San Marcos

HORIZONS

City Master Plan

Prepared by
Planning and Development Services Department
City of San Marcos

Adopted February 1996

CITY OF SAN MARCOS

City Council

Kathy M. Morris - Mayor
Robert T. Mooney - Place 3 - Mayor Pro-Tem
Ronald K. Hart - Place 1
Fred Guerra - Place 2
Joe B. Cox, Jr. - Place 4
Billy G. Moore - Place 5
Rick Hernandez - Place 6

Planning and Zoning Commission

Michael R. Davis, Chairman
Jane Hughson, Vice-Chairman
Lisa Garza
Linda Keese
Alice Lochman
Aart Millecam
Leslie Saucedo
Rachael Vasquez
John Wade

City Administration

Larry D. Gilley, City Manager
Laura Huffman, Assistant City Manager

San Marcos Horizons Steering Committee

Francis M. Rich, Jr., Citizens Advisory Committee Chairman
Jane Hughson, Planning and Zoning Commission
Linda Keese, Planning and Zoning Commission - served 10/94 - 7/95
Leslie Saucedo, Planning and Zoning Commission - served 10/94 - 7/95
Michael R. Davis, Chairman, Planning and Zoning Commission - served 2/94 - 10/94
Joe Castillo, Zoning Commission - served 2/94 - 10/94
Ron F. Patterson, AIA, AICP, Director of Planning and Development Services Department

Citizen's Advisory Committee

Francis M. Rich, Chairman
Dr. Tom Anderson
Mark Boucher
Dr. Leellen Brigman

Rose Brooks
Leonard Cardenas
Gerald Castillo
Terri Chaney
Kate Clayton
Madeline Delong
John Diaz
Richard Earl
Eddy Etheredge
Cindy Garcia
Don Garrett
Ollie Giles
Joe Gonzales
Leonard Gravitz
Louise Greene
Allen Herkimer
Steven Hernandez
Raymond Hernandez
Rick Hernandez
Margaret Jordan

Penny Keith
Sonya Kibby
Cindy Kolb
Mark Liuag
W.W. McElroy
Margie Moore
Ken Moss
Buddy Mostyn
Bill Nance
Bob Niemietz
Gloria Olivo-Mendoza
David Powers
Tom Roach
Amanda Ruiz
Bob Sappington
Sandy Schroeder
Leslie Spears-Marshall
Dr. Betty Starling
Eric Telford
Stephen Tittle
Rick Travis
Sherri Williams
Billy Windham
Janet Wisian

Planning and Development Services Department

Ron F. Patterson, AIA, AICP, Director
Ross Frie, AICP, Chief Planner - Long-Range Planning
Ed Theriot, AICP, Chief Planner - Current Planning
Chris Perez, Community Development Coordinator
Jenise Walton, Planner
Reagan McClung, GIS/Mapping Technician
Janis Hendrix, Planning Technician
Jason Holoubek, Intern

SAN MARCOS HORIZONS

Table Of Contents

CHAPTER 1 - INTRODUCTION

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

CHAPTER 2 - SAN MARCOS TODAY

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

CHAPTER 3 - SAN MARCOS TRENDS

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

CHAPTER 4 - SAN MARCOS TOMORROW

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

CHAPTER 5 - SAN MARCOS ACTION PLAN

APPENDIX

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

SAN MARCOS HORIZONS
Maps

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

SAN MARCOS HORIZONS
Figures

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

Please Note: Page numbers in this Table of Contents refer to the original plan document. The conversion to PDF format may have shifted some text.

THE CITY OF SAN MARCOS

October 20, 1995

Dear Mayor Morris and City Council Members,

The Planning and Zoning Commission received a draft version of the San Marcos Horizons Master Plan from the Citizens Advisory Committee upon completion of the their work. I would like to take this opportunity to thank all the members of the Citizens Advisory Committee for their hard work and dedication on this important document for San Marcos' future.

Upon receipt of San Marcos Horizons, the Planning and Zoning Commission conducted four public hearings at various sites in the city. The public hearings were held at Owen Goodnight Junior High School, First Lutheran Church, Dunbar Community Center, and the San Marcos Public Library. Following the public hearings, the Planning and Zoning Commission instructed staff to incorporate citizen's comments into the master plan.

The Planning and Zoning Commission unanimously recommended approval of this master plan on October 10, 1995. I would like to take this opportunity to state that the Planning and Zoning Commission members believe this document will guide the future growth and development of San Marcos while maintaining the high quality of life our residents desire.

On behalf of the Planning and Zoning Commission, I submit San Marcos Horizons to you and recommend approval of this master plan.

Sincerely,

Michael L Davis

Mike Davis
Chairman, Planning and Zoning Commission

630 East Hopkins • San Marcos, Texas 78666 • 512/393-8230 • FAX 512/396-3796

THE CITY OF SAN MARCOS

August 7, 1995

Dear Planning and Zoning Commission Members,

The Citizens Advisory Committee (CAC) has completed its assigned tasks on the *San Marcos Horizons* Master Plan after 18 months of work. The CAC included representatives from a wide spectrum of community interests and was charged with developing a vision for the future of San Marcos. The committee identified major issues and community goals to be addressed by the master planning process.

The CAC participated in a series of workshops scheduled throughout the spring and early summer of 1994. The first workshop included an exercise where the CAC determined the overall opportunities for and problems faced by San Marcos. The CAC was then divided into six focus groups: community growth and land use, community facilities, economic development, natural and cultural resources, town center, and transportation. Each focus group developed goals and objectives for issues specific to its focus. Lastly, the CAC developed a vision statement for San Marcos.

In the spring and summer of 1995, the CAC participated in another series of workshops. The goal of these workshops was to review and reach consensus as a committee on the draft version of *San Marcos Horizons*.

I would like to take this opportunity to recognize and thank all the CAC members for their hard work and dedication on this master plan that aims to maintain the high quality of life for San Marcos residents for years to come.

I am proud to announce that on July 31, 1995, the CAC voted to approve the draft version of *San Marcos Horizons* and forward the document to the Planning and Zoning Commission.

Sincerely,

Francis M. Rich, Jr.
Chairman, Citizens Advisory Committee

630 East Hopkins • San Marcos, Texas 78666 • 512/393-8230 • FAX 512/396-3796

THE CITY OF SAN MARCOS

October 25, 1995

Mayor Morris and Members of the City Council,

It is my pleasure to present the Council with this copy of ***San Marcos Horizons***, the update of the City's Master Plan.

The preparation of this document has been the product of literally thousands of hours of hard work by citizen volunteers, board and commission members and city staff from a variety of departments.

Public participation was the critical element of this master planning process. Although reaching consensus on specific issues was often a painful process, everyone involved recognizes that San Marcos enjoys a special quality of life not found in many other communities. It is for that precise reason that it is important to plan for our future and make sure that, as we continue to grow, San Marcos will remain a truly unique community.

On behalf of the Planning Department staff and the public that participated in this process, I would like to thank the Council for your continued support for long-range planning efforts such as this.

Sincerely,

Ron F. Patterson

Ron F. Patterson, AIA, AICP
Director of Planning and Development Services

630 East Hopkins • San Marcos, Texas 78666 • 512/393-8230 • FAX 512/396-3796

A Special Tribute To

Francis M. Rich, Jr., Ph.D.

July 4, 1921 - February 4, 1996

In 1994 the San Marcos City Council chose a long-time community leader, Dr. Frank Rich, to be the Chairman of the Citizens Advisory Committee for the master plan update

Over a two year period, Dr. Rich ably led the committee through the task of preparing ***San Marcos Horizons.***

The citizens of San Marcos are extremely grateful for the leadership, dedication and vision Frank brought to this work. His public service helped define the future of San Marcos.

Dr. Rich passed away on February 4, 1996, less than one week after the City Council approved ***San Marcos Horizons*** on first reading.

Dr. Rich will be missed.

Introduction

Chapter 1

WHY PLAN?

Cities plan for the same reason all prudent organizations do -- to ensure their future viability. A master plan is a tool that allows a city to anticipate changes and to guide those changes in a cost-effective, orderly manner that is consistent with the desires of the community. Areas deemed desirable for future growth can be determined. Inefficient and haphazard development can be avoided. Established neighborhoods and sensitive natural features can be protected from over development.

A well thought-out master plan analyzes future trends and directs growth to areas where it is most suitable. It places incompatible land uses far away from each other, preventing future conflicts. It anticipates additional demands placed on public infrastructure by growth, eliminating overburdened infrastructure. Conversely, a master plan can also contain strategies for dealing with and/or reversing population and economic declines.

Master plans can be used as tools for properly managing and directing growth. Master plans lend predictability to developers by showing them the types of development desired where it would best be placed, and where future infrastructure will be built. Master plans give zoning and subdivision ordinances a sound legal basis, eliminating arbitrary, or capricious enforcement of zoning or subdivision ordinances.

A master plan developed by the citizens can serve as a community consensus regarding the long-range vision of the city that its citizens desire. This is perhaps the most important reason of all to plan. In face of constant change, a master plan allows the people of a city to determine a vision of what the community wants to be and how it wants to look in the future. The master plan puts the fate of the city in the hands of the citizens and gives them the right to decide their own future. In essence, a master plan is choice instead of chance.

PREVIOUS MASTER PLANS FOR SAN MARCOS

1970 Master Plan

In 1968, the City of San Marcos hired the consulting firm Lockwood, Andrews & Newnam, Inc. to prepare a U.S. Department of Housing and Urban Development 701 plan. The 701 plan was a prerequisite for any city seeking HUD funding. Many cities viewed the 701 plan simply as another step in the federal grant-funding application process and shelved this plan shortly after completion. The plan prepared for the City of San Marcos in 1970 was very general in nature, but several recommendations regarding amendments to the city's zoning and subdivision ordinances were implemented.

1983 Master Plan

In 1981, San Marcos found itself facing rapid growth. Between 1970 and 1980 the land area had increased by 67% and the population had increased by 25%. The city decided to update the 1970 plan and hired the consulting firm Freese and Nichols, Inc. The planning process lasted for 18 months with the active involvement of 200 citizens. On May 9, 1983, the San Marcos City Council adopted the new master plan by ordinance and began implementation of the recommendations. The Future Land Use Plan in the document still serves the city today, and deviations from the plan require formal council action. In 1984, the plan received a merit award from the Texas Chapter of the American Planning Association.

Growth and Changes in San Marcos

Since the adoption of the 1983 master plan, the city has undergone many changes. San Marcos has experienced the construction of several new manufacturing facilities, substantial expansion of Southwest Texas State University, construction of the San Marcos Factory Shops and the Tanger Factory Outlet Center, new issues concerning the Edwards Aquifer, a real estate boom and bust, a severe housing shortage, the designation of San Marcos as a Community

Development Block Grant (CBDG) entitlement and a Main Street Project city, changes in national, state, regional, and local policies, and changes in the economy. The 1983 master plan served the community well during most of this period, but San Marcos is facing new challenges as the community continues to grow and change beyond the geographic limits of the plan; clearly, a new master plan is needed. In late 1993, a five-member steering committee was formed to guide and oversee the development of a new master plan for the city. The new master plan, titled San Marcos Horizons, is described in the following section.

City Charter Requirements for a Master Plan

Article VII, Section 7.06 of the Home Rule Charter of the City of San Marcos states the following regarding the master plan:

> The master plan for the physical development of the City of San Marcos shall contain the recommendations of the Planning and Zoning Commission for growth, development and beautification of the city. The council may amend the master plan after at least one (1) public hearing on the proposed action. The council shall not act on any amendment affecting the master plan unless and until a recommendation on said amendment is received from the Planning and Zoning Commission.

Article VII, Section 7.05 of the Home Rule Charter of the City of San Marcos states the following regarding the powers and duties of the Planning and Zoning Commission:

> The commission shall have the power and be required to... [p]erform an ongoing review of the master plan, with each element of the plan being reviewed at least once each three (3) years; conduct an annual public hearing in connection with this review; and submit not less than one hundred twenty (120) days prior to the beginning of the fiscal year, a list of recommended changes, if any, in the master plan.

SAN MARCOS HORIZONS

Introduction to San Marcos Horizons

San Marcos Horizons is the City of San Marcos' master plan and is intended to guide the growth of the city over the next decade. It is a plan that is based on the community's vision of what San Marcos can become and how it wants to look in the future. This community vision is the starting point for an action plan that outlines policy recommendations for the growth and physical development of the community. It states the city's goals regarding future land uses and establishes coordination with related infrastructure master plans. San Marcos Horizons provides the basis for the development of programs and services that have an impact on the physical development of the city, and provides direction regarding coordination with other public and private entities on the implementation of its stated goals. The San Marcos Horizons jurisdiction includes the City of San Marcos and its two-mile Extra-Territorial Jurisdiction (ETJ). The City of San Marcos Jurisdiction map is presented on the following page.

Overview of Plan Contents

San Marcos Horizons contains four principal chapters: San Marcos Today, San Marcos Trends, San Marcos Tomorrow, and San Marcos Action Plan. **San Marcos Today** is a profile of existing conditions in the community. This chapter includes factual information on the history of San Marcos, the regional setting, the natural environment, the built environment, the people of San Marcos, the economy of San Marcos, and existing community facilities. San Marcos Today describes the present foundation upon which the future community will be built.

San Marcos Trends describes the national, state, regional, and local trends impacting the physical, economical, and social development of San Marcos. This chapter includes information on population, demographics, economic, construction, and utility trends. This chapter describes

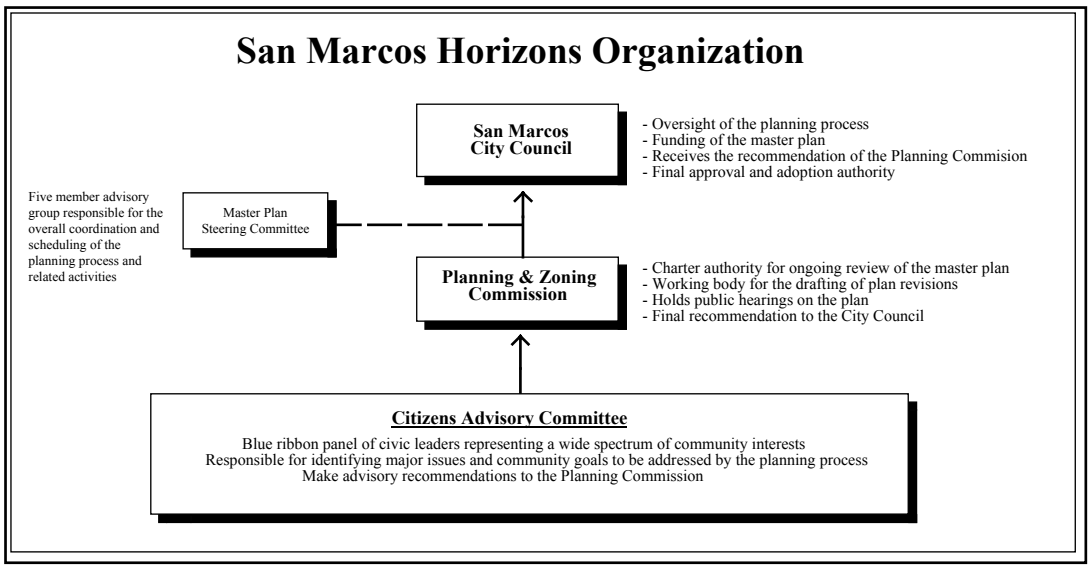
the forces, both within and outside the community, that are influencing the growth of San Marcos.

San Marcos Tomorrow is the community's vision for the future physical development of the city. This chapter includes the future major thoroughfare, land use, annexation, community facilities, and downtown plans. Each of the individual master plan elements includes future policies for the city. This chapter establishes a vision of the overall image of what the community wants to be and how it wants to look in the future.

San Marcos Action Plan includes a set of implementation actions that are necessary to achieve the community's vision. Implementation actions are included for each master plan element in San Marcos Tomorrow. This chapter provides specific actions and tasks to turn the vision into reality.

San Marcos Horizons Planning Process

In late 1993, the master planning process began with the formation of the San Marcos Horizons Plan Steering Committee. This five-member steering committee developed a general outline and time schedule for plan preparation. In addition, the steering committee solicited volunteers to serve on the Citizens Advisory Committee (CAC). The chart on the following page presents the organization of the San Marcos Horizons process. In February 1994, the City Council appointed 55 citizens to the CAC. The CAC included representatives from a wide spectrum of community interests and was charged with developing a vision for the future of San Marcos. The committee identified major issues and community goals to be addressed by the master planning process.



The CAC participated in a series of workshops scheduled throughout the spring and early summer of 1994. The first workshop included an exercise where the CAC determined the overall opportunities for and problems faced by San Marcos. The CAC was then divided into six focus groups: community growth and land use, community facilities, economic development, natural and cultural resources, town center, and transportation. Each focus group developed goals and objectives for issues specific to its focus. Lastly, the CAC developed a vision statement for San Marcos.

In the spring and summer of 1995, the CAC participated in another series of workshops. The goal of these workshops was to review and reach consensus as a committee on the draft version of San Marcos Horizons. Average attendance of the CAC during these workshops was 30 members. On July 31, 1995, the CAC voted to approve the draft version of San Marcos Horizons and forward the document to the Planning and Zoning Commission.

Upon completion of the committees' work, San Marcos Horizons was presented to the Planning and Zoning Commission. The Planning and Zoning Commission conducted four public hearings at various sites located throughout the city. After the public hearings, the Planning and Zoning Commission unanimously recommended approval of the plan on October 10, 1995.

Upon completion of the commissions work, San Marcos Horizons was presented to the City Council. During the fall of 1995, the Planning and Development Services Department staff conducted five summary presentations of the master plan to the City Council. On February 26, 1996, the City Council adopted San Marcos Horizons as the city's new Master Plan.

San Marcos Horizons Update Process

The updating process for San Marcos Horizons is intended to change the master planning process in San Marcos. In the past, San Marcos has completed a new master plan every 10 to 15 years. The San Marcos Horizons update process is designed to be an on-going planning process with continuous review and revisions. To keep the plan viable, it will be continuously monitored and revised. The scope and extent of the plan revisions will depend on the rate and trends of growth, the availability of new data, and other changes which affect the viability of the plan.

In addition, as new land is added to the city's extra-territorial jurisdiction, land use amendments will be prepared to expand the geographical scope of the Master Plan as the city grows.

RELATED SAN MARCOS MASTER PLANS

Airport Master Plan

The Airport Master Plan Update was completed in 1992 by the consulting firm of Charles Willis and Associates, Inc. The master plan analyzed several possible scenarios for airport development, given the airport's role as a FAA designated "reliever" facility for the Austin-San Antonio area. Recommendations included increasing the length of one or more of the runways to enhance the airport's status as a corporate jet facility and the construction or upgrade of facilities to increase the functionality of the airport. In addition, incompatible land uses adjacent to the airport were closely analyzed. Although most of the land near the airport is currently undeveloped, the prospect of continued development pressures around the airport poses potential land use compatibility problems.

Water Master Plan

The Water Master Plan, conducted by HDR Engineering, Inc., is in the process of being completed. A preliminary engineering report completed in May 1993 studied population and water-use projections for San Marcos and its extra-territorial jurisdiction and considered various options for ensuring an adequate supply of clean water for the city's long-term needs. The Water Master Plan, when finished, will contain recommendations to expand the water supply in San Marcos to meet the projected needs of the community until the year 2045 and decrease reliance on the Edwards Aquifer as the sole water supply source for the city.

Wastewater Master Plan

The consulting firm of Black & Veatch completed the Wastewater Master Plan in 1994. The plan determined the wastewater needs in the City of San Marcos and its extra-territorial jurisdiction until the year 2015. Based on current facilities and anticipated population growth, the plan made several recommendations, which include upgrading the existing wastewater

treatment plant capacity from its current permitted 6.25 million gallons per day (MGD) to 9 MGD, improvement of the quality of effluent released by the plant, and improvements to the collection system. The Wastewater Master Plan recommended $28.4 million in wastewater system improvements over the next five years.

Drainage Master Plan

The Drainage Master Plan, completed in 1994 by the engineering firm Camp Dresser & McKee, examined the existing infrastructure and addressed deficiencies in storm sewer systems and roadway culverts in their ability to avert street flooding and property damage caused by floods. The plan also recommended over $25 million in improvements to upgrade existing facilities to handle a ten-year flood, proposed upgrading drainage infrastructure requirements for new development to limit adverse impacts from increased runoff rates, and examined various funding alternatives to achieve its goals. Implementation has not begun as of September 1995, due to funding limitations.

Southwest Texas State University Master Plan

The Southwest Texas State University (SWT) Master Plan, completed in 1994, was a collaborative effort of several planning firms and university staff. The plan is intended to guide the university to the year 2005. The master plan has two main functions: to develop a strategy of growth management for handling anticipated increases in enrollment, faculty, and staff and to combine previously completed SWT studies -- the Utility Master Plan, the Landscape Master Plan, Transportation Study, and Campus Signage Master Plan. The 1994 Master Plan recommended construction of new buildings and remodeling of some existing buildings, suggested improvements in landscaping and traffic circulation, projected a 1.6% annual increase in student enrollment, and discussed additional land acquisition.

Citizens' Task Force for a Better San Marcos

The City Council appointed a Citizens' Task Force in 1993 to perform a "social audit" and make recommendations regarding the needs of the community. The task force reviewed the past ten years of the city's growth, assessed current conditions, and formulated goal statements for the future of San Marcos. Specific issues studied included health and social services, youth issues and crime prevention, education, transportation, economically depressed outlying communities, and economic development. Problems were discussed in each area and specific recommendations were formulated. The final recommendations were presented to the City Council in the fall of 1993 for implementation.

San Marcos Today

Chapter 2

SAN MARCOS TODAY
INTRODUCTION

In order to develop a plan for the growth and development of the community, it is important to understand the existing conditions that have shaped the community. This section will describe:

The History of San Marcos

San Marcos is perhaps the oldest continually occupied site in North America. Understanding how and why San Marcos has grown over time is significant in determining how it will grow in the future

Regional Setting

A city grows or declines along with the surrounding region. Understanding where San Marcos is located and what cities are in the surrounding region will help determine the rate of its growth.

The Natural Environment

San Marcos has many unique physical and environmental features that contribute to the high quality of life in the community. The preservation of the natural environment, with its impact on physical development, is an important force shaping the growth of the city.

The Built Environment

New development often follows current development patterns. The location and capacity of streets, the infrastructure, and available land determine the direction and intensity of new growth.

The People of San Marcos

San Marcos is a diverse community. Demographic characteristics such as age, income, ethnicity, and household size influence the rate and intensity of new growth. These characteristics also give rise to particular needs within the community.

The Economy of San Marcos

The strength of the local economy depends on a variety of internal and external forces. The economy is a major force influencing the rate and quality of growth in the city.

Community Facilities

The location and amount of existing community facilities in a city determines the location and rate of future development patterns and the ability of the city to service the needs of its citizens.

SAN MARCOS TODAY
HIGHLIGHTS

The Natural Environment

- The Balcones Escarpment, which runs through the center of San Marcos, splits the city into two contrastingly beautiful regions -- the scenic canyon-traversed Texas Hill Country to the west and the rich, gently rolling farmlands to the east.
- Land elevations in the San Marcos area reach heights over 1,000 feet above sea level.
- The centerpiece of San Marcos is the spring-fed San Marcos River that meanders through the city between park-lined banks.
- San Marcos has a mild climate with approximately 230 days of sunshine annually.
- San Marcos has an annual median temperature of 68°F with an annual average rainfall of 33 inches.
- Several species of aquatic vegetation and animals in the San Marcos River are included on the Federal Endangered Species List.

The Built Environment

- The City of San Marcos encompasses 17.6 square miles and its land area is 60% developed.
- San Marcos has over 15,000 residential units, 68% multifamily, 27% single family, and 5% mobile homes.
- The majority of the primary thoroughfares and traffic signals in San Marcos were built as part of the state highway system and are owned and maintained by the state.
- The San Marcos Central Business District (CBD), developed during the late 1800's, is the largest, most intensely developed mixed-use area in the city. The focal point of

the CBD is the traditional courthouse square, designated on the National Register of Historic Places.

- Southwest Texas State University is the state's seventh largest university with approximately 21,000 students. The campus is built atop hills overlooking San Marcos and dominates the city's skyline.

The People of San Marcos

- Currently, 37,011 people live in San Marcos.
- Southwest Texas State University has approximately 21,000 students. Fifty-one percent of these students live in San Marcos while the remaining commute to school from outside the city.
- The people of San Marcos are ethnically diverse. The population is 57% White, 37% Hispanic, 5% Black, and 1% other.
- The people of San Marcos are predominantly young. The median age in San Marcos is 23 years old.
- The people of San Marcos have a median family income of $23,757.
- Forty-six percent of the people of San Marcos live in family units. The remaining 54% live alone or with roommates.
- Average household size in San Marcos is 2.4 persons per household.
- Two-thirds of the people of San Marcos over 18 years have at least some college education.

The Economy of San Marcos

- San Marcos enjoys a strong and stable economy built around education and government. The city's economy is diversifying and gaining strength in the tourism, retail, manufacturing, and health services sectors.

- Over 17,000 people are employed in San Marcos. The largest public sector employers in San Marcos are Southwest Texas State University, the San Marcos Consolidated Independent School District, Hays County, the City of San Marcos, and Aquarena Springs Resort.
- The largest private sector employers are the San Marcos Factory Shops, Tanger Factory Outlet Center, Central Texas Medical Center, Marshall Gas Controls, and H.E.B. Food Stores.
- The development of two factory outlet retail centers in San Marcos has had a strong impact on the tourism industry in San Marcos. The San Marcos Factory Shops and the Tanger Factory Outlet Center have a combined total of over 150 outlet stores covering over 600,000 square feet. The centers annually attract more than 3.7 million shoppers and employ more than 1,350 persons.
- The outlet malls, Aquarena Springs, Wonder World, historic districts, and outdoor water recreation are the city's main tourist attractions.

Community Facilities

- The City of San Marcos owns various facilities including the City Hall complex; police headquarters; three fire stations; a public library; the San Marcos Municipal Airport; a wastewater treatment plant; the Women, Infants and Children program building; a water treatment plant; and the San Marcos Electric Utility.
- The San Marcos Municipal Airport is classified as a reliever airport and its land area covers over 1,300 acres.
- The City of San Marcos owns and maintains 20 parks throughout the city.
- San Marcos Consolidated Independent School District serves over 6,500 students in pre kindergarten to 12th grade on nine campuses.
- The Central Texas Medical Center is a 109-bed acute-care hospital housing more than 30 medical services departments serving San Marcos and the surrounding areas.

SAN MARCOS TODAY
FACTS AT A GLANCE

Form of Government	Council/Manager
Land Area	17.3 Square Miles
City Population (as of January 1, 1995)	37,011
City Assessed Property Value (1994-95)	$755,680,689
Total City Budget	$49,877,345
City Tax Rate (1994-95)	$0.46
Operating & Maintenance	$0.16
Debt Service	$0.30
City Sales Tax	1.5%
Bond Ratings	
Moody's	A
Standard & Poors	A
Fire Department (Full-time Personnel)	32
Police Department (Commissioned Officers)	65
Total City Employees (as of October 1, 1994)	408
Park Sites	20
Park Acreage	160.8
Miles of City Streets	125
Miles of Water Lines	140
Miles of Wastewater Lines	140
Public Library Volumes (1994)	86,518
Library Circulation (1994)	376,472
Value of Building Permits (1994)	$28,114,145
Hays County Unemployment Rate (1994)	3.5%
Hays County Per Capita Income (1990)	$11,500
Hays County Median Age (1990)	26.6 Years
City Water Connections (as of December 31, 1994)	6,008
Electrical Customers (as of December 31, 1994)	13,263
Rainfall in San Marcos (1994)	40.9 inches
Median Daily Temperature	68°F
Educational Enrollments	
San Marcos C.I.S.D. (1994)	6,505
San Marcos Baptist Academy (1994)	340
Southwest Texas State University (1994)	20,932
Gary Job Corps Center (1994)	2,025

THE HISTORY OF SAN MARCOS

Prehistory

Archaeological evidence indicates that people have inhabited the area around San Marcos Springs for over 12,000 years. Fertile soils, a constant water supply, and abundant game provided the setting for possibly the oldest continually occupied site in North America. Artifacts discovered at San Marcos Springs indicate that the Clovis Indians, North America's earliest non-nomadic culture, were the first inhabitants of the area. They were followed in later years by the Tonkawa, Lipan, Apache, and Comanche Indians.

Early Settlements

Spanish explorers passed through the area as early as 1535. On April 25, 1689, Saint Mark's day, Alfonso De Leon named the San Marcos River. In 1755, a Spanish mission was established on the river, but was abandoned two years later because of a drought. In 1808, the Villa San Marcos de Neve was founded at the river crossing of the Camino Real. Felipe Roque de Portilla led 16 families from Mexico to settle in the town; they remained until 1812, when raids from the Tonkawas and Comanche Indians and floods forced its abandonment.

San Marcos in the 19th Century

The Indians remained in control of the area until the 1840's. In 1844, the present City of San Marcos was founded by General Edward Burleson. General Burleson played a prominent role in the Texas War for Independence and was the Republic's fourth Vice President, under President Sam Houston. By 1849, corn and wheat production prompted the construction of the first dam on the river to supply power for grist mills. In 1851, early settlers, Dr. Eli T. Merriman and William L. Lindsey, laid out the original San Marcos streets. San Marcos was incorporated in

1877, and in 1880, the permanence of the town was secured with the extension of the International and Great Northern Railroads through San Marcos.

San Marcos in the 20th Century

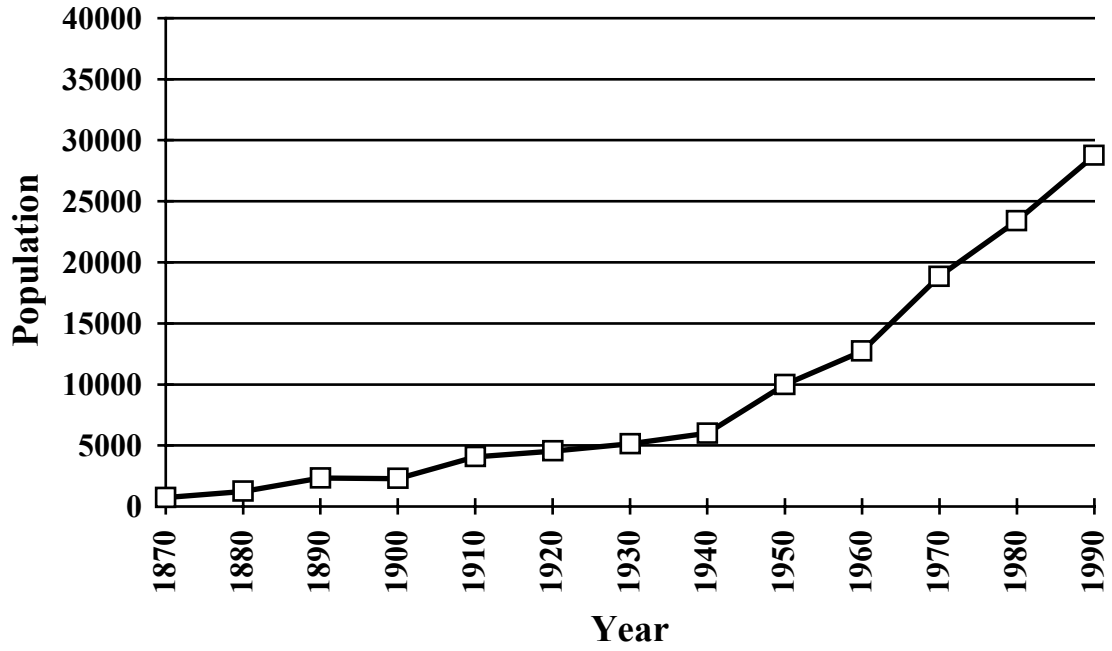
San Marcos entered the 20th century with the founding of Southwest Texas State Normal School in 1899 and the construction of a hydroelectric dam in 1900. From the date of its founding until today, the school has had a major influence on the economy and growth of San Marcos. Over the years, the Texas Legislature has broadened the school's scope and changed its name to reflect its expanded mission. In 1969, the school was renamed Southwest Texas State University (SWT).

The tourism industry began in 1928 with the construction of the Spring Lake Hotel near the headwaters of the San Marcos River. Glass bottom boats began operation on the lake in 1946. Today over 350,000 people annually visit Aquarena Springs. In 1994, SWT acquired Aquarena Springs. The change in ownership marked a shift in emphasis from a "theme park" to one of "ecotourism." Other popular tourist attractions include Wonder World and the San Marcos River. Restoration of many downtown historic buildings between 1984 and 1995 has enhanced the downtown area as a tourist attraction.

By the 1980's, San Marcos had gained a strong industrial employment sector. In 1990, the San Marcos Factory Outlet Mall began operations and today attracts over 3.7 million shoppers to its 110 stores. In 1993, the opening of the Tanger Factory Outlet Center added over 170,000 square feet and an additional 34 stores to San Marcos's factory outlet space.

The population of San Marcos has steadily increased over the years. In 1870, San Marcos had a population of 741. Today, the population of San Marcos is in excess of 37,000. Figure 2-1 presents San Marcos population by decade.

Figure 2-1
San Marcos Population



Source: U.S. Bureau of the Census.

REGIONAL SETTING

San Marcos is located in south-central Texas between the cities of Austin and San Antonio. Three of the ten largest cities in the United States (Houston, Dallas and San Antonio) and 70% of the population of Texas are located within 200 miles of San Marcos. The State of Texas map is presented on the following page.

San Marcos is located along Interstate Highway 35 (IH-35) near the center of the Austin-San Antonio Corridor. Austin, the State Capital, is 26 miles north on IH-35, while San Antonio, a major tourism destination, is 45 miles to the south. Businesses in San Marcos are well positioned to serve the markets in both cities. San Marcos has directly benefited from this strategic location and several companies have chosen to locate their facilities in the city due to its proximity to these large urban markets. Other cities in the Austin-San Antonio Corridor near San Marcos include Kyle, Buda, New Braunfels, Lockhart, Luling, Seguin, Martindale, and Wimberley. The Austin-San Antonio Corridor map is presented on the following page.

San Marcos is designated as part of the Austin-San Marcos Metropolitan Statistical Area (MSA). The Austin-San Marcos MSA includes Hays, Travis, Williamson, Bastrop, and Caldwell counties. The Austin-San Marcos MSA currently has a population exceeding 900,000. The Austin - San Marcos Metropolitan Statistical Area (MSA) map is presented on the following page.

San Marcos is the county seat and largest city in Hays County. According to the 1990 U.S. Census, approximately 44% of Hays County's population reside in San Marcos. The majority of the city is located in Hays County with a small part located in Caldwell County. The Extra-

Territorial Jurisdiction (ETJ) does extend into three adjacent counties (Caldwell, Comal, and Guadalupe). The Hays County map is presented on the following page.

San Marcos is situated along the Balcones Escarpment at the eastern edge of the Texas Hill Country. The escarpment divides the rocky tree-covered hills of the Edwards Plateau from the gently rolling Blackland Prairies to the east.

The City of San Marcos covers over 17 square miles and its ETJ covers an additional 75 square miles. The City of San Marcos Jurisdiction map is presented on the following page.

THE NATURAL ENVIRONMENT

Geology

The Balcones Escarpment is one of the most prominent geologic structures in the Central Texas region. The escarpment is an ancient fault line that traverses the San Marcos area in northeasterly/southwesterly direction. The extensive faulting has broken and lifted the Cretaceous-aged sedimentary rock to the west of the escarpment and exposed outcrops of Edwards limestone. Water entering the Edwards formation through surface fractures has honeycombed the rock through a dissolving process called solution. Several large caverns have been formed by solution in the San Marcos area including Wonder World Cave, Ezell's Cave and Johnson's Well. This network of fractures and porous limestone form the channels for the water of the Edward's Aquifer.

The Balcones Escarpment forms the boundary between the Edwards Plateau, commonly called the Texas Hill Country, and the Blackland Prairie of the Gulf Coastal Plain. The Edwards Plateau rises to the west of the escarpment and is characterized by limestone formations of the Edwards Plateau group. These are the Georgetown, Person, and Kainer formations. The Georgetown limestone is generally not water bearing and isolated outcrops are found near Kyle, located immediately north of San Marcos. The steep hilly terrain of the Edwards Plateau was created by water erosion of the alternating hard and soft limestone layers.

The Blackland Prairie is located to the east of the Balcones escarpment. The underlying material in the area is erodible chalk and clay-shale. The base is generally covered by thick, organic rich clay soils and the terrain is gently rolling to nearly flat.

Topography

Land elevations in the San Marcos area range from 510 feet above sea level, just east of the city to 1,030 feet above sea level, west of San Marcos. Southeast of the Balcones escarpment, in the Blackland Prairie, the elevations range between 510 and 650 feet. Northwest of the escarpment, on the Edwards Plateau, the elevations range between 650 and 1030 feet.

The Edwards Plateau area has slopes in excess of 30%, while the Blackland Prairie generally has slopes of less than 7%. While slopes between 3% and 15% are generally acceptable for urban development, slopes between 15% and 30% usually require supplemental engineering and specialized construction techniques. Slopes greater than 30% are generally not considered suitable for urban development.

Although development costs are greater in areas with steep slopes, higher priced residential homes continue to be built in the western half of San Marcos. The same hills and slopes that make improvements generally more expensive to construct also attract new builders to their scenic beauty.

Soils

The Edwards Plateau area, located west of the Balcones Escarpment, has generally shallow stony clay and gravely clay loam soils. The soils are thin and overlay a limestone base. The two predominant soil types of the Edwards Plateau in the San Marcos area are described by the United States Department of Agriculture as follows:

A) Comfort-Rumple-Eckrant:

Very shallow to moderately deep, undulating to steep and hilly soils over indurated limestone; on uplands of Edwards Plateau.

B) Krum-Medlin-Eckrant:

Deep, very shallow, and shallow, undulating to steep and hilly soils over clay, shaley clay, and limestone; on stream terraces, valley fills, and uplands of Edwards Plateau.

The shallow soils of the Edwards Plateau are not well suited for agriculture. The predominant rural land uses are ranching, hunting, wildlife management, and outdoor recreation. In urban areas the rocky soils provide for stable foundations but there are numerous development constraints. Construction on rocky soils can be more expensive due to increased site preparation and utility excavation requirements. Soils are often too shallow to adequately filter wastewater from septic fields or runoff from urbanized areas and offer a potential threat of pollution to the aquifer.

The area to the east of the Balcones Escarpment is known as the Blackland Prairie. The soils of this area are generally characterized as thick, black, clay. The soils are deep and overlay chalk or shale base. The three predominant Blackland Prairie soil types in the San Marcos area are described by the United States Department of Agriculture as follows:

A) Heiden-Houston Black:

Deep, gently sloping soils over clay and shale; on uplands of the Blackland Prairie.

B) Lewisville-Gruene-Krum:

Deep, shallow, and very shallow, nearly level to gently sloping soils over loamy, clay, and gravelly sediments; on stream terraces and valley fills of Blackland Prairie and Edwards Plateau.

C) Branyon-Krum:

Deep, nearly level to gently sloping soils over clayey sediments; on ancient stream terraces and valley fills of Blackland Prairie.

In rural areas, the Blackland Prairie soils are well suited for agriculture and ranching. These soils are generally fertile and extensive terracing is not required to prevent erosion. The high clay content of the soils are a major constraint for development because the soils shrink and swell during wet and dry periods. Foundations built on Heiden-Houston Black or Branyon-Krum soils are especially susceptible to damage. These soils swell when wet and shrink and crack as they dry causing enough pressure to crack walls and foundations that are not properly designed and constructed.

The Edwards Aquifer and the San Marcos River

The Edwards Aquifer is the water-bearing underground network of porous and honeycombed limestone formation of the Edwards Plateau. The southern segment of the aquifer stretches for 180 miles along the Balcones Escarpment from Brackettville to just north of San Marcos. It provides water for over 1.5 million people, irrigation for thousands of acres of cropland, and is the source for several water-based tourist attractions.

The catchment area is the area in the Edwards Plateau that provides the drainage water to recharge the aquifer. The drainage basins in the Edwards Aquifer catchment area cover 4,400 square miles throughout seven counties.

There are four zones associated with the Edwards Aquifer:

The recharge zone is the area of exposed porous or fractured limestone at the base of the Edwards Plateau. The recharge zone is generally located east of the catchment zone. Water in streams coming from the catchment area, as well as rain falling over the recharge zone, runs directly into the fractures and other karst features, such as caves and sinkholes, and continues down into the artesian area of the aquifer. It is estimated that 90-95% of the recharge occurs in stream beds. An area closely associated with the recharge zone is the transition zone.

The transition zone is an area located immediately to the south and southeast of the recharge zone where faults, fractures, and other geologic features present possible avenues for recharge of surface water into the Edwards Aquifer. The major part of San Marcos, located to the northwest of IH-35, is in the transition zone.

The artesian zone is the area of pressurized fresh water. The zone ranges between 5 to 30 miles in width and underlies 3,600 square miles in six counties. The water of the artesian zone is discharged through wells and natural springs.

The saline zone is an area of saline ground water that abuts the artesian zone. Test wells in the parking lot of Aquarena Springs indicate the presence of saline water only a few hundred feet from the springs. It is thought that significantly reduced water levels in the aquifer may allow the saline water to migrate and contaminate the artesian zone.

Efforts to enhance the recharge of the aquifer have included the construction of dams on streams over the recharge zone. The flood control dams constructed on Purgatory and Sink Creeks by the Soil Conservation Services also provide recharge enhancement.

The rapid growth of the Austin-San Antonio Corridor continues to place an ever increasing demand on the aquifer water supply. Projections done by Glenn Longley in 1975, and by W.B. Klemt in 1979, indicate that flows could cease from the San Marcos Springs during the early 21st century if current water usage trends continue. In 1993, in response to a federal judge's order, the Texas Legislature enacted a bill creating the Edwards Aquifer Authority to regulate water usage in the southern portion of the Edwards Aquifer. Although that bill was challenged under the Federal Voting Rights Act, the legislature enacted a second bill in 1995 which addressed the concerns raised by the challenge. The new legislation authorizes the authority to implement:

- aquifer pumpage limits for major water users;
- enforcement of water management practices to ensure the flow of the Comal and San Marcos Springs;
- a comprehensive water management plan; and
- a critical period management plan.

The goal of the law is to preserve the flow of Comal and San Marcos Springs by reducing permitted water pumping to 450,000 acre feet per year until 2007, and then 400,000 acre feet per year after 2007. Current withdrawals from the Edwards Aquifer often exceed 500,000 acre feet per year.

The aquifer discharges water into Spring Lake through five major springs and numerous minor springs, at an average rate of 155 cubic feet per second. These springs provide the source water for the San Marcos River. The San Marcos River, approximately 70 miles in length, flows from the headwaters at Spring Lake (to the confluence with the Blanco River, approximately four miles downstream) and terminates at its confluence with the Guadalupe River. The water is clear and maintains a constant temperature of 72°F. The springs and rivers are important tourist attractions and contributes to the high quality of life enjoyed by the community..

The constant flow and temperature of the spring water has created a unique ecosystem in Spring Lake and the San Marcos River. The water provides habitat for several endangered species. This ecosystem could be adversely affected through increased urban runoff, flow interruption, or bank modification. The City of San Marcos is developing a San Marcos River Habitat Conservation Plan to protect endangered species and recreational use of the river in cooperation with Southwest Texas State University and other agencies.

Urban development on the recharge zone poses the greatest threat for aquifer contamination. Chapter 313 of the Texas Administrative Code defines the recharge zone as an area where the stratigraphic units constituting the Edwards Aquifer crop out, and including the outcrops of other geologic formations in proximity to the Edwards Aquifer, where caves, sinkholes, faults, fractures, or other permeable features would create a potential for recharge of surface waters into the Edwards Aquifer. This statute authorizes and specifies regulations concerning new development over the recharge and transition zones of the aquifer. These regulations are

administered by the Texas Natural Resource Conservation Commission (TNRCC). In order to protect the aquifer, the TNRCC regulates any construction related activities that alter or disturb, topographical, geological, or existing recharge characteristics of the site.

These regulations require a water pollution abatement plan to be filed and approved by TNRCC prior to the commencement of any regulated construction over the recharge and transition zones. The plan must include a geological survey, a technical assessment of the impact of the development on the aquifer recharge zone, and a description of measures that will be taken to prevent pollution of storm waters originating on-site. The TNRCC regulations do not apply to single family residential development on lots greater than five acres in size.

In addition, both Hays County and the City of San Marcos regulate development over the recharge zone. Hays County requires a minimum lot size of one acre for lots with private wastewater systems and a half-acre minimum lot size for lots with private water systems. San Marcos land development regulations require compliance with TNRCC rules, and require the designation of critical water quality zones around surface recharge features. In addition, San Marcos requires contaminant removal and sedimentation basins if storm water runoff has the potential to contain high contaminant levels.

Watersheds and Flood Plains

Watersheds

A watershed is defined as an area or region drained by a river system or other body of water. The San Marcos River and the Comal River in New Braunfels are part of the Guadalupe River watershed. The Guadalupe River watershed receives 50% to 70% of its base flow from the springs that flow into these rivers.

The seven watersheds within the study area include Sink Creek, Purgatory Creek, Willow Springs Creek, Hemphill Creek, Cottonwood Creek, the Blanco River, and the San Marcos River. The drainage basins for Sink Creek, Purgatory Creek, and Willow Springs Creek comprise almost all of the upper San Marcos River watershed.

Flood Plains

Heavy rainfalls associated with tropical and frontal systems occur periodically in San Marcos. When combined with the rapid runoff associated with steep topography and increased impervious cover, the rainfalls can quickly cause disastrous floods. Major floods have occurred several times during the last 75 years, with the most severe occurring in 1921, 1929, 1970, 1972, 1974, and 1981. The most catastrophic was the 1970 flood that resulted in two deaths and the inundation of approximately 2,000 acres within the city.

The Soil Conservation Service has constructed five dams on Purgatory and Sink creeks and has improved channels on Purgatory and Willow Springs creeks to reduce the amount of flood waters entering the city. After the completion of these projects in 1990, the Federal Emergency Management Agency (FEMA) revised the city's designated flood plain maps. This revision substantially reduced the amount of flood plain in the city. The city has also installed electronic flood warning systems on Purgatory and Sink Creeks. Although the dams have significantly reduced the threat of urban flooding, they have also had the unintentional affect of causing a

major siltation problem in the San Marcos River. The flood control dams have slowed down the natural flushing action of the flood waters.

The City of San Marcos is a participant in the National Flood Insurance Program created by Congress in 1968. This program allows city residents to purchase flood insurance at federally subsidized rates. The city has worked with FEMA to produce a study of the city's flood plains. The city has also adopted a Flood Prevention Ordinance and maintains a Flood Plain Administrator on staff to oversee the program.

The maps produced in the FEMA study divide the city into four flood zone categories: the floodway, the 100 year flood plain, the 500 year flood plain, and the area not within the flood plain. The San Marcos Flood Damage Prevention Ordinance prohibits construction, excavation, fill, loose debris, or other encroachments in the floodway. The floodway is defined as the channel of a stream and any adjacent areas that must be kept free of encroachments so that a 100 year flood can be carried without substantial increases in flood height. The ordinance permits construction within 100 year flood plain provided finished floor elevations are at or above the elevation of the 100 year flood. The 100 year flood plain is defined by FEMA as an area with a 1% or greater chance of being flooded within the given year. The 500 year flood plain is an area with a 0.2% or greater chance of being flooded within a given year.

The city recently prepared a Drainage Master Plan. The plan prioritized needed drainage improvements, evaluated funding alternatives, and established acceptable levels of drainage service. The plan identified $25 million in needed improvements for the urbanized area.

Current Drainage and Water Quality Regulations

On August 1, 1985, pursuant to a recommendation of the 1983 master plan, San Marcos enacted an ordinance regulating development and drainage adjacent to the San Marcos River. The stated objectives of the San Marcos River Corridor Ordinance were to prevent the unnecessary loss of vegetation and soils, reduce soil erosion during and after development, prevent increases in the rate and volume of storm water runoff, and prevent or reduce pollutants in storm water runoff. Developments must retain on site the first 1/2 inch of runoff from impervious cover for an average of 24 hours. The ordinance also restricts the amount of impervious cover allowed, the amount of excavation that may occur, and prohibits the use of septic systems.

The San Marcos Drainage and Erosion Control Ordinance applies to all land within the city and the extra-territorial jurisdiction for the purpose of protecting the San Marcos River, portions of the Blanco River, and the Edwards Aquifer from the effects of water quality deterioration due to pollution. Developments meeting certain size requirements are required to prepare a detailed storm water runoff and erosion report to qualify for a permit. The ordinance also restricts development of steep slopes and amount of impervious cover allowed on a site.

Climate

San Marcos has a mild climate with approximately 230 days of sunshine annually. San Marcos experiences mild seasonal weather changes due to a prevailing southeastern wind and its proximity to the Gulf of Mexico. The annual median daily temperature in San Marcos is 68°F. During August, the normal maximum temperature is 97°F. During January, the normal minimum temperature is 40°F. Freezing temperatures occur approximately 25 days per year, and measurable snowfall is rare.

Average annual rainfall in San Marcos is 33 inches, with 40% of the precipitation occurring between April and June. Thunderstorms occur approximately 40 days per year, primarily in association with spring cold fronts and tropical storms. The table on the following page indicates the average monthly rainfall and temperature for the city.

Except for occasional northerly shifts during the winter, the prevailing wind is from the southeast, with an average wind speed of 10 miles per hour. The annual average humidity level is 60%.

The air in San Marcos is relatively clean. Daily maximum ozone levels in San Marcos remain below the National Ambient Air Quality Standards (NAAQS). However, as the region continues to grow, ambient air quality in San Marcos may be impacted by the air quality in adjacent urban areas.

Average Monthly Rainfall and Temperature
San Marcos

Month	1980-1993 Average Monthly Rainfall	1985-1993 Average Maximum Temperature	1985-1993 Average Minimum Temperature
January	1.77	61.8F	40.1F
February	1.82	65.8F	43.3F
March	2.25	73.5F	48.8F
April	1.96	80.1F	57.0F
May	5.46	86.0F	65.2F
June	6.11	91.4F	71.5F
July	1.53	94.5F	73.3F
August	1.70	96.6F	73.3F
September	3.25	91.0F	68.5F
October	2.63	81.8F	57.1F
November	3.48	71.3F	48.3F
December	1.66	62.5F	41.0F
Annual Average	**33.62**	**79.7F**	**57.3F**

Source: National Weather Service Forms B-91, San Marcos Electric Utility Department

Vegetation

San Marcos is located on the boundary of the Balconian and Texan provinces. The Balconian Province, located to the west of the Balcones Escarpment, includes all of the Edwards Plateau region. Oak-Juniper plant associations predominate in the area with Mexican cedar, Texas oak, and the live oak growing in clumps interspersed with open grasslands. Other commonly found plant species include buffalo grass, gramma grass, panic grass, mesquite, Texas persimmon, algarita, Texas prickly pear, and Texas mountain laurel.

The Texan province, located to the east of the Balcones Escarpment, is bounded on the east by the pine forests of East Texas, and on the west by the grasslands of the Balconian province. Principal trees in the San Marcos area are live oak, post oak, blackjack oak, and hickory. Stands of trees occur mainly along the stream and river banks. Within the San Marcos area, the majority of the original tree cover of the Texan province has been cleared. This tree cover has been replaced by agricultural crops and rangeland grasses. Principal crops in the area include cotton, sorghum, and corn. Rangeland grasses include native and coastal Bermuda, Dallas grass, and blue stem.

A diverse mixture of the two provinces exists along the San Marcos River. Species found include bald cypress, pecan, cedar elm, Mexican juniper, live oak, hackberry, and box elder. Dense growths of elephant ear plants, which are not native to the San Marcos area, can be found along the water's edge in areas where the river banks are not developed. Vegetation in the river includes water hyacinth, floating primrose, willow, eel grass, fan wort, and common hornwort. Several isolated patches of Texas wild rice are also found in the river. Texas wild rice, an endangered plant, has evolved in isolation in the San Marcos River and is recognized as being the only natural population known to exist in the world.

Stands of bald cypress and a variety of ferns are located along the Blanco River. Small, localized populations of dwarf palm are found along Purgatory and Sink creeks. Other plants located in the San Marcos area include basin bellflower, rough leaf dogwood, brush myrtlecroton, roemer euphorbia, and the Texas berberis.

Urban development, in most cases, is destructive to the floral habitat. The area along the San Marcos River is especially susceptible to damage. The river bank vegetation slows and filters rainfall runoff into the river. Additional sediment can retard aquatic plant growth by reducing the sunlight available for photosynthesis. The plant life along the river and creeks also provides travel corridors for wildlife.

Current Development Regulations

The San Marcos River Corridor Ordinance and the Drainage and Erosion Control Ordinance both regulate the removal of vegetation by restricting the amount of impervious cover permitted for new developments. The city also has an ordinance regulating the landscaping of new developments. The Landscaping and Buffering Ordinance requires landscaping on at least 20% of the site for apartments, 15% for offices, and 10% for commercial and industrial developments. In addition, the ordinance encourages the preservation of trees by providing landscape area credits if they are not removed.

Wildlife

San Marcos has abundant wildlife. Raccoons, squirrels, opossum, nutria, dove, white-tail and axis deer, and rabbits are commonly found in the city. Turkey, bobcat, skunk, ringtail cat, beaver, bobwhite quail, coyote, fox, javalina and more deer are generally found in the rural areas surrounding the city. The wooded river-bottoms of the San Marcos and Blanco rivers are inhabited by typical species found in the Central Texas region. Common fish found in the rivers include bass, catfish, perch, gar, shiners, eel, crappie, shad, and carp.

The constant temperature and steady flow of the San Marcos River has supported the evolution of several species of fish, animals, and plants that are indigenous only to Spring Lake or the spring run of the San Marcos River. The San Marcos gambusia, the San Marcos salamander, fountain darter, and Texas wild rice are plants and animal species endemic to the upper San Marcos River, and are all included on the Federal Endangered Species List.

In 1991, the Lone Star Chapter of the Sierra Club filed suit in Federal Court against the U.S. Department of Interior, alleging that the U.S. Fish and Wildlife Service failed to enforce the Endangered Species Act by not implementing plans to protect spring flows at the Comal and San Marcos Springs. The City of San Marcos joined the Sierra Club as a plaintiff in the case. On February 1, 1993, Federal Judge Lucius Bunton found that spring flow from the Comal and San Marcos Springs must be protected, even during a record drought, in order to protect the endangered species that depend on the springs for life. This ruling led to the passage of the Edwards Aquifer Authority Act. One of the major goals of this legislation is to implement and enforce water management practices to ensure flows at the springs, thereby providing critical habitat for the endangered species.

THE BUILT ENVIRONMENT

Land Use

In 1999, the City of San Marcos Planning and Development Services Department conducted an existing land use survey of property within the city limits. This survey included existing land uses, residential unit conditions, existing zoning, and master plan designations.

The existing land use survey indicated a City of San Marcos acreage of 9,676.71, or 15.12 square miles. Including roadway and railroad right-of-way acreage, San Marcos has a total size of 17.63 square miles. The Existing Land Use map is presented on the following page. A summary of existing land uses by category are:

Land Use Category	Acreage	Percentage
Public and Institutional	2,961.82	26%
Vacant Land	2,784.45	25%
Residential	2,068.04	19%
Right of Way	1,609.71	14%
Parks and Open Space	816.73	7%
Commercial	631.19	6%
Industrial	414.22	4%

Public and Institutional

The largest percentage of acreage in the City of San Marcos is public and institutional (26%) land use including Southwest Texas State University, the San Marcos Municipal Airport, public and private schools, churches, City of San Marcos property, and Hays County facilities. Most of this land is tax exempt.

Vacant Land

Twenty five percent of the acreage in the City of San Marcos is vacant land. Thirty-three percent of the vacant land is located on the south side of the city along IH-35. Nineteen percent of the vacant acreage is located on the north side of the city along IH-35.

Residential

Nineteen percent of the acreage in the City of San Marcos is residential land use. Residential includes single family, duplex, mobile home, and multifamily land uses. The majority of single family units located within the city limits are located north of Southwest Texas State University and west of downtown. Strong growth of single family units within the ETJ is seen southwest of the city along Hunter Road. Multifamily units are dispersed throughout the city with concentrations around Southwest Texas State University and along IH-35 on the east side of the city.

San Marcos has a total of 15,532 residential units. Forty four percent are multifamily and 32% are single family and duplex units. In addition, five percent are mobile homes. The residential unit counts also include group quarters (dormitories and institutions). SWT houses approximately 3,000 students per semester in on-campus dormitories.

In addition, adjacent to the San Marcos city limits is Gary Job Corps which provides on-campus housing for their 2,200 students, and 109 housing units for faculty and staff.

Parks and Open Space

Seven percent of the acreage in the City of San Marcos is parks and open space. Parks are dispersed throughout the city, with concentrations along the San Marcos River.

Commercial

Six percent of the acreage in the City of San Marcos is commercial land uses, which includes retail and office uses. The majority of commercial units in San Marcos are located in the central business district, at intersections of major thoroughfares, along IH-35, and at major tourist attractions.

Industrial

Four percent of the acreage in the City of San Marcos is industrial land uses, which includes manufacturing and warehouse uses. Seventy-four percent of the industrial land use acreage is located along the west side of IH-35 on the south side of the city.

Current Development Regulations

State Statutes, the City Charter and the Code of Ordinances grant legal authority to the City of San Marcos to regulate the use of land within the city limits. In addition, State statutes grant authority to regulate the subdivision of land within the two mile extra-territorial jurisdiction. The City of San Marcos exercises this authority by enforcing adopted ordinances. Current development regulations of the city include the zoning ordinance, subdivision ordinance, building codes, flood hazard regulations, landscaping regulations, sign regulations, historic building regulations, and the drainage regulations. These ordinances are the tools used to implement the policies of the city's master plan.

Housing

The existing land use survey indicated there were 4,437 single family homes in the City of San Marcos. A summary of the residential unit conditions by category are:

Residential Unit Condition	Number of Single Family Homes	Percentage
Standard	4,319	97%
Substandard	118	3%

Standard

There are 4,319 single family homes in the city that are considered in standard condition. A structure classified as standard is a building that is in relatively good condition needing only minor repairs.

Substandard

There are 118 single family homes in the city that are considered in substandard condition. Substandard homes have one or more violations of the minimum building standards of the city or do not provide safe and adequate shelter. The violations can include inadequate sanitation, structural hazards, faulty weather protection, hazardous wiring, plumbing, or mechanical equipment, or missing roofing material. In 1994, The City of San Marcos established a substandard structure abatement program funded through the city's Community Development Block Grant. Thus far, over 30 substandard structures have been demolished and an additional 60 structures are proposed to be demolished. In addition, 23 substandard structures have been remodeled and repaired and brought up to standard condition.

Transportation

The existing system of streets and thoroughfares in San Marcos has developed in response to historical development patterns and natural constraints over the past 140 years. Many of the major thoroughfares in San Marcos were built as part of the state highway system. IH-35, Loop 82 (Aquarena Springs Drive, University Drive, Guadalupe Street, and LBJ Street); RR 12 (Hopkins Street, Moore Street, and Smith Street); FM 2439 (Hopkins Street and Hunter Road); FM 3407 (Wonder World Drive); SH 21; SH 80; FM 621 (Staples Road); FM 1984; and SH 123 are all state owned and maintained. These streets, along with IH-35, provide San Marcos with excellent regional access but do not provide a fully developed internal circulation system.

The state owned and maintained roads, the 125 miles of city owned and maintained streets, and the rural routes throughout the ETJ can best be presented through the functional classifications of the streets. The following functional classifications are recommended by the National Committee on Urban Transportation and printed in the *Practice of Local Government Planning, ICMA, 1979.*

Expressway - This class of streets is devoted entirely to traffic movement with little or no land service function. Thus, it is characterized by at least some degree of access control. This classification is usually reserved for multi-lane, divided roads with few, if any, intersections at grade. Expressways serve large volumes of high speed traffic and are primarily intended to serve long trips. IH-35 is an example of an expressway in San Marcos.

Arterial - This class of streets brings traffic to and from the expressway and serves major movements of traffic within or through the parts of the urban area that are not served by expressways. Major and minor arterials interconnect the principal traffic generators within a city. Arterials handle trips between different areas of the city and should form a reasonably integrated

system. Aquarena Springs Drive, Hunter Road, Guadalupe Street, Sessom Drive, Wonder World Drive, and SH 80 are examples of arterial streets in San Marcos.

Collector - This class of streets serves internal traffic movements within an area of a city, such as a subdivision, and connects this area with the arterial system. Collectors do not handle long trips and are not usually continuous for any great length. In a gridiron street pattern, however, a street of considerable length may serve as a collector rather than an arterial if the predominant use is to reach the next junction of an arterial. Broadway Street, Franklin Drive, and Riverside Drive are examples of collector streets in San Marcos.

Local - The sole function of local streets is to provide access to adjacent land. These streets make up a large percentage of the total street mileage of the city but carry a small proportion of the total vehicle traffic. In and around the central business district (CBD) local streets may carry traffic volumes measured in the thousands, but this is an exception. Local residential streets in usually carry daily volumes of 1,000 vehicles or less.

In 1990, the Goodman Corporation conducted the San Marcos Mobility Plan, to develop an action plan for improvements to the city's roadway system. This study included both the urban and the surrounding rural roadway system, and involved the use of a traffic modeling system called Quick Response System (QRS II). Data such as roadway design specifications, traffic counts, workplaces and dwelling unit locations, population, and roadway speeds were utilized to simulate traffic flow throughout the city. Once the system was calibrated, and all the proper checks were performed, the QRS II traffic model simulated traffic characteristics including turning movements, vehicle speeds, delays, and time-of-day volume variations.

The accepted capacity for 24 hour traffic volumes is 13,000 vehicles per lane for freeways and 5,000 vehicles per lane for arterial streets. On the basis of this data, the QRS II produced a report

that indicated volume-to-capacity (V/C) ratios of roadways within the roadway system. The V/C ratio compared the design capacity of a roadway to the total volume of use that occurred during a 24 hour period. A V/C ratio of 1.0 means that the roadway is functioning at design capacity. However, a V/C ratio of more than 1.0 means that the roadway is functioning at over-capacity.

The study listed 62 individual improvement projects to be completed between 1990 and 2000. Several key projects were identified as being the most important. The projects included the construction of FM 110, widening of RR 12 from the city limits to Hopkins Street, widening of Hunter Road, improvements to Post Road, widening IH-35 frontage roads to three lanes and converting to one-way traffic, an extension of Bishop Street from LBJ Drive to Lime Kiln Road, and the widening of IH-35.

OVER-CAPACITY SEGMENTS OF ARTERIAL STREETS (1990)

(San Marcos Mobility Plan, Goodman Corporation, 1990)

STREET NAME	V/C RATIO	LENGTH (MILES)
Aquarena Springs Dr. — IH-35 southbound to IH-35 northbound	1.77	0.11
Hopkins St./SH-80 — IH-35 southbound to IH-35 northbound	1.00	0.09
Hunter Rd. — Wonder World Dr. to Suttles St.	1.11	0.74
IH-35 northbound Frontage Rd. — Aquarena Springs Dr. to Uhland Rd.	2.15	0.25
Martin Luther King Dr. — Comanche St. to Guadalupe St.	0.92	0.14
Post Rd. — Lime Kiln Rd. to Aquarena Springs Dr.	1.03	0.40
Post Rd. — Lime Kiln Rd. to Uhland Rd.	1.12	0.27
River Road — SH 80 to Old Martindale Rd.	1.03	0.70
RR 12 — Bishop St. to Country Estates (County Rd. 226)	1.21	0.55
RR 12 — Franklin Dr. to Holland St.	1.04	0.15
RR 12 — Hughson Dr. to Bishop St.	1.02	0.27
SH 21 — Harris Hill Rd. (County Rd. 160) to Airport Dr.	1.19	0.11
SH 21 — Bogie St. to Harris Hill Rd. (County Rd. 160)	0.95	0.72
SH 21 — Bogie St. to SH 80	0.95	0.98
SH 80 — SH 21 to River Road	1.11	0.38
SH 80 — River Road to IH-35 northbound	0.91	0.53
University Dr. — Bobcat Dr. to Sessom Dr.	0.97	0.19

NOTE: This list excludes the recently improved segments of Aquarena Springs Dr., and is updated to reflect the renaming of a portion of Bugg Ln. to Bobcat Dr., the renaming of a portion of N. LBJ Dr. to Bishop St., and the realignment of the Bishop St./RR 12 intersection.

More recent traffic counts indicate that, in addition to those listed, other segments currently functioning near or over capacity based on the same criteria include: 1) East Hopkins St. between IH-35 and Thorpe Ln.; 2) East Hopkins St./Hunter Rd. between RR 12 and Wonder World Dr.; 3) RR 12 between West Hopkins St. and Holland St.; 4) Guadalupe St. between Martin Luther King Dr. and IH 35; 5) SH 80 between IH 35 and Wal-Mart; and 6) Bobcat Dr. between University Dr. and the city park access street.

The San Marcos Mobility Plan identified the follow items as constraints to the improvement of the San Marcos transportation system.

Flood plains - In the San Marcos area the two rivers, the San Marcos and the Blanco, and numerous other creeks, all have extensive flood plains associated with them. The impact of transportation improvements on the flood plain, and additional design and cost factors must be considered.

Terrain - San Marcos is located on the transition between the Blackland Prairie and the Edwards Plateau along the Balcones fault. The Edwards Plateau area to the west has steep slopes, thin soils, and limestone bedrock. These features make construction and alignment of roadways more difficult. The Blackland Prairie area to the east is flatter, but the expansive soils necessitate extensive base preparation and maintenance requirements are greater than normal.

Existing land uses - Existing land uses have a major impact on the alignment, design capacity, and cost of transportation improvements. For example, Southwest Texas State University is a major constraint on the north-south flow of traffic through the city.

Railroads - The Union Pacific Railroad has two rail lines that bisect San Marcos. The rail lines cross numerous roads at grade including 10 of the city's major thoroughfares. The substantial delays experienced by drivers are not only an inconvenience, but also pose a public safety hazard from trains blocking intersections during medical, police, and fire emergencies. This problem is especially severe during medical emergencies, since the Central Texas Medical Center is located on the east side of the railroad tracks, and the majority of San Marcos residents live on the west side of the railroad tracks.

The Edwards Aquifer Recharge Zone - This aquifer is the sole source for potable water in many cities including San Marcos located along its 180 mile path, therefore, its protection and management are critically important. Since the Edwards Aquifer recharges when surface water percolates through the porous limestone, any project that creates impervious cover or that is a source of possible pollutants must conduct all appropriate environmental studies and storm water runoff controls.

Traffic Signals

Almost all the traffic signals in San Marcos are owned and maintained by TxDOT. The City of San Marcos owns and maintains three traffic signal lights. These are located at Sessom Drive and Peques Street, LBJ Drive and Sessom Drive, and Post Road and Uhland Road. A warrant study must be performed prior to the installation of a new traffic signal.

Public Transportation

There are several entities providing transit services in San Marcos. The largest is the Southwest Texas State University (SWT) shuttle bus system. SWT contracts with Durham Inc. to provide transportation to and from satellite parking, intra-campus service, and shuttle service to and from many residential areas in the community for students and staff. Durham Inc. also operates a student/staff commuter shuttle between Austin and San Marcos.

Community Action of Hays, Caldwell and Blanco counties operates a demand-responsive van system for elderly, handicapped, and low income citizens.

The Capital Area Rural Transit System (CARTS) began a community-wide bus service in June, 1995. The system includes seven routes that link residential areas and the factory outlet malls to the central business district. The project uses rubber tired antique style street cars ("trolleys") and buses.

The Greyhound Bus Lines station is located near the intersection of IH-35 and Guadalupe Street and provides services to other cities.

Air Service

The San Marcos Municipal Airport provides general aviation and corporate air service for the San Marcos area. The airport is classified by the Federal Aviation Administration (FAA) as a reliever airport in the regional airport system. This system includes Robert Mueller Airport in Austin and International Airport in San Antonio. The facilities at the airport include four runways, corporate aircraft and maintenance hangers, a full service fixed base operator facility, and a terminal building. An airport master plan update was performed in 1992.

Rail Service

Rail freight service is available in San Marcos from the Union Pacific Railroad, which operates and maintains both rail lines that pass through the city (consolidated from previously separate ownership by the Missouri Pacific Railroad and the Missouri, Kansas, and Texas Railroad). Union Pacific Railroad trains pass through San Marcos approximately 40 times per day, running north and south. It is one of the nation's major rail-freight systems, serving 19 states and linking the Pacific coast and the Texas Gulf Coast.

Amtrak also provides north and south bound service to San Marcos. The community constructed Amtrak stop is located near the intersection of Edward Gary Street and LBJ Drive.

Downtown / University Area

Central Business District

The San Marcos Central Business District (CBD), originally developed during the late 1800's, is the largest, most intensely developed, mixed-use area within the city. The focal point of the CBD is the traditional courthouse square, bounded on all four sides by major streets. Various land uses surround the courthouse including retail, government, professional office, restaurants, bars, and second floor apartments. In 1995, the courthouse began planning for a major restoration and interior renovation. Court functions were moved two blocks south to a newly renovated criminal justice center. The northern fringes of the CBD, between the courthouse square and Southwest Texas State University (SWT), contain various commercial and entertainment businesses that serve the needs of college students as well as all San Marcos residents.

There are three overlapping districts in the CBD. The largest district is the *Main Street Project*, bounded by University Drive on the north, the San Marcos River on the east, Martin Luther King (MLK) on the south, and Comanche Street on the west. It is one of the targeted areas for historic revitalization and economic development in San Marcos and businesses within this area are eligible for financial and technical assistance including low interest business improvement loans from local banks.

A smaller district is the *Central Business Area (CBA) zoning district*, bounded by University Drive on the north, the alley between LBJ Drive and Edward Gary Street on the east, Martin Luther King (MLK) on the south, and Fredericksburg Street on the west. The CBA zoning district is similar to the Commercial (C) zoning district in terms of permitted uses, but eliminates the requirements for front and side-yard setbacks, and for off-street parking on individual lots. The areas surrounding the CBA zoning district are generally zoned for commercial uses.

The smallest district is the *Downtown Historic District*, which includes the courthouse and the buildings surrounding the courthouse square. The courthouse square was added to the National Register of Historic Places in 1992. A Certificate of Appropriateness must be obtained from the Historic Preservation Commission prior to any exterior alteration of a property in this district.

Southwest Texas State University (SWT)

Southwest Texas State University opened its doors as Southwest Normal School in 1899 with 303 students and 17 faculty members. Ninety years later, SWT has grown from a small two-year teacher training institution to a major multi-purpose university. It is Texas' seventh largest university with approximately 21,000 students. It is a state-supported public university that offers 130 undergraduate and 42 graduate degree programs. The 333 acre campus dominates the city's skyline.

Historic Districts

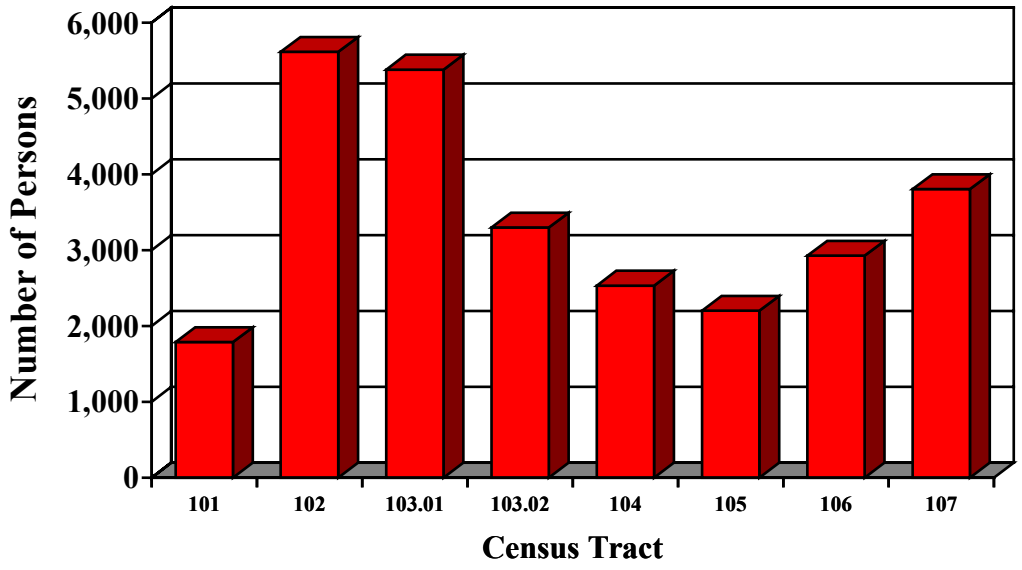
Historic districts in San Marcos include the courthouse square surrounded by turn-of-the-century offices and shops, as well as tree-lined blocks of Victorian and cottage-style homes. The historic districts include the Belvin Street area, the San Antonio Street area, and the downtown area. These historic districts were established in 1974, 1982, and 1986, respectively. The Belvin Street and downtown areas are listed on the National Register of Historic Places. The Historic Districts map is presented on the following page.

THE PEOPLE OF SAN MARCOS

Population

The 1990 U.S. Bureau of the Census population count for San Marcos was 28,743. Eighty percent of the population is located west of IH-35 and 20% on the east. Figure 2-2 presents San Marcos population by census tract. Census tract 102, located west of Southwest Texas State University, contains the largest concentration of the population; over 5,600 people.

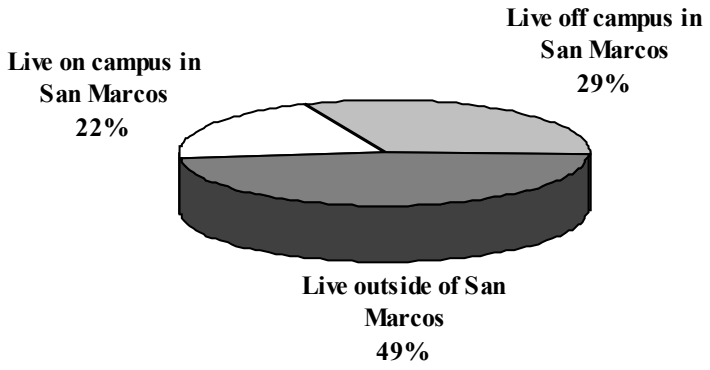
Figure 2-2
San Marcos Population
by Census Tract (1990)



The Planning and Development Services Department population estimate for the extra-territorial jurisdiction (ETJ) is 7,000 persons. The majority of people in the ETJ live west of IH-35.

Southwest Texas State University (SWT) had a 1994 enrollment of approximately 21,000 students. According to the SWT Institutional Research and Planning, 10,800 students lived in San Marcos, whereas, another 10,000 students commuted to school in 1994. Students commute primarily from within the Austin-San Antonio Corridor. Figure 2-3 presents the residency status of SWT students in 1994.

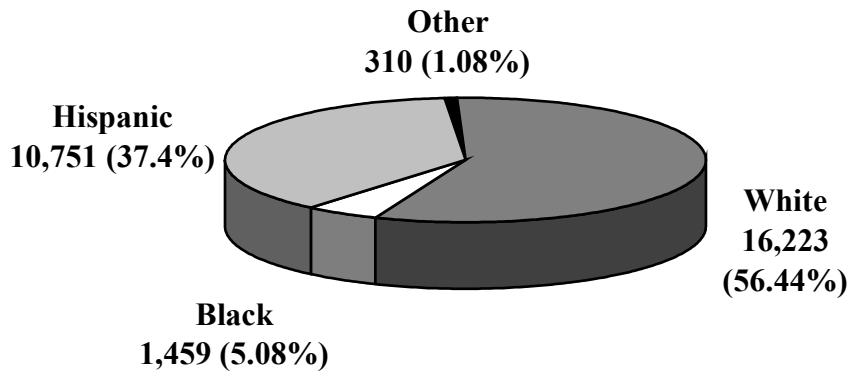
Figure 2-3
Southwest Texas State University
Students Residency Status (1994)



Ethnicity

The people of San Marcos are ethnically diverse. According to the 1990 census, the population is 57% White, 37% Hispanic, 5% Black, and 1% other. Figure 2-4 presents San Marcos population by ethnicity.

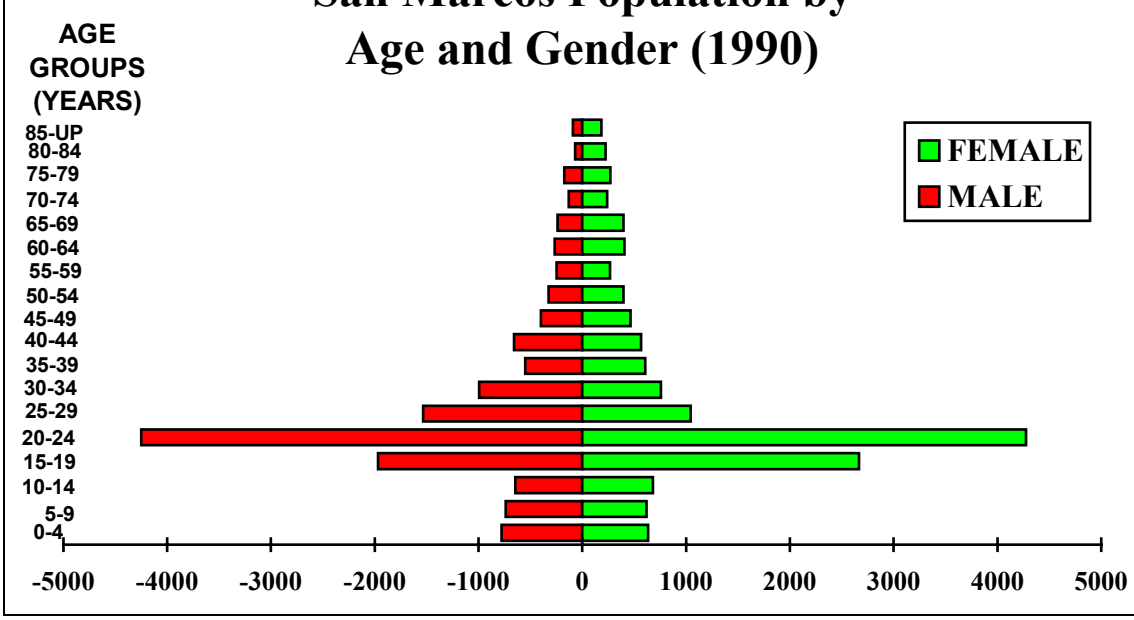
Figure 2-4
San Marcos Population by Ethnicity (1990)



Age and Gender

The population of San Marcos is predominately young. The chart below shows the impact of the city's large student population. According to the 1990 Census, the median age in San Marcos is 22.9 years old. Seventeen percent of the population is under the age of 18. Forty-three percent of the population is between 18 and 24 years, and the remaining 40% is over 24 years. Females make up 51% of the population, while males comprise 49%. Figure 2-5 presents San Marcos population by age and gender.

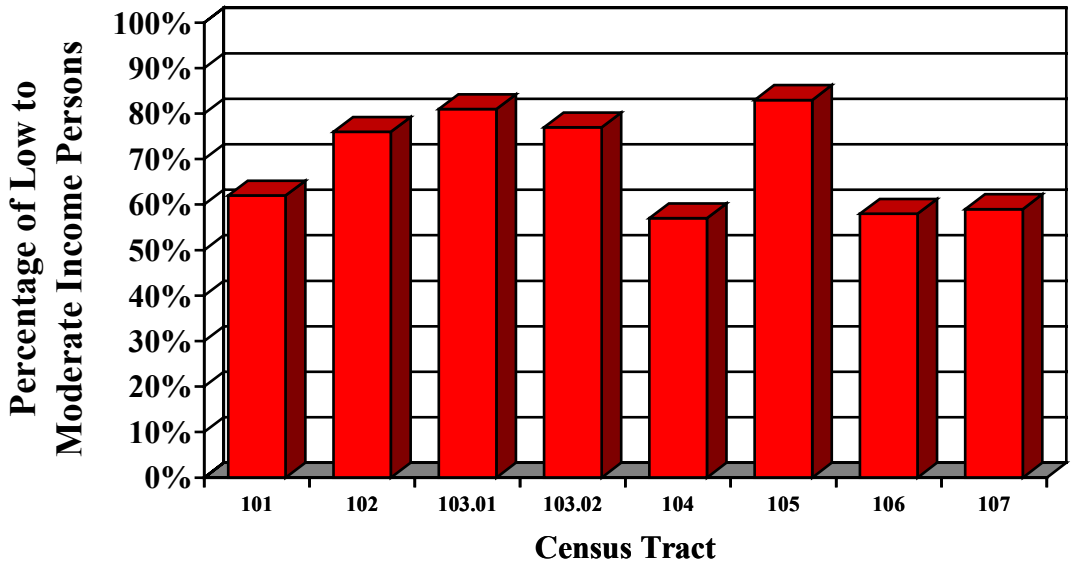
Figure 2-5
San Marcos Population by Age and Gender (1990)



Income

The City of San Marcos has a median family income of $23,757. The city is in the Austin-San Marcos Metropolitan Statistical Area (MSA), which has a median family income of $41,800. Sixty-nine percent San Marcos residents are classified as low to moderate income. In all eight of the city's census tracts, more than 51% of the population is low-to-moderate income. According to the 1990 census, 30% of the population is living below the poverty level. The high percentage of students included in the San Marcos population contributed somewhat to this relatively low income level. However, the figures do indicate a significant problem. Figure 2-6 presents the percentage of low to moderate income persons by census tract.

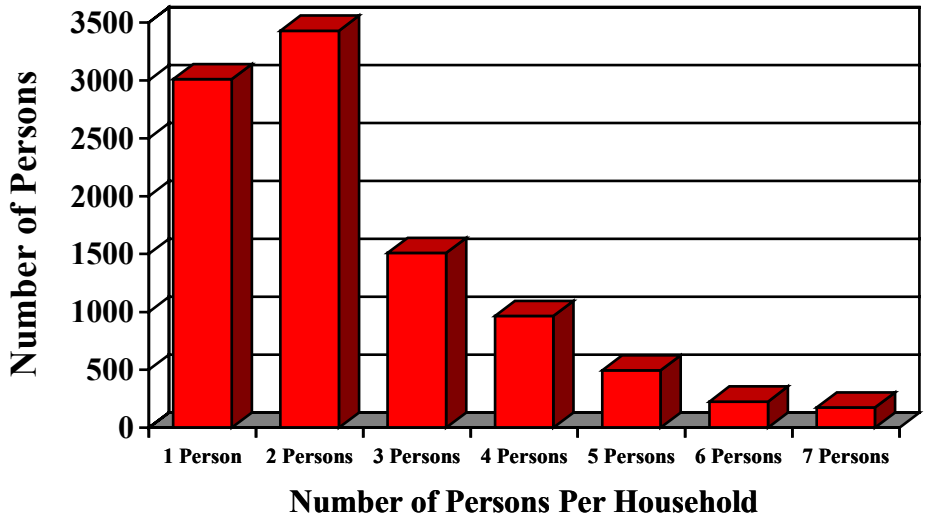
Figure 2-6
San Marcos Low to Moderate Income Persons by Census Tract (1990)



Households Characteristics

According to the 1990 Census, there were a total of 9,849 households in San Marcos. Of those, 46% contain families (a householder and one or more persons living in the same household who are related to the householder by birth, marriage, or adoption.) The remaining 56% are non-family households (a householder living alone or with non-relatives only [i.e., roommates].) Average household size in San Marcos is 2.4 persons. This low household size is largely influenced by the city's large student population. The number of persons living in households is 23,680 with the remaining 5,063 residing in group quarters (i.e., dormitories). Figure 2-7 presents San Marcos population by persons per household.

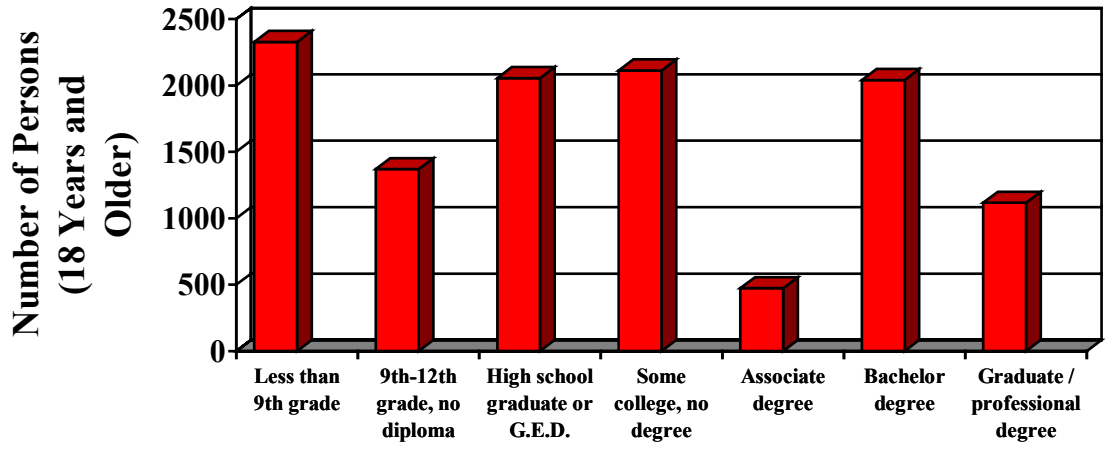
Figure 2-7
San Marcos Population by Persons Per Household (1990)



Educational Attainment

According to the 1990 Census, the people of San Marcos fall into two general groups based on education. Sixty-six percent of the population 18 years and older have at least some college education, and 47% of those over 24 years have received a college degree. However, 19% of the population 18 years and older have less than a high school education. Figure 2-8 presents San Marcos population by educational attainment.

Figure 2-8
San Marcos Population by Educational Attainment (1990)

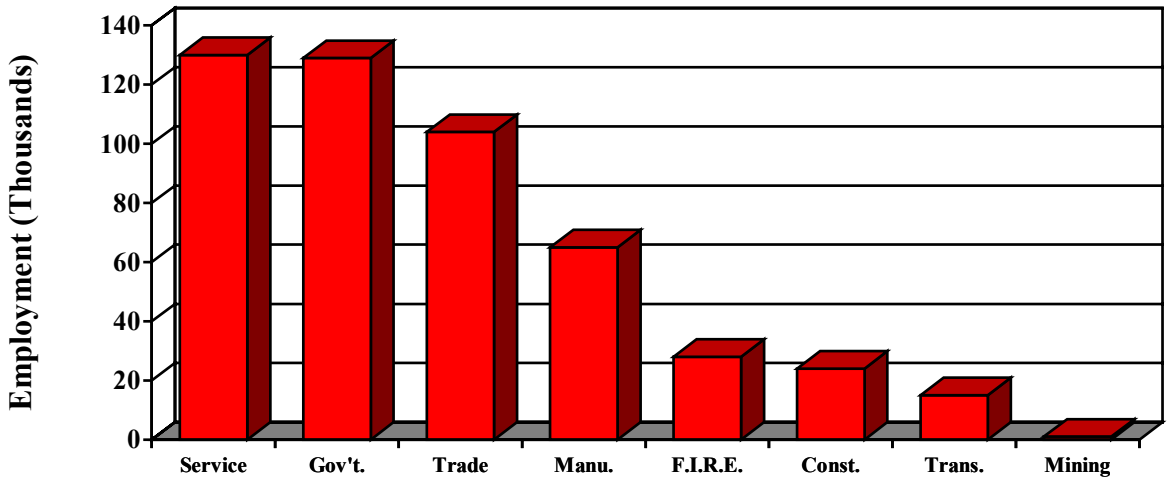


THE ECONOMY OF SAN MARCOS

Austin-San Marcos MSA Economy

The Austin-San Marcos Metropolitan Statistical Area (MSA) has the fastest growth rate of any MSA in the state of Texas. The Austin-San Marcos MSA consists of Hays, Travis, Bastrop, Caldwell, and Williamson counties. The economic base of the Austin-San Marcos MSA is the government, services, trade, and manufacturing sectors. One of the largest factors in the economic growth of the Austin-San Marcos MSA is the increase in the high tech manufacturing sector. The 1994 average Austin-San Marcos MSA civilian labor force was 582,851 persons. The average unemployment rate for 1994 in the Austin-San Marcos MSA was a low 3.6%. This is the second lowest of the 27 MSA's in the State of Texas. Figure 2-9 presents the Austin-San Marcos MSA employment by sector.

Figure 2-9
Employment by Sector
Austin-San Marcos MSA
January 1995

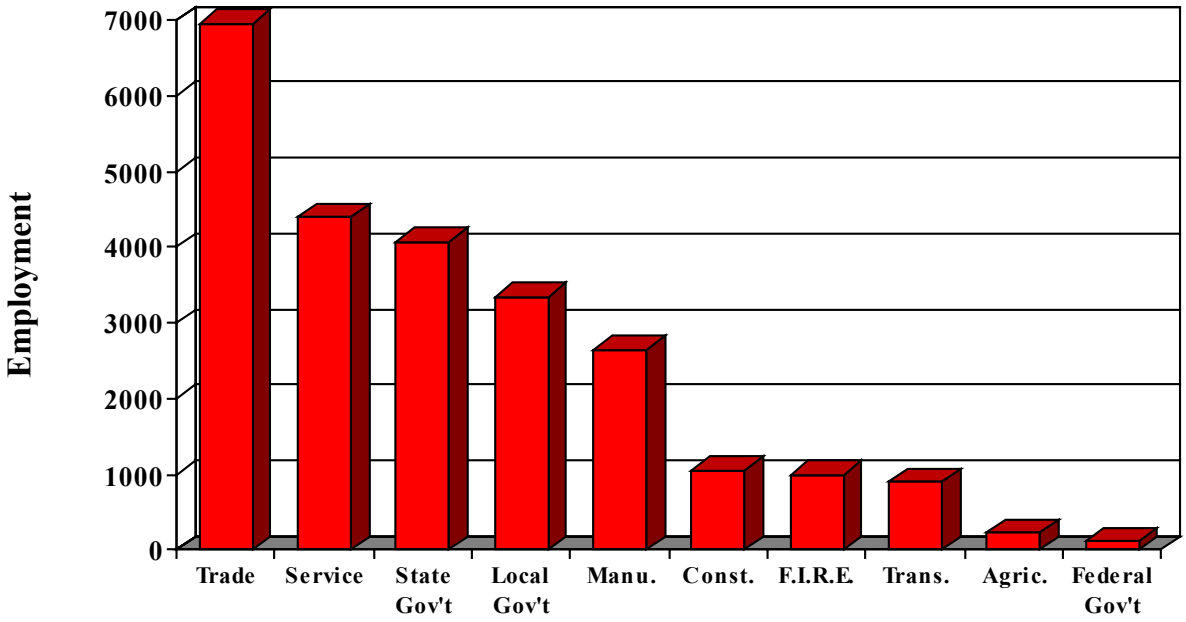


Note: F.I.R.E. represents the finance, insurance, and real estate sectors.

Hays County Economy

The 1994 average Hays County civilian labor force was 40,539 persons with an average unemployment rate of 3.4%. A county's civilian labor force is defined as the number of persons that live in a county and are eligible to work. Many Hays County residents live in the county but work in other counties. The average number of people employed in Hays County during 1994 was 24,717. Figure 2-10 presents employment by sector in Hays County.

Figure 2-10
Employment by Sector
Hays County
January 1995



Note: F.I.R.E. represents the finance, insurance, and real estate sectors.

San Marcos Economy

Major Employers

San Marcos is located at the southeastern edge of Hays County and enjoys a strong and stable economic base built around education and government. The city's economy is diversifying and gaining strength in the tourism, retail, manufacturing, and health services sectors. The average 1994 San Marcos civilian labor force was 17,216 persons with an unemployment rate of 5.0%. San Marcos accounts for 42% of the civilian labor force in Hays County. The following list, developed by the Greater San Marcos Economic Development Council, presents the major employers in San Marcos. The Major Employers map is presented on the following page.

MAJOR EMPLOYERS IN SAN MARCOS
JANUARY 1995

NAME	TYPE	NO. OF EMPLOYEES
Southwest Texas State University	State university	2,465
San Marcos Consolidated Independent School District (C.I.S.D.)	Public school system	900
San Marcos Factory Shops	Designer outlet mall	750
Texas Educational Foundation	Job Corps vocational training	742
Tanger Factory Outlet Center	Designer outlet mall	600
Hays County	County government	560
Central Texas Medical Center	Hospital and Wellness Center	505
City of San Marcos	City government	408
Marshal Gas Controls	Gas BarBQ regulators	292
H.E.B. Food Store	Retail grocer store	275
Aquarena Springs Resort	Entertainment park/inn	250-600 (seasonal)

Southwest Texas State University

Southwest Texas State University (SWT), with its 333 acre campus has a current enrollment of approximately 21,000. It is the seventh largest university in the state and the largest employer in San Marcos. SWT has expanded its educational offerings to include more than 130 undergraduate degrees and 42 master's degree programs. SWT directly employs 2,465 people. In 1990, a study determined the economic impact of SWT on the local economy which showed that the university accounted for a large share of the city's business volume, residential rental income, and construction activity.

Tourism

Aquarena Springs, Wonder World, historic districts, and outdoor water recreation are the main attractions of the city's growing tourism industry that annually attracts more than 2.7 million visitors. These attractions employ over 550 people during the peak season and generate over $50 million annually. Over 700 hotel/motel rooms are available in San Marcos of which the majority were built during the last 10 years. The downtown area also contributes to the growing tourism industry through its promotion of "San Marcos - A Texas Natural".

The development of two factory outlet retail centers in the city has had a strong impact on the tourism industry in San Marcos. The San Marcos Factory Shops and the Tanger Factory Outlet Center have a combined total of over 150 outlet stores covering over 600,000 square feet. The centers employ a total of 1,350 persons, and annually attract over 3.7 million shoppers to their facilities. Since the vast majority of customers come from outside San Marcos, these facilities are similar to tourist attractions in terms of their economic impact.

Manufacturing

Manufacturers in San Marcos process, install, and/or distribute products as diverse as aircraft components, metal computer housings, batteries for electric cars, and photographic equipment. The manufacturing sector accounts for 12% of the total jobs in the San Marcos area. Of the 38 manufacturers in San Marcos, the top 10 are listed below.

MAJOR MANUFACTURERS IN SAN MARCOS

JANUARY 1995

NAME	TYPE	NO. OF EMPLOYEES
Marshall Gas Controls	Gas BarBQ regulators	292
Thermon Manufacturing	Conduction/Insulation	260
H.E.B. Distribution Center	Merchandise distribution	250
Rohr San Marcos	Aircraft assembly/engines	150
TRICO Industries	Oil exploration/drilling equipment	150
Wide-Lite Corp.	Lighting Fixtures	150
CFan	Aircraft assembly/engines	127
Butler Manufacturing	Prefab steel buildings	115
Electrosource	Electric vehicle batteries	97
Gulf Business Forms	Business forms	75

Cost of Living

San Marcos participates in a quarterly cost of living survey known as ACCRA which compares items from housing to groceries in over 300 cities nationwide. The first quarter 1995 report gave San Marcos an ACCRA index of 98.2, signifying an overall cost of living nearly 2% below the national average of 100.0. The following chart presents the ACCRA cost of living index breakdown for San Marcos.

Categories	**San Marcos Index**	**Above/Below National Average Index**
Composite Index	98.2	-1.8%
Grocery Items	94.6	-5.4%
Housing	100.6	+.6%
Utilities	82.0	-18.0%
Transportation	103.8	+3.8%
Health Care	106.3	+6.3%
Miscellaneous Goods and Services	98.7	-.3%

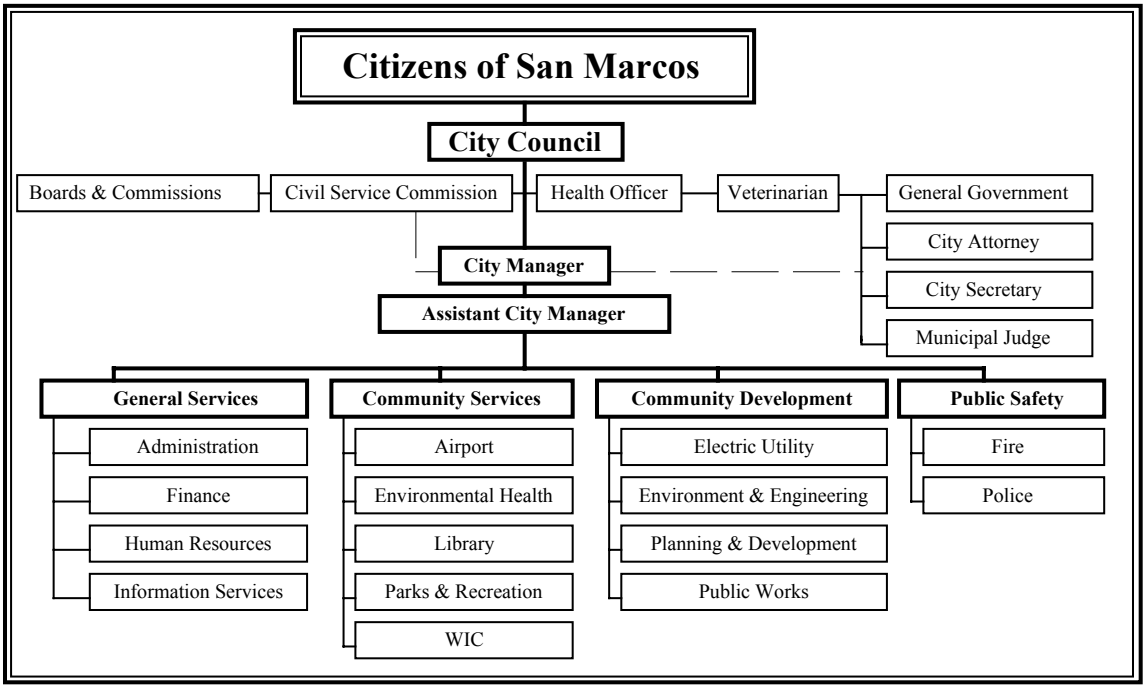
COMMUNITY FACILITIES

City of San Marcos Facilities

Municipal Government

San Marcos is a home rule city and operates under a city charter. The city has a council/manager form of government. The council sets policies and the city manager is the chief administrative officer of the city. The six council members and the mayor are all elected at-large. The term of office is three years for the council members, and two years for the mayor. At least two council seats are on the general ballot annually.

The City of San Marcos currently has 408 employees. The city has 17 departments divided into five general categories. The categories are General Government, General Services, Community Services, Community Development, and Public Safety. The chart below presents the organization of the city government.



The City of San Marcos owns various facilities including the City Hall complex, police headquarters, three fire stations, a public library, the San Marcos Municipal Airport, a wastewater treatment plant, the Women, Infants and Children program building, the animal shelter, and the San Marcos Electric Utility. The City of San Marcos Public Facilities map is presented on the following page.

Police Department

In April 1992, the San Marcos Police Department moved into a newly remodeled 42,000 square foot facility located at 2300 S. IH-35. The building houses the Records and Communications, Administration, Criminal Investigations, Patrol, Narcotics Task Force, and Training Divisions. The new facility also features a state of the art firing range, a 125,000 square foot driving track and a emergency operations center. The facility also serves as a regional training center for other agencies. It is anticipated that this facility will serve the needs of the Police Department well into the future.

The department has 65 commissioned officers divided into three divisions; nine in the Criminal Investigations Division, eight in the Administration Division, and 48 patrol officers. The department also has 21 civilian employees. The department maintains an average response time of two to five minutes. With a 1995 population estimate of 37,011, San Marcos currently has 1.2 officers per 1,000 city residents.

The City of San Marcos provides patrol service to all areas within the city limits. Areas outside the city are patrolled by the county sheriff's office. The University Police Department patrols the Southwest Texas State University campus.

Fire Department

The fire department operates three stations in the city. These are the Central Station at Hutchinson and Guadalupe Street, the Holland Street station at Holland Street and Academy, and the Broadway station at Broadway and Parkdale. These stations contain three class A pumper trucks, one 65 foot aerial ladder truck, one brush truck, and one rescue unit. All areas in San Marcos are located within a 1.5 mile radius of these stations except for the extreme northeastern and southwestern sections of the city. There are currently 32 active firefighters and 20 reserve firefighters in the department.

The State Board of Insurance, an agency that analyzes the capabilities of fire departments, has assigned a very favorable Key Rate of $.19 to the City of San Marcos. In addition, the city's success in minimizing fire damage has prompted the insurance industry to grant a blanket discount of 20% for commercial insurance. This combines to give San Marcos one of the lowest fire insurance rates in the state. The Fire Marshall reviews all development proposals to ensure compliance with the Standard Fire Code and enforces the city's fire prevention ordinances.

The City of San Marcos provides fire protection to all areas within the city limits. Responses to fires outside the city limits are handled by several volunteer fire departments surrounding San Marcos.

Emergency Medical Services (EMS)

San Marcos/Hays County EMS, which operates by contract with the City of San Marcos and Hays County, provides emergency and medical transportation in San Marcos and outlying areas in the southern and eastern portions of Hays County, including the City of Kyle. The headquarters facility is located at 1305 N. IH-35.

Public Library

The present San Marcos Public Library opened on January 9, 1994. The 27,000 square foot facility is located at 625 E. Hopkins Street, across from City Hall. The library contains 86,518 volumes with an annual circulation of 376,472. The one story building includes a spacious children's area, a quiet study room, a microcomputer lab, and an adult learning center. It also has a large meeting room and a small conference room that are available for public use without charge. It is anticipated that the new library will serve the needs of San Marcos for the next 15 years. The facility was designed to accommodate a future expansion capable of doubling the size.

The library has recently achieved several of its long range goals. These goals include having an adequate level of staff to provide seven day per week service with extensive evening hours, moving into a modern facility of sufficient size for future growth, automating basic library functions, and developing first class adult education programs. The automation process has involved circulation, cataloguing, and acquisition functions, and converting the card catalogue into an on-line data base to which the public has access, via computer modem.

Municipal Airport

The San Marcos Municipal Airport is the largest and most active general aviation airport in the region, covering 1,356 acres on SH 21 in northeast San Marcos The airport is classified by the Federal Aviation Administration (FAA) as a reliever airport in the national airport system. It provides users an alternate to the congestion at Robert Mueller Airport in Austin and at San Antonio International Airport. The airport property is larger in land area than Austin's Robert Mueller Airport. The airport contains five corporate aircraft and maintenance hangars, T-hangar spaces for 28 airplanes, a carport-style shelter with a 14-plane capacity, a large aircraft parking apron, and a terminal building. The terminal building contains a lobby, pilot's lounge, meeting

rooms, rest rooms, and office space. The airport is fully capable of handling everything up to and including the smaller (B-737/MD-80) commercial airliners efficiently and safely.

The San Marcos Municipal Airport has four runways that range between 5,500 to 6,300 feet in length. Two of the runways and the taxiway are lighted for night use. The major runway is equipped with an instrument landing system (ILS) which allows properly equipped aircraft to make safer landing approaches in poor weather conditions. The fixed base operator (FBO) located in the terminal building is responsible for monitoring the unicom radio frequency upon which traffic and service advisories are provided to pilots of aircraft operating in the vicinity of the airport.

The airport provides a base for over 100 aircraft and the home to various businesses that provide services primarily to general and corporate aviation. These include Berry Aviation, Canelas International Aviation, Gafford Aero, Southwest Texas Aviation, McKee Avionics and Aviation, the McCoy Corporation's flight operations. In addition, the Confederate Air Force maintains the Cen-Tex wing and a small aviation museum at the airport.

In 1992, the airport master plan was completed. The master plan forecasts growth in airport activity and the needs for future facilities and services. The forecasted increase in airport activity is based on the existing abundance of runways, available land area, San Marcos's strategic location and the FAA "reliever" designation of the airport,

The forecasted growth of aviation activity may stimulate secondary development both within the airport boundaries and in adjacent areas. Land use compatibility is a major concern because of the inherent noise and safety considerations. A considerable amount of existing open space between the airport and the Blanco River serves as a buffer from the most urbanized portions of San Marcos. Much of the surrounding area is rural or very low density, including the Quail

Creek Country Club and some small, scattered single family subdivisions on the northwest side of SH 21. However, adjacent to the airport is the intensely developed Gary Job Corps on the south, and the unincorporated community of Reedville on the southwest.

Park System

The Parks and Recreation Department currently maintains 20 parks (160.83 acres) throughout the City of San Marcos. San Marcos has a total of 4.35 acres of park land per 1,000 city residents. Facilities in these parks include recreation centers, jogging trails, playscape equipment, baseball and softball fields, a swimming pool, basketball courts, tennis courts, and picnic areas.

Regional Parks

San Marcos has four regional parks. These parks include Gary Park Sports Complex, Memorial Park, Ramon Lucio Park, and Rio Vista Park. These parks are over 10 acres in size each and generally provide facilities that are utilized by people within a 20 mile radius of San Marcos. The 88.20 acres of regional park land represent 60% of the city's total park land. The parks feature lighted fields, a swimming pool, river access, and tennis courts.

Community Parks

San Marcos has nine community parks. These include Bicentennial, Children's, City, Dunbar, Fish Hatchery, Lowman Field, River Ridge, San Marcos Wildlife Habitat, and Veramendi parks. These parks are under 10 acres in size and provide facilities for the entire community. The 46.72 acres of community park land represent 32% of the city's total park land.

Neighborhood Parks

San Marcos has seven neighborhood parks. These include Hills of Hays, Castle Forest (undeveloped), H.E.B., Sendera, Swift, Veterans, and Victory Gardens parks. These parks are all under five acres in size and provide facilities for specific residential neighborhoods. The 11.73

acres of neighborhood park land represent 8% of the city's total park land. An area of concern is the availability of neighborhood parks. Only 33% percent of the city's residents are within 1/4 mile of a neighborhood park. In addition, only 54% of the neighborhood parks are developed.

University Parks

Sewell Park is owned and maintained by Southwest Texas State University (SWT). The park was developed to provide facilities for students and faculty of the university. In addition, SWT owns Aquarena Springs golf course, a 9-hole facility.

Private Recreation

Quail Creek Country Club is an 18-hole semi-private golf course located on State Highway 21 near the San Marcos Municipal Airport.

Parkland Dedication

The San Marcos Subdivision Ordinance requires the dedication of parkland for large new subdivisions. The regulation requires that 5% of the land in subdivisions larger than 20 acres be dedicated to the public for park use. The city is responsible for constructing recreational improvements to the park site.

The following is a list of all city owned parks, their size, and each park's amenities.

CITY OF SAN MARCOS PARKS SYSTEM

NAME	SIZE	AMENITIES
Bicentennial Park	2.94 acres	picnic tables, jogging trail, river access
Castle Forest Park	2.57 acres	undeveloped
Children's Park	5.77 acres	restrooms, picnic tables, playscape, jogging trail
City Park	7.75 acres	recreation hall, restrooms, picnic tables, football/soccer, basketball, playground, river access, Inner-tube rental
Dunbar Park	7.3 acres	recreation hall, picnic tables, basketball, playground, multi-purpose field
Fish Hatchery	3.4 acres	community building, xeriscape, river-walk
Gary Park Sports Complex	40 acres	restrooms, concessions, softball, football/soccer
H.E.B. Park	1.0 acre	picnic tables, playground,
Hills of Hays Park	2.91 acres	undeveloped
Lowman Field	7.3 acres	radio-control model aircraft runway (not dedicated parkland)
Memorial Park	12.56 acres	San Marcos Public Library and future activity center
Ramon Lucio Park	22.1 acres	pavillion, picnic tables, baseball fields, jogging trails
Rio Vista Park	13.54 acres	pavilions, municipal swimming pool, restrooms, picnic tables, tennis, basketball, volleyball, playground, jogging trail, river access
River Ridge Park	7.4 acres	clock tower, tennis, basketball, jogging trail
Wildlife Habitat #1	8.8 acres	picnic tables, jogging trails
Wildlife Habitat #2	2.38 acres	picnic tables, jogging trails, restrooms
Sendera Park	3.5 acres	picnic tables, basketball, playground
Swift Memorial Park	.25 acre	basketball, playground
Veramendi Plaza	1.24 acres	Cock House museum, gazebo, memorial grove, gardens, picnic tables, river-walk
Veterans Park	1.25 acres	picnic tables, basketball, playground
Victory Garden Park	.25 acre	basketball

Activity Center (Planned)

In 1994, a $5.3 million bond proposition was passed to construct a new 50,000 square foot Activity Center. The new facility will be located adjacent to the public library on Hopkins Street. It is scheduled to be completed in the fall of 1996 and will house numerous facilities and programs. Included in the center will be a double gymnasium, a six-lane swimming pool, three rooms for various activities, a large meeting room, and an indoor walking trail.

Women, Infants and Children Program

The City of San Marcos administers the state and federally funded Women, Infants and Children (WIC) Program for a nine county area that includes Hays, Caldwell, Bastrop, Comal, Guadalupe, Kerr, Kendall, Gillespie, and Bandera Counties. The WIC Program provides services to over 9,500 participants on a monthly basis with program participation continually growing.

The primary goal for the federally funded WIC supplemental food program is to improve the chances for a healthy life for families at nutritional risk. Pregnant women and children up to five years of age are eligible for WIC Program benefits. The WIC program provides a health and nutritional assessment, supplemental foods, nutrition, and immunizations to program participants as well as referrals into the health care system.

Water System

The City of San Marcos' water source is the Edwards Aquifer that produces some of the purest water found anywhere in the nation. San Marcos pumps water from six wells and adds fluoride and chlorine to disinfect the raw water, but no other water treatment is performed. The City of San Marcos water system has approximately 6,000 metered connections. In 1994, San Marcos pumped a total of 2.131 billion gallons of water from the aquifer. Average daily water use in

1994 was 5.5 million gallons per day (MGD), with a maximum peak of 9.9 MGD, and a minimum daily use of 3.8 MGD.

The design capacity of the water system is 17.1 MGD. New infrastructure and continuous improvements to the existing system are a high priority to the City of San Marcos. To ensure adequate and diversified waster sources in the future, the City Council has purchased reservations for surface water from nearby Canyon Lake.

A preliminary engineering report on the proposed Surface Water Plant was completed in October 1994, which contained recommendations for use of the contracted 4.5 MGD of Canyon Lake. The study, conducted by HDR Engineering, has long range plans to expand the water supply to meet the projected needs of the community to the year 2045.

Wastewater System

The City of San Marcos operates one wastewater treatment plant which was constructed in 1970. The plant is located just east of River Road adjacent to the San Marcos River. A major plant expansion completed in 1986 increased the capacity to 6.25 million gallons per day (MGD). The plant uses the contact stabilization treatment process and consists of headworks facilities, mixing chamber, reaeration basins, clarifiers, chlorine contact facilities, gravity sludge thickener, aerobic digestion basins, sludge drying beds, and laboratory/office facilities. Treated effluent is discharged through a 24-inch outfall into the San Marcos River. The area immediately north of the plant is used for land application of sludge.

In 1994, the City of San Marcos treated and discharged into the San Marcos River a total of 1.4 billion gallons of treated water. The average daily return flow was 3.8 MGD, with a maximum peak of 7.4 MGD, and a minimum discharge of 2.8 MGD. San Marcos wastewater system has approximately 5,600 utility connections.

The San Marcos wastewater system consists of approximately 140 miles of sanitary sewers ranging in diameter from 4 to 36 inches. The system consists primarily of vitrified clay pipe; however, polyvinyl chloride, cast iron, and truss pipes have also been used. There are five major trunk lines that convey most of the flow from the city to the main lift station. All wastewater flow is pumped from the main lift station, located near the San Marcos River on the east side of IH-35, through two 20 inch force mains to the wastewater treatment plant. There are 41 smaller lift stations within the San Marcos wastewater collection system that serve small localized areas. The City's wastewater system includes septic and pretreatment, sludge injection and a 24-hour monitoring system.

A wastewater system master plan, conducted by Black and Veatch, was completed in 1994. The plan recommended $28.4 million in wastewater system improvements over the next five years. The improvements included upgrading the existing wastewater treatment plant capacity to 9 MGD, improvements to the liquid treatment facilities, improvements to the sludge dewatering and stabilization facilities, purchase of sludge disposal and composting equipment, and improvements to the collection system.

Electric Utility System

The San Marcos Electric Utility is a municipally owned utility that maintains and constructs the electric distribution system within its 15 square mile jurisdiction. The system serves 13,000 residential, commercial and industrial customers. The system contains 309 miles of primary distribution lines served by four substations, with an annual peak load of 72.9 Megawatts, and operates with a 68.1% load factor. The San Marcos Electric Utility has carried a 99.99% reliability since 1983.

The system was purchased by the City of San Marcos from the Lower Colorado River Authority in 1986, with the City of San Marcos taking over the operation in 1991. The system's total distribution capacity is 120 Megawatts.

The San Marcos Electric Utility rates are among the lowest in the state of Texas. The city's residential rate, $0.058 KWH, is 30% lower than the average residential rates in the state. It is also considerably lower than rates charged in surrounding cities, by local cooperatives and investor-owned utilities. Industrial rates provided by surrounding utilities average 30% to 66% higher than those in San Marcos.

Solid Waste Collection

The City of San Marcos currently contracts with Browning-Ferris Industries (BFI) to provide residential garbage collection. The solid waste is hauled to the City of Creedmore landfill located southeast of Austin. BFI also operates the city's recycling program which provides curbside pick-up. Commercial and industrial facilities are required to contract for solid waste collection and may choose from a number of independent providers.

Storm Drainage

The San Marcos Drainage Master Plan was completed in 1994. The plan developed criteria for drainage infrastructure to provide a standard level of service throughout the community. The plan also analyzed the existing drainage system and established a list of priorities for improvements to the system. The recommended improvements exceed $25.2 million. The improvements are organized into two major categories: 1) improvements to install or upgrade storm sewer systems to address area flooding such as widespread inundation of streets and surrounding properties, and 2) improvements to install or upgrade roadway culverts to reduce excess stormwater flows across streets. Lastly, the plan examined various funding mechanisms that would enable the city to complete construction of the priority projects.

Other Area Utility Facilities

Water Systems

The City of San Marcos provides water service to customers inside and in some areas outside the city limits. Water is provided to additional areas outside the city limits by five privately owned and operated water systems. These water providers include the Crystal Clear Water Supply Corporation (WSC), Elim WSC, Maxwell WSC, County Line WSC, and the Martindale WSC. All of these systems draw water from the Edwards Aquifer.

Electric Utility Systems

The San Marcos Electric Utility (SMEU) provides electric service to customers inside and outside the city limits. Electric service is provided outside the SMEU served area by two privately owned and operated electric cooperatives. These electric utility providers include Pedernales Electric Cooperative and Bluebonnet Electric Cooperative.

Natural Gas

Entex, Inc., is the major supplier of natural gas for San Marcos. Its distribution system ranges from 8 to 4 inches and down to 1/2" intermediate pressure lines, and has an average heat content of 1,025 BTU/CF. Entex, Inc. has approximately 4,400 utility connections.

Telephone

Century Telephone of San Marcos, Inc. (CTSM), formally San Marcos Telephone Company, is a subsidiary of Century Telephone Enterprises Inc. CTSM is the 16th largest local exchange telephone company and the 17th largest cellular operator in the U.S. CTSM serves approximately 25,000 access lines in a 172 square mile area.

The company's state-of-the-art equipment includes a 50,000 line capacity, northern telecom digital switch (DMS 100) with dual processor redundancy, six digital remote line switches, 100% single party service, and 100% of optical fiber trunking.

The reliability of CTSM's telecommunications service is considered among the best in the nation. The quality of service and the company's focus on customer service have resulted in its receiving one of the highest levels of customer satisfaction in Texas. Fewer than 1.5% of its customers report any type of service problems. More than 99.2% of all out-of-service reports are cleared within eight working hours.

Century Telecommunications (CTI) uses two 100% digital switches for full redundancy, and a 100% digital fiber optic network to provide a full range of long distance services to San Marcos and Central Texas customers.

CTI's Operator Services Division serves the hospitality, health care, higher education, and the public and independent pay telephone markets.

Cable Television

TCI Cablevision of Texas (TCI) offers cable television service to the San Marcos area. TCI contains 300 miles of cable and its service area includes all of San Marcos, Reedville, the Hunter Road area, and Martindale. TCI offers more than 40 channels to its 11,000 customers in San Marcos.

Education Facilities

San Marcos Consolidated Independent School District (SMCISD)

SMCISD serves over 6,500 students in pre kindergarten to grade 12 on nine campuses and two alternative education centers. The campuses consist of one pre-kindergarten school, four elementary schools, one new intermediate school (fifth and sixth grade), one seventh grade school, one eighth grade school, and one high school. All district schools are fully accredited by the Texas Education Agency. The district owns more than 200 acres of land and 649,403 square footage of buildings. The district covers over 200 square miles in Hays, Guadalupe, and Caldwell counties.

The SMCISD budget is more than $33.7 million. Average expenditure per student is $3,866. The student/teacher ratio is 17/1 elementary and 15/1 secondary. The student population is 61% Hispanic, 34% White, 4% Black, and 1% other.

The average test scores of college-bound students exceed the state and national averages on the SAT, ACT, and TAAS. Advanced placement, gifted and talented, special education, and "tech prep" are among the many programs available to students.

Other Public School Systems

Public school districts surrounding SMCISD include Hays Consolidated ISD, Lockhart ISD, Navarro ISD, Comal ISD, Seguin ISD, and Wimberly ISD.

Private Schools

There are several private schools in the San Marcos area. San Marcos Baptist Academy, founded in 1907, is a non-profit coed institution for boys in grades 6-12 and girls in grades 8-12. It is one of Texas' largest boarding schools with an enrollment of 208 boarding students and 101 day students from eight foreign countries and around the U.S.. The curriculum emphasizes college

admissions, but also accommodates students who are not college bound. The school is fully accredited by the TEA, the SACS and the Independent Schools Association of the Southwest.

Hill Country Christian School (HCCS) is a church family-oriented educational program. HCCS educates students using the Accelerated Christian Education curriculum and serves approximately 125 students in grades K-12.

Wonderland School is an educational alternative operating in San Marcos since 1965. Serving 205 children from 6 weeks old to 6th grade, it offers instruction using a multisensory teaching approach based on phonetics.

Master's School of San Marcos has 21 students in grades 1-5.

San Marcos Adventist Junior Academy has 35 students in grades K-10.

Gary Job Corp Center

Gary Job Corps Center (GJCC) is a federally funded academic and vocational training center. The center is operated by the Texas Educational Foundation for the income-eligible 16-24 year old men and women. GJCC offers job training in 26 trades, basic education courses, a GED program and driver's education. The institution consists of an 800-acre campus, located just outside the city limits on a portion of the old Camp Gary army airfield. The center is adjacent to the San Marcos Municipal Airport. While the large majority of the 2,200 coed students live in dormitories on-campus, a small percentage are enrolled as non-resident day-students from the Austin/San Marcos area. Approximately 75% of the Gary Job Corps students are from Texas, with the remainder being from Louisiana, Arkansas, Oklahoma, and New Mexico.

Southwest Texas State University (SWT)

SWT is a state-supported public university that offers 130 undergraduate and 42 graduate programs. It is Texas' seventh largest university with approximately 21,000 students, and a faculty and staff workforce of approximately 2,500. Many of the educational, recreational, and cultural programs and facilities are available to the general public, thereby providing opportunities that normally exist only in communities much larger than San Marcos. Art, music, dance, and theater programs, along with NCAA Division I-AA athletics, add to the cultural enhancement of San Marcos. The 333 acre campus dominates the city's skyline.

Austin Community College (ACC)

In response to the rapid technological advances in industry, ACC has developed programs that assist the business community and governmental agencies in meeting employee training needs. ACC offers a two-year program in manufacturing technology specifically designed to upgrade skills of manufacturing workers and to train people for careers in that field.

ACC's Center for Career and Business Development bring college and community resources together to offer a comprehensive range of training programs and educational services for employers. The center works with the Texas Department of Commerce to develop and conduct specialized programs of industrial start-up training that are short-term, industry-specific skill and task-oriented. The center also works with manufacturing and high-tech firms to assess their training needs and to design basic and advanced level training programs for a wide variety of skills. More than 20 business and industry-related night classes are offered at ACC's new San Marcos branch center, located at San Marcos High School.

Health Care Facilities

Central Texas Medical Center

The Central Texas Medical Center (CTMC), located at 1301 Wonder World Drive, is an acute-care hospital offering services in over 30 departments including Cardiopulmonary, Emergency, ICU-CCU, Laboratory, Maternity Services, Outpatient Surgery, Pediatrics, Physical Therapy, Medical Imaging, and Social Services. CTMC is operated by the Adventist Health Systems Sunbelt. In 1995, CTMC formed a health care alliance with Seton Hospital in Austin. The Hospital, formally the Hays County Memorial Hospital, was originally licensed for 40 beds. In 1981, Hays County Memorial was rebuilt at its present location. The present 96,000 square foot facility has 109 beds. CTMC has an annual payroll in excess of $8 million with approximately 505 employees and 130 physicians on staff.

The newest addition to CTMC is the Central Texas Wellness Center. The center contains orthopedics, sports medicine, classes in wellness management, nutrition, and aerobics, physical therapy services, and a fitness center with pool facilities.

In addition to San Marcos, CTMC provides health care services to the rural and small-town populations of a multi-county region including Hays, Caldwell, and portions of Comal and Guadalupe counties. In response to the increasing demands of the expanded service area, CTMC is involved in a five-year expansion plan involving remodeling existing facilities, construction of new parking lots, enlarging emergency services, and the future construction of a four-story 105,000 square-foot out-patient/day surgery center adjoining the main hospital building.

Heath Facilities

The San Marcos Treatment Center is a fully accredited Brown Schools Psychiatric facility located on 62 acres in San Marcos. The center provides therapeutic inpatient programs for children, adolescents, and young adults.

The Scheib Opportunity Center and Sheltered Workshop provide local adult mental health and retardation services as an outreach program for the Austin State School and the Austin State Hospital.

The Tangram Rehabilitation Network, Inc. treats adults with traumatic brain injuries. With six facilities for progressively independent living, clients learn independent skills, hold jobs, and have responsibilities in a non-institutional family-like environment.

SAN MARCOS TODAY - IMPLICATIONS FOR PLANNING

During the San Marcos Horizons visioning process, the Citizens Advisory Committee developed a list of reasons why San Marcos is a unique place and a list of issues that threaten San Marcos. Following are the results of their work.

San Marcos is a unique place because of its "great natural beauty and the rare environmental setting of the community."

Reasons listed were:
- The San Marcos Springs;
- The San Marcos River;
- The Edwards Aquifer;
- At the front door of the Texas Hill Country;
- Unique natural features including hills, clear water, and an abundance of plant life;
- A beautiful part of Texas;
- Clean air and water - not polluted; and
- Lots of green space.

San Marcos is a unique place because of its "strategic location between Austin and San Antonio."

Reasons listed were:
- Close proximity to Austin and San Antonio;
- At the center of the Austin-San Antonio corridor;
- Advantageous geographical location;
- Close to, but distinct identity from two large cities;
- Convenient location to big town amenities (business, cultural, sports, educational, etc.);
- Between two growing cities;
- On major interstate connecting two major cities; and
- Central location for businesses serving the region.

San Marcos is a unique place because of its "small town atmosphere."

Reasons listed were:
- Strong community identity;
- Medium sized city with small town feeling;
- Home town feeling;
- Good size for a community;
- Quiet neighborhoods;

- Nice place to live;
- Community with a good quality of life;
- Small enough to walk places; and
- Doesn't have the problems (crime, pollution, etc.) of a bigger city.

San Marcos is a unique place because of "the people in the community."

Reasons listed were:
- Culturally diverse population;
- Good neighbors and friendly people;
- Cooperative spirit of the people;
- Involvement of the citizens;
- Informed, active citizenry;
- Lots of community participation; and
- Good people that care about a good community.

San Marcos is a unique place because of "the education opportunities available within the community."

Reasons listed were:
- The presence of Southwest Texas State University;
- Growing, state-supported institution;
- Good university - community relations;
- University is a major employer in the community;
- Public schools benefits from university's presence;
- Training opportunities at Gary Job Corp.;
- Good public and university libraries;
- Educational resources for businesses and industries; and
- Availability of a variety of secondary and post-secondary educational programs.

San Marcos is also a unique place for the following reasons:

- Mild climate compared to other parts of the country;
- History and heritage including the courthouse square, historic neighborhoods, and historic structures;
- Room to grow;
- Tourist attractions including Aquarena Springs, Wonder World, and the outlet malls;
- Availability of good shopping;
- Good police protection and safe neighborhoods;
- Forward thinking local government; and
- Good potential for economic growth/employment opportunities.

San Marcos is threatened by "traffic problems."

Issues listed were:
- Increasing traffic congestion;
- Inadequate street system;
- Lack of railroad overpasses;
- Lack of east/west thoroughfares;
- Need to widen streets;
- Increased freeway traffic;
- Railroad splitting city in half;
- Lack of adequate university parking;
- Parking problems downtown;
- Traffic problems around schools; and
- Expansion of highways impacting businesses.

San Marcos is threatened by "the deterioration of our natural environment."

Issues listed were:
- Depletion of the Edwards Aquifer;
- Growth over the Edwards Aquifer;
- Over-usage of rivers;
- Abuse of the natural environment/ecosystem;
- Depletion of water supply;
- Decreased water quality;
- Over development along the San Marcos River;
- Pollution from industries;
- Hazardous waste spills; and
- Environmental damage.

San Marcos is threatened by "the impacts of uncontrolled growth."

Issues listed were:
- Growth of Austin and San Antonio spilling over into San Marcos;
- Community getting too big;
- Loss of community identity/small town atmosphere;
- Growth outpacing infrastructure;
- Sprawling growth;
- Uncontrolled growth along IH-35;
- Being "swallowed up" by Austin's growth;
- Becoming a "bedroom community" of Austin;
- Huge increase in population; and
- Uncontrolled growth in county - outside of city control.

San Marcos is threatened by "problems of youth and education."

Issues listed were:
- High dropout rates and low achievement scores;
- Inadequate school funding;
- Lack of safe place to educate children;
- Mediocrity in our school system;
- Overcrowding of schools;
- Increasing school enrollment;
- Lack of parental involvement in education;
- Lack of educational opportunities for minorities;
- Failure to properly educate our young people;
- Lack of adequate youth facilities;
- Lack of planning in school locations; and
- Increase in gang and drug activity.

San Marcos is threatened by the "lack of economic opportunities."

Issues listed were:
- Lack of job opportunities;
- Lack of economic growth;
- Lack of employment opportunities for low income persons;
- Disparity in employment opportunities for various ethnic groups;
- Poverty in the community;
- Underdeveloped tourism potential;
- Lack of a skilled labor force; and
- Lack of resources dedicated to economic development.

San Marcos is threatened by "increases in crime."

Issues listed were:
- Increased gang and drug activity;
- Increased vandalism;
- Lack of security in neighborhoods and public places; and
- Police force too small to keep up with growing crime rate.

San Marcos is also threatened by such issues as:

- Low tax base;
- Lack of cooperation among major groups in the community;
- Neighborhood groups with self interests over community-wide interests;
- Chamber of Commerce focused only on growth;
- Polarization of ethnic groups;
- Environmental extremists;
- Emphasis on short-termed gain over long-term quality;

- Over reliance on sales tax for community's revenues;
- Lack of cooperation among units of government (local, state, and federal);
- Rental properties deteriorating our neighborhoods;
- University students with no "buy-in" as residents of city;
- Loss of history and origins of city;
- Deterioration of neighborhoods;
- Too many apartments;
- Encroachment of SWT into neighborhoods;
- Lack of adequate parkland;
- Small town mentality - not looking at regional picture;
- Lack of affordable housing;
- Lack of middle class housing;
- Lack of executive housing;
- Poor drainage;
- Junk on lots/uncut lots;
- City "red tape"/uncooperative local government;
- Wrong types of industries;
- Lack of industrial space;
- Inability to control events (NAFTA/"bullet train");
- Changes in the downtown district;
- Lack of variety in downtown businesses;
- Loss of attractive downtown;
- Flood hazards;
- Poor foundation conditions;
- Lack of quality in building projects;
- Public apathy;
- Special interest groups; and
- Resistance to change.

San Marcos Trends

Chapter 3

SAN MARCOS TRENDS
INTRODUCTION

In order to develop a plan for the growth and development of San Marcos, it is important to understand the trends that are affecting the future of the community. These trends influence the location, type, and rate of growth in the community. This section will describe:

- Population Trends
- Demographic Trends
- Economic Trends
- Construction Trends
- Utility Trends

The future of San Marcos is influenced not only by the events that occur locally, but also by the events that occur in more regional geographical areas. Therefore, local trends are discussed in the context of county, regional, state and national trends. These trends are outside forces that influence the growth of San Marcos. Since San Marcos is located between Austin and San Antonio, both metropolitan statistical areas (MSA) are included in the discussion.

SAN MARCOS TRENDS
HIGHLIGHTS

Population Trends

- The City of San Marcos is located in the rapidly growing Austin-San Marcos Metropolitan Statistical Area.
- The City of San Marcos population has almost tripled in the past 40 years rising from 9,980 in 1950 to 28,743 in 1990.
- Southwest Texas State University students comprise nearly one third of San Marcos' population.
- The City of San Marcos is projected to more than double in population by the year 2020, reaching a population of approximately 70,000.

Demographic Trends

- The large number of students at Southwest Texas State University gives San Marcos a large youthful component to its population. The median age in San Marcos is 22.7 years.
- The ethnicity of San Marcos is changing. Between 1980 and 1990, Anglos, the largest ethnic group, decreased 2% to comprise 57% of the population. Hispanics accounted for 37% of the population, up slightly from 1980.
- The average household size in San Marcos decreased from 2.8 in 1980 to 2.4 persons per household in 1990.
- Renter occupied units comprised 62% of the total housing units in 1990, up from 50% in 1980.
- In San Marcos, the median household income declined from $18,000 in 1979 to $14,800 in 1989. During the same period, poverty levels increased from 18% to 22%.

Economic Trends

- The unemployment rate in San Marcos is lower than in the state of Texas but higher than the Austin-San Marcos MSA. The San Marcos average unemployment rate in 1994 was 5.0%.
- Reported taxable sales have more than doubled over the past decade, reaching $651 million in 1993. The opening of the San Marcos Factory Shops and the Tanger Factory Outlet Center in the early 1990's accounted for a large portion of this increase.
- Employment in San Marcos is projected to remain strong throughout the remainder of the decade, as expanding retail, manufacturing, and tourism industries provide a solid base for continued economic growth.

Construction Trends

- Residential construction in San Marcos was robust during the early and mid 1980's. However, construction activity slowed during the late 1980's and early 1990's, mirroring the statewide economic recession.
- In 1993, residential construction activity began to rebound as the single family market fueled this upward trend. No multifamily or two-four family projects built between 1988 and 1994.
- Nonresidential construction in San Marcos has been active over the past decade. Nonresidential activity reached a all-time high of $19 million in 1993. Commercial and public projects were the main contributors to the activity.

Utility Trends

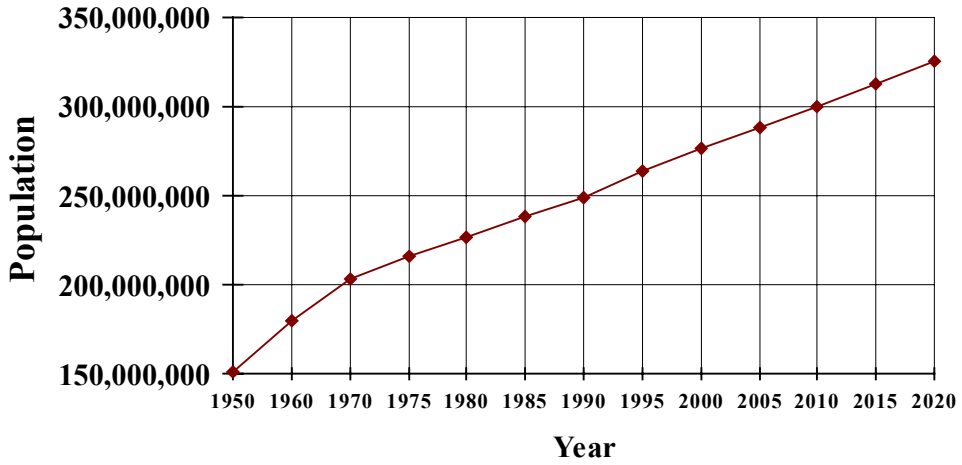
- The number of water, wastewater, electric, gas, and telephone connections have continually increased over the past decade. All connections reached all-time highs in 1994. Telephone connections represented the largest increase. The number of connections rose from 13,753 in 1981 to 25,076 in 1994, an 82% increase.

POPULATION TRENDS

United States Population Trends

Between 1950 and 1990, the United States (U.S.) population grew from 151,325,798 to 248,709,873. This represented an increase of 97,384,075 persons during the 40 year period, or an average annual growth rate of 1.2%. By 2020, the population of the U.S. is projected to reach 326,000,000, an increase of 77,000,000 persons from 1990. This represents an average annual growth rate of 0.9% over the 30 year time period.

Figure 3-1
United States Population
(1950 - 2020)

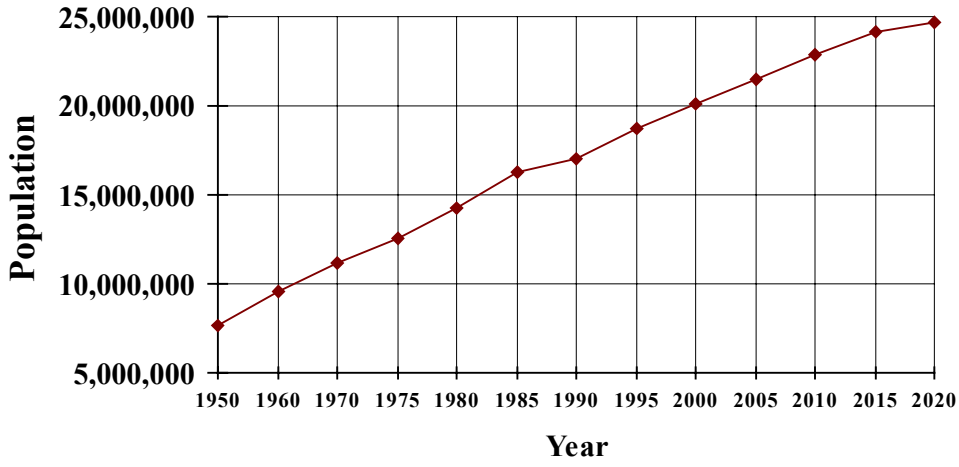


Sources: U.S. Bureau of the Census and Texas Comptroller of Public Accounts.

State of Texas Population Trends

The state of Texas has experienced rapid growth throughout much of its history. The population increased from 7,711,194 in 1950 to 16,986,335 in 1990. This represents an average annual growth rate of 2.0%. In 1995, Texas surpassed New York as the second most populous state. Although the crisis in the oil industry and resulting economic recession slowed Texas's growth during the late 1980's, the economy has since diversified, and the population is projected to reach 24,600,000 by the year 2020. This represents an annual increase of 1.2%. Although growth rates are lower than in the past, Texas is expected to outpace the nation in the foreseeable future.

Figure 3-2
State of Texas Population
(1950 - 2020)

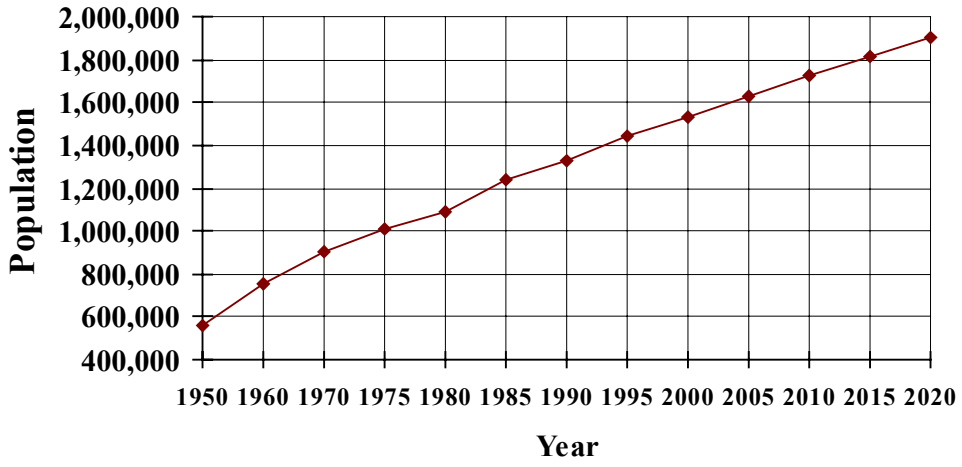


Sources: U.S. Bureau of the Census and Texas Comptroller of Public Accounts.

San Antonio MSA Population Trends

The San Antonio Metropolitan Statistical Area (MSA) grew from 556,881 to 1,324,749 between 1950 and 1990. This increase represented an average annual growth rate of 2.2%. High birth rates and migration to the area explain the additional 767,868 persons. This high growth rate is projected to stabilize, with an annual increase of 1.2% between 1990 and 2020. The MSA population in 2020 is projected to reach 1,900,000.

Figure 3-3
San Antonio MSA Population
(1950 - 2020)

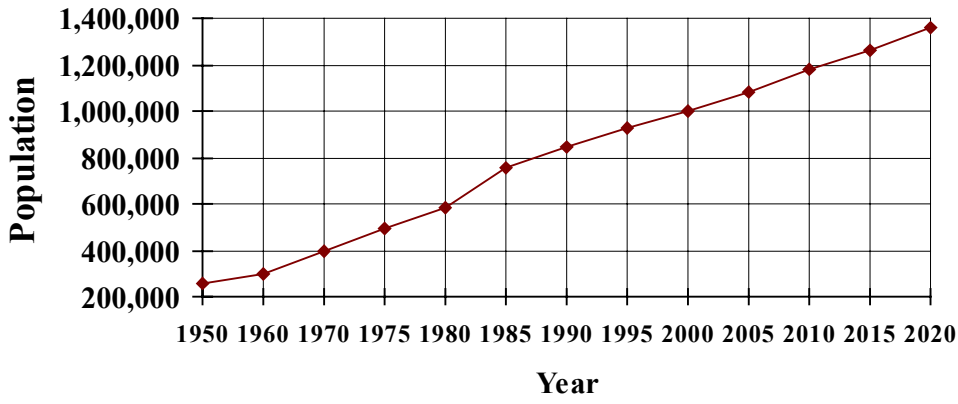


Sources: U.S. Bureau of the Census and Texas Comptroller of Public Accounts.

Austin-San Marcos MSA Population Trends

The Austin-San Marcos MSA, grew from a 1950 population of 256,645 to 846,227 in 1990. This annual average growth rate of 3.0% was one of the highest in the country. While this phenomenal rate of growth isn't expected to continue, the Austin-San Marcos MSA will continue to experience rapid population growth. By 2020, the Austin-San Marcos MSA is projected to reach 1,360,000, an increase of 60%, over 1990.

Figure 3-4
Austin-San Marcos MSA
Population
(1950 - 2020)

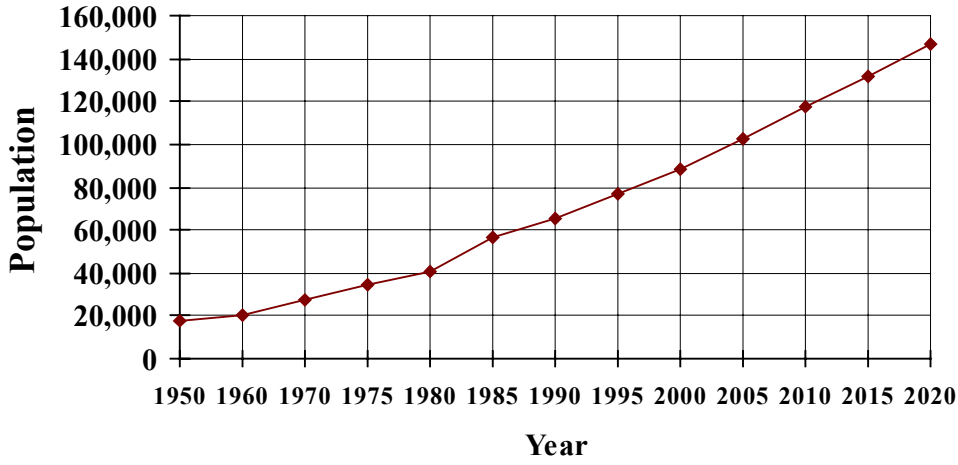


Sources: U.S. Bureau of the Census and Texas Comptroller of Public Accounts.

Hays County Population Trends

Hays County's population of 17,840 in 1950 grew to 65,614 by 1990, an increase of 268%. This increase represented an average annual growth rate of 3.3%, This large population increase is attributable to the strategic location between Austin and San Antonio and the large enrollment increases at Southwest Texas State University. The population of Hays County is projected to double by 2020, reaching 147,000, due to the increasing diversified economy, the effects of NAFTA, and the suburbanization of northern Hays County as Austin grows.

Figure 3-5
Hays County Population
(1950 - 2020)

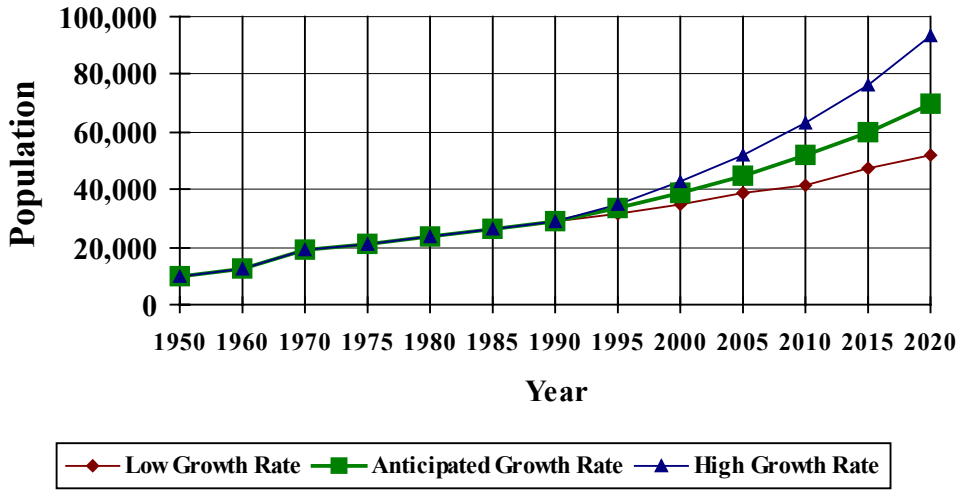


Sources: U.S. Bureau of the Census and Texas Comptroller of Public Accounts.

San Marcos Population Trends

The population of San Marcos has steadily increased from 9,980 in 1950 to 28,743 in 1990. This near tripling of the population in 40 years represents an annual average growth rate of 2.7%. The city's rapid growth is due mainly to the large increases in enrollment at Southwest Texas State University during the period. SWT student population has stabilized around 21,000 and little or no growth is expected in the size of the student body during the next decade. In the future, the city is expected to take advantage of its diversifying economy and strategic location between Austin and San Antonio for continued growth. San Marcos is projected to more than double in population by the year 2020, reaching a population of 70,000.

Figure 3-6
San Marcos Population
(1950 - 2020)

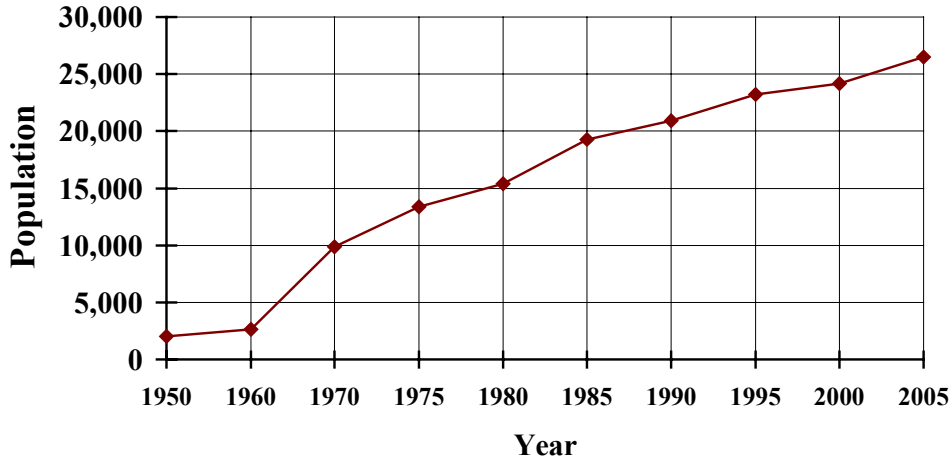


Source: City of San Marcos Planning and Development Services Department.

Southwest Texas Population Trends

Enrollment at Southwest Texas State University (SWT) increased at a slow, steady rate through the first half of the century. During the 1960's, enrollment levels increased dramatically. The number of students enrolled at the university increased from 2,013 in 1950 to 20,940 in 1990. This represents a phenomenal annual growth rate of 6%. SWT students comprise a significant proportion of San Marcos's population; 29%. The rate of enrollment is expected to slow as stricter admission standards are enforced. The anticipated enrollment at SWT in 2005 is 26,500. This represents a low annual growth rate of 1.6%.

Figure 3-7
Southwest Texas State University
Population (1950 - 2005)



Source: Texas Higher Education Board.

DEMOGRAPHIC TRENDS

Age Trends

The median age of Americans has been increasing in recent decades. As families are getting smaller, there are less children to offset the aging of the baby boomers. In addition, people are living longer today than in the past, as evidenced by the growing percentage of the population over the age of 65. Almost 13% of the population of the U.S. was 65 or over in 1990, up from 11% in 1980. As the baby boomers edge towards retirement, this percentage will continue to increase.

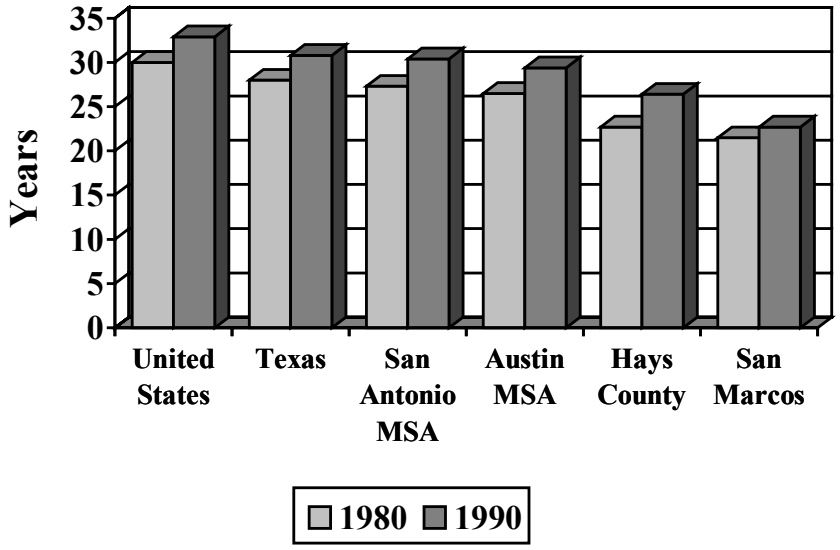
The median age of the United States was almost 33 years in 1990, up from 30 in 1980. In Texas, the median age grew from 28 years in 1980 to almost 31 years in 1990. The median age for the nation is higher than that of Texas because Texas has a greater share of minorities, who tend to have more children per family. Also, regions of the country growing rapidly in population, such as Texas, tend to be younger as economic opportunities attract young workers, who are often starting families.

The median age for the Austin-San Marcos MSA was 29.4 years in 1990. This reflects the predominance of many university students in the area as well as the growing economic opportunities associated with high tech manufacturing, which attracts many young professionals to the area.

Hays County, and San Marcos in particular, have very youthful populations due to the large number of SWT students. The 5 to 24 year age bracket comprised over half the San Marcos population in 1990. The median age of San Marcos increased from 21.5 to 22.7 between 1980 and 1990. The general aging of the Texas population as well as an increase

in the average age of SWT students accounts for this increase. The median age of Hays County increased more dramatically, from 22.7 to 26.4. Hays County has a higher median age than San Marcos because the youthful component of SWT students is partially offset be retirees attracted to the scenic Hill Country.

Figure 3-8
Population by Median Age
(1980-1990)



Source: U.S. Bureau of the Census.

Ethnicity Trends

San Marcos has experienced increased minority levels over the past decade, a trend which mirrors that of Texas and the nation as a whole. While Anglos continued to comprise the majority of the population in 1990, immigration to the U.S. by other ethnic groups as well as higher birth rates by minorities has led to greater percentages of minorities, especially in certain regions of the country.

Anglos comprised 75% of the population of the United States in 1990, down from 78% in 1980. While the actual number of Anglos increased from 1980 to 1990, their growth rate was slower than that of other ethnic groups.

African Americans are the largest minority group in the U.S., representing approximately 12% of the total population. Nationwide, the African American population has increased slightly over the last several decades. A higher birth rate among African Americans accounts for this slight increase.

Hispanics accounted for 9% of the U.S. population in 1990, an increase from 6% in 1980. Larger family sizes as well as continued immigration to the U.S. contributed to this increased population. Hispanics are primarily concentrated in Florida and the Southwest, including Texas.

The Other category has increased in percentages over the past decade. The Other category includes Native Americans, Pacific Islanders, and Asians. In most areas in the U.S., Asians comprise the majority of this category. Other ethnic groups increased from 2.4% of the population in 1980 to 3.6% in 1990. Native Americans are generally concentrated in the rural regions west of the Mississippi, while Asians are found in greatest numbers along the Pacific Coast, Hawaii, and in large metropolitan areas.

Anglos, although growing in overall numbers in Texas, are declining in proportion to the total state population. Although high rates of migration to Texas from other parts of the U.S. offsets a low birth rate, Anglos declined from 66% of the total population in 1980 to 61% in 1990, a trend which is expected to continue.

Texas has historically been closely associated with Mexico. The number of Hispanics living in the state has always been in greater proportions than in the overall U.S. Hispanics are the largest minority group in Texas, with one in four Texans claiming Hispanic ancestry in the 1990 census. In the 1980 census, only 21% of Texans indicated Hispanic heritage, showing a higher growth rate among this group than for the state as a whole.

The percentage of African Americans in Texas in recent decades has held fairly constant, between 11% and 12% of the total population. While the birth rate among African Americans remains above average, relatively few have moved to Texas from other parts of the country, keeping the growth rate even with that of the state as a whole.

The Other category is the fastest growing segment of Texas's population, although in 1990 it still accounted for only just over one in fifty people in the state. Very high birth and migration rates have caused these recent increases.

San Antonio has historically been a Hispanic dominated city. Its ties to colonial Spain and Mexico are evidenced by the numerous historical missions which can be found in the city. Throughout the latter half of the nineteenth century and the beginning of the twentieth, waves of Anglo immigrants reduced the proportion of Hispanics. However, this trend has been reversed in recent decades, and in the 1990 census, Hispanics were

once again the largest ethnic group in the metropolitan area, comprising over 47% of the population. Anglos dropped slightly from the 1980 census, down to 45%. The percentage of African Americans remained relatively constant at under 7%, while the Other ethnic group grew, but still accounted for only 1.5% of the total population.

The ethnicity breakdown in the Austin-San Marcos MSA resembles that of the state of Texas, with a slightly higher proportion of Anglos. Although only 90 miles north of San Antonio, the percentage of Hispanics is much lower, representing only 20% of the population in 1990. Anglos are by far the largest ethnic group in the metropolitan area, comprising about 68% of the total. African Americans comprised 9% of the population in 1990, which is a higher percentage than in San Antonio, but less than Texas or the U.S. As elsewhere, while the African American proportions remain relatively stable, Anglos are declining in percentages, and Hispanics and other ethnic groups are increasing their percentages. All major ethnic groups gained in overall population in Austin as the metropolitan area continues to grow rapidly.

Hays County, as one of the counties in the Austin-San Marcos MSA, shares many of the region's demographic characteristics. In 1990, over 68% of the county was Anglo, an increase from 66% in 1980. Hispanics, although increasing in population, decreased in percentage of the total population from 30% in 1980 to 28% in 1990. Increases in the Hispanic population were offset by the large number of Anglos which moved to Hays County during the decade. African Americans increased slightly, but still only accounted for 3% of the county's residents in 1990.

The city of San Marcos has a higher concentration of minorities than Hays County. The ethnicity breakdown of the city is intermediate to that of the Austin and San Antonio metropolitan areas. San Marcos has a greater percentage of Anglos than San Antonio,

and a lower percentage than Austin. The percentage of Hispanics is lower than in San Antonio and higher than in Austin. Anglos, the largest ethnic group, comprised 57% of the population in 1990, down slightly from 59% in 1980. Hispanics accounted for 37% of the population, up slightly from 1980. The African American population remained fairly constant at 5%. Other ethnic groups grew faster than the population as a whole, although they comprised less than 2% of the total population in 1990. Rates of growth among the various ethnic groups in San Marcos resemble that of Texas and the U.S.

Figure 3-9
Population by Ethnicity
(1980)

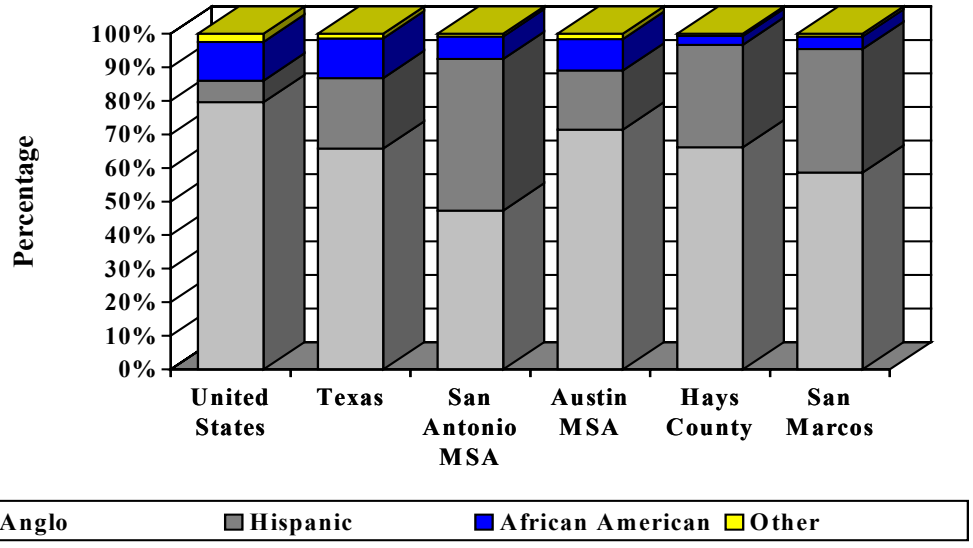
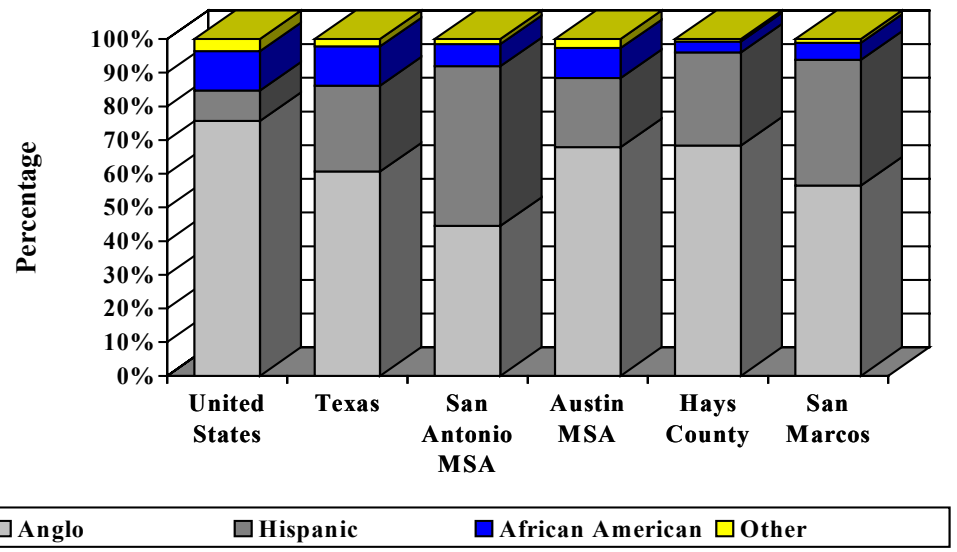


Figure 3-10
Population by Ethnicity
(1990)



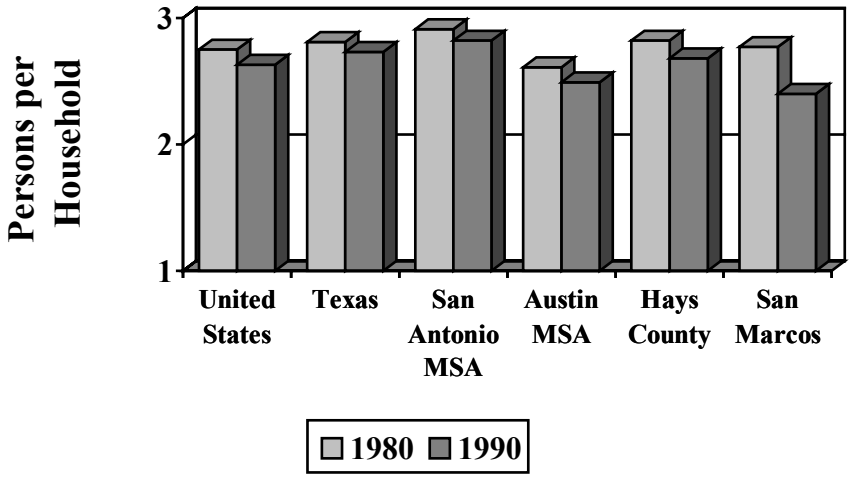
Source: U.S. Bureau of the Census.

Household Characteristics Trends

Average household sizes in America have been decreasing over the past few decades as families are becoming smaller. Another factor in the decrease of average household sizes is the tendency for people to marry at an older age than in the past. This means more single people are living by themselves which decreases household sizes. In the United States, the median household size decreased from 2.75 in 1980 to 2.6 in 1990.

The average household size in San Marcos decreased from 1980 to 1990. The average household size in 1990 was 2.4, down from 2.8 in 1980. This decrease was larger than experienced in most areas and testifies to the large influx of students to San Marcos. The households which experienced the largest increases in 1990 were the one and two person households. The number of one person households doubled between 1980 and 1990.

Figure 3-11
Population by Average Household Size
(1980-1990)



Source: U.S. Bureau of the Census.

Housing Trends

There were over 100,000,000 housing units in the U.S. in 1990, an increase of approximately 14,000,000 from the previous decade. Of those housing units, nearly 58% were owner-occupied units. This was down slightly down from 1980. Renter-occupied units accounted for 32% of the total housing units. Vacant units represented 10% of the total housing units in 1990, up slightly from 1980. A vacant unit is any dwelling not occupied at the time of the census, regardless of the circumstances. Vacant units can include vacation homes, newly built homes not yet moved into, and apartments in between tenants.

Texas underwent a dramatic boom-bust cycle during the 1980's, as a robust economy based on extractive industries crashed when oil prices dropped. During the boom, thousands of dwellings were built each year, especially apartments, leading to increased vacancy rates when the economy declined. Owner-occupied housing units fell from 58% of all units in 1980 to 53% in 1990. Renter-occupied units increased from 32% to 34%, while vacant units increased from 10% to 14% of the total housing stock.

Events in San Antonio mirrored those occurring in Texas, with owner-occupied housing units falling from 59% in 1980 to 53% in 1990. Although they deceased in percentage of the total housing units, they still increased by 45,000 units during the decade. Renter-occupied units increased from 33% to 37% of the total, and vacant units jumped from 7% to 11%.

The large number of university students in the Austin-San Marcos MSA contributed to a relatively low rate of owner-occupied housing units; 49% in 1980 and dropping to 44% in 1990. Renter occupied housing units comprised 41% of the total in 1980 and 45% by 1990. Vacant units increased from 10% to 12%.

The city of San Marcos had 10,923 housing units in 1990, a 53% increase from the 7,151 units in 1980. Renter occupied units comprised the majority of these units, increasing from 3,611 units in 1980 to 6,737 units in 1990. In 1990, renter occupied units comprised 62% of the total housing units, up from 50% in 1980. However, between 1980 and 1990, owner occupied housing units increased by only 96 units, despite an increase in the city's population of over 5,000 people. The percentage of owner occupied housing units fell from 42% of the total housing units in 1980 to 28% in 1990. The increase in vacant units from 1980 to 1990 was a result of the over-building of apartments during the early 1980's and the recession in the late 1980's.

Figure 3-12
Housing Units by Occupancy (1980)

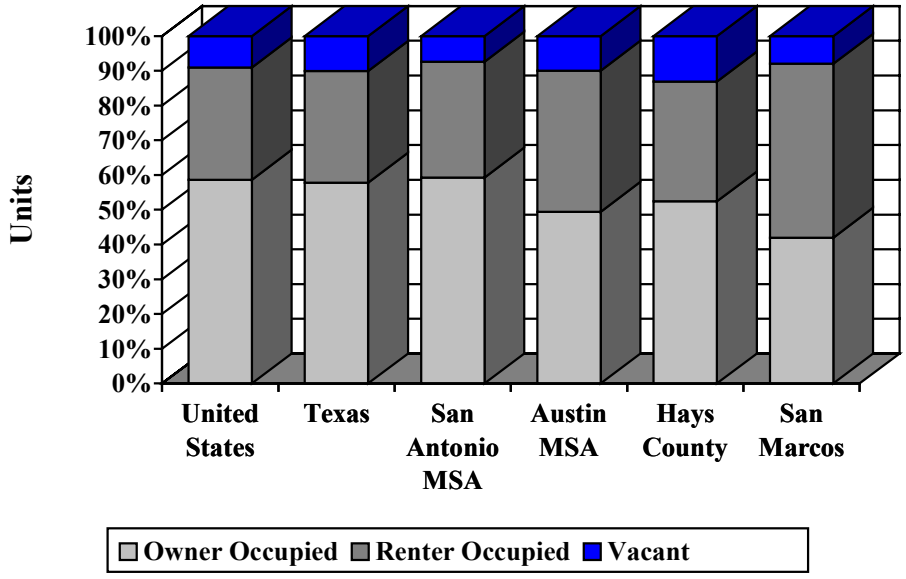
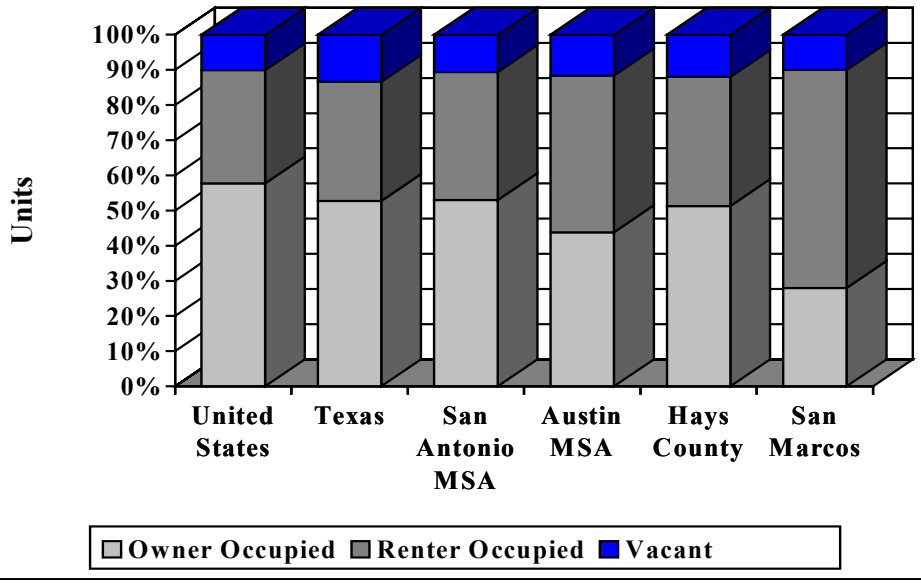


Figure 3-13
Housing Units by Occupancy (1990)



Source: U.S. Bureau of the Census.

Income Trends

Median household income is one of the most accurate portrayals of the economic status of Americans. Another statistic often used is the percentage of people or families whose income lies below the poverty level. The percentage of families whose annual income was below the poverty level increased from 1980 to 1990. The median household income for the U.S. in 1979 was $28,800. By 1989, this had increased to $30,000. Although there was a modest increase in median household income, there was also a greater percentage of families living below the poverty level. One in ten families in 1989 did not earn enough income to be considered above poverty status. The 1980 census recorded income data in 1979 dollars, while the 1990 census recorded income data in 1989 dollars. The 1979 numbers have been adjusted for inflation to 1989 levels for the purpose of comparison.

In Texas, the recession of the mid and late 1980's put a strain on many people's finances. Median household income actually declined from $28,500 in 1979 to $27,000 in 1989. Poverty levels increased between 1980 and 1990, as the percentage of families living below the poverty level rose from 11% to 14%.

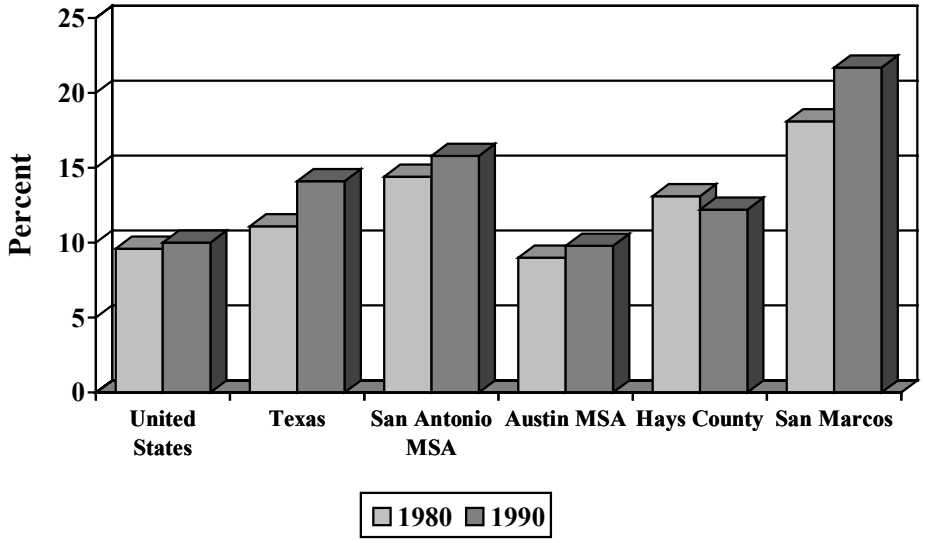
San Antonio MSA income levels remained stable between 1980 and 1990. The median household income level remained around $26,000 throughout the 1980's. However poverty levels were high, rising from 14.5% in 1980 to 16% in 1990.

The Austin-San Marcos MSA income levels rose between 1980 and 1990. Median household income levels increased from $27,300 in 1979 to $28,500 in 1989, in spite of the downturn in the local economy. The percentage of families living below the poverty level did increase slightly, however, from 9% to almost 10%.

The median household income in Hays County increased from $22,200 in 1979 to $25,500 in 1989. During the same period, the percentage of families living below the poverty level declined from 13% to 12%. Many expensive homes were built in northern Hays County during this period, as the suburbs of Austin moved southward.

In San Marcos, the median household income declined from $18,000 in 1979 to $14,800 in 1989. During the same period, poverty levels increased from 18% to 22%. The large number of students living in San Marcos contribute to the high poverty levels.

Figure 3-14
Percentage of Families Living Below the Poverty Level (1980 - 1990)



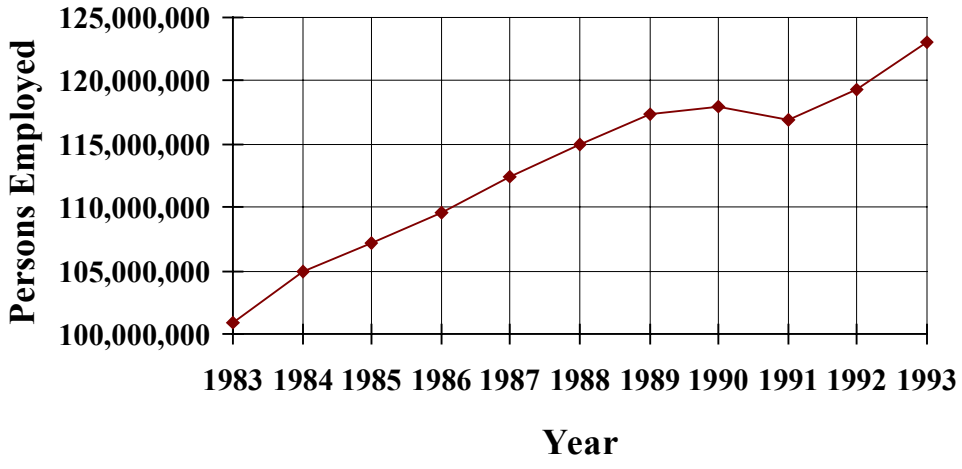
Source: U.S. Bureau of the Census

ECONOMIC TRENDS

United States Economic Trends

The United States economy has expanded at a modest rate over the past decade. Employment in the United States increased from 100,834,000 persons in 1983 to 119,308,000 persons in 1993, up 18% over the ten year period. Employment in the U.S. declined in 1991 due to a recession. In 1993, employment increased 3%, adding 3,722,000 persons to the workforce across the country. The 1993 unemployment rate was 6.8%. The overall improved economy has positioned the country for continued economic growth.

Figure 3-15
United States Employment
(1983 - 1993)

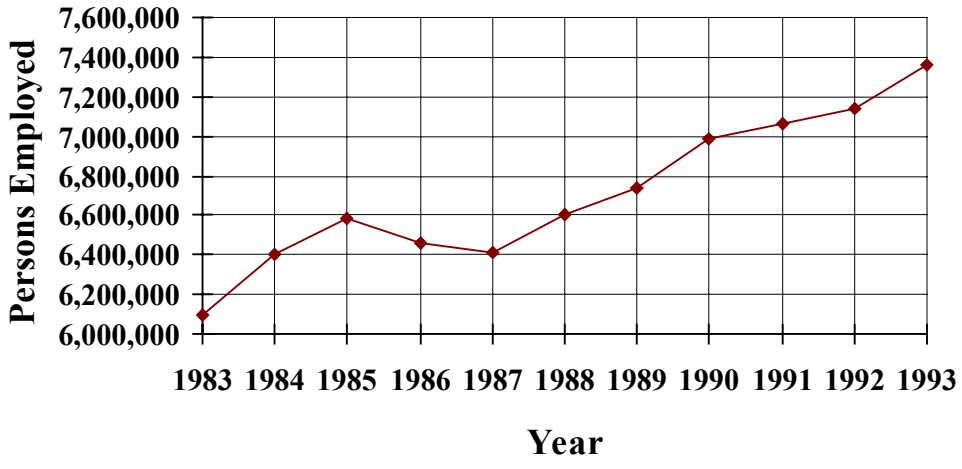


Sources: Texas Employment Commission and Texas Comptroller of Public Accounts.
Note: 1994 average employment estimates not available as of June 1995.

State of Texas Economic Trends

The State of Texas economy, despite suffering a severe downturn in the late 1980's, has outpaced the U.S. economy over the past decade. A decrease in oil prices and over-speculation in the real estate industry led to the statewide recession in the late 1980's. Nearly 200,000 jobs were lost in the state between 1985 and 1987. Since then, an increase in oil prices and economic diversification have resulted in a recovery. Employment increased from 6,100,339 persons in 1983 to 7,363,465 persons in 1993, representing an average annual growth rate of 1.9%. From 1987 to 1993, employment increased by 950,000 persons. The 1993 unemployment rate was 7.0%. Employment in the state is projected to continue outpacing the United States throughout the decade.

Figure 3-16
State of Texas Employment
(1983 - 1993)

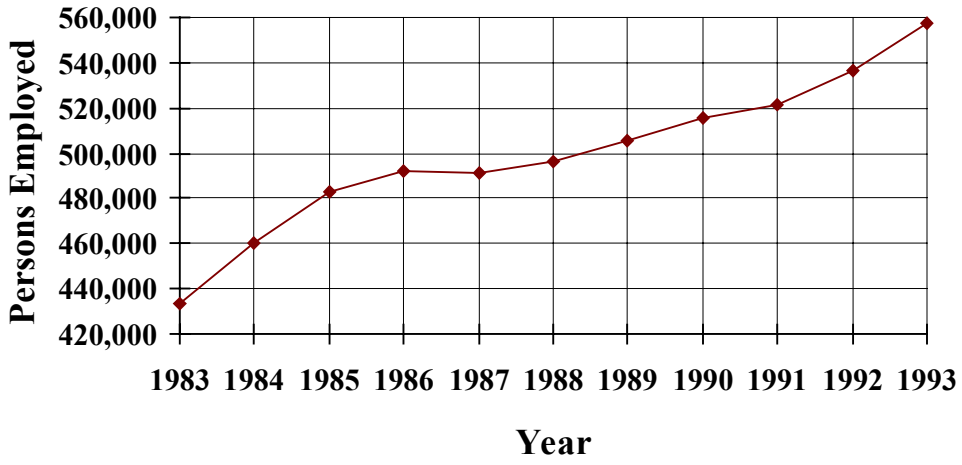


Sources: Texas Employment Commission and Texas Comptroller of Public Accounts.
Note: 1994 average employment estimates not available as of June 1995.

San Antonio MSA Economic Trends

Employment in the San Antonio Metropolitan Statistical Area (MSA) increased from 433,061 persons in 1983 to 557,507 persons in 1993, up 29% for the 10 year period. The statewide recession of the mid 1980's was not as dramatic in the San Antonio MSA as elsewhere in Texas since a large military presence stabilized its economy. In 1993, employment increased 4%, adding 20,778 jobs to the workforce. The 1993 unemployment rate was 5.6%. Employment in the San Antonio MSA, with its expanding tourism industry and medical/biotechnology industry, is projected to continue outpacing the state for the remainder of the decade.

Figure 3-17
San Antonio MSA Employment
(1983 - 1993)

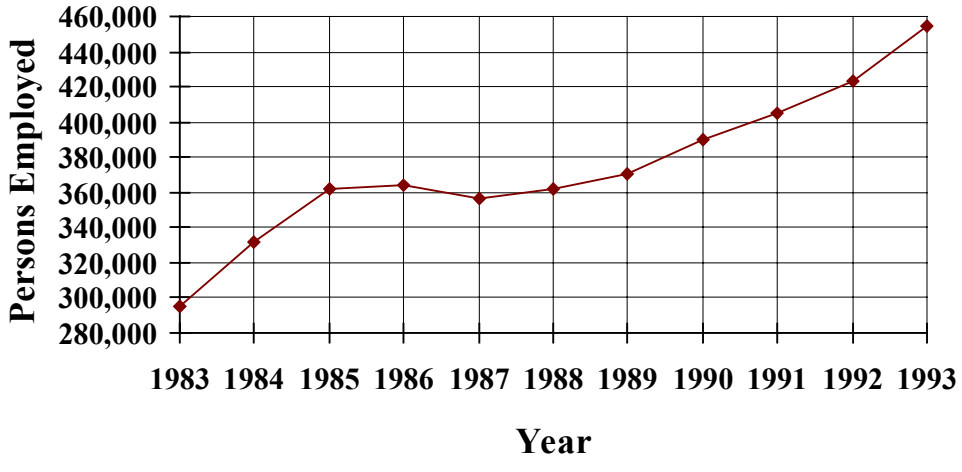


Sources: Texas Employment Commission and Texas Comptroller of Public Accounts.
Note: 1994 average employment estimates not available as of June 1995.

Austin-San Marcos MSA Economic Trends

The Austin-San Marcos MSA economy, despite an economic slowdown in the mid 1980's and a later nationwide recession, has expanded at a dramatic rate over the past decade. Employment increased from 295,095 persons in 1983 to 454,543 persons in 1993. This represents an average annual growth rate of 4.4%. During the mid 1980's, employment declined in the Austin-San Marcos MSA, caused largely by an over-built real estate market. However, the large and stable government sector softened the effect of the declining employment. In 1993, employment increased 7%, adding 30,975 persons to the workforce, while the unemployment rate stood at only 4%. The expanding high-tech manufacturing industry and the large government sector have positioned the MSA for continued growth, and the MSA is expected to lead the state in economic growth.

Figure 3-18
Austin-San Marcos MSA
Employment (1983 - 1993)

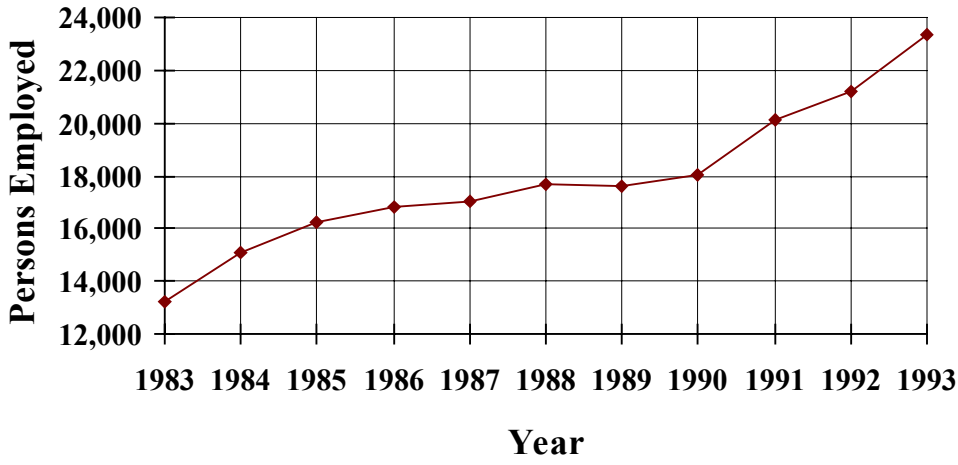


Sources: Texas Employment Commission and Texas Comptroller of Public Accounts.
Note: 1994 average employment estimates not available as of June 1995.

Hays County Economic Trends

The Hays County economy has expanded at a phenomenal rate over the past decade. Employment in Hays County has increased annually an average of 5.9% during the last 10 years, from 13,197 persons in 1983 to 23,334 persons in 1993. The growth of the past several years is even more dramatic. Since 1990, employment in Hays County has increased 29%, for an average annual increase of 8.9%. The 1993 unemployment rate was a low 3.5% Employment in Hays County is projected to remain strong throughout the remainder of the decade, as expanding retail, tourism, and manufacturing industries provide a solid base for continued economic growth.

Figure 3-19
Hays County Employment
(1983 - 1993)



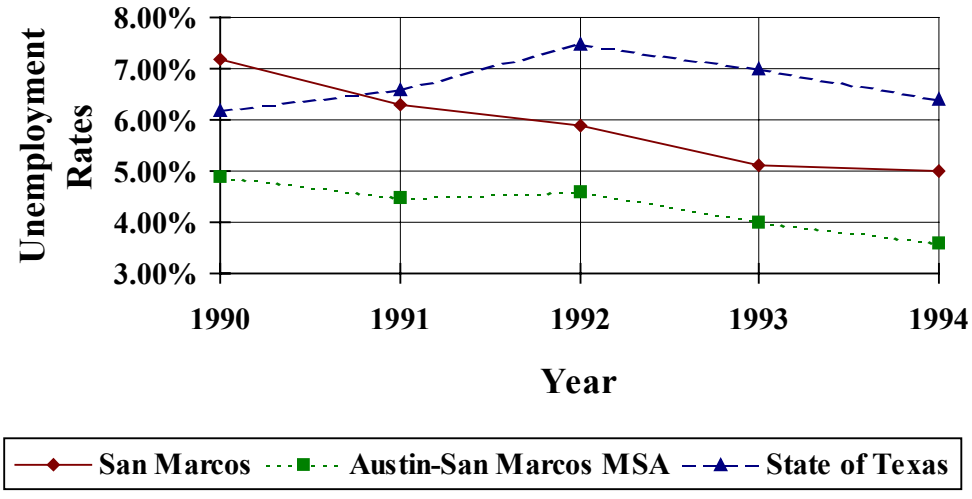
Sources: Texas Employment Commission and Texas Comptroller of Public Accounts.
Note: 1994 average employment estimates not available as of June 1995.

San Marcos Economic Trends

Unemployment

The unemployment rate for San Marcos is lower than the state but higher than the Austin-San Marcos MSA. The San Marcos unemployment rate in 1994 was 5.0%, compared to 6.4% for the State of Texas, and 3.6% for the Austin-San Marcos MSA. The large student population in the city has contributed to the higher unemployment rate. However, the San Marcos unemployment rate has dropped every year since 1990. The overall improved economy and the opening of the outlet malls have created more jobs for students and residents.

Figure 3-20
Unemployment Rates
(1990 - 1994)

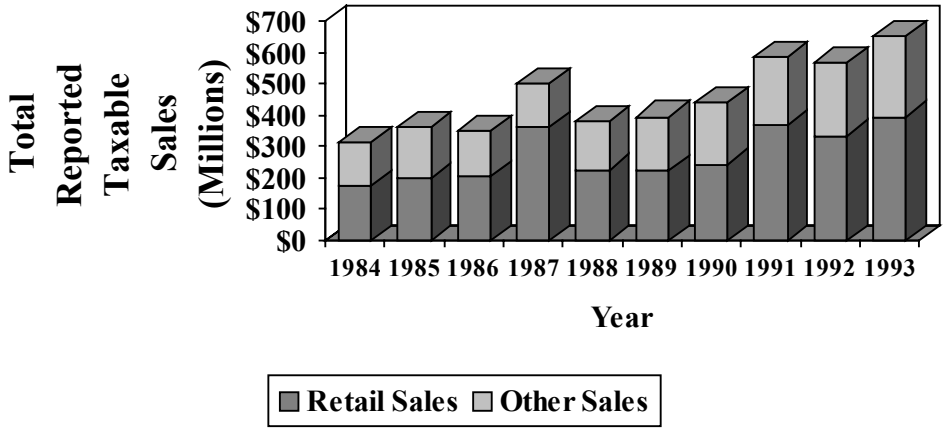


Source: Texas Employment Commission.

Total Sales

Reported taxable sales have increased significantly in the city of San Marcos over the past decade. Total sales in San Marcos have more than doubled during the last 9 years, from $314 million in 1984 to $651 million in 1993. The openings of the San Marcos Factory Shops and the Tanger Factory Outlet Centers in the early 1990's have had a dramatic effect on retail sales in San Marcos. Retail sales have increased more than $150 million annually since the outlet malls opened.

Figure 3-21
San Marcos Reported Taxable Sales
(1984 - 1993)



Source: Texas Comptroller of Public Accounts.
Note: 1994 taxable sales estimates not available as of June 1995.

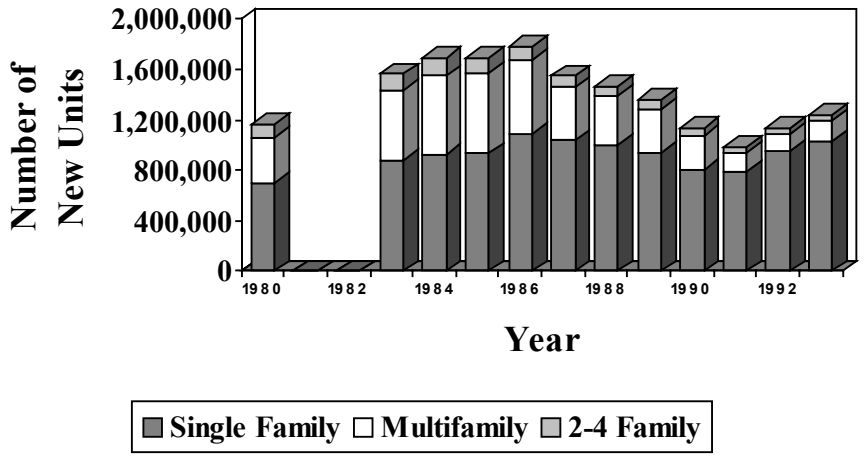
CONSTRUCTION TRENDS

United States Construction Trends

Residential Construction

New residential construction in the United States (U.S.) was robust between 1983 and 1986. The U.S. added nearly 7 million new residential units to the market during this period. Construction slowed in the late 1980's and early 1990's, as the nation suffered from a recession. A decrease in multifamily construction was the main component in the construction decline. In 1992, the market began an upward trend fueled by single family construction. In 1993, the U.S. added over 1.2 million new residential units to the market.

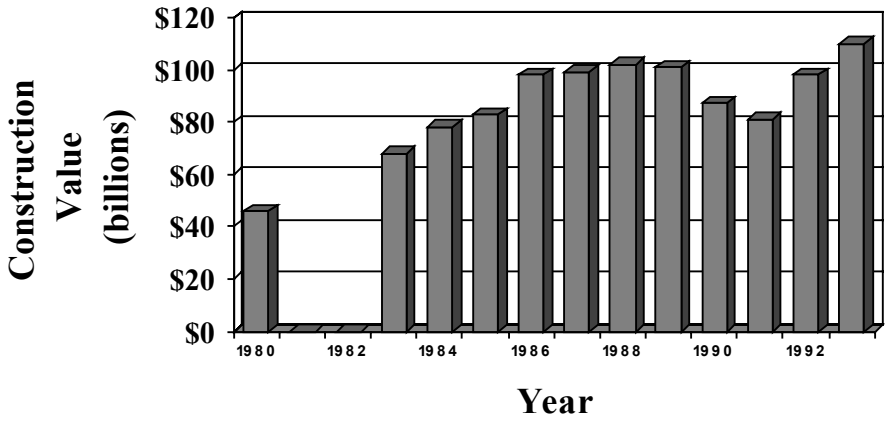
Figure 3-22
United States Residential Construction (1980 - 1993)



Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: United States residential construction not reported in 1981 or 1982, nor 1994 estimates available as of June 1995.

The highest number of new residential units were added during the period between 1983 and 1986. However, the highest construction values were reported during the period between 1986 and 1989. Construction in the U.S. totaled over $400 billion during the late 1980's. Construction of higher priced single family homes led to these increased construction values. At the same time, construction values in the multifamily and two-four family markets had decreased. The single family market began to decrease during 1990, a trend which continued in 1991. The single family market rebounded in 1992 and has continued to increase. In 1993, construction values in the single family market reached its highest level, exceeding $100 billion.

Figure 3-23
United States Residential Construction (1980 - 1993)

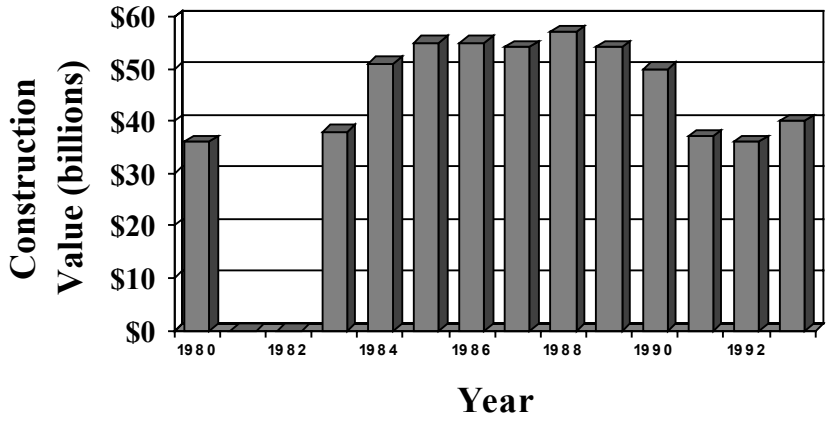


Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: United States residential construction not reported in 1981 or 1982, nor 1994 estimates available as of June 1995.

Nonresidential Construction

New nonresidential construction in the United States remained strong and consistent throughout the mid and late 1980's. Construction values exceeded $50 billion annually between 1984 and 1990. Office construction was the leading sector during this period, contributing 30% to the total construction value. Following the office market was retail (23%) and industrial (17%) construction. Nonresidential construction declined during 1991-92, showing a slight rebound in 1993. Retail construction has fueled this upward trend capturing over 30% of the market share.

Figure 3-24
United States Nonresidential Construction (1980 - 1993)



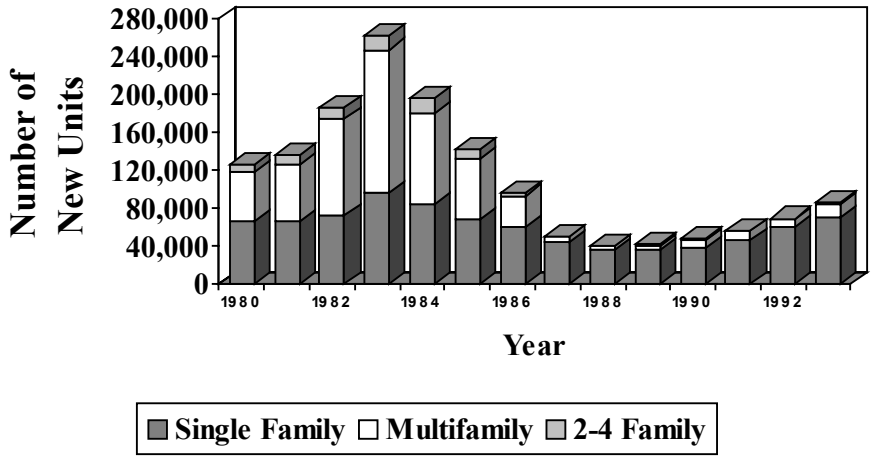
Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: United States residential construction not reported in 1981 or 1982, nor 1994 estimates available as of June 1995.

State of Texas Construction Trends

Residential Construction

New residential construction in the state of Texas peaked in 1983, adding over 260,000 new units to the market in response to strong population growth. In 1984, construction began to decrease and continued this decline, hitting bottom in 1988. Over-speculation in the real estate market and a sharp drop in oil prices contributed to the decline. The main component in the construction decline was multifamily housing, with almost no new units constructed statewide in 1988. In 1989, the state began a gradual recovery in construction activity that has continued to increase annually. All residential market segments have continued to increase since 1990.

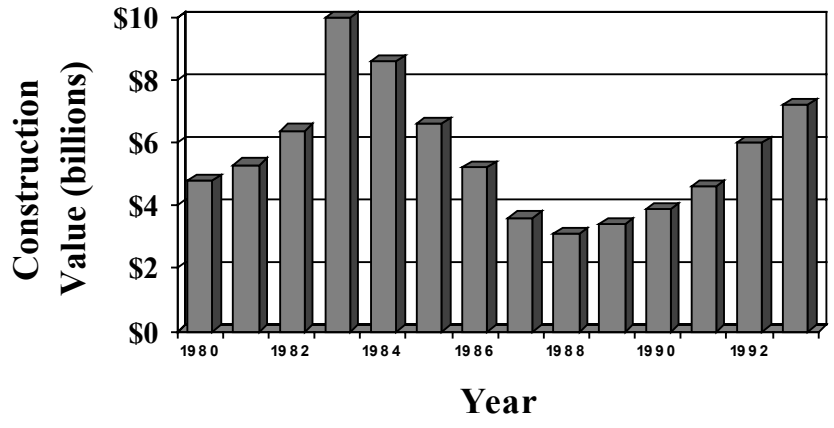
Figure 3-25
State of Texas Residential Construction (1980 - 1993)



Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Construction values in the state of Texas peaked in 1983 totaling $10 billion. Beginning in 1984, values in all residential sectors began to decrease, reaching their lowest levels in 1988. An upward trend began in 1989 and construction values have continued to increase annually. Construction values totaled over $7 billion in 1993 as the single family market captured over 90% of the total.

Figure 3-26
State of Texas Residential Construction (1980 - 1993)

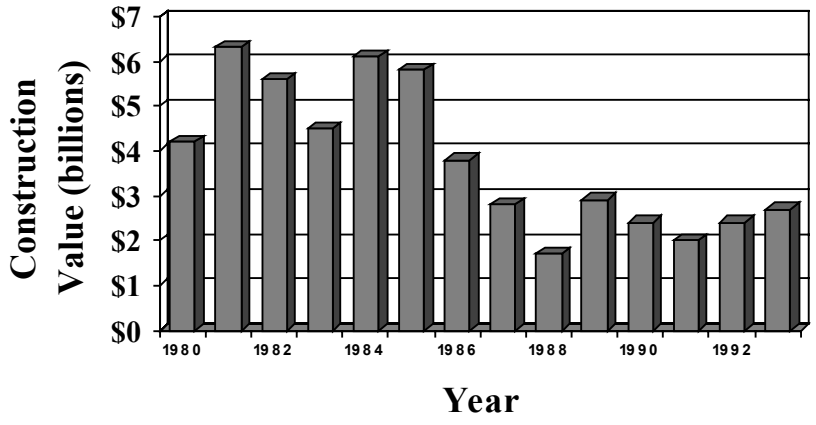


Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Nonresidential Construction

New nonresidential construction in the state of Texas was abundant during the early and mid 1980's as construction values exceeded $4 billion annually. Office construction was the major contributing factor during this period, contributing 40% to the construction total. Following the office market was retail construction with an additional 24%. Beginning in 1986, nonresidential construction declined annually until it reached a low in 1988. In 1989, Texas began showing signs of a gradual recovery. Since 1989, construction values have exceeded $2 billion annually. Construction in the retail, industrial, and office markets are contributing to this recovery, with 30%, 23% and 20% of the market share, respectively.

Figure 3-27
State of Texas Nonresidential Construction (1980 - 1993)



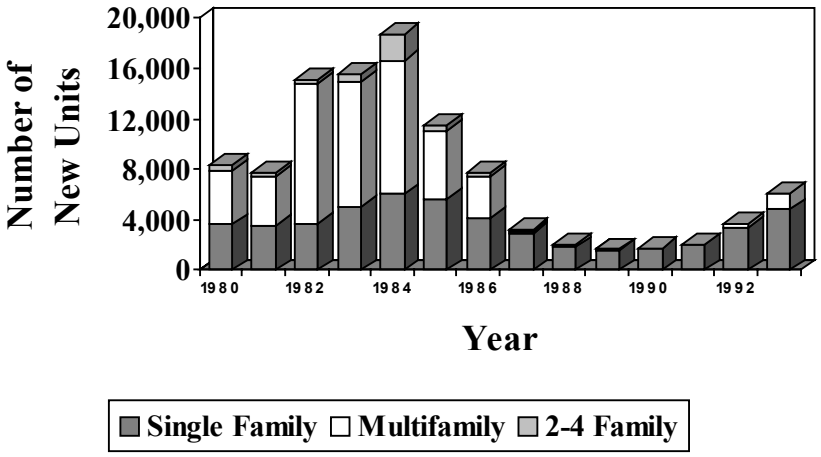
Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

San Antonio MSA Construction Trends

Residential Construction

New residential construction in the San Antonio MSA was very active during the early and mid 1980's. Multifamily construction led the residential market, adding 60% of the 84,790 new units built between 1980 and 1986. From 1987 to 1992, multifamily construction slowed to an average of only 150 units per year. Between 1980 and 1992, an average of 1,500 single family homes were completed annually in the San Antonio area. In 1993, the residential market added over 6,000 new units, with the single family market contributing 80% and the multifamily market contributing the remaining 20%.

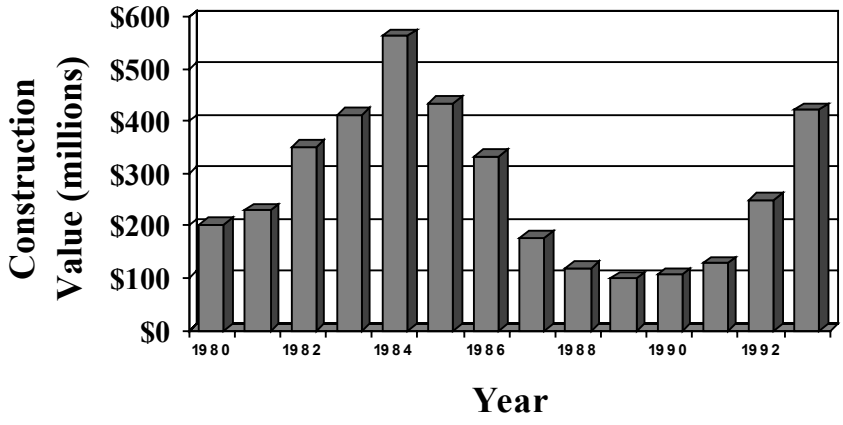
Figure 3-28
San Antonio MSA Residential Construction (1980 - 1993)



Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Construction activity was on the rise during the early 1980's and peaked in 1984 with a value totaling over $550 million. Beginning in 1985, the economy of the area worsened and values began to decline until they bottomed out at $100 million in 1989. A decrease in multifamily construction was the main component of this decline. Construction values began to recover in 1990 and have continued an upward trend. In 1993, construction values reached their highest level in eight years. The construction value totaled over $400 million in 1993, with new homes dominating the market.

Figure 3-29
San Antonio MSA Residential Construction (1980 - 1993)

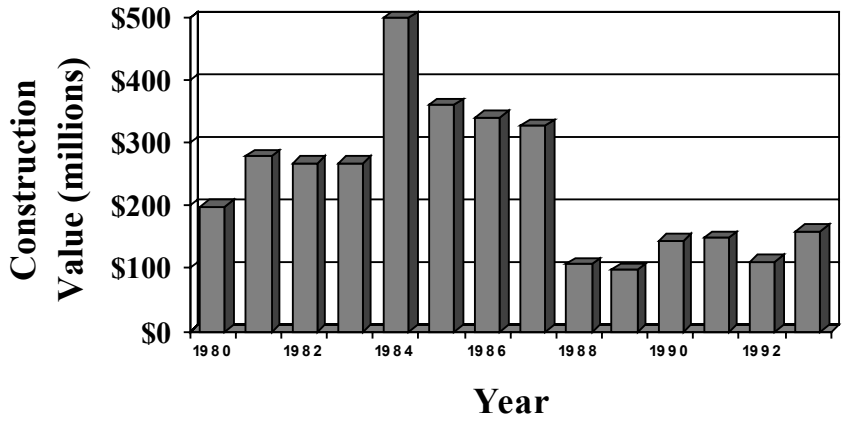


Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Nonresidential Construction

New nonresidential construction was consistently strong during the early and mid 1980's with a peak in 1984, totaling over $500 million. During the period between 1980 and 1987, nonresidential construction totaled over $2.5 billion with office construction contributing 35% and retail construction an additional 30%. Since 1987, nonresidential construction has been modest, averaging $90 million per year. The highest nonresidential construction total in six years occurred in 1993 when construction values exceeded $150 million. The office and retail sectors contributed equally and represented 2/3 of the total value.

Figure 3-30
San Antonio MSA Nonresidential Construction (1980 - 1993)



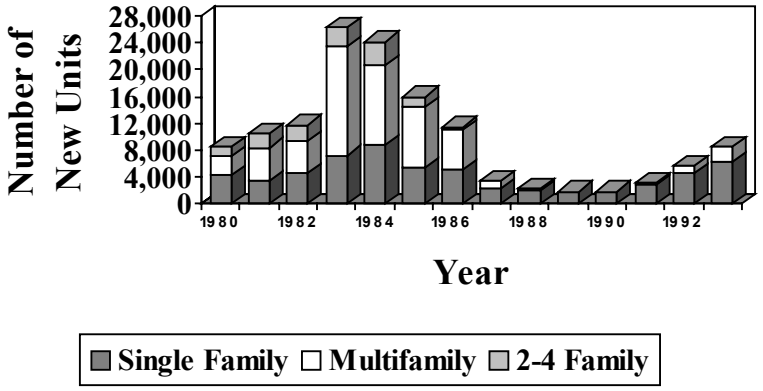
Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Austin-San Marcos MSA Construction Trends

Residential Construction

The construction industry boomed in the Austin-San Marcos MSA between 1983-86, but the boom ended in 1987 due to over-building. Residential construction continued to decline until 1989. In 1990, residential construction began to increase and jumped from 1,962 in 1990 to 8,543 in 1993. In 1993, new single family homes contributed 75% of the total number of units constructed with multifamily adding the remaining 25%. However, multifamily construction has also increased in the past few years, due to record high occupancy and rent rates in the area.

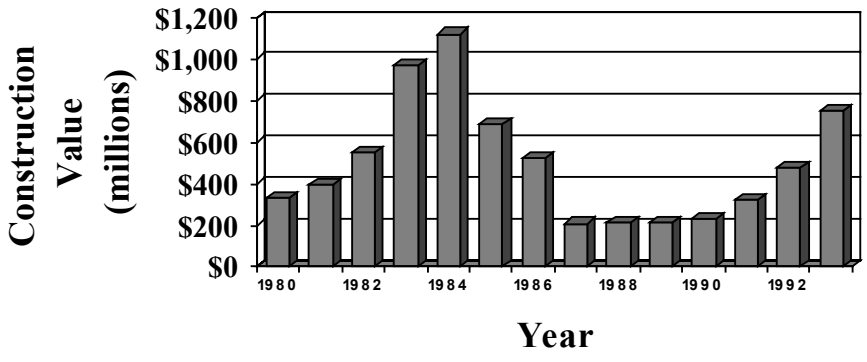
Figure 3-31
Austin-San Marcos MSA
Residential Construction (1980 - 1993)



Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Residential construction values increased during the early 1980's and reached a peak in 1984, totaling over $1 billion. Between 1980 and 1984 over $3.3 billion of new residential units were constructed. Beginning in 1985, construction values decreased until 1989. Construction values have increased annually since 1990 and reached a nine-year high of $750 million in 1993.

Figure 3-32
Austin-San Marcos MSA
Residential Construction (1980 - 1993)

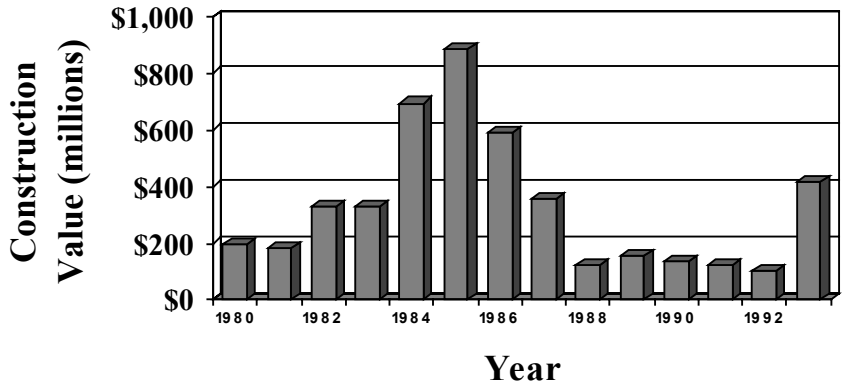


Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

Nonresidential Construction

New nonresidential construction was heavily over-built in the Austin-San Marcos MSA during the boom of the mid 1980's. Between 1984 and 1986 over $2 billion of nonresidential buildings were constructed. Over 50% of the construction was in office space. Nonresidential construction peaked in 1985 at $900 million. After 1987 nonresidential construction values were under $200 million annually until 1993. In 1993, the nonresidential construction value exceeded $400 million. Over 50% of the construction was in the industrial market with the addition of manufacturing space for high tech companies such as Motorola, Advanced Micro Devices, Dell Computers, and Applied Materials.

Figure 3-33
Austin-San Marcos MSA
Nonresidential Construction (1980 - 1993)



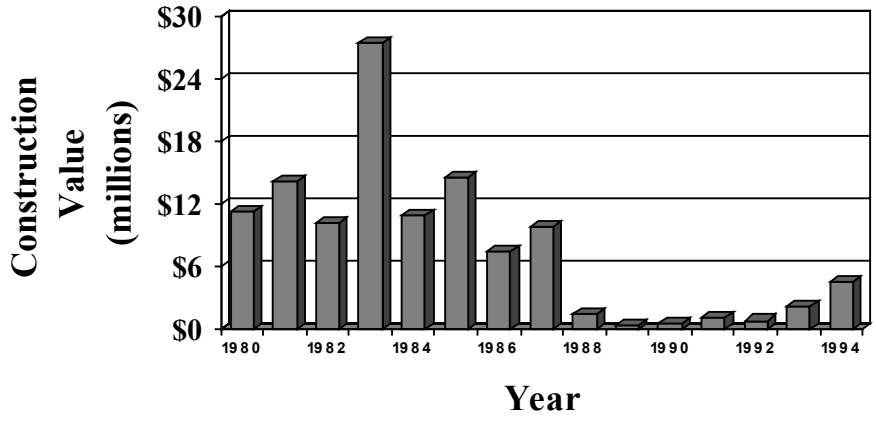
Sources: U.S. Bureau of the Census and Real Estate Center at Texas A&M University.
Note: Construction estimates for 1994 not available as of June 1995.

San Marcos Construction Trends

Residential Construction

New residential construction in San Marcos was robust during the early and mid 1980's. Residential construction includes the single family, multifamily, and two-four family sectors. Construction values ranged between $8 and $27 million annually between 1980 and 1987. Construction peaked in 1983 at over $27 million. Construction values dropped drastically between 1988 and 1992 with values averaging only $1 million per year. The residential market rebounded in 1993 and began an upward trend. In 1994, residential construction values topped $5 million, all of which were single family homes. There have been no multifamily or two-four family projects built in San Marcos since 1988, although several complexes are currently in the design or permitting stages.

Figure 3-34
San Marcos Residential Construction (1980 - 1994)

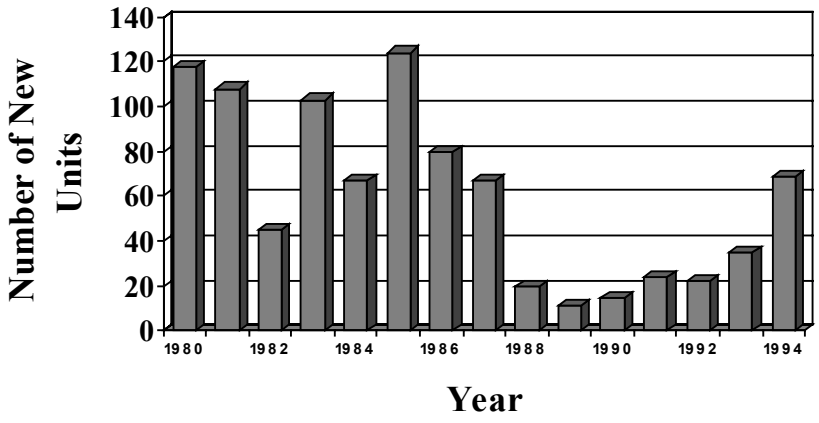


Source: City of San Marcos Planning and Development Services Department.

Single Family Residential Construction

New single family construction was very active during the early and mid 1980's. Over the past 14 years, 908 new homes have been constructed in San Marcos. Approximately 80% of these homes were built between 1980 and 1987. Homes were constructed throughout the city with the majority being built in the following subdivisions: Castle Forest, Sunset Acres, Blanco Garden South, Hills of Hays, Tanglewood Addition, Mockingbird Hills, Hughson Heights, and Westover. Construction activity slowed during the late 1980's. An upward trend began in 1993 with most homes inside the city being built in the Castle Forest, Hills of Hays, and Sendera subdivisions. However, the majority of homes being built in the San Marcos area are located outside the city limits, south and west of town. The subdivisions include Willow Creek Estates, Laurel Estates, Turkey Hollow, and Country Estates.

Figure 3-35
San Marcos Single Family Construction (1980 - 1994)

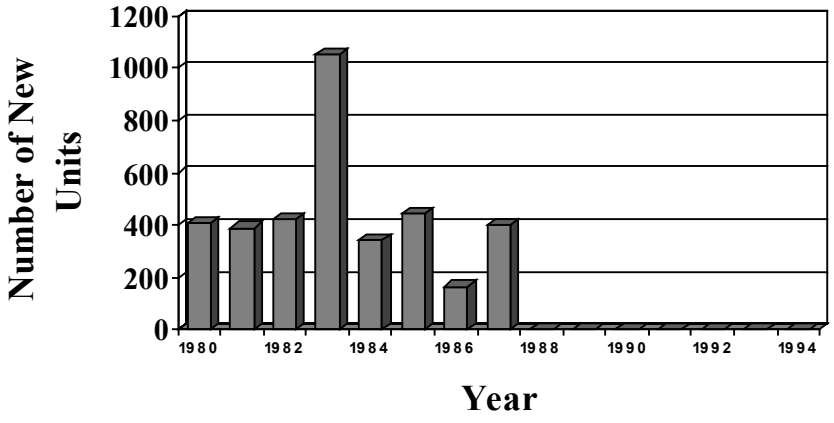


Source: City of San Marcos Planning and Development Services Department.

Multifamily Residential Construction

New multifamily construction has not occurred in San Marcos since 1987. The last major complex to be built was the Village on the River apartments located on Aquarena Springs Drive. Between 1980 and 1987, 3,625 new apartment units were built in San Marcos. Some of the larger apartment complexes completed included The Oaks, Verandah, The Timbers, Hill Country, Autumn Chase, Townwood, Highcrest, Englewood, Colony Square, The Summit, Westfield, and Clarewood.

Figure 3-36
San Marcos Multifamily Construction (1980 - 1994)

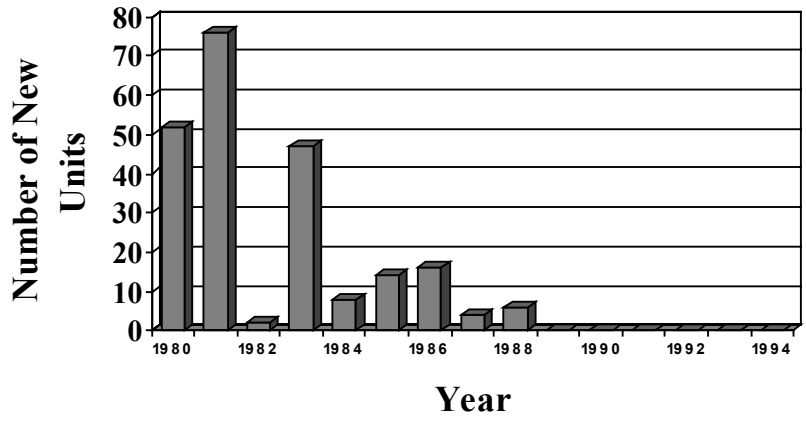


Source: City of San Marcos Planning and Development Services Department.

2-4 Family Residential Construction

New 2-4 family construction has been dormant in San Marcos since 1988. The last duplexes constructed were located on Crest Drive. Between 1980 and 1988, 225 new two-four family units were built in San Marcos. Some of the areas where duplexes were completed included Mill Street, Barbara Street, N. LBJ Drive, Conway Drive, Hughson Street, Hughson Court, and Hazleton Street.

Figure 3-37
San Marcos 2-4 Family Construction (1980 - 1994)

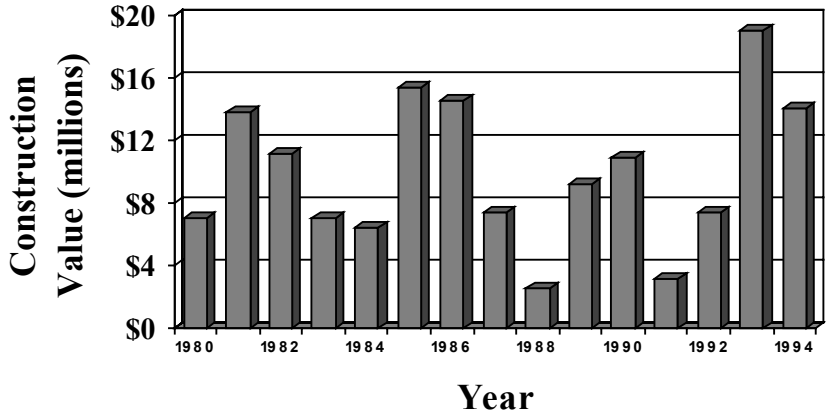


Source: City of San Marcos Planning and Development Services Department.

Nonresidential Construction

New nonresidential construction in San Marcos has been robust over the past 14 years. Nonresidential construction includes the commercial, industrial, and public sectors. Total nonresidential construction in San Marcos has exceeded $150 million since 1980. Construction values have ranged from a high of $19 million in 1993 to a low of $3 million in 1988. The last few years have been quite active and the commercial and public sectors have primarily fueled this increased activity. Some of the larger projects during 1993-94 included the San Marcos Factory Shops Phases II and III, Tanger Factory Outlet Center, San Marcos Public Library, Hernandez Intermediate School, Miller Junior High School, and the Best Western Hotel (now La Quinta Inn).

Figure 3-38
San Marcos Nonresidential Construction (1980 - 1994)



Source: City of San Marcos Planning and Development Services Department.

Commercial Construction

New commercial construction was steady between 1980 and 1986. Commercial activity slowed during the late 1980's and began an upward trend in 1991. Total commercial construction has exceeded $83 million since 1980. Activity in 1993 reached an all time high, exceeding $11 million. Areas of commercial construction in the past 14 years included:

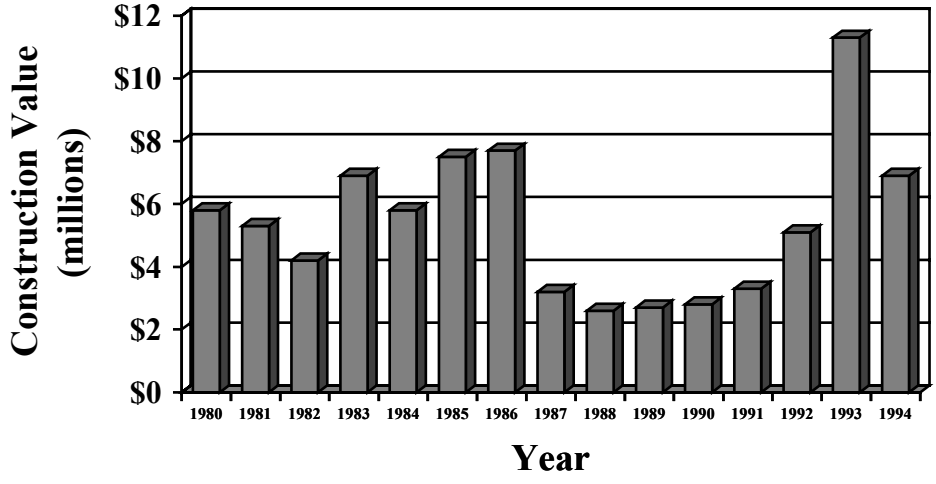
1980-1986 There was extensive development throughout the city. Areas of concentrated activity included the Central Business District, State Highway 80, Hopkins Street, Thorpe Lane, and IH-35. The largest projects built included San Marcos Telephone Company, Wal-Mart, SanMar Plaza, State Bank and Trust Co., Safeway, Homeplace Inns of San Marcos, and Stratford House Inns.

1987-1990 Concentrated development occurred on Centerpoint Road, IH-35, State Highway 123, Guadalupe Street, and Wonder World Drive. The largest projects built included H.E.B., Opthamology Clinic, Papillion Villa Shopping Village, Doc Holiday's Pawn Shop, and Kentucky Fried Chicken. The San Marcos Factory Shops Phase I was also completed during this period, but was not annexed into the city until after construction.

1991-1994 Major areas of commercial development activity were the intersections of Centerpoint Road and IH-35, and Aquarena Springs Drive and IH-35. The largest projects built included San Marcos Factory Shops Phases II and III, Tanger Factory Outlet Center, Comfort Inn, Shoney's, Wendy's, Luby's, Best Western, and Golden Corral.

Several other commercial projects were completed in San Marcos since 1980 that either remodeled existing buildings or were annexed into the city after construction was finished.

Figure 3-39
San Marcos Commercial Construction (1980 - 1994)

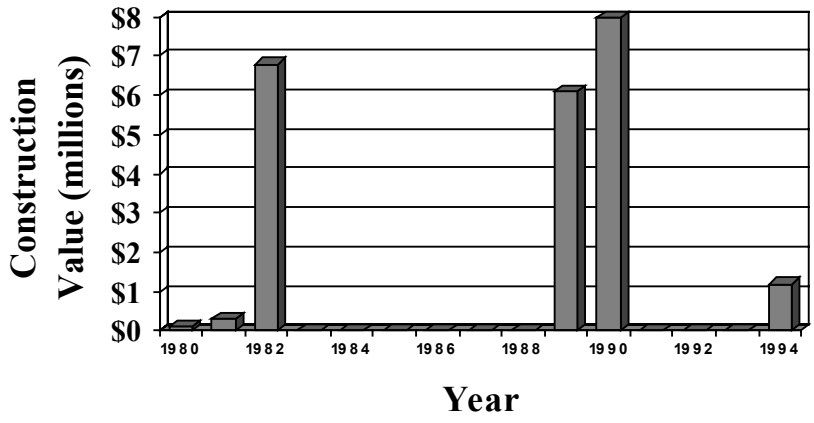


Source: City of San Marcos Planning and Development Services Department.

Industrial Construction

New industrial construction has been sporadic throughout the years in San Marcos. Total industrial construction has totaled $22 million between 1980-1994. The highest construction activity occurred in 1990 when the value exceeded $8 million. Industrial projects included the H.E.B. Distribution Center on Hunter Road in southwest San Marcos (1982); CFan on IH-35 in northeast San Marcos (1989); Parkview Metal Products on Barnes Drive in southwest San Marcos (1990); Rohr Industries on Technology Way in northeast San Marcos (1990); and an expansion to Marshal Gas Controls on Civic Center Loop in southeast San Marcos (1994). Several other industrial projects were completed in San Marcos since 1980 that either remodeled existing buildings or were annexed into the city after construction was finished. Some of the projects included Butler Manufacturing, H.E.B. Distribution Center, and Marshall Gas Controls.

Figure 3-40
San Marcos Industrial Construction (1980 - 1994)

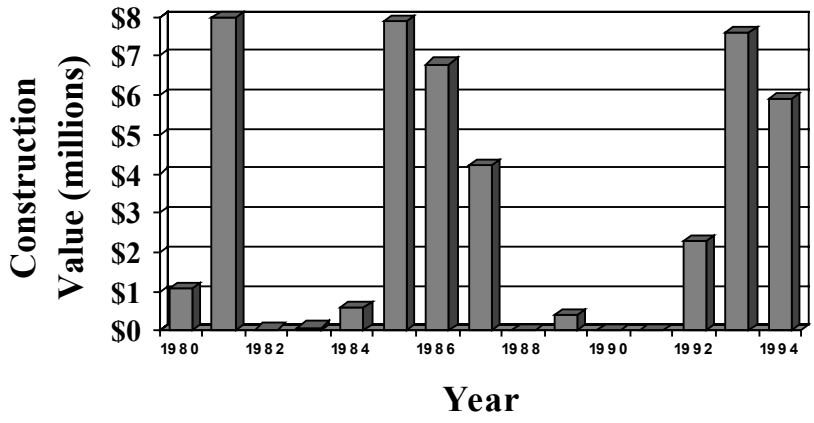


Source: City of San Marcos Planning and Development Services Department.

Public Construction

Public construction typically consists of a few very large capital investment projects. New public construction has been sporadic over the past 14 years. Total public construction has exceeded $45 million since 1980. Construction values have exceeded $7 million in 1981, 1985, and 1993. In 1981, the Church of Jesus Christ of Latter Day Saints and the Central Texas Medical Center were built. Between 1985-87, First Lutheran Church, San Marcos State Fish Hatchery, Hays County Law Enforcement Center, and the City Hall Annex were constructed. Also, additions to Owen Goodnight Jr. High School, Bowie Elementary School, Travis Elementary School, and St. John's Catholic Church were built. Between 1992-94, the San Marcos Public Library, Hernandez Intermediate School, an addition to San Marcos High School, and Miller Junior High School were completed.

Figure 3-41
San Marcos Public Construction (1980 - 1994)



Source: City of San Marcos Planning and Development Services Department.
Note: Public construction does not include any construction at Southwest Texas State University.

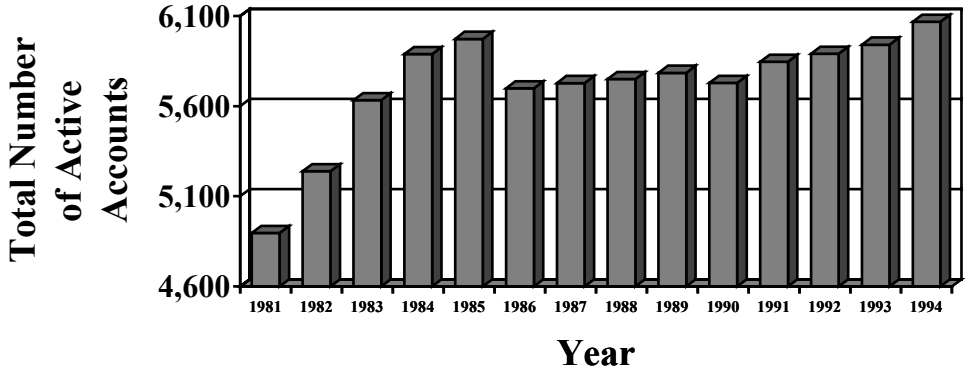
UTILITY TRENDS

San Marcos Utility Trends

Water

The City of San Marcos water connections have gradually increased over the past 13 years. The number of connections rose from 4,896 in 1981 to 6,067 in 1994. This represents a 24% increase in the number of connections during this period. This rate of increase is slower than the population increase due to master meters at most apartment complexes. The largest annual increases occurred in the early 1980's when construction activity in San Marcos was abundant. A change in the billing method and high apartment vacancies after 1985 led to a decrease in the number of active accounts. A gradual recovery followed, and by 1994, the number of water connections in the city reached an all-time high.

Figure 3-42
City of San Marcos Water Connections (1981 - 1994)

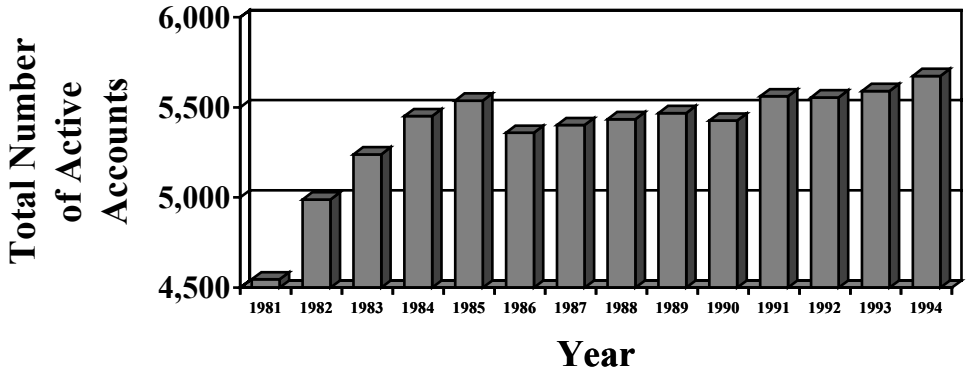


Source: City of San Marcos Water and Wastewater Department.
Note: Number of connections includes all active accounts.

Wastewater

The City of San Marcos wastewater connections have followed trends similar to those of the water connections. The number of connections in 1981 and 1994 were 4,546 and 5,674, respectively, representing a 25% increase over 13 years. The largest annual increases occurred in the early 1980's when construction activity in San Marcos was robust. This was followed by a 3% decrease in the number of connections in 1986 as vacancies increased, and the city changed its method for billing active accounts. Gradual increases have occurred since 1987, and by 1994, the number of active accounts had reached record highs.

Figure 3-43
City of San Marcos Wastewater Connections (1981 - 1994)

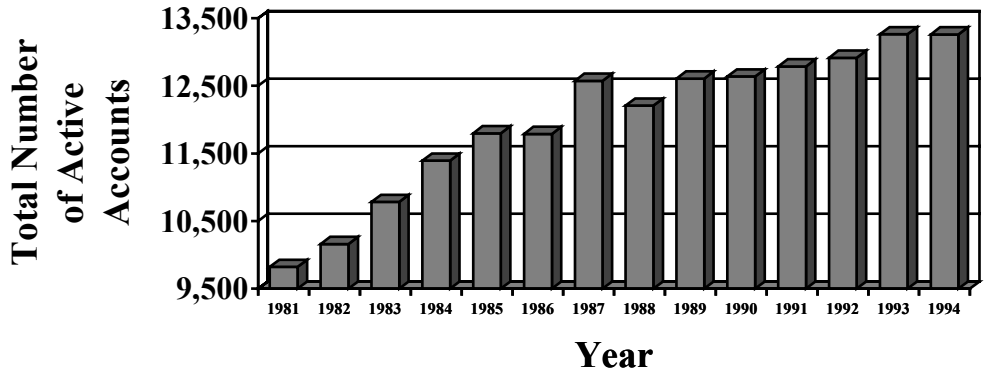


Source: City of San Marcos Water and Wastewater Department.
Note: Number of connections includes all active accounts.

Electric

The city of San Marcos electric connections increased from 9,822 in 1981 to 13,262 in 1994, representing a 35% increase. The largest annual increases occurred in the early and mid 1980's when construction activity in San Marcos was rapidly increasing. Over-building of apartment complexes led to high vacancy rates and a 3% decrease in the number of electric connections in 1988. Since then, the number of electric connections have continued an upward trend.

Figure 3-44
City of San Marcos Electric Connections (1981 - 1994)

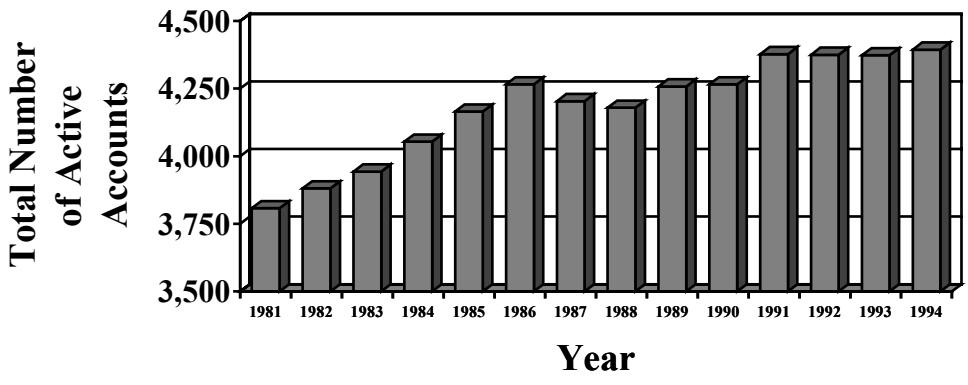


Source: City of San Marcos Electric Utility.
Note: Number of connections includes all active accounts.

Gas

Entex gas connections continually increased in the early 1980's due to high levels of construction activity, then decreased in 1987 and 1988 as many apartments remained vacant. Significant increases occurred in 1989 and 1991, with the remaining years being relatively static. The number of connections rose from 3,808 in 1981 to 4,394 in 1994. This represents a 15% increase in the number of connections over the 13 year period.

Figure 3-45
Entex Gas
Connections (1981 1994)

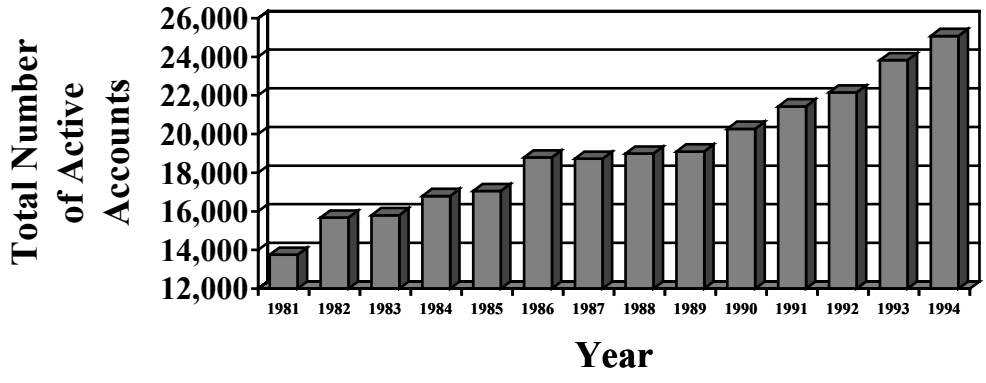


Source: Entex, Inc.
Note: Number of connections includes all active accounts.

Telephone

Century Telephone of San Marcos connections have continued an upward trend over the past 13 years. The number of connections rose from 13,753 in 1981 to 25,076 in 1994. This represents a 82% increase in the number of connections. The largest annual increase occurred in 1986 when connections increased 10%. The number of connections remained flat during the mid 1980's, however, since 1990 the number of connections have increased an average of 1,200 connections per year.

Figure 3-46
Century Telephone of San Marcos
Connections (1981 - 1994)



Source: Century Telephone of San Marcos, Inc.
Note: Number of connections includes all active accounts.

SAN MARCOS TRENDS - IMPLICATIONS FOR PLANNING

Analyzing past and future trends is a critical step in the planning process. A community that wishes to determine its future must first understand the growth trends that are influencing its growth. Only then can an appropriate plan of action be undertaken to change that into a future more desired by its citizens.

Due to its location in the middle of two of the fastest growing metro areas in the U.S., San Marcos is projected to experience rapid growth over the next several decades. Population growth, economic growth, increased construction activity, and greater demands on infrastructure are expected to occur in the city. While this growth will provide the citizens of San Marcos with many economic opportunities, the challenge will be to manage the growth so it does not destroy the unique qualities of the city.

Greater population in the future will mean more places to live, work and shop will have to be built. Decisions must be made where this new construction activity is best suited to occur. More people also mean a greater strain on existing infrastructure, such as roads, water, and electric facilities. Where should the new infrastructure be constructed, and how will it be paid for? These types of questions should be addressed far in advance before demand for new facilities arise. By planning for future problems before they occur, many of the pains normally associated with rapid growth can be avoided.

Growth trends should be continually monitored to anticipate the need for new city services. Although the community may not be able to alter significant regional or state trends, it will be better prepared to deal with trends on a local level.

San Marcos Tomorrow

Chapter 4

SAN MARCOS TOMORROW
INTRODUCTION

The first step in the San Marcos Horizons master planning process is to identify the characteristics of San Marcos and to understand the existing conditions that have shaped the community into what it is today. The second step in the master planning process is to understand the trends that affect the future of the community and to determine where the community is headed if current trends continue. The future of San Marcos is influenced not only by the events that occur locally, but also by the events that occur in larger regional areas.

The third step in the master planning process involves the actual development of a vision for the future. A vision is the overall image of what the community wants to be and how it wants to look at some point in the future. Based on identified community goals, the community's vision is what the citizens of San Marcos want their city to look like in the future. While developing the vision involves imagination, the process is also firmly grounded in reality. By basing efforts on the existing conditions of the community and the trends affecting the community, citizens can create a vision that is realistic and achievable.

This section includes the overall goals and the vision statement developed by the citizens of San Marcos. The following master plan elements are included:

- Major Thoroughfare Plan;
- Future Land Use Plan;
- Annexation Plan;
- Community Facilities Plan; and

- Downtown Plan.

In addition, this section includes a set of policies to guide the future development of San Marcos. Policies are included for each master plan element. The policies are based on the vision statement and overall goals developed by the Citizens Advisory Committee during the visioning process. The policies adopted in the 1983 Master Plan were reviewed and revised in conformity with those policies derived from the activities of the Citizens Advisory Committee.

SAN MARCOS TOMORROW
VISIONING PROCESS

Visioning is simply the process by which a community envisions the future it wants, and plans how to achieve it. It brings people together to develop a shared image of what they want their community to become. Once the community has envisioned where it wants to go, it can begin to consciously work toward that goal.

The City of San Marcos began a visioning process in 1993. In late 1993, the master planning process began with the formation of the Horizon Plan Steering Committee. This five-member steering committee developed a general outline and time schedule for the plan preparation. The steering committee solicited volunteers to serve on the Citizens Advisory Committee (CAC). In February 1994, the City Council appointed 55 citizens to the CAC. The CAC included representatives from a wide spectrum of community interests. The members were chosen for their diverse representation as well as their orientation to the community at large. Special emphasis was given to making sure the diversity among committee members reflected that of the city's population. The CAC was charged with developing a vision for the future of San Marcos. The committee identified major issues and community goals to be addressed during the visioning process.

The CAC participated in a series of workshops held throughout the spring and early summer of 1994. The goal of these workshops was to develop a vision for the future of San Marcos. The first workshop included an exercise where the CAC developed a list of reasons why San Marcos is a special place and a list of issues that threaten San Marcos. The CAC was then divided into six focus groups; community growth and land use,

community facilities, economic development, town center, transportation, and natural and cultural resources. These focus groups were responsible for developing goals and tasks for their specific issues. Following the goals and tasks, the CAC developed a vision statement for San Marcos.

During the spring and summer of 1995, the CAC participated in another series of workshops. The goal of these workshops was to review and reach consensus as a committee on the draft version of San Marcos Horizons. Average attendance of the CAC during these workshops was 30 members. On July 31, 1995, the CAC voted to approve the draft version of San Marcos Horizons and forward the document to the Planning and Zoning Commission.

The following is the vision statement developed by the Citizens Advisory Committee.

SAN MARCOS TOMORROW
VISION STATEMENT

We, the members of the Citizens Advisory Committee, envision San Marcos as:

- 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;

- 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;

- A community that fosters cooperative efforts among public and private entities, organizations, neighborhoods, and individuals to identify and meet community needs;

- A city that actively seeks economic growth that benefits the entire community while protecting its natural resources and quality of life;

- A community that offers a wide range of transportation options and has a safe and efficient street system;

- A city that provides services, facilities, and infrastructure in a timely, fiscally and socially responsible manner;

- A city with a foundation of safe, stable neighborhoods which offer a sense of community and civic pride;

- A city that celebrates its rich ethnic heritage and cultural diversity while building partnerships that strengthen the community;

- A community with diverse educational resources that offer a broad range of high quality educational and training opportunities to achieve personal and professional goals; and

- A city that has a vital and economically thriving downtown area which remains a historic, cultural, and diversified business center of the community.

SAN MARCOS TOMORROW
CITIZENS' GOALS

The six focus groups of the Citizens Advisory Committee developed the following major goals for San Marcos:

Natural and Cultural Resources

Goal 1 - Natural Resources

Protection of the San Marcos and Blanco Rivers

The public and private sectors should work together to protect the San Marcos and Blanco rivers as vital ecological habitats, aesthetic amenities, tourism resources, and sources of the city's identity.

Protection of the Edwards Aquifer

The city shall protect water quality and control appropriate development over the Edwards Aquifer.

Other Natural Resources

The city shall protect and control appropriate development of other natural resources within the city.

Resource Conservation

The city and its residents should reduce resource waste, use resources more efficiently, and promote policies that encourage and reward such activities.

Goal 2 - Cultural and Neighborhood Resources

Historic Preservation

The city shall protect and renovate its culturally and historically significant structures/features and protect and enhance its neighborhoods so that the neighborhoods and the city maintain a distinct and unique identity.

Arts and Culture

The city shall encourage, enhance, and coordinate arts and cultural activities.

Goal 3 - Social Resources

The community shall coordinate and facilitate social services through well located, easily accessible facilities and better coordination of programs.

Community Growth and Land Use

Goal 1 - Growth Management

Carefully manage and direct the growth that will inevitably occur in and around San Marcos to ensure that the high quality of life enjoyed by the residents of the community is enhanced.

Goal 2 - Annexation

Pursue an aggressive policy of annexation to protect the community's tax base and to establish better control over the quality of development that occurs at the fringe of the urbanized area.

Goal 3 - Neighborhood Conservation/Revitalization

Provide measures which will stabilize existing neighborhoods and protect them from deterioration or the encroachment of incompatible land uses.

Goal 4 - Community Growth

New growth should "pay its own way" except when public/private partnerships are encouraged in the "preferred growth corridors."

Transportation

Goal 1 - Mobility

Improve the overall mobility of citizens in the community, as well as thru-travel, across-town travel, by implementing a well-coordinated major thoroughfare plan which moves people and goods in a safe, expeditious, economical, and environmentally sensitive manner.

Goal 2 - FM 110

Accelerate efforts to develop FM 110, an outer loop around San Marcos.

Goal 3 - Traffic Flow

Enhance the flow of traffic in the community through signalization improvements, turn lanes and elimination of blind corners.

Goal 4 - Railroad Traffic

Provide solution to at-grade crossings of railroads, though either the relocation of the railroads to the east of town or the construction of grade-separated crossings, to improve the flow of traffic throughout the community and to link populated areas with emergency services.

Goal 5 - Alternative Modes of Transportation

Provide alternative modes of transportation in the community including public transit, bicycle, and pedestrian routes.

Goal 6 - Parking

Provide additional public parking throughout the city especially in the downtown/university area.

Community Facilities

Goal 1 - School Sites

Build public schools in locations which correspond to the growth of the student population in the district and are served by adequate public transportation and infrastructure.

Goal 2 - Parks

Plan sufficient park space to meet the recreational needs of the community as it continues to grow. Park facilities should meet a variety of recreational needs and should include both neighborhood parks as well as community-wide facilities.

Goal 3 - Emergency Services

Provide comprehensive emergency services (police, fire, EMS) to all parts of the community consistent with the population and infrastructure growth of the city.

Goal 4 - Social Services

Provide for the adequate coordination and delivery of social services to those who can most benefit from the services.

Goal 5 - Utility Systems

Provide and serve long-term water, wastewater and electrical service to the community at reasonable rates.

Goal 6 - Infrastructure

Provide expansion of public infrastructure in "preferred growth corridors."

Economic Development

Goal 1- Diversification of Economic Base

Maintain a diverse economic base for the community that is an enhancement to the quality of life.

Goal 2- Housing Availability

Provide an adequate supply of housing in all price ranges to support economic development efforts.

Goal 3 - Development of Airport Facilities

Realize the full economic potential of the San Marcos Municipal Airport as long as populated areas are not adversely affected.

Goal 4 - Community Gateways

Create attractive "gateways" into San Marcos which provide aesthetically pleasing and informative entrances into the community.

Goal 5 - Economic Development Funding

Provide adequate funding for economic development efforts to be competitive with cities of similar population and tax base.

Goal 6 - Tourism

Manage the development of tourism as a form of economic development in San Marcos.

Goal 7 - Incentives

Develop prerequisites for tax abatement and other incentives used to attract nonpolluting, low water using industries.

Goal 8 - Quality of Life

Recognize that quality of life is an economic development incentive used to attract the types of business and residents San Marcos desires.

Town Center

Goal 1 - Visual Entries into Downtown

Create visual entries into downtown and Southwest Texas State University from all directions.

Goal 2 - Parking

Provide adequate and convenient parking for customers, students, and employees of downtown businesses.

Goal 3 - Downtown Circulation

Develop a coordinated transportation/circulation plan for the downtown/university area.

Goal 4 - Aesthetics/Visual Appearance

Improve the aesthetics/visual appearance of the downtown area.

Goal 5 - Security

Enhance the security of the town center including all public areas and buildings.

Goal 6 - Downtown Activities

Promote a variety of cultural activities and attractions in the downtown area.

SAN MARCOS TOMORROW
MAJOR THOROUGHFARE PLAN

Introduction

The Major Thoroughfare Plan for San Marcos is the long-range general plan for guiding thoroughfare system improvements, including existing and planned extensions of city streets and highways. The primary objective of the Major Thoroughfare Plan is to ensure the appropriate alignments of roadways and the reservation of adequate right-of-way. This will allow the orderly and efficient expansion and improvement of the thoroughfare system to serve existing and future transportation needs. The Thoroughfare Plan is coordinated with the Future Land Use Plan and provides a mechanism for roadway expansions as property is developed.

The benefits provided by the Thoroughfare Plan include:

1. Reserving of adequate rights-of-way for future long-range transportation improvements;
2. Making efficient use of available resources by designating and recognizing the major streets that will likely require higher cost design of improvements;
3. Minimizing the amount of land required for street and highway purposes;
4. Identifying the functional role that each street should be designed to serve, in order to promote and maintain a proper relationship of traffic and land use patterns;
5. Informing citizens which streets are intended to be developed as arterial and collector thoroughfares, so that private land use decisions can anticipate which streets will become major traffic facilities in the future;

6. Providing information regarding thoroughfare improvement needs which can be used to determine priorities and schedules in the city's capital improvements program and capital budget; and
7. Minimizing the negative impacts of street widening and construction on neighborhood areas and the overall community by recognizing where future improvements may be needed and incorporating thoroughfare needs in the city's master planning process.

Specific objectives and steps in the preparation of the Thoroughfare Plan:

1. Reviewing the existing thoroughfare system and determinomg what typical kinds of roadways exist in terms of functional classification.
2. Analyzing the existing physical development and travel patterns within the urban area.
3. Projecting future travel needs and evaluated the adequacy of the existing street system to serve existing and future traffic demands.
4. Assessing the identified classes of thoroughfares to determine their capacity to serve the desired mix of access versus traffic movement.
5. Determining the relationship of proposed thoroughfare classes to transportation needs in terms of roadway capacity, safety and area impacts.
6. Developing the thoroughfare system map for a hierarchical network of thoroughfare classes, based upon identified transportation needs, economic benefits, environmental and land use impacts, and compatibility with other elements of the city's Master Plan.
7. Preparing policies and an action plan for the effective administration, enforcement, and future amendment of the Thoroughfare Plan.

Physical constraints to thoroughfare development must be recognized in the preparation of the Thoroughfare Plan. Existing physical constraints included:

- Topographic constraints such as steep slopes or abrupt changes in the Hill Country elevation;
- Railroad crossings require grade separations or at-grade crossing protection, and thoroughfare improvements paralleling a railroad corridor may involve right-of-way constraints or waiver;
- Existing development presents obstacles to thoroughfare improvement in areas where insufficient right-of-way was obtained when the property was originally platted, or where buildings were constructed with minimal setbacks from the right-of-way;
- Public parks and historic sites may be constraints when a thoroughfare improvement would require conversion of parkland to other uses or impact cultural resources;
- Major water bodies, such as the San Marcos and Blanco rivers and their associated flood plain areas, affect thoroughfare alignment and may increase the capital cost of thoroughfare improvements for necessary bridges or fill sections;
- Sensitive environmental areas such as prime farmland, the Edwards Aquifer Recharge Zone, and endangered species habitat areas ; and
- Existing neighborhoods may also present an impediment when residents object to the impacts of a planned thoroughfare improvement within or affecting the area.

The Major Thoroughfare Plan is adopted as an element of San Marcos Horizons. Requirements and procedures for the development, administration, and enforcement of the Major Thoroughfare Plan are part of the city's ordinances and regulations. Other planning tools have been used to address the land use impacts of thoroughfare development including the zoning and the subdivision ordinances. The Master Plan is the primary tool for integrating transportation and land use planning. The Zoning Ordinance, combined with effective master planning, is also an effective tool for integrating transportation and land development. The Subdivision Ordinance has a direct effect on the way in which development relates to the thoroughfare system and is an effective tool for ensuring that future development is compatible with transportation requirements.

Major Thoroughfare Plan Contents

The Major Thoroughfare Plan of San Marcos Horizons describes a transportation system designed to improve mobility, especially in the east-west direction, for the next decade. A key element in the Thoroughfare Plan is the relocation of the Union Pacific Railroad tracks to the right-of-way of the proposed eastern section of FM 110 (San Marcos Loop). This project will solve a number of San Marcos area transportation problems including safety issues, relieving congestion, increasing east-west access east of IH-35, and reducing the number of at-grade crossings. The Major Thoroughfare Plan is presented on the following page.

The Thoroughfare Plan contains a classification system which includes the following functional classes of roadways:

- Expressways;
- Regional Highways;
- Major Arterials;
- Minor Arterials; and
- Collectors.

Expressways

Expressways are devoted entirely to traffic movement which serve high volume, high speed travel within and through the urban area. They are characterized by multi-lane, divided roadways with a high degree of access control and few, if any, intersections at grade. The Thoroughfare Plan contains two types of expressways:

- Freeway/interstate highways are roads with limited access and frontage roads. IH-35 is the only freeway/interstate highway on the Thoroughfare Plan.

- Parkways are roads with limited access and no frontage roads. Planned FM 110 is the only parkway on the Thoroughfare Plan. It is a proposed loop around San Marcos and will provide access for movement from IH-35 to State Highways 123, 80, 21, and Ranch Road 12.

Regional Highways

Regional highways are four to six lane roads that or primarily connect San Marcos to other cities, such as Wimberly, Seguin, Luling, and Bastrop. Regional highways include State Highways 123, 80, 21, and Ranch Road 12.

Major Arterials

Major arterials are streets that provide a high degree of mobility, serve the greatest portion of through-travel and cross-town, continuous travel. These arterials serve high-volume corridors that connect major generators of traffic such as major shopping centers, large industrial centers, major residential communities, and other major activity centers. Major arterials are four lane roads with or without dividers and should have center turn lanes at intersections and for ingress and egress. Access management is essential and cross traffic along with private access must be carefully managed. The following streets are either existing major arterials or are planned expansions:

- Hunter Road south of Wonder World Drive;
- Aquarena Springs Drive from IH-35 to Sessoms Drive;
- Hopkins Street from IH-35 to Moore Street;
- the Union Pacific Railroad right-of-way west of IH-35 (contingent upon relocation of railroads);
- Old Bastrop Highway/CR 266;
- Centerpoint Road east of IH-35 and west to Hunter Road;
- Wonder World Drive east of State Highway 123;

- Staples Road east of State Highway 123;
- River Road from IH-35 to Union Pacific Railroad right-of-way;
- Post Road from Aquarena Springs Drive to the northern limit of the ETJ;
- Lime Kiln Road north of Post Road;
- Sessom Drive from Aquarena Springs Drive to Ranch Road 12;
- Yarrington Road from Post Road to State Highway 21;
- University Drive from Aquarena Springs Drive to Guadalupe Street;
- Guadalupe Street and LBJ Drive from University Drive to IH-35;
- C.M. Allen Parkway from Sessom Drive to IH-35; and
- Bishop Street from Ranch Road 12 to Hopkins Street.

The following major arterial extensions are planned:

- Wonder World Drive from Hunter Road to planned FM 110;
- University Drive from Guadalupe Street to Ranch Road 12;
- Bishop Street from Hopkins Street to IH-35;
- Bishop Street from Franklin Drive to planned FM 110;
- Country Estates Drive from Ranch Road 12 to the extension of Wonder World Drive;
- County Road 1984; and
- Yarrington Road from State Highway 21 to County Road 1984.

The following new major arterials roads are planned:

- From Hunter Road to the western limit of the ETJ;
- From Ranch Road 12 (near Bishop Street intersection) to Lime Kiln Road;

Minor Arterials

Minor arterials include other arterial streets and highways that serve less concentrated traffic-generating areas such as neighborhood shopping centers. This class distributes medium traffic volumes. Minor arterials collect traffic from collectors and local streets. Although the predominant function of minor arterials is the movement of through traffic, they also provide for considerable local traffic that originates or is destined to points along the corridor. Differentiation between major and minor arterials may involve selection among similar roadways in areas where closely spaced arterials are nearly equivalent in functional role, traffic volumes, and physical characteristics. Minor arterials are either two lane or four lane undivided roads. The following streets are either existing minor arterials or are planned expansions:

- LBJ Drive north of SWT to Bishop Street;
- Thorpe Lane and Bobcat Drive from Hopkins Street to Aquarena Springs Drive;
- Uhland Road from IH-35 to Post Road;
- Hopkins Street from Bishop Street to Wonder World Drive;
- Posey Road from Hunter Road to Old Bastrop Highway;
- York Creek Road from Hunter Road to the ETJ boundary;
- Broadway from IH-35 to Staples Road;
- Hopkins Street from Ranch Road 12 to Purgatory Creek;
- M.L.K. from Bishop Street to LBJ Drive;
- McCarty Lane from Hunter Road to planned FM 110;
- Cheatham Street from Guadalupe Street to Hopkins Street;
- River Ridge Parkway between IH-35 and the Union Pacific Railroad right-of-way;
- River Road from Union Pacific Railroad right-of-way to Uhland Road; and
- Harris Hill Road.

The following minor arterial extensions are planned:

- LBJ Drive from Bishop Street to the ETJ boundary;
- York Creek Road from Hunter Road to the ETJ boundary;
- Posey Road from Old Bastrop Highway to the ETJ boundary;
- M.L.K. from Bishop Street to Wonder World Drive and from LBJ Drive to C.M. Allen Parkway; and
- Harris Hill Road to the ETJ boundary.

The following new minor arterials roads are planned:

- From Posey Road to Wonder World Drive east of IH-35; and
- From Hunter Road to Quail Run Drive.

Collectors

Collectors are the connectors which serve to collect and distribute traffic between arterials and local streets. Collectors serve a wide variety of land uses and their design involves site-specific considerations. They provide direct service to neighborhoods and other local areas. To preserve amenities of neighborhoods, collectors should desirably be spaced at about one-quarter to one-half mile intervals to collect traffic from local streets and convey it to minor and major arterials. Collectors may or may not be continuous across arterials. Since speeds are slower and turn movements are expected, much closer intersection/access spacing can be used than on arterials. Collectors also serve local bus routes.

Major Transportation Plan Policies

T-1. Mobility:

Policy T-1.1: The City shall continue to work to upgrade all existing arterial streets to the recommended standards, to control parking on narrow and busy streets, and to provide additional collector streets and arterials as necessary to keep pace with projected growth.

Policy T-1.2: The City shall acquire rights-of-way for future arterials as shown on the adopted Thoroughfare Plan in advance of development in order to save public money and to insure that the arterials can be located as planned.

Policy T-1.3: The City shall continue the site plan review and approval procedure to ensure that proposed development is designed and will be constructed in a manner that will be compatible with the function of adjacent streets, will provide for safe on-site circulation of vehicles and pedestrians, will provide suitable parking, and will provide access for solid waste pickup, fire vehicles and other service needs.

Policy T-1.4: The City shall maintain thoroughfare design guidelines for the following:

- the location, design, and construction of streets and of signalized and unsignalized intersections;
- the subdivision of property; development adjacent to arterial and collector streets; site design for medium and high density residential (other than single family detached and duplex) and commercial development; the provision for solid waste pickup and fire protection;
- the location of utilities within, or adjacent to the right-of-way; and
- to accommodate buses and other alternative modes of travel.

Policy T-1.5: The City shall encourage the design of neighborhoods which have a limited number of access streets intersecting the adjacent arterial and which utilize cul-de-sac and street right-of-way and pavement widths that loop streets within the residential neighborhoods to discourage through traffic.

Policy T-1.6: The City shall apply street design standards that directly relate to the type and density of the development served.

Policy T-1.7: When a collector street will be continuous in excess of one-fourth mile in length, the City shall encourage the local street system be designed so that all residences have access to a local street, rather than a collector. Residences located at the corner of a local and collector street shall take access off the local street. When the collector is less than one-fourth mile in length, individual lots may front and have direct access to the collector.

Policy T-1.8: To provide greater mobility from IH-35 to areas west of San Marcos, the City shall provide arterials as a more immediate solution than FM 110 may provide.

Policy T-1.9: The City shall implement a program to encourage the construction of sidewalks in conjunction with the construction or expansion of thoroughfares.

T-2. FM 110/San Marcos Loop:

Policy T-2.1: The City shall work diligently with the Texas Department of Transportation, Union Pacific Railroad, and the County to construct FM 110, with an emphasis on the eastern half as the first phase.

Policy T-2.2: The City shall work with the Texas Department of Transportation to provide greater mobility from IH-35 to areas west of San Marcos by constructing the western portion of FM 110 as soon as possible. The western portion of FM 110 should have limited access over the Edwards Aquifer Recharge Zone and should be constructed with proper run-off controls to avoid pollution of the aquifer.

T-3. Traffic Flow:

Policy T-3.1: The City shall provide directional signage that aids in the routing of traffic to major arterials and sites of interest.

Policy T-3.2: Where the existing grid street system is susceptible to increasing volumes of traffic through established residential area, the street system shall be modified to discourage such traffic.

Policy T-3.3: The City shall restrict truck traffic in residential areas as much as possible; and industrial and heavy commercial land uses shall not be allowed to locate at the end of streets that serve residential areas.

Policy T-3.4: The City shall continue to encourage the development of signalized intersections on major arterials at uniform intervals and adopt a plan which reflects the location of existing and desired future signalized intersections.

T-4. Alternative Modes of Transportation:

Policy T-4.1: The City shall require that new developments include sidewalks along major thoroughfares (unless a system of walkways, or walkways and bikeways, are

provided separate from the arterial), collectors, and on all streets with densities over 1 dwelling units per acre and within 2,500 feet of schools.

Policy T-4.2: The City shall, where feasible, require rights-of-way of sufficient width for separate walkways and bikeways along arterial streets and for sidewalks and bike lanes along collector streets.

Policy T-4.3: The City shall require that arterial and collector streets be designed to accommodate buses including "pull outs" if deemed necessary.

Policy T-4.4: The City shall prepare a Hike and Bike Trail Plan to be adopted as an element of the Thoroughfare Plan.

Policy T-4.5: The City shall encourage and facilitate mobility in San Marcos by means other than privately owned, motorized transportation to reduce potential air quality impacts.

Policy T-4.6: The City shall continue to support the use of the transit system as a means to reduce the amount of energy wasted by private automobile.

Policy T-4.7: The City shall cooperate with Capital Area Rural Transportation Service and Southwest Texas State University to continually improve the transit systems in San Marcos.

SAN MARCOS TOMORROW
FUTURE LAND USE PLAN

Introduction

The Future Land Use Plan for San Marcos is the long-range, general plan that guides the location of development and use of all land within the city limits and extra-territorial jurisdiction. The purpose of the Future Land Use Plan is to describe the recommended future land use patterns of San Marcos and provide land use policies for future development that are compatible with the general character of the community.

The Future Land Use Plan lays out suggested patterns of land use in response to the projected needs of the citizens of San Marcos and the community's vision as to its ideal environment. The Future Land Use Plan designates proposed future general distribution, location, and extent of the uses of land for housing, business, industry, agriculture, recreation, open space, education, public buildings, other public facilities, and other categories of the public and private uses of the land. The land use patterns of San Marcos have a major influence on transportation, energy consumption, property values, compatible or conflicting adjacent land uses, and possibilities for future growth.

The Future Land Use Plan is adopted as an element of San Marcos Horizons. The Future Land Use Plan serves to guide decisions by the Planning and Zoning Commission and the City Council over public and private development proposals. The Future Land Use Plan also lays the foundation for zoning and subdivision regulations which implement the Future Land Use Plan.

Future Land Use Plan Contents

The Future Land Use Plan on the following page is a graphic representation of the City's adopted land use policies as they relate to the physical characteristics of San Marcos. These policies establish the reasoning and set the design standards for the location, type, and density of development shown on the map. The land use patterns shown on the map are directed and achieved by those adopted policies. A key element in the Future Land Use Plan is the discouragement of development in the environmentally sensitive areas in San Marcos, such as along the San Marcos River, Blanco River, creeks, and the Edwards Aquifer Recharge Zone. However, development is encouraged to occur in the "preferred growth corridors." The two "preferred growth corridors" include southeast San Marcos bounded by Hunter Road on the north and State Highway 123 on the east, and northeast San Marcos bounded by IH-35 on the west and State Highway 80 on the south. The Future Land Use Plan contains a classification system which includes the following types of land uses:

- Open Space and Floodway;
- Public and Institutional;
- Very Low Density Residential;
- Low Density Residential;
- Medium Density Residential;
- High Density Residential;
- Commercial; and
- Industrial.

Open Space and Floodway

One of the most important goals of San Marcos is the protection of the Edwards Aquifer, the San Marcos Springs, the San Marcos River, and other natural resources. Open space and floodway areas are characterized by recreational areas, parks, natural areas, and open

space areas for the use of residents. On the Future Land Use Plan, all land along the rivers and creeks, all parks, and the Quail Creek Golf Course are designated as open space and floodway.

Public and Institutional

Public and institutional land uses are characterized by public and semi-public uses of the land. This category includes land uses such as schools, universities, governmental buildings, airports, cemeteries, churches, etc. Public and institutional land uses on the Future Land Use Plan include Southwest Texas State University and all land owned by the university, the San Marcos Municipal Airport, the Hays County Courthouse, all public and private schools, all City of San Marcos and Hays County owned facilities and property, cemeteries, churches, fish hatcheries, Aquarena Springs, and Wonder World.

Very Low Density Residential

Very low density residential land uses are characterized by single family detached homes on large lots, representing a density range of zero to three dwelling units per acre. Cluster-type developments are also allowed, as long as the overall density within a specific development or area does not exceed three dwelling units per gross acre. The areas designated as very low density residential on the Future Land Use Plan are areas in the Edwards Aquifer generally west of Hunter Road and Post Road and the area along the San Marcos River east of IH-35.

Low Density Residential

Low density residential land uses are characterized by residential units representing a density range of three to six dwelling units per acre. The three general areas designated as low density residential on the Future Land Use Plan are inside the city limits west of IH-35, and both the southeastern and northeastern sections of the ETJ outside the planned

FM 110. These areas outside the planned FM 110 are not over the Edwards Aquifer Recharge Zone and are more suitable for typical residential densities.

Medium Density Residential

Medium density residential land uses have a density range of six to twelve dwelling units per acre and may include a variety of residential types such as duplexes, triplexes, fourplexes, townhomes, and zero lot-line homes. A variety of housing types may be allowed, as long as the overall density within a specific development or area is between six and twelve dwelling units per acre. The general areas designated medium density residential on the Future Land Use Plan are the area along Hunter Road south of McCarty Lane, north of Southwest Texas State University, the area between Mockingbird Hills and Sunset Acres subdivisions, and various areas east and west of IH-35 between River Road and Uhland Road.

High Density Residential

High density residential land uses are typically characterized by apartments and condominiums, representing a density range greater than twelve dwelling units per acre. The three general areas designated high density residential on the Future Land Use Plan are the areas north and south of Southwest Texas State University, various areas east and west of IH-35 between State Highway 80 and the Blanco River, and the area along Wonder World Drive east of IH-35.

Commercial

Commercial land uses are characterized by many retail, office, and commercial types of developments. This category includes land uses such as retail stores, shopping centers, business and professional offices, medical and dental offices, hotels, auto dealerships, banks, restaurants, etc. Areas designated commercial on the Future Land Use Plan are

dispersed throughout the city and ETJ with concentrations at major intersections, the downtown area, and along major regional highways including IH-35, State Highway 123, State Highway 80 and Ranch Road 12.

Industrial

Industrial land uses involve the development, manufacture and warehousing of goods for wholesale distribution. Light industrial land uses are preferred in San Marcos and are characterized as nonpolluting enclosed facilities with minimal outside storage such as research and development facilities or warehouse operations. The three general areas designated industrial on the Future Land Use Plan are the area around the San Marcos Municipal Airport, the area along IH-35 between the planned FM 110 and Yarrington Road, and the area along IH-35 south of State Highway 123 to the southern limit of the ETJ.

Future Land Use Plan Policies

LU-1. General Land Use:

Policy LU-1.1: The City shall ensure that all land use decisions are in accordance with the vision statement, goals, and policies in the Future Land Use Plan and other elements of the Master Plan.

Policy LU-1.2: The City shall require, for any development not consistent with the Future Land Use Plan, that the Future Land Use Plan must first be amended and that such amendment be approved by the Planning and Zoning Commission and the City Council at specially designated and advertised public hearings as prescribed in the City's Charter.

Policy LU-1.3: The City shall not amend the current land use designation of any property within the city limits solely by the adoption of this Future Land Use Plan; rather, such land use amendments will only be accomplished by the land use amendment process. Furthermore, the City shall prepare sector plans to resolve zoning and land use conflicts.

Policy LU-1.4: The City shall oppose rezoning property to any use that is not in accordance with the Master Plan without a prior amendment to the plan, as recommended by the Planning and Zoning Commission and approved by the City Council.

Policy LU-1.5: The City shall continue to update the official zoning map in accordance with the Future Land Use Plan and the policies in the Master Plan.

Policy LU-1.6: The City shall use the Zoning Ordinance, Subdivision Ordinance and other ordinances affecting land uses to implement the Master Plan and the City shall rezone land in accordance with the Future Land Use Map, as adopted by the City Council.

Policy LU-1.7: The City shall continue the mandatory requirement that fifteen days prior to any zoning public hearing, residents within 200 feet of the property proposed for rezoning, and appropriate neighborhood association(s) be notified and notification signs shall be within boundaries of said property at locations designated by city staff.

Policy LU-1.8: The City shall be supportive of, and work cooperatively with, private development which conforms to the goals and policies in the Master Plan.

Policy LU-1.9: The City shall keep the information in the Master Plan current with annual estimates of population and land use and shall formally update, as a minimum, the population projections and the Future Land Use Plan at least every three years.

Policy LU-1.10: The City shall staff an adequate number of professional planners to enforce the development regulations of the City, monitor the implementation of the Master Plan, and provide on-going long-range planning.

Policy LU-1.11: The City shall encourage capital improvements, or portions thereof, that enhance the level of service for existing residents to be financed by existing development.

Policy LU-1.12: The City shall encourage capital improvements, or portions thereof, that extend services to new users to be financed by new development.

Policy LU-1.13: The City shall encourage capital improvements, or portions thereof, that extend services to new users in "preferred growth corridors" to be financed by public/private partnerships.

Policy LU-1.14: The City shall actively work to improve the aesthetic qualities of the major entrances/gateways into the community through landscape enhancement, land use controls and improved sign regulations.

Policy LU-1.15: The City shall encourage development to occur in the "preferred growth corridors." The two "preferred growth corridors" include southeast San Marcos bounded by Hunter Road on the north and State Highway 123 on the east, and northeast San Marcos bounded by IH-35 on the west and State Highway 80 on the south.

Policy LU-1.16: The City shall work to preserve the community's small town atmosphere by carefully controlling the location and quality of new growth.

Policy LU-1.17: The City shall promote community-based economic development in harmony with San Marcos' high quality of life.

Policy LU-1.18: The City shall place a major emphasis on developing tourism as one of its major economic development foci. Tourism development shall include eco-tourism, heritage tourism, arts tourism, and family entertainment.

Policy LU-1.19: The City shall adopt a schedule for the amortization of nonconforming uses that are not in accordance with the adopted official zoning map and future land use plan. The intent of such a schedule is to gradually eliminate these

uses over time by allowing property owners to recover their investment prior to the elimination of the nonconforming use.

Policy LU-1.20: The City shall revise its building codes to encourage energy-efficient techniques that are cost-effective.

Policy LU-1.21: The City shall encourage new development to locate in areas already served by utilities and other community facilities.

Policy LU-1.22: The City shall encourage new development in areas not already served by utilities and other services to pay as many direct and indirect costs created by that development as possible, thereby reducing the tax load on the existing residents.

Policy LU-1.23: The City shall use the Capital Improvements Program to reinforce the Master Plan in controlling the location and timing of development.

Policy LU-1.24: The City shall enforce and strengthen sign ordinances to promote the aesthetic appeal and visual integrity of the city.

Policy LU-1.25: The City shall develop development standards for properties along major highway corridors, especially IH-35, to promote the visual appeal of the community.

Policy LU-1.26: The City shall evaluate the possible expansion of historic districts or the creation of additional historic districts where appropriate.

Policy LU-1.27: The City shall support the efforts of the Historic Preservation Commission.

Policy LU-1.28: The City shall implement a program to encourage the construction of sidewalks in residential areas.

Policy LU-1.29: The City shall support state and federal efforts to maintain regional air quality and shall establish an ordinance addressing a higher level of air quality in San Marcos.

Policy LU-1.30: The City shall offer incentives to existing businesses to encourage landscaping on building sites.

LU-2. Open Space and Floodway:

Policy LU-2.1: The City shall take measures to preserve the trees, vegetation, and scenic beauty of San Marcos, and to restore some of that beauty in existing areas whenever possible.

Policy LU-2.2: The City shall regulate development and encourage suitable land uses over the Edwards Aquifer and adjacent to the San Marcos and Blanco rivers.

Policy LU-2.3: The City shall strive on a continuing basis to purchase or otherwise set aside as much land as possible along the San Marcos River, Blanco River and creeks, especially that area within the 100-year flood plain, and develop that land as contiguous greenbelts.

Policy LU-2.4: The City shall discourage and regulate any development that may have a significant adverse impact on the critical habitat of the San Marcos River.

Policy LU-2.5: The City shall protect the integrity of the Edwards Aquifer, San Marcos and Blanco rivers, and the other natural resources in and around San Marcos.

Policy LU-2.6: The City shall continue to prepare and enforce standards for the preservation of springs and streams and for the control of runoff into natural and man-made drainage courses so as not to degrade the water quality of the Edwards Aquifer, San Marcos and Blanco rivers, Sink Creek, Purgatory Creek, Willow Springs Creek, Cottonwood Creek, or any other natural stream or spring in the San Marcos area.

Policy LU-2.7: The City shall prohibit the placement of structures within the 100-year floodplain and shall continue to enforce the Flood Damage Prevention Ordinance.

Policy LU-2.8: The City shall, to the extent possible, acquire land along rivers and creeks to develop as parks and greenbelts.

Policy LU-2.9: The City shall develop a trail system connecting historic downtown district, the San Marcos River, and other historic/natural sites.

Policy LU-2.10: The City shall acquire land for parks or greenbelts in advance of development or allow land to be dedicated with development. Land in the flood plain and other environmentally sensitive areas where development should be constrained should be given highest priority for public use.

Policy LU-2.11: The City shall require land along the river be developed in accordance with the San Marcos River Corridor Ordinance, and shall be zoned Planned Development District (PDD) to insure adequate site plan review.

Policy LU-2.12: The City shall strive to protect the water quality in all rivers and creeks by reducing point and non-point pollution sources.

Policy LU-2.13: The City shall combine the open space requirements for environmental protection with the development of recreational facilities and natural resource based recreation areas for efficient use of urban land and minimal impact of urban development.

Policy LU-2.14: The City shall support Edwards Aquifer management policies that protect the flow to the San Marcos Springs.

Policy LU-2.15: The City shall support programs that involve public/private partnerships to schedule and implement river cleanups.

Policy LU-2.16: The City shall develop controlled access points along the rivers to protect banks and facilitate water recreation.

Policy LU-2.17: The City shall continue to enforce flood plain management programs in conjunction with FEMA standards.

Policy LU-2.18: The City shall assure that no "critical facilities" are built within the 100-year flood plain.

Policy LU-2.19: The City shall continue and strengthen existing erosion and sedimentation control standards for all development.

Policy LU-2.20: The City shall support state guidelines for restrictions on Edwards Aquifer to control runoff over the Edwards Aquifer Recharge Zone and land use.

Policy LU-2.21: The City shall prepare and adopt a Blanco River Corridor Ordanance.

LU-3. General Residential:

Policy LU-3.1: The City shall develop the residential areas of San Marcos according to the Future Land Use Plan so that future growth can be accommodated, a mixture of housing types and densities can be provided, and adverse impacts from traffic, environmental hazards and incompatible land uses can be avoided.

Policy LU-3.2: The City shall provide safe and adequate housing opportunities to meet the different housing needs of all income groups of the City's present and future populations.

Policy LU-3.3: The City shall provide adequate space in appropriate locations for residential development in order to provide safe and sanitary housing, to meet the housing and social needs for a desired standard of living for the City's present and future population.

Policy LU-3.4: The City shall provide, within the framework of the Future Land Use Plan, a wide choice of owner-occupied and rental housing types that will give adequate housing to families and individuals of all income levels.

Policy LU-3.5: The City shall encourage community-based elementary schools and parks which are located centrally and within walking distance of any section of a neighborhood.

Policy LU-3.6: The City shall plan and develop public facilities and services consistent with the residential densities designated on the Future Land Use Plan, and shall recognize and uphold the principles that different residential densities require different housing solutions and that land designated for one density on the Future Land Use Plan may not be suitable for a different density without substantial modifications in existing or planned public facilities and services.

Policy LU-3.7: The City shall encourage developers to utilize thoroughfares, water bodies, and other topographic or physical features to clearly define the boundary of a neighborhood and to orient their developments inward from such boundaries.

Policy LU-3.8: The City shall encourage land use patterns that reflect inward functioning neighborhoods. The interior of the neighborhood units will generally contain low or, at the most, medium density uses. Heavy traffic generators, such as apartments or commercial uses, will be located outside neighborhoods along the designated arterials in corridors of intensified development.

Policy LU-3.9: The City shall encourage very low density or cluster-type developments in the Edwards Aquifer Recharge Zone and shall develop appropriate standards for cluster-type development which will be adopted as part of the subdivision and zoning ordinances.

Policy LU-3.10: The City shall protect existing stable residential neighborhoods from encroachment of commercial or higher density residential uses.

Policy LU-3.11: The City shall develop, and adopt in its Zoning Ordinance, compatibility standards for uses that abut single family residential areas.

Policy LU-3.12: The City shall encourage land uses which are compatible with and support the neighborhood, such as neighborhood shopping centers. Such uses shall be located on the periphery of the neighborhood.

Policy LU-3.13: The City shall discourage residential development in areas that do not have adequate public facilities and services, including, but not limited to, streets, police and fire protection, sewage disposal, water supply and pressure, telephone, gas, electricity, schools, and parks.

Policy LU-3.14: The City shall discourage any type of multifamily or single family residential development in such concentrations and expanses that, by accepted planning standards, there are not sufficient amenities to support such development and the quality of life in the area would be diminished.

Policy LU-3.15: The City shall encourage physical buffers, such as permanent open space, land uses that are transitional and unobtrusive, landscaping, fencing, or walls be used, as appropriate, between residential areas and nonresidential areas, and between residential areas of different densities except where mixed land uses are desired.

Policy LU-3.16: The City shall discourage residential uses without adequate buffering.

Policy LU-3.17: The City shall allow different housing densities to abut one another as long as a proper buffer is provided and traffic generated by each use does not mix within the neighborhood and does not increase the load on existing roadways.

Policy LU-3.18: The City shall prohibit residential developments that, because of design or location, will expose the potential residents to through traffic or heavy traffic from other types of land uses.

Policy LU-3.19: The City shall encourage residential lots located along major thoroughfares to be designed in one of the following ways:

a. Lots should be designed such that the houses back up to the major thoroughfare, the lot has extra depth, and the house is screened from the traffic by a fence or wall as part of the site development. When high noise levels from traffic are anticipated on the property, a masonry wall or other suitable noise dampening device or design standard should be used on the site to provide adequate outdoor living space that is not impacted by excessive noise levels.
b. If houses are to face a major thoroughfare, they should be given access via a frontage road or service street.
c. Whenever possible, the developer should construct short cul-de-sacs or loop streets, extending from the arterial into the subdivision so that the lots front on that local residential street and houses do not directly face or take access from the arterial.
d. Houses may face a major thoroughfare without the provision of access from a service road if they are sufficiently set back,, and are given access from rear alleys or drives such that direct access to the highway is limited or prohibited. If access to the arterial must be provided, then circular drives should be required so that vehicles will not back into the arterial.

Policy LU-3.20: The City shall limit through traffic to major thoroughfares and away from residential development as much as possible. Local truck traffic should be limited to specifically designated collector streets except for local deliveries, in which case the shortest and least disruptive route over local streets should be designated and used.

Policy LU-3.21: The City shall encourage residential subdivisions be designed to include loop streets and cul-de-sacs to discourage through traffic on local streets.

Policy LU-3.22: The City shall recognize that different types of residential uses have different requirements for utilities, etc., and that land developed for one density may require more than rezoning to make it suitable for a higher density.

Policy LU-3.23: The City shall not allow existing single family neighborhoods be redeveloped to a higher density without meeting current standards for servicing higher density development and ensuring the compatibility of the development with the existing neighborhood..

Policy LU-3.24: The City shall control land uses near the Municipal Airport and under the flight patterns to avoid residential uses that may be adversely impacted by airport noise.

Policy LU-3.25: The City shall protect and encourage the renovation of its historic neighborhoods so that the neighborhoods maintain a distinct and unique identity.

Policy LU-3.26: The City shall continue to enforce measures to preserve/enhance the historical integrity of historic/ethnic neighborhoods.

LU-4. Medium/High Density Residential:

Policy LU-4.1: The City shall determine the need for multifamily dwelling units and shall ensure that the location of these units is compatible with adjacent land uses and is properly buffered and adequately served by roads and public utilities.

Policy LU-4.2: The City shall encourage residential areas, especially higher density uses, have access to shopping, recreation, and work places that are convenient not only for automobile traffic but also for foot and bicycle traffic in order to minimize energy consumption, air pollution, and traffic congestion.

Policy LU-4.3: The City shall encourage medium and high density residential developments to have direct access to at least collector width streets to accommodate the traffic volumes and turning patterns generated by high concentrations of people. They should also be located near major arterials. Low density residential development should not be impacted by heavy traffic generated by medium and high density areas.

Policy LU-4.4: The City shall require medium and high density residential developments be located on larger sites to allow for proper buffering, adequate parking and landscaping, and enough flexibility in design and layout to insure adequate development.

Policy LU-4.5: The City shall require medium and high density developments to have wider internal streets, increased utility and drainage capacity, increased fire

protection, and more street, utility and drainage facilities than a single family type development.

LU-5. Residential Neighborhood Revitalization and Protection:

Policy LU-5.1: The City shall preserve the single family character of the existing neighborhoods and the small town atmosphere of the city as a whole.

Policy LU-5.2: The City shall encourage and assist in the development and rehabilitation of owner-occupied and rental housing for low to moderate income households.

Policy LU-5.3: The City shall conserve viable neighborhoods by maintaining, through rehabilitation and code enforcement, the existing housing stock.

Policy LU-5.4: The City shall maintain a strong code enforcement program to make sure that substandard buildings and rental property are not allowed to contribute to the deterioration of a neighborhood.

Policy LU-5.5: The City shall encourage neighborhood planning so individual developments relate to the neighborhood and provide for complementary land uses.

Policy LU-5.6: The City shall not allow rezoning any property to a more intensive residential district without proof that the street system, utilities, drainage, and other requirements are adequate for the proposed density.

LU-6. Commercial:

Policy LU-6.1: The City shall provide sufficient commercial development opportunities to provide a diversified economic base and employment opportunities for the future population of the City.

Policy LU-6.2: The City shall provide an economic climate for the City that will encourage the improvement of existing businesses and the establishment of new businesses that will be of benefit to the community.

Policy LU-6.3: The City shall promote commercial development in designated corridors and at intersections as the most desirable locations, and to influence the direction of development as part of the Future Land Use Plan.

Policy LU-6.4: The City shall promote stable commercial development which strengthens the economic base of the City.

Policy LU-6.5: The City shall designate enough commercially zoned land to meet the existing and future shopping and employment needs of the citizens and should direct the location of commercial development so that all land uses, whether mixed or segregated, are compatible with each other.

Policy LU-6.6: The City shall discourage the speculative zoning or rezoning of property solely for the intent of inflating the property's market value or where the zoning is to the benefit of the applicant and to the detriment of the adjacent property owners.

Policy LU-6.7: The City shall recognize that retail uses may or may not be compatible with other types of nonresidential uses and will provide for the separation of the various commercial enterprises that are incompatible and the clustering of those that are compatible, and shall properly separate and zone land in which those types of commercial activities can conduct business.

Policy LU-6.8: The City shall recognize that commercial and residential uses are not generally compatible and will discourage residential usage of land in commercial districts except where residential uses are planned as part of a mixed-use concept.

Policy LU-6.9: The City shall designate sufficient space in residential areas for commercial services that are compatible with, and cater to, the convenience needs of the neighborhood. These neighborhood convenience areas will be encouraged to locate within walking distance of all residences, preferably at the intersection of collectors.

Policy LU-6.10: The City shall not allow the rezoning of land for more intensive (non-neighborhood) commercial purposes unless the areas meet the following criteria:

a. are along a highly traveled thoroughfare;
b. are central to the market that is served;
c. are of sufficient size to allow adequate buffering from adjacent land uses, adequate parking and truck loading areas, adequate landscaping, and adequate flexibility in design and layout to ensure acceptable development;
d. will not cause traffic to be routed through residential neighborhoods, or force commercial traffic onto residential sized streets;
e. have an adequate transportation system to accommodate the additional traffic;
f. have adequate public facilities, including sewer, water, electricity, and fire protection, to support such development; and
g. have sufficient drainage for the increased percentage of impervious cover and runoff of commercial development.

Policy LU-6.11: The City shall discourage the zoning or commercial usage of land that has the potential of becoming undesirable strip commercial development, which is characterized by one or more of the following problems:

a. shallow lots, usually less than two hundred feet deep;
b. numerous small ownerships;
c. numerous curb cuts for entrances;
d. numerous small buildings with no architectural unity;
e. little or no landscaping in and around the parking lots;
f. limited parking usually restricted to the front setback area or along the street; and/or
g. the lack of landscape or other buffers, especially in the rear, with the adjacent residential areas exposed to blighting influences.

Policy LU-6.12: The City shall encourage land that is currently zoned commercial or cannot be used for anything but commercial usage and falls under one or more of the conditions in the previous policy to develop as low traffic generating land uses, such as professional or neighborhood services that support the residential uses rather than create instability in the transition from residential to commercial use.

Policy LU-6.13: The City shall encourage linear commercial districts be located based on the following criteria:

a. only on designated corridors on the Future Land Use Plan;
b. with lots deeper than two hundred feet;
c. on large parcels with single ownership, or on smaller parcels whose owner are organized into an association and have the ability to share parking or entrances;

d. where the curb cuts are minimized and/or shared with adequate traffic circulation within the parking lot;
e. where adequate parking is provided, preferably to the side and/or in the rear;
f. where adequate landscaping and/or open space is provided for visual buffers from adjacent residential development;
g. where nearby residential areas are adequately buffered from noise, traffic, and air pollution; and
h. where the proposed development will not disrupt the orderly development of adjacent residential neighborhoods.

Policy LU-6.14: The City shall encourage major shopping centers to locate at the intersection of major arterials, meeting the same requirements as policy LU-6.13.

Policy LU-6.15: The City shall encourage the location of neighborhood shopping centers generally at the intersections of major or minor arterials.

Policy LU-6.16: The City shall require a concept plan of an entire area whenever there is some doubt of the layout's relationship to adjacent areas or the proposed development's impact on existing or future development.

Policy LU-6.17: The City shall preserve the integrity of existing commercial areas, especially the central business district.

Policy LU-6.18: The City shall encourage proposed commercial development to consider the central business district among alternative sites for proposed commercial development.

Policy LU-6.19: The City shall consider the impacts of proposed commercial uses on existing commercial uses, including the central business district, and will discourage, to the extent possible, those uses which could have an adverse impact.

LU-7. Industrial:

Policy LU-7.1: The City should provide the opportunity for sufficient industrial development to provide a diversified economic base and employment opportunities for the future population of the City.

Policy LU-7.2: The City shall designate enough land for industrial uses to meet the economic demand, and to direct the location of industrial development so that all land uses, whether mixed or segregated, are compatible with each other.

Policy LU-7.3: The City shall encourage a variety of nonpolluting, light industrial uses, such as research and development facilities, assembly or production operations, and warehousing operations.

Policy LU-7.4: The City shall encourage clean, light manufacturing industrial to locate in the City of San Marcos to expand the local economic and tax base and to positively affect the rate of employment.

Policy LU-7.5: The City shall discourage heavy industrial uses which are not compatible with the high quality of life enjoyed in San Marcos.

Policy LU-7.6: The City shall discourage heavy industrial uses which use large quantities of water, reduce air quality, and/or create excessive noise.

Policy LU-7.7: The City shall discourage the speculative zoning or rezoning of property solely for the intent of inflating the property's market value, or where the zoning is to the benefit of the applicant and to the detriment of the adjacent property owners.

Policy LU-7.8: The City shall recognize that industrial, commercial, and residential uses are not necessarily compatible, and shall prohibit residential and some types of commercial usage of land in industrial districts, unless they are a planned development district that recognizes the basic differences of the uses and treats them according to their separate needs as well as to their mutually supporting relationship. Only those industrial establishments that have a direct relationship with the neighborhood shall be located in close proximity. In all cases, truck traffic shall not use local residential streets.

Policy LU-7.9: The City shall protect industrial areas from the encroachment of residential or commercial land uses that could inhibit the full expansion of the district. Specific industrial land use designations and the use of open space buffers at the edge of the industrial districts are to be used whenever possible.

Policy LU-7.10: The City shall encourage industrial development on sites that are large enough to be planned as unified, fully integrated industrial districts, located with ready access to major highways, as far away from residential areas as possible, separated from adjacent residential areas by landscaped or natural buffers offering a variety of locations and site configurations to meet the needs of local industries.

Policy LU-7.11: The City shall allow industrial uses only on sites where:

A. the site has appropriate transportation access and routes for the types of activities proposed, including truck routes and/or rail access;

B. the traffic generated by the proposed development will not go through residential or light commercial areas, or other areas that would be adversely impacted by such traffic;

C. public services and facilities are or will be of sufficient capacity to support the proposed development, including:

   a. extra width and strengthened streets for truck traffic;

   b. utilities sized to meet industrial needs;

   c. sufficient drainage for a high percentage of impervious cover;

   d. extra fire protection; and

D. the site is large enough to be planned as a unified, fully integrated Industrial district or unit, capable of accommodating buffer zones, accessory land uses, parking, truck loading, and other amenities necessary for viable development.

Policy LU-7.12: The City shall discourage truck traffic, other than delivery and service vehicles, in residential areas. Industrial and heavy commercial land uses shall not be located at the end of collectors that serve or pass through residential areas.

Policy LU-7.13: The City shall encourage compatible industrial development adjacent to the airport.

SAN MARCOS TOMORROW
ANNEXATION

Introduction

Annexation is the process by which a city extends its municipal services, regulations, voting privileges and taxing authority to new territory. Cities annex territory to provide urbanizing areas with municipal services and to exercise regulatory authority necessary to protect public health, safety and welfare. Annexation is also a means of ensuring that residents and businesses outside a city's corporate limits who benefit from access to the city's facilities and services share the tax burden associated with constructing and maintaining those facilities and services. Annexation may also be used as a technique to manage growth.

A city can only annex land within its extra-territorial jurisdiction (ETJ). The ETJ of a city is the contiguous unincorporated land adjacent to its corporate limits that is not within another city's ETJ. The size of a city's ETJ varies according to its population, ranging from one-half mile for communities with less than 5,000 persons, to five miles for cities greater than 100,000 in population. San Marcos currently has a two-mile ETJ. When San Marcos reaches 50,000, the ETJ will expand to three and a half miles.

From an annexation perspective, a city's ETJ serves two functions. First, there is a statutory prohibition against a municipality annexing into another's ETJ. This provides a city with land that it alone can potentially annex. Second, cities are authorized to enforce their subdivision regulations within their ETJ, which is a means of ensuring that cities will not have to assume maintenance responsibilities for substandard infrastructure upon annexation.

Annexation is critical to the long-term well being of San Marcos and needs to be carried out in accordance with established policies and not on an ad hoc basis. As part of San Marcos Horizons, the planning area is comprised of land within the current city limits and the extra-territorial jurisdiction. To obtain and protect these areas, strategic annexations are deemed advisable to bring some of the ETJ into the city limits. The annexation of properties listed in the Annexation Plan and the Annexation Review Program, described below, will allow implementation of the Future Land Use Plan through the application of the zoning and subdivision ordinances.

Because of the fiscal implications of annexation, the costs of providing municipal services must to be estimated and weighed against the anticipated revenues of areas proposed for annexation. Performing a fiscal impact analysis does not mean that only areas with positive cash flow should be annexed. There will be instances when health, safety, environmental or other factors will override fiscal considerations and an area may need to be annexed despite its fiscal impact. Other areas may have short-term financial impacts, but may be in the long-range best financial interest of the city.

A major revision to Texas annexation law took effect on September 1, 1999. Under the revised statute, all Texas cities are required to formally adopt an "annexation plan" by December 31, 1999. The annexation plan must include the proposed annexations of populated areas (those areas that include 100 or more tracts of land, each having at least one dwelling unit on them). All proposed annexations shown in a city’s annexation plan must follow a detailed process prescribed by State law and may not be annexed before the third anniversary date of their inclusion in the annexation plan.

Many other annexations, however, are exempt from the requirements to be included in the Annexation Plan. These "exempted annexations" include areas that have less than 100 tracts, areas that are being annexed at the request of the property owners and certain other annexations that are specifically exempted under the new State law. San Marcos believes it is important to systematically look at these areas in order to stay ahead of growth. Therefore, an Annexation Review Program is adopted to include those properties that are specifically exempted from the requirement to be included in the Annexation Plan, yet are properties the city will review and consider for possible annexation over the next five years. Both the Annexation Plan and the Annexation Review Program are tied to the city's Capital Improvements Program in order to coordinate utility improvements with the growth of the city.

Annexation Plan Contents

The Annexation Plan for San Marcos describes all annexations that include 100 or more tracts of land on which one or more dwelling units are located on each tract. Properties included in the annexation plan may not be annexed prior to the third anniversary of their inclusion in the plan. An inventory of facilities and services existing within the annexed area must be prepared in accordance with the provisions of State law. Other procedural provisions of State law must be followed in annexing properties required to be listed in the city's adopted annexation plan.

No annexations meeting the requirements set forth in State law are currently proposed for inclusion in the San Marcos Annexation Plan.

Annexation Review Program Contents

The Annexation Review Program describes all annexations that are specifically exempted under State law from inclusion in the Annexation Plan. The Annexation Review Program provides a recommended timetable for determining when areas of land should be evaluated for possible annexation into the City of San Marcos. The listing of an area on the Annexation Review Program does not mean it will be annexed that year. It does indicate, however, that the city will do a cost / benefit study to determine the feasibility of annexation. The Annexation Review Program will be revised and updated annually. The Annexation Review Program categorizes proposed annexation areas by the year they will be considered for annexation. The Annexation Review Program is presented on the following page.

Areas proposed for inclusion in the Annexation Review Program are shown on the map labeled "City of San Marcos Annexation Review Program."

Transition Period

The period of December 31, 1999 to December 31, 2002 is considered a transition period during which any property can be annexed under the basic requirements of the former law plus several of the provisions of the new law.

It is recommended that certain more populus areas that have not been included in the annexation plan, such as the Willow Creek, Laurel Estates, and Turkey Hollow, area be evaluated for possible annexation during this transition period.

Annexation Review Plan Policies

A-1. General Annexation:

Policy A-1.1: The City shall pursue an annexation program that adds to the economic stability of the city, protects and enhances its quality of life, and protects its environmental resources.

Policy A-1.2: The City shall use annexation as a tool for the protection of valuable natural resources such as the San Marcos and Blanco rivers and the Edwards Aquifer Recharge Zone.

Policy A-1.3: The City shall adopt a proactive position in utilizing the tool of annexation, prior to development, to control the type, quality, and location of development in areas currently outside the city limits.

Policy A-1.4: The City shall pursue a systematic annexation process to promote orderly growth and the provision of municipal services and to preserve the city's fiscal position.

Policy A-1.5: The City shall use development policies such as utility extension policies and impact fees to encourage growth consistent with the City's ability to effectively manage such growth.

Policy A-1.6: The City shall annually update the three-year Annexation Plan and the five-year Annexation Review Program.

Policy A-1.7: The City shall perform a fiscal impact analysis and provide a service plan for all areas proposed for annexation.

Policy A-1.8: The City shall consider annexation of an area that would provide an economic advantage to the City.

Policy A-1.9: The City shall consider annexation of an area to protect environmentally sensitive areas and to better regulate the quality of the development in the area.

Policy A-1.10: The City shall consider annexation of areas before development occurs.

Policy A-1.11: The City shall consider annexation of an area in the immediate path of growth to prevent undesirable development patterns.

Policy A-1.12: The City shall consider annexation as a means of managing growth and providing zoning controls.

Policy A-1.13: The City shall consider annexation of an area to increase the quality of life, upgrade utility facilities, and provide the necessary services to meet the specific needs of the residents in the extra-territorial jurisdiction.

Policy A-1.14: The City shall oppose the creation of new municipalities, special purpose districts and water or wastewater utilities and municipal utility districts within the extra-territorial jurisdiction unless the City determines it cannot provide the necessary services.

Policy A-1.15: The City shall guide the growth in the extra-territorial jurisdiction by focusing infrastructure spending in less environmentally sensitive areas and into "preferred growth corridors."

Policy A-1.16: The City shall adopt an administrative site plan review process for the purpose of making sure that proposed developments in the extra-territorial jurisdiction are consistent with the policies of the Master Plan, the Capital Improvements Program, and all applicable ordinances.

Revisions to this section resulted in fewer pages, thus eliminating pages 4-58 through 4-60.

SAN MARCOS TOMORROW
COMMUNITY FACILITIES PLAN

Introduction

Community facilities are buildings, lands, and services which serve the public. Examples of community facilities include the San Marcos Public Library, the Central Texas Medical Center, schools, parks, the police headquarters, and fire stations. The need for community facilities depends on many factors, including the size of the extra-territorial jurisdiction, population density and location, expected growth, local income, and the capacity of existing facilities. Because private development tends to follow the location and quantity of public services, advanced planning of community facilities has been coordinated with the land use, transportation, annexation, and downtown plans. This effort has helped determine community facility needs now and in the future, set priorities and timetables for projects and identify desirable locations for facilities. All of these factors are incorporated into the Community Facilities Plan.

The Community Facilities Plan is linked to the Capital Improvements Program and is adopted as an element of San Marcos Horizons.

Community Facilities Plan Contents

The Community Facilities Plan of San Marcos Horizons contains existing community facilities and analyzes future needs and potential locations for additional facilities. Existing and proposed facilities in the Community Facilities Plan include:

- Parks and Preserves;
- Fire Stations;
- The Police Station;
- The City Hall Complex;
- San Marcos Public Library.
- The Activity Center (planned);
- San Marcos Cultural Arts Center;
- The City Cemetery; and
- San Marcos Municipal Airport.

Parks and Preserves

The Parks and Recreation Department currently maintains 20 parks (160 acres) throughout the city. The majority of the parks are located along the San Marcos River. Parks in San Marcos are classified according to size and use:

- Regional Parks;
- Community Parks; and
- Neighborhood Parks.

The City's Parks and Recreation Advisory Board makes recommendations to the City Council for facility improvements in city parks.

Regional Parks

Regional parks are over 10 acres in size and generally provide facilities for all of San Marcos and surrounding areas. The 88 acres of regional parkland include Memorial Park, Ramon Lucio Park, and Rio Vista Park. Memorial Park is located north of Hopkins Street, between the San Marcos River and Bobcat Drive. The park contains the public library as well as the planned activity center. Ramon Lucio and Rio Vista Parks are located along the west bank of the San Marcos River between IH-35 and the railroad tracks. The parks feature lighted fields, a swimming pool, river access, and tennis courts.

A proposed recreation and camping area is located near the confluence of the San Marcos and Blanco rivers.

Community Parks

Community Parks are generally less than 10 acres in size. They provide facilities for all residents of San Marcos. The following parks serve as community parks in San Marcos:

- City Park is located along the east bank of the San Marcos River, north of Hopkins Street;
- Children's Park is located along the west bank of the San Marcos River north of Rio Vista Park;
- San Marcos Wildlife Habitat and Nature Preserve is located across the river from Ramon Lucio Park; and
- River Ridge Park is located at the intersection of River Ridge Parkway and Market Boulevard.

Two proposed community parks in San Marcos would preserve undeveloped wooded areas north of the SWT campus:

- Schulle Canyon Nature Preserve is to be located south of Sierra Circle; and

- Sessoms Canyon Nature Preserve is to be located between Sessoms Drive and Chestnut Street.

Neighborhood Parks

Neighborhood parks are less than five acres in size and provide facilities for specific residential neighborhoods. The following parks serve as neighborhood parks in San Marcos:

- Sendera Park is located along Lancaster Street;
- Dunbar Park is located at the intersection of Martin Luther King Drive and Endicott Street;
- Victory Gardens Park is located at the intersection of Patton Drive and Knox;
- East Guadalupe Park is located south of Mariposa, between McKie and McGehee;
- Swift Memorial Park is located in the triangle formed by Monterrey, Juarez Avenue, and Laredo Streets; and
- Hills of Hays Park is located southwest of the intersection of Crystal River Parkway and Lago Vista.

There are two proposed neighborhood parks for San Marcos. They would help alleviate the shortage of neighborhood parks in San Marcos by providing more neighborhoods with parks of their own:

- Along River Road on city-owned property; and
- South of the intersection of Peter Garza and Del Sol Drive in conjunction with the San Marcos Independent School District project.

Other Park Facilities

- The Historical Cock House is located in Veramendi Plaza at the southeast corner of the C. M. Allen Parkway and Hopkins Street.

- Sewell Park is located on the bank of the San Marcos River on Aquarena Springs Drive and is owned and maintained by Southwest Texas State University. The park was developed to provide facilities for students and faculty of the university.
- Stokes State Park is located on the San Marcos River, south of Cape Road.
- An area should be evaluated for the feasibility of future tourism development along San Marcos River and near IH-35. Possible facilities include a botanical gardens, nature trails, interpretive center, etc.

Fire Stations

The fire department currently operates three stations in San Marcos. These are the Central Station at Hutchinson and Guadalupe Street, the Holland Street Station at Holland Street and Academy, and the Broadway Station at Broadway and Parkdale.

A proposed Airport Fire Station is be located along State Highway 21 south of Airport Drive. This fire station would primarily serve the needs of the growing airport, the Gary Job Corps Center as well as provide better coverage for the northeast side of town. Another fire station is proposed to be located on Hunter Road south of Wonder World Drive, will serve the southwest section of the city, including the outlet malls, new schools, and residential areas proposed for annexation over the next five years.

Police Station

In 1992, the San Marcos Police Department moved into a newly remodeled 42,000 square foot facility located at 2300 S. IH-35. The new facility houses Records and Communications, Administration, Criminal Investigations, Patrol, Narcotics Task Force, Training Divisions and Emergency Operations Center. The new facility also features a state of the art firing range and a 125,000 square foot driving track.

Currently, no plans exist for additional police facilities. The facility is anticipated to serve the needs of the department well into the future.

City Hall Complex

The City Hall Complex is located at 630 E. Hopkins Street across from the San Marcos Public Library. The present facility was remodeled in 1995 and is expected to meet the needs of the city well into the future.

San Marcos Public Library

The present San Marcos Public Library opened on January 9, 1994. The 27,000 square foot facility is located at 625 E. Hopkins Street, across from City Hall. The library contains 86,518 volumes with an annual circulation of 376,472. It is anticipated that the new library will serve the needs of San Marcos for the next 15 years. The facility was designed to accommodate an addition that will double the size of the facility when needed.

The Activity Center (planned)

In 1994, a $5.3 million bond proposition was passed to construct a new 50,000 square foot activity center. The facility is scheduled to open in the fall of 1996 and will house a double gymnasium, a six-lane swimming pool, three rooms for various activities, a large meeting room, and an indoor walking track. It will be located next to the San Marcos Public Library.

San Marcos Cultural Arts Center

The proposed San Marcos Cultural Arts Center will be the focal point for the arts, the artists, art education and a home to reflect the cultures of San Marcos through theater, music, dance, the visual arts and events of cultural and traditional significance.

City Cemetery

The city cemetery, located in northwest San Marcos along RR 12, has served San Marcos since the city was founded. The cemetery is expected to serve the needs of the community for the foreseeable future. The Cemetery Commission oversees specific needs for this facility.

San Marcos Municipal Airport

The San Marcos Municipal Airport is the largest and most active general aviation airport in the region, covering 1,356 acres on State Highway 21 in northeast San Marcos The airport is classified by the Federal Aviation Administration (FAA) as a reliever airport in the national airport system. The airport contains five corporate aircraft and maintenance hangers, T-hanger spaces for 28 airplanes, a carport-style shelter with a 14-plane capacity, a large aircraft parking apron, and a terminal building. The airport has four runways that range between 5,500 and 6,300 feet in length.

The San Marcos Municipal Airport is projected to experience an increase in aviation activity in the near future. The existing aviation facility and adequate available land area will allow the airport to accommodate the increased activity in the future. The development of the airport is specifically guided by the Airport Master Plan which was last updated in 1992. A current Airport Master Plan including proposed facilities improvements is a prerequisite of Federal Aviation Administration (FAA) funding. Airport facility needs are recommended to the City Council by the San Marcos Airport Commission. Typically, airport facility improvements are 95% funded by FAA and 5% by the City of San Marcos. In addition, the airport has a five-year Capital Improvements Program.

Community Facilities Plan Policies

CF-1. Parks:

Policy CF-1.1: The City shall prepare and adopt a Parks and Open Space Plan to determine the recreational needs of the community, future facility requirements, maintenance, and future land needs and adopt the plan as an element to the Master Plan.

Policy CF-1.2: The City shall evaluate present and future parks and recreation facilities to avoid unnecessary duplication and provide for the coordinated development of a parks system, especially along the San Marcos and Blanco rivers.

Policy CF-1.3: The City shall provide a balance in recreation facilities to serve the varied interests of the population.

Policy CF-1.4: The City shall provide parks that reflect the preferences of residents for specific recreation activities and the population characteristics of the area to be served by the park or recreation facility.

Policy CF-1.5: The City shall acquire land along the San Marcos River, Blanco River and creeks to develop as parks and greenbelts.

Policy CF-1.6: The City shall develop nature trails and interpretive signage along the San Marcos River and tributary creeks.

Policy CF-1.7: The City shall locate parks at sites where adjacent land uses are compatible, where the use of surrounding property will not be diminished, and where accessible by all means of transportation.

Policy CF-1.8: The City shall develop neighborhood parks at those locations within walking distance of any section of a neighborhood and where no major arterials must be crossed. Regional and community parks, including baseball and softball diamonds and soccer fields, shall be located adjacent to major arterials and shall be buffered if adjacent to residential areas.

Policy CF-1.9: The City shall prohibit the dedication of parkland that is unsuitable for the development of a park.

Policy CF-1.10: The City shall locate recreational facilities on those portions of the site where grading, drainage, and utility construction is minimum and only slight modifications of the topography will be necessary to complete construction.

Policy CF-1.11: The City shall continue to expand the park system through the development of neighborhood parks.

Policy CF-1.12: The City shall develop criteria to assure that open space for neighborhood parks is secured at predevelopment costs and preserved in advance of neighborhood development.

Policy CF-1.13: The City shall encourage, promote, and facilitate art and related types of festivals throughout the park system.

Policy CF-1.14: The City shall protect the area surrounding all caves and sinkholes.

CF-2. Fire Protection:

Policy CF-2.1: The City shall keep San Marcos a safe city in which to live through the provision of adequate levels of fire protection to all areas within the city limits.

Policy CF-2.2: The City shall satisfy the existing needs for adequate fire protection and to prepare for future fire protection needs.

Policy CF-2.3: The City shall locate fire stations such that all development within the city falls within a 1.5-mile radius or a three-minute response time distance, whichever is greater, from at least one fire station.

Policy CF-2.4: The City shall locate a fire station on Hunter Road, south of Wonder World Drive, to serve the southwest section of the city, including the outlet malls, new schools, and residential areas proposed for annexation over the next five years.

Policy CF-2.5: The City shall work with the Federal Aviation Administration to secure funding for a fire station at the San Marcos Municipal Airport to serve the needs of the airport, the Gary Job Corp. Center, and the northeast portion of the city.

Policy CF-2.6: The City shall review and update the Fire Station Location Plan as necessary with the updating of the Master Plan and as future growth patterns become apparent.

CF-3. Police Protection:

Policy CF-3.1: The City shall protect the health, safety, and welfare of the people of San Marcos by providing adequate police protection for all residents.

Policy CF-3.2: The City shall maintain the necessary equipment and staff to assure the effectiveness and efficiency of the police department.

Policy CF-3.3: The City shall strengthen its commitment to "community policing."

CF-4. Schools:

Policy CF-4.1: The City shall cooperate with the San Marcos Consolidated School District in the preparation of the District's Facilities Master Plan.

Policy CF-4.2: The City shall encourage elementary schools and to locate centrally within walking distance of any section of a neighborhood.

Policy CF-4.3: The City shall encourage the joint development of neighborhood parks adjacent to elementary and middle school sites.

Policy CF-4.4: The City shall work cooperatively with the San Marcos Consolidated School District to allow its facilities to be available to the community for appropriate cultural, art, and recreational activities.

CF-5. Infrastructure:

Policy CF-5.1: The City shall coordinate and integrate all city master plans to be implemented over a period of years and shall ensure that such plans are consistent with future land use plans and growth policies.

Policy CF-5.2: The City shall adequately plan for future facility/service expansions and acquire land in newly developing areas in advance of the need for expanded facilities.

Policy CF-5.3: The City shall require new development to pay for the expansion of the existing infrastructure system except in preferred growth areas where public/private partnerships can be beneficial.

Policy CF-5.4: The City shall provide the citizens of San Marcos with an adequate, safe, and sanitary supply of water with adequate water pressure to serve the continued population and industrial growth in the city.

Policy CF-5.5: The City shall provide a wastewater collection system that is adequate to collect and treat the wastewater of San Marcos in an efficient and practical manner, including the use of sludge and compost to create marketable fertilizer, as the city continues to grow.

Policy CF-5.6: The City shall continue to monitor its population growth and provide adequate water and wastewater capacity in advance of the demand.

Policy CF-5.7: The City shall work with other agencies, and shall take whatever action possible to protect the various water sources such as the Edwards Aquifer and the San Marcos River.

Policy CF-5.8: The City shall continue to develop alternative sources of water, including surface water, well in advance of the Edwards Aquifer becoming inadequate for the needs of the city.

Policy CF-5.9: The City shall replace deteriorating water and wastewater lines in areas such as the Central Business District in the next five years.

Policy CF-5.10: The City shall provide improvements to the water distribution system as the city grows so that adequate water pressure and capacity is retained.

Policy CF-5.11: The City shall ensure adequate installation of water distribution and wastewater collection systems in future developments, and reduce the need for rehabilitation of the systems.

Policy CF-5.12: The City shall provide adequate drainage and flood protection for the citizens of San Marcos.

Policy CF-5.13: The City shall provide the citizens of San Marcos adequate and sanitary solid waste management services in an efficient manner and to serve the continued population growth.

CF-6. Cultural Facilities and Resources:

Policy CF-6.1: The City shall establish a City Arts and Cultural Commission.

Policy CF-6.2: The City shall develop a Cultural Arts Center.

Policy CF-6.3: The City shall encourage, promote, and facilitate art and related types of festivals in the parks.

Policy CF-6.4: The City shall preserve archeological and historical landmarks as appropriate through local, state, and federal ordinances and laws and through public purchase of important sites.

Policy CF-6.5: The City shall increase the number of prehistoric and historic landmarks in San Marcos and to maintain the existing landmarks with a higher level of exposure to the public.

Policy CF-6.6: The City shall establish an education program for cultural resources at all levels.

CF-7. Social Services:

Policy CF-7.1: The City shall encourage the development of one-stop social service centers for health and human services convenient to the public they serve and near public transportation routes.

Policy CF-7.2: The City shall coordinate with Hays County and the state to eliminate the duplication of social services.

CF-8. Community Services:

Policy CF-8.1: The City shall continue to encourage and implement conservation, recycling, and hazardous waste collection programs.

Policy CF-8.2: The City shall utilize the Emergency Operations Plan in times of imminent disaster.

Policy CF-8.3: The City shall recognize that energy is a scarce, valuable natural resource and should be conserved by implementing energy conservation programs.

Policy CF-8.4: The City shall continue implementation and enforcement of water conservation ordinances.

Policy CF-8.5: The City shall protect the neighborhoods from the potential dangers and disease carried by stray animals.

Policy CF-8.6: The City shall continue to control and maintain the animal shelter.

CF-9. San Marcos Municipal Airport:

Policy CF-9.1: The City shall implement development plans for airport expansion in accordance with the Airport Master Plan.

Policy CF-9.2: The City shall realize the full potential of the airport as long as populated areas are not adversely affected.

Policy CF-9.3: The City shall expand facilities at the airport to provide adequate levels of aviation service.

Policy CF-9.4: The City shall insure that land use within and outside the airport boundaries is compatible with continued expansion of airport facilities.

Policy CF-9.5: The City shall encourage compatible industrial development at the airport.

Policy CF-9.6: The City shall give priority to those developments within the airport boundaries that are aviation-related.

Policy CF-9.7: The City shall provide necessary access and utility improvements to attract industrial development to the airport.

SAN MARCOS TOMORROW
DOWNTOWN PLAN

Introduction

The downtown area, originally developed during the late 1800's, is the largest, most intensely developed, mixed-use area within the City of San Marcos. The downtown area is bounded by Southwest Texas State University on the north, the San Marcos River on the east, Cheatham Street on the south, and, Moore Street on the west. The focal point of the downtown area is the traditional courthouse square, bounded on all four sides by major streets. Various land uses in the downtown area include retail, government, professional office, restaurants, bars, and second floor apartments.

An economically viable downtown area is critical to the long-term well being of San Marcos and needs to be carried out in accordance to established policies developed by its residents. Some of the reasons it is important include:

- It is the focal point of a city as a whole and represents the community's identity;
- It is a showcase for visitors to a city;
- The downtown area is a gathering place for community events and activities; and
- A economically viable downtown area will provide a substantial amount of tax revenue for a city.

To revitalize the downtown area, the city has prepared a Downtown Plan with the goal of redeveloping the downtown area over a period of years. The Downtown Plan is adopted as an element of San Marcos Horizons.

The Downtown Plan considers:

- reinforcing the downtown's economic vitality;
- preserving the historic character of downtown;
- revitalization and redevelopment of historically significant buildings;
- enhancing the tourism potential of downtown;
- enhancing local activity centers and their physical relationships;
- improving the circulation and parking;
- improving the visual appearance and identity of the area;
- upgrading utility systems; and
- upgrading the quality of life.

Downtown Plan Contents

The Downtown Plan of San Marcos Horizons is a long-range plan aimed at revitalizing the downtown area of San Marcos. Some of the proposals included in the Downtown Plan rely upon the relocation of the railroad tracks and the City acquiring the abandoned railroad right-of-way. The following items are recommended to enhance the Central Business District:

- Pedestrian improvements including new sidewalks, landscaping, and lighting are proposed to enhance pedestrian movement between the downtown square, Southwest Texas State University, and the San Marcos River, as well as within the downtown area itself.

- Parking improvements include a proposed parking lot in the railroad tracks right-of-way between Edward Gary Street and C.M. Allen Parkway, north of Comal Street.

- An outdoor amphitheater and arts complex are proposed to be located along the banks of the San Marcos River, north of Children's Park and east of C.M. Allen Parkway.

Downtown Plan Policies

D-1. General Downtown:

Policy D-1.1: The City shall, through the Main Street Program, continue to implement programs to include:

a. Promoting the CBD through marketing and public relations activities aimed at attracting new businesses and at increasing the retail attractiveness of the CBD, and through activities and festivals aimed at drawing citizen attendance downtown.

b. Coordinating the efforts of various organizations and agencies involved in the CBD revitalization, including the downtown merchants, the County, the University, the Chambers of Commerce, the historical society, and utility companies.

c. Working with the downtown merchants and assisting them in renovating the exterior of individual private properties and increasing the effectiveness of businesses by making the CBD more attractive to shoppers.

Policy D-1.2: The City shall encourage an increase in the number of off-street parking spaces, accessibility, code enforcement, and the redevelopment of public areas.

Policy D-1.3: The City shall work with SWT to ensure that any CBD revitalization efforts are compatible with the University's Master Plan.

Policy D-1.4: The City shall maintain existing and proposed public improvements in the CBD.

Policy D-1.5: The City shall provide adequate shade and shelter at the central transit center.

Policy D-1.6: The City shall provide public restrooms and phones in the downtown area.

Policy D-1.7: The City shall work with appropriate community groups to expand historical tours in San Marcos.

D-2. Land Use:

Policy D-2.1: The City shall encourage additional residential development in appropriate areas in and surrounding the CBD, creating a density of potential shoppers within walking distance of the CBD.

Policy D-2.2: The City shall protect the CBD from incompatible land uses and to encourage the removal of existing land uses that have a blighting influence or disrupt traffic.

D-3. Aesthetics:

Policy D-3.1: The City shall improve the physical appearance of the CBD with special emphasis on the square and its historic character.

Policy D-3.2: The City shall prepare an urban design plan as part of the comprehensive CBD plan. The plan shall include the following to improve the character of the CBD:

- parking improvements
- landscaping of sidewalks and parking areas;

- planting of trees to line and emphasize the entryways into the CBD;
- increasing the amount of open space;
- improving the street lighting;
- removal of overhead wiring and utility poles; and
- keeping area clean and encouraging business owners to keep up private property.

Policy D-3.3: The City shall develop attractive gateways and signage into the CBD.

Policy D-3.4: The City shall develop special sign guidelines for historic district.

Policy D-3.5: The City shall protect and encourage the renovation of its culturally and historically significant structures/features so that the city maintains a distinct and unique identity.

Policy D-3.6: The City shall offer incentives for the restoration of historic buildings in the downtown area.

D-4. Circulation:

Policy D-4.1: The City shall work to improve access to, egress from, and mobility within the CBD.

Policy D-4.2: The City shall work to improve the traffic signal system and signage to eliminate delays and confusion, and to facilitate the flow of traffic.

D-5. Parking:

Policy D-5.1: The City shall, in conjunction with Hays County and Southwest Texas State University, develop a Parking Management Plan which will evaluate short and long term parking demand, and strategies for implementing parking improvements in the Central Business District.

Policy D-5.2: The City shall work to reduce the amount of angle parking on major thoroughfares that impedes the flow of traffic, and shall to the extent possible, relocate the parking elsewhere.

Policy D-5.3: The City shall encourage short-term on-street parking and long-term off-street parking that is convenient, well lighted and safe.

Policy D-5.4: The City shall support implementation of the SWT Master Plan which call for on-campus parking garages, street circulation and on-street parking changes to encourage students to park on-campus rather than the CBD.

Policy D-5.5: The City shall evaluate the possibility of city or privately owned parking lots or structures in the CBD.

D-6. Alternative Modes of Transportation:

Policy D-6.1: The City shall work to develop viable pedestrian links between the CBD, the river, the University, surrounding neighborhoods, and any future activity centers. These linkages shall be designed specifically for pedestrians, separated from automobile traffic, and attractively landscaped. The linkages are just as important as street improvements in the CBD and should be considered as such.

Policy D-6.2: The City shall implement a program to improve and/or replace existing sidewalks in the downtown area.

Policy D-6.3: The City shall install pedestrian amenities such as exterior lighting, street furniture, landscaping, trash receptacles, bike racks, and/or pedestrian oriented signage in the CBD.

Policy D-6.4: The City shall continue to work with the Capital Area Rural Transportation Service to improve the transit system and use of the CBD as a main transfer point.

D-7. Economic Development:

Policy D-7.1: The City shall strengthen the San Marcos central business district (CBD) as a multi-use district that provides the primary focus of urban commercial and social activity day and night.

Policy D-7.2: The City shall work actively to bring investment capital into the CBD, and to assist groups involved with the financing of their rehabilitation efforts thorough the monitoring of various funding sources and assistance in obtaining grants.

Policy D-7.3: The City shall work with the Chambers of Commerce and local businesses to determine ways to strengthen the market for existing retail and commercial establishments, including the consideration of attracting new businesses such as retail and entertainment uses.

Policy D-7.4: The City shall work with the Chambers of Commerce and local businesses to encourage development that will attract both residents and visitors to downtown, such as antique and art stores, retail and quality restaurants.

D-8. Security:

Policy D-8.1: The City shall increase the amount of police protection, including walking patrol officers, so that there is security in the area at all times.

Policy D-8.2: The City shall enforce the speed limits and directional flow of traffic in the public alleys in the CBD.

Policy D-8.3: The City shall enforce the prohibition of bicycles and skateboards on the sidewalks in the CBD.

D-9. Cultural Facilities and Resources:

Policy D-9.1: The City shall encourage more cultural facilities to locate in or near the downtown area.

Policy D-9.2: The City shall evaluate the feasibility of developing an arts complex in the downtown area.

Policy D-9.3: The City shall encourage and provide incentives for an arts gallery and related space in the downtown area.

San Marcos Action Plan

Chapter 5

SAN MARCOS ACTION PLAN
TURNING THE VISION INTO REALITY

Once the vision for San Marcos had been developed, an action plan was created to achieve it. The action plan for San Marcos Horizons is a set of specific tasks that will turn the vision of San Marcos into a reality. The implementation actions are included for each master plan element included in San Marcos Tomorrow. The elements include the Major Thoroughfare Plan, Future Land Use Plan, Annexation Plan, Community Facilities Plan, and the Downtown Plan. The implementation actions are based on the tasks developed by the Citizens Advisory Committee during their visioning process and the policies in San Marcos Tomorrow.

SAN MARCOS ACTION PLAN
MAJOR THOROUGHFARE PLAN

Major Thoroughfare Plan Implementation Actions

- The City will incorporate the Thoroughfare Plan into the Capital Improvements Program process.

- The City will revise the Subdivision Ordinance to implement the policies in the Thoroughfare Plan.

- The City will implement a Thoroughfare Plan amendment process for any development project that requests a revision to the Thoroughfare Plan.

- The City will review the Thoroughfare Plan every three years beginning in 1999.

- The City will update traffic counts annually and evaluate the need for transportation related improvements.

- The City will prepare a Transportation System Management Plan which includes improvements such as removing on-street parking where feasible, restrictions on driveway access, improvements in intersection signalization, adding right-turn lanes, adding continuous left-turn lanes, and elimination of blind corners.

- The City will work with the Texas Department of Transportation, Union Pacific Railroad, and Hays County to implement and construct FM 110 and relocate the railroad tracks to run in the east right-of-way of FM 110.

- The City will aggressively pursue grade-separated railroad crossings on major thoroughfares if the relocation of the railroad is determined to be unfeasible.

- The City will work with the San Marcos Parkway Association to establish project priorities and timelines for FM 110.

- The City will prepare a Hike and Bike Trail Plan to be adopted as an element of the Thoroughfare Plan.

SAN MARCOS ACTION PLAN
FUTURE LAND USE PLAN

Future Land Use Plan Implementation Actions

- The City will revise the zoning and subdivision ordinances to implement the policies in the Future Land Use Plan.

- The City will review the Future Land Use Plan every three years beginning in 1999.

- The City will revise the zoning and subdivision ordinances every three years beginning in 1999 to implement revisions to the Future Land Use Plan.

- The City will prepare sector plans to reduce the number of potential conflicts between the future land use map and the current zoning map.

- The City will prepare a San Marcos Growth Trends Report annually.

- The City will prepare a Historic Preservation Plan to be adopted as an element of the Future Land Use Plan.

- The City will revise population estimates and forecasts annually.

- The City will revise and update the Impact Fee Ordinance.

- The City will prepare city-initiated zoning cases to redesignate parcels zoned "M" district to current zoning district classifications.

- The City will initiate a program to amortize nonconforming uses.

- The City will initiate a program to amortize nonconforming signs and update the off-premise sign registration procedures.

- The City will revise the Planned Development District Ordinance.

- The City will prepare a River Management Plan in conjunction with Southwest Texas State University.

- The City will prepare and adopt a Blanco River Corridor Ordinance.

- The City will prepare and adopt a Watershed Ordinance to control water quality throughout the City and extra-territorial jurisdiction.

SAN MARCOS ACTION PLAN
ANNEXATION REVIEW PLAN

Annexation Review Plan Implementation Actions

- The City will incorporate the Annexation Review Plan into the Capital Improvements Program process.

- The City will develop a fiscal impact model to determine the costs of city services and potential revenues in areas proposed for annexation.

- The City will review the Annexation Review Plan annually.

SAN MARCOS ACTION PLAN
COMMUNITY FACILITIES PLAN

Community Facilities Plan Implementation Actions

- The City will coordinate the implementation of the Community Facilities Plan with all infrastructure master plans.

- The City will incorporate the Community Facilities Plan into the Capital Improvements Program process.

- The City will prepare a Parks and Open Space Plan to be adopted as an element of the Community Facilities Plan.

- The City will develop a Sidewalk Improvement Program to be incorporated into the Capital Improvements Program.

- The City will review the Community Facilities Plan every three years beginning in 2000.

- The City will work with the San Marcos Consolidated Independent School District regarding the location of schools in accordance with the District's Facilities Master Plan.

- The City will locate a fire station on Hunter Road, south of Wonder World Drive, to serve the southwest section of the city, including the outlet malls, new schools, and residential areas proposed for annexation over the next five years.

- The City will work with the Federal Aviation Administration to secure funding for a fire station at the San Marcos Municipal Airport to serve the needs of the airport, the Gary Job Corp. Center, and the northeast portion of the city.

SAN MARCOS ACTION PLAN
DOWNTOWN PLAN

Downtown Plan Implementation Actions

- The City will incorporate the Downtown Plan into the Capital Improvements Program process.

- The City will prepare design guidelines for buildings in the downtown area.

- The City will create attractive "gateways" and improve signage to the downtown area.

- The City will prepare a Downtown Parking Management Plan in conjunction with Hays County and Southwest Texas State University.

- The City will work with Southwest Texas State University to implement the Downtown Plan in accordance with the SWT Master Plan.

- The City will review the Downtown Plan every three years beginning in 2000.

Appendix

BIBLIOGRAPHY

Alejos, Dennis R., ed. Student Profile and University Fact Book 1992-1993. Report prepared for Southwest Texas State University. San Marcos, TX: Southwest Texas State University. Office of Institutional Research and Planning.

Batte, Charles D. 1981. *Soil Survey of Comal and Hays Counties, Texas*. Temple, TX: United States Department of Agriculture. Soil Conservation Service.

Black & Veatch. 1995. Wastewater Master Plan. Report prepared for the City of San Marcos. Dallas, TX: Black & Veatch.

Blaschke, Joseph D. and Dan Middleton. 1990. Transportation Study Update. Report prepared for Southwest Texas State University. June. College Station, TX: Texas A & M University. The Texas Transportation Institute.

Camp Dresser & McKee Inc. 1994. Drainage Master Plan: Vol. 1, Report; Vol. 2, Appendices. Report prepared for the City of San Marcos. August. Austin, TX: Camp, Dresser & McKee Inc.

Charles Willis and Associates, Inc. 1992. Airport Master Plan Update. Report prepared for the City of San Marcos. November. Austin, TX: Charles Willis and Associates, Inc.

Craig, Jane S. and Ann Dupont. Main Street Focus Group / Cluster and Business Recruitment Strategy Division. Report prepared for the San Marcos Main Street Project. Austin, TX: The University of Texas at Austin.

Dahlstrom, William S. and Michael D. McAnelly. *A Guide to Urban Planning in Texas Communities*. Fifth edition. Texas: Texas Chapter of the American Planning Association.

Federal Emergency Management Agency. 1983. *Flood Insurance Study. City of San Marcos, Hays and Caldwell Counties*. September. Washington, D.C.: Federal Emergency Management Agency.

Freese and Nichols, Inc. 1980. San Marcos Fire Station Location Plan. Report prepared for the City of San Marcos. October. Austin, TX: Freese and Nichols, Inc.

Freese and Nichols, Inc. 1981. Master Plan - Implementation Schedule for Goals, Objectives, and Policies. Report prepared for the City of San Marcos. December. Austin, TX: Freese and Nichols, Inc.

Freese and Nichols, Inc. 1983. City of San Marcos, Texas Master Plan 1980 -2000. Report prepared for the City of San Marcos. May. Austin, TX: Freese and Nichols, Inc.

Greater San Marcos Economic Development Council. 1995. San Marcos, a Texas Natural 1995 Comprehensive Economic Fact Book. San Marcos, TX.

Hamlyn, Edwin. 1976. San Marcos CBD Study Market Analysis. Report prepared for the City of San Marcos. College Station, TX: Texas A & M University. Department of Urban and Regional Planning.

JPJ Architects, Inc., et. al. 1994. Campus Master Plan 1995-2005. Report Prepared for Southwest Texas State University. San Marcos, TX.

Jenkins, Stephen M., et. al. 1985. Environmental Assessment of the San Marcos River Corridor. Report prepared by the City of San Marcos. June. San Marcos, TX: City Environmental and Engineering Division.

Lowther, A.C. 1972. *Soil Survey of the City of San Marcos, Texas.* November. Temple, TX: United States Department of Agriculture. Soil Conservation Service.

Moskowitz, Harvey S. and Carl Lindbloom. 1981. *The Illustrated Book of Development Definitions*. New Brunswick, NJ: Rutgers University Press, Center for Urban Policy Research.

Odgen, Albert E. 1985. Geologic and Hydrologic Maps of the San Marcos Area. Vol. 1, Report; Vol. 2, Maps and Appendices. Report prepared for the City of San Marcos. March. San Marcos, TX: Southwest Texas State University. Edwards Aquifer Research and Data Center.

So, S. Frank, Israel Stollman, and Frank Beal, eds. 1979. *The Practice of Local Government Planning*. Washington, D.C.: International City Management Association.

Texas Historical Commission. 1990. Certified Local Governments Manual. San Marcos. Austin, TX: Texas Historical Commission.

EXISTING PLANNING AND DEVELOPMENT SERVICES DEPARTMENT ORDINANCES

Bar Ordinance

Flood Damage Prevention Ordinance

Historical Zoning Ordinance

Industrial Waste Ordinance

Interim Drainage and Erosion Control Ordinance

Junked Vehicles Ordinance

Landscaping and Buffering Ordinance

Minor Plat Ordinance

Mobile Home Parks Ordinance

Planned Development District Ordinance

Right-of-Way Ordinance

San Marcos River Corridor Ordinance

Sign Ordinance

Street Abandonment Ordinance

Street Name Change Ordinance

Subdivision Ordinance

Tax Abatement Ordinance

Temporary Food Service Ordinance

Weed Ordinance

Zoning Ordinance

GLOSSARY OF TERMS

Acre - A measure of land containing 43,560 square feet.

Annexation - The process by which a city extends its municipal services, regulations, voting privileges and taxing authority to new territory.

Apartment - Rental unit in a multifamily structure which contains more than two units. Apartments are not individually owned.

Area Credits - In the Landscaping and Buffering Ordinance, refers to a reduction in the amount of landscaping required if existing trees are preserved in the development of an area of land.

At-grade Intersection - The intersection of two or more thoroughfares at the same elevation or level.

Buffering - A design or a physical development technique that shields areas from nearby incompatible or offensive land uses.

Capital Improvements Program (CIP) - A proposed timetable or schedule of all future capital improvements to be carried out during a specific period and listed in order of priority, together with cost estimates and the anticipated means of financing each project. Types of projects commonly included in a CIP are water and sewer lines, thoroughfares, drainage improvements, libraries, police and fire stations, parks, and other related public facilities.

Citizens Advisory Committee (CAC) - A diverse group of San Marcos citizens, appointed by the City Council, assigned the task of developing a vision for the future of San Marcos. The

committee identified major issues and community goals to be addressed in the master planning process. The committee also made advisory recommendations to the Planning and Zoning Commission.

City Council - The City's primary policy-making body, composed of the Mayor and six at-large elected members. The City Council has final authority on zoning cases and most development requests, and also adopts the Master Plan.

Cluster-type Development - A development design technique that concentrates buildings in specific areas on the site to allow the remaining land to be used for recreation, common open space, and preservation of environmentally sensitive features. The overall density of the development must still comply with ordinance standards.

Community Development Block Grants (CDBG) - A program of the Federal government under which funds are given for community improvement projects in targeted low and moderate income areas.

Density - The average number of dwelling units per acre in a development. A distinction is often made between net and gross density. Gross density includes all the land within the boundaries of the particular area. Net density excludes certain areas such as streets, easements, bodies of water, or other areas unavailable for development.

Edwards Aquifer - An underground water-bearing network of porous limestone located in the Texas Hill Country, containing exceptionally pure water. It is the sole source of drinking water for over 1.5 million people, as well as a source of water for irrigation. San Marcos and Comal Springs are artesian springs of the Edwards Aquifer. Direct recharge features allow the Aquifer

to recover quickly from overdrafting with heavy rainfall events, but also make it vulnerable to pollution.

Effluent - A discharge of pollutants, with or without treatment, into the environment. The term is generally used to describe discharges into water.

Endemic - Term used to describe an animal or plant species found exclusively in one locale or region.

Extra-Territorial Jurisdiction (ETJ) - The contiguous unincorporated land adjacent to a city's corporate limits where the city may exercise subdivision and water quality regulations, and within which no other jurisdiction may annex land without the city's permission. San Marcos has a two-mile ETJ.

Fault Line - A fracture in the rock strata caused by geological activity.

Federal Emergency Management Administration (FEMA) - The federal governmental agency whose responsibilities include coordination of the National Flood Insurance Program. Residents of cities qualifying for the program may purchase flood insurance. FEMA works with local governments to ensure that development and redevelopment in flood plain areas meets federal criteria.

Flood Plain - The channel and the relatively flat area adjoining the channel of a stream or river which has been or may be covered by a flood. .

Flood Plain (100-Year) - Any area which has a 1% or greater chance of being inundated by floodwaters in any given year, and which has been adopted by the Federal Emergency

Management Agency as the basis for flood plain management. In San Marcos, a flood plain permit is required for any development in the 100-year flood plain.

Flood Plain (500-Year) - Any area which has a 0.2% or greater chance of being inundated by floodwaters in any given year. A flood plain permit is not required for development.

Floodway - The channel of a stream or river and any adjacent areas that must be kept free of encroachments so that a 100 year flood can be carried without substantial increases in flood height. In San Marcos, development is prohibited in the floodway.

General-Law City - A municipality without a home rule charter. A community with fewer than 2,000 inhabitants and no more than two square miles of area can incorporate as a general-law municipality. A general-law city may only annex territory with the consent of the majority of property owners in the area proposed for annexation.

Grade Separation - The intersection of two or more thoroughfares at different elevations, i.e. an overpass.

Home-Rule City - A municipality with a population of 5,000 or more which has adopted a home rule charter. Home-rule cities have the power to annex territory on a non-consensual basis as long as the territory does not lie within another municipality's ETJ.

Impervious Surface - A surface covered by a building, pavement or other structure that prevents water from penetrating the soil.

Infrastructure - Facilities and services needed to sustain industrial, commercial, and/or residential development. Infrastructure includes water and sewer lines, streets and roads, communications, and/or public facilities such as parks and police stations.

KWH - Kilowatt hours.

Key Rate - A standard established by the Texas State Board of Insurance for determining the applicable insurance charges for commercial property in various cities based on its fire protection and prevention capabilities.

Land Use Plan - A map and accompanying descriptions which serves as a general guide for the future land use pattern of the city.

Low to Moderate Income - As defined by the Federal government, those families earning from 50% to 80% of the median family income for a Metropolitan Statistical Area. The median family income for the Austin-San Marcos MSA in 1995 was $43,200.

MGD - Million gallons per day.

Mass Transit - A public common carrier transportation system having established routes and schedules.

Master Plan or Comprehensive Plan - A comprehensive long-range plan intended to guide the growth and development of a community or region and one that includes analysis, recommendations and proposals for a community's population, economy, housing, transportation, community facilities and land use.

Master Plan Steering Committee - Five-member advisory group responsible for the overall coordination and scheduling of the master planning process and related activities.

Median - The middle value in a range of numbers. The median is the figure where half the numbers are greater and half are less. The median is generally preferred over the mean (adding all the numbers and dividing by the number of figures) because the mean can be skewed by one or more exceptionally large or small numbers.

NAAQS - National Ambient Air Quality Standards. Maximum levels of certain pollutants allowed in the air as set by the Environmental Protection Agency (EPA). The national standard for ozone is 0.12 parts per million. If a metropolitan region exceeds that level more than one day per year over a three year period, the EPA may designate the area as a non-attainment area, imposing more stringent air pollution controls.

Photosynthesis - Chemical process by which plants convert sunlight striking their leaves in the presence of carbon dioxide and water into glucose and oxygen.

Planning and Zoning Commission - A nine-member body responsible for conducting public hearings on proposed amendments to the city's zoning and land use maps. Following the hearing the Commission makes a recommendation to the City Council. The Planning and Zoning Commission also makes a recommendation to City Council regarding the adoption of the Master Plan. The Planning and Zoning Commission also considers and approves all plats.

Reliever Airport - An airport that can be used by small-engine aviation aircraft for local and regional service into larger airports, such as Austin and San Antonio.

Right-of-way - Land owned by an entity and designated for the location of infrastructure; usually roads and utility or drainage improvements.

Runoff - The portion of rainfall which does not permeate the ground and flows across the ground surface and terminates in a body of water.

San Marcos - A Texas Natural - A city-initiated program to increase economic activity in downtown San Marcos through group marketing of retail shops emphasizing Texas-made products.

Single-Family Detached Unit - An individual building occupied by not more than one family, that is not attached to any other dwelling unit.

Standard Metropolitan Statistical Area (SMSA) - An area designated by the U.S. Bureau of the Census for the purpose of comparative analysis. SMSA's include cities of greater than 50,000 people and surrounding communities that have a direct economic relationship to them.

Subdivision Ordinance - Local regulations establishing standards and procedures for the division of land into smaller parcels which includes provisions for the installation and cost allocation of streets, utilities, drainage facilities, and other necessary improvements.

Townhouse - A single-family dwelling unit sharing at least one common wall with another single-family dwelling unit.

TxDOT - Texas Department of Transportation, formerly the Texas Highway Department.

Vision Statement - An overall image of what a community wants to be and how it wants to look in the future. It is based on present and future conditions expected to affect the city, and the goals and desires of the citizens given those conditions.

Watershed - The entire land area that drains into a creek or river.

Zoning Ordinance - Local regulations that divide a community into districts for the purpose of regulating appropriate types and intensities of land use throughout the city.