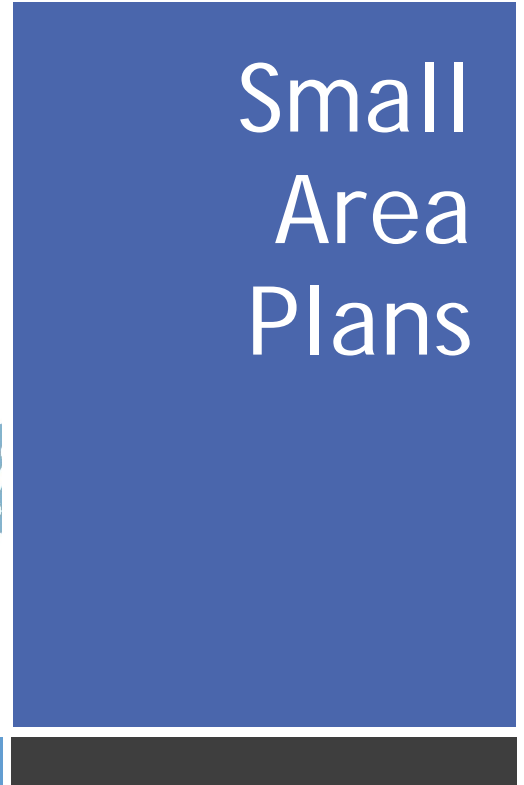




Vision San Marcos A RIVER RUNS THROUGH US

VISION SAN MARCOS COMPREHENSIVE PLAN



What are Small Area Plans

A small area plan is a document that provides guidelines for specific policy actions in concert with the City's overall Comprehensive Plan and with the community vision for the area. A small area plan can identify needs for new overlay districts, identify areas for city-initiated zonings, identify other code amendments, and call for Capital Improvement Projects to be focused in the area.

Considerations

Demand – Small area plans should be focused on specific areas where there is community consensus that additional planning is needed to guide re-development. Small area plans should focus on areas where positive change is accepted by the community.

Strategy – A clearly articulated strategy and problem that is being solved is an important first step for any planning initiative. Small area plans should be focused on finding solutions to problems surrounding the redevelopment of an area.

Area – The process of defining the areas for additional planning and prioritizing the plans should be both data driven and based on community input. The number of plans and

size of the planning areas have a significant impact on cost.

Outcome – A small area planning process sets clear expectations up front about what the outcomes of the planning initiative are. The outcome of the plan should provide clear implementation steps that can be completed.

Updates – Small area plans are typically focused on implementation steps to solve a specific problem. These are not plans that are expected to be kept up to date and revised over time.

Process

The identification of planning areas, expected outcomes, timelines, and strategies is the first and most critical step in a planning initiative. This would represent the first step in the completion of neighborhood character studies and should correspond with significant public involvement and an update to the Comprehensive Plan Neighborhood Character Studies pages.



Williams Drive Corridor Study

The City of Georgetown utilized CAMPO funding to complete a corridor study for Williams Dr.



Eisenhower West Small Area Plan

The Eisenhower West small area plan located in Washington DC is an award winning example of a plan that focuses on sustainability features.

BACKGROUND

Vision San Marcos Comprehensive Plan

Vision San Marcos Comprehensive Plan says that:

*“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 professional and technical input from City Staff. ⁽⁶⁾**The DNA of the neighborhoods will be analyzed and recoded back into the regulations** for each neighborhood. ⁽¹⁾**A standard methodology will be utilized** within each neighborhood and all results will be community driven. ⁽²⁾**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 ⁽³⁾**a “walk through” of their neighborhood** followed by a caucus to ⁽⁴⁾**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 ⁽⁵⁾**how the preferred scenario and intensity matrix will guide the future of the area.**”*

Code SMTX

During the Code SMTX process a significant amount of work was done to advance the goals of the Comprehensive Plan in Existing Neighborhoods. In addition to other outreach efforts, the process included these items from the Comprehensive Plan:

1. *“A standard methodology and outreach process.”*
2. *“Reaching out to residents and property owners.”*
3. *“A walk-through of the neighborhoods.”*
4. *“A discussion about how Vision San Marcos will be applied”*

Feedback during the Neighborhood Workshop process included these two overarching statements:

Maintain Predominantly Single Family areas.

Encourage Multi-family that is small in scale and ⁽⁷⁾located appropriately.

These statements formed the foundation of the zoning strategy for Existing Neighborhoods in Code SMTX including:

5. *“Create new zoning districts based on the Preferred Scenario Map and Land Use Intensity Matrix for medium and high density residential.”*
6. *“Recode the DNA of Neighborhoods into the regulations in Code SMTX.”*

Next Steps

Code SMTX developed tools to encourage multi-family that is small in scale. Additional planning efforts are needed to:

7. Apply these tools in appropriate places.

Small area plans direct additional planning to areas that are changing and growing in order to ensure that these areas follow desired development and redevelopment patterns. Predominantly Single Family areas that are not changing and growing do not warrant additional planning efforts.

SMALL AREA PLAN PROCESS

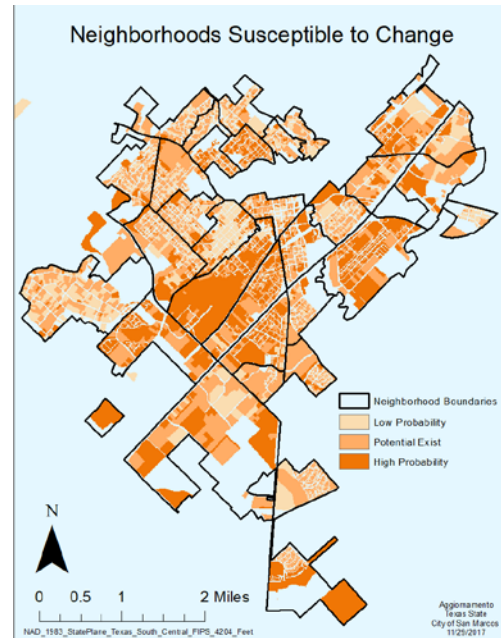
Staff is proposing a two-step process.

Step 1: Project Plan

The project plan consists of the identification and prioritization of plan areas including boundaries, challenges and opportunities for each plan area. The project plan phase will also include an update to the Neighborhood Character Study page of the Comprehensive Plan. The project plan phase only needs to be done once and includes the following steps:

1. *Susceptibility to Change Analysis.* A susceptibility to change analysis includes an overlay of several different data sets that represent indicators of change. These data include:

- Feedback from the Workshop – Comments from the neighborhood workshops are used to identify hot spots.
- Land to Improvement Ratio – When land value is going up faster than improvement value in an area this area is susceptible to demolition and reconstruction with larger buildings or more units.
- Occupancy – When there is a shift in the rates of Owner Occupancy over time this is an indicator of change.
- Building Permits – More construction is an indication of change.
- Zoning Districts – When there is a large mix in the number of different zoning districts this is an indication that an area needs additional planning.
- Walk Score – Areas that are close in proximity to services and employers have a high walk score and are more susceptible to change.
- Historic Districts – Areas with an historic overlay in place are less susceptible to change.



When these layers are combined and weighted properly they can produce a map that shows areas most susceptible to change. Staff has partnered with Texas State to produce this analysis.

2. *Public Outreach.* Once the susceptibility to change analysis has been finalized staff will hold a workshop to ask the following questions of the Community:

- **Where** is additional planning needed most?
- **Why** is additional planning needed in each of these areas?

3. *Draft Project Plan.* The project plan will include a prioritization of areas of study and the unique challenges and opportunities that should be addressed in each of these areas. The project plan will also include a proposed update to the Comprehensive Plan with the process and priorities around additional planning efforts.

4. *Policy Review.* During the policy review phase the Draft project plan and update to the Comprehensive Plan will be presented for review and comment by Boards and Commissions including Neighborhood Commission, Historic Preservation Commission, the Planning and Zoning Commission and finally during a City Council Work Session. During the Work Session staff will be seeking policy direction on outstanding items.

5. *Final Draft.* Staff will prepare a final draft of the Project Plan and Comprehensive Plan update

6. *Approval Meetings.* The Final Draft will be presented for recommendation by the Planning Commission and approval by the City Council.

Step 2: Small Area Plan

Step two includes conducting the plans. Plans can be conducted concurrently and will include the following tasks and deliverables:

1. *Data Gathering and Analysis.* The first task during the small area planning effort is to gather data, demographics, photos, and statistics about the area being planned. Gathering, analyzing and presenting information about the area informs the public conversation and leads to the identification of the challenges and opportunities that exist in an area.
2. *Public Workshop #1.* The purpose of this workshop will be to present the data and research and identify the challenges and opportunities that need solutions.
3. *Draft Plan Production.* The draft plan will present ideas for solutions to each of the identified challenges and opportunities.
4. *Public Outreach #2.* The second phase of public outreach will include a workshop to present the draft plan and a subsequent period of review and comment on the draft plan.
5. *Policy Review.* The purpose of the Policy Review phase is to present the draft plan and comments to boards and commissions for review and recommendations and finally to City Council during a Council Work Session. The Work Session will focus on the outstanding comments and recommendations where policy direction is needed.
6. *Final Plan Production.* Following policy review and direction staff will produce a final draft of the Small Area Plan.
7. *Plan Adoption.* The Final Plan will be presented to the Planning and Zoning Commission for recommendation and City Council for final approval.

The Williams Drive Corridor Study in Georgetown utilized a traditional project management approach and had a budget that included CAMPO grants. The total budget was - \$350,000

CONCEPTS AND RECOMMENDATIONS

FIGURE ES-1: WILLIAMS DRIVE PLAN AREAS



The recommended concepts for corridor improvements are expected to provide optimal benefits in terms of multimodal mobility, safety, economic vitality, and urban design along Williams Drive. For the purpose of this study, the corridor was divided into two separate zones: the Corridor and the Center Area. This enabled the creation of concept plans more tailored to the unique needs of different segments of Williams Drive.

CORRIDOR PLAN: Development of a context-sensitive plan for Williams Drive (Lakeway Dr to Jim Hogg Rd), which addresses **access management strategies, multi-modal transportation elements, safety and operational improvement.**

CENTER AREA PLAN: Development of a plan for a **vibrant mixed-use center and gateway** (Lakeway Dr to Austin Ave and includes land out to Northwest Blvd).

Small Area Plan Process



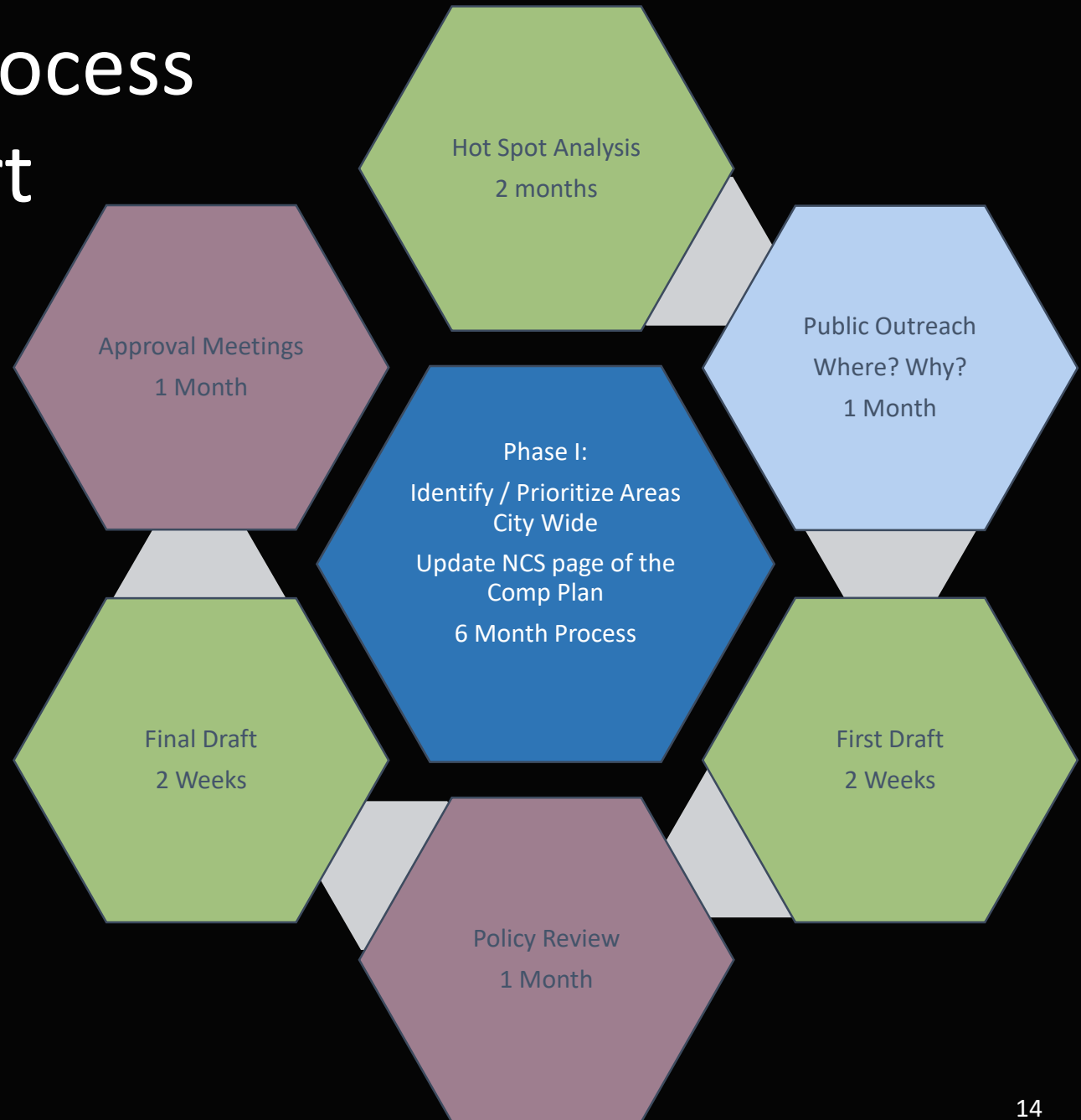
Phase 1: Project Plan

- Establish and Prioritize Areas City Wide with community and Council
- Update Neighborhood Character Study Page of Comp Plan
- FY2018 - \$10,000
- 6 Months

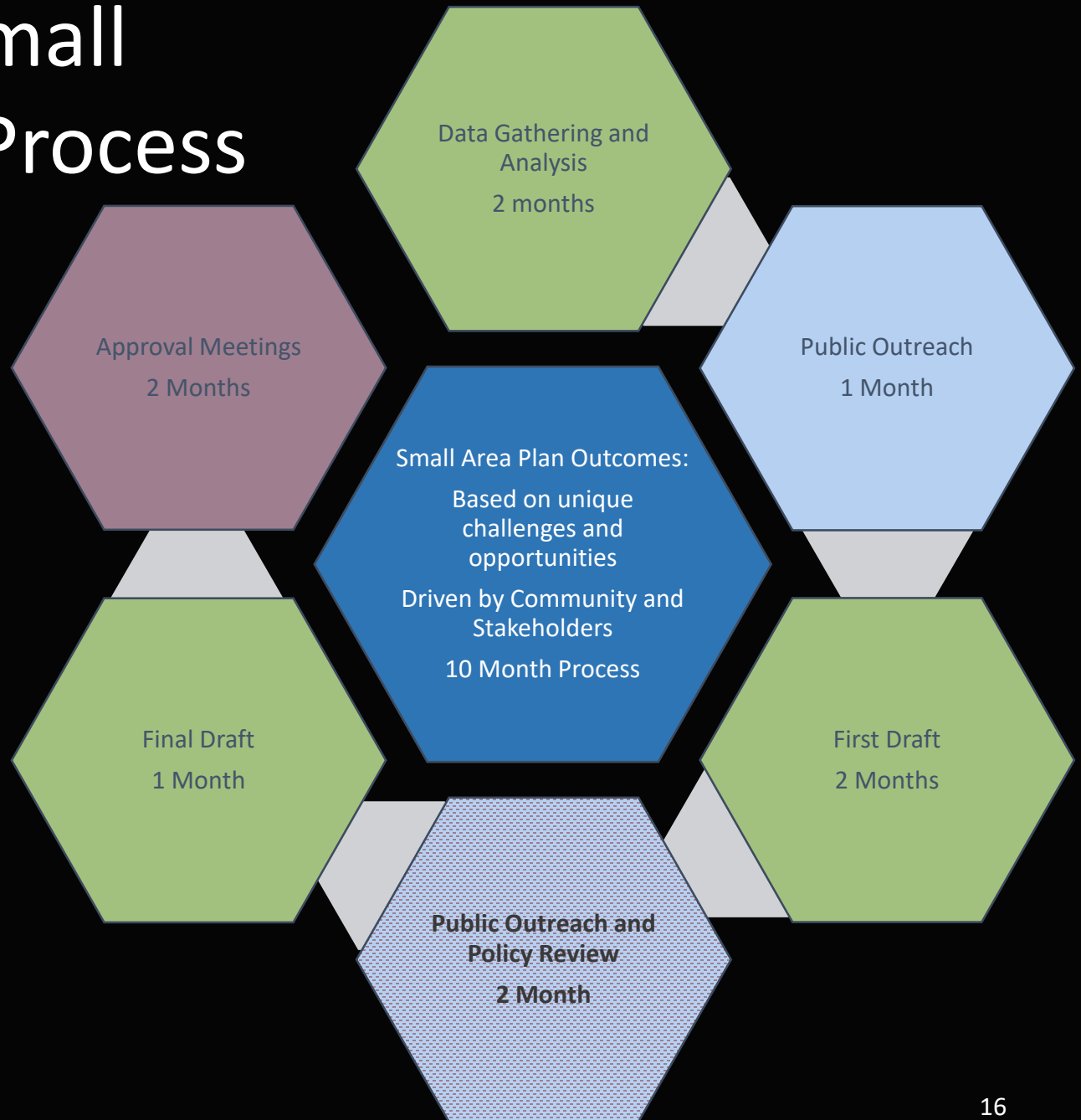
Phase 2: Small Area Plans

- Plans may be conducted concurrently
- FY2019 - \$50,000
- 10 Months

Phase I Process Flow Chart



Phase II: Small Area Plan Process Flow Chart



Potential Outcomes:

- Access Management Strategies
- Multi-modal transportation elements
- Gateways
- Promoting shared parking
- Neighborhood parking programs
- Enhanced landscaping
- Additional Roadway connections
- Enable mixed use development
- Create new open spaces
- Opportunities for affordable housing
- Identify Catalytic Sites
- Preserve Historic or Significance
- Slow Traffic
- Incorporate Art
- Guidance for future Land Use
- Zoning Changes
- Economic Development
- Transitions
- Infrastructure

Outcomes Are:

Based on the unique challenges and opportunities of each plan area.

Driven by the values and desires of the stakeholders in the area.

