



# Public Hearing

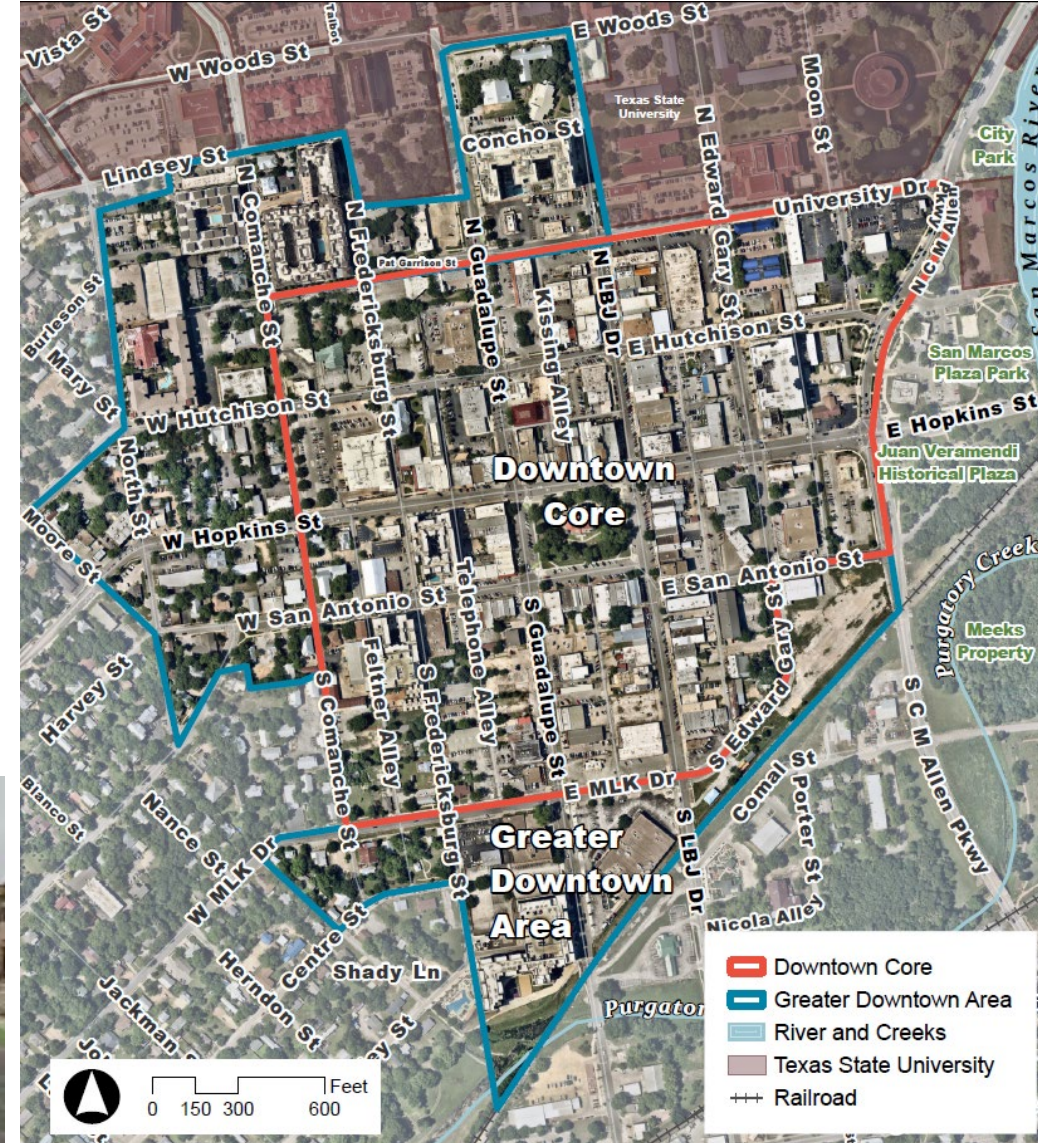
## San Marcos Downtown Area Plan

Hold a public hearing, receive a staff presentation, and consider a recommendation on the “San Marcos Downtown Area Plan”.

*To view the Plan, please visit [www.visionsmtx.com/downtown-plan/](http://www.visionsmtx.com/downtown-plan/)*

# Role of the Downtown Area Plan

- Directed by City Council as a targeted effort within the **Comprehensive Plan**
- Updates the **2008 Downtown Master Plan**
- Help **guide development** and **infrastructure investments** Downtown for the next 20 years
- Identifies Downtown **assets** and **character** that should be preserved or enhanced as the plan is implemented



2008



2022

# Role of the Downtown Area Plan



- **A planning tool** used to gather community and stakeholder input about the future of an area
- **Balance multiple topics** – not a siloed document.
- After adoption of the Downtown Master Plan, **no immediate physical or programmatic changes are made**. It is simply a planning tool used to as a resource for decision-making
- Private property is **currently entitled based on their zoning**
- There are 3 primary groups who exist within the plan boundary:
  1. **Private Property** (Property Owners)
  2. **City Property** (Streets, existing parks, and a few vacant or developed lots)
  3. **Organizations/Businesses/Visitors/Residents** (Operate, work, visit, or live within the buildings Downtown)
    - **Partnerships** (a unique combinations of two or more roles)

# ENGAGEMENT TIMELINE



# 7 Key Topics



**Multimodal  
Connectivity and  
Parking**



**Historic &  
Cultural  
Character**



**Public Spaces  
& Amenities**



**Priority  
Streetscape  
Enhancement**



**Fostering  
Small  
Businesses**



**Downtown  
Housing Options**



**Building Form  
and Infill  
Development**

**Built on Downtown San Marcos' opportunities to create recommendations and priorities for our future**

# Following Adoption

- Update the **Development Code**
- Update the **Transportation Master Plan**
- Incorporate the Downtown Plan into the **Capital Improvement Plan** project selection process
- Evaluate projects, plans, and policies for **short-term implementation**
- Create **Implementation Tracking Worksheet**





# The Adoption Schedule

- **February 14, 2023:** The Commission received an informational presentation on the Downtown Area Plan.
- **February 28, 2023:** The Commission held a Public Hearing and voted to postpone action on the plan to the April 25, 2023 meeting.
- **April 25, 2023:** The Commission voted to postpone action on the plan to the July 25, 2023 meeting. In addition, Chair Garber stated that the P&Z subcommittee consisting of Chair Garber, Commissioner Meeks, Commissioner Agnew, Commissioner Case, and Mayor Hughson would develop a redline of revisions to the Plan.
  - In June, staff received a redline of revisions to the Downtown Area Plan from the P&Z subcommittee



# The Adoption Schedule

- **July 25, 2023:** Staff recommended that action on the Downtown Area Plan be postponed to the September 26 Planning Commission meeting, to align with the proposed Comprehensive Plan approval process and to allow staff time to analyze the subcommittee redlines and discuss any comments and questions with representatives from the subcommittee.
  - Staff met with Mayor Hughson and Chair Garber to discuss staff comments and questions related to the redlines.
  - Staff prepared the Downtown Plan+ for the Commission’s consideration and posted it on the website.

## Upcoming Adoption Proceedings:

- **October 17: City Council Public Hearing & Consideration**



# Adoption Process

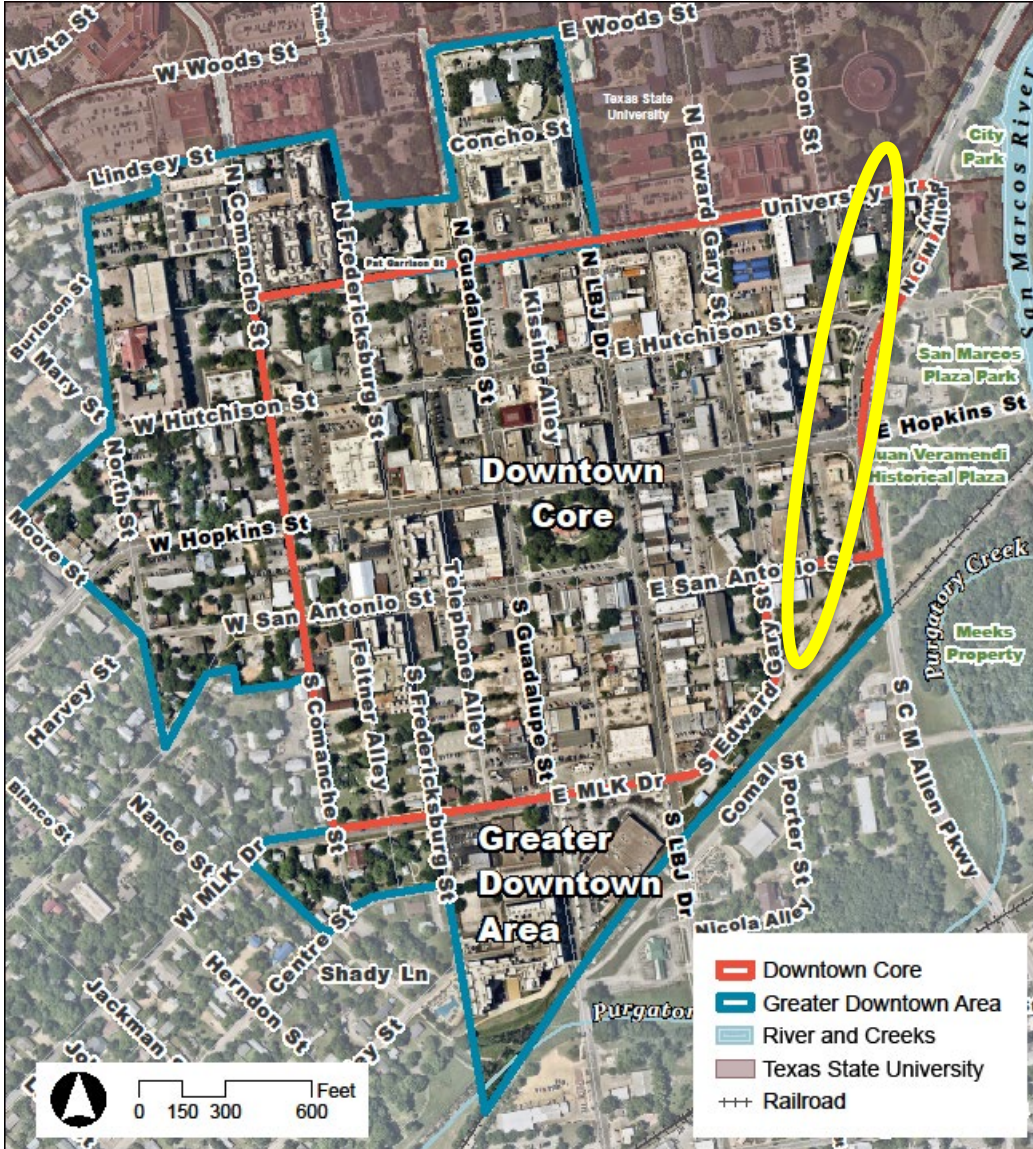




# Overview of P&Z Subcommittee Redlines

- **Approximately 900 redlines/comments**
  - **Stylistic changes:** reformatting, typos, preferences in grammar, and non-substantive alternative language
  - Added photo captions and data citations/sources
  - Additional language to represent existing conditions
  - Substantial changes to the CM Allen Parkway District
- **All redlines have been included in Downtown Plan+**

# CM Allen Parkway District (p.74-79)



- Located in the Downtown Core
- Located furthest east – away from existing neighborhoods
- Located in the Downtown Tax Increment Reinvestment Zone (TIRZ)
  - Funds collected from property taxes on the increased value within the TIRZ.
  - Funds are used to improve downtown
- **Downtown has some of the highest value properties in San Marcos.**

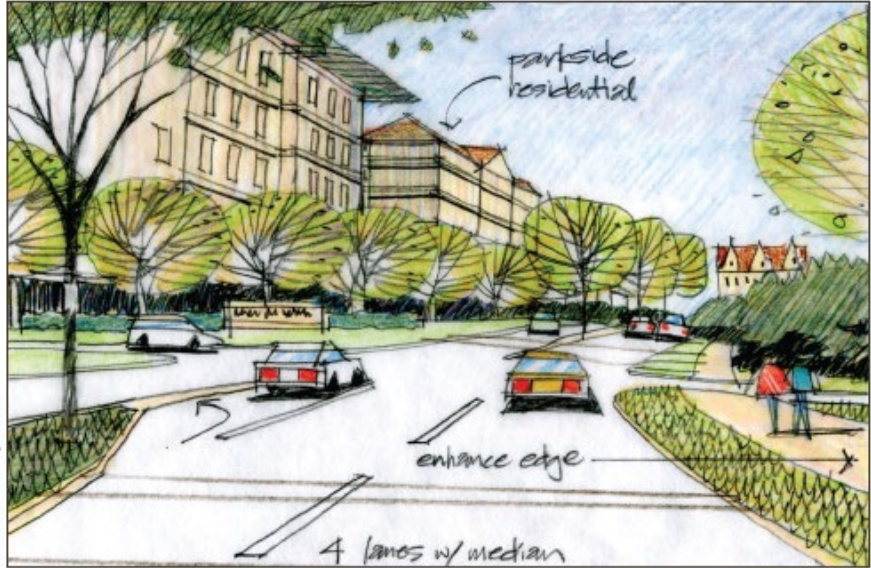
# Existing Conditions



# Taxable Value per Acre



# CM Allen Parkway District



Source: Townscape, Inc.

AFTER

*Image from 2008 Downtown Master Plan*

- Properties are currently zoned CD-5D.
- Private property composed of 8 property owners.
- Existing 1-story structures with surface parking lots between buildings and street.
- Approximate 85% Impervious Cover
- CM Allen Parkway was also envisioned in the 2008 Downtown Master Plan as a place for new development and enhanced pedestrian walkways and landscaping.
- Existing properties were built pre-2018 and do not meet current Development Code
- **This District is conceptual and any changes to property would need to meet the Development Code.**

[sanmarcostx.gov](http://sanmarcostx.gov)

# Existing Conditions



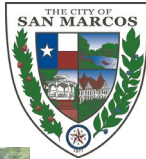
# Option 1: Downtown Plan

- Opportunity for **higher density, mixed use buildings** given distance from single-family neighborhoods
- Buildings with **minimal setbacks** or that incorporate **public plaza space** adjacent to the street.
- Ground floor design oriented towards the street and the riverfront
- Enhanced **mid-block** bike/pedestrian crossings across CM Allen Parkway
- “Parkways” or **well-landscaped streets and signage** to aid in wayfinding between the Riverfront and Downtown
- Implementation of **green building design** characteristics on new development such as green roofs.





# Option 1: Downtown Plan



 CONCEPTUAL FUTURE BUILDING	 IMPROVED PARK CONNECTIONS (INTERSECTIONS / MID-BLOCK CROSSINGS)	 PARKING LOTS / PARKING GARAGES
 PUBLIC SPACE	 LANDSCAPING	

# Option 2: P&Z Committee Proposal



Expanded public space

# Option 2: P&Z Committee Proposal



- **Expand the public riverside park system.**
- Intent of “**green stormwater infrastructure**” for both flood mitigation and equitable public parks and open space.
- **Expand public space** opportunities for children’s play, events, passive recreation, community gardens, gathering and dog use
- Strengthen Downtown’s **unique identity** through an atmosphere of eclectic arts, small businesses, diverse cuisines, recreational opportunities, Historic architecture, and lively events in a riverfront, hill country community.
- The City should seek **grant funding** or other financially responsible methods to fulfill this need for its residents.
- **Preservation and celebration of the San Marcos River**



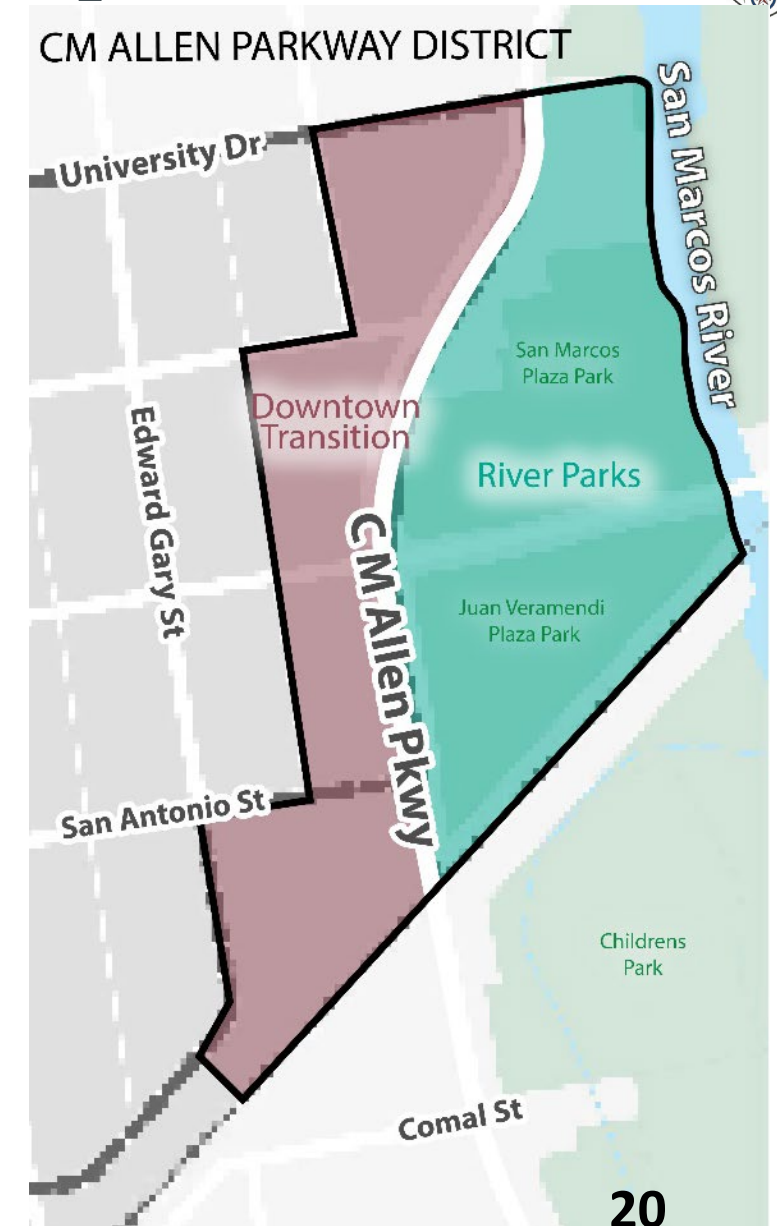
# Option 3: Staff Revised Proposal



## River Parks

- River Parks are outside of the Downtown Area Plan boundary, but it is important to **acknowledge as part of the valuable public riverside park system.**
- This side of the street should be **preserved as open/park space** to equitably serve a growing population, provide outdoor recreation opportunities, and to include green stormwater infrastructure for both flood mitigation and water quality benefits.

***\* The City Parks Department is in the process of creating a Riverfront Parks Plan which is exploring improvements/ modifications to the River Parks.***

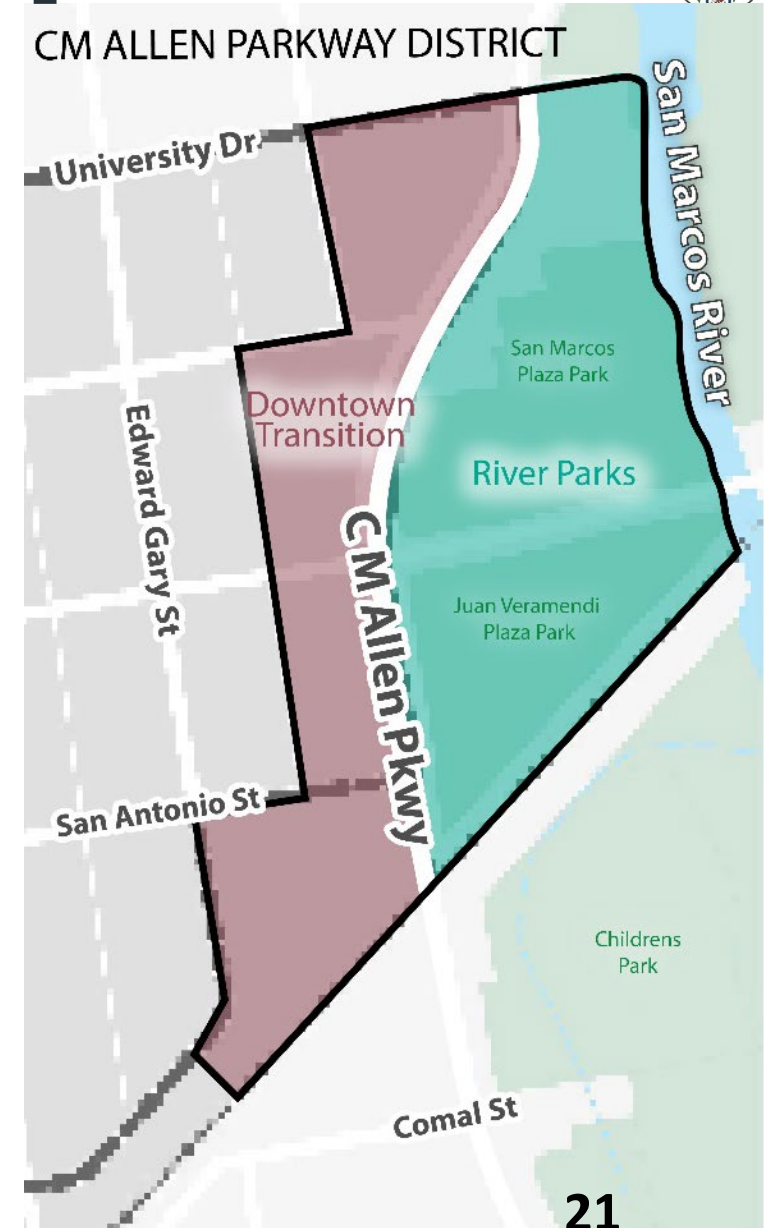


# Option 3: Staff Revised Proposal

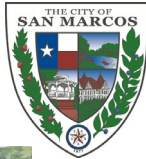


## Downtown Transition

- **Opportunity for mixed use buildings** given distance from single-family neighborhoods
- **Open/green spaces between buildings** enhancing the transition between Downtown and the River Parks
- Buildings that incorporate **public plaza space** adjacent to the street.
- Ground floor commercial oriented towards the street and the River Parks which **encourage visitors to downtown.**
- Enhanced **mid-block crossings** across CM Allen Parkway for **safety.**
- “Parkways” or **well-landscaped streets and signage** to aid in wayfinding and connectivity between the River Parks and Downtown
- Implementation of **green building design** characteristics on new development such as green roofs.



# Option 3: Staff Revised Proposal



 CONCEPTUAL FUTURE BUILDING	 IMPROVED PARK CONNECTIONS (INTERSECTIONS / MID-BLOCK CROSSINGS)	 PARKING LOTS / PARKING GARAGES
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# Option 3: Staff Revised Proposal



[sanmarcostx.gov](http://sanmarcostx.gov)



# CM Allen Parkway Summary

All three options are conceptual. Below are ways in which each option could be implemented:

## Option 1 & 3

- Property owner chooses to develop their property.
- Property could be developed in accordance with existing entitlements on property (CD-5 Zoning).
- Property owner partners with City to install a public park.

## Option 2

- Property owner gives City land.
- City purchases land.
- City receives grant to purchase land (typical grants are 50% matching grants).
- City uses eminent domain



# CM Allen Parkway Summary



**Multimodal  
Connectivity and  
Parking**



**Historic &  
Cultural  
Character**



**Public Spaces  
& Amenities**



**Priority  
Streetscape  
Enhancement**



**Fostering  
Small  
Businesses**



**Downtown  
Housing Options**



**Building Form  
and Infill  
Development**

**Balancing the needs of the community  
and implementing the Vision for  
Downtown**



# Staff Recommendation

- Staff recommends approval of Downtown Area Plan+ with the following amendment:
  - CM Allen Parkway, Option 3, be recommended for approval and all references to this option be updated accordingly in the Downtown Plan+.