



Presentation Historic Preservation Plan

Receive a staff presentation and hold discussion on the Historic Preservation Plan.

To view the Final Draft Plan, please visit: <https://www.sanmarcostx.gov/hpp>

Role of the Historic Preservation Plan



- Develop a vision and implementation plan to **guide** the City's historic preservation activities over the next 10 years.
- **Engage** with the community on concerns and ideas related to historic preservation.
- **Analyze** existing conditions and provide background history and context.
- Define long-term planning **goals**.
- Provide **Solutions** to fulfill these goals.



PROJECT TIMELINE



Project Kick-Off	Existing Conditions Analysis	Community Engagement	Draft Plan	Plan Review	Final Plan Presentation	Plan Adoption
Spring/Summer 2024	Summer 2024	Summer/Fall 2024	Winter 2024/ Spring 2025	Summer 2025	Fall 2025	Winter 2025/2026

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Summary of Community Outreach



- Interviewed Stakeholder Groups
- Community Wide Survey
 - English & Spanish
 - Available at the Library & Activity Center
 - **426 responses**
- Hosted **2 Pop-Up Events** at the Library
- Hosted **2 Community Workshops**
 - 89 attendees across the 2 workshops
 - 313 comments received
- **Draft Plan Public Review Period (June 27-July 27, 2025)**
 - 389 comments received
 - 210 Public Review
 - 179 Historic Preservation Commission Steering Committee

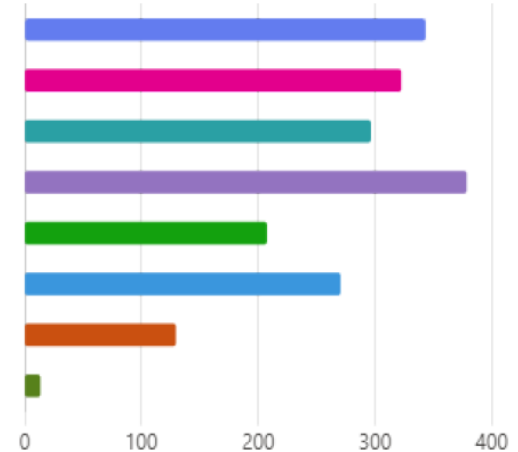


What We Found

We received **426** responses to the Community Survey

In your opinion, why is it important to preserve San Marcos's culture, buildings, sites, and neighborhoods?
Please select all that apply.

Leaves a legacy for future generations to learn from and enjoy	343
Creates educational opportunities surrounding history and culture	322
Demonstrates respect for our ancestors and culture	296
Retains community character and sense of place	378
Improves quality of life	207
Reduces urban sprawl and saves open spaces	270
Creates opportunities for economic development	129
Other	13



When new people move here, it is important for the City to help them learn about San Marcos's historic preservation program.

79% Strongly Agree/Agree

The City should create more opportunities for residents and visitors to learn about its history and its historic buildings, sites, and neighborhoods.

85% Strongly Agree/Agree

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PLAN OVERVIEW



Executive Summary

1. Preservation in the U.S. & Texas

- Preservation Common Terms
- Benefits of Historic Preservation
- Overview of Federal, State, & Local Levels of Historic Preservation
- Preservation Agencies & Partners
- Historic Resources Surveys & Historic Designations

2. Cultural & Historical Context

- Historical Timeline

3. Preservation in the City of San Marcos

- Overview of population & resources
- Historic Districts & Properties



PLAN OVERVIEW



4. Programs & Policy Analysis

- Government Overview
- Evaluation of Historic Preservation Efforts

5. Historic Preservation Goals

- Goals, Findings, & Solutions
- Case Studies

Implementation Matrix

- Plan Implementation & Maintenance

Appendix

- Abbreviations, Acronyms, & Initialisms and Glossary
- Public Outreach Methods & Responses
- Funding Sources

GOALS



Anatomy of the Goals

- Each of the 5 Focus Areas:

- Describes **Key Findings**

- Informed by public input and a review of existing City codes and processes


- Identifies specific **Solutions**

- Tailored after review of **community and stakeholder feedback** received as part of the Plan's development

Some goals also include snapshots that highlight **Potential Partners** who could support the successful implementation of specific Solutions.

SUSTAINABILITY & RESILIENCY

FINDINGS




1. San Marcos is committed to fostering a sustainable and resilient community through environmental conservation and resource efficiency.
2. The Design Manual addresses Sustainability.
3. Historic preservation policies can be updated to promote sustainability related to the built environment.

In a study for the City of San Antonio, done as part of the process to establish the *San Antonio Historic Preservation & Conservation Program* (see the Case Study on the following page), PlaceEconomics determined that material reuse industries are anticipated to grow faster than the national economy as a whole.

- Between 2009 and 2021, over \$1.4 million of salvageable building materials were sent to the landfill in San Antonio.
- Demolitions in 2020 could have resulted in salvaged framing for more than 600 houses.
- Reuse and refurbishment create 300 jobs per 10,000 tons of waste, compared to 1-6 jobs created by the traditional landfill and incineration process for the same amount of waste.
- A national survey showed that labor income from deconstruction is about four times as much as labor income from demolition.
- Mechanical demolition presents health hazards to residents.

SOLUTIONS



1. Consider developing and adopting a deconstruction ordinance that would require building material salvage, recycling, and reuse when buildings are demolished or renovated. Implementation of this goal could include partnerships between private property owners and the City to store materials at a designated city facility or could include exemptions in the city code relating to the storage of historic materials.
2. Explore partnerships to spearhead architectural salvage.
3. Educate property owners about the sustainability benefits of historic buildings, including the energy saved from reusing and rehabilitating older properties rather than demolishing them. Publish a handout with statistics and examples. Consider direct mailing to property owners.
4. Create resources online that include how to affordably make buildings more energy efficient, including newsletter highlights and a permanent place on the City's website.

POTENTIAL PARTNERS

[Hays County Historical Commission](#)
[Heritage Association of San Marcos](#)

SOLUTION SOURCES

Galveston's [Architectural Salvage Warehouse](#), which is operated by the non-profit Galveston Historical Foundation.

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Case Studies

Case studies in the plan showcase similar communities that have experienced success with specific Solutions.

- **San Antonio** has developed a robust **Deconstruction Ordinance** that requires the full deconstruction of certain properties, instead of mechanical demolition.
- Part of the Deconstruction & Circular Economy Program
 - Material Innovation Center
 - Living Heritage Trades Academy
 - Community Tool Library

CASE STUDY:
SAN ANTONIO DECONSTRUCTION & CIRCULAR ECONOMY PROGRAM

In 2022, the City of San Antonio adopted a [deconstruction ordinance](#) that requires the full deconstruction—instead of mechanical demolition—of certain properties in the city. The ordinance is part of the city's Deconstruction & Circular Economy Program, which aims to develop policies and partnerships to advance building material recovery and reuse. The Office of Historic Preservation developed the program in collaboration with a Deconstruction Advisory Committee, community stakeholders, and the City Council. The City Council began exploring strategies for reducing demolitions in 2017, recommended a deconstruction ordinance in 2019, and the ordinance was adopted in 2022.

Applicable to residential buildings (up to 8 units) and rear accessory buildings that:

- Were built on or before December 31, 1945, and are within city limits, or
- Were built on or before December 31, 1960, and are designated historic or within a Neighborhood Conservation District.
- The Office of Historic Preservation reviews all applications for demolition to determine if the ordinance is applicable.
- A certified Deconstruction Contractor (any person doing work within the building trades or construction profession that has completed a city sponsored deconstruction training) must perform the work. They disassemble the building and salvage any reusable or recyclable material.

[Deconstruction Ordinance](#)

The Office of Historic Preservation and [Port San Antonio](#) partnered to establish the MIC in the NRHP-listed Bungalow Colony at the Port. MIC includes a warehouse for materials salvaged through the deconstruction ordinance. Accepts donated historic-age and new surplus building materials from city residents. Acts as the hub of the city's Deconstruction & Circular Economy Program and anyone can purchase materials from the MIC.

[Material Innovation Center \(MIC\)](#)

Comprehensive training program managed by the Office of Historic Preservation. Based in the MIC. Offers training in traditional crafts and skills through apprenticeships, courses, and hands-on training. Open to all applicants, including homeowners, contractors, realtors, and students.

[Living Heritage Trades Academy](#)

Proposed pay-what-you-can tool rental program in the MIC. Aims to provide an opportunity for all city residents to access tools to repair and improve their communities. Will accept donated tools.

[Community Tool Library](#)

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Focus Area: Administration

Effective administration of a successful preservation program depends on the organized collaborative efforts of various city departments, staffing, commissions, boards, and procedures to support preservation objectives and ensure that administrative resources are available and adequate.



Example Solutions

Key Findings: Implementation of the Plan will likely increase demands on City staff, and while membership of the Historic Preservation Commission doesn't currently reflect the diversity of the city, progress is being made.



- ❖ Draft a hiring plan to increase staff capacity for implementing the Historic Preservation Plan with consideration to creating new positions, hiring consultants, or reallocation of duties.
- ❖ Work with neighborhood associations, residents, and other community groups to fill HPC positions with individuals who reflect the city's diversity.



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Focus Area: Survey & Recognition

Identifying and recording historic places that contribute to the San Marcos's unique identity ensures that its historical resources are preserved, maintained, and celebrated. A comprehensive inventory of cultural and historical resources provides an understanding of San Marcos's history, a basis for preservation efforts, and encourages citizen engagement by making the information easily accessible.

Example Solutions



Key Findings: San Marcos lacks representation of diverse histories in its preservation efforts. Many properties that meet the age criteria for historic designation have yet to be surveyed or assessed for their historical significance. There are also untapped opportunities for sharing a more inclusive and comprehensive narrative of the community's past.



- ❖ **Identify and coordinate with partners, such as local cultural or historical organizations, to apply for TCA designation of Cultural Districts.**

Focus Area: Economic Development

Financial incentives and other benefits stimulate investment in historical resources, encourage owners of historical properties to follow appropriate procedures, and assist those with limited budgets to undertake preservation activities.



Example Solutions

Key Findings: There are no local tax incentives for historic preservation. Inherited historic homes (50 years old or older) are often at risk of sale, demolition, or loss because heirs face financial burdens and legal barriers that make it difficult to remain in the property. The City's adoption of the International Existing Building Code has made it easier to adaptively reuse older buildings.



- ❖ **Consider starting a City-funded program to offer significant financial incentives for home improvements to owners of buildings that are historic-age but are not designated or not necessarily historically significant.**
- ❖ **Explore incentives to help descendants retain inherited historic properties, such as tax relief, repair assistance, or legal aid for title clearing, with emphasis on supporting low- and moderate-income families.**



Focus Area: Signage & Wayfinding

Signs and other interpretive materials provide residents and visitors alike with a sense of place, playing a key role in highlighting a place's history and culture. They also ensure that the City's historical resources are accessible and easy to locate.



Example Solutions

Key Findings: Numerous interpretive panels at trailheads and throughout the community, along with interpretive signage at select City-owned landmarks and parks. A local marker designed for designated historic landmarks has also been approved by the Historic Preservation Commission, though installation is still pending. Community organizations, such as the Council for Indigenous and Tejano Community (CITC), have played a vital role in advancing this work, including securing several of the city's most recent state historic markers.



- ❖ **Require developers seeking rezoning, special permits, platting, demolition, etc. to fund on-site interpretive panels and incorporate site-specific history in naming roads or other features within the development.**
- ❖ **Explore developing a bilingual local wayfinding program and consider participation in the Texas Heritage Trails Program.**



A photograph of three children, two girls and one boy, looking down at a display on a wooden table. The girl on the left is wearing a green jacket, the boy in the middle is wearing a dark jacket, and the girl on the right is wearing a red jacket. The background is a dark, textured surface.

Engagement & Education

Building awareness, fostering appreciation, and providing information about preservation are vital components of an effective preservation plan and encourage community involvement. Empowering citizens to participate and understand historic preservation facilitates good stewardship of the city's diverse historical resources.

Example Solutions



Key Findings: San Marcos has an opportunity to tell a more inclusive and representative story through creative approaches to interpretation and engagement. The City's rich cultural heritage and vibrant arts scene offer ongoing opportunities to elevate underrepresented voices in collaboration with community and preservation partners.



- ❖ Find and engage local artists that can create family-friendly works ranging from murals to sculpture for future use as public art to tell the history of the City. Explore projections and movable canvases that can be affixed without damaging historic materials.
- ❖ Partner with community stakeholders to develop a walking tour program. Design tours spread throughout the City highlighting diverse communities, cultures, and backgrounds.

Adoption Process

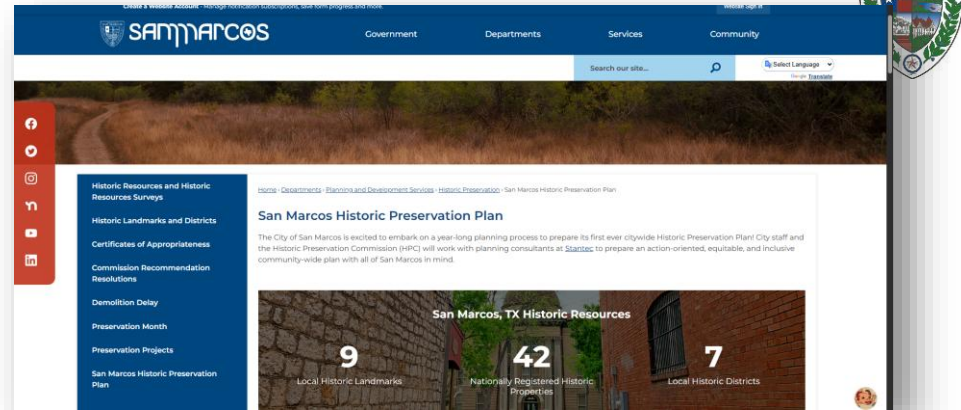


Meeting Type	Date
Update to Historic Preservation Commission	October 2
Update to Planning and Zoning Commission	October 14 (tonight)
Update to Neighborhood Commission	October 15
Update to City Council	October 21
Historic Preservation Commission Public Hearing & Action	December 4
Planning & Zoning Commission Public Hearing & Action	December 9
City Council Public Hearing & No Action	January 20, 2026
City Council Resolution Adoption	February 3, 2026

Explore the Website

www.sanmarcostx.gov/hpp

- View the **Draft Plan**
 - Keep track of the Project Timeline
- Explore **Past Events**
- Submit **Historic Photos**



Thank You!

