

NEW CITY HALL & HOPKINS STREET STUDY

City of San Marcos



Phase 1 Discussion: Preferred City Hall Location

City Council Work Session

April 15, 2025



Economic & Planning Systems, Inc.
The Economics of Land Use



mccann adams studio





Purpose

- **Receive an update on the New City Hall/Hopkins City Center Project, and provide direction on the location for a new City Hall.**

Project Components

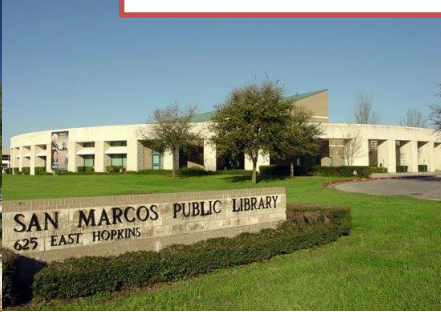


Civic Corridor

New City Hall

Mixed Use P3 Real Estate

Hopkins Street improvements



New City Hall/Hopkins City Center Project



- **Assembled internal team**
- **Evaluated potential partnerships**
- **Hired Consultant to complete New City Hall facility space planning**
 - Lopez Salas Architects
- **City Council appointed Advisory Committee**
- **Hired Transactional Advisor & Land Planning Consultant**
 - Economic & Planning Systems, Freese and Nichols, McCann Adams Studio
- **Advisory Committee met in February and March 2025 to discuss project**

Financial and Transactional Advisor Scope of Work

- **Phase 1 – Comparison of North and South Scenarios for City Hall**
 - Project Initiation & Management
 - Initial Site Conditions and Tools Assessment
 - Alternatives Assessment
 - Presentation of Phase 1 Findings
- **Phase 2 – Planning for a Preferred Alternative**
 - Project Administration
 - Public & Stakeholder Engagement
 - Project Analysis
 - Concept Planning
 - Preferred Plan and Implementation Strategies

ADVISORY COMMITTEE OVERVIEW

Role:

- Represent community input
- Review project information in detail
- Provide recommendations
- Inform decisions throughout project
- Serve as project ambassadors

Committee Composition:

- Mayor and City Council representatives
- Board/Commission representatives
- Texas State University
- River/environmental interests
- Residents from nearby neighborhoods
- Other interest groups and stakeholders
- Diverse and inclusive perspectives and experiences

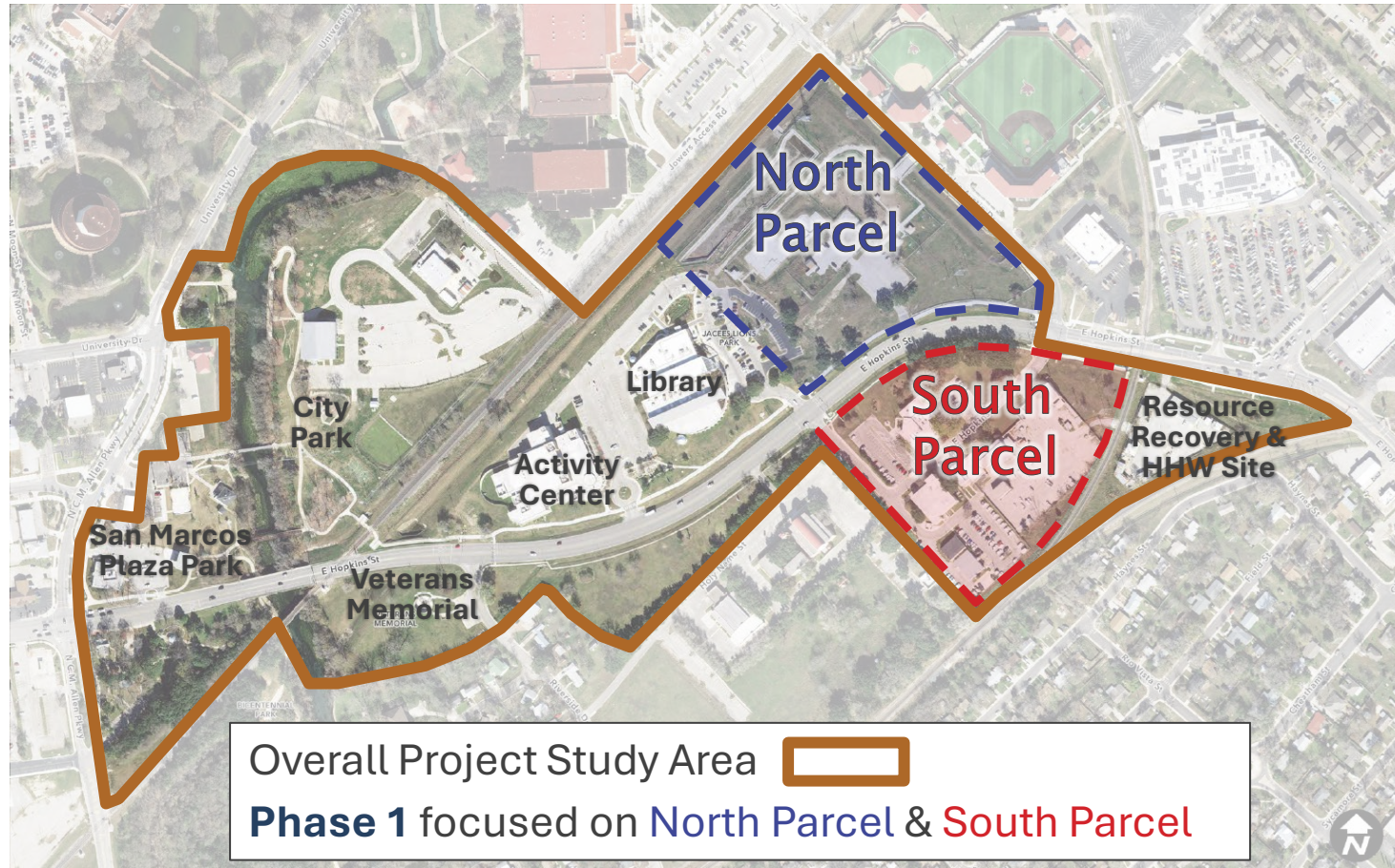
PROJECT OVERVIEW

Deliver a plan and implementation strategy for public and private development along Hopkins Street

- Motivated by need to replace/expand City Hall
- Desire to enhance public land and civic amenities throughout corridor

Phase 1: Select Preferred City Hall Location

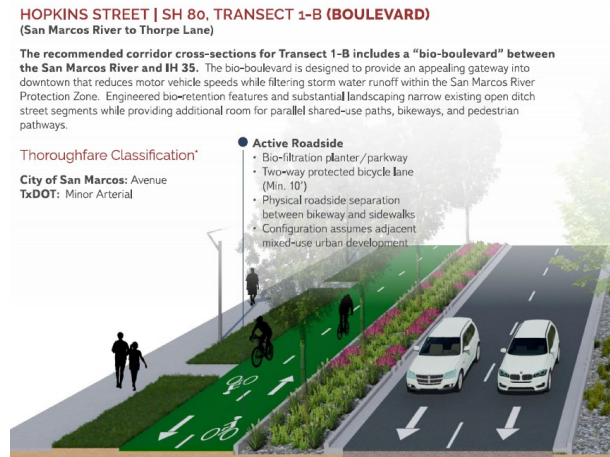
- **North Parcel** vs **South Parcel**
- Placemaking and implementation considerations



DRAFT PROJECT GOALS



Source: City of San Marcos



Source: CAMPO San Marcos Transportation Corridors Study



Source: CAMPO San Marcos Transportation Corridors Study

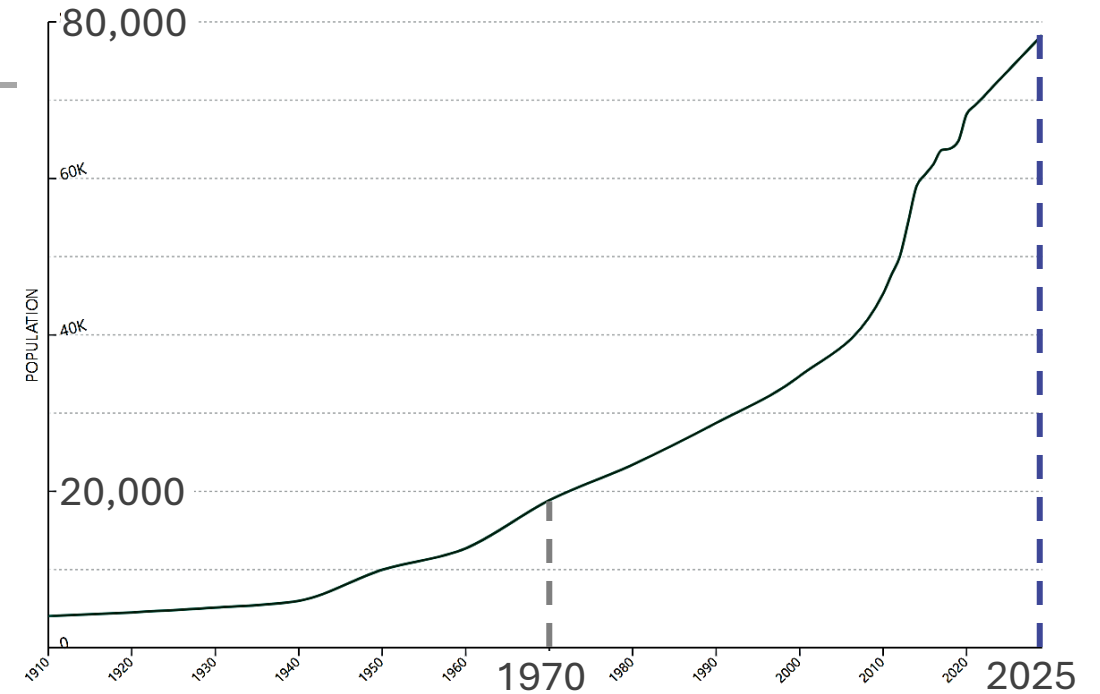
- Meet City Hall space needs
- Address site constraints
- Efficient phasing/financing
- Feasible delivery with limited impact on tax rate
- Include opportunities for private development
- Connect civic corridor to river, parks, and downtown
- Create a more welcoming “gateway” experience
- Activate City-owned property
- Use public investment to catalyze nearby redevelopment
- Enhance San Marcos Plaza Park
- Maintain or relocate dog and skate parks
- Build on nearby park and recreation amenities
- Respect Watershed Plan
- Respect community perspectives

CITY HALL NEEDS OVERVIEW

CITY HALL PROGRAM NEEDS

- Current City Hall built in 1970s to serve fewer than 25,000 residents
- More space needed to provide services for a population that is roughly 80,000 and growing
- Costly maintenance/structural deficiencies at existing complex

San Marcos Population Growth



Source: worldpopulationreview.com

At Current Site:

- 55,900 square feet of office space
- 271 parking spaces*

**Includes adjacent street parking and parking spaces in the fenced yard behind the Public Services building.*

Estimated Need at New Site:

- 108,000 square feet of office space
- 360 parking spaces*

**Based on 1 space per 300 sq. ft. of office and assuming no excess spaces at Library or Activity Center*

NEW BUILDING CONSOLIDATES CITY FUNCTIONS

Current City Hall Site:

- City Attorney
- City Council Chamber
- City Clerk
- City Manager
- Communications
- Human Resources
- Information Technology & GIS
- Engineering & Capital Improvements
- Finance
- Mayor's Office
- Planning & Development Services

Planned Additions at New Site:

- Councilmember Offices
- Parks & Recreation Administration
- Destination Services
- Emergency Management
- Police Substation
- Utility Billing

Additional Amenities

- Community Room
- Public Gathering Space
- Modern Technology & Security Updates

- Expected to Free Up Grant Harris Building for Other Uses at San Marcos Plaza Park
- Will Allow for Enhanced Services and Greater Efficiency

VISION

CITY HALL VISION: *"THE PEOPLE'S HOUSE"*



City Hall, Sugarland, Texas

Source: <https://www.sugarlandtownsquare.com/events/a-night-to-remember>

CITY HALL VISION: “*THE PEOPLE’S HOUSE*”



City Hall, Wylie, Texas

Source: <https://architexas.com/projects/wylie-municipal-building>

CITY HALL VISION: “*THE PEOPLE’S HOUSE*”



CITY HALL VISION: *"THE PEOPLE'S HOUSE"*



CITY HALL VISION: *"THE PEOPLE'S HOUSE"*



City Council Meeting
September 19, 2023

FRISCO

City Council Meeting
September 19, 2023

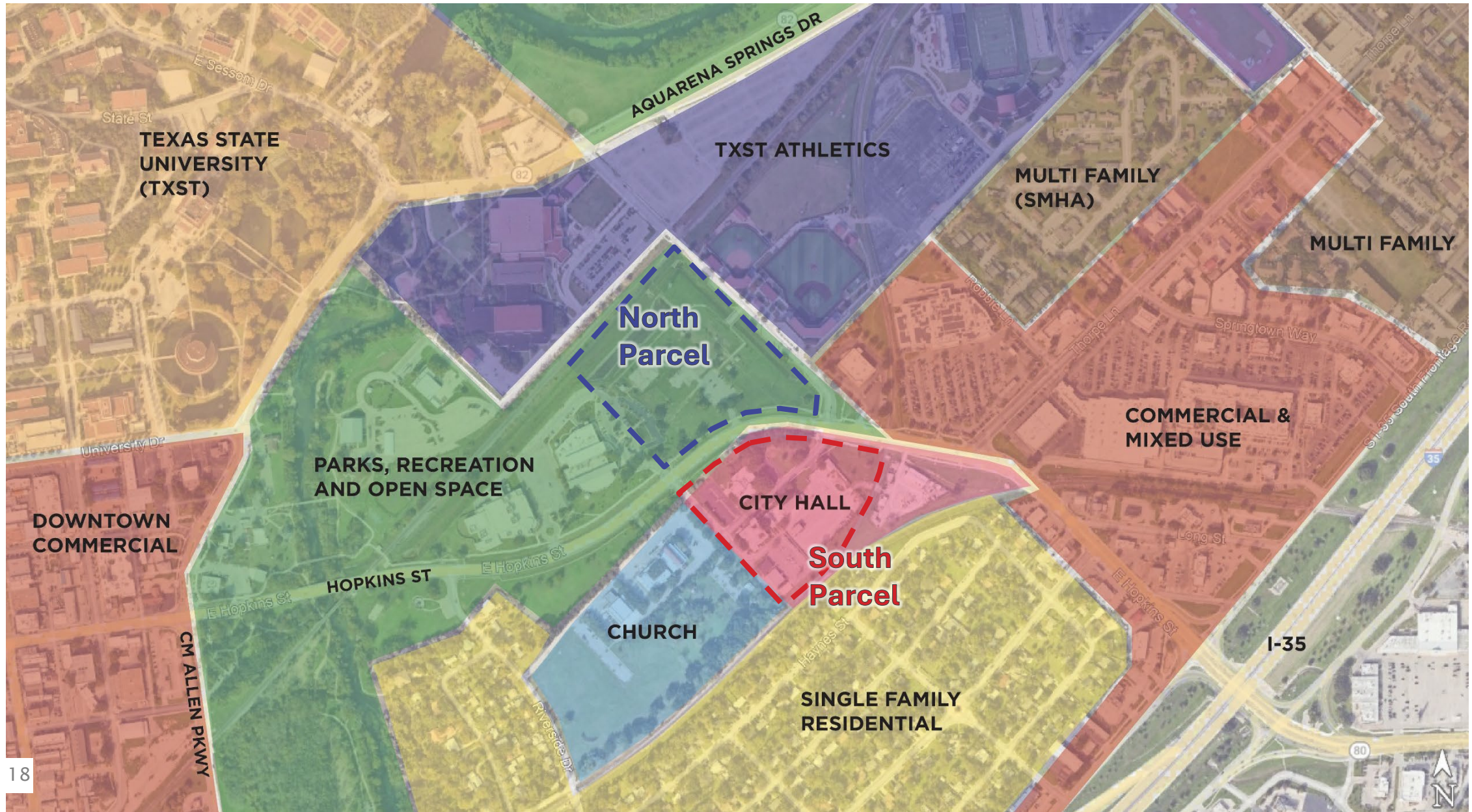
FRISCO

City Hall, Frisco, Texas

Source: <https://www.dallasnews.com/news/2024/12/04/frisco-texas-city-council-pay-compensation-raise-charter-review>

CONTEXT & CONSTRAINTS

STUDY AREA LAND USE CONTEXT



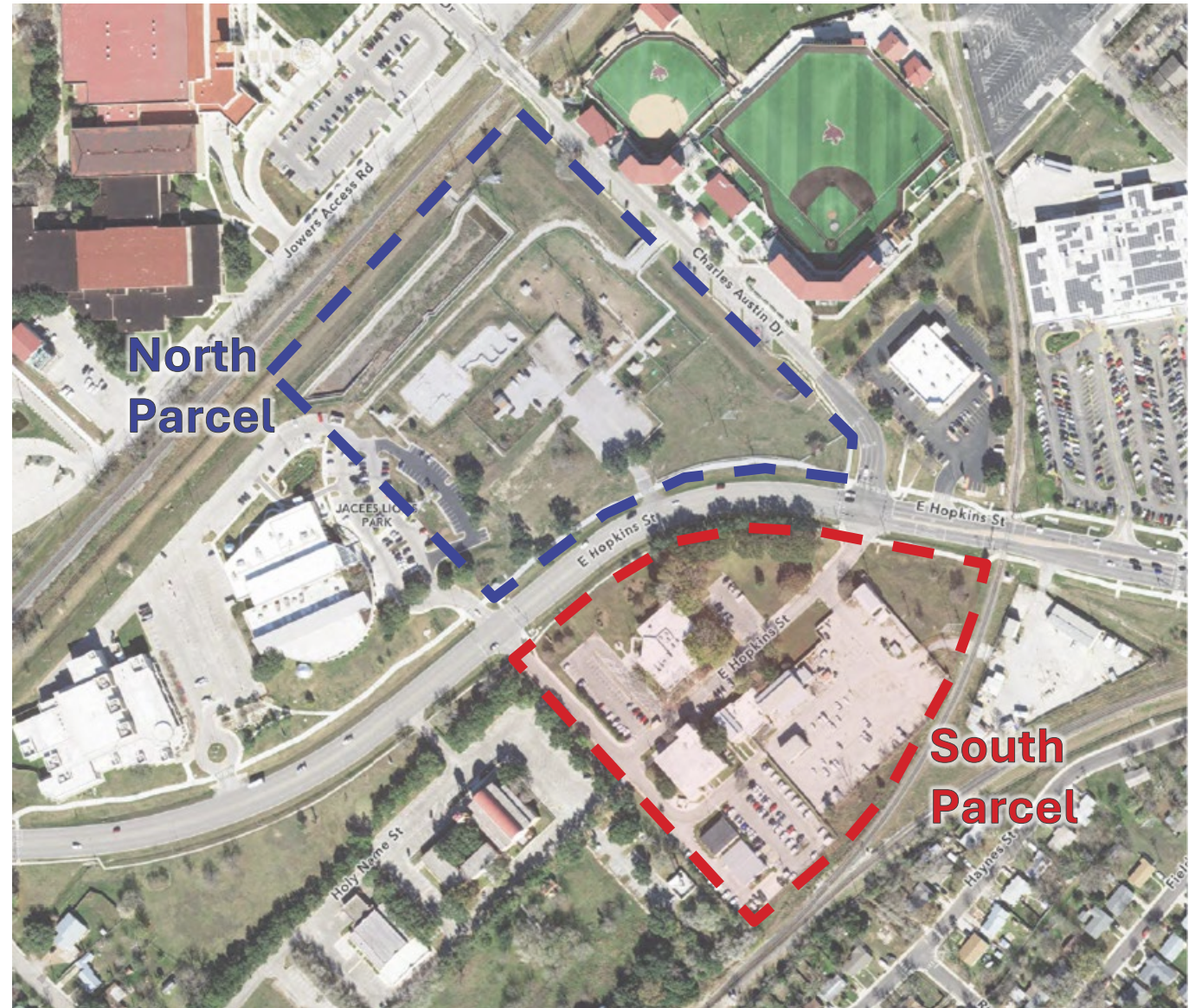
SITE AND SURROUNDING USES

North Parcel (approx. 12.2 acres):

- Skatepark
10,000 sq. ft.
- Dog Park
66,500 sq. ft. (1.5 acres)

South Parcel (approx. 10.6 acres):

- City Hall
13,600 sq. ft.
- Building 2 (Engineering)
14,000 sq. ft.
- Building 3 (Municipal)
20,000 sq. ft.
- Portable Building 4 (Finance)
4,800 sq. ft.
- Portable Building 5 (HR)
3,500 sq. ft.



PUBLIC FEEDBACK ON SKATE & DOG PARK

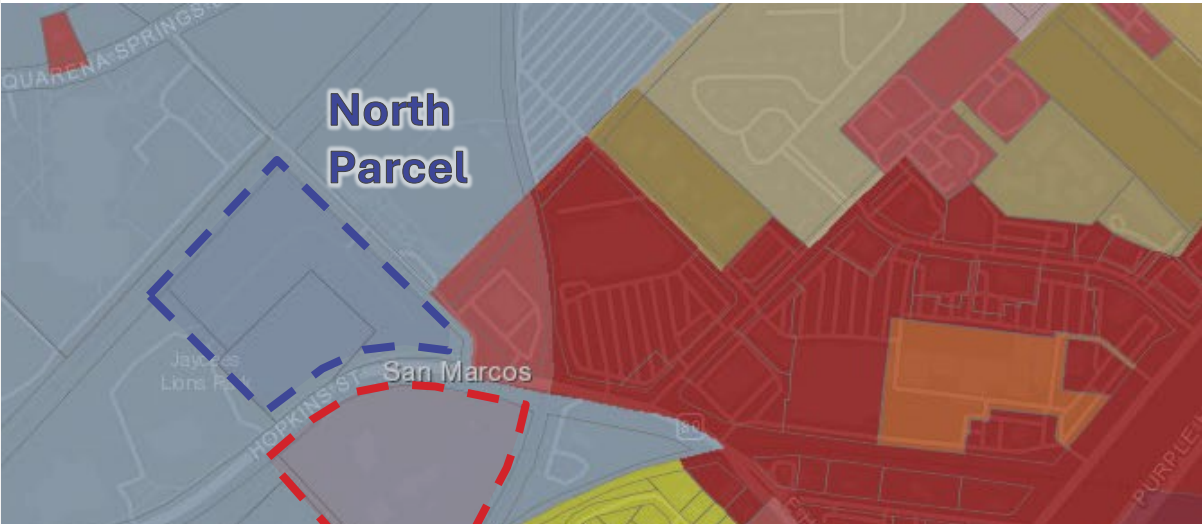
- Many comments and questions received about potential changes to the skate and dog park
- City staff understands these facilities are important and well-used community spaces that are visited by people of all ages
- City staff recognizes the history that went into creating the Skate Park, and we are not recommending an alternative that would require it to relocate



CURRENT ZONING: PUBLIC & INSTITUTIONAL

Allowed Uses:

- Museum or Library
- Public Buildings & Facilities
- Parks, Open Space and Recreation
- Public Utilities, Water Tanks & Communication Facilities
- Schools
- Outdoor Commercial Recreation (no private institution uses)
- Other uses with Conditional Permit



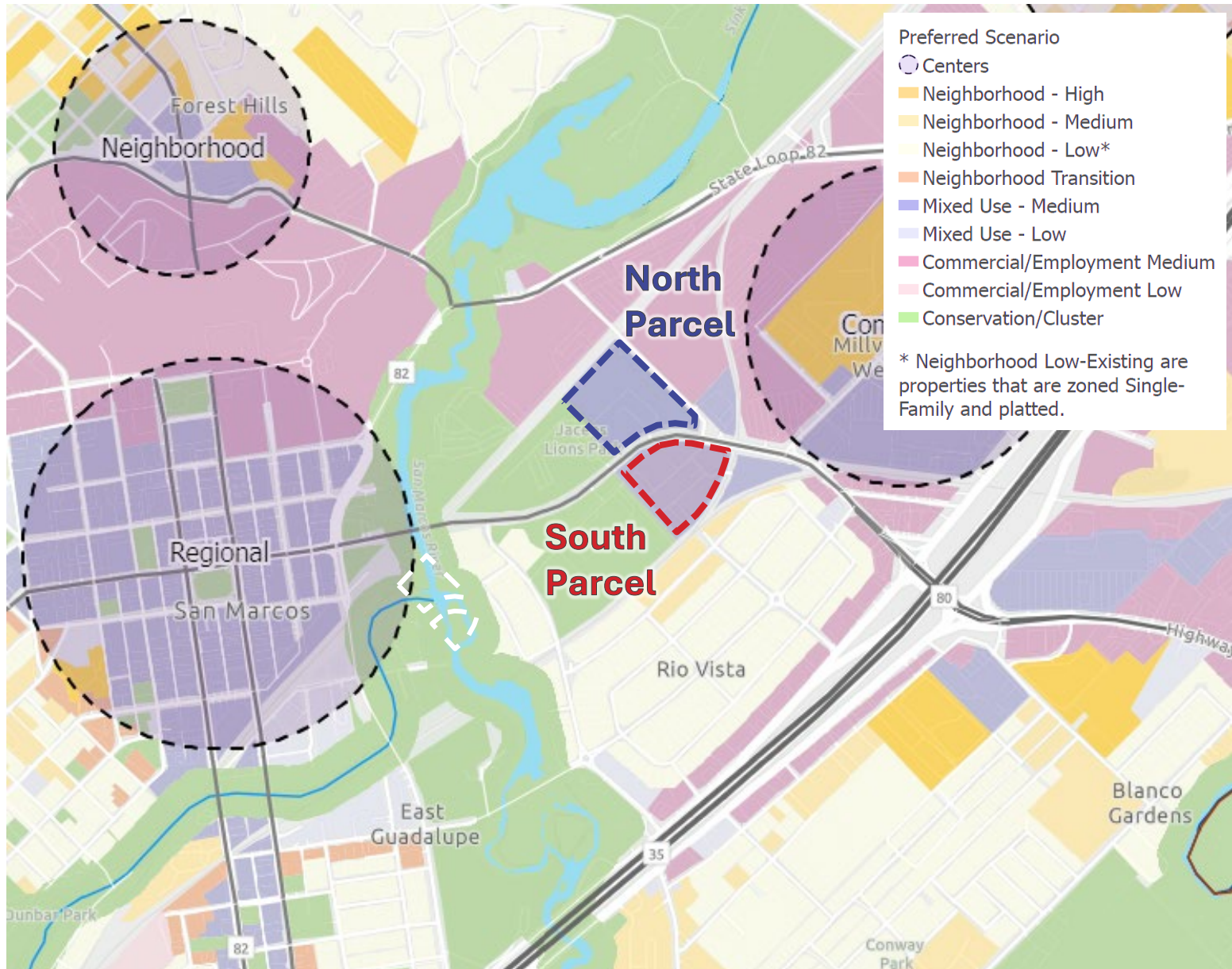
North & South Parcel Zoning: **Public & Institutional**

Development Standard	Limit
Stories	3
Building Height	45 ft.
Architectural Features	55 ft.
Public ROW Setback	10 ft.
Internal Setback	5 ft.
Setback to Residential	15 ft.
Parking Setback	6 ft.
Between Buildings	10 ft.

STUDY AREA LAND USE PLANS

Vision San Marcos Plan

- “Mixed-Use Medium” development envisioned at this location
- Includes North and South Parcel as well as Household Hazardous Waste site



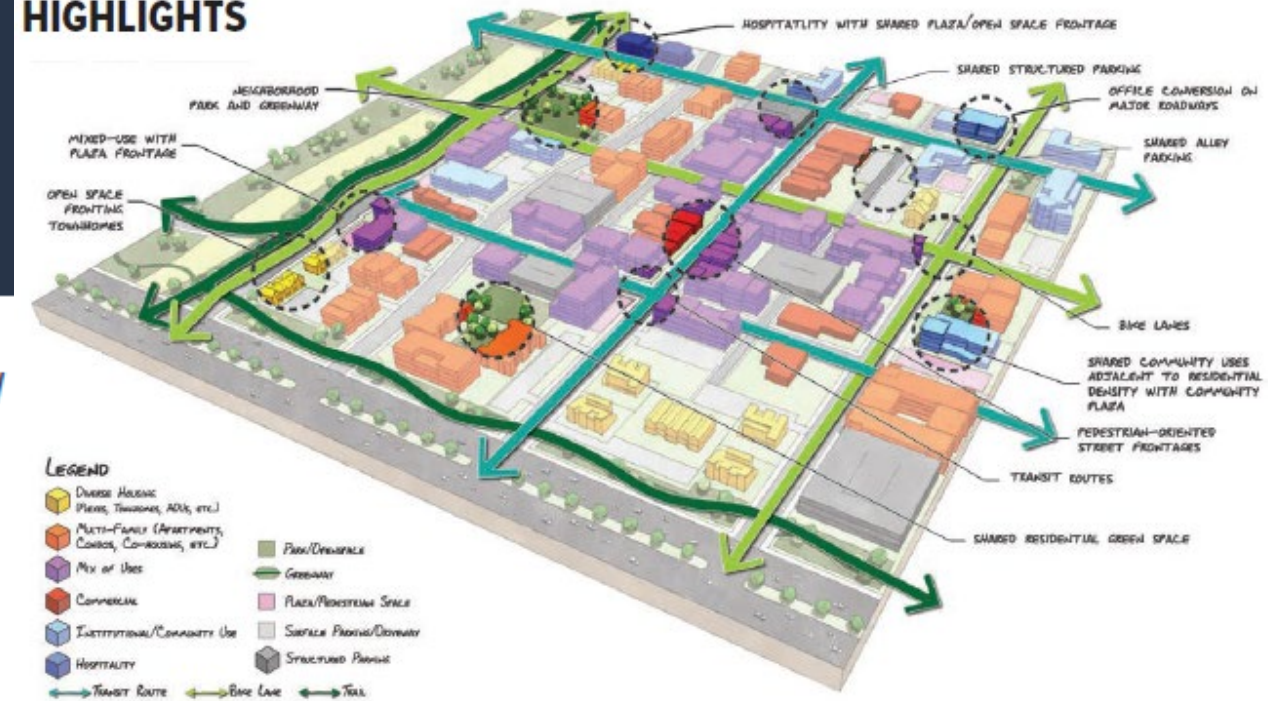
MIXED USE MEDIUM

These areas are characterized by a mix of commercial and residential uses in a well-connected and walkable place.

Includes higher intensity mix of housing, employment, shopping, dining, and entertainment.

- **Land Use:** Medium to higher intensity mixed-use, multi-family and hospitality
- **Built Form:** Typically 2 and up to 7 stories; typical density is 12+ dwelling units per acre, with buildings engaging the street.
- **Amenities:** Parks, plazas, open spaces, as well as civic and cultural uses, public art, and other placemaking elements.
- **Parking:** Parking structures allow for less horizontal space dedicated to surface parking.

HIGHLIGHTS



High quality bike facilities and trails



Active street frontages, public plazas, and event space



Mixed-use buildings with pedestrian-oriented ground floors



Structured parking behind buildings and screened along street edges



Prominent transit access and comfortable facilities



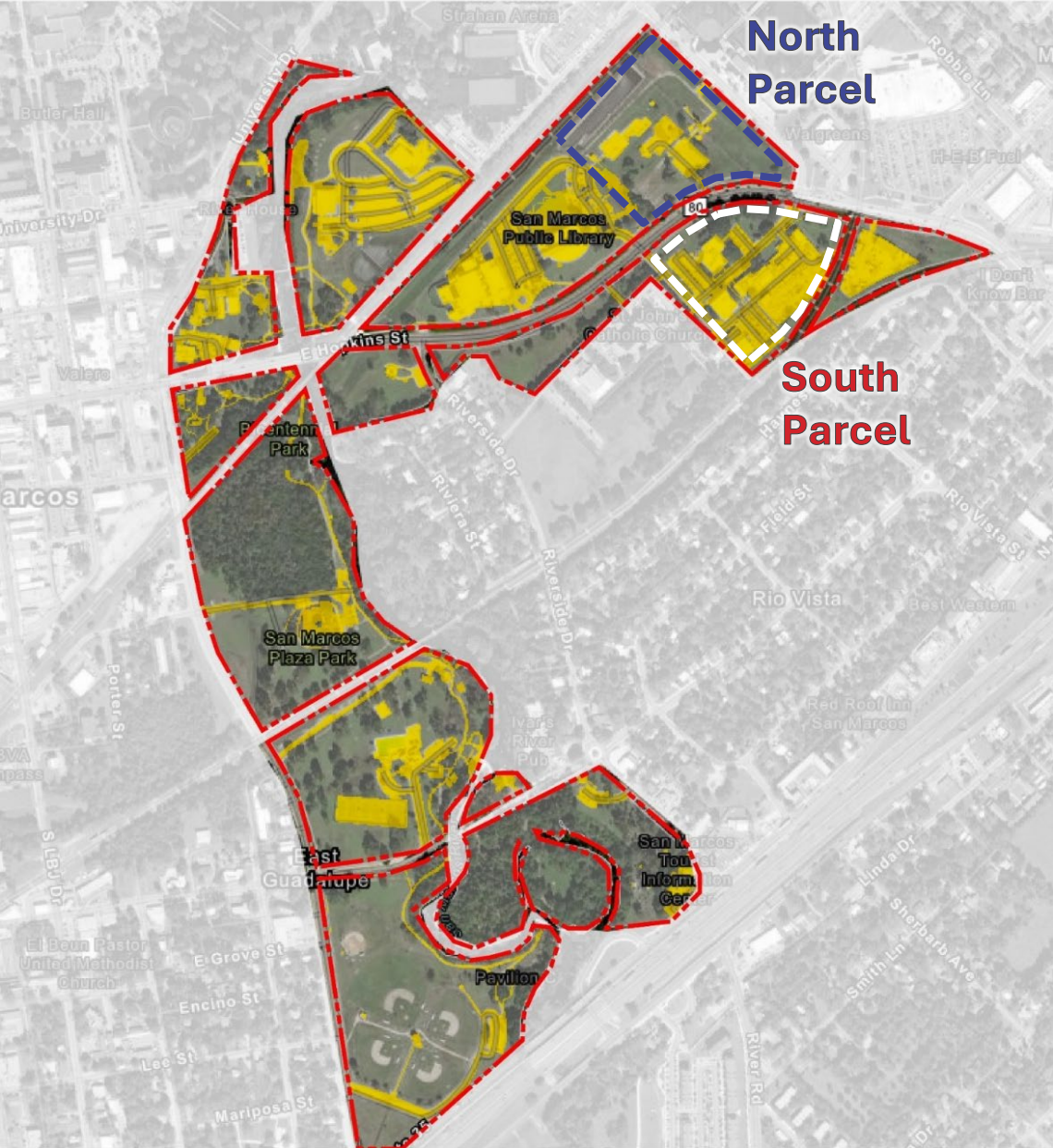
Density and greenways along riverfronts and creeks

MEETING WATERSHED PLAN REQUIREMENTS

Maximum impervious cover calculated based on contiguous City-owned property

	Area
TOTAL CITY-OWNED PROPERTY	143.2 ac
Max Impervious Cover (30%)	42.9 ac
Existing Impervious Cover	34.7 ac
Additional Allowable Impervious Cover	8.2 ac

Source: CoSM GIS Impervious Cover Dashboard

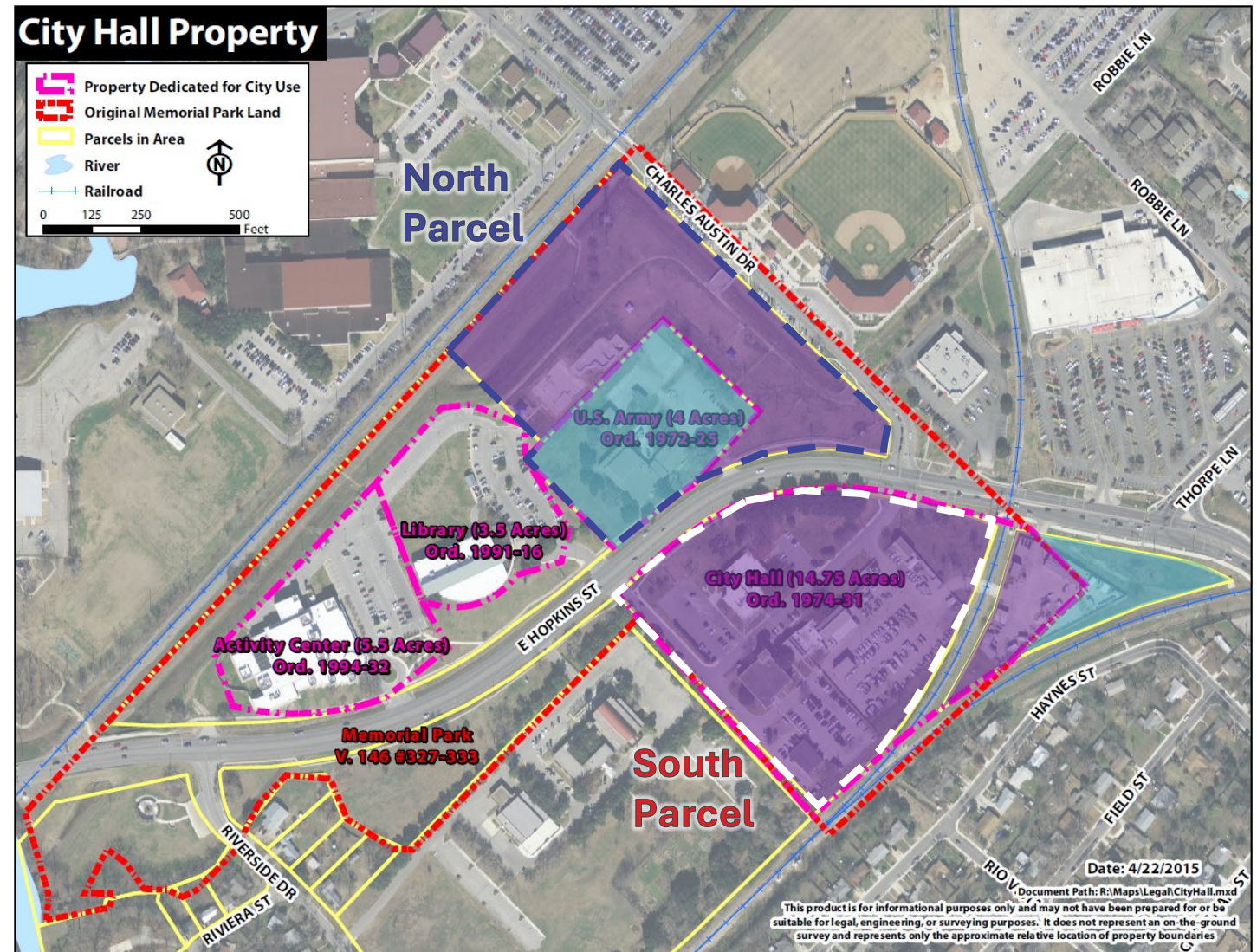


SITE FLOOD RISK



ALLOWABLE USES & RESTRICTIONS

- Study area is mostly within area designated in 1972 as Memorial Park Land
 - Except 4 acres leased in 1959 for U.S. Armory
- Removed designation in 1974 from City Hall and Resource Recovery & HHW sites
 - Ballot language implied the site use would be public, which remains City policy direction
- Voter approval needed for mixed-use development except on **unrestricted parcels**



SCENARIOS

North – City Hall On Armory Site

With Above-ground Garage

North Parcels

- New City Hall on Armory site (108k sf; 3 floors)
- 320 cars (garage; 4 levels)
- 40 cars (surface)
- Strong visual presence of City Hall entering Downtown

South Parcels

- Re-use potential for existing City Hall property

Impervious Cover

~1.0 ac additional



North – City Hall On Armory Site

With Surface Parking

North Parcels

- New City Hall on Armory site (108k sf; 3–4 floors)
- 360 cars (surface) on Armory site & adjacent Parkland
- Strong visual presence of City Hall entering Downtown
- Displaces existing dog park
- Assumes parking within transmission easement

South Parcels

- Re-use potential for existing City Hall property

Impervious Cover

~3.4 ac additional



South – Renovation & Expansion

With Surface Parking

South Parcels

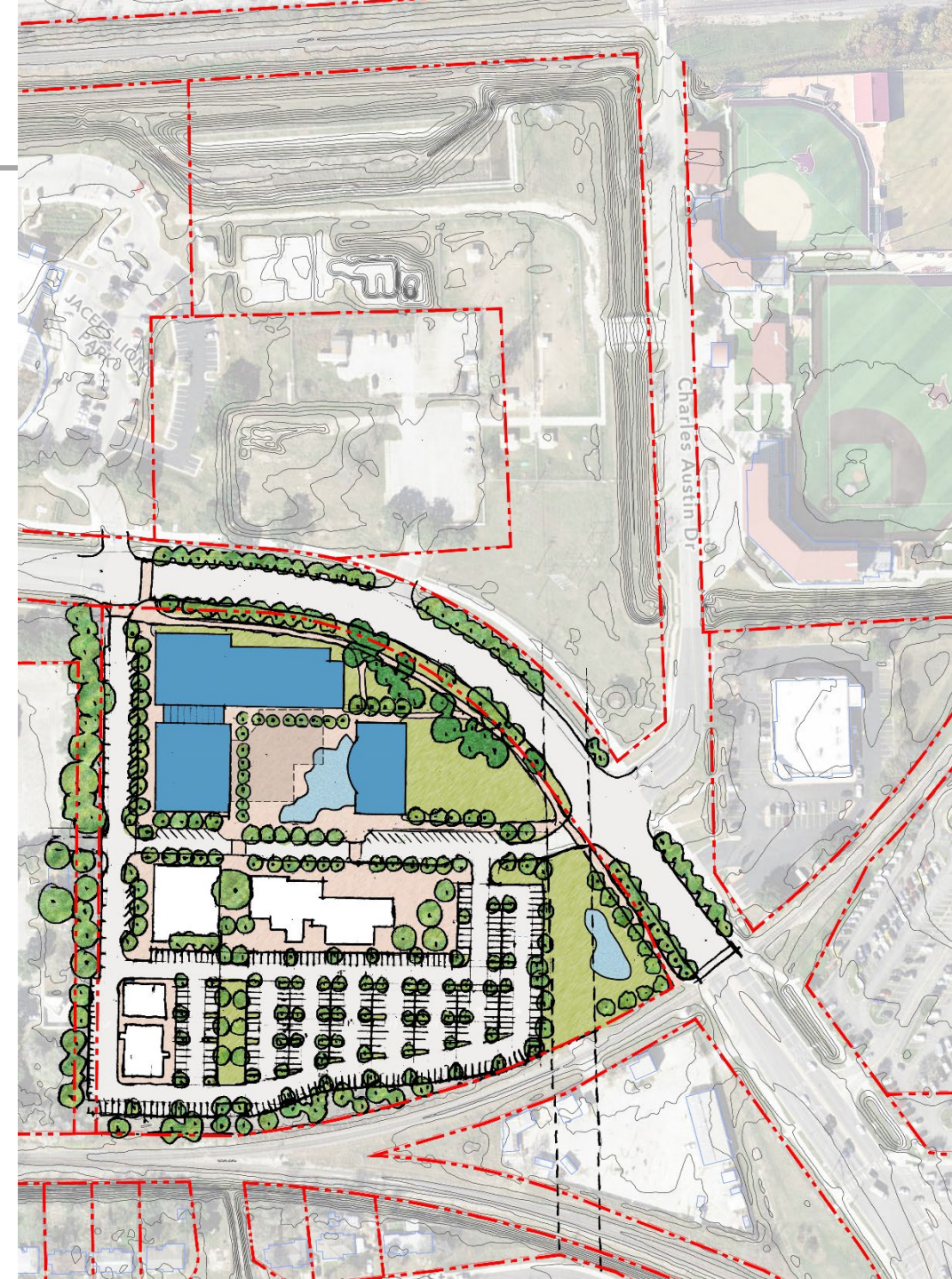
- New City Hall (108k sf; 3 floors) on previous footprint
- Re-use of existing City buildings
- 320 cars (existing surface parking)
- 85 cars (street parking)

North Parcels

- Potential P3 development on Armory site

Impervious Cover

No additional impervious cover on south site

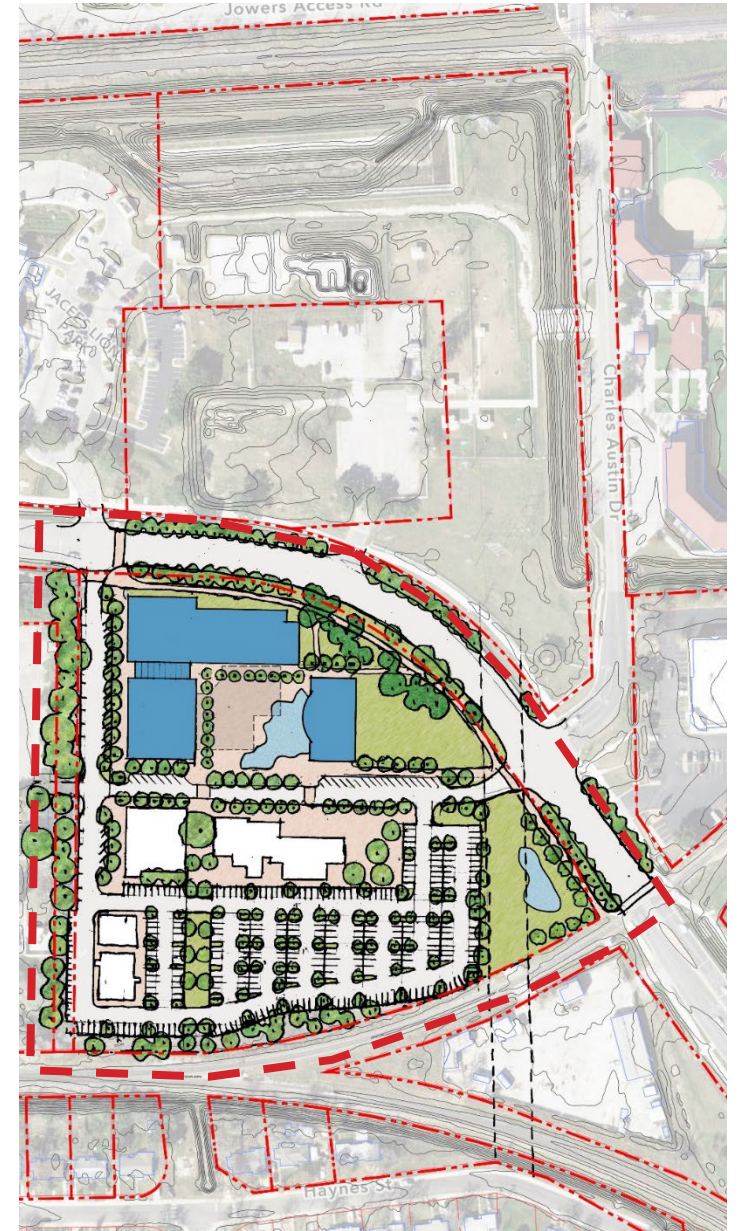


CITY HALL CAN WORK ON NORTH OR SOUTH PARCEL

**NORTH
PARCEL**
CITY HALL
WITH
STRUCTURED
PARKING



**SOUTH
PARCEL**
CITY HALL
WITH
SURFACE
PARKING

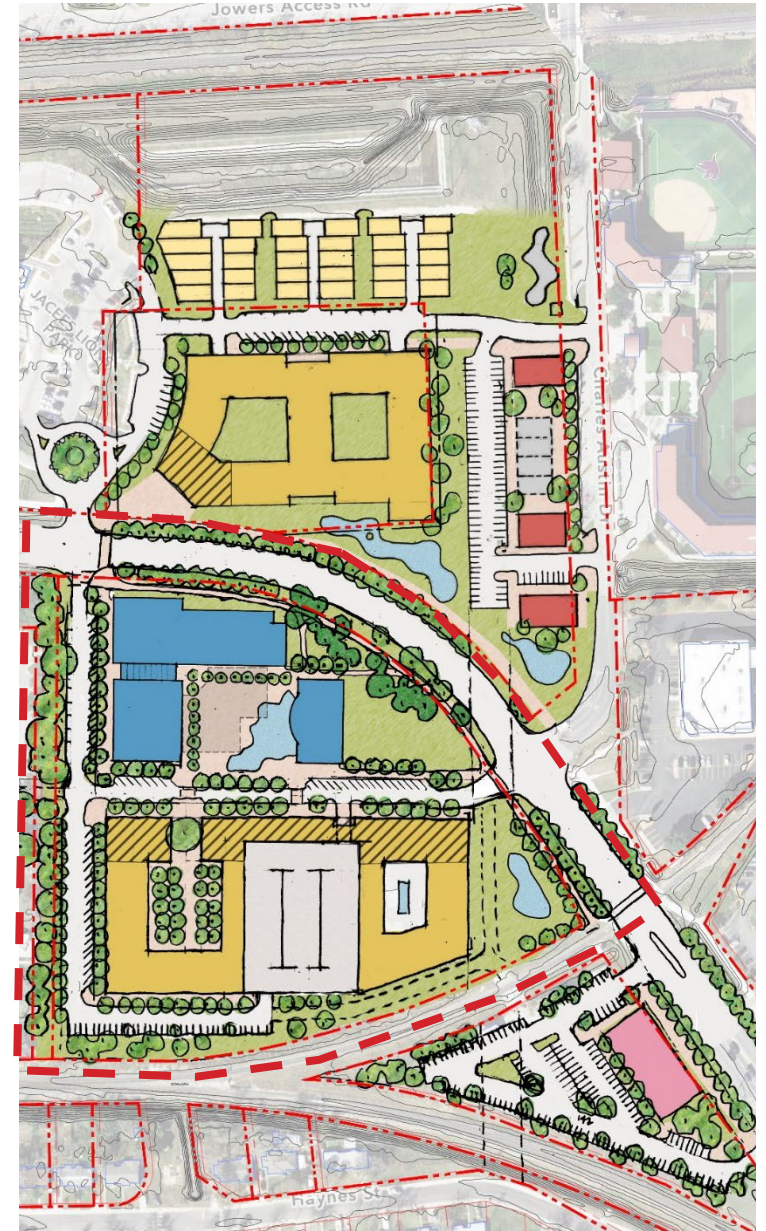


BOTH PARCELS ALLOW FOR PRIVATE/P3 DEVELOPMENT

**NORTH
PARCEL
CITY HALL**
WITH
MIXED USE
DEVELOPMENT

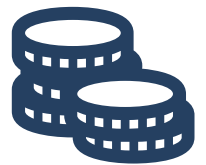


**SOUTH
PARCEL
CITY HALL**
WITH
MIXED USE
DEVELOPMENT



CITY HALL FINANCING & COST

- Total estimated base cost of \$62–98 million for building
 - Roughly similar for either North or South Parcel
 - Cost ranges primarily based on design of building
 - Structured/underground parking would add \$11–23 million
- City has set aside \$12.7 million for City Hall construction so far
- Some potential revenue from public–private development
 - At most, private development could fund \$15–\$20 million (one-time) or ~\$1 million per year from ground lease of land
- South Parcel may provide more flexibility and certainty in financing



FEEDBACK FROM ADVISORY COMMITTEE

- City Hall functions need a new home quickly
- Desire to honor history of site and neighborhood, serve all communities
- Concerns about flooding and structural risks and impervious cover
- Underground parking not a promising/feasible solution, though above-ground structured parking would reduce impervious cover
- Potential for partnership with university (shared parking)
- Desire for good pedestrian connection between North & South Parcels
- Support for continued/expanded public (free) recreation facilities; important that these and park relocations come in first phase
- Consider other public facilities that could also be here (performing arts center?)
- Mixed feelings about potential private development
- Mixed feelings about loss of existing City Hall architecture and other site functions

SUMMARY PROS & CONS

- **Armory + Parkland (North Parcel):**
 - + Better visual “gateway” experience from Hopkins Blvd
 - + Proximity to other high-use public buildings
 - + No need to relocate City Hall during construction
 - + More potential for TXST partnership
 - Requires expensive parking or some relocation of park facilities (dog and/or skate park)
 - Removes least-restricted (Armory) site for development

- **Renovate / Expand Existing Site (South Parcel):**
 - + No relocation of park facilities (dog/skate park)
 - + Preserves least-restricted (Armory) site for private development
 - + Somewhat less susceptible to flooding
 - + Easier opportunity for adding future civic uses
 - City Hall must be relocated during construction
 - Contributes less to visual “gateway” experience



ADVISORY COMMITTEE RECOMMENDATION

- The committee was generally in agreement that the City Hall is an urgent need and should be expedited.
- The majority opinion was for a new City Hall to be located on the **North Parcel** but also agreement that the South Parcel would work.
- Due diligence should proceed for the North Parcel. If determined infeasible, then South Parcel should be pursued.

NEXT STEPS – PHASE 2

- Due diligence on City Hall
 - Financing resources and strategy
 - Delivery method
- Planning for overall corridor
 - Hopkins Street improvements
 - Plaza Park and other sites
- Continuing Advisory Committee meetings
 - Next meeting scheduled for May 19
- Public Engagement
- Plan to complete around January 2026

COUNCIL DIRECTION

- Proceed with the project with City Hall being located on the North Parcel?
- Due diligence should proceed for the North Parcel? If determined infeasible, then South Parcel should be pursued.