Capital Area Metropolitan
Planning Organization

San Marcos Transportation Corridors Study

THE CITY OF SAN MARCOS

C☰MPO
CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION
CENTRAL ✦ TEXAS

July 2022

Acknowledgements

EXECUTIVE SUMMARY

I

II

III

III CONTINUED

IV

APPENDIX A

Public and Stakeholder Engagement

APPENDIX B

Technical Memoranda and Resources

Executive Summary

PLANNING CONTEXT

The San Marcos Transportation Corridors Study is a collaborative planning effort between the Capital Area Metropolitan Planning Organization (CAMPO) and the City of San Marcos. It identifies and defines a preferred development vision and program for key corridors and centers in San Marcos that will support proposed improvements to multi-modal transportation, mobility, accessibility, traffic, safety, economic development, and more, to ensure a vibrant and prosperous future for the City of San Marcos.

CONCURRENT PLANNING EFFORTS

This study was prepared concurrent with ongoing (and overlapping) planning efforts being undertaken by the City of San Marcos, including updates to the Downtown Design Guidelines and Comprehensive Plan, and the preparation of a Downtown Master Plan. The study's corridor and center concept plans augment the City's series of special area plans being prepared throughout San Marcos as part of the City's comprehensive planning initiative.

STUDY COMPONENTS

The San Marcos Transportation Corridors Study contains four chapters that include the following components:

Existing Conditions Analysis: Analysis of key study area corridor and center features and other community-wide characteristics that will affect future development and redevelopment potential. **(Chapter 2)**

Needs Assessment: Inventory of prominent property, roadway, infrastructure, natural, and social attributes that will influence future development in San Marcos. **(Chapter 2)**

Corridor Concepts: Recommended land use and development scenarios within study area corridors and centers and associated social, economic, and environmental impacts. **(Chapter 3)**

Catalyst Sites: Development plans for selected catalyst sites within study area centers to test market feasibility and fiscal impacts. **(Chapter 3)**

Implementation Program: Policies, programs, regulations, and investments that may be activated by public and private entities to implement development concepts. **(Chapter 4)**

Texas State University

Purgatory Creek Natural Area

Bicentennial Park

San Marcos Regional Airport

San Marcos River

San Marcos High School

35

Multi-Modal   Mixed-Use   Environment   Housing   Equity   Economic Development
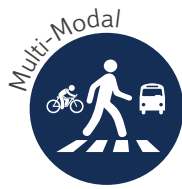
Proposed study area improvements were evaluated against six principal planning themes which contribute to, and ensure the formulation of, complete communities. These themes influenced plan concepts and recommendations for future development within the study area's corridors, centers, and catalyst sites.

VISION STATEMENT

The study's multi-modal corridors and mixed-use centers will provide a diverse mix of equitable housing options, unique social and commercial districts, employment opportunities, and an efficient transportation system; resulting in development which balances environmental sustainability with the community's historic character to create a vibrant regional destination and place which people are proud to call home.

GOALS

The San Marcos Transportation Corridors Study includes seven (7) study area goals that have been developed with stakeholder input and which incorporate the six (6) inter-related planning themes considered by this study. These goals guided subsequent conceptual planning efforts and study area recommendations.

Create a safe, convenient, and connected transportation network that provides complete, walkable, and bikeable neighborhoods with seamless access to the amenities, resources, and services for daily life.

Protect San Marcos' defining natural resources for generations.

Preserve and celebrate San Marcos' rich cultural heritage, historic landmarks, built form, and sense of place for residents and visitors alike.

Encourage new development that is in harmony with the character of the community, is fiscally responsible, and is aligned with future growth expectations.

Support a diversity of affordable and adaptable housing types available to accommodate a range of family sizes and income levels.

Support a healthy community comprised of livable neighborhoods, vibrant economic districts, compatible industrial areas, attractive urban corridors, and appealing open spaces with a balanced mix of land uses.

Generate a balanced and diversified economy that assures desirable local employment opportunities, strengthens the City's tax base, and sustains quality of life.

Study Area

The San Marcos Transportation Corridors study area includes transportation corridors and defined centers within the City of San Marcos, and adjacent portions of unincorporated Hays County. Although located at the southern edge of CAMPO's jurisdictional area, the study area is almost equidistant between Austin and San Antonio — making it a critical regional transportation crossroads as the areas around both cities continue to grow into a single urbanized region.

CORRIDORS

Three (3) key transportation corridors were studied to identify and prioritize improvements for motorists, pedestrians, cyclists, and transit users. These improvements are intended to also promote development that creates a sense of place, encourages walkability, resource conservation, and supports sustained economic growth. Study area corridors include Guadalupe Street | State Highway 123 (SH 123); Hopkins Street | State Highway 80 (SH 80), and a proposed North/South Connector, all of which are illustrated on the map on the next page.

Guadalupe Street | SH 123
- Four lane arterial roadway
- High-traffic volumes
- Extends south from downtown San Marcos into Guadalupe County
- Links downtown, IH 35, Medical District, and key neighborhoods

Hopkins Street | SH 80
- Four lane arterial roadway
- High-traffic volumes
- Extends east from downtown San Marcos toward Caldwell County
- Links downtown, City Government Complex, Midtown, IH 35 and areas east of the Blanco River

North/South Connector
- Proposed Corridor extending from SH 21/SH 80 intersection in northeast, past Posey Road (southwest)
- Would support regional commerce and local access

Regional Context Map

CAPITAL AREA MPO 6-COUNTY REGION

ALAMO AREA MPO 3-COUNTY REGION
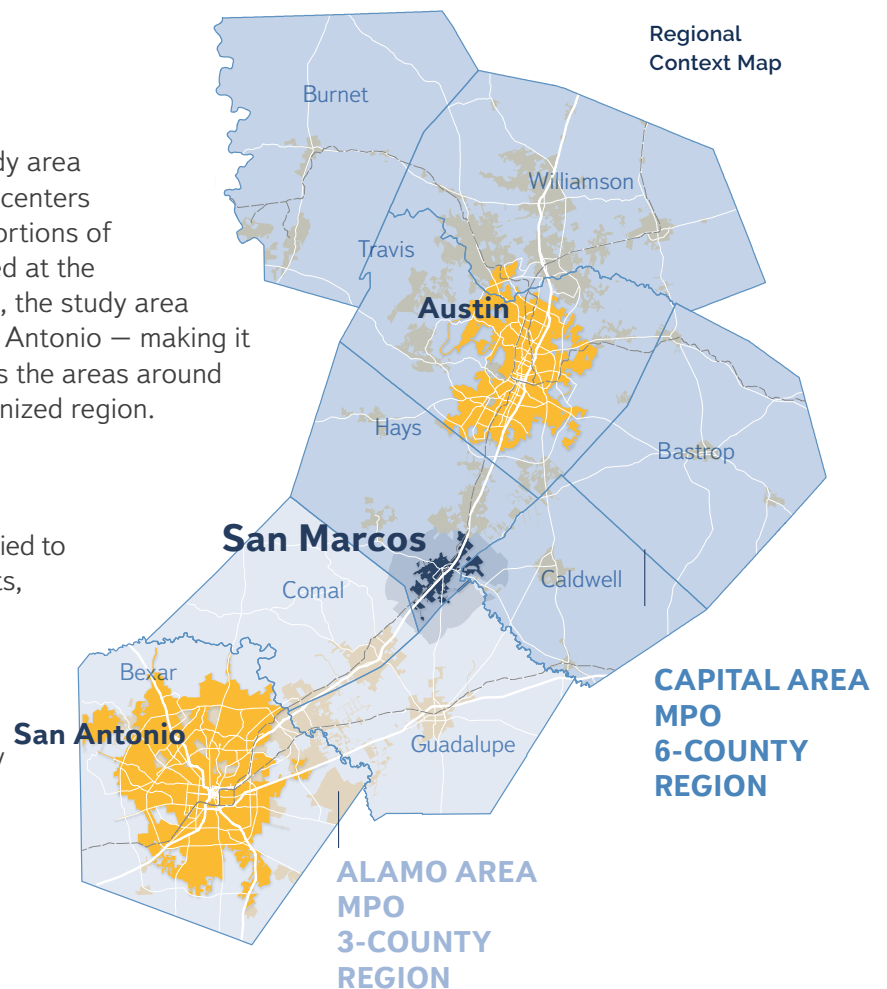
CENTERS

The study also considers development models for sites within three (3) centers previously identified by the San Marcos Comprehensive Plan as potential locations for mixed-use urban development patterns.

Downtown
Bounded by Aquarena Springs Drive, River Road, Hopkins Street and railroad tracks to the west. Includes retail and multi-family residential development along Thorpe Lane and several large apartment complexes east of IH 35.

City Government Complex
A cluster of government and cultural destinations between downtown San Marcos and IH 35.

Medical Center
An area located within the Medical District east and south of IH 35 in the vicinity of the SH 123 and Wonder World Drive intersection. Includes medical facilities, schools, and a growing number of single-family and multi-family developments.

Corridor Transects

- ◼ Catalyst Sites
- ⬭ Study area

Hopkins Transect 1-B
San Marcos River to Thorpe Ln.

Hopkins Transect 1-A
Downtown Square to San Marcos River

City Government Complex

Hopkins Transect 2
Thorpe Ln. to River Rd.

Downtown

Hopkins Transect 3
River Rd. to FM 1984

Guadalupe Transect 1
Downtown Square to Grove St.

Guadalupe Transect 2
Grove St. to IH 35

Guadalupe Transect 3
IH 35 to De Zavala Dr.

Guadalupe Transect 4
De Zavala Dr. to Wonder World Dr.

North/South Transect 1
SH 80 to Staples Rd.

North/South Transect 2
Staples Rd. to Wonder World Dr.

Medical Center

Guadalupe Transect 5
Wonder World Dr. to FM 110

North/South Transect 3
Wonder World Dr. to Posey Rd.

Note: Final study area boundaries have been revised following completion of the study needs assessment. Study area maps and associated data presented in Chapter 2 reflect original boundaries.

Community Feedback

PUBLIC ENGAGEMENT ACTIVITIES

1 **Kick-off Meeting**
Spring 2020

5 **Steering Committee Meetings**
Spring 2020 to Winter 2021

1 **Virtual Focus Group Meetings**
Spring / Summer 2020

3 **Workshops**
Summer 2020 to Spring 2021
• City Council / Planning and Zoning Commission Joint Workshop
• City Government Complex Workshop
• Virtual Design Workshop

3 **Virtual Open Houses**
Fall 2020 to Winter 2021

1 **Focus Area Surveys**
Winter / Spring 2021

Approaching Downtown Square on Hopkins Street (from the east). Auto-centric, services-oriented development gives way to more concentrated urban development associated with San Marcos' central business district.

WHAT DID WE HEAR?

Public events and activities conducted as part of the study revealed common community themes:

REPRESENTATIVE CORRIDOR FEEDBACK[1]

Guadalupe Street Feedback

• Increase public transit options
• Improve bicycle and pedestrian safety
• Provide more sidewalk connectivity
• Build safer sidewalks and crosswalks

Hopkins Street Feedback

• Increase public transit options
• Improve bicycle and pedestrian safety
• Reduce traffic congestion near IH 35 and SH 80
• Construct bike lanes to popular destinations
• Protect the San Marcos River
• Encourage low impact urban development to protect and enhance existing neighborhoods
• Increase housing diversity and affordability

North/South Connector Feedback

• Promote sustainable growth and development
• Improve connectivity to neighborhoods, downtown, and amenities
• Build improved safety accommodations for cyclists and pedestrians

REPRESENTATIVE CENTER FEEDBACK[1]

City Government Plaza Feedback

• Provide greenspace throughout new development
• Allow higher density land uses
• Improve access to public transit and more routes to critical destinations

Downtown Feedback

• Promote walkability, including enhanced sidewalks and lighting
• Improve access to public transit
• Preserve historic buildings and spaces
• Increase housing diversity and affordability
• Improve access to parking

Medical Center Feedback

• Provide diverse and higher density land uses
• Plan for sustainable growth
• Allow mixed-use development
• Preserve natural beauty
• Increase bicycle and pedestrian accommodations

1: Derived from Public Engagement (Appendix A). See Appendix A for additional information.

Needs Assessment

Public and stakeholder feedback—combined with data analysis and field observation—affirms preferred methods and opportunities for leveraging new development in a way that maximizes long-term community benefit while mitigating undesirable impacts to the built and natural environment.

ISSUE **Transportation**

- Concerns with dense development contributing to increased congestion and additional parking issues.
- Desire for increased roadway connectivity between corridors.

ISSUE **Multi-modal Transportation**

- Support for multi-modal transportation options and infrastructure throughout study area corridors including facilities for pedestrians, cyclists, and those taking public transit.

ISSUE **Pedestrian and Bicycle Facilities**

- Support for multi-use paths, widened sidewalks, and protected bike lanes to increase walkability and connectivity in San Marcos with a prioritization for pedestrian safety throughout the study area.
- Desire for connectivity and walkability between corridors. There was preference for consistent cycle track and pedestrian facilities.

ISSUE **Natural Environment and Transportation**

- Interest in the interface of development with the natural environment, and particularly the need for multi-modal transportation options.

ISSUE **Housing and Economic Diversity**

- Need for housing and economic diversity; business incentives; and continued means to attract and accommodate visitors and residents.

ISSUE **Diversity Through Development**

- A diversified economy through future development and redevelopment in the study area.

ISSUE **Green Infrastructure and Sustainable Development**

- Support for incorporating planted medians, green space, and native landscaping. There was support for incorporating additional green space and trees into the final plan.
- Support for dense green infrastructure that incorporates green space and large trees for shade.

ISSUE **Housing**

- Support for townhome and mixed-use development integration. Desire for diverse and affordable housing opportunities for all residents of San Marcos.
- Need to protect existing single-family housing from the encroachment of other housing types.

ISSUE **Development in the Natural Environment**

- Support for development where the San Marcos and Blanco Rivers and natural environment serve as focal points; and reduce negative impacts to the environment.

ISSUE **Green Space**

- Use of green space to enhance development aesthetics and sense of place.

ISSUE **Support Low-Income Workers**

- Need for public transportation and diverse housing opportunities to support low-income residents, Texas State University faculty, staff, and students.
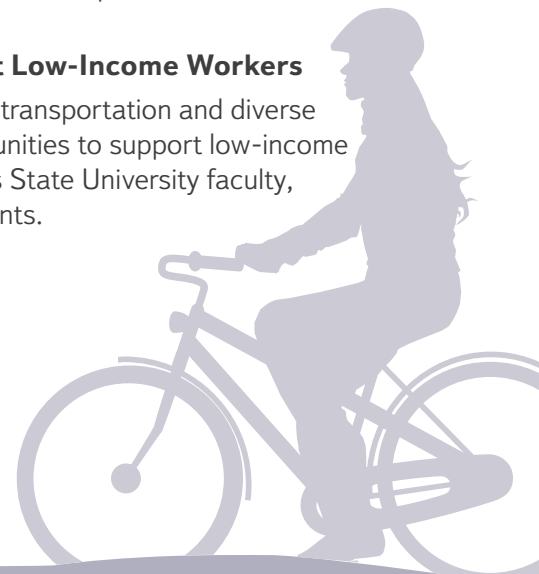
Study Area Corridors

ROADWAY ISSUES

ISSUE **Speed Management**

Lowering vehicle speeds and updating design standards, horizontal deflection, vertical deflection, speed monitoring, and awareness techniques.

ISSUE **Congestion and Connectivity Barriers**

Improving movement of vehicles, freight, transit, cyclists, and pedestrians on study area corridors through intersection redesign, adjustments to dimensional layout and geometric design, and access management policies.

ISSUE **Access Management**

Improving access to private / commercial property, reducing conflicts on roadways through adding medians, increasing commercial property connectivity, and access drive consolidation.

ISSUE **Intersection Management**

Adjusting intersection flow and reducing back-ups, through regular signal timing updates, proper turning lane lengths, appropriate number of lanes, and improvements to signal technology.

TRANSIT ISSUES

ISSUE **Limited Transit Access and Coordination**

Expanding public transportation by increasing frequency, enhancing pedestrian amenities adjacent to transit stops, and incentives for transit-supportive development.

Representative Transect

GUADALUPE STREET | SH 123: TRANSECT 4 (BOULEVARD)
(De Zavala Drive to Wonder World Drive)

ACTIVE TRANSPORTATION ISSUES

ISSUE **Sidewalk Connectivity and Sense of Place**

Enhancing connectivity to and from destinations, commercial corridors, and residential areas, through constructing sidewalk infrastructure where gaps are present, updating street design standards, and improving landscape buffers.

ISSUE **Perceived Lack of Safety**

Improving safety for pedestrians and cyclists through enhanced lighting, updating design standards, developing way-finding and emergency call signal standards, and implementing Americans With Disabilities Act (ADA) compliant design standards.

ISSUE **Bicycle Accessibility**

Improving safety and connectivity design, through the incorporation of all ages and abilities multi-modal design criteria, incentives for "bike friendly" businesses, and updating design standards.

ISSUE **Pedestrian Refuges**

Increasing pedestrian safety on high traffic corridors through implementing pedestrian refuges, reducing crossing distances at multi-lane roadways, and providing additional landscaping.

ENVIRONMENTAL DESIGN ISSUES

ISSUE **River Corridor Protection**

Mitigating negative impacts of development activities to San Marcos' river corridors through promoting and incentivizing environmentally-friendly storm water design, adopting the International Green Construction Code, and updating design standards.

ISSUE **Urban Heating**

Decreasing the urban heat island effect through modifying development code provisions, tree protection, and creating street tree requirements and minimum tree canopy site standards.

CORRIDOR CONCEPTS

The corridor concepts presented in this study define 12 roadway segments called transects, which define and promote preferred development or redevelopment characteristics for properties that compose the study area's three corridors. These transects also define the recommended roadway configurations for the three thoroughfares as they traverse city and county neighborhoods and districts.

These concepts align the study vision and goals with public feedback received throughout the planning process and with the City of San Marcos' adopted long-range planning documents and development codes. This study's transects may serve as a guide to City staff and elected and appointed officials when evaluating the merits of individual land use, development, and redevelopment proposals for property within each of the three study area corridors.

ROADWAY DEVELOPMENT PARAMETERS

Transect Development Parameters are accompanied by corresponding roadway cross-sections for Guadalupe Street | SH 123, Hopkins Street | SH 80, and the North/South Connector. Each cross-section illustrates the typical recommended roadway design within the transect. **Roadway Attributes** (below) summarize the features that should be incorporated into future study area thoroughfare design, construction or reconfiguration.

Roadway Attributes

Description	Overview of recommended future corridor cross-section including roadway and roadside design features.
Thoroughfare Classification	Type of roadway in comparison to TxDOT functional classification and City of San marcos future thoroughfare classification.
Thoroughfare Metrics	Comparison of existing and proposed dimensional standards for key roadway and roadside features
Roadway Features	Description of individual roadway and roadside design elements

TRANSECT DEVELOPMENT PARAMETERS

This section expands upon the introductory descriptions for each transect to include additional defining attributes. **Transect attributes** (below) summarize the features which are described in each transect section, and should guide future development along specific segments of each study area corridor.

Transect Attributes

Description	Potential development type within the transect
Representative Land Uses	An abbreviated list of land uses (not all-inclusive) that may be appropriate within the transect consistent with recommended development patterns
Development Patterns	Building and site design parameters which could be incorporated into transect development to support overall place-making recommendations
Building Types	Mixture of building types which may support representative land uses
Recommended Zoning	City of San Marcos zoning districts that may support representative land uses and recommended development patterns

Catalyst Development Models

Based on financial analysis and market feasibility, four (4) concept plans were developed for the three (3) catalyst sites including recommended build-out scenarios and transportation recommendations.

Conceptual Development Plan (**Downtown** Catalyst Site)
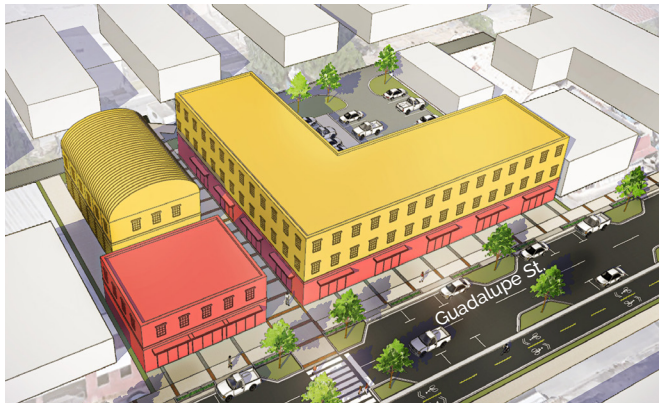
Build-out Scenario	Maximum Build-out
Flex Space	15,700 sf
Residential Loft	24 units
Residential Live-Work	6 units
Surface Parking	as required

🟥 Commercial
🟨 Residential

A Mixed-Use
B Commercial
C Live-work Residential
D Residential Parking
E Mid-block Access
F Bicycle Lanes
G Plantings
H Sidewalk/Roadside

Conceptual Development Plan (**Medical Center** Catalyst Site)

Build-out Scenario	Maximum Build-out
Single-family residential	79 units
Single-family townhome	94 units
Single-family attached	52 units
Multi-family	137,000 sf/floor
Mixed-use	157,000 sf/floor
Flex Space	232,000 sf/floor
Traditional commercial retail	236,500 sf/floor

🟥 Gen. Retail
🟥 Commercial
🟫 Mixed-Use
🟧 Multi-family Res.
🟨 Single-family Res.

A SH 123
B Local Access Roads
C North-South Connector
D Underpass
E Parks
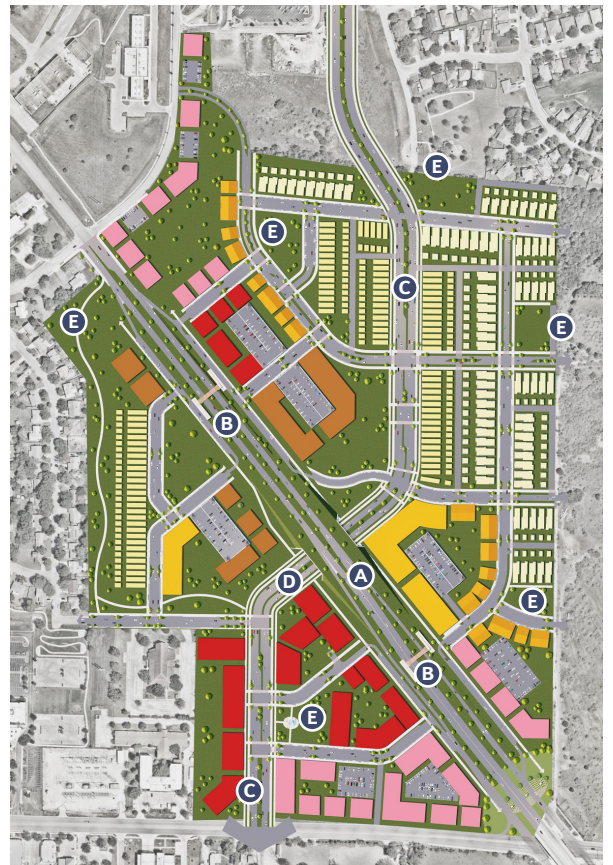
Conceptual Development **Option A** (**City Government Complex** Catalyst Site)

Build-out Scenario	Maximum Build-out
City Hall	85,000+ sf
Flex Space	41,250 sf/floor
Urban Townhomes	38 units
Parking Garage	as required

- **A** City Hall
- **B** Commercial
- **C** Townhomes
- **D** Structured Parking
- **E** Existing Park
- **F** Intersection Alignment
- **G** Formal Plaza
- **H** "Bio-Boulevard"
- **I** Signalization

Conceptual Development **Option B** (**City Government Complex** Catalyst Site)

Build-out Scenario	Maximum Build-out
City Hall	85,000+ sf
Flex Space	50,000 sf/floor
Urban Townhomes	23 units
Parking Garage	as required

- **A** City Hall
- **B** Mixed-Use / Commercial
- **C** Townhomes
- **D** Structured Parking
- **E** Reconfigured Park
- **F** New Greenspace
- **G** Intersection Alignment
- **H** Formal Gateway
- **I** "Bio-Boulevard"
- **J** Signalization

Study Work Program

The San Marcos Transportation Corridors Study Work Program presents a series of actions that are essential to building the preferred development character within the study area. Ten (10) qualitative evaluation criteria were considered when preparing recommended work program actions.

WORK PROGRAM EVALUATION CRITERIA

1. Financing mechanisms, organizational structures, and incentive programs that will ensure capital resources are available and administered to advance infrastructure and other capital projects.

2. Policies and incentives that will stimulate private investment into the study area's corridors and catalyst sites.

3. Programs that will facilitate the acquisition and assembly of strategic parcels for the advancement of the catalyst sites.

4. Policies that will enable the City to modify elements within the thoroughfare rights-of-way.

5. Policies and capital investment projects that facilitate the development of adjacent parcels along study area corridors.

6. Policies, regulations, operational changes, planning studies, and capital investment projects that improve transportation efficiency and safety.

7. Policies, planning studies, and capital investment projects that promote equity in providing options to the greatest number of people, including expanding access to available services; expanding facilities to serve a variety of transportation options; and ensuring affordable living conditions and a variety of housing typologies within mixed-use neighborhoods.

8. Policies, regulations, operational changes, and capital investment projects that protect and enhance the environment.

9. Policies, regulations, and development guidelines that will ensure the highest and best use of available land and open space resources within the study area.

10. Policies, operational changes, and programs that will align and inform economic and land development interests and facilitate the development of enduring public-private partnerships.

STUDY RECOMMENDATIONS

The study's evaluation criteria were used to identify 97 recommended actions grouped according to nine study implementation topics. Eleven actions should first be initiated in the very-near-term to set the stage for successful implementation of the study's corridor and catalyst site recommendations. These actions are intended to ensure that the requisite organizational structures, financing mechanisms, and incentive-based and regulatory programs are available and administered to advance infrastructure and other capital projects, which in turn will stimulate private sector capital investment.

Transportation

AT-8 Implement recommendations from the 2018 Transportation Master Plan, including an enhanced protected bike lane along SH 123 southward to IH 35 and an enhanced shared-use path along SH 123 south of IH 35.

PT-5 Implement recommendations and capital improvement projects identified in the 2019 San Marcos Transit Plan.

PT-6 Expand the transit network to provide more frequent service and a better-connected route network.

VT-1 Arrange for agreed upon roadway segments to be transferred to the City of San Marcos through the TxDOT Turnback Program to enable preferred street uses, character, and reconfiguration.

Land Use and Development

LU-1 Update the City's Future Land Use Plan to incorporate proposed land uses associated with the Vision for Future Development.

LU-3 Establish guidelines to regulate streetscape, access management, building orientation and setback, location of off-street parking, and other site features.

LU-11 Develop an incentive-based, shovel-ready sites program.

AT = Mobility: Active Transportation
FF = Fiscal/Financial
LU = Land Use and Development
M = Market
PT = Mobility: Public Transit
VT = Mobility: Vehicular Transportation

Market

M-1 Work with advocacy entities to educate existing property owners and commercial brokers about prevailing market conditions and support for different tenant types and business opportunities.

M-2 Identify vacant parcels in the study area that could potentially be assembled and positioned for private development.

Fiscal/Financial

FF-1 Explore the feasibility of establishing an Economic Development Corporation (EDC) able to acquire, assemble and position properties without being subject to the same limitations as public sector entities.

FF-7 Establish a property acquisition program whereby resources are available to acquire, assemble, and position strategically-located properties in the study area for advancement of developments by private entities that are consistent with the identified development concepts.

FF-8 Publicly finance and maintain early capital investments but monitor market conditions to determine the appropriate timing for a self-funding entity (i.e., Business Improvement District (BID)) to be established and take over these activities.

FF-11 Pursue federal funding programs for predevelopment and development assistance such as Economic Development Administration (EDA) and Community Development Block Grants (CDBG) and loans, Housing and Urban Development (HUD) dollars including HOME and HIP funds for new construction and rehabilitation projects.

Study Parameters and Process

Planning Context

The San Marcos Transportation Corridors Study is a collaborative planning effort between the Capital Area Metropolitan Planning Organization (CAMPO) and the City of San Marcos. It aims to identify and define a preferred development vision and program for a series of key corridors and centers in San Marcos that will support proposed improvements to multi-modal transportation, mobility, accessibility, traffic, safety, economic development, and more to ensure a vibrant and prosperous future for the City of San Marcos.

VISION STATEMENT

The study's multi-modal corridors and mixed-use centers will provide a diverse mix of equitable housing options, unique social and commercial districts, employment opportunities, and an efficient transportation system; resulting in development which balances environmental sustainability with the community's historic character to create a vibrant regional destination and place which people are proud to call home.

TRANSPORTATION CORRIDORS STUDY

The intent of this study is to better align pending regional transportation investments with the land use, development, and community character goals of its members cities, towns, and counties because transportation planning is integral with, and can contribute to, place-making and other municipal objectives focused on quality of life and economic well-being.

The San Marcos Transportation Corridors Study examines the potential local impacts of regional transportation investment within the context of six (6) inter-related planning elements. These elements, identified below, will serve as this study's guiding principles.

Multi-modal   Mixed-use   Environment   Housing   Equity   Economic Development

GOALS

The San Marcos Transportation Corridors Study includes seven (7) study area goals that have been developed in part through stakeholder input and which correspond to the planning framework established by the Transportation Corridors Program. These goals guided subsequent conceptual planning efforts and study area recommendations.

Create a safe, convenient, and connected transportation network that provides complete, walkable, and bikeable neighborhoods with seamless access to the amenities, resources, and services for daily life.

Protect San Marcos' defining natural resources for generations.

Preserve and celebrate San Marcos' rich cultural heritage, historic landmarks, built form, and sense of place for residents and visitors alike.

Encourage new development that is in harmony with the character of the community, is fiscally responsible, and is aligned with future growth expectations.

Support a diversity of affordable and adaptable housing types available to accommodate a range of family sizes and income levels.

Support a healthy community comprised of livable neighborhoods, vibrant economic districts, compatible industrial areas, attractive urban corridors, and appealing open spaces with a balanced mix of land uses.

Generate a balanced and diversified economy that assures desirable local employment opportunities, strengthens the City's tax base, and sustains quality of life.

Study Area

The study area includes transportation corridors and defined centers within the City of San Marcos, and adjacent portions of unincorporated Hays County. As depicted in Map 1, *Regional Context Map,* the study area is almost equidistant between Austin and San Antonio — making it a critical regional transportation crossroads as the metropolitan areas around both principal cities continue to grow into a single urbanized region.

Corridors

Three (3) key transportation Corridors are being studied to identify and prioritize improvements for motorists, pedestrians, bicyclists, and transit users. These improvements also are intended to promote development that creates a sense of place, encourages walkability and resource conservation, and supports sustained economic growth. As illustrated in Map 2, Study Area Map, on the facing page, the study area's study area Corridors include Guadalupe Street | State Highway 123 (SH 123); Hopkins Street | State Highway 80 (SH 80), and a potential North/South Connector.

CAPITAL AREA MPO 6-COUNTY REGION

ALAMO AREA MPO 3-COUNTY REGION

Map 1
Regional Context Map

01 Guadalupe Street | SH 123

- Four lane arterial roadway
- High-traffic volumes
- Extends south from downtown San Marcos toward Guadalupe County
- Links downtown, IH 35, Medical District and neighborhoods

02 Hopkins Street | SH 80

- Four lane arterial roadway.
- High-traffic volumes
- Extends east from downtown San Marcos toward Caldwell County
- Links downtown, City Government Complex, Midtown, IH 35 and areas east of the Blanco River

03 North/South Connector

- Proposed Corridor extending from SH 21/SH 80 intersection in northeast, past Posey Road (southwest)
- Would support regional commerce and local roadway access
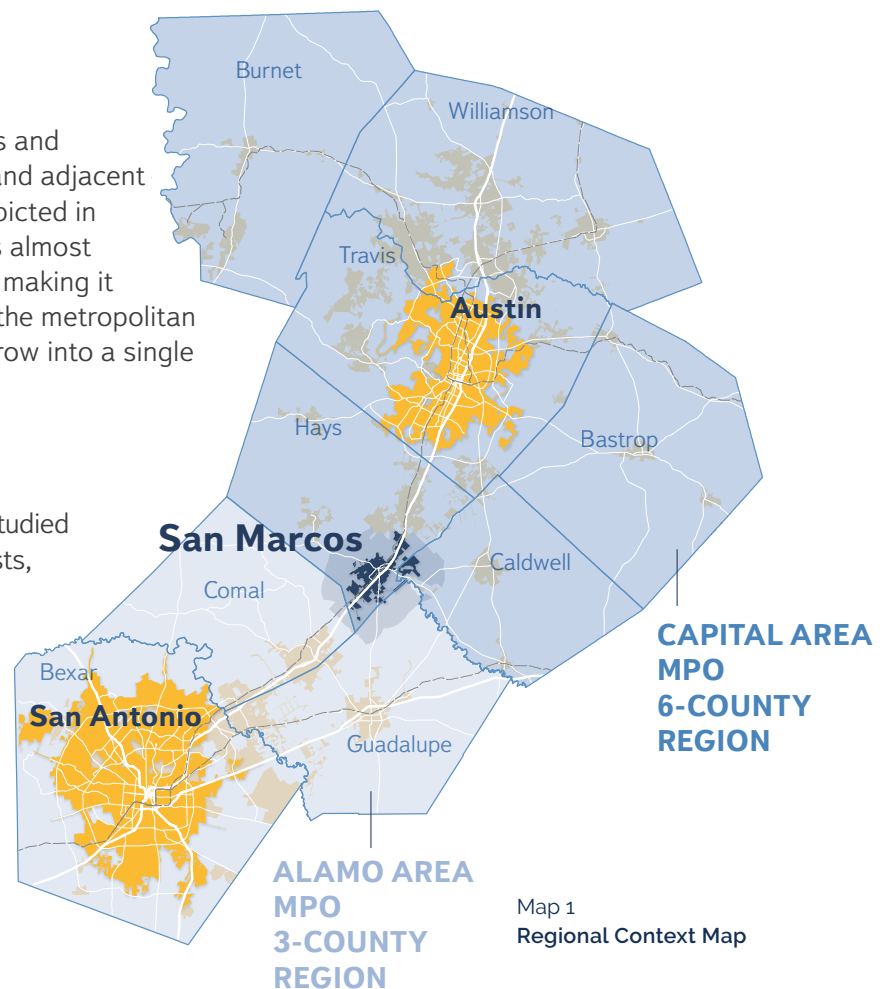
Centers

The study will also consider potential development scenarios for three (3) centers previously identified by the San Marcos Comprehensive Plan as potential locations for mixed-use urban development patterns.

04 City Government Complex

A cluster of government buildings and cultural destinations between downtown San Marcos and IH 35.

05 Downtown

Bounded by Aquarena Springs Drive, River Road, Hopkins Street and railroad tracks to the west. Includes retail and multi-family residential development along Thorpe Lane and several large apartment complexes east of IH 35.

06 Medical Center

An area located within the Medical District east and south of IH 35 in the vicinity of the SH 123 and Wonder World Drive intersection. Includes medical facilities, schools, and a growing number of single-family and multi-family developments.

Map 2
Study Area Map

04 City Government Complex

05 Downtown

02

80

01

North/South Connector

06 Medical Center

123

North/South Connector

03

1978

1/4 Mile 1/2 Mile 3/4 Mile 1 Mile
* Map not to scale

N
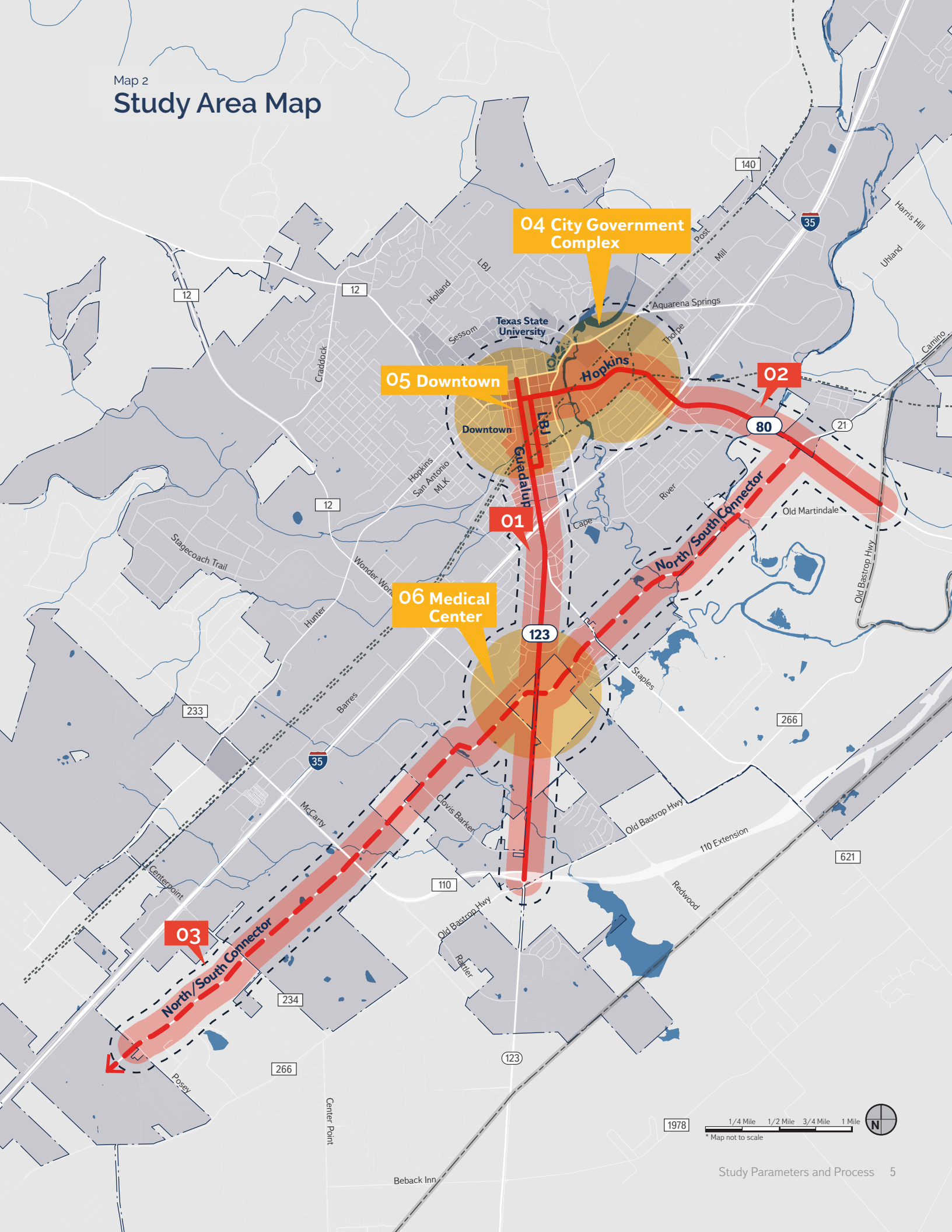
Study Area

ANALYSIS AREAS

The study contains an analysis of relevant data related to demographics, land use, transportation, housing, economy, and other topics to measure current study area conditions (see **Chapter II,** *Existing Conditions Analysis*). Various geographies containing or overlapping the study area were evaluated on a topic-by-topic basis to acquire sufficient data to conduct the analysis.

Hays County and City of San Marcos

The City of San Marcos is the most frequent comparison geography referenced throughout the study with which to measure study area characteristics. Some data analysis also considered the City's extraterritorial jurisdiction. The study area is located completely within Hays County, Texas. Many data sets used in the preparation of this this study were only available at the county-level.

Competitive Market Area

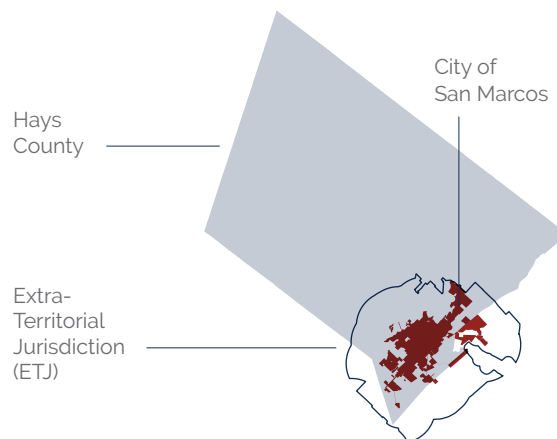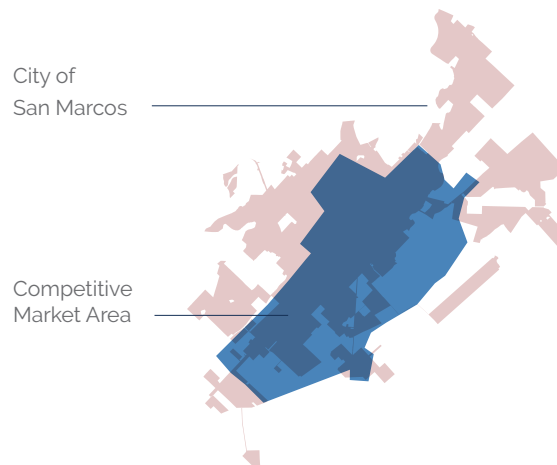The Competitive Market Area (CMA) provides parameters for demographic and other real estate market data that will serve to approximate demand and support for housing within and proximate to the study area. The CMA is roughly defined by Hunter Road and Posey Road to the west and south and Post Road and Blanco River on the north and Old Bastrop Road to the east.

Study Area Neighborhoods

Portions of established neighborhoods located completely or partially within the study area boundaries were identified to evaluate community health measures. The selected area was determined by overlaying neighborhood boundaries generated by the San Marcos Council of Neighborhood Associations (CONA) and census blocks that contain established residential areas. These data sets were used to create a further refined neighborhoods boundary tailored to meet the relevant data and analysis needs of this study.

Miscellaneous

Data from other miscellaneous geographies such as Traffic Analysis Zones (TAZ) and outputs from the Environmental Protection Agency's (EPA) EJScreen tool were reviewed on an as-needed basis.

Hays County

City of San Marcos

Extra-Territorial Jurisdiction (ETJ)

City of San Marcos

Competitive Market Area

Study Area Neighborhoods

Study Area

Catalyst Sites
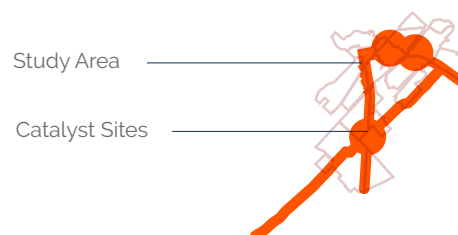
Planning Approach

LOCAL AND REGIONAL PLANNING GUIDANCE

The conceptual development program prepared for study area corridors and centers were informed by the goals, policies, and strategies contained within existing local and regional plans, guidelines and regulations. As necessary, the guidance within these documents were calibrated to generate preferredcorridor and center development scenarios that reflect local context and priorities. In some instances, the location-specific concepts and recommendations differ from and may require amendments to previously adopted policies and regulations.

Local Resources*

Essential City plans, guidelines, and regulatory resources include:

- Vision San Marcos Comprehensive Plan
- San Marcos Transportation Master Plan
- San Marcos Development Code
- San Marcos Design Manual
- San Marcos Five-year Transit Plan

Regional Resources*

Essential regional plans and guidelines include:

- 2040 Regional Transportation Plan
- 2045 Regional Transportation Plan
- 2045 Regional Active Transportation Plan
- 2045 Regional Arterials Concept Inventory
- Regional Arterials Pattern Book

(* List not all-inclusive. Representative only.)

Concurrent Planning Efforts

This Study was also prepared concurrent with ongoing (and overlapping) planning efforts being undertaken by the City of San Marcos, including updates to the downtown design guidelines and comprehensive plan, as well as the preparation of a downtown master plan. The Study's Corridor and Center concept plans augment the City's series of special area plans being prepared throughout San Marcos as part of the City's comprehensive planning initiative.

STUDY COMPONENTS

The San Marcos Transportation Corridors Study contains distinct components.

Existing Conditions Analysis: Analysis of key features of study area Corridors and Centers and other community-wide characteristics that will affect future development and redevelopment potential.

Needs Assessment: Inventory of prominent property, roadway, infrastructure and natural attributes that influences future development in San Marcos.

Preliminary Concepts: Evaluation of alternative land use and development scenarios within study area Corridors and Centers and associated social, economic and environmental impacts.

Catalyst Sites: Development plans for selected catalyst sites within study area Centers to test market feasibility and fiscal impacts.

Implementation Program: Policies, programs, regulations and investments that may be activated by public and private entities to implement final development concepts.

Final Concepts: Refinement of preferred development scenarios based on market and fiscal analysis and public feedback.

Public Outreach

The San Marcos Transportation Corridors Study was shaped by feedback from the public and other key community stakeholders. Public involvement opportunities were incorporated into the study process to provide input on existing conditions, proposed concepts and strategies, and the concepts included in the final report. Public and stakeholder engagement occurred throughout the duration of the study as illustrated below. All public and stakeholder feedback was catalogued in **Appendix A,** *Public and Stakeholder Outreach Summary* which includes associated documents. Key themes identified through public input are highlighted throughout subsequent chapters of this report.

05 2020

Steering Committee Meeting #1

Establishing roles and responsibilities, project vision, goals, and objectives.

06 2020

City Council/ Planning and Zoning Commission Joint Workshop

Spring / Summer 2020

Phase 1
DISCOVER

KO   SC   FG   JW

Project Initiation and Management

Kick-off Meeting

Initial coordination meeting and study area tour with CAMPO and City.

04 2020

Virtual Focus Groups

Listening sessions with focus groups and elected/ appointed officials, and stakeholder interviews.

Spring / Summer 2020

Spring / Summer 2021

Virutal Open House #2

A virtual open house that guided people to different stations including an overview of the study area and its focus areas, with survey questions, and mapping activities.

08 2021

Steering Committee Meeting #3

Summer 2021

Fall / Spring 2022

✳   ✳   Phase 3
RECOMMEND   SC   Phase 4
REPORT

Virutal Design Workshop

Spring 2021

Preliminary Concepts and Plans

Implementation Program and Final Report

Legend

- **KO** Kick-off Meeting
- **SC** Steering Committee Meeting
- **JW** Joint Workshop
- **LS** Listening Session
- **FG** Focus Groups
- **✱** Project Website and Online Survey
- **CC** City Council Presentation
- **PM** Public Meeting
- **AM** Adoption Meeting

Fall 2020 / Spring 2021

Phase 2
EVALUATE

Existing Conditions and Needs Assessment

08 2020

Project Website

Virutal Open House #1

A virtual open house that guided people to different stations including an overview of the study area and its focus areas, with survey questions, and mapping activities.

08 2020

12 2020

Steering Committee Meeting #2

Updated vision, goals, and objectives; preliminary needs assessment assumptions (existing conditions); and catalyst site selection and confirmation.

City Government Complex Workshop

12 2020

2 2021

Focus Area Surveys

06 2021

Steering Committee Meeting #4

Present refined concept plans, draft plan recommendations, and preliminary action plan and prioritization.

City Council Presentation

09 2021

11 2021

Virutal Open House #3

Steering Committee Meeting #5

Present full draft study report.

TBD 2021

Winter 2021

Public Meeting #4

A virtual open house to present conceptual plans, and study recommendations.

Adoption Meetings

Final plan posted online for public review. Present study findings and recommendations for adoption/endorsement to San Marcos Planning and Zoning Commission and City Council .

TBD 2022

II

Existing Conditions Analysis

Analysis Framework

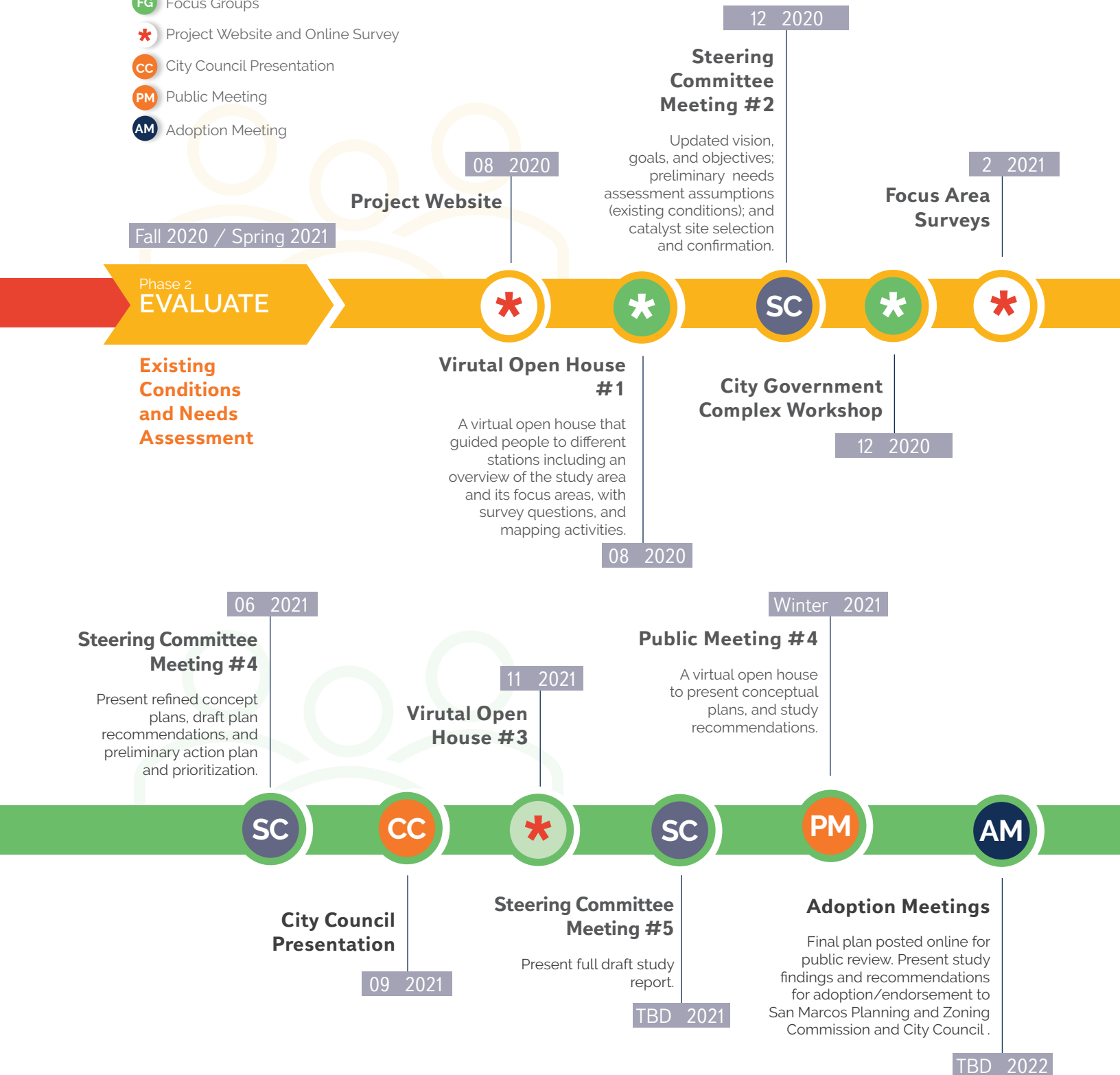The San Marcos Transportation Corridors Study's existing conditions analysis considers key features of the study area's corridors and centers, and other community-wide characteristics, to highlight factors that will affect future development and redevelopment potential. This analysis is not limited to property located within the study area boundaries, as it also includes proximate property that may influence — or be influenced by — future transformation of the study area.
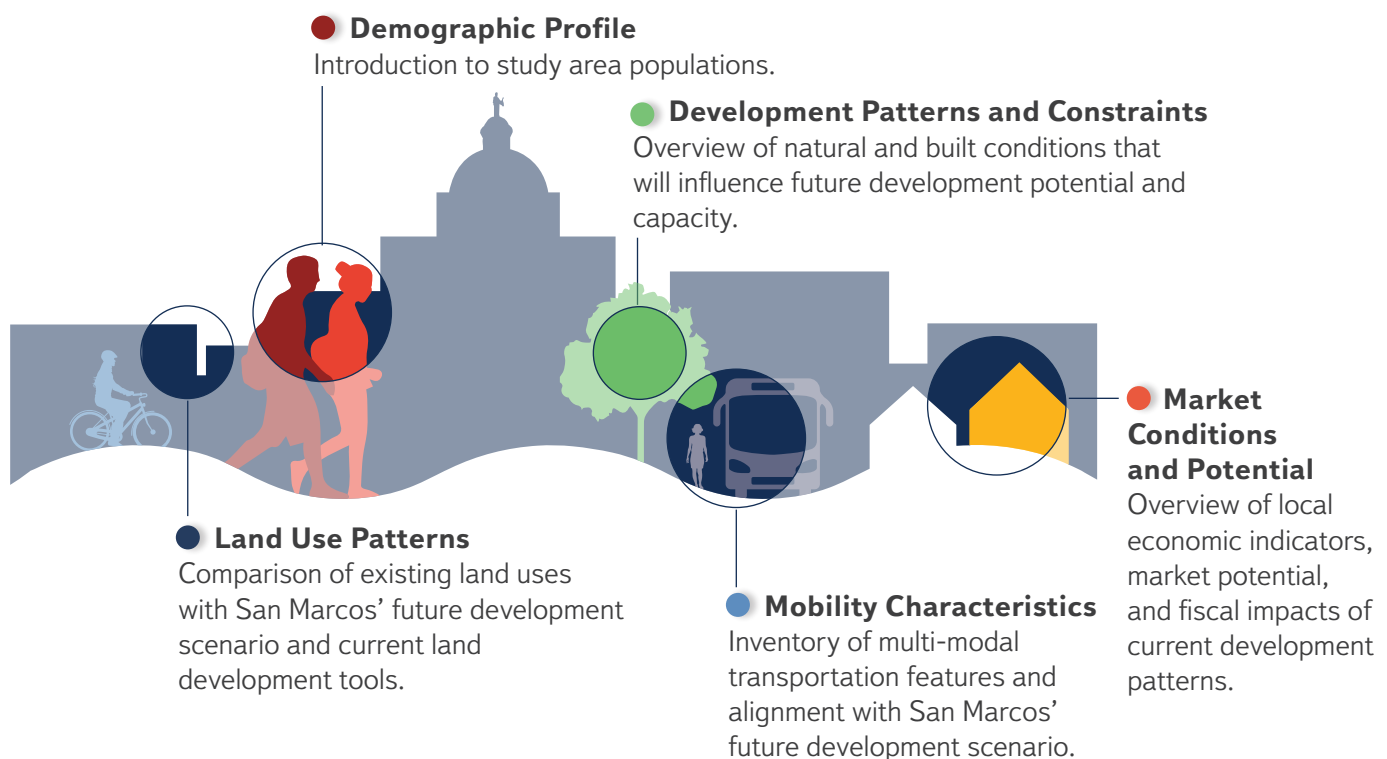
The information contained within this chapter is not an exhaustive inventory of all reference material and data collected and analyzed. Rather, this chapter presents an abbreviated snapshot of study area conditions and assumptions used to inform subsequent conceptual planning efforts. Additional information can be found in **Appendix B, Technical Memoranda.**

Planning Themes

Consistent with the Capital Area Metropolitan Planning Organization's (CAMPO's) Transportation Corridors Program, many of the topics addressed in this existing conditions analysis have been integrated into common themes:

Needs Assessment

Opportunities and challenges that will influence the development and redevelopment of study area corridors and centers are identified beginning on page 48.

Demographic Profile
Introduction to study area populations.

Development Patterns and Constraints
Overview of natural and built conditions that will influence future development potential and capacity.

Land Use Patterns
Comparison of existing land uses with San Marcos' future development scenario and current land development tools.

Mobility Characteristics
Inventory of multi-modal transportation features and alignment with San Marcos' future development scenario.

Market Conditions and Potential
Overview of local economic indicators, market potential, and fiscal impacts of current development patterns.
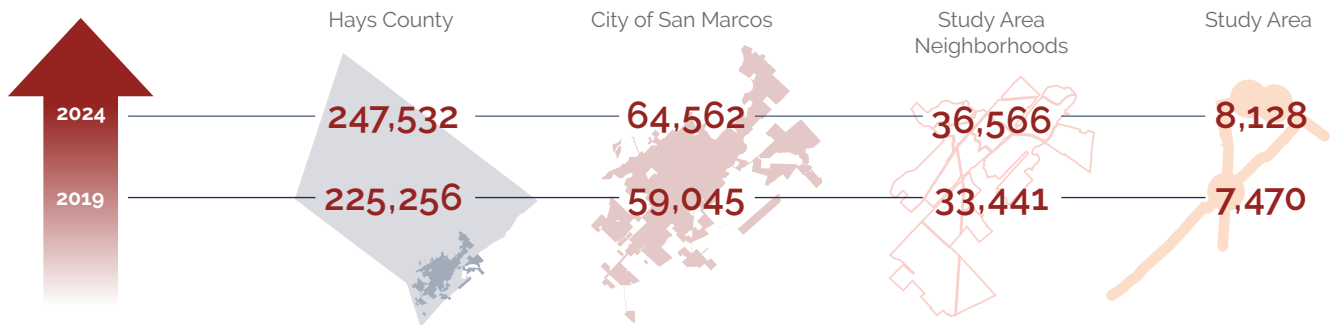
A NOTE ABOUT MAPS:

Maps and associated data presented in Chapter 2 reflect study area boundaries that existed at project initiation. Final study area boundaries were revised following completion of the study needs assessment.
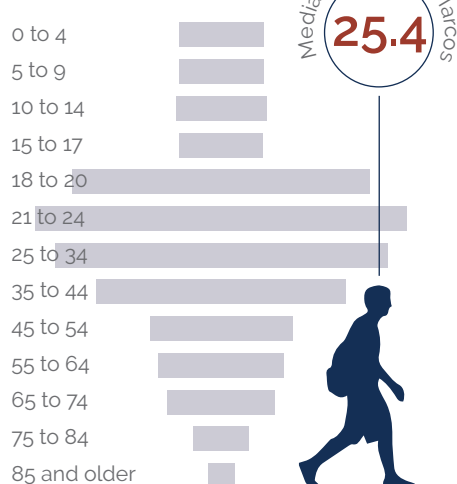
● Demographic Profile

POPULATION* As a gateway city in a high-growth metropolitan region, San Marcos has experienced a population increase of 32 percent between 2010 and 2019 and is estimated to grow at a rate of nine percent between 2019 and 2024 to a population of approximately 64,562. San Marcos' average annual growth rate (3.3 percent) over the next 10 years is expected to be more than twice that of Austin-Round Rock Metropolitan Statistical Area (MSA).

	Hays County	City of San Marcos	Study Area Neighborhoods	Study Area
2024	247,532	64,562	36,566	8,128
2019	225,256	59,045	33,441	7,470

Age Distribution

San Marcos residents are young in comparison to the counties of the MSA with a median age of 25.4 years. One-third of the City's residents are between the ages 18 and 24 while 27 percent are between the ages of 25 and 44. Less than 10 percent of the residents are 65 years or older. The median age for residents in the study area is higher, at 31 years and over, with one-third (34 percent) of the population being between the ages of 25 and 44.
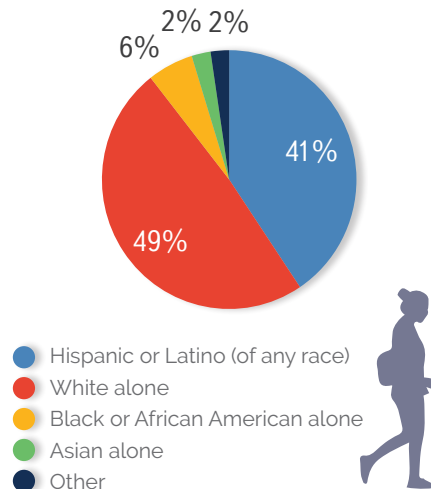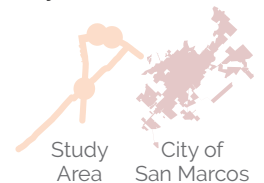
Race and Ethnicity

Similar to the MSA, a plurality of residents in San Marcos are White non-Hispanic (49 percent). The second largest race/ethnicity demographic is Hispanic or Latino, at 41 percent. African Americans comprise less than six (6) percent of the City's residents and the Asian population is roughly two percent. Within the study area, the majority of the population is Hispanic or Latino, at 59 percent.

Education

In San Marcos, 85 percent of the population 25 years and older has a high school degree or higher. Markedly lower than the MSA, only 30 percent have a bachelor's degree or higher. Within the study area, the percentage of persons 25 years and older with a high school degree and a bachelor's degree decreases to 78 percent and 24 percent, respectively.

Age Distribution in San Marcos

Median Age in San Marcos **25.4**

0 to 4
5 to 9
10 to 14
15 to 17
18 to 20
21 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 to 74
75 to 84
85 and older

Race and Ethnicity in San Marcos

- 41% Hispanic or Latino (of any race)
- 49% White alone
- 6% Black or African American alone
- 2% Asian alone
- 2% Other

	Study Area	City of San Marcos
High School Graduate (or GED)	28%	27%
Some College, no degree	22%	23%
Associate's Degree	4%	5%
Bachelor's Degree	17%	18%
Master's Degree	6%	9%
Professional Degree	0%	1%
Doctorate Degree	1%	2%

HOUSEHOLDS*

HOUSEHOLDS* San Marcos demographics are driven by the young and transient student population at Texas State University (TXST). This is reflected in a low median age of residents, higher renter population, a higher number of one- and two-person households, and a significantly lower average household size compared to the MSA and the State.
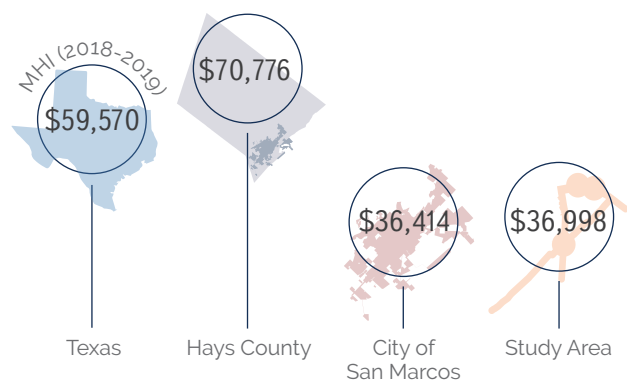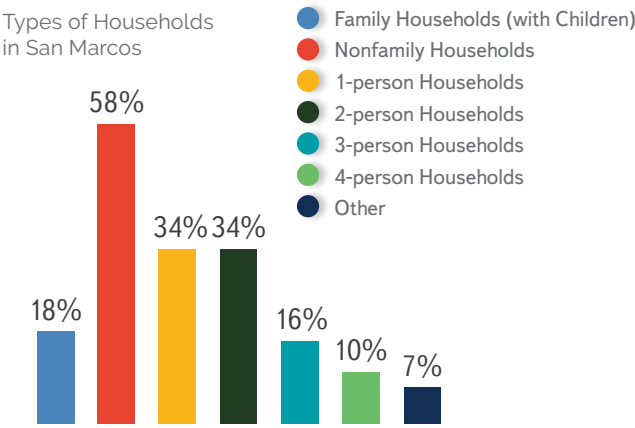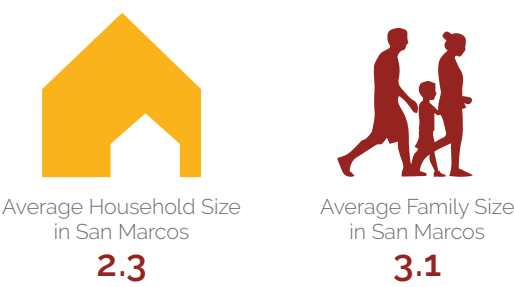
Size

The average household size in San Marcos is 2.3 people. Forty-two percent of households in San Marcos are families (married-couples, other families). Over one-third (34 percent) of City households are comprised of people living alone. In the study area, less than half (46 percent) of households are families, while 39 percent are single-person households. In the City and study area, over half (57 percent) of the family households do not have children.

Income

The median household income (MHI) in the study area and San Marcos — $36,998 and $36,414, respectively — is significantly lower than the median household income for the MSA ($ $78,659), Hays County ($70,776) and Texas ($59,570). In the next five years, the median household income in the study area and the City is projected to increase by approximately 10 percent.

Housing Tenure

Contrary to the MSA, 68 percent of occupied housing units in San Marcos are renter-occupied and 32 percent are owner-occupied — reflecting a large student population.

Average Household Size in San Marcos
2.3

Average Family Size in San Marcos
3.1

Types of Households in San Marcos

- Family Households (with Children)
- Nonfamily Households
- 1-person Households
- 2-person Households
- 3-person Households
- 4-person Households
- Other

18% | 58% | 34% | 34% | 16% | 10% | 7%

MHI (2018-2019)

$59,570 — Texas
$70,776 — Hays County
$36,414 — City of San Marcos
$36,998 — Study Area

IN THE STUDY AREA …

- The population for 2019 was 7,470 people and is expected to grow to 8,128 persons by 2024.
- The median age is 31 years and over one-third of the population is between the ages of 25 and 44.
- The majority of the population is Hispanic or Latino (59 percent).
- 78 percent of the population 25 years and older has a high school degree or higher and 24 percent have a bachelor's degree or higher.
- Fewer than 39 percent are single-person households with families. Over half of households do not have children.
- The median household income is $36,998 and is projected to increase 10 percent in the next five years.

* Primary sources include the U.S. Census Bureau, 2014-2018 American Community Survey 5-year estimates; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages; City of San Marcos, San Marcos Chamber of Commerce; and City of San Marcos Planning and Development Department.

See Technical Memorandum 2.0, Land Use and 6.0, Housing Analysis, (Appendix B) for additional information.

Demographic Profile

STUDY AREA NEIGHBORHOODS*

MHI **$70,776**
Median Age **35.7**
Average HH Size **2.7**

MHI **$36,414**
Median Age **25.4**
Average HH Size **2.3**

MHI **$34,630**
Median Age **23.7**
Average HH Size **2.4**

MHI **$36,998**
Median Age **31.0**
Average HH Size **2.2**

Map 3
Study Area Neighborhoods

Multiple established neighborhoods overlap the study area boundary. As presented in the previous chapter, the neighborhoods defined herein are based on an overlay analysis of neighborhood boundaries generated by the San Marcos Council of Neighborhood Associations (CONA) and census blocks that contain established residential areas and an existing population. The 17 neighborhoods assessed in this report individually exhibit highly variable demographic characteristics, but when combined mimic the characteristics of the city of San Marcos as a whole.
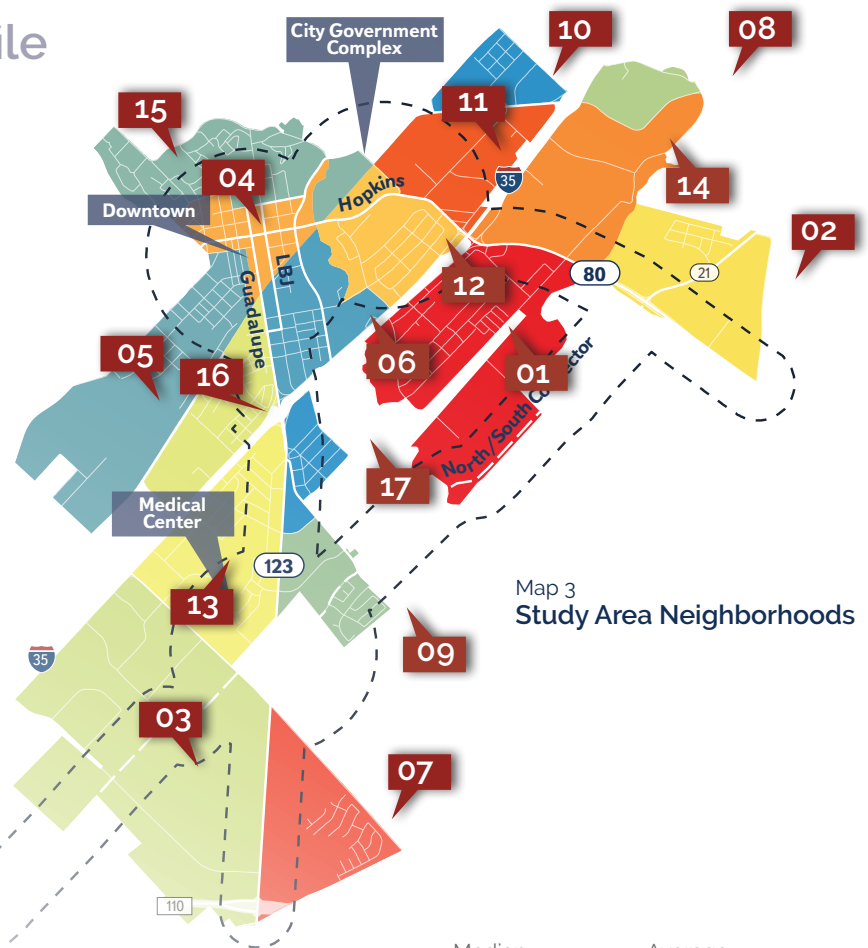
		Median Household Income (MHI)	Median Age	Average Household (HH) Size	Types of Population	
01	Blanco Gardens	$38,044	29.1	2.7	●	✳
02	Blanco River North	$60,865	35.3	2.8	●	
03	Cottonwood Creek	$43,992	24.8	2.7	●	
04	Downtown	$21,228	23.3	1.7		
05	Dunbar	$35,595	30.8	2.4	●	
06	East Guadalupe	$36,410	28.7	2.5	●	
07	El Camino Real	$43,820	24.8	3.2	●	
08	Fairlawn	$29,312	23.0	2.1	●	
09	Hills of Hays	$43,784	24.8	2.9	●	
10	Millview East	$19,476	23.0	2.1	● ■	
11	Millview West	$21,157	26.4	1.6	▲	
12	Rio Vista	$35,702	31.3	2.6	●	✳
13	Sunset Acres/Mockingbird Hills	$42,016	34.7	2.0	●	✳
14	Two Rivers East	$38,897	23.8	2.3		
15	Texas State	$20,166	18.9	5.8	▲	
16	Victory Gardens	$36,822	29.0	2.9		
17	Wallace Addition	$43,334	37.3	3.0	●	

● Neighborhoods with block group populations with minority populations over 50 percent.

■ Neighborhoods with block group median household income below the poverty level.

▲ Neighborhoods with highest percentage of family households in poverty status.

✳ Neighborhoods with the highest percentage of Limited English proficiency populations.

VULNERABILITY ANALYSIS*

Development and redevelopment — by many measures — is viewed through a positive sense of growth and opportunity. Physical change in a community, however, can also create pressures on pre-existing neighborhood populations — whether through a concentration of undesirable land uses, or sustained increases in land values and household costs which forces residents to relocate to more affordable parts of the community. This Study considers how study area transformation may occur in a way that maximizes benefits to existing residents.
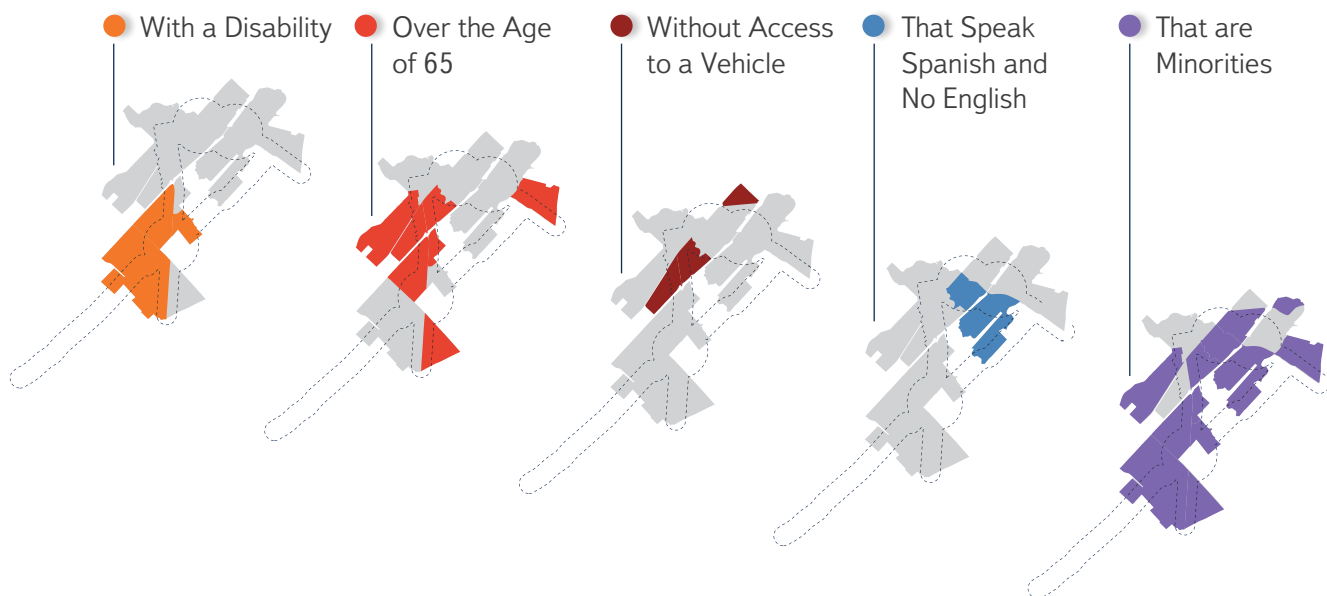
Socially Vulnerable Population

There are several different demographic groups within study area neighborhoods that may be considered a socially vulnerable population. These demographic groups include persons of color, low-income households, persons with disabilities, children, seniors (age 65 years and older), limited English proficiency (LEP) persons, and zero-car households.

Socially vulnerable populations often lack access to resources to prepare for and cope with external stresses. According to the National Association of County and City Health Officials, the presence of socially vulnerable demographic factors,"...may weaken a community's ability to prevent human suffering and financial loss in the event of disaster."[1]

Environmental Justice Population

Environmental justice population is comprised of communities or sub-groups that have a disproportionately high exposure to environmental hazards (air pollution, chemical and toxic exposure, hazardous waste exposure, compromised drinking water quality) and a higher incidence of associated negative health outcomes. Like socially vulnerable populations, demographic attributes, such as disability status, race, age, income, and limited English proficiency, are predictors for environmental justice populations; and help identify at-risk neighborhoods and households which are more susceptible to the negative environmental impacts of growth and development within their communities.

Mapping Vulnerability: Study area Neighborhoods with higher concentrations of vulnerable populations:

● With a Disability   ● Over the Age of 65   ● Without Access to a Vehicle   ● That Speak Spanish and No English   ● That are Minorities

---

* Primary sources of data include U.S. Census Bureau, 2014-2018 American Community Survey 5-year estimates (via ESRI Business Analyst); Robert Wood Johnson Foundation; Environmental Protection Agency (EJScreen); Texas Education Agency; San Marcos Consolidated Independent School District; and, City of San Marcos. See Technical Memorandum 7.0, Community Health, (Appendix B) for additional information.
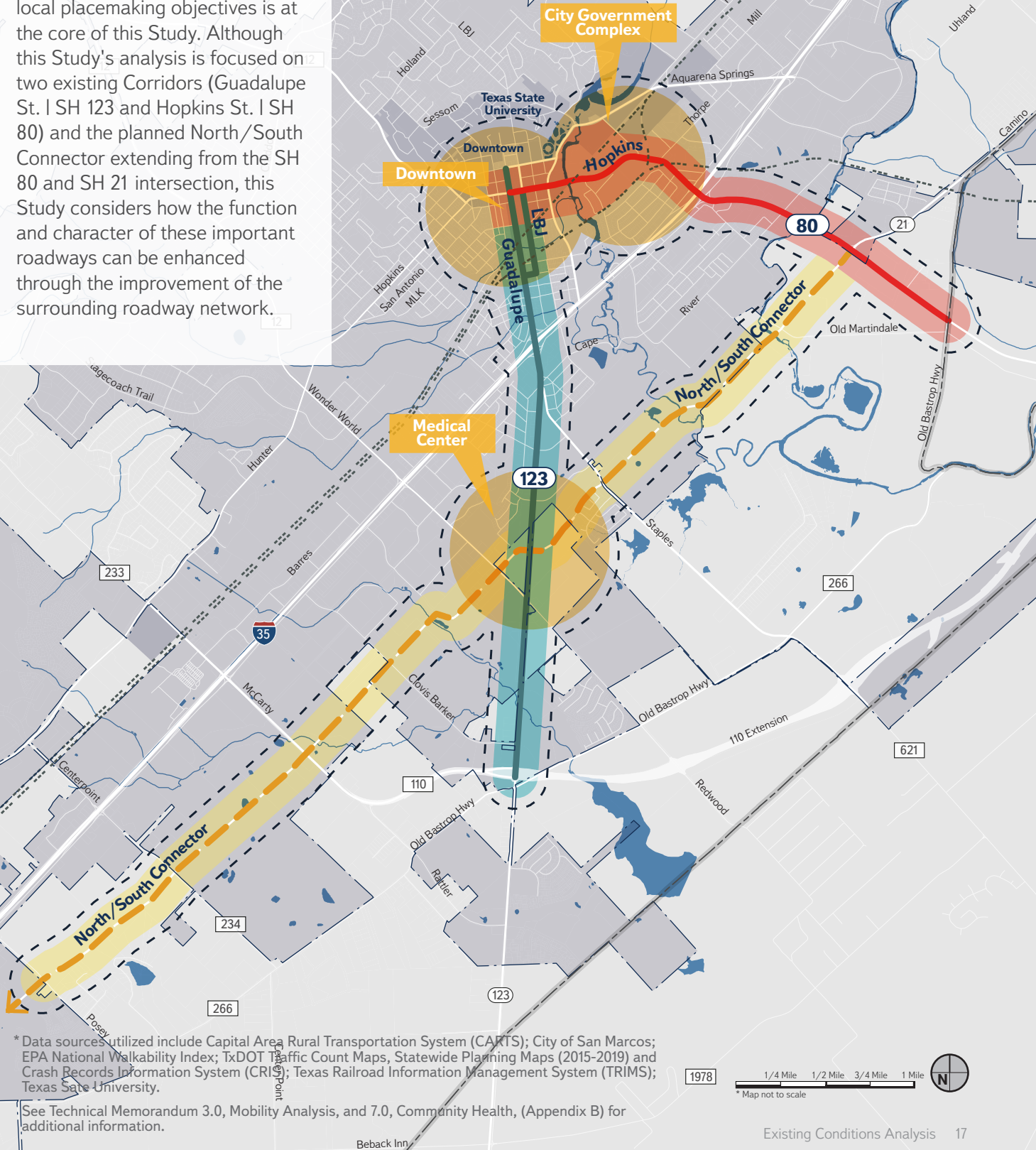
1 "The Social Vulnerability Index." NCCHO Voice, National Association of County and City Health Officials, https://www.naccho.org/blog/articles/the-social-vulnerability-index.
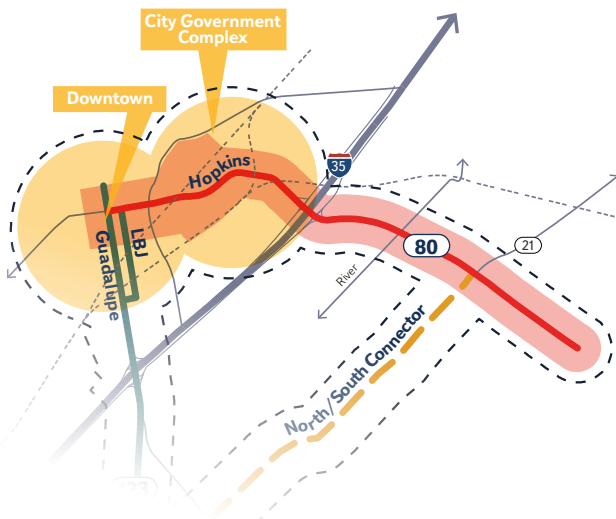
● Mobility Characteristics

Map 4

Primary Study Corridors

Balancing regional mobility with local placemaking objectives is at the core of this Study. Although this Study's analysis is focused on two existing Corridors (Guadalupe St. | SH 123 and Hopkins St. | SH 80) and the planned North/South Connector extending from the SH 80 and SH 21 intersection, this Study considers how the function and character of these important roadways can be enhanced through the improvement of the surrounding roadway network.

City Government Complex

Texas State University

Downtown

Hopkins

Downtown

LBJ

Guadalupe

80

21

Medical Center

North/South Connector

123

North/South Connector

* Data sources utilized include Capital Area Rural Transportation System (CARTS); City of San Marcos; EPA National Walkability Index; TxDOT Traffic Count Maps, Statewide Planning Maps (2015-2019) and Crash Records Information System (CRIS); Texas Railroad Information Management System (TRIMS); Texas State University.

See Technical Memorandum 3.0, Mobility Analysis, and 7.0, Community Health, (Appendix B) for additional information.

1/4 Mile   1/2 Mile   3/4 Mile   1 Mile
* Map not to scale

# Mobility Characteristics

HOPKINS | SH 80 PROFILE*

The Hopkins | SH 80 Corridor is a four lane arterial roadway. Hopkins St. from Guadalupe St. to IH 35 is maintained by TxDOT. From Guadalupe St. to C M Allen Pkwy. the City classifies Hopkins as a *Street* facility and then as a *Boulevard* facility from C M Allen Pkwy. to IH 35. The City's design standards call for raised medians, sidewalks, and protected bicycle facilities.

East from IH 35 to the study area boundary the corridor is designated as SH 80 and is maintained by TxDOT. SH 80 is functionally classified by TxDOT as an *Minor Arterial,* which provides moderate mobility and moderate access.

Roadway Dimensions

The composite cross section below demonstrates the **range** of roadway dimensions found throughout the Hopkins | SH 80 corridor.

ROW width varies: 80'-125'

Pavement Width varies: 48'-64'
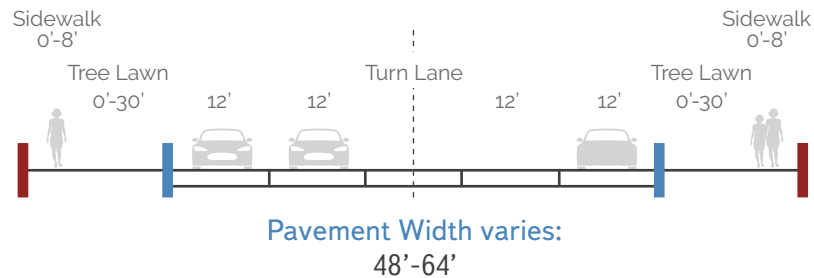
The presence and width of sidewalks along the Hopkins | SH 80 corridor varies. There are sidewalks on both sides of Hopkins St. from Guadalupe St. to IH 35 varying from less than six (6) feet to over eight (8) feet in width. On SH 80 east of IH 35 there is a sidewalk on the westbound side of the road until the Blanco River. There are no pedestrian facilities east of the Blanco River. Bike facilities consist of a shared use path that runs along Hopkins St. from Plaza Park and the San Marcos River, narrows at the Activity Center/Library, and ends at the railroad tracks just after Thorpe Ln.

Speed:

| 35 MPH	–	60 MPH
Downtown		Project Limits

Hopkins | SH 80 posted speed limits:

- 35-40 mph between downtown San Marcos and IH 35,
- 40 mph east of IH 35 until Military Dr., east of SH 21,
- 60 mph East of Military Dr.

Level of Service: C to F

The *2018 Transportation Master Plan* shows Hopkins St. with a vehicular Level of Service of F. From IH 35 to the Blanco River the LOS is an F and a C from Blanco River to Old Bastrop Rd.

Traffic Counts

The 2020 Average Annual Daily Traffic (AADT) on Hopkins Street | SH 80 obtained from TxDOT Traffic Count maps is illustrated to the right.
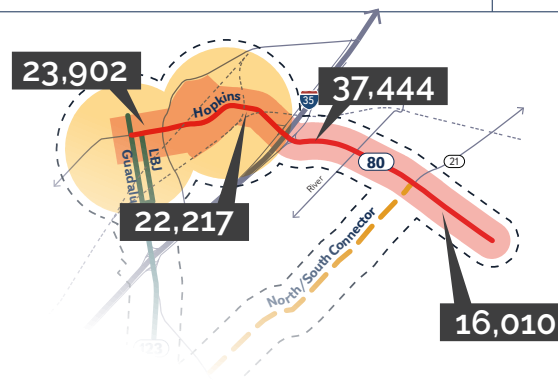

150 crashes in 2019.

Of the 764 total motor vehicle crashes from 2015 to 2019, there were three fatal crashes, and 19 percent suspected serious/non-incapacitating injuries.

*See data sources listed on page 31.

Character

From west to east, the character of the Hopkins | SH 80 corridor transitions from an urban street to a rural highway. A snapshot of corridor character is presented in the images below — progressing from the edge of downtown San Marcos to the eastern extent of the study area. Image 01 demonstrates a downtown urban character with on-street parking and pedestrian facilities within an 80-foot right-of-way. Images 02-05 illustrate a suburban corridor with a right-of-way ranging from 105 to 125 feet in width and primarily designated to accommodate motor vehicle movement. The Corridor becomes more rural in character as it extends to the eastern edge of the study area (Image 06).
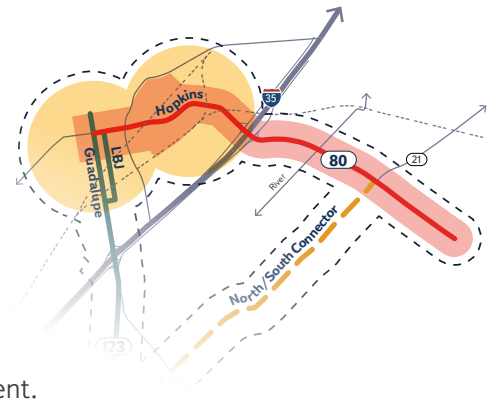
Hopkins St. approaching LBJ Dr.

Hopkins St. and C M Allen Pkwy.

Hopkins St. at City Hall approaching Charles Austin Dr.

Hopkins St. and Sanmar Plaza shopping center.

SH 80 at the entrance to a Walmart supercenter.

SH 80 at off-ramp to Camino Rd./SH 21.

Mobility Characteristics

GUADALUPE | SH 123 PROFILE*

The Guadalupe l SH 123 Corridor is a four lane arterial roadway. Guadalupe St. from Hopkins St. to IH 35 is part of SL 82, maintained by TxDOT. The City of San Marcos classifies Guadalupe St. from Hopkins St. to IH 35 as a *Street* facility. Guadalupe St. and LBJ Dr. form a one-way couplet in downtown San Marcos. Between Pat Garrison St./University Dr. and Grove St., Guadalupe St. is one way south, and LBJ Dr. is one way north.
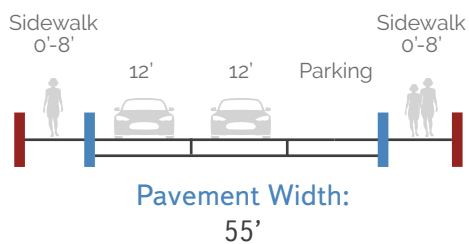
From IH 35 to the southern study area boundary the roadway is designated as SH 123 and it is maintained by TxDOT. SH 123 is functionally classified by TxDOT as a *Principal Arterial*.
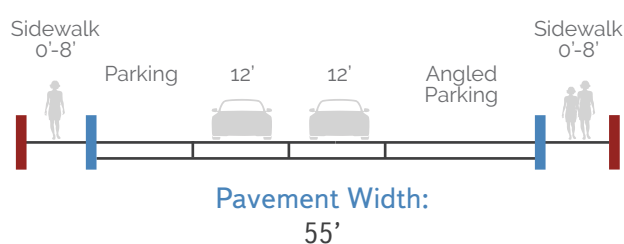
Roadway Dimensions

The cross sections below are diagrammatic and meant to demonstrate the **range** of dimensions within the Guadalupe l SH 123 corridor.
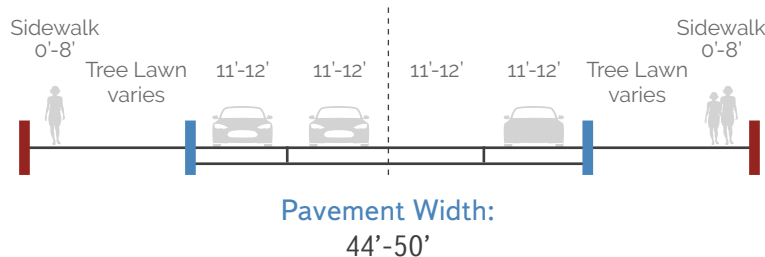
### ROW Width North of IH 35: 60'-80'

Guadalupe Street Southbound

Sidewalk 0'-8'   12'   12'   Parking   Sidewalk 0'-8'

Pavement Width: 55'

LBJ Drive Northbound

Sidewalk 0'-8'   Parking   12'   12'   Angled Parking   Sidewalk 0'-8'

Pavement Width: 55'

ROW Width South of IH 35: 125'-140'

Sidewalk 0'-8'   Tree Lawn varies   11'-12'   11'-12'   11'-12'   11'-12'   Tree Lawn varies   Sidewalk 0'-8'

Pavement Width: 44'-50'

There is not a consistent presence of sidewalks along the Guadalupe l SH 123 corridor. There is a sidewalk on at least one side of the roadway on Guadalupe St. and LBJ Dr. (north of IH 35) ranging in width of less than six (6) feet to eight (8) feet to wider than eight (8) feet downtown. The Guadalupe St. Improvements underway include sidewalk improvements, and adding bike lanes and bike signals. South of IH 35 along SH 123 a sidewalk is available on at least one side of the roadway to the Staples Rd. intersection. After this point, pedestrian facilities are intermittently available as part of the frontage of recent developments and school campuses.

There are a few sections of this corridor that include designated on-street bicycle facilities, specifically LBJ Dr. and a portion of Guadalupe St. and SH 123 on either side of IH 35.

*See data sources listed on page 31.

Speed:

30 MPH – **60 MPH**

Downtown — Project Limits
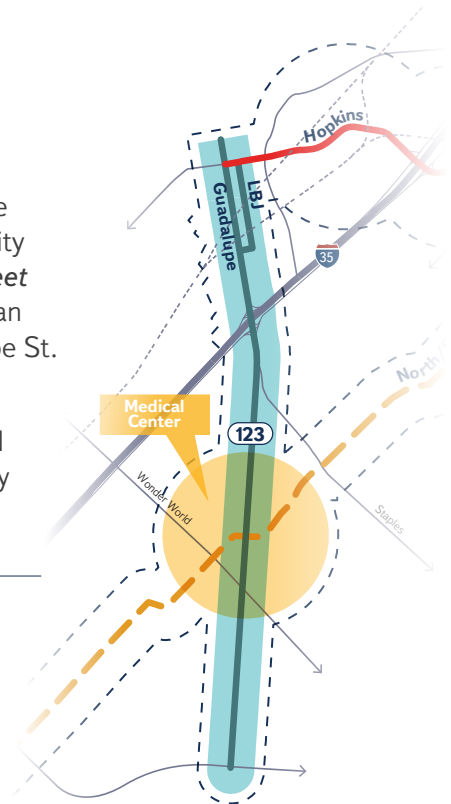
Guadalupe | SH 123 posted speed limits:

- 30 mph from downtown San Marcos along the couplet of Guadalupe St. and LBJ Dr. until Grove St,
- 40 mph south to De Zavala Dr.,
- 55 mph south to Wonder World Dr.,
- 60 mph south to Old Bastrop Rd.

Level of Service: **A** to **F**

The *2018 Transportation Master Plan* shows the couplet portion of the corridor, Guadalupe St. and LBJ Dr., with a vehicular Level of Service of A. Guadalupe St. from Grove St. to IH 35 is F. SH 123 from IH 35 to Staples Rd. ranges from C to E while the remainder of SH 123 to Old Bastrop Rd. is A.

125 crashes in 2019

Of the 543 total crashes from 2015 to 2019 involving a motor vehicle, there was one fatal crash and 21 percent of all crashes included a suspected serious/non-incapacitating injuries.

Traffic Counts

The 2020 Average Annual Daily Traffic (AADT) obtained from TxDOT Traffic Count maps for Guadalupe | SH 123 are listed in the diagram below.

9,518
12,884
16,379
27,924
17,743
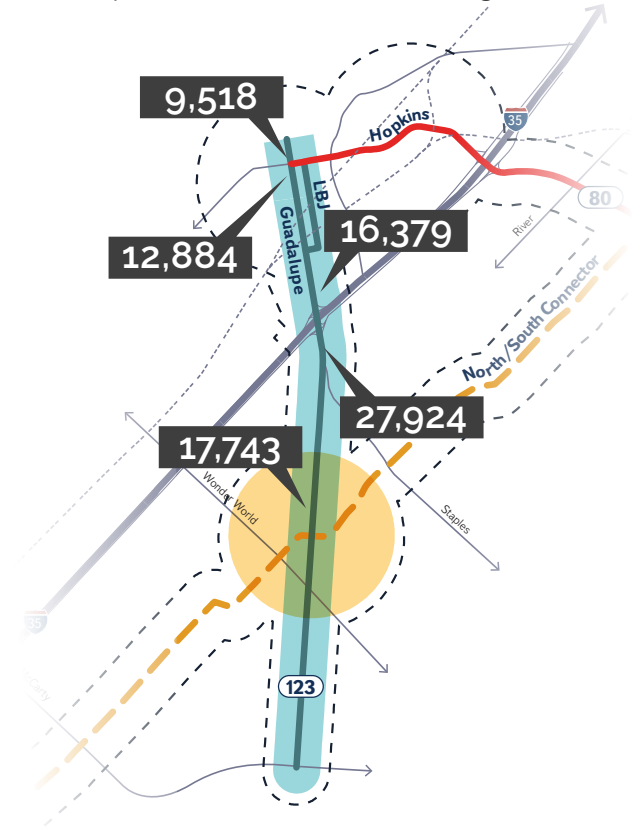
Guadalupe St. at Knox St. looking north towards downtown and TXST.

Mobility Characteristics

Character

The character of the Guadalupe I SH 123 corridor is similar to the Hopkins I SH 80 corridor in that it transitions from an urban street to a rural highway. The representative images below illustrate the varying nature of the corridor as one moves along Guadalupe I SH 123 from downtown San Marcos to the south. Image 01 illustrates the urban character of Guadalupe St. in downtown. Images 02-04 show the transition from downtown to a typical suburban commercial corridor. Image 05 shows the suburban character of SH 123 south of IH 35 while Image 06 towards Old Bastrop Road illustrates rural, wide open countryside and low development density (although development activity has recently increased).
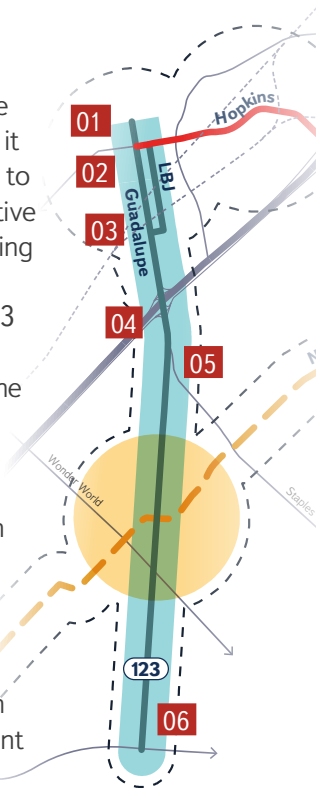
Guadalupe St. at Cheatham St.

Guadalupe St. approaching IH 35.

Guadalupe St. approaching San Antonio St..

SH 123 at Ebony St.

Guadalupe St. between San Antonio St. and MLK Dr.

SH 123 at FM 110.

NORTH/SOUTH CONNECTOR PROFILE

As part of the scope of services, the Study team was tasked with investigating the feasibility of a new north-south corridor within the study area.

An appropriate location for a new corridor would be a roadway extending from the SH 80 and SH 21 intersection, as was recommended in the 2018 Transportation Master Plan. As part of this Study, the dashed orange line in the diagram to the right illustrates a general alignment of a North/South Connector. As proposed by the Transportation Master Plan, a roadway would extend from the SH 80 and SH 21 intersection southwest across the San Marcos River and connect with Crystal River Parkway, just north of the Hills of Hays development. This proposed alignment would provide relief of the north-south movement through San Marcos that is currently occurring along the IH 35 system near downtown San Marcos.

Airport Highway | SH 21 at SH 80 looking southwest at the proposed North/South Connector.
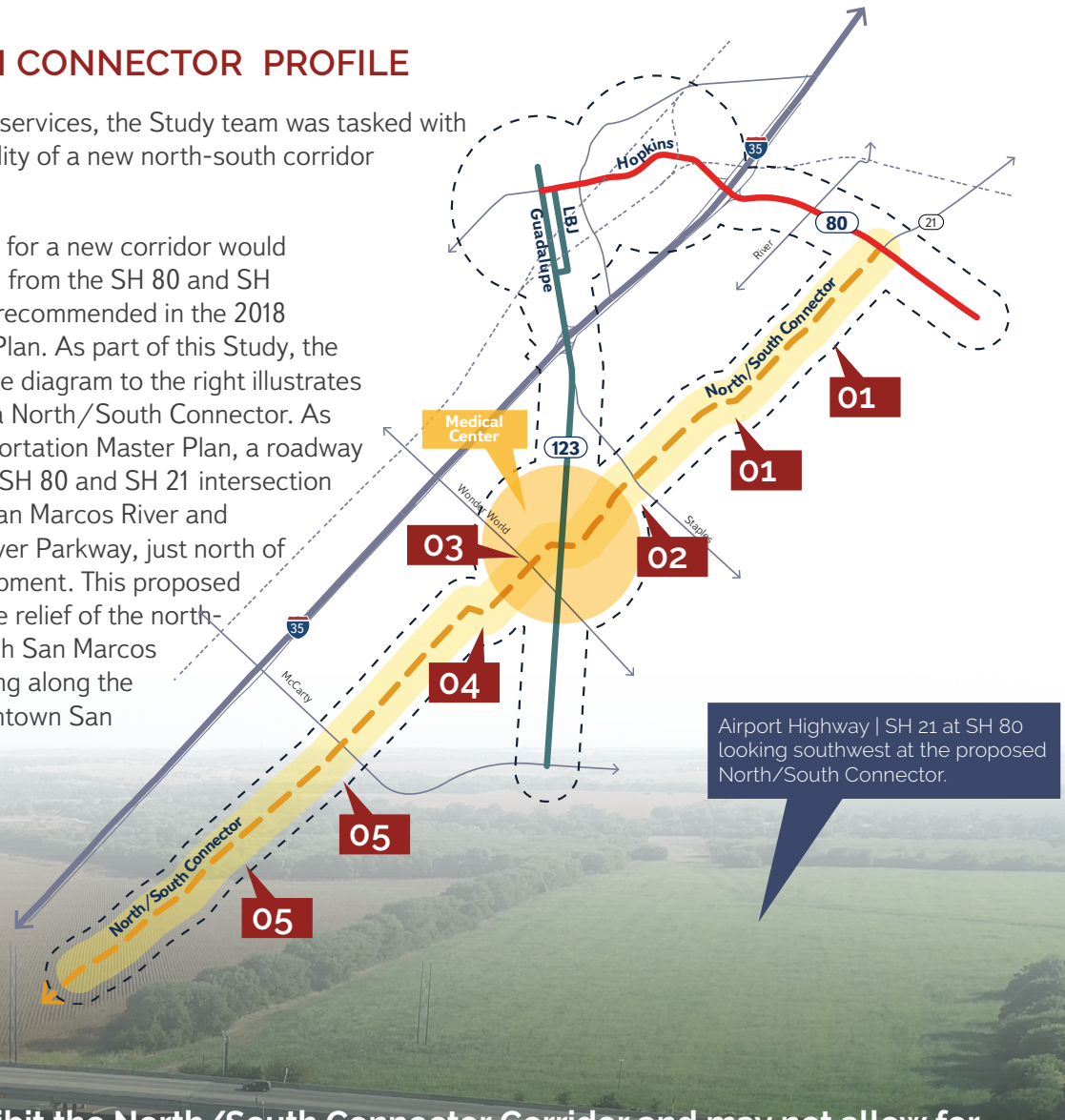
Factors that inhibit the North/South Connector Corridor and may not allow for the current alignment of the Corridor without significant impacts include:

01 Blanco River and San Marcos River Floodplains. Potential environmental impacts exist for the Corridor between SH 123 and SH 80. The North/South Connector Corridor is located in the Blanco River Floodplain and San Marcos River Corridor zone.

02 Hills of Hay. Conceptual alignment would create a barrier between neighborhoods and adjacent schools.

03 Wonder World Drive Intersection. New grade-separated intersection complicates the potential corridor alignment at SH 123 and Wonder World Drive.

04 Medical Center. Recently permitted development is in the path of the conceptual corridor alignment.

05 New Development. As the proposed alignment extends further south, parallel with IH 35, there are various new developments (in the construction, permitting, or pre-development phase) that need to be accounted for. New development includes single-family and multi-family developments and business parks (refer to Map 9, 2020 Development Map on page 39).

Mobility Characteristics

ROADWAY AND TRAFFIC CONDITIONS*

An analysis of roadway and traffic conditions within study area corridors and the intersecting roadway network reveals key themes about current network safety, efficiency and utility. A summary of key roadway and traffic conditions is listed below and identified on the map on the facing page.

Congestion and Connectivity

01 The areas of highest traffic congestion during morning and evening peak hours between 2015 and 2019 are the intersections of SH 80 and SH 123 with IH 35 Frontage Roads.

02 Other notable areas of traffic congestion include Hopkins St.where it intersects with LBJ and Guadalupe St. The overall congestion is low during AM peak and high during PM peak hour.

03 The *San Marcos Thoroughfare Plan* proposes a concentration of new major roadway connections within the Medical Center and East Village growth areas.

Areas of Safety Concerns

04 **Vehicular Crashes**

- Guadalupe | SH 123: Between 2015 and 2019, there were a total of 543 crashes along the SH 123 corridor. Areas of high crash density are identified on the facing page.
- Hopkins | SH 80: From 2015 to 2019, a total of 764 crashes occurred along the SH 80 corridor. Areas of high crash density are identified on the facing page.

05 **Pedestrian and Bicycle Crashes:** In these five years, there were a total of 41 pedestrian and 16 bicycle crashes along the study area Corridors. Thirty-eight of these crashes occurred in the CBD area, eight (8) occurred on SH 123 and 10 occurred on SH 80.

Key Intersections

06 Data compiled for the Study suggests that — in addition to traffic congestion at IH 35 frontage roads — traffic efficiency could be greatly improved with enhancements at intersections:

- Guadalupe St. and Hopkins St.,
- SH 123 and SH 80 and IH 35 Frontage Roads,
- SH 80 and SH 21,
- SH 123 and Wonder World Dr., and
- SH 123 and FM 110.

07 Grade separated intersection improvements within both Corridors, at SH 21 and SH 80, and Wonder World Dr. and Old Bastrop Rd. l FM 110, greatly improve traffic flow but inhibit potential efforts to develop context sensitive multi-modal corridors, and potential thoroughfare alignments.

Railroads

08 **Guadalupe | SH 123:** Four (4) at-grade rail crossings are located on Guadalupe St.and LBJ Dr. between Martin Luther King Dr. and Grove St. As per TRIMS the average daily traffic (ADT) at these railroad crossings is higher than 10,000 vehicles.

09 **Hopkins | SH 80:** Three (3) crossings are on Hopkins St. between CM Allen Pkwy. and IH 35. As per the **Texas Railroad Information Management System (TRIMS)** the average daily traffic (ADT) at these railroad crossings is higher than 10,000 vehicles.

Access Management

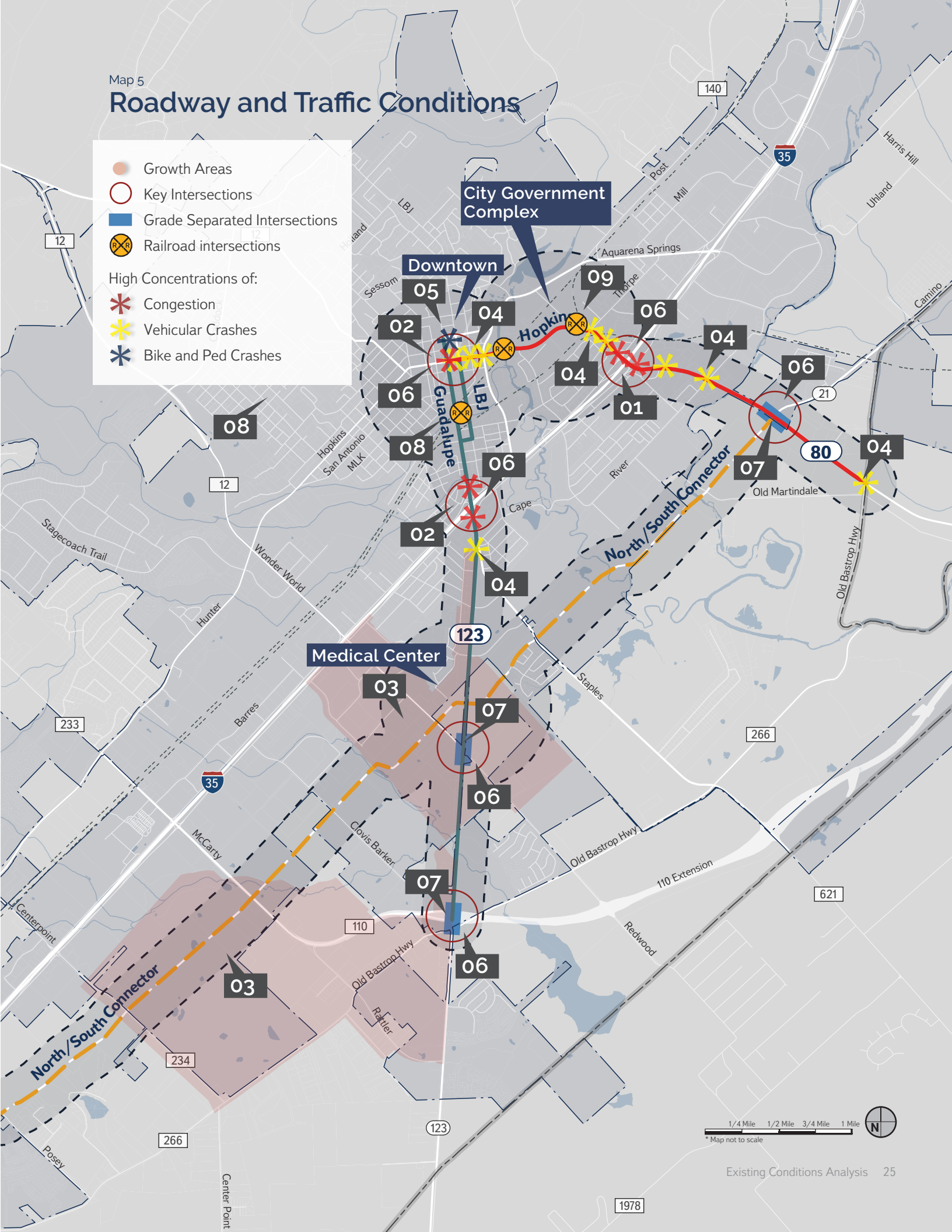Existing access management issues in the study area include:

- Driveway density along some downtown Corridor segments inhibits comfortable pedestrian movement.
- Continuous center turn lanes on portions of study area corridors, combined with multiple access points, high crash rates, and elevated AADT levels, can create unsafe conditions and inhibit traffic flow.
- The City of San Marcos is developing two parking benefit districts — the Downtown Benefit District and the River Benefit District — to provide funds to support on-street parking. While intended to accommodate the development needs of downtown, on-street parking is a key traffic calming feature of urban streets.

Map 5

Roadway and Traffic Conditions

Legend:
- Growth Areas
- Key Intersections
- Grade Separated Intersections
- Railroad intersections

High Concentrations of:
- Congestion
- Vehicular Crashes
- Bike and Ped Crashes

City Government Complex

Downtown

Medical Center

North/South Connector

05
04
09
02
06
06
04
04
08
01
06
08
06
02
04
07
03
07
06
07
03
07
06

140
35
12
12
233
35
266
110
234
266
123
80
21

Aquarena Springs
Hopkins
Guadalupe
LBJ
Sessom
San Antonio
MLK
Hopkins
Cape
River
Staples
Thorpe
Post
Mill
Camino
Uhland
Harris Hill
Old Bastrop Hwy
Old Martindale
Stagecoach Trail
Hunter
Wonder World
Barres
McCarty
Clovis Barker
Centerpoint
Old Bastrop Hwy
Redwood
110 Extension
Rattler
Posey
Center Point
1978
621

1/4 Mile   1/2 Mile   3/4 Mile   1 Mile
* Map not to scale
N

Mobility Characteristics

ACCESSIBLE MOBILITY NETWORK*

Providing multiple ways to connect to places within a city improves the health and quality of life of that community. Residents living in communities where resources such as parks, trails, grocery stores, schools and transit stops are accessible and in proximity to their homes have the options available to live healthier lives. Multi-modal transportation networks that provide access to all residents typically include accessible pathways and bikeways to key community destinations within a 1/4 mile walkshed.

Bicycle and Pedestrian Facilities

Guadalupe Street | SH 123: Continuous sidewalks are available along Guadalupe St. between Hopkins St. and IH 35 interchange except for the block between San Antonio St. and MLK Dr. South of the Hays Rd./Staples Rd. intersection, sidewalk segments become more intermittent.

Hopkins | SH 80: There are accessible sidewalks along SH 80 from the downtown area to the IH 35 interchange. East of the frontage road intersections, sidewalks are intermittent or nonexistent.
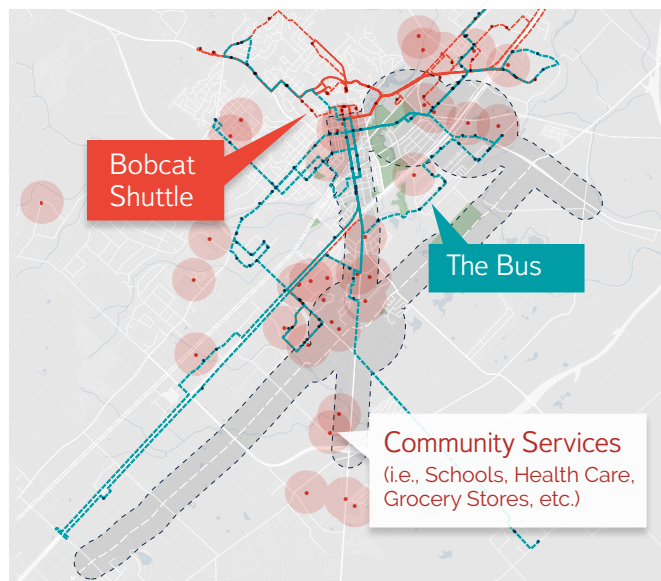
Bicycles: Shared use paths are centered around the downtown and San Marcos River areas. New on-street bicycle infrastructure has been added to portions of Guadalupe St. and LBJ Dr.

Transit Access

In the study area, there are two distinct, independent transit systems. Intersystem transfer is possible at various points across the study area, but only at roadside bus stop locations.

The Bus: The Bus is run jointly by the Capital Area Rural Transportation System (CARTS) and the City of San Marcos. The Bus links community activity centers and neighborhoods. Within the study area, a large percentage of residential and commercial properties are located within a one-mile radius of a transit stop. Frequency is low with routes running on either 30 minute or one-hour intervals — and only on weekdays.

Bobcat Shuttle: Operated by TXST, the Bobcat Shuttle is a higher volume, lower coverage transit system focused on moving students to and around the TXST campus core. Route frequency is very high with some routes running on 10 minutes intervals.

Pedestrian Facilities

Bike Facilities

Community Services
(i.e., Schools, Health Care, Grocery Stores, etc.)

Bobcat Shuttle

The Bus

Community Services
(i.e., Schools, Health Care, Grocery Stores, etc.)

---

* Data sources utilized include Capital Area Rural Transportation System (CARTS); City of San Marcos; EPA National Walkability Index; TxDOT Traffic Count Maps, Statewide Planning Maps (2015-2019) and Crash Records Information System (CRIS); Texas Railroad Information Management System (TRIMS); Texas Sate University.

See Technical Memorandum 3.0, Mobility Analysis, and 7.0, Community Health, (Appendix B) for additional information.

ROADWAY DESIGN

Complete Streets

Although San Marcos' *Transportation Master Plan* respects the functional hierarchy of street classifications and aligns with the CAMPO *Regional Transportation Plan,* it is distinct in that it categorizes thoroughfares by seven (7) enhanced facility types (e.g., boulevards, avenues, etc.) intended to promote context sensitive roadway design and Complete Streets principles.

Chapter 3 (Subdivisions) of the *San Marcos Development Code* establishes design requirements for new streets that adhere to the City's preferred development scenario and — where applicable — supports the design objectives of the City's Character [Zoning] Districts. The development code also provides the method by which the City's context sensitive roadway types can be applied to existing streets.

Street Design Manual

The Study's Corridor and Center concepts are also informed by the *San Marcos Design Manual, Appendix B (Street Design Manual)*. This guide is comprised of five sections:

• Article 1: Parklets
• Article 2: Sidewalk Cafes
• Article 3: Neighborhood Gateway Features
• Article 4: Existing Streets
• Article 5: Midtown Streetscape

Article 1: Parklets

Parklets are temporary, ad-hoc streetscape enhancements that can incorporate seating, plantings, bike parking, and art. Parklets can be a tactical and economical solution to the need for increased public open space.

Article 2: Sidewalk Cafes

Sidewalk cafes and restaurant seating encourage economic development and activate the space in the public right-of-way. Guidelines have been established to balance safety, aesthetics, accessibility, and commercial prosperity.
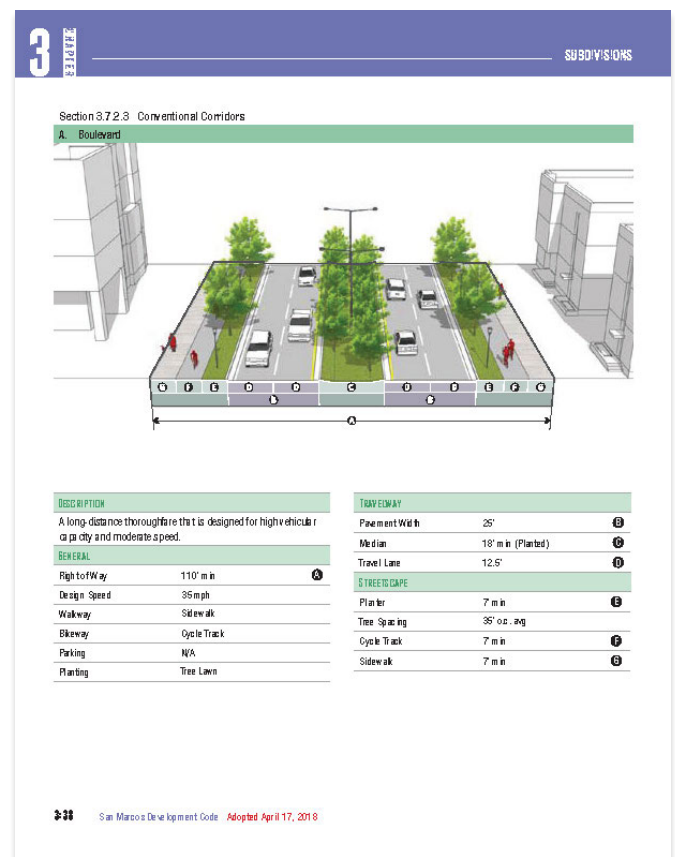
Street design standards in the *San Marcos Development Code* and *San Marcos Design Manual* have influenced Study concepts.

Article 3: Neighborhood Gateway Features

This section establishes guidelines for architecture, materials, landscaping, and lighting of neighborhood gateway features to provide access to both pedestrians and vehicles.

Article 4: Existing Streets

This section provides guidance on how ideal street cross-sections — which are typically applied to new streets — can be calibrated to fit constrained conditions which exist on existing thoroughfares.

Article 5: Midtown Streetscape

This section contains street cross-sections for the Midtown area. The cross-sections identify right-of-way, speed, walkway, bikeway, parking, planting, travel way details, and streetscape details like cycle tracks, planters, and sidewalks.

● Land Use Patterns

EXISTING LAND USE*

A diverse range of land use types can be found throughout the study area. These dispersed land uses greatly influence study area development and redevelopment potential. The level of improvements on any given piece of property tangibly influences property value — and by extension redevelopment cost. Pre-existing land use patterns also create a public expectation of what may or may not be possible on a parcel — regardless of whether such expectations are supported by development regulations or long-range planning documents.

This Study weighs existing land use conditions when considering potential conceptual development scenarios. Study area land use patterns reveal several common themes.

Rural and Undeveloped Land including River and Floodplain

`01` Rural and undeveloped land uses account for just over 50 percent of study area and are primarily found in the North/South Connector Corridor area and in the SH 123 and SH 80 Corridors south and southeast of the North/South Connector Corridor. These properties are primarily defined by large parcels of agricultural land and large estate residential.

Master-Planned Communities

`02` New master-planned communities are planned or underway in San Marcos. An example is the Trace development at the very western edge of the study area off Posey Rd.

`03` In addition to the Trace development, significant activity continues within the Cottonwood Creek development — representing the highest concentration of new construction building permits in San Marcos from 2014-2020.

Multi-family and Student Housing

`04` A new 352-unit Low Income Housing Tax Credit (LIHTC) property called Mission Trails at El Camino Real is part of increasingly rapid residential development activity within the southern edge of the study area.

`05` A large portion of new or planned multi-family units are geared to university students. Cheatham Street Flats (completed in 2020) is a new mixed-use student apartment building with 5,500 square feet of ground floor retail.

`06` Some recent multi-family development marketed for university students is occurring in areas not optimally convenient to campus. McCarty Commons on McCarty Ln. was completed in 2020.

`07` A new mixed-use building (student apartments) — Aspire San Marcos — opened in 2020 in the Central Business District. It is 13 floors with an 18,000-square foot Target store on the ground floor.

Commercial Uses

`08` Concentrations of general commercial developments are most prominent along frontage roads at the IH 35 interchanges. Commercial uses at the Guadalupe St./SH 123 and IH 35 interchange have been recently updated.

`09` The Midtown Center at the Hopkins St./SH 80 and IH 35 interchange includes the older shopping center, Sanmar Plaza, which has strip retail design with an expansive parking lot.

`10` Amazon Fulfillment is one of the top two employers in San Marcos. Notable business development in this same area includes the Urban Mining Co., a manufacturer of rare earth magnets, and housed within a new 130,000-square foot facility.
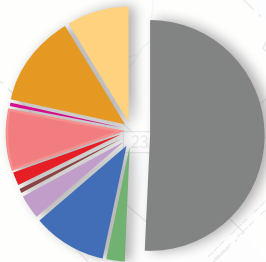
Public / Institutional Land

`11` The hospital and growing number of medical offices along Wonder World Dr. has increased the need for a coherent development plan for the Medical Center growth area.

`12` The City Government Complex is home to multiple municipal services including City Hall, San Marcos Public Library, Recreation Center, and parkland. This downtown gateway is in the San Marcos River Corridor (SMRC) which has a maximum impervious cover of 30 percent.
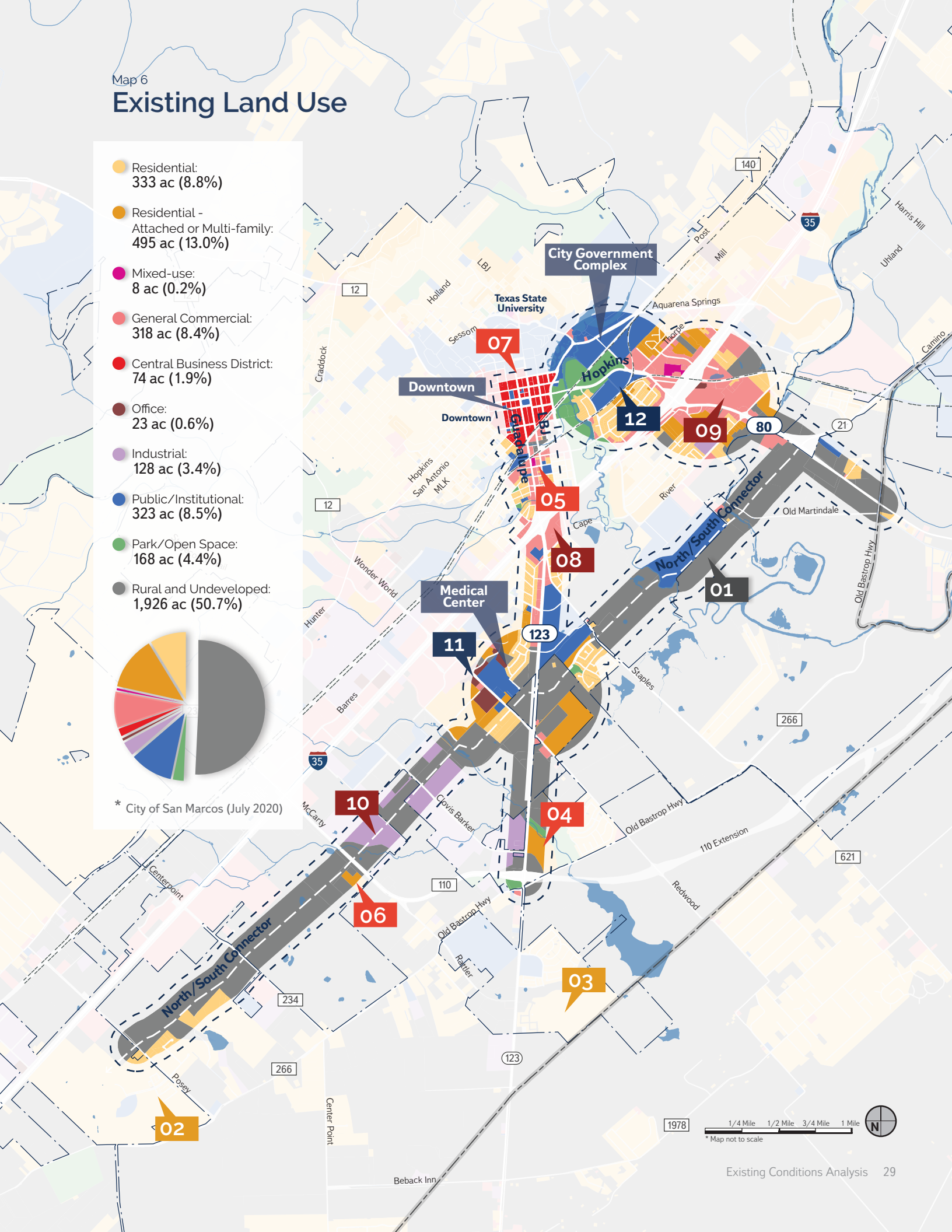
* All data: City of San Marcos (July 2020). See Technical Memorandum 2.0, Land Use, (Appendix B) for additional information.

Map 6

Existing Land Use

Legend

- **Residential:** 333 ac (8.8%)
- **Residential - Attached or Multi-family:** 495 ac (13.0%)
- **Mixed-use:** 8 ac (0.2%)
- **General Commercial:** 318 ac (8.4%)
- **Central Business District:** 74 ac (1.9%)
- **Office:** 23 ac (0.6%)
- **Industrial:** 128 ac (3.4%)
- **Public/Institutional:** 323 ac (8.5%)
- **Park/Open Space:** 168 ac (4.4%)
- **Rural and Undeveloped:** 1,926 ac (50.7%)

* City of San Marcos (July 2020)

City Government Complex

Texas State University

Downtown

Downtown

Medical Center

North/South Connector

North/South Connector

07 12 09 80 05 08 01 11 123 10 04 06 03 02

Land Use Patterns

FUTURE DEVELOPMENT PROGRAM

San Marcos' preferred future development scenario is a product of overlapping and inter-related planning initiatives commissioned by the City over the last several years. Although supported by substantial documentation, the preferred scenario is succinctly represented by two principal exhibits:

Preferred Scenario Map
(*Vision San Marcos*)

Most recently updated in April 2018 in conjunction with the *San Marcos Development Code*, the *Preferred Scenario Map* identifies and distinguishes between Areas of Stability, Growth Areas, and corresponding Land Use Corridors. Elements of the *Preferred Scenario Map* are explained in more detail within *Vision San Marcos* and the *San Marcos Design Manual.*

Thoroughfare Plan
(*San Marcos Transportation Master Plan*)

An element of the *San Marcos Transportation Master Plan,* San Marcos' *Thoroughfare Plan* map respects the functional hierarchy of street classifications and aligns with the CAMPO *Regional Transportation Plan*. It is distinct in that it categorizes thoroughfares by seven enhanced facility types (i.e., boulevards, avenues, etc.) intended to promote context-sensitive roadway design and embraces Complete Streets principles.

Preferred Scenario Map Features (2018)

Land Use Corridors. Roadway designations that link preferred land use and development scenarios to street types contained within the *San Marcos Development Code*. Corresponding street types employ design elements that generate new roadways that complement and promote the character and function of surrounding development.

Areas of Stability. Areas that will generally maintain their existing character including established neighborhoods, and undeveloped or agricultural land. Still may be subject to change. Changes — whether new developments, zoning requests, or public improvements — should be carefully planned and implemented so that the character of the area remains.

Growth Areas. Areas within which change will be promoted through new development or redevelopment. Loosely defined by varying land use types and development intensities, each growth area is intended to be designed to have its own distinct character and inter-related features that foster a shared sense of community.

2020 COMPREHENSIVE PLAN REWRITE

The San Marcos Transportation Corridors Study has been prepared concurrent with the City's *2020 Comprehensive Plan Rewrite*. The plan update will include a series of center, corridor, and neighborhood plans which will be similar in nature to this Study. It is anticipated that the City's new comprehensive plan will include a new, city-wide vision for future development, but the degree to which it diverges from the City's current preferred development scenario remains to be determined.
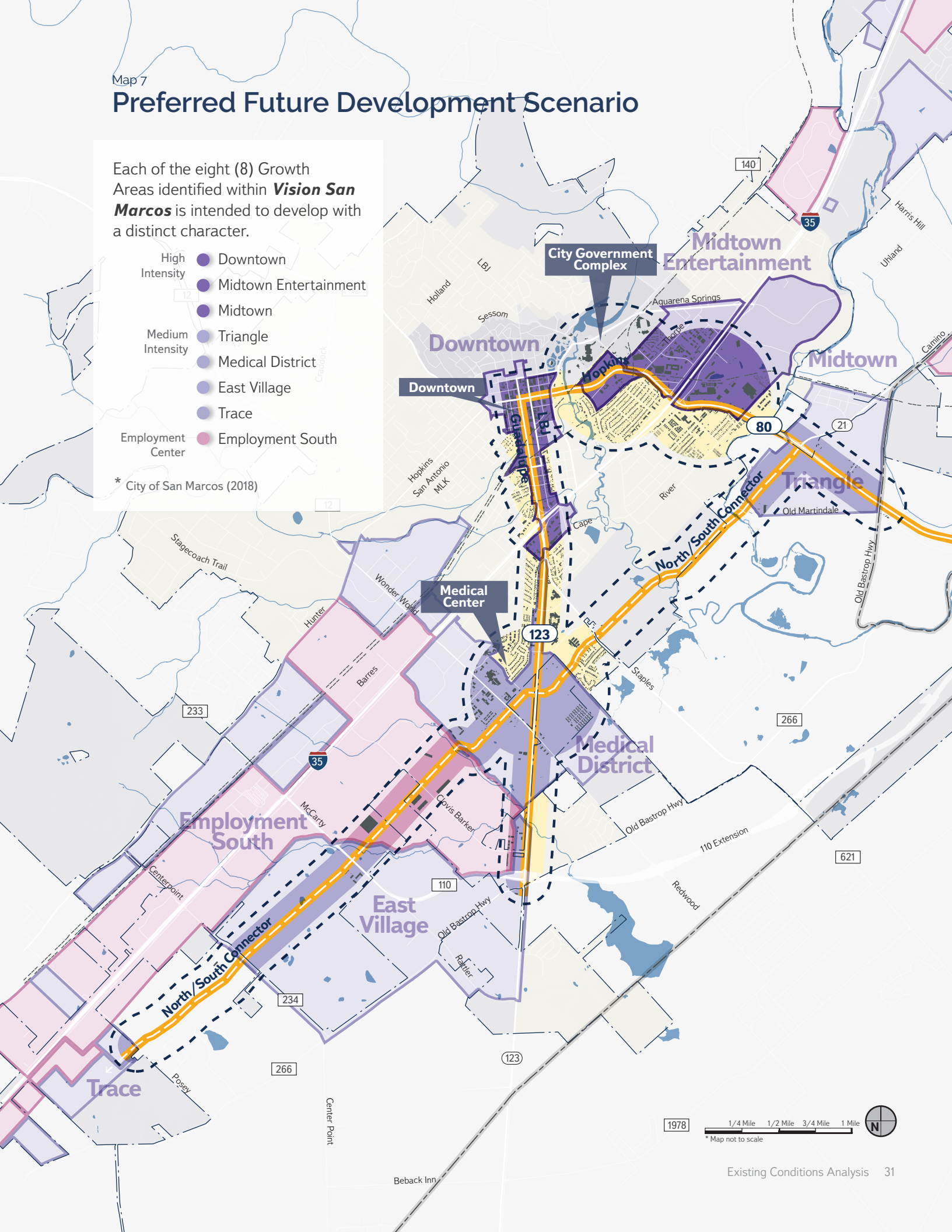
Although the *Preferred Scenario Map* contained in the *Vision San Marcos* comprehensive plan describes previous community-wide development needs, it cannot be presumed to represent the collective preferences of residents, property owners and business owners today. This Study and the *2020 Comprehensive Plan Rewrite* may include updated policy recommendations that diverge from the current direction of *Vision San Marcos*.

Map 7

Preferred Future Development Scenario

Each of the eight **(8)** Growth Areas identified within **Vision San Marcos** is intended to develop with a distinct character.

High Intensity
- Downtown
- Midtown Entertainment
- Midtown

Medium Intensity
- Triangle
- Medical District
- East Village
- Trace

Employment Center
- Employment South

* City of San Marcos (2018)

City Government Complex

Midtown Entertainment

Downtown

Midtown

Downtown

Triangle

Medical Center

North/South Connector

Medical District

Employment South

East Village

North/South Connector

Trace

1/4 Mile   1/2 Mile   3/4 Mile   1 Mile

* Map not to scale

● Land Use Patterns

ZONING FRAMEWORK*

The City of San Marcos' land development regulations and zoning provisions provide a clear framework for the mix, arrangement, character, and form of future development that may be applied to study area property today. The City's regulatory tools, however, also provide for tomorrow's development — including standards by which much of the development type, intensity, and character described in the City's previously adopted preferred scenario could be applied to study area property in partnership with developers and private property owners.

The City of San Marcos regulates land use via the application of multiple zoning districts contained in five (5) overarching zoning classifications. Of these classifications the City's Legacy Districts and Character Districts, as well as the Future Development District within the Conventional Residential Districts classification, play the greatest role in determining future development potential within study area corridors and centers.

Zoning Districts Applied to the Study Area

	District		Acres
Conventional Residential Districts (466.8 acres)	Future Development District	FD	200.6
	Single-family District - min 4,500 sf lots	SF-4.5	72.5
	Single-family District - min 6,000 sf lots	SF-6	193.7
Character Districts (195.9 acres)	Character District 3	CD-3	27.2
	Character District 4	CD-4	4.9
	Character District 5-Downtown	CD-5D	163.8
Special Districts (191.2 acres)	Heavy Commercial	HC	35.7
	Heavy Industrial	HI	59.3
	Light Industrial	LI	70.6
	Manufactured Home District	MH	25.6
Legacy Districts (1,316.9 acres)	Community Commercial	CC	114.8
	Duplex	D	3.2
	General Commercial	GC	376.4
	Multiple Family Residential District	MF-12	59.1
	Multiple Family Residential District	MF-18	56.1
	Multiple Family Residential District	MF-24	104.4
	Manufactured Home/Residential District	MR	15.8
	Mixed-use	MU	25.2
	Neighborhood Commercial	NC	14.4
	Office Professional District	OP	43.3
	Public/Institutional	P	496.3
	Townhouse Residential District	TH	1.1
	Vertical Mixed-use	VMU	6.8
Overlay Districts (250.6 Acres)	Planned Development District	PDD	118.1
	Smart Code	SC	132.5

Character Districts

Character [Zoning] Districts are transect-based — relying on the concept of the rural-to-urban transect and corresponding character of new development. Each Character District contains provisions which emphasize development density and intensity and built form over land use. The Character Districts in the *San Marcos Development Code* include many of the regulatory tools necessary to generate development that correspond to the compact mixed-use development patterns promoted in *Vision San Marcos.*

Legacy Districts

Legacy [Zoning] Districts existed in the City's previous land development code and have been re-established within the recently adopted *San Marcos Development Code.* **Legacy Districts comprise over 54 percent (1,316.9 acres) of all zoned study area land** but may not be expanded. Many parcels currently subject to the provisions of one of the City's 17 Legacy Districts may be candidates for substantial redevelopment under the alternative mixed-use provisions of the City's Character Districts.

* All data: City of San Marcos (July 2020). See Technical Memorandum 4.0, Regulatory Framework, (Appendix B) for additional information.

Map 8

Zoning Districts

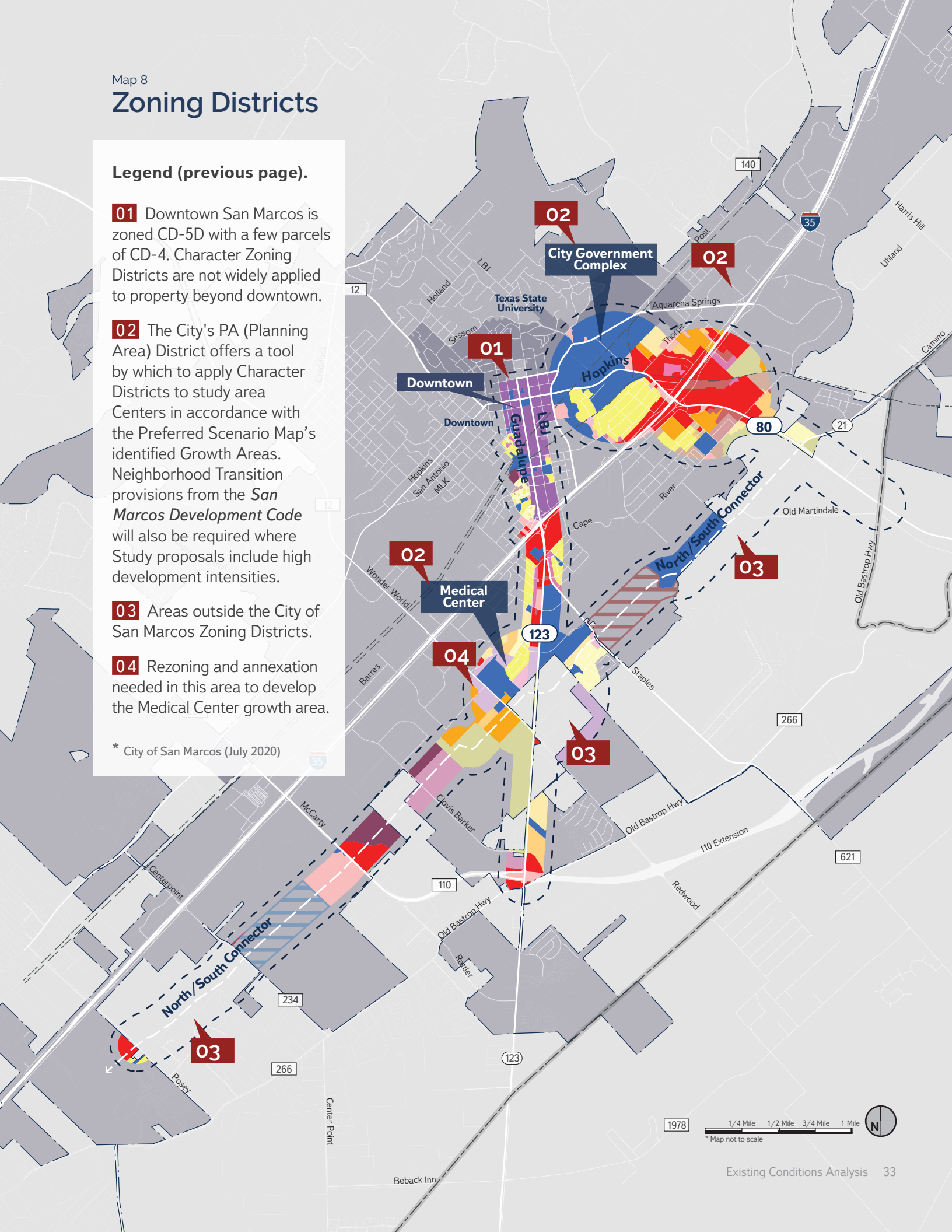**Legend (previous page).**

01 Downtown San Marcos is zoned CD-5D with a few parcels of CD-4. Character Zoning Districts are not widely applied to property beyond downtown.

02 The City's PA (Planning Area) District offers a tool by which to apply Character Districts to study area Centers in accordance with the Preferred Scenario Map's identified Growth Areas. Neighborhood Transition provisions from the *San Marcos Development Code* will also be required where Study proposals include high development intensities.

03 Areas outside the City of San Marcos Zoning Districts.

04 Rezoning and annexation needed in this area to develop the Medical Center growth area.

* City of San Marcos (July 2020)

City Government Complex

Texas State University

Downtown

Downtown

Medical Center

North/South Connector

North/South Connector

Land Use Patterns

APPLYING SAN MARCOS' FUTURE DEVELOPMENT VISION

Since the adoption of *Vision San Marcos* in 2013, the City has taken steps to implement its preferred development vision by updating its regulatory environment. A comprehensive update of the City's land development regulations was completed in April 2018. The resulting *San Marcos Development Code* and *San Marcos Design Manual* include the regulatory and advisory tools necessary to facilitate the application of the City's preferred development scenario.

Aside from stakeholders and public input, two land use and development conditions will greatly influence the City's approach to implementing a new preferred development scenario represented by the conceptual plans contained within this Study:

Place-Based Development Tools

The *San Marcos Development Code* and *San Marcos Design Manual* provide many of the regulatory and design tools that are necessary to facilitate context-sensitive and place-based development and redevelopment in San Marcos. These tools are structured to implement the preferred scenario included in *Vision San Marcos* — and by extension, the principles of the Transportation Corridors Program.

Unencumbered Land

Over 1,050 acres (32 percent) of study area property is zoned Future Development (FD) District or is unzoned and located within the City's Extraterritorial Jurisdiction. These properties are largely unencumbered by land use-based zoning districts and provide a clean slate of opportunities for the application of form-based development concepts.

> "***Future Development (FD) District*** *is intended to serve as a temporary zoning district for properties that shall develop in the future, but have been newly annexed and/or are not yet ready to be zoned for a particular use. Characterized by primarily agricultural use with woodlands and wetlands and scattered buildings."*
> *...San Marcos Development Code*

San Marcos' Planning Area (PA) District provides a methodology by which urban mixed-use development centers may be created within study area Centers and Catalyst Sites.

Although mindful of ever-changing community conditions and preferences, the Transportation Corridors Study will utilize many of the City's current regulatory and design tools to provide structure to the Study's conceptual site plans and catalyst sites. It is understood that Study recommendations and future development scenarios can serve to affirm the feasibility of wider application of the City's land development provisions.

Development Patterns and Constraints

LAND USE SUITABILITY*

The conceptual development plans proposed within the Transportation Corridors Study have been prepared in consideration of economic, social and environmental opportunities and constraints. This Study has relied on recent efforts conducted by the City of San Marcos to assess the suitability of land for development to **A)** Calibrate overall development potential and yield of study area Centers and Corridors; and, **B)** Mitigate potential adverse impacts of public and private investments on the community's natural resources and social fabric.

The City of San Marcos prepared a *Land Use Suitability Map* as part of the *Vision San Marcos* comprehensive plan. The study area was overlaid on the *Land Use Suitability Map* to identify areas that may be better suited for future development. 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 10 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.

> 387 acres or near 12 percent of the study area is unconstrained by one or more variables identified within the *Land Use Suitability Map*.

The presence of an environmental constraint on a property does not forfeit a right to develop the property. Rather, it influences the type or intensity of development that may occur at the location, and may require adherence to special regulations, guidelines or standards. Many of the variables measured by the City's *Land Use Suitability Map* are listed herein.

Natural Resources and Features

● Parks and Open Space
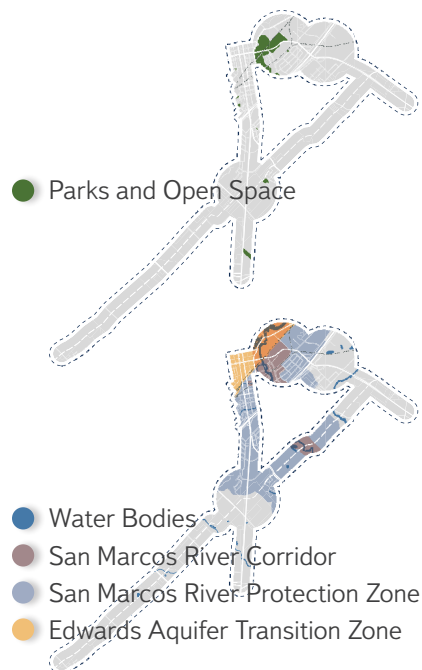
Parks and Open Space

The park and open space areas include the City parks along the San Marcos River corridor and the small green space west of Wonder World Dr., the portion of El Camino Real Park on SH 123. Within the study area, over 88 acres or 2.7 percent of the land constitutes parks and open spaces. They are concentrated along the San Marcos River corridor and the wetlands area south of A.E. Wood Fish Hatchery.

● Water Bodies
● San Marcos River Corridor
● San Marcos River Protection Zone
● Edwards Aquifer Transition Zone

Surface Water

San Marcos has several surface water features comprised of streams, ponds, and rivers fed by the Edwards Aquifer along the Balcones Fault Zone. The Edwards Aquifer Transition Zone is 267 acres or 8.2 percent of the study area. The San Marcos Springs is the second largest cluster of springs in Texas which lie beneath Spring Lake in the northeastern quadrant of San Marcos. The springs provide water for the San Marcos River, which flows southward from Spring Lake. The San Marcos River Protection Zone and the San Marcos River Corridor together cover 1,207 acres of the study area or 36.9 percent.

*Data sources utilized include City of San Marcos (2020); U.S. Fish and Wildlife; Federal Emergency Management Agency (FEMA); United States Geological Survey (USGS); and Texas Commission of Environmental Quality (TCEQ).

See Technical Memorandum 2.0, Land Use, (Appendix B) for additional information.

Development Patterns and Constraints

SAN MARCOS RIVER CORRIDOR

Article 6 (Environmental Regulations) of the *San Marcos Development Code* establishes Enhanced Protection Zones to protect water quality and prevent flood damage on environmentally-sensitive properties in the City and ETJ. The San Marcos River Corridor (SMRC) is an area inside of the San Marcos River Protection Zone that permits a maximum impervious cover of 30 percent for development within corridor boundaries. The impervious cover limit cannot be increased with mitigation.

Many study area properties are partially or completely located within the SMRC and are therefore subject to the zone's environmental protection regulations. These parameters have been considered in conjunction with all Study Corridor and Center concepts.

- Rivers
- San Marcos River Corridor
- San Marcos River Protection Zone
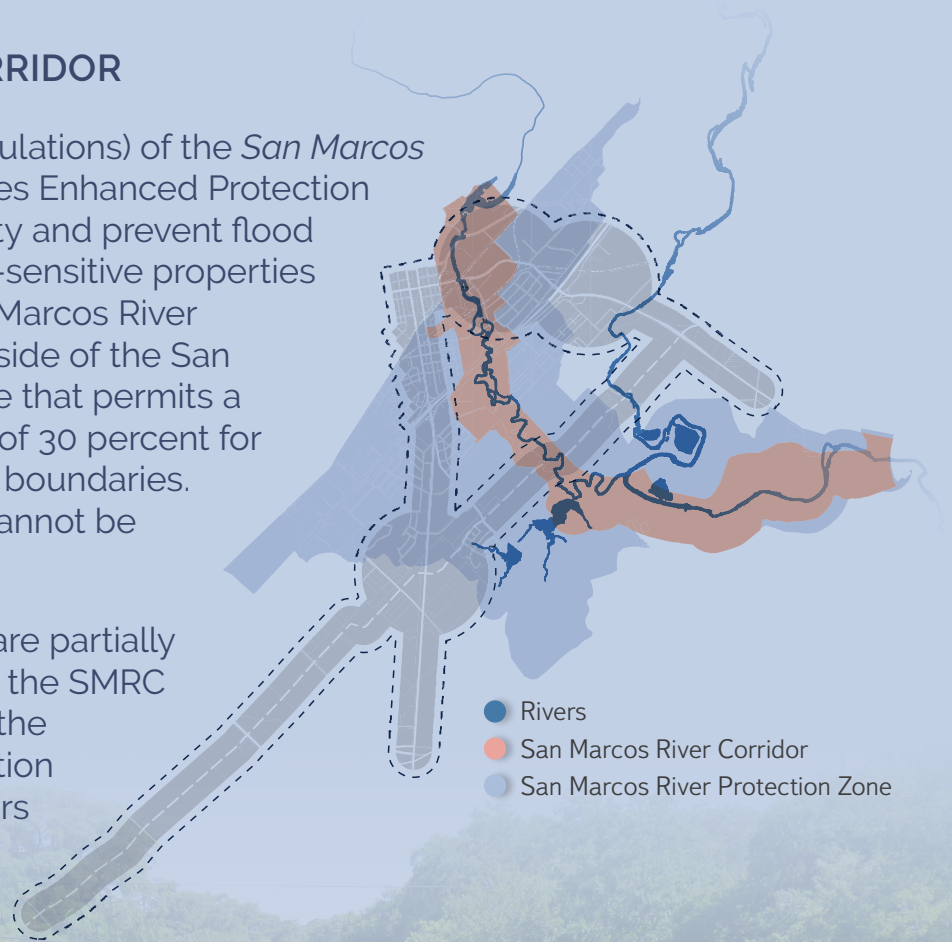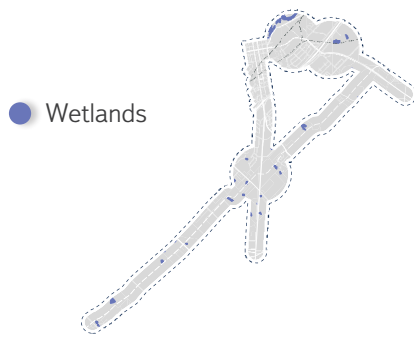
Wetlands

Wetlands

Besides springs, lakes, rivers and streams, the ecology in San Marcos is marked by a wealth of wetlands resources. The wetlands in San Marcos traverse the City and are most prominent in the Spring Lake area, along the San Marcos River, and the area adjacent to the A.E. Wood Fish Hatchery. Within the study area, over 66 acres or two percent of the land is composed of wetlands.
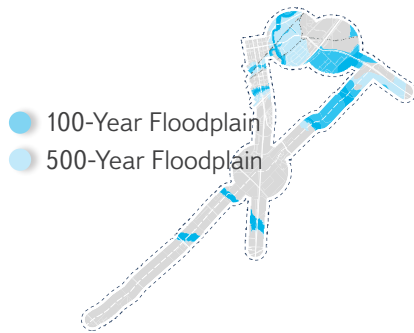
Floodplain

Approximately 624 acres, 19 percent of the study area, are in the 100-year FEMA Effective Floodplains. Development in areas of the study area may be constrained due to additional regulatory and design requirements due to the risk of flooding.

100-Year Floodplain
500-Year Floodplain
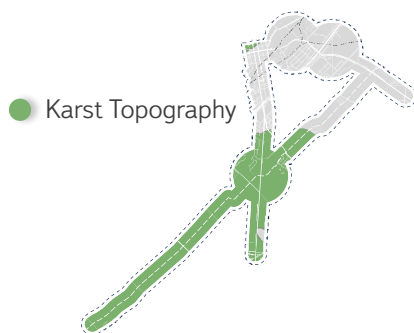
Topography

San Marcos lies within the karst topography of the Texas Hill Country. Karst makes up over 1,548 acres or 47 percent of the study area. The City is situated along the Balcones Escarpment, a geological fault zone that manifests itself in cliff-like structures; subterranean features, such as caves; and surface water features, such as springs. The land elevation in the San Marcos area ranges from 510 to 1,030 feet above sea level, with slopes in some areas exceeding 30 percent.

Soil

The clayey texture and composition of soil in the study area poses challenges to new development due to the high shrink-swell characteristics of the clays, slow permeability, and potential to corrode untreated steel.

Karst Topography

Other

Additional significant resources within the study area include threatened and endangered species specifically found within the wetland areas. There are also cultural and prehistoric sites found around Spring Lake and the Texas State University campus.

Utilities

The transmission and treatment capacity of the City's wastewater and potable water system is adequate to support additional development within the study area. With respect to storm drainage, the portion of the study area west of the railroad tracks is considered within the transition zone of the Edwards Aquifer. Any proposed development within this transition zone is subject to additional regulations of the Texas Commission on Environmental Quality (TCEQ).
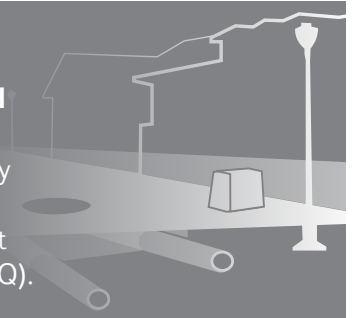
* Data sources utilized include City of San Marcos (2020); U.S. Fish and Wildlife; Federal Emergency Management Agency (FEMA); United States Geological Survey (USGS); and Texas Commission of Environmental Quality (TCEQ).

See Technical Memorandum 2.0, Land Use, (Appendix B) for additional information.

Development Patterns and Constraints

DEVELOPMENT ACTIVITY AND POTENTIAL*

As one of the fastest growing communities in the country, land in San Marcos and the study area is being developed at a rapid rate. Much of this development has occurred on parcels of land that are not subject to the City's Character District regulations and is therefore inconsistent with the development patterns and built-form promoted in *Vision San Marcos* and the goals of this Study.

Recent Development

As of 2020, 72 percent of all housing units in San Marcos are renter-occupied — with 4,000 multi-family housing units constructed between 2016 and 2020. Of the City's newer multi-family housing units, over 90 percent are in apartment complexes designed for and marketed to TXST students. The remaining multi-family units consist of subsidized units for low- and moderate-income households and a few market rate condominium-style developments. A low homeownership rate (28 percent) indicates a shortage of existing and new single-family homes and creates challenges for local workers and others who desire to make San Marcos their permanent residence. Increasing single-family home prices has led to diminished affordability for single-family homeownership, which in turn has increased the demand for single-family rental homes.

Building permits for residential and nonresidential land uses within the City of San Marcos and within the study area are listed over time in the table below. Building permit numbers are estimates derived from City of San Marcos data.

Projected Development

As of the summer of 2020, an estimated 2,590 multi-family units in 18 developments were under construction or nearing completion (with an additional 2,842 units in development review). Many multi-family developments pending at the time this Study were oriented towards non-student renters and will add over 1,800 conventional market rate units. Even during a summer marred by the nation-wide COVID-19 pandemic, development activity in San Marcos remained strong. Ongoing developments downtown and along the Guadalupe St. corridor included several small multi-family developments, loft apartments, bars and restaurants. A similar mix of land uses was also being developed within the Midtown Center — with the addition of some office construction.

Other active development areas during the term of this Study included property south of the Medical Center, adjacent to Redwood Dr., and along SH 123 south of the Old Bastrop Hwy., where multiple residential developments were in the permitting and construction phases with an anticipated five-year build-out period.

Building Permits Over Time

	Single-family		Multi-family		Commercial		Industrial		Institutional	
	San Marcos	Study Area	San Marcos	Study Area	San Marcos	Study Area	San Marcos	Study Area	San Marcos	Study Area
2013	10	0	185	9	34	11	0	0	13	2
2014	60	0	31	1	26	6	3	2	3	1
2015	321	7	22	1	41	11	0	0	0	0
2016	498	2	1	1	50	9	0	0	0	0
2017	591	38	10	4	45	12	0	0	3	0
2018	688	12	21	9	45	14	0	0	4	0
2019	682	10	59	29	27	3	0	0	2	2
	2,850	69	329	54	268	66	3	2	25	5

*Data sources utilized include U.S. Census Bureau; PCensus for ArcView; Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW); Texas Workforce Commission; San Marcos Chamber of Commerce; City of San Marcos Planning and Development; Greater San Marcos Partnership; and San Marcos Association of Realtors.

See Technical Memorandum 6.0, Housing Analysis, (Appendix B) for additional information.

Map 9

2020 Development Map

Refer to Development Status legend on this page for status of the uses below.

01 TRACE residential phase and elementary school
02 Centerpark Business Park
03 McCarty Commons phases
04 Urban Mining
05 Business Park
06 Saddler Apartments
07 Park Residences of San Marcos
08 Riverstone Apartments
09 Mission Trail at El Camino Real
10 Cottonwood Creek residential phases
11 High Branch Development
12 Cheatham Street Flats
13 View on the Square
14 Putt Pub
15 San Marcos Lofts 2
16 San Marcos Lofts 1
17 Vistas II
18 Concho Commons
19 The Local
20 Ivar's Pub
21 Library Expansion
22 Springtown
23 O'Reilly's

City Government Complex

Downtown

Hopkins

Medical Center

North/South Connector
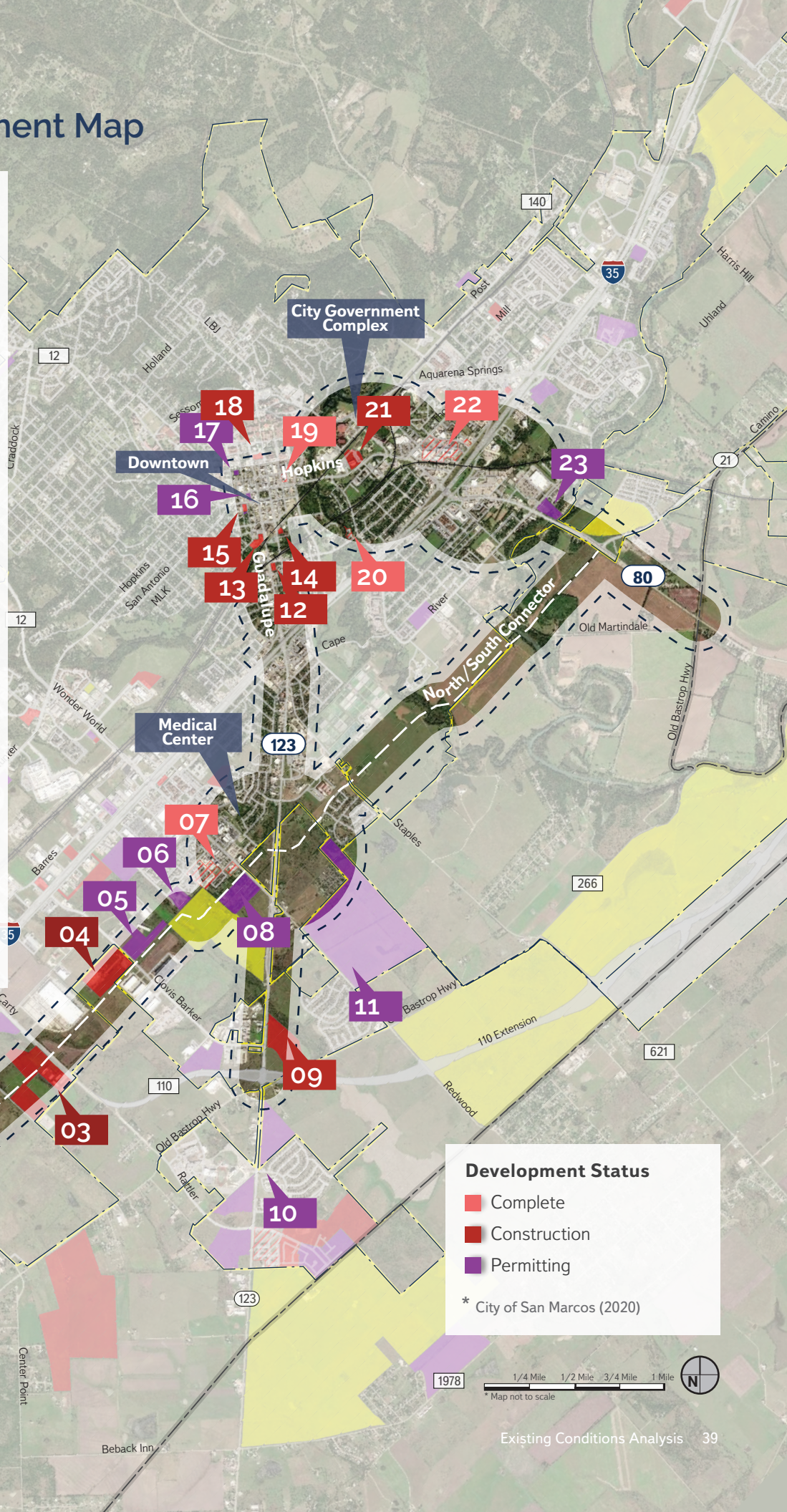
Development Status

Complete
Construction
Permitting

* City of San Marcos (2020)

1/4 Mile   1/2 Mile   3/4 Mile   1 Mile
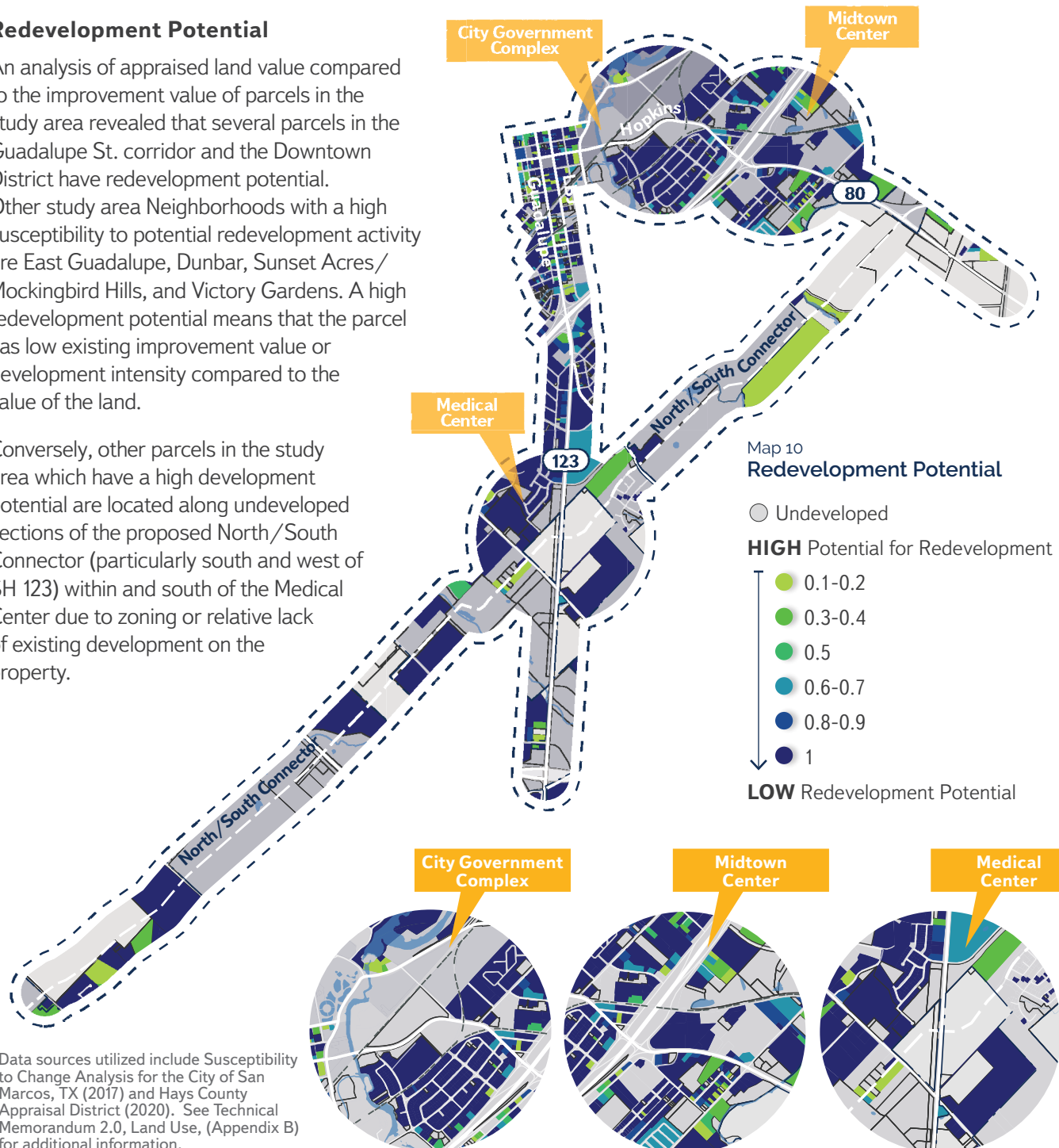* Map not to scale

Development Patterns and Constraints

Susceptibility to Change*

In addition to the City's efforts on land use suitability, San Marcos recently conducted a Susceptibility to Change Analysis that measured the probability that certain neighborhoods, districts or corridors will transform or redevelop over time. This Study analyzed six (6) factors that influence an area's general susceptibility to change including the presence of historic districts, land to improvement ratios, neighborhood walk scores, owner occupancy, zoning, and public comments gathered during the analysis.

Redevelopment Potential

An analysis of appraised land value compared to the improvement value of parcels in the study area revealed that several parcels in the Guadalupe St. corridor and the Downtown District have redevelopment potential. Other study area Neighborhoods with a high susceptibility to potential redevelopment activity are East Guadalupe, Dunbar, Sunset Acres/ Mockingbird Hills, and Victory Gardens. A high redevelopment potential means that the parcel has low existing improvement value or development intensity compared to the value of the land.

Conversely, other parcels in the study area which have a high development potential are located along undeveloped sections of the proposed North/South Connector (particularly south and west of SH 123) within and south of the Medical Center due to zoning or relative lack of existing development on the property.

Map 10
Redevelopment Potential

○ Undeveloped

HIGH Potential for Redevelopment

● 0.1-0.2
● 0.3-0.4
● 0.5
● 0.6-0.7
● 0.8-0.9
● 1

LOW Redevelopment Potential

*Data sources utilized include Susceptibility to Change Analysis for the City of San Marcos, TX (2017) and Hays County Appraisal District (2020). See Technical Memorandum 2.0, Land Use, (Appendix B) for additional information.

● Market Conditions and Potential

While the viability of the conceptual development plans proposed in this Study is influenced by natural features and the built environment within and proximate to the study area, the market feasibility of each Corridor and Center concept is dependent on understanding a larger market or trade area. The market conditions analysis performed as part of this Study considered existing, current, and future market conditions in San Marcos and the surrounding trade area and evaluates the supply and demand dynamics and industry trends of the various types of real estate development within the trade area.

EMPLOYMENT AND WAGES*

The top three industry sectors employing the highest number of people in Hays County are retail trade, educational services, and accommodation and food services. The accommodation and food services sector is also the County's fastest growing industry sector, followed by construction and transportation and warehousing. **The County's three largest industry sectors provide** <u>weekly wages that are at or below the average wages</u> **for all industry sectors in San Marcos and Hays County**. In fact, the accommodation and services sector has the lowest average weekly wages. Higher wage industry sectors comprise a small percentage of the community's jobs and job growth. Within San Marcos, the largest employers are in the educational services, warehousing, and retail sectors.

Ten Largest San Marco Employers (2020)

Public and Private Employer	Number of Employees
Texas State University	3,300
Amazon Fulfillment	2,200
Premium Outlets	1,600
Tanger Outlets	1,540
San Marcos CISD	1,400
Hays County	830
HEB Distribution Center	750
Central Texas Medical Center	700
City of San Marcos	660

HOUSING*

Over 80 percent of the workers employed in San Marcos and the Study's Competitive Market Area (CMA) live outside the CMA and the City. A lack of diversity in the price and type of homes available in San Marcos to moderate-wage workers employed in predominant industry sectors contributes to this trend.

Demand for diverse rental housing types, including multi-family units, especially in areas located in the CMA and the study area is high and inventory is low. As of the summer of 2020, there were 22,701 occupied and 1,262 unoccupied housing units in San Marcos. In center city neighborhoods there is a lack of for-sale inventory of existing and new single-family homes.

Tenure and Home Value

The vast majority of housing units in San Marcos, CMA, and the study area are renter-occupied. Within each of these three geographies the predominant housing type is also multi-family — comprising 43, 50 and 48 percent of all dwelling units, respectively. Conversely, single-family dwelling units comprise only 34, 28 and 30 percent of all housing stock in each respective geography.

Of the single-family units in the CMA and the atudy area, approximately 90 percent are owner-occupied — constricting the supply of single-family rental units available to moderate-wage workers.

The estimated median value of owner-occupied single-family homes in the CMA and the study area is less than that in San Marcos and Hays County. Furthermore, in the CMA and the study area, the largest percentage of owner-occupied homes are in the $100,000 to $149,999

*Data sources utilized include U.S. Census Bureau; 2018 American Community Survey 5-Year Estimates; PCensus for ArcView 2019; Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW); Texas Workforce Commission; San Marcos Chamber of Commerce; City of San Marcos Planning and Development; Greater San Marcos Partnership; and San Marcos Association of Realtors.

See Technical Memoranda 5.0, Market Conditions and 6.0, Housing Analysis, (Appendix B) for additional information.

range. By contrast, the most prominent price range of owner-occupied homes in San Marcos and Hays County is between $200,000 to $299,999.

Housing Tenure
(2019)
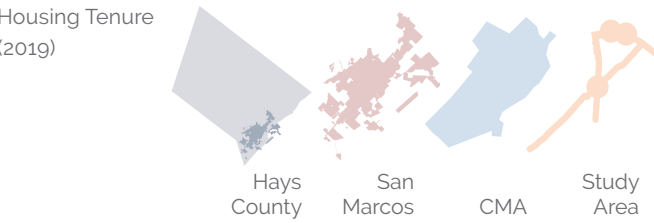
	Hays County	San Marcos	CMA	Study Area
OWNER Occupied Units	68%	32%	26%	29%
RENTER Occupied Units	32%	68%	74%	71%

Housing-Cost Burden

A household is considered to be housing-cost burdened when its housing costs (payments for rent/mortgage, taxes, utilities) are more than 30 percent of the gross household income. Among San Marcos households, 22 percent of homeowner households are housing-cost burdened while 59 percent of renter households are housing-cost burdened. Furthermore, since 2010

the median gross rent in the City has increased by 30 percent.

High levels of housing-cost burdened conditions implies that householders are less likely to have disposable income for non-essential retail and entertainment, or for transportation costs associated with owning a personal motor vehicle.

Cost Burdened Renters

Renters are housing-cost burdened at a significantly higher rate than homeowners. Approximately 36 percent of San Marcos renter households spend 50 percent or more of their income on housing (as opposed to only six percent of homeowners).

Cost Burdened Homeowners

Of homeowners in San Marcos, approximately 15 percent with a mortgage and seven percent without a mortgage are housing cost burdened. Homeowners with a mortgage, presumably those that are more recent homeowners, are facing higher margins of income dedicated to housing cost than longtime owners without a mortgage. Homeowners without a mortgage still have housing costs associated with utilities, property taxes, and homeowner association fees.

Housing Cost as a Percentage of Household Income

The bar charts below, *Housing Cost as a Percentage of Household Income for Renters* and *for Home Owners (2018)* illustrate the number of households that spend 30 percent or more of the household gross income on housing costs.

The blue bar in the chart below represents the total percentage in each income bracket.

The pie charts represent:
- Households paying 30% or more
- Households Paying 20% to 29%
- Households Paying less than 20%

for each income bracket.
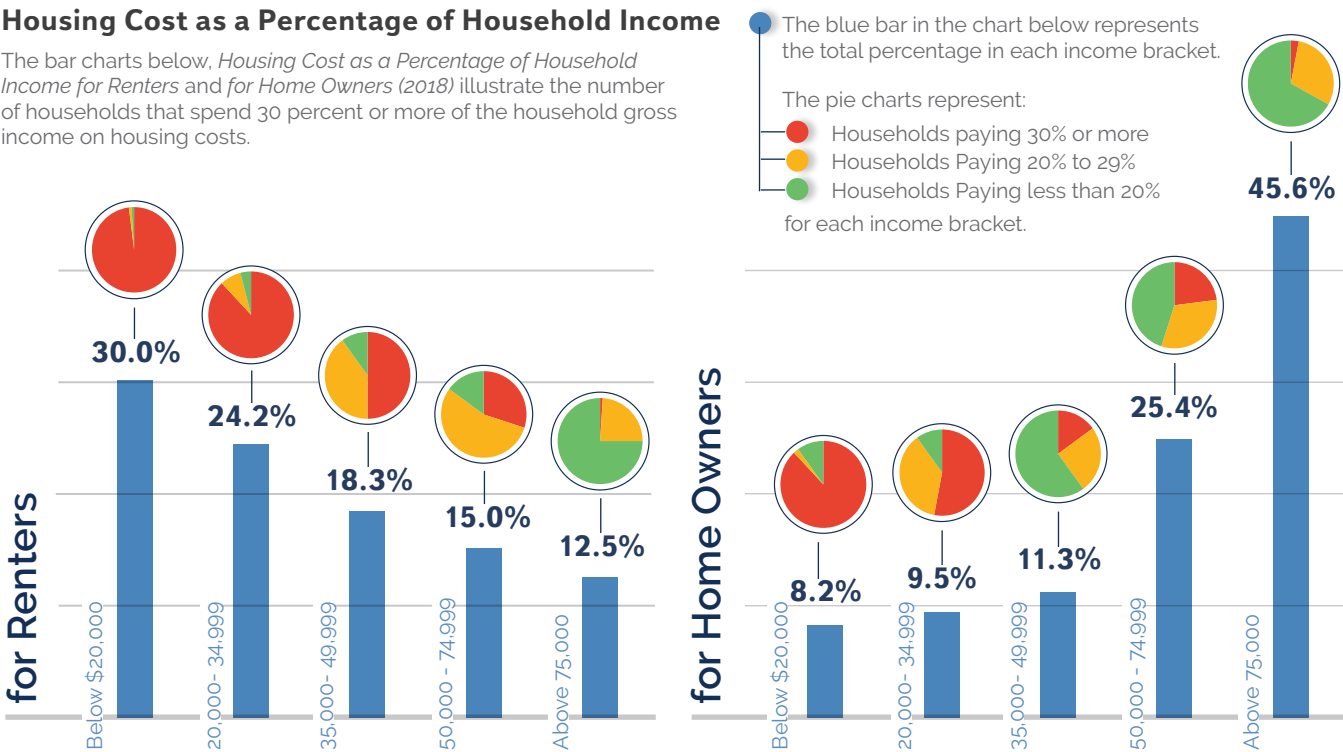
● Market Conditions and Potential

MARKET TRENDS

Market Trade Area

A community's trade area refers to the primary catchment zone where uses and businesses capture consumer spending and interest. It is also the zone within which the majority of their competitors are located. For planning initiatives such as the San Marcos Transportation Corridors Study, it is acceptable to reflect a single trade area that is largely representative of many land uses in different locations within the market. Where a specific parcel is to be considered for development of a particular use, a detailed analysis would need to be conducted to define a customized trade area unique to that parcel.


Market Trade Area Versus Competitive Market Area

As previously discussed in **Chapter I,** *Study Parameters and Process*, a Competitive Market Area was defined to analyze housing market conditions and opportunities in San Marcos and the study area. For purposes of analyzing non-residential growth potential in retail, office and industrial sectors, the existing conditions analysis relied on a comparison between the City and the Austin-Round Rock Metropolitan Statistical Area (MSA). Non-residential trade areas have been refined for purposes of assessing the Corridor and Center concepts that were subsequently generated as part of this Study.
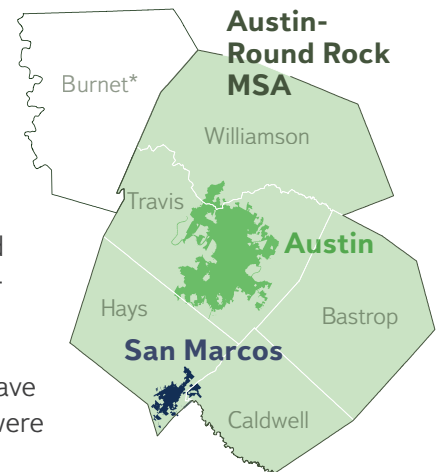
*Burnet County is part of the CAMPO region, but not part of the MSA

REAL ESTATE INDUSTRY TRENDS

Multiple national real estate trends beneficial to San Marcos will continue to affect the market over the next several years *(Source: Emerging Trends in Real Estate 2020, Price Waterhouse Coopers and Urban Land Institute.)*

The Emerging Generation Z

- Young — born after 1996.
- Attracted to forward thinking communities.
- Gravitate to environments that pursue sustainability and preservation.

Boomers' New Reality

- Later retirements.
- Live in smaller more maintenance-free homes.
- Rebuilding their retirement resources after the 2008-2009 recession.

Ever-Changing Face of Retail

- Facing challenges from online retail and the Covid-19 pandemic.
- Communities that value retail must encourage environments which support an evolving industry.

Work Space and Productivity

- Developments that foster wellness.
- Seek high employee productivity and satisfaction.
- Remote-work or non-traditional office settings.
- **A Community State of Mind.**
- Growing popularity of co-working and co-living.
- Encouraging collaborative spaces.
- Amenities which provide social interaction.

Secondary Markets Emerging

- After 2008-2009, mid-sized communities are sought-after for long-term investment.
- Secondary markets are expected to be stable and increase by nearly 12 percent over the near-term.
- As a secondary market, San Marcos can take advantage of Austin's unique strengths.

SPECIAL FINANCING DISTRICTS*

San Marcos' Special Financing Districts are financing tools that encourage development in specific areas of the City. The study area is impacted by the Downtown Tax Increment Reinvestment Zones (TIRZ) and the Loop 110 Transportation Reinvestment Zone (TRZ).

TIRZ : assists the community in developing or redeveloping unproductive, underdeveloped, or blighted areas.

TRZ : facilitates capture of property tax increment in a specified zone arising from a planned transportation project.

The Downtown TIRZ and Loop 110 TRZ present opportunities for real estate development within the study area and can accommodate future residential, retail, and office growth.

The Downtown TIRZ, approximately 244 acres in size, generates revenues for parking enhancements, acquisition of land, sidewalks, improved lighting and overall improvements to the downtown area. Recent estimates indicate a 52 percent growth in assessed property value in the area. The Loop 110 TRZ was created in 2013 to pay for the City's portion of the construction of the Loop 110 from McCarty Rd. to Yarrington Rd. Since the formation of the TRZ, growth in the area has exceeded the projections.

Downtown TIRZ

Loop 110 TRZ

Map 11
Special Financing Districts

* Data sources utilized include City of San Marcos; Hays County; and U.S. Department of Transportation Federal Highway Administration.
  See Technical Memorandum 4.0, Regulatory Environment, (Appendix B) for additional information.

● Market Conditions and Potential

MARKET OPPORTUNITIES*

To estimate the supply and demand for future retail, office, and industrial land uses, the City of San Marcos is primarily included in the Hays County submarket and peripherally included in the Caldwell County submarket.

San Marcos 2020 Supply Indicators

A summary of retail, office, and industrial market conditions in the Hays County and the Austin-Round Rock Metropolitan Statistical Area (MSA).

	Retail		Office		Industrial	
	Hays County	MSA	Hays County	MSA	Hays County	MSA
Number of Buildings	1,017	9,921	351	5,323	535	4,524
Total Square Feet	11,117,000	113,100,000	2,508,000	114,000,000	10,019,000	107,000,000
Vacancy Rate	3.10%	4.00%	9.80%	9.80%	16.10%	8.00%
12-Month Net Absorption Rate (sf)	83,262	217,000	14,582	128,800	311,675	-117,000

Retail Supply and Demand

The San Marcos retail market appears to be performing at or above the Austin-Round Rock MSA, with comparable rent levels and lower vacancy rates. Retail demand in San Marcos indicates leakage in three major retail categories — electronics and appliance; building materials and garden equipment; and sporting goods, hobby, books and music. This means that residents within the San Marcos trade area are spending money on these retail items outside the trade area. The leakage estimated in current retail categories has an estimated value of approximately $12.2 million. Combined with over $547.6 million of estimated future spending by new household growth, San Marcos can support 1.4 million square feet of new retail space over the next 20 years.

Office Supply and Demand

The performance of the San Marcos office market is similar to that of the Austin-Round Rock MSA for vacancy rates but is well below the MSA in market rents. Ongoing demand for new office space in San Marcos is driven by the expansion of existing industry and the relocation of new companies into the market. With an overall annual employment growth rate of three percent, San Marcos is expected to experience demand for approximately 8,900 new office employees and 1.8 million square feet of new office over the next 20 years.

Industrial Supply and Demand

The San Marcos industrial market appears to be performing below that of the MSA with a higher vacancy rate and lower market rents. As with retail and office space, however, the San Marcos submarket is outperforming the MSA with regards to net absorption. With an overall annual employment growth rate of three percent, San Marcos is expected to have a demand for approximately 11,200 new industrial employees over the next 20 years. Assuming differing levels of industrial space needed across various industry categories, there will be an estimated demand for nearly 3.9 million square feet of new industrial space over the next 20 years.

FISCAL CONDITIONS*

Potential New Development Value

San Marcos is positioned to capture a healthy share of all residential product types; and the City's share of retail and employment (office/industrial) development in the region is expected to fulfill the needs of new residents and employees. With the assumption that San Marcos will continue to sustain market absorption over the next 20 years, the anticipated 2040 land use mix has the potential to generate approximately $6.4 billion in new development value.

Potential Annual Fiscal Revenue

The residential and non-residential new development has the potential to generate approximately $57.6 million in new annual fiscal revenue for the City of San Marcos. Of this, $45.7 million will be revenues from sales and property taxes, and approximately $11.8 million will be general fund revenues generated from permits, fees, licenses, fines, etc.

Fiscal Surplus/ Revenue Estimates

The new development value and increase in service working population (people who work in San Marcos but live outside the City) will generate a moderate fiscal surplus for the City in 2040. This surplus represents an order of magnitude estimate and may be impacted by multiple variables, most significant of which is the balance between revenue-generating and service cost-producing land uses.

Potential New Development Value, 2020 (Approximate)

	Total New Development	Total New Development Value ($million)
Residential (units)		
Single-family Detached	10,170	$3,051
Single-family Attached	3,390	$847.5
Rental Apartments	9,040	$1,356
Non-Residential (square feet)		
Retail	1,400,000	$315
Employment (Office/Industrial)	5,700,000	$855

The anticipated 2040 land use mix has —— the potential to generate approximately $6.4 billion in new development value.   **$6,424.5**

Potential Annual Fiscal Surplus, 2020, provides an estimate of revenues and costs by land use type.

	Added Residents/ Employees	Added Annual Service Costs ($100,000)
Residents	3,390	$49.7
Retail Employees	9,040	$1.1
Office/Industrial Employees	5,700,000	$5.1
Total Service Costs		$55.9
Total Revenues		$57.6
Total Surplus/Deficit		**$1.6**

* Data sources utilized include Ricker | Cunningham; U..S. Census Bureau; Texas Demographer; ESRI; CoStar; Capital Area Metropolitan Planning Organization (CAMPO); and Urban Land Institute.

  See Technical Memoranda 5.0, Market Conditions and 6.0, Housing Analysis, (Appendix B) for additional information.

New development at E. Hutchison St.
and E. Edward Gary St.

Needs Assessment

Document review, data analysis and field observation both affirms and reveals prominent study area property, roadway, infrastructure and natural attributes that will influence future development in San Marcos. These attributes not only affect development and redevelopment that could occur by-right within today's regulatory and market environments, but also what might be possible under preferred development scenarios promoted by San Marcos' adopted land use planning and policy documents.

Study area assumptions derived from the existing conditions analysis are compared to feedback collected during initial public and stakeholder outreach activities. This cross-comparison aligns the Study's vision and goals with the community's previously documented future development vision.

This section lists several key issues that influence the character and function of the Study's conceptual planning scenarios; Transportation Corridors Program element(s) which relate to that key issue; and potential approaches to convert the concepts into reality.

According to respondents from the Study's community outreach survey the most important issues were:

1. **Protecting the Natural Environment (81%)**
2. **Safe and Convenient Transportation (68%)**
3. **Housing Affordability (64%)**

ISSUE TRANSITIONAL DEVELOPMENT SCALE

Many current study area neighborhoods are predominantly composed of single-family homes. This pre-existing, low-density development pattern and uniform housing type contrasts with the goal of creating new higher-density, mixed-use urban developments within targeted portions of the study area. Community reaction to previous development and zoning cases also suggests that there is community resistance to high-density residential development and diverse housing choice due to its perceived correlation to student housing. Study area development patterns should mitigate these concerns by providing clear transitions in housing types and development scale between existing neighborhoods and new development.

Transportation Corridors Study Elements

This issue directly relates to **Equity**, **Housing** and **Mixed-use**.

Actions

- Identify and map clear areas of transition between single-family neighborhoods and mixed-use corridors.

- Target land use and density transitions along alleys and rear lot lines rather than opposing block faces and, provide ample space with which to buffer/transition between back-of-house functions and facilities, and existing development.

- Ensure that attached and multi-family housing types adhere to uniform design guidelines.

NEIGHBORHOOD CONSERVATION

Older neighborhoods that witness encroachment by incompatible uses often experience accompanying patterns of disinvestment in pre-existing housing. Areas experiencing incompatible encroachments often correlate with those that exhibit increased levels of property nuisances (compounding the disinvestment pattern) or eventually become attractive for new development models that gentrify the neighborhood and force long-time residents to relocate. Study area development proposals and public investments should be sensitive to the desire to conserve these established residential areas.

Transportation Corridors Study Elements

This issue directly relates to **Equity** and **Housing**.

Actions

- Promote infill development that compliments existing land uses on a block-by-block basis.

- Conduct an equity analysis of study area neighborhoods that relates levels of infrastructure investment to socio-economic indicators.

"I would like to see the blending of new housing types extend into the neighborhoods most proximate to the centers of growth."

-Community Outreach Survey Respondent

VULNERABLE POPULATIONS

Large-scale re-investment within existing neighborhoods is often only feasible when it can capture a niche market of residents or visitors and/or amenities and price-points to create a condition of gentrification that is often not supportive of existing populations. These impacts are acutely felt by vulnerable populations such as the elderly, low-income households, or those with disabilities. This Study's redevelopment recommendations must include regulatory strategies and incentives to encourage investment in existing neighborhoods that can serve the needs of current residents.

Transportation Corridors Study Elements

This issue directly relates to **Equity**.

Actions

- Create an incentive program of grants, loans, or tax abatements/reimbursements to assist property owners with investments in property updating or rehab with requirements that the occupants of the property fit within specific income ranges.

- Investigate the potential for creating a land trust which would enter into shared equity agreements with homeowners and insulate them from property tax increases.

- Offer excess publicly-owned developable sites for sale with deed restrictions that require housing development that would serve specific income ranges.

- Ensure that accessory dwelling units (ADUs) are allowed on single-family lots which could provide affordable rental housing as well as add income for the homeowner.

" Diversity in neighborhoods, city centers, and commercial areas is essential to a healthy community."

-Community Outreach Survey Respondent

Needs Assessment

THOROUGHFARE DESIGN PREFERENCES

Study area corridor ownership varies by segment between the City of San Marcos and TxDOT. Both entities recognize a consistent functional classification of Hopkins St. | SH 80 and Guadalupe St. | SH 123 for purposes accommodating targeted traffic volumes and accommodating regional transportation needs. The City's long-range plans and development codes however, classify thoroughfares within and proximate to San Marcos according to context sensitive roadway design and Complete Streets principles that differ from TxDOT design standards. Application of preferred City roadway design features to study area thoroughfares will require City and TxDOT collaboration.

Transportation Corridors Study Elements

This issue directly relates to **Multi-Modal** and **Mixed-use**.

Actions

- Utilize City and TxDOT design guidance to determine which design features should be incorporated into study area corridors as part of the conceptual design process.

- Identify municipal roadway design elements that align with TxDOT design standards and can be incorporated into thoroughfare redesign/reconfiguration projects.

- Arrange for agreed upon segments to be transferred to the City of San Marcos through the TxDOT Turnback Program to enable preferred street uses, character, and reconfiguration.

65 percent of respondents from the Study's community outreach survey said that **enhanced walking options are very important.**

ISSUE **BALANCING TRAFFIC FLOW WITH SAFETY**

All three study area corridors serve (or will serve) important roles in supporting regional mobility — both for personal travel and general commerce. The strict application of the City of San Marcos' context sensitive thoroughfare design requirements to each roadway (either through new construction or retrofitting) could inhibit the efficiency of motor vehicle movement on the corridors. In contrast, adherence to the City's Complete Street principles can improve the multi-modal functionality of the roadways. Thoroughfare design recommendations in this Study must balance these potentially competing interests.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development**, **Multi-Modal** and **Equity**.

Actions

- Determine which City and TxDOT thoroughfare design guidance can be incorporated into study area thoroughfares to increase roadway efficiency and create a supportive multi-modal environment.

- Compare targeted design capacity and intended level of service with the design features that will increase the comfort level of pedestrians and bicyclists.

- Incorporate access management features into roadway design and development approvals.

- Increase roadway and internal circulation (i.e., cross-access easements) interconnectivity to provide for alternative traffic routes between study area Corridors.

65 percent of respondents from the Study's community outreach survey said that **efficient traffic flow and connectivity are very important.**

ISSUE **TRANSIT EFFICIENCY/ FEASIBILITY**

Portions of the study area are served by two (2) fixed-route transit providers — The Bus and Bobcat Shuttle — operated by the City and TXST, respectively. The systems are not sufficiently integrated to allow transit users to conveniently transfer between systems and increase their geographic reach. Beyond downtown San Marcos, the TXST campus, and concentrated areas of student housing, study area Centers and Corridors do not have land use intensities to significantly increase the economic viability of community-wide transit services.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development**, **Multi-Modal** and **Equity**.

Actions

- Promote development intensities within study area Centers and targeted segments of corridors that would promote transit use.

- Consider bus-only lanes along study area corridors and express routes between centers.

- Incorporate high quality transit infrastructure into study area centers and catalytic sites.

- Evaluate the feasibility of merging the public transit systems in San Marcos or integrating bus routes to ensure adequate overlap and connectivity.

65 percent of respondents from the Study's community outreach survey said that **efficient and accessible public transit is very important**.

ISSUE **BICYCLE AND PEDESTRIAN ACCESS**

Bicycle and pedestrian networks along and intersecting with study area corridors are alternatively incomplete or insufficient to accommodate and encourage an increasing share of bicycle and pedestrian trips among study area residents (as well as those proximate to the study area). Sidewalk, multi-use paths and bicycle lanes are often segmented and discontinuous, and surrounding development patterns often create an uncomfortable environment for bicycling and walking. Intersecting streets and driveways are prevalent on many study area corridor segments, creating multiple points of potential conflict. IH 35 also provides a formidable barrier to city-wide bicycle and pedestrian connectivity.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development**, **Multi-Modal** and **Equity**.

Actions

- Prioritize the expansion of the existing bicycle and pedestrian networks.

- Develop off-street bicycle and pedestrian linkages across IH 35 via corridors such as the San Marcos River and rail lines.

- Invest in multi-modal bicycle and pedestrian safety enhancements at street intersections.

- Increase the physical separation of bicycle and pedestrian facilities from motor vehicle travel lanes in accordance with traffic design speeds, volumes and lanes.

- Reduce the number and/or width of motor vehicle lanes where feasible.

- Incorporate multi-modal infrastructure and implement policies that promote micro-mobility (e.g., scooters, electric bicycles) to increase last mile mobility solutions.

Needs Assessment

ISSUE PARKING ACCOMMODATIONS

The City of San Marcos' interest in developing parking benefit districts in downtown and along the San Marcos River corridor to support on-street parking reflect an understanding that these activity centers will continue to be popular destinations and that not all resident and visitor traffic can be accommodated by off-street parking. The challenge presented by parking will only increase further as the City seeks to promote high intensity, mixed-use and pedestrian-friendly development models within study area corridors and centers.

Transportation Corridors Study Elements

This issue directly relates to **Mixed-use** and **Economic Development**.

Actions

- Increase the utilization of on-street parking in areas where existing street dimensions will support retrofitting.

- Reduce off-street parking requirements where the developer incorporates on-street parking enhancements into their development plans.

- Regulate the location of off-street parking areas to ensure visual and pedestrian continuity.

- Evaluate strategic public and private partnerships to incorporate structured parking into study area Centers to promote increased development intensity.

A respondent from the Study's community outreach survey shared an idea:

"Permeable parking lots."

ISSUE NORTH/SOUTH CONNECTOR AND ALIGNMENT

The conceptual alignment of the proposed North/South Connector is complicated by environmental features and the rapid conversion of land southeast of IH 35 to residential, office and warehousing and manufacturing development. Alternative alignments and rapid right-of-way acquisition must be considered to ensure that a feasible route can be secured that marries regional needs with local land use interests.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development** and **Environment**.

Actions

- Utilize portions of the North/South Connector right-of-way to serve as regional detention for surrounding development.

- Respect existing drainage patterns when determining preferred roadway alignment.

- Incorporate Conservation Corridor features into thoroughfare design as illustrated in the *San Marcos Development Code*.

- Consider potential realignments which recognize issues associated with the Wonder World Dr. and SH 123 intersection to determine if a North/South Connector can bypass and reduce the impact to land uses associated with the Medical Center and elsewhere.

Needs Assessment

ISSUE LAND USE SUITABILITY AND ECOLOGICAL CONDITIONS

Development potential in much of the study area is constrained by built features or natural conditions. With respect to the community's natural heritage, the City of San Marcos has also taken proactive measures to protect environmentally sensitive property from undesirable and detrimental development patterns and practices. To promote environmental stewardship while incentivizing community investment, Study recommendations should maximize the build-out potential of Study Centers and other key growth areas while being sensitive to the carrying capacity of ecological systems.

Transportation Corridors Study Elements

This issue directly relates to **Environment**.

Actions

- Utilize existing land use suitability and susceptibility to change analyses to influence the arrangement of roadways, building and other impervious areas on development sites.

- Incorporate substantial ribbons of green space into development concepts.

- Protect tree canopies on developing sites and increase urban tree cover through plantings on private sites and within public rights-of-way.

- Minimize site grading and establish green buffers along rivers, streams, and drainage swales.

- Incorporate the City's urban stormwater management district standards into development concepts.

- Promote and utilize green building technologies, incorporate green infrastructure and low impact development strategies, tools, and techniques within new public infrastructure and private development.

ISSUE SINGLE-FAMILY HOUSING

A low homeownership rate (28 percent) indicates a historic focus on providing housing for university students rather than homesteads. This creates a shortage of existing and new single-family homes throughout the study area. Middle class and affluent potential homebuyers have to look to other cities for single-family homes that offer something different and more urban than the suburban master planned communities that are being developed. This creates a shortage of existing and new single-family homes throughout the study area. Increasing single-family home prices have led to diminished affordability for single-family homeownership, which in turn has increased the demand for single-family rental homes.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development** and **Housing**.

Actions

- Ensure that zoning and building codes covering infill sites and areas near the Square do not hinder denser single-family development.

- Offer assistance to single-family developers and builders who pursue single-family products that are different from those being provided in the suburban master planned communities and would be located in desirable infill areas; assistance could take the form of reimbursements for public infrastructure.

"We should be able to grow as a city but also by keeping what makes San Marcos original. Like support and easy access of local businesses, easy mobility and choosing people over big businesses."

-Community Outreach Survey Respondent

ISSUE HOUSING CHOICE

Single-family and multi-family housing supply in San Marcos is constrained and is largely inaccessible or unattractive for both the community's low-wage workforce and working professionals. Although multi-family construction activity is constant in and around the City, the majority is configured and marketed to attract the City's transient student population or is restricted to households below certain income thresholds below typical levels for renting professionals. Attempts at the development of non-subsidized, missing middle housing types such as zero lot line or garden homes, townhomes, duplexes, triplexes, condominiums, etc. has proven difficult in San Marcos due to a negative resident perception associating them with student rentals and the greater degree of risk involved to builders.

Transportation Corridors Study Elements

This issue directly relates to **Housing**, **Mixed-use, and Multi-modal Transportation**.

Actions

- Ensure that zoning and building codes do not hinder missing middle and moderate density housing types in acceptable locations for such housing.

- Offer incentives to facilitate development of missing middle and moderate density rental housing units via reduced permit fees/process and tax abatements/rebates, with requirements to structure leasing that targets the non-student market.

- Offer excess publicly-owned developable sites for sale with deed restrictions that require missing middle rental housing with lease structures targeting non-students.

- Provide multi-modal facilities to ensure connectivity between home, work, and shopping.

"As housing is already extremely expensive here in comparison to the rest of the region we need more affordable, denser housing."

-Community Outreach Survey Respondent

ISSUE COMMUNITY GATEWAYS

Hopkins St. | SH 80 and Guadalupe St | SH 123 are San Marcos' primary gateway corridors. As users approach downtown San Marcos from the east and south, the mix and configuration of land uses along the corridor transitions from rural, to suburban/ auto-urban, to urban in character, with little transition in between. Many corridor segments are left with an inconsistent, auto-centric arrangement of land uses that are common in most communities and fail to establish a consistent identity and sense of place for San Marcos.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development, Mixed-use, and Multi-modal Transportation**.

Actions

- Design gateway features within the right-of-way that include distinctive lighting, landscaping, traffic calming features and monumentation to delineate community character transition points.

- Use gateway features to delineate points where changes occur in roadway and roadside geometry, and potentially right-of-way ownership.

- Fund multi-modal streetscape enhancements at key roadway transition points.

- Establish guidelines to regulate streetscape, access management, building orientation and setback, location of off-street parking and other site features.

"Attractive entrances and streets that reflect the character of San Marcos is important."

-Community Outreach Survey Respondent

FISCAL HEALTH

Under current development trends, San Marcos' 20-year buildout exhibits a balanced mix of revenue-generating and cost-producing land uses. In higher growth markets like San Marcos, however, the greater cost-producing land uses (residential) tend to lead development with the greater revenue-generating land uses (retail and employment) following after. This can sometimes result in a short-term fiscal deficit, until non-residential land uses catch up.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development**.

Actions

- Monitor new land use development on a periodic basis (annually) to track the balance between residential and non-residential uses.

- Require new development submittals to include a fiscal impact analysis that quantifies potential City revenues and expenditures.

- Consider developing an in-house fiscal impact model to assess and benchmark the impact of proposed projects.

- Model the projected fiscal impact to the City of compact and mixed-use development products on example development sites.

> "I fear the amount of growth of commercial businesses in San Marcos — that all of our local and small businesses will be bought out by bigger business just because
>
> -Community Outreach Survey Respondent

ISSUE MARKET OPPORTUNITIES

San Marcos' non-residential markets are generally performing at or above those of the larger Austin-Round Rock MSA. In the retail, office and industrial markets, San Marcos is capturing more than its fair share of new development growth. The industrial market is lagging slightly behind in rent and vacancy levels, but new growth should help stabilize that sector in the near future. Because of this stability, San Marcos has the potential to fill niches in the local retail market (i.e., recapturing retail leakage), attract new office development, and bolster the area's industrial market with growth in potentially higher wage jobs.

Transportation Corridors Study Elements

This issue directly relates to **Economic Development**.

Actions

- Work with the Greater San Marcos Partnership and other key stakeholders to enhance business recruitment and target industry efforts.

- Monitor current non-residential market trends and provide periodic (e.g., quarterly) updates to the private sector development community (e.g., brokers, developers, investors).

- Consider adding a business liaison position in Economic Development to focus solely on supporting and retaining existing businesses.

> "Focus on equitable development that does not marginalize existing communities within the city."
>
> -Community Outreach Survey Respondent

III

Conceptual Development Plan

Conceptual Development Plan

As introduced in **Chapter I, Study Parameters and Processes**, the partnership between CAMPO and the City of San Marcos Transportation Corridors Study is designed to ensure that future regional transportation investments align with local land use, development, and community character goals. The geographic scale of the study area reinforces this intent by including three principal corridors that extend over 13.75 cumulative miles and link San Marcos to other regional destinations. Within this far-reaching area exists a diverse mix of land uses with differing physical characteristics (and built conditions) which could change dramatically due to new investment pressures/ opportunities in the near future.

Private development and redevelopment activities in the study area and public investments, will influence the livability of San Marcos' neighborhoods and functionality of local and regional transportation networks for years to come. The study's recommended Conceptual Development Plan addresses the mobility needs at varying scales including: the greater region, defined corridors, and individual properties.

Community Feedback. Community input was collected throughout the planning process to determine public preference on future growth patterns and development character (see Appendix A). Conceptual development plans have been prepared to address these preferences.

Guiding Documents. The concepts created for this study have been prepared to align with the City of San Marcos' guiding plans and development standards (see page 74). These existing documents provide the tools to implement the community feedback collected for this effort.

Conceptual Development Plan Components

The conceptual development plan introduced in this study is organized according to three components. This organizational structure demonstrates how the local development recommendations influence — and are in turn influenced by — city and region-wide systems and policies.

● **Study Area Development Framework**
The study area-wide future development includes associated land use patterns, mobility networks, and design principles. See page 59.

● **Corridor Concepts**
Specific methods by which the future development opportunities and design principles are applied to roadways and properties within each of the three study area corridors. See page 84.

● **Catalytic Development Models**
Examples of how the recommended development patterns identified within this study can be applied to new development in an economically feasible and fiscally sustainable manner. See page 144.

San Marcos Regional Airport

Purgatory Creek Natural Area

Catalytic Development Sites

San Marcos High School

Study Area
Corridors
San Marcos City Limits
Catalytic Sites
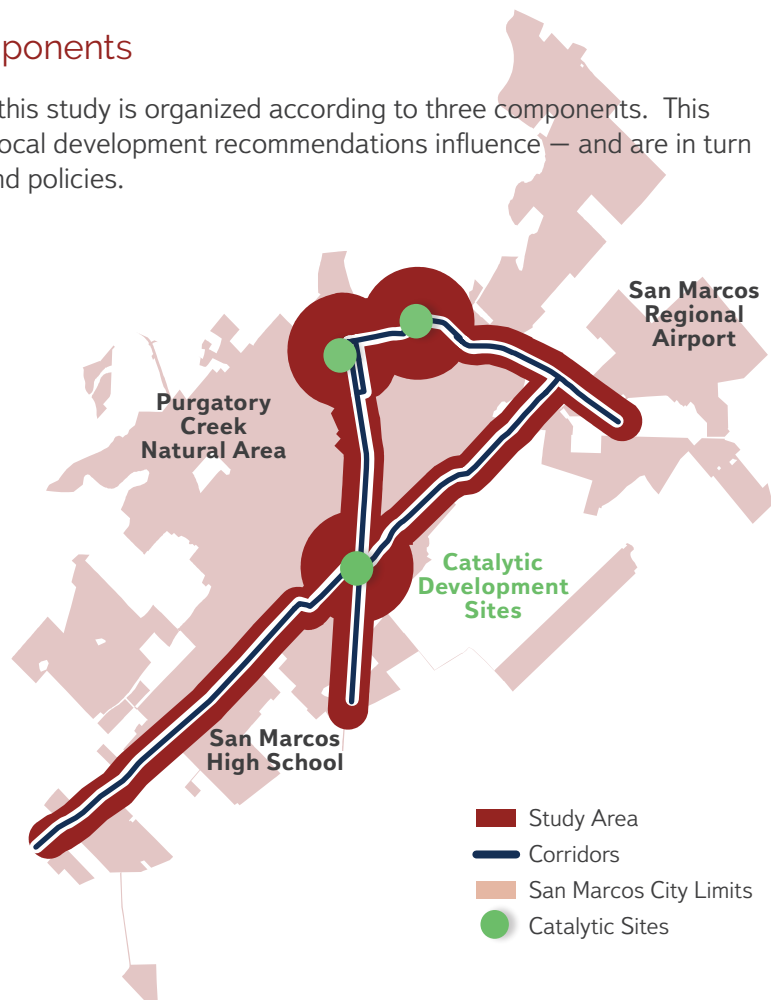
Study Area Development Framework

Chapter III, *Conceptual Development Plan,* aims to combine the existing conditions and needs assessment into a concept plan for the study area corridors, centers, and catalytic sites. This concept plan represents a study area-wide future development program to help understand and visualize the interconnectivity and consequences of development patterns as they impact the built and natural environments in San Marcos. Exploring these spatial relationships will later inform relevant projects, project infrastructure costs, and guide municipal policies in pursuit of achieving community goals and patterns of smart growth.

The Vision for Future Development shows the potential for physical land use development patterns and design principles along the three roadway corridors that link San Marcos to other local/regional destinations: Guadalupe St. | SH 123; Hopkins St. | SH 80; and the proposed North/South Connector. These corridors are active development areas, and because of their interregional connectivity, are projected to be subject to new investment pressures and opportunities in the foreseeable future.

An important element of the development of these corridors is the constraint of IH 35 both at SH 80 and SH 123. While relievers such as the FM 110 extension and SH 21 could potentially relieve this constraint in the future, the through lanes on these facilities at IH 35 are constrained to four lanes.

Each study area corridor is broken down into segments, called transects, which are further characterized with representative land uses and

potential recommended development patterns. Categorizing development and growth patterns into these transects helps to characterize San Marcos as a unique urban place.

As land use development changes the character of adjacent properties in the study area, the design and configuration of San Marcos' transportation network must be expanded to balance local and regional transportation mobility needs. This section reviews current roadway configurations and locations relative to proposed land uses to serve an expected volume of automobile, freight, transit, cycling and pedestrian traffic. Land use and development intensity should also be maximized to enable mode shift within the corridor and enable a transportation network that is less dependent upon the automobile. Access management strategies, multi-modal transportation elements, safety, and operational issues arising from additional land use development are examined in this section as well to prepare recommendations for a robust transportation network.

Creative place-making strategies are introduced as methods to collectively re-imagine and reinvent public spaces, and to create places at the heart of San Marcos' community; within which to facilitate greater resident and visitor interaction and engagement in San Marcos through physical, cultural, and social spaces.

This chapter analyzes mobility options, access and connectivity, land use proposals, and place-making opportunities as the foundation for recommendations in **Chapter IV,** *Implementation Program.*

Study Area Development Framework

"Create a safe, convenient, and connected transportation network that provides complete, walkable, and bikeable neighborhoods with seamless access to the amenities, resources, and services for daily life."

STUDY AREA GOALS

MOBILITY FRAMEWORK

Potential development and redevelopment activities along study area corridors should change the character of adjacent property which may necessitate changes to the City's transportation network. This section highlights study area-wide mobility issues that must be addressed to ensure future roadway, bikeway, pedestrian pathway, and transit investments balance regional mobility needs with the community preferences identified as part of this planning initiative. Complementary policy recommendations are also presented that influence the specific "Corridor Concepts" that are introduced on page 84.

Roadway Network

The Vision for Future Development introduced in this study suggests that development on properties within and close to study area corridors may generate significant increases in residential units and non-residential building space. Utilizing the CAMPO travel demand model and proposed land use projections, the expected levels of service for motor vehicle traffic throughout study area corridors may diminish significantly absent increases in roadway capacity and/or sustained efforts to entice increases in walking, bicycling, and transit use.

Projected traffic volumes presented on pages 60 and 61 presume no added roadway capacity (i.e., traffic lanes and turn lanes) along SH 123 and SH 80. This is consistent with the San Marcos transportation planning documents and stated stakeholder desires to make the corridors less focused on automobiles. Intersection improvements are recommended throughout the corridor, along with the additional new four-lane North | South Connector.

Projected Daily Traffic Volumes, 2045[3]

	Projected Traffic Volume[1]	Projected Level of Service (No-Build)[2]
Guadalupe St./SH 123		
Transect 1 City Square to Grove St.	29,016	E
Transect 2 Grove St. to IH 35	72,527	F
Transect 3 IH 35 to De Zavala Dr.	77,674	F
Transect 4 De Zavala Dr. to Wonder World Dr.	70,803	F
Transect 5 Wonder World Dr. to FM 110	51,488	F
Hopkins St./SH 80		
Transect 1 City Govt. Plaza to IH 35	59,256	E
Transect 2 IH 35 to River Rd.	80,135	F
Transect 3 River Rd. to (east of) FM 110	67,233	F
**North	South Connector (Proposed)**		
Transect 1 SH 80 to Staples Rd.	51,657	D
Transect 2 Staples Rd. to Wonder World Dr.	55,214	D
Transect 3 Wonder World Dr. to Posey Rd.	47,639	D

* Source: Transcend Engineers and Planners LLC.

1. Modeling included all current and planned roadway projects and developments.
2. Presumes no added roadway capacity along SH 123 and SH 80 (No-Build scenario)
3. Traffic volumes are projected average daily volumes in the year 2045.

1. Level of Service (LOS) A measure used to relate the quality of a mode of travel service, most commonly motor vehicles. LOS is used to analyze roadways and intersections by categorizing traffic flow based on performances like speed, density, and congestion.

- LOS A: Free Flow
- LOS B: Reasonably free low
- LOS C: Stable flow
- LOS D: Approaching unstable flow
- LOS E: Unstable flow
- LOS F: Restricted flow

Map 12

Projected Roadway Level of Service (2045 No-Build Scenario)

59,256

29,016

Hopkins

80,135

Guadalupe

LBJ

72,527

67,233

80

77,674

River

North/South Connector

51,657

123

70,803

55,214

51,488

Corridor Level of Service

▬ A rating
▬ B rating
▬ C rating
▬ D rating
▬ E rating
▬ F rating

100 Future Daily Traffic Volume

(Note: Modeling included all current and planned projects. No-Build Scenario.)

North/South Connector

47,639

1/4 Mile 1/2 Mile 3/4 Mile 1 Mile

* Map not to scale

N

Intersection Level of Service (LOS)

Projections for intersection LOS throughout study area corridors were developed for future year 2045 to assess how the study's proposed land use scenario may affect traffic flow. Assumptions include:

- The catalyst sites and the surrounding areas should be developed as projected by this study.
- The corridors in the vicinity of IH 35 are built-out and no additional travel lanes should be added.
- Dual left turn lanes were projected at many intersections to mitigate expected increases in traffic volume.

Given the variables assumed by the study, the intersection LOS model suggests significant deterioration of traffic flow along many study area corridor segments. Multi-modal options to address increased traffic congestion without adding travel lanes are described on pages 64-73.

SH 80 Intersections LOS and Delay - Future Year 2045

Transect	Intersection	Intersection Control Type	AM Peak Hour		PM Peak Hour	
			LOS	Delay (sec/veh)	LOS	Delay (sec/veh)
Guadalupe Transect 1 - 2 Lanes (SB)/4 Lanes (E/W)	Hopkins St. and N Guadalupe St.	Signalized	F	>100.0	F	>100.0
Hopkins Transect 1A - 4 Lane	Hopkins St. and N LBJ Dr.	Signalized	B	16.5	E	71.8
Hopkins Transect 2 - 4 Lanes	SH 80 and NB Left Turn to IH 35	Signalized	F	>100.0	F	>100.0
	SH 80 and IH 35 SB Frontage Rd.	Signalized	F	>100.0	F	>100.0
	SH 80 and IH 35 NB Frontage Rd.	Signalized	D	35.4	F	>100.0
	SH 80 and SB Left Turn to IH 35	Signalized	F	>100.0	F	>100.0
Hopkins Transect 2/3 - 4 Lanes	SH 80 and River Rd.	Signalized	B	17.2	D	37.3
Hopkins Transect 3 - 4 Lanes	SH 80 and SH 21	Signalized	C	23.3	C	23.8
	SH 80 and Old Bastrop Hwy.	Signalized	C	25.9	B	18.7
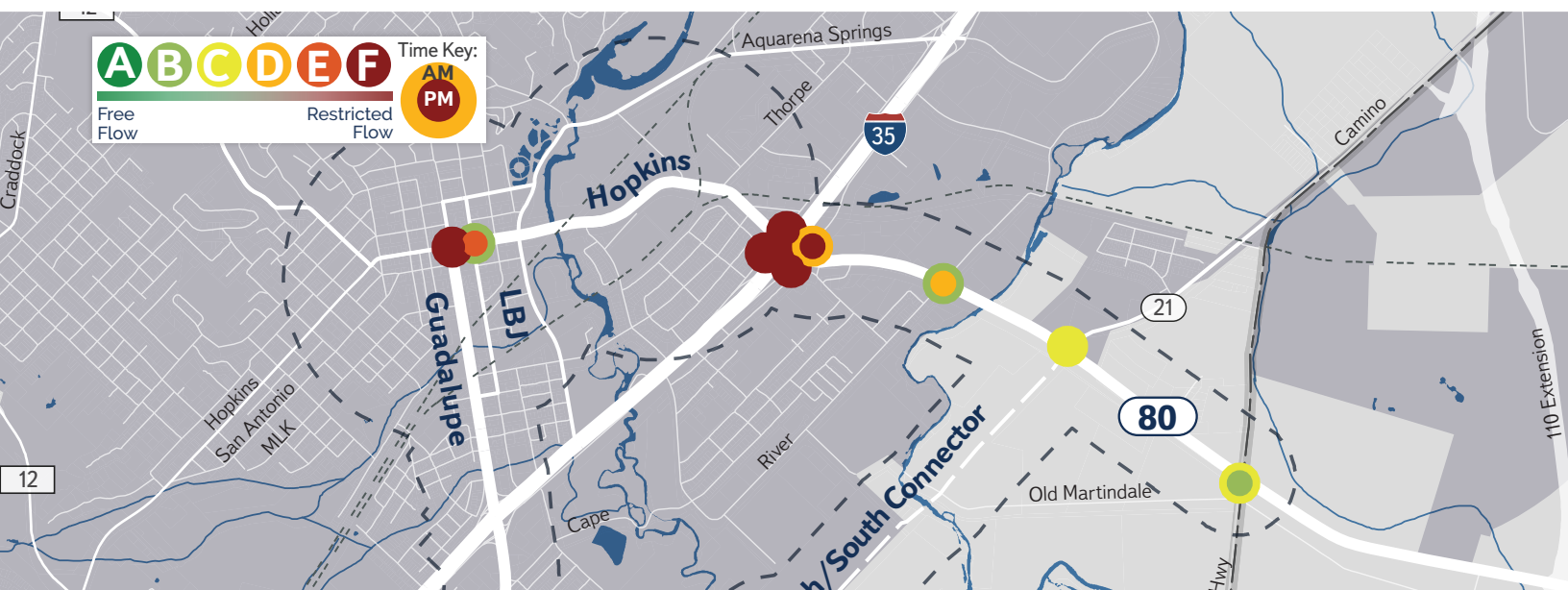
SH 123 Intersections LOS and Delay - Future Year 2045

Transect	Intersection	Intersection Control Type (Recommended)	AM Peak Hour		PM Peak Hour	
			LOS	Delay (sec/veh)	LOS	Delay (sec/veh)
Guadalupe Transect 1 - 2 Lanes (SB)/4 Lanes (E/W)	Hopkins St. and N Guadalupe St.	Signalized	F	>100.0	F	>100.0
Guadalupe Transect 2 - 4 Lanes	SH 123 and IH 35 WB Frontage Rd.	Signalized	F	>100.0	F	>100.0
Guadalupe Transect 3 - 4 Lanes	SH 123 and IH 35 EB Frontage Rd.	Signalized	F	>100.0	F	>100.0
	SH 123 and Staples Rd.	Signalized	F	>100.0	F	>100.0
	SH 123 and Broadway St.	Signalized	F	83.5	F	>100.0
Guadalupe Transect 5 - 4 Lanes	SH 123 NB and Wonder World Dr.	Signalized	C	21.6	D	45.8
	SH 123 SB and Redwood Dr.	Signalized	B	16.9	D	46.5
	SH 123 and Clovis Barker Rd.	Signalized	D	42.4	C	22.1
	SH 123 and FM 110 WB	Signalized	F	>100.0	D	51.4
	SH 123 and FM 110 EB	Signalized	F	>100.0	F	84.0
	SH 123 and Old Bastrop Rd.	Signalized	E	72.5	D	50.3
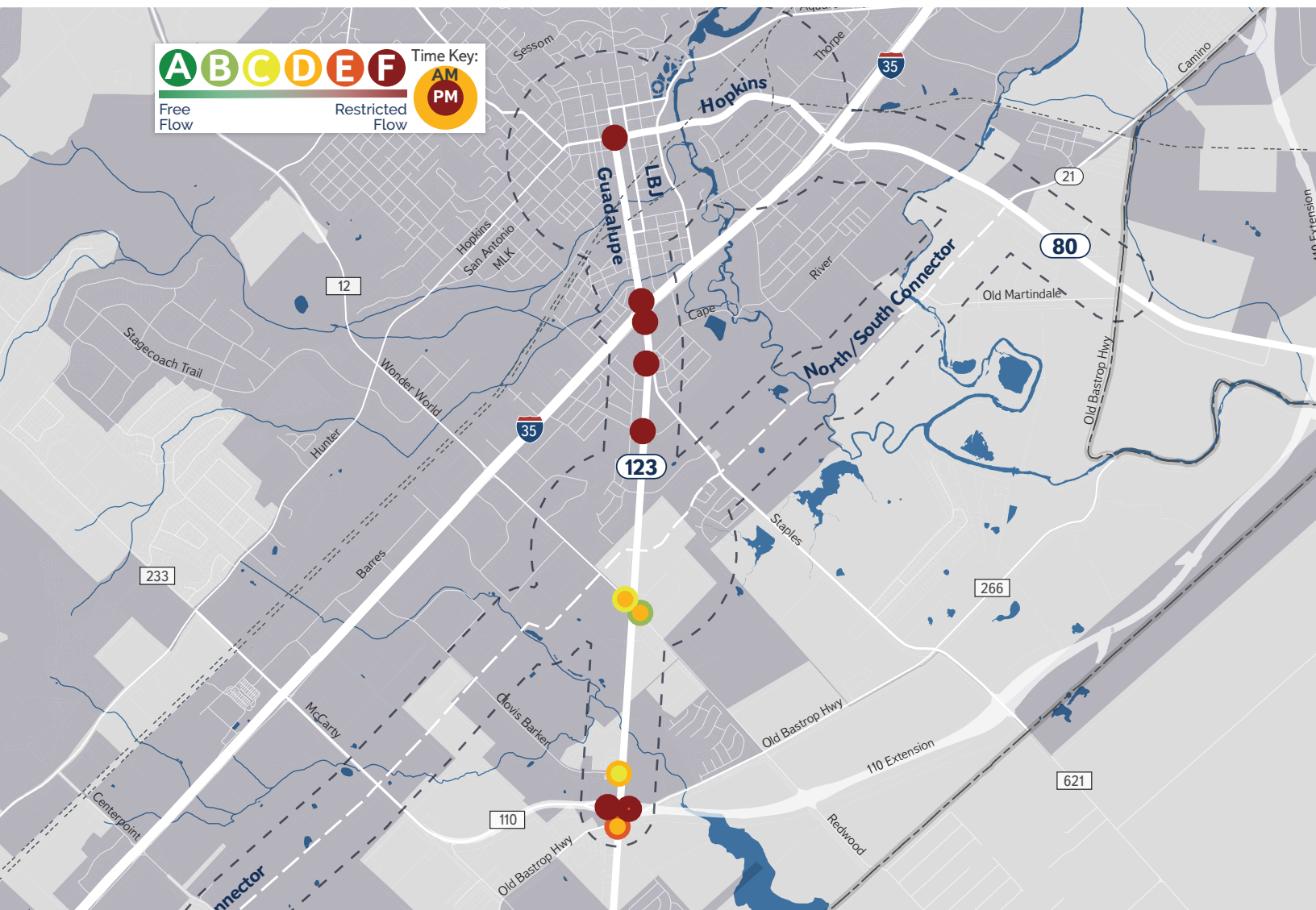
Study Area Development Framework

ROADWAY ISSUES AND ACTIONS

The issues identified in this section influence roadway safety and how efficiently the road operates. In keeping with the study goals, the strategies to address these issues are multi-modal in nature to include driving, walking, and biking and consider community character and environmental sensitivity.

ISSUE **Speed Management**

Speed is a primary factor in fatal crashes. Speed management involves the use of a variety of traffic calming techniques.

Actions

- Update design standards to include horizontal and vertical traffic calming elements, such as narrowed travel lanes and speed humps. Horizontal and vertical traffic calming elements should be used in the sections north and west of IH 35.

  - Horizontal traffic calming devices and strategies encourage drivers to slow down by introducing an obstacle which drivers must safely and comfortably navigate around. This also entails shifts in roadway geometry including narrowing of the road.

  - Vertical traffic calming devices and strategies encourage drivers to slow down by introducing raised sections of pavement which vehicles must negotiate.

- Install speed monitoring and awareness techniques including: dynamic feedback messages, such as current speed signs, yard signs, or other informational and safety signage. Speed management is also a protection for other modes of travel such as bicycle and pedestrian.

ISSUE **Congestion and Connectivity Barriers**

Although it is a significant regional corridor, IH 35 poses a physical barrier to connectivity, as well as additional lane capacity, particularly at principal intersections. Well-connected, multi-modal networks are characterized by seamless and integrated bicycle and pedestrian infrastructure, direct routing, accessibility and few physical barriers.

Roadway networks should be designed to facilitate the movement of all users, including vehicles, freight, transit, bicycles, and pedestrians.

Actions

- Update design standards to include best practice intersection design guidelines including number, design, and spacing of intersections along major roadways. Design standards should also include dimensional layout and geometric design considerations for urban and rural roadways.

- Intersection design is a critical component to connectivity and accessibility and influences traffic volumes and operational characteristics. Turn lanes should be maximized at intersections throughout the corridor.

- Incorporate access management policies and encourage consolidation of driveway access points. (refer to Access Management Actions, page 66).

"Redeveloping the street to accommodate both bike and pedestrian transportation, as well as reducing conflicting turning movements in the suicide/chicken lane are key to making this area viable for commercial redevelopment. Currently, this gateway to the community from IH 35 is a bit of an embarrassment to the community. Creative (+ Safe and Efficient) ways to get bikes and peds under 35 are key!"

-Community Outreach Survey Respondent

TRANSIT ISSUES AND ACTIONS

This section focuses on addressing transit related issues in San Marcos. Existing local transit service in San Marcos includes the Capital Area Rural Transportation System (CARTS) and the Bobcat Shuttle service offered by Texas State University.

ISSUE **Limited Transit Access and Coordination**

The two fixed-route transit providers in San Marcos, the CARTS Bus and Bobcat Shuttle, are not sufficiently integrated to allow transit users to conveniently transfer between systems. During the public engagement process, residents expressed a desire to increase public transit options, route frequency, and connectivity.
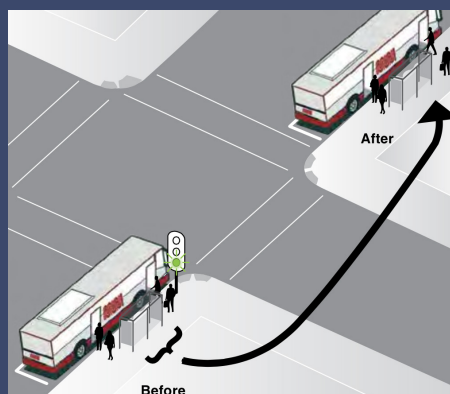
Actions

- Implement recommendations and capital improvement projects identified in the 2019 San Marcos Transit Plan.
- Expand transit network to provide more frequent service and a better connected route network.
- Enhance pedestrian amenities adjacent to transit stops including sidewalks, crosswalks, and ADA curb ramps.
- Proposed route alignments should be reconsidered when the North/South Connector is being constructed. Bus stop spacing should consider the distance people feel comfortable walking, typically one-quarter mile for local transit service.

- Improve transit stop amenities including shelters, benches, lighting, and trash receptacles.
- Consider implementation of Transit Oriented Development (TOD) or transit-supportive development standards adjacent to transit stop locations to increase ridership.
- Offer incentives for transit-supportive development near or adjacent to the proposed Downtown Transit Hub/Plaza located on the eastern edge of downtown San Marcos between University Dr. and Hutchison St.

Transit Toolbox

This toolbox considers mobility issues identified throughout the study area and provides examples of best practices in transit circulation and rider comfort.

- **Bus Stops** should include proper lighting, have trash receptacles and provide shade shelters to enhance rider experience.

- **Bus Stopping Zones** are referred to as near-side or far-side. A near-side bus stop zone means the bus stop is situated before an intersection. A far-side bus stop zone means the bus stop is situated after an intersection.

Bus Stopping Zones

After

Before

- **Way-finding Signage and Advanced Traveler Information Systems (ATIS) Technology** provides directions to bus stops and local destinations. This can improve connectivity when transit routes extend into communities beyond central transit stations.

Image Source: SFMTA/Transit Effectiveness Project

Study Area Development Framework
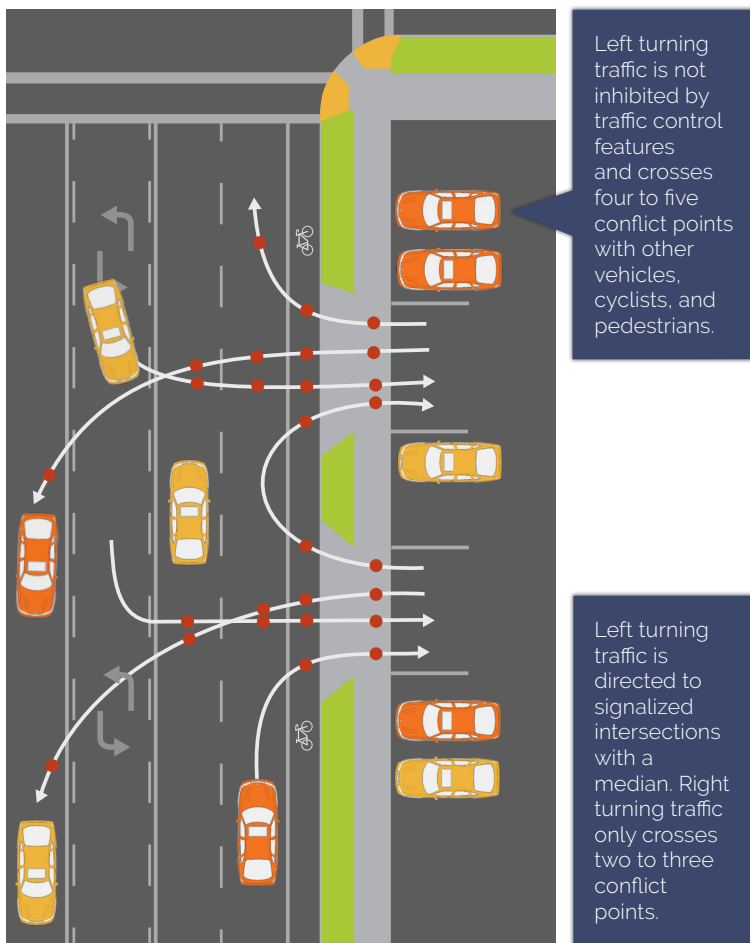
ROADWAY ISSUES AND ACTIONS

ISSUE **Access Management**

In predominantly auto-centric areas of San Marcos, corridors are governed by vehicular traffic and travel patterns. While driveways are convenient for vehicles to enter and exit, accessing driveways across several lanes of traffic and the lack of turning medians presents a safety issue for vehicles, bikes, and pedestrians. The profusion of vehicles entering and exiting driveways can also reduces facility capacity." The images below illustrate the effects of vehicle access management on pedestrian and vehicle circulation and demonstrate the benefits of separation barriers and clear roadway distinctions.

Actions

- Provide a center median, where available, to limit access. This includes retrofitting two-way center left-turn lanes where applicable.
- Create connectivity between adjacent commercial properties to better serve businesses with reduced road access.
- Consolidate private driveways through shared access or reduced access.
- Limit street and driveway connections to right-in/right-out.

Uncontrolled Vehicular Access

Access Management Features

Left turning traffic is not inhibited by traffic control features and crosses four to five conflict points with other vehicles, cyclists, and pedestrians.

Left turning traffic is directed to signalized intersections with a median. Right turning traffic only crosses two to three conflict points.

A lack of access management above allows vehicles to enter and exit a driveway or business parking lot at any point. Free flowing traffic such as this impedes pedestrian travel and exposes both drivers and pedestrians to unnecessary risk.
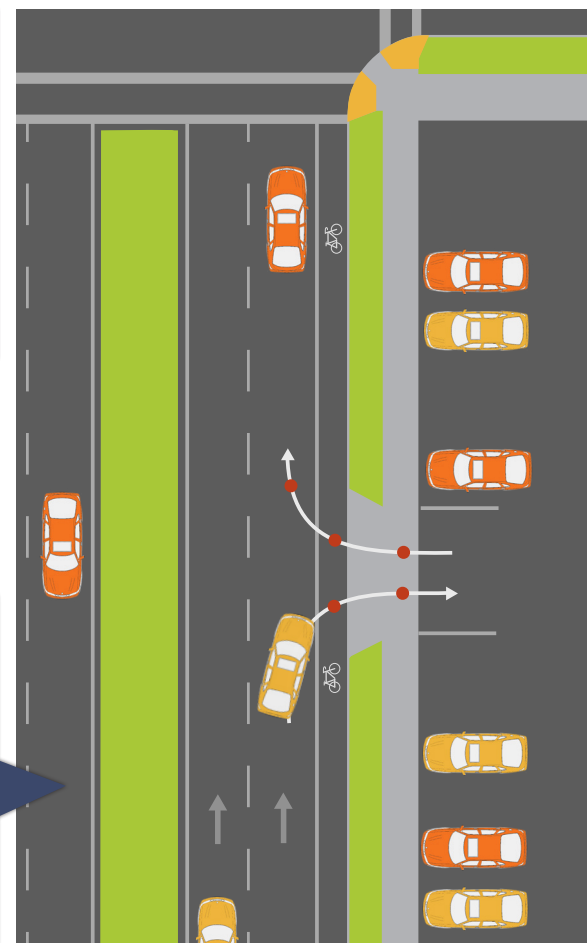
As illustrated above, roadways can be made safer by limited driveway and parking lot access to appropriately spaced entrances and exits. Effective traffic access management reduces conflict points along the corridor.

Roadway Toolbox

This toolbox provides examples of roadway design best practices and infrastructure improvements to make roads in San Marcos safer and more efficient.

● **Speed Control** along SH 123 (Guadalupe St.) and SH 80 (Hopkins St.) range from 30-45 mph. Although SH 123 (Guadalupe St.) and SH 80 (Hopkins St.) are both principal arterials, the surrounding land use and potential development patterns warrant an opportunity to reduce speed along each roadway to 30-35 mph. Speed control can also be provided in certain areas of the corridor via signal timing.

● **Travel Lane Widths** should be designed to accommodate the intended character of corridor and catalyst site. Specifically, lanes in downtown San Marcos should be narrow enough to accommodate all modes including freight movement while also providing for an enhanced pedestrian environment.

● **Right-Turn Lanes** directly impact vehicle turning speeds and pedestrian crossing distances. Minimizing the size of a corner radius is critical to creating compact intersections with safe turning speeds. While standard curb radii are 10—15 feet, many cities use corner radii as small as two feet.
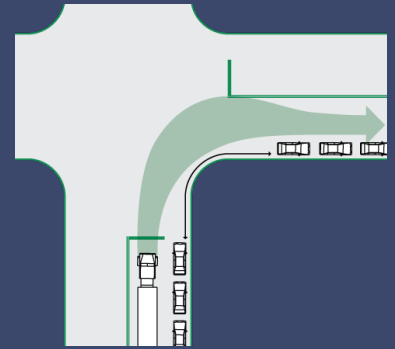

Image Source: City of Scottsboro, Alabama

Image Source: Halff Associates

Image Source: National Association of City Transportation Officials

For lower order intersecting streets:

● **Roundabouts and Traffic Circles** are raised or delineated islands that lower speeds at minor intersection crossings and are an ideal treatment for intersections not controlled by signals.
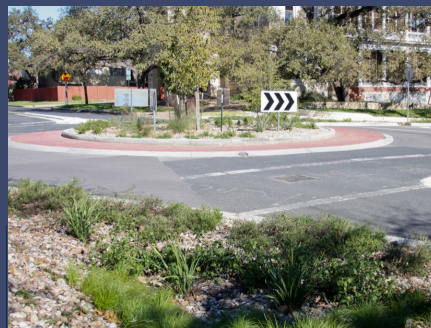
● **Chicanes** are raised or delineated curb extensions, edge islands, or parking bays on alternating sides of a street forming an S-shaped travel way requiring drivers to shift laterally through narrowed travel lanes.

● **Speed Humps** are stretches of raised pavement, typically three inches in height over a minimum of 12 feet in length. They are placed gutter-to-gutter across roadways where they force drivers to lower speed to comfortably traverse. Wheel cut openings can be provided for emergency vehicles or buses.

Image Source: National Association of City Transportation Officials

Image Source: National Association of City Transportation Officials

Image Source: City of Wyoming, Ohio

ROADWAY ISSUES AND ACTIONS

ISSUE **Intersection Management**

Levels of Service at many of the intersections along the corridor are projected to fail in the future without the addition of new travel lanes. This decreased level of service may cause congestion and delay along the SH 80 and SH 123 corridors.

Actions

- Turn lanes with appropriate queue lengths should be added throughout the corridors where it is reasonable and feasible.

- Regular signal timing updates are important for the fluid operations of a corridor. In areas where traffic movement is the goal, signal timing should be designed so that the main corridors have the highest preference during the signal phase. Additionally, signals throughout the corridor should be synchronized to operate together.

- Automated Transportation Management Systems (ATMS) and Intelligent Transportation Systems (ITS) should be applied throughout the corridors. The use of ATMS and ITS are modern transportation operation tools that are widely used to improve the flow of corridors for all users. San Marcos should look to incorporate ATMS and ITS along SH 80 and SH 123.

> "Please provide protected, safe zones for pedestrians to cross Hopkins Street - either an elevated or underground connection to the other side, or zones with traffic lights that allow pedestrians to cross. This is needed from the river to IH 35 where there are no crosswalks at streets."
>
> -Community Outreach Survey Respondent

While many of the signalized intersections along study area corridors include turn lanes (left) some do not. Recommended street cross-sections proposed by the study include space for turn lanes at all intersections and can be further modified to provide dual turn lanes where increased traffic volumes dictate.

Texas Department of Transportation (TxDOT) Turnback Program[2]

● Background

The voluntary TxDOT Turnback Program provides the opportunity for local governments to take ownership of State facilities that are being utilized primarily for local traffic rather than statewide connectivity. This can benefit local communities by giving them the flexibility in making improvements to the facilities, enhancing and balancing mobility, economic development, and access.

● **Locations**

The City of San Marcos has expressed interest in the following corridors for the TxDOT Turnback Program:

- SH 80/Hopkins St. (N. Guadalupe St. to IH 35)
- SL 82/Guadalupe St./University Dr. (CM Allen Pkwy. to IH 35)

Transportation Improvement Program

● Prior to Turnback implementation, TxDOT is required to let/construct any projects included in the four-year Transportation Improvement Program (TIP) within the limits of a candidate roadway.

The current TIP (2021-2024) has no projects proposed within the limits of any of the three corridors under consideration for Turnback.

Implementation

● The right-of-way should be transferred to the City of San Marcos, at no cost to the City. Prior to completion of the Turnback, the City of San Marcos should perform an inspection of the pavement to ensure the pavement is in satisfactory condition. A portion of the maintenance savings should be used in accordance with the local implementation plan developed by the City and TxDOT on eligible mobility, safety, and preservation projects. In order for a State roadway to be transferred from TxDOT to the local community, there should be an alternate facility that can be used as a State roadway to replace the one that is being transferred to the local community.

● Next Steps

It is recommended that the City begin/continue discussions with TxDOT regarding the Turnback Program, specifically on the Guadalupe St./University Dr. corridor scheduled for turnback in 2023. There are currently no projects/improvements identified in the TIP for this corridor, but a pavement assessment should be performed.

Significant streetscape enhancements are occurring in conjunction with new development along Guadalupe St., south of downtown. The demand for expanded and enhanced pedestrian facilities should only increase as the corridor is redeveloped; which underscores the need for the turnback of this portion of the Guadalupe corridor.

2. Texas Department of Transportation's Voluntary Turnback Program, Memorandum of Understanding (2014)

ACTIVE TRANSPORTATION ISSUES AND ACTIONS

Active transportation elements within the study area's recommended future thoroughfare network also have areas that can be enhanced. The City of San Marcos' 2018 Transportation Master Plan says roadways should be designed to enable safe access for people of all ages and abilities, for all modes of travel, and to respond to the communities they serve. A complete street is a context sensitive approach to roadway design which allocates space for all users. Safe and convenient opportunities for active transportation expand access to transportation networks for people without cars, while also spurring investment in infrastructure that increases the comfort of the on-road experience for active modes.

ISSUE **Sidewalk Connectivity and Sense of Place**

Although many of the corridors have sidewalks on one or both sides, gaps in the sidewalk network as well as driveways hinder pedestrian safety. Additionally, sidewalks should connect to key destinations to entice residents to walk or cycle to those destinations, such as Courthouse Square. Outdoor areas like the downtown plaza create a sense of place that attract residents and visitors while pedestrian infrastructure creates spontaneous opportunities to recreate.

Actions

• Develop program to fill sidewalk gaps in the present network.

• Update street design standards to include preferred sidewalk width of six-feet along major corridors (five-feet if right-of-way is constrained). Sidewalks should also be kept at-grade when crossing driveways to provide unobstructed movement of pedestrians along the corridor and increased visibility and safety.

• Update design standards to locate utilities off the sidewalk and within the planting or landscaped buffer.

• Incorporate a "park once" area in existing commercial and retail centers like downtown and Midtown. A "park once" area encourages people to park in one place and then make stops on foot rather than driving from one destination to another within the center.

ISSUE **Perceived Lack of Safety**

Improve pedestrian safety conditions along active transportation networks through the City. Feedback received during the public engagement process indicated a large number of residents desire additional pedestrian safety measures such as safer crossings at intersections, and other improvements, as described below.

Actions

• Implement Americans With Disabilities Act (ADA) compliant accessible curb ramps, crosswalk signals and high-visibility crosswalks at major intersections along SH 123 and SH 80.

• Incorporate pedestrian level lighting illuminating paths, sidewalks, and travel lanes to assist with greater visibility between vehicles and pedestrians.

• Update design standards to include traffic calming techniques and neighborhood slow street program recommendations.

• Develop way-finding and emergency call signal standards to enhance security and safety and promote cultural, social, and recreational activities in San Marcos.

"We need the city to be more walkable, bikeable, and to offer more options of quick public transportation to help with traffic congestion."

-Community Outreach Survey Respondent

Active Transportation Toolbox

Well-designed active transportation facilities promote walking and cycling as an alternative mode of transportation. This active transportation toolbox provides examples of ways to make active transportation viable.

● **Curb Extensions** visually and physically narrow the roadway, creating safer and shorter crossings for pedestrians while increasing space for back of curb amenities. These can also be applied at mid-block locations (neck-downs or pinch points) requiring drivers to reduce speed and increase visibility of other road users.

● **Path Lights, Emergency Call Buttons and Emergency Signage** provide a sense of security and safety while traveling along trails, especially at night. Emergency signage helps first responders locate pedestrians.

● **Way-finding Maps and Signage** help residents and visitors navigate the City and take advantage of the cultural, social, and recreational activities in San Marcos. Faded signage, trail markings, and maps should be repainted and renewed for visibility.

Image Source: Halff Associates

Image Source: City of Hendersonville, North Carolina

Image Source: Halff Associates

● **Pedestrian Islands** are raised medians constructed in the center of the roadway that separate traffic conditions and provide pedestrian and bicyclist refuge while crossing at intersections.

● **Raised Crosswalks** are flat-topped, mid-block intersections that raise the entire vehicle wheelbase to reduce speed, and are marked and signed for pedestrian crossing.

● **Cycling Lanes** provide dedicated roadway space to operate a bicycle. This cycling lane in downtown San Marcos is painted bright green to help drivers see cyclists and prevent vehicle collisions.

Image Source: Halff Associates

Image Source: Arizona Department of Transportation

Image Source: Halff Associates

ACTIVE TRANSPORTATION ISSUES AND ACTIONS

ISSUE Bicycle Accessibility.

A connected and comprehensive bicycle network is essential to the City's multi-modal transportation system. Bicycle facilities should be designed for all ages and abilities and consider land use, operational uses, traffic volumes, and traffic speeds.

Actions

- Implement recommendations from the 2018 Transportation Master Plan including an enhanced protected bike lane along SH 123 southward to IH 35 and an enhanced shared use path along SH 123 south of IH 35.

- Update design standards to include incorporation of all ages and abilities multi-modal design criteria and best practices for development and redevelopment along each corridor.

- Offer incentives to businesses to become "bike friendly" with the installation of bike racks and promotions.

ISSUE Pedestrian Refuges

Undersized pedestrian refuges or medians expose pedestrians to fast moving traffic and offer pedestrians limited protection from vehicles. For example, along SH 80, south of CM Allen Pkwy. to Camino Rd., there is a continuous two-way center left-turn lane.

Actions

- Update design standards to consider implementation of pedestrian refuges or medians along roadways with multiple travel lanes and high speeds.

- Where appropriate, implement pedestrian refuges or medians at high traffic volume intersections to reduce crossing distances and provide landscaped amenities to improve the aesthetics of the roadway.

WHAT IS CONTEXT SENSITIVE DESIGN?

According to the U.S. Dept. of Transportation, "complete streets" are streets designed and operated to enable safe use and support mobility for all users; including people of all ages and abilities, regardless of whether they are traveling as drivers, pedestrians, bicyclists, or public transportation riders. Context sensitive design takes the goal of complete streets and applies it to the process of determining the most appropriate cross-sections for street construction, reconstruction, or rehabilitation projects.

The Context Sensitive Solutions (CSS) Design Manual, written by the Institute of Transportation Engineers and the Congress for the New Urbanism, provides a guide on how this emerging practice can be implemented during the thoroughfare planning process. This process considers not only the functional class of the road, but also the character of the surrounding development, future goals for each corridor, and the existing or future need for different modes of transportation.

According to the 2018 Transportation Master Plan, many future trips within the City should be short trips where the mode could be shifted to walking or cycling (14 percent of trips made are less than one mile; 80 percent of trips made are less than five miles).

Most survey participants during the public engagement process indicated the following issues as very important or important:

- Enhanced walking options
- Efficient traffic flow and connectivity
- Efficient and accessible public transit

"Multi-modal transportation and attractive gateways to the city that reflect San Marcos' unique culture are absolutely necessary and would be a great asset to the city."

-Community Outreach Survey Respondent

TRANSPORTATION MODIFICATIONS

The San Marcos Transportation Master Plan includes a Future Thoroughfare Map and the Proposed 2035 Bicycle Plan that identifies a recommended network of future roadways classified and located to accommodate anticipated future traffic within and close to the City of San Marcos. This study proposes slight adjustments to the City's Master Plan to accommodate future growth and the concepts of this study.

Modification A:

Directly adjacent to River Rd. along IH 35 is a frontage road U-turn connecting vehicles on the southbound IH 35 frontage road to the northbound IH 35 frontage road. As part of a current IH 35 design project, this facility is proposed to be bicycle/pedestrian only. This study proposes the 2035 Bicycle Plan Map be updated to show a connection in the existing shared use path system at this location.

Modification B:

In the same vicinity as Modification A, this study also recommends a protected bicycle lane/shared use path be extended from the northbound SH 123. Modification B illustrates the addition of a shared use path segment connecting Guadalupe St. with LBJ Dr. This connection completes a cycling loop between downtown and IH 35.

Active Transportation Modifications

Study Area Development Framework

"Support a healthy community comprised of livable neighborhoods, vibrant economic districts, compatible industrial areas, attractive urban corridors, and appealing open spaces with a balanced mix of land uses."

STUDY AREA GOALS

VISION FOR FUTURE DEVELOPMENT

The vision for future development evaluates and is informed by data on trends in economic development, education, employment, population, and housing in and around San Marcos. Existing land use patterns within the context of environmental constraints, such as the San Marcos River and its floodplain, were evaluated to determine land parcels that are ideal candidates for development and redevelopment. A breakdown of future land uses, map segments, and transect characterizations are shown on the following pages.

Guiding Documents

The San Marcos Design Manual (2021)

The City of San Marcos Design Manual (2021) provides future visions, general design principles, and illustrative plans for a series of mixed-use urban development areas outlined in the San Marcos Comprehensive Plan. These illustrative plans served as a foundation for the Vision for Future Development.

2018 Preferred Scenario Map (2018)

The City of San Marcos Preferred Scenario Map (2018) identifies and distinguishes between Areas of Stability, Growth Areas, and corresponding Land Use Corridors. Elements of the Preferred Scenario Map were used to project and extrapolate residential, commercial, industrial, and mixed-use land development and growth patterns throughout the study area Corridors.

Environmental Constraints

Environmental constraints such as 100-year and 500-year Federal Emergency Management Agency (FEMA) floodplains, the San Marcos River, and San Marcos River Protection Zone (which limits impervious surfaces to a maximum of 30 percent) represent "low-build/low-intensity" areas for the Vision for Future Development.

Aerial Imagery

Lastly, aerial imagery comparisons were used to confirm land use suitability, development constraints, and potential challenges arising from incompatible land uses.

The vision for future development is informed by previously approved City plans and documents and further refined using aerial imagery analysis as well as market-based research to ensure that future investments align with local land use development and community character goals. The subsequent corridor concepts and transect recommendations in this study are designed to implement the goals and objectives of these guiding documents while taking into account public comments received during the study process.

LAND USE PROJECTIONS

City zoning ordinances typically use lot sizes and building square footage to differentiate zoning classes (Single-family Residential-1, General Commercial-1, etc.), this study's baseline build-out projections, however, do not distinguish between zoning classes. Instead, the projection aggregates potential future land uses into general categories which are explained below, and calculates parcel build-out and acreage by land use type. This allows for a variety of land use types and density flexibility as development activity increases. Each land use category can be found on **Map 13, _Vision for Future Development,_** on page 77. The data presented below has also been incorporated into 2045 traffic projections incorporated into the study and presented beginning on page 60.

Land Use Categories and Description	Existing Land Use			Projected Land Use		
	Parcels	Acres	Acres, % of Total	Parcels	Acres	Acres, % of Total
Agricultural Ranch (AR) _Farmland used for agricultural crop, animal and related by-products._	-	-	-	4	10	0.5%
Business Park (BP) _Centers where compatible business establishments (professional services, medical offices, etc.) are organized and grouped._	2	1	0.0%	3	5	0.0%
Central Business District (CBD) _Dense, downtown node of concentrated commercial, professional services, retail, and leisure activity._	449	70	0.4%	449	70	0.3%
General Commercial (GC) _Small-scale, commercial, and big-box retail businesses._	411	518	2.8%	415	2,341	12.4%
Industrial (I) _Provides for heavy industrial uses, open storage of goods, manufacturing, etc.; typically incompatible with residential uses._	9	175	0.9%	24	3,238	17.3%
Light Industrial (LI) _Provides for transportation, distribution, wholesale, and warehouse facilities; warehouses, storage, and flex spaces._	41	661	3.6%	100	1,810	9.5%
Multi-family Residential (MF) _Multiple dwelling units spatially arranged in low- to high-rise buildings._	310	386	2.1%	261	494	2.6%
Mixed-use (MU) _Building types that accommodate ground floor retail, office, or commercial uses with upper-story residential or office uses._	1	7	0.0%	226	1,294	6.9%
General Office (O) _Provides for sales, retail and professional services businesses._	21	26	0.1%	24	31	0.2%
Parks and Open Space (P) _Parks, recreational or other natural environmental areas._	86	286	1.5%	86	286	1.5%
Public and Institutional (PI) _Various public and institutional uses include government buildings, schools, hospitals, universities, essential utility services such as wastewater treatment plants, etc._	99	2,276	12.3%	99	2,276	12.3%
Rural Residential (RR) _Low-density dwelling units typically located in rural settings._	217	448	2.4%	167	1,671	9.4%
Rural Undeveloped (RU) _Undeveloped or vacant land._	400	11,576	62.5%	68	2,043	10.9%
Single-family Residential (SF) _Small to large detached housing typically located in a primarily single-family residential neighborhood in a more suburban or rural setting._	3,173	2,098	11.3%	3,322	3,045	16.2%
Grand Total	**5,219**	**18,528**	**100%**	**5,219**	**18,528**	**100%**

● Study Area Development Framework

FUTURE GROWTH IN THE STUDY AREA

A summary of land use development patterns are listed below and identified on **Map 13,** *Vision for Future Development,* on the facing page.

01 Retail and commercial land uses are projected to continue existing development patterns along IH 35 frontage roads. These areas are convenient to visitors and travelers along the highway.

02 The TRACE, a 420-acre master-planned community, will contain a mixture of single-family and multi-family homes, an elementary school, and retail and commercial sites.

03 Industrial and light industrial (warehousing/flex) land uses are projected to occur between Posey Rd. and Center Point Rd., between East McCarty Ln. and Wonder World Dr., and along Hopkins St./SH 80 approaching San Marcos Regional Airport. As previously discussed in **Chapter 2,** *Existing Conditions*, San Marcos is expected to have a demand for approximately 11,200 new industrial employees over the next 20 years.

04 The East Village area of San Marcos surrounding San Marcos High School is expected to host a variety of commercial, retail, and service-oriented activity. Single-family and multi-family residential developments around the high school integrate the school into the community and allow families of all income levels to find affordable housing. Since the area is primarily on undeveloped property it can still become a mixed-use gateway into the City. Projected mixed-uses encourage walkability and outdoor recreational opportunities for nearby residents.

05 Traveling northeast away from the Medical Center Catalyst Site, development potential in much of the study area is constrained by natural conditions. Environmental barriers such as the 100-year and 500-year FEMA floodplain, the San Marcos River and San Marcos River Protection Zone represented "low-build" areas for the Vision for Future Development. Lower density land uses such as agricultural ranch, general commercial, and light industrial were anticipated for substantially undeveloped parcels in these floodplains when projecting land use assumptions.

06 San Marcos' Midtown area includes some of the densest mixed-used developments in the city outside of downtown. Most residential development caters to student housing with supporting commercial services and restaurants. Midtown's close proximity to downtown, Texas State University, and the San Marcos River make it a desirable location for students but development directly adjacent to Hopkins St./SH 80 presents an uncomfortable pedestrian and bicycling environment which may dissuade at least some potential bicycling and walking trips to the downtown area.

07 Older commercial and institutional development flanks and takes direct access off of Guadalupe St./SH 123. Limited curb-cut control and the lack of center medians allow for unobstructed turning motions onto and off of the roadway. Adjacent commercial parcels are shallow in depth and are directly abutted by older residential subdivisions.

08 The southern extent of Guadalupe St./SH 123 is surrounded by open fields rapidly transforming into single-family subdivisions, multi-family development and commercial land uses flanking the corridor. New highway interchanges and overpasses facilitate unimpeded traffic flow on the southern approach to the City, but roadway efficiency may decrease rapidly as development occurs without the incorporation of access management features that are missing on built-out segments of the corridor closer to IH 35.

Map 13

Vision for Future Development

Legend

- Agricultural Ranch
- Business Park
- Central Business District
- General Commercial
- Industrial
- Light Industrial
- Multi-family Residential
- Mixed-use
- General Office
- Parks and Open Space
- Public and Institutional
- Rural Residential/Undeveloped
- Single-family Residential
- Study Area

City Government Complex

Downtown

Medical Center

North/South Connector

North/South Connector

06

03

05

07

03

08

04

02

01

1/4 Mile 1/2 Mile 3/4 Mile 1 Mile
* Map not to scale

N
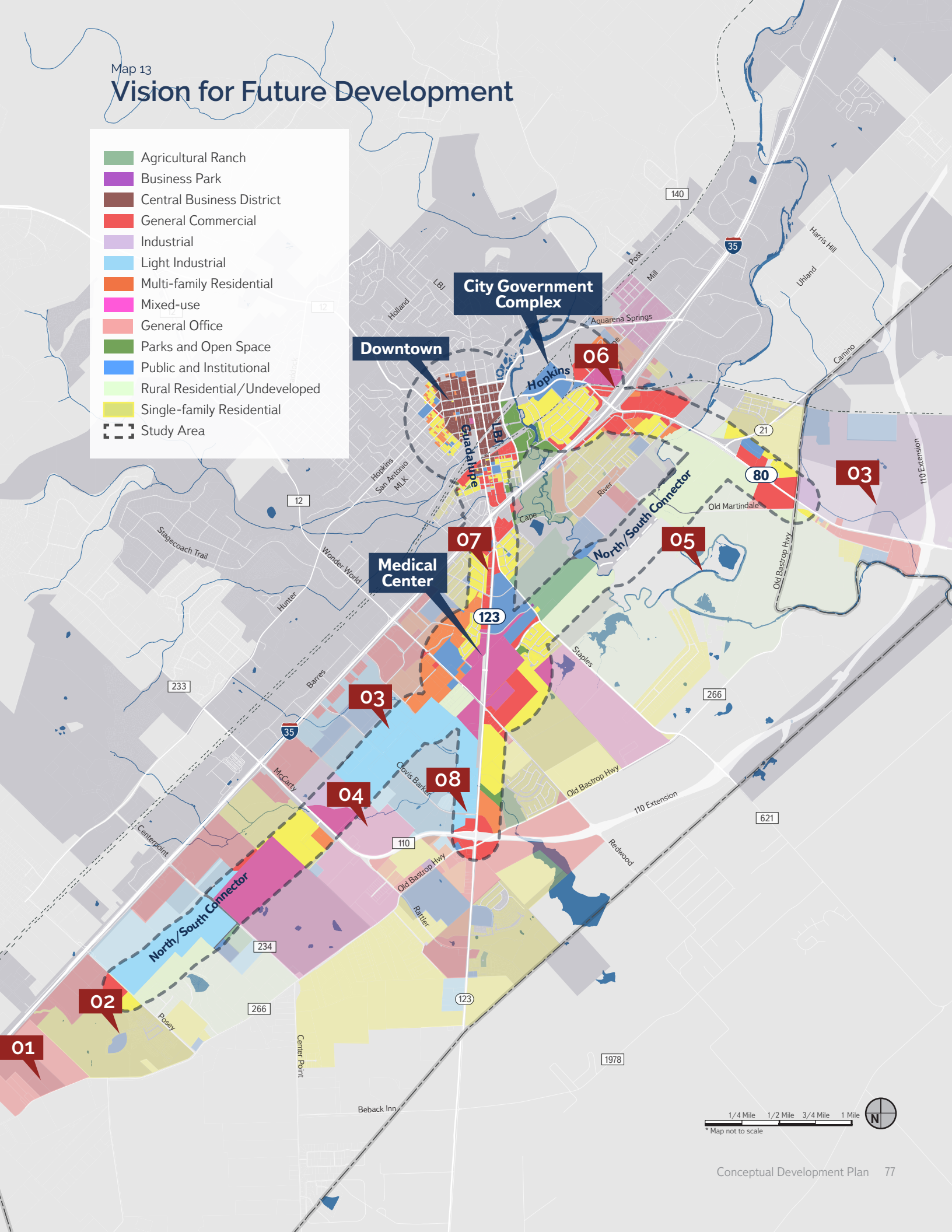
Study Area Development Framework

"Encourage new development that is in harmony with the character of the community, is fiscally responsible, and is aligned with future growth expectations."

STUDY AREA GOALS

Mixed-use   Environment

PLACE-MAKING FRAMEWORK

Preceding sections of this study emphasize San Marcos' desire that new development along study area corridors reflect a preferred community character which is distinctive and evident as people enter the city. Many of the building and site design features that create a consistent community identity also promote the City's long-term fiscal and environmental objectives. This section describes basic place-making elements that should be considered when evaluating future study area development proposals.
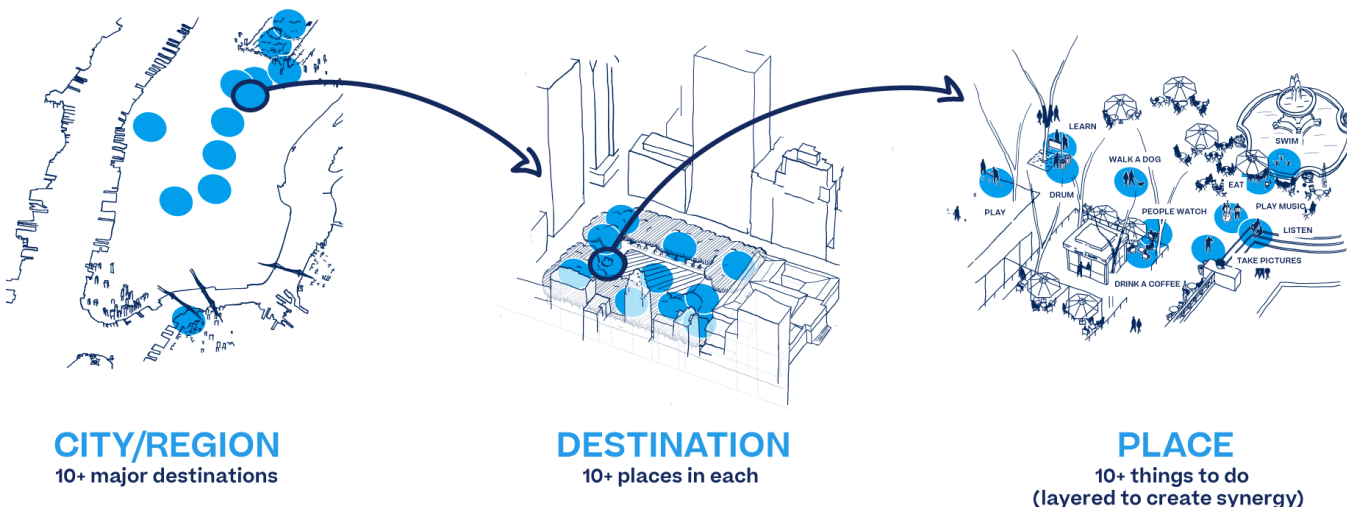
Spaces and Destinations: The Power of 10+

The Power of 10+ is a concept developed by the Project for Public Spaces to evaluate place-making at a range of spatial scales; the focus of which is to underscore the value of considering a city's destinations and districts from a human, experiential scale and the reasons people may want to be there. This concept recommends vibrant places have at least 10 destinations; and within each destination there must be 10 specific places; and within each place there must be at least 10 things to do, which are layered to create and build-upon accrued synergies — making a place more than the sum of its parts.

"We must do what we can to reduce sprawl and reduce the infrastructure/maintenance liability of the city by refocusing development efforts on sustainable walkable bikeable liveable city space. This may mean that the existing/current character of some neighborhoods must change; but what comes next will be better more environmentally friendly and a benefit to all."

- Community Outreach Survey Respondent

Power of 10+[2]
How Cities Transform Through Place-Making

CITY/REGION	DESTINATION	PLACE
10+ major destinations	10+ places in each	10+ things to do (layered to create synergy)

2. Power of 10+ Diagram; Source: Project for Public Spaces (PPS)

ON PLACE-MAKING...

The term, placemaking, refers to the art of transforming public space into quality places. According to the Project for Public Spaces, placemaking "capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being."

Places are recognizable and consist of elements which include **paths, nodes, edges, districts, and landmarks**.

- **PATHS** may include streets, walkways, transit lines, canals, railroads. It is along these paths that place-making elements are arranged and related.

- **NODES** are the strategic spots in a city into which an observer can enter, and may be primarily junctions, a crossing or convergence of paths. The concept of a node is related to the concept of a path, since junctions are typically the convergence of paths.

- **DISTRICTS** are large sections of a city which are recognizable as having some common, identifying character. "Always identifiable from the inside, they are also used for exterior reference if visible from the outside"[3]

- **EDGES** are linear elements which compose the boundaries between two places, and represent a physical change in the environment. Edge elements provide organizing features, which help to define places, and may include shorelines, transportation corridors (e.g., railroads, rivers, highways), changes in development, and walls. Edges can be punctuated by gateway elements, which announce a departure from or entrance into a different area or district.

- **LANDMARKS** are another type of external point-reference and are frequently used clues of identity. They are usually a defined physical object, such as a building, sign, store, or statue. They may be within the city or at such a distance that for all practical purposes they symbolize a constant direction.

3. Lynch, Kevin. 1960. *Image of the City*. MIT Press.

"Preserving our natural environment is a top priority for me. Creating a more walkable city will help reduce carbon pollution from automobiles. Also building multi-modal and aesthetically pleasing thoroughfares is also very important for the image of our city."

-Community Outreach Survey Respondent

Study Area Development Framework

Elements of Great Places

As discussed on the following pages, additional elements and spaces which contribute to great places include streets, public gathering spaces, small scale features and elements, gateways, urban landscape enhancements, and public art.

Great Streets

Streets provide vehicular and pedestrian connections between spaces and places, and can be important spaces themselves. The pattern of the street network helps to define the city and provides legibility through the creation of unique spaces. Streets provide access to the buildings and spaces which help to frame the street. As Christopher Alexander described in his seminal work, *A Pattern Language*, streets should be for staying in, and not just for moving through. To be effective in place-making a streetscape must provide special attention to the streets livability by representing a sense of security and place, visible employment, variety of transportation options, and meaningful interactions between residents. Wide pedestrian sidewalks between buildings and streets provide opportunities for seating areas, outdoor dining, people-watching, and other urban activities. Streetscape elements such as benches, bollards, signage, ornamental street lights, planters, and street trees provide rhythm and continuity, color and textures, and enliven the street.

Streetscape of Greer, South Carolina

Great Public Places

An active and vibrant city is composed of great public places, such as plazas and town squares that allows people to visit and come together, offers comfortable, sunny and shaded places to sit outside, and provides a place to watch and participate in events and celebrations. Great public places are the living room of the community; and form the stage and backdrop to the drama of social life.[4]

Grand Central Pedestrian Plaza, New York City

Small-scale Features and Elements

Window-mounted flower boxes, special paving, plaques and signage, statuary, and decorative lighting represent small scale features which add a layer of detail and richness to a streetscape or public space and contribute to placemaking.

Gateways/Entrances

Gateways make towns and areas within towns distinct and more vivid by offering a unique marker between places. Gateway features, portals, and other forms of monumentation add to the character of a special

4. www.urbandesign.org

district or neighborhood and help distinguish between two places. A gateway can have many forms: a literal gate; a bridge; a passage between narrowly separated buildings; a monument; an avenue of trees; or a gateway through a building.

Interwoven Landscape

Beyond important environmental benefits, trees provide an urban context with placemaking benefits as well. Vegetation helps to soften the hard edges of an urban environment and provide a sense of human scale. Uniform trees lining a significant street can evoke a sense of grandeur while trees in an urban pocket park provide respite from the harsh summer sun.
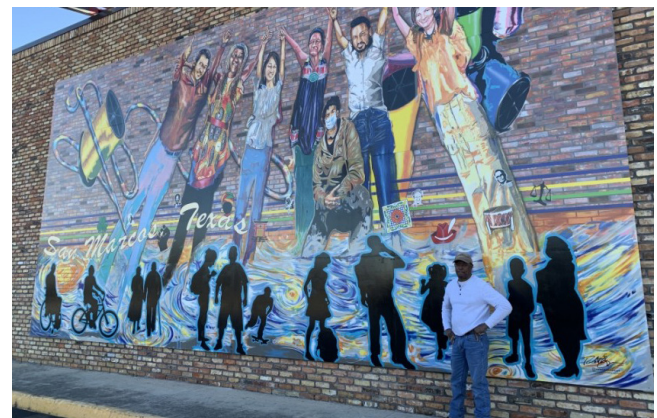
Public Art

Public art adds enormous value to the cultural, aesthetic, and economic vitality of a community. Public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors. As summarized by the Americans for the Arts, "places with strong public art expressions break

Delano Streetscape

Local artists Robert Jones poses with mural in downtown San Marcos

Bryant Park, New York City

the trend of blandness and sameness, and gives communities a stronger sense of place and identity." From Anish Kapoor's Cloud Gate ("The Bean") in Chicago, to the multiple surfaces adorning Miami's Wynwood Walls, to the Fremont Troll under Seattle's Fremont Bridge, public art can consist of everything from murals, to statuary, to dynamic compositions of water and sound, and everything in between.

The San Marcos Mural Arts Program is a local program that provides funding and design assistance to artists to help improve the quality of life and character of San Marcos. Notable murals include the "*Hi, How Are You?*" mural by Daniel Johnston; and the restroom facility mural at Children's Park depicting native wildlife and heritage.

● Study Area Development Framework

Environmental Design Principles

Protecting and preserving the natural environment has been consistently expressed as a high priority by stakeholders and the public throughout this study. The following environmental design issues highlight concerns while the strategies describe building and site development techniques that can be employed to meet these concerns while being mindful of environmental stewardship.

"Encourage new development that is in harmony with the character of the community, is fiscally responsible, and is aligned with future growth expectations."

STUDY AREA GOALS

This study's **needs assessment** section (page 48) identifies preliminary issues and approaches related to environmental site design. This section expands upon the needs assessment to identify relevant environmental design strategies that may be applied throughout the study area.

ISSUE River Corridor Protection

The potential adverse impacts of development activities to San Marcos' river corridors should be mitigated. As previously acknowledged, the City of San Marcos has taken proactive measures to protect environmentally sensitive property from detrimental development patterns and practices - including regulations designed to protect the water quality in the Blanco River and San Marcos River watersheds. These efforts may be augmented by adopting additional low impact development standards for application to buildings, sites, and streets.

Actions

- Incorporate low-impact development provisions that promote environmental-friendly storm water design standards into municipal design and construction manuals.

- Adopt the International Green Construction Code by reference or incorporate select provisions into municipal code.

- Update municipal standard details to include acceptable green infrastructure designs.

- Offer incentives for the incorporation of green infrastructure techniques into development projects.

ISSUE Urban Heating

Building and site design activities offer the possibility of creating cooling urban environments. Although perhaps counter-intuitive, new development (and redevelopment) within the study area may offer the ability to create more cooling environments than currently exist on many properties and along roadway corridors. Rigorous tree protection and planting standards on development sites and within public rights-of-way can offset some heat gain from paved surfaces, assist in air purification, and provide a more comfortable environment for bicyclists and walkers.

Actions

- Modify development code provisions to affirm street tree requirements for all new or retrofitted street segments rather than such provisions being implied.

- Augment impervious surface area coverage and tree canopy preservation standards within minimum tree canopy site standards that combine preserved canopy with planted canopy.

Environmental Design Toolbox

Many green infrastructure techniques are being employed by communities and developers to provide water quality benefits, mitigate downstream flooding, reduce urban heat islands, improve air quality, and to add recreational landscape opportunities. Techniques promoted by the City of San Marcos within the study area to "build with nature" can assist in incrementally addressing global urban and climate challenges.

Green Building Tools:

- **Downspout Connections:** Downspout connections can route rooftop drainage to rain barrels, cisterns, or permeable areas for the reuse storm water or allow storm water to infiltrate into the soil and mitigate development runoff impacts.

- **Rainwater Harvesting:** Rainwater harvesting can be used to collect and store rainwater for later use that can provide more environmentally-friendly strategies to irrigation practices and limit water waste.

- **Green Roofs:** Green roofs allow vegetation benefits to traditional roof systems that can help with ecosystem, air quality, water quality, biodiversity, and heat stress.

- **Blue Roofs:** Blue roofs are designed to retain storm water for non-potable and irrigation use while also reducing discharge energy and volume.

- **Passive Solar Design:** Canopies, awnings, balconies, recesses, and orientation to control the amount of sunlight entering a building.

Green Site and Street Design Tools:

Planter Boxes: Planter boxes are urban rain gardens that collect runoff from sidewalks, parking lots, building downspouts, and streets that reduces and filters storm water runoff.

Rain Gardens/Bioretention: Rain gardens or smaller bio-retention cells are shallow, vegetated basins to filter runoff pollution, recharge local groundwater, improve water quality, reduce flooding hazards, and enhance aesthetic quality and natural habitats.

Cisterns and Water Storage: Cisterns are often larger than rain barrels and can be located underground, at ground level, or on an elevated stand and can be used to store water for reuse such as irrigation or non-potable indoor plumbing uses.

Vegetated Filter Strips: Vegetated filter strips are used to clean and filter water runoff from paved surfaces to protect water quality, streams, and sediment flows.

Permeable Pavements: Permeable pavements infiltrate, treat, and store rainwater where it falls and can mitigate development impacts and allow for more impervious surface area.

Subsurface Detention: Subsurface detention provides temporary storage of storm water runoff underground and controlled discharges into underground pipe systems or receiving surface drainage features.

Urban Multi-function Open Spaces: Urban multi-function open spaces are centralized areas within higher density development zones and are separated from significant existing natural features. These are primarily opportunities to add natural system value and services to areas that do not directly benefit from natural system adjacencies.

Enhanced Bioswales: Enhancement of existing drainage swales and intermittent streams with flow controls to slow the flow and reduce erosion while reestablishing riparian vegetation.

Green roof planting at University of Texas of Austin

● Corridor Concepts

The Corridor Concepts presented in this study define 12 "transects" which promote preferred development or redevelopment characteristics for property within the three study area corridors. These transects also define the recommended roadway typology for each of the three study area thoroughfares as they traverse San Marcos' neighborhoods and districts.

These concepts align the study vision and goals with public feedback received throughout the planning process and with the City of San Marcos' adopted long-range planning documents and development codes. As previously discussed, constraints within the existing right of way, constraints at IH 35, as well as stakeholder feedback guided the recommendation for the four-lane capacity along both SH 80 and SH 123. The study area's corridor transects may serve as a guide for City staff and elected and appointed officials when evaluating the merits of individual land use, development, and redevelopment proposals for property within each of the three study area corridors.

ROADWAY DEVELOPMENT PARAMETERS

Transect development parameters are accompanied by corresponding roadway cross-sections for Guadalupe St. | SH 123, Hopkins St. | SH 80 and the North-South Connector. Each cross-section illustrates the typical recommended roadway design within the transect. **Roadway Attributes** (below) summarizes the features that should be incorporated into future study area thoroughfare design, construction or reconfiguration.

Roadway Attributes

Description	Recommended roadway typology and overview of roadway and roadside design features.
Thoroughfare Classification	Type of roadway in comparison to TxDOT functional classification and City of San Marcos future thoroughfare classification.
Thoroughfare Metrics	Comparison of existing and proposed dimensional standards for key roadway and roadside features.
Roadway Features	Description of individual roadway and roadside design elements.

Roadway Components

Study cross-sections distinguish between "travelway" and "roadside" design features.

Travelway: The public right-of-way between curbs and typically including travel lanes, parking lanes, transit and bicycle facilities; and, traffic management features such as medians, turn lanes and more.*

Roadside: The public right-of-way from the back of curb to the front property line of adjoining parcels and typically including planting areas and bicycle and pedestrian facilities.*

*Derived from Designing Walkable Urban Thoroughfares: A Context Sensitive Approach (2010), Institute of Transportation Engineers (ITE).

SAN MARCOS' PLACE-BASED DEVELOPMENT TOOLS

As previously introduced in Chapter II, *Existing Conditions Analysis,* the *San Marcos Development Code* and *San Marcos Design Manual* include the regulatory and advisory tools necessary to facilitate the application of the City's comprehensive plan. Likewise, these development tools include zoning districts, development standards and design guidelines that align with the transect-based principles recommended by this study's Vision for Future Development. Where applicable, the study area transects described on pages 86 through 143 utilize the nomenclature and provisions contained within these City documents.

TRANSECT DEVELOPMENT PARAMETERS

Study area transects are introduced on pages 86 through 143. This section expands upon the introductory descriptions for each transect to include additional defining attributes. **Transect attributes** (below) summarizes the features which are described in each transect spread, and which should guide future development along specific segments of each study area corridor.

Transect Attributes

Description	Preferred type of development within the transect.
Representative Land Uses	An abbreviated list of land uses (not all-inclusive) that may be appropriate within the transect consistent with recommended development patterns.
Development Patterns	Building and site design parameters which should be incorporated into transect development to support overall place-making recommendations.
Building Type	Mixture of building types which may support representative land uses.
Recommended Zoning	City of San Marcos zoning districts that may support representative land uses and recommended development patterns.

Development Scale

Measures of development scale presented in this study are provided for reference only. Alternative measures may be utilized by the City of San Marcos to implement its future development vision through metrics contained in the *San Marcos Development Code.*

Floor Area Ratio (FAR)

FAR (below right) is the ratio between a building's total floor area and its site coverage. FAR is calculated by dividing the gross square footage of a building by lot area. FAR is a useful tool in measuring nonresidential and mixed-use development.
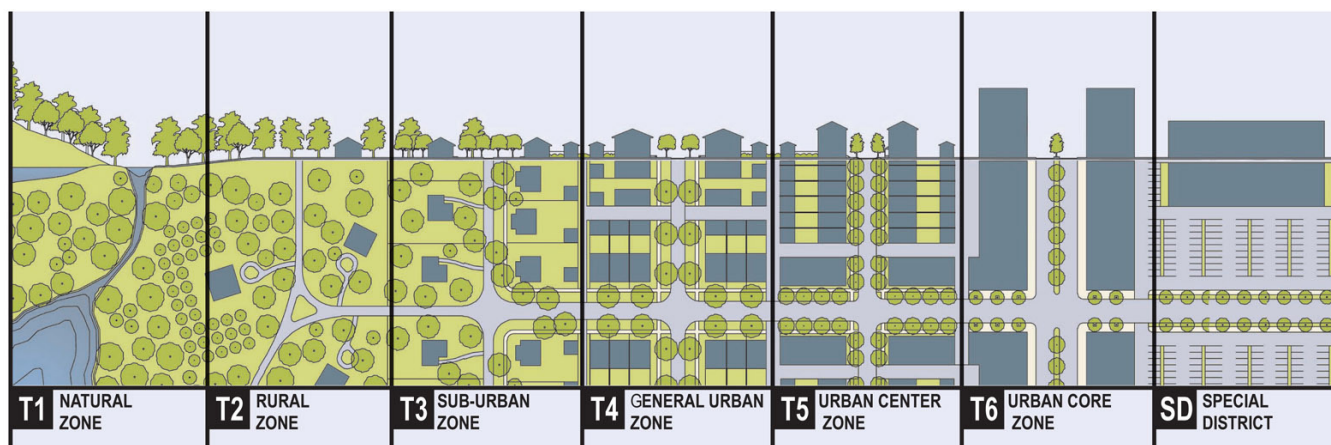
FAR = 1

One Story
100% of lot built

Two Stories
50% of lot built

Four Stories
25% of lot built
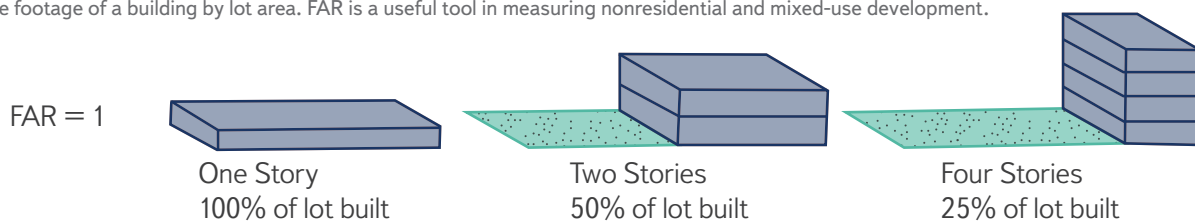
● Corridor Concepts

FUTURE DEVELOPMENT CONTEXT

The future growth context presented on the preceding pages presumes a significant increase in residential dwellings and non-residential buildings throughout the study area over the next 20-plus years. This increase should place high demands on the City's existing and planned roadway network (see Mobility Framework beginning on page 60) despite parallel efforts to mitigate motor vehicle traffic by investing in biking, walking, and transit.

The ideas for future development presented in this section provide an environment with a variety of uses, form, density, and character that better entices residents and visitors to abandon their cars in favor of walking and cycling.

Study Area Transects

| **T1** NATURAL ZONE | **T2** RURAL ZONE | **T3** SUB-URBAN ZONE | **T4** GENERAL URBAN ZONE | **T5** URBAN CENTER ZONE | **T6** URBAN CORE ZONE | **SD** SPECIAL DISTRICT |

The rural-to-urban transect (above) serves as the framework for the City of San Marcos' Character [Zoning] Districts, and of the (12) transect areas recommended in this study's Vision for Future Development. Source: SmartCode v 9.2, DPZ Partners LLC

The building forms are adapted from the Congress for the New Urbanism's (CNU) transect-based development principles. The transect runs through a hierarchy of natural to urban form which mark a shift in densities and intensities of development. The image above depicts a range from a natural undeveloped zone (least developed) to a central, heavily developed core (area of greatest development intensity).

Categorizing development and growth patterns into these transects helps to characterize the areas which compose San Marcos and contribute to its identity as a unique urban place. The transects used in this analysis include Natural, Rural, Sub-Urban, Auto-Urban, Urban Neighborhood, Urban Core, and Special District.

The 12 study area transects are introduced on pages 87 through 143. Recommended development patterns within each transect area are discussed in more detail within the applicable Corridor Concepts sections of this chapter.

During Public Involvement Round One, in the fall of 2020, 12 Facebook posts and 30 Twitter posts, in English and Spanish, recieved over 24,000 impressions.

Over the course of four days, 54 unique participants joined virtual workshops to focus on key study area corridors and activity centers.

Map 14
Corridor Transects

Catalyst Sites

Hopkins Transect 1-B
San Marcos River to Thorpe Ln.

Hopkins Transect 1-A
Downtown Square to San Marcos River

City Government Complex

Hopkins Transect 2
Thorpe Ln. to River Rd.

Downtown

Hopkins Transect 3
River Rd. to FM 1984

Guadalupe Transect 1
Downtown Square to Grove St.

Guadalupe Transect 2
Grove St. to IH 35

Guadalupe Transect 3
IH 35 to De Zavala Dr.

North/South Transect 1
SH 80 to Staples Rd.

Guadalupe Transect 4
De Zavala Dr. to Wonder World Dr.

North/South Transect 2
Staples Rd. to Wonder World Dr.

Medical Center

Guadalupe Transect 5
Wonder World Dr. to FM 110

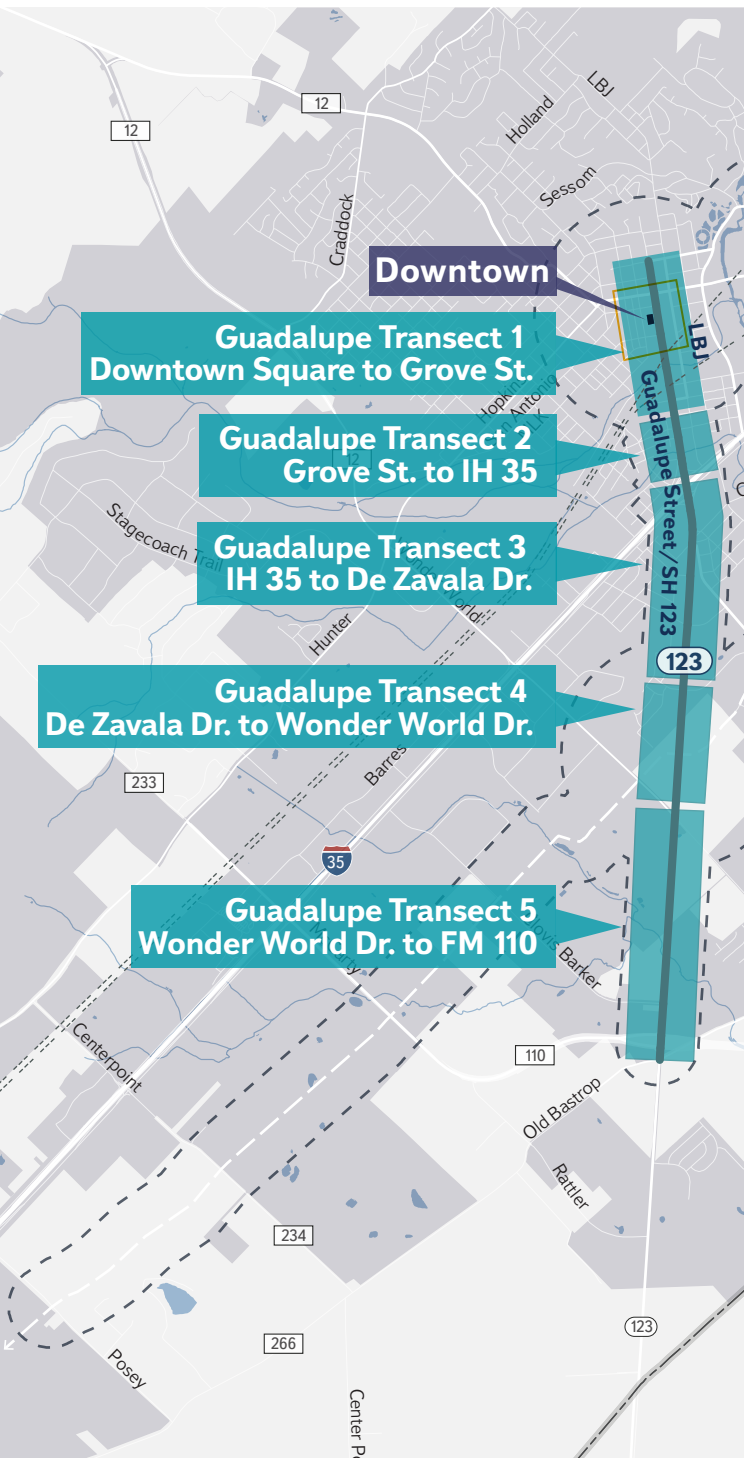**North/South Transect 3**
Wonder World Dr. to Posey Rd.

1/4 Mile 1/2 Mile 3/4 Mile 1 Mile
* Map not to scale

Corridor Concepts

Guadalupe Street | SH 123 Transects

The study recommends five distinct transect areas to guide the future development character of properties along Guadalupe St. | SH 123 from the downtown San Marcos Square south to FM 110.

Guadalupe Street | SH 123, Transect 1
(Downtown Square to Grove Street)

Current Character

As part of San Marcos's downtown urban core, this transect is a focal point of community activity. The area is characterized by intense commercial and residential development and supports substantial pedestrian and automobile traffic. The area includes local shops, restaurants, student-oriented housing and social spaces, and contains multiple vacant parcels and underutilized street corridors that present revitalization opportunities.

Transect 1 is characterized by very dense urban development concentrated around downtown Square; becoming increasingly auto-urban moving southward toward Grove St.

Future Character

Multi-story mixed-use development of varying scale should be promoted throughout this transect area. Building frontages should have a direct spatial and physical relationship with adjacent roadsides that generates an active and attractive pedestrian environment. Parking and other auto-oriented facilities should be minimized through site and landscape design features.

Guadalupe Street | SH 123, Transect 2
(Grove Street to IH 35)
Current Character

The Grove St. to IH 35 transect is characterized by auto-oriented retail development along Guadalupe St. abutting adjacent mature single-family residential neighborhoods to the east and west. Development along adjacent streets is low-density in nature while parcels directly facing Guadalupe St. are undergoing a gradual transition to higher intensity land uses.

Transect 2 represents a corridor and associated neighborhood in transition. Auto-oriented development directly abutting Guadalupe St. is being replaced with more intense, mixed-use development.

Future Character

Urbanization of property within this transect should be permitted at varying scales that minimize the impact on surrounding residential areas. Multi-story and mixed-use buildings should be allowed along Guadalupe St., and along LBJ Dr. north of Grove St., with direct frontage on wide roadsides that support pedestrian activity. A mix of residential building types may be permitted on parallel streets at a scale that is complimentary to exiting single and two-story residential dwellings.

Guadalupe Street | SH 123, Transect 3
(IH 35 to De Zavala Drive)
Current Character

Auto-oriented commercial land uses are clustered with access off of IH 35 frontage roads and other perimeter streets. Additional commercial (restaurant, retail) development and off-street parking areas extend south along SH 123; with single-family residential subdivisions behind. K-12 schools and higher learning institutions have developed along the east side of Guadalupe St. within this transect.

Land uses within Transect 3 are auto-centric and service-oriented, catering in part to IH 35 traffic.

Future Character

This transect may continue to be developed in a manner that supports auto-oriented commercial uses, and should be retrofitted to incorporate building and site design features that create a more comfortable and functional pedestrian environment, improves corridor aesthetics, and mitigates disruptions to traffic flow. Single-use and mixed-use developments are both permissible assuming a scale that compliments adjacent residential development intensities.

Corridor Concepts

Guadalupe Street | SH 123, Transect 4*
(DeZavala Drive to Wonder World Drive)
Current Character

Properties fronting this section of SH 123 are primarily rural/undeveloped but are immediately adjacent to single-family residential developments and commercial and institutional uses - including a burgeoning medical complex. Development activity continues to increase along SH 123 access roads and intersecting thoroughfares. This area is also the location of the City's Medical Center development area and one of this study's three catalyst sites. The frontage road on the west side of Guadalupe St. provides future access to abutting vacant parcels.

Approaching Wonder World Dr. on Guadalupe St., heading south. Transect 4 is poised for significant growth and development associated with the Medical Center catalyst area.

Future Character

This transect should serve as a high-intensity mixed-use development center. A variety of residential dwelling types and development scales should be supported by commercial retail development and medical offices to create a district that provides for the opportunity to live, work, and shop all within close proximity. The transect should include generous parks and green spaces woven throughout the area to provide for active recreation and social interaction.

Guadalupe Street | SH 123, Transect 5
(Wonder World Drive to FM 110)
Current Character

The southernmost transect of the Guadalupe St. | SH 123 corridor is characterized by light commercial development and single-family residential homes. The City's *Future Growth Scenario Map* highlights this area's potential for light industrial and commercial development north of FM 110, and commercial and single-family residential development to the south to further integrate San Marcos High School into the community.

Intersection of Guadalupe St. and FM 110, looking north. It is envisioned that future development within Transect 5 should include large footprint light manufacturing, warehousing and distribution-oriented businesses focused on proximity to IH 35.

Future Character

This transect should develop in a manner that mimics Transect 3 - supporting new auto-oriented commercial uses while incorporating building and site design features that create a more comfortable and functional pedestrian environment, improve corridor aesthetics, and minimize potential disruptions to traffic flow. Single-use and mixed-use developments are both permissible and may vary in scale using appropriate transitions in scale between new developments.

● Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 1 (AVENUE)
(Downtown Square to Grove Street)

The recommended corridor cross-section for Transect 1 is a one-way avenue located between the downtown Square (location of Hays County Courthouse) and Grove St. The one-way avenue is designed to create an inviting urban streetscape that encourages bicycling and walking and can be utilized as an "outdoor living room" for public gathering. The avenue formalizes recent City investments with new hardscape features that slow traffic, collect storm water runoff, and provide defined parallel pathways for bicyclists and pedestrians.

Thoroughfare Classification*

City of San Marcos: Avenue
TxDOT: Principal Arterial

| Roadside (Varies: 9'+) | Travelway (72') |

Thoroughfare Metrics

	Existing (Principal Arterial)	Proposed (Avenue)
Right-of-Way	Varies (57' to 93')	Varies (78'+)
Travel Lane (2) Width	23'	23'
Parking Lane (2) Width	16'	16'
Bikeway (with physical separation)	13'	15'
Travelway Width (includes at-grade bikeway, curb, and gutter)	Varies (57'+)	54'
Roadside (e.g., planting strip sidewalk)	Varies	9'+

* Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- Two 11.5' travel lanes (southbound)
- Two 8' parking lanes defined and protected by curb extensions

Bikeway
- Two-way protected bicycle lanes
- 3' physical separation from parking lanes

Roadside
- Edge zone between curb and sidewalk for plantings, signage, lighting, etc.
- Green storm water features for bio-filtration
- Minimum 7' wide sidewalk

Frontage
- Expanded frontage zone for public gathering and activity
- Build-to line to encourage building frontage directly adjacent to the street or frontage easement
- Shopfront building design to entice street activity
- Concealed rear parking accessed by consolidated driveways and rear alley

| **Roadside** (Varies: 9'+) |

Design Guidance*

The avenue illustrated in this study is modeled after the City of San Marcos' "avenue" and CAMPO's "one-way minor arterial" cross-sections and has been calibrated to address anticipated development patterns and recent City investments.

*Sources: San Marcos Development Code; San Marcos Design Manual; CAMPO Regional Arterials Pattern Book (2020)

Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 1
(Downtown Square to Grove Street)

Transect Description

Multi-story, mixed-use development of varying scale may be promoted throughout this transect area. Building frontages should have a direct spatial and physical relationship with adjacent roadsides which are programmed to accommodate an active and attractive pedestrian environment; within which, parking and other auto-oriented facilities are screened or located in rear portions of the parcel.

Representative Land Uses (List not all-inclusive)

- Commercial/retail on ground floors
- Residential/office on upper-level floors
- Restaurants, entertainment, and lodging
- Civic uses

Representative Building Types*

- Mixed-use shopfront
- Live/work
- Apartment
- Townhouse
- Civic building

* Building types are defined in the San Marcos Development Code (Art. 2: Building Types, and Div. 6: Building Type Standards)

Recommended Development Patterns*

- Typical building floor area ratio (FAR) of 2.25 - 3.0 (75 percent parcel coverage) to allow for parking in rear of parcel, as appropriate.
- Building setbacks, massing, materials, facades, punctuation of windows and entrances, and roof line articulation respond to the rhythm of repetitive elements established by adjacent building facade treatments.
- Primary building facades face Guadalupe St.
- Building embellishments, including awnings, signage, and ornamentation maintain continuity and rhythm with adjacent treatments.
- The ground floor of all buildings consist of commercial/retail or office uses.
- Primary entrances to buildings may be located on Guadalupe St.
- All building renovations adhere to the guidelines outlined within the U.S. Dept. of the Interior's Standards for the Treatment of Historic Properties.

- A functional system of alleyways to the rear of building parcels.
- Streetscape enhancements within the public right-of-way include a 7' sidewalk with adjacent bioretention facility and curb extensions (bulb-outs) at uniform intervals along block length. Trees, ornamental street lighting, and streetscape furnishings placed to maintain continuity and rhythm of the neighboring blocks.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Downtown Historic District
- Downtown (CD-5D) transitioning to Character District 5 (CD-5)
- Neighborhood — Main St. (N-MS)

---

* Associated guidance on roadway development parameters can be found on pages 92 and 93.

Representative Images.

Ground-floor shopfront retail with upper-story office and residential uses (A&B). Roadside designed as an "outdoor living room" with travelway (sidewalk), furnishing and building frontage zones (C). Walkway between buildings to access rear parking (D).

Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 2 (AVENUE)
(Grove Street to IH 35)

The recommended corridor cross-section for Transect 2 is an avenue located between Grove St. and IH 35. The avenue is designed to provide a gateway from the interstate to downtown San Marcos that moderates traffic volumes and speeds as the corridor transitions from auto-oriented development patterns to an urbanizing multi-modal district. Two versions of the avenue are provided within this transect to allow for the incorporation of traffic calming features and the incremental expansion of adjacent roadsides to support increases in bicyclist and pedestrian activity.

Thoroughfare Classification*

City of San Marcos: Avenue
TxDOT: Principal Arterial

Roadside (Varies: 12'+)

Travelway (69')

Thoroughfare Metrics

	Existing (Principal Arterial)	Proposed (Avenue)
Right-of-Way	Varies (45-75')	Varies (86'+)
Travel Lane (4) Width	44'	44'
Parking Lane (2) Width	16'	16'
Bikeway (with physical separation)	12'	9'
Travelway Width (includes at-grade bikeway, curb, and gutter)	72'	69'
Roadside (e.g., planting strip sidewalk)	14'	24'+

* Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- Four 11' travel lanes
- Two 8' parking lanes including gutter pan

Active Transportation
- One-way protected bicycle lanes
- "Contra-flow" bicycle lane (facing traffic) positioned to provide a continuous loop with LBJ Dr. bike facilities
- Minimum 12' wide sidewalk may be widened concurrent with adjacent redevelopment

Frontage
- Expanded frontage zone for public gathering and activity
- Build-to line to encourage building frontage directly adjacent to the street or frontage easement
- Shopfront or residential building design to entice street activity
- Concealed rear parking accessed by consolidated driveways and rear alley

65% of Community Survey respondents said they 'Strongly Agree' or 'Agree' that the corridor concepts for Guadalupe Street meet the study goals and the needs of the area.

Roadside
(Varies: 12'+)

Design Guidance*

The avenue illustrated in this study is a compilation of various cross-sections promoted by the City of San Marcos and CAMPO but has been modified to address local conditions and anticipated development patterns.

* Sources: San Marcos Development Code; San Marcos Design Manual; CAMPO Regional Arterials Pattern Book (2020)

Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 2
(Grove Street to IH 35)
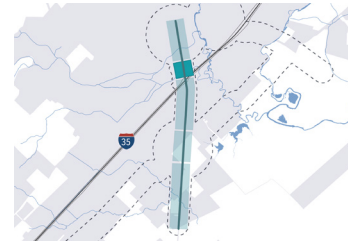
Transect Description

Urbanization of properties within this transect should be permitted at varying scales that minimize the impact on surrounding residential areas. This transect recommends multi-story and mixed-use buildings along Guadalupe St. and LBJ Dr. north of Grove St., with direct frontage on wide roadsides that support pedestrian activity. A mix of residential building types may be permitted on parallel streets but only at a scale that is complimentary to existing single and two-story residential dwellings.

Representative Land Uses (List not all-inclusive)
- Commercial/retail on ground floors
- Residential/office on upper-level floors
- General commercial
- Professional office
- Multi-family residential

* **Building types are defined in the** *San Marcos Development Code* **(Art. 2: Building Types, and Div. 6: Building Type Standards)**

Representative Building Types*
- Neighborhood shopfront
- Mixed-use shopfront
- Live/work
- General commercial
- House
- Cottage
- Accessory dwelling
- Small multi-family

Recommended Development Patterns*

- Mixed-use development. A variety of uses within parcels and/or within the building improvements in the parcel.

- Typical building floor area ratio (FAR) of 0.5 - 1.0, building bulk and intensity remain consistent with adjacent buildings.

- Transitions in development scale are provided between the major thoroughfare and surrounding neighborhoods.

- Building setbacks off of Guadalupe St. are minimized to remain generally consistent with adjacent buildings.

- Off-street parking to the side of, rather than in front of buildings. Access management may consist of well-defined ingress/egress points (two driveways max.) and consolidated where possible.

- Buildings with pedestrian access from street-facing facades.

- Street grid interconnectivity is maintained.

- A system of alleys, parallel to Guadalupe St., separates residential and commercial parcels within blocks along Guadalupe St. Screening between uses of 75 percent opacity.

- Where possible, expansive sidewalks lined with equally-spaced street trees and other repetitive streetscape elements.

- Existing roadway frontages are modified to provide wide active roadside areas for pedestrians.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Neighborhood — Main St. (N-MS)
- Single-family — 6 (SF-6) (one block from South Guadalupe St.)

* Associated guidance on roadway development parameters can be found on pages 96 and 97.

Representative Images

An extension of downtown character and function with ground-floor shopfront retail with upper-story office and residential uses (All images).
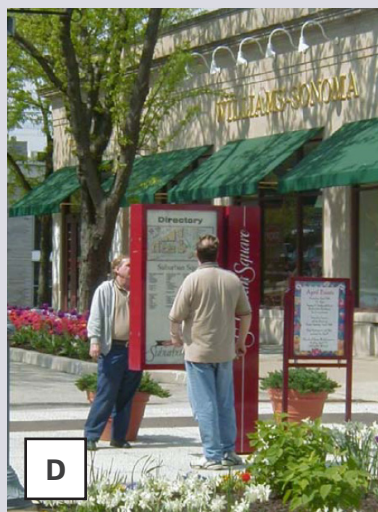
Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 3 (BOULEVARD)
(IH 35 to De Zavala Drive)

The recommended corridor cross-section for Transect 3 is a boulevard located between IH 35 and De Zavala Dr. The boulevard is designed to accommodate multi-modal transportation options while supporting existing auto-urban land use patterns and enticing urban infill investment. This thoroughfare is designed to mitigate traffic congestion and to encourage bicycling and walking. Significant adjustments to the recommended cross-section will likely be necessary in the vicinity of IH 35 to account for a high concentration of driveways, frontage roads, and interstate ingress and egress.

The current right-of-way in this transect exceeds the proposed boulevard cross-section; largely due to the replacement of large drainage ditches with buried culverts. Additional right-of-way width may be added to medians or parkways to accommodate turn-lanes, paved shoulders, increased parkway widths or designated bus lanes. **This proposed cross-section is also recommended for Guadalupe St. | SH 123, Transect 5.**

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

| Roadside (Min. 19') | Travelway (66') |
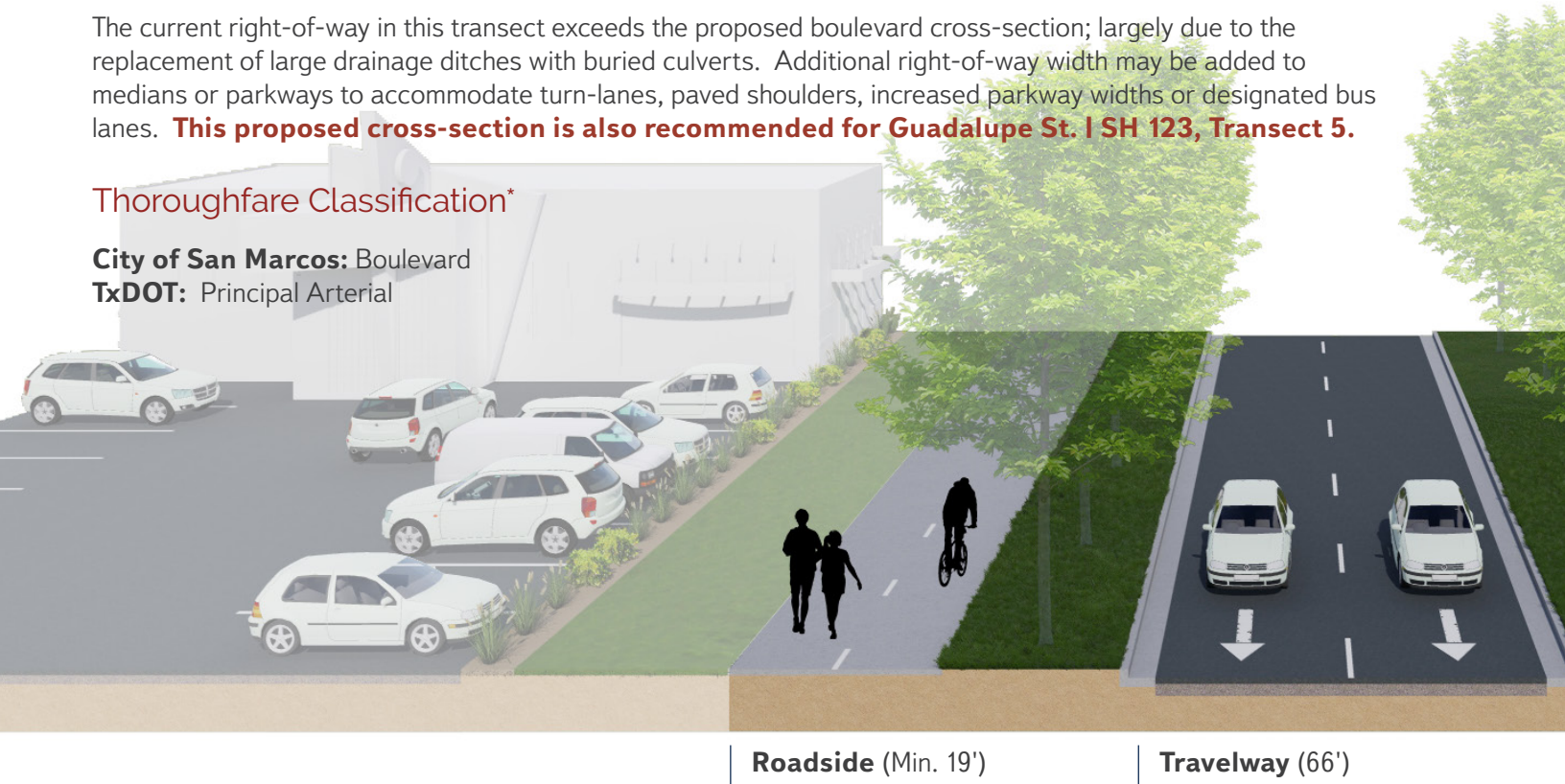
Thoroughfare Metrics

	Existing (Principal Arterial)**	Proposed (Boulevard)
Right-of-Way *	125-140'	114'
Travel Lane (4) Width	+/- 48'	46'
Median	Varies	20'
Travelway Width (includes curb and gutter)	+/- 70'	66'
Roadside (e.g., planting strip, multi-use path)	Varies	38'

* Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)
** Proposed 114' Boulevard right-of-way is sufficient to accommodate all roadway features as depicted. Current 125' — 140' right-of-way may be maintained to account for potential future travel lane additions.
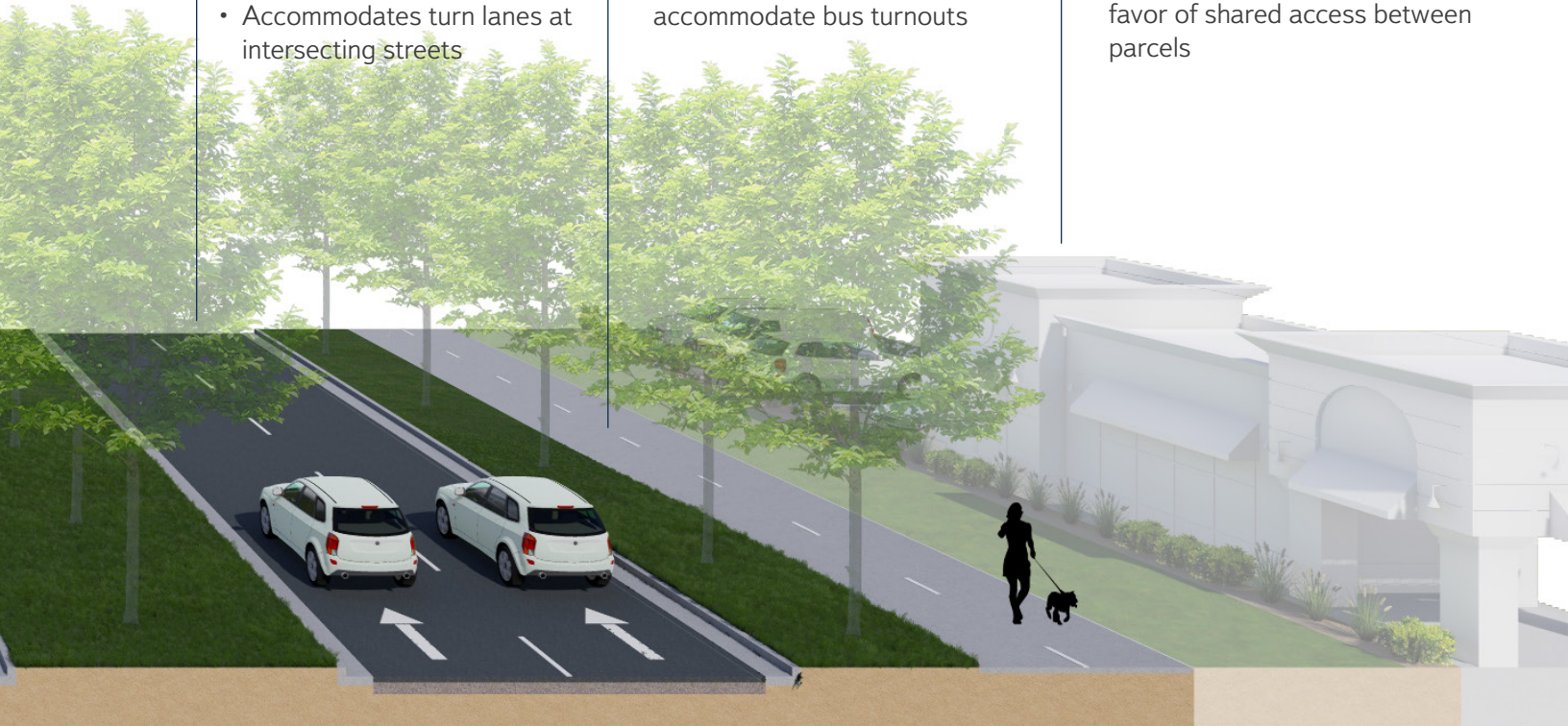
Roadway Features

Roadway
- Four 11.5' travel lanes plus gutter pan
- 20' wide central landscaped median
- May include enhanced bio-filtration features
- Accommodates turn lanes at intersecting streets

Roadside
- Minimum 7' wide planted parkway
- Minimum 12' multi-use paths (sidepaths) on both sides of the roadway
- Breaks in parkway may accommodate bus turnouts

Frontage
- Build-to line for planted frontage area between right-of-way and building facades
- Parking set back behind front building facades
- Driveways consolidated in favor of shared access between parcels

Roadside (Min. 19')

Design Guidance*

The boulevard illustrated in this study is modeled after the City of San Marcos' "boulevard" and CAMPO's "divided boulevard" cross-sections but has been calibrated to address local conditions and anticipated development patterns.

*   Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

● Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 3
(IH 35 to De Zavala Drive)

Transect Description

New development done in a manner that supports auto-oriented commercial uses, and is retrofitted to incorporate building and site design features that create a more comfortable and functional pedestrian environment, improve corridor aesthetics, and mitigate disruptions to traffic flow. Single-use and mixed-use developments done in a scale that compliments flanking residential development intensities.

Representative Land Uses (List not all-inclusive)
- Single and multi-family residential
- Professional offices/commercial services
- General commercial
- Mixed-use development

Representative Building Types*
- General commercial
- Mixed-use shopfront
- House
- Civic

* Building types are defined in the *San Marcos Development Code* (Art. 2: Building Types, and Div. 6: Building materials Type Standards)

Recommended Development Patterns*

- Transitions in development scale between SH 123 and surrounding neighborhoods.

- Shallow building setbacks use build-to zones and wide active roadside areas to support pedestrian activity.

- Predominant building facades face SH 123, or are perpendicular to SH 123, if commercial clusters are oriented around a shared internal parking lot. Clustered building facade set back at minimum of 10 feet from outer edge of proposed multi-use paths.

- Open drainage ditches with area drains and subsurface culverts constructed to accommodate multi-use paths.

- Vehicular access to SH 123 is limited and consolidated to well-defined points of access/egress. Cross access easements provided between parcels where feasible.

- An interconnected street grid between major thoroughfares and adjacent developments and neighborhoods.

- Parking areas concealed behind buildings and within structures.

- A system of convenient pedestrian and bicycle facilities provided on-site to ensure connectivity between parking, adjacent streets, and buildings.

- Where feasible, an equally-spaced row of street trees planted on either side of SH 123.

- Decorative concrete masonry unit (CMU) applied to enclosures for dumpsters and trash receptacles.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)
- Planning Area District/Medium Intensity Zone
- Overlay District/Corridor Frontage Type: Multi-Way Frontage

* Associated guidance on roadway development parameters can be found on pages 100 and 101.

Representative Images

Building frontage directly adjacent to the edge of street right-of-way (A&B). Auto-centric commercial with controlled access (C). Wide, multi-use pathway flanking the edge of the roadway (D).

Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 4 (BOULEVARD)
(De Zavala Drive to Wonder World Drive)

The recommended corridor cross-section for Transect 4 is a multi-way boulevard located between De Zavala Dr. and Wonder World Dr./Redwood Rd. The multi-way boulevard is designed to balance regional mobility with access to higher-intensity mixed-use development within the adjacent Medical Center. The thoroughfare allows for the unobstructed flow of traffic on SH 123 within existing TxDOT right-of-way while providing for local access roads within right-of-way acquired from adjacent property. This cross-section can be modified as applicable to account for the existing SH 123 overpass at Wonder World Dr./Redwood Rd.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

Local Access Road (City of San Marcos)   **Travelway R.O.W.** (TxDOT)

Thoroughfare Metrics (Relates to existing TxDOT R.O.W.)

	Existing (Principal Arterial)	Proposed (Boulevard)
Right-of-Way	135'	124'
Median	N/A	Varies
Travelway (4) Width (includes curb and gutter)	+/- 48'	48'
Parkway	Varies	Varies

* Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Thoroughfare
- 12' travel lanes
- Planted median of varying width for storm water and left-hand turn lanes

Parkway
- Bus turnout with covered shelter and pedestrian access across local access road
- Planted parkway of varying width

- 11' one-way travel lane
- Min. 8' parallel parking lane

Active Transportation
- Two-way protected bicycle lane. Min. 10' plus 2' - 3' buffer
- Min. 12' roadside for pedestrians including sidewalk and planting strip

Frontage
- Build-to line to encourage building frontage directly adjacent to the street
- Shopfront building design to entice street activity
- Concealed rear parking accessed by consolidated driveways and rear alley

Local Access Road (City of San Marcos)

Local Access Road Metrics (Assumes acquisition of additional R.O.W. from adjacent property)

	Proposed (Local Access Road)*
Right-of-Way	47'
Travel Lane (1) Width	11'
Parking Lane (1) Width	8'
Bikeway Buffer/Separator	3'
Bikeway (Two-way)	10'
Total Pavement Width	32'
Roadside (Planting Strip/Sidewalk)	15'

* Dimensions provided for access road on one side only

Design Guidance*

The multi-way boulevard illustrated in this study is modeled after the City of San Marcos' "multi-way boulevard" and CAMPO's "boulevard" cross-sections but has been calibrated to address anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

● Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 4
(De Zavala Drive to Wonder World Drive)

Transect Description

Development patterns generate a high-intensity mixed-use town and employment center. Medical services, office, and research facilities support various residential dwelling types and commercial retail development to create a district that allows residents to live, work, and shop within close proximity. The development center should incorporate generous parks and green spaces woven throughout the area to accommodate active recreation and social interaction.

Representative Land Uses (List not all-inclusive)

- Commercial/retail on ground floors
- Residential/office on upper-level floors
- General commercial
- Professional office
- Office/commercial flex space
- Single and multi-family residential
- Government/institutional
- Parks/open space

Representative Building Types*

- Mixed-use shopfront (3-4 stories max.)
- Apartment (Multi-family residential)
- House
- Townhouse
- General commercial

* Building types are defined in the San Marcos Development Code (Art. 2: Building Types, and Div. 6: Building Type Standards)

Recommended Development Patterns*

- Mixed-use buildings near major intersections with upper-floor residential and ground floor flex space for residential and non-residential uses.

- A diverse mix of single-family detached housing types, including variations in lot sizes, setbacks, and other spatial characteristics.

- Transitional high-density residential development along roadways that provide access to lower-density single-family development and can accommodate transit.

- Commercial buildings incorporate flex space for medical office and research.

- Civic parks for public gathering and relaxation incorporated into developments.

- Mixed-use buildings and complexes oriented around shared parking facilities with commercial/retail or office uses on ground floor.

- Bufferyard standards between new development and existing residential development along Mockingbird Dr.

- Uniform building front setbacks; and shared walls on side setbacks. Streets and other public spaces lined with building facades that incorporate windows and architectural features that provide visual interest and establish rhythm.

- Direct access to SH 123 limited in favor of parallel local access roads that provide local access.

Representative Zoning Districts

(List not all-inclusive. See the San Marcos Development Code for additional options.)

- Planning Area District/Special District: Employment Center
- Overlay District/Corridor Frontage Type: Green Frontage

---

* Associated guidance on roadway development parameters can be found on pages 104 and 105.

Representative Images

Multi-story development (residential and mixed-use) facing local access roads (A, B & E). Small-scale mixed-uses (C) and attached and detached single-family uses (D) provide a gradual transition away from SH 123.

A

B



C

D

E

● Corridor Concepts

GUADALUPE STREET | SH 123: TRANSECT 5 (BOULEVARD)
(Wonder World Drive to FM 110)

The recommended corridor cross-section for Transect 5 is a boulevard located between Wonder World Dr./Redwood Rd. and FM 110. The boulevard is designed to accommodate multi-modal transportation options while supporting existing auto-urban land use patterns and enticing urban infill investment. This thoroughfare includes design features to mitigate traffic congestion and to encourage bicycling and walking.

The current right-of-way in this transect exceeds the proposed boulevard cross-section. Additional right-of-way width may be added to medians or parkways to accommodate turn lanes, paved shoulders, increased parkway widths or designated buses lanes. **This proposed cross-section is also recommended for Guadalupe St. I SH 123, Transect 3.**

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

| **Roadside** (Min. 19') | **Travelway** (66') |
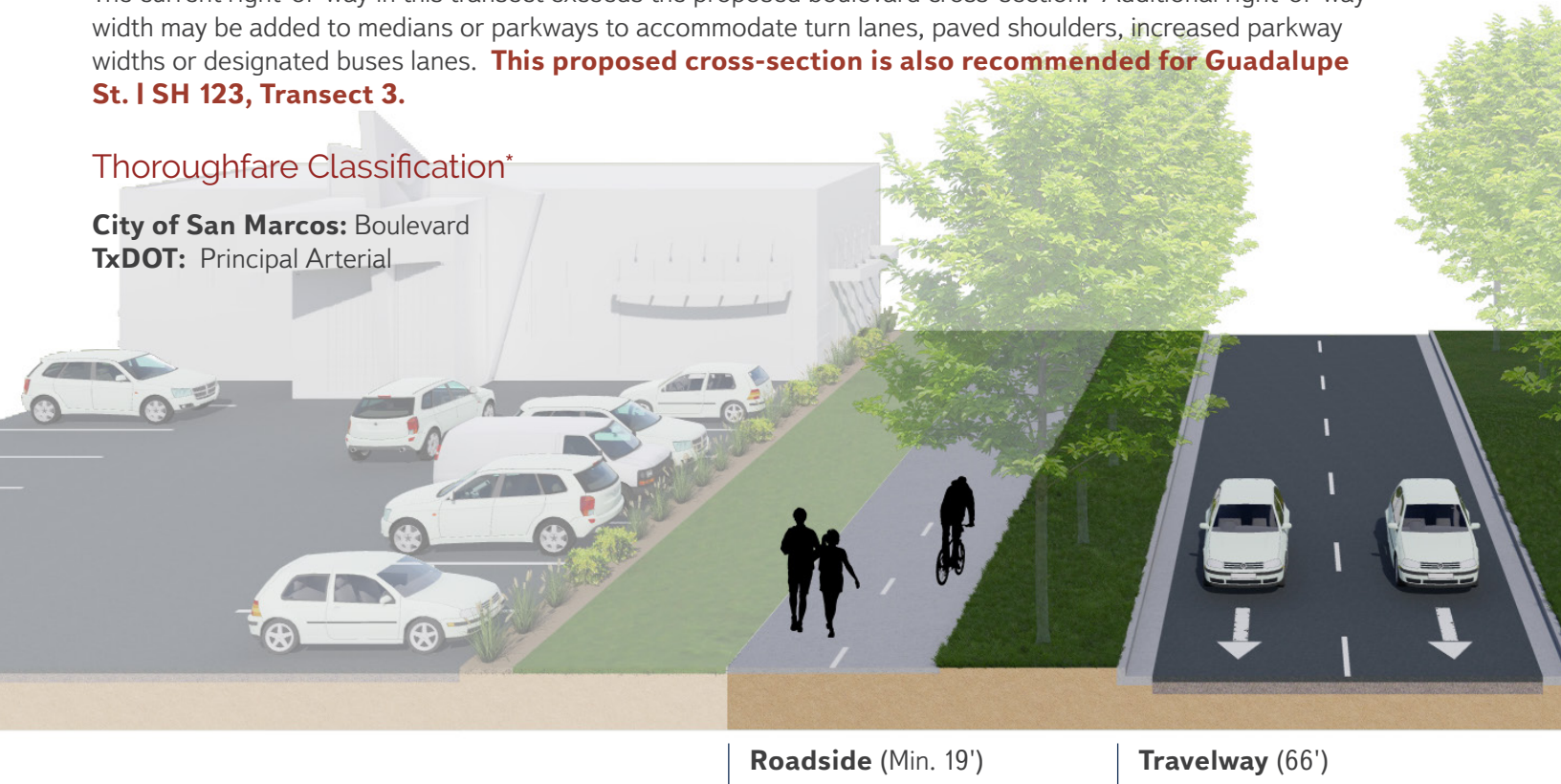
Thoroughfare Metrics

	Existing (Principal Arterial)**	Proposed (Boulevard)
Right-of-Way	135'	114'
Travel Lane (4) Width	+/- 48'	46'
Median	Varies	20'
Travelway Width (includes curb and gutter)	+/- 70'	66'
Roadside (e.g., planting strip, multi-use path)	Varies	38'

* Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

** Proposed 114' Boulevard right-of-way is sufficient to accommodate all roadway features as depicted. Current 135' right-of-way may be maintained to account for potential future travel lane additions.
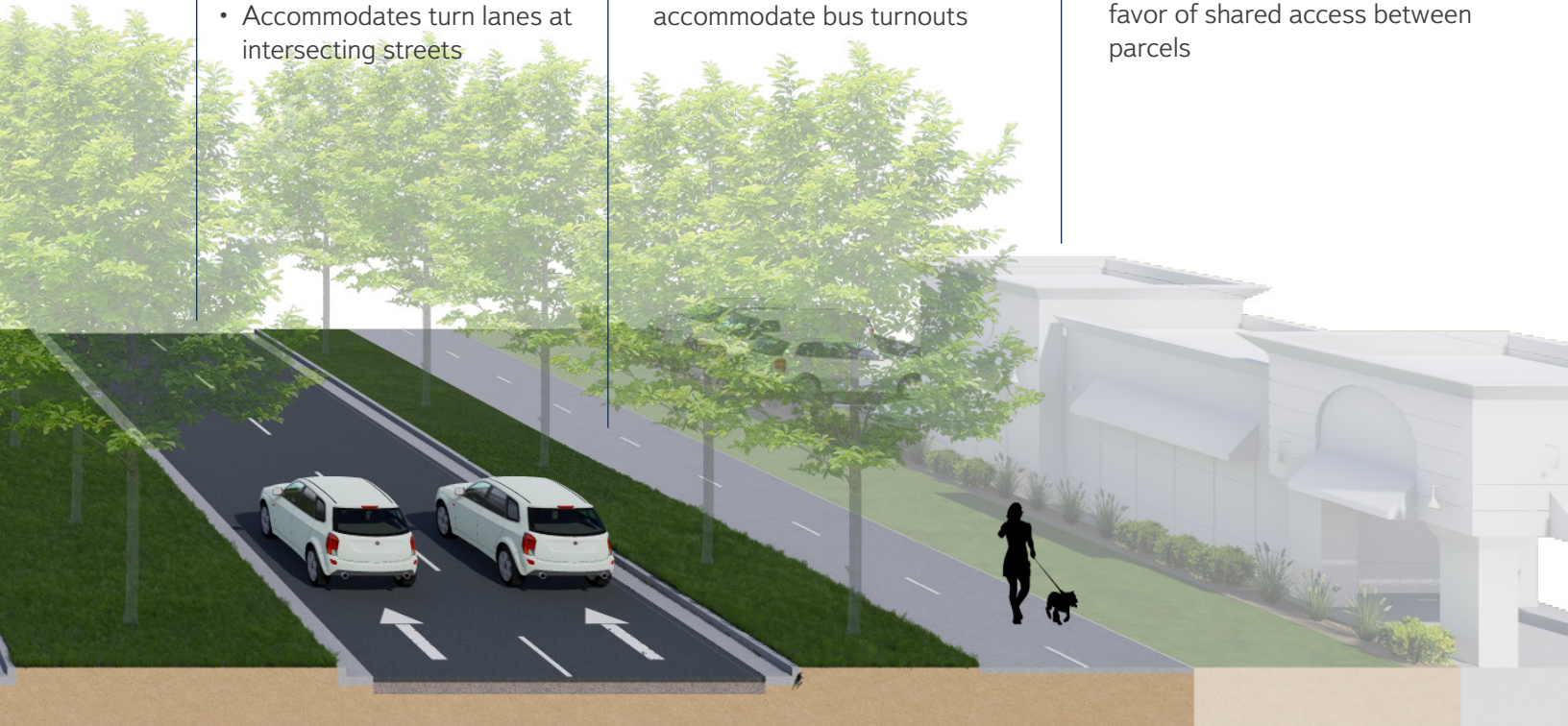
Roadway Features

● Roadway
- Four 11.5' travel lanes plus gutter pan
- 20' wide central landscaped median
- May include enhanced bio-filtration features
- Accommodates turn lanes at intersecting streets

● Roadside
- Minimum 7' wide planted parkway
- Minimum 12' multi-use paths (sidepaths) on both sides of the roadway
- Breaks in parkway may accommodate bus turnouts

● Frontage
- Build-to line for planted frontage area between right-of-way and building facades
- Parking set back behind front building facades
- Driveways consolidated in favor of shared access between parcels

Roadside (Min. 19')

Design Guidance*

The boulevard illustrated in this study is modeled after the City of San Marcos' "boulevard" and CAMPO's "divided boulevard" cross-sections but has been calibrated to address local conditions and anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

GUADALUPE STREET | SH 123: TRANSECT 5
(Wonder World Drive to FM 110)

Transect Description

This transect mirrors Transect 3 - supporting new auto-oriented commercial uses, with building and site design features that create a more comfortable and functional pedestrian environment, improve corridor aesthetics, and minimize potential disruptions to traffic flow. Single-use and mixed-use developments are both permissible and may vary in scale so long as appropriate transitions in scale are applied among and between new developments.

Representative Land Uses (List not all-inclusive)
- Single and multi-family residential
- Professional offices/commercial services
- General commercial
- Mixed-use development
- Warehousing and distribution

* **Building types are defined in the *San Marcos Development Code*
(Art. 2: Building Types, and Div. 6: Building Type Standards)**

Representative Building Types*
- Apartment
- Live/work
- House
- Duplex
- Townhouse
- General commercial
- Mixed-use shopfront (3-4 stories max.)

Recommended Development Patterns*

- Transitions in development scale between SH 123 and surrounding neighborhoods.

- Shallow building setbacks use build-to lines and wide active roadside areas to support pedestrian activity.

- Predominant building facades face SH 123, or are perpendicular to SH 123, if commercial clusters are oriented around a shared internal parking lot. If the latter, the secondary building facade set back a minimum of 10 feet from outer edge of proposed multi-use paths.

- Open drainage ditches with area drains and subsurface culverts constructed to accommodate multi-use paths.

- Vehicular access to SH 123 is limited and consolidated to well-defined points of access/egress. Cross access easements are provided between parcels where feasible.

- An interconnected street grid between major thoroughfares and adjacent developments and neighborhoods.

- Parking areas are concealed behind buildings and within structures.

- A system of convenient pedestrian and bicycle facilities is provided on-site to ensure connectivity between parking, adjacent streets, and buildings.

- Where feasible, an equally-spaced row of street trees are planted on either side of SH 123.

- Decorative concrete masonry unit (CMU) materials applied to dumpster and trash enclosures.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)
- Planning Area District/Special District: Light Industrial
- Planning Area District/Special District: Heavy Commercial
- Overlay District/Corridor Frontage Type: Green Frontage

* Associated guidance on roadway development parameters can be found on pages 108 and 109.
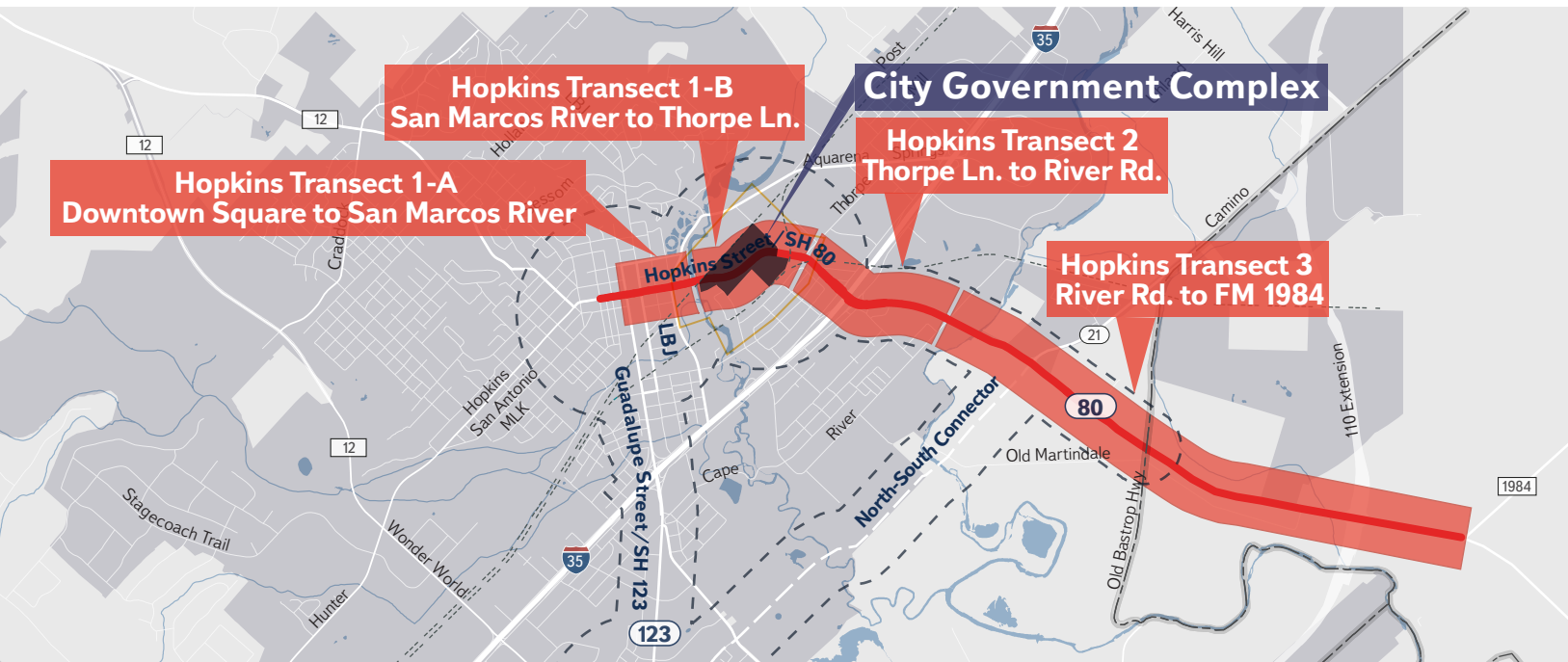
Representative Images

Multi-family residential development arranged to frame the major thoroughfare with internal vehicular access (A). Wide active roadside edge provides a comfortable space between the roadway and the build-to-line (B) while auto-oriented uses are accessed internally via consolidated driveways (C). Continuous medians and wide landscaped roadsides increase traffic efficiency and improve corridor aesthetics. (D & E).

Corridor Concepts

Hopkins Street | SH 80 Transects

The study recommends three distinct transect areas to guide the future development and character of properties along Hopkins St. | SH 80 from the downtown San Marcos Square southeast to Old Bastrop Rd.

Hopkins Transect 1-B
San Marcos River to Thorpe Ln.

City Government Complex

Hopkins Transect 1-A
Downtown Square to San Marcos River

Hopkins Transect 2
Thorpe Ln. to River Rd.

Hopkins Transect 3
River Rd. to FM 1984

Hopkins Street | SH 80, Transect 1-A
(Downtown Square to San Marcos River)

Current Character

This transect is characterized by a walkable, dense downtown San Marcos central business district that transitions into an abundance of civic services and public attractions when crossing the San Marcos River to the east. Properties closer to the river that were designed to accommodate vehicular traffic transition to a traditional downtown built environment as one proceeds west to the downtown Square.

Future Character

Mixed-use buildings with shallow build-to lines from the street should fill properties from the downtown Square to C.M. Allen Pkwy., to frame a defined downtown gateway. The street width should be reduced by the constrution of additional pedestrian and bicycle facilities.

Approaching downtown Square on Hopkins St. (from the east) auto-centric services-oriented development gives way to more concentrated urban development associated with San Marcos' central business district.

Hopkins Street | SH 80, Transect 1-B
(San Marcos River to Thorpe Lane)
Current Character

This transect of Hopkins St. (SH 80) passes through the City's Government Complex, which is a loosely organized open space area composed of Veteran's Plaza municipal buildings associated with City Hall, and the Saint John the Evangelist Church on the south side of the thoroughfare and the San Marcos Public Library and recreational resources (San Marcos Skatepark, San Marcos Activity Center, Dog Park, and Bobcat Ballpark) to the north. A drug store and grocery store (HEB) are also located at the northeast at the intersection of Hopkins St. and Thorpe Ln.

The City Government Complex through which Hopkins St. passes, is composed of loosely organized institutional buildings and recreational resources situated within an expansive open area.

Future Character

The City Government Complex is a principal Catalytic Development Model for which two alternative transects were formulated, both of which include residential townhouses, a new City Hall and associated municipal buildings, structured parking, and better organized recreational resources. The street should incorporate green street (storm water) design features to mitigate run off into the San Marcos River.

Hopkins Street | SH 80, Transect 2
(Thorpe Lane to River Road)
Current Character

This segment of Hopkins St. (SH 80) is largely characterized by an abundance of regional retail, fast food, convenience stores, and other auto-centric services flanking both sides of the thoroughfare. Behind these commercial land uses there is a mix of single-family and multi-family residential development, interspersed with several undeveloped parcels. This area experiences significant traffic congestion during morning and evening peak hours.

Hopkins St. Transect 3 largely consists of auto-urban commercial land uses flanking both sides of the thoroughfare, behind which is single-family and multi-family residential subdivisions.

Future Character

This area may support a wide mix of new commercial and residential land uses arranged to take advantage of the transect's close proximity to Texas State University and downtown. While taking advantage of high traffic volumes to support new retail, mixed-uses should be consolidated onto individual development sites to create a walkable urban gateway into the city.

● Corridor Concepts

Hopkins Street | SH 80, Transect 3
(River Road to FM 1984)
Current Character

This transect crosses and parallels the Blanco River floodplain, and extends eastward, beyond a proposed regional industrial site north of the corridor. The floodplain south of the roadway limits future development potential. Most of the adjacent property north of the corridor currently remains undeveloped but is adjacent to single-family residential development and is close to important local destinations such as the San Marcos Gary Softball Complex and San Marcos Regional Airport, the latter of which is located off of SH 21.

Large expanses of open space characterize the Hopkins St. | SH 80 Transect 3. Future land uses include large-footprint light manufacturing, warehousing and distribution companies interested in accessing rail and air transportation.

Future Character

New development within the Blanco River floodplain should be minimized. Residential neighborhood development with an associated commercial center may be developed north of the SH 80/Airport Rd. (SH 21) intersection including low-to-moderate intensity residential dwellings and small neighborhood commercial nodes. Land extending along the north side of the corridor to the eastern edge of the transect may include large-footprint warehousing, distribution and light manufacturing to take advantage of the proximity to the airport and railroad. Thoroughfare design should incorporate access management features and may include green street design techniques to mitigate storm water runoff into the adjacnet floodplain.

SH 80 looking west toward San Marcos and the intersection of the proposed North/South Connector.
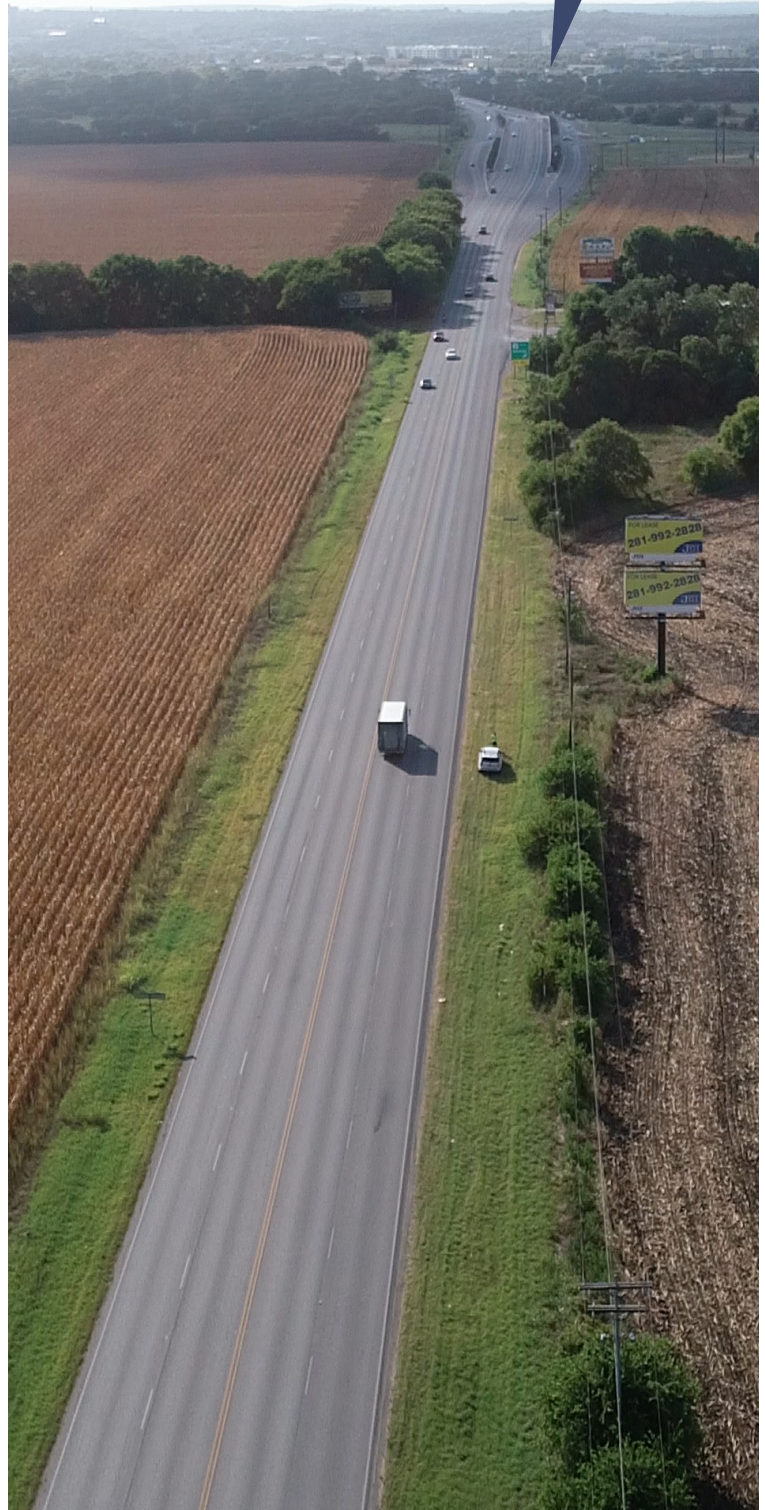
Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 1-A (AVENUE)
(Downtown Square to San Marcos River)

The recommended corridor cross-sections for Transect 1-A include an avenue between the Hays County Courthouse square and the San Marcos River, transitioning to a "bio-boulevard" between the San Marcos River and IH 35. The downtown avenue is designed to balance the needs of motorists, bicyclists, pedestrians, and transit users entering and exiting downtown San Marcos from Texas State University and adjacent residential areas. It also accounts for and extends the alignment of an existing multi-use path located between CM Allen Pkwy. and the San Marcos River.

Thoroughfare Classification*

City of San Marcos: Avenue
TxDOT: Minor Arterial
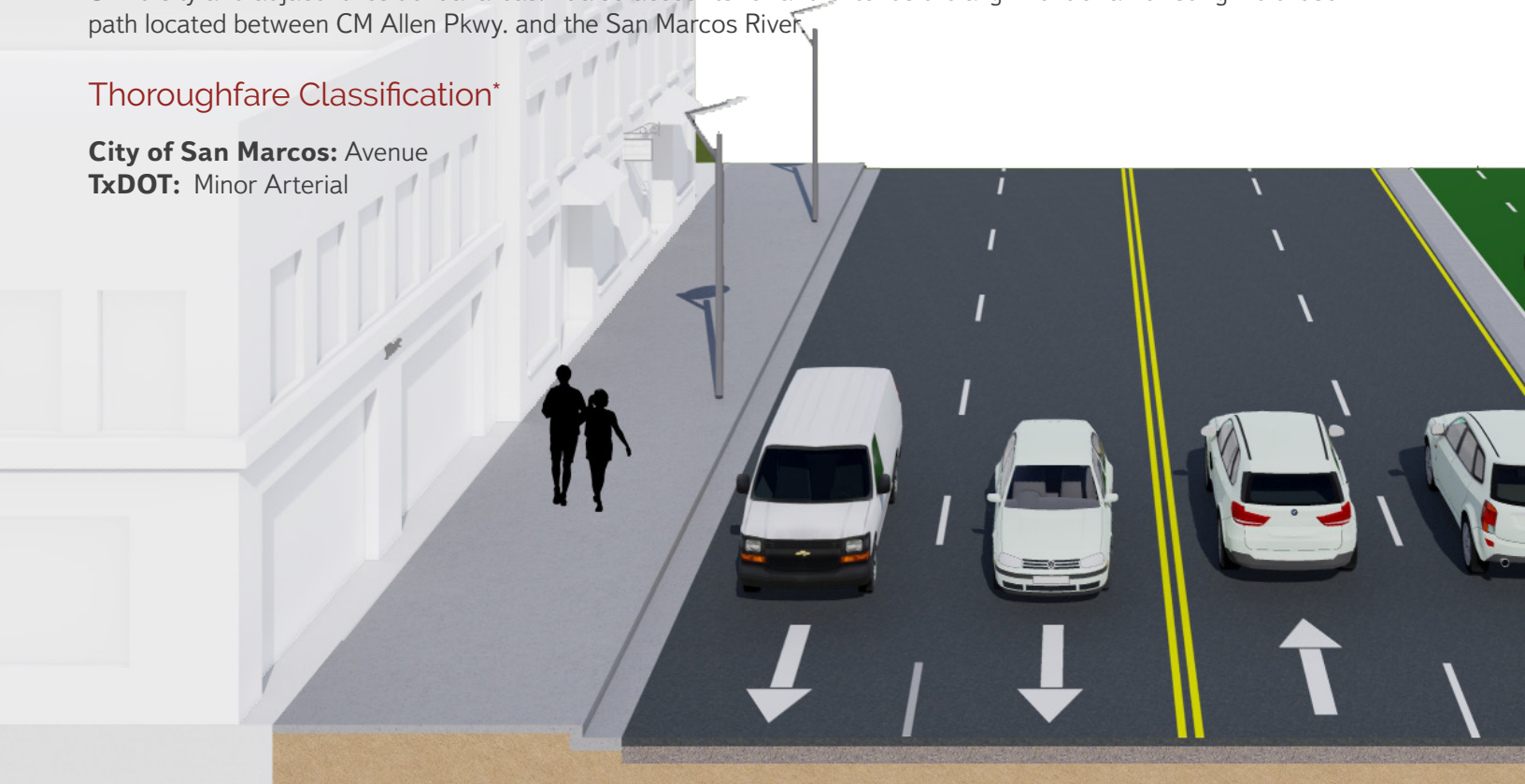
Roadside (12'+)   **Travelway** (57')

Thoroughfare Metrics

	Existing (Minor Arterial)	Proposed (Avenue)
Right-of-Way	Varies (80' - 125')	85'
Travel Lane (4) Width	44'	44'
Bikeway (with physical separation)	N/A	13'
Travelway Width (includes at-grade bikeway, curb, and gutter)	N/A	57'
Roadside (e.g., sidewalk, furnishing area)	Varies (16' - 70')	24'+

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- Four 11' travel lanes

Bikeway
- Two-way protected bicycle lanes (connecting to multi-use path at CM Allen Pkwy.
- 3' physical separation from travel lanes
- Bikeway replaces some existing on-street parking

Roadside and Frontage
- Minimum 12' wide sidewalk
- Existing 0' build-to line maintained (as shown) but additional right-of-way or frontage easements may be acquired during redevelopment to widen roadside areas

70% of Community Survey respondents said they 'Strongly Agree' or 'Agree' that the corridor concepts for Hopkins Street meet the study goals and the needs of the area.

GROCERY
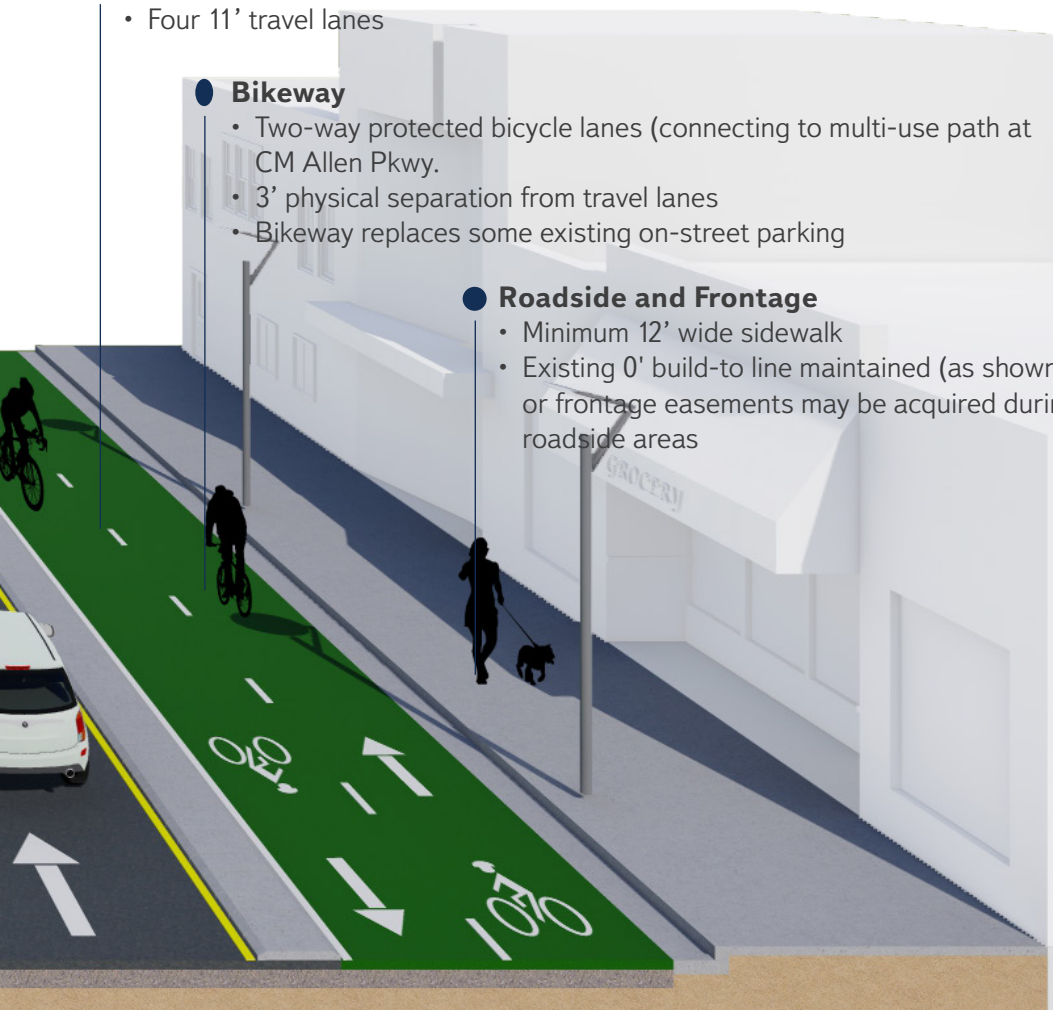
Roadside (12'+)

Design Guidance*

The avenue illustrated in this study is modeled after the City of San Marcos' "avenue" and various regional arterial cross-sections but has been calibrated to address local conditions and anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 1-B (BOULEVARD)
(San Marcos River to Thorpe Lane)

The recommended corridor cross-sections for Transect 1-B includes a "bio-boulevard" between the San Marcos River and IH 35. The bio-boulevard is designed to provide an appealing gateway into downtown that reduces motor vehicle speeds while filtering storm water runoff within the San Marcos River Protection Zone. Engineered bio-retention features and substantial landscaping narrow existing open ditch street segments while providing additional room for parallel shared-use paths, bikeways, and pedestrian pathways.

Thoroughfare Classification*

City of San Marcos: Avenue
TxDOT: Minor Arterial

● **Active Roadside**
- Bio-filtration planter/parkway
- Two-way protected bicycle lane (Min. 10')
- Physical roadside separation between bikeway and sidewalks
- Configuration assumes adjacent mixed-use urban development

| **Roadside** (Varies: Min. 34') | **Travelway** (64') |

Thoroughfare Metrics

	Existing (Minor Arterial)	Proposed (Bio-Boulevard)
Right-of-Way	Varies (82' - 130')	123'
Travel Lane (4) Width	44'	44'
Bio-retention Median	N/A	20'
Roadside (e.g., planting strip, multi-use path)	Varies (20'+)	22'+
Roadside (e.g., planting strip, sidewalk, bikeways)	Varies (20'+)	34'+

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

● **Thoroughfare**
- 11' Travel lanes
- Planted bio-retention median of varying width for storm water and left-hand turn lanes

● **Roadside**
- Minimum 10' wide planted bio-filtration planter/parkway
- Minimum 12' multi-use paths (sidepaths) on both sides of the roadway
- Breaks in parkway may accommodate bus turnouts

● **Frontage**

(Facing page)
- Expanded frontage zone for public gathering and activity
- Build-to line to encourage building frontage directly adjacent to the street or frontage easement
- Concealed rear parking accessed by consolidated driveways and rear alley

(This page)
- Building setbacks within the City Government Plaza should vary to promote a parklike setting
- Characteristics illustrated on facing page should apply to all properties outside of City Government Plaza

Roadside (Varies: Min. 22')

Design Guidance*

The bio-boulevard illustrated in this study is modeled after "conventional" and "sensitive area" roadway cross-sections contained within the San Marcos Development Code. The site-specific design is calibrated to support recommended redevelopment within City Government Plaza.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 1 (A+B)
(Downtown Square to Thorpe Lane)

Transect Description

Development within this transect supports a transition between auto-oriented land uses directly adjacent to IH 35 to a walkable downtown center. Infill development promotes a greater mix of uses while pre-existing land uses are maintained and enhanced in accordance with previous planning efforts. Preservation of the San Marcos River watershed is supported through the use of green building, street and site design techniques.

Representative Land Uses (List not all-inclusive)
- Higher-density residential housing, including multi-family and live/work
- Mixed-use (commercial, office, residential)
- Neighborhood commercial
- Parkland

Representative Building Types*
- Civic/Institutional
- Apartment
- Townhouse
- Mixed-use shopfront
- General commercial

* **Building types are defined in the *San Marcos Development Code* (Art. 2: Building Types, and Div. 6: Building Type Standards)**

Recommended Development Patterns*

- Building renovations adhere to the guidelines outlined within the U.S. Dept. of the Interior's Standards for the Treatment of Historic Properties.

- From the courthouse square to CM Allen Pkwy., building floor area ratios (FAR) of approximately 2.0 - 2.5 (75 percent parcel coverage) to allow for parking in rear of parcel, as appropriate.

- Building setbacks, massing, materials, facades, punctuation of windows and entrances, and roof line articulation respond to the rhythm of repetitive elements established by adjacent building facade treatments.

- Primary building facades face Hopkins St. Primary entrances to buildings along Hopkins St.

- Building embellishments, including awnings, signage, and ornamentation maintain continuity and rhythm with adjacent treatments.

- The ground floor of all buildings allow for a mix of commercial/retail or office uses.

- The municipal governmental complex designed to include a outdoor public gather space.

- Safe pedestrian crossings provided across Hopkins St.

- A system of on-site, convenient pedestrian and bicycle facilities provided to ensure connectivity between parking, adjacent streets, and all on-site facilities.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)
- Character District-5 (CD-5) transitioning to Planning Area District (PA) — High Intensity Zone, with parkland
- Corridor Overlay: Conservation Corridor Overlay District

Representative Images.

Civic space built to frame the edge of the thoroughfare (A) and to provide a formal community gathering space (B). Shopfront buildings with ground floor flex commercial space and upper-story residential units may frame Hopkins St. and intersecting streets (C&D). Bio-retention features may be incorporated into medians and parkways to protect the San Marcos River watershed (E).

A

B

C

D

E

● Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 2 **(BOULEVARD)**
(Thorpe Lane to River Road)

The recommended corridor cross-section for Transect 2 is a boulevard located between Thorpe Ln. and River Rd. The boulevard is designed to accommodate multi-modal transportation options and enticing urban infill investment. This thoroughfare is designed to mitigate traffic congestion by offering access to adjacent uses through the local access road and by encouraging bicycling and walking. Bicycle and pedestrian facilities reflect recent investments by TxDOT. This four-lane typical cross-section matches the SH 80 section east of I-35 as well as further east of SH 21 where CAMPO has identified this corridor as needing four lanes in the future.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

● Roadside
- Minimum 7' wide planted parkway
- Minimum 12' multi-use path (sidepath) on south side of the roadway
- Minimum 7' sidewalk on north side of the roadway
- 7' planting strips on both sides of roadway
- Variations in parkway may accommodate bus turnouts
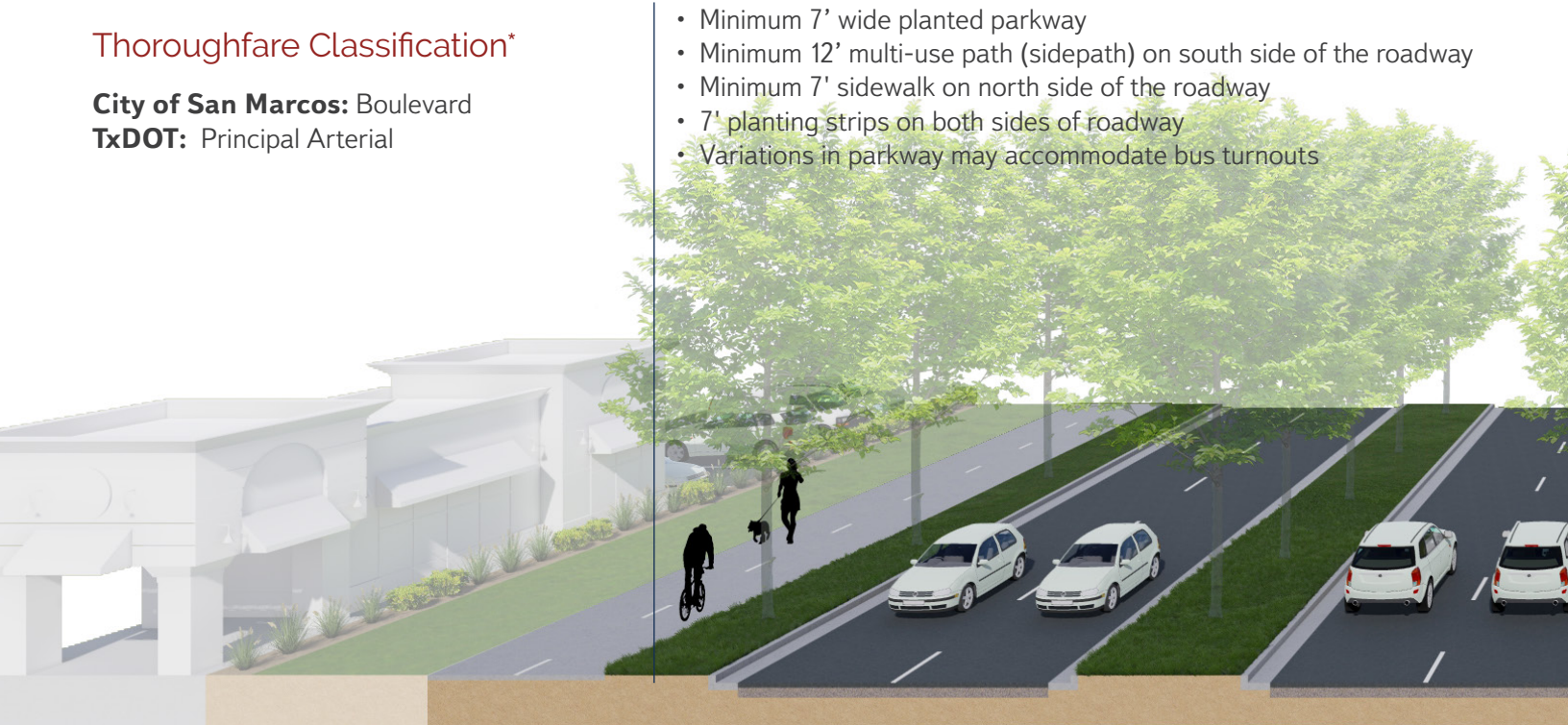
Roadside
(Varies: Min. 19')

Travelway (62')

Thoroughfare Metrics

	Existing (Principal Arterial)	Proposed (Boulevard)
Right-of-Way	75-180'	93'+
Travel Lane (4) Width	+/- 48'	48'
Median	Varies	12'
Total Travelway Width (includes curb and gutter)	+/- 70'	62'
Roadside (e.g., planting strips, multi-use path, sidewalk)	Varies	33'+

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

● **Roadway**
- Four 12' travel lanes including gutter pan
- Min. 12' wide central landscaped median
- May include enhanced bio-filtration features
- Accommodates turn lanes at intersecting streets

● **Frontage**
- Build-to line for planted frontage area between right-of-way and building facades
- Parking set back behind front building facades
- Driveways consolidated in favor of shared access between parcels
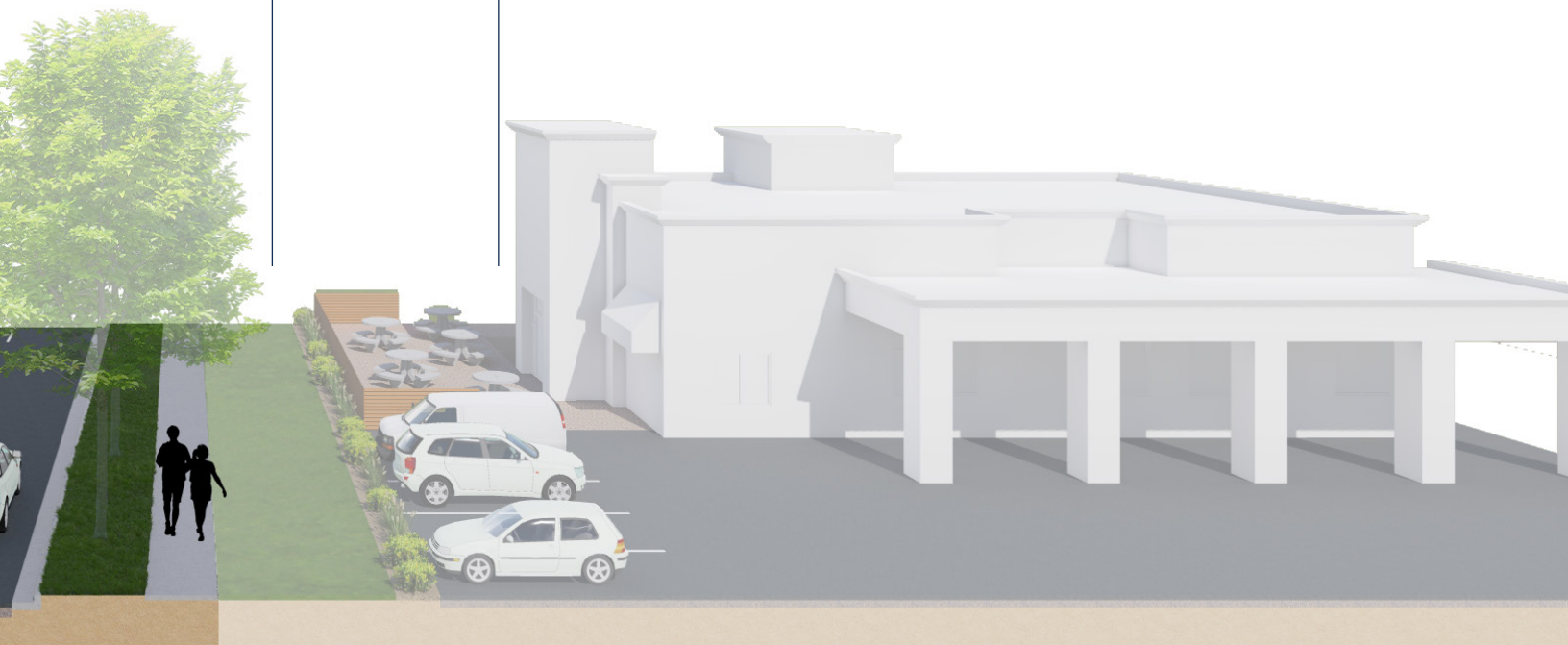
Roadside
(Varies: Min. 14')

Design Guidance*

The boulevard illustrated in this study is modeled after the City of San Marcos' "boulevard" and CAMPO's "suburban conventional divided boulevard" cross-sections but has been calibrated to address local conditions and anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

● Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 2
(Thorpe Lane to River Road)

Transect Description

This area may support a wide mix of new commercial and residential land uses arranged to take advantage of the transect's close proximity to Texas State University and downtown. While taking advantage of high traffic volumes to support new retail, mixed-uses within individual development sites create a walkable urban gateway into the city.

Representative Land Uses (List not all-inclusive)

- Multi-family residential
- Professional offices/commercial services
- General commercial
- Mixed-use development

* **Building types are defined in the** *San Marcos Development Code*
(Art. 2: Building Types, and Div. 6: Building Type Standards)

Representative Building Types*

- House
- Townhouse
- Small multi-family
- Live/work
- Apartment
- Mixed-use shopfront (3-4 stories max.)
- General commercial

Recommended Development Patterns*

- Multi-building developments arranged so that buildings frame the street with minimal setbacks and internal parking lots as needed.

- Minimum building frontage requirements established to frame the street and other public spaces.

- Vehicular access to multi-building and multi-unit developments — and between developments — managed through consolidated cross-access easements.

- A system of on-site pedestrian and bicycle facilities ensures connectivity between parking, adjacent streets, and buildings.

- Shallow building setbacks using build-to zones and wide active roadside areas to support pedestrian activity.

- Transitions in development scale between the major thoroughfare and surrounding neighborhoods.

- A functional system of public or private alleys constructed to minimize curb cuts and access shared parking.

- Uniform architectural style applied to buildings (including out-parcels), and uniform design to signage, landscape enhancements, and other site features.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Planning Area District/Special District: Heavy Commercial
- Neighborhood Density — 4 (ND-4)
- Overlay District/Corridor Frontage Type: Multi-Way Frontage

---

*Associated guidance on roadway development parameters can be found on pages 122 and 123.

Representative Images

Infill development built to incrementally establish a consistent street-facing frontage (A, B & C). Public gathering space incorporated into new development (D) and linked via a network of interconnected pedestrian facilities (E).

A

B

C

D

E

Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 3 **(BOULEVARD)**
(River Road to FM 1984)

The recommended corridor cross-section for Transect 3 is a boulevard beginning at River Rd. and extending east to the study area boundary. The boulevard is designed to accommodate multi-modal transportation options while supporting anticipated auto-urban land uses, including potential light manufacturing and warehousing associated with the San Marcos Regional Airport. This four-lane typical section matches the four through lanes that were added in the recent improvements to SH 80 at IH 35 and the four lane typical section that is planned for east of SH 21.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

Roadside (10') | **Travelway** (96')

Thoroughfare Metrics

	Existing (Principal Arterial)**	Proposed (Boulevard)
Right-of-Way	95-200'	138'
Travel Lane (4) Width	+/- 48'	44'
Median	Varies	28'
Total Travelway Width	+/- 70'	96'
Roadside (e.g., planting strips, multi-use path)	Varies	32'

* Data sources: TxDOT; Statewide Planning Map; San Marcos Transportation Master Plan (2018)
** Proposed 138' Boulevard right-of-way is sufficient to accommodate all roadway features as depicted. Current 95-200' right-of-way may be maintained to account for potential future travel lane additions.
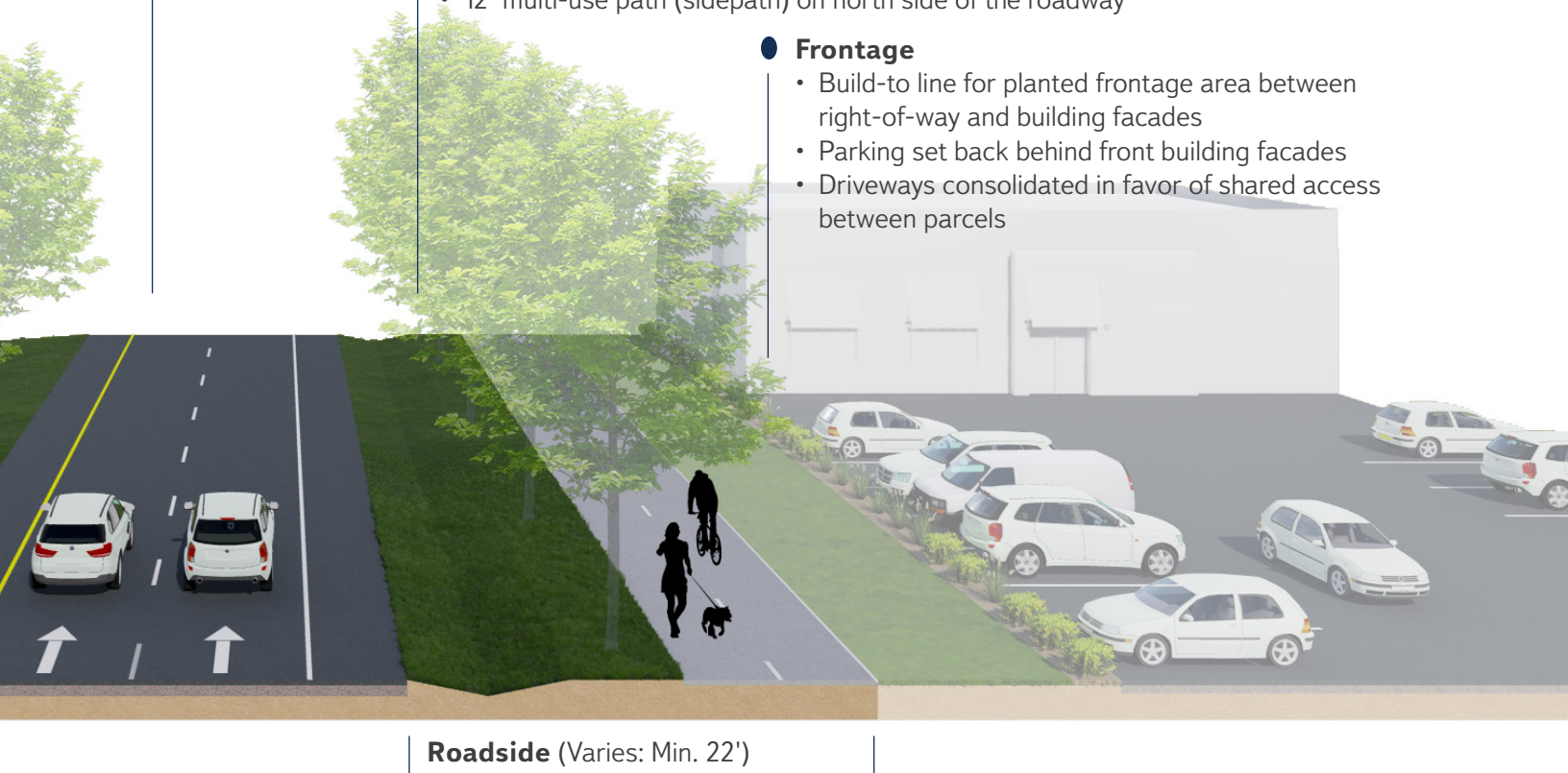
Roadway Features

● Roadway
- Four 11' travel lanes
- Min. 6' paved shoulders (both sides of travel lanes)
- Wide central landscaped median for storm water retention

● Roadside
- Minimum 10' wide parkway with open ditches
- Additional parkway width to buffer multi-use path from roadway
- 12' multi-use path (sidepath) on north side of the roadway

● Frontage
- Build-to line for planted frontage area between right-of-way and building facades
- Parking set back behind front building facades
- Driveways consolidated in favor of shared access between parcels

Roadside (Varies: Min. 22')

Design Guidance*

The boulevard illustrated in this study is modeled after the City of San Marcos' "boulevard" and CAMPO's "suburban conventional divided boulevard" cross-sections but has been calibrated to address anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

● Corridor Concepts

HOPKINS STREET | SH 80, TRANSECT 3
(River Road to FM 1984)

Transect Description

New development within the Blanco River floodplain is minimized except where a neighborhood center may be developed north of the SH 80/Airport Hwy. intersection including low-to-moderate intensity residential dwellings and small neighborhood-serving commercial and civic nodes. Land extending along the north side of the corridor to the eastern edge of the transect to be developed for warehousing, distribution, and light manufacturing would benefit from the proximity to the airport and railroad.

Representative Land Uses (List is not all-inclusive)

- Light industrial
- Warehousing/distribution/flex space
- Industrial services
- Single and multi-family residential (at Airport Hwy.)
- Neighborhood commercial (at Airport Hwy.)

Representative Building Types*

- Mixed-use shopfront (2-3 stories max.)
- Apartment (multi-family residential)
- House
- Townhouse
- General commercial

* Building types are defined in the *San Marcos Development Code* (Art. 2: Building Types, and Div. 6: Building Type Standards)

Recommended Development Patterns*

- Development scale between residential and non-residential uses transitions from residential areas based on potential building size, trip generation, and anticipated hours of operation.

- Transitions occur between developments with residential lots and buildings of varying size, heights, and scale.

- Industrial and warehousing land uses relocated away from sensitive environmental areas.

- Development within 100-year floodplains minimized and green infrastructure and site design practices should be applied.

- Storm water and other environmental impacts minimized through green infrastructure design including xeriscaping, bioretention features, and increasing tree canopy.

- Vehicular access to and between multi-building and multi-unit developments managed through consolidated curb-cuts, cross-access easements, and driveway throat length.

- Commercial development nodes of varying scale allowed depending on thoroughfare classification, level of street interconnectivity, and compatibility with the scale of surrounding land uses.

- Adequate buffers between residential and non-residential land uses.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Neighborhood Density — 3.5 (ND-3.5)
- Planning Area District/Special District: Heavy Commercial
- Planning Area District/Special District: Heavy Industrial
- Overlay District/Corridor Frontage Type: Parkway Frontage

---

* Associated guidance on roadway development parameters can be found on pages 126 and 127.

Representative Images

Meandering sidepaths and wide planting strips provide comfort for bicyclists and pedestrians beside roadways with high traffic volumes and speeds (A & B). Business park and distribution uses are arranged to "extend" the landscape from the road right-of-way onto adjacent development sites (C & D).

A

B

C

D

Corridor Concepts

North/South Connector Transects

The study recommends three distinct transect areas to guide the future development and character of properties along the proposed North/South Connector from SH 80 to Posey Rd.

North/South Connector, Transect 1
(SH 80 to Staples Road)

Current Character

This transect crosses through the Blanco River and San Marcos River flood ways and 100-year floodplains and is currently composed of agricultural land uses. The *Vision for Future Development Map* projects this area to remain rural-residential and to support other environmentally sensitive development.

Future Character

Little development should occur along this segment of the proposed roadway corridor due to the environmental constraints associated with much of the surrounding property. Agricultural and low-intensity land uses should remain, but low-impact storm water development principles must be applied where new development is permitted.

Largely within the Blanco/San Marcos River floodplains, this transect of the North/South Connector will likely remain agricultural in land use.

North/South Transect 1
SH 80 to Staples Rd.

North/South Transect 2
Staples Rd. to Wonder World Dr.

Medical Center

North/South Transect 3
Wonder World Dr. to Posey Rd.

North/South Connector, Transect 2*
(Staples Road to Wonder World Drive)
Current Character

This transect crosses the site of the Medical Center development area identified within the City's Preferred Scenario Map and includes a mix of medical facilities, schools, and a growing number of single-family and multi-family residential developments interspersed with pedestrian-friendly mixed-use development.

The future intersection of the North/South Connector with Guadalupe St. (SH 123) forms the Medical Center Catalyst site, an area that has significant potential for growth and development.

Future Character

This transect should serve as a high-intensity mixed-use development center. A variety of residential dwelling types and development scales should be supported by commercial retail development and medical offices to create a district that provides for the opportunity to live, work, and shop all within close proximity. The transect should include generous parks and green spaces woven throughout the area to provide for active recreation and social interaction.

* Overlaps with Guadalupe St. | SH 123, Transect 4 (see page 104)

North/South Connector, Transect 3
(River Road to Old Bastrop Highway)
Current Character

This transect is characterized by large swaths of unencumbered land interspersed with new industrial, warehousing, and commercial development mixed with remaining rural-residential pockets. From Wonder World Dr. to Posey Rd., west of McCarty there is recent construction of single-family residential subdivisions. The Amazon Fulfillment Center in this area is one of the top two employers in San Marcos; and an increasing inventory of light industrial and distribution facilities are developing around the site.
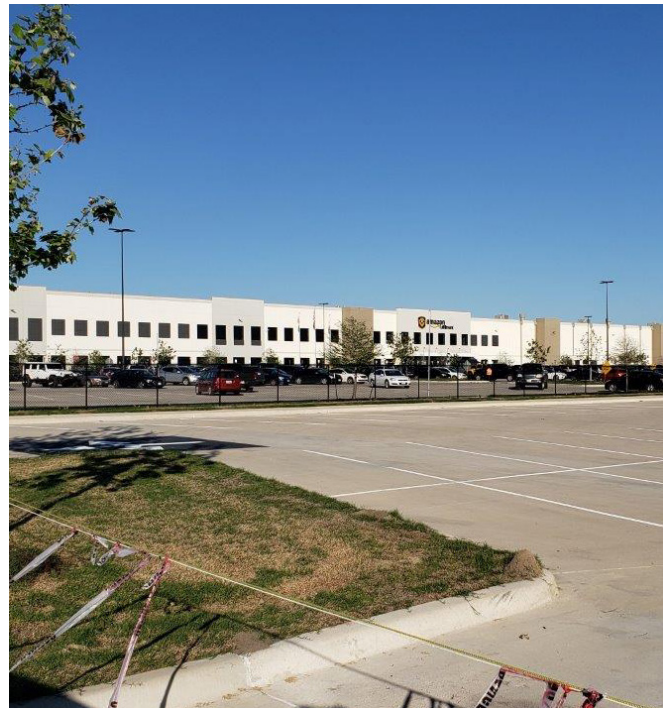
This segment of the North/South Connector could potentially open a significant amount of land for light industrial manufacturing, warehousing, and distribution activity, and could become a significant employment center.

Future Character

This area should continue to develop as a node of industrial and warehousing employment. The transect may contain areas of supporting retail and commercial services. Over time, medium to high density residential development could replace existing rural residential areas.

Corridor Concepts

NORTH/SOUTH CONNECTOR, TRANSECT 1 (SENSITIVE AREA PARKWAY)
(SH 80 to Staples Road)

The recommended corridor cross-section for Transect 1 is a sensitive area parkway located between the SH 80/Airport Hwy. intersection and Staples Rd. To accommodate regional mobility in sensitive natural areas, such as the Blanco River and San Marcos River floodplains, this corridor features limited access and storm water filtration, but with relatively high vehicular capacity.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: N/A

| **Roadside** (10') | **Travelway** (96') |

Thoroughfare Metrics

	Proposed (Sensitive Area Parkway)
Right-of-Way	138'
Travel Lane (4) Width	44'
Median	28'
Total Travelway Width (includes curb and gutter)	96'
Roadside (e.g., planting strips, multi-use path)	22'

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- Four 11' travel lanes
- Min. 6' paved shoulders (both sides of travel lanes)
- Wide central landscaped median for storm water retention

Roadside
- Minimum 10' wide parkway with open ditches
- Additional parkway width to buffer multi-use path from roadway
- 12' multi-use path (sidepath) on north side of the roadway

Roadside (Varies: Min. 12')

Design Guidance*

The sensitive area parkway illustrated in this study is modeled after the City of San Marcos' "sensitive area parkway" cross-section but has been calibrated to address anticipated development patterns.

*Sources: San Marcos Development Code

NORTH/SOUTH CONNECTOR, TRANSECT 1
(SH 80 to Staples Road)

Transect Description

Development within this transect remains limited in intensity due to presence of environmentally sensitive property throughout the area. Agricultural and low-intensity land uses remain, but low-impact storm water development principles must be applied where new development is permitted. Lower density residential neighborhoods, parks and public land uses are appropriate outside of floodplains, but development scale should complement adjacent development patterns.

Representative Land Uses (List not all-inclusive)
- Natural areas and general open space
- Agriculture
- Parkland
- Single-family residential
- Neighborhood commercial (at intersecting thoroughfares)

Representative Building Types*
- House
- Accessory dwelling unit

*** Building types are defined in the *San Marcos Development Code* (Art. 2: Building Types, and Div. 6: Building Type Standards)**

Recommended Development Patterns*

- The agricultural and natural settings of the area are maintained - particularly within environmentally sensitive areas.

- Residential and associated agricultural development clustered to maintain the agricultural character of the landscape in this area.

- Development within 100-year floodplains is minimized with green infrastructure and site design practices applied.

- Storm water and other environmental impacts minimized through green infrastructure design including xeriscaping, bioretention features, and increasing tree canopy.

- A continuous system of open space woven throughout new development.

- Incorporates low-impact design and clustered lot arrangements to preserve environmentally sensitive features and other open space.

- Extensions of public water and sewer infrastructure limited to that necessary to serve small-scale nodes of development proximate to suburban or urbanizing areas.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Single-family Rural Residential District (SF-R)
- Corridor Overlay: Conservation Corridor Overlay District

*Associated guidance on roadway development parameters can be found on pages 132 and 133.

Representative Images

New development clustered to preserve open space on development sites (A). Meandering sidepath with native landscaping (B). Iconic parkway features (C) with wide roadsides and open ditches to collect storm water runoff (D).

A

B

C

D

Corridor Concepts

NORTH/SOUTH CONNECTOR, TRANSECT 2 (BOULEVARD)
(Staples Road to Wonder World Drive)

The recommended corridor cross-section for Transect 2 is a boulevard located between Staples Rd. and Wonder World Dr. The boulevard is designed to provide access to high-intensity mixed-use development within the City of San Marcos' Medical Center growth area. Although the thoroughfare may support the movement of local traffic moving through the Medical Center site, roadway dimensions and adjacent features such as on-street parking, parkways, bikeways and pathways is designed to support the comfort and movements of adjacent residents.

The recommended roadway section within Transect 2 begins in the vicinity of Paul Peña Park and extends southwest to Wonder World Dr. A modified version of Transect 1 roadway segment (with on-street parking) may be applied between Staples Rd. and Paul Peña Park.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: N/A

| Roadside (20') | Travelway (85') |

Thoroughfare Metrics

	Proposed (Boulevard)
Right-of-Way	135'
Travel Lane (4) Width	44'
Median	20'
Total Travelway Width (includes curb and gutter)	85'
Roadside (e.g., planting strip, multi-use path)	40'

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- 11' travel lanes
- 8' parking lanes
- Planted bio-retention median of varying width for storm water and left-hand turn lanes

Active Roadside
- Protected 6' bicycle lane
- Physical roadside separation between bikeway and sidewalks
- Configuration assumes adjacent mixed-use urban development

Frontage
- Build-to line to encourage building frontage adjacent to the street
- Concealed rear parking accessed by consolidated driveways and rear alley

Roadside (20')

Design Guidance*

The boulevard illustrated in this study is modeled after the City of San Marcos' "boulevard" and CAMPO's "divided boulevard" cross-sections but has been modified to address anticipated development patterns.

*Sources: San Marcos Development Code; CAMPO Regional Arterials Pattern Book (2020)

Corridor Concepts

NORTH/SOUTH CONNECTOR, TRANSECT 2
(Staples Road to Wonder World Drive)

Transect Description

Development patterns along the corridor generate a high-intensity mixed-use town and employment center. Medical services, office, and research facilities are supported by various residential dwelling types and commercial retail development to create a district that allows residents to live, work, and shop within close proximity. The development center incorporates generous parks and green spaces woven throughout the area to provide for active recreation and social interaction.

Representative Land Uses (List not all-inclusive)
- Commercial/retail on ground floors
- Residential/office on upper-level floors
- General commercial
- Professional office
- Office/commercial flex space
- Single and multi-family residential
- Government/institutional
- Parks/open space

Representative Building Types*
- Mixed-use shopfront (3-4 stories max.)
- Apartment
- House
- Townhouse
- General commercial
- Civic

* Building types are defined in the *San Marcos Development Code* (Art. 2: Building Types, and Div. 6: Building Type Standards)

Recommended Development Patterns*

- Mixed-use buildings constructed near major intersections with upper-floor residential and ground floor flex space for residential and non-residential uses.

- A diverse mix of single-family housing types, including variations in lot sizes, setbacks, and other spatial characteristics.

- Transitional high-density residential development constructed along roadways that provide access to lower-density single-family development and can accommodate transit.

- Commercial buildings incorporate flex space for medical office and research.

- Civic parks for public gathering and relaxation should be incorporated into developments.

- Mixed-use buildings and complexes oriented around shared parking facilities that maintain commercial/retail or office uses on ground floor.

- Uniform building front setbacks; and shared walls on side setbacks established.

- Streets and other public spaces lined with building facades that incorporate windows, and architectural features that provide visual interest and establish rhythm.

- Bufferyard standards enhanced between new development and existing residential development along Mockingbird Dr.

- Direct access to SH 123 limited in favor of parallel Local Access Roads that provide local cross-access.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Planning Area District/Special District: Employment Center
- Overlay District/Corridor Frontage Type: Green Frontage

*Associated guidance on roadway development parameters can be found on pages 136 and 137.

Representative Images

Avenue with dedicated roadside facilities for bicyclists and pedestrians (A & B). Urban avenue framed with attached and detached residences separated from the roadway by active transportation facilities and landscaped plating strips (B & C).

A

B

C
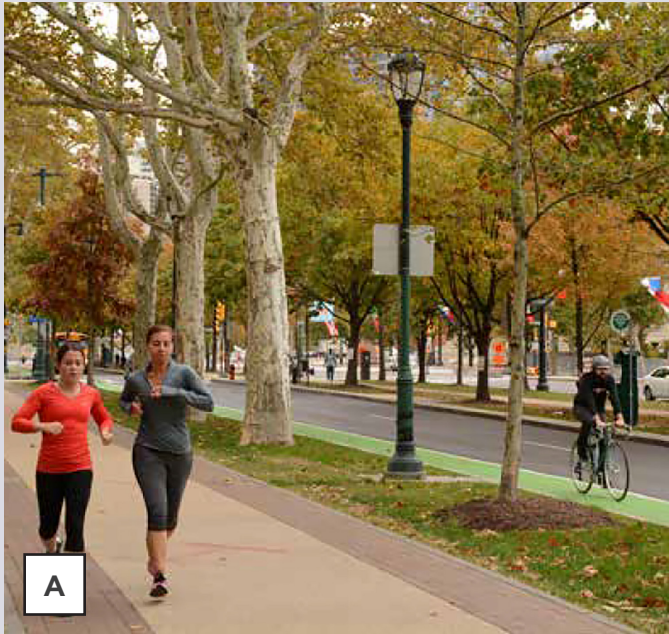
● Corridor Concepts

NORTH/SOUTH CONNECTOR, TRANSECT 3 **(PARKWAY)**
(Wonder World Drive to Posey Road)

The recommended corridor cross-section for Transect 3 is a parkway located between Wonder World Dr. and Posey Rd. The parkway is designed to accommodate multi-modal transportation options while supporting existing and anticipated auto-oriented land uses. The thoroughfare is intended to allow limited access and support personal motor vehicles and large vehicle traffic entering or exiting adjacent warehousing and distribution uses and intermittent residential developments.

Thoroughfare Classification*

City of San Marcos: Boulevard
TxDOT: Principal Arterial

| **Roadside** (Min. 19') | **Travelway** (70') |

Thoroughfare Metrics

	Proposed (Parkway)
Right-of-Way	108'
Travel Lane (4) Width	44'
Median	20'
Total Travelway Width (includes curb and gutter)	70'
Roadside (e.g., planting strip, multi-use path)	38'

*Data sources: TxDOT, Statewide Planning Map; San Marcos Transportation Master Plan (2018)

Roadway Features

Roadway
- Four 11' travel lanes plus gutter pan
- 20' wide central landscaped median
- May include enhanced bio-filtration features
- Accommodates turn lanes at intersecting streets

Roadside
- Minimum 7' wide planting strip
- Minimum 12' multi-use paths (sidepaths) on both sides of the roadway

Frontage
- Build-to line for planted frontage area between right-of-way and building facades
- Parking set back behind front building facades
- Driveways consolidated in favor of shared access between parcels

Roadside (Min. 19')

Design Guidance*

The parkway illustrated in this study blends features depicted by the City of San Marcos' "boulevard" and "sensitive area parkway" cross-sections to address anticipated development patterns.

*Source: San Marcos Development Code

● Corridor Concepts

NORTH/SOUTH CONNECTOR, TRANSECT 3
(Wonder World Drive to Posey Road)

Transect Description

This area should continue recent development trends as a node of light industrial, warehousing, and distribution employment. The transect contains areas of supporting retail and commercial services while medium to high density residential development may flank employment uses to provide a transition to existing rural-residential areas or future single-family neighborhoods.

Representative Land Uses (List not all-inclusive)

- Light industrial
- Warehousing/distribution/flex space
- Industrial services
- Multi-family residential
- Neighborhood commercial

Representative Building Types*

- Mixed-use shopfront (3-4 stories max.)
- Apartment (multi-family residential)
- House
- Townhouse
- General commercial

* Building types are defined in the *San Marcos Development Code* **(Art. 2: Building Types, and Div. 6: Building Type Standards)**

Recommended Development Patterns*

- Non-residential land uses and development scale transitions from residential areas based on potential building size, trip generation, and anticipated hours of operation.

- Transitions occur between developments with residential lots and buildings of varying size, heights, and scale.

- Industrial and warehousing land uses located away from sensitive environmental areas.

- Development within 100-year floodplains minimized and green infrastructure and site design practices should be applied.

- Storm water and other environmental impacts minimized through green infrastructure design including xeriscaping, bioretention features, and increasing tree canopy.

- Vehicular access to and between multi-building and multi-unit developments managed through consolidated curb-cuts, cross-access easements, and driveway throat length.

- Commercial development nodes of varying scale allowed depending on thoroughfare classification, level of street interconnectivity, and compatibility with the scale of surrounding land uses.

- Adequate buffers provided between residential and non-residential land uses.

Representative Zoning Districts

(List not all-inclusive. See the *San Marcos Development Code* for additional options.)

- Planning Area District/Special District: Employment Center
- Planning Area District/Special District: Heavy Commercial
- Planning Area District/Special District: Light Industrial
- Overlay District/Corridor Frontage Type: Green Frontage
- Neighborhood Density — 3.5 (ND-3.5)

*Associated guidance on roadway development parameters can be found on pages 140 and 141.

Representative Images

Wide parkways (A) and landscaped medians (B) provide reliable and comfortable bicycle and pedestrian activity through non-residential areas and soften the area's large-scale land uses. Access to warehousing and distribution sites should be consolidated to key access points (C & D).

A

B

C

D

Catalyst Development Models

OVERVIEW

Chapter 1, *Study Parameters and Processes*, outlines potential development scenarios for three sites identified in the San Marcos Comprehensive Plan as potential locations for mixed-use development. Catalyst site developments create walkable urban communities by incorporating different land uses and varying scales with the goals of providing equitable and continuing economic returns to the public and private sectors.

Catalyst Sites

Downtown Three small City-owned parcels front South Guadalupe St. and consist of several buildings in declining condition and paved surfaces. Backed by an alley and midway between West San Antonio St. and Martin Luther King Dr., this site is surrounded by businesses, bars, restaurants, clubs, and other student-serving retail shops. An overview of the downtown catalyst site is presented on pages 145 through 149.

City Government Complex Located on Hopkins St. between downtown and IH 35, this site consists of a cluster of government buildings and cultural destinations. The site is adjacent to Texas State University event facilities, Union Pacific Railroad lines, traditional commercial/retail development, institutional, and residential uses. An overview of the City Government Complex catalyst site is presented on pages 150 through 157.

Medical Center This large group of parcels consists primarily of rural and undeveloped land, with some residences, automotive businesses, and utility uses (cellular tower, water tower, electric transmission corridor). Existing residential developments, institutions, parks, and the Central Texas Medical Center are either directly adjacent to the site or within close proximity. The site is bisected by SH 123 (Guadalupe St.) and has direct access to De Zavala Dr. on the north, and Wonder World Dr. on the south.

Each of the three sites are unique and present their own set of opportunities and constraints. By planning for mixed-use urban developments in these locations, all seven (7) of the study area goals may be satisfied.

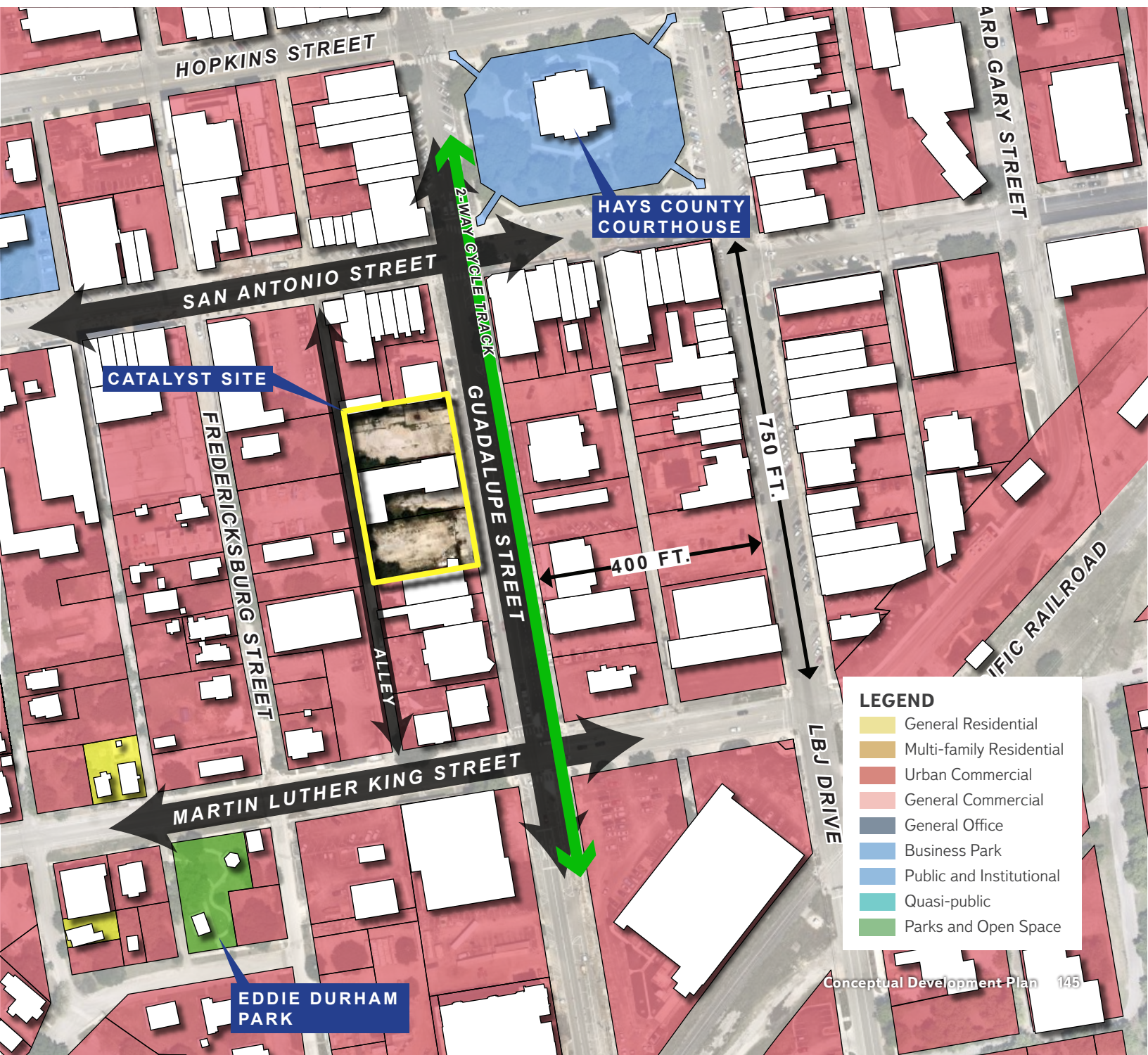| Study Goal/Catalytic Development Model Relationship	Downtown	City Government Complex	Medical Center
Protect San Marcos' defining natural resources for generations.		✓	
Preserve and celebrate San Marcos' rich cultural heritage, historic landmarks, built form, and sense of place for residents and visitors alike.	✓	✓	
Create a safe, convenient, and connected transportation network that provides complete, walkable, and bikeable neighborhoods with seamless access to the amenities, resources, and services for daily life.	✓	✓	✓
Encourage a new development that is in harmony with the character of the community, is fiscally responsible, and is aligned with future growth expectations.	✓	✓	✓
Support a diversity of affordable and adaptable housing types available to accommodate a range of family sizes and income levels.	✓	✓	✓
Support a healthy community comprised of livable neighborhoods, vibrant economic districts, compatible industrial areas, attractive urban corridors, and appealing open spaces with a balanced mix of land uses.	✓	✓	✓
Generate a balanced and diversified economy that assures desirable local employment opportunities, strengthens the City's tax base, and sustains quality of life.	✓	✓	✓

INCORPORATING COMMUNITY VALUES

The conceptual development plans prepared for each of the three catalyst sites have been influenced by public feedback collected as part of the study process. Please refer to *Appendix A: Public and Stakeholder Engagement* for more information.

DOWNTOWN CATALYST SITE

Site Characteristics

Fronting Guadalupe St. and backed by an alley, the three small parcels that make up the Downtown Catalyst Site total 0.9 acres and are located one-half block south of the Hays County courthouse approximately midway between West San Antonio St. and Martin Luther King Dr. The site currently has buildings and pavement in poor condition making it ideal for improvements. The site, along with surrounding businesses, bars, restaurants, clubs, and other student-serving retail, was identified in the 2013 San Marcos Comprehensive Plan as a "high-intensity growth" area.

Downtown Catalyst Site Location Map

HOPKINS STREET

HAYS COUNTY COURTHOUSE

2-WAY CYCLE TRACK

SAN ANTONIO STREET

RD GARY STREET

CATALYST SITE

FREDERICKSBURG STREET

GUADALUPE STREET

750 FT.

400 FT.

ALLEY

PACIFIC RAILROAD

MARTIN LUTHER KING STREET

LBJ DRIVE

LEGEND
- General Residential
- Multi-family Residential
- Urban Commercial
- General Commercial
- General Office
- Business Park
- Public and Institutional
- Quasi-public
- Parks and Open Space

EDDIE DURHAM PARK

● Catalyst Development Models

Site Objectives (Downtown Catalyst Site)

The Guadalupe St. parcels garnered a lot of attention during stakeholder discussions due to their downtown location. The general consensus from stakeholder discussions and public feedback on the functionality, look, and feel of this site called for a development that protects existing neighborhoods, hides or buries above ground utilities, provides for multiple housing types and public gathering space, reduces traffic speeds, promotes better bicycle infrastructure with a mid-block crossing, and is not limited by parking requirements.

*All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Market Potential (Downtown Catalyst Site)

The largest market opportunity for a downtown area includes both retail and office/flex uses, with a small demand for downtown residential that does not cater to students.

While retail has been impacted by COVID-19, the demand for traditional retail stores was already declining. However, there remains niche demand for specialty food stores, book and music stores, and alternative restaurant concepts such as food trucks, caterers, shared commercial kitchens, and food markets. Retail uses with the greatest support in downtown areas include ground floor retail, food and drink service and personal services, such as cafes, restaurants, and boutiques, and can support upper floor uses like roof top or balcony dining.

With healthy job growth driving demand for quality small office spaces in San Marcos, this catalyst site offers the opportunity to provide currently lacking Class A and B commercial office space. The potential demand for small business office incubators and co-working spaces for self-employed may also be met in redeveloping this site.

The need for residential units can be met with residential lofts above ground floor office or flex space. These live-work units meet commercial and residential needs for small businesses and entrepreneurs while providing additional residential space in San Marcos.

"Need to strengthen existing intensity centers (i.e., downtown) by making them more accessible by foot, bike, and public transit."

-Community Outreach Survey Respondent
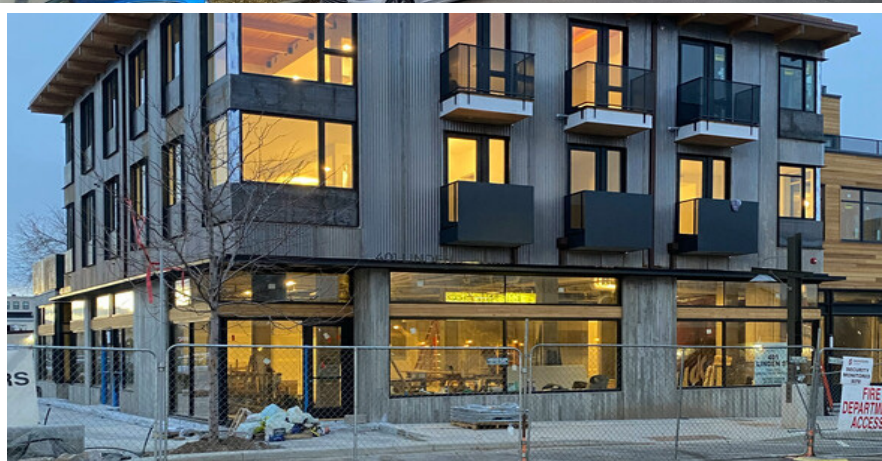
*All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Catalyst Development Models

Conceptual Development Plan (Downtown Catalyst Site)

The development plan for the Guadalupe St. parcels proposes several buildings to create a dense, mixed-use development. The proposed L-shaped building fronting Guadalupe St. could be used for retail, restaurants, and office space on the ground floor with two or more stories above the commercial space for residential use. The back corner inside the "L" provides surface parking for the upper story residential units. Parking for the commercial space would be provided by on-street parking or structured parking from another future development.

A second two-story building on this site provides additional commercial space. Both buildings would be set back approximately 12 feet from the edge of the right-of-way to align with existing buildings along Guadalupe St. and allow space for wide pedestrian areas and increasingly popular and needed outdoor dining space for first-floor restaurants.

A third building proposed for this site includes six live-work units, each with a one car garage. The front of each unit opens onto a public pedestrian promenade that connects the front of the site to the back (Guadalupe St. to the alley) allowing for easy resident access to the commercial space at the front of the site and visitor access to the live-work units near the back of the site. The pedestrian promenade has the potential to be expanded to allow easier pedestrian access in the area.

Build-out Scenario	Maximum Build-out
Flex Space	15,700 sf
Residential Loft	24 units
Residential Live-Work	6 units
Surface Parking	as required

Downtown Catalyst Site, Conceptual Development Plan

Commercial
Residential

Guadalupe Street
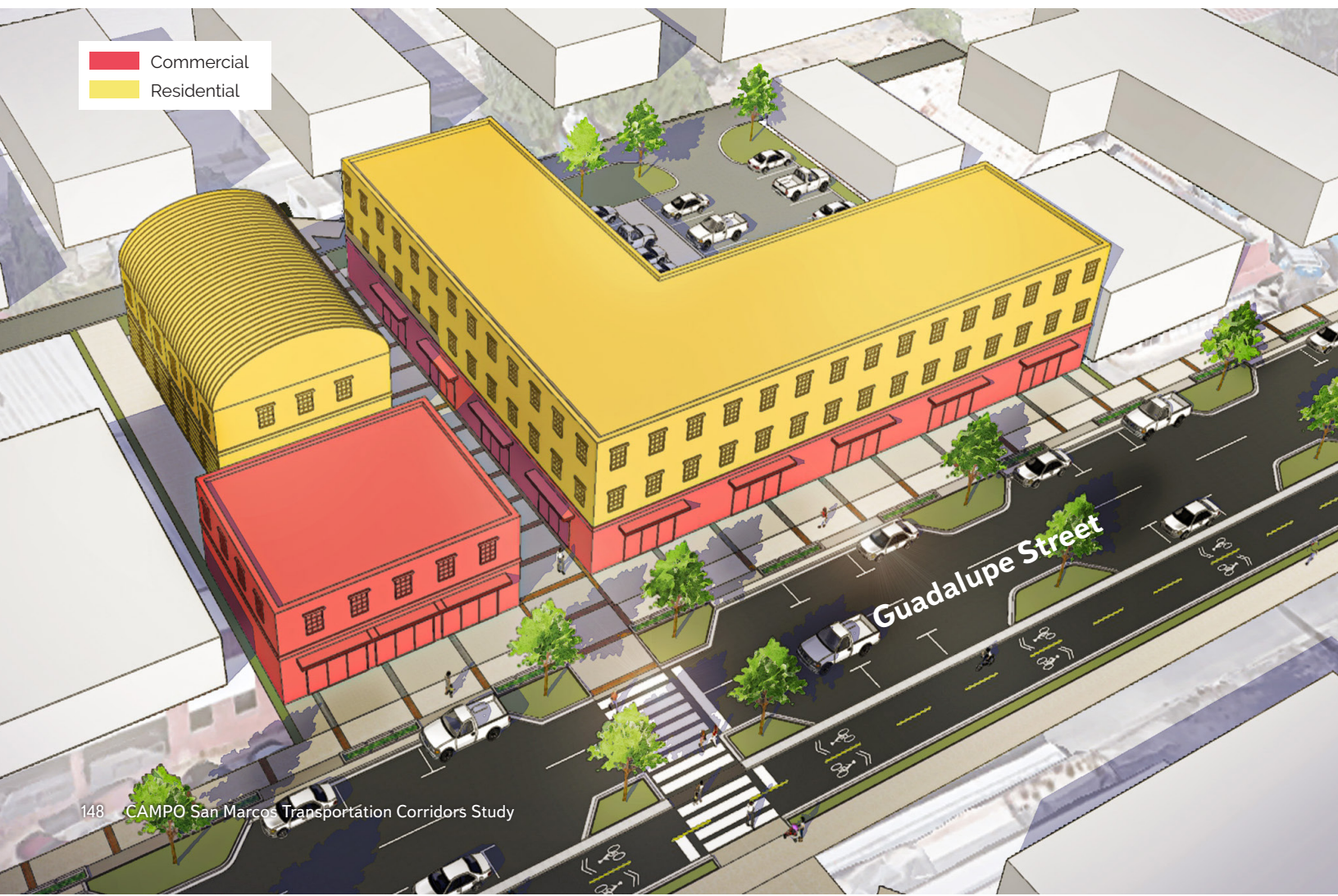
A Mixed-use
B Commercial
C Live-work Residential
D Residential Parking
E Pedestrian Promenade
F Bicycle Lanes
G Plantings
H Sidewalk/Roadside

Catalyst Development Models

CITY GOVERNMENT COMPLEX CATALYST SITE

Site Characteristics

The City Government Complex Catalyst Site consists of three parcels along Hopkins St., halfway between IH 35 and downtown San Marcos. The Hopkins St. right-of-way in this location is over 100 feet in width at its narrowest, and the existing section consists of five lanes at 40 mph. While posted for 40 mph, drivers are typically seen traveling with far greater speed due to the 12 foot wide lanes, lack of curb and gutter, and open ditches on either side.

The largest parcel (25.14 acres) is on Hopkins St. and is separated from the Strahan Arena to the northwest by Union Pacific Railroad tracks and from Bobcat Ballpark to the northeast by Charles Austin Dr. The site is occupied by the San Marcos Activity Center (5.5 acres), the San Marcos Public Library (3.5 acres), a skatepark, a dog park, paved parking lots, storm water retention and drainage easements, and utility easements for overhead electric and telecom lines. The entire parcel is within the San Marcos River Protection Zone which limits impervious surfaces to a maximum of 30 percent, and the entire parcel is dedicated parkland, requiring voter approval for any future development.

The middle-sized parcel is on the south side of Hopkins St. and bordered by Saint John the Evangelist Catholic Church to the southwest and another Union Pacific Railroad line on the southeast. This parcel is occupied by multiple City of San Marcos buildings and departments including City Hall, Planning and Development Services, and Utility Billing. The site also includes parking lots, vehicle and material storage for City departments, and overhead electric and telecom lines. The entire parcel is within the San Marcos River Protection Zone. This parcel falls within an area identified as a "high-intensity growth" area in the City's 2013 Comprehensive Plan.

The smallest parcel is a triangular property situated between two Union Pacific Railroad lines, and Hopkins St. This parcel was formerly occupied by the City's traffic sign shop and houses several enclosed and open-air structures for storage. The remaining use located on this parcel is the City's Household Hazardous Waste (HHW) drop-off/repository, although this location is temporary.

PREVIOUS STUDIES

The City Hall Master Plan, completed in 2019, includes six preliminary lay outs that account for opportunities and constraints, developable land, and market potential. The six options were rated on ability to address key aspirations and compliance with regulations. One concept considered working with existing City-owned property, one studied a realignment of Hopkins St. and the others considered the acquisition of adjacent parcels. During development of this plan, it was determined that a preferred development scenario would stay within City-owned property and avoid both the acquisition of additional properties and the realignment of Hopkins St. The San Marcos Transportation Corridors Study uses previous plans and recommendations to outline potential options for redeveloping this complex.

City Government Complex Catalyst Site Location Map

BOBCAT BALLPARK

STRAHAN ARENA

SKATEPARK / DOG PARK

CITY PARK

LIBRARY

ACTIVITY CENTER

LEGEND
- General Residential
- Multi-family Residential
- Urban Commercial
- General Commercial
- General Office
- Business Park
- Public and Institutional
- Quasi-public
- Parks and Open Space

CHARLES AUSTIN DRIVE

UNION PACIFIC RAILROAD

HOPKINS STREET

CITY HALL, PERMIT CENTER, UTILITY BILLING

SAINT JOHN THE EVANGELIST

RIO VISTA STREET

HAYS COUNTY VETERANS MEMORIAL

BICENTENNIAL PARK

HAYNES STREET

MCKINNON ST.

Catalyst Development Models

Program/Site Objectives (City Government Plaza Catalyst Site)

While this site was identified both by this study and the 2013 Comprehensive Plan as a potential location for mixed-use development, community feedback was a critical part in determining options for future redevelopment. Feedback included the desire for compact, urban, high-density and environmentally friendly land uses that attract stable, higher-wage jobs and condense the government buildings into one. Community feedback also expressed a desire for improved walking and biking, a gateway to downtown that does not realign Hopkins St., limited paved surfaces to reduce storm water and comply with impervious cover requirements, and a showcase for environmentally sensitive features.
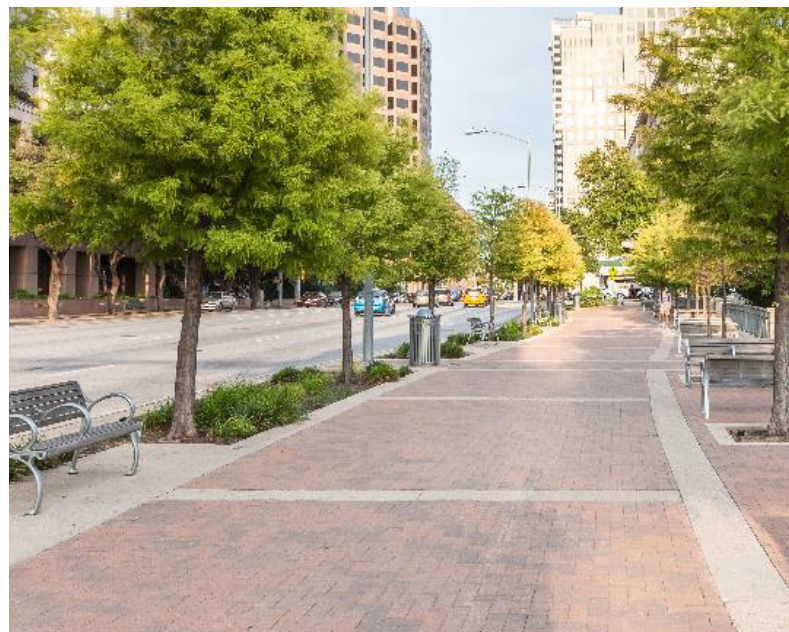
* All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Market Potential (City Government Plaza Catalyst Site)

This site can accommodate a wide range of retail uses, with restaurants and personal retail like laundry service and barbers representing the most immediate market opportunity since that type of retail supports on-site employees, residents, and visitors to Bobcat Ballpark and surrounding destinations.

Two types of residential space are most viable for this site, practical urban townhomes and urban rental lofts.

Practical urban townhomes are one to two bedrooms generally ranging between 875 to 1,100 square feet. As a standalone building, not above retail space, this townhome could be configured up to a three-story, 25 foot wide attached duplexes or townhomes on a 25-35 foot wide lot with working from home space, garages, and back patios.

Urban rental lofts are one to two bedroom, 650 to 950 square foot lofts on up to four occupied floors, with balconies, interior hallway entrances, and open and flexible interior layouts to allow work-from-home arrangements. Units can be built over personal garages or a parking deck and partially share space with commercial use and offices.

This site's proximity to downtown, the library, parks, and shopping is its largest asset and compliments future development well because it can easily connect with trails. The proximity to a larger thoroughfare and the railroad and their associated traffic and noise could cap pricing for residential units though.

*All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Catalyst Development Models

Conceptual Development Plan A (City Government Complex Catalyst Site)

Two development plans, A and B, were created for the City Government Complex to show options of a new City Hall on either side of Hopkins St.

Development Plan A, shown here, proposes that a new City Hall building (85,000+ square feet) replace the government office buildings on the south side of Hopkins St. in order to more easily facilitate a move from old facilities to new, the new City Hall could be built in an "L" shape around the existing City Hall, adjacent to Hopkins St. Once the new building is completed, departments from the existing buildings on-site may move in, allowing the remaining facilities to be demolished and freeing up the remainder of the site for phased development.

The remaining development on the south side of Hopkins St. includes a parking garage and two flex buildings for commercial, office, retail, and restaurant uses to serve the site's City employees, urban townhome residents, and visitors. The area once occupied by the old City Hall would become a large central public plaza that could host small public events.

The small triangular parcel on the south side of Hopkins St.opposite the railroad from the new City Hall location could be sold to the private sector for commercial development since its proximity to Hopkins St. and Thorpe Lane make it easily accessible and potentially valuable.

The parcel on the north side of Hopkins St. would remain parkland, but could be enhanced with a visual landmark that, paired with the new City Hall, functions as a gateway for downtown-destined motorists leaving the IH 35 corridor. Charles Austin Dr. would shift to the west, slightly altering the alignment of Charles Austin through the park to allow for the new development configuration.

Conceptual Development Plan A, Build-out

Build-out Scenario	Maximum Build-out
City Hall	85,000+ sf
Flex Space	41,250 sf/floor
Urban Townhomes	38 units
Parking Garage	as required

City Government Plaza, Conceptual Development Plan A

A City Hall
B Commercial
C Townhomes
D Structured Parking
E Existing Park
F Intersection Alignment
G Formal Plaza
H "Bio-Boulevard"
I Signalization

Catalyst Development Models

Conceptual Development Plan B (City Government Complex Catalyst Site)

Development Plan B proposes a new City Hall be constructed on the north side of Hopkins which would allow uninterrupted construction of new City facilities while the existing City complex continues its current uses. Because this location is on dedicated parkland, it would require voter approval to build on this site. This location would allow for an architecturally striking City Hall to function as a visual terminus and gateway to downtown for motorists leaving the IH 35 corridor while showcasing environmentally friendly facilities and storm water management. This new location for City Hall would be accompanied by a small surface parking lot for visitors, a parking structure for City employees, and a flex building for commercial, office, retail, and restaurant uses.

The dog park could be rearranged to maintain its size and the skate park would remain in place with on-street parking to serve park visitors.

Once the new City Hall is completed, the existing government buildings on the south side of

Hopkins could be demolished, making way for private development. This new development could include commercial space with structured parking, townhomes centered around public green space, and open green space in the utility corridor, providing a barrier between Hopkins St. and the residences.

The small triangular parcel on the south side of Hopkins St., at the end of Thorpe Ln. could either be retained by the City as parkland to potentially satisfy voter approval of constructing a new City Hall on dedicated parkland, or since it is not confined to the impervious surface requirements of the other two parcels, could be sold to the private sector for commercial development as shown in Development Plan A.

Conceptual Development Plan B, Build-out

Build-out Scenario	Maximum Build-out
City Hall	85,000+ sf
Flex Space	50,000 sf/floor
Urban Townhomes	23 units
Parking Garage	as required

City Government Plaza, Conceptual Development Plan B

A City Hall	**F** New Greenspace
B Mixed-use/Commercial	**G** Intersection Alignment
C Townhomes	**H** Formal Gateway
D Structured Parking	**I** "Bio-Boulevard"
E Reconfigured Park	**J** Signalization

Catalyst Development Models

MEDICAL CENTER CATALYST SITE

Site Characteristics

The parcels that make up this catalyst site consist primarily of rural and undeveloped land, with a few residences, automotive businesses, and utility uses (cellular tower, water tower, electric transmission corridor). Adjacent uses include Mockingbird Hills and Hills of Hays residential neighborhoods, De Zavala Elementary, a church, and an assisted living facility. The Central Texas Medical Facility is within close proximity.

The site is bisected by SH 123 (Guadalupe St.) which has been identified as a mixed-use corridor in long range planning documents. The site also has direct access to De Zavala Dr. on the north, and Wonder World Dr. (also Redwood Rd.) on the south. Long range planning documents have identified the need for a mixed-use and employment corridor, called the North/South Connector, that travels northeast to southwest parallel to IH 35. The redeveloped site is anticipated to provide medium intensity growth.

LEGEND

- General Residential
- Multi-family Residential
- Urban Commercial
- General Commercial
- General Office
- Business Park
- Public and Institutional
- Quasi-public
- Parks and Open Space

DE ZAVALA DRIVE

CRYSTAL RIVER PKWY

CELL PHONE TOWER

CENTRAL TEXAS MEDICAL CENTER

HIGH POINT

PAUL PENA PARK

CHURCH

ASSISTED LIVING

THE HILLS OF HAYS

FUTURE NORTH / SOUTH CONNECTOR

ACCESS ROAD

SH 123 / GUADALUPE STREET

WONDER WORLD DRIVE

FIRE STATION

LA VISTA RETIREMENT COMMUNITY

Catalyst Development Models

Program/Site Objectives (Medical Center Catalyst Site)

While this site had previously been identified for medium intensity growth at the intersection of two mixed-use corridors, the community was asked to confirm if this aligned with their expectations of future development in San Marcos. Community feedback supports a compact development with mixed uses that includes grocery stores and additional retail, public and green spaces, improved walking and biking connectivity, and satisfies the residency needs of physicians and clinicians that support the nearby medical district.

* All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Market Potential (Medical Center Catalyst Site)

The Medical Center catalyst site is bisected by SH 123, making the market potential different on the western and eastern sides. On the west side of SH 123, local job growth in medical and educational industries should likely drive demand. This translates to a mix of medical office, medical flex, residential rental, and supporting retail, restaurant and hotel uses. With its proximity to the Medical Center, there's potential demand for medical industry "maker space" and incubator space for research, laboratory, and manufacturing. Residential rental units and related retail and food service options should cater to the medical district workforce through options like specialty food stores and alternative restaurant concepts.

The east side of SH 123 is less dependent on the nearby Medical Center so its retail and restaurant growth should primarily be driven by neighborhoods. Residences should target both renters and buyers that support the medical district, retail, restaurant, and service industry workforces in the area. Traditional neighborhood developments with New Urbanist architecture and layout with a mix of attached and detached single-family residences and multi-family housing is a good fit for this portion of the site. Office, flex, and light industrial uses may be also be in demand for the east side of this development because of proximity to both the SH 123 and North/South Connector corridors.

While the west side of SH 123 calls for a higher development intensity than the east side, together they both support a mix of office, retail, and residential. Future development must incorporate the North/South Connector and maximize connectivity to the Central Texas Medical Center. The scale of the development must vary with more intense uses being located along SH 123 and the North/South Connector.

*All images representative of preferred development arrangement and form. Not intended to promote a specific architectural style.

Catalyst Development Models

MEDICAL CENTER

Conceptual Development Plan (Medical Center Catalyst Site)

The largest of the three catalyst sites, the Medical Center Development Plan proposes the largest variety of land uses. Fronting the proposed service roads along SH 123 are several different land uses including multi-family residential, office/flex space, traditional mixed-use, and traditional commercial pad sites. The intersections at DeZavala Dr. and Wonder World Dr. see the traditional commercial pad sites while the bulk of office flex space is found in the southwest quadrant of the site.

The west side of SH 123 contains a mix of medical office/flex space, traditional mixed-use, detached single-family, multi-family, and supporting commercial retail uses. The residential uses back up to the utility corridor along the back of the Mockingbird Hills

neighborhood with the least intense residential uses directly adjacent to the corridor. They are immediately supported by mixed-use buildings and parkland to function as a barrier to SH 123. A large employment center is illustrated showing medical office flex space to the south, and the southern most area of the west side of SH 123 is shown to be commercial and retail uses.

The east side of SH 123 is primarily single-family residential with the least intense housing backing up to adjacent neighborhoods. Attached single-family units are shown between detached single-family and more intense uses along SH 123, including mixed-use, office flex space, and traditional commercial and retail anchoring both the north and south ends.

City Government Plaza, Conceptual Development Plan B

Legend:
- Gen. Retail
- Commercial
- Mixed-use
- Multi-family Residential
- Single-family Residential

Build-out Scenario	Maximum Build-out
Single-family residential	79 units
Single-family townhome	94 units
Single-family attached	52 units
Multi-family	137,000 sf/floor
Mixed-use	157,000 sf/floor
Flex-space	232,000 sf/floor
Traditional commercial retail	236,500 sf/floor
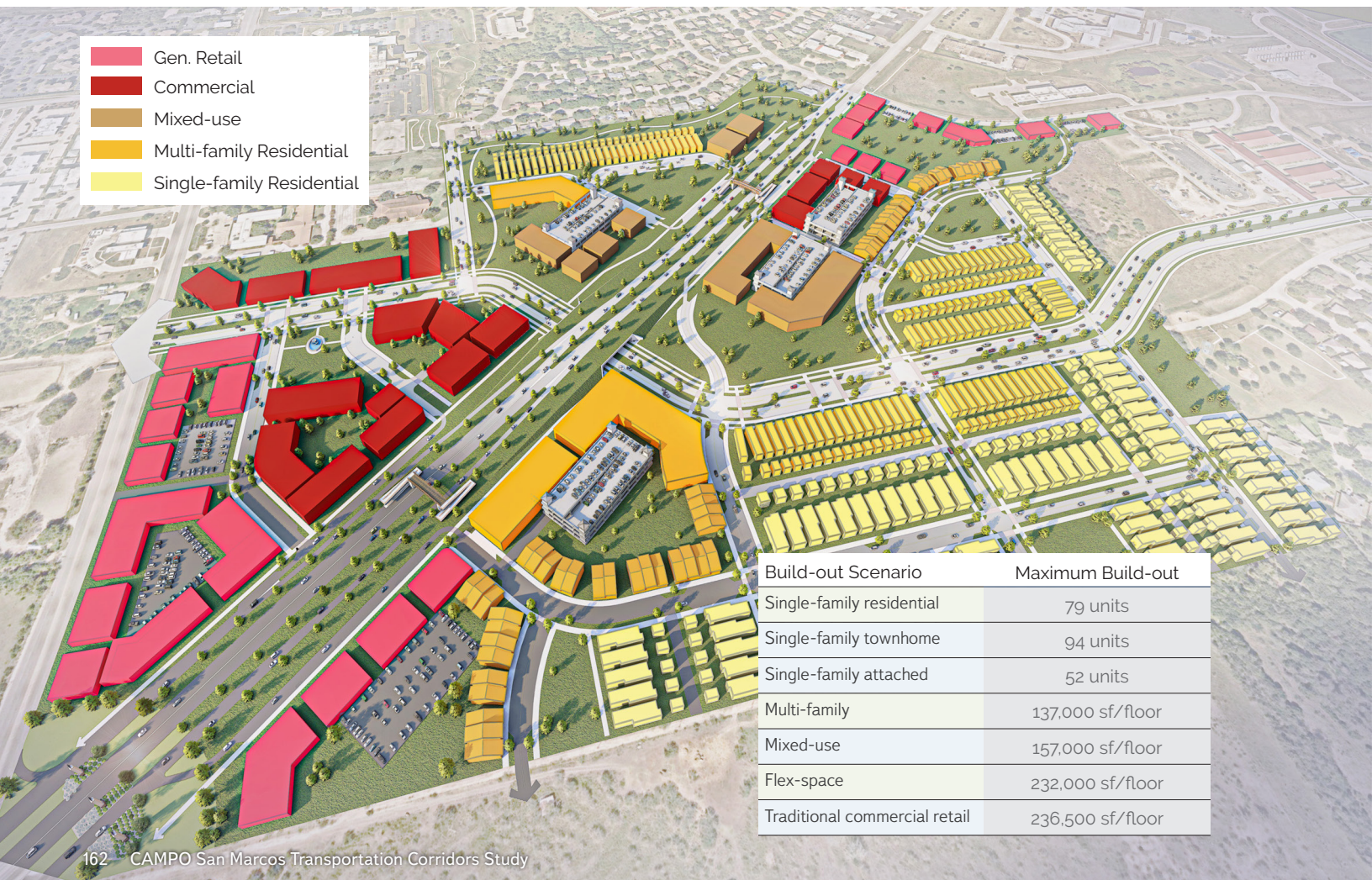
A SH 123
B Local Access Roads
C North/South Connector
D Underpass
E Parks

Gen. Retail
Commercial
Mixed-use
Multi-family Residential
Single-family Residential

● Catalyst Development Models

CATALYTIC CONCEPTS – FISCAL IMPACTS

Fiscal impact analyses were completed to estimate anticipated City operating revenues and expenditures related to the four catalyst development models at build-out as presented in **Chapter 3, *Conceptual Development Plan***. General assumptions used in the fiscal impact analyses include:

- The City of San Marcos' 2021 budget reflects a reasonable balance between revenues and expenditures.
- Future revenues (taxes and fees) are based on 2021 market values for various development types (residential, retail, employment).
- Future expenditures are based on 2021 service costs per capita, including residents and employees.
- Development values for the fiscal impact analyses reflect estimates of taxable value as determined by the Hays County Appraisal District.

FISCAL IMPACT VARIABLES

The anticipated fiscal impacts of catalyst site development is summarized on pages 165 and 166. These fiscal impact summaries are based on four (4) build-out scenarios introduced for the Downtown (S. Guadalupe St.), City Government Plaza and Medical Center catalyst development sites described on the preceding pages. Fiscal analyses (further detailed in **Appendix B Technical Memorandum 5 and Technical Memorandum 10**) consists of the following components:

- Development Program (net new development within each catalyst site)
- Net New Development Value (on a per unit or per square foot basis)
- Fiscal Revenue Estimates
- Fiscal <u>Operating</u> Revenues/Expenses <u>Only</u> (general fund) including:
  - Tax revenues (property, sales)
  - Licenses and permits
  - Fees and charges
  - Fines and forfeitures
- Service Cost Estimates
  - Calculated on a per capita basis, including both residents and employees (the "service population")
  - Employees' impacts are estimated at 1/3 of residents (since a percentage will live outside of the City)
- Capital Cost Impacts
  - Measured by debt service associated with City's long-term general obligation and tax and revenue bonds
  - Calculated on a per capita basis, including both residents and employees (service population)
- Net Annual Fiscal Surplus/Deficit
  - Difference between anticipated fiscal revenues and service costs

---
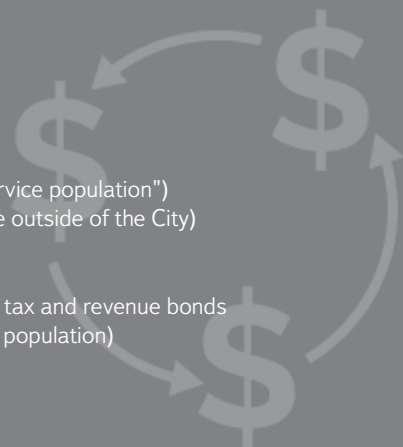
Additional information related to the fiscal impact summaries presented on pages 165 and 166 can be found in **Appendix B, Technical Memorandum 10**.

Downtown Catalyst Site (S. Guadalupe Street)

Potential New Development Value

The conceptual development plan and build-out scenario for the Downtown Catalyst Site is presented on page 148. Considering net new development growth only, the anticipated downtown land use mix has the potential to generate approximately $9 million in new development value. This level of new development has the further potential to generate over $100,000 in new annual fiscal revenue for the City of San Marcos.

(Please note that this build-out scenario assumes a maximum building height of three stories, although it does not preclude additional stories.)

Anticipated Fiscal Impact

Downtown's service population consists of its residents and the employees who work there, but live outside the City. Based on the level of new development expected at build-out, and considering the real estate product types anticipated, the new service population is estimated at approximately 96 combined residents and employees.

The new development value and increase in service population produced at build-out appears to generate a healthy fiscal surplus for the City in terms of annual operating revenues and expenditures. This surplus represents an order of magnitude estimate and could obviously be affected by many variables, including the balance between revenue-generating and service cost-producing land uses.

Medical Center Catalyst Site

Potential New Development Value

The conceptual development plan and build-out scenario for the Medical Center Catalyst Site is presented on page 162. Considering net new development growth only, the anticipated land use mix has the potential to generate approximately $405 million in new development value and the potential to generate $3.7 million in new annual fiscal revenues for the City of San Marcos.

(Please note that this build-out scenario assumes building heights capped at three stories, although it does not preclude additional building height.)

Anticipated Fiscal Impact

The Medical Center's service population consists of its residents and the employees who work there, but live outside the City. Based on the level of new development expected at build-out, and considering the real estate product types anticipated, the new service population at build-out is estimated at approximately 4,794 combined residents and employees.

The new development value and increase in service population generated at build-out appears to generate a significant fiscal surplus for the City in terms of annual operating revenues and expenditures. This surplus represents an order of magnitude estimate and could be influenced by many variables.

City Government Plaza, Plan B, looking west to downtown San Marcos. Plan B proposes a relocated City Hall to the north of Hopkins St. (right foreground) that helps to frame the entrance into the downtown area.

City Government Plaza Catalyst Site

Potential New Development Value

The conceptual development plan and build-out scenarios for the City Government Plaza Catalyst Site are presented on page 154 (Plan A) and 156 (Plan B). Considering net new development growth only, the anticipated land use mixes proposed within the scenarios have the potential to generate approximately $34 million and $36 million in new development value. This level of new development has the further potential to generate between $375,000 and $414,000 in new annual fiscal revenues for the City of San Marcos.

(Please note that both build-out scenarios assume a maximum build-out of office and mixed-use development at three stories, although additional stories may be considered.)

Anticipated Fiscal Impact

The Complex's service population consists of its residents and the employees who work there, but live outside the City. As noted, the impact of employees is estimated to be approximately one third of the impact compared to residents due to the limited time they spend in the community. Based on the level of new development expected at build-out, and considering the real estate product types anticipated, the new service population is estimated to be approximately 400 persons.

The new development value and increase in service population generated at build-out in both scenarios appears to generate a significant annual fiscal surplus for the City in terms of annual operating revenues and expenditures. This surplus represents an order of magnitude estimate and could obviously be affected by many variables, including the balance between revenue-generating and service cost-producing land uses.

IV

Study Recommendations and Implementation Program

Study Implementation Program

The recommended development and mobility strategies contained in the San Marcos Transportation Corridors Study are intended to address community preferences related to development character in San Marcos. While public feedback obtained throughout the study process identified consistent land use, housing, development, transportation, and environmental themes, many of these sentiments also reinforced the recommendations of existing City plans and codes.

Link the heart of our city with the surrounding region.

Community Outreach Survey Responses

Growth strategies should be focused on infill, density, walkability, active transit and walkable urbanism.

Where possible, the San Marcos Transportation Corridors Study seeks to augment existing municipal plans and utilize current development tools to facilitate the implementation of study recommendations. The San Marcos Development Code already contains many of the regulatory tools necessary to promote the urban mixed-use development character throughout the study area.

This implementation program includes two principal components:

The San Marcos Transportation Corridors Study Implementation Program provides a prioritized action plan for study implementation.

Study Administration outlines the roles and responsibilities of various implementing agencies and identifies funding sources.

Preserving our environment and beautifying streetscape is as vital as providing multiple types of housing and businesses.

I want the future of San Marcos to be more walkable and less car-centered.

The look and feel of our city — including our roadways — is important to attract the right kind of growth.

Focus development efforts within existing city boundaries by encouraging walkable, bikeable, and transit friendly infrastructure that make good use of taxpayer money.

Community Outreach Survey Responses

The San Marcos Transportation Corridors Study Implementation Program presents a series of actions that are essential to promoting study goals and the study area development concepts — as envisioned in **Chapter 3, *Conceptual Development Plan***. The Implementation Program table located on the following pages lists implementation activities according to themes. Each action is prioritized to reflect when it should be initiated and the relationship between various actions is acknowledged where applicable.

Implementation Timeframe

Short-term

Actions to be initiated within the next 4 years (2022 - 2026) although completion may extend across a larger timeframe. These are the City 's top priorities.

| 0-4 Years |

Mid-term

Actions which may be initiated within the next 5 to 10 years (2027 - 2032). Initiation may depend in part on the completion of short-term priorities.

| 5-10 Years |

Long-term

Actions that are projected to be implemented beyond 10 years and require the completion of multiple preceding activities.

| 10 Years + |

Ongoing

Actions which may apply to the entire planning period, or which may occur incrementally or on a recurring basis.

| 0-10 Years + |

The level of prioritization illustrated in the San Marcos Transportation Corridors Study Implementation Program is intended as a decision-making guide. Any study action may be initiated sooner than recommended if unique circumstances or opportunities arise. Actions may be incorporated into one or more categories.

Implementation Actions By Type

Financial Investment

Capital projects or general fund expenditures.

Operational Change

New or altered programs, staffing, or operational procedures.

Policy

Official procedures or policies used to make administrative decisions.

Regulation

Laws and guidelines used to direct growth or additional actions in the City.

Study

Additional study or examination required to determine the best result.

The Implementation Program table also suggests responsible agencies who should lead each initiative and identifies partnering agencies who can assist in implementation. Where applicable, corresponding actions are cross-referenced where the success of a recommended activity may be dependent on the completion of another task listed in the Implementation Program. Finally, there is a direct association between each recommended action and the seven study goals.

Implementation and Administration

The City of San Marcos will be the primary administrator of this study. Methods of study implementation, administration, monitoring, amendment, and associated partnerships are discussed beginning on page 184.

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Mobility: Vehicular Transportation							
Short (0-4 Years)	VT-1	Arrange for agreed upon roadway segments to be transferred to the City of San Marcos through the TxDOT Turnback Program to enable preferred street uses, character, and reconfiguration.	Policy	City of San Marcos	Hays County, TxDOT	N/A	
	VT-2	Compare targeted design capacity and intended level of service with the design features that will increase the comfort level of pedestrians and bicyclists.	Study	City of San Marcos	Hays County	N/A	
	VT-3	Determine which City and TxDOT thoroughfare design guidance can be incorporated into study area thoroughfares to increase roadway efficiency and create a supportive multi-modal environment.	Policy	City of San Marcos	TxDOT	VT-4	
	VT-4	Identify municipal roadway design elements that align with TxDOT design standards and can be incorporated into thoroughfare redesign/reconfiguration projects.	Operational Change	City of San Marcos	Hays County	VT-3	
	VT-5	Incorporate access management policies and encourage consolidation of driveways.	Regulation	City of San Marcos	Hays County	VT-3	
	VT-6	Increase roadway and internal circulation (i.e., cross-access easements) interconnectivity to provide for alternative traffic routes between study area corridors.	Regulation	City of San Marcos	Hays County	VT-3, VT-5	
	VT-7	Consider potential realignments which recognize issues associated with the Wonder World Dr. and SH 123 intersection to determine if a North/South Connector can bypass and reduce the impact to land uses associated with the Medical Center and elsewhere.	Study	City of San Marcos	Hays County	VT-3	
Mid (5-10 Years)	VT-8	Update design standards to include best practice intersection design guidelines including number, design, and spacing of intersections along major roadways. Design standards should also include dimensional layout and geometric design considerations for urban and rural roadways.	Policy, Regulation	City of San Marcos	Hays County	VT-3, VT-4, VT-5, VT-6	
	VT-9	Update design standards to include traffic calming elements such as horizontal and vertical deflections.	Policy, Regulation	City of San Marcos	Hays County	N/A	
	VT-10	Utilize portions of the North/South Connector right-of-way to serve as regional detention for surrounding development.	Study	Hays County	City of San Marcos	N/A	
	VT-11	Install speed monitoring and awareness techniques including: dynamic feedback messages, yard signs, or other informational and safety signage.	Operational Change	City of San Marcos	TxDOT	N/A	
	VT-12	In areas where traffic movement is the goal, signal timing should be designed so that the main corridors have the highest preference during the signal phase. Additionally, signals throughout the corridors should be synchronized to operate together.	Operational Change	City of San Marcos	Hays County	VT-13	
Long (Beyond 10 Years)	VT-13	Advanced Transportation Management Systems (ATMS) and Intelligent Transportation Systems (ITS) should be applied throughout the corridors. The use of ATMS and ITS are modern transportation operation tools that are widely used to improve the flow of corridors for all users. San Marcos should look to incorporate ATMS and ITS along SH 80 and SH 123.	Operational Change	City of San Marcos	Hays County	VT-12	
	VT-14	Incorporate a "park once" area in existing commercial and retail centers like Downtown and Midtown. A "park once" area encourages people to park in one place and then make stops on foot rather than driving from one destination to another within the center, as is typical with car-oriented strip malls.	Regulation	City of San Marcos	N/A	N/A	
Ongoing	VT-15	Increase the utilization of on-street parking in areas where existing street dimensions will support retrofitting.	Regulation	City of San Marcos	N/A	N/A	
	VT-16	Regulate the location of off-street parking areas to improve visual continuity and pedestrian connectivity.	Regulation	City of San Marcos	N/A	N/A	
	VT-17	Provide a raised center median, where available, to limit access and enhance safety. This includes retrofitting two-way center left-turn lanes where applicable.	Regulation	City of San Marcos	TxDOT	VT-3, VT-4	

1. Timeframe: Short (0-4 years) = ◯   Mid (5-10) = ◯   Long (beyond 10 years) = ◯   Ongoing = ◯

Study Goals (pg. 3): Multi-modal = 🚶 Mixed-use = 🏢 Environment = 🔥 Housing = 🏠 Equity = 🏛 Economic Development = 📊

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Mobility: Active Transportation							
Short (0-4 Years)	AT-1	Update street design standards to include preferred sidewalk width of six feet along major corridors (save five feet if right-of-way is constrained). Sidewalks should also be kept at grade when crossing driveways to provide unobstructed movement of pedestrians along the corridor and increased visibility and safety.	Regulation	City of San Marcos	Hays County	PT-8, AT-5, AT-6, AT-7	
	AT-2	Develop a program to construct sidewalk infrastructure where gaps are present in the network.	Study	City of San Marcos	Hays County	N/A	
	AT-3	Update design standards to consider implementation of pedestrian refuges or medians along roadways with multiple travel lanes and high speeds.	Policy	City of San Marcos	Hays County	AT-5	
	AT-4	Revise the 2035 Bicycle Plan to include proposed modifications referenced in Chapter 3 of this study.	Study	City of San Marcos	TxDOT	AT-9, AT-10	
	AT-5	Update design standards to include incorporation of All Ages and Abilities multi-modal design criteria and best practices for development and redevelopment along each corridor.	Regulation	City of San Marcos	N/A	AT-3	
Mid (5-10 Years)	AT-6	Incorporate pedestrian level lighting illuminating paths, sidewalks, and travel lanes to assist with greater visibility between vehicles and pedestrians.	Regulation	City of San Marcos	N/A	VT-3, VT-4	
	AT-7	Develop way-finding and emergency call signal standards to enhance security and safety and promote cultural, social, and recreational activities in San Marcos.	Operational Change	City of San Marcos	Greater San Marcos Partnership	N/A	
	AT-8	Implement recommendations from the 2018 Transportation Master Plan including an enhanced protected bike lane along SH 123 southward to IH 35 and an enhanced shared-use path along SH 123 south of IH 35.	Financial Investment	City of San Marcos	TxDOT	PT-5	
	AT-9	Implement proposed shared-use path improvements along IH 35 east and westbound frontage roads (refer to Modification A).	Financial Investment	City of San Marcos	TxDOT	AT-4, AT-10, AT-14	
	AT-10	Implement shared-use path segment to connect Guadalupe St. with LBJ Dr.	Financial Investment	City of San Marcos	TxDOT	AT-4, AT-9, AT-14	
	AT-11	Develop off-street bicycle and pedestrian linkages across IH 35 via corridors such as the San Marcos River and rail lines.	Study	City of San Marcos	TxDOT	AT-4, AT-9, AT-10, AT-14	
	AT-12	Incorporate infrastructure and implement policies that promote micro-mobility (e.g., scooters, electric bicycles) to increase last mile mobility solutions.	Regulation	City of San Marcos	Hays County	N/A	
Ongoing	AT-13	Offer incentives to businesses to become Bike Friendly with the installation of bike racks and promotions.	Operational Change	City of San Marcos	Greater San Marcos Partnership	AT-1, PT-8	
	AT-14	Implement Americans With Disabilities Act (ADA) compliant accessible curb ramps, crosswalk signals, and high-visibility crosswalks at major intersections along SH 123 and SH 80.	Financial Investment	City of San Marcos	N/A	AT-16	
	AT-15	Where appropriate, implement pedestrian refuges or medians at high traffic volume intersections to reduce crossing distances and provide landscaped amenities to improve the aesthetics of the roadway.	Study	City of San Marcos	TxDOT	AT-3	
	AT-16	Invest in bicycle and pedestrian safety enhancements at street intersections.	Study	City of San Marcos	TxDOT	AT-14	
	AT-17	Increase the physical separation of bicycle and pedestrian facilities from motor vehicle travel lanes in relation to variable traffic design speeds, volumes, and lane widths.	Policy	City of San Marcos	TxDOT	VT-3, VT-4	
	AT-18	Reduce the number and/or width of motor vehicle lanes where feasible.	Policy	City of San Marcos	TxDOT	VT-3, VT-4	

1. Timeframe: Short (0-4 years) = ◯   Mid (5-10) = ◯   Long (beyond 10 years) = ◯   Ongoing = ◯

Study Goals (pg. 3): Multi-modal = ◯   Mixed-use = ◯   Environment = ◯   Housing = ◯   Equity = ◯   Economic Development = ◯

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Mobility: Public Transit							
Short (0-4 Years)	PT-1	Evaluate the feasibility of merging the public transit systems in San Marcos or integrating bus routes to ensure adequate overlap and connectivity.	Study	City of San Marcos	Hays County, TxDOT	PT-7	
Mid (5-10 Years)	PT-2	Offer incentives for transit-supportive development near or adjacent to the proposed Downtown Transit Hub/Plaza located on the eastern edge of Downtown San Marcos between University Dr. and Hutchison St.	Operational Change	City of San Marcos	N/A	LU-14	
	PT-3	Consider bus-only lanes along study area corridors and express routes between centers.	Study	City of San Marcos	TxDOT	LU-14, PT-6, PT-7, PT-8, PT-9	
	PT-4	Proposed route alignments should be reconsidered when the North/South connector is being constructed. Bus stop spacing should consider the distance people feel comfortable walking, typically one-quarter mile for local transit service.	Study	City of San Marcos	CARTS	LU-14, PT-6, PT-7, PT-8, PT-9	
Ongoing	PT-5	Implement recommendations and capital improvement projects identified in the 2019 San Marcos Transit Plan.	Study	City of San Marcos	Hays County, TxDOT	AT-5	
	PT-6	Incorporate high quality transit infrastructure into study area centers and catalytic sites.	Study	City of San Marcos	CARTS	LU-5, LU-14, PT-3, PT-4, PT-5, PT-7, PT-8	
	PT-7	Enhance pedestrian amenities adjacent to transit stops including sidewalks, crosswalks, and ADA curb ramps.	Study	City of San Marcos	N/A	LU-14, PT-5, PT-6, PT-8	
	PT-8	Improve transit stop amenities including shelters, benches, lighting, trash receptacles, cooling design features, Adanced Traveler Information Systems, and more.	Study	CARTS	City of San Marcos	LU-14, PT-4, PT-6, PT-7	
Land Use							
Short (0-4 Years)	LU-1	Update the City's Future Land Use Plan to incorporate proposed Vision for Future Development land uses.	Policy	City of San Marcos	Hays County	AT-4	
	LU-2	Consider implementation of Transit Oriented Development (TOD) or transit-supportive development standards proximate to transit stop locations to increase ridership.	Policy	City of San Marcos	Hays County	N/A	
	LU-3	Establish guidelines to regulate streetscape, access management, building orientation and setback, location of off-street parking, and other site features.	Policy	City of San Marcos	Hays County	N/A	
	LU-4	Model the projected fiscal impact to the City of compact and mixed-use development products on example development sites.	Operational Change	City of San Marcos	Greater San Marcos Partnership	LU-5	
	LU-5	Develop an in-house fiscal impact model to assess and benchmark the impact of proposed projects.	Operational Change	City of San Marcos	N/A	LU-4	
	LU-6	Identify and map clear areas of transition between single-family neighborhoods and mixed-use corridors.	Regulation	City of San Marcos	N/A	LU-7	
	LU-7	Utilize existing land use suitability and susceptibility to change analyses to influence the arrangement of roadways, building, and other impervious areas on development sites.	Operational Change	City of San Marcos	N/A	LU-1, LU-6	
	LU-8	Evaluate strategic public and private partnerships to incorporate structured parking into study area centers to promote increased development intensity.	Operational Change	City of San Marcos	Greater San Marcos Partnership	N/A	
Mid (5-10 Years)	LU-9	Ensure that attached and multi-family housing types adhere to uniform design guidelines.	Policy	City of San Marcos	N/A	N/A	
	LU-10	Update design standards to locate utilities outside the sidewalk realm and within the planting or landscaped buffer.	Regulation	City of San Marcos	N/A	N/A	
	LU-11	Develop an incentive-based shovel ready sites program.	Operational Change	Greater San Marcos Partnership	Hays County	N/A	

1. Timeframe: Short (0-4 years) =   Mid (5-10) =   Long (beyond 10 years) =   Ongoing =

Study Goals (pg. 3): Multi-modal =   Mixed-use =   Environment =   Housing =   Equity =   Economic Development =

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Long (Beyond 10 Years)	LU-12	Consider adding a business liaison position in Economic Development to focus solely on supporting and retaining existing businesses.	Operational Change	City of San Marcos	Greater San Marcos Partnership	LU-16	
Ongoing	LU-13	Promote infill development that compliments existing land uses on a block-by-block basis.	Policy	City of San Marcos	N/A	LU-1, M-3, M-4, FF-1	
	LU-14	Promote development intensities within study area centers and targeted segments of Corridors that would encourage transit use.	Policy	City of San Marcos	Greater San Marcos Partnership	PT-2, PT-3, PT-4, PT-6, PT-7, PT-8	
	LU-15	Target land use and density transitions along alleys and rear lot lines rather than opposing block faces and, provide ample space with which to buffer / transition between back-of-house functions and facilities, and existing development.	Regulation	City of San Marcos	N/A	LU-6	
	LU-16	Work with the Greater San Marcos Partnership and other key stakeholders to enhance business recruitment and target industry efforts.	Operational Change	City of San Marcos	Greater San Marcos Partnership	LU-12	
	LU-17	Monitor new land use development on a periodic basis (annually) to track the balance between residential and non-residential uses.	Operational Change	City of San Marcos	N/A	LU-12, LU-16	

Placemaking / Quality of Life

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Short (0-4 Years)	PQL-1	Design gateway features within the right-of-way that include distinctive lighting, landscaping, and traffic calming features.	Policy	City of San Marcos	Hays County	PQL-2, PQL-3	
Mid (5-10 Years)	PQL-2	Use gateway features to delineate points where changes occur in roadway and roadside geometry, and potentially right-of-way ownership.	Study	City of San Marcos	N/A	PQL-1, PQL-3	
Ongoing	PQL-3	Fund streetscape enhancements at key roadway transition points.	Financial Investment	City of San Marcos	N/A	PQL-2, PQL-1	

Environment / Green Infrastructure

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Short (0-4 Years)	EGI-1	Incorporate low-impact development provisions that promote environmentally-friendly storm water design standards into municipal design and construction manuals.	Policy	City of San Marcos	Hays County	EGI-2, EGI-4, EGI-7, EGI-8	
	EGI-2	Update municipal standard details to include acceptable green infrastructure designs.	Policy	City of San Marcos	Hays County	EGI-1, EGI-4, EGI-7, EGI-8	
	EGI-3	Adopt the International Green Construction Code by reference or incorporate select provisions into municipal code.	Regulation	City of San Marcos	Hays County	EGI-8	
	EGI-4	Augment impervious surface area coverage and tree canopy preservation standards within minimum tree canopy site standards that combine preserved canopy with planted canopy.	Regulation	City of San Marcos	Hays County	EGI-9	
Mid (5-10 Years)	EGI-5	Modify development code provisions to affirm street tree requirements for all new or retrofitted street segments rather than such provisions being implied.	Regulation	City of San Marcos	Hays County	EGI-4, EGI-9	
Ongoing	EGI-6	Incorporate the City's urban storm water management district standards into development concepts.	Study	City of San Marcos	Hays County	EGI-1, EGI-2, EGI-4, EGI-7, EGI-8	
	EGI-7	Minimize site grading and establish green buffers along rivers, streams, and drainage swales.	Policy	City of San Marcos	Hays County	N/A	
	EGI-8	Promote and utilize green building technologies, incorporate green infrastructure and low impact development strategies, tools, and techniques within new public infrastructure and private development.	Policy	City of San Marcos	Hays County	EGI-3	
	EGI-9	Protect tree canopies on developing sites and increase urban tree cover through plantings on private sites and within public rights-of-way.	Policy	City of San Marcos	Hays County	EGI-4, EGI-5	

1. Timeframe: Short (0-4 years) = Mid (5-10) = Long (beyond 10 years) = Ongoing =

Study Goals (pg. 3): Multi-modal = Mixed-use = Environment = Housing = Equity = Economic Development =

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Housing and Neighborhoods							
Short (0-4 Years)	HN-1	Conduct an equity analysis of study area neighborhoods that relates levels of infrastructure investment to socio-economic indicators.	Study	City of San Marcos	Hays County	N/A	
	HN-2	Offer incentives to facilitate development of missing middle and moderate density rental housing units via reduced permit fees, process and tax abatements, and rebates; with requirements to structure leasing that targets the non-student market.	Policy	City of San Marcos	Hays County	N/A	
	HN-3	Investigate the potential for creating a land trust which would enter into shared equity agreements with homeowners and insulate them from property tax increases.	Policy	City of San Marcos	Hays County	N/A	
	HN-4	Ensure that accessory dwelling units (ADUs) are allowed on single-family lots which could provide affordable rental housing as well as add income for the homeowner.	Regulation	City of San Marcos	Hays County	HN-7	
Mid (5-10 Years)	HN-5	Offer excess publicly-owned developable sites for sale with deed restrictions that require missing middle rental housing with lease structures targeting non-students.	Policy	City of San Marcos	Hays County	N/A	
	HN-6	Create an incentive program of grants, loans, or tax abatements / reimbursements to assist property owners with investments in property updating or rehab with requirements that the occupants of the property fit within specific income ranges.	Operational Change	City of San Marcos	N/A	LU-12, FF-11	
Ongoing	HN-7	Ensure that zoning and building codes do not hinder missing middle and moderate density housing types in acceptable locations for such housing.	Regulation	City of San Marcos	Hays County	HN-4	
	HN-8	Ensure that zoning and building codes covering infill sites and areas near the Square do not hinder denser development.	Regulation	City of San Marcos	N/A	HN-4, HN-7	
Market							
Short (0-4 Years)	M-1	Work with advocacy entities to educate existing property owners and commercial brokers about prevailing market conditions and support for different tenant types and business opportunities.	Operational Change	City of San Marcos	Greater San Marcos Partnership	M-3, M-5, M-6, LU-11, FF-3,	
	M-2	Identify vacant parcels in the study area that could potentially be assembled and positioned for private development.	Operational Change	City of San Marcos	Greater San Marcos Partnership	M-3, M-4, FF-1, LU-13	
	M-3	Promote land uses and product types consistent with the study area development concepts, and unique from similar offerings. Encourage developments that are complementary to, not competitive with, uses in the study area.	Policy	City of San Marcos	N/A	LU-4	
Mid (5-10 Years)	M-4	Memorialize criteria by which properties with potential to support catalyst projects may be screened.	Policy	City of San Marcos	N/A	LU-4, LU-11, F-2	
Ongoing	M-5	Support private investment development projects, including those presented in this study, that are consistent with the expressed vision and which serve to "prove up" market support for alternative building forms and product types.	Policy	City of San Marcos	Greater San Marcos Partnership	M-1, M-2, M-3	
	M-6	Host monthly or quarterly luncheons regarding the status of ongoing development projects and public-led efforts to improve the investment climate for private development.	Operational Change	Greater San Marcos Partnership	City of San Marcos	M-1, FF-3,	

1. Timeframe: Short (0-4 years) =   ○   Mid (5-10) =   ○   Long (beyond 10 years) =   ○   Ongoing =   ○

Study Goals (pg. 3): Multi-modal =   Mixed-use =   Environment =   Housing =   Equity =   Economic Development =

San Marcos Transportation Corridors Study Implementation Program

Timeframe[1]	Action #	Action	Action Type	Responsible Agencies	Partners	Corresponding Actions	Study Goals
Fiscal / Financial							
Short (0-4 Years)	FF-1	Explore the feasibility of establishing an Economic Development Corporation (EDC) able to acquire, assemble, and position properties without the limitations public or quasi-governmental sector entities might be subject to.	Operational Change	City of San Marcos	N/A	FF-2, FF-7, FF-9, M-1, M-2, LU-12	
	FF-2	Assemble a range of mechanisms with a financial benefit to private sector developers, that can be used to close economic gaps including: property acquisition and sale price write-down, public sector contribution to on-site and or off-site improvements, additional and expanded Tax Increment Reinvestment Zone (TIRZ) areas, Chapter 380 agreements, Opportunity Zone benefits (tax advantages), streamlined entitlement processes, New Market and Historic Tax Credits, and Community Development Block Grant (CDBG) dollars.	Operational Change	City of San Marcos	Greater San Marcos Partnership	M-4, FF-4	
	FF-3	Conduct training seminars to inform local and regional development and building groups about available financing mechanisms (i.e., Opportunity Zones, Tax Increment Reinvestment Zones (TIRZ)), regulatory changes, and market opportunities.	Operational Change	City of San Marcos	Greater San Marcos Partnership	M-1, M-6	
	FF-4	Meet with representatives of local and regional banks and solicit their interest in establishing various innovative programs including: a grant low-interest loan pool (using Community Reinvestment Act (CRA) dollars), patient capital project financing, linked deposits, public guarantees and debt subordination, and others that could be used to match private dollars and finance enhanced landscaping, façade improvements, public art installations and other beautification efforts.	Project	Greater San Marcos Partnership	City of San Marcos	FF-2, FF-6	
	FF-5	Establish a practice and / or policy of requiring developers to submit a project proforma with a request for financial assistance, illustrating the magnitude of any gap due to insufficient revenues and extraordinary expenses, along with the City's direct return on investment for its participation or long-term fiscal impacts.	Policy	City of San Marcos	Greater San Marcos Partnership	LU-5	
	FF-6	While meeting with lender representatives, engage them in understanding the catalyst development concepts identified in the various geographies and begin audits of internal due diligence and underwriting protocols for product types and projects untested in the local market.	Operational Change	Greater San Marcos Partnership	City of San Marcos	FF-4	
	FF-7	Establish a property acquisition program whereby resources are available to acquire, assemble, and position strategically located properties in the study area for advancement of developments by private entities that are consistent with the identified development concepts.	Operational Change	City of San Marcos	Greater San Marcos Partnership	FF-1, M-2	
Mid (5-10 Years)	FF-8	Publicly finance and maintain early capital investments, but monitor market conditions to determine the appropriate timing for a self-funding entity (i.e., Business Improvement District (BID)) to be established and take over these activities.	Project	City of San Marcos	Greater San Marcos Partnership	N/A	
	FF-9	Work with regional economic development groups in encouraging and supporting expansion of Community Development Financial Institutions (CDFIs) and designation of existing institutions as CDFIs to promote lending in the study area.	Operational Change	Greater San Marcos Partnership	City of San Marcos	FF-1	
	FF-10	Establish a policy to transition as much public property to private development as is feasible to ensure resources are available to enhance and maintain institutional anchors including public facilities and spaces and subsequent programming.	Policy	City of San Marcos	Greater San Marcos Partnership	N/A	
Ongoing	FF-11	Pursue federal funding programs for predevelopment and development assistance such as Economic Development Administration (EDA) and Community Development Block Grants (CDBG) and loans, Housing and Urban Development (HUD) dollars including HOME and HIP funds for new construction and rehabilitation projects.	Operational Change	City of San Marcos	Greater San Marcos Partnership	HN-6, HN-7	

1. Timeframe: Short (0-4 years) =   Mid (5-10) =   Long (beyond 10 years) =   Ongoing =

Study Goals (pg. 3): Multi-modal =   Mixed-use =   Environment =   Housing =   Equity =   Economic Development =
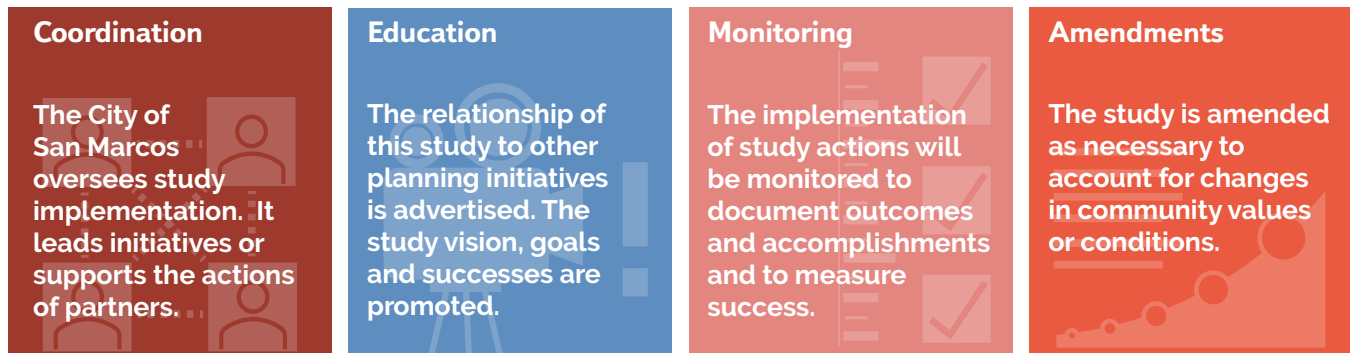
Study Administration

Partnerships and participation by various groups was critical in developing the San Marcos Transportation Corridors Study. Continued cooperation from the public sector, businesses, neighborhoods, civic groups, and the public will be important in implementing the recommendations from this study.

PRIMARY ACTION LEADERS

City of San Marcos

City staff will manage day-to-day implementation of the study's recommendations. In particular, the City Engineer and Planning & Development Services Department is responsible for supporting the Planning & Zoning Commission and City Council and generally shepherding the implementation process.

Study Implementation Activities

Coordination	Education	Monitoring	Amendments
The City of San Marcos oversees study implementation. It leads initiatives or supports the actions of partners.	The relationship of this study to other planning initiatives is advertised. The study vision, goals and successes are promoted.	The implementation of study actions will be monitored to document outcomes and accomplishments and to measure success.	The study is amended as necessary to account for changes in community values or conditions.

Specific staff activities include:

- Supporting and carrying out capital improvements and other planning efforts;
- Overseeing the drafting of new or amended zoning and land development regulations, working with the appropriate Boards and Commissions;
- Conducting studies and developing additional plans (including management of consultant efforts, as necessary);
- Reviewing applications for consistency with the study, as regulated by the San Marcos Development Code and Design Manual;
- In coordination with the City Council, negotiating the specifics of interlocal agreements;
- Administering collaborative programs and ensuring open channels of communication with various private, public, and non-profit implementation partners;
- Providing briefings on plan implementation progress and activities to the Planning & Zoning Commission and City Council no less than annually; and
- Maintaining an inventory of potential plan amendments, as suggested by City staff and others, for consideration during annual and periodic plan review and update processes.

Other Primary Action Leaders whose roles are essential to ensure meaningful study implementation include the San Marcos City Council, San Marcos Planning & Zoning Commission and Greater San Marcos Partnership.

City Council

The San Marcos City Council will assume the lead role in implementation of this study. The key responsibilities of the City Council are to decide and establish priorities, set time frames by which each action will be initiated and completed, and determine the budget to be made available for implementation efforts. The City Council study-related roles may include the following:

- Adopting and amending the study by City ordinance;
- Adopting new or amended land development regulations;
- Approving interlocal agreements;
- Affirming the overall action priorities and time frames;
- Approving funding commitments; and
- Approving projects and activities and the associated costs during the budget process.

Planning & Zoning Commission

The San Marcos Planning & Zoning Commission makes recommendations to City Council based on the study's goals. Periodically, the Commission should:

- Propose a docket of initiatives for City Council consideration;
- Periodically obtain public input to keep the plan up to date;
- Ensure that recommendations forwarded to the City Council are reflective of plan principles, policies, and action recommendations; and
- Make recommendations to the City Council regarding priority initiatives, planned updates, and amendments.

Greater San Marcos Partnership

The Greater San Marcos Partnership (GSMP) has several roles to play in advancing the successful implementation. Responsibilities include but are not limited to the following:

- Act as "champion" to promote implementation of study recommendations;
- Facilitating public-private partnerships in acquiring and aggregating land for redevelopment;
- Facilitating the development of special plans and studies to advance the study;
- Preparing development packages (including programs, schedules, and budgets) for development and redevelopment areas and soliciting developer participation;
- Expending funds for landscape site work improvements along study corridors, including landscape enhancements, signage and gateway elements;
- Liaise with county, regional, state, and federal agencies responsible for providing funding and technical assistance for the provision of transportation and utilities infrastructure improvements; and
- Develop promotional material and marketing shovel-ready sites to businesses interested in moving to San Marcos.

PARTNERSHIPS

Non-profit and private entity partners can and will play an important role in advancing the community's initiatives identified in this planning process. It will be critical to identify potential partners early so they can be invited to participate in developing an implementation plan for the particular project, take ownership in the process, and help bring the project to reality through administrative or financial support. The following are a sampling of agencies, organizations, industries, etc. that have the opportunity to play a role in the implementation process.

Economic Development

Economic development agencies within the City, Hays County, and the region will have a significant role in implementation. The Greater San Marcos Partnership (GSMP) acts as a liaison between the City's private sector industries and the City of San Marcos and is tasked with implementing key goals and associated tasks in the following areas:

- Workforce development and education;
- Business retention and expansion;
- Business attraction and development;
- Integration with community development; and
- Advancing the region's Innovation Corridor initiative.

Their primary role in advancing this study will be to advocate on the behalf of the private sector on advancing issues relating to infrastructure development, zoning and development guidelines, and public assistance such as tax abatements, training assistance, and education resources with the goal to foster an environment that attracts and retains quality jobs. The GSMP's understanding of the market forces that are driving investment decisions — to bring business decision makers to the table — will be integral to plan implementation.

The Capital Area Metropolitan Planning Organization (CAMPO) will also have a significant implementation role, particularly in terms of project funding for transportation projects. Together with TxDOT and other state departments and public transit operators, CAMPO is responsible for carrying out the transportation planning process for urbanized areas. This includes being the conduit for federal funds designated for transportation improvements.

Public-Private Partnerships

Public private partnerships are a potential and extremely valuable solution for implementing many of the initiatives in the study, particularly those relating to infrastructure and redevelopment. Partnerships between public sector and private economy participants create opportunities for new and innovative approaches to financing, developing, and maintaining infrastructure projects. Innovative approaches to procure and fund infrastructure and community services allow policy makers and industry leaders to engage in mutually beneficial relationships which serve the public good, creating much needed jobs in the process. The partnerships would allow for the sharing of risks and responsibilities while achieving the vision and goals established by all parties involved. It will be essential to engage the real estate community (investors, developers, brokers, etc.) early and often, working collaboratively with the City of San Marcos, Hays and Caldwell Counties to create solutions where there is ownership across the board. These long-term relationships and comprehensive solutions will help to foster potential public private partnerships to move projects forward.

Education/Health Care

The health care and education industries in and around San Marcos should not be overlooked for their potential to support the efforts of the study and the development of the catalytic sites. As discussed, the Central Texas Medical Center has the distinct ability to provide support and resources to the strategy focused on the Guadalupe St./ SH 123 corridor and Medical Center Catalyst Site as a regional health care destination. Their partnerships in the health care industry can attract potential clients, investors, and end-users to move ideas to reality. Education partners, such as Texas State University, will have the potential to bring administrative support and industry specific knowledge to this initiative.

Utilities

Utility partners will be critical as the community develops a comprehensive infrastructure expansion program to accommodate future development opportunities. While the City (SMTX Utilities) controls the water and wastewater utilities in the corridor, and can plan those necessary facilities, gas, electric, and communications infrastructure are no less important to a potential development opportunity or end user. Partnering with Hays Energy to create a comprehensive approach to providing the necessary utility services will help to limit some of the risks involved with any new development.

EDUCATION

Although spatial plans such as this study largely remain at a "30,000-foot" level, they are still complex policy documents that account for interrelationships among various policymakers. As such, educating decision-makers and administrators about plan implementation is an important first step after the study's adoption. As the principal groups that will ultimately be responsible for implementing the study, the San Marcos City Council, Planning & Zoning Commission, City department heads and staff, and external quasi-governmental organizations should all be on the same page with regard to priorities, responsibilities, and interpretations related to implementation of the San Marcos Transportation Corridors Study.

Possible education initiative that could be undertaken to assist in study implementation include:

- A discussion of the individual roles and responsibilities of the City Council, Planning & Zoning Commission, other advisory bodies, and individual staff members;

- A thorough overview of the study report, with emphasis on the parts of the plan that relate to each individual group;

- Task and priority implementation, which could lead to the establishing a coordinated implementation agenda;

- Facilitation of an orientation meeting with City officials and other partnering agencies in which the use of the study and its policies and recommendations is illustrated;

- A question and answer session, with support from planning personnel, members of the Planning & Zoning Commission and City Council, and other key staff.

Monitoring Study Success

It is recommended that review and updating processes related to the San Marcos Transportation Corridors Study incorporate performance measures and quantitative indicators. Such measures could be compiled and communicated both internally and to elected officials and citizens in a "report card" fashion. Performance measures which the City of San Marcos may wish to track could include the following examples, but may be subject to change based on the City's preferences:

Implementation Actions By Type

Category	Topic	Metric(s)
Mobility: Vehicular	Travel Time	Decreased average motor vehicle commute time
	Vehicle Miles Traveled	Reduced number per capita
	Street Connectivity	Increased ratio of street linkages
Mobility: Active Transportation	Mode Share	Increased number of bicyclists and pedestrians; Increase in bicycling/walking mode share as percentage of all trips
	Access	Increase linear mileage of sidewalks, bikeways, and trails (total and as compared to roadway mileage)
	Safety	Decrease in crashes involving a bicyclist or pedestrian
Mobility: Public Transit	Access	Increased percentage of residential within a 10-minute walk of a transit stop (2,640 linear feet by accessible sidewalk or trail); Number of enhanced transit stops (e.g., shelters, benches, bike racks, etc.) as percentage of total
	Ridership	Increased transit riders; Increase transit mode share percentage
	Reliability	Improved on-time performance
Land Use	Commercial Activity	Increased employment percentages in the study area; Higher rate of business licenses and retention; Decreased vacancy rates
	Mixed-uses	Increased amount (number/square footage) of buildings with mixed residential and non-residential uses
	Land Consumption	Increased population density per acre of improved land
Placemaking/Quality of Life	Frontages	Increased percentage of building facades at the build-to line
	Parking	Decreased percentage of site area dedicated to surface parking
	Character Districts	Increased use of the City of San Marcos' character zoning districts (acres and percentage of total City acreage)
Environment/Green Infrastructure	Green Building	Increased percentage of building permits issued for building and site work utilizing green technologies or low-impact design techniques
	Green Streets	Mileage of City streets incorporating green street technologies
	Conservation	Increased acres of public open space; Increased open space acreage compared to net density
Housing and Neighborhoods	Balance	Increased housing variety by unit type
	Mixed-income	Increased number of mixed-income housing projects
	Value	Increased appraised value of study area properties
	Cost-Burden	Decreased percentage of monthly household income spent on housing plus transportation
Market/Fiscal-Financial	Activity	Increase number and value of building permits
	Revenues	Increase in the value of public revenues as compared to expenditures
	Grants	Number and value of successful public grant applications to augment private investments

Capital Area Metropolitan Planning Organization

San Marcos Transportation Corridors Study

June 2022

Prepared For:
Capital Area Metropolitan Planning Organization

Prepared By:
Halff Associates, Inc.