

CITY OF SAN MARCOS

# Small Area Plan PROGRAM DESCRIPTION AND APPLICATION

**IMPLEMENTS THE  
COMPREHENSIVE PLAN**

**NEIGHBORHOOD  
DRIVEN**

**SERVES CITIZENS WITH  
VARYING NEEDS**



We envision San Marcos as a community with balanced and diverse land uses that expand our lifestyle choices while protecting and enriching our historical, cultural and natural resources.

- Vision San Marcos

## PROGRAM BENEFITS

Strengthen Neighborhoods and Plan for Growth By:

- Preserving Neighborhood Character
- Shaping New Development
- Improving Access to Services and Amenities
- Addressing Nuisances
- Implementing better design and beautiful places

## PROJECT TIMELINE

- Sept - Oct: Gather Input on Program Design
- November: City Council Work Session
- February: City Council Work Session
- March: Small Area Plan Applications Available
- May: Select First Small Area Plans



# VISION SAN MARCOS COMPREHENSIVE PLAN

## PREFERRED SCENARIO MAP

### PLANNING FOR NEIGHBORHOODS

#### A COMPREHENSIVE GROWTH STRATEGY

Vision San Marcos, the City's Comprehensive Plan, directs the majority of growth and all high density development to Intensity Zones identified on the Preferred Scenario Map. Intensity Zone neighborhoods are mixed use places where people can meet their daily needs within a short walk, bike, transit trip or drive.

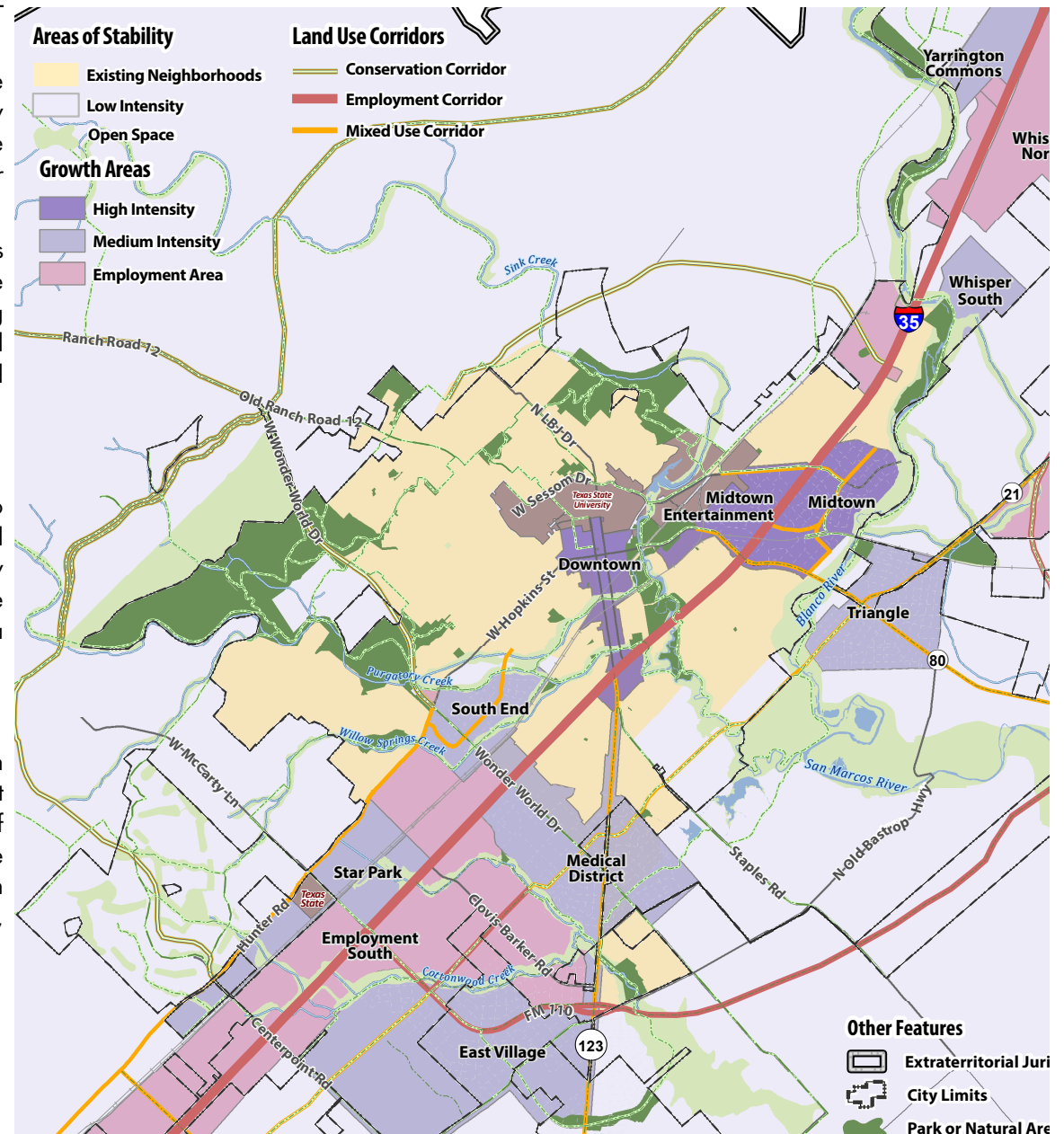
The Comprehensive Plan identifies Existing Neighborhoods as Areas of Stability on the Preferred Scenario Map. These neighborhoods are intended to generally maintain their existing character. This does not mean that these areas should not or will not change. It means that changes should be carefully planned and implemented so that the character of the area remains.

#### WHAT IS THE SMALL AREA PLAN PROGRAM?

The Small Area Plan program offers an opportunity for residents to take a proactive role in planning for their neighborhood. Small area plans gather resident's ideas about how to improve the quality of life in their neighborhoods and outline specific ways to apply the goals of Vision San Marcos at the neighborhood scale. Small Area Plans are a tool to implement Neighborhood Character Studies.

#### WHO CAN APPLY FOR A SMALL AREA PLAN?

Residents or community groups can work with staff to complete an application for a Small Area Plan. Commitment to the process must be demonstrated including participation from a variety of stakeholders and a minimum of 20% of properties within the proposed boundary. Participation in the Small Area Plan Program is voluntary and, although city-wide goals must be considered, outcomes are tailor-made to the neighborhoods.





# LOCATIONS FOR SMALL AREA PLANS



Neighborhoods located adjacent to high intensity zones like downtown or midtown, major thoroughfares like SH 123, or Texas State University



Neighborhoods lacking access to sidewalks, trees, parks, safe housing, or neighborhood services.



Areas that are growing or changing rapidly due to increased development pressure.



Areas located along current or planned streets or within nodes that contain a mixture of uses.

## APPLYING FOR A SMALL AREA PLAN

### SMALL AREA PLAN VISION STATEMENT

The San Marcos Small Area Plan Program will empower and assist residents in planning for growth while maintaining safe and stable neighborhoods by offering planning funds, technical support, and priority for implementation to neighborhoods interested in fulfilling City-wide goals for housing and transportation.

### REQUIREMENTS AND ELIGIBILITY

#### SMALL AREA PLAN VISION

- Proposed Small Area Plans must clearly articulate the goals and vision of the proposal and how these goals relate to the City's Comprehensive Plan and other program goals.

#### RESIDENT COMMITMENT

- Proposed Small Area Plans must identify stakeholders and demonstrate how coordination among the stakeholders will be achieved including participation from at least 20% of properties within the Small Area Plan boundary.

#### SMALL AREA PLAN LOCATION / BOUNDARY

Small Area Plans should be located in one of the following areas:

- Areas located adjacent to a high intensity zone on the City's Preferred Scenario Map.
- Areas lacking in access to basic amenities like sidewalks, parks and neighborhood services.
- Areas that are growing or changing rapidly and experiencing an increase in property values that may lead to displacement.
- Areas that contain a current or proposed transportation corridor.
- Areas of roughly one quarter square miles or within a 5-minute walk.



## PROGRAM GOALS

### FULFILLING SMALL AREA PLAN PROGRAM GOALS

Successful applicants for the Small Area Plan Program will need to clearly describe how the project will address and advance the Small Area Plan Program goals. These goals are a result of the Small Area Plan survey open from September - October 2018.

#### HOUSING AFFORDABILITY

- Diverse housing types to meet a variety of needs.
- Preservation of existing affordability.
- Increase supply of compatible housing.
- Advance and create local programs.

#### SHAPING DEVELOPMENT

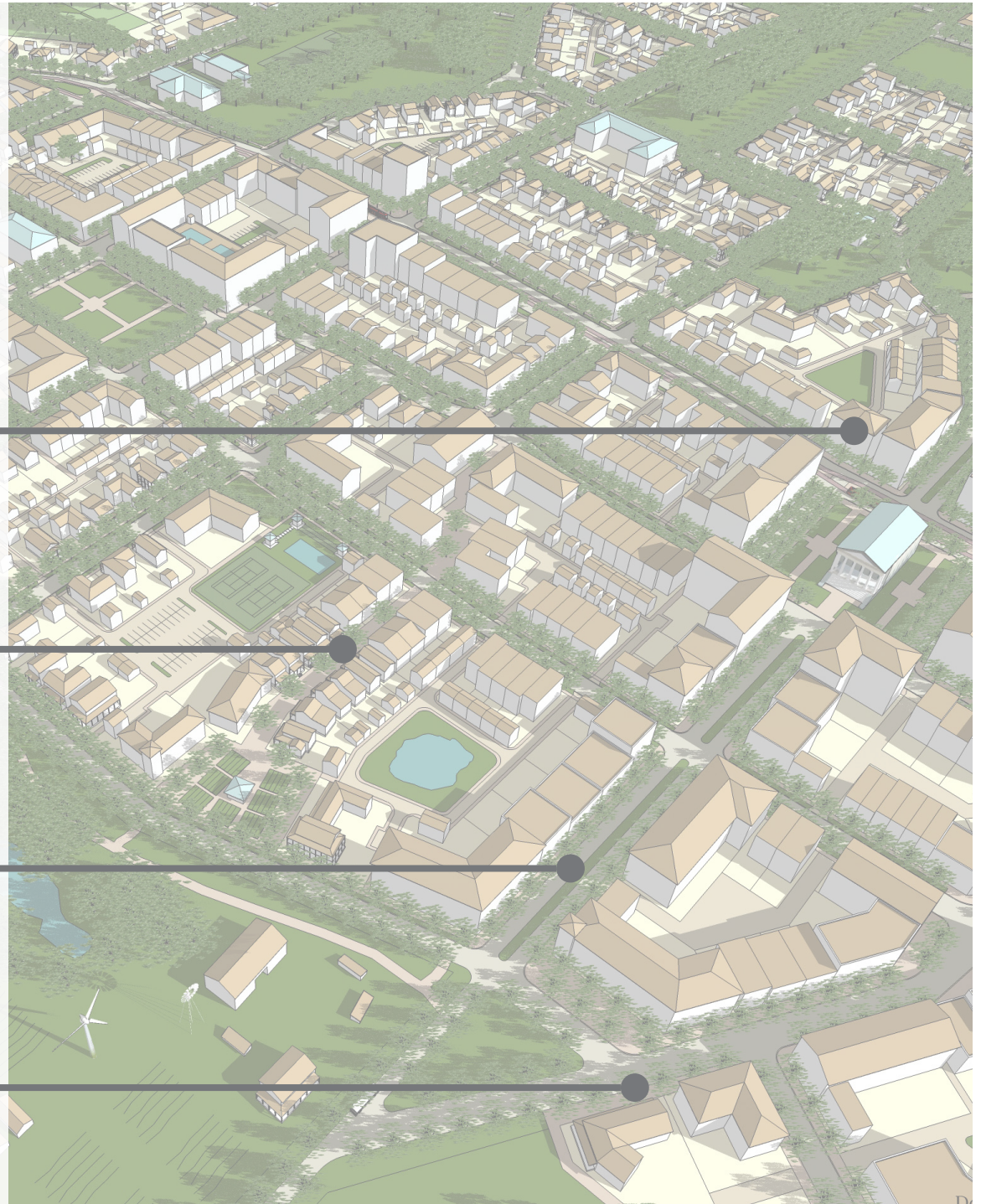
- Strengthen historic and character defining elements.
- Recommended new zoning districts.
- Compatibility in new development.
- Identification and design of important development sites.

#### TRANSPORTATION AND ACCESS

- Access to reliable transit.
- Connections to adjacent centers.
- Multi-modal options.
- Better street design.

#### BEAUTIFICATION

- Address nuisance behavior.
- Advance local arts and beautification projects.







## SMALL AREA PLAN PRIORITIZATION

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In the event that multiple eligible projects are received in excess of available funding, plans will be prioritized for funding according to the following factors:

### **POTENTIAL IMPACT OF PROJECT (20%)**

The potential impact of the study will be measured by the project vision statement and project location.

### **ABILITY TO IMPLEMENT (20%)**

The ability to implement the project will be measured by the level of commitment demonstrated by residents and the diversity of the stakeholders willing to participate in the plan.

### **FULFILLING PROGRAM GOALS (60%)**

The ability of the plan to meet the Small Area Plan Program goals will be evaluated using the following methodology:

**HOUSING AFFORDABILITY (20%)**

**SHAPING DEVELOPMENT (20%)**

**TRANSPORTATION AND ACCESS (10%)**

**BEAUTIFICATION (10%)**



# SMALL AREA PLAN OUTCOMES

## DESCRIPTION OF METHODOLOGY AND PROCESS

### ANALYSIS OF THE PLANS MAJOR OUTCOMES

In addition to addressing the major program goals the plan should:

- Demonstrate alignment with the City's workforce housing policy including the number of units the plan will preserve and the number of potential units the plan will facilitate for residents of multiple age groups and economic levels.
- Demonstrate the potential for catalytic development or re-development sites to achieve plan goals.
- Demonstrate how the plan will facilitate a range of transportation modes.
- Demonstrate how the project will strengthen community identity in the project area through use of compatible quality architectural and landscape design and preservation of significant historic structures and / or natural features.
- Demonstrate the continuity of the project area's street and greenway network and connectivity to other centers as well as the impact on pedestrian/bicyclist safety.

### MAPS AND SUPPORTING GRAPHICS

Including but not limited to existing and future land uses, existing and proposed transportation facilities, street design and pedestrian improvement cross-sections, and parking plans.

### IMPLEMENTATION PLAN TO INCLUDE

- A description of transportation infrastructure investments
- A description of how to leverage public and private investments and any potential implementation partners.
- Identification of any policy changes or changes in codes/ordinances needed.
- Regulating plan
- Prioritized action plan

