

City Council Visioning Session

Friday, January 10, 2020

Saturday, January 11, 2020

Setting the Stage

Day 1

- ❖ **Status of Comprehensive Plan Goals**
- ❖ **Update on Key Strategic Priorities**
- ❖ **Determine Key Strategic Priorities for 2020 and Beyond**
- ❖ **City Logos**

Setting the Stage

Day 2

- ❖ Review and Finalize Key Strategic Priorities
- ❖ Evaluate Council Committees
- ❖ City Logos (if necessary)
- ❖ Wrap-Up and Next Steps

Status of Comprehensive Plan Goals

Planning and Development Services

Vision Meeting - Friday, January 10, 2020

sanmarcostx.gov

ECONOMIC DEVELOPMENT

- Goal 1: Abundant opportunities created by the ingenuity and intellectual capital of University, Business, Civic and Cultural Leaders.
- Goal 2: Workforce and Education excellence.
- Goal 3: Emerging markets and industry relationships that generate quality entrepreneurial and employment opportunities.
- Goal 4: An enhanced and diverse local economic environment that is prosperous, efficient and provides improved opportunities to residents.
- Goal 5: Fiscally responsible incentives for economic development.
- Goal 6: Promote and support the maximum potential of the San Marcos Municipal Airport.
- Goal 7: Sports tourism, eco-tourism, retail tourism and the community’s 13,000 year heritage as an economic generator.

Notable Projects:

GSMP Vision 2020 Plan	Economic Development Policy
BIG Grant	Airport Plans and Infrastructure Improvements
Evaluation of City Owned Property	Impediments to Fair Housing Plan
Code SMTX	Transportation Master Plan
Youth Master Plan	Negotiated Chapter 380 Incentive Agreements

ENVIRONMENT AND RESOURCE PROTECTION

- Goal 1: Public and private sectors working together to protect water quality and facilitating appropriate development in the San Marcos and Blanco rivers watersheds, and over the Edwards Aquafer using measurable and scientific methods.
- Goal 2: Natural resources necessary to our community's health, well-being, and prosperity secured for future development.
- Goal 3: Proactive policies that enforce recycling and resource and energy efficiency.
- Goal 4: A population prepared for and resilient to man-made and natural disasters.

Notable Projects:

Stormwater Technical Manual

Warn Central Texas

Conservation tiers in Utility Rate structure

Inspection program for existing detention ponds

Watershed Protection Planning Efforts and MS4 Program

Additional Environmental Staff (Arborist, Environmental Inspections Manager)

SECO Loans

Code SMTX

Floodplain Ordinance Updates

Disaster Recovery Grant Implementation

LAND USE

- Goal 1: Direct growth, compatible with surrounding uses.
- Goal 2: High-density mixed-use development and infrastructure in the activity nodes and intensity zones, including the Downtown area supporting walkability and integrated transit corridors.
- Goal 3: Set appropriate density and impervious cover limitations in the environmentally sensitive areas to avoid adverse impacts on the water supply.

Notable Projects:

Code SMTX

Annexation and ETJ Management Plan

Strategic Transit Plan

Complete Streets Policy

Land Use Suitability Map

Development Code Annual Update

Affordable Housing Policy

TxDOT Roadway negotiations

Stormwater Technical Manual

Transportation Master Plan

NEIGHBORHOODS AND HOUSING

- Goal 1: Neighborhoods that are protected and enhanced in order to maintain a high quality of life and stable property values.
- Goal 2: Housing opportunities for students of Texas State University in appropriate areas and create and implement a plan to accomplish this vision.
- Goal 3: Diversified housing options to serve citizens with varying needs and interest.
- Goal 4: Well-maintained, stable neighborhoods protected from blight or the encroachment of incompatible land uses.

Notable Projects:

Code SMTX

Annexation and ETJ Management Plan

Land Use Suitability Map

Workforce Housing Committee

Strategic Transit Plan

Housing Needs Assessment

Historic Resources Survey

Nuisance Abatement Program

Affordable Housing Policy

Transportation Master Plan

Workforce Housing Task Force

Texas State Mater Plan

Strategic Housing Action Plan

PARKS AND PUBLIC FACILITIES

- Goal 1: Well-maintained public facilities that meet the needs of our community.
- Goal 2: A differentiated collection of connected and easily navigated parks and public spaces.
- Goal 3: A vibrant central arts district and robust arts and cultural educational opportunities for everyone.
- Goal 4: Funding and staffing to ensure quality public safety and community services.
- Goal 5: Effective social services delivered to those who can most benefit from them.

Notable Projects:

Facilities Master Plan

Code SMTX

5 year sidewalk Maintenance and Gap Program

Social Services Needs Assessment Study

Vehicular Way Finding

Parks and Open Space Master Plan

Waste Water Master Plan

Transportation Master Plan

Sidewalk Inventory

Strategic Transit Plan

Governor's Achievement Award Projects

Bond Election for public safety and library

Water Master Plan

TRANSPORTATION

- Goal 1: A safe, well-connected transportation system implemented in an environmentally sensitive manner.
- Goal 2: A multi-model transportation network to improve accessibility and mobility, minimize congestion and reduce pollution.

Notable Projects:

Transportation Master Plan

Code SMTX

5 year sidewalk Maintenance and Gap Program

Strategic Transit Plan

Campo 2040 Plan

Bus Stop Installations

CAMPO Platinum Planning

City Manager Update

❖ Update on Key Strategic Priorities

- Workforce Housing
- Multi-Modal Transportation
- City Facilities
- Workforce Development
- Downtown Vitality

Workforce Housing

Update, consolidate and communicate housing policies and action plans.

- ✓ Updated Low Income Housing Tax Credits policy - recommendation from Workforce Housing Committee
- ✓ Added new LIHTC webpage with map of all projects
- ✓ Strategic Housing Action Plan approved by Workforce Housing Task Force and Planning Commission

Develop dedicated housing and revenue sources that meet goals.

- ✓ Completed construction on permanently affordable homes targeted to flood victims on City-owned lots
- ✓ Instituted Homebuyer Loan Program for employees of SMCISD (8 loans granted)
- ✓ Created land bank and community land trust
- ✓ Developed marketing campaign for Homebuyer Program

Implement land use and zoning regulations that support diverse, mixed income communities in all areas of the City.

- ✓ Identified potential code amendments during the annual code update process (in progress)

Workforce Housing

Key next steps:

- **Issue an RFP for mixed income development on City-owned properties**
- **Adoption of the Workforce Housing Task Force Strategic Housing Action Plan**
- **Complete construction on seven additional homes on City-owned lots**
- **Potential code amendments identified through the annual code update process**

Multi-Modal Transportation

City becomes the Direct Recipient for federal and state transit funding allocated to San Marcos urbanized area.

- ✓ FTA concurred with TxDOT - City officially designated the Direct Recipient effective October 1, 2019

City reviews the benefits and challenges of creating an integrated, seamless transit partnership between the City and Texas State University.

- ✓ Completed Transit Plan Study Phase II
- ✓ Coordinated with TxDOT on Downtown bike paths
- ✓ Developing scope with TxDOT and University for Five Year Strategic Master Plan for Transit Service (in progress)

City continues other multi-modal initiatives.

- ✓ Appointed Parking Advisory Board in April
- ✓ Approved second year extension to VeoRide contract
- ✓ Completed construction of Downtown Mobility Hub
- ✓ Updated 5-year Sidewalk Maintenance and Gap Infill program prioritizing needed connections

Multi-Modal Transportation

Key next steps:

- **Continue to meet/coordinate with CARTS on transfer of roles and responsibilities**
- **Implement Transit Plan Study Phase II**
- **Improve Bicycle Friendly Community rating**

City Facilities

Explore short-term alternatives for staff expansion within City Hall Complex.

✓ Placed portable building in June 2019 – utilized by Neighborhood Enhancement

Review all possible alternative delivery methods for new facility construction.

✓ Continued working with Jacobs Engineering to oversee project management

Develop a 5-year Fiscal Strategic Plan for implementation of Bond Projects.

✓ Approved Library remodel and expansion – construction underway
 ✓ Approved Fire Station #2 construction contract – groundbreaking scheduled January 17
 ✓ Amended Fire Training Field contract to design phase 1

Develop Public Services, Community Services and City Hall Project Design and Scope.

✓ Approved contract for pre-development design and engineering services relating to the new Public Services Complex

Explore alternatives for future land purchases for facilities.

✓ Continue to monitor options for land during development agreement negotiations

City Facilities

Key next steps:

- **Continue implementing bond projects**
- **Continue development of Public and Community Service Maintenance Facility**
- **Determine next steps for new City Hall**

Workforce Development

Leverage and Partner with the Community.

- ✓ Created Task Force with numerous community entities
- ✓ Partnered with Texas Workforce Solutions to provide a job fair in October

Facilitate opportunities for Training and Programming.

- ✓ Worked with non-profits and social services to develop a service guide
- ✓ Added a Job and Career Center at the Library
- ✓ Enhanced content on the library website referencing training available within 30 miles of San Marcos

Workforce Development

Key next steps:

- **Identify potential items to include in economic development agreements, i.e. educational initiatives**
- **Continue coordinating with businesses, Chamber of Commerce, GSMP, SMCISD, Texas State University, Texas Workforce and other stakeholders to identify challenges and unmet community needs**
- **Evaluate GSMP contract to include deliverables of training and programming opportunities**

Downtown Vitality

Support diversified business activity.

- ✓ Included Downtown Master Plan in scope of 2020 Comprehensive Plan update
- ✓ Main Street program visioning and priority projects discussed by Main Street Advisory Board in November

Take measures to improve downtown quality of place.

- ✓ Approved preliminary engineering and field services contract for Reconstruction of Kissing Alley
- ✓ Completed cost analysis of converting electric overhead lines to underground
- ✓ Implemented Downtown Pattern Guidelines for consistency of light fixtures, seating areas, etc.

Accessibility to and within the downtown.

- ✓ Awarded contract for the San Marcos River Bike and Pedestrian Trail Project
- ✓ Convened Parking Advisory Board to consider bylaws and work plan
- ✓ Updating numerous trails

Downtown Vitality

Key next steps:

- **Begin a revised Downtown Master Plan**
- **Review permitting and conditional uses in Downtown**
- **Define goals and objectives of Main Street Program**

Additional accomplishments

- ✓ *Parks and Open Space Master Plan – Revised March 2019*
- ✓ *Historic District and Resources Survey – Summer 2019*
- ✓ *Animal Shelter Implementation Plan – June 2019*
- ✓ *Housing Needs Assessment*
- ✓ *Housing Action Plan – approved by Planning and Zoning Commission, pending Council adoption*
- ✓ *Airport Master Plan Update – nearing completion*
- ✓ *Cyber Security Plan*
- ✓ *Climate Action Plan update*

Policy Code amendments

- ✓ *City Events Sponsorships and Donation Policy implementation*
- ✓ *Social Services and Youth Initiatives Policy*

Determine Key Strategic Priorities for 2020 and Beyond

City Logos



Review and Finalize Key Strategic Priorities for 2020 and Beyond

Council committees

- *Workforce Housing Committee (previously Affordable Housing)*
- *Student Housing Committee*
- *Finance & Audit Committee*
- *Joint Partnership Committee of City Council, Hays County Commissioners, SMCISD Board of Trustees*
- *Multimodal Transit Committee (previously Transit Committee)*
- *Rental Registration Council Committee*
- *Legislative Committee*
- *LaCima Committee*
- *Lindsey Hill Committee*
- *Sustainability Council Committee*
- *Criminal Justice Committee*
- *Conditional Use Permit (CUP) Committee*
- *Cresta Verde*
- *Sylvan 75*

Wrap-up and next steps