

HISTORIC AND DESIGN REVIEW COMMISSION

February 03, 2021

HDRC CASE NO: 2021-008
CITY COUNCIL DIST.: All
APPLICANT: Office of Historic Preservation
TYPE OF WORK: OHP Local Markers
APPLICATION RECEIVED: January 07, 2021
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Rachel Rettaliata and Jessica Anderson
REQUEST:

The applicant is requesting approval of the proposed Office of Historic Preservation Alternative Markers Program.

FINDINGS:

The Office of Historic Preservation (OHP) has worked with community leaders to develop the Alternative Markers Program, a local markers program that is not bound by the constraints of the traditional and more formal historical markers programs that currently exist at the state and national level. The working group for the alternative markers program has included stakeholders that broadly represent the population of San Antonio, such as the Westside Preservation Alliance, the Esperanza Peace & Justice Center, SAAACAM, and the Conservation Society of San Antonio. The working group reviewed proposals by OHP staff and provided feedback to ensure that the alternative markers program meets the goals of the initiative. The City of San Antonio does not currently have a local markers program. Individuals and organizations who wish to commemorate a person, group, or event, must bear the burden of applying for, paying for, and maintaining their proposed marker. At this time, individuals and organizations can order a custom-made marker or apply to install a state-level Texas Historical Commission (THC) subject marker. These existing options are both time-intensive and costly. An alternative markers program would increase the inclusivity of the commemorative landscape in San Antonio and provide an accessible and affordable solution to recognizing a more diverse set of culturally and historically significant sites in the city.

The Alternative Markers Program proposal addresses the issues that face individuals wishing to commemorate a person, group, or event. With the guidance of the working group, OHP staff proposes two alternative markers programs centered on community participation and community review and that champion San Antonio's untold stories. The *There's a Story Here (TASH)* program is a marker campaign that focuses on crowdsourcing stories about places that are special to San Antonians. This project seeks to celebrate fun, obscure, meaningful, and previously untold stories by highlighting locations tied to these stories with yard signs or stickers and public engagement. Members of the public will have the opportunity to submit stories to the OHP Discovery Map, where their story will then live on a location-enabled *TASH* layer using ArcGIS Experience Builder. Storytellers are able to include photos, video, news articles, and audio with their submission to help tell the story of the site. Please note, that language will be included in the submission form that will allow OHP staff to filter out submissions that are inappropriate, offensive, or are misrepresentations of the past.

The *TASH* program features two marker styles. *TASH* signs, that are 6"x9" chloroplast signs that are comparable in size to security decal markers, which do not require review or approval for installation, and the 3"x6" *TASH* sticker. Applicants who are not the property or building owner are expected to get permission to install on private property or, alternately, provide information about sign/sticker placement in the public right of way. Both marker types feature the heading "There's a Story Here" with a QR code and the shortened url, SApreservation.com/tash, where additional information about the site can be accessed. Once the storyteller places the sign or sticker on location, the public can access the story by scanning the QR code on the sign or sticker. This program provides the opportunity for the public to share a broad cross section of stories that do not require extensive historical research. Therefore, we will be able to highlight stories about San Antonio that capture places of cultural significance, that are tied to traditions, oral histories, myths and legends, and personal experiences.

History Here is the second alternative markers program. The *History Here* program prioritizes untold, untold, and geographically diverse stories, substantiated by research, embedded community knowledge, oral traditions, and other nontraditional approaches to public history. At this level, members of the public will nominate a site to receive a *History*

Here marker. The nomination will be reviewed by a Community Review Committee that will be comprised of individuals representing the organizations previously mentioned and subject-matter experts, as deemed appropriate. The process will be qualitative, rather than quantitative; therefore, the Community Review Committee will not review nominations with predetermined criteria but will assess each nomination on a case-by-case basis for local significance. The nominator will have the opportunity to revise and resubmit the application following Community Review Committee feedback. Once a nomination has been approved, OHP staff will add the marker location to the location-enabled map, where it will be accessible to the public.

The markers proposed for the *History Here* program are 18"x24" weather-graded metallic plastic. The *History Here* markers are comparable in size to real estate signage, which does not require review and approval for installation. The *History Here* markers will include the title of the program, the site name and address, 2-3 sentences explaining the significance of the site in English and in Spanish, a QR code and links to additional site information, and the Office of Historic Preservation logo. In an effort to make this program affordable and accessible, OHP will accept donations from the *TASH* markers to offset the cost of the *History Here* markers and will charge approximately \$200 - \$250 per *History Here* marker in order to create a self-sustaining program and to fund markers for nominations that would otherwise be deterred by the cost.

With the Alternative Markers Program, OHP seeks to develop a more inclusive local commemorative landscape that is centered on increasing public participation and engagement to tell a fuller history of San Antonio and the city's built environment. This program seeks to promote San Antonio's cultural heritage and diverse population through lesser known stories and attract new participants in sharing and learning about San Antonio's past. The Alternative Markers Program will heighten public awareness of untold or undertold stories and the significance of places in the city that are not often celebrated.

With HDRC approval of this signage, the markers can be placed on properties or in the public right-of-way with owner consent, as applicable.

RECOMMENDATION:

Staff recommends approval.

there's a
story
here



Learn more about this place or
submit your own story at
SApreservation.com/tash



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OFFICE OF HISTORIC PRESERVATION

HISTORY HERE

RINCONCITO DE ESPERANZA HISTORIC DISTRICT

816 S. Colorado Street

Designated in August 2020, the Rinconcito de Esperanza Historic District is the first local historic district on San Antonio's Westside. The oldest of the 10 historic structures on this site was built before 1906. It is a visible reminder of an earlier era when working-class families built multiple small homes on a single lot in order to make ends meet. The site is also home to past and present businesses and organizations that have served neighbors since the 1920s.

Designado en agosto de 2020, el Distrito Histórico Rinconcito de Esperanza es el primer distrito histórico local en el Lado Oeste de San Antonio. La más antigua de las 10 estructuras históricas en este sitio fue construida antes de 1906. Es un recordatorio visible de una época pasada cuando las familias de clase trabajadora construían varias viviendas pequeñas en un solo lote para poder subsistir. El sitio también alberga empresas y organizaciones pasadas y presentes que han servido a los vecinos desde la década de 1920.



Want to hear more about this site or learn about the
Office of Historic Preservation's HISTORY HERE Project?
Scan the QR code or visit SApreservation.com/historyhere

¿Quiere conocer más sobre este sitio o sobre el proyecto
HISTORY HERE de la Oficina de Preservación Histórica?
Escanee el código QR o visite SApreservation.com/historyhere



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Alternative Markers Program

DEPARTMENT: Office of Historic Preservation

DEPARTMENT HEAD: Shanon Miller, Director

COUNCIL DISTRICTS IMPACTED: All

SUBJECT:

Briefing regarding the alternative markers program initiative and associated draft policy components.

SUMMARY:

San Antonio's historical and cultural significance extends far beyond our historic architecture, well-known histories, and our designated landmarks. San Antonio is rich in stories that celebrate our built environment, diverse communities, and unique traditions. Following years of discussions focused on how to tell a more inclusive San Antonio story, the Office of Historic Preservation is developing a local markers program that will enable community members to commemorate places that tell important untold, undertold, and geographically diverse stories in a way that is accessible, affordable, and inclusive.

BACKGROUND INFORMATION:

Since June 2020, OHP staff has formally worked with community leaders to develop the alternative markers program, a local markers program that is not bound by the constraints of the traditional and more formal historical markers programs that currently exist at the state and national level. The working group for the alternative markers program has included stakeholders that broadly represent the population of San Antonio, such as the Westside Preservation Alliance, the Esperanza Peace & Justice Center, SAAACAM, and the Conservation Society of San Antonio. Over the course of several meetings, the working group reviewed proposals by OHP staff and provided feedback on how to ensure that the alternative markers program meets the goals of the initiative. From the guidance of the working group, OHP staff developed a two-tiered alternative markers program proposal and a framework that will include the participation

of the organizations present in the working group as well as additional organizations that represent all San Antonio communities, such as the American Indians in Texas at the Spanish Colonial Missions, SAPL Texana & Genealogy, Pride San Antonio, AIA Historic Resources Committee, AIA SA Latinos in Architecture, National Organization of Minority Architects, Faculty and student representatives from local colleges and universities in related fields, university and military archivists, religious organizations and archivists, and ecologists/environmental historians.

ISSUE:

The City of San Antonio currently does not have a local markers program. Individuals and organizations who wish to commemorate a person, group, or event, must bear the burden of applying for, paying for, and maintaining their proposed marker. At this time, individuals and organizations can order a custom-made marker or apply to install a state-level Texas Historical Commission (THC) subject marker. An alternative markers program would increase the inclusivity of the commemorative landscape in San Antonio and provide an accessible and affordable solution to recognizing a more diverse set of culturally and historically significant sites in the city.

The THC marker application process requires that the applicant conduct historical research, determine whether a subject is eligible for a Subject Marker, obtain permission from the county historical commission to submit an application, secure permission from the property owner, write a 5-10 page narrative history with citations, submit the formal application, and pay for the marker. The THC review process takes 12-18 months from the time of application until the approval or denial of the request. The application fee is \$100, and the THC marker costs between \$1,100 - \$1,800 depending on the style of the marker. In addition to the application process, the THC reviews subject marker applications based on 10 scoring criteria. Applications that do not meet a scoring threshold are not eligible to receive a marker. While thorough and substantial historic research is valuable, particularly for the state subject marker program, this level of research paired with the application requirements and overall cost of the process is a deterrent for many applicants. This has resulted in a commemorative landscape in San Antonio that excludes many highly significant histories.

The two-tier alternative markers program proposal addresses these issues that face individuals wishing to commemorate a person, group, or event. The first tier of the marker program is called *There's a Story Here (TASH)*. *TASH* is a marker campaign that focuses on crowdsourcing stories about places that are special to San Antonians. This project seeks to celebrate fun, obscure, meaningful, and previously untold stories by highlighting locations tied to these stories with yard signs or stickers and public engagement. Members of the public will have the opportunity to submit stories to the ScoutSA Discovery Map and check a checkbox indicating that they want to participate in the *There's a Story Here* program and receive a sign or sticker. Their story will then live on the ScoutSA Discovery Map on a location-enabled *TASH* layer using ArcGIS Experience Builder. Storytellers are able to include photos, video, news articles, and audio with their submission to help tell the story of the site. Please note, that language will be included in the submission form that will allow OHP staff to filter out submissions that are inappropriate, offensive, or are misrepresentations of the past.

The *TASH* program features two marker styles. Signs are 6"x9" chloroplast signs that are most appropriate for residential structures with yards or areas of the public right-of-way that can accommodate a yard sign. The 3"x6" sticker is most appropriate for commercial buildings or structures without an area for sign placement. Both marker types feature the heading "There's a Story Here" with a QR code and a shortened url where additional information about the site can be accessed. Once the storyteller places the sign or sticker on location, the public can access the story by scanning the QR code on the sign or sticker. This level of the alternative markers program provides the opportunity for the public to share a broad cross section of stories that do not require extensive historical research. Therefore, we will be able to highlight stories about San Antonio that capture places of cultural significance, that are tied to traditions, oral histories, myths and legends, and personal experiences.

History Here is the second tier of the alternative markers program. The *History Here* program prioritizes untold, undertold, and geographically diverse stories, substantiated by research, embedded community knowledge, oral traditions, and other nontraditional approaches to public history. At this level, members of the public will nominate a site to receive a *History Here* marker. The nomination will be reviewed by a Community Review Committee that will be comprised of individuals representing the organizations previously mentioned. The process will be qualitative, rather than quantitative; therefore, the Community Review Committee will not review nominations with predetermined criteria but will assess each nomination on a case-by-case basis for local significance. The nominator will have the opportunity to revise and resubmit the application following Community Review Committee feedback. Once a nomination has been approved, OHP staff will add the marker location to the location-enabled map, where it will be accessible to the public.

The markers proposed for the *History Here* program are 18"x24" weather-graded metallic plastic that cost approximately \$150 each. The *History Here* markers will include the title of the program, the site name and address, 2-3 sentences explaining the significance of the site in English and in Spanish, a QR code and links to additional site information, and the Office of Historic Preservation logo. In an effort to make this program affordable and accessible, OHP will accept donations from the TASH markers to offset the cost of the History Here markers and will charge approximately \$200 - \$250 per History Here sign in order to create a self-sustaining program and to fund markers for nominations that would otherwise be deterred by the cost.

Key anticipated outcomes from the implementation of the alternative markers program include:

- A more inclusive local commemorative landscape;
- Public participation and engagement in the built environment and in the telling of San Antonio history;
- Heightened awareness of untold or undertold stories and the significance of places in the city that are not often celebrated;
- Promotion of San Antonio's cultural heritage and diverse population through lesser known stories;

- Increase in the availability, accessibility, and affordability of commemorating significant sites in San Antonio;
- Inclusion of new participants in sharing and learning about San Antonio's past, including those traditionally excluded; and
- Promotion of sites of local significance through heavy social media presence.

Prior to the proposal, the Office of Historic Preservation has taken several steps to ensure that the alternative markers program will be successful and will address the longstanding issues that community members have experienced in seeking to commemorate people, groups, events, and places in San Antonio.

Final policy components and draft ordinance language will be presented for recommendation at a future date.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

This item is for briefing purposes only. The review and recommendation of draft policy components bears no fiscal impact.

RECOMMENDATION:

This item is for briefing purposes only.

OHP Local Markers Programs

Historic and Design Review Commission
February 03, 2021



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Alternative Marker Goals

Create a local version of the THC subject marker concept that has

- An accessible application process,
- An affordable plaque/marker, and
- Is available to both individuals and organizations.



there's a
story
here



Learn more about this place or
submit your own story at
SApreservation.com/tash



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There's a Story Here

- No formal application, just survey
- Room for personal histories
- 3"x6" sticker or 6"x9" sign
- No cost for sign, but donations recommended
- Placed on site or in ROW
- TASH layer on location-enabled map using ArcGIS Experience Builder



Submit your story at www.sapreservation.com/TASH



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SAN ANTONIO REPTILE GARDEN, BRACKENRIDGE PARK SAN ANTONIO, TEXAS.



Page 10-G San Antonio EXPRESS/NEWS—Sunday, Sept. 17, 1972

The Community Architect Concept

By JENNIS KIDNEY JR.
Norrell D. Haywood is a lot more than San Antonio's only licensed black architect.
He is an intense and involved man who practices as well as preaches as what he calls the "community architect concept."
Haywood believes the overall success of urban community building and rebuilding depends largely on the activity of minority architects and planners to design buildings that will meet the needs of the community.
"Minority architects," he noted, "have a responsibility in redeveloping economically deprived areas."
"They should be able to beneficially serve their profession and community at the same time without having to serve one at the expense of the other," Haywood added.
The local architect blamed mediocre planning and building as causes of decaying black communities in many cities.
"In many instances," Haywood said, "major communal institutions such as schools, hospitals and churches are poorly designed as far as their relationship to their immediate neighborhoods."



Haywood

on East Commerce Street. Haywood said the library will feature a lighted parking area and tinted roof windows. He was selected to design the library by City Council last year.
Also under construction is Antioch Baptist Church, located in the heart of the East Side.
Haywood said the \$405,000 structure will have a special educational facility in its basement. Antioch has been designed for weekday activities as well as Sunday services, he noted.
Another Haywood architectural project is the new \$5 million Phillis Wheatley High School which is slated for completion in 1974. It will be a sprawling two-story, air conditioned mall-type structure and its rooms will not have doors, thus causing an interplay between classrooms and students, Haywood explained.
Like a lot of people, including residents and visitors to San Antonio, Haywood seems to be enthralled by the downtown section of the San Antonio River.
He said, "No doubt, the river area is an attraction and a strong feature of the city, but I think further development of it could be quite advantageous to the city's overall growth."
Some of the facades of buildings along its downtown route should be refurbished. Extending the river to the East Side area near Hackberry Street

Young Architect

Norrell D. Haywood, the city's only licensed black architect, shows a scale model of one of his proposed building designs. Haywood, 35, has three projects which are under construction on the East Side. They are the new George Washington Carver Library, Second Baptist Arms Apartments and Antioch Baptist Church. He is a member of Haywood-Jordan-McCowan architectural firm which has offices in San Antonio and Houston.



THC Subject Markers

Takes 12-18 months from application to approval

7-page application

\$100 application fee

Requirements (condensed)

- Determine whether subject is eligible.
- Get permission from the county historical commission to submit an application.
- Get permission from the property owner.
- Write a 5-10 page narrative history with citations.
- Complete the application form.



THC Subject Marker Costs



Large marker: 27"x42"
\$1800 with post, \$1600 without



Small Marker: 18"x28:
\$1100 with or without post

>> Applicant pays for marker.



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THC Subject Marker Scoring Criteria

100 Possible Points:

- (1) 5 pts. max. Age;
- (2) 10 pts. max. Historical Significance/Architectural Significance;
- (3) 10 pts. max. State of Repair/Integrity;
- (4) 10 pts. max. Diversity of topic for addressing gaps in marker program;
- (5) 15 pts. max. Value of topic as an untold aspect of Texas history;
- (6) 10 pts. max. Endangerment level of property, site or topic;
- (7) 10 pts. max. Available documentation and resources;
- (8) 10 pts. max. Diversity among this group of candidates;
- (9) 5 pts. max. Relevance to other commission programs; and
- (10) 15 pts. max. Relevance to the commission's current thematic priorities.



THC Subject Marker Barriers

- Application cost*
- Application rigor*
- Five- to 10-page narrative*
- Cost of marker

* Staff/volunteer time required to complete the app.



HISTORY HERE

RINCONCITO DE ESPERANZA HISTORIC DISTRICT 816 S Colorado Street

Designated in August 2020, the Rinconcito de Esperanza Historic District is the first local historic district on San Antonio's historic Westside. The structures retain their historic footprints and embody the density, architectural styles, and vernacular forms once seen throughout the neighborhood. The site is also home to past and present businesses and organizations that have served neighbors since the 1920s.

[SPANISH TRANSLATION OF TEXT] Designated in August 2020, the Rinconcito de Esperanza Historic District is the first local historic district on San Antonio's historic Westside. The structures retain their historic footprints and embody the density, architectural styles, and vernacular forms once seen throughout the neighborhood. The site is also home to past and present businesses and organizations that have served neighbors since the 1920s.



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HISTORY
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HISTORY HERE

*The History Here program prioritizes **undertold** and **geographically diverse** stories, substantiated by research, embedded community knowledge, oral traditions, and other nontraditional approaches to public history.*

- Community input in program development followed by community review of nominations
- *Nomination* rather than *application*
- No predetermined nomination criteria
- Revise and resubmit option
- OHP staff will add pin to location-enabled map once nomination is approved
- Social media campaign/public engagement



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18"x24"
Weather-graded
Metallic plastic
Costs about \$150

Site name and
address

Two to three
sentences re:
significance

Links to info
about the site
and program

HISTORY HERE

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Room for
sign sponsor
logo (TBC)

**All information on sign
Included in both
Spanish and English**



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Proposed Community Review Committee Members

- Conservation Society of San Antonio
- Westside Preservation Alliance
- Esperanza Peace & Justice Center
- SAAACAM
- American Indians in Texas at the Spanish Colonial Missions
- SAPL Texana & Genealogy
- Pride San Antonio
- AIA Historic Resources Committee
- AIA SA Latinos in Architecture
- National Organization of Minority Architects
- Faculty and student reps from public history, area studies, preservation, etc.
- University and military archivists
- Religious organizations/archivists
- Ecologists/environmental historians



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The background is a faded, sepia-toned photograph of a large historical map spread out on a table. A person is visible in the upper right, sitting and working on the map. The map features various geographical details, including a large star in the center and several circular emblems. Numerous small white rectangular labels are placed across the map, some pointing to specific locations. The overall scene suggests a historical research or archival setting.

Thank you!



Send questions and/or ideas to
Jessica@sapreservation.com or Rachel@sapreservation.com



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