



Vision San Marcos
A RIVER RUNS THROUGH US

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Mayor Guerrero and Members of the City Council,

I would like to take this opportunity to thank everyone who was involved in the creation of Vision San Marcos: A River Runs Through Us, especially the members of the Steering Committee and Citizen's Advisory Committee. Their dedication and countless hours of diligent labor have resulted in a remarkable plan for the City of San Marcos.

The Planning and Zoning Commission conducted three public hearings to receive comments on the document. At the final public hearing on March 26, 2013 all public comments were positive and the Commission recommended approval of the plan presented by staff with minor changes that incorporated comments presented by citizens.

Submitted to you with consensus for approval from the public, the Comprehensive Plan Committees and the Planning and Zoning Commission – Vision San Marcos: A River Runs Through Us – a plan to guide the growth and development of the City while maintaining our quality of life and cherished natural resources.

Sincerely,

Bill Taylor

Chair, Planning and Zoning Commission, and Chair, Steering Committee

Citizens, Employers and Visitors of San Marcos,

It is my privilege to present this innovative comprehensive plan – Vision San Marcos: A River Runs Through Us. This plan will pioneer the future of the City of San Marcos furthering us as a destination for new business and homes while maintaining and preserving our existing character and resources. Vision San Marcos: A River Runs Through Us is truly a community driven and created document.

I would like to extend my gratitude to every person who participated in the many workshops and open houses that helped form this plan. To the Citizens Advisory Committee, you have spent many hours volunteering your valuable time in an effort to create a plan that will enhance our already treasured city, and I thank you. My thanks also goes to the Steering Committee, Planning and Zoning Commission as well as City Staff for guiding this process and ensuring the City has the best plan possible.

As you read this document I hope you will find San Marcos as an ideal place to live, work and grow. Whether it is nurturing your family, furthering your education or flourishing your business, San Marcos looks forward to having you here!

Sincerely,

Mayor Daniel Guerrero

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PREFACE

SAN MARCOS, TEXAS:

A city of bold dreams. Recognized for our unparalleled natural beauty, ancient cultural heritage, dynamic university, town character, and crystal clear flowing river; San Marcos prepared bold plans for its future.

**VISION SAN MARCOS:
A RIVER RUNS THROUGH US.**

IT IS WITH DEEP PLEASURE THAT WE INTRODUCE THE COMMUNITY TO THE FUTURE SAN MARCOS; DREAMED, CREATED AND IMPLEMENTED BY THE COMMUNITY.

Vision San Marcos: A River Runs Through Us.

A bold plan with boundless ideas diligently selected by the community, business leaders and city officials as a gift to the future generations of San Marcos. This plan is a deliberate and intentional investment in building economic success and stability for our citizens. It will create an enhanced built environment interwoven with nature. We are conscious of preserving our rich historical past and will pursue future cultural enrichment.

San Marcos is a community committed to providing economic stability through workforce enhancement and educational excellence. We are the home of Texas State University, an Emerging Research

Institution with increasingly strong regional and national status, a distinct asset to our community.

Diligence, commitment and our pledge to follow and implement the plan as described in the document are the duties of elected officials, staff and the community. Citizens, business leaders and city officials are charged with oversight of the Plan; we owe this to the past and future residents of San Marcos. Our success will be measured by the health and vitality of our citizens and the strength of our local economy.



San Marcos, The City Beautiful

is situated thirty miles south of Austin, the Capitol of Texas, and fifty miles north of San Antonio. It is located at the foot of the Rio Blanco Mountains, where the San Marcos river, from which it takes its name, leaps in one mighty volume of more than 65,000 gallons per minute, from the hills' rock ribbed side, where the mind is constrained to muse: "Here God must have finished the earth and laid down the rosebud of his pleasure."

- 1920 San Marcos Chamber of Commerce circular letter

INTRODUCTION

- HISTORY OF SAN MARCOS
- COMMUNITY PROFILE
- WHY CITIES PLAN
- PLANNING IN TEXAS
- PLANNING IN SAN MARCOS
- THE PLANNING PROCESS
- HOW TO USE THE PLAN
- FIGURES APPENDIX

Regional Map

Environmental Features



History of San Marcos

The first census of Hays County, the 1850 Federal Census, listed 387 individuals “in or about” San Marcos. Today the city’s population is approximately 50,000. Understanding how and why San Marcos has grown over time is significant in determining how it will grow in the future.



Archaeological evidence

indicates that people have inhabited the area around San Marcos Springs for over 12,000 years. Fertile soils, a constant water supply, and abundant game provided the setting for possibly the oldest continually occupied site in North America. Artifacts discovered at San Marcos Springs indicate that the Clovis culture Native Americans were the first inhabitants of the area. They were followed in later years by the Tonkawa, Lipan, Apache, and Comanche Native Americans. Native American tribes and Spanish settlers still struggled for control of the area at the turn of the 19th century; long after Spanish explorer Alfonso De Leon had named the San Marcos River on April 25, 1689 (Saint Mark's day). The City of San Marcos was founded in 1844 by General Edward Burleson, and the original San Marcos streets were laid out seven years later. The permanence of the town was secured with the extension of the International and Great Northern

Railroads through San Marcos in 1880, and the opening of Southwest Texas State Normal School (now Texas State University-San Marcos) in 1903. Five years later the San Marcos Baptist Academy began operation on what is now the western end of the Texas State campus. The tourism industry began in 1928 with the construction of the Spring Lake Hotel by A B Rogers near the headwaters of the San Marcos River. The first glass bottom boat, designed to give visitors a chance to "view the beautiful marine garden" in Spring Lake, began operation in 1947. Texas State University's acquisition of Aquarena Springs in 1994 marked a shift in emphasis from a "theme park" to one of "ecotourism." In the early 1990s, the Tanger Outlet Mall and San Marcos Factory Outlet Mall (now Prime Outlets) became another major draw for tourism.

QUICK FACTS:

TOTAL CITY
EMPLOYEES

569

FORM OF GOVERNMENT

**Council /
Manager**

HAYS COUNTY PER
CAPITA INCOME

(2011)

\$26,388

POPULATION

(2010 Census)

44,894

HAYS COUNTY
UNEMPLOYMENT

(2010)

4.3%

PARK SITES AND
NATURAL AREAS

37

PARKLAND / OPEN SPACE
ACREAGE

1,700

RAIN FALL IN
SAN MARCOS

(2012)

21.6 in.

TOTAL CITY BUDGET

\$160,883,043

LAND AREA

30.22

Sq. Miles

VALUE OF
BUILDING PERMITS

(2012)

\$106,532,603

CITY SALES TAX

1.5%

HAYS COUNTY ME-
DIAN AGE

(2010)

30.4 yrs

CITY ASSESSED PROPERTY VALUE

(2012-2013)

\$2,861,810,000

MEDIAN DAILY
TEMPERATURE

69°F

EDUCATION ENROLLMENTS

SAN MARCOS CISD (2012)

7,546

SAN MARCOS BAPTIST ACADEMY (2012)

311

TEXAS STATE UNIVERSITY (2012)

34,225

Community Profile

The jurisdictional setting of the City of San Marcos includes City Limits and Extraterritorial Jurisdictions, Municipal Utility Districts (MUD) and other special districts. The jurisdictional setting also includes areas covered by certificates of convenience and necessity (CCN). The planning process helps to direct where growth takes place within the jurisdictional setting. Cities can grow through infill and redevelopment, through the orderly extension of utilities in the ETJ followed by annexation, through leap frog development outside the city's ETJ or in MUDs, or a combination of all of these.



NATIONAL REGISTER DISTRICT OF BELVIN STREET

IN 1983 THREE BLOCKS OF BELVIN STREET WERE PLACED ON THE NATIONAL REGISTER OF HISTORIC PLACES BY THE UNITED STATES DEPARTMENT OF THE INTERIOR. THE CONCENTRATION OF VICTORIAN AND EARLY 20TH CENTURY ARCHITECTURE WAS CRITERION FOR THE LISTING. THE DISTRICT BEGINS AT 715 BELVIN AND EXTENDS TO 227 MITCHELL STREET. THE STREET DEVELOPED IN 1880 AS STOCKMEN, FARMERS, AND TOWN LEADERS BUILT HOMES TO BE NEAR CORONAL INSTITUTE, A RENOWNED PIONEER SCHOOL. (1868 - 1918).

THE MAJORITY OF THE HOUSES WITHIN THE DISTRICT WERE CONSTRUCTED BETWEEN 1886 AND 1908. SIGNIFICANT VICTORIAN ARCHITECTURE IS FOUND IN THOSE BUILT FOR: SAM R. KONE, JR. AT 903 BELVIN (1886); JOHN FRANCIS McGEHEE, NO. 832 (1889); GEORGE HENRY TALMADGE, NO. 802 (1889); ROBERT HIXON BELVIN, NO. 730 (1875 AND 1890); OSSIAN T. BROWN, NO. 716 (1878); JOSEPH W. EARNEST, NO. 833 (1892); GEORGE THOMAS McGEHEE, NO. 727 (1895) AND ELIZA PITTS MALONE, NO. 715 (1908). THE DESIGNATION WAS THE RESULT OF A PRESERVATION SURVEY CONDUCTED BY THE HERITAGE ASSOCIATION OF SAN MARCOS WITH GUIDANCE FROM THE NATIONAL REGISTER DEPARTMENT OF THE TEXAS HISTORICAL COMMISSION IN 1982-1983.

This summary of the review of demographic, income, employment and housing data for the City of San Marcos was gathered from the 2000 and 2010 Census estimates, 2006-2010 American Community Survey five-year estimates, City of San Marcos, San Marcos Chamber of Commerce, and other sources.

According to the 2010 Census, the total population of San Marcos was 44,894, a 29.3 percent increase from 2000. San Marcos' White, African American and Hispanic populations increased by 40%, 28% and 34% respectively between 2000 and 2012.

The 2006-2010 American Community Survey estimates the median household income of San Marcos at \$26,734. The citywide unemployment rate according to the American Community Surveys was 9.6 percent. This has

dropped to an estimated 6.2 percent as of July 2012.

From 2000 to 2010 there was a shift in the distribution of occupations. Retail services had the largest increase of 3.1 percent with arts, entertainment, recreation, accommodation and food service increasing by 2.2 percent. The top 10 employers according to the San Marcos Chamber of Commerce are: Texas State University, businesses within the San Marcos Premium Outlets and Tanger Outlet Center, San Marcos Consolidated School District, Hays County, Hunter Industries, Central Texas Medical Center, HEB Distribution Center, The City of San Marcos and Telenetwork Partners, LTD.

According to the 2006-2010 American Community Survey estimates, the total number of housing units in the city was 17,304. Approximately 8.3 percent of those units were

vacant. In 2000 there were approximately 13,320 units with 5 percent vacancy. Of the 17,304 housing units in 2010, the American Community Survey estimates that 25.1 percent of these were owner-occupied and 66.6 percent were renter-occupied.

The City of San Marcos is situated in a unique natural setting. The Blackland Prairie lies to the east and the Edwards Plateau (commonly known as the Texas Hill Country) to the west. The San Marcos River originating from the San Marcos Springs runs through the city and joins with the Blanco River. The Springs are home to several threatened or endangered species.



WHY CITIES PLAN

A comprehensive plan is a tool that allows a city to anticipate changes and to guide those changes in an effective, orderly manner that is consistent with the desires of the community. It directs future development, maps and analyzes neighborhoods and sensitive areas to be protected and promotes efficient growth of the city. A successful comprehensive plan analyzes trends and alternatives of growth patterns and directs developments in areas where it is most suitable based on existing land uses, available infrastructure and environmental factors.

Conversely, a comprehensive plan can also contain strategies for adapting to and/or reversing population and economic declines.

A comprehensive plan, if properly utilized, acts as a tool for managing and directing growth,

lends predictability to developers by illustrating the types of development desired throughout the city and locates existing and proposed infrastructure. It gives legal backing to ordinances and development codes while eliminating arbitrary or capricious enforcement of these laws. With input from the community during the comprehensive planning process, the document serves as the record of the city's long-range vision. In the face of constant change, this is the most important reason to plan. A comprehensive plan with extensive community input allows the citizens to determine what factors will guide development decisions and gives them the opportunity to decide what the future of their city will be.

Planning in Texas

In 1997, the Texas Legislature added Chapter 213 to the Local Government Code allowing cities in Texas the option to develop and adopt comprehensive plans. The Code establishes that the plans must consider land use, transportation and public facilities and distinguishes between land use plans and zoning regulations. The regulations allow the city to define the relationship between the plan and any ordinances and development codes. This also leaves cities with creative freedom to determine the level of detail of the contents in the plan.

Comprehensive plans across the state include topics such as environmental constraints, demographic projections, infrastructure data and housing in addition to the required

land use and transportation topics. Some cities choose to develop more specialized plans to address a particular issue they are facing. Strategic Plans take a more immediate approach and identify short-term actions to achieve long term goals. Capital Improvements Plans guide the use of the city's budget. Public Participation Plans outline when and how citizens will be involved in the city's operations.



Planning in San Marcos

The City of San Marcos is required through its City Charter to maintain a master plan to guide development in the city. Article VII, Section 7.03 states: "The master plan for the City of San Marcos shall be used to guide the growth and development of the city. The master plan shall be adopted by ordinance. The city council will endeavor to ensure that city ordinances governing growth and development are consistent with the goals and policies contained in the master plan; however, land use maps and descriptions contained in the master plan do not constitute zoning, and do not entitle any property owner to any change in zoning."



The Charter also discusses the role of the Planning and Zoning Commission in updating this plan. Article VII, Section 7.05 states: "The commission shall have the power and be required to perform an ongoing review of the master plan, with each element of the plan being reviewed at least once each three (3) years; conduct an annual public hearing in connection with this review; and submit not less than one hundred twenty(120) days prior to the beginning of the fiscal year, a list of recommended changes, if any, in the master plan." Currently, the City of San Marcos is operating under a Comprehensive Plan (Horizons) which was adopted on February 26, 1996. The Horizons Plan has not been reviewed in accordance with the charter in many years. Since plan adoption in 1996, many changes have occurred within the city; populations, land area and the number of students at Texas State University have all increased. Vision San Marcos: A River Runs Through Us, differs in style and content from the Horizons Plan. They share a

focus on the environment, land use, neighborhoods and downtown redevelopment. They differ in that the Vision is a concise document which was created for everyday users. The document includes summaries of technical data and tools needed to make land use and transportation related decisions. Unlike Horizons, the Vision provides all of the technical data in the addendum where it can be referenced when needed. Horizons, like many planning documents from the mid-90's, is lengthy and contains all of the technical data within its various chapters. Vision San Marcos: A River Runs Through Us is more than just an update to the Horizons plan, which was progressive in its day. It truly is a new vision of the future of the City, taking into consideration changes and current conditions.

THE PROCESS

The innovative process that led to the creation of Vision San Marcos: A River Runs Through Us was characterized by its compressed schedule, its non-linear nature, and its emphasis on citizen participation. The unique San Marcos planning process was a response to the City Council's directive to prepare the plan in-house (with the assistance of consultants) and to complete it within a year.

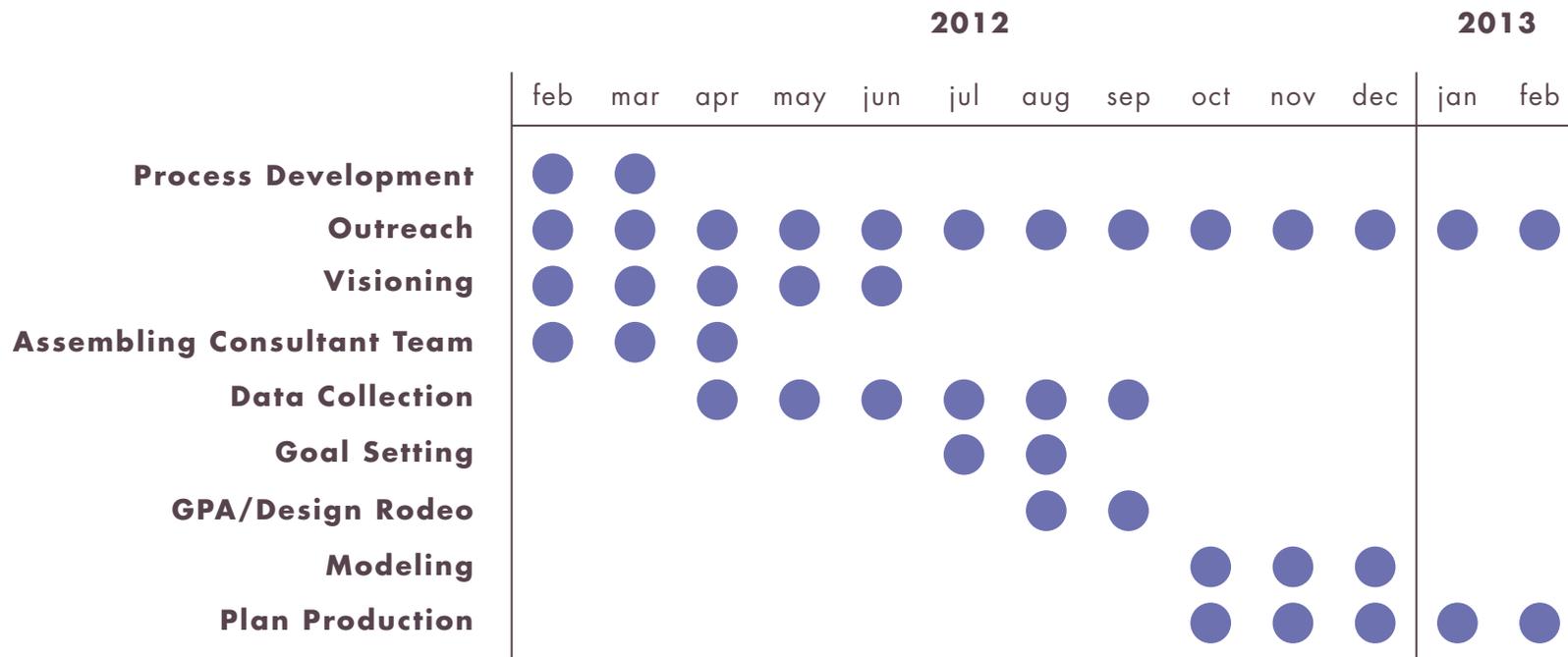
Nine Process Phases:

- PROCESS DEVELOPMENT
- OUTREACH
- VISIONING
- ASSEMBLING THE CONSULTANT TEAM
- DATA COLLECTION
- GOAL SETTING
- GROWTH & PRESERVATION ALLOCATION/DESIGN RODEO
- MODELING
- PLAN PRODUCTION





The compressed schedule involved a number of tasks being performed simultaneously and, in some cases, in an unconventional sequence. Tight project management and scheduling created coherence out of the swirl of activities. The compressed schedule also incorporated the use of public workshops and design exercises. The workshops and exercises were necessary to maximize public input and transparency by making the process largely participant driven.



PROCESS DEVELOPMENT

(FEBRUARY – MARCH 2012)

At the beginning of the process development phase, it was decided that the best way to complete the plan within the one-year deadline was by using a land use and transportation design charrette (the Design Rodeo). The design rodeo brought together key stakeholders to create a preferred scenario from a variety of alternatives using an iterative process within a short time. An early discussion of Council's expectations for the plan led to the realization that they did not want a consultant-driven plan with an generic future land use map. They preferred a dynamic plan based on a consensus public vision and a set of tools to guide land use and transportation decision making towards achieving that vision.

By the end of February 2012, a generalized outline of the process and of the plan was

developed and in March was presented to the City Council. The presentation recommended the appointment of a Steering Committee and Citizen Advisory Committee and the use of a weeklong land use and transportation Design Rodeo to test alternative development scenarios. The Steering Committee was to provide oversight to the process and, along with the Citizen Advisory Committee, put key stakeholders directly into plan development and the design rodeo. Council accepted the recommendations on March 6, 2012 and appointed committee members on April 3, 2012. While the plan was to have a strong land use and transportation focus, the process included development of other plan elements.



Steering Committee: Front row, L-R: Dan Stauffer, Jerry Borcharding, Chair Bill Taylor, Mayor Daniel Guerrero, Joe Cox, and Council Member John Thomaidis; Back row: Chris Wood, Nancy Nusbaum, Vice Chair Donna Hill, Council Member Ryan Thomason and Rosina Valle



Citizen Advisory Committee: Front row, L-R: Rodney VanOudekerke, Kate McCarty, Jim Garber, Dianne Wassenich, Fraye Stokes, and Anna Carbajal; Middle Row: Bob Sappington, Tom Roach, Co-Vice Chair Lisa Prewitt, Chair Jane Hughson, Debbie Harvey, Angie Ramirez, Nancy Moore and David Case; Back Row: Kevin Carswell, Co-Vice Chair Betsy Robertson, Shawn Ash, Mason Murphy, Jim Pendergast and Billy Lee Windham

THE PLAN ELEMENTS ARE:

- ECONOMIC DEVELOPMENT
- ENVIRONMENT AND RESOURCE PROTECTION
- LAND USE
- NEIGHBORHOODS AND HOUSING
- PARKS AND PUBLIC FACILITIES
- TRANSPORTATION

OUTREACH

(CONTINUOUS)

Throughout the entire planning process, staff and Committee members used various forms of outreach to inform the public of the process and progress of the plan implementation. Media such as newspaper articles, press releases and Facebook were utilized as well as personal presentations. Notice of all meetings of the Citizen's Advisory Committee and Steering Committee were published and some were well attended by interested citizens.

At two stages in the process, a Speaker's Bureau was organized to present to community interest groups. Presentations were given and announcements made inviting people to get involved in the process. Approximately 700 citizens were contacted during these processes.

VISIONING

(SEPTEMBER 2010- JUNE 2012)

While the initial programming and scheduling for the comprehensive plan began in February of 2012, public input for Vision San Marcos actually began in September 2010 with the Dream San Marcos visioning process. Dream San Marcos was a process comprised of three parts: the crowd sourcing exercise; the Core-4 Collaboration Report and the visioning workshops which were utilized as the basis for Vision San Marcos.

The yearlong web-based crowd sourcing exercise gathered input regarding planning-related challenges and opportunities. Over 360 individuals participated in the crowd sourcing exercise and provided critical input to the visioning phase of the Plan.

The City-sponsored workshops that brought together the “Core-4” group including representatives of Hays County, the San Marcos Independent School District, Texas State University, and the City. These workshops focused on economic development and workforce development. The output from these workshops was a report outlining specific strategies regarding infrastructure, workforce and community character issues as well as recommendations for collaborative action to implement the strategies.

The two half-day public visioning workshops were held on April 21, 2012 and focused on the development of vision statements to guide development of the plan elements. Following completion of the public visioning workshops, the Citizen Advisory Committee and the Steering Committee

worked to combine all three exercises into an integrated vision. The vision statements were approved by Planning and Zoning Commission and were adopted by the Council on June 5, 2012.



CONSULTANT SELECTION AND DATA COLLECTION AND ANALYSIS

(FEBRUARY- AUGUST 2012)

As noted above, Council directed staff to produce the plan in-house with the assistance of consultants.

Use of the design rodeo concept and the small size of the planning staff required bringing in consultants to accomplish technical tasks. Other consultants were brought in for specialized data collection and analysis tasks.

CONSULTANTS INCLUDED:

THE TEXAS DATA CENTER
Demographic analysis and population projections to 2035 for San Marcos and its ETJ

LUCKENS PLANNING CONSULTANTS
Process and plan development and project management

TBG PARTNERS
Design support during the design rodeo

DHIRU ARCHITECTS
design rodeo facilitation

PARSONS BRINCKERHOFF
Transportation facilities analysis and transportation planning support during the design rodeo and modeling of land use and transportation scenarios

MEADOWS CENTER FOR WATER
AND THE ENVIRONMENT
Environmental science support during the design rodeo and water quality baseline data and modeling

RPS ESPEY

Environmental science support during the design rodeo, Land use suitability analysis and mapping

CEG DESIGNED SOLUTIONS
Plan production and graphic support

SOCIAL MEDIA SISTERS
Online media and public involvement

GROUP SOLUTIONS RIW
Public Involvement

Fiscal impact modeling and GIS services were not contracted. The City of San Marcos Finance Department created a fiscal impact model for the design rodeo and City of San Marcos Development Services Department provided GIS support though out the process.

GOAL SETTING

(MAY-AUGUST 2012)

In May of 2012, the Citizen Advisory Committee and Steering Committee began the process of setting goals for the plan elements based on the vision statements. Early in the goal setting process, the Committees decided to hold a series of workshops to bring in experts on each of the plan elements. These public workshops provided the Committees and the public with specific data on local conditions and trends as well as more generalized perspectives on planning and development issues.

The diverse group of presenters included the Lone Star Rail District, an economics professional from the Capital Area Council of Governments, real estate developers, Texas State University's Vice President

for Student Affairs, conservationists, environmental engineers, an expert in urban stormwater management, transportation specialists, and certified planners.



GROWTH PRESERVATION ALLOCATION / DESIGN RODEO

(AUGUST-SEPTEMBER 2012)

The centerpiece of the planning process was a three week period during which the Growth and Preservation Allocation (GPA) workshops and Design Rodeo occurred. The GPA allowed citizens to create their own growth scenario for the City. The design rodeo tested these scenarios resulting in the preferred scenario. All of the activities were designed to encourage active participation by stakeholders and the general public.

On August 29, 2012 two half-day public workshops were conducted, during which a "chip exercise" was conducted to allow attendees to specify the growth and preservation areas they preferred.

Participants were presented a map of San Marcos and its ETJ depicting cultural and environmental data from the land use suitability study conducted earlier in the process. Participants were also provided sets of Legos scaled to the map. The sets included Legos representing 300 persons at different residential densities sufficient to house 33,000 people, and retail Legos representing centers of different square footage totaling one million square feet. Participants were instructed to first identify preservation areas and then place all of the Legos where they wanted new development and redevelopment to occur. Finally they were asked to draw in transportation facilities to serve the new development and redevelopment and to improve the existing transportation situation. Nine

tables of participants took part in the two half-day sessions and created nine different scenarios. Luckens, TBG Partners, and Planning and Development Services staff identified common themes and created two scenarios used in the design rodeo. In addition to the scenarios derived from public input, a trends scenario was created by staff.

Three scenarios were presented to the public at the design rodeo and were tested in terms of their environmental, transportation and fiscal impacts. One scenario analyzed an urban core/infill orientation, one a multi-center orientation and one trend scenario that extrapolated current development trends out to the 2035 plan horizon date. All three scenarios assumed a 2010-2035 population increase of approximately

33,000 and a retail increase of 1,000,000 square feet. The incremental population increases came from the Texas State Data Center's projections and the retail increment was based on existing retail square foot per capita figures for San Marcos. Employment for the purposes of transportation modeling came from the Capital Area Metropolitan Planning Organization with adjustments based on the location of the retail increases. Each scenario was tested to determine its environmental, transportation and financial impacts and how well each fit with the Citizen Advisory Committee and Steering Committee visions and goals. Public input was gathered each night and used for the next day's design work. By the end of the week, testing, refining and public input resulted in a final preferred scenario map.

A land use intensity matrix was also developed during the design rodeo to differentiate uses and intensities for the development and redevelopment areas, as well as for the neighborhood preservation/conservation areas.

MODELING

Following the completion of the Data Collection and Design Rodeo phases, the consulting engineers and scientists began working on the Travel Demand Model, Water Quality Model and Fiscal Impact Model.

PLAN PRODUCTION

Staff, in coordination with consultants, drafted this document. A Drafting Task Force composed of members from the Citizen's Advisory Committee and Steering Committee reviewed the document to ensure the plan would

be user friendly and incorporate the ideas discussed during the many Committee meetings.



HOW TO USE THE PLAN

Vision San Marcos: A River Runs Through Us is intended to be a user-friendly plan for city staff as well as the general public. The introduction section of the plan provides a detailed look into the city and the planning process which was utilized in the creation of this document

Recommendations for implementation of the plan are found in the Vision, Goals and Objectives section. The community derived objectives provide direction for achieving the preferred scenario.

The majority of the plan is broken into sections called Plan Elements which are the focus areas that were identified during the visioning process. They are: Economic Development, Environment and Resource Protection, Land Use, Neighborhoods and Housing, Parks, Public Spaces and Facilities, and Transportation. Within

each plan element lies a summary of the existing conditions in San Marcos, projections out to the year 2035 and topic specific information provided by professional city staff and consultants.

The process for updating this plan and the five-year action items are outlined in this document, followed by the table of contents for the plan addendum and a Figures Appendix.

The addendum includes technical reports and detailed information from which this plan was summarized. Maps and figures supporting the data provided in this plan can be found in the Figures Appendix at the end of the document.

This plan is intended to serve as a guide for future development within the City of San Marcos. Specifically, in the Land Use section of this plan is a guide for the plan's relationship with city operations. In this section, the preferred scenario map and land use intensity matrix are

described. These specific tools promote development in areas of the city designated for various intensities, as defined by the community during the Design Rodeo. Other sections of the plan address development and the environment, and infrastructure expansion to support future growth. This plan should be utilized to update city codes to ensure that growth is in line with the recommendations preferred by the community that created it.



2035 VISION

GOALS & OBJECTIVES

The Visions, Goals & Objectives are the community derived direction for implementing this comprehensive plan and achieving the preferred scenario.



Economic Development



Environment
& Resource Protection



Land Use



Neighborhoods
and Housing



Parks, Public Spaces and
Facilities



Transportation

The visioning process

began in September 2010 with Dream San Marcos and continued into 2012 with Vision San Marcos: A River Runs Through Us. The Comprehensive Plan Steering Committee and Citizens Advisory Committee worked with public input from these processes to create an integrated vision for the overall plan. The vision statements paint a picture of the future of San Marcos. Following completion of the web-based crowd sourcing exercise, the Core-4 Collaboration Report and public workshops, the vision statements were approved by Planning and Zoning Commission and were adopted by the Council on June 5, 2012.

In May of 2012, the Comprehensive Plan Steering Committee and Citizens Advisory Committee began the process of setting

goals for the plan elements based on the vision statements. Goal statements outline general needs necessary to achieve the visions. At the conclusion of the goal-setting workshops, the Committees presented the goals to the Planning and Zoning Commission and were adopted by the Council on August 22, 2012.

Following the adoption of the goals and the Design Rodeo, the Committees began outlining objectives. These objectives are specific, measurable and achievable actions required to reach the goals. During the discussions many tasks were also identified that will be assigned to various city departments to achieve these objectives and ultimately the goals of the plan.



ECONOMIC DEVELOPMENT

VISION STATEMENT

We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow our local economy. We foresee a vibrant community that strategically leverages the University and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts.



GOALS & OBJECTIVES

GOAL 1

ABUNDANT OPPORTUNITIES CREATED BY THE
INGENUITY AND INTELLECTUAL CAPITAL OF
UNIVERSITY, BUSINESS, CIVIC, AND
CULTURAL LEADERS

Objectives:

Create a communications plan to share economic development progress with residents, the development community and target industries

Collaborate with social service providers to provide input on barriers for the unemployed and underemployed

Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos

GOAL 2

WORKFORCE AND
EDUCATION EXCELLENCE

Objectives:

Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice

Promote all community education options to local and prospective residents

Pursue partnerships to support Core 4's programming and capital funding needs

Collaborate with all educational institutions to support workforce development for specific industry needs

Improve communication between workforce training providers, public school systems, higher education institutions, job seekers and local business leaders

GOAL 3

EMERGING MARKETS AND INDUSTRY
RELATIONSHIPS THAT GENERATE
QUALITY ENTREPRENEURIAL AND
EMPLOYMENT OPPORTUNITIES

Objectives:

Conduct target industry marketing plans regularly

Increase the amount of Class A office and industrial space that is attractive to target industries

Develop industrial settings that provide shovel ready opportunities for prospective companies and employers

Identify gaps in utilities for employment and activity nodes, re-prioritize Capital Improvement Projects to support the preferred scenario

GOAL 4

AN ENHANCED AND DIVERSE LOCAL
ECONOMIC ENVIRONMENT THAT IS
PROSPEROUS, EFFICIENT AND PROVIDES
IMPROVED OPPORTUNITIES TO RESIDENTS

Objectives:

Establish a process to analyze the market impacts of Capital Improvements Plan projects from an economic development perspective

Develop programs to support local businesses to encourage job creation and capital investment

Create a pro-active, comprehensive strategy to attract development consistent with the plan

Create a plan to relocate City Hall prioritizing the Downtown in site selection

Create a regulatory framework that will encourage residential development Downtown

Integrate economic development into the 2013 Transportation Plan Update



Create opportunities for local companies to procure contracts with governmental agencies and educational institutions

GOAL 5

FISCALLY RESPONSIBLE INCENTIVES FOR ECONOMIC DEVELOPMENT

Objectives:

Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the city's incentive policy

Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries

Develop a standard process for reviewing and scoring prospects for incentives, with weight only going to projects that create permanent diverse, high paying jobs in the areas that are environmentally sustainable

Expedite the entitlement process for high performance local or preferred-industry

employers locating in the activity nodes or Employment centers of the preferred scenario

Evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt

Create incentive packages to support entrepreneurs, target industries and growing industry sectors

GOAL 6

PROMOTE AND SUPPORT THE MAXIMUM POTENTIAL OF THE SAN MARCOS MUNICIPAL AIRPORT

Objectives:

Enact appropriate regulations and plans to protect airport operations and enhance future development

Maximize development opportunities within the airport boundary

Develop connections between the

community and airport including enhanced road, transit and utility infrastructure

Build internal airport community

GOAL 7

SPORTS TOURISM, ECO-TOURISM, RETAIL TOURISM AND THE COMMUNITY'S 13,000 YEAR HERITAGE AS AN ECONOMIC GENERATOR

Objectives:

Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history

Create an arts and cultural center/district

Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities

Develop a transit plan that matches preferred scenario map to encourage



connectivity between centers

Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance

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

Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario

Coordinate with private efforts to update and expand recreation fields



ENVIRONMENT & RESOURCE PROTECTION

VISION STATEMENT

We envision San Marcos to be a community of outstanding stewards of our irreplaceable unique natural environment. We value our resource and energy efficiency and our community's health, well being and prosperity.



GOALS & OBJECTIVES

GOAL 1

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

Objectives:

Incorporate Low Impact Development practices and other best practices early on and throughout the development process

Audit the effectiveness of Environmental Code Compliance and use this information to recommend staffing levels, training, and code changes

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

Adopt watershed specific regulations based on scientific understanding of water quality impacts

Develop a regional detention and water quality strategy (including fee-in-lieu) to improve land efficiency, affordability, and efficacy of systems

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

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

GOAL 2

NATURAL RESOURCES NECESSARY TO OUR COMMUNITY'S HEALTH, WELL-BEING, AND PROSPERITY SECURED FOR FUTURE DEVELOPMENT

Objectives:

Develop a coordinated tree preservation and planting program

Join the regional effort to improve air quality

Adopt comprehensive ordinances that actively support local food production and preservation of agricultural lands for farming

Model sustainable practices in infrastructure, operations, and facilities in city projects

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



GOAL 3

PRO-ACTIVE POLICIES THAT ENCOURAGE RECYCLING AND RESOURCE AND ENERGY EFFICIENCY

Objectives:

Conduct a rate structure study, use the information to balance water and energy conservation goals with the economic viability of the utility

Decrease per capita energy and water use to meet the highest standards of the STAR guide for cities

Adopt and implement the recommendations of the Municipal Solid Waste Task Force

Create a point system to measure the sustainable elements of proposed development in order to qualify for utility, process, and other incentives

Develop re-claimed water infrastructure plan for activity nodes

Create connected network for non-automobile travel

GOAL 4

A POPULATION PREPARED FOR AND RESILIENT TO MAN-MADE AND NATURAL DISASTERS

Objectives:

Adopt comprehensive floodplain development regulations

Implement an education and outreach program that identifies, and alerts citizens to, risks and responses to all hazards, in coordination with other governmental entities,

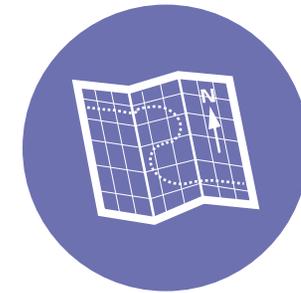




LAND USE

VISION STATEMENT

We envision San Marcos as a community with balanced and diverse land uses that expand our lifestyle choices while protecting and enriching our historical, cultural and natural resources.



GOALS & OBJECTIVES

GOAL 1

DIRECT GROWTH, COMPATIBLE WITH SURROUNDING USES

Objectives:

- Update** Future Land Use Map that is based on the development intensities specified in the preferred scenario
- Update** Annexation/ETJ Management Plan
- Create** a Sustainability Plan to identify affordable and realistic sustainability practices to be encouraged
- Replace** the Land Development Code with an updated document to support preferred scenario
- Align** infrastructure plans to achieve preferred scenario

GOAL 2

HIGH-DENSITY MIXED-USE DEVELOPMENT AND INFRASTRUCTURE IN THE ACTIVITY NODES AND INTENSITY ZONES, INCLUDING THE DOWNTOWN AREA SUPPORTING WALKABILITY AND INTEGRATED TRANSIT CORRIDORS

Objectives:

Develop a parking plan in downtown, and other activity nodes, that supports the preferred scenario and implement incentives such as parking reductions for mixed-use developments near transit or employment centers

Require all developments dedicate adequate right-of-way to accommodate all modes of transportation

Implement a complete economic development strategy for downtown

Review and update the Downtown Master Plan

Create a fiscal impact model to

quantify the costs and benefits of incentives

Maintain a current Thoroughfare Plan in order to preserve necessary right-of-way

Set aside areas for high quality public spaces during the development process

GOAL 3

SET APPROPRIATE DENSITY AND IMPERVIOUS COVER LIMITATIONS IN THE ENVIRONMENTALLY SENSITIVE AREAS TO AVOID ADVERSE IMPACTS ON THE WATER SUPPLY

Objectives:

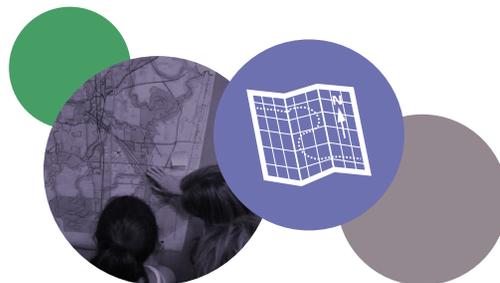
Create specifications for the use of pervious materials

Implement rain water retention and storm water Best Management Practices

Track and monitor pervious cover at the watershed level

Adopt a Water Quality Model that will ensure water quality standards are met and to minimize water degradation

Adopt scientific standards for development in environmentally sensitive areas



NEIGHBORHOODS & HOUSING

VISION STATEMENT

We envision San Marcos to have a strong, more comprehensive foundation of safe stable neighborhoods while preserving and protecting the historical, cultural and natural identities of those neighborhoods.



GOALS & OBJECTIVES

GOAL 1

NEIGHBORHOODS THAT ARE PROTECTED AND ENHANCED IN ORDER TO MAINTAIN A HIGH QUALITY OF LIFE AND STABLE PROPERTY VALUES

Objectives:

Update the current process for Land Use Amendments to provide for more holistic review

Improve communication of neighborhood information regarding enforcement and incentives

GOAL 2

HOUSING OPPORTUNITIES FOR STUDENTS OF TEXAS STATE UNIVERSITY IN APPROPRIATE AREAS AND CREATE AND IMPLEMENT A PLAN TO ACCOMPLISH THIS VISION

Objectives:

Revise development codes in Intensity Zones to allow and streamline the process for appropriate uses and densities

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

GOAL 3

DIVERSIFIED HOUSING OPTIONS TO SERVE CITIZENS WITH VARYING NEEDS AND INTERESTS

Objectives:

Revise zoning code to allow for more diverse housing types and mixed-use development

Update infill housing program

Develop an affordable housing program

GOAL 4

WELL MAINTAINED, STABLE NEIGHBORHOODS PROTECTED FROM BLIGHT OR THE ENCROACHMENT OF INCOMPATIBLE LAND USES

Objectives:

Review and update city ordinances regarding maintenance of property

Develop a process to enforce city codes related to property maintenance

Update and improve notice requirements for zoning changes

Create clear criteria for zoning changes to apply to all cases

Identify and create character index studies for neighborhoods inside and outside of intensity zones

Develop a plan to manage parking demand



PARKS, PUBLIC SPACES & FACILITIES

VISION STATEMENT

We envision San Marcos with safe and attractive parks, public spaces and facilities which provide a range of amenities and experiences. We envision a connected system of parks and natural areas that focus on our unique cultural and environmental heritage.



GOALS & OBJECTIVES

GOAL 1

WELL-MAINTAINED PUBLIC FACILITIES THAT MEET THE NEEDS OF OUR COMMUNITY

Objectives:

Develop a full comprehensive plan for locating a new City Hall/Municipal Complex, prioritizing Downtown in site selection

Coordinate with SMCISD to direct future site decisions to align with this Comprehensive Plan

Expand the scope of the local radio station (KZOS) and local TV station

Create a Sidewalk Master Plan

Review and approve infrastructure

plans every five years to be consistent with the preferred scenario and comprehensive plan vision and goals.

Expand the current library

Construct regional branch libraries, based on nationally recognized standards and Preferred Scenario

Review and implement a program to fulfill the need to expand City cemetery

GOAL 2

A DIFFERENTIATED COLLECTION OF CONNECTED AND EASILY NAVIGATED PARKS AND PUBLIC SPACES

Objectives:

Develop a full comprehensive way-finding system for City, including all transportation options

Create and implement a policy that ensures adequate resources are identified to develop and maintain parks and public space prior to acceptance of dedication

Create a Greenways Master Plan

Develop a beautification schedule for gateways.

GOAL 3

A VIBRANT CENTRAL ARTS DISTRICT AND ROBUST ARTS AND CULTURAL EDUCATIONAL OPPORTUNITIES FOR EVERYONE

Objectives:

Create funding mechanism(s) for the area designated as the Central Arts District

Establish an Arts District Development Task Force to identify the location for, and implement the creation of, the Central Arts District

Develop Art in Public Places Program, identify areas of the city that could be used for murals/public art displays



GOAL 4

FUNDING AND STAFFING TO ENSURE
QUALITY PUBLIC SAFETY AND
COMMUNITY SERVICES

Objectives:

Make fire and police asset investments that accommodate the more compact, sustainable, and dense development and infrastructure in the preferred scenario

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

Expand our volunteer system to create a Central Volunteer System

Establish a park amenities schedule for a maintenance/repair/replacement program

GOAL 5

EFFECTIVE SOCIAL SERVICES DELIVERED
TO THOSE WHO CAN MOST BENEFIT FROM
THEM

Objectives:

Conduct a gap analysis of current social services and facilitate cooperation between the public and private social service providers to better meet community needs

Study and address homelessness issues through qualitative and/or quantitative analysis

Partner with local healthcare systems and relevant stakeholders to provide more robust public and mental healthcare infrastructure with focused locations in activity nodes





TRANSPORTATION

VISION STATEMENT

We envision San Marcos to have a connected network of efficient, safe and convenient multimodal transportation options while protecting the environment.



GOALS & OBJECTIVES

GOAL 1

A SAFE, WELL-COORDINATED
TRANSPORTATION SYSTEM IMPLEMENTED
IN AN ENVIRONMENTALLY
SENSITIVE MANNER

Objectives:

Update Transportation Plan in 2013 to
address transportation issues

Determine appropriate modes of
transportation in and around new
developments, subdivisions, site
plans, the University and high density
residential areas

Evaluate the Traffic Impact Analysis

(TIA) process regularly to address future traffic impact expectations
Maintain a current Travel Demand Model (TDM) to be utilized for continued analysis of the transportation network

GOAL 2

A MULTIMODAL TRANSPORTATION NETWORK TO IMPROVE ACCESSIBILITY AND MOBILITY, MINIMIZE CONGESTION AND REDUCE POLLUTION

Objectives:

Focus on non-vehicular transportation improvements in updated Transportation Master Plan

Develop a multimodal transportation system that integrates with existing university and proposed regional systems

Obtain "Bicycle Friendly Community" designation

Create a Sidewalk Master Plan

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

Pilot Green Streets program to minimize environmental impacts and reduce maintenance cost, while improving street aesthetics

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



PLAN ELEMENTS



Economic Development



Environment
& Resource Protection



Land Use



Neighborhoods
and Housing



Parks, Public Spaces and
Facilities



Transportation



WELCOME TO

SAN MARCOS

HOME OF TEXAS
STATE



ECONOMIC DEVELOPMENT

- EXISTING CONDITIONS
- EMPLOYMENT PROJECTIONS & EMPLOYMENT CENTERS
- STRATEGIES OF THE CORE 4 COLLABORATION
- FIGURES APPENDIX:

Employment Density

EXISTING CONDITIONS

San Marcos entered the 20th century with the founding of Southwest Texas State Normal School in 1899. In 2003, Texas State University-San Marcos acquired its current name, reflective of the school's expanded scope and mission. In 2012 the University's enrollment was estimated at approximately 34,000 students. Texas State is the largest employer and an economic engine for San Marcos and the entire region. Partnering with Texas State University utilizing the city's resources will create an economic stimulus.

The tourism industry began in 1928 with the construction of the Spring Lake Hotel near the headwaters of the San Marcos River; at its peak, Aquarena Springs attracted approximately 250,000 visitors annually. The property was purchased by the university in 1991 and in 2012 the grounds around Spring Lake were returned to

a more natural state through university endeavors. Other popular attractions include Wonder World, the San Marcos River, and historic buildings in the downtown area.

The 1,350-acre San Marcos Municipal Airport was deeded to the City by the Federal Government, and today the airport has become a distinct economic development asset. By the 1980's, San Marcos had gained a strong industrial employment sector. In the early 1990s, the San Marcos Premium Outlets and San Marcos Tanger Outlets began operations. During peak seasons, shoppers at the hundreds of stores in the outlet center triple the population of the City of San Marcos.

TOP 10 EMPLOYERS

(DATA FROM GREATER SAN MARCOS PARTNERSHIP 2013):

1. Texas State University: 3036
2. San Marcos Premium Outlets retail stores: 2100
3. Tanger Outlet Center retail stores: 1540
4. San Marcos Consolidated Independent School District: 1200
5. Hays County: 850
6. Central Texas Medical Center: 800
7. Hunter Industries & HEB Distribution Center: tied at 850
8. Grande Communications: 640
9. Gary Job Corps Center: 567
10. City of San Marcos: 550

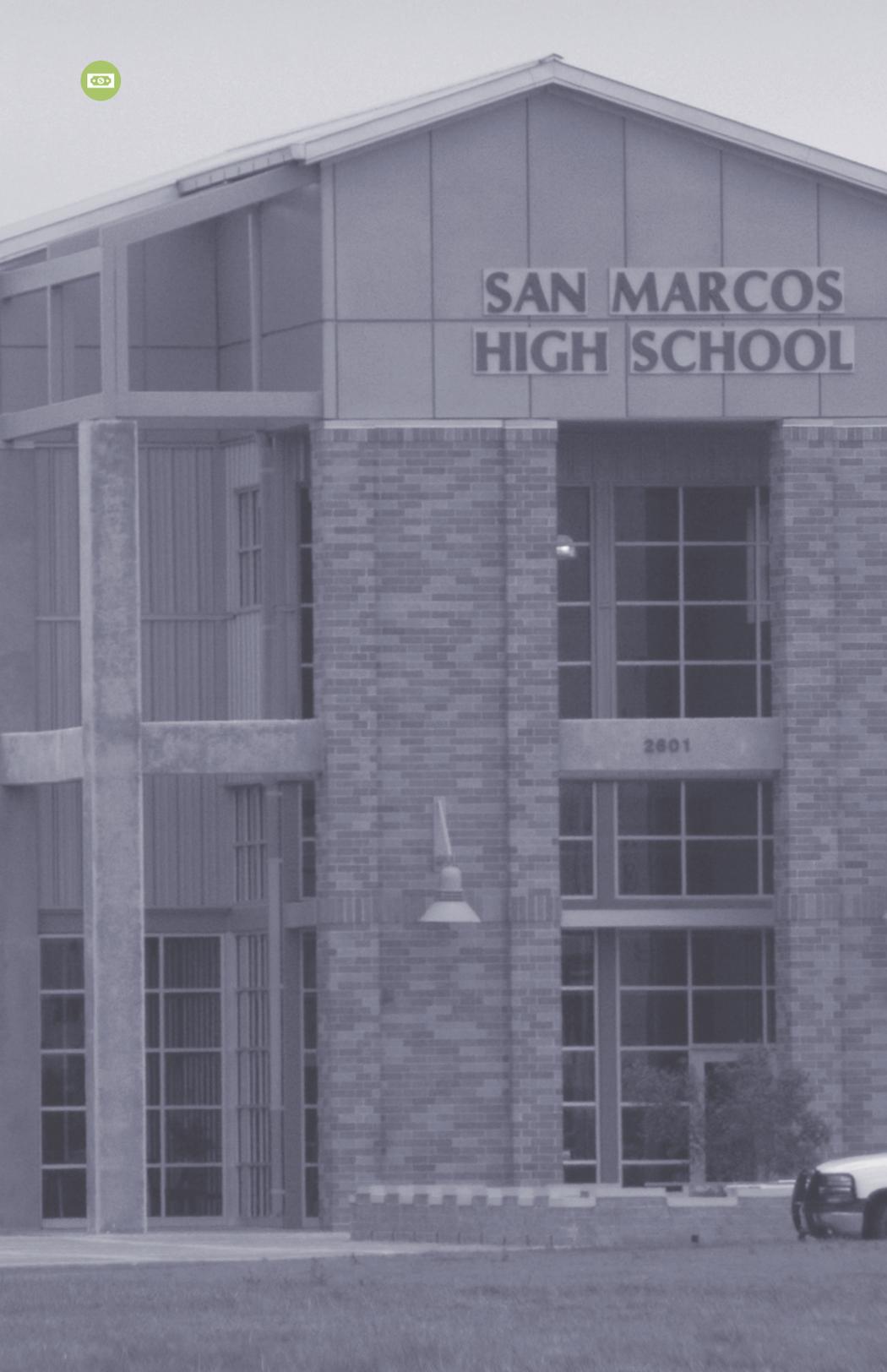
EMPLOYMENT PROJECTIONS & EMPLOYMENT CENTERS

During the Design Rodeo, participants located the 2012-2035 increment of future commercial development in the intensity zones on the preferred scenario map. The increment utilized was approximately one million square feet. The general types of allowable uses for the various development areas are described in the land use intensity matrix. Actual permitted uses will be defined at the time when the City's Land Development Code is revised.

Design Rodeo participants also identified potential employment centers. New development such as large scale industrial, manufacturing, office park and intense commercial uses are appropriate in these areas. Businesses that provide long-term

sustainable employment opportunities should be encouraged in the employment centers. Typically these uses are located on large sites with access to road and rail transportation and have access to city services such as water, sewer and electricity. The airport was also identified as an employment center for future airport expansion or other related developments.

Commercial and office development is proposed to occur in the activity nodes shown within the intensity zones indicated on the preferred scenario map. These areas are less intense than the employment centers and would incorporate smaller, in most cases, pedestrian scale businesses. The types of uses are generally described in the land use intensity matrix based on the intensity zone the center is located. Actual permitted uses will be defined at the time when the City's Land Development Code is revised.



STRATEGIES OF THE CORE 4 COLLABORATION

The “Core 4” is comprised of the City of San Marcos, Hays County government, San Marcos Independent School District and Texas State University. In 2012 this group was brought together in a series of workshops to develop a collaborative vision focusing on economic development.

THE CORE 4 IDENTIFIED THREE COLLABORATIVE ACTIONS THEY CAN JOINTLY PURSUE TO BUILD THE COMMUNITY SAN MARCOS RESIDENTS DESIRE:

- PREPARING THE 21ST CENTURY WORKFORCE
- COMPETITIVE INFRASTRUCTURE AND ENTREPRENEURIAL REGULATION
- CREATING THE COMMUNITY OF CHOICE



PREPARING THE 21 ST CENTURY WORKFORCE:

The need for high-skilled manufacturing professionals has increased approximately 37% since the early 1980's. The shift in the workforce marketplace indicates that manufacturing and technical jobs will continue to grow and this demand for skilled workers will also increase.

A comprehensive educational system is necessary to ensure San Marcos maintains a skilled workforce to fill these positions. This education begins as early as Pre-K and Kindergarten with continued educational support in the home. Parental engagement is instrumental in establishing a good work ethic at a young age.

There appears to be a disconnect between post-high school education

and workplace needs. Workforce development, post high-school, can be accomplished through career academies, technical schools and community colleges.

The Core 4 lists potential action items such as peer-reviews of other communities and other universities as well as determining the goals for each partner to work toward improving the workforce in San Marcos.

WORKFORCE READINESS, POVERTY AND EDUCATION ARE ALL DIRECTLY RELATED. WHILE THE CORE 4 NOTED THE GROWING NEED FOR A TECHNICALLY SKILLED WORKFORCE, IT IS IMPORTANT TO CONTINUE TO STRESS THE NEED FOR OBTAINING THE HIGHEST RELEVANT EDUCATION. SAN MARCOS WILL INCREASE ITS PER CAPITA INCOME BY DEVELOPING A STRONGER WORKFORCE AND PROMOTING EDUCATIONAL ATTAINMENT.



COMPETITIVE INFRASTRUCTURE AND ENTREPRENEURIAL REGULATION:

As mentioned above, the number of manufacturing job openings has been rising as has their average annual salary. Being able to provide the space and infrastructure along with the skilled workforce brings a significant competitive advantage to San Marcos. Manufacturing companies are looking at various aspects of a city, in addition to the workforce, when choosing a site for their business. Water supply and wastewater capacity should be adequate to handle the type of industry proposed. Land and development regulations factor into successful development sites as well as access to transportation networks such as rail, airports, major highways and interstates. San Marcos has existing industrial parks with adequate facilities along the Interstate 35 corridor which should be promoted.

CREATING THE COMMUNITY OF CHOICE:

As with businesses, people look at various aspects of a community when choosing where they will call home. The community must be safe and have stable neighborhoods as well as good schools. Living and family wage jobs are important for residents to be able to maintain their residence and ensure their children are able to receive the highest education possible. San Marcos values high quality job opportunities and education as a way to promote neighborhood stability. Community amenities such as libraries, parks, entertainment and recreation attract residents to visit and ultimately stay in San Marcos. The identity of the community is also a factor in creating a community

of choice. For San Marcos it is the often expressed desire for a “small town” feel which shows community values, loyalty and appreciation for our unique geological features and river.

The Core 4 has a list of collaborative actions to continue to support San Marcos as a community of choice. These include planning for campus and housing growth for the University as well as planning for downtown redevelopment and connectivity.





ENVIRONMENT AND RESOURCE PROTECTION

- EXISTING CONDITIONS
- LAND USE SUITABILITY
- PROJECTIONS
- WATER QUALITY MODEL
- FIGURES APPENDIX:

Land Use Suitability

EXISTING CONDITIONS

San Marcos is situated in a unique natural setting along the Balcones Escarpment, with the Blackland Prairie to the east and the Edwards Plateau (commonly known as the Texas Hill Country) to the west. Land elevations in the San Marcos area range from 510 to 1,030 feet above sea level, with some slopes in excess of 30%. The shallow soils of the Edwards Plateau are not well suited for agriculture; however, the thick clay soils of the Blackland Prairie are generally fertile.

Steep topography, extensive rock outcroppings and intense storm events make San Marcos particularly susceptible to flooding. Major floods have occurred several times over the last 75 years, with the two most recent in 1998 and 2001.

The Edwards Aquifer is a water-bearing

underground network of porous limestone located on the eastern edge of the Edwards Plateau.

Along the edge of the plateau there are a number of springs including the San Marcos Springs. The rapid growth of the Austin-San Antonio Corridor continues to place an ever increasing demand on the aquifer water supply while negatively impacting water quality.

The San Marcos Springs discharges water into Spring Lake, the source of the San Marcos River.

The river is both a major tourist attraction and a factor in the high quality of life enjoyed by the community. The constant flow and temperature of the spring water has created a unique ecosystem that provides habitat for several endangered species. Urban development on the recharge zone, however, poses a major threat to the quality and quantity of aquifer water and consequently, the future of the San Marcos River and its



resident species. The Texas Commission on Environmental Quality, Hays County, the Edwards Aquifer Authority and the City of San Marcos all regulate development in the Edwards Aquifer recharge zone.

Air quality in San Marcos meets Federal Air Quality Standards. During the 2012 “Ozone Season” (April – November), The Capital Area Council of Governments (CAPCOG) operated an air quality monitoring station in San Marcos on Staples Road. The data collected showed an improvement from 2011. There are no year-round air quality monitoring stations which accurately reflect conditions in San Marcos.

LAND USE SUITABILITY

An environmental constraint map was created for the City of San Marcos and the Extraterritorial Jurisdiction (ETJ) by the consulting firm RPS Espey. This map is referred to as the Land Use Suitability Map and was developed as a tool to identify areas within the planning area that are best suited to accommodate growth in an environmentally sensitive manner. Ten classes of variables including regulatory constraints, environmentally sensitive features and important cultural sites were mapped and assigned a weight on a scale of 1 to 5 with 5 being the most constrained and 1 being the least constrained.

The ten classes of variables included: Cultural Resources, Edwards Aquifer,

Endangered and Threatened Species, Floodplains, Priority Watersheds, Sensitive Feature Protection Zone, Slopes, Soils, Vegetation and Water Quality Zone / Water Quality Buffer Zone.



PROJECTIONS

Non-point source pollution due to urbanization poses a threat to endangered species and the quality of surface and ground water resources in the City of San Marcos and on the Texas State University campus. Much of the existing urban fabric was built prior to current stormwater regulations. Erosion and water quality degradation in highly urbanized watersheds are impacting the integrity of downstream water resources and the urban ecology. Recent analysis of local water quality data indicate that periodic and chronic negative impacts to Spring Lake and the upper San Marcos River are increasing.

A Water Quality Protection Plan (WQPP) was prepared for the City and Texas State University in 2013 that is intended to meet water quality related requirements of the Habitat Conservation Plan (HCP). The HCP was created in collaboration with



other stakeholders in the Edwards Aquifer Recovery Implementation Program to ensure that incidental take (as defined by the Endangered Species Act) of threatened or endangered species will be minimized and mitigated. The WQPP seeks to undertake a proactive, integrated planning approach to urban stormwater management. This approach is intended to protect property and aquatic ecosystems while at the same time accommodating land development. The plan will seek to develop and implement plans and policies that reduce, treat, and control stormwater runoff as close to the source as possible.

WATER QUALITY MODEL

The Meadows Center for Water Quality and the Environment at Texas State University performed water quality modeling of subwatersheds in the area covered by Vision San Marcos: A River Runs Through Us. The modeling was conducted to provide information on the potential effects of increased impervious cover resulting from new development. Two scenarios were modeled: the trend scenario and preferred scenario. Both the trend and preferred scenarios spatially distribute the additional 33,000 people and one million square feet of retail space projected for San Marcos and its ETJ for 2035. The trend scenario represents a continuation of current development patterns while the preferred scenario is the vision for

a development pattern derived from the Design Rodeo. The Meadows Center also modeled existing land use and land cover conditions to establish baseline conditions of existing development. The modeled trend and preferred scenarios reflect soil and land use conditions and do not reflect any existing or future water quality features, best management practices or low impact development practices. Furthermore, the future scenarios do not reflect the current regulatory requirements for development over the Edwards Aquifer or the San Marcos River Corridor. The water quality analysis is intended to provide results for



comparison between scenarios to reflect which areas, or watersheds, are more likely to be impacted as a result of planning and development strategies. Regulatory requirements and best management practices may be added later in order to customize the outcomes of the models.

Presently the San Marcos River exhibits exceptional water quality due to the continuous inflow of spring water from Spring Lake. Intensity zones identified on the preferred scenario are not located over the recharge zone while various areas indicated in the trend scenario were within the Purgatory and Sink Creek watersheds. Overall the preferred scenario has less of a detrimental impact on water quality than the trend scenario because of less impervious cover and corresponding pollutants. The preferred scenario maintains more undeveloped open land and attempts to accommodate the increased population and commercial development in denser redevelopment areas with existing infrastructure.

Two primary recommendations were presented with respect to offsetting impacts

to water quality from urbanization:

1) ADOPTION OF SPECIFIC AND / OR UPDATED WATER QUALITY REGULATIONS IN EACH SUBWATERSHED.

2) PURSUIT OF BEST MANAGEMENT PRACTICE RETROFITTING OPPORTUNITIES

The water quality model developed through this exercise was intended to provide information on the potential water quality impacts of increased impervious cover resulting from new development. They were also specifically designed to give coverage for the entire planning area so they can be used in additional studies to assess the benefit of regulatory actions and retrofitting measures.





LAND USE

- EXISTING CONDITIONS
- THE PREFERRED SCENARIO
- DESCRIPTIONS OF DEVELOPMENT ZONES
- LAND USE INTENSITY MATRIX
- RELATIONSHIP TO CITY OPERATIONS
- FIGURES APPENDIX:
Land Use

EXISTING CONDITIONS

The city's existing land use represents a mixture of single-family, multi-family, commercial, industrial and institutional uses. Figure LU1 illustrates the existing land uses and is based on the city's Planning and Development Services geographic information systems (GIS) data.

Commercial and industrial uses are primarily concentrated along IH 35, the Guadalupe Street and LBJ Drive corridors, as well as extending along State Highways 123 and 80.

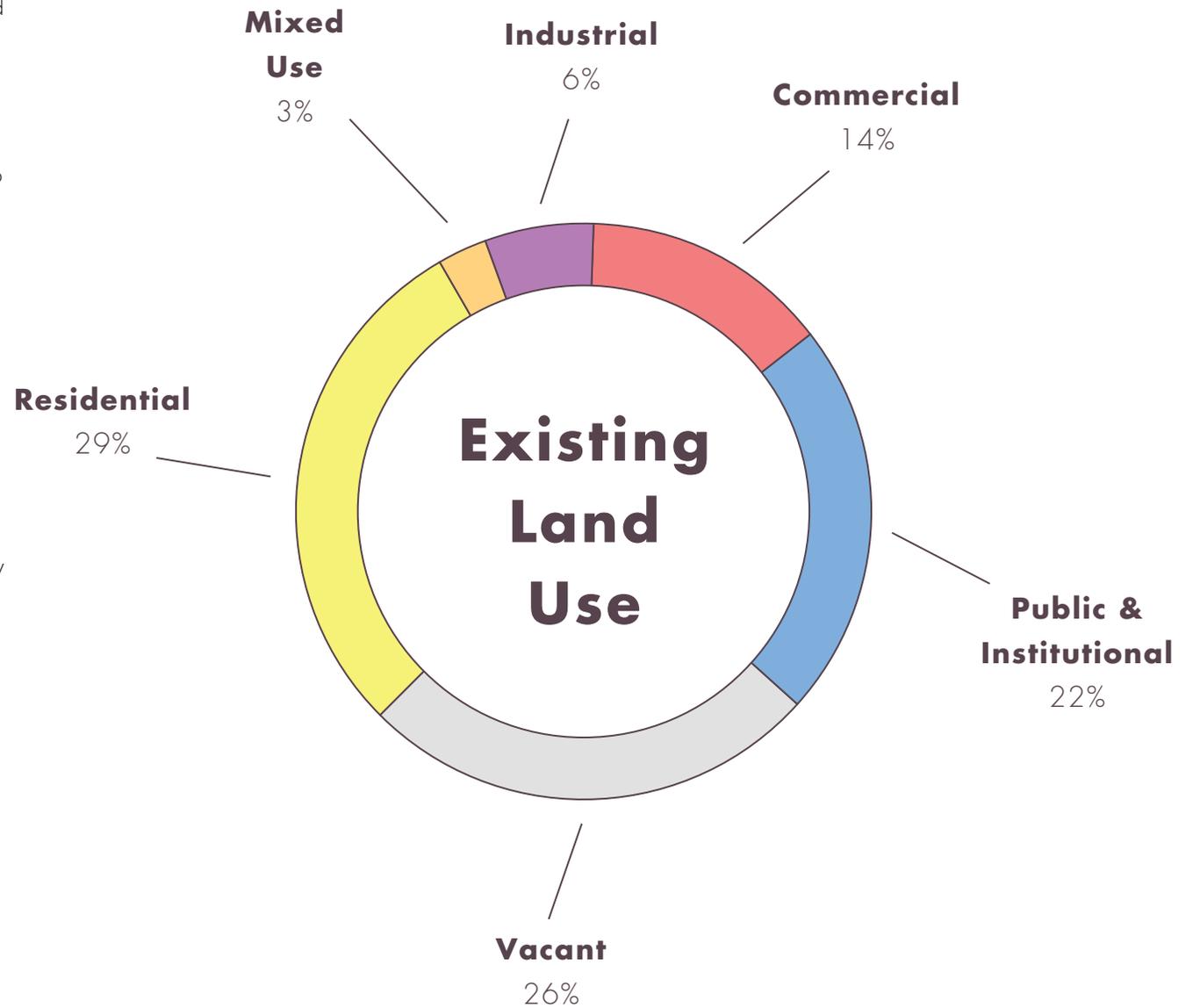
The Public & Institutional uses include Texas State University along with San Marcos Consolidated Independent School District schools, county offices, churches, and city facilities

The city's Downtown is one of its greatest assets. The site of many local businesses including professional offices, restaurants, and bars, it is bounded by residential neighborhoods which

help to preserve the "small town" feel that many San Marcos citizens hold so dear. Another asset the citizens of San Marcos value is the extensive open space and parkland within the city limits, especially the concentrations found along the San Marcos River. There are approximately 1,700 acres of parkland and open space which provide a variety of opportunities for active and passive recreation within the city.



The city boasts seven locally designated historic districts: Belvin Street, Burleson Street, Downtown, Dunbar, Hopkins Street, Lindsey-Rogers, and San Antonio Street. The Belvin Street Historic District was listed in the National Register of Historic Places in 1983. The Downtown Historic District was also listed in the National Register of Historic Places in 1992, and is anchored by the Hays County Courthouse. The list of nationally registered historic districts could be expanded as many neighborhoods are close to meeting age criteria to be listed, such as the Spring Lake Hills neighborhood.



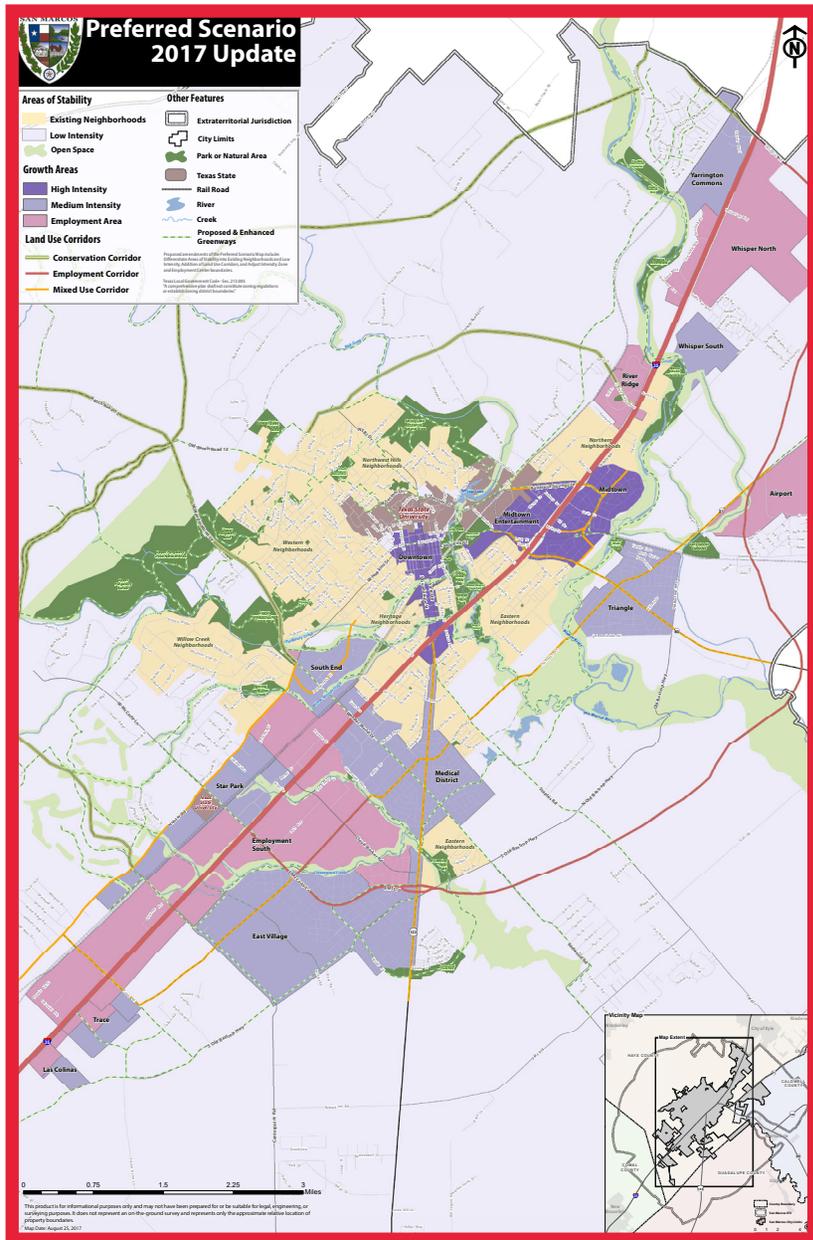


THE PREFERRED SCENARIO

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. This 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, Low Intensity Areas, new trail connections, and open space. These designations align with and are implemented through the City’s new Land Development Code.



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.

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.

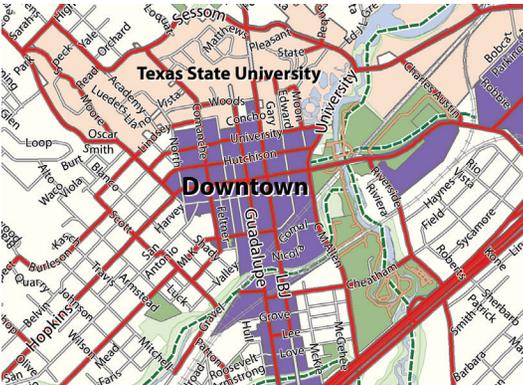
HIGH AND MEDIUM INTENSITY ZONES

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

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



DOWNTOWN



CURRENT

The extent of the Downtown development zone is very similar to the boundaries expressed in the 2008 Downtown Master Plan. It includes the area surrounding the Courthouse Square, extending from the University's southern boundary to just southeast of IH 35. The southern end closely follows Guadalupe and LBJ, while the northern area extends from North Street to C.M. Allen. As the most historic section of the city, Downtown is almost entirely developed, with the most intense uses as two-story buildings near the Hays County Courthouse. Much of this is vertical mixed use, with small retail, restaurants and bars, office space, and residential sharing the same structures.

FUTURE VISION

The future vision for the Downtown development zone is well articulated in the 2008 Downtown Master Plan. This includes characteristics such as authenticity, compactness, great streets, pedestrian and bike accessibility, and providing public spaces for social interaction. The downtown development zone is located along the proposed commuter rail line. While Vision San Marcos encourages density in this High Intensity zone, it also prioritizes maintaining the unique character of downtown, especially historic structures and local businesses. Buildings around the square and adjacent to historic neighborhoods will maintain their current scale. Another important goal for the downtown is connection and access to the nearby San Marcos River, as well as integration with Texas State University.



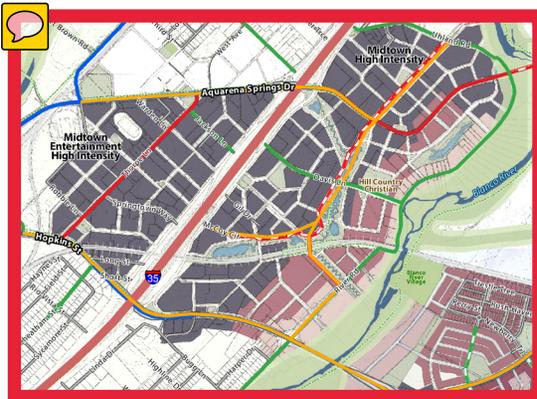
MIDTOWN

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.





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.





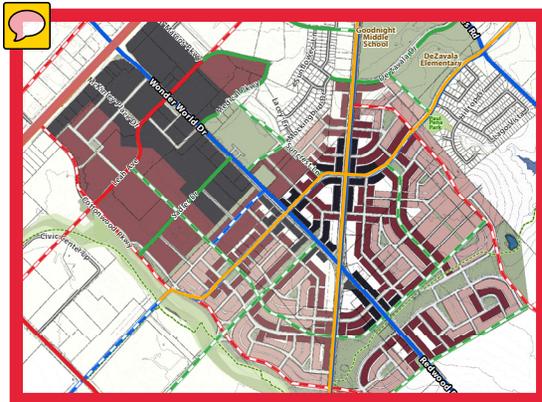
MEDICAL DISTRICT

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 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.





TRIANGLE

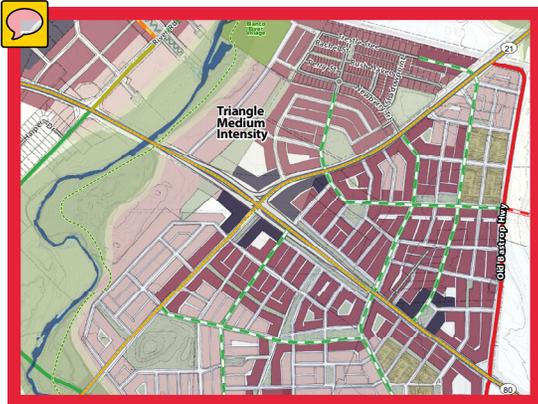
CURRENT

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.





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.





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

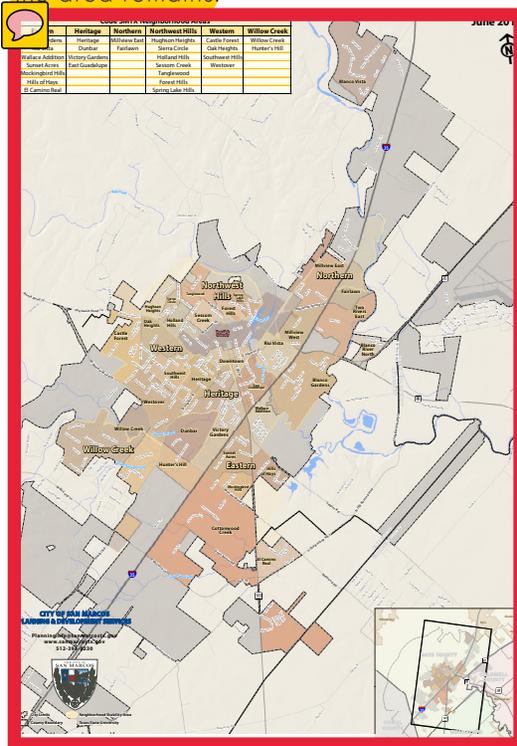
Texas State's STAR Park is a business incubator and collaboration space designed to foster commercialization and entrepreneurship, especially in the field of material science. It will be an economic engine, providing higher skill job opportunities and helping to retain Texas State graduates. In addition 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.





AREAS OF STABILITY

Areas of stability include Existing Neighborhood Areas and Low Intensity 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.

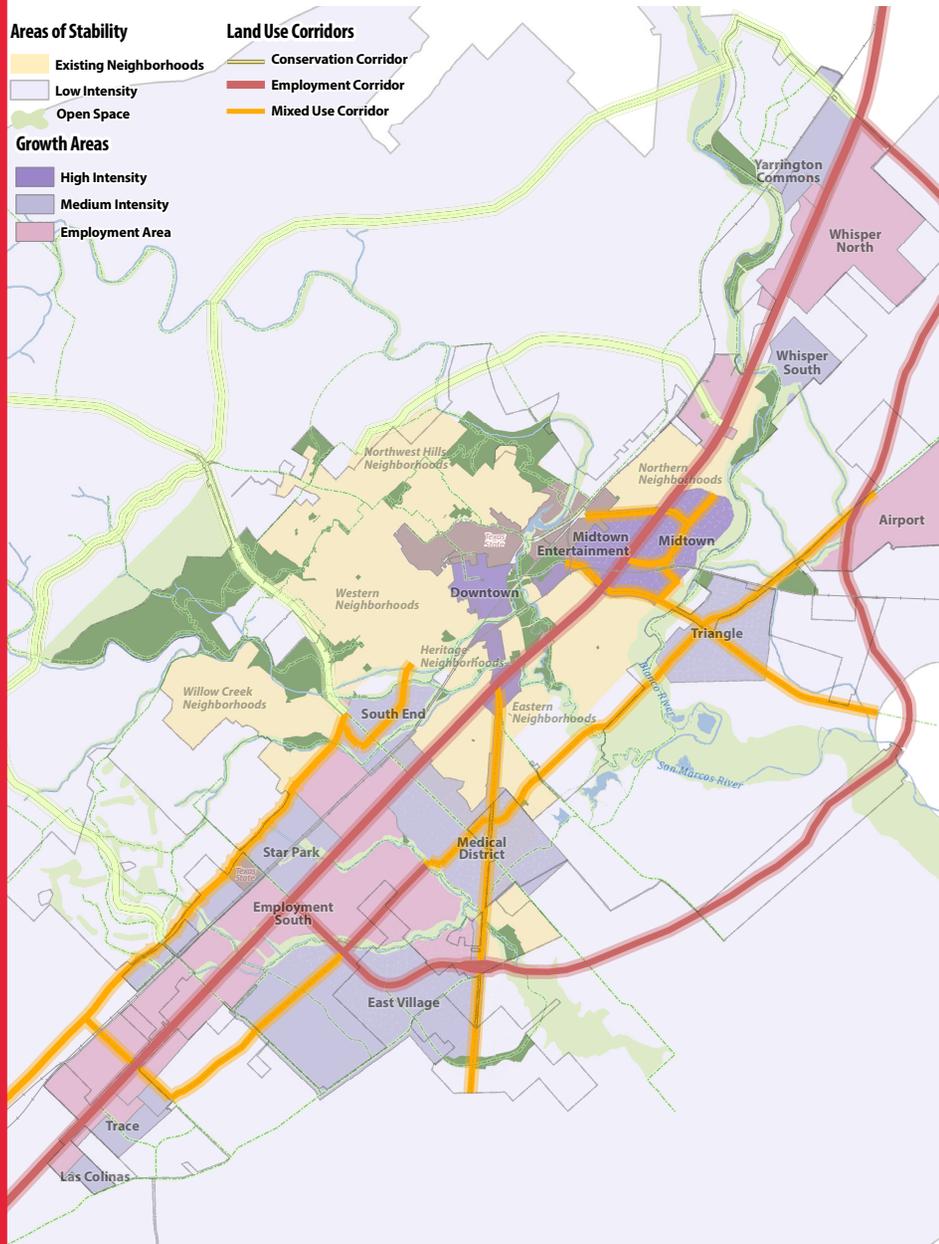


EXISTING NEIGHBORHOOD AREAS

Existing Neighborhood areas have been divided into six different neighborhood areas that 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.

LOW INTENSITY AREAS

Low Intensity 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 Low Intensity Areas. Conservation Developments or Cluster Developments that shift more intensive development away from sensitive areas should play a key role in the development of Low Intensity Areas.



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.



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.





LAND USE INTENSITY MATRIX

The intensity matrix is the table which provides details for the preferred scenario map. The matrix combines the intensity zones from the preferred scenario with different development types. This provides guidance for planning and development decisions including zoning and capital improvements.

THREE DEVELOPMENT TYPES ARE SHOWN ALONG THE TOP OF THE TABLE IN COLUMNS 2, 3 & 4. THEY ARE:

- NEIGHBORHOOD & AREA PROTECTION / CONSERVATION
- REDEVELOPMENT / INFILL
- NEW DEVELOPMENT

DEVELOPMENT INTENSITY ZONES SHOWN IN COLUMN 1, DOWN THE SIDE, OF THE TABLE ARE:

- LOW & AREAS OF STABILITY
- MEDIUM
- HIGH

DEVELOPMENT TYPE / INTENSITY PAIRS SEEN THROUGHOUT THE MATRIX INCLUDE:

- LOW & AREAS OF STABILITY / NEIGHBORHOOD & AREA PROTECTION / CONSERVATION
- LOW & AREAS OF STABILITY / REDEVELOPMENT / INFILL
- LOW & AREAS OF STABILITY / NEW DEVELOPMENT
- MEDIUM / NEIGHBORHOOD & AREA PROTECTION/CONSERVATION
- MEDIUM / REDEVELOPMENT/INFILL
- MEDIUM / NEW DEVELOPMENT
- HIGH / NEIGHBORHOOD & AREA PROTECTION /CONSERVATION
- HIGH / REDEVELOPMENT / INFILL
- HIGH / NEW DEVELOPMENT



In the matrix, general land use categories, building types, and street types are recommended for each of the nine development type / intensity pairs listed above. Proposed intensity zones from the preferred scenario are listed in the matrix, for the pairs, where applicable. Additional areas or neighborhoods may be added, where appropriate, as neighborhood character studies are completed and the plan is amended.

The matrix indicates where new multi-family and commercial development may occur along corridors and nodes (corridor intersections). The density or intensity of these uses would decrease as distance from the nodes and corridors increases. Proposed corridors are listed in the matrix where applicable. Additional corridors may be added as the plan is amended.

The matrix provides examples of types of uses that could be permitted in each development type/intensity zone pair. Actual permitted and prohibited uses will be specified during the revision of the City's Land Development Code (LDC). The matrix is meant as a guide to LDC revisions.

The matrix notes that higher intensity uses in neighborhood protection areas must meet very specific criteria for their location and operation. Specialized uses such as industry, large office parks, retail malls and commercial recreation will be recommended for the potential employment centers in the preferred scenario. These uses will require special development standards to address any issues raised by the intensity of the uses. Open space / Agricultural is provided its

own category in the matrix. The types of open space areas are broken into three subsets named preserve, active recreation and agricultural/ranching. Uses in this category are classified based on the subsets.



THE RELATIONSHIP OF THE PREFERRED SCENARIO TO CITY OPERATIONS

The preferred scenario is intended to be a guide for planning and development through the intensity matrix and updates to the City's Land Development Code. It is important to note that it is inevitable that development will occur outside the preferred scenario intensity zones and not all the development proposed for the zones will actually occur. The preferred scenario will also not impact existing entitlements and any zoning based on the preferred scenario will follow standard procedures for public hearing and comment.

Along with the intensity matrix and an updated Land Development Code, the

preferred scenario will be utilized to guide day to day decisions of the City Departments. The preferred scenario is a recommendation from the public, adopted by City Council which supports development in the intensity zones and guides future economic development decisions supporting industrial, office park and commercial uses in the employment areas.

CAPITAL IMPROVEMENT PLAN

This Plan and the preferred scenario will be used to incorporate and score capital improvements projects and other public planning and development decisions. The Capital Improvements Plan (CIP) is a multi-year schedule for the construction or substantial renovation of public facilities such as libraries, recreation centers, utility expansion and roads. It is a link between the annual budget and the comprehensive plan. Aligning the CIP with the preferred scenario is essential to the successful implementation of the comprehensive plan.



ZONING

The preferred scenario map and the land use intensity matrix do not explicitly address zoning. Land in the preferred scenario is divided into two broad categories. The first category includes intensity zones where change in use is anticipated by the plan. The second category includes areas of relative stability where changes in use are not recommended by the plan. The map locates low, medium and high intensity zones and the matrix describes the zones by development type: new development, redevelopment/infill, and neighborhood and area protection/conservation. The matrix lists recommended uses and building types for each intensity zone/development type pair. High and Medium Intensity/New Development and Redevelopment pairs are areas where change is anticipated.

Low Intensity and all of the neighborhood protection/conservation areas provide more stability. Both the map and the matrix are generalized tools used to guide development and amendments to the City's Land Development Code. The preferred scenario is not a zoning map. This fact is emphasized in Section 213.005 of the Texas Local Government Code:

A map of a comprehensive plan shall contain the following clearly visible statement: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries"

Zoning is conservative in nature and has a bias towards maintaining the status quo. Growing cities, though, are not static; new residents move in, new businesses are established and new technologies

change the way people live. These factors create pressures that change the way land is used. The purpose of planning is to anticipate and shape this change in a way that provides opportunities for new development and redevelopment while preserving the community's cultural and environmental heritage. A comprehensive plan articulates the community's vision for the future; zoning and other regulatory and budget tools implement that community vision. It follows , therefore that the first question in any zoning case should be, "Does this request comply with the comprehensive plan?" The plan's goals, the preferred scenario map and the matrix provide that first level of guidance.



Some tools have also been developed as part of the comprehensive planning process to help answer the question of compliance. They include the preferred scenario map, the land use intensity matrix, the land use suitability map, the travel demand model and the water quality model. It is important to note that these tools become less effective guides as sites become smaller and especially in transitional areas. An understanding of the relationship between the preferred scenario and zoning is essential for these situations. The land use intensity matrix includes detailed recommended land uses and building types for each development zone/development type pair. A proposed rezoning that is in conformance with the preferred scenario map and the intensity matrix would be in conformance with the

plan. In many cases, the plan, as presented, will be sufficient to guide zoning. The hard work of zoning and rezoning land for sites that are in transition areas between intensity zones will often require tools that are more precise than the general guidance provided by the comprehensive plan tools. In transitional areas at the edges of neighborhoods, another level of analysis will be required. It is recommended that finely grained neighborhood character studies drawn at a scale not possible in this comprehensive planning process be conducted. The neighborhood character studies can also be used to identify those areas that will require specialized site development standards. There will also be situations in which intensity, instead of specific use, will be the issue. These situations will call for the objective analysis of impacts. Impact analyses can be used as the basis for

the zoning decision and for zoning conditions. Traffic impacts can be estimated through traffic impact analyses and the impacts of larger projects can be estimated with the travel demand model. Environmental suitability can be determined through the land use suitability map prepared as part of the comprehensive planning process. Water quality-related environmental impacts can be estimated with the water quality model. Some projects may require submission of an environmental impact analysis. Drainage, water and wastewater availability impacts also need to be addressed. Some projects may require service extension requests or upgrades to facilities. Engineering is typically deferred to the subdivision or site plan stage. Zoning is a discretionary act on the part of the City Council. That discretion is limited,



however, by requirements that it not be arbitrary, that it not grant special privileges and that it be done in the open process set out in state law and the city charter. Making zoning decisions based on the comprehensive plan and the use of objective analyses is essential.



NEIGHBORHOODS AND HOUSING

- EXISTING CONDITIONS
- NEIGHBORHOOD CHARACTER STUDIES
- FIGURES APPENDIX:
CONA Neighborhoods

EXISTING CONDITIONS

The following is a summary of the Community Profile prepared as part of the City's 2013 Analysis of Impediments to Fair Housing Choice – a required document for all entities receiving federal Community Development Block Grant (CDBG) funds. The focus of the analysis is to alleviate housing discrimination and to ensure that all citizens have equal access to housing without regard to their race, color, religion, sex, disability, familial status, or national origin.

The profile includes an examination of demographics, income, employment, public transportation, and housing and concentrates on the three major ethnic groups in San Marcos – White, Hispanic, and African-American. Although other races and ethnicities reside in the city, their numbers are statistically very low and

are not included in the demographic data of this report.

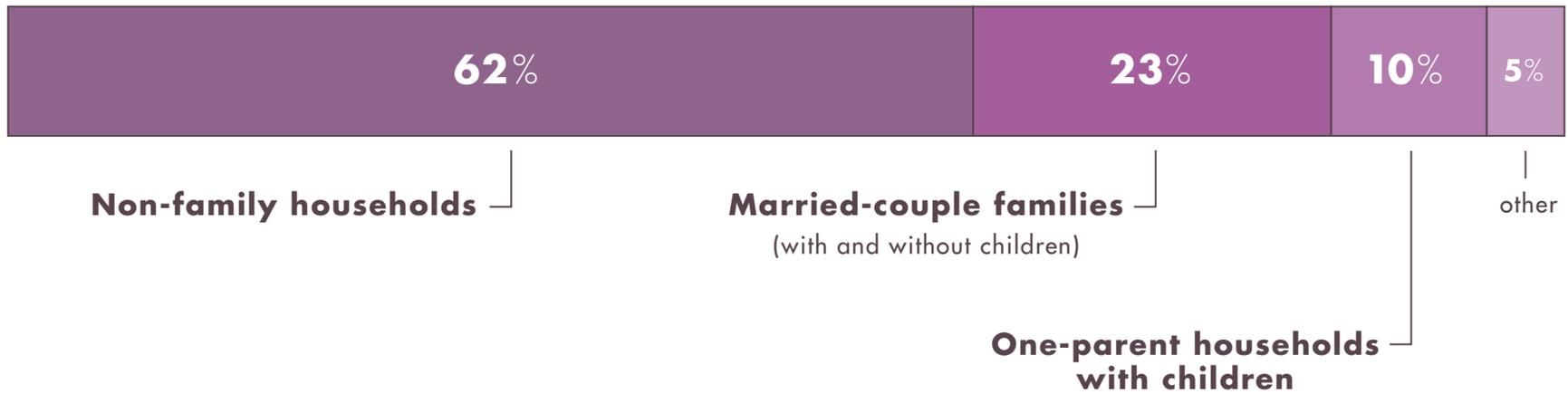
Highlights of the report include a comparison of the 2000 and 2010 Census data showing that the city's overall population increased by 29.3%.





DATA FROM THE 2006-2010 AMERICAN COMMUNITY SURVEY (5-YEAR AVERAGE)
FOR THE THREE PREDOMINATE ETHNICITIES SHOWS:

Out of a total of 15,467 households in the City:



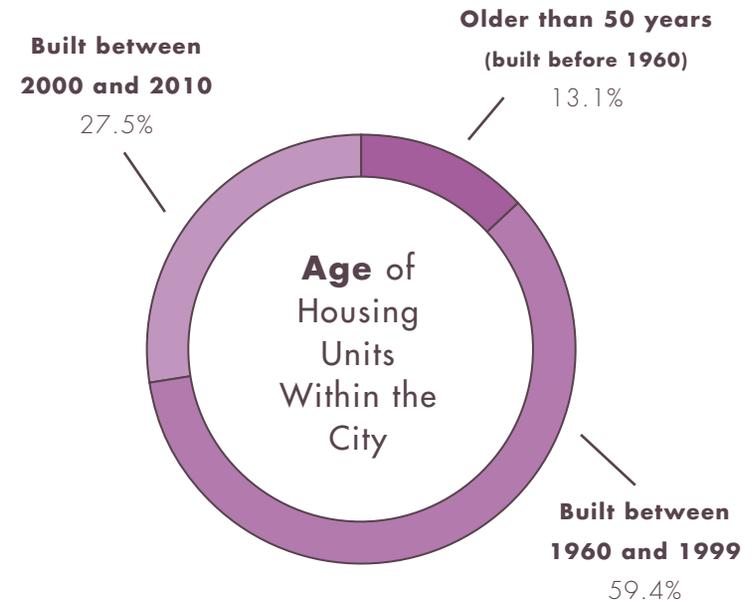
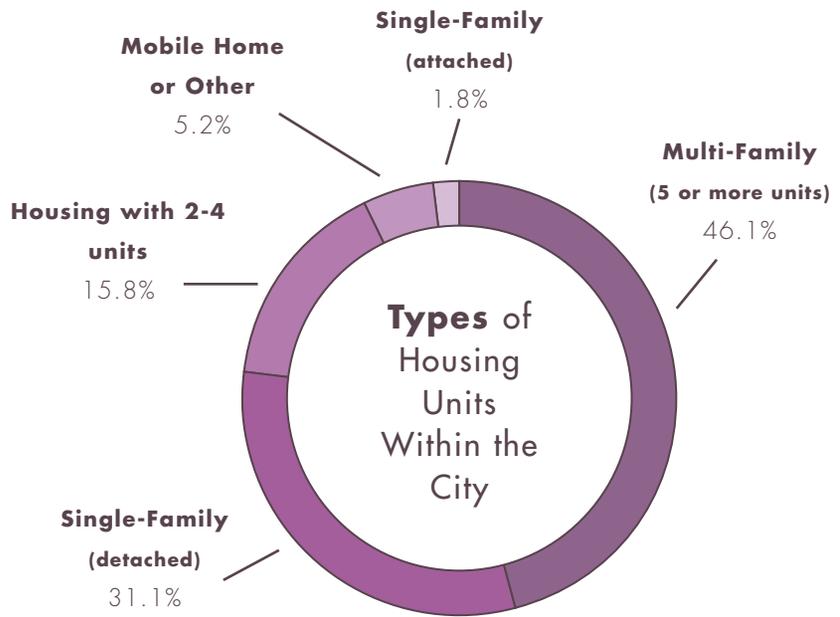
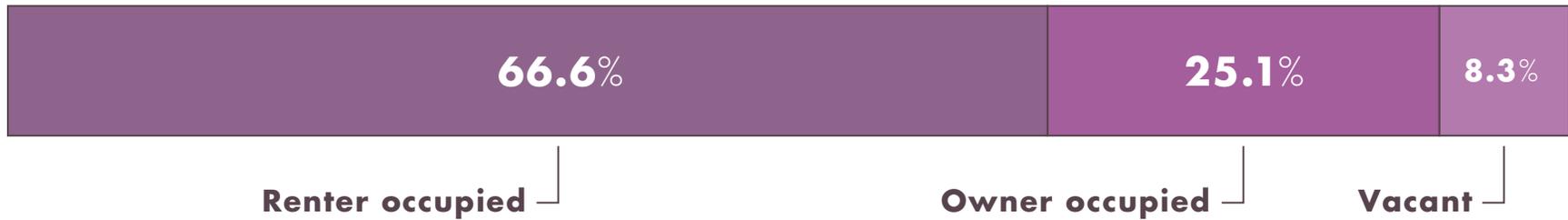
LARGE PERCENTAGES OF THE SAN MARCOS POPULATION (REGARDLESS OF ETHNICITY) HAVE VERY LOW INCOMES:

- THE MEDIAN HOUSEHOLD INCOME IS ESTIMATED AT \$26,734 FOR THE OVERALL CITY, WITH 20% OF ALL HOUSEHOLDS HAVING AN INCOME OF LESS THAN \$10,000 PER YEAR
- THE POVERTY RATE FOR THE CITY IS 36.9%
- THE PERCENTAGE OF THE POPULATION WITH LESS THAN A HIGH SCHOOL EDUCATION WAS 16.7%



- THE MEDIAN CONTRACT RENT PER UNIT WAS \$644
- THE MEDIAN HOUSING VALUE IN THE CITY WAS \$121,700

The total number of housing units in the City was 17,304, with:





NEIGHBORHOOD CHARACTER STUDIES

Neighborhood character studies will be conducted to ensure that each neighborhood maintains its existing character, and follows development and redevelopment patterns desired by the residents. These studies will result in specific guidelines for each neighborhood, which are created by the public with technical and professional input from city staff.

The DNA of the neighborhoods will be analyzed and recoded back into the regulations for each neighborhood.

A standard methodology will be utilized within each neighborhood and all results will be community driven. City staff will first reach out to residents and property

owners within predefined neighborhood boundaries. Discussions will begin with verifying or reestablishing those boundaries to suit conditions as they currently exist. The participants will then be involved in a “walk through” of their neighborhood followed by a caucus to discuss how Vision San Marcos: A River Runs Through Us will be applied. The caucus will address various applicable objectives from the plan as well as how the preferred scenario and intensity matrix will guide the future of the area.





PARKS, PUBLIC SPACES AND FACILITIES

- **EXISTING CONDITIONS**
- **PARKS, RECREATION & OPEN SPACE MASTER PLAN SUMMARY**
- **PROJECTIONS**
- **FIGURES APPENDIX:**
 - Parks and Greenspaces
 - Wastewater CCN Boundaries
 - Water CCN Boundaries
 - Wastewater Maintenance Hotspots
 - Water Maintenance Hotspots

EXISTING CONDITIONS

PARKS AND RECREATION FACILITIES

There are approximately 1,700 acres of parkland and open space in San Marcos including 48 parks. Existing parkland provides a variety of opportunities for passive and active recreation with intensive recreational use along the San Marcos River. San Marcos also provides special use facilities for recreational purposes such as the Activity Center and the Recreation Center, boasting public baseball and soccer fields, swimming facilities and newly constructed tennis courts.

WASTEWATER

In September, 2005, City Council entered a ten-year contract with CH2M Hill to operate and maintain the City's Wastewater Treatment Plant. The Wastewater Treatment Plant is permitted to treat an average daily flow of 9 million gallons per day (MGD) and two-hour peak wet weather flow of 31 MGD. Plant capacity utilization is at about 55% of the permitted amount. The wastewater system has 40 lift stations currently on-line many with remote monitoring and control capability and generator back up.



WATER SUPPLY

The City obtains untreated surface water from the Guadalupe River through a pipeline operated by the Guadalupe-Blanco River Authority (GBRA). The original source of the surface water for this river is Canyon Lake however water is drawn from Lake Dunlap. Owned by the City of San Marcos, the Surface Water Treatment Plant is operated under contract by GBRA and produces approximately 87% of the water used by the City's customers. The plant has 21 million gallons per day (MGD) treatment capacity, 9 million gallons per day of which are for The City of San Marcos. The City currently produces an average of 7.6 million

gallons per day of treated water.

The remaining 13% of the City's water usage is supplied by eight city-owned wells drawing water from the Edwards Aquifer.

OTHER FACILITIES

The City operates five fire stations and a central police station. There is a city hall complex with four buildings located on East Hopkins Street with additional administrative buildings scattered around the city. Across Hopkins Street from the City Hall complex, the city operates a public library. The San Marcos Electric Utility is housed at a complex on Hwy. 123 which includes administration, warehouse, billing and open storage areas. The City also owns a general aviation airport; San Marcos Municipal Airport managed by Texas Aviation Partners.



PARKS, RECREATION & OPEN SPACE MASTER PLAN SUMMARY

The following is a summary of the existing Parks, Recreation & Open Space Master Plan. The priorities from this summary are not intended to be assumed as priorities of Vision San Marcos: A River Runs Through Us. As the objectives from Vision San Marcos are implemented the Parks Master Plan will need to be updated to align with these objectives.

The Vision of the Parks, Recreation & Open Space Master Plan (the Parks Master Plan) is to “Create a unified parks and recreation system that serves the entire San Marcos community, supports tourism efforts and remains a good steward to the River and surrounding environment.” The goal topics of the plan include funding, maintenance, safety, programming, sustainability, environmental, tourism, connectivity, parkland dedication and university. The City of San Marcos is home to almost 50,000 residents and strives to be a destination for tourism. The Parks and Recreation Department created this plan to establish a framework for a long-term, successful park system. The preparation of this plan following Texas Parks and Wildlife Department guidelines makes

the City of San Marcos eligible for grant funding.

In developing this plan, the Parks and Recreation Department utilized an outside consultant. Stakeholder interviews were held, questionnaires, park user intercept surveys were conducted and informal community meetings were scheduled to gain input from the community.



COMMUNITY PRIORITIES:

1. Providing more trails and natural areas
2. Providing more park amenities like restrooms and water fountains
3. Providing more recreational amenities such as swimming pools
4. Improving and maintaining the existing park facilities

PARK EXPERTS AND CITY STAFF PRIORITIES:

1. Expanding the existing park system
2. Revise / update the Parkland Dedication Ordinance
3. Develop newly acquired parkland
4. Provide more efficient maintenance and security
5. Develop a comprehensive recreational and cultural arts activity program

THE FINAL PRIORITIZATION OF NEEDS FOR THIS PLAN ARE:

1. Trails (connections to existing trails and rivers / creeks)
2. Acquisition of parkland and development of facilities in the southwest quadrant of the ETJ
3. Acquisition of parkland and development of facilities east of I-35
4. Athletic fields west of I-35
5. Community park development west of I-35 and near downtown
6. Passive park development along San Marcos River and Blanco River
7. Increased staffing and budget for facilities
8. Development of recreational / activity centers (small) and cultural arts center

The parks and open space system consists of parks, natural areas and linear greenways utilized for passive and active recreation as well as recreational and cultural programs. There are approximately 1,700 acres of parkland in San Marcos representing 48 parks, special use facilities and greenspace. While greenspace makes up the majority of this total 1,436 acres, it is important to note that some of this area is undeveloped and generally fenced off from public use. The Parks Master Plan includes an inventory which fully describes each park and facility and includes a quality assessment with photographs.



Based on national recommendations for level of service standards, San Marcos is lacking in 2 of 3 categories. Where 5 acres per 1,000 people is recommended for large regional parks, San Marcos provides approximately 3.3 acres. The recommendation for neighborhood parks is 3 acres per 1,000 people and San Marcos provides 1.8 acres. The national recommendation for greenspace is 5 acres per 1,000 people and San Marcos provides approximately 26 acres.

In addition to the prioritization of needs for improvements to the parks system, the Parks Master Plan provides recommendations

for how to make these improvements. Land should be acquired through purchase, dedication or donation during early stages of development to ensure the best access and visibility to users. Park development must be completed after land is acquired. A comprehensive trail network should be established to form connections to park facilities. The City should continue to increase the frequency and availability of programs and activities, especially for cultural programming, outdoor recreation and the activity center. There is strong support for these initiatives.

PROJECTIONS

PARKS AND RECREATION FACILITIES

As mentioned in the summary of the Parks, Recreation & Open Space Master Plan, the City of San Marcos is operating below the national recommended levels of service for parkland. The demand for parkland will continue to increase as the population of the city increases. While most of the core of the city is adequately serviced by parkland, the areas near the city limits and in the ETJ display noticeable deficits.

The need for additional community centers and active recreational areas is evident based on national standards. San Marcos is providing one half or less of the recommended facilities for community centers, baseball fields and tennis courts and has only reached 5 miles of the 10 mile goal for trails.



Many recommendations to improve and address these shortfalls are outlined in the Parks, Recreation & Open Space Master Plan. Vision San Marcos: A River Runs Through Us supports these recommendations and encourages the Parks and Recreation Department to follow through with reviewing and updating this plan at five year intervals to ensure the public desire as well as need is met.

WASTEWATER

The City of San Marcos tracks the maintenance completed on wastewater facilities. This allows the city to determine where infrastructure may be failing and in need of replacement as well as the costs associated with the repairs. Based on data from 2005-2011, there are four “hot spots” where the majority of wastewater maintenance has taken place. These areas, along with the costs and labor hours associated with each, are indicated on the Wastewater Collection Map.

WATER SUPPLY

The City of San Marcos’ current water supply is anticipated to be adequate through the 2024-2031 timeframe depending on consumption and drought conditions. Basic water supply issues include the lack of water to serve future populations, competition for resources, and cost. The costs of purchasing future water supplies today are borne by existing, not future customers. Two options for obtaining water for future residents are already in the current Water Master Plan. These are water conservation and working with the Hays Caldwell Public Utility Agency for groundwater from the Carrizo-Wilcox Aquifer. Other suggestions include the Guadalupe-Blanco River Authority Mid-Basin Project and / or not acquiring



future water at
this time.

As with wastewater, the City of San Marcos tracks the maintenance completed on its water facilities. The Water Maintenance Work Orders Map indicates that there were many “hot spots” for water facility maintenance from 2005-2011.

San Marcos will be updating its water (and wastewater) planning documents, which should be carefully prepared to determine the most efficient and environmentally sensitive ways to address infrastructure issues. These plans will provide key implementation tools for Vision San Marcos: A River Runs Through Us.

OTHER FACILITIES

In June of 2008 a study was conducted to determine the facility and site needs for the Water / Wastewater Utilities, Public Works and Electric Departments in San Marcos. One recommendation was that the similar functions performed by these departments could efficiently coexist in one facility. This facility would require approximately 15-17 acres of land and have multiple buildings totaling over 50,000 square feet.

A strong civic presence adds vitality to the community; several plan objectives encourage this. Potentially relocating City Hall downtown, locating new parks east of IH-35 or establishing community centers in the Intensity Zones will ensure adequate services and a true sense of community



CAUTION
DO NOT LEAN OVER
THE RAILING



TRANSPORTATION

- EXISTING CONDITIONS
- TRAVEL DEMAND MODEL
- PROJECTIONS
- FIGURES APPENDIX:

Thoroughfare Assembly

Bridges

Traffic Signals

Public Transportation

Bicycle Infrastructure

Sidewalk Inventory

EXISTING CONDITIONS

ROADWAYS

The current roadway network contains approximately 463 centerline miles of roads.

This value accounts for both city, county and state maintained roadways. The Texas Department of Transportation (TxDOT) oversees the maintenance and operations of roads designated as interstates and state highways.

The remaining roadway network is the responsibility of Hays County in the ETJ and the City of San Marcos within city limits. Depending on the type of roadway, the number of lanes range from 2-lane minor streets to the 6-lane interstate highway. Thoroughfare Assembly is a way to categorize roads based on the surrounding land uses, the type of access they provide to properties and the types of vehicles that are meant to travel there. The thoroughfare

assembly serves as a tool to guide the land development process and ensure that any new roadway construction is consistent with other transportation facilities and the surrounding land uses, whether existing or proposed.

TRAFFIC SIGNALS

There are currently 51 traffic signals in operation throughout the city. Nearly one-quarter (25 percent) of these traffic signals are located within the downtown area and are synchronized



BRIDGES

Given the environmental and topographical nature of San Marcos, the necessity for bridges is vast. The responsibility of maintaining bridges is similar to that of roadway maintenance, with TxDOT maintaining interstate and highways and the City and County maintaining local streets. According to the most recent Geographic Information System (GIS) data available from the Capital Area Metropolitan Planning Organization (CAMPO), there are 12 bridges classified as either structurally deficient or functionally obsolete.

PUBLIC TRANSPORTATION SERVICES

In 2012, the City of San Marcos was defined as an urbanized area by the US Census. The Urbanized Area includes portions of the city limits of San Marcos and Martindale as well as areas in Caldwell and Guadalupe Counties. Under this urbanized area designation, federal and state public transportation funding moves from the rural category to small urban and an Urban Transit District must be created. A Public Transportation Conference was conducted in 2012 by representatives of the governing bodies within the urbanized area to solicit public comment. Based upon the outcome of the conference, Capital Area Rural Transportation System (CARTS) agreed to create an Urban / Rural Transit District and

provide transit service to the urbanized area for a minimum of three years. CARTS in conjunction with the City of San Marcos and the urbanized area will develop a comprehensive public transportation plan to address future public transportation issues.

Texas State University provides public transportation opportunities to its students, faculty and staff which is funded solely through the student bus fee. San Marcos may chose to partner with the University to create a seamless and comprehensive public transportation system for the City. Lone Star Rail District was created in 2003 to evaluate and operate a commuter rail service to connect



several communities, from San Antonio to Georgetown, along the ever growing I-35 corridor. The planned passenger rail service (LSTAR) will be designed to be time-competitive and cost-competitive with automobile travel, while offering a higher on time performance and reliability. Individual benefit from LSTAR will come in the form of a congestion-proof alternative to driving on the region's congested roadways. In year 2035, benefits of the passenger rail include:

- 726,000-1,288,000 annual passenger hours saved
- \$719 million in estimated fuel savings annually
- 3.2 to 5.8 million annual boardings

BICYCLE AND PEDESTRIAN FACILITIES

Bicycle and pedestrian facilities are significant mechanisms in building a sustainable transportation system. From 2008 to 2010, 5.3 percent of San Marcos' workforce either walked or used a bicycle as means to travel to work or school.

The 2012 San Marcos Bicycle Map illustrates the City's existing and proposed non-motorized transportation facilities.

The bicycle routes depicted are the result of a suitability assessment based on the following five factors: (1) traffic density; (2) on-road bicycle facilities; (3) change in elevation; (4) road conditions; and, (5) citizen feedback. Each bicycle facility presented was rated on these factors and assigned an accessibility rating of easy,

medium, or difficult.

Sidewalks are an essential piece to the transportation puzzle as they accommodate and encourage pedestrian mobility. Sidewalks are equally as important to the transportation system as roadways and are complementary to public transit.

The city's existing sidewalk inventory is shown on the Bike/Ped map by condition (good, fair, poor). The current sidewalk network has missing links in critical areas of the city as well as poorly maintained sections. Development Services Department staff is developing criteria to guide future sidewalk projects in essential locations to improve pedestrian mobility around the city.



TRAVEL DEMAND MODEL

The City of San Marcos utilized the services of a consultant to create a Travel Demand Model for roadways in the city and its ETJ. The travel demand model uses estimated household and employment data to test the ability of the roadway network to handle existing and future population and employment increases. The model from the Capital Area Metropolitan Planning Organization (CAMPO) was used as the basis for the city model with modifications specific to San Marcos. Utilizing the CAMPO model ensures that data from CAMPO and San Marcos is compatible and can be shared

in the future.

The travel demand model indicated that approximately 30% of roadways in San Marcos experience high levels of congestion during the morning peak hours. These roads include RR 12, Hopkins Street, Highway 123, portions of Interstate 35, and to a lesser degree – Highway 21. The accompanying report recommends targeting these roadways for improvements to ensure that drivers are not subject to additional delays as additional development occurs.

The travel demand model was used to demonstrate the impacts of development on the roadway network for both the trend scenario and the preferred scenario. Population and employment figures were modeled

for intensity zones and activity nodes but not employment centers. Both the vehicle miles traveled and the vehicle hours traveled were lower for the preferred scenario. Coupled with targeted roadway improvements, the City of San Marcos will be able to alleviate some of the burden drivers experience due to delays.



PROJECTIONS

 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

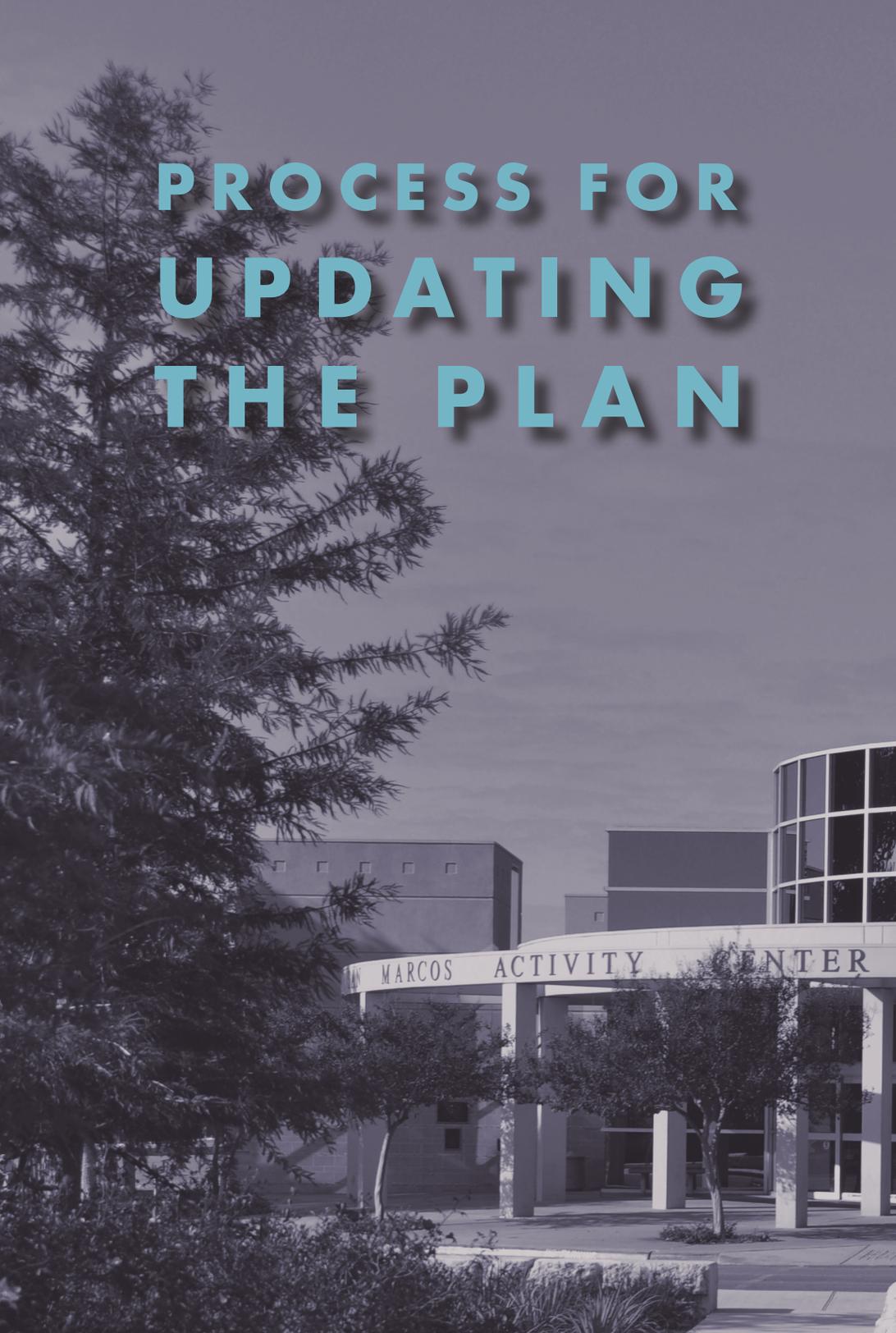
 he preferred scenario. The 2017 Transportation Master Plan incorporated these roads. The Land Use Corridors on the preferred scenario should be considered as a conceptual tool that will guide development along the City's major transportation network. Roadway alignment will follow the standard, and often 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

the public as well as the committee was the need for complete streets that are designed for all modes of transportation, especially bicycles and pedestrians. Addressing safety of San Marcos roadways was another topic of interest especially at rail road crossings.



PROCESS FOR UPDATING THE PLAN



EXISTING REGULATIONS

The City Charter in summary states the plan must be adopted by ordinance and used as a guide for growth and development as well as preservation and open space. City ordinances should be consistent with the plan. Review of the plan must be ongoing and any changes must go through the public hearing process.

SECTION 7.03 OF THE CITY CHARTER ADDRESSES “THE MASTER PLAN” WITH THE FOLLOWING:

- “(a) The master plan for the City of San Marcos shall be used to guide the growth and development of the city. The master plan shall be adopted by ordinance. The city council will endeavor to ensure that city ordinances governing growth and development are consistent with the goals and policies contained in the master plan; however, land use maps and descriptions contained in the master plan do not constitute zoning, and do not entitle any property owner to any change in zoning.
- (b) The commission shall conduct an ongoing review of the plan in accordance with Section 7.02. The commission may recommend amendments to the master plan after at least one public hearing on the proposed action. The council may amend the master plan after at least one public hearing on the proposed action. The council shall not act on any amendment affecting the master plan unless and until a recommendation on the amendment is received from the commission.”





The City's Code of Ordinances also addresses updating the plan. Map and plan amendments are permitted in the code following the process of public hearing, currently called Land Use Amendments. There is an additional provision in the Code regarding the Planning and Zoning Commissions review of the plan:

"SECTION 1.4.1.5 PLANNING AND ZONING COMMISSION'S ROLE IN REVIEWING THE MASTER PLAN

It is the responsibility of the Planning and Zoning Commission to perform ongoing review of the City's Master Plan, including:

- (a) Holding an annual public hearing on the plan and recommend any necessary or desirable changes to the Council;
- (b) Holding public hearings and making recommendations to the Council regarding updates to the land use and transportation elements of the plan at least once every three years; and
- (c) Holding public hearings and making recommendations to the Council regarding the update of the entire Master Plan document at least once every ten years."

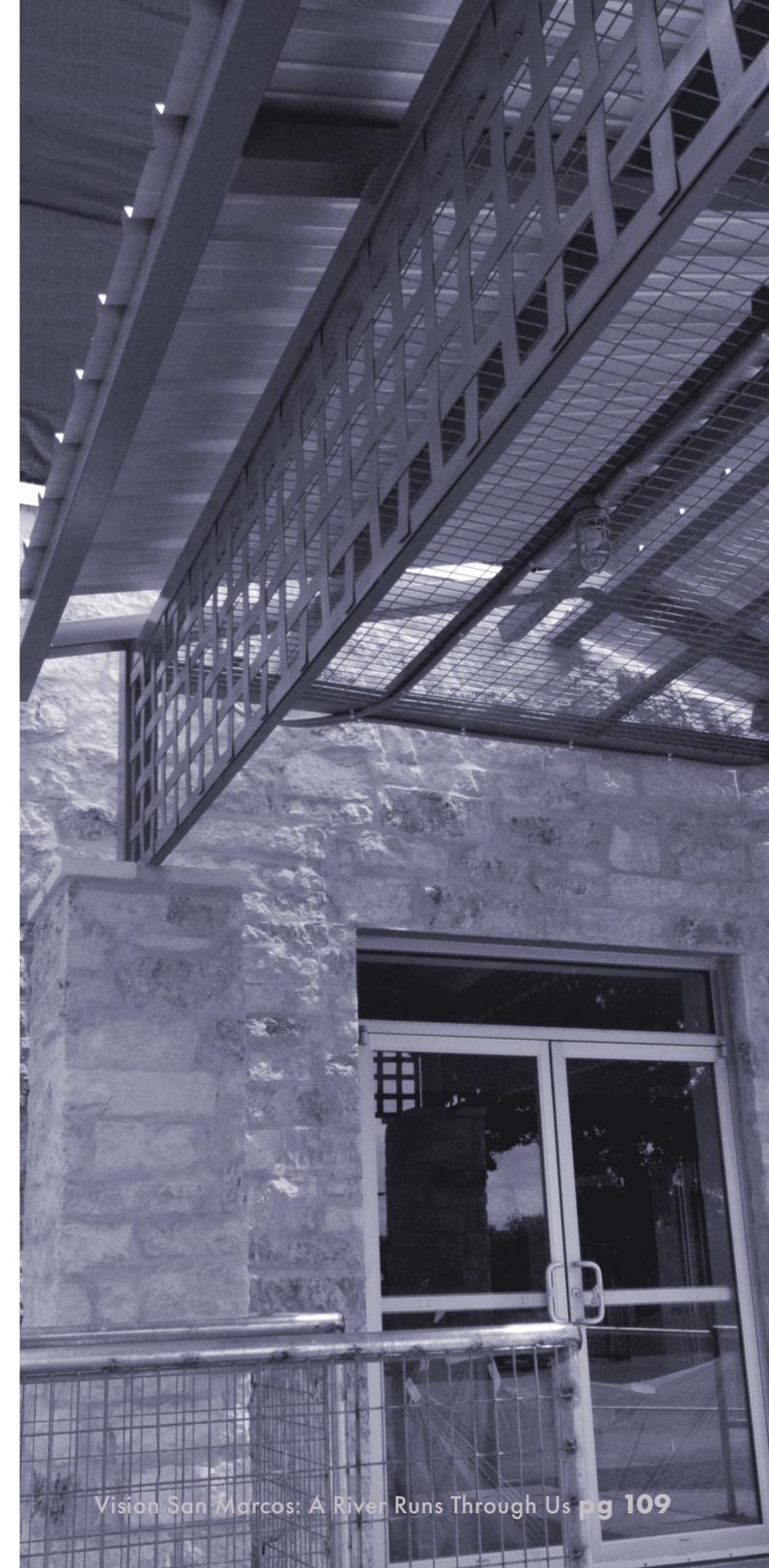
LAND USE AMENDMENTS AND CITY REGULATIONS

AMENDMENTS

In order to ensure the intent of this plan and the community driven preferred scenario are upheld, it is recommended that amendments to this plan be limited. Plan amendments, called Land Use Amendments, should follow a schedule independent of general requests. Amendments should be permitted, at a maximum, twice a year at a time determined by city staff. This schedule should be set and maintained from year to year in order to provide applicants with consistency.

The review time for applications for amendments should be sufficient to allow staff time to study the requests for trends and utilize appropriate models and tools offered with this plan. If locations for amendments are scattered in nature, support should not be given to the requests. If there is a pattern or trend, staff should consider the intent of this plan and determine if an amendment is appropriate.

Regulations for public hearing will still apply to amendments to this plan and neighboring property owners will be notified of proposed amendments. In addition, it is recommended that notice be sent to all relevant community stakeholders including the neighborhood representative(s) from the Council of Neighborhood Associations (CONA) on record with the city.



Annual Review

The plan should adhere to current codes regarding the annual review of the plan. It is recommended that two plan elements are reviewed annually in rotation so that every three years the plan is fully updated. The Five Year Action Items should be updated annually. A sample schedule of the first four years of review is indicated below.

- **YEAR 1** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items
- **YEAR 2** – REVIEW NEIGHBORHOODS AND HOUSING AND PARKS, PUBLIC SPACES AND FACILITIES
Update Five-Year Action Items
- **YEAR 3** – REVIEW LAND USE AND TRANSPORTATION (ADHERES TO SECTION 1.4.1.5(B) OF THE CODE)
Update Five-Year Action Items
- **YEAR 4** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items



ALEXANDER GATES & LILLIAN JOHNSON THOMAS HOUSE

ALEXANDER GATES THOMAS (1877-1944), AN ENGLISH PROFESSOR AND AUTHORITY ON TEXAS FOLKLORE, AND LILLIAN JOHNSON (1885-1966), AN ART PROFESSOR, MET AS EDUCATORS AT SOUTHWEST TEXAS NORMAL SCHOOL. MARRIED LATE IN LIFE, THE TWO WERE INSPIRED ON THEIR HONEYMOON IN THE COTSWOLD REGION OF ENGLAND TO PATTERN THEIR HOME AFTER THE COTTAGES THERE. THEY BUILT THIS HOUSE THEMSELVES IN 1923 OF NATIVE STONE QUARRIED NEAR SAN MARCOS. OF SPECIAL INTEREST ARE ITS 14-INCH THICK ROCK WALLS AND ITS TUDOR REVIVAL FEATURES, INCLUDING THE SWEEP GABLE ROOF AND ARCHED LANCET OPENINGS.

RECORDED TEXAS HISTORIC LANDMARK - 1997

Charter

The City of San Marcos Charter Section 7.03 includes all of the regulatory language that is recommended for adoption, implementation and amending the plan. The only change recommended for the City Charter is to update the term “master plan” to “comprehensive plan” to align with current terminology and State Codes

City Code

The City’s Code of Ordinances will need to, at a minimum, be updated to change the language “Horizon Plan” to “Vision San Marcos”. This will provide regulatory powers to this document and the tools contained herein.

In order to parallel Vision San Marcos: A River Runs Through Us, the City’s Code of Ordinances will require a full update.



FIVE YEAR ACTION ITEMS



WELCOME
SAN MARCOS
ELEV. 597

The City of San Marcos

will begin assessing the objectives of this plan for implementation immediately following adoption by City Council. All of the objectives developed by the Citizens Advisory and Steering Committees are considered achievable and will be pursued. Some of the objectives were specifically mentioned to begin in 2013 such as updating the Land Development Code, Neighborhood Character Studies, incorporating the plan in the Capital Improvement Plan project selection and the Transportation Plan update. Partnerships and collaborations should also begin in 2013. Other planning efforts and implementation of policies should begin within the first five years of plan adoption.

While assessing the objectives of this plan, it will be imperative to consider how they align with City Council's established goals. Objectives that address one or more of these goals should be given priority.

The established City Council Goals are: Sound Finances; Big Picture Infrastructure; San Marcos River, Natural Environment and Community Wellness; and Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce.

Following assessment of the objectives, tasks will be assigned to appropriate departments with an established schedule for completion. Any objectives requiring financing should be forwarded to the appropriate department for consideration in their annual budget or be included in the Capital Improvements Projects process for consideration.

The City Staff and the Planning and Zoning Commission will recommend objectives as action items and budgetary needs, per year, to the City Council for final direction to City Departments.



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SIDEWALK INVENTORY

SAN MARCOS
We'd love your company.

