



Cover Memo

To:	City Council
From:	Comprehensive Plan Oversight Committee
Date:	October 22, 2015
Re:	<i>Vision San Marcos</i> 2015 Progress Report

In accordance with the charge of Ordinance No. 2013-58, the Comprehensive Plan Oversight Committee presents this report along with its attachments to the City of San Marcos City Council.

Review the Progress of Implementation of the Comprehensive Plan and Determine Completeness of the Comprehensive Plan Objectives:

- **Tracking Database**

In the first year of implementation, city staff created a database to track progress of implementation of the Comprehensive Plan. The attachment “Short Term Objectives” dated October 3rd is a report derived from this database which has been stamped to indicate the progress of objectives identified as being commenced or achieved in the first five years following adoption of the Plan.

- **Completed Objectives**

The following objectives were determined by the Oversight Committee as being complete.

Economic Development Goal 4 Objective 4: *Create a plan to relocate City Hall prioritizing the Downtown in Site Selection* – Following Council direction, City services will remain at their current location

Land Use Goal 1 Objective 1: *Update Future Land Use Map that is based on the development of intensities specified in the preferred scenario* – The Future Land Use Map was replaced with the Preferred Scenario Map when the Comprehensive Plan was adopted

Land Use Goal 1 Objective 2: *Update Annexation / ETJ Management Plan* - This plan was approved by City Council in 2014 and implementation is underway

Neighborhoods & Housing Goal 1 Objective 1: *Update the current process for Land Use Amendments to provide for more holistic review* - This process was updated immediately following adoption of the Comprehensive Plan

Parks Public Spaces & Facilities Goal 1 Objective 1: *Develop a full comprehensive plan for locating a new City Hall / Municipal Complex, prioritizing Downtown in site selection* – this objective mirrors EDG4O4, one of which may be considered for removal to avoid duplication.

Progress toward implementation of the Comprehensive Plan:

A number of short term objectives have been identified as “UNDERWAY.” These objectives span across all six Plan Elements. Many of these objectives are being addressed as part of the three major planning efforts currently in progress: 1) CodeSMTX including Neighborhood Character Studies, 2) Transportation Master Plan Update, and 3) 2015 Comprehensive Plan Update.

December 11, 2015

Objectives have also been identified as "ONGOING." These are objectives which are underway, but have processes which will continue through the life of the plan. Such as creating and maintaining relationships with other entities and maintaining updated infrastructure plans.



ECONOMIC DEVELOPMENT

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

UNDERWAY EDG101 Create a communications plan to share economic development progress with residents, the development community and target industries

EDG102 Collaborate with social service providers to provide input on barriers for the unemployed and underemployed

EDG103 Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos

GOAL 2: Workforce and education excellence

UNDERWAY EDG201 Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice

EDG202 Promote all community education options to local and prospective residents

UNDERWAY EDG203 Pursue partnerships to support Core 4's programming and capital funding needs

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

EDG301 Conduct target industry marketing plans regularly

ONGOING EDG302 Increase the amount of Class A office and industrial space attractive to target industries

UNDERWAY EDG304 Identify gaps in utilities for employment and activity nodes, reprioritize Capital Improvement Projects to support the preferred scenario

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

EDG402 Develop programs to support local businesses to encourage job creation and capital investment

UNDERWAY EDG403 Create a pro-active, comprehensive strategy to attract development consistent with the plan

COMPLETE EDG404 Create a plan to relocate City Hall prioritizing the Downtown in site selection

UNDERWAY EDG405 Create a regulatory framework that will encourage residential development Downtown

UNDERWAY EDG406 Integrate economic development into the 2013 Transportation Plan Update

UNDERWAY EDG407 Create opportunities for local companies to procure contracts with governmental agencies and educational institutions

EDG501 Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the City's incentive policy

ECONOMIC DEVELOPMENT

GOAL 5: Fiscally responsible incentives for economic development

EDG502 Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries

EDG503 Develop a standard process for reviewing and scoring prospects for incentives, with weight only going to projects that create permanent diverse, high paying jobs in the areas that are environmentally sustainable

UNDERWAY EDG504 Expedite the entitlement process for high performance local or preferred-industry employers locating in the activity nodes or employment centers of the preferred scenario

ONGOING EDG505 Evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt

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

UNDERWAY EDG601 Enact appropriate regulations and plans to protect airport operations and enhance future development.

UNDERWAY EDG602 Maximize development opportunities within the airport boundary

UNDERWAY EDG603 Develop connections between community and airport including enhanced road, transit and utility infrastructure

UNDERWAY EDG604 Build internal airport community

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

UNDERWAY EDG701 Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history

UNDERWAY EDG702 Create an arts and cultural center/district

ONGOING EDG703 Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities

UNDERWAY EDG704 Develop a transit plan that matches preferred scenario map to encourage connectivity between centers

UNDERWAY EDG705 Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance

UNDERWAY EDG706 Develop a strategic plan for Downtown Business Development as recommended in the Downtown Master Plan to ensure Downtown San Marcos retains a diverse mix of businesses to accommodate the entire community and attract tourists

UNDERWAY EDG707 Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario

UNDERWAY EDG708 Coordinate with private efforts to update and expand recreation fields

ENVIRONMENT & RESOURCE PROTECTION

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

ERPG101 Incorporate Low Impact Development practices and other best practices early on and throughout the development process

ERPG102 Audit the effectiveness of Environmental Code Compliance and use this information to recommend staffing levels, training, and code changes

UNDERWAY ERPG103 Develop an educational and place-making program illustrating the location of the natural boundaries and environmentally sensitive areas of our city including watersheds and Edwards Aquifer recharge zone and contributing zones

UNDERWAY ERPG104 Adopt watershed specific regulations based on scientific understanding of water quality impacts

UNDERWAY ERPG105 Develop a regional detention and water quality strategy (including fee-in-lieu) to improve land efficiency, affordability, and efficacy of systems

ERPG106 Establish a team with representatives from the County, City, and other public and private entities to identify lands and develop policies for the preservation and maintenance of environmentally sensitive watershed lands

UNDERWAY ERPG107 Incentivize dense development within the activity centers by lifting the regulatory environment, streamlining the development process and proactively building the infrastructure and regional detention facilities to support this growth

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

UNDERWAY ERPG201 Develop a coordinated tree preservation and planting program

UNDERWAY ERPG202 Join the regional effort to improve air quality

UNDERWAY ERPG203 Adopt comprehensive ordinances that actively supports local food production and preservation of agricultural lands for farming

ERPG204 Model sustainable practices in infrastructure, operations, and facilities in City projects

UNDERWAY ERPG205 Adopt a program to implement the greenway system that is identified in the preferred scenario and integrate this trail system with the Parks Master Plan

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

UNDERWAY ERPG301 Conduct a rate structure study, use the information to balance water and energy conservation goals with the economic viability of the utility

ERPG303 Adopt and implement the recommendations of the Municipal Solid Waste Task Force

ERPG304 Create a point system to measure the sustainable elements of proposed development in order to qualify for utility, process, and other incentives

UNDERWAY ERPG305 Develop re-claimed water infrastructure plan for activity centers

ONGOING ERPG306 Create connected network for non-automobile travel

ENVIRONMENT & RESOURCE PROTECTION

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

UNDERWAY	ERPG401	Adopt comprehensive floodplain development regulations
	ERPG402	Implement an education and outreach program that identifies, and alerts citizens to, risks and responses to all hazards In coordination with other governmental entities

LAND USE

GOAL 1: Direct growth, compatible with surrounding uses

COMPLETE	LUG101	Update Future Land Use Map that is based on the development intensities specified in the preferred scenario
COMPLETE	LUG102	Update Annexation/ETJ Management Plan
UNDERWAY	LUG103	Create a Sustainability Plan to identify affordable and realistic sustainability practices to be encouraged
UNDERWAY	LUG104	Replace the Land Development Code with an updated document to support preferred scenario
ONGOING	LUG105	Align infrastructure plans to achieve preferred scenario

GOAL 2: High-density mixed-use development and infrastructure in the activity nodes, including the downtown area supporting walkability and integrated transit corridors

UNDERWAY	LUG201	Develop a parking plan in downtown, and other activity nodes, that supports the preferred scenario and implement incentives such as parking reductions for mixed-use developments near transit or employment centers
ONGOING	LUG202	Require all developments dedicate adequate right-of-way to accommodate all modes of transportation
	LUG203	Implement a complete economic development strategy for downtown
	LUG204	Review and update the Downtown Master Plan
	LUG205	Create a fiscal impact model to quantify the costs and benefits of incentives
UNDERWAY	LUG206	Maintain a current Thoroughfare Plan in order to preserve necessary right-of-way
UNDERWAY	LUG207	Set aside areas for high quality public spaces during the development process

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

UNDERWAY	LUG301	Create specifications for the use of pervious materials
UNDERWAY	LUG302	Implement rain water retention and storm water Best Management Practices
	LUG303	Track and monitor pervious cover at the watershed level
UNDERWAY	LUG304	Adopt a Water Quality Model that will ensure water quality standards are met and to minimize water degradation
UNDERWAY	LUG305	Adopt scientific standards for development in environmentally sensitive areas

NEIGHBORHOODS & HOUSING

NEIGHBORHOODS & HOUSING

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

COMPLETE NHG101 Update the current process for Land Use Amendments to provide for more holistic review

NHG102 Improve communication of neighborhood information regarding enforcement and incentives

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

UNDERWAY NHG201 Revise development codes in Intensity Zones to allow and streamline the process for appropriate uses and densities

UNDERWAY NHG202 Develop a plan to reduce congestion and parking issues caused near campus and in dense housing areas including community transit options that integrate with existing university systems

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

UNDERWAY NHG301 Revise zoning code to allow for more diverse housing types and mixed-use development

UNDERWAY NHG302 Update infill housing program

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

UNDERWAY NHG401 Review and update city ordinances regarding maintenance of property

UNDERWAY NHG402 Develop a process to enforce city codes related to property maintenance

UNDERWAY NHG403 Update and improve notice requirements for zoning changes

UNDERWAY NHG404 Create clear criteria for zoning changes to apply to all cases

UNDERWAY NHG405 Identify and create Character Index studies for neighborhoods inside and outside of intensity zones

UNDERWAY NHG406 Develop a plan to manage parking demand

PARKS, PUBLIC SPACES & FACILITIES

GOAL 3: A vibrant central arts district and robust arts and cultural educational opportunities for everyone

PPSFG301 Create funding mechanism(s) for the area designated as the Central Arts District

PPSFG302 Establish an Arts District Development Task Force to identify the location for, and implement the creation of, the Central Arts District

PPSFG303 Develop an Art in Public Places Program and identify areas of the city that could be used for murals/public art displays

PARKS, PUBLIC SPACES & FACILITIES

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

COMPLETE	PPSFG101	Develop a full comprehensive plan for locating a new City Hall/Municipal Complex, prioritizing Downtown in site selection
	PPSFG103	Expand the scope of the local radio station (KZOS) and local TV station
UNDERWAY	PPSFG104	Create a Sidewalk Master Plan
ONGOING	PPSFG105	Review and approve infrastructure plans every five (5) years to be consistent with the preferred scenario and comprehensive plan vision and goals.
UNDERWAY	PPSFG106	Expand the current library

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

UNDERWAY	PPSFG201	Develop a comprehensive way-finding system for City, including all transportation options (trails to roads)
UNDERWAY	PPSFG202	Create and implement a policy that ensures adequate resources are identified to develop and maintain parks and public space prior to acceptance of dedication
UNDERWAY	PPSFG203	Create a Greenways Master Plan
UNDERWAY	PPSFG204	Develop a beautification schedule for gateways

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

UNDERWAY	PPSFG401	Make fire and police asset investments that accommodate the more compact, sustainable, and dense development and infrastructure in the preferred scenario
	PPSFG402	Perform an analysis to create and maintain a fire and police station location plan which identifies, based on nationally recognized and accepted response times, the appropriate locations for future fire, EMS, and police stations
	PPSFG403	Expand our volunteer system to create a Central Volunteer System.
UNDERWAY	PPSFG404	Establish a park amenities schedule for a maintenance/repair/replacement program

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

	PPSFG501	Conduct a gap analysis of current social services and facilitate cooperation between the public and private social service providers to better meet community needs
	PPSFG502	Study and address homelessness issues through qualitative and/or quantitative analysis

TRANSPORTATION

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

UNDERWAY	TG101	Update Transportation Plan in 2013 to address transportation issues
UNDERWAY	TG102	Determine appropriate modes of transportation in and around new developments, subdivisions, site plans, the University and high density residential areas
UNDERWAY	TG103	Evaluate the Traffic Impact Analysis (TIA) process regularly to address future traffic impact expectations
UNDERWAY	TG104	Maintain a current Travel Demand Model (TDM) to be utilized for continued analysis of the transportation network

TRANSPORTATION

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

UNDERWAY	TG201	Focus on non-vehicular transportation improvements in updated Transportation Master Plan
ONGOING	TG202	Develop a multimodal transportation system that integrates with existing University and proposed regional systems
UNDERWAY	TG203	Obtain "Bicycle Friendly Community" designation
UNDERWAY	TG204	Create a Sidewalk Master Plan
UNDERWAY	TG205	Develop and implement a complete streets policy for coordination with other transportation related entities to properly integrate all modes of transportation into the transportation network
	TG206	Pilot Green Street program to minimize environmental impacts and reduce maintenance cost, while improving street aesthetics
ONGOING	TG207	Integrate the transportation system by coordinating with all related public entities, including, but not limited to CAMPO, the counties, TxDOT, the University, and the rail district