I. Call To Order

II. Roll Call

III. 30 Minute Citizen Comment Period: Each speaker signed up prior to the meeting being called to order will be called in order of sign-up, and will allowed three minutes to speak about items posted or not on the agenda.

MINUTES

1. Consider approval, by motion, of the March 14, 2019 meeting minutes.

PUBLIC HEARINGS

2. HPC-19-02 (142 North LBJ Drive) Hold a public hearing and consider a request for a Certificate of Appropriateness by The Coffee Bar to allow the installation of two new attached signs for the property located at 142 North LBJ Drive.

3. HPC-19-03 (603 Rogers Street) Hold a public hearing and consider a request for a Certificate of Appropriateness by Mary and Ron Cauble to allow the replacement of a flat roof with a gabled roof on the front porch and the addition of a new window on the front façade of the property located at 603 Rogers Street.

4. HPC-19-04 (114 East San Antonio Street) Hold a public hearing and consider a request for a Certificate of Appropriateness by John Diaz to allow the installation of a new attached sign and window signage for the property located at 114 East San Antonio Street.
DISCUSSION ITEMS

5. Update from Marie Bassett, Hays County Historical Commission Marker Chair, regarding the subject marker for La Sociedad Mutualista de Cuauhtemoc.

6. Update from Josie Falletta, Interim Main Street Manager, regarding preservation activities of the Main Street Program.

7. Discussion and possible direction to staff regarding the turbine parts that are located within William and Eleanor Crook Park located at 420 Riverside Drive.

8. Update and discussion from Commission Historic Resources Survey Subcommittee regarding My Historic SMTX.

9. Update from Staff regarding My Historic SMTX.

10. Election of Officers
   a. Historic Preservation Commission Chair
   b. Historic Preservation Commission Vice Chair

FUTURE AGENDA ITEMS
Board Members may provide requests for discussion items for a future agenda in accordance with the board’s approved bylaws. *(No further discussion will be held related to topics proposed until they are posted on a future agenda in accordance with the Texas Open Meetings Act.)*

VI. Question and Answer Session with Press and Public.
*This is an opportunity for the Press and Public to ask questions related to items on this agenda.*

VII. Adjournment

Notice of Assistance at the Public Meetings

The City of San Marcos is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. If requiring Sign Language Interpreters or alternative formats, please give notice at least 2 days (48 hours) before the meeting date. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov.

For more information on the Historic Preservation Commission, please contact Alison Brake, Historic Preservation Officer and Planner at 512.393.8232 or abrake@sanmarcostx.gov.
I. Call To Order

With a quorum present the special meeting of the San Marcos Historic Preservation Commission was called to order at 5:45 p.m. on Thursday, March 14, 2019 in the City Council Chamber of the City of San Marcos, City Hall, 630 East Hopkins Street, San Marcos, Texas.

II. Roll Call

Present 4 – Commissioner Griffin Spell, Commissioner Holder, Commissioner Arlinghaus, and Commissioner Standard

III. 30 Minute Citizen Comment Period:

Lisa Marie Coppoletta, 1322 Belvin Street, spoke. She stated that she is very concerned about a City project installing sidewalks in her neighborhood. She is very concerned that the project will harm the live oak in her yard and disturb artifacts that may be buried in her front yard. She said that she was still waiting to receive an internal report from the City.

MINUTES


A motion was made by Commissioner Arlinghaus, seconded by Commissioner Holder to approve the minutes as submitted. The motion carried by the following vote:

For: 4 – Commissioner Spell, Commissioner Arlinghaus, Commissioner Holder, and Commissioner Standard

Against: 0

PRESENTATIONS

2. Receive a presentation from Staff regarding the process for the annual update to the San Marcos Development Code.

Will Parrish, Planner, updated the Commission on the process moving forward with updating the San Marcos Development Code. He stated that this would be an annual update and that anyone could send updates to Staff by filling out a form online.
Chair Spell asked staff if the language regarding solar panels could be clarified during this process. Staff answered that the language in the Design Guidelines could be amended to be clarified during the update process.

**PUBLIC HEARINGS**

3. **HPC-19-01** Hold a public hearing and consider a request for a Certificate of Appropriateness by Mike Wills, on behalf of Brian F. Ray, to allow the demolition of the existing structure and the construction of a new single-family dwelling at 810 West Hopkins.

Alison Brake gave a presentation outlining the request. She concluded that Staff found the request met the criteria of the Historic Design Guidelines as well as the San Marcos Development Code and recommended approval of the request as submitted.

Chair Spell opened the public hearing. The applicant made themselves available for questions.

Lisa Marie Coppoletta, 1322 Belvin Street, spoke in opposition of the request. She stated that she was concerned approval of a two-story home in this location would cause a domino effect. She was concerned that the character of the district would change.

There were no further questions and Chair Spell closed the public hearing.

A motion was made by Commissioner Arlignhaus, seconded by Commissioner Spell to approve the request as submitted as it met the regulations of the San Marcos Development Code and is consistent with the Historic Design Guidelines and the Secretary of the Interior Standards. The motion carried by the following vote:

**For:** 4 – Commissioner Spell, Commissioner Arlinghaus, Commissioner Holder, and Commissioner Standard

**Against:** 0

**ACTION ITEMS**

4. **Consider approval of Recommendation Resolution 2019-02RR, encouraging the San Marcos City Council to consider the management of paint in regards to historic properties.**

Staff outlined how paint has been managed in the past in San Marcos and how other cities manage painting of historic properties. Staff also discussed how best to preserve historic masonry. Staff recommended the following: 1) Amend the San Marcos Development Code to prohibit painting of previously unpainted masonry; 2) Adopt the color palette from the National Trust for Historic Preservation in Historic Design Guidelines and require an administrative Certificate of Appropriateness for the current Downtown Historic District and potential future commercial historic districts; and 3) Include educational guidance and information for residential properties within guidelines and on website.
Commissioner Arlinghaus directed Staff to also include a recommendation to strengthen the definition of primary materials in the San Marcos Development Code to include the materials listed in the Secretary of the Interior’s Standards as well as a recommendation to allow historic paint palettes from all major paint manufacturers.

A motion was made by Commissioner Arlinghaus, seconded by Commissioner Standard to approve Recommendation Resolution 201-02RR with the additional recommendations from the Commission. The motion carried by the following vote:

For: 4 – Commissioner Spell, Commissioner Arlinghaus, Commissioner Holder, and Commissioner Standard
Against: 0

Staff explained that the resolution that would be forwarded to the City Clerk and City Manager who would then forward the resolution to City Council as outlined in the approved bylaws.

5. Consider forming a subcommittee to review the draft My Historic SMTX Historic Resources Survey reports.

The Commission discussed the role and purpose of the subcommittee. The duration and nominations were also discussed.

A motion was made by Chair Spell, seconded by Commissioner to appoint a subcommittee to review the draft My Historic SMTX Historic Resources Survey reports for no longer than 90 days and to be chaired by Commissioner Perkins and include Commissioners Dake and Holder. The motion carried by the following vote:

For: 6 – Commissioner Spell, Commissioner Arlinghaus, Commissioner Holder, and Commissioner Standard
Against: 0

DISCUSSION ITEMS

6. Discussion and possible direction to staff regarding notification of Capital Improvements occurring within historic districts.

The Commission directed Staff to inform them of any CIP projects and sidewalk gap projects could affect the historic districts or areas adjacent to historic districts. Staff stated that the 2019-2028 Capital Improvements Plan would be emailed to the Commission.

FUTURE AGENDA ITEMS

Commissioner Arlinghaus requested an item regarding the old turbine parts located in William and Eleanor Crook Park be placed on the next agenda for discussion.
Questions from the press and public.

Lisa Marie Coppoletta asked a question pertaining to the language of the caption of Agenda Item 6. Chair Spell explained that he had worded the caption in this manner due to the purview of the Commission. He wanted to be able to discuss this topic as it pertained to the historic districts.

THERE BEING NO FURTHER BUSINESS, CHAIR SPELL DECLARED THE MEETING ADJOURNED AT 7:00 P.M.

______________________________
Griffin Spell, Chair

ATTEST:

_____________________________
Alison Brake, Historic Preservation Officer and Planner
Applicant Information:
Applicant: Wes Oldfather
The Coffee Bar
415 North Guadalupe Street, #349
San Marcos, TX 78666

Property Owner/Manager: Michael Ousey
211 Claremont Drive
San Marcos, TX 78666

Public Hearing Notice:
Mailed: March 22, 2019
Response: None as of report date.

Subject Property:
Location: 142 North LBJ Drive
Historic District: Downtown
Description: One-part commercial block building; stone construction (clad with stucco on façade)
Date Constructed: c. 1880
Priority Level: None listed in City of San Marcos Historic District Survey (1992)

Applicant Request:
To install a new wall sign and a new projecting sign.

Staff Recommendation:
- Approval - appears to meet criteria for approval
- Approval with conditions – see comments below
- Denial - does not appear to meet criteria for approval
- Commission needs to address policy issues regarding this case.

Staff Comments:
The subject property is located at the intersection of North LBJ Drive and East Hopkins Street and is the site of The Coffee Bar, previously known as The Root Cellar Bakery ("EXHIBIT A"). Having recently changed business names, the applicant is proposing to install a new wooden sign to the front façade facing North LBJ Drive and a new wooden projecting sign on the corner of the building. The applicant has supplied renderings showing the design and location of each sign on the building ("EXHIBIT B"). Staff has reviewed each sign separately below against the San Marcos Development Code and Appendix C, San Marcos Design Manual, Historic Design Guidelines.
**Wall Sign**
The applicant is proposing to install a new wood wall sign above the front entrance to the building. The proposed sign measures three (3) feet by 29-feet and will have “The Coffee Bar” in black and white lettering on a black and white background. There are no plans for external illumination. The submitted sign permit application shows the sign dimensions meet the requirements of Section 7.3.4.5 of the San Marcos Development Code. The sign is located within the sign band and will be attached flat to the wall. Staff finds the request for the new wall sign is consistent with the recommendations of Article 4, Appendix C, the Historic Design Guidelines. The font has appropriate letter size. It is legible and in scale with the building and has background and border space that allows for increased readability. In addition, the color does not disrupt or distract from the building’s overall appearance and provides enough contrast for legibility.

**PROJECTING SIGN**
The applicant is also proposing to install a six (6) square-foot wooden projecting sign that will be installed on the building as shown in the renderings using a metal sign bracket. This sign will mirror the design of the wall sign with “The Coffee Bar” in black and white lettering on a black and white background. No illumination is proposed. The submitted sign permit application shows the sign dimensions meet the requirements of Section 7.3.4.6 of the San Marcos Development Code. Staff finds the request for the sign consistent with Article 4, Appendix C, the Historic Design Guidelines. The sign has been designed to integrate with and not detract from architectural features and the font has appropriate letter size making it legible. Staff finds that the colors of the sign do not disrupt the overall appearance of the building while providing contrast for legibility. Staff finds that the sign is easily read from both sides while walking down the sidewalk.

Staff finds that the request to install a new wall sign and a new projecting sign meets the recommendations of the Historic Design Guidelines and is consistent with the San Marcos Development Code. Therefore, staff concludes that the request will have no negative effect on the historical, architectural or cultural character of the historic district and recommends approval as submitted.

**EXHIBITS**
A. Aerial Map
B. Sign Renderings
C. Draft My Historic SMTX Historic Resources Form
D. San Marcos Development Code Sections 2.5.5.4 and 4.5.2.1(I)
Mounting Detail

Bolted Directly to Masonry Wall via Metal Spacers to Allow Water to Weep & Prevent Rot, Every 24"
**PRODUCT DESCRIPTION**

Metalcraft's Straight Shaft Sign Brackets offer a clean looking sign presentation for your wall-mounted and post-mounted signage. These architecturally popular choice for displaying square and rectangular signs, but also display contoured and custom shaped sign panels easily. 100% steel contain powder coat finish help to ensure many years of use – even in the harshest environments. A decorative finial and adds a distinctive decorative touch to your sign.

- Solid steel construction
- Sign blanks and hardware sold separately
- Stock color: Satin black powder coat
- Additional colors available, Please call for details

Technical drawings for item specifications are provided below images, scroll over and click on thumbnail to see more images. Scroll over and click on thumbnail to see more images. Scroll over and click on thumbnail to see more images.

https://metalcraftindustries.net/straight-shaft-sign-bracket

**$92.24**

**#**: XGR-SSSB-24-SQ

**Shipping**: Calculated at checkout

**Size**: 24" Max Sign Width | 36" Max Sign Width | 48"

**Style**:
- Ball Finial
- Fleur De Lis Finial
- Pineapple Finial
- Spear Point Finial

**Powder Coat Finish**:

**Quantity**: 1

ADD TO CART
**SECTION 1**

**Basic Inventory Information**

**Current Name:**

**Historic Name:**

**Owner Information**

**Name:** OUSEY, MICHAEL  
**Address:** 211 CLAREMONT DR  
**City:** SAN MARCOS  
**State:** TX  
**Zip:** 78666

**Geographic Location**

**Latitude:** 29.883123  
**Longitude:** -97.939885  
**Parcel Id:** Downtown  
**Legal Description (Lot/Block):** ORIGINAL TOWN OF SAN MARCOS, BLOCK 8, LOT N PT OF 5, ACRES 0.1022  
**Addition/Subdivision:**

**Property Type:** Building  
**Listed NR District Name:** Hays County Courthouse Historic District  
**Current Designations:** ✔ NR District  
**Architect:**

**Builder:**

**Construction Date:** ca. 1880  
**Source:** NR Nom. Hays County Courthouse Hist. Dist.  
**Recorded By:** Elizabeth Porterfield/Hicks & Company  
**Date Recorded:** 11/13/2018

**Function**

**Current:** Commerce/Trade  
**Historic:** Commerce/Trade

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**SECTION 2**

**Architectural Description**

Ca. 1880 one-part commercial block building; stone construction with brick parapet (clad with stucco on façade); storefront remains largely intact with original cast iron pilasters with Classical capitals and transom windows below awning; per NR Nom, served as grocery until ca. 1930; now serves as coffee shop (The Coffee Bar)

**Additions, Modifications:**

**Relocated:**

**Explain:**

---
**TEXAS HISTORICAL COMMISSION**

**Project #:** 00046  
**County:** Hays  
**Address No:** 142  
**Street Name:** N LBJ DR  
**City:** SAN MARCOS  
**Block:** 1

### Stylistic Influence

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<td>Wall Materials</td>
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### Ancillary Buildings:

- **Garage:**  
- **Barn:**  
- **Shed:**  
- **Other:**

### Section 3: Historical Information

**Associated Historical Context**

- Architecture

**Applicable National Register (NR) Criteria:**

- [ ] A  Associated with events that have made a significant contribution to the broad pattern of our history  
- [ ] B  Associated with the lives of persons significant in our past  
- [x] C  Embodies the distinctive characteristics of a type, period or method of construction or represents the work of a master, or possesses high artistic value, or represents a significant and distinguishable entity whose components lack individual distinctions  
- [ ] D  Has yielded, or is likely to yield, information important in prehistory of history

**Areas of Significance:**

- Architecture as significant and intact example of late 19th-century commercial design

**Periods of Significance:**

- ca. 1880-1930s

**Levels of Significance:**

- [ ] National  
- [ ] State  
- [x] Local

**Integrity:**

- Location  
- Design  
- Materials  
- Workmanship  
- Setting  
- Feeling  
- [ ] Association

**Integrity Notes:**

**Individually Eligible?** Yes  
**Within Potential NR District?:**  
**Is Property Contributing?:** No

**Potential NR District Name:**  
**Priority:** High  
**Explain:** Within Downtown LHD and NRHP-listed Hays County Courthouse Historic District

**Other Information**

- **Is prior documentation available for this resource?** Yes
- **Type:**  
  - [ ] HABS  
  - [ ] Survey  
  - [x] Other

**Documentation Details:**

Section 2.5.5.4 Criteria for Approval
The following criteria shall be used to determine whether the application for a certificate of appropriateness shall be approved, conditionally approved or denied:

1. Consideration of the effect of the activity on historical, architectural or cultural character of the Historic District or Historic Landmark;
2. For Historic Districts, compliance with the Historic District regulations;
3. Whether the property owner would suffer extreme hardship, not including loss of profit, unless the certificate of appropriateness is issued;
4. The construction and repair standards and guidelines cited in Section 4.5.2.1

Section 4.5.2.1 Historic Districts
I. Construction and Repair Standards.
1. New construction and existing buildings and structures and appurtenances thereof within local Historic Districts that are moved, reconstructed, materially altered or repaired shall be visually compatible with other buildings to which they are visually related generally in terms of the following factors; provided, however, these guidelines shall apply only to those exterior portions of buildings and sites visible from adjacent public streets:
   a. **Height.** The height of a proposed building shall be visually compatible with adjacent buildings.
   b. **Proportion of building’s front facade.** The relationship of the width of a building to the height of the front elevation shall be visually compatible to the other buildings to which it is visually related.
   c. **Proportion of openings within the facility.** The relationship of the width of the windows in a building shall be visually compatible with the other buildings to which it is visually related.
   d. **Rhythm of solids to voids in front Facades.** The relationship of solids to voids in the front facade of a building shall be visually compatible with the other buildings to which it is visually related.
   e. **Rhythm of spacing of Buildings on Streets.** The relationship of a building to the open space between it and adjoining buildings shall be visually compatible to the other buildings to which it is visually related.
   f. **Rhythm of entrance and/or porch projection.** The relationship of entrances and porch projections to sidewalks of a building shall be visually compatible to the other buildings to which it is visually related.
   g. **Relationship of materials, texture and color.** The relationship of the materials, and texture of the exterior of a building including its windows and doors, shall be visually compatible with the predominant materials used in the other buildings to which it is visually related.
   h. **Roof shapes.** The roof shape of a building shall be visually compatible with the other buildings to which it is visually related.
   i. **Walls of continuity.** Appurtenances of a building including walls, fences, and building facades shall, if necessary, form cohesive walls of enclosure along a street, to ensure visual compatibility of the building to the other buildings to which it is visually related.
   j. **Scale of a building.** The size of a building, the mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the other buildings to which it is visually related.

2. The Historic Preservation Commission may use as general guidelines, in addition to the specific guidelines contained this section, the Historic Design Guidelines located in Appendix C of the San Marcos Design Manual and the current Standards for Historic Preservation Projects issued by the United States Secretary of the Interior.
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Map Date: 3/14/2019
Staff Report  
Historic Preservation Commission  
HPC-19-03

Prepared by: Alison Brake, CNU-A, Historic Preservation Officer and Planner  
Date of Meeting: April 4, 2019

Applicant Information:

Applicant: Mary and Ron Cauble  
605 Rogers Street  
San Marcos, TX 78666

Property Owner/Manager: Same

Public Hearing Notice:

Mailed: March 22, 2019  
Response: None as of report date.

Subject Property:

Location: 605 Rogers Street  
Historic District: Lindsey-Rogers  
Description: Wood, Victorian, Asymmetric Plan  
Date Constructed: p. 1910  

Applicant Request:

To replace the flat roof of the front porch with a gabled roof as well as the addition of a new window on the front façade of the home.

Staff Recommendation:

☑ Approval - appears to meet criteria for approval  
☐ Approval with conditions – see comments below  
☐ Denial - does not appear to meet criteria for approval  
☐ Commission needs to address policy issues regarding this case.

Staff Comments:

The subject property is located at the intersection of Rogers Street and Maury Street (“EXHIBIT A”). The property is listed in the San Marcos Heritage Neighborhood Historic Resources Survey, with a Medium Preservation Priority Level, as wood, Victorian, Asymmetric Plan style home built around 1910 (“EXHIBIT B”). The applicant is proposing to replace the flat roof of the sun room on the front of the house with a gabled roof to help with water runoff. Currently, the water pools on the flat roof which has led to the deterioration of this portion of the roof. In addition, the applicant would like to install a window located to the right of the existing two windows on the front façade of the home. “EXHIBIT C” shows the front façade of the house. Exterior elevations that show the existing conditions as well as the proposed conditions were submitted by the applicant (“EXHIBIT D”).

Staff has reviewed each request separately below against the San Marcos Development Code and Appendix C of the San Marcos Design Manual, Historic Design Guidelines.
**New Roof on Sunroom**
The applicant is proposing to replace the flat roof of the sunroom located on the front of the home with a gabled roof that will mirror the two existing gables on the front of the home. The roofing material is proposed to be metal to match the corrugated metal roof of the home. Scalloped shingles are proposed for the proposed new gable which will mirror that of the one adjacent to it and the one on the Maury Street façade.

Staff finds the request consistent with 4.2.5.1(I)(1)(b) of the San Marcos Development Code that states the relationship of the width of a building to the height of the front elevation shall be visually compatible to the other buildings to which it is visually related. The elevations submitted show that the existing roofline will not be disturbed with the new gable. Using compatible material for the new roof is consistent with 4.2.5.1(I)(1)(g) which states the relationship of the materials, and texture of the exterior of a building including its windows and doors, shall be visually compatible with the predominant materials used in the other buildings to which it is visually related. Appendix C of the San Marcos Design Manual, Historic Design Guidelines state that roof forms and rooflines should be consistent in shape and detail. They also state to respect and maintain the overall height of buildings in the immediate vicinity. Staff finds the request consistent with this.

**New Window**
The applicant is proposing to install a new stained-glass window to the front façade of the property. The exterior elevations show that it is proposed to be located to the right of two existing windows on the front façade. The applicant has stated that there had been a window located in the proposed location but was removed at some point in time. According to the applicant, the original front of the home was along Maury Street, which can be seen if looking at the Maury Street façade (“EXHIBIT E”). The applicant has stated that the intent is to find a window that is compatible with the stained-glass window located on the Maury Street façade. A close-up of this window is shown in “EXHIBIT F”. The applicant has stated that the proposed new window would be fully stained-glass versus just half.

The Historic Design Guidelines state that windows play an important role in the character definition of the houses and the overall neighborhood. The proportion, material and organization of windows in the wall help to establish a construction date of the house. The detail of the window is frequently a key characteristic in identifying an architectural style. The Guidelines recommend that original windows be retained as they are a strong character defining feature on a house. Staff finds the request consistent with 4.2.5.1(I)(1)(c) of the San Marcos Development Code that states the relationship of the width of the windows in a building shall be visually compatible with the other buildings to which it is visually related. While the window proposed is somewhat smaller than the two existing windows, the location of the new window is inset from the existing ones. Staff finds that the inset will aide in disguising any disproportionality that may arise with the use of a smaller window. The Historic Guidelines also recommend to consider replacing windows to match the original when windows have been removed. Staff finds the request consistent with this recommendation.

Staff finds that the request to replace the flat roof of the sunroom and install a new window on the front facade meets the recommendations of the Historic Design Guidelines and is consistent with the San Marcos Development Code. Therefore, staff concludes that the request will have no negative effect on the historical, architectural or cultural character of the historic district and recommends **approval as submitted**.

**EXHIBITS**
- A. Aerial Map
- B. Historic Inventory Form from *San Marcos Heritage Neighborhood Historic Resources Survey* (1997)
- C. Google Streetview Image of Front Façade (Rogers Street)
- D. Exterior Elevations
E. Google Streetview Image of Maury Street Façade
F. Existing Stained-Glass Window (Maury Street Façade)
G. San Marcos Development Code Sections 2.5.5.4 and 4.5.2.1(I)
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<td>c. 1910</td>
<td>6:31</td>
<td>113</td>
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<td>BUNGALOW</td>
<td>CRAFTSMAN</td>
<td>BRICK</td>
<td>c. 1920</td>
<td>4:29</td>
<td>78</td>
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<tr>
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<td>SPANISH REVIVAL</td>
<td>ADOBE</td>
<td>c. 1940</td>
<td>4:28</td>
<td>77</td>
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<tr>
<td>X</td>
<td>423-421</td>
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<td>MULTI-FAMILY</td>
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<td>SHINGLED</td>
<td>c. 1950</td>
<td>4:27</td>
<td>78</td>
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<tr>
<td>X</td>
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<td>MOORE ST.</td>
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<td>ASYMMETRIC PLAN</td>
<td>CONTEMPORARY</td>
<td>WOOD</td>
<td>c. 1980</td>
<td>3:20</td>
<td>52</td>
</tr>
<tr>
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<td>WOOD</td>
<td>c. 1930</td>
<td>3:19</td>
<td>51</td>
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<td>BRICK</td>
<td>c. 1950</td>
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<td>p. 1950</td>
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<td>1:09</td>
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<td>47</td>
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<td>c. 1910</td>
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<td>32</td>
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<td>p. 1910</td>
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<td>2:23</td>
<td>81</td>
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<td>CRAFTSMAN</td>
<td>WOOD</td>
<td>2:24</td>
<td></td>
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</tr>
</tbody>
</table>
CAUBLE RESIDENCE
605 ROGERS ST

EXTERIOR ELEVATIONS (EXISTING)
HPC-19-03 Maury Street Façade of 605 Rogers Street

SOURCE: Google Streetview
Section 2.5.5.4 Criteria for Approval
The following criteria shall be used to determine whether the application for a certificate of appropriateness shall be approved, conditionally approved or denied:

1. Consideration of the effect of the activity on historical, architectural or cultural character of the Historic District or Historic Landmark;
2. For Historic Districts, compliance with the Historic District regulations;
3. Whether the property owner would suffer extreme hardship, not including loss of profit, unless the certificate of appropriateness is issued;
4. The construction and repair standards and guidelines cited in Section 4.5.2.1

Section 4.5.2.1 Historic Districts
I. Construction and Repair Standards.

1. New construction and existing buildings and structures and appurtenances thereof within local Historic Districts that are moved, reconstructed, materially altered or repaired shall be visually compatible with other buildings to which they are visually related generally in terms of the following factors; provided, however, these guidelines shall apply only to those exterior portions of buildings and sites visible from adjacent public streets:
   a. **Height.** The height of a proposed building shall be visually compatible with adjacent buildings.
   b. **Proportion of building's front facade.** The relationship of the width of a building to the height of the front elevation shall be visually compatible to the other buildings to which it is visually related.
   c. **Proportion of openings within the facility.** The relationship of the width of the windows in a building shall be visually compatible with the other buildings to which it is visually related.
   d. **Rhythm of solids to voids in front Facades.** The relationship of solids to voids in the front facade of a building shall be visually compatible with the other buildings to which it is visually related.
   e. **Rhythm of spacing of Buildings on Streets.** The relationship of a building to the open space between it and adjoining buildings shall be visually compatible to the other buildings to which it is visually related.
   f. **Rhythm of entrance and/or porch projection.** The relationship of entrances and porch projections to sidewalks of a building shall be visually compatible to the other buildings to which it is visually related.
   g. **Relationship of materials, texture and color.** The relationship of the materials, and texture of the exterior of a building including its windows and doors, shall be visually compatible with the predominant materials used in the other buildings to which it is visually related.
   h. **Roof shapes.** The roof shape of a building shall be visually compatible with the other buildings to which it is visually related.
   i. **Walls of continuity.** Appurtenances of a building including walls, fences, and building facades shall, if necessary, form cohesive walls of enclosure along a street, to ensure visual compatibility of the building to the other buildings to which it is visually related.
   j. **Scale of a building.** The size of a building, the mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the other buildings to which it is visually related.

2. The Historic Preservation Commission may use as general guidelines, in addition to the specific guidelines contained in this section, the Historic Design Guidelines located in Appendix C of the San Marcos Design Manual and the current Standards for Historic Preservation Projects issued by the United States Secretary of the Interior.
HPC-19-04
400' Notification Buffer
Signage — 114 E San Antonio St

Site Location
Subject Property
400' Buffer
Parcel
City Limit

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Map Date: 3/14/2019
Applicant Information:
Applicant: John Diaz
205 Cheatham Street
San Marcos, TX 78666

Property Owner/Manager: Shirley Rogers
2609 Summit Ridge Drive
San Marcos, TX 78666

Public Hearing Notice:
Mailed: March 22, 2019
Response: None as of report date.

Subject Property:
Location: 114 East San Antonio Street
Historic District: Downtown
Description: One-part commercial block building with brock cladding (stucco at entrance)
Date Constructed: c. 1890
Priority Level: None listed in City of San Marcos Historic District Survey (1992)

Applicant Request:
To install a new wall sign and two new window signs.

Staff Recommendation:
☑ Approval - appears to meet criteria for approval
☐ Approval with conditions – see comments below
☐ Denial - does not appear to meet criteria for approval
☐ Commission needs to address policy issues regarding this case.

Staff Comments:
The subject property is located in the 100 block of East San Antonio Street, adjacent to Allstate Insurance (“EXHIBIT A”). Accent Lighting Designs, Inc. was located here and has recently moved out of the building. Rick’s Lock & Key, a longtime local San Marcos business, will be moving from its current location on West San Antonio Street to the subject property. The applicant is proposing to install a new aluminum sign to the façade facing as well as new window signage. The applicant has supplied renderings showing the design and location of the proposed signs on the building (“EXHIBIT B”). All existing signage will be removed prior to the installation of the new signage. Staff has reviewed each sign separately below against the San Marcos Development Code and Appendix C, San Marcos Design Manual, Historic Design Guidelines.
**Wall Sign**
The applicant is proposing to install a new aluminum wall sign in the space where the previous wall sign was located, above the front entrance. The proposed sign measures three (3) feet by 16-feet and will have “Rick’s Lock & Key” in black and red lettering on a white background. The sign will also include a gray border and two gray keys on either end of the sign. The applicant has stated that gooseneck lighting will be utilized for external illumination. The submitted sign renderings show the sign dimensions meet the requirements of Section 7.3.4.5 of the San Marcos Development Code. The sign is proposed to be located within the sign band and will be attached flat to the wall. Staff finds the request for the new wall sign is consistent with the recommendations of Article 4, Appendix C, the Historic Design Guidelines. Metal is a traditional sign material and the Guidelines state aluminum needs little maintenance. The font has appropriate letter size. It is legible and in scale with the building and has background and border space that allows for increased readability. In addition, the color does not disrupt or distract from the building’s overall appearance and provides enough contrast for legibility. Staff finds the use of gooseneck lighting also consistent with the Historic Design Guidelines as external illumination is recommended.

**Window Signs**
The applicant is also proposing to include two 24 square foot window signs, one for “Clyde’s Pest Control” and the other for “Rick’s Lock & Key”. Both are shown using plain white lettering on either of the two front windows. Staff finds the request for the sign consistent with Article 4, Appendix C, the Historic Design Guidelines. They recommend that window signs should cover less than 30% of the window area. Staff finds the request consistent with this recommendation; the windows are large pane windows. While there are no recommendation colors for window signs, the Guidelines stress the importance of sign color complementing the façade. Staff finds that the white signs do not compete with the neutral façade colors.

Staff finds that the request to install a new wall sign and two window signs meets the recommendations of the Historic Design Guidelines and is consistent with the San Marcos Development Code. Therefore, staff concludes that the request will have no negative effect on the historical, architectural or cultural character of the historic district and recommends approval as submitted.

**EXHIBITS**
A. Aerial Map
B. Sign Renderings
C. Draft My Historic SMTX Historic Resources Form
D. San Marcos Development Code Sections 2.5.5.4 and 4.5.2.1(I)
Existing Conditions
**SIGN-ARTS**

**SIGN ARTS SPECS SHEET**
- **Job Name:** Rick's Lock & Key
- **Material:** Signage for Downtown Location
- **Size:**
- **Lighting:**
- **Quantity:**

**COLORS**
- Black (070)
- Grey (074)
- Red (032)

**NOTICE: FINAL EXAMINATION OF ACCURACY IS THE CUSTOMER'S RESPONSIBILITY**

---

**Rick's LOCK & KEY**

---

**OUR NORMAL PRODUCTION CYCLE WILL BEGIN FROM THE DATE APPROVAL IS RECEIVED. EACH BOX BELOW MUST BE CHECKED BEFORE SUBMITTED APPROVAL.**

- [ ] Spelling
- [ ] Image Size
- [ ] Graphics
- [ ] General Colors
- [ ] General Layout

[ ] Please Revise

[ ] Approved

**IF APPROVED, PLEASE SIGN AND DATE BELOW**

**Signature:** ___________________________ **Date:** ___________________________

---

All Size Vinyl Banners & Lettering • Magnetics • Neon • Logo Design • Screen Printing • Large Format Printing
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COLOR VARIATIONS IN MATERIAL AND INK MAY VARY FROM PROOF TO ACTUAL FINISHED PRODUCT. WITH YOUR EMAIL REPLY, YOU ARE AUTHORIZING SIGN ARTS TO PROCEED WITH YOUR ORDER.
### SECTION 1

#### Basic Inventory Information

**Current Name:**

**Historic Name:**

**Owner Information**

<table>
<thead>
<tr>
<th>Name:</th>
<th>ROGERS SHIRLEY</th>
</tr>
</thead>
</table>

**Address:** 2609 SUMMIT RIDGE DR

**City:** SAN MARCOS

**State:** TX

**Zip:** 78666

**Geographic Location**

<table>
<thead>
<tr>
<th>Latitude:</th>
<th>29.881904</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longitude:</td>
<td>-97.940706</td>
</tr>
</tbody>
</table>

**Legal Description (Lot/Block):** ORIGINAL TOWN OF SAN MARCOS LOT PT OF 6 BLK 13 3-114 0.073 AC (3180 SQ FT) (TR 68)

**Addition/Subdivision:**

**Year:**

<table>
<thead>
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<th>Property Type:</th>
<th>Building</th>
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</table>

**Listed NR District Name:** Hays County Courthouse Historic District

**Current Designations:**

- [ ] NR District

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<th>NR</th>
<th>RTHL</th>
<th>OTHM</th>
<th>HTC</th>
<th>SAL</th>
<th>Local</th>
<th>Other</th>
</tr>
</thead>
</table>

**Architect:**

**Builder:**

**Contraction Date:** ca. 1885

**Source:** Downtown Local Historic District Ordinance

**Recorded By:** Elizabeth Porterfield/Hicks & Company

**Date Recorded:** 11/13/2018

**Function**

**Current:** Commerce/Trade

**Historic:** Commerce/Trade

### SECTION 2

#### Architectural Description

**Architecture**

- ca. 1890 one-part block with brick cladding (stucco at entrance), original wood-framed windows and transoms, original recessed entry with wood double doors; per 1985 downtown survey for Downtown LHD, wooden storefront is original and bldg. served as drugstore (1885), clothing store (1896), and confectionary (1922); contributing resource to NRHP-listed Hays Co. Courthouse Historic District and Downtown Local Historic District

- [ ] Additions, modifications

  **Explain:** Stucco cladding on lower level of façade

- [ ] Relocated

  **Explain:**

---

**EXHIBIT C**
# TEXAS HISTORICAL COMMISSION

## Historic Resources Survey Form

### Project #:
00046

### County:
Hays

### Address No.:
114

### Street Name:
E SAN ANTONIO ST

### Local Id.:
R41560

### City:
SAN MARCOS

### Block:
1

### Stylistic Influence
- Commercial Style

### Structural Details
<table>
<thead>
<tr>
<th>Roof Form</th>
<th>Plan</th>
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<tbody>
<tr>
<td>Flat</td>
<td>Rectangular</td>
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<table>
<thead>
<tr>
<th>Roof Materials</th>
<th>Chimneys</th>
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<tr>
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<table>
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<tr>
<th>Wall Materials</th>
<th>Porches/Canopies</th>
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<tbody>
<tr>
<td>Brick</td>
<td>FORM</td>
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<table>
<thead>
<tr>
<th>Windows</th>
<th>SUPPORT</th>
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</thead>
<tbody>
<tr>
<td>Fixed (original wood) with transoms</td>
<td>MATERIAL</td>
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<table>
<thead>
<tr>
<th>Doors (Primary Entrance)</th>
<th>Landscape Features</th>
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</thead>
<tbody>
<tr>
<td>Double (original)</td>
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</tbody>
</table>

### ANCILLARY BUILDINGS:
- Garage:
- Barn:
- Shed:
- Other:

### SECTION 3  Historical Information

### Associated Historical Context
- Architecture

### Applicable National Register (NR) Criteria:
- A [ ] Associated with events that have made a significant contribution to the broad pattern of our history
- B [ ] Associated with the lives of persons significant in our past
- C [x] Embodies the distinctive characteristics of a type, period or method of construction or represents the work of a master, or possesses high artistic value, or represents a significant and distinguishable entity whose components lack individual distinctions
- D [ ] Has yielded, or is likely to yield, information important in prehistory of history

### Areas of Significance:
- Architecture as significant and intact example of late 19th-cent. commercial design

### Periods of Significance:
- ca. 1885-1975

### Levels of Significance:
- National [ ]
- State [ ]
- Local [x]

### Integrity:
- Location [x]
- Design [x]
- Materials [x]
- Workmanship [x]
- Setting [x]
- Feeling [ ]
- Association [ ]

### Integrity Notes:

### Individually Eligible? [x]
### Within Potential NR District?: [ ]
### Is Property Contributing?: [ ]

### Potential NR District Name:

### Priority
High

### Explain:
Within NRHP-listed Hays Co. Courthouse Hist. District and Downtown LHD

### Other Information
- Is prior documentation available for this resource? [x]
- Type [ ] HABS [ ] Survey [x] Other [ ]

### Documentation Details:
Section 2.5.5.4 Criteria for Approval

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MEMO

TO: Historic Preservation Commission
FROM: Alison Brake, CNU-A, Historic Preservation Officer and Planner
DATE: March 21, 2019
RE: Item 5 – Subject Marker for La Sociedad Mutualista de Cuauhtemoc

In January 2019, the Texas Historical Commission approved a marker for La Sociedad Mutualista de Cuauhtémoc. As of last month, it was placed in the queue to have the actual inscription text written, which, due to staff shortages at THC, may take several months before it’s delivered. The marker is a Subject Marker, with the subject being the actual “sociedad,” not the Cuauhtémoc Hall. Recorded Texas Historical Landmarks (RTHL) are for physical structures and do carry some restrictions. In addition, it is not an Undertold Story marker, which if granted, are free to the recipient, funded by the $100 non-returnable application fee levied on all other marker applications. This marker was paid for by La Sociedad Mutualista de Cuauhtémoc.

Attached is the text that was sent to the Texas Historical Commission by the Hays County Historical Commission. Marie Bassett, the Hays County Historical Commission Marker Chair, will be present to discuss this important record of San Marcos’ history.
Dear Ms. Drake,

I enjoyed our conversation during the Friends of Texas Historical Commission luncheon.

I wanted to let you know that the marker for LA SOCIEDAD MUTUALISTA DE CUAUHTEMOC is approved.

I understand it will take a process to see the finished result. For the moment, I enclose a copy of the narrative submitted for the “Subject Historical Marker.”

I look forward to working with you and the Historical Preservation Commission in the future.

Best regards,

Irma Gaitán (Mimi)
LA SOCIEDAD MUTUALISTA DE CUAUHTÉMOC

CONTEXT

San Marcos’s Sacred Springs have been a gathering place for native peoples for centuries. In 1827, referred to as “el ojo de Agua de San Marcos,” they fell within the Mexican land grant of 11 leagues received by Juan Martín de Veramendi, governor of Coahuila and Tejas. Approximately a mile from the springs, the town of San Marcos was laid out in 1851.

Today San Marcos is home to a vibrant Mexican American population. Life has not always been easy for them. Bolstered by their resilience, love of family, faith, celebration of their rich culture, and their inherent ability to enjoy life, they have persevered. It was from them that La Sociedad Mutualista de Cuauhtémoc was born.

Many Mexican Americans closely associate with their indigenous ancestry, especially the Aztecs. The last Aztec emperor, Cuauhtémoc, is remembered as a symbol of independence and indigenous pride. He became a symbol of national tragedy after his execution by Hernan Cortés.

Cortés’ men had been awed by his capital city, Tenochtitlán. Their reaction is recorded by Bernal Diaz del Castillo, a conquistador, historian, and participant in the Spanish conquest. “When we gazed upon all this splendour (sic) at once, we scarcely knew what to think, and we doubted whether all that we beheld was real.” Emperor Cuauhtémoc courageously defended Tenochtitlán against the Spanish invaders. Diaz de Castillo further recorded Cuauhtémoc’s capture in 1521 and

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1 San Marcos Springs — the source of the San Marcos River.
2 Texas General Land Office archives — Land grant file SC000119:18 Field Notes
3 The Aztec Empire was an alliance of three Nahuatl city states — México-Tenochtitlán, Texcoco, and Tlacopan — in the Valley of Mexico. The capital of the empire was Tenochtitlán, now the site of present-day Mexico City. The Nahuas were the American-Indian peoples of the area, the Aztecs being best known. Emperor Cuauhtémoc’s name means “he who has descended like an eagle...”
his execution on February 28, 1525. Emperor Cuauhtémoc went to his death with dignity, recorded as saying,

"Oh Cortés! I have for a long time perceived, from your false words, that you had destined me for such a death, because I did not lay violent hands on myself when you entered my city of Mexico! Why are you thus going to put me unjustly to death? God will one time ask this of you!" ⁴

In San Marcos, as a direct consequence of a lack of available businesses and community support, small Mexican-business owners came together to provide needed services for themselves as a sense of community developed.⁵ Before 1900, these business owners and leaders in the community began sponsoring events and festivals that celebrated Mexican and indigenous cultures. In 1942, a charitable organization was formed that "promotes and preserves the heritage and cultural identity of people of Mexican and Mexican American descent." Recalling Cuauhtémoc’s story, it was named La Sociedad Mutualista de Cuauhtémoc. ⁶

OVERVIEW

During the years leading up to the formation of La Sociedad Mutualista de Cuauhtémoc in 1942, many hardships were endured by the Mexican American population in San Marcos and Hays County. The following examples come from 1912 and 1919. In October 1912, a group of Mexican citizens requested city water be provided to the children’s Mexican school. Three years later the school board’s repair committee was still "studying" the problem. ⁷ In November 1919, an all-

⁵ Hays County Historical Commission, Hispanic Committee, *Sueños y Recuerdos del Pasado*, p. 18.
⁶ Translation - The Mutual Society of Cuauhtémoc.
male Anglo school board instructed the principal of the Mexican School "to use the English language exclusively both in the classroom and on the school grounds."

Due to limitations like these, the children from these families, who could operate in both worlds, were sometimes made to feel inferior. Their language was banned from school and public-school buses would not pick them up, driving past them daily. Innocent children were denied the same education offered other children residing within its boundaries, testing fairness and decency for generations. "The schoolroom is the first opportunity most citizens (children) experience the power of government, the values they learn there, they take with them in life," Supreme Court Justice Paul Stevens wrote in August 1985.8

These two examples, and others throughout Hays County's history, offended the Mexican sense of honor causing them to dig in their heels and work harder for their beliefs and their community, even sometimes in a losing cause. The cycle of political and social bigotry would take its toll.

Faith is very important to Mexican-Americans. Although predominantly Catholic, many are of a different denomination. In 1883, Nuestra Señora de Guadalupe Catholic Church was founded (now St. John's Catholic Church).9 It was historically referred to as "the Church on the Hill." (On the same street were the Baptist and Mexican Presbyterian churches, all centers of community events. The land on which the Mexican Presbyterian Church had stood was sold in 1923 to Elijio Villalpando. His son, Ignacio, became a board member of La Sociedad Mutualista de Cuauhtémoc in 1944, as did a Mexican Baptist preacher, Reverend José S. Flores.10 In 1927,

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9 Sueños y Recuerdos del Pasado, p. 32.
10 Baptist Reflections, November 15, 1939 - Rev. José S. Flores was a Mexican missionary with the Baptist Home Mission Board in San Marcos. Preaching in Spanish and English, he held street services every Saturday in empty lots and revival services regularly for the mission. In 1939, he received a loud speaker in November 1939.
the United Methodist Church established the Southside Community Center on South Guadalupe Street. It is still in use today and has long played an active role in the Mexican community.\textsuperscript{11}

In the early 1900s, in addition to support from their churches, Mexican Americans had access to sociedades mutualistas (mutual societies). These mutual-aid societies had long been active in Mexico and extended their reach in the United States. They stressed education, economic protection, and provided community services, including sickness and burial insurance, legal aid, loans, and social gatherings. Some were also trade unions.\textsuperscript{12} The Mexican consulates encouraged and assisted with the formation of these societies in the United States. As early as March 1888, La Sociedad Mutualista de Ignacio Allende in Corpus Christi and La Sociedad Mutualista Mexicana in Eagle Pass were registered in the Texas Secretary of State’s office as non-profit organizations. By 1906, La Sociedad Cuauhtémoc in New Braunfels had registered.

In 1912, at least 1,000 people from San Marcos and the surrounding areas attended a workers’ rally in Uhland, approximately 10 miles northeast of San Marcos. The groundwork was being laid for community efforts to improve working and living conditions.\textsuperscript{13} As a result, many organizations sprang up in San Marcos, including Amigos del Pueblo (Friends of the People) in 1918 to provide land for cemeteries, possibly in response to the high loss of life from the Spanish flu epidemic of that year. Others were Monte de las Cruces, founded in 1923 to help the poor and disabled; Union de Sociedades Estatales in 1925; Comité Patriótico (Patriotic Committee) in 1935

\textsuperscript{11} Sueños y Recuerdos del Pasado, p. 23.


\textsuperscript{13} Sueños y Recuerdos del Pasado., p. 10, and Emilio Zamora, The World of the Mexican Worker in Texas, and Arnoldo De León, Mexican Americans in Texas 1900-1930, Page 75,
to promote U.S. citizenship while keeping alive Mexican history and culture: and Comision Hono-
rífica Mexicana (Honorary Mexican Commission) in 1936 to preserve Mexican traditions.14 These
civic and fraternal organizations were active in civic affairs, offering support to those in need.
Through these organizations, Mexican Americans were given a sense of unity.

The present-day La Sociedad Mutualista de Cuauhtémoc had its beginnings in 1918. In
May 1992, “La Sociedad Mutualista Mexicana was originally organized in 1918.” 15 In 1942, on
the advice of Señor Lauro Izaguirre, General Consul of Mexico, an honorary commission was
formed to represent the Mexican-American community of San Marcos. This led to the founding
of La Sociedad Mutualista de Cuauhtémoc. The first official board members were: President Juan
S. Flores, Vice President Juan Arredondo, Secretary Daniel Rojo, and Treasurer Crescencio Gon-
zales. Their purpose was to honor cultural and historical events, organize the community to cele-
brate life’s mile-markers, to support future generations, celebrate traditional family events, and
assist those in need. President Flores’ main goal was to buy a lot and make a recreational park for
the Mexican community.16

Throughout 1942 and 1943, the society’s members worked to raise money to purchase
property with the intention of constructing a permanent building where the town’s Mexican com-
nunity could gather and socialize. Salvador Flores proposed purchasing property in 1943, and
Juan Flores seconded the proposal. The decision was approved by the board of directors. With
the support and financial help of the Social Gardenia Club, Victoria Club, and Los Tropicales (a

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16 Ibid
popular Mexican Orchestra in the 1930s), the property was purchased on August 23, 1944. 17 It was part of the subdivision of Victory Gardens, developed on former cotton fields to the south of San Marcos.18 Credit for forming La Sociedad Mutualista de Cuauhtémoc in 1944 into what it is today can be attributed to a newly appointed president, Encarnación Ruiz, along with new board members, Reverend José S. Flores, Mateo Reyna, Salvador Flores, Matias Rocha, Juan Flores, Abundio Piñales, Agapito Valdez, Ignacio M. Vásquez, H.M. Flores, Mariano Guerrero, Ignacio G. Villalpando, Felipe Reyes, Thomas Garza, Adolfo Rodriguez, and many more. La Sociedad Cuauhtémoc's proclamation as a non-profit organization, in part, was, "...to purchase land where the Mexican Community could celebrate México's Independence from Spain and other Mexican celebrations,...and pledged charitable causes in the City of San Marcos." 19 The next step was erecting a suitable building for the purpose on this land, presently bounded by Patton, Hines, Nimitz, and Knox streets in San Marcos. Its name was suggested by Eulalia Reyna, the little sister of board member, Mateo Reyna. She earned the board's approval by naming it Cuauhtémoc Hall in memory of the last Aztec Emperor. In addition to its significant charitable programs, it soon became one of the largest venues for Mexican gatherings, and townspeople nearby began to attend their events and fiestas.

In 1951, the Mexican consulate in San Antonio recommended to the honorary commission that they transfer the responsibility for the society to the board members in San Marcos. The reason for this was because the laws of the State of Texas would not allow a body of officials to own land and register as a non-profit organization with the Texas Secretary of State. On June 8,

17 Suenos y Recuerdos del Pasado, Page 16, and Hays County Record Book OPR 155 Page 22 Recorded 12/29/1952
18 Victory gardens were vegetable gardens, usually home gardens, intended to increase food production during World War II. This area would become the largest Mexican-American neighborhood in Hays County after WWII.
19 The Daily Record, San Marcos, TX. May 31, 1992
1951, the board re-registered as a non-profit corporation as La Sociedad Mutualista de Cuauhtémoc.\textsuperscript{20} On December 21, 1951, a new board of directors was elected. President Abundio Piñales, Vice-President José S. Flores, Secretary Salvador Flores, and Treasurer Juan Ibarra were sworn in by their attorney, David Longoria. The society is part of La Federacion de Sociedades Mutualistas. A resident of San Marcos and former board member explained that under the umbrella of La Federacion de las Sociedades Mutualistas sister-societies exist in Pasadena, Waco, Houston, Fort Worth/Dallas, and San Antonio. This federation exists in other countries and Mexican states, including Argentina, Bolivia, Juarez (MX), Jalisco (MX) and Chihuahua (MX). Honorary members from other countries regularly attend meetings in Texas. La Sociedad Mutualista de Cuauhtémoc in San Marcos would eventually acquire the Spanish honorary title: “Una Conducta Benemérita.” This commemorated over 50 years of service to the community, defining the society’s acts of generosity.

Next to Cuauhtemoc Hall was El Parque Cuauhtémoc (the Park). In it was La Plataforma (the Platform), an outdoor stage and a concrete dance floor powdered with sawdust to make dancing easier. Benches and food booths were located around the platform. A huge arch welcomed generations of participants in queen coronations, quinceañeras, Grammy-award music performances, weddings, and many more events. Cars parked in a drive-in-movie style so those not participating could watch from the comfort of their cars. A Southwestern Bell rotary-phone line was nearby on a utility pole. The modernization of Cuauhtémoc Hall enclosed the original dance floor and added air conditioning and indoor plumbing.\textsuperscript{21} The name “El Salon” (the Living Room) was adopted by a newer generation as a term of endearment.

\textsuperscript{20} Texas Secretary of State, Perpetual Incorporation, Domestic Nonprofit Corp, June 8, 1951.
\textsuperscript{21} Hays County Record Book, ML 16, Page 548, recorded 07/20/1961 and Book ML 29 Page 523, recorded 05/04/1973
Music became an outlet for the discrimination and segregation the community experienced. A particular style began to evolve from a fusion of Cajun, Creole, German, and Mexican elements — polka, ranchero, conjunto, bolero. Originally the violin was the preferred instrument. It would be replaced by the German button accordion which produced a bigger sound, more suited to outdoors. The accordion complemented the bajo sexto, a 12-string guitar used by Mexican musicians. Lyrics were composed, with brass and percussion instruments added until today’s Tejano Music became a reality.

A common thread is the overarching desire of board members to assist those in the community who are in need due to the lack of available business and community support. They provide help with funeral expenses and a space for memorial services. Family gatherings, baby showers, wedding celebrations, quinceañeras, high school graduations, benefit dances, Bingo, and monthly birthday dinners for members are held in the hall. There are free children’s summer day-camps to provide education about the Native American, African American, Mexican American, and European influences within our culture.

Scholarships are also awarded at the local high school for graduating seniors. The board decides if a student who has already been accepted to college is worthy of a scholarship from La Sociedad Mutualista de Cúauhtémoc. A committee reviews the applications submitted. Factors taken into consideration include diverse backgrounds and the needs of the student. The board believes that disadvantaged but bright students from a single-parent home are deserving, if not more so, of an education on equal terms. They desire that all students should be given an opportunity to succeed recognizing that uneducated students eventually become costly adults in the long term.
Community leaders with established businesses lend their support to the society through
law-firms, credit unions, real-estate agencies, loan companies, insurance agencies, dry-cleaners,
florists, grocery stores, appliance stores, barber shops, lumber, upholstery and carpet stores, a
greenhouse, automotive shops, and very successful family-operated Mexican restaurants. Due to
the lack of early professional medical care, the community could be counted on for advice and
home remedies.\textsuperscript{22} Political fundraisers and church organizers request the use of the Hall for fund-
raising events. This does not necessarily mean that board members endorse those causes, only that
everyone is welcomed and treated fairly. A few important celebrations held each year are Cinco
de Mayo, Dies y Seis de Septiembre, and Mothers’ Day and Fathers’ Day celebrations. The entire
board will come together to serve food to the public and to celebrate parents on these days.

Held on Columbus Day, Día de la Raza (Race Day) celebrates a day when indigenous
people come together as a community to celebrate their heritage.\textsuperscript{23} An original board member,
Señor Apolinar Mendoza, recommended many years ago holding a parade on this day. He located
state flags and antique cars. Board members organized a group of daughters from members within
the community. Each girl would carry flags representing the states. In earlier days, horses led the
parade, followed by decorated antique cars and floats. After the parade, there was a dance for the
community, with the antique cars lined up around the Cuauhtémoc Hall. Generations of court
coronations took place honoring young people celebrating their heritage as Mexicans and as Amer-
icans.

Community members routinely approach La Sociedad Mutualista de Cuauhtémoc board
members to schedule events to fulfill needs in their lives, and together the board members assist if

\textsuperscript{22} Sueños y Recuerdos del Parado. Page 21.

\textsuperscript{23} A national holiday Mexico, Día de la Raza literally translates as Day of the (Hispanic) Race, first celebrated in Mexico in
1928.
they can. As the community grows and changes, one thing that has not changed is its desire to use their hall for community events. Board members are installed every few years. They volunteer, attend all meetings, and vote on matters before them. When members retire from the board, they are encouraged to continue as volunteers.

**SIGNIFICANCE:**

Until recently the history of Mexican Americans in San Marcos has largely been marginalized, mainly because of lack of documentation. Much of what we know has come from oral histories. However, by tracing the story of La Sociedad Mutualista de Cuauhtémoc, a new window has been opened on their fascinating story. The society’s founders knew their fellow Mexican Americans wish to preserve their culture and traditions, yet to live in harmony in the melting pot of America. They realized their need for support in all facets of their lives. With devotion, fortitude, and passion, the society’s board members have worked hard to create a vibrant community.

Central to the community is Cuauhtémoc Hall where La Sociedad Mutualista de Cuauhtémoc holds its meetings. It is here that the milestones of life are celebrated. It would be here that a marker would be placed, if granted. The fascinating story of La Sociedad Mutualista de Cuauhtémoc, intertwined with the lives of the Mexican American community in San Marcos, richly deserves to be celebrated with a Texas Historical Marker.
La Sociedad Mutualista de Cuauhtémoc
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MEMO

TO: Historic Preservation Commission
FROM: Alison Brake, CNU-A, Historic Preservation Officer and Planner
DATE: March 21, 2019
RE: Item 7 – Crook Park Turbine Parts

At the March 14 Special Meeting, Commissioner Arlinghaus requested that this item be placed on the agenda for discussion after an Arts Commissioner brought it to his attention. Parts of an old turbine have been left to the elements in William and Eleanor Crook Park, located at 420 Riverside Drive. These are parts possibly from a dam that had been located here before Rio Vista Park was converted to recreational use. Commissioner Arlinghaus wishes to discuss what the Commission potentially could do with the parts and has taken the following photographs to help facilitate the discussion.