

RECOMMENDATION RESOLUTION

From: Comprehensive Plan Oversight Committee

WHEREAS, the City Council appointed members to the Comprehensive Plan Oversight Committee (Committee); and

WHEREAS, the purpose of the Committee is defined in Chapter 2, Article 3, Division 22, of the San Marcos City Codes and Ordinances and includes reviewing implementation progress of the Comprehensive Plan, adopted October 2024.

WHEREAS, the Committee held a meeting on May 24, 2025, July 24, 2025, and November 3, 2025 focused on reviewing the Comprehensive Plan implementation strategy and recommending priority actions for implementation.

NOW, THEREFORE, BE IT RESOLVED that the Committee recommends the San Marcos City Council consider the following Comprehensive Plan priority recommendations for calendar year 2026:

1. Action TR.1.1 Update the 2018 Transportation Plan to be consistent with the Preferred Scenario Map and address current transportation issues.

The Transportation Master Plan (TMP) update will play an important role in shaping transportation policy in San Marcos and impacts both existing and future residents. As part of the TMP, the committee recommends that the following Comprehensive Plan action items be prioritized for discussion within the TMP process:

a. TR-2.2 Evaluate the need for a City staff position to manage Transportation Demand Management programs to encourage active transportation, transit, and services such as rideshare and park and ride systems.

The committee stresses the importance of public transit and connections to regional transit partners.

b. TR-3.8 Ensure safe crossing options under I-35 corridor and other major arterials/high traffic roadways to connect neighborhoods and residents.

The committee stresses the importance of evaluating pedestrian/bike crossings for safety improvements at key intersections and/or streets which have longer blocks such as Hopkins/Hunter Rd, Hwy 80, Hwy 123, Posey Rd east of IH-35, Wonder World Dr, Aquarena Springs Dr, McCarty Ln, and Centerpoint Rd.

2. Action LU-3.7 Create a tool to analyze the “fiscal sustainability”, defined as the long-term public cost obligations and fiscal productivity, of new development proposals.

The Committee is interested in exploring budgetary impacts of development on infrastructure, utility capacity/rates, and environmental costs. The Committee discussed the importance of this tool to evaluate the cost/benefit of development proposals with regards to the city's fiscal health to inform city decisions. Education on long-term fiscal sustainability and return on investment will be an important component of implementation.

3. *Action HN-4.3 Coordinate land use and transportation planning with proposed developments to ensure safe and convenient connections to sidewalk, bike lane, and transit networks from residential neighborhoods.*

A key factor of safe and convenient connections is proximity to goods and services. The Committee stresses the importance of multi-modal connectivity to neighborhood centers in changes to the Development Code, Transportation Master Plan, and Transit Master Plan.

4. *Action HN-1.1, Update, review, and adopt a Housing Action Plan.*

The Committee stresses the importance of adopting a plan to address housing affordability challenges and emphasizes the topic of availability of diverse and adaptable housing, "aging in place", and empowering incremental development as part of these discussions.

5. *Action ECD-2.1, Protect and promote land uses that support target industries, support diversification of the City's tax base, and enhance economic development by using tools such as intentional infrastructure planning, recruitment, and the land use entitlement process.*

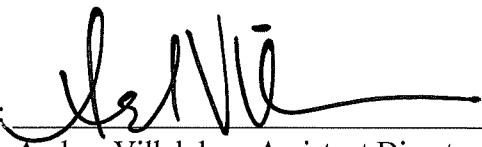
The committee recommends that the retention of small businesses and talent alongside the attraction of new businesses and talent should be balanced through implementation of this recommendation.

6. *Action ENV-3.4, Encourage developers to implement green building practices, and conservation-style development.*

The Committee supports cluster/conservation style development types that preserve, enhance, or augment the city-wide greenbelt network as an important component to implementation of the Preferred Scenario Map as part of the Comprehensive Plan. The Committee recommends the use of regulatory incentives to implement this policy recommendation. The city should lead by example and implement green building and sustainable site standards in city capital projects.

Date of Approval: November 3, 2025

Record of the vote: 6-0 (Cody DeSalvo absent for final vote)

Attest: 

Andrea Villalobos, Assistant Director of Planning
Staff Liaison