

# HISTORIC PRESERVATION

## Preserve buildings and sites that contribute to Round Rock's history.

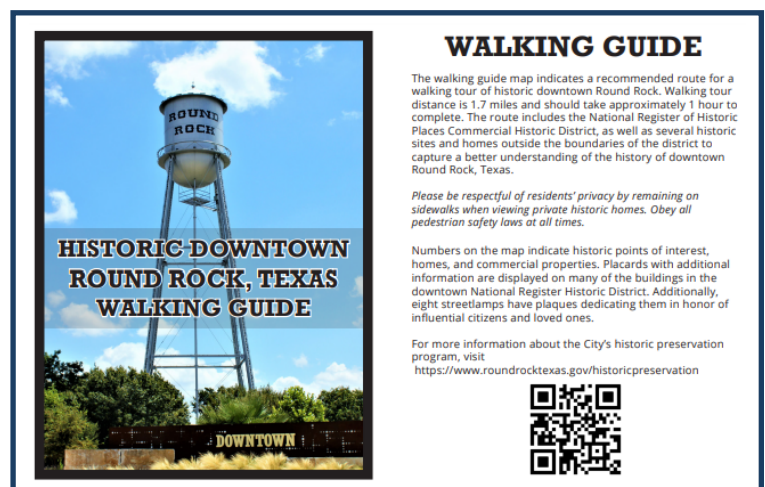
Historic assets play an essential role in shaping the identity of a place. Historic buildings, neighborhoods, and other important vestiges of the past define a unique and special sense of character in a community. As Round Rock continues to grow and mature, its historic resources remain an important part of the community's identity. Historic preservation encourages the continued use of older properties, safeguards the existence of significant historic elements, and contributes to community development objectives such as quality of life, sustainability, and economic development. Over the past year, PDS has worked on fostering a network of preservation advocates and allies to help educate the community about historic preservation.

**Implementation Strategy:** Explore means for financing the city's historic preservation program including a new dedicated annual allocation in the city's budget.

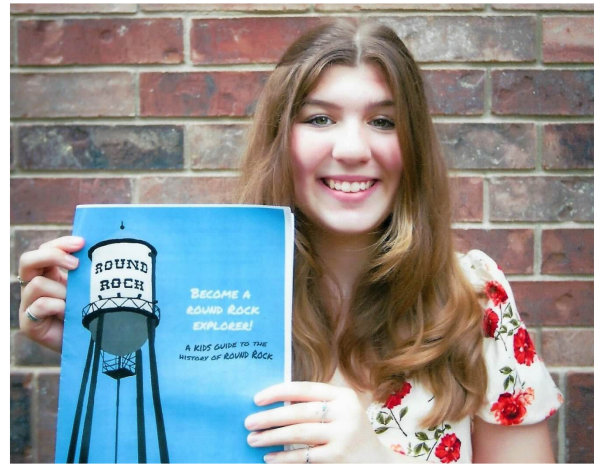
The city included an allocation of Hotel Occupancy Tax (HOT) Funds for historic preservation in the FY 2022 budget, adopted September 9, 2021. The allocation includes 3% of HOT revenues, net of any rebates, for historic preservation. The City will also make a one-time allocation of \$300,000 of excess, uncommitted fund balance for this purpose.

**Implementation Strategy:** Foster a network of preservation advocates and allies, like the nonprofit Round Rock Preservation, by collaborating with preservation partners at the local, regional, and state levels.

The city continued to foster a network of local preservation partners since the adoption of *Round Rock 2030*. City staff partnered with Round Rock Plein Air to host an art exhibit on Round Rock history and Historic Preservation as part of Historic Preservation Month in May. Staff also partnered with members of the Historic Preservation Commission and Round Rock Preservation to publish a new Historic Downtown Round Rock, Texas Walking Guide. The city's partnership was recognized by Round Rock Preservation's annual meeting, when the city received the Partner of the Year award.



Left: Promotion for The Art of Round Rock Plein Air Exhibit Right: Historic Downtown Round Rock, Texas Walking Guide



*Clockwise from top left: Call for 2021 Local Legend Award nominations, Abby Robison holding A Kids Guide to the History of Round Rock Activity Book, Mayor Morgan with HPC members and city staff after the Historic Preservation Month Proclamation, citizens viewing Round Rock History Through the Eyes of Women exhibit at Round Rock public Library*

**Implementation Strategy: Increase stakeholder and public awareness of the city's historic preservation program by providing training opportunities, hosting public events, and creating educational materials.**

National Historic Preservation Month in May allowed local historic preservation organizations and city historic preservation staff to spotlight preservation programs and heritage tourism. Activities included:

- On April 22, 2021 Mayor Morgan proclaimed May as Historic Preservation Month
- The Art of Round Rock Plein Air exhibit at City Hall from May 4 to September 7, 2021 featuring works relating to Round Rock history and historic preservation
- A local history webinar by Elroy Haverlah, author of *Anna's Journey* and former pastor of Palm Valley Lutheran on May 20th about Anna Palm and Round Rock's Swedish immigrants
- Round Rock History Through the Eyes of Women exhibit at Round Rock Public Library
- Center Art Club exhibit at the Allen R. Baca Center featuring works relating to Round Rock history and historic preservation.
- A Kids Guide to the History of Round Rock activity book created by local teen Abby Robison
- Pioneer Day at Old Settlers Park on May 1, 2021 held by the Williamson Museum
- Profiles of historic properties posted on city social media accounts
- Call for nominations for the 2021 Local Legend Awards