



## CITY COUNCIL WORK SESSION #1

To: City of San Marcos City Council Members

We look forward to commencing our work with you on this important Comprehensive Plan and Area Planning effort for the San Marcos community. In advance of the first of three Work Sessions with the City Council that we will facilitate over the course of this process, we would like to provide you with a bit of background information to stimulate some thinking in advance, and to try to make our time with you all as efficient as possible. For future Work Sessions, you can expect to have more detailed materials to review in advance, but given the early state of this process, the background materials for this first Work Session will be light.

For this first Work Session, we will be including the following topics in the agenda:

- Welcome / Project Team Intros
- Public Participation / Vision & Goals Framework
  - *Draft of a condensed Public Participation Plan for the project attached, for your reference*
- Role and Scope of the Comprehensive Plan & Area Plans
- Area Plan Type & Location Identification
- Project Branding / Next Steps

In order to make the most of our time at the meeting, we ask that you please be prepared to answer the following questions:

1. **What are your two top priorities for the San Marcos community over the next 20-30 years?**
  - As we work to establish the Vision and Goals for this effort, we would ask that you revisit the Visions, Goals and Objectives from the 2013 Comprehensive Plan (<https://user-3vpeqil.cld.bz/Vision-San-Marcos-Comprehensive-Plan/32/>), as we will explore using those as a jumping off point to establish this effort's Vision.
  - We would encourage you to be bold and aspirational in articulating these priorities, as they will help set the trajectory for the how this Comprehensive Plan and Area Plans guide the evolution of San Marcos in the coming decades.
2. **What types of Area Plans should be prioritized in this effort, and in what locations should they work to provide guidance?**
  - Building upon elements of the Small Area Plan Program (<https://www.sanmarcostx.gov/1607/Small-Area-Plan-Program>), on-going existing conditions analysis, and using this project as an opportunity to hone in on areas of the greatest need for



planning and policy guidance, we will be asking you all to help inform the types of Area Plans that this effort will include, and importantly, what the geographies of those Area Plans should be.

- While this effort will include approximately 12 Area Plans that are developed concurrently with the Comprehensive Plan, they will play a key role in setting the foundation for others to be developed in the future, should the need arise.
- As a part of this portion of the Work Session, we will also present key takeaways from the Comprehensive Plan Steering Committee's feedback on the priority Area Plan types for San Marcos.

**3. Which of the two project logos/brands that have been developed do you prefer?**

- The presentation includes two logos that we would like to get your opinion on. The chosen logo will serve as a brand for this project, as well as the other projects, such as the Area Plans.

**Option #1**



**Option #2**



Again, we look forward to beginning this exciting work with you all; helping to realize the vision of San Marcos community members for the years to come. Thank you in advance for your collaboration!