Presentation
North of Campus Neighborhood Area Plan

Receive a staff presentation and hold public hearing to receive comments for or against the North of Campus Neighborhood Area Plan.

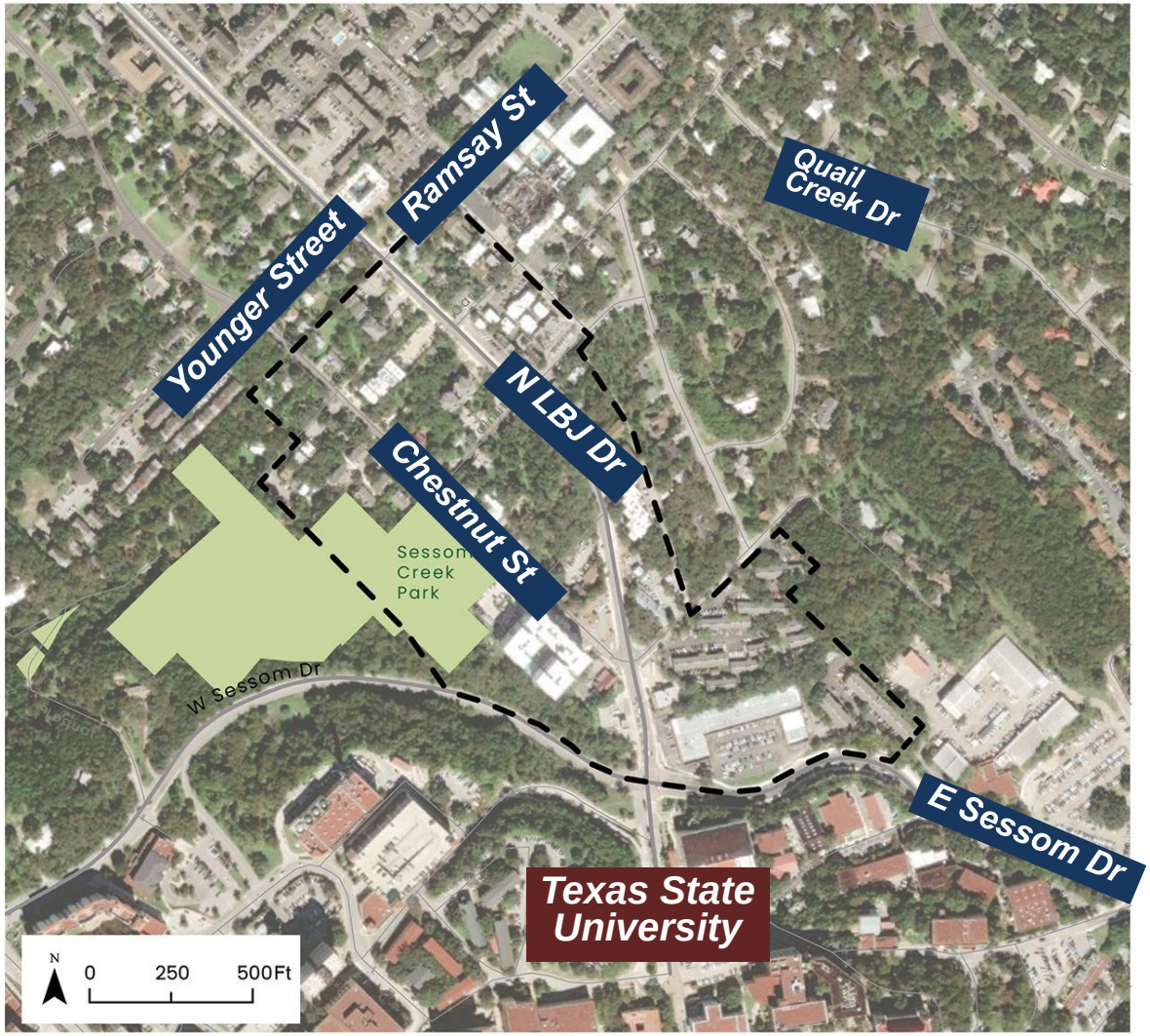
To view the Draft Plan, please visit https://arcg.is/f84WH0

SMTX VISION

North of Campus

AERIAL

- North of Campus
- Minor Roads
- Major Roads
- Parks



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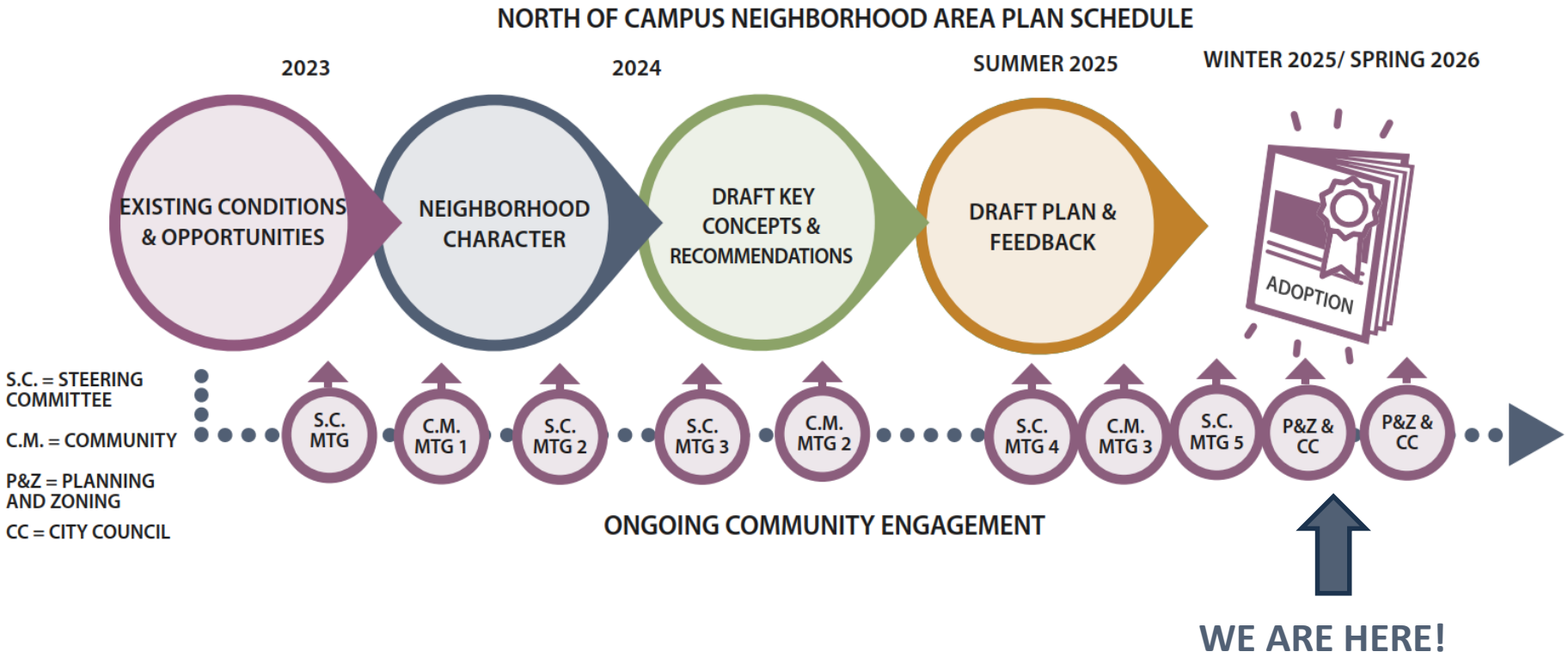
Role of Neighborhood Area Planning

- Take a closer look at the **needs, challenges, opportunities,** and **vision** for specific neighborhoods
- Provide a study of the “DNA” or **character of the neighborhood**
- Facilitate **more localized conversations** on key topics
- Identify **specific projects and programs** for the neighborhood
- Engage in **dialogue with residents**

Project Timeline



Adoption Process

Meeting Type	Date
Update to Planning and Zoning Commission	January 27
Update to Neighborhood Commission	February 18
Update to City Council	March 31
Planning & Zoning Commission Public Hearing & Action **(today)**	April 14
City Council Public Hearing & Action	April 21
City Council 2nd Reading & Adoption	May 5

Summary of Community Outreach

- **5 Steering Committee Meetings**
- **Steering Committee Walking Tour**
  - 59 total comments received
- **3 Community Workshops**
  - 98 attendees across the 3 workshops
  - 200+ comments received
- **1,712 Postcards** sent to every property owner & tenant within the Area Plan Boundary

Anatomy of the Plan

With community & stakeholder events, meetings, and tours completed, the plan was developed with 7 key topics:

Key Topics in the Plan:

Getting Around

History, Art, and Culture

Public Spaces & Amenities

Streetscapes

Business Community

Existing Housing Stock

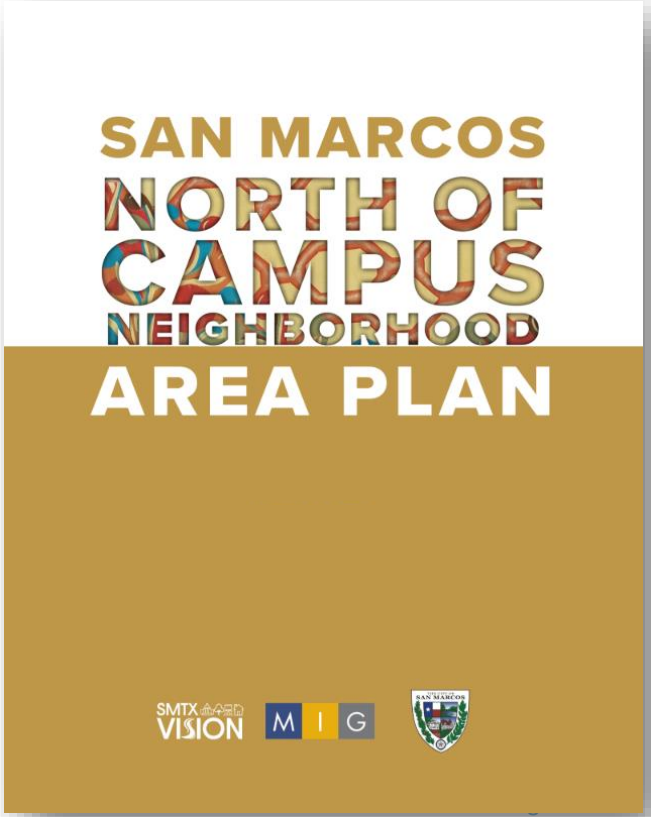
Building Form & Development

Anatomy of the Plan

Each of the 7 topics:

- Describes **key concepts and existing conditions** in North of Campus Area Plan.
- Describes **community and stakeholder feedback** received as part of the Plan's development.
- Identifies specific **recommendations** for the Plan Area.

Some sections also include **case studies** of similar communities to San Marcos that have experienced success with a specific recommendation.



Anatomy of the Plan: Section Components

The components of each topic section include:

- Key concepts and existing conditions
- Community & stakeholder feedback
- Specific recommendations for the Plan Area

Recommendations are intended to be carried out by the City and/or identified partners

1. INFILL DEVELOPMENT

The North of Campus area features a diverse mix of building forms, reflecting decades of incremental development. Architectural styles range from mid-century single-family homes to low-rise multifamily housing and auto-oriented commercial buildings. This eclectic character is part of the neighborhood's identity and presents both a challenge and an opportunity for future infill and redevelopment.

As the area continues to evolve, it is important that new development remains sensitive to surrounding context, particularly where higher intensity uses border established single-family homes. Setbacks, buildin step-downs, transitional protective yards and landscaping can help protect neighborhood character while accommodating growth.

Recommendations:

BF 1.1: Promote a flexible architectural style in this area due to documented unique architecture from various decades.

BF 1.2: Encourage Neighborhood Density Districts within the Plan Area to facilitate compatible infill development.

BF 1.3: Reduce minimum parking requirements within the Plan Area to provide property owners with more flexibility to incrementally redevelop existing properties with less surface parking.

BF 1.4: Respect and protect single-family by supporting compatible land uses and zoning changes.

BF 1.5: Explore reducing minimum parking requirements in the North of Campus Area to accommodate infill development and/or new businesses and reduce the need for additional impervious cover in the Plan Area.

Example Recommendations

Big Ideas: Community needs to feel safe walking and biking through the neighborhood, and to install safety improvements at key intersections.

ST 1.2: Identify priority locations for incremental traffic calming and placemaking measures, such as colorful sidewalks, bulb-outs, and landscape strips/medians to reduce vehicle speeds and improve the pedestrian experience so that it is enjoyable and safe. When possible, consider the use of permeable pavers.

GA 2.6: Evaluate pedestrian crossings across the Plan Area for safety and convenience, especially at the intersection of N LBJ Drive and Chestnut Street.

Anatomy of the Plan: Case Studies

Case studies in the plan showcase similar communities that have experienced success with specific recommendations.

> ***Dubuque, Iowa*** *has launched a flood mitigation and water quality project that's resulted in over 80 alleys being retrofitted by the city with green infrastructure that reduces flooding, limits pollution and improves water quality.*

Figure 2: Example from Dubuque, Iowa of a green alleyway conversion. Source: The San Marcos Green Alley Initiative

CASE STUDY

GREEN ALLEY PROGRAM RECONSTRUCTION
Dubuque, Iowa

As a Mississippi River city prone to flash flooding, Dubuque launched the Bee Branch Watershed Flood Mitigation Project in the early 2000s to address repeated flood disasters and improve water quality. A key component of the effort is the Green Alleys Program, which focuses on reducing impervious surfaces by installing permeable pavers across the city's storm-prone alleys.

To date, over 80 alleys have been retrofitted with green infrastructure, with property owners contributing approximately 15% of the cost based on frontage. City engineers have recorded a 60% reduction in total suspended solids (TSS) at the treatment plant, indicating major improvements in runoff filtration and pollution control.

Recognized as the Public Works Project of the Year by the Iowa Chapter of the APWA in 2015, the program demonstrates how environmentally sensitive design can enhance urban infrastructure and reduce long-term environmental risks.

SAN MARCOS NORTH OF CAMPUS AREA PLAN 25

Council Discussion: Permeable Pavers

- COSM adopted Stormwater Technical Manual
  - Outlines Best Management Practice's, Design Steps, Instillation, Inspection Criteria, and recommended Maintenance of Permeable Pavement Systems.

- COSM Projects
  - Kissing Alley
  - Sessom Creek/ Street sidewalk
  - Maintained by the COSM LID Crew

- Hill Country Alliance
  - Best Management Practices aligned with COSM

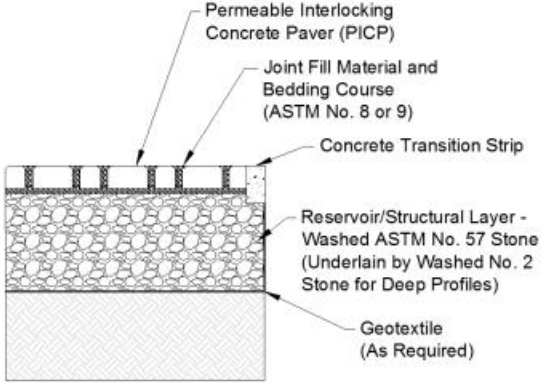


FIGURE B.4.6 TYPICAL PICP CROSS SECTION.

FIGURE B.4.7 EXAMPLE OF PICPS IN A HERRINGBONE PATTERN.
San Marcos, Texas. Source: Tetra Tech.

Anatomy of the Plan: Action Plan

Each Plan Topic & Sub-Topic includes the following:

- **Short-term steps** to implement recommendation
- Potential **leaders/partners** needed
- **Driver** (Leader of the implementation)

Table 4.1 (continued)

ACTION PLAN

PLAN TOPIC: STREETSCAPES

Strategy	Short-Term Action Items	Driver	Potential Leaders and Partners
Neighborhood Gateways and Safety Improvements	Consider safety improvements at high-traffic intersections and other areas where incidents between pedestrians, cyclists, and drivers are most likely. Specifically evaluate safety concerns along LBJ Dr.	COSM	COSM, Hays County
Right-of-way and Intersections	Identify wide sections of neighborhood streets where travel lanes can be narrowed, and/or sidewalk and traffic calming features can be added into ongoing, planned CIP projects, or street maintenance projects.	COSM and TxDOT	COSM, Existing and Future Residents, Property Owners and Managers
Maintenance	Evaluate the upkeep and maintenance of existing streets and City property for overgrown vegetation. Identify key streets eligible for "Adopt-a-Spot" Program.	COSM, Existing and Future Residents, Property Owners, Managers and Business Owners	COSM, TxDOT; Existing and Future Residents, Property Owners, Managers and Business Owners, Nonprofit or Grassroots Organizations
Other Upgrades	Begin conversations with Public Works and Engineering Department to determine appropriate alternative surface material and pavement paint, and applicable design and installation criteria that could be implemented within the streetscape.	COSM	COSM, Existing and Future Residents

Anatomy of the Plan: Financing Tools

- Information on funding/tools that could be applicable to recommendations not funded during normal City operations
- Additional funding sources may arise in the future.

FINANCING TOOLS

Table 4.2 includes a variety of funding/tools identified during the development of the Area Plan that could be applicable to a variety of Plan recommendations. These tools are useful for recommendations that would not be funded during the course of normal City operations. Additional funding tools may become available throughout the life of this Plan.

Category	Name	Sponsor or Administrator	Type of Financing	Value of Funding	Eligible Applicants
History, Arts, and Culture	Our Town Creative Placemaking Grants Program	National Endowment for the Arts	Competitive grant	$25,000 - $150,000	City of San Marcos
Housing	Green and Resilient Retrofit Program (GRRM)	HUD	Grant	Up to $80,000 per unit or $20,000,000 per multifamily property	City of San Marcos and/or San Marcos Housing Authority

Neighborhood Character Study

Directed by City Council to complete with the Area Plan. It achieves the following goals:

- Documents factors that contribute to the neighborhood's character, such as **lot size and coverage, architectural style, building massing, and orientation**.

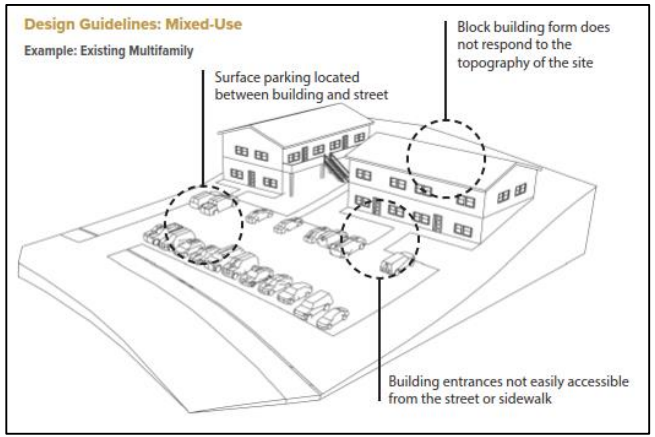
- Provides descriptions of **quantitative metrics and qualitative factors** that are difficult to express in numbers, to better communicate the Neighborhood's physical characteristics.

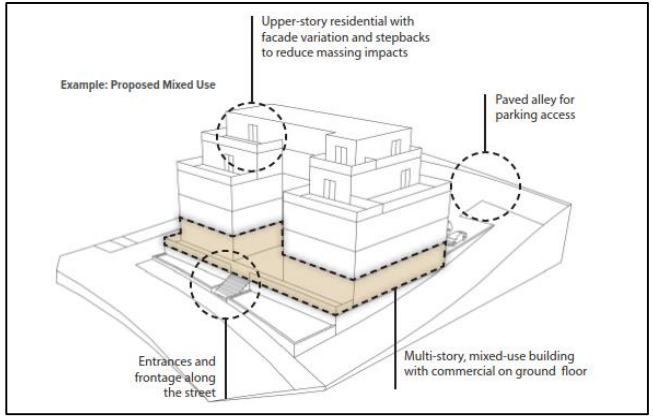
- Recommends how City regulations can be adopted or refined to ensure the **Neighborhood's character is respected and maintained**.

Using the Neighborhood Character Study

Once adopted, for proposed new construction or substantial renovation inside the Plan Area:

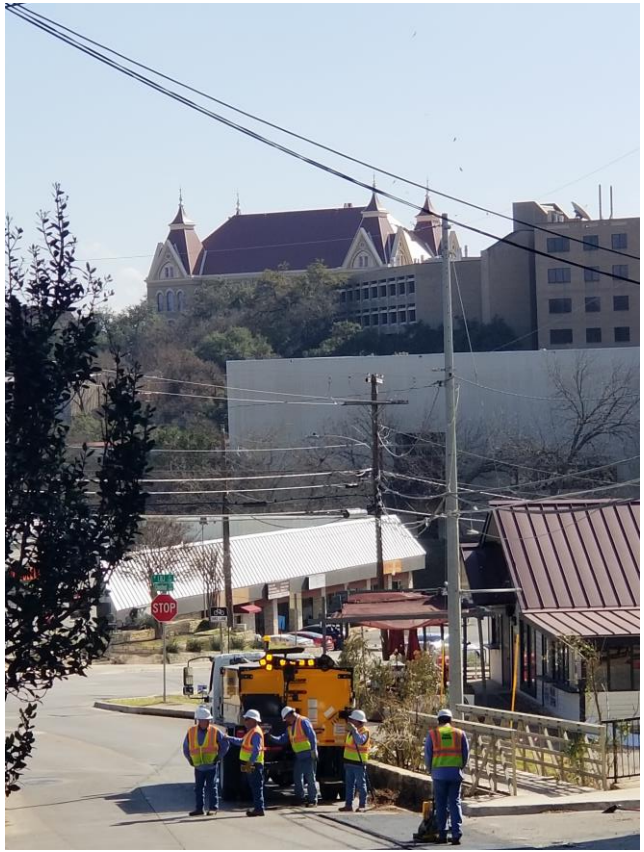
- Guidelines made available publicly
- Pre-development meeting with City will provide a chance to explain how to incorporate Character Study guideline(s) into proposed development
- Staff recommendation to P&Z will note if Character Study guideline(s) followed





Following Plan Adoption

- Create **Implementation Tracking Tool**
- Incorporate the Plan into the **Capital Improvement Plan** project selection process
- Evaluate projects, plans, and policies **for short-term implementation**
- Evaluate & update the **Development Code** as necessary

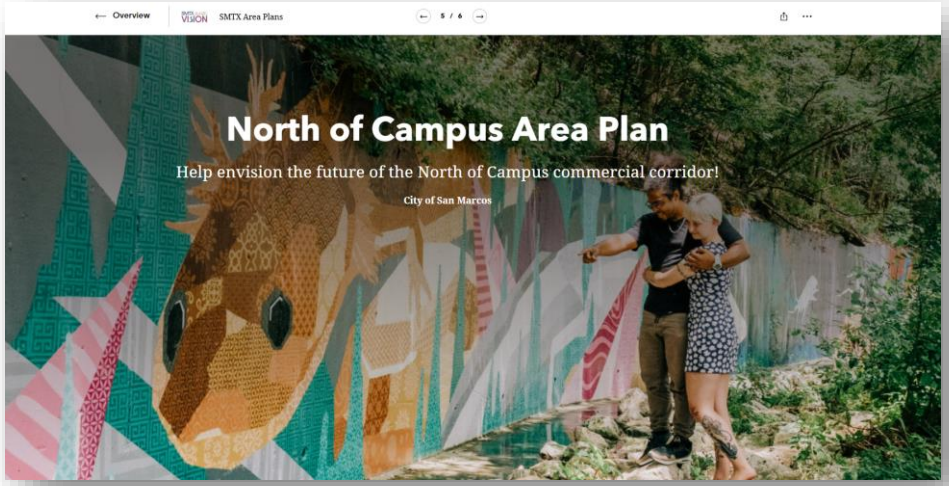


Steering Committee Recommendation

- Virtual Survey provided to the 7-member Steering Committee
- 4 members voted to recommend the Area Plan move forward for adoption by Planning and Zoning Commission / City Council.
- 3 members did not provide a response to the survey

Explore the Virtual Project Storymap

- Learn about the Area Plan process
- Explore **Past Events**
  - Meeting Summary Reports
  - Workshop Boards
- View the **Draft Plan and Neighborhood Character Study**
- Tell your **"Neighborhood Story"**



Visit the Project Website:

https://arcg.is/f84WH0