

# Comprehensive Plan Goals Legend



## Economic Development Vision

<b>Goal 1</b>	Abundant Opportunities created by the ingenuity and intellectual capital of university, business, civic and cultural leaders
EDG101	Create a communications plan to share economic development progress with residents, the development community and target industries.
EDG102	Collaborate with social service providers to provide input on barriers for the unemployed and underemployed
EDG103	Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos
<b>Goal 2</b>	Workforce and education excellence
EDG201	Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice.
EDG202	Promote all community education options to local and prospective residents
EDG203	Collaborate with all educational institutions to support workforce development for specific industry needs
EDG204	Improve communication between workforce training procedures, public school systems, higher education institutions, job seekers and local business leaders
<b>Goal 3</b>	Emerging markets and industry relationships that generate quality entrepreneurial and employment opportunities
EDG301	Conduct target industry marketing plans regularly
EDG302	Increase the amount of Class A office and industrial space that is attractive to target industries
EDG303	Develop industrial settings that provide shovel ready opportunities for prospective companies and employers
EDG304	Identify gaps in utilities for employment and activity nodes, re-prioritize Capital Improvement Projects to support the preferred scenario
<b>Goal 4</b>	An enhanced and diverse local economic environment that is prosperous, efficient and provides improved opportunities to residents
EDG401	Establish a process to analyze the market impacts of Capital Improvements Plan projects from an economic development perspective
EDG402	Develop programs to support local businesses to encourage job creation and capital investment
EDG403	Create a pro-active, comprehensive strategy to attract development consistent with the plan
EDG404	Create a plan to relocate City Hall prioritizing the Downtown in site selection
EDG405	Create a regulatory framework that will encourage residential development Downtown
EDG406	Integrate economic development into the 2013 Transportation Plan Update

EDG407	Create opportunities for local companies to procure contracts with governmental agencies and educational institutions
<b>Goal 5</b>	<b>Fiscally Responsible incentives for economic development</b>
EDG501	Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the city's incentive policy
EDG502	Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries
EDG503	Develop a standard process for reviewing and scoring prospects for incentives, with weight going to projects that create permanent diverse, high paying jobs in the area that are environmentally sustainable
EDG504	Expedite the entitlement process for high performance local or preferred-industry employers locating in the Activity or Employment centers of the preferred scenario
EDG505	Ongoing evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt
EDG506	Create incentive packages to support entrepreneurs, target industries and growing industry sectors
<b>Goal 6</b>	<b>Promote and Support the Maximum Potential of the San Marcos Municipal Airport</b>
EDG601	Enact appropriate regulations and plans to protect airport operations and enhance future development
EDG602	Maximize development opportunities within the airport boundary
EDG603	Develop connections between the community and airport including enhanced road, transit and utility infrastructure
EDG604	Build internal airport community
<b>Goal 7</b>	<b>Sports tourism, eco-tourism, retail tourism and the community's 13,000 year heritage as an economic generator</b>
EDG701	Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history
EDG702	Create an arts and cultural center/district
EDG703	Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities
EDG704	Develop a transit plan that matches Preferred Growth Scenario Map to encourage connectivity between centers
EDG705	Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance
EDG706	Develop a strategic plan for Downtown Business Development as recommended in the Downtown Master Plan to ensure Downtown San Marcos retains a diverse mix of businesses to accommodate the entire community and attract tourists
EDG707	Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario
EDG708	Coordinate with private efforts to update and expand recreation fields



## Environment & Resource Protection

<b>Goal 1</b>	Public and Private sectors working together to protect water quality and facilitating appropriate development in the San Marcos and Blanco rivers watersheds, and over the Edwards aquifer using measurable and scientific methods
ERPG101	Incorporate Low Impact Development (LID) practices and other best practices early on and throughout the development process
ERPG102	Audit the effectiveness of Environmental Code Compliance and use this information to recommend staffing levels, training, and code changes
ERPG103	Develop an educational and place-making program illustrating the location of the natural boundaries and environmentally sensitive areas of our City including watersheds and Edwards Aquifer recharge zone and contributing zones
ERPG104	Adopt watershed specific regulations based on scientific understanding of water quality impacts
ERPG105	Develop a regional detention and water quality strategy (including fee-in-lieu) to improve land efficiency, affordability, and efficacy of systems
ERPG106	Establish a team with representatives from the County, City, and other public and private entities to identify lands and develop policies for the preservation and maintenance of environmentally sensitive watershed lands
ERPG107	Incentivize dense development within the activity centers by lifting the regulatory environment, streamlining the development process and proactively building the infrastructure and regional detention facilities to support this growth
<b>Goal 2</b>	Natural resources necessary to our community's health, well-being, and prosperity secured for future development
ERPG201	Develop a coordinated tree preservation and planting program
ERPG202	Join the regional effort to improve air quality
ERPG203	Adopt comprehensive ordinances that actively support local food production and preservation of agricultural lands for farming
ERPG204	Model sustainable practices in infrastructure, operations, and facilities in City Projects
ERPG205	Adopt a program to implement the greenway system that is identified in the preferred scenario and integrate this trail system with the Parks Master Plan
<b>Goal 3</b>	Pro-active policies that encourage recycling and resource and energy efficiency
ERPG301	Conduct a rate structure study and use the information to balance water and energy conservation goals with the economic viability of the utility
ERPG302	Decrease per capita energy and water use to meet the highest standards of the STAR guide for cities
ERPG303	Adopt and implement the recommendations of the Municipal Solid Waste Task Force

ERPG304	Create a point system to measure the sustainable elements of proposed development in order to qualify for utility, process, and other incentives.
ERPG305	Develop re-claimed water infrastructure plan for activity centers
ERPG306	Create a connected network for non-automobile transportation
<b>Goal 4</b>	<b>A population prepared for and resilient to man-made and natural disasters</b>
ERPG401	Adopt comprehensive floodplain development regulations
ERPG402	In coordination with other governmental entities, implement an education and outreach program that identifies, and alerts citizens to, risks and responses to all hazards



## Land Use

<b>Goal 1</b>	<b>Direct growth, compatible with surrounding uses</b>
LUG101	Update Future Land Use Map (FLUM) that is based on the development intensities specified in the preferred scenario
LUG102	Update Annexation/ETJ Management Plan
LUG103	Create a Sustainability Plan to identify affordable and realistic sustainability practices to be encouraged
LUG104	Replace the Land Development Code with an updated document to support preferred scenario
LUG105	Align infrastructure plans to achieve preferred scenario
<b>Goal 2</b>	<b>High-density mixed-use development and infrastructure in the Activity Centers, including the downtown area supporting walkability and integrated transit corridors</b>
LUG201	Develop a parking plan in downtown, and other activity centers, that supports the preferred scenario and implement incentives such as parking reductions for mixed-use developments near transit or major employment nodes
LUG202	Require all developments dedicate adequate right-of-way to accommodate all modes of transportation
LUG203	Implement a complete economic development strategy for downtown
LUG204	Review and update the Downtown Master Plan
LUG205	Create a fiscal impact model to quantify the costs and benefits of incentives
LUG206	Maintain a current Thoroughfare Plan in order to preserve necessary right-of-way
LUG207	Set aside areas for high quality public spaces during the development process
<b>Goal 3</b>	<b>Set appropriate density and impervious cover limitations in the environmentally sensitive areas to avoid adverse impacts on the water supply</b>
LUG301	Create specifications for the use of pervious materials
LUG302	Implement rain water retention and storm water Best Management Practices
LUG303	Track and Monitor pervious cover at the watershed level

LUG304	Adopt a Water Quality Model that will ensure water quality standards are met and to minimize water degradation
LUG305	Adopt scientific standards for development in environmentally sensitive areas



### Neighborhoods & Housing

<b>Goal 1</b>	Neighborhoods that are protected and enhanced in order to maintain a high quality of life and stable property values
NHG101	Update the current process for Future Land Use Map Amendments to provide for more holistic review
NHG102	Improve communication of neighborhood information regarding enforcement and incentives
<b>Goal 2</b>	Housing opportunities for students of Texas State University in appropriate areas and create and implement a plan to accomplish this vision
NHG201	Revise development codes in Development Zones to allow and streamline the process for appropriate uses and densities
NHG202	Develop a plan to reduce congestion and parking issues caused near campus and in dense housing areas including community transit options that integrate with existing university systems
<b>Goal 3</b>	Diversified housing options to serve citizens with varying needs and interests
NHG301	Revise zoning code to allow for more diverse housing types and mixed use development
NHG302	Update infill housing program
NHG303	Develop an affordable housing program
<b>Goal 4</b>	Well maintained, stable neighborhoods protected from blight or the encroachment of incompatible land uses
NHG401	Review and update city ordinances regarding maintenance of property
NHG402	Develop a process to enforce city codes related to property maintenance
NHG403	Update and improve notice requirements for zoning changes
NHG404	Create clear criteria for zoning changes to apply to all cases
NHG405	Identify and create Character Index study for neighborhoods inside and out-side of Development Zones
NHG406	Develop a plan to manage parking demand



### Parks, Public Spaces & Facilities

<b>Goal 1</b>	Well-maintained public facilities that meet the needs of our community
PPSFG101	Develop a full comprehensive plan for locating a new City Hall/Municipal Complex, prioritizing Downtown in site selection
PPSFG102	Coordinate with SMCISD to direct future site decisions to align with this Comprehensive Plan.
PPSFG103	Expand the scope of the local radio station (KZOS) and local TV station
PPSFG104	Create a Sidewalk Master Plan

PPSFG105	Review and approve infrastructure plans every five (5) years to be consistent with the Preferred Growth Scenario and Comprehensive Plan Vision and Goals
PPSFG106	Expand the current library
PPSFG107	Construct regional branch libraries, based on nationally recognized standards and Preferred Growth Scenario
PPSFG108	Review and implement a program to fulfill the need to expand City cemetery
<b>Goal 2</b>	<b>A differentiated collection of connected and easily navigated parks and public spaces</b>
PPSFG201	Develop a comprehensive way-finding system for City, including all transportation options (trails to roads)
PPSFG202	Create and implement a policy that ensures adequate resources are identified to develop and maintain parks and public space prior to acceptance of dedication
PPSFG203	Create a Greenways Master Plan
PPSFG204	Develop a beautification schedule for gateways
<b>Goal 3</b>	<b>A vibrant central arts district and robust and accessible educational opportunities for residents</b>
PPSFG301	Create funding mechanism(s) for the area designated as the Central Arts District
PPSFG302	Establish an Arts District Development Task Force to identify a minimum of 5 areas within Preferred Scenario for public art displays
PPSFG303	Develop an Art in Public Places Program and identify areas of the city that could be used for murals/public art displays
<b>Goal 4</b>	<b>Funding and staffing to ensure quality public safety and community services</b>
PPSFG401	Make future fire and police asset investments that accommodate the more compact, sustainable, and dense development and infrastructure by Comprehensive Master Plan
PPSFG402	Perform an analysis to create and maintain a fire and police station location plan which identifies, based on nationally recognized and accepted response times, the appropriate locations for future fire, EMS, and police stations.
PPSFG403	Expand our volunteer system to create a Central Volunteer System
PPSFG404	Establish a park amenities schedule for a maintenance/repair/replacement program
<b>Goal 5</b>	<b>Effective social services delivered to those who can most benefit from them</b>
PPSFG501	Conduct a gap analysis of current social services and facilitate cooperation between the public and private social service providers to better meet community needs
PPSFG502	Study and address homelessness issues through qualitative and/or quantitative analysis

PPSFG503	Partner with local healthcare systems and relevant stakeholders to provide more robust public and mental healthcare infrastructure with focused locations in Activity Centers
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## Transportation

<b>Goal 1</b>	A safe, well-coordinated transportation system implemented in a an environmentally sensitive manner
TG101	Update Transportation Plan in 2013 to address transportation issues
TG102	Determine appropriate modes of transportation in and around new developments, subdivisions, site plans, the university and high density residential areas
TG103	Evaluate the Traffic Impact Analysis (TIA) process regularly to ad-dress future traffic impact expectations
TG104	Maintain a Current Travel Demand Model (TDM) to be utilized for continued analysis of the transportation network
<b>Goal 2</b>	A multimodal transportation network to improve accessibility, mobility, minimize congestion and reduce pollution
TG201	Focus on non-vehicular transportation improvements in Updated Transportation Master Plan
TG202	Develop an Urbanized Transit System that integrates with existing university and proposed regional systems
TG203	Obtain "Bicycle Friendly Community" Designation
TG204	Create a sidewalk master plan
TG205	Develop and implement a complete streets policy for coordination with other transportation related entities to properly integrate all modes of transportation into the transportation network
TG206	Pilot Green Street program to minimize environmental impacts and reduce maintenance cost, while improving street aesthetics
TG207	Integrate the transportation system by coordinating with all related public entities, including, but not limited to CAMPO, the counties, TxDOT, the university, and the rail district