



# **City of San Marcos**

## **City Council Work Session**

September 7, 2021



# Purpose of Workshop

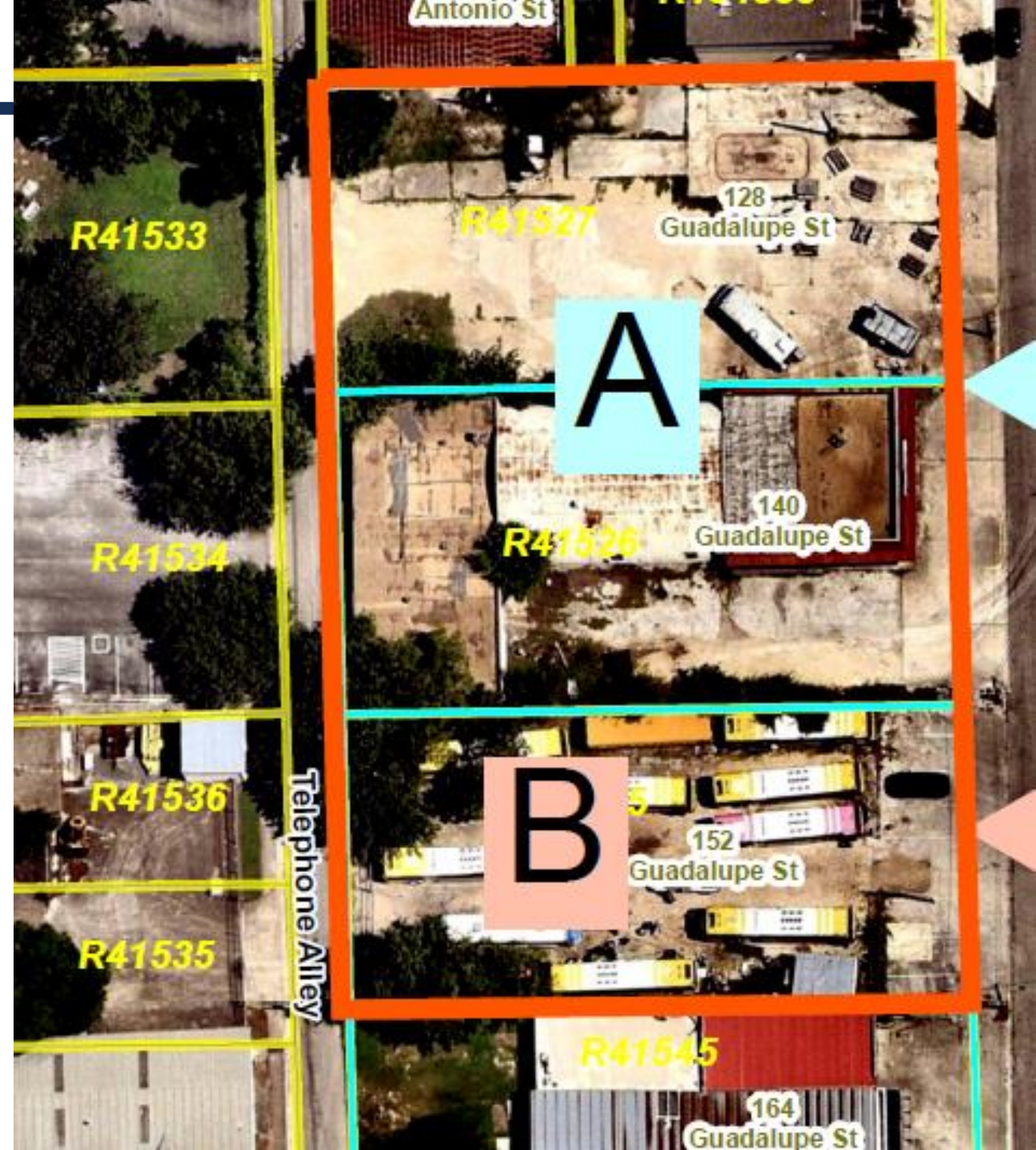
- Staff Update on Downtown Properties and City Hall.
- Presentation on CAMPO SMTX Transportation Corridors Plan
- Next Steps
- Council Discussion





## Downtown Properties Update:

- Three parcels purchased Fall 2020 using TIRZ & CIP funds
- Guadalupe Corridor & Catalyst Site in CAMPO Study
- Potential development scenario for City parcels





# Downtown Properties Update

- **Voluntary Cleanup Program (VCP) for 140 S. Guadalupe:**
  - Affected Property Assessment report submitted to TCEQ.
  - Potential additional testing.
  - Submit Response Action Plan.
  - Establish Municipal Settings Designation of use of groundwater.
- **Building Assessment for 140 S. Guadalupe:**
  - Architectural/structural assesment recommendation for demolition.
  - Presentation to Historic Preservation Commission on findings.
  - Hazardous Materials survey for buildings completed.
  - Demolition permit process for historic buildings

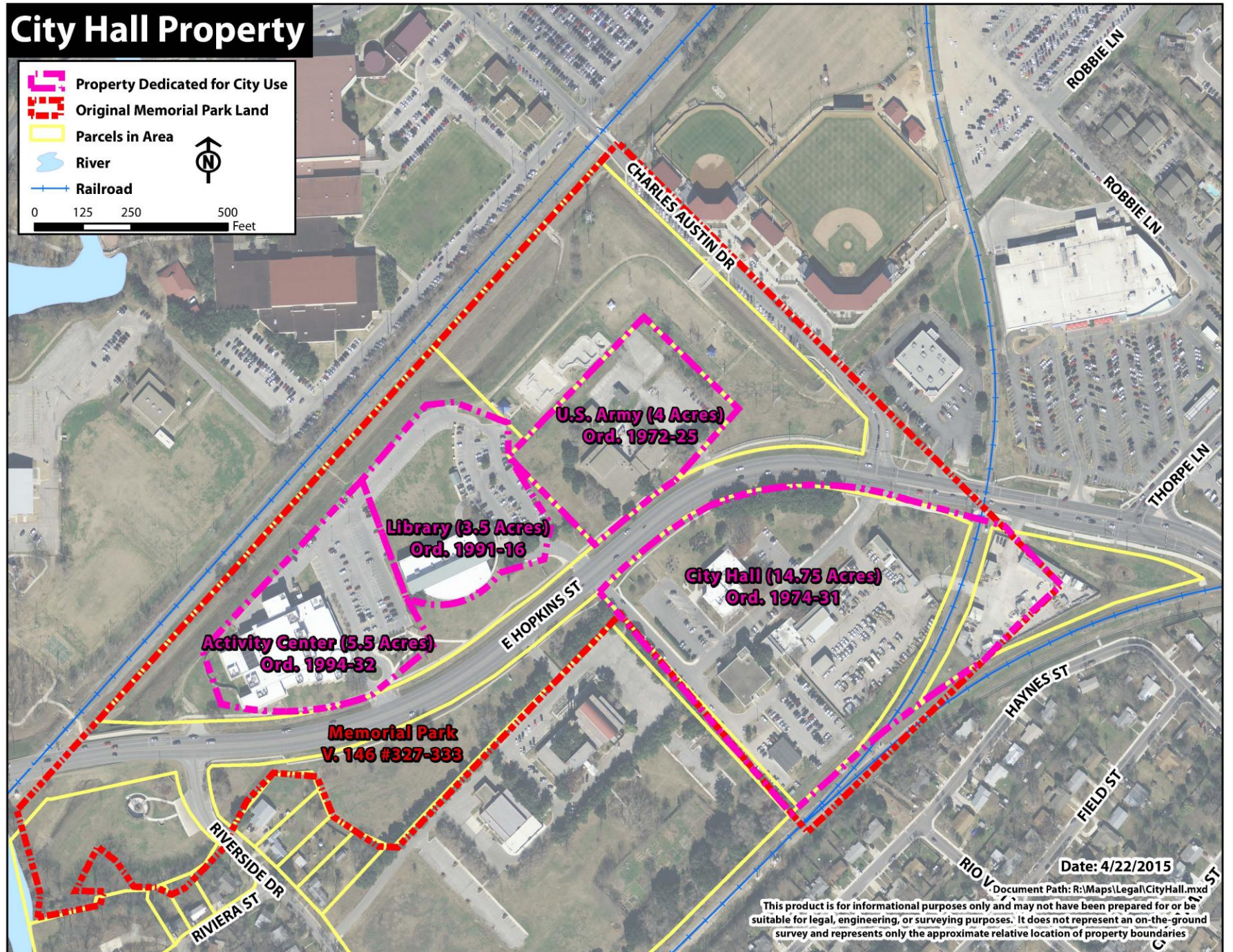


# City Hall Redevelopment

- **Catalyst Site in CAMPO Study** – study has developed two scenarios for redeveloped City Hall.
- **Government Complex** – Original Memorial Park Land incrementally developed over the years. Boundary survey underway to establish ordinance areas.
- **Council discussion and direction** after completion of property survey and staff analysis of market options.



# City Hall Property







# SMTX

TRANSPORTATION CORRIDORS STUDY

City Council Workshop - September 7, 2021



# Agenda

- **STUDY SCOPE AND PURPOSE**
- **PUBLIC INVOLVEMENT AND INPUT THEMES**
- **CORRIDOR CONCEPTS**
- **CATALYTIC DEVELOPMENT SITE CONCEPTS**
- **NEXT STEPS**
- **ADDITIONAL DISCUSSION**



# Study Purpose

## CONTEXT-SENSITIVE DEVELOPMENT CONCEPTS

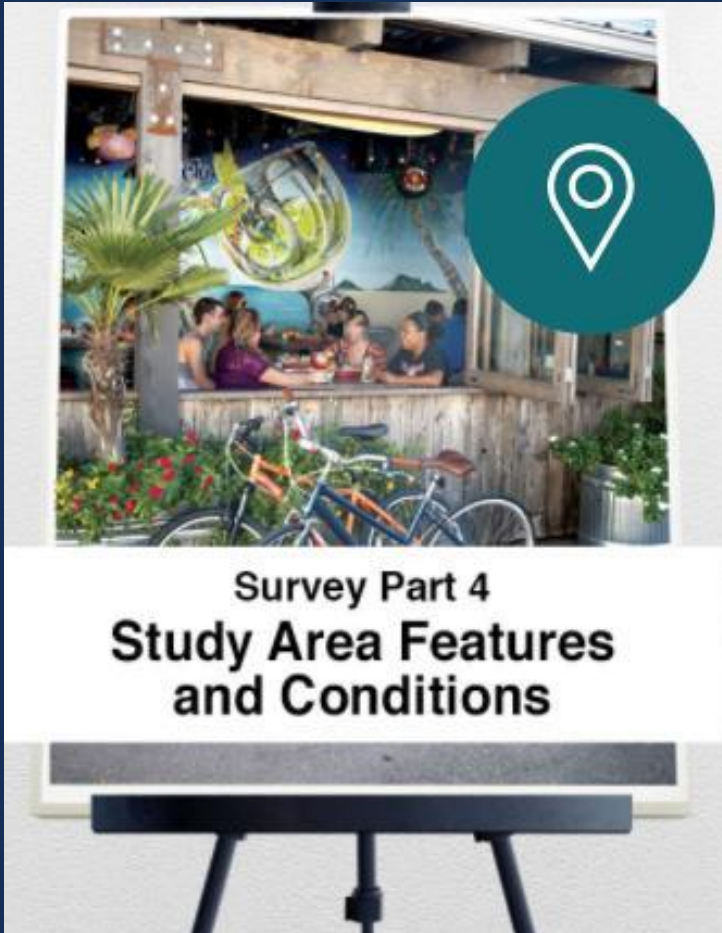
- Multi-modal roadway improvements
- Analyze areas for mixed-use urban character with increased density
- Measure market feasibility
- Assess fiscal impacts



# Public Involvement

## MAIN ACTIVITIES

- Website, Stakeholder Outreach, and Materials
- Steering Committee Meetings
- Virtual Focus Groups (50 participants)
  - 9 different sectors
  - Spring/Summer 2020
- Virtual Open House 1 (200 participants)
  - Available August 31 - October 12, 2020
  - Interactive mapping activities
- Virtual Design Workshop (54 participants)
  - Conducted March 1-5, 2021
  - Interactive live-polling, planning and design activities
- Virtual Open House 2 (329 participants)
  - Available May 3 - June 4, 2021
  - Interactive survey with corridor concepts and site plans
- Upcoming: Virtual Open House 3 (October 2021)



# Input Summary (Round 1)

## INPUT ON EXISTING CONDITIONS AND NEEDS

- Environmentally friendly development
- Limit paved areas to reduce storm water
- Compact, urban, high-density land uses
- Attract stable, higher-wage jobs
- Improve walking /biking conditions

# Input Summary (Round 2)

## INPUT ON DESIGN CONCEPTS FOR CORRIDORS AND CATALYST SITES

- Overall support for corridors and catalyst site concepts
- Diverse housing opportunities that consider affordability
- Incorporate more shaded areas, green space
- Promote density while preserving neighborhood character
- Support for more connectivity to destinations, safe crossings, and streetscape amenities



# Corridor Concepts

## ROADWAY IMPROVEMENTS

- Multimodal facilities
- Improved safety through design
- Right-of-way use

## CORRIDOR SEGMENTS

- Development opportunities vary by need, type and intensity
- Building types
- Building and site development patterns



# Corridor Challenges

- Downtown ROW constraints
- Poor level of service projected at key intersections
- Consider additional capacity
- Coordinating w/TxDOT on roles and responsibilities
- Funding for improvements and maintenance





# Corridor Concepts (Guadalupe | SH 123)

## DEVELOPMENT PATTERNS

- Urbanizing corridor segments
- Neighborhood conservation
- Existing “Auto-urban” land development
- High-intensity development centers

## ROADWAY FEATURES

- Bicycle and pedestrian connectivity
- Transit accommodations
- Landscaped medians and parkways





# Corridor Concepts (Hopkins | SH 80)

## DEVELOPMENT PATTERNS

- Defined urban gateway
- Environmental design features
- “Urban corridor” development
- Commerce/industry east of Blanco River

## ROADWAY FEATURES

- Bicycle and pedestrian connectivity
- Transit accommodations
- Traffic calming
- Green street design features





# Corridor Concepts (N/S Connector)

## DEVELOPMENT PATTERNS

- Rural/urban/suburban land use transitions
- Mixed-use “town center” (Medical District)
- “Urban corridor” development
- Warehousing and distribution

## ROADWAY FEATURES

- “Sensitive area parkway” environmental design
- Designated bicycle/pedestrian features
- Industrial street design south of Wonder World



# Guadalupe Street Parcels (Catalyst Site)







**Commercial**



**Residential**



- |                                |                            |
|--------------------------------|----------------------------|
| <b>A</b> Mixed-use             | <b>E</b> Mid-block Access  |
| <b>B</b> Commercial            | <b>F</b> Bicycle Lanes     |
| <b>C</b> Live-work Residential | <b>G</b> Plantings         |
| <b>D</b> Residential Parking   | <b>H</b> Sidewalk/Roadside |



# Market Considerations

## FOCUS ON FLEXIBLE SERVICE SPACE

- Retail market unstable (local and national)
- Avoid perception of City-supported competition
- Primary building: restaurant/food service incubator
- Secondary building: employment/shared work-space, incubator space, entertainment or even additional live-work units



Retail Incubator



Office Co-Working Space



# Market Considerations

## PROMOTE WORKFORCE HOUSING

- Open floor plans
- Private space versus common areas (e.g. fitness, pool, party rooms, etc.)

## PARKING CONSIDERATIONS

- Non-residential parking requires a downtown-wide strategy
- On-site (non-residential) parking not required
- Can increase development intensity with satellite parking/public lots

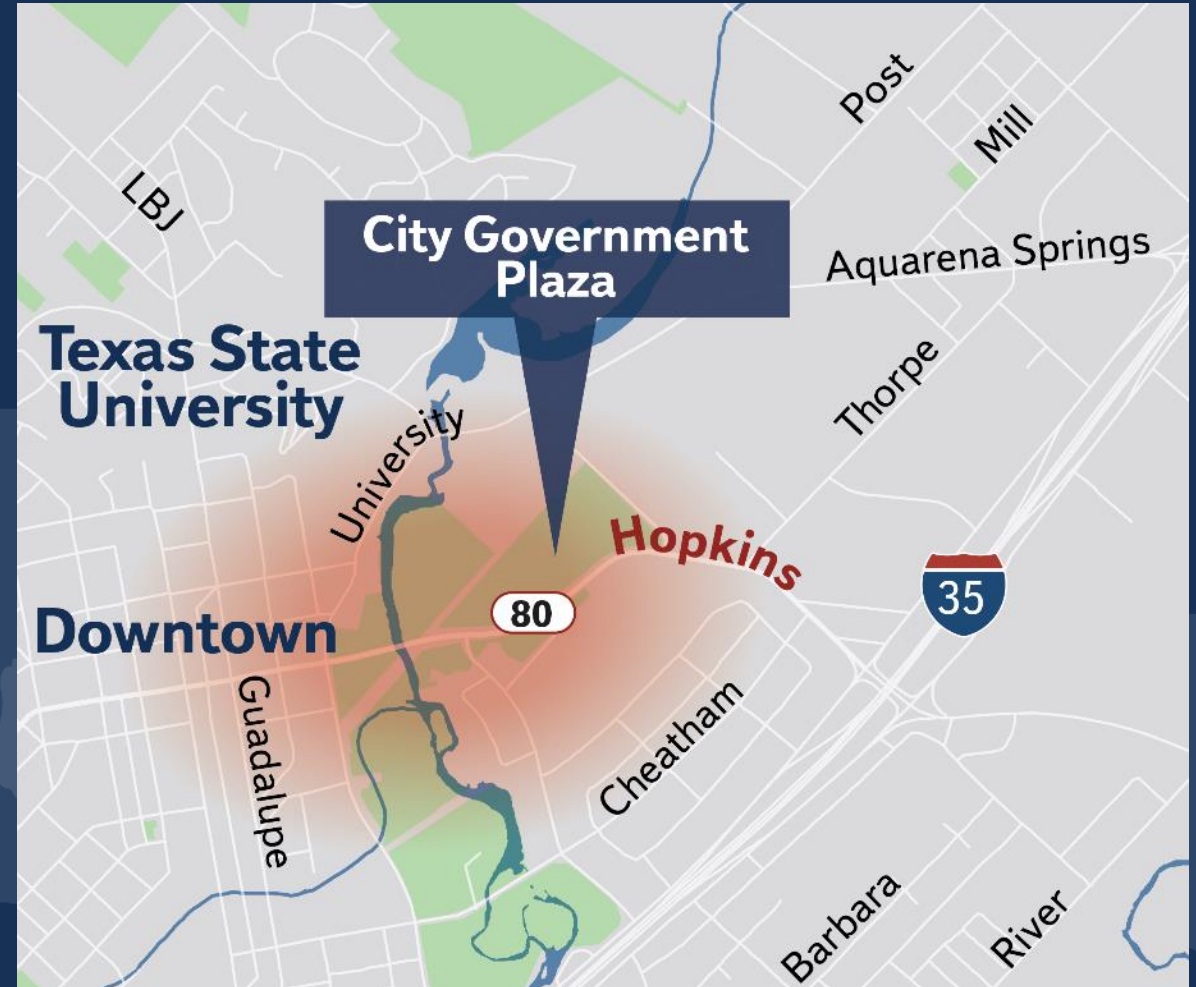


Urban Lofts/Live/Work (Baylor East Dallas Apts.  
– Deep Ellum)



Live / Work

# City Government Plaza (Catalyst Site)

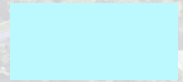




# Scenario "A"



Mixed Use/Comm.



Govt./Institutional



Residential

Texas State  
Baseball/Softball

HEB

Library

Activity Center

- |          |                    |          |                        |
|----------|--------------------|----------|------------------------|
| <b>A</b> | City Hall          | <b>E</b> | Existing Park          |
| <b>B</b> | Commercial         | <b>F</b> | Intersection Alignment |
| <b>C</b> | Townhomes          | <b>G</b> | Formal Plaza           |
| <b>D</b> | Structured Parking | <b>H</b> | "Bio-Boulevard"        |
|          |                    | <b>I</b> | Signalization          |



# Scenario “B”



## Mixed Use/Comm.

## Govt./Institutional

## Residential

# Texas State Baseball/Softball

**HEB**

Library

## Activity Center

**A City Hall**

Mixed-use/Comm.

## C Townhomes

## D Structured Parking

## E Reconfigured Park

## F New Greenspace

## G Intersection Alignment

## H Formal Gateway

## I “Bio-Boulevard”

## J Signaling





# Market Considerations

## PHASED MARKET OPPORTUNITIES

- Restaurant/food service space, personal services space, health/wellness, etc.)
- Support government employees/visitors
- Immediate opportunities: Hopkins Street frontage
- Other flex/commercial uses for remaining ground floor space

## PARKING CONSIDERATIONS

- Structured parking requires a primary tenant (e.g. City of San Marcos)



Retail Frontage



# Market Considerations

## “MISSING MIDDLE” HOUSING

- 1-2 bedroom townhomes
- Focus on private space versus on-site amenities
- Urban rental lofts
- Open floor plan



Urban Lofts/Live/Work (950 Lofts – Oakland)



Urban Rental and For-Sale  
Live/Work Townhomes (2605  
Calumet St – Houston, Tx)

# Medical Center (Catalyst Site)





- Gen. Retail
- Commercial
- Mixed-use
- Multi-family Res.
- Single-family Res.

- 1 Medical District
- 2 Town Center District

Dezavala Elementary

Paul Peña Park

- A SH 123
- B Frontage "Slip" Roads
- C North-South Connector
- D Underpass
- E Parks





# Market Considerations

## MEDICAL OFFICE/FLEX CAMPUS

- Medical office and flex space predominant west of SH 123
- Residential, office, regional and neighborhood commercial east of SH 123
- Commercial phased following medical office and residential development
- Long-term build-out of employment uses on the North-South Connector



Medical  
Office



Medical Manufacturing



Medical Flex

# Market Considerations

## WORKFORCE HOUSING OPPORTUNITIES

- Walkable town center development
- Majority of housing east of SH 123
- Mix of multi-family and small-lot single family
- Small lot single-family (patio / courtyard homes), townhome or duplex rental



Attached Townhome/Rowhouse/Multiplex (Arlington, Tx)



Detached Single-Family (Athens, Ga)

# Next Steps

## KEY ACTIVITIES/DATES:

**STEERING COMMITTEE MEETING**

**SEPTEMBER 2021**

**FULL DRAFT STUDY REPORT  
PUBLIC OPEN HOUSE (VIRTUAL)**

**OCTOBER 2021**

**CITY COUNCIL MEETING  
FINAL DOCUMENTS**

**NOVEMBER 2021  
NOV. – DEC. 2021**



# Next Steps

## CATALYTIC SITE PLANS:

**FINAL SITE PLANS/RENDERINGS  
PHASING PLAN (CITY GOVT. PLAZA)  
DEVELOPMENT PRO-FORMA**

**SEPTEMBER 2021**

**PUBLIC OPEN HOUSE (VIRTUAL)**

**OCTOBER 2021**

**CITY COUNCIL MEETING  
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# DISCUSSION QUESTIONS

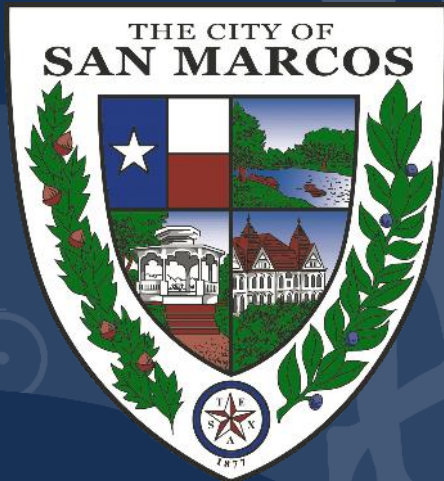
# THANK YOU



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## www.SMTXStudy.com





# Next steps

- **Downtown Properties:**

- Change In Service for any additional testing and preparation of Response Action Plan
- Establish Municipal Setting Designation
- Response Action Plan submittal & implementation

- **City Hall**

- Property Survey
- Development of options for Council



## **Council Direction**

- **Council concurrence on demolition permitting for 140 S. Guadalupe?**