



Public Hearing

PDD-07-02 (B)

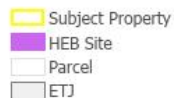
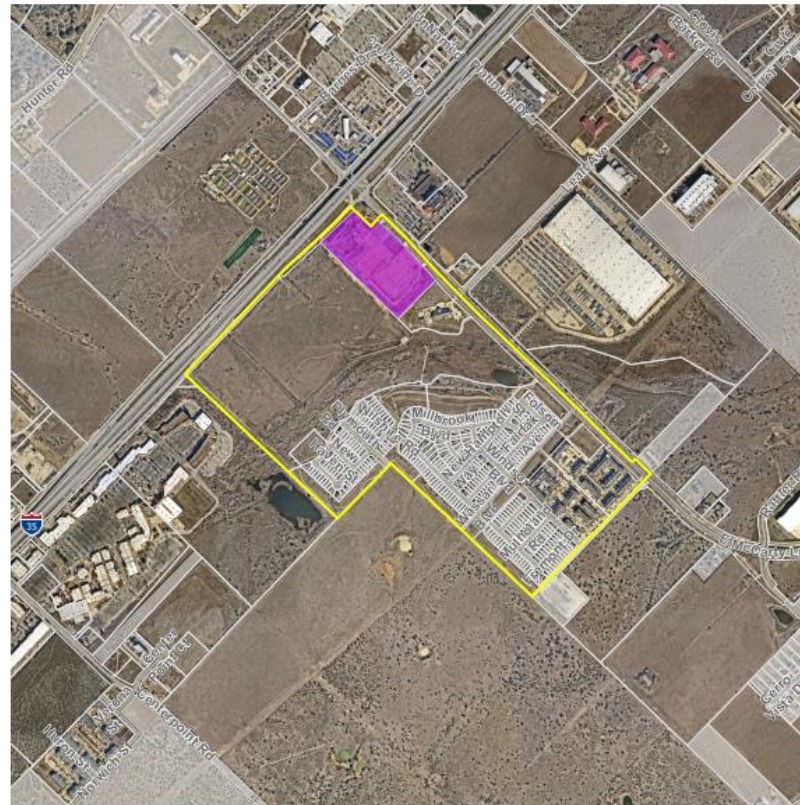
McCarty Commons PDD Amendment

Consider approval of Ordinance 2026-24, on the second of two readings, in Case No. PDD-07-02(B), modifying standards for signage within the McCarty Commons Planned Development District comprised of approximately 259.52 acres of land, generally located southeast of the intersection between Interstate Highway 35 and East McCarty Lane, including procedural provisions; and declaring an effective date.



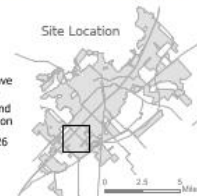
Property Information

- 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



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



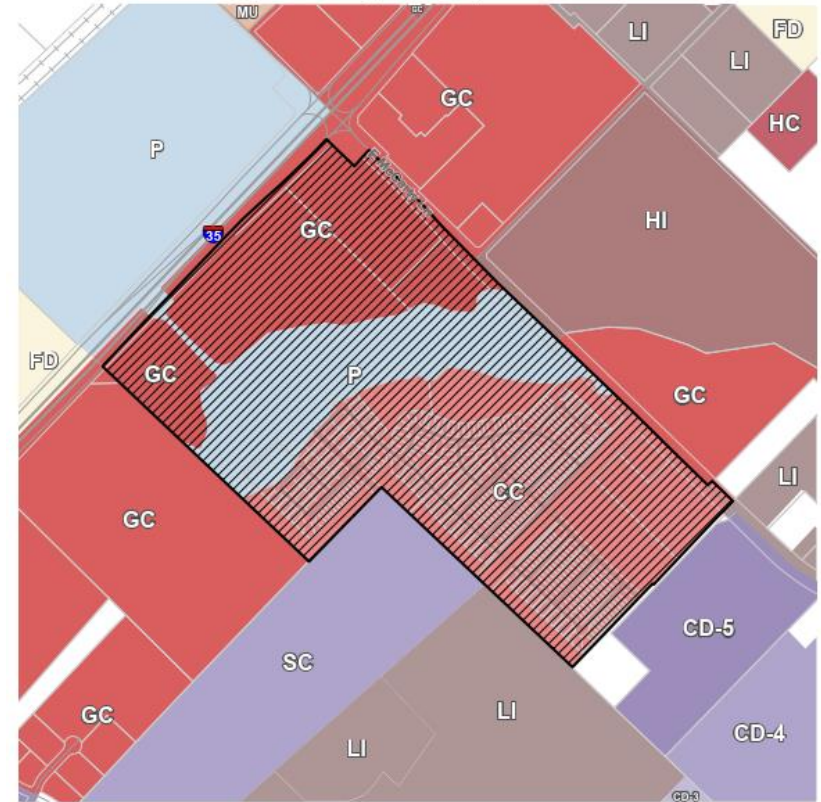
Context & History

- 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)

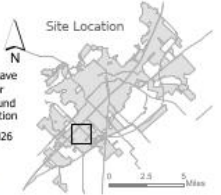
McCarthy Commons PDD Amendment
I-35/ E McCarty Lane

Zoning



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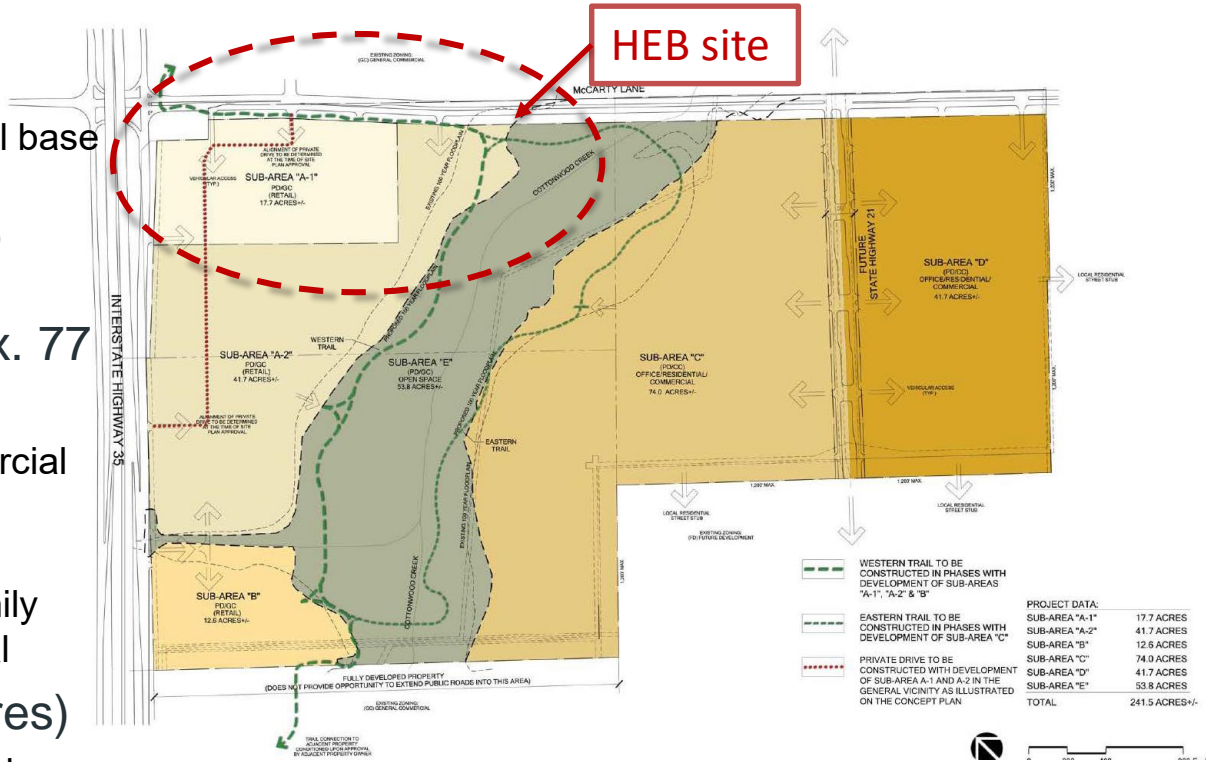
SAN MARCOS Planning and Development Services

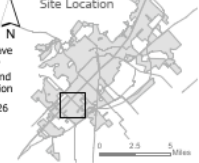
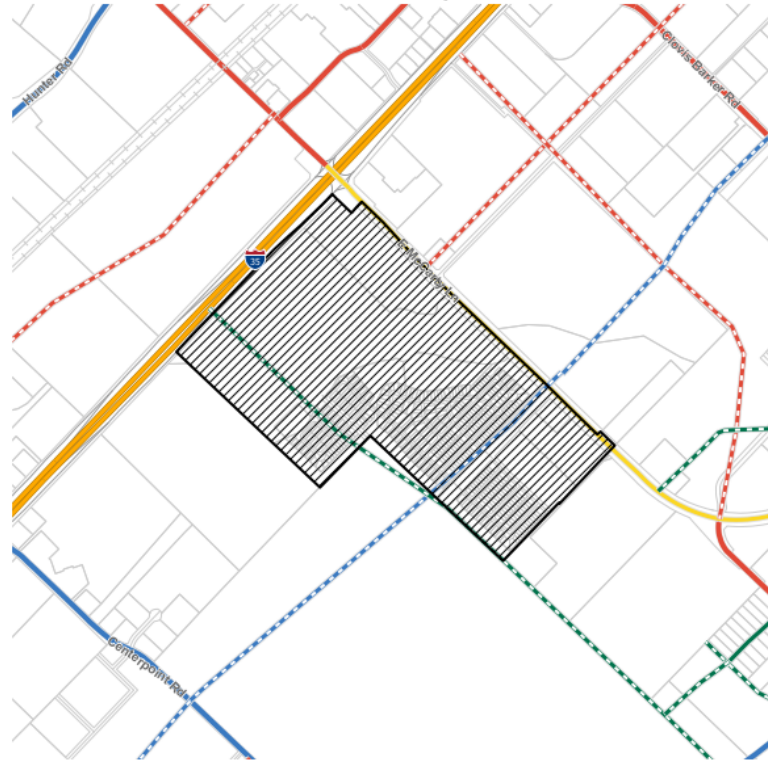


Concept Plan (no changes proposed)



- 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

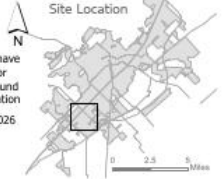
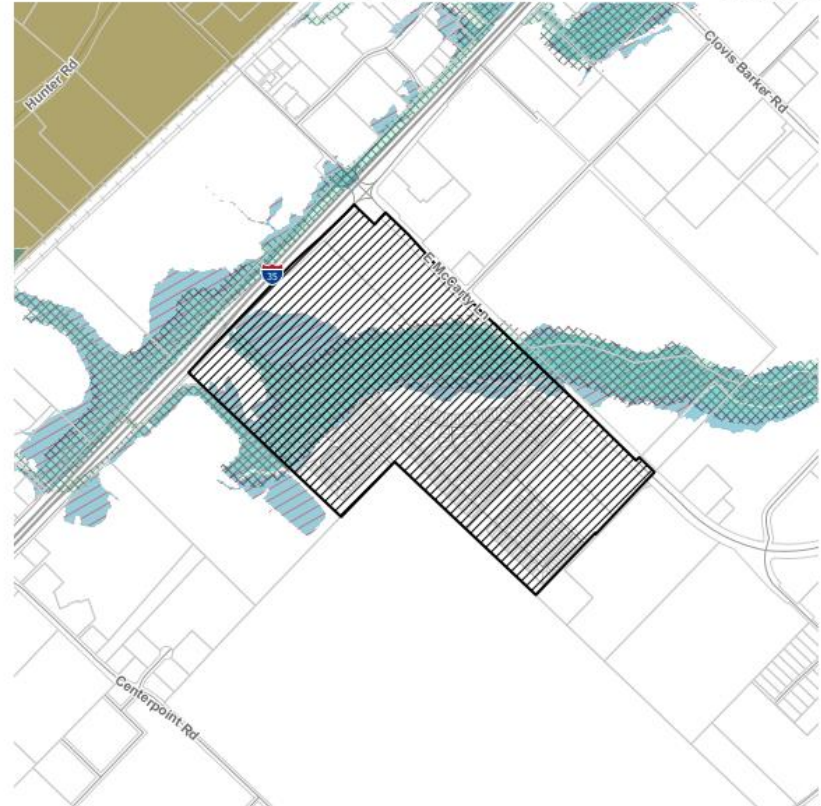




- Subject Property
- Enhanced, Ave
- Enhanced, Blvd
- Enhanced, HW
- Enhanced, Pkwy
- Enhanced, St
- Proposed, Ave
- Proposed, Blvd
- Proposed, Pkwy
- Proposed, St

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Date: 3/24/2026



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

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Proposed Changes

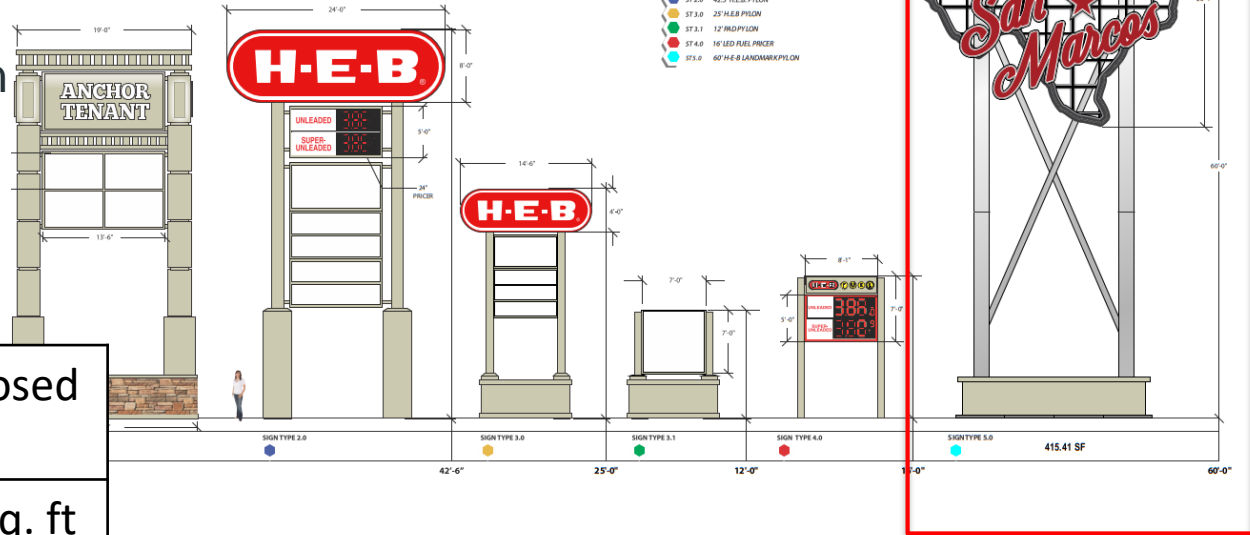
- Amend Exhibit D (Sign Plan) to allow 60' tall "landmark" sign within the HEB site.
- Current code restricts sign height along I-35 to 42 ½ feet along I-35 (Section 7.3.3.1) and 260 square feet sign face area.

San Marcos, Texas

McGARRY 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' Pylon
- ST 4.0 14' 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

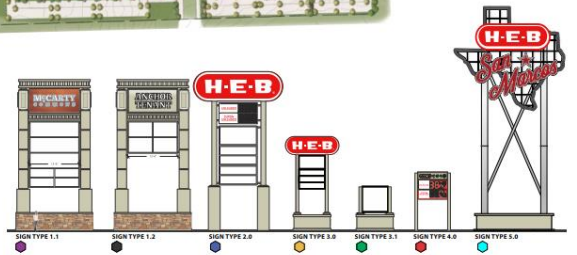
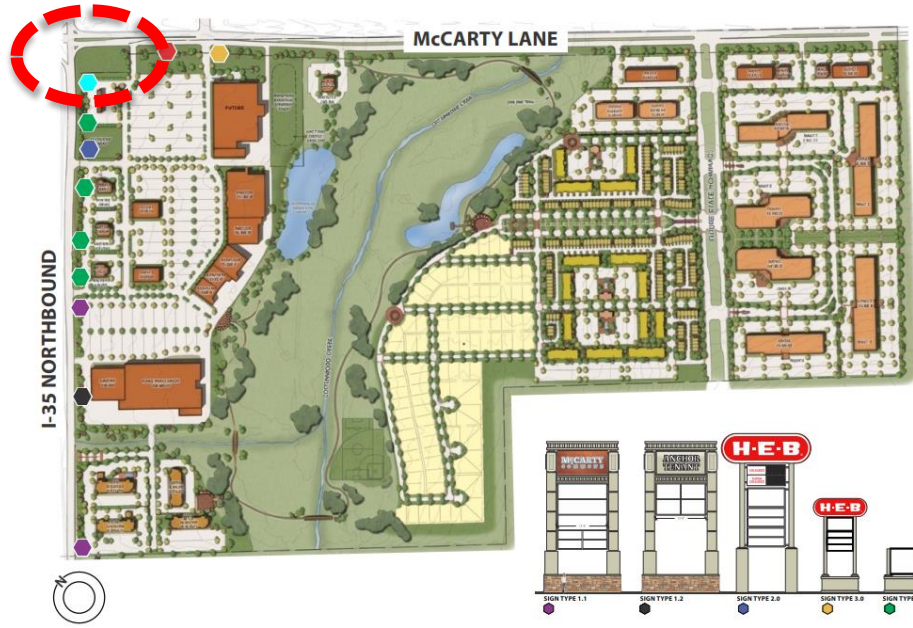
10 SITE PLAN
SCALE: NTS

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, mixed-use project located on Interstate 35 in the northwestern portion of San Marcos, Texas. The property is situated at the southeast corner of the intersection of Interstate 35 and McCarthy Lane. The Target Center Mall and the Mission Performance Center are located along Interstate 35 immediately to the south of the property. Immediately to the south of the property is the San Marcos Convention Center and the 2000-foot Redbury Suite 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 south of the property are the Target Center Mall, the Mission Performance Center, Convention Center and an attached 2000-room Redbury Suite 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 TOWER TENANT PYLON
- 12' A.P. 20' P.E.A. PYLON
- 12' A.P. 20' P.E.A. PYLON
- 12' A.P. 12' P.F.A.P. PYLON
- 12' A.P. 12' P.F.A.P. PYLON
- 12' A.P. 12' P.F.A.P. PYLON



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



PROJECT INFORMATION	CLIENT	DATE	DESIGNER	PROJECT NO.
MCCARTHY COMMONS 2100 MCCARTHY LANE SAN MARCOS, TEXAS	THE CITY OF SAN MARCOS	April 2024	URS BURNS & MCDONNELL	24-001

CLIENT	DESIGNER	DATE	PROJECT NO.
THE CITY OF SAN MARCOS	URS BURNS & MCDONNELL	April 2024	24-001



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.

