



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Special Meeting - Final City Council

Thursday, September 16, 2021

11:30 AM

City Council Chambers/Virtual

630 E. Hopkins - Vision SMTX Comprehensive Plan Lunch & Learn

**This will be a hybrid (in-person/virtual meeting). To view the meeting please go to
<http://sanmarcostx.gov/421/City-Council-Videos-Archives> or watch on Grande channel
16 or Spectrum channel 10**

I. Call To Order

II. Roll Call

1. Receive a presentation from Staff and project consultants, MIG, on the Vision SMTX Comprehensive Plan Rewrite, and receive direction.

III. Adjournment.

POSTED ON THURSDAY, SEPTEMBER 9, 2021 @ 12:00PM

TAMMY K. COOK, INTERIM CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov



Legislation Text

File #: ID#21-744, **Version:** 1

AGENDA CAPTION:

Receive a presentation from Staff and project consultants, MIG, on the Vision SMTX Comprehensive Plan Rewrite, and receive direction.

Meeting date: September 16, 2021

Department: Planning and Development Services

Amount & Source of Funding

Funds Required: n/a

Account Number: n/a

Funds Available: n/a

Account Name: n/a

Fiscal Note:

Prior Council Action: n/a

City Council Strategic Initiative:

N/A

Comprehensive Plan Element (s):

- ☒ Economic Development - Choose an item.
- ☒ Environment & Resource Protection - Choose an item.
- ☒ Land Use - Choose an item.
- ☒ Neighborhoods & Housing - Choose an item.
- ☒ Parks, Public Spaces & Facilities - Choose an item.
- ☒ Transportation - Choose an item.
- ☒ Core Services
- ☐ Not Applicable

Master Plan:

Vision San Marcos - A River Runs Through Us

Background Information:

The City Council provided direction to rewrite the City's current comprehensive plan, Vision San Marcos, originally adopted in 2013. The Vision SMTX Comprehensive Plan is a vision and policy document intended to guide the growth and evolution of the City for the next 20-30 years. It includes the community's vision for topics such as housing, transportation, arts and culture, land use, economic development, parks, community character, etc. The rewrite will include significant public engagement to obtain input from the public, stakeholders, and organizations in San Marcos throughout the planning process.

The purpose of this Presentation is to review:

- Vision & guiding principles development
- Growth scenario inputs and methodology;
- An overview of detailed scenarios; and
- A summary of Comprehensive Plan Steering Committee and community feedback to date

Council Committee, Board/Commission Action:

N/A

Alternatives:

N/A

Recommendation:

N/A



Comprehensive Plan Rewrite

City Council Lunch and Learn – September 16, 2021



In association with: TJKM TRANSPORTATION CONSULTANTS | ECONOMIC & PLANNING SYSTEMS

The City of San Marcos | Comprehensive Plan Rewrite 1



Visioning and Guiding Principles Development

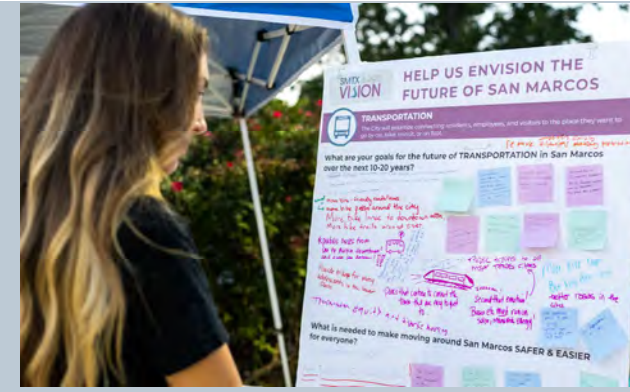
1

Kickoff,
Vision, and
Goals

2

Guiding
Principles
and
Existing
Conditions

- 1 City Council Workshop
- 4 Steering Committee Meetings + Events/Surveys
- 1 Virtual Community Workshop
- 1 Virtual Open House
- 2 Focus Group Meetings
- 17 Community Booths / Events / Organization Meetings



Visioning and Guiding Principles Development

Key Takeaways:

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

2,080
Comments
to date



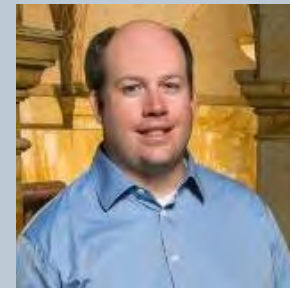
Overview



- Introduction
- Scenario Inputs and Methodology
 - Growth Assumptions
 - Preliminary Scenarios and Summary of Feedback
 - Development Types and Overlays
- Overview of Detailed Scenarios
 - Trends Scenario, Scenario A, and Scenario B
 - Comparison of Goals and Allocation of Housing and Jobs
 - Comparison of Evaluation Metrics
- Summary of Steering Committee and Community Feedback to Date
- Q&A / Discussion



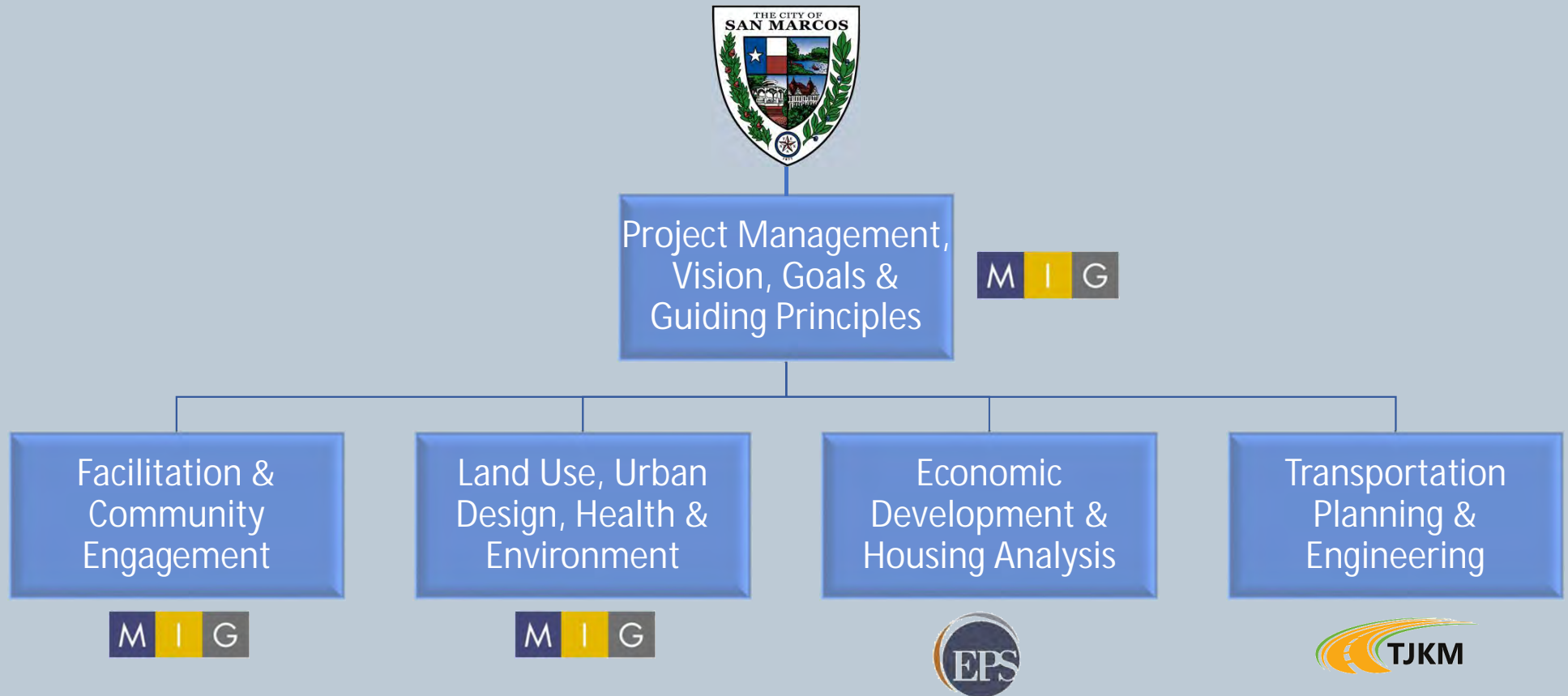
Jay Renkens, AICP
Principal-In-Charge



Matt Prosser
Vice President



Introductions: Organizational Chart by Expertise



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.



Scenario Inputs and Methodology



Updating the Growth Framework



Growth Framework

Population Growth

69,700 residents in San Marcos in 2019

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

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%
<i>City as % of Hays County</i>	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

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

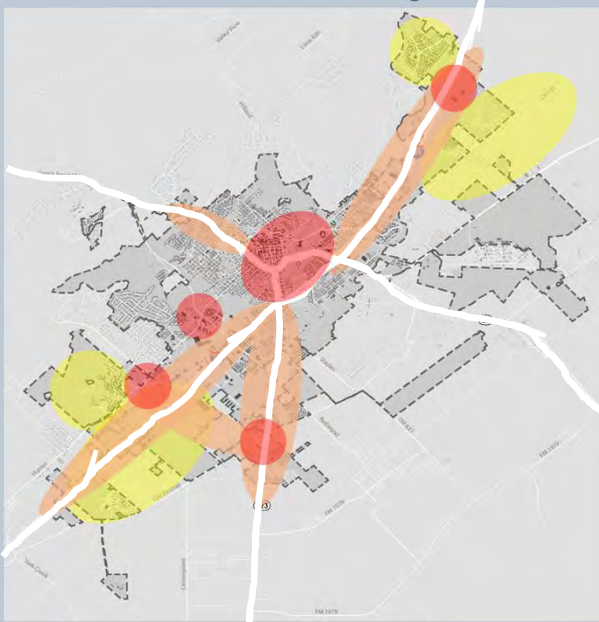


Equates to
approximately 51,000
new jobs by 2050

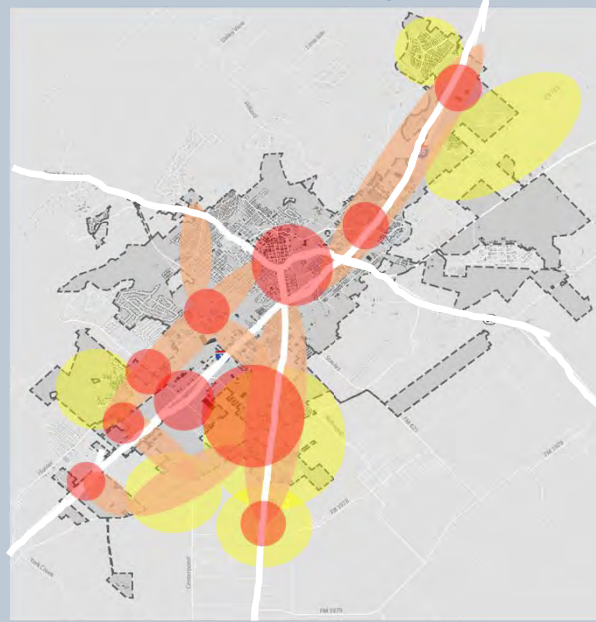
Preliminary Sketch Scenarios

San Marcos' Trend Scenario is a continuation of "Business as Usual"

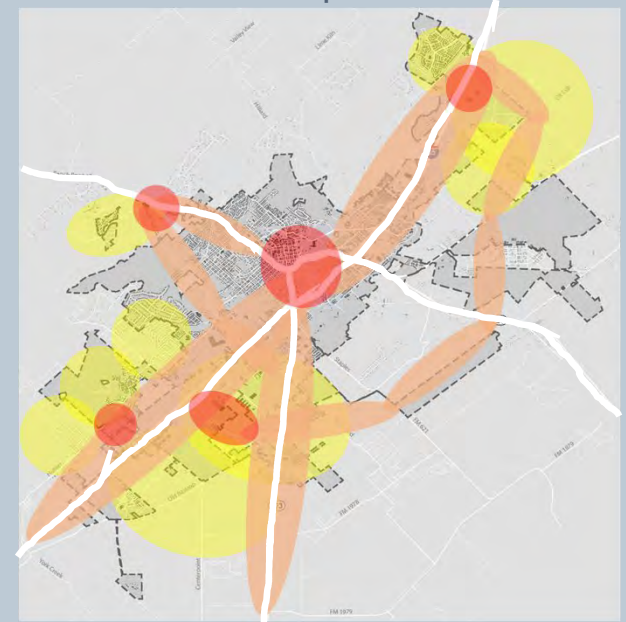
Scenario 1: Growth
Constrained to City Limits



Scenario 2: Strategic Eastward
Growth & 2nd City Center



Scenario 3: Corridor Focused
Development



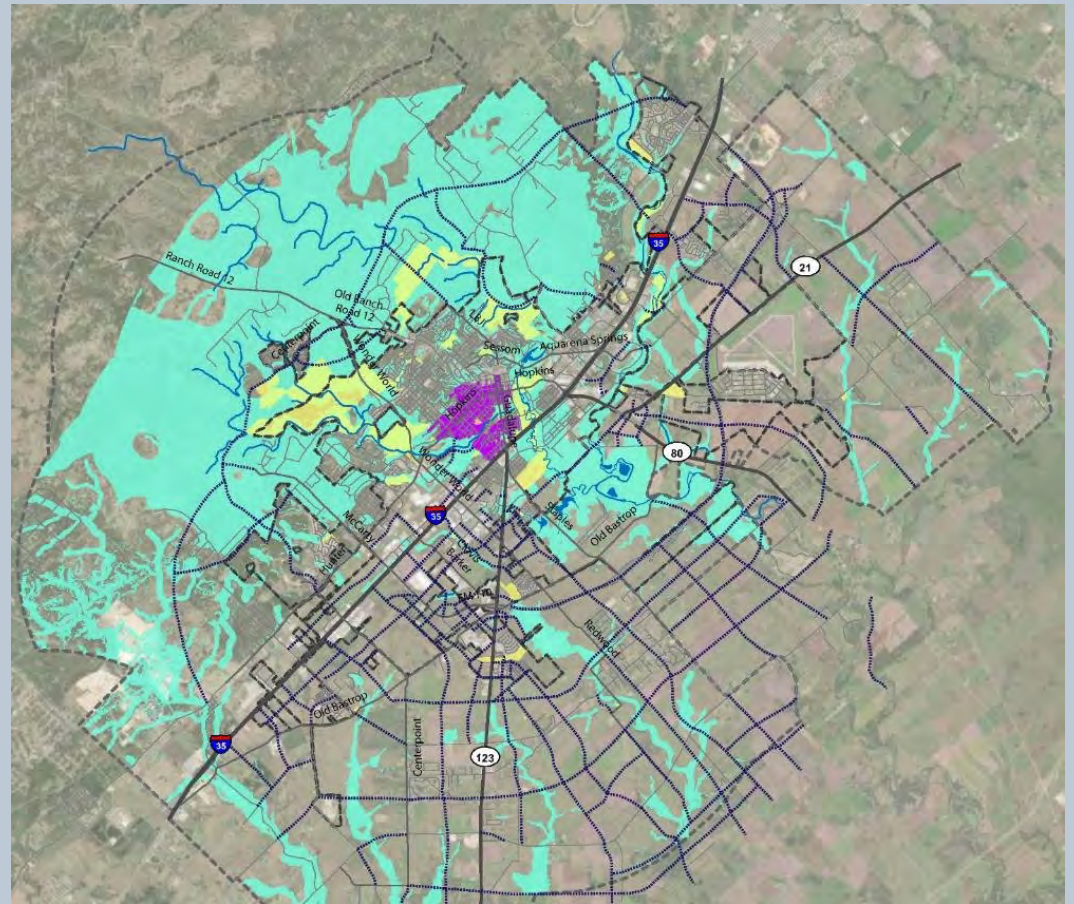
Summary of Committee Feedback



- No support to continue exploring scenario constrained to City Limits.
- Interest in 2nd City Center Scenario with questions about best location and relationship to downtown and other employment centers.
- Interest and concern about Corridor-Focused Scenario and how it focuses growth along existing and new transportation investments.
- Lots of discussion about the type and quality of development.
- Feeling that historic assets need to be a higher priority, but support for scenarios that put less pressure on downtown and historic areas.
- General concern that preliminary scenarios did not consider environmental assets and constraints.

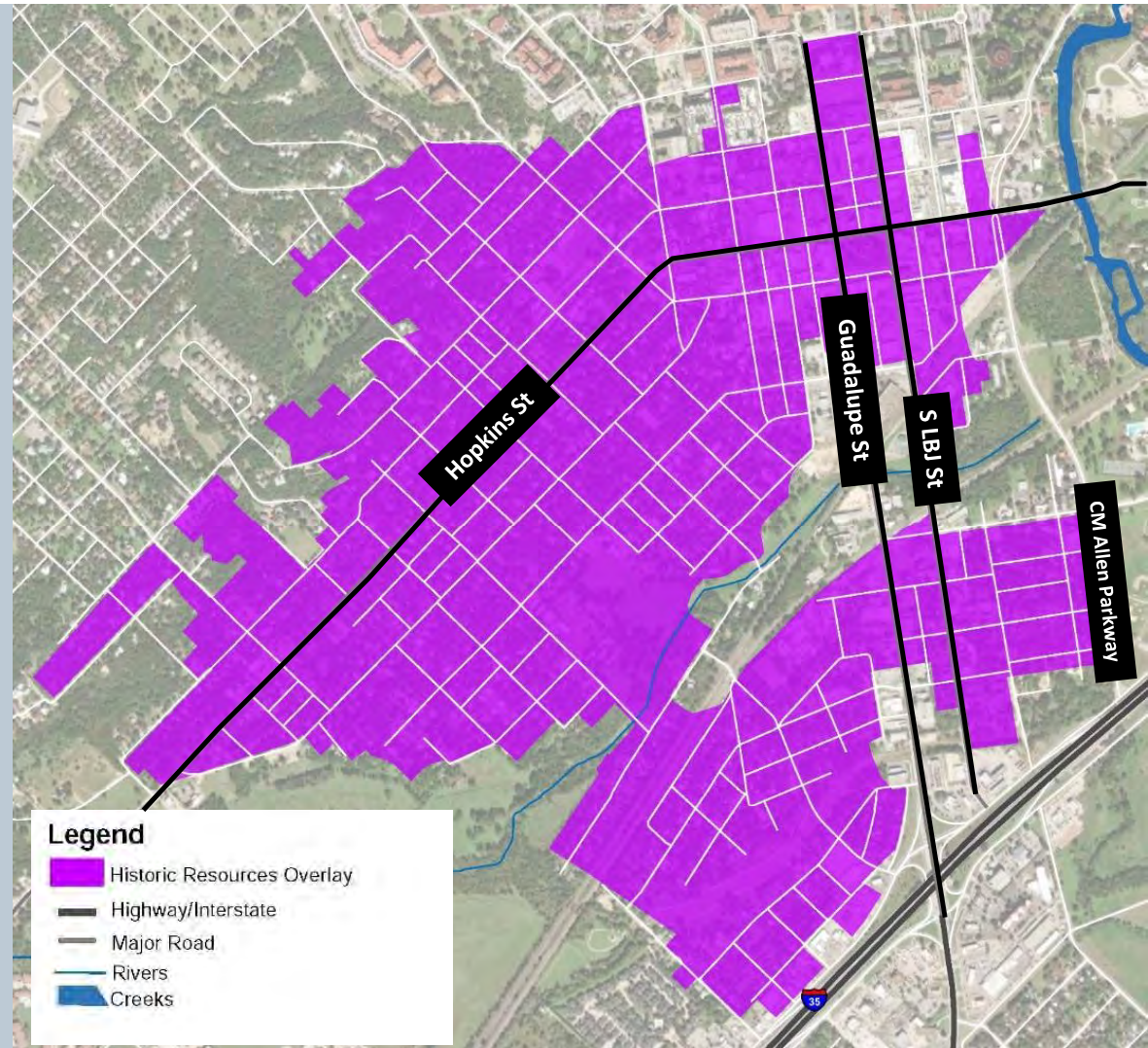
Overlays

1. Historic Resources Overlay
2. Cultural Resources Overlay
3. Environmental Overlay



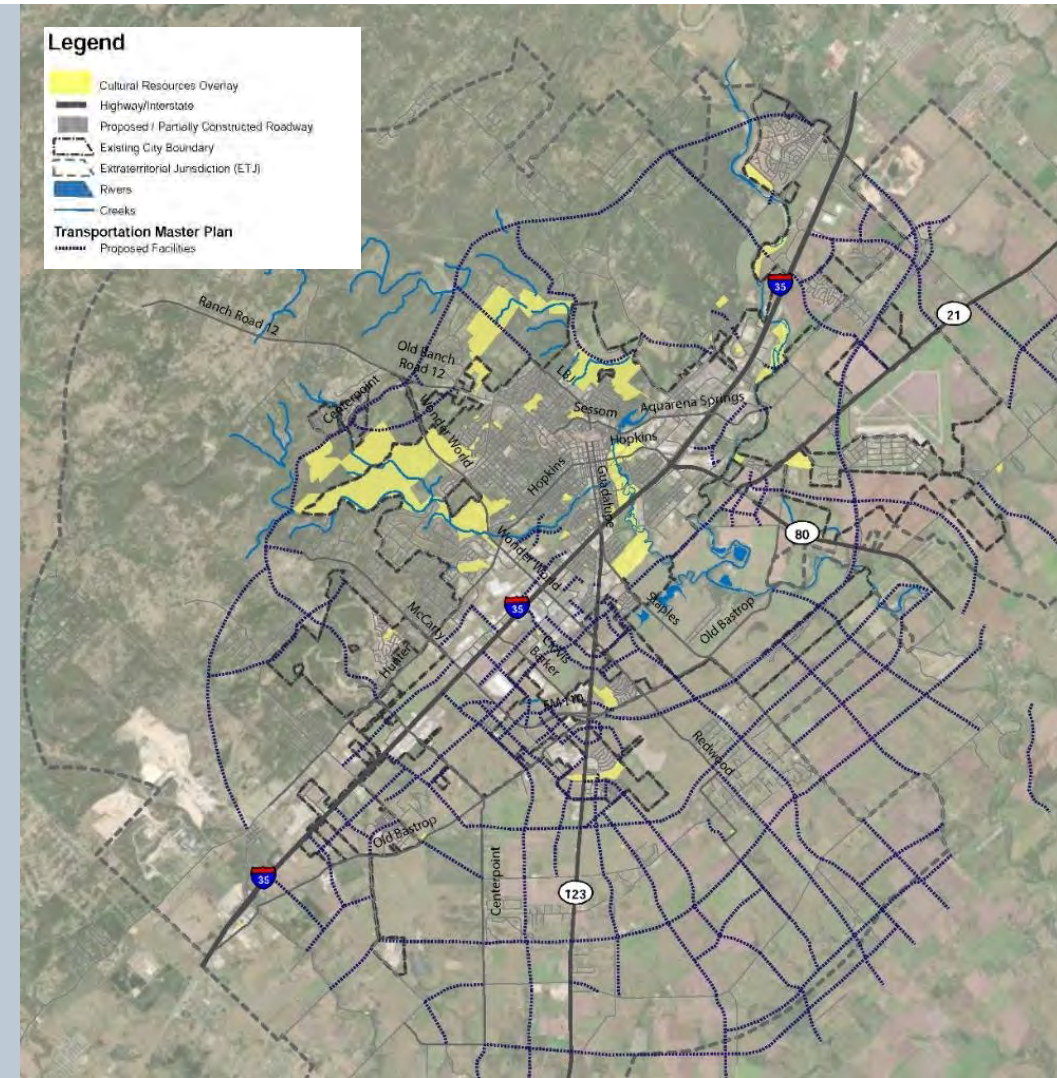
Historic Resources

- 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



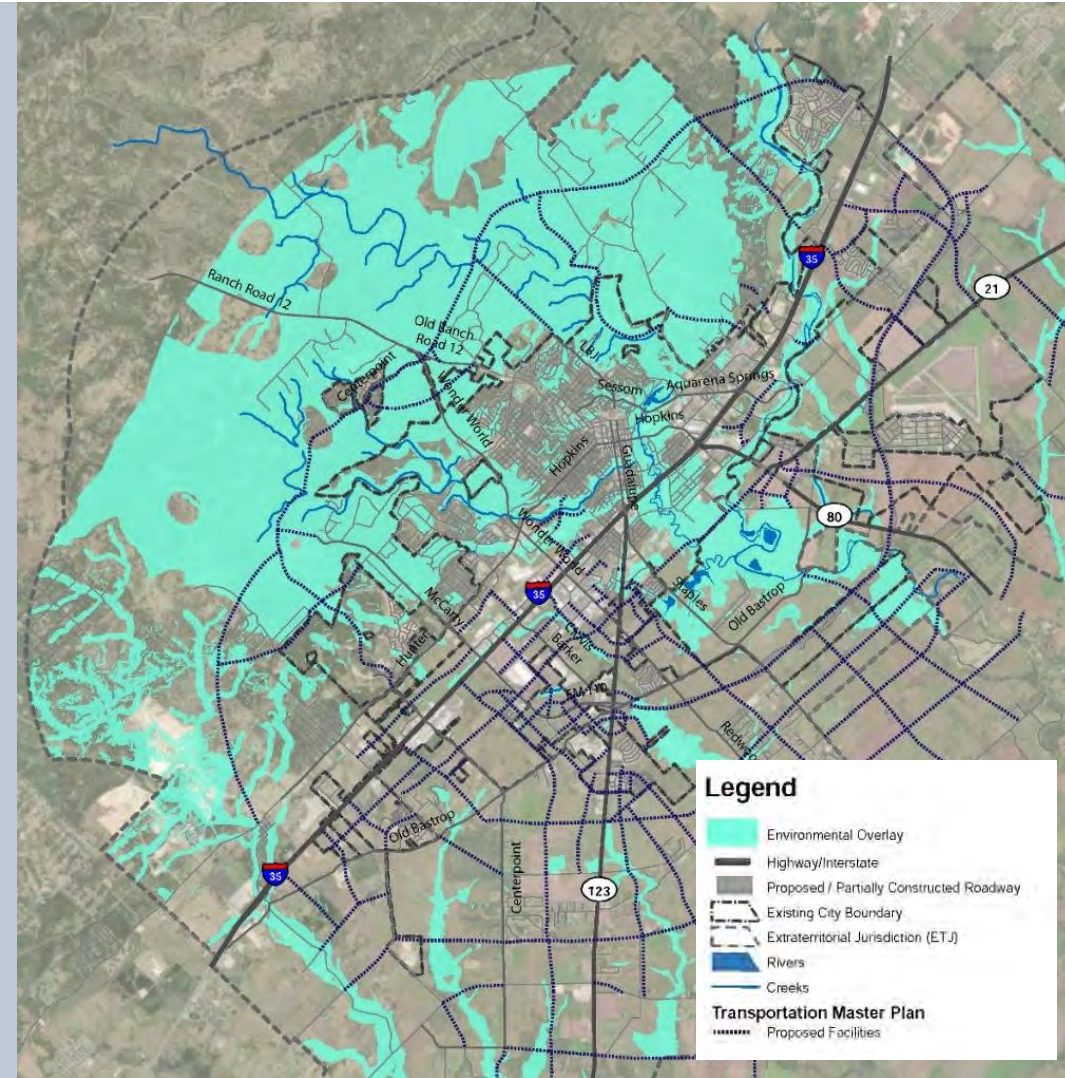
Cultural Resources

- 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

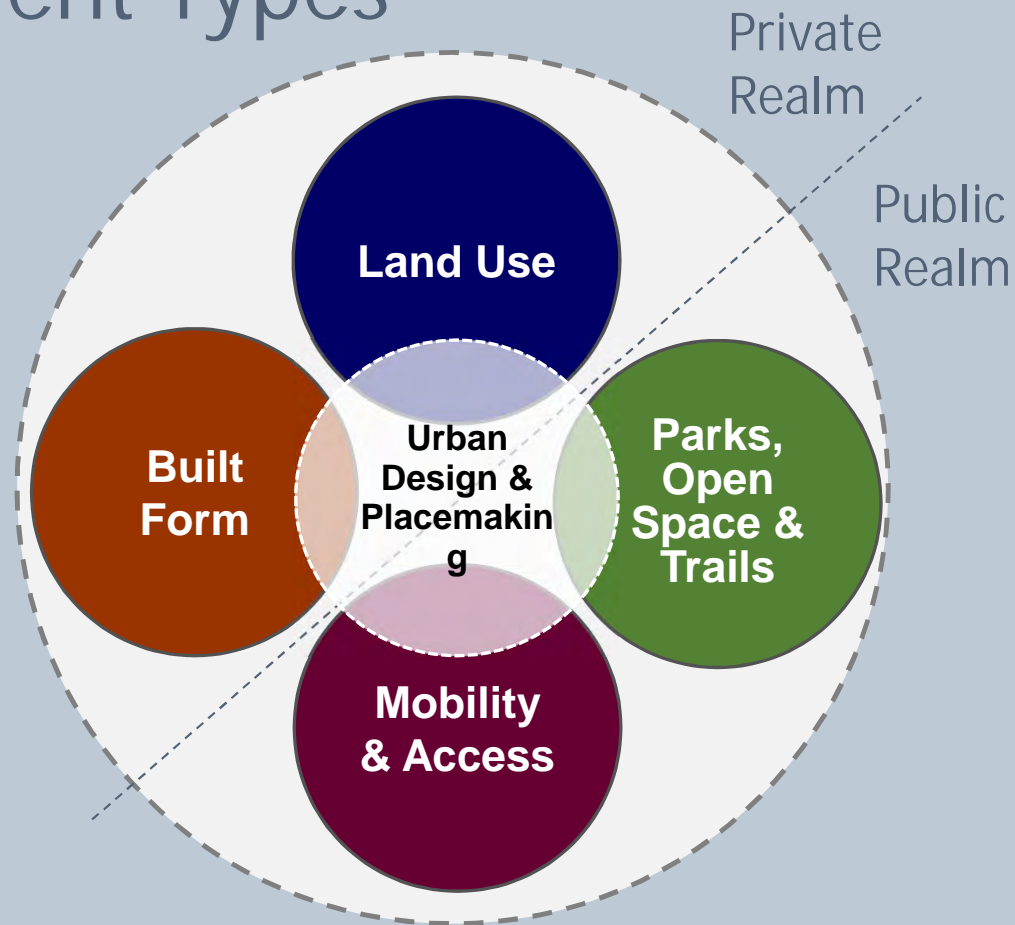


Environmental

- Updated portions of the City's Land Use Suitability Map (LUS)
- Cultural and Historic Resource inputs were removed (now in their own overlays)
- Input layers in the draft updated LUS are related to Edwards Aquifer, Floodplains, etc.
- 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

Development Types	Primary Land Use/s	Secondary Land Use/s	Housing Density	Jobs Density	Mobility Characteristics	Overlay Characteristics/Considerations		
						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 hubs 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	Le., 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 interval 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 Intensity 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.); Medical; Parks and Open Space	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/Material Access	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



In association with: TJKM TRANSPORTATION CONSULTANTS | ECONOMIC & PLANNING SYSTEMS

The City of San Marcos | Comprehensive Plan Rewrite 23



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



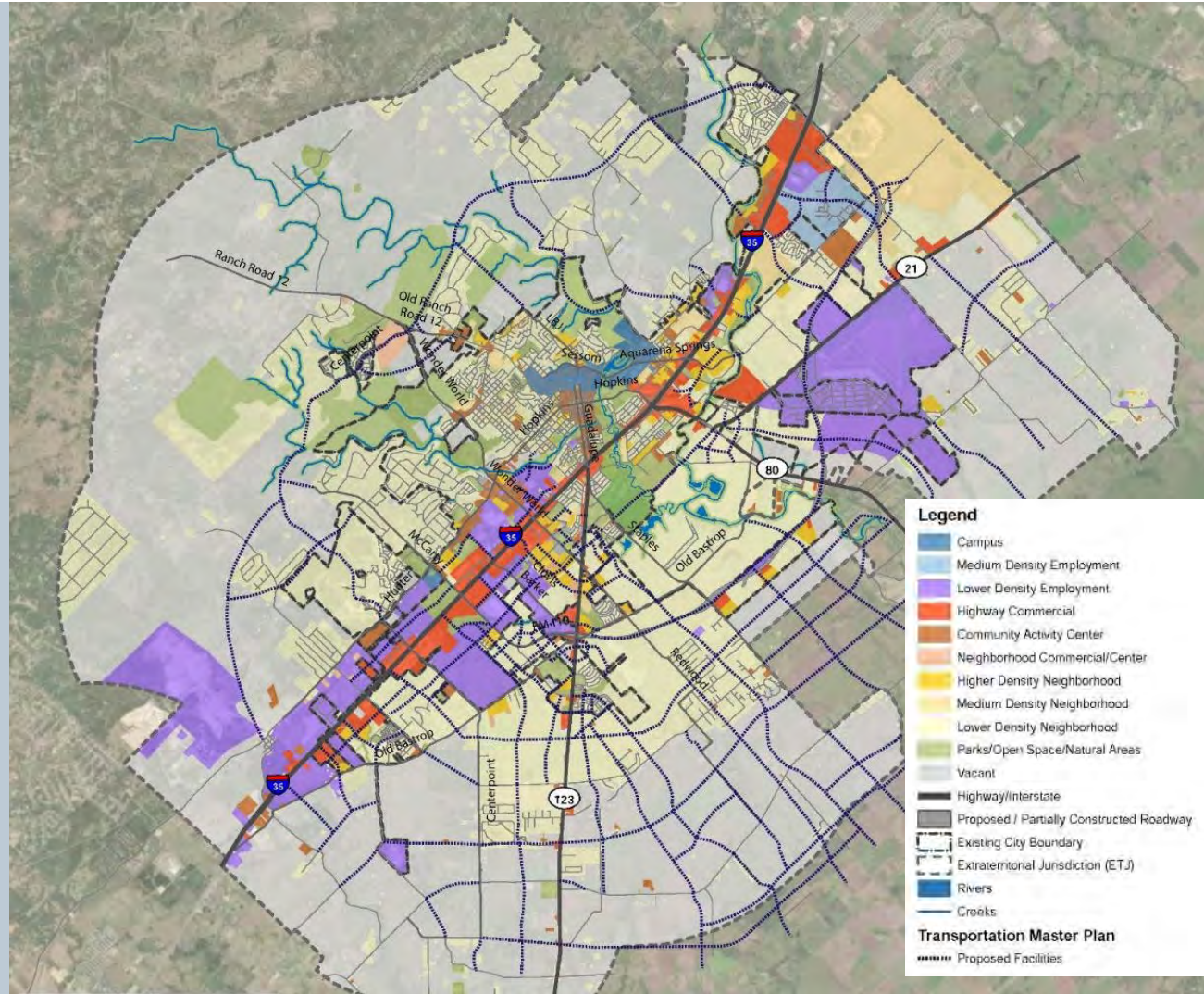
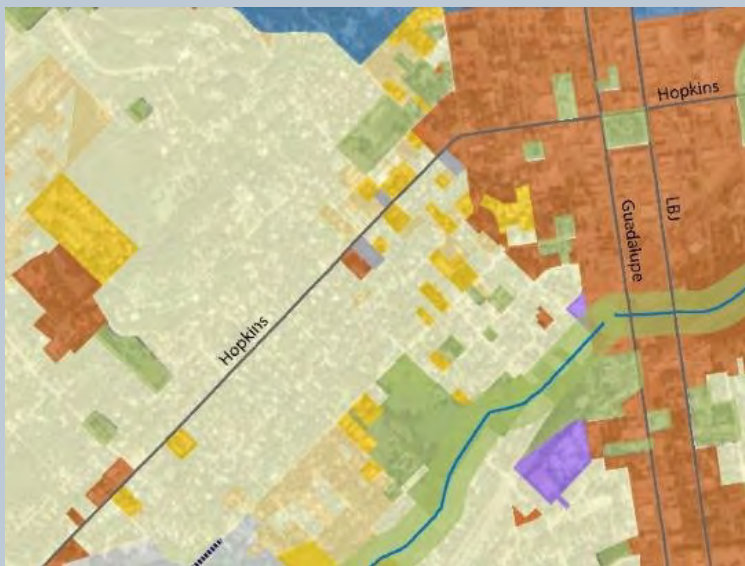
Trends Scenario - Characteristics



- 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

Trends Scenario

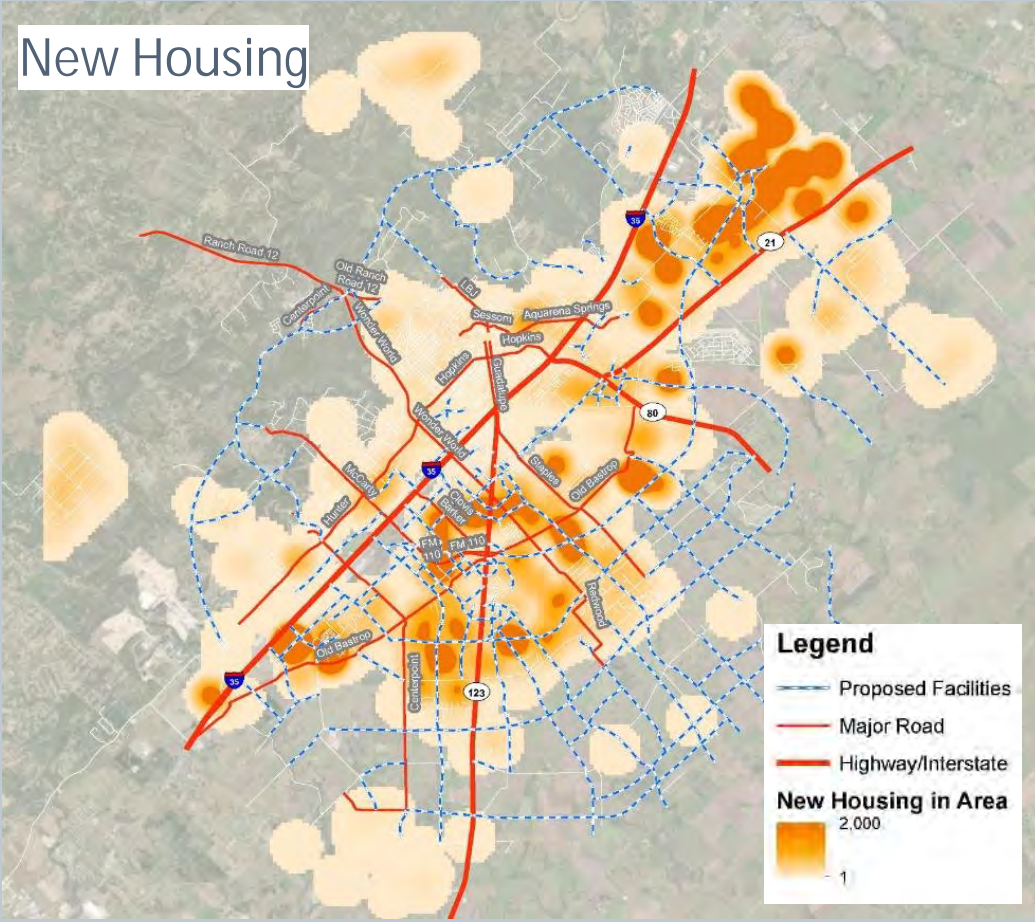
View of Downtown / Historic Neighborhoods



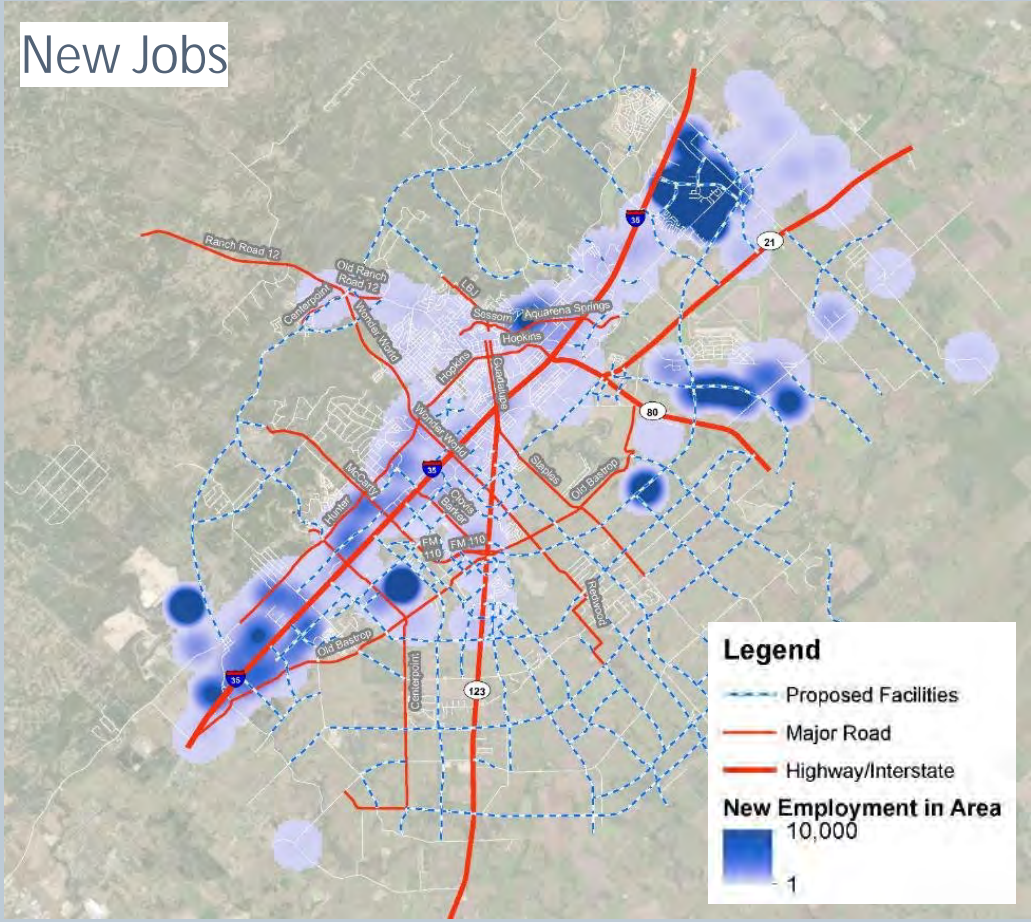
Trends Scenario



New Housing



New Jobs



Trends 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 & 2: Support existing businesses and employment areas with improved access, services and amenities. Promote a new regional employment hub in and around the second City Center.

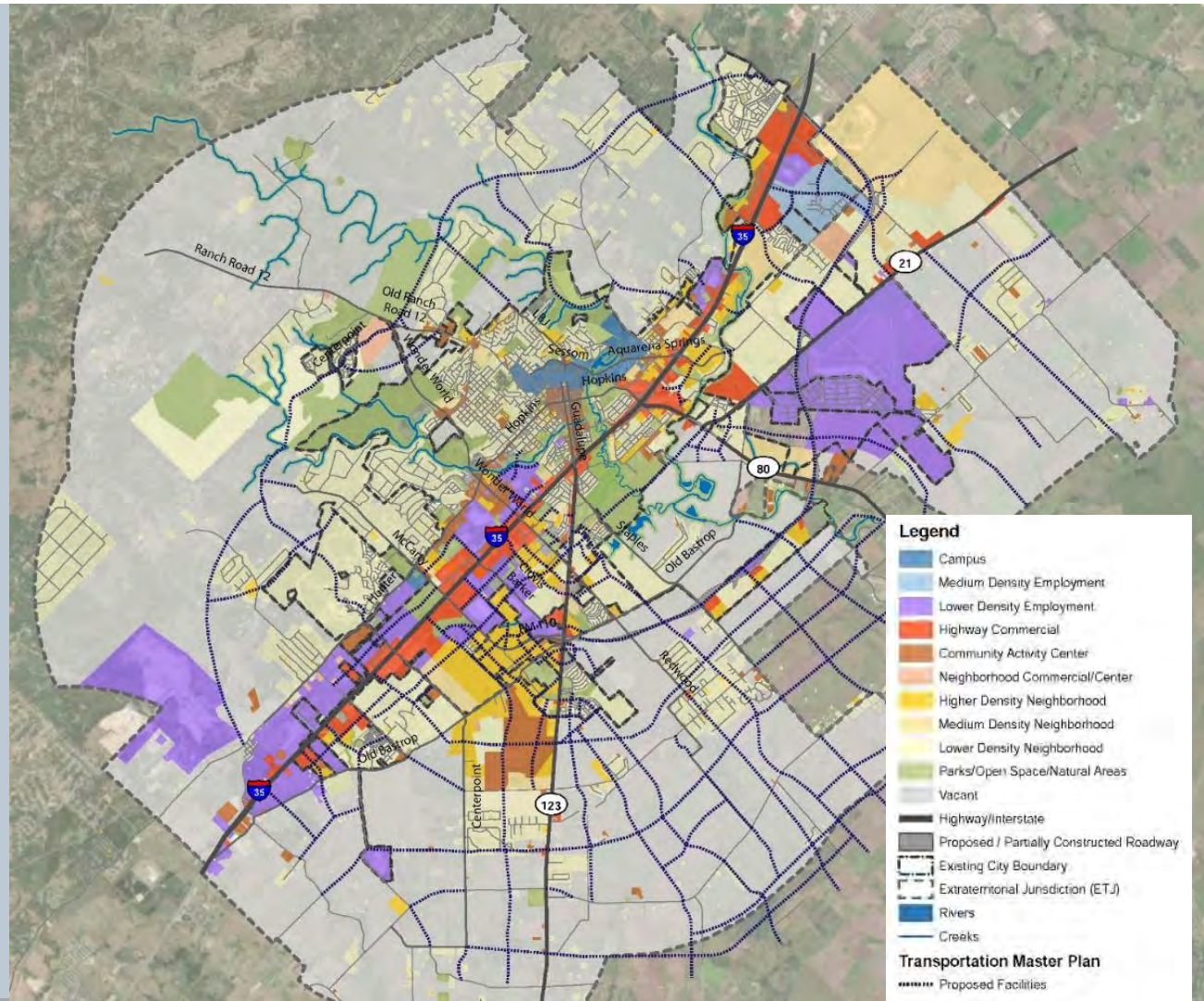
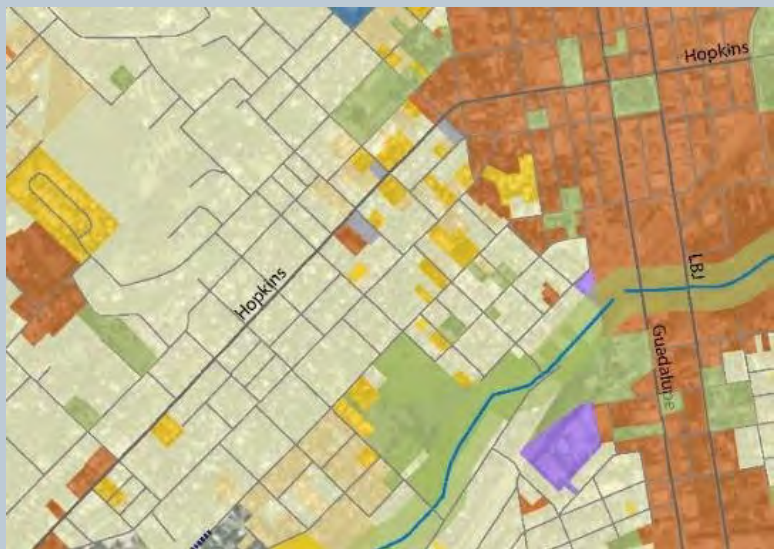
Housing Goal 1: Concentrate medium-to-high density housing in and adjacent to the second City Center to meet a large portion of projected housing needs.

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.

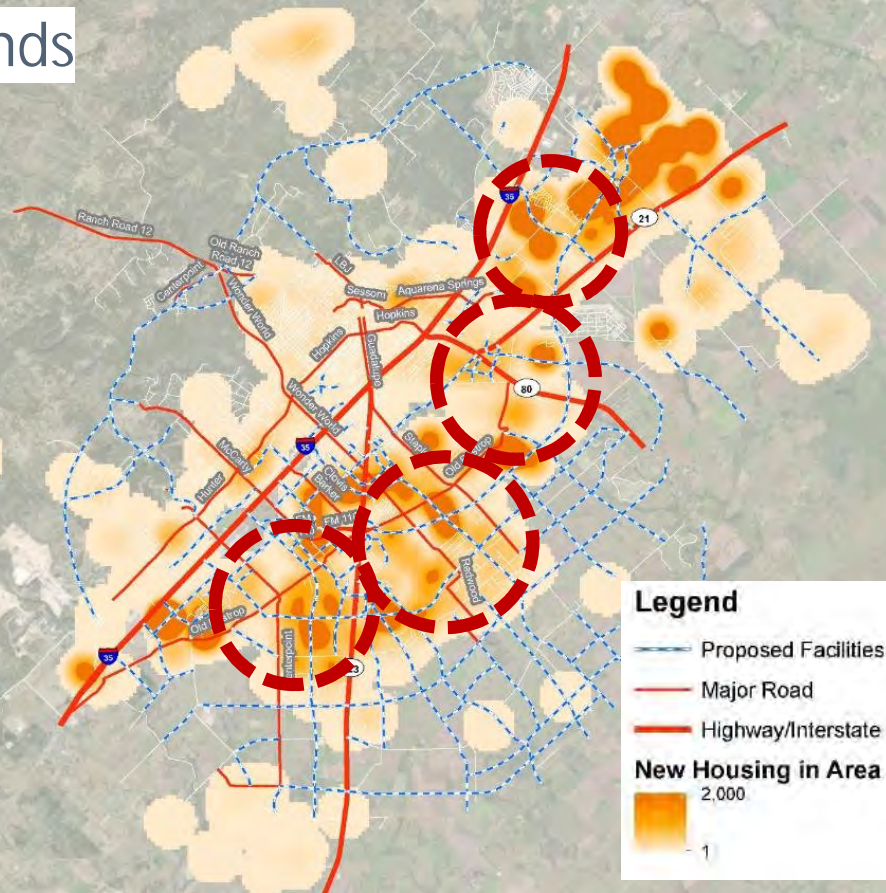
Scenario A

View of Downtown / Historic Neighborhoods

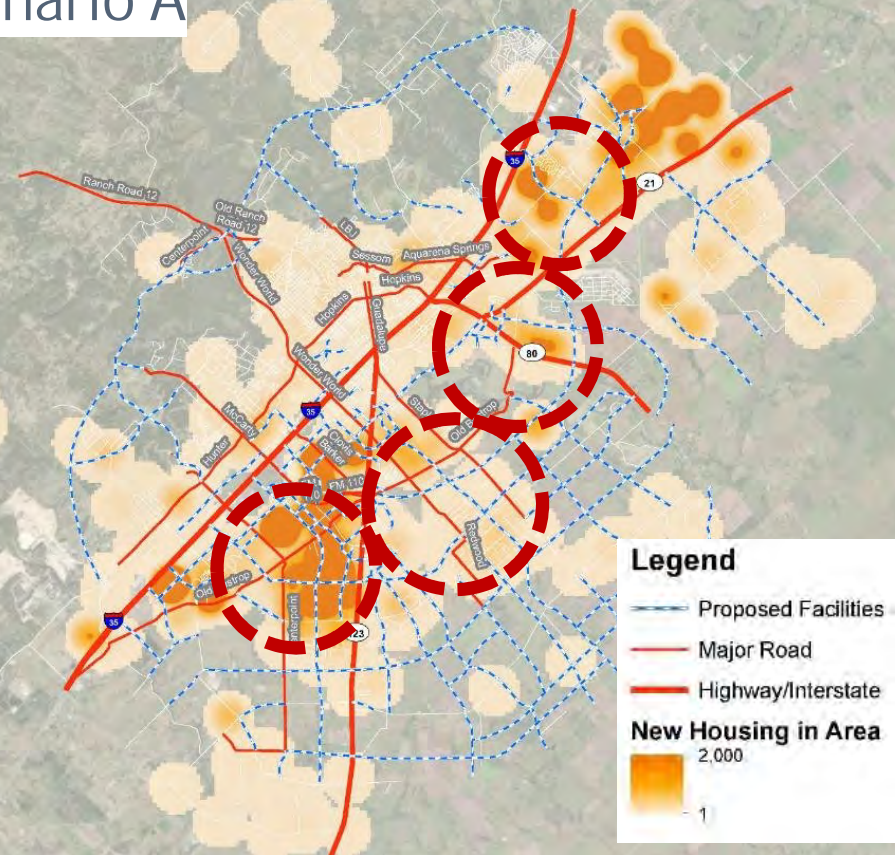


Housing Comparison: Trends vs. Scenario A

Trends

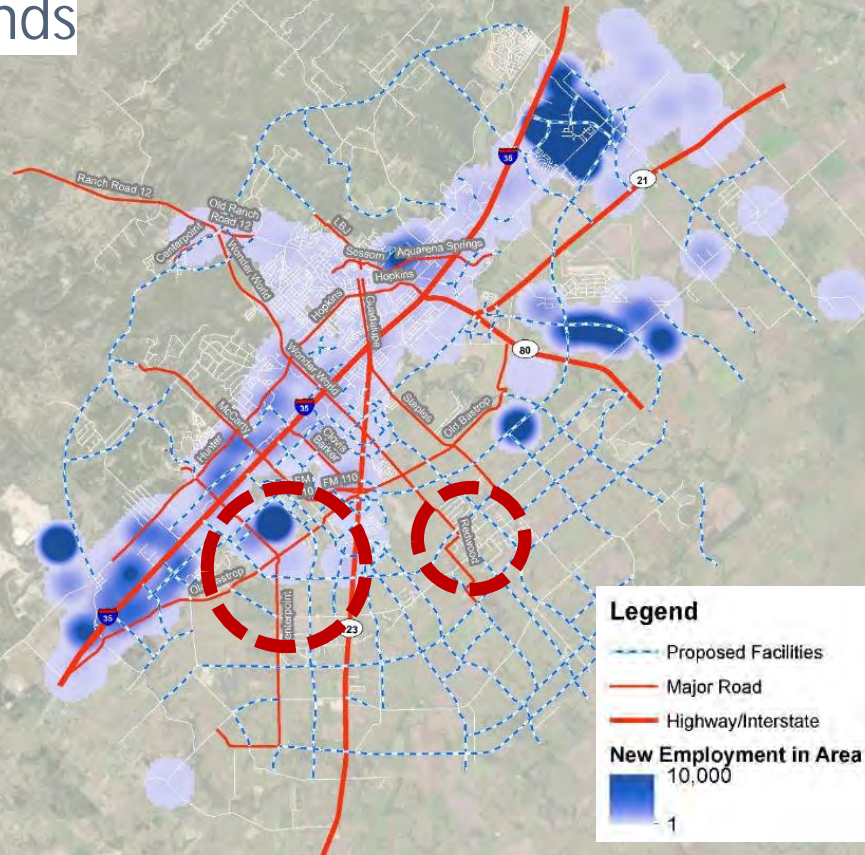


Scenario A

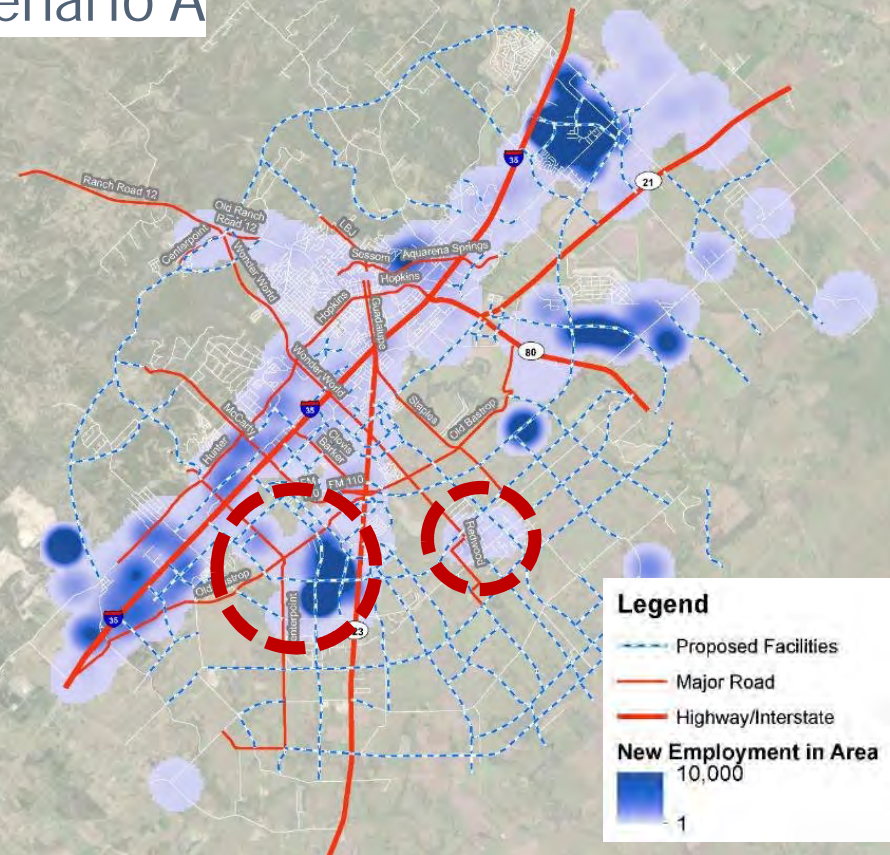


Jobs Comparison: Trends vs. Scenario A

Trends



Scenario A



Compare Metrics: Trends vs. Scenario A



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 & Nodes – Select Goals



Land Use Goal 1 & 2: Conserve historic assets and reduce pressure on existing neighborhoods by focusing medium intensity development along transportation corridors. 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 & 2: Concentrate medium density housing along major corridors. Develop low density housing in new neighborhoods on the periphery of San Marcos to meet remaining housing need.

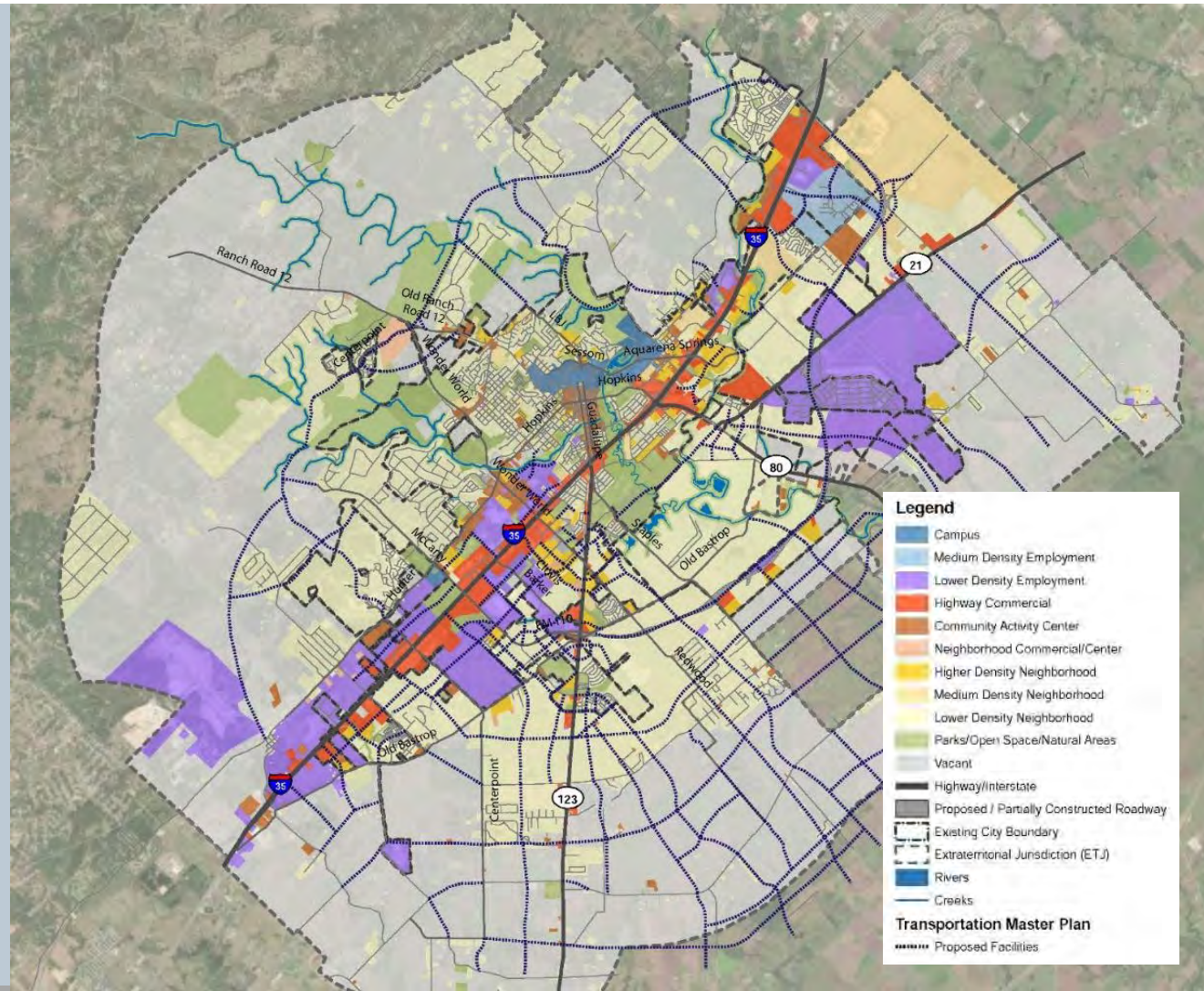
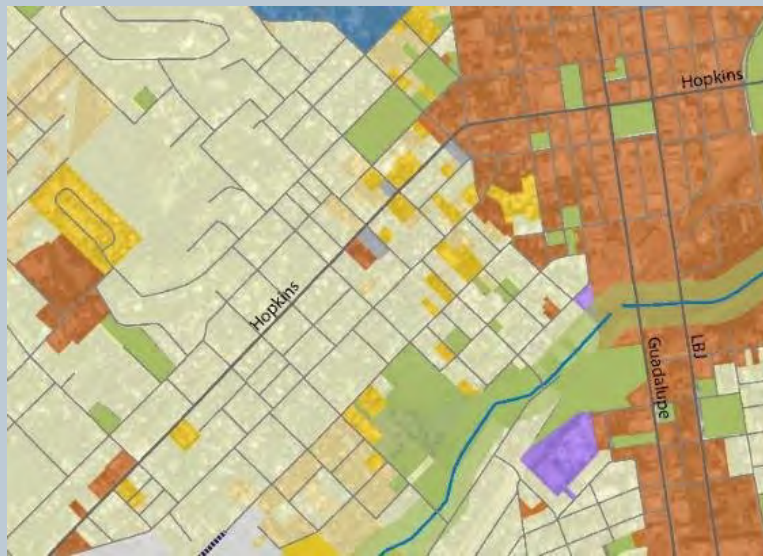
Transportation Goal 1: Provide multi-modal transportation options along corridors to leverage investments and connect people to the places they want to go.

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.



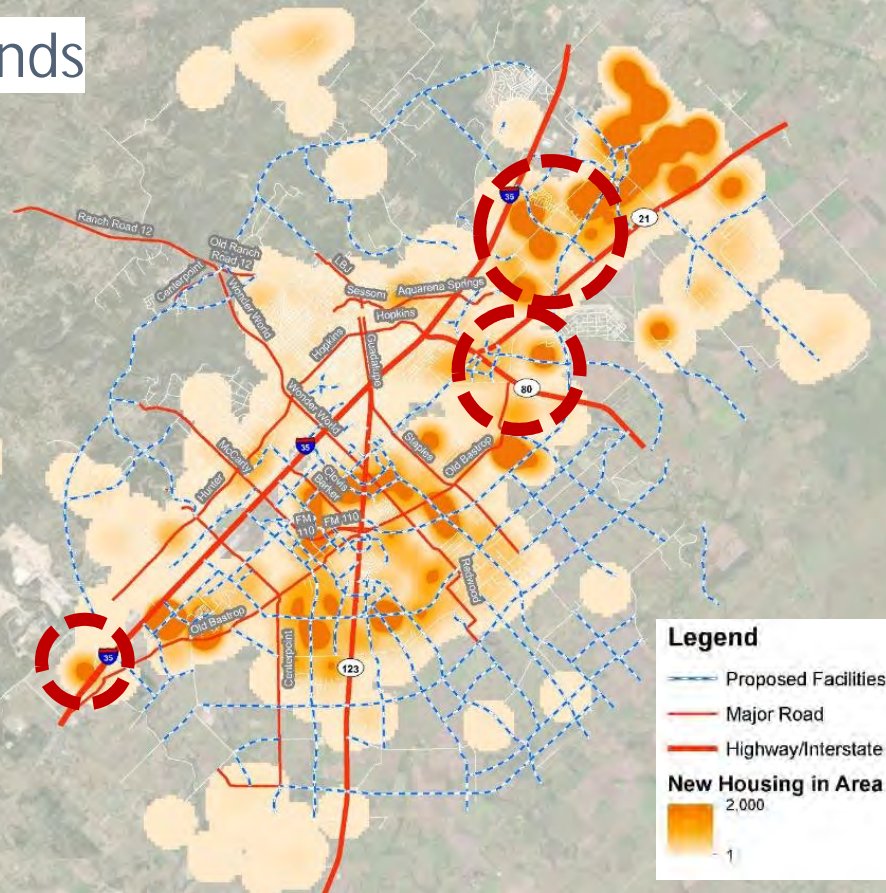
Scenario B

View of Downtown / Historic Neighborhoods

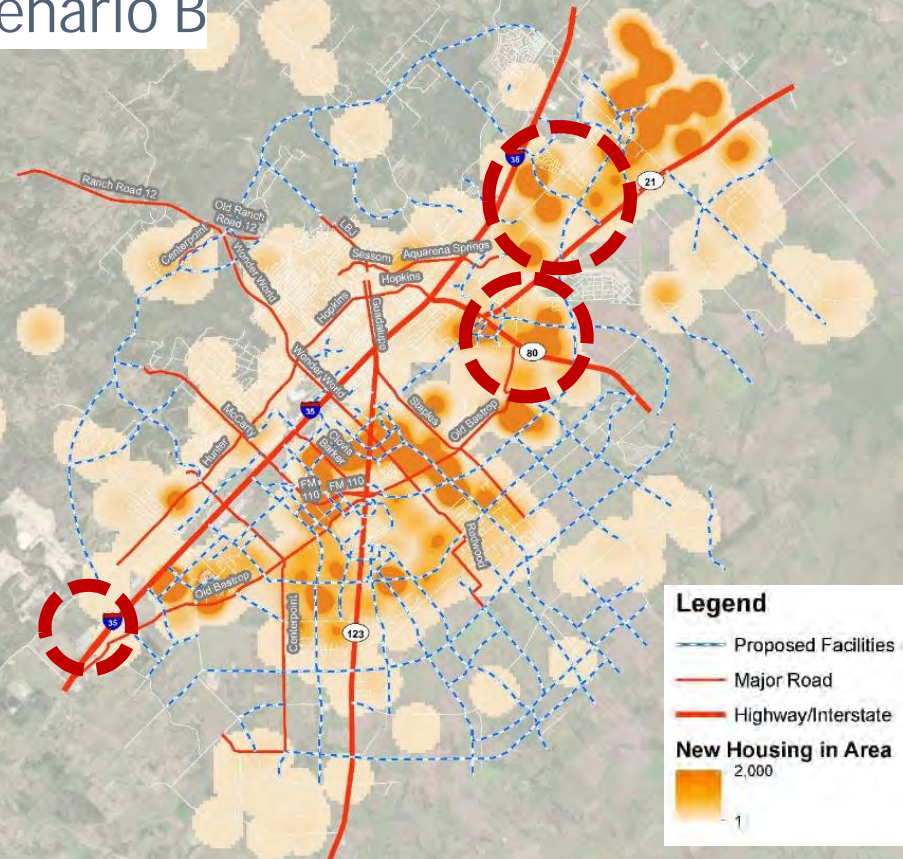


Housing Comparison: Trends vs. Scenario B

Trends

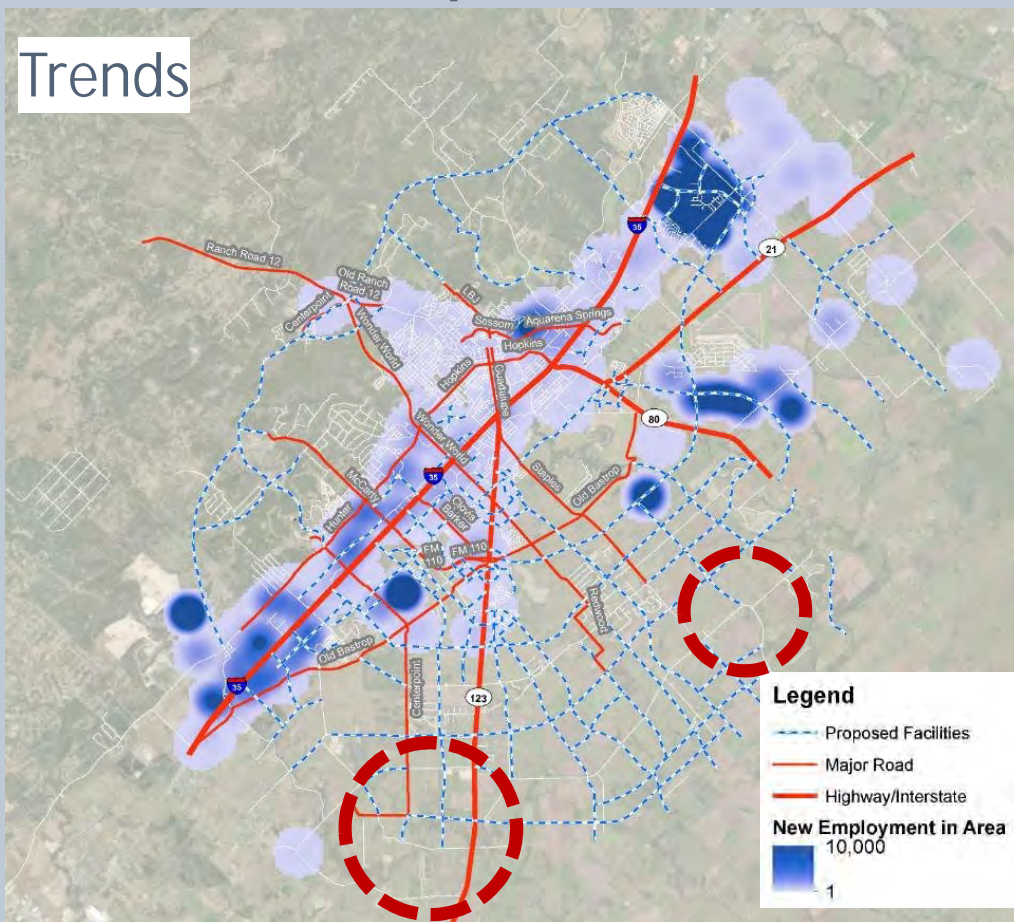


Scenario B

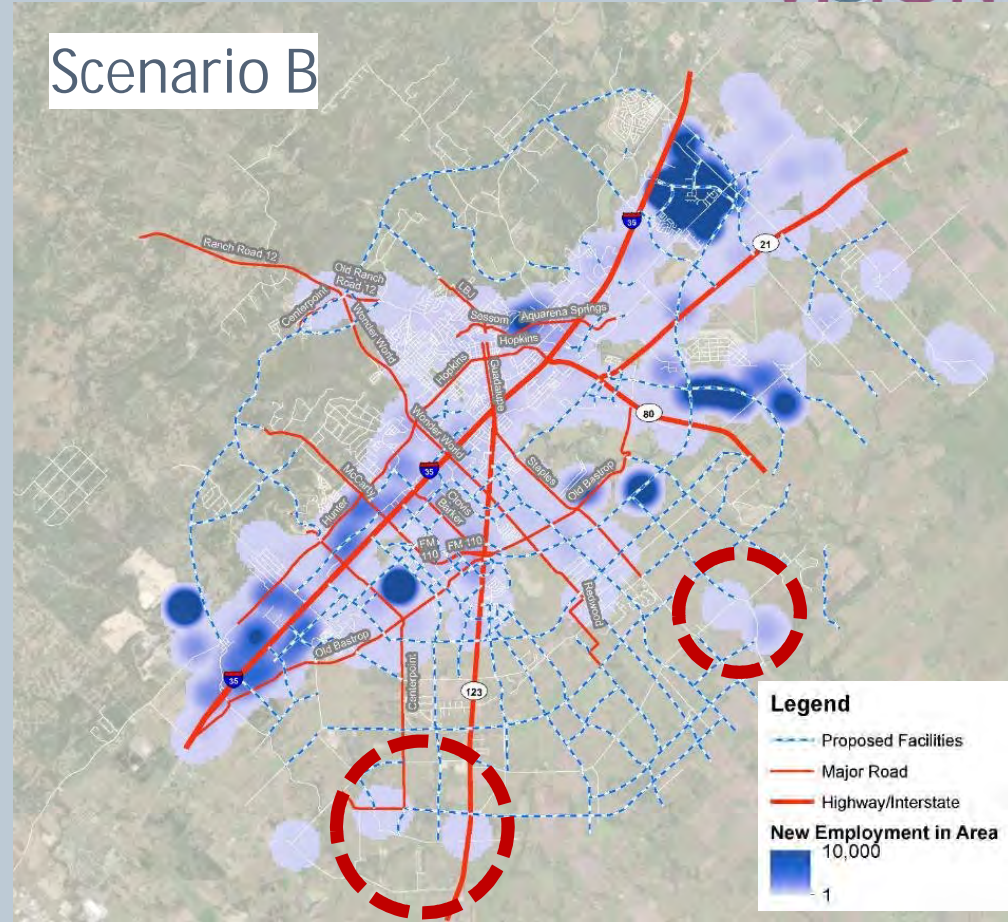


Jobs Comparison: Trends vs. Scenario B

Trends



Scenario B



Compare Metrics: Trends vs. Scenario B



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

TRENDS SCENARIO			
Development Types	Total Acres	Housing Units	Jobs
Lower Density Neighborhood	13,129	53,922	-
Medium Density Neighborhood	2,169	17,816	990
Higher Density Neighborhood	552	7,552	-
Neighborhood Commercial/Center	15	-	137
Community Activity Center	360	4,935	8,225
Highway Commercial	563	-	7,712
Lower Density Employment	4,208	-	30,723
Medium Density Employment	1,291	-	35,353
Campus	177	1,296	3,240
Parks/Open Space/Natural Areas	1,199	-	-
Total	23,664	85,520	86,360

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	-	-
18,518	94,892	94,760

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	-	-
24,368	92,101	86,207

Evaluation Criteria

Metric/s	Total	Percentage
Land Consumption	23,664	na
Jobs-Housing Balance	1.01	na
Capture in City Limits	18,937	22.1%
	54,287	42.6%
	73,224	62.8%
Fiscal Impact		
Roadways	450	na
Water	49,544	28.8%
Sewer	117,630	68.4%
Public Services	47,842	27.8%
Watershed Impacts		
Impervious Cover	10,929	na
River Protection	1,645	1.9%
	2,052	2.4%
Protection Zones (Drainage, Recharge, Contributing and Artesian Zones)	7,869	9.2%
	17,886	20.9%
Access to Existing Parks and Open Space	24,606	28.8%
Access to Existing Trail Access Points	3,331	3.9%
Walkability	122	na
Overlays		
Historic Resource	243	0.1%
Cultural Resource	-	0.0%
Environmental	38,148	22.2%

Total

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

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%

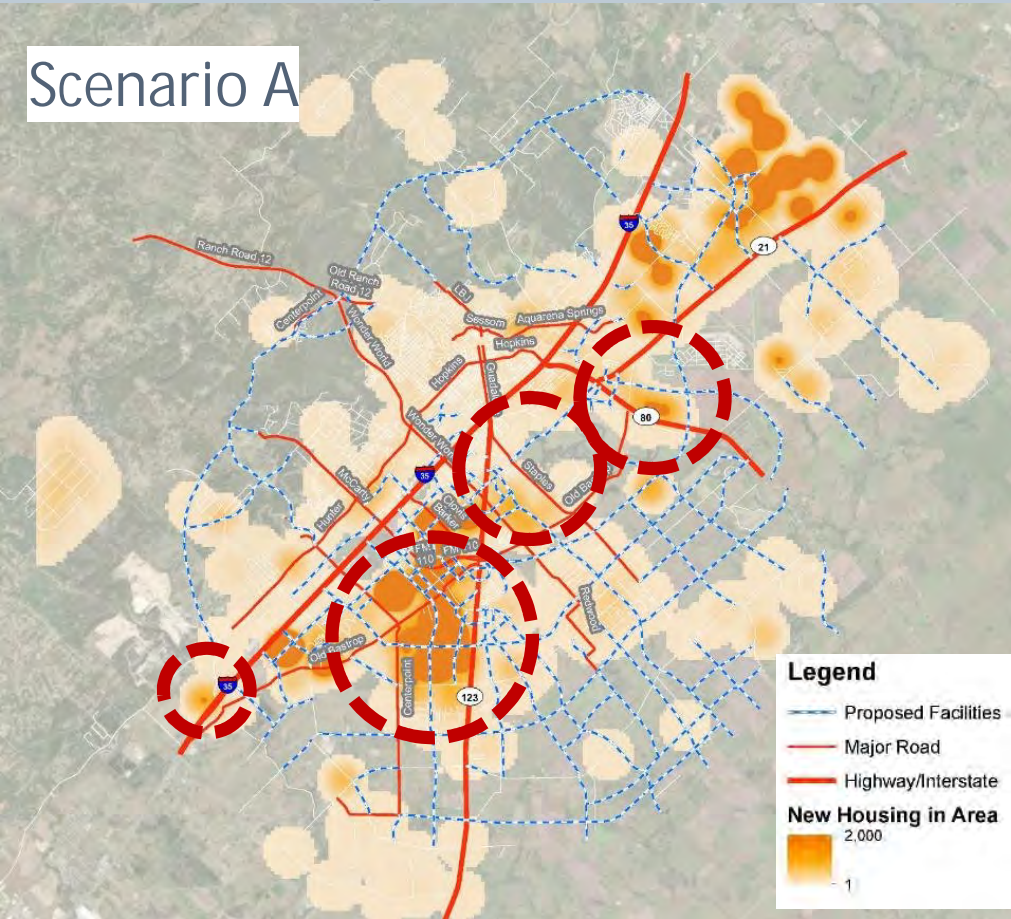
Compare Metrics: Scenario A v. B



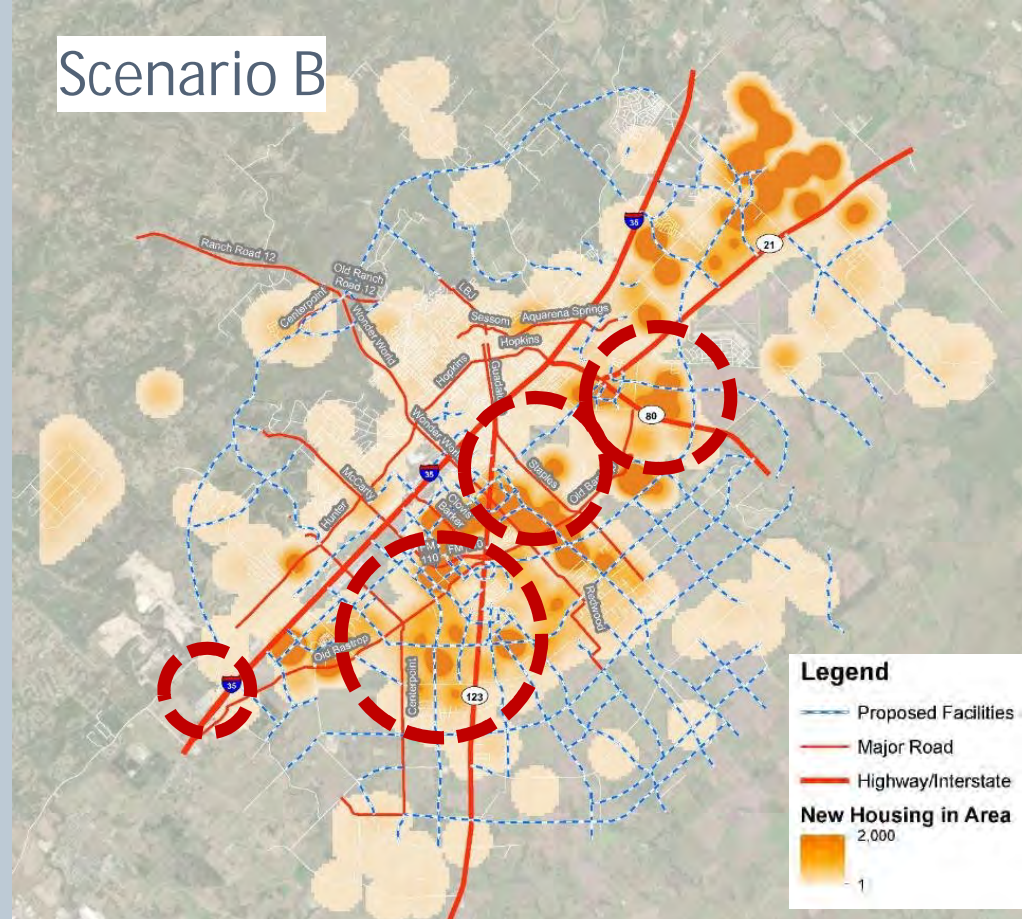
Metric	Scenario A	Scenario B
Land Consumption	18,518 acres	24,368 acres
Jobs-Housing Balance	0.99	0.94
Lane Miles of New Roadways	374 lane miles	504 lane miles
Acres of New Impervious Cover	10,104 acres	11,946 acres
Walkability (Intersection Density)	166 per square mile	147 per square mile
Development 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

Housing Comparison: Scenario A vs. B

Scenario A



Scenario B



Side-by-Side Comparison



Other Notable Differences:

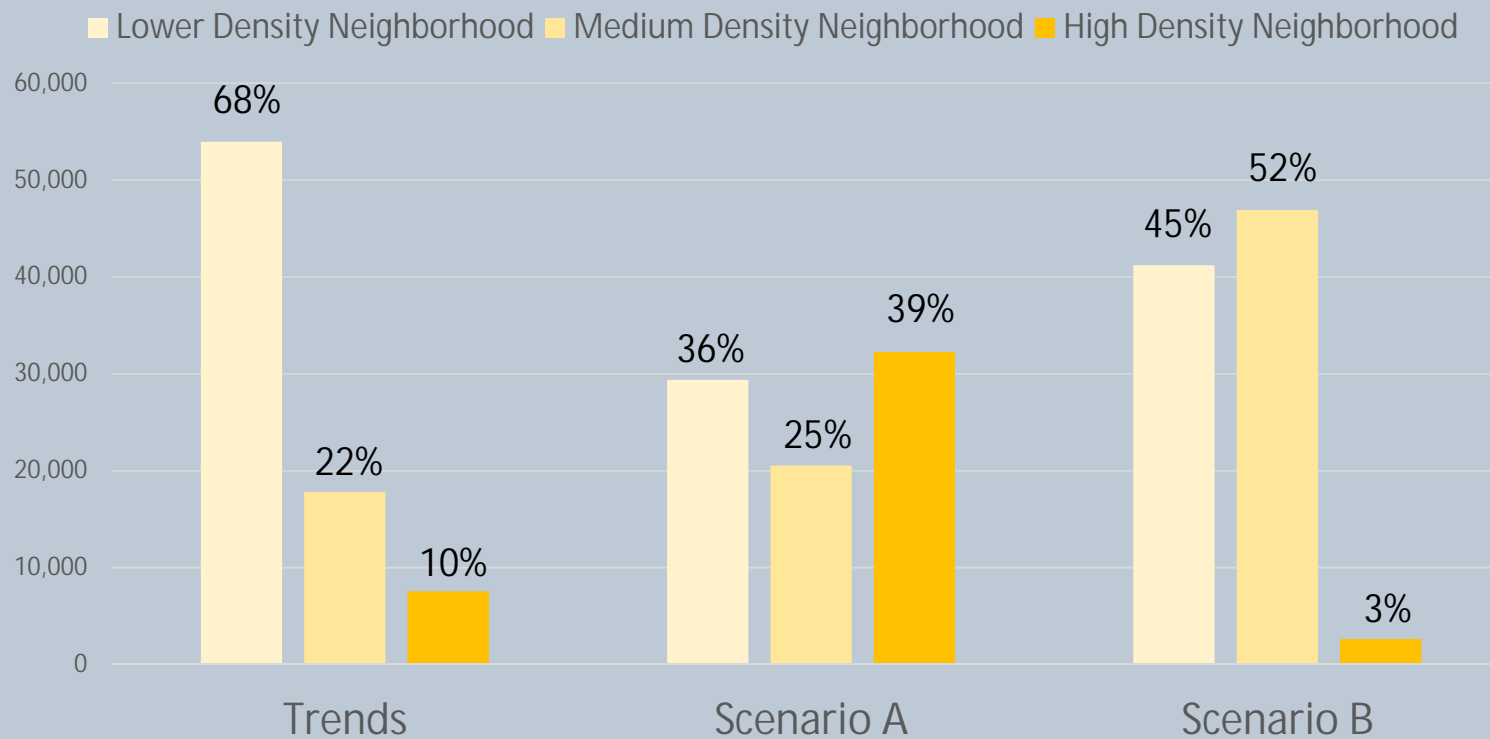
	<u>Scenario A</u>	<u>Scenario B</u>
• Housing Capacity	95,603	91,252
• Jobs Capacity	91,241	85,546
• Capture in City Limits		
• Housing	27.1%	20.9%
• Jobs	53.2%	62.1%



Side-by-Side Comparison

Other Notable Differences:

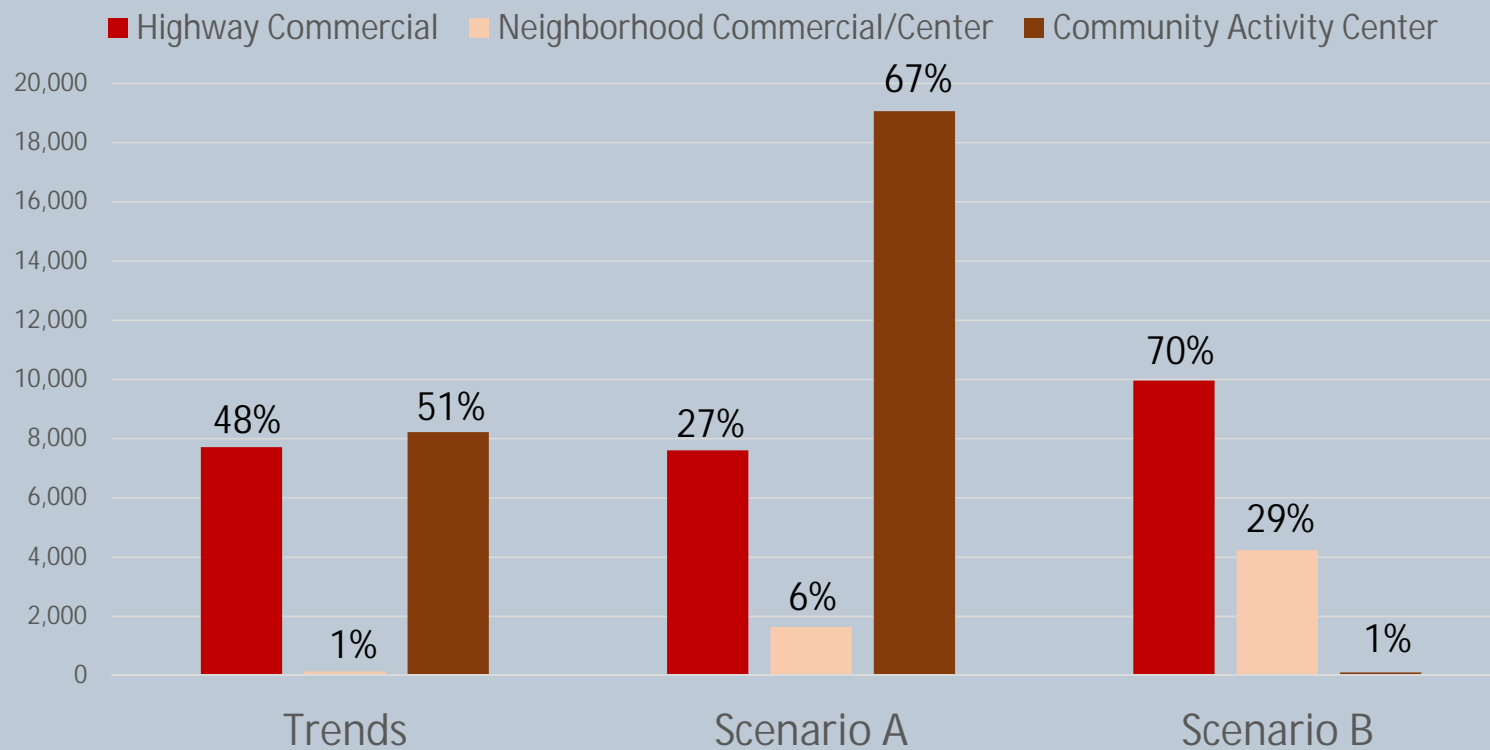
Housing Distribution



Side-by-Side Comparison

Other Notable Differences:

Commercial Distribution





Summary of Committee and Community Feedback to Date



Committee Feedback



Scenario A

- Right-size second activity center
- Continue to evaluate best location for second activity center
- Need street grid to support level of density depicted
- Consider impacts on high school
- Support for housing diversity

Scenario B

- Seems to build on Trend Scenario
- Like spreading amenities throughout community
- Scenario is too sprawling
- Too much Lower Density Neighborhood development
- Need to buffer neighborhoods from higher intensity uses on corridors



Committee Feedback



Overall

- General preference to combine Scenarios A & B
- Explore increase density of Medium and Higher Density Commercial (at least in strategic locations)
- Desire to minimize acres developed and impervious cover
- Goal of making more places walkable – infrastructure and places to walk to
- Heavy emphasis on new growth east of I-35 will likely require new infrastructure (e.g., roads, utilities, treatment plant, etc.)
- Overlays should continue to be a priority input and output



Community Feedback



[Placeholder slides for summary of Community Meeting results. This slide will be updated following the Community Meeting on 9/15]



In association with: TJKM TRANSPORTATION CONSULTANTS | ECONOMIC & PLANNING SYSTEMS

The City of San Marcos | Comprehensive Plan Rewrite 52



Community Feedback



[Placeholder slides for summary of Community Meeting results. This slide will be updated following the Community Meeting on 9/15]



Community Feedback



[Placeholder slides for summary of Community Meeting results. This slide will be updated following the Community Meeting on 9/15]



In association with: TJKM TRANSPORTATION CONSULTANTS | ECONOMIC & PLANNING SYSTEMS

The City of San Marcos | Comprehensive Plan Rewrite 54





Next Steps



Next Steps

[Placeholder slide for virtual survey link and next steps. This slide will be updated following the Community Meeting on 9/15]



Steering Committee member, Linda Coker, and Staff Planning Technician, Amanda Mushinski, at the Vision SMTX booth at the San Marcos Area Chamber of Commerce Business Expo.



Comprehensive Plan Rewrite

City Council Lunch and Learn – September 16, 2021



In association with: TJKM TRANSPORTATION CONSULTANTS | ECONOMIC & PLANNING SYSTEMS

The City of San Marcos | Comprehensive Plan Rewrite 57





MEMO

TO: City Council
FROM: Andrea Villalobos, AICP, CNU-A, Planning Manager – Planning and Development Services Department
DATE: August 30, 2021
RE: Vision SMTX Comprehensive Plan Rewrite – Update to City Council

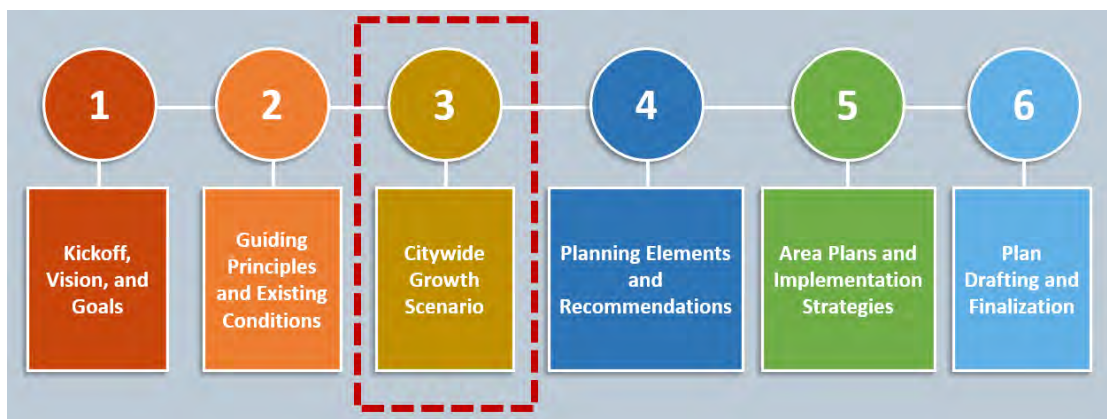
We look forward to continuing our work with you on this important Vision SMTX Comprehensive Plan Rewrite. This “Lunch and Learn” is the second of three presentations with the City Council that will be facilitated over the course of this process. Our team has been working extensively with the Comprehensive Plan Steering Committee (CPSC), a group appointed by Council to “steer” the project throughout the process. The information within your packet will present the work of the CPSC and the input of the community.

Within this memo you will find project background, a summary of public outreach, and an overview of supplemental maps and documents included your packet. These maps and documents will allow you to dig deeper into the maps and analysis that we’ll be discussing in the presentation.

PROJECT BACKGROUND

The Vision SMTX Comprehensive Plan is a vision and policy document intended to guide the growth and evolution of the City for the next 20-30 years. It includes the community's vision for topics such as housing, transportation, arts and culture, land use, economic development, parks, community character, and others. The San Marcos City Council provided direction to rewrite the City's current Comprehensive Plan, Vision San Marcos, originally adopted in 2013. Vision SMTX is an exciting and important project because it guides the long-term decision making for topics that affect the community and help plan for future generations.

The consultants and staff have been collecting input from the CPSC, community, and focus groups on developing the draft vision, goals, and guiding principles which are foundational components for Vision SMTX. These components help set the stage for upcoming tasks such as establishing the City's Preferred Growth Scenario, the strategies and action items for the 10 planning elements (housing, land use, arts and culture, etc.), and also Area Planning. Currently, we are focusing on Step 3, developing the Citywide Growth Scenario.



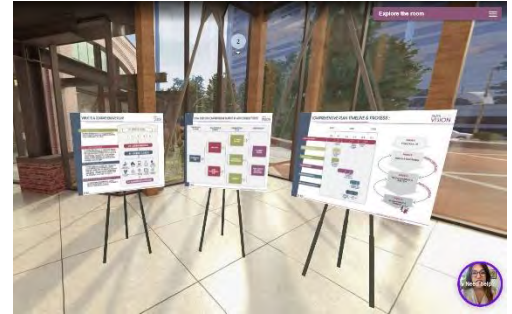
KEY EVENTS & OUTREACH

City staff and the project team have hosted several events in order to gather input on the vision and goals for the future of San Marcos. In total, approximately 2,080 comments have been collected to date. Applicable meeting materials and presentations can be found at: www.visionsmtx.com.

KICK-OFF COMMUNITY WORKSHOP & OPEN HOUSE

The kick-off events focused on orienting the Community to the Vision SMTX project and collecting input on vision, goals, and guiding principles as well as spatial data on opportunities and constraints.

- **February 25, 2021 Virtual Community Workshop** – The City hosted a virtual community workshop to introduce the community to the Vision SMTX project objectives and present existing conditions in San Marcos. The workshop gathered citizen comments through a written and verbal Q&A process. The meeting included a total of 52 participants and 128 comments were collected.
- **March, Virtual Open House** – the City invited the community to participate in a “Virtual Open House” in which participants could engage with various workshop boards, mapping exercises, and surveys. The Virtual Open House was offered in both English and Spanish. The Virtual Open House included 419 participants, 862 total views to the site, and 878 total comments. A physical take-home toolkit of the Virtual Open House was also offered.



COMPREHENSIVE PLAN STEERING COMMITTEE

The Comprehensive Plan Steering Committee (CPSC) is a diverse collective of 31 community members appointed by City Council that represent different districts and varying demographics within the City. Committee members provide input and feedback on each element of the planning process. The Committee has met regularly at a combination of virtual meetings, in-person socials, volunteer events, and provided input via short virtual surveys and emails. Staff has also facilitated virtual 1-on-1 meetings with members to further discuss a variety of topics related to the Plan.



An overview of past events include:

- **CPSC Virtual Meeting #1:** November 20, 2020
- **CPSC Virtual Meeting #2:** January 14, 2021
- **CPSC In-person Social Event:** April 22, 2021
- **CPSC Virtual Meeting #3:** May 27, 2021
- **CPSC Virtual Meeting #4:** August 25, 2021

FOCUS GROUPS

Focus Groups represent a diverse group of direct stakeholders in the Plan's outcomes, including owners or representatives from San Marcos businesses, organizations, neighborhoods, or institutions. The purpose of these groups is to provide specific input and guidance on each step of the Planning process. Approximately 8-12 Focus Group meetings are planned throughout the project. Focus Groups conducted so far are as follows:

- **Focus Group #1 – Vision & Goals:** April 28, 2021 included 9 attendees (*Ramika Adams, Jonafa Banbury, Kyle Mylius, Robert Eby, Nina Ramos, Sherwood Bishop, Sarah Simpson, Blanca Loya, Trey Fischer*)
- **Focus Group #2 – Guiding Principles:** May 12, 2021 included 11 attendees (*Marla Johnson, Jason Julian, Aspen Navarro, Diann McCabe, Phil Hutchison, Matthew Worthington, Monica Valadez, Tammy Gonzales, Lana Wagner, Carina Boston Pinales, Dr. Skyller Walkes*)

COMMUNITY EVENTS

Public engagement is a critical component to the success of Vision SMTX and ensures that the vision for the future of San Marcos is inclusive of all voices. In addition to scheduled outreach, city staff has attended several events and organization meetings to gather input on Vision SMTX:

Event	Date
Democracy for Texas @ Virtual Event	March 18, 2021
San Marcos Historic Preservation Commission Regular Meeting @ Virtual Event	April 1, 2021
Sustainable San Marcos Board Meeting @ Virtual Event	April 14, 2021
Student Urban Planning Organization (SUPO) Regular Meeting @ Virtual Event	April 7, 2021
Council of Neighborhood Associations (CONA) @ Virtual Event	May 17, 2021
San Marcos Main Street Advisory Board Regular Meeting @ Virtual Event	May 19, 2021
San Marcos Parks Board Regular Meeting @ Virtual Event	May 20, 2021
City of San Marcos Employee Fly Into Summer Event	June 22-24, 2021
Neighborhood Commission Regular Meeting @ Virtual Event	June 16, 2021
Summer in the Park Concert Event @ San Marcos Activity Center	July 3, 2021
Sustainable Film Series “Motherload” and Stelos Scholars Event @ Plaza Park	July 16, 2021
Summer in the Park Concert Event @ San Marcos Activity Center	July 22, 2021
Arts Master Plan Open House @ San Marcos Price Center	July 28, 2021
Summer in the Park Concert Event @ Plaza Park	August 12, 2021
San Marcos Area Chamber of Commerce Business Expo @ Embassy Suites	August 18, 2021
Kissing Alley Concert Event @ Kissing Alley	August 19, 2021
Sustainable Film Series “Yakona” @ Plaza Park	August 20, 2021



UPCOMING EVENTS

Similar to the contents of this packet, the project team is hosting a second round of workshops and events to gather community input on a Preferred Growth Scenario for San Marcos as well as additional input on the vision, goals, guiding principles, and 10 planning elements. To ensure inclusive participation, staff is proposing a combination of in-person, virtual, physical take-home, and pop-up booth engagement. We ask that Council assist in advertising for the events.

- **In-person Community Meeting, Wednesday, September 15** – San Marcos Public Library, 625 E Hopkins Street, San Marcos, Texas 78666.
 - 5:30-6:00 p.m. | Social Gathering
 - 6:00-6:45 p.m. | Presentation
 - 6:45-8:00 p.m. | Open House
- **Virtual Public Survey** – For members of the public who are not able to attend the in-person Community Meeting, a virtual survey option will be available starting September 16 through October 4.
- **Physical Take-home Toolkit** – The toolkit will present similar information as the community meeting and provides a paper option for participation.
- **Pop-up Public Input Booth, Saturday, September 18** – 9 a.m. to 1 p.m. San Marcos Farmers Market, 111 East San Antonio Street adjacent to the Historic Courthouse. This event will include information and activities from the Community Meeting on September 15 and allow residents an additional option to participate.

PACKET CONTENTS

Below is a detailed list of maps included in the packet as attachment, “Maps and Exhibits”. While this information will be discussed further in the presentation, the maps and exhibits documents allow you to zoom in and out at your convenience.

1. Overlays and Development Types

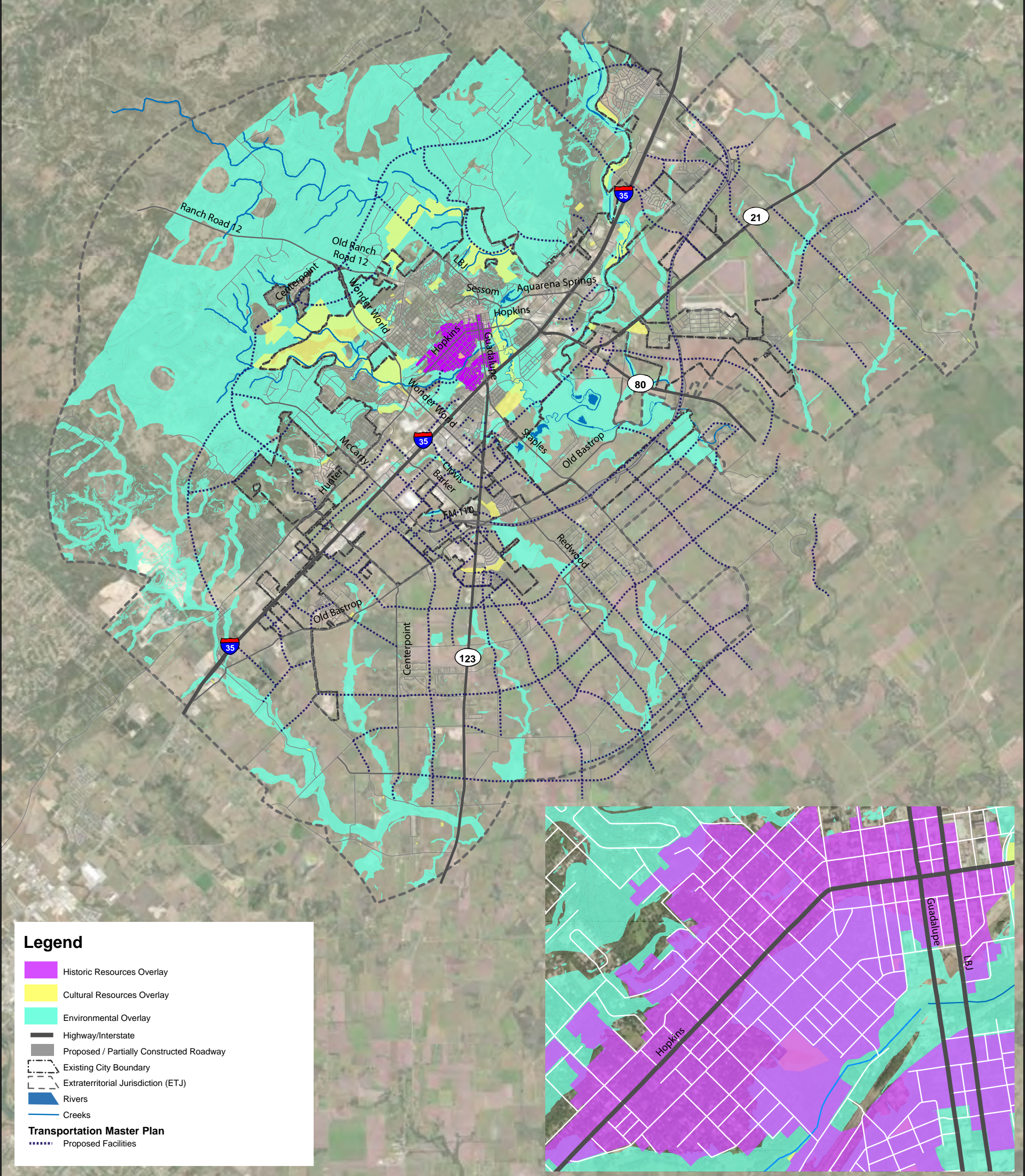
- **Overlays:** There are three proposed “Overlay” maps. Prior to drafting any detailed growth scenarios for San Marcos, it was important to identify areas with historical, cultural, and environmental assets. The project team worked to access and update available data for each of these three categories to develop three overlay layers: 1) Historic Resources, 2) Cultural Resources, and 3) Environmental. These will be discussed further in the presentation.
- **Development Types Spreadsheet:** this colorful spreadsheet indicates different development types and their characteristics which are used to develop the scenario map modeling and will be depicted in the Preferred Growth Scenario.

2. Overview of Detailed Scenarios

- **Scenario Maps:** Consultants and staff analyzed CPSC input to develop 2 alternative Growth Scenarios for review by the community: Scenario A, Scenario B, and the Trend Scenario (“business-as-usual”) for comparison. The following maps are provided for each scenario:
 - Development Types displayed on the map
 - New Housing Allocation displayed on the map
 - New Employment displayed on the map
- **Scenario Maps & Goals:** In addition, draft goals associated with Scenario A and Scenario B are provided to guide in understanding what goals are achieved in each Scenario so that they may be compared.
- **Summary Stats & Evaluation Metrics:** This table presents a deep-dive into evaluating the scenarios. This will be discussed further during the presentation.

Overlays

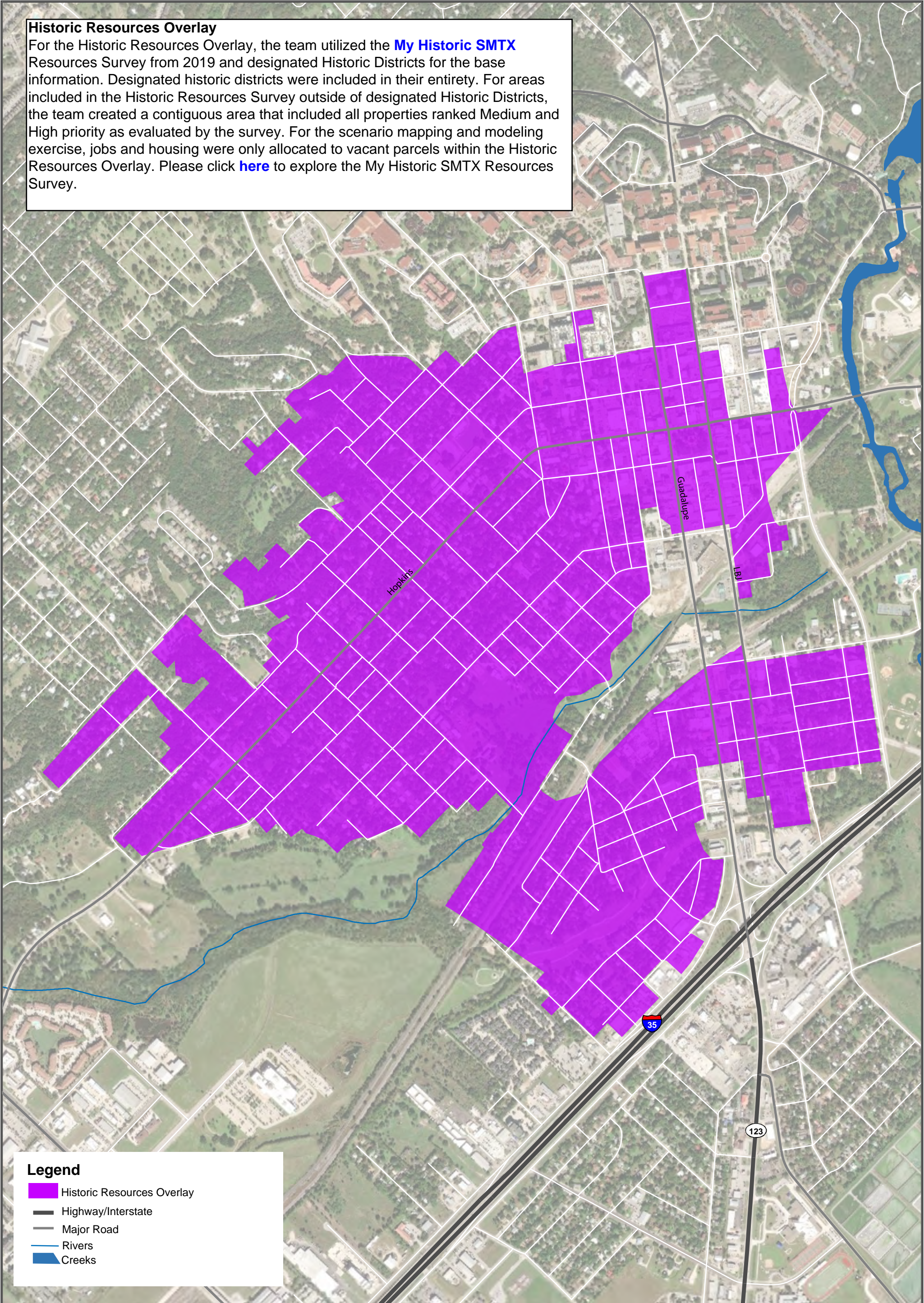
Prior to drafting any detailed growth scenarios for San Marcos, it was important to identify areas with historical, cultural, and environmental assets. The Steering Committee and community highlighted protecting these assets as a high priority for the scenario modeling and broader Comprehensive Plan 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. The individual overlays and a further explanation of their effects on the scenario exercise are included on the following pages.



Legend

- Historic Resources Overlay
- Cultural Resources Overlay
- Environmental Overlay
- Highway/Interstate
- Proposed / Partially Constructed Roadway
- Existing City Boundary
- Extraterritorial Jurisdiction (ETJ)
- Rivers
- Creeks
- Transportation Master Plan
- Proposed Facilities

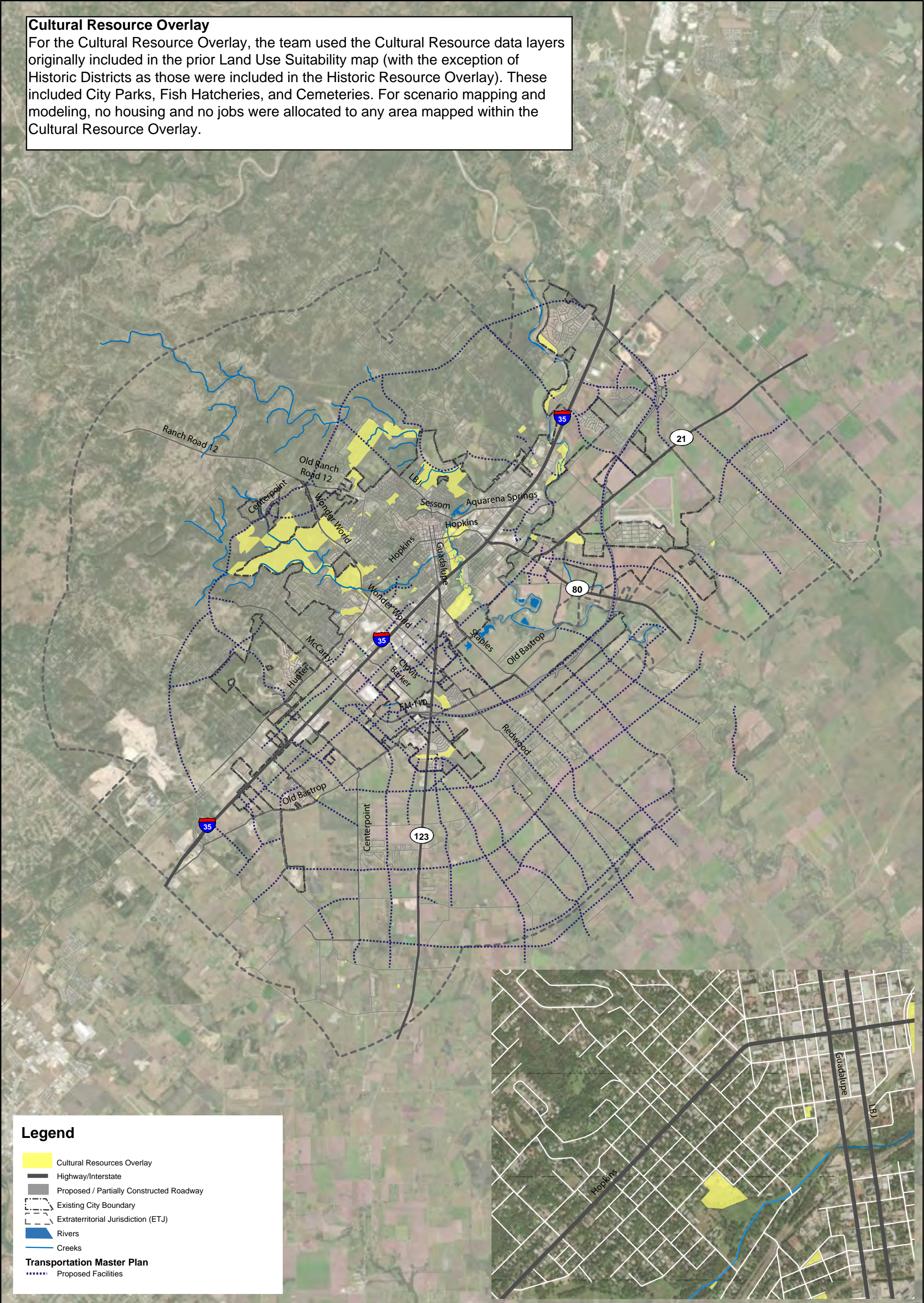
Historic Resources Overlay
For the Historic Resources Overlay, the team utilized the [My Historic SMTX](#) Resources Survey from 2019 and designated Historic Districts for the base information. Designated historic districts were included in their entirety. For areas included in the Historic Resources Survey outside of designated Historic Districts, the team created a contiguous area that included all properties ranked Medium and High priority as evaluated by the survey. For the scenario mapping and modeling exercise, jobs and housing were only allocated to vacant parcels within the Historic Resources Overlay. Please click [here](#) to explore the My Historic SMTX Resources Survey.



SAN MARCOS
HISTORIC RESOURCES OVERLAY

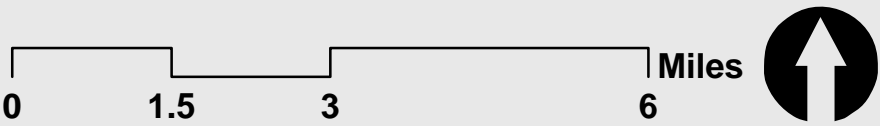


Cultural Resource Overlay
For the Cultural Resource Overlay, the team used the Cultural Resource data layers originally included in the prior Land Use Suitability map (with the exception of Historic Districts as those were included in the Historic Resource Overlay). These included City Parks, Fish Hatcheries, and Cemeteries. For scenario mapping and modeling, no housing and no jobs were allocated to any area mapped within the Cultural Resource Overlay.

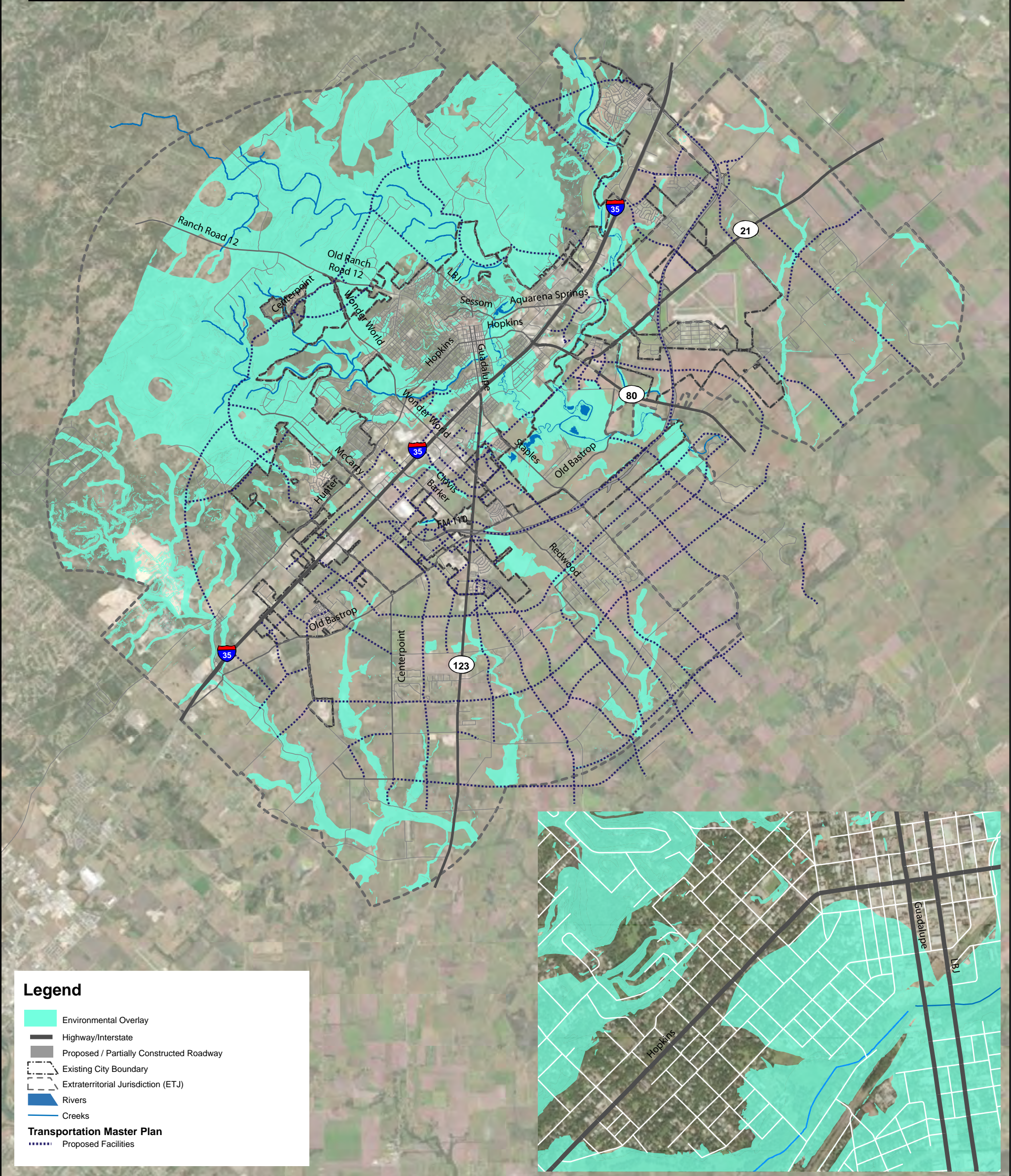


SAN MARCOS

CULTURAL RESOURCES OVERLAY



Environmental Overlay
For the Environmental Overlay, the project team updated portions of the City's Land Use Suitability Map (LUS) which was originally adopted as part of the 2013 Comprehensive Plan and updated in 2017. 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). For scenario mapping and modeling, a maximum of 50% of areas within the environmental overlay were "developed" with allocations of housing and jobs. It is anticipated that the Comprehensive Plan policies will use this updated information to provide more nuanced direction for future development. To compare the 2017 LUS map to the draft updated 2021 LUS map, please click [here](#).



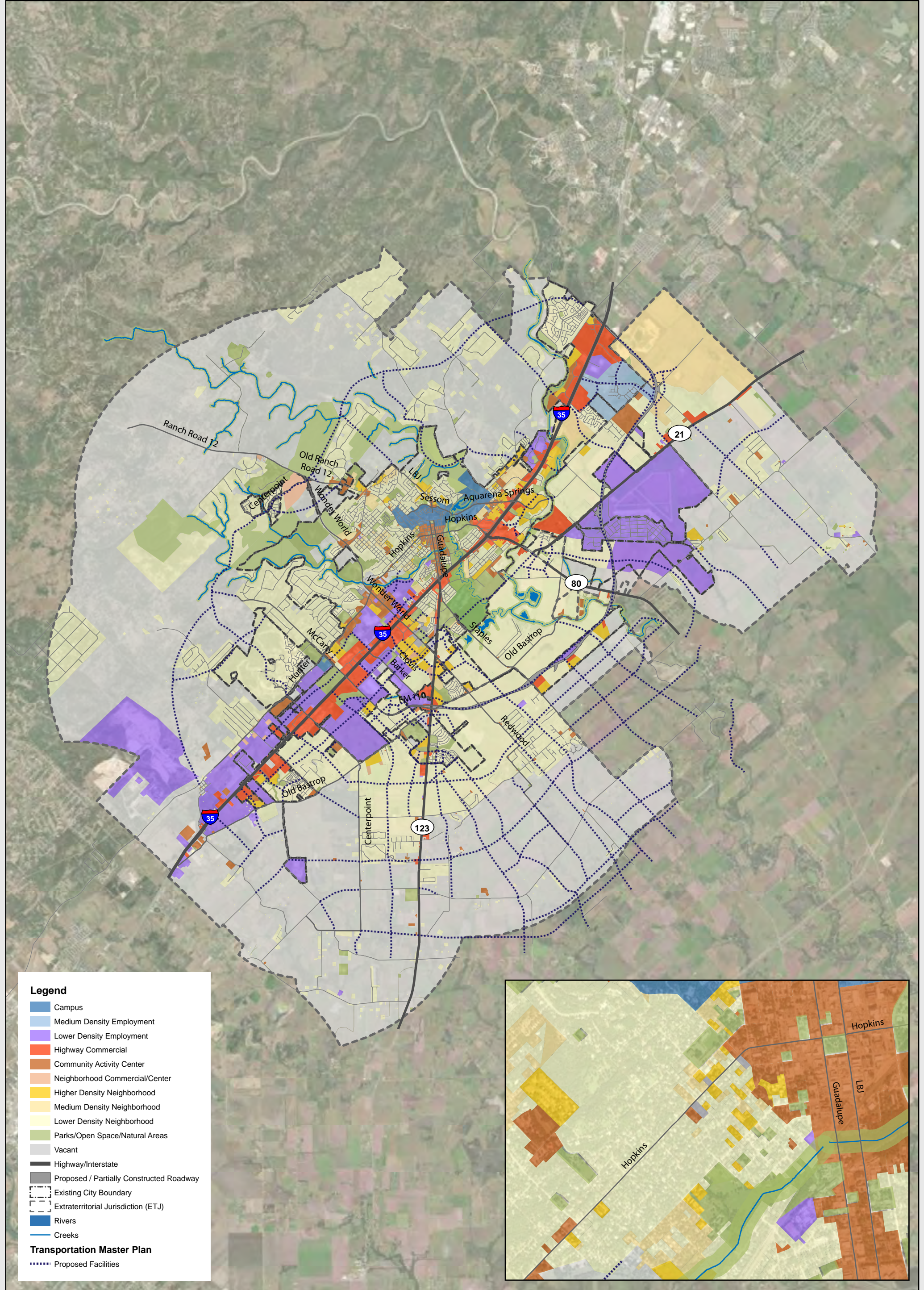
Legend

- Environmental Overlay
- Highway/Interstate
- Proposed / Partially Constructed Roadway
- Existing City Boundary
- Extraterritorial Jurisdiction (ETJ)
- Rivers
- Creeks
- Transportation Master Plan**
- Proposed Facilities

SAN MARCOS

ENVIRONMENTAL OVERLAY

							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 Neighborhoood	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 Genreal 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.); Medical; Parks and Open Space	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 amenties; 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

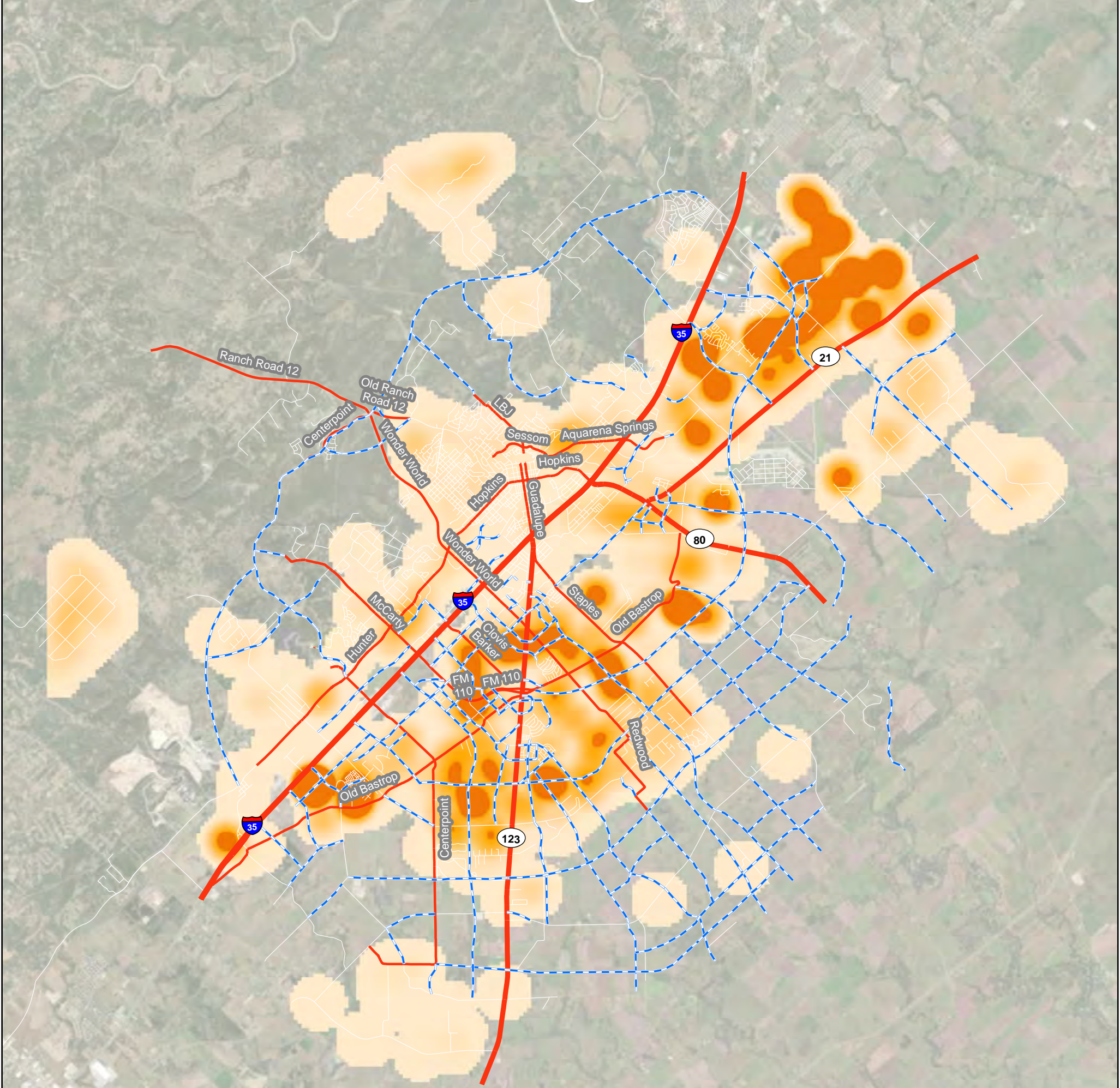


SAN MARCOS

TREND SCENARIO

Trends Scenario

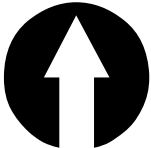
New Housing Allocation



Legend

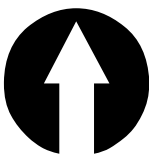
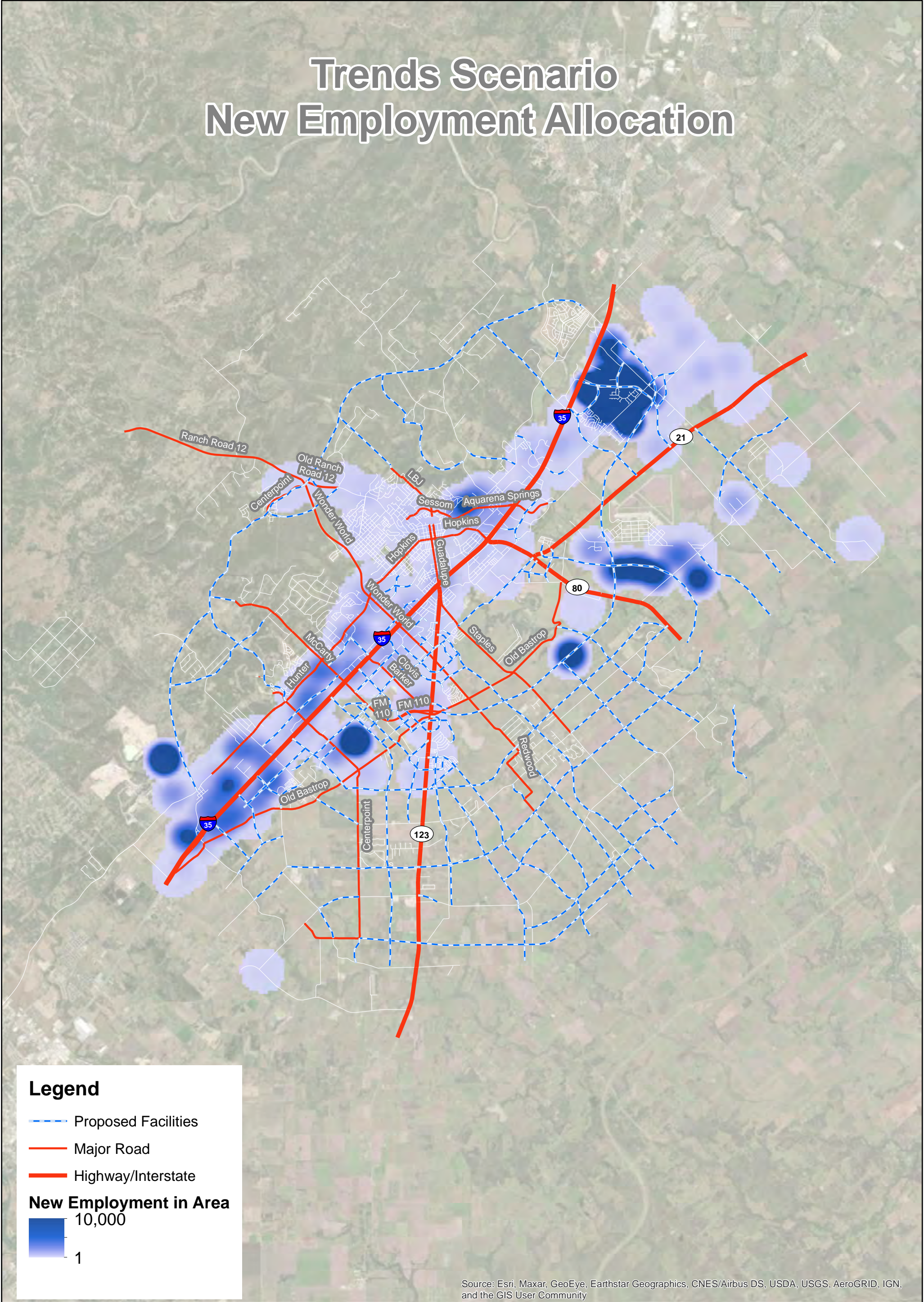
- Proposed Facilities
 - Major Road
 - Highway/Interstate
- New Housing in Area**
- 2,000
- 1

Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



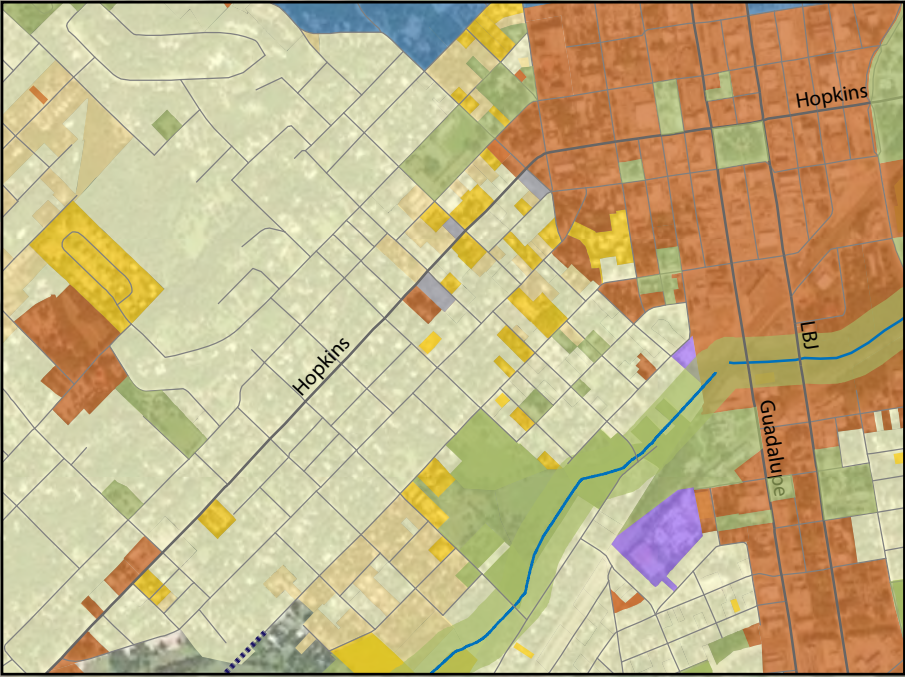
Trends Scenario

New Employment Allocation



Scenario A: 2nd City Center	Scenario B: Corridors & Nodes
• Land Use	• 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.	○ Goal 1: Conserve historic assets and reduce pressure on existing neighborhoods by focusing medium intensity development along transportation corridors.
○ Goal 2: Complement Downtown with an additional mixed use center to serve eastern areas of San Marcos and manage development demand along corridors.	○ 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	• Community Design and Character
○ Goal 1: Maintain and take cues from existing community character by focusing majority of future growth and development in and around the second City Center.	○ Goal 1: Protect character of existing neighborhoods and districts by focusing majority of future growth and development to major corridors and undeveloped areas.
○ Goal 2: Encourage distinct places and neighborhood character across San Marcos with a hierarchy of destinations with services and amenities.	○ Goal 2: Expand the footprint of San Marcos for new development to reduce pressure on existing historical, cultural, and environmental assets.
• Economic Development	• Economic Development
○ Goal 1: Support existing businesses and employment areas with improved access, services and amenities.	○ Goal 1: Promote new employment in Downtown and other areas already identified for employment.
○ Goal 2: Promote a new regional employment hub in and around the second City Center.	○ Goal 2: Strengthen and expand existing industries and areas already identified for employment in San Marcos and coordinate regionally for additional opportunities.
• Housing	• 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.	○ Goal 1: Concentrate medium density housing along major corridors.
○ Goal 2: Establish smaller Community Activity Centers and Neighborhood Centers surrounded by low-to-medium density neighborhoods to support a complete neighborhood.	○ Goal 2: Develop low density housing in new neighborhoods on the periphery of San Marcos to meet remaining housing need.
• Transportation	• Transportation
○ Goal 1: Create a polycentric hub and spoke network of transit, pedestrian and bicycle facilities prioritizing access to Community Activity Centers.	○ Goal 1: Provide multi-modal transportation options along corridors to leverage investments and connect people to the places they want to go.
○ Goal 2: Minimize the need for cross-city and cross-regional driving trips by locating goods, services and employment closer to where people live.	○ Goal 2: Create safe pedestrian and bicycle connections from neighborhoods to commercial and mixed use nodes along corridors.
• Parks, Public Spaces and Facilities	• Parks, Public Spaces and Facilities
○ Goal 1: Develop new signature public spaces in the Second City Center and provide parks and public spaces in areas that do not have access within one-half mile.	○ Goal 1: Develop new parks and public spaces in existing and new neighborhoods that do not have access within one-half mile.
○ Goal 2: Preserve and expand trail connections in greenwaysand parks to provide transportation and recreation amenities through the City.	○ Goal 2: Expand greenway and trail connections to connect residents to parks and fill in gaps in the multimodal on-street network.
• Environment and Resource Protection	• Environment and Resource Protection
○ Goal 1: Limit planned development in environmentally sensitive areas by planning and developing higher intensity places in San Marcos.	○ Goal 1: Develop an even more robust approach to conservation minded development in areas with environmental resources.
○ Goal 2: Facilitate an overall land use strategy that clusters development in more places to reduce the burden on any single watershed.	○ Goal 2: Facilitate an overall land use strategy that clusters development in more places to reduce the burden on any single watershed.

GOALS
<ul style="list-style-type: none"> ● 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.
○ Goal 2: Complement Downtown with an additional mixed use center to serve eastern areas of San Marcos and manage development demand along corridors.
<ul style="list-style-type: none"> ● Community Design and Character
○ Goal 1: Maintain and take cues from existing community character by focusing majority of future growth and development in and around the second City Center.
○ Goal 2: Encourage distinct places and neighborhood character across San Marcos with a hierarchy of destinations with services and amenities.
<ul style="list-style-type: none"> ● Economic Development
○ Goal 1: Support existing businesses and employment areas with improved access, services and amenities.
○ Goal 2: Promote a new regional employment hub in and around the second City Center.
<ul style="list-style-type: none"> ● 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.
○ Goal 2: Establish smaller Community Activity Centers and Neighborhood Centers surrounded by low-to-medium density neighborhoods to support a complete neighborhood.
<ul style="list-style-type: none"> ● Transportation
○ Goal 1: Create a polycentric hub and spoke network of transit, pedestrian and bicycle facilities prioritizing access to Community Activity Centers.
○ Goal 2: Minimize the need for cross-city and cross-regional driving trips by locating goods, services and employment closer to where people live.
<ul style="list-style-type: none"> ● Parks, Public Spaces and Facilities
○ Goal 1: Develop new signature public spaces in the Second City Center and provide parks and public spaces in areas that do not have access within one-half mile.
○ Goal 2: Preserve and expand trail connections in greenways and parks to provide transportation and recreation amenities through the City.
<ul style="list-style-type: none"> ● Environment and Resource Protection
○ Goal 1: Limit planned development in environmentally sensitive areas by planning and developing higher intensity places in San Marcos.
○ Goal 2: Facilitate an overall land use strategy that clusters development in more places to reduce the burden on any single watershed.

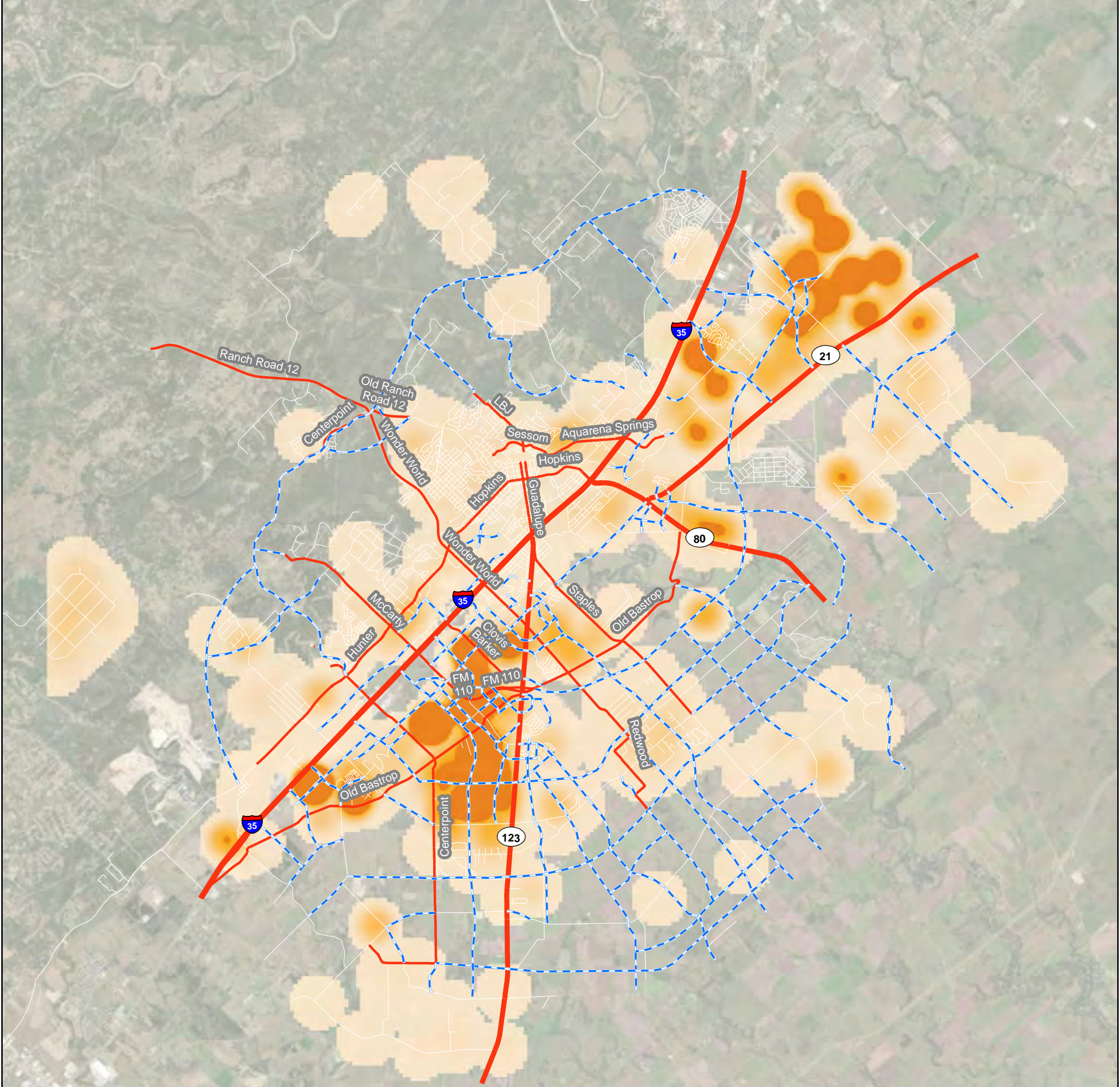


0 1.5 3 6 Miles



Scenario A

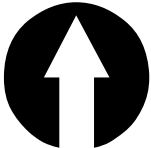
New Housing Allocation



Legend

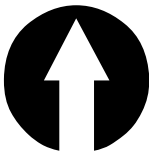
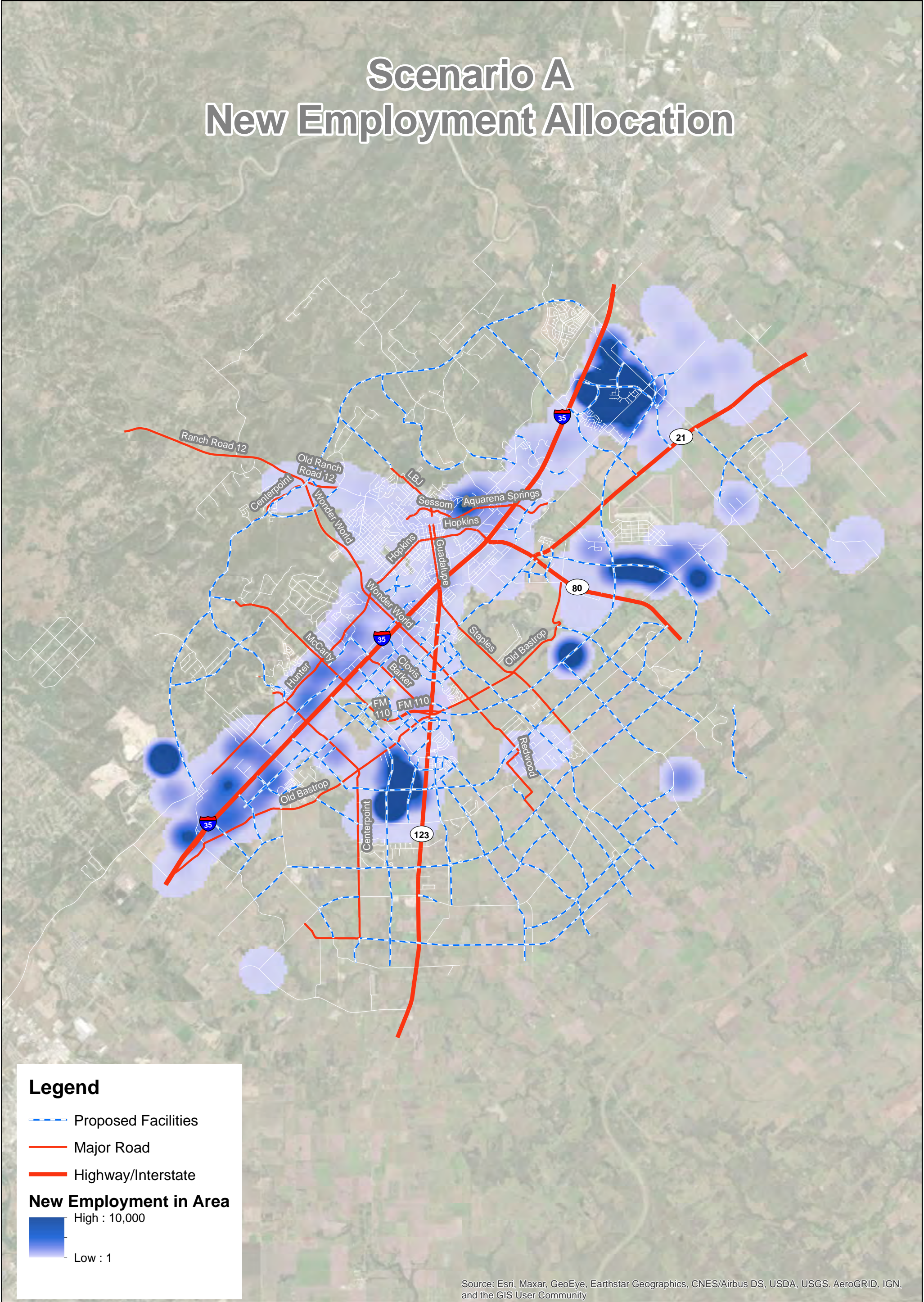
- Proposed Facilities
 - Major Road
 - Highway/Interstate
- New Housing in Area**
- High : 2,000
 - Low : 1

Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

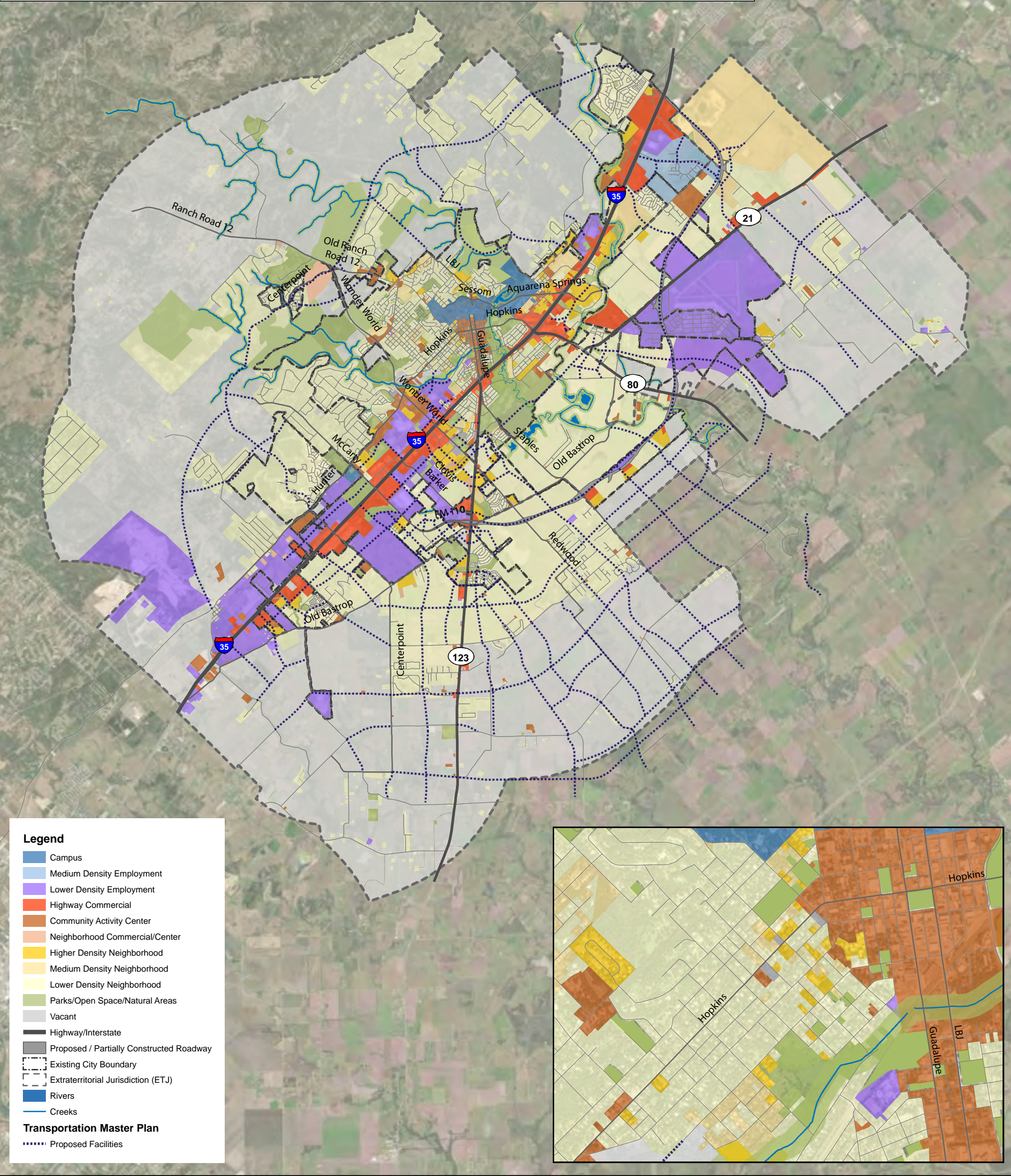


Scenario A

New Employment Allocation

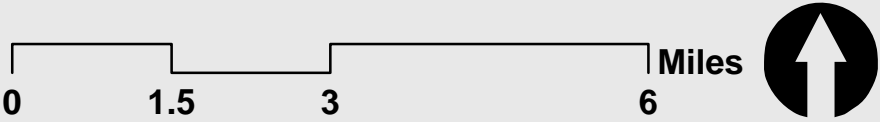


GOALS
• Land Use
○ Goal 1: Conserve historic assets and reduce pressure on existing neighborhoods by focusing medium intensity development along transportation corridors.
○ Goal 2: Maintain Downtown as the primary mixed use center serving San Marcos and foster smaller commercial and mixed use nodes along 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.
○ Goal 2: Expand the footprint of San Marcos for new development to reduce pressure on existing historical, cultural, and environmental assets.
• Economic Development
○ Goal 1: Promote new employment in Downtown and other areas already identified for employment.
○ 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.
○ 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.
○ Goal 2: Create safe pedestrian and bicycle connections from neighborhoods to commercial and mixed use nodes along corridors.
• Parks, Public Spaces and Facilities
○ Goal 1: Develop new parks and public spaces in existing and new neighborhoods that do not have access within one-half mile.
○ Goal 2: Expand greenway and trail connections to connect residents to parks and fill in gaps in the multimodal on-street network.
• Environment and Resource Protection
○ Goal 1: Develop an even more robust approach to conservation minded development in areas with environmental resources.
○ Goal 2: Facilitate an overall land use strategy that clusters development in more places to reduce the burden on any single watershed.



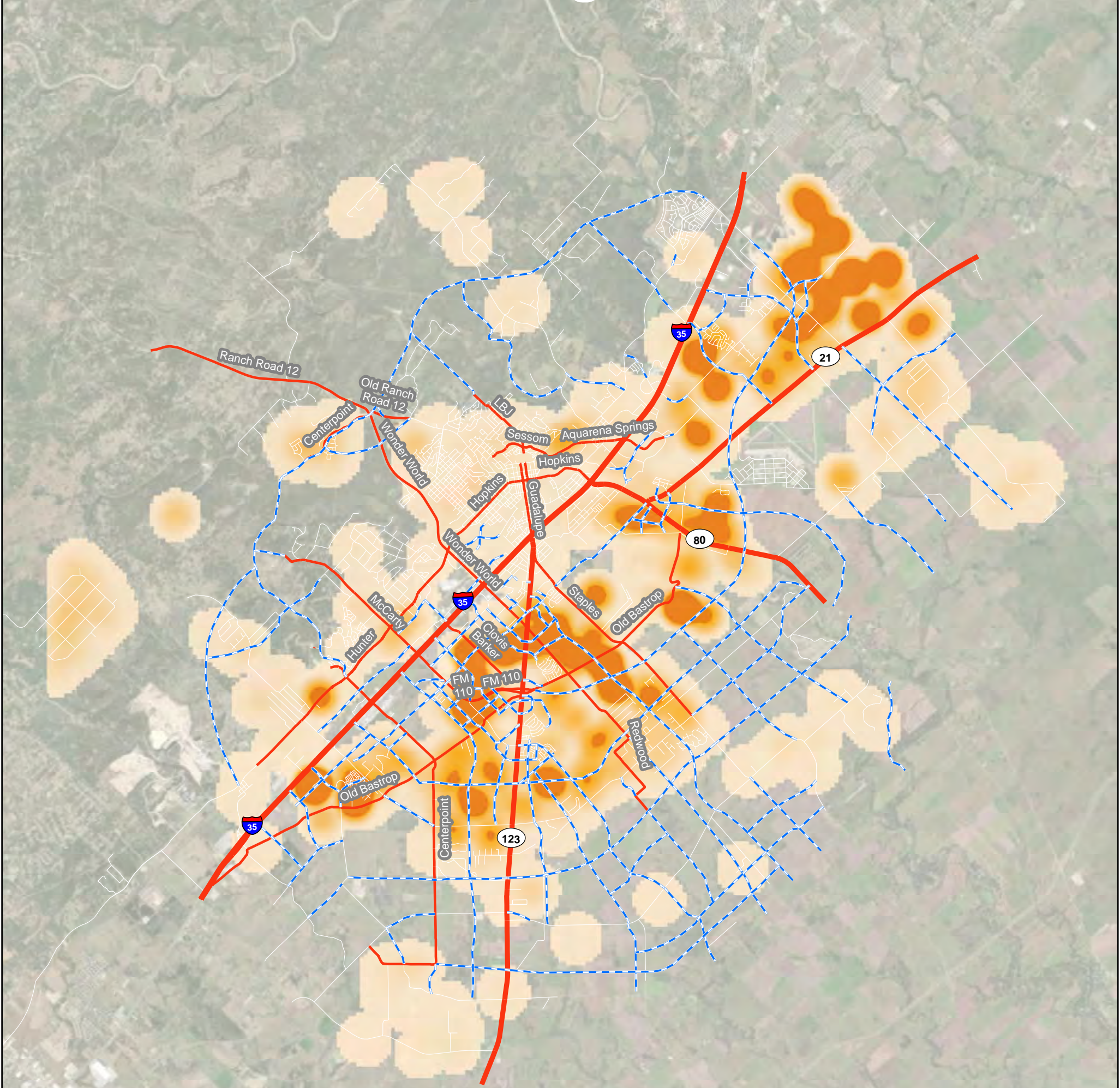
SAN MARCOS

SCENARIO B: CORRIDORS & NODES



Scenario B

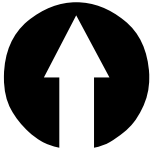
New Housing Allocation



Legend

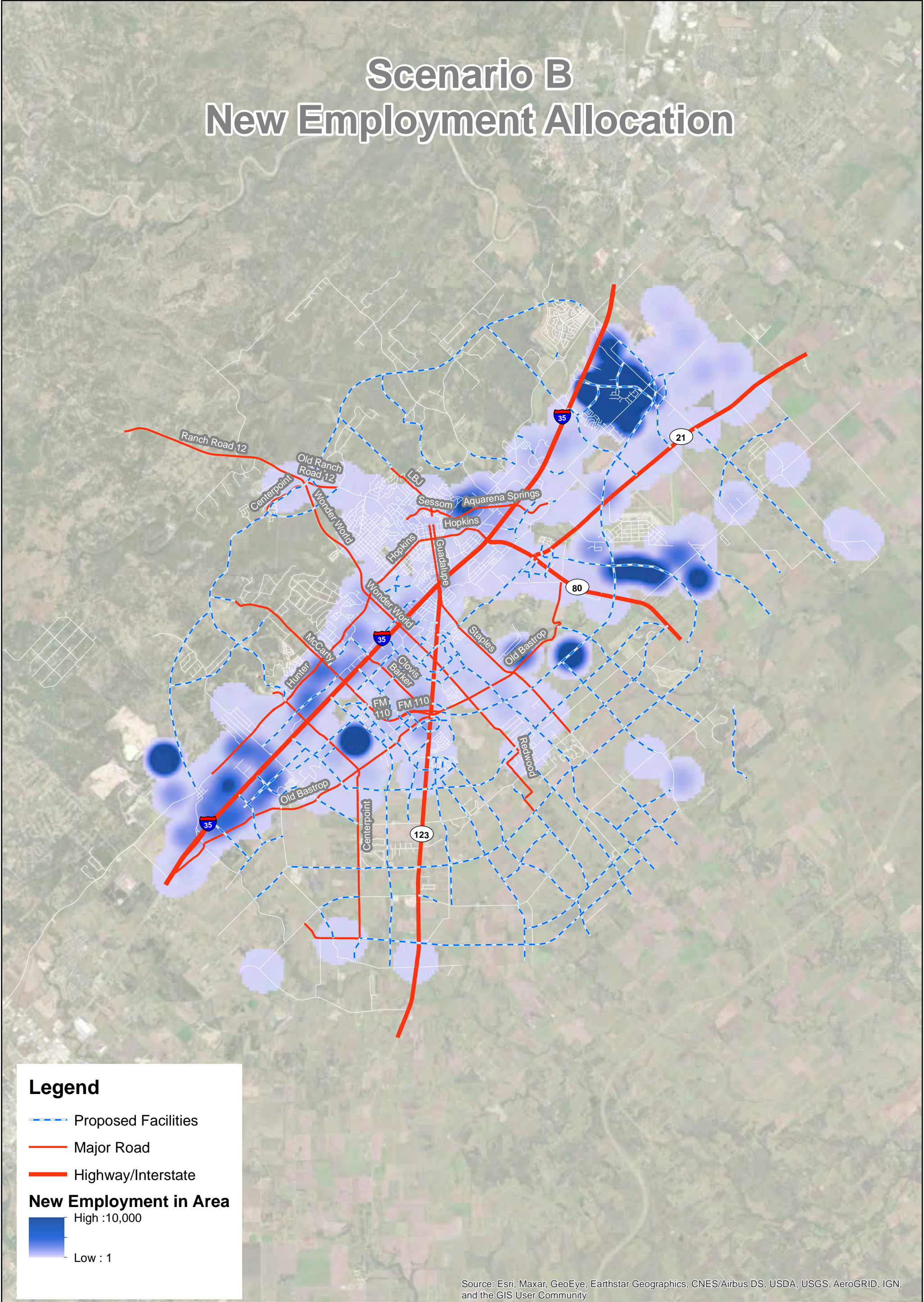
- Proposed Facilities
 - Major Road
 - Highway/Interstate
- New Housing in Area**
- 2,000
- 1

Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Scenario B

New Employment Allocation



SUMMARY STATS & EVALUATION METRICS

TRENDS SCENARIO

SCENARIO A: SECOND CITY CENTER

SCENARIO B: CORRIDORS & NODES

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

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	-	-
23,664	85,520	86,380

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	-	-
18,518	94,892	94,760

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	-	-
24,368	92,101	86,207

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 Exising 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%

Outreach Summary of Community Vision & Goals and Guiding Principles

SAN MARCOS COMPREHENSIVE PLAN REWRITE

05.19.2021

I. DRAFT COMMUNITY VISION & GOALS AND GUIDING PRINCIPLES

The City of San Marcos is working with the community to establish a vision and set of values that will help guide San Marcos' growth and evolution for the next 20 years. The rewrite includes a significant amount of public engagement to obtain input from the public, stakeholders, and organizations in San Marcos throughout the public process. The Draft Vision Statement and Guiding Principles were presented during ongoing outreach and engagement meetings conducted from the project initiation to date. The memorandum summarizes the comments gathered from the Comprehensive Plan Steering Committee, Focus Group, Council Workshop, and Community meetings.

Preliminary 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.

The Comprehensive Plan process and direction set throughout that process will utilize a set of guiding principles to navigate and narrow the vast range of options facing the community. The guiding principles presented below were drafted based on community and stakeholder input received during the visioning process. While the guiding principles are distinct in concept, the issues they address are cross-cutting. As such, potential benefits and tradeoffs across the guiding principles should be taken into account.

Draft Guiding Principles as of:

- ***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.

II. OUTREACH OVERVIEW

The outreach conducted to date includes several virtual workshops and meetings that were held online via Zoom, a virtual Open House, and one in-person meet up with the Comprehensive Plan Steering Committee (CPSC). During each meeting participants provided their feedback in open discussion and using an online polling program, Mentimeter. All comments in virtual outreach engagements were captured using the online tool, Mural. Appendix A includes the Mural boards and digital feedback from each virtual outreach event. Summaries of feedback received each event are provided below.

A. CPSC Meeting #1: November 12, 2020

The Comprehensive Plan Steering Committee provided feedback on their 'Goal for the Future of San Marcos'. Below are the most common themes expressed from the committee members:

- | | |
|---|--|
| ○ Protect Natural Resources & Beauty | ○ Transit |
| ○ Preservation of Neighborhood Character & Protecting Existing Culture | ○ Diversity & Affordability of Housing |
| ○ Better Suburban, Urban, and University Congruence | ○ Safety & Security |
| | ○ Human-Scale Development |
| | ○ Robust Economy to Maintain Affordability & Resilience |

B. City Council Workshop #1: November 17, 2020

The City Council provided feedback on their 'Goal for the Future of San Marcos'. Below are the most common themes expressed from the council members:

- | | |
|-----------------------------|-----------------------------|
| ○ Balance | ○ Safe Transportation |
| ○ Uniqueness | ○ Diverse |
| ○ Equitable | ○ Historic |
| ○ Support | ○ Affordability |
| ○ Preserve | ○ Sustainability/Resiliency |
| ○ Responsible Growth | |

C. CPSC Meeting #2: January 14, 2021

The Comprehensive Plan Steering Committee provided feedback on 'How well do these Emerging Vision Themes reflect your vision for San Marcos?'. On a scale of 1-5, the average amongst 26 participants was 3.9.

D. Community Workshop #1: February 25, 2021

Community participants provided feedback on their Vision & Goals priorities. Below are the most common themes expressed by the community:

- Sustainability
- Diversity
- Access
- Housing **Affordability** and Providing Missing Middle Housing
- **Protection** of Recharge Zones
- Preserve Historic Buildings
- Transportation Efficiency
- Nodal Growth
- Expansion of Greenways

E. Virtual Open House: Conducted from February 26, 2021 to March 30, 2021

The online virtual open house platform was used for the public to participate in the beginning stages of San Marcos's Comprehensive Plan. Having various stations available, participants had the opportunity to review what a comprehensive plan is, provide input on the Vision & Goals for the plan, and examine existing condition maps of the City. Overall, 419 participants engaged with the platform, most of which returned a second time to the site creating a total of 862 views. The virtual open house was conducted in English and Spanish and four participants utilized the Spanish platform. Of the participants that engaged with the platform, nearly half of them were from San Marcos and many more were from nearby surrounding communities.

The community of San Marcos was asked to express their vision and/or goal for the City and what they would like to see in the next 20 years. The common themes occurred from the virtual open house are below:

a) **Environment and Resource Protection**

- Balance growth and protect environment, especially river
- Flood management & environmental protection
- Address flooding issues to prevent
- River corridor **growth** management
- Minimize and reduce impervious cover and reduce localized flooding

b) **Parks, Public Spaces and Facilities**

- Open spaces that are connected to bike and walking paths
- Increase amount of public space
- Increase fee in lieu of parkland dedication
- Increase tree plants and connect parks to greenway loop around the city
- Turn small vacant lots into neighborhood parks

c) **Community Design and Character**

- Historic preservation and preservation of unique organic character in the city
- Buffer neighborhoods from uses that are not compatible

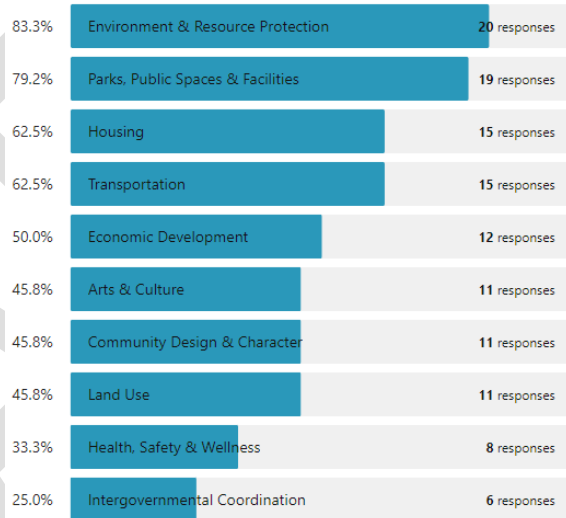
- Placemaking & smart, resilient, and equitable **growth**
- **Protect** cultural heritage and historic identity
- Create consistent theme or identity for the City
- Promote more walkable, dense development in the City
- Downtown design to match historical character of Downtown
- Implement overarching design aesthetic and compatibility

d) Arts and Culture

- Arts and historic preservation groups – create museum district around LBJ museum, Calaboose African American Museum, Cephas House, Hays County Jail preservation, and El Centro
- Provide more amenities for families with children
- Develop an arts & culture city funded program with a non-profit status
- Increase library locations
- Create Art Center with gardens and outdoor spaces for community gatherings and events
- More murals
- Museums and summer programs for Pre-K to 12
- Increase access to arts

What elements shown on the "Express Your Vision & Goals" board are most important for your Vision of San Marcos in 20-30 years?

24 out of 24 people answered this question (with multiple choice)



e) Economic Development

- Provide capacity for future industrial and employment areas
- Robust economy to maintain affordability and resiliency
- Human-centered development
- Balance community economic development drivers with goals and priorities

f) Housing

- Aging in place
- Affordable housing priority for residents to maintain generational residential assets
- Integrate affordable housing into amenities and infrastructure to provide destinations for housing

g) Transportation

- Vision zero goals
- Improve overall walkability and bikeability
- Transportation plans should be proactive – especially in new areas of growth
- Improve safety for students traveling to school
- Improve and add access to sidewalks

- Human-scale and transit-oriented development to improve **quality of life** in the city
- Bridge IH-35 connectivity divide

h) Land Use

- Provide capacity for future industrial and employment areas
- **Strategic growth** for the city to improve or maintain **quality of life**
- Ensure neighborhood integrity

i) Health, Safety and Wellness

- Address food dessert issues
- Improve safety and connectivity near schools and neighborhoods

j) Intergovernmental Coordination

- Incorporate recently completed or ongoing efforts – especially CAMPO Corridor & Center Plan
- Coordination with the University and their Master Plan 2017s

The virtual open house participants provided feedback on describing their vision for the future of San Marcos. Below are the meeting polling results:

- | | |
|-------------------------------|--------------|
| ○ Sustainable | ○ Respectful |
| ○ Inclusive/ Equitable | ○ Affordable |
| ○ Environmental | ○ Prosperous |
| ○ Green/ Open Spaces | |

F. Focus Group Meeting #1: April 28, 2021

The Focus Group #1 provided feedback on describing their vision for the future of San Marcos. Below are the meeting polling results:

- | | |
|---------------|---------------------|
| ○ Sustainable | ○ Sustainable |
| ○ Walkable | ○ Affordable |
| ○ Green | ○ Equitable |
| ○ Family | ○ Resilient |

The Focus Group #1 members additionally provided input on what they feel is missing from the draft Vision Statement. Below are the most common themes expressed:

- | | |
|-----------------------|---------------------|
| ○ Local | ○ Peace |
| ○ Thrive | ○ Creative |
| ○ Resilience | ○ Aspiring to |
| ○ Community Residents | ○ Affordable |

G. CPSC Short Surveys: Conducted May 5, 2021 – May 10, 2021

During a short survey conducted from May 5, 2021 to May 10, 2021, the Comprehensive Plan Steering Committee submitted input on what words or phrases they think need revising from the draft Vision Statement. Below are the results from the survey:

- | | |
|--|-----------------------------------|
| ○ Complete Community | ○ Natural changes to Ecological |
| ○ Small-town feel is not applicable to all areas of the City | and Rich changed to Irreplaceable |

- Replace Complete with Growing and Evolving, **Protects**, and Seeks to **Protect** and Value
- Leverages Growth
- “Sustainable community that benefits existing and new businesses and residents” needs revision
- “That benefits existing and new businesses and residents” could be revised to “and utilizes sustainable **growth** to benefit new and existing businesses in a manner compatible with the San Marcos community”

H. Focus Group Meeting #2: May 12, 2021

The Focus Group #2 provided feedback on describing their vision for the future of San Marcos. Below are the meeting polling results:

- Healthy
- Diverse
- **Equity**
- **Limited-growth**
- **Quality of life**
- Intentionally **Equitable**
- Education
- **Nature**
- Accessible

The Focus Group #2 members additionally provided feedback on what they feel is missing from the draft Vision Statement. Below are the most common themes expressed:

- San Marcos is a diverse and **inclusive** community that...
- Prioritize the health of residents AND the environment
- Ongoing efforts for the community to strive for equity, protecting our **natural** resources
- San Marcos is a growing community that should **grow intentionally**
- **Equitable** and **inclusive** ways to advance San Marcos while prioritize the youth and vulnerable age groups
- **Affordability** and **inclusivity**

III. SUMMARY

In summary, overall feedback during outreach shows that the community wants San Marcos to grow equitably while protecting its natural features, allowing compatible developments that promote quality of life and local goods and services, and overall provide opportunities and housing in the community that is inclusive of all community members, regardless of age or ethnicity.

Below are the key vision and goals takeaways from all outreach events:

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