

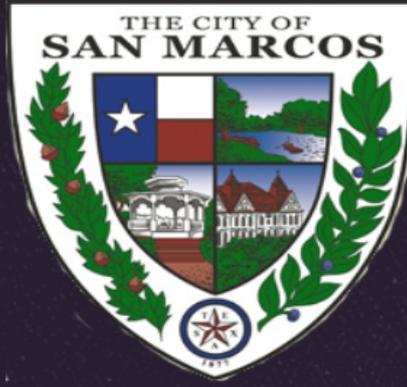
Historic Preservation Commission's

# ANNUAL REPORT

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2016-2017





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# 2016 YEAR IN REVIEW

## COMMISSION REVIEW

### Downtown COAs

The Commission reviewed 29 Certificate of Appropriateness (COA) requests in 2016. The majority of the requests were located within the Downtown District. Sign requests made up the bulk of the COAs in Downtown as multiple new businesses moved in and set up shop.

### Residential COAs

The Commission also reviewed multiple requests for COAs brought to them by a single property owner in the Hopkins Street District due to the fact that the property owner is working towards rehabilitating the structure.

### Projects

The Commission also directed Planning and Development Services Staff to facilitate a Visioning Workshop in order to set a few goals for the coming year.



# 01

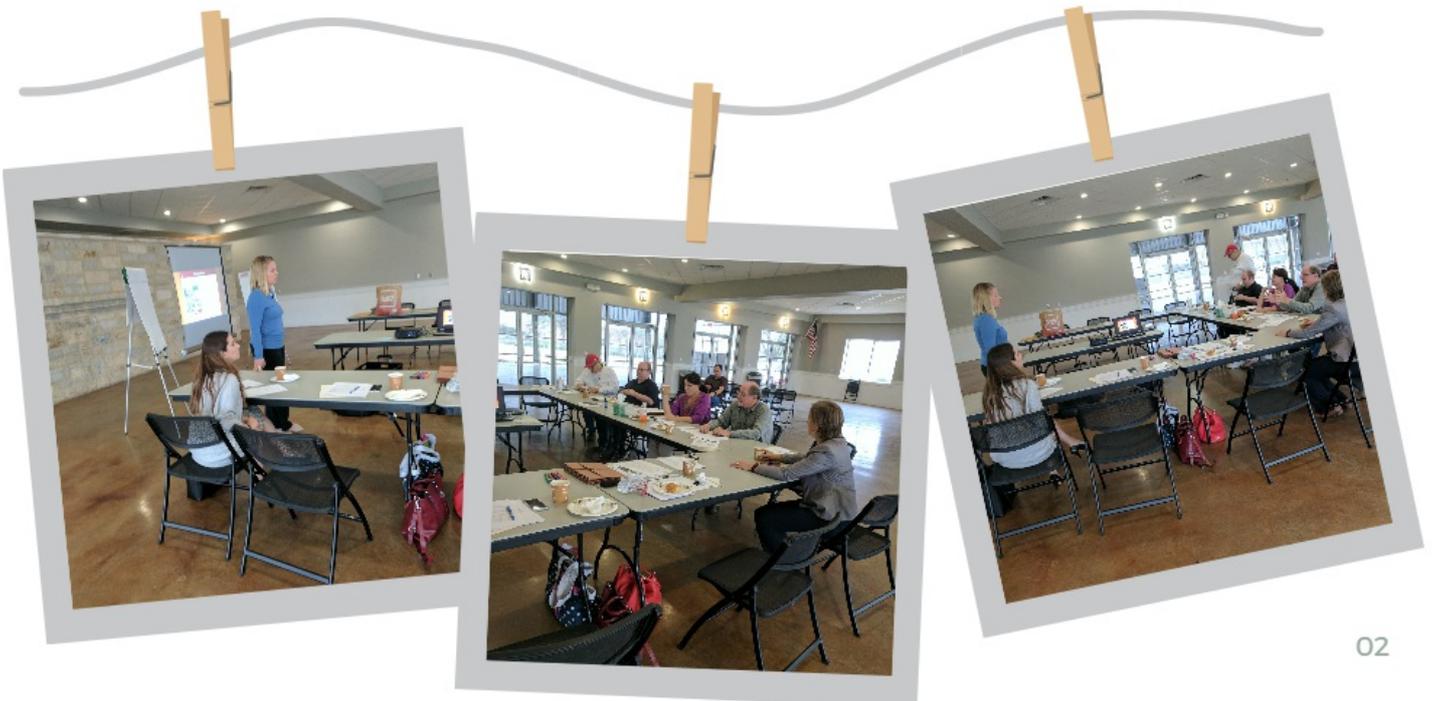
## VISIONING WORKSHOP

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On March 7, 2017, the City of San Marcos' Historic Preservation Commission came together to hold a Visioning Workshop. The workshop was facilitated by the City of San Marcos' Planning and Development Services Department with assistance from the Texas Historical Commission's Certified Local Government (CLG) Program.

The agenda for the half-day workshop was as follows:

- Introductions
  - Joint presentation from City of San Marcos Staff and Texas Historical Commission CLG Staff
- Goal Setting
- Lunch and Wrap Up



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Successful historic preservation programs have the support of city leadership and can enhance civic pride and ownership.

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# 02

## VISION

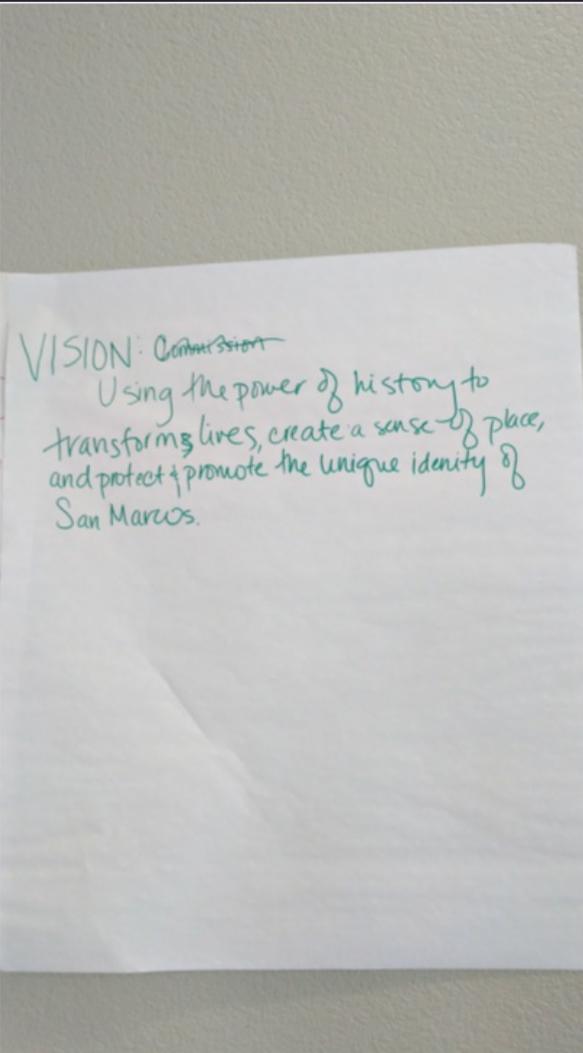
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### PREVIOUS POLICY STATEMENT

In 2006, the last time the Commission set their goals and objectives, the following policy statement was adopted:

"The City of San Marcos City Council and the San Marcos Historic Preservation Commission in conjunction with the Main Street Project, the Chamber of Commerce, Tourist Development Council, Heritage Association, Downtown Association and other civic organizations shall be committed to the protection of historic resources located in San Marcos for the cultural enjoyment of all citizens now and in the future."

While much of the statement remains true, the Commission felt it necessary to give new life to the policy statement. After a lengthy discussion with City and CLG Staff, a new vision statement for 2017 was adopted.



VISION: Commission  
Using the power of history to  
transform lives, create a sense of place,  
and protect & promote the unique identity of  
San Marcos.

# VISION 2017

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Using the power of history to transform lives, create a sense of place, and protect and promote the unique identity of San Marcos.

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San Marcos is fortunate to have many neighborhoods that are rich in historic value as well as citizens committed to retaining that heritage. The vision set by the Historic Preservation Commission will ensure that the City's unique character will continue to be what draws people to live here.

# 03

# GOALS

## SWOT ANALYSIS

To assist in the development of goals for the Commission, a SWOT Analysis was conducted.

### Strengths

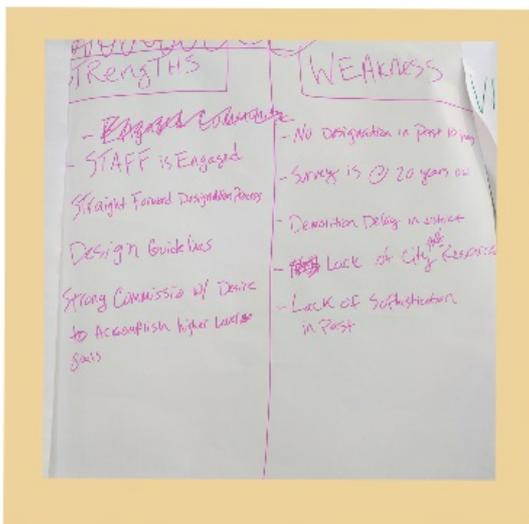
The Commission determined that the community's biggest strengths are:

- City of San Marcos Planning Staff is engaged.
- The designation process is fairly straight forward in the Land Development Code.
- The City has adopted and is using Design Guidelines.
- The City has a strong Historic Preservation Commission with the desire to accomplish higher level goals.

### Weaknesses

The Commission believe that the community's weaknesses in historic preservation are:

- There has not been a designation of a district or landmark in the past 10 years.
- The existing resource surveys are at least 20 years old, if not older.
- There is no demolition delay regulation in the Code which would allow buildings that meet certain historic criteria to be reviewed prior to demolition.
- There is a lack of City staff resources devoted to historic preservation.
- There has been a lack of sophistication in the past.



# 03

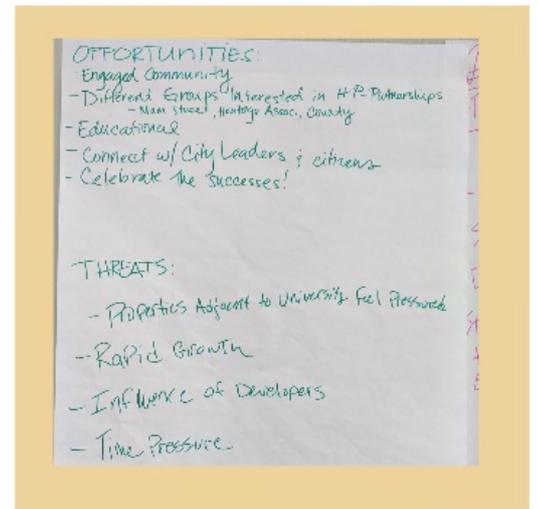
# GOALS

## SWOT ANALYSIS (CONTINUED)

### Opportunities

The Commission found that there are many opportunities in the community for historic preservation:

- The City has a very engaged community.  
There are many different groups who are interested in historic preservation such as Main Street, the Heritage Association of San Marcos, and the Hays County Historical Commission.
- Education! Education! Education!
- Connecting with City leaders and citizens
- Celebrating the successes of the Commission



### Threats

The Commission perceives the following as the biggest threats to historic preservation:

- Properties adjacent to the University feel pressured.
- Rapid growth
- Influence of developers
- Time pressure

# GOALS & OBJECTIVES 2017

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## Goal 1: Identify and Prioritize Historic Resources.

Objective 1: Update existing resource surveys.

Objective 2: Adopt a survey plan.

## Goal 2: Expand Protection of Historic Resources.

Objective 1: Fill in gaps in existing districts.

Objective 2: Implement recommendations from  
survey plan.

## Goal 3: Promote Historic Preservation through Outreach and Education.

Objective 1: Coordinate with other local historic  
organizations and host an event.

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Successful  
historic  
preservation  
programs can  
enhance the  
quality of life.

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# 04

## 2017-2018

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### **Goal 1: Identify and Prioritize Historic Resources.**

#### **Objective 1: Update existing resource surveys.**

In order to accomplish the Commission's top goal of 2017, a phased citywide Comprehensive Resource Survey should be conducted. Currently, multiple resource surveys exist. Having an updated and consolidated survey will allow the Commission to identify any areas that could benefit from inclusion into a district or listing as a local landmark. There is money in the current Planning and Development Services budget to do this.

### **Goal 1: Identify and Prioritize Historic Resources**

#### **Objective 2: Adopt a survey plan.**

A survey plan will ensure a clear, consistent, and fair approach in how districts are delineated and how landmarks are identified. City Staff will work either with a consultant or with the Texas Historical Commission CLG Staff to draft a survey plan.

### **Goal 2: Expand Protection of Historic Resources**

#### **Objective 1: Fill in gaps in existing districts.**

The Commission has begun the steps necessary to fulfill their second goal of expanding protection of historic resources. The expansion of the Lindsey-Rogers and Hopkins Street Historic Districts is currently in process.

### **Goal 2: Expand Protection of Historic Resources**

#### **Objective 2: Implement recommendations from survey plan.**

Recommendations from the survey plan could include prioritizing survey phases according to factors affecting historic resources in the City and establishing a schedule for regular updates to the plan. By implementing the recommendations from the plan, historic preservation efforts become more proactive and predictable leading to the increase in effectiveness of future surveys.

### **Goal 3: Promote Historic Preservation through Outreach and Education.**

#### **Objective 1: Coordinate with other local historic organizations and host an event.**

This will require partnering with other local historic organizations such as, but not limited to, Main Street, the Hays County Historical Commission, and the Heritage Association. May is National Preservation Month and would be an appropriate time to work together to host an event.

### **Additional Recommendations**

In addition, Staff recommends to hold a Goal setting workshop annually. This will allow the Commission the chance to review and amend goals as necessary. Staff recommends holding this workshop in March as new Commissioners are generally appointed in February.

# Letter from the Historic Preservation Commission

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For over 30 years, the San Marcos Historic Preservation Commission has worked to protect and preserve the historical resources of our community, and to promote the unique culture and heritage of San Marcos. Our Commission also has the specific purpose of holding public hearings and granting Certificates of Appropriateness for hundreds of properties across seven identified historic districts, including Historic Downtown San Marcos surrounding the Hays County Courthouse.

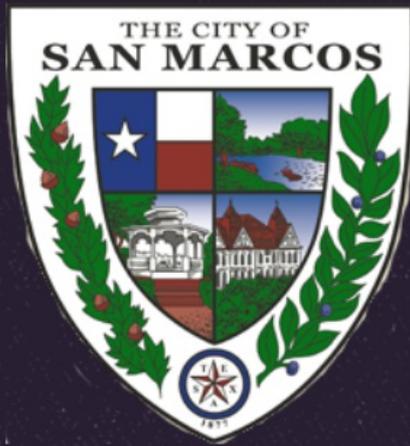
We believe that there are two key goals for our Commission to strive for over the next year. The first is the expansion of the Lindsey-Rogers and Hopkins Street Historic Districts to include historically significant properties between Burluson and West Hopkins. The Commission believes this is the first step in a comprehensive review of properties neighboring our already-established historic districts, to ensure a clear, consistent, and fair approach in how our city historic districts are delineated. Members of the Commission have received comments from the public to the effect that the current maps of historic districts (dated July 2008) appears disjointed, inconsistent, and "gerrymandered". We believe that a comprehensive review and expansion of our historic districts is an important step in preserving historic properties for the future, ensuring consistent application of our design standards and City code, and in maintaining a high level of trust and confidence in city government.

Our second key goal is a new Historic Resource Survey. As the previous survey will be twenty years old in 2017, the Commission believes now is the best time to start work on a new survey of historic properties in San Marcos. As the data and resources the Commission relies upon become increasingly out of date, the Commission's ability to properly assess and review historic properties will become more and more challenging. In addition, a new Historic Resource Survey will assist in the proper expansion of our historic districts mentioned previously.

Because of the rapid growth of San Marcos, the Commission believes that the steps we as a community take over the next few years will play a vital role in determining how well we can preserve, protect, and promote the rich and diverse historic and cultural heritage of San Marcos. To carry out our shared goals and objectives for the next year, we are asking for the Historic Preservation Commission to be assigned a full-time member of City staff, for the resources necessary to conduct a new Historic Resource Survey, and for any other support that can be provided to meet and exceed our goals for the next year. We look forward to working together to protect and preserve the history of San Marcos.

Sincerely,  
The City of San Marcos Historic Preservation Commission

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# Planning and Development Services