



Public Hearing & Resolution

San Marcos Historic Preservation Plan

Receive a Staff presentation and hold a Public Hearing to receive comments for or against Resolution 2026-XXX, regarding the San Marcos Historic Preservation Plan, and provide direction to staff.

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

Role of the Historic Preservation Plan



- Provides the **framework** needed to identify and address underrepresented and at-risk resources through future action
- **Analyze** existing conditions and provide background history and context.
- **Establish** priorities, strategies, and implementation tools.
- Establish a shared roadmap for **future preservation decisions**.

Plan Relationship to Comprehensive Plan



HN-3.3 Adopt a Preservation Plan to guide the protection, preservation, rehabilitation, and adaptive reuse of historic residences and resources, and the historic and cultural resources of minority communities.

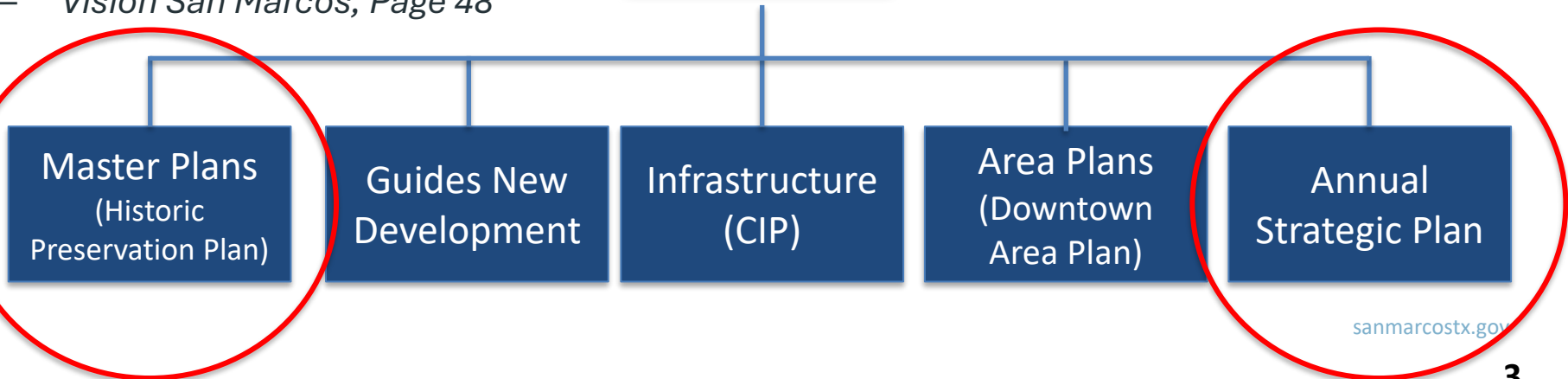
– *Vision San Marcos, Page 48*



Goal 1: Quality of Life & Sense of Place, Outcome C

Strategy II: Create, adopt, and implement the Historic Preservation Plan

– *2025 Strategic Plan, Page 6*



National Trust for Historic Preservation Grant



Grant Awarded

- *April 2024*: City received a **\$5,000** National Trust Preservation Fund Grant from the National Trust for Historic Preservation

Project Support

- **Funds a portion** of the project while the rest is funded by the Capital Improvements Plan (CIP)

Grant Requirement

- Historic Preservation Plan must be adopted before the end of **February 2026** to meet grant requirements



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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



We are here!

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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



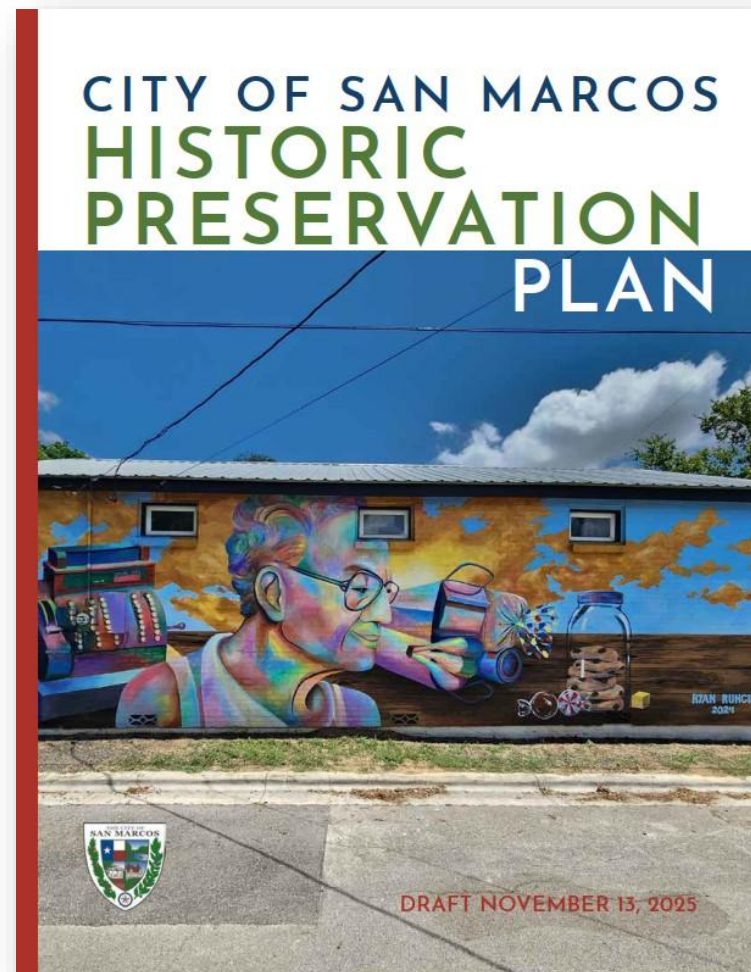
PLAN OVERVIEW

Executive Summary

1. Preservation in the U.S. & Texas
2. Cultural & Historical Context
3. Preservation in the City of San Marcos
4. Programs & Policy Analysis
5. Historic Preservation Goals

Implementation Matrix

Appendix



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 *Design Manual & Circular Economy 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](#)

HISTORIC PRESERVATION GOALS 107

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.



Focus Area: Survey & Recognition



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.

Example Solutions:

- ❖ **Develop thematic context statements to document history and facilitate designation. Topics could include the San Marcos River, women's history, Indigenous Cultures history, Latino history, and Black history.**
- ❖ **Identify and coordinate with partners, such as local cultural or historical organizations, to apply for TCA designation of Cultural Districts.**

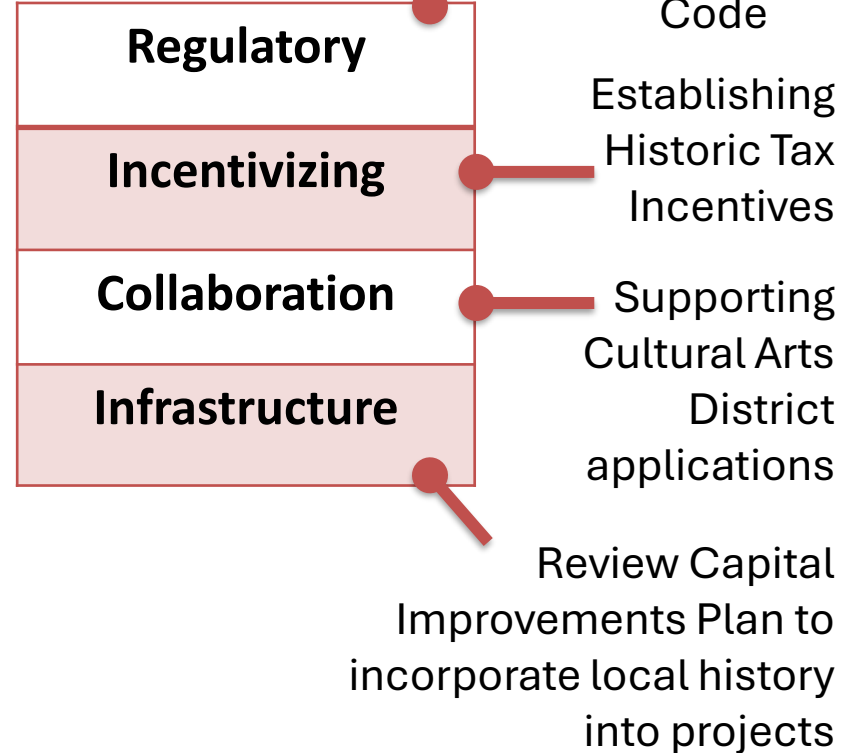
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Implementation Strategy



- Establish **Council-appointed HPP Oversight Committee**
- Create **Implementation Tracking Tool**
 - Includes department reporting
 - Evaluate projects, plans, and policies for short-term implementation
 - Establish implementation method
- Create **Annual Work Plan** for Historic Preservation Commission
- Resource for City Council **Strategic Plan/Visioning**

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actions



Adoption Process

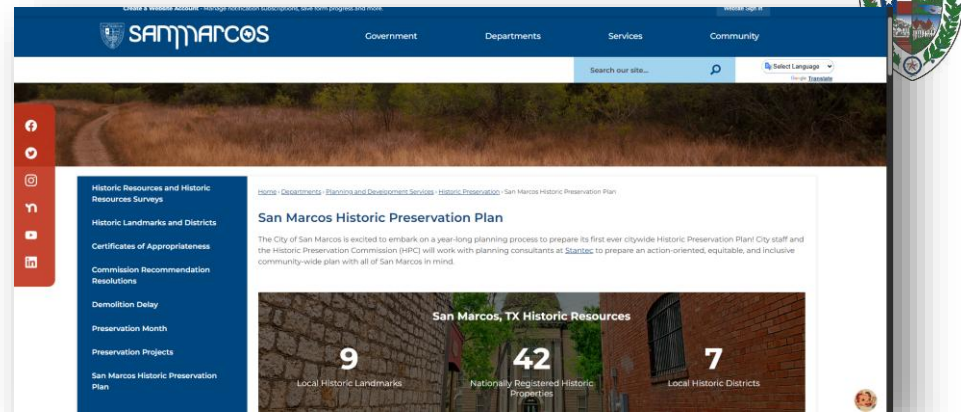


Meeting Type	Date
Update to Historic Preservation Commission	October 2 (<i>tonight</i>)
Update to Planning and Zoning Commission	October 14
Update to Neighborhood Commission	October 15
Update to City Council	October 21
Historic Preservation Commission Public Hearing & Action	December 4
Planning & Zoning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

Explore the Website

www.sanmarcostx.gov/hpp

- View the **Plan**
- Explore **Past Events**
- Submit **Historic Photos**

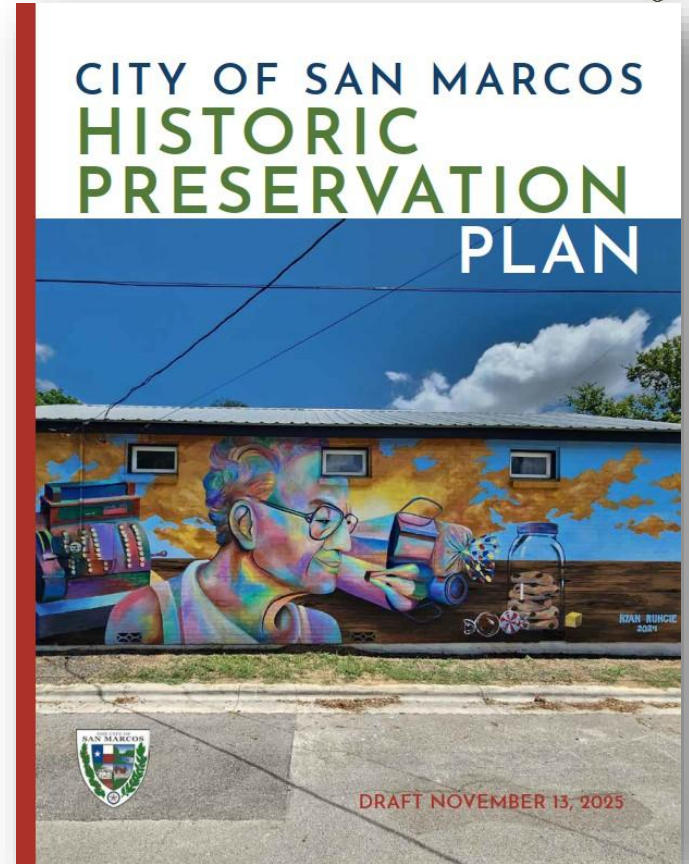


Historic Preservation Commission Recommendation



At the December 4th Regular Meeting of the Historic Preservation Commission:

- 7 recommended **approval** of the San Marcos Historic Preservation Plan with a minor amendment to the timeline in Chapter 2 to update information associated with a specific date



Amendments to Plan – Timeline

- Timeline has been amended to better reflect that San Marcos integrated school earlier than most
 - Brown v. Board of Education first decided in 1954
 - Brown v. Board of Education II decided in May 1955
 - San Marcos School Board voted to integrate on two months after in August 1955

Refer to page 40 of Plan



POSTWAR GROWTH & PRESERVATION MOVEMENT (1945-1992)

Texas State Historical Survey Committee established.

Racial segregation in schools ruled unconstitutional in Brown v. Board of Education I

Public schools ordered to desegregate "with all deliberate speed" in Brown v. Board of Education II

1951

New high school for white students built at former Coronal Institute site.

1953

The Army Airfield was renamed Gary Air Force Base for the first local soldier killed in WWII.

1954

Travis Junior High and Bowie Elementary opened for White students.
Paul Rogers platted Spring Lake Hills subdivision.

1955

School Board voted to integrate African American students with Anglo American and Mexican American students in August, two months after Brown v. Board of Education II decision.



1952 Aquarena Theatre (Popular Mechanics)
1953 ROTC Parade (Courtesy of SMPL, SM-HCC)

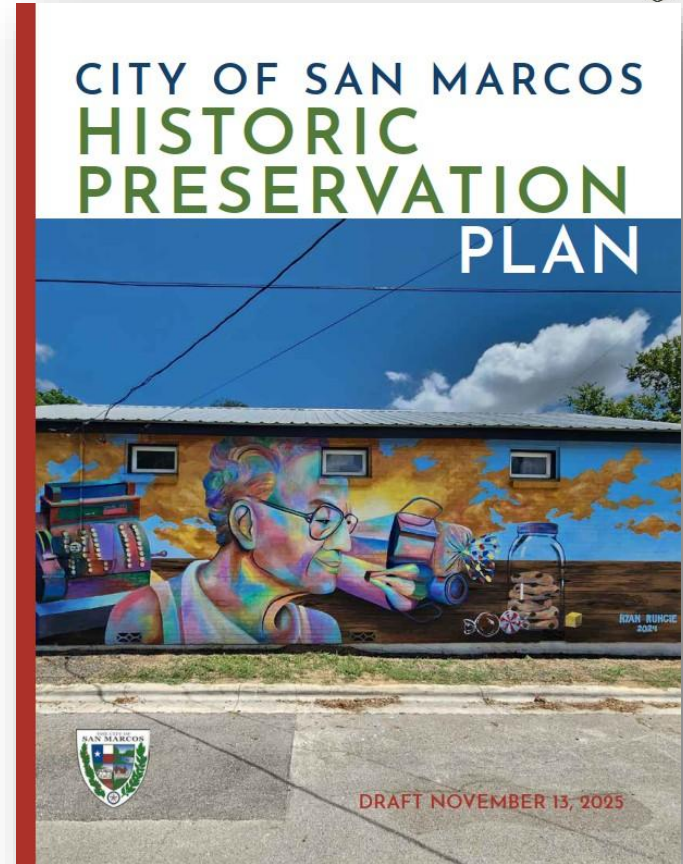


Planning & Zoning Commission

Recommendation

At the December 9th Regular Meeting of the Planning and Zoning Commission:

- **9** recommended the following:
 1. An on-going stakeholder committee to implement and as necessary propose revisions to the plan; and
 2. Opportunities for additional public input and feedback to be added to future revisions of the plan.



Amendments to Plan – Implementation & Maintenance

- Section has been amended to:
 - Clarify the **purpose** of the Plan as a policy and guidance document
 - Expands on the long-term implementation strategy to establish a **Historic Preservation Plan Oversight Committee**
 - Should be City Council-appointed
 - Meet regularly, at least 2X per year
 - Add any future changes to the Plan **provide opportunities** for public input

Refer to page 152 of Plan

PLAN IMPLEMENTATION & MAINTENANCE

The Historic Preservation Plan is a policy and guidance document that does not itself rezone property, designate historic landmarks or districts, approve development projects, or allocate funding. It is intended to guide the City's Historic Preservation Program for up to 10 years. In coordination with the HPO, the HPC should, annually, discuss progress on the plan and establish priorities for the year through creation of an Annual Work Plan. Unforeseen events or new initiatives that were not included in this document may require the City and/or HPC to amend the plan or create internal policies, or guidelines prior to the next update cycle. The City should initiate a review and update of this plan five years after its adoption to maintain its impact and alignment with evolving community needs.

As the final goal a long-term implementation strategy, the City of San Marcos should consider establishing a permanent Historic Preservation Steering Committee, appointed by City Council, to build on the success of public involvement and investment in this plan. The committee would include representatives from key non-profit groups involved in the drafting of this Historic Preservation Plan, such as the Dunbar Heritage Association, the Calaboose African American History Museum, Centro Cultural Hispano de San Marcos, Indigenous Cultures Institute, and Council for the Indigenous & Tejano Community, Heritage Association of San Marcos, and Texas State University. The committee should meet regularly, at least twice per year, and would support implementation by tracking progress on goals and metrics, sharing updates, coordinating programs, and advising on potential amendments to the Historic Preservation Plan. Any changes to the Historic Preservation Plan should provide opportunities for public input.

In conclusion, the Historic Preservation Plan for San Marcos, Texas, affirms the community's commitment to safeguarding its rich cultural heritage while supporting sustainable growth and resilience. By protecting historic resources, San Marcos not only preserves its unique character but also leverages its past to enhance quality of life, economic vitality, and environmental stewardship. Through continued collaboration among residents, city officials, and preservation partners, San Marcos will ensure that its historic places remain vibrant, meaningful, and relevant for generations to come.



Cheatham Street Warehouse adapted from a grocery warehouse into an iconic music venue in 1974 (COSM)

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Staff Recommendation



Staff recommends **approval** of the San Marcos Historic Preservation Plan.

No action will occur at this meeting. Action will occur at the February 3 City Council Meeting.

To view the Plan, please visit www.sanmarcostx.gov/hpp