



Small Area Plan Program

A Component of Neighborhood Character Studies



Vision San Marcos Comprehensive Plan

"Ensure that neighborhoods retain their existing character and follow development and re-development patterns desired by the residents."



What is a Small Area Plan?

A Small Area Plan focuses planning efforts in smaller geographic areas within the community or neighborhood. It will be the tool used to implement Neighborhood Character Studies.

- **Implements the Comprehensive Plan**
- **Neighborhood Driven**
- **Serves Citizens with Varying Needs**
- **Component of Neighborhood Character Studies**



Timeline



August

Project Kick-Off

- Launch survey website
- Launch susceptibility to change map
- Schedule small group meetings
- Schedule community outreach events

September

Gather Input

- Hold small group meetings
- Survey outreach

October

SAP Program Description

- Community open house and presentation to display criteria and incentives.
- Hold small group meetings

Timeline



November

Policy Review

- Present SAP Program to City Council for Feedback

December

SAP Application Available

- Neighborhood groups submit applications.

January

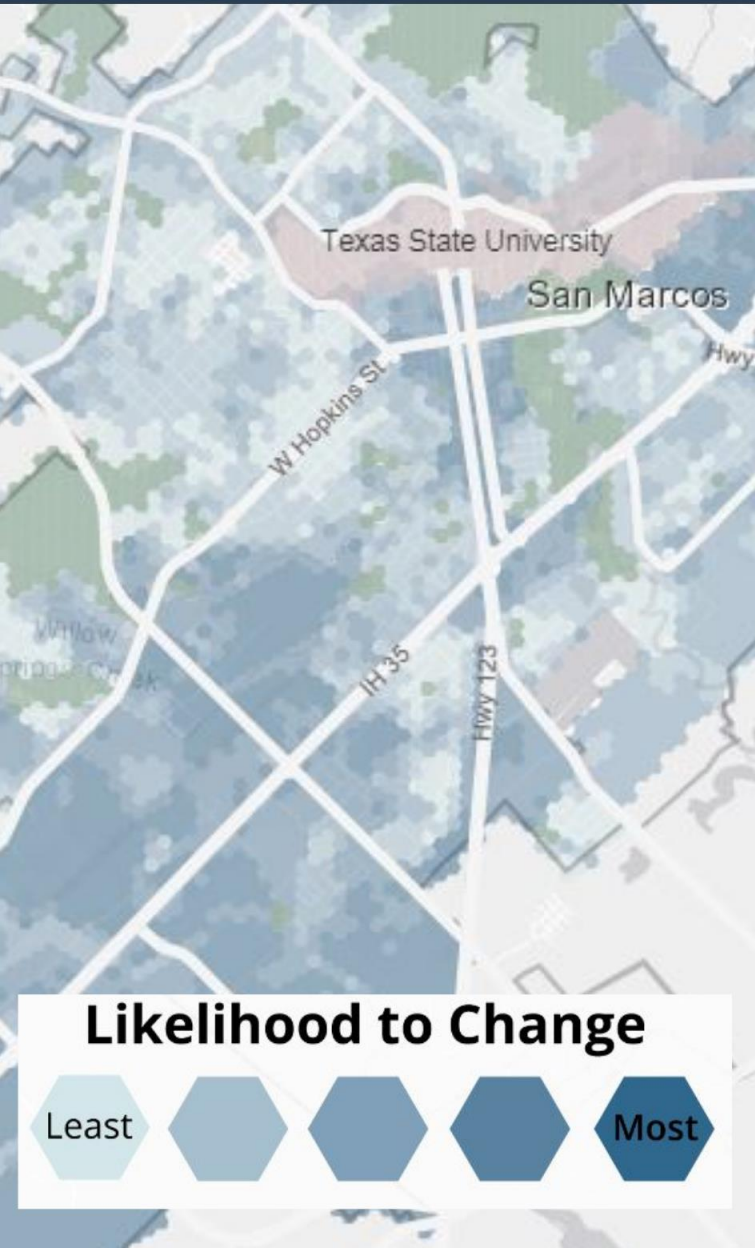
Select Planning Areas

- Staff makes recommendations and City Council selects planning areas.

Small Area Plans

Program Monitoring

Susceptibility to Change Map



- **Partnership with Texas State Geography classes**
- **Map growth pressures in Neighborhoods.**
- **Analyze 5 key indicators of change:**
 - **City Policy**
 - **Investment**
 - **Land to Improvement Ratio**
 - **Owner Occupancy**
 - **Mixture in Land Use Types**

Small Area Plan Survey



What

Program Goals

What issues and factors are most important when creating and/or maintaining high-quality neighborhoods.

Where

Boundaries

Where are Neighborhoods most impacted by growth and where are neighborhoods lacking basic amenities?

What

Outcomes

What outcomes and benefits of participating in the Small Area Plan Program are most valued?

Program Goals

The results of the survey assist staff in crafting the Small Area Plan Program goals

Housing Affordability

Neighborhood Stability

Managing Student Behavior

Transportation Options

Access to Goods / Services

Resident Participation

Streets / Corridors

Willingness to Change



Mapping Exercise

The Results from the mapping exercise assist staff in identifying areas for further outreach and establishing location and boundary criteria.



Criteria

- Adjacent to High Intensity Areas
- Lacking in Access
- Rapid Growth
- Transportation Corridors

Size

- Roughly 1/4 Mile or 5-min walk

Program Outcomes

The Results of the Survey assist staff in providing relevant outcomes and benefits of participating.

Shaping Development

Street Design

Beautification Projects

Increased Communication

Financial Assistance

Organizational Support



Engagement Efforts



Survey

- 397 Participants
- 128 Written Comments
- 878 Map Markers
- 588 Map Comments
- iPad Survey kiosks at Activity Center, Library, and public meetings



Informational Presentations

- Neighborhood Commission
- National Night Out
- Park(ing) Day 2018
- Home Builders Association
- Rio Vista Neighborhood Party
- CONA
- SUPO
- Dunbar Neighborhood Workshop



General Outreach

- Distributed Business Cards with SAP Info
- 3 Newsletters distributed to mailing list of 1,000+
- Informational Video / Brochure
- Four Facebook Posts - reaching 10,200 individuals

Open House - October

Introduce Draft Program

Present Survey Results

- Priority Issues
- Valued Outcomes
- Map

Collect Input on Program

Connect Residents

- +/- 35 attendees
- Open House Information is available Online



Who Can Apply?

Residents or Community Groups

- Neighborhood Groups
- Stakeholders
- Civic Organizations

Staff Assistance with Application

- Facilitation
- Resources
- Application Discussion



Small Area Plan Process

- 1 Neighborhood Organizes**
- 2 Neighborhood connects with City**
- 3 City Facilitates Application Meeting**
- 4 Application submitted**
- 5 Council Reviews & Selects Application**
- 6 Small Area Plan Action-Plan Created**
 - Project Management Plan
 - Stakeholder Engagement Strategy
 - Goal Setting
 - Existing Conditions Analysis
 - Alternatives Analysis
 - Blueprint for Action
 - Draft Plan
 - Final Plan
- 7 Implement Small Area Plan**

How are Plans Prioritized?

Potential Impact of Project (20%)

- Project Vision Statement
- Project Location
- Impact to Susceptibility to Change Map

Ability to Implement (20%)

- 20% of Residents
- Variety and Engagement of Stakeholders

Fulfilling Program Goals (60%)

- Housing Affordability (20%)
- Neighborhood Stability (20%)
- Transportation Options (10%)
- Access to Goods and Services (10%)





Further Steps for Involvement



1 Spread the Word

Inform residents and citizens in your neighborhood about the Small Area Plan Program

2 Connect with Staff

Connect interested residents or neighborhood groups with staff for more information

3 Submit an Application

Encourage residents and neighborhood groups to submit an application for a Small Area Plan in their neighborhood.