



ROUND ROCK HISTORIC PRESERVATION COMMISSION 2018-2019 GOALS

Mission Statement: To Preserve, Protect, and Promote the City of Round Rock's Historical Resources through Preservation, Public Education, Heritage Tourism and Community Partnerships.

Goals:

- **Preservation** – Continue efforts to increase the number of historic designations within the community and maintain a close watch over the integrity of Historic Overlay properties.

Priority Items:

- For tax exemption applications:
 - Send a postcard reminder before application deadline.
 - Additional follow-up with applicants will be necessary in order to discontinue practice of two-week grace period before Council for properties that have not completed work or resolved inspection issues.
- Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
 - Provide input on downtown parklets,
 - Provide input on the water tower project.
- Now that relocation has been completed (October 2018), commence restoration phase of Stagecoach Relocation project.
 - Conduct a visioning exercise to determine future use.
 - Fund planning and review plans as necessary for restoration.
- Develop Preservation Plan
 - To be included in 2030 Comprehensive Plan, for adoption in 2020.
- Explore options for proactively addressing non-compliance with Certificate of Appropriateness process.
 - Assign HPC case manager to observe the progress of large projects.
- Championing Preservation
 - Have each Historic Preservation Commissioner pick one project to champion this year.



Preservation Goals Continued

Considerations:

- Consideration should be given to survey older and historic properties every 5-10 years, including properties that are now eligible because they are greater than 50 years old.
 - Mid-century (1943-1975) have not yet been inventoried.
 - Survey and document properties that may have historical significance when they are being annexed into the City.
 - Request that the City update the HPC when there are plans to purchase any property that is designated historic or is over 50 years old.
- Consider additional conversation with policy-makers concerning changes and neighborhood preservation in the Flat.
- Consider applying to become a Preserve America community.
- Consider creating an event during Black History Month in February that involves oral histories.

Regularly Occurring/On-going Items:

- Regularly review progress on administratively issued Certificates of Appropriateness.
- Amend Preservation Ordinance, as needed. Round Rock Development Code adopted in 2018.
- Continue to administer the Partial Tax Exemption Program for historic properties.
- Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
- Explore opportunities for Commissioner preservation education. Attend other communities' HPC meetings.
- Assess whether there are additional properties in the City that should receive a local historic designation.
- Use information from historic properties database to create building history summaries accessible as PDFs in TrakIT.
- Promote federal and state tax credit programs for potentially eligible large projects.

- **Public Education – Increase public awareness of historic preservation and the history of Round Rock.**

Priority Items:

- Secure funds for interpretive signage for the Stagecoach Inn (to be placed upon completion of the Bathing Beach Park/In addition to relocation markers). Locate relocation marker at original Stagecoach site upon completion of 620 Road Realignment Project.
- Complete installations of markers for building marker program.
- Develop a plan to move the Anti-Slaveholding Union Baptist Cemetery marker from its current location to the cemetery site. Consider documentation program for older cemeteries.
- Solicit volunteers to transcribe oral interviews on cassette currently housed at the Round Rock Library.
- Host a lunch and learn at the Williamson Museum with other community partners.

Considerations:

- Conduct public outreach to owners and tenants of properties with Historic Overlay Zoning regarding responsibilities of owning a historic property. Consider partnering with Neighborhood Services to hold a historic property owners conference.
- Consider creating local historic preservation awards to recognize preservation-related projects/supporters utilizing similar categories as Texas Historical Commission awards. Consider doing this in conjunction with National Preservation Month in May.
- Develop a publicity program for the Stagecoach relocation, including but not limited to outreach to local schools and creating a documentary film on the relocation of the Stagecoach. Examine whether can involve Art Institute students in the film project.
- Explore opportunities to promote historic people and events downtown, potentially utilizing new parklet space.
- Create a Commission-led program to coordinate with schools. Students could complete essays on family history (“Your History is Round Rock History”).
- Consider a project to create a time capsule.
- Consider creating a tour program for Downtown and Old Town led by Commissioners/Docents.
- Consider creating opportunities to speak at City and community organization meetings.
- Consider adding Commissioner Communication by HPC members, as requested by HPC members for inclusion on meeting agendas.



Public Education Goals Continued

Regularly Occurring/On-going Items:

- Coordinate with City’s communications staff on preservation-related topics.
 - Increase interaction with the public by:
 - Updating the City’s Historic Preservation website.
 - Utilizing social media for preservation education purposes.
 - Creating videos where appropriate on relevant preservation project topics.
 - Award Local Legends each year. Utilize a selection committee to solicit and review award nominations.
 - Distribute “Preservation Minutes” series DVDs.
 - Organize events to celebrate Preservation Month in May. Host an event at 405 E. Main to show partnership between HPC and property owner during Preservation Month. Include Citizen Communication on monthly HPC agendas.
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- **Heritage Tourism – Work with the Chamber of Commerce and the Convention and Visitors Bureau to improve tourism through historic preservation.**

Priority Items:

- Participate in the Round Rock Chalk Walk event.
- Meet with the CVB to discuss possible partnerships.

Considerations:

- Investigate creating contacts with tour companies to increase their presence in Round Rock for preservation-related activities.

Regularly Occurring/On-going Items:

- Stay informed of progress of downtown public improvement projects and Chisholm Trail area improvements.
- Provide brochures for certain special events and for tourism purposes.



- **Community Partnerships – Establish partnerships with business and community organizations supporting preservation efforts. Strengthen ties with state and county historical commissions.**

Priority Items:

- Appoint Local Legend Selection Committee early in the year for an annual term so the committee has time to do outreach. Set parameters for the committee’s duties at the time of committee selection. Consider appointing a larger committee and including a member of the HPC on the committee. HPC to discuss outreach process prior to first Committee meeting.
- Commissioners consider joining other groups to form partnerships.

Considerations:

- Create partnerships to encourage donations of historic photographs and collect archival material for research and to conduct scanning project. Consider creating a regular time at the library staff by students for scanning photos and documents.
- Examine possibilities of partnering with other non-profits and downtown groups to achieve preservation-related goals.
- Create a wish list of potential student projects.
- Investigate ways to partner with local schools and the University of Texas student historic preservation association.
- Determine ways to support a grant for preservation of Round Rock’s history.
- Support the City’s application to the Texas Commission on the Arts to create a cultural district.
- Partner with the Arts Council to create a preservation month art contest.
- Explore ways to utilize BACA center members for historical information and photos.
- Examine ways to partner with the Round Rock Cemetery Association.
- Create a partnership with the Round Rock Library so that can promote local history (through room naming, etc.) in the new facility.
- Consider creating junior volunteer groups, coordinating with city history clubs, and promoting community service credits with youth.



Community Partnerships Goals Continued

Regularly Occurring/On-going Items:

- Support and coordinate with the Williamson Museum on the Chisholm Trail.
- Support and coordinate with the Williamson County Historical Commission.
- Continue to grow relationship between non-profit “Round Rock Preservation (RRP)” and the City’s historic preservation program.
 - Volunteer at RRP events
 - Ensure a member of the HPC is represented on the RRP board.
 - Support Stagecoach restoration fundraising efforts.
- Appoint an annual Local Legend Selection Committee as a means of partnering with citizens. Utilize the selection committee to solicit and review award nominations. Appoint selection committee for an annual term so the committee to allow time for outreach. Set parameters for the committee’s duties at the time of committee selection.