



**SAN MARCOS
PLANNING AND ZONING
COMMISSION MEETING
630 E. HOPKINS, CITY
COUNCIL CHAMBERS
TUESDAY, FEBRUARY 26, 2013
6:00 P.M.**

1. Call To Order
2. Roll Call

NOTE: *The Planning and Zoning Commission may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for Executive Session discussion. An announcement will be made of the basis for the Executive Session discussion. The Planning and Zoning Commission may also publicly discuss any item listed on the agenda for Executive Session.*

3. 30 Minute Citizen Comment Period

CONSENT AGENDA

THE FOLLOWING ITEMS NUMBERED 4 - 4 MAY BE ACTED UPON BY ONE MOTION. NO SEPARATE DISCUSSION OR ACTION ON ANY OF THE ITEMS IS NECESSARY UNLESS DESIRED BY A COMMISSIONER OR A CITIZEN, IN WHICH EVENT THE ITEM SHALL BE CONSIDERED IN ITS NORMAL SEQUENCE AFTER THE ITEMS NOT REQUIRING SEPARATE DISCUSSION HAVE BEEN ACTED UPON BY A SINGLE MOTION.

4. **PC-12-37(03) (Sienna Pointe)** Consider a request by Jim Shaw on behalf of James Pendergast, Donna Marie Neuhaus, and Toribio Torres for approval of a final plat, and associated subdivision improvement agreement, of approximately 22.001 acres out of the J.M. Veramendi Survey League No. One, Abstract 17, establishing Sienna Pointe, located near the intersection of Hunter Road and McCarty Lane.

PUBLIC HEARINGS

5. **Comprehensive (Master) Plan.** Hold a Public Hearing and consider a recommendation to the City Council for adoption of the Final Draft of the Comprehensive (Master) Plan - Vision San Marcos: A River Runs Through Us - to guide the growth and development of the City of San Marcos.
6. **CUP-12-04 (Freebird's World Burrito)** Hold a public hearing and consider a request by Freebird's World Burrito for renewal of a Conditional Use Permit to allow the sale of beer and wine for on-premise consumption at 909 State Highway 80, Suite C.
7. **CUP-13-05 (The Rooftop on the Square)** Hold a public hearing and consider a request by Brandon Cash, on behalf of The Rooftop on the Square, for renewal of an existing Restricted Conditional Use Permit to allow the continued sale of mixed beverages for on-premise

consumption at 126 South Guadalupe.

8. **CUP-13-08 (Eskimo Hut)** Hold a public hearing and consider a request by Eskimo Hut, for renewal of a Conditional Use Permit to allow the sale of beer and wine for on-premise consumption and an amendment to reflect the change in ownership of the business at 216 N. Edward Gary Street.
9. **LDC-13-02(SmartCode Design Standards)** Hold a public hearing and consider revisions to Article 6 of Subpart C of the City Code (the SmartCode) to modify the language for deviations from the requirements of the Downtown Design Standards.

NON-CONSENT AGENDA

10. **Development Guide Presentation**
11. **Development Services Report**
12. Question and Answer Session with Press and Public. *This is an opportunity for the Press and Public to ask questions related to items on this agenda.*
13. Adjournment.

Notice of Assistance at the Public Meetings

The San Marcos City Hall is wheelchair accessible. The entry ramp is located in the front of the building. Accessible parking spaces are also available in that area. Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the City Clerk's Office at 512-393-8090

I certify that the attached notice and agenda of items to be considered by the Planning and Zoning Commission was removed by me from the City Hall bulletin board on the _____ day of

_____ Title: _____

Agenda Information

AGENDA CAPTION:

PC-12-37(03) (Sienna Pointe) Consider a request by Jim Shaw on behalf of James Pendergast, Donna Marie Neuhaus, and Toribio Torres for approval of a final plat, and associated subdivision improvement agreement, of approximately 22.001 acres out of the J.M. Veramendi Survey League No. One, Abstract 17, establishing Sienna Pointe, located near the intersection of Hunter Road and McCarty Lane.

Meeting date: February 26, 2013

Department: Development Services-Planning

Funds Required: NA

Account Number: NA

Funds Available: NA

Account Name: NA

CITY COUNCIL GOAL:

Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce

BACKGROUND:

Sienna Pointe is a 22-acre subdivision with two proposed lots northeast of the intersection of McCarty Lane and Hunter Road. It is being developed by Sienna Point Ltd with Jim Shaw of Capital Area Housing Finance Corporation acting as the agent. Mr. Shaw approached the City in the fall with the affordable housing project proposal for Sienna Pointe, which calls for 228 units and 504 bedrooms. The project is seeking funding from the Texas Department of Housing and Community Affairs for Housing Tax Credits and HOME funds.

The multi-family project will be entirely contained on Lot 1 with one point of vehicular access on Hunter Road. As proposed, a separate ingress/egress access easement is established on the plat for emergency purposes and for general access to Lot 2 with a plat note that imposes a maintenance obligation on the property owners for the easement. A detention pond will be constructed on Lot 2 that will accommodate the drainage for Lot 1. A plat note states that the detention pond will accommodate the drainage from Lot 1 and 2 and imposes a joint obligation on the owners of Lots 1 and 2 to maintain the detention facility. Due to requirements of the funding program, the multi-family site must be more than 300' from railroad tracks and Lot 2 provides the necessary buffer.

The Sienna Pointe plat and a subdivision variance request for relief from Sections 7.4.1.4 (a.1) and (a.3) were considered by the Planning and Zoning Commission on February 12, 2013. The variance request was denied; therefore the plat was

statutorily denied. After considering the analysis of Sections 7.4.1.4 (a.1) and (a.3) provided by the developer's legal team, staff agrees there is uncertainty whether the LDC supports the requirements for an internal street. Staff has changed their recommendation from statutory denial and now recommends approval as submitted.

ATTACHMENTS:

PC-12-37_03 Final Plat

Staff report

SIENNA POINTE

STATE OF TEXAS COUNTY OF HAYS

KNOW ALL MEN BY THE PRESENTS:

JAMES J. PENDERGAST, DONNA MARIE NEUHAUS, AND TORIBIO L. TORRES, OWNERS OF A 21.985 ACRE TRACT LOCATED IN HAYS COUNTY, TEXAS, BEING A PART OF THE J.M. VERAMENDI LEAGUE NO. ONE, CONSISTING OF A PORTION OF THAT CERTAIN 9.941 ACRE TRACT CONVEYED TO TORIBIO TORRES BY DEED OF RECORD IN VOLUME 1983, PAGE 412 OF THE REAL PROPERTY RECORDS OF HAYS COUNTY, TEXAS, AND A PORTION OF THAT CERTAIN 7.274 ACRE TRACT CONVEYED TO JAMES W. NEUHAUS AND JAMES J. PENDERGAST BY DEED OF RECORD IN VOLUME 971, PAGE 691 OF THE REAL PROPERTY RECORDS OF HAYS COUNTY, TEXAS, AND A PORTION OF THAT CERTAIN 6.794 ACRE TRACT CONVEYED TO JAMES W. NEUHAUS BY DEED OF RECORD IN VOLUME 971, PAGE 691 OF THE REAL PROPERTY RECORDS OF HAYS COUNTY, TEXAS, AND A 0.256 ACRE (20-FOOT PUBLIC RIGHT-OF-WAY DEDICATION OUT OF SAID 6.794 ACRE TRACT TO BE DEDICATED BY THIS PLAT; DO HEREBY ADOPT THIS PLAT DESIGNATING THE TRACT AS SIENNA POINTE, AN ADDITION TO THE CITY OF SAN MARCOS, AND DO HEREBY DEDICATE TO THE USE OF THE PUBLIC FOREVER THE RIGHTS OF WAYS, PUBLIC USE AREAS AND OTHER EASEMENTS SHOWN THEREON FOR THE PURPOSES INDICATED.

THIS PLAT IS SUBJECT TO ALL OF THE REQUIREMENTS OF THE SUBDIVISION REGULATIONS OF THE CITY OF SAN MARCOS AND THE COUNTY OF HAYS, TEXAS.

CITY OF SAN MARCOS CERTIFICATE OF APPROVAL

APPROVED AND AUTHORIZED TO BE RECORDED ON THE _____ DAY OF _____, 20____
BY THE PLANNING & ZONING COMMISSION OF THE CITY OF SAN MARCOS.

BILL TAYLOR, CHAIRMAN _____ DATE _____
PLANNING & ZONING COMMISSION

FRANCIS SERNA, _____ DATE _____
RECORDING SECRETARY

CITY OF SAN MARCOS CERTIFICATE OF APPROVAL

APPROVED AND AUTHORIZED TO BE RECORDED ON THE _____ DAY OF _____, 20____
BY THE DIRECTOR OF ENGINEERING OF THE CITY OF SAN MARCOS.

LINDA GRUBBS HUFF, P.E. _____ DATE _____
DIRECTOR OF ENGINEERING AND CIP

CITY OF SAN MARCOS CERTIFICATE OF APPROVAL

APPROVED AND AUTHORIZED TO BE RECORDED ON THE _____ DAY OF _____, 20____
BY THE DIRECTOR OF DEVELOPMENT SERVICES OF THE CITY OF SAN MARCOS.

MATTHEW LEWIS _____ DATE _____
DIRECTOR OF DEVELOPMENT SERVICES

STATE OF TEXAS COUNTY OF BEXAR

ENGINEERS CERTIFICATION:

KNOW ALL MEN BY THESE PRESENTS:

THAT I, GARY W. FREELAND, A REGISTERED PROFESSIONAL ENGINEER IN THE STATE OF TEXAS HEREBY AFFIRM THAT PROPER ENGINEERING CONSIDERATION HAS BEEN GIVEN THIS PLAT AND ACCORDING TO THE NATIONAL FLOOD INSURANCE RATE MAP COMMUNITY PANEL NO. 44820900476F, DATED SEPTEMBER 2005, THE LOTS LIE IN ZONE X. AREAS DETERMINED TO LIE OUTSIDE THE 100 YEAR FLOOD PLAIN.

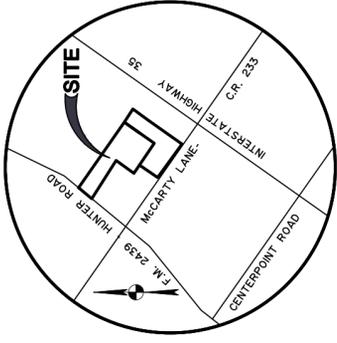
GARY W. FREELAND, P.E. _____ DATE _____
LICENSED PROFESSIONAL ENGINEER
TEXAS REGISTRATION NO. 107307
922 ISOM ROAD, SUITE 100
SAN ANTONIO, TX 78216
(210) 525-9090

STATE OF TEXAS COUNTY OF BEXAR

SURVEYORS CERTIFICATION:

THAT I, HAL B. LANE III, A REGISTERED PROFESSIONAL LAND SURVEYOR IN THE STATE OF TEXAS, HEREBY CERTIFY TO THE BEST OF MY SKILL AND KNOWLEDGE THIS PLAT IS TRUE AND CORRECTLY MADE AND IS PREPARED FROM AN ACTUAL SURVEY OF THE PROPERTY MADE UNDER MY SUPERVISION ON THE GROUND AND THE CORNER MONUMENTS SHOWN THEREON AS "SET" WERE PROPERLY PLACED UNDER MY PERSONAL SUPERVISION IN ACCORDANCE WITH THE SUBDIVISION REGULATIONS OF THE CITY OF SAN MARCOS.

HAL B. LANE III, R.P.L.S. _____ DATE _____
REGISTERED PROFESSIONAL LAND SURVEYOR
TEXAS REGISTRATION NO. 4690
922 ISOM ROAD, SUITE 100
SAN ANTONIO, TX 78216
(210) 525-9090



VICINITY MAP
NOT TO SCALE
SAN MARCOS, TEXAS

DETENTION, DRAINAGE, AND WATER QUALITY EASEMENT NOTE:

THE DETENTION, DRAINAGE, AND WATER QUALITY EASEMENT ON LOT 1 AND LOT 2 IS DEDICATED TO THE CITY OF SAN MARCOS FOR THE PURPOSE OF RECEIVING AND DETAINING ALL DRAINAGE AND WATER FLOWS FROM LOT 1 AND THE WATERSHED UPSTREAM OF LOT 1 AND ALL DRAINAGE FACILITIES LOCATED THEREON SHALL BE MAINTAINED JOINTLY AND SEVERALLY BY THE OWNERS OF LOTS 1 AND 2 ALL IN ACCORDANCE WITH THE REQUIREMENTS OF THE CITY OF SAN MARCOS CODE AND ALL OTHER APPLICABLE LAWS AND REGULATIONS. THE CITY MAY REQUIRE THE DEDICATION OF ADDITIONAL DRAINAGE/DETENTION EASEMENT AREA ON LOT 2 TO RECEIVE AND DETAIN ALL DRAINAGE AND WATER FLOWS FROM ANY FUTURE DEVELOPMENT ON LOT 2 AS A RESULT OF ANY EXPANSION OF THE EXISTING DRAINAGE/DETENTION FACILITY TO ACCOMMODATE SUCH DEVELOPMENT.

INGRESS/EGRESS ACCESS EASEMENT NOTE:

THE 30 FOOT INGRESS/EGRESS ACCESS EASEMENT IS DEDICATED TO THE CITY FOR FIRE SUPPRESSION AND EMERGENCY MEDICAL SERVICE PROVIDERS FOR ACCESS PURPOSES TO LOT 1 AND WILL ALSO PROVIDE GENERAL ACCESS TO LOT 2. THAT THE OWNERS DO HEREBY COVENANT AND AGREE THAT HE (THEY) SHALL CONSTRUCT UPON THE INGRESS/EGRESS ACCESS EASEMENTS, AS DEDICATED AND SHOWN HEREON, A 26' WIDE HARD SURFACE IN ACCORDANCE WITH THE CITY OF SAN MARCOS'S PAVING STANDARDS FOR FIRE LANES AND AS DETERMINED BY THE FIRE CODE OFFICIAL, AND THAT HE (THEY) SHALL MAINTAIN THE SAME IN A STATE OF GOOD REPAIR AT ALL TIMES AND KEEP THE 26' WIDE HARD SURFACE FREE AND CLEAR OF ANY STRUCTURES, FENCES, TREES, SHRUBS, OR OTHER IMPROVEMENTS OR OBSTRUCTION, INCLUDING BUT NOT LIMITED TO THE PARKING OF MOTOR VEHICLES, TRAILERS, BOATS OR OTHER IMPEDIMENTS TO THE ACCESSIBILITY OF FIRE APPARATUS. THE MAINTENANCE OF PAVING ON THE INGRESS/EGRESS ACCESS EASEMENT IS THE RESPONSIBILITY OF THE OWNER, AND THE OWNER SHALL POST AND MAINTAIN APPROPRIATE SIGNS IN CONSPICUOUS PLACES ALONG SUCH FIRE LANES, STATING "FIRE LANE, NO PARKING." THE LOCAL LAW ENFORCEMENT AGENCY(S) IS HEREBY AUTHORIZED TO ENFORCE PARKING REGULATIONS WITHIN THE FIRE LANES, AND TO CAUSE SUCH FIRE LANES AND UTILITY EASEMENTS TO BE MAINTAINED FREE AND UNOBSTRUCTED AT ALL TIMES FOR FIRE DEPARTMENT AND EMERGENCY USE.

STATE OF TEXAS COUNTY OF HAYS

BEFORE ME, THE UNDERSIGNED AUTHORITY ON THIS DAY PERSONALLY APPEARED _____ KNOWN TO ME TO BE THE PERSON WHOSE NAME IS SUBSCRIBED TO THE FOREGOING INSTRUMENT, AND ACKNOWLEDGED TO ME THAT HE EXECUTED THE SAME FOR THE PURPOSES AND CONSIDERATIONS THEREIN EXPRESSED AND IN THE CAPACITY THEREIN STATED.

GIVEN UNDER MY HAND AND SEAL OF OFFICE THIS _____ DAY OF _____, A.D. 20____

NOTARY PUBLIC, HAYS COUNTY, TEXAS
MY COMMISSION EXPIRES _____

STATE OF TEXAS COUNTY OF HAYS

I, LIZ GONZALES, COUNTY CLERK OF HAYS COUNTY, TEXAS, CERTIFY THAT THIS PLAT WAS FILED FOR

RECORD IN MY OFFICE ON _____, 2013 AT _____ O'CLOCK ____M., AND RECORDED ON _____, 2013 at _____ O'CLOCK ____M. IN THE PLAT RECORDS OF HAYS COUNTY, TEXAS
IN BOOK _____ AT PAGE _____

LIZ GONZALES _____ DATE _____
COUNTY CLERK
HAYS COUNTY, TEXAS



922 Isom Road, Suite 100
San Antonio, TX 78216
Tel. (210)525-9090 Fax (210)525-0529
TBPE Registration Number F-1048
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project is seeking funding from the Texas Department of Housing and Community Affairs for Housing Tax Credits and HOME funds.

The multi-family project will be entirely contained on Lot 1 with one point of vehicular access on Hunter Rd. As proposed, a separate ingress/egress access easement is established on the plat for emergency purposes and general access to Lot 2. A detention pond will be constructed on Lot 2 to serve Lots 1 and 2. Due to requirements of the funding program, the multi-family site must be more than 300' from railroad tracks and Lot 2 provides the necessary buffer.

As a multi-family project, Parkland Dedication is required. A fee-in-lieu payment in the amount of \$61,978 will be made prior to recordation.

Planning Department Analysis:

The purpose of a Final Plat is to assure that the division or development of the land subject to the plat is consistent with all standards of the Land Development Code pertaining to the adequacy of public facilities, that public improvements to serve the subdivision or development have been installed and accepted or that provision for installation has been made, that all other requirements and conditions have been satisfied to allow the plat to be recorded, and to assure that the subdivision meets all other standards of the LDC to enable initiation of site preparation activities.

The applicant has worked to address concerns regarding access, circulation and street standards. Staff provided review comments in late December and stated the northern boundary of the subdivision exceeded the block-length requirement of 1200' and that an improved road may be required. In a memo dated January 16, 2013, staff cited a series of code requirements in addition to the block-length requirement and stated a public road would be required.

The memo addressed:

- Adverse impacts to adjoining property;
- The continuation of Fox Tail Run;
- Limited access to the development and adjoining properties; and
- Specific street standards for those roads not shown on the Thoroughfare Plan.

This area is identified as an Activity Node on the Comprehensive Plan's Preferred Growth Scenario Map and will likely be designated for high intensity development. Because of the deep lots and the barrier of the railroad tracks, the City has worked to extend Foxtail Run in between Hunter Road and the tracks. Subdivisions that have recently been platted to the north have dedicated ROW and/or constructed the extension of Foxtail Run. The Sienna Point Subdivision provides the land area for the future connection of this road to McCarty Lane.

Foxtail Run is not shown on the Thoroughfare Plan - only major arterials are illustrated. However, the LDC calls for specific treatment of streets not shown on the Thoroughfare Plan. The arrangement of such streets within a subdivision shall:

- *Provide for the continuation or appropriate projection of existing streets from or into surrounding areas – every 1,200 feet, there shall be a projection that would allow for continuation (LDC 7.4.1.4 (a.1))*
- *Provide for future access, such as by stubbing streets for future extension, to adjacent vacant areas which will likely develop under a similar zoning classification or for a similar type of land use (LDC 7.4.1.4 (a.3)).*

On February 12, 2013, the Planning and Zoning Commission considered a subdivision variance application for relief from the above standards. The variance request was denied 5-4 and that plat was then statutorily denied. Direction was given to come to an agreement on the right-of-way dedication for the extension of Foxtail Run and return to the Commission on next meeting agenda.

Staff believed that an extension of Foxtail Run would be in the best interest of the community. However, after considering the analysis of Sections 7.4.1.4 (a.1) and (a.3) provided by the developer's legal team

after the February 12th meeting, staff agrees there is uncertainty whether the Code supports the requirement for an internal street. Staff now recommends approval of the plat as submitted and will review the street dedication standards of the LDC and the Thoroughfare Plan for possible amendments to address similar situations that may arise in the future.

Planning Department Recommendation	
X	Approve as submitted
	Approve with conditions or revisions as noted
	Alternative
	Statutory Denial

The Commission's Responsibility:

The Commission is charged with making the final decision regarding this proposed Final Development Plat. The City charter delegates all subdivision platting authority to the Planning and Zoning Commission. The Commission's decision on platting matters is final and may not be appealed to the City Council. Your options are to approve, disapprove, or to statutorily deny (an action that keeps the applicant "in process") the plat.

Prepared By:

Emily Koller	Planner	February 20, 2013
Name	Title	Date

Agenda Information

AGENDA CAPTION:

Comprehensive (Master) Plan. Hold a Public Hearing and consider a recommendation to the City Council for adoption of the Final Draft of the Comprehensive (Master) Plan - Vision San Marcos: A River Runs Through Us - to guide the growth and development of the City of San Marcos.

Meeting date: February 26, 2013

Department: Development Services

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

CITY COUNCIL GOAL:

BACKGROUND:

This item addresses all of the City Council Goals and provides for an update to the City of San Marcos Comprehensive Master Plan.

After over a year of meetings and public events, the Steering Committee with recommendation from the Citizen's Advisory Committee has created a Final Draft of the Comprehensive Plan - Vision San Marcos: A River Runs Through Us. This document will replace the Horizons Master Plan and is a visionary planning tool for the community.

ATTACHMENTS:

Cover Memo

Final Draft 2.14.13



PLANNING &
DEVELOPMENT SERVICES

MEMO

TO: CITY COUNCIL / PLANNING & ZONING COMMISSION
THRU: JIM NUSE, CITY MANAGER
FROM: MATTHEW LEWIS, DIRECTOR OF PLANNING & DEVELOPMENT SERVICES
DATE: February 13, 2013
RE: Vision San Marcos: A River Runs Through Us
A COMPREHENSIVE (MASTER) PLAN FOR THE CITY OF SAN MARCOS

Following a year-long public process, the Comprehensive Plan Steering Committee and Citizen's Advisory Committee along with consultants and city staff have created a visionary planning document for the City of San Marcos. The purpose of this plan is to guide the growth and development in appropriate areas of the city and identify land for preservation.

The process for creation of this document revolved around the public. The visioning process involved web-based crowd sourcing and workshops. Goal setting was the task of the Citizen's Advisory Committee. The preferred scenario that drives this plan was derived from public input during workshops and the week-long design rodeo. Consultants were utilized for technical analysis; however their direction also came from the input from workshops and the design rodeo.

Vision San Marcos: A River Runs Through Us is intended to be a user friendly plan for city staff as well as the general public. Recommendations for implementation of the plan are found in the Vision, Goals and Objectives section. The community derived objectives provide direction for achieving the goals and ultimately the preferred scenario.

The plan is divided into six focus areas which are linked to the Vision Statements for Economic Development; Environment and Resource Protection; Land Use; Neighborhoods and Housing; Parks, Public Spaces and Facilities and Transportation. A Citizens Advisory Subcommittee was assigned for each topic throughout the process.

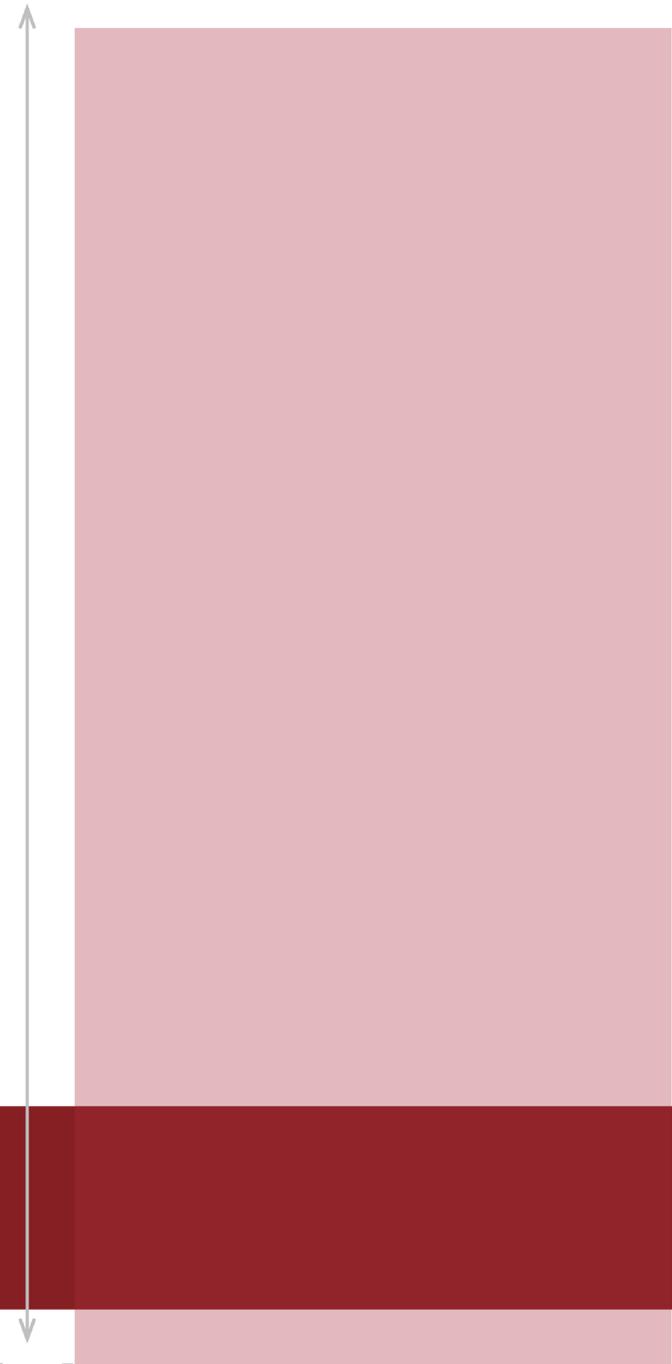
Changes presented in this plan will ultimately result in a necessary revision to the Land Development Code (LDC) in order to ensure development aligns with the intent of the plan. A preferred scenario map was created during the design rodeo that illustrates locations where residents of San Marcos wish to see growth and development. The Land Use Intensity Matrix outlines general uses for the various development areas and should be utilized as a guide in updating the LDC.

Finally, the plan recommends changes to current policy and city operations. It is recommended that Land Use Amendments only be considered twice a year and that the plan be utilized for ranking and scoring Capital Improvement Plan (CIP) projects. The CIP projects will further align the community vision and the implementation of the plan. An annual review schedule is also provided to ensure that evaluation of the plan continues.

This plan was developed with passion and clear intentions by the community the next steps of adoption and implementation are critical to create the future of San Marcos.

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- Plan Elements:
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 -  Environment and Resource Protection
 -  Land Use
 -  Neighborhoods and Housing
 -  Parks, Public Spaces and Facilities
 -  Transportation
-  Process for Update of Plan
-  Five-Year Action Items
- Addendum Table of Contents
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Item 7

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PREFACE

San Marcos, Texas: A city of endless dreams. Recognized for our unparalleled natural beauty, ancient cultural heritage, dynamic university town character and crystal clear flowing river, San Marcos prepared bold plans for its future.

It is with heartfelt pleasure we introduce the community to future San Marcos. Dreamed, created and soon to be implemented by the community:

*Vision San Marcos:
A River Runs Through Us.*

Vision San Marcos: A River Runs Through Us: A bold plan with boundless ideas dreamed up by the community, business leaders and city officials as a gift to the future generations of San Marcos. The plan is a deliberate and intentional investment in creating an enhanced, everlasting built environment interwoven with nature.

Diligence, commitment and our pledge to follow and implement the plan as described in the document are the duty of elected officials, staff and the community. Citizens, business leaders and city officials are charged with oversight of the Plan - we owe this to the past and future generations of San Marcos.

A community conscious of preserving its rich historical past has successfully readied itself for future cultural enrichment, economical stability and educational excellence for all citizens. Realization of these goals will be measured by the health and vitality of our citizens and the strength of industry providing careers for our workforce.

IMPLEMENT

ACHIEVE

PROSPER

Matthew Lewis, CNU-a
Development Services Director

INTRODUCTION

- History of San Marcos
- Community Profile
- Why Cities Plan
- Planning in Texas
- Planning in San Marcos
- The Planning Process
- How To Use the Plan
- Figures Appendix:
 - Regional Map
 - Environmental Features

Item 7

INTRODUCTION

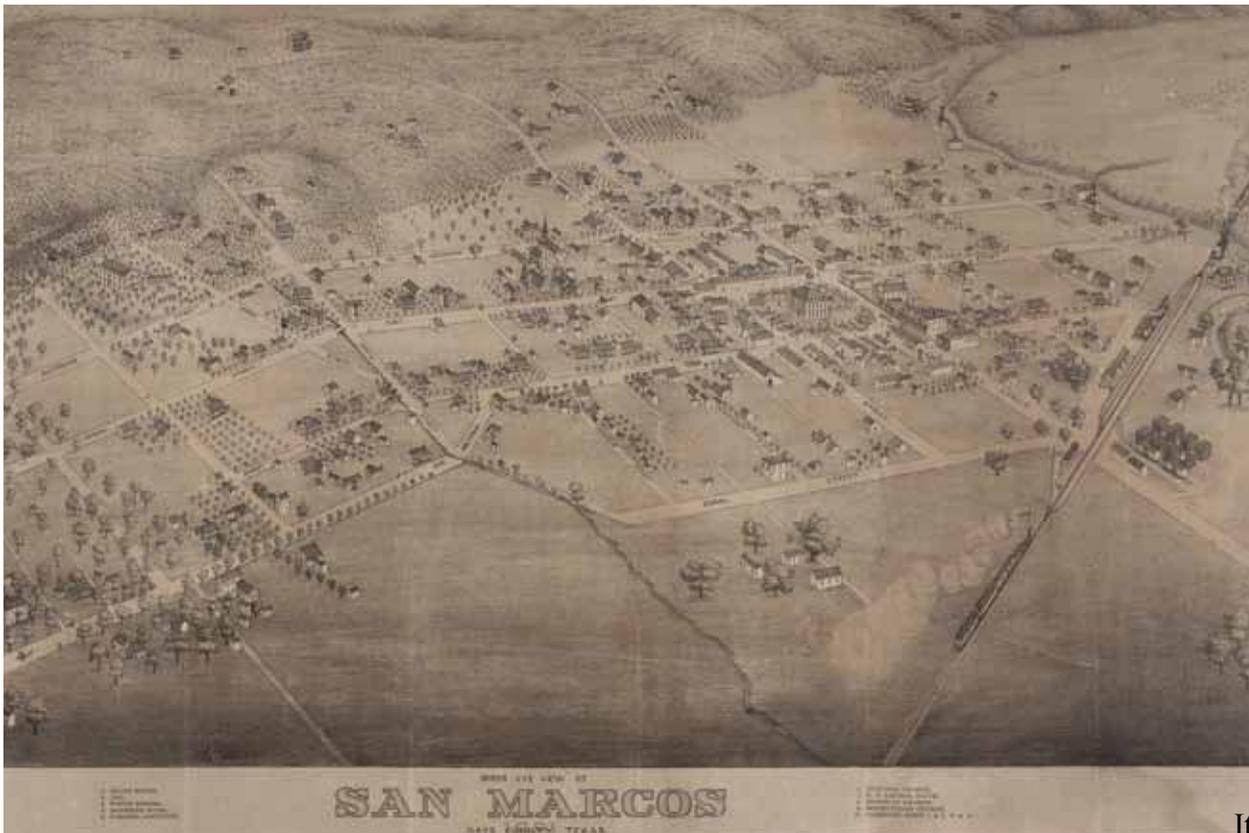
“San Marcos, The City Beautiful, is situated thirty miles south of Austin, the Capitol of Texas, and fifty miles north of San Antonio. It is located at the foot of the Rio Blanco Mountains, where the San Marcos River, from which it takes its name, leaps in one mighty volume of more than 65,000 gallons per minute, from the hills’ rock ribbed side, where the mind is constrained to muse: ‘Here God must have finished the earth and laid down the rosebud of his pleasure.’”

- 1920 San Marcos Chamber of Commerce circular letter

HISTORY OF SAN MARCOS

In the first census of Hays County, the 1850 Federal Census listed 387 individuals “in or about” San Marcos. Today, the city’s population is approximately 50,000. Understanding how and why San Marcos has grown over time is significant in determining how it will grow in the future.

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 nonnomadic culture, were the first inhabitants of the area. They were followed in later years by the Tonkawa, Lipan, Apache, and Comanche Indians.



1890 THE CITY OF
SAN MARCOS
HAYS COUNTY TEXAS

Item 7

Indian tribes and Spanish settlers still struggled for control of the area at the turn of the 19th century; long after Spanish explorer Alfonso De Leon had named the San Marcos River on April 25, 1689 (Saint Mark's day). The City of San Marcos was founded in 1844 by General Edward Bureson, and the original San Marcos streets were laid out seven years later. The permanence of the town was secured with the extension of the International and Great Northern Railroads through San Marcos in 1880, and the opening of Southwest Texas State Normal School (now Texas State University-San Marcos) in 1903. Five years later the San Marcos Baptist Academy began operation on what is now the western end of the Texas State campus.

The tourism industry began in 1928 with the construction of the Spring Lake Hotel near the headwaters of the San Marcos River. The first glass bottom boat, designed to give visitors a chance to “view the beautiful marine garden” in Spring Lake, began operation in 1947. (Daily Record, August 15, 1947) Texas State University’s acquisition of Aquarena Springs in 1994 marked a shift in emphasis from a “theme park” to one of “ecotourism.” In the early 1990s, the Tanger Outlet Mall and San Marcos Factory Outlet Mall (now Prime Outlets) became another major draw for tourism.



COMMUNITY PROFILE

The jurisdictional setting of the City of San Marcos includes City Limits and Extraterritorial Jurisdictions, Municipal Utility Districts and other special districts. The jurisdictional setting also includes areas covered by certificates of convenience and necessity (CCN). The planning process helps to direct where growth takes place within the jurisdictional setting. Cities can grow through infill and redevelopment, through the orderly extension of utilities in the ETJ followed by annexation, through leap frog development outside the city's ETJ or in MUDs, or a combination of all of these.

This summary of the review of demographic, income, employment and housing data for the City of San Marcos was gathered from the 2000 and 2010 Census estimates, 2006-2010 American Community Survey five-year estimates, City of San Marcos, San Marcos Chamber of Commerce, and other sources.

According to the 2010 Census, the total population of San Marcos was 44,894, a 29.3 percent increase from 2000. San Marcos' diverse White, African American and Hispanic populations increased by 40%, 28% and 34% respectively between 2000 and 2012.

The 2006-2010 American Community Survey estimates the median household income of San Marcos at \$26,734. The citywide unemployment rate according to the American Community Surveys was 9.6 percent. This has dropped to an estimated 6.2 percent as of July 2012.

From 2000 to 2010 there was some shift in the distribution of occupations. Retail services had the largest increase of 3.1 percent with arts, entertainment, recreation, accommodation and food service increasing by 2.2 percent. The top 10 employers according to the San Marcos Chamber of Commerce are: Texas State University, businesses within the Prime Outlets San Marcos and Tanger Family Outlet Center, San Marcos Consolidated School District, Hays County, Hunter Industries and Central Texas Medical Center, HEB Distribution Center, The City of San Marcos and Telenetwork Partners, LTD.

According to the 2006-2010 American Community Survey estimates, the total number of housing units in the city was 17,304. Approximately 8.3 percent of those units were vacant. In 2000 there were approximately 13,320 units with 5 percent vacancy. Of the 17,304 housing units in 2010, the American Community Survey estimates that 25.1 percent of these were owner-occupied and 66.6 percent were renter-occupied.

The City of San Marcos is situated in a unique natural setting. The Blackland Prairie lies to the east and the Edwards Plateau (commonly known as the Texas Hill Country) to the west. The San Marcos River originating from the San Marcos Springs runs through the city and joins with the Blanco River. The Springs are home to several threatened or endangered species.

SAN MARCOS QUICK FACTS:

» Form of Government	Council / Manager
» Land Area	30.22 Sq. Miles
» Population (2010 Census)	44,894
» City Assessed Property Value (2012-2013)	\$2,861,810,000
» Total City Budget	\$160,883,043
» City Sales Tax	1.5%
» Total City Employees	569
» Park Sites and Natural Areas	37
» Parkland / Open Space Acreage	1,700
» Value of Building Permits ('12)	\$90,283,488
» Hays County Unemployment ('10)	4.3%
» Hays County Per Capita Income ('11)	\$26,388
» Hays County Median Age ('10)	30.4 Yrs
» Rainfall in San Marcos ('12)	21.6 in.
» Median Daily Temperature	69 F
» Education Enrollments	
San Marcos CISD ('12)	7,546
San Marcos Baptist Academy ('12)	311
Texas State University ('12)	34,225

WHY CITIES PLAN

A comprehensive plan is a tool that allows a city to anticipate changes and to guide those changes in an effective, orderly manner that is consistent with the desires of the community. It directs future development, maps and analyzes neighborhoods and sensitive areas to be protected and promotes efficient growth of the city. A successful comprehensive plan analyzes trends and alternatives of growth patterns and directs developments in areas where it is most suitable based on existing land uses, available infrastructure and environmental factors. Conversely, a comprehensive plan can also contain strategies for adapting to and/or reversing population and economic declines.

A comprehensive plan, if properly utilized, acts as a tool for managing and directing growth, lends predictability to developers by illustrating the types of development desired throughout the city and locates existing and proposed infrastructure. It gives legal backing to ordinances and development codes while eliminating arbitrary or capricious enforcement of these laws.

With input from the community during the comprehensive planning process, the document serves as the record of the city's long-range vision. In the face of constant change, this is the most important reason to plan. A comprehensive plan with extensive community input allows the citizens to determine what factors will guide development decisions and gives them the opportunity to decide what the future of their city will be.

PLANNING IN TEXAS

In 1997, the Texas Legislature added Chapter 213 to the Local Government Code allowing cities in Texas the option to develop and adopt comprehensive plans. The Code establishes that the plans must consider land use, transportation and public facilities and distinguishes between land use plans and zoning regulations. The regulations allow the city to define the relationship between the plan and any ordinances and development codes. This also leaves cities with creative freedom to determine the level of detail of the contents in the plan.

Comprehensive plans across the state include topics such as environmental constraints, demographic projections, infrastructure data and housing in addition to the required land use and transportation topics. Some cities chose to develop more specialized plans to address a particular issue they are facing. Strategic Plans take a more immediate approach and identify short-term actions to achieve long term goals. Capital Improvements Plans guide the use of the city's budget. Public Participation Plans outline when and how citizens will be involved in the city's operations.

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PLANNING IN SAN MARCOS

The City of San Marcos is required through its City Charter to maintain a master plan to guide development in the city. Article VII, Section 7.03 states: “The master plan for the City of San Marcos shall be used to guide the growth and development of the city. The master plan shall be adopted by ordinance. The city council will endeavor to ensure that city ordinances governing growth and development are consistent with the goals and policies contained in the master plan; however, land use maps and descriptions contained in the master plan do not constitute zoning, and do not entitle any property owner to any change in zoning.”

The Charter also discusses updating this plan. Article VII, Section 7.05 states: “The commission shall have the power and be required to... perform 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.”

Currently, the City of San Marcos is operating under a Comprehensive Plan (Horizons) which was adopted on February 26, 1996. The Horizons Plan has not been reviewed in accordance with the charter in many years. Since plan adoption in 1996, many changes have occurred within the city; populations, land area and the number of students at Texas State University have all increased.

Vision San Marcos: A River Runs Through Us, differs in style and content from the Horizons Plan. They share a focus on the environment, land use, neighborhoods and downtown redevelopment. They differ in that the Vision is a concise document which was created for everyday users. The document includes summaries of technical data and tools needed to make land use and transportation related decisions. Unlike Horizons, the Vision provides all of the technical data in the addendum where it can be referenced when needed. Horizons, like many planning documents from the mid-90's, is lengthy and contains all of the technical data within its various chapters.

Vision San Marcos: A River Runs Through Us is more than just an update to the Horizons plan, which was progressive in its day. It truly is a new vision of the future of the City, taking into consideration changes and current conditions.



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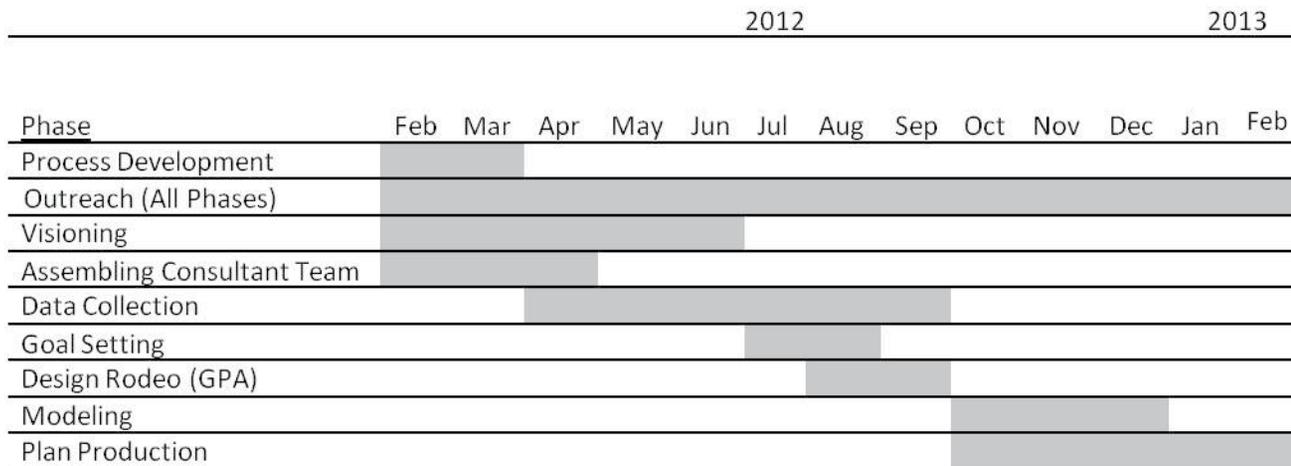
THE PROCESS

The innovative process that led to the creation of Vision San Marcos: A River Runs Through Us was characterized by its compressed schedule, its non-linear nature, and its emphasis on citizen participation. The unique San Marcos planning process was a response to the City Council's directive to prepare the plan in-house (with the assistance of consultants) and to complete it within a year.

The process had nine phases:

- Process Development
- Outreach
- Visioning
- Assembling the Consultant Team
- Data Collection
- Goal Setting
- Growth & Preservation Allocation / Design Rodeo
- Modeling
- Plan Production

The compressed schedule involved a number of tasks being performed simultaneously and, in some cases, in an unconventional sequence. Tight project management and scheduling created coherence out of the swirl of activities. The compressed schedule also incorporated the use of public workshops and design exercises. The workshops and exercises were necessary to maximize public input and transparency by making the process largely participant driven.





Process Development (February-March 2012)

At the beginning of the process development phase, it was decided that the best way to complete the plan within the one-year deadline was by using a land use and transportation design charrette (the Design Rodeo). A design rodeo brings together key stakeholders to create a preferred scenario from a variety of alternatives using an iterative process within a short time.

An early discussion of Council's expectations for the plan led to the realization that they did not want a consultant-driven plan with an generic future land use map. They preferred a dynamic plan based on a consensus public vision and a set of tools to guide land use and transportation decision making towards achieving that vision.

By the end of February 2012, a generalized outline of the process and of the plan was developed and in March was presented to the City Council. The presentation recommended the appointment of a Steering Committee and Citizen Advisory Committee and the use of a weeklong land use and transportation Design Rodeo to test alternative development scenarios. The Steering Committee was to provide oversight to the process and, along with the Citizen Advisory Committee, put key stakeholders directly into plan development and the design rodeo. Council accepted the recommendations on March 6, 2012 and appointed committee members on April 3, 2012.

While the plan was to have a strong land use and transportation focus, the process included development of other plan elements. The plan elements are:

- Economic Development
- Environment and Resource Protection
- Land Use
- Neighborhoods and Housing
- Parks and Public Facilities
- Transportation



Outreach (Continuous)

Throughout the entire planning process, staff and Committee members used various forms of outreach to inform the public of the process and progress of the plan implementation. Media such as newspaper articles, press releases and Facebook were utilized as well as personal presentations. All meetings of the Citizen's Advisory Committee and Steering Committee were published and some were well attended by interested citizens.

At two stages in the process, a Speaker's Bureau was organized to attend community interest group regular meetings. Presentations were given and announcements made inviting people to get involved in the process. Approximately 700 citizens were contacted during these processes.

Visioning (September 2010- June 2012)

While the initial programming and scheduling for the comprehensive plan began in February of 2012, public input for Vision San Marcos actually began in September 2010 with the Dream San Marcos visioning process. Dream San Marcos was a process comprised of three parts: the crowd sourcing exercise; the Core-4 Collaboration Report and the visioning workshops which were utilized as the basis for Vision San Marcos.

The yearlong web-based *crowd sourcing exercise* gathered input regarding planning-related challenges and opportunities. Hundreds of individuals participated in the crowd sourcing exercise and provided critical input to the visioning phase of the Plan.

The City-sponsored workshops that brought together the “Core-4” group including representatives of Hays County, the San Marcos Independent School District, Texas State University, and the City. These workshops focused on economic development and workforce development. The output from these workshops was a report outlining specific strategies regarding infrastructure, workforce and community character issues as well as recommendations for collaborative action to implement the strategies.

The two half-day public *visioning workshops* were held on April 21, 2012 and focused on the development of vision statements to guide development of the plan elements.

Following completion of the public visioning workshops, the Citizen Advisory Committee and the Steering Committee worked to combine all three exercises into an integrated vision. The vision statements were approved by Planning and Zoning Commission and were adopted by the Council on June 5, 2012.

Consultant Selection and Data Collection and Analysis

(February- August 2012)

As noted above, Council directed staff to produce the plan in-house with the assistance of consultants. Use of the design rodeo concept and the small size of the planning staff required bringing in consultants to accomplish technical tasks. Other consultants were brought in for specialized data collection and analysis tasks.

Consultants utilized included:

- The Texas Data Center- Demographic analysis and population projections to 2035 for San Marcos and its ETJ
- Luckens Planning Consultants- Process and plan development and project management
- TBG Partners- Design support during the design rodeo
- Dhiru Architects- design rodeo facilitation
- Parsons Brinckerhoff- Transportation facilities analysis and transportation planning support during the design rodeo and modeling of land use and transportation scenarios
- Meadows Center for Water and the Environment - Environmental science support during the design rodeo and water quality baseline data and modeling
- RPS Espey- Environmental science support during the design rodeo, Land use suitability analysis and mapping
- CEG Designed Solutions- Plan production and graphic support
- Social Media Sisters - Online media and public involvement
- Group Solutions RJW - Public Involvement

Fiscal impact modeling and GIS services were not contracted. The City of San Marcos Finance Department created a fiscal impact model for the design rodeo and City of San Marcos Development Services Department provided GIS support though out the process.

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Goal Setting (May-August 2012)

In May of 2012, the Citizen Advisory Committee and Steering Committee begin the process of setting goals for the plan elements based on the vision statements. Early in the goal setting process, the Committees decided to hold a series of workshops to bring in experts on each of the plan elements. These public workshops provided the Committees and the public with specific data on local conditions and trends as well as more generalized perspectives on planning and development issues.

The diverse group of presenters included the Lone Star Rail District, an economics professional from the Capital Area Council of Governments, real estate developers, Texas State University's Vice President for Student Affairs, conservationists, environmental engineers, an expert in urban stormwater management, transportation specialists, and certified planners.

Growth Preservation Allocation / Design Rodeo (August-September 2012)

The centerpiece of the planning process was a three week period during which the Growth and Preservation Allocation (GPA) workshops and Design Rodeo occurred. The GPA allowed citizens to create their own growth scenario for the City. The design rodeo tested these scenarios resulting in the preferred scenario. All of the activities were designed to encourage active participation by stakeholders and the general public.

On August 29, two half-day public workshops were conducted. During the workshops a "chip exercise" was conducted to allow attendees to specify the growth and preservation areas they preferred. Participants were presented a map of San Marcos and its ETJ depicting cultural and environmental data from the land use suitability study conducted earlier in the process. Participants were also provided sets of Legos scaled to the map. The sets included Legos representing 300 persons at different residential densities sufficient to house 33,000 people, and retail Legos representing centers of different square footage totaling one million square feet. Participants were instructed to first identify preservation areas and then place all of the Legos where they wanted new development and redevelopment to occur. Finally they were asked to draw in transportation facilities to serve the new development and redevelopment and to improve the existing transportation situation. Nine tables of participants took part in the two half-day sessions and created nine different scenarios. Luckens, TBG Partners, and Planning and Development Services staff identified common themes and created two scenarios used in the design rodeo. In addition to the scenarios derived from public input, a trends scenario was created by staff.

Three scenarios were presented to the public at the design rodeo and were tested in terms of their environmental, transportation and fiscal impacts. One scenario analyzed an urban core/infill orientation, one a multi-center orientation and one trend scenario that extrapolated current development trends out to the 2035 plan horizon date. All three scenarios assumed a 2010-2035 population increase of approximately 33,000 and a retail increase of 1,000,000 square feet. The incremental population increases came from the Texas State Data Center's projections and the retail increment was based on existing retail square foot per capita figures for San Marcos. Employment for the purposes of transportation modeling came from the Capital Area Metropolitan Planning Organization with adjustments based on the location of the retail increases.



Public Participation during the Growth and Preservation Allocation workshops and the Design Rodeo resulted in the creation of the Preferred Scenario, the backbone of Vision San Marcos: A River Runs Through Us



Each scenario was tested to determine its environmental, transportation and financial impacts and how well each fit with the Citizen Advisory Committee and Steering Committee visions and goals. Public input was gathered each night and used for the next day’s design work. By the end of the week, testing, refining and public input resulted in a final preferred scenario map.

A land use intensity matrix was also developed during the design rodeo to differentiate uses and intensities for the development and redevelopment areas, as well as for the neighborhood preservation/conservation areas.

Modeling

Following the completion of the Data Collection and Design Rodeo phases, the consulting engineers and scientists began working on the Travel Demand Model, Water Quality Model and Fiscal Impact Model.

Plan Production

Staff, in coordination with consultants, drafted this document. A Drafting Task Force composed of members from the Citizen’s Advisory Committee and Steering Committee reviewed the document to ensure the plan would be user friendly and incorporate the ideas discussed during the many Committee meetings.

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HOW TO USE THE PLAN

Vision San Marcos: A River Runs Through Us is intended to be a user-friendly plan for city staff as well as the general public. The introduction section of the plan provides a detailed look into the city and the planning process which was utilized in the creation of this document.

Recommendations for implementation of the plan are found in the Vision, Goals and Objectives section. The community derived objectives provide direction for achieving the preferred scenario.

The majority of the plan is broken into sections called Plan Elements which are the focus areas that were identified during the visioning process. They are: Economic Development, Environment and Resource Protection, Land Use, Neighborhoods and Housing, Parks, Public Spaces and Facilities, and Transportation. Within each plan element lies a summary of the existing conditions in San Marcos, projections out to the year 2035 and topic specific information provided by professional city staff and consultants.

The process for updating this plan and the five-year action items are outlined in this document, followed by the table of contents for the plan addendum and a Figures Appendix. The addendum includes technical reports and detailed information from which this plan was summarized. Maps and figures supporting the data provided in this plan can be found in the Figures Appendix at the end of the document.

This plan is intended to serve as a guide for future development within the City of San Marcos. Specifically, in the Land Use section of this plan is a guide for the plan's relationship with city operations. In this section, the preferred scenario map and land use intensity matrix are described. These specific tools promote development in areas of the city designated for various intensities, as defined by the community during the Design Rodeo.

Other sections of the plan address development and the environment, and infrastructure expansion to support future growth. This plan should be utilized to update city codes to ensure that growth is in line with the recommendations preferred by the community that created it.

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2035 VISION, GOALS, OBJECTIVES

The Visions, Goals & Objectives are the community derived direction for implementing this comprehensive plan and achieving the preferred scenario.

The visioning process began in September 2010 with Dream San Marcos and continued into 2012 with Vision San Marcos: A River Runs Through Us. The Comprehensive Plan Steering Committee and Citizens Advisory Committee worked with public input from these processes to create an integrated vision for the overall plan. The vision statements paint a picture of the future of San Marcos. Following completion of the web-based crowd sourcing exercise, the Core-4 Collaboration Report and public workshops, the vision statements were approved by Planning and Zoning Commission and were adopted by the Council on June 5, 2012.

In May of 2012, the Comprehensive Plan Steering Committee and Citizens Advisory Committee began the process of setting goals for the plan elements based on the vision statements. Goal statements outline general needs necessary to achieve the visions. At the conclusion of the goal-setting workshops, the Committees presented the goals to the Planning and Zoning Commission and were adopted by the Council on August 22, 2012.

Following the adoption of the goals and the Design Rodeo, the Committees began outlining objectives. These objectives are specific, measurable and achievable actions required to reach the goals. During the discussions many tasks were also identified that will be assigned to various city departments to achieve these objectives and ultimately the goals of the plan.



City Council appointed volunteers of the Comprehensive Plan Steering Committee (above) and Citizens Advisory Committee (below) guided Development Services Department Staff in the creation of Vision San Marcos: A River Runs Through Us



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GOALS & OBJECTIVES

Goal 1: Abundant opportunities created by the ingenuity and intellectual capital of university, business, civic, and cultural leaders

Objectives:

- Create a communications plan to share economic development progress with residents, the development community and target industries
- Collaborate with social service providers to provide input on barriers for the unemployed and underemployed
- Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos

Goal 2: Workforce and education excellence

Objectives:

- Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice
- Promote all community education options to local and prospective residents
- Pursue partnerships to support Core 4's programming and capital funding needs
- Collaborate with all educational institutions to support workforce development for specific industry needs
- Improve communication between workforce training providers, public school systems, higher education institutions, job seekers and local business leaders

Goal 3: Emerging markets and industry relationships that generate quality entrepreneurial and employment opportunities

Objectives:

- Regularly conduct target industry marketing plans
- Increase the amount of Class A office and industrial space attractive to target industries
- Develop industrial settings that provide shovel ready opportunities for prospective companies and employers
- Identify gaps in utilities for employment and activity nodes, reprioritize Capital Improvement Projects to support the preferred scenario

Goal 4: An enhanced and diverse local economic environment that is prosperous, efficient and provides improved opportunities to residents

Objectives:

- Establish a process to analyze the market impacts of Capital Improvements Plan projects from an economic development perspective
- Develop programs to support local businesses to encourage job creation and capital investment
- Create a pro-active, comprehensive strategy to attract development consistent with the plan
- Create a plan to relocate City Hall prioritizing the Downtown in site selection
- Create a regulatory framework that will encourage residential development Downtown
- Integrate economic development into the 2013 Transportation Plan Update
- Create opportunities for local companies to procure contracts with governmental agencies and educational institutions

VISION STATEMENT

We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow out local economy. We foresee a vibrant community that strategically leverages the university and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts.

ECONOMIC DEVELOPMENT

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GOALS & OBJECTIVES

Goal 5: Fiscally responsible incentives for economic development

Objectives:

- Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the city's incentive policy
- Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries
- Develop a standard process for reviewing and scoring prospects for incentives, with weight going to projects that create permanent diverse, high paying jobs in the area that are environmentally sustainable
- Expedite the entitlement process for high performance local or preferred-industry employers locating in the Activity Nodes or Employment centers of the preferred scenario
- Ongoing evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt
- Create incentive packages to support entrepreneurs, target industries and growing industry sectors

Goal 6: Promote and support the maximum potential of the San Marcos Municipal Airport

Objectives:

- Enact appropriate regulations and plans to protect airport operations and enhance future development
- Maximize development opportunities within the airport boundary
- Develop connections between the community and airport including enhanced road, transit and utility infrastructure
- Build internal airport community

Goal 7: Sports tourism, eco-tourism, retail tourism and the community's 13,000-year heritage as an economic generator

Objectives:

- Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history
- Create an arts and cultural center/district
- Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities
- Develop a transit plan that matches preferred scenario map to encourage connectivity between centers
- Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance
- Develop a strategic plan for Downtown Business Development as recommended in the Downtown Master Plan to ensure Downtown San Marcos retains a diverse mix of businesses to accommodate the entire community and attract tourists
- Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario
- Coordinate with private efforts to update and expand recreation fields

VISION STATEMENT

We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow out local economy. We foresee a vibrant community that strategically leverages the university and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts.

ECONOMIC DEVELOPMENT (cont.)



Medium Intensity Development along Hopkins Street could provide an attractive gateway and create more opportunity for mixed use development.

GOALS & OBJECTIVES

Goal 1: Public and private sectors working together to protect water quality and facilitating appropriate development in the San Marcos and Blanco Rivers watersheds, and over the Edwards Aquifer using measurable and scientific methods

Objectives:

- Incorporate Low Impact Development practices and other best practices early on and throughout the development process
- Audit the effectiveness of Environmental Code Compliance and use this information to recommend staffing levels, training, and code changes
- Develop an educational and place-making program illustrating the location of the natural boundaries and environmentally sensitive areas of our City including watersheds and Edwards Aquifer recharge zone and contributing zones
- Adopt watershed specific regulations based on scientific understanding of water quality impacts
- Develop a regional detention and water quality strategy (including fee-in-lieu) to improve land efficiency, affordability, and efficacy of systems
- Establish a team with representatives from the County, City, and other public and private entities to identify lands and develop policies for the preservation and maintenance of environmentally sensitive watershed lands
- Incentivize dense development within the activity centers by lifting the regulatory environment, streamlining the development process and proactively building the infrastructure and regional detention facilities to support this growth

Goal 2: Natural resources necessary to our community's health, well-being, and prosperity secured for future development

Objectives:

- Develop a coordinated tree preservation and planting program
- Join the regional effort to improve air quality
- Adopt comprehensive ordinances that actively support local food production and preservation of agricultural lands for farming
- Model sustainable practices in infrastructure, operations, and facilities in city projects
- Adopt a program to implement the greenway system that is identified in the preferred scenario and integrate this trail system with the Parks Master Plan

Goal 3: Pro-active policies that encourage recycling and resource and energy efficiency.

Objectives:

- Conduct a rate structure study, use the information to balance water and energy conservation goals with the economic viability of the utility
- Decrease per capita energy and water use to meet the highest standards of the STAR guide for cities
- Adopt and implement the recommendations of the Municipal Solid Waste Task Force
- Create a point system to measure the sustainable elements of proposed development in order to qualify for utility, process, and other incentives.
- Develop re-claimed water infrastructure plan for activity nodes
- Create connected network for non-automobile travel

Goal 4: A population prepared for and resilient to man-made and natural disasters

Objectives:

- Adopt comprehensive floodplain development regulations
- In coordination with other governmental entities, implement an education and outreach program that identifies, and alerts citizens to, risks and responses to all

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VISION STATEMENT

We envision San Marcos to be a community of outstanding stewards of our irreplaceable unique natural environment. We value our resource and energy efficiency and our community's health, well being and prosperity.

ENVIRONMENT & RESOURCE PROTECTION

GOALS & OBJECTIVES

Goal 1: Direct growth, compatible with surrounding uses

Objectives:

- Update Future Land Use Map that is based on the development intensities specified in the preferred scenario
- Update Annexation/ETJ Management Plan
- Create a Sustainability Plan to identify affordable and realistic sustainability practices to be encouraged
- Replace the Land Development Code with an updated document to support preferred scenario
- Align infrastructure plans to achieve preferred scenario



VISION STATEMENT

We envision San Marcos as a community with balanced and diverse land uses that expand our lifestyle choices while protecting and enriching our historical, cultural and natural resources.



High Intensity Development, as shown above, is envisioned in the Midtown and Downtown areas.

Goal 2: High-density mixed-use development and infrastructure in the Activity Nodes and Intensity Zones, including the downtown area supporting walkability and integrated transit corridors

Objectives:

- Develop a parking plan in downtown, and other activity centers, that supports the preferred scenario and implement incentives such as parking reductions for mixed-use developments near transit or employment centers
- Require all developments dedicate adequate right-of-way to accommodate all modes of transportation
- Implement a complete economic development strategy for downtown
- Review and update the Downtown Master Plan
- Create a fiscal impact model to quantify the costs and benefits of incentives
- Maintain a current Thoroughfare Plan in order to preserve necessary right-of-way
- Set aside areas for high quality public spaces during the development process

Goal 3: Set appropriate density and impervious cover limitations in the environmentally sensitive areas to avoid adverse impacts on the water supply

Objectives:

- Create specifications for the use of pervious materials
- Implement rain water retention and storm water Best Management Practices
- Track and monitor pervious cover at the watershed level
- Adopt a Water Quality Model that will ensure water quality standards are met and to minimize water degradation
- Adopt scientific standards for development in environmentally sensitive areas

LAND USE

GOALS & OBJECTIVES

Goal 1: Neighborhoods that are protected and enhanced in order to maintain a high quality of life and stable property values

Objectives:

- Update the current process for Land Use Amendments to provide for more holistic review
- Improve communication of neighborhood information regarding enforcement and incentives

Goal 2: Housing opportunities for students of Texas State University in appropriate areas and create and implement a plan to accomplish this vision

Objectives:

- Revise development codes in Intensity Zones to allow and streamline the process for appropriate uses and densities
- Develop a plan to reduce congestion and parking issues caused near campus and in dense housing areas including community transit options that integrate with existing university systems

Goal 3: Diversified housing options to serve citizens with varying needs and interests

Objectives:

- Revise zoning code to allow for more diverse housing types and mixed use development.
- Update infill housing program
- Develop an affordable housing program



Vision San Marcos: A River Runs Through Us will be used to update the Future Land Use Map which provides a tool to protect historic resources and neighborhoods.

Goal 4: Well maintained, stable neighborhoods protected from blight or the encroachment of incompatible land uses

Objectives:

- Review and update city ordinances regarding maintenance of property
- Develop a process to enforce city codes related to property maintenance
- Update and improve notice requirements for zoning changes
- Create clear criteria for zoning changes to apply to all cases
- Identify and create character index studies for neighborhoods inside and outside of Intensity Zones
- Develop a plan to manage parking demand



VISION STATEMENT

We envision San Marcos to have a foundation of safe stable neighborhoods while preserving and protecting the historical, cultural and natural identities of those neighborhoods.

NEIGHBORHOODS & HOUSING

GOALS & OBJECTIVES

Goal 1: Well-maintained public facilities that meet the needs of our community

Objectives:

- Develop a full comprehensive plan for locating a new City Hall/Municipal Complex, prioritizing Downtown in site selection
- Coordinate with SMCISD to direct future site decisions to align with this Comprehensive Plan
- Expand the scope of the local radio station (KZOS) and local TV station
- Create a Sidewalk Master Plan.
- Review and approve infrastructure plans every five years to be consistent with the preferred scenario and comprehensive plan vision and goals.
- Expand the current library
- Construct regional branch libraries, based on nationally recognized standards and Preferred Scenario
- Create a Greenways Master Plan
- Develop a beautification schedule for gateways
- Review and implement a program to fulfill the need to expand City cemetery

Goal 2: A differentiated collection of connected and easily navigated parks and public spaces

Objectives:

- Develop a full comprehensive way-finding system for City, including all transportation options
- Create and implement a policy that ensures adequate resources are identified to develop and maintain parks and public space prior to acceptance of dedication
- Create a Greenways Master Plan
- Develop a beautification schedule for gateways.

Goal 3: A vibrant central arts district and robust and accessible educational opportunities for residents

Objectives:

- Create funding mechanism(s) for the area designated as the Central Arts District
- Establish an Arts District Development Task Force to identify a minimum of five areas within preferred scenario for public art
- Develop Art in Public Places Program, identify areas of the city that could be used for murals/public art displays

Goal 4: Funding and staffing to ensure quality public safety and community services

Objectives:

- Make fire and police asset investments that accommodate the more compact, sustainable, and dense development and infrastructure in the preferred growth scenario
- Perform an analysis to create and maintain a fire and police station location plan which identifies, based on nationally recognized and accepted response times, the appropriate locations for future fire, EMS, and police stations
- Expand our volunteer system to create a Central Volunteer System
- Establish a park amenities schedule for a maintenance/repair/replacement program

Goal 5: Effective social services delivered to those who can most benefit from them

Objectives:

- Conduct a gap analysis of current social services and facilitate cooperation between the public and private social service providers to better meet community needs
- Study and address homelessness issues through qualitative and/or quantitative analysis
- Partner with local healthcare systems and relevant stakeholders to provide more robust public and mental healthcare infrastructure with focused locations in activity nodes



VISION STATEMENT

We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow out local economy. We foresee a vibrant community that strategically leverages the university and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts.

PARKS, PUBLIC SPACES & FACILITIES

GOALS & OBJECTIVES

Goal 1: A safe, well-coordinated transportation system implemented in an environmentally sensitive manner.

Objectives:

- Update Transportation Plan in 2013 to address transportation issues
- Determine appropriate modes of transportation in and around new developments, subdivisions, site plans, the university and high density residential areas
- Evaluate the Traffic Impact Analysis (TIA) process regularly to address future traffic impact expectations
- Maintain a current Travel Demand Model (TDM) to be utilized for continued analysis of the transportation network

Goal 2: A multimodal transportation network to improve accessibility, mobility, minimize congestion and reduce pollution.

Objectives:

- Focus on non-vehicular transportation improvements in updated Transportation Master Plan
- Develop an Urbanized Transit System that integrates with existing university and proposed regional systems
- Obtain “Bicycle Friendly Community” Designation
- Create a Sidewalk Master Plan
- Develop and implement a complete streets policy for coordination with other transportation related entities to properly integrate all modes of transportation into the transportation network
- Pilot Green Streets program to minimize environmental impacts and reduce maintenance cost, while improving street aesthetics
- Integrate the transportation system by coordinating with all related public entities, including, but not limited to CAMPO, the counties, TxDOT, the university, and the rail district



VISION STATEMENT

We envision San Marcos to have a connected network of efficient, safe and convenient multimodal transportation options while protecting the environment.



Vision San Marcos: A River Runs Through Us helps create a policy to properly integrate all modes of transportation into the network.

TRANSPORTATION

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ECONOMIC DEVELOPMENT

- Existing Conditions
- Employment Projections & Employment Centers
- Strategies of the Core 4 Collaboration
- Figures Appendix:
 Employment Density

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EXISTING CONDITIONS

San Marcos entered the 20th century with the founding of Southwest Texas State Normal School in 1899. In 2003, Texas State University-San Marcos acquired its current name, reflective of the school's expanded scope and mission. In 2012 the University's enrollment was estimated at approximately 34,000 students. Texas State is the largest employer and the economic engine for San Marcos.

The tourism industry began in 1928 with the construction of the Spring Lake Hotel near the headwaters of the San Marcos River; at its peak, Aquarena Springs attracted approximately 250,000 visitors annually. The property was purchased by the university in 1991 and in 2012 the Spring Lake was returned to its natural state through university endeavors. Other popular attractions include Wonder World, the San Marcos River, and historic buildings in the downtown area.

In 1965, the 1,350-acre San Marcos Municipal Airport was deeded to the City by the Air Force. By the 1980's, San Marcos had gained a strong industrial employment sector. In the early 1990s, the San Marcos Premium Outlets and San Marcos Tanger Outlets began operations. During peak seasons, shoppers at the hundreds of stores in the outlet center triple the population of the City of San Marcos.



EMPLOYMENT PROJECTIONS & EMPLOYMENT CENTERS

During the Design Rodeo, participants located the 2012-2035 increment of future commercial development in the intensity zones on the preferred scenario map. The increment utilized was approximately one million square feet; an amount that represents approximately 2,700 employees. The general types of allowable uses for the various development areas are described in the land use intensity matrix. Actual permitted uses will be defined at the time when the City's Land Development Code is revised.

Design Rodeo participants also identified potential employment centers. New development such as large scale industrial, manufacturing, office park and intense commercial uses are appropriate

in these areas. Typically these uses are located on large sites with access to road and rail transportation and have access to city services such as water, sewer and electricity. The airport was also identified as an employment center for future airport expansion or other related developments.

Commercial and office development is proposed to occur in the activity nodes shown within the intensity zones indicated on the preferred scenario map. These areas are less intense than the employment centers and would incorporate smaller, in most cases, pedestrian scale businesses. The types of uses are generally described in the land use intensity matrix based on the intensity zone the center is located. Actual permitted uses will be defined at the time when the City's Land Development Code is revised.

STRATEGIES OF THE CORE 4 COLLABORATION

The “Core 4” is comprised of the city government, Hays County government, independent school district and Texas State University. In 2012 this group was brought together in a series of workshops to develop a collaborative vision focusing on economic development.

Preparing the 21st Century Workforce: The need for high-skilled manufacturing professionals has increased approximately 37% since the early 1980’s. The shift in the workforce marketplace indicates that manufacturing and technical jobs will continue to grow and this demand for skilled workers will also increase.

A comprehensive educational system is necessary to ensure San Marcos maintains a skilled workforce to fill these positions. This education begins as early as Pre-K and Kindergarten with continued educational support in the home. Parental engagement is instrumental in establishing a good work ethic at a young age.

There appears to be a disconnect between post-high school education and workplace needs. Workforce development, post high-school, can be accomplished through career academies, technical schools and community colleges.

The Core 4 lists potential actions items such as peer-reviews of other communities and other universities as well as determining the goals of each of the partners to work toward improving the workforce in San Marcos.

Competitive Infrastructure and Entrepreneurial Regulation: As mentioned above, the number of manufacturing job openings has been rising as has their average annual salary. Being able to provide the space and infrastructure along with the skilled workforce brings a significant competitive advantage to San Marcos.

Manufacturing companies are looking at various aspects of a city, in addition to the workforce, when choosing a site for their business. Water supply and wastewater capacity should be adequate to handle the type of industry proposed. Land and development regulations factor into successful development sites as well as access to transportation networks such as rail, airports, major highways and interstates. San Marcos has existing industrial parks with adequate facilities along the Interstate 35 corridor which should be promoted.

The Core 4 identified three collaborative actions they can jointly pursue to build the community San Marcos residents desire:

- *Preparing the 21st Century Workforce*
- *Competitive Infrastructure and Entrepreneurial Regulation*
- *Creating the Community of Choice*

Creating the Community of Choice: As with businesses, people look at various aspects of a community when choosing where they will call home. The community must be safe and have stable neighborhoods as well as good schools.

Living and family wage jobs are important for residents to be able to maintain their residence and ensure their children are able to receive the highest education possible. Community amenities such as libraries, parks, entertainment and recreation attract residents to visit and ultimately stay in San Marcos. Finally is the identity of the community. For San Marcos it is the often expressed desire for a “small town” feel which shows community values, loyalty and appreciation for our unique geological features and river.

The Core 4 has a list of collaborative actions to continue to support San Marcos as a community of choice. These include planning for campus and housing growth for the University as well as planning for downtown redevelopment and connectivity.

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ENVIRONMENT AND RESOURCE PROTECTION

- Existing Conditions
- Land Use Suitability
- Projections
- Water Quality Model
- Figures Appendix:
Land Use Suitability

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EXISTING CONDITIONS

San Marcos is situated in a unique natural setting along the Balcones Escarpment, with the Blackland Prairie to the east and the Edwards Plateau (commonly known as the Texas Hill Country) to the west. Land elevations in the San Marcos area range from 510 to 1,030 feet above sea level, with some slopes in excess of 30%. The shallow soils of the Edwards Plateau are not well suited for agriculture; however, the thick clay soils of the Blackland Prairie are generally fertile.

Steep topography, extensive rock outcroppings and intense storm events make San Marcos particularly susceptible to flooding. Major floods have occurred several times over the last 75 years, with the two most recent in 1998 and 2001.

The Edwards Aquifer is a water-bearing underground network of porous limestone located on the eastern edge of the Edwards Plateau. Along the edge of the plateau there are a number of springs including the San Marcos Springs. The rapid growth of the Austin-San Antonio Corridor continues to place an ever increasing demand on the aquifer water supply while negatively impacting water quality.

The San Marcos Springs discharges water into Spring Lake, the source of the San Marcos River. The river is both a major tourist attraction and a factor in the high quality of life enjoyed by the community. The constant flow and temperature of the spring water has created a unique ecosystem that provides habitat for several endangered species. Urban development on the recharge zone, however, poses a major threat to the quality and quantity of aquifer water and consequently, the future of the San Marcos River and its resident species. The Texas Commission on Environmental Quality, Hays County, the Edwards Aquifer Authority and the City of San Marcos all regulate development in the Edwards Aquifer recharge zone.

Air quality in San Marcos meets Federal Air Quality Standards. During the 2012 “Ozone Season” (April – November), The Capital Area Council of Governments (CAPCOG) operated an air quality monitoring station in San Marcos on Staples Road. The data collected showed an improvement from 2011. There are no year-round air quality monitoring stations which accurately reflect conditions in San Marcos.

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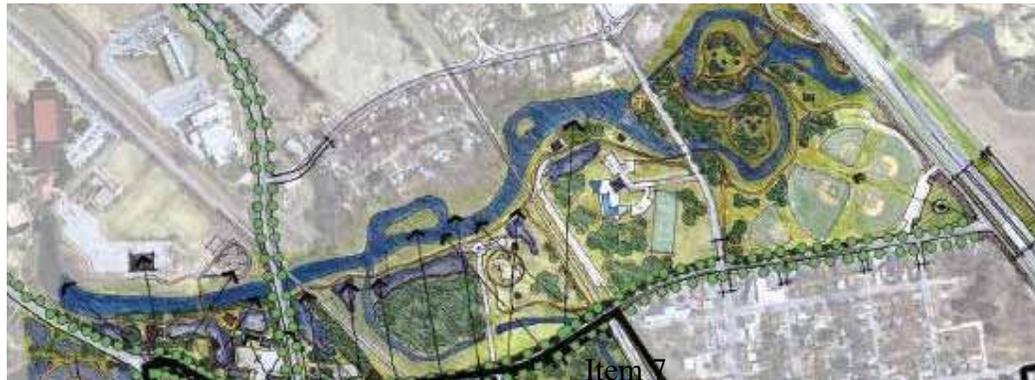
LAND USE SUITABILITY

An environmental constraint map was created for the City of San Marcos and the Extraterritorial Jurisdiction (ETJ) by the consulting firm RPS Espey. This map is referred to as the Land Use Suitability Map and was developed as a tool to identify areas within the planning area that are best suited to accommodate growth in an environmentally sensitive manner. Ten classes of variables including regulatory constraints, environmentally sensitive features and important cultural sites were mapped and assigned a weight on a scale of 1 to 5 with 5 being the most constrained and 1 being the least constrained. The ten classes of variables included: Cultural Resources, Edwards Aquifer, Endangered and Threatened Species, Floodplains, Priority Watersheds, Sensitive Feature Protection Zone, Slopes, Soils, Vegetation and Water Quality Zone / Water Quality Buffer Zone.

PROJECTIONS

Non-point source pollution due to urbanization poses a threat to endangered species and the quality of surface and ground water resources in the City of San Marcos and on the Texas State University campus. Much of the existing urban fabric was built prior to current stormwater regulations. Erosion and water quality degradation in highly urbanized watersheds are impacting the integrity of downstream water resources and the urban ecology. Recent analysis of local water quality data indicate that periodic and chronic negative impacts to Spring Lake and the upper San Marcos River are increasing.

A Water Quality Protection Plan (WQPP) is being prepared for the City and Texas State University in 2013 that is intended to meet water quality related requirements of the Habitat Conservation Plan (HCP). The HCP was created in collaboration with other stakeholders in the Edwards Aquifer Recovery Implementation Program to ensure that incidental take (as defined by the Endangered Species Act) of threatened or endangered species will be minimized and mitigated. The WQPP seeks to undertake a proactive, integrated planning approach to urban stormwater management. This approach is intended to protect property and aquatic ecosystems while at the same time accommodating land development. The plan will seek to develop and implement plans and policies that reduce, treat, and control stormwater runoff as close to the source as possible.



With "A River Runs Through Us" in the Plan title, citizens have made a commitment to protecting the water quality of the San Marcos River.

WATER QUALITY MODEL

The Meadows Center for Water Quality and the Environment at Texas State University performed water quality modeling of subwatersheds in the area covered by Vision San Marcos: A River Runs Through Us. The modeling was conducted to provide information on the potential effects of increased impervious cover resulting from new development.

Two scenarios were modeled: the trends scenario and preferred scenario. Both the trends and preferred scenarios spatially distribute the additional 33,000 people and one million square feet of retail space projected for San Marcos and its ETJ for 2035. The trend scenario represents a continuation of current development patterns while the preferred scenario is the vision for a development pattern derived from the Design Rodeo. The Meadows Center also modeled existing land use and land cover conditions to establish baseline conditions of existing development.

The modeled trends and preferred scenarios reflect soil and land use conditions and do not reflect any existing or future water quality features, best management practices or low impact development practices. Furthermore, the future scenarios do not reflect the current regulatory requirements for development over the Edwards Aquifer or the San Marcos River Corridor. The water quality analysis is intended to provide results for comparison between scenarios to reflect which areas, or watersheds, are more likely to be impacted as a result of planning and development strategies. Regulatory requirements and best management practices may be added later in order to customize the outcomes of the models.

Presently the San Marcos River exhibits exceptional water quality due to the continuous inflow of spring water from Spring Lake. Intensity zones identified on the preferred scenario are not located over the recharge zone while various areas indicated in the trend scenario were within the Purgatory and Sink Creek watersheds.

Overall the preferred scenario has less of a detrimental impact on water quality than the trend scenario because of less impervious cover and corresponding pollutants. The preferred scenario maintains more undeveloped open land and attempts to accommodate the increased population and commercial development in denser redevelopment areas with existing infrastructure.

Two primary recommendations were presented with respect to offsetting impacts to water quality from urbanization:

- 1) adoption of specific and / or updated water quality regulations in each subwatershed; and
- 2) pursuit of best management practice retrofit opportunities

The water quality model developed through this exercise was intended to provide information on the potential water quality impacts of increased impervious cover resulting from new development. They were also specifically designed to give coverage for the entire planning area so they can be used in additional studies to assess the benefit of regulatory actions and retrofit measures.

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LAND USE

- Existing Conditions
- The Preferred Scenario
- Descriptions of Development Zones
- Land Use Intensity Matrix
- Relationship to City Operations
- Figures Appendix:

Land Use

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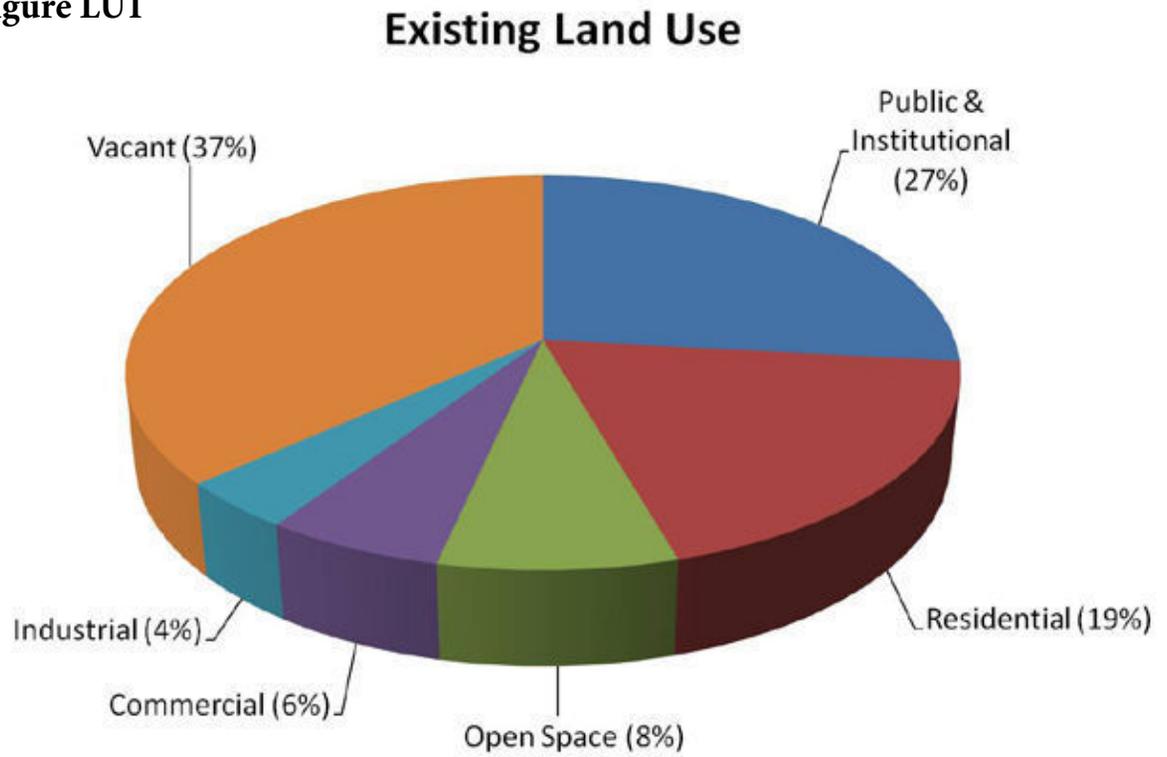
EXISTING CONDITIONS

The city's existing land use represents a mixture of single-family, multi-family, commercial, industrial and institutional uses. Figure LU1 illustrates the existing land uses and is based on the city's Planning and Development Services geographic information systems (GIS) data. Commercial and industrial uses are primarily concentrated along IH 35, the Guadalupe Street and LBJ Drive corridors, as well as extending along State Highways 123 and 80. The Public & Institutional uses include Texas State University along with San Marcos Consolidated Independent School District schools, county offices, churches, and city facilities.

The city's Downtown is one of its greatest assets. The site of many local businesses including professional offices, restaurants, and bars, it is bounded by residential neighborhoods which help to preserve the "small town" feel that many San Marcos citizens hold so dear. Another asset the citizens of San Marcos value is the extensive open space and parkland within the city limits, especially the concentrations found along the San Marcos River. There are approximately 1,700 acres of parkland and open space which provide a variety of opportunities for active and passive recreation within the city.

The city boasts seven locally designated historic districts: Belvin Street, Burluson Street, Downtown, Dunbar, Hopkins Street, Lindsey-Rogers, and San Antonio Street. The Belvin Street Historic District was listed in the National Register of Historic Places in 1983. The Downtown Historic District was also listed in the National Register of Historic Places in 1992, and is anchored by the Hays County Courthouse. The list of nationally registered historic districts could be expanded as many neighborhoods are close to meeting age criteria to be listed, such as the Spring Lake Hills neighborhood.

Figure LU1



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

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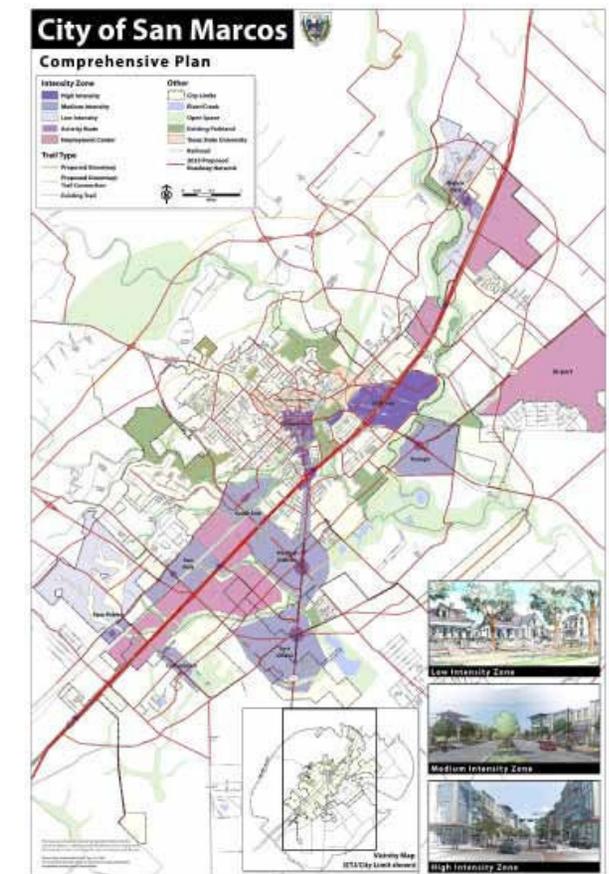
THE PREFERRED SCENARIO

The Preferred Scenario Map is a graphic representation of the compilation of responses received during a series of public workshops, including the design rodeo. The main purpose of the workshops and design rodeo was to spatially distribute the additional 33,000 people and one million square feet of retail space projected by 2035 for San Marcos and its ETJ. A Growth and Preservation Allocation Exercise, also called the “chip exercise”, was conducted and allowed participants to specify growth and preservation areas. The scenarios that came out of this exercise were refined and tested during the design rodeo resulting in the selection of the preferred scenario.

During the design rodeo, a qualitative assessment of the three scenarios measured relative impacts on water quality, transportation and the City’s budget. Following the design rodeo the trends and preferred scenarios were modeled for more accurate results. Overall, the preferred scenario tested and modeled better than the trend scenario. This scenario promotes a somewhat denser community with mixed-use in neighborhoods targeted for redevelopment and new development along with a variety of transportation options.

During the design rodeo, the public indicated a preference for some redevelopment in the urban core and for new development along east side corridors and IH35. The preferred scenario distributes this new population and development in two redevelopment sites, as well as areas predominately along the SH 123, Wonder World Drive and IH-35 corridors. The preferred scenario is an alternative to development in the Edwards Aquifer recharge zone and to low-density sprawl extending outwards from the existing city limits.

The preferred scenario consists of Intensity Zones, Activity Nodes, Employment Centers, new road and trail connections as well as open space. The arterial roadways shown on the preferred scenario represent generalized alignments of the roads that were used to model the scenario. The modeling indicated that these or similar arterials are needed to serve the proposed developments. Actual alignments will follow a lengthy technical analysis and public processes.



Full Sized Map in Figures Appendix

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DESCRIPTION OF DEVELOPMENT ZONES

The Development Zones are areas of change, where the intent is to develop or redevelop. Each zone is designed to have its own distinct character, fostering a sense of community.



Downtown

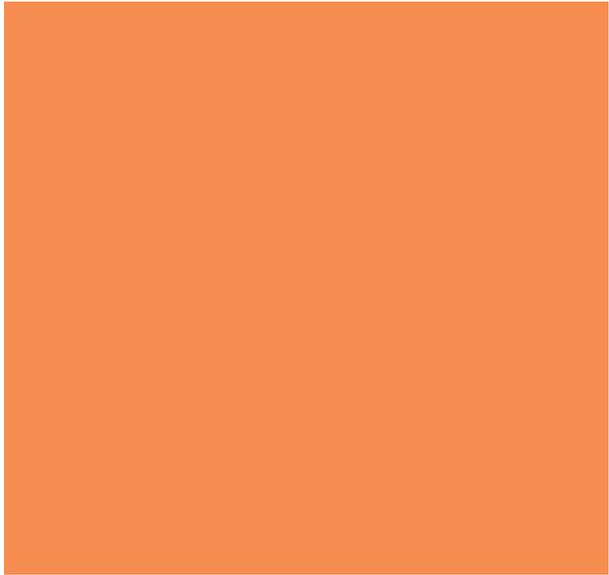
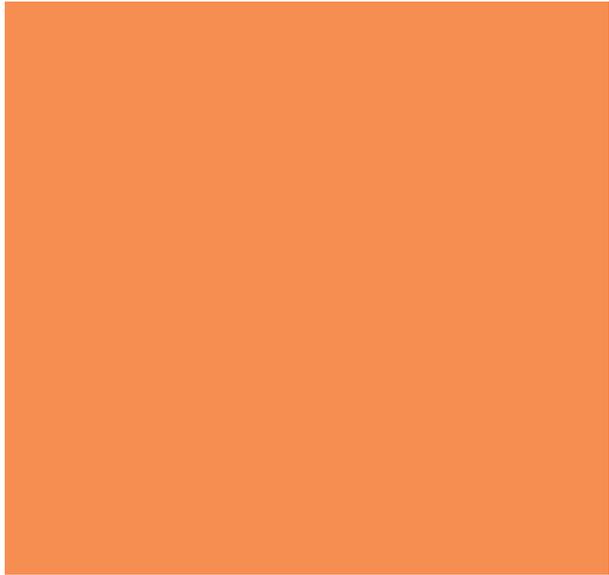
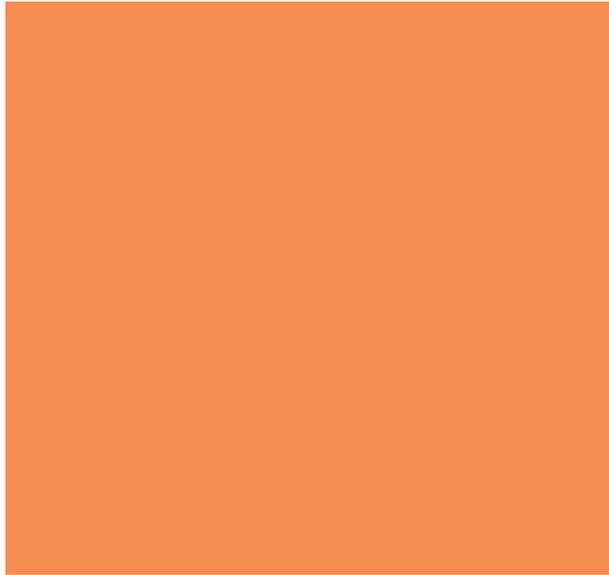
Current – The extent of the Downtown development zone is very similar to the boundaries expressed in the 2008 Downtown Master Plan. It includes the area surrounding the Courthouse Square, extending from the University’s southern boundary to just southeast of IH 35. The southern end closely follows Guadalupe and LBJ, while the northern area extends from North Street to C.M. Allen. As the most historic section of the city, Downtown is almost entirely developed, with the most intense uses as two-story buildings near the Hays County Courthouse. Much of this is vertical mixed use, with small retail, restaurants and bars, office space, and residential sharing the same structures.

Future Vision – The future vision for the Downtown development zone is well articulated in the 2008 Downtown Master Plan. This includes characteristics such as authenticity, compactness, great streets, pedestrian and bike accessibility, and providing public spaces for social interaction. While Vision San Marcos encourages density in this High Intensity zone, it also prioritizes maintaining the unique character of downtown, especially historic structures and local businesses. Buildings around the square and adjacent to historic neighborhoods will maintain their current scale. Another important goal for the downtown is connection and access to the nearby San Marcos River, as well as integration with Texas State University.

Midtown

Current – Midtown is generally bounded by Aquarena Springs Drive, River Road, Hopkins, and the railroad tracks to the west. This area consists of Thorpe Lane and Springtown Mall. Private development includes retail and multi-family residential along Thorpe Lane and several large apartment complexes east of IH-35. Springtown Mall is primarily unoccupied, providing an ideal opportunity for redevelopment.

Future Vision – Because of its central location and accessibility, Midtown will be a high-density mixed use area, possibly the densest area in San Marcos, with housing for many household types. Midtown residents will have easy access to services, city facilities, the university, and the San Marcos River. They will have the most diverse options for transportation, including transit connections to the university and the rest of the city. A variety of services will be within walking distance, along the multiple bicycle routes, and through vehicular access to major roads including IH-35. The area will complement, not compete with, Downtown. Due to the lack of historically significant structures, more contemporary architecture will be appropriate. This architecture will differentiate Midtown from Downtown.



East Village

Current – The East Village is a growth area toward which the City has been progressively expanding in recent years. Its north boundary is defined by the greenspace surrounding Cottonwood Creek, and the southern boundary extends just beyond McCarty Lane and Rattler. Currently, the East Village contains two of San Marcos’s newest public schools, San Marcos High School and James Bowie Elementary. Its primary residential area is the Cottonwood Creek subdivision, which contains single-family housing. East Village also contains areas currently zoned for commercial and industrial uses around the two very promising intersections of Old Bastrop and Hwy 123, as well as Clovis Barker and Hwy 123. Much of the property in the East Village has yet to be included within city limits and is therefore not currently zoned.

Future Vision – As the site of San Marcos’ only high school, as well as an elementary school, this area has a high potential for growth. Designated as a Medium Intensity Zone, with an activity node centered around the intersection of Old Bastrop and Hwy 123, East Village will boast a mix of commercial, retail, and service oriented activity. This area will offer a variety of residential options including single family homes, duplexes, townhomes, and small multifamily projects. Some multifamily projects combined with commercial will result in vertical mixed use in the activity node. Since the area is largely on undeveloped property at the edge of town, it will become a mixed use gateway into the city, which will welcome visitors from Seguin and beyond.





Medical District

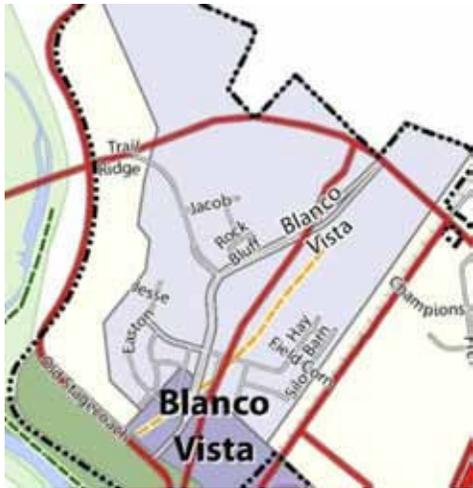
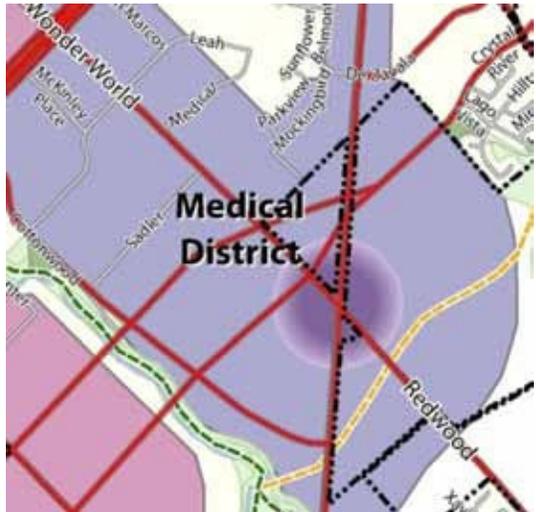
Current – At the heart of the Medical District is the Central Texas Medical Center, surrounded by other medical buildings and clinics. The existing commercial development is focused in and around the Red Oak Shopping Center and includes a number of big-box retail stores and a movie theater. Multifamily is the dominant housing type along Mockingbird Drive and the La Vista retirement community. The Medical District extends east from IH 35 past Hwy 123, north of Cottonwood Creek. A small section follows Hwy 123 north to IH 35.

Future Vision – Central Texas Medical Center has the potential to become an economic hub and bring additional healthcare related employment to San Marcos. Mixed uses will allow residents to live, work, and do many day-to-day tasks within the district. The close proximity of these different uses along with connected sidewalks and bike paths will promote pedestrian activity. The Medical District will be medium intensity, with an activity node at the intersection of Hwy 123 and Wonder World Dr.

Blanco Vista

Current – Blanco Vista is located approximately one-half mile west of IH-35 and is generally bounded by Yarrington Road on the north, Post Road and the Union Pacific Railroad on the east and Old Stagecoach Road on the south and west. Existing land uses include open space and hike and bike trails, a church, a community amenity center, an elementary school and single-family homes.

Future Vision – Blanco Vista is a low intensity Planned Development District (PDD) with a base zoning of Mixed Use, allowing a combination of mixed-density single family homes, garden homes, townhomes, multifamily residential, and neighborhood-oriented commercial. The Blanco Vista low intensity zone also incorporates a section south of this subdivision, along the Blanco River. This waterfront property is envisioned as new retail and entertainment destination for the northern part of the city.



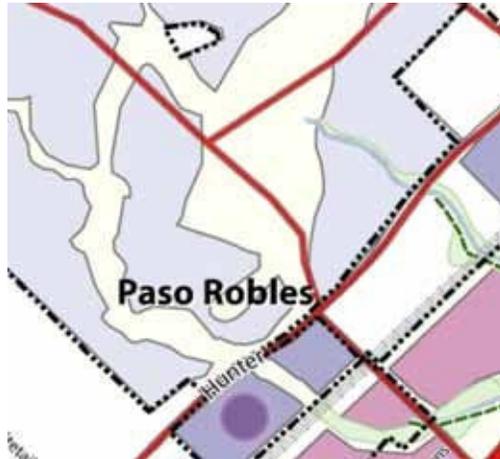
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Paso Robles

Current – Paso Robles is located approximately one-half mile northwest of the IH-35 and Centerpoint Drive interchange. The two parcels that create the overall Paso Robles Planned Development District are separated by Hunter Road. The existing land uses that border the site are primarily residential, some agricultural, some vacant land, as well as commercial uses along Hunter Road. Natural features found on the site include water features (ponds and creeks), limited rock outcroppings, and typical Texas Hill Country topography (limited slopes as steep as 25%).

Future Vision – The Paso Robles Planned Development District (PDD) is anticipated to provide 3,450 dwelling units, as well as an 18-hole golf course. Commercial land is designated between Hunter Road and IH-35. Since the residential area is currently zoned mixed use, a combination of single-family units, townhouses, condominiums, and multifamily units are expected, as well as limited neighborhood commercial in this low intensity development zone.

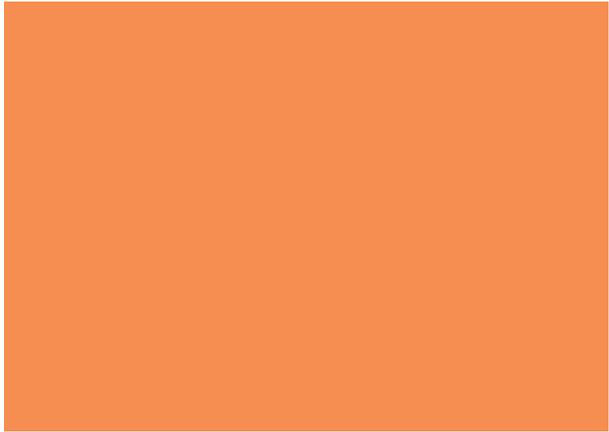


Triangle

Current – The Triangle is centered on the intersection of Hwy 21 and Hwy 80, approximately one mile east of Interstate 35. It is generally bounded by Old Martindale Rd (CO 295), County Line road (CO 101), the railroad tracks, and open space along the San Marcos River. This area is mostly undeveloped, with agricultural uses, a golf course and some single-family housing established in between the Blanco River and Highway 21. Only a small portion of the Triangle is currently within the City Limits

Future Vision – The Triangle is envisioned as an important medium-intensity zone for commercial activity and residential development on the east side of Interstate 35. It is one of the primary routes to the San Marcos Airport and will act as a gateway in the future, providing amenities to serve airport customers and commuters. Gary Job Corps is also located in the vicinity of the Triangle and workforce education opportunities are envisioned with the institution. Land uses in the future will reflect these two important facilities – a mix of office, commercial and light industrial will complement new single family neighborhoods

Item 7 along the scenic Blanco River.



South End

Current – The Hays County Government Center is the civic anchor of the South End. This area also contains the City’s first greenfield SmartCode development, Pioneer Bank, which is currently under construction. Wonder World Drive is a major thoroughfare bordering this development zone on the south. The area, which extends west to Hunter Road and east to the railroad, has seen significant growth recently as more people populate the southern area of town and take advantage of the relatively undeveloped nature of the South End.

Future Vision – The South End is envisioned as a new connection between Downtown and the southern part of the city, reducing some of the traffic along Hopkins Street and Hunter Road. The area is anticipated to build out with a medium-intensity mix of commercial and residential of different densities, with the Hays County Government Center drawing strong economic growth.

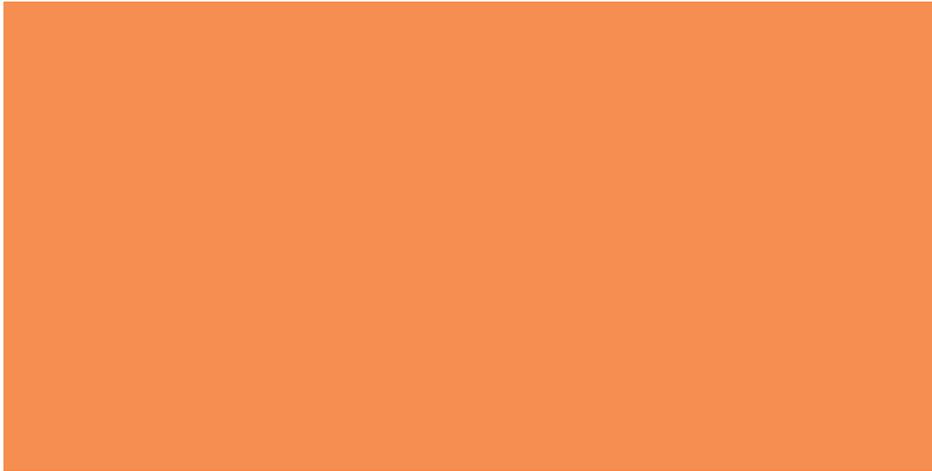
Star Park

Current – Star Park is located between Interstate 35 and Hunter Road, generally extending north and south from McCarty Lane. Existing land uses along IH 35 are primarily large retail, while along Hunter there are a few single-family homes and much undeveloped land. This development zone draws its name from Texas State University’s Science, Technology, and Advanced Research (STAR) Park, which is located off Hunter Rd north of McCarty Lane. www.txstate.edu/starpark

Future Vision – Texas State’s STAR Park is a business incubator and collaboration space designed to foster commercialization and entrepreneurship, especially in the field of material science. It will be an economic engine, providing higher skill job opportunities and helping to retain Texas State graduates. In addition to the IH 35 corridor, an activity node on McCarty Lane will be a focus of commercial development in this medium-intensity zone.

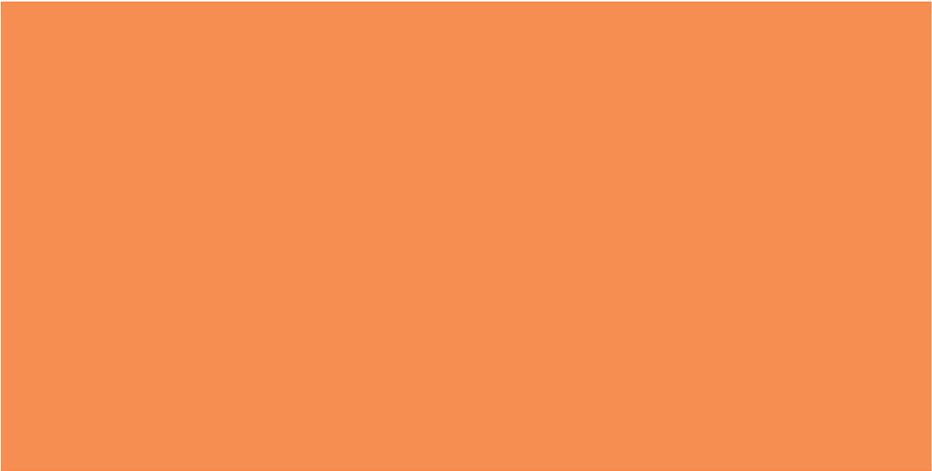


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Employment Centers

The preferred scenario shows the locations of potential employment centers which are appropriate for industrial, large office park and intensive commercial uses. Typically, these uses are located on large sites with excellent road and rail access and access to water and sewer infrastructure.



Areas of Stability

The areas of stability are indicated on the preferred scenario map as “yellow areas” inside the city limits which are not included in an intensity zone and “white areas” in the ETJ that are also not included in an intensity zone. The preferred scenario anticipates that these areas will generally maintain their existing character. The areas of stability include established neighborhoods, undeveloped or agricultural land, and the majority of the City’s ETJ. Being located in an area of stability does not mean that these areas should not or will not change. It means that any changes, whether new developments, zoning requests, or public improvements, should be carefully planned and implemented so that the character of the area remains.

As a next step, Neighborhood Character Studies will be conducted to determine the types of projects that would be supported within the areas of stability. These studies will include considerable public input and involvement.

LAND USE INTENSITY MATRIX

The intensity matrix is the table which provides details for the preferred scenario map. The matrix combines the intensity zones from the preferred scenario with different development types. This provides guidance for planning and development decisions including zoning and capital improvements.

Three development types are shown along the top of the table in columns 2, 3 & 4. They are:

- Neighborhood & Area Protection / Conservation
- Redevelopment / Infill
- New Development

Development intensity zones shown in column 1, down the side, of the table are:

- Low & Areas of Stability
- Medium
- High

Development type / intensity pairs seen throughout the matrix include:

- Low & Areas of Stability / Neighborhood & Area Protection/Conservation
- Low & Areas of Stability / Redevelopment/Infill
- Low & Areas of Stability / New Development
- Medium / Neighborhood & Area Protection/Conservation
- Medium / Redevelopment/Infill
- Medium / New Development
- High / Neighborhood & Area Protection/Conservation
- High / Redevelopment/Infill
- High / New Development

In the matrix, general land use categories, building types, and street types are recommended for each of the nine development type / intensity pairs listed above. Proposed intensity zones from the preferred scenario are listed in the matrix, for the pairs, where applicable. Additional areas or neighborhoods may be added, where appropriate, as neighborhood character studies are completed and the plan is amended.

The matrix indicates new multi-family and commercial development may occur along corridors and nodes (corridor intersections). The density or intensity of these uses would decrease as distance from the nodes and corridors increases. Proposed corridors are listed in the matrix where applicable. Additional corridors may be added as the plan is amended.

The matrix provides examples of types of uses that could be permitted in each development type/intensity zone pair. Actual permitted and prohibited uses will be specified during the revision of the City's Land Development Code (LDC). The matrix is meant as a guide to LDC revisions.

The matrix notes that higher intensity uses in neighborhood protection areas must meet very specific criteria for their location and operation. Specialized uses such industry, large office parks, retail malls and commercial recreation will be recommended for the potential employment centers in the preferred scenario. These uses will require special development standards to address any issues raised by the intensity of the uses.

Open space / Agricultural is provided its own category in the matrix. The types of open space areas are broken into three subsets named preserve, active recreation and agricultural/ranching. Uses in this category are classified based on the subsets.

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THE RELATIONSHIP OF THE PREFERRED SCENARIO TO CITY OPERATIONS

The preferred scenario is intended to be a guide for planning and development through the intensity matrix and updates to the City's Land Development Code. It is important to note that it is inevitable that development will occur outside the preferred scenario intensity zones and not all the development proposed for the zones will actually occur. The preferred scenario will also not impact existing entitlements and any zoning based on the preferred scenario will follow standard procedures for public hearing and comment.

Capital Improvement Plan: This Plan and the preferred scenario will be used to incorporate and score capital improvements projects and other public planning and development decisions. The Capital Improvements Plan (CIP) is a multi-year schedule for the construction or substantial renovation of public facilities such as libraries, recreation centers, utility expansion and roads. It is a link between the annual budget and the comprehensive plan. Aligning the CIP with the preferred scenario is essential to the successful implementation of the comprehensive plan.

Zoning: The preferred scenario map and the land use intensity matrix do not explicitly address zoning. Land in the preferred scenario is divided into two broad categories. The first category includes intensity zones where change in use is anticipated by the plan. The second category includes areas of relative stability where changes in use are not recommended by the plan. The map locates low, medium and high intensity zones and the matrix describes the zones by development type: new development, redevelopment/infill, and neighborhood and area protection/conservation. The matrix lists recommended uses and building types for each intensity zone/development type pair. High and Medium Intensity/New Development and Redevelopment pairs are areas where change is anticipated. Low Intensity and all of the neighborhood protection/conservation areas provide more stability.

Both the map and the matrix are generalized tools used to guide development and amendments to the City's Land Development Code. The preferred scenario is not a zoning map. This fact is emphasized in Section 213.005 of the Texas Local Government Code:

A map of a comprehensive plan shall contain the following clearly visible statement: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries"

Zoning is conservative in nature and has a bias towards maintaining the status quo. Growing cities, though, are not static; new residents move in, new businesses are established and new technologies change the way people live. These factors create pressures that change the way land is used. The purpose of planning is to anticipate and shape this change in a way that provides opportunities for new development and redevelopment while preserving the community's cultural and environmental heritage. A comprehensive plan articulates the community's vision for the future; zoning and other regulatory and budget tools implement that community vision. It follows, therefore that the first question in any zoning case should be, "Does this request comply with the comprehensive plan?" The plan's goals, the preferred scenario map and the matrix provide that first level of guidance.

Along with the intensity matrix and an updated Land Development Code, the preferred scenario will be utilized to guide day to day decisions of the City Departments. The preferred scenario is a recommendation from the public, adopted by City Council which supports development in the intensity zones and guides future economic development decisions supporting industrial, office park and commercial uses in the employment centers.

Some tools have also been developed as part of the comprehensive planning process to help answer the question of compliance. They include the preferred scenario map, the land use intensity matrix, the land use suitability map, the travel demand model and the water quality model. It is important to note that these tools become less effective guides as sites become smaller and especially in transitional areas. An understanding of the relationship between the preferred scenario and zoning is essential for these situations.

The land use intensity matrix includes detailed recommended land uses and building types for each development zone/development type pair. A proposed rezoning that is in conformance with the preferred scenario map and the intensity matrix would be in conformance with the plan.

In many cases, the plan, as presented, will be sufficient to guide zoning. The hard work of zoning and rezoning land for sites that are in transition areas between intensity zones will often require tools that are more precise than the general guidance provided by the comprehensive plan tools. In transitional areas at the edges of neighborhoods, another level of analysis will be required. It is recommended that finely grained neighborhood character studies drawn at a scale not possible in this comprehensive planning process be conducted. The neighborhood character studies can also be used to identify those areas that will require specialized site development standards. There will also be situations in which intensity, instead of specific use, will be the issue. These situations will call for the objective analysis of impacts. Impact analyses can be used as the basis for the zoning decision and for zoning conditions.

Traffic impacts can be estimated through traffic impact analyses and the impacts of larger projects can be estimated with the travel demand model. Environmental suitability can be determined through the land use suitability map prepared as part of the comprehensive planning process. Water quality-related environmental impacts can be estimated with the water quality model. While some projects may require submission of an environmental impact analysis.

Drainage, water and wastewater availability impacts also need to be addressed. Some projects may require service extension requests or upgrades to facilities. Engineering is typically deferred to the subdivision or site plan stage.

Zoning is a discretionary act on the part of the City Council. That discretion is limited, however, by requirements that it not be arbitrary, that it not grant special privileges and that it be done in the open process set out in state law and the city charter. Making zoning decisions based on the comprehensive plan and the use of objective analyses is essential.

NEIGHBORHOODS AND HOUSING

- Existing Conditions
- Neighborhood Character Studies
- Figures Appendix:

CONA Neighborhoods

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EXISTING CONDITIONS

The following is a summary of the Community Profile prepared as part of the City's 2013 Analysis of Impediments to Fair Housing Choice – a required document for all entities receiving federal Community Development Block Grant (CDBG) funds. The focus of the analysis is to alleviate housing discrimination and to ensure that all citizens have equal access to housing without regard to their race, color, religion, sex, disability, familial status, or national origin.

The profile includes an examination of demographics, income, employment, public transportation, and housing and concentrates on the three major ethnic groups in San Marcos – White, Hispanic, and African-American. Although other races and ethnicities reside in the city, their numbers are statistically very low and are not included in the demographic data of this report.

Highlights of the report include a comparison of the 2000 and 2010 Census data showing that the city's overall population increased by 29.3%.

Data from the 2006-2010 American Community Survey (5-year average) for the three predominate ethnicities shows:

- Out of a total of 15,467 households in the City:
 - o 62% are non-family households
 - o 23% are married-couple families (with and without children)
 - o 10% are one-parent households with children
- Large percentages of the San Marcos population (regardless of ethnicity) have very low incomes:
 - o the median household income is estimated at \$26,734 for the overall city, with 20% of all households having an income of less than \$10,000 per year
 - o the poverty rate for the city is 36.9%
 - o the percentage of the population with less than a high school education was 16.7%
- The total number of housing units in the City was 17,304, with 8.3% vacant:
 - o Of the total units, 25.1% were owner occupied and 66.6% were renter-occupied
 - o A breakdown of the type of housing units within the city shows:
 - * 31.1% single-family detached and 1.8% single-family, attached
 - * 15.8% of the housing units have two to four units;
 - * 46.1% are multi-family (5 or more units)
 - * 5.2% are mobile home or other
 - o Over 13% of housing units are more than 50 years old, built before 1960; 59.4% were built between 1960 and 1999; and 27.5% were built between 2000 and 2010
 - o The median housing value in the City was \$121,700
 - o The median contract rent per housing unit was \$644

NEIGHBORHOOD CHARACTER STUDIES

Neighborhood character studies will be conducted to ensure that each neighborhood maintains its existing character, and follows development and redevelopment patterns desired by the residents and property owners. These studies will result in specific guidelines for each neighborhood, which are created by the public with technical and professional input from city staff. The DNA of the neighborhoods will be analyzed and recoded back into the regulations for each neighborhood.

A standard methodology will be utilized within each neighborhood and all results will be community driven. City staff will first reach out to residents and property owners within predefined neighborhood boundaries. Discussions will begin with verifying or reestablishing those boundaries to suit conditions as they currently exist. The participants will then be involved in a “walk through” of their neighborhood followed by a caucus to discuss how Vision San Marcos: A River Runs Through Us will be applied. The caucus will address various applicable objectives from the plan as well as how the preferred scenario and intensity matrix will guide the future of the area.

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PARKS, PUBLIC SPACES AND FACILITIES

- Existing Conditions
- Parks, Recreation & Open Space
Master Plan Summary
- Projections
- Figures Appendix:

Parks and Greenspaces
Wastewater CCN Boundaries
Water CCN Boundaries
Wastewater Maintenance
Hotspots
Water Maintenance
Hotspots

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EXISTING CONDITIONS

Parks and Recreation Facilities

There are approximately 1,700 acres of parkland and open space in San Marcos including 48 parks. Existing parkland provides a variety of opportunities for passive and active recreation with intensive recreational use along the San Marcos River. San Marcos also provides special use facilities for recreational purposes such as the Activity Center and the Recreation Center, boasting public baseball and soccer fields, swimming facilities and newly constructed tennis courts.

Wastewater

In September, 2005, City Council entered a ten-year contract with CH2M Hill to operate and maintain the City's Wastewater Treatment Plant. The Wastewater Treatment Plant is permitted to treat an average daily flow of 9 million gallons per day (MGD) and two-hour peak wet weather flow of 31 MGD. Plant capacity utilization is at about 55% of the permitted amount. The wastewater system has 40 lift stations currently on-line many with remote monitoring and control capability and generator back up.

Water Supply

The City obtains untreated surface water from the Guadalupe River through a pipeline operated by the Guadalupe-Blanco River Authority (GBRA). The original source of the surface water for this river is Canyon Lake. Owned by the City of San Marcos, the Surface Water Treatment Plant is operated under contract by GBRA and produces approximately 87% of the water used by the City's customers. The plant has 21 million gallons per day (MGD) treatment capacity, 9 million gallons per day of which are for The City of San Marcos. The City currently produces an average of 7.6 million gallons per day of treated water. The remaining 13% of the City's water usage is supplied by eight city-owned wells drawing water from the Edwards Aquifer.

Other Facilities

The City operates five fire stations and a central police station. There is a city hall complex with four buildings located on East Hopkins Street with additional administrative buildings scattered around the city. Across Hopkins Street from the City Hall complex, the city operates a public library. The San Marcos Electric Utility is housed at a complex on Hwy. 123 which includes administration, warehouse, billing and open storage areas. The City also owns a general aviation airport; San Marcos Municipal Airport managed by Texas Aviation Partners.

PARKS, RECREATION & OPEN SPACE MASTER PLAN SUMMARY

The following is a summary of the existing Parks, Recreation & Open Space Master Plan. The priorities from this summary are not intended to be assumed as priorities of Vision San Marcos: A River Runs Through Us. As the objectives from Vision San Marcos are implemented the Parks Master Plan will need to be updated to align with these objectives.

The Vision of the Parks, Recreation & Open Space Master Plan (the Parks Master Plan) is to “Create a unified parks and recreation system that serves the entire San Marcos community, supports tourism efforts and remains a good steward to the River and surrounding environment.” The goal topics of the plan include funding, maintenance, safety, programming, sustainability, environmental, tourism, connectivity, parkland dedication and university.

The City of San Marcos is home to almost 50,000 residents and strives to be a destination for tourism. The Parks and Recreation Department created this plan to establish a framework for a long-term, successful park system. The preparation of this plan following Texas Parks and Wildlife Department guidelines makes the City of San Marcos eligible for grant funding.

In developing this plan, the Parks and Recreation Department utilized an outside consultant. Stakeholder interviews were held, questionnaires, park user intercept surveys were conducted and informal community meetings were scheduled to gain input from the community.

Community priorities:

1. Providing more trails and natural areas
2. Providing more park amenities like restrooms and water fountains
3. Providing more recreational amenities such as swimming pools
4. Improving and maintaining the existing park facilities

Park experts and city staff priorities:

1. Expanding the existing park system
2. Revise / update the Parkland Dedication Ordinance
3. Develop newly acquired parkland
4. Provide more efficient maintenance and security
5. Develop a comprehensive recreational and cultural arts activity program



The final prioritization of needs for this plan are:

1. Trails (connections to existing trails and rivers / creeks)
2. Acquisition of parkland and development of facilities in the southwest quadrant of the ETJ
3. Acquisition of parkland and development of facilities east of I-35
4. Athletic fields west of I-35
5. Community park development west of I-35 and near downtown
6. Passive park development along San Marcos River and Blanco River
7. Increased staffing and budget for facilities
8. Development of recreational / activity centers (small) and cultural arts center

The parks and open space system consists of parks, natural areas and linear greenways utilized for passive and active recreation as well as recreational and cultural programs. There are approximately 1,700 acres of parkland in San Marcos representing 48 parks, special use facilities and greenspace. While greenspace makes up the majority of this total 1,436 acres, it is important to note that some of this area is undeveloped and generally fenced off from public use. The Parks Master Plan includes an inventory which fully describes each park and facility and includes a quality assessment with photographs.

Based on national for level of service standards, San Marcos is lacking in 2 of 3 categories. Where 5 acres per 1,000 people is recommended for large regional parks, San Marcos provides approximately 3.3 acres. The recommendation for neighborhood parks is 3 acres per 1,000 people and San Marcos provides 1.8 acres. The national recommendation for greenspace is 5 acres per 1,000 people and San Marcos provides approximately 26 acres, though it is important to note that some of this greenspace is fenced off from public use.

In addition to the prioritization of needs for improvements to the parks system, the Parks Master Plan provides recommendations for how to make these improvements. Land should be acquired through purchase, dedication or donation during early stages of development to ensure the best access and visibility to users. Park development must be completed after land is acquired. A comprehensive trail network should be established to form connections to park facilities. The City should continue to increase the frequency and availability of programs and activities, especially for cultural programming, outdoor recreation and the activity center. There is strong support for these initiatives.

PROJECTIONS

Parks and Recreation Facilities

As mentioned in the summary of the Parks, Recreation & Open Space Master Plan, the City of San Marcos is operating below the national recommended levels of service for parkland. The demand for parkland will continue to increase as the population of the city increases. While most of the core of the city is adequately serviced by parkland, the areas near the city limits and in the ETJ display noticeable deficits.

The need for additional community centers and active recreational areas is evident based on national standards. San Marcos is providing one half or less of the recommended facilities for community centers, baseball fields and tennis courts and has only reached 5 miles of the 10 mile goal for trails.

Many recommendations to improve and address these shortfalls are outlined in the Parks, Recreation & Open Space Master Plan. Vision San Marcos: A River Runs Through Us supports these recommendations and encourages the Parks and Recreation Department to follow through with reviewing and updating this plan at five year intervals to ensure the public desire as well as need is met.

Wastewater

The City of San Marcos tracks the maintenance completed on wastewater facilities. This allows the city to determine where infrastructure may be failing and in need of replacement as well as the costs associated with the repairs. Based on data from 2005-2011, there are four “hot spots” where the majority of wastewater maintenance has taken place. These areas, along with the costs and labor hours associated with each, are indicated on the Wastewater Collection Map.

Other Facilities

In June of 2008 a study was conducted to determine the facility and site needs for the Water / Wastewater Utilities, Public Works and Electric Departments in San Marcos. One recommendation was that the similar functions performed by these departments could efficiently coexist in one facility. This facility would require approximately 15-17 acres of land and have multiple buildings totaling over 50,000 square feet.

Water Supply

The City of San Marcos’ current water supply is anticipated to be adequate through the 2024-2031 timeframe depending on consumption and drought conditions. Basic water supply issues include the lack of water to serve future populations, competition for resources, and cost. The costs of purchasing future water supplies today are borne by existing, not future customers. Two options for obtaining water for future residents are already in the current Water Master Plan. These are water conservation and working with the Hays Caldwell Public Utility Agency for groundwater from the Carrizo-Wilcox Aquifer. Other suggestions include the Guadalupe-Blanco River Authority Mid-Basin Project and / or not acquiring future water at this time.

As with wastewater, the City of San Marcos tracks the maintenance completed on its water facilities. The Water Maintenance Work Orders Map indicates that there were many “hot spots” for water facility maintenance from 2005-2011.

San Marcos will be updating its water (and wastewater) planning documents, which should be carefully prepared to determine the most efficient and environmentally sensitive ways to address infrastructure issues. These plans will provide key implementation tools for Vision

Item 7 San Marcos: A River Runs Through Us.

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TRANSPORTATION

- Existing Conditions
- Travel Demand Model
- Projections
- Figures Appendix:
 - Thoroughfare Assembly
 - Bridges
 - Traffic Signals
 - Public Transportation
 - Bicycle Infrastructure
 - Sidewalk Inventory

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EXISTING CONDITIONS

Roadways

The current roadway network contains approximately 463 centerline miles of roads. This value accounts for both city, county and state maintained roadways. The Texas Department of Transportation (TxDOT) oversees the maintenance and operations of roads designated as interstates and state highways. The remaining roadway network is the responsibility of Hays County in the ETJ and the City of San Marcos within city limits. Depending on the type of roadway, the number of lanes range from 2-lane minor streets to the 6-lane interstate highway.

Thoroughfare Assembly is a way to categorize roads based on the surrounding land uses, the type of access they provide to properties and the types of vehicles that are meant to travel there. The thoroughfare assembly serves as a tool to guide the land development process and ensure that any new roadway construction is consistent with other transportation facilities and the surrounding land uses, whether existing or proposed.

Traffic Signals

There are currently 51 traffic signals in operation throughout the city. Nearly one-quarter (25 percent) of these traffic signals are located within the downtown area and are synchronized

Bridges

Given the environmental and topographical nature of San Marcos, the necessity for bridges is vast. The responsibility of maintaining bridges is similar to that of roadway maintenance, with TxDOT maintaining interstate and highways and the City and County maintaining local streets. According to the most recent Geographic Information System (GIS) data available from the Capital Area Metropolitan Planning Organization (CAMPO), there are 12 bridges classified as either structurally deficient or functionally obsolete.

Public Transportation Services

In 2012, the City of San Marcos was defined as an urbanized area by the US Census. The Urbanized Area includes portions of the city limits of San Marcos and Martindale as well as areas in Caldwell and Guadalupe Counties. Under this urbanized area designation, federal and state public transportation funding moves from the rural category to small urban and an Urban Transit District must be created. A Public Transportation Conference was conducted by representatives of the governing bodies within the urbanized area to solicit public comment. Based upon the outcome of the conference, Capital Area Rural Transportation System (CARTS) agreed to create an Urban / Rural Transit District and provide transit service to

the urbanized area for a minimum of three years. CARTS in conjunction with the City of San Marcos and the urbanized area will develop a comprehensive public transportation plan to address future public transportation issues.

Texas State University provides public transportation opportunities to its students, faculty and visitors which is funded solely through student fees. San Marcos may chose to partner with the University to create a seamless and comprehensive public transportation system for the City.

Lone Star Rail District was created in 2003 to evaluate and operate a commuter rail service to connect several communities, from San Antonio to Georgetown, along the ever growing I-35 corridor. The planned passenger rail service (LSTAR) will be designed to be time-competitive and cost-competitive with automobile travel, while offering a higher on time performance and reliability.

Individual benefit from LSTAR will come in the form of a congestion-proof alternative to driving on the region's congested roadways. In year 2035, benefits of the passenger rail include:

- » 726,000-1,288,000 annual passenger hours saved
- » \$719 million in estimated fuel savings annually
- » 3.2 to 5.8 million annual boardings



Bicycle and Pedestrian Facilities

Bicycle and pedestrian facilities are significant mechanisms in building a sustainable transportation system. From 2008 to 2010, 5.3 percent of San Marcos’ workforce either walked or used a bicycle as means to travel to work or school.

The 2012 San Marcos Bicycle Map illustrates the City’s existing and proposed non-motorized transportation facilities. The bicycle routes depicted are the result of a suitability assessment based on the following five factors: (1) traffic density; (2) on-road bicycle facilities; (3) change in elevation; (4) road conditions; and, (5) citizen feedback. Each bicycle facility presented was rated on these factors and assigned an accessibility rating of easy, medium, or difficult.

Sidewalks are an essential piece to the transportation puzzle as they accommodate and encourage pedestrian mobility. Sidewalks are equally as important to the transportation system as roadways and are complementary to public transit.

The city’s existing sidewalk inventory is shown on the Bike/Ped map by condition (good, fair, poor). The current sidewalk network has missing links in critical areas of the city as well as poorly maintained sections. Development Services Department staff is developing criteria to guide future sidewalk projects in essential locations to improve pedestrian mobility around the city.



TRAVEL DEMAND MODEL

The City of San Marcos utilized the services of a consultant to create a Travel Demand Model for roadways in the city and its ETJ. The travel demand model uses estimated household and employment data to test the ability of the roadway network to handle existing and future population and employment increases. The model from the Capital Area Metropolitan Planning Organization (CAMPO) was used as the basis for the city model with modifications specific to San Marcos. Utilizing the CAMPO model ensures that data from CAMPO and San Marcos is compatible and can be shared in the future.

The travel demand model indicated that approximately 30% of roadways in San Marcos experience high levels of congestion during the morning peak hours. These roads include RR 12, Hopkins Street, Highway 123, portions of Interstate 35, and to a lesser degree – Highway 21. The accompanying report recommends targeting these roadways for improvements to ensure that drivers are not subject to additional delays as additional development occurs.

The travel demand model was used to demonstrate the impacts of development on the roadway network for both the trend scenario and the preferred scenario. Population and employment figures were modeled for intensity zones and activity nodes but not employment centers. Both the vehicle miles traveled and the vehicle hours traveled were lower for the preferred scenario. Coupled with targeted roadway improvements, the City of San Marcos will be able to alleviate some of the burden drivers experience due to delays.

PROJECTIONS

The 2035 Proposed Roadway Network shown on the preferred scenario represents generalized alignments of roads that were used in the Travel Demand Model. The model indicates that this or a similar network of major roads will be necessary to serve the developments in the preferred scenario.

While the roadways may be necessary, their alignments, at this point are very generalized. Actual alignments of roadways for travel demand modeling does not need to be as precise as the type of roadway and the number of lanes proposed. The roadway network on the preferred scenario should be considered as a conceptual tool that will guide the development of the City's updated Thoroughfare Plan. Roadway alignment will follow the standard, and often lengthy, technical analysis and public process at a time when the City, County or TxDOT determines a project is ready for development.

Following adoption of Vision San Marcos: A River Runs Through Us and all of the tools, including the preferred scenario, the City will initiate an update to its transportation plan. That plan will further define the future roadway network with reference to this comprehensive plan.

Vision San Marcos: A River Runs Through Us supports all modes of transportation in San Marcos and promotes the development of an Urbanized Transit System to better connect the city to the region.



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PROCESS FOR UPDATING THE PLAN

EXISTING REGULATIONS

The City Charter in summary states the plan must be adopted by ordinance and used as a guide for growth and development as well as preservation and open space. City ordinances should be consistent with the plan. Review of the plan must be ongoing and any changes must go through the public hearing process.

Section 7.03 of the City Charter addresses “The master plan” with the following:

“(a) The master plan for the City of San Marcos shall be used to guide the growth and development of the city. The master plan shall be adopted by ordinance. The city council will endeavor to ensure that city ordinances governing growth and development are consistent with the goals and policies contained in the master plan; however, land use maps and descriptions contained in the master plan do not constitute zoning, and do not entitle any property owner to any change in zoning.

(b) The commission shall conduct an ongoing review of the plan in accordance with Section 7.02. The commission may recommend amendments to the master plan after at least one public hearing on the proposed action. The council may amend the master plan after at least one public hearing on the proposed action. The council shall not act on any amendment affecting the master plan unless and until a recommendation on the amendment is received from the commission.”

The City’s Code of Ordinances also addresses updating the plan. Map and plan amendments are permitted in the code following the process of public hearing, currently called Land Use Amendments. There is an additional provision in the Code regarding the Planning and Zoning Commissions review of the plan:

“Section 1.4.1.5 Planning and Zoning Commission’s Role in Reviewing the Master Plan

It is the responsibility of the Planning and Zoning Commission to perform ongoing review of the City’s Master Plan, including:

- (a) Holding an annual public hearing on the plan and recommend any necessary or desirable changes to the Council;
- (b) Holding public hearings and making recommendations to the Council regarding updates to the land use and transportation elements of the plan at least once every three years; and
- (c) Holding public hearings and making recommendations to the Council regarding the update of the entire Master Plan document at least once every ten years.”

LAND USE AMENDMENTS AND CITY REGULATIONS

Amendments – In order to ensure the intent of this plan and the community driven preferred scenario are upheld, it is recommended that amendments to this plan be limited. Plan amendments, called Land Use Amendments, should follow a schedule independent of general requests. Amendments should be permitted, at a maximum, twice a year at a time determined by city staff. This schedule should be set and maintained from year to year in order to provide applicants with consistency.

The review time for applications for amendments should be sufficient to allow staff time to study the requests for trends and utilize appropriate models and tools offered with this plan. If locations for amendments are scattered in nature, support should not be given to the requests. If there is a pattern or trend, staff should consider the intent of this plan and determine if an amendment is appropriate.

Regulations for public hearing will still apply to amendments to this plan and neighboring property owners will be notified of proposed amendments. In addition, it is recommended that notice be sent to the neighborhood representative(s) from the Council of Neighborhoods Associations (CONA) who are on record with the City.

Annual Review – The plan should adhere to current codes regarding the annual review of the plan. It is recommended that two plan elements are reviewed annually in rotation so that every three years the plan is fully updated. The Five Year Action Items should be updated annually. A sample schedule of the first four years of review is indicated below.

Year 1 – review Economic Development and Environment and Resource Protection
update Five-Year Action Items

Year 2 – review Neighborhoods and Housing and Parks, Public Spaces and Facilities
update Five-Year Action Items

Year 3 – review Land Use and Transportation (adheres to Section 1.4.1.5(b) of the Code)
update Five-Year Action Items

Year 4 – review Economic Development and Environment and Resource Protection
update Five-Year Action Items

Charter – The City of San Marcos Charter Section 7.03 includes all of the regulatory language that is recommended for adoption, implementation and amending the plan. The only change recommended for the City Charter is to update the term “master plan” to “comprehensive plan” to align with current terminology and State Codes

City Code - The City’s Code of Ordinances will need to, at a minimum, be updated to change the language “Horizon Plan” to “Vision San Marcos”. This will provide regulatory powers to this document and the tools contained herein.

In order to parallel Vision San Marcos: A River Runs Through Us, the City’s Code of Ordinances will require a full update.

FIVE YEAR ACTION ITEMS

The City of San Marcos will begin assessing the objectives of this plan for implementation immediately following adoption by City Council. All of the objectives developed by the Citizens Advisory and Steering Committees are considered achievable and will be pursued. Some of the objectives were specifically mentioned to begin in 2013 such as updating the Land Development Code, Neighborhood Character Studies, incorporating the plan in the Capital Improvement Plan project selection and the Transportation Plan update. Partnerships and collaborations should also begin in 2013. Other planning efforts and implementation of policies should begin within the first five years of plan adoption.

While assessing the objectives of this plan, it will be imperative to consider how they align with City Council's established goals. Objectives that address one or more of these goals should be given priority. The established City Council Goals are: Sound Finances; Big Picture Infrastructure; San Marcos River, Natural Environment and Community Wellness; and Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce.

Following assessment of the objectives, tasks will be assigned to appropriate departments with an established schedule for completion. Any objectives requiring financing should be forwarded to the appropriate department for consideration in their annual budget or be included in the Capital Improvements Projects process for consideration.

The City Staff and the Planning and Zoning Commission will recommend objectives as action items and budgetary needs, per year, to the City Council for final direction to City Departments.

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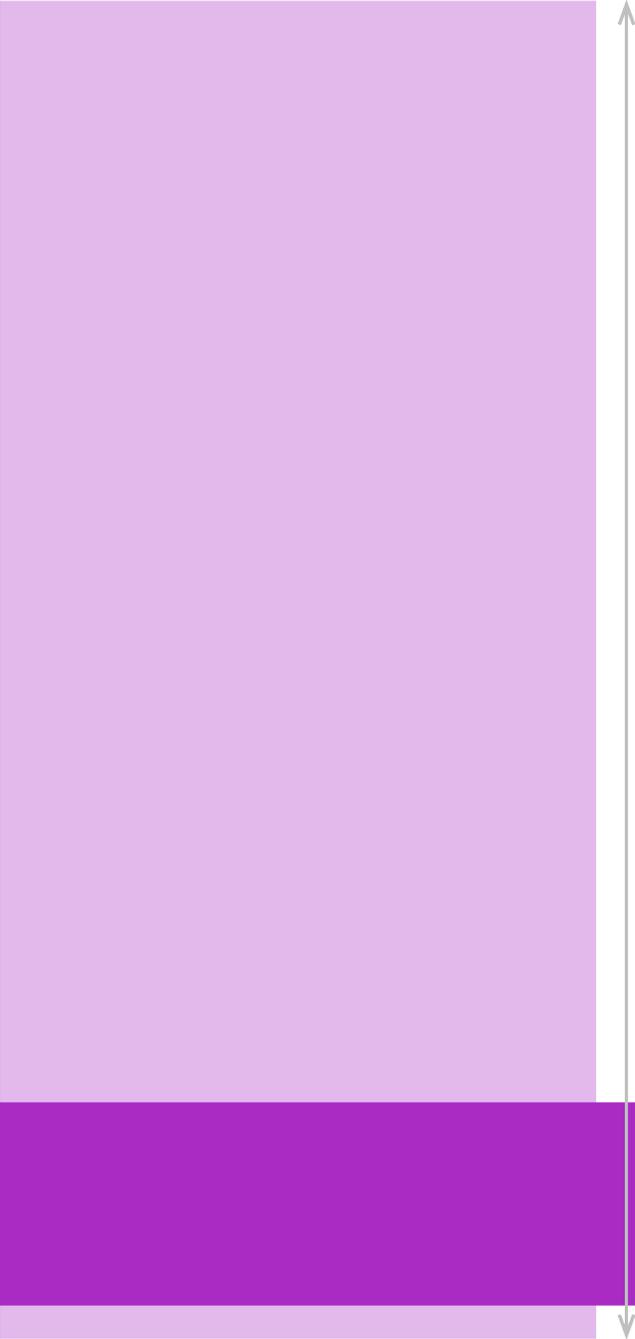
Addendum Table of Contents

- Committee Meeting Calendar
- Community Profile – Texas Fair Housing Impediment Analysis
- CONA Neighborhood Plan
- Core 4 Collaboration Report
- Demographic Profile: Data
- Design Rodeo – Narrative, Scenarios, Photos
- Growth and Preservation Allocation Exercise – Narrative, Results, Photos
- Land Use Suitability Mapping
- Previous San Marcos Master Plan Summaries
- Transportation Existing Conditions
- Travel Demand Model Report
- Vision, Goals & Objectives Matrix
- Visioning Documentation – Meeting Notes, Dream San Marcos Data
- Water Quality Modeling Report
- Youth Master Plan



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FIGURES APPENDIX



- Preferred Scenario
- Land Use Intensity Matrix
- Regional Map
- Environmental Features
- Employment Density
- Land Use Suitability
- Land Use
- CONA Neighborhoods
- Parks and Greenspaces
- Wastewater CCN Boundaries
- Water CCN Boundaries
- Wastewater Maintenance Hotspots
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Agenda Information

AGENDA CAPTION:

CUP-12-04 (Freebird's World Burrito) Hold a public hearing and consider a request by Freebird's World Burrito for renewal of a Conditional Use Permit to allow the sale of beer and wine for on-premise consumption at 909 State Highway 80, Suite C.

Meeting date: February 26, 2013

Department:

Funds Required:

Account Number:

Funds Available:

Account Name:

CITY COUNCIL GOAL:

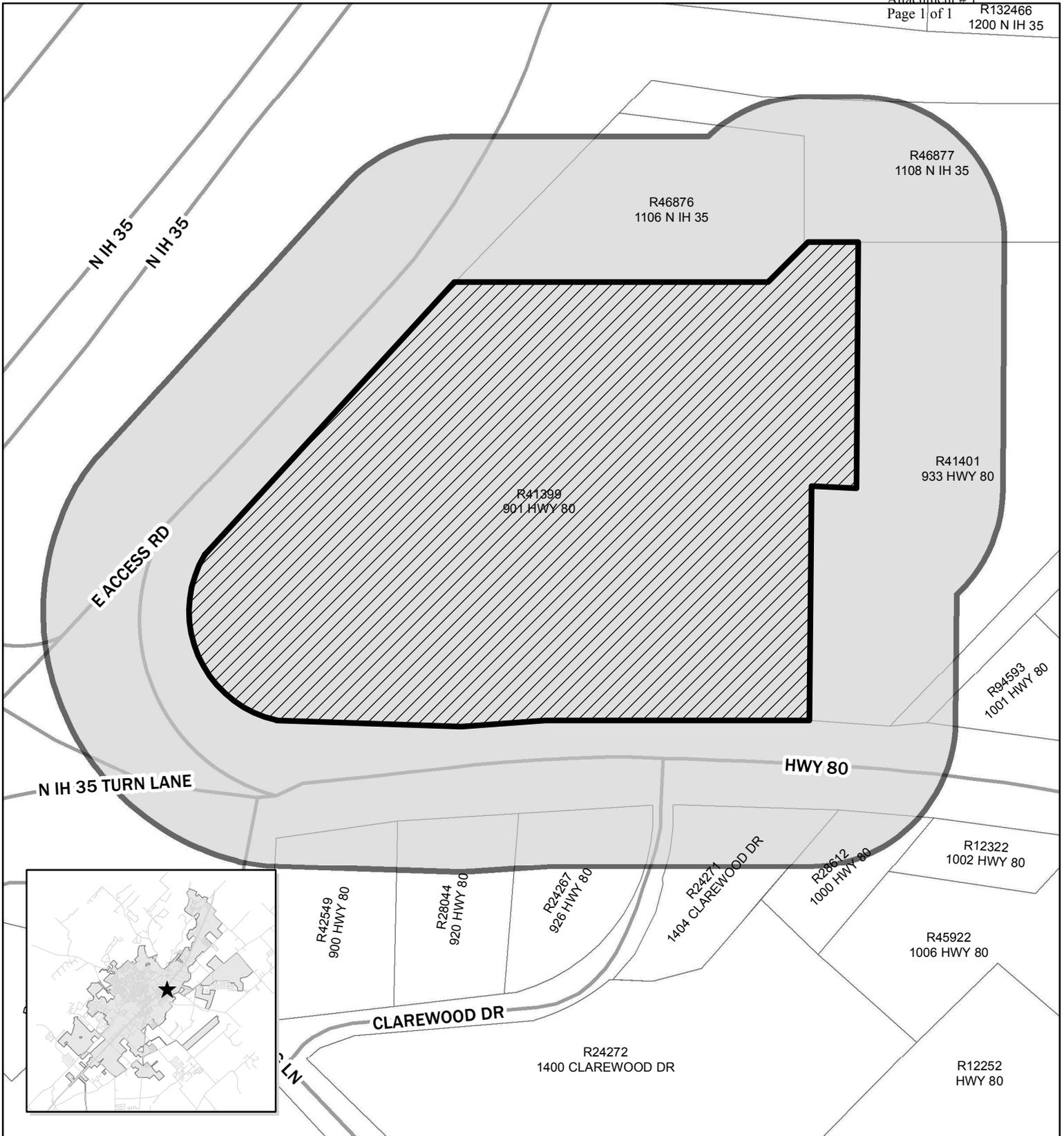
BACKGROUND:

The applicant is requesting the renewal of the Conditional Use Permit to continue to sell beer and wine for on-premise consumption for Freebird's World Burrito. The property is located in the SanMar Plaza shopping center and zoned GC - General Commercial. The applicant had come before the Commission last year after the CUP had expired. The Commission recommended renewal for a year due to the lapse. The current CUP will expire on February 28, 2013. Staff has reviewed the request with the LDC and the request is consistent with the policies and general intent of the zoning district. Staff recommends approval of the renewal with the following condition:

1. The permit shall be valid for three (3) years, provided standards are met, subject to the point system.

ATTACHMENTS:

Notification Map
Staff Report
Application
Authorization Letter



CUP-13-04
Freebirds
909 HWY 80
Map Date: 2/12/2013



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

CUP-13-04 Conditional Use Permit Freebird's 909 State Highway 80, Ste C



Applicant Information:

Applicant: Freebird's Beverage, LLC
Mailing Address: 6475 Christie Ave., Suite 300
Emeryville, CA 94608

Property Owner: San Mar Dunhill Ratel, LLC
Attn: Micah Ashford
3100 Monticello, Suite 300
Dallas, TX 75205

Applicant Request: Renewal of a Conditional Use Permit (CUP) to allow the on-premise consumption of beer and wine.

Public Hearing Notice: Public hearing notification was mailed on February 15, 2013.

Response: None as of February 21, 2013

Subject Property:

Expiration Date: February 28, 2013

Location: 909 State Hwy 80, Ste C

Legal Description: San Mar Plaza Mall Reserve A- 10.344 Acres Reserve C

Frontage On: Highway 80 and IH 35

Neighborhood: None

Existing Zoning: "GC" – General Commercial

Sector: Sector 6

Utilities: Sufficient

Existing Use of Property: Restaurant

Zoning and Land Use Pattern:

	Current Zoning	Existing Land Use
N of property	HC	Commercial
S of property	GC	Commercial
E of property	GC	Commercial
W of property	-	IH 35

Code Requirements:

A Conditional Use Permit (CUP) allows the establishment of uses which may be suitable only in certain locations or only when subject to standards and conditions that assure compatibility with adjoining uses. Conditional uses are generally compatible with permitted uses, but require individual review and imposition of conditions in order to ensure the appropriateness of the use at a particular location.

A business applying for on-premise consumption of alcohol must not be within 300 feet of a church, school, hospital, or a residence located in a low density residential zoning district. This location **does** meet the distance requirements. CUPs issued for on-premise consumption of alcohol make the business subject to the code standards and the penalty point system for violations (Section 4.3.4.2).

Case Summary

Freebird's World Burrito is located in the SanMar Plaza shopping center. The applicant came before the Commission last February to renew their CUP after it had lapsed. Staff had recommended the renewal for three years but, due to the lapse, the Commission renewed the CUP for a period of one year. Staff sent a renewal notice to the applicant in December 2012 and they subsequently submitted their renewal application in early January 2013.

The gross floor area is 2,100 square feet and parking is located in a shared lot. The application indicates that the restaurant has an indoor seating capacity of 52 and an outdoor seating capacity of 12. The hours of operation listed on their application are Sunday, 11:00 a.m. – 9:30 p.m., Monday through Thursday 10:30 a.m. – 9:30 p.m. and Friday through Saturday, 10:30 a.m. – 10:30 p.m. No amplified music is proposed and no other additions to the structure have been proposed.

Comments from Other Departments:

Health, Building, Engineering, Police, and Code Enforcement have not reported major concerns regarding the subject property.

Planning Department Analysis:

Staff has reviewed the request for compliance with the Land Development Code and it appears that the request is consistent with the policies and the general intent of the zoning district, is compatible with the character and integrity of adjacent developments, and does not generate pedestrian or vehicular traffic which is hazardous or conflicts with existing traffic. The applicant also submitted their renewal application in a timely manner.

In order to monitor new permits for on-premise consumption of alcohol, the Planning Department's standard recommendation is that they be approved initially for a limited time period. Other new conditional use permits have been approved as follows:

- Initial approval for 1 year;
- Renewal for 3 years;
- Final approval for the life of the State TABC license, provided standards are met.

Staff provides this request to the Commission for your consideration and recommends approval of the Conditional Use Permit with the following condition:

- 1. The permit shall be valid for three (3) years, provided standards are met, subject to the point system.**

Planning Department Recommendation:	
	Approve as submitted
X	Approve with conditions or revisions as noted
	Alternative
	Denial

Commission's Responsibility:

The Commission is required to hold a public hearing and receive comments regarding the proposed Conditional Use Permit. After considering public input, the Commission is charged with making a decision on the Permit. Commission approval is discretionary. The applicant, or any other aggrieved person, may submit a written appeal of the decision to the Planning Department within 10 working days of notification of the Commission's action, and the appeal shall be heard by the City Council.

The Commission's decision is discretionary. In evaluating the impact of the proposed conditional use on surrounding properties, the Commission should consider the extent to which the use:

- is consistent with the policies of the Master Plan and the general intent of the zoning district;
- is compatible with the character and integrity of adjacent developments and neighborhoods;
- includes improvements to mitigate development-related adverse impacts; and
- does not generate pedestrian or vehicular traffic which is hazardous or conflicts with existing traffic in the neighborhood.

Conditions may be attached to the CUP that the Commission deems necessary to mitigate adverse effects of the proposed use and to carry out the intent of the Code.

Prepared by:

Alison Brake	Planner	2/13/2013
Name	Title	Date

09/12

CUP-____-_____

City of San Marcos
CONDITIONAL USE PERMIT APPLICATION
To Allow On-Premise Consumption of Alcoholic Beverages
Outside the Central Business Area

LICENSE INFORMATION
Trade Name of Business: Freebirds World Burrito
Application is filed by:
 Individual Partnership Corporation Other: LLC
Name of Individual or Entity: Tavistock Freebirds LLC Phone Number: 510.594.4276
Mailing Address: 6475 Christie Avenue, Ste 300, Emeryville, CA 94608
Email Address: licensing@freebirds.com
Type of Permit Requested: Mixed Beverage Beer & Wine Other: _____

PROPERTY
Street Address: 909 State Hwy 80, Ste C Current Zoning: _____
Legal Description: Lot _____ Block _____ Subdivision San Mar Plaza Mall Reserve
Tax ID Number: R 12 602 625282 A-10.344 AC
Property Owner's Name: San Mar Dunhill Phone Number: 214.261.9589
Address: 3100 Monticello, Ste 300, Dallas, TX 75205

BUSINESS DETAILS
Primary Business Use: Restaurant Bar Other: _____
Hours of Operation: Sun 11am-9:30pm, M-Th 10:30am-9:30pm, Fr-Sat 10:30am-10:30pm
Type of Entertainment Facilities: none
Indoor Fixed Seats Capacity: 52 Outdoor Fixed Seats: 12
Gross Floor Area Including Outdoor Above-ground Decks: 2,100 Square Feet
Number of Off-Street Parking Spaces Provided: N/A
Located more than 300 feet from church, public school, hospital, low density residential? Y N

APPLICATION FOR CITY OF SAN MARCOS CONDITIONAL USE PERMIT-TABC

09/12

CUP PERMIT HISTORY *Check all that apply*

- New request, no existing TABC CUP Permit at this location
- Change to existing TABC Permit. Nature of Change: _____
- Renewal
- Change in name of license holder of existing business at same location
- Change in name of existing business at this location

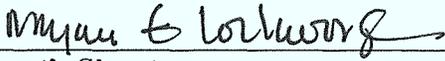
SUBMITTAL REQUIREMENTS

- Beer and Wine Permit: \$600 Application fee (non-refundable)
- Mixed Beverage Permit: \$600 Application fee (non-refundable)
- Change to Existing Permit/Renewal: \$300.00 fee (non-refundable)
- Site Plan drawn to scale, preferably on paper no larger than 11" x 17", showing dimensions of property, locations and square footage of building(s), interior layout showing dimensions of tables, bar area, etc., number of off-street paved parking spaces, and fences buffering residential uses.
- **Copy of State TABC License Application**

I certify that this information is complete and accurate. I understand that I or a representative should be present at all meetings regarding this application.

I am the property owner of record; or

I have attached authorization to represent the owner, organization, or business in this application.



Applicant's Signature

Printed Name: Bryan G Lockwood

Date: 11/9/13

To be completed by Staff:

Meeting Date: _____

Application Deadline: _____

Accepted By: _____

Date: _____

09/12



Conditional Use Permit Application Checklist To Allow On-Premise Consumption of Alcoholic Beverages Outside the Central Business Area

NOT received per 11/2/13 conversation
 withdrawal Blake - no major changes

Provided by applicant as of date of submittal		By staff as of date of completeness review	
Completed	Required Item	Staff Verification	Staff Comments
<input type="checkbox"/>	A pre-application conference with staff is recommended	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	A completed application for Conditional Use Permit and required fees. * (see note below)	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	A site plan <i>drawn to scale</i> showing dimensions of property, locations and square footage of building(s), number of off-street paved parking spaces, and fences buffering residential uses. * (see note below)	<input type="checkbox"/>	
<input type="checkbox"/>	Interior layout showing all proposed seating; kitchen and bar areas; and restroom facilities	<input type="checkbox"/>	
<input type="checkbox"/>	All information and illustrations necessary to show the nature of the proposed use and its effect on surrounding properties	<input type="checkbox"/>	
<input type="checkbox"/>	Authorization to represent the property owner, if applicant is not the owner	<input type="checkbox"/>	
Any of the following pieces of information as requested by the Director of Development Services : *(see note below)			
<input type="checkbox"/>	Landscaping and/or fencing of yards and setback areas and proposed changes	<input type="checkbox"/>	
<input type="checkbox"/>	Design of ingress and egress	<input type="checkbox"/>	
<input type="checkbox"/>	Off-street loading facilities	<input type="checkbox"/>	
<input type="checkbox"/>	Height of all structures	<input type="checkbox"/>	
<input type="checkbox"/>	Proposed uses	<input type="checkbox"/>	
<input type="checkbox"/>	The location and types of all signs	<input type="checkbox"/>	
<input type="checkbox"/>	Copy of State TABC License application	<input type="checkbox"/>	
<input type="checkbox"/>	Impervious cover or drainage issues or impacts	<input type="checkbox"/>	
<input type="checkbox"/>	Menu	<input type="checkbox"/>	

* For renewals, staff may accept a written statement that no changes have been made to these items if copies are available on file.

I hereby certify and attest that the application is complete and all information above is complete and hereby submitted for review.

Signed: Lynne Torgersen Date: 1/2/13
 Print Name: Lynne Torgersen, Licensing Administrator
 Engineer Surveyor Architect/Planner Owner Agent: _____

**ACTION BY WRITTEN CONSENT OF
A MAJORITY IN INTEREST
OF
TAVISTOCK FREEBIRDS, LLC**

The undersigned, being a member of Tavistock Freebirds, LLC, a limited liability company organized under the laws of the State of Delaware (the "Company"), owning more than fifty percent (50%) of the outstanding membership interests of the Company, acting in lieu of a meeting, hereby adopts the following resolutions in accordance with that certain Limited Liability Company Operating Agreement adopted on July 2, 2007 (the "Operating Agreement"; capitalized terms not defined herein have the meaning ascribed to them in the Operating Agreement) effective the 15th day of December, 2011:

WHEREAS, Tavistock Freebirds Holdings, LLC ("TFH"), a limited liability company organized and existing under the law of the State of Florida, owns 87.05% of the Company;

WHEREAS, pursuant to Section 3.1.2 of the Operating Agreement, the Members owning more than 50% of the membership interests (a "Majority in Interest") are authorized to elect, remove, and increase or decrease the number of Managers; and

WHEREAS, TFH as the owner of a Majority in Interest has determined that it is in the best interest of the Company to appoint Bryan Lockwood, Jefferson R. Voss, and Thomas Youth to be the Managers of the Company.

NOW, THEREFORE, BE IT RESOLVED that in accordance with Section 3.1.2 of the Operating Agreement, a Majority in Interest hereby appoints each of the following persons to serve as a Manager of the Company until his or her respective resignation, death, disability or removal, which constitute all of the Managers of the Company:

Bryan Lockwood

Jefferson R. Voss

Thomas Youth

BE IT FURTHER RESOLVED that neither a Majority in Interest nor the Company shall be required to take any further actions to effect such appointment other than actions related to internal recordkeeping;

BE IT FURTHER RESOLVED that any and all actions heretofore taken on behalf of the Company by, or at the direction of, the Managers are hereby confirmed, ratified and approved as the acts and deeds of the Company in all respects regardless of whether such action occurred prior to these resolutions;

BE IT FURTHER RESOLVED that any Manager is hereby authorized to certify and deliver, to any person to whom such certification and delivery may be deemed necessary or desirable at the opinion of the Manager a true copy of the foregoing resolutions; and

BE IT FURTHER RESOLVED that the Managers are each hereby authorized, empowered, and directed to take, or cause to be taken, such actions as may be appropriate to accomplish the purpose and intent of the foregoing resolutions.

[Signature appear on the following page]

IN WITNESS WHEREOF, the Majority in Interest has signed this Written Consent to be effective as of the date first written above.

By: Tavistock Freebirds Holdings, LLC
Title: Member

By: 
Name: Jefferson R. Voss
Title: Manager

Agenda Information

AGENDA CAPTION:

CUP-13-05 (The Rooftop on the Square) Hold a public hearing and consider a request by Brandon Cash, on behalf of The Rooftop on the Square, for renewal of an existing Restricted Conditional Use Permit to allow the continued sale of mixed beverages for on-premise consumption at 126 South Guadalupe.

Meeting date: February 26, 2013

Department: Development Services

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

CITY COUNCIL GOAL:

BACKGROUND:

The Rooftop on the Square is an adaptive reuse of an abandoned car detail facility which opened in May 2012. The applicant wishes to renew the existing restricted conditional use permit for this business to continue to serve mixed beverages for on premise consumption. The establishment contains 48 indoor and 80 outdoor fixed seats and the gross floor area is approximately 5,000 square feet. The hours of operation are 11 am – 2 am. No off-street parking is required due to the location within the CBA.

While there were various violations to the conditions of the CUP and other City Codes, there was only one violation to the requirements that result in the issuance of points. A letter was sent to the applicant explaining the issuance of points and the areas of noncompliance with the Code. Two points have been issued to this establishment.

Due to the continued violations of City Codes and CUP Conditions, staff recommends a short-term (6 month) approval to continue monitoring the establishment.

ATTACHMENTS:

Map
Staff Report
Points Letter
Floor Plans
Menu
Photo Posted Hours

CUP-13-05

Conditional Use Permit Amendment

The Rooftop on the Square

126 S. Guadalupe



Applicant Information:

Applicant: Brandon Cash

Mailing Address: 126 S. Guadalupe
San Marcos, TX 78666

Property Owner: Same

Applicant Request: Renewal of an existing Restricted Conditional Use Permit allowing mixed-beverages at 126 S. Guadalupe.

Public Hearing Notice: Public hearing notification was mailed on February 15, 2013.

Response: Staff received one phone call of a neighboring business owner who would be in agreement with a short term approval to ensure all Codes and Conditions are met.

Subject Property:

Location: 126 S. Guadalupe

Legal Description: Original Town of San Marcos, Block 12, Lot 4A, 0.166 acres.

Frontage On: S. Guadalupe

Neighborhood: Downtown

Existing Zoning: "T-5" – Urban Center

Sector: Sector 8

Utilities: Sufficient

Existing Use of Property: Restaurant

Zoning and Land Use Pattern:

	Current Zoning	Existing Land Use
N of property	T-5	Commercial
S of property	T-5	Commercial
E of property	T-5	Commercial
W of property	T-5	Commercial

Code Requirements:

A Conditional Use Permit (CUP) allows the establishment of uses which may be suitable only in certain locations or only when subject to standards and conditions that assure compatibility with adjoining uses. Conditional uses are generally compatible with permitted uses, but require individual review and imposition of conditions in order to ensure the appropriateness of the use at a particular location.

A business applying for on-premise consumption of alcohol must not be within 300 feet of a church, school, hospital, or a residence located in a low density residential zoning district. This location **does** meet the distance requirements.

CUPs issued for on-premise consumption of alcohol make the business subject to the code standards and the penalty point system for violations (Section 4.3.4.2). Mr. Cash has requested a Restricted Conditional Use Permit, to be known as a Restaurant Permit, which requires that the business must comply with the following standards at all times. (Section 4.3.4.2):

- a) Restaurant permits are valid for three years from the date of issuance. Each business holding a restaurant permit must apply for an obtain a renewal permit every three years.
- b) A business holding a restaurant permit must become operational and open to the public within one year of issuance or the permit shall expire.
- c) The business must have a kitchen and food storage facilities of sufficient size to enable food preparation. The kitchen must be equipped with, and must utilize, a commercial grill, griddle, fryer, oven, or similar heavy food preparation equipment.
- d) The business must apply for, obtain and maintain a food establishment permit in accordance with chapter 18 of the City Code.
- e) The business must serve meals to customers during at least two meal periods each day the business is open. A meal must consist of at least one entree, such as a meat serving, a pasta dish, pizza, a sandwich or similar food in a serving that serves as a main course for a meal. At least three entrees must be available during each meal period. A meal period means a period of at least four hours.
- f) The business must be used, maintained, advertised and held out to the public as a place where meals are prepared and served.

Planning Department Analysis:

The Rooftop on the Square is an adaptive reuse of an abandoned car detail facility which opened in May 2012. The applicant wishes to renew the existing restricted conditional use permit for this business to continue to serve mixed beverages for on premise consumption. The establishment contains 48 indoor and 80 outdoor fixed seats and the gross floor area is approximately 5,000 square feet. The hours of operation are 11 am – 2 am. No off-street parking is required due to the location within the CBA.

The following is a history of events surrounding this establishment:

February 28, 2012: Restricted Conditional Use Permit approved for 1 year with conditions
1) Subject to points system; 2) no live music; 3) no outside loud speakers

May 15, 2012: Application for amendment to the CUP was received – to allow outdoor speakers

- Postponed by applicant – never presented to P&Z

June 1, 2012: City site visit conducted

- Business was closed during lunch and no food was being served during dinner

June 5, 2012: City site visit conducted

- Business was closed at 12:00 noon and 2:30 pm

June 15, 2012: Enforcement letter delivered – not in compliance with restaurant requirements of CUP

- Certificate of Occupancy Revoked in the afternoon

June 15, 2012: Fire Department citation for operating without a Certificate of Occupancy in the evening

June 19, 2012: Establishment showed proof of meeting restaurant requirements

- Certificate of Occupancy reinstated and establishment was allowed to reopen

July 6, 2012: City staff secret shopper confirmed food was being served at the establishment

July 12, 2012: City staff secret shopper confirmed food was being served at the establishment

January 10, 2013: Violation of condition “no outside loud speakers”

- Establishment has been in violation since May of 2012

January 12, 2013: Violation of Sec.4.3.4.2(b)3.k. Knowingly serving alcoholic beverages to clients who are intoxicated (2 points)

January 18, 2012: Application for renewal of the Restricted Conditional Use Permit

- Received four days after the application deadline provided in their renewal notice letter

February 14, 2013: Staff verified Hours of Operation posted on front door and determined noncompliance with the requirement to serve food for two four hour periods each day

February 15, 2013: Certified letter sent to applicant regarding failed compliance with various City Codes and CUP conditions

While there were various violations to the conditions of the CUP and other City Codes, there was only one violation to the requirements that result in the issuance of points. A letter was sent to the applicant explaining the issuance of points and the areas of noncompliance with the Code. Two points have been issued to this establishment

Due to the continued violations of City Codes and CUP Conditions, staff recommends a short-term (6 month) approval to continue monitoring the establishment.

Staff recommendation: approval of the Restricted Conditional Use Permit for 6 months subject to the point system, all requirements of Section 4.3.4.2.

Planning Department Recommendation:	
	Approve as submitted
X	Approve with conditions or revisions as noted
	Alternative
	Denial
	Postpone

Prepared by:
Amanda Hernandez, AICP Senior Planner 2/20/2013

Name	Title	Date
-------------	--------------	-------------

Commission's Responsibility:

The Commission is required to hold a public hearing and receive comments regarding the proposed Conditional Use Permit. After considering public input, the Commission is charged with making a decision on the Permit. Commission approval is discretionary. The applicant, or any other aggrieved person, may submit a written appeal of the decision to the Planning Department within 10 working days of notification of the Commission's action, and the appeal shall be heard by the City Council.

The Commission's decision is discretionary. In evaluating the impact of the proposed conditional use on surrounding properties, the Commission should consider the extent to which the use:

- is consistent with the policies of the Master Plan and the general intent of the zoning district;
- is compatible with the character and integrity of adjacent developments and neighborhoods;
- includes improvements to mitigate development-related adverse impacts; and
- does not generate pedestrian or vehicular traffic which is hazardous or conflicts with existing traffic in the neighborhood.

Conditions may be attached to the CUP that the Commission deems necessary to mitigate adverse effects of the proposed use and to carry out the intent of the Code.



DEVELOPMENT SERVICES-PLANNING

2/14/2013

Mr. Brandon Cash
126 South Guadalupe
San Marcos, TX 78666

Re: Violations for CUP-13-05 (Rooftop on the Square)

Dear Mr. Cash:

Your establishment Rooftop on the Square has been found to be in violation of various City Codes and Restricted Conditional Use Permit Conditions since the permit was issued on February 28, 2012. I am writing to inform you that due to these violations, outlined below, staff may recommend *denial* of your request to renew this permit at the Planning and Zoning Commission Public Hearing on February 26, 2013.

Violations at 126 South Guadalupe:

Hours of Operation / Food Service Requirements: According to information provided at the February 28, 2012 P&Z Meeting this establishment's proposed hours of operation are from 11am until 2am with food service from 3pm until 11pm.

On June 15, 2012 the Certificate of Occupancy for this establishment was revoked due to lack of compliance with the food service requirements. Later, that same day, a citation was issued for operating without this Certificate – a direct violation of the building code.

Based on the Hours of Operation posted on the front door of the establishment as of February 14, 2013, there is a direct violation of Section 4.3.4.2 of the Land Development Code which states that two four hour meal periods (8 hours total) must be provided each day the business is open. The maximum number of hours food service could be provided on Monday – Wednesday is six and on Thursday – Saturday is seven.

CUP Requirement for no outside loud speakers: On January 10, 2013, the establishment was found to be in violation of the Conditional Use Permit requirement that no outside loud speakers would be permitted at anytime.

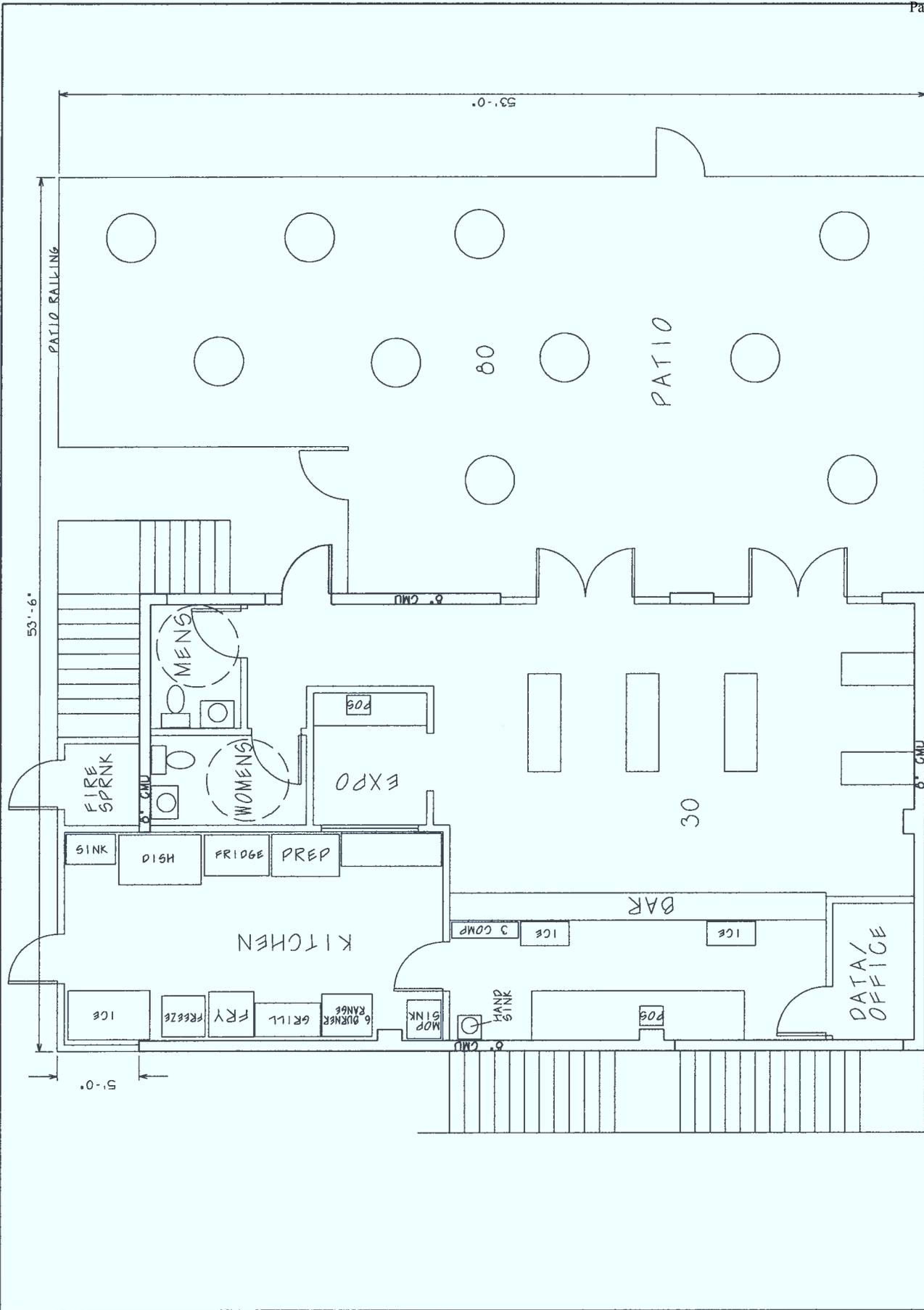
Code Violation regarding serving to an intoxicated client: On January 12, 2013, the San Marcos Police Department found this establishment to be in direct violation of Section 4.3.4.2(b)3.k. stating that "establishments are prohibited from knowingly serving alcoholic beverages to clients who are intoxicated". Violation of this section of the City's Code of Ordinances results in the issuance of 2 points on the establishment. Please be advised that an accrual of 6 points during an 18 month consecutive period could result in a revocation hearing for the Restricted Conditional Use Permit.

Failure to provide proper documentation with the application: Section 4.3.4.2 states that a menu indicating all food and drink items to be served at the business must accompany the application for a restaurant permit. Only a partial menu was provided and on February 4, 2013, you were contacted to provide a full menu. To date there has been no response to this request.

If you have any questions, you may contact me directly at (512) 393-8248.

Sincerely,

Amanda Hernandez, AICP
Senior Planner. Development Services

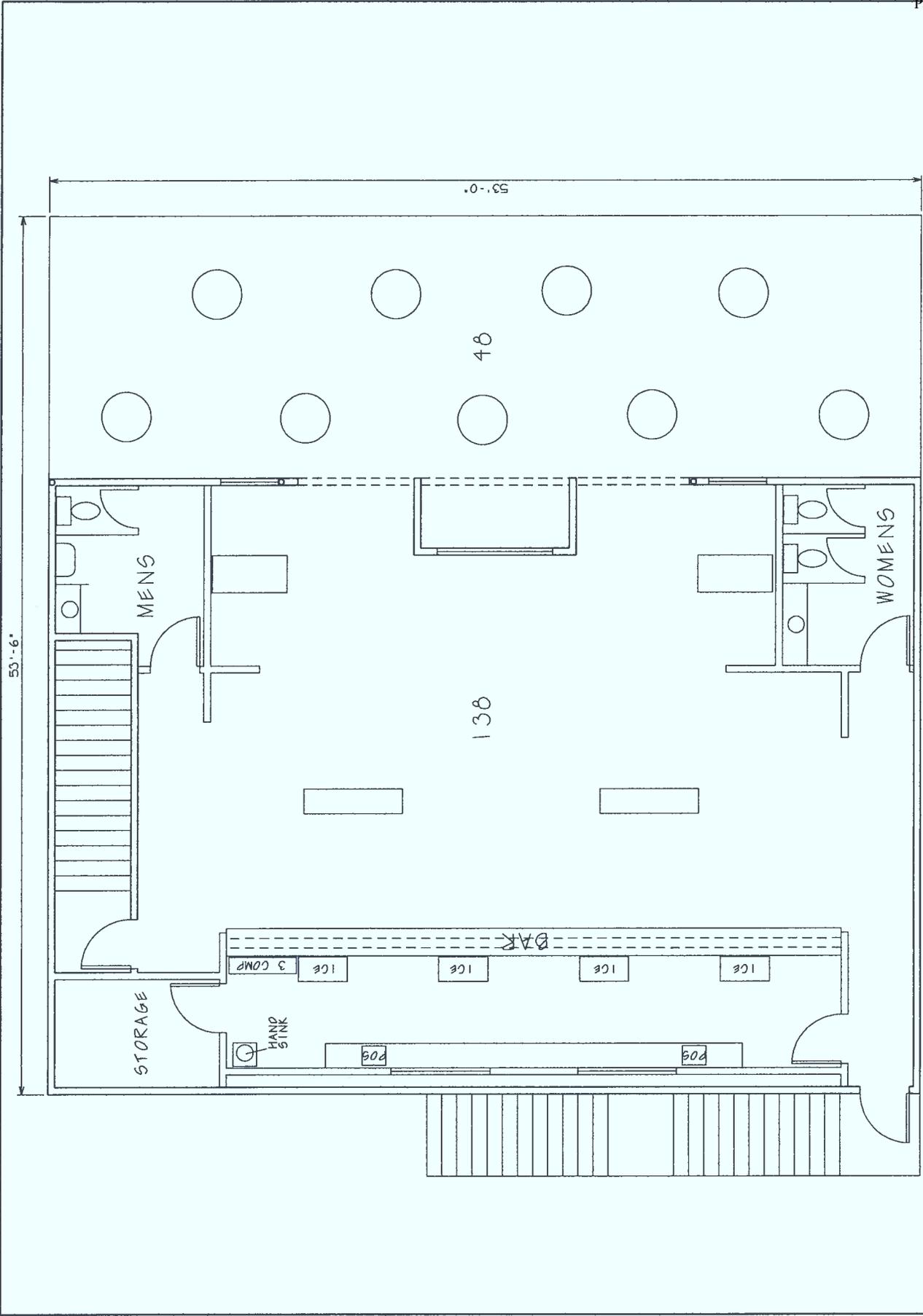


PROJECT: THE ROOFTOP ON THE SQUARE
 SCALE: 1/8" = 1'-0"
 DRAWING: FIRST FLOORPLAN
 SHEET: A-103

ADDRESS: 126 S. GUADALUPE
 SAN MARCOS, TX 78666

CONTRACTOR:
 OWNERS:

NOTES:



NOTES:

ADDRESS: 126 S. GUADALUPE
 SAN MARCOS, TX 78666
 CONTRACTOR:
 OWNERS:

PROJECT: THE ROOFTOP ON THE SQUARE

SCALE: 1/8" = 1'-0"

DRAWING: SECOND FLOORPLAN

SHEET: A-104

The ROOFTOP

starters

chips & salsa HOMEMADE TORTILLA CHIPS + HANDMADE SALSA

kaboom queso SECRET SPIN ON A FAMILIAR ITEM

+ BORING QUESO...

+ ADD SIDE OF GUAC...

crab cake bites MINI CAKES WITH REMOULADE SAUCE

fried pickles THICK PICKLE CHIPS BREADED AND FRIED + JALAPENO RANCH

sandwiches & tacos

Choose to add on any of our sides for only...

burger // FRESH ANGUS PATTY, OPEN FACED WITH LETTUCE,
TOMATO, RED ONION, AND PICKLE

+ CHEDDAR, SWISS, PEPPER JACK, BACON OR GRILLED ONIONS FOR...

chicken sandwich // FRESH CHICKEN BREAST GRILLED OR BLACK-
ENED, SERVED OPEN FACED WITH LETTUCE, TOMATO AND PICKLE. YOUR
CHOICE OF BUN.

southwest chicken sandwich // FRESH CHICKEN BREAST GRILLED
OR BLACKENED, SLICED AVOCADO, SWISS CHEESE, FRESH PICO. OPEN
FACED WITH LETTUCE, TOMATO AND PICKLE.

tacos // FRESH MARINATED FAJITA MEATS, GRILLED ONIONS, PEPPERS,
FRESH PICO AND JACK CHEESES.

meat // CHICKEN | STEAK

fish // GRILLED TILAPIA | BLACKENED AHI

FISH WITH CITRUS SLAW AND JALAPEÑO RANCH

salads

caesar // FRESH ROMAINE HEARTS | PARMESEAN CHEESE | CROUTONS
| CLASSIC CAESAR DRESSING. + CHICKEN

house salad // SPINACH | CANDIED PECANS | CRUMBLLED FETA
CHEESE | RED ONION | RASPBERRY VINAIGRETTE + CHICKEN

sides

FRIES | SWEET POTATO FRIES | SIDE SALAD | SEASONAL VEGGIES

SAN MARCOS

ROOFTOP

ON THE SQUARE

• HOURS •

MONDAY & WEDNESDAY 5pm - 1am

TUES. 5pm - 2am

THURS. - SAT. 4pm - 2am

SUNDAY 12pm - 1am

• FOOD •

7 days a week until 11pm

21+ after 10



Agenda Information

AGENDA CAPTION:

CUP-13-08 (Eskimo Hut) Hold a public hearing and consider a request by Eskimo Hut, for renewal of a Conditional Use Permit to allow the sale of beer and wine for on-premise consumption and an amendment to reflect the change in ownership of the business at 216 N. Edward Gary Street.

Meeting date: February 26, 2013

Department:

Funds Required:

Account Number:

Funds Available:

Account Name:

CITY COUNCIL GOAL:

BACKGROUND:

The applicant is requesting the renewal of the CUP to allow the continued sale of beer and wine for on-premise consumption as well as an amendment to the CUP to reflect the change in ownership of the business. Staff was made aware of the ownership change after sending out a renewal notice to the previous owner.

The Commission approved a CUP in February of last year for the duration of one year to allow the on-premise consumption of beer and wine due to the expiration of existing CUP as well as issues raised by the Police Department. Due to the change in ownership, staff feels that a renewal for three (3) years is appropriate.

Staff recommends approval of the renewal with the following condition:

1. The permit shall be valid for three (3) years, provided standards are met, subject to the point system.

ATTACHMENTS:

Staff Report
Application
Authorization Letter
Notification Map

CUP-13-08

Conditional Use Permit

Eskimo Hut

216 Edward Gary



Applicant Information:

Applicant: The Choi Group, LLC.
c/o Andrew and Angela Choi

Mailing Address: 216 Edward Gary
San Marcos, TX 78666

Property Owner: Carson Diversified Properties 2, L.L.C.
1911 Corporate Drive, Suite 102
San Marcos, TX 78666

Applicant Request: Renewal of a Conditional Use Permit (CUP) to allow the on-premise consumption of beer and wine and amendment to reflect new ownership.

Public Hearing Notice: Public hearing notification was mailed on February 14, 2013.

Response: None as of February 21, 2013

Subject Property:

Expiration Date: February 28, 2013

Location: 216 Edward Gary

Legal Description: Original Town of San Marcos, Lot 6, Block 4

Frontage On: Edward Gary

Neighborhood: Downtown

Existing Zoning: "T-5" – Urban Center

Sector: Sector 8

Utilities: Sufficient

Existing Use of Property: Convenience Store

Zoning and Land Use Pattern:

	Current Zoning	Existing Land Use
N of property	T-5	Commercial
S of property	T-5	Commercial
E of property	T-5	Commercial
W of property	T-5	Commercial

Code Requirements:

A Conditional Use Permit (CUP) allows the establishment of uses which may be suitable only in certain locations or only when subject to standards and conditions that assure compatibility with adjoining uses. Conditional uses are generally compatible with permitted uses, but require individual review and imposition of conditions in order to ensure the appropriateness of the use at a particular location.

A business applying for on-premise consumption of alcohol must not be within 300 feet of a church, school, hospital, or a residence located in a low density residential zoning district. This location **does** meet the distance requirements.

CUPs issued for on-premise consumption of alcohol make the business subject to the code standards and the penalty point system for violations (Section 4.3.4.2).

Case Summary

The Eskimo Hut is a convenience store located at 216 Edward Gary, outside of the Central Business Area. The Commission approved a CUP in February of last year for the duration of one year to allow the on-premise consumption of beer and wine due to the expiration of existing CUP as well as issues that had been brought to light by the Police Department.

In late 2012, the ownership of the Eskimo Hut changed and The Choi Group, LLC now owns the business. Staff was made aware of the ownership change after sending out a renewal notice to the previous owner in December 2012. The new owner is requesting the renewal of the Conditional Use Permit.

The gross floor area is 2,100 square feet, which includes the outdoor above-ground deck, and there are eighteen off-street parking spaces. The application indicates that the indoor seating capacity is ten and the outdoor seating capacity is sixteen and indicates the hours of operations from 11 a.m. to midnight with no live entertainment proposed. The applicant is not proposing any other improvements to the structure at this time.

Comments from Other Departments:

Police, Health, Building, Engineering, and Code Enforcement have not reported major concerns regarding the subject property.

Planning Department Analysis:

Staff has reviewed the request for compliance with the Land Development Code and it appears that the request is consistent with the policies and the general intent of the zoning district and does not generate pedestrian or vehicular traffic which is hazardous or conflicts with existing traffic. The drive-thru is an existing non-conformity which is allowed to remain under section 4.5.3.1 of the LDC.

In order to monitor new permits for on-premise consumption of alcohol, the Planning Department's standard recommendation is that they be approved initially for a limited time period. Other new conditional use permits have been approved as follows:

- Initial approval for 1 year;
- Renewal for 3 years;
- Final approval for the life of the State TABC license, provided standards are met.

Since there is evidence that the business has not had the same law enforcement issues as presented last year, staff believes that a three year renewal is appropriate due to the change in ownership.

Staff provides this request to the Commission for your consideration and recommends approval of the Conditional Use Permit with the following condition:

- 1. The permit shall be valid for three (3) years, provided standards are met, subject to the point system.**

Planning Department Recommendation:	
	Approve as submitted
X	Approve with conditions or revisions as noted
	Alternative
	Denial

Commission's Responsibility:

The Commission is required to hold a public hearing and receive comments regarding the proposed Conditional Use Permit. After considering public input, the Commission is charged with making a decision on the Permit. Commission approval is discretionary. The applicant, or any other aggrieved person, may submit a written appeal of the decision to the Planning Department within 10 working days of notification of the Commission's action, and the appeal shall be heard by the City Council.

The Commission's decision is discretionary. In evaluating the impact of the proposed conditional use on surrounding properties, the Commission should consider the extent to which the use:

- is consistent with the policies of the Master Plan and the general intent of the zoning district;
- is compatible with the character and integrity of adjacent developments and neighborhoods;
- includes improvements to mitigate development-related adverse impacts; and
- does not generate pedestrian or vehicular traffic which is hazardous or conflicts with existing traffic in the neighborhood.

Conditions may be attached to the CUP that the Commission deems necessary to mitigate adverse effects of the proposed use and to carry out the intent of the Code.

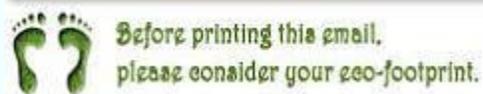
Prepared by:

Alison Brake	Planner	2/13/2013
Name	Title	Date

From: [Brake, Alison](#)
To: [Carpenter, Tory](#)
Subject: FW: CUP Renewal Application
Date: Wednesday, January 30, 2013 9:28:01 AM

Eskimo Hut authorization

Alison E. Brake
Planner
Development Services
City of San Marcos
Phone: 512-393-8232



From: John David Carson [mailto:johndavid@carsonproperties.net]
Sent: Wednesday, January 23, 2013 2:02 PM
To: Brake, Alison
Cc: angelatorreschoi@gmail.com; Andrew Choi; Stark, Kristy
Subject: Re: CUP Renewal Application

Alison:

On behalf of the landlord for the property at 216 N. Edward Gary, Carson Diversified Properties 2, LLC, we authorize The Choi Group, LLC (c/o Andrew Choi and Angela Torres) to apply for a renewal of this CUP. Please let me know if you need anything more.

Best,
John David Carson

1911 Corporate Dr., Suite 102
San Marcos, Texas 78666
+1 (512) 392-3322
johndavid@carsonproperties.net

On Jan 23, 2013, at 1:52 PM, "Brake, Alison" <ABrake@sanmarcostx.gov> wrote:

Angela,

Please allow this email to serve as a follow-up to our conversation earlier. The CUP for on-premise consumption of alcohol was granted for a time period of one year last February and will expire on **February 28, 2013**. Without a valid CUP, the sale of beer and wine for on-premise consumption is not allowed at this location. I have attached the application that will need to be filled out and submitted to the Development Services Office no later than **January 25, 2013**. As I stated on the

phone, the fee for a CUP renewal is \$300. I have also attached the application from the previous Eskimo Hut renewal case. If nothing has changed, as far as the site plan goes, please note that on the application. I have also let John David Carson know that we will need a new authorization letter from him authorizing you and Andrew to apply.

If you have any questions or concerns about this process, please do not hesitate to contact me.

Thank you,

Alison E. Brake
Planner
Development Services
City of San Marcos
Phone: 512-393-8232

<image001.jpg>

<image002.jpg>

<1012 CUP - TABC outside CBA.PDF><cup-12-08application_b.pdf>



CUP-13-08
Eskimo Hut
216 N. Edward Gary St
Map Date: 2/12/2013

-  Site Location
-  200 ft Buffer



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

Agenda Information

AGENDA CAPTION:

LDC-13-02 (SmartCode Design Standards) Hold a public hearing and consider revisions to Article 6 of Subpart C of the City Code (the SmartCode) to modify the language for deviations from the requirements of the Downtown Design Standards.

Meeting date: February 26, 2013

Department: Development Services - Planning

Funds Required: NA

Account Number: NA

Funds Available: NA

Account Name: NA

CITY COUNCIL GOAL:

Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce

BACKGROUND:

The SmartCode Architectural Standards were adopted by City Council on December 4. The standards consist of two new articles: *Article 6 Downtown Design Standards* and *Article 7 Sign Standards*. When presented to the Planning and Zoning Commission on August 28, a request was made for a specific change based on feedback received from the San Marcos Area Board of Realtors.

A section was inserted under Applicability in each Article to allow for any requested deviation from the standards be administratively approved by the internal Development Review Committee. If the DRC denied a request, the applicant was able to proceed with a Warrant request to the Planning and Zoning Commission. Article 1 of the base SmartCode allows deviations to be approved either administratively or by Warrant at the discretion of the Commission, but the Code explicitly states the standards in each Article subject to either process.

The revised process was inserted into both Article 6 and Article 7 before consideration by Council. After comments by the public and staff's request for additional time in order to consider the implications of the modification, City Council approved the Architectural Standards without the inserted language. The City Council asked for staff to return with revised language addressing how applicants may request deviations from the Architectural Standards.

Article 6 has been revised to meet the request of the Planning and Zoning Commission as well as to remain consistent with the Warrant and DRC approval processes as identified in Article 1. Each design standard includes an option for

DRC approval of an alternative method to meet the requirement. If the request is denied by staff, the applicant may proceed to the Planning and Zoning Commission for approval. No additional language was inserted into Article 7.

ATTACHMENTS:

Memo with Background

Article 6 Amended

Article 7 As Approved by City Council

Design Guidelines



DEVELOPMENT
SERVICES- PLANNING

MEMO

TO: PLANNING AND ZONING COMMISSION
FROM: MATTHEW LEWIS, DIRECTOR OF DEVELOPMENT SERVICES
THROUGH: EMILY KOLLER, PLANNER
DATE: FEBRUARY 13, 2013
RE: ARTICLE 6 DRC PROCESS REVISIONS

The SmartCode Architectural Standards were adopted by City Council on December 4. The standards consist of two new articles: *Article 6 Downtown Design Standards* and *Article 7 Sign Standards*. When presented to the Planning and Zoning Commission on August 28, a request was made for a specific change based on feedback received from the San Marcos Area Board of Realtors.

A section was inserted under Applicability in each Article to allow for any requested deviation from the standards be administratively approved by the internal Development Review Committee. If the DRC denied a request, the applicant was able to proceed with a Warrant request to the Planning and Zoning Commission. Article 1 of the base SmartCode allows deviations to be approved either administratively or by Warrant at the discretion of the Commission, but the Code explicitly states the standards in each Article subject to either process.

The revised process was inserted into both Article 6 and Article 7 before consideration by Council. After comments by the public and staff's request for additional time in order to consider the implications of the modification, City Council approved the Architectural Standards without the inserted language. The City Council asked for staff to return with revised language addressing how applicants may request deviations from the Architectural Standards.

Article 6 has been revised to meet the request of the Planning and Zoning Commission as well as to remain consistent with the Warrant and DRC approval processes as identified in Article 1. Each design standard includes an option for DRC approval of an alternative method to meet the requirement. If the request is denied by staff, the applicant may proceed to the Planning and Zoning Commission for approval. No additional language was inserted into Article 7.

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

6.1. INSTRUCTIONS

6.1.1. Applicability

- a. Lots and buildings located within Downtown San Marcos as defined by the Design Contexts Map in the Downtown Design Guidelines Appendix to this Code and governed by this Code shall be subject to the requirements of this Article.

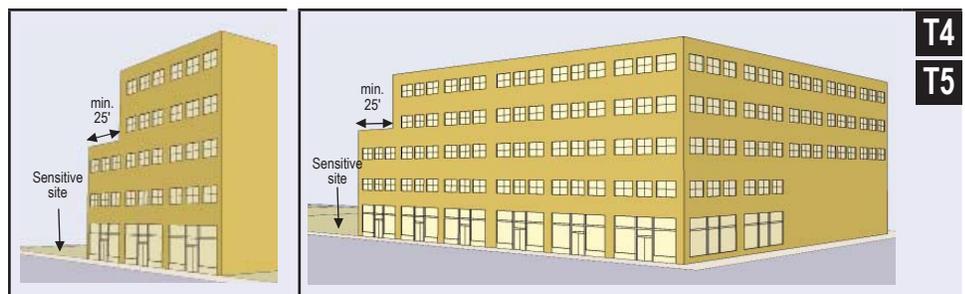
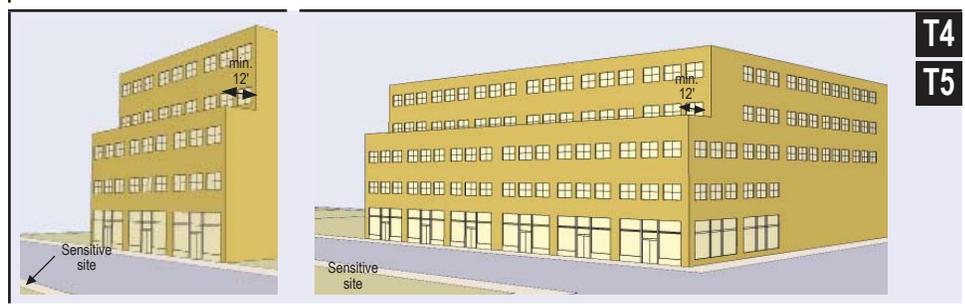
6.2. CONTEXTUAL HEIGHT STEP DOWN REQUIREMENT

6.2.1. SPECIFIC TO ZONES T4, T5

- a. A step down in height is required for all buildings adjacent to a Sensitive Site.
- b. A maximum height of three stories is permitted within 25 feet of a side property line adjoining a Sensitive Site.
- c. A maximum height of three stories is permitted within 12 feet of a front property line across the street from a Sensitive Site.
- d. *The Development Review Committee may administratively approve an alternative method for meeting the step down requirement provided the request meets the criteria established in the Downtown Design Guidelines.*

TABLE 6.1 CONTEXTUAL HEIGHT STEP DOWN

The following table illustrates the two contextual height step down requirements.

<p>a. Side adjacency: A maximum height of three stories is permitted within 25 ft. of a side property line adjoining a Sensitive Site.</p>	
<p>b. Across street: A maximum height of three stories is permitted within 12 ft. of a front property line across the street from a Sensitive Site.</p>	

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

6.3. EXPRESSION REQUIREMENTS

6.3.1. SPECIFIC TO ZONES T4, T5

6.3.2. A minimum number of expression tools shall be applied as specified below and in Tables 6.2 and 6.3, and as illustrated in Table 6.4.

- a. Condition A, buildings with a facade width greater than 60 feet **AND** a height greater than 2 stories:
 - i. A minimum of two horizontal expression tools is required.
 - ii. At least one vertical expression tool is required.
- b. Condition B, buildings with a facade width greater than 60 feet **OR** a height greater than 2 stories:
 - i. A minimum of three expression tools shall be used.
- c. Condition C, buildings with a facade width of 60 feet or less and a height of 2 stories or less:
 - i. A minimum of two expression tools shall be used.
- d. **The DRC may administratively approve alternative expression tools provided the minimum number for the Condition is met and the request meets the criteria established in the Downtown Design Guidelines.**

6.3.3. Any combinations of the wall notch, wall offset and vertical expression line alternatives shall count as only one expression alternative.

6.3.4. Vertical expressions shall be applied across the entire height of the facade.

TABLE 6.2 EXPRESSION REQUIREMENT CONDITIONS

<p>CONDITION A</p>
<p>CONDITION B</p>
<p>CONDITION C</p>

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

TABLE 6.3 EXPRESSION REQUIREMENTS

The following table outlines the expression tool requirements based on building facade width and height.

CONDITION A		CONDITION B	CONDITION C
Facade width > 60 ft. and building height > 2 stories		Facade width > 60 ft. or building height > 2 stories	Facade width ≤ 60 ft. and building height ≤ 2 stories
Select a minimum of two alternatives	Select a minimum of one alternative	Select a minimum of three alternatives	Select a minimum of two alternatives

Horizontal Expression Tools

<p>a. Varied Parapet Height*: An offset in parapet height of at least 2 ft. at a minimum of every 60 ft. in building width.</p> <p>*The varied parapet height tool provides both horizontal and vertical articulation</p>		T4 T5				
<p>b. Canopy: Canopies or awnings which run across the full width of fenestrations on the first floor facade.</p>		T4 T5				
<p>c. Second Floor Expression Line: A line prescribed at a certain level of a building for the major part of the width of a facade, expressed by a variation in material or by a limited projection such as a molding or balcony.</p>		T4 T5				
<p>d. Cornice: A cornice detail of at least 18 in. height and 6" in depth for the entire width of the front facade.</p>		T4 T5				

Vertical Expression Tools

<p>e. Wall Notch: A front facade setback of a minimum depth of 4 ft. and length of 8 ft. at a minimum interval of every 60 ft. across the building frontage.</p>		T4 T5				
<p>f. Vertical Expression Line: A vertical line expressed by a substantial change in material or vertical molding with a minimum size of at least 4 in. depth and 12 in. width, at a minimum interval of every 60 ft. across the building facade.</p>		T4 T5				
<p>g. Wall Offset: Facade modules of a maximum length of 60 ft. with a minimum of a 4 ft. offset from an adjacent module.</p>		T4 T5				

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

TABLE 6.4 EXPRESSION TOOLS

The following table illustrates the alternative expression tools.

Vertical Expression Tools

a. Varied Parapet Height: An offset in parapet height of at least 2 ft. spaced at a minimum of every 60 ft. across the building frontage.



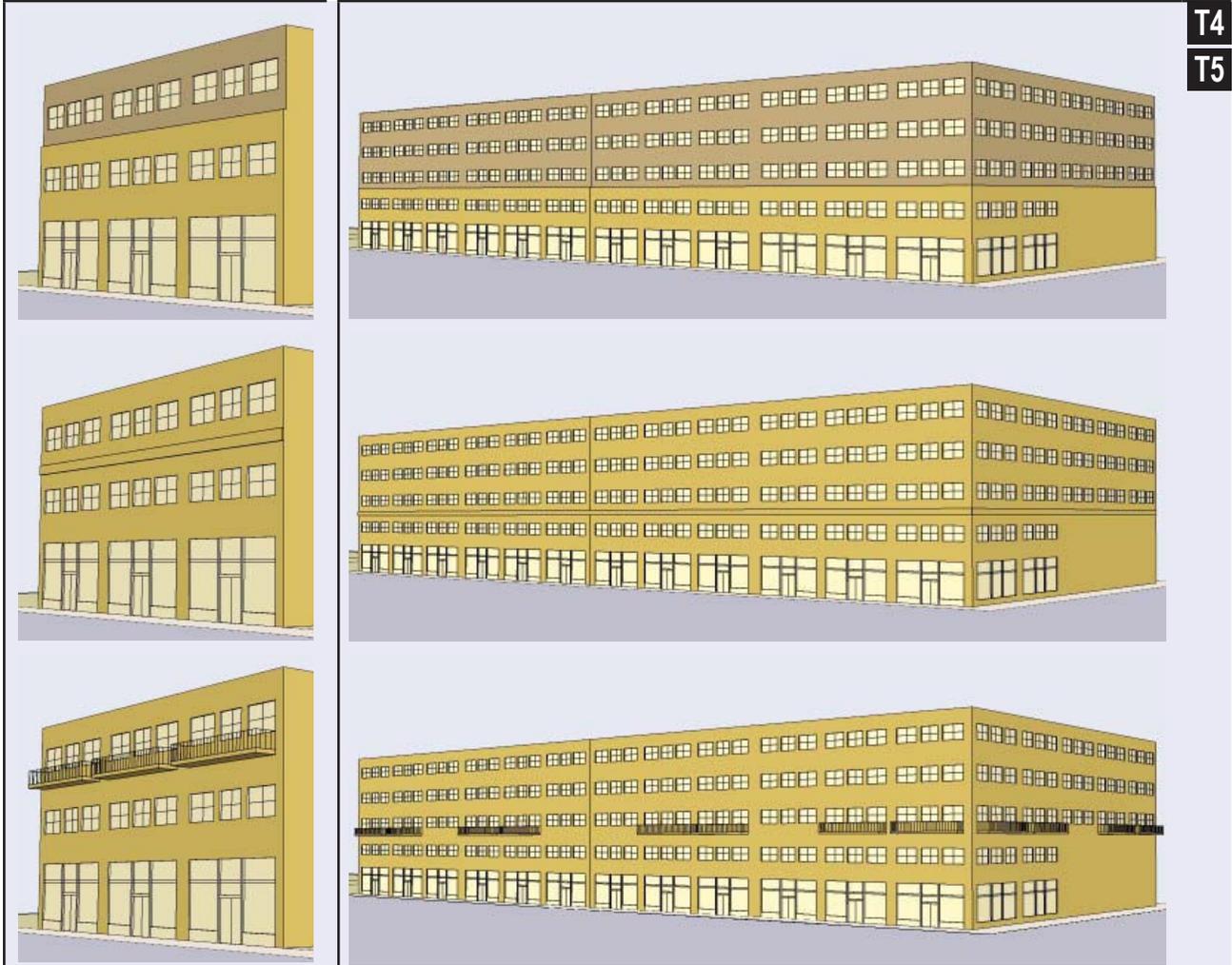
b. Canopy: Canopies or awnings which run across the full width of fenestrations on the first floor facade.



ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

c. Second Floor Expression Line: A line prescribed at a certain level of a building for the major part of the width of a facade, expressed by a variation in material or by a limited projection such as a molding or balcony.



d. Cornice: A cornice detail of at least 18 in. height and 6 in. in depth for the entire width of the frontage



ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

Vertical Expression Tools

e. Wall Notch: A front facade setback of a minimum depth of 4 ft. and length of 8 ft. spaced at a minimum interval of every 60 ft. across the building frontage.



f. Vertical Expression Line: A vertical line at a minimum interval of every 60 ft. across the building frontage. This may be expressed by a substantial change in material or a vertical molding with a minimum size of at least 4 in. depth and 12 in. width.



g. Wall Offset: Facade modules of a maximum length of 60 ft. with a minimum of a 4 ft. offset from an adjacent module.



ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

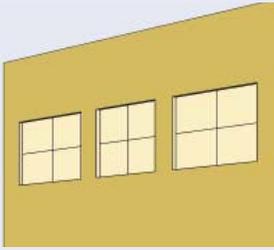
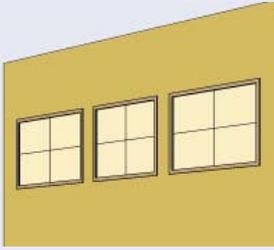
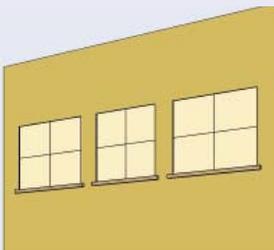
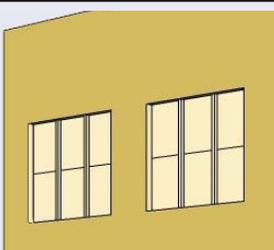
6.4. UPPER FLOOR WINDOW DESIGN REQUIREMENTS

6.4.1. SPECIFIC TO ZONES T4, T5

- a. Each principal frontage shall use a minimum of one upper floor window design tool as specified in Table 6.5 and illustrated in Table 6.6.
- b. The DRC may administratively approve alternative window design tools provided the request meets the criteria established in the Downtown Design Guidelines.

TABLE 6.5 UPPER FLOOR WINDOW DESIGN REQUIREMENTS

The following table outlines the window design requirement.

		Select a minimum of one upper floor window design alternative	
<p>a. Window Inset: The window pane is inset a minimum of 3 in. behind the surface of the wall.</p>		<p>T4 T5</p>	
<p>b. Window Frame: Each window opening is framed with trim that is a minimum of 1 in. depth and 2 in. width.</p>		<p>T4 T5</p>	
<p>c. Window Sill: Each window opening is defined by a sill, which extends a minimum of 2 in. from the wall surface, with a height of 3 in. and runs a minimum width equal to each window.</p>		<p>T4 T5</p>	
<p>d. Traditional Vertical Proportions: The window is proportioned similar to that of traditional buildings, with a height to width ratio of between 1.75:1 and 2.5:1. Traditionally proportioned windows may be "ganged" to create larger fenestration areas where the dividers between the windows have a depth of at least 2" and project at least 2" in front of the surface of the glass.</p>		<p>T4 T5</p>	
<p>e. True Divided Lights: Windows shall use true muntins.</p>		<p>T4 T5</p>	

ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

TABLE 6.6 UPPER FLOOR WINDOW DESIGN TOOLS

The following table illustrates the alternative window design tools.

a. Window Inset: The window pane shall be inset a minimum of 3 in. behind the surface of the wall.



b. Window Frame: Each window opening shall be framed with trim that is a minimum dimension of 1 in. depth and 2 in. width.



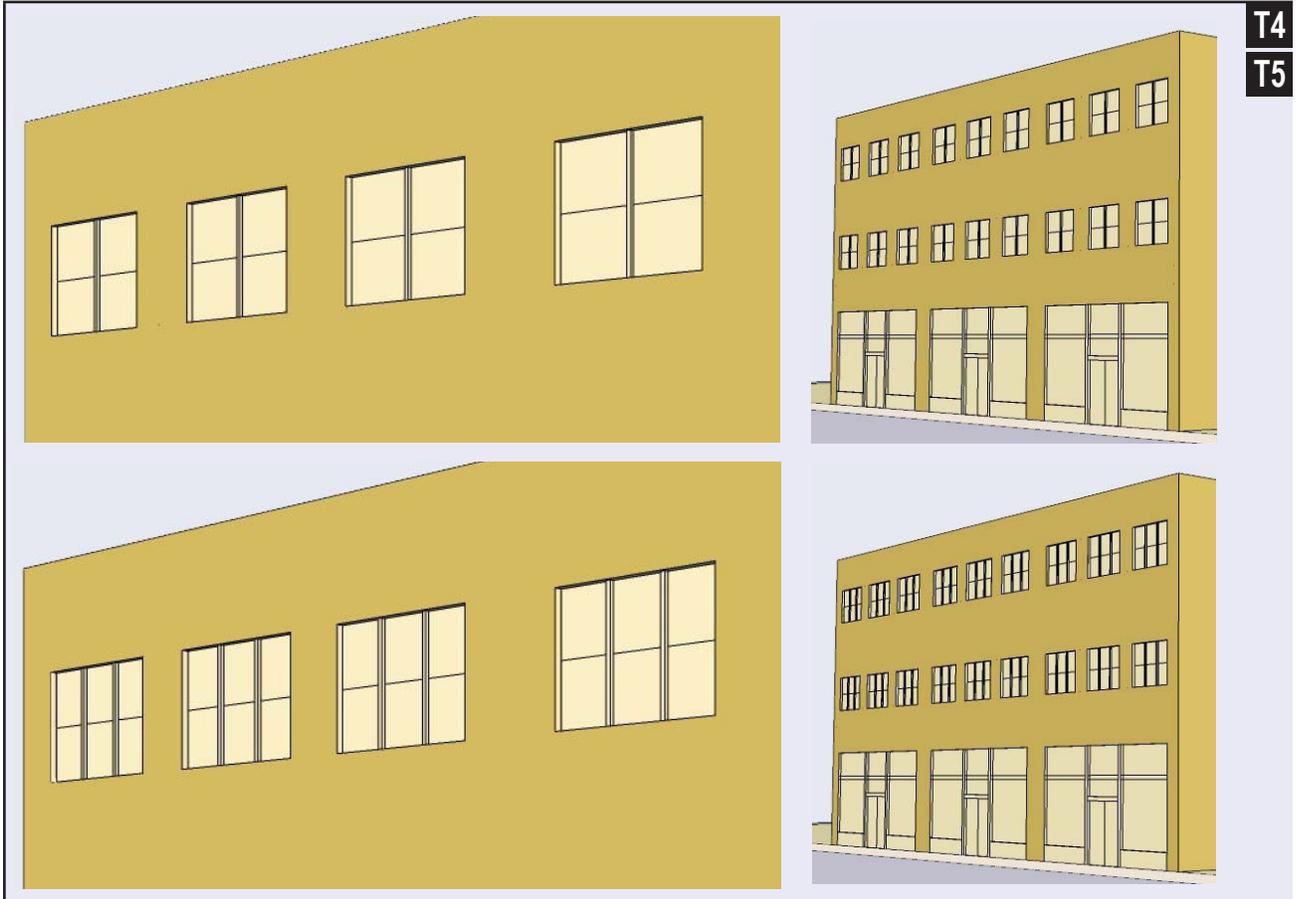
c. Window Sill: Each window opening shall be defined by a sill, which extends a minimum of 2 in. from the wall surface, with a height of 3 in. and a minimum width equal to that of each window.



ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

d. Traditional Proportions: The window shall have a height to width ratio of between 1.75:1 and 2.5:1. Traditionally proportioned windows may be "ganged" to create larger fenestration areas where the dividers between the windows have a depth of at least 2 in. and project at least 2 in. in front of the surface of the glass.



e. True Divided Lights: Windows shall use true muntins.



ARTICLE 6. DOWNTOWN DESIGN STANDARDS

San Marcos, Texas

6.5. VARIED UPPER FLOOR MASSING REQUIREMENT

- 6.5.1. Buildings over three stories in height with a frontage of 60 feet or greater shall provide variety in the upper floor massing. Select one alternative as specified below and in Table 6.7.
- a. A minimum of 40% of the building facade over three stories in height shall be set back a minimum of 20 feet from the front building wall, or
 - b. A minimum of 50% of the building facade over three stories in height shall be set back a minimum of 15 feet from the front building wall.
- 6.5.2. The DRC may administratively approve exceptions to the upper floor massing requirement provided the request meets the criteria established in the Downtown Design Guidelines.

TABLE 6.7 VARIED UPPER FLOOR MASSING ALTERNATIVES

This table illustrates the varied upper floor massing alternatives.

Select one alternative

Varied Upper Floor Massing Alternatives		
<p>a. A minimum of 40% of the building facade over three stories in height shall be set back a minimum of 20 ft. from the front building wall.</p>		<p>T4 T5</p>
<p>b. A minimum of 50% of the building facade over three stories in height shall be set back a minimum of 15 ft. from the front building wall.</p>		<p>T4 T5</p>

ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

ARTICLE 7. SIGN STANDARDS

7.1. INSTRUCTIONS

7.1.1. Applicability

- a. Lots, buildings, and signs governed by this Code shall be subject to the requirements of this Article, except as otherwise provided under this code.
- b. Sign permits shall be required as prescribed in Section 1.9.5.1 of the Land Development Code.
- c. Wayfinding signs, such as those that direct vehicles to parking areas, are not subject to this Article.

7.2. IN GENERAL

7.2.1. GENERAL TO ZONES T3, T4, T5

- a. There shall be no signage permitted additional to that specified in this section.
- b. The address number, no more than 6 inches measured vertically, shall be attached to the building in proximity to the Principal Entrance or at a mailbox.
- c. Shopfront window signage may be up to 30% of the window area and may be neon or LED lit.

7.2.2. SPECIFIC TO ZONES T2, T3

- a. One projecting sign for each business may be permanently installed perpendicular to the Facade within the first Layer. Such a sign shall not exceed a total of 4 square feet and shall clear 8 feet above the sidewalk.

7.2.3. SPECIFIC TO ZONES T4, T5

- a. Basic sign types permitted include awning or canopy signs, projecting signs, hanging signs, sandwich boards, and wall signs.
- b. Special Sign Types permitted include directory signs, monument signs, and pole signs.

7.2.4. ILLUMINATION

a. SPECIFIC TO ZONES T2, T3

- i. Signage shall not be illuminated.
- ###### b. SPECIFIC TO ZONES T4, T5
- i. Signage shall be externally illuminated, except as follows:
 - ii. Signage within the Shopfront glazing may be neon or LED lit.
 - iii. Neon, halo or diffused internal illumination may be considered with approval of the DRC provided it meets the criteria established in the Downtown Design Guidelines.

7.2.5. DIRECTORY SIGNS

a. GENERAL TO ALL ZONES T4, T5

- i. One directory sign is permitted at each street-level entrance to upper-floor businesses and on facades facing entrances to alleys, rear lanes and parking lots.
- ii. The area of a directory sign shall not exceed 6 square feet.
- iii. The sign shall be no taller than 3 feet.

ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

7.3. BASIC SIGN TYPES

7.3.1. GENERAL TO ALL BASIC SIGN TYPES

- a. 3 of the 5 basic sign types may be used per building facade.

7.3.2. AWNING OR CANOPY SIGN

a. GENERAL TO ALL ZONES T4, T5

- i. One awning or canopy sign is permitted per business.
- ii. The sign may be placed on either the vertical valance flap, the sloped portion, or on a side panel of the awning or canopy.
- iii. The sign shall not extend below or above the awning or canopy to which it is attached.

b. SPECIFIC TO ZONE T4

- i. An awning or canopy sign shall not exceed 2 feet in height.
- ii. An awning or canopy sign shall not exceed 10 feet in length.

c. SPECIFIC TO ZONE T5

- i. An awning or canopy sign shall not exceed 3 feet in height.
- ii. An awning or canopy sign shall not exceed 12 feet in length.

7.3.3. PROJECTING SIGN

a. GENERAL TO ALL ZONES T4, T5

- i. One projecting sign is permitted per business.
- ii. Sign area shall not exceed 6 square feet for each projecting sign.
- iii. A projecting sign must maintain a minimum 8 foot clearance above the sidewalk or finished ground surface below the sign.
- iv. A projecting sign may be attached to the building facade.
- v. A projecting sign may not extend above the roof of the structure to which it is attached.

7.3.4. HANGING SIGN

a. GENERAL TO ALL ZONES T4, T5

- i. One hanging sign is permitted per business.
- ii. A hanging sign must maintain a minimum 8 foot clearance above the sidewalk or finished ground surface below the sign.
- iii. Sign area shall not exceed 6 square feet for each hanging sign.

ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

7.3.5. SANDWICH BOARD SIGN

a. GENERAL TO ALL ZONES T4, T5

- i. One sandwich board sign is permitted per business.
- ii. The area of each face of a sandwich board shall not exceed 12 square feet.
- iii. The overall sign shall be no taller than 4 feet.
- iv. A sandwich board within the public right-of-way must be placed such that at least an 8 foot unobstructed sidewalk width remains.
- v. Sandwich boards shall be designed to allow folding.
- vi. A sandwich board must have a stable base.
- vii. Sandwich boards shall be removed at the close of business each day.

7.3.6. WALL SIGN

a. GENERAL TO ALL ZONES T4, T5

- i. One wall sign is permitted per business.
- ii. A wall sign may be attached flat to the wall.

b. SPECIFIC TO ZONE T4

- i. A Wall Sign shall not exceed 2 feet in height.
- ii. A Wall Sign shall not exceed 10 feet in length.

c. SPECIFIC TO ZONE T5

- i. A Wall Sign shall not exceed 3 feet in height.
- ii. A Wall Sign shall not exceed 12 feet in length.

ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

7.4. SPECIAL SIGN TYPES

7.4.1. GENERAL TO ALL SPECIAL SIGN TYPES

- a. Where permitted, either one monument sign or one pole sign may be used per property.
- b. **GENERAL TO ALL ZONES T4, T5**
 - i. Monument or pole signs are permitted only on S. L B J Dr. and S. Guadalupe St. between E. Grove St. and I-35 Frontage St.
 - ii. The Development Review Committee may administratively approve a monument or pole sign in other areas provided it meets the criteria established in the Downtown Design Guidelines.
 - iii. A monument or pole sign shall be located within the first Layer.

7.4.2. Monument Signs

a. GENERAL TO ALL ZONES T4, T5

- i. Monument signs shall incorporate a supporting base that is at least 75 percent of the width of the sign face at its widest point. The supporting base shall be constructed of brick, stone, masonry or scored concrete.

b. SPECIFIC TO ZONE T4

- i. Sign area shall not exceed 12 square feet.
- ii. Sign height shall not exceed 4 feet.

c. SPECIFIC TO ZONE T5

- i. Sign area shall not exceed 18 square feet.
- ii. Sign height shall not exceed 6 feet.

7.4.3. Pole Sign

a. SPECIFIC TO ZONE T4

- i. Sign area shall not exceed 12 square feet.
- ii. Sign height shall not exceed 6 feet.

b. SPECIFIC TO ZONE T5

- i. Sign area shall not exceed 18 square feet.
- ii. Sign height shall not exceed 10 feet.

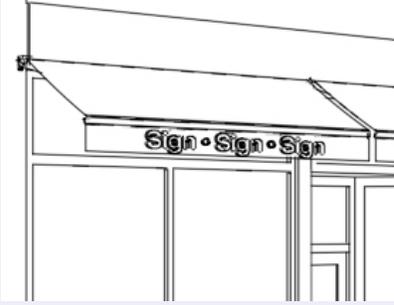
ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

TABLE 7.1 SIGN TYPES

This table illustrates both the basic and special sign types permitted.

Basic Sign Types

<p>Awning or Canopy Sign: A sign painted on or attached flat or flush against the surface of an awning or canopy.</p>	 <p>A line drawing of a building facade showing a sign mounted on a flat awning or canopy structure above a set of windows. The sign reads "Sign • Sign • Sign".</p>
<p>Projecting Sign: A sign that is attached directly to the building wall and which extends out from the face of the wall.</p>	 <p>A line drawing of a building facade with several windows. To the left, a vertical sign with the word "SIGN" is shown in a separate view. To the right, a similar vertical sign is shown projecting from the building's exterior wall.</p>

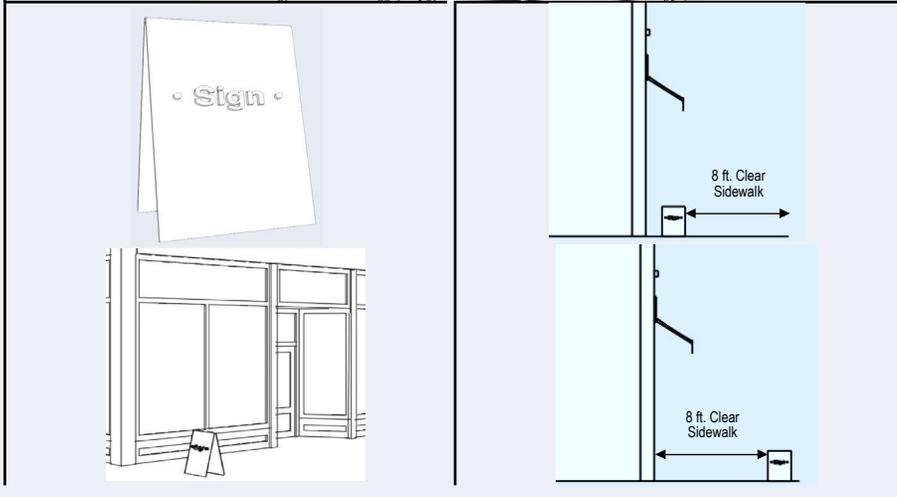
ARTICLE 7. SIGN STANDARDS

San Marcos, Texas

Hanging Sign: A sign that is hanging or suspended (such as by chains or hooks) below a canopy, awning, or building overhang.



Sandwich Board: A portable sign designed in an A-frame or other fashion, and having back-to-back sign faces.



Wall Sign: A sign that is engraved, painted on or attached directly to and flush with the building wall.

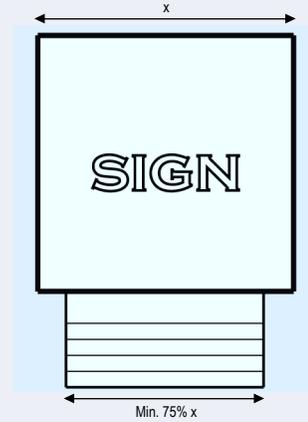
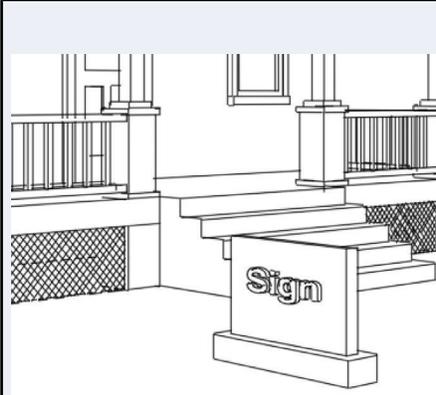


ARTICLE 7. SIGN STANDARDS

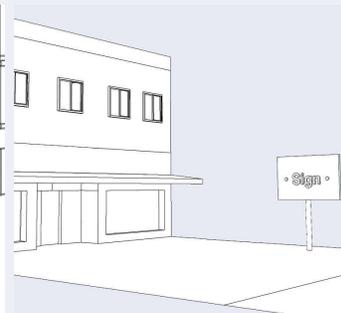
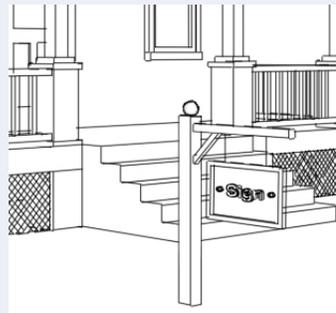
San Marcos, Texas

Special Sign Types

Monument Sign: A sign that is erected on a solid base placed directly on the ground, and that is itself constructed of a solid material.

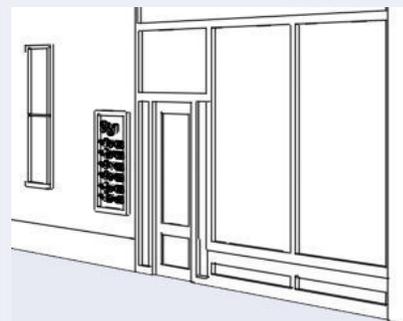


Pole Sign: A sign mounted on one or more freestanding supports, such as a frame, column, mast, pole or similar support such that the bottom of the sign face or lowest sign module is not in contact with the ground.



Other Sign Types

Directory Sign: A sign that displays the tenant name and location for a building containing multiple tenants.



Downtown Design Guidelines



San Marcos, TX
August 22, 2012

Introduction

The regulations in the SmartCode establish the basic requirements for building mass and scale throughout the downtown (see Design Context Map on page 5 for downtown boundary). These design guidelines supplement the SmartCode standards in the following ways:

- As advisory information for those who wish to better understand the intent of the design standards in the downtown SmartCode.
- As part of design review for the “administrative approval” process when alternatives are applied for.
- As part of design review for the “by warrant” process when alternatives are applied for.

About the Design Guidelines

The guidelines within this document focus on allowing for flexibility in design while also protecting the character of downtown and enhancing its pedestrian-friendly atmosphere. The guidelines and the review process through which they are administered seek to maintain downtown as a cohesive, livable place. Maintaining an attractive pedestrian-oriented environment is a fundamental concept. In addition, the guidelines serve as educational and planning tools for property owners and their design professionals who seek to make improvements downtown.

The design guidelines also provide a basis for making consistent decisions about the appropriateness of improvement projects requesting alternative strategies through the City’s design review process. This includes both Administrative Review by the Development Review Committee as well as Planning and Zoning Board review through the Warrant process. The Design Standards in the SmartCode and the City’s adopted Building Codes have been codified to meet the intent of the Design Guidelines. Projects that meet those standards and are not requesting exceptions shall be judged to have met the Downtown Design Guidelines.

Section 1: Design Principles for Downtown San Marcos

General Principles for New Development

This section sets forth fundamental principles for improvements in the downtown. These principles are broad in nature, focusing on qualitative aspects of design. Each improvement project in downtown should help forward the goals outlined in the Introduction and should also comply with these fundamental design principles:

1. Honor the heritage of the city

Buildings, sites and components of urban infrastructure that have historic significance should be preserved and considered as design inspiration for new work downtown. This does not mean copying earlier styles, but rather learning from them. New work around these resources should be compatible with them.

2. Celebrate Courthouse Square

As the major focal point of downtown, Courthouse Square should be valued in all urban design. This applies to properties in close proximity to the square, but also relates to improvements that may link other places to it, in terms of views, pedestrian circulation and building orientation.

3. Design to fit with the context

Improvement projects should consider their context. In some areas, that context remains strongly anchored by historic buildings. In other parts of downtown, the context is more contemporary, with individual historic buildings sometimes appearing as accents. In still other areas, no historic structures exist. In this respect, "designing in context" means helping to achieve the long term goals for each of these areas.

4. Promote creativity

Innovation in design is welcomed in downtown. Exploring new ways of designing buildings and spaces is appropriate when they contribute to a cohesive urban fabric. This type of creativity should be distinguished from simply being "different."

5. Design with authenticity

Downtown is defined by buildings and places that reflect their own time, including distinct construction techniques as well as style. The result is a sense of authenticity in building and materials. All new improvements should convey this sense of authenticity.

6. Design with consistency

Buildings and places in downtown that are highly valued are those which have a cohesive quality in their use of materials, organization of functions and overall design concept. Each new project should also embody a single, consistent design concept.

7. Design for durability

Downtown's cherished buildings and spaces are designed for the long term with durable materials. New work should have this same quality.

8. Design for sustainability

Aspects of cultural, economic and environmental sustainability that relate to urban design and compatibility should be woven into new developments and improvements.

9. Enhance the public realm

At the heart of downtown is an enhanced public realm, including streets, sidewalks and open spaces. Sidewalks and other pedestrian ways should be designed to invite their use through thoughtful planning and design. Improvement on private property also should enhance the public realm.

10. Enhance the pedestrian experience

Each improvement project should contribute to a pedestrian-friendly environment. This includes defining street edges with buildings and spaces that are visually interesting and attract pedestrian activity. Buildings that convey a sense of human scale and streetscapes that invite walking are keys to successful design in downtown. Providing sidewalks of sufficient width for circulation and outdoor activities, and installing appropriate landscape and streetscape elements is also important.

Section 2: Design Contexts

This section includes goal statements for each of the design contexts within downtown. These contexts are areas identified by community workshop participants as having unique character, constraints and/or design goals. Please note the Courthouse Square area is not included, as a separate design review system is in place for the historic district. See the map on the following page for the location of the design contexts.

University Edge

The University Edge context should create a safe, pedestrian-friendly transition between campus and downtown. New campus development in this context should be compatible in scale and respectful of downtown design traditions. In addition, within the University Edge there are key public views up to campus and down to Courthouse Square. New development should preserve and enhance these views.

Downtown

Within the Downtown context it is especially important to maintain compatibility with Courthouse Square. Increased density is appropriate where it does not impact the character of the square.

Residential/Transition Edge

For new development within the Residential/Transition Edge context it is important to minimize impacts from higher scale development on the character of the adjacent residential neighborhoods. New development should provide a transition in scale between the taller buildings in the T5 zone and the existing residential neighborhoods.

Transit Oriented Development

Projects within the Transit Oriented Development context should establish a strong pedestrian orientation. The street front character is especially important here to encourage pedestrian activity.

Approach

The Approach context is the corridor between the highway and downtown, providing an entry procession into the heart of downtown. New development in this area should provide visual interest and not overwhelm the distinct character of the downtown.

Section 3: Design Guidelines

Overarching Guidelines

This section provides general design guidelines for projects throughout all of the design contexts downtown.

Building Scale

A new building should convey a sense of human scale through its design features.

1. Establish a sense of human scale in a building design.

Views

Views from the public right of way to the university and Courthouse Square are important and should be retained. The location of the building on a site, in addition to its scale, height, and massing, can impact views from the adjacent public right of way, including streets, sidewalks, intersections, and public spaces.

2. Minimize the impacts to primary views from the public right of way to the university and Courthouse Square.

Guidelines Specific to the Design Standards

This section provides specific guidelines on topics directly related to the design standards.

Building Height

The variety in building heights that exists in downtown San Marcos helps to define the character of the area. New development should continue the tradition of height variation, expressing and supporting human scale and architectural diversity in the area. New buildings above three stories should set back upper floors to maintain a sense of human scale at the street and minimize impacts to lower scale historic structures downtown. The base code allows five stories in downtown, but additional height may be considered. The following table should be used when analyzing requests for additional height.

3. Provide variation in building height in a large project.
4. Position the taller portion of a structure away from neighboring buildings of lower scale or other sensitive edges.

Height Strategy by Context

Design Context	Goal(s)	Additional Height in First and Second Layer	Additional Height in Third Layer
University Edge	Preserve key public views up the hill to campus.	Alternatives which maintain sufficient public access to key views up the hill may be considered.	Alternatives may be considered where taller structures will provide greater residential opportunities within proximity to campus and key views are sufficiently maintained.
Downtown	Maintain compatibility with Court-house Square.	Flexibility for building height requirements may be considered where it will not be visible from the square. Overall mass should maintain a sense of human scale and not appear out of character with the Downtown Historic District.	No additional height adjacent to Downtown Historic District. Additional height may be considered where it will not obscure key views.
Residential/ Transition Edge	Minimize impacts from higher scale development on the character of adjacent residential neighborhoods. Provide a transition in scale between the T5 zone and the neighborhoods.	No additional height.	Additional height should only be permitted if it is not visible from the public right of way or the adjacent residential neighborhoods.
Transit Oriented Development	An increased density at and surrounding the future rail stop is desired.	Additional height at the street wall may be appropriate where the building maintains a sense of human scale and a pedestrian-friendly streetscape.	Additional height may be appropriate here where the building maintains a sense of human scale and maintains a pedestrian-friendly streetscape.
Approach	The intent for the approach area is to provide corridors between the highway and downtown.	Additional height may be appropriate where it does not directly impact residential neighborhoods. The building should maintain a sense of human scale and a pedestrian-friendly streetscape.	Additional height may be appropriate where it does not directly impact residential neighborhoods. The building should maintain a sense of human scale and a pedestrian-friendly streetscape.

Building Mass and Articulation

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

5. Provide horizontal expression at lower floor heights to establish a sense of scale.
6. Provide vertical articulation in a larger building mass to establish a sense of scale.
7. Maintain established development patterns created by the repetition of similar building widths along the street.
8. Design floor to floor heights to establish a sense of scale and reflect San Marcos traditions.

Canopies and Awnings

Canopies and awnings are noteworthy features on many buildings in the downtown, and their continued use is encouraged. Traditionally, these features were simple in detail, and reflected the character of the building to which they were attached.

9. An awning or canopy should be in character with the building and streetscape.

Window Design

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

10. Provide a high level of ground floor transparency on a building in an area traditionally defined by commercial storefronts.
11. The use of a contemporary storefront design is encouraged in commercial settings.
12. Arrange windows to reflect the traditional rhythm and general alignment of windows in the area.

Section 4: Sign Guidelines

Overarching Sign Guidelines

This section provides general design guidelines for signs throughout the downtown. Balancing the functional requirements for signs with the objectives for the overall character of the downtown is a key sign design consideration. In downtown, a sign is seen as serving two functions: first, to attract attention; and second, to convey information, essentially identifying the business or services offered. Orderly sign location and design should be applied to make fewer and smaller signs more effective. If a sign is mounted on a building with a well-designed facade, the building front alone can serve much of the attention-getting function. The sign can then focus on conveying information in a well-conceived manner. Similarly, for a free-standing sign, landscaping and other site amenities can help to give identity to the businesses located on the site. In this respect, each sign should be considered with the overall composition of the building and the site in mind. Signs should be in scale with their structure and integrated with surrounding buildings.

13. Consider a sign in the context of the overall building and site design.
14. Design a sign to be in scale with its setting.
15. Design a sign to highlight architectural features of the building.
16. Design a sign to convey visual interest to pedestrians.
17. Avoid damaging or obscuring architectural details or features when installing signs on historic structures.

Guidelines Specific to the Sign Standards

This section provides specific sign guidelines on topics directly related to the sign standards.

Historic Signs

Historic signs contribute to the character of downtown. They also have individual value, apart from the buildings to which they are attached. Historic signs of all types should be retained and restored whenever possible. This is especially important when they are a significant part of a building's history or design.

18. Consider history, context and design when determining whether to retain a historic sign.

Sign Character

A sign should be in character with the materials, colors and details of the building and its site. The integration of an attached sign with the building or building facade is important and should be a key factor in its design and installation. Signs also should be visually interesting and clearly legible. Signs that appear to be custom-designed and fabricated, and that convey visual interest in the urban setting are preferred. Those that are scaled to the pedestrian are especially encouraged. A sign should also reflect the overall context of the building and surrounding area.

19. A sign should be subordinate to the overall building composition.
20. Use sign materials that are compatible with the architectural character and materials of the building.
21. A sign should not obscure character-defining features of a building.

Sign Lighting

Illumination should occur in a manner that keeps it subordinate to the overall building and its site as well as the neighborhood, while accomplishing the functional needs of the business. Minimize surface glare and manage light spill such that glare is not created on adjoining properties.

22. Where allowed, an external light source should be shielded to direct the light and minimize glare.
23. Neon, halo and internal, diffused illumination may be considered if located at the street level and designed to be in character with, and subordinate to the building facade.

Specific Sign Types

This section includes guidelines for the specific sign types allowed in the sign standards.

Awning and Canopy Signs

An awning or canopy sign is flat against the surface of the awning or canopy material.

24. Use an awning or canopy sign in areas with high pedestrian use.
25. Use an awning or canopy sign when other sign types would obscure architectural details.

Projecting Sign

A projecting sign is attached perpendicular to the wall of a building or structure.

26. Design a bracket for a projecting sign to complement the sign composition.
27. Locate a projecting sign to relate to the building facade and entries.

Sandwich Board

A sandwich board is a portable sign designed in an A-frame or other fashion, and having back-to-back sign faces.

28. Locate a sandwich board to maintain a clear circulation path on the sidewalk.
29. Design the sandwich board to be durable and have a stable base.

Wall Sign

A wall sign is any sign attached parallel to, but within 18 inches of a wall of a building including individual letters, cabinet signs, or signs painted on the surface of a wall.

30. Place a wall sign to be flat against the building facade.
31. Place wall signs to integrate with and not obscure building details and elements.

Directory Sign

A tenant panel or directory sign displays the tenant name and location for a building containing multiple tenants.

32. Use a directory sign to consolidate small individual signs on a larger building.
33. Locate a directory sign at the street level entrance to upper floor businesses or on facades facing entrances to alleys, rear lanes and parking lots for business wayfinding purposes.

Pole and Monument Signs

A monument sign is a sign that is erected on a solid base placed directly on the ground and constructed of a solid material. A pole mounted sign is generally mounted on one or two simple poles.

34. A pole or monument sign may be considered where it has been used traditionally and the building or activity is set back from the street or public right-of-way.
35. A pole or monument sign may be considered on a historic property or within a historic district when it is demonstrated that no other option is appropriate.
36. Design a pole or monument sign to be in character and proportion with its structure and site.
37. Design a monument sign to incorporate a sturdy supporting base that is at least 75% of the width of the sign face at its widest point. Appropriate base materials include, but are not limited to brick, stone, masonry and concrete.

Appendix A: The Intent of the Standards

The following section provides intent statements for each of the tools, or set of tools, used in the standards. These statements should be used in determining compatibility of alternative designs with the intent of the standards.

1. Contextual Height Step Down Requirement

To provide a compatible sense of scale along sensitive edges in the downtown by using lower building heights for areas of a property adjacent to a Sensitive Site.

2. Expression Requirements

Traditionally, buildings in downtown San Marcos have an established sense of scale and proportion and express a visual rhythm and pedestrian interest at the street front. This should be continued in new projects. Vertical and horizontal articulation should express a sense of human scale and provide visual interest on a principal frontage.

Expression Requirements: Vertical Expression

Vertical articulation techniques should provide interest in design and human scale. The purpose of these articulations is to ensure that the front of a new structure has a variety of offsets, surface relief, and insets to reflect a more traditional rhythm and scale at the street front.

Expression Requirements: Horizontal Articulation

The objective of horizontal articulation tools is to create a sense of human scale, facade depth and visual interest on a building facade.

3. Window Design Requirements

A key feature of traditional buildings in downtown San Marcos is that window openings are clearly defined, either by a substantial inset behind the wall surface or by framing elements and sills. Window definition should add a sense of depth to the facade and contribute to a sense of human scale and visual interest.

4. Varied Upper Floor Massing Requirement

Buildings in downtown San Marcos are typically three stories or less in height. In most cases a range of building heights occur across a single block face. As the desired density increase is incorporated, it is important that new, taller structures not dominate the street front. Taller buildings should vary upper floor massing to provide variety in building height as perceived from the street and to maintain a sense of pedestrian scale at the sidewalk.

Appendix B: Examples of Design Principles Applied

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



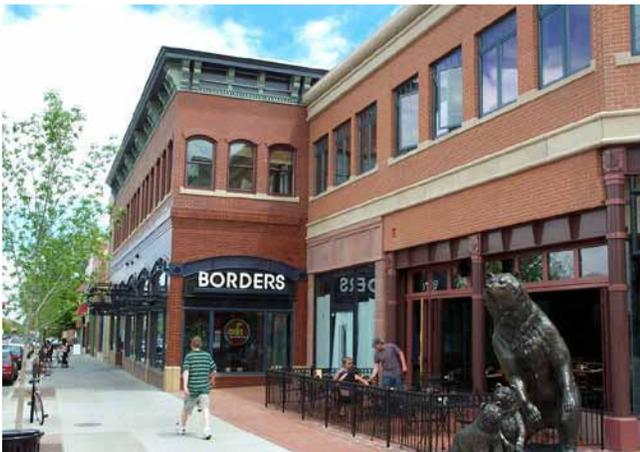
Vertical Expression:
• Vertical expression lines

Horizontal Expression:
• Cornice



Vertical Expression:
• Vertical expression lines

Horizontal Expression:
• Canopy



Vertical expression:
• Wall Offset

Horizontal expression:
• Horizontal expression line



• Stepped down and varied massing

Vertical Expression:
• Wall Offset



Vertical Expression:

- Wall notch

Horizontal Expression:

- Horizontal expression line



Vertical Expression:

- Wall notch

Horizontal Expression:

- Varied parapet



Vertical Expression:

- Wall Offset

Horizontal expression:

- Horizontal expression line/materials change
- Varied parapet height



Vertical Expression:

- Wall Offset

Horizontal expression:

- Moldings
- Cornice



- Varied upper floor massing

Horizontal Expression:

- Change in materials
- Varied parapet



- Stepped down and varied massing

Vertical Expression:

- Change in materials



Vertical Expression:

- Change in materials

Horizontal Expression:

- Moldings
- Cornice



- Varied upper floor massing

Horizontal Expression:

- Varied parapet
- Canopies and awnings



Horizontal Expression:

- Balconies



Vertical Expression:

- Wall Offset

Window Design:

- Vertical window proportions



- Step down in height adjacent to historic building

Horizontal Expression:

- Cornice



Vertical Expression:

- Wall notch

Horizontal Expression:

- Change in materials



Horizontal Expression:

- Canopy
- Moldings

Window Design:

- True divided lights
- Vertical proportions (in pairs)



Window Design:

- Frame
- Vertical proportions (in sets of 2 and 4)

Horizontal Expression:

- Cornice
- Molding



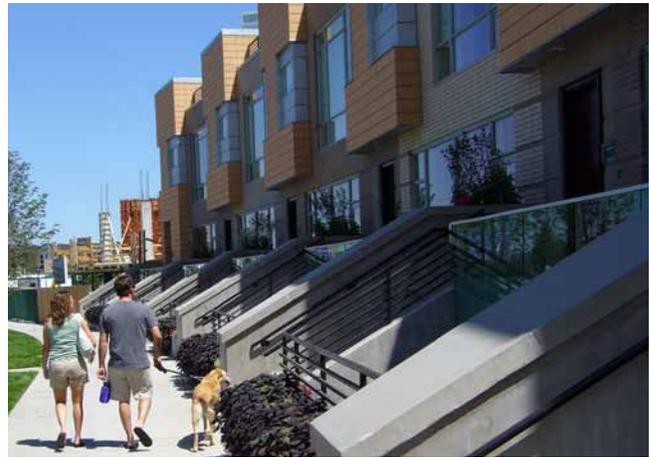
- Varied upper floor massing

Vertical Expression:

- Wall notch

Horizontal Expression:

- Cornice



Vertical Expression:

- Wall offsets



- Varied parapet line

Window Design:

- Vertical proportions (in pairs)
- True divided lights



Window Design:

- Sills
- True divided lights
- Window inset



Vertical Expression:

- Wall notch
- Change in materials

Horizontal Expression:

- Cornices
- Balconies

Window Design:

- Vertical proportions (in sets of three)



Vertical Expression:

- Wall notch

Horizontal Expression:

- Awnings at first floor
- Window moldings at second floor
- Cornice



Horizontal Expression:

- Awning & canopies

Window Design:

- Sills
- Vertical proportions



- Varied parapet line

Vertical Expression:

- Change in materials
- Vertical expression line (pilasters)



Vertical Expression:

- Vertical expression line (pilasters or attached columns)

Horizontal Expression:

- Cornice
- Change in materials (first and upper floors)



Horizontal Expression:

- Change in materials (at first floor)
- Cornice

Window Design:

- Vertical proportions



- Varied upper floor massing

Horizontal Expression:

- Cornice
- Change in materials (upper floor)

Window Design:

- Inset
- Sills
- True divided lights



- Varied upper floor heights

Horizontal Expression:

- Change in materials



Horizontal Expression:

- Cornice

Window Design:

- Sills
- Inset



Horizontal Expression:

- Cornice
- Second floor expression line



- Varied upper floor massing

Vertical Expression:

- Wall offset

Horizontal Expression:

- Cornices



Vertical Expression:

- Wall notches

Horizontal Expression:

- Change in materials at first floor
- Cornices



Horizontal Expression:

- Awnings



- Varied upper floor heights

Vertical Expression:

- Wall offsets
- Cornice



Window Design:

- Inset
- Sills



Window Design:

- Inset
- Sills



Vertical Expression:

- Wall notches
- Change in materials

Horizontal Expression:

- Cornices
- Change in materials

Appendix C: Public Lighting Standard Details

Agenda Information

AGENDA CAPTION:

Development Guide Presentation

Meeting date: February 26, 2013

Department: Development Services

Funds Required: n/a

Account Number: n/a

Funds Available: n/a

Account Name: n/a

CITY COUNCIL GOAL:

Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce

BACKGROUND:

The City's new Development Guide was recently completed and will be a guiding tool for the public as they pursue development and construction activity within San Marcos. This is one of the primary projects staff has undertaken to continue to provide a Customer-Friendly development process within our community.

Agenda Information

AGENDA CAPTION:

Development Services Report

Meeting date: February 26, 2013

Department: Development Services

Funds Required: n/a

Account Number: n/a

Funds Available: n/a

Account Name: n/a

CITY COUNCIL GOAL:

Strengthen the Middle Class, Encourage Strong Neighborhoods, Education and Workforce

BACKGROUND: