



# Comprehensive Plan Rewrite

Community Meeting #2 – September 15, 2021





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# Introductions – Org Chart by Expertise



Project Management,  
Vision, Goals &  
Guiding Principles



Facilitation &  
Community  
Engagement



Land Use, Urban  
Design, Health &  
Environment



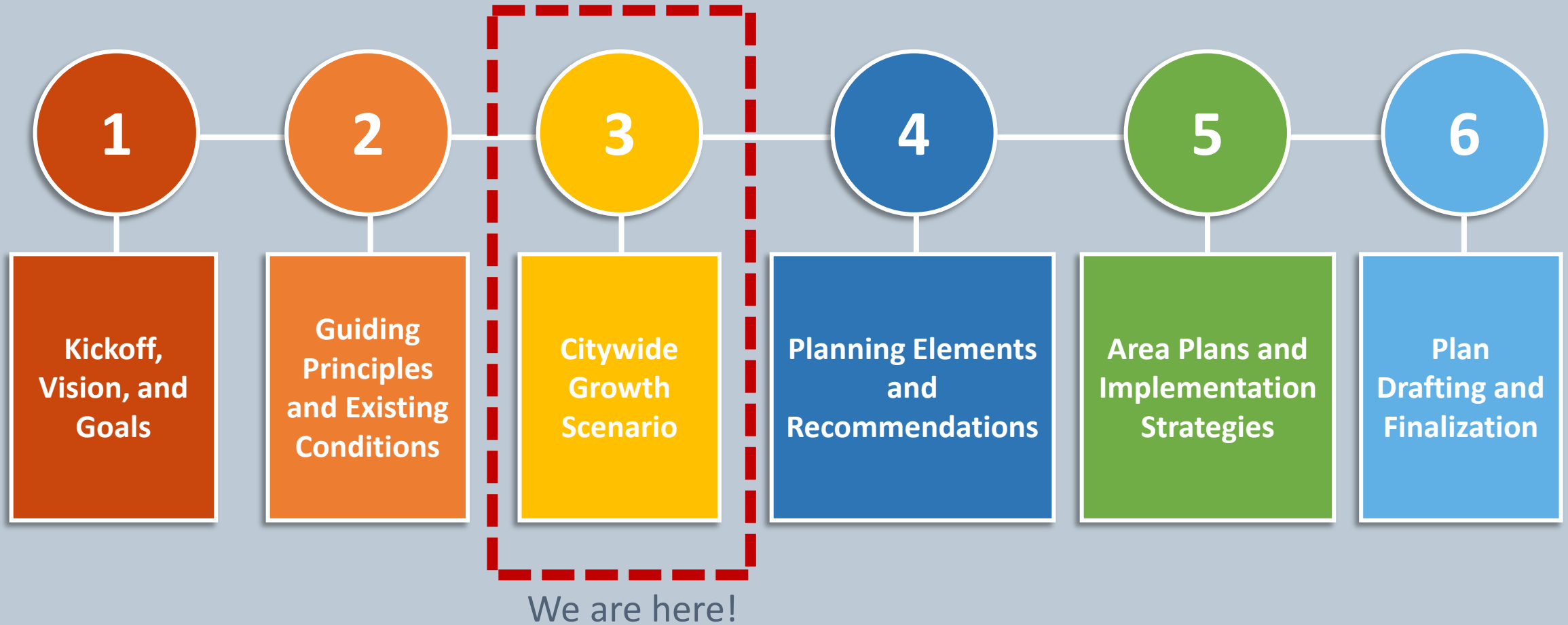
Economic  
Development &  
Housing Analysis



Transportation  
Planning &  
Engineering



# Project Phases (from Public Engagement Plan)





## Objective:

Establish a preferred growth scenario to inform and shape Comprehensive Plan element goals and policies, as well as Area Plans, throughout the rest of the planning process.

# Overview

- Role of the Comprehensive Plan
- Vision and Guiding Principles
- Scenario Inputs and Methodology
- Overview of Detailed Scenarios
- Overview of Stations



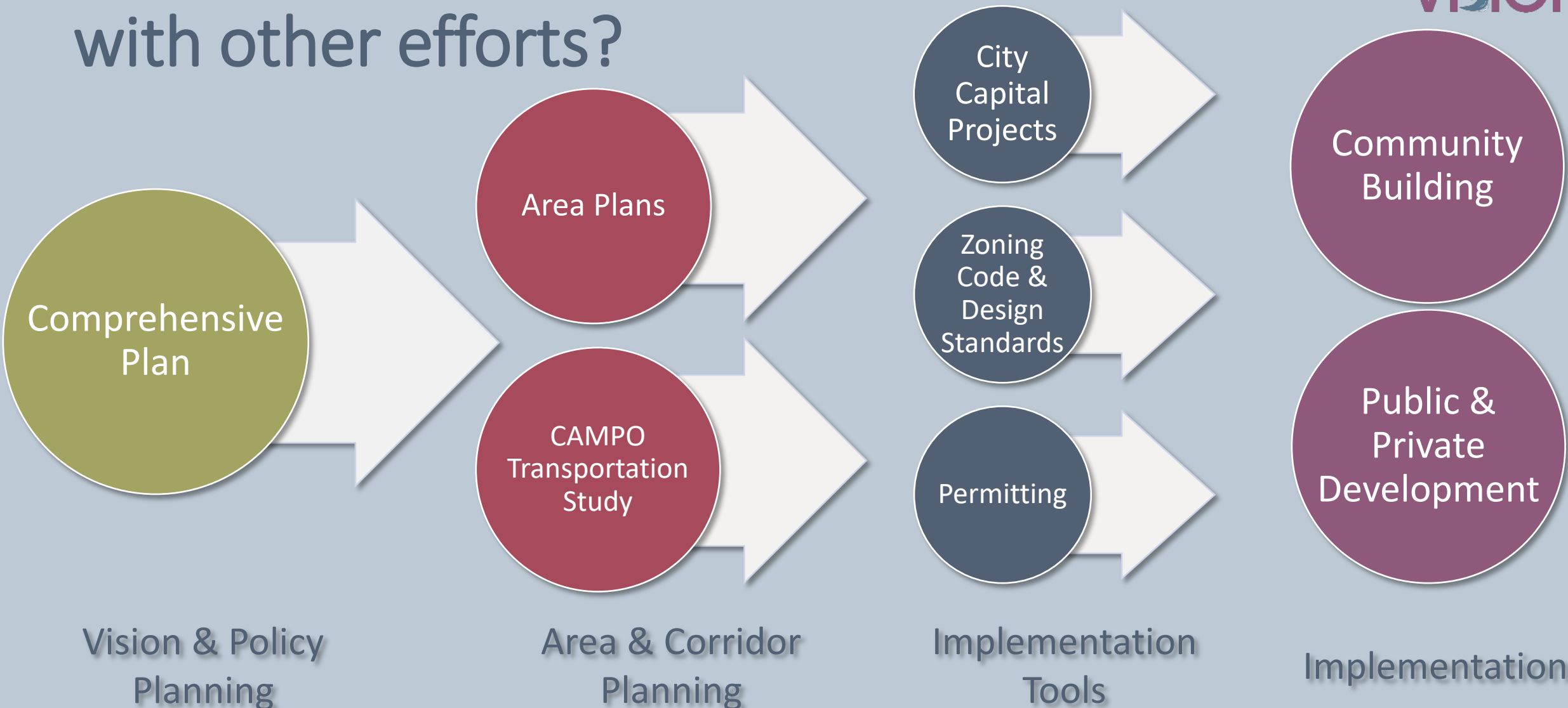
# Role of the Comprehensive Plan



# Role of the Comprehensive Plan

- Will establish the **vision, goals, and policy direction** for the next 20 years
- An umbrella document that will **integrate high level direction from past and current planning efforts.**
- Will establish the **types of neighborhoods and districts** we want moving forward.
  - What types of housing, workplaces, and shopping do we want and where should they go?
  - What amenities and infrastructure do these places need?
- An **implementation strategy** with specific phasing and action items.

# How does the Comprehensive Plan fit in with other efforts?





# Comprehensive Plan Process & Approach

## STEP 1: Vision & Values

Community established aspirations for the next 20 years in San Marcos

## STEP 2: Guiding Principles

Statements to measure recommendations and strategies against

## STEP 3: Planning Elements

Detailed recommendations – for a variety of topics – to positively shape the quality of life & place for the community

## STEP 4: Implementation Strategies

Mechanisms to help realize the vision of the San Marcos community





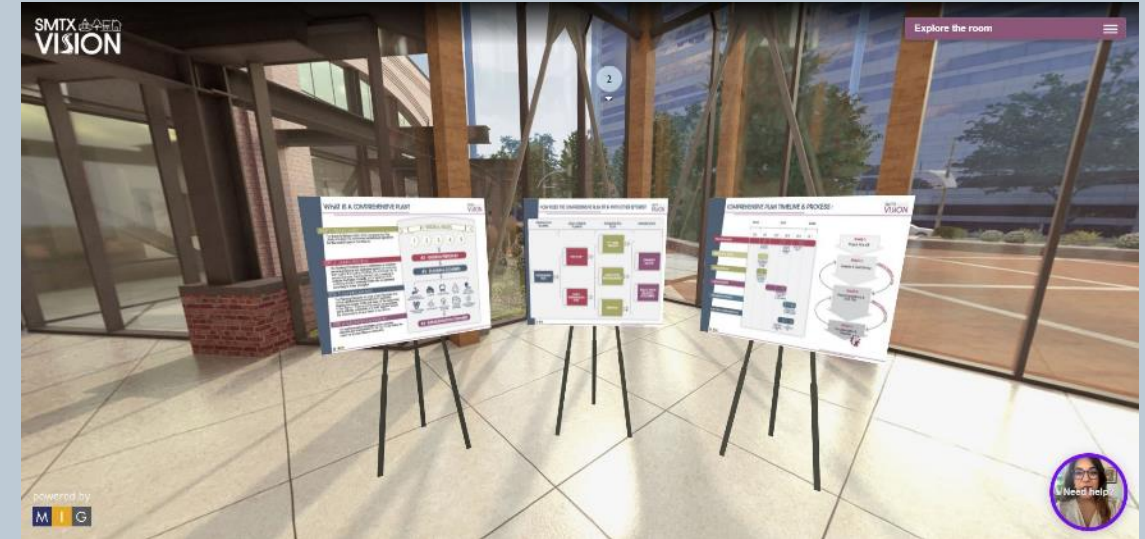
# Vision and Guiding Principles



# Draft Vision & Guiding Principles Development

## Outreach Events:

- CPSC Meeting #1: November 12<sup>th</sup>
- City Council Workshop #1: November 17<sup>th</sup>
- CPSC Meeting #2: January 14<sup>th</sup>
- Community Workshop #1: February 25<sup>th</sup>
- Virtual Open House: February 26<sup>th</sup> to March 30<sup>th</sup>
- CPSC Social: April 22<sup>nd</sup>
- Focus Group Meeting #1: April 28<sup>th</sup>
- CPSC Short Survey: Sent to CPSC on May 5<sup>th</sup>
- Focus Group Meeting #2: May 12<sup>th</sup>
- CPSC Meeting #3: May 27<sup>th</sup>



*Excerpt from the Virtual Open House “virtual room”*



- Equitable
- Inclusive Community
- Protect and Value Natural Resources
- Intentional & Responsible Growth
- Diversity & Affordability of Housing
- Preservation of Quality of Life



*Excerpt from the Virtual Open House in which participants were asked for their “one word vision for San Marcos”*

# Draft Vision Statement

*“San Marcos is a complete community of diverse and inclusive neighborhoods that protects and celebrates the river and the City’s other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.”*



# Draft Guiding Principles

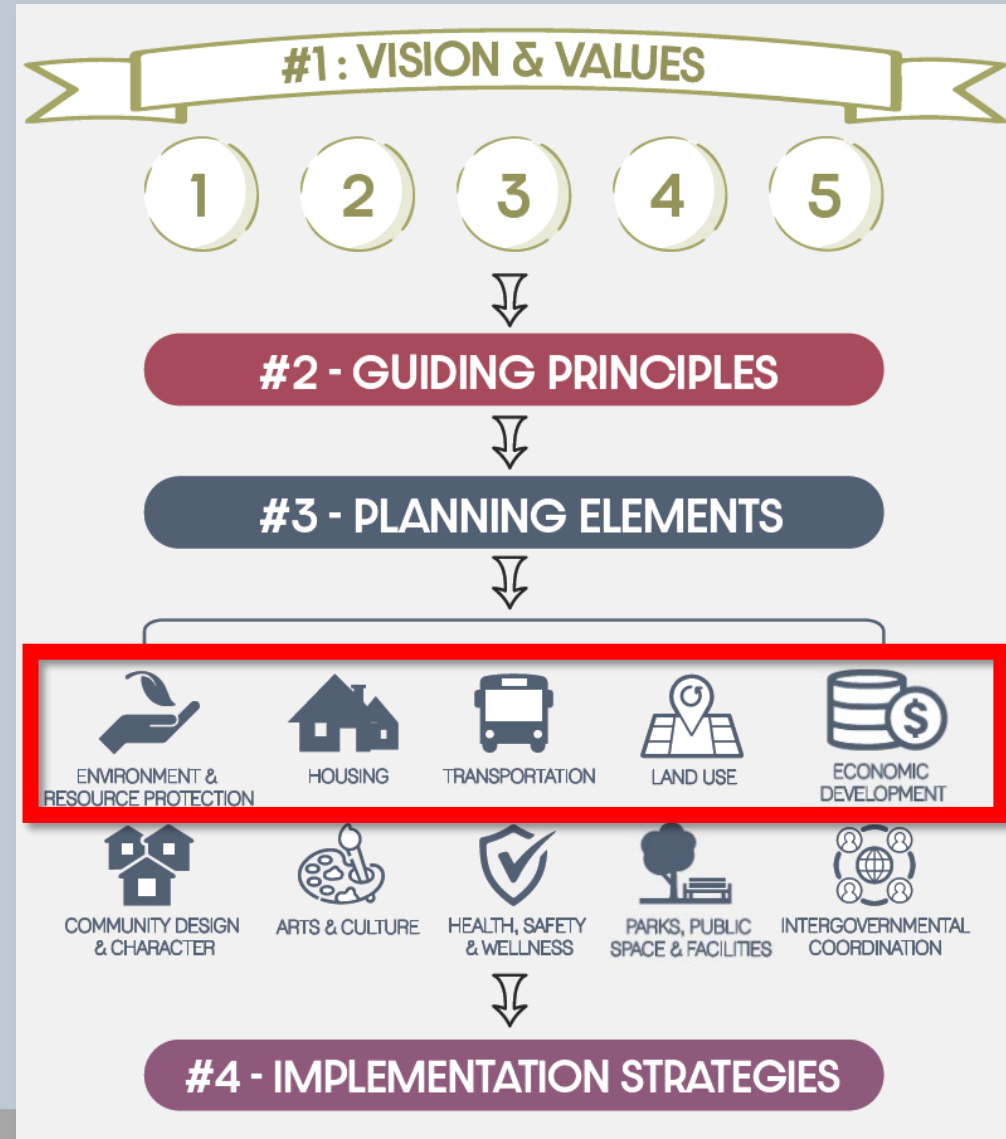
- **Sustainable and Resilient** – San Marcos strives to promote and balance economic, environmental, and social sustainability and resiliency for current residents and future generations.
- **Equitable, Diverse and Inclusive** – San Marcos strives to maintain and create opportunity, choice, and a sense of belonging for all residents, regardless of race, ethnicity, age, gender, ability, income, education, sexual orientation, religious beliefs, or political affiliation.
- **Unique and Complete** – San Marcos will improve access to employment and essential goods and services throughout San Marcos while respecting individual preferences and protecting the unique character of existing neighborhoods and places.
- **Supported and Connected** – San Marcos will ensure that existing and new development throughout the community has sufficient infrastructure and access to critical amenities to support residents, employees and visitors now and in the future.
- **Strategic and Complementary** – San Marcos will ensure that new development adds to the greater whole of the community and that the long-term impacts of development are considered in short-term decision making.



# Scenario Inputs and Methodology



# Updating the Growth Framework





### 69,700 residents in San Marcos in 2019

Population, 2000-2019

Population	2000	2019	2000-2019		
			Total	Ann. #	Ann. %
San Marcos	34,733	69,731	34,998	1,842	3.7%
Hays County	97,589	228,364	130,775	6,883	4.6%
City as % of Hays County	35.6%	30.5%	26.8%		
Austin-Round Rock-Georgetown MSA	1,249,963	2,223,897	973,934	51,260	3.1%


Source: Texas Demographic Center; U.S. Census; Economic & Planning Systems

- San Marcos accounts for about 30% of Hays County
- San Marcos captured 27% of population growth since 2000

# Growth Framework

## Household Growth



 Average Household Size  
**2.26 people per household**  
2.75 average in Hays County

- Hays County Forecast to grow by 212,500 housing units by 2050
- San Marcos has historically captured 20% to 30%

 Equates to 42,000 to 54,000 new units by 2050

## Households, 2000 to 2020

Households	2000	2020	2000-2020		
			Total	Ann. #	Ann. %
San Marcos	13,248	23,058	9,810	491	2.8%
Hays County	33,410	82,767	49,357	2,468	4.6%
City as % of Hays County	39.7%	27.9%	19.9%		
Austin-Round Rock-Georgetown MSA	471,855	867,862	396,007	19,800	3.1%

Source: U.S. Census; Esri Business Analyst; Economic & Planning Systems

## Hays County Population and Household

Description	Factor	2020	2050	Change 2020-2050		
				Total #	Ann. #	Ann. %
Forecast						
Population		234,896	746,149	511,253	17,042	3.9%
Pop per HH		2.84	2.60			
Households		82,767	287,268	204,501	6,817	4.2%
Housing Units	5% Vacancy	89,176	301,632	212,456	7,082	4.1%

Source: State of Texas; Economic & Planning Systems





# Growth Framework

## Employment Forecast



- Hays County forecast to grow at 3.96% annually by the Capital Metropolitan Planning Organization (CAMPO)
- Estimated 170,000 new jobs by 2050
- San Marcos accounts for 30% of jobs in the county

Hays County Forecast Employment by Sector Type, 2020 to 2050

Sector	2019	2030	2040	2050	Change 2020-2050		
					Total	Ann. #	Ann. %
Driving Industries	31,251	51,331	83,948	106,155	74,904	2,416	4.0%
Business Support Industries	18,246	32,237	54,299	70,804	52,558	1,695	4.5%
Community Support Industries	23,838	36,645	54,340	66,376	42,538	1,372	3.4%
Total	73,335	120,213	192,587	243,335	170,000	5,484	3.9%

Source: Texas State Demographer;BLS QCEW; BEA; Economic & Planning Systems

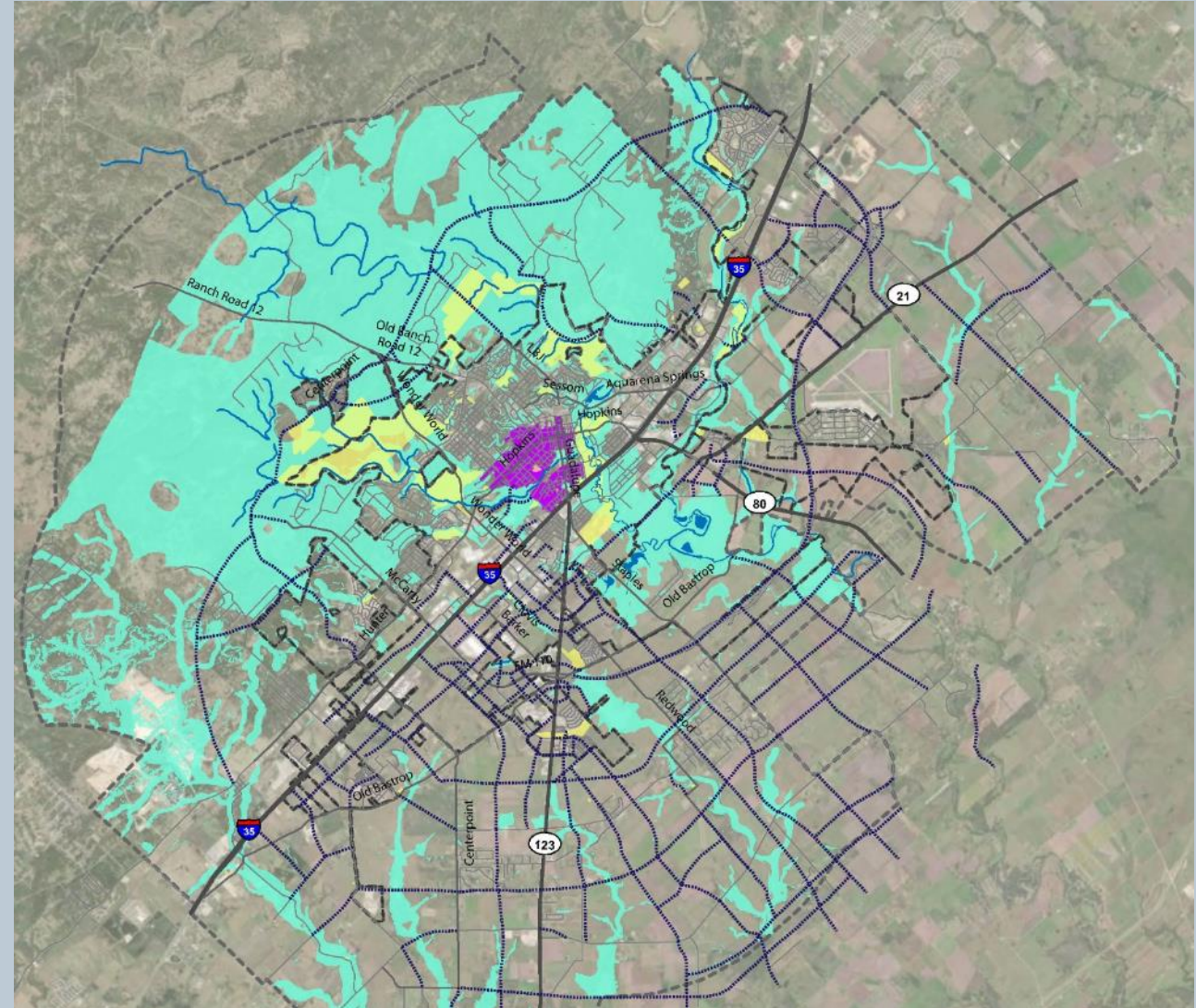


**Equates to  
approximately 51,000  
new jobs by 2050**



# Overlays

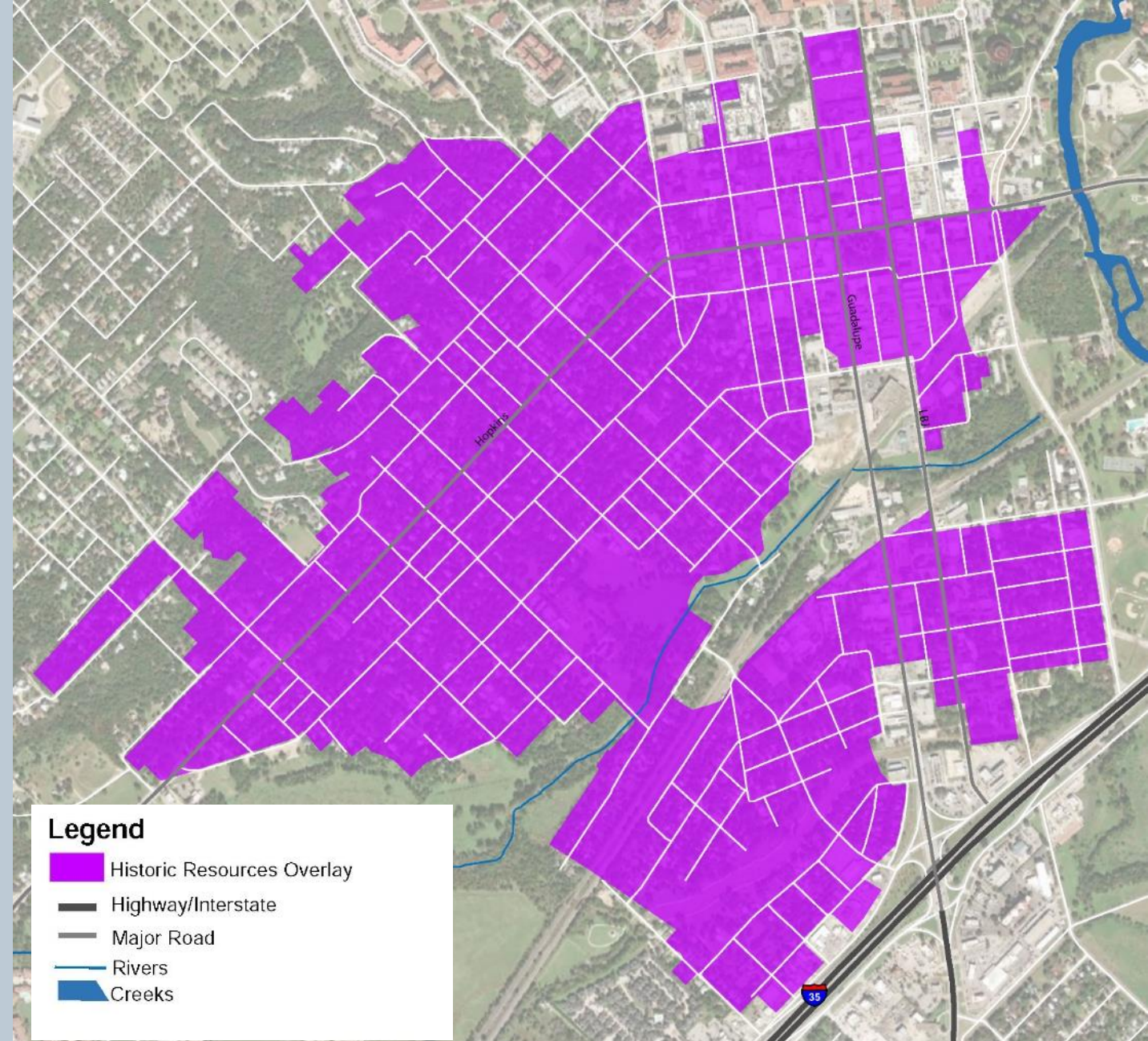
Historic Resource Overlay  
Cultural Resource Overlay  
Environmental Overlay





# Historic Resource

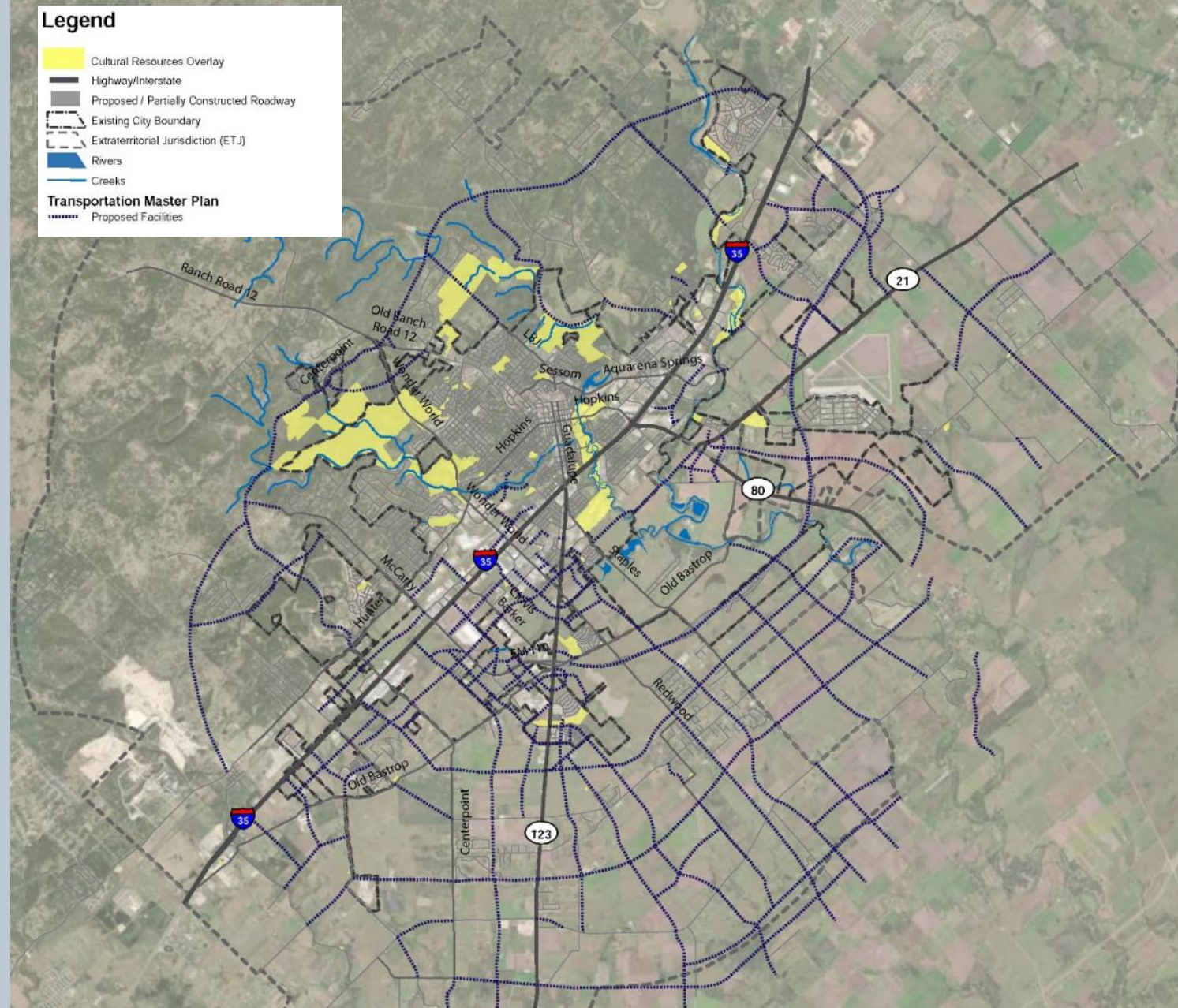
- Utilized the My Historic SMTX Resources Survey from 2019 and designated
- Historic Districts Designated historic districts were included in their entirety
- For other areas in the Historic Resources Survey, a contiguous area was created that included all properties ranked Medium and High priority
- For the scenario mapping and modeling exercise, jobs and housing were only allocated to vacant parcels within the Historic Resources Overlay





# Cultural Resource

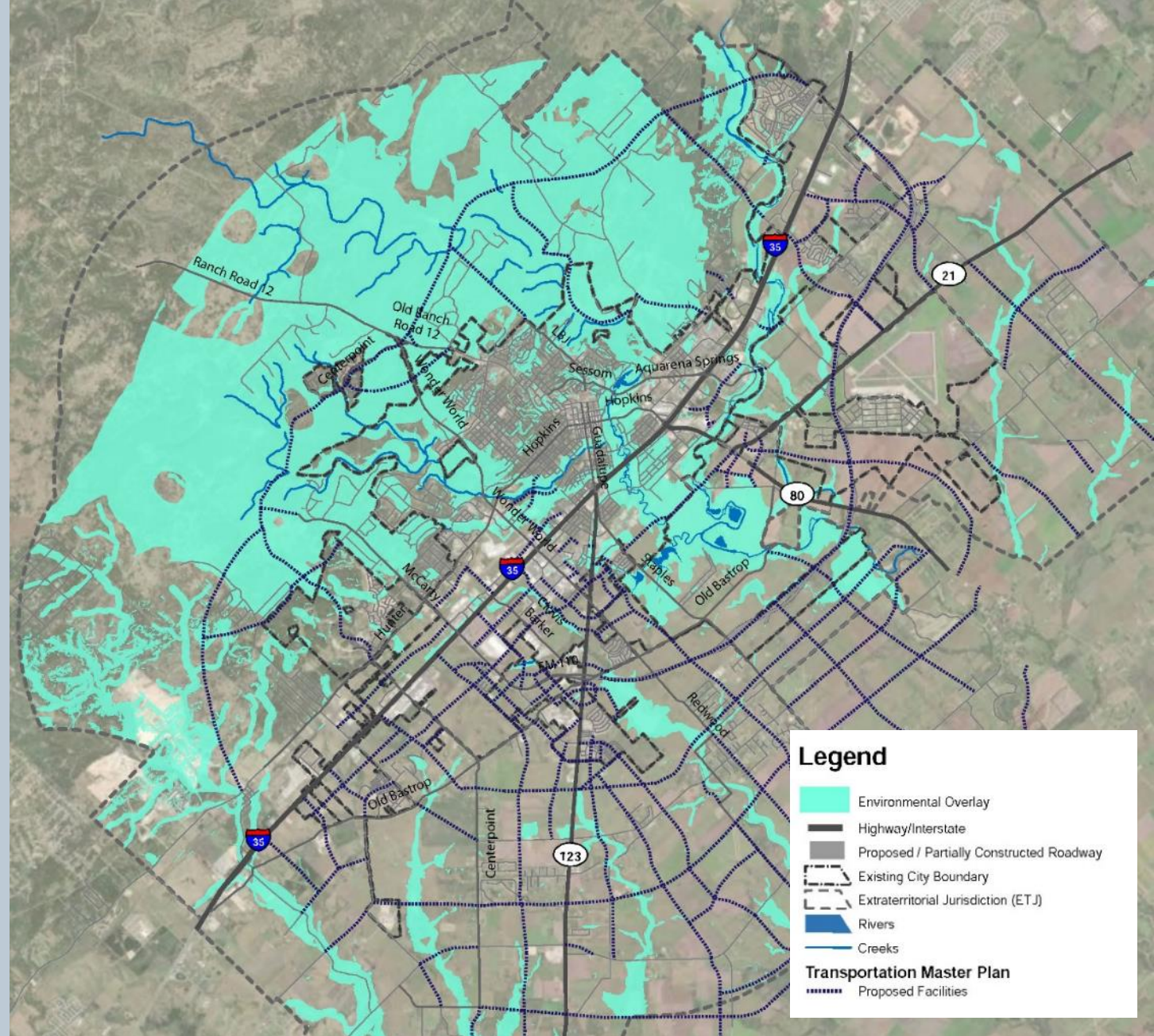
- Used the Cultural Resource data layers originally included in the prior Land Use Suitability map (except for Historic Districts as those were included in the Historic Resource Overlay)
- These included:
  - City Parks
  - Fish Hatcheries, and
  - Cemeteries
- No housing and no jobs were allocated to any area mapped within the Cultural Resource Overlay





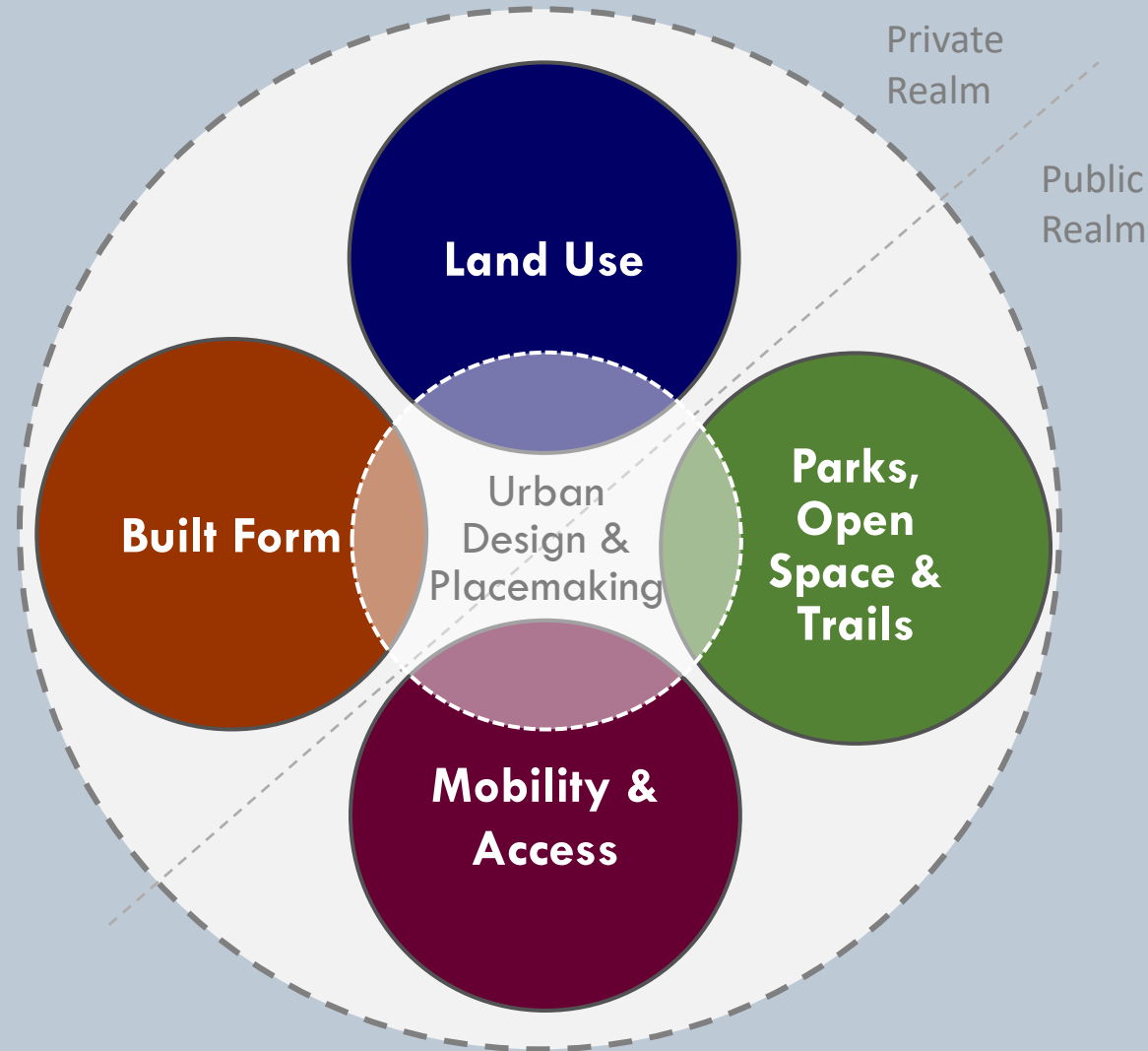
# Environmental

- Updated portions of the City's Land Use Suitability Map (LUS)
- Cultural and Historic Resource input data was removed as they are included in their own overlays
- Input layers included in the draft updated LUS are related to:
  - The Edwards Aquifer;
  - Endangered and Threatened Species;
  - Floodplains;
  - Priority Watersheds;
  - Sensitive Feature Protection Zone;
  - Steep Slopes;
  - Erosive Soils;
  - Vegetation;
  - Water Quality Zone and Buffer; and
  - the River Corridor and Protection Zone.
- These inputs were used to recalculate environmentally constrained areas on a scale of 1 (Least Constrained) to 5 (Most Constrained)
- The Environmental Overlay includes all areas scoring a 5 within the City Limits and all areas scoring a 4 or 5 outside the City Limits, but within the Extraterritorial Jurisdiction (ETJ).
- A maximum of 50% of areas within the environmental overlay were "developed" with allocations of housing and jobs.





# Development Types



# Development Types

*Screenshot of matrix included in packet; not intended for reading*

						Overlay Characteristics/Considerations		
Development Types	Primary Land Use/s	Secondary Land Use/s	Housing Density	Jobs Density	Mobility Characteristics	Historic Resources	Environmental	Cultural Resources
1 Lower Density Neighborhood	Detached Single Family Residential (SF)	Attached SF; Public/Institutional; Parks	3-6 DU/acre (4.5 DU/acre for modeling purposes)	na	Lower density road network, primarily local streets; sidewalks and/or multi-use pathways and shared streets; transit connections typically on periphery	New development only occurs on vacant lots (redevelopment of non-contributing structures is assumed to be a one-to-one replacement)	Clustered and Low Impact Development with overall development limited to 50% of land area	No new development
2 Medium Density Neighborhood	Attached SF; Low to Medium Scale Multifamily Residential (MF)	Public/Institutional; Parks and Open Space; Mixed Use Commercial	6-12 DU/acre (9 DU/acre for modeling purposes)	0.5 jobs/acre	Medium density road network, primarily collector and local streets; sidewalks; dedicated bike facilities on higher order streets; transit connections on collectors and on periphery	New development only occurs on vacant lots and only along major roadways on lots that are at least 1 acre	Clustered and Low Impact Development with overall development limited to 50% of land area	No new development
3 Higher Density Neighborhood	Medium to Higher-Scale MF; Attached SF	Public/Institutional; Parks and Open Space; Mixed Use Commercial	12+ DU/acre (15 DU/acre for modeling purposes)	2 jobs/acre	High density road network, with full complement of street types; sidewalks and dedicated bike facilities throughout; transit connections at mobility hubs throughout	na	na	No new development
4 Neighborhood Commercial/Center	Small to Medium-Scale General Commercial and Mixed Use	Small Scale Office; Live-Work; Parks and Open Space; Public/Institutional	na	10 jobs/acre	Typically along an arterial or collector street or central intersection; mobility hub/s with transit connections embedded along or within sidewalks along, within and connecting to; bike facilities typically connecting and parallel to arterials	New development only occurs on vacant lots and only along arterials and collectors roadways	Limited in size to 5 acres and not within protection zones	No new development
5 Community Activity Center	Medium to Higher-Scale Mixed Use; Hospitality; Medium to Higher-Scale MF	Public/Institutional; Parks and Open Space; Mixed Use Commercial; Attached SF; Parks	12+ DU/acre (15 DU/acre for modeling purposes)	25 jobs/acre	High density road network, with full complement of street types; sidewalks and dedicated bike facilities throughout and connecting to; transit connections at mobility hubs throughout	i.e., Downtown; development approach will vary by scenario	na	No new development
6 Highway Commercial	Small to Large-Scale General Commercial; Hospitality	Medium-Scale MF; Parks and Open Space	na	15 jobs/acre	Lower density road network with heavy reliance on frontage roads and internal site circulation; multi-use pathways and sidewalks; dedicated bike facilities along major roadways; transit connections along major roadways at key nodes	na	na	No new development
7 Lower Density Employment	Light to Heavy Industrial; Warehouse and Distribution; Lower Density Office	Supportive Service Commercial; Parks and Open Space	na	8 jobs/acre	Lower density road network with accommodations for large vehicles; multi-use pathways and sidewalks; dedicated bike facilities throughout; transit connections at key nodes	na	Low Impact Development (LID) development applying BMPs and other best practices with overall development limited to 50% of land area	No new development
8 Medium Density Employment	Medium to Higher-Scale Office and other Commercial	Supportive Service Commercial; General Commercial; Medium to Higher Intensity Mixed Use; Parks and Open Space; Hospitality	na	30 jobs/acre	Medium density road network, primarily collector and local streets; sidewalks and multi-use pathways throughout and connecting to; dedicated bike facilities on higher order streets; transit connections on collectors and on periphery	na	Low Impact Development (LID) development applying BMPs and other best practices with overall development limited to 50% of land area	No new development
9 Campus	Public/Institutional (Civic, Educational, etc.); Medium to Higher Intensity MF; Medium to Higher Intensity Mixed Use; Hospitality	Supportive Service Commercial; Minimal General Commercial; Medium to Higher Intensity MF; Medium to Higher Intensity Mixed Use; Hospitality	8 DU/acre	20 jobs/acre	Varies with heavy emphasis on pedestrian facilities and amenities; dedicated bike facilities connecting to and on periphery, sometimes connecting through; transit connections on collectors and on periphery	na	Low Impact Development (LID) development applying BMPs and other best practices with overall development limited to 50% of land area	No new development
10 Parks/Open Space/Natural Areas	Parks and Open Space	Public/Institutional	na	na	Limited and should typically limit higher order streets; heavy emphasis on pedestrian facilities, typically in the form of trails and pathways; may accommodate bikes; transit connections typically on periphery	No Difference	No Difference	Preferred Development Type

# Development Types

## Lower Density Neighborhood



**Primary Land Use/s:** Detached Single Family Residential

**Secondary Land Use/s:** Attached Single Family;

Public/Institutional; Parks

**Housing Density:** 3-6 DU/acre (4.5 DU /acre for modeling purposes)

## Medium Density Neighborhood



**Primary Land Use/s:** Attached SF; Low to Medium-Scale Multifamily Residential

**Secondary Land Use/s:** Public/Institutional; Parks and Open Space; Mixed Use Commercial

**Housing Density:** 6-12 DU/acre (9 DU/acre for modeling purposes)



# Development Types

## Higher Density Neighborhood



**Primary Land Use/s:** Medium to Higher-Scale Multi-Family; Attached Single Family

**Secondary Land Use/s:** Public/Institutional; Parks and Open Space; Mixed Use Commercial

**Housing Density:** 12+ DU/acre (15 DU/acre for modeling purposes)

## Neighborhood Commercial/Center



**Primary Land Use/s:** Small to Medium-Scale General Commercial and Mixed Use

**Secondary Land Use/s:** Small Scale Office; Live-Work; Parks and Open Space; Public/Institutional

**Jobs Density:** 10 jobs/acre



# Development Types

## Community Activity Center



**Primary Land Use/s:** Medium to Higher-Scale Mixed Use; Hospitality; Medium to Higher-Scale MF

**Secondary Land Use/s:** Public/Institutional; Parks and Open Space; Mixed Use Commercial; Attached SF

**Housing Density:** 12+ DU/acre (15 DU/acre for modeling)

**Jobs Density:** 25 jobs/acre

## Highway Commercial



**Primary Land Use/s:** Small to Large-Scale General Commercial; Hospitality

**Secondary Land Use/s:** Medium-Scale MF; Parks and Open Space

**Jobs Density:** 15 jobs/acre



# Development Types

## Lower Density Employment



**Primary Land Use/s:** Light to Heavy Industrial; Warehouse and Distribution; Lower Density Office

**Secondary Land Use/s:** Supportive Service Commercial; Parks and Open Space

**Jobs Density:** 8 jobs/acre

## Medium Density Employment



**Primary Land Use/s:** Medium to Higher-Scale Office and other Commercial

**Secondary Land Use/s:** Supportive Service Commercial; General Commercial; Medium to Higher Intensity Mixed Use; Parks and Open Space; Hospitality

**Jobs Density:** 30 jobs/acre



# Development Types

## Campus



**Primary Land Use/s:** Public/Institutional (Civic, Educational, etc.); Medical; Parks and Open Space

**Secondary Land Use/s:** Commercial; Medium to Higher Intensity MF and Mixed Use; Hospitality

**Housing Density:** 8 DU/acre

**Jobs Density:** 20 jobs/acre

## Parks/Open Space/Natural Areas



**Primary Land Use/s:** Parks and Open Space

**Secondary Land Use/s:** Public/Institutional



# Overview of Detailed Scenarios

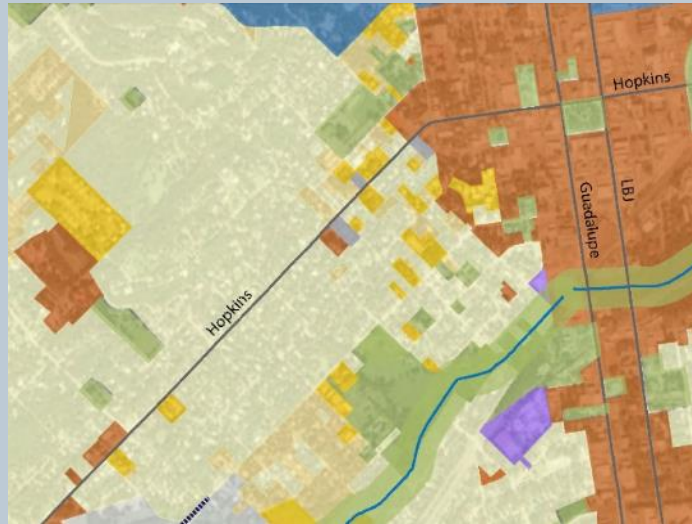




# Trend Scenario - Characteristics

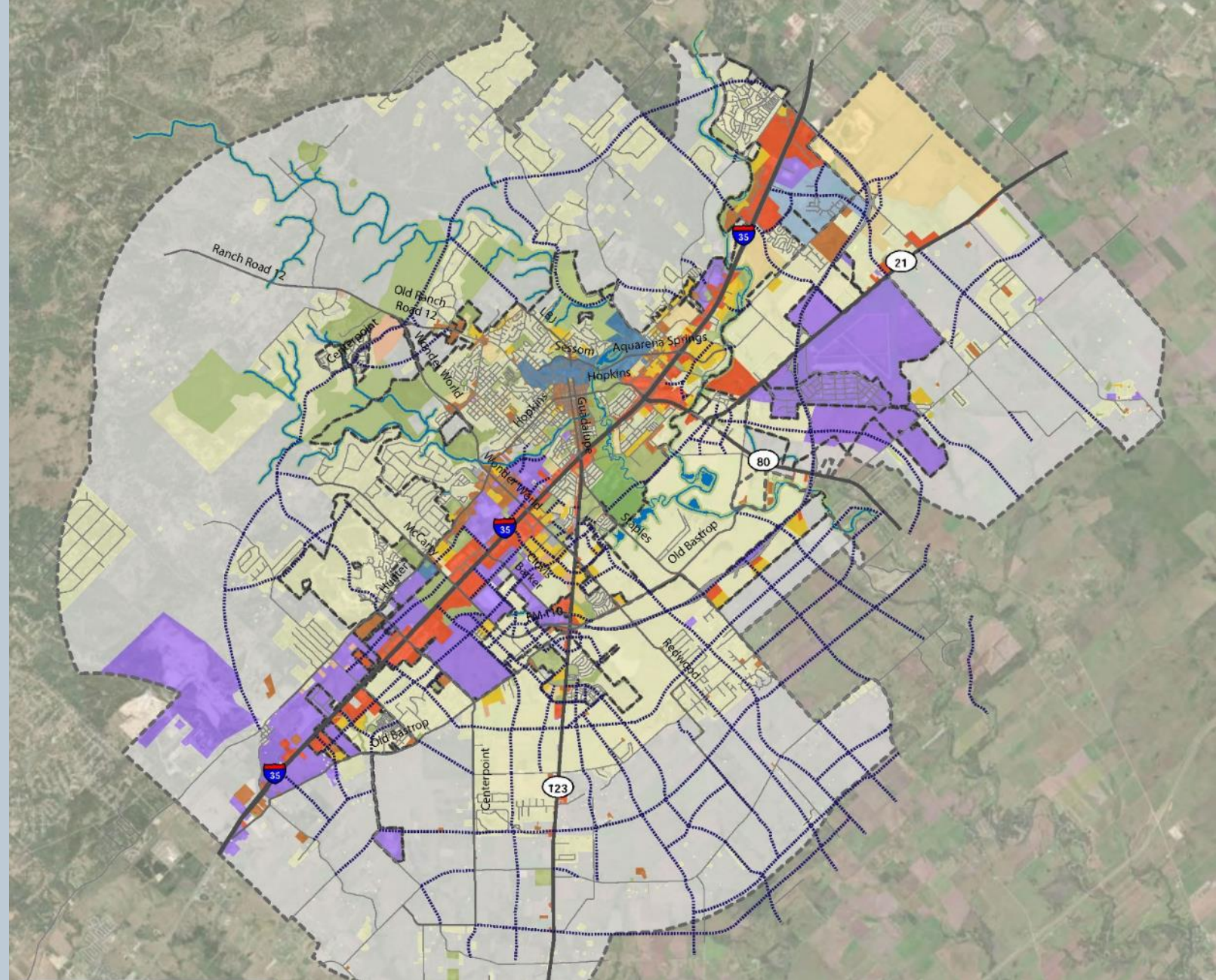
- Single historic downtown
- Auto-oriented commercial along corridors outside of downtown
- Traditional subdivisions and multifamily housing where opportunity exists or can be created
- Suburban style expansion east of IH-35
- Continued project by project debate over appropriateness of development
- Continued reliance on key corridors resulting in increased congestion
- Walkability will remain a desired condition only realized in downtown or in specific subdivisions/projects
- Housing demand outpacing employment growth resulting in more pronounced “bedroom community” position
- Continued pressure to develop in a piecemeal fashion impacting environmentally sensitive areas

# Trend Scenario



## Legend

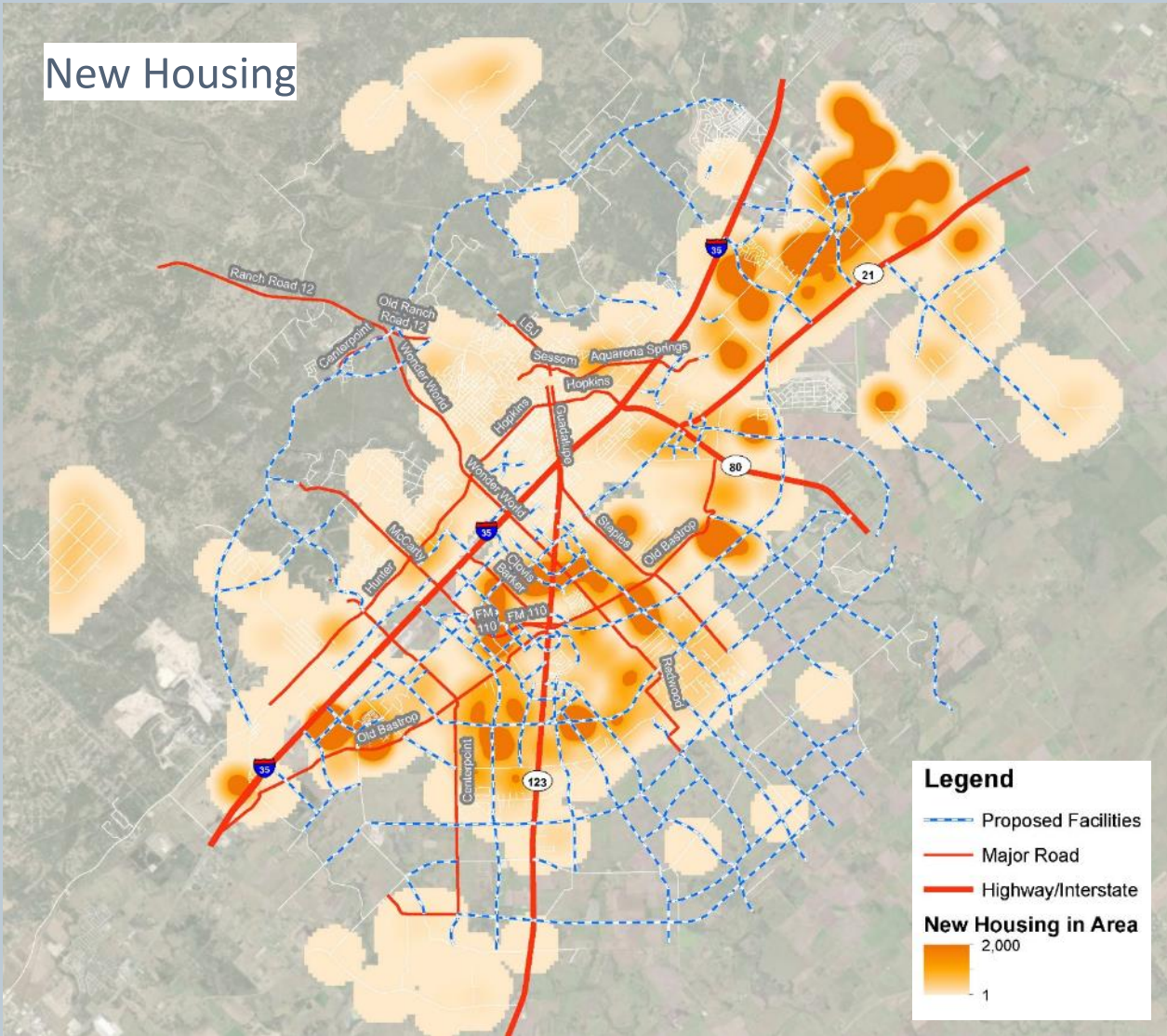
- Campus
  - Medium Density Employment
  - Lower Density Employment
  - Highway Commercial
  - Community Activity Center
  - Neighborhood Commercial/Center
  - Higher Density Neighborhood
  - Medium Density Neighborhood
  - Lower Density Neighborhood
  - Parks/Open Space/Natural Areas
  - Vacant
  - Highway/Interstate
  - Proposed / Partially Constructed Roadway
  - Existing City Boundary
  - - - Extraterritorial Jurisdiction (ETJ)
  - Rivers
  - Creeks
- Transportation Master Plan**
- Proposed Facilities



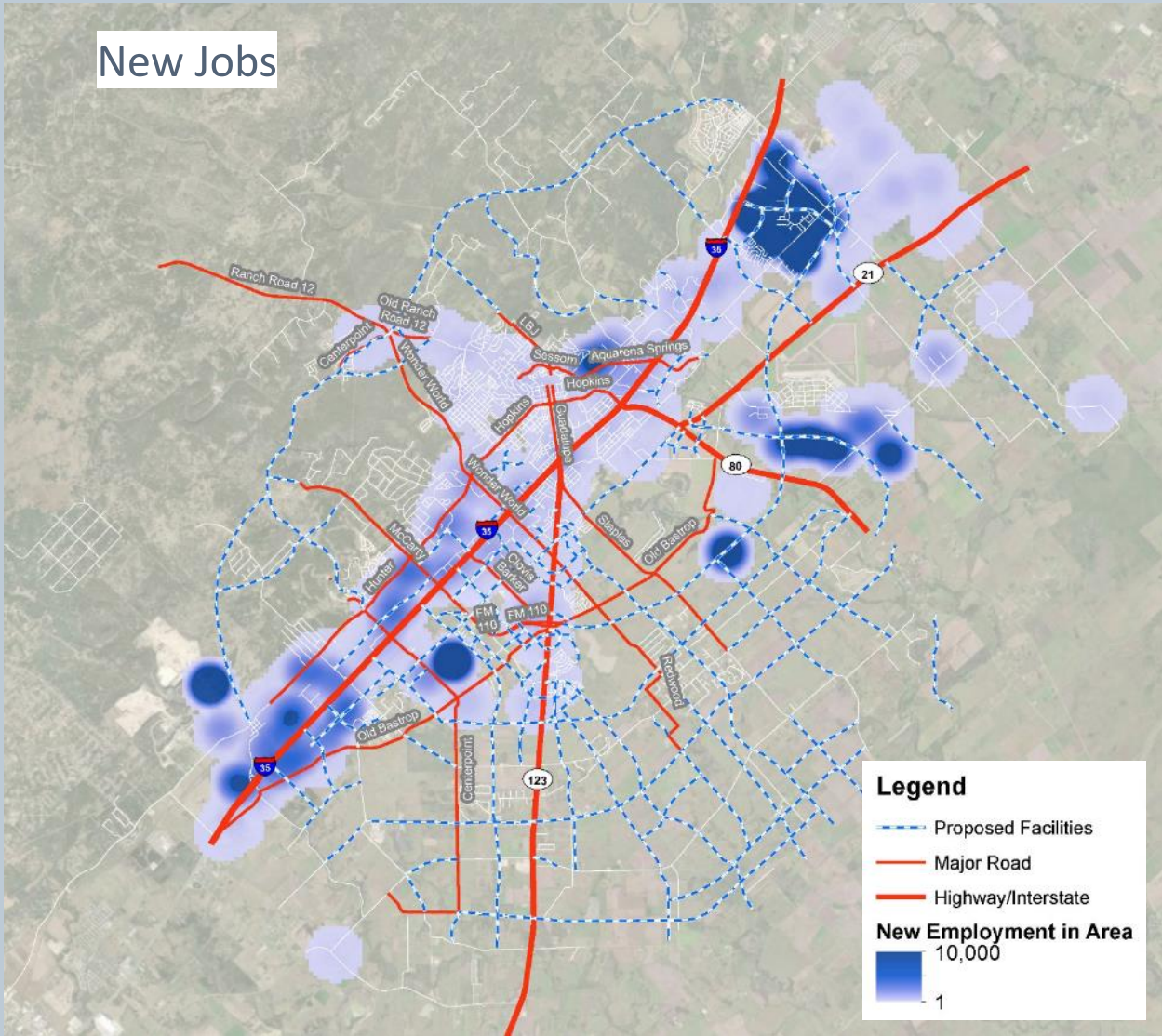


# Trend Scenario

New Housing



New Jobs





# Trend Scenario

Land Consumption: 23,664 acres

Jobs to Housing Balance: 1.01

Lane Miles of New Roadways: 450 miles

Acres of New Impervious Cover: 10,929

Walkability: 122 intersections/square mile

Development in Overlays:

- Historic Resource: 243 new housing units + jobs
- Cultural Resource: 0 new housing units + jobs
- Environmental: 38,148 new housing units + jobs

# Scenario A – Second City Center – Select Goals



**Land Use Goal 1:** Conserve historic assets and reduce pressure on existing developed and undeveloped areas by establishing a second, higher density City Center east of existing city development.

**Community Design and Character Goal 2:** Encourage distinct places and neighborhood character across San Marcos with a hierarchy of destinations with services and amenities.

**Economic Development Goal 1:** Support existing businesses and employment areas with improved access, services and amenities.

**Economic Development Goal 2:** Promote a new regional employment hub in and around the second City Center.

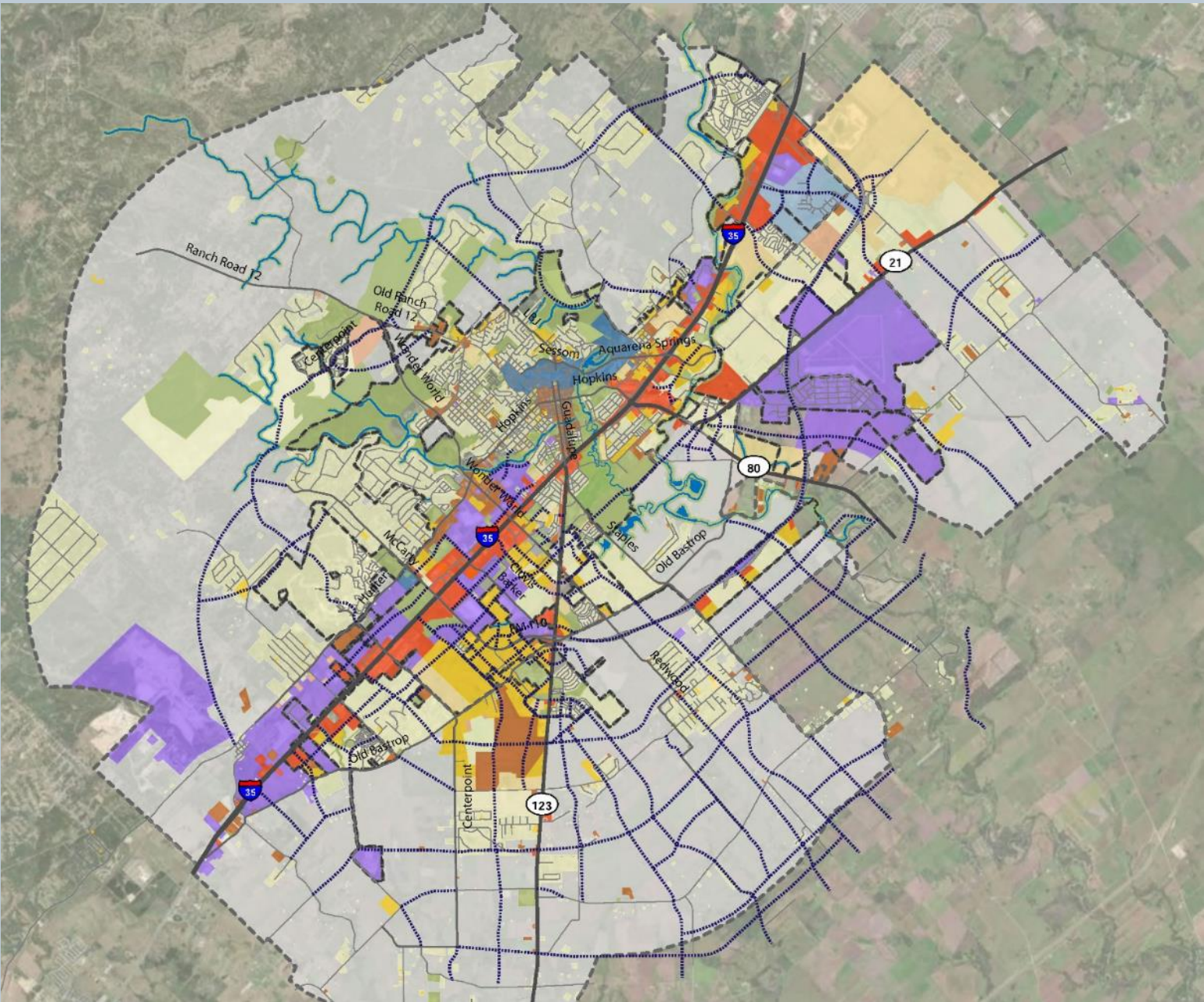
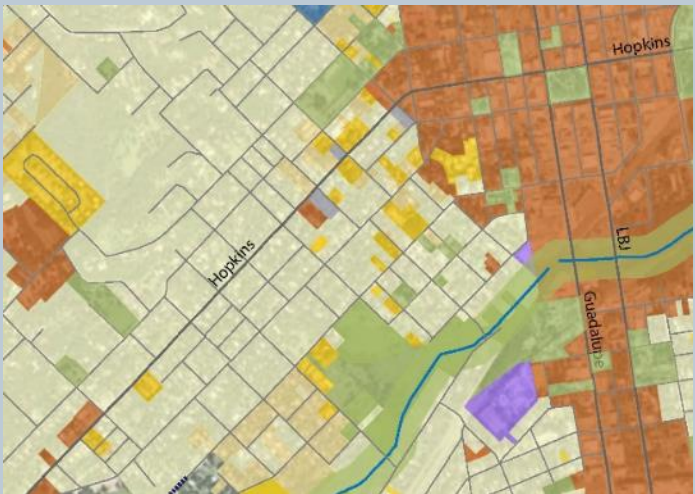
**Housing Goal 1:** Concentrate medium-to-high density housing in and adjacent to the second City Center to meet a large portion of projected housing needs.

**Transportation Goal 2:** Minimize the need for cross-city and cross-regional driving trips by locating goods, services and employment closer to where people live.

**Environment and Resource Protection Goal 1:** Limit planned development in environmentally sensitive areas by planning and developing higher intensity places in San Marcos.



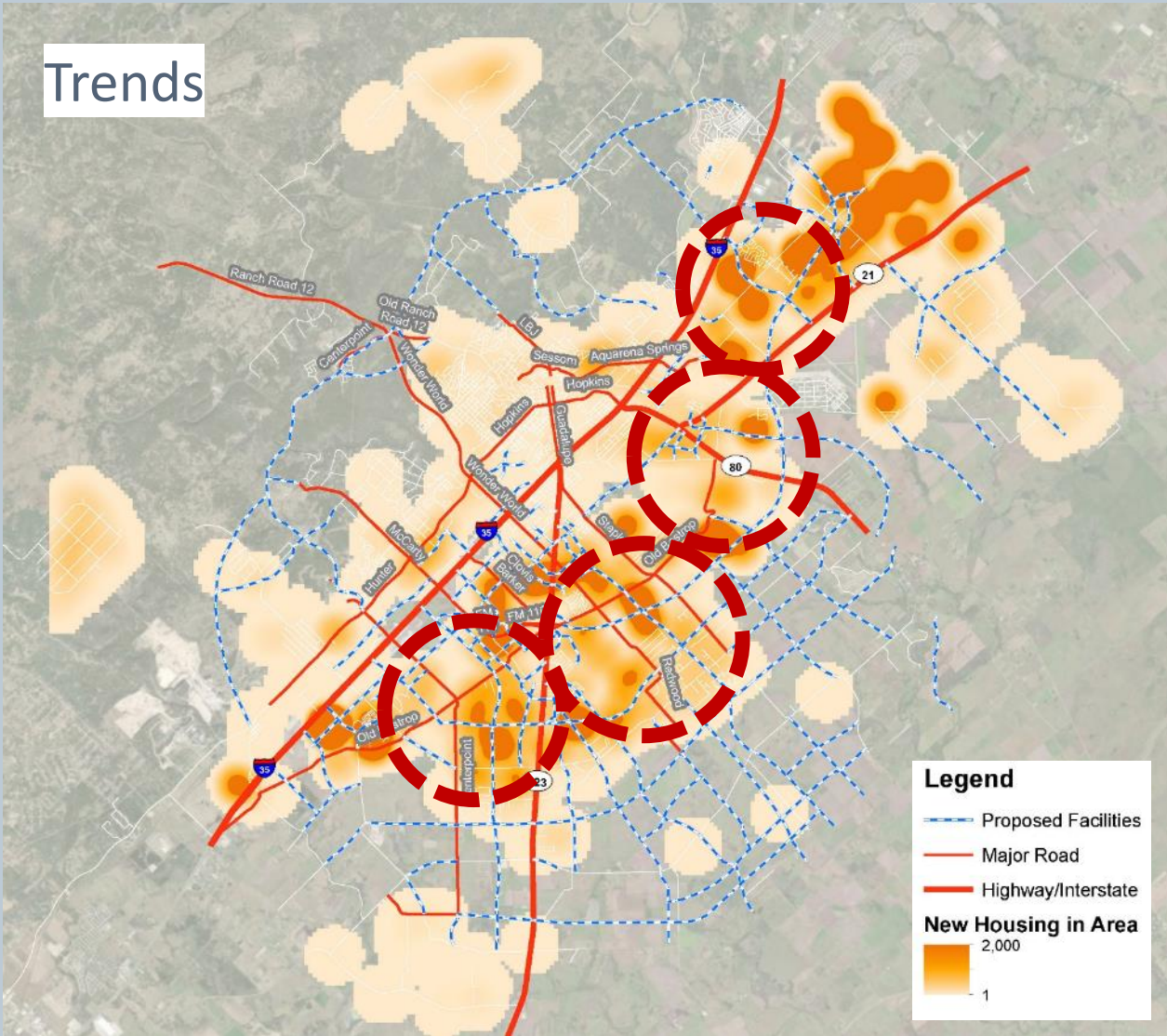
# Scenario A



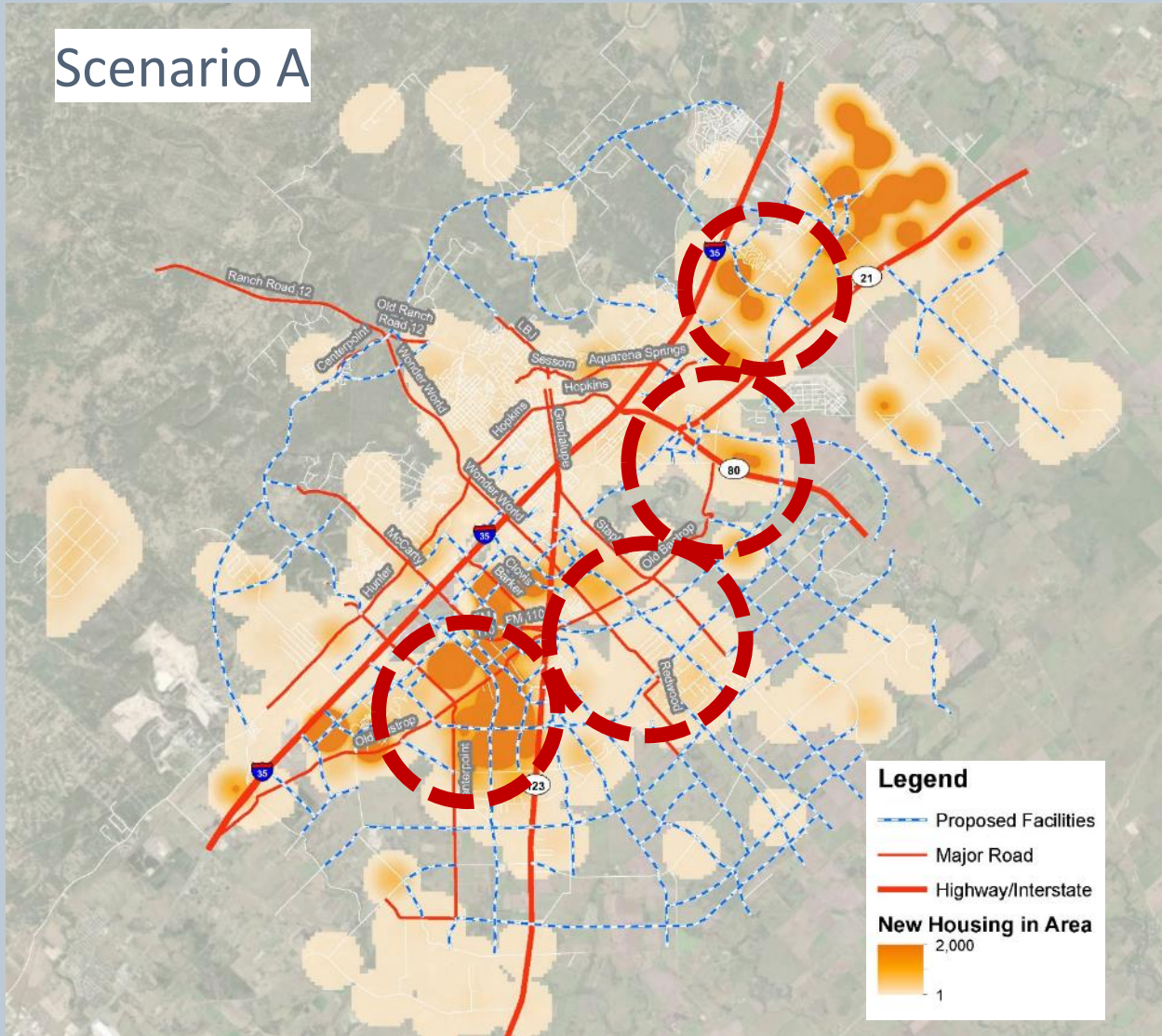


# Scenario A Housing Compared to Trends

Trends



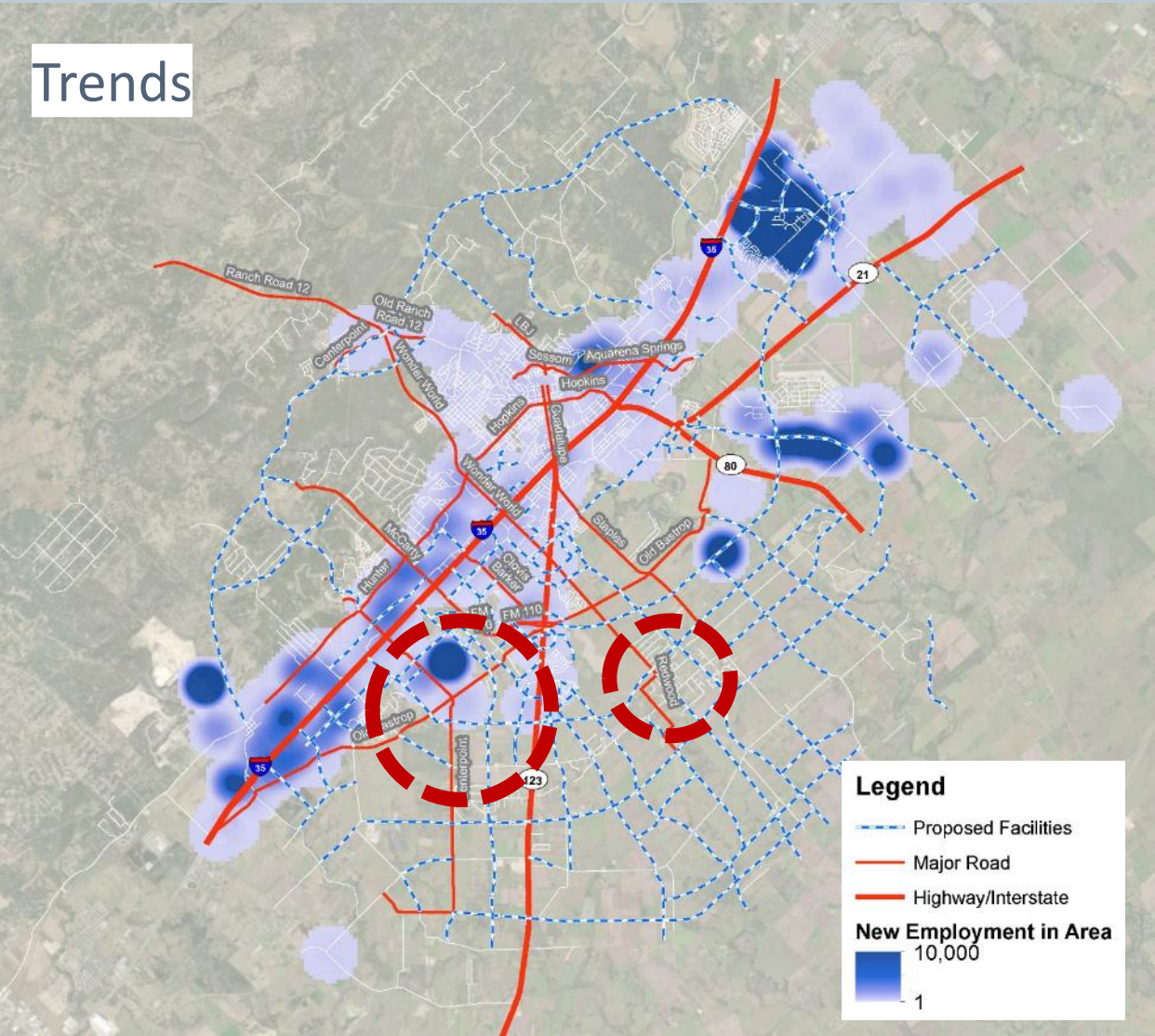
Scenario A



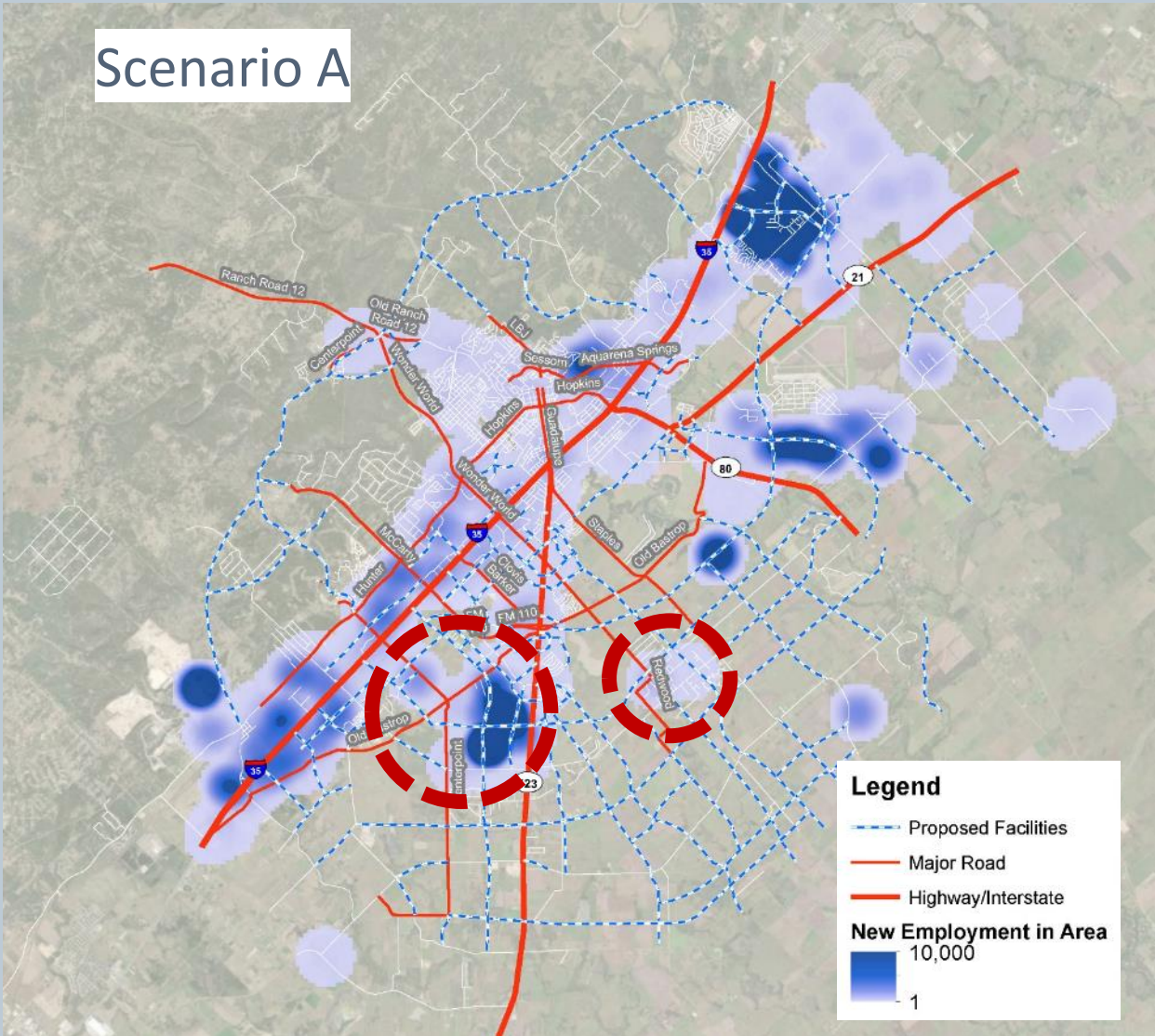


# Scenario A Jobs Compared to Trends

Trends



Scenario A





# Scenario A – Second City Center

Metric	Trends Scenario	Scenario A
Land Consumption	23,664 acres	18,518 acres
Jobs-Housing Balance	1.01	0.99
Lane Miles of New Roadways	450 lane miles	374 lane miles
Acres of New Impervious Cover	10,929 acres	10,104 acres
Walkability (Intersection Density)	122 per square mile	166 per square mile
Development in Overlays		
Historic Resource	243 housing units + jobs	237 housing units + jobs
Cultural Resource	0	0
Environmental	38,148 housing units + jobs	28,764 housing units + jobs

# Scenario B – Corridors and Nodes – Select Goals



**Land Use Goal 1:** Conserve historic assets and reduce pressure on existing neighborhoods by focusing medium intensity development along transportation corridors.

**Land Use Goal 2:** Maintain Downtown as the primary mixed use center serving San Marcos and foster smaller commercial and mixed use nodes along arterials and at major intersections.

**Community Design and Character Goal 1:** Protect character of existing neighborhoods and districts by focusing majority of future growth and development to major corridors and undeveloped areas

**Economic Development Goal 2:** Strengthen and expand existing industries and areas already identified for employment in San Marcos and coordinate regionally for additional opportunities.

**Housing Goal 1:** Concentrate medium density housing along major corridors.

**Housing Goal 2:** Develop low density housing in new neighborhoods on the periphery of San Marcos to meet remaining housing need.

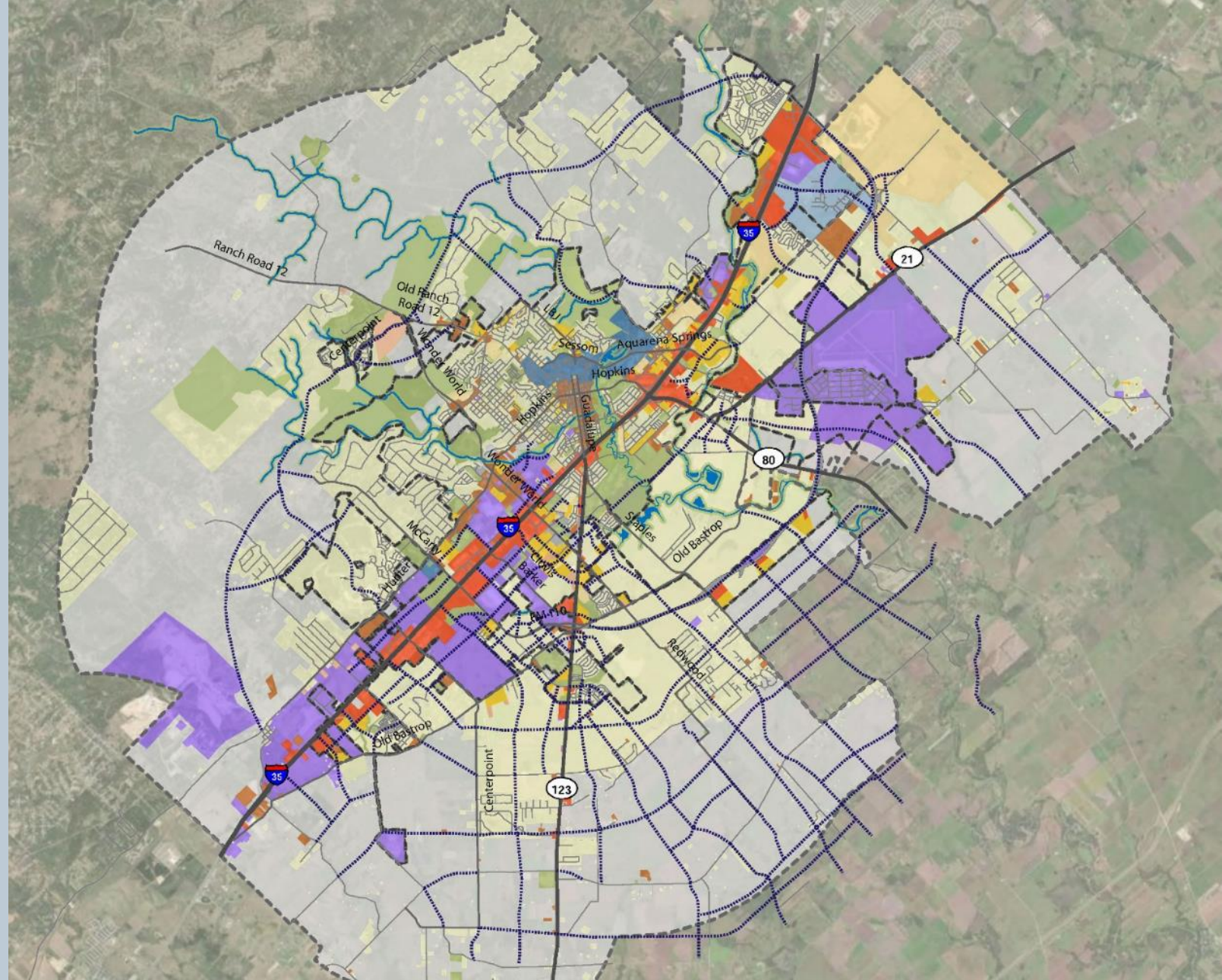
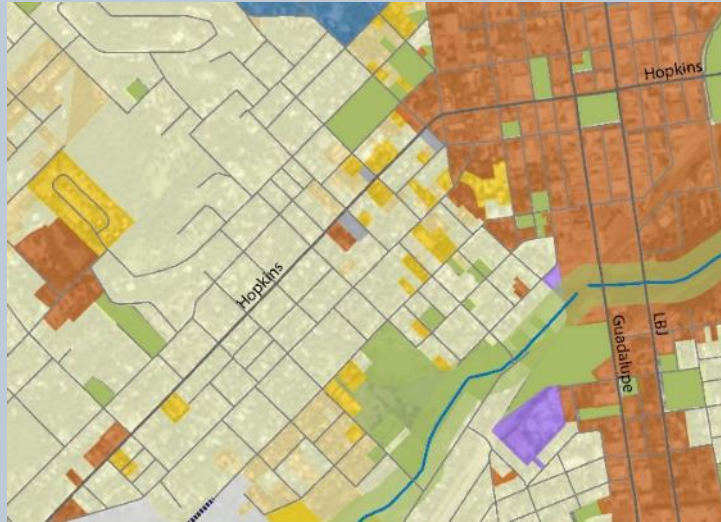
**Transportation Goal 1:** Provide multi-modal transportation options along corridors to leverage investments and connect people to the places they want to go.

**Environment and Resource Protection Goal 2:** Facilitate an overall land use strategy that clusters development in more places to reduce the burden on any single watershed.





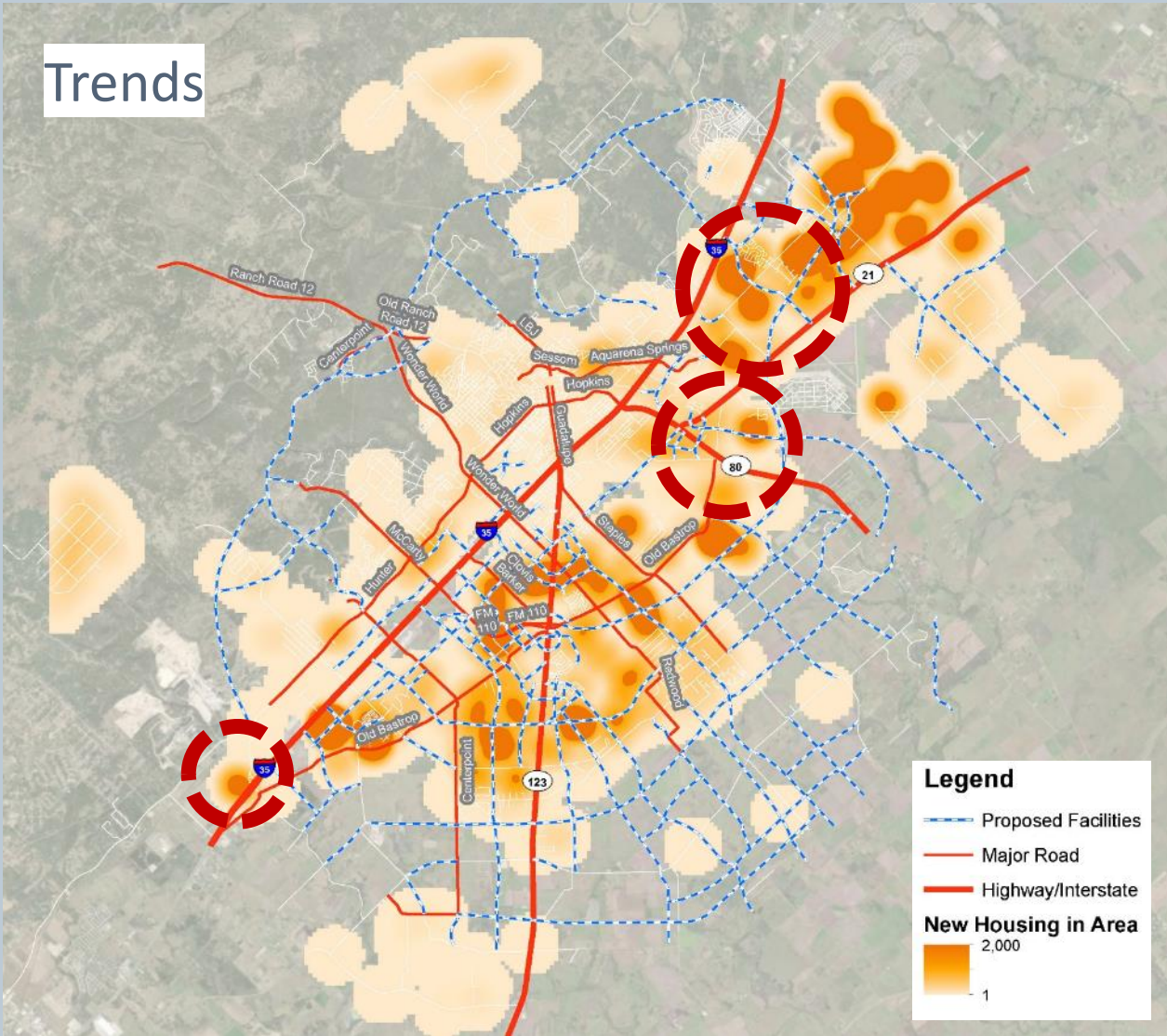
# Scenario B



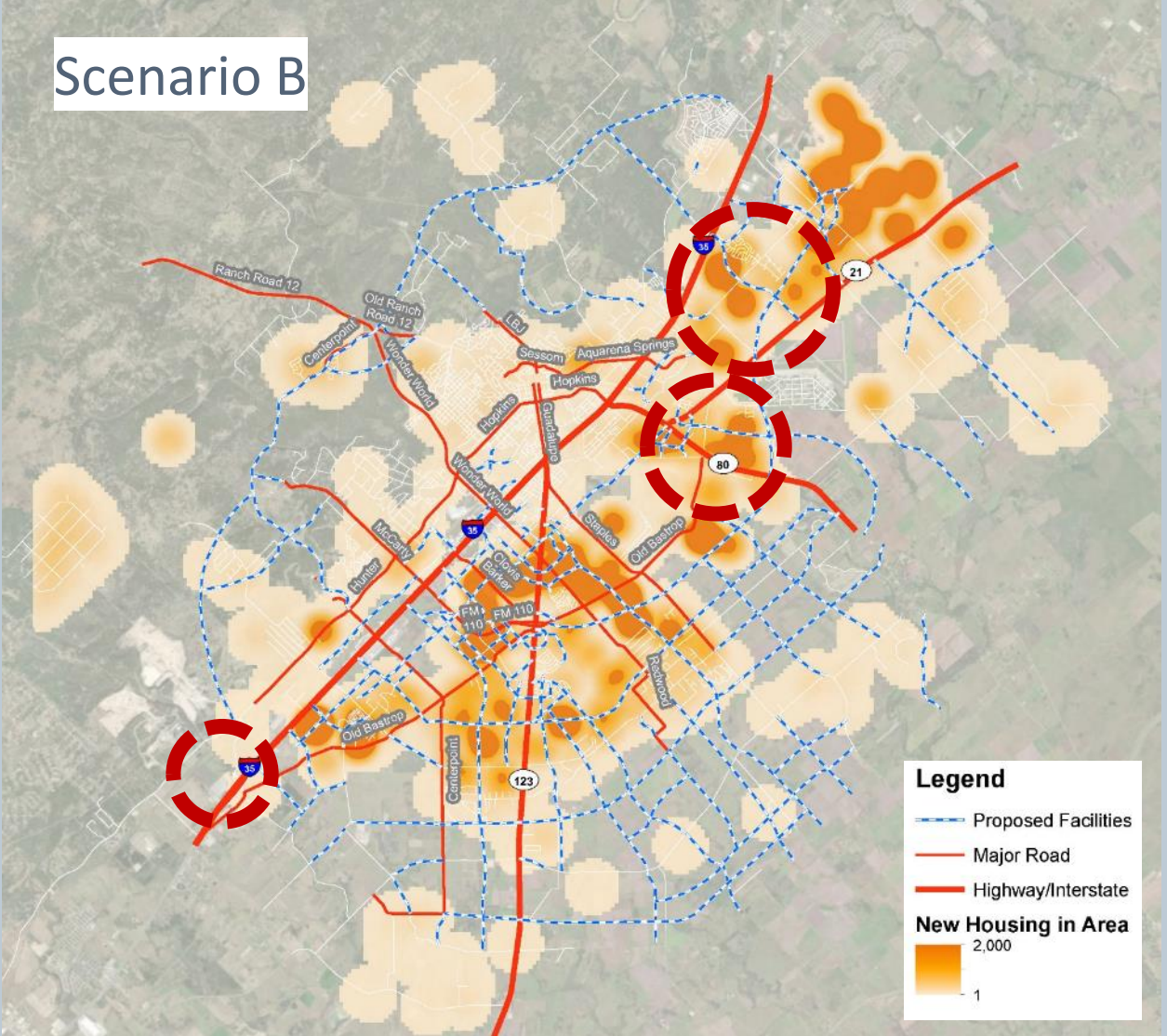


# Scenario B Housing Compared to Trends

Trends



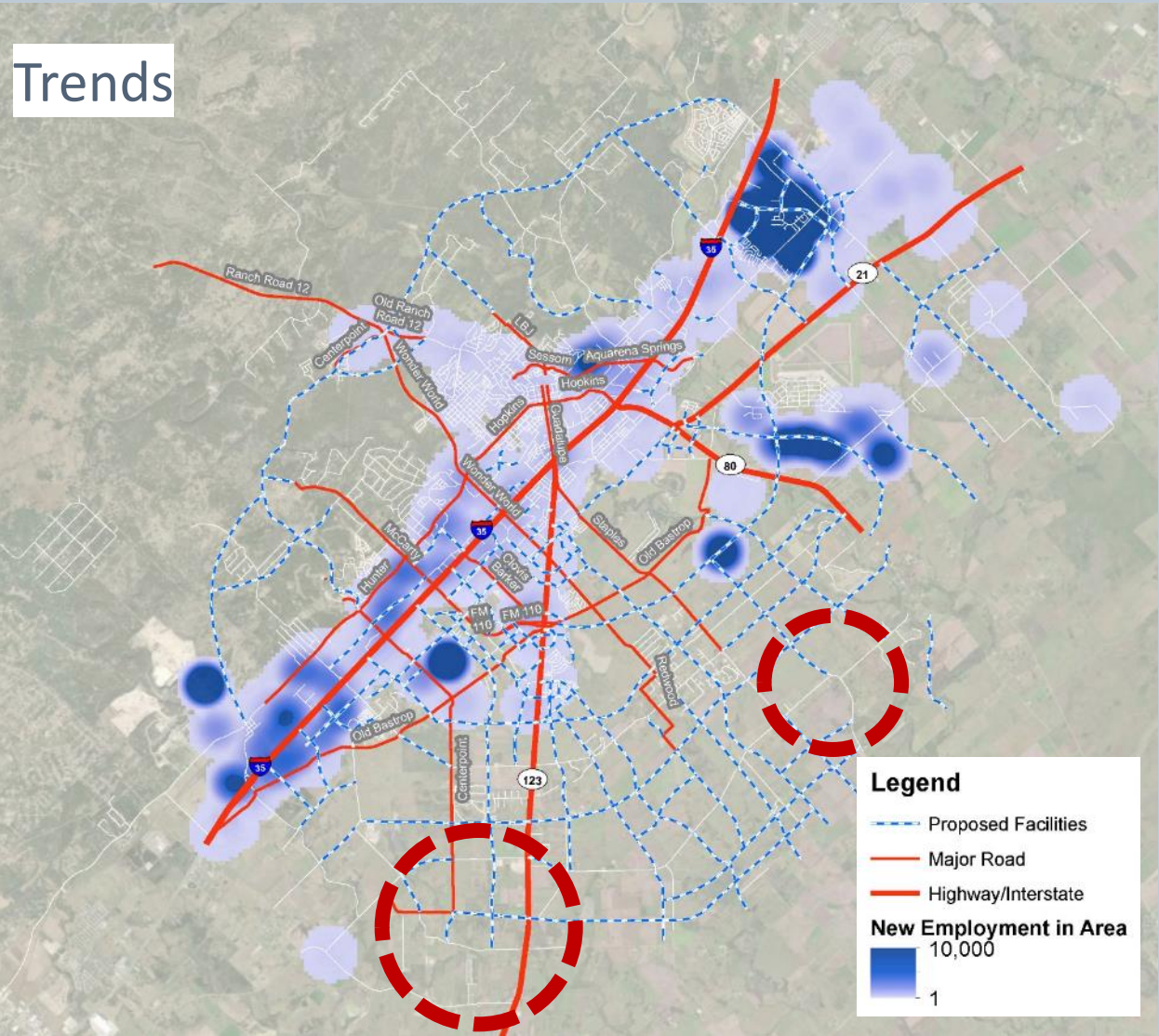
Scenario B



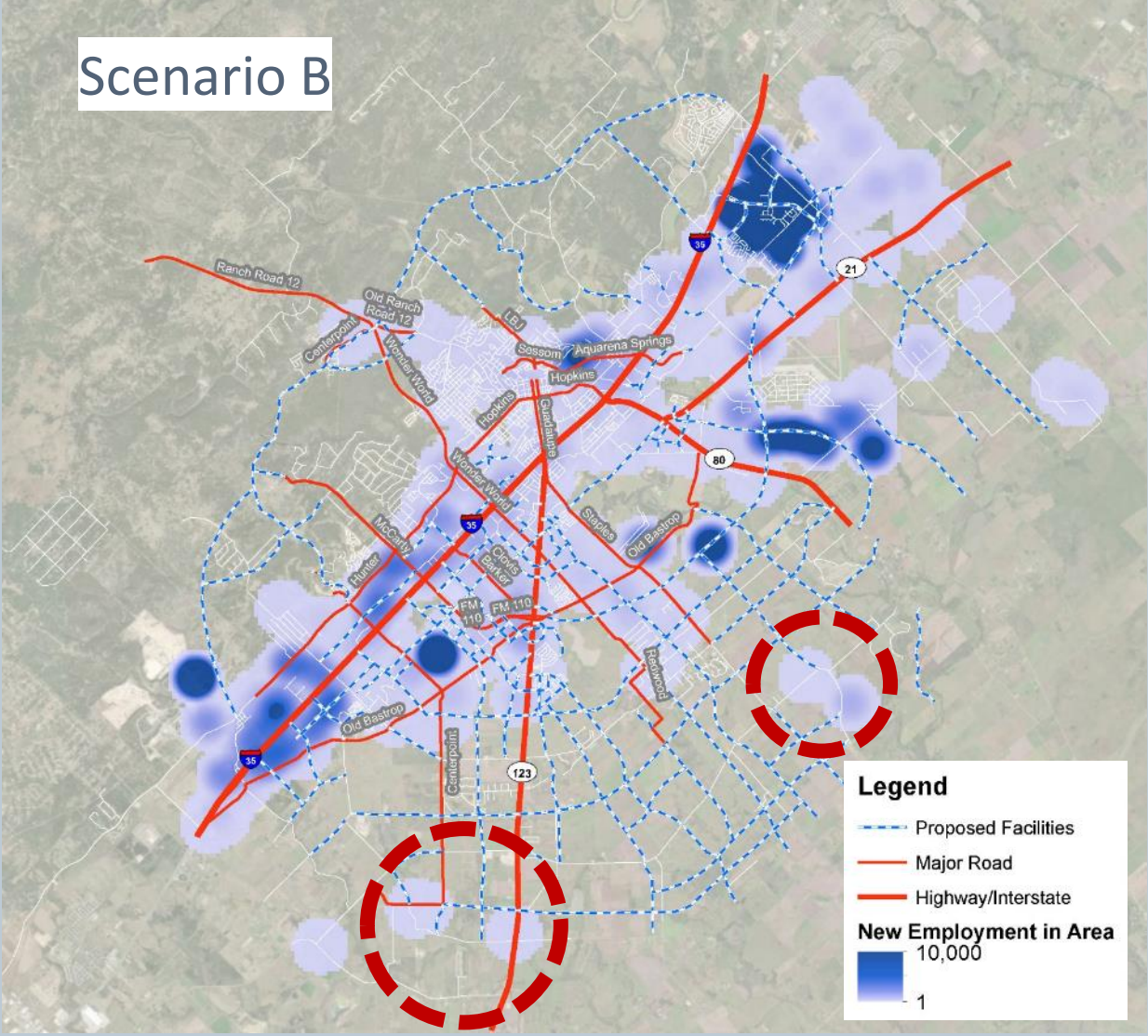


# Scenario B Jobs Compared to Trends

Trends



Scenario B





# Scenario B – Corridors and Nodes

Metric	Trends Scenario	Scenario B
Land Consumption	23,664 acres	24,368 acres
Jobs-Housing Balance	1.01	0.94
Lane Miles of New Roadways	450 lane miles	504 lane miles
Acres of New Impervious Cover	10,929 acres	11,946 acres
Walkability (Intersection Density)	122 per square mile	147 per square mile
Development in Overlays		
Historic Resource	243 housing units + jobs	243 housing units + jobs
Cultural Resource	0	0
Environmental	38,148 housing units + jobs	44,996 housing units + jobs

# Side-by-Side Comparison

Screenshot of matrix included in packet; not intended for reading

## SUMMARY STATS & EVALUATION METRICS

Development Types
Lower Density Neighborhood
Medium Density Neighborhood
Higher Density Neighborhood
Neighborhood Commercial/Center
Community Activity Center
Highway Commercial
Lower Density Employment
Medium Density Employment
Campus
Parks/Open Space/Natural Areas
<b>Total</b>

### TRENDS SCENARIO

Total Acres	Housing Units	Jobs
13,129	53,922	-
2,169	17,816	990
552	7,552	-
15	-	137
360	4,935	8,225
563	-	7,712
4,208	-	30,723
1,291	-	35,353
177	1,296	3,240
1,199	-	-
<b>23,664</b>	<b>85,520</b>	<b>86,380</b>

### SCENARIO A: SECOND CITY CENTER

Total Acres	Housing Units	Jobs
6,697	29,376	-
2,339	20,524	1,140
2,206	32,260	-
168	-	1,634
782	11,436	19,060
520	-	7,602
3,427	-	26,728
1,209	-	35,357
166	1,296	3,240
1,003	-	-
<b>18,518</b>	<b>94,892</b>	<b>94,760</b>

### SCENARIO B: CORRIDORS & NODES

Total Acres	Housing Units	Jobs
9,997	41,206	-
5,691	46,917	2,607
191	2,621	-
462	-	4,228
4	60	100
725	-	9,957
4,193	-	30,723
1,287	-	35,353
177	1,296	3,240
1,642	-	-
<b>24,368</b>	<b>92,101</b>	<b>86,207</b>

Evaluation Criteria	Metric/s	Total	Percentage
Land Consumption	Number of Total New Acres Developed	23,664	na
Jobs-Housing Balance	Ratio of new jobs to new housing units	1.01	na
Capture in City Limits	New Housing Units in Existing City Limits	18,937	22.1%
	New Jobs in Existing City Limits	54,287	42.6%
	Total of New Housing Units + New Jobs	73,224	62.8%
Fiscal Impact			
Roadways	Lane Miles of New Public Roadways	450	na
Water	New Jobs and Households in City's Water CCN	49,544	28.8%
Sewer	New Jobs and Households in City's Sewer CCN	117,630	68.4%
Public Services	New Jobs and Households outside 3.5 mile Radius of Existing Fire Station	47,842	27.8%
Watershed Impacts			
Impervious Cover	Acres of New Impervious Cover	10,929	na
River Protection	New Housing in River and Creek Protection Zones	1,645	1.9%
	New Jobs in River and Creek Protection Zones	2,052	2.4%
Protection Zones (Drainage, Recharge, Contributing and Artesian Zones)	New Housing in Aquifer Protection Zones	7,869	9.2%
	New Jobs in Aquifer Protection Zones	17,886	20.9%
Access to Existing Parks and Open Space	Percent of New Housing Units within 1/2-mile of Existing Parks and Open Space	24,606	28.8%
Access to Existing Trail Access Points	Percent of New Housing Units within 1/2-mile of an Existing Trail Access Point	3,331	3.9%
Walkability	Intersection Density Assumption applied to Development Types and Averaged for New Development Areas	122	na
Overlays			
Historic Resource	Number of New Jobs and New Housing Units in Historic Resource Overlay	243	0.1%
Cultural Resource	Number of New Jobs and New Housing Units in Cultural Resource Areas	-	0.0%
Environmental	Number of New Jobs and New Housing Units in Environmental Overlay Area	38,148	22.2%

Total	Percentage
18,518	na
0.99	na
25,680	27.1%
50,385	53.2%
76,065	40.1%
374	na
56,843	30.0%
143,885	75.9%
50,727	26.7%
10,104	na
830	0.9%
2,052	2.2%
7,455	7.9%
17,916	18.9%
21,289	22.4%
3,331	3.5%
166	na
237	0.1%
-	0.0%
28,764	15.2%

Total	Percentage
24,368	na
0.94	na
19,267	20.9%
53,540	62.1%
72,807	40.8%
504	na
55,057	30.9%
122,879	68.9%
44,281	24.8%
11,946	na
1,430	1.6%
1,689	2.0%
7,745	8.4%
17,231	18.7%
29,302	31.8%
2,325	2.5%
147	na
243	0.1%
-	0.0%
44,996	25.2%

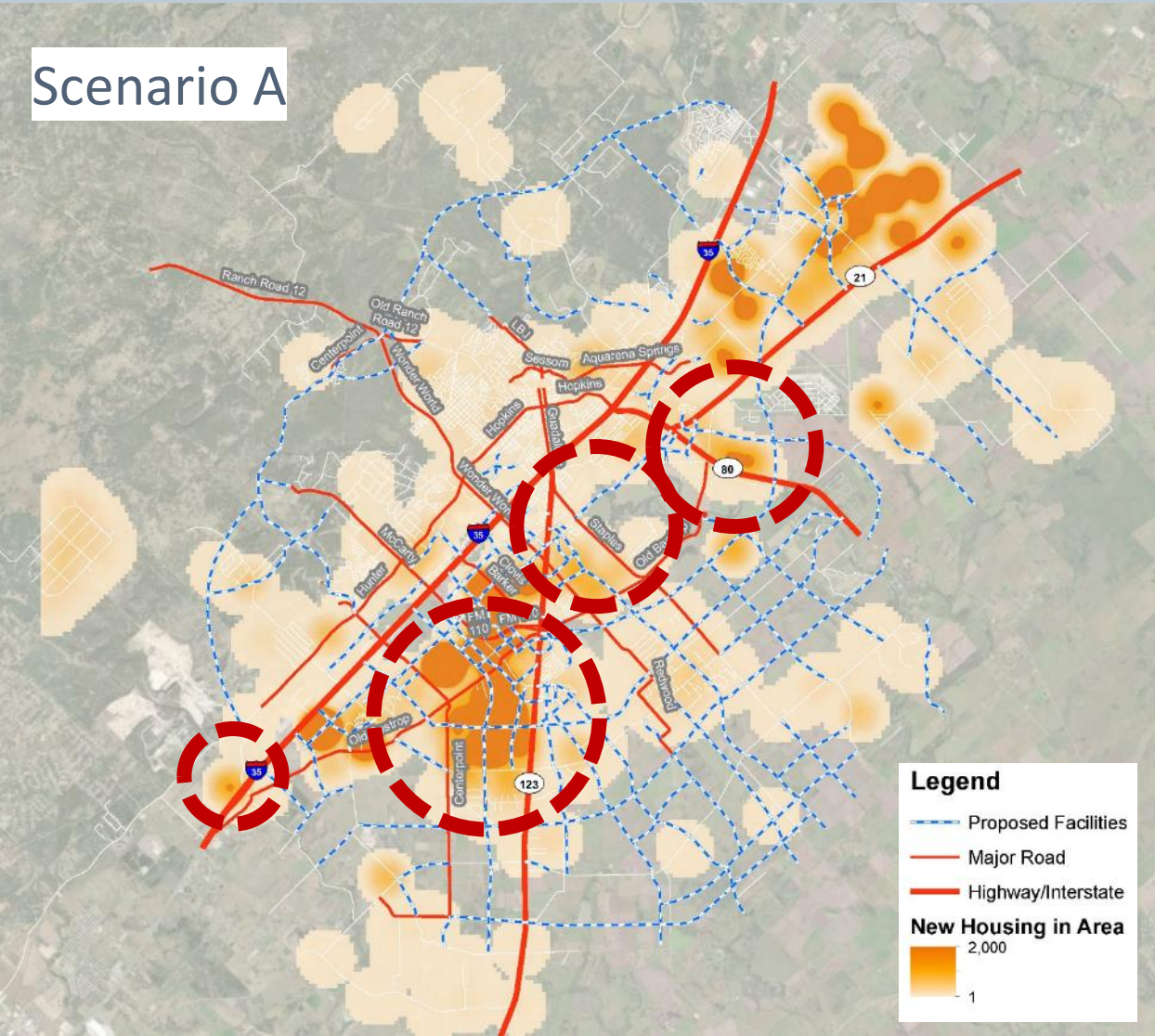


# Scenarios A & B Comparison

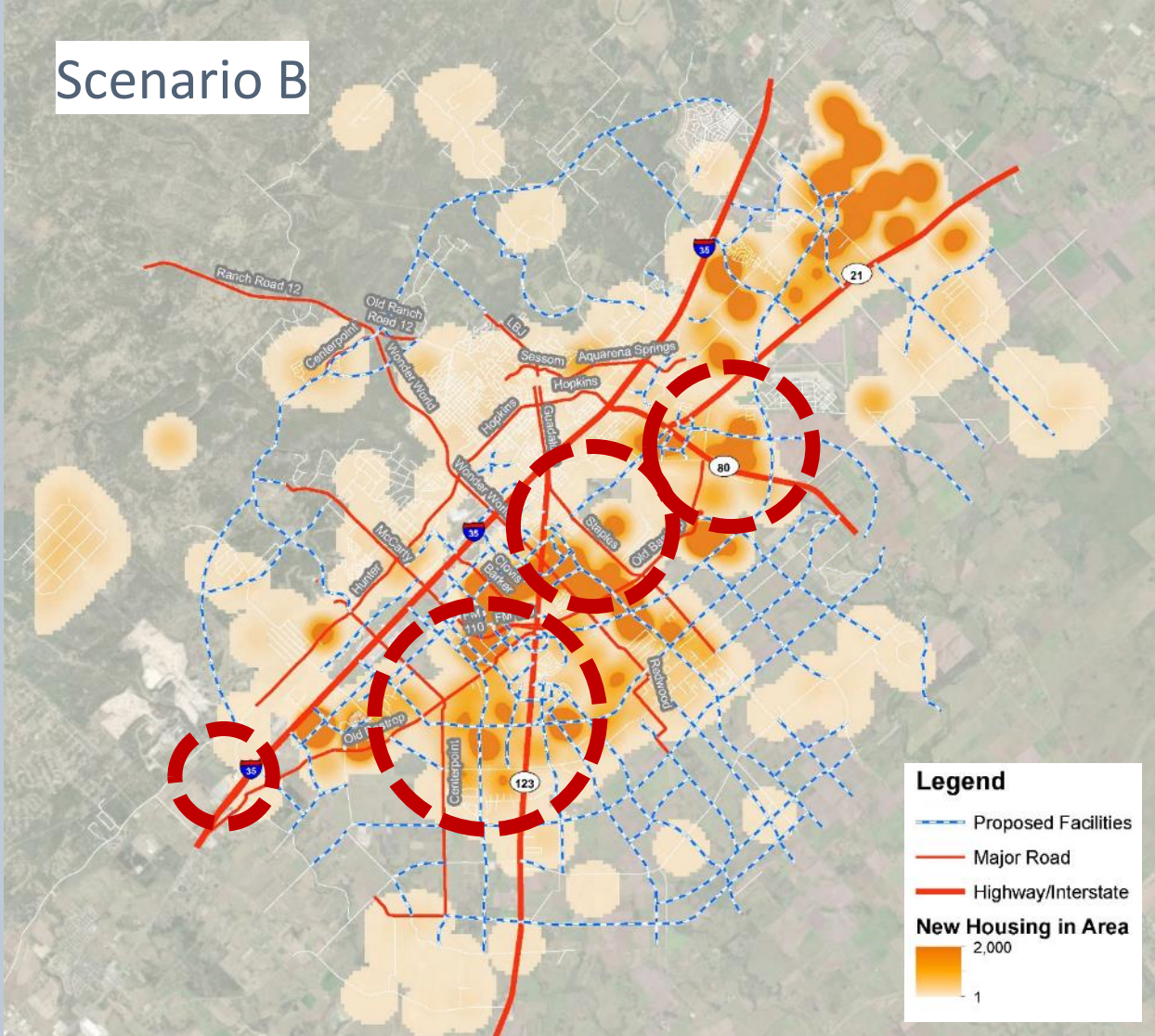
Metric	Scenario A	Scenario B
Land Consumption	18,518 acres	24,368 acres
Jobs-Housing Balance	0.99	0.94
Lane Miles of New Roadways	374 lane miles	504 lane miles
Acres of New Impervious Cover	10,104 acres	11,946 acres
Walkability (Intersection Density)	166 per square mile	147 per square mile
Development in Overlays		
Historic Resource	237 housing units + jobs	243 housing units + jobs
Cultural Resource	0	0
Environmental	28,764 housing units + jobs	44,996 housing units + jobs

# Scenario A & B Housing Comparison

Scenario A



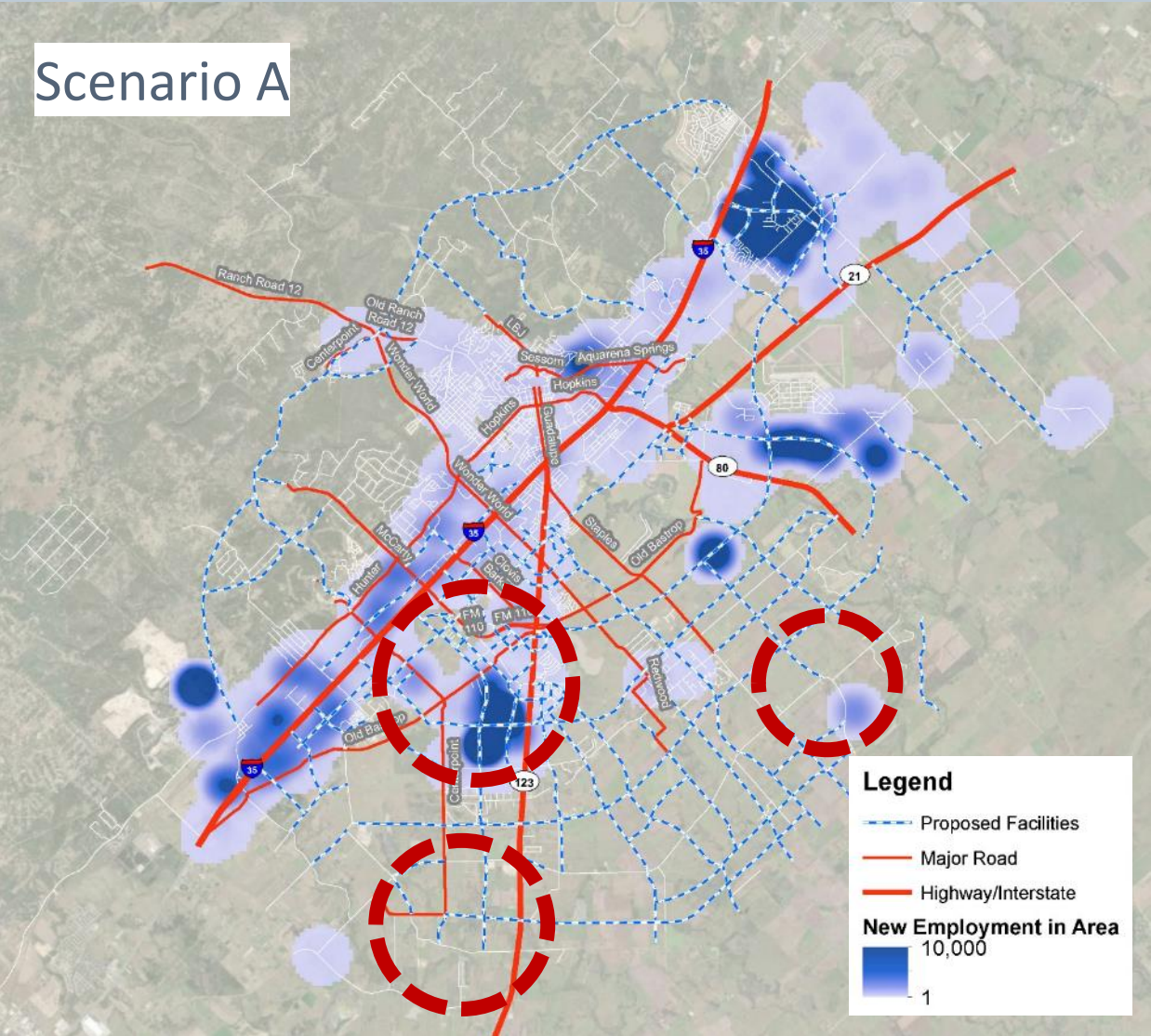
Scenario B



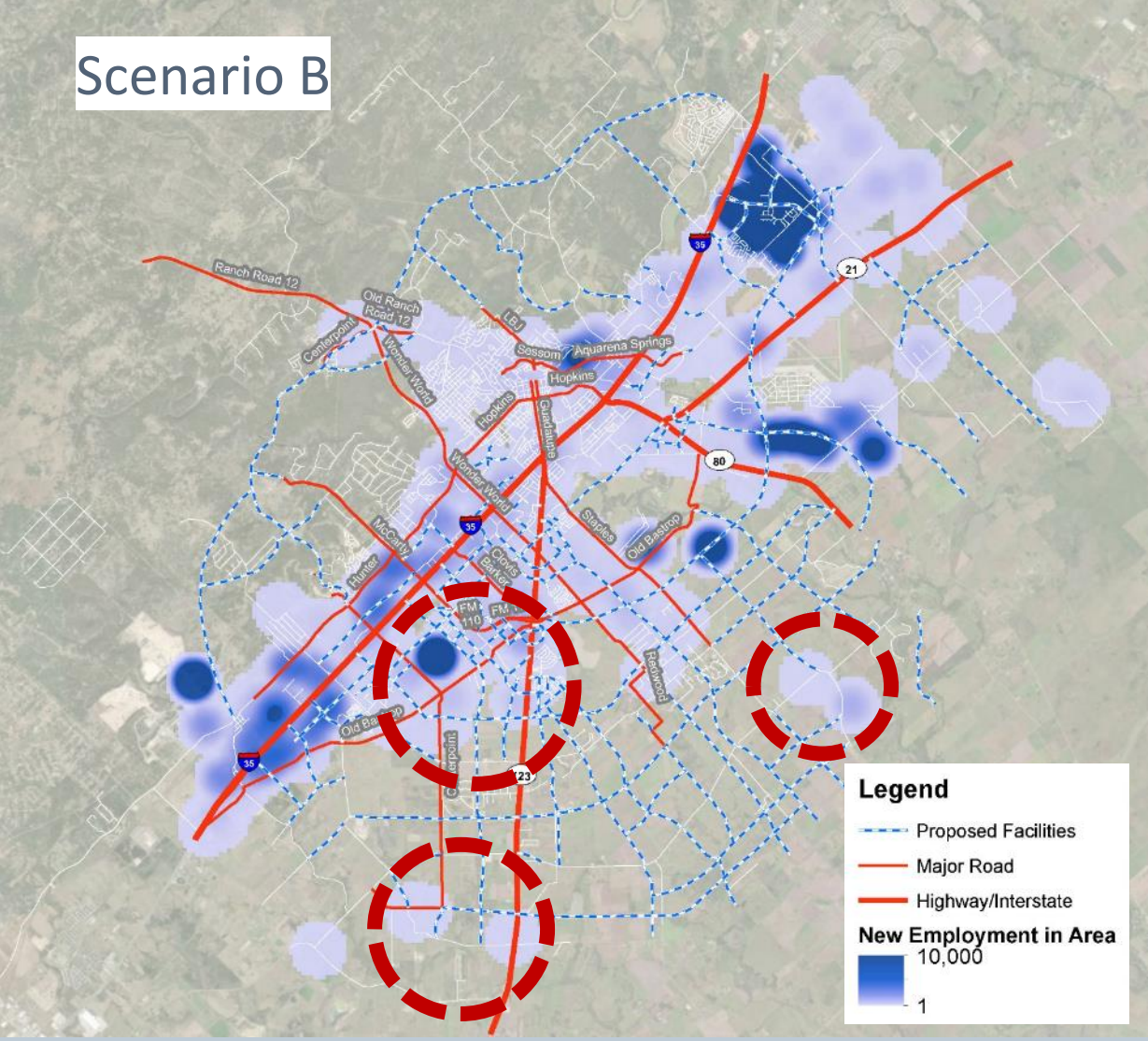


# Scenario A & B Jobs Comparison

Scenario A



Scenario B



# Side-by-Side Comparison

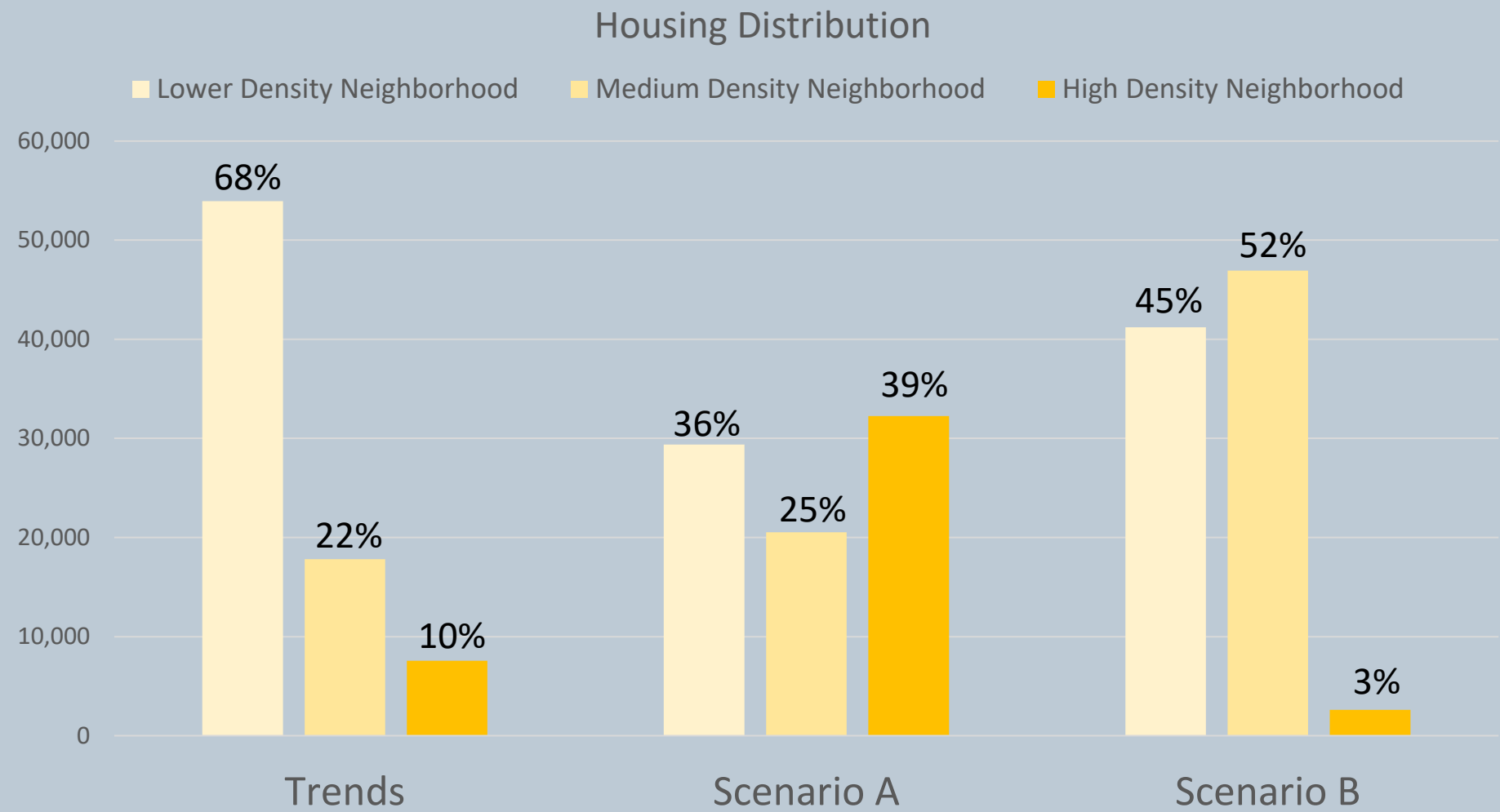
## Other Notable Differences:

	<u>Scenario A</u>	<u>Scenario B</u>
• Housing Capacity	95,603	91,252
• Jobs Capacity	91,241	85,546
• Capture in City Limits		
• Housing	27.1%	20.9%
• Jobs	53.2%	62.1%



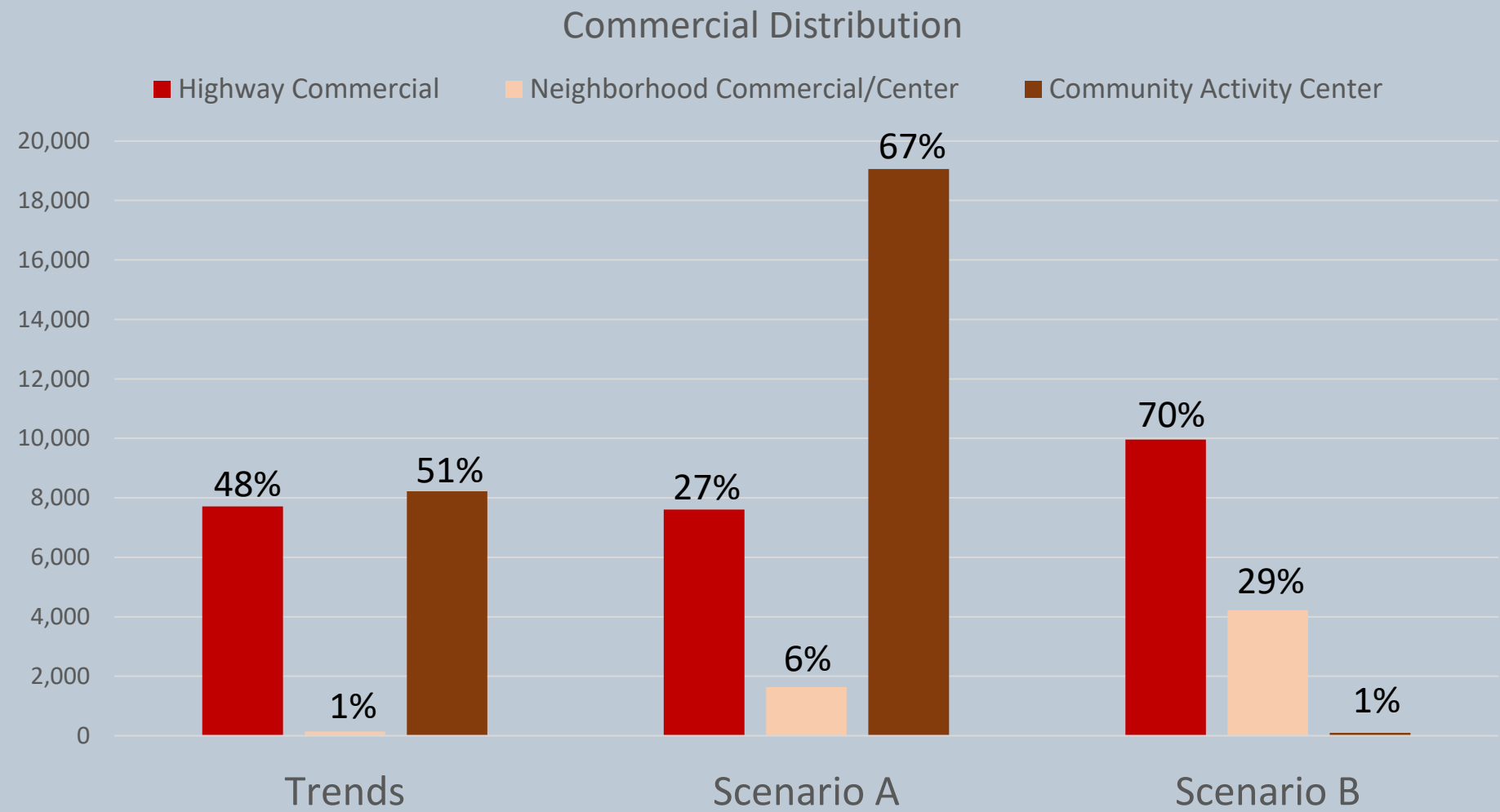
# Side-by-Side Comparison

## Other Notable Differences:



# Side-by-Side Comparison

## Other Notable Differences:







# Open House Stations



# Station 1: About the Project

## VISION SMTX PROJECT TOPICS, ENGAGEMENT, & TIMELINE

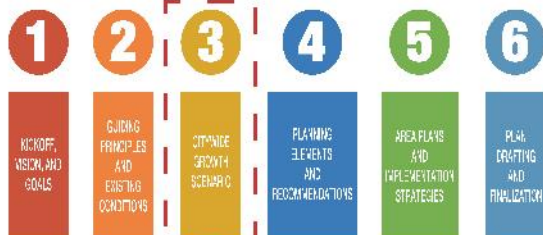
### WHAT TOPICS WILL BE DISCUSSED?

- Environment & Resource Protection
- Housing
- Transportation
- Land Use
- Parks, Public Space & Facilities
- Community Design & Character
- Arts & Culture
- Health, Safety, & Wellness
- Economic Development
- Intergovernmental Coordination

Which of these topics are the most important to you?

### Community Engagement Efforts Include:

- Online Polling & Surveys
- Virtual and In-Person Open Houses
- Virtual Stakeholder & Committee Meetings
- Virtual and In-Person Community & City Council Workshops



WE ARE HERE!



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## VISION SMTX COMPREHENSIVE PLAN REWRITE

### WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a long-term guidebook for San Marcos. It's a visionary document that will guide long-term decision-making for San Marcos. The City's Comprehensive Plan sets high-level policy direction that is implemented through more detailed plans, projects, programs, and regulations.

### WHAT QUESTIONS ARE WE EXPLORING IN VISION SMTX?

What does everyone want to see San Marcos realize in the next 10-20 years?

What makes San Marcos a unique place to work, live, or play?

What are some opportunities in San Marcos? What are some challenges we need to overcome?

How can we ensure San Marcos is a healthy and sustainable community?

How can we plan San Marcos for future generations?

The key themes from the community we've heard so far are:

- Equity
- Inclusive Community
- Protect and Value Natural Resources
- Intentional & Responsible Growth
- Diversity & Affordability of Housing
- Preservation of Quality of Life

Write your ideas on post-its and stick them here!



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## DRAFT COMMUNITY VISION & GUIDING PRINCIPLES

"San Marcos is a complete community of diverse and inclusive neighborhoods that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents."

### GUIDING PRINCIPLES



**Sustainable and Resilient**—San Marcos is a complete and healthy community that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.



**Equitable, Diverse and Inclusive**—San Marcos is a complete and healthy community that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.



**Unique and Complete**—San Marcos is a complete and healthy community that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.



**Supported and Connected**—San Marcos is a complete and healthy community that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.



**Strategic and Complementary**—San Marcos is a complete and healthy community that protects and celebrates the river and the City's other rich natural and historical assets; retains its small-town feel, charm and quality of life; and leverages growth to continue building a sustainable community that benefits existing and new businesses and residents.



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## VISION SMTX COMMUNITY INPUT THEMES

### PAST EVENTS

In total, approximately 2,000 comments have been collected to date.

- 1 City Council Workshop
- 4 Steering Committee Meetings
- 1 Virtual Community Workshop
- 1 Virtual Open House
- 2 Focus Group Sessions
- 14 Community Meetings / Events / Organization Meetings



### MOST DISCUSSED TOPICS

- Transportation
- Parks, Public Spaces and Facilities
- Arts & Culture
- Housing
- Community Design and Character
- Economic Development
- Land Use
- Environment & Resource Protection
- Health, Safety, and Wellness
- Intergovernmental Coordination

### KEY THEMES MENTIONED

- Desire to have well-connected parks and open spaces
- Alternative modes of transportation (bikes, scooters, etc.)
- Protection and value of natural resources
- Desire for community arts and culture events with organizational partnerships
- Economic is strong need for housing affordability

### WHAT WE HEARD!



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# Station 2: Overlays

### VISION SMTX THREE PROTECTIVE OVERLAYS

**Overlays**  
We know that San Marcos's historic, cultural, and environmental assets are extremely important. Prior to drafting any detailed growth scenarios for San Marcos, it was important to identify areas with historical, cultural, and environmental assets. The Steering Committee and community highlighted protecting these assets as a high priority for the scenario modeling and broader Comprehensive Plan process. The project team worked to access and update available data for each of these three categories to develop three overlay layers: 1) Historic Resources, 2) Cultural Resources, and 3) Environmental. For the scenario mapping and modeling process, these overlays modified the allocation of housing and jobs if mapped with one or more overlays.

**Where are Overlays?**  
Overlays re tools to better define where growth should or shouldn't go. Overlays can also serve as a starting point for better defining the vision and goals for key areas.

### VISION SMTX CULTURAL RESOURCES OVERLAY

- Used the Cultural Resource data layers originally included in the prior Land Use Suitability map (except for Historic Districts as those were included in the Historic Resource Overlay)
- These included:
  - City Parks
  - Fish Hatcheries, and
  - Cemeteries
- No housing and no jobs were allocated to any area mapped within the Cultural Resource Overlay

**SAN MARCOS**  
CULTURAL RESOURCES OVERLAY

### VISION SMTX HISTORIC RESOURCES OVERLAY

- Utilized the My Historic SMTX Resources Survey from 2019 and designated
- Historic Districts Designated historic districts were included in their entirety
- For other areas in the Historic Resources Survey, a contiguous area was created that included all properties ranked Medium and High priority
- For the scenario mapping and modeling exercise, jobs and housing were only allocated to vacant parcels within the Historic Resources Overlay

**SAN MARCOS**  
HISTORIC RESOURCES OVERLAY

### VISION SMTX ENVIRONMENTAL RESOURCES OVERLAY

**Additional portions of the City's and County's Watersheds:**

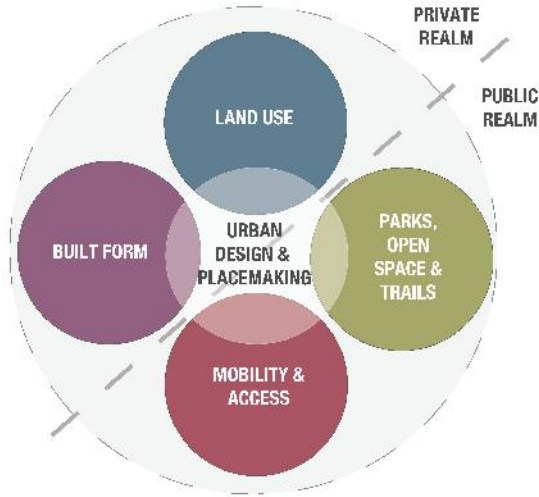
- City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 2) The Central Region:
  - 1) Riparian and floodplain zones
  - 2) Floodplains
  - 3) Wetlands
  - 4) Riparian Watershed Zone
  - 5) Wetlands
  - 6) Wetlands
  - 7) Wetlands
  - 8) Wetlands
  - 9) Wetlands
  - 10) Wetlands
- 3) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
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- 5) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 6) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 7) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 8) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 9) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)
- 10) The City's Watersheds: 1) South River Watershed (includes all water resources in the river corridor, including the river itself and the riparian zone)

**SAN MARCOS**  
ENVIRONMENTAL RESOURCES OVERLAY



# Station 3: Development Types

## VISION SMTX DEVELOPMENT TYPES OVERVIEW



Traditional planning for growth uses a concept called Future Land Use. Future Land Use identifies where different uses (e.g., light industrial, commercial, single family residential, etc.) can go, but it doesn't address the building form, green spaces, or infrastructure required to support it. For the Comprehensive Plan Rewrite, we are using Development Types. They are a combination of Land Use, Built Form, Mobility and Access, and Parks, Open Space & Trails. Development Types address how the public and private realms interact to create well-connected and coordinated places throughout San Marcos.

## VISION SMTX DEVELOPMENT TYPES



### LOW DENSITY NEIGHBORHOOD

**Primary Land Use/s:** Single-family detached housing  
**Secondary Land Use/s:** Single-family detached housing, accessory uses  
**Housing Density:** 1-2 units per acre  
**Mobility:** Local streets with low-speed travel, primarily for single-family detached housing



### MEDIUM DENSITY NEIGHBORHOOD

**Primary Land Use/s:** Multi-story townhomes, small commercial buildings  
**Secondary Land Use/s:** Multi-story townhomes, small commercial buildings, accessory uses  
**Housing Density:** 3-6 units per acre  
**Mobility:** Medium-density neighborhood with mixed-use development, primarily for multi-story townhomes and small commercial buildings



### HIGHER DENSITY NEIGHBORHOOD

**Primary Land Use/s:** High-rise apartment buildings, commercial buildings  
**Secondary Land Use/s:** High-rise apartment buildings, commercial buildings, accessory uses  
**Housing Density:** 7-10 units per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for high-rise apartment buildings and commercial buildings



### NEIGHBORHOOD COMMERCIAL/CENTER

**Primary Land Use/s:** Commercial buildings, residential buildings  
**Secondary Land Use/s:** Commercial buildings, residential buildings, accessory uses  
**Jobs Density:** 1-2 jobs per acre  
**Mobility:** Medium-density neighborhood with mixed-use development, primarily for commercial buildings and residential buildings



### COMMUNITY ACTIVITY CENTER

**Primary Land Use/s:** Commercial buildings, residential buildings  
**Secondary Land Use/s:** Commercial buildings, residential buildings, accessory uses  
**Jobs Density:** 2-3 jobs per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for commercial buildings and residential buildings

## VISION SMTX DEVELOPMENT TYPES



### HIGHWAY COMMERCIAL

**Primary Land Use/s:** Large commercial buildings, parking lots  
**Secondary Land Use/s:** Large commercial buildings, parking lots, accessory uses  
**Jobs Density:** 1-2 jobs per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for large commercial buildings and parking lots



### LOWER DENSITY EMPLOYMENT

**Primary Land Use/s:** Large commercial buildings, parking lots  
**Secondary Land Use/s:** Large commercial buildings, parking lots, accessory uses  
**Jobs Density:** 1-2 jobs per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for large commercial buildings and parking lots



### MEDIUM DENSITY EMPLOYMENT

**Primary Land Use/s:** Large commercial buildings, parking lots  
**Secondary Land Use/s:** Large commercial buildings, parking lots, accessory uses  
**Jobs Density:** 1-2 jobs per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for large commercial buildings and parking lots



### CAMPUS

**Primary Land Use/s:** Large commercial buildings, parking lots  
**Secondary Land Use/s:** Large commercial buildings, parking lots, accessory uses  
**Jobs Density:** 1-2 jobs per acre  
**Mobility:** High-density neighborhood with mixed-use development, primarily for large commercial buildings and parking lots



### PARKS/OPEN SPACE/NATURAL AREAS

**Primary Land Use/s:** Parks and Open Space  
**Secondary Land Use/s:** Parks and Open Space  
**Mobility:** Low-density neighborhood with mixed-use development, primarily for parks and open space





# Station 4: Trend Scenario

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THE TREND SCENARIO:  
IF SAN MARCOS CONTINUES TO GROW AS IT IS NOW

The below map shows what San Marcos might look like if we keep growing the way we are now, or how our "Trend" suggests. It shows this by mapping out the Development Types.

Our "Trend Scenario" is characterized as auto-oriented businesses along major roads, new traditional single-family subdivisions, and more suburban style expansion east of IH-35.

This Trend Scenario also includes reliance on key roadways resulting in increased traffic congestion. Walkable areas exist only in downtown or specific subdivisions. Many residents have to drive to access grocery stores, parks, schools, or a coffee shop. The piecemeal growth may impact environmentally sensitive areas. Housing demand is outpacing employment growth.



CREATING A PREFERRED GROWTH SCENARIO  
TO MANAGE OUR GROWTH

San Marcos is growing. With an estimated 42,000-54,000 new housing units and 51,000 new jobs projected in San Marcos by 2050, one of the key phases of Vision SMTX is to develop a city-wide plan for how to manage our growth. As you compare San Marcos' Trend Scenario with Alternative Scenarios for how to grow, take a look at the allocation of housing and jobs, a few key metrics and outputs, and key goals achieved with each Scenario.

HOUSING

JOBS

KEY OUTPUTS & METRICS

Land Consumption:  
28,664 acres

Jobs to Housing Balance:  
1.01

Lane Miles of New Roadways:  
450 miles

Acres of New Impervious Cover:  
10,929



Walkability:  
122 intersections/square mile

Development in Overlays:  
Historic Resource:  
243 new housing units + jobs  
Cultural Resource:  
0 new housing units + jobs  
Environmental:  
38,148 new housing units + jobs

GOALS

Each Alternative Scenario accomplishes different goals. Compare what goals are accomplished in each scenario for topics that are most important to you.

To share a different way to grow?  
Check out the Alternative Growth Scenarios on the far right to the right.  
These Alternative Scenarios deviate from the Trend Scenario and better manage our future growth.



# Station 5: Scenario A

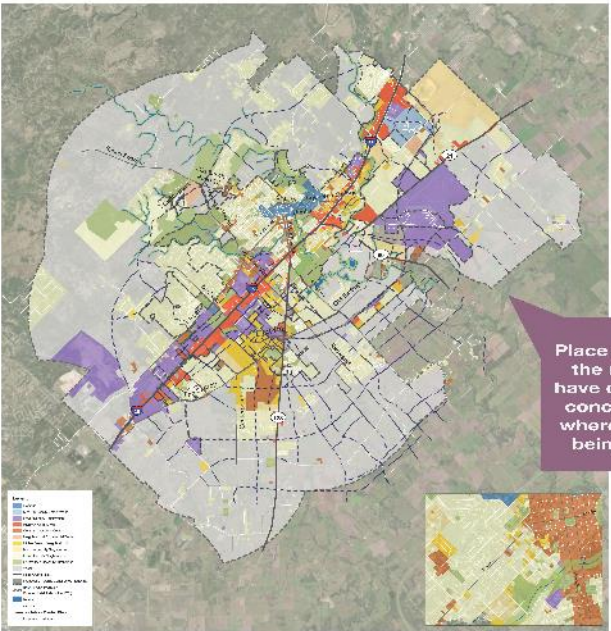


## SCENARIO A DEVELOPMENT TYPES MAP

### Scenario A: Second City Center

This scenario includes the creation of a large mixed-use center east of I-35 which:

- Creates an intentional location for higher intensity employment and housing development;
- Encourages development along existing roadways and encourages existing areas; and
- Encourages services to people and services closer to the center of the community.

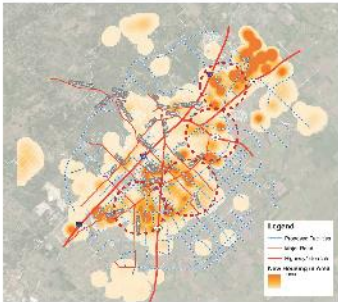


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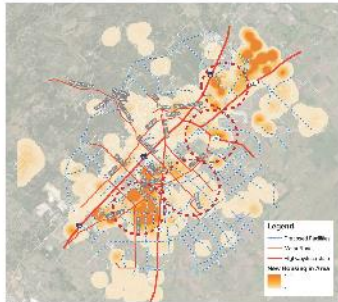


## VISION SMTX SCENARIO A COMPARED TO TRENDS

### HOUSING

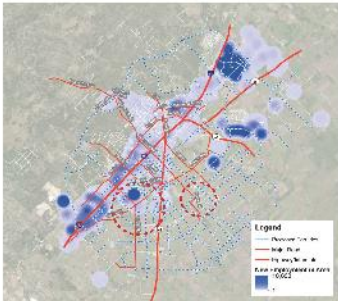


Trends

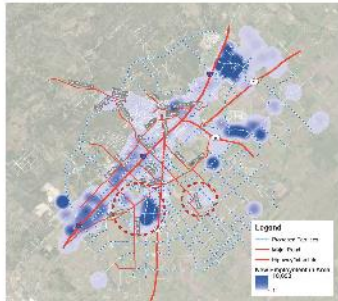


Scenario A

### JOB



Trends



Scenario A

Area of most significant increase



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## SCENARIO A GOALS | KEY OUTPUTS & METRICS

### Select Goals



**Land Use Goal 1:**  
Conserve historic assets and reduce pressure on existing developed and undeveloped areas by establishing a resource, higher-density City Center west of existing city development.



**Economic Development Goal 2:**  
Plan a new regional employment hub in and around the second City Center.



**Transportation Goal 2:**  
Minimize the need for privately and cross-regional driving trips by focusing goods, services, and employment closer to where people live.



**Community Design and Character Goal 2:**  
Encourage distinct, places and neighborhoods character across San Marcos with a hierarchy of development with services and amenities.



**Housing Goal 1:**  
Concentrate medium-to-high density housing in and adjacent to the second City Center to meet a large portion of projected housing needs.



**Environment and Resource Protection Goal 1:**  
Limit planned developments in environmentally sensitive areas by planning and developing higher intensity uses in San Marcos.



**Economic Development Goal 1:**  
Support existing businesses and employment areas with improved access, services and amenities.

### Key Outputs and Metrics

Metric	Trends Scenario	Scenario A
Land Consumption	23,664 acres	18,518 acres
Jobs-Housing Balance	1.01	0.99
Lane Miles of New Roadways	450 lane miles	374 lane miles
Acres of New Impervious Cover	10,929 acres	10,104 acres
Walkability (Intersection Density)	177 per square mile	166 per square mile
Development Overlays		
Historic Resource	243 housing units + jobs	237 housing units + jobs
Cultural Resource	0	0
Environmental	38,148 housing units + jobs	28,761 housing units + jobs



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# Station 6: Scenario B

SCENARIO B DEVELOPMENT TYPES MAP

**Scenario B: Corridors & Nodes**  
This Scenario emphasizes the creation of nodes, use corridors with the intent of:

- Creating "Districts" as the only large mixed-use centers.
- Improving transportation corridors and nodes and creating "Nodes" as the only large mixed-use centers.
- Improving access to goods and services throughout the entire community with improved connectivity to transit and transit.

Place a Post-it on the map if you have questions or concerns about where things are being located!

VISION SMTX  
SCENARIO B COMPARED TO TRENDS

HOUSING

JOBS

SCENARIO B GOALS | KEY OUTPUTS & METRICS

Select Goals

Land Use Goal 1: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Land Use Goal 2: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Land Use Goal 3: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Economic Development Goal 1: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Economic Development Goal 2: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Transportation Goal 1: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Transportation Goal 2: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Transportation Goal 3: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Environment and Resource Protection Goal 1: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Environment and Resource Protection Goal 2: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Environment and Resource Protection Goal 3: Create a mix of uses and land uses that are not currently in the community. This includes commercial, residential, and industrial uses.

Key Outputs and Metrics

Metric	Trends Scenario	Scenario B
Land Use Goal 1	73,651 acres	71,366 acres
Land Use Goal 2	1,121	1,121
Land Use Goal 3	450 in the miles	450 in the miles
Acres of New Impervious Cover	12,925 acres	12,940 acres
Walkability (three-quarter Density)	122 per square mile	147 per square mile
Development in Overlays		
Historic Resource	747 housing units + jobs	743 housing units + jobs
Cultural Resource	11	11
Environmental	38,148 housing units + jobs	44,980 housing units + jobs

SIDE-BY-SIDE COMPARISON

	SCENARIO A	SCENARIO B
HOUSING CAPACITY	95,603 Units	91,252 Units
JOBS CAPACITY	91,241 Jobs	85,546 Jobs
CAPTURE IN CITY LIMITS HOUSING JOBS	27.1% 53.2%	20.9% 62.1%

HOUSING DISTRIBUTION

COMMERCIAL DISTRIBUTION

GOALS COMPARISON

# Station 7: 10 Elements + Next Steps

## WHERE DO YOU SEE SAN MARCOS IN THE NEXT 10-20 YEARS?

WHAT WOULD YOU LIKE TO SEE ACCOMPLISHED FOR THE TOPICS THAT ARE MOST IMPORTANT TO YOU?

LAND USE	COMMUNITY DESIGN & CHARACTER	ARTS & CULTURE	ECONOMIC DEVELOPMENT	HOUSING
<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>
Write your ideas on post-its and stick them here!				



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## WHERE DO YOU SEE SAN MARCOS IN THE NEXT 10-20 YEARS?

WHAT WOULD YOU LIKE TO SEE ACCOMPLISHED FOR THE TOPICS THAT ARE MOST IMPORTANT TO YOU?

TRANSPORTATION	PARKS, PUBLIC SPACES & FACILITIES	ENVIRONMENTAL RESOURCES PROTECTION	HEALTH, SAFETY & WELLNESS	INTERGOVERNMENTAL COORDINATION
<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>	<p>Where do you see growth going to determine the best way to manage growth and think about what types of land uses (schools, neighborhood amenities, employment centers, commercial, green space) you want to see and where?</p>
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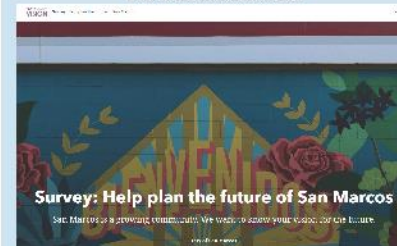
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## VISION SMTX NEXT STEPS

### TAKE THE VIRTUAL SURVEY!

Do you have other ideas/comments you'd like to share?

We've launched a virtual survey where you can continue to provide input through October 4 on what's been presented today! Visit [www.visionsmtx.com](http://www.visionsmtx.com)



Take the Survey in English



Tomar la Encuesta en Español



If you'd prefer a paper copy of the survey, we're offering a take-home toolkit which you can pick up tonight or until October 4 at the Planning and Development Services Department.

Thank you for your participation in planning the future of San Marcos!

[www.visionsmtx.com](http://www.visionsmtx.com)  
Planning and Development Services Department  
[planninginfo@sanmarcostx.gov](mailto:planninginfo@sanmarcostx.gov)  
512.393.8230

### NEXT STEPS

**1. Preferred Growth Scenario:** Incorporate feedback from community, Comprehensive Plan Steering Committee (CPSC), and leadership into a preferred growth scenario and development types map.



**2. Plan Element Goals & Policies:** Refine goals for each of the 10 Plan Elements and begin crafting policies and strategies to achieve the Preferred Growth Scenario and other quality of life objectives.



**3. Small Area Plans:** Identify a set of small areas (including Downtown) for more detailed planning and direction.

*The City of San Marcos is a proud community partner.*



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## Next Steps



# Next Steps

- Preferred Growth Scneario
- Plan Element Goals & Policies
- Small Area Plans

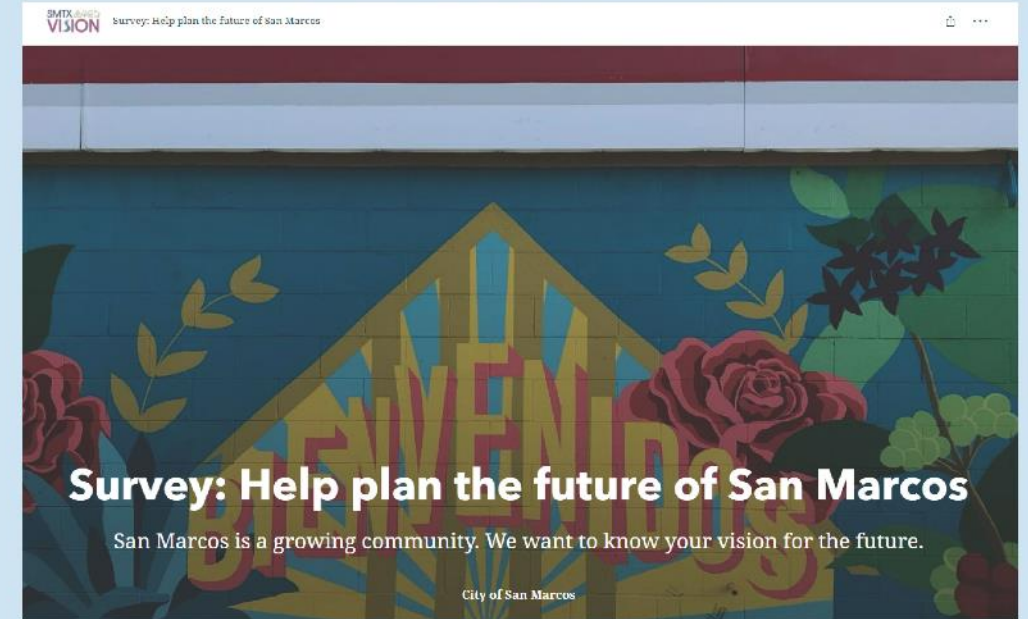
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Encuesta en  
Español





# Comprehensive Plan Rewrite

Community Meeting #2 – September 15, 2021

