

SAN MARCOS

DOWNTOWN AREA PLAN

EXECUTIVE SUMMARY

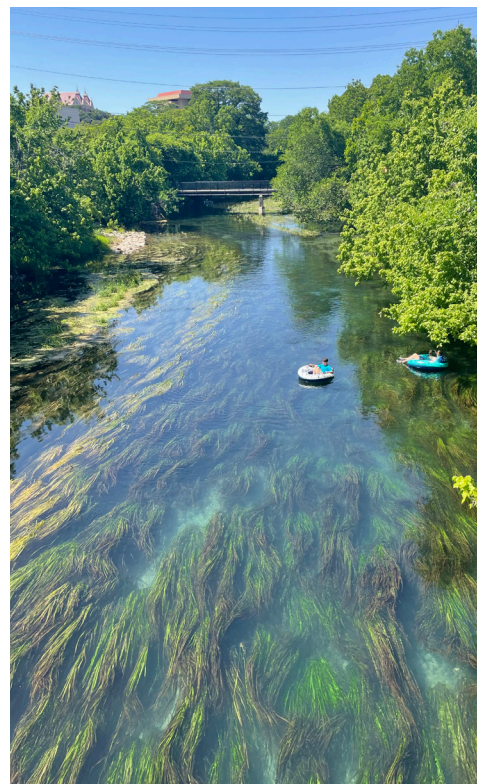
WELCOME TO DOWNTOWN!

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 including residents, employees, business owners, students, and visitors. Based on 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. This plan is to ensure Downtown best serves all people in the San Marcos community and has a vibrant and resilient future.

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.
- **Chapter 4: Recommendations** - Provides overarching and specific recommendations for improvements and investments to enhance Downtown for all over the next several years.
- **Chapter 5: Implementation** - Contains action items and coordination considerations for implementing recommendations outlined within the plan.



San Marcos River



78666 Mural, Kissing Alley



Family biking on Guadalupe Street



Downtown San Marcos

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 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, demonstrates sustainability, and provides a sense of connectedness to other neighborhoods, the San Marcos River, Texas State University, and beyond.



Attract people of all ages and walks of life with a greater diversity of shops, restaurants, housing, and employment options.



Provide an inclusive, welcoming, safe place for people of all ages, incomes, abilities, religious beliefs, and cultures.



Promote a vibrant and thriving Downtown through local business support, fostering of entrepreneurship, mixed-use development, and a variety of housing options.



Increase sustainability and resiliency by prioritizing multimodal transportation, supporting green infrastructure and buildings, and providing community programs and amenities.



Pursue equity in the Downtown experience through accessibility, affordability, and cultural programming.



Educate about, reflect on, respect, and celebrate history while adapting to new needs and planning ahead for growth and change over time.

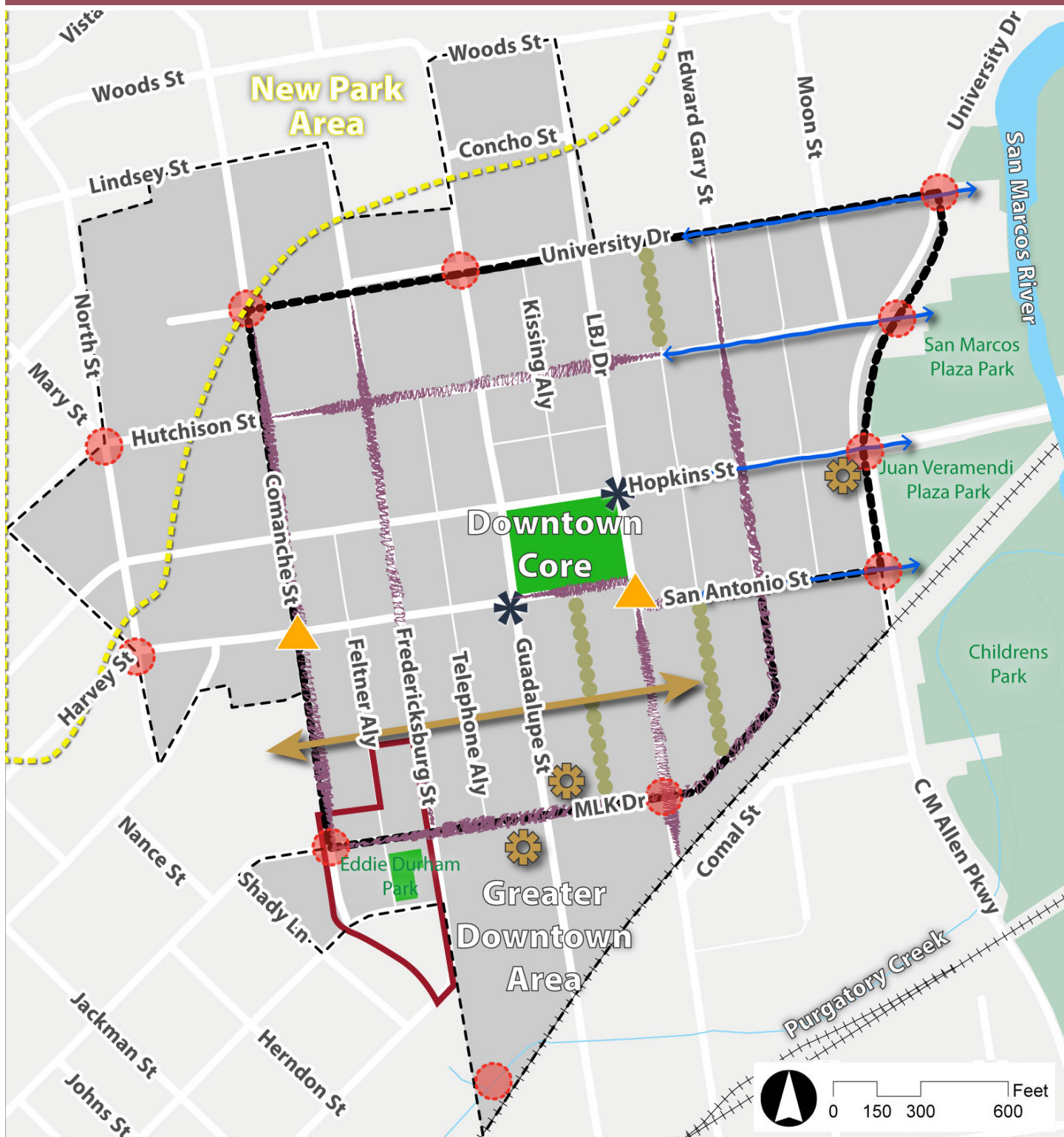


Strengthen Downtown's unique identity through an atmosphere of eclectic arts, small business, diverse cuisines, recreational opportunities, historic architecture, and lively events in a riverfront, hill country community.



Connect Downtown both physically and programmatically to Texas State University, the San Marcos River, and other surrounding neighborhoods.

DOWNTOWN HIGHLIGHTED RECOMMENDATIONS



Legend

- Downtown Core
- Greater Downtown Area
- Railroad
- Streets
- River and Creeks
- Parks

- Riverfront Park Connections
- Existing Park for Improvement
- New Park Area
- Mid-Block Connections
- Downtown Gateways
- Streetscape Improvements

- Courthouse Square Transit Stops
- Priority Intersection Improvements
- Priority Green Alleys
- Infill Development Sites
- Cultural District

HIGHLIGHTED RECOMMENDATIONS

Chapter 4, Recommendations, is organized by seven key topics with two cross-cutting themes (Town/Gown Relations and Sustainability) as listed to the right. Highlights from these topics are included on the previous map and this page.



Valentino's Pizza



City staff installing wayfinding signs



Crosswalk at LBJ Drive and San Antonio Street

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

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.

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

The City should apply for a State Cultural District near Eddie Durham Park to further support and elevate arts and culture.

Green Alleys

Some 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 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.