



Future City Hall Update

City Council Work Session

Katherine Caffrey, City Hall Project Director
July 2, 2024



Agenda

- Intro
- Project Status
- Overall Project Plan & Scope
 - Project Components
- What is Happening Now
- What is to Come
 - Hopkins Gateway Steering Committee

Intro

- Creation of Project Director role- temporary, part-time
 - Provides hyperfocus
- Applicable experience: Bell District in Cedar Park





Project Status

- Council confirmed desire for new City Hall to be on City-owned land on north side of Hopkins
- Expressed support for P3 regarding redevelopment of current site to mixed use to include housing
- Willingness to hold election for parkland release



Overall Project Plan & Scope



- **Transformational project for San Marcos**
 - Community-oriented development that revitalizes area
 - True gateway into community that reflect San Marcos' best
 - Placemaking
 - Opportunity for civic pride
 - Leverage ideal location between downtown, river, entrance to SM

Project Components



Civic Corridor



New City Hall



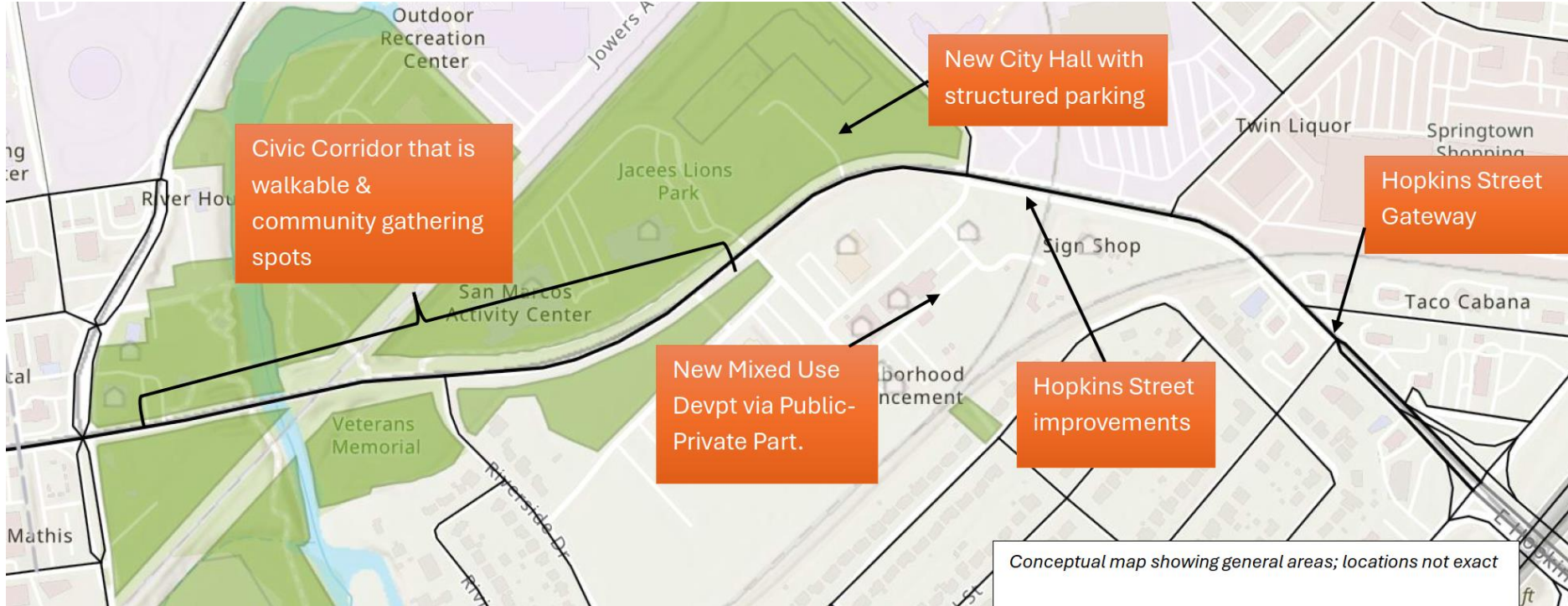
Hopkins Street improvements



Mixed Use P3 Real Estate



Overall Project Plan & Scope





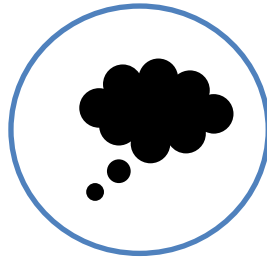
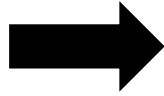
What is happening now

- **Assembling team with expertise**
- **RFQ for Transactional Advisor & Land Planning open now**
- **New City Hall facility space planning**
- **Evaluating potential partnerships**
- **Preparing for meaningful and effective community engagement**

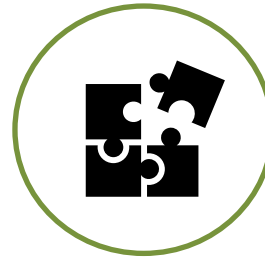
What is to come



Explore & Analyze



Gather Input



Refine Concepts



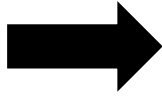
The Future Begins

- Determine future City Hall needs
- Cost estimates for new facility and infrastructure
- Council guidance for overall vision
- Develop land use scenarios

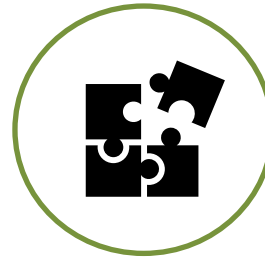
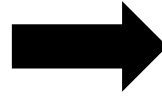
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- Collaborate with the community to gather diverse ideas
- Identify common themes and ideas, and determine what is most feasible
- Ongoing Council input

What is to come



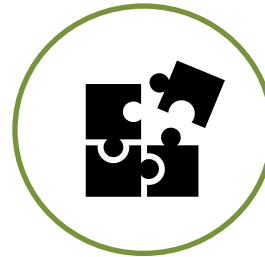
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Gather Input

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Refine Concepts

- Affirm Council goals
- Determine what is needed to make vision a reality
- Parkland release election
- Refine funding tools
- Input from development community



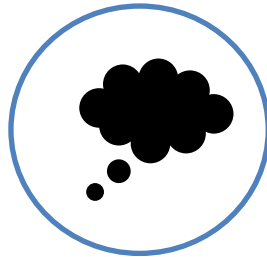
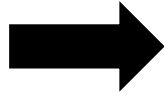
The Future Begins

What is to come



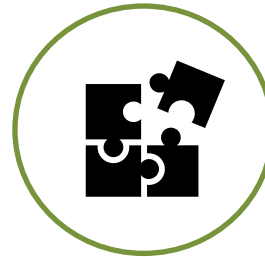
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Refine Concepts

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- Determine what is needed to make vision a reality
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The Future Begins

- Identify the right private partner
- Execute on financial steps
- Design work for infrastructure & new City Hall

Hopkins Gateway Steering Committee



- **Provides guidance and feedback throughout process**
- **Advisory role**
- **Potential Make up: (8-10 members)**
 - City Councilmember(s) (2)
 - Resident representation from nearby area (2)
 - Community partner(s) (i.e. Texas State, San Marcos River Foundation, Downtown Association, etc.) (2-3)
 - Business leader(s) within community (2-3)
- **Would like Council nominations & appointment process this fall**

In Closing



- **San Marcos has tremendous advantages**
 - Council & staff momentum
 - Authentic community character to build upon
 - Natural assets to build upon
 - Own the land
 - Existing strong, vibrant civic presence in area
 - Smart financial planning & saving for project



Discussion & Questions



Appendix

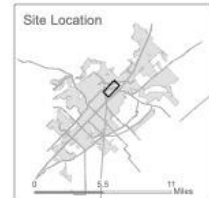
City Owned Property Near City Hall



- Primary Area of Redevelopment
- City Property To Be Included in Planning Effort
- City Property That Can Optionally Be Considered for Planning Effort

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Date: 6/10/2024



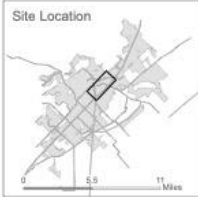
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What is to come

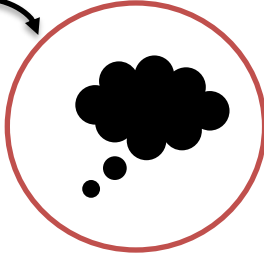
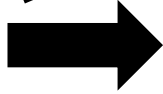


We are
here

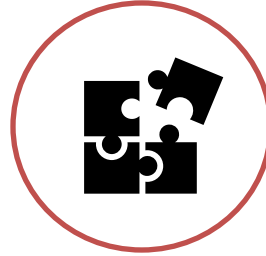


Explore & Analyze

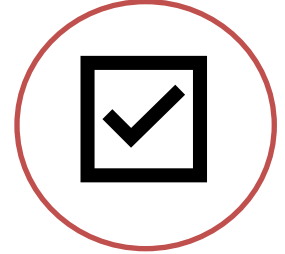
Beginning later
2024



Gather Input



Refine Concepts



The Future Begins

- Determine future City Hall needs and cost est.
- Identify development needs
- Develop scenarios using expertise from urban planning and real estate

- Crystallize Council goals
- Guidance from Steering Committee in early stage
- Collaborate with the community to gather diverse ideas
- Identify common themes and ideas, and determine what is most feasible

- Determine what is needed to make vision a reality
- Parkland release election
- Refine funding tools and mechanisms
- Solicit input from development community

- Identify the right private partner
- Execute on necessary financial steps
- Begin design work for infrastructure & new City Hall