



Public Hearing

PDD-07-02 (B)

McCarty Commons PDD Amendment

Receive a staff presentation and hold a public hearing to receive comments for or against Ordinance 2026-XXX, in Case PDD-07-02(B), modifying standards, including signage standards, within the McCarty Commons Planned Development District comprised of 259.52 acres, more or less, out of the Nathaniel Hubbard Survey, Abstract No. 230, Hays County, Texas, generally located southeast of the intersection between I-35 and E McCarty Lane, including procedural provisions; and providing an effective date, and consider approval of Ordinance 2026-XXX on the first of two readings.



Property Information

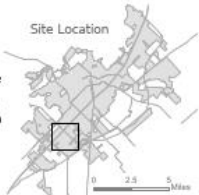
- Acreage
 - PDD Boundary – 259.92 acres
 - HEB site – 17 acres
- Located at the intersection of E McCarty Lane and I-35
- Located within City Limits



- Subject Property
- HEB Site
- Parcel
- ETJ



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: 3/24/2026



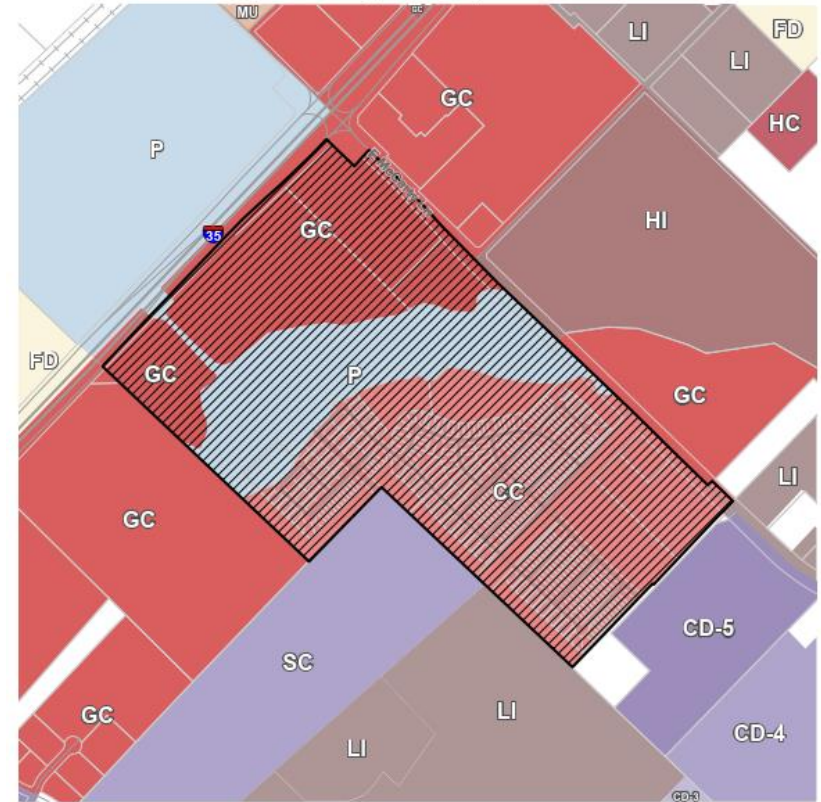
Context & History

- PDD originally approved in 2008 (Ordinance 2008-41).
- 2 subsequent amendments
 1. Ord 2009-063 – added call center as an allowed use.
 2. Ord 2013-26 – adding specific development standards for HEB property
- 380 Economic Incentive Agreement approved in December 2024 for HEB site (no development waivers included).

PDD-07-02(B)

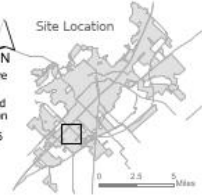
McCarthy Commons PDD Amendment
I-35/ E McCarty Lane

Zoning



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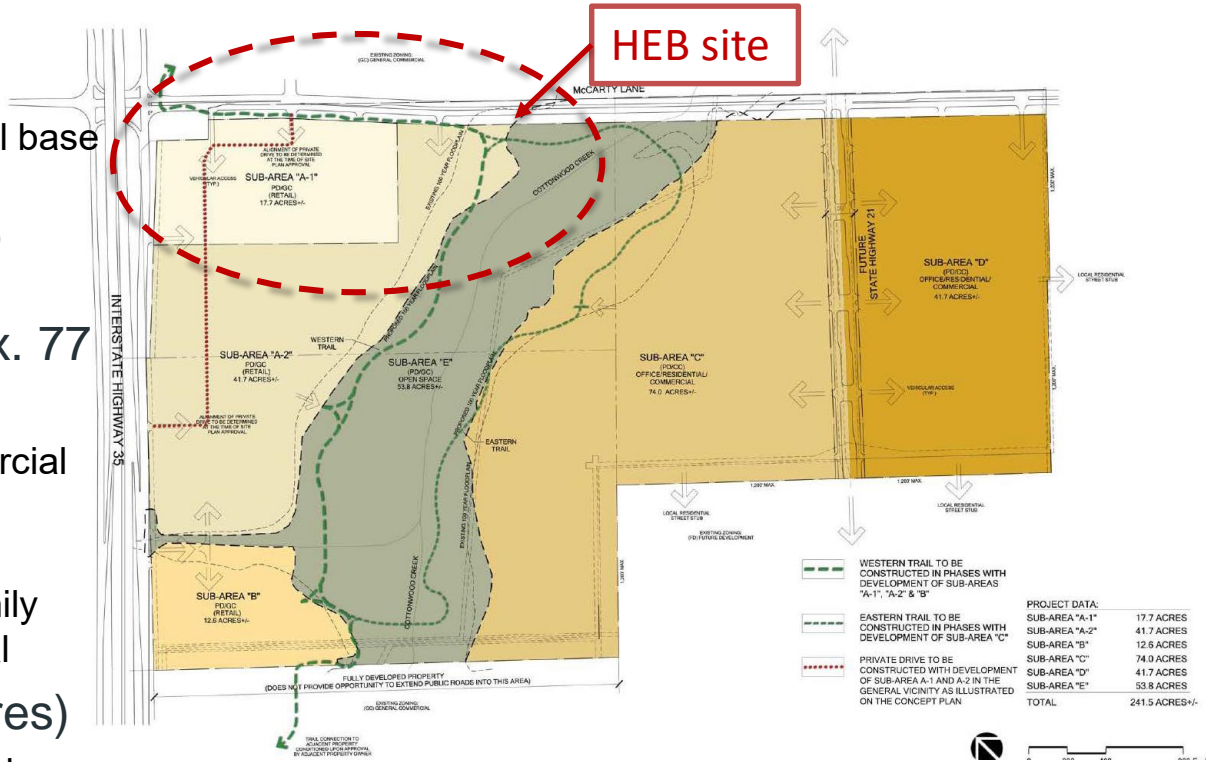
SAN MARCOS Planning and Development Services

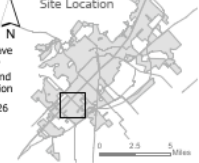
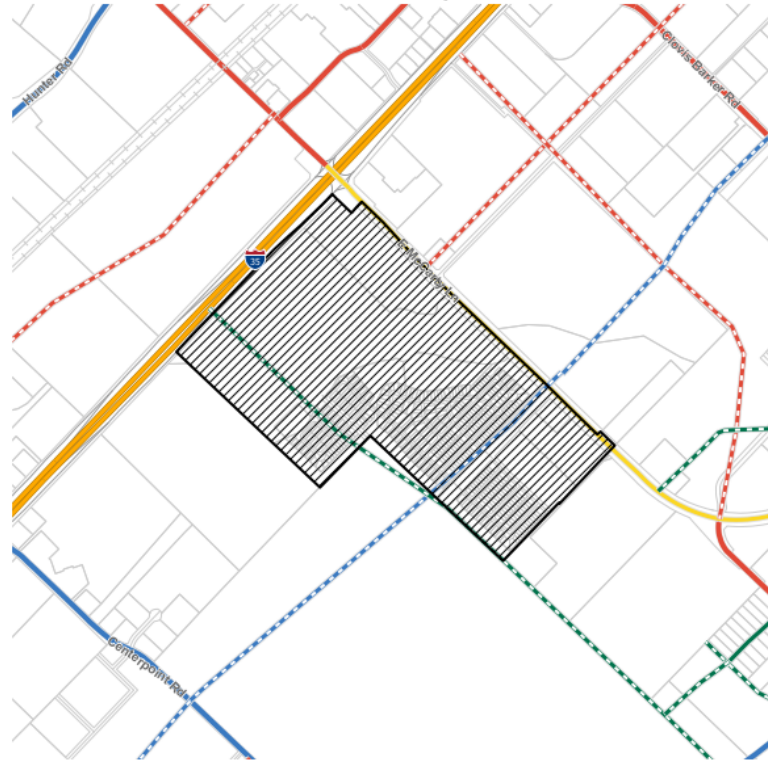


Concept Plan (no changes proposed)



- Sub-areas A and B (approx. 72 acres)
 - “GC” General Commercial base zoning
 - 17.1 acres (sub-area A-1) carved out for HEB
- Sub-areas C and D (approx. 77 acres)
 - “CC” Community Commercial base zoning
 - Mostly built out as a combination of single family and multifamily residential
- Sub-area E (approx. 54 acres)
 - “P” Public and Institutional Base zoning
 - Open space easement

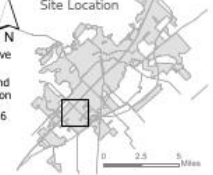
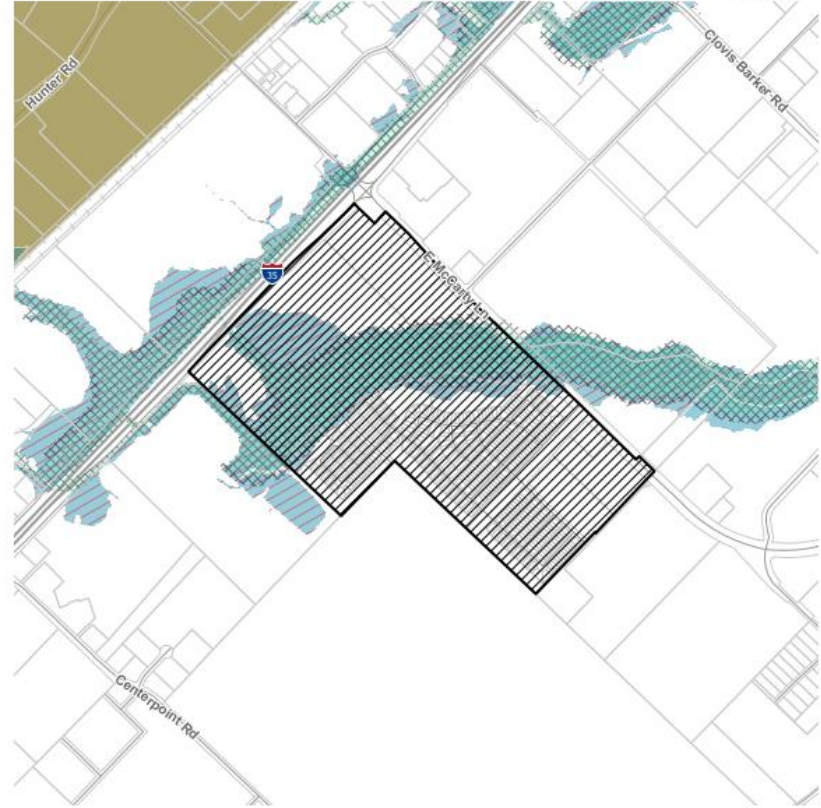




- Subject Property
- Enhanced, Ave
- Enhanced, Blvd
- Enhanced, HW
- Enhanced, Pkwy
- Enhanced, St
- Proposed, Ave
- Proposed, Blvd
- Proposed, Pkwy
- Proposed, St

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Date: 3/24/2026



- Subject Property
- 100 Year Floodplain
- Transition Zone
- Interstate
- Water Quality Zone
- Water Quality Zone Buffer
- Floodway
- Railroad
- Parcels
- Major
- Minor
- Frontage

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Proposed Changes

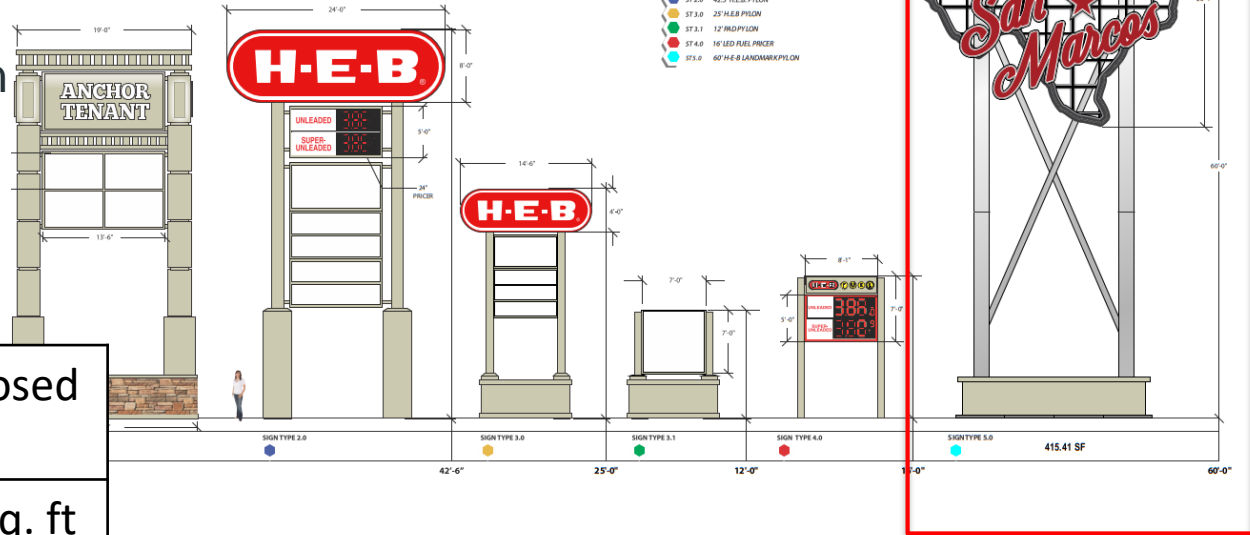
- Amend Exhibit D (Sign Plan) to allow 60' tall "landmark" sign within the HEB site.
- Current code restricts sign height along I-35 to 42 ½ feet along I-35 (Section 7.3.3.1) and 260 square feet sign face area.

San Marcos, Texas

McCarthy Commons

SIGNAGE TYPES

- ST.1.0 PRIMARY Pylon
- ST.1.1 ANCHOR / SUB-TENANT Pylon
- ST.2.0 42.5' H.E.B. Pylon
- ST.3.0 22' H.E.B. Pylon
- ST.3.1 12' H.E.B. Pylon
- ST.4.0 16' LED FUEL PRICER
- ST.5.0 60' H.E.B. LANDMARK Pylon



	Current Code	Proposed
Sign Face	260 sq. ft	415 sq. ft
Height	42.5'	60'

Proposed Sign Location



McCarty Commons / H.E.B. and Development Pylons / San Marcos, Texas

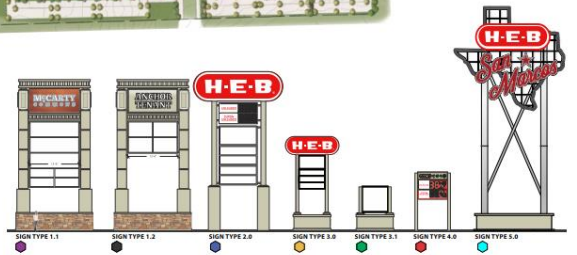
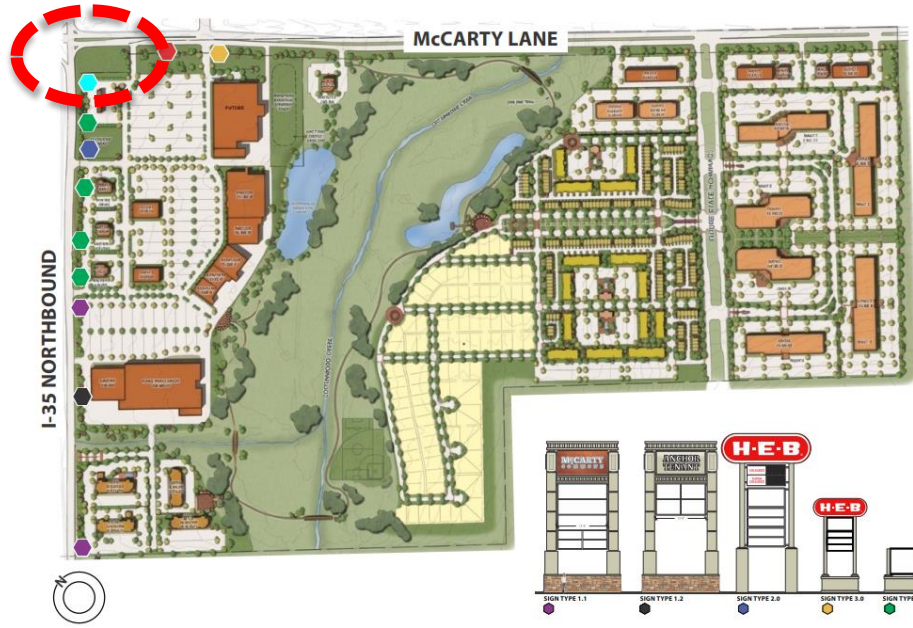
10 SITE PLAN
SCALE: NTS

McCarty Commons is a 253-acre, mixed-use parcel located on Interstate 35 in the southern portion of San Marcos, Texas. The property is located at the southeast corner of the intersection of Interstate 35 and McCarty Lane. The Tanger Outlet Mall and San Marcos Premium Outlets are located along Interstate 35 immediately to the south of the property. Immediately to the north of the property is the San Marcos Convention Center and the 283-room Embassy Suites Hotel.

McCarty Commons is located at the southwest corner of the intersection of Interstates 35 and McCarty Lane in San Marcos, Texas. The Tanger Outlet Mall and San Marcos Premium Outlets are located along I-35 immediately to the south of the property. Immediately to the north of the property across McCarty Lane is the 78,000 square foot, San Marcos Convention Center and an attached 283-room Embassy Suites Hotel. San Marcos High School is located off McCarty Lane approximately one half mile to the east of the project.

SIGNAGE TYPES

- ST. 1.0 PRIMARY PYLON
- ST. 1.1 ANCHOR / SUB-TENANT PYLON
- ST. 2.0 42.5' H.E.B. PYLON
- ST. 3.0 25' H.E.B. PYLON
- ST. 3.1 12' PAD PYLON
- ST. 4.0 16' LED FUEL PRICER
- ST5.0 60' H-E-B LANDMARK PYLON



- Originally proposed as fuel price signage location, however fuel station has moved to the south of the site.
- Per the applicant, the sign location and dimensions will improve the visibility from southbound I-35 traffic.



McCARTY COMMONS
1.35 @ McCARTY LANE
SAN MARCOS, TEXAS

Start Date: 1/21/2013
Last Revision: 1/30/13
Job#: R924975
Drawing #: 924975av2v1_lineup

Design:
BEN ANGLIN
Sahar
BOB STROBECK

Revision Hist.
1)
2)
3)



Existing Exhibits



McCarthy Commons / H.E.B. / Pylon and Fuel Signage / San Marcos, Texas

1.6 SITE PLAN
SCALE: 1/8" = 1'-0"

McCarthy Commons is a 200-acre, master-planned general residential subdivision in the northwestern portion of San Marcos, Texas. The property is located at the southeast corner of the intersection of Interstate 35 and McCarthy Lane. The Tranger Center Mall and the Mission Performance Center are located along Interstate 35 immediately to the south of the property. Immediately to the north of the property is the San Marcos Convention Center and the 2000-foot Bradley Baker Hotel.

McCarthy Commons is located at the southeast corner of the intersection of Interstate 35 and McCarthy Lane in San Marcos, Texas. McCarley Outdoor Mall and San Marcos Performance Center are located along I-35 immediately to the south of the property. Immediately to the north of the property are the Bradley Baker Hotel, the Performance Center, San Marcos Convention Center and an attached 2000-seat Bradley Baker Hotel. San Marcos High School is located off McCarthy Lane approximately one-half mile to the east of the project.

1.7 SIGNAGE TYPES

- 10' L.P. PRIMARY PYLON
- 10' L.P. ANCHOR-TENANT PYLON
- 12' A.P. 20' P.E.A. PYLON
- 12' A.P. 20' P.E.A. PYLON
- 12' A.P. 12' P.F.M. PYLON
- 12' A.P. 12' P.F.M. PYLON
- 12' A.P. 12' P.F.M. PYLON



McCarthy Commons / H.E.B. and Development Pylons / San Marcos, Texas



MCCARTHY COMMONS
2100 MCCARTHY LANE
SAN MARCOS, TEXAS

Sheet Date: 1/22/2013
Last Revised:
Author:
Drawing by: JTS/STW/SLK, jshelton

Designer:
REX HALLER
JAMES TREMBLE

Revision No.
01
02
03

MCCARTHY COMMONS
2100 MCCARTHY LANE
SAN MARCOS, TEXAS

Sheet Date: 1/22/2013
Last Revised: 1/22/13
Author: JTS/STW/SLK, jshelton
Drawing by: JTS/STW/SLK, jshelton

Designer:
REX HALLER
JAMES TREMBLE

Revision No.
1
2
3

Corten Steel Finish

REVISIONS

NO.	DATE	DESCRIPTION
1		
2		
3		



Recommendation

- Planning and Zoning Commission recommended **approval** of PDD-07-02(B) as presented with a 7-0 vote at their April 28, 2026 Meeting.
- Staff recommends **approval** of PDD-07-02 (B) as presented.



Surrounding sign heights provided for context

35.5' Tall Approx



33' Tall Approx



66.5' Tall Approx





Shake Shack - 35.5' Tall Approx

Outback - 36' Tall Approx



40' TALL APPROX



37.5' TALL APPROX



38' TALL APPROX.

