

Charms and Challenges of Downtown Investment

MARGARITA ARAIZA, EXECUTIVE DIRECTOR

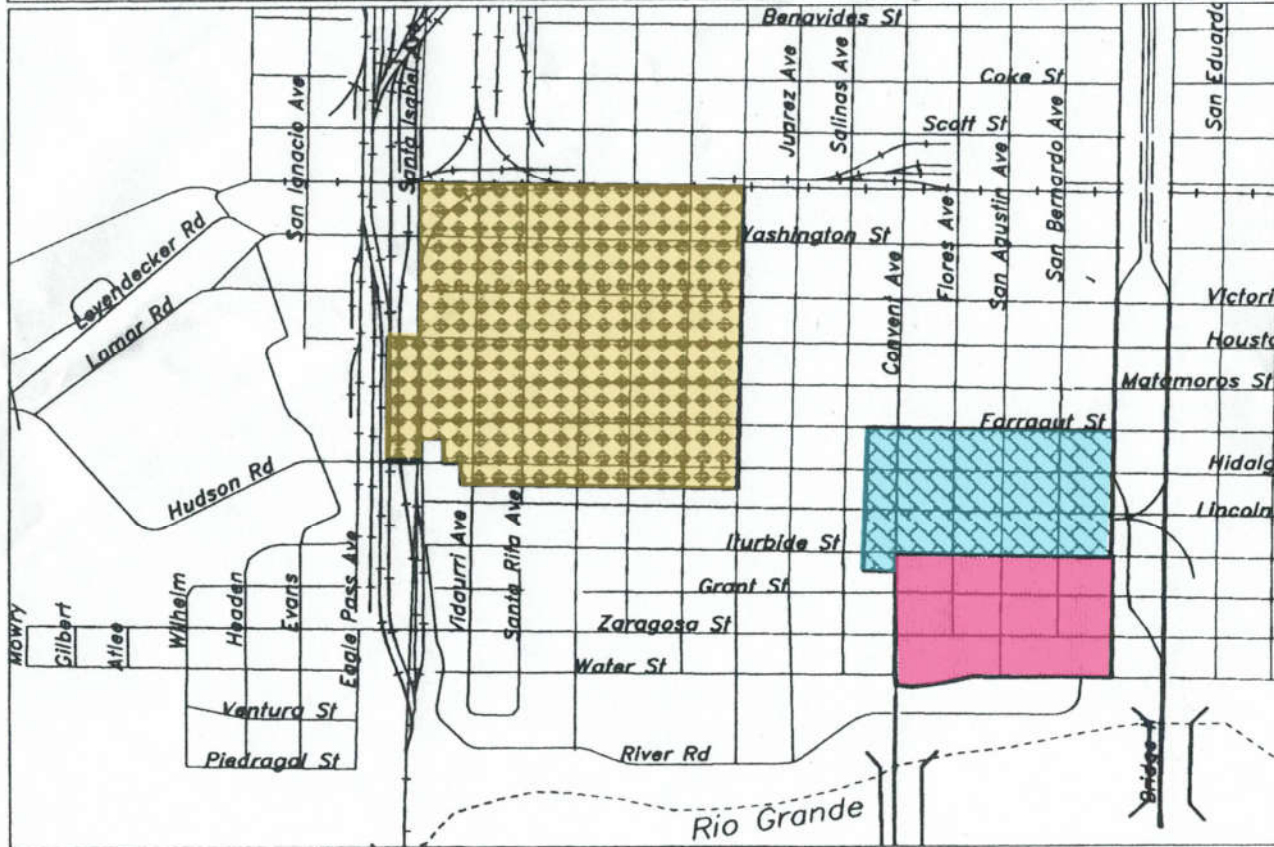
WEBB COUNTY HERITAGE FOUNDATION



HISTORIC DISTRICTS

LAREDO, TEXAS

CITY
OF
LAREDO
PLANNING
DEPARTMENT

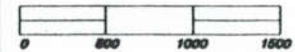


HISTORIC DISTRICTS

-  St. Peter's
-  Old Merado
-  San Agustín de Laredo

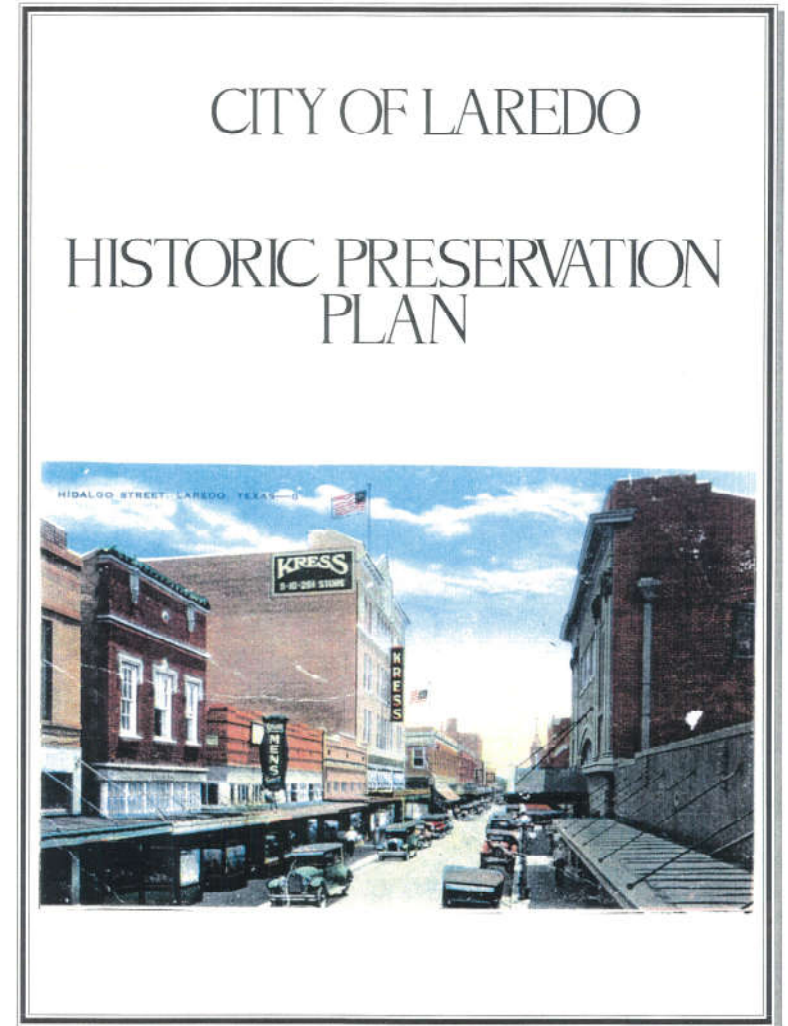


Scale in Feet




Governed by
Historic Preservation Plan of
Laredo

Supervised by
City of Laredo – Historic District
Landmark Board



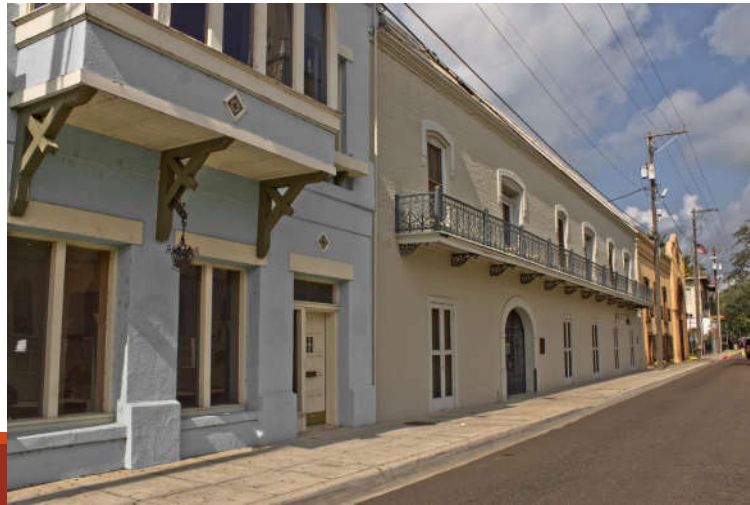
Charms

Downtown Laredo is Old

- Laredo – 1755
 - U.S.A. – 1776
 - Republic of Mexico – 1820
 - U.S. State of Texas – 1836
- 



Historic Architecture Downtown Laredo

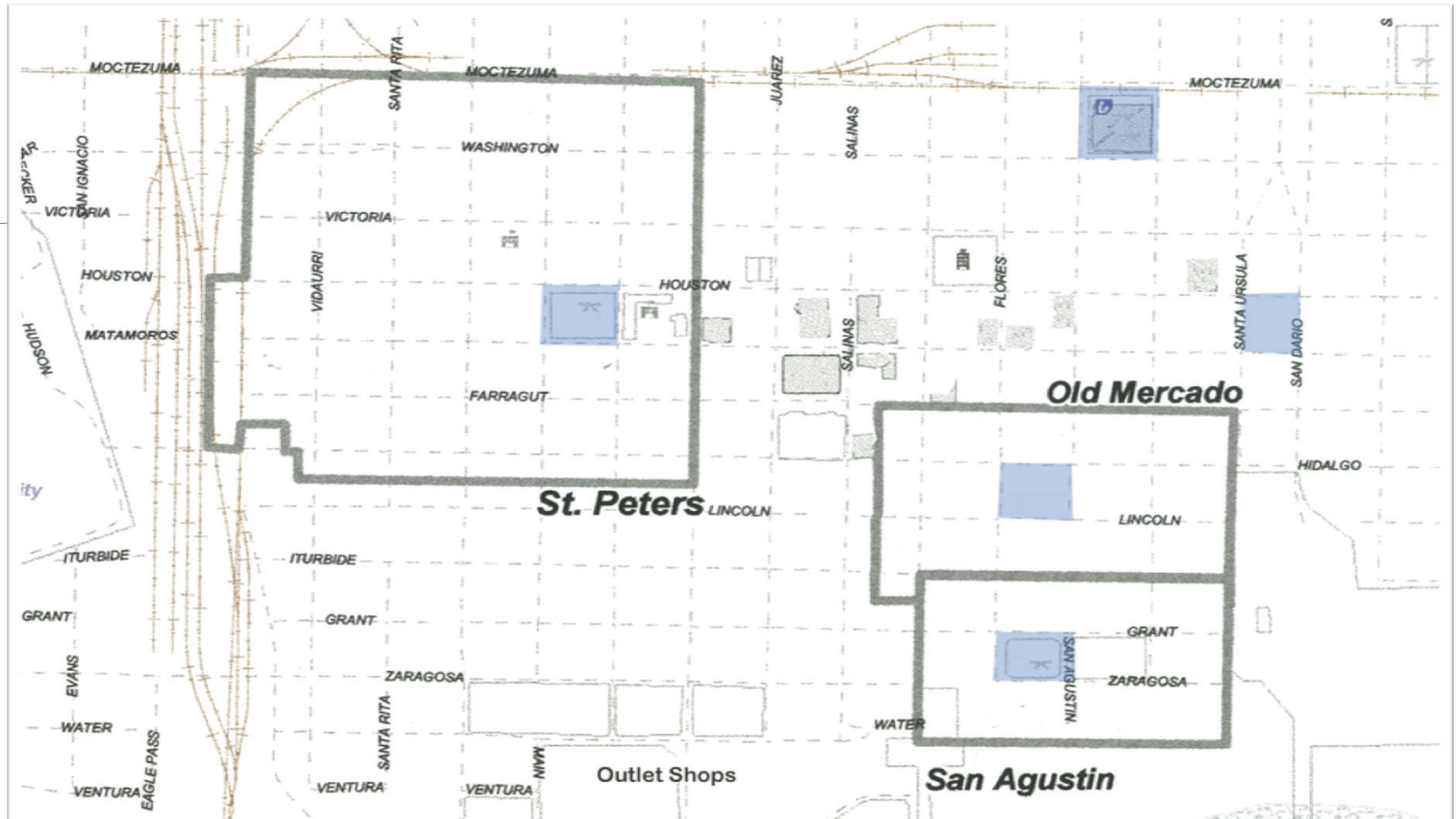


Architecture is fine on upper stories, enviable in its integrity and concentration





New Orleans, LA



Most historic plazas of any municipality in South Texas




Laredo, TX



Savannah, GA

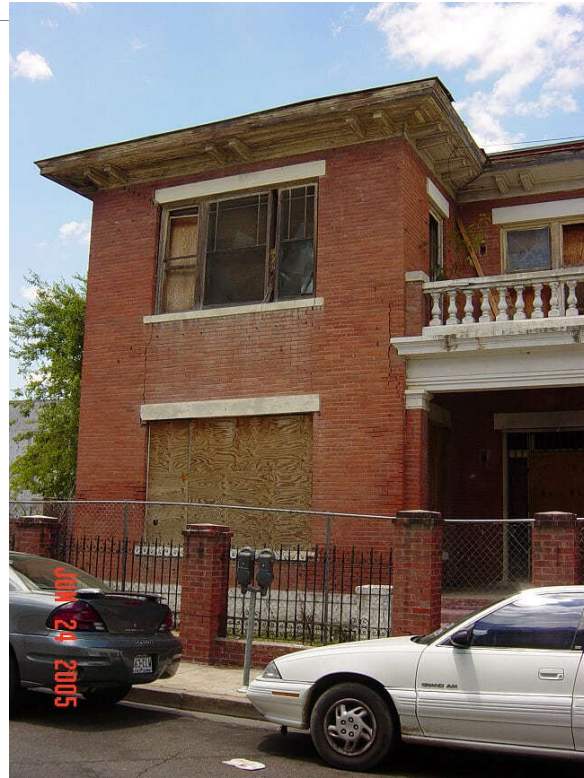
Challenges

Downtown is old

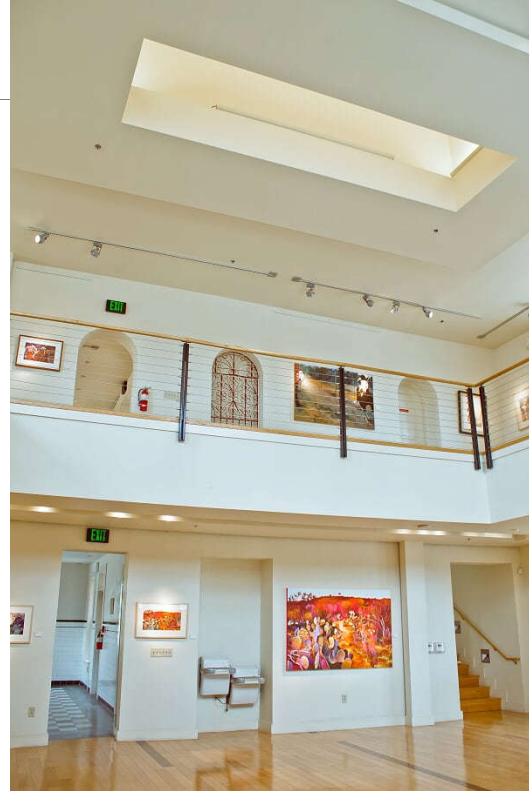
- Perception among many that “old is bad and must be replaced with new”
 - Infrastructure is old
 - Streets and wayfinding signage are uncoordinated and insufficient
 - Historic architecture is undergoing “demolition by neglect”
 - Perception of a Downtown “Parking problem vs. Walking problem”
- 

Border Heritage Museum (BHM) -
Example of Adaptive Reuse of a
Historic Building Slated for
Demolition

BHM - Before









For more information,
contact the Webb County
Heritage Foundation.

WWW.WEBBHERITAGE.ORG

(956)727-0977

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