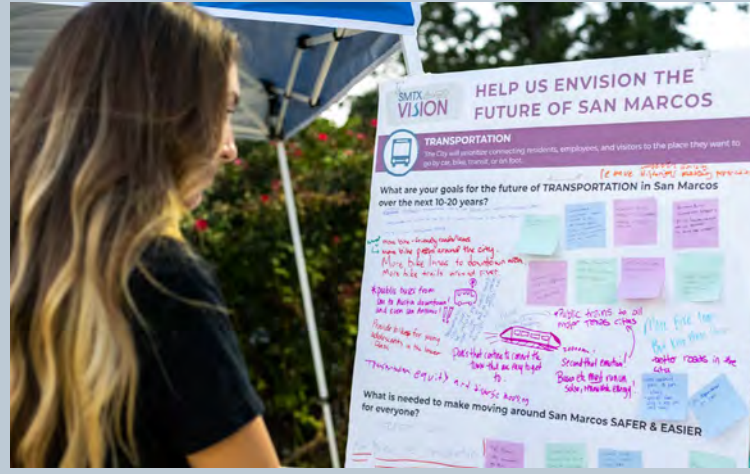
SMTX VISION

# Comprehensive Plan Rewrite

## City Council Lunch and Learn – September 16, 2021

# Visioning and Guiding Principles Development

- 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**

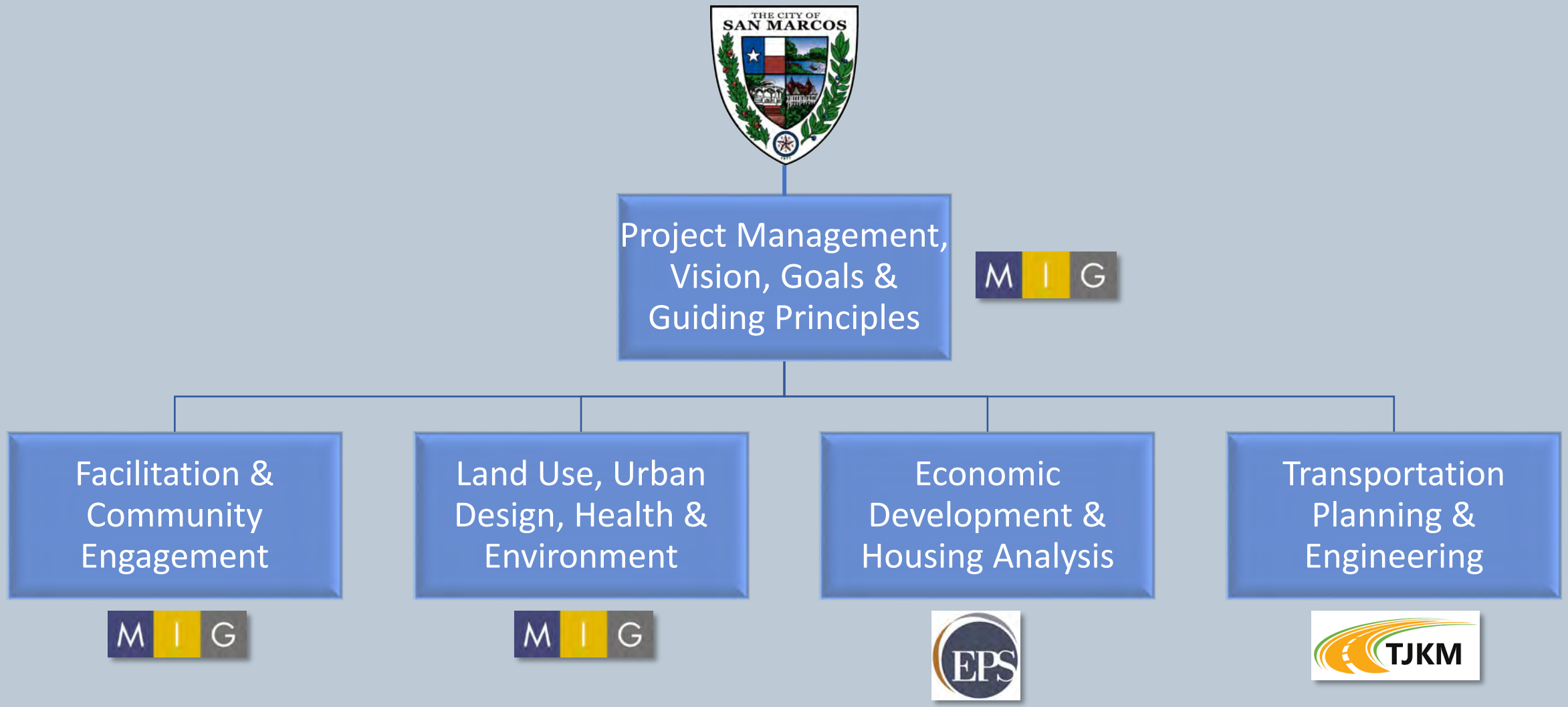
# Overview

- **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**

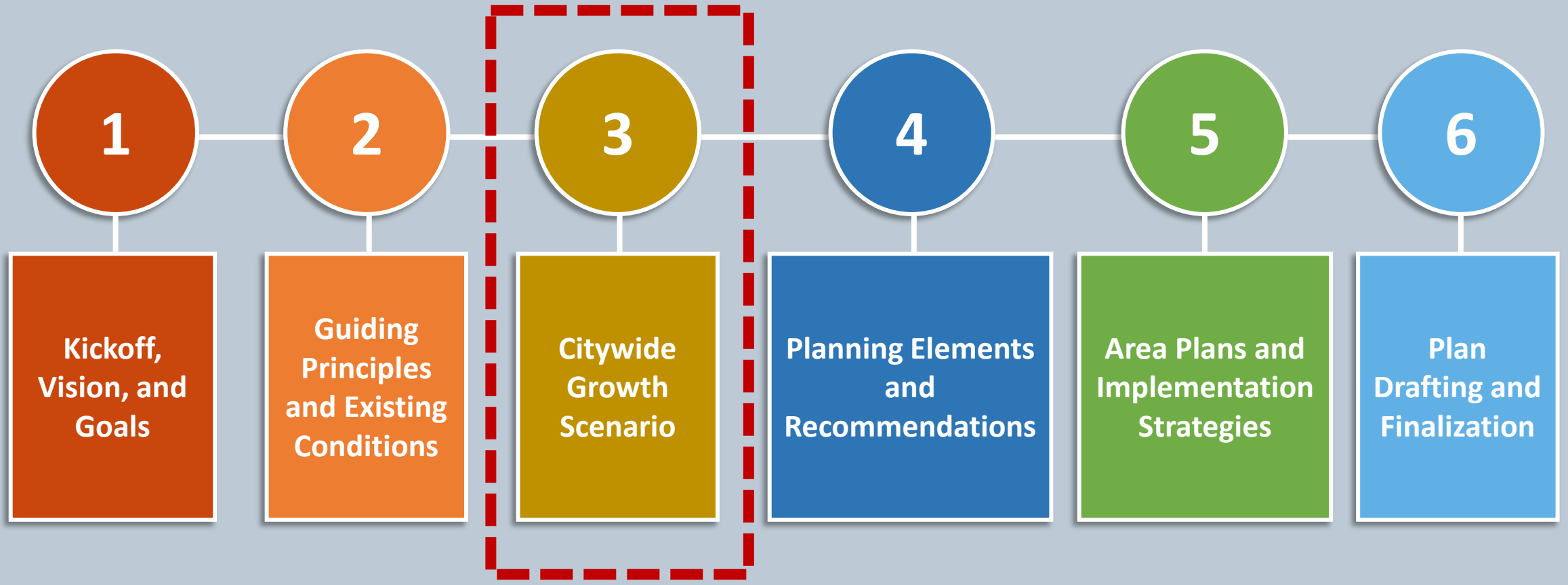
Jay Renkens, AICP
Principal-In-Charge

Matt Prosser
Vice President

# Introductions: Organizational Chart by Expertise



# Project Phases (from Public Engagement Plan)




We are here!

# 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.**

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# 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 | 2000-2019 Ann. # | 2000-2019 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

# 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 | 2000-2020 Ann. # | 2000-2020 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 # | Change 2020-2050 Ann. # | Change 2020-2050 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%** |

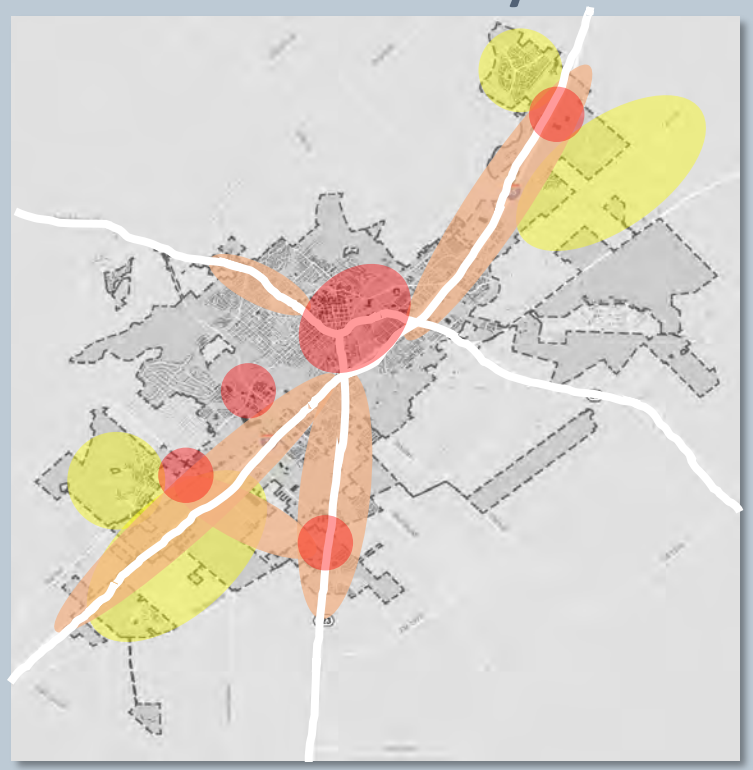
Source: Texas State Demographer;BLS QCEW; BEA; Economic & Planning Systems

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

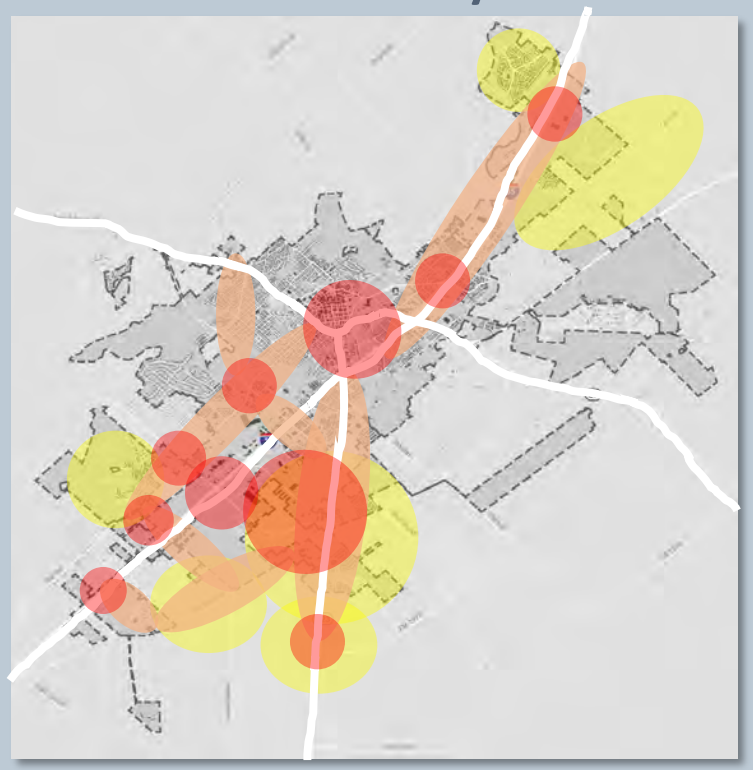
# Preliminary Sketch Scenarios

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

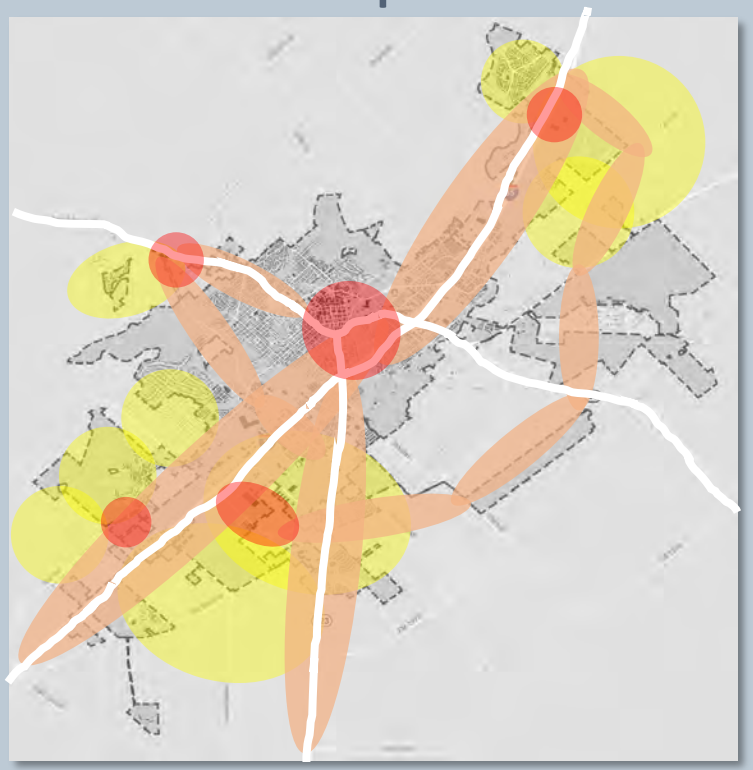
### Scenario 1: Growth Constrained to City Limits



### Scenario 2: Strategic Eastward Growth & 2nd City Center



### Scenario 3: Corridor Focused Development

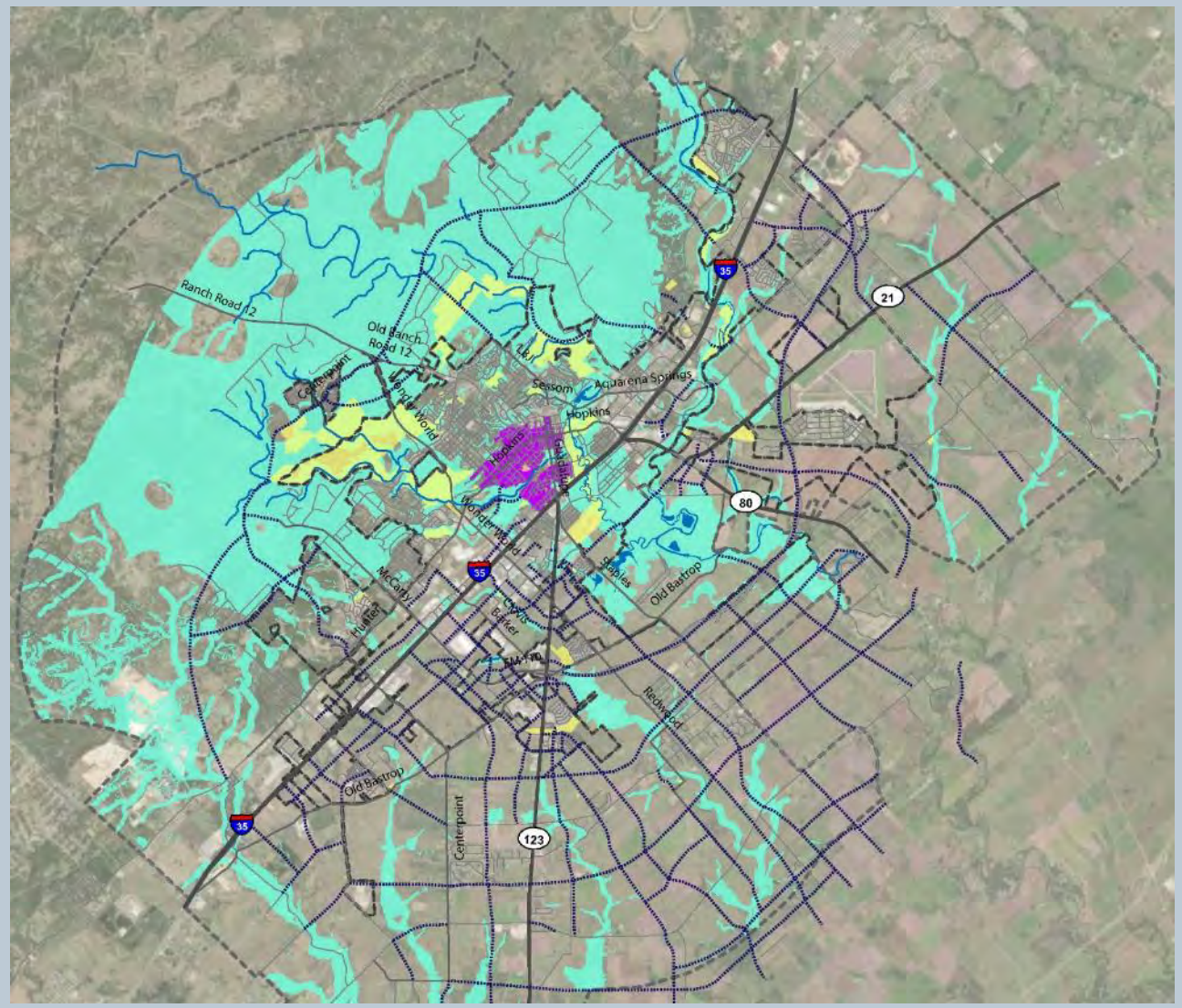


# Summary of Committee Feedback

- 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.

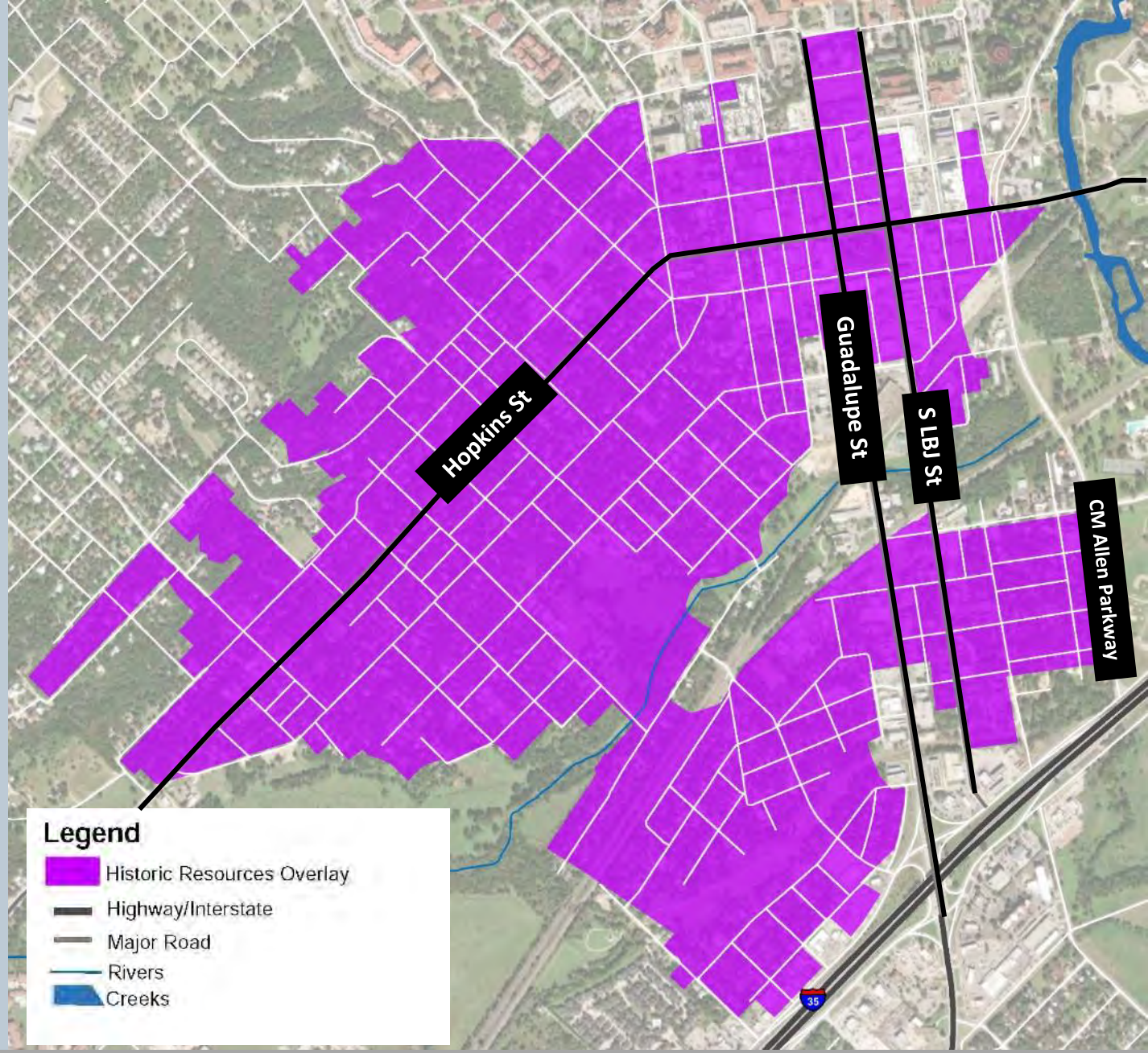
# Overlays

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

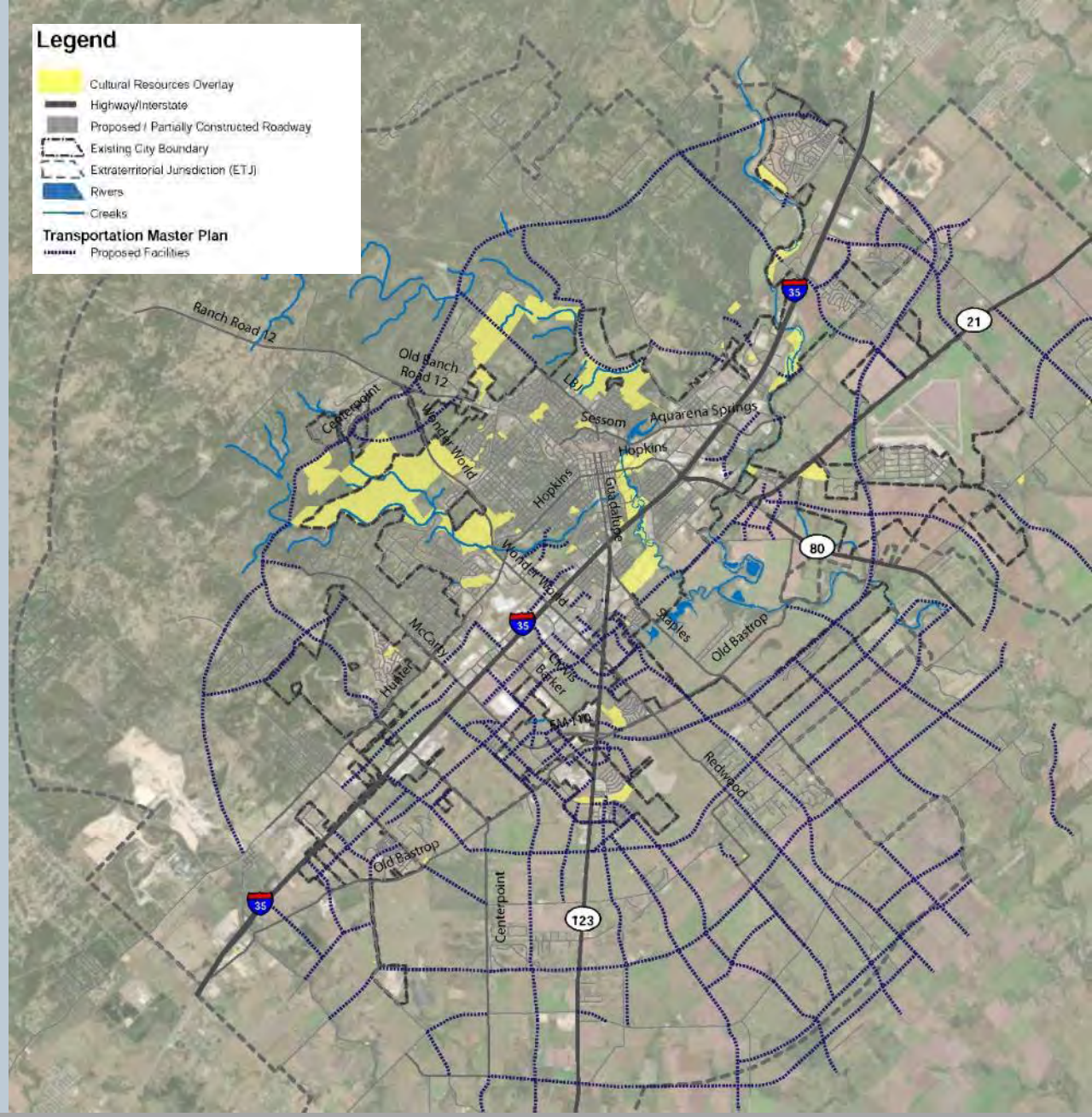


# Cultural Resources

- 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)

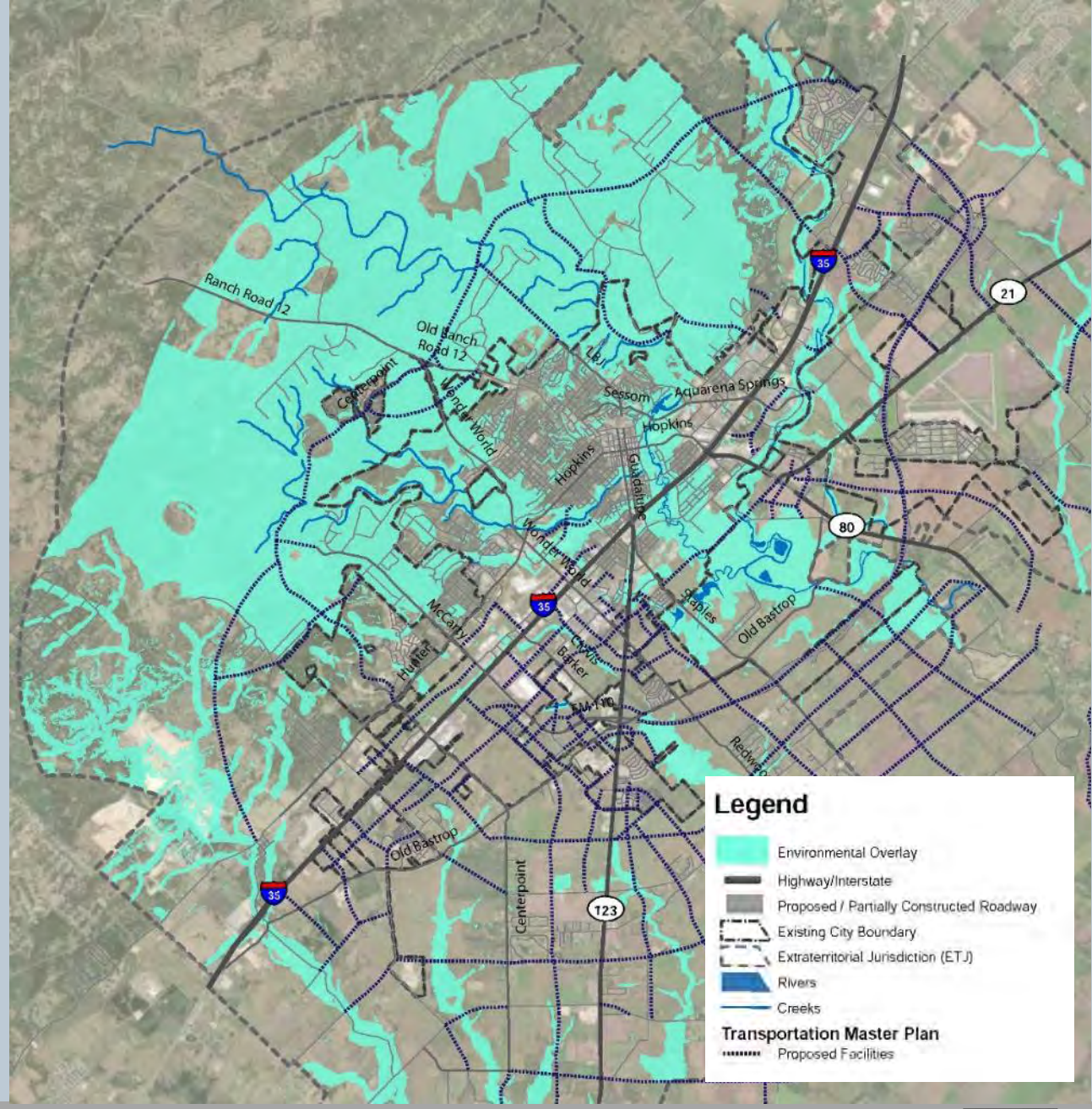
- These included:
  - City Parks
  - Fish Hatcheries, and
  - Cemeteries

- No housing and no jobs were allocated to any area mapped within the Cultural Resource Overlay

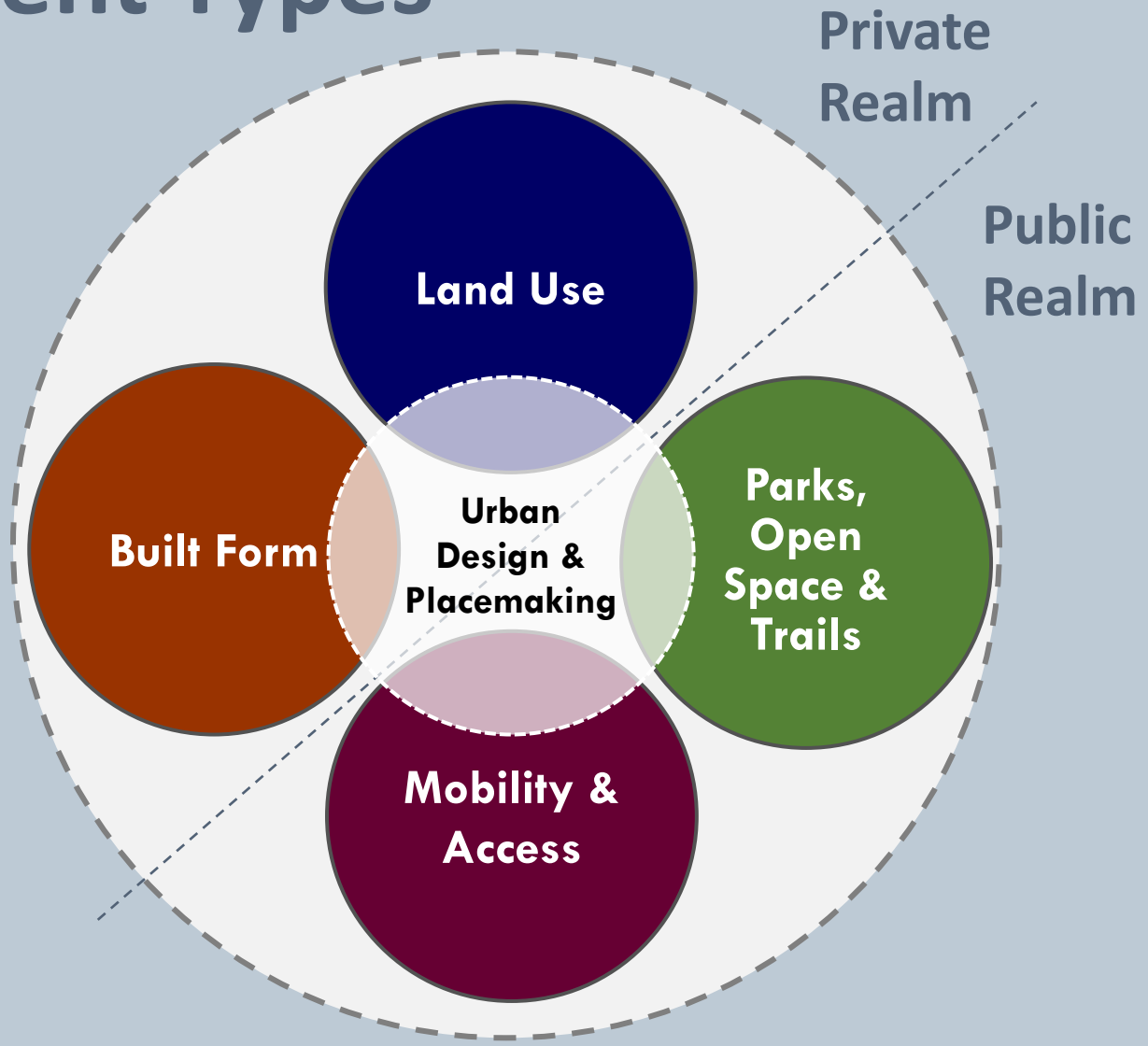


# Environmental

- 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 | 3-8 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 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 facilites 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 facilites 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

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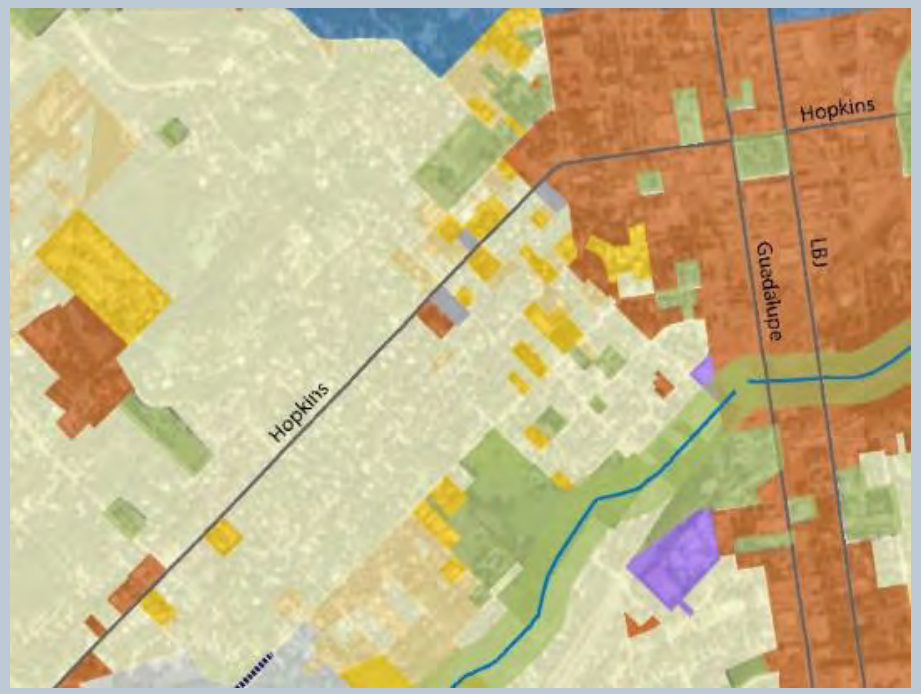
# Overview of Detailed Scenarios

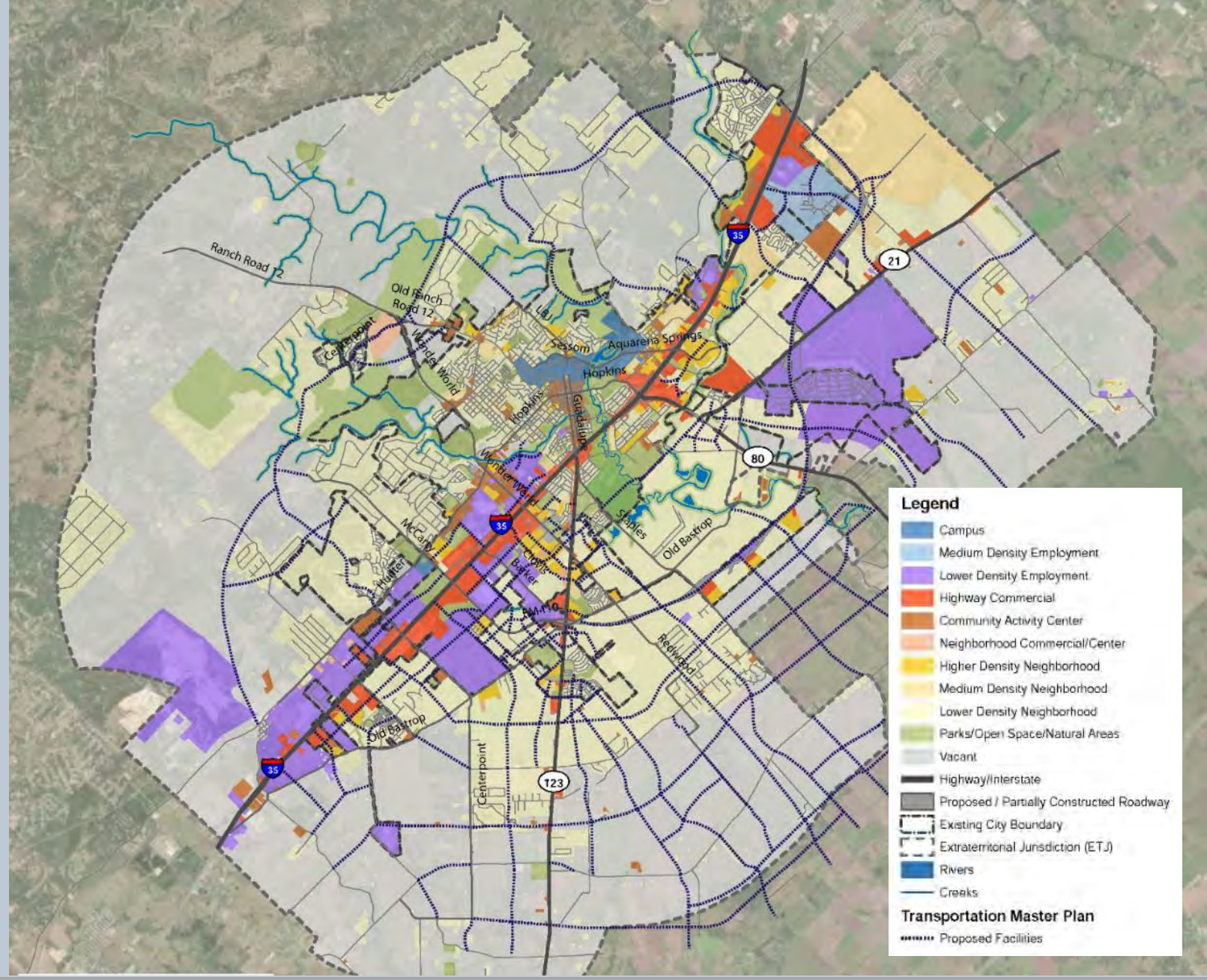
# Trends Scenario - Characteristics

- 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

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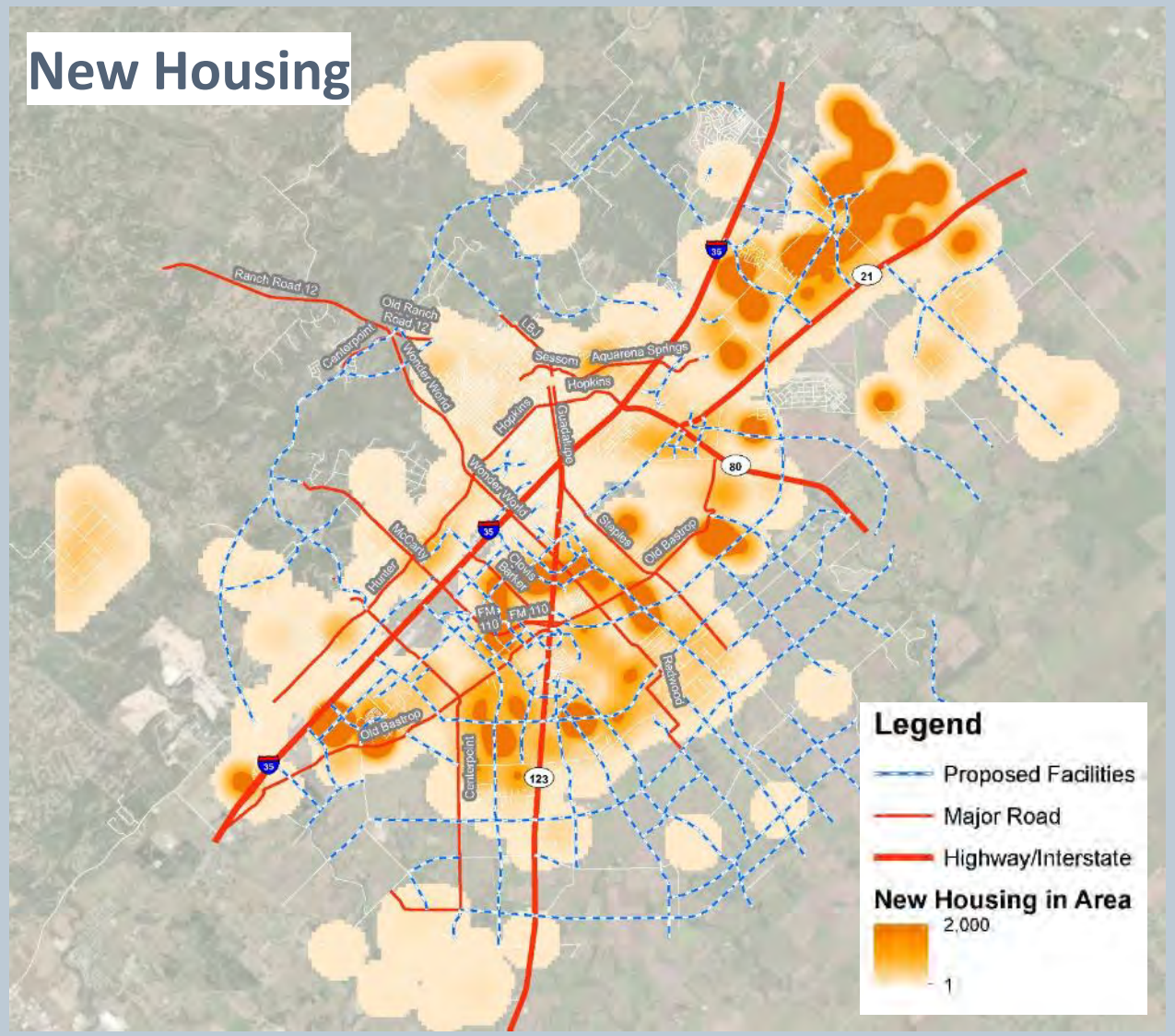
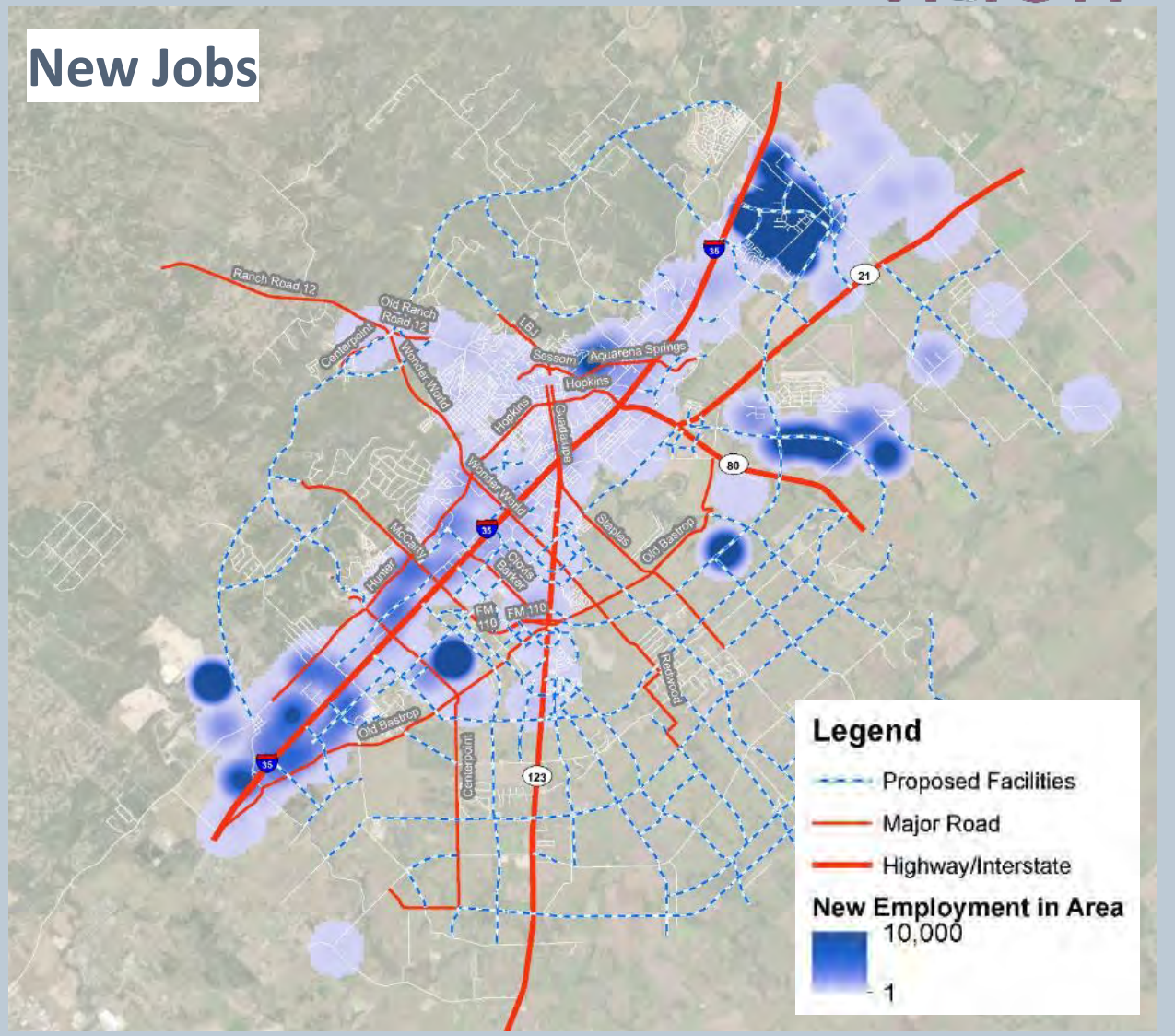
## New Housing




## 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.

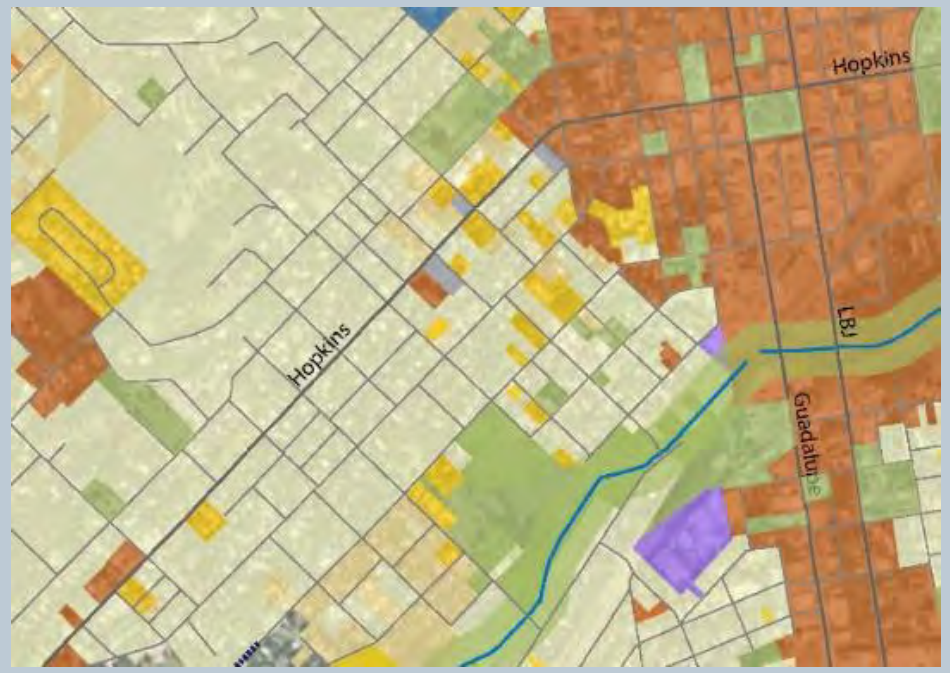
**Housing Goal 1:** Concentrate medium-to-high density housing in and adjacent to the second City Center to meet a large portion of projected housing needs.

**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

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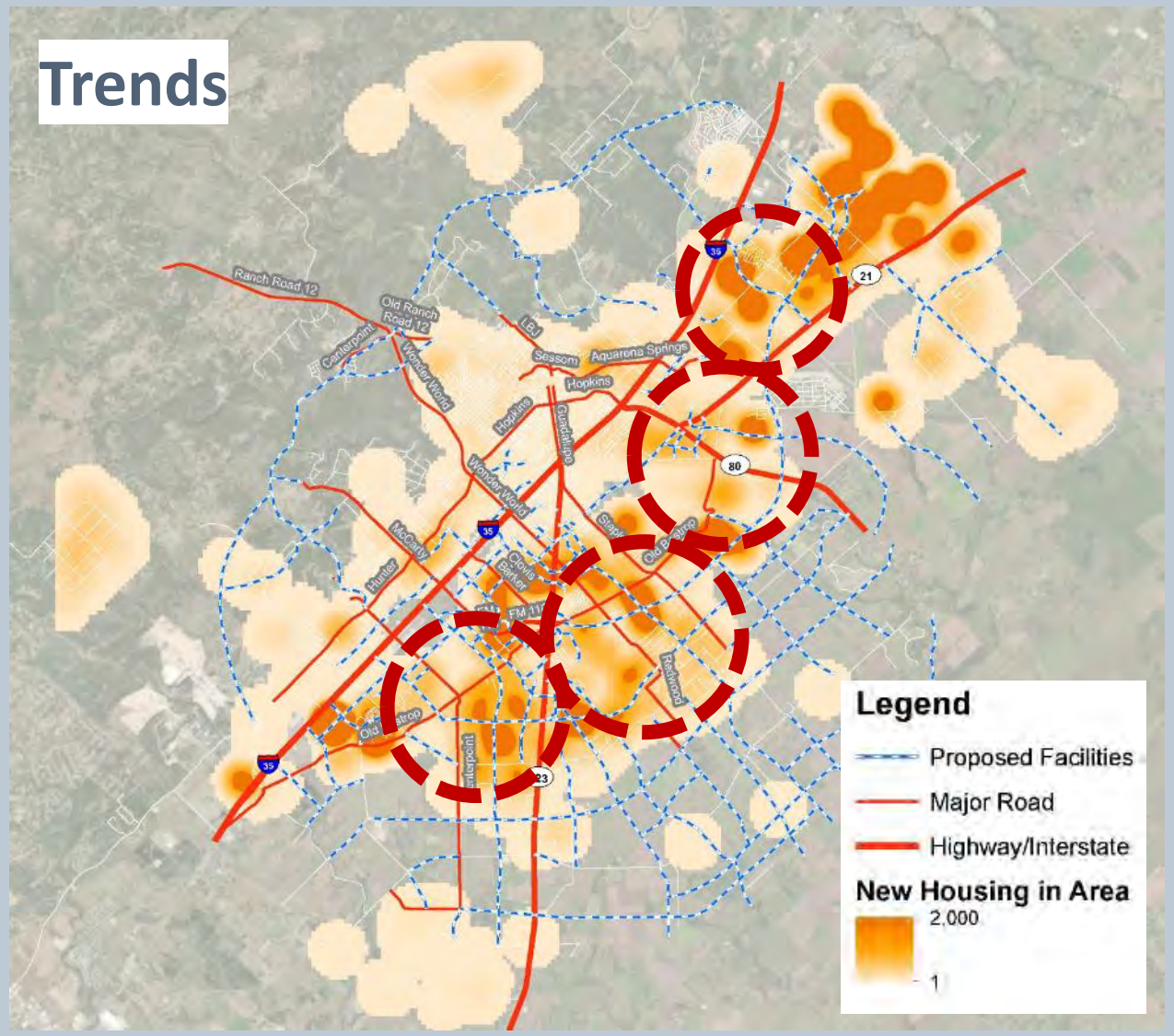


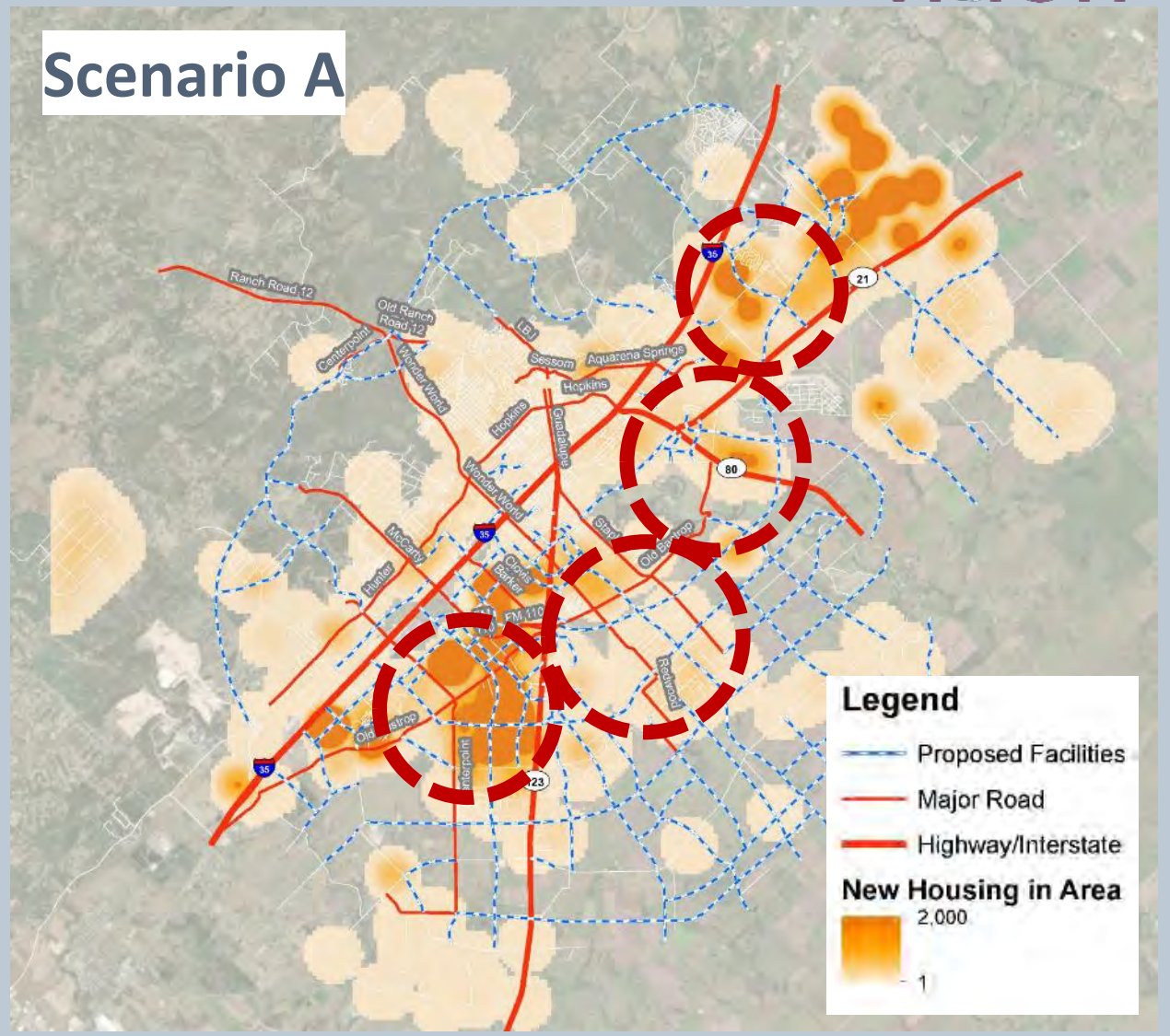

# **Jobs Comparison:** Trends vs. Scenario A

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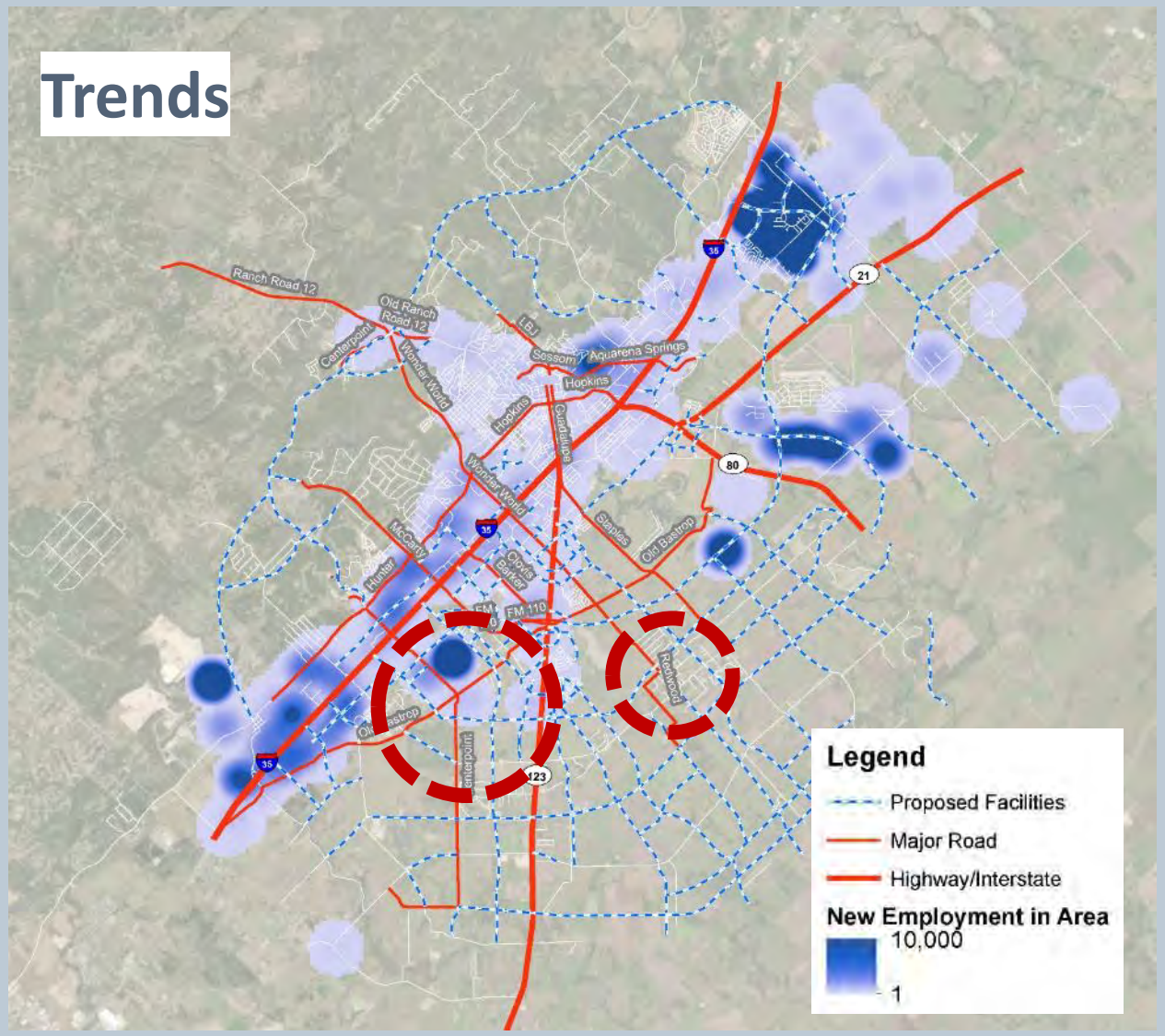
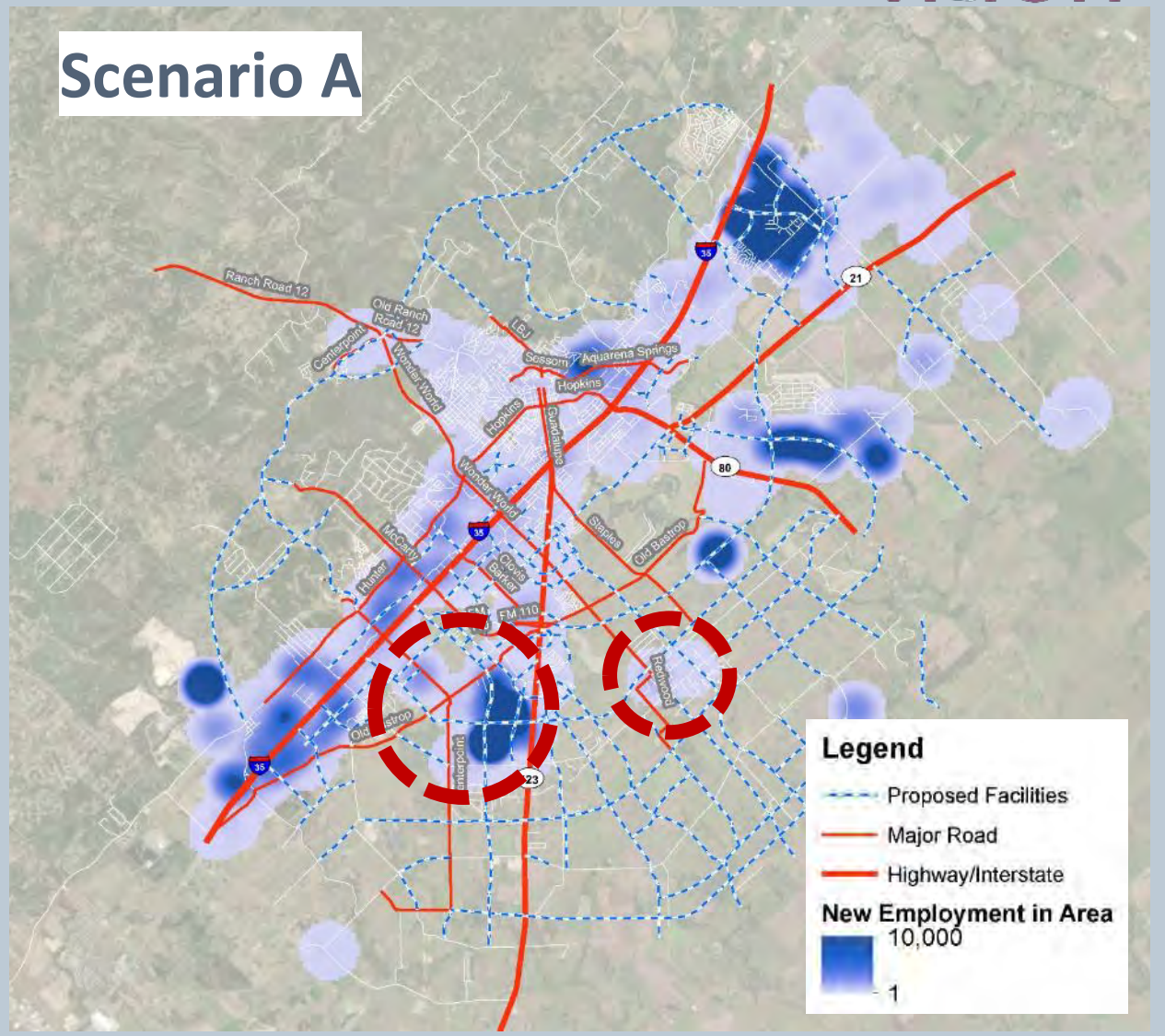


# **Compare Metrics:** Trends vs. Scenario A

| 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.

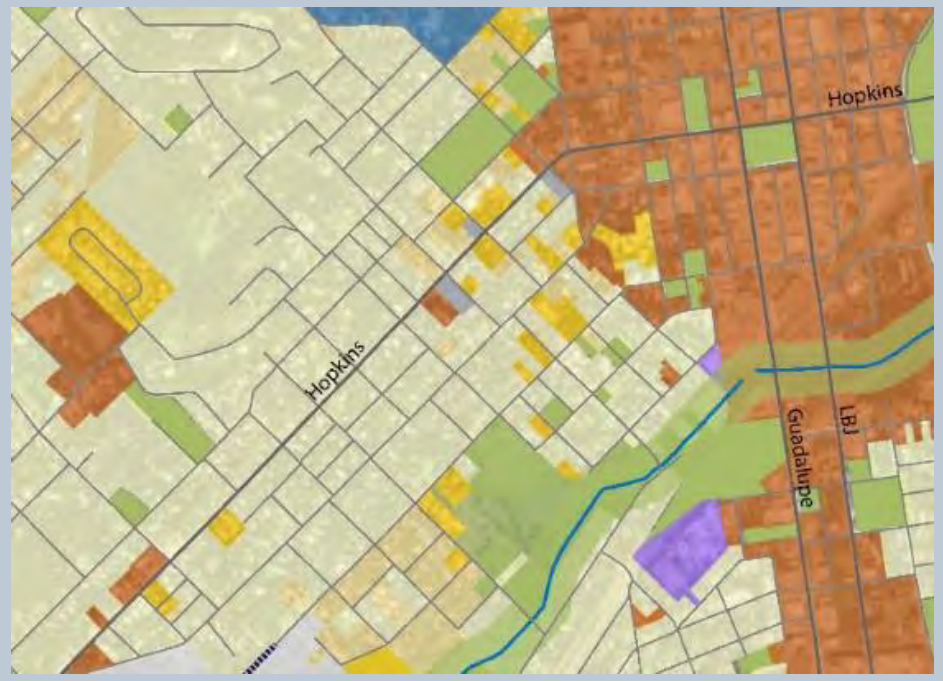
**Housing Goal 1 & 2:** Concentrate medium density housing along major corridors. Develop low density housing in new neighborhoods on the periphery of San Marcos to meet remaining housing need.

**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

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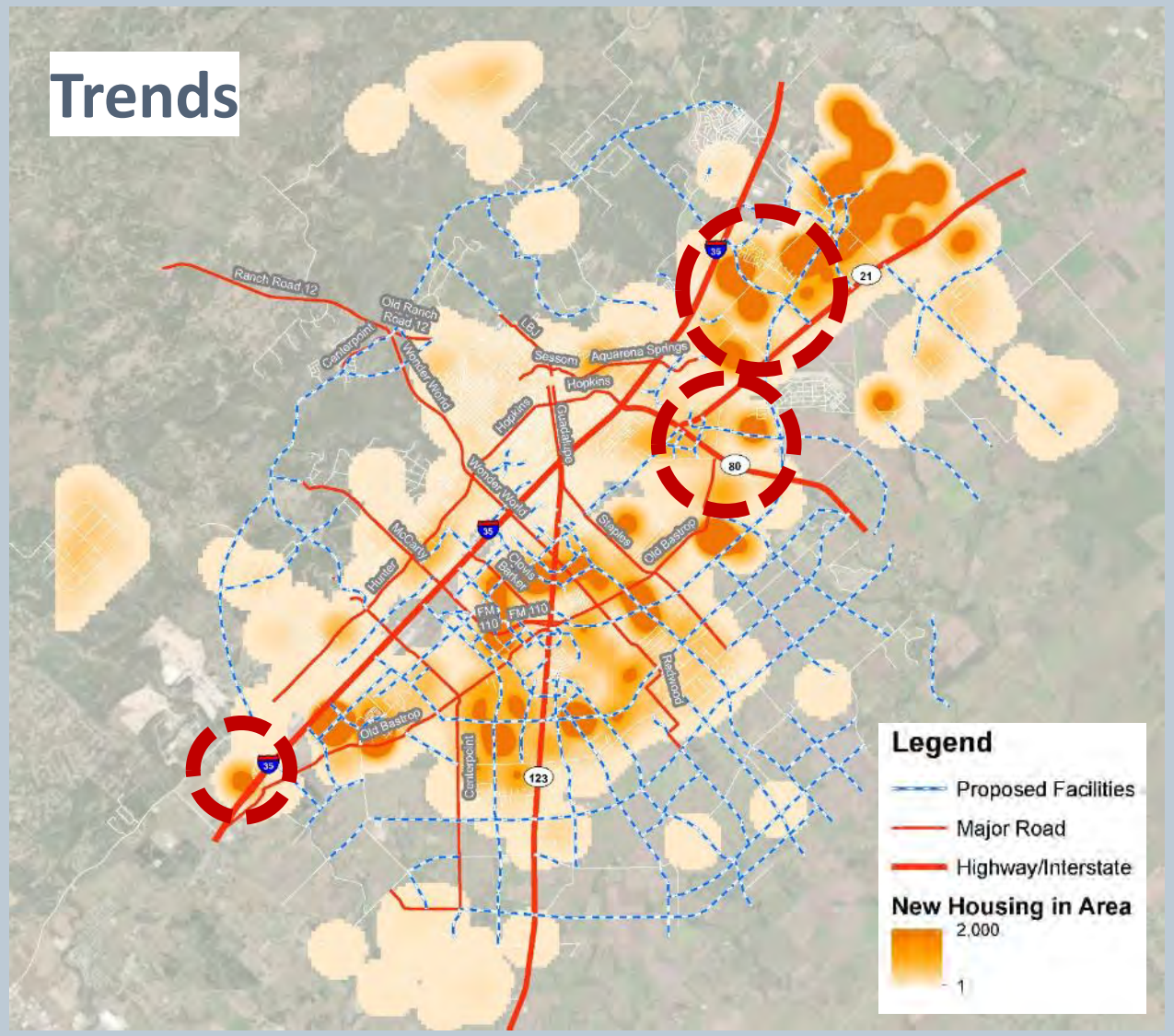


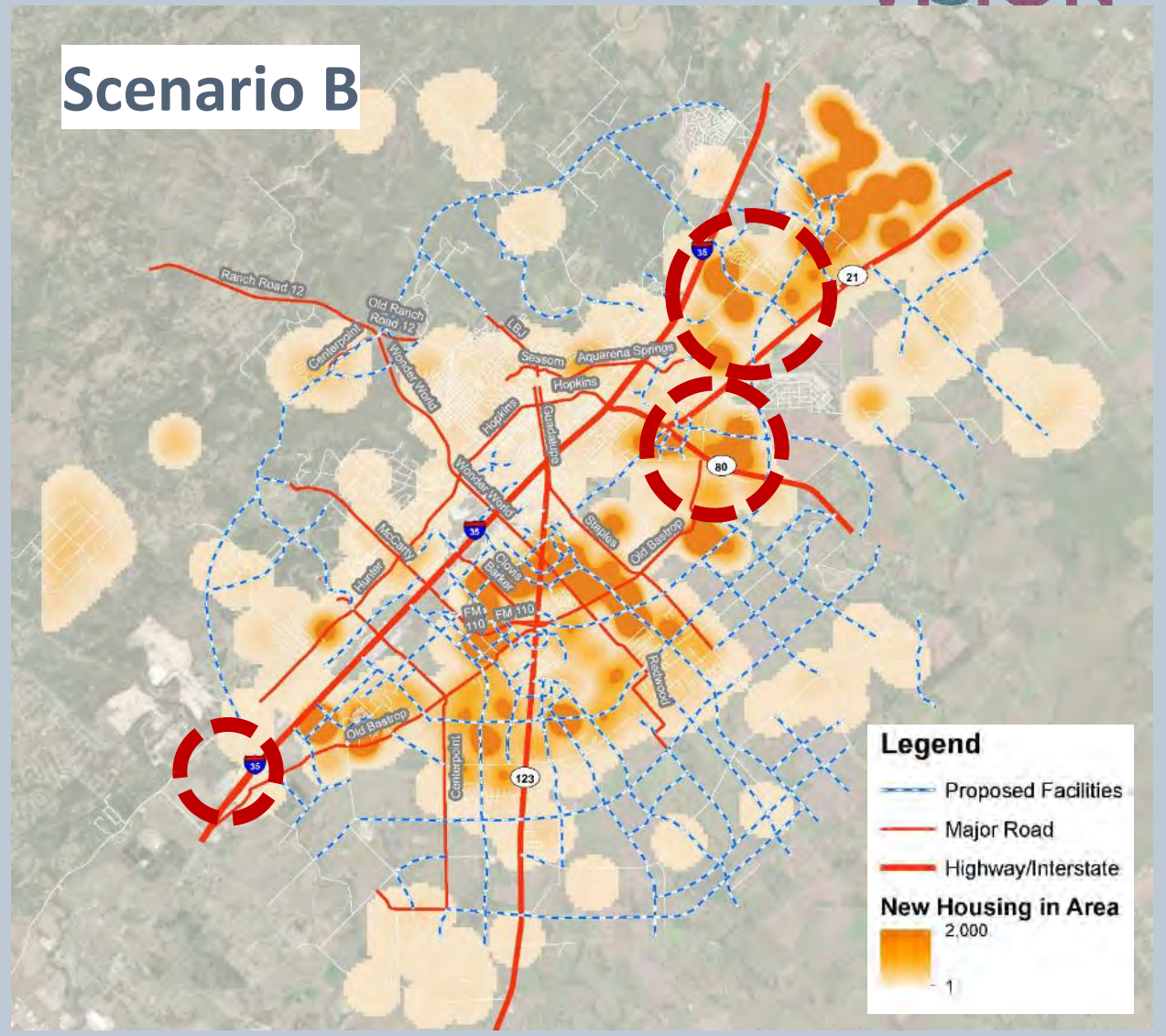

# **Jobs Comparison:** Trends vs. Scenario B

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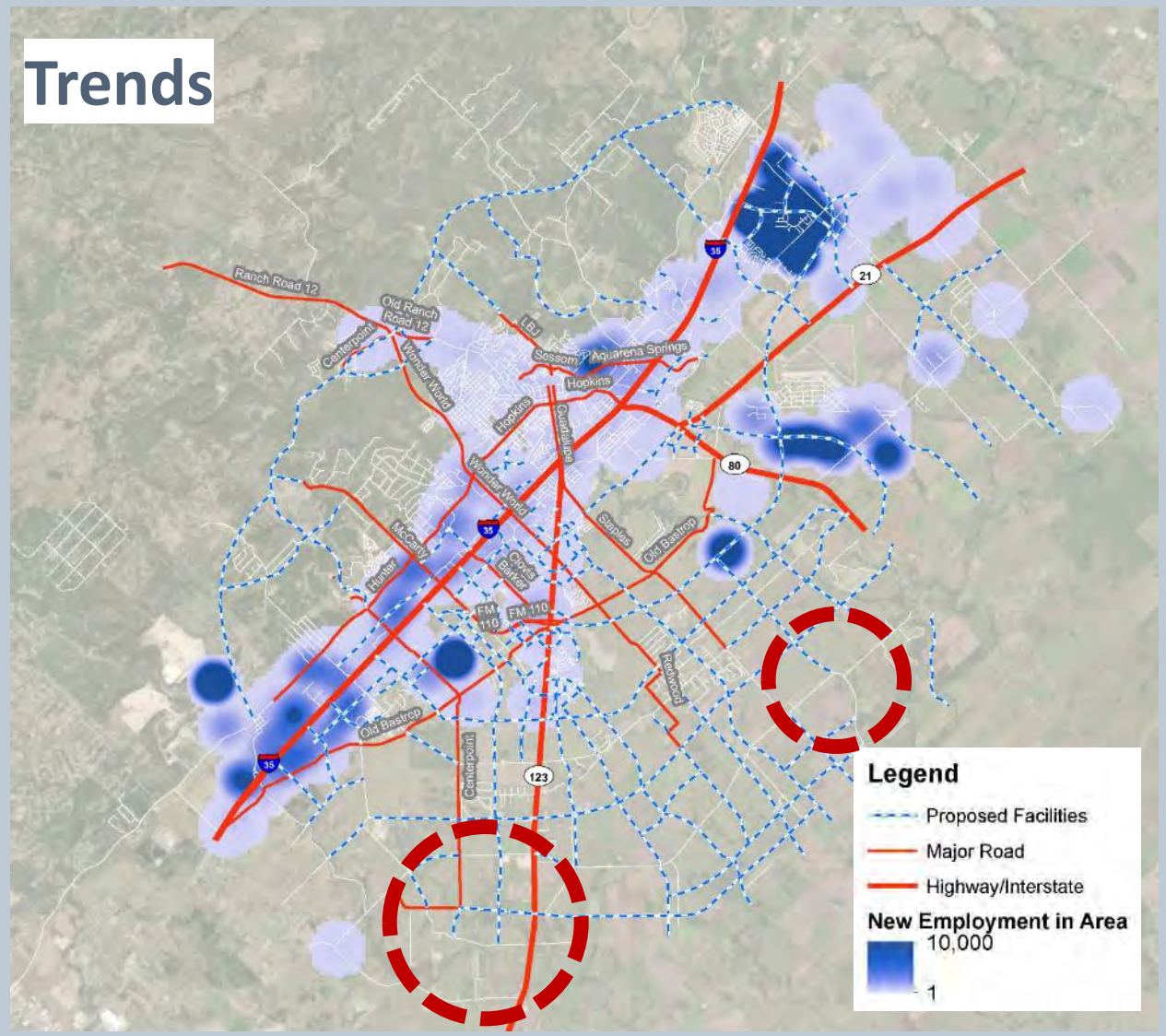
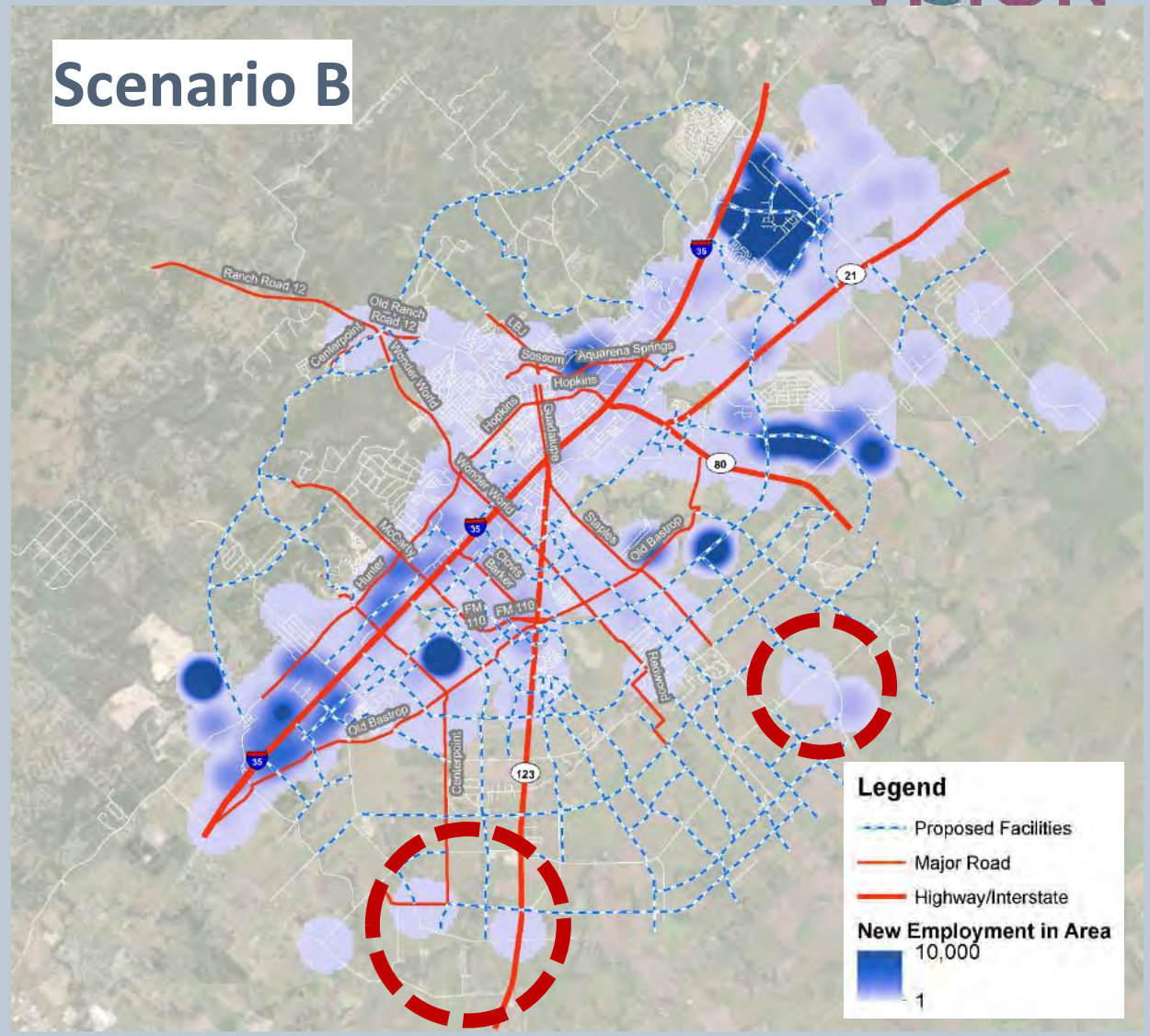
## Trends




## 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**

| Development Types | TRENDS SCENARIO Total Acres | TRENDS SCENARIO Housing Units | TRENDS SCENARIO Jobs | SCENARIO A: SECOND CITY CENTER Total Acres | SCENARIO A: SECOND CITY CENTER Housing Units | SCENARIO A: SECOND CITY CENTER Jobs | SCENARIO B: CORRIDORS & NODES Total Acres | SCENARIO B: CORRIDORS & NODES Housing Units | SCENARIO B: CORRIDORS & NODES Jobs |
|---|---|---|---|---|---|---|---|---|---|
| Lower Density Neighborhood | 13,129 | 53,922 | - | 6,697 | 29,376 | - | 9,997 | 41,206 | - |
| Medium Density Neighborhood | 2,169 | 17,816 | 990 | 2,339 | 20,524 | 1,140 | 5,691 | 46,917 | 2,607 |
| Higher Density Neighborhoood | 552 | 7,552 | - | 2,206 | 32,260 | - | 191 | 2,621 | - |
| Neighborhood Commercial/Center | 15 | - | 137 | 168 | - | 1,634 | 462 | - | 4,228 |
| Community Activity Center | 360 | 4,935 | 8,225 | 782 | 11,436 | 19,060 | 4 | 60 | 100 |
| Highway Commercial | 563 | - | 7,712 | 520 | - | 7,602 | 725 | - | 9,957 |
| Lower Density Employment | 4,208 | - | 30,723 | 3,427 | - | 26,728 | 4,193 | - | 30,723 |
| Medium Density Employment | 1,291 | - | 35,353 | 1,209 | - | 35,357 | 1,287 | - | 35,353 |
| Campus | 177 | 1,296 | 3,240 | 166 | 1,296 | 3,240 | 177 | 1,296 | 3,240 |
| Parks/Open Space/Natural Areas | 1,199 | - | - | 1,003 | - | - | 1,642 | - | - |
| Total | 23,664 | 85,520 | 86,380 | 18,518 | 94,892 | 94,760 | 24,368 | 92,101 | 86,207 |

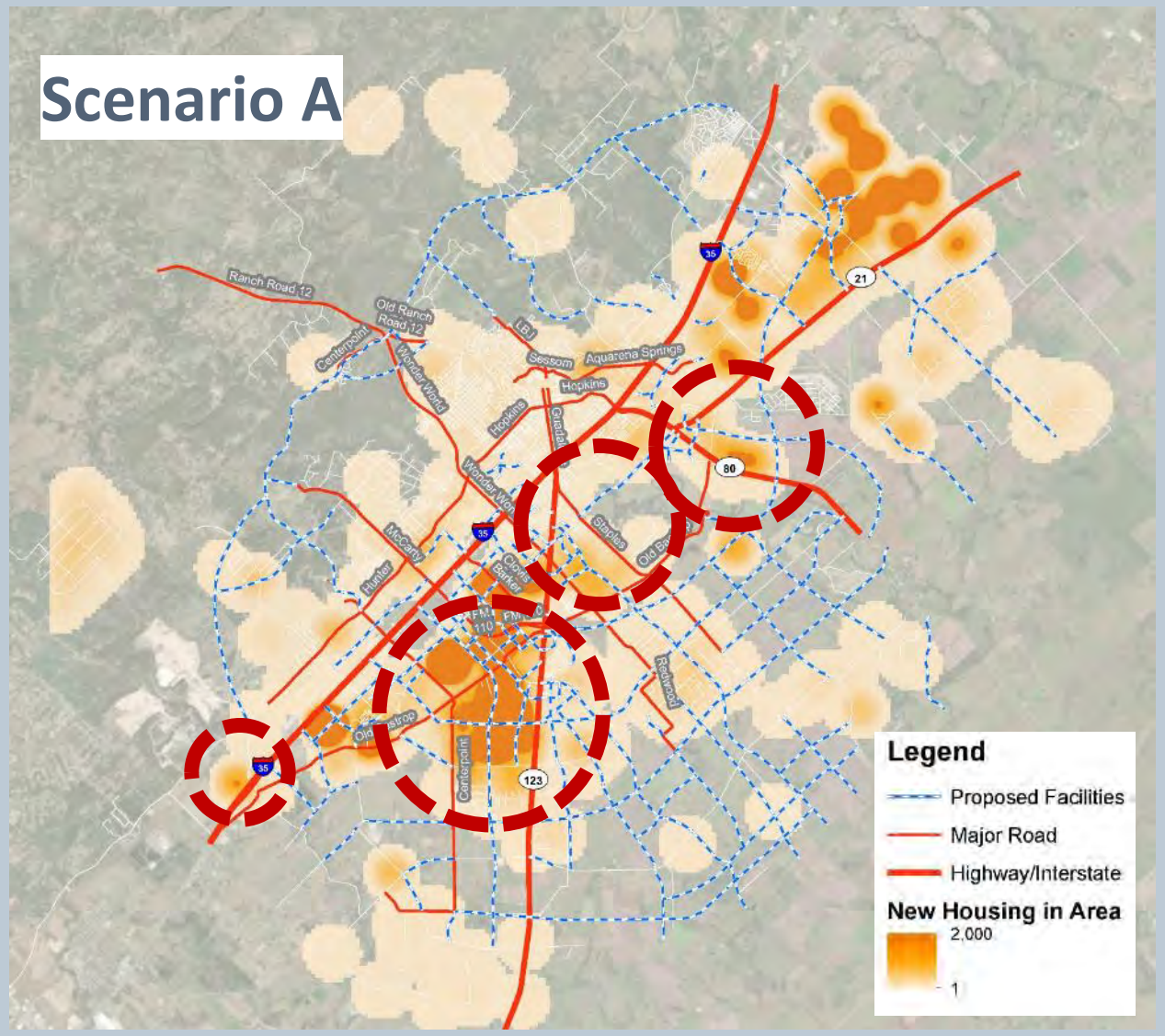
| Evaluation Criteria | Metric/s | Total | Percentage | Total | Percentage | Total | Percentage |
|---|---|---|---|---|---|---|---|
| Land Consumption | Number of Total New Acres Developed | 23,664 | na | 18,518 | na | 24,368 | na |
| Jobs-Housing Balance | Ratio of new jobs to new housing units | 1.01 | na | 0.99 | na | 0.94 | na |
| Capture in City Limits | New Housing Units in Exising City Limits | 18,937 | 22.1% | 25,680 | 27.1% | 19,267 | 20.9% |
| | New Jobs in Existing City Limits | 54,287 | 42.6% | 50,385 | 53.2% | 53,540 | 62.1% |
| | Total of New Housing Units + New Jobs | 73,224 | 62.8% | 76,065 | 40.1% | 72,807 | 40.8% |
| Fiscal Impact | | | | | | | |
| Roadways | Lane Miles of New Public Roadways | 450 | na | 374 | na | 504 | na |
| Water | New Jobs and Households in City's Water CCN | 49,544 | 28.8% | 56,843 | 30.0% | 55,057 | 30.9% |
| Sewer | New Jobs and Households in City's Sewer CCN | 117,630 | 68.4% | 143,885 | 75.9% | 122,879 | 68.9% |
| Public Services | New Jobs and Households outside 3.5 mile Radius of Existing Fire Station | 47,842 | 27.8% | 50,727 | 26.7% | 44,281 | 24.8% |
| Watershed Impacts | | | | | | | |
| Impervious Cover | Acres of New Impervious Cover | 10,929 | na | 10,104 | na | 11,946 | na |
| River Protection | New Housing in River and Creek Protection Zones | 1,645 | 1.9% | 830 | 0.9% | 1,430 | 1.6% |
| | New Jobs in River and Creek Protection Zones | 2,052 | 2.4% | 2,052 | 2.2% | 1,689 | 2.0% |
| Protection Zones (Drainage, Recharge, Contributing and Artesian Zones) | New Housing in Aquifer Protection Zones | 7,869 | 9.2% | 7,455 | 7.9% | 7,745 | 8.4% |
| | New Jobs in Aquifer Protection Zones | 17,886 | 20.9% | 17,916 | 18.9% | 17,231 | 18.7% |
| 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% | 21,289 | 22.4% | 29,302 | 31.8% |
| 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% | 3,331 | 3.5% | 2,325 | 2.5% |
| Walkability | Intersection Density Assumption applied to Development Types and Averaged for New Development Areas | 122 | na | 166 | na | 147 | na |
| Overlays | | | | | | | |
| Historic Resource | Number of New Jobs and New Housing Units in Historic Resource Overlay | 243 | 0.1% | 237 | 0.1% | 243 | 0.1% |
| Cultural Resource | Number of New Jobs and New Housing Units in Cultural Resource Areas | - | 0.0% | - | 0.0% | - | 0.0% |
| Environmental | Number of New Jobs and New Housing Units in Environmental Overlay Area | 38,148 | 22.2% | 28,764 | 15.2% | 44,996 | 25.2% |

# Compare Metrics: Scenario A v. B

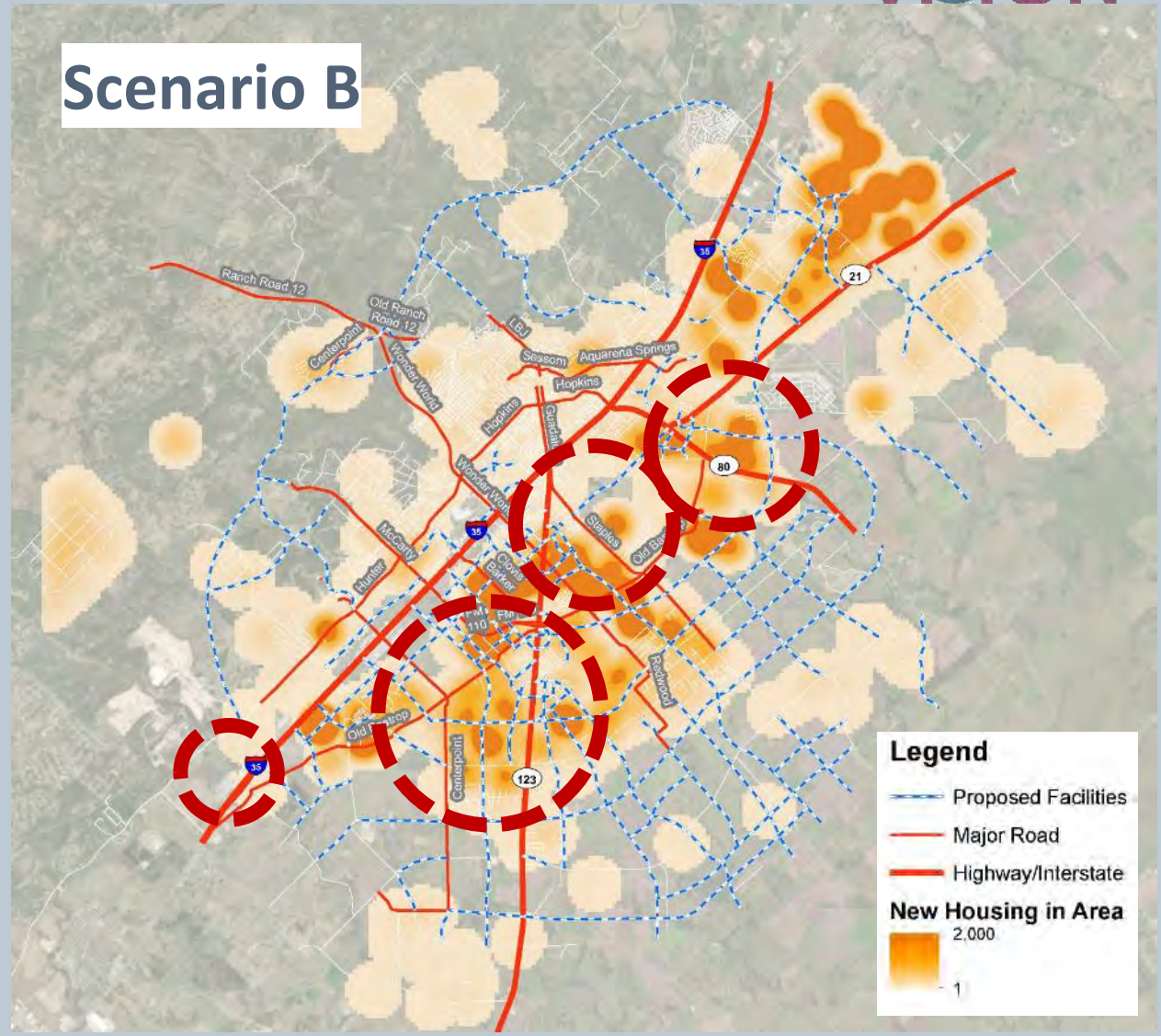
| Metric | Scenario A | Scenario B |
|---|---|---|
| Land Consumption | 18,518 acres | 24,368 acres |
| Jobs-Housing Balance | 0.99 | 0.94 |
| Lane Miles of New Roadways | 374 lane miles | 504 lane miles |
| Acres of New Impervious Cover | 10,104 acres | 11,946 acres |
| Walkability (Intersection Density)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



# **Jobs Comparison:** Scenario A vs. B

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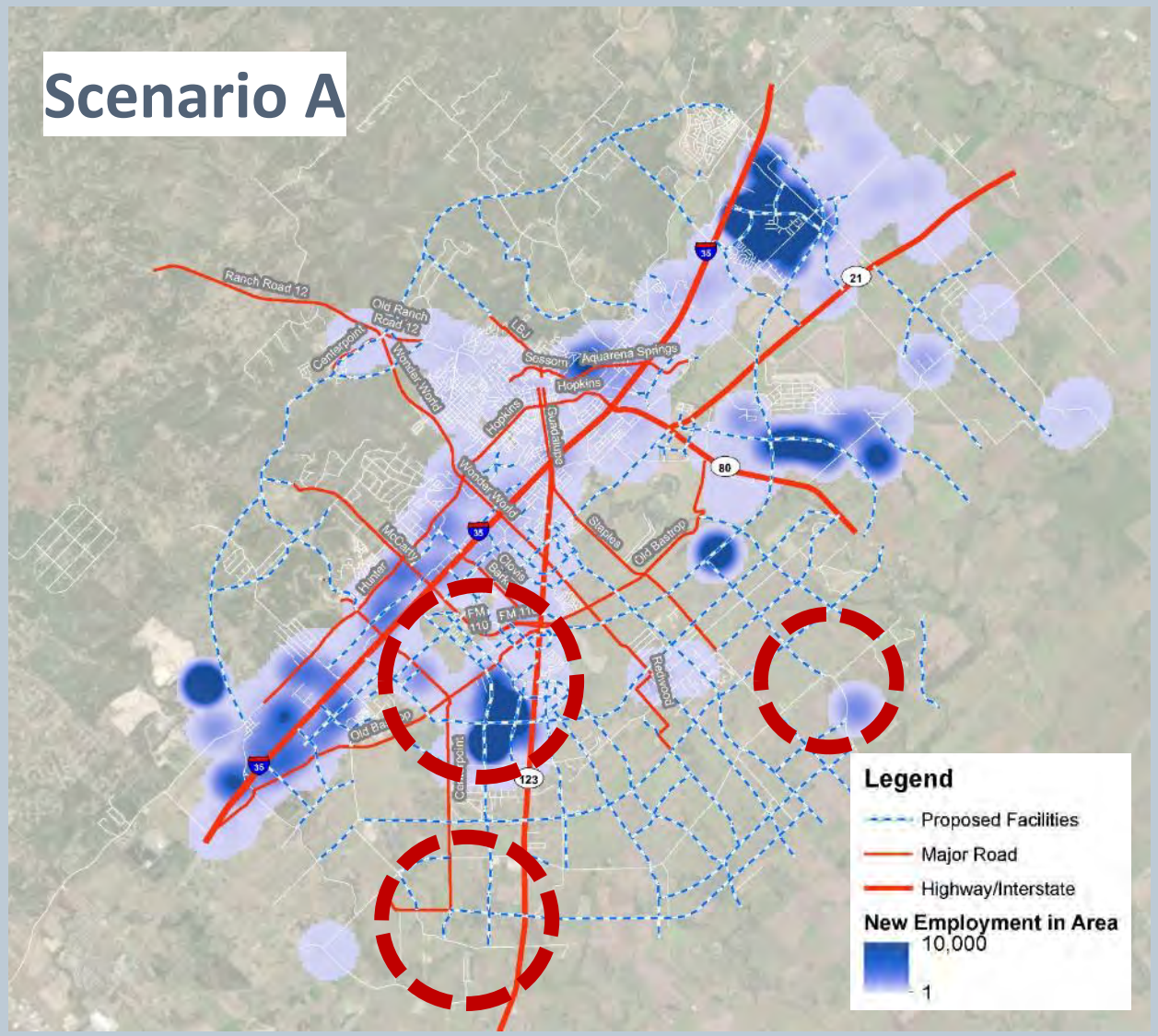
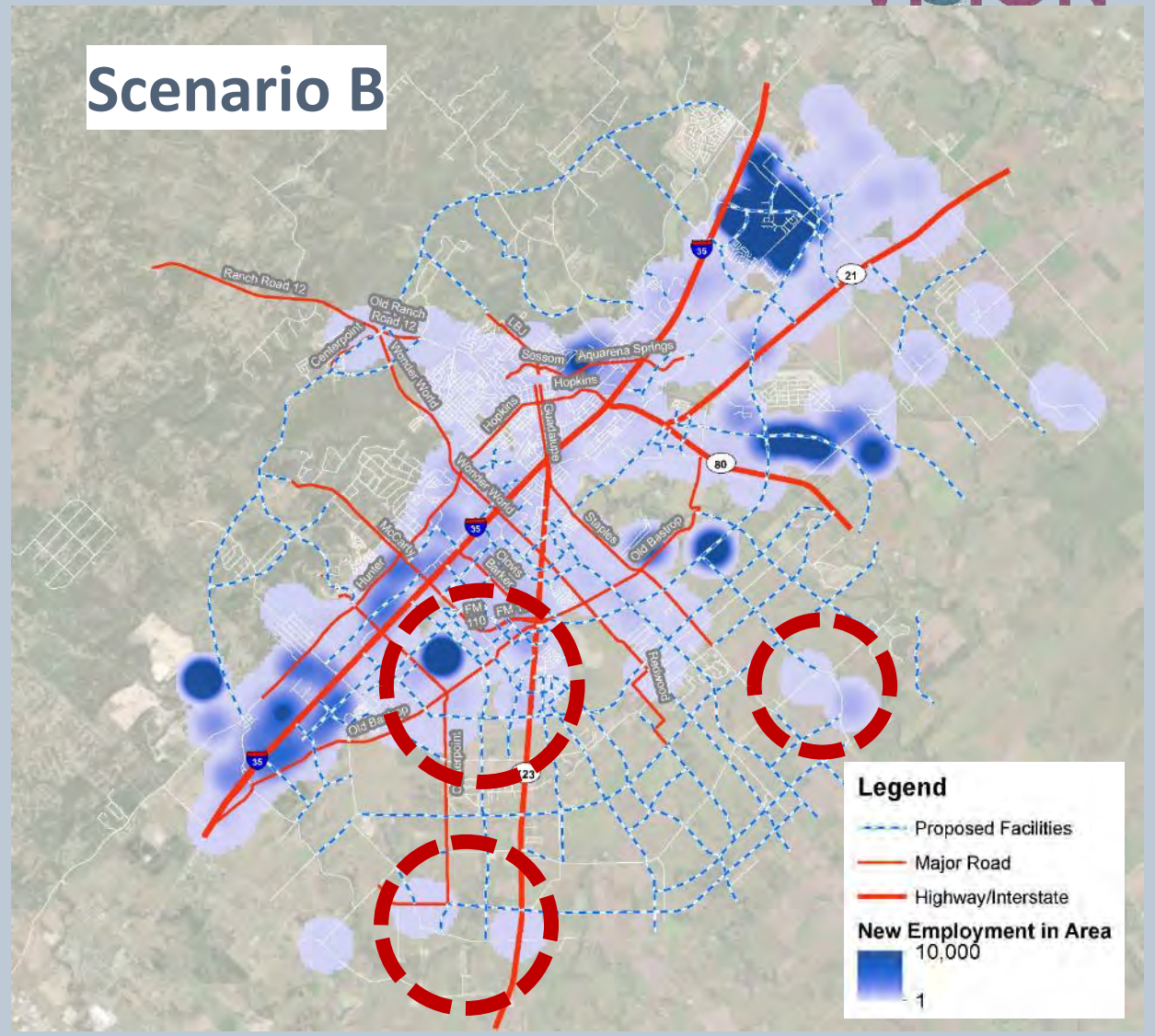
## Scenario A




## Scenario B



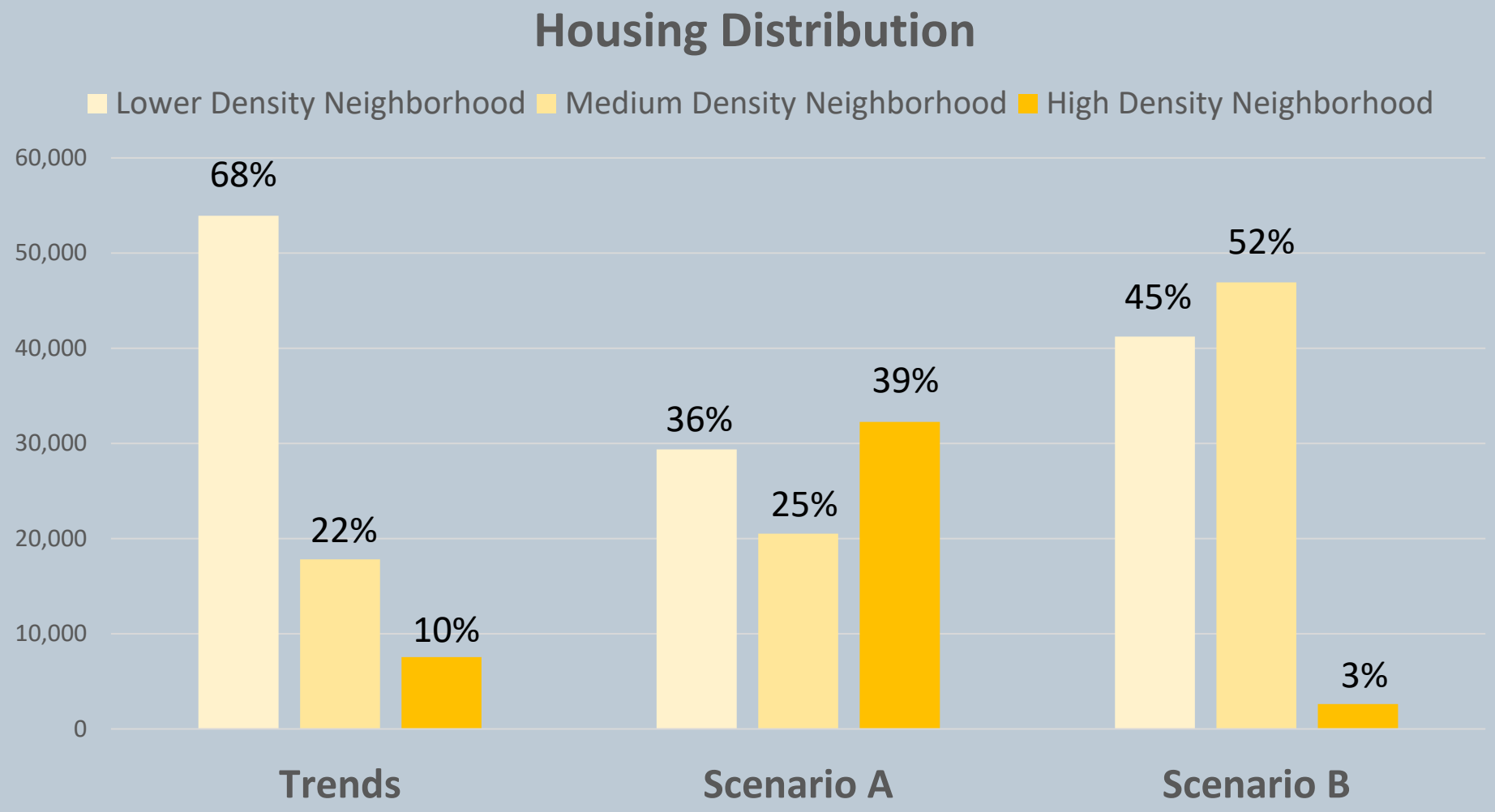
# Side-by-Side Comparison

## Other Notable Differences:

| | Scenario A | Scenario B |
|---|---|---|
| • **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% |

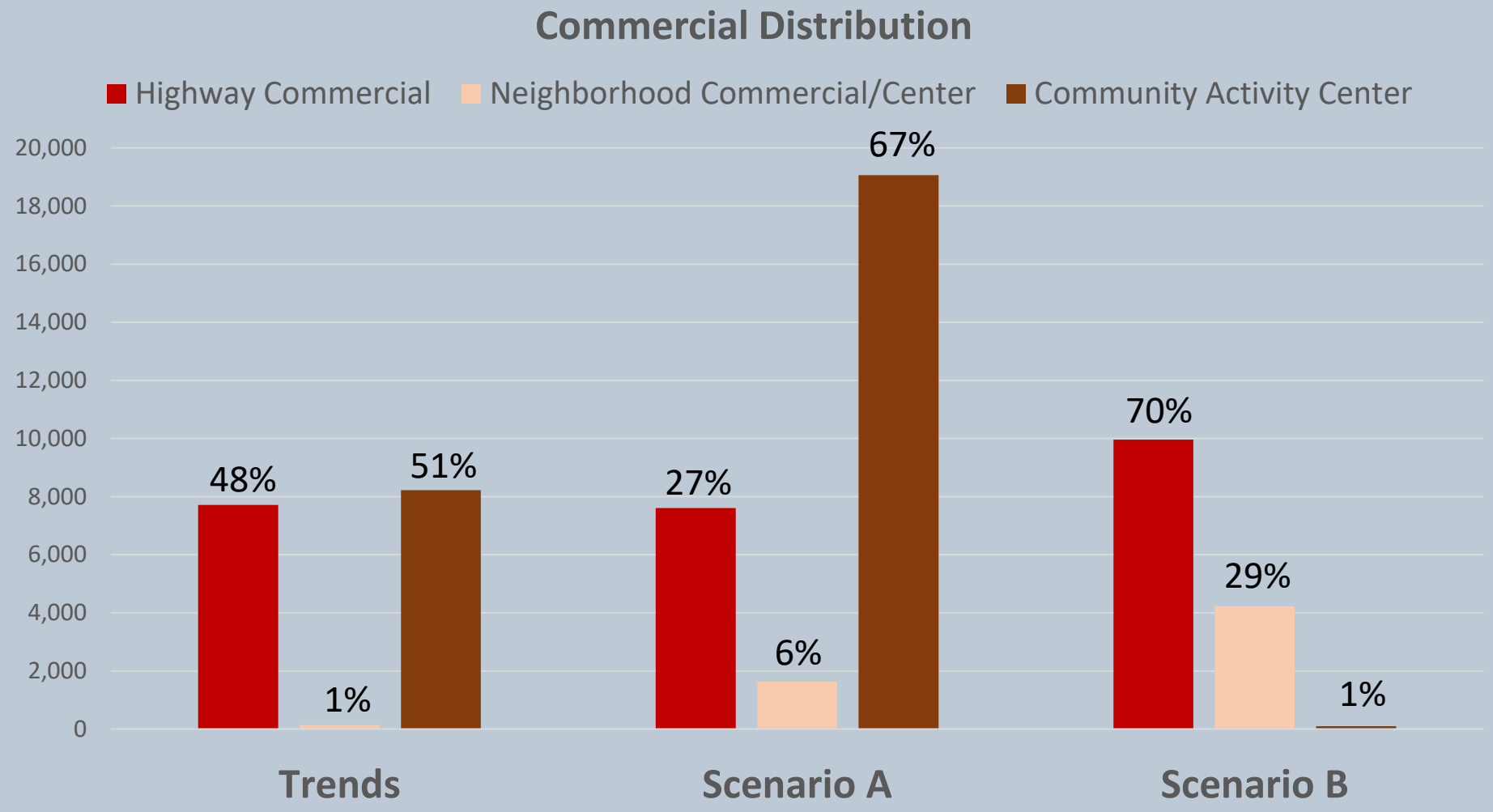
# Side-by-Side Comparison

## Other Notable Differences:



# Side-by-Side Comparison

## Other Notable Differences:



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# 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 So Far

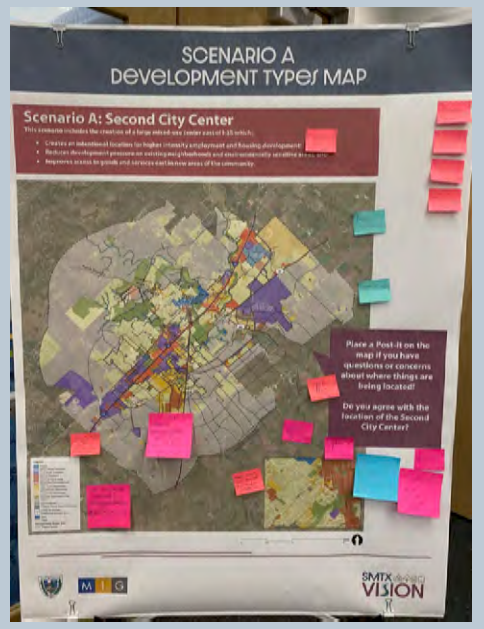
## Community Meeting #2

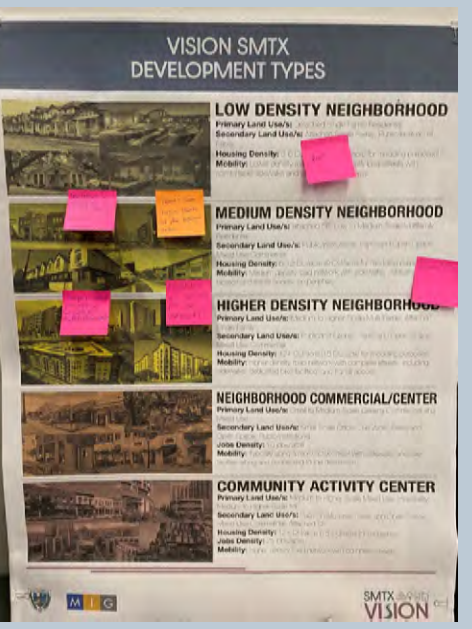
- 9/15 (yesterday) at the Library
- 5:30-8:00 pm
- Social time, presentation and open house portions
- 40+ attendees

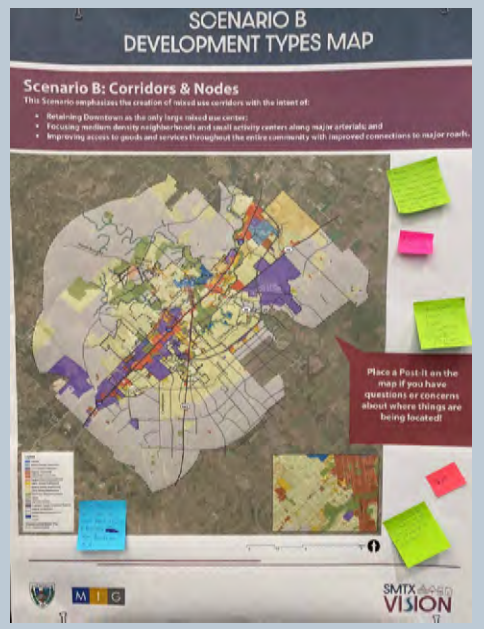
# Community Feedback

## Overall

- Support for process
- Endorsement of the Vision and Guiding Principles
- Strong interest in multi-modal transportation, historic preservation, access to amenities, affordability, and planning for climate change
- Support for overlays and development types with some nuanced questions and comments



# Community Feedback

## Scenario A

- Relatively strong support overall for this approach
- Appreciation for efforts to reduce growth pressures on Downtown and historic neighborhoods
- Ensure new activity center is highly walkable and amenitized
- Consider connection to, influence and impact on development south in New Braunfels
- Strong transit connection between two centers

## Scenario B

- Support for some level of smaller and more distributed neighborhood centers
- Desire for more housing and shopping along 110
- May not relieve enough pressure on Downtown
- Like spreading amenities throughout community
- Fear that spreading medium density development throughout the community will turn San Marcos into a mini-Austin

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# Next Steps

# Next Steps

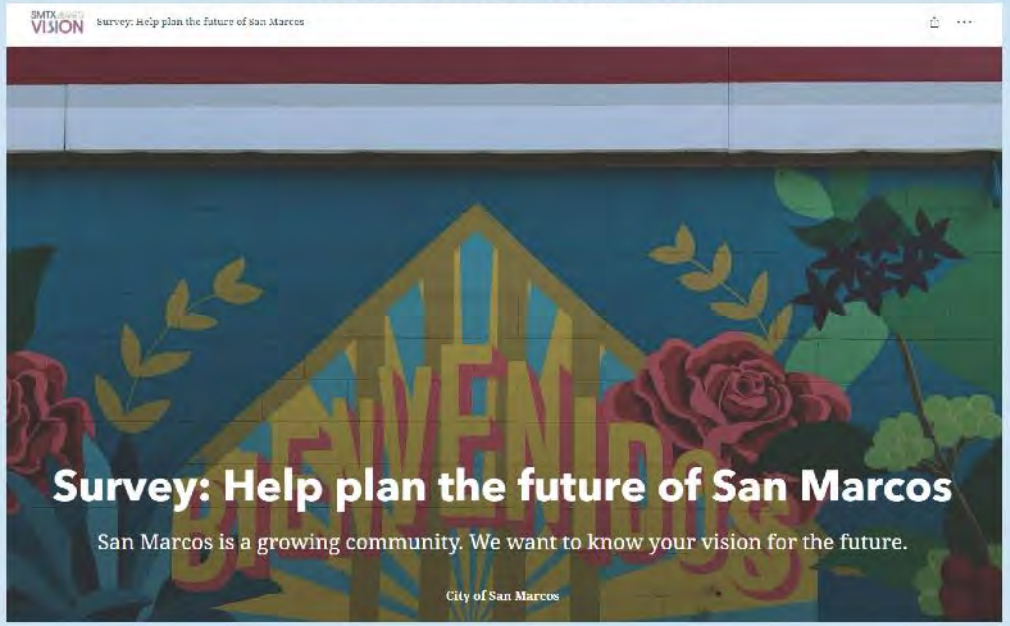
- Preferred Growth Scenario
- Plan Element Goals & Policies
- Small Area Plans
- Administrative Draft Plan
- Public Review Draft Plan
- Final Plan

**www.visionsmtx.com**
**Planning and Development Services Department**
**planninginfo@sanmarcostx.gov**
**512.393.8230**

## 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**




Take the Survey in English

Tomar la Encuesta en Español

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# Comprehensive Plan Rewrite

City Council Lunch and Learn – September 16, 2021