



**ROUND ROCK
HISTORIC PRESERVATION COMMISSION
2020-2021 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:

- I. **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:

- P1. Advocate for funding for historic preservation projects in the City's budget.
- P2. For tax exemption applications:
 - ◆ Create a postcard to leave at a property when inspected.
- P3. Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
 - ◆ Provide input on the water tower project.
- P4. Commence restoration phase of Stagecoach Relocation project.
 - ◆ Determine future use.
 - ◆ Fund planning and review plans as necessary for restoration.
- P5. Implement Preservation Plan
 - ◆ Receive regular updates on *Round Rock 2030*.
- P6. Explore options for proactively addressing non-compliance with Certificate of Appropriateness process.
 - ◆ Assign HPC case manager to observe the progress of large projects.
- P7. Championing Preservation
 - ◆ Have each Historic Preservation Commissioner pick one project to champion this year.
 - ◆ Identify properties slated for demolition as early as possible, even for those that do not have a designation.



Considerations:

- P8. Consider options for cultural preservation programming.
- P9. 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.
- P10. 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.
- P11. Survey and document properties that may have historical significance when they are being annexed into the City.
- P12. Mid-century (1943-1975) have not yet been inventoried.
- P13. Consider additional conversation with policy-makers concerning changes and neighborhood preservation in “the Flat.”
- P14. Consider applying to become a Preserve America community, if available.
- P15. Consider creating an event during Black History Month in February that involves oral histories.
- P16. Consider how to better inform new property owners and tenants of the benefits and responsibilities of owning a historically designated property.

Regularly Occurring/On-going Items:

- P17. Regularly review progress on administratively issued Certificates of Appropriateness.
- P18. Amend Preservation Ordinance in Round Rock Development Code as needed.
- P19. Continue to administer the Partial Tax Exemption Program for historic properties. Send postcard reminders to applicants, and complete additional follow-up process with applicants in lieu of post-HPC grace period.
- P20. Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
- P21. Explore opportunities for Commissioner preservation education. Attend other communities’ HPC meetings.
- P22. Assess whether there are additional properties in the City that should receive a local historic designation. Evaluate possible historic significance of properties annexed into the city limits.
- P23. Create building history summaries similar to those created for case review for all designated historic properties.
- P24. Promote federal and state tax credit programs for potentially eligible large projects.

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

Priority Items:

- PE1. Partner with the City’s Communications Department on a series of history videos.
- PE2. Find options for creating historic preservation-related art displays throughout the community.
- PE3. Participate in special preservation-related projects brought forward by members of the community, such as the interpretation of Kenney Fort.
- PE4. Locate relocation marker at original Stagecoach site upon completion of 620 Road Realignment Project.
- PE5. Host an event at 405 E. Main or other historic property with recent interaction with HPC to show partnership between HPC and property owner during Preservation Month.
- PE6. Complete installations of markers for building marker program.
- PE7. Develop a plan to move the Anti-Slaveholding Union Baptist Cemetery marker from its current location to the cemetery site.

Considerations:

- PE8. 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.
- PE9. Consider recognizing preservation-related projects/supporters utilizing similar categories as Texas Historical Commission awards. Consider doing this in conjunction with National Preservation Month in May.
- PE10. Develop a publicity program for the Stagecoach restoration.
- PE11. Explore opportunities to promote historic people and events downtown, potentially utilizing new parklet space.
- PE12. Create a Commission-led program to coordinate with schools. Students could complete essays on family history (“Your History is Round Rock History”).
- PE13. Consider a project to create a time capsule.
- PE14. Consider creating a tour program for Downtown and Old Town led by Commissioners/Docents.
- PE15. Consider creating opportunities to speak at City and community organization meetings.
- PE16. Consider documentation program for older cemeteries.



Regularly Occurring/On-going Items:

- PE17. Participate in Pioneer Days.
- PE18. Coordinate with City’s communications staff on preservation-related topics.
- PE19. Continue including Citizen Communication item on HPC meeting agendas.
- PE20. 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.
- PE21. Award Local Legends each year. Utilize a selection committee to solicit and review award nominations.
- PE22. Continue to sponsor lunch and learn segments with preservation partner, Round Rock Preservation. Involve the Williamson Museum when possible.
- PE23. Distribute “Preservation Minutes” series DVDs.
- PE24. Organize events to celebrate Preservation Month in May.

III. Heritage Tourism – Work with the Chamber of Commerce and the Convention and Visitors Bureau to improve tourism through historic preservation.

Priority Items:

- HT1. Strengthen heritage tourism in order to request future Hotel Occupancy Tax funding.
- HT2. Meet with the CVB to discuss possible partnerships.
- HT3. Provide history brochures, including walking tours, in Round Rock hotels, Kalahari and Air B&Bs.

Considerations:

- HT4. Investigate creating contacts with tour companies to increase their presence in Round Rock for preservation-related activities.
- HT5. Consider ways to expand outreach to areas outside the region.
- HT6. Investigate options for recognizing historic sites as economic engines and historic assets.
- HT7. Consider methods to provide digital preservation information.
- HT8. Consider options for Brazos and Hill Country Trails participation.
- HT9. Consider opportunities for promotion of local historic resources in various travel publications.



C. Regularly Occurring/On-going Items:

- HT10. Stay informed of progress of downtown public improvement projects and Chisholm Trail area improvements.
- HT11. Provide brochures for certain special events and for tourism purposes.

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

Priority Items:

- CP1. Commissioners should consider joining other groups and share information with the HPC to form partnerships.
- CP2. Participate in events outside of Preservation Month such as the Chalk Walk and Halloween festival in order to create partnerships with other organizations.
- CP3. Participate in preservation-related projects spearheaded by the public, such as recognition efforts for the Kenney Fort site.

Considerations:

- CP4. 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.
- CP5. Examine possibilities of partnering with other non-profits and downtown groups to achieve preservation-related goals.
- CP6. Create a wish list of potential student projects.
- CP7. Investigate ways to partner with local schools and the University of Texas student historic preservation association.
- CP8. Determine ways to support a grant for preservation of Round Rock's history.
- CP9. Support the City's application to the Texas Commission on the Arts to create a cultural district.
- CP10. Partner with the Arts Council to create a preservation month art contest.
- CP11. Explore ways to utilize BACA center members for historical information and photos.
- CP12. Examine ways to partner with the Round Rock Cemetery Association.
- CP13. Examine partnering opportunities with local university programs to cultivate new preservation talent.
- CP14. Create a partnership with the Round Rock Library so that can promote local history and consider options for archive/display space (in the new facility).



CP15. Consider creating junior volunteer groups, coordinating with city history clubs, and promoting service-learning credits with youth.

Regularly Occurring/On-going Items:

CP16. Support and coordinate with the Williamson Museum.

CP17. Support and coordinate with the Williamson County Historical Commission.

CP18. 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.

CP19. Appoint an annual Local Legend Selection Committee as a means of partnering with citizens. Consider appropriate number of members that should be on the committee and include a member of the HPC on the committee if possible. 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 and outreach at the time of committee selection.