



Downtown Design Guidelines Workshop Take-Home Toolkit

Thank you for participating in the Downtown Design Guidelines Workshop Take-Home Toolkit! If you have any questions while filling out this toolkit, please contact Andrea Villalobos, Senior Planner, at avillalobos@sanmarcostx.gov or 512.553.9219.

Please return the toolkit by **Thursday, July 30, 2020**. To return your toolkit, please either email the toolkit and email to planninginfo@sanmarcostx.gov or call the Planning and Development Services Department at 512.393.8230 and we will schedule a safe pick-up time in the City Hall Parking Lot, 630 E. Hopkins Street between 8 a.m. and 5 p.m.

Name: _____

Email: _____

(Please provide your email address if you would like to receive project updates)

Did you participate in the July 23 Virtual Community Workshop? Yes No

Are you a San Marcos resident? Yes No

How many people are participating in the Take-Home Toolkit with you? 1 2 More than 2

Are you a: In a given month (with 30 days in a month), approximately how many
do you visit downtown San Marcos? _____

- San Marcos resident
- San Marcos business owner
- Architect
- Developer
- Texas State Student
- Prefer not to specify
- None of the above

Which best describes you?

- I work in downtown
- I own/operate a business downtown
- I own property downtown
- I live downtown
- I shop, visit, or play downtown
- None of the above

Welcome to your Take-Home Toolkit!



About this toolkit

The City of San Marcos is hosting a Virtual Community Workshop on July 23 to discuss the update to the downtown design guidelines and architectural standards. The take-home toolkit includes the same information as the July 23 Virtual Workshop, including information on design, maps, example images, and interactive activities.



Instructions

1. Grab a pen or marker (you will be writing directly in this toolkit for the activities)
2. Please read through each page for information about various design topics
3. When prompted, please answer the multiple choice questions or write in a response
4. Return your toolkit using one of the following options:
 - Return in-person to the Planning & Development Services Department by calling **512.393.8230**. We will coordinate a safe time for you to drop off the toolkit in the City Hall parking lot.
 - Scan and email your toolkit to planninginfo@sanmarcostx.gov
 - Please return your toolkit no later than **Thursday, July 30**.



Questions

If you have questions while filling out your toolkit, contact 512.393.8230 or email planninginfo@sanmarcostx.gov

Toolkit Objectives

1. Become familiar with the project background and scope
2. Review community feedback to-date regarding design issues, successes and opportunities
3. Learn about the initial approach for key design topics and how to build from key design traditions
4. Provide your input in a series of activities about the future of downtown San Marcos
5. Learn about next steps

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Meet the project team



Andrea Villalobos
Senior Planner
City of San Marcos



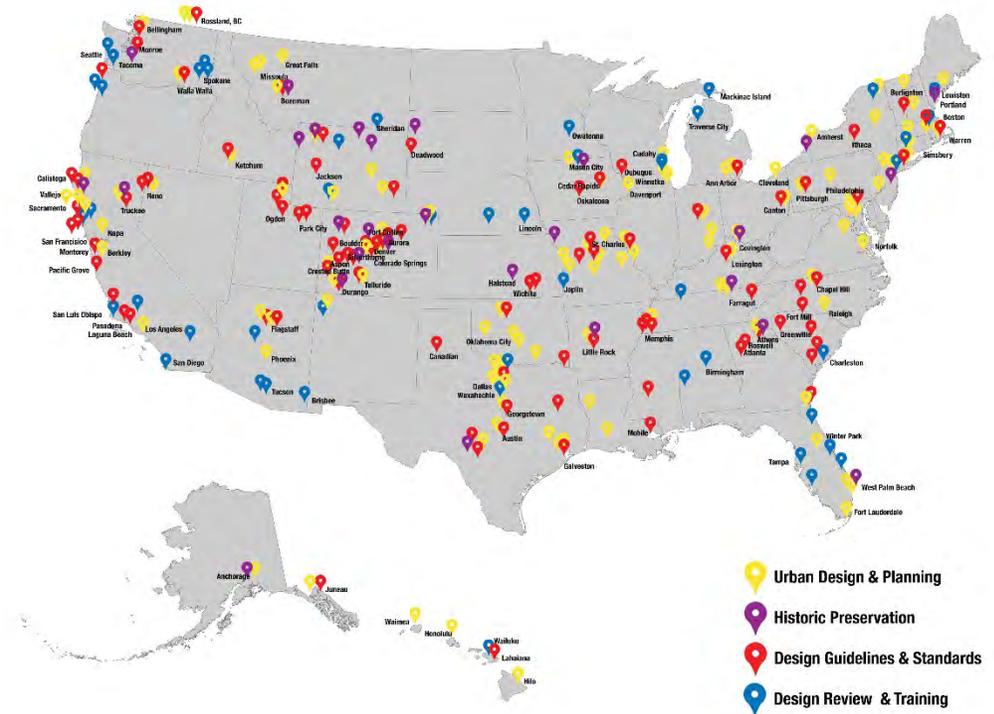
Noré Winter
Principal of Winter & Company



Marcia Boyle
Associate
Planner/Designer
Winter & Company

About Winter and Company

Winter and Company has experience in urban design and preservation across the country, and has worked locally in Texas, including Galveston, Houston, San Antonio, and Plano. Winter and Company has also worked with San Marcos previously when we first created our downtown design guidelines and standards back in 2012. We are very excited to work with Winter and Company again and their knowledge of San Marcos will be really valuable as we move through this update process.

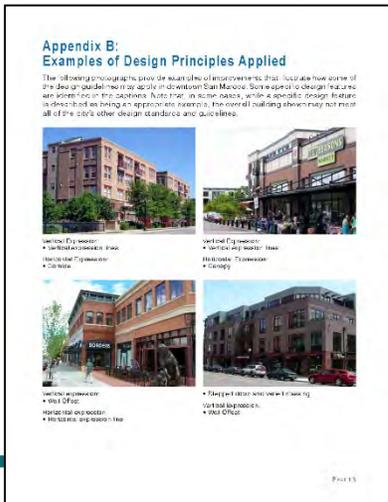


About the Project

2012

The City developed and adopted Downtown Design Guidelines and Architectural Standards in 2012.

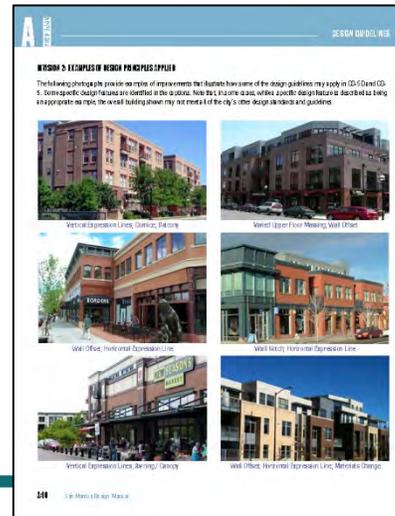
- **Purpose:** Regulate the architectural design of buildings for new construction, re-development, exterior remodels, etc.
- **Focus areas:**
 - Context-sensitive design standards
 - Design guidelines for special cases
 - Revising signage standards for downtown



2018

The 2012 standards carried over into new development code, and Appendix A of the Design Manual. The new development code was adopted in 2018.

The standards and guidelines are currently used when reviewing new development in the downtown area



2020 Update

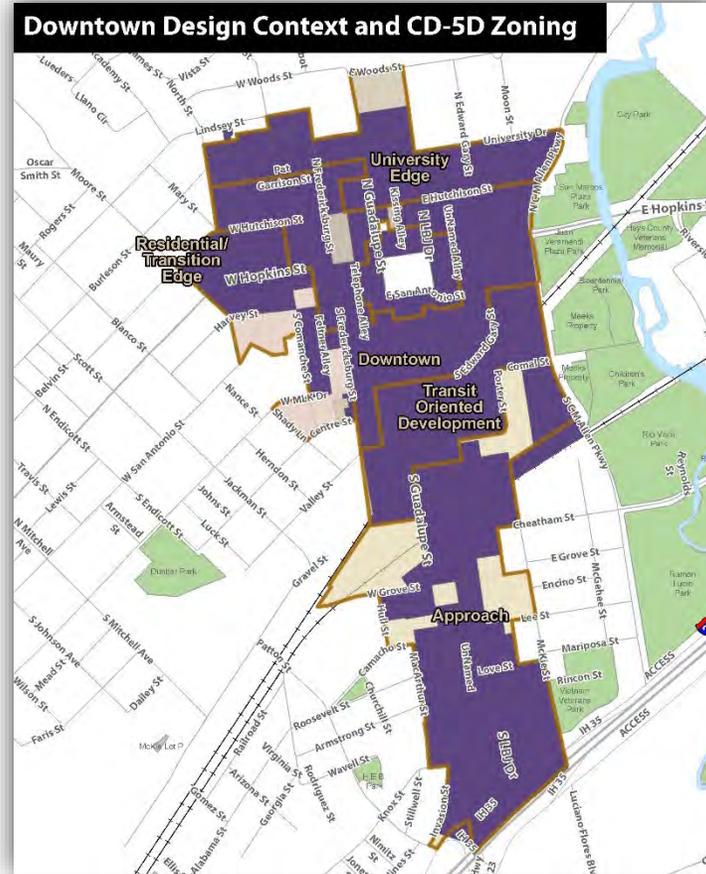
In January 2020, the San Marcos City Council provided direction to update these standards. Focus areas of the update include:

- New standards to address design issues identified by the community
- Incorporate new graphics to clearly illustrate the standards and guidelines
- Tailor standards and guidelines to various contexts within downtown

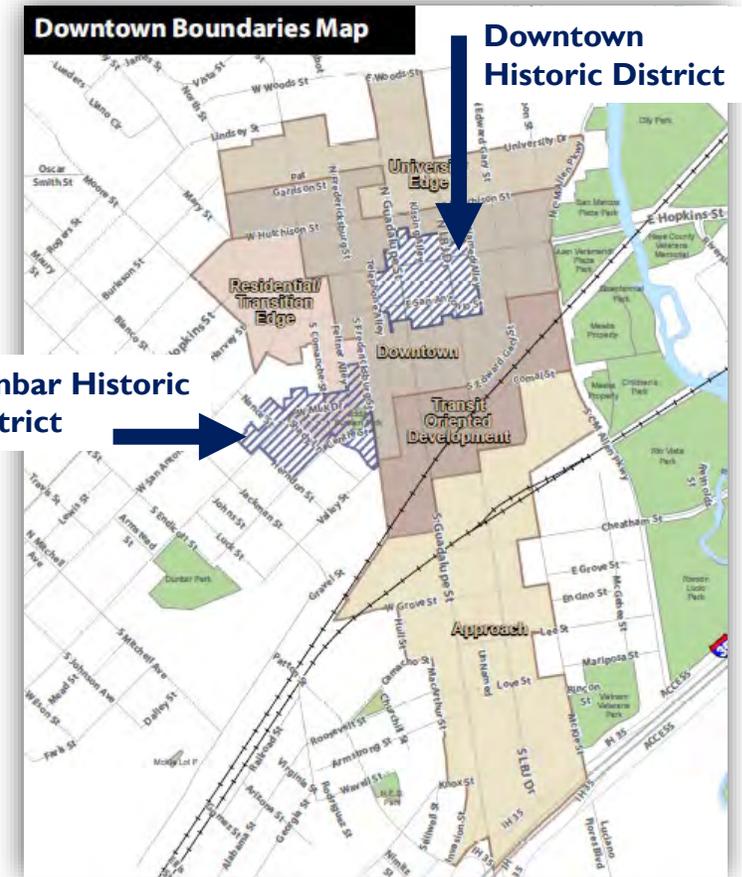
Important Maps



Downtown Boundary: This map represents the downtown boundary where the standards and guidelines are applicable. Within the downtown boundary, there are sub-parts known as “Design Contexts” such as the University Edge, Downtown, Residential Transition Edge, Transit Oriented Development, and the Approach.



Downtown Boundary and Zoning: The downtown boundary generally follows zoning in the downtown. The city has 33 zoning districts in the city limits and the purple district shown here is the Character District 5-D zoning. Zoning indicates what you can build in where. For instance, in CD-5D, apartments, townhomes, and mixed use buildings are some of the building types permitted.



Downtown Boundary and Historic Districts: In and around our downtown design context boundary, we also have two historic districts. The Downtown Historic District is outside of our design context boundary and the Dunbar Historic District overlaps the design contexts slightly.

The historic districts have their own unique set of regulations, and so for the purposes of this project we won’t specifically be addressing the historic regulations in those areas. However, we will be drawing from some of the historic design traditions of those areas and we’ll talk about more of that in the upcoming slides.

Community Input To-Date



April Focus Group Meetings

As part of the update to the downtown design guidelines and standards, the city and consultants, Winter and Company, hosted three focus group meetings to discuss the vision for future design in the downtown area. For the safety of all residents amidst COVID-19, these meetings were hosted as an online interactive virtual meetings with the following groups:

- Historic Preservation Commission and Heritage Association Officers
- Main Street Advisory Board
- Downtown Association Board

Big Ideas / Key Take-Aways

- Design excellence
- Sense of place
- Four-sided design
- Visual continuity
- Balancing old and new
- Responding to “context”



July 25th Planning and Zoning Commission / City Council Workshop

The San Marcos City Council and Planning and Zoning Commission participated in a virtual joint workshop to discuss the update to the downtown design guidelines.

Big Ideas / Key Take-Aways

- **Historic character** of the square is key to San Marcos' downtown and unique character
- New development should be designed to be **compatible** with historic resources
- Design, including along alleys, should be **pedestrian-friendly**
- Guidance is needed in how to effectively and sensitively **transition** from downtown to adjacent residential areas, as well as how to transition to a sensitive edge in a design context



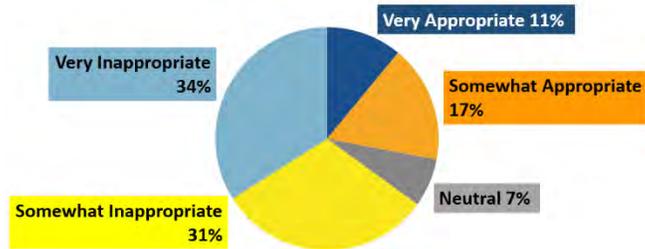
Online Kickoff Survey

During the month of May, 2020, the city opened a Kickoff survey to the community on downtown design. The survey provided an opportunity for community members to weigh in on the process during the initial kickoff phase in order to provide feedback about existing development, concerns, and ask any initial questions. The survey took approximately 10 minutes to complete, was offered in both English and Spanish and turned out over 500 participants.

Responses continue to emphasize the importance of maintaining a sense of place and the distinct identity of San Marcos, while promoting design excellence for all new development. Similarly, responding to context and balancing old and new also appeared as themes in the survey responses. Included are a few summary statements from the survey:

Feelings on current trends of scale (building height and size) in the downtown area

Over 60% of respondents believe that the scale of new development downtown is either very inappropriate or somewhat inappropriate, compared to the 28% of respondents that indicated the scale is somewhat or very appropriate.



What recent development projects downtown have had successful designs?

This table indicates the most common responses by participants. The top response was “none”, “no”, or a similar response. This could mean that the respondent believes there are no recent successful development projects. Additional comments from participants on this question included:

All too tall, too much density (or should be focused away existing residential neighborhoods), Too big and bulky, or ruining the skyline

Top 10 Responses	# of Responses
None/No	59
Cheatham Street Flats	21
The Local	14
Industry	11
Frost Bank Building Renovation	10
Old Justice Building Renovation (Guadalupe)	10
CM Allen Parkway / Riverfront Design	9
Aquabrew	7
Gumby's	6
The View	6

What, if any, design issues related to building design do you see downtown?

This chart indicates the most common responses submitted by participants.

Top 10 Responses	# of Responses
Need a consistent design	88
New buildings are too tall	84
Scale / size (too large for downtown)	49
Disruption of views and skyline	30
Parking	28
Materials and color	28
Student apartments are an issue	26
Traffic impacts of new construction	14
Retaining and reusing historic buildings	10
Density is too high	9

Summary of Input To-Date

There were many similar big ideas from the focus groups, online survey and Planning and Zoning Commission/City Council workshop.

- Visual **continuity** and designs that are compatible with one another
- Preserving and reusing historic buildings, and designing new buildings to be **compatible** with historic buildings
- Drawing on **design traditions** of historic buildings
- Maintaining the San Marcos **identity and character**
- Designing **transitions** for adjacent sites and to adjacent neighborhoods to be effective and sensitive

Design Topics

Update to Design Guidelines and Standards

Key topics to be addressed in project scope:

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



Topics outside project scope:

- **Parking** – specifically appropriate parking ratios
- **Pedestrian and bicycle friendly design** in the public realm
- **Infrastructure improvements** including sidewalks and streetscapes
- **Sustainable site and building design**, although they are related and can be mentioned in the updated design guidelines and standards



Defined

Topics being addressed in the update

Several topics are being addressed within the update, 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

These topics are further defined on this page and the following page.

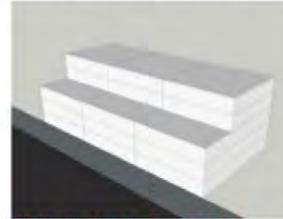
MASSING

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



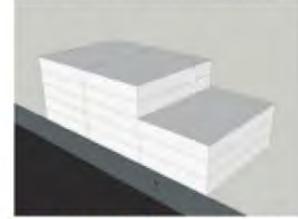
Reduces the mass of a building along a street



SIDE



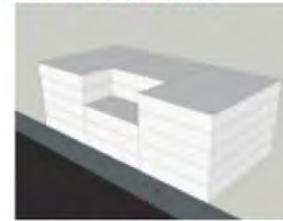
Reduces mass providing transition to a smaller building



MIDDLE



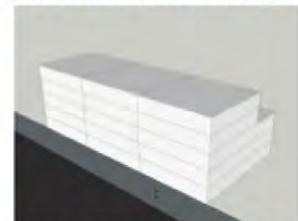
Reduces the central mass by expressing different "chunks"



REAR



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



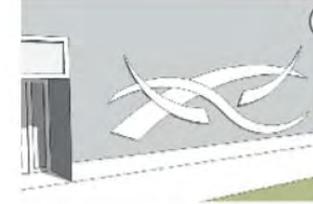
STREET LEVEL DESIGN

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.

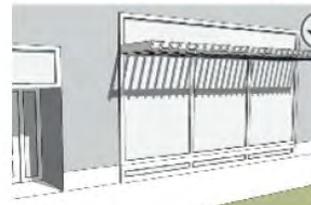
SHOPFRONT WINDOWS / DISPLAYS



WALL ART



CANOPIES / AWNINGS (SHADE)



PLANTERS / LANDSCAPING



Defined

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.



ARTICULATION

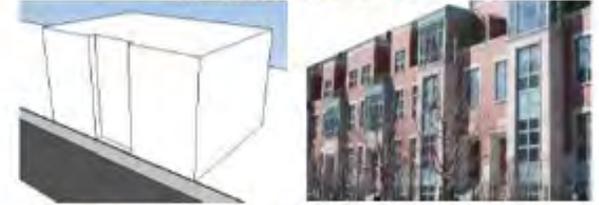
Building articulation refers to various detailed elements of a building. They are smaller than massing elements and focus on creating visual interest in a building through different vertical or horizontal details that articulate or provide a building uniqueness. Here are few examples of articulation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

ACCENT LINES



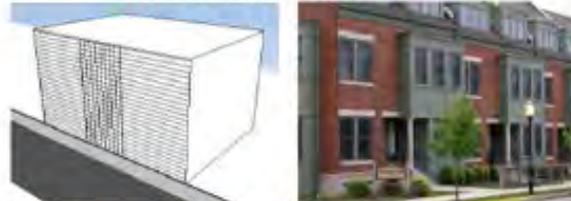
Vertical or horizontal lines on a building that projects slightly from the building wall (moldings, sills, cornices, canopies)

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



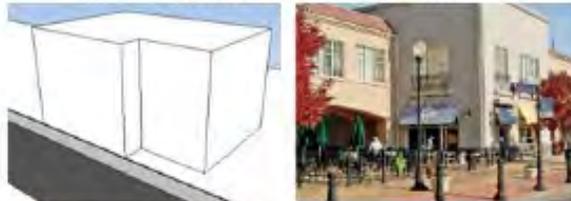
Material and color changes (every 15-30') can provide visual variety to a blank wall. Changes typically follow a pattern.

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.

Design Traditions

Design Traditions of the Downtown Historic District

The Courthouse Square is a locally designated historic district where the character of the city's early development is preserved. A special set of preservation design guidelines applies there and thus the district is not included as a downtown design context. The historic district does, however, serve as the inspiration for design in the areas within the CD-5D zoning district that frame it. The basic "framework" elements that bind the buildings together in the historic district form the basis for compatible new construction in the surrounding design contexts.



Traditional components of individual buildings

- Kickplate (bulkhead) supports display window
- Large display windows
- Mid-belt molding caps the transom
- Upper story windows are vertically proportioned

Elements of visual continuity shared among buildings:

- Similar first floor heights
- Cornices and moldings define floors and align along a block
- Predominance of detailed masonry materials with matte finishes
- Rhythm of upper story windows repeats across many storefronts
- Storefront widths fit within a narrow range and establish a rhythm along the block

Design Traditions

Building Modules
Ranging from 20'-25'

**Consistent Range of
Building Modules**

**Cornice Detail
Alignment**

**Window
Alignment**

**Transom & Awning
Alignment Range**

**Kickplate
Alignment**

 New Building

Design Traditions

Consistent Window Spacing

Sills on new building align with mid-course molding on Historic buildings



Awning of new buildings aligns with arched transom on Historic building

Incorporating Design Tradition in New Buildings



(A) Transom windows

(B) Kickplate

(C) Recessed entry

(D) Evenly spaced upper-story windows

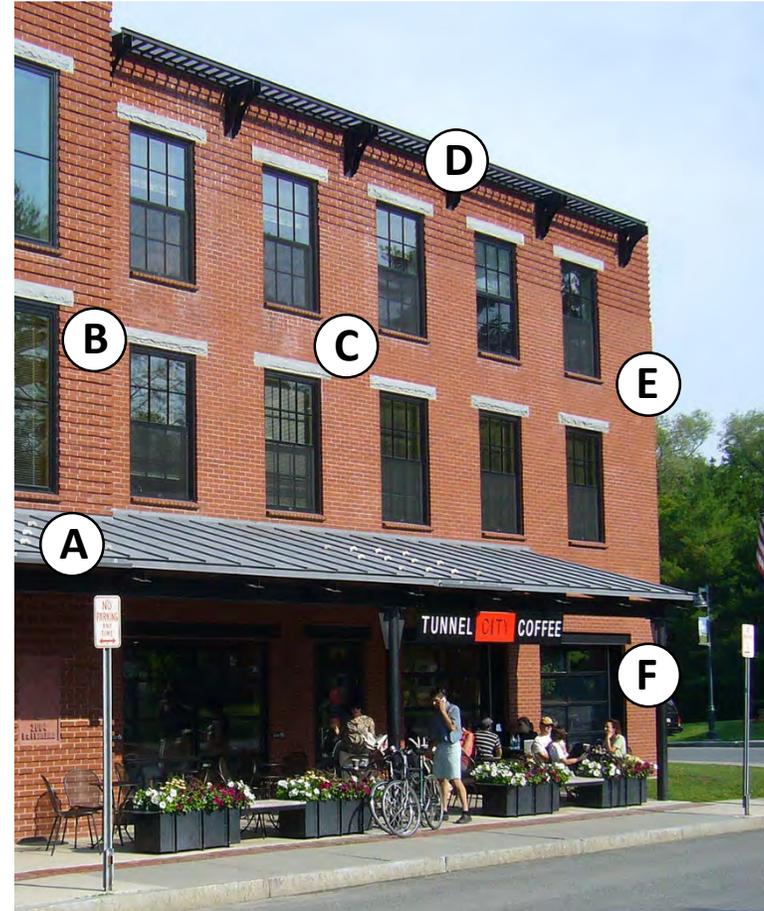
(E) Cornice

(F) Set back third story to respect historic building heights

Incorporating Design Tradition in New Buildings



- Ⓐ Defining first story
- Ⓑ Incorporating window headers
- Ⓒ Even window spacing on upper stories



- Ⓓ Contemporary cornice
- Ⓔ Appropriate building materials
- Ⓕ Contemporary storefront opening

Activity I: Visual Preferencing

Visual Preference Activity

About the Activity

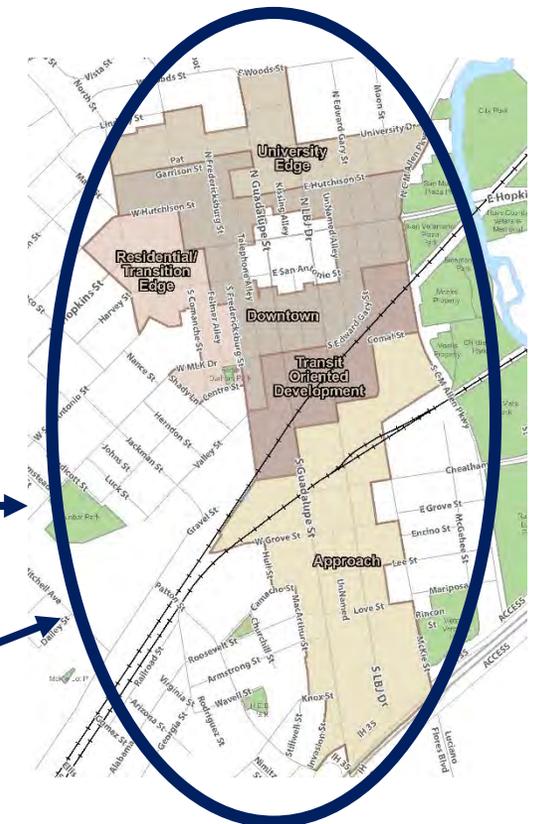
This activity will present several different Building Types including different apartment, townhome, and mixed use shopfront building designs. The activity will gather your preference on whether you think each building type is appropriate in downtown San Marcos.



Instructions:

1. Grab a pen or pencil
2. Use your **Design Context Map** (included in folder) as a reference
3. Consider the building type on each page
4. Answer the polling question by circling your answer directly on your toolkit

Downtown refers to all 5 design contexts!



Apartment A I

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map.
“Downtown” refers to all 5 design contexts



Apartment A2

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

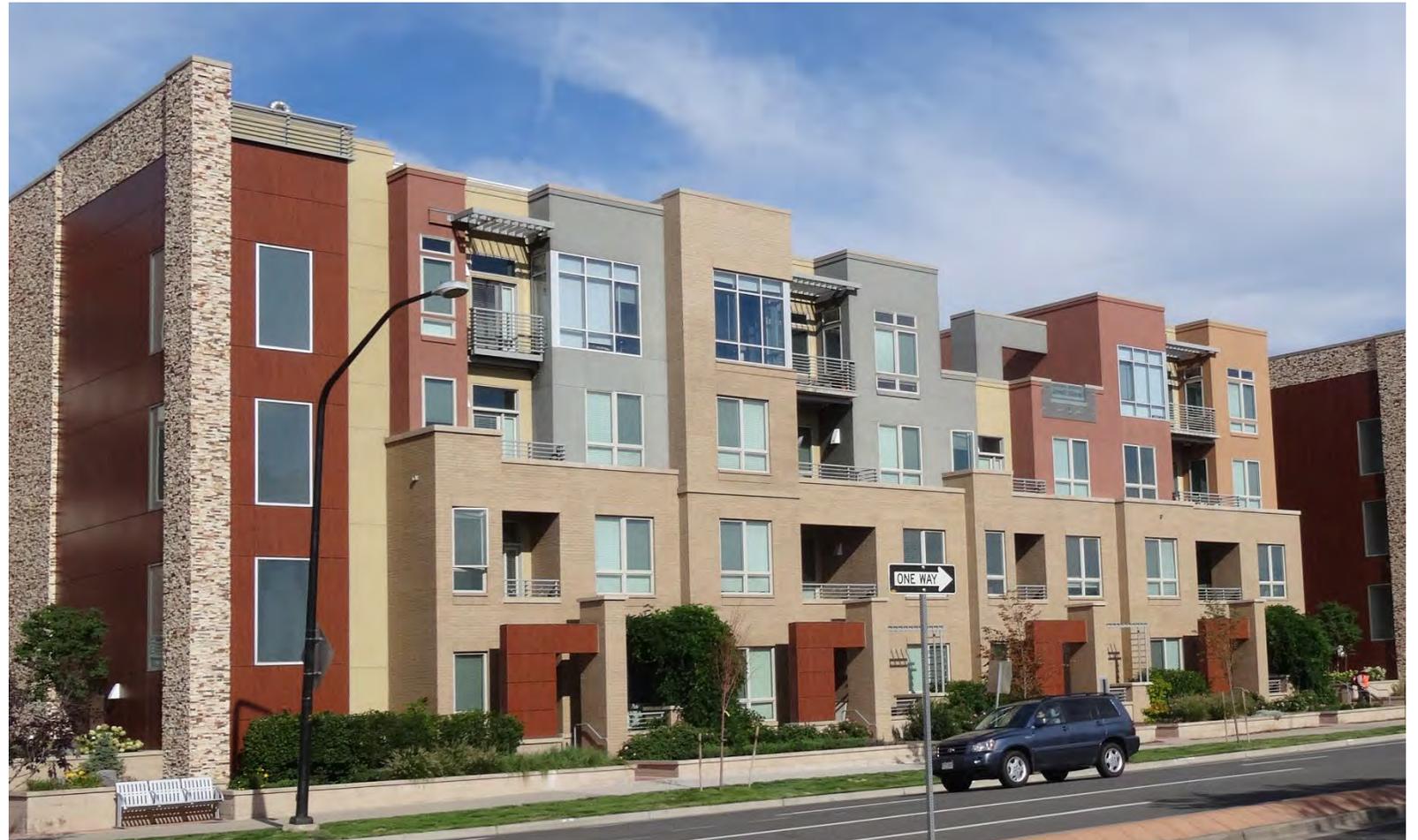
Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Apartment A3

Is this building appropriate in downtown San Marcos?
(circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree



Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts

Townhouse T1

Is this building appropriate in downtown San Marcos?
(circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree



Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts

Townhouse T2

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Townhouse T3

Is this building appropriate
in downtown San Marcos?
(circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

**Tip: Reference your Design
Context Map. “Downtown”
refers to all 5 design contexts**



Mixed Use - Large Scale MLI

Is this building appropriate in downtown
San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

**Tip: Reference your Design Context Map.
“Downtown” refers to all 5 design contexts**



Mixed Use – Large Scale ML2

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Mixed Use – Large Scale ML3

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Mixed Use - Medium Scale MMI

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Mixed Use – Medium Scale MM2

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Mixed Use – Medium Scale MM3

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts



Mixed Use - Small Scale MSI

Is this building appropriate in downtown San Marcos? (circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree

Tip: Reference your Design Context Map. "Downtown" refers to all 5 design contexts



Mixed Use – Small Scale MS2

Is this building appropriate in downtown San Marcos?
(circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree



Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts

Mixed Use – Small Scale MS3

Is this building appropriate in downtown San Marcos?
(circle one answer)

- A. Agree
- B. Somewhat agree
- C. Neutral
- D. Somewhat disagree
- E. Disagree



Tip: Reference your Design Context Map. “Downtown” refers to all 5 design contexts

Activity 2: Vision for the Design Contexts

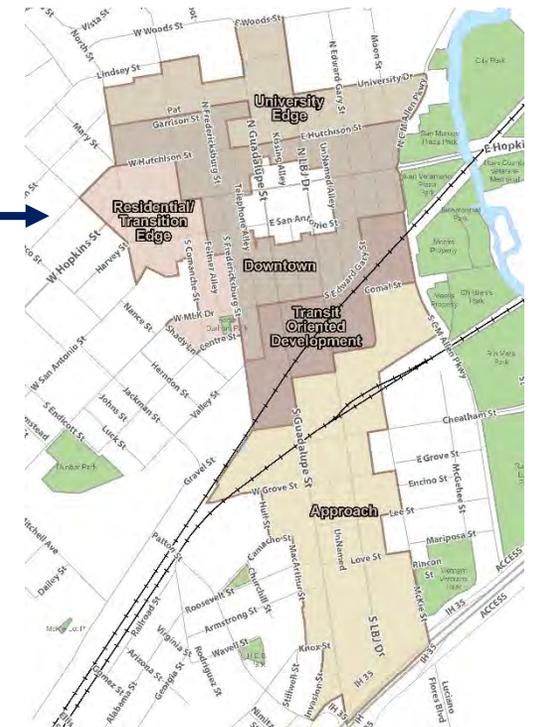
Design Contexts Vision Statements Activity

About the Activity

This activity will address the future vision of each design context separately. The activity will present one vision statement for each of the 5 Design Contexts within San Marcos' downtown. These draft vision statements were created using community input to-date. Information about "sensitive edges" is also woven into these draft vision statements. Let us know if we got it right or if the vision statements need to be revised.

Instructions:

1. Grab a pen or pencil
2. Use your **Design Context Map** (included in envelope) as a reference
3. Consider the vision statement for each of the 5 design contexts
4. Answer the polling question by circling your answer directly on your toolkit



Learn about Sensitive Edges

What is a Sensitive Edge?

A sensitive edge refers to the edge of the downtown boundary. We have broken these edges into a Residential and a Parks and Open Space category. The map to the right indicates where sensitive edges may be occurring in the downtown area.

Sensitive Edges and Vision Statements

Information about sensitive edges for each design context is woven into the vision statements on the following pages. Your answers in this activity will let us know if you agree or disagree with the draft ideas regarding a sensitive edge.

Sensitive Edge - Residential

- Development within close proximity to abutting lower density residential areas should be lower in scale and more closely reflect traditional residential forms
- Other traditional design measures also apply, such as increased landscaping and setbacks

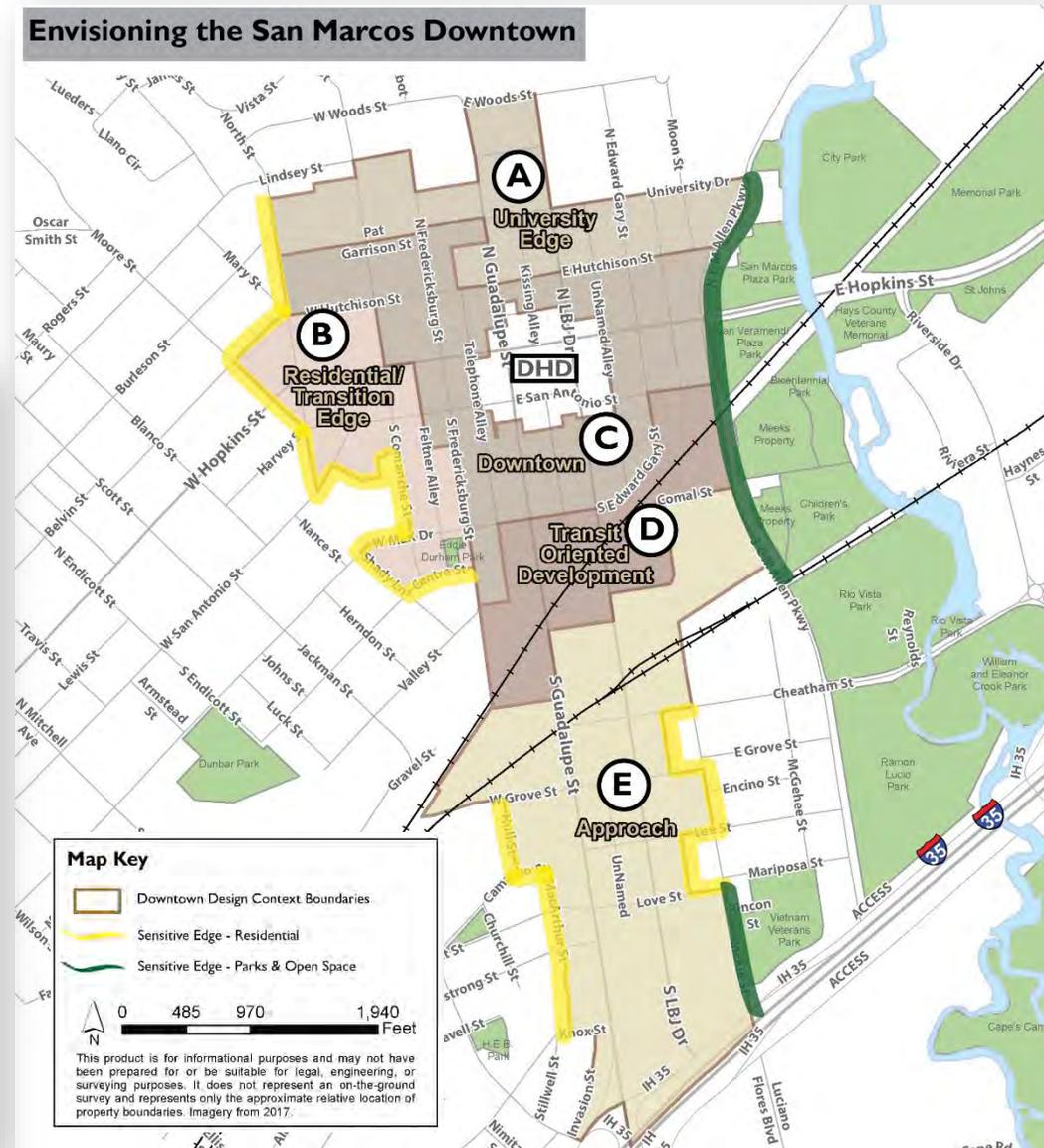
Sensitive Edge - Parks & Open Space

- Development steps down in scale facing open space
- Street frontages are designed to be active to encourage park use
- Views to open space are promoted

Design Context Vision Characteristics

- (A) University Edge Design Context**
 - Appropriate for higher intensity development, within limits of existing code requirements
- (B) Residential Transition/Edge Design Context**
 - A mix of uses, with building forms
 - Emphasis on traditional residential design, including sloping roof forms
 - Outdoor open spaces, reflecting traditional front yards, are promoted
- (C) Downtown Design Context**
 - An "urban" street edge predominates
 - Enhanced pedestrian environment with shade structures (awnings and canopies) and trees
 - Building designs draw upon traditions of the historic square in contemporary ways
- (D) Transit Oriented Development Design Context**
 - More intensive development oriented to future transit, especially in the eastern portion
 - Enhanced pedestrian environment with shade structures (awnings and canopies) and trees
- (E) Approach Design Context**
 - A mix of building forms and types, reflecting the eclectic nature of the area
 - Outdoor open spaces are promoted
 - Higher intensity development locates along the corridors (LBJ Dr. and Guadalupe)
 - Scale of development steps down within Sensitive Edge areas

Envisioning the San Marcos Downtown



Design Context

#1: Downtown

Learn about the Downtown Design Context

The downtown design context boundary is indicated in the map to the right. Below are images of buildings within the Downtown boundary. Please reference this boundary when reviewing the vision statement on the following page.



Frost Bank



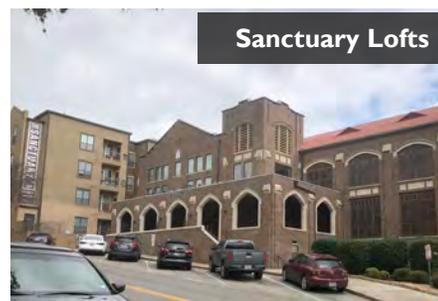
Craffhouse



The Local



Aquabrew



Sanctuary Lofts

Design Contexts - Downtown



- Downtown
- Texas State
- City Park
- Parcel



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. Imagery from 2017.

Map Date: 7/16/2020

Downtown Draft Vision Statement

Draft Vision Statement

“The Downtown frames the Courthouse Square 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. 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.”

Key Characteristics of the Vision Statement

- **Scale:** Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
- **Building massing:** Buildings vary in their massing, to express modules similar in form to those seen historically.
- **Street level character:** Building fronts convey active uses inside (including storefronts and offices) with a high degree of visibility.
- **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.
- **Parking:** Parking is accessed from alleys and is concealed from the street, in tuck-under designs or structures.

Downtown Draft Vision Statement:

Do you agree or disagree with the first half of the draft vision statement?

“The Downtown frames the Courthouse Square 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...”

- Agree
- Disagree (tell us how we can improve it by writing below)

Do you agree or disagree with the second half of the draft vision statement?

“... 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.”

- Agree
- Disagree (tell us how we can improve it by writing below)

Design Context #2: University Edge

Learn about the University Edge Design Context

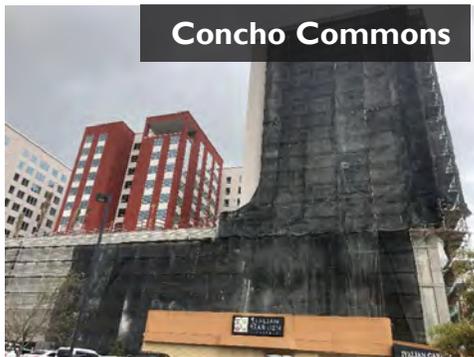
The University Edge design context boundary is indicated in the map to the right. Below are images of buildings within the University Edge boundary. Please reference this boundary when reviewing the vision statement on the following page.



Old Post Office



Louie's



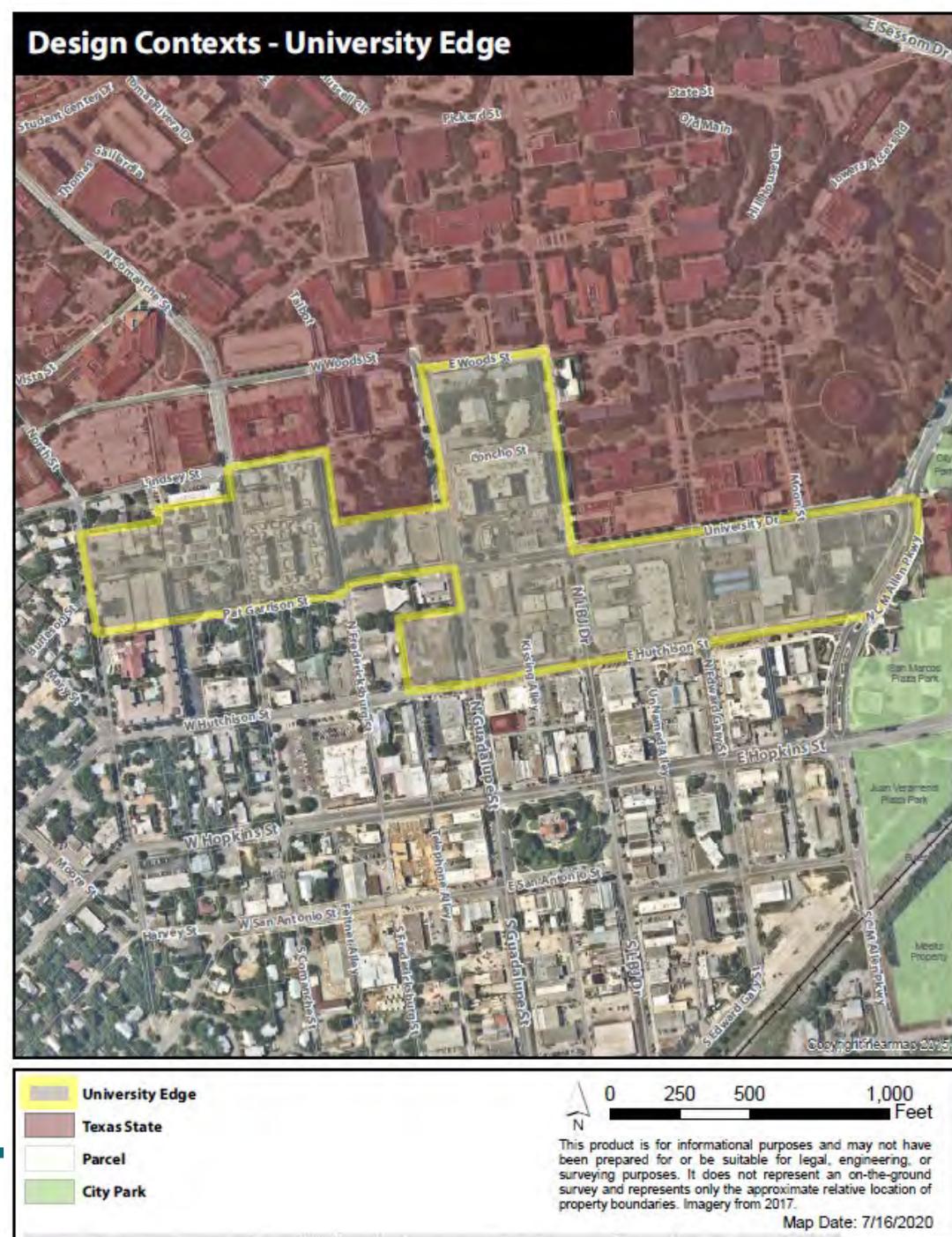
Concho Commons



Vistas Apartments



Former CVS



University Edge Draft Vision Statement

Draft Vision Statement

“The University Edge context creates a pedestrian-friendly connection between campus and the Downtown 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 Courthouse Square. 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 of the Vision Statement

- **Scale:** Larger buildings here can be compatible with the scale of the university
- **Building massing:** Buildings vary in their massing, to express modules similar in form to those seen historically
- **Street level character:** Building fronts are visually interesting with a combinations of storefronts, display cases, and wall art that provide a sense of scale and activity.
- **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.
- **Parking:** Parking is accessed from alleys and is concealed from the street, in tuck-under designs or structures.

University Edge Draft Vision Statement:

Do you agree or disagree with the first half of the draft vision statement?

“The University Edge context creates a pedestrian-friendly connection between campus and the Downtown Context. New buildings may be larger in scale here, in keeping with campus scale, while drawing upon downtown’s design traditions...”

- Agree
- Disagree (tell us how we can improve it by writing below)

Do you agree or disagree with the second half of the draft vision statement?

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

- Agree
- Disagree (tell us how we can improve it by writing below)

Residential / Transition Edge Draft Vision Statement

Draft Vision Statement

“The Residential/Transition Edge Context houses a mix of uses, including retail, offices and townhomes, in designs that 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. Some are built close to the street edge while others are set back with front lawns. Along the sensitive edges of abutting residential districts, buildings are designed to minimize negative impacts, with reduced height, increased setbacks and landscaping.”

Key Characteristics of the Vision Statement

- **Scale:** Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
- **Building massing:** Buildings vary in their massing, to express traditional residential forms and smaller commercial buildings.
- **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.
- **Frontages and setbacks:** Setbacks vary, with some buildings close to the street, while others are set back with lawns and courtyards in front.
- **Parking:** Parking is located in the rear or in tuck-under designs.

Residential / Transition Edge Draft Vision Statement:

Do you agree or disagree with the first half of the draft vision statement?

“The Residential/Transition Edge Context houses a mix of uses, including retail, offices and townhomes, in designs that create a transition from the more intensive development of the Downtown Core to the lower density residential neighborhoods that lie to the west...”

- Agree
- Disagree (tell us how we can improve it by writing below)

Do you agree or disagree with the second half of the draft vision statement?

“...Buildings draw upon both traditional residential and commercial types in their forms, materials and relationship to the street. Some are built close to the street edge while others are set back with front lawns. Along the sensitive edges of abutting residential districts, buildings are designed to minimize negative impacts, with reduced height, increased setbacks and landscaping.”

- Agree
- Disagree (tell us how we can improve it by writing below)



Design Context #4: Transit Oriented Development

Learn about the Transit Oriented Development Design Context
 The Transit Oriented Development design context boundary is indicated in the map to the right. Below are images of buildings within the Transit Oriented Development boundary. Please reference this boundary when reviewing the vision statement on the following page.

Design Contexts - Transit Oriented Development (TOD)



Industry



View on the Square



0 175 350 700 Feet

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. Imagery from 2017.

Map Date: 7/16/2020

Transit Oriented Development Draft Vision Statement

Draft Vision Statement

“The TOD context accommodates a mix of uses, with an emphasis upon housing that focuses on potential transit access. Higher intensity development can be compatible with this context, while still drawing upon downtown’s design traditions, but in more abstract ways than in the core. The eastern portion can accommodate more intensive development. Throughout the area, projects should have a strong pedestrian orientation. The street front character is especially important here to encourage pedestrian activity.”

Key Characteristics of the Vision Statement

- **Scale:** Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
- **Building massing:** Buildings vary in their massing to express modules similar in form to those seen historically.
- **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.
- **Frontages and setbacks:** Setbacks vary, with some buildings close to the street, while others are set back with lawns and courtyards in front.
- **Parking:** Parking is located in the rear or in tuck-under designs.

Transit Oriented Development (TOD) Draft Vision Statement:

Do you agree or disagree with the first half of the draft vision statement?

“The TOD context accommodates a mix of uses, with an emphasis upon housing that focuses on potential transit access. Higher intensity development can be compatible with this context, while still drawing upon downtown’s design traditions, but in more abstract ways than in the core...”

- Agree
- Disagree (tell us how we can improve it by writing below)

Do you agree or disagree with the second half of the draft vision statement?

“...The eastern portion can accommodate more intensive development. Throughout the area, projects should have a strong pedestrian orientation. The street front character is especially important here to encourage pedestrian activity.”

- Agree
- Disagree (tell us how we can improve it by writing below)

Design Context #5: Approach

Learn about the Approach Design Context

The Approach design context boundary is indicated in the map to the right. Below are images of buildings within the Approach boundary. Please reference this boundary when reviewing the vision statement on the following page.



LBJ Apartments



Cheatham Street Flats



Advanced Auto Parts



Approach
Parcel
City Park

0 280 560 1,120 Feet

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. Imagery from 2017.

Map Date: 7/16/2020

Approach Draft Vision Statement

Draft Vision Statement

“The Downtown Approach context is the corridor between the highway and Downtown, providing an entry procession into the heart of Downtown. Development focuses along Guadalupe and LBJ Streets with a mix of commercial and residential uses. Design should convey a preview of the character of downtown while also drawing upon the distinct features of this area. New, larger development 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 design to provide compatible transitions to these neighborhoods with reduced massing, increased setbacks and landscaping.”

Key Characteristics of the Vision Statement

- **Scale:** Buildings express heights between two and three floors at the street edge. Upper floors are set back from the front.
- **Building massing:** Buildings vary in their massing, to express traditional residential forms and smaller commercial buildings.
- **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.
- **Frontages and setbacks:** Setbacks vary, with some buildings set close to the street, while others are set back with lawns and courtyards in front.
- **Parking:** Parking is located in the rear or in tuck-under designs.

Approach Draft Vision Statement:

Do you agree or disagree with the first half of the draft vision statement?

“The Downtown Approach context is the corridor between the highway and Downtown, providing an entry procession into the heart of Downtown. Development focuses along Guadalupe and LBJ Streets with a mix of commercial and residential uses. Design should convey a preview of the character of downtown while also drawing upon the distinct features of this area.”

- Agree
- Disagree (tell us how we can improve it by writing below)

Do you agree or disagree with the second half of the draft vision statement?

“...New, larger development 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 design to provide compatible transitions to these neighborhoods with reduced massing, increased setbacks and landscaping.”

- Agree
- Disagree (tell us how we can improve it by writing below)

Activity 3: Considering Building Models in each Design Context

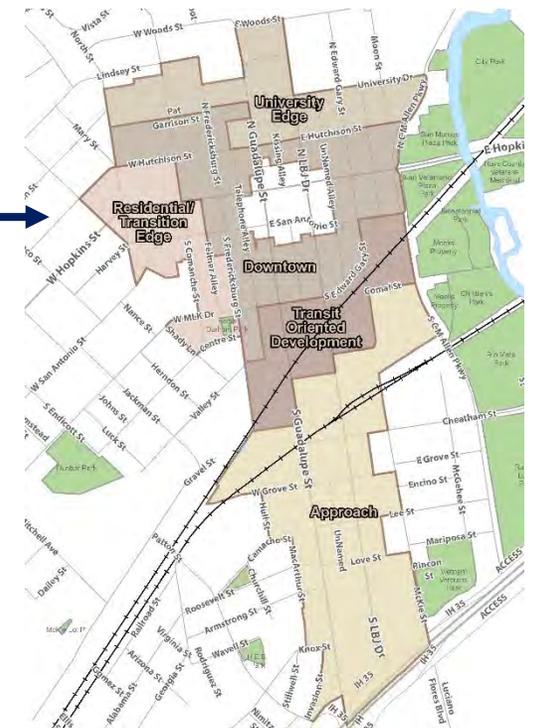
Design Contexts Vision Statements Activity

About the Activity

Now that you are familiar with the 5 design context areas, this activity will gather your input on various building types that may or may not be appropriate in each individual design context. This activity will present a series of models by building type (apartment, townhome, mixed use). Let us know where you think each model would be appropriate in downtown.

Instructions:

1. Grab a pen or pencil
2. Use your **Design Context Map** (included in envelope) as a reference
3. Consider each model and the key features of each model as displayed on the following pages
4. Answer the polling question by circling your answer directly on your toolkit



Apartment A1

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above



Key features:

- 2-stories with a partial 3rd story
- Flat and sloped roofs
- Landscaped front setback

Tip: Reference your Design Context Map.

Apartment A2

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above



Key features:

- 2-stories with a partial 3rd story
- Flat and sloped roofs
- No front setback

Tip: Reference your Design Context Map.

Apartment A3

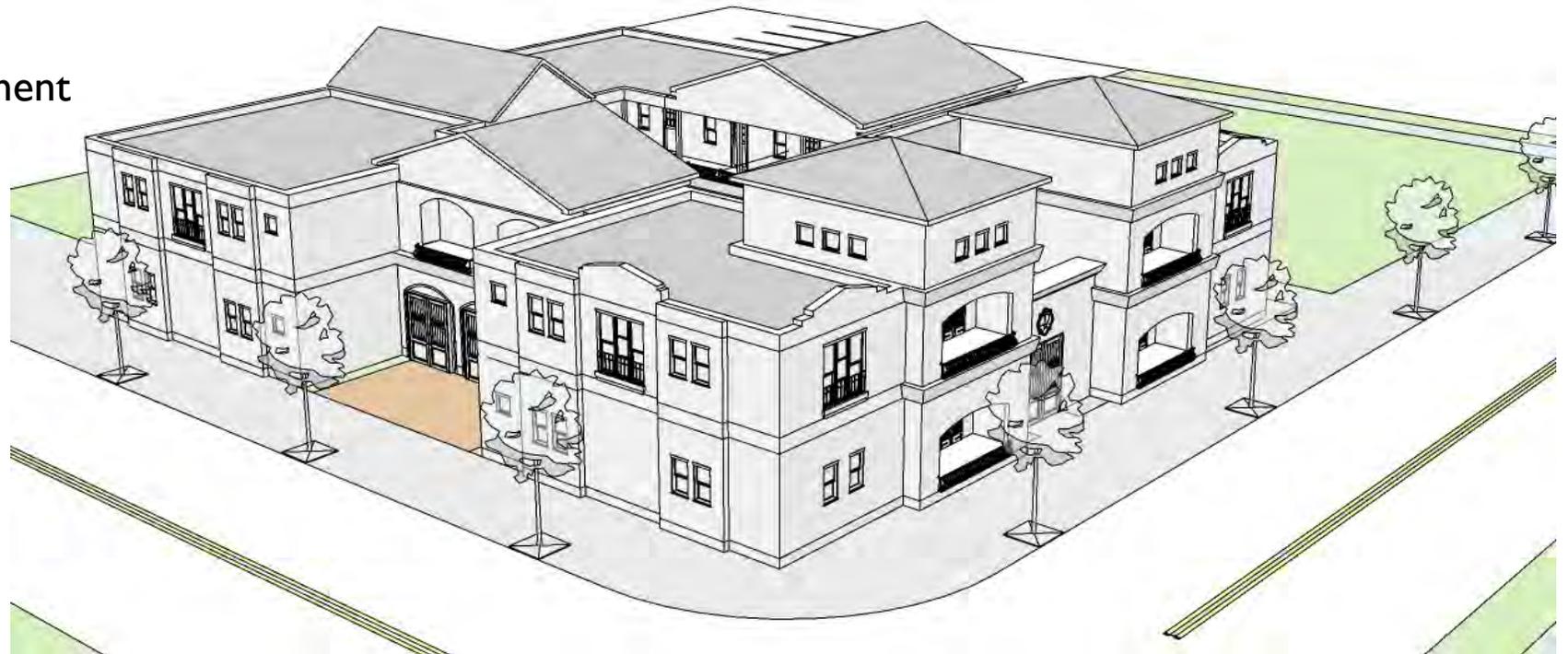
This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 2-stories with a partial 3rd story
- Flat and sloped roofs
- No front setback, but a plaza is incorporated near the entrance



Apartment A4

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above



Key features:

- 3 stories
- Primarily sloped roofs
- Front setback with landscaped area

Tip: Reference your Design Context Map.

Apartment A5

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 4 stories
- Primarily flat roof
- Small front setback with landscaped area



Apartment A6

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 4 stories
- Primarily flat roof
- No front setback



Townhouse T1

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Key features:

- 3 stories
- Flat roof
- Landscaped, front setback
- Small front stoop



Tip: Reference your Design Context Map.

Townhouse T2

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above



Key features:

- 2.5 stories
- Sloped roof
- Landscaped, front setback
- Front porch

Tip: Reference your Design Context Map.

Townhouse T3

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Key features:

- 3 stories
- Flat roof
- No setback
- Small front patio



Tip: Reference your Design Context Map.

Mixed Use MUI

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 4 stories
- Flat Roof
- Stepback at the second floor for most of building
- Awnings provide some shade for pedestrians



Mixed Use MU2

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

- Key features:**
- 4 stories
 - Flat roof
 - No 2nd floor stepback, instead, a first floor inset
 - Awnings provide some shade for pedestrians



Tip: Reference your Design Context Map.

Mixed Use MU3

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 5 stories
- 3 story portion in front
- Flat roof
- Small plaza



Mixed Use MU4

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Key features:

- 3 stories, with two-story component
- 3rd story stepback
- Flat roof
- Awnings provide shade for pedestrians
- Small forecourt provides outdoor space



Tip: Reference your Design Context Map.

Mixed Use MU5

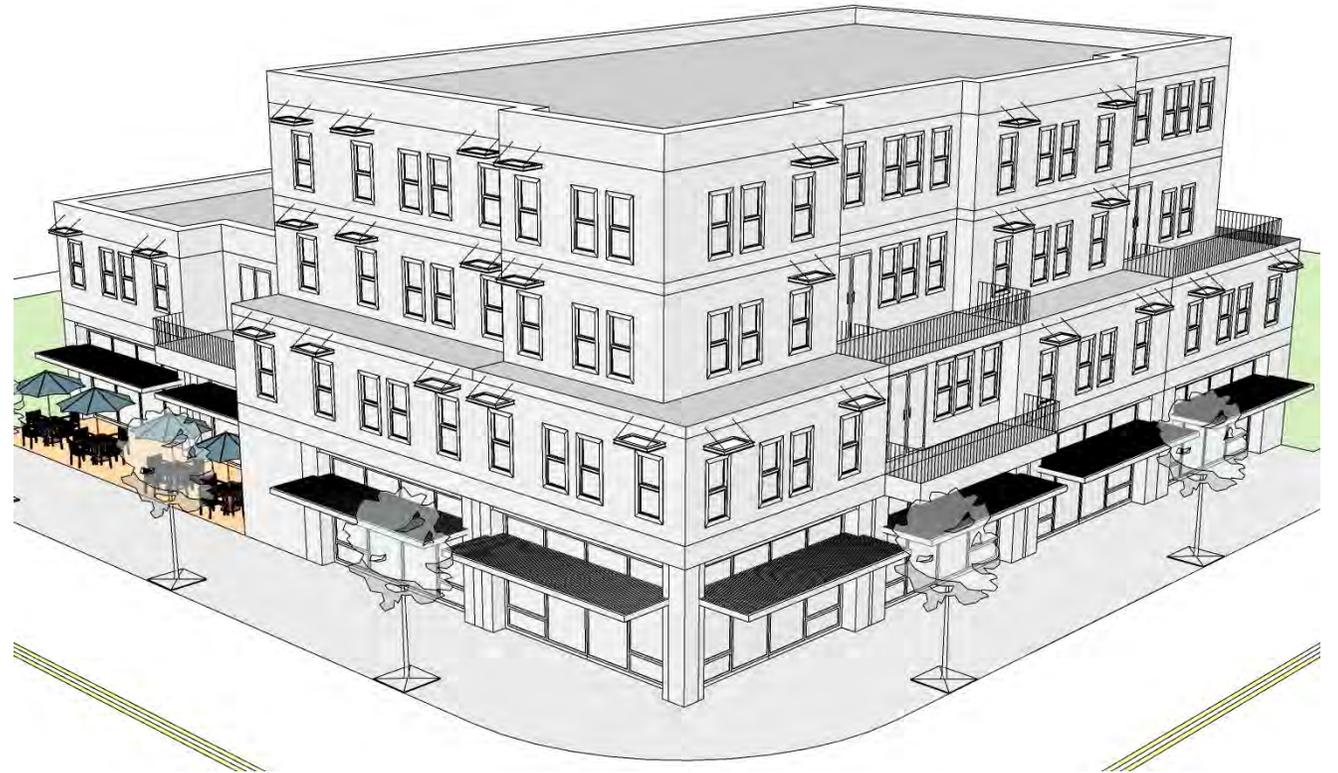
This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 3 stories, with two-story component
- Stepback at 3rd and 4th story
- Flat roof
- Awnings provide shade for pedestrians
- Small forecourt provides outdoor space



Mixed Use MU6

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above



Key features:

- 3 stories
- 3rd floor stepback
- Flat roof

Tip: Reference your Design Context Map.

Mixed Use MU7

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Key features:

- 2 stories, with 1-story element in front
- Flat roof
- Outdoor spaces incorporated into building design



Tip: Reference your Design Context Map.

Mixed Use MU8

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 3 stories
- 2nd story step back
- Flat roof
- Canopy to provide shade to pedestrians



Mixed Use MU9

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 3 stories
- Partial 2nd story step back
- Flat roof
- Canopy to provide shade to pedestrians



Mixed Use MUI 0

This model is appropriate in these contexts: (circle all that apply)

- A. University Edge
- B. Downtown
- C. Transit Oriented Development
- D. Approach
- E. All of the above
- F. None of the above

Tip: Reference your Design Context Map.

Key features:

- 2 stories, with partial third floor in dormer
- Sloped roof



Toolkit Complete!



Thank you!

We appreciate you taking the time to complete the take-home toolkit to provide your input on the future design of downtown.

How to Return your toolkit

- Return in-person to the Planning & Development Services Department by calling **512.393.8230**. We will coordinate a safe time for you to drop off the toolkit in the City Hall parking lot.
- Scan and email your toolkit to planninginfo@sanmarcostx.gov
- Please return your toolkit no later than **Thursday, July 30**.

Upcoming Project Deliverables

You can stay updated on the project by visiting our website at www.sanmarcostx.gov/downtowndesign. Please keep an eye out for the following upcoming deliverables which will be posted on the project website:

- **August:** Outline for changes to the design standards and guidelines
- **Fall 2020:** Draft #1 of changes to design standards and guidelines