



THE PREFERRED SCENARIO

The Preferred Scenario Map is a graphic representation of the compilation of responses received during a series of public workshops, including the design rodeo. The main purpose of the workshops and design rodeo was to spatially distribute the additional 33,000 people and one million square feet of retail space projected by 2035 for San Marcos and its ETJ. A Growth and Preservation Allocation Exercise, also called the “chip exercise”, was conducted and allowed participants to specify growth and preservation areas. The scenarios that came out of this exercise were refined and tested during the design rodeo resulting in the selection of the preferred scenario. During the design rodeo, a qualitative assessment of the three scenarios measured

relative impacts on water quality, transportation and the City’s budget. Following the design rodeo the trends and preferred scenarios were modeled for more accurate results. Overall, the preferred scenario tested and modeled better than the trend scenario. This scenario promotes a somewhat denser community with mixed-use in neighborhoods targeted for redevelopment and new development along with a variety of transportation options. During the design rodeo, the public indicated a preference for some redevelopment in the urban core and for new development along east side corridors and IH35. The preferred scenario distributes this new population and development in two redevelopment sites, as well as areas predominately along the SH 123, Wonder World Drive and IH-35 corridors. The preferred scenario is an

alternative to development in the Edwards Aquifer recharge zone and to low-density sprawl extending outwards from the existing city limits. ¹is map was updated in 2017 in order to support the Code SMTX process and adoption of the City’s new Land Development Code. The preferred scenario consists of High and Medium Intensity Zones, Employment Centers, Land Use Corridors, Existing Neighborhoods, Land Preservation Areas, new trail connections, and open space. These designations align with and are implemented through the City’s new Land Development Code.

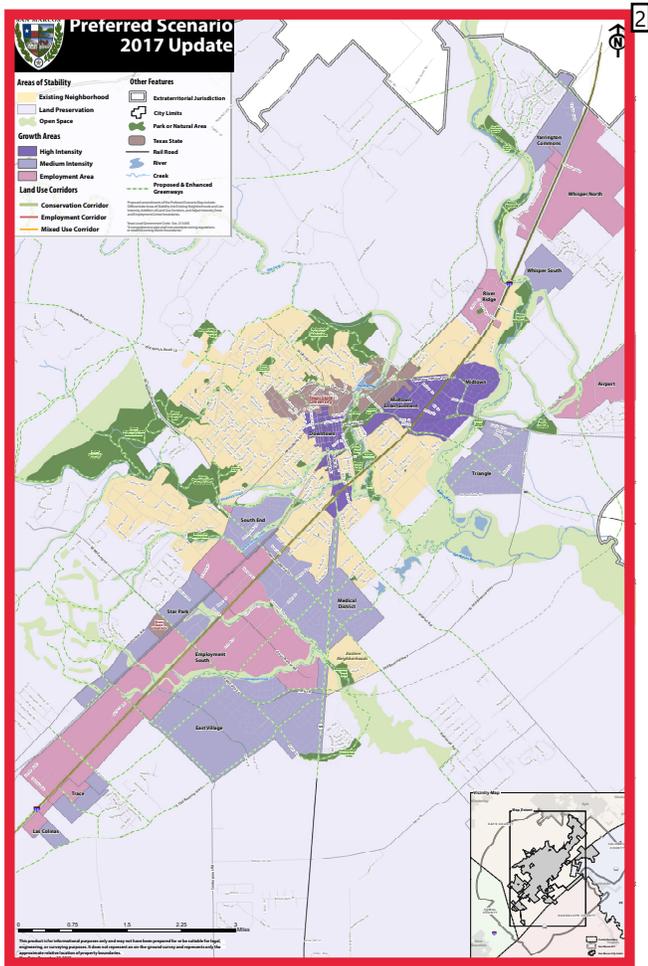
Summary of Comments on Comp Plan Mark-Up_1222.pdf

Page: 68

 Number: 1 Author: Gillfillan_Abigail Subject: Highlight Date: 10/13/2017 10:07:11 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:09:46 AM -05'00'

Old Text: The preferred scenario consists of Intensity Zones, Activity Nodes, Employment Centers, new road and trail connections as well as open space. The arterial roadways shown on the preferred scenario represent generalized alignments of the roads that were used to model the scenario. The modeling indicated that these or similar arterials are needed to serve the proposed developments. Actual alignments will follow a lengthy technical analysis and public processes.



1 DESCRIPTION OF DEVELOPMENT ZONES

Development Zones consist of the High and Medium Intensity Zones and Employment Areas. They are areas of change, where the intent is to develop or redevelop.

3 EMPLOYMENT AREAS

The preferred scenario shows the locations of potential employment areas which are appropriate for industrial, large office park and intensive commercial uses. Typically, these uses are located on large sites with excellent road and rail access and access to water and sewer infrastructure.

HIGH AND MEDIUM INTENSITY ZONES

Each zone is designed to have its own distinct character, fostering a sense of community.

4 Illustrative Plans were created during the Code SMTX process for some of the Intensity Zones to demonstrate how these areas can build out in line with the character of the area and the requirements of the new development code.

 Number: 1 Author: Gillfillan_Abigail Subject: Highlight Date: 10/13/2017 10:17:04 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:17:09 AM -05'00'

Old Text: The Development Zones are areas of change, where the intent is to develop or redevelop. Each zone is designed to have its own distinct character, fostering a sense of community.

 Number: 2 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:21:06 AM -05'00'

 Number: 3 Author: Gillfillan_Abigail Subject: Highlight Date: 10/13/2017 10:17:21 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:17:45 AM -05'00'

Relocated from pg 79 same text

 Number: 4 Author: Gillfillan_Abigail Subject: Underline Date: 10/13/2017 10:18:03 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:35:38 AM -05'00'

New Text



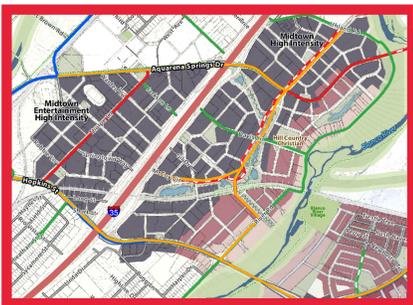
MIDTOWN

CURRENT

Midtown is generally bounded by Aquarena Springs Drive, River Road, Hopkins, and the railroad tracks to the west. This area consists of Thorpe Lane and Springtown Mall. Private development includes retail and multi-family residential along Thorpe Lane and several large apartment complexes east of IH-35. Springtown Mall is primarily unoccupied, providing an ideal opportunity for redevelopment.

FUTURE VISION

Because of its central location and accessibility, Midtown will be a high-density mixed use area, possibly the densest area in San Marcos, with housing for many household types. Midtown residents will have easy access to services, city facilities, the university, and the San Marcos River. They will have the most diverse options for transportation, including transit connections to the university and the rest of the city. A variety of services will be within walking distance, along the multiple bicycle routes, and through vehicular access to major roads including IH-35. The area will complement, not compete with, Downtown. Due to the lack of historically significant structures, more contemporary architecture will be appropriate. This architecture will differentiate Midtown from Downtown.



1

Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:49 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:36:08 AM -05'00'

Updated Graphic



EAST VILLAGE



CURRENT

The East Village is a growth area toward which the City has been progressively expanding in recent years. Its north boundary is defined by the greenspace surrounding Cottonwood Creek, and the southern boundary extends just beyond McCarty Lane and Rattler. Currently, the East Village contains two of San Marcos's newest public schools, San Marcos High School and James Bowie Elementary. Its primary residential area is the Cottonwood Creek subdivision, which contains single-family housing. East Village also contains areas currently zoned for commercial and industrial uses around the two very promising intersections of Old Bastrop and Hwy 123, as well as Clovis Barker and Hwy 123. Much of the property in the East Village has yet to be included within city limits and is therefore not currently zoned.

FUTURE VISION

As the site of San Marcos' only high school, as well as an elementary school, this area has a high potential for growth. Designated as a Medium Intensity Zone, with an activity node centered around the intersection of Old Bastrop and Hwy 123, East Village will boast a mix of commercial, retail, and service oriented activity. This area will offer a variety of residential options including single family homes, duplexes, townhomes, and small multifamily projects. Some multifamily projects combined with commercial will result in vertical mixed use in the activity node. Since the area is largely on undeveloped property at the edge of town, it will become a mixed use gateway into the city, which will welcome visitors from Seguin and beyond.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:43 AM -05'00'

 Author: Gillfillan_Abigail Subject: Sticky Note Date: 10/13/2017 10:36:21 AM -05'00'

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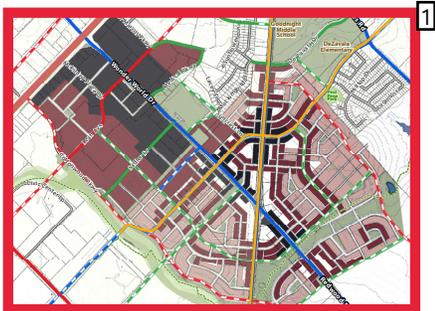
MEDICAL DISTRICT

CURRENT

At the heart of the Medical District is the Central Texas Medical Center, surrounded by other medical buildings and clinics. The existing commercial development is focused in and around the Red Oak Shopping Center and includes a number of big-box retail stores and a movie theater. Multifamily is the dominant housing type along with some single-family residences along Mockingbird Drive and the La Vista retirement community. The Medical District extends east from IH 35 past Hwy 123, north of Cottonwood Creek. A small section follows Hwy 123 north to IH 35.

FUTURE VISION

Central Texas Medical Center has the potential to become an economic hub and bring additional healthcare related employment to San Marcos. Mixed uses will allow residents to live, work, and do many day-to-day tasks within the district. The close proximity of these different uses along with connected sidewalks and bike paths will promote pedestrian activity.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:36 AM -05'00'

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Updated Graphic



TRIANGLE

CURRENT

The Triangle is centered on the intersection of Hwy 21 and Hwy 80, approximately one mile east of Interstate 35. It is generally bounded by Old Martindale Rd. (CO 295), County Line Road (CO 101), the railroad tracks, and open space along the San Marcos River. This area is mostly undeveloped, with agricultural uses, a golf course and some single-family housing established in between the Blanco River and Highway 21. Only a small portion of the Triangle is currently within the City Limits



FUTURE VISION

The Triangle is envisioned as an important medium-intensity zone for commercial activity and residential development on the east side of Interstate 35. It is one of the primary routes to the San Marcos Airport and will act as a gateway in the future, providing amenities to serve airport customers and commuters. Gary Job Corps is also located in the vicinity of the Triangle and workforce education opportunities are envisioned with the institution. Land uses in the future will reflect these two important facilities – a mix of office, commercial and light industrial will complement new single family neighborhoods along the scenic Blanco River.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:26 AM -05'00'

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Updated Graphic



SOUTH END

CURRENT

The Hays County Government Center is the civic anchor of the South End. This area also contains the City's first greenfield SmartCode development, under construction in 2013. Wonder World Drive is a major thoroughfare bordering this development zone on the south. The area, which extends west to Hunter Road and east to the railroad, has seen significant growth recently as more people populate the southern area of town and take advantage of the relatively undeveloped nature of the South End.

FUTURE VISION

The South End is envisioned as a new connection between Downtown and the southern part of the city, reducing some of the traffic along Hopkins Street and Hunter Road. The area is anticipated to build out with a medium-intensity mix of commercial and residential of different densities, with the Hays County Government Center drawing strong economic growth.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:16 AM -05'00'

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Updated Graphic



STAR PARK

CURRENT

STAR Park is located between Interstate 35 and Hunter Road, generally extending north and south from McCarty Lane. Existing land uses along IH 35 are primarily large retail, while along Hunter there are a few single-family homes and much undeveloped land. This development zone draws its name from Texas State University's Science, Technology, and Advanced Research (STAR) Park, which is located off Hunter Rd north of McCarty Lane.

See www.txstate.edu/starpark

FUTURE VISION

Texas State's STAR Park is a business incubator and collaboration space designed to foster commercialization and entrepreneurship, especially in the field of material science. It will be an economic engine, providing higher skill job opportunities and helping to retain Texas State graduates. In addition to the IH 35 corridor and its location along the proposed commuter rail line, an activity node on McCarty Lane will be a focus of commercial development in this medium-intensity zone.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:20:08 AM -05'00'

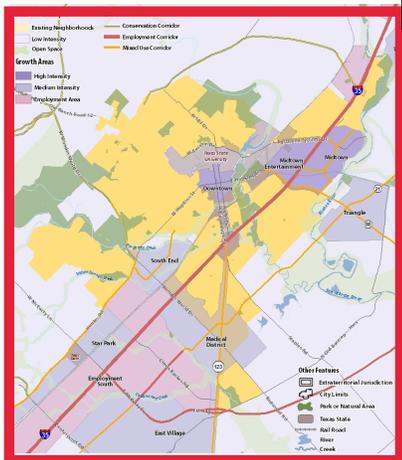
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New Graphic - TX STATE Master Plan 2017



2 AREAS OF STABILITY

Areas of stability include Existing Neighborhood Areas and Land Preservation Areas on the Preferred Scenario Map. The preferred scenario anticipates that these areas will generally maintain their existing character. Being located in an area of stability does not mean that these areas should not or will not change. It means that any changes, whether new developments, zoning requests, or public improvements, should be carefully planned and implemented so that the character of the area remains.



1 EXISTING NEIGHBORHOOD AREAS

Existing Neighborhood areas make up the majority of developed land within the City Limits. Existing Neighborhoods consist of a variety of residential uses and neighborhood serving commercial uses and are envisioned as walkable areas. Compatibility with existing residential and the scale of development are key factors to be considered when analyzing future development requests in Existing Neighborhoods. As a next step, Neighborhood Character Studies will be conducted to determine the types of projects that would be supported within the Existing Neighborhood Areas. These studies will include considerable public input and involvement.

LAND PRESERVATION AREAS

Land Preservation Areas include undeveloped or agricultural land, and the majority of the City's ETJ. Land Use Suitability, preservation of agricultural lands, and floodplain management are the key factors to be considered when analyzing future development requests in Land Preservation Areas. Conservation Developments or Cluster Developments that shift more intensive development away from sensitive areas should play a key role in the development of Land Preservation Areas.

 Number: 1 Author: Gillfillan_Abigail Subject: Underline Date: 12/27/2017 9:03:29 AM

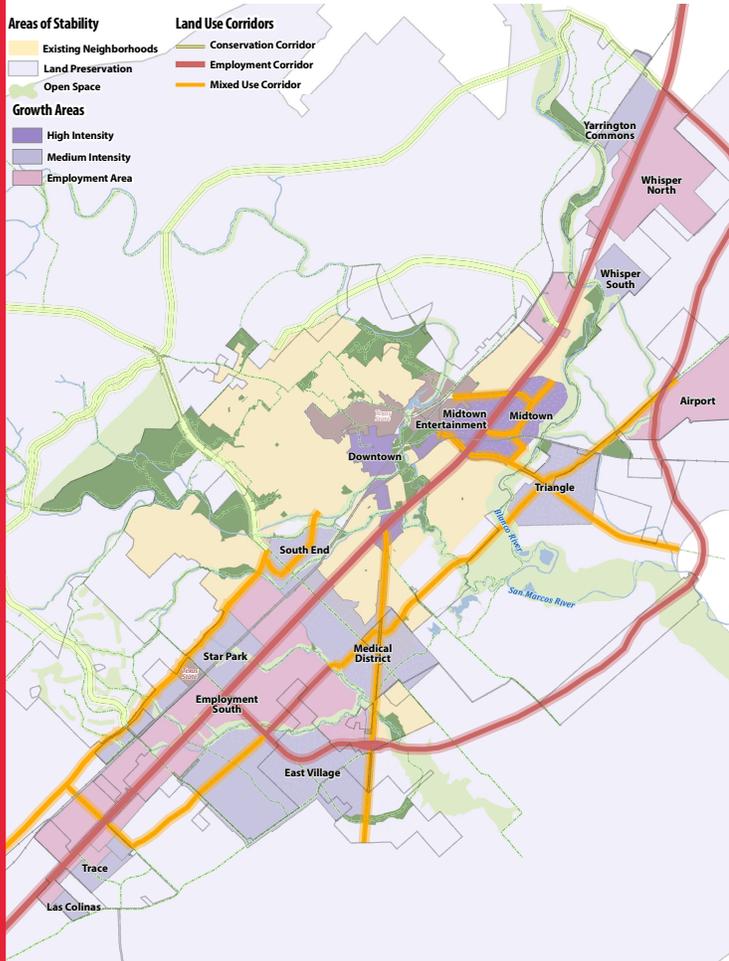
 Number: 2 Author: Gillfillan_Abigail Subject: Highlight Date: 12/27/2017 9:02:44 AM

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Old text: The areas of stability are indicated on the preferred scenario map as “yellow areas” inside the city limits which are not included in an intensity zone and “white areas” in the ETJ that are also not included in an intensity zone. The preferred scenario anticipates that these areas will generally maintain their existing character. The areas of stability include established neighborhoods, undeveloped or agricultural land, and the majority of the City’s ETJ. Being located in an area of stability does not mean that these areas should not or will not change. It means that any changes, whether new developments, zoning requests, or public improvements, should be carefully planned and implemented so that the character of the area remains. As a next step, Neighborhood Character Studies will be conducted to determine the types of projects that would be supported within the areas of stability. These studies will include considerable public input and involvement.

 Number: 3 Author: Gillfillan_Abigail Subject: Rectangle Date: 12/27/2017 9:01:55 AM

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LAND USE CORRIDORS

Land Use Corridors on the Preferred Scenario Map serve to guide zoning and infrastructure improvements on major transportation networks as they move through different development contexts of the City.

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MIXED USE CORRIDORS

Mixed use corridors are intended as complete streets where pedestrian activity and safe bicycle accessibility should be a priority for design in order to support a mixture of higher density residential and commercial uses in close proximity.



EMPLOYMENT CORRIDORS

Employment corridors are primarily intended to serve major employment related land uses. Some mixture in uses including limited residential and supportive pedestrian and bicycle facilities should be incorporated.



CONSERVATION CORRIDORS

Conservation corridors are primarily located over the Edwards Aquifer Recharge Zone and are not intended for new development. These streets should prioritize the infiltration of stormwater and serve to keep major transportation corridors open while preserving the land from development.



Number: 1 Author: Gillfillan_Abigail Subject: Rectangle Date: 10/13/2017 10:19:02 AM -05'00'

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PROJECTIONS

The 2035 Proposed Roadway Network represents generalized alignments of roads that were used in the Travel Demand Model. The model indicated that this or a similar network of major roads would be necessary to serve the developments

in the preferred scenario. The 2017 Transportation Master Plan incorporated these roads. The Land Use Corridors on the preferred scenario should be considered as a conceptual tool that will guide development along the City's major transportation network. Roadway alignment will follow the standard, and often lengthy, technical analysis and public process at a time when the City, County or TxDOT determines a project is ready for development. Following adoption of Vision San Marcos: A River Runs Through Us and all of the tools, including the preferred scenario, the City initiated

an update to its transportation plan. That plan further defines the future roadway network. In addition to reducing vehicular traffic, the Citizen's Advisory Committee listed some topics that should be incorporated into the scope of developing the transportation plan update. These include the promotion of low cost operational improvements such as signal timing and adding turn lanes. The committee showed an interest in reducing the occurrence of cul-de-sacs and dead end streets to address connectivity and create a grid street design for new developments. A major focus of

 Number: 1 Author: Gillfillan_Abigail Subject: Highlight Date: 10/13/2017 10:24:32 AM -05'00'

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Old Text: While the roadways may be necessary, their alignments, at this point are very generalized. Actual alignments of roadways for travel demand modeling does not need to be as precise as the type of roadway and the number of lanes proposed. The roadway network

 Number: 2 Author: Gillfillan_Abigail Subject: Highlight Date: 10/13/2017 10:23:03 AM -05'00'

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Old Text: The 2035 Proposed Roadway Network shown on the preferred scenario represents generalized alignments of roads that were used in the Travel Demand Model.