appropriate with the Approach design context than the University Edge context (See Design Guidelines).

2. What is the use and how is the rest of the site being developed? For instance, is the proposed building a restaurant and an outdoor dining area will be incorporated? Is the building a community center but a large community garden will be created on site?

This Section was approved by Ordinance No. 2021-16 on 3-16-2021.

Section 4.3.4.5 Residential Height Compatibility Standards

A. **Height Stepback.** A maximum building height of thirty-five (35) feet shall apply to portions of a structure within seventy (70) feet of a single-family zoning designation (measured from the property line).

(Ord. No. 2020-60, 9-1-2020)

Section 4.3.4.6 Additional Stories or Height

A. **Alternative Compliance Findings.** The City Council may in accordance with Section 2.8.4.1 allow additional stories in the CD-5 or up to two additional stories in CD-5D zoning districts, subject to the following considerations:

1. The project is consistent with the objectives and guidelines from the City's Comprehensive Plan and Downtown Master Plan where applicable.

2. For a residential project, the additional stories provide an opportunity to include a minimum of ten (10%) percent of the project as affordable housing under Section 4.3.1.1;

3. For a residential project, the additional stories provide an opportunity to include a minimum of twenty (20%) percent of the project as workforce housing under Section 4.3.1.1;

4. The additional stories provide an opportunity for additional professional office or commercial space providing employment opportunities;

5. The additional stories provide an opportunity to deliver a building that is rated a minimum of a silver in the LEED green building program;

6. The additional stories provide an opportunity to include child care within the facility;

7. The additional stories provide an opportunity to add public parking in or adjacent to the downtown;

8. The additional stories provide an opportunity to include on-site publicly accessible open space in excess of the open space required under Section 3.10.1.2.

9. In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines; and

10. The project proposes architectural elements that mitigate any effects on adjacent properties or the pedestrian experience from the street level.

This Section was approved by Ordinance No. 2021-16 on 3-16-2021.

Section 4.3.4.7 Varied Massing Requirement

A. **Applicability.** The varied massing requirements apply to buildings in the CD-5D district that meet the following criteria:

1. The building is over three (3) stories in height; and

2. The building has a frontage greater than sixty (60) feet in width.

B. **Intent.** The intent of the varied massing requirements is to:

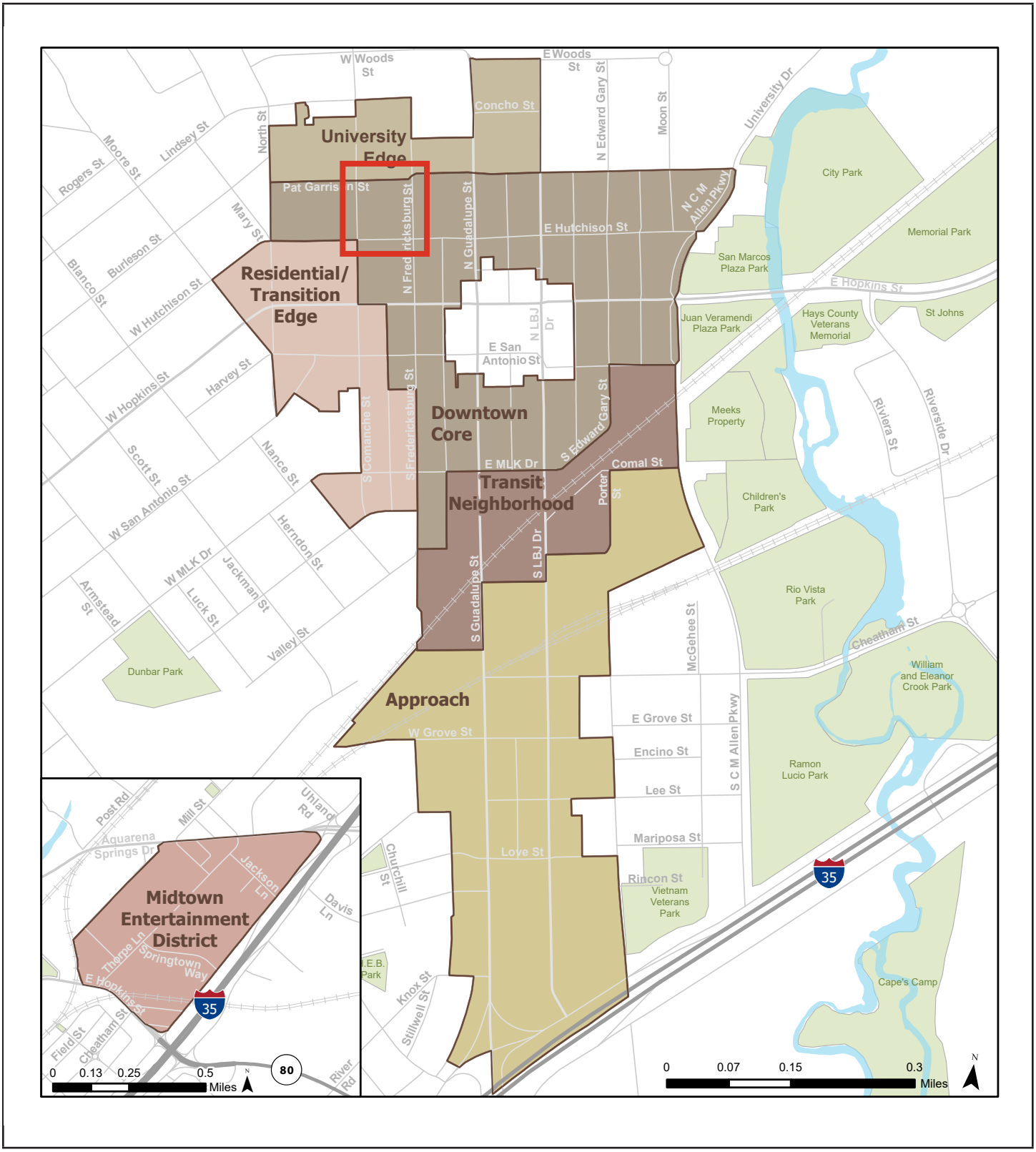
1. Encourage and enhance the variety in building heights that exists in downtown San Marcos that help to define the character of the area;

2. Ensure that new development continues the tradition of height variation, expressing and supporting human scale and architectural diversity in the area;

3. Ensure that a traditional scale at the street level is maintained in order to reflect the design of historic buildings downtown; and

4. Preserve views to notable buildings throughout downtown including the Courthouse Square, historic landmarks, and churches, and to areas adjacent to downtown. Reference Design Guidelines in the Design Manual for additional information regarding views.

FIGURE 1.1 DOWNTOWN AND MIDTOWN ENTERTAINMENT DISTRICT DESIGN CONTEXT MAP



Project Location

DIVISION 3: DESIGN CONTEXTS

Section A.1.3.1 Description of Context Areas

A. Purpose. This section includes goal statements for each of the downtown design contexts as well as the Midtown Entertainment District (see Figure 1.1, Downtown and Midtown Entertainment District Design Context Map). These contexts are areas identified by community workshop participants as having unique character, constraints and/or design goals. Please note the Downtown Historic District area is not included, as a separate design review system is in place for the historic district.

1. **University Edge.** The University Edge context creates a pedestrian-friendly connection between campus and the Downtown Core context. New buildings may be larger in scale here, in keeping with campus scale, while drawing upon downtown's design traditions.

   Of special note are key public views, both north to campus and south to the Downtown Historic District. New development should preserve and enhance these views by varying building massing and creating outdoor spaces that permit views through to key landmarks.

   Key Characteristics.

   a. Scale: Larger buildings here can be compatible with the scale of the university. Buildings in the University Edge should act as a transition in scale from the Downtown Core to the Texas State University Campus.

   b. Building massing: Buildings vary in their massing, to express modules similar in form to those seen historically.

   c. Street level character: Building fronts are visually interesting are activated primarily with stoops and forecourts. Storefronts and display cases may be appropriate in some cases.

   d. Frontages and setbacks: A high percentage of each building front aligns at the sidewalk edge, however with some variation in setbacks for active outdoor spaces.

   e. Parking: Parking is accessed from alleys and is concealed from the street, in tuck-under designs or structures.

2. **Downtown Core.** The Downtown Core frames the Downtown Historic District and draws closely upon its design traditions to establish a sense of visual continuity between the two areas. New buildings express a scale at the street frontage that appears similar to that of buildings in the historic district. While compatibility with the historic styles is appropriate and important in the Downtown Core, replication of historic styles is inappropriate.

   Variations in the articulation of building fronts and in overall massing reflect the scale of the historic district, with expression elements that define traditional building widths and building heights that step down to traditional heights for portions of larger buildings. The rhythm of new building fronts reflects the width and rhythm of historic buildings. New building designs draw on and are compatible with the historic character, but are designed to be "of their time."

   Buildings in the Downtown Core should be pedestrian-friendly design that includes wide sidewalks, activated ground levels – transparent windows and display cases for example – and shaded walkways. The use of trees and overhangs to provide shade is crucial.

   Key Characteristics.

   a. Scale: Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.

   b. Building massing: Buildings vary in their massing, to express modules similar in form to those seen historically.

   c. Street level character: Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility.

   d. Frontages and setbacks: A high percentage of each building front aligns at the sidewalk edge, however with some variation in setbacks for active outdoor spaces.

DIVISION 4: DESIGN GUIDELINES

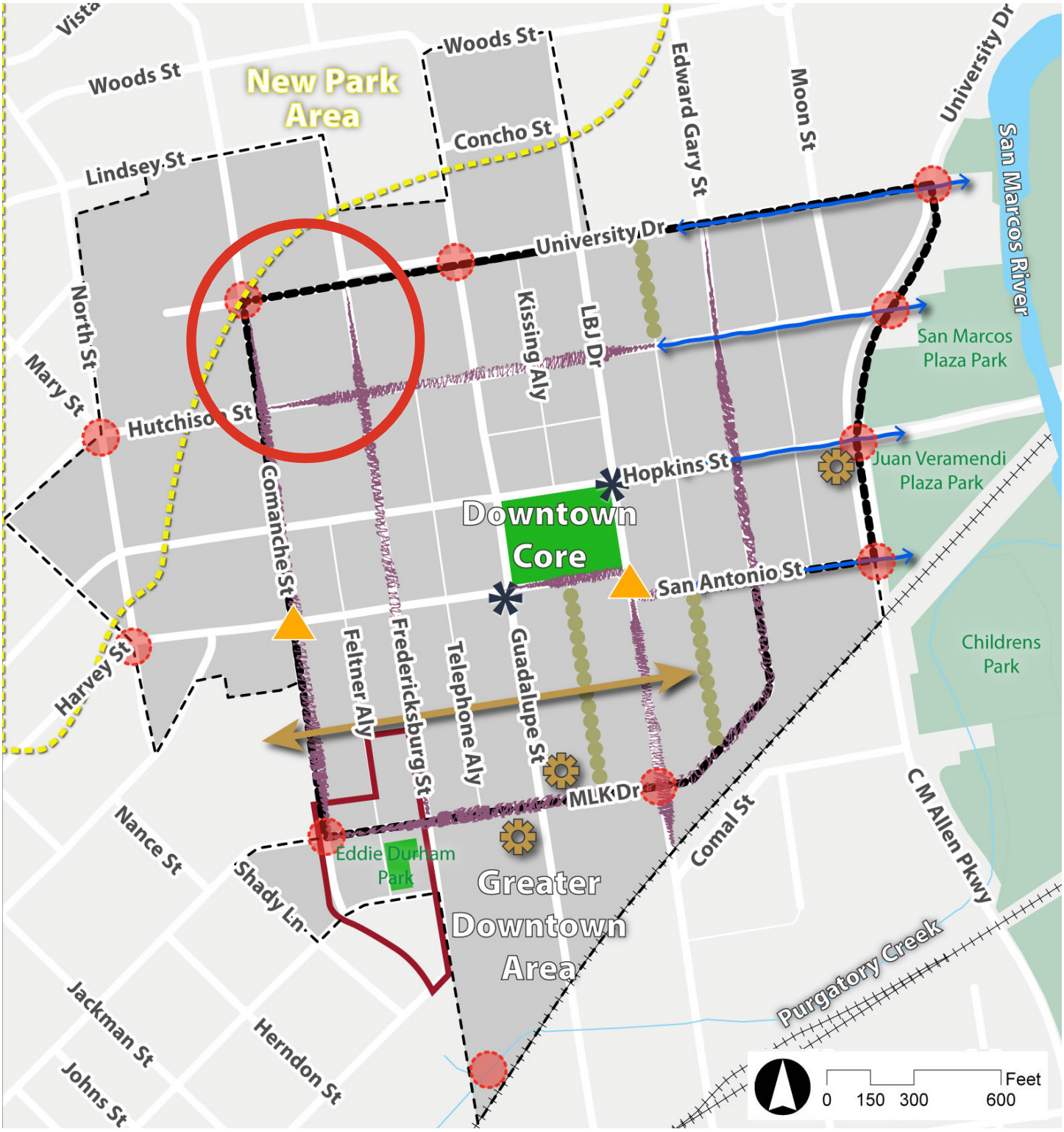
Section A.1.4.1 Building Height

A. The variety in building heights that exist helps to define the character of the area. New development should continue the tradition of height variation, expressing and supporting human scale and architectural diversity in the area. New buildings above three stories should set back upper floors to maintain a sense of human scale at the street and minimize impacts to lower scale historic structures in the district. The following Table 1.1 should be used when analyzing requests for additional height.

TABLE 1.1: HEIGHT STRATEGY BY CONTEXT

DESIGN CONTEXT	GOAL(S)	ADDITIONAL HEIGHT IN FIRST AND SECOND LAYER	ADDITIONAL HEIGHT IN THIRD LAYER
UNIVERSITY EDGE	Preserve key public views up the hill to campus. Create a transition in height from the Downtown Core to the University.	Alternatives which maintain sufficient public access to key views up the hill may be considered. Building height that relates to traditional building heights in the Downtown Historic District is appropriate.	Alternatives may be considered where taller structures will provide greater residential opportunities within proximity to campus and key views are sufficiently maintained. Additional height may be considered when it is found to meet the requirements for alternative compliance and especially the design guidelines for varied massing and expression within the First and Second Layers.
DOWNTOWN CORE	Maintain compatibility with traditional buildings in the Downtown Historic District.	Building height should be compatible with the historic buildings in the Downtown Historic District.	No additional height adjacent to the Downtown Historic District. Additional height may be considered where it will not obscure key views, but additional height above five stories is discouraged in this design context.
RESIDENTIAL/ TRANSITION EDGE	Maintain a sense of scale that relates to the adjacent residential zoning districts and uses. Create a transition from higher scale development in the Downtown Core. Provide a transition in scale between the CD-5D zoning and the neighborhoods.	No additional height.	No additional height.
TRANSIT NEIGHBORHOOD	Variety and creativity in building design, including height, is appropriate in this context. Taller buildings may be appropriate in this context as long as the height at the street is designed with the pedestrian in mind.	Additional height at the street wall may be appropriate where the building maintains a sense of human scale and a pedestrian-friendly streetscape.	Additional height may be appropriate here where the building maintains a sense of human scale and maintains a pedestrian-friendly streetscape.

DOWNTOWN HIGHLIGHTED RECOMMENDATIONS



Legend

- Downtown Core
- Greater Downtown Area
- Railroad
- Streets
- River and Creeks
- Parks
- Riverfront Park Connections
- Existing Park for Improvemen
- 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

PRIORITY STREETSCAPE IMPROVEMENTS

DOWNTOWN GATEWAYS *(Recommendation D.7)*

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. Examples of include, but are not limited to, a sign, landscaping, a park, monument or public art piece, or a park or distinctive architecture within an area. The map below illustrates potential locations for gateway elements into Downtown San Marcos by mode of travel that would improve the sense of arrival for visitors and residents alike.