



# City of San Marcos City Council Work Session

Hopkins City Center/New City Hall  
Project Update

June 16, 2026



# This afternoon's agenda

- Project Status Update
- Financial Considerations
- Downtown Concepts
- Options / Scenarios Review
- Steering Committee Recommendations
- Next Steps
- Council Direction



# Project Status Update

# Why is a new city hall needed?

## Structural Issues

- **Current City Hall opened in 1975.**
- **It has been evaluated for structural integrity with several deficiencies noted:**
  - shifting foundation
  - cracks in walls
  - roof leaks
  - doors that won't close
  - water and gas leaks
  - exterior windows breaking during cold weather





# Why is a new city hall needed?

## Staff Capacity and Meeting Space Limitations

- **The current City Hall was built in the 1970s to serve fewer than 25,000 residents. More space is needed to provide services for a population that is roughly 90,000 and growing.**
- **Proposed facility includes current departments at the City Hall complex and adds:**
  - Councilmember Offices
  - Parks & Recreation Administration
  - Destination Services
  - Emergency Management
  - Police Substation
  - Utility Billing
  - Additional Amenities
    - Community Room
    - Public Gathering Space
    - Modern Technology & Security Updates
- **Capacity within the current City Hall facility places limits on the amount of engagement possible at public meetings, with community members filling the existing City Hall lobby and crowds overflowing into the parking lot.**

# Project Components



Civic Corridor



New City Hall



Hopkins Street improvements



Mixed Use P3 Real Estate



# Project Team



- **City of San Marcos** – City staff will lead the work with the consultant team to develop the Plan and the community to implement the preferred plan.
- **Economic & Planning Systems (Consultant)** – EPS is a land economics consulting firm experienced in the full spectrum of services related to real estate development, the financing of public infrastructure and government services, land use and conservation planning, and government organizations. EPS is the prime consultant contracted with the City to advise on the feasibility of the project.



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

# Project Team



- **McCann Adams Studio (Consultant)** – MAS is an Austin-based urban design firm that focuses on designs for new communities, revitalization strategies for existing districts, transit-oriented development planning, and public space design. MAS is a subconsultant to EPS assisting the team with site planning and urban design alternatives.
- **Freese and Nichols, Inc. (Consultant)** – FNI is an engineering, urban planning, and design firm offering a wide range of services to public sector clients. FNI is a subconsultant to EPS assisting the team with site assessments, public outreach and technical expertise. The FNI team working on this project is based out of their local San Marcos office.



# Project Team



- **Upward Communities (Developer)** – Upward Communities is a Texas-based, mission-driven real estate developer that partners with public-sector employers to design and build affordable workforce housing and other community serving facilities. Upward Communities is working with the City to evaluate the feasibility of the Downtown site option.

UPWARD  
COMMUNITIES



# Project Update

How much have we spent on this project?

- **Economic & Planning Systems (Consultant)** – includes Freese and Nichols and McCann Adams Studio; providing financial analysis and due diligence for all sites but primarily the City-owned parcels; **we have spent \$264,948.80** of the total contract amount of \$449,000.00.
- **Lopez Salas Architects (Consultant)** – completed space planning study to determine size of city hall facility at any site; size to accommodate staff growth to serve our growing city for the next four decades; **we spent the total contract amount of \$247,719.50.**
- **Upward Communities (Developer)** – original agreement had not to exceed amount of \$767,970.00; scope reduced significantly to only reimburse their expenses to develop concepts for Downtown site option; **we have spent \$127,168.20**

**TOTAL: \$639,836.50**

# Project Update

## Where we've been

- **October 3, 2022** – Presentation to City Council with city hall concepts; received direction to consider a Downtown location (with Hopkins property as backup site) and consider including other uses.
- **February 20, 2024** – Presentation to City Council with photos and case studies of other city halls; received direction to continue exploring public/private partnerships for current city hall site as well as Downtown parcels; move forward with consultants for updated space planning and P3 financial services.
- **March 6, 2024** – Sent memo to Council with an analysis of Downtown real estate precluding a Downtown location due to available land size and cost.
- **July 2, 2024** – Presentation to City Council providing project update as well as recommendation to issue request for qualifications for a transactional advisor/land planner consultant and begin discussion of a project steering committee.



# Project Update

## Where we've been

- **August 5, 2024** – City Council approves a contract with Lopez Salas Architects, Inc. to provide updated city facility space planning needs.
- **September 3, 2024** – Presentation to City Council with an update on the New City Hall project; discussed the possible formation of a Hopkins City Center/ New City Hall Steering Committee.
- **September 17, 2024** – Presentation to City Council with additional information regarding the role and purpose of the steering committee, best practices for the creation to ensure the process and committee itself would be as inclusive as possible.
- **November 6, 2024** – City Council approves contract with Economic & Planning Systems, Inc. to provide public-private partnership services and transaction advice regarding the project; appoints 23 community members to the Hopkins City Center/ New City Hall Steering Committee.



# Project Update

## Where we've been



- **February 20, 2025** – Steering Committee Meeting #1 – Introduction of project goals, committee role, Hopkins site constraints; Phase 1 goal to select which side of Hopkins a new city hall should be located.
- **March 20, 2025** – Steering Committee Meeting #2 – Further discussion of City-owned Hopkins sites with small majority of Committee members recommending the north side of Hopkins.
- **April 15, 2025** - City Council presentation on Phase 1 findings; direction received to proceed concept planning the north side of Hopkins; discussion included pros and cons for each site.
- **May 2025** – Steering Committee Meeting #3 – Discuss further concept refinement, project financial analysis/due diligence, and public engagement plan.
- **June 2025** - City received unsolicited proposal for a Downtown option. [sanmarcostx.gov](http://sanmarcostx.gov)

# Project Update

## Where we've been

- **August 2025** - City issued request for information (RFI) for downtown City Hall location or other alternate locations.
- **September 2025** - City selected Upward Communities as best evaluated proposal of two submittals received.
- **October 15, 2025** – Steering Committee Meeting #4 – Upward Communities presented general Downtown concept; received broad support from the Committee to continue exploring this option.
- **October 21, 2025** – City Council receives presentation from Upward Communities on general Downtown concept; Council approves conceptual planning agreement for a not-to-exceed amount of \$767,970; after scope refinement, this costs about \$130,000.



# Project Update

## Where we've been



- **October 2025–May 2026** – City and EPS Team have been working with Upward Communities on due diligence around financing, Downtown Option design concepts.
- **December 5, 2025** – Upward Communities and City staff meet with South Square Collective and present Downtown option.
- **December 17, 2025** - Presentation of the Downtown option at the joint meeting of the TIRZ #5 (Downtown) Board and Main Street Advisory Board.
- **May 6, 2026** – Upward Communities holds Meet & Greet at the Hays Caldwell Economic Development Partnership showing general Downtown concept.
- **May 11, 2026** - Steering Committee Meeting #5 – Presented Financial Analysis and Downtown Concepts.
- **June 4, 2026** - Created a New City Hall/Hopkins City Center webpage.



# Financial Considerations

# CITY HALL PROJECT MAY COST BETWEEN \$80-100M

- City Hall space planning indicates need for roughly:
  - 109,000 square foot building (offices and public meeting spaces)
  - 360 parking spaces
- Total Cost could be ~\$80-100M
  - No actual construction bids yet
  - Based on typical costs/SqFt of other recent public buildings in Texas
  - Assumes structured parking

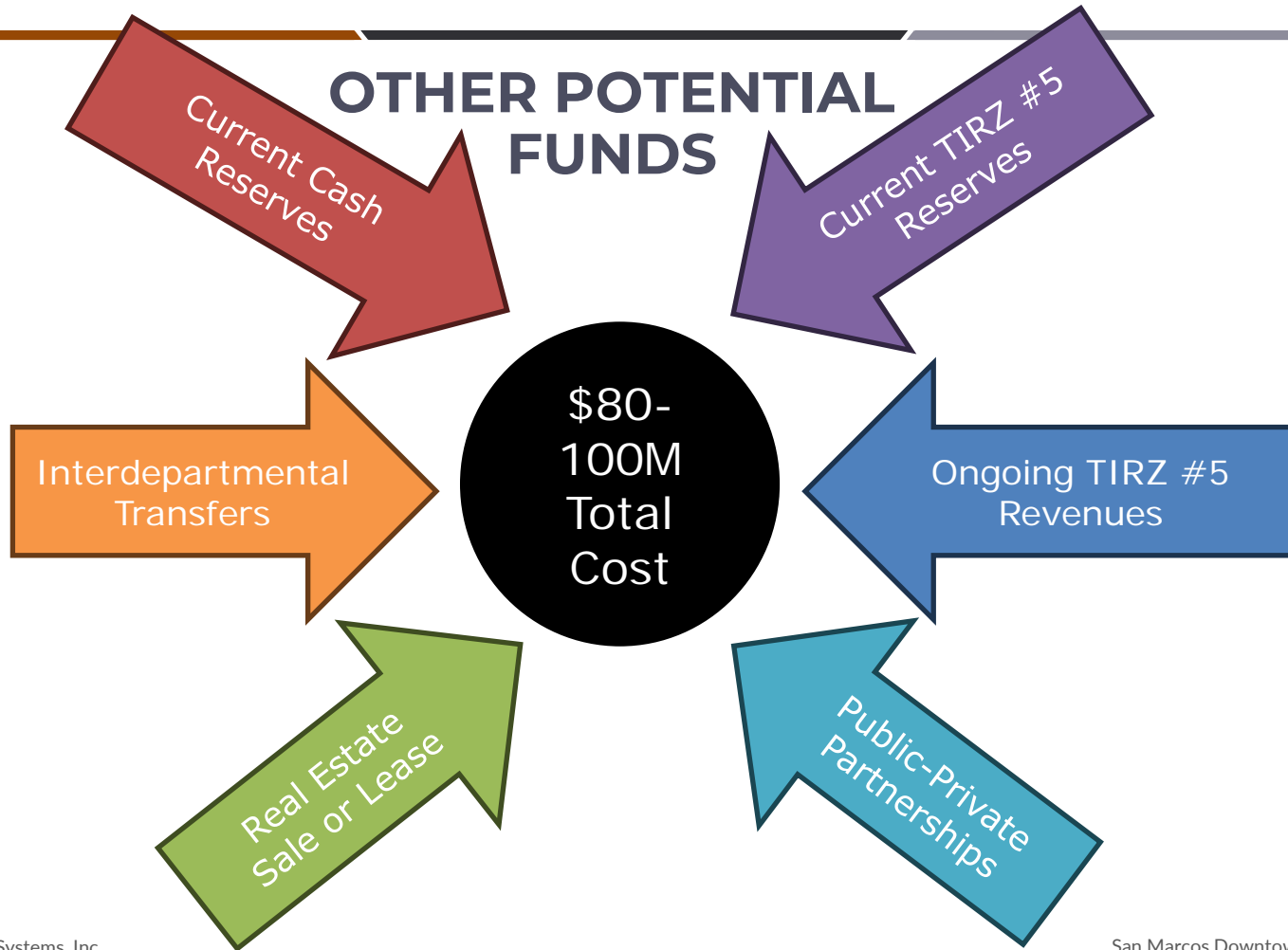
<b>Cost Items</b>	<b>Unit Cost</b>	<b>Amount</b> (rounded, 2025 \$)
City Hall Building <i>109,000 square feet</i>	\$630-770 per SF	\$68-84 million
Structured Parking Garage - <i>360 spaces</i>	\$32,000- 44,000 per space	\$12-16 million
<b>Total</b>		<b>\$80-100 million</b>

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# CURRENT RESERVES CAN'T COVER THE FULL COST

- City Council has set aside ~\$13 million for City Hall project
- Tax Increment Reinvestment Zone (TIRZ) #5 has ~\$4 million in reserves
- These near-term funding sources can cover debt service for only a portion of the total project costs
- Direction to date has been to avoid property tax rate increase, so need to find other reliable funding sources

# OTHER POTENTIAL FUNDS



# EXTEND AND EXPAND TIRZ #5 TO ENHANCE FUNDING



- Downtown TIRZ currently goes from Texas State University campus to I-35
- Has \$4.4M in funding reserves today
- Generates revenue that can be used for capital projects
- Could be expanded to include Hopkins corridor to I-35, increasing revenues
- Can also be extended in time to generate more revenues

# CITY COULD GENERATE FUNDING FROM REAL ESTATE



# POTENTIAL REAL ESTATE RESOURCES



# FINANCIAL FINDINGS AND IMPLICATIONS

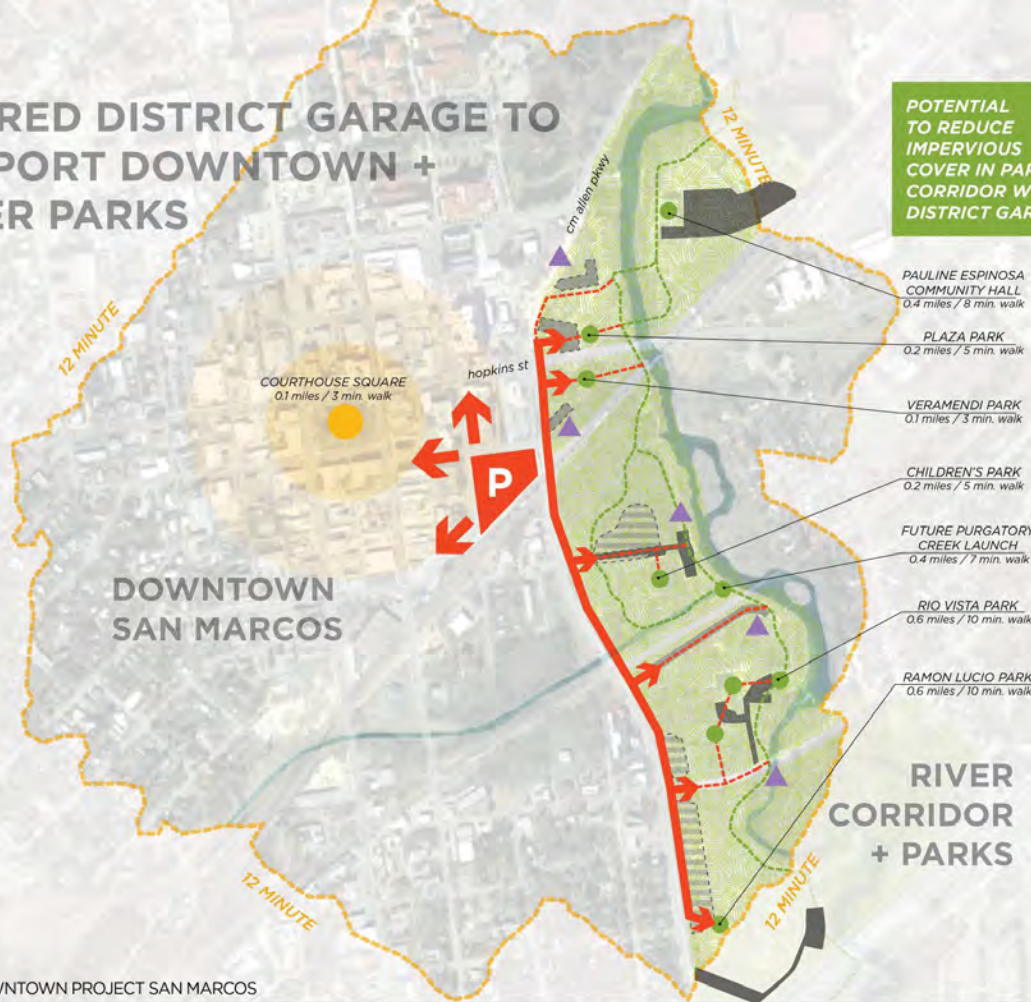
- Projections indicate need for new sources to fully fund \$80-100M project, such as:
  - Better-than-projected overall AV growth trends
  - Continuation and expansion of TIRZ #5
  - Monetization of additional City-owned properties
  - Inclusion of revenue generators in City Hall project
- Could also use a phased approach to project construction and financing
  - City could build part of the overall project with current and near-term projected resources
  - Design would need to allow integration of later phases as financing permits
- These financial conditions apply to both Downtown and City-owned Hopkins locations



# Downtown Concepts



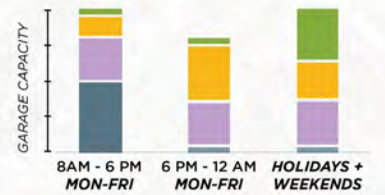
# SHARED DISTRICT GARAGE TO SUPPORT DOWNTOWN + RIVER PARKS



- **PROPOSED DISTRICT GARAGE**  
DISTRICT GARAGE TO SERVE WALKSHED
- EXISTING SURFACE LOTS**  
CURRENT SURFACE LOTS, IMPERVIOUS COVER
- SURFACE LOTS TO RECLAIM**  
LOTS THAT CAN BE RENATURALIZED
- PARKS PLAN FUTURE SURFACE LOTS**  
FUTURE LOST PARKLAND THAT A DISTRICT GARAGE CAN HELP REDUCE

- RIVER BIKE + PEDESTRIAN**
- BIKE + PEDESTRIAN ACCESS**
- ▲ **RIVER DROP ACCESS**

**ILLUSTRATIVE PEAK SHARED DISTRICT GARAGE DEMAND**



- CITY HALL / OFFICE PEAK WORKDAY USE
- MIXED-USE & EVENT USE
- DOWNTOWN ONSTREET OVERFLOW VARIES
- PARK VISITORS USE VARIES BY WEEKEND / EVENT / HOLIDAY



### PROJECT SITES

- 1** 312 E HOPKINS ST  
1.2 ACRES
- 2** 101 S EDWARD GARY ST  
2.1 ACRES

### POTENTIAL ADDITIONAL SITES

- 3** 308 E HOPKINS ST  
0.6 ACRES

### RELEVANT PUBLIC ASSETS

- A** EDWARD GARY RAIL FRONTAGE
- B** EDWARD GARY STREET
- C** SAN ANTONIO STREET & ALLEY
- D** CM ALLEN PARKWAY
- E** VERAMENDI PARK SURFACE LOT





## GENERAL DESIGN CONSIDERATIONS

- Develop space (plazas, promenades, streets, parks) for civic gathering
- Create opportunities to honor sacred springs and indigenous history
- Reduce existing impervious cover and increase presence of native landscape on site
- Incorporate One-Water principals and green infrastructure into both building and site design
- Plan for on-site rooftop PV generation
- Secure entry & exit flow for city officials / executive staff
- Deliver district parking
- Mitigate freight rail noise
- Create connection between downtown and river corridor
- Establish a transit hub/reserve
- Assess opportunities to integrate other civic uses
- Create opportunities for landmark signage

## SUPPORTING FUNDING OPPORTUNITIES / STREAMS

MPC-F	<i>Multi-purpose City Capital - Fire Station CIP Allocation</i>
MPC-S	<i>Multi-purpose City Capital - Urban Stormwater Mngmt District &amp; Drainage Enterprise Fund</i>
ER	<i>External Revenue (Rent, Fees, Sales Tax)</i>
TIRZ	<i>Tax Increment Reinvestment Zone #5 (One-time or Bond)</i>
G	<i>State, Federal, CAMPO, or other grant</i>
CAS	<i>Other City-owned asset sale</i>
P	<i>Partnership (Texas State University)</i>
HOT	<i>Hotel Occupancy Tax (Generation)</i>

## TYPICAL PHASING APPROACH

Phase 1: Primary public uses (City Hall, the District Parking Garage, Fire Station) & associated secondary uses

Phase 2: Conference, hotel, or residential mixed-uses held as a Development Reserve; added as a subsequent phase likely by the private market





**CONCEPT 1 PRIMARY PROGRAM**

- 1 CITY HALL**  
108,700+ SF, 4 FLOORS
- 2 MEETING CENTER**  
475+ PERSON, DOUBLE HEIGHT FLOORS
- 3 DISTRICT GARAGE**  
548 SPACES, 6 FLOORS
- 4 PRIVATE OFFICE**  
29,500 SF, 3 FLOORS
- 5 OPEN-AIR MARKET**  
ADAPTIVE REUSE, 7,100 SF

**SUPPORTIVE PROGRAM**

- A HEADWATERS PLAZA**
- B INTEGRATED CULTURAL CENTER + GALLERY**
- C LOCAL CAFE**
- D RECONSTRUCTED GREEN STREETSCAPE**
- E TRANSIT HUB (BUS + FUTURE RAIL)**
- F VERAMENDI PARK INTEGRATION**  
*UPDATE TO INTEGRATE AND REFLECT NEW STREETSAPES, CITY HALL + GARAGE ADJACENCIES*

**PROGRAMMATIC COLOR LEGEND**

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING



**CONCEPT 1 PRIMARY PROGRAM**

- 1 CITY HALL**  
108,700+ SF, 4 FLOORS
- 2 MEETING CENTER**  
475+ PERSON, DOUBLE HEIGHT FLOORS
- 3 DISTRICT GARAGE**  
548 SPACES, 6 FLOORS
- 4 PRIVATE OFFICE**  
28,500 SF, 3 FLOORS
- 5 OPEN-AIR MARKET**  
ADAPTIVE REUSE, 7,100 SF

**ADDITIONAL PROGRAM**

- 6 MIXED-USE BUILDING**  
TBD: OFFICE, RESIDENTIAL, HOTEL

**SUPPORTIVE PROGRAM**

- A HEADWATERS PLAZA**
- B INTEGRATED CULTURAL CENTER + GALLERY**
- C LOCAL CAFE**
- D RECONSTRUCTED GREEN STREETSCAPE**
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UPDATE TO INTEGRATE + REFLECT NEW STREETSCAPIES, CITY HALL + GARAGE ADJACENCIES

**PROGRAMMATIC COLOR LEGEND**

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING



## CONCEPT 1 NARRATIVE

PRIMARY USES	AREA REQ'D (APPROX.)	HEIGHT (75' MAX)	FUNDING SUPPORT
1 CITY HALL	108,700+ GSF	4 FLRS	N/A
2 MEETING CENTER (475+ Guests)	38,400 GSF	1-2 FLRS	ER
3 DISTRICT GARAGE (548 Spaces)	230,100 GSF	6 FLRS	ER, TIRZ
4 PRIVATE OFFICE / FUT. CITY EXP.	29,500 GSF	3 FLRS	ER, P, TIRZ
5 OPEN-AIR MARKET (adaptive reuse)	7,100 GSF	1 FLR	ER, G, TIRZ
6 MIXED-USE BUILDING	66,700 GSF	5 FLRS	ER, HOT
SUPPORTIVE PROGRAM			
A public plaza	8,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
B cultural center / gallery	3,400 GSF (located in City Hall)	1 flr	G, P
C plaza-adjacent cafe / retail	2,100 GSF	1 flr	ER
D green streetscapes & alley	65,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
E transit hub	15,000+ GSF	Ext ROW, Rail Frontage	G, P, TIRZ
F veramendi park integration	12,000+ GSF	Exterior Park	G, MPC-S, TIRZ

In the first concept, City Hall sits at the prime entrance to Downtown and is organized around a formal public plaza symbolically oriented toward the sacred spring headwaters of the San Marcos river. Ground floor uses focus on public activation, including council chambers, the city clerk, centralized information desk, a cultural center / gallery space, and a locally-owned cafe.

Across San Antonio St, a junior downtown/riverside meeting center and incubator office spaces screen a substantial, district parking structure designed to serve the mixed-use City Hall complex, Downtown, and the River Parks. The office space may be leased to private entities for supportive revenue while serving as a long-term expansion option as the City grows. The facade of the historic Moore Grocery / Breed Hardware is adaptively reused as an open-air market and multi-purpose space offering a permanent home for the local farmers' market and other rotating entertainment, art, and market events.

Streetscapes surrounding all facades and CM Allen Parkway itself are rebuilt to prioritize pedestrian connectivity and incorporate One Water / green infrastructure strategies to improve urban stormwater quality in the area. As part of this, with the addition of on-street (including accessible) parking along CM Allen and the project garage, the surface lot in this area of Veramendi Park can be reimaged to both reduce impervious cover and better contribute to restoration efforts called for in the parks plan.

An additional program option adds the Bank of America property to the overall plan, siting a 98 key hotel in the heart of Downtown, proximate to the river, walkable to Texas State and its sporting event centers, and further supports the downtown/riverside meeting facilities. The footprint honors existing heritage trees on the property and creates additional public plaza spaces.







### CONCEPT 2 PRIMARY PROGRAM

- 1 CITY HALL**  
108,700+ SF, 4 FLOORS
- 2 DOWNTOWN FIRE STATION**  
4-BAY GARAGE, 10 ON-DUTY ROOMS + SMPD SUBSTATION
- 3 DISTRICT GARAGE**  
558 SPACES, 6 FLOORS
- 4 PRIVATE OFFICE + RETAIL**  
42,000 SF, 5 FLOORS
- 5 OPEN-AIR VENUE**  
ADAPTIVE REUSE, 7,100 SF

### SUPPORTIVE PROGRAM

- A HEADWATERS PLAZA**
- B INTEGRATED CULTURAL CENTER + GALLERY**
- C LOCAL CAFE**
- D GREEN STREET / ALLEY RECONSTRUCTION**
- E TRANSIT HUB (BUS + FUTURE RAIL)**
- F MID-BLOCK CROSSING**
- G FESTIVAL PLAZA**  
TEMP EVENT CLOSURES
- H VERAMENDI PARK INTEGRATION**  
EXAMPLE SHOWN: REDUCED PERMEABLE LOT WITH ACCESSIBLE/LOADING SPACES + EXPANDED PARK SPACE (PARKING SUPPLEMENTED BY INCREASED ON-STREET & GARAGE SPACES)

### PROGRAMMATIC COLOR LEGEND

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING
- FIRE STATION





### CONCEPT 2 PRIMARY PROGRAM

- 1 CITY HALL**  
108,700+ SF, 4 FLOORS
- 2 DOWNTOWN FIRE STATION**  
4-BAY GARAGE, 10 ON-DUTY ROOMS + SMD SUBSTATION
- 3 DISTRICT GARAGE**  
558 SPACES, 6 FLOORS
- 4 PRIVATE OFFICE + RETAIL**  
42,000 SF, 5 FLOORS
- 5 OPEN-AIR VENUE**  
ADAPTIVE REUSE, 7,100 SF

### ADDITIONAL PROGRAM

- 6 MIXED-USE BUILDING**  
TBD: OFFICE, RESIDENTIAL, HOTEL

### SUPPORTIVE PROGRAM

- A HEADWATERS PLAZA**
- B INTEGRATED CULTURAL CENTER + GALLERY**
- C LOCAL CAFE**
- D GREEN STREET / ALLEY RECONSTRUCTION**
- E TRANSIT HUB (BUS + FUTURE RAIL)**
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EXAMPLE SHOWN: REDUCED PERMEABLE COF WITH ACCESSIBLE / LOADING SPACES + ENHANCED PARK SPACE

### PROGRAMMATIC COLOR LEGEND

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING
- FIRE STATION





## CONCEPT 2 NARRATIVE

PRIMARY USES	AREA REQ'D (APPROX.)	HEIGHT (75' MAX)	FUNDING SUPPORT
1 CITY HALL	108,700+ GSF	4 FLRS	N/A
2 FIRE STATION NO. 1 [4 bays]	13,500 GSF	2 FLRS	CAS, MPC-F
3 DISTRICT GARAGE [558 Spaces]	239,700 GSF	6 FLRS	ER, TIRZ
4 PRIVATE OFFICE + RETAIL	42,000 GSF	5 FLRS	ER, P, TIRZ
5 OPEN-AIR VENUE (adaptive reuse)	7,100 GSF	1 FLR	ER, G, TIRZ
6 MIXED-USE BUILDING	68,700 GSF	5 FLRS	ER, HOT
SUPPORTIVE PROGRAM			
A public plaza	8,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
B cultural center / gallery	3,400 GSF (located in City Hall)	1 flr	G, P
C plaza-adjacent cafe / retail	2,100 GSF	1 flr	ER
D green streetscapes & alley	65,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
E transit hub	15,000+ GSF	Ext ROW, Rail Frontage	G, TIRZ
F midblock river parks crossing	2,500+ GSF	Exterior ROW	G, MPC-S, TIRZ
G festival plaza	6,500+ GSF	Exterior ROW	G, MPC-S, TIRZ
H permeable lot + expanded park	12,000+ GSF	Exterior Park	G, MPC-S, TIRZ

The second concept builds on many elements of the first. City Hall and Headwaters Plaza maintain their place at the Hopkins St corner with subtle ground-floor changes and enhanced integration with Veramendi Plaza. A mid-block crossing and pedestrian/speed table invites connectivity to the river; and the existing surface parking lot is reduced in size to prioritize permeable loading and accessible spaces while reclaiming the rest of the lot footprint for expanded park space. The eastern half of San Antonio Street is rebuilt featuring a permeable streetscape elevating One Water principals and urban stormwater management beyond the site to include existing runoff from downtown.

The district parking garage remains but with a covered walkway connection to the City Hall lobby. Incubator/expansion office still conceals the district parking structure, but with river-oriented ground-floor uses (retail, restaurant, or parks department) replacing meeting facilities. The historic Moore Grocery / Breed Hardware is again imagined for adaptive reuse as an open-air venue in an amphitheater configuration.

A significant addition to Concept 2 is a Central Fire and Public Safety station integrated into the district parking structure. Four bays for fire apparatus are provided with dedicated dual access to Edward Gary and CM Allen Parkway for enhanced deployment. A small police substation is also integrated as a downtown operations base. Integrating the fire station enables the City to sell the acquired property on S LBJ back onto the tax rolls and use proceeds to offset capital expense.

An alternative scheme again adds the Bank of America property to the overall plan still incorporating a downtown hotel, but reducing the hotel key count in exchange for meeting / event facilities.





BIRD'S EYE MASSING VIEW FROM HOPKINS



MASSING STREET VIEW FROM HOPKINS



BIRD'S EYE MASSING VIEW FROM S EDWARD GARY



BIRD'S EYE MASSING VIEW FROM ON ALLEN





### CONCEPT 3 PRIMARY PROGRAM

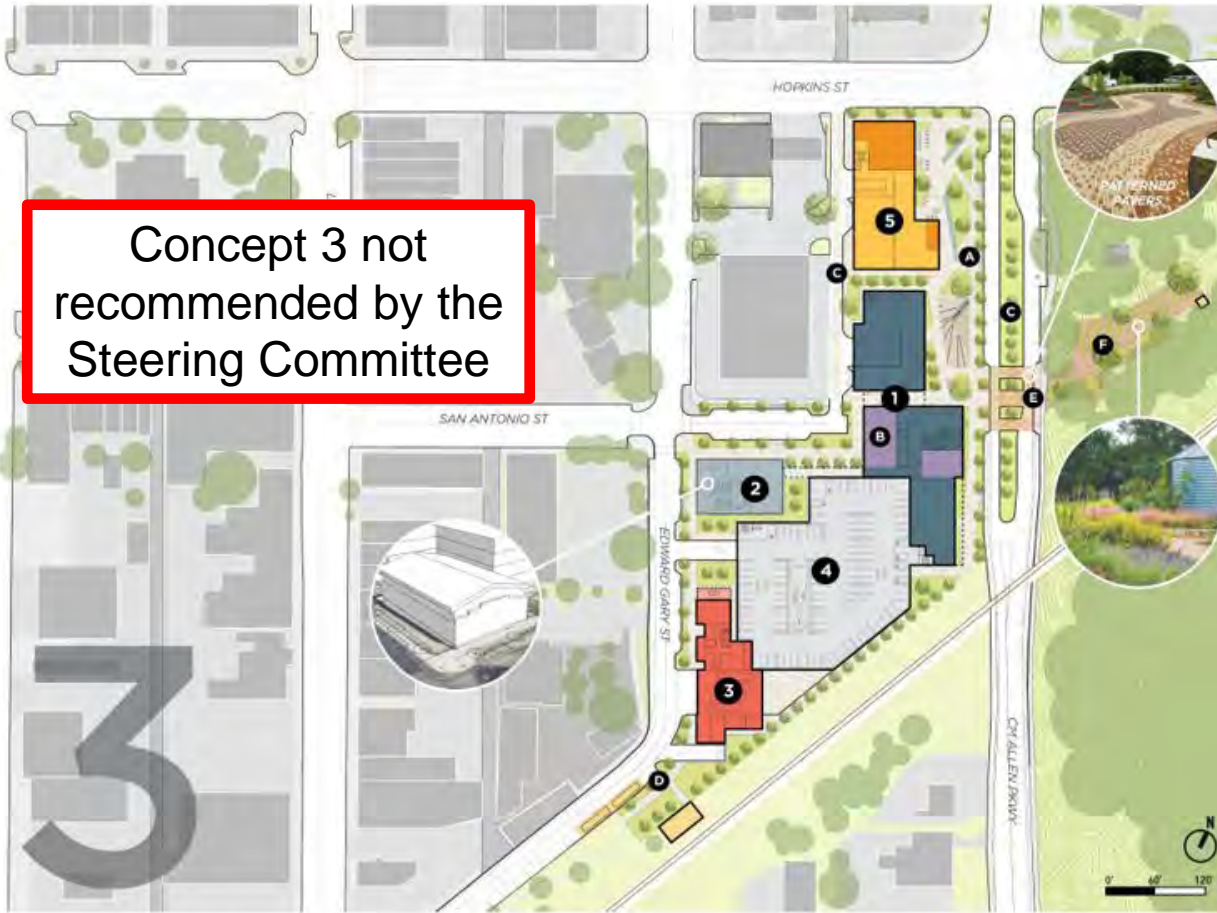
- 1 CITY HALL**  
108,700+ SF, 4 FLOORS
- 2 COUNCIL CHAMBERS**  
ADAPTIVE REUSE, 7,120 SF
- 3 DOWNTOWN FIRE STATION**  
4-BAY GARAGE, 10 ON-DUTY ROOMS
- 4 DISTRICT GARAGE**  
631 SPACES, 6 FLOORS
- 5 MIXED-USE BUILDING**  
TBD: OFFICE, RESIDENTIAL, HOTEL

### SUPPORTIVE PROGRAM

- A** LINEAR HEADWATERS PLAZA
- B** INTEGRATED CULTURAL CENTER + GALLERY
- C** GREEN STREET / ALLEY RECONSTRUCTION
- D** TRANSIT HUB (BUS + FUTURE RAIL)
- E** MID-BLOCK CROSSING
- F** VERAMENDI PARK INTEGRATION  
*EXAMPLE SHOWN: EXPANDED HERITAGE GARDEN + INTEGRATED BIORETENTION (PARKING REPLACED WITH INCREASED ON-STREET + GARAGE SPACES)*

### PROGRAMMATIC COLOR LEGEND

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING
- FIRE STATION



Concept 3 not recommended by the Steering Committee

# 3





### CONCEPT 3 NARRATIVE

PRIMARY USES	AREA REQ'D (APPROX.)	HEIGHT (75' MAX)	FUNDING SUPPORT
1 CITY HALL (20 year+ capacity)	108,700+ GSF	4-5 FLRS	N/A
2 FIRE STATION NO. 1 (4 bays)	13,465 GSF	2 FLRS	CAS, MPC-F
3 DISTRICT GARAGE (631 Spaces)	250,520 GSF	6 FLRS	ER, TIRZ
4 MIXED-USE BUILDING	67,900 GSF	5 FLRS	ER, HOT
5 COUNCIL CHAMBERS (adaptive reuse)	7,120 GSF	1 FLR	ER, G, TIRZ
SUPPORTIVE PROGRAM			
A public plaza	8,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
B cultural center / gallery	3,000 GSF (located in City Hall)	1 flr	G, P
C green streetscapes & alley	62,500+ GSF	Exterior ROW	G, MPC-S, TIRZ
D transit hub	15,000+ GSF	Ext ROW, Rail Frontage	G, TIRZ
E midblock river parks crossing	5,000+ GSF	Exterior ROW	G, MPC-S, TIRZ
F heritage garden + bioretention	12,000+ GSF	Exterior Park	G, MPC-S, TIRZ

The final concept is a nod to San Marcos' civic roots when its first City Hall shared a roof with its Fire Station. By closing a half block of San Antonio to vehicular traffic, a terminated vista is created culminating in a cultural center / gallery as integrated into the ground floor of City Hall. Continuous and safe pedestrian connectivity to the river is delivered through a generous mid-block crossing, accentuated by permeable paver patterning that honors the indigenous peoples of San Marcos. The former surface lot at this connection point is reclaimed for an expanded heritage garden with integrated stormwater bioretention.

The district garage accommodates the largest number of vehicles in this concept and includes a direct connection to City Hall. The fully provisioned fire station maintains four apparatus bays, but with a more conventional point of access to Ed Gary. The historic Moore Grocery / Breed Hardware is again reused, but with a full rehabilitation for use as Council Chambers with both public and secured routes back to the primary City Hall structure.

The corner of Hopkins and CM Allen is envisioned for a future, privately developed mixed-use structure that would create an additional direct revenue stream by leasing parking in the structure from the public. The demonstrated footprint can accommodate hospitality/hotel, restaurant/retail, and/or residential.

This scheme does not assume any integration of the existing Bank of America site.

Concept 3 not recommended by the Steering Committee





BIRD'S EYE MASSING VIEW FROM HOPKINS



MASSING STREET VIEW FROM HOPKINS



BIRD'S EYE MASSING VIEW FROM S EDWARD GARY



FROM CM ALLEN

Concept 3 not recommended by the Steering Committee





Concept 3 not recommended by the Steering Committee

"B" option shown for reference

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING
- FIRE STATION

# CONCEPT COMPARISON

PROGRAM + URBAN DESIGN ELEMENTS	1 "PEOPLE'S PLAZA"	2 "PEOPLE'S PLAZA + CENTRAL SAFETY UNIT"	3 "CIVIC REUNION"
CITY HALL "GATEWAY" PRESENCE	Hopkins + CM Allen / River	Hopkins + CM Allen / River	CM Allen / River + San Antonio
PUBLIC PLAZA	Hopkins Corner	Hopkins Corner	Hopkins to San Antonio Linear Promenade
MEETING SPACE	Downtown Meeting Center	Possible on BoA Site	Not Shown
ADAPTIVE REUSE @ MOORE GROCERY	Open Air Market	Amphitheatre	Council Chambers
DOWNTOWN MIXED-USE BUILDING / HOTEL	Possible on BoA Site	Possible on BoA Site	Possible on Hopkins Corner
CULTURAL CENTER + GALLERY	Ground Floor of City Hall	Ground Floor of City Hall	Ground Floor of City Hall @ Terminating Vis/a
LOCAL FOOD	Hopkins Cafe + Open Air Market + BoA Site	Riverside Liner + BoA Site	Hopkins Corner
FARMER'S MARKET	Yes, Open Air Adaptive Reuse	Yes, Flexible Plaza Use	Yes, Flexible Plaza Use
DOWNTOWN FIRE	Not Shown	Yes, with Edward Gary & CM Allen Access	Yes, with Edward Gary Access
SMPD SUBSTATION	Not Shown	Yes	Yes
TRANSIT HUB	Yes, Edward Gary Property	Yes, Edward Gary Property	Yes, Edward Gary Property
INCUBATOR OFFICE / FUTURE CITY EXPANSION	Yes	Yes	Not Shown
ENHANCED PEDESTRIAN CONNECTIVITY TO RIVER	Streetscape Improvements	Streetscapes + Midblock Crossing	Streetscapes + Expanded Street Plaza Crossing
DNE WATER / GREEN INFRASTRUCTURE	Buildings, Plaza, Streetscapes	Buildings, Plaza, Streetscapes, ROW, Yeramendi Lot	Buildings, Plaza, Streetscapes, ROW, Yeramendi Lot
DISTRICT PUBLIC PARKING STRUCTURE	Yes, 548 Spaces	Yes, 558 Spaces; connected via covered walk to City Hall	Yes, 631 Spaces; directly connected to City Hall
PARK ENHANCEMENT	Not Shown	Reduced Permeable Lot + Expanded Park Space	Expanded Heritage Garden + Bioretention
LANDMARK SIGNAGE	Top of Parking Structure	Top of Parking Structure / San Antonio St Covered Walk	Top of Parking Structure
RAILROAD SOUND BUFFER	Structured Garage	Structured Garage	Structured Garage + Tree Buffer
UNLOCKED PUBLIC ASSETS	<ul style="list-style-type: none"> <li>Existing City Hall Site</li> <li>Grant Harris Building / Parking Area @ Plaza Park</li> <li>Yeramendi Parking / Other River Parks Lots</li> </ul>	<ul style="list-style-type: none"> <li>Existing City Hall Site</li> <li>Grant Harris Building / Parking Area @ Plaza Park</li> <li>Yeramendi Parking / Other River Parks Lots</li> <li>5 LBJ Lot (Fire)</li> </ul>	<ul style="list-style-type: none"> <li>Existing City Hall Site</li> <li>Grant Harris Building / Parking Area @ Plaza Park</li> <li>Yeramendi Parking / Other River Parks Lots</li> <li>5 LBJ Lot (Fire)</li> </ul>

Concept 3 not recommended by the Steering Committee

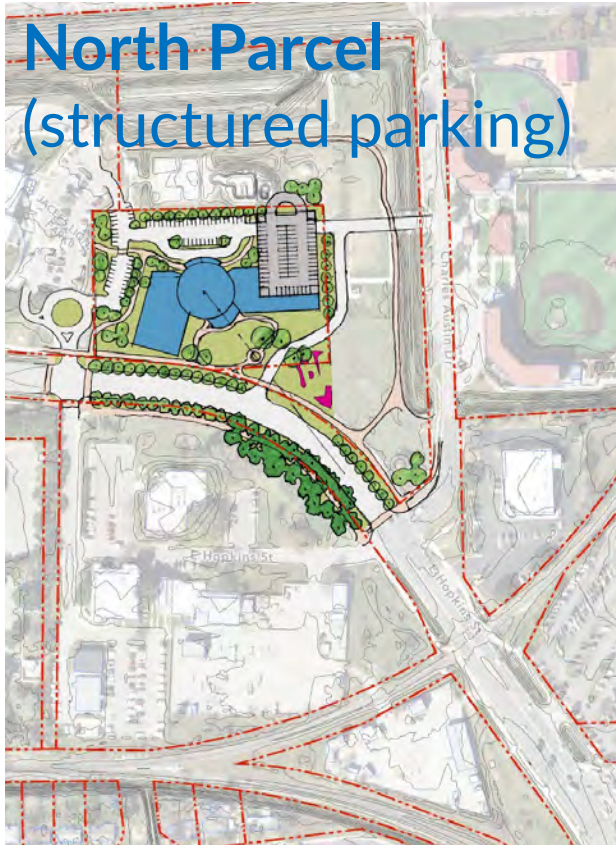


# Options/Scenarios Review

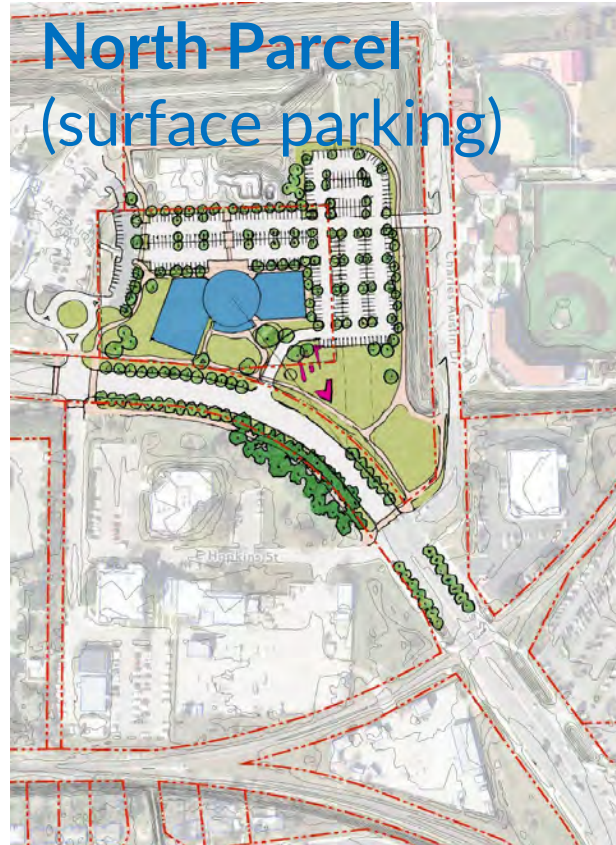
# Hopkins Options Revisited



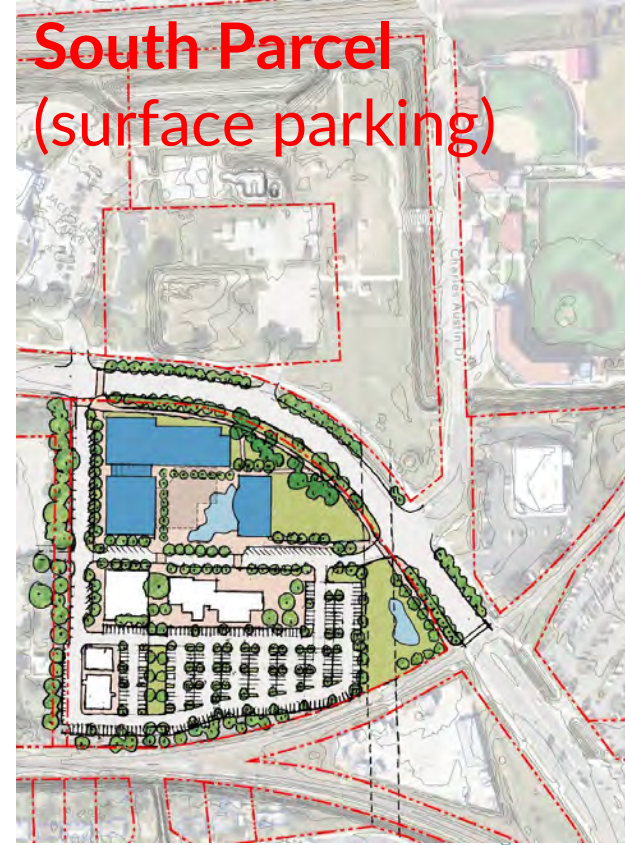
**North Parcel**  
(structured parking)



**North Parcel**  
(surface parking)



**South Parcel**  
(surface parking)





Concept 3 not recommended by the Steering Committee

- RETAIL / RESTAURANT
- CITY HALL / OFFICE
- MIXED-USE
- MEETING / GATHERING
- FIRE STATION

# Key Project Considerations by Location



- **Downtown Option**

- Alignment with Downtown Area Plan goals for vitality and family-friendly activity
- Potential access to more TIRZ funding
- Would need parking garage but could share use with downtown
- Not City-owned land today

- **City-Owned Hopkins Options**

- Committee and Council had slight preference for North Site
- Scenarios without parking garage could reduce cost by \$10-15 M
- No need to acquire private property
- Concerns over increasing impervious cover
- Based on public feedback, the City has committed to keeping the skate park at its current location. The dog park is being considered for enhancements that may include relocation and/or expansion. Any impacts to the neighborhood due to development on the south parcel must be minimized or addressed.
- Opportunities for other catalytic family-friendly prospect on the North Site



# Steering Committee Recommendations

# Steering Committee Recommendations



1. **Discussion of preferred location** – Broad approval from Committee members with no objections to continue working on the Downtown option presented by Upward Communities; interested in exploring concepts 1 and 2 further; no interest in concept 3 that removes the city hall from the corner of Hopkins and CM Allen.
2. **Other considerations and next steps**
  - A. **Should the City continue to explore the Downtown Option?**
    - Recommend the City continue working on the preliminary development phase with Upward Communities and consultants to further design, financing, and phasing of the Downtown option.
  - B. **Should the City try to accelerate interest from developers and/or tenants to monetize public property and generate funding for City Hall project?**
    - Recommend the City explore potential consolidation of existing and/or planned public uses and issue RFI seeking development partnerships for commercial/retail development to generate funding to financially support City Hall project. [sanmarcostx.gov](http://sanmarcostx.gov)



# Next Steps and Council Direction



# Next Steps and Council Direction

## Dependent on Today's Council Direction

### 1. Public engagement program:

- A. Community informational open house regarding the 3 site location options, process, and next steps.
- B. Continue updating the webpage; includes an interactive component to gather broad community feedback [www.sanmarcostx.gov/newcityhall](http://www.sanmarcostx.gov/newcityhall)

### 2. Once a location is selected by City Council:

- A. Continue working on the preliminary development phase (City-owned parcels or Downtown option).
  - Any subsequent site due diligence agreements will come back to City Council for consideration and formal vote at a regular meeting on a later date.
- B. Develop and issue RFI seeking development partnerships for commercial/retail development of existing City-owned properties and/or planned public uses to generate funding to financially support City Hall project.
  - Agreement with consultant would come back to City Council for consideration and formal vote at a regular meeting on a later date.



# Questions and Discussion