



City of Dallas

The Economics of Historic Preservation

**Economic Development
Committee
May 3, 2021**

Murray G. Miller, Director
Office of Historic Preservation
City of Dallas

Presentation Overview



- Background/History
- Purpose
- Issues/ Operational or Business Concerns
- Operational Impact
- Next Steps



Background/History



- Reinvigorating Decaying Neighborhoods and Promoting Understanding were key aspects of the Landmark Program (1973)



Background/History



- Reinvigorating Decaying Neighborhoods and Promoting Understanding were key aspects of the Landmark Program (1973)
- Shifting the focus of the preservation program was a key recommendation of the Downtown Dallas Historic Preservation Task Force (2015)



Background/History



- The Office of Historic Preservation was created in 2019 to assume an enhanced role within Economic Development & Neighborhood Revitalization



Background/History



- The Office of Historic Preservation was created in 2019 to assume an enhanced role within Economic Development & Neighborhood Revitalization
- During the first half of 2020, a Vision for Historic Preservation in Dallas acknowledged a need to broaden the program



Purpose



The Vision



- Streamlining OHP's Regulations and Processes



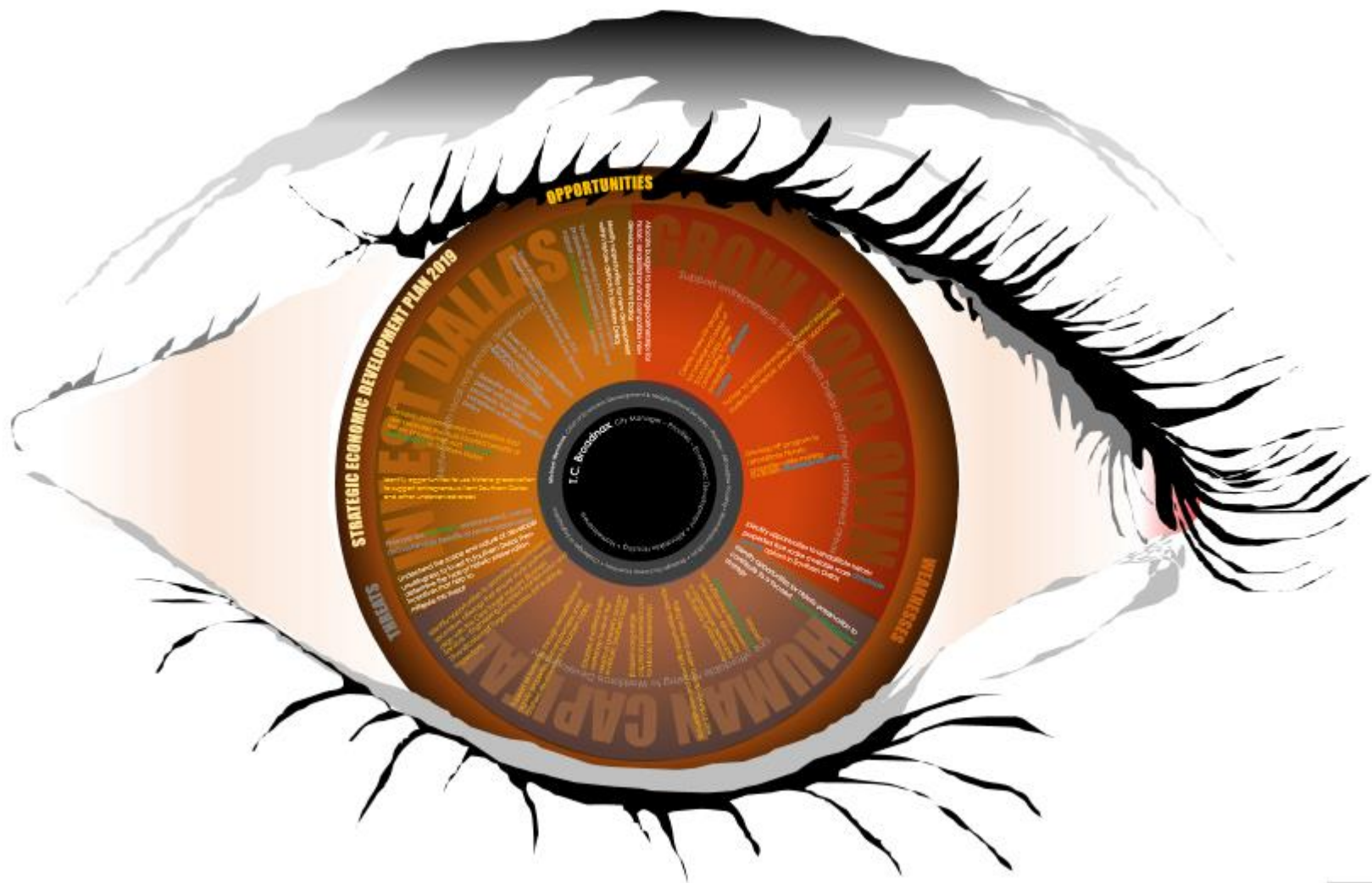
The Vision



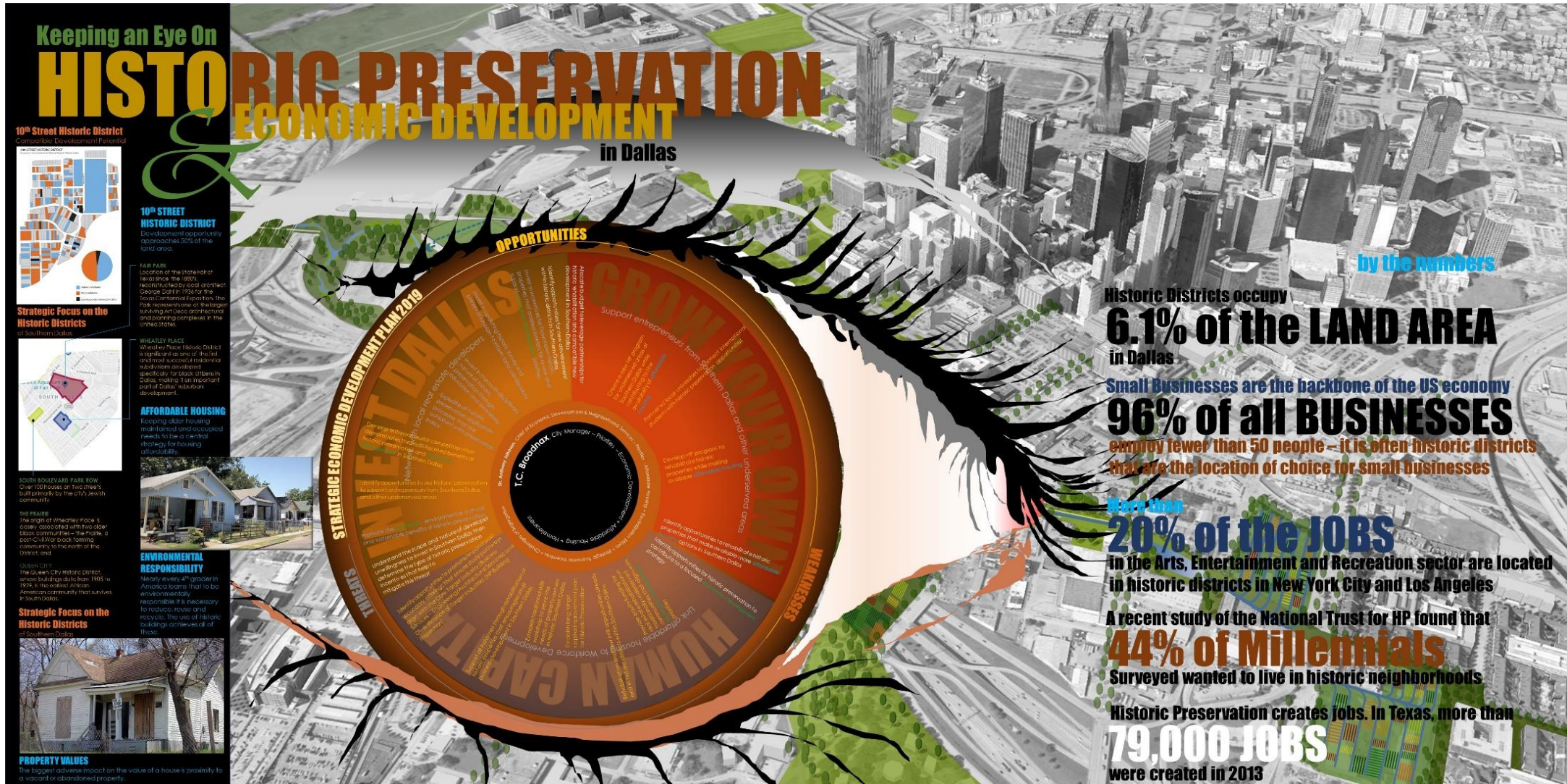
- Reinvigorating Decaying Historic Neighborhoods, shifting the focus of historic preservation and Promoting Understanding are essential to align with the goals of Economic Development & Neighborhood Revitalization

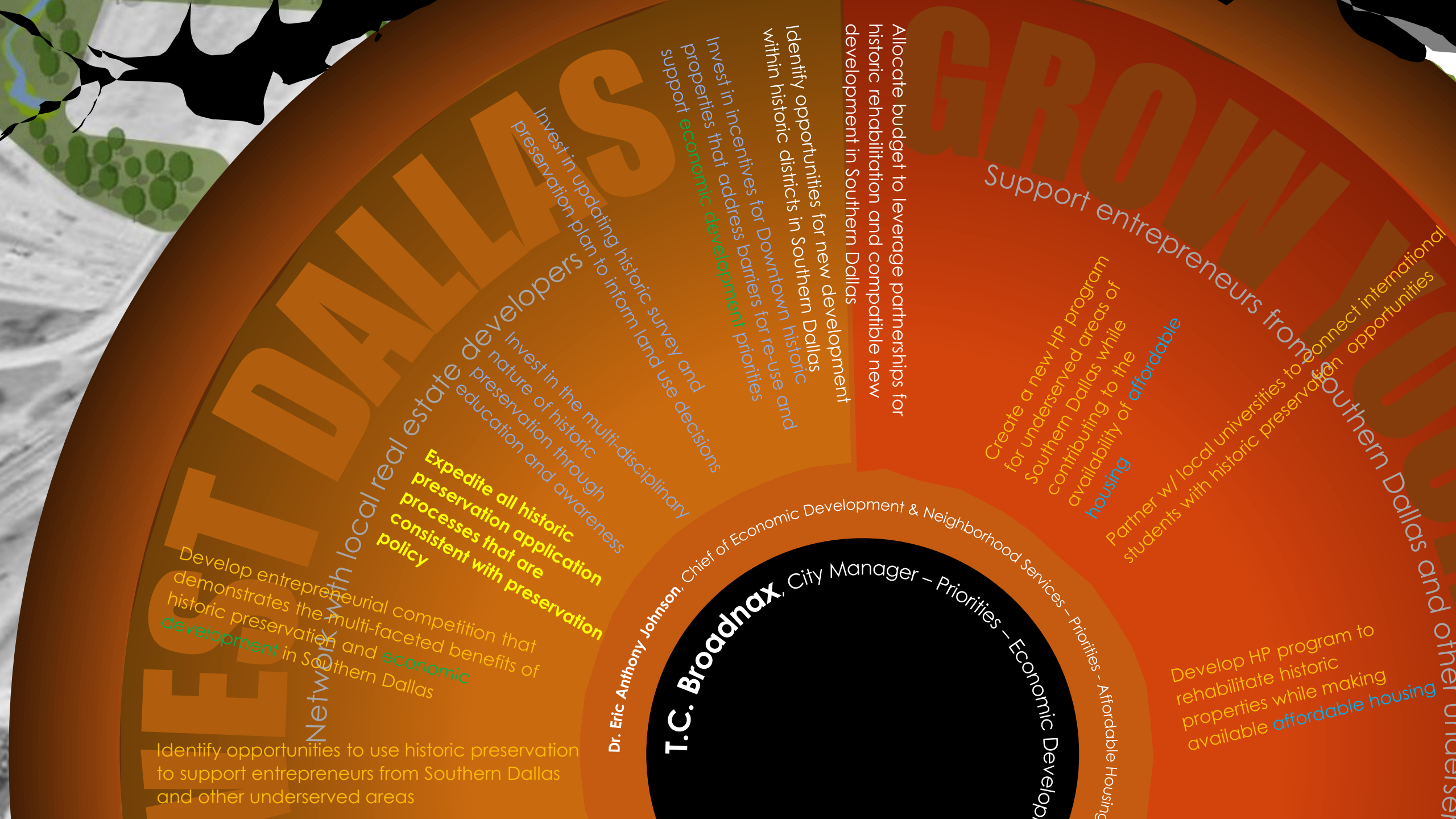


The Vision – Keeping an Eye on Historic Preservation in Dallas



The Vision – Keeping an Eye on Historic Preservation in Dallas





GROW

Support entrepreneurs from Southern Dallas and other underserved areas

Create a new HP program for underserved areas of Southern Dallas while contributing to the availability of affordable housing

Develop HP program to rehabilitate historic properties while making available affordable housing

Allocate budget to leverage partnerships for historic rehabilitation and compatible new development in Southern Dallas

Identify opportunities for new development within historic districts in Southern Dallas

Invest in incentives for Downtown historic properties that address barriers for re-use and support economic development priorities

Invest in updating historic survey and preservation plan to inform land use decisions

Invest in the multi-disciplinary nature of historic preservation through education and awareness

Expedite all historic preservation application processes that are consistent with preservation policy

Develop entrepreneurial competition that demonstrates the multi-faceted benefits of historic preservation and economic development in Southern Dallas

Identify opportunities to use historic preservation to support entrepreneurs from Southern Dallas and other underserved areas

Network with local real estate developers

Dr. Eric Anthony Johnson, Chief of Economic Development & Neighborhood Services - Priorities - Affordable Housing

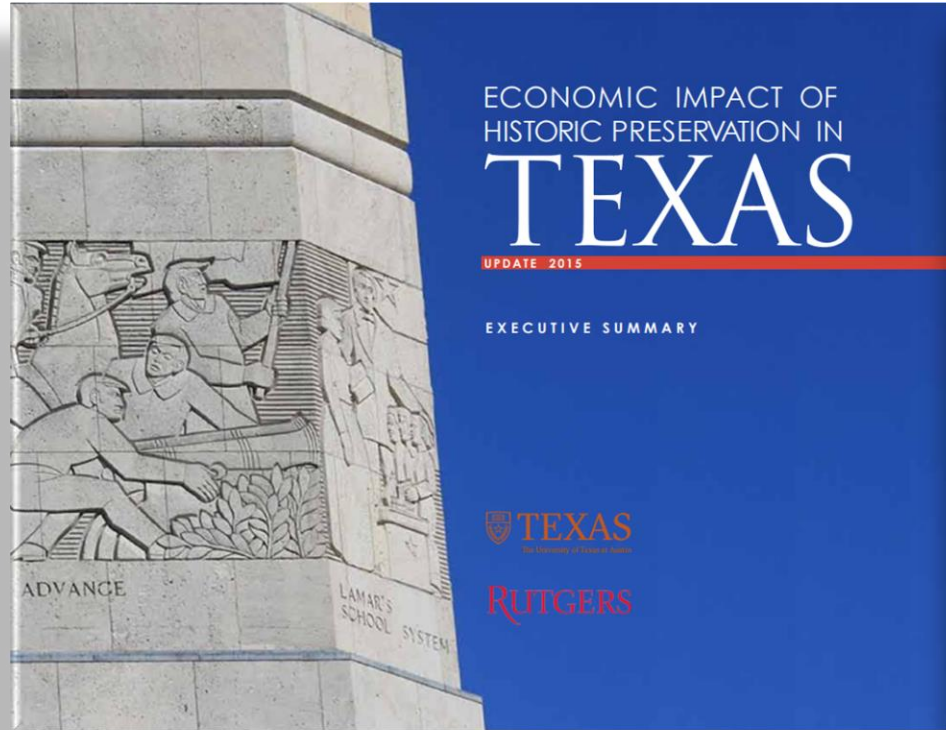
T.C. Broadnax, City Manager - Priorities - Economic Development

The Economics of Historic Preservation



• 22 Reasons – Why Preserve

Social, Economic and Cultural Considerations



1. It is essential to the identity and unique character of communities
2. It is essential to cultural, social, economic and environmental sustainability
3. Key ingredients to neighborhood livability and quality of life
4. In an increasingly anonymous form of development – individual character is a precious identity
5. Create a sense of stability
6. Incremental development over time an inspiration for future development
7. Quality and richness of design, construction, craftsmanship and materials
8. Adaptable to contemporary needs
9. Promotes respect for those that came before us
10. Encourages citizen activity in local government about the future



The Economics of Historic Preservation



• 22 Reasons – Why Preserve

Social, Economic and Cultural Considerations



11. Vacant housing and empty lots reduce property values
12. It is the ultimate in recycling - 20% of all landfill is construction waste
13. It saves embodied energy
14. Many preservation practices are "green"
15. It decreases urban sprawl
16. Cultural and heritage tourism is a rapidly-growing industry
17. It is more labor intensive resulting in the creation of more jobs
18. Materials are purchased locally
19. Property values remain stable or rise in historic districts
20. Young people love old buildings and authentic places
21. Night life is more active where a mix of buildings including historic areas
22. To maintain a sense of permanence



The Economics of Historic Preservation



- 22 Reasons – Why Preserve

Social, Economic and Cultural Considerations



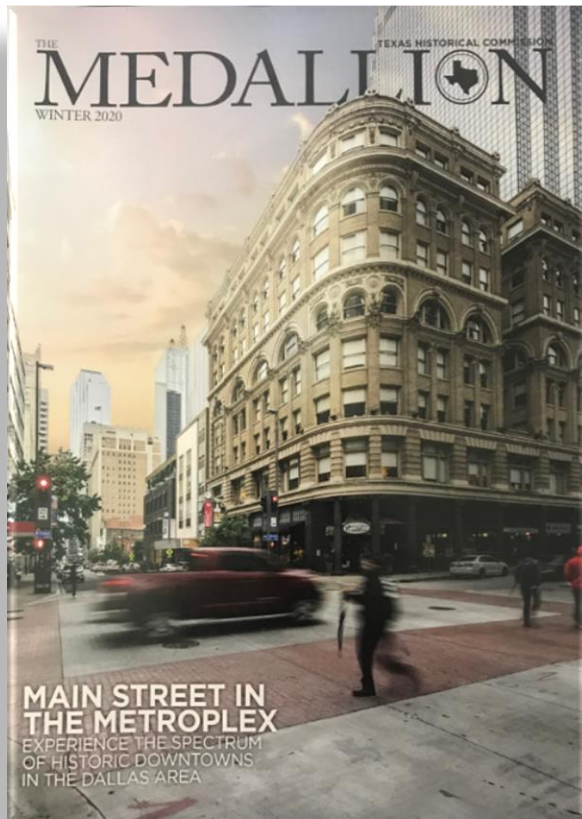
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The Economics of Historic Preservation



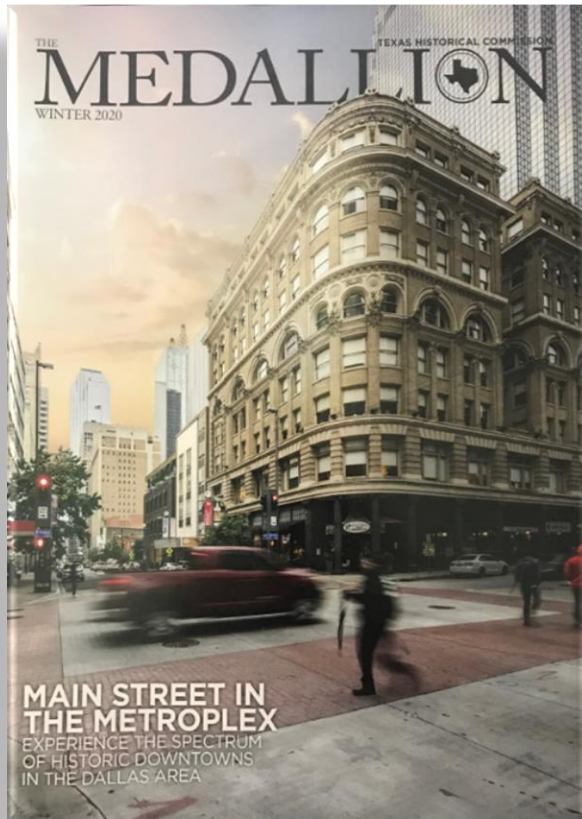
- Heritage Tourism



The Economics of Historic Preservation



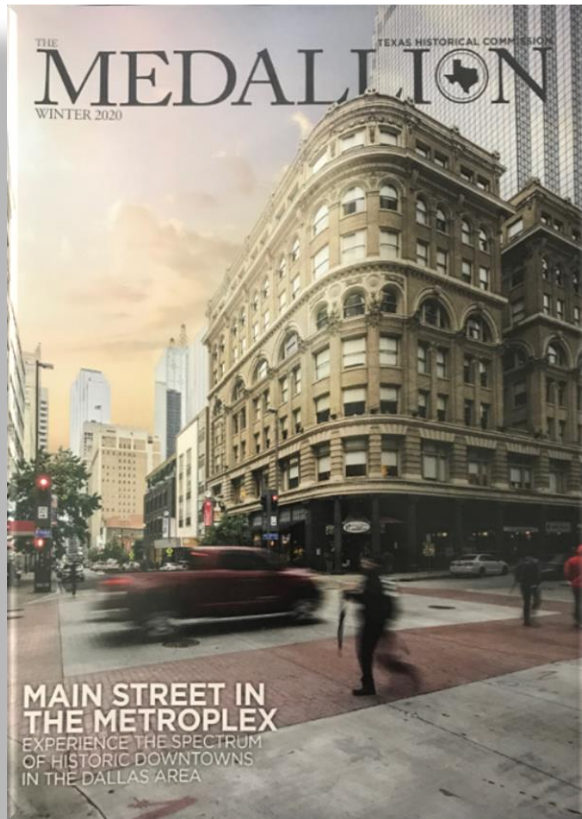
- Heritage Tourism



The Economics of Historic Preservation



- Heritage Tourism



The Economics of Historic Preservation



- Heritage Tourism

ECONOMIC DEVELOPMENT POLICY CONSIDERATION

Relevant to fostering vibrant, recreational and historical amenities



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Jobs



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

ECONOMIC DEVELOPMENT POLICY
CONSIDERATION

Relevant to generating economic vitality



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Jobs
- Jobs in Knowledge and Creative Class Sectors



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Jobs
- Jobs in Knowledge and Creative Class Sectors
- Small Business



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

ECONOMIC DEVELOPMENT POLICY CONSIDERATION

Relevant to attracting and strengthening businesses while building and preserving communities



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Affordable Housing

Tenth Street Historic District (demolished 2019)



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Affordable Housing
- Millennials and Housing



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

ECONOMIC DEVELOPMENT POLICY CONSIDERATION

Relevant to providing incentives to increase access to housing



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

10-YEAR ASPIRATIONAL OUTCOME

Related to increasing diverse housing options



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Environmental Responsibility

1611 Main Street (Main and Elm Streets)



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

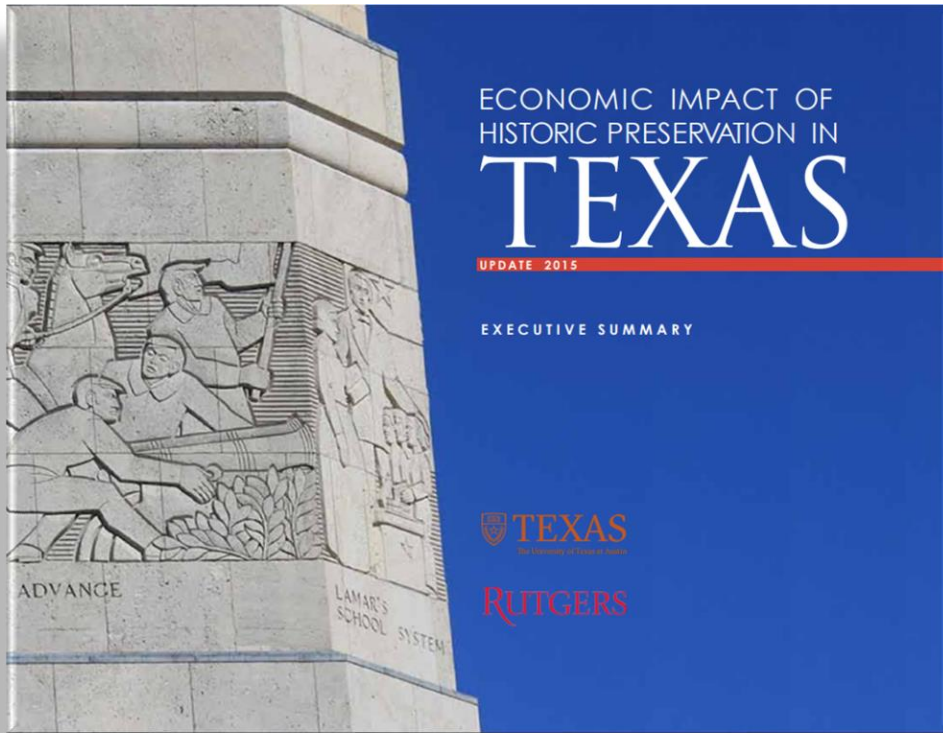


- Environmental Responsibility
- Property Values

The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy



- Environmental Responsibility
- Property Values
- Tax Generation



The Economics of Historic Preservation



- Historic Preservation is Good for the Local Economy

10-YEAR ASPIRATIONAL OUTCOME

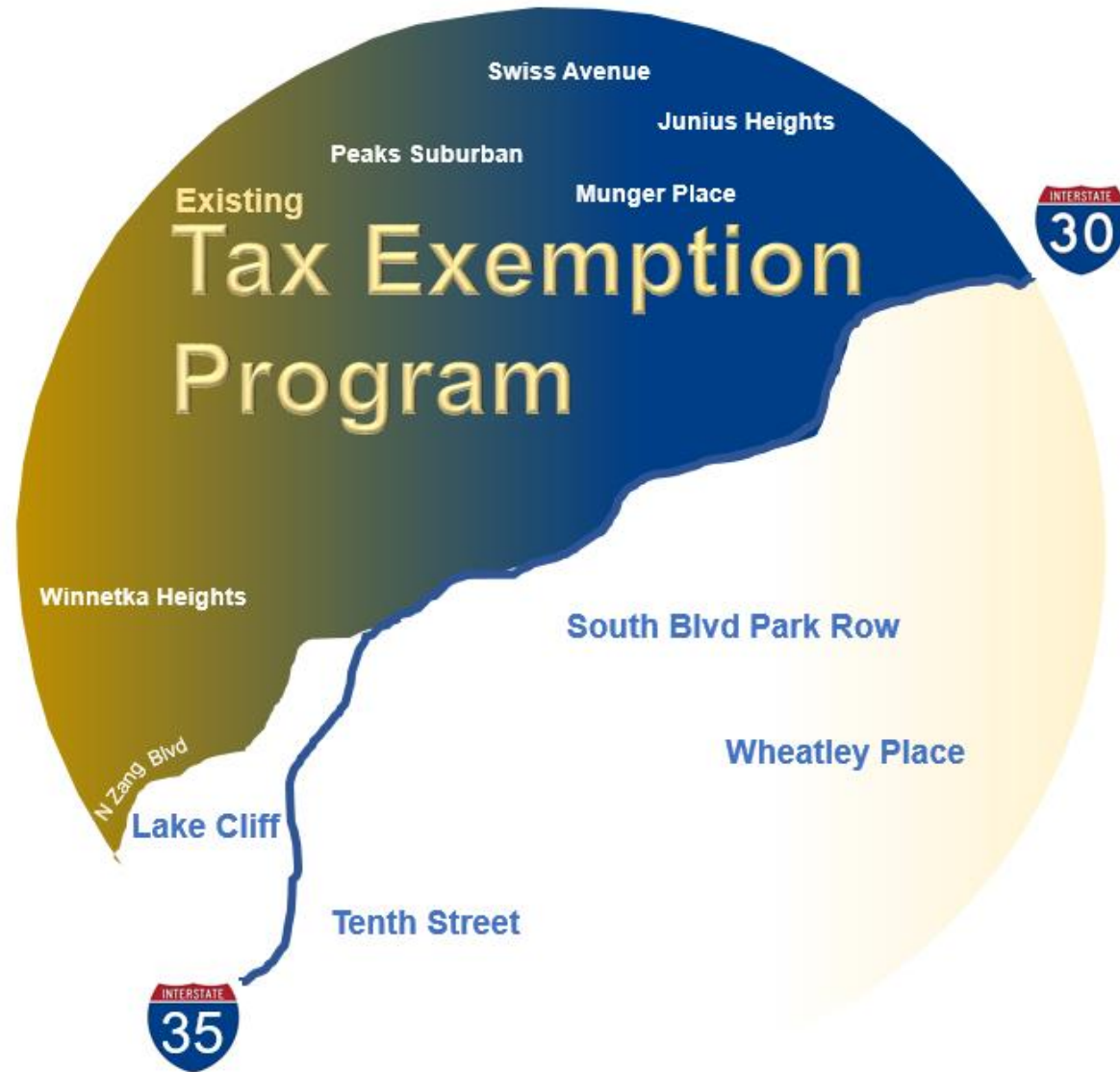
Related to increasing the property tax base in Southern Dallas



Issues/Operational Concerns



- Existing



Issues/Operational Concerns



EC

Existing
Tax Exemption
Program



ITY

Winnetka Heights

South Blvd Park Row

Wheatley Place

N Zang Blvd

Lake Cliff

Tenth Street



Proposed Historic
Preservation Grant Program



Issues/Operational Concerns



- Historic Preservation is Good for the Local Economy

TRANSITION PERIOD

Related to the review and update of the City's incentive programs



Issues/Operational Concerns



- Historic Preservation is Good for the Local Economy

ECONOMIC DEVELOPMENT MISSION

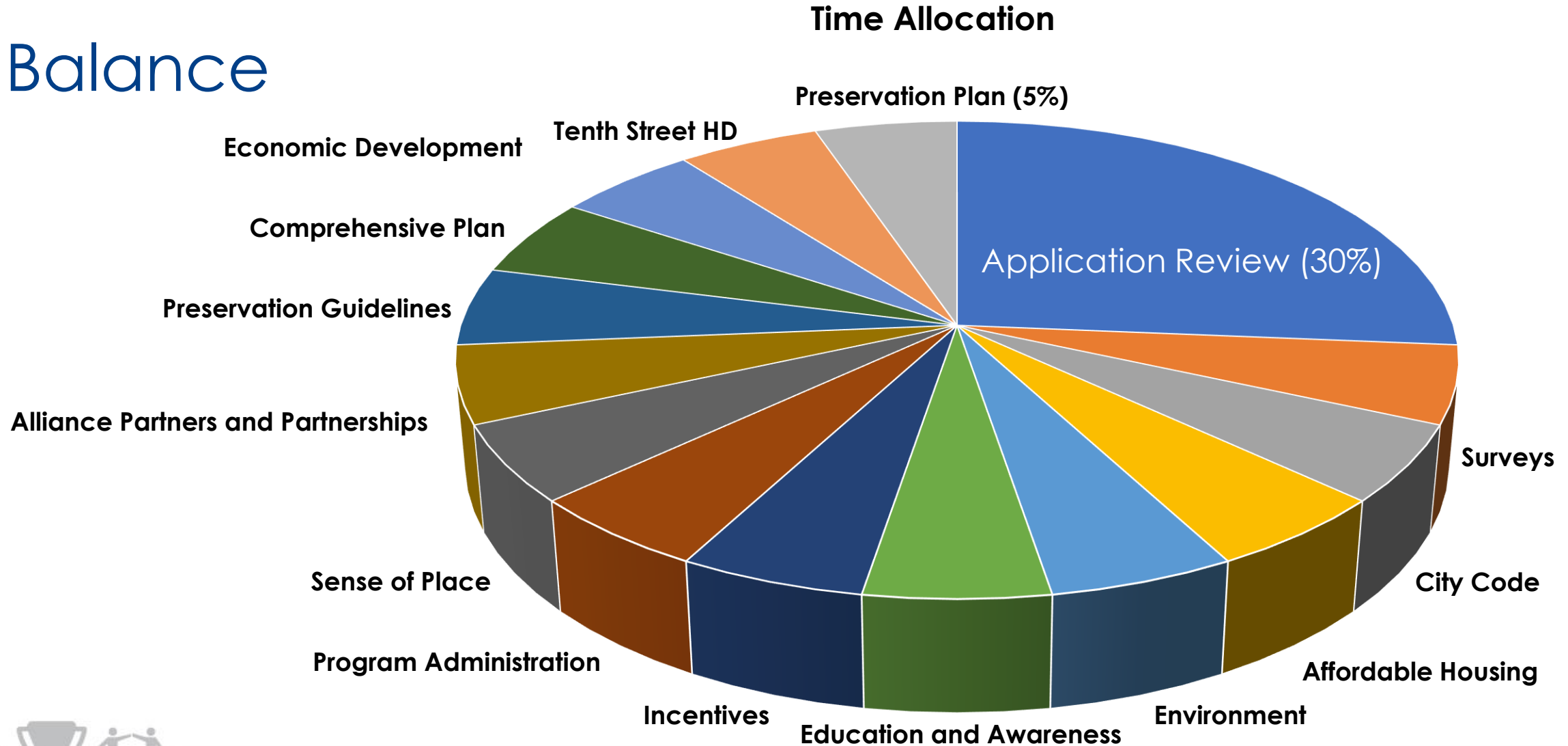
Related to prioritizing Southern Dallas and communities of color for whom structural disparities have hindered opportunity



Issues/Operational Concerns



- Balance



Issues/Operational Concerns



- Operational Efficiencies that Enable the Recalibration of Resources, Policies, Programs and Services to Advance Equity Goals and Excellence





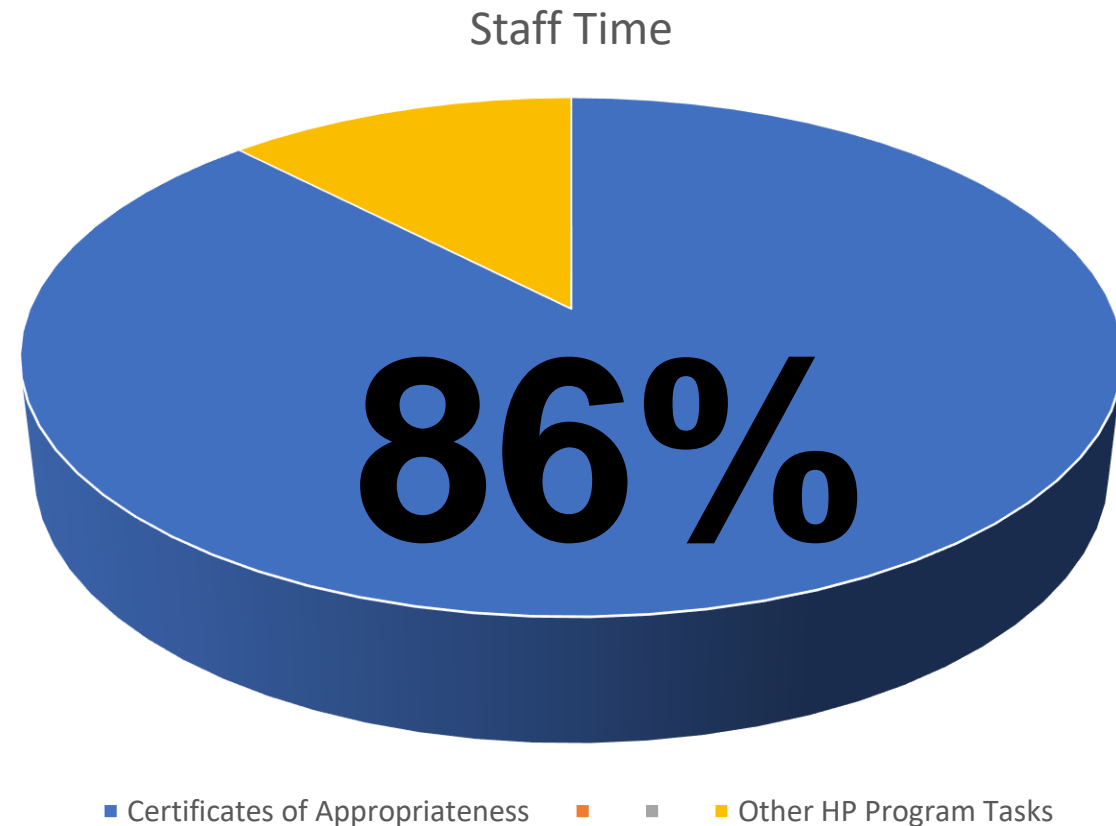
ECONOMIC DEVELOPMENT MISSION

Related to developing processes to promote a responsive and financially sustainable local government

Issues/Operational Concerns



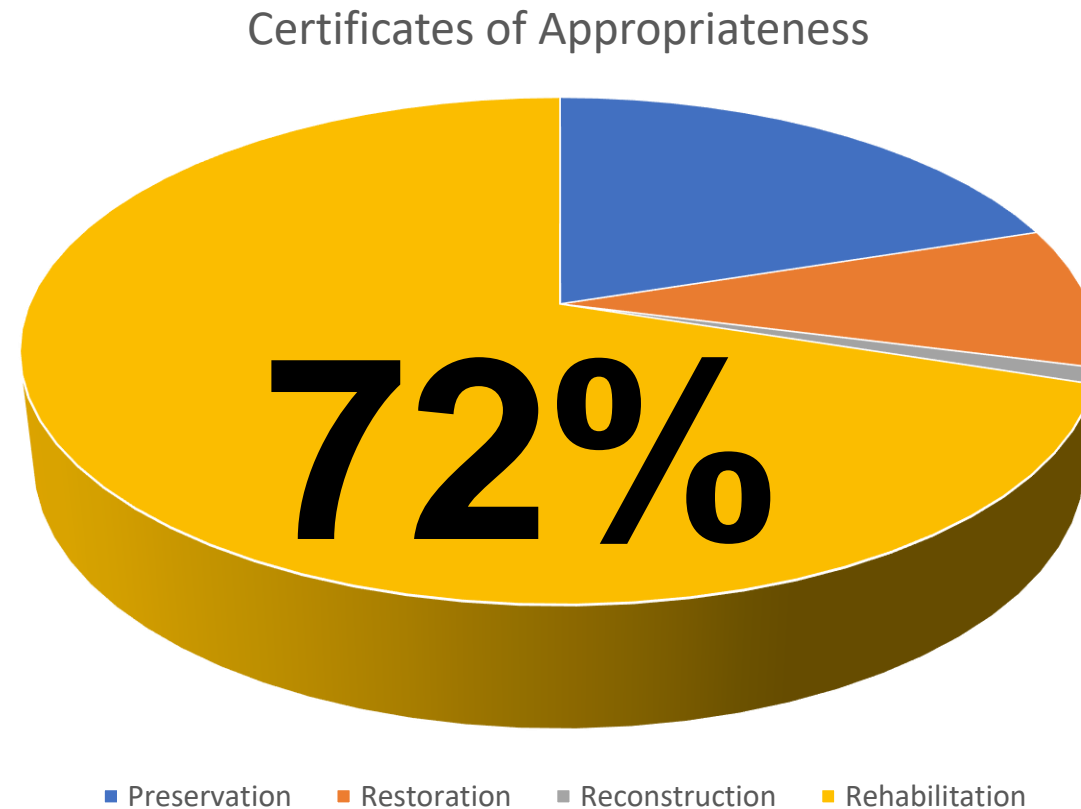
- Certificates of Appropriateness



Issues/Operational Concerns



- Certificates of Appropriateness (LMC)



Issues/Operational Concerns



- City of New York

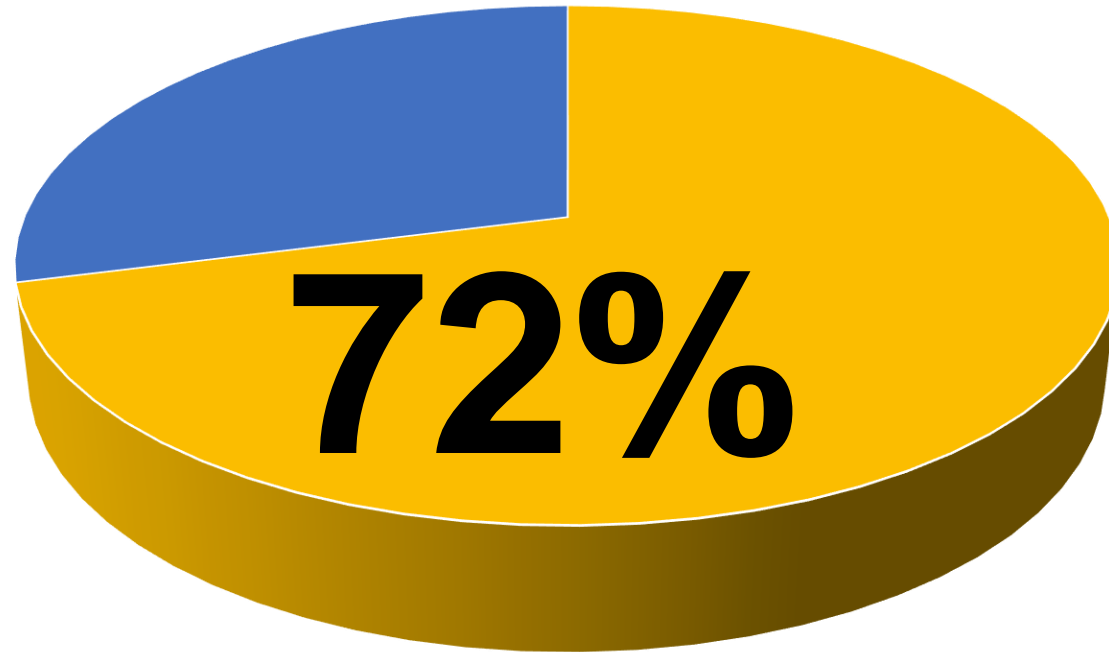


Issues/Operational Concerns



- City of Fort Worth

Certificates of Appropriateness



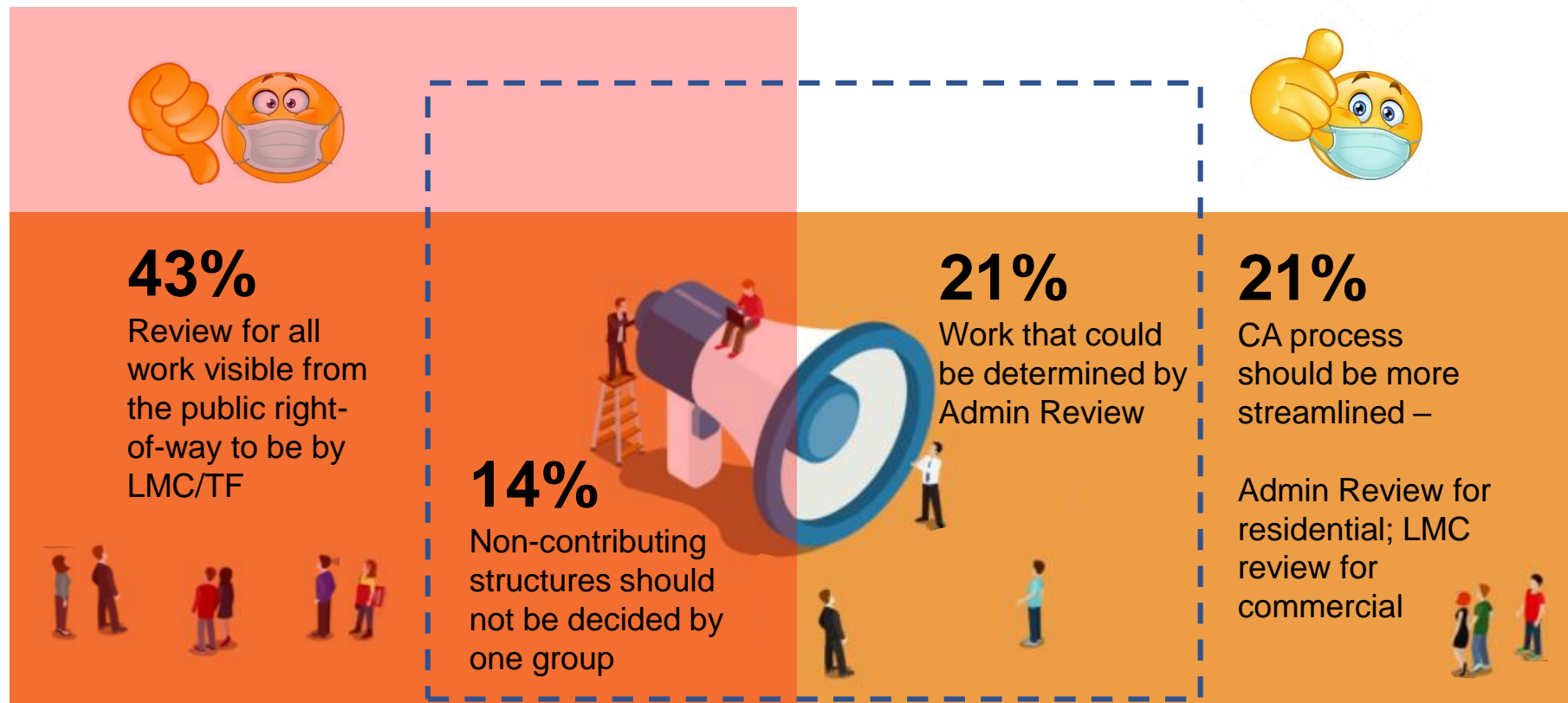
■ Administrative Review ■ HCLC Cases



Issues/Operational Concerns



- Administrative Review



Issues/Operational Concerns



- Streamlining OHP Regulations/Processes



Issues/Operational Concerns



- Streamlining OHP Regulations/Processes
- Increasing OHP Efficiencies



Issues/Operational Concerns



- Streamlining OHP Regulations/Resources
- Increasing OHP Efficiencies
- Realignment of OHP Resources



Issues/Operational Concerns



- Streamlining OHP Regulations/Resources
- Increasing OHP Efficiencies
- Realignment of OHP Resources
- Expediting the OHP Certificate of Appropriateness Process



Issues/Operational Concerns



- Streamlining OHP Regulations/Resources
- Increasing OHP Efficiencies
- Realignment of OHP Resources
- Expediting the OHP Certificate of Appropriateness Process
- Consolidating Preservation Ordinances



Issues/Operational Concerns



- Streamlining Regulations and Processes
- Advancing OHP Code Amendments

EQUITY OBJECTIVES

ECONOMIC DEVELOPMENT POLICY

Necessary to align OHP processes and resources to support implementation of ED policy



Issues/Operational Concerns



- Streamlining is Good for Customer Service, Good for the Construction Industry, which in turn, is Good for the Local Economy



Next Steps



OHP

- Review the work of the LMC's Ad-Hoc Committee with the aim of assessing the impact of recommendations on the Office of Historic Preservation's initiatives to support the Economic Development Policy and advance the City Manager's goals for the Office of Historic Preservation



Next Steps

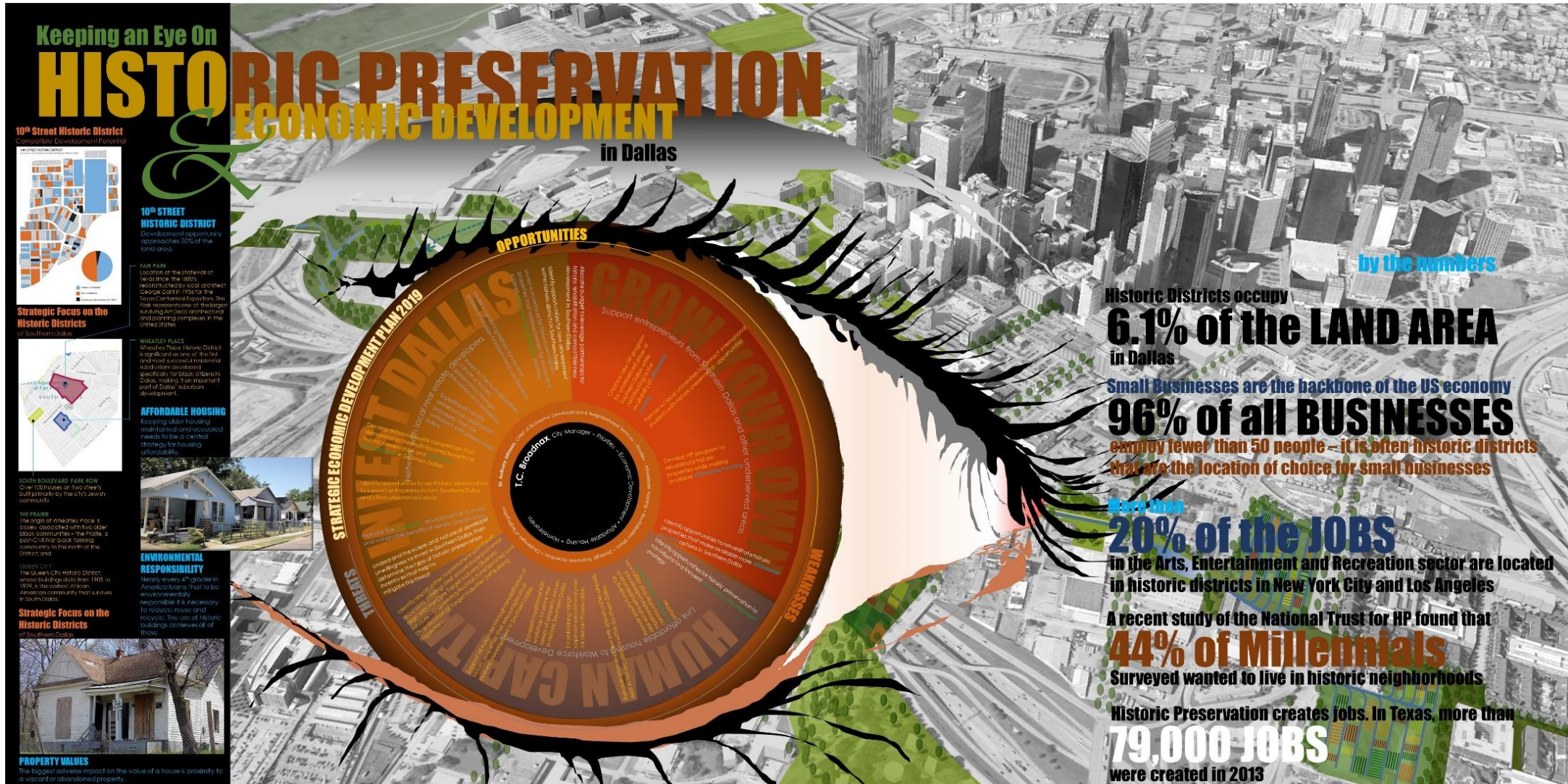


OHP

- Recommend actions required to achieve alignment of its regulations, processes and resources within the one-year Transition Period
- Advance the City Manager's goals for the Office of Historic Preservation
- Support the implementation of the Economic Development Policy



The Vision





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