those structures, the marker program identifies and interprets another 9,000 historic sites. More than 2,700 Texas properties are listed in the National Register of Historic Places, including approximately 240 historic districts with as few as two or as many as 1,718 contributing buildings and objects.

Scattered across the vast state of Texas lie the traces of at least 12,000 years of human occupation in an estimated one million archeological sites. Prehistoric sites include ancient bison and mammoth kills in far West Texas and in the High Plains, pictographs and petroglyphs along the canyons of the Lower Pecos and in the El Paso area,

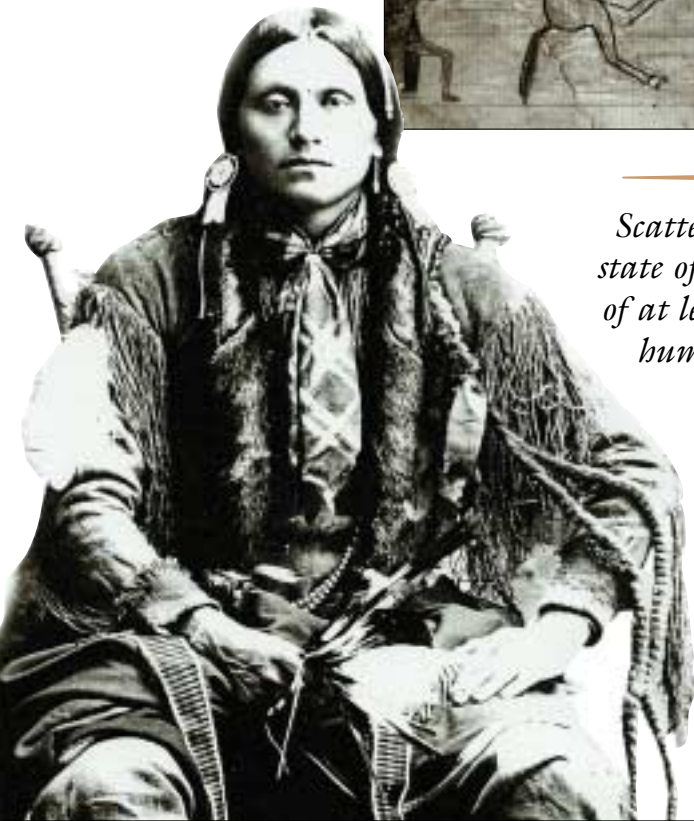


The Texas Lone Star, created of inlaid wood, on the floor of the recently renovated Shackelford County Courthouse in Albany.

*Art from a
late-19th-century
Kiowa ledger,
possibly depicting the
Buffalo Wallow Fight
of 1874.*



TEXAS MEMORIAL MUSEUM ACC 1988-21



*Scattered across the vast
state of Texas lie the traces
of at least 12,000 years of
human occupation...*



*Native American pictograph at
Hueco Tanks near El Paso.*

*Wockmetoah,
a young Comanche.*

PHOTO COURTESY PANHANDLE-
PLAINS MUSEUM

earthen mounds constructed by Caddoan Indians in East Texas, mesa-top villages along the Canadian River in the Texas Panhandle and encampments that reflect generations of hunting and gathering subsistence in all regions of the state. These and other sites contain the only clues available about generations of life in the place that is now encompassed by our state boundaries. Even in the centuries following European contact, written records often contain scant information about past life in Texas. That is why historic exploration and settlement sites such as La Salle's Fort St. Louis, Spanish presidios and missions (including the Alamo), shipwrecks, frontier forts, battle sites, simple homesteads and early industrial locales are also integral to our understanding of the past.

It is important to note that more than 90 percent of archeological sites in Texas are privately owned and many are damaged or lost each year. In the face of this challenge, the THC is taking steps to educate Texans about the state's archeological legacy through our regional archeologists and outreach programs such as Texas Archeology Awareness Month. Staff and volunteer members of the Texas Archeological Stewardship Network continue to make important contacts with individual landowners about the archeological sites on their property, provide information and assistance and encourage positive steps via protective designations, conservation easements and National Register of Historic Places nominations to ensure the preservation of significant sites.

To date, more than 2,500 archeological sites, including historic shipwrecks, Native American pictographs and petroglyphs, prehistoric middens, and historic farmsteads and battlefields, are designated as State Archeological Landmarks. This designation applies legal protection to archeological resources in accordance with the Antiquities Code of Texas (Natural Resources Code, Chapter 191). The THC also reviews approximately 8,000 proposed development projects that may affect archeological sites each year and requires approximately 400 archeological surveys annually. As a result of these investigations, approximately 20,000 hectares are surveyed each year and approximately 250 recorded sites are determined eligible for listing in the National Register of Historic Places. Approximately 550 sites are determined not to be eligible for National Register listing, and approximately 2,100 development projects reviewed are determined not to adversely affect eligible properties each year. There are nearly 300 Texas archeological properties listed in the National Register.

*Texas history students
admire a 17th-century
French cannon retrieved
from the bottom of
Matagorda Bay.*



R.W. PARSON



*The hands of
Native Americans, Texians,
Mexicans, African
Americans, Europeans and
countless others built the
Lone Star State.*



Artifacts from the Belle shipwreck.

*A statue of French explorer
La Salle at Indianola, a town
perched on Matagorda Bay.*

CHALLENGES TO PRESERVING TEXAS HERITAGE

Preserving Texas' cultural and historic resources in the 21st century presents a number of significant, though not insurmountable, challenges. These issues are similar to challenges faced throughout the nation — the economy, urban and rural growth and changing demographics are critical dynamics that influence the preservation of heritage resources in Texas.

Growth and Development

Growth is perhaps the most complex and pervasive challenge to preserving the historic fabric of Texas. With more than 129 million acres of farm and ranch land juxtaposed with surging urban metropolises, the problems of growth, development and sprawl are obvious.

According to the 2000 U.S. Census, Texas has the fourth (Houston) and eighth (Dallas/Fort Worth) largest cities in the country, along with many other urban centers. A vibrant economy and job market has resulted in staggering growth and development in and around Texas' major cities, especially Dallas, Houston and Austin. This growth has taken shape in all forms — traditional sprawl, inner-city and downtown revitalization and “smart growth” developments — that challenge preservation efforts.

Driving along the major interstates I-35 and I-45 and beltways of Texas, one sees firsthand the effects of urban sprawl on the cultural landscape. Historic farm and ranch land has been turned into suburban strip malls and massive apartment complexes, challenging the vitality of small town main streets and commercial squares and instantly changing the face of Texas' traditional landscapes.

On the flip side, growth has also contributed to the revival of Texas' big cities. In Dallas, Houston, San Antonio and Austin, vacant historic commercial buildings are being restored and adapted to loft apartments and offices, and there is a renewed interest in historic inner-city residential neighborhoods.

However, downtown redevelopment and denser “smart growth” infill developments often threaten historic buildings and neighborhoods. In Austin, Texas' capital, several small-scale commercial buildings have been demolished to accommodate new buildings downtown. In Dallas, the suburbs of the early-20th century, now historically significant



The Lone Star prominently displayed outside the Bob Bullock Texas State History Museum in Austin, which features artifacts from the Belle shipwreck.

inner-city neighborhoods, are increasingly threatened with demolitions and incompatible new construction and additions that more closely resemble current suburban design. Likewise, the revival of inner-city neighborhoods raises questions of gentrification and social responsibility.

While Texas is celebrating the growth it has seen, many small towns have experienced no growth, or their populations have declined. As Texans continue to migrate to the city, historic main streets and courthouse squares in small towns are left vacant and neglected. Development in small towns often occurs on the fringes and along major arterials in the form of strip malls, gas stations and big-box stores.

The pressure of growth and development on the historic fabric of Texas has made apparent the need for planning and protective zoning. Unfortunately, most Texas cities and counties do not have preservation plans and local ordinances that protect historic and cultural resources. Local preservationists and interested residents increasingly find themselves in “crisis mode,” trying to protect historic buildings that are either regulated by weak preservation ordinances and design guidelines, or not protected at all. Texas has a vast number of unsurveyed resources — it is important that communities plan for how to identify and preserve them as vital components of the future.

Representing Diversity

Texas’ past, present and future are the sum of the efforts and vision of a diverse population. The hands of Native Americans, Texans, Mexicans, African Americans, Europeans and countless others built the Lone Star State. This diversity must be represented and respected in the historic and cultural landscape and within the community that preserves Texas’ built legacy. Likewise, the preservation community must rethink how historic buildings and sites are interpreted, seeking out inclusive, but often challenging, new meanings to people, events and places.

Education and Awareness

As Texas’ population increases and changes, preservation education and awareness become critical. While Texans are proud of their state and heritage, a preservation ethic is not widespread. Misconceptions about preservation mingle with strong property rights attitudes in rural and urban areas alike. In Texas, preservation is not widely known as a proven mechanism for economic development through heritage tourism, the Texas Main Street Program, federal tax credits and state grants for rehabilitation.

Funding

Historic properties that can benefit from the Federal Historic Preservation Tax Incentives Program, or are fortunate to receive grant assistance or local tax incentives, are many of the success stories of preservation. Finding the funds to sensitively restore and rehabilitate buildings and neighborhoods is always a challenge, especially for smaller commercial buildings and residential properties. Texas rose to the challenge of providing matching grants to restore the state's grand courthouses — the next challenge will be to develop creative funding partnerships so that new stewards have adequate resources to preserve Texas' history into the future.

Endangered Archeological Resources

Texas has nearly one million archeological sites ranging from Native American campsites in East Texas to early European colonies along the coast to the battles between the U.S. Army and Native Americans in the Panhandle and West Texas plains. These valuable cultural and historic resources are in grave danger from pothunters and looters. Archeologists estimate that thousands of sites are damaged or destroyed by archeological looting each year. Once these artifacts are disturbed or removed, their story is gone forever. Texas has developed a strong network of archeological stewards across the state to raise awareness of this problem and assist with surveying and inventorying such sites. The state's landowners must also play a significant role in saving sites on their property. ★

*Houston is home to Freedmen's
Town Historic District, right.
The elegant African American
Museum in Dallas, below.*



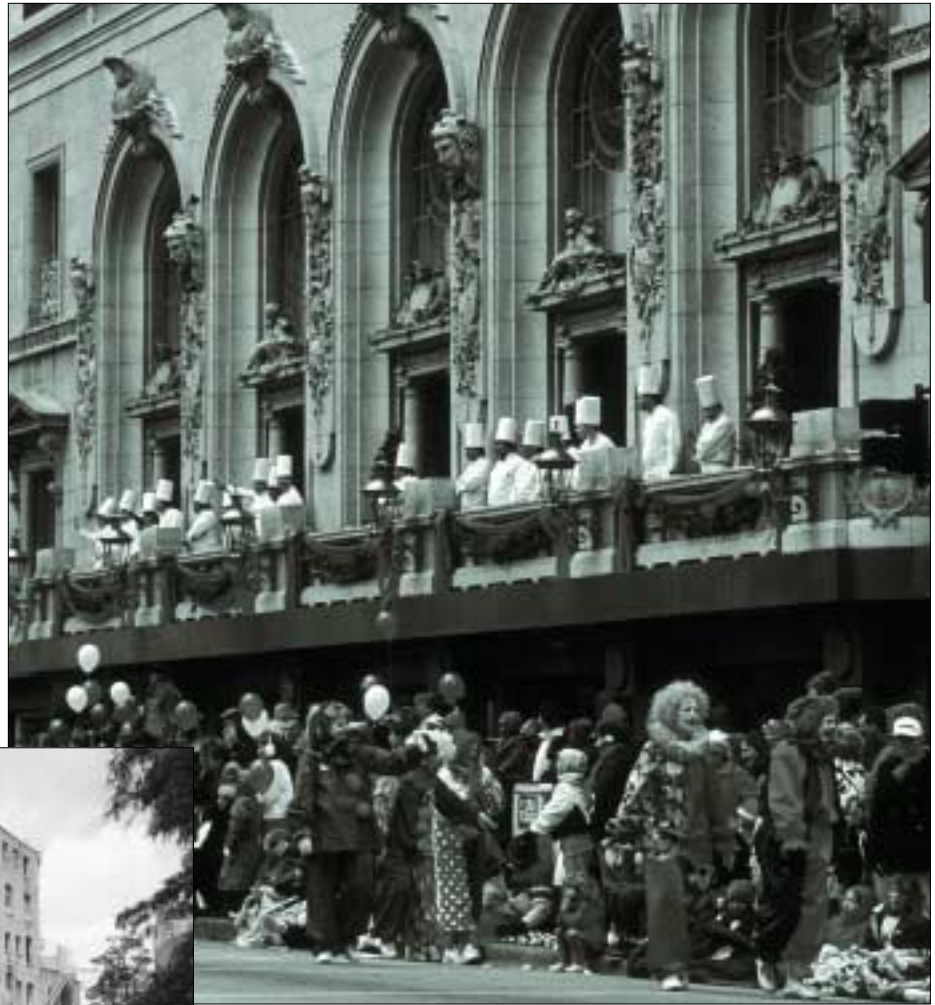
JESSE HORNBUCKLE



TEXAS HISTORICAL COMMISSION

*Diversity must be represented
and respected in the historic and cultural
landscape and within the community
that preserves Texas' built legacy.*

A holiday parade in historic downtown Dallas.



The Riverwalk in historic downtown San Antonio is a good example of heritage tourism at work for a city.



Cities and towns across the Lone Star State are visionary in integrating historic preservation into their broader community goals.

A VISION FOR PRESERVATION IN TEXAS

Our vision for historic preservation in Texas looks to the future to preserve the fabric of our past. It is an image, a literal picture of our goals and strategies achieved in 25 years. While 2025 may seem a long way away, use this vision as inspiration for action and change today.

Imagine...

In 25 years, Texas has a reputation for valuing, preserving and protecting its historic and cultural resources. Cities and towns across the Lone Star State are visionary in integrating historic preservation into their broader community goals, and have seen their collaborative planning efforts realized as their historic neighborhoods and downtowns thrive. As historic buildings are restored to their original appearance, or sensitively adapted to the demands of today, all Texans take note of the importance of preservation in creating healthy and sustainable communities.

Our youth are at the heart of historic preservation in 2025. They have a strong ethic for protecting our diverse past and respect our historic fabric as an integral component of the environment we live in. Texas has strong heritage education programs for youth that continue to evolve and thrive.

In 2025, the community of people who appreciate historic and cultural resources in Texas is a vast and well-connected network of individuals from diverse cultures, backgrounds and disciplines. Our community is informed and well-equipped to make preservation happen at the local and state level, and has leadership that advocates and creates healthy places with a strong connection to the past.

In 25 years, we have a thorough understanding of Texas' historic resources and how they tell the stories of people, places and cultures. Communities across the state have undertaken comprehensive surveys, or updated existing inventories, and created user-friendly databases and historic context statements for everyone to access. Special attention has been paid to resources that illuminate untold or misinterpreted histories and peoples, as well as resources that will gain significance in the coming years.



A medallion embossed with the Lone Star on gates at the State Capitol Building.

Above all, the historic houses, neighborhoods, archeological sites, farms, downtowns, courthouses, cemeteries, missions, ranches and landscapes that make Texas truly unique have been preserved. Our preservation dilemmas at the turn of the century are our success stories of 2025. Abandoned historic courthouse squares are revitalized to their former civic and commercial glory; historic inner-city neighborhoods are protected from development pressures; cultural artifacts have been unearthed, preserved and interpreted; and deteriorating historic cemeteries are renewed places of beauty and contemplation.

We have created an environment where our historic and cultural resources thrive — into the future.

San Antonio takes pride in the state's most visited historic site — the Alamo.

José Antonio Navarro, a Tejano who signed the Texas Declaration of Independence and served as statesman of the new Republic.



TXDOT

As historic buildings are restored, all Texans take note of the importance of creating healthy and sustainable communities.

GOALS FOR PRESERVING OUR HERITAGE

How do we overcome the challenges and accomplish our vision? Five primary goals of the statewide plan outline the basic needs for preservation success.

■ **Leadership/Teambuilding — Develop and sustain exceptional leadership qualities in both public and private preservation organizations in the State of Texas.**

The THC and its statewide preservation partners believe implementing the statewide plan locally will help train strong leaders and broaden the diversity of the preservation community. The plan calls for training opportunities for preservation groups, partnerships with state and local government and efforts to teach a greater number of Texans the importance of preservation.

Recruiting young people and educating them about preservation will allow our present efforts to continue into the future. To develop the preservation leaders of tomorrow, communities and organizations can form cooperative partnerships to offer leadership training and heritage education for youth. For instance, neighboring cities can work together to sponsor preservation summer camps and field schools for youth.

Reaching Texans of all ethnic backgrounds will ensure the Texas of the future is filled with reminders of a whole, complete past. All organizations should develop culturally diverse memberships and programs. Diversity is one of Texas' strengths.

■ **Vision/Planning — Advocate a preservation vision at state, regional and local levels.**

An important step in discovering a community's needs is the vision/planning process. Visioning is a tool that brings a community together to develop a shared vision of the future and form an action plan for achieving that vision. In a visioning process, a community can get to the heart of their preservation needs, prioritize their goals and begin taking steps toward achieving them. The statewide plan can be used at planning sessions and can serve as a model or template for other plans.



The Lone Star, set in mosaic tile, is inlaid in a sidewalk at the State Capitol.

Sam Houston Historical Park juxtaposes restored historic homes and buildings against Houston's contemporary skyline.



R.W. PARVIN



MUSEUM OF FINE ARTS, HOUSTON

The Sixth Texas Cavalry Battalion flag.

Promoting the understanding of heritage tourism's economic benefits and developing it in communities can increase local preservation awareness.



Texans view restored historic Texas flags at their unveiling in 1999. Many of these flags became part of the 2002 Museum of Fine Arts, Houston Historic Texas Flags exhibition.

Preservation organizations can also adapt the statewide plan for their own use or update an existing plan. Local feedback is critical to the plan, so organizations should feel free to contact the THC with any ideas for improvement.

One new visioning and planning opportunity communities have is the THC's Visionaries in Preservation Program. The program empowers communities to define the future of their historic preservation efforts through visioning and planning, and provides local training tailored to achieve preservation goals. Local preservation organizations can encourage community leaders to apply for the program.

For more information on the Visionaries in Preservation Program, see Appendix B.

■ **Education/Awareness — Create statewide awareness, appreciation and effective utilization of historic preservation.**

Knowledgeable preservationists will make sound choices and be stalwart advocates for future programs. Training is imperative for a solid base of support at the local level. The statewide plan includes resources for training and preservation tools. The THC and other preservation organizations offer workshops and presentations on many preservation topics, including the benefits of historic preservation as an economic development tool. Maximizing the use of outreach media such as the Internet will also help broaden the base of preservation support. Texas preservationists are tough and tenacious, and a primary THC goal is to train many more capable advocates to join the ranks.

Examples of strategies for improving education and awareness in Texas include building on existing programs for educating legislators on the benefits of historic preservation, developing a statewide speakers bureau to address preservation topics, sponsoring a preservation event that celebrates our diverse history and creating preservation “tool kits” for community-based education and training.

■ **Resource Identification, Preservation and Interpretation — Expand efforts to identify, preserve and interpret historic resources.**

One of the most important steps in preservation is identifying resources that need protection, rehabilitation and conservation. The THC promotes thoroughly surveying historic resources to accomplish this. Preservationists can participate in local surveys by contacting universities or the county historical commission in their communities.

Extensive documentation creates opportunities for reconstruction, even in the face of disaster. Documentation also allows researchers to study fragile artifacts without putting them at risk of disintegration. Local groups can document and protect historic cemeteries in their communities or develop an adopt-a-cemetery program.

In addition to pinpointing and documenting historic resources, it is important for preservationists to search out or identify new tools to foster historic preservation in Texas. This may require seeking the legislative authority necessary to implement a novel solution or create new programs. Statewide preservation organizations like Preservation Texas can assist local groups with resources and advocacy issues.

Interpretation is a powerful tool for preservationists. Interpreting historic and cultural resources brings the story of Texas history alive for Texans and visitors. Heritage tourism is an important aspect of interpreting historic resources. Promoting the understanding of tourism's economic benefits and developing it in communities can increase local preservation awareness. Local organizations should encourage cultural sensitivity in site interpretation.

■ **Resource Development — Develop and secure fiscal and human resources to accomplish preservation in Texas.**

Preservation is directly tied to economic development. *Economic Impacts of Historic Preservation in Texas* is a 1999 study coordinated by the THC and produced by the Center for Urban Policy Research at Rutgers University, Texas Perspectives and the LBJ School of Public Affairs at the University of Texas at Austin. The study demonstrated the direct relationship between preservation, community development and economic growth. The numbers tell the story: preservation activities generate more than \$1.4 billion of economic activity in Texas each year and support almost 41,000 Texas jobs, creating significant net tax revenue for both state and local governments. The challenge is not in succeeding financially once local treasures are restored but in funding rehabilitation projects.

The THC has developed several local assistance programs designed to increase human resources for preservation in Texas through training and education. Other organizations, such as the Texas Historical Foundation, also offer resources for education opportunities.

The THC is committed to help increase fiscal resources to its partners at all levels of preservation through identifying and capitalizing on new income streams. The agency supports the idea of a matching grant program for county historical commissions and has created many opportunities for communities to find funding for projects. The Texas Preservation Trust Fund, the Texas Historic Courthouse Preservation Program, the Certified Local Government Program and the Texas Heritage Trails Program all offer grant opportunities for local preservation efforts. The THC also offers annual grant writing workshops that cover all aspects of fund raising, including where to find funding, how to approach foundations and how to write convincing proposals.

In addition, the Federal Historic Preservation Tax Incentives Program is a partnership between business and government to promote the use of federal tax credits to rehabilitate properties that are individually listed in the National Register of Historic Places or contribute to National Register historic districts and certain certified local historic districts. The program promotes preservation through direct incentives to property owners to work within set rehabilitation guidelines when restoring their buildings. The THC evaluates applications and the National Park Service certifies them.

Preservation organizations across the state can help by conducting grant writing workshops for local groups, developing a state matching grant program for county historical commissions and identifying sources for local funding for preservation projects.★

*The Sam Rayburn
House Museum in Bonham
is an authentic time
capsule of early-20th-century
Texas and a tribute to
the great statesman.*



TEXAS HISTORICAL COMMISSION

Reenactors, such as those at Fort Concho, bring historic frontier sites to life.



TEXAS HISTORICAL COMMISSION



—
*Everyone —
citizens, businesses, nonprofit
organizations, foundations,
local governments, state agencies —
can play a role in
Texas' future.*



TXDOT

The Buffalo Soldiers, Congressionally established in 1886 as black regiments, were respected by enemies and allies alike for their loyalty and bravery.

TXDOT

FUTURE PLANNING: STEPS TO A TEXAS FUTURE THAT PRESERVES THE PAST

The statewide plan is a 10-year plan; however, it is continually evolving based on input from organizations and individuals throughout Texas. In five years, we will revisit the plan and reflect on what we have learned, what we have accomplished and what we hope to achieve in the future. At the end of 10 years, we will comprehensively assess the state of preservation in Texas, and will update and revise our goals and objectives for a new planning cycle based on feedback received from organizations and individuals all over the state. In the meantime, we invite you to be a part of this exciting new direction for preservation in Texas.

The past can be the key to strong, vibrant communities in the future. It will take a statewide effort toward unified goals and will mean a new level of cooperation and partnering for Texas preservation. The road to the future is clear. Preservation success will come from strong, educated advocates, concerned citizens and quality in our outreach programs. The statewide plan is only a framework intended to guide Texas preservationists in choosing their preservation path. The THC invites all Texans to be partners in preservation. Everyone — citizens, businesses, nonprofit organizations, foundations, local governments, state agencies — can play a role in Texas' future by working to preserve our historic and prehistoric resources.

Following is how the THC intends to apply the plan's five goals. We invite you to join us as we preserve and restore Texas' treasures. Make this statewide plan your own. Take from it what you and your community need. Consult with us, ask us, advise us. Work with us to preserve the history of this great state.

For more information on preservation partners throughout Texas, see Appendix C.



*Buttons emblazoned
with the Lone Star
adorned early Texas
soldiers' uniforms.*

History passes from one generation to the next through storytelling at the Pioneer Living History Center in Gonzales.



TKDOT

Texans are proud of the many flags in their history, including this banner of the 24th U.S. Infantry, a company of Buffalo Soldiers.



MUSEUM OF FINE ARTS, HOUSTON



TKDOT

We invite you to join us as we preserve and restore Texas' treasures for future generations.

Now that the goals for preservation in Texas are clear, what's the next step? To further develop the goals and ways to achieve them, the THC organized the information in a usable, easy-to-reference format by outlining objectives the agency intends to accomplish under each goal, and the strategies that will lead to successful results. Preservation organizations throughout the state may find it useful as a model to create their own preservation plans based on the statewide goals. The THC also developed specific action items under each strategy. For a listing of those, please visit the THC web site at www.thc.state.tx.us.

GOAL 1: LEADERSHIP/TEAMBUILDING

Develop and sustain exceptional leadership qualities in both public and private preservation organizations in the State of Texas

OBJECTIVE 1:1 Motivate and assist the leadership of local, regional and statewide preservation organizations to enhance leadership skills

- Strategy 1:1:1 Recruit local preservation groups to participate in the Visionaries in Preservation Program and education and training efforts
- Strategy 1:1:2 Provide training in organizational development for local groups (landmark commissions, county historical commissions, certified local governments, societies, etc.)
- Strategy 1:1:3 Train and equip the THC commissioners and staff to maximize their effectiveness

OBJECTIVE 1:2 Broaden the diversity of the preservation community

- Strategy 1:2:1 Encourage local and state preservation organizations to develop culturally diverse memberships and programs
- Strategy 1:2:2 Encourage diversity in preservation conferences, programs, workshops/ training and partner organizations
- Strategy 1:2:3 Create opportunities to involve minorities in volunteer and professional activities and opportunities in the preservation community
- Strategy 1:2:4 Develop strategies to attract younger participants to preservation organizations and activities

OBJECTIVE 1:3 Identify and cultivate networks and partnerships to further the cause of historic preservation

- Strategy 1:3:1 Identify, visit and educate key groups and individuals who impact historic preservation efforts

- Strategy 1:3:2 Facilitate local and regional meetings of preservation organizations' leadership aimed at developing formalized working partnerships and networks
- Strategy 1:3:3 Develop partnerships with key state agencies involved in programs that affect local communities (particularly rural communities), counties and large metropolitan areas
- Strategy 1:3:4 Identify and facilitate networking opportunities among preservation professionals, both individually and through membership organizations

GOAL 2: VISION/PLANNING

Advocate a preservation vision at state, regional and local levels

OBJECTIVE 2:1 Formalize the preservation vision through a statewide plan

- Strategy 2:1:1 Develop and regularly update the statewide plan
- Strategy 2:1:2 Widely distribute the statewide plan
- Strategy 2:1:3 Provide meaningful opportunities for public input and feedback on the statewide plan

OBJECTIVE 2:2 Foster the creation of a local vision that links to the statewide plan

- Strategy 2:2:1 Promote the development of preservation plans in partner organizations that incorporate appropriate elements of the statewide vision/plan

OBJECTIVE 2:3 Empower communities to develop a local vision and plan for preservation

- Strategy 2:3:1 Encourage communities to participate in the Visionaries in Preservation Program
- Strategy 2:3:2 Create materials that will assist communities in developing preservation plans

OBJECTIVE 2:4 Strengthen the link between preservation and broader planning considerations at the state, regional and local levels

- Strategy 2:4:1 Increase communication between preservation and planning organizations
- Strategy 2:4:2 Increase awareness of preservation's role in planning, land use and growth management

GOAL 3: EDUCATION/AWARENESS

Create a statewide awareness, appreciation and effective utilization of historic preservation

OBJECTIVE 3:1 Develop a heightened understanding of the overall value of historic preservation

- Strategy 3:1:1 Identify key constituencies to target for preservation education
- Strategy 3:1:2 Maximize the use and usefulness of the Internet as a preservation communication tool
- Strategy 3:1:3 Make the *Medallion* available to all Texas preservation partners
- Strategy 3:1:4 Develop outreach tools

OBJECTIVE 3:2 Broaden the historic preservation constituency in Texas

- Strategy 3:2:1 Emphasize heritage education in schools and involve teachers K–12
- Strategy 3:2:2 Broaden the appreciation of diversity of historic resources
- Strategy 3:2:3 Foster a sense of community stewardship of historic resources
- Strategy 3:2:4 Identify and educate key constituent groups and decision makers (such as elected officials, public officials) who affect the preservation of historic resources
- Strategy 3:2:5 Identify and form partnerships with colleges and universities that have preservation programs and coursework

OBJECTIVE 3:3 Assist preservation customers in the effective use of preservation tools

- Strategy 3:3:1 Maximize the use and effectiveness of Internet-related tools (such as the Atlas, THC web site, intranet)
- Strategy 3:3:2 Develop and deliver effective preservation “tool kits” and make available on THC web site
- Strategy 3:3:3 Increase the awareness and understanding of effective preservation tools
- Strategy 3:3:4 Create a restoration information resource center and make available on THC web site

OBJECTIVE 3:4 Create an understanding of historic preservation as an economic development tool

- Strategy 3:4:1 Identify and train key groups on the economic impact of historic preservation in Texas
- Strategy 3:4:2 Promote the understanding and use of heritage tourism

GOAL 4: RESOURCE IDENTIFICATION, PRESERVATION AND INTERPRETATION

Expand and enhance efforts to identify, preserve and interpret historic resources

OBJECTIVE 4:1 Facilitate the consistent identification of historic resources statewide

- Strategy 4:1:1 Evaluate the current status of survey work throughout the state, assess the quality of those surveys and develop priorities for where work needs to be done
- Strategy 4:1:2 Develop an endangered properties “hit list”
- Strategy 4:1:3 Identify significant cultural resources that may be adversely affected by development projects through continued review and compliance work with federal and state agencies and political subdivisions of the state

OBJECTIVE 4:2 Develop new and enhance existing strategies/tools for historic resources

- Strategy 4:2:1 Develop new programs to enhance historic preservation
- Strategy 4:2:2 Develop, enhance and maintain preservation assistance
- Strategy 4:2:3 Develop and strengthen the programs for heritage tourism in Texas, including the Texas Heritage Trails Program
- Strategy 4:2:4 Be proactive in seeking and developing historical designations for underrepresented cultural topics and resources
- Strategy 4:2:5 Develop policies and strategies to improve preservation and protection of state-owned historic properties

OBJECTIVE 4:3 Improve the understanding of historic resources through better interpretive efforts

- Strategy 4:3:1 Enhance existing and develop new programs and resources for museums and other interpretative sites
- Strategy 4:3:2 Enhance existing and develop new programs and facilities to improve the visitor experience at the Sam Rayburn House Museum

- Strategy 4:3:3 Develop and disseminate policies for key preservation issues
- Strategy 4:3:4 Encourage cultural sensitivity in site interpretation

OBJECTIVE 4:4 Develop marketing communications strategies to promote historic resources

- Strategy 4:4:1 Create new and enhance existing outreach materials and implement strategic delivery systems to publicize key messages
- Strategy 4:4:2 Use major archeological field projects and major building restorations to interpret for public benefit through publications, media, museum exhibits and other sources that promote heritage tourism

OBJECTIVE 4:5 Use economic incentives to promote historic preservation

- Strategy 4:5:1 Apply economic strategies for the appropriate development of historic resources by promoting knowledge and use of economic incentives/strategies

GOAL 5: RESOURCE DEVELOPMENT

Develop and secure fiscal and human resources to accomplish preservation in Texas

OBJECTIVE 5:1 Secure increased funding for preservation efforts at all levels

- Strategy 5:1:1 Identify new alternative revenue streams during biennium (FY2001–02)
- Strategy 5:1:2 Identify and develop sources for increased local funding for preservation organizations
- Strategy 5:1:3 Develop a state matching grants program for county historical commissions
- Strategy 5:1:4 Increase funding for the THC
- Strategy 5:1:5 Increase Friends funding to support THC operations

OBJECTIVE 5:2 Maximize the return on investment for the appropriate use of historic resources

- Strategy 5:2:1 Where appropriate, leverage THC grants for maximum match and effectiveness
- Strategy 5:2:2 Seek partnerships in fund management through combined assets

OBJECTIVE 5:3 Use “time” resources most efficiently (volunteers, staff, commissioners, etc.)

- Strategy 5:3:1 Assign field services/education coordinator to volunteer management, assisting/training others and accomplishing agency’s own projects
- Strategy 5:3:2 Provide time-management training for staff and commissioners

OBJECTIVE 5:4 Improve professional effectiveness through appropriate compensation to all preservationists

- Strategy 5:4:1 Address salary issues for THC staff
- Strategy 5:4:2 Address salary issues for partnership organizations/institutions ★

The San Jacinto Monument towers over the prairie where, in 1836, Gen. Sam Houston and his army decisively won Texas’ independence from Mexico.

Shoppers stroll in historic downtown Kerrville, a Texas Main Street City.



WENDY PAPANAN, TEXAS HISTORICAL COMMISSION

A P P E N D I C E S

APPENDIX A: TEXAS HISTORICAL COMMISSION INSTITUTIONAL MEMORY

The Texas Historical Commission (THC) is the state agency for historic preservation. Our mission is to protect and preserve the state's historic and prehistoric resources for the use, education, enjoyment and economic benefit of present and future generations. The THC consults with citizens and organizations to preserve Texas' architectural, archeological and cultural landmarks. Established in 1953 by the 53rd Texas Legislature as the Texas State Historical Survey Committee, its first task was to identify important historic sites across the state and erect markers for places of historic significance. The group soon discovered that hundreds of ancient archeological sites, historic structures and other places of significance were being thoughtlessly destroyed. Through the years the commission has developed a comprehensive program to preserve the state's heritage and provide the future with a past.

The Texas Legislature changed the agency's name to the Texas Historical Commission in 1973. Along with the name change came more protective powers, an expanded leadership role and broader educational responsibilities. The THC administers the Antiquities Code of Texas, the state code that encourages the identification, preservation and interpretation of significant historical resources. Under the requirements of the Texas Antiquities Code, the THC works to preserve and protect the state's archeological and historical resources. The agency is also the legal custodian of all items discovered and recovered at state historic and archeological sites. Commission staff is required to review any action, such as construction or excavation, that has the potential to impact historic and archeological sites on or beneath public land, including waterways within the state's jurisdiction. Before a state agency, group or individual can proceed with any activity that will impact a historic or archeological site on public land, an antiquities permit must be issued by the THC. The agency also serves as the State Historic Preservation Office, administering the National Historic Preservation Act of 1966 for Texas.

The THC is composed of 18 citizen members appointed by the governor to staggered six-year terms. The agency employs about 100 people who work in various fields including archeology, architecture, history, economic development, heritage tourism, public administration and urban planning.

The agency is recognized nationally for its preservation programs such as the Texas Historic Courthouse Preservation Program, which provides matching grants to counties to restore their historic courthouses, and the Texas Heritage Trails Program, a regional heritage tourism initiative that partners communities with the state to increase travel to historic and cultural sites. Other initiatives include the successful Texas Main Street Program and the Texas Historical Marker Program, which has placed more than 11,000 historical markers in Texas.

APPENDIX B: VISIONARIES IN PRESERVATION

The THC's Visionaries in Preservation Program empowers communities to define the future of their historic preservation efforts through visioning and planning, and provides local training tailored to achieve preservation goals.

Preserving a community's heritage doesn't just save a part of the past. Historic preservation can be the key to a promising future. It creates new jobs, provides affordable quality housing, increases economic development and revitalizes downtown business districts. The Visionaries in Preservation Program helps communities develop a plan to capitalize on these benefits.

The Visionaries in Preservation Program is modeled after an innovative planning process known as "visioning." Visioning is a tool to bring a community together to develop a shared vision of the future and form an action plan for achieving that vision. The process is based on four simple, yet often overlooked questions: Where are we now? Where are we going? Where do we want to be? How can we get there?

Through the Visionaries in Preservation Program, communities can:

- Build partnerships among diverse groups and interests
- Foster preservation leadership
- Develop unified preservation goals and actions for the community
- Receive priority status for local training workshops from the THC
- Learn and implement successful fund-raising strategies for preservation projects

For more information, please contact the Visionaries in Preservation Program at the Texas Historical Commission at 512/463-3345 or visit www.thc.state.tx.us.

The Texas Historical Commission's Regional Workshops offer preservationists opportunities to learn, network and share ideas.



APPENDIX C: PRESERVATION PARTNERS

Within the preservation community are many important preservation partners. They can be found on the local, state and national levels. Below is a list of some state and national agencies and organizations. For contact information on local partners, such as county historical commissions and city preservation organizations, please visit the THC web site at www.thc.state.tx.us.

NATIONAL PRESERVATION PARTNERS

Advisory Council for Historic Preservation
1100 Pennsylvania Ave. NW, Suite 809
Washington, D.C. 20004
202/606-8503
www.achp.gov

National Conference of State Historic Preservation Officers
444 N. Capitol St. NW, Suite 342
Washington, D.C. 20001-1512
202/624-5465
www.sso.org/ncshpo

National Park Service
1849 C St. NW
Washington, D.C. 20240
202/208-6953
www.nps.gov

National Trust for Historic Preservation
1785 Massachusetts Ave. NW
Washington, D.C. 20036
800/944-6847
www.nationaltrust.org

Preservation Action
1350 Connecticut Ave. NW, Suite 401
Washington, D.C. 20036
202/659-0915
www.preservationaction.org

U.S. Department of the Interior
1849 C St. NW
Washington, D.C. 20240
202/208-3100
www.doi.gov

U.S. Forest Service
P.O. Box 96090
Washington, D.C. 20090-6090
www.fs.fed.us

STATE PRESERVATION PARTNERS

American Planning Association, Texas Chapter
P.O. Box 684889
Austin, TX 78767
512/306-1674
www.texasapa.org

Bob Bullock Texas State History Museum
P.O. Box 12874
Austin, TX 78711
512/936-8746
www.storyoftexas.com

Council of Texas Archeologists
www.c-tx-arch.org

Friends of the Texas Historical Commission, Inc.
P.O. Box 13497
Austin, TX 78711
512/936-2241
www.thc.state.tx.us

Institute of Texan Cultures
801 S. Bowie St.
San Antonio, TX 78205
210/458-2300
www.texancultures.utsa.edu

**National Trust for Historic Preservation,
Southwest Regional Office**
500 Main St., Suite 1030
Fort Worth, TX 76102
817/332-4398
www.nationaltrust.org

Preservation Texas, Inc.
P.O. Box 12832
Austin, TX 78711
512/472-0102
www.preservationtexas.org

Texas Archeological Society
Center for Archaeological Research, U.T.S.A
6900 N. Loop 1604 West
San Antonio, TX 78249-0658
210/458-4393
www.txarch.org

Texas Commission on the Arts
P.O. Box 13406
Austin, TX 78711-3406
512/463-5535
www.arts.state.tx.us

**Texas Economic Development,
Tourism Division**
P.O. Box 12728
Austin, TX 78711
512/462-9191
www.txed.state.tx.us

**Texas Department of
Transportation**
125 E. 11th St.
Austin, TX 78701-2483
512/463-8585
www.txdot.state.tx.us

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512/463-6100
www.thc.state.tx.us

Texas Historical Foundation
P.O. Box 50314
Austin, TX 78763
512/453-2154

Texas Parks and Wildlife
4200 Smith School Rd.
Austin, TX 78744
800/792-1112
www.tpwd.state.tx.us

Texas Society of Architects
816 Congress Ave., Suite 970
Austin, TX 78701
512/478-7386
www.texasarchitect.org

Texas State Historical Association
2/306 Sid Richardson Hall
University of Texas
Austin, TX 78712
512/471-1525
www.tsha.utexas.edu

**Texas State Library &
Archives Commission**
P.O. Box 12927
Austin, TX 78711
512/463-5455
www.tsl.state.tx.us

Texas State Preservation Board
P.O. Box 13286
Austin, TX 78711
512/463-5495
www.tspb.state.tx.us

Texas Travel Industry Association
812 San Antonio St., Suite 401
Austin, TX 78701
512/476-4483
www.tourtexas.com/ttia/ttia.html

NOTES



*John Campbell
Childress, an early
Texas visionary,
was the author of the
Texas Declaration
of Independence.*

*The Lone Star
and a mockingbird,
the state bird of Texas,
perch atop the iron
fence surrounding the
grounds of the State
Capitol Building
in Austin.*



C R E D I T S

Texas Historical Commission

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**TEXAS
HISTORICAL
COMMISSION**

The State Agency for Historic Preservation

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
Phone 512/463-6100
www.thc.state.tx.us

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