

# VISION SMTX ABOUT THE PROJECT

## WHAT IS A COMPREHENSIVE PLAN?

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

## WHY CREATE A COMPREHENSIVE PLAN?

A comprehensive plan serves as the record of the city's long-range vision. In the face of constant change, this is the most important reason to plan. San Marcos' existing Comprehensive Plan, *Vision San Marcos, A River Runs Through Us* was adopted in 2013, in the midst of the City being named the Fastest Growing City in the United States! San Marcos has continued to see growth. Hays County was named the fastest growing county in the U.S. between 2010-2020. San Marcos is projected to see an estimated 42,000-64,000 new housing units and 51,000 new jobs by 2050. The Draft Vision SMTX builds upon the former Comprehensive Plan to create updated goals for topics such as arts and culture or housing, and refine where and how we want to grow in the upcoming years.

## WHAT'S IN THE PLAN?

**Chapter 1: Introduction & Community Profile**

**Chapter 2: Vision for Equitable & Compatible Growth**

*Explore 7 key topics important to the community and the goals, policies, and objectives needed to achieve our vision.*

**Chapter 3: Preferred Growth Scenario**

*How and where we want to grow and the different types of places that are created to support the community.*

**Chapter 4: Area Planning**

*Explore planning for different neighborhoods and regions in San Marcos on a smaller scale.*

**Chapter 5: Implementation**

*How we measure success and make progress.*

## WHAT QUESTIONS DID WE EXPLORE IN VISION SMTX?

What goals do you want to see San Marcos realize in the next 10-20 years?

How can we plan San Marcos for future generations?

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

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

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



### Key themes heard from the community:

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



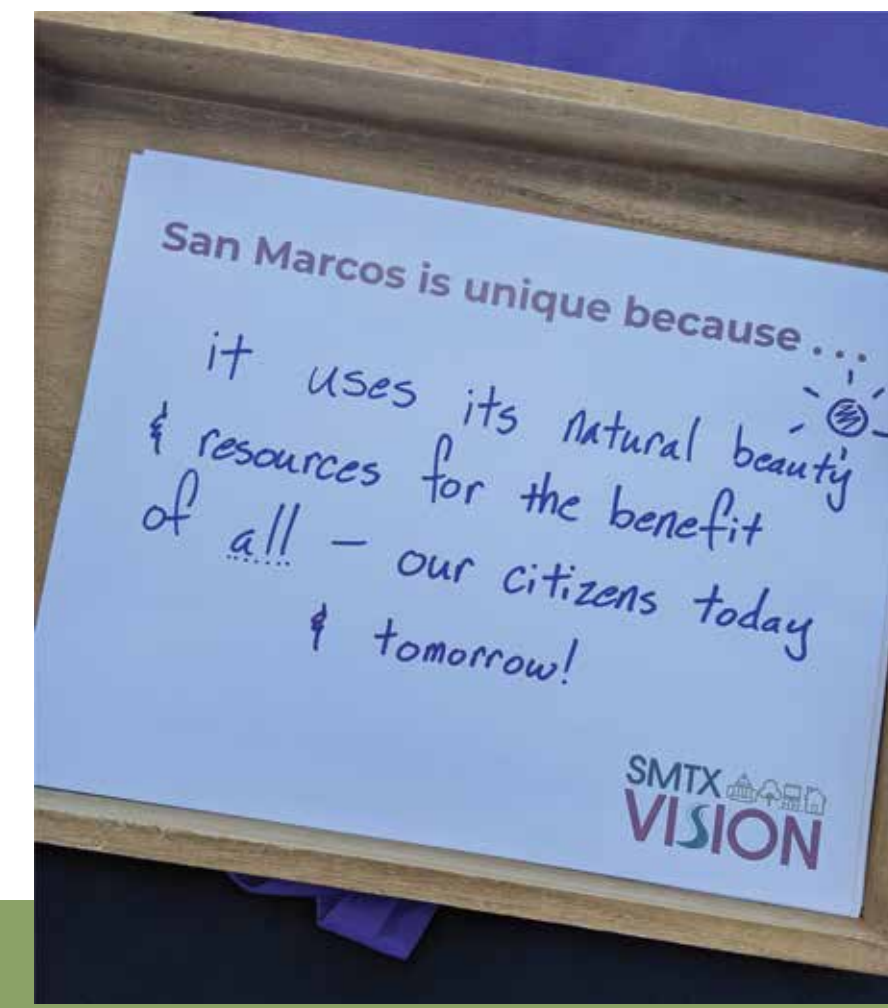


# VISION SMTX

## VISION AND GUIDING PRINCIPLES

### CREATING A VISION STATEMENT

Using values articulated by the community throughout the early part of the planning process, a vision statement was drafted for San Marcos looking out to 2050. The vision statement describes how San Marcans picture their city in the future. This vision also establishes the lens through which the Preferred Growth Scenario and associated Place Types, introduced in the next station, were created and analyzed.



### VISION STATEMENT

**“San Marcos is a community of diverse and inclusive neighborhoods that protects and celebrates the river and other rich natural, historical and cultural assets; embraces its small-town feel, charm and quality of life; and leverages strategic development to continue building a sustainable community with enhanced access and opportunities for people and businesses.”**

### GUIDING PRINCIPLES

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

#### SUSTAINABLE AND RESILIENT

San Marcos strives to promote and balance economic, environmental resiliency, and social sustainability for current residents and future generations.

#### EQUITABLE, DIVERSE, & INCLUSIVE

opportunity, choice and a sense of belonging for all residents, regardless of age, race/color, religious beliefs, sexual orientation and gender identity, ethnicity, ability, income, education, or political affiliation.

#### UNIQUE AND COMPLETE

San Marcos will improve access to employment and essential goods and services throughout San Marcos while respecting individual preferences and protecting the unique character of existing neighborhoods and places.

#### SUPPORTED AND CONNECTED

San Marcos strives to ensure that existing and new development throughout the community has sufficient infrastructure and access to critical amenities to support and connect residents, employees and visitors now and in the future.

#### STRATEGIC AND COMPLEMENTARY

San Marcos will ensure that new development adds to the greater whole of the community and that the long-term impacts of development are considered in short-term decision making.



# VISION SMTX PLANNING ELEMENTS

## WHAT ARE PLANNING ELEMENTS?

Planning Elements are topics that are most important to our community. They help us achieve our vision and are a “game plan” for the future. Each topic is organized into goals, policies, and strategies. Summarized below are the goals associated with each Planning Element, however, policies and objectives can be found in the Draft Plan!

**GOALS** = *What do we want to accomplish?*

**POLICIES** = *How can we reach our goals?*

**OBJECTIVES** = *How will we know if we're successful?*



## HOUSING + NEIGHBORHOODS (NH)

### GOAL NH-1

Ensure that San Marcos neighborhoods provide safe, affordable, and healthy homes and environments for residents

### GOAL NH-2

Promote diverse housing choices and attainability at all affordability levels to accommodate household size, preference, and characteristics over residents' life spans

### GOAL NH-3

Protect and enhance the natural, cultural, and historic resources of all San Marcos communities through neighborhood stabilization, thoughtful growth, and compatible development

### GOAL NH-4

Create walkable “15-minute” neighborhoods that provide easy access to essential services and amenities in both new and existing neighborhoods



## LAND USE + COMMUNITY DESIGN AND CHARACTER (LU)

### GOAL LU-1

Accommodate future growth throughout the City, with higher densities in mixed-use, compact, connected neighborhood centers consistent with the Preferred Scenario Map

### GOAL LU-2

Ensure all residents have safe and convenient access to nearby basic amenities, goods, and services

Establish a set of tools and programs, including incentives, to direct and manage growth consistent with community goals

### GOAL LU-4

Institutionalize and/or incentivize land use policies, development practices, and conservation design elements that protect or improve the natural environment as the City grows





# VISION SMTX PLANNING ELEMENTS

## ARTS AND CULTURE (AC)



### GOAL AC-1

Foster arts and culture citywide to provide enrichment and education opportunities for all residents

### GOAL AC-2

Strengthen the local network of arts and culture organizations and establish a dedicated funding stream

## ECONOMIC DEVELOPMENT (ECD)

### GOAL ECD-1

Leverage local assets, including university, business, historic, natural, and arts and cultural resources, to provide economic opportunities at all income and educational levels

### GOAL ECD-2

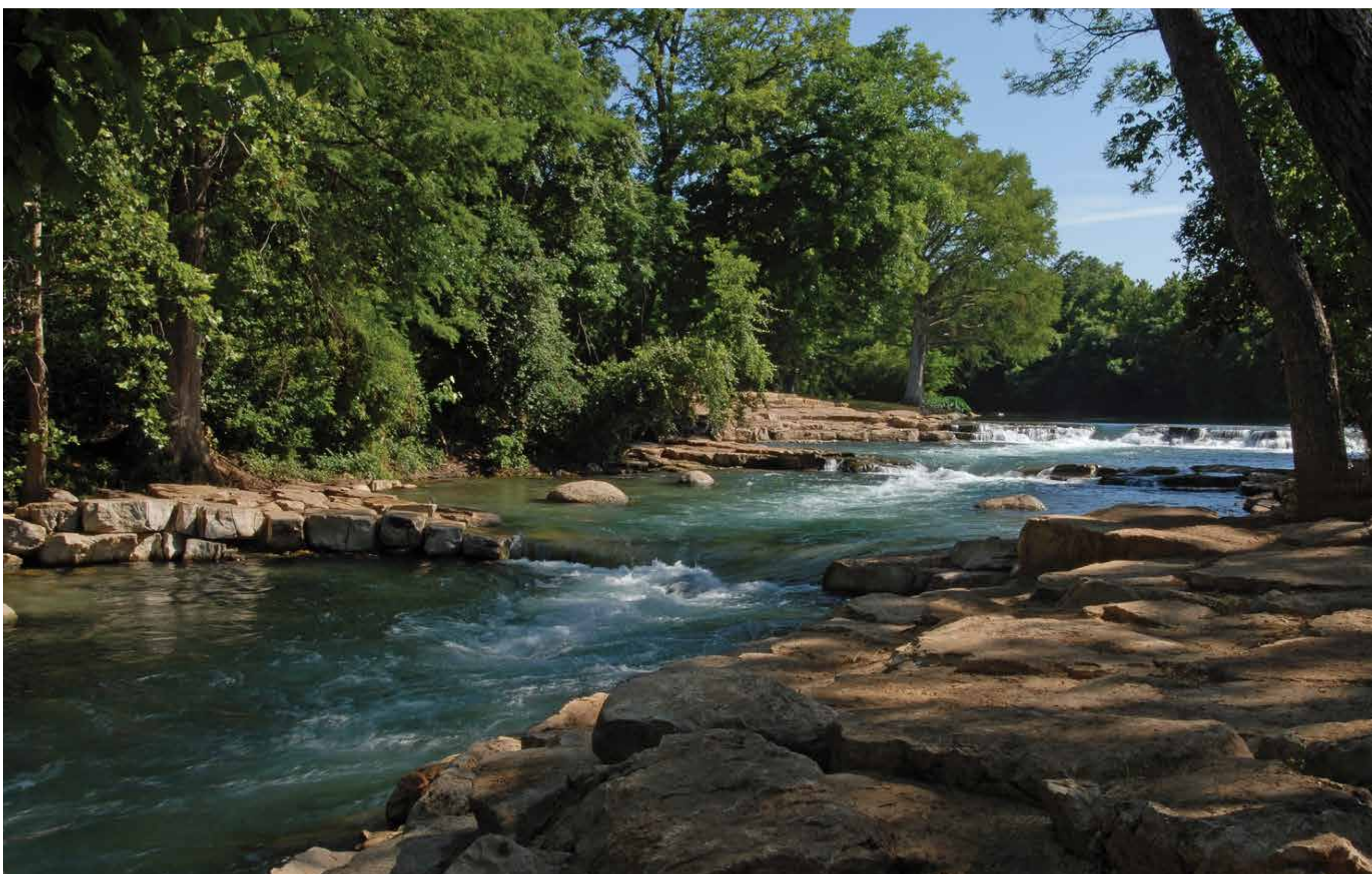
Strategically grow the San Marcos economy with targeted strategies and investments that attract talent, support local businesses, and create vibrant commercial centers

### GOAL ECD-3

Ensure City economic development strategies and programs are aligned with local policies and priorities and position San Marcos to be regionally competitive



## ENVIRONMENTAL AND RESOURCE PROTECTION (ENV)



### GOAL ENV-1

Protect, restore, and conserve open spaces and natural systems (particularly waterways, floodplains, watersheds, arst, and recharge features) as growth and development occur

### GOAL ENV -2

Ensure adaptability and resilience to natural, climate, and other unexpected events to protect human life and natural resources

### GOAL ENV -3

Facilitate reduced energy use, water consumption, and waste production and encourage green building practices



# VISION SMTX PLANNING ELEMENTS

## PARKS AND PUBLIC SPACE+ HEALTH, SAFETY AND WELLNESS (PPS)

### GOAL PPS-1

Provide an accessible, diverse connected network of parks, open spaces, and recreation facilities to serve the entire San Marcos community

### GOAL PPS-2

Ensure stewardship of the rivers, aquifers, and other sensitive lands and natural resources while providing outdoor recreation opportunities

### GOAL PPS-3

Balance investments in maintenance, operations, and upgrades of existing parks and open spaces with conservation and protection of open spaces and acquiring new land and facilities

### GOAL PPS-4

Provide reliable emergency, community and public safety services



## TRANSPORTATION (TR)

### GOAL TR-1

Develop a robust, balanced, multi-modal transportation system that provides safe, comfortable, and convenient mobility Options for people of all abilities

### GOAL TR-2

Create a multi-modal, well-connected, and efficient transportation network that minimizes congestion, energy use, and climate pollutants

### GOAL TR-3

Coordinate land use and transportation planning to support a healthy economy, viable transit systems, and healthy neighborhoods





# VISION SMTX PREFERRED SCENARIO MAP

## WHAT IS THE DRAFT PREFERRED SCENARIO MAP?

The Draft Preferred Scenario Map is a tool used to determine where and how we grow. With an additional **42,000-64,000 new housing units and 51,000 new jobs projected in San Marcos by 2050**, the Draft Preferred Scenario Map helps plan for this growth by creating different types of places to support our community's needs. This map build's upon San Marcos' existing preferred scenario map, but adjusts to the growth of the past decade, new community ideas, and national best practices.

## WHAT WE HEARD / WHAT IS REFLECTED IN THE MAP

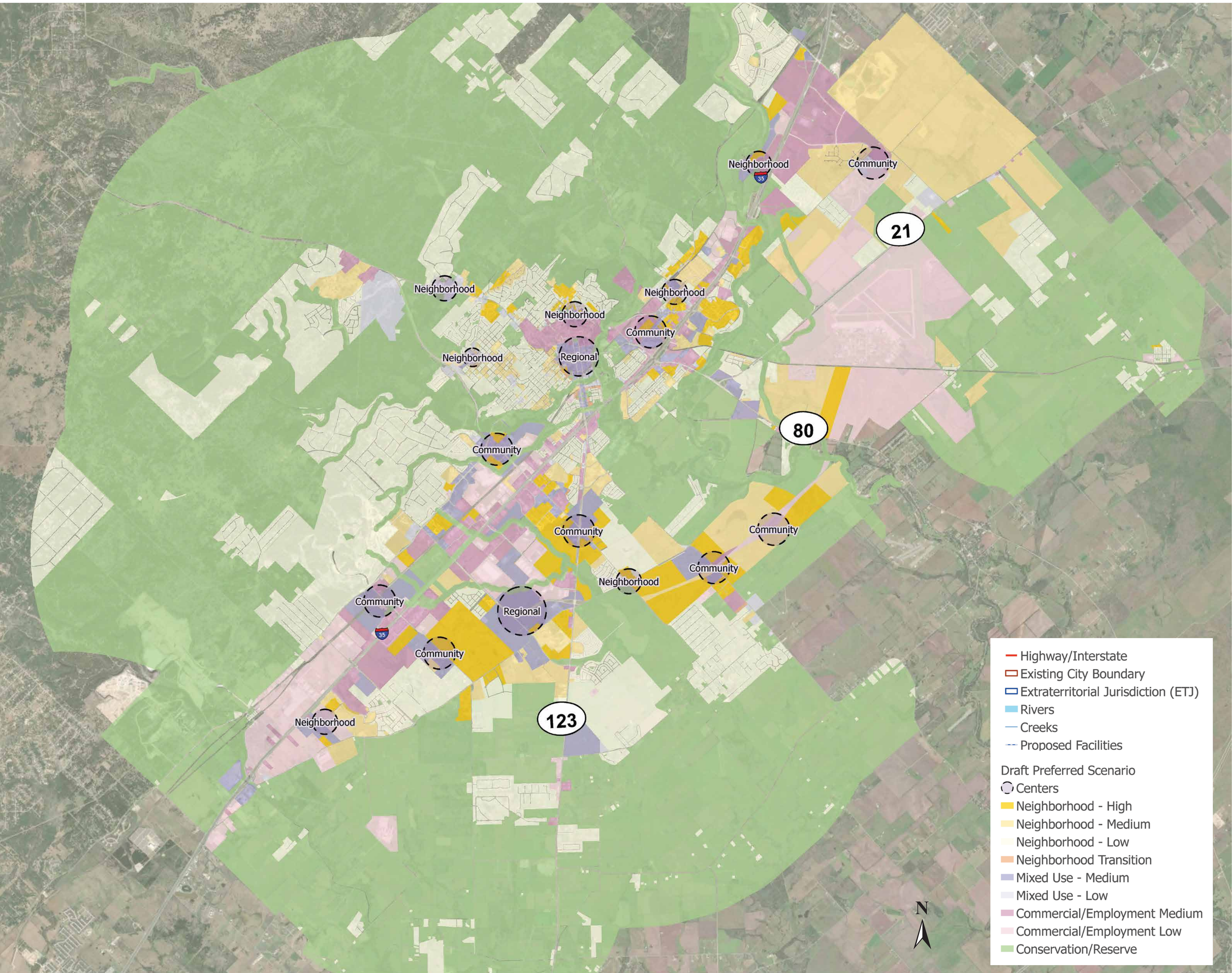
During the engagement process the community communicated a desire for all areas of SMTX to meet the daily needs of nearby residents and employees. This includes the need for access to their everyday essentials as well as amenities such as parks, shops, restaurants, trails, and community spaces near where they live, particularly on the east side of IH-35 or in newer neighborhoods that are increasingly disconnected from the rest of the City. Neighborhoods that provide people with safe and convenient choices for a variety of goods, services, jobs, and housing options are more equitable and contribute to complete communities.

## COMPLETE COMMUNITITES

Complete Communities are made up of a variety of places that provide opportunities for people to live, work, and play. Many areas in San Marcos today are single use. For example, residential neighborhoods that have no nearby goods and services, or employment areas that are far removed from the housing where employees live. By locating a variety of places near each other and promoting a more equitable distribution of mixed use places, communities can benefit from the proximity of complementary uses.

## COLORS ON THE MAP

To achieve the goal of truly Complete Communities, Vision SMTX introduces Place Types represented by different colors on the map. A Place Type thinks about a place more holistically and at a larger scale, incorporating guidance for land use, transportation, layout, and design, that are unique and authentic to the community and its needs.

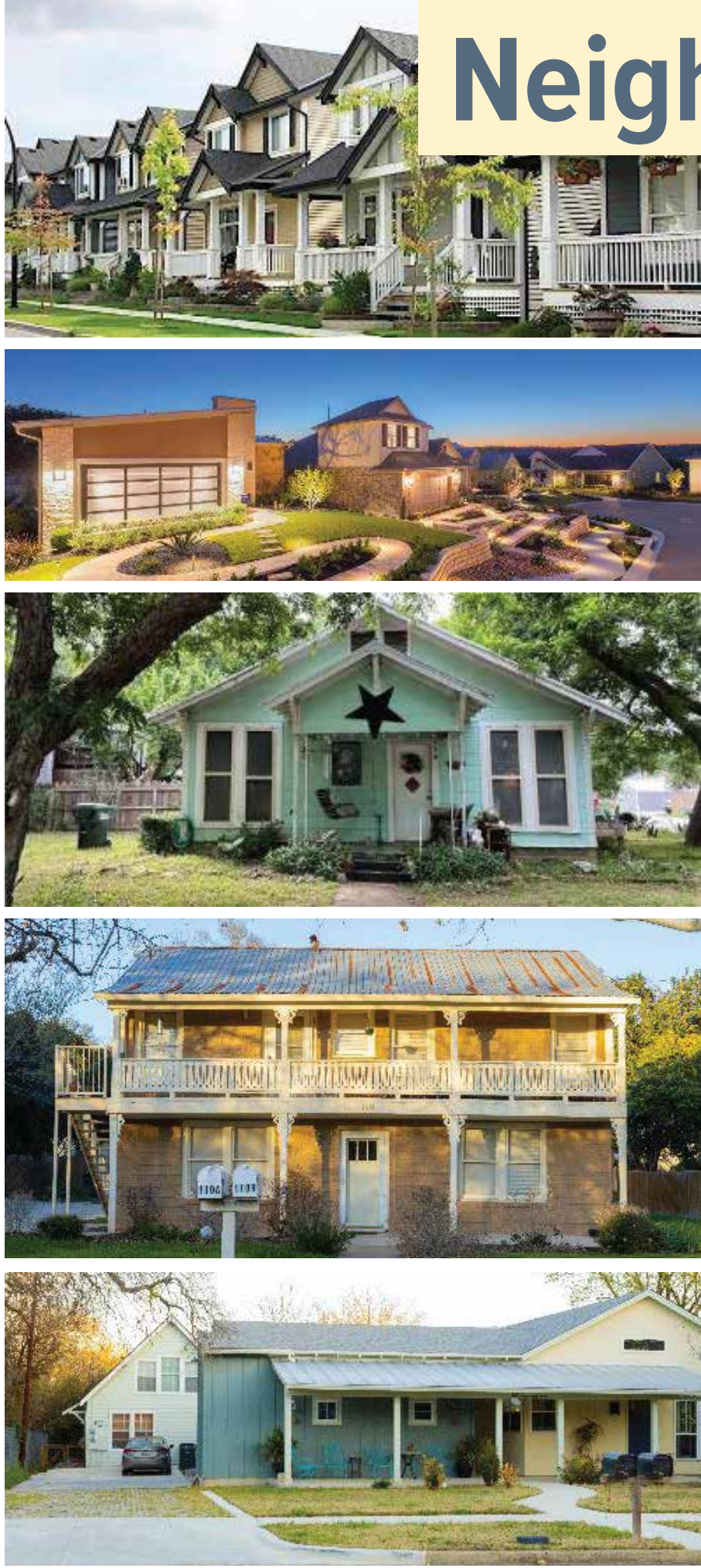




# VISION SMTX

## HIGH LEVEL LAND USE / INTENSITY PALETTE

### Neighborhood - Low



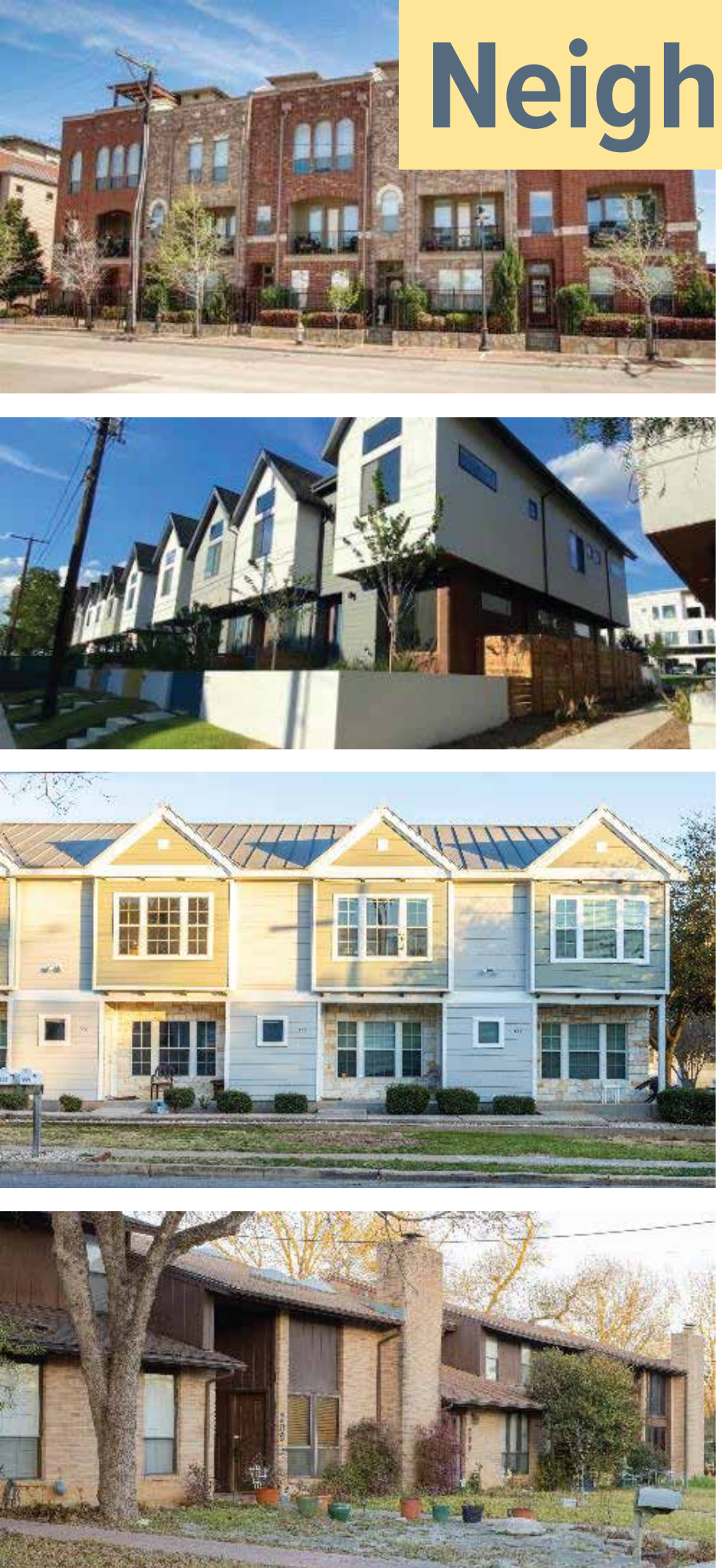
**Land Uses:** These areas are primarily characterized by detached single family residential, but also have attached single family, accessory dwelling units (ADUs), and/or public/institutional uses. Secondary uses may include home-based businesses and businesses adaptively re-using homes.

**Housing Density:** The typical density of these areas is 3-6 units per acre.

**Mobility:** Lower density roadways of local streets with comfortable sidewalks and/or multi-use pathways.

**Amenities:** Due to their scale, smaller amenities are typically integrated into the place or immediately adjacent. Small parks, plazas, and public art can help establish a sense of place and strengthen identity.

### Neighborhood - Medium



**Land Uses:** These areas are primarily characterized by attached single family or low to medium-scale multi-family residential. Public/institutional uses, parks and open space, and mixed-use and/or commercial development are well-distributed to promote access by walking and biking.

**Housing Density:** The typical density of these areas is 6-12 units per acre.

**Mobility:** Medium density roadway network with sidewalks, dedicated bike facilities, and transit access should be included on the periphery of these areas.

**Amenities:** A range of parks, plazas, and open spaces should be integrated in Mixed Use Medium places, along with civic and cultural uses, public art, and other placemaking elements.

### Neighborhood - High



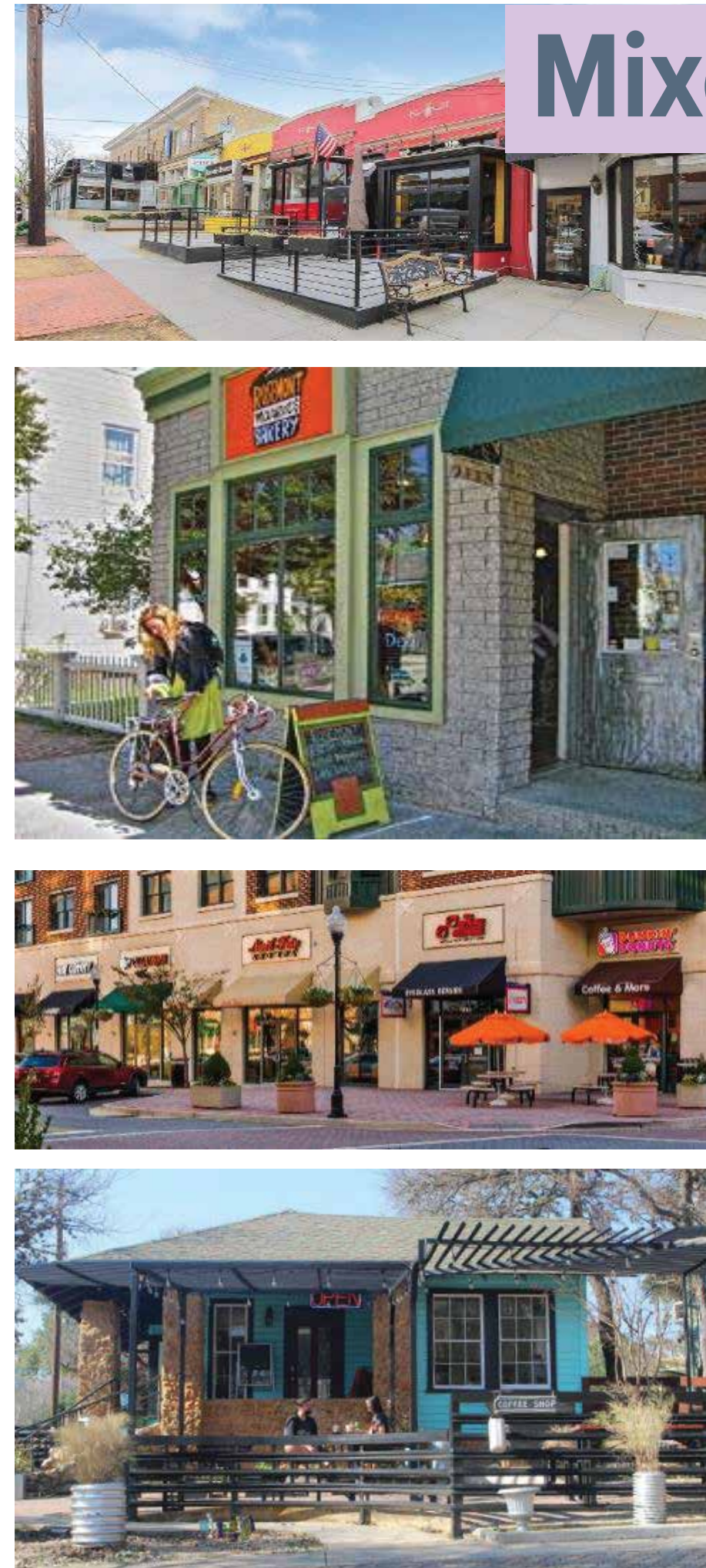
**Land Uses:** These areas are primarily characterized by medium to higher scale multifamily and attached single family. Mixed use commercial, public/institutional, and parks and open space may also be provided.

**Housing Density:** The typical density of these areas is 12+ units per acre.

**Mobility:** Higher density road network with complete streets, including sidewalks, dedicated bike facilities, and transit access is needed.

**Amenities:** A full range of parks with integrated stormwater elements and features for residents and visitors, public art, civic facilities.

### Mixed Use - Low



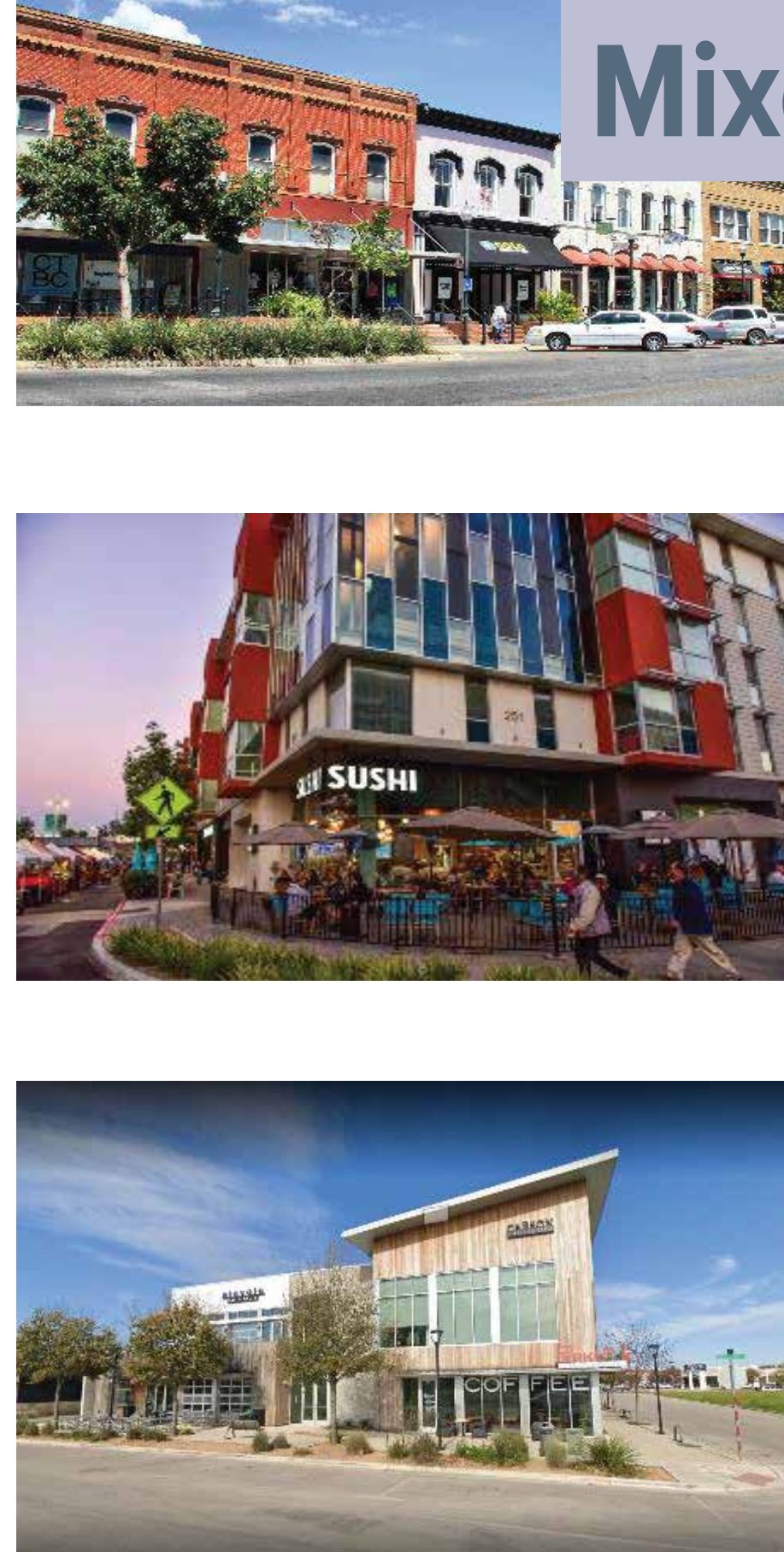
**Land Uses:** These areas are primarily characterized by small to medium scale commercial and mixed-use buildings and shops and may contain small office, live-work units, parks and open space or other public/institutional uses.

**Housing Density:** The typical density is 8-15 units per acre and 10 jobs per acre with some housing potentially integrated.

**Mobility:** This area typically has a more active street with sidewalks and bike facilities along and connecting to the destination.

**Amenities:** Due to their scale, smaller amenities are typically integrated into the place or immediately adjacent. Small parks, plazas, and public art can help establish a sense of place and strengthen identity.

### Mixed Use - Medium



**Land Uses:** These areas are primarily characterized by medium to higher scale mixed-use buildings, hospitality uses, and medium to higher scale multifamily. Other uses include mixed use commercial, attached single-family, parks and open space or other public/institutional uses.

**Housing Density:** The typical density is 12+ dwelling units per acre and 25 jobs per acre.

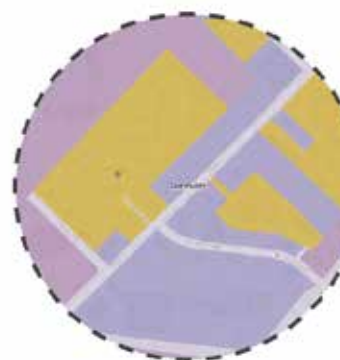
**Mobility:** This area should have a higher density road network with complete streets for safe use by all modes of transportation.

**Amenities:** A range of parks, plazas, and open spaces should be integrated in Mixed Use Medium places, along with civic and cultural uses, public art, and other placemaking elements.

### Centers



Neighborhood



Community



Regional



**Purpose:** These areas are characterized by smaller commercial centers that are walkable and typically embedded in or near neighborhoods so that residents have convenient, safe and equitable access to services. They should be concentrated to small geographies and distributed throughout the city.

**Purpose:** These areas are characterized by a mix of medium-intensity commercial and residential uses in a well-connected and walkable place. Development is vertically and horizontally mixed to achieve a high level of activation and vibrancy. Community Centers typically attract patrons from multiple neighborhoods.

**Purpose:** These areas are characterized by higher intensity commercial, residential and mixed use development in a well-connected, walkable and bikeable place. Regional Centers have unique offerings to the community and typically attract patrons from across the entire community and potentially the region.



# VISION SMTX

## HIGH LEVEL LAND USE / INTENSITY PALETTE

### Neighborhood Transition



**Land Uses:** These areas are primarily characterized by low scale commercial, mixed use, live-work, and attached residential development.

**Housing Density:** The typical density of these areas is 6-12 units per acres.

**Mobility:** Medium density roadway network with sidewalks, dedicated bike facilities, and transit access.

**Amenities:** A wide range of parks and other amenities are appropriate, but these areas may rely on nearby amenities due to their smaller footprint.



### Commercial/Employment - Medium



**Land Uses:** These areas are primarily characterized by medium to higher-scale office and other commercial, as well as civic, educational, and medical campus uses. Parks and open spaces should be integrated throughout.

**Housing Density:** The typical density of these areas is 20-30 jobs per acre and 6-12 housing units per acre (when applicable).

**Mobility:** Medium density roadway network with sidewalks, dedicated bike facilities, and transit access should be included on the periphery of these areas.

**Amenities:** A range of parks, plazas, and open spaces should be integrated in Commercial/Employment Medium places, along with civic and cultural uses, public art, and other placemaking elements.



### Commercial/Employment - Low



**Land Uses:** These areas are primarily characterized by light to heavy industrial, warehouse and distribution, lower density office, and general commercial. Additional uses may include civic, institutional, and hospitality.

**Housing Density:** The typical employment density of these areas is 8-15 jobs per acre.

**Mobility:** Lower density road network with heavy reliance on frontage roads and internal site circulation, multi-use pathways and sidewalks. Major roadways should include dedicated bike facilities and transit connections.

**Amenities:** A range of parks, open spaces and trails can make Commercial/Employment Low areas more attractive, but are not essential to make them a highly functioning place.



### Conserve/Reserve



**Land Uses:** These areas are primarily characterized by parks, improved open space, agricultural, ranch, and undeveloped land and may have public/institutional uses. Development may occur in these areas it should generally be clustered housing and/or mixed-use development.

**Housing Density:** The maximum density of these areas should be approximately 6-10 units per acre in developed areas and a typical net density of 1-5 units per acre

**Mobility:** Emphasis on pedestrian facilities, connected trails, and shared use paths. In Reserve areas, utilities should generally be provided locally (e.g., well, septic, etc.)

**Amenities:** Large open spaces and trails are the most common amenities; in most instances, the lack of or limited development is an amenity in and of itself.

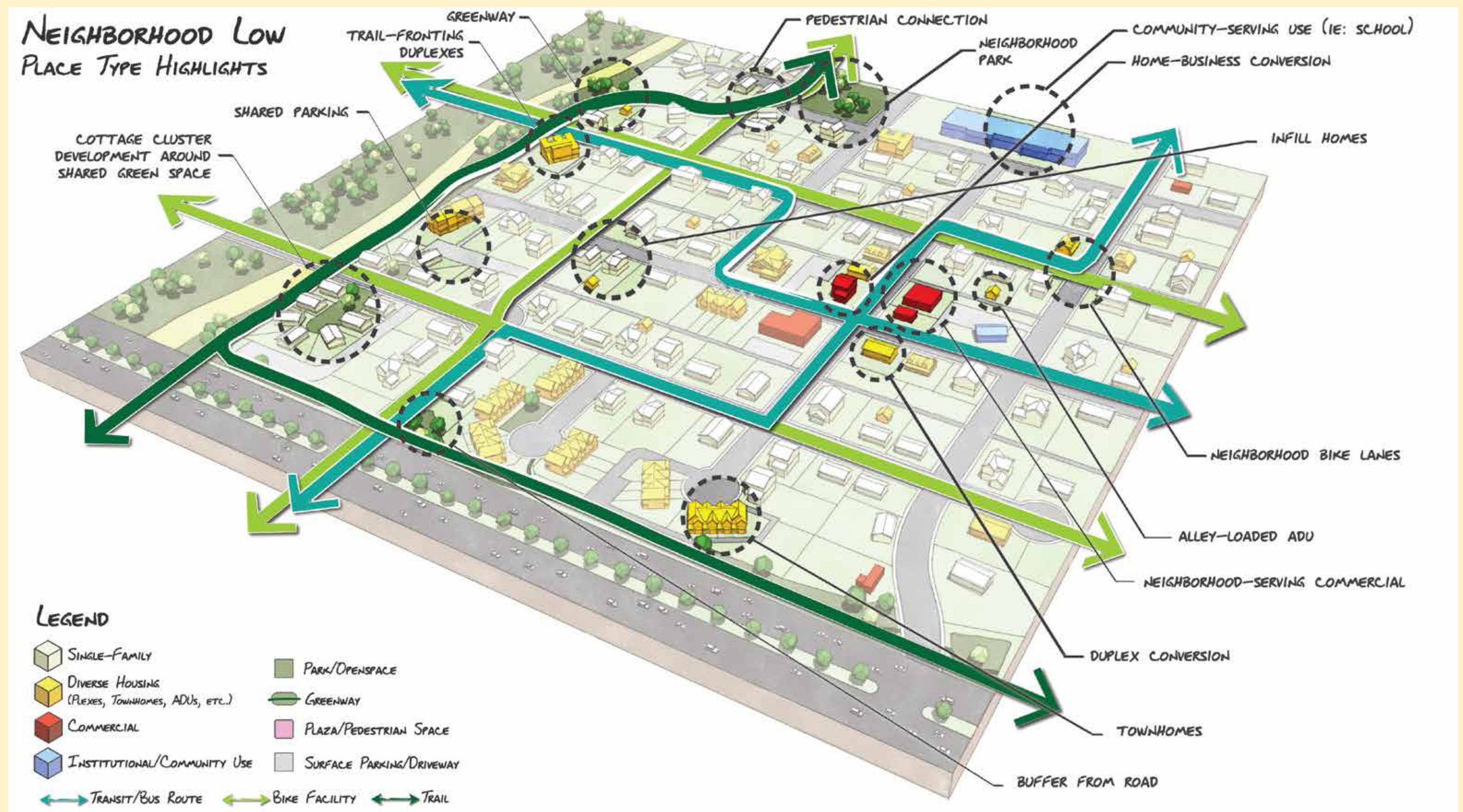




# VISION SMTX PLACE TYPES

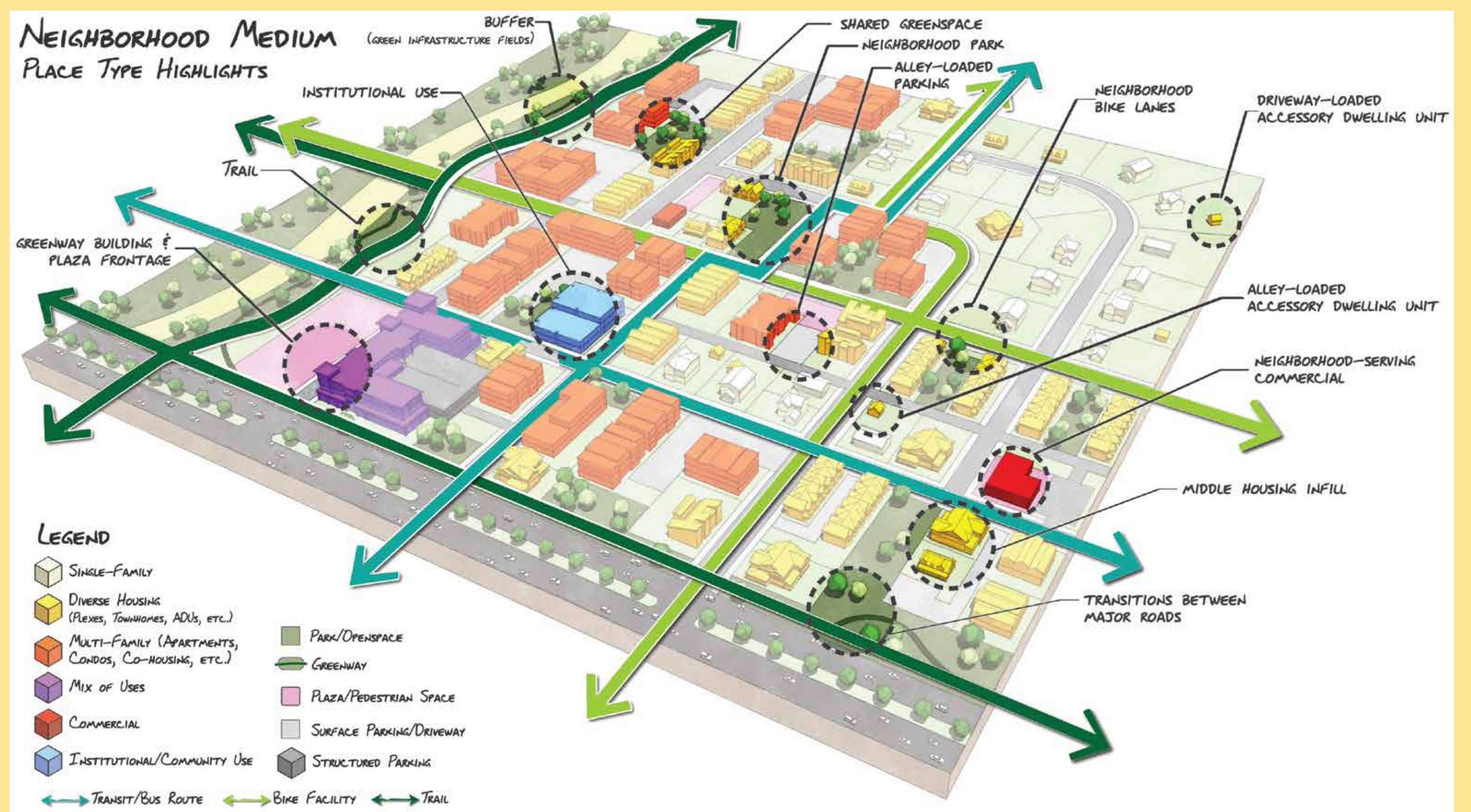
## Neighborhood - Low

**Purpose:** To recognize existing neighborhoods which are primarily single family detached housing, guide development of new “traditional neighborhoods”, and promote a thoughtful introduction of other housing types in these areas in ways that maintain their character.



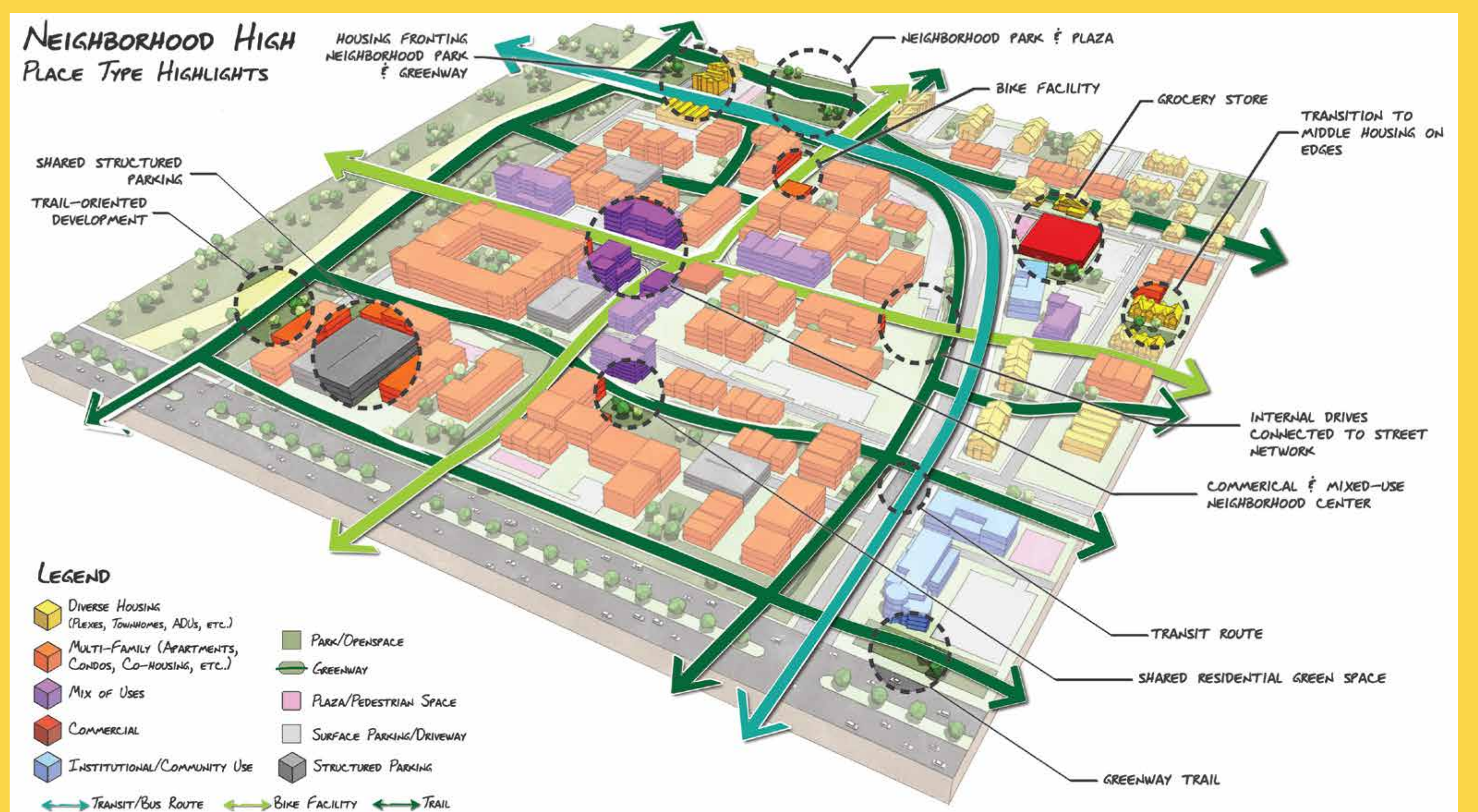
## Neighborhood - Medium

**Purpose:** To recognize existing neighborhoods which are primarily attached single family and multi-family housing and to guide the development of new medium density neighborhoods that are better connected to amenities, goods and services.



## Neighborhood - High

**Purpose:** To guide the development of moderate to higher intensity housing types to meet a range of housing needs in proximity to medium and high intensity mixed use centers. They require adequate transportation facilities to connect residents to jobs and services.

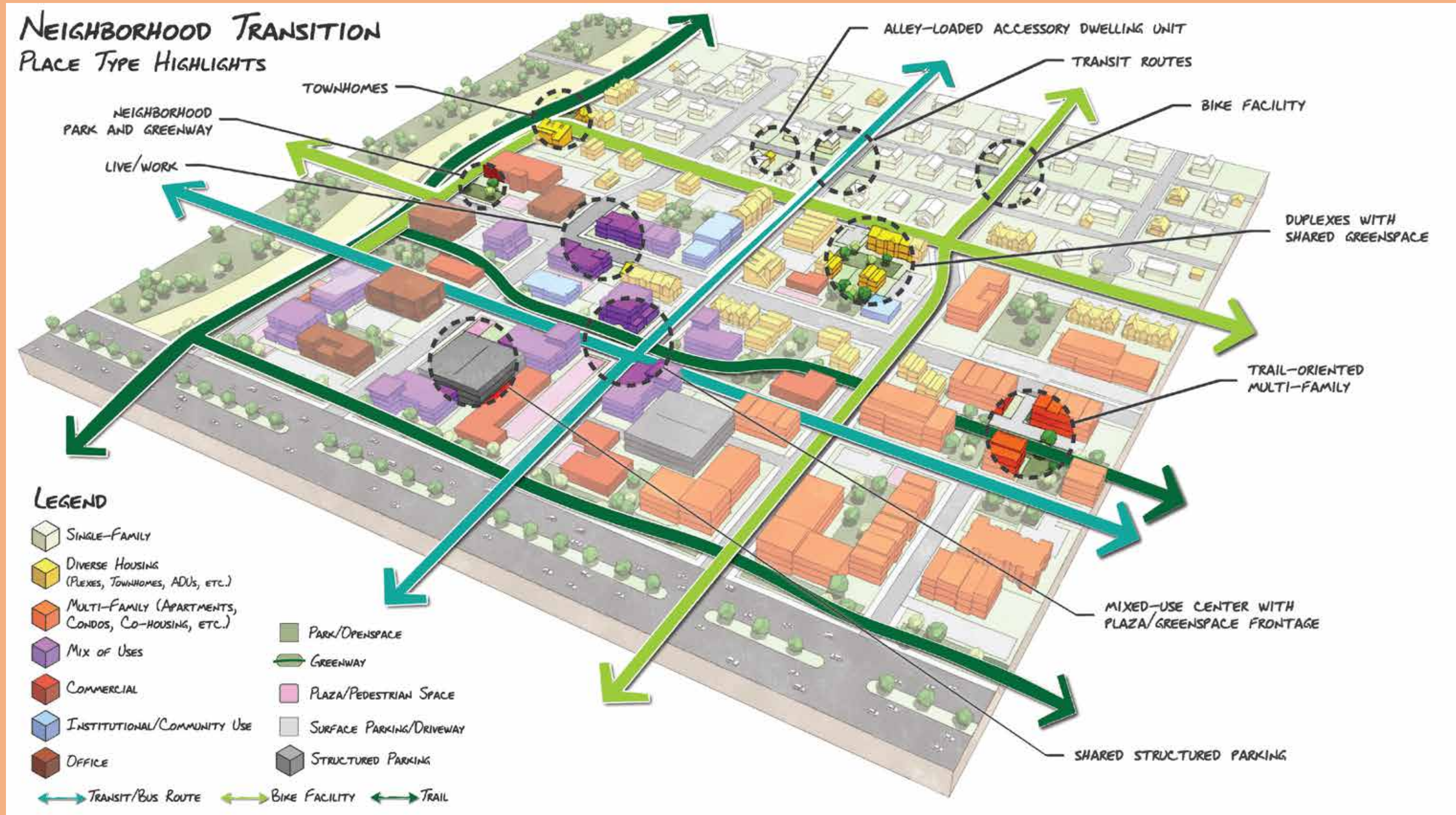




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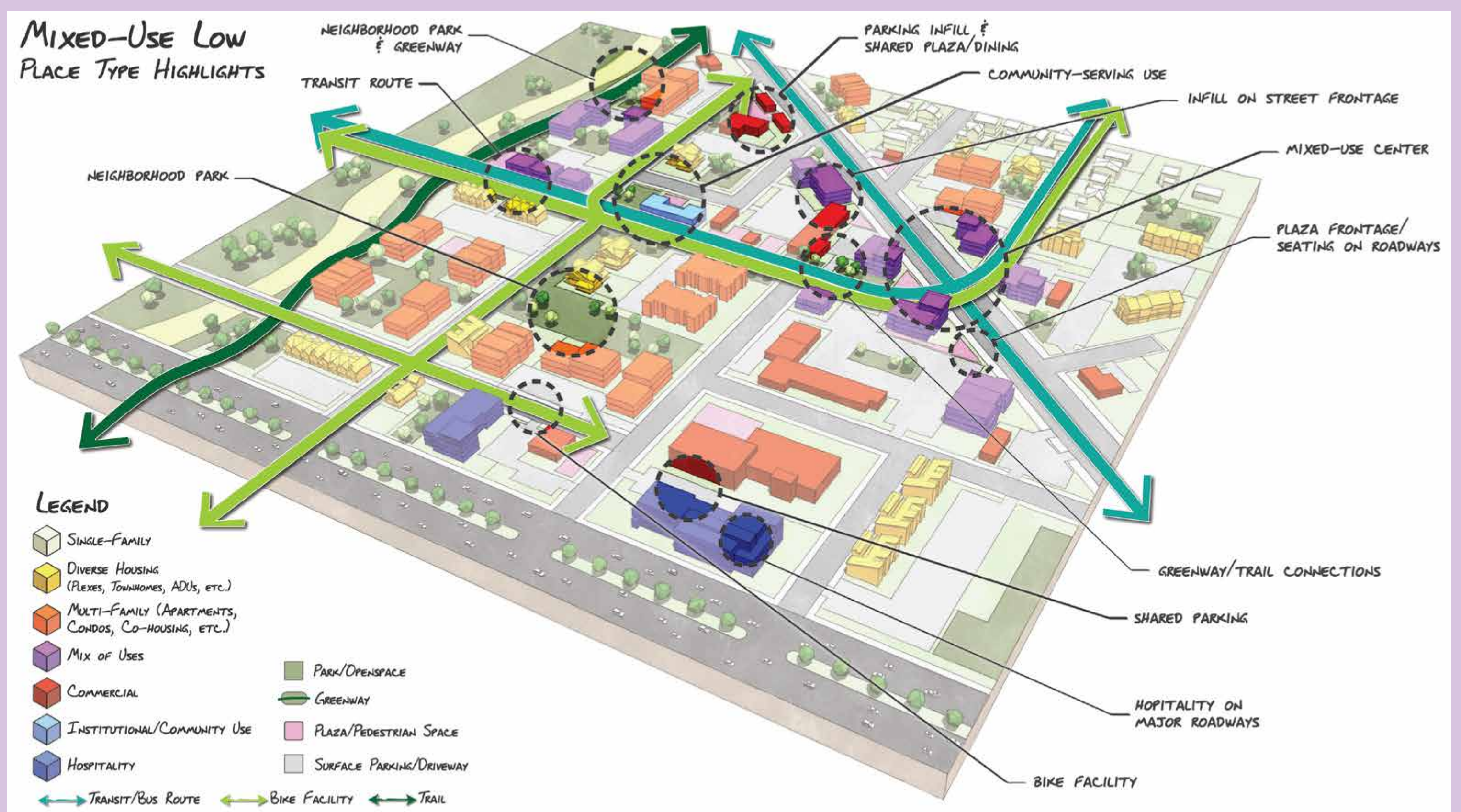
## Neighborhood Transition

**Purpose:** To provide appropriate transitions between mixed use, non-residential place types and neighborhood place types. Transitions should be achieved in the form of both use and built form.



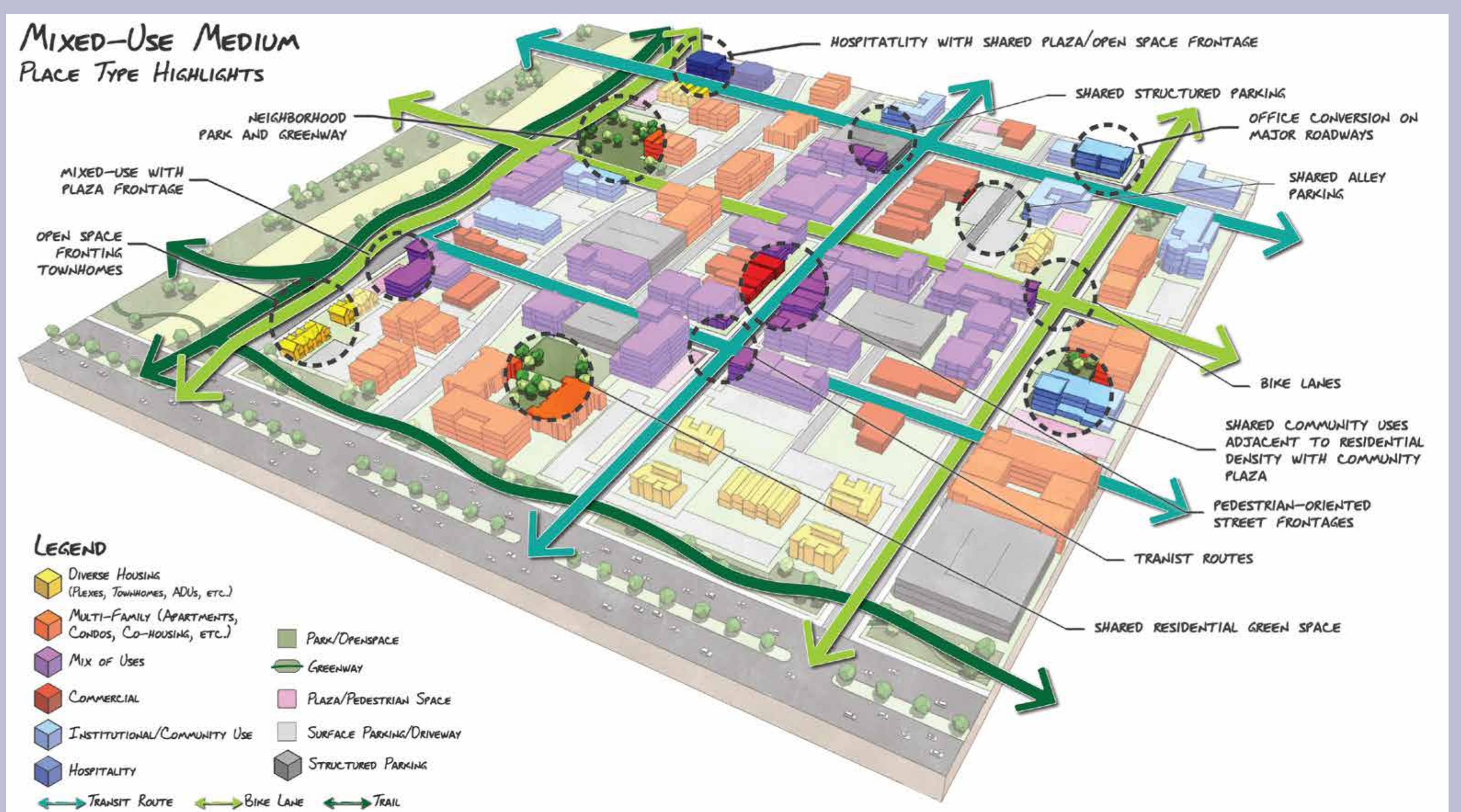
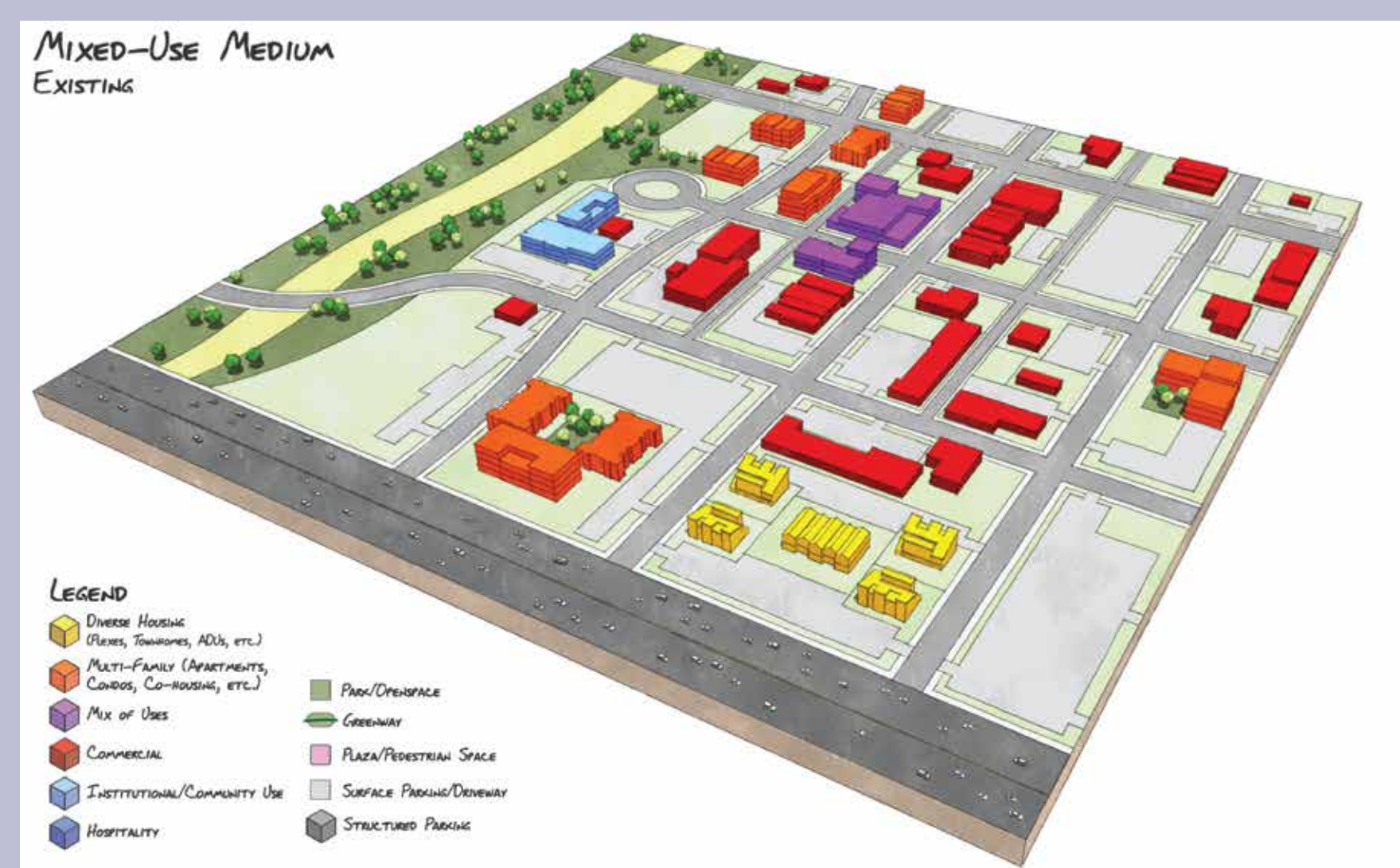
## Mixed Use - Low

**Purpose:** These areas are characterized by smaller commercial centers that are walkable and typically embedded in or near neighborhoods so that residents have convenient, safe, and equitable access to services. They should be distributed throughout the city, such as along corridors and near major intersections.



## Mixed Use - Medium

**Purpose:** These areas are characterized by a mix of commercial and residential uses in a well-connected and walkable place.

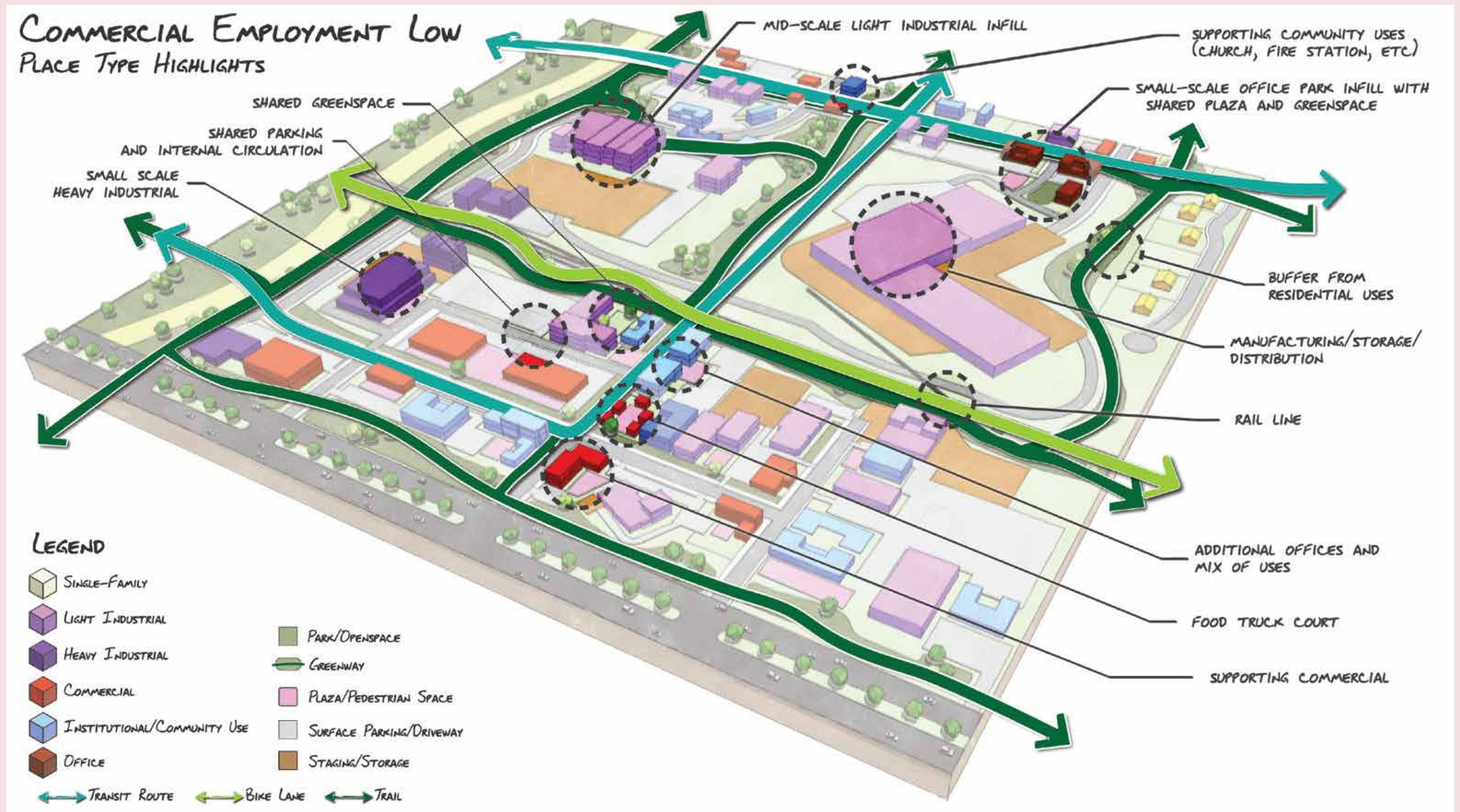
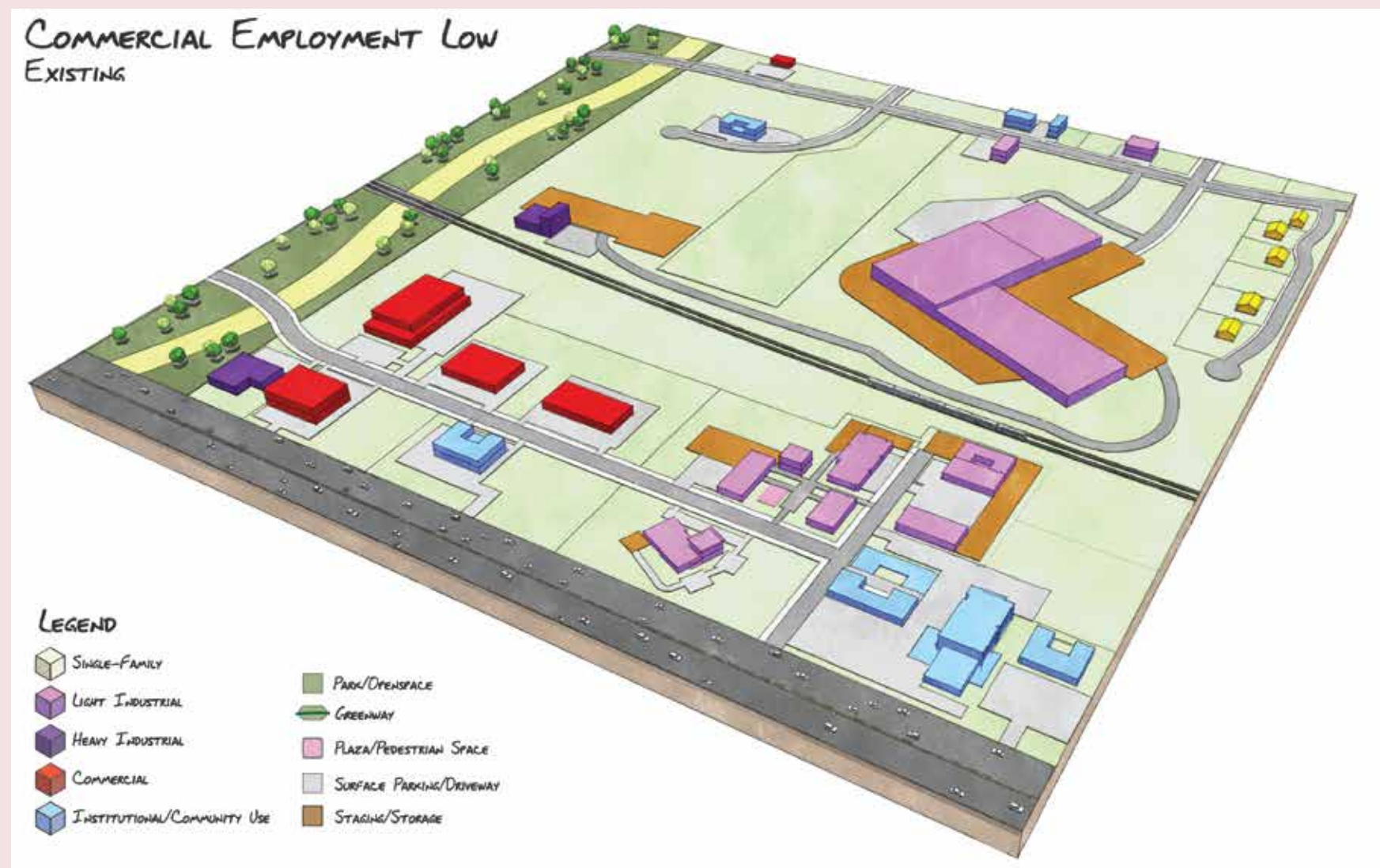




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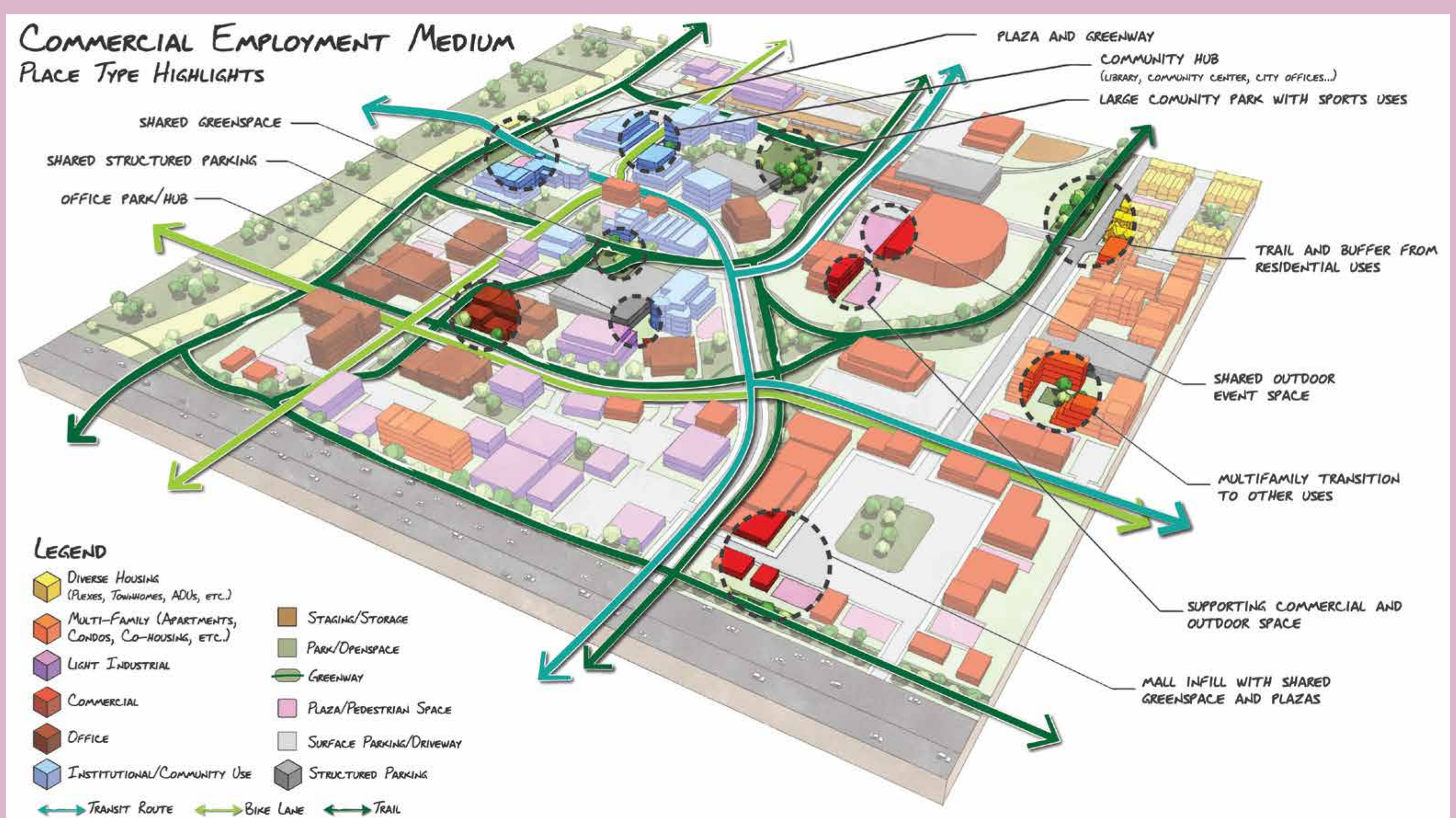
## Commercial Employment- Low

**Purpose:** To facilitate lower density, more auto-oriented retail, office and industrial type uses that exist and may still be desired in certain locations in the future.



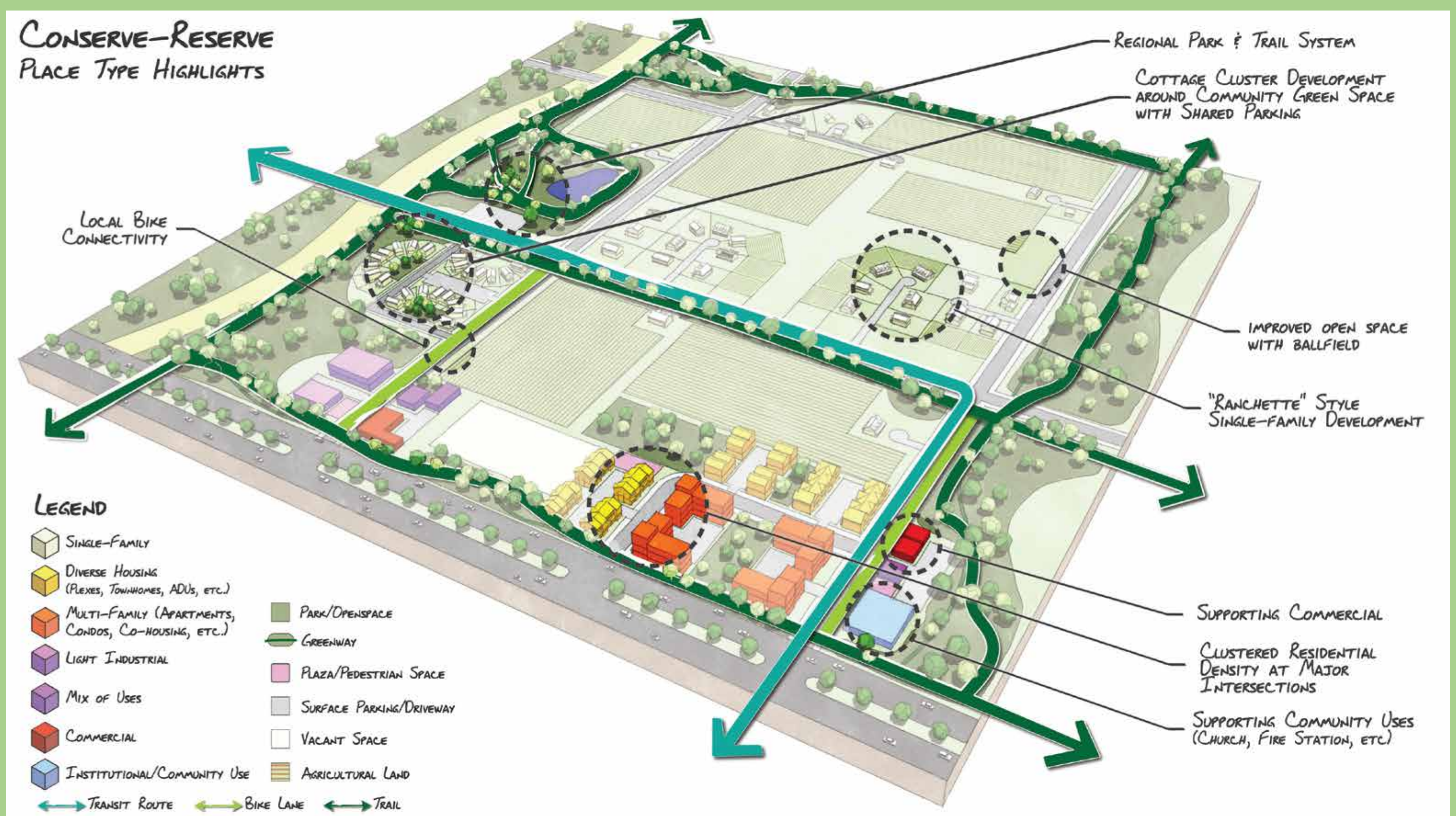
## Commercial Employment- Medium

**Purpose:** To facilitate higher intensity commercial and employment opportunities that are better connected to each other and the surrounding development types.



## Conserve/Reserve

**Purpose:** To identify areas to conserve and reserve for future development as a means of focusing more intensive development in other areas of the community. Development that does occur within conservation and reserve areas should be low impact to the natural environment by using a variety of development techniques and strategies.





# VISION SMTX AREA PLANNING

## WHAT ARE AREA PLANS

As part of the Comprehensive Plan, City Council authorized the creation of 7 Area Plans throughout the City. This includes 2 Regional Area Plans and 5 Neighborhood Plans. An Area Plan will take a closer look at the needs, challenges, opportunities, and vision for a neighborhood or area in the community. To do this, we'll be working closely with those who live and work in these areas to develop the plan, gather ideas about how to improve quality of life, and outline specific ways to implement the goals of Vision SMTX within that smaller neighborhood/area.

## ABOUT REGIONAL CENTER AREA PLANS

The approach to Regional Center Area Plans in San Marcos includes:

Documentation of existing conditions, including assets and constraints

Community engagement to provide input and feedback throughout the planning process

Plans for existing and future higher intensity, mixed use centers in San Marcos

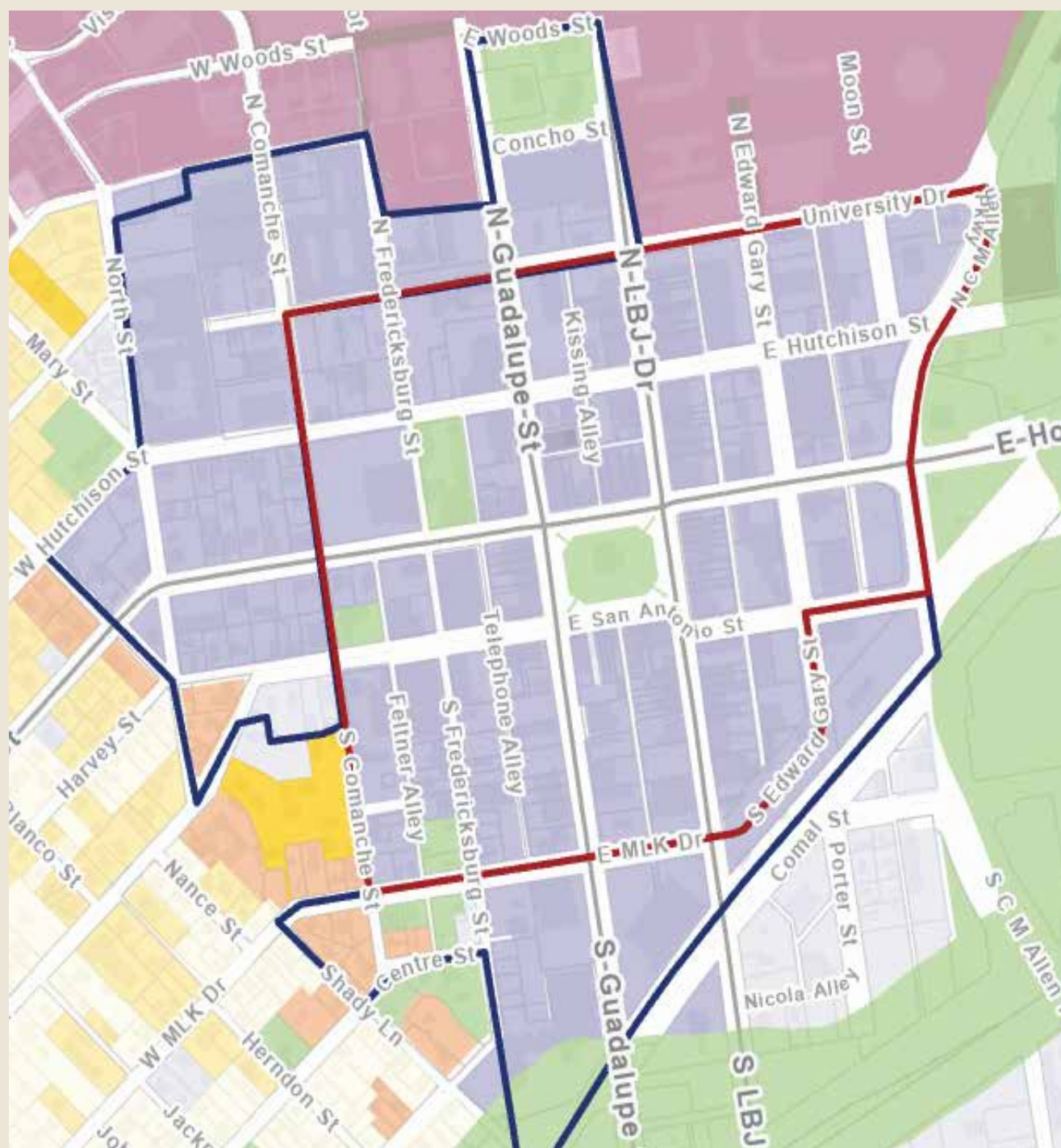
Focus on land use, built form, connectivity, public spaces, housing and employment

Specific strategies and recommendations to promote walkability and placemaking

Prioritization, phasing and other implementation strategies to help ensure that the community's visions for these areas become reality



### DOWNTOWN

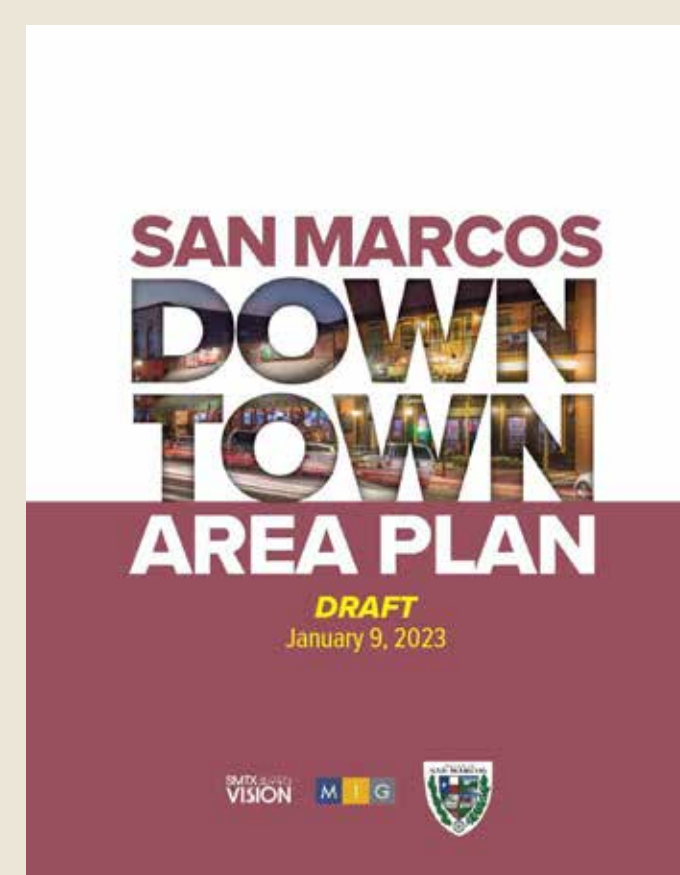


The Downtown Area Plan is focused primarily on an area called the Downtown Core which is made of 20 blocks (84 acres) in the heart of San Marcos, Texas. The Downtown Area Plan kicked off in May of 2022. San Marcos' existing Downtown Master Plan, adopted in 2008, is nearing 15 years old and Downtown has 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. This Plan is nearing completion and the Draft Plan is available for public review and comment today alongside Vision SMTX.

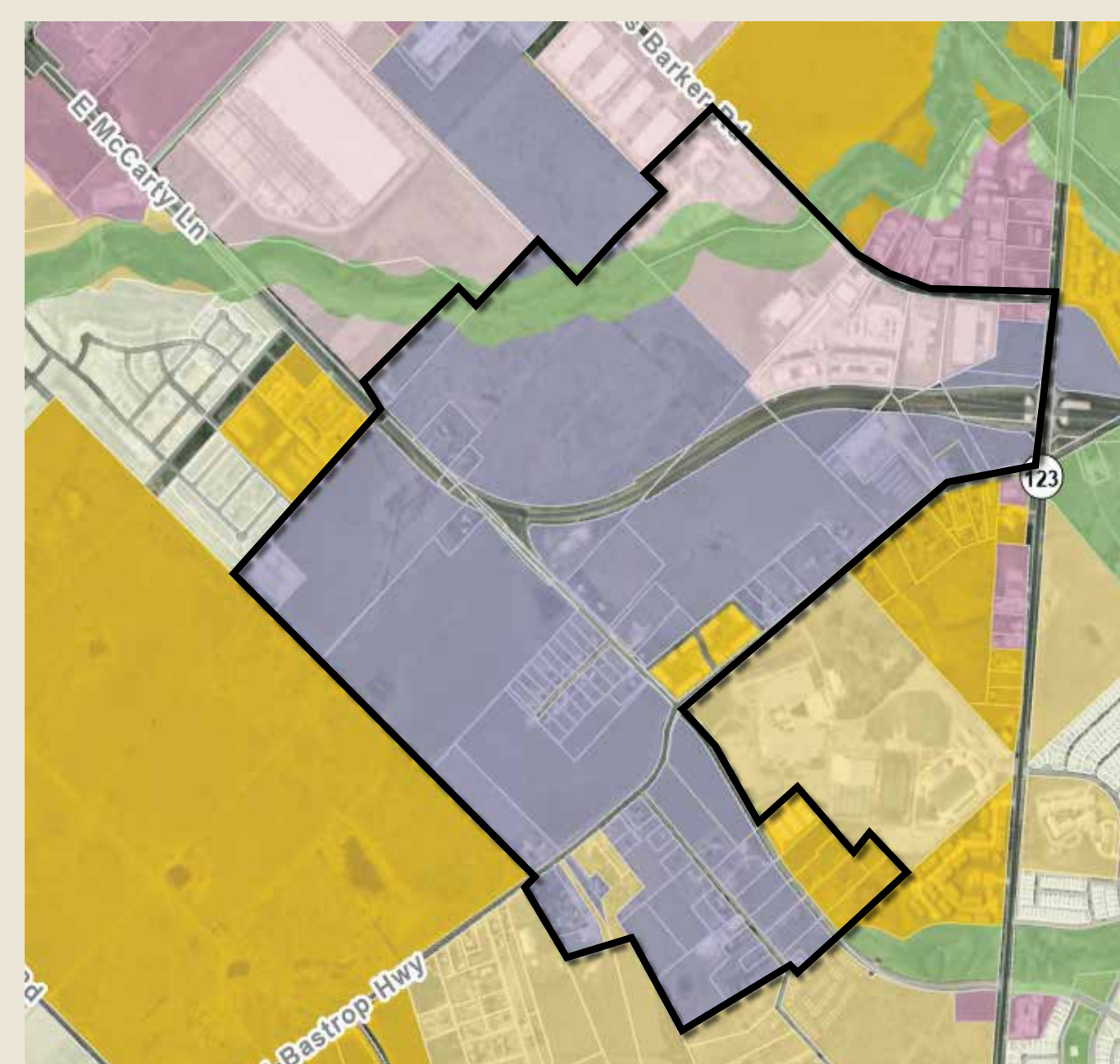
Topics Addressed in the Plan Include:

1. Downtown Housing Options
2. Building Form and Infill Development
3. Multimodal Connectivity and Parking
4. Priority Streetscape Improvements
5. Public Spaces and Amenities
6. Small Business Support
7. History, Art, and Culture



See the other room for highlights of the Draft Downtown Area Plan

### SECOND CITY CENTER



The 2013 Comprehensive Plan identified an area of growth near the intersection of Old Bastrop Hwy and Rattler Road as the "East Village", a Medium Intensity Zone, which is envisioned as a mixed-use district with a variety of residential options, including single family homes, duplexes, townhomes, and small multifamily buildings.

The intent of the Second City Center is to create a vibrant companion to Downtown, that complements, rather than competes with it. To ensure the creation of this vision, a number of planning and design considerations are being addressed in the Second City Center Area Plan:

- Building Scale and Height
- Building Character
- Transit Connections
- Land Use that is compact to reduce sprawl & preserve greenspace
- Sustainability in design
- Walkable blocks and trail connections



Get involved by attending the Community Workshop on Wednesday, January 25 at the Second Baptist Church, 2377 Rattler Road, 5:30-8:00 p.m.





# VISION SMTX AREA PLANNING

## NEIGHBORHOOD AREA PLANS

Area plans for neighborhoods will generally include between one and three formal or informal neighborhoods and the Mixed Use and Commercial/Employment places that are embedded within or located on the edges of these areas. City Council also provided direction indicating that each distinct neighborhood included in a Neighborhood Area will have its own Neighborhood Character Study as a means of recognizing and protecting the unique character of each individual neighborhood in San Marcos.

### The approach to Neighborhood Area Plans in San Marcos includes:

Documentation of existing conditions, including assets and constraints

Community engagement to provide input and feedback throughout the planning process

Plans for areas that are primarily neighborhoods with some existing commercial, employment and/or mixed use development

Inclusion of some adjacent neighborhood centers/commercial areas used by the neighborhood

Direction for context-sensitive amenities, access, and appropriate infill

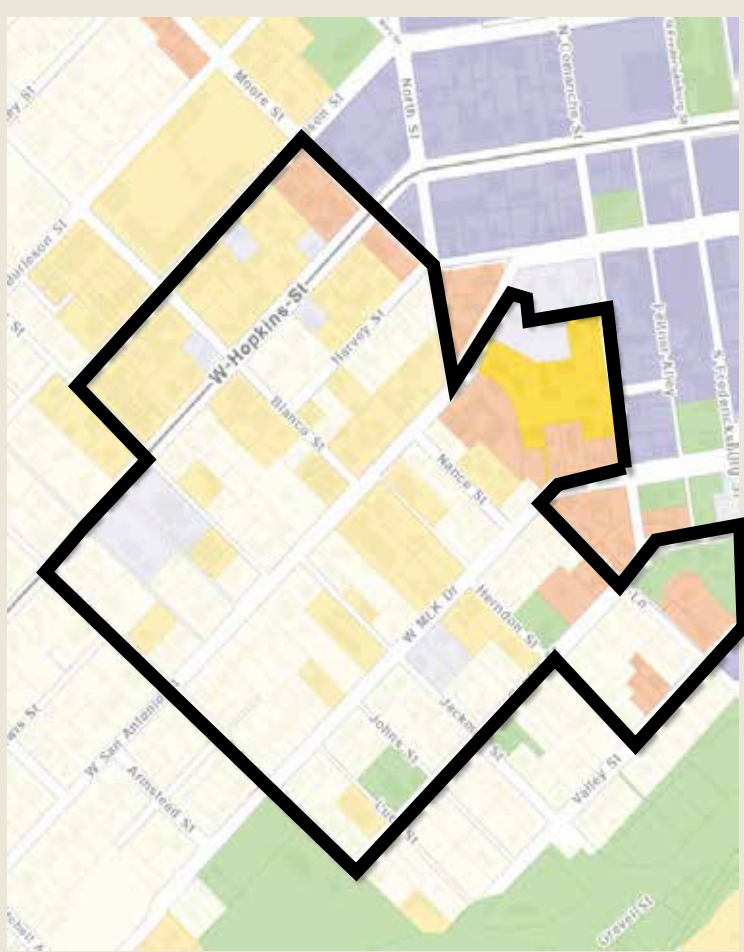
Plans for smallest nodes of commercial and mixed use nestled within neighborhoods, as deemed desirable and appropriate by neighborhood residents

Focus on identity, appropriate scale, transitions, and access

Prioritization, phasing and other implementation strategies to help ensure that the community's visions for these areas become reality

Focus on neighborhood character and identity with unique Neighborhood Character Studies for each unique neighborhood

### DUNBAR/HERITAGE NEIGHBORHOOD AREA (In-progress)



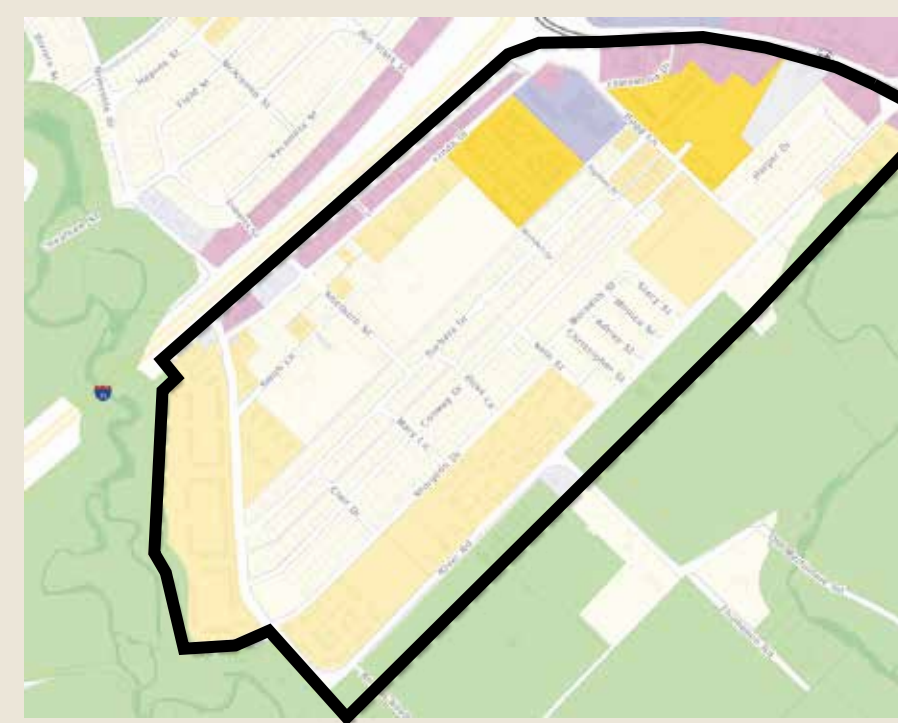
The Dunbar and Heritage neighborhoods are nestled in the heart of San Marcos, directly south of the activity hubs of Downtown and Texas State University. The area is known for its eclectic and historic character, access to numerous natural areas and amenities, and vibrant community. The area encompasses approximately 290 acres in central San Marcos. It has about 1,900 residents, accounting for just over 2.5 percent of the city's overall population. Key elements of the Dunbar/Heritage Neighborhoods Area Plan will include the Neighborhood Character Study and its recommendations, recommendations to address flooding and water quality (especially in southern

portions of the Neighborhoods Area), connectivity and mobility improvements, strategies to preserve and promote arts and culture, park and public amenity improvements and additions, and appropriate transitions to surrounding areas and places.



*These plans are currently in-progress. Scan the QR code to learn more!*

### BLANCO GARDENS NEIGHBORHOOD AREA (in-progress)

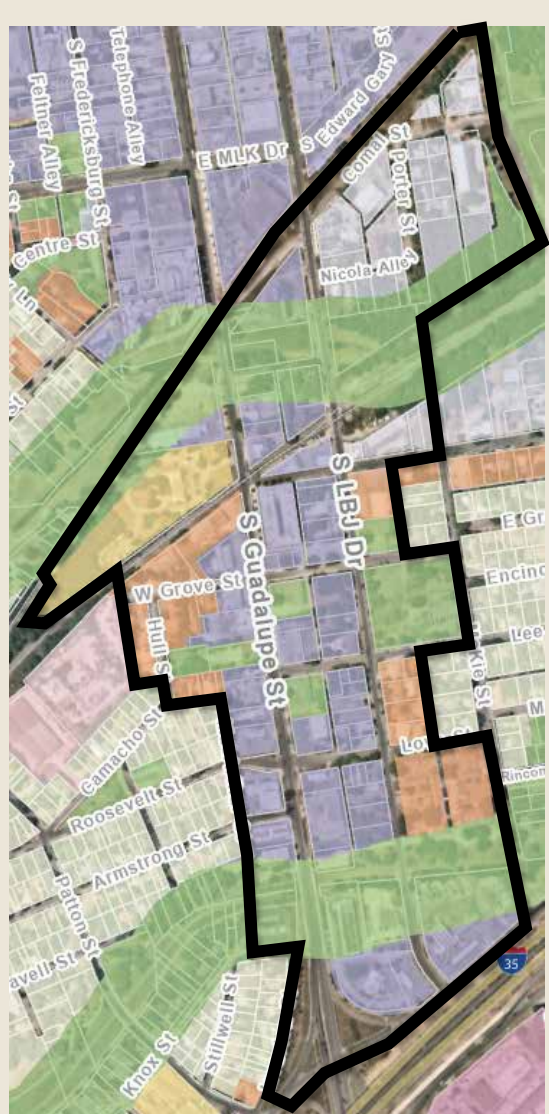


Blanco Gardens encompasses 296 acres on the south side of the City of San Marcos, entirely within Hays County. The area has 483 residents, although the actual population is likely higher as Texas State University students living here during the academic year may be counted at their permanent addresses. Blanco Gardens is bounded by IH-35 on the north, River Road on the south, SH-80 on the east, and the San Marcos River, Cape Street, and another portion of River Road on the west.

Key elements of the Blanco Gardens Neighborhood Area Plan will include the articulation of an identity and brand for the area, recommendations to strengthen neighborhood character, alignment of and recommendations to leverage investments being made in flood mitigation infrastructure, traffic calming and placemaking, improved connectivity to surrounding areas, and the addition of neighborhood-serving services and amenities.



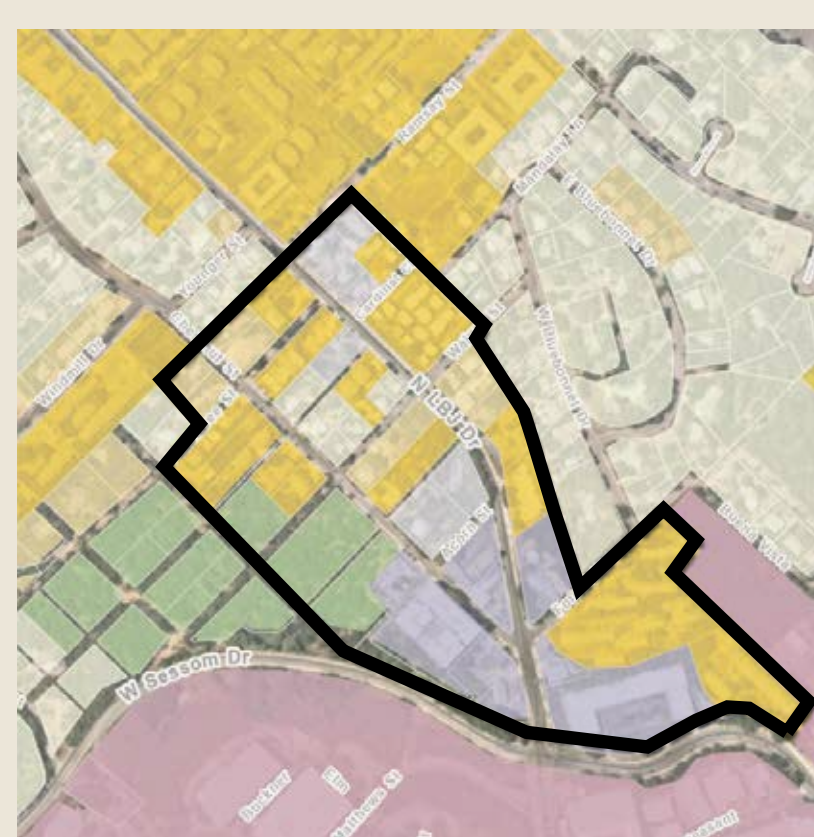
### SOUTH OF DOWNTOWN NEIGHBORHOOD AREA



The South of Downtown Neighborhood Area is located between the Victory Gardens and East Guadalupe Neighborhoods, just south of Downtown San Marcos. It is bounded by IH-35 to the southeast, C.M. Allen Parkway to the east, Railroad Street/the railroad/Comal Street to the northwest, and Ellis Street to the southwest. The plan area includes properties on the west side of Ellis Street. The South of Downtown Neighborhood Area is unique in that it serve multiple roles for residents and visitors, including a gateway to Downtown and Texas State University from IH-35.

In the Preferred Growth Scenario, the South of Downtown Neighborhood Area includes a collection of place types, including Mixed Use Low and Medium, Neighborhood Transition, Neighborhood Low and Medium, Commercial/Employment Low, and Conserve/Reserve.

### THE NORTH CAMPUS AREA

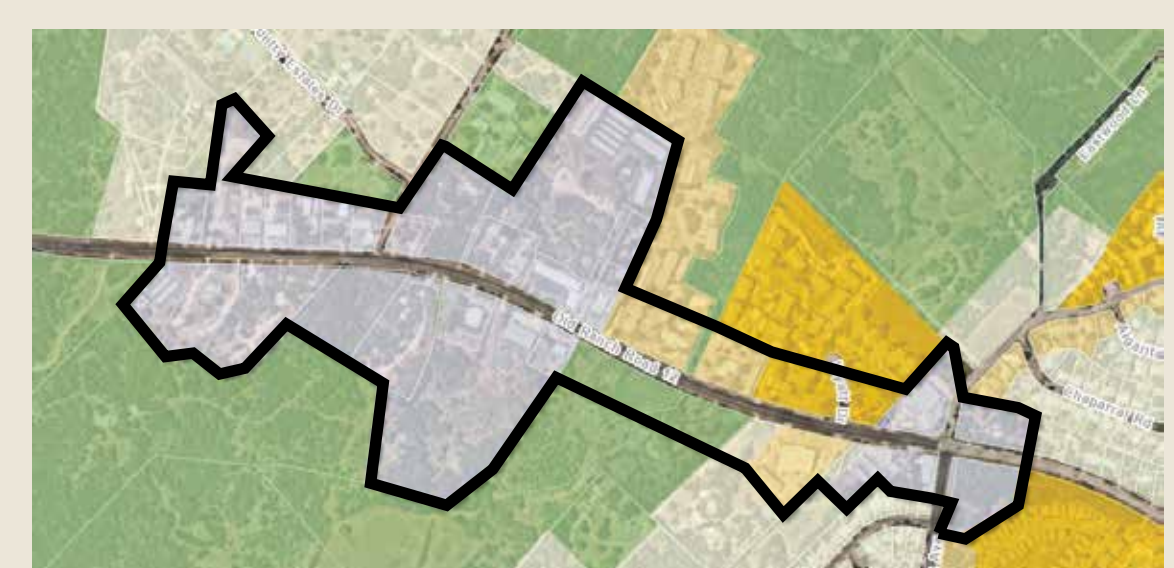


The North of Campus Neighborhood Area is located north of the Texas State University (Texas State) campus between Sessom Drive and Ramsay Street, and between one to two properties west of Chestnut Street and Clark Street.

The Area includes the commercial center shopping center and multifamily housing northwest of the intersection of Sessom Drive and North LBJ Drive.

In the Preferred Growth Scenario, the North of Campus Neighborhood Area includes a collection of place types, including Mixed Use Low and Medium, Commercial/Employment Medium, all intensities of Neighborhood, and Conserve/Reserve.

### RANCH ROAD 12 NEIGHBORHOOD AREA



The RR12 Neighborhood Area is located along Old Ranch Road 12 and extends from just east of where Old RR12 intersects with Craddock Avenue to where the commercial properties end west of Country Estates Drive. The area already contains a concentration of neighborhood-serving services and destinations, and it is envisioned as a Neighborhood Center serving Sierra Circle, Greater Castle Forest and other newer Neighborhood development in the future.

In the Preferred Growth Scenario, the RR12 Neighborhood Area includes a collection of place types, including Mixed Use Low, all intensities of Neighborhood, and Conserve/Reserve.



# VISION SMTX PLAN IMPLEMENTATION

## PLANNING APPROACH

Upon adoption, the Vision SMTX Comprehensive Plan is the overarching policy document that directs the City’s long-range development efforts and the other types of plans critical to realizing the community’s vision and goals. The table summarizes an approach and hierarchy for aligning the Comprehensive Plan with other planning efforts in San Marcos.



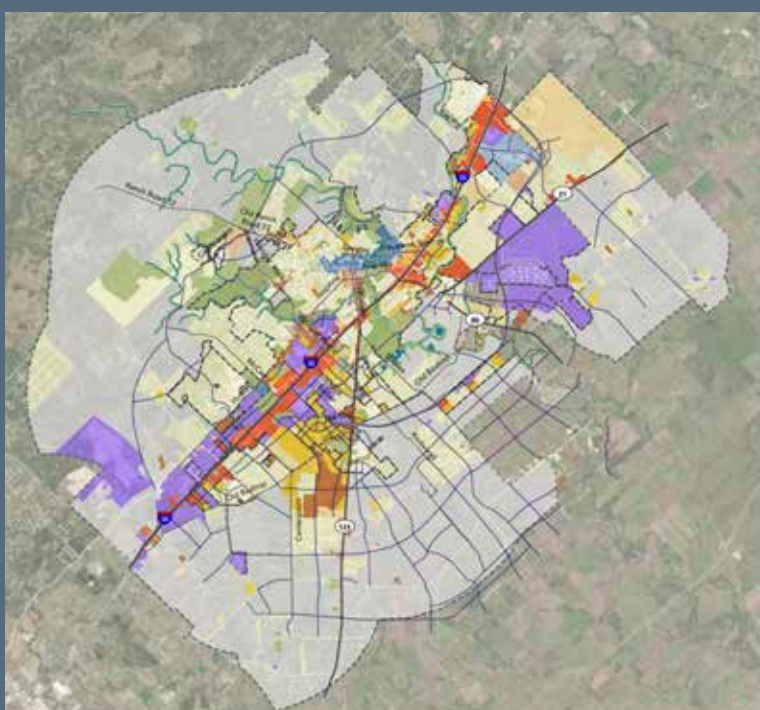
### 1 COMPREHENSIVE PLAN

The Comprehensive Plan is developed in collaboration with community members, departments across the City, elected and appointed officials, partner agencies, and other community and regional partners to provide the highest policy level guidance for future development and redevelopment, infrastructure improvements and other public investments, transportation and land use connections, and a host of factors contributing to quality of life, affordability, equity and sustainability.



### 2 CITY-WIDE STRATEGIC AND ACTION PLANS

Citywide Strategic and Action Plans direct specialized components of city planning and implementation such as transportation, infrastructure, economic development, parks and recreation, housing, natural resources, and sustainability. City-wide plans that address a specific system or topic must align with and support the vision, goals, policies, and place guidance in the Vision SMTX Comprehensive Plan.



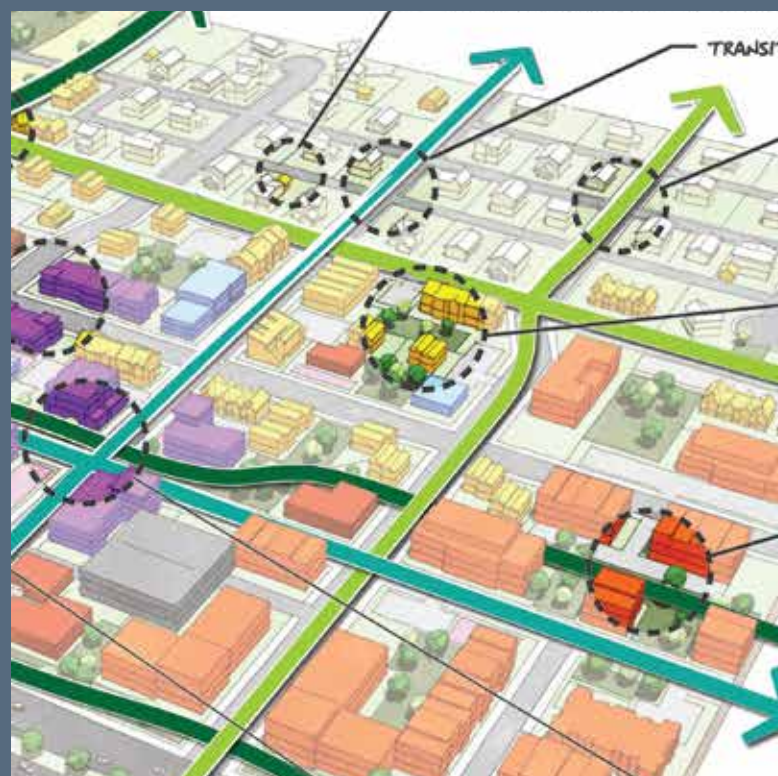
### 3 AREA PLANS

The purpose of Area Plans is to engage and unite neighborhoods to plan their own communities within a framework that efficiently and effectively uses the resources available to ensure the entire City has neighborhood level input and guidance for more specific localized recommendations. Guidance for aligning the Area Plans with the Comprehensive Plan is provided in the previous section focused on Area Planning.



### 4 SPECIFIC PLAN TYPES

Specific Plans address smaller scale, targeted geographies and are focused on implementation. They should be guided by higher order plans (Levels 1, 2, and 3 above), but generally focus on further conceptualizing, planning and sometimes designing a specific small geography. Thus, the Strategic and Action Plans, and Area Plans typically provide the relevant guidance and direction for a single large property, a grouping of properties, or a place.



## OTHER CONSIDERATIONS FOR IMPLEMENTATION

<b>RELATIONSHIP TO THE CAPITAL IMPROVEMENT PLAN</b> <i>Potential modifications to align with Vision SMTX and prioritization of funding.</i>	<b>ANNEXATION</b> <i>Management of land outside the City Limits should align with the Preferred Scenario Map</i>	<b>FISCAL CONSIDERATIONS</b> <i>The plan outlines the fiscal impacts of different place types that should be considered</i>	<b>STAFFING AND CAPACITY</b> <i>Assess workload and necessary support through new staffing or reorganization</i>
	<b>PLANNING ELEMENT OBJECTIVES</b> <i>Consider the goals, policies, and objectives outlined in the plan</i>	<b>IMPLEMENTATION OVERSIGHT</b> <i>Create an implementation committee and tracking</i>	



# HOW TO REVIEW THE DRAFT VISION SMTX COMPREHENSIVE PLAN



## THANK YOU FOR YOUR PARTICIPATION IN THE COMPREHENSIVE PLAN!

The policies, projects, and programs in this Plan aim to help shape the future of the places where San Marcans live, work, shop, and play by preserving what's important to the community and guiding investments that help make San Marcos a vibrant and unique city for all. As a growing community, the document will be a tool or game-plan used by city leaders, businesses, organizations, and residents for the next 10-20 years for key actions prioritized by our community.

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

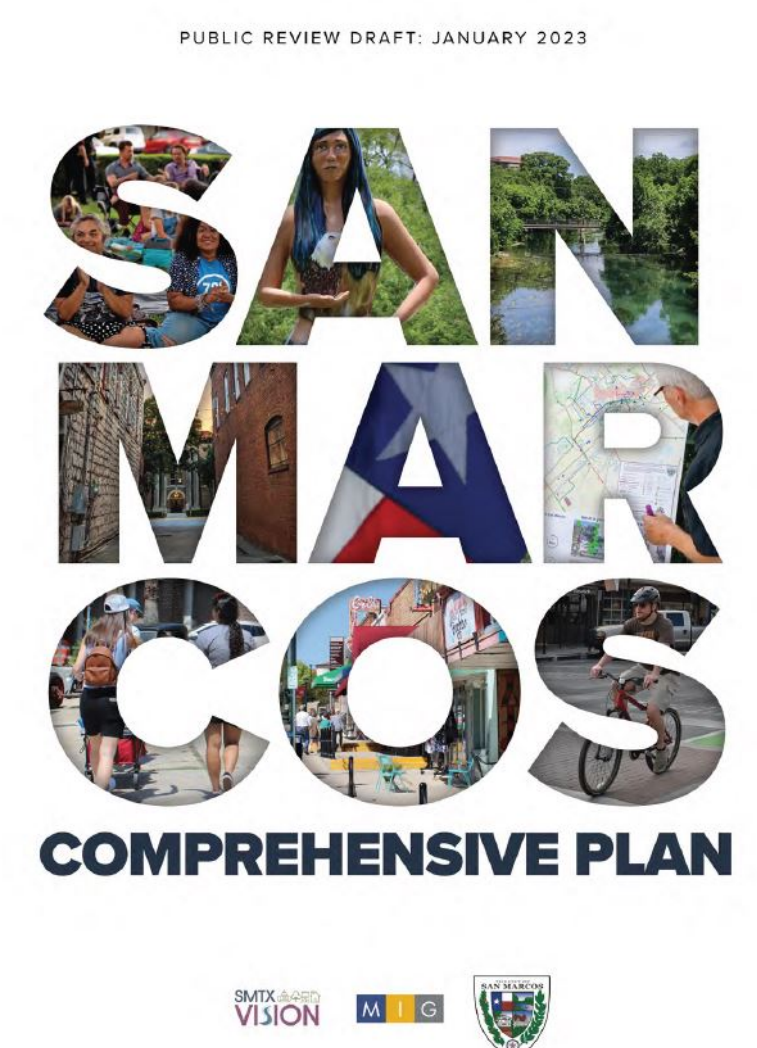
Visit [www.visionsmtx.com](http://www.visionsmtx.com) or scan the QR code to access the interactive document, provide comments, and interact with others!



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!

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