



Small Area Plan Program

A Component of Neighborhood Character Studies





Agenda

I. History

II. Program Development Overview

III. Phase 2 Outreach

Phase 1: Program Development

Phase 2: Applications

**Phase 3:
Plan Implementation**

Vision San Marcos Comprehensive Plan

"Ensure that neighborhoods retain their existing character and follow development and re-development patterns desired by the residents."





History –

Neighborhood Character & Small Area Plans

April 2013 Comprehensive Plan Adopted

Spring 2015 Neighborhood Workshops

March 2017 Presentation of Small Area Plan Concept

April 2017 Adoption of Next Steps Resolution

2018 Small Area Plan Program Development



Neighborhood Character & Small Area Plan Process



Phase I: **Program Development**

- Project Kick Off (Aug 2018)
- Gather Input (Sep 2018)
- Develop Program Description (Oct 2018)
- Prepare for Launch (Oct 2018)

Phase 2:
Applications

Phase 3:
**Plan
Implementation**

What is a Small Area Plan?

A Small Area Plan focuses planning efforts in smaller geographic areas within the community or neighborhood. It will be the tool used to implement Neighborhood Character Studies.

- **Implements the Comprehensive Plan**
- **Neighborhood Driven**
- **Serves Citizens with Varying Needs**
- **Component of Neighborhood Character Studies**





Small Area Plan Overview

Why would a neighborhood want a Small Area Plan?

A Small Area Plan serves as a tool to help strengthen neighborhoods by:

- *Preserving neighborhood character*
- *Shaping development*
- *Improving access to services and amenities*
- *Improving infrastructure*
- *Enhancing city and neighborhood communication*



Small Area Plan Overview

What is expected of participating neighborhoods?

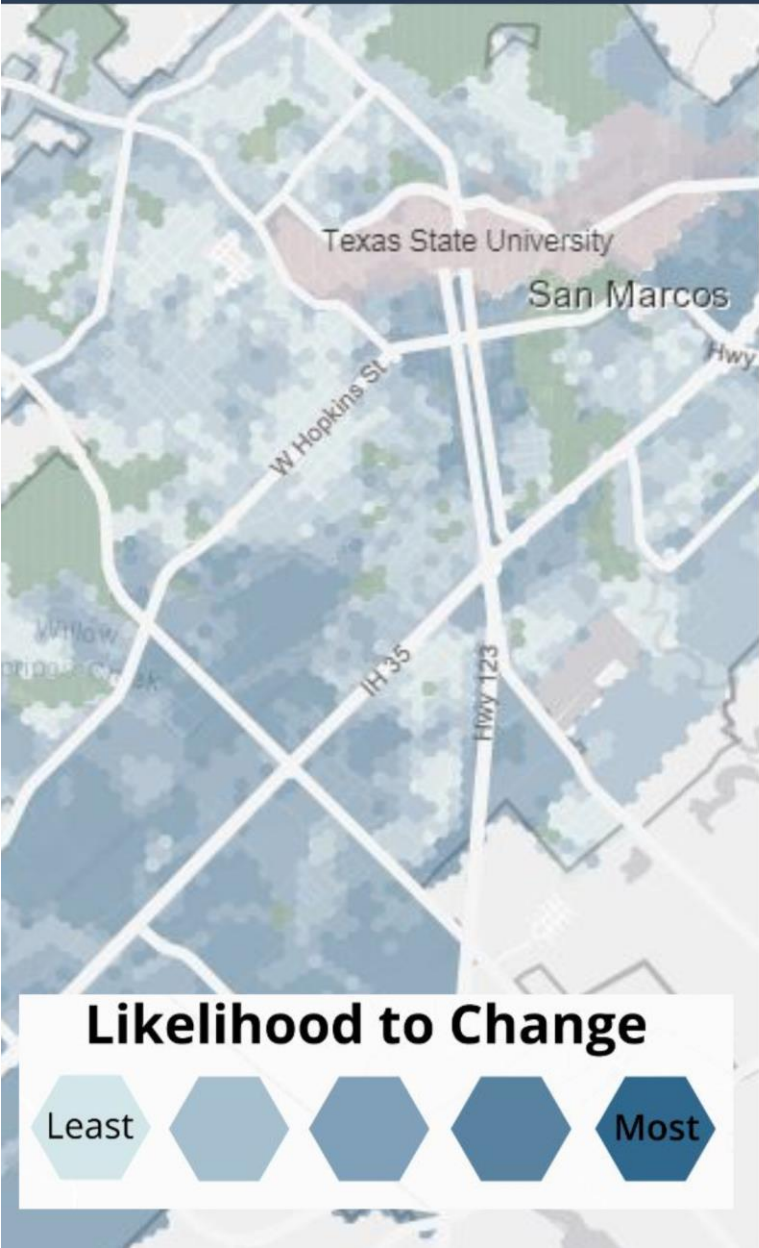
A commitment to working with staff to conceive of the process and goals of the project.

A commitment to implementing the goals of the Comprehensive Plan in their neighborhood.

A commitment to including a variety of points-of-view in the process.

A commitment to involving 20 percent of the residents within the proposed boundary.

Susceptibility to Change Map



- **Partnership with Texas State Geography classes**
- **Map growth pressures in Neighborhoods.**
- **Analyze 5 key indicators of change:**
 - City Policy
 - Investment
 - Land to Improvement Ratio
 - Owner Occupancy
 - Mixture in Land Use Types

Small Area Plan Survey



What

Program Goals

What issues and factors are most important when creating and/or maintaining high-quality neighborhoods.

Where

Boundaries

Where are Neighborhoods most impacted by growth and where are neighborhoods lacking basic amenities?

What

Outcomes

What outcomes and benefits of participating in the Small Area Plan Program are most valued?

Program Goals

The results of the survey assist staff in crafting the Small Area Plan Program goals

Housing Affordability

Neighborhood Stability

Managing Student Behavior

Transportation Options

Access to Goods / Services

Resident Participation

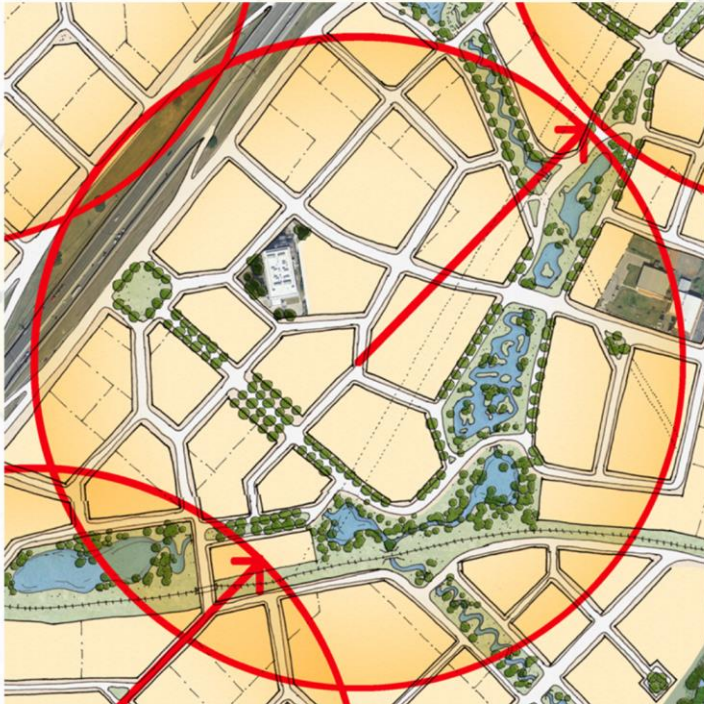
Streets / Corridors

Willingness to Change



Mapping Exercise

The Results from the mapping exercise assist staff in identifying areas for further outreach and establishing location and boundary criteria.



Criteria

- Adjacent to High Intensity Areas
- Lacking in Access
- Rapid Growth
- Transportation Corridors

Size

- Roughly 1/4 Mile or 5-min walk

Program Outcomes

The Results of the Survey assist staff in providing relevant outcomes and benefits of participating.

Shaping Development

Street Design

Beautification Projects

Increased Communication

Financial Assistance

Organizational Support



Engagement Efforts



Survey

- 397 Participants
- 128 Written Comments
- 878 Map Markers
- 588 Map Comments
- iPad Survey kiosks at Activity Center, Library, and public meetings



Informational Presentations

- Neighborhood Commission
- National Night Out
- Park(ing) Day 2018
- Home Builders Association
- Rio Vista Neighborhood Party
- CONA
- SUPO
- Dunbar Neighborhood Workshop



General Outreach

- Distributed Business Cards with SAP Info
- 3 Newsletters distributed to mailing list of 1,000+
- Informational Video / Brochure
- Four Facebook Posts - reaching 10,200 individuals

Open House - October

Introduce Draft Program

Present Survey Results

- Priority Issues
- Valued Outcomes
- Map

Collect Input on Program

Connect Residents

- +/- 35 attendees
- Open House Information is available Online





Phase 2: Outreach Plan



Purpose: Outreach focused city-wide and in targeted neighborhoods to encourage and assist residents in **applying for a SAP.**

City-Wide Outreach

Purpose: educate citizens on SAP Program and how to apply

Intent to Apply

Google form to gauge resident and stakeholder interest in submitting an application.

Documents

FAQ in April utility bill, Call-to-Apply Flier

Online / Virtual

Website, Post a "Call for Applications". Social media: Facebook, Twitter, Next Door.

May Workshop

Application workshop located in a central location such as the Library or Activity Center.

Meetings

Present at Neighborhood Commission and CONA Meetings; Distribute material to board/commission staff liaisons during March/April Meetings; Outreach at upcoming events in March and/or April

Targeted Neighborhoods

Purpose: Host strategic SAP Application Workshops

Why?

- Feedback from neighborhood representatives
- Susceptibility to change analysis
- Small Area Plan survey information
- Presence of active stakeholders

Targeted Neighborhoods for Application Workshops:

Dunbar Neighborhood

Blanco Gardens Neighborhood

East Guadalupe Neighborhood



Stakeholder Outreach

Purpose: Engage & educate stakeholders in SAP boundaries

- Neighborhood groups
- Businesses
- Organizations

Compile List

Staff will work with neighborhood leaders to gather list of stakeholders in SAP boundary

Refine List

Neighborhood Commission & CONA representatives to assist in refining list.

Contact

Staff to contact stakeholders to inform them of the SAP Program and the upcoming application Workshops

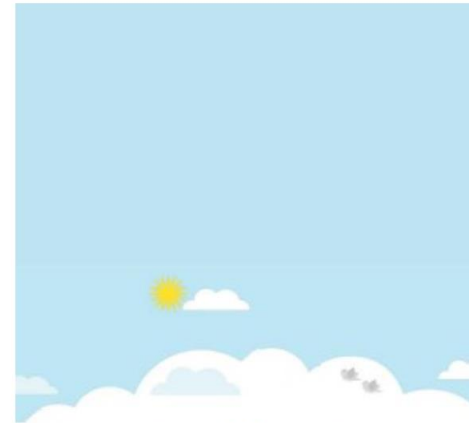


Personal Outreach

Purpose: Notify residents of upcoming Application Workshop

Upcoming Small Area Plan Application Workshop

- Stakeholder assistance
- Door Hangers



Call to Action

Plan for the future of your neighborhood.
Visit your neighborhood
Small Area Plan Application Workshop

Date
Location
Time



sanmarcostx.gov/smallareaplan



What is a Small Area Plan?

The Small Area Plan Program offers an opportunity for residents to take a proactive role in planning for their neighborhood and outline specific ways to apply and implement neighborhood goals.

What will a Small Area Plan look like?

A Small Area Plan will incorporate the city-wide goals of housing affordability, shaping development, transportation and access, and beautification into a Plan that is unique to your neighborhood.

What will occur at the Application Workshop?

The Application Workshop is an opportunity for residents and stakeholders to voice their needs, assets, and future vision of their neighborhood, and apply together for a Small Area Plan.

Want to learn more?

Visit sanmarcostx.gov/smallareaplan

Or contact City staff at
planninginfo@sanmarcostx.gov,
512.393.8230 or at the Planning
Department Office, 630 E Hopkins Street



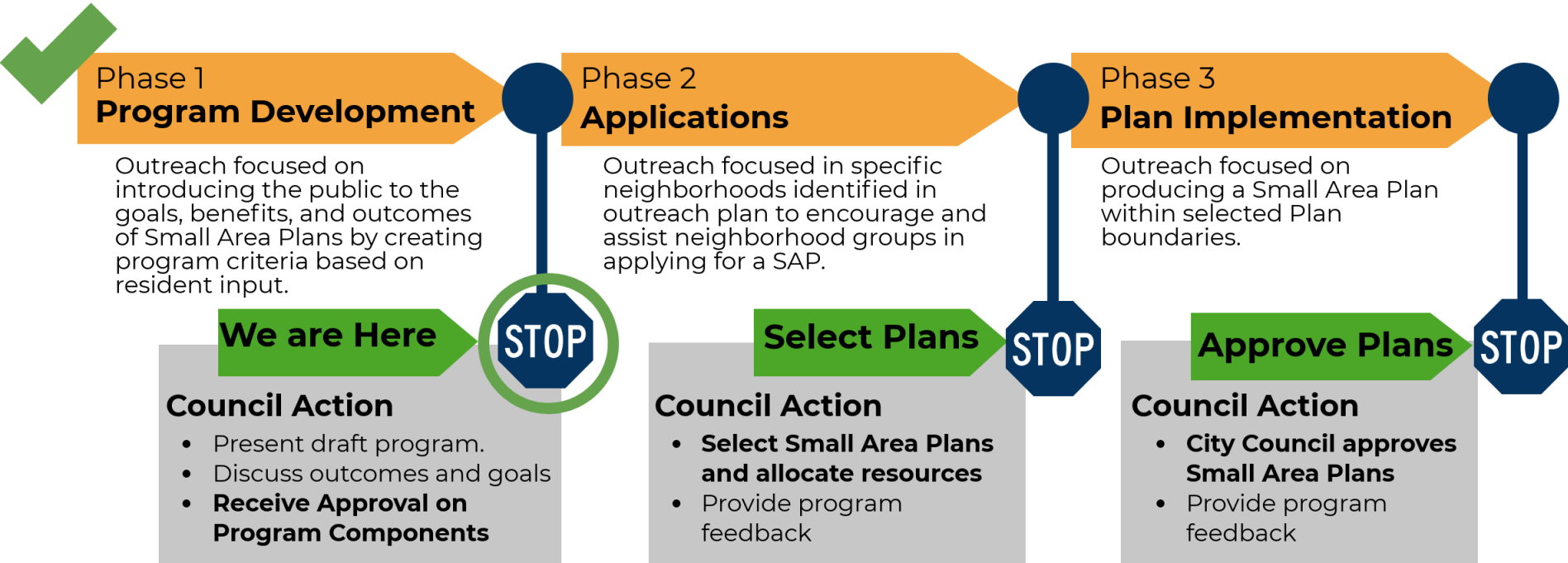
Key Take-Aways

- Educate residents on the Small Area Plan Program
- Encourage applications
- Easy application process
- Staff assistance
- Engage stakeholders
- Successful applications and workshops

Phase 2: Timeline



Council Direction



Move forward into Phase 2 of the Small Area Plan Program?