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DOWNTOWN AREA PLAN | PROJECT OVERVIEW



WHY CREATE A DOWNTOWN PLAN?

The Downtown Area Plan kicked off in May of 2022. San Marcos' existing Downtown Master Plan, adopted in 2008, is nearing 15 years old and Downtown has seen significant growth, investment, and implementation of the 2008 master plan since then. The plan identifies a vision and goals for downtown and a game plan to achieve them.



Hutchison/LBJ Intersection



Hutchison/LBJ Intersection

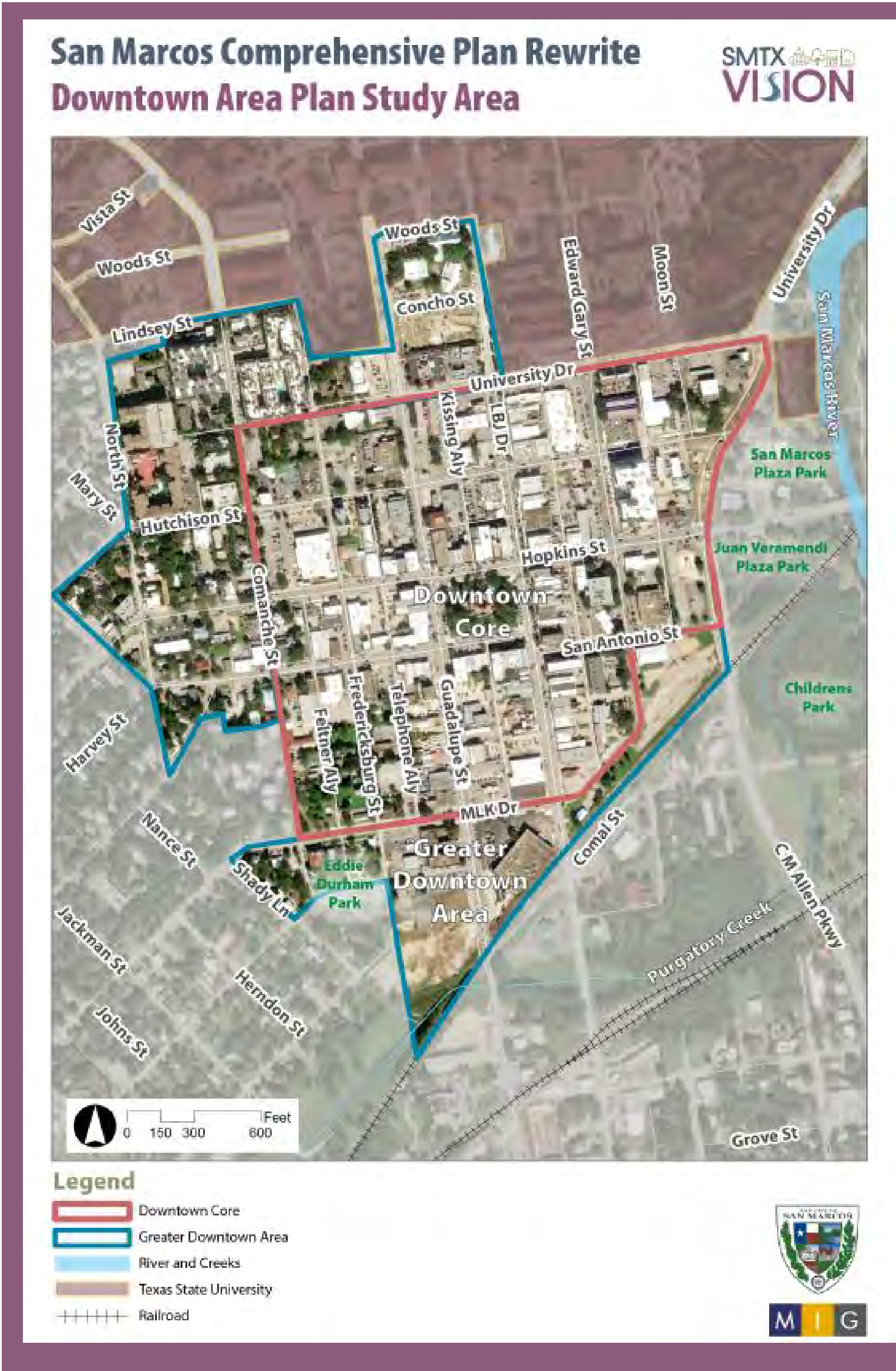
WHAT MAKES DOWNTOWN UNIQUE?

- Historical development pattern including Courthouse & "Square"
- Developed as a small street grid with alleys that make it highly walkable
- Dense buildings, businesses, and residences
- Serves as the center/heart of the community for culture, events, and local shops
- Close to San Marcos River, Texas State University, and oldest neighborhoods



PLAN PURPOSE:

- To establish a community & stakeholder led vision specific to Downtown;
- Help guide development and infrastructure investments for the next 20 years;
- To strategically align investments with Downtown needs/desires;
- To identify Downtown assets and character that should be preserved or enhanced as the plan is implemented;
- Position Downtown relative to existing and new employment areas & mixed-use centers;



TOPICS ADDRESSED IN PLAN

- Historic & Cultural Character
- Building Form & Infill Development
- Public Spaces & Amenities
- Downtown Housing Options
- Fostering Small Businesses
- Multimodal Connectivity & Parking
- Priority Streetscape Enhancements



PROJECT TIMELINE



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DOWNTOWN AREA PLAN | EXECUTIVE SUMMARY

WELCOME DOWNTOWN(ER)S!

Downtown San Marcos provides a memorable, unique experience through its community, history, and vibrancy. As the heart of the City, Downtown serves many different users and needs including residents, employees, business owners, students, and visitors. Created based on about a year of analysis and engagement, the Downtown Area Plan seeks to strengthen Downtown for decades to come by identifying improvements, investments, and opportunities that can be pursued through public and private investment to ensure Downtown best serves all people in the San Marcos community and has a vibrant and resilient future.

VISION AND GOALS

Through stakeholder and community engagement early in the Downtown Area Plan process, the following vision and goals were established for the effort.



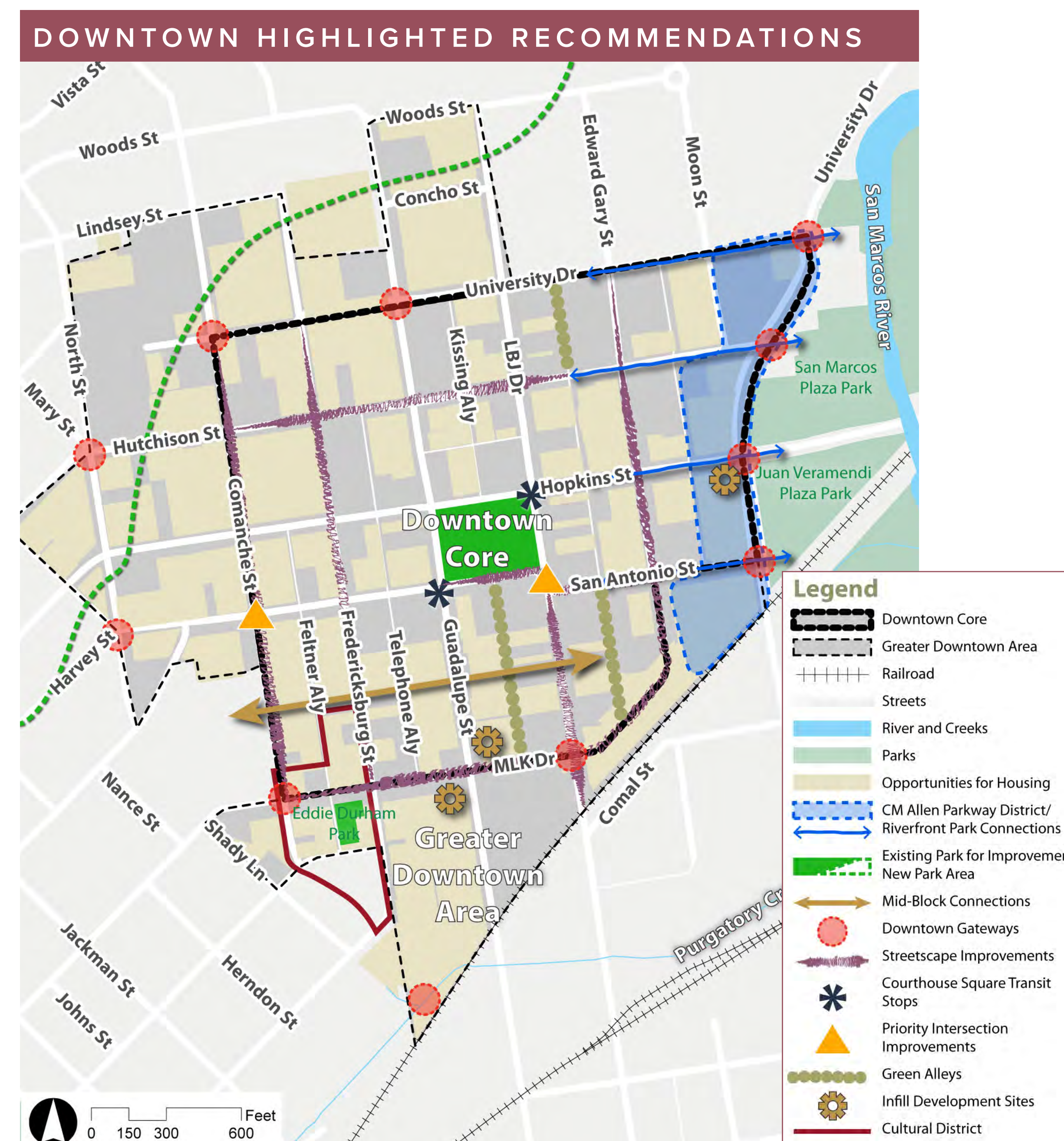
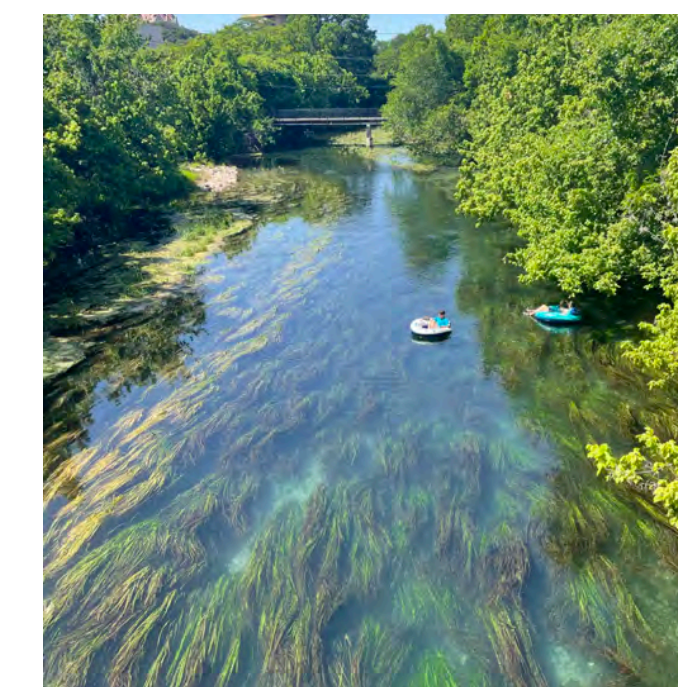
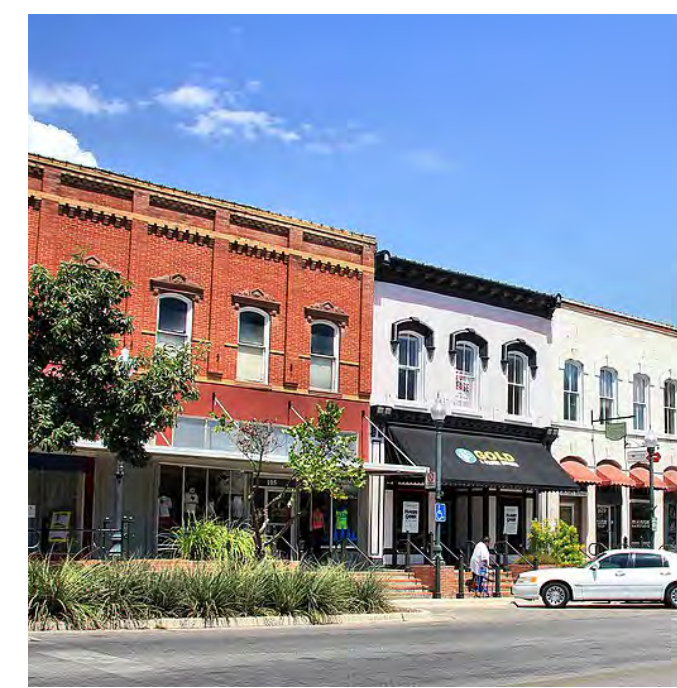
San Marcos' vibrant Downtown is the cultural and economic heart of the city where all community members are welcomed to gather, have fun, live, work, and enjoy the small-town charm in a safe, inclusive, and walkable environment. A beautiful intersection between past, present and future, Downtown San Marcos is ever-evolving, celebrates diversity, values history, supports local business, leads in sustainability, and provides a sense of connectedness to other neighborhoods, the San Marcos River, Texas State University, and beyond.

- Attract people of all walks of life including families, aging adults, young professionals, visitors, students, faculty, and staff with a greater diversity of shops, restaurants, housing, and employment options.
- Elevate equity in the Downtown experience through accessibility, affordability, and cultural programming.
- Provide an inclusive, welcoming, safe heart of the community for people of all ages, incomes, abilities, and cultures.
- Educate about, reflect on, and celebrate history while adapting to new needs and planning ahead for growth and change over time.
- Promote a vibrant and thriving Downtown through local business support, fostering entrepreneurship, mixed-use development, and a variety of housing options.
- Strengthen Downtown's unique identity through an atmosphere of eclectic arts, small business, diverse cuisines, recreational opportunities, Historic architecture, and lively events in a riverfront, hill country community.
- Increase sustainability and resiliency by prioritizing multimodal transportation, supporting green infrastructure and buildings, and providing community programs and amenities.
- Better connect Downtown both physically and programmatically to Texas State University, the San Marcos River, and other surrounding neighborhoods.

What's in the Plan?

The Downtown Area Plan has five chapters including:

- Chapter 1: Introduction** - Provides highlights from the Existing Conditions Assessment covering topics like development history, demographics, land use, zoning, mobility infrastructure, natural resources and more.
- Chapter 2: Engagement Overview** - Includes a summary of community and stakeholder engagement conducted throughout the Downtown Area Plan process.
- Chapter 3: Downtown Vision** - Reflects a community-driven vision statement, plan goals, and Downtown opportunities organized by topic.
- Chapter 4: Recommendations** - Provides overarching and specific recommendations for improvements and investments by topic to enhance Downtown for all over the next several years.
- Chapter 5: Implementation** - The "how-to" guide containing action items and coordination considerations for implementing recommendations outlined within the plan.



HIGHLIGHTED RECOMMENDATIONS

Chapter 4, Recommendations, is organized by seven key topics with two cross-cutting themes, as listed to the right. Highlights from these topics are included on the map to the left and this page.



1. Downtown Housing Options
2. Building Form & Infill Development
3. Multimodal Connectivity & Parking
4. Priority Streetscape Improvements
5. Public Spaces & Amenities
6. Small Business Support
7. History, Art, & Culture
8. Town/Gown Relations
9. Sustainability

Opportunities for Housing
Multi-family and mixed-use housing types are the primary products recommended in and near Downtown and "missing middle" housing types (such as townhomes, duplexes, or accessory dwelling units) around the outer edges of Downtown, especially adjacent to existing neighborhoods.

CM Allen Parkway District/Riverfront Park Connections
A "CM Allen Parkway District" should be established with the intent of better connecting Downtown to the river and riverfront parks, as well as better utilizing land along CM Allen Parkway facing the riverfront.

Mid-Block Connections
Mid-block connections and street crossings should be implemented for east/west connections between San Antonio Street and MLK Drive to reduce long road block lengths and travel time for multimodal users.

Infill Development
Concepts in this section reflect a vision to better utilize privately-owned vacant properties in Downtown while providing development types desired by the community.

Downtown Gateways
A gateway can be designed in many different ways and serves as a landmark that tells you that you've arrived in a new place while expressing the identity of that place.

Streetscape Improvements
Several Downtown streets should be redesigned to improve safety and comfort for all modes of transportation and to support adjacent businesses.

Cultural District
A State Cultural District near Eddie Durham Park should be applied for to further support and elevate arts and culture.

Green Alleys
Additional alleys have been identified as priority alleys for enhancement of pedestrian spaces and sustainability.

Improvements for Existing Parks and New Park Space
While Downtown is conveniently located near several parks, these existing public spaces could use more/better amenities to serve their users, and a new park in the northwest, especially as Downtown's resident population grows.

Courthouse Transit Stops
More convenient transit access should be provided immediately adjacent to the Courthouse Square in the heart of Downtown.

Intersection Improvements
Improvements to Downtown intersections can increase safety for all modes while contributing to Downtown placemaking.

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DOWNTOWN AREA PLAN | OPPORTUNITIES

OPPORTUNITIES

Early in the process, these key opportunities for Downtown San Marcos were established in collaboration with the Downtown Stakeholder Committee. Additional opportunities were identified and included throughout the planning process. Recommendations related to these opportunities appear in the following chapter.

HISTORY, ART, CULTURE

- Provide more public art of various mediums, that is tied to the history, culture, and nature of Downtown San Marcos, especially by students and other local artists.
- Highlight historic and cultural assets through interactive urban design of public places as interpretive signage, a mobile app, and a branded loop trail.
- Collaborate with Texas State to leverage existing performing arts facilities and showcase performing arts and music events on the City's arts and culture website.
- Provide opportunities for managed pop-up art and vendor sales.



MULTIMODAL CONNECTIVITY & PARKING

- Build and enhance infrastructure that supports walking, biking, and using micromobility options within Downtown and to nearby destinations, prioritizing network connections, park access, and mid-block connections on long blocks.
- Increase pedestrian comfort and safety through shade, lighting, a higher priority in public right-of-way, and traffic calming.
- Continue to implement and expand the San Marcos Green Alley Initiative, particularly for livable public spaces and stormwater management.
- Identify strategies to bring transit access into the central Downtown Core, accelerate the implementation of the San Marcos Transit Plan and integrate the municipal bus with Texas State Bobcat Shuttle in Downtown.
- Implement the adopted 2018 Parking Framework Plan
- Create a Downtown Parking Benefit District to manage public parking demand and invest parking revenues to accomplish the goals and recommendations of this Downtown Area Plan.
- Increase safety and placemaking through intersection redesigns throughout Downtown.



PUBLIC SPACES & AMENITIES

- Expand public space opportunities for children's play, events, passive recreation, community garden, gathering, and dog use.
- Explore strategies to improve existing public spaces, utilize other publicly owned property, pursue land acquisition/ swap/donation, and/or encourage pocket parks with large scale redevelopment.
- Increase connection between built and natural environment within Downtown through additional green spaces, trees, landscaping, and connections to the riverfront.
- Strategize an approach to sustainable maintenance of public spaces and amenities and design to discourage vandalism and increase safety.



PRIORITY STREETScape ENHANCEMENT

- Reconsider right-of-way allocation and priorities within the streetscape for key corridors in Downtown.
- Enhance arrival experience and Downtown identity through gateways for all modes.
- Increase streetscape beautification through materials, landscaping, amenities, and public art while assuring sustainable upkeep and maintenance.
- Reimagine San Antonio Street as a flexible street easily closeable to cars for events and periodic pedestrian days or seasons.



DOWNTOWN HOUSING OPTIONS

- Pursue strategies to increase housing affordability within Downtown.
- Establish opportunities for "middle housing" and diverse housing options desired by the community in appropriate locations Downtown.
- Broaden housing type options and explore City-provided support for housing ownership opportunities.



FOSTERING SMALL BUSINESSES

- Pursue strategies to support and continue to support vitality of small and local businesses, especially those which are historically-underserved businesses, in permitting, renovation/upkeep, and access to entrepreneur and business education programs.
- Establish a clear role of the City in curating downtown business and identifying opportunities to increase business diversity.
- Collaborate with the University to strategize about retaining talent post-graduation to bolster Downtown's economic diversity and skilled labor force.



BUILDING FORM & INFILL DEVELOPMENT

- Reduce vacant lots, buildings, and storefronts and utilize temporary and permanent activation strategies.
- Identify strategies to incentivize development types desired by the community including a variety of affordable and diverse housing types, curated retail, green building systems, performing arts and office uses.
- Envision catalytic development within vacant lots within Downtown.



OTHER OPPORTUNITIES

- Improve town/gown relationship and collaboration throughout City programs.
- Prioritize sustainability through solar power generation, green building, stormwater management/ green infrastructure, rainwater collection, rooftop/vertical gardens, and pervious surfaces.



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IMPLEMENTATION

To fully realize the vision of the Downtown Area Plan, an organized and actionable approach will be essential. This chapter outlines how to implement the Plan’s key recommendations, who to coordinate with, and how timing should be considered. The below overarching recommendations should also be considered when pursuing implementation of recommendations

OVERARCHING RECOMMENDATIONS



- H.1. Determine management strategy and appropriate staff updates for the Downtown Area to ensure overarching management of project priorities, use of TIRZ funds, CIP and other funding sources, and tracking of implementation/action items.
- H.2. Coordinate Plan recommendations with on-going and future Master Plan and policy documents such as the Transportation Master Plan, Parks Master Plan, Arts Master Plan, downtown economic development strategies, and other downtown strategic initiatives.
- H.3. Evaluate recommendations for incorporation into the CIP or utilization of TIRZ funds.
- H.4. Regularly analyze potential funding sources including Federal and State Transportation Funding (CAMPO), Local (CIP Projects), developer contributions, and additional funding sources as they arise.
- H.5. Coordinate with City departments, downtown partners, and proposed downtown development to coordinate the implementation of the recommendations on an incremental scale. Examples of coordination opportunities include roadway re-striping, private development occurring on individual parcels, new purchases of city property, police department safety initiatives, mural and arts installations, and non-profit or community organization initiatives.

ACTION PLAN



This action plan outlines what steps the City can begin to take immediately to implement the Plan’s vision and recommendations. Included are several elements of consideration (see legend below). Some recommendations are not fully driven by the public sector. These are included at the end of the action plan, including a reflection of what steps the City may be able to take in order to kickstart the implementation process. This plan is a first step to inform City staff workplans over the next several years. It should be considered as a starting point as additional funding, partnerships, and creative tactics may arise over time.

Legend of Action Plan Elements

- **Topic:** Key topic from Chapter 4 of the Downtown Area Plan
- **Community Priority:** Based on feedback
 - Low/Medium/High
- **Difficulty of Implementation:** Ranging from low difficulty (administrative/ few steps) to high difficulty (private sector driven/ many steps)
 - Low/Medium/High
- **Catalytic Impact:** Likelihood of resulting in greater change/ improvements
 - Low/Medium/High
- **Public Cost:** Full cost (public funds only) to complete
 - \$ = < \$50K
 - \$\$ = \$50K - \$250K
 - \$\$\$ = \$250K - \$1M
 - \$\$\$\$ = > \$1M
- **Timeframe to Completion:** From start time, publicly-initiated elements only. Additional private investment may be required.
 - 0-1 years, 2-5 years, 6+ years
- **Downtown Geography:** General location within Downtown.
- **Potential Leaders/Partners:** Who will champion/lead and partner to implement this project. City Council assumed partner in most actions.
- **Immediate Action Items:** High level overview of how to implement the item.
- **Potential Funding Sources:** Where funding might come from and other funding considerations.

Below are 4 topic examples from the Implementation Plan:

Priority Streetscape Enhancements

INTERSECTION IMPROVEMENTS

Community Priority: High

Difficulty of Implementation: Medium

Catalytic Impact: High

Public Cost: \$\$\$ (\$250,000- \$1,000,000)

Timeframe to Completion: Medium (2-5 years)

Downtown Geography: Throughout

Potential Leaders/Partners: CoSM Public Works, Engineering, CVB/Destination Services, Main Street Program

Immediate Action Items: Coordinate with public works and CIP, begin design work, outreach to adjacent businesses and residences.

Driver of Improvement: City of San Marcos



Downtown Housing Options

REMOVING DEVELOPMENT BARRIERS TO PROVIDE HOUSING OPTIONS

Community Priority: Medium

Difficulty of Implementation: Low

Catalytic Impact: High

Public Cost: \$ (<\$50,000)

Timeframe to Completion: Short (0-1 years)

Downtown Geography: Throughout

Potential Leaders/Partners: CoSM Departments

Immediate Action Items: Review and update code according to plan recommendations.

Driver of Improvement: City of San Marcos



History Art Culture

CREATE CULTURAL TRUST & CULTURAL DISTRICT

Community Priority: Medium

Difficulty of Implementation: Medium

Catalytic Impact: High

Public Cost: \$\$ (\$50,000- \$250,000)

Timeframe to Completion: Medium (2-5 years)

Downtown Geography: Southwest

Potential Leaders/Partners: CoSM P&DS, CVB/Destination Services, Downtown Association, GSMP, Main Street Program, HPC, Heritage Association, local non-profits and community organizations in the area

Immediate Action Items: Coordinate with partners, determine cultural district boundaries,



Building Form & Infill Development

POTENTIAL HOTEL

Community Priority: Low

Difficulty of Implementation: High

Catalytic Impact: High

Public Cost: \$ (<\$50,000)

Timeframe to Completion: Medium (2-5 years)

Downtown Geography: Northeast

Potential Leaders/Partners: CoSM P&DS, Economic Development, Texas State University, private developer, private property owner, San Marcos Convention and Visitor Bureau

Implementation Notes: Follow plan recommendations for “Attracting Desired Development”. Collaborate with Texas State University.

Driver of Improvement: Private development



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DOWNTOWN AREA PLAN | DOWNTOWN HOUSING OPTIONS

OVERARCHING RECOMMENDATIONS

All San Marcans should have options if they desire to live Downtown, and a diverse Downtown population is part of what ensures Downtown San Marcos is vibrant and thriving. Downtown residents support local businesses, attend Downtown events, and add more liveliness during different times of the day and week than business patrons alone. The City can support this population by encouraging development of diverse, affordable housing types and making Downtown a great place to live. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- A.1. Promote a high quality of life for Downtown residents through the provision of daily community amenities, goods, and services which support a complete neighborhood.
- A.2. Prioritize multi-modal transportation improvements on all Downtown streets. 🚲
- A.3. Complete an updated Downtown housing inventory to gather a complete understanding of the Downtown housing supply to assist in making policy decisions.
- A.4. Support the development of multi-family and mixed-use housing products within Downtown designed for all demographics and all stages of life to provide contextually appropriate density and affordability.
- A.5. On the outer edges of Downtown and adjacent to existing neighborhoods support “missing middle” housing types to provide diverse housing options and affordability.
- A.6. Incentivize affordable for sale- and rental housing units.
- A.7. Reduce development barriers to housing development through streamlined development processes and development code amendments for recommended housing types.
- A.8. Pursue strategies to increase home ownership opportunities in Downtown for low to medium income households.
- A.9. Pursue updates to/adoption of the Strategic Housing Action Plan (2019).
- A.10. Work with Texas State University to identify opportunities for on-campus student housing to relieve the pressure on Downtown. 🏠
- A.11. Conduct a Downtown resident or visitor travel survey, to measure any increase in non-car travel as housing opportunities increase Downtown.



Sustainability



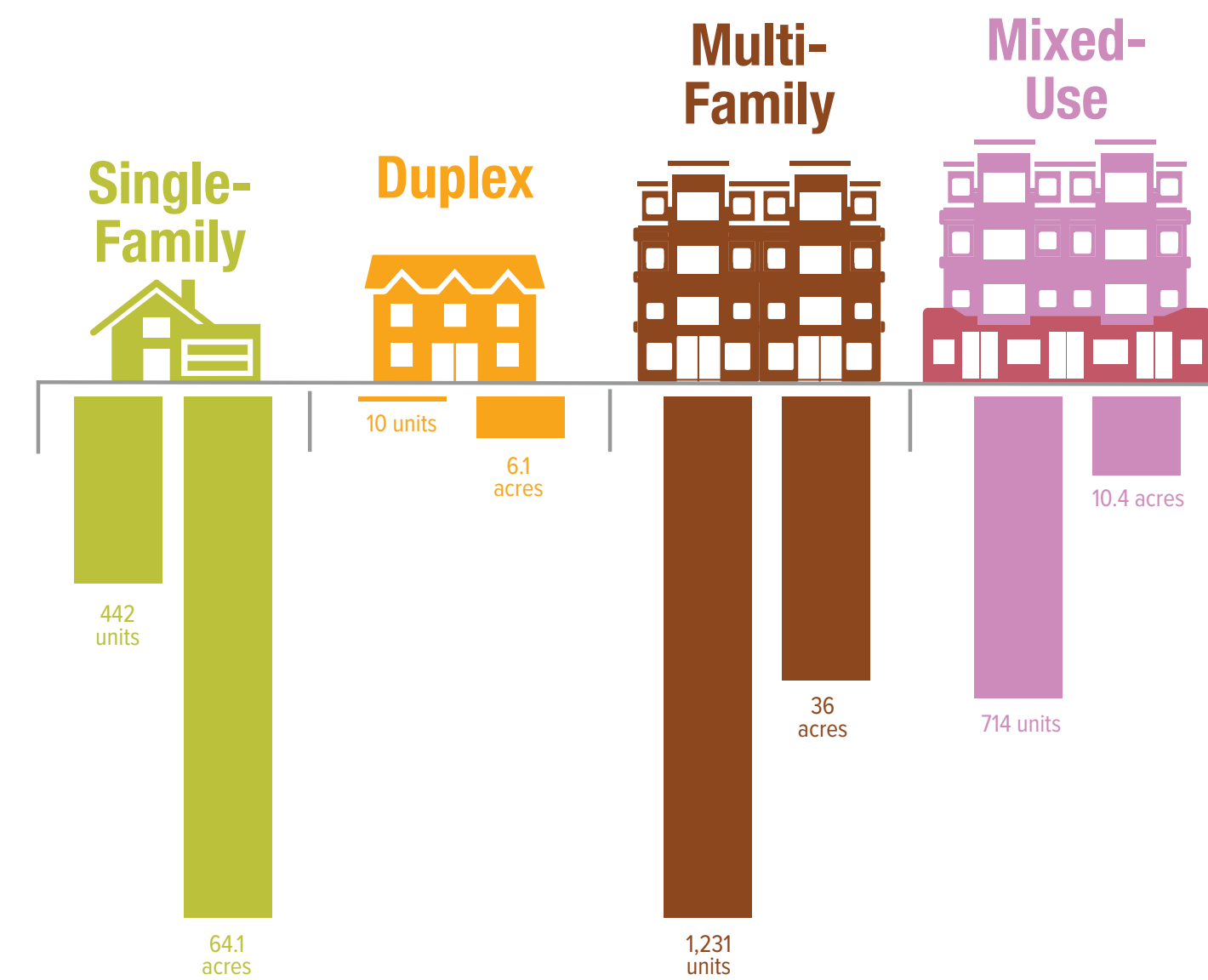
Town/ Gown Collaboration

STRATEGIES TO CONSIDER FOR DOWNTOWN AND THE SURROUNDING AREAS *(Recommendation A.6, A.7, A.8)*

- Owner occupied unit rehabilitation support programs
- Senior and low-income home maintenance fund
- Enhanced code enforcement to address problem properties
- Infill housing incentives for attracting for-sale housing product types such as townhomes and condos
- Down-payment assistance for homebuyers
- Density and regulatory bonuses for inclusion of affordable housing units in Downtown
- Use of financial incentives including tax increment financing to support non-student and for-sale housing developments in Downtown
- Reduce regulatory barriers for desired projects (e.g. parking requirements, height restrictions, density caps) in Downtown

HOUSING OPTIONS

Existing housing unit estimates within one-half mile of the Downtown Core are represented in the graphic below. The majority of existing housing units in this area are multi-family or mixed-use (75%), but single family parcels take up 28% more land.

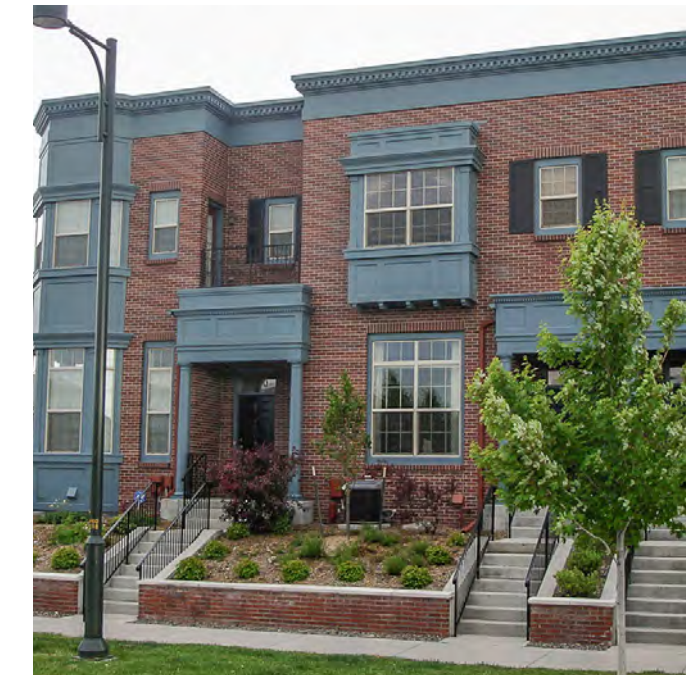


Data in this section is only an estimate based on available data. It is recommended that the City complete an updated housing inventory to get a complete understanding of existing Downtown housing. (Recommendation A.3)

RECOMMENDED HOUSING TYPES *(Recommendation A.4, A.5)*

In order to keep up with population growth, Downtown should be one of the most dense residential areas of San Marcos. Multi-family and mixed-use housing types are the primary products recommended in and near Downtown, and should be marketed to all demographics (not just or primarily to students). Around the outer edges of Downtown, especially adjacent to existing neighborhoods, “missing middle” housing types are needed. These include accessory dwelling units (ADUs), multiplexes, and townhomes.

Examples of Missing Middle Housing Types:



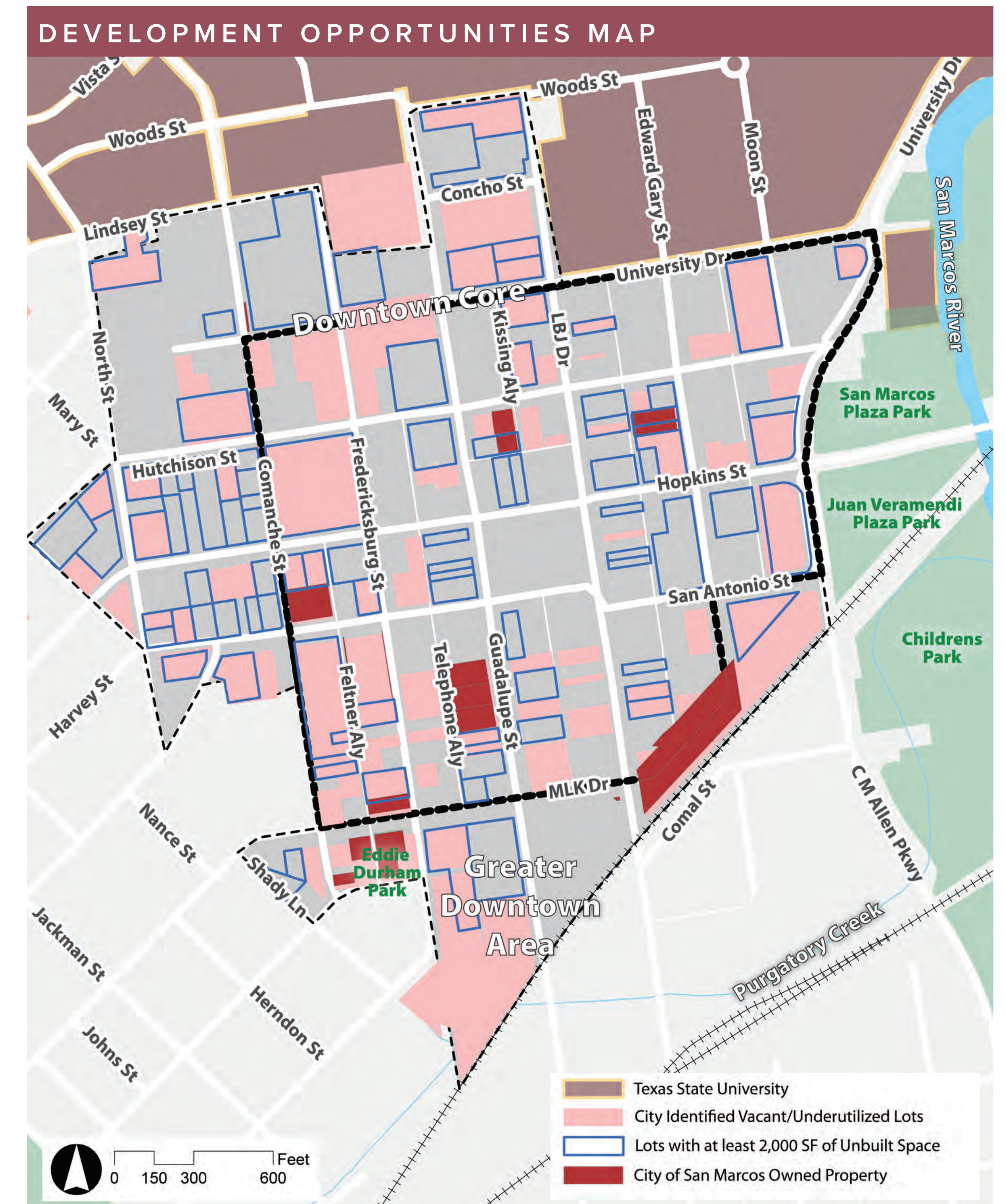
Townhomes



Accessory Dwelling Unit (ADU)



Quadplex



This map represents locations Downtown that may be possibilities for new housing development. These include vacant/underutilized lots identified by City data (pink), lots with at least 2,000 square feet of unbuilt space (blue outlines), and property that is owned by the City of San Marcos (red).

COMMENTS:

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DOWNTOWN AREA PLAN | BUILDING FORM & INFILL DEVELOPMENT

OVERARCHING RECOMMENDATIONS

Downtown San Marcos is largely built-out but still offers several opportunities for infill development and redevelopment. Vacant buildings/lots, surface parking lots, and City-owned land provide the primary opportunities. Refer to the Development Opportunities map on the Downtown Housing Options board. New development should positively contribute to the Downtown experience, economy, and sense of place. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- B.1. Update Development standards/guidelines to ensure that ground floors are designed to contribute to an active pedestrian realm by implementing inviting storefronts, transparency, façade detail/visual interest, lighting, signage, art, and amenities.
- B.2. Pursue strategies to activate vacant storefronts in the near-term and reduce vacancies in the long-term, especially through the arts and Texas State University tenants. 🏠
- B.3. Attract catalytic development desired by the community incentives, removal of development barriers, or other partnerships with property owners.
- B.4. Encourage incremental development along the west side of CM Allen Parkway that promotes desirable land uses, building design, streetscape, and sustainability improvements to celebrate the relationship between downtown and the river. 🌿
- B.5. Attract a downtown hotel that provides multiple economic benefits and assets to Downtown and serves visitors to San Marcos and Texas State University. 🏨
- B.6. Continue to utilize/refine the Downtown architectural design standards and guidelines for buildings in downtown and allow for flexibility while maintaining architectural quality and cohesion with existing downtown buildings.
- B.7. Encourage rooftop activation through the use of green roofs and publicly accessible patios. 🌿
- B.8. Incentivize green building techniques in all new development and update development codes, building codes, or energy codes to implement sustainable building practices. 🌿
- B.9. Continue to replace aerial electric and telecommunications lines downtown for underground services.
- B.10. Evaluate development codes for utility conflicts and create necessary code or process updates to resolve potential conflicts.



Sustainability



Town/ Gown Collaboration

VACANT STOREFRONT/BUILDING ACTIVATION PROGRAM

(Recommendation B.2)

Vacant storefronts can have a negative impact on the public's perception of a town's vitality. It is important to program and revitalize these spaces, even in temporary turnover periods, through creative municipal and non-profit strategies. San Marcos would benefit from considering the following activation strategies for existing vacant storefronts, to ensure the economic viability and community investment in the Downtown.

- Provide temporary-use retail permits through a Pop-Up Retail Ordinance
- Generate public interest in vacant storefronts by allowing local artists to showcase work.
- Create a pilot program for grant funding. Businesses can apply for grants through the City to fund the construction and lease of pop-up shops.
- Encourage/ work with Texas State University to encourage student start-up businesses downtown.
- Partner with non-profit resources to provide services such as relieving tenants from the first three months of their rent in an effort to boost them into a successful long-term lease.
- Alleviate temporary retail insurance woes by facilitating partnerships between shops and firms providing insurance.



CultureHouse Harvard created a space for gathering for unhoused and housed folks.



SpaceUs partners with local officials and landlords to transform vacant spaces for community and art.



Seattle's Office of Economic Development launched "Seattle Restored" program to activate vacant storefronts.



Melbourne revitalized vacant storefronts with a \$2.6 million dollar grant program for local businesses and artists.

CM ALLEN PARKWAY DISTRICT (Recommendation B.4)

The majority of properties that front the west side of CM Allen Parkway include surface parking lots and older 1-story structures, some of which have vehicular drive thrus or are 100% dedicated to a surface parking lot. These older properties do not meet current codes and significantly contrast the positive pedestrian experience that is achieved closer to the Downtown Core. A "CM Allen Parkway District" could be established with the intent of better connecting Downtown to the river and riverfront parks, as well as better utilizing land along CM Allen Parkway facing the riverfront. Key design considerations of the Parkway District would include:

- Opportunity for higher density, mixed use buildings given distance from single-family neighborhoods
- Buildings with minimal setbacks or that incorporate public plaza space adjacent to the street.
- Ground floor design oriented towards the street and the riverfront
- Enhanced mid-block bike/pedestrian crossings across CM Allen Parkway
- "Parkways" or well-landscaped streets and signage to aid in wayfinding between the Riverfront and Downtown
- Implementation of green building design characteristics on new development such as green roofs.

Conceptual Illustration



COMMENTS:

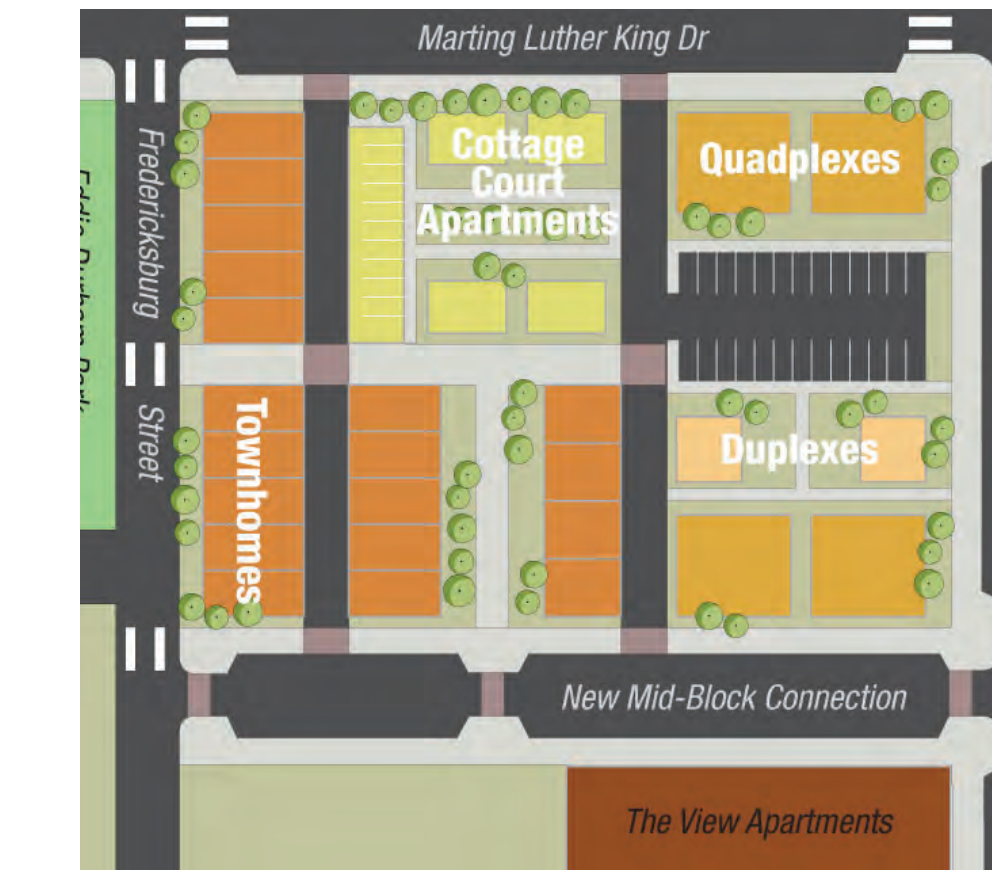
#1 Missing Middle Housing (200 S Guadalupe)

The southwest corner of Guadalupe St. and MLK Dr. is currently occupied by an aging office building, small utility buildings, and a surface parking lot. The community has a need for and interest in **additional housing types** that provide "middle" options between single-family homes and apartments. This location could fit a significant amount of housing with convenient access to Eddie Durham Park and the rest of Downtown.

Existing Conditions



Conceptual Illustrations



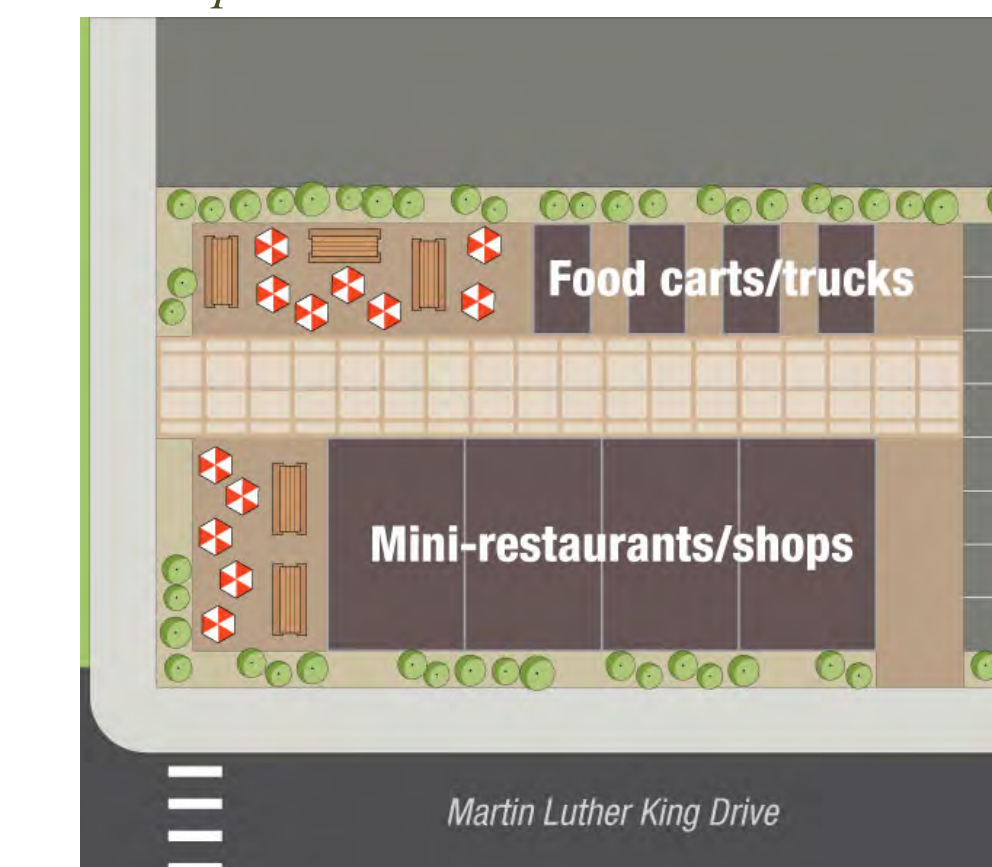
#2 Open-Air Marketplace/ Food Hall (101 E MLK Dr)

The northeast corner of Guadalupe St. and MLK Dr. currently has a vacant building with an auto-oriented site design that does not meet the current Downtown zoning requirements. This property could be redeveloped into an open-air marketplace/food hall or food incubator that would provide startup space for small businesses and a unique **community gathering place** different from what exists today. It is recommended that the space be open-air but shaded overhead.

Existing Conditions



Conceptual Illustrations



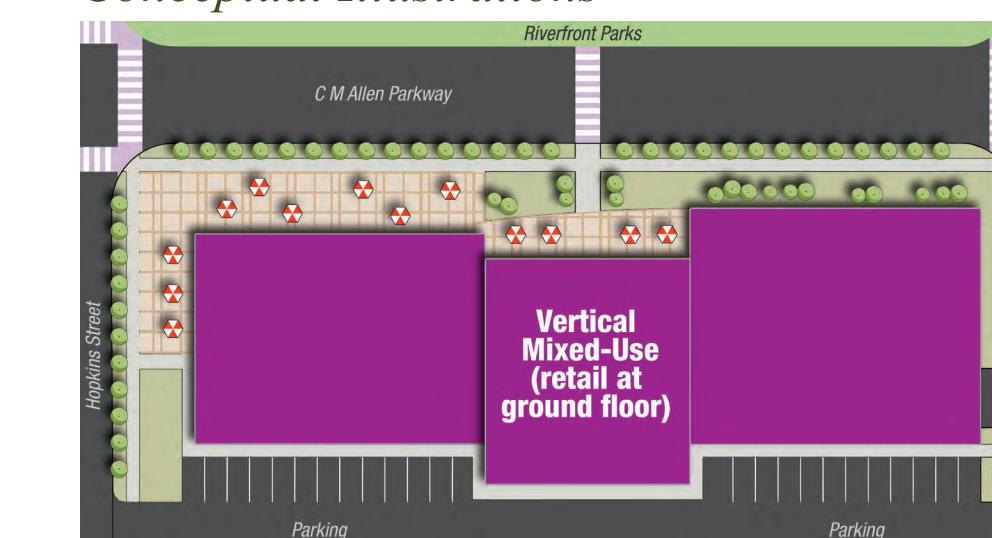
#3 Vertical Mixed-Use (312 E Hopkins St.)

This site is currently a parking lot and is located along CM Allen Parkway between Hopkins and San Antonio Street, across from Veramendi Park. Given the close proximity to the San Marcos River, this development has the opportunity to provide **community amenities** at the ground floor and attract people into Downtown. A public plaza along CM Allen Parkway could serve as an inviting gateway for both residents and visitors.

Existing Conditions



Conceptual Illustrations



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DOWNTOWN AREA PLAN | MULTIMODAL CONNECTIVITY & PARKING

OVERARCHING RECOMMENDATIONS

As the heart of the city, Downtown San Marcos should prioritize a walkable and bikeable environment that is well served by transit. A walkable Downtown supports physical and mental health, social interactions, local businesses, the natural environment, and more. That said, parking will continue to be an important amenity in Downtown given the City and region's existing development patterns. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- C.1. Prioritize accessible pedestrian infrastructure including strollers and wheelchair users on all Downtown streets, alleys, and in public spaces with appropriate widths and safety improvements such as sufficient lighting. 🌿
- C.2. Bicycles, transit, and other multimodal options should also be prioritized on key corridors. 🌿
- C.3. Enhance sidewalks and fill gaps in the pedestrian network downtown where there is significant pedestrian use, especially on the south and west sides of Downtown and connections to the riverfront. 🌿
- C.4. Complete a network of bicycle facilities that are safe and comfortable, especially routes that connect to a larger bike/trail network and to Texas State University. 🌿🚲
- C.5. Continue to allow for micro mobility options such as scooters in Downtown to provide first/final mile options to/from downtown. 🌿
- C.6. Implement mid-block street crossings and pursue necessary land acquisition or pedestrian easement opportunities for mid-block east/west trail connections between San Antonio Street and MLK Drive to reduce long road block lengths and travel time for multimodal users. 🌿
- C.7. Provide transit access and improved transit stop amenities in Downtown, especially within immediate proximity to the Courthouse Square. 🌿
- C.8. Collaborate with Texas State to combine transit systems and share resources to better connect the city with Downtown and the University. 🌿🚲
- C.9. Consider adoption of the San Marcos Green Alley Initiative as a guide for construction of green alleys and their locations. 🌿
- C.10. Provide adequate parking to support existing uses and projected growth in Downtown, but new parking, and the replacement of existing parking lots, should be implemented using on-street parking, parking garages, or satellite lots outside of the core of Downtown.
- C.11. Adopt the On-Street Paid Parking Program Implementation Plan.
- C.12. Establish a parking benefit district to generate revenue and utilize this revenue to implement recommendations of this Downtown Area Plan.
- C.13. Ensure adequate traffic flow for vehicles in Downtown while slowing down traffic to prioritize other modes of transportation.
- C.14. Explore opportunities to provide dedicated locations for rideshares drop-offs and pick-ups in Downtown as an incremental mobility option as transit level of service increases.

PARKING *(Recommendation C.10, C.11, C.12)*

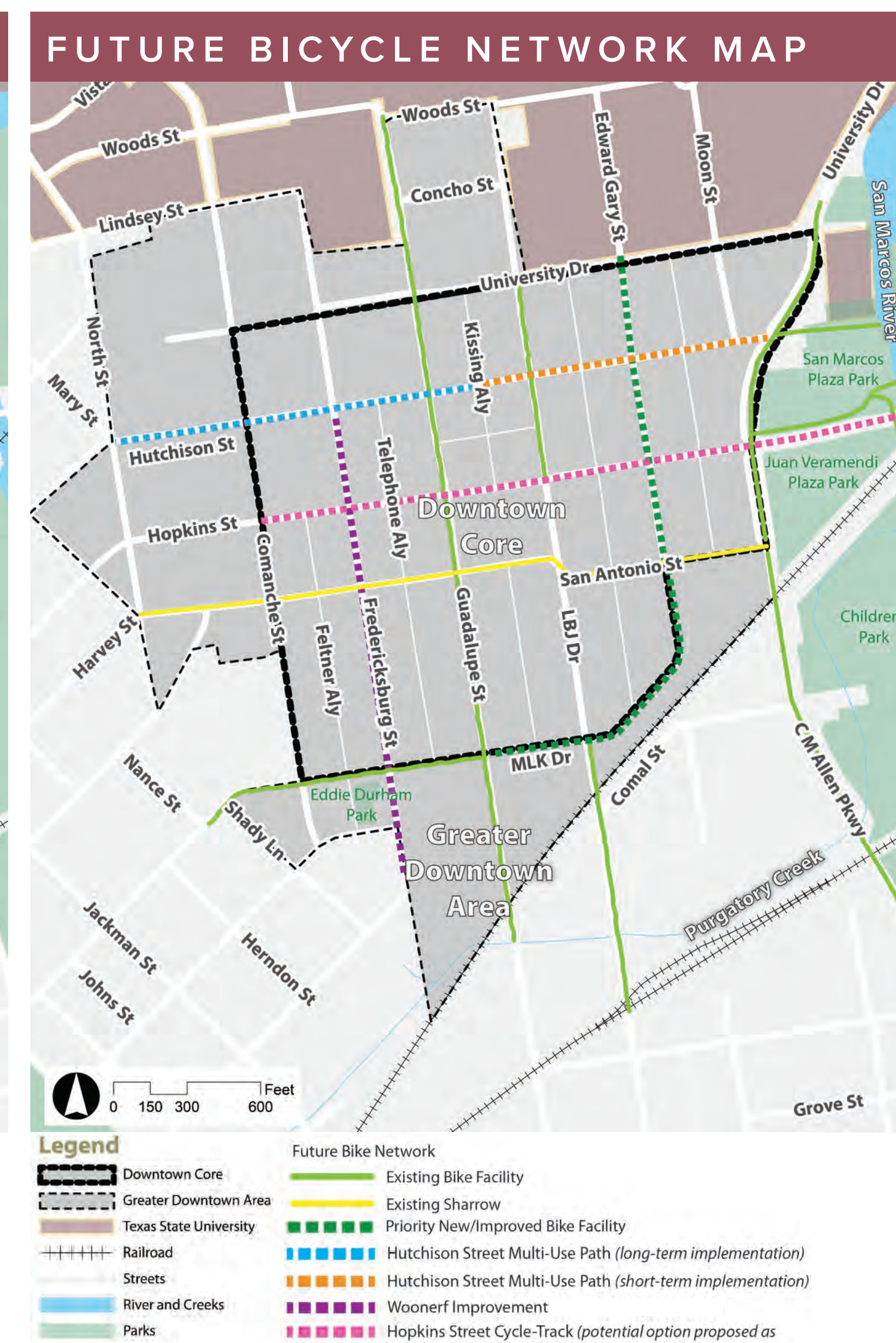
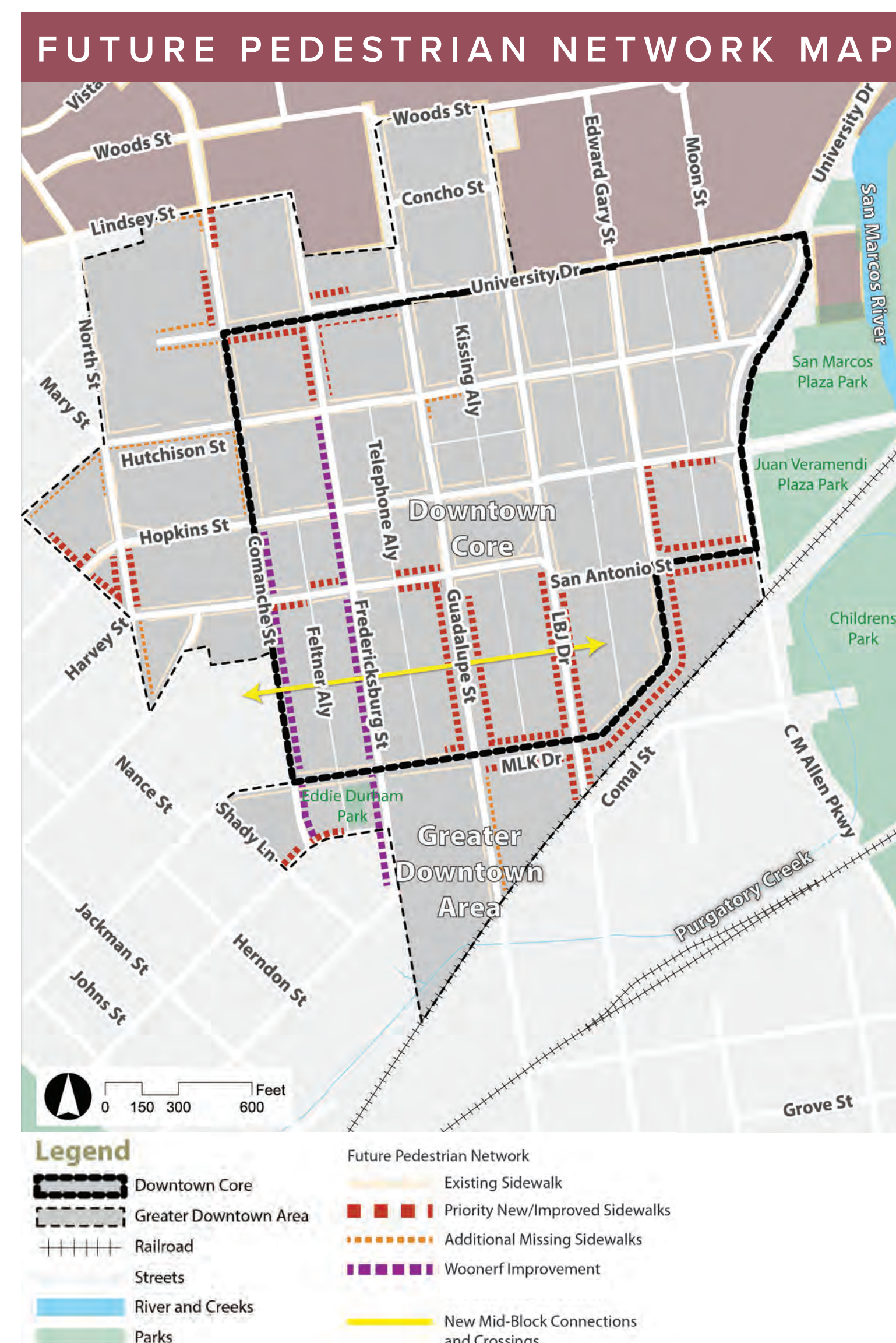
The City of San Marcos adopted the Parking Program Framework Plan in 2018. It “provides a high-level program overview for the development of a comprehensive and strategic approach to managing parking in the Downtown area of San Marcos, TX.” The plan identifies how downtowns can typically only have two of three desired parking characteristics: convenient, inexpensive, and enough. The plan provides strategies to balance those objectives and includes 11 primary action items for San Marcos’ Downtown parking. These are categorized and listed below, based on feedback from the Downtown Area Plan process.

Top Priorities

- Create & Empower Parking Management Organization
- Establish Parking Benefit District(s)
- Manage On-Street Parking More Efficiently
- Connect Parking Management & Economic Development
- Embrace Parking as Mobility Management

Additional Action Items

- Invest in Parking Management Technology
 - Seek Opportunities to Expand Parking Supply
 - Program Branding & Marketing
 - Develop Staff Parking Management Expertise
 - Continuous Improvement in Parking Enforcement
 - Establish Mobility Management Enterprise Fund
- Location
 - Paid hours
 - Time limits
 - Meter costs
 - Utilization studies
 - Parking Advisory Board administration
 - Residential permits
 - Technology
 - A phased implementation timeline
 - Parking benefit district (see description below)
 - And additional items



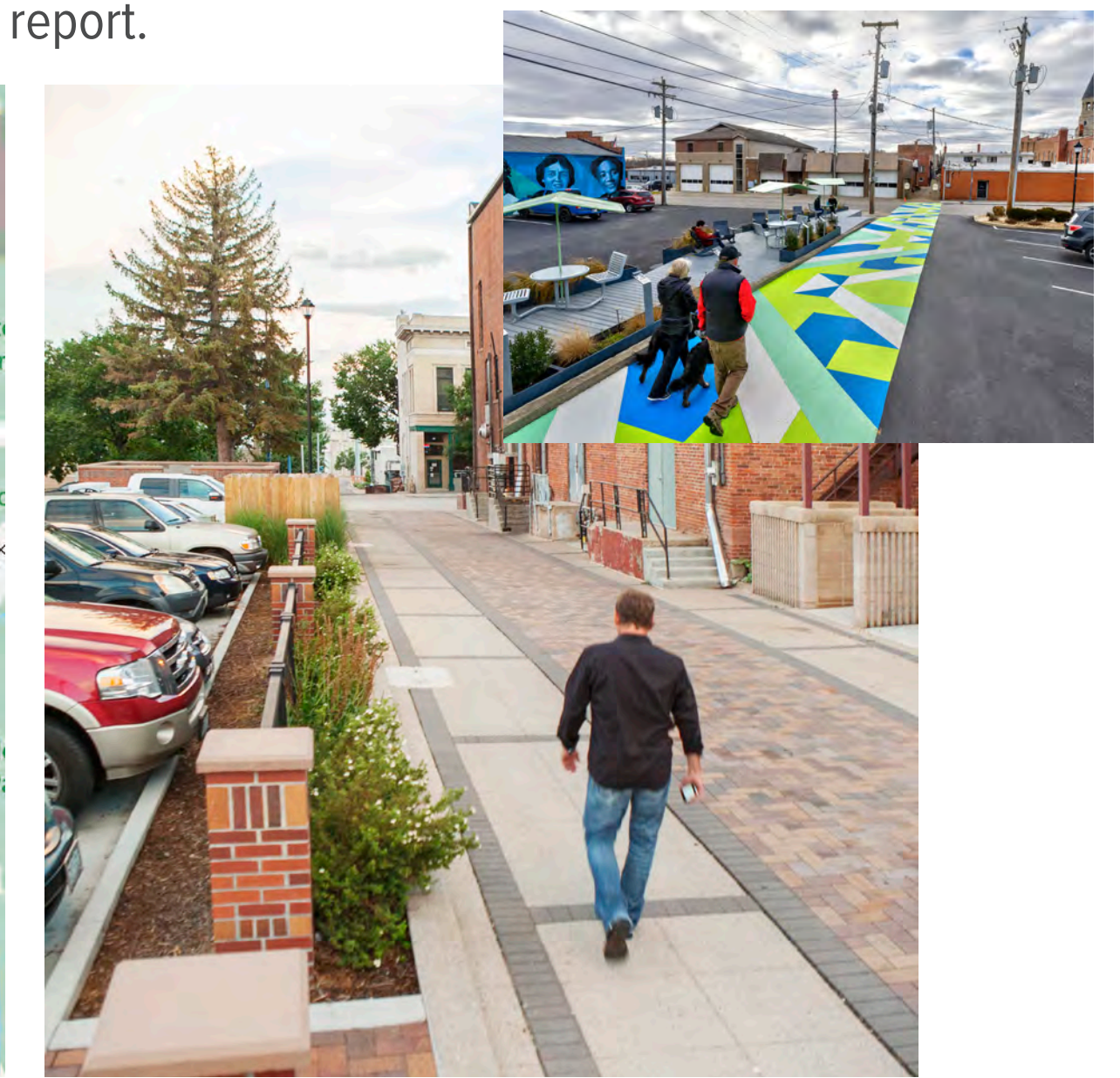
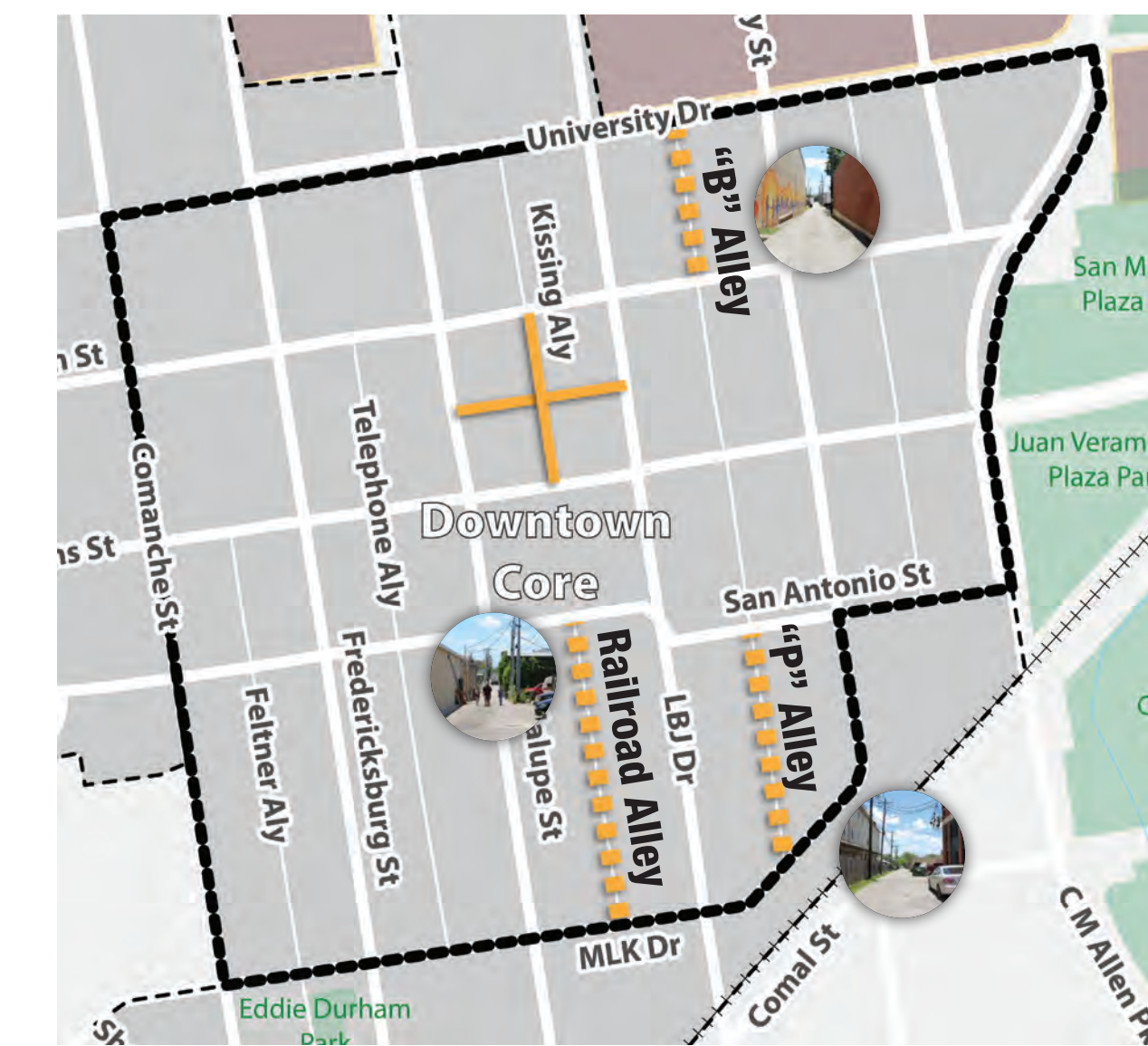
GREEN ALLEYS/ PEDESTRIAN ALLEYS *(Recommendation C.9)*

The City's 10-year Capital Improvement program includes Downtown Alley Reconstruction for the alleys between LBJ, Guadalupe, Hopkins, and Hutchison (Kissing Alley and Jacks Alley). This effort will include pavers, “undergrounding” of overhead utilities and may include green infrastructure.

The San Marcos Green Alley Initiative provides research, analysis, goals, and a vision for a green alley network in Downtown San Marcos. The study includes considerations of design elements for public space activation and stormwater drainage provides a conceptual design for alley rebuilds.

PRIORITY FUTURE GREEN ALLEYS FOR CONSIDERATION

The alleys in the map below were identified as priority alleys for enhancement, which would include space activation, green infrastructure, and undergrounding utilities. Key opportunities to consider in Green Alleys implementation are listed out in the full report.



COMMENTS:

VISION SMTX

DOWNTOWN AREA PLAN | PRIORITY STREETScape IMPROVEMENTS

OVERARCHING RECOMMENDATIONS

Streetscapes are one of the primary ways people experience Downtown San Marcos as they travel between destinations or are just out for a walk or bike ride. Streetscapes also typically take up 1/4 or 1/3 of all land downtown making them a key opportunity to achieve the goals of downtown. Certain streets have been identified as priorities in this section to improve safety and the public realm experience for all users. While all streets prioritize pedestrians in Downtown, certain streets are also prioritized for bicyclists and transit. Rights-of-way in Downtown are limited, and greatly varied, so different opportunities exist accordingly. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- D.1. Create coordinated efforts for infrastructure improvements that also include streetscape improvements that achieve the Downtown Area Plan vision.
- D.2. Pursue priority streetscape improvements for Edward Gary Street, South LBJ Drive, MLK Drive, and Hutchison Street.
- D.3. Design and implement shared street designs for the narrow rights-of-way along Fredericksburg and Comanche Streets to provide safer travel for all modes, network connections, and public gathering space.
- D.4. Design and implement a flexible festival street along San Antonio Street between Guadalupe and Edward Gary Streets to allow for easy street closures to cars during special events and/or at select times of the week/year.
- D.5. Construct a shared use path along Hutchison Street in two phases to help complete the future bicycle network and better connect Downtown to the riverfront while leveraging recent streetscape design work done on Hutchison Street east of Kissing Alley. 🌿
- D.6. Continue streetscape improvements and green infrastructure along CM Allen Parkway to the south. 🌿
- D.7. Create vehicular, multimodal, and pedestrian gateways into Downtown to provide an arrival experience and increase sense of place within Downtown for all modes of transportation and focus priorities on potential riverfront gateways, purgatory creek trail gateways, and cultural district gateways.
- D.8. Increase safety at intersections through streetscape design, public art, crossing improvements, lighting, and traffic control.
- D.9. Consider acquiring State-owned rights-of-way in Downtown to allow for more flexibility in streetscape design and ease of change over time.
- D.10. Study feasibility and conduct community engagement regarding the potential conversion of one-way to two-way streets for LBJ Drive and Guadalupe Street, including revised streetscape designs if deemed feasible.
- D.11. Enhance streetscape design along connections between Downtown and Texas State, the riverfront, and to adjacent neighborhoods. 🏠
- D.12. Create a Downtown plant, amenities, and materials palette/guide to streamline implementation of public and private installations and repairs. 🌿
- D.13. Incorporate on-street rain gardens, green infrastructure, and additional street trees into streetscape design as much as possible to achieve street and system wide watershed and stormwater impacts/benefits and communicate the environmental, social, and economic benefits. 🌿
- D.14. Create a dedicated management strategy that incorporates a permanent funding stream and/or staffing increases to account for maintenance needs associated with green infrastructure and enhanced streetscape improvements including amenities, landscaping, and materials. 🌿



Sustainability



Town/ Gown Collaboration

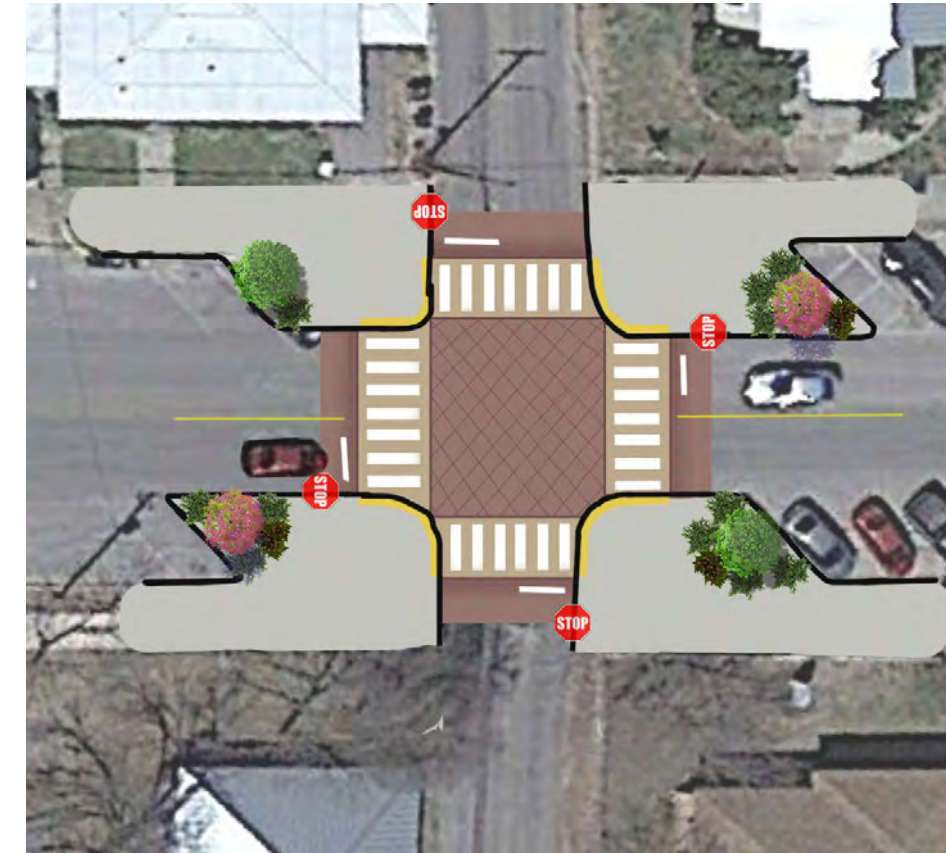
INTERSECTIONS *(Recommendation D.8)*

It is recommended that the City evaluates safety and streetscape improvements for various unique conditions in the street network such as the connections between wide and narrow streets and a unique “dog-leg” turn on San Antonio Street that momentarily requires traversing the wrong way on the one-way LBJ Drive. Improvements to these intersections shown below can increase safety for all modes while contributing to Downtown placemaking.

COMANCHE STREET & SAN ANTONIO STREET

This intersection is a major connection from multiple neighborhoods to Downtown, and is a particularly crucial intersection for traveling to the HEB grocery store. This intersection can be improved by:

- Raised intersection to slow traffic
- Marked crosswalks
- Permanent, landscaped curb extensions to shorten crossings
- Unique paving materials
- Stop signs on all four corners



SAN ANTONIO STREET & LBJ DRIVE

This intersection is a major entrance to Downtown from the southern part of town and IH-35. This intersection can be improved by:

- A left-turn only from the western portion of San Antonio Street to LBJ Drive to improve intersection safety
- Permanent, landscaped curb extensions/bulbouts to shorten crossings for pedestrians
- Unique crossing paving
- Painted mural in the intersection or unique stamped concrete



Hutchison Street Shared Use Path *(Recommendation D.5)*

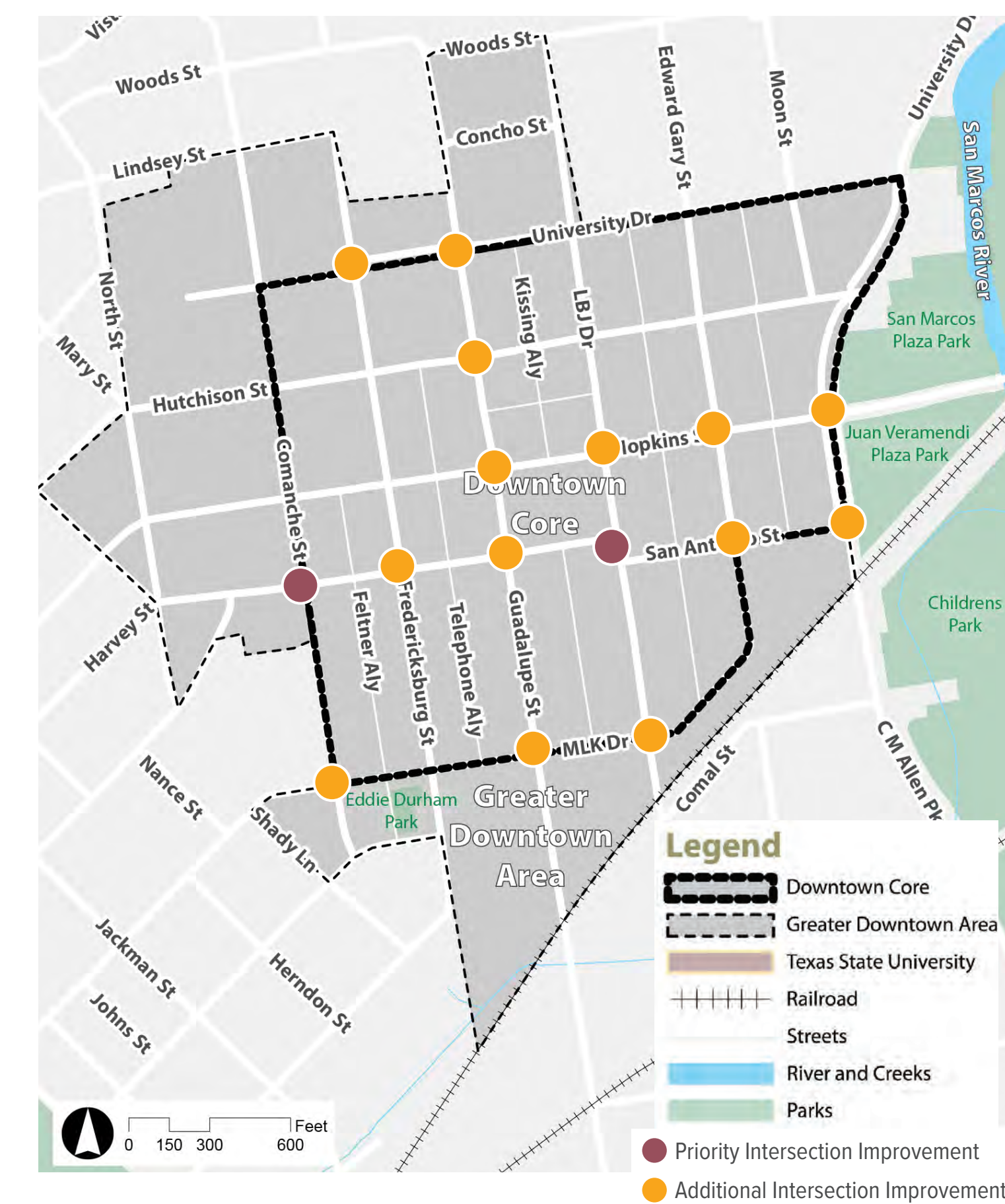
A multi-use path along Hutchison Street can provide a critical bicycle network link in the form of an on-street facility that is comfortable for all riders and safe to be shared by bicyclists, pedestrians, and other users. The path would replace the bike lane to the east and connect the Riverfront Parks/CM Allen Parkway to residents and neighborhoods on the west side of Downtown. Hutchison Street is an ideal route for all levels of bike riders because unlike Hopkins Street, it is not the major vehicular thoroughfare in the Downtown area and is less congested. This creates a more comfortable and inviting experience for users.



COMMENTS:

In conjunction with additional recommendations in the plan, various intersections downtown should be improved to further the goals of this Plan. The below intersections identified in yellow are observed to have significant pedestrian traffic and could be envisioned as priority locations to improve safety and comfort. Further refinements to priority intersections should be made as future public works or transportation projects are installed or as issues are identified by traffic and police departments.

INTERSECTION IMPROVEMENTS MAP

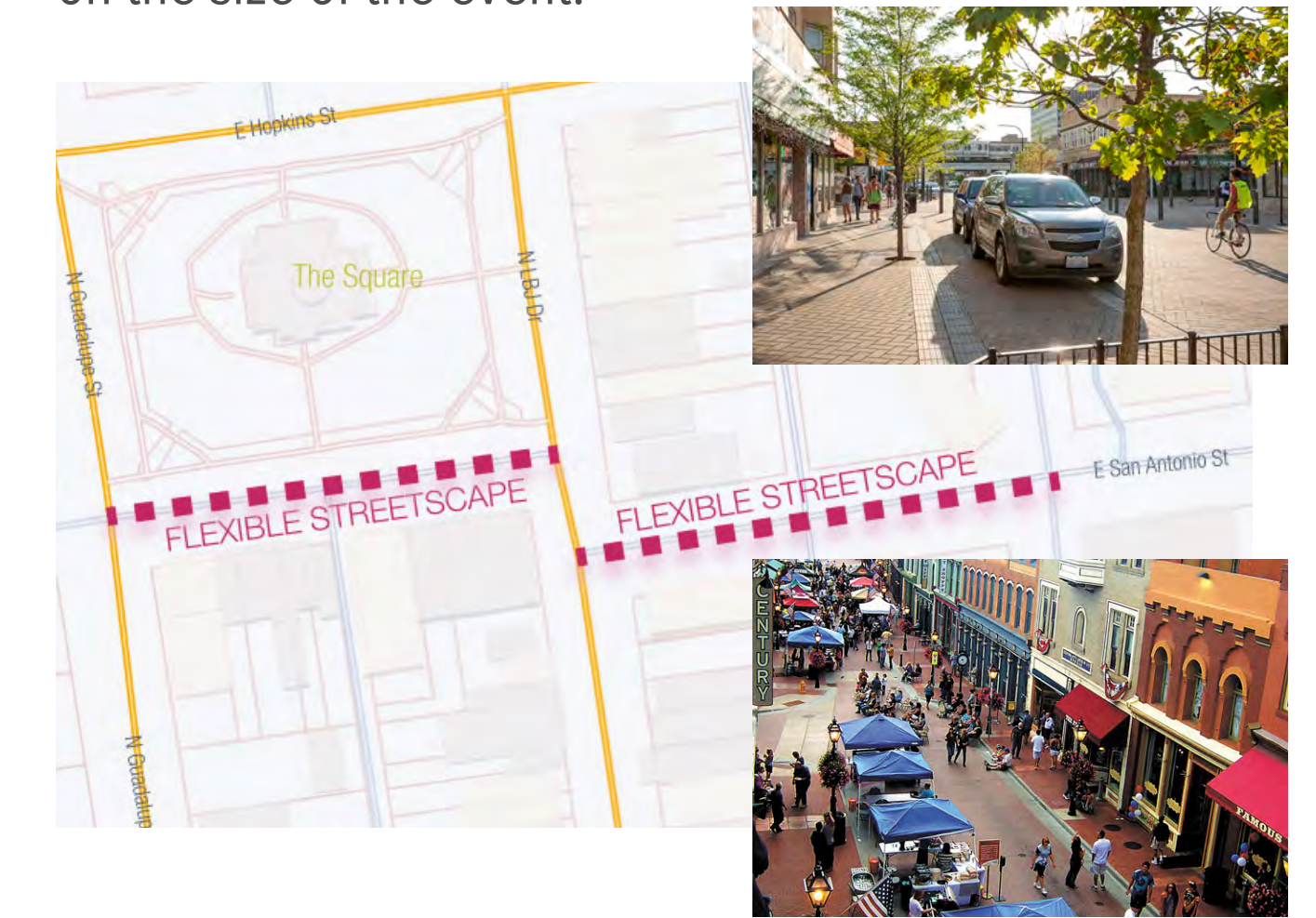


FLEXIBLE/FESTIVAL STREETS *(Recommendation D.4)*

SAN ANTONIO STREET

Flexible/Festival streets are designed to be safe for all modes of transportation, look like a plaza, and be easily closed to cars to accommodate events and prioritize pedestrians, while allowing for more resiliency and flexibility over time than a permanent pedestrian mall. A flexible/festival street could allow events at the Courthouse Square to overflow into the street and easily close these segments for block parties, community and cultural festivals, or pop-up events. Key design elements of flexible streets include: moveable furnishings and planters, retractable or removable safety bollards, enhanced paving materials, unique lighting, access to power, and in some cases, a curbless street with center drainage.

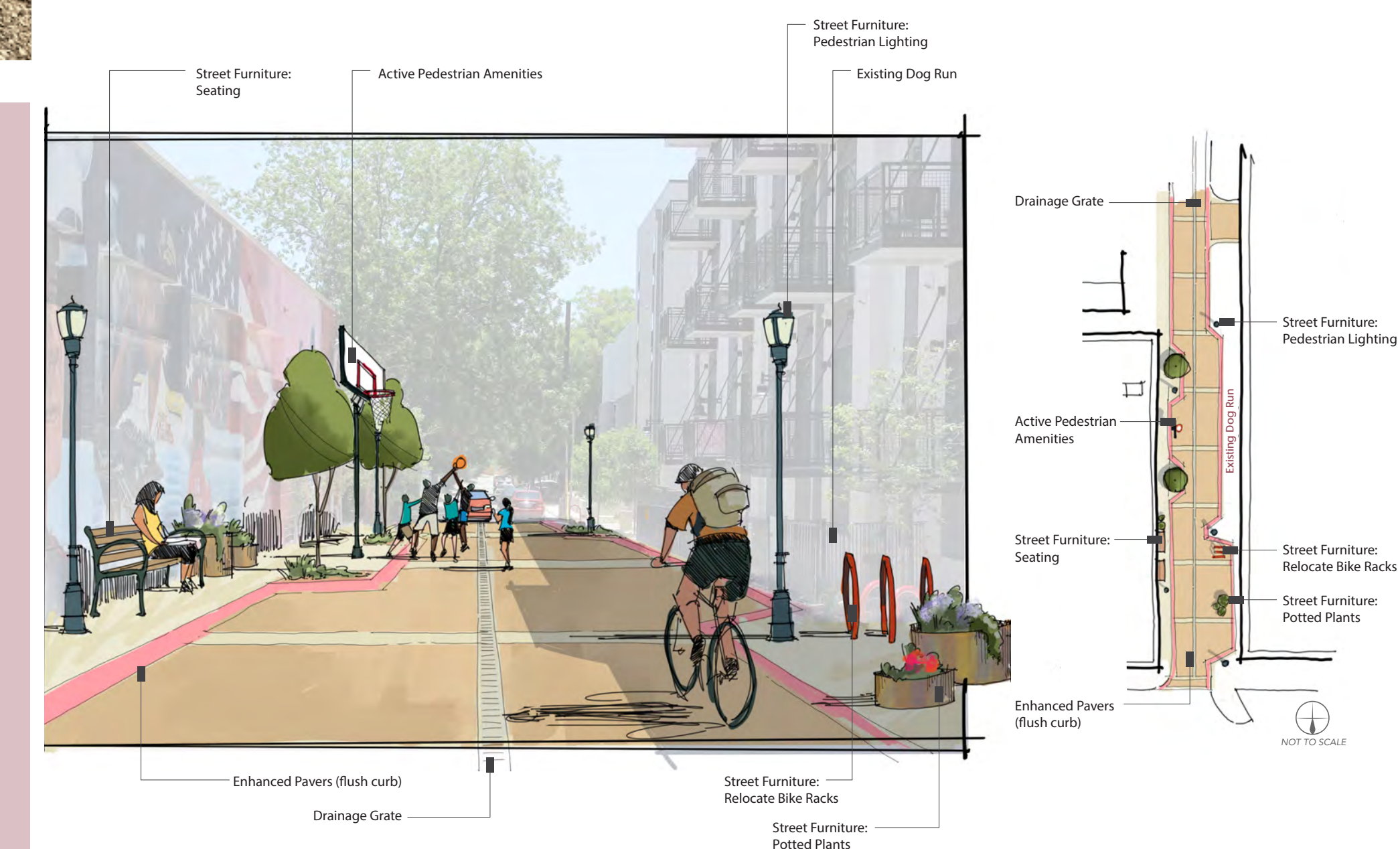
Two sections of San Antonio Street would be a good location for this design given their proximity to the Square, adjacent active businesses, lighter vehicle traffic, and lack of transit routes. The two segments could be closed together or one at a time, depending on the size of the event.



SHARED STREETS *(Recommendation D.3)*

FREDERICKSBURG STREET AND COMANCHE STREET

Fredericksburg Street and Comanche Street are good candidates for shared streets, also known as woonerfs, given their narrow rights-of-way of 20-30 feet. A shared street is a street designed to slow traffic and treat all users equally while providing safe, shared, active space. San Marcos' first shared street was recently installed on Fredericksburg Street south of San Antonio Street just east of The Parlor apartment building. The graphic below shows how that shared street can be improved and serve as a prototype for the remainder of the street as well as certain green alleys.



VISION SMTX

DOWNTOWN AREA PLAN | PUBLIC SPACES & AMENITIES

OVERARCHING RECOMMENDATIONS

A major asset of Downtown is its adjacency to the Riverfront Parks and the San Marcos River. Better connections between these areas would help Downtown's vitality. Public space within Downtown is somewhat limited to public rights-of-way, the Courthouse Square, and Eddie Durham Park. Public spaces can be improved in Downtown through additional amenities, additional space, and sustainable infrastructure. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- E.1. Inventory and expand Downtown's tree canopy in order to provide shade for pedestrians and a more pleasant outdoor experience with careful species selection and planting considerations for drought, stormwater, and groundwater.
- E.2. In places where additional trees may not be feasible due to hydraulic or drainage concerns, prioritize additional building elements that provide shade such as canopies, awnings, or other creative artistic sculptures which provide shade.
- E.3. Prioritize sustainability with supplemental educational information in public spaces, streetscapes, and private spaces as feasible through permeable pavements, rain gardens, green infrastructure, native landscaping, and additional shade trees.
- E.4. Better connect Downtown to the Riverfront Parks and the San Marcos River through east-west parkway connections, art, signage and wayfinding, multimodal infrastructure, and landscaping.
- E.5. Consider new amenities, programming, and/or a redesign of the Courthouse Square to provide the community's priority desired amenities rather than just passive lawn space.
- E.6. Study the potential for new parks throughout Downtown to serve the density of residents in northwest Downtown, either on the Texas State University campus, on City-owned property and right-of-way, on purchased property, or through publicly accessible plaza space.
- E.7. To better serve a broader demographic in Downtown, provide the community's priority desired amenities throughout Downtown in existing and new parks, plazas, and parklets.
- E.8. Prioritize existing park improvements in Eddie Durham Park to promote the cultural and historical stories of the area and to align with recommendations and goals of an Arts and Cultural District.

EXISTING PUBLIC SPACE IMPROVEMENTS

While Downtown is conveniently located near the Riverfront Parks, Eddie Durham Park, and the Courthouse Square, these public spaces could use more/better amenities to serve their users, especially as Downtown's resident population grows. The amenities below are key community desires and should be accommodated within public spaces throughout Downtown.

Priority Amenities *(Recommendation E.7)*

Open Plazas/Gathering/Event Spaces



Children's Play Areas



Community Garden/Botanic Garden



Dog Parks and Dog Waste Facilities



Seating



Shade



Native Landscaping



POTENTIAL NEW PARK(S) *(Recommendation E.6)*

While Downtown has some great existing parks that serve the community well, there are also opportunities to improve park access and install priority amenities through the creation of new parks, including small public spaces and a full-size park. In addition, the community desires to have downtown be a place for families and kids. Improvements to existing parks should consider the needs of kids and families who live in or in close proximity to downtown.

POCKET PARKS/ PLAZAS

Pocket parks and plazas are small public spaces that are built in places that are often underutilized. Because of their size, they are less expensive and easier to find a location for within a largely built-out environment, such as within a parking space, in front of a building, in a parking lot, in an alley, or behind a building. They're intended to serve residents and visitors within close proximity of the park, and can provide unique amenities or designs not being offered nearby. This might include a small plaza with seating, a children's play area, a dog run, a garden, an art or sculpture park, outdoor fitness equipment, or more. Pocket parks and plazas can either be provided by the City, in partnership with a private property owner, or required with new development. These types of public spaces would well serve the community needs and desires for Downtown in a cost-effective manner.

EDDIE DURHAM PARK IMPROVEMENTS *(Recommendation E.8)*

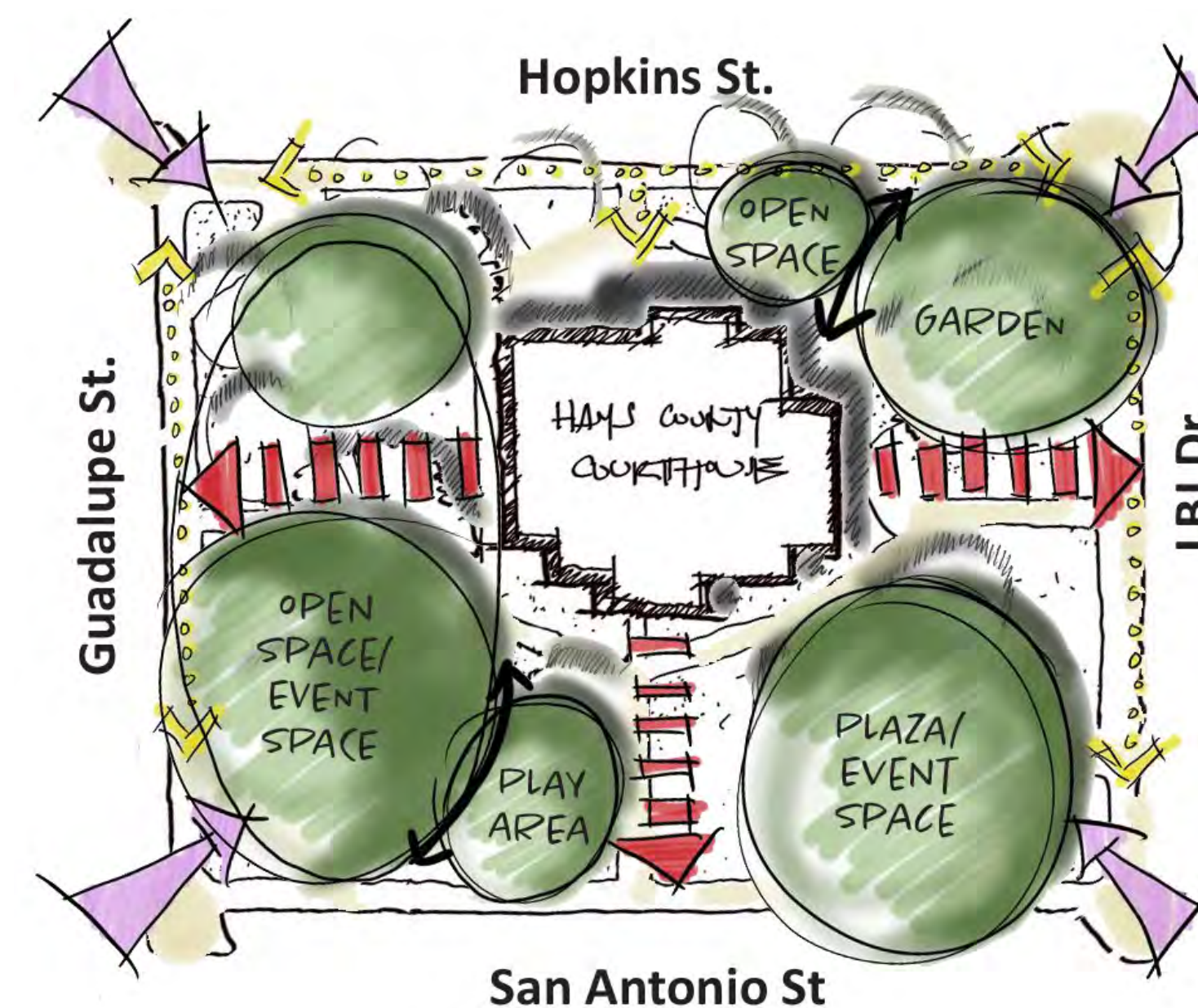
It is recommended that the area surrounding the Eddie Durham Park be envisioned as a Cultural District. A Cultural District would preserve and promote historic and cultural stories in the area, attract artists and cultural enterprises, encourage business development, enhance tourism, and provide opportunities for state funding.

During the Eddie Durham Jazz Fest (2022) the community provided input on their vision for the park and detailed the types of improvements, amenities, or programming that would enhance the public's use of the space. Recommendations that emerged for the park include:

- Additional park lighting to enhance safety while in the park or walking by
- Addition of exercise equipment
- Installation of an information board with community events
- Directional signage from/to downtown to draw people to park
- Enhance communications of upcoming park or cultural events in the Dunbar Neighborhood
- Additional City events hosted in the park (Movies in the Park, etc.)
- Additional native plants and green infrastructure rather than turf grass
- Pop-up community theatre or local bands
- Partnerships with schools to provide kid's art in the park
- Specific events or movies related to cultural history

COURTHOUSE SQUARE *(Recommendation E.5)*

The Courthouse Square is a Historic and beloved landmark that is located in the heart of Downtown San Marcos. It is well-used today but there is an opportunity for it to be further programmed and better serve community desires for active and passive recreation and social gathering. The conceptual diagram at right shows examples of different ways the Courthouse Square could be utilized to accommodate these uses and priority amenities. Priority recommendations for the space include places to congregate and sit, planing of native plants, plaza/event space, expanded sidewalks along the courthouse border, kids play area, and the use of permeable pavement for walkways. Installations should balance the need for priority amenities while also complementing the existing Historic context.



Pocket park with swing seating and artwork



Urban park with sandpit play area



Plaza with rain garden and permeable pavers



Downtown pocket park with play area



Parklet providing shade and seating



Eddie Durham Park activated during the Eddie Durham Jazz Fest with music, a pedestrian street, vendors, and food.

COMMENTS:

VISION SMTX

DOWNTOWN AREA PLAN | SMALL BUSINESS SUPPORT

OVERARCHING RECOMMENDATIONS

Throughout the Downtown Area Plan process, community members expressed a desire to maintain primarily small/local businesses in Downtown and to diversify the mix of businesses. Today, most Downtown businesses are eating and drinking establishments. The business mix is measured by supply but driven by demand – who the shoppers are. The City can leverage different resources to diversify shoppers, work with Downtown economic partners, and provide support for entrepreneurs and diverse business owners. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- F.1. Support residents, workers, and visitors of all backgrounds through a mix of convenience-oriented retail such as grocery stores, health/beauty stores, and pharmacies.
- F.2. Diversify retail offerings to attract an increased mix of shoppers including families, young professionals, older adults, students, visitors, by targeting employers and promoting desired uses.
- F.3. Diversify the mix of people in Downtown by supporting additional housing options downtown, diversified events, and tourism.
- F.4. Collaborate with Downtown economic partners including the City of San Marcos, the Downtown Association, the Greater San Marcos Partnership, the San Marcos Chamber of Commerce, and Texas State University to develop strategies to best support small/local businesses in Downtown San Marcos and new entrepreneurs, in particular through a Downtown incubator space. 🏠
- F.5. Provide entrepreneur funding/finance support, especially to people who identify as Black, Indigenous, People of Color, Women, and Students. 🏠
- F.6. Create a “how-to” guide for starting a business in Downtown and permitting processes.
- F.7. Streamline licensing/permitting for small/local business owners and entrepreneurs within downtown.
- F.8. Provide a simplified process for businesses to share leases and subdivide large buildings/spaces. 🏠
- F.9. Create a program to allow short-term business licenses and pop-up businesses, both indoor and outdoor, to support new and micro businesses, including student ventures. 🏠
- F.10. Support existing businesses by creating or providing access to business retention programs and small business resources and best practices.



Sustainability



Town/ Gown Collaboration

ENTREPRENEUR SUPPORT & DIVERSITY

SUPPORTIVE PROGRAMS FOR ENTREPRENEURS *(Recommendation F.4)*

- Provide business start-up incentives or improvement grants to historically under-served entrepreneurs such as people who identify as Black, Indigenous, and People of Color (BIPOC)
- Working with community finance partners to create funding/financing programs targeted to under-served business.



“HOW-TO GUIDE” FOR STARTING A BUSINESS IN DOWNTOWN *(Recommendation F.6)*

- Create a new/small business resource program that provides guides and technical support for new and expanding businesses.
- Host a central physical and digital hub for resources within Downtown
- Explore creation of a business navigator or mentoring program that connects new businesses with navigators or mentors for support.



LICENSING/PERMITTING *(Recommendation F.7)*

- Modify regulations and create permitting programs to allow for businesses to expand beyond their front door into sidewalks and/or parking spaces to blur line between public and private realm.
- Modify business permitting process to allow for greater allowances for temporary businesses or mobile businesses.
- Explore a registered vendor program for businesses wanting to host a temporary vending location in Downtown during events and high-traffic days.

INCUBATOR SPACES *(Recommendation F.4)*

- Create a Downtown incubator space and new business support program
 - Identify a central building/space in Downtown that can serve as a hub for entrepreneurship and innovation. Potential project elements include new/small business resource center, co-working space, maker space, event and conference space, education classrooms, new business office space.
 - Create a partnership with Texas State University, Greater San Marcos Partnership, and other support entities to create and program the facility.
 - Explore options to use city-owned parcels and buildings for incubator spaces.
- Potential Program/Services Include:
 - New/small business resource providers
 - Business mentoring



SHARED LEASES/DIVISION OF LARGE SPACES *(Recommendation F.8)*

- Explore creation of a pop-up business program that connects new businesses with vacant retail spaces within Downtown.
 - Offer short-term, flexible leases and seed capital to prospective businesses in partnership with building owners.
 - Provides opportunity for businesses to gain exposure and experience with low barrier to entry.
 - Provides an activating use for a vacant space while the owner is seeking a long-term tenant.

STRATEGIES TO ACHIEVE GREATER RETAIL DIVERSITY

Greater diversity of retail options in Downtown can be generated through both demand and supply strategies. To help diversify the retail offerings, the City of San Marcos should strive to:

Diversify the types of people who are spending money in Downtown to counterbalance the influence of student spending.

Potential Strategies Include:

1. Increase number of non-students living in and around Downtown
 - Support variety of housing options in Downtown including non-student apartments, condos, townhomes, and other housing options
2. Increase the number and type of visitors to Downtown
 - Increase the number and types of events held in Downtown
 - Increase lodging options in Downtown

Diversify the retail business mix in Downtown by adding more retail options that appeal to visitors and non-student San Marcos residents.

Potential Strategies Include:

1. Work with the Downtown Association to develop a desired retailer list and identify spaces for the retailers to occupy
2. Provide incentives for rehabilitation of retail spaces
3. Provide incentives for target retailers
4. Work with property owners and developers to provide a greater diversity of sizes and types of store front spaces for lease
5. Provide greater flexibility for use of retail buildings and spaces within City regulatory use and code standards
6. Support and attract a greater diversity of business owners and entrepreneurs through targeted programs and efforts



COMMENTS:



VISION SMTX

DOWNTOWN AREA PLAN | HISTORY, ART, & CULTURE

OVERARCHING RECOMMENDATIONS

Downtown San Marcos has an extensive history and is rich with art and culture. Information on the arts is communicated on a variety of platforms including the smtxarts.com and visitsanmarcos.com websites, social media platforms, and outreach from local arts groups such as the San Marcos Art League or San Marcos Price Center. These assets should be further elevated to contribute to a unique and genuine experience in Downtown. Overarching recommendations for this topic are outlined below, with key concepts explored in more detail on this board.

- G.1. Continue to encourage public art in Downtown of various mediums, by local artists, students, and other creatives. 🎨
- G.2. Provide interpretive opportunities for education and understanding of historical elements.
- G.3. Activate Downtown's art scene, support San Marcos artists, and make art accessible for all through events, programming, interpretive signage, and public funding support for art galleries.
- G.4. Enhance the existing Arts website to interact with the built environment, and provide additional interpretive opportunities that link pedestrians at a location to online information.
- G.5. Create a cultural trust for Downtown.
- G.6. Apply for a State Cultural District near Eddie Durham Park to further support and elevate arts and culture.
- G.7. Collaborate with Texas State University to better connect Downtown residents, visitors, and businesses with the University's students, art programs, and performing arts center by developing a coordinated communication effort and exploring opportunities to partner on history, art, and culture initiatives. 🎓

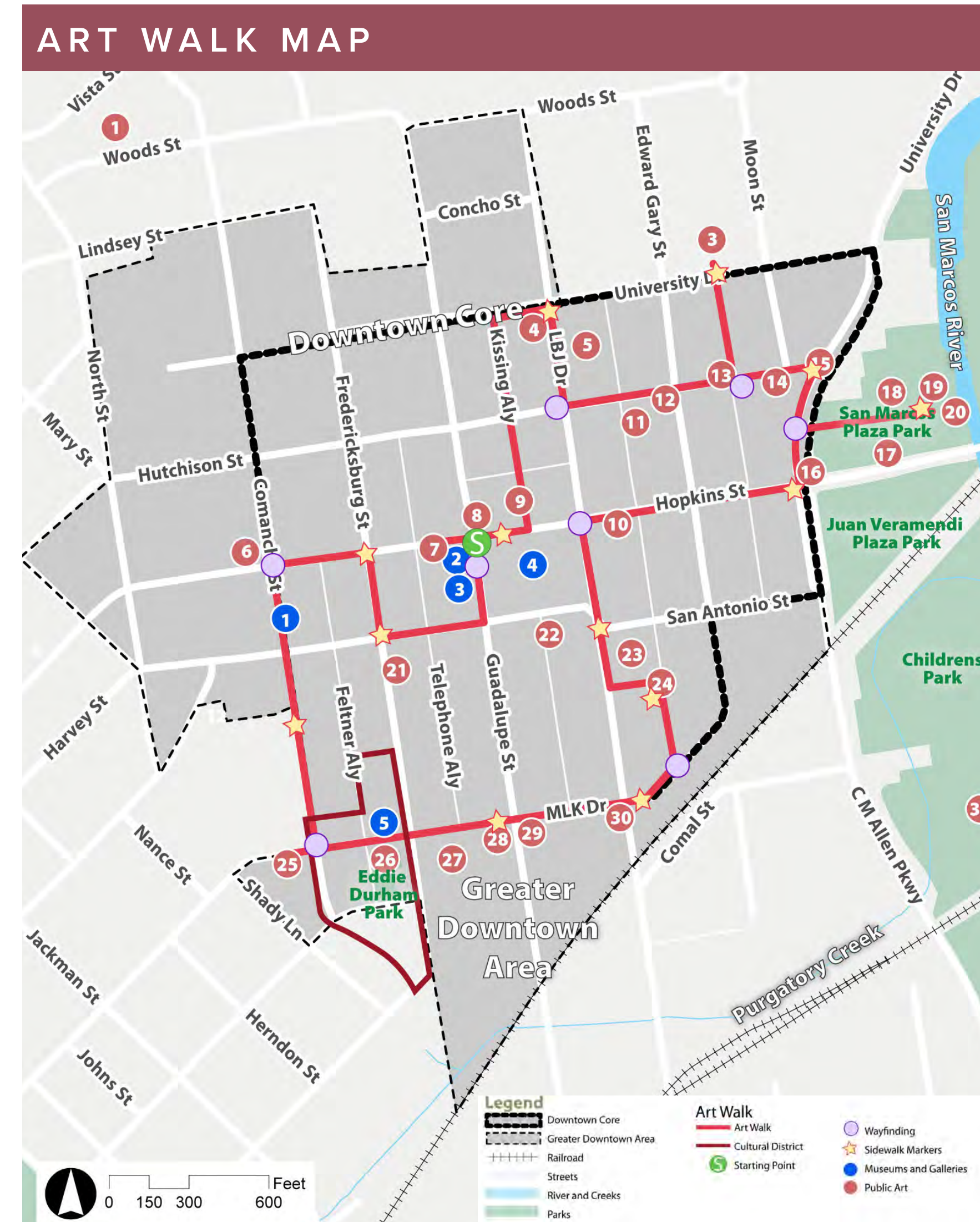
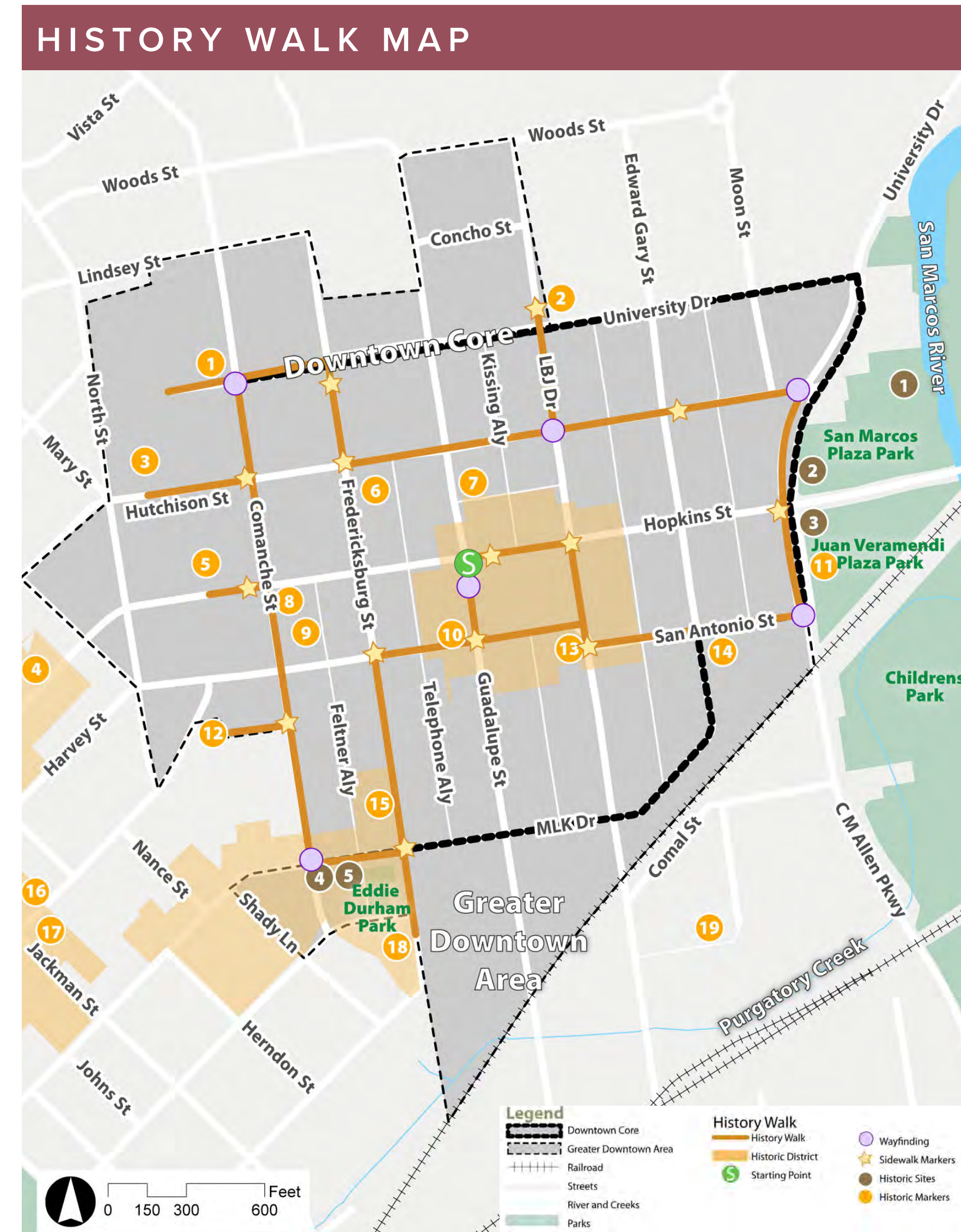


Sustainability

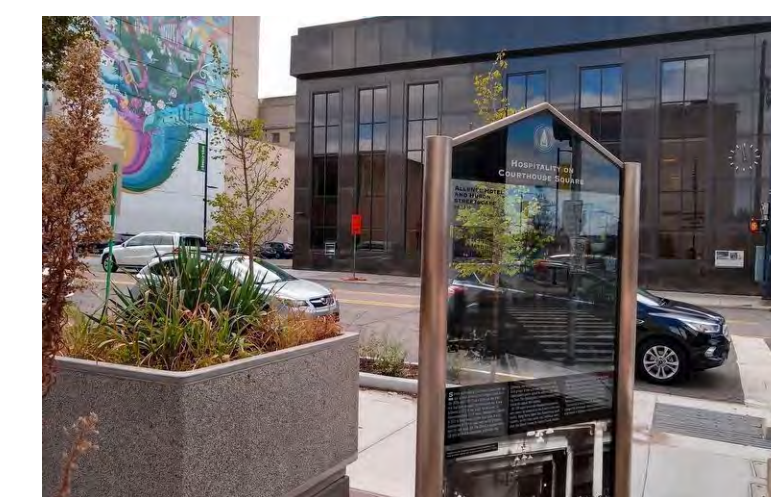
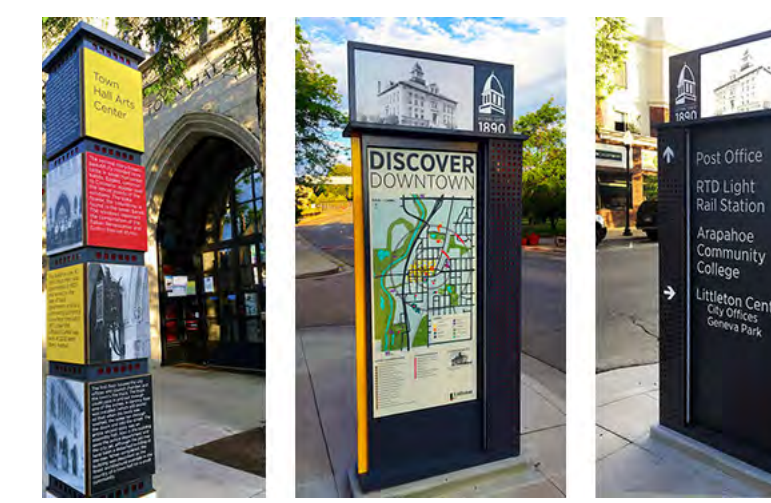


Town/ Gown Collaboration

DOWNTOWN SAN MARCOS HISTORY & ART WALK *(Recommendation G.4)*



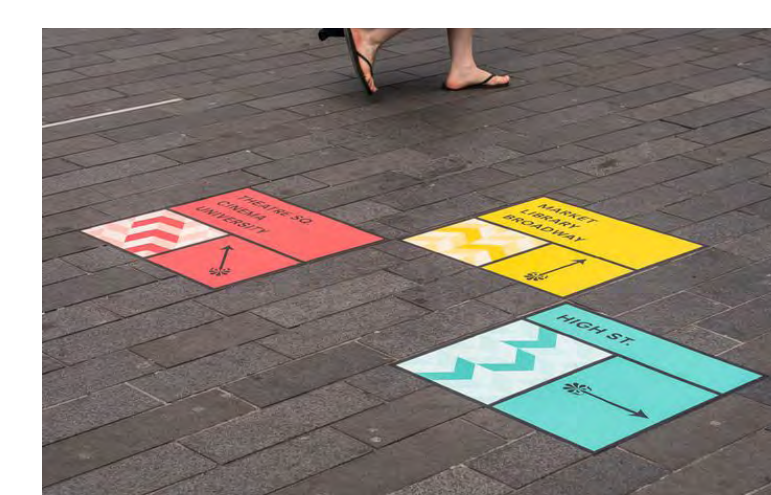
Downtown San Marcos is full of rich history and unique public art that showcases local culture and identity. These assets are not well identified or clearly connected today. An art trail, a history trail, digital information, and mobile maps would help locals and visitors alike navigate Downtown to learn about these sites and amenities. The Art Walk shown below, could be mentioned on the existing San Marcos Art Map website, and the route and identification features can be updated as public art features shift and add over time. The San Marcos Art Map website is also intended to be updated and show more information about each public art location, including an artist biography, history of the piece, and other interesting facts. Wayfinding signs would be featured along the routes to identify history, art, and cultural assets, provide maps and directional signage, and QR codes linking to a mobile interface. Painted physical markers on the ground would help identify the walking path routes and catch the attention of pedestrians.



MOBILE INTERFACE

San Marcos' Art/History Walk webpage could include a number of functions:

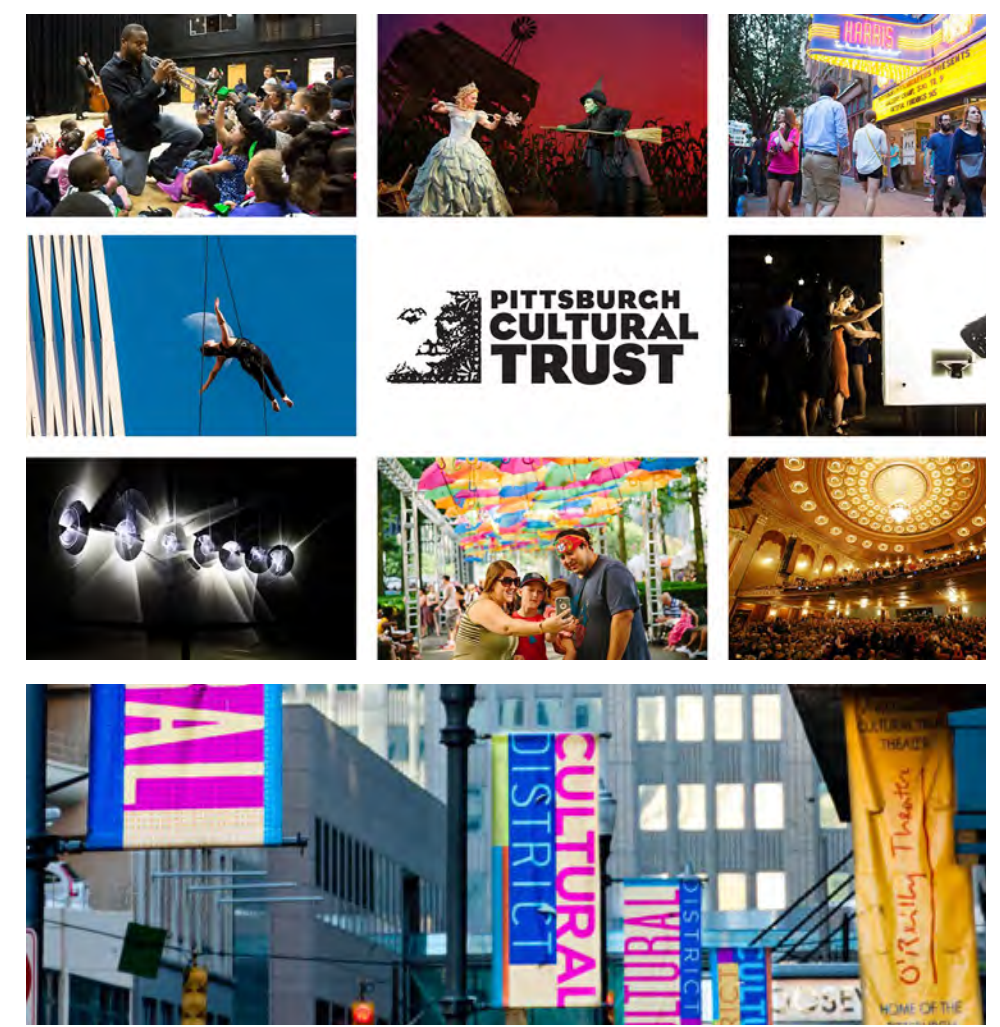
- Clearly marked path or route and navigational guidance and location services to determine where a user is along the walk
- All public art/history locations marked with pins and clickable for more information such as name, historical significance, artist information, and in-app videos
- Links to the website from QR codes
- Painted temporary signage for special events and programming
- A list of performing arts/event venues with a calendar of events, option to buy tickets, and links to additional public and non-profit art and history walks in downtown or San Marcos as a whole



CREATING A CULTURAL TRUST & CULTURAL DISTRICT *(Recommendation G.5, G.6)*

To help fund the visual and performing arts, San Marcos can follow the example of Pittsburgh Cultural Trust. The area surrounding Eddie Durham Park is ideal for a Cultural District.

The Pittsburgh Cultural Trust was founded as a non-profit in the 1980s with the hopes of revitalizing a declining part of the city. The 14-block area subsequently went through a process of restoring old theaters for use, redeveloping adjacent properties, creating new performance, public art, park, and recreation spaces. It attracts a variety of uses, which keeps the spaces activated with locals and tourists even when there is not a large performance. A district like this would thrive in San Marcos as they encourage business development, establish a tourist destination, provide opportunity for state funding, preserves and promotes historic sites, and attracts artists and cultural enterprises.



Other communities in Texas that have successfully created a cultural district:

- Bastrop
- Denton (shown)
- Wimberley
- Smithville



COMMENTS:

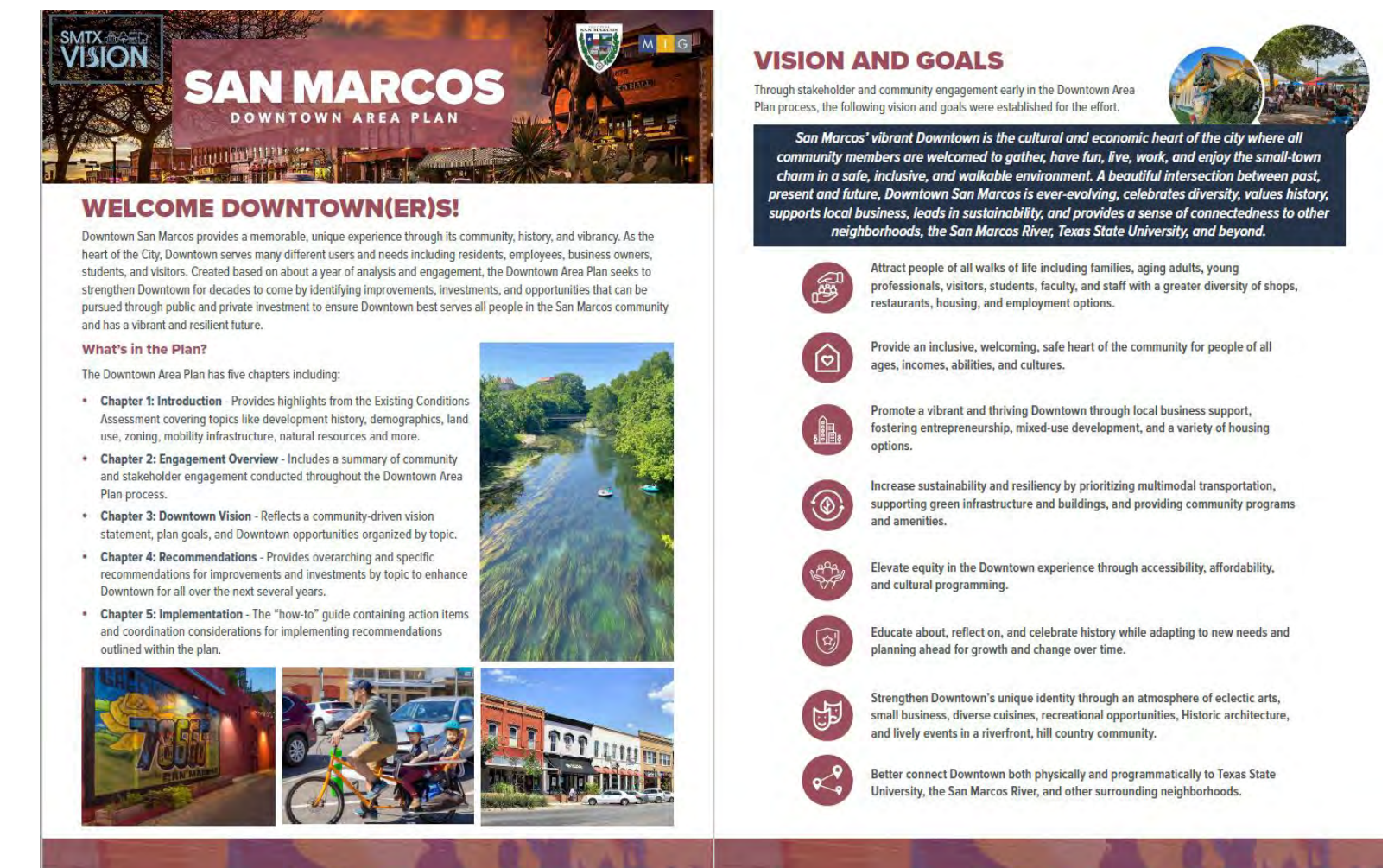
HOW TO REVIEW THE DRAFT DOWNTOWN AREA PLAN



THANK YOU FOR YOUR PARTICIPATION IN THE DOWNTOWN AREA PLAN!

The Downtown Area Plan will be an instrumental document in defining and achieving the community's vision for the future. As a growing community, the document will be a tool used by city leaders, businesses, organizations, and residents for the next 10-20 years for key actions prioritized by our community. It is a "game plan" or a "to-do list" for achieving a community vision for a thriving downtown!

Now that you've had a sneak peek of the plan highlights, you can dive deeper into the plan and provide additional comments! Comments are due on **Friday, February 3.**



1

REVIEW THE PLAN ONLINE

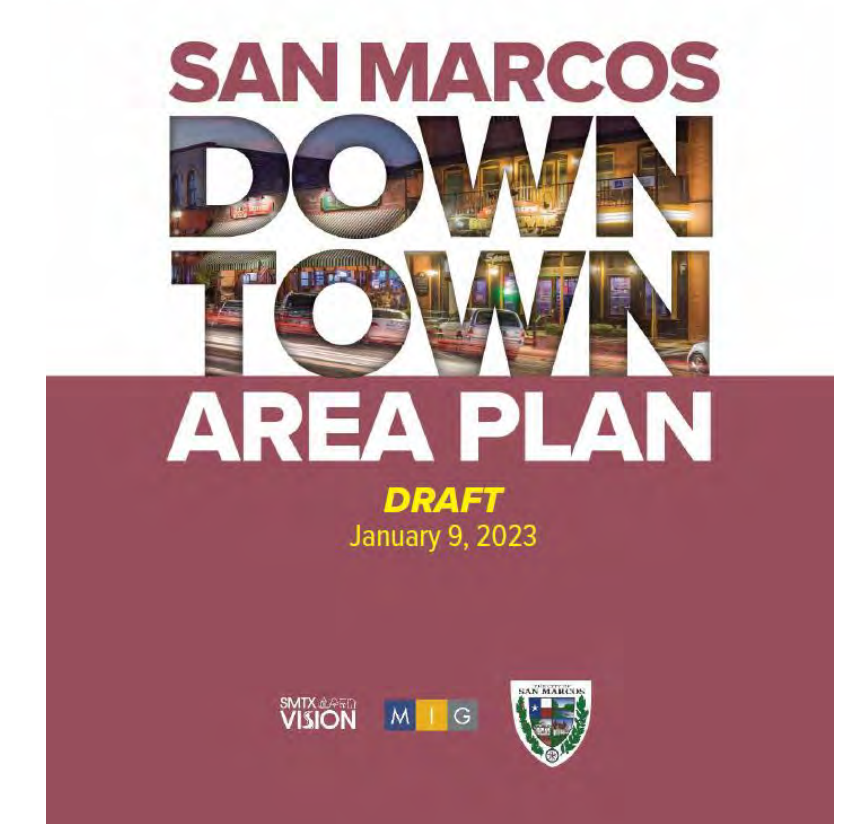
Visit www.visionsmtx.com or scan the QR code to access the interactive document, provide comments, and interact with others!



2

TAKE-HOME TOOLKIT

Do you prefer a paper copy of the plans? Grab a take-home toolkit from this station and drop it off at the Planning & Development Services Department no later than Friday, February 3.



3

FARMERS MARKET BOOTH

Want to chat more with staff about the plan? Stop by our information booth at the San Marcos Farmers Market on Saturday, January 21 from 9 a.m. – 1 p.m. at the San Marcos Downtown Square, 111 E San Antonio Street.



4

ADDITIONAL QUESTIONS

Want to talk more about the plans? Contact us!

Project Manager:
Andrea Villalobos, Planning Manager
avillalobos@sanmarcostx.gov
512.805.2623

Planning and Development Services
planninginfo@sanmarcostx.gov
512.393.8230.