

Pictured: 1876 Travis County Courthouse at 11th & Congress.
Razed in the 1960s. Currently a surface parking lot.

SAVE

OUR



AUSTIN



Without historic preservation, our identity as a city and our sense of place will be stripped away one building at a time. Progressive cities around the nation are increasing incentives for historic preservation to stimulate job growth and tourism. In 2010, Austin dismantled its historic landmarks program. If you want to save buildings like the original county courthouse (above) from becoming the next parking lot, find out how you can help at heritagesocietyaustin.org.



SAVE OUR AUSTIN

Do not let our city's identity be stripped away... one building at a time.

The Iconic Austin “Brand” Historic preservation is a key component to the iconic Austin “brand” – contributing to our economic viability and storied quality of life. Austin is a unique and special place deserving of protecting – the only American cities designed and planned to be capitals of independent republics were Washington, D.C. and Austin, Texas.

Economic Growth According to a Rutgers University Study for the Texas Historical Commission, preservation generates more than \$140 million in annual economic activity in the Austin area.

Historic preservation creates local, skilled jobs – 20% more jobs than new construction – especially valuable in an economic downturn.

Historic preservation produces a return on investment in the form of a long-term increase in property values and taxes, increased hotel occupancy taxes and sales taxes from those drawn to Austin, and related economic activity.

A Sense of “Place” Historic preservation is a significant factor in maintaining the character of Austin. Over 500 historic property owners are subject to annual inspections, heightened regulatory reviews, limitations imposed on their development potential and potential criminal penalties for neglecting their properties.

Historic preservation recognizes that business location decisions are increasingly being made based on the quality of place – Google’s decision to come to Austin and locate in the historic Scarborough Building and Patagonia’s first Texas location in the historic W.B. Smith Building highlights the role preservation plays in economic development.

Preservation is specifically cited as a goal of the region, included in numerous planning documents and, because of its special role in preserving our varied cultural significance, the City’s African American Quality of Life Initiative.

Green and Sustainable Historic preservation reinforces sustainability and smart growth, lowers greenhouse gases, improves water quality, saves raw land, lowers demand and need for landfill space, produces more healthy and walkable communities, and makes better use of existing infrastructure.

A meaningful set of incentives is necessary to ensure that the entire community is able to participate – indiscriminate cuts to incentives disproportionately impact low- to moderate-income property owners, allowing only the wealthy to participate. This endangers the vernacular building stock that is just as important and historic to the community.



Find out how you can help at heritagesocietyaustin.org