



Campus Edge Strategic Plan



Prepared by the Planning and
Development Services
Department



Adopted:
September 18, 2007

Recipient of the 2007 Texas Chapter of the American Planning Association Project Planning Award

CITY OF SAN MARCOS

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Introduction

Plans serve many purposes in municipal government—some set long-term policy direction while others turn toward the short-term with specific project scheduling. Still others function more as communication and outreach devices. This plan is a hybrid, touching on intergovernmental relationship building, coordination of capital projects, and assessing impacts of actions outside of the city organization. The Campus Edge Strategic Plan was born out of efforts by the City of San Marcos and Texas State University-San Marcos reaching out to each other during development of the Texas State University Campus Master Plan, adopted in 2005. While other universities throughout the nation choose to develop campus master plans in a vacuum, unrelated to the presence of a community outside their boundaries, Texas State University-San Marcos chose to adopt a cooperative approach allowing the community input and garnering support from outside the university as well as within. The result of that cooperation was a Campus Master Plan designed to grow *with* the City, rather than ignore it.

The Campus Edge Strategic Plan continues the cooperation between the university and city as it responds to the various actions proposed in the Campus Master Plan. The Campus Edge Strategic Plan is specifically directed at activity occurring at the edge of the campus, in hopes that it will allow each party to better understand how they may work together to achieve not only a great campus, but a great community to surround it. Each project proposed in the Campus Master Plan affecting the campus edge is evaluated individually to improve the opportunities for cooperation and minimize potential for negative impacts. The evaluation investigates impacts on the City, opportunities for intergovernmental cooperation, and proposes a list of recommendations. These recommendations cover a variety of actions—from recommending additional studies, to policy modifications, new programs, funding mechanisms and capital investment. These may alter over time as each project enters into new stages of the project development process in which the project scope may change. While some actions are designed to mitigate impacts of projects proposed in the Campus Master Plan, many others are motivated to take Campus Master Plan projects a step further based on project's intent and the desires of the community.

Planning is an on-going process that includes setting goals and objectives, identifying issues, collecting and analyzing data, considering alternatives, preparing the plan, adopting the plan, implementing the plan and evaluating the plan. The City's adoption of the Campus Edge Strategic Plan is not the end of the planning process, but the beginning of achieving the vision of the citizens of San Marcos and Texas State University-San Marcos. As the Campus Edge Strategic Plan is implemented, it must be continually reviewed and updated to address the changing needs, circumstances and conditions of the City and Texas State University-San Marcos. The plan can only be effective if it remains relevant and up-to-date. Some recommendations of the plan may be determined to be infeasible, and new options or solutions may emerge over time. The planning process must be flexible enough to recognize and respond to these possibilities so that the relationship between Texas State University-San Marcos and the City of San Marcos will blossom and flourish into other areas.

Relationship Between the University and City

History

The City and University were founded only 50 years apart. They share a picturesque setting, San Marcos River, sense of community, commitment to education and sense of history. In December 1892, San Marcos petitioned the legislature “to establish at least one more state normal in this state,

to be located in southwest Texas.” The Texas Legislature voted in 1899 to start the school if local citizens would furnish the land. The City of San Marcos then donated an 11-acre tract of land along with several lots to establish what has since become Texas State University-San Marcos.

Services

As with many small collegiate towns, the university and city function in a symbiotic relationship—sharing resources and services. University Police and the San Marcos Police Department frequently work together in areas ranging from criminal investigation to traffic control surrounding major events. Likewise, San Marcos Fire and EMS Services has a close relationship with the university’s Environmental, Health, Safety and Risk Management Office—keeping first responders informed of activities and projects on campus, allowing the Fire and EMS Services to adapt and fill their needs. These two relationships serve to further the safety of all residents of the city, including students.

Capital Facilities

Infrastructure planning and maintenance provides another example of coordination between the university and city. The university cogeneration facilities work closely with the San Marcos Electric Utility, with the San Marcos Electric Utility assisting when the cogeneration facilities are offline. The presence of the cogeneration facility helps relieve utility burdens to the City. In addition, the City provides wastewater service to the university to avoid needless duplication of services. Also, the City provides large amounts of multi-family zoning, which serves several purposes in relation to the university. The multi-family zoning permits construction of affordable apartments with rates accessible for students, allowing the university to focus more on academic capital improvements rather than residential.

The university and city often share facilities between their respective clients. Students can access the San Marcos Public Library and receive the residential rate for membership at the San Marcos Activity Center. Likewise, citizens of San Marcos can visit various facilities on campus, ranging from the library to performing arts and athletic events.

Economic Development

The relationship between the City and University extends into the community as well. The university serves as an economic engine for the city, providing jobs to many city residents, attracting businesses and making higher education more accessible to citizens. Likewise, the presence of the students as a local workforce promotes economic development, helping to attract retail uses like the outlet mall as well as industries targeting graduates of various university programs. Similarly, university students often serve as interns at local businesses, non-profit organizations, schools and government service. In addition, students from the University form volunteer groups to perform service work in the city while others join existing community groups. The annual *Bobcat Build* service project and *Pack it Up and Pass it On* program has provided an additional interface between students and residents, building better relations between the two.

The Campus Master Plan and Its Relationship to the City: Identifying Common Elements

In the course of initiating the Campus Master Plan, the University’s President’s Cabinet established Guiding Principles, predicated on the University’s mission statement:

Texas State University-San Marcos is a premier public, student-centered, doctoral-granting institution dedicated to excellence in serving the educational needs of the diverse population of Texas and the world beyond.

As the Guiding Principles have significant bearing on the courses of action described in the Campus Master Plan and the Campus Edge Strategic Plan, they are restated below under the topics of Identity, Community, Natural Environment, Architecture and Mobility.

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| <i>Identity</i> | |
| <p>Provide a visually unified and aesthetically pleasing campus that reflects the premier status of the University.</p> | <p>A dynamic community that grows more attractive and seeks to enhance its great natural beauty, rich architectural heritage, and small town charm for the enjoyment of both residents and visitors by carefully managing its growth and protecting its unique quality of life. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>A city that celebrates its rich ethnic heritage and cultural diversity while building partnerships that strengthen the community. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Preserve the character of the original academic quad and any potential expansion as a way of cultivating the small campus atmosphere.</p> | <p>A dynamic community that grows more attractive and seeks to enhance its great natural beauty, rich architectural heritage, and small town charm for the enjoyment of both residents and visitors by carefully managing its growth and protecting its unique quality of life. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Create a sense of arrival to the campus distinguished by entrances with appropriate signage and borders that are consistent with the character of the campus and compatible with adjacent neighborhoods.</p> | <p>A community that fosters cooperative efforts among public and private entities, organizations, neighborhoods, and individuals to identify and meet community needs. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <i>Community</i> | |
| <p>Continue to provide amenities for the resident college student, while responding to the needs of the growing non-resident student population.</p> | <p>A community with diverse educational resources that offer a broad range of high quality educational and training opportunities to achieve personal and professional goals. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |

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| <p>Identify areas for students, faculty and staff to congregate in order to create a sense of community and to stimulate social and intellectual interaction.</p> | <p>A community with diverse educational resources that offer a broad range of high quality educational and training opportunities to achieve personal and professional goals. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Enhance the relationship between the University and the San Marcos community by emphasizing responsible land use.</p> | <p>A community that fosters cooperative efforts among public and private entities, organizations, neighborhoods, and individuals to identify and meet community needs. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p><i>Natural Environment</i></p> | |
| <p>Accentuate the unique physical characteristics of the campus in creating an identity and image for the University.</p> | <p>A city that actively seeks economic growth that benefits the entire community while protecting its natural resources and quality of life. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Provide landscape design guidelines to enhance the beauty of the natural environment, to provide for economy of operation, and to drive future landscape design decisions.</p> | <p>Promote landscaping and aesthetic design to enhance the visual character of right-of-way within the San Marcos community. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |
| <p>Preserve and protect existing natural areas and identify potential green spaces where relaxation, academic instruction, informal discussion, and social interaction can take place.</p> | <p>A community that recognizes its unique environmental setting and actively works to protect the Edwards Aquifer, the San Marcos Springs, the San Marcos River and other natural resources. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Provide the appropriate visibility and accessibility needed to create a secure environment.</p> | <p>Strive to balance mobility, quality of life and economic development while enhancing the efficiency of the existing transportation system. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |
| <p>Identify locations appropriate for public art to enhance the visual character of the environment and to provide instructive day-to-day experience.</p> | <p>Promote landscaping and aesthetic design to enhance the visual character of right-of-way within the San Marcos community. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |
| <p><i>Architecture</i></p> | |

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| <p>Plan new academic buildings in close proximity to existing academic buildings to make the campus more pedestrian friendly for students.</p> | <p>A city that provides services, facilities, and infrastructure in a timely, fiscally and socially responsible manner. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Develop architectural design guidelines related to scale, materials, color, and design objectives that will achieve a varied but cohesive architectural style that enhances the character of the University and respects its history.</p> | <p>A dynamic community that grows more attractive and seeks to enhance its great natural beauty, rich architectural heritage, and small town charm for the enjoyment of both residents and visitors by carefully managing its growth and protecting its unique quality of life. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Anticipate and provide plans to address infrastructure requirements of the campus in the least intrusive manner possible.</p> | <p>A city that provides services, facilities, and infrastructure in a timely, fiscally and socially responsible manner. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p>Assure that architectural designs and building sites give consideration to energy efficiency, safety and environmental issues</p> | <p>A city that provides services, facilities, and infrastructure in a timely, fiscally and socially responsible manner. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> |
| <p><i>Mobility</i></p> | |

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| <p>Manage motorized and pedestrian traffic flow more effectively and safely in order to encourage and facilitate a walking and bicycle-friendly campus.</p> | <p>A community that offers a wide range of transportation options and has a safe and efficient street system. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>Develop a wide range of transportation alternatives that provide improved mobility and safety in the San Marcos community while preserving existing neighborhoods and parks and the environment in general. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> <p>Increase accessibility to both bicyclists and pedestrians by integrating non-vehicular facilities with other transportation improvements. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> <p>Strive to balance mobility, quality of life and economic development while enhancing the efficiency of the existing transportation system. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |
| <p>Recognize that the University is a member of the regional community, and consider its impact on its neighbors and their access to the campus.</p> | <p>A community that fosters cooperative efforts among public and private entities, organizations, neighborhoods, and individuals to identify and meet community needs. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>Develop a Transportation Master Plan that coordinates proposed transportation improvements with future land use planning to promote economic vitality and neighborhood livability. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> <p>Develop and implement a Transportation Master Plan that engages and coordinates with all members and ages of the community including Texas State, Hays County, public officials, major traffic generators, and other various stakeholders during the plan development. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |

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| <p>Continue to create an environment that is accommodating for persons with disabilities.</p> | <p>A community that offers a wide range of transportation options and has a safe and efficient street system. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>Develop a wide range of transportation alternatives that provide improved mobility and safety in the San Marcos community while preserving existing neighborhoods and parks and the environment in general. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |
| <p>Reconcile increased parking demands with the limitations of land resources and road capacity</p> | <p>A community that offers a wide range of transportation options and has a safe and efficient street system. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>Develop a wide range of transportation alternatives that provide improved mobility and safety in the San Marcos community while preserving existing neighborhoods and parks and the environment in general. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> <p>Strive to balance mobility, quality of life and economic development while enhancing the efficiency of the existing transportation system. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> <p>Develop a Transportation Master Plan that coordinates proposed transportation improvements with future land use planning to promote economic vitality and neighborhood livability. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |

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| <p>Eliminate the difficulties guests and first-time visitors experience when entering the campus, finding parking, and navigating the campus.</p> | <p>A community that offers a wide range of transportation options and has a safe and efficient street system. (<i>Horizons San Marcos Tomorrow Vision Statement</i>)</p> <p>Develop a wide range of transportation alternatives that provide improved mobility and safety in the San Marcos community while preserving existing neighborhoods and parks and the environment in general. (<i>San Marcos Transportation Master Plan Goals and Objectives</i>)</p> |

As seen above, many of these Guiding Principles not only apply to Texas State University-San Marcos, but to the entire City. Similar phrases to the Campus Master Plan Guiding Principles appear in a variety of City plans, including the Horizons Master Plan, San Marcos Transportation Master Plan, and the Sector Plans. In addition, many of the Sector Plans reference desires to create pedestrian-friendly environments, safe bicycling systems, improve building aesthetics and landscaping, consider environmental issues in development of facilities, and improve traffic and parking management.

The City of San Marcos and Texas State University-San Marcos have many unified interests, which has led to an increased spirit of cooperation and coordination between the two entities. This was evident as the University undertook a Campus Master Plan. The University included the San Marcos Planning and Development Services Director on the Facilities Campus Planning Committee, which was involved in the selection of consultants to complete the Campus Master Plan. Similarly, the City Manager was a member of the Local Regental Planning Committee tasked with approving the Campus Master Plan and forwarding it to the Texas State University System Board of Regents. Other members of the Local Regental Planning Committee included representatives from the San Marcos Chamber of Commerce and San Marcos Consolidated Independent School District. In addition, university representatives frequently met with City department directors regarding the Plan's Guiding Principles and update them on its progress. The City's Engineering and Planning and Development Services Departments were particularly important in reviewing various proposals as part of the Campus Master Plan. The university gave frequent presentations to the City Council throughout the process. Participation in the campus master planning process did not stop with city hall as the University solicited feedback from other groups, including the San Marcos Chamber of Commerce, LULAC, Rotary Club, Kiwanis Club, Lions Club, Council of Neighborhood Associations and the Downtown Association.

This spirit of cooperation has carried past the Campus Master Plan, particularly in the realm of infrastructure and transportation. In addition to City staff, the University often consults with the Transportation Advisory Board, Planning and Zoning Commission, City Council and the Downtown Parking Committee regarding recommendations for street improvements and street changes.

Similarly, the University prepared a Traffic Impact Analysis at the request of City staff to allow the City to better plan for growth in light of proposed changes on campus.

Planning Assumptions

The Texas State University-San Marcos Campus Master Plan establishes many core assumptions that relate to the City of San Marcos and the Campus Edge Strategic Plan, including:

- ❑ The University will consider the purchase of property that becomes available, with efforts made to maintain the current boundaries of University Drive, Ranch Road 12 and Sessom Drive. San Marcos campus land area is not anticipated to increase or decrease significantly. This policy affects the city in that it stabilizes land uses and prevents removal of additional land from City tax roles.
- ❑ Like the City, the university values environmental protection of the San Marcos River. It seeks to maintain Sewell Park as well as the ponds around the JC Kellum Building, Theatre Center Building, and the Freeman Aquatic Building.
- ❑ Unless there is a fundamental infrastructure change in San Marcos, University facilities shall accommodate a future student body no greater than 30,000 students on the San Marcos campus. This assumption indicates the relationship between the City and University, as actions by each influence the growth of each entity. The 30,000 student population threshold allows for future city plans to better understand the future directions of Texas State University-San Marcos.
- ❑ Likewise, the University's expectation that graduate enrollment will increase as a percentage of the total student body indicates the City may receive increased demand for affordable private housing.
- ❑ The Campus Master Plan assumes there will be no significant increase or decrease in the current level of residence hall beds, allowing future city plans to anticipate on-campus population.

University Financing and Construction Process

The construction and financing processes of Texas State University-San Marcos differ significantly from those of the City.

University Project Financing

Texas State University-San Marcos has different funding sources that can be used for new construction, renovation, infrastructure and landscaping projects. However, each funding source has limitations on how it can be used.

Higher Education Assistance Funds (HEAF) are Legislative appropriations earmarked for institutions not receiving Permanent University Fund monies. They can only be used for Educational and General (E&G) or academic and administrative renovation and new construction projects. These funds cannot be used for residential, auxiliary or athletic projects. However, they can also be used for land acquisitions, library books and capital items (furniture and equipment).

Tuition Revenue Bonds (TRB) are authorized by the Texas Legislature for a specific capital improvement project and are to be repaid by the institution by revenues from tuition. In most cases TRB is authorized for E&G projects.

Texas State University System Revenue Financing Bonds are authorized by the Texas State University System Board of Regents and are repaid by proceeds from tuition, building use fees, or student use fees. There are two types of bonds: Tax Exempt Bonds and Taxable Bonds.

Unexpended Plant Funds are funding allocated annually for operation and maintenance of the physical plant, but not used for that purpose.

Auxiliary Enterprise Funds are proceeds from enterprises that are operated by the institution such as parking, food service, or clinics.

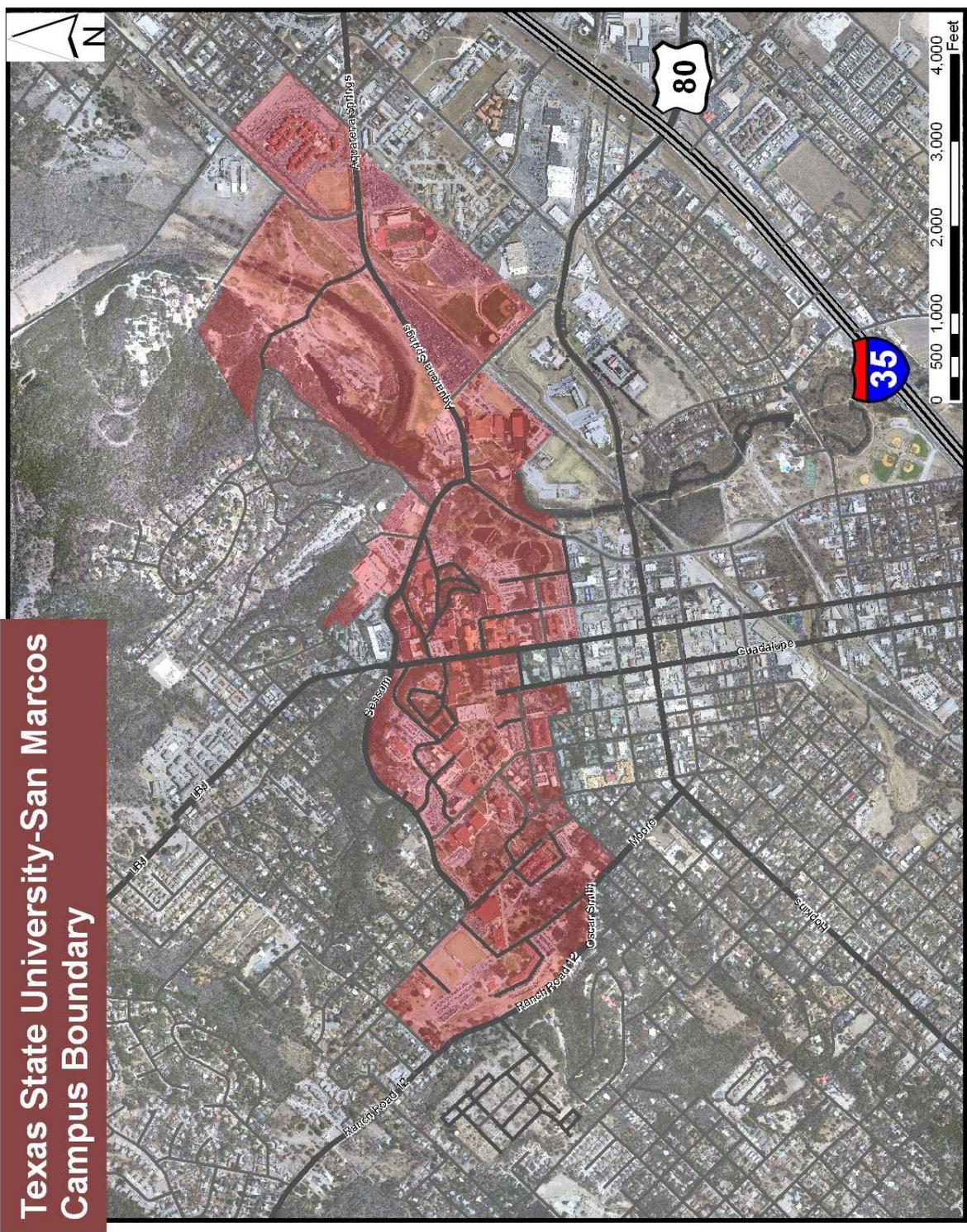
Gifts or Donations are received from private individuals, corporations, or other organizations and may be designated for E&G, athletic, alumni, etc. projects.

University Construction Process: From Campus Master Plan to Construction

The scope and design of a University project does not stop with the adoption of the Campus Master Plan. The projects listed in the Campus Master Plan are fluid and subject to change as different needs and issues present themselves. Perhaps another academic program has gained in popularity, resulting in inadequate teaching facilities. This may mean that a project designated for another program is redesigned to accommodate this burgeoning program. Similarly, financial constraints may force the university to scale-back some projects and reduce the scope. Likewise, a sudden influx of private donations could provoke development of a project earlier than anticipated.

Each project discussed in the Campus Edge Strategic Plan includes a reference to the stage in the development process, including Master Plan, Feasibility, Design, Under Construction and Complete. The scope and design of the project can change several times during the Master Plan, Feasibility and Design stages, though generally the final scope and design become more concrete as the project progresses through each stage.

**Texas State University-San Marcos
Campus Boundary**



Texas State University-San Marcos Campus Edge Projects



Numbers depict project page number in plan.
 The following are campus-wide issues and not mapped:
 General Bus Stop Design Improvements
 Bicycle Improvements
 Gateways

Chapter 1: Academic Support and Residential Development

With Texas State University-San Marcos being virtually landlocked and heavily built, the opportunity for green-field development on campus is slim. The lack of undeveloped land forces the university to adopt more of a redevelopment strategy to ensure efficient land use. However, this method comes with additional complexity, as the university is forced to contend with displacement of uses, and added risks and expenses associated with demolition.

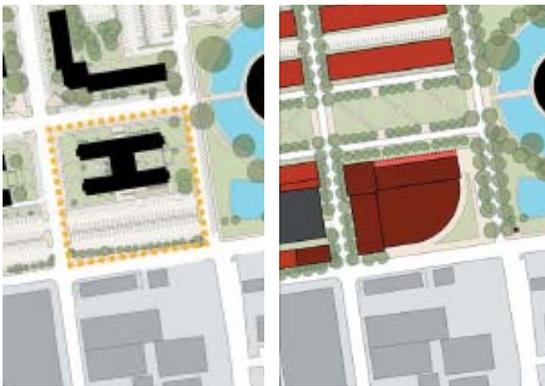
In the case of academic support and residential development, the university must address the issue of displaced residence halls to better develop its academic resources. These actions may have consequences for the city and university, but through careful coordination and planning the two can come together to ensure positive results and impacts.

Fine Arts and Communication Center

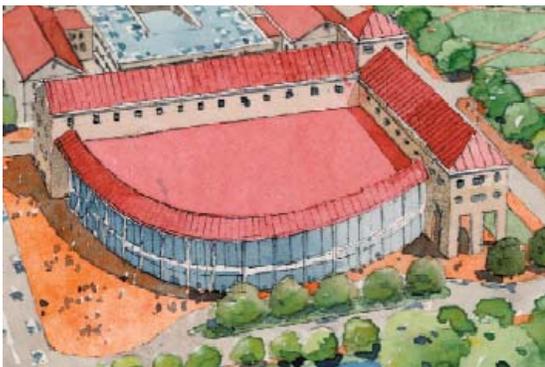
Stage: Feasibility

Project Descriptions

Campus Master Plan Stage



The Texas State Campus Master Plan calls for this four-story building to address the critical corner of University Drive and Moon Street, which serves as a major entrance to the university. In addition, it plays a crucial role in the spatial definition of the axial mall connecting the current Theatre Center and the Undergraduate Admissions Center. The design calls for no setback along Edward Gary and Concho Streets and erosion of the southeast portion of the building to create an entrance, which will serve as the primary entrance. The new building will create a new street-wall and direct attention toward the Moon Street campus entrance. The service entrance for the building will be located on Edward Gary, which also creates a new street-wall.



Phase 1 will focus on the Music Program, while Phase 2 will focus on the Theatre and Dance Programs. Successful fundraising will determine the time line.

Construction timing is contingent on available funds. Falls Hall will be demolished first to make way for the Fine Arts and Communication Center. As with Sterry Hall, student housing and telecommunication services must be accounted for prior to demolition. The Music and Recital portion of the building will be completed following Falls Hall demolition, followed by the remainder of the project as funds become available.

Changes at Feasibility Stage



The University began a feasibility study in March 2006 to program the building, determine how to phase the project into two phases, determine cost, and to develop a conceptual rendering and model. The rendering and model will be used to help raise private funds for the rest of Phase 1 and Phase 2. Higher Education Assistance Funds have been identified for half of Phase 1 and will be available beginning September 2008.

The feasibility study revealed financial constraints and differing needs than originally contemplated in the Campus Master Plan. Offices and classroom space were eliminated from the scope of the project.

Phase I of the development includes a proscenium theatre and music recital hall, followed by a much larger performance hall, dance studio space and rehearsal space in Phase II. In Phase I, the approach to University Drive is not as strong, but includes an Arts Garden to provide some open space where the university transitions to downtown San Marcos. Phase II will fill in the open space and provide a stronger presence along University Drive. The university has assembled conceptual renderings and elevations for use in fundraising promotional information.

Impact on City of San Marcos

Events in the performance halls may result in high peak traffic volumes on area streets. The current streets are designed with the existing residential land uses in mind, which are not as prone to producing high peak traffic volumes.

The establishment of a major performance and entertainment venue at the location may stimulate changes in land use to adjacent properties. Performance venues, particularly for the fine arts, tend to attract dine-in restaurants and lodging facilities. In addition, many nearby existing businesses are directed toward the student populations present in the residence halls on the site. With the student residents relocating elsewhere on the campus, existing businesses may suffer and exacerbate the desire to change land uses.

With the design calling for a strong presence along all streets the center faces and the magnitude of the project, the university and city must carefully consider traffic management. The project will require periodic street closures on roads essential to gaining access to downtown and the university. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction. With the compact right-of-way, there is a strong possibility utilities may require relocation for functional and aesthetic reasons.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process. Due to disturbance in the area with the construction, development of the center may present an opportunity to replace or upgrade infrastructure in the area. With the size of the facility, the center may present

an opportunity for joint use of the facility. Tourism may increase as the building could play host to a variety of entertainers, attracting people from within San Marcos as well as the region. The city and university could work together to attract appropriate features to the facility. In addition, the university and San Marcos Consolidated Independent School District could use the facility jointly for performances, similar to the use of Bobcat Stadium by the San Marcos High School football team.

A related project, the Fine Arts Center Garage (see page 31), opens additional opportunities for cooperation.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for all Campus Master Plan projects near the edge of the campus, which can be taken under advisement for possible cost sharing to upgrade transportation infrastructure.

North Housing Stage: Design

Project Descriptions

Campus Master Plan Stage



This project is expected to account for the demolition of Falls Hall and Sterry Hall resulting from the Fine Arts and Communication Center, absorbing the 800 displaced residential beds. The new residence halls in this area should replicate those found in the older portion of the campus since most students indicated a preference for the intimate courtyards and low-scale buildings. The new residential buildings will be located at the corner of Sessom Drive and Comanche Drive as well as the Hornsby/Burleson Residence Halls site.

The complex is envisioned as three or more separate buildings a maximum of five stories high surrounding a courtyard. The building will be oriented toward the south since the site drops downhill towards Sessom.



800-bed Residence Hall at the corner of Comanche & Sessom is scheduled for completion Summer 2011. 500 bed Hornsby/Burleson Residence Hall replacement is scheduled for completion Spring 2014.

Changes at Feasibility Stage

None.

Changes at Design Stage

Programming for the project began June 2007 with the architect's appointment. The university is evaluating 400, 500 and 600 bed complexes in relation to affordable housing for students.

Impact on City of San Marcos

The establishment of housing at the location may stimulate changes in land use to adjacent properties. The influx of students will pressure nearby properties to provide services appealing to the residents. However, this may conflict with the character of the nearby neighborhood and cannibalize services currently available on the downtown edge of the campus. Many downtown businesses are directed toward the student populations present on the downtown edge of the campus. The relocation of these student populations to the north edge may result in hardships for these businesses as their customer base is not as accessible. In addition, many nearby existing businesses are directed toward the student populations present in the residence halls on the site. With the student residents relocating elsewhere on the campus, existing businesses may suffer and exacerbate the desire to change land uses.

The influx of residential students may affect traffic volumes on area streets, particularly Sessoms and Comanche.

The magnitude of the project requires careful consideration of traffic management. The project will require periodic street closures on roads essential to gaining access to the northern portions of the city and university. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process. Due to disturbance in the area with the construction, development of the center may present an opportunity to replace or upgrade infrastructure in the area.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for all Campus Master Plan projects near the edge of the campus, which was taken under advisement for possible cost sharing to upgrade transportation infrastructure. The University and city worked together to alter traffic signal patterns. Also, the university dedicated additional right-of-way to the City to permit improved traffic flow.

Alumni Center

Stage: Feasibility

Project Descriptions

Campus Master Plan Stage:

The two-story Alumni center will be located at the corner of Aquarena Springs Drive and Charles Austin Drive. The Campus Master Plan calls for a corner entrance with tower and the building pulled close to Aquarena and Charles Austin to create a street wall. The building serves a secondary purpose to screen a structured parking garage that is part of the long-term vision.

The project is dependent upon the availability of private funds, which may accelerate or delay construction.

Feasibility Stage:

The University has prepared conceptual renderings to use for fundraising purposes.

Impact on City of San Marcos

The magnitude of the project requires careful consideration of traffic management. The project will require periodic street closures on roads essential to gaining access to the northern portions of the city and university. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process. Due to disturbance in the area with the construction, development of the center may present an opportunity to replace or upgrade infrastructure in the area.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for all Campus Master Plan projects near the edge of the campus, which can be taken under advisement for possible cost sharing to upgrade transportation infrastructure along Aquarena Springs and Charles Austin.

This project is also heavily affected by the Aquarena Springs Railroad Overpass (see page 42).

Chapter 2: Recreation and Sports Development

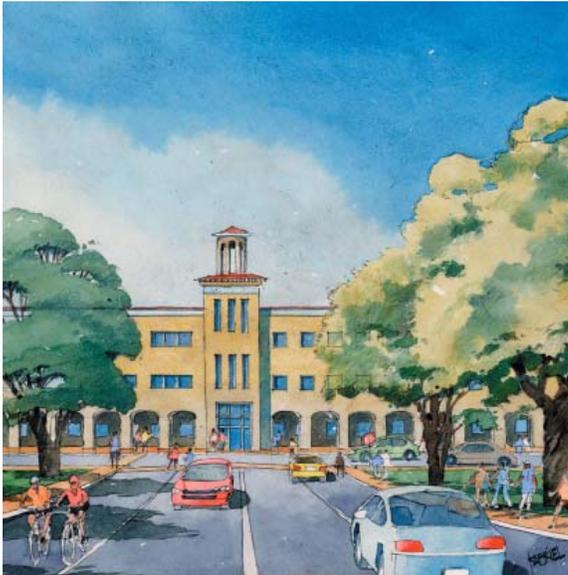
While Texas State University-San Marcos places a strong emphasis on educational development, recreational opportunities receive significant support as a method to attract and retain quality students while raising the profile of the university. While activity at the Student Recreation Center and West Campus Recreation Fields is directed toward the student body, expansion of the NCAA Baseball and Softball facilities opens additional opportunities to attract people from around the region to San Marcos. The City should make efforts to capitalize on the University's investment while mitigating any negative impacts.

Student Recreation Center Addition and Renovation

Stage: Under Construction

Project Descriptions

Campus Master Plan Stage:



The University has begun efforts toward renovating and enlarging the Student Recreation Center. It has a particularly unique location as it serves as an axial vista terminating Sessom Drive. The Plan calls for recomposing the façade with a design worthy of the historic value & honor of buildings located at terminal vistas.

While the majority of the addition will occur on the northern portion of the building, the Plan reflects the new façade acting as a screen wall to integrate the old and new buildings. The Plan further suggests an arcade run the length of the building façade.

In addition, the Campus Plan calls for realigning Sessom Drive and Academy Street in conjunction with the building improvements (discussed later). Project should be completed Fall 2008.

Changes at Feasibility Stage:

Texas State University-San Marcos students approved an increase of \$47 to the Campus Recreation fee to finance the renovation and expansion of the Student Recreation Center as well as provide funds for operating costs. This resulted in a budget of \$31,175,408 for the project.



Changes at the Design Stage:

The expansion includes a natatorium, a rock climbing facility, multi-purpose and weight rooms, offices, four playing courts and auxiliary spaces, totaling 94,419 square feet. Marmon Mok Architects of San Antonio prepared the plans.

Under Construction:

Bartlett Cocke was selected as the contractor for construction. Construction began June 2007.

Impact on City of San Marcos

The enlargement of the recreational venue at the location may stimulate changes in land use to adjacent properties. In addition, the area is across the street from a single-family residential area, posing the challenge of land use and development-intensity conflicts.

The larger recreation center offering more services may affect traffic volumes on area streets, particularly Sessoms, Academy and Holland. The greater utility offered by the center may attract traffic during peaks between classes and in the evening, which is a significant reason why the University programmed the Speck Street Garage (see page 29) to coincide with the expansion.

The project will require periodic street closures on roads essential to gaining access to downtown and the university. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction. With the compact right-of-way, there is a strong possibility utilities may require relocation for functional and aesthetic reasons.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process. Due to disturbance in the area with the construction, development of the center may present an opportunity to replace or upgrade infrastructure in the area. With the size of the facility, the center may present an opportunity for joint use of the facility, particularly the natatorium with San Marcos Consolidated Independent School District.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for all Campus Master Plan projects near the edge of the campus, which can be taken under advisement for possible cost sharing to upgrade transportation infrastructure.

West Campus Recreation Fields
Stage: Master Plan

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for several new athletic fields on the western portion of the campus , replacing the current commuter surface parking lot.

Project is scheduled for Fall 2016 completion, but is dependent on available Campus Recreation fees.

Impact on City of San Marcos

The West Campus area has a high level of exposure to nearby residential areas. In designing the fields, Texas State University-San Marcos, the City and local neighborhoods should work together to minimize any potential negative impacts. Some concerns include increased light pollution from field lighting in an otherwise dark residential area.

Opportunities for Intergovernmental Cooperation

The amount of site development work occurring in the area may provide an opportunity for utility upgrades or relocations. In addition, the City and University could negotiate an agreement to allow use of the fields for city leagues since there are few playing fields in that portion of the City.

Baseball and Softball Complex

Stage: Feasibility

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for enhancements at the baseball/softball complex. Capacity information is essential as that may influence street improvements and other similar projects.

The project is dependent upon the availability of private funds, which may accelerate or delay construction.

Changes at Feasibility Stage

The University has developed conceptual renderings for fundraising purposes.



Impact on City of San Marcos

The magnitude of the project requires careful consideration of traffic management. The project will require periodic street closures on roads essential to gaining access to the northern portions of the city and university. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction. Sports venues will also generate additional peak traffic, in this case particularly along Charles Austin, Aquarena and Hopkins. With this facility being new and larger, it may attract more activity. In addition, the railroad tracks separating the stadiums from nearby parking require special consideration of pedestrian safety.

The establishment of a major sports venue at the location may stimulate changes in land use to adjacent properties. Sports venues tend to attract restaurants/bars and lodging facilities. With the

more intense stadium development, there may be utilities present that require relocation for functional or aesthetic reasons.

Opportunities for Intergovernmental Cooperation

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for all Campus Master Plan projects near the edge of the campus, which can be taken under advisement for possible cost sharing to upgrade transportation infrastructure along Aquarena Springs and Charles Austin.

Development of a sports facility like the Baseball and Softball Complex provide unique opportunities to maximize the project benefits. An option might be to partner with the City to attract a minor league baseball team to share the facility, similar to Whataburger Park in Corpus Christi, Texas (Texas A&M University – Corpus Christi).

In addition, the University and City could work together toward improving Charles Austin, particularly at the railroad crossing. Eliminating another at-grade crossing benefits traffic flow in the city while providing a safer pedestrian environment.

Chapter 3: Parking and Mobility

Parking and mobility are significant areas of concern that attract attention from students, university employees and surrounding neighborhoods. As student parking is shifted to the edge of the campus, the University bus system will play a larger role in student movement. The master plan calls for strategic bus stop locations to encourage park-and-ride. All stops on campus call for designs to provide shade and shelter from inclement weather. Major hubs are designed with information and activities to reduce the perceived wait times. Lay-bys will be placed at critical points throughout the campus to improve safety and promote smooth traffic flow. The Campus Master Plan calls for Bus route design to minimize rail crossings. Likewise, it recommends the university system work as part of a larger network. The University will continue discussions with the city's CARTS program to form a unified regional system. In addition to the bus system, the university offers a secondary commuter rail hub location where Charles Austin Drive intersects the Union Pacific Railroad tracks.

Pleasant Street Garage Addition and Bus Hub Stage: Bus Hub Design; Garage Addition Eliminated

Project Descriptions



Campus Master Plan Stage

The Campus Plan calls for the addition of 300 spaces to this garage.

Changes at Feasibility Stage

None.

Changes at Design Stage

Garza/Bomberger and Associates designed the project to add three levels and 381 spaces. The cost of the garage, however, far exceeded the cost of adding similar parking spaces to a future new parking structure (i.e. Matthews Street Garage). Therefore, the garage addition portion of the project was



eliminated. The bus loop includes pedestrian improvements to that portion of the campus that will move forward. The project should be completed Spring 2008.

Impact on City of San Marcos

This will provide an essential campus bus transportation hub and major street improvements to afford appropriate access for automobiles, buses, bicycles and pedestrians to the north-central portion of the campus.

The project will require periodic street closures on roads within campus, which may temporarily increase traffic volumes and traffic management issues on Sessoms. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for the project. It resulted in traffic signal changes because LBJ will become two-way at the campus entrance from Sessoms.

Matthews Street Garage

Stage: Design

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for a 1,000 space, 4-story parking garage on a steep site between Buckner and Matthews Street. This garage may be unique in that it is built without any internal ramps, improving exterior aesthetics.

The university began efforts to acquire architect appointments for the project in November 2005. The Campus Master Plan called for the project to be part of an early phase, but allowing for a second phase to build an academic building or residence hall above it. Given the garage's relationship to the core of the campus and size, it should be a higher traffic parking garage. The primary entrance is from the south along Matthews Street, though a second entrance is possible from the north onto Buckner.

Changes at Feasibility Stage

Parking Services will be built adjacent to the garage. Feasibility of building Cogeneration Addition next to the garage is under study.

Changes at Design Stage

Carl Walker Parking Consultants will design the project, scheduled for completion Fall 2009 according to the Master Plan. The consultants are evaluating 900, 1,000, and 1,200 space designs, dependent on funding.

Impact on City of San Marcos

The larger parking facility may increase peak traffic volumes on area streets, particularly Sessoms, LBJ and Tomas Rivera. The City may need to evaluate the capacity of the Sessoms and LBJ intersection, and Sessoms and Tomas Rivera intersection (see page 40) to determine if additional redesign is necessary to accommodate the new traffic patterns.

The project will require periodic street closures on roads within campus, which may temporarily increase traffic volumes and traffic management issues on Sessoms. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

enhancements should be considered as a way to soften the appearance. Careful attention should be paid to the lighting to reduce glare onto the neighboring properties.

The project will require periodic street closures on roads within campus, which may temporarily increase traffic volumes and traffic management issues on Academy. In addition, the project may require periodic lane closures on Academy. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process.

Cooperation is beginning to take place with the University's submittal of a Traffic Impact Assessment for the project. This resulted in the orientation change discussed under Feasibility as well as the new connector to Holland Street.

In addition to building aesthetic enhancements, the University included a new tree-lined sidewalk along Academy as well as the garden area discussed under Feasibility.

State Street Garage **Stage: Master Plan**

Project Descriptions

Campus Master Plan Stage



The Campus Master Plan calls for a 600 space parking structure located immediately northeast of JC Kellum that is accessed from Sessom and State Street, as well as from Moon Street to the south. The Plan calls for a limit of 4-stories and vegetative screening from Sessom. This project will replace the Moon Street surface parking lot. The Plan recommends realignment of Peques and State Streets in association with this project (see page ____). The structure will be entered on the second level from State Street. The garage is also accessible from the south for vehicles entering the campus from Moon Street. These vehicles travel through an underpass below the JC Kellum rear prch to access the garage.

Project is slated for completion Fall 2016.

Impact on City of San Marcos

The larger parking facility may increase peak traffic volumes on area streets, particularly Sessoms and State. The City may need to evaluate the capacity of the Sessoms and State intersection to determine if additional redesign is necessary to accommodate the new traffic patterns. The Campus Master Plan recommends realigning the intersection with Peques to create a traditional 90-degree intersection (see page 41).

The project will require periodic street closures on roads within campus, which may temporarily increase traffic volumes and traffic management issues on Sessoms. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process.

While the university has not advanced on this project, submittal of a Traffic Impact Assessment for the project is essential so the City and University can work together on the recommendations. The university has done this successfully on past projects, allowing the City the better facilitate project and avoid negative consequences.

Fine Arts & Communication Center Garage

Stage: Feasibility

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for a 450 space parking garage associated with the Fine Arts and Communication Center. This project requires careful phasing of other improvements, as the student housing and telephone switch must be accounted for elsewhere on the campus prior to demolition.

The Plan calls for “liner buildings” to surround the garage, masking the structure from the road. The primary entrance will come from the east along Edward Gary and may be exited from the south onto University Drive.

The Campus Master Plan calls for development of “liner buildings” similar to row houses along University Drive between The Alumni House and LBJ Drive, LBJ Drive between University Drive and Concho Drive, and Concho Drive between Edward Gary Drive and LBJ Drive. The liner building along University Drive will house the telecommunications offices and facilities. The liner buildings are designed to screen the future parking garage to service the Fine Arts and Communication Center (see page 17) following demolition of Sterry Hall. The liner buildings will be designed to reflect the architecture of the Alumni House and can be built incrementally (Telecommunications will only be one of the buildings). The Plan calls for the telecommunications liner building to be set back no more than 10 feet from the right-of-way of University Drive. This building will work in conjunction with the Fine Arts and Communication Center to create a continuous street wall and define the southern edge of the campus.

Construction of the Telecommunications Services liner building will take place Summer 2012 with demolition of Sterry Hall similarly timed.

Sterry Hall will be demolished Spring 2014 to make way for the garage, expected for completion Summer 2015.

Changes at Feasibility Stage

With the changing scope at the Fine Arts and Communication Center, the garage plan has been significantly altered. The liner buildings were eliminated as the garage was shifted south to allow construction of a new music building, which was required when offices were eliminated from the Fine Arts and Communication Center. The university expects to include architectural enhancements and pedestrian interests, such as ground level retail lease space. In addition, the garage will be a park and pay system open to campus commuters and the broader San Marcos community. It will be built at the same time as Phase I of the Fine Arts and Communication Center.

Impact on City of San Marcos

The parking facility may increase peak traffic volumes on area streets, particularly University and throughout the downtown area. The previous residential use had more static traffic generation, while the parking garage is more likely to produce peak traffic flows associated with class dismissal and performances at the adjacent performing arts venues.

The project will require periodic street closures on roads within campus, which may temporarily increase traffic volumes and traffic management issues on University. In addition, the tight right-of-way may require lane closures on University and relocation of utilities. Likewise, the intensity of the construction and equipment may result in street damage requiring reconstruction.

Another potential issue is the loss of residential space near downtown, as discussed with the Fine Arts and Communication Center. However, there may be some benefit to downtown with the pay garage system, which could relieve some of the area's perceived parking strain.

The loss of the liner buildings may cause negative aesthetic impacts on the downtown area. The City should work closely with the University to pursue architectural enhancements and possibly street level retail to address the concerns. The University has stressed their commitment to architectural enhancements for parking garages.

Opportunities for Intergovernmental Cooperation

The university and city should work together to ensure the consequences of this development remain positive. Communication is essential throughout the design and construction process.

The City, University and Downtown Association could work together to develop the garage to benefit not just the university, but the downtown as well. They could consider lease parking spaces to downtown businesses or the City, such as contracts for employee parking in the garage.

While the university has not advanced on this project to the point of permitting with the City, submittal of a Traffic Impact Assessment for the project is essential so the City and University can work together on the recommendations. The university has done this successfully on past projects, allowing the City the better facilitate project and avoid negative consequences.

General Bus Stop Design Improvements Stage: Master Plan

Project Descriptions

Campus Master Plan Stage



The Plan calls for all stops on campus to provide shade and shelter from inclement weather. Lay-bys will be placed at critical points throughout the campus to improve safety and promote smooth traffic flow.

Impact on City of San Marcos

The facilities will encourage use of mass transit.

Opportunities for Intergovernmental Cooperation

The University should coordinate with the City and CARTS to provide maximum benefit to the new facilities and possibly carry the designs over into other areas of the city.

Chapter 4: Urban Design, Streets and the Pedestrian Environment

Gray-to-Green Transformation

The University campus consists predominantly of impervious surfaces. Water is unable to penetrate an impervious surface causing stormwater run-off to travel downhill, creating a host of problems for the City of San Marcos. The Campus Master Plan calls to reverse this trend by actively reducing the amount of impervious cover present on the campus. Many areas used as surface parking could be converted to building sites or open space through creation of parking structures. The hill east of Old Main will be restored to a natural state by the removal of unnecessary streets and surface parking, reducing stormwater impact to that portion of the City. Overall, parking will evolve from a primary role to a support role, giving way to a greener, softer, more inviting campus.

Pedestrian Friendly Movement

The Campus Plan strives to make walking the primary mode of transportation on the campus. The plan calls for improvements such as street closures within the campus core, installation of sunshades and development of the Arboretum for pedestrian comfort. The Master Plan further promotes a strong bicycle network integrated with the City's to permit the academic community to safely commute to and from campus. The Campus plan includes a series of ramps to aide the topographic transition. Bicycle Stations are planned at the Recreation Center, Pleasant Street Garage and Commuter Rail Garage, which will contain lockers, shower facilities, and provide safe and secure bicycle storage. Racks are called for at all residence halls and bike stations.

Landscaping

The Campus Plan calls for use of native and adaptive vegetation to the maximum extent possible in all landscaping projects. In doing so the Plan divides the campus into three zones—plateau, prairie and wetlands. The plan establishes a plant palette, which is included in the appendix. Landscaping projects vary from small courtyards to large-scale green spaces like the Concho Street Redevelopment. In general, the Campus Master Plan calls for more landscaping and greening of the campus, something the City may carry over into the neighboring community.

Architectural Themes Overall

The Campus Master Plan places heavy emphasis on creating consistent architectural themes across the campus that compliment the pedestrian environment. In doing this, the Campus Master Plan established design guidelines, including the following:

- Building facades should align with one another to form a continuous edge when facing open spaces, pedestrian corridors, and streets.
- All roof shall have the appearance of terra cotta red tile. The roof shall be fairly uniform in color and no speckled texture is permitted.
- Exterior materials of new buildings should have tan brick with contrasting accents. Examples are Old Main and McCoy Hall. Painting the exterior of buildings is discouraged.
- Service and mechanical units located on the roof of buildings should not be visible from the pedestrian perspective. They should be shielded with a parapet or set back from the building edge.
- Utility structures should be located to minimize visibility.
- Buildings shall be oriented to open spaces, pedestrian corridors and streets.

- ❑ Simple roof and buildings forms are encouraged. The predominant roof plan should be composed of simple rationale forms. Roof forms should be pitched gabled or hipped. Flat roofs are generally discouraged except in the case of parking garages.
- ❑ Facades that address an open space, pedestrian corridor, or street should not have blank unarticulated wall surfaces. Brick articulations is encouraged as a way to create visual interest in hierarchy. Door and window lintels, sills and floor coursing should be articulated.
- ❑ Ground level floor-to-floor dimension should be greater than upper level floors. Buildings should mediate the slope of the site. The first story of a building may be as high as 20'. The façade should clearly express the distinction between the ground level and the upper floors of a building to create a clear base.
- ❑ Maximum height shall be five stories except for figural elements or architectural embellishments.
- ❑ The façade of a building should clearly indicate the location of the main entrance.
- ❑ To avoid a monolithic appearance, facades shall be vertically articulated with bays no larger than 25 feet in width. Arcades and colonnades shall provide a minimum width of 10 feet clear for pedestrian passage. Arcades, balconies, cupolas, bay windows, entry elements, eaves, awnings, figural elements and other similar uses and structures may encroach beyond the build-to line.
- ❑ Upper story windows may be smaller and have less detail and embellishment than windows on lower levels. Windows shall have the appearance of a punched opening in the wall surface. Lintels above windows should be expressed, especially in exposed masonry construction. Window sills must be expressed on the façade and shall protrude beyond the plane of the face so as to form a drip edge. Horizontally proportioned openings and windows are discouraged. Openings in walls and windows shall be vertically proportioned.
- ❑ The visual impact of parking should be minimized. Surface parking lots should be screened from view with vegetation, brick or stone walls, or metal railings. The building façade of parking structures should be designed to screen views of automobiles and sloped parking decks.
- ❑ Garages should have level parking decks against exterior walls with sloped decks in the center of the structure.
- ❑ Parking structures should have at least two entry/exit points as well as turn lanes.
- ❑ Structures should incorporate pedestrian-oriented uses on the street level to reduce visual impact.
- ❑ Structures should be visually integrated with adjacent buildings and built into the topography whenever possible. The height of the parking garage should be no greater than that of the adjacent buildings or tree canopy.
- ❑ A building lining a parking garage should always be taller than the garage it is shielding.
- ❑ The parking structure should be surrounded at the ground level with occupied space, either by setting back the parking structure to allow a 50 foot liner building in front, or located parking underground to allow building on top.

Specific architectural standards from the Campus Master Plan are included in the Appendix. The City has comparable elements in the Historic District Design Guidelines for downtown and several neighborhoods near the campus.

Streetscapes & Street Furniture

The Campus Master Plan calls for the systematic addition/replacement of streetscape elements. All exterior products will have black powder coating. The Plan includes tables and chairs, benches, bollards, bike racks, receptacles, ash urns, pedestrian lights and vehicular lights. In addition, the Campus Plan calls for using three paving patterns, all of which use pavers of some type rather than

conventional cement. The University selected the streetscape elements to be compatible with those found in the downtown area.



Concho Green Area Improvements

Stage: Design

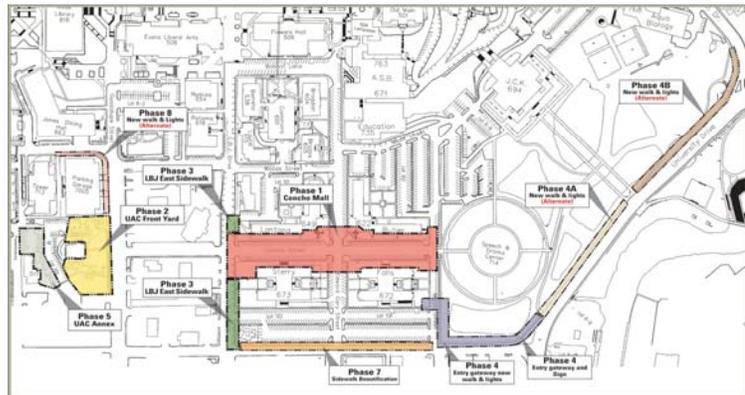
Project Descriptions

Campus Master Plan Stage

The project calls for closure of Concho Street from Moon to LBJ for conversion to a major open green space. Project includes a pedestrian connection to town along the east sidewalk up LBJ and ending at Lantana Hall. The project further calls for gateway signage along the entire southern edge as well as sidewalk beautification along University Drive. The southern side of Concho Street between LBJ and Guadalupe is being privately developed as a mixed use project with retail and office space.

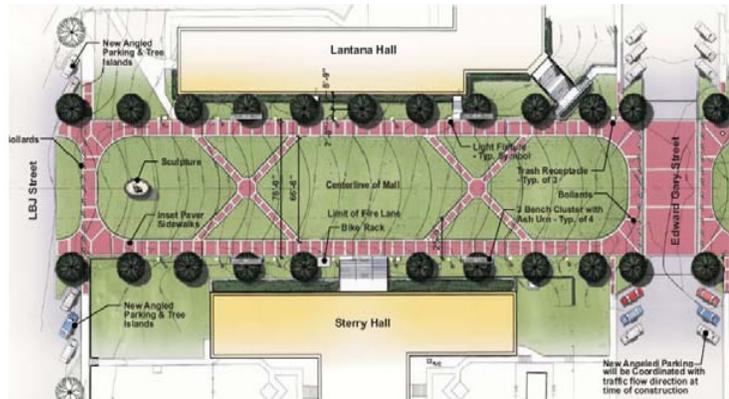
In conjunction with Concho Green Redevelopment, the university plans landscape improvements to the Admission Center grounds. Parallel parking is eliminated for fifty feet centered on the stair axis to create a wider sidewalk on the entry axis.

In addition, the Campus Master Plan calls for pedestrian improvements along LBJ and Guadalupe as they provide major links from the University into downtown San Marcos. Improving the pedestrian experience on these streets would encourage students, faculty and staff to frequent the Courthouse Square and support the local businesses downtown.



Changes at Feasibility Stage

Project scope was altered to include improvements along university-managed portions of LBJ and Guadalupe. The university included diagonal parking and landscaped islands similar to those found on the Courthouse Square.



Changes at Design Stage

The project is designed by TBG Partners of Austin. The project is expected to start July 2007 for completion Spring 2008.

Impact on City of San Marcos

The project will improve the appearance of the transition area between downtown San Marcos and Texas State University-San Marcos. In addition, it will provide open space near an area of downtown with relatively little. The project creates a usable public plaza for congregating near the downtown area, which may attract university students and staff.

The project includes closure of Concho Street, which will increase traffic on University Drive. No utilities will require replacement.

The streetscape elements will provide improved pedestrian connectivity to downtown. The City may work to extend these streetscape improvements to the Courthouse Square to maximize the effectiveness of the improvements.

Opportunities for Intergovernmental Cooperation

The University has indicated a willingness to extend the project further west on Concho Street to Guadalupe Street in order to provide a continuous corridor to the Admissions Center. A proposal has been approved by City Council and is under review with City Staff.

Bicycle Improvements

Stage: Design

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for bicycle improvements throughout the campus and surrounding area in conjunction with the city's transportation plan. Improving the cycling environment will encourage students, faculty and staff to frequent the Courthouse Square and support the local businesses without creating additional personal vehicular traffic.

On-campus bicycle improvements will be ongoing until completion Fall 2016.

Changes at Feasibility Stage

None.

Changes at Design Stage

None.

Impact on City of San Marcos

This project involves improvements on property outside of the University boundary as a way to make improvements within the campus more effective. The project will require coordinated efforts since the project involves city-maintained areas. The City and University must determine the level of

participation each will take in implementing off-campus bicycle improvements. The facilities may require alterations to roads and rights-of-way to accommodate the improvements.

Opportunities for Intergovernmental Cooperation

Given that Texas State University-San Marcos gives the project priority in the Campus Master Plan, the City and University may be able to work together to share the improvement costs. Cooperation has already begun by developing maps to indicate portions of the bicycle trails each entity is responsible for constructing.

Arboretum

Stage: Master Plan

Project Descriptions

Campus Master Plan Stage

The Arboretum is a piece of the Campus Walk infrastructure running from Blanco Hall eastward across the campus to Bobcat Village on Aquarena Springs Drive. The Campus Master Plan envisions this as an area for interactive natural learning, opportunity to display public art, ecologic and biodiversity research, opportunity to preserve natural areas, and create distinct positive impressions of the campus appearance.

This project will be ongoing and slated for completion Fall 2016.

Impact on City of San Marcos

The Arboretum creates scenic area along one of City's most heavily traveled roads. The presence of a SMEU substation in the middle of the project area will require cooperation to create an aesthetically appealing continuous linkage to Bobcat Village. The project may influence sidewalk designs along Aquarena Springs Drive. With the heavy landscaping involved in the project, it may be necessary to relocate utilities to provide better maintenance access and improve aesthetics.

Opportunities for Intergovernmental Cooperation

This project provides a significant opportunity to build relationships between students and non-students in San Marcos. Landscaping could be installed through a coordinated effort of groups including Bobcat Build, Leadership San Marcos, and other local groups. The University and City may be able to share the costs of the project since both desire to create high quality appearances as visitors come to the city and university.

Gateways

Stage: Master Plan

Project Descriptions

Campus Master Plan Stage

The Campus Master Plan calls for four main types of gateway markers. The High-Speed Gateway is designed for readability from a distance of 150 feet. The Plan calls for use of natural materials as well as illumination. The High-Speed marker is planned for use at the termination of Aquarena Springs Drive and the corner of Ranch Road 12 and Holland Street. The Low-Speed Marker is planned for use along the north edge of the campus and include traffic lights and green medians in addition to the sign for traffic calming. These will be illuminated and readable from a distance of fifty feet. Gate houses are planned at State Street and Moon Street to provide information and parking instruction to visitors. Pedestrian Scale markers are planned along the southern edge of the campus and include trash receptacles with the university name, consistent street light design with the rest of the campus, and concrete pavers emblazoned with the Texas State logo.

Progress

This is an ongoing project for the University. The first of the pedestrian scale gateways will occur concurrently with the Concho Green Area Improvements. A larger gateway marker at the corner of University and CM Allen will be also be included. A second large gateway will be constructed with the Pleasant Street/N. LBJ bus loop on the north side of the campus.

Impact on City of San Marcos

The new gateways will significantly improve the appearance of the campus edge, giving a sense of arrival. The improved aesthetics will better compliment the adjacent downtown area. In addition, this project will improve wayfinding near the campus. The size and location of the gateways may require relocation of utilities to provide better maintenance access and improve aesthetics.

Opportunities for Intergovernmental Cooperation

Gateways and wayfinding signage provide an excellent opportunity for the City and University to work together. Signs could be placed in the downtown area directing people to various campus buildings and announcing events on campus. Similarly, the University could place signs on campus directing students and staff to downtown businesses. The wayfinding system to campus could be extended out to Interstate 35 directing visitors to the campus and downtown.

Tomàs Rivera and Student Center Drive Realignment, and Buckner Loop

Stage: Design

Project Descriptions

Campus Master Plan Stage

This project is scheduled for completion Summer 2008.

Changes at Feasibility Stage

Project will be constructed in conjunction with North Housing Complex, Mathews Street Garage, and the Co-Generation Expansion and Addition.

Changes at Design Stage

The project is being designed by Half Associates.

Impact on City of San Marcos

The project may require periodic lane closures on Comanche. In addition, the closure of Student Center Drive during the realignment may alter traffic patterns on Sessoms between Comanche and Tomas Rivera.

Opportunities for Intergovernmental Cooperation

For major capital improvements, such as road realignments, it may be beneficial for the city to coordinate its capital improvements to realize additional economies of scale. Sessoms Drive is included in the capital improvements program in the coming years, which may provide an opportunity for collaboration.

The University has submitted a traffic impact analysis, which is under review with City Staff.

State and Peques Street Realignment

Stage: Master Plan

Project Descriptions

Campus Master Plan Stage

This project is scheduled for completion Fall 2011. Scheduling, however, is dependent on when the City is ready to proceed.

Impact on City of San Marcos

The project may require periodic lane closures on Sessoms and extensive redistribution of traffic during construction. Also, the realignment will require evaluation of the traffic signal to transition it from a three to four direction. Also, the realignment will likely require relocation of utilities.

Opportunities for Intergovernmental Cooperation

For major capital improvements, such as road realignments, it may be beneficial for the city to coordinate its capital improvements to realize additional economies of scale. Sessoms Drive is included in the capital improvements program in the coming years, which may provide an opportunity for collaboration.

The University has stated this project will be a shared cost.

Sessoms and Academy Street Realignment

Stage: Master Plan

Project Descriptions

Campus Master Plan Stage

This project is not currently programmed, but given emphasis in the campus master plan.

Impact on City of San Marcos

This project would involve a major realignment of an intersection. The project would require careful traffic coordination given that Sessoms is the only major access road for the northern portions of the campus.

Opportunities for Intergovernmental Cooperation

For major capital improvements, such as road realignments, it may be beneficial for the city to coordinate its capital improvements to realize additional economies of scale. Sessoms Drive is included in the capital improvements program in the coming years, which may provide an opportunity for collaboration.

A traffic impact analysis has been submitted to the City, allowing more coordination between the two entities to avoid negative consequences.

Aquarena Springs Drive Overpass at Bobcat Stadium

Stage: Feasibility and Design

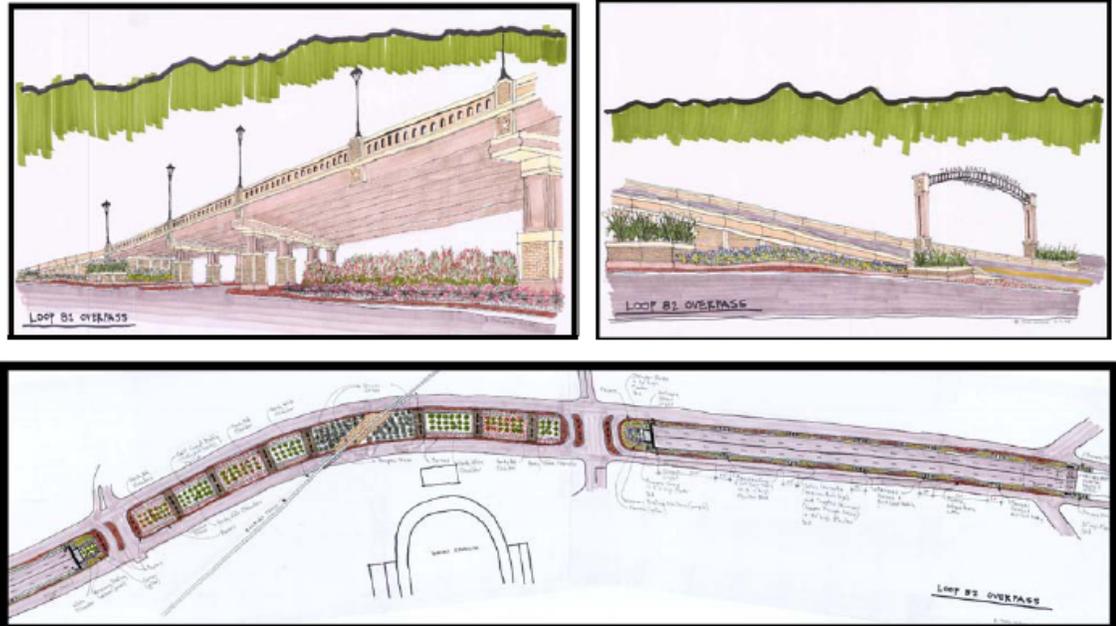
Project Description

The new overpass will effectively become a gateway to the campus. TxDOT and consultants have met with Texas State University-San Marcos and City officials to review the project status and receive input as to right-of-way requirement impacts and aesthetic design issues. As such, the University has provided suggestions and recommendations to enhance the aesthetic appearance and function of the proposed overpass. The University requested the following features:

- Bridge column bases: stamped brick patterns in the concrete (match University's tan brick)
- Ramp side walls: stamped brick patterns in the concrete (stained to match University's tan brick)
- Bridge guardrails: open arched openings in the bridge guardrail only (similar to Kyle Parkway bridge)
- Bridge support columns: stamped Texas State star in concrete at the ends of bridge supports
- Lighting: use the Texas State Campus Standard pedestrian traditional light fixture on overpass
- Landscaping: landscape under and along the length of the bridge portion
- Landscaping: landscape along the three-foot strip on each side of the ramps
- Signage: Use an arched truss welcome sign at east entry onto ramp

TxDOT confirmed in October 2006 that HDR is the design consultant for the project. The new alignment of the overpass and proposed new right-of-way has been submitted to Union Pacific

Railroad for comment. Once approved, TxDOT will begin the required environmental studies. A key to progress on the project is receiving an agreement from Union Pacific. The project is expected to continue slowly.



Impact on City of San Marcos

This project would involve a major realignment of an arterial road. The project would require careful traffic coordination given that Aquarena Springs is the only major access road for the northern portions of the city and a major university student/faculty/staff commuter route. In addition, the City would likely be responsible for some portion of right-of-way acquisition. Access management for existing properties near the railroad need to be addressed, as would the intersection of Post Road and Aquarena Springs Drive. Also, aesthetics would be an issue as the overpass could interfere with scenic vistas in the area.

Opportunities for Intergovernmental Cooperation

For major capital improvements, such as road realignments, it may be beneficial for the city to coordinate its capital improvements to realize additional economies of scale. Careful consideration should be given at time of project construction to any other infrastructure improvements needed in the area, which may provide an opportunity for collaboration.

The City and University have mutual interest in establishing Aquarena Springs Drive as an attractive gateway, and should work together to achieve that end.

Chapter 7: Implementation

Continuing the Planning Process

Without an active implementation program, the plan is nothing more than an informative document, providing data on past and existing conditions and expressing the city's visions, goals and desires for the future. Implementation is where the ideas contained in the plan are put into action.

The Campus Edge Strategic Plan is intended to be a guide for public officials at the City of San Marcos, Texas State University-San Marcos and other governmental entities with an interest in the area to make decisions affecting the interaction between the City and University in light of the recommendations made in the Campus Master Plan. This implementation chapter provides a framework for that decision-making process. It includes specific recommendations regarding the actions, programs, projects and policies necessary to achieve the visions goals and objectives contained in each chapter of this plan.

The Planning and Zoning Commission should continually monitor the Plan for necessary modifications and refinements. Needed changes and updates can be addressed in minor annual or biannual plan amendments. Amendments should be adopted in a manner similar to that of the original plan. City Staff should annually submit a report to the Planning and Zoning Commission on the status of the Campus Edge Strategic Plan implementation. The Annual Report should outline significant steps taken to implement the plan in the previous year and identify the actions taken and objectives met during that time. The report should also provide a work plan of tasks, programs and projects proposed for implementation in the coming year. Following review by the Planning and Zoning Commission, the Annual Report should be forwarded to the City Council.

Implementation of the Campus Edge Strategic Plan will require a commitment on the part of the City Council, appointed commissions, city management and staff, Texas State University-San Marcos, and other associated government entities to apply the visions, goals and objectives of the plan to their day-to-day decision-making processes. These decision-makers, advisors and public servants, along with other stakeholders should consistently reference the plan in various planning studies and planning staff reports. It should become a key tool in the development of the city's annual budget. The plan also identifies existing policies and programs that need to be reviewed and possibly revised, along with new policies, programs and initiatives that should be considered. This day-to-day use of the Campus Edge Strategic Plan is the key to successful implementation.

Action Plan

The Action Plan lists each recommendation for consideration, organized by categories including additional studies, policy & ordinance modifications, new programs/funding mechanisms, and capital investment.

Additional Studies Recommended:

Completion of Downtown Master Plan to give guidance to appropriate streetscaping, architecture, parking, site design, street operation.

Incorporation of University issues in the Sector Plan process, particularly Sectors 3 and 8.

Evaluation of zoning classifications along edge of the campus in light of anticipated Campus Master Plan projects.

Policy & Ordinance Modifications:

Enact regulations, such as overlay districts, for the non-residential/multifamily establishments bordering Texas State University-San Marcos along Sessoms, Academy, Ranch Road 12 and Holland Streets to promote architectural and site characteristics reflective of the “village-like” atmosphere promoted for campus housing and in academic building additions like the Family and Consumer Sciences Building.

Enact regulations, such as overlay districts, for non-residential/multifamily establishments located in the area. The Downtown Building Height Overlay District in Section 4.2.4.1 of the Land Development Code could be used to promote architectural and site characteristics to compliment the “row house” design of the proposed liner buildings and campus parking garages as well as requiring such design for structured parking in the downtown area.

Modify Future Land Use and Zoning Maps in manner consistent with land use evaluation listed above.

Promote joint use parking agreements for downtown parking structures.

Promote land use mix in downtown, particularly loft apartments and service/retail businesses.

Establish design guidelines for structured parking garages throughout the City, requiring architectural enhancements similar to liner buildings initially proposed around the Fine Arts Garage to minimize negative aesthetics and improve the pedestrian environment.

Evaluate and potentially implement a parking permit system in established neighborhoods near the University to discourage non-resident parking in those areas.

New Programs/Funding Mechanisms:

Establish grant/loan program to improve facades of existing nonresidential/multifamily along north campus edge and the area generally bound by the Downtown Building Height Overlay District in Section 4.2.4.1 of the land Development Code to promote architectural improvements conforming with the recommendations under Policy Modifications/Ordinances.

Establish grant/loan program to improve facades of existing nonresidential/multifamily along north campus edge to promote architectural improvements conforming with the recommendations under Policy Modifications/Ordinances.

Establish grant/loan program to improve site features/landscaping of existing nonresidential/multifamily the area generally bound by the Downtown Building Height Overlay District in Section 4.2.4.1 of the Land Development Code to promote pedestrian friendly and landscaping improvements conforming with the recommendations under Policy Modifications/Ordinances, including conversion of surface parking to courtyards.

Establish grant/loan program to improve site features/landscaping of existing nonresidential/multifamily along north campus edge to promote pedestrian friendly and landscaping improvements conforming with the recommendations under Policy Modifications/Ordinances.

Explore enhancement grant opportunities on state-funded road improvements, including streetscapes.

Research and implement grant opportunities for multiple public entities cooperating on a single project.

Develop a Memorandum of Cooperation outlining the extent to which Texas State University-San Marcos and the City are willing to participate in reducing any negative consequences for each project, assuring a clearer understanding of each entity's role.

Capital Investment:

Implement specific recommendations set forth the Traffic Impact Analyses submitted to the City.

Install streetscape improvements and landscaping to minimize visual impact of structured parking, particularly near residential areas.

Extend streetscape from Hopkins Street north to University Drive along Guadalupe Street and LBJ Drive.

Extend streetscape from Hopkins Street north to University Drive along Edward Gary, Comanche and CM Allen.

Reconstruct sidewalks along Guadalupe Street and LBJ Drive between the edge of the campus and Hopkins Street, including upgrade to ADA compliance.

Eliminate/reduce on-street parking and replace with landscaping/street trees.

Relocate or bury utilities on University Drive.

Relocate or bury utilities throughout campus edge.

Establish axial mall streetscape and road alignment along Concho Street between Guadalupe Street and LBJ Drive to reflect Concho Green Redevelopment called for in the Campus Master Plan

Place signs on campus for downtown wayfinding to draw students into downtown (downtown business directory, civic event bulletin board).

Place signs in downtown for campus wayfinding to draw locals into campus (list key buildings, campus events bulletin board).

Install landscaping along north side of Aquarena Springs Drive to compliment arboretum plans.

Install extensive vegetative screening to fence of SMEU substation on Aquarena Springs Drive.

Install meandering biking/pedestrian path along north side of Aquarena Springs Drive to compliment the arboretum atmosphere.

Install attractive marker signs the entire length of Guadalupe, LBJ, CM Allen, Hopkins and Aquarena Springs directing to campus.

Enhance streetscaping along Aquarena Springs Drive as approaching campus using vegetation symbolic of Texas State University-San Marcos like Gaillardia flowers (official university flower).

Enhance streetscaping along CM Allen Parkway as approaching campus using vegetation symbolic of Texas State University-San Marcos like Gaillardia flowers (official university flower).

Design Aquarena Springs Bridge over the railroad tracks to create sense of arrival to Texas State University-San Marcos and the city.

Paint murals on walls along Comanche Street under the pedestrian bridge, possibly using San Marcos High School and Texas State University-San Marcos art students.

As each project enters the feasibility and designs stages, evaluate any necessary utility upgrades/movement/co-locations.

Appendix

Landscape Plant Palette for Texas State University-San Marcos
Architectural Design Guidelines for Texas State University-San Marcos