
From: Pantalion, Joe
Sent: Tuesday, June 28, 2022 1:47 PM
Subject: FW: Information about the Proposed Film Studio

Hello,

Thank you for contacting us about the Film Studio Incentive. I understand and share your concern in regards to protection of the Edwards Aquifer and the need to carefully evaluate proposed developments in this region. Let me start off with some key facts:

- The City does not own the land in question. It is private property.
- Due to State property right laws, the City cannot prohibit development of private land.
- This land was entitled for development several years ago, development standards are already in place, and Council's vote only addressed an incentive for this particular studio company. In other words, a film studio company or other business can already develop at this location under the standards contained in the 2013 La Cima development agreement.
- Saying "NO" to the film studio does not stop development at this site – it simply means a commercial project will be built.
- San Marcos impervious cover limits are among the most restrictive across the entire Edwards Aquifer region.
- The La Cima agreement covers a large land area that is restricted to an average of 19% impervious cover overall across its different properties, which is less than the 20% allowed by City Code over the recharge zone. That is why there are over 2,000 acres of open space and habitat preserves set aside as part of the La Cima master plan.

In essence, the incentive is about a choice of what type of development is built at this location. This choice must consider the building standards already in place (2013 agreement) and what is proposed as part of the film studio.

Environmental Benefits of Proposed Project

	2013 Agreement	Proposed
Zoning	Community Commercial	Film Studio
Impervious Cover Site	80%	✓ < 48%
Building Setbacks from ROW	10 ft.	✓ 100 ft.
Height Restrictions	None	✓ Yes
Water Quality Treatment (TSS Removal)	Older Code 85%	Current Code ✓ 89%
Minimum Landscaped Area	10%	✓ 15%

- Water quality controls: traditional best management practices and/or approved low-impact development (LID) practices – detention ponds, grassed lines swales, rain gardens, bioswales, biofiltration ponds, and native drought tolerant plants
- Film Studio height restrictions: 40ft / 65ft / 90ft / 110 ft

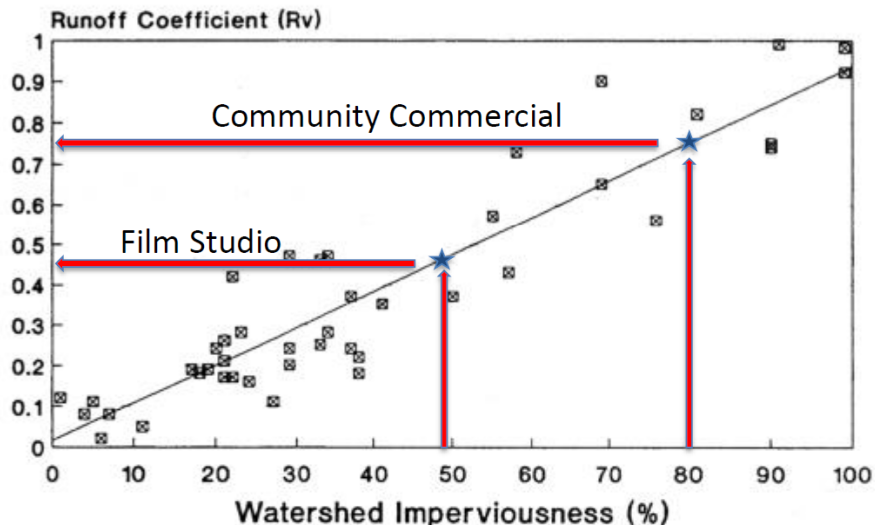
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Film Studio will have less runoff impact

Lower % impervious cover means:

- less runoff
- less pollutant loading
- more infiltration
- more recharge



So why provide an incentive for a film studio company?

It is important to understand the development agreement that was first approved in 2013 (with several amendments over the years). Under the agreement, the proposed studio location was previously approved for Community Commercial zoning with an impervious cover (rooftops/pavement) limit of 80%. Community commercial zoning is intended for larger general retail establishments and service facilities (think of the large groups of big box stores you see

along a major highway). The current studio project is proposing to build at less than 48% impervious cover. The developer will be required to develop a Water Pollution Abatement Plan to address stormwater quality and impacts to the aquifer. They will also be required to construct water quality and flood detention controls, protect trees and provide native landscaping as part of the development. The project will also provide for 100-foot building buffers from W. Centerpoint Road and Ranch Road 12 – when they are only required to provide a 10-foot buffer. It should also be noted again that, as part of the overall development, La Cima has preserved large areas of land for natural areas and parks.

In short, while the studio project will have a significant economic benefit for the citizens of San Marcos, it is also a better environmental alternative than the development that was approved in 2013 for this location.

I sincerely appreciate your concern for our environment – our trees, rivers, creeks, lakes, aquifers and all of the species that call our hill country home. It is a precious resource that we strive to protect every day.

Sincerely, Joe



Joe Pantalion, PE

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