



MEMO

TO: City Council and Planning and Zoning Commission
FROM: Andrea Villalobos, AICP, CNU-A, Senior Planner – Planning and Development Services Department
DATE: November 24, 2020
RE: Joint City Council & Planning and Zoning Commission Virtual Workshop #2 on Downtown Design

PROJECT BACKGROUND

In 2012, the City contracted with Winter & Company to develop and adopt Downtown Design Guidelines and Architectural Standards to regulate the look and feel of new buildings in the downtown area. The standards and guidelines adopted in 2012 were carried over into the new San Marcos Development Code and into Appendix A of the San Marcos Design Manual in 2018. Both standards and guidelines are utilized when reviewing new development in the downtown area.

In January, 2020, the San Marcos City Council provided direction to update the design standards and guidelines using the guidance of the previous consultants, Winter & Company. The update to the design standards and guidelines is intended to include new standards to address design issues, new graphics to clearly illustrate the standards and guidelines, and shall be tailored to various contexts within downtown. Key topics to be addressed include:

- Massing of larger buildings to promote compatibility with traditional scale of downtown;
- Variety in articulation of facades to be more in scale with design traditions;
- Treatment of building materials;
- Street level design to provide sense of place and activate the public realm; and
- Transitions from higher density zones to abutting sensitive edges.

PAST PROJECT EVENTS

City staff and Winter and Company have hosted several events in order to better understand community feedback on downtown design. All meetings material, including “Big Key Ideas” from each event can be found on the project webpage at: www.sanmarcostx.gov/downtowndesign

- **April, Virtual Focus Group Meetings** – three focus group meetings were hosted with the Historic Preservation Commission and Heritage Association Officers, the Main Street Advisory Board and Downtown Design Committee, and the Downtown Association Board in order to gather initial thoughts for downtown design.
- **May, Kickoff Survey** – the City invited the community to participate in a Kickoff Survey to allow community members to weigh in on downtown design during the initial kickoff phase of the project. The survey took approximately 10 minutes to complete and was offered in both English and Spanish. Approximately 550 entries were received from the survey.
- **June 25, Virtual Joint Planning and Zoning Commission and City Council Workshop #1** – City staff and Winter and Company presented the project scope, initial community feedback received to date, initial approaches for key design topics that will be addressed in the project, and conducted a series of exercises to collect feedback from the Council and Commission about the future of downtown.
- **July 23, Virtual Community Workshop #1** – City staff and Winter and Company presented the project scope, initial community feedback received to date, initial approaches for key design topics that will be addressed in the project, and conducted a series of exercises to collect feedback from the participants. The workshop was hosted via ZOOM

and participants used interactive polling tools to provide feedback along with a post-workshop survey. A “Take-Home Toolkit” of the Workshop was also offered to the public as an alternative to the Virtual Workshop.

UPCOMING EVENTS AND NEXT STEPS

City staff is hosting the following upcoming events during the review of the Public Draft. Additional information on upcoming events can be found on the project website at www.sanmarcostx.gov/downtowndesign.

- **December 8, Virtual Joint Focus Group Meeting** – City staff and consultants Winter and Company will present the Public Draft to the 3 focus groups indicated above and will answer initial questions and collect feedback.
- **December 9, Virtual Community Workshop #2:** City staff and Winter and Company will host a Virtual Community Workshop via ZOOM to present the Public Draft and conduct a series of exercises with the public to gather input and feedback.
 - A Follow-up survey will also be distributed to the attendees following the Workshop.
 - A Take-Home toolkit will be available for pick-up from the Planning and Development Services Department for individuals who do not have access to electronic devices or who prefer a paper copy.
 - The workshop will also be recorded and embedded into the follow-up survey so that individuals who were not able to attend the live event can watch the workshop video alongside the Follow-up Survey.
- **Public Draft**
 - The public draft will be posted on the [website](#) alongside the follow-up survey to gather feedback from the community. An “Ask your Initial Questions” button will also be available for individuals who have questions on the proposed standards and guidelines and will be directed to City Staff.

Following the public review period of the Public Draft all City Council, Planning Commission, Focus Group, and community input will be compiled and reviewed for additional potential changes to the proposed standards and guidelines. A Final Draft incorporating this input will be created and will be presented to the Planning Commission and City Council for consideration in February and March of 2021.

JOINT CITY COUNCIL /PLANNING COMMISSION WORKSHOP PACKET SUMMARY

Included in the workshop packet are the following attachments:

- **Attachment A:** Learn about Architectural Design - FAQ
- **Attachment B:** Public Draft Redlined Development Code (Design standards)
- **Attachment C:** Public Draft Redlined Design Manual (Design guidelines)
- **Attachment D:** Example Models (explains key differences between current and proposed recommendations for varied massing and neighborhoods transitions requirements)
- **Attachment E:** Presentation

Exhibit A:

Learn about Architectural Design FAQ



LEARN ABOUT ARCHITECTURAL DESIGN



City of San Marcos Downtown Architectural Standards

Are there currently downtown design standards and guidelines in San Marcos? Yes, the City adopted standards and guidelines in 2012. Both standards and guidelines are utilized when reviewing new development in the downtown area. Standards are found in the San Marcos Development Code, and guidelines are found in the San Marcos Design Manual.

What is the difference between standards and guidelines? Standards and guidelines work together to influence certain parts of a building. Standards include a "shall" or a "must" statement. For example, "a front porch must be at least 6 feet deep". Alternatively, guidelines typically include a "should" statement that helps provide intent or guidance to a standard. For example, "An awning or canopy should be in character with the building and streetscape."

Why are we updating these standards and guidelines? In January 2020, the San Marcos City Council provided direction to update these standards in order to include new standards to address design issues, create new graphics to illustrate the difference between standards and guidelines, and to tailor those standards and guidelines to different parts of downtown.

What types of topics are being addressed in the update? Several topics are being addressed, including:

- Massing of larger buildings to promote compatibility with the traditional scale of downtown
- Articulation of facades
- Building materials
- Street level design that promotes a sense of place and activate the public realm; and
- Transitions from higher density zones to abutting sensitive edges

I'm not familiar with design terminology, what do all of those terms mean? We've included a helpful guide on the next few pages to define some design elements.

Where do these standards apply?

THE DOWNTOWN

While there are various architectural standards that apply to commercial or multifamily projects within the San Marcos City Limits. This project is looking specifically at updating standards and guidelines that are within the Downtown as shown in the downtown boundary in the map to the right.

WHAT ARE DESIGN CONTEXTS?

Design contexts are smaller geographic areas in the downtown that have unique attributes. For example, building design standards in the University Edge may need to look very different than standards in a "Residential Transition Edge".



Architectural Terms Explained

MASSING

Building massing refers to the shape, volume, or "chunk" of a building. Building massing techniques can be used to reduce the overall appearance of building while also helping to create a more interesting building form or shape. To "step down" a mass of a building means to potentially remove chunks of the building to help create a smooth transition between the building and the pedestrian, street, or other sensitive feature. Stepdowns can occur at various angles on a building:

FRONT



Reduces the mass of a building along a street



SIDE



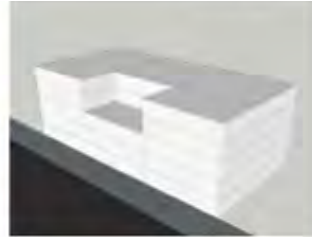
Reduces mass providing transition to a smaller building



MIDDLE



Reduces the central mass by expressing different "chunks"



REAR



Creates a transition between the rear and a sensitive area (outdoor area or amenity space)



STREET LEVEL DESIGN

Street level design refers to the various elements that are viewed by a pedestrian walking along a building. Street level design elements can make the pedestrian experience more enjoyable and can help ensure larger buildings relate appropriately to the sidewalk and the street.

SHOPFRONT WINDOWS / DISPLAYS



WALL ART



CANOPIES / AWNINGS (SHADE)



PLANTERS / LANDSCAPING



ARTICULATION

Building articulation refers to various detailed elements of a building. They are smaller than massing elements and focus on creating visual interest in a building through different vertical or horizontal details that articulate or provide a building uniqueness. Here are few examples of articulation styles:

ACCENT LINES



Vertical or horizontal lines on a building that projects slightly from the building wall (moldings, sills, cornices, canopies)

MINOR WALL OFFSETS



A wall offset occurs when a building includes a notch or indent in the building wall for the full height of the building.

MATERIAL/COLOR CHANGES



Material and color changes (every 15-30') can provide visual variety to a blank wall. Changes typically follow a pattern.

HEIGHT VARIATION



Changes in vertical height of building that are more than 2 stories tall.

INCREASED SETBACKS



A setback occurs when a building is pushed back slightly from the front property line for a portion of the building. This creates additional pedestrian space.

BASE, MIDDLE, CAP



This is a technique in which the ground floor, middle, and cap (or top) of a building are accented into three distinctive areas.

TRANSITIONS

A transition refers to when a building includes elements that soften the building as it moves closer to a sensitive edge. A sensitive edge could be a park, a smaller residential structure, or a historic district or site. Elements that would soften the building may be a reduction in height, or enhanced massing, articulation, or street level design.



Exhibit B

Public Draft Redlined Development Code (Design Standards)

3. The Responsible Official shall consider the following criteria when evaluating a request for fee-in-lieu of construction:
 - a. Proximity to the nearest existing sidewalk;
 - b. Proximity to public facilities, such as public or private schools, libraries and other government buildings;
 - c. The percentage of the block face that would be improved with the construction of the streetscape improvements.
 - d. Whether any public sidewalk improvements are planned or contemplated in the area; and
 - e. Any other information deemed appropriate in the professional judgment of the Responsible Official.
4. **Sidewalk Benefit Areas.** The City shall establish a separate sidewalk account. The funds in the account shall be earmarked solely for the development of sidewalks either in the Comprehensive Plan Area in which the lot is located, or for regional sidewalk connectivity that will benefit all of the citizens of San Marcos. The City shall expend cash contributions within ten years of the date any such contribution is made.

Section 3.8.1.3 Nonconforming Streetscapes

- A. Where a streetscape along an existing street is constrained by an existing building, the Responsible Official may adjust the streetscape standards to the minimum extent necessary to accommodate the existing area between the face of the building and back of curb.
- B. The standards shall be modified in the following order:
 1. Reduce or eliminate the planting area or consider counting a forecourt in a new development towards the required planting area.
 2. If necessary, replace large canopy trees with small trees that are more appropriate for the reduced area. If the planting zone is eliminated, create a bumpout to provide for tree planting.
 3. Reduce the sidewalk to the minimum width necessary to accommodate ADA accessibility.

Section 3.8.1.4 Administrative Adjustment Findings

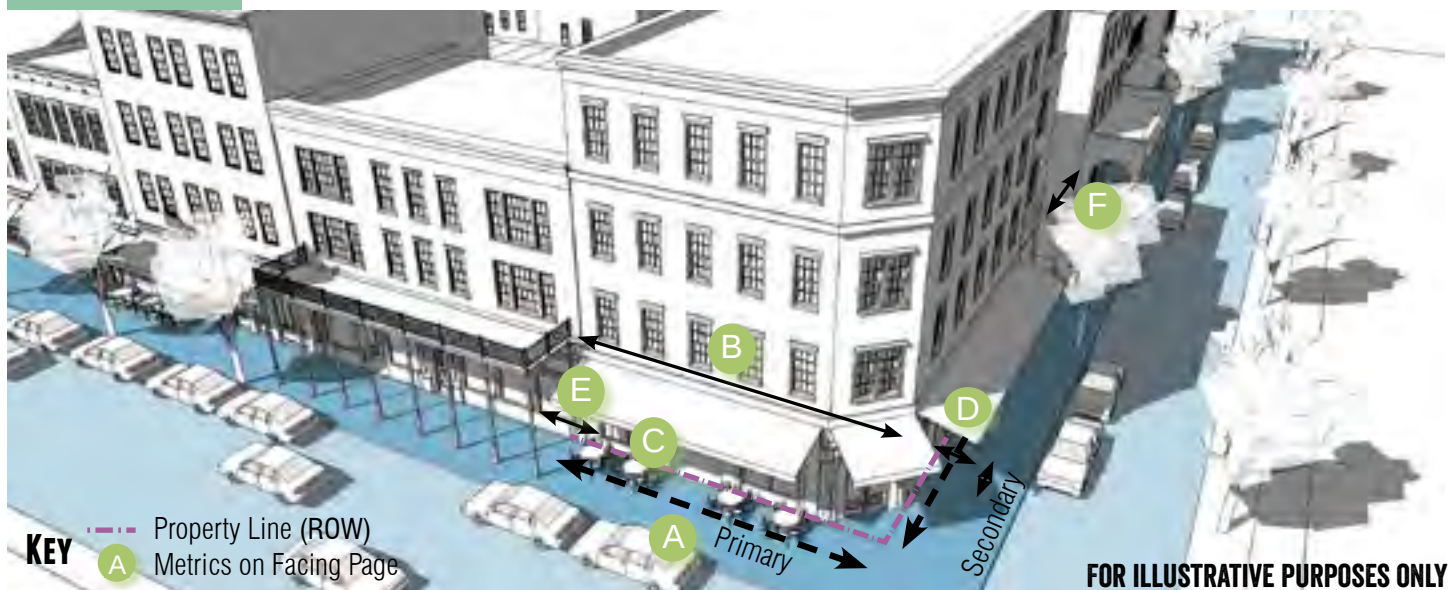
- A. The Responsible Official may in accordance with Section 3.6.1.1 approve an existing street design adjustment, subject to all of the following findings:
 1. The approved adjustment meets the intent of this Article;
 2. The approved adjustment conforms with the Comprehensive Plan and adopted City plans;
 3. The approved adjustment does not increase congestion or compromise safety;
 4. The approved adjustment does not create additional maintenance responsibilities for the City; and
 5. The approved adjustment has been designed and certified by a Professional Engineer.

Section 3.8.1.5 Streetscape Types

The required streetscape type is determined by the zoning district or building type. Additional design specifications for streetscape improvements can be found in the Design Manual.

CD-5D

SECTION 4.4.3.14 CHARACTER DISTRICT - 5 DOWNTOWN



GENERAL DESCRIPTION

The CD-5D district is intended to provide for mixed use, pedestrian oriented development in downtown [and its five design contexts that reflect historical development patterns](#). To promote walkability and to encourage street level retail activity, auto-oriented uses are restricted.

DENSITY

Impervious Cover 100% max.

TRANSPORTATION

Block Perimeter	2,000 ft. max.	Section 3.6.2.1
Streetscape Type	Main Street	Section 3.8.1.6

BUILDING TYPES ALLOWED

Accessory Dwelling	Section 4.4.6.1
Townhouse	Section 4.4.6.7
Apartment	Section 4.4.6.10
Live/ Work	Section 4.4.6.11
Mixed Use Shopfront	Section 4.4.6.14
Civic Building	Section 4.4.6.15

BUILDING STANDARDS

Building Height (Max.)*	5 stories	75 ft.
Building Height (Min.)*	2 stories	24 ft.
Ground Floor Elevation	2' min for ground floor residential	
Buildings located in the downtown historic district shall not exceed a building height of 3 stories.		
* Alternative Compliance available (see Section 4.3.4.4 or Section 4.3.4.5)		

LOT

BUILDING TYPE	LOT AREA	LOT WIDTH	A
Townhouse	1,500 sq. ft. min.	15 ft. min.	
Apartment	2,000 sq. ft. min.	20 ft. min. 340 ft. max.	
Live/Work	1,100 sq. ft. min.	15 ft. min.	
Mixed Use Shopfront	2,000 sq. ft. min.	20 ft. min. 340 ft. max.	
Civic Building	2,000 sq. ft. min.	20 ft. min.	

SETBACKS - PRINCIPAL BUILDING

Principal Street	0 ft min/ 12 ft max.	B
Secondary Street	0 ft min/ 15 ft max.	C
Side	0 ft. min.	D
Rear	0 ft. min.	E
Rear, abutting alley	3 ft. min; or 15 ft from centerline of alley	E

SETBACKS - ACCESSORY STRUCTURE

Principal Street	20 ft. plus principal structure setback min.
Secondary Street	20 ft. plus principal structure setback min.
Side	0 ft. min.
Rear	3 ft. min.

PARKING LOCATION

LAYER (SECTION 4.3.3.1)	SURFACE	GARAGE
First Layer	Not Allowed	Not Allowed
Second Layer	Allowed along secondary street only	Not Allowed
Third Layer	Allowed	Allowed

BUILD-TO ZONE (BTZ)

Building Facade in primary street	80% min.
Building Facade in secondary street	60% min.

DURABLE BUILDING MATERIAL AREA

Primary Material	80% min.
Secondary Material	20% max.
Blank Wall Area	25 ft. max.

Ord. No. 2020-60, 9-1-2020)

Section 4.4.6.14 Mixed Use Shopfront

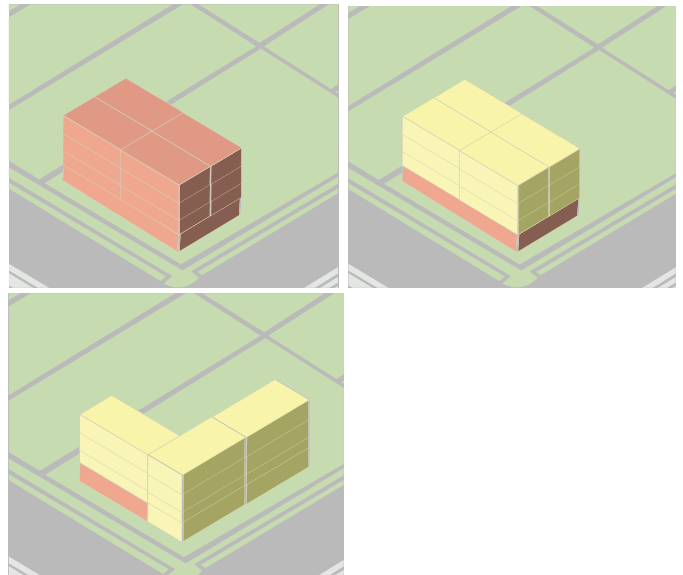
CD-5; CD-5D; N-CM; EC

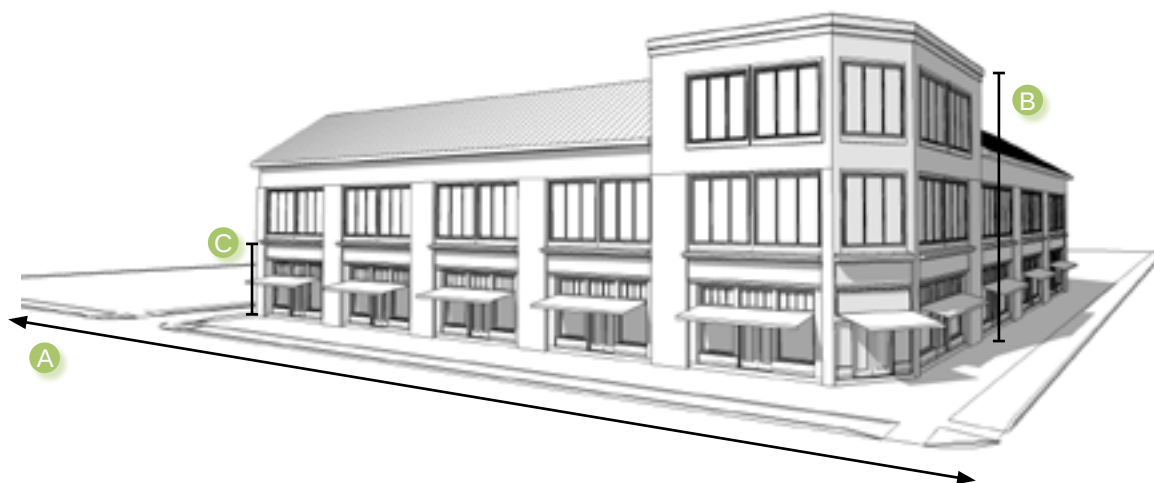


GENERAL DESCRIPTION

A building type that typically accommodates ground floor retail, office or commercial uses with upper-story residential or office uses.

CONFIGURATION OPTION





LOT		
Area	Set by District	A
Width	Set by District	
BUILDING ELEMENTS ALLOWED		
Awning/ Canopy	Section 4.3.5.16	
Gallery	Section 4.3.5.15	
Balcony	Section 4.3.5.13	

HEIGHT AND MASSING		
Principle Structure Height	Set by District	B
Accessory Structure Height	Set by District	
Ground Story Height*	10 ft min (In CD-5D: min. 12'; max. 14')	C
BUILDING SETBACKS		
Principal Building	Set by District	
Accessory Building	Set by District	
VEHICLE ACCESS AND PARKING		
Parking Location	Third Layer	
ACTIVATION		
Street Facing Entrance	Required	
Ground Story Transparency*	70% commercial; 30% residential (In CD-5D: Commercial - min. 70%; max. 85%; Residential - min. 30%; max. 40%)	
Upper Story Transparency	In CD-5D: min. 20%; max. 35%	
Blank Wall Area	25 ft max.	
DURABLE BUILDING MATERIAL		
Primary Material	80% min	
Secondary Material	20% max	

setback (but not into the sidewalk), including, but not limited to:

- a. Rain barrels or cisterns, six (6) feet or less in height when in the primary or side street setback;
- b. Planter boxes;
- c. Bioretention areas; and
- d. Similar features, as determined by the Responsible Official.

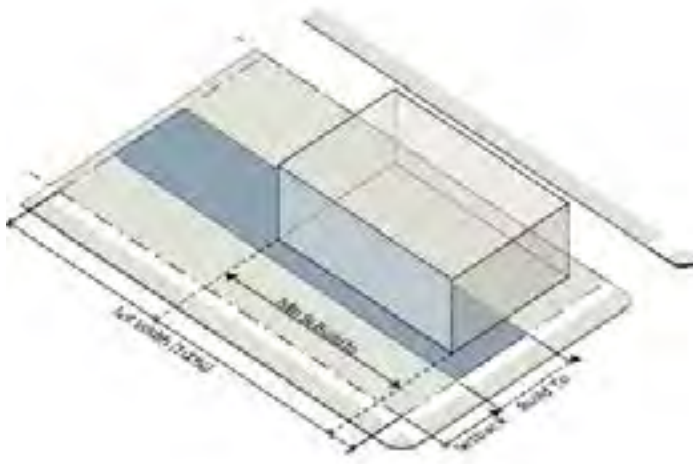
4. Other Setback Encroachments

- a. Fence and walls under Section 7.2.6.1.
- b. Signs under Section 7.3.1.1.
- c. Driveways under Section 3.6.4.2.

Section 4.3.3.3 Build-To Zone

- A. The build-to is the area on the lot where a certain percentage of the front principal building facade must be located, measured as a minimum and maximum setback range from the edge of the proposed or existing right-of-way, whichever is greater.
- B. The required percentage specifies the amount of the front building facade that must be located in the build-to, measured based on the width of the building divided by the width of the site or lot.

FIGURE 4.6 MEASURING BUILD-TO ZONE



C. Intent

1. The build-to is intended to provide a range for building placement that strengthens the street edge along the right-of-way, establishing a sense of enclosure by providing spatial definition adjacent to the street.
2. The building edge can be supplemented by architectural elements and certain tree plantings aligned in a formal pattern. The harmonious placement of buildings to establish the street edge is a principal means by which the character of an area or district is defined.
3. The build-to range is established to accommodate some flexibility in specific site design while maintaining the established street edge.

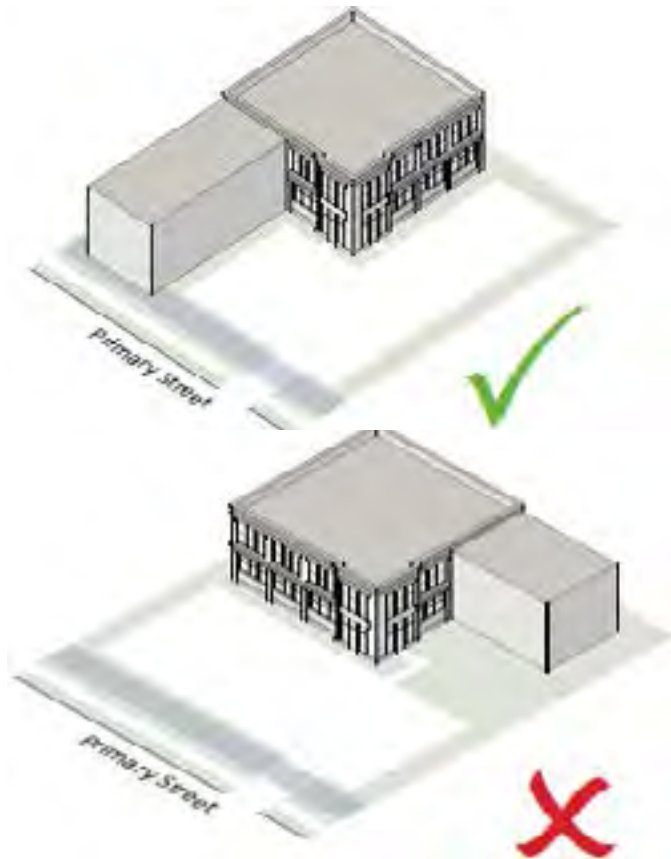
D. General Requirements

1. On corner lots, a building facade must be placed within the build-to for the first 30 feet along the street extending from the block corner.
2. With the exception of parking areas, all structures and uses customarily allowed on the lot are permitted in the build-to area.

E. Nonconforming Build-to Requirement

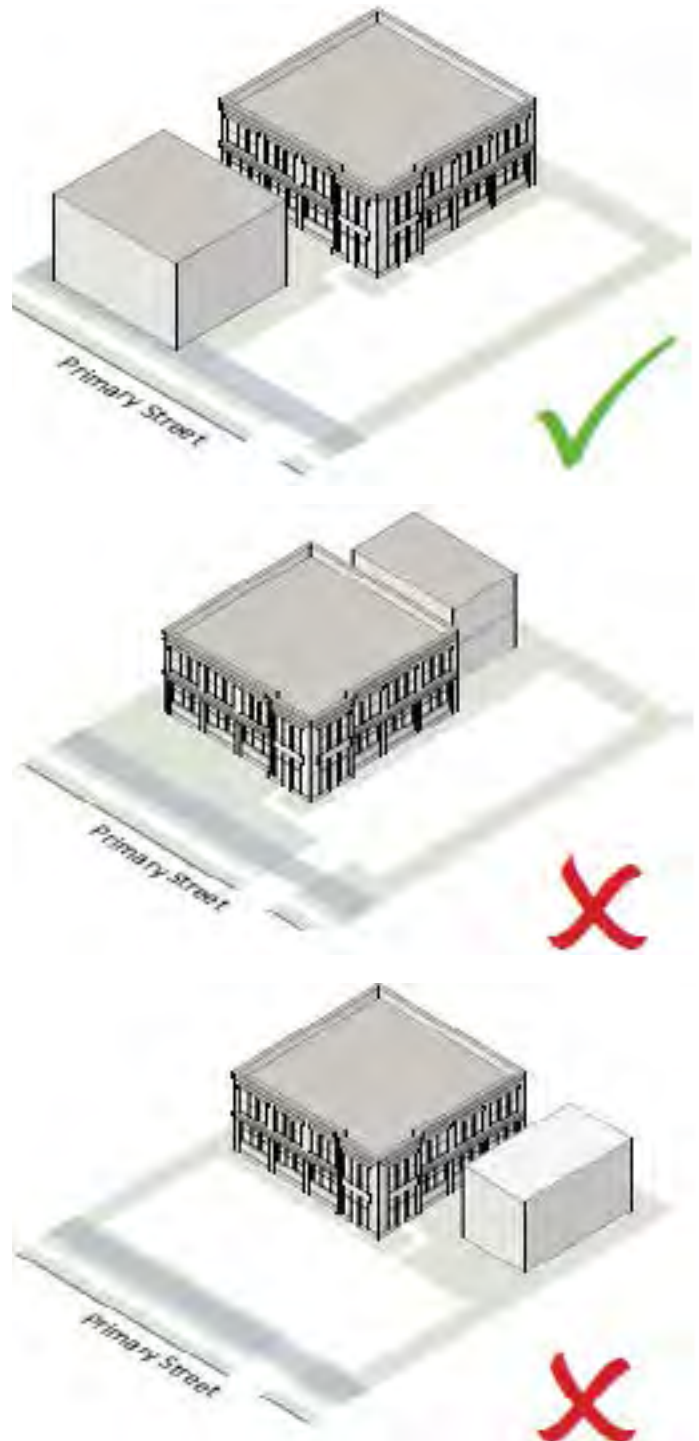
- Additions.** When an existing building is being expanded and the existing building doesn't meet the build-to requirement, the addition must be placed in the build-to zone until the build-to percentage for the lot has been met.

FIGURE 4.7 BUILD-TO ZONE ADDITIONS



- New Buildings.** Where a new building is being constructed on a lot or site with an existing building on it that doesn't meet the build-to requirement, all new buildings and additions must be placed in the build-to zone until the build-to percentage for the lot has been met.

FIGURE 4.8 BUILD-TO ZONE NEW BUILDINGS



F. Alternative Compliance Findings. An application for alternative compliance may be requested in accordance with Section 2.8.4.1 to modify the build-to requirement, subject to the following findings:

1. The approved alternate meets the intent of the build-to regulations;
 2. The approved alternate conforms with the Comprehensive Plan and adopted City plans;
 3. The approved alternate does not substantially or negatively alter the build-to pattern that is harmonious with the existing built context;
 4. The change in percentage of building that occupies the build-to area or increased setback does not negatively impact pedestrian access, comfort or safety; and
 5. Site area that would have otherwise been occupied by buildings is not utilized for parking and is converted to an outdoor amenity area.
6. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#)

DIVISION 4: BUILDING HEIGHT

Section 4.3.4.1 Measuring Height

A. Building Height. Building height is regulated in both number of stories and feet and is measured from the average grade to the mean height level between the eaves and ridge of a gable, hip, mansard, or gambrel roof or to the highest point of roof surface of a flat roof.

FIGURE 4.9 MEASURING HEIGHT



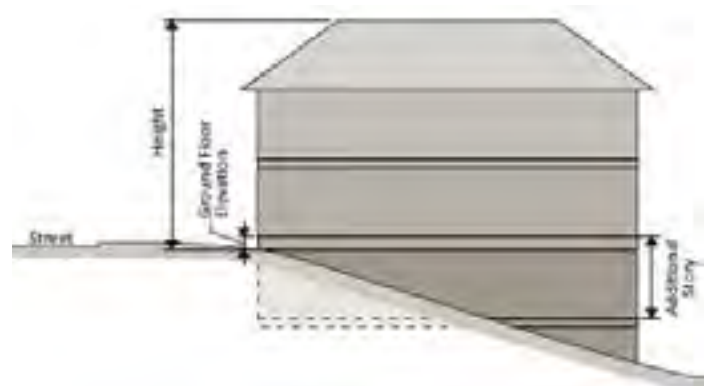
B. Average Grade. Average grade is determined by calculating the average of the highest and lowest elevation along pre-development grade or improved grade (whichever is more restrictive) along the front of the building parallel to the primary street setback. Where mass-grading has been approved by the City, average grade shall be considered the improved grade following such mass grading.

FIGURE 4.10 AVERAGE GRADE



C. Where a lot slopes downward from the front property line, one (1) story that is additional to the specified maximum number of stories may be built on the lower portion of the lot.

FIGURE 4.11 STORIES BELOW GRADE

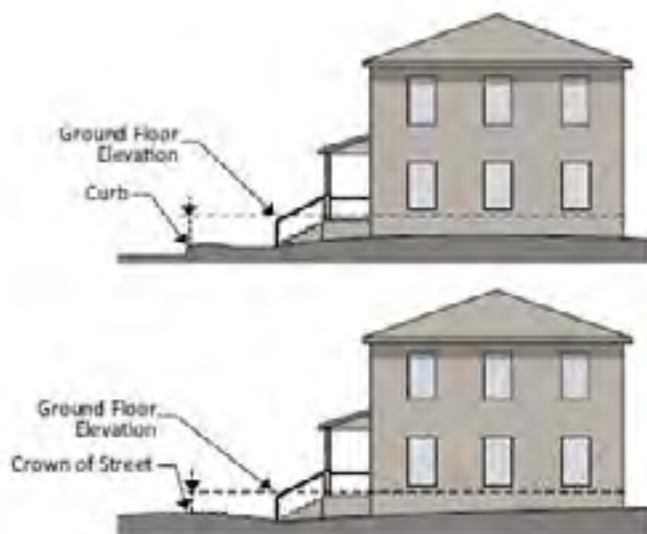


1. Mezzanines extending beyond 33% of the floor area below shall be counted as an additional story.
2. A basement with 50% or more of its perimeter wall area (measured from finished floor elevation) surrounded by finished grade is not considered a story.

Section 4.3.4.2 Ground Floor Elevation

- A. Ground floor elevation is measured from the average curb level of the adjoining street, or if no curb exists, the average level of the center crown of the street to the top of the finished ground floor.

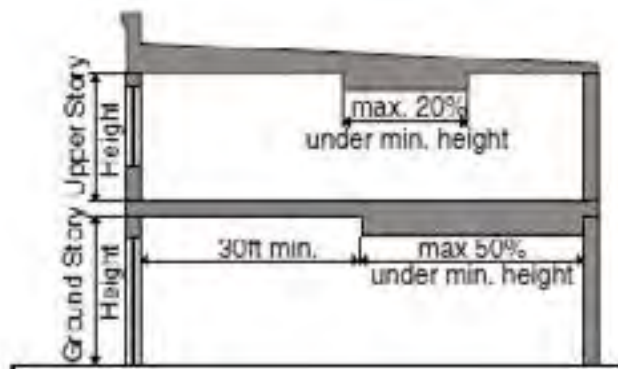
FIGURE 4.12 MEASURING GROUND FLOOR ELEVATION



Section 4.3.4.3 Story Height

- A. Story height is measured from the top of the finished floor to the ceiling above.
- B. Minimum ground story height applies to the first 30 feet of the building measured inward from the street facing facade. At least 50% of the ground story must meet the minimum ground story height provisions.

FIGURE 4.13 MEASURING STORY HEIGHT



Section 4.3.4.4 Minimum Two-Story Requirements

- A. Minimum two-story requirements apply to the first 30 feet of the building and may include a roof top patio where a minimum of 60% of the patio is covered.
- B. A building with a single story measuring a minimum of 25 feet from finished floor to finished ceiling can satisfy the minimum two-story requirement.
- C. **Intent.** The intent of the two-story minimum requirement is to ensure that the building scale is compatible with other structures and the relationship of the building to the public space. A minimum building height also serves to promote a mixture of uses.
- D. **Alternative Compliance Findings.** The Planning and Zoning Commission may in accordance with Section 2.8.4.1 allow an alternative to the minimum two-story requirements, subject to the following findings:
1. The approved alternate meets the intent of the minimum two-story requirements;
 2. The approved alternate conforms with the Comprehensive Plan and other adopted City Plans; and
 3. ~~The approved alternate conforms to the Downtown Design Guidelines. In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.~~
 4. Consider the following:
 - a. Is the developer proposing a one-story portion to a new building or a new building that is just one-story?
 - b. If the proposal includes a one-story portion, is this portion being used to transition to a neighborhood context? Does the one-story portion have a specific use that is best served by a one story in height?
 - c. If the proposal is for a one-story building:
 1. Is the location appropriate for just one story? A one-story building proposal may be more appropriate with the South Downtown design context than the University Edge context (See Design Guidelines)

2. [What is the use and how is the rest of the site being developed? For instance, is the proposed building a restaurant and a fabulous outdoor dining area will be incorporated? Is the building a community center but a large community garden will be created on site?](#)

Section 4.3.4.5 Residential Height Compatibility Standards

- A. Height Stepback.** A maximum building height of thirty-five (35) feet shall apply to portions of a structure within seventy (7) feet of a single-family zoning designation (measured from the property line).

(Ord. No. 2020-60, 9-1-2020)

Section 4.3.4.6 Additional Stories or Height

- A. Alternative Compliance Findings.** The City Council may in accordance with Section 2.8.4.1 allow additional stories in the CD-5 or up to two additional stories in CD-5D zoning districts, subject to the following considerations:
1. The project is consistent with the objectives and guidelines from the City's Comprehensive Plan and Downtown Master Plan where applicable.
 2. For a residential project, the additional stories provide an opportunity to include a minimum of ten (10%) percent of the project as affordable housing under Section 4.3.1.1;
 3. For a residential project, the additional stories provide an opportunity to include a minimum of twenty (20%) percent of the project as workforce housing under Section 4.3.1.1;
 4. The additional stories provide an opportunity for additional professional office or commercial space providing employment opportunities;
 5. The additional stories provide an opportunity to deliver a building that is rated a minimum of a silver in the LEED green building program;
 6. The additional stories provide an opportunity to include child care within the facility;
 7. The additional stories provide an opportunity to add public parking in or adjacent to the downtown;

8. The additional stories provide an opportunity to include on-site publicly accessible open space in excess of the open space required under Section 3.10.1.2.
9. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines. If located in the CD-5D district, the additional stories are located in a preferred area for height in the downtown design guidelines; and](#)
10. The project proposes architectural elements that mitigate any effects on adjacent properties or the pedestrian experience from the street level.

Section 4.3.4.7 Varied ~~Upper-Floor~~ Massing Requirement

- A. Applicability.** The varied ~~upper-floor~~ massing requirements apply to buildings in the CD-5D district that meet the following criteria:
1. The building is over three (3) stories in height; and
 2. The building has a frontage greater than sixty (60) feet in width.
- B. Intent.** The intent of the varied ~~upper-floor~~ massing requirements is to:
1. Encourage and enhance the variety in building heights that exists in downtown San Marcos that help to define the character of the area; ~~and~~
 2. Ensure that new development continues the tradition of height variation, expressing and supporting human scale and architectural diversity in the area; ~~and~~
 3. [Ensure that a traditional scale at the street level is maintained in order to reflect the design of historic buildings downtown.](#)
 4. [Views. To preserve views to notable buildings throughout downtown including the Courthouse Square, historic landmarks, and churches, and to areas adjacent to downtown. Reference Design Guidelines in the Design Manual for additional information regarding views](#)
- C. General Standards.** The varied ~~upper-floor~~ massing requirements can be achieved through the selection of one of the following ~~options~~ [alternatives](#):

1. A minimum of forty (40%) percent of the building facade over three (3) stories in height shall be set back a minimum of twenty (20) feet from the [front property line](#). (Figure 4.14) ~~front building wall~~.
2. A minimum of fifty (50%) percent of the building facade over three (3) stories in height shall be set back a minimum of fifteen (15) feet from the [front property line](#). (Figure 4.15) ~~front building wall~~.
3. [A minimum of forty \(40%\) percent of the building facade over three \(3\) stories is stepped back a minimum of fifteen \(15\) feet from the front property line and a minimum of fifty \(50%\) percent of the building is set back a minimum of ten \(10\) feet from the property line.](#) (Figure 4.16)

FIGURE 4.14 VARIED UPPER-FLOOR MASSING OPTION 1



FIGURE 4.15 VARIED MASSING OPTION 2



FIGURE 4.16 VARIED MASSING OPTION 3



D. Alternative Compliance Findings. The Planning and Zoning Commission may in accordance with Section 2.8.4.1 allow an alternative to the varied ~~upper floor~~ massing requirements, subject to the following findings.

1. The approved alternate meets the intent of the varied upper floor massing requirements;
2. The approved alternate conforms with the Comprehensive Plan and other adopted City Plans; and
3. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#) ~~The approved alternate conforms to the Downtown Design Guidelines.~~

DIVISION 5: ACTIVATION

Activation standards are described here and required based on the properties zoning district or designated building type.

Section 4.3.5.1 Street Facing Entrance**A. Intent**

1. The street-facing entrance regulations are intended to concentrate pedestrian activity along the street edge and provide an easily identifiable and conveniently located entrance for residents, visitors, and patrons accessing a building as pedestrians from the street.
2. Access points should be located or identified in a manner visible to the pedestrian from the street and be accessible via a direct path.

B. General Requirements

1. An entrance installed after the adoption of this code providing both ingress and egress, operable to residents or customers at all times, is required to meet the street facing entrance requirements. Additional entrances from another street, pedestrian area or internal parking area are permitted.
2. The entrance spacing requirements must be met for each building, but are not applicable to adjacent buildings.
3. An angled entrance may be provided at either corner of a building along the street to meet the street-facing entrance requirements.

C. Alternative Compliance Findings. The Planning and Zoning Commission may in accordance with Section 2.8.4.1 allow a non-street-facing entrance, subject to all of the following findings.

1. The approved alternate meets the intent of the street-facing entrance regulations;
2. The approved alternate conforms with the Comprehensive Plan and adopted City plans;
3. The pedestrian access point is easily identifiable by pedestrians, customers and visitors;

4. Recessed or projecting entries or building elements have been incorporated into the design of the building to enhance visibility of the non street-facing entrance; and
5. The pedestrian route from the street, sidewalks, bus stops and other modes of transportation to the entrance is safe, convenient and direct.
6. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#)

Section 4.3.5.2 ~~Ground Story~~ Transparency

A. Intent. ~~Ground-story~~ Transparency requirements are intended to lend visual interest to street-facing building facades for both pedestrians and building occupants and minimize blank wall areas. [These requirements aim to ensure sight lines from the sidewalk to the goods and services provided inside the property. This is not applicable to residential uses. Applicability can be found in Division 6. Building Type Standards.](#)

B. General Requirements

1. The minimum percentage of windows and doors that must cover a ground story facade is measured between zero (0) and twelve (12) feet above the adjacent sidewalk.
2. [The minimum percentage of windows that must cover upper story facades is measured between the top of the floor plate of the upper story and the bottom of the ceiling structure.](#)
3. Windows shall not be made opaque by non-operable window treatments (for example curtains, blinds or shades within the conditioned space are considered operable, [whereas stationary shades such as “faux roman” shades that do not move are considered non-operable](#)).

4. Glass shall be considered transparent where it has a transparency higher than eighty (80%) percent and external reflectance of less than fifteen (15%) percent. [Clear glazing must have a visible transmittance rate of 0.5 or greater to count towards the transparency requirement.](#)

FIGURE 4.17 MEASURING TRANSPARENCY



- C. Alternative Compliance Findings.** The Planning and Zoning Commission may in accordance with Section 2.8.4.1 modify the required transparency, subject to all of the following findings:
1. The approved alternate meets the intent of the transparency requirements;
 2. The approved alternate conforms with the Comprehensive Plan and adopted City plans; and
 3. The street-facing building facade utilizes other architectural treatments to create visual interest to offset the reduction in transparency.
 4. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#)

Section 4.3.5.3 Blank Wall Area

A. Applicability. [Applicability can be found in Division 6, Building Type Standards.](#)

B. Defined

1. Blank wall area means any portion of the exterior facade of the building that does not include a substantial material

change; such as windows or doors, or one of the expression tools included in Section 4.3.5.4 or one of the building elements included in Section 4.3.5.10.

2. Substantial material change means a change between exterior building materials such as wood, metal, glass, brick, architectural block, stone or stucco. Substantial material change should occur at an inside corner, where feasible. Paint color is not a substantial material change.
3. [Four-Sided Design: Ensure a pedestrian-oriented environment around all four sides of a building by designing a building to minimize the blank wall space and include architectural detail, although the degree of detail may vary depending on the location of a wall. Reference the Design Guidelines in the Design Manual for additional information regarding four-sided design.](#)

C. Intent

1. The blank wall area regulations are intended to prevent large, monotonous expanses of undifferentiated building mass; and
2. The level of architectural detail should be most intense at the street level, where it is within view of the pedestrians on the sidewalk.

D. General Requirements

1. Blank wall area applies in both a vertical and horizontal direction.
2. Blank wall area applies to both ground and upper stories.

FIGURE 4.18 BLANK WALL AREA



- E. Alternative Compliance Findings.** The Planning and Zoning Commission may in accordance with Section 2.8.4.1 approve

a modification of the blank wall area requirements, subject to all of the following findings:

1. The approved alternate meets the intent of the blank wall area regulations;
2. The approved alternate conforms with the Comprehensive Plan and adopted City plans; and
3. The increase in blank wall area is offset by additional architectural treatments or increased vertical landscaping.
4. [The approved alternate meets the guidelines in the Design Manual, especially for Ground Level Design, Varied Massing Requirements, Expression, and Building Materials.](#)

[Manual. An applicant may seek to substitute a Secondary Expression Element \(Design Manual\) for one of their two required Primary Expression Elements. Note that on a secondary façade, an applicant must utilize a Primary Expression Element.](#)

Section 4.3.5.4 Expression ~~Tools~~ [Elements](#)

A. [Intent.](#) The standards in this section are intended to ensure that expression tools utilized to satisfy the blank wall area standards are of sufficient size and design to meet the intent of the blank wall area requirement.

B. [General Requirements.](#)

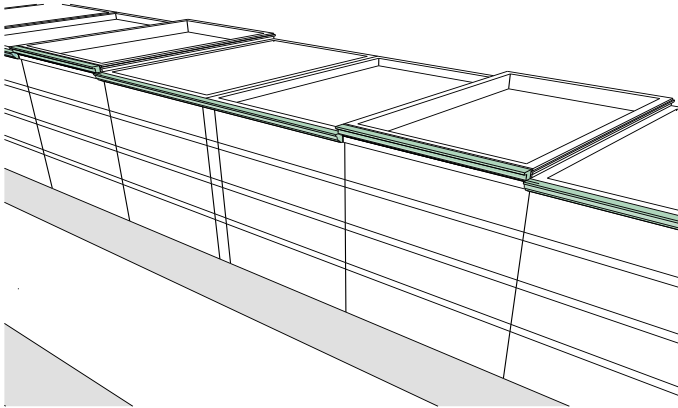
1. [In addition to the Blank Wall Area Requirements, a minimum of two \(2\) of the Expression Elements in Table 4.12 must be utilized on a primary building facade. A minimum of one \(1\) of the following Expression Elements must be used on a secondary building facade.](#)
2. [Additional information about each of these elements is provided in the Design Manual.](#)

C. [Alternative Compliance.](#) The Planning and Zoning Commission may in accordance with Section 2.8.4.1 approve a modification to the required Expression Elements requirement, subject to the following findings:

1. [The approved alternate meets the intent of the Expression Elements regulations.](#)
2. [The approved alternate conforms with the Comprehensive Plan and adopted City plans.](#)
3. [On a primary façade, at least two Expression Elements total are utilized. At least one of the two must be from the Expression Elements shown in the Development Code and the Primary Expression Elements shown in the Design](#)

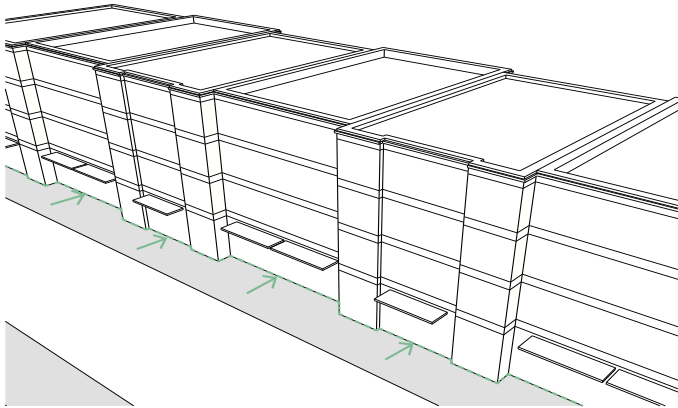
TABLE 4.12 EXPRESSION ELEMENTS (INCLUDES NEW DIAGRAMS)

The standards in this table are intended to ensure that expression elements utilized to satisfy the blank wall area standards are of sufficient size and design to meet the intent of the blank wall area requirement.

CORNICE**DESCRIPTION. A CORNICE DETAIL PROVIDING A HORIZONTAL ARTICULATION.**

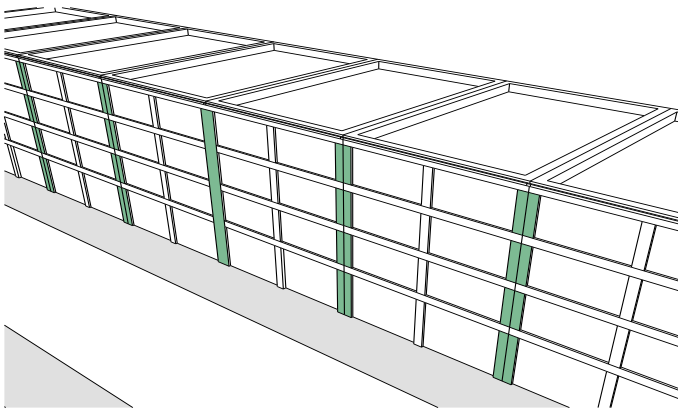
General Requirements:

- The cornice detail must be at least 18 in. height
- The cornice detail must be at least 6 in. deep
- The cornice detail must extend the entire width of the front facade.

WALL NOTCH**DESCRIPTION. A FRONT FACADE SETBACK PROVIDING VERTICAL ARTICULATION TO A BUILDING FACADE.**

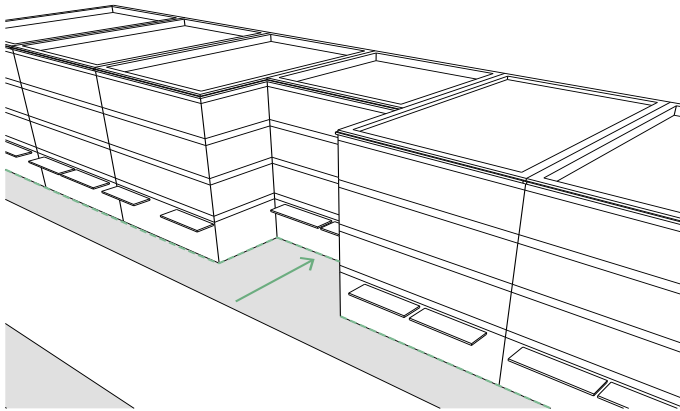
General Requirements:

- The wall notch must provide a front facade setback of a minimum depth of 4 ft. and length of 8 ft.

VERTICAL OR HORIZONTAL EXPRESSION LINE**DESCRIPTION. A VERTICAL OR HORIZONTAL EXPRESSION LINE CREATED BY MOLDING.**

General Requirements:

- A vertical or horizontal line with a minimum size of at least 4 in. depth and 12 in. width
- The vertical or horizontal expression line must occur at a minimum interval of every 60 ft. across the building frontage.

WALL OFFSET**DESCRIPTION. AN OFFSET IN FACADE WALL INTO DIFFERENT MODULES.**

General Requirements:

- Facade module must have a minimum 4 ft. offset from an adjacent module

Section 4.3.5.5 Building Elements**A. Intent.**

1. The standards in this section [along with Table 4.13](#) are intended to ensure that building elements are of sufficient size and design to meet the intent of the blank wall area requirement in Section 4.3.5.3 and the setback requirement in Section 4.3.3.2.
2. Building elements that do not encroach into a required setback and that are not being used to satisfy the blank wall area requirements do not need to comply with the general requirements in this section.

B. Right-of-Way Encroachment. A building element may encroach into the right-of-way in accordance with Chapter 74 Article 6 of the City Code of Ordinances and the standards of this Section.

C. Alternative Compliance Findings. The Planning and Zoning Commission may in accordance with Section 2.8.4.1 approve a modified building element requirement, subject to all of the following findings:

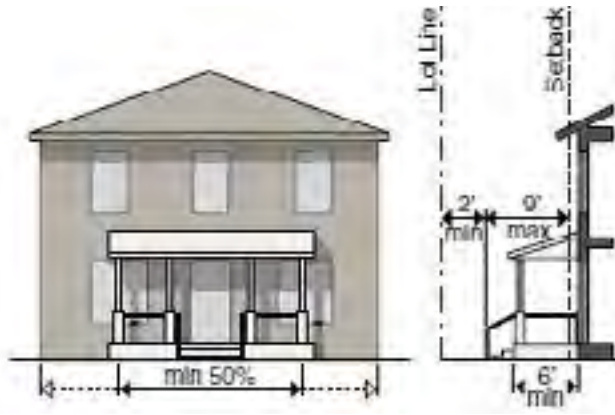
1. The approved alternate meets the intent of the building element regulations;
2. The approved alternate conforms with the Comprehensive Plan and adopted City plans;
3. The alternate building element is of equal or greater area as the required building element or otherwise provides equivalent functionality;

4. The approved alternate does not negatively impact pedestrian circulation in accordance with the adopted streetscape guidelines; and
5. Applicable Building Code regulations are met.
6. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#)

TABLE 4.13 BUILDING ELEMENTS TABLE

FRONT PORCH

Description. A raised structure attached to a building that forms a covered entrance to a doorway.

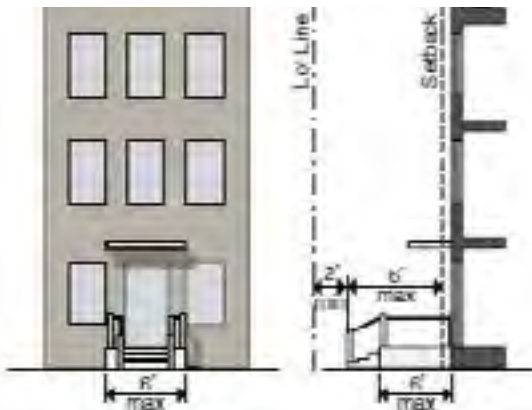


General Requirements:

- A front porch must be at least 6 feet deep (excluding the steps).
- A front porch must be contiguous with a width not less than 50% of the building facade.
- A front porch must be roofed and may be screened but cannot be fully enclosed.
- A front porch may extend up to 9 feet, including the steps, into a required front setback, provided that such extension is at least 2 feet from the vertical plane of any lot line.

STOOP

Description. An exterior stair and landing for ground floor residential where the first story is elevated to provide privacy for the windows.

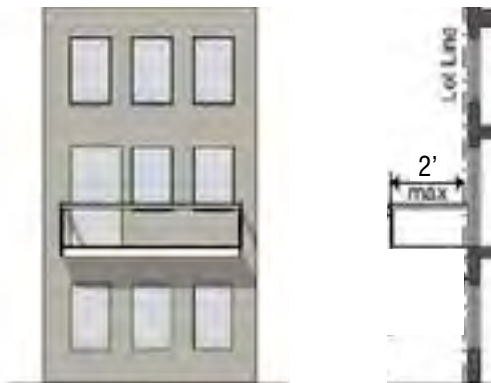


General Requirements:

- A stoop must be no more than 6 feet deep (not including the steps) and 6 feet wide.
- A stoop may be covered but cannot be fully enclosed.
- A stoop may extend up to 6 feet, including the steps, into a required setback, provided that such extension is at least 2 feet from the vertical plane of any lot line.
- A stoop may not encroach into the public right-of-way.

BALCONY

Description. A platform projecting from the wall of an upper-story of a building with a railing along its outer edge, often with access from a door or window.

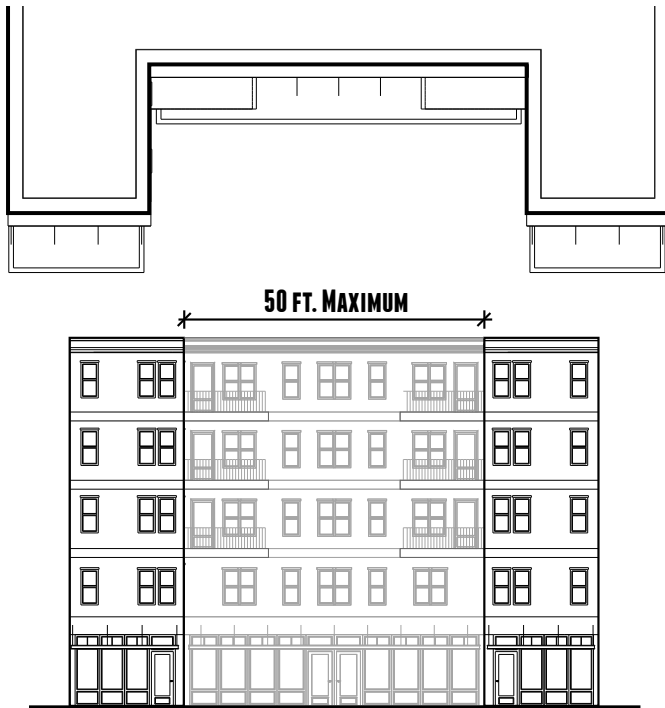


General Requirements:

- A balcony may be covered but cannot be fully enclosed.
- A balcony must have a clear height above the sidewalk of at least 9 feet.
- A balcony may extend into a primary or side street setback.
- A balcony may encroach up to 2 feet into the public right-of-way.

FORECOURT (INCLUDES NEW DIAGRAMS)

Description. An open area at grade, or within 30 inches of grade, that serves as an open space, plaza or outdoor dining area. A forecourt is designed for pedestrian activity that is often related to the operation of the business(es) with entrances that open into the forecourt and windows that look into the forecourt. Refer to Table 1.9 in the Design Guidelines for ideas of how to maintain the street wall when utilizing a forecourt, as well as strategies that activate the edge of the forecourt.

**General Requirements:**

- A forecourt must be no more than one-third of the length of the building face, and in no case longer than ~~50~~ 35 feet in length.
- A forecourt must be no less than 10' in depth.
- The depth of the forecourt should not exceed the general width.
- A maximum of one forecourt is permitted per lot.
- A forecourt meeting the above requirements is considered part of the building for the purpose of measuring the build-to zone.

GALLERY

Description. A covered passage extending along the outside wall of a building supported by arches or columns that is open on 3 sides.

**General Requirements:**

- A gallery must have a clear depth from the support columns to the building's facade of at least 8 feet and a clear height above the sidewalk of at least 9 feet.
- A gallery must be contiguous and extend over at least 75% of the width of the building facade.
- A gallery may extend into a primary or side street setback.
- A gallery may encroach up 9 feet into the public right-of-way but must be at least 2 feet inside the curb line or edge of pavement, whichever is greater.

AWNING/ CANOPY

Description. A wall mounted, cantilevered structure providing shade and cover from the weather for a sidewalk.

**General Requirements:**

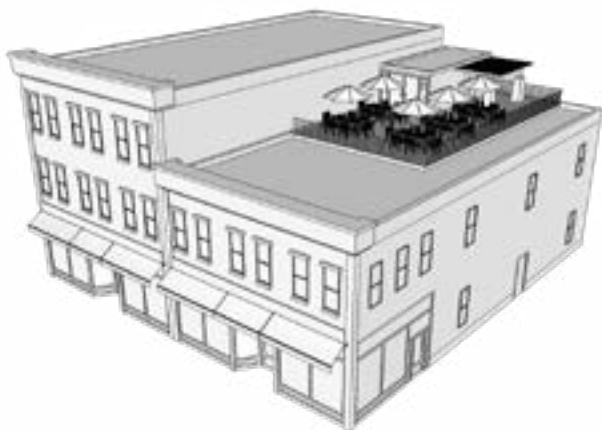
- An awning/canopy must be a minimum of 9 feet clear height above the sidewalk and must have a minimum depth of 6 feet.
- An awning/canopy may extend into a primary or side street setback.
- An awning/canopy may encroach up to 6 feet into the public right-of-way but must be at least 2 feet inside the curb line or edge of pavement, whichever is greater.

ROOFTOP AMENITY/DECK

Description. A rooftop amenity/deck is an outdoor area located on the roof of a building, although it is not necessarily located on the highest roof plane. For instance, it could be located on the roof of the third story, where the fourth and fifth stories of the building are stepped back from the front façade. A rooftop amenity/deck exists where a developer chooses to utilize this outdoor space. For safety purposes, the rooftop amenity space must be enclosed by a railing or partial wall.

General Requirements.

- The railing of a rooftop deck must be setback from the building walls of the floor beneath it by a minimum of four (4) feet on the outer edges, minimum of ten (10) feet.



Section 4.3.5.6 Durable Building Material Area

A. Defined. Durable building material area means any portion of the exterior facade of the building that does not include windows, doors or other void areas.

B. Applicability.

1. Primary and secondary durable building material standards apply to:

- a. A program established by a state agency that requires particular standards, incentives, or financing arrangements in order to comply with requirements of a state or federal funding source or housing program;
- b. A requirement for a building necessary to consider the building eligible for windstorm and hail insurance coverage;

c. An ordinance or other regulation that:

- 1. Regulates outdoor lighting for the purpose of reducing light pollution; and
- 2. Is adopted by a city that is certified as a Dark Sky Community by the International Dark-Sky Association as part of the International Dark Sky Places Program;

d. An ordinance or order that:

- 1. Regulates outdoor lighting; and
- 2. Is adopted under the authority of state law; or

e. A building located in a place or area designated for its historical, cultural, or architectural importance and significance that a city may regulate through zoning, if the city:

- 1. Is a certified local government under the National Historic Preservation Act; or
- 2. Has an applicable landmark ordinance that meets the requirements under the certified local government as determined by the Texas Historical Commission;

f. A building located in a place or area designated for its historical, cultural, or architectural importance and significance by a city, if designated before April 1, 2019;

g. A building located in an area designated as a historical district on the National Register of Historic Places;

h. A building designated as a Recorded Texas Historic Landmark;

i. A building designated as a State Archeological Landmark or State Antiques Landmark;

j. A building listed on the National Register of Historic Places or designated as a landmark by a city;

k. A building located in a World Heritage Buffer Zone; or

l. A building located in an area designated for development, restoration, or preservation in a main street city under the main street program.

2. Where applicable, primary and secondary materials are applied by district and building type.

3. Where applicable, prohibited materials are prohibited in any district or for any building type.

4. Buildings in the municipal airport are exempted from durable building material standards.

(Ord. No. 2019-45, 12-17-19)

C. Intent. The intent of the durable building material area requirement is to promote quality design, aesthetic value, visual appeal and the use of durable materials. The City prefers the use of durable building materials identified in this section.

(Ord. No. 2020-60, 9-1-2020)

D. Classification of Materials.

1. Durable building materials are classified as primary materials, secondary materials, or prohibited materials and include the following:

- a. Primary materials include: brick; stone; stucco; rock; marble; granite; concrete tilt wall; a combination of

glass and steel framework; architectural terra cotta, glazed ceramic architectural siding, adobe, concrete, cast stone, and reinforced concrete.

- b. Secondary materials include: wood; architectural metal; tile; glass block.
 - c. Prohibited materials include: eifs; sheet metal covering more than 60% of a building.
2. Cement fiber board and similar products may be used in the following locations:
- a. Covered balconies, porches, and patios;
 - b. Fascia and soffits;
 - c. Interior portions of covered stairways and covered stair towers;
 - d. Breezeways, hallways, corridors and walkways which have a roof covering; and
 - e. Bay windows and box windows that protrude from an exterior wall past the edge of the foundation that do not have a brick ledge.

(Ord. No. 2019-45, 12-17-19)

E. General Standards

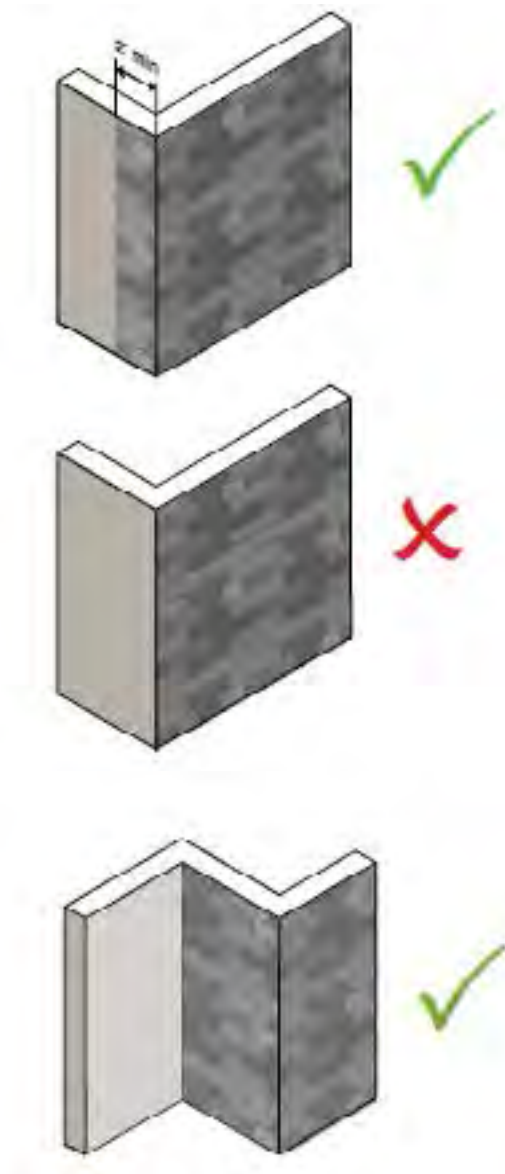
- 1. Durable building material area standards apply to both ground and upper stories.
- 2. Durable building material area standards do not apply to the rear of buildings in the HI and LI zoning districts.
- 3. Primary material changes must occur at inside corners or where they wrap around an outside corner a minimum of two (2) feet.

F. Alternative Compliance Findings. The City Council may in accordance with Section 2.8.4.1 approve a modification of the durable material requirements, subject to the following findings:

- 1. The approved alternate meets the intent of the durable material area regulations to an equivalent or better degree than the minimum standards required;
- 2. The approved alternate conforms with the Comprehensive Plan and adopted City plans;

- 3. The alternative material is based on a unique character of the property, proposed use, or surrounding neighborhood;
 - 4. Financial hardship is not the basis for the modification to the durable building material area standards; and
 - 5. Modification of the area requirements is offset by additional architectural treatments, expression tools and increased vertical landscaping.
6. [Building materials utilized consider the materials guidance provided in the Design Manual.](#)

FIGURE 4.19 PRIMARY MATERIAL CHANGES



DIVISION 6: NEIGHBORHOOD TRANSITIONS (MOVED FROM ARTICLE 4 UP TO ARTICLE 3 OF THIS CHAPTER)

Section 4.3.6.1 Purpose and Applicability

- A. Purpose.** The purpose of the neighborhood transition standards is to accommodate and encourage appropriate transitions between higher intensity new development areas and existing residential properties.
- B. Applicability.** Neighborhood transitions are required for any new development or redevelopment of land in the CD-5 or CD-5D zoning districts.

Section 4.3.6.2 Neighborhood Transition Standards

- A. Transitional Protection Yards.** Transitional protective yards are required in compliance with Section 7.2.2.1.
- B. Maximum Lot Width**
1. A maximum lot width of 100 ft. is applied on all lots identified in Figure 4.20.
 2. Where a maximum lot width applies a building may not be built across the lot line.

FIGURE 4.20 NEIGHBORHOOD TRANSITION STANDARDS - MAXIMUM LOT WIDTH



C. Contextual Height Stepdown

1. **Purpose.** The purpose of a contextual height stepdown is to reduce the mass and height of proposed buildings in and around a sensitive site. The location at which the sensitive site and the property that requires a contextual height stepdown is referred to as the “sensitive edge.”
2. **Sensitive Site Defined.** A sensitive site is defined as the following: (Figure 4.21 provides a visual of these Sensitive Sites in and around the downtown San Marcos area, however, the standards in this section shall supercede the map visual)
 - a. Properties within a local historic district.
 - b. A property containing a building that is designated as a local, state, or national landmark.
 - c. A property that is zoned conventional residential, ND-3 or ND-3.5.
3. **General Requirements.** A contextual height step down is required in the following locations:
 - a. **Property Adjacent to a Sensitive Site**
 1. A maximum height of three stories is permitted within 25 feet of the property line or transition zone boundary to a sensitive site.
 2. The varied massing requirement for the side of the lot facing the sensitive site can be achieved through the selection of one of the following:
 - A. Set back the entire building façade a minimum of 10' from the property line.
 - B. Step back a minimum of twenty-five (25) percent of the building above the second story a minimum of twenty-five (25) feet.
 - b. **Property Across the Street from a Sensitive Site**
 1. A maximum height of three stories is permitted within 25 feet of the property line or transition zone boundary for a sensitive site.

2. The varied massing requirement for the side of the lot facing the sensitive site can be achieved through the selection of one of the following:
 - A. Set back the entire building façade a minimum of 10' from the property line.
 - B. Step back a minimum of twenty-five (25) percent of the building above the second story a minimum of twenty-five (25) feet.
 - C. Incorporate a forecourt that is no more than one-third of the length of the building, or a maximum of 35' in width.
- c. A site that immediately abuts or is directly across a street or alley from the boundary with a historic district or historic landmark.
- d. A site that immediately abuts or is directly across a street or alley from a district boundary of a conventional residential, ND-3, or ND-3.5 district.
- e. A site that immediately abuts or is directly across a street or alley from a site where a building that is listed on the National Register of Historic Places is located.

(Deleted Figure): Contextual Height Step-Down Map

4. **Measuring a contextual height step down.** A contextual height step down is measured as follows:

- a. A maximum height of three stories is permitted within 25 feet of the abutting property line or transition zone boundary line where applicable.

(Deleted Figure): Contextual Height Step-Down – Abutting Property

- b. A maximum height of three stories is permitted within 12 feet of a property line across the street from an applicable district boundary.

(Deleted Figure): Contextual Height Step-Down – across street

D. Neighborhood Transition Access Requirements. Site access in neighborhood transition areas shall be located to minimize negative impacts to adjoining properties.

1. A driveway serving any non-residential use or multi-family living shall not be permitted to access neighborhood streets.

E. Alternative Compliance Findings. The Planning and Zoning Commission may in accordance with Section 2.8.4.1 approve modifications to the neighborhood transition standards, subject to all of the following findings:

1. The approved alternate meets the intent of the neighborhood transition regulations;
2. The approved alternate conforms with the Comprehensive Plan and adopted City plans; and
3. The approved alternate provides a better transition between districts.
4. [In CD-5D and the five downtown Design Contexts, the approved alternate conforms to the Downtown Design Guidelines.](#)

FIGURE 4.21 CONTEXTUAL HEIGHT STEPDOWN MAP IN AND AROUND DOWNTOWN SAN MARCOS

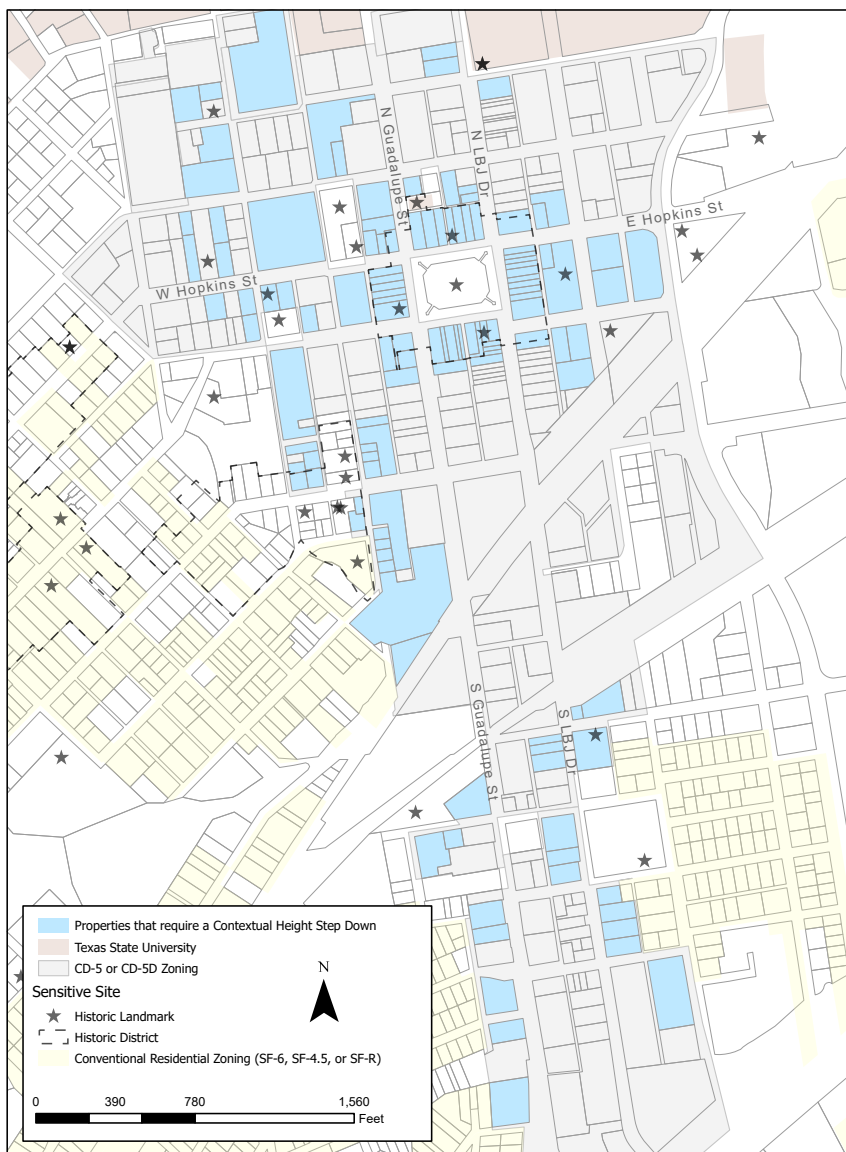


Exhibit C:

Public Draft Redlined Design Manual (Design Guidelines)

ARTICLE 1: CD-5D & CD-5 DESIGN GUIDELINES

DIVISION 1: INTRODUCTION

Section A.1.1.1 Purpose

- A. The regulations in CD-5 and CD-5D establish the basic requirements for building mass and scale. ~~(see Figure 1.1 Design Context Map)~~. These design guidelines supplement the Character District standards in the following ways:
1. As advisory information for those who wish to better understand the intent of the design standards in CD-5 and CD-5D.
 2. As part of design review for the administrative approval process.
 3. As part of design review for the alternative compliance process when alternatives are applied for.
- B. The guidelines within this document focus on allowing for flexibility in design while also protecting the character of the district and enhancing its pedestrian-friendly atmosphere. The guidelines and the review process through which they are administered seek to maintain a cohesive, livable place. Maintaining an attractive pedestrian-oriented environment is a fundamental concept. In addition, the guidelines serve as educational and planning tools for property owners and their design professionals who seek to make improvements.
- C. The design guidelines also provide a basis for making consistent decisions about the appropriateness of improvement projects requesting alternative strategies through the City's design review process. This includes both administrative review as well as Planning and Zoning Commission and City Council review through the alternative compliance process. The design standards in the Land Development Code and the City's adopted building codes have been codified to meet the intent of the design guidelines. Projects that meet those standards and are not requesting exceptions shall be judged to have met the design guidelines.

DIVISION 2: DESIGN PRINCIPLES

Section A.1.2.1 General Principles applicable to CD-5 and CD-5D

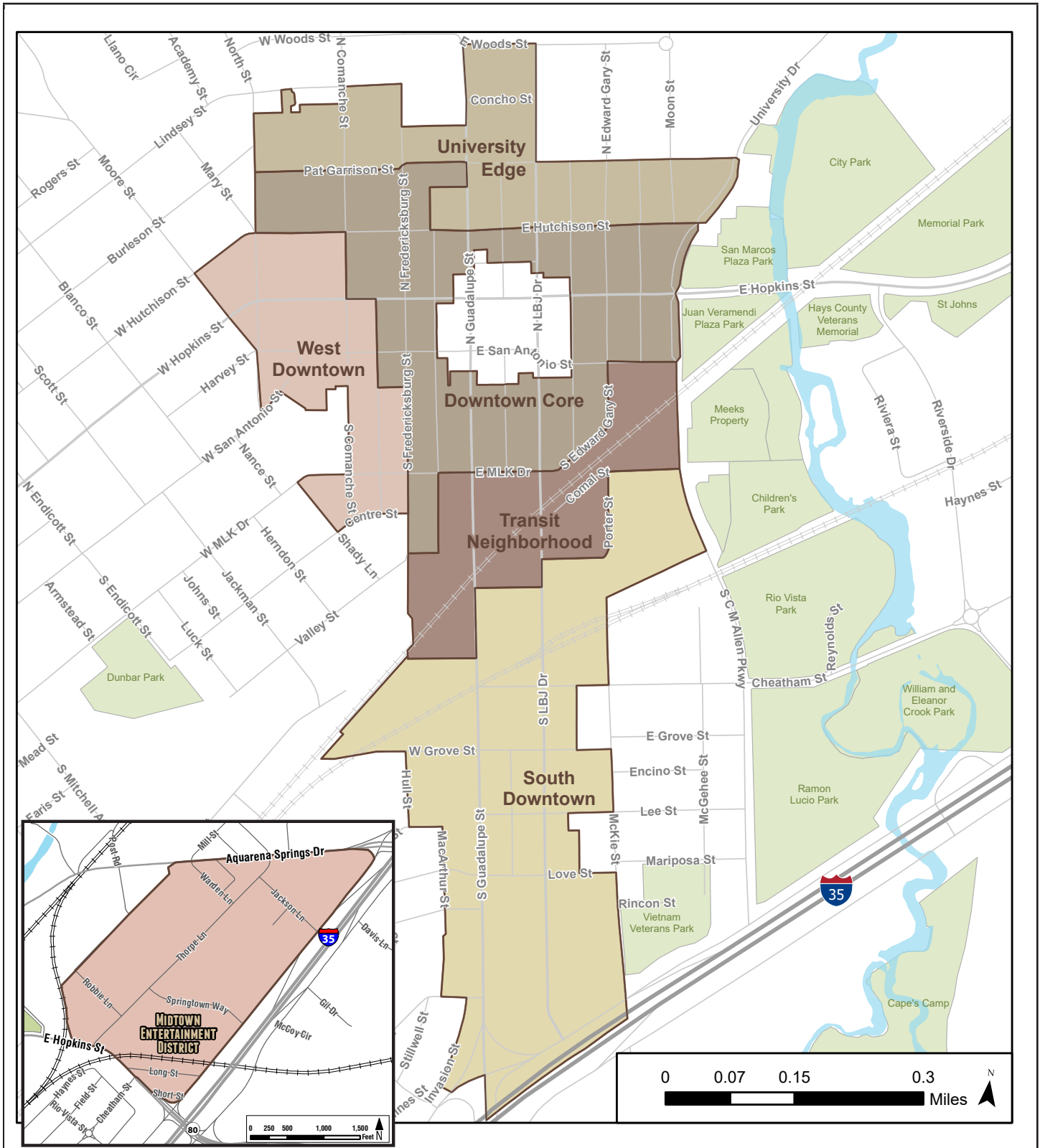
- A. **Purpose.** This section sets forth fundamental principles for improvements in the districts. These principles are broad in nature, focusing on qualitative aspects of design. Each improvement project in the districts should help forward the goals outlined in the Introduction and should also comply with these fundamental design principles:
1. **Design for sustainability.** Aspects of cultural, economic and environmental sustainability that relate to urban design and compatibility should be woven into new developments and improvements.
 2. **Enhance the public realm.** At the heart of the districts is an enhanced public realm, including streets, sidewalks and open spaces. Sidewalks and other pedestrian ways should be designed to invite their use through thoughtful planning and design. Improvement on private property also should enhance the public realm.
 3. **Enhance the pedestrian experience.** Each improvement project should contribute to a pedestrian-friendly environment. This includes defining street edges with buildings and spaces that are visually interesting and attract pedestrian activity. Buildings that convey a sense of human scale and streetscapes that invite walking are keys to successful design in the districts. Providing sidewalks of sufficient width for circulation and outdoor activities, and installing appropriate landscape and streetscape elements are also important.
 4. **Design Excellence.** Each new development should express excellence in design. This includes the use of high quality, sustainable materials; utilizing high quality construction methods; and paying attention to the details of the project and its design. Thoughtful designs should enhance the character of San Marcos, be sensitive to its surrounding context and create an enjoyable pedestrian experience.

Section A.1.2.2 Principles Specific to Downtown CD-5D

1. **Honor the heritage of the City.** Buildings, sites and components of urban infrastructure that have historic

significance should be preserved and considered as design inspiration for new work in the district. This does not mean copying earlier styles, but rather learning from them. New work around these resources should be compatible with them.

2. **Contribute to the sense of place.** Maintaining the distinct identity associated with downtown is important as it sets San Marcos apart from other communities in the region. This sense of place is established through a range of factors which should be considered in new developments. These factors include buildings that are smaller in scale that are designed to incorporate components that contribute to the street fronts as pedestrians walk along a downtown street. These buildings are often an eclectic mix of architectural styles and are home to a variety of uses including businesses and offices. In addition to a mix of businesses and uses that invite people downtown, street edges are designed to be inviting and to incorporate storefronts, seating areas and shaded spaces that welcome visitors. Finally, iconic landmarks and views help orient people when they're downtown.
3. **Establish a sense of visual continuity.** Establishing a sense of visual continuity throughout downtown is important. This sense of continuity can be established by public realm features such as a coordinated landscape palette. It can also be established by the built environment, through the use of similar building features. These features should be derived from traditional buildings downtown, especially those in the Downtown Historic District. These features can be interpreted in contemporary ways. While creativity in new building design is encouraged, balancing traditional building elements with new features and design contributes to the visual continuity of downtown San Marcos.
4. **Implement appropriate transitions and transition areas.** Where a sensitive use, such as a single family residential district, is adjacent to or near a CD-5D zone district property, incorporate transitions within a property or along a block to mitigate potential negative impacts on the residential property. These negative impacts could include looming buildings and loud noises, among other things. A wide range of strategies to reduce negative impacts exist and are explored in this Design Manual.
5. **Celebrate the Courthouse Square.** As the major focal point of the district, Courthouse Square should be valued in all urban design. This applies to properties in close proximity to the square, but also relates to improvements that may link other places to it, in terms of views, pedestrian circulation and building orientation.
6. **Design to fit with the context.** Improvement projects should consider their context. In some areas, that context remains strongly anchored by historic buildings. In other parts of the district, the context is more contemporary, with individual historic buildings sometimes appearing as accents. In still other areas, no historic structures exist. In this respect, "designing in context" means helping to achieve the long term goals for each of these areas.
7. **Promote creativity.** Innovation in design is welcomed in downtown. Exploring new ways of designing buildings and spaces is appropriate when they contribute to a cohesive urban fabric. This type of creativity should be distinguished from simply being "different."
8. **Design with authenticity.** The district is defined by buildings and places that reflect their own time, including distinct construction techniques as well as style. The result is a sense of authenticity in building and materials. All new improvements should convey this sense of authenticity.
9. **Design with consistency.** Buildings and places in the district that are highly valued are those which have a cohesive quality in their use of materials, organization of functions and overall design concept. Each new project should also embody a single, consistent design concept.
10. **Design with durability.** The district's cherished buildings and spaces are designed for the long term with durable materials. New work should have this same quality.

FIGURE 1.1 DOWNTOWN AND MIDTOWN DESIGN CONTEXTS MAP

DIVISION 3: DESIGN CONTEXTS

Section A.1.3.1 Description of Context Areas

A. Purpose. This section includes goal statements for each of the downtown design contexts ~~within CD-5D~~ as well as the Midtown Entertainment District ~~in CD-5~~ (see Figure 1.1 Downtown and Midtown Design Context Map). The five design contexts which are primarily zoned CD-5D are collectively known as ‘downtown’. These contexts are areas identified by community workshop participants as having unique character, constraints and/or design goals. Please note the Downtown Historic District Courthouse Square area is not included, as a separate design review system is in place for the historic district. ~~See the maps on the previous page for the location of the design contexts.~~

1. **University Edge.** ~~The University Edge context should create a safe, pedestrian-friendly transition between campus and CD-5D. New campus development in this context should be compatible in scale and respectful of the district’s design traditions. In addition, within the University Edge there are key public views up to campus and down to the Courthouse Square. New development should preserve and enhance these views. The University Edge context creates a pedestrian-friendly connection between campus and the Downtown Core context. New buildings may be larger in scale here, in keeping with campus scale, while drawing upon downtown’s design traditions.~~

Of special note are key public views, both north to campus and south to the Downtown Historic District. New development should preserve and enhance these views by varying building massing and creating outdoor spaces that permit views through to key landmarks.

Key Characteristics.

- a. Scale: Larger buildings here can be compatible with the scale of the university. Buildings in the University Edge should act as a transition in scale from the Downtown Core to the Texas State University Campus.
- b. Building massing: Buildings vary in their massing, to express modules similar in form to those seen historically.

- c. Street level character: Building fronts are visually interesting are activated primarily with stoops and forecourts. Storefronts and display cases may be appropriate in some cases.
- d. Frontages and setbacks: A high percentage of each building front aligns at the sidewalk edge, however with some variation in setbacks for active outdoor spaces.
- e. Parking: Parking is accessed from alleys and is concealed from the street, in tuck-under designs or structures.

2. **Downtown Core.** ~~Within the Downtown context it is especially important to maintain compatibility with the Courthouse Square. Increased density is appropriate where it does not impact the character of the square. The Downtown Core frames the Downtown Historic District and draws closely upon its design traditions to establish a sense of visual continuity between the two areas. New buildings express a scale at the street frontage that appears similar to that of buildings in the historic district. While compatibility with the historic styles is appropriate and important in the Downtown Core, replication of historic styles is inappropriate.~~

Variations in the articulation of building fronts and in overall massing reflect the scale of the historic district, with expression elements that define traditional building widths and building heights that step down to traditional heights for portions of larger buildings. The rhythm of new building fronts reflects the width and rhythm of historic buildings. New building designs draw on and are compatible with the historic character, but are designed to be “of their time.”

Buildings in the Downtown Core should be pedestrian-friendly design that includes wide sidewalks, activated ground levels – transparent windows and display cases for example – and shaded walkways. The use of trees and overhangs to provide shade is crucial.

Key Characteristics.

- a. Scale: Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
- b. Building massing: Buildings vary in their massing, to express modules similar in form to those seen historically.
- c. Street level character: Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility.
- d. Frontages and setbacks: A high percentage of each building front aligns at the sidewalk edge, however with some variation in setbacks for active outdoor spaces.
- e. Parking: Parking is accessed from alleys and is concealed from the street, in tuck-under designs or structures.

3. **West Downtown Residential/Transition Edge.** ~~For new development within the Residential/Transition Edge context it is important to minimize impacts from higher scale development on the character of the adjacent residential neighborhoods. New development should provide a transition in scale between the taller buildings in CD-5D and the existing residential neighborhoods.~~ The West Downtown design context houses a mix of uses including retail, cultural centers, churches, offices, and residential. Buildings in this design context create a transition from the more intensive development of the Downtown Core to the lower density residential neighborhoods that lie to the west.

Buildings draw upon both traditional residential and commercial types in their forms, materials and relationship to the street. Most buildings in this design context are set back from the street edge and include landscaping in front. This is particularly important for larger buildings. Courtyards and forecourts are appropriate. In some cases, smaller buildings may be located closer to the street edge. Along the sensitive edges of abutting residential districts, buildings are designed to minimize negative impacts, with reduced height, increased setbacks and landscaping.

Key Characteristics:

- a. Scale: Buildings express heights that are one or two floors at the street edge. Upper floors are set back from the front.
- b. Building massing: Buildings vary in their massing, to express traditional residential forms and smaller commercial buildings.
- c. Street level character: Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility. Others have porches and courtyards that connect to the street.
- d. Frontages and setbacks: Setbacks vary, with some buildings close to the street, while others are set back with lawns and courtyards in front.
- e. Parking: Parking is located in the rear or in tuck-under designs.

4. **Transit Neighborhood Oriented Development.** ~~Projects within the Transit Oriented Development context should establish a strong pedestrian orientation. The street front character is especially important here to encourage pedestrian activity.~~ The Transit Neighborhood context honors the culture and heritage of the surrounding neighborhoods and accommodates a mix of uses, with an emphasis upon housing that focuses on potential transit access. Taller buildings and higher density development is appropriate in this context, if it is designed to include elements of human scale and an active street level. The use of building modules to reduce the perceived scale of the building is crucial, especially if a new building is large in scale. New development draws upon the downtown's design traditions, but in more abstract ways than in the Downtown Core.

The eastern portion of the Transit Neighborhood may be a more appropriate location for taller, more dense development. Where it is near established single-family residential neighborhoods, transitions are needed to reduce negative impacts. Throughout the area, projects should have a strong pedestrian orientation. The street front character is especially important here to encourage pedestrian activity. New development also incorporates green spaces and bio-diverse landscaping, and connects to greenways when possible.

Key Characteristics:

- a. Scale: Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
 - b. Building massing: Buildings vary in their massing to express modules similar in form to those seen historically.
 - c. Street level character: Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility. Others have plazas and courtyards that connect to the street.
 - d. Frontages and setbacks: Setbacks vary, with some buildings close to the street, while others are set back with lawns and courtyards in front.
 - e. Parking: Parking is located in the rear or in tuck-under designs.
5. **South Downtown Approach.** ~~The Approach context is the corridor between the highway and Downtown, providing an entry procession into the heart of Downtown. New development in this area should provide visual interest and not overwhelm the distinct character of the district.~~ The South Downtown context is the corridor between IH-35 and the Downtown Core, providing an entry procession into the heart of downtown. New development honors the culture and history of the area, especially drawing on Hispanic heritage. Design conveys a preview of the character of downtown while drawing upon the distinct features of this area, including culturally significant sites such as the Cheatham Street Warehouse, the site of the MKT Railroad and the Centro Cultural Hispano de San Marcos. These important sites are emphasized rather than overshadowed in new development.

New, larger development focuses along Guadalupe and LBJ Streets with a mix of commercial and residential uses. It is scaled to be compatible with older established buildings that remain. The context is framed with lower density residential districts along the eastern and western edges. In these areas, projects are designed to provide compatible transitions to these neighborhoods with

reduced massing, increased setbacks, and landscaping. Outdoor space, such as courtyards and green space, is a key feature in new development.

Key Characteristics:

- a. Scale: Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
 - b. Building massing: Buildings vary in their massing, to express traditional residential forms and smaller commercial buildings.
 - c. Street level character: Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility. Others have plazas and courtyards that connect to the street.
 - d. Frontages and setbacks: Setbacks vary, with some buildings set close to the street, while others are set back with lawns and courtyards in front.
 - e. Parking: Parking is located in the rear or in tuck-under designs.
6. **Midtown Entertainment District.** The Midtown Entertainment District is defined as the area west of IH-35 within CD-5, Midtown on the Comprehensive Plan. New development in this area should enhance the public realm and the pedestrian experience by defining street edges with buildings and spaces that are visually interesting and attract pedestrian activity. Providing sidewalks of sufficient width for circulation, and outdoor activities, and installing appropriate landscape and streetscape elements is important. This area is a complement to the Downtown CD-5D and is an appropriate location for density and student housing, as well as associated entertainment, restaurant, and retail services.

Section A.1.3.2 Design Traditions

A. Overview. Many dimensional standards requirements for Character District – 5 Downtown (CD-5D) stem from the traditional buildings of the Downtown Historic District. The building components shared among historic buildings provide clues to what components are needed and what standards are appropriate for new development. For instance, traditional downtown building facades often include a kickplate with a large display window above, a mid-belt molding that caps the window transom, and vertically proportioned upper story windows. These windows are inset to create depth and shadow on the façade. Awnings and canopies are used to provide shade and shelter the sidewalk, and buildings are constructed of masonry materials (such as stone, brick, and detailed stucco) to create a sense of scale.

In addition to the individual components of a single building, the continuity among buildings along a block and within the Downtown Historic District is clear. Storefront widths vary only slightly and establish a clear rhythm along the block. Similar first floor heights are expressed through the mid-belt molding, the height of which is fairly consistent along a street front. The rhythm of upper story windows and their spacing creates visual consistency along the block. Finally, the cornice that caps each building varies only slightly in its height, defining the floors and aligning the buildings along a block. The repetition of a series of design components on traditional buildings in the Downtown Historic District, and throughout downtown San Marcos, provides precedent for the design of new buildings downtown. Many of these features are noted in Figure 1.2 - Figure 1.5.

FIGURE 1.2



FIGURE 1.3

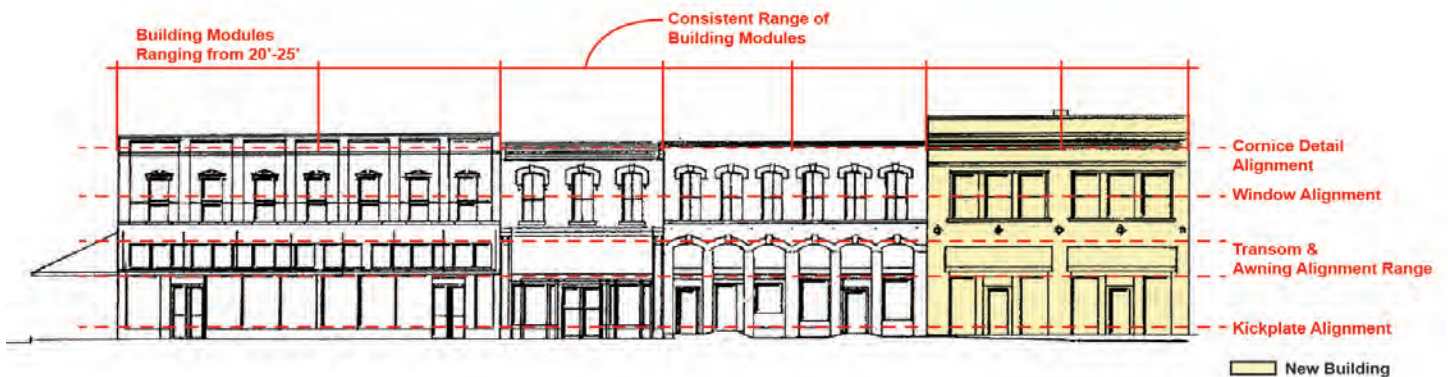


FIGURE 1.4



FIGURE 1.5



DIVISION 4: DESIGN GUIDELINES

Section A.1.4.1 Building Height

- A. The variety in building heights that exist helps to define the character of the area. New development should continue the tradition of height variation, expressing and supporting human scale and architectural diversity in the area. New buildings above three stories should set back upper floors to maintain a sense of human scale at the street and minimize impacts to lower scale historic structures in the district. The following Table 1.1 should be used when analyzing requests for additional height.

TABLE 1.1: HEIGHT STRATEGY BY CONTEXT

DESIGN CONTEXT	GOAL(S)	ADDITIONAL HEIGHT IN FIRST AND SECOND LAYER	ADDITIONAL HEIGHT IN THIRD LAYER
UNIVERSITY EDGE	Preserve key public views up the hill to campus. Create a transition in height from the Downtown Core to the University.	Alternatives which maintain sufficient public access to key views up the hill may be considered. Building height that relates to traditional building heights in the Downtown Historic District is appropriate.	Alternatives may be considered where taller structures will provide greater residential opportunities within proximity to campus and key views are sufficiently maintained. Additional height may be considered when it is found to meet the requirements for alternative compliance and especially the design guidelines for varied massing and expression within the First and Second Layers.
DOWNTOWN CORE	Maintain compatibility with traditional buildings in the Downtown Historic District. Courthouse Square:	Flexibility for building height requirements may be considered where it will not be visible from the square. Overall mass should maintain a sense of human scale and not appear out of character with Building height should be compatible with the historic buildings in the Downtown Historic District.	No additional height adjacent to the Downtown Historic District. Additional height may be considered where it will not obscure key views. Additional height may be considered where it will not obscure key views, but additional height above five stories is discouraged in this design context.
RESIDENTIAL/ TRANSITION-EDGE WEST DOWNTOWN	Maintain a sense of scale that relates to the adjacent residential zoning districts and uses. Create a transition from higher scale development in the Downtown Core. Minimize impacts from higher scale development on the character of adjacent residential neighborhoods. Provide a transition in scale between the CD-5D zoning T5 zone and the neighborhoods.	No additional height.	Additional height should only be permitted if it is not visible from the public right of way or the adjacent residential neighborhoods. No additional height.

TRANSIT NEIGHBORHOOD ORIENTED DEVELOPMENT	<u>Variety and creativity in building design, including height, is appropriate in this context. Taller buildings may be appropriate in this context as long as the height at the street is designed with the pedestrian in mind.</u> An increased density at and surrounding the future rail stop is desired.	Additional height at the street wall may be appropriate where the building maintains a sense of human scale and a pedestrian-friendly streetscape.	Additional height may be appropriate here where the building maintains a sense of human scale and maintains a pedestrian-friendly streetscape.
SOUTH DOWNTOWN APPROACH	The intent for the <u>South Downtown design context is to create an entry corridor that celebrates community heritage and welcomes visitors to downtown San Marcos as they exit the highway and move toward the Downtown Core. New design is scaled to be compatible with traditional buildings along Guadalupe and LBJ.</u> approach area is to provide corridors between the highway and Downtown.	<u>Additional height is inappropriate in the first and second layers.</u> The intent for the approach area is to provide corridors between the highway and downtown.	Additional height may be appropriate where it does not directly impact residential neighborhoods. The building should maintain a sense of human scale and a pedestrian-friendly streetscape.
MIDTOWN ENTERTAINMENT DISTRICT	Promote high-density mixed use development to complement Downtown.	Additional height may be appropriate where the building maintains a sense of human scale and pedestrian-friendly streetscape.	Alternatives may be considered where taller structures will provide greater residential opportunities within proximity to campus and key views are sufficiently maintained and alternative forms of transportation connections to campus have been accommodated.

in section 4.3.5.3 of the Land Development Code by adding additional Expression Tools and Building Elements.

Section A.1.4.2 Varied ~~Upper Floor~~ Massing Requirement.

A. ~~Specific to CD-5D~~ Applicability. The following guidelines are specific to CD-5D.

B. Overview. Buildings in CD-5D are typically three stories or less in height, although taller building heights can occur and are somewhat common in the third layer, depending on the design context. In most cases a range of building heights occur across a single block face. As the desired density increase is incorporated, it is important that new, taller structures not dominate the street front. Taller buildings should vary ~~upper floor~~ massing to provide variety in building height as perceived from the street and to maintain a sense of pedestrian scale at the sidewalk. If an alternative to the varied ~~upper~~ floor massing requirements is requested, the building shall exceed the minimum requirements of the blank wall area outlined

C. Guidelines. In order to ensure a human scale is established in the design of new buildings, incorporate strategies outlined in Table 1.2 as well as the following guidelines:

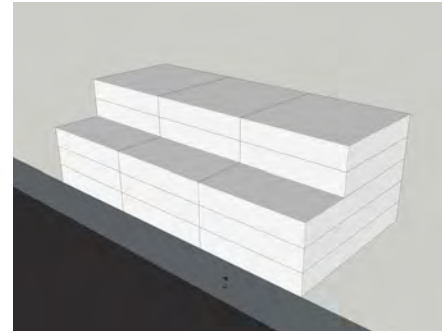
1. Establish a sense of human scale in the design of a new building.
2. Reduce the overall perceived mass of a new building by dividing it into smaller modules.
3. Design each building module to reflect building widths and heights seen historically in the downtown.

TABLE 1.2 VARIED MASSING REQUIREMENT

Building massing techniques can be used to reduce the apparent scale of a building while also helping to create a more interesting building form. Stepping down the mass of a building adjacent to a pedestrian way or sensitive area will provide a smooth transition to a lower scale setting.

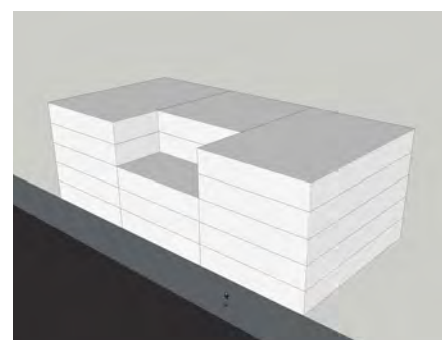
FRONT STEPBACK

A front stepback reduces the mass of a building along the street frontage.



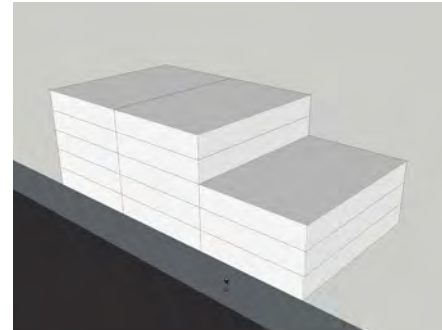
MIDDLE STEPBACK

A middle stepback reduces the central mass of a building by expressing different modules.



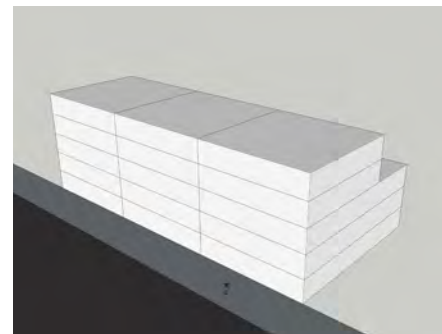
SIDE STEPDOWN

A side stepdown reduces the mass of a building to provide a transition to a neighboring building of smaller scale or a pedestrian connection.



REAR STEPDOWN

A rear stepdown provides a transition between the rear of a building and a sensitive area such as an adjacent residential area or outdoor amenity space.



Section A.1.4.3 Expression Elements. ~~Building Mass and Articulation:~~

- A. Applicability.** The following guidelines are specific to CD-5D.
~~Specific to CD-5D:~~
- B. Overview.** Expression includes vertical and horizontal changes that influence the scale of the building. New development in downtown San Marcos should incorporate articulation techniques that promote a sense of human scale and divide the mass and scale of a larger building into smaller parts.
- C. Guidelines.** Refer to the following guidelines and Table 1.3 to see how a variety of building articulation methods are accomplished.
1. Establish a sense of human scale in the design of a new building.
 - a. Use vertical and horizontal articulation techniques to reduce the apparent scale of a larger building mass.
 - b. Use expression techniques in proportion to a building's overall mass. For example, deeper insets are needed as a building's length increases.
 - c. Apply materials in units, panels or modules that help to convey a sense of scale.
 - d. Create a sense of texture through shadow lines which also provide a sense of depth and visual interest.
 1. Incorporate horizontal expression lines to establish a sense of scale.
 - a. Use moldings, a change in material or an offset in the wall plane to define the scale of lower floors in relation to the street.
 - b. Align architectural features with similar features along the street, where a pattern of alignment already exists. This pattern of alignment is especially prominent through storefront windows and upper story windows in the Downtown Core, but is also visible in other design contexts downtown.
 2. Provide vertical articulation in a larger building mass to establish a sense of scale.

- a. Use moldings, columns, a change in material or an offset in the wall plane to define different building modules.
3. Use materials to convey a sense of human scale and visual interest to pedestrians.
4. Incorporate balconies to create depth and interest on a building façade.
5. Vary roof heights and cornice lines to create visual interest.
6. Incorporate a roof form that provides a cap.
 - a. Define a flat roof form with a distinct parapet or cornice line.

The following Table 1.3 illustrates ways in which a building can incorporate design features that create a sense of human scale. The table is divided into two sections – Primary Expression Elements and Secondary Expression Elements. The primary expression elements correspond directly with the Expression options provided in Section 4.3.5.4 of the Development Code. This section provides more detail and illustration of this category, of which new development must utilize at least two primary expression elements below in addition to the blank wall area requirements. The Secondary Expression Elements section includes additional tools that may be used if an applicant seeks alternative compliance with the standards outlined in the Code.

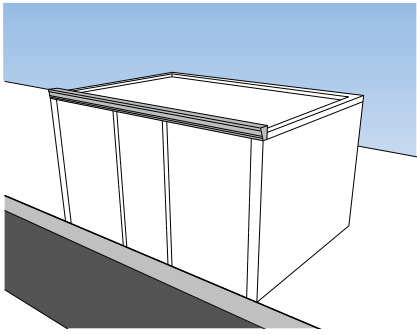
TABLE 1.3 EXPRESSION ELEMENTS

PRIMARY EXPRESSION ELEMENTS

The design options described and illustrated below may be used individually, or in combination, to meet the intent of the design guidelines for building expression. Note that other creative building expression strategies may also be appropriate.

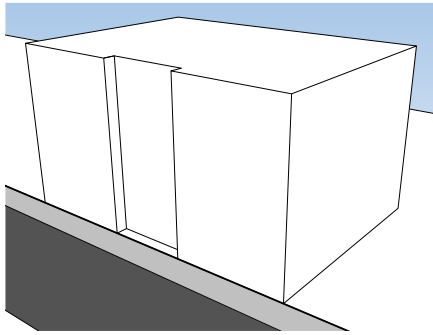
CORNICE

A cornice, which projects beyond the building face sufficiently to project a noticeable shadow, establishes a cap to a facade.



WALL NOTCH

A wall notch is a vertical expression line created by notching a building wall for its full height. In this example the central bay is inset from the flanking walls.



VERTICAL OR HORIZONTAL EXPRESSION LINE

Expression lines include vertical and horizontal moldings and attached columns, as in this example. An expression line must project sufficiently from the face of a building wall to cast a distinct shadow.

Examples include:

- Moldings
- Sills
- Cornices
- Canopies

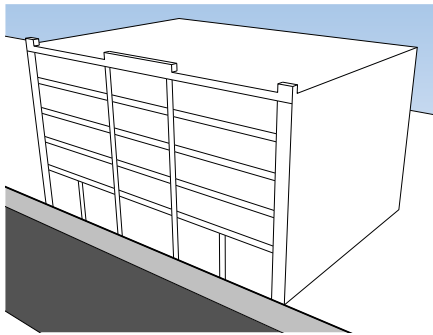


TABLE 1.3 EXPRESSION ELEMENTS (CONTINUED)**PRIMARY EXPRESSION ELEMENTS (CONTINUED)****WALL OFFSET**

A wall offset is similar to an increased setback, but with a larger dimension. It often provides a forecourt along part of the front of a building.

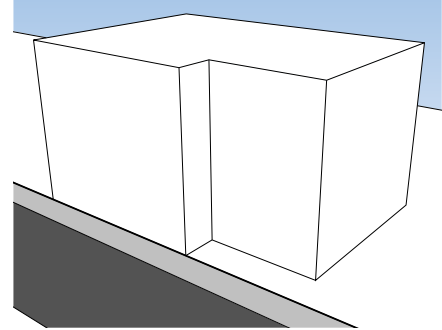


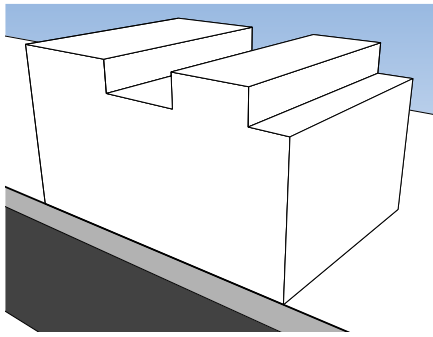
TABLE 1.3 EXPRESSION ELEMENTS (CONTINUED)

SECONDARY EXPRESSION ELEMENTS

One, or a combination of these Secondary Expression elements may be considered as an alternative to one of the required Primary Expression Elements through Design Review.

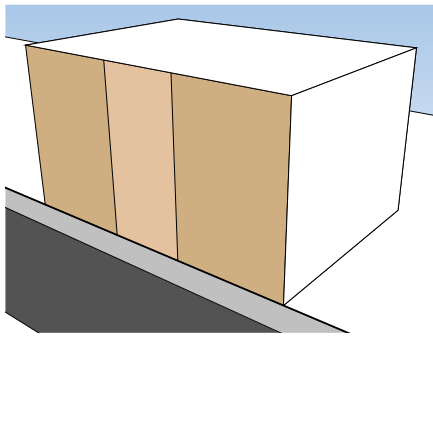
HEIGHT VARIATION

A variation in height may occur as a setback of part of a floor or a change in roof line. In this example of a single building, a portion on the right is one story less than that on the left



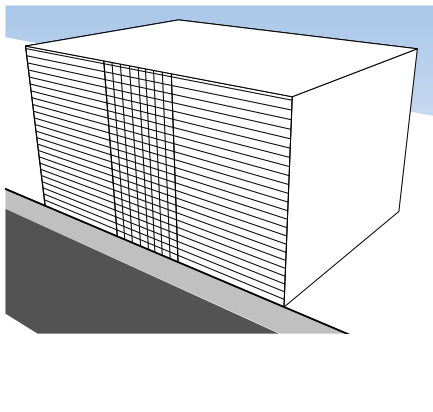
COLOR CHANGE

Color changes may occur as significant vertical or horizontal design on a building wall, where it maintains an overall cohesiveness in the building design [i.e. avoid abrupt and inconsistent color changes]. In this example different facade modules vary in color.



MATERIAL CHANGE

Material change may appear as a significant vertical or horizontal surface. In this example of townhomes, a change in material expresses each unit.



Section A.1.4.4 CD-D Expression - Four-Sided Design

A. Overview. A building's façade strongly impacts the pedestrian experience on an adjacent public space, such as a sidewalk or open amenity space. All building sides should be designed for public view, using building form and architectural details to create visual interest. The degree of detail may vary depending on the location of the wall, but some architectural detail is needed because a blank or featureless building façade can diminish interest. Thus, the design of a new building should be considered "in the round." This applies to buildings and parking structures in the zone district.

B. Wall Classification. Early in the design process, determine which type of wall classification (primary, secondary or tertiary) applies to each side of the building. Primary walls have a higher priority, while secondary and tertiary walls have a lower priority respectively. Key factors to determine priorities for wall treatment are:

2. Proximity to a public way (a street or walkway)
3. Proximity to a sensitive edge
4. Assigned primary frontage
5. Service access

C. Design Guidelines. In order to effectively design a new building to be four-sided in nature, design a building to provide interest on all sides that will be viewed from the public realm.

1. All faces of a building should include architectural details to reduce the visual impact of a "back side." Visual interest can be provided through a variety of methods, including:
 - a. Windows and doors
 - b. Building articulation techniques
 - c. Site walls and raised planters (A site wall is typically a short wall at the edge of a property. A small planting area between the sidewalk and the building would be created and a site wall would define the property line at the sidewalk.)
 - d. Decorative wall treatments
2. Incorporate more visual interest techniques on primary walls to differentiate from secondary and tertiary walls.

3. Incorporate active uses and/or pedestrian-friendly features on the ground floor to encourage an enjoyable pedestrian experience.

D. Wall Classification Examples. The following Table 1.4 illustrates the differences in wall treatments for a new building, ranging from "high priority" walls to those that are less of a priority. The intent is to ensure that all building walls include pedestrian-friendly features, but that the degree to which these features are incorporated is appropriate based on the location of the wall. The strategy illustrated in this table should be applied when considering Section 4.3.5.4 "Expression" of the Development Code.

TABLE 1.4 EXPRESSION - FOUR-SIDED DESIGN

The degree to which Expression techniques may be applied varies by location on the site. The intent is to provide visual interest on all sides of a building.

WALL TYPE A: HIGH PRIORITY (PRIMARY WALL)



This wall type is highly visible to the public and is important in conveying a sense of scale, visual interest and a pedestrian-oriented activity for the building and its site. This is the “front” of a building, either facing a street, into a development or onto an outdoor public amenity space. It should include a high percentage of glass to display goods and activities inside. (Note that a building may have more than one “Type A” wall, especially in “double-fronted” building scenarios, and when the building is at a highly visible location.)

A High Priority wall:

- Faces a public right-of-way and is in relatively close proximity to it
- Will be seen by users on a regular basis
- Contributes to a clustering of buildings that defines a place

Objectives for High Priority walls:

- Convey a sense of human scale in massing and detailing
- Have a high level of visual interest
- Invite pedestrian activity
- Provide views into interior functions

WALL TYPE B: PEDESTRIAN-FRIENDLY (SECONDARY WALL)



These are also in high-traffic areas, but are walls (or portions thereof) where internal functions do not lend themselves to designs with extensive amounts of transparency. For example, there is likely to be one wall where service doors are located, and public access is not appropriate. Because these are in high-traffic areas, a high degree of wall surface treatment is needed. This may include a broader range of options to achieve visual interest, including wall art or other architectural detailing.

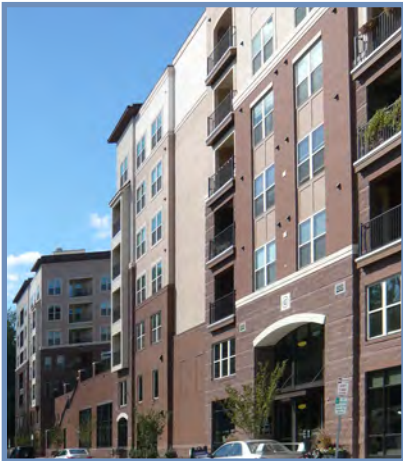
A Pedestrian-friendly wall:

- Faces a pedestrian area
- Will be seen on a regular basis
- Includes some “back of house” or service functions

Objectives for Pedestrian-friendly walls:

- Convey a sense of human scale in massing and detailing
- Have a high level of visual interest
- Be compatible with pedestrian activity in the area

WALL TYPE C: UTILITIES, SERVICE, AND AUTO-ACCESS (TERTIARY WALL)



Finally, there are walls that are more remote in terms of public exposure, such as along an alley. Even so, the objective is still to assure that these walls are seen as part of coherent design composition. A lesser level of detail may be appropriate.

A Service-Oriented wall:

- Is seen by the general public at a distance
- Is less frequently experienced by the general public
- Has service functions as a primary requirement

Objectives for Service Oriented walls:

- Convey a sense of scale in general massing
- Have a moderate level of visual interest
- Convey a sense of relatedness to the overall building design

E. ~~Traditional development patterns create a rhythm along the street by the repetition of similar building widths and vertical proportions.~~ Variations in massing and building articulation should be expressed throughout a new structure, resulting in a composition of building modules that relate to the scale of traditional buildings.

1. ~~Provide horizontal expression at lower floor heights to establish a sense of scale.~~
2. ~~Provide vertical articulation in a larger building mass to establish a sense of scale.~~
3. ~~Maintain established development patterns created by the repetition of similar building widths along the street.~~

(Previous Section A.1.4.5) Canopies and Awnings.

F. ~~Specific to CD-5D.~~ Canopies and awnings are noteworthy features on many buildings in the CD-5D, and their continued use is encouraged. Traditionally, these features were simple in detail, and reflected the character of the building to which they were attached. An awning or canopy should be in character with the building and streetscape.

G. ~~General to All.~~ The use of canopies and awnings is encouraged to provide shade on the sidewalk when shade trees are not utilized. When awnings and canopies are placed near trees, the tree habit and mature canopy size shall be taken into consideration to ensure canopies and awnings do not inhibit the tree's growth.

(Previous Section A.1.4.6) **Window Design.**

H. ~~Specific to CD-5D.~~ The manner in which windows are used to articulate a building wall is an important consideration in establishing a sense of scale and visual continuity. In traditional commercial buildings, a storefront system was installed on the ground floor and upper story windows most often appeared as punched openings. Window design and placement should help to establish a sense of scale and provide pedestrian interest.

1. ~~Provide a high level of ground floor transparency on a building in an area traditionally defined by commercial storefronts.~~

2. ~~The use of a contemporary storefront design is encouraged in commercial settings.~~

3. ~~Arrange windows to reflect the traditional rhythm and general alignment of windows in the area.~~

(Previous Section A.1.4.7) Building Scale

I. ~~A new building within CD-5D and CD-5 should convey a sense of human scale through its design features.~~

Section A.1.4.5 Views

A. Overview. Views within CD-5D from the public right of way to notable buildings throughout downtown – such as the Downtown Historic District, Courthouse, historic landmarks and churches – and to areas adjacent to downtown – such as the University – are important and should be retained. The location of a building on a site, in addition to its scale, height and massing, can significantly impact views from the public right of way – including streets, sidewalks, intersections and public spaces – to the important building.

B. Guidelines. The following guidelines should be implemented when considering views:

1. Minimize the impacts of primary views from the public right of way to important buildings downtown and adjacent to downtown San Marcos.
2. Locate a building on a site to preserve views from the public right of way to important buildings by doing one of the following:
 - a. Set a building back from the front lot line
 - b. Incorporate a corner plaza
 - c. Step upper stories of a building down towards the important building

Options for Preserving Important Views. The following Table 1.5 illustrates two ways in which variation in building massing may be used to maintain an important view: (1) A stepdown in height for a portion of the building is positioned to maintain a view, and (2) A corner forecourt is used to maintain a view.

TABLE 1.5 OPTIONS FOR PRESERVING IMPORTANT VIEWS

These are examples in which varied building massing techniques can be used to preserve views from the public way to important features.

DISCOURAGED: NEW BUILDING BLOCKS VIEW TO IMPORTANT BUILDING

The placement of the 3rd story setback is on the interior of the site and does not preserve the view of the church. The church tower is blocked by the 5 story wall at the corner.

APPROPRIATE: NEW BUILDING STEPS BACK TO PRESERVE VIEW TO IMPORTANT BUILDING

By locating the required 3rd story setback at the corner of the building, the church tower is visible from the pedestrian level.

APPROPRIATE: NEW BUILDING INCORPORATES CORNER FORECOURT/PLAZA TO PRESERVE VIEW TO IMPORTANT BUILDING

With a forecourt/plaza at the corner of the building, the view of the church tower is more visible from the pedestrian level.

View Towards Important Building



View From Important Building



C. ~~(Previous Section on Views) Views within CD-5D from the public right of way to the University and Courthouse Square are important and should be retained.~~ The location of the building on a site, in addition to its scale, height, and massing, can impact views from the adjacent public right of way, including streets, sidewalks, intersections, and public spaces.

1. ~~Minimize the impacts to primary views from the public right of way to the University and Courthouse Square.~~

Section A.1.4.6 Neighborhood Transitions

A. Overview. Sensitive neighborhood transitions are crucial to reducing conflicts between adjacent sites with differing uses as well as between adjacent zoning districts with different uses. Most commonly this is seen as a transition between a commercial use and an adjacent residential neighborhood, but it can also occur at an interface with a natural feature such as a park or creek. Where a potential conflict occurs, a sensitive transition that limits the potential negative effects from the commercial activity on the residential property (such as towering heights or loud noise) should be incorporated into the development. Site design adjacent to an existing or future residential neighborhood should provide a compatible transition that minimizes potential negative impacts while promoting positive connections. In addition to the sensitive site transition guidelines below and diagrams in Table 1.6, refer to Varied Building Massing guidelines and diagrams in Table 1.2 to show how a building can be designed to transition the form toward a lower scale use.

B. Guidelines. The following guidelines should be used when considering Neighborhood Transitions:

1. Design a site with a new land use to be compatible with adjacent neighborhoods.
 - a. Place and orient a building to minimize potential negative impacts on an adjacent residential neighborhood.
 - b. Avoid orienting the rear of a building toward an adjacent residential neighborhood.
 - c. Avoid creating an impassable barrier between a newly developed site and an adjacent neighborhood.

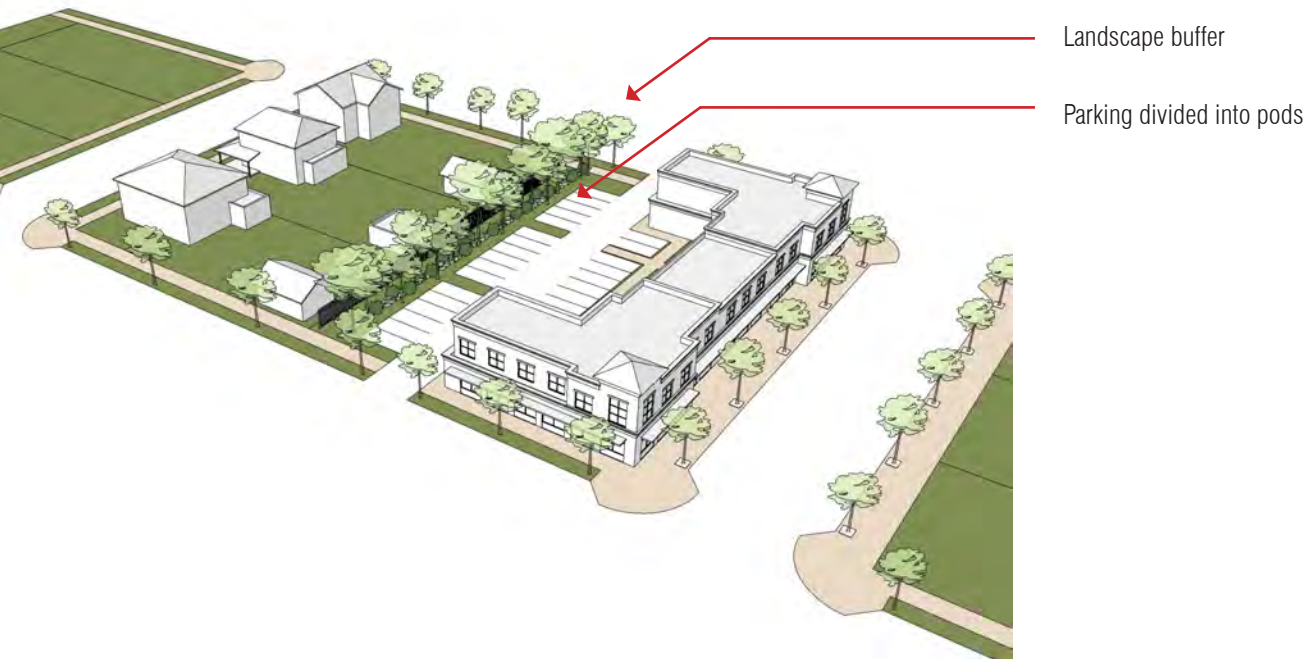
- d. Do not locate a mechanical or service area directly adjacent to a residential neighborhood.
2. Minimize negative impacts of a commercial operation on an adjacent residential property.
 - a. Locate a commercial activity that generates noise, odor or other similar impacts away from the shared lot line with a residential property.
 - b. Where a commercial use is adjacent to a residential use, buffer or screen the commercial activities. This could include a buffer area with landscaping and outdoor amenities such as an exercise area, picnic area or pedestrian walkway.
 - c. Where a fence or physical barrier is needed to minimize negative impacts from the commercial operation, utilize a barrier that retains some transparency.
3. Design a landscape buffer area to include amenities. This may include:
 - a. Multi-use paths
 - b. Picnic areas
 - c. Exercise areas
 - d. Playgrounds
 - e. Water features, including landscaped stormwater management
 - f. Other landscape features

C. Neighborhood Transitions Examples. The following Table 1.6 illustrates a variety of strategies to design a transition to a sensitive adjacent property. These strategies focus on utilizing space for lower-intensity uses between a primary building and a sensitive edge to ease the transition. The intent of each of these strategies is to minimize potential negative impacts on a sensitive site, and to provide a compatible transition in terms of mass and scale. These strategies should be considered when designing a new development near a sensitive property as explained in Chapter 4, Article 3, Division 6: "Neighborhood Transitions" of the Development Code.

TABLE 1.6 NEIGHBORHOOD TRANSITIONS

These pages illustrate alternative approaches for designing a compatible transition from a higher intensity development to a protected district or sensitive edge.

PARKING WITH LANDSCAPED BUFFER



PARKING WITH GARAGES

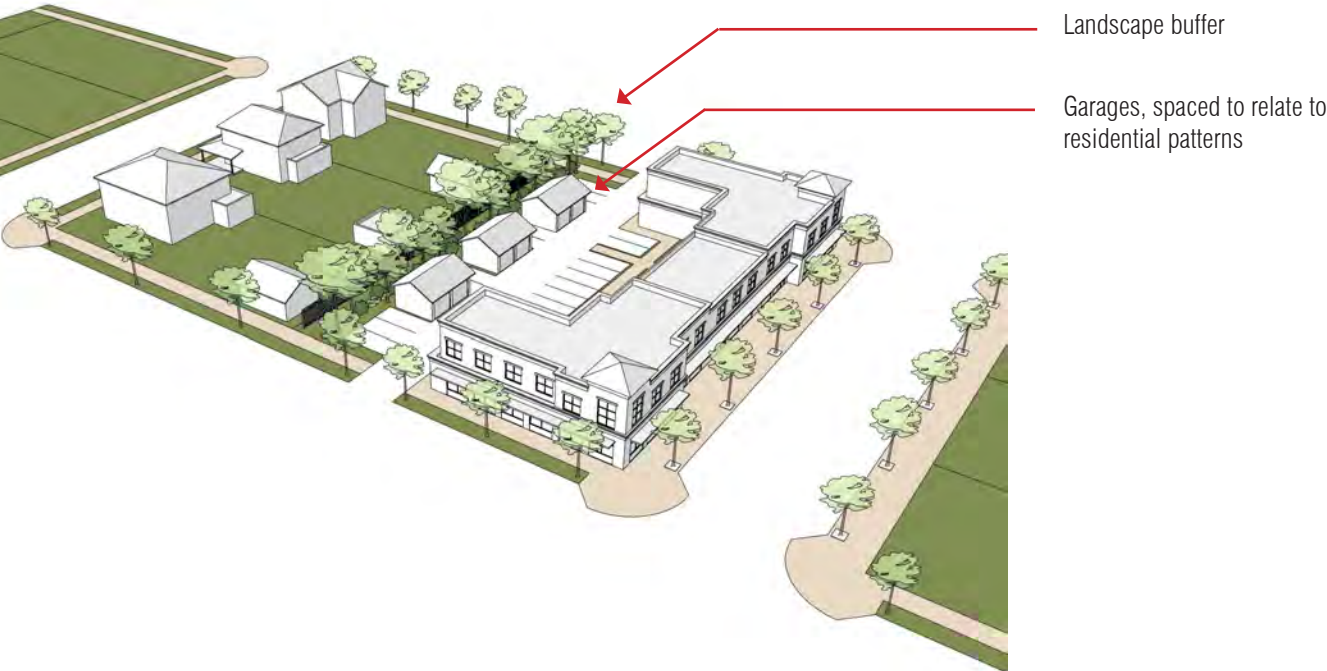
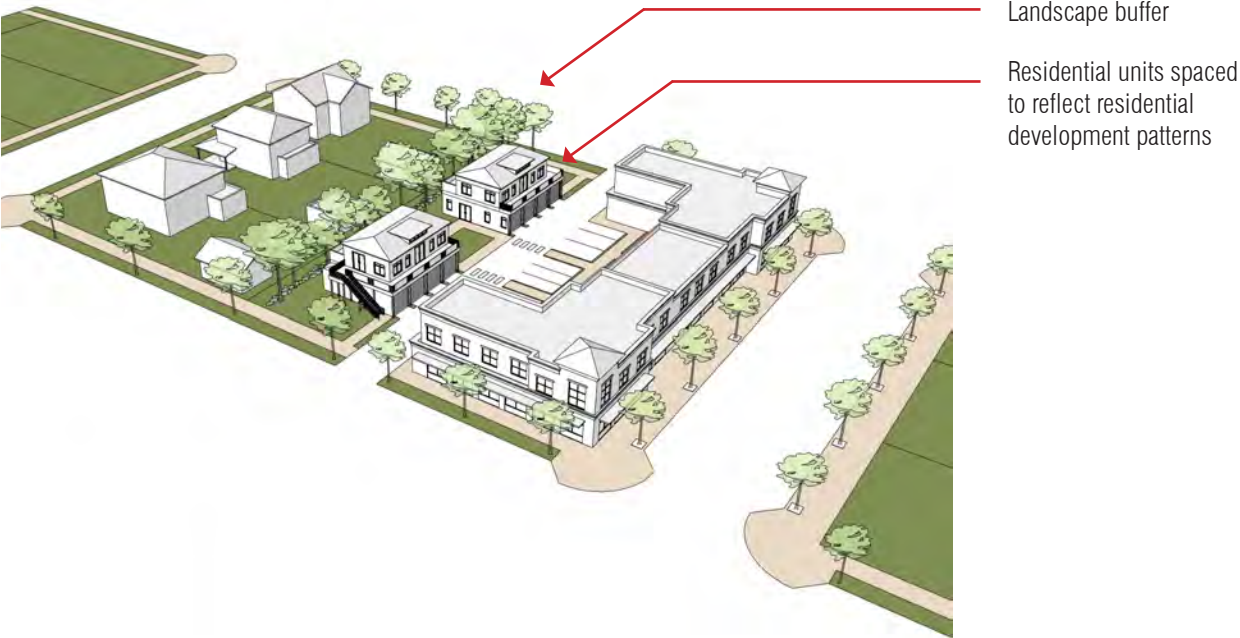


TABLE 1.6 NEIGHBORHOOD TRANSITIONS (CONTINUED)

RESIDENTIAL UNIT OVER GARAGE AS TRANSITION



TOWNHOUSE STYLE UNITS AS TRANSITION

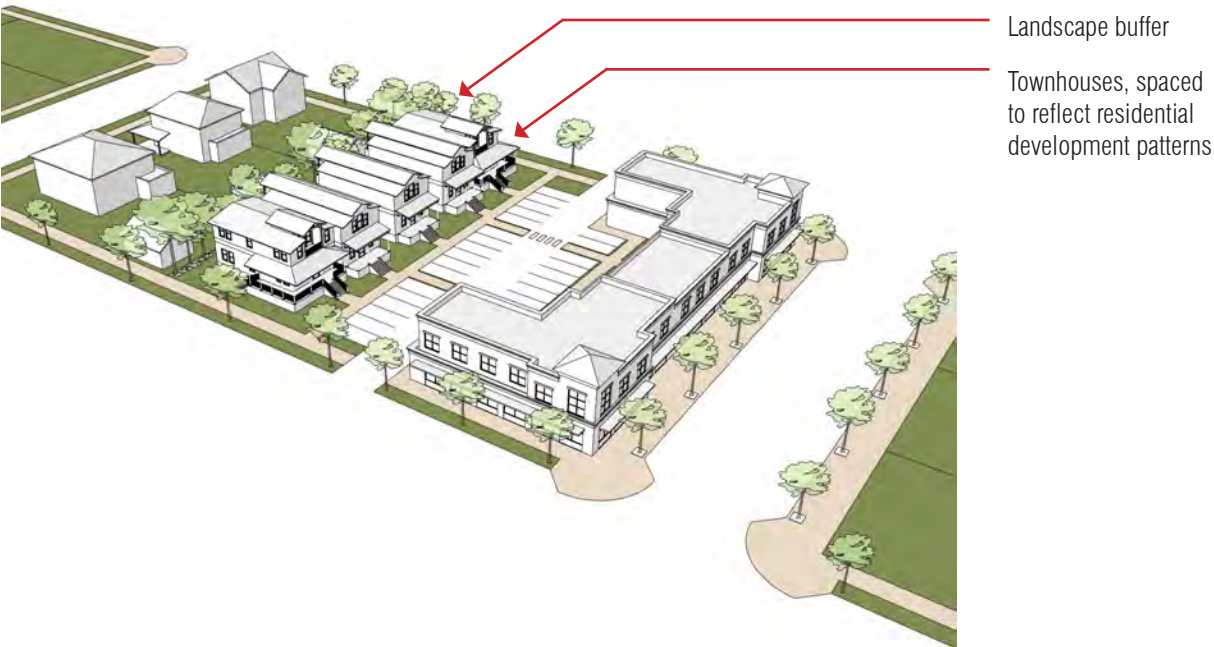
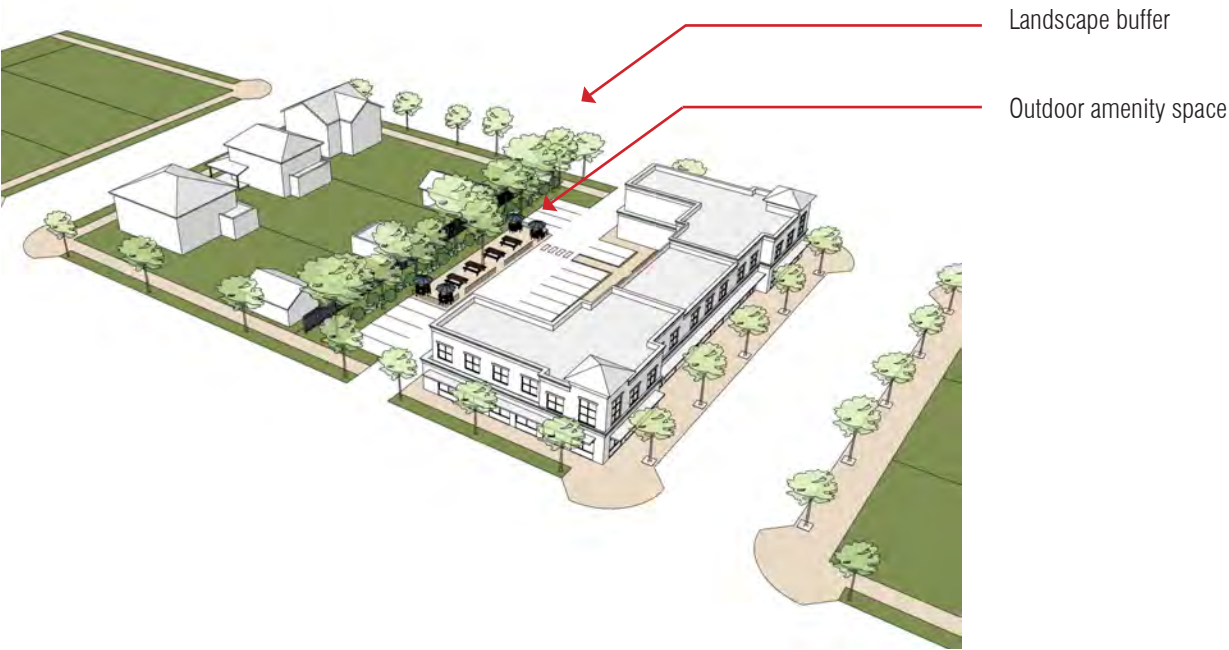


TABLE 1.6 NEIGHBORHOOD TRANSITIONS (CONTINUED)

LOW IMPACT ACTIVITY AREA AS TRANSITION



- D.** ~~Provide a compatible sense of scale along sensitive edges by using lower building heights for areas of a property adjacent to a sensitive site, conventional residential district, ND-3 or ND-3.5, or historic district.~~

~~(Previous Section A.1.4.7) Expression Tools~~

- E.** ~~Traditionally, buildings in CD-5D have an established sense of scale and proportion and express a visual rhythm and pedestrian interest at the street front. This should be continued in new projects in both CD-5 and CD-5D. Vertical and horizontal articulation should meet the intent of the blank wall area standards and express a sense of human scale and provide visual interest on a principal frontage.~~
- 1. Vertical Expression.** ~~Vertical articulation techniques should provide interest in design and human scale. The purpose of these articulations is to ensure that the front of a new structure has a variety of offsets, surface relief, and insets to reflect a more traditional rhythm and scale at the street front.~~
 - 2. Horizontal Articulation.** ~~The objective of horizontal articulation tools is to create a sense of human scale, facade depth and visual interest on a building facade.~~

Section A.1.4.7 Building Materials

- A. Overview.** Building materials should contribute to the visual continuity of downtown San Marcos. Each material should be authentic and genuine, reflecting the scale, color, texture and finish of those used historically, especially in the Downtown Core. More flexibility is appropriate for design contexts further from the Downtown Core. The appropriateness of a material may also vary depending on whether it is used as a primary material or a secondary material. A primary material is one that covers the majority of the surface area of a prominent face of a building. A secondary material is also a part of a building's walls but is subordinate to the primary material. Other materials may also be used as accents and trim elements.

Historically, the palette of primary building materials was limited, with brick predominant. Other masonry forms, such as stone, were also common. Buildings in the Downtown Core should continue to utilize masonry materials, especially brick, as a primary building material. New buildings in the other design contexts should consider incorporating traditional

materials, although other materials that convey a sense of scale and provide visual interest are also appropriate. Materials with matte finishes and those that are in units or modules that help to express scale are examples.

- B. Guidelines.** The following guidelines should be used when considering building materials:

1. Use building materials that appear authentic and that contribute to the visual continuity of downtown San Marcos.
 - a. A building material should have a texture, finish and scale similar to that used historically, especially in the Downtown Core design context.
 - b. Utilize genuine masonry, metal, concrete and glass, where possible.
 - c. Avoid using imitation or highly reflective materials.
2. Develop simple combinations to retain the overall composition of the building.
 - a. Avoid mixing several materials in a way that would result in an overly busy design.
3. Use high quality, durable building materials.
 - a. Choose materials that are proven to be durable in the San Marcos climate.
 - b. Choose materials that are likely to maintain an intended finish over time, when it is understood to be a desired outcome.
 - c. Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising appearance.
4. Alternative primary materials may be considered when they are designed to express modules and a sense of scale. These may include:
 - a. Architectural metals
 - b. Glass curtain walls
 - c. Architectural concrete

d. Detailed stucco

C. Materials Examples. The following Table 1.7 illustrates examples of materials that are appropriate in downtown San Marcos in the different design contexts. The table is organized into categories of building materials and three visual examples are provided by each. The intent of the table is to provide guidance for where certain materials may be appropriate as primary and secondary materials in the design contexts. This chart relates to Section 4.3.5.6 of the Development Code, “Durable Building Material Area.”

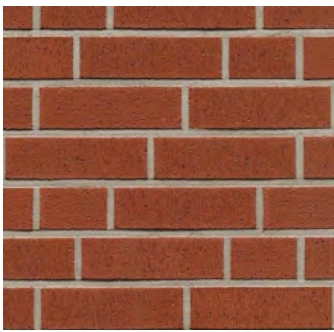
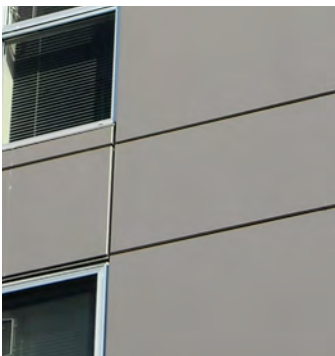
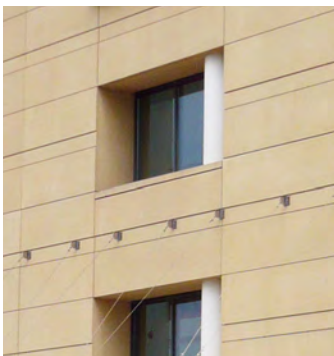
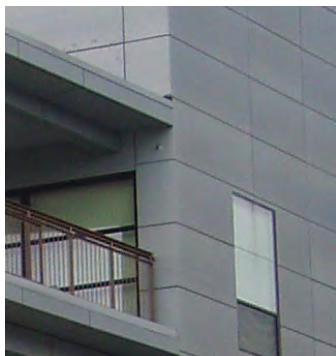
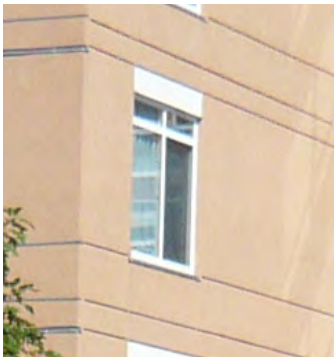
TABLE 1.7 BUILDING MATERIALS			
BRICK			
Appropriate in all contexts as primary and secondary material.			
	Glazed Brick	Red Brick	Yellow Brick
CONCRETE			
Appropriate as primary material in: University edge Transit Neighborhood Appropriate as secondary material in all contexts.			
	Detailed Concrete	Detailed Concrete	Detailed Concrete
STONE			
Appropriate in all contexts as primary and secondary material.			
	Rusticated Stone Veneer	Buff Limestone	Finished Ashlar Stone

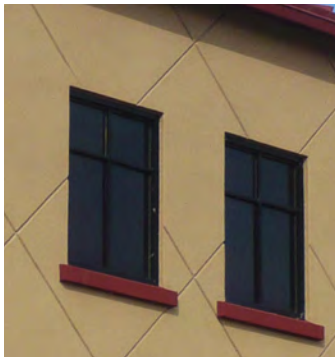
TABLE 1.7 BUILDING MATERIALS (CONTINUED)

STUCCO

Appropriate as a secondary material in all contexts.



Detailed Stucco



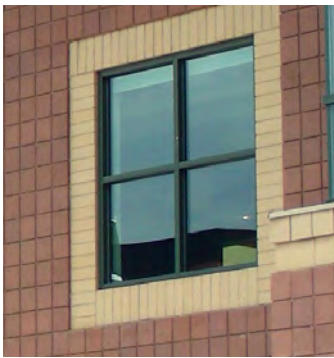
Detailed Stucco



Detailed Synthetic Stucco

SPECIAL MASONRY

Appropriate as a secondary material in all contexts.



Architectural Block



Architectural Block



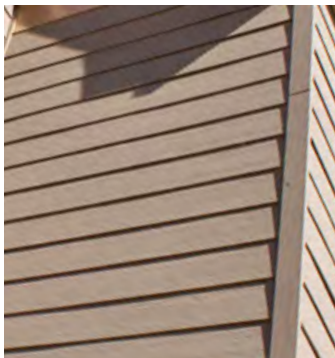
Terra Cotta

SIDING

Appropriate as a primary material and secondary material in the West Downtown and along sensitive edges in the South Downtown.



Shingle Siding



Lap Siding



Modular Panels

TABLE 1.7 BUILDING MATERIALS (CONTINUED)

GLASS			
Appropriate as a secondary material in all contexts.			
			
Architectural Glass Blocks		Glass Paneling	
			
		Glass Curtain Wall	
METAL			
Appropriate as a secondary material in all contexts.			
			
Metal Framework		Metal Cladding	
			
		Metal Framework	

Section A.1.4.8 Design Options for a Pedestrian-Friendly Ground Floor

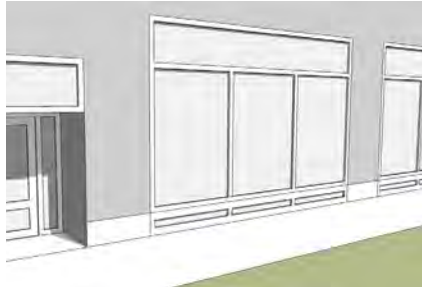
- A. Overview.** Building design should incorporate features that help create a pedestrian-friendly street level by eliminating large expanses of blank wall area. High-quality ground floor design considers elements such as height, transparency, entrance location, canopies and awnings. In mixed-use areas such as CD-5D, it is especially important to incorporate active features into the ground floor, such as plazas and storefront windows, that create an inviting pedestrian experience.
- B. Guidelines.** The following guidelines should be utilized when considering options for a pedestrian-friendly ground floor.
1. Design the ground floor to engage the public realm and promote pedestrian activity.
 - a. Incorporate recessed entries, courtyards, forecourts or other setback in the ground floor façade that can be activated and connected to the public realm.
 - b. Use design features such as windows, display areas and awnings to engage the street, provide shade and add pedestrian interest.
 - c. Avoid long, blank wall areas that will diminish pedestrian interest. Instead, add visual interest to the visual interest to blank walls through at least one of the techniques shown in Table 1.8.
- C. Pedestrian-Friendly Ground Floor Options.** The following Table 1.8 illustrates a variety of ways that interest can be added to a blank wall or one with little architectural detail. While a storefront is not appropriate for all building types or in all areas of downtown, creating an environment that is enjoyable for pedestrians is essential. This means that the activation methods below should be applied to the ground floor of a development. These methods apply when considering alternative compliance for Section 4.3.5.2, “Transparency” and Section 4.3.5.3, “Blank Wall Area,” of the Development Code.

TABLE 1.8 DESIGN OPTIONS FOR A PEDESTRIAN-FRIENDLY GROUND FLOOR

The design options described and illustrated below may be used individually, or in combination, to meet the intent of the design guidelines for ground floor design. The street level of a building should incorporate windows and other pedestrian-friendly features that invite pedestrian activity.

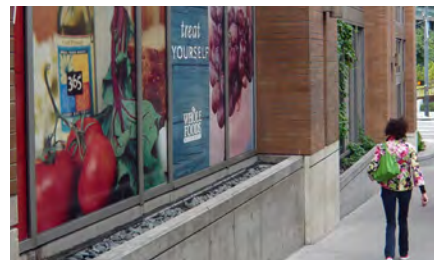
WINDOWS

A commercial building should incorporate a high percentage of transparent glass to actively engage the street and sidewalk. Windows may be combined with canopies, awnings, planters and other features to enhance the street level.



DISPLAY AREAS

Display cases or other product displays can create pedestrian interest and engage the street and sidewalk. Such treatments are especially appropriate along an otherwise windowless facade.



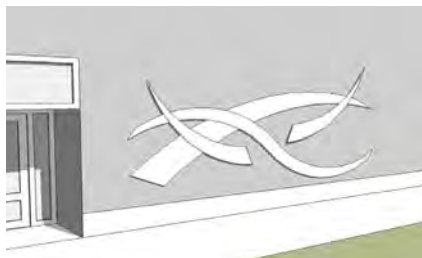
CANOPIES AND AWNINGS

Canopies and awnings help define the street-level pedestrian area and may provide shade or highlight entries and storefront windows.



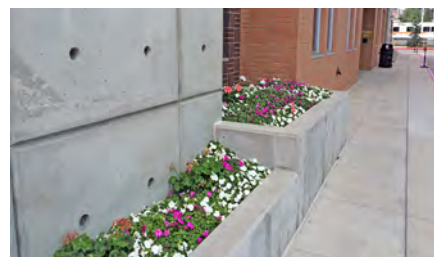
WALL ART

Wall art, mosaics and murals add interest, especially along an otherwise windowless facade.



PLANTERS/LANDSCAPING

Integrated planters, large pots or other areas for landscaping add interest along the building facade and help engage the street and sidewalk.



Section A.1.4.9 Strategies to Define the Street Wall of a Forecourt

A. Overview. Forecourts are established when a part of a building is stepped back into a site, creating an internal patio or plaza that begins at the sidewalk edge. Incorporating a forecourt in the design of a new building is one way to activate the street frontage and connect the public realm to the private development.

B. Guidelines. The following guidelines should be used when considering strategies to maintain the street wall of a forecourt and activate the forecourt to enhance the pedestrian experience. It should:

1. Maintain a sense of definition of the street edge (such as with a change in paving or a line of plantings.)

2. Engage the street (with views to amenities and activities within it).

3. Provide interest and activity (such as with outdoor uses, artworks and water features).

4. Be accessible (such as with pathways to the street and to building entrances).

C. Forecourt Examples. The following Table 1.9 illustrates three ways that the edge of a forecourt can be designed to be a welcoming environment. The intent is to activate the space between the sidewalk and the beginning of a forecourt to draw in pedestrians. These apply when considering the design of a forecourt in Section 4.3.5.5, Table 1.9, "Forecourt" of the Development Code.

TABLE 1.9 STRATEGIES TO DEFINE A STREET EDGE WITH A FORECOURT

Some strategies that define an active street frontage for forecourts are illustrated below. These are intended to maintain the line of storefronts at the street edge.

COLONNADE/ARCADE



Extending a colonnade or arcade across a forecourt can help define the street edge.

SITE WALL



A low wall with plantings can help bridge a forecourt to maintain an active, pedestrian-oriented street frontage.

PLANTERS



A series of planters can help define the street edge along a forecourt.

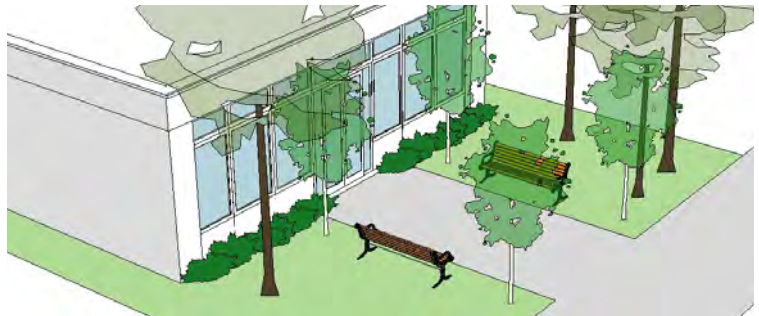
Section A.1.4.10 Improving an Existing Front Setback

- A. Overview.** In some existing development, part of the lot that abuts the street may be vacant or underutilized. For some sites, this means the building may be set back from the sidewalk leaving space for parking or other uses between the sidewalk and the building.
- B. Examples of Improving an Existing Front Setback.** The Table 1.10 that follows illustrates ways that this underutilized property can be improved. Some strategies include construction of an addition to the existing building, while others focus on improving landscaping and outdoor amenities. These alternatives apply when considering alternative compliance related to additions to existing buildings in Section 4.3.3.3.E of the Development Code, “Nonconforming Build-to Requirement.”

TABLE 1.10 IMPROVING AN EXISTING FRONT SETBACK

IMPROVED LANDSCAPE AND PEDESTRIAN ACCESS

- Walkway leads directly to the entrance.
- Trees provide seasonal shade and color.
- Benches invite pedestrian use.



HARDSCAPED FRONTAGE WITH OUTDOOR DINING

- Decorative paving adds visual interest.
- Outdoor seating activates the street edge.



TABLE 1.10 IMPROVING AN EXISTING FRONT SETBACK (CONTINUED)**ARCHITECTURAL ELEMENTS WITH OUTDOOR
PRODUCT DISPLAY**

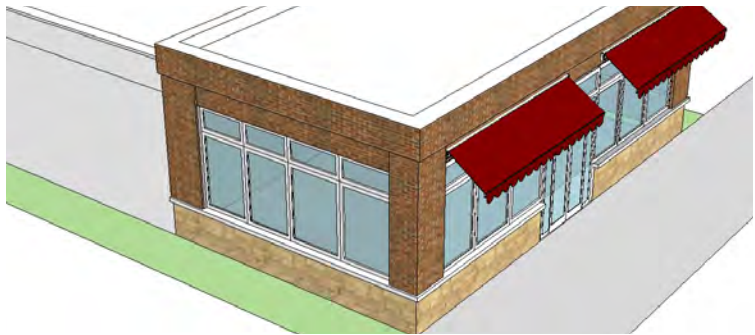
- Architectural elements enhance the street presence.
- Product display invites pedestrian activity.

**CONDITIONED TRANSPARENT ENCLOSURE**

- Glazed patio extends use through the seasons.

**BUILDING EXPANSION**

- Addition to building front.
- This indicates an expansion that would potentially meet the build-to requirements of the Development Code.



Section A.1.4.11 Ways to Create and Activate Outdoor Space

A. Overview. In some development situations, retaining open space on a lot is desirable to accommodate outdoor functions. In some situations, this may mean a building is located on one half of the site, while the other half is left open. In others, this may mean the corner of a lot is left open to function as a plaza, and in others, the building may be set back to accommodate for outdoor functions along that façade. While parking may be a component of the open space function in some situations, this space is primarily used for pedestrians and is utilized by the business(es) that open into the space. Some may use the space for outdoor dining, while others may use it for retail display space. By programming the space with active and passive uses, it becomes vital to the function of the building,

and becomes an inviting place. These can also be used as a strategy for incremental development through an alternative compliance in Section 4.3.3.3.F – Build to Zone – of the Development Code.

B. Examples of Creating Outdoor Space. The following Table 1.11 illustrates ways in which this outdoor space on a site can be utilized. The intent is to activate the space and to engage the street with pedestrian-oriented amenities. These alternatives can also apply when considering alternative compliance related to additions to existing buildings in Section 4.3.3.3.E of the Development Code, “Nonconforming Build-to Requirement”, and Alternative compliance for Section 4.3.3.3.F for projects that may be pursuing incremental development of a lot.

TABLE 1.11 ACTIVATION OF OPEN SPACE

ALLEY ACCESSED PARKING AND LANDSCAPE TREATMENTS

- Landscape buffer screens parking (when parking is allowed).
- Outdoor use area activates the sidewalk edge.
- Side entrance orients to parking.



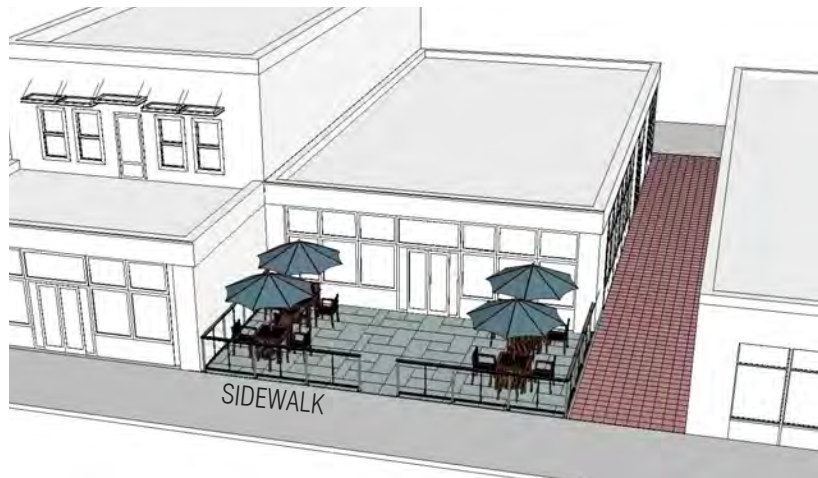
SHARED PLAZA

- Outdoor seating flanks side entry.
- Walkway connects to parking in rear.
- Landscape edge defines building line.
- Entries open onto the plaza.

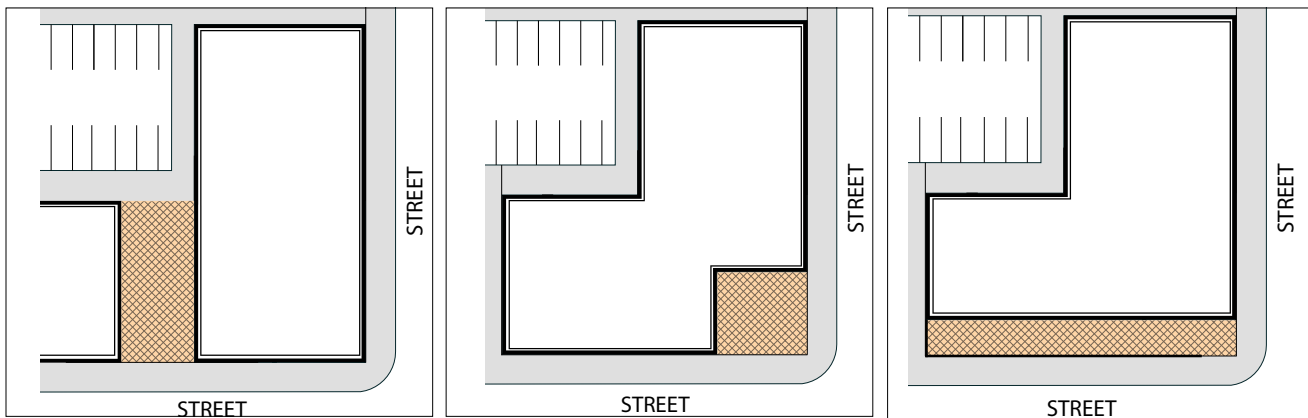


TABLE 1.11 ACTIVATION OF OPEN SPACE (CONTINUED)**PEDESTRIAN PASS-THROUGH AND FORECOURT**

- Side building with entry facing the street.
- Outdoor seating is placed in the front setback.
- A walkway connects to the alley.

**CORNER FORECOURT/PLAZA TREATMENTS**

- Building facades on a corner are both set back to create an outdoor space.
- Corner plaza is activated and may be utilized by businesses that open onto the plaza.

**FIGURE 1.6: OPTIONS FOR OPEN SPACE**

A courtyard between buildings, integrated with the public sidewalk.

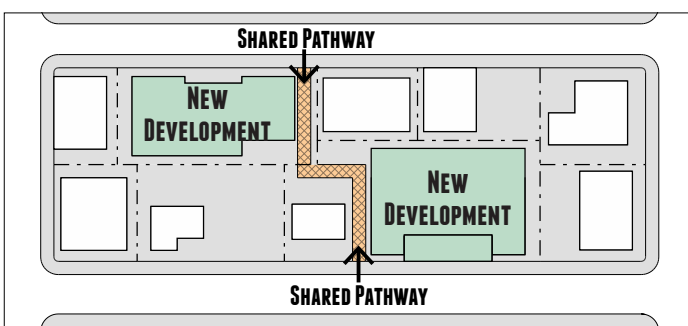
A corner plaza adjacent to the public sidewalk and street.

A linear outdoor dining or seating area.

Section A.1.4.12 Connectivity

- A. Overview.** Excellent pedestrian access should be provided between the public realm to a site and a building. A strong physical and visual relationship between these elements enhances walkability. Connectivity is also enhanced by breaking up a large block to provide pedestrian access.
- B. Guidelines.** The following guidelines pertain to connectivity.
1. Provide a physical pedestrian connection between a site and the public realm. Appropriate options include:
 - a. A door that opens directly to a public space.
 - b. A walkway that connects a building to a public space through a setback area.
 - c. A plaza, outdoor seating area or patio that connects a building to a public space.
 2. Provide public pedestrian access through a block (see Figure 1.7). Methods include:
 - a. A simple path connecting two streets through a block.
 - b. A pedestrian paseo integrated with an open space or retail amenity that connects through a block.
 - c. An alley that is designed to be shared by pedestrians and automobiles.

FIGURE 1.7: THROUGH-BLOCK CONNECTIVITY



Section A.1.4.13 Working with Topography

- A. Overview.** Many sites in San Marcos include topographical features that influence development opportunities. Where possible, the design of a site should preserve and work within existing topography. Any regrading should maintain pedestrian and vehicular connectivity while minimizing potential negative visual impacts of large retaining walls. A building should be designed to step with the natural grade in order to minimize long foundation walls that pedestrians must walk along. The design of a building should ensure a connection to the street through the use of windows and entrances.
- B. Guidelines.** The below guidelines pertain to topography along with the supplemental examples in Figure 1.8.
1. Design a site to integrate with topography.
 - a. Use a series of landscaped terraces or stepped walls where a taller cut or change in grade is necessary.
 - b. Incorporate an existing topographic landform as a natural or open space amenity.
 2. Orient a building's primary façade along a level grade, where possible.
 3. Design a building to step with the existing topography of a site.
 - a. Step building foundations to follow site contours, when possible.
 - b. "Terrace" a building into a hillside to minimize site disturbance and create private outdoor spaces and site features.
 - c. Step the first floor of a building along a sloped street to maintain a close connection to the sidewalk level.
 - d. Maintain continuous upper floor plates by varying first floor heights according to changes in grade.
 4. Design façade elements to respond to changes in topography.
 - a. Step building entrances to follow changes in building foundations.

- b. Step windows with topography to ensure a continued visual connection and an active edge for pedestrians.
- c. Limit the maximum length of an exposed foundation wall to maintain an active building edge.
- d. Limit the maximum height of an exposed foundation wall to maintain a pedestrian scale.
- 5. Step outdoor amenity spaces to follow changes in topography.
 - a. Use site elements such as seat walls and berms to transition between changes in grade.
 - b. Integrate landscape elements such as seating, lighting and others with changes in grade.
 - c. Consider locating a sloped sidewalk adjacent to stepped hardscape areas in order to maintain ADA access.
- 6. Retaining walls are subject to the same guidance as blank walls. Refer to the “Design Options for a Pedestrian-Friendly Ground Floor” to ensure the retaining wall is designed with the pedestrian experience in mind.

FIGURE 1.8 WORKING WITH TOPOGRAPHY

Design a building to step with the existing topography of a site.



Integrate the elements of a building facade to respond to changes in topography.



This image is inappropriate because a pedestrian scaled is not maintained.

Section A.1.4.14 Strategies for Activating Frontages

A. Overview. Where possible, buildings in downtown San Marcos should be built to the build-to-line to support an active street edge. Some developments may opt to incorporate a forecourt, in which part of the front building wall is set back from the property line. Where this is the case, the forecourt should be designed to encourage active use. Landscape features, seating, lighting, outdoor dining and architectural features are all encouraged. These strategies should be integrated with the design of the building. Table 1.14 provides strategies for activating frontages.

TABLE 1.14 STRATEGIES FOR ACTIVATING FRONTAGES

ARCADE

LANDSCAPE

1.

OUTDOOR DINING

DIVISION 5: EXAMPLES OF APPLIED DESIGN PRINCIPLES

The following photographs provide examples of improvements that illustrate how some of the design guidelines may apply in CD-5D and CD-5. Some specific design features are identified in the captions. Note that, in some cases, while a specific design feature is described as being an appropriate example, the overall building shown may not meet all of the city's other design standards and guidelines.



Vertical Expression Lines; Cornice; Balcony



Varied Upper Floor Massing; Wall Offset



Wall Offset; Horizontal Expression Line



Wall Notch; Horizontal Expression Line



Vertical Expression Lines; Awning / Canopy



Wall Offset; Horizontal Expression Line; Materials Change



Varied Upper Floor Massing; Change in Materials



Varied Upper Floor Massing; Change in Materials; Balcony



Wall Notch



Change in Materials; Cornice; Stoop



Wall Offset; Cornice



Awning / Canopies, Cornice; Balcony



Step down in height adjacent to historic building



Wall Notch; Change in Materials



Varied Upper Floor Massing; Canopy / Awning



Canopy / Awning; Moldings; Vertical Proportions



Wall Offset; Vertical Window Proportions



Varied Upper Floor Massing; Wall Notch; Cornice



Window design includes a frame and vertical proportions;
Cornice



Wall Notch; Change in Materials; Cornice; Window Design
includes vertical proportions (in sets of 3)



Wall Offsets; Stoop



Window Design includes sills, true divided lights, and window
insets



Window design includes vertical proportions (in pairs) and true
divided lights



Wall Notch; Awning / Canopy; Window moldings at second
floor; Cornice



Awning / Canopy; Window Design includes sills and vertical proportions



Change in Materials (at first floor); Cornice; Window design includes vertical proportions



Vertical Expression Line (pilasters or attached columns); Cornice; Change in Material (first and upper floors)



Cornice; Change in Materials (upper floor); Window Design includes insets, sills, and true divided lights



Varied parapet line; Change in Materials, Vertical Expression Line (pilasters)



Cornice; Window Design includes sills and insets



Cornice; Second Floor Expression Line



Wall Notches; Change in Materials (first floor); Cornice



Varied Upper Floor Massing; Wall Offset; Cornice



Varied Upper Floor Heights; Wall Offsets; Cornice



Awning / Canopy



Wall Notches; Change in Materials (vertical and horizontal); Cornice

Exhibit D:

Example Models

(explains key differences between the current and proposed recommendations for varied massing and neighborhood transitions requirements)

PROPOSED CODE AMENDMENT MODELING EXAMPLES

PUBLIC REVIEW DRAFT / NOVEMBER 2020

Overview of Models

This document includes a series of models illustrating current code requirements and potential alternatives, focusing on the massing standards. The models are divided into three categories that illustrate different types of property locations in downtown San Marcos, and the standards that apply. Each of these three sections provides key details about the building on its site, the proposed alternative standard(s) and how the model relates back to the Development Code sections. In addition to providing assistance in visualizing the proposed new standards, these models will be used in the updated Code where appropriate.

Categories

- **Category 1: Property that is not adjacent to or across the street from a Sensitive Site (indicated by green headers)**
 - » This property type utilizes the Varied Massing standards.
- **Category 2: Property adjacent to a Sensitive Site (indicated by blue headers)**
 - » This site utilizes the Contextual Height Stepdown standards.
 - » Refer to Figure 4.21 of the Redlined Development Code to see which properties are noted as needing to follow these standards (identified in blue.)
- **Category 3: Property across the street from a Sensitive Site (indicated by tan headers)**
 - » This site utilizes the Contextual Height Stepdown standards.
 - » Refer to Figure 4.21 of the Redlined Development Code to see which properties are noted as needing to follow these standards (identified in blue.)

Current Code vs. Alternative Model

Within the discussion of each of the three property types, two sections occur in order to demonstrate the difference between the current code and proposed alternative standards outlined in the Redlined Development Code.

- **Current Code Requirements**
 - » This model illustrates the existing standards to provide a comparison for the proposed standards.
- **Alternative Model(s)**
 - » These potential alternatives provide an illustrated version of the proposed standards and should be compared against the current code requirements model.

Views

Each model includes the same two views – the Birds-Eye View and the Perspective View. The Birds-Eye View also contains a series of annotations to identify the following:

- **Number of buildings included**
- **Property line(s) where applicable**
- **Sensitive Site, if that's part of the property type being addressed**

Additional Information

In addition to the information provided through the models, three key text sections are provided for each model:

- **Description**
- **Building Information**
- **Corresponding Development Code Section**

Current Code Requirements: Varied Massing (#1)

Birds-Eye View



Description

- CD-5D Zone
- Not a Neighborhood Transition site or site requiring a Contextual Height Stepdown
- 1 building

Site & Building Information

- All buildings meet existing standards
- There is NO 100 ft. max. lot width requirement
- 40% of each building's facade wall-length includes a 3rd story stepback of 20ft. (*Varied Massing, Section 4.3.4.6.C.1, Current Development Code*)
- Block width: 240 ft

Perspective View



Corresponding Development Code Section

- Reflects existing standards for Varied Massing in Section 4.3.4.6 of the current Development Code.

Current Code Requirements: Varied Massing (#2)

Birds-Eye View



Description

- CD-5D Zone
- Not a Neighborhood Transition site or site requiring a Contextual Height Stepdown
- 1 building

Site & Building Information

- All buildings meet existing standards
- There is NO 100 ft. max. lot width requirement
- 50% of each building's facade wall-length includes a 3rd story stepback of 15ft. (*Varied Massing, Section 4.3.4.6.C.2, Current Development Code*)
- Block width: 240 ft

Perspective View



Corresponding Development Code Section

- Reflects existing standards for Varied Massing in Section 4.3.4.6 of the current Development Code.

Alternative 1A: Varied Massing - New Requirement in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Not a Neighborhood Transition site or site requiring a Contextual Height Stepdown
- 1 building

Site & Building Information

- All buildings meet existing standards
- 40% of the building facade over 3 stories is stepped back 15ft from the front property line AND 50% of the building is set back 10ft from the property line. (**4.3.4.7.C.3 of the Redline Development Code**)
- Block width: 240 ft

Corresponding Development Code Section

- Implements Development Code Section 4.3.4.7.C Varied Massing Requirement, Redlined Development Code

Alternative 1B: Varied Massing and Forecourt - New Requirements in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Not a Neighborhood Transition site or site requiring a Contextual Height Stepdown
- 1 building

Site & Building Information

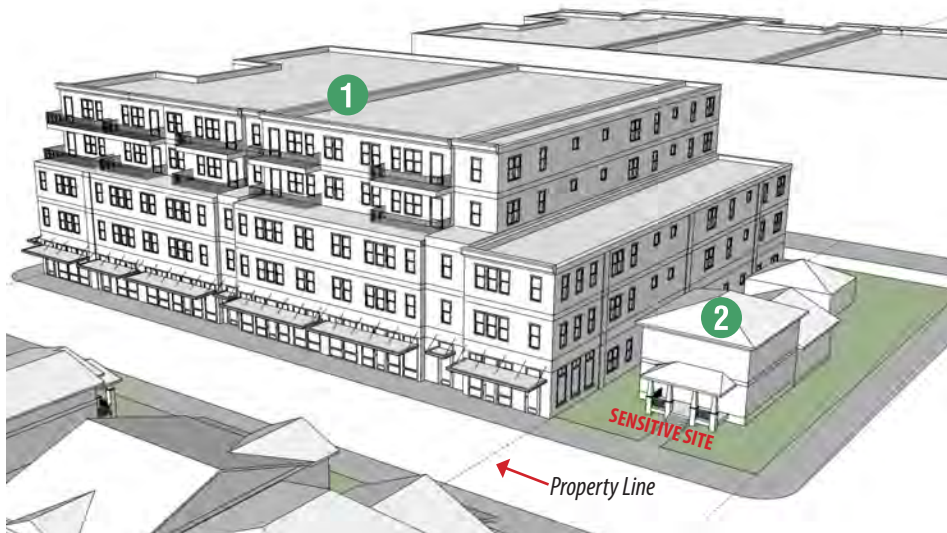
- All buildings meet existing standards
- 40% of the building facade over 3 stories is stepped back 15ft from the front property line AND 50% of the building is set back 10ft from the property line. (**4.3.4.7.C.3 of the Redline Development Code**)
- Building provides a 12ft x 12ft forecourt that acts as an entry corridor for the building's upper floors (this follows the recommended forecourt standards of no more than one-third of the length of the building face, and no longer than 50ft, with a minimum depth of 10ft) (**Table 4.13 Building Elements Table of the Redline Development Code**)
- Block width: 240 ft

Corresponding Development Code Section

- Implements Development Code Section 4.3.5.5 Building Elements (Forecourt in Table 4.13) and 4.3.4.7 Varied Massing Requirement of the Redlined Development Code

Current Code Requirements: Contextual Height Stepdown on a Property Adjacent to a Sensitive Site (as identified in the map in Figure 4.21)

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Shares a property line with the Sensitive Site
- 2 buildings: Sensitive Site and New Development

Site & Building Information

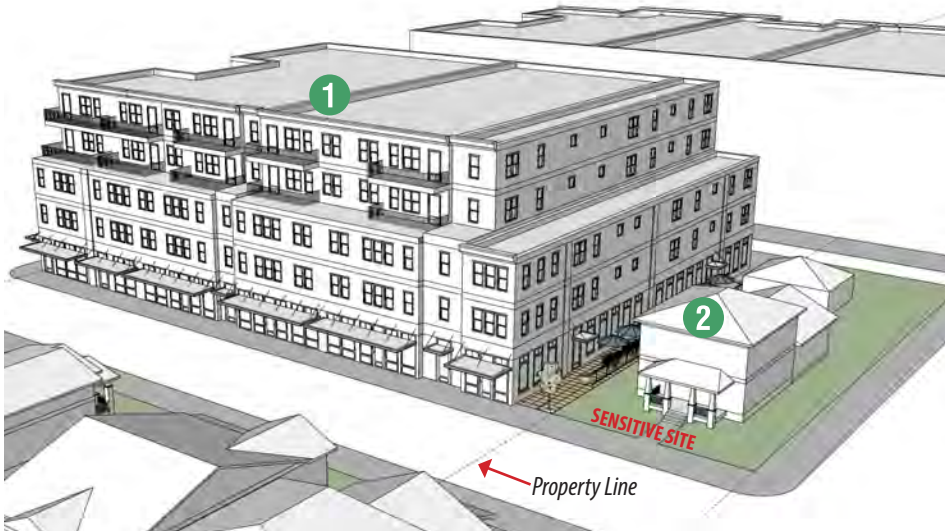
- All buildings meet existing standards
- 25ft stepback of the upper stories above the third story along the property line shared with the Sensitive Site (*Contextual Height Stepdown Requirement of Section 4.4.4.2.C.2 of the Current Code*)

Corresponding Development Code Section

- Reflects existing standards in Section 4.4.4.2.C.2, Measuring a Contextual Height Stepdown

Alternative 2A: Contextual Height Stepdown on a Property Adjacent to a Sensitive Site (as identified in the map in Figure 4.21) - New Requirements in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Shares a property line with the Sensitive Site
- 2 buildings: Sensitive Site and New Development

Site & Building Information

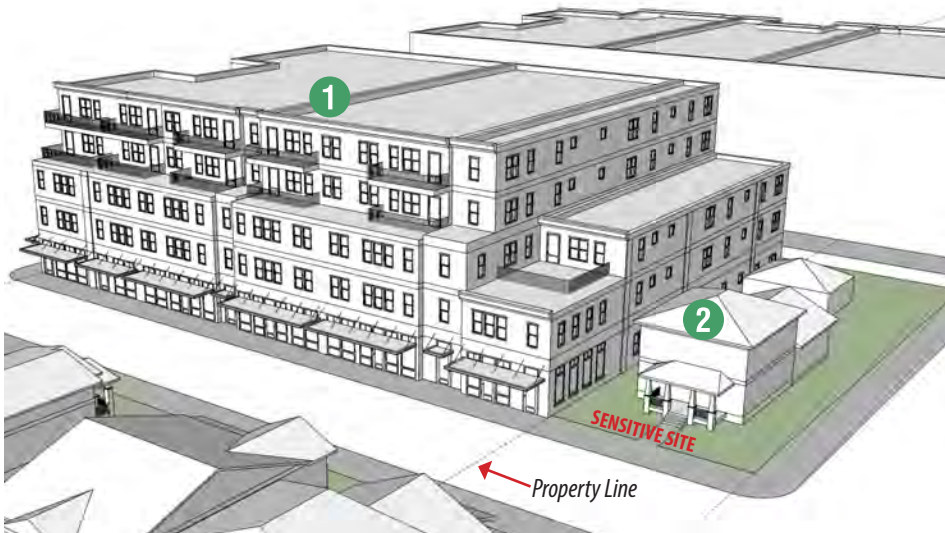
- All buildings meet existing standards
- 25ft stepback of the upper stories above the third story along the property line shared with the Sensitive Site (*Contextual Height Stepdown Section 4.3.6.2.C.3.a.1 of the Redlined Development Code*)
- Entire building along shared property line is set back a minimum of 10ft from the property line (*Contextual Height Stepdown Section 4.3.6.2.C.3.a.2.A of the Redlined Development Code*)

Corresponding Development Code Section

- Implements Development Code Section 4.3.6.2.C.3.a, Contextual Height Stepdown Adjacent to a Sensitive Site in the Redlined Development Code

Alternative 2B: Contextual Height Stepdown on a Property Adjacent to a Sensitive Site (as identified in the map in Figure 4.21) - New Requirement in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Shares a property line with the Sensitive Site
- 2 buildings: Sensitive Site and New Development

Site & Building Information

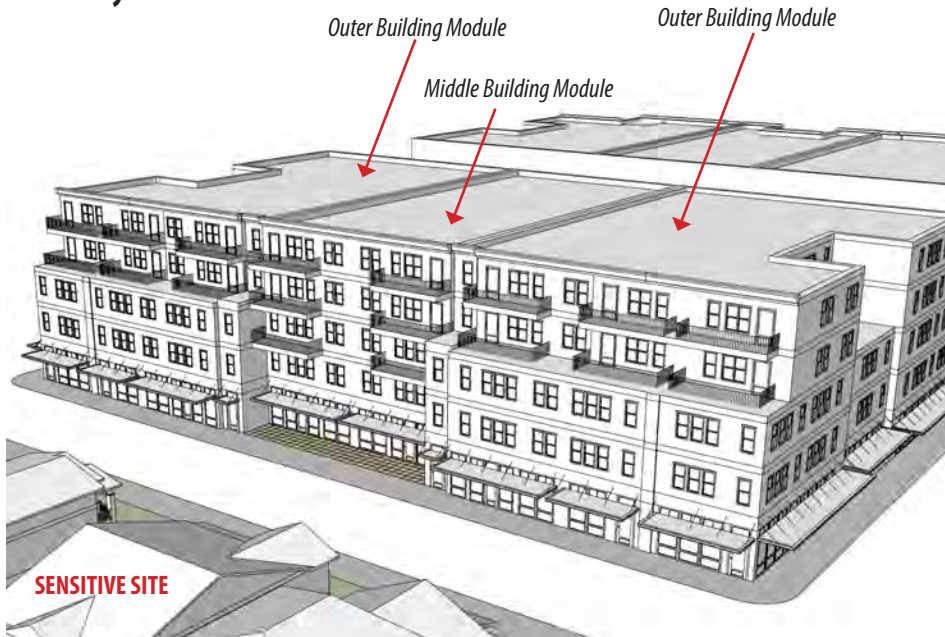
- All buildings meet existing standards
- 25ft stepback of the upper stories above the third story along the property line shared with the Sensitive Site (*Contextual Height Stepdown Section 4.3.6.2.C.3.a.1 of the Redlined Development Code*)
- 25% of of the building above the second story is stepback back a minimum of 25ft (*Contextual Height Stepdown Section 4.3.6.2.C.3.a.2.B of the Redlined Development Code*)

Corresponding Development Code Section

- Implements Development Code Section 4.3.6.2.C.3.a, Contextual Height Stepdown Adjacent to a Sensitive Site in the Redlined Development Code

Current Code Requirements: Contextual Height Stepdown on a Property Across the Street from a Sensitive Site (as identified in the map in Figure 4.21)

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (**Figure 4.21 of the Redlined Development Code**)
- Located across the street from a Sensitive Site
- 1 new building

Site & Building Information

- All buildings meet existing standards for the sensitive edge area
- 12ft stepback of upper stories (above the third story) from the property line (**Contextual Height Stepdown Section 4.4.4.2.C.2.b of the Current Development Code**)
 - » Note that the current code requirement is shown in two ways. The outer building modules illustrate the 12' stepback if the building is built to the property line. The middle building module illustrates a building set back 12' into the property, which does not have to include an upper floor stepback because it is accomplished through the set back.

Corresponding Development Code Section

- Reflects existing standards in Section 4.4.4.2.C.2, Contextual Height Stepdown, Current Development Code

Alternative 3A: Contextual Height Stepdown on a Property Across the Street from a Sensitive Site (as identified in the map in Figure 4.21) - New Requirement in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Located across the street from a Sensitive Site
- 1 new building

Site & Building Information

- All buildings meet existing standards for the sensitive edge area
- 25ft stepback of upper stories (above the third story) from the property line (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.1 of the Redlined Development Code*)
- Entire building along shared property line is set back a minimum of 10ft from the property line (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.2.A of the Redlined Development Code*)

Corresponding Development Code Section

- Implements Development Code Section 4.3.6.2.C.3.b, Contextual Height Stepdown for properties across the street from a Sensitive Site, Redlined Development Code

Alternative 3B: Contextual Height Stepdown on a Property Across the Street from a Sensitive Site (as identified in the map in Figure 4.21) - New Requirement in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Located across the street from a Sensitive Site
- 1 new building

Site & Building Information

- All buildings meet existing standards for the sensitive edge area
- 25ft stepback of upper stories (above the third story) from the property line (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.1 of the Redlined Development Code*)
- 25% of of the building above the second story is stepback back a minimum of 25ft (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.2.B of the Redlined Development Code*)

Corresponding Development Code Section

- Implements Development Code Section 4.3.6.2.C.3.b, Contextual Height Stepdown for properties across the street from a Sensitive Site, Redlined Development Code

Alternative 3C: Contextual Height Stepdown on a Property Across the Street from a Sensitive Site (as identified in the map in Figure 4.21) - New Requirement in Redlined Development Code

Birds-Eye View



Perspective View



Description

- CD-5D Zone
- Site identified on the Contextual Height Step Down Map (*Figure 4.21 of the Redlined Development Code*)
- Located across the street from a Sensitive Site
- 1 new building

Site & Building Information

- All buildings meet existing standards for the sensitive edge area
- 25ft stepback of upper stories (above the third story) from the property line (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.1 of the Redlined Development Code*)
- Incorporate a forecourt that is no more than one-third of the length of the building, or a maximum of 35' in width (*Contextual Height Stepdown, Section 4.3.6.2.C.3.b.2.C of the Redlined Development Code*)

Corresponding Development Code Section

- Implements Development Code Section 4.3.6.2.C.3.b, Contextual Height Stepdown for properties across the street from a Sensitive Site, Redlined Development Code

Exhibit E:
Workshop Presentation