



National Trust for Historic Preservation

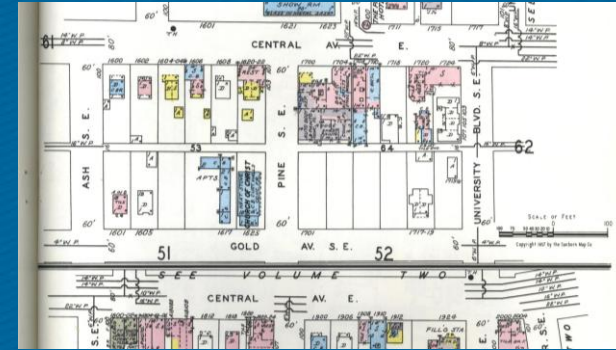
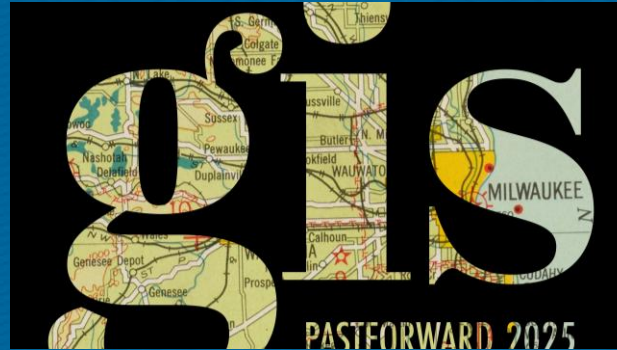
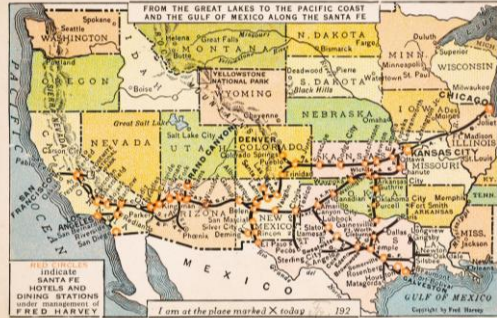
**Preservation
Leadership Forum**

Mapping Stories, Managing Places, Connecting Communities: GIS for Historic Preservation

JANUARY 28, 2026



National Trust *for* Historic Preservation
**Preservation
Leadership Forum**



Welcome

KATE LENZER, GISP | SENIOR GIS MANAGER

NATIONAL TRUST FOR HISTORIC PRESERVATION

Explore and keep up-to-date on active projects related to historic preservation and cultural heritage in Little Rock

Historic Preservation Active & Completed Projects Map

Historic Preservation Active Projects

Info

MacArthur Park Historic District Design Guidelines

Zoom In

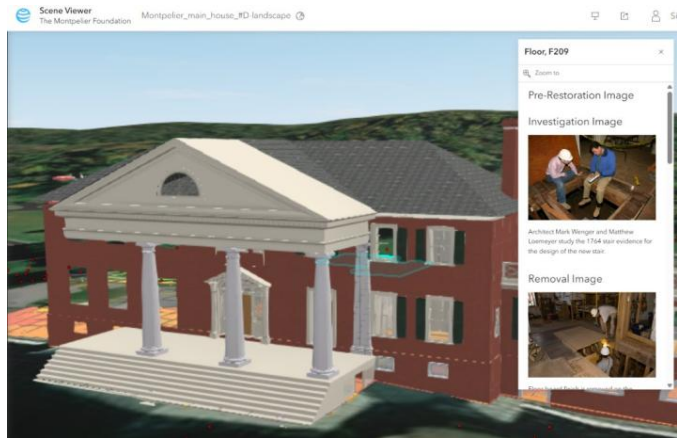
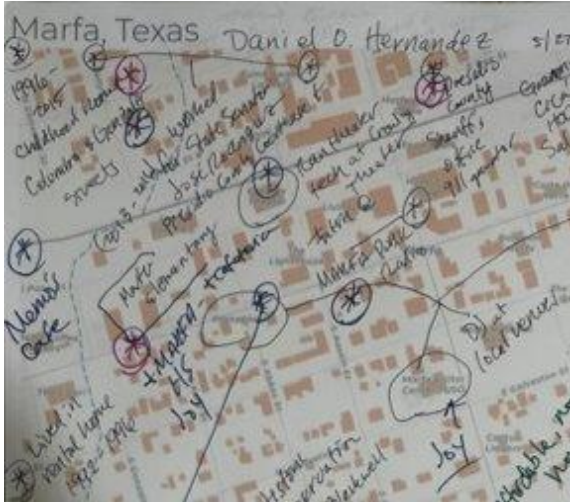


Residences in the MacArthur Park Historic District

Status	ACTIVE
Project Name	MacArthur Park Historic District Design Guidelines
Description	Comprehensive update of the MacArthur Park Historic District

littlerock.gov/preservation



Today's Webinar

New to GIS?

- Be inspired by what's possible
- Think about the big picture & resources available

Have GIS Experience?

- Learn about specific products used
- Think about technical details of data creation & management

Featuring:

- Kate Lenzer, National Trust for Historic Preservation
- Hannah Ratzlaff, City of Little Rock, Arkansas
- Karina Amalbert, Latinos in Heritage Conservation
- Allison Lehn, National Trust for Historic Preservation
- Andres Vazquez and Lydia Troup, Esri



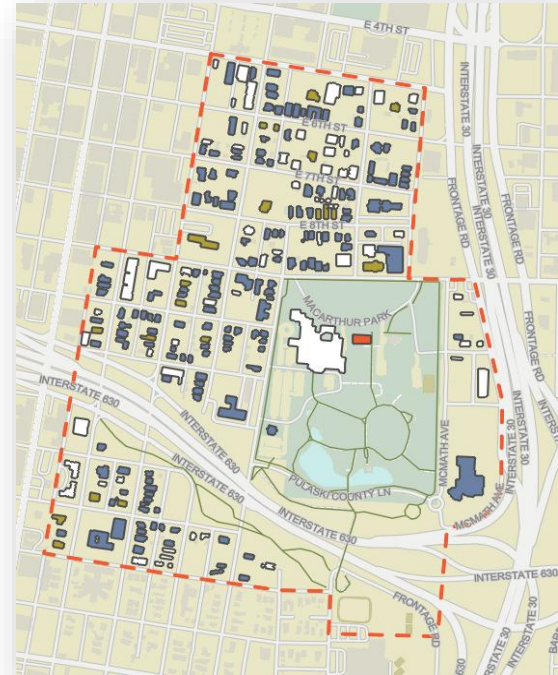
National Trust *for* Historic Preservation

**Preservation
Leadership Forum**

GIS for Municipal Preservation Programs

Visualizing the Past & Present for Future
Development in a Locally Designated Historic District

HANNAH RATZLAFF, PLANNING MANAGER | CITY OF LITTLE ROCK



MacArthur Park: Little Rock's Local Historic District



photo courtesy of the Quapaw Quarter Association.

MacArthur Park: Little Rock's Local Historic District

Built Heritage

- Period of significance: 1842 -1960
- 282 Structures (not including accessory structures)
- 1 National Historic Landmark
- 20 National Register Sites
- 20 + Historic Architectural Styles
- Variety of Traditional Building Materials
- Historic Grid Streetscapes & Alleys

New Development

- Infill Construction: 1961-Present
- 20+ Buildable Vacant Lots



MacArthur Park: Little Rock's Local Historic District



1940 aerial



1960 aerial



1998 aerial

MacArthur Park: Little Rock's Local Historic District

Historic Sites



MacArthur Park: Little Rock's Local Historic District

New Construction

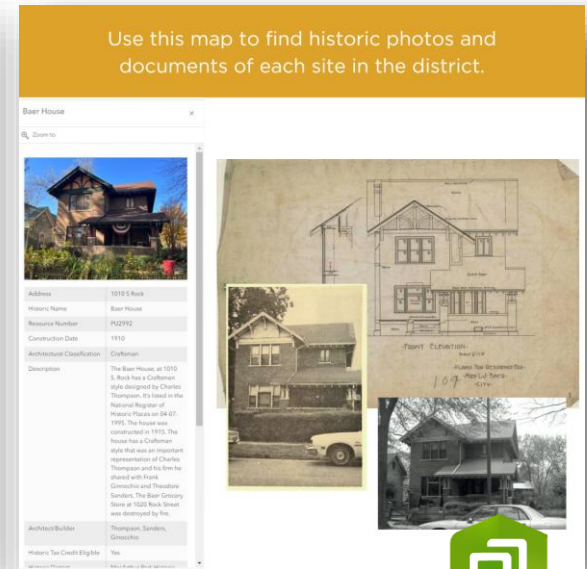
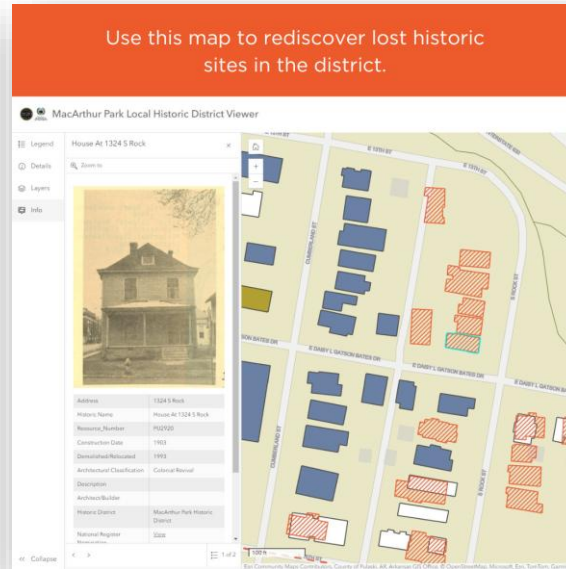


MacArthur Park: Little Rock's Local Historic District

Historic Streetscape Features



MacArthur Park Local Historic District Viewer



MacArthur Park Local Historic District Viewer

378 Sites

- historic, non-historic, and lost
- 278 existing sites
- 47 lost sites
- 28 vacant lots with infill potential

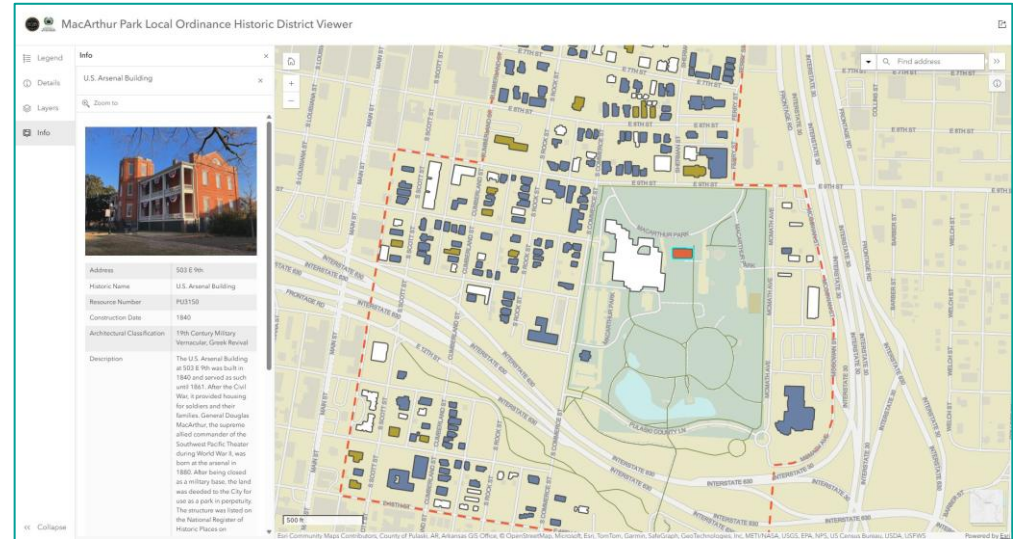
15+ Datasets & Collections

- digital and non-digital resources/attributes

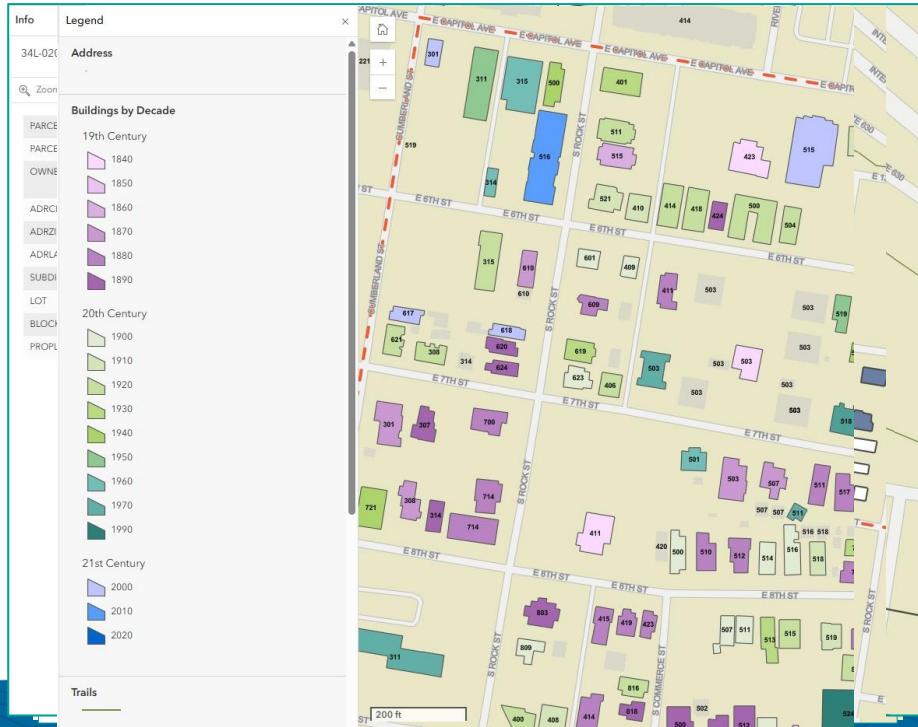
5 Priority Audiences

- City staff & Commissioners
- Property owners
- Developers/contractors
- Researchers
- Realtors

7.42 Avg. Views/Day



MacArthur Park Local Historic District Viewer



Data Layers

- Historic Sites & Buildings
- Lost Historic Sites
- Infill Opportunities
- State Zoning boundaries
- Buildings by Decade

Key

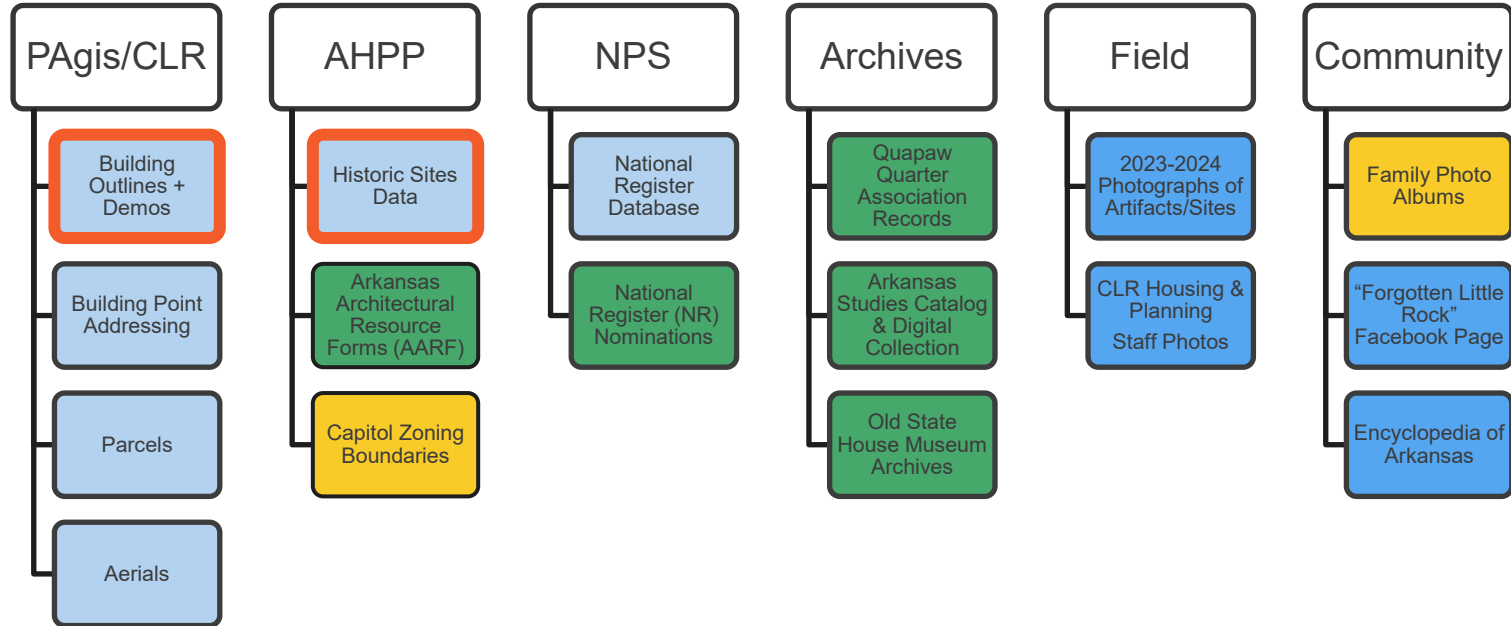
Datasets

Digitized
Documents

Digital
Resources

Physical
Documents

Viewer: Data Integration



Viewer: Data Expansion

Source Data

- Surveyed Address
- Historic District
- AARF Resource
- NR Eligibility
- NR Eligibility Code

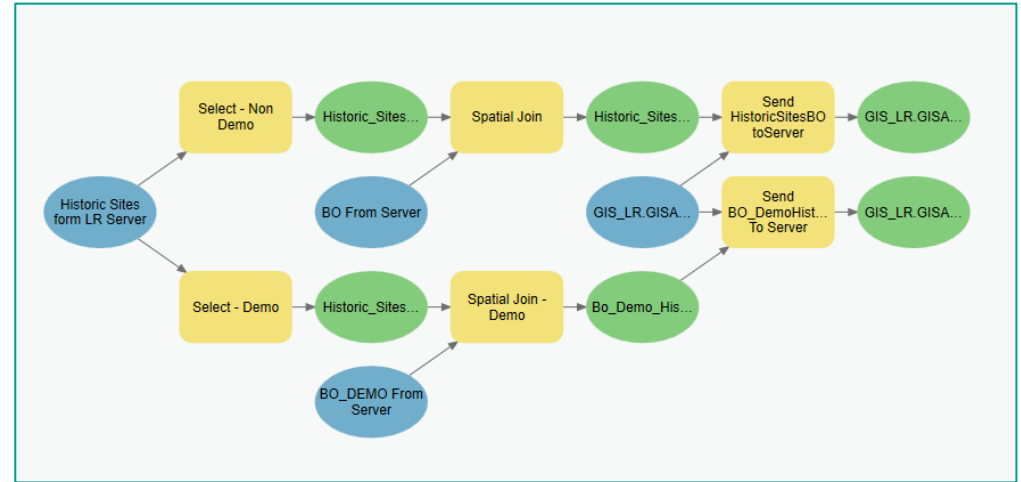
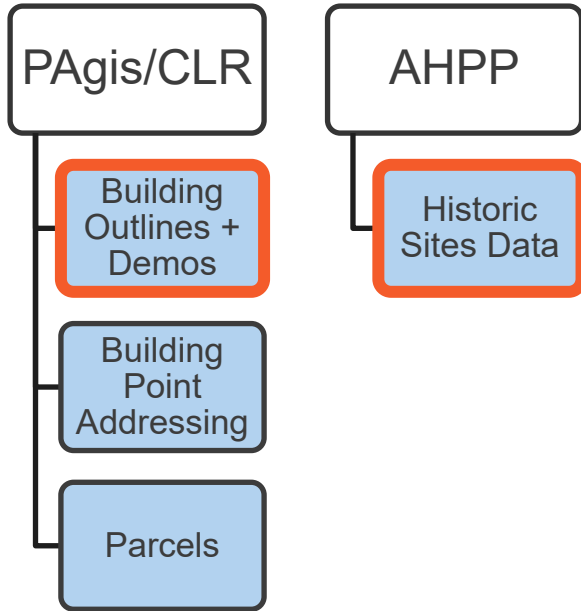
Expanded Data

- Construction Date
- Demolition/Relocation Date
- Construction Decade
- UV Listed
- Development Review Agency
- Historic Tax Credit Eligible

Expanded Data

- Date Listed
- Level of Significance
- NR Criterion
- Area of Significance
- Architectural Classification
- Architect/Builder

Viewer: Data Automation



Model workflow diagram to spatially join(ing) attributes of historic site data and building outline data to a building outline polygon.

Audience: Staff

July 5, 2024

ITEM NO. TWO FILE NO. HSC2024-015

AREA: 0.16 acres NUMBER OF LOTS: 1 YARD: 1

HISTORIC DISTRICT: MacArthur Park Historic District

HISTORIC STATUS: Contributing

CURRENT ZONING: RAA - Low Density Residential

CONSERVATION EASEMENT: None

A. BACKGROUND

Location:
The subject property is located at 1017 S. Cumberland Street. The property's legal description is "Lot 5, Block 54, City of Little Rock, Pulaski County, Arkansas."

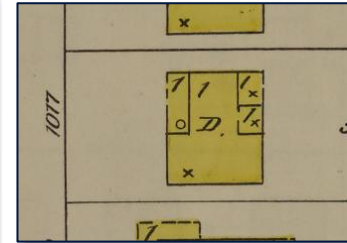
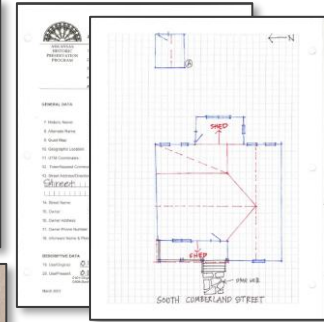
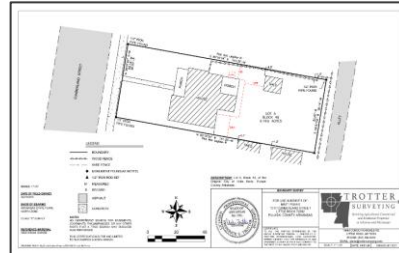
Context:
The subject property is the site of the Newby House, a single-story wood frame structure supported by a brick masonry foundation built as a residence circa 1880 in the Folk Victorian style. The structure was modified in the 1950s and these alterations are considered historic. The structure is contributing to the MacArthur Park Historic District and the most recent Arkansas Architectural Resource Form (PUS005, 2007) is provided as Attachment G.

The Newby House displays a compound front-facing "I" plan with an asymmetrical front gable and cross-gable roof with a shed addition in the rear. This form is typical of Folk Victorian houses in the area. Pre-1950, the residence displayed wood weatherboard siding, ornamental front porch columns and sun ray brackets, two-over-two wood windows, and two entry doors with transom lights (similar to the residences at 1015



Figure 1. Location of 1017 S. Cumberland within the MacArthur Park Historic District.

2

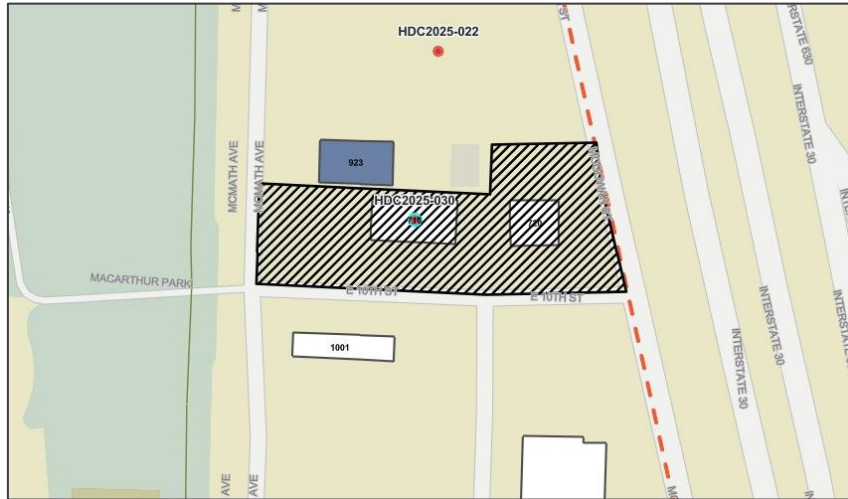


Audience: Property Owner

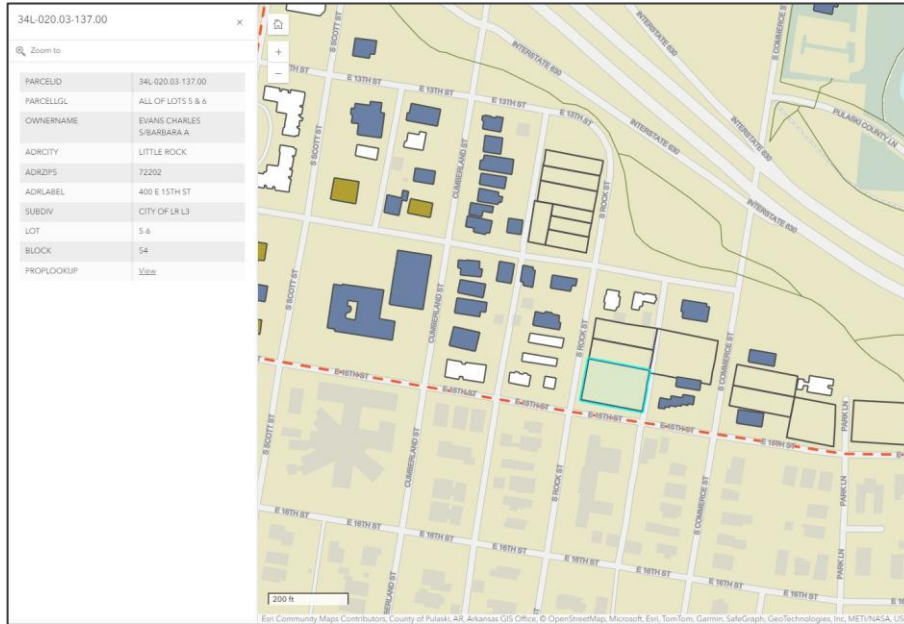


Audience: Property Owner

Info	
HDC2025-030	
Zoom to	
Case File ID	HDC2025-030
Address	718 & 720 E. 10th St.
Review Type	Commission
Proposal	Facade renovations
Determination	
Applicant	Edward Haddock
Filing Date	1/5/26
Hearing Date	2/5/26
Issue Date	
Agent	
Architect	Gerald Avery
Contractor	
Permit Number	
Status	Hearing Scheduled
Case File Link	View



Audience: Developer



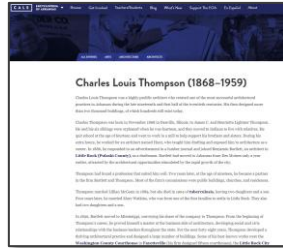
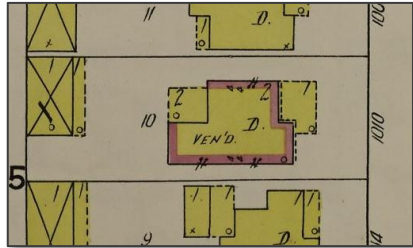
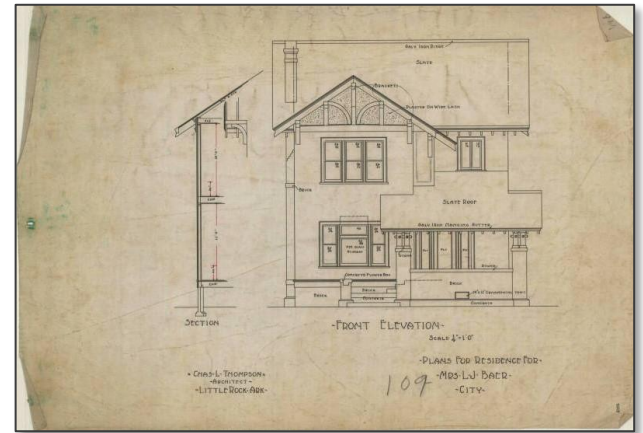
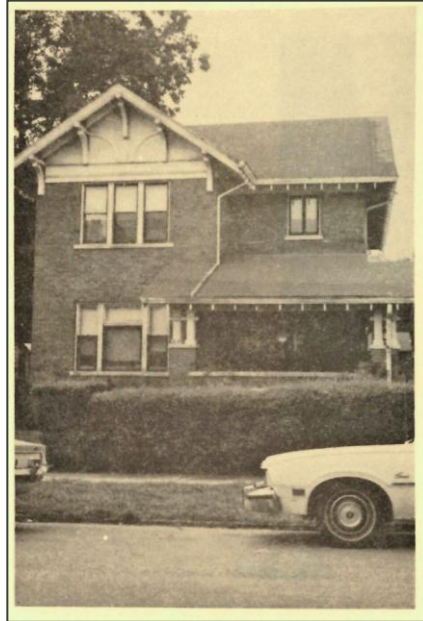
The Clayton on Scott

Zoom to



Address	915 Scott Street
Historic Name	The Clayton on Scott
Resource Number	LR0001
Construction Date	2017
Architectural Classification	Neotraditional
Description	
Architect/Builder	AMR Architects
Historic Tax Credit Eligible	No

Audience: Researchers



UNITED STATES Department of the Interior
 National Park Service
National Register of Historic Places
 Inventory-Nomination Form

Continuation Sheet: 202 Form Number: 1-1, 2, 3, 4, 5, 6, 7, 8, 9, 10 Page: 1

Individual Data Sheet

General Description
 Name: 100-100-100
 Address: 100-100-100
 City: Little Rock, Arkansas
 State: Arkansas
 Country: United States

Architectural Information
 Architectural Firm: Charles S. Thompson
 Date of Construction: ca. 1900
 Original Use: Residence
 Present Use: Residence

Geographical Information
 UTM Reference: 18 500000/500000 Acreage: Less than one
 Verbal Boundary Description: Original City of Little Rock
 Map: City, Lot, 10

Condition
 Existing: [] Information: [] Unchanged: []
 Destroyed: [] Missing: [] Damaged: []

ARKANSAS ARCHITECTURAL RESOURCES FORM

1. Project Number: 000000
 2. Survey Number: 0000
 3. District Name: []
 4. County Name: []

ABOVE FOR ARMY USE ONLY

GENERAL DATA
 7. Historic Name: House #100-100-100, South Rock Street
 8. Alternate Name: []
 9. Date Built: 1900
 10. Geographic Location: 11. 100-100-100
 12. UTM Coordinates: 13. 100-100-100
 14. Township/County: 15. 100-100-100
 16. State/County/City/Township: 17. 100-100-100
 18. National Register of Historic Places Number: 19. 100-100-100

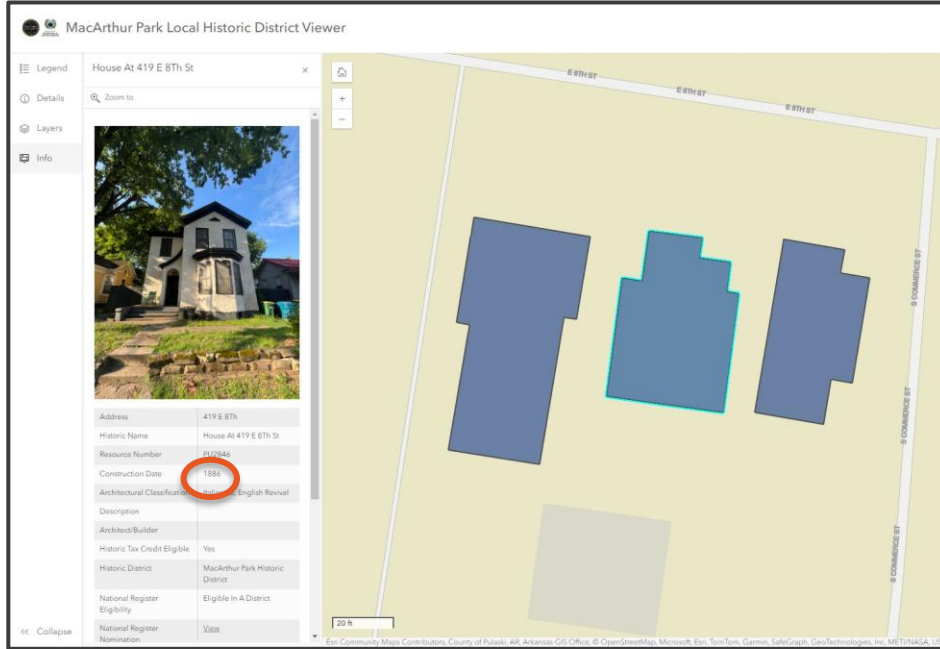
DESCRIPTIVE DATA
 20. Description: 21. 100-100-100
 22. Date Listed: 23. 100-100-100
 24. Date Listed: 25. 100-100-100

Audience: Realtors

MacArthur Park Local Historic District Viewer

Legend House At 419 E 8th St

Details Zoom to Layers Info



Address	419 E 8th
Historic Name	House At 419 E 8th St
Resource Number	191846
Construction Date	1940
Architectural Classification	2nd Floor English Revival
Description	
Architect/Builder	
Historic Tax Credit Eligible	Yes
Historic District	MacArthur Park Historic District
National Register Eligibility	Eligible in A District
National Register Nomination	Yes

20 ft

East Community Maps Contributors, County of Pulaski, AR, Arkansas GIS Office, © OpenStreetMap, Microsoft, Esri, Sony, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, MBT, HALL, LLC

419 E 8th St, Little Rock, AR 72202

 **Multi-Family**
 Property type

 **103 days**
 On Realtor.com

 **\$90**
 Price per sqft

 **1940**
 Year built

Property details

xfinity [Move with Xfinity.](#)

MacArthur Park Historic District 4Plex, walk to River Mkt, Arts Center, downtown! Built c.1886 as single family; converted to multi-family c.1940. Original staircase, tall ceilings, hardwood floors, decorative fireplace. 2 Units up; 2 Units down. Sep.meters for gas & electric. Seller pays water. For historic info-call LR Planning Dept-Brian Minyard or [Show less](#)

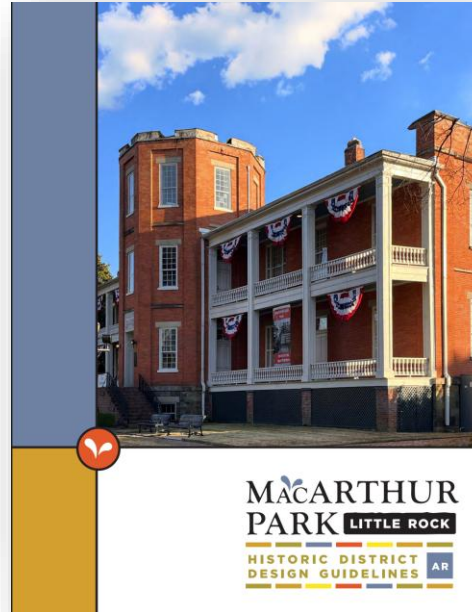
Future Modifications & Potential

- 1. Decade Aerial Basemaps & Sanborn Maps**
- 2. Integrating staff photos, 1980-2021**
- 3. Adapting for unanticipated users**

Advice & Lessons Learned

- 1. Be best friends with your City's GIS professionals.**
- 2. Learn GIS – don't be scared, it's fun! Powers unlocked.**
- 3. Have open conversations with your State Historic Preservation Office (SHPO).**
- 4. Automate as much as you can. Create an integrated and appropriately scaled workflow. Don't abandon data management.**

Program Momentum



PUBLIC HEARING NOTICE

Application for
CERTIFICATE OF APPROPRIATENESS

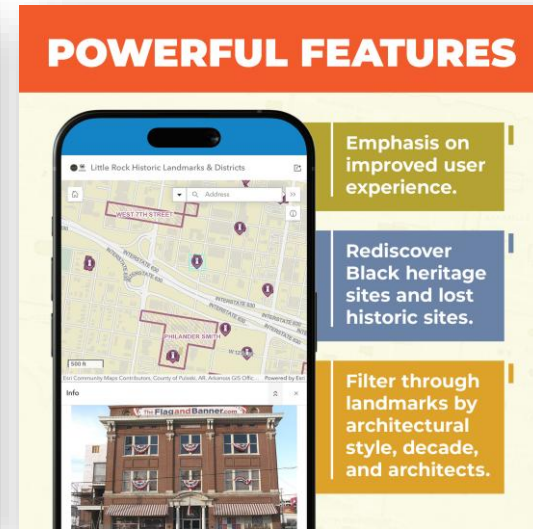
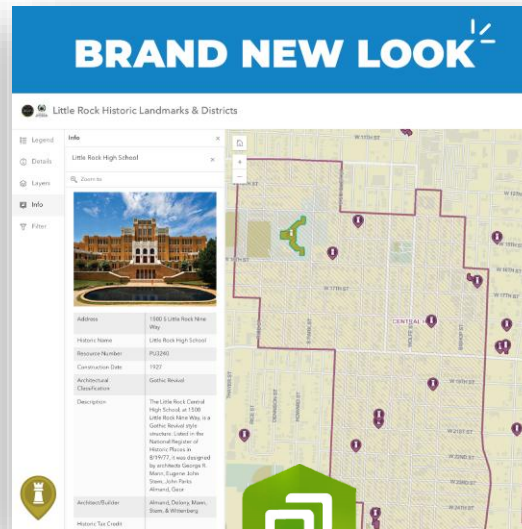
Case File #: _____
Subject Property Address: _____
Hearing Date: _____ Time: _____
Location: _____

Invitation to Comment: All parties to interest your opinion and be heard at said time and location or may notify the Little Rock Historic District Commission of their intent to file the notice in writing by email or mail. All parties interested in this application may appear in person to speak or write the Department of Planning and Development to review the application with the staff.

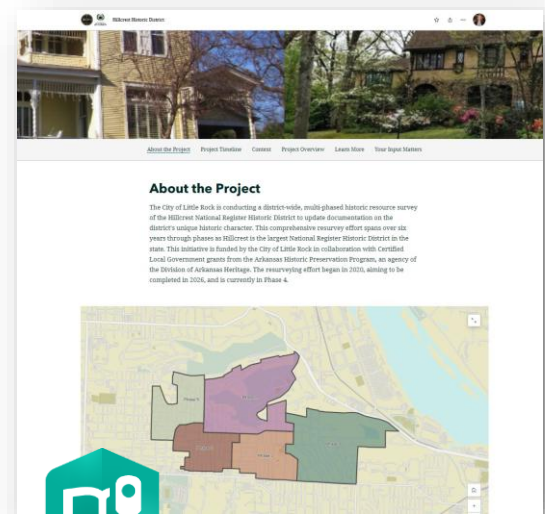
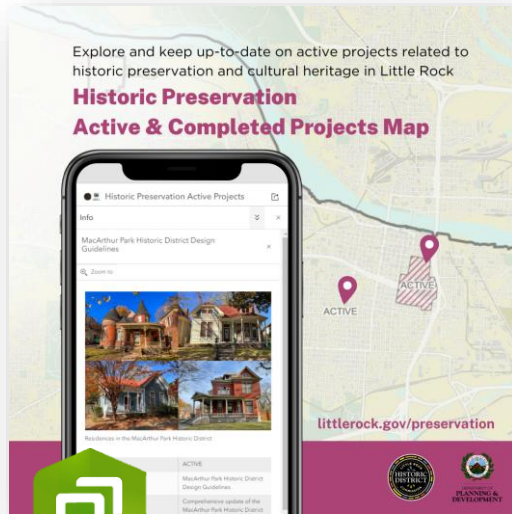
Call or Email: Planning & Development Staff 501.575.4700
Mail or Online Comments to: Department of Planning & Development, 723 W. Markham, Little Rock, AR 72205



Historic Landmarks & District Viewer



Historic Preservation Active Projects Viewer





National Trust for Historic Preservation
**Preservation
Leadership Forum**

LATINOS
IN HERITAGE CONSERVATION



Tucson, Arizona



Nogales, Arizona



Albuquerque, New Mexico

Mapping Stories, Preserving *Comunidad*

KARINA AMALBERT | JANUARY 2026





- Homage to **nuestra abuelas**, the original caretakers of Latinx history
- Living digital space
 - Curation of **oral histories, photos, recipes, etc.**
- Co-created systematic process
 - From **memory mapping** to **digital community libraries**
- Centered on **community accessibility**
 - Transparency and digital accessibility

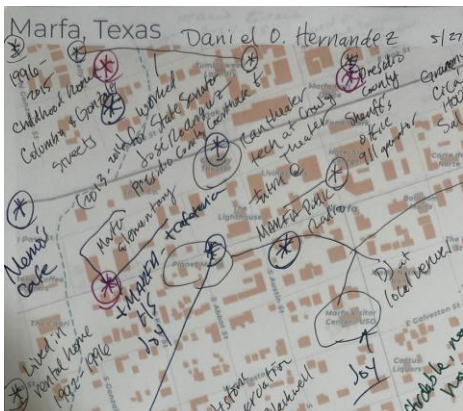


What is the GIS structure?



- **Experience Builder**
 - Our central website, accessible to the public, where we host all of our material.
- **StoryMaps**
 - StoryMaps are the final deliverable of our conversations with our Abuelas! We cluster our StoryMaps thematically into StoryMap Collections.
- **Survey123**
 - Sometimes, our participants only have 5 minutes to share a story! Our Abuelas Survey123 Survey allows folks to submit stories without the additional time pressures.





From memory maps to digital maps!

- **Memory Maps**

- Allowing participants to spatially lay out sites of important memories!

- **Oral History**

- Participants are the primary source and tellers of their story!

- **Digital Community Library**

- Memory maps, oral histories, and community archive feed into the Abuelas Project!







¡GRACIAS!



latinoheritage.us

info@latinoheritage.us





National Trust *for* Historic Preservation

Preservation Leadership Forum



ROUTE 66 REMAP: Spatial Data and Storytelling for Impact

National Trust for Historic Preservation

ALLISON LEHN, GIS ANALYST

ROUTE 66 REMAP

A StoryMap series that explores the evolution of Route 66 through a lens of maps & place-based data

National Trust for Historic Preservation

As Route 66 approaches its 100th anniversary in 2026, the [National Trust for Historic Preservation](#) created ROUTE 66 REMAP, a StoryMap series that explores the evolving and nuanced story of Route 66 through maps and place-based data. This is one of [many ways](#) the National Trust for Historic Preservation is supporting the people and places on Route 66 to ensure it remains a thriving and prosperous landscape for future generations.



1 About



2 Route 66 Postcard Road Trip



3 Historic Maps of Route 66



4 Route 66 Roadside Resilience

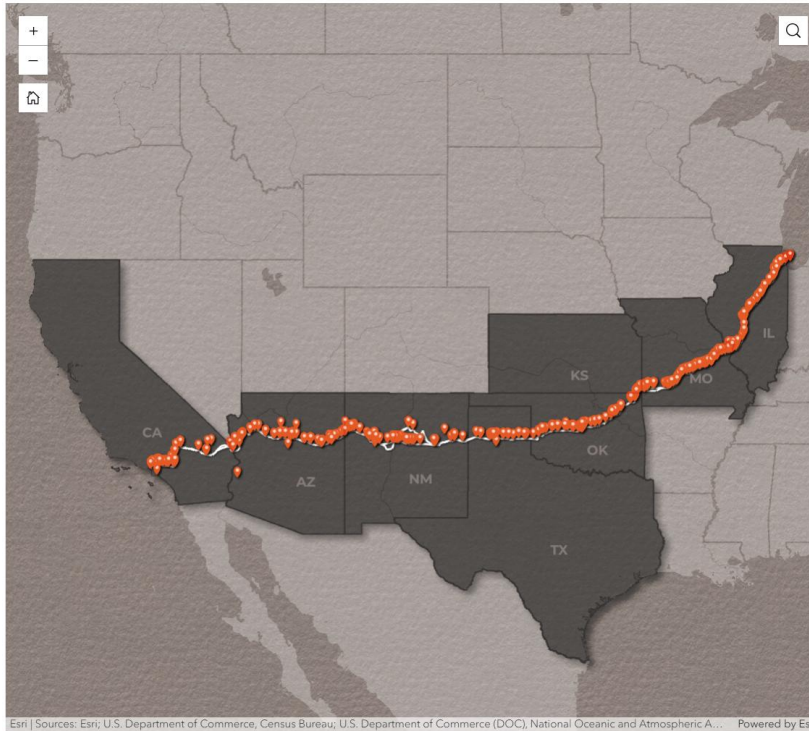


5 Federal Historic Tax Credits on Route 66

Two approaches

- Data first
 - Searching for a story within a dataset you've created or have access to
 - Letting the process of creating the data tell the story
- Story first
 - Finding or creating the data to convey an intended narrative or answer a question
 - Using the StoryMap platform's features as a narrative tool

Data First: Route 66 Postcards

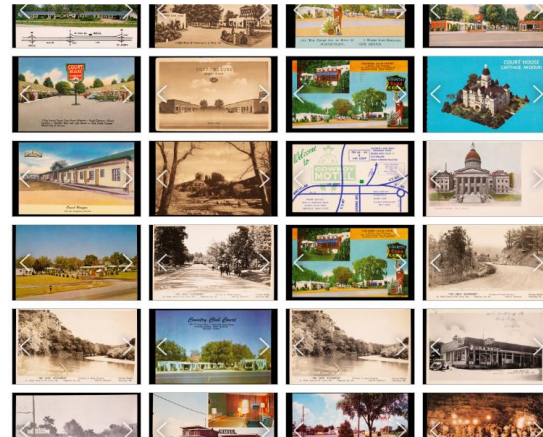


Route 66 Postcard Map

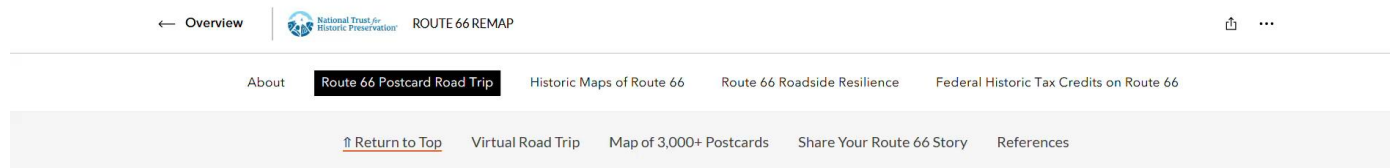
This map is a companion to the [Route 66 Postcard Road Trip StoryMap](#) created by the [National Trust for Historic Preservation](#). If you have any questions or feedback, please reach out to the [National Trust's Route 66 Team](#).

Historic State is

- All - AZ CA IL KS MO NM OK TX



Data First: Postcard Road Trip



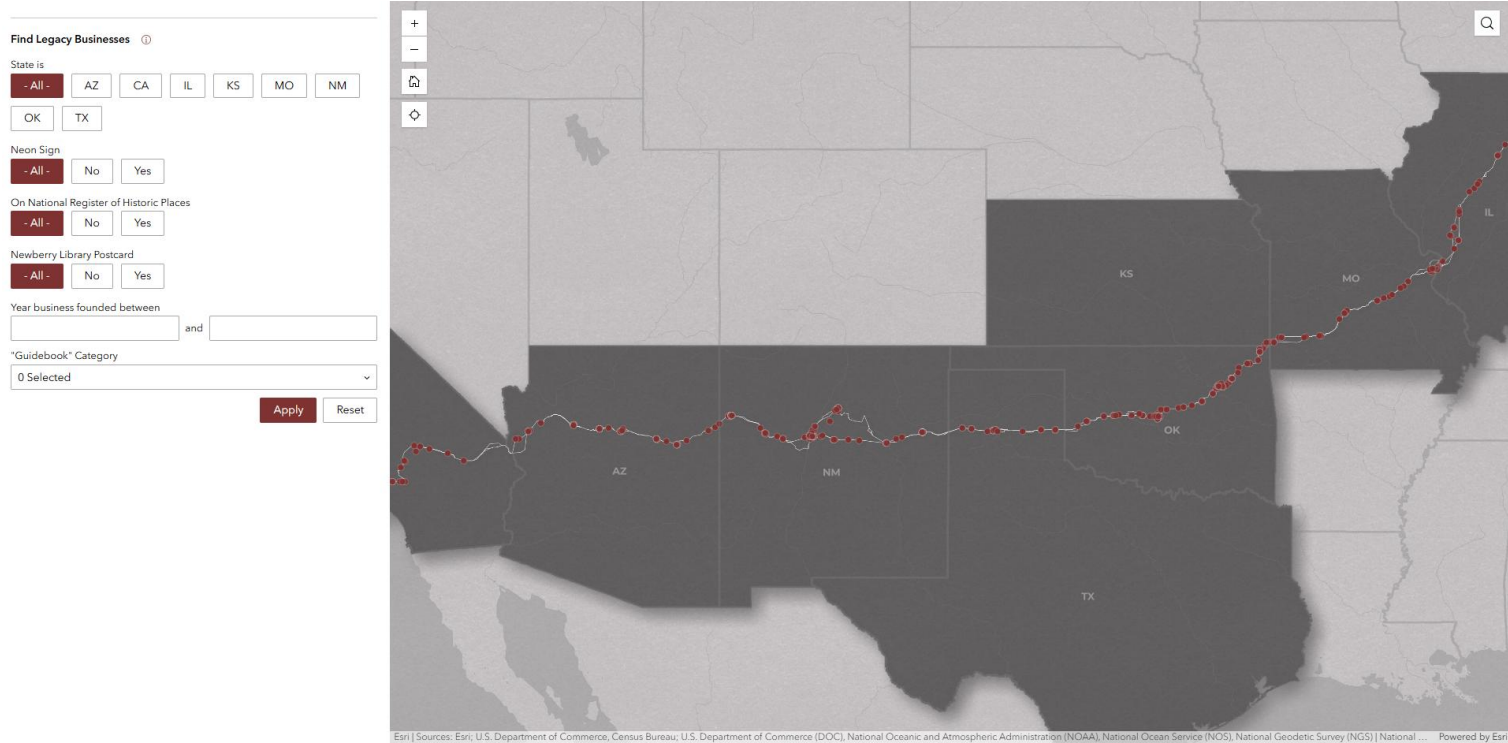
As Route 66 approaches its 100th anniversary in 2026, the National Trust for Historic Preservation created [ROUTE 66 REMAP](#), a StoryMap series that explores the evolution of Route 66 through maps and place-based data.

To kick off the ROUTE 66 REMAP StoryMap series, we're taking you on a virtual road trip across the 2,400+ miles of Route 66 to tell an evolving and nuanced story of this iconic roadway.

We tell this story through the [Newberry Library's James R. Powell Route 66 postcard collection](#), a selection of the Curt Teich Postcard Archives that focuses specifically on cards advertising locations along the route.

For the first time on this large of a scale, these postcards have been mapped to the places they depict through a substantial GIS data creation effort by the National Trust for Historic Preservation. By mapping these postcards, we are adding to the richness of the postcard collection, learning about the history of people and places on the route, and creating a digital resource for preservationists, educators, and all supporters of Route 66.

Data First: Legacy Businesses



Data First: Roadside Resilience

← Overview



ROUTE 66 REMAP



About

Route 66 Postcard Road Trip

Historic Maps of Route 66

Route 66 Roadside Resilience

Federal Historic Tax Credits on Route 66

↑ Return to Top

Research

Threats & Loss

Business Spotlight

Find a Legacy Business

Resources

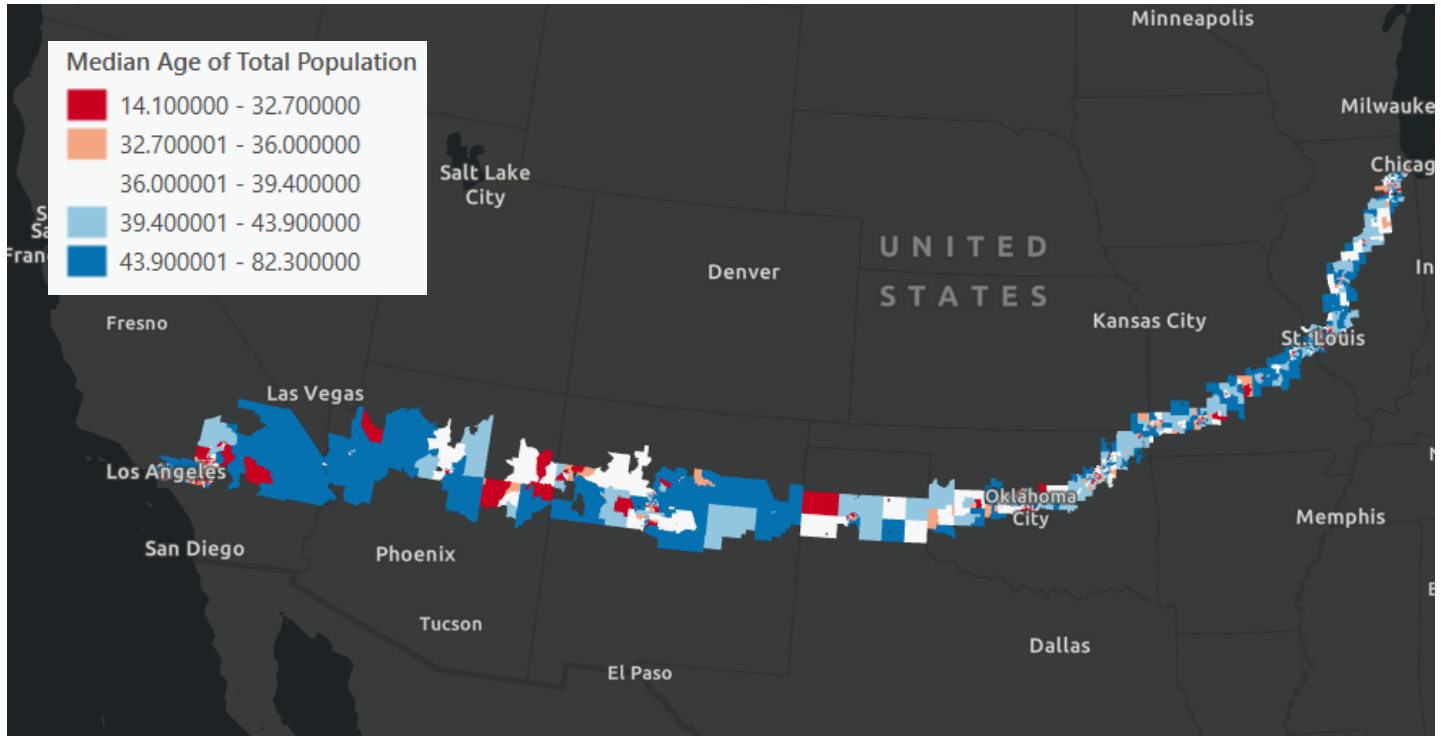


Esri | National Park Service - National Trails | Sources: Esri; U.S. Department of Commerce, Census Bureau; U.S. Department of C... 500 km Powered by Esri

Employing this methodology, the Preserve Route 66 team identified **492 legacy businesses** along the Mother Road.



Data First: Route 66 Census Analysis



Story First: Historic Maps of Route 66

← Overview



National Trust for
Historic Preservation

ROUTE 66 REMAP



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Introduction

Pre-20th Century

1900 - 1926

1926 - 1945

1945 - 1985

1985 - Present

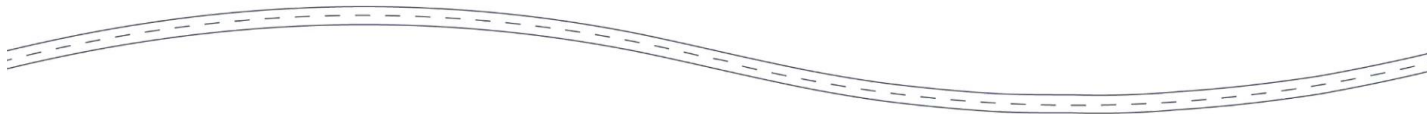
References

data that enhance our understanding of the stories they tell.

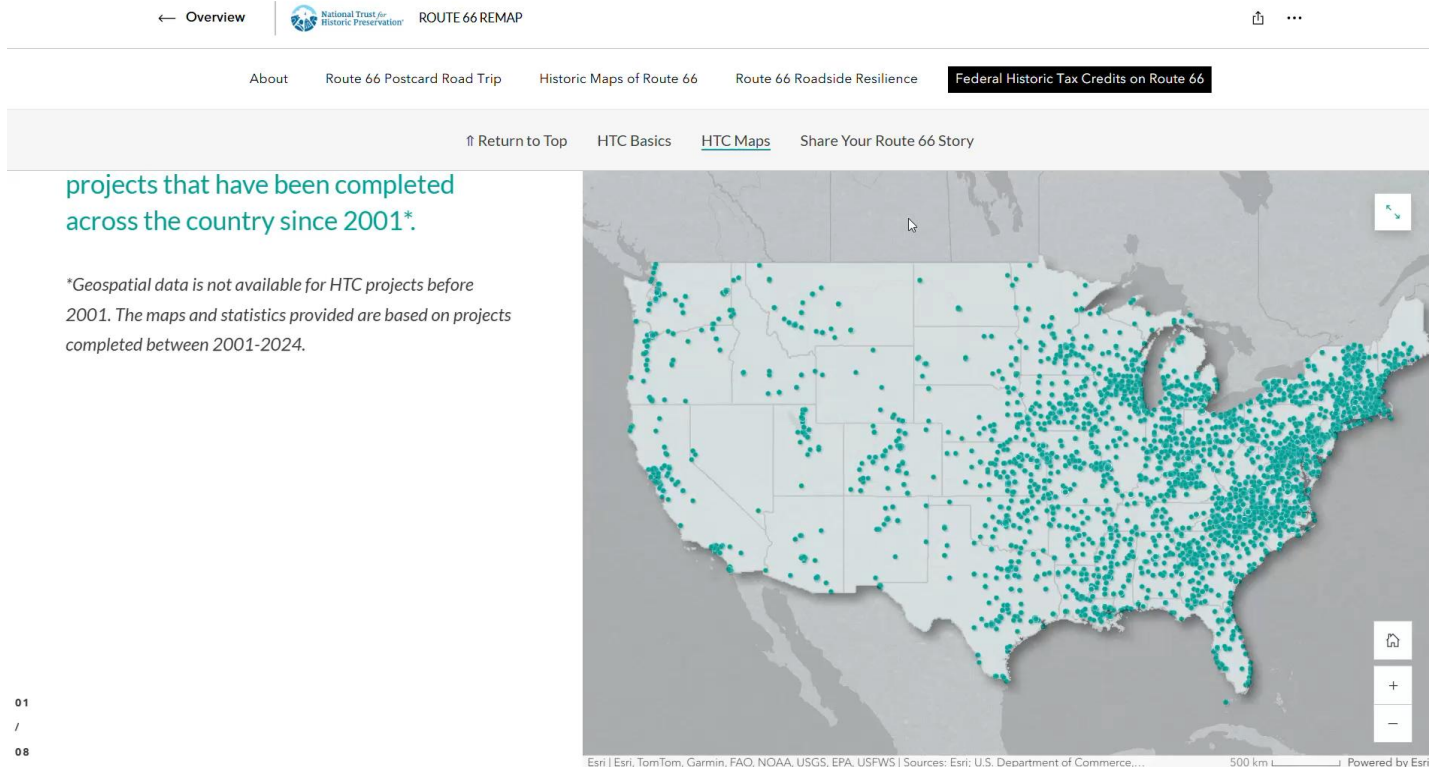
⊕ This is a map action

Parts of the text will look like this. These are map actions, which activate different views of the map. Be sure to click on them as you scroll through!

Disclaimer: due to distortion within the original maps and/or limitations in the geocoding process, these maps may not be perfectly accurate. The drawn paths should not be used for navigation or precision analysis.

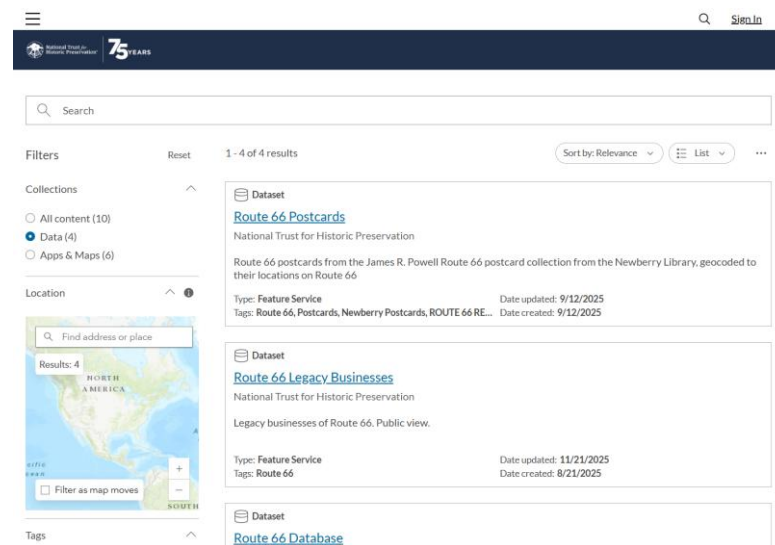


Story First: Historic Tax Credits



01
/
08

Preservation Geospatial Resource Hub

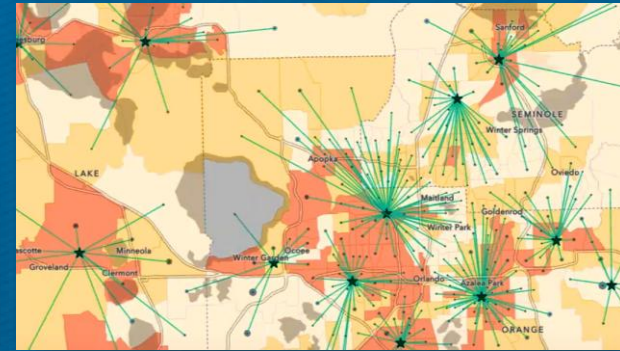
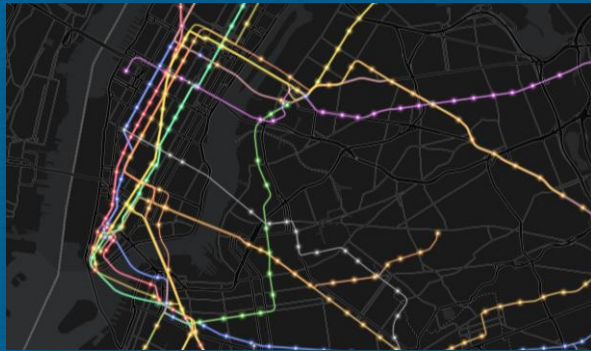


Takeaways

- Take a data inventory
- Determine your purpose
- Make your maps interesting
- Budget your time



National Trust *for* Historic Preservation
**Preservation
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Accessing GIS Tools & Resources

Andres Vazquez, Esri Nonprofit Account Manager
Lydia Troup, Esri Solution Engineer

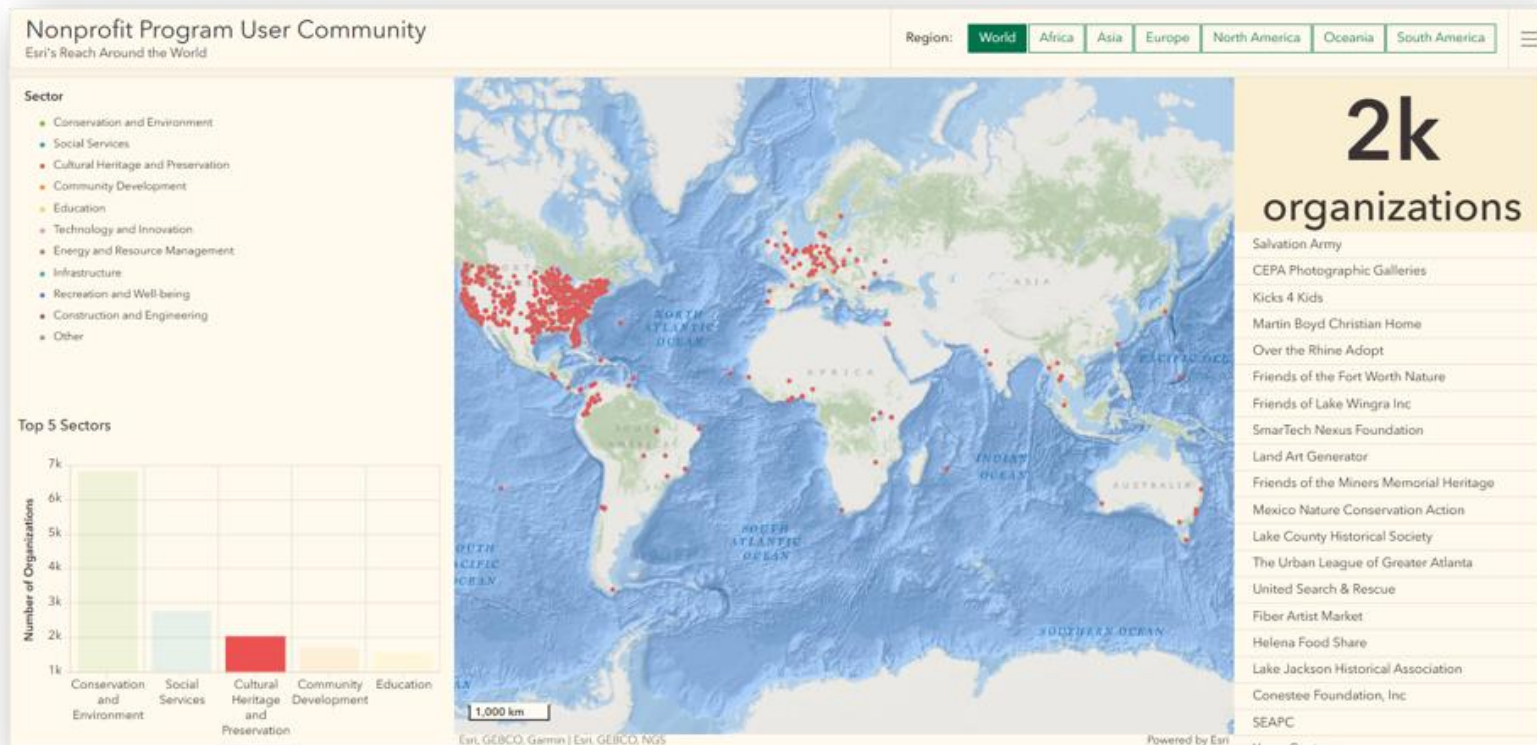
JANUARY 28, 2026

esri Nonprofit Program

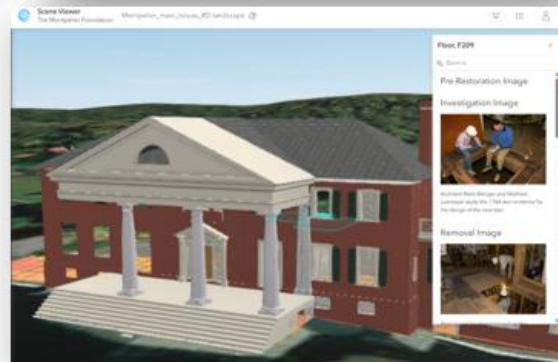
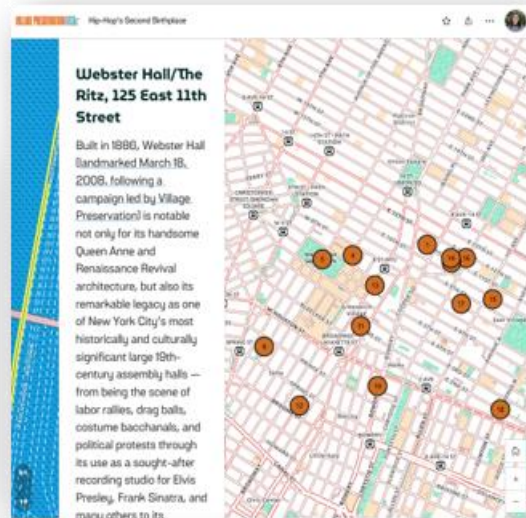
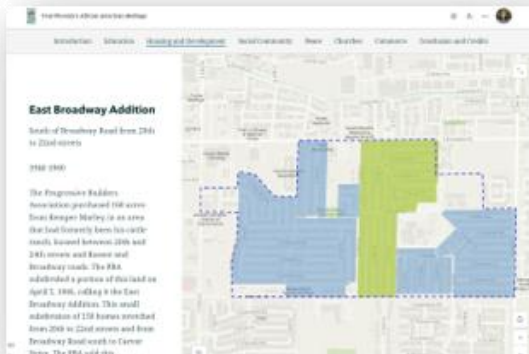
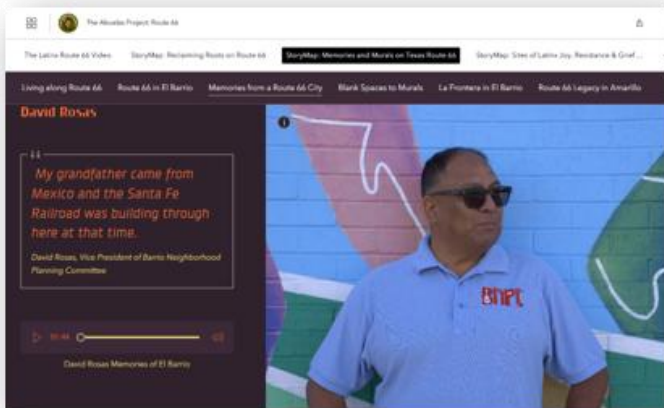


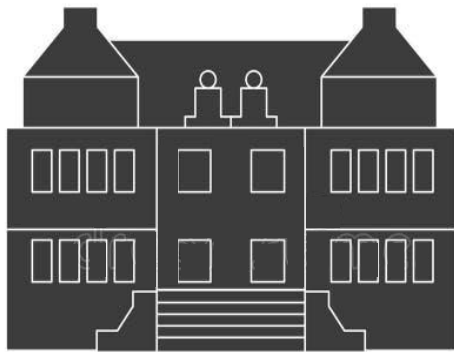
Our Commitment to Nonprofits

The preservation GIS community is massive!



But how are they using GIS?





WISCONSIN, MILWAUKEE, PABST MANSION

***Document &
Protect
Landmarks***



***Collect &
Share
Stories***

Historic Sites



ArcGIS Living Atlas provides authoritative ready to use layers of historic places across the globe



National Register of Historic Places - Points

Feature Service By [Esri_US_Federal_Data](#)

This feature layer, utilizing National Geospatial Data Asset (NGDA) data from the National Park Service, displays the National Register of Historic Places in the United States. This layer is checked weekly for updates.



Trails West

Feature Service By [mm.atlas](#)

This National Park Service layer (2023) illustrates trails in the United States used for Westward emigration and trade in the 1800s.



National Heritage List for England (NHLE)

Feature Service By [gis_historicengland](#)

The National Heritage List for England (NHLE) is the only official, up to date, register of all nationally protected historic buildings and sites in England - listed buildings, scheduled monuments, protected wrecks, registered parks and gardens, and battlefields. This data uses the British National...

✓ Authoritative

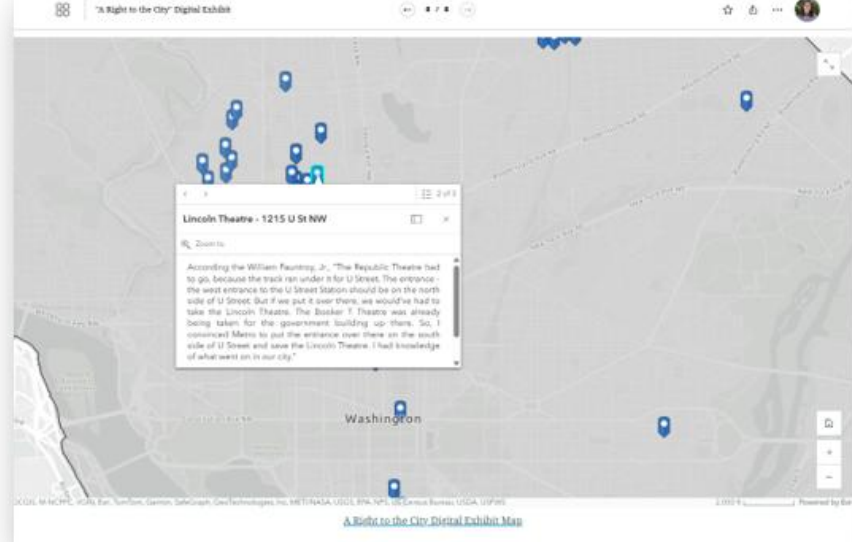
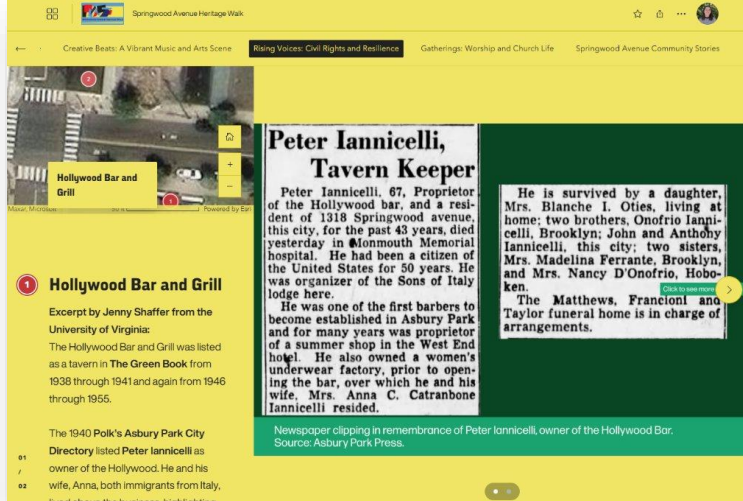


World Heritage Sites

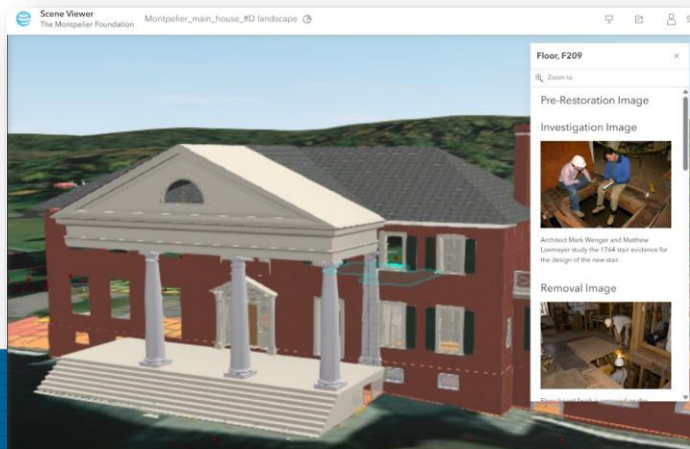
Feature Service By [mm.atlas](#)

The UNESCO World Heritage Convention recognizes approximately 933 cultural, 227 natural, and 39 properties that meet both criteria. These 2023 World Heritage Sites protect places that meet all of the criteria set out by the organization.

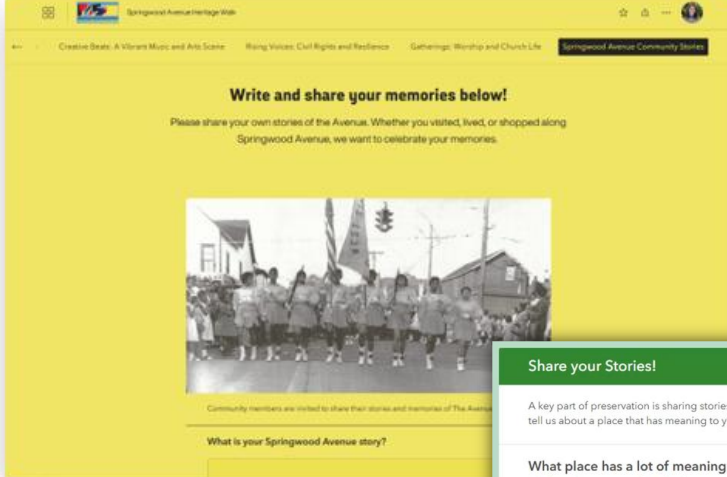




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Story collection form

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A key part of preservation is sharing stories around the places that have meaning to us. Please tell us about a place that has meaning to you.

What place has a lot of meaning to you?

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Use current location

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Esri, FAO, NOAA, USGS

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What would you call this place?

Why is this place is meaningful to you?



Latinos in Heritage Conservation – The Abuelas Project

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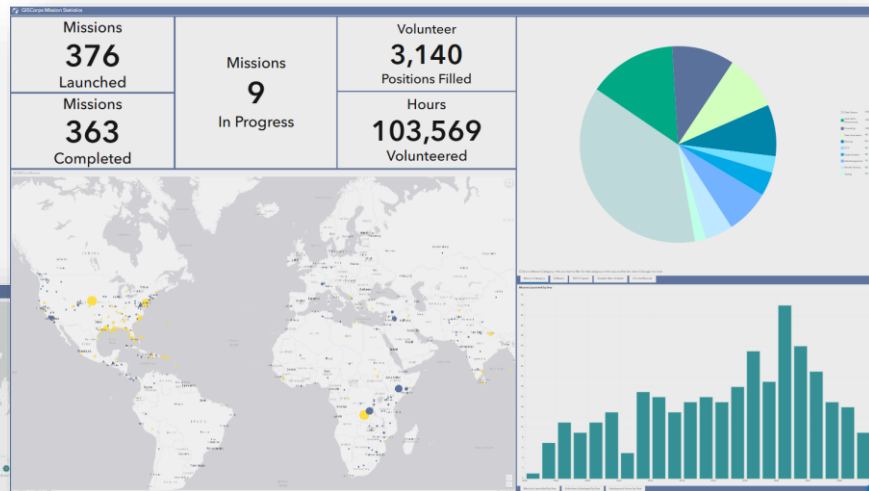
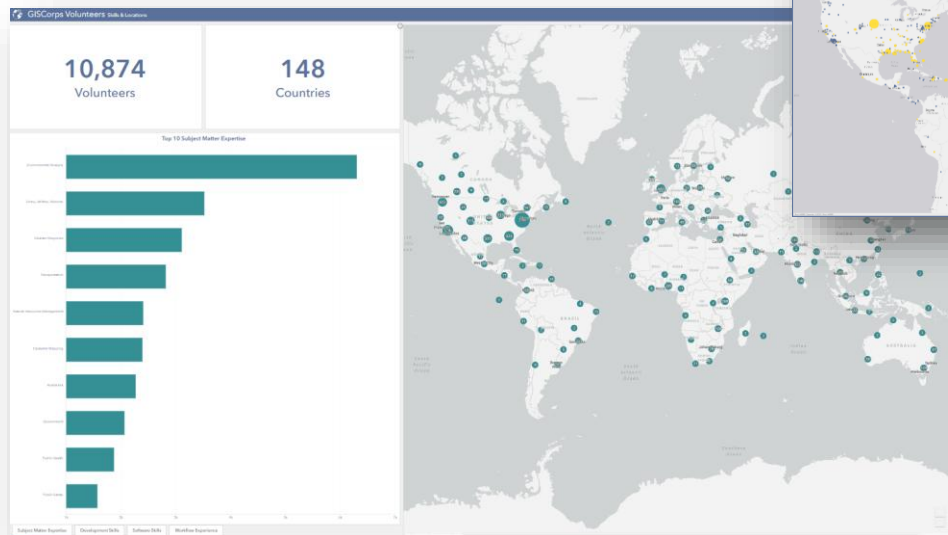
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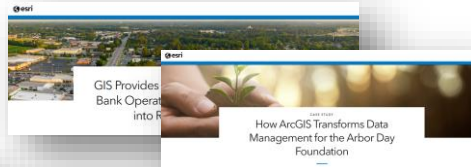
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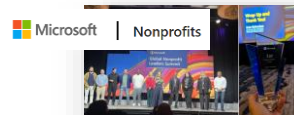


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Federal Preservation Priorities for 2026
February 25, 2025, 2:00pm eastern

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