



**Public Outreach Plan
City of San Marcos Historic Resources Survey**

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Prepared for
City of San Marcos
Department of Planning and Development Services

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Cover image:

Historic postcard. "Normal School." San Marcos, Texas. CardCow.com. Accessed September 7, 2018.

<https://www.cardcow.com/388525/normal-school-san-marcos-texas/>

TABLE OF CONTENTS

PUBLIC OUTREACH PLAN OVERVIEW.....	1
IDENTIFICATION OF RELEVANT STAKEHOLDERS.....	2
GOALS OF THE PUBLIC OUTREACH PLAN.....	2
TASKS TO ACHIEVE GOAL 1: EDUCATE THE COMMUNITY.....	5
TASKS TO ACHIEVE GOAL 2: GARNER PUBLIC INTEREST AND SUPPORT.....	7
TASKS TO ACHIEVE GOALS 3 and 4: DETERMINE HISTORIC RESOURCES SIGNIFICANT TO A COMMUNITY; and PROVIDE A PLATFORM FOR STAKEHOLDERS TO SHARE HISTORIC INFORMATION.....	11
ROLES OF CITY STAFF AND CONSULTANTS.....	12
SURVEY INFORMATION.....	13
PUBLIC INPUT.....	15
EXAMPLE PUBLIC INPUT TEMPLATE.....	16
HELPFUL RESOURCES AND LINKS.....	17

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PUBLIC OUTREACH PLAN OVERVIEW

Hicks & Company, with Terracon as sub-consultant (consultants), is under contract with the City of San Marcos to conduct a historic resources survey. The scope of the survey initiative involves three main priorities:

- **Reevaluation:** evaluation and update to the three existing historic resources surveys that were conducted in the 1990s;
- **Reconnaissance and Windshield Surveys:** identification, documentation, and prioritization of new resources that have not yet been surveyed within the identified survey boundary areas;
- **Historic Resources Survey Report:** development of a survey report with valuable recommendations to assist the city with future designations, to review and assess future planning initiatives and development proposals, and to provide guidance on resources that are most threatened.

Public outreach is a critical component to a successful historic resources survey and the development of effective preservation recommendations. Involving the community ensures transparency, provides a platform to share and receive information, and can help stimulate interest and support in the City's history and architectural heritage.

The consultants have also been tasked with preparing a public involvement plan for the City of San Marcos at the commencement of the survey initiative to involve relevant stakeholders and the general public in the process for conducting the historic resources survey and preparing the survey report. The public involvement plan will include:

- public meetings to provide information to and receive information from all affected individuals;
- creation of educational and informational materials for the public;
- innovative techniques for reaching out to the community through meetings, open houses, forums, and other mechanisms.

The consultants will participate in a minimum of two public meetings, including a kick-off meeting to introduce the survey project and a final meeting at the conclusion of the survey initiative. A minimum of three additional outreach meetings will also be held over the course of the survey project to provide information to the public and to solicit input, historical data, and other relevant information from property owners and residents within the survey areas. Additionally, the consultants will participate in a minimum of four regular meetings with Boards and Commissions, including City Council, throughout the survey project.

IDENTIFICATION OF RELEVANT STAKEHOLDERS

One of the first steps in the public outreach plan is to identify the relevant stakeholders. All property owners within the proposed boundary of both the reconnaissance and windshield survey areas should be invited to participate in the public outreach initiative. Property owners should be notified of the proposed historic resources survey prior to the beginning of the field survey. Property owners should be provided with information about the survey and survey boundary and given an opportunity and a forum for asking questions and sharing information about the history of their properties or neighborhood. Other local stakeholders may include renters who currently reside within the survey areas; commercial tenants and owners conducting business within the area; and civic, religious, educational, and institutional facilities.

In addition to the public, community organizations and institutions including the following, among others, should also be part of public outreach efforts.

- City of San Marcos Historic Preservation Commission
- Heritage Association of San Marcos
- Downtown Association of San Marcos
- Council of Neighborhood Associations (CONA)
- City of San Marcos Neighborhood Commission
- Hays County Historical Commission
- Centro Cultural Hispano de San Marcos
- Calaboose African American Museum
- LBJ Museum
- Indigenous Cultures Institute
- Price Center
- Daughters of the Republic of Texas San Marcos Chapter
- Texas State University Departments of Geography and History
- San Marcos Public Library
- Save the SMTX River

Other City departments such as Main Street (and Main Street Advisory Board), City Manager's Office, Parks and Recreation, and the Convention and Visitors Bureau may also be interested in promoting the efforts of the San Marcos historic resources survey.

GOALS OF THE PUBLIC OUTREACH PLAN

The ultimate goals of the public outreach plan are to 1) educate the community about the historic resources survey initiative, 2) garner public interest and support in the architectural and cultural heritage of San Marcos and in the documentation and potential preservation of historic resources, 3) determine from stakeholders what is historically, architecturally, and culturally significant within their neighborhoods and why these resources are important, and 4) provide stakeholders a platform for sharing significant information about their community's historic resources.

Goal 1: Educate the Community

The most important first step of the public outreach initiative is to inform the communities within the survey boundary areas about what a historic resources survey entails. There are often misconceptions and concerns from the public about the purpose and outcome of a historic resources survey. It is therefore critical to educate the public about why a historic resources survey is being conducted, how it will actually be done, and what it will mean for those living or owning property within the survey areas. It is important to inform residents and owners about who will be conducting the survey, to convey that photo-documentation of resources will take place only from the public right of way, and to communicate that a survey is merely an inventory of a community's historic resources and that the survey itself is not an application for, or the initiation of, historic landmark or district designation. The survey will provide recommendations for *potential* historic designations and preservation priorities, but the survey itself is simply the first step in providing a current "snapshot" of a community's historic built environment. Educating the community about the survey initiative prior to commencement will answer questions, clarify misconceptions, and ensure transparency throughout the survey project.

Goal 2: Garner Public Interest and Support

In addition to educating the public, a significant component of the public involvement process is stimulating interest, enthusiasm, and support from the community for the survey project. A historic resources survey is an excellent way to share information about the architectural and cultural legacy of a community. Conducting field surveys to photo-document historic resources may encourage others to explore their own communities and see their neighborhood and city with new eyes. It may also spur a community into action to protect or preserve a significant property that may be threatened, or to promote and advocate for an important place within a neighborhood. Historic resources surveys can shed light on previously overlooked areas and draw attention to those that may need protection from potential teardowns or alterations. This can generate pride of place and a sense of connectivity to a neighborhood or community.

Goal 3: Determine Historic Resources Significant to a Community

After educating the public and generating support for the survey initiative, the next public outreach goal is for stakeholders to determine which individual buildings, structures, sites, objects, and areas are most significant to their community and share what it is about these places that makes them important. What are the properties that are most important to a neighborhood or street? Are the resources associated with significant events that were important to a community? Are the resources associated with an individual person or a group of people who played an important role in that community? Do stakeholders have historic information about their own or other properties within their community that can help to tell the story of a particular building or area? What changes have occurred to buildings or places over time? Are there historic photos or other information that could be helpful to the consultants conducting the survey to better understand the history of a particular property? This information plays an important role in determining the historic significance of resources that are documented during the survey.

Goal 4: Provide a Platform for Stakeholders to Share Historic Information

The final goal of the public outreach plan is to provide a mechanism for stakeholders to share information about their communities with the consultants and the City during the survey initiative. A number of user-friendly, easy-to-access methods should be provided to assist stakeholders in conveying this information as the survey is being conducted. The City may opt to continue some of the public input platforms after completion of the historic resource survey to continue to gather information about the surveyed properties and to continually supplement the historic narrative of the survey areas.

TASKS TO ACHIEVE GOAL 1: EDUCATE THE COMMUNITY

Task 1: *“Survey San Marcos” – branding for survey initiative*

- Create branding such as “Survey San Marcos” for all survey related materials
- Provides consistency in discussing the survey
- Promotes sense of local community/city pride

Timeline: Throughout the course of the survey project

Task 2: *Survey page on the City of San Marcos Planning and Development Services Historic Preservation webpage*

- Create link on main department webpage to a webpage devoted specifically to the historic resources survey
- Include general information about historic resources surveys and why they are done
- Provide boundary of survey area and link to downloadable survey area map
- Delineate the steps of the survey and what property owners/occupants and tenants can expect if their property is within the survey area
- Provide information about the consultants conducting the survey
- Include contact email or website link to share historic information about a property
- Update periodically with survey results, copies of reports, etc.

Timeline: Throughout the course of the survey project

Task 3: *Dedicated email for survey initiative*

- Create a dedicated email for use during the survey project
- Include email on City’s website page (and Planning and Development Services page) and on all promotional material

Timeline: Throughout the course of the survey project

Task 4: *Mailer or door hanger for all property owners within survey areas about the survey project*

- City to mail/distribute letter to all property owners within the survey area advertising the survey initiative prior to conducting the field surveys
- Alternative: distribute door hangers to all properties within the survey area (through use of volunteers)
- Include reference to City’s website (Task 2 above) for further information
- Include calendar of upcoming public meeting(s), as applicable

Timeline: Prior to commencement of field survey by consultants

Task 5: *Press release about survey from City staff*

- Produce a press release by city staff about the survey initiative
- Include in local newspapers, radio, Facebook, YouTube, and City's website

Timeline: Prior to commencement of field survey by consultants

Task 6: *Survey article in City newsletter*

- Include an article about the survey project in the City's newsletter
- Include status reports in the newsletter for milestones during the survey project
- Include a final article with outcome/recommendations at the end of the survey project

Timeline: Throughout the course of the survey project

Task 7: *Survey San Marcos Stands – survey signage/informational material at appropriate community locations*

- Produce portable posters with information about the survey initiative (photos, survey boundary maps, etc.)
- Place them in central locations within the survey areas such as libraries, schools, churches, community centers, etc.

Timeline: Throughout the course of the survey project

TASKS TO ACHIEVE GOAL 2: GARNER PUBLIC INTEREST AND SUPPORT

Task 1: *Survey San Marcos Kick-off Meeting – Community Open House*

- City to hold a community meeting to introduce the survey project
- Hold meeting at central location within survey area (church, school, library, etc.)
- Include survey PowerPoint presentation, survey maps, introduction of consultants, and time for Q/A
- Distribute flyers as takeaways to solicit public input about important community resources

Timeline: October 2018 (exact date/location to be determined)

Task 2: *Survey San Marcos Symposium – CONA Meeting*

- City to hold a meeting with CONA representatives to introduce the survey project
- Provide similar presentation, maps, flyers
- Encourage representatives to share information with their representative neighborhood associations including: Downtown, East Guadalupe, Heritage, Victory Gardens (Barrio Victoria), Dunbar, Westover, Sessom Creek, Forest Hills, Spring Lake Hills, Tanglewood, Holland Hills

Timeline: October 2018

Task 3: *Survey San Marcos – Community Workshop*

- City to host a community workshop for photo collection/oral histories/story telling related to survey areas (refer to Main Street Photo Roundup)
- Possible partnership with Texas State University Public History or Geography Programs and City of San Marcos Main Street Program

Timeline: November or December 2018

Task 4: *Survey San Marcos – Volunteer Recruitment*

- Solicit volunteers to assist with field survey (photo-documentation) and research for high priority resources or potential districts
- Recruit a representative from each neighborhood association (or CONA) within the survey areas
- Recruit a representative from stakeholder organizations (Heritage Association of San Marcos, Hays County Historical Commission, etc.)
- Recruit potential students from Texas State University Public History or Geography Programs

Timeline: Prior to and throughout field survey and draft report writing

Task 5: Survey San Marcos – National Night Out

- City to coordinate with CONA representatives to distribute information to neighborhood associations about the upcoming survey
- Make this information available to share at National Night Out activities – October 2, 2018

Timeline: October 2, 2018

Task 6: Survey San Marcos – Historic Preservation Commissioner Survey Captains

- Divide the survey boundary area into 7 sections (one section for each commissioner)
- Assign a Historic Preservation Commission member to each section
- Have the Commissioner be a Survey Captain (point of contact) for that neighborhood/area to share survey information, updates, etc.

Timeline: Throughout the course of the survey project

Task 7: Survey San Marcos – Historic Preservation Commissioner Walks

- Schedule a “walk” through the neighborhood with the assigned Commissioner (see Task 6 above) and neighborhood residents/business owners
- Commissioners should take notes about the context and character of the neighborhood and note places of significance and historical information provided by the community
- This information will be shared with City staff and the consultants to aid in the historic resources field survey and report

Timeline: October through December 2018

Task 8: Survey San Marcos – Field Training Sessions

- Consultants to hold brief training for volunteers before each field survey day
- Provide training on photo-documentation standards

Timeline: Throughout field surveys

Task 9: Survey San Marcos – Research 101

- Consultants to provide training session for conducting historic/archival research for volunteers assisting with background research for high preservation priority resources

Timeline: Dates to be determined

Task 10: Survey San Marcos – Survey 101 Kits

- City to create “kits” with information related to the survey for use by other organizations
- Include PowerPoint presentation, flyers, maps, and contact information for City staff and consultants

Timeline: Throughout the course of the survey project

Task 11: Survey San Marcos – Community Meetings (Reconnaissance Survey Area)

- City to host two additional community meetings during the survey initiative (preferably during the field survey and draft report writing phases) within reconnaissance survey area
- Consultants to participate
- Solicit community input and provide status of survey

Timeline: November 2018 through January 2019

Task 12: Survey San Marcos – Community Meeting (Windshield Survey Area)

- City to host a community meeting during the survey initiative (preferably during the field survey and draft report writing phases) within the windshield survey area
- Consultants to participate
- Solicit community input and provide status of survey

Timeline: January or February 2019

Task 13: Survey San Marcos – Board and Commission Meeting

- Consultants to attend at least four regular meetings of Boards/Commissions/City Council (at the discretion of the City) to provide status updates of survey initiative and outcomes

Timeline: Dates to be determined – throughout the course of the survey project

Task 14: Historic Preservation Luncheon – Survey Status Update

- City to provide a status update of the survey initiative at the yearly luncheon during Preservation Month in May
- Share recommendations made for any potential districts/district expansion

Timeline: May 2019

Task 15: Survey San Marcos – Wrap-up Community Meeting

- City to host a final wrap-up meeting at the end of the survey initiative
- Consultants to participate to share recommendations of survey
- Information to be made available on City website
- Meeting to be held in central community location

Timeline: June 2019

TASKS TO ACHIEVE GOALS 3 and 4: DETERMINE HISTORIC RESOURCES SIGNIFICANT TO A COMMUNITY; and PROVIDE A PLATFORM FOR STAKEHOLDERS TO SHARE HISTORIC INFORMATION

Task 1: <i>Interactive weblink for the public to upload historic data on the City’s Planning and Development Services Historic Preservation website (ex. MetroQuest)</i>
<ul style="list-style-type: none">• On the dedicated survey webpage provide a link to MetroQuest (or similar interactive “survey”) for public access• Include place for public to leave comments, upload photos, etc.
Timeline: Throughout the course of the survey project

Task 2: <i>Questionnaire/form for public feedback about community resources</i>
<ul style="list-style-type: none">• Provide link to downloadable form on City’s survey webpage• Include printed copies for distribution at public meetings and at survey stands• Provide in both English and Spanish
Timeline: Throughout the course of the survey project

Task 3: <i>Flyers for distribution during field surveys</i>
<ul style="list-style-type: none">• City to prepare flyers soliciting information about important resources• Include space for comments and return address/email• Provide in both English and Spanish• For distribution by consultants and volunteers to anyone encountered during the fieldwork
Timeline: Throughout field surveys

Task 4: <i>Survey San Marcos Stands – survey signage/informational material at appropriate community locations</i>
<ul style="list-style-type: none">• City to prepare booklet or other way for people to leave written comments at the above-referenced poster locations (Survey Stands)• Could include a booklet for each neighborhood association/area• Have photo and space for comments and contact info – refer to Example Public Input Template
Timeline: Throughout the course of the survey project

ROLES OF CITY STAFF AND CONSULTANTS

City Staff:

- Schedule, host, conduct, and administer all public/community meetings
- Produce (print/create) and distribute all survey educational materials
- Provide relevant stakeholder information to consultants
- Create survey webpage (on City website) and dedicated survey email
- Create link on survey website for uploading photos/historic information from the public
- Coordinate with consultants to provide all solicited public input/information about historic resources
- Assign Historic Preservation Commissioners (Survey Captains) to sections of survey area
- Coordinate with organizations for volunteer recruitment/possible partnerships

Consultants:

- Participate in at least nine meetings (kick-off meeting, three outreach meetings, four boards/commission meetings, and a final wrap-up meeting)
- Provide written text/information for City's use in creating survey promotional and educational materials
- Provide volunteer training on field survey days
- Provide materials for research training for volunteers
- Provide monthly survey progress reports to City staff
- Coordinate with City staff to receive all solicited public input/information about historic resources
- Coordinate and conduct field survey days with assistance of volunteers

SURVEY INFORMATION

Suggested information to include in survey promotional materials (to be provided in both English and Spanish):

Survey San Marcos – the City of San Marcos is currently undertaking a historic resources survey to:

- Evaluate and update the existing historic resources surveys that were conducted in 1992, 1996, and 1997
- Identify and document other historic-age resources (50 years of age and older) that have not yet been surveyed
- Develop recommendations to help the City make decisions about historic resources for future planning and development initiatives

What areas are being surveyed? – provide survey boundary map

What is a historic resources survey? – the documentation of a community’s historic resources to tell us:

- What historic properties exist?
- Where are they located?
- Why are they important?

What is the purpose of a historic resources survey?

- Proactively identify historically and culturally significant properties and areas
- Assist the City in its planning efforts to maintain historic properties and prevent the loss of historic buildings and neighborhoods
- Help to preserve the historical, architectural, and cultural heritage of San Marcos

What does a historic resources survey involve?

- Background research
- Field survey
- Photo-documentation
- Evaluation

What does a survey not do?

- Does not impose any restrictions or obligations on property owners
- Does not provide historic designation for any property
- Does not require access to the interior of any property

What are the different types of historic resources surveys that are being conducted?

- **Windshield Survey** – a driving survey through a community to determine the character and feeling of an area; includes taking photos of representative examples of historic-age properties to convey the characteristics of the area
- **Reconnaissance Survey** – a detailed inventory of all historic-age properties within an area or community; includes taking photos of all historic-age buildings

Who is conducting the survey?

Architectural historians from consultant Hicks & Company (Elizabeth Porterfield) and sub-consultant Terracon (Beth Valenzuela)

We need you! How can you get involved?

- Sharing information about your community or historic property
- Volunteering – surveys or research
- Contact information for City, website, downloadable forms for information, putting in touch with their assigned Survey Captain (Historic Preservation Commissioner)

Where can I get more information?

- Survey webpage (City website)
- Survey email
- City staff contact information

PUBLIC INPUT

Suggested information to include in public feedback/comment solicitation (to be provided in both English and Spanish):

Survey San Marcos – Tell us about the historic places that matter to you

- Property address
- Name of property
- Type of property (building, structure, object, site)
- When was it built? (actual date or an estimation)
- Who built it?
- What is it about this building/place that is important to you or your community?
 - Architecture/style/building type
 - An important event happened here – What type of event?
 - An important person lived or worked here or designed it – Who were they? What did they do?
 - Important community gathering place – What type of gatherings?
- What types of changes have occurred to the building? – additions, changes in materials, changes in use or ownership?
- Photographs of building? – either current or historic
 - Include email/website info for where to upload
 - Include request for permission to reproduce photographs
- Your contact information:
 - Name
 - Address/city/state/zip
 - Phone
 - Email
- May we contact you for additional information? yes/no

Thank you for sharing your information and for helping to document our City's architecture, culture, and history!

EXAMPLE PUBLIC INPUT TEMPLATE

Survey San Marcos Stands – include something similar related to specific neighborhoods or for specific buildings/places at poster locations (Survey Stands) for people to leave comments

Mexican Christian Church

1501 Guadalupe



- Under the leadership of long-term minister, Hugh McLellan (who served Central Christian Church from 1910-1925), the church raised money and broke ground on Feb. 15, 1925, for the new Mexican Christian Church. (Central Christian Church website: <http://www.cccsa.org/message.php?topicID=27928&>)
- The church was constructed in 1924-25 through "funds raised by the Christian Women of Texas in the Golden Jubilee" between 1874 and 1924 as noted on an engraving at the cornerstone.
- Through the Mexican Christian Institute, established in 1913 by Dr. Samuel Guy Inman (and now known as Inman Christian Center at Colima and San Jacinto streets), the church has provided services to San Antonio's Westside community for nearly 100 years.

Do you think this place is important? Why? Write a ✓ for "yes". **This is not an official vote and is only for feedback purposes.**
Piensa que este lugar es importante? Porque? Si su respuesta es "si" escriba una ✓. **Esta no es una votación oficial y es solo para conocer su opinión.**

This place is important because...

11

From: City of San Antonio Office of Historic Preservation – Westside Cultural Resources Survey
<https://www.sanantonio.gov/historic/Programs/Westside-Cultural-Resource-Initiative>

HELPFUL RESOURCES AND LINKS

SurveyLA: Los Angeles Historic Resources Survey:

- City of Los Angeles Office of Historic Resources: <https://preservation.lacity.org/survey>
- Contribute Information to SurveyLA tab/webpage: <https://preservation.lacity.org/survey/contribute>
- MyHistoricLA: Guide to Public Participation in SurveyLA: <https://preservation.lacity.org/node/457>
- Historic Resources Identification Form (online): <https://preservation.lacity.org/survey/myhistoricla-historic-resource-identification-form>
- Historic Resources Identification Form (pdf) – English:
http://www.preservation.lacity.org/files/2010%20MyHistoricLA%20Resources%20Identification%20Form%20_0.pdf
- Historic Resources Identification Form (pdf) – Spanish:
<http://www.preservation.lacity.org/files/Spanish%20MYHistoricLA%20Resources%20ID%20Form.pdf>

League City Historic Resources Survey: <http://www.leaguecity.com/historicresourcesurvey>

Historic Past, Sustainable Future – Public Outreach and Education for the 2009 Comprehensive Plan, James City County, Virginia:

<http://www.vaco.org/AchievementAwards/Entries2010/Entries10/JamesCityCommunications.pdf>

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