City of San Marcos

Regular Meeting
Historic Preservation Commission
April 11, 2024, 6:00 PM
City Hall, Council Chambers
630 East Hopkins Street

The Commission member presiding over the meeting will be present at this location.

This will be a hybrid (in-person/virtual) meeting. To view the meeting, please visit:
https://sanmarcostx.gov/2861/Historic-Preservation-Commission-VideosA

The Historic Preservation Commission may adjourn into executive session to consider any item on the agenda if a matter is raised that is appropriate for Executive Session discussion. An announcement will be made on the basis for the Executive Session discussion. The Historic Preservation Commission may also publicly discuss any item listed on this agenda for Executive Session.

I. Call To Order

II. Roll Call

III. Citizen Comment Period: Persons wishing to participate/speak remotely (online) during the Citizen Comment Period must email hpcommission@sanmarcostx.gov no later than 12:00 p.m. on the day of the meeting. Written comments received prior to 12:00 p.m. on the day of the meeting will be emailed to the Commissioners. Written comments received after the deadline will be provided to the Commissioners at the meeting. Those wishing to speak in person may sign up in advance or appear in the City Council chambers at the time the item is called. Comments shall have a time limit of three minutes each and speakers must state their name.

MINUTES

1. Consider approval, by motion, of the March 7, 2024 regular meeting minutes.

PUBLIC HEARINGS

Interested persons may participate in any of the Public Hearing items:
1) To participate/speak remotely (online) during the Public Hearings, email hpcommission@sanmarcostx.gov no later than 12:00 p.m. (noon) on the day of the meeting, or
2) Email written comments. Comments received prior to **12:00 p.m. (noon)** on the day of the meeting will be emailed to the Commissioners and comments received after the deadline will be provided to the Commissioners at the meeting, or

3) Those wishing to speak in person may sign up in advance or appear in the City Council chambers at the time the items are called. Comments shall have a time limit of three minutes each and speakers must state their name and address.

2. **HPC-24-07 (114 East San Antonio Street)** Hold a public hearing and consider a request for a Certificate of Appropriateness by Janice Hardaway, on behalf of BW Bowden Properties, Inc., to allow the installation of a new non-illuminated aluminum wall sign on the front façade.

**UPDATES**

3. Updates on the following:
   a. HPC Committee Reports Concerning Recent Activities
   b. Grant Opportunities and Updates
   c. Dunbar School Home Economics Building Restoration Progress
   d. Historic Preservation Plan Update
   e. Upcoming Events and Training Opportunities

**IV. 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.)*

**V. 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. Persons wishing to participate remotely in the Q&A session must email hpcommission@sanmarcostx.gov beginning the day prior to the meeting and before 12:00PM the day of the meeting. A call-in number to join by phone or link will be provided for participation on a mobile device, laptop or desktop computer. If attending in person, no sign up is required.

**VI. 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
For more information on the Historic Preservation Commission, please contact Alison Brake, Historic Preservation Officer at 512.393.8232 or abrake@sanmarcostx.gov.
CITY OF SAN MARCOS

Meeting Minutes

Historic Preservation Commission

Thursday, March 7, 2024 6:00 PM Hybrid Meeting

Due to COVID-19, this was a hybrid in-person/virtual meeting. For more information on how to observe the virtual meeting, please visit: https://sanmarcostx.gov/2861/Historic-Preservation-Commission-VideosA

I. Call To Order

With a quorum present the regular meeting of the San Marcos Historic Preservation Commission was called to order at 6:00 p.m. on Thursday, March 7, 2024.

II. Roll Call

Present  6 – Commissioner Rogers, Commissioner Dake, Commissioner Baker, Commissioner Long, Commissioner Dillon, and Commissioner Rivas

Absent  1 – Commissioner Dedek

III. 30 Minute Citizen Comment Period:

No one spoke.

MINUTES

1. Consider approval, by motion, of the February 1, 2024 regular meeting minutes.

A motion was made by Commissioner Long, seconded by Commissioner Dake, to approve the minutes of the February 1, 2024 regular meeting as submitted. The motion carried by the following vote:

   For:  6 – Commissioner Rogers, Commissioner Dake, Commissioner Baker, Commissioner Long, Commissioner Dillon, and Commissioner Rivas

   Against:  0

PUBLIC HEARINGS

Prior to Item 2 being read into the record, Commissioner Rogers and Commissioner Baker recused themselves to avoid the appearance of impropriety.

2. HPC-24-04 (709 West Hopkins Street) Hold a public hearing and consider a request for a Certificate of Appropriateness by Carlos Castro, on behalf of TP & J Investments, LLC Series 1, to allow replacement of the current chain-link fence with a five-foot tall cedar fence, installing the pickets horizontally.
Alison Brake, Historic Preservation Officer, gave a presentation outlining the request. She concluded replacing the current chain-link fence with a five-foot tall cedar fence and installing the pickets horizontally was consistent with the San Marcos Development Code [Sections 4.5.2.1(l)(1)(e) and 4.5.2.1(l)(1)(i)] and the Secretary of the Interior Standards for Rehabilitation [Standard Numbers 1, 2, 3, 9, and 10], and neutral with the San Marcos Development Code [Section 4.5.2.1(l)(1)(g)] and the Secretary of the Interior Standards for Rehabilitation [Standard 6].

Carlos Castro, no address given, stated that he was present to answer any questions the Commission had regarding the request.

No one else spoke and Commissioner Dake closed the public hearing.

Commissioner Long asked the applicant if there would be any space between the pickets as the example shown did not include gaps.

Magaly Castro, 243 Trailing Lantana Lane, stated that there would be some gaps but since the school would be teaching small children, the gaps would not be wide enough for them to get fingers stuck.

A motion was made by Commissioner Long, seconded by Commissioner Dillon, to approve replacement of the current chain-link fence with a five-foot tall cedar fence, installing the pickets horizontally as the request met the criteria of the San Marcos Development Code and is consistent with the Historic District Design Guidelines and Secretary of the Interior's Standards.

The motion carried by the following vote:

For: 4 – Commissioner Dake, Commissioner Long, Commissioner Dillon, and Commissioner Rivas
Against: 0

Commissioner Rogers and Commissioner Baker returned to the Chambers prior to Item 3 being read into the record.

3. HPC-24-06 (114 East San Antonio Street) Hold a public hearing and consider a request for a Certificate of Appropriateness by Janice Hardaway, on behalf of BW Bowden Properties, Inc., to allow various exterior alterations to the front and rear façades of the building which includes installation of a canvas awning, installation of tile in the recessed entryway, and renovation of the rear addition’s façade which includes replacement of the rear entry door, steps, handrail, and skirting material, and relocation of the rear crawlspace access point.

Alison Brake, Historic Preservation Officer, gave a presentation outlining the request. She concluded installing a canvas awning on the front façade was consistent with the San Marcos Development Code [Sections 4.5.2.1(l)(1)(b), 4.5.2.1(l)(1)(d), 4.5.2.1(l)(1)(e) and 4.5.2.1(l)(1)(i)] and the Secretary of the Interior Standards for Rehabilitation [Standard Numbers 1, 9, and 10] and neutral with the San Marcos Development Code [Section 4.5.2.1(l)(1)(g)] and the Secretary of the Interior Standards for Rehabilitation [Standard 3], installing tile in the recessed entryway was consistent with the San Marcos Development Code [Section 4.5.2.1(l)(1)(g)] and the Secretary of the Interior Standards for Rehabilitation [Standard Numbers 1, 2, 3, 4, 5, 6, 9, and 10] and renovating the rear addition’s façade to include...
replacement of the rear entry door, steps, handrail, and skirting material, and relocation of the rear crawlspace access point was consistent with the San Marcos Development Code [Sections 4.5.2.1(l)(1)(a), 4.5.2.1(l)(1)(e), 4.5.2.1(l)(1)(g), 4.5.2.1(l)(1)(h), and 4.5.2.1(l)(1)(j)] and the Secretary of the Interior Standards for Rehabilitation [Standard Numbers 1, 2, 3, 6, 9, and 10].

Janice Hardaway, 289 Hunters Glen, stated that she was present to answer any questions the Commission had regarding the request.

Commissioner Baker asked if the current entryway tile was original material. The applicant answered that it was not.

Discussion followed between the Commission and the applicant regarding the material of the proposed railing at the rear of the property.

A motion was made by Commissioner Dillon, seconded by Commissioner Rivas, to allow various exterior alterations to the front and rear façades of the building which includes installation of a canvas awning, installation of tile in the recessed entryway, and renovation of the rear addition’s façade which includes replacement of the rear entry door, steps, handrail, and skirting material, and relocation of the rear crawlspace access point.

The motion carried by the following vote:

For: 6 – Commissioner Rogers, Commissioner Dake, Commissioner Baker, Commissioner Long, Commissioner Dillon, and Commissioner Rivas

Against: 0

UPDATES

4. Updates on the following:
   a. Grant Opportunities and Updates
   b. Dunbar School Home Economics Building Restoration Progress
   c. Historic Preservation Plan
   d. Upcoming Events and Training Opportunities
   e. Dunbar & Heritage Neighborhood Area Plan Update
   f. HPC Committee Reports Concerning Recent Activities

   a. Nothing to report from staff.
   b. Staff visited the site with Don Flewellyn, Facilities Maintenance Manager, on March 6th. The contractor is on track to finish repair of the foundation in April.
   c. City Council will award the contract on April 2nd.
   d. There is an upcoming virtual National Alliance of Preservation Commission’s CAMP (Commission Assistance and Mentoring Program) training opportunity. The training will cover legal basics, standards & guidelines for design review, & meeting procedures.
   e. Staff provided an update on the direction provided by City Council at the February 20th meeting.
   f. The Preservation Month Committee reported that the name of the event had changed from the Historic Home Collective to the Historic Property Collective to incorporate all historic properties, not just residential. This year’s event will be held at the Dunbar Community Center on Saturday, May 18, 9 AM – 1 PM. The Preservation Month Committee will meet again on March 19th. The My Historic SMTX Committee reported
that many of the historic resources survey recommendations had been reviewed, and they landed on focusing on local designation efforts; specifically reaching out to El Centro to gauge their interest.

**ELECTION OF THE FOLLOWING OFFICERS:**

5. **Historic Preservation Commission Chairperson**

   A motion was made by Commissioner Baker, seconded by Commissioner Dake, to nominate Jennifer Rogers as Chairperson.

   The motion carried by the following vote:

   - For: 6 – Commissioner Rogers, Commissioner Dake, Commissioner Baker, Commissioner Long, Commissioner Dillon, and Commissioner Rivas
   - Against: 0

6. **Historic Preservation Commission Vice Chairperson**

   A motion was made by Commissioner Baker, seconded by Commissioner Dillon, to nominate Thea Dake as Vice Chairperson.

   Commissioner Dake declined the nomination for Vice Chairperson stating that she would more than likely have to participate virtually in more meetings in the future.

   A motion was made by Commissioner Dake, seconded by Commissioner Rivas, to nominate Emma Long as Vice Chairperson.

   The motion carried by the following vote:

   - For: 6 – Commissioner Rogers, Commissioner Dake, Commissioner Baker, Commissioner Long, Commissioner Dillon, and Commissioner Rivas
   - Against: 0

**FUTURE AGENDA ITEMS**

No items were added.

**QUESTION AND ANSWER SESSION WITH PRESS AND PUBLIC**

No one spoke.

**THERE BEING NO FURTHER BUSINESS CHAIR ROGERS DECLARED THE MEETING ADJOURNED AT 6:41 P.M.**

______________________________

Jennifer Rogers, Chair
ATTEST:

Alison Brake, Historic Preservation Officer
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.

Date: 3/25/2024

Subject Property
400ft Buffer
Parcel

San Marcos Planning and Development Services
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.

Date: 3/20/2024
Certificate of Appropriateness
HPC-24-07 (114 East San Antonio Street)

Summary
Request: New non-illuminated aluminum wall sign
Applicant: Janice Hardaway
289 Hunters Glen Drive
San Marcos, TX 78666
Property Owner: Bernie Bowden
BW Bowden Properties, Inc.
307 Hunters Glen Drive
San Marcos, TX 78666

Notification
Personal Mailing: March 29, 2024
Posted Notice: March 29, 2024
Response: None as of the date of this report

Property Description
Address: 114 East San Antonio Street (See: Aerial Map)
Location: West of Boyhood Alley, across from the Hays County Courthouse
Historic District: Downtown (Local); Hays County Courthouse NRHP District
Contributing Structure: Yes
Date Constructed: C. 1885
My Historic SMTX Resources Survey: High
National Register of Historic Places: Listed (1992)
Recorded Texas Historic Landmark: No
Building Description: One story, 1,116 square foot, one-part block commercial building with brick cladding and stucco at the entrance

My Historic SMTX Historic Resources Survey Summary
Low | Medium | X | High
--- | --- | --- | ---

High priority properties are those resources which have retained integrity, are significant or rare examples of a particular type or style, and/or have significant associations with the community. Typically, high priority properties are recommended as National Register of Historic Places (NRHP) or local landmark eligible either individually or as part of a potential historic district based on the results of research and survey efforts.

The database states the building has the original wood-framed windows and transoms along with the original recessed entry with wood double doors. The Sanborn maps reveal the building has served as a drugstore (1885), a clothing store (1902), and a confectionary (1922). In recent years, it has been a lighting store and a locksmith’s office. [See: Historic Resources Survey Inventory Form, Sanborn Maps (1885-1930)]
Certificate of Appropriateness  
HPC-24-07 (114 East San Antonio Street)

**Current Request**
A new retail store, The San Market, will be opening in the space previously occupied by Rick’s Lock & Key, and the applicant is proposing to install a new non-illuminated wall sign. The applicant submitted a rendering of the new sign which is proposed to be located within the sign band above the transom windows and depicts the name of the business above the words “Gifts & Local Goods”. Wall signs are required to comply with Section 7.3.4.4 of the San Marcos Development Code and a sign permit will be required to be approved and issued prior to installation.

Please refer to attached documents for a rendering of the sign.

**My Historic SMTX Photograph**

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<table>
<thead>
<tr>
<th>Staff Evaluation</th>
<th>Criteria for Approval (Sec.2.5.5.4)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Affect</strong></td>
<td>Consideration of the effect of the activity on historical, architectural, or cultural character of the Historic District or Historic Landmark</td>
</tr>
<tr>
<td><strong>Approval of the request would not affect the activity noted above.</strong></td>
<td></td>
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<tr>
<td><strong>N/A</strong></td>
<td>For Historic Districts, compliance with the Historic District regulations</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>Whether the property owner would suffer extreme hardship, not including loss of profit, unless the certificate of appropriateness is issued</td>
</tr>
<tr>
<td><strong>The property owner will not suffer an extreme hardship.</strong></td>
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</tr>
<tr>
<td><strong>See Analysis Below</strong></td>
<td>The construction and repair standard and guidelines cited in Section 4.5.2.1</td>
</tr>
</tbody>
</table>

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**Certificate of Appropriateness**  
**HPC-24-07 (114 East San Antonio Street)**

<table>
<thead>
<tr>
<th>Staff Evaluation</th>
<th>Construction and Repair Standards (Sec.4.5.2.1(I)(1))</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>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:</td>
</tr>
<tr>
<td>Consistent</td>
<td>a. Height. The height of a proposed building shall be visually compatible with adjacent buildings.</td>
</tr>
<tr>
<td>Inconsistent</td>
<td>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.</td>
</tr>
<tr>
<td>Neutral</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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<tr>
<td></td>
<td>e. Rhythm of spacing of Buildings on Streets. The relationship of a building to the open area between it and adjoining buildings shall be visually compatible to the other buildings to which it is visually related.</td>
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<tr>
<td></td>
<td>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.</td>
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<tr>
<td></td>
<td>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.</td>
</tr>
</tbody>
</table>

*The proposed wall sign will utilize a sans serif font. The Historic District Design Guidelines state that these styles are easy to read and simple enough to be appropriate for many periods of architecture and types of signs. The rendering shows dark colored lettering on a lighter background. The Historic District Design Guidelines recommend light letters on a dark background as they are most legible. However, the Guidelines also state that color can add a splash of color if care is taken to ensure the colors complement and relate to the building. The proposed colored sign uses colors which add a splash of color and will match the new awning, which was approved last month. Metal is a traditional sign material and needs little maintenance.*

X
### Certificate of Appropriateness

**HPC-24-07 (114 East San Antonio Street)**

<table>
<thead>
<tr>
<th>Staff Evaluation</th>
<th>Construction and Repair Standards (Sec.4.5.2.1(I)(1))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent</td>
<td>Inconsistent</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
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<tr>
<td><strong>h. Roof shapes.</strong></td>
<td>The roof shape of a building shall be visually compatible with the other buildings to which it is visually related.</td>
</tr>
<tr>
<td>N/A</td>
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<tr>
<td><strong>i. Walls of continuity.</strong></td>
<td>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.</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
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<tr>
<td><strong>j. Scale of a Building.</strong></td>
<td>The size of a building, the mass of a building in relation to open areas, the windows, door openings, porches and balconies shall be visually compatible with the other buildings to which it is visually related.</td>
</tr>
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</table>

*See Attached Historic District Guidelines (if necessary)*

*See Secretary of the Interior Standards Analysis Below*

The Historic Preservation Commission may use as general guidelines, in addition to the specific guidelines contained in this section, the Historic District 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. *See attached Sections C.4.1.5, C.4.1.6(A), C.4.1.7(A), C.4.1.7(B), C.4.1.7(G), C.4.1.8, and C.4.1.9, Historic District Design Guidelines, Appendix C, San Marcos Design Manual*
<table>
<thead>
<tr>
<th>Staff Evaluation</th>
<th>Secretary of the Interior Standards for Rehabilitation</th>
</tr>
</thead>
</table>
| Consistent       | 1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.  
**The property will be used as a commercial building.** |
| Inconsistent     | 2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.  
**Distinctive materials will not be removed.** |
| Neutral          | 3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.  
N/A |
|                  | 4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.  
N/A |
| X                | 5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.  
**The location of the sign will not cover distinctive features or materials of the building. The sign will not compete with architectural details of the building façade as recommended in the Historic District Design Guidelines.** |
|                  | 6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.  
N/A |
|                  | 7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.  
N/A |
|                  | 8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.  
N/A |
### Certificate of Appropriateness

**HPC-24-07 (114 East San Antonio Street)**

<table>
<thead>
<tr>
<th>Staff Evaluation</th>
<th>Secretary of the Interior Standards for Rehabilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent</td>
<td>9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the old and will be compatible with the historic materials, size, scale and proportion, and massing to protect the integrity of the property and its environment. <strong>Addition of the wall sign will not destroy historic features, materials, and spatial relationships. While the Historic District Design Guidelines state that light letters on a dark background are most legible, the proposed sign uses colors which add a splash of color and will match the new awning, which was approved last month.</strong></td>
</tr>
<tr>
<td>Inconsistent</td>
<td>10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired. <strong>The awning sign can easily be removed without impairing the essential form and historic integrity of the property.</strong></td>
</tr>
<tr>
<td>Neutral</td>
<td></td>
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</tbody>
</table>
**SECTION 1**

**Basic Inventory Information**

- **Current Name:** Accent Lighting Designs, Inc.
- **Owner Information**
  - **Name:** ROGERS SHIRLEY
  - **Address:** 2609 SUMMIT RIDGE DR
  - **City:** SAN MARCOS
  - **State:** TX
  - **Zip:** 78666

- **Geographic Location**
  - **Latitude:** 29.881904
  - **Longitude:** -97.940706

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

- **Property Type:** Building
- **Listed NR Distct Name:** Hays County Courthouse NRHP District & Downtown Local Historic District
- **Current Designations:**
  - ✔ NR District
  - □ NHL
  - □ NR
  - □ RTHL
  - □ OTHM
  - □ HTC
  - □ SAL
  - □ Local
  - □ Other
  - **Is property contributing?** ✔

- **Architect:**
- **Builder:**
- **Construction 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

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**SECTION 2**

**Architectural Description**

- 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:**
**Stylistic Influence**
Commercial Style

**Structural Details**

<table>
<thead>
<tr>
<th>Roof Form</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat</td>
<td>Rectangular</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Roof Materials</th>
<th>Chimneys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not visible</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wall Materials</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td>Support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Windows</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed (original wood) with transoms</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Doors (Primary Entrance)</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double (original)</td>
<td>Landscape Features</td>
</tr>
</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** 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

**Integrity:**
- Location
- Design
- Materials
- Workmanship
- Setting
- Feeling
- Association

**Integrity Notes:**

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

**Potential NR District Name:**
Within NRHP-listed Hays Co. Courthouse Hist. District and Downtown LHD

**Priority** High

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

**Documentation Details:**
New Building Sign Installed @ 114 E. San Antonio St., SMTX 78666

Total Building Front Area: 450 sq/ft

Building is set back 16' from curb/parking spots and set back 32' from street.

Non-Illuminated 1/8" Aluminum pan sign, 1" deep with powder coated background with 1/2" thick Flat Cut Out acrylic letters mounted to face.
### Section 7.3.4.5 Wall Sign

**Description**
A sign that is flat against the facade consisting of individual cut letters applied directly to the building, or painted directly on the surface of the building. Wall signs are located within a single external sign band typically applied to the first story facade of each building.

**Dimensions**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>ND-4, CD-4</th>
<th>N-CM, CD-5, CD-5D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>2 ft.</td>
<td>3 ft.</td>
</tr>
</tbody>
</table>

**Requirements General to All Zones**
Wall signs shall be located within a single external sign band typically applied to the first story facade of each building. Sign band location should be placed where the architectural features suggest the best placement for signage.
Wall signs should be attached flat to the wall. Three-dimensional signage is permitted, but shall not extend more than 12” beyond the face of the wall.
In this section, general rules pertaining to a particular sign element will be explained. The Commission has attempted to clarify rules through graphic illustrations when available.

It was the Commission’s intention from the beginning to accentuate the positive. Accordingly, in most cases, pictures are utilized to show elements of sign design that have been well executed. Some photographs have been selected to illustrate the use of signs in a manner that would not be considered appropriate for the District. That is not to say that the sign or its use is universally inappropriate, only that it is so for our purposes here.

The nature of design dictates that every proposal be evaluated on its own merit, and balanced with the actual experience on which these guidelines are partly based.

Section C.4.1.5 Design

Design is the orchestration of letter styles, colors, materials, size, placement, and originality into a unified graphic expression. Although design can be subjective, our desire is to help the business owner achieve a quality design that is consistent with the Historic District. The designer must keep the integrity of the architecture and District character foremost in the final product.

A. Placement. Placement should be the first consideration in a historic district. Upon deciding on wall mount, awning, or other, the design can be arranged within certain parameters. Signs should not obscure or compete with architectural details of the building.

B. Size. Size will be determined by architectural constraints. Proper proportions are crucial. Attached signage is limited to 10% of the building façade by the Land Development Code.

C. Copy. The business needs to be adequately identified; but too much information reduces legibility.

D. Lettering. Choose simple letter styles and colors that can be easily seen and read. Sign colors should complement the building colors.

E. Impression. The design of your sign will usually be the first impression that your business makes. Chose a designer carefully and require the level of quality your business and San Marcos deserve.

Section C.4.1.6 Sign Types

Types of signs addressed here include primary, secondary, temporary, and freestanding. Not all types are suitable or allowed in the Downtown historic district.

A. Primary Signs. A primary sign is the sign designed to be viewed from the street on a daily basis. It will represent the owner’s largest sign expense and is likely the most important of the sign types. Only one primary sign is allowed per business.

1. The primary sign should effectively project the business identity, without detracting from the building.

2. Avoid too much information. The viewer will spend only a few seconds looking at the sign.

A. Secondary Signs. Secondary signs are utilized in addition to the primary building sign. Typically, a secondary sign will be in a window, hanging under a canopy, or affixed to the side of a
Section C.4.1.7  Sign Placement and Size

A.  General. Placement or location of signs is perhaps the most critical factor in maintaining the order and integrity of the Downtown Historic District. The size and shape of a sign should be proportional with the scale of the structure. Signs should be designed so that they are integrated with the design of the building. The Land Development Code shall further govern sign standards.

1. A general rule of thumb for maximum sign size is 1.5 square feet for every one foot of façade width, subject to the maximum allowed by the sign ordinance. For instance, a building that is twenty feet wide could accommodate a sign of thirty square feet: 20 x 1.5 = 30. This does not mean that the sign should always be as large as the general rule allows. Total signage on a building may not exceed 10% of the façade area.

2. Signs should not obscure or compete with architectural details of the building façade. The sign should be designed to integrate with the architectural features and not detract from them.

3. A frieze, or horizontal band across the building, is an appropriate sign location. When utilizing the sign frieze, it is important to respect its borders. The sign should not overlap or crowd the top, bottom, or ends of the frieze. This is also referred to as the Sign Band.

4. Window signs are included in the 10% overall maximum sign area, regardless of whether or not they require a permit. Internally illuminated canister signs and stock trade name signs are inappropriate for the district.

5. Awning or canopy signs must conform to the same size requirements as signs attached directly to the building; that is, 1.5 square feet for every one foot of façade width, up to a maximum of 10% of the façade area.

6. Signs in multiple tenant buildings should be designed to complement the other signs on the building.

B.  Wall Signs

1. Turn-of-the-century buildings often have a sign frieze.

2. This is the ideal location for the sign. It is typically above the transom and below the second floor window.

3. Signs should not obscure or compete with architectural details of the building.

Good Example - When multiple tenants work together, their signs can be coordinated. The look is uniform, yet each has its own style.
E. **Hanging Signs.** Hanging signs must provide at least 8 feet clearance above the sidewalk. They should be sized in proportion to the space allocated.

F. **Awning and Canopy Signs.** Awning or canopy signs should conform to the same size standards as signboards; that is, 1.5 square feet for every one foot of façade width, but no larger than 10% of the total facade.

G. **Sign Lettering.**

The style, size, and spacing of letters determine whether a sign is easy to read or confusing. Selection of lettering should be based on readability and the desired image projected by the sign. Flamboyant or intricate lettering may be attractive, but it can also be difficult to read. Because the objective of a good sign is to have its message read quickly, clear and simple lettering is best.

1. **Style.** There are three basic types of lettering: decorative, serif, and sans serif. Generally, decorative styles such as Gothic, Old English, or script are too complex to be easily read on a sign. Serif and sans serif styles are easy to read and simple enough to be appropriate for many periods of architecture and types of signs. The difference between the two type styles is the small spur of “serif” attached to each letter. Lettering without spurs (“sans serif”) is perceived as more modern. Serif lettering gives a formal, decorative appearance that is timeless enough for all kinds of businesses and signs. Either style is suitable today.

2. **Size.** “The bigger the better” does not always apply to lettering. Letter size must be proportionate to the sign area. Background and border space is needed so the sign does not appear crowded.

3. **Spacing.** The spacing of letters is a matter of proper judgment; an experienced designer should be consulted in this regard. The important elements are inter-letter inter-word, and inter-line spacing. Sufficient “air space” increases readability.
This business owner obtained old photographs of his building, and patterned his sign after the one installed in 1906. Initially, there was concern that the lettering size was excessive, but historic documentation showed the building was large enough to accommodate it. Air space around the borders keeps the sign from appearing too crowded.

Section C.4.1.8  Sign Color

A. General. Color is one of the most important aspects of visual communication. It adds richness to every environment. However, too many colors may confuse or negate the message of a sign. Use discretion. An otherwise well-planned sign may look unattractive due to poor color selection.

B. Purpose. Color can establish a unity among buildings of different scale, shape, or texture. Attention to this will make your sign part of an entire setting rather than an awkward element that is obviously added on. This integration is what gives the district a cohesive image. Choose colors related to the building facade or surrounding environment.

C. Limit the number of colors used in any one sign. Small accents of color make a sign unique and attractive, but the competition of many different colors diminishes its effectiveness.

D. Contrast. Contrast is an important factor in your sign’s legibility. Light letters on a dark background are most legible, particularly when the sign size is constrained. This background isolates the individual message and, in areas where signs are numerous, greatly increases readability of each sign.

E. Traffic signs, now standardized throughout the country, are a good example of effective contrast between letters and background. The principles that guide the development of traffic signs apply to commercial signs as well, except that commercial signs can use a wider range of colors and letter styles.

F. Accents. Because most buildings are fairly neutral in color (earth tones, brick and stone, or muted paint), bright, intense colored signs draw attention away from the building. The sign can be the best place to add a splash of lively color to the overall paint scheme of a building, but care should be taken to ensure that the sign colors complement and relate to the building, creating a visually coherent storefront.

Good Example - sign color complements the paint scheme of the building
Section C.4.1.9  Sign Materials

Signs are fabricated from many materials: wood, metal, glass, plastic, stone, concrete, and even cloth and paper in certain circumstances. While there is nothing inherently wrong with any of these materials, they are not all appropriate for use in the Historic District. Even appropriate materials, used in an insensitive manner, can diminish the visual appeal of the District.

A.  **Wood.** Wood is the most traditional sign material. This is due to its near universal availability and great versatility. With simple tools and methods, wood can be carved, formed, incised, glued, painted on, or worked in relief. With more elaborate equipment, wood can be routed and sandblasted. Wood has a variety of grains, textures, and colors, which may be emphasized to decorative advantage or concealed. In most cases, wood or signboard is utilized in the District because of its availability and suitability for painting and mounting.

B.  **Metal.** Metal is also a traditional sign material. It can be formed in a variety of ways – etched, embossed, cut, cast, wrought, rolled, or extruded, making it a versatile material. It has the advantage of being very durable and, particularly in the case of aluminum, needs little maintenance.

1. Some disadvantages to metal signs are that they can dent easily, changing the surface and damaging protective finishes. Rust and corrosion are common problems with metal signs.

2. Gold-leafing and silver-leafing are another way in which metal can be used in sign fabrication. These materials carry an image of quality and elegance, and are most effective when used in strong contrast to the color and texture of the background material. The reflective ability of the gold and silver enhance the play of light on the surface of the sign, adding to its visual appeal.

3. Metal is often used in fabrication of sign brackets, both simple and ornamental.

C.  **Glass.** Glass, too, is a traditional sign material. Stained glass has a long history in display and, when carefully crafted, can make a rich and delightful sign. The most common use of glass as a sign material is the display window. Objects and activities observable within a shop are, in effect, signs. At the pedestrian level, window displays have far more potential for expressing the identity of the business than the signs mounted on the building. Window display signs are used extensively in the District.

D.  **Plastic.** Plastic as a sign material is discouraged in the District. Internally illuminated plastic box signs are not allowed. There are some cases where the Commission will consider the use of plastic for a sign, however, such cases are rare, and the justification must be compelling. New techniques of working plastic may result in appropriate signage. Requests will be reviewed on a case by case basis, and money should not be invested prior to approval.

E.  **Neon.** Neon, a sign material as well as a means of lighting, is now generally considered “historic.” When used properly, neon can create a lyrical quality that few other materials can duplicate. It is often used to complement art deco architecture.

1. The appropriateness of neon will depend on its application, and each proposal must be reviewed individually. In considering neon, keep the overall design and color scheme simple. Stock trademark signs are not appropriate for window display in the District.

Section C.4.1.10  Sign Lighting

A.  **Light,** like color, can provide more effective visual communication. However, when used inappropriately, it can produce visual irritation and detract from the character of the building. Signs should have lighting only when necessary. A well-designed window display illuminated at night is far more desirable than an illuminated sign.
CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Applicant's Name</th>
<th>Janice Hardaway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td></td>
</tr>
<tr>
<td>Applicant's Mailing Address</td>
<td>289 Hunters Glen San Marcos TX</td>
</tr>
<tr>
<td>Applicant's Phone #</td>
<td>512 568 1581</td>
</tr>
<tr>
<td>Applicant's Email</td>
<td><a href="mailto:hardaway.janice@email.com">hardaway.janice@email.com</a></td>
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<table>
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<tr>
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<tr>
<td>Owner's Phone #</td>
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<td>Owner's Email</td>
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</tbody>
</table>

PROPERTY INFORMATION

Address of Proposed Work: 114 E. San Antonio St
Historic District: Hays Co Courthouse
Legal Description: Lot _________ Block _________ Subdivision 515.00 Original Town of San Marcos

Historical Designation(s) of Property, if applicable:
- [ ] National Register of Historic Places
- [ ] Recorded Texas Historic Landmark

DESCRIPTION OF PROPOSED WORK

Please use this space to provide a detailed description of the proposed work (Use additional pages if necessary.)

AUTHORIZATION

Applicants or their agent are advised to attend the meeting to present information to the Historic Preservation Committee and to answer any questions the Historic Preservation Committee may have regarding the project. Failure to attend an HPC meeting may result in postponement or denial of the application.

I certify that the information on this application is complete and accurate. I understand the fees and the process for this application. I understand my responsibility, as the applicant, to be present at meetings regarding this request.

Filing Fee $150
Technology Fee $15
TOTAL COST $165

Submittal of this digital Application shall constitute as acknowledgement and authorization to process this request.

APPLY ONLINE – WWW.MYGOVERNMENTONLINE.ORG/
PROPERTY OWNER AUTHORIZATION

1. Bernie Bowden (owner name) on behalf of BW Bowden Properties, Inc. (company, if applicable) acknowledge that I/we am/are the rightful owner of the property located at 114 E. San Antonio St. (address).

I hereby authorize Janice Bowden Hardaway (agent name) on behalf of ________________ (agent company) to file this application for any and all ________________ (application type), and, if necessary, to work with the Responsible Official / Department on my behalf throughout the process.

Signature of Owner: Bernie Bowden Date: 1-2-2024

Printed Name, Title: Bernie Bowden Pres BW Bowden Prop. Inc.

Signature of Agent: Janice B. Hardaway Date: 11-2/24

Printed Name, Title: Janice Bowden Hardaway Property Manager
AGREEMENT TO THE PLACEMENT OF NOTIFICATION SIGNS
AND ACKNOWLEDGEMENT OF NOTIFICATION REQUIREMENTS

The City of San Marcos Development Code requires public notification in the form of notification signs on the subject property, published notice, and / or personal notice based on the type of application presented to the Planning Commission and / or City Council.

- Notification Signs: if required by code, staff shall place notification signs on each street adjacent to the subject property and must be placed in a visible, unobstructed location near the property line. It is unlawful for a person to alter any notification sign, or to remove it while the request is pending. However, any removal or alteration that is beyond the control of the applicant shall not constitute a failure to meet notification requirements. **It shall be the responsibility of the applicant to periodically check sign locations to verify that the signs remain in place had have not been vandalized or removed. The applicant shall immediately notify the responsible official of any missing or defective signs. It is unlawful for a person to alter any notification sign, or to remove it while the case is pending; however, any removal or alteration that is beyond the control of the applicant shall not constitute a failure to meet notification requirements.**

- Published Notice: if required by code, staff shall publish a notice in a newspaper of general circulation in accordance with City Codes and the Texas Local Government Code. **If, for any reason, more than one notice is required to be published it may be at the expense of the applicant. The renotification fee shall be $150 plus a $15 technology fee.**

- Personal Notice: if required by code, staff shall mail personal notice in accordance with City Codes and the Texas Local Government Code. **If, for any reason, more than one notice is required to be mailed it may be at the expense of the applicant. The renotification fee shall be $150 plus a $15 technology fee.**

I have read the above statements and agree to the required public notification, as required, based on the attached application. The City’s Planning and Development Services Department staff has my permission to place signs, as required, on the property and I will notify City staff if the sign(s) is/are damaged, moved or removed. I understand the process of notification and public hearing and hereby submit the attached application for review by the City.

Signature: [Signature]
Print Name: [Print Name]
Date: 2-7-2024

Form Updated March, 2023
HPC-24-07
Aluminum Wall Sign

• Staff finds the request consistent with the following:
  • Section 4.5.2.1(I)(1)(g): San Marcos Development Code
  • Standards 1, 2, 5, 9, and 10: Secretary of the Interior Standards for Rehabilitation