Topics and Actions

- Welcome / Project Team Intros

- Public Participation / Vision & Goals Framework
  - **Individual ask of each Council Member**

- Role and Scope of the Comprehensive Plan & Area Plans

- Area Plan Type & Location Identification
  - **Facilitated Discussion with Council**

- Project Branding / Next Steps
  - **Opportunity for Council Preference**

Project Team Introductions

MIG

Jay Renkens, AICP
Principal-In-Charge

Andy Rutz, CNU-A
Project Manager

Krystin Ramirez
Deputy Project Manager

Hannah Watson
Project Associate

TJKM

Aldo Fritz, AICP
Senior Transportation Planner

Matt Prosser
Project Manager

EPS

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Introductions – Org Chart by Expertise

THE CITY OF SAN MARCOS

Project Management, Vision, Goals & Guiding Principles — MIG

- Facilitation & Community Engagement — MIG
- Land Use, Urban Design, Health & Environment — MIG
- Economic Development & Housing Analysis — EPS
- Transportation Planning & Engineering — TJKM

Public Participation / Vision & Goals

Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles

1 2 3 4 5

Guiding Principles

Land Use	Economic Development	Housing	Community Design & Character
Arts & Culture	Parks, Public Spaces & Facilities	Transportation	Environment & Resource Protection
Health, Safety & Wellness	Intergovernmental Coordination		

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Public Participation Plan - Phases of Engagement

1 — Kickoff, Vision, and Goals

2 — Guiding Principles and Existing Conditions

3 — Area Plans

4 — Planning Elements and Recommendations

5 — Implementation Strategies

6 — Plan Drafting and Finalization

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Types of Engagement

Small Group/ Stakeholder

- 9 Focus Groups

- 8 Comprehensive Plan Steering Committee Meetings

- 3 City Council Workshops

- 2 Community Toolkits

- Biweekly Staff Meetings

Community-Wide

- 3 Community Workshops

- 3 Virtual Open Houses

- 4-5 Web-based Surveys

Broadcast Notifications

- Social media, e-mail, NextDoor and web announcements for meetings, engagement tools, and educational posts

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Comprehensive Plan Steering Committee

A diverse collective of community members that represent the varying demographics within the City. They will provide feedback on each element and phase of the planning process. Eight proposed meetings:

1. Vision, Goals, and Guiding Principles

2. Area Plans

3-7. Five meetings for Plan Element Recommendations

8. Draft Plan and Implementation

City Council

Touchpoints will occur at key intervals to keep members up to date on the process and bought-in to the outcomes. Three proposed workshops:

1. **Workshop 1:** Vision and Goal Setting & Area Plan Identification

2. **Workshop 2:** Area Plan Recommendations & Plan Elements

3. **Workshop 3:** Public Review Draft Plan

Vision and Goal Setting

- Built upon this City Council Work Session & the first engagement series

- Vision Framework may help inform enhancements to the structure of the Plan

- Refinement and finalization of Plan Elements

Guiding Principles

- Contextually-specific to ensure meaningful concept development

- Derived from background document review, City Staff and stakeholder inputs

- Planning Element strategies and recommendations will be measured against these principles

Existing Comprehensive Plan Vision Framework

Plan Elements +
Vision Statements;
Goals & Objectives

- Economic Development
- Environment & Resource Protection
- Land Use
- Neighborhoods & Housing
- Parks, Public Spaces & Facilities
- Transportation

Vision San Marcos
A RIVER RUNS THROUGH US

2035 VISION
GOALS & OBJECTIVES

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

- Economic Development
- Environment & Resource Protection
- Land Use
- Neighborhoods and Housing
- Parks, Public Spaces and Facilities
- Transportation
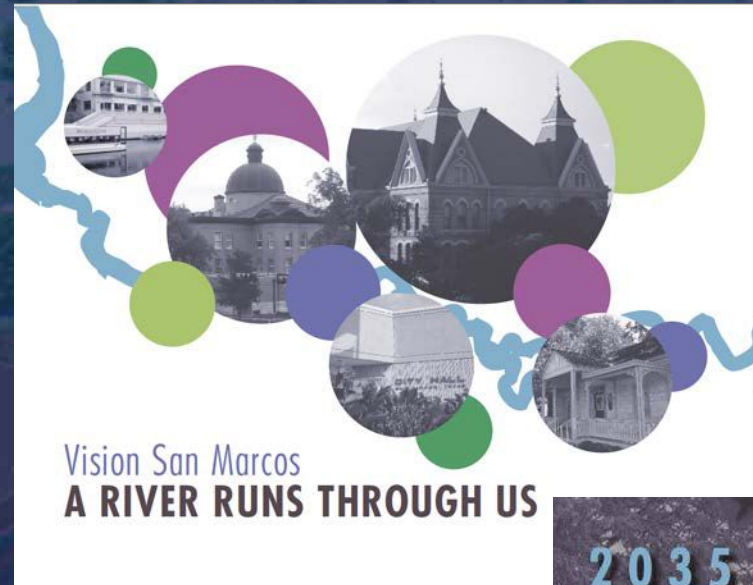
Existing Framework

- Vision Statements =
  "We envision San Marcos . . ."

- Each Plan Element has 1 – 7 Goals

- Each Goal has 2 – 8 Objectives

What resonates with existing structure?

What could be improved?

How is success measured?

ECONOMIC DEVELOPMENT

VISION STATEMENT

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

Vision and Goals for this Process

Council Direction Needed

- What are your two top priorities for the San Marcos community over the next 20-30 years?

Role of the Comprehensive Plan and Area Plans

Role of the Comprehensive Plan

- The Comprehensive Plan will establish the **vision, goals, and policy direction** for the next 20 years.
- The Comprehensive Plan is an umbrella document that will **integrate high level direction from past and current planning efforts.**
- It is a plan that will establish the **types of neighborhoods and districts** we want moving forward.
  - What types of housing, workplaces, and shopping do we want and where should they go?
  - What amenities and infrastructure do these places need?
- The Plan will include an **implementation strategy** with specific phasing and action items.

Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles
- Planning Elements

1 **2** **3** **4** **5**

Guiding Principles

Land Use	Economic Development	Housing	Community Design & Character
Arts & Culture	Parks, Public Spaces & Facilities	Transportation	Environment & Resource Protection
Health, Safety & Wellness	Intergovernmental Coordination		

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Planning Elements

- Land Use
- Economic Development
- Housing
- <u>Community Design and Character</u>
- <u>Arts and Culture</u>
- Parks, Public Spaces and Facilities
- Transportation
- Environment and Resource Protection
- <u>Health, Safety and Wellness</u>
- Intergovernmental Coordination

Land Use

- Areas of Stability and Change Analysis
  - Economic Opportunity
  - Land Use Opportunity
  - Community Character

- Land Use Scenarios

- **Fiscal Impact Analysis**

Economic Development & Housing

- Economic Opportunities
  - Leverage assets
  - University
  - Diversification of economic base

- Housing
  - Future demand & needed types
  - Increasing access/opportunity
  - Enhancing existing housing/neighborhoods
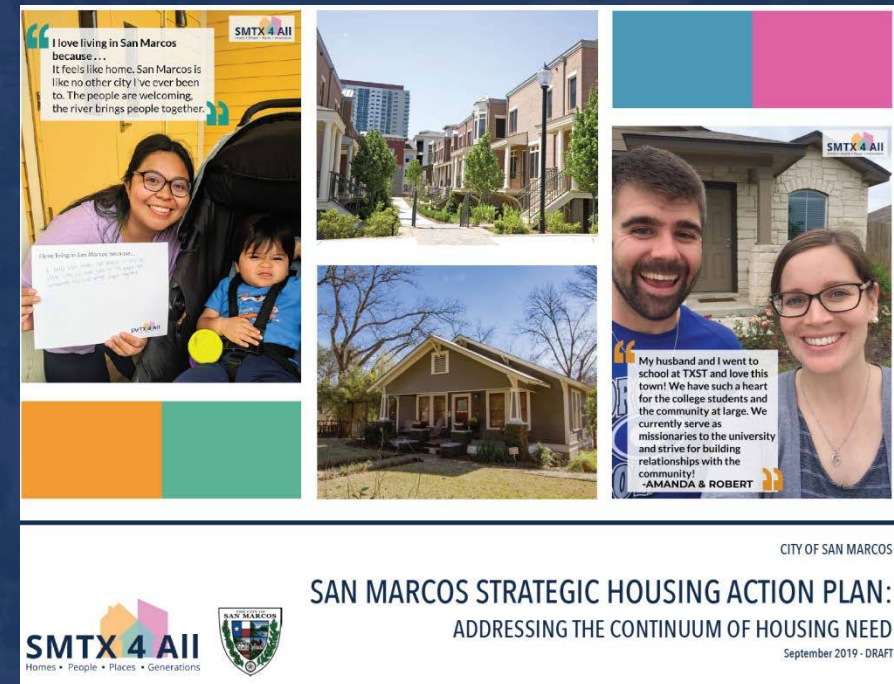
Community Design & Character | Arts & Culture

- Catalog and summarize existing design and neighborhood character

- Celebrate historic and cultural assets

- Assess potential impacts to that character within growth scenarios

- Recommendations that promote physical and programmatic aspects of arts and culture

- **Integrate on-going Downtown Design Standards project**

Parks, Public Spaces and Facilities

- Integrate recent parks planning

- Layering on a 10-minute walk analysis to determine access to active and passive recreation amenities

- Leverage partnerships and other infrastructure

Figure 1-4: System Highlights

Transportation

- Layered Priority Network Map
  (Gap Analysis & Alignment Considerations)
  o Based on public and stakeholder input

- Focus on Complete Streets
  o Meet the needs of all transportation users

Before

After
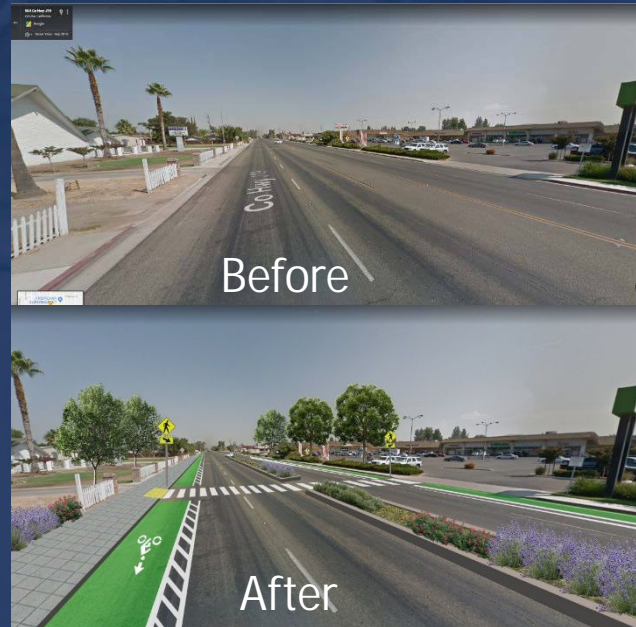
Environment & Resource Protection |
Health, Safety & Wellness

- Recommendations and strategies for sustainability and resiliency build around land conservation and development best management practices

- Use the COVID-19 pandemic as a launching off point to consider how all other Planning Elements contribute or detract from individual and community health and wellness

Intergovernmental Coordination

- Incorporate regional partners and other agencies into the process at the early stages

- Utilize CAMPO Platinum study to help inform Critical Area Plan efforts that build upon each other

- Leverage momentum from recently completed and on-going plans

Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles
- Planning Elements
- Area Plans
- Implementation Strategy/Action Steps/Comprehensive Decision-Making Packages

1 2 3 4 5

Guiding Principles

Land Use	Economic Development	Housing	Community Design & Character
Arts & Culture	Parks, Public Spaces & Facilities	Transportation	Environment & Resource Protection
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Area Plans & Implementation

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Scope of Area Plans

- Downtown Plan

- Neighborhood Plans

- Center Plans

- Corridor Plans

- Infill/Development Parcel

- Intersection/Streetscape

- Greenfield Development

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Area Plans – Downtown Plan

- Detailed Land Use Plan
- Economic Development Strategy
- Retail Strategy
- Public Realm Conceptual Design
- Mobility & Parking
- Organization & Operations Guidance
- Implementation Strategy

Area Plans – Neighborhood Plans

- SWOT Analysis
- Neighborhood Character ID
- Compatible Infill/ Redevelopment
- Connectivity Strategies
- Amenities Planning
- Implementation Strategy
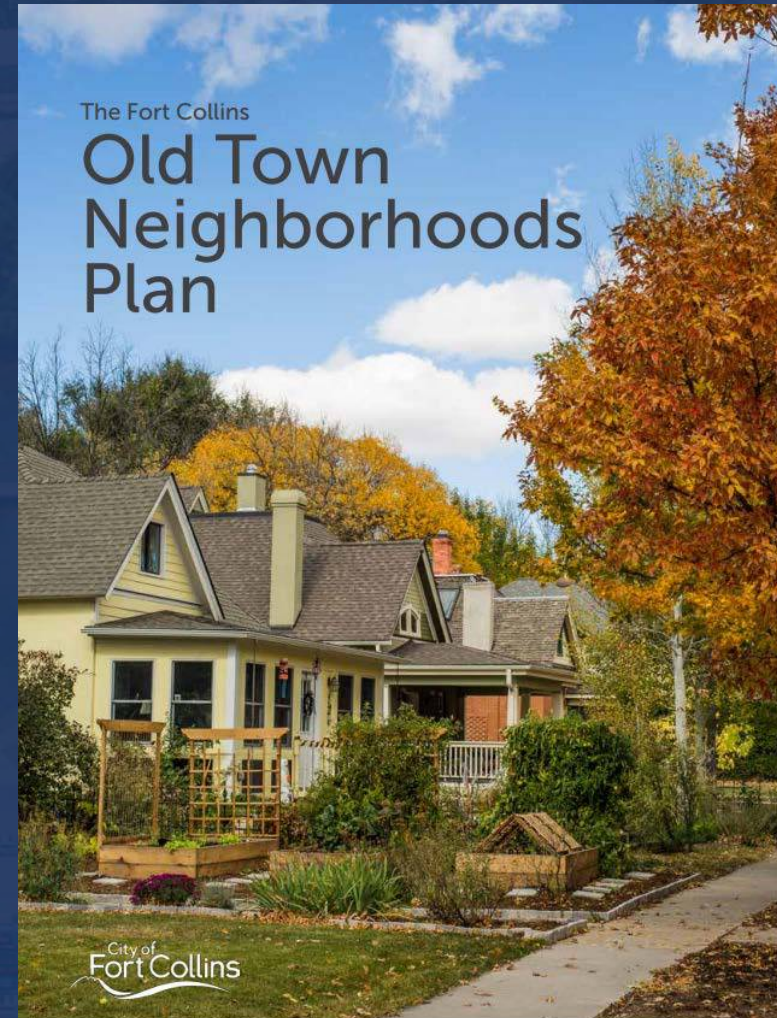
The Fort Collins
Old Town Neighborhoods Plan

City of Fort Collins

Case studies of new construction can help determine if recently-adopted design standards are meeting their intent and purpose.

Old Town Neighborhoods Plan   49

Area Plans – Center Plans

- Opportunity Site Analysis
- Detailed Land Use Plan
- Conceptual Design
- Public Realm and Infrastructure Plan
- Multi-modal Mobility & Parking
- Implementation Strategy
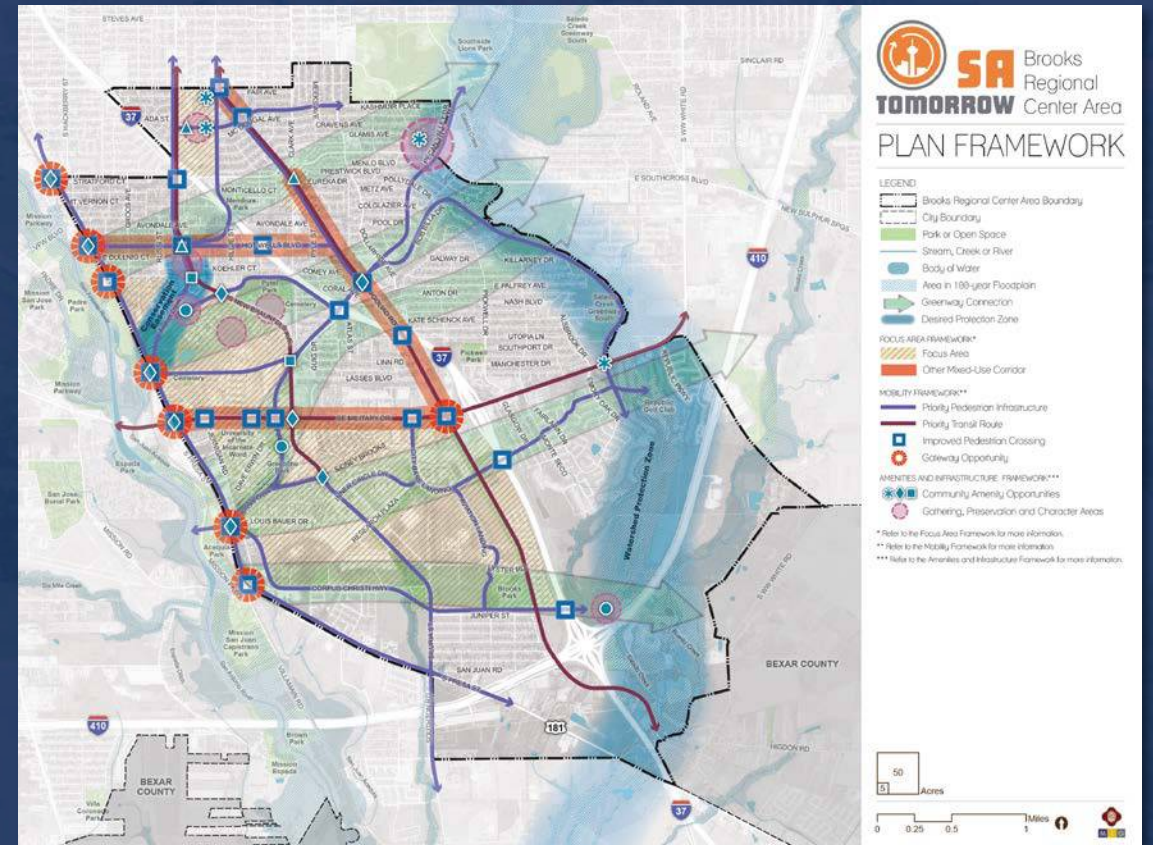
Area Plans – Corridor Plans

- Transportation Analysis
- Land Use Assessment & Recommendations
- Streetscape & Access Plan
- Branding & Identity
- Other types can be river corridor and/or greenway corridor-oriented

Area Plans – Infill / Development Parcel

- Context Analysis
- Market Opportunity Assessment
- Private Development Concept/s
- Public Realm Conceptual Design
- Critical Element ID

Area Plans – Intersection / Streetscape

- Transportation, Safety and Access Assessment
- Conceptual Design Alternatives
- Preferred Concept Design Renderings
- Critical Element ID

Area Plans – Greenfield Development

- Market Opportunity Assessment
- Conceptual Site Planning
- Design Vision and Intent
- Recommended Standards and Guidelines

S. PRESA ST.

SAN ANTONIO RIVER

CORPUS CHRISTI HWY

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S. PRESA ST.

SAN ANTONIO RIVER

CORPUS CHRISTI HWY

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Area Plan Type & Location ID

Area Plan Types

- Downtown Plan

- Neighborhood Plans

- Center Plans

- Corridor Plans

- Infill/Development Parcel

- Intersection/Streetscape

- Greenfield Development

Preliminary Comprehensive Plan Steering Committee Feedback

- Pending - To be populated with data inputs generated from the Comprehensive Plan Steering Committee initial meeting, as well as graphic / map supplements

Area Plan Types and Locations

Council Direction Needed

- What types of Area Plans should be prioritized in this effort, and in what locations should they work to provide guidance?

Project Branding / Next Steps

Project Branding – VisionSMTX

Option 1

Option 2

Project Branding – VisionSMTX

- **Cohesiveness with other planning efforts**

Next Steps

- Launch Project Website & Branding – **December 2020**

- Confirm Area Plan Types & Locations – **Targeting End of Year**
  - Preliminary Existing Conditions Analysis being done concurrently

- Advance Vision & Goals Framework through Public Participation and establish Guiding Principles – **Q1 2021**

- Next Council Work Session – **Q2 2021**
  - Focused on Planning Element and Area Plan development