



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Meeting Minutes City Council

Tuesday, January 21, 2020

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

With a quorum present, the work session meeting of the San Marcos City Council was called to order by Mayor Hughson at 3:00 p.m. Tuesday, January 21, 2020 in the City Council Chambers, 630 E. Hopkins, San Marcos, Texas 78666.

II. Roll Call

Council Member Marquez arrived after roll call at 3:05p.m. and Council Member Derrick arrived at 3:10 p.m.

Present: 7 - Council Member Melissa Derrick, Mayor Jane Hughson, Mayor Pro Tem Ed Mihalkanin, Council Member Joca Marquez, Deputy Mayor Pro Tem Mark Rockeymoore, Council Member Maxfield Baker and Council Member Saul Gonzales

PRESENTATIONS

1. Receive a Staff presentation and hold discussion on the Comprehensive Plan update and Downtown Architectural Standards, and provide direction to the City Manager.

Bert Lumbreras, City Manager provided a brief update and stated that Vision San Marcos, the City's Comprehensive Plan, was approved in March, 2013. This plan serves as a guiding document for many plans and initiatives that the City has undertaken in the last seven years. During that time San Marcos has experienced many changes which have a significant impact on the vision, goals, and objectives found in the plan.

On December 17, 2019 staff presented a recommendation to update the comprehensive plan in order to create updated Visions for the future of San Marcos and to incorporate other planning efforts such as neighborhood planning, resiliency, and housing under these visions.

Staff will present a draft scope as well as a proposed timeframe for completion of the update. In addition, Staff will also present the scope of work for the Downtown Architectural Standards.

Michael Ostrowski, Assistant Director of Planning and Development Services led the presentation. The proposed scope has the following components:

1) Purpose / Intent

The purpose of this project is to provide an update to the City of San Marcos Comprehensive Plan “Vision San Marcos” that is highly graphic and relatively jargon-free. The plan should be easily interpreted by the general public, with an addendum housing all of the technical data to be used by City staff. With oversight from City staff, as well as guidance from the Planning and Zoning Commission, and the City Council, the successful consultant(s) will assist in the planning process and develop project deliverables as outlined within this RFP.

The intent of the Scope of Services is to serve as a framework, which consultants can use to develop a more detailed scope of services based on their professional expertise and knowledge. The following Scope of Services serves as a general framework and must be incorporated into the consultant(s) proposed scope of work; however, the proposed scope of work is not limited to these services. The final Scope of Services will be developed in collaboration with the selected consultant(s) and the City prior to contract approval. The consultant(s) shall have a prior understanding of the historic background of the development of San Marcos. The consultant(s) shall also have a firm understanding of the context, trends, and related information that have shaped the community. The consultant(s) shall analyze the assumed effects of external forces (physical, social, economic, and political) and trends on the future of the local community. Issues and forecasts of local and regional growth shall be included.

2) Project Management

A team of City staff will lead the overall project to ensure that the project objectives are met. Staff will provide continuous updates to the City Council and/or other governing boards on the development of the plan. Additionally, City staff will assist in facilitating interactions with appropriate City staff members, Planning and Zoning Commission members, City Council members and other key stakeholders.

3) Public Participation

The consultant(s) shall be responsible for developing a comprehensive participation program that encompasses the public and stakeholders, and incorporates local knowledge and experience. Key to the development and success of the plan, the consultant(s) must facilitate participation and

interaction of residents, property owners, business owners and leaders, churches and key community organizations, university officials, students, elected officials, utility providers, City staff, and other key stakeholders. Allows City Council to designate a committee or committees to act as community liaisons and provide oversight of plan and process. At a minimum the public participation plan should utilize traditional media, social media, virtual open houses, online polling, and should take advantage of the many groups who meet regularly through a speaker's bureau. The participatory process must also be creatively designed to seek out and involve residents and other stakeholders that are unlikely to participate in a standard workshop style community engagement process. Additionally, the process must ensure that participation is reflective of both the current and future citizenry. The overall goal of the participatory process is to increase the ownership of the final product.

4) Vision and Goal Setting

The consultant(s) will work with the City and project stakeholders in developing a broadly supported and achievable vision or alternative vision(s) of the long-term future design and character of the community, along with related goals that help accomplish the same. Vision and goal setting shall be a component of the plan that is officially approved by the City early on in the process. The vision and goal setting shall also include the identification and approval of the guiding principles. If alternative visions are created, the consultant(s) shall include the cost/benefit implications of each alternative.

5) Guiding Principles

As part of this process, the consultant will work with the City and project stakeholders in developing supported guiding principles that will guide the formation of related goals, objectives, and actions.

6) Planning Elements

At minimum, the plan shall include planning elements that cover: land use (including a Preferred Scenario Map and fiscal impact analysis, see below), environment and resource protection, economic development, housing, parks and public facilities, transportation, and intergovernmental cooperation. The consultant(s) is encouraged to include other applicable elements that are beneficial to the process. As part of the land use planning element, a Preferred Scenario Map (future land use map) and fiscal impact analysis that clearly describes the costs associated with the anticipated growth shall be developed.

As part of the development of the planning elements, emphasis shall be placed on recently approved plans that relate to such planning elements, such as the Parks and Open Space Master Plan, Housing Needs Assessment, Historic Resources Survey, Transportation Master Plan, etc. In addition, other ongoing planning efforts, such as the Workforce Housing Action Plan, Downtown Architectural Design Standards, etc. shall be incorporated into the planning process.

7) Critical Area Plans

As part of the comprehensive planning process, the consultant(s), through a highly participative process, shall also identify critical areas within the community that will need a further planning focus due to the nature of their importance in the community and/or their relationship with other areas within the community. The consultant(s) will need to identify appropriately sized planning areas, study the character of the area, and provide recommendations for the future of each area. These plans may have an emphasis on keeping the stability of the area, or an emphasis on change. This will depend on the area and the vision and goals for the community.

The types of critical area plans shall include at minimum:

- Neighborhood Plans** - These plans are designed to look at existing neighborhoods and create a plan for their continued existence and preservation, and/or their emergence within the community. Special attention shall be placed on how to avoid adverse impacts from new development on existing residential
- Corridor Plans** - These plans are intended to look at corridors and what role they will play in the overall community. Corridors may provide a linkage link between neighborhood plans and/or center plans. While many of the corridors may be transportation related, others may include natural corridors, such as the rivers.
- Center Plans** - These plans are areas of significance or of great potential within the community. These plans will provide a special focus on center areas to ensure that they are complete, in that, they may provide a node or nodes of activity, a mix of opportunities for living, working, and recreating/entertaining.
- Downtown Plan** - This plan is intended to be an overall master plan for Downtown San Marcos. While it can also serve as a center plan, an enhanced focus shall be placed on the downtown to ensure its proper redevelopment and preservation. New or expanded historic districts should be identified as part of this portion of the planning process.

8) Implementation

The consultant(s) shall develop a list of strategies and implementation measures to accomplish the short, mid and long-term goals and objectives of the plan. The consultant(s) will be innovative and proactive in their approach to implementation, in order to ensure the highest chance for success. As part of this strategy, the consultant shall develop comprehensive decision-making packages. Comprehensive decision-making packages are a set or group of actions, that while done together, provide a greater degree of success than when actions are done individually. The implementation strategy shall also include a strategy for review and maintenance of the goals, objectives, and actions, as well as the overall comprehensive plan.

9) Presentations and Communications

The consultant(s) and City staff will present the final plan and implementation strategy to the Planning Commission and City Council along with other applicable committees as defined in the final scope of work. Additionally, the consultant will work with staff to communicate with project stakeholders throughout the process, and to present intermediate deliverables and related information.

10) Final Plans

A project management plan with milestones and timelines for the completion of various aspects of the project. A participation plan that includes objectives, activities, methods, roles, and timeframes. A coordinated implementation plan that includes roles, timeframes, and monetary solutions. A highly graphic and interactive complete comprehensive plan that can be easily disseminated and understood by the public, with addendum housing all of the technical data to be used by City staff for future planning efforts.

Staff anticipates the Comprehensive Planning process can be completed in around 18 months, following the award of a contract. The procurement process may take up to six months to get to a signed contract, which would equate to about 24 months in total. Timeliness of completion can be part of the review criteria for the selection of consultants.

Staff recommends approval of the draft scope for the request for proposals (RFP) relating to the comprehensive planning process.

Council would like to see some issues within the Land Development Code (LDC) addressed in regards to Neighborhood Districts (ND) and the Conditional Use Permit (CUP) on alcohol. Council also requested a prioritized

list of Phase II, and Phase III. Staff reviewed the Phase II timeline and informed Council this will be brought forward for a Public Hearing on April 21 with the 2nd Reading on May 5th.

Staff also stated that the Phase III list will be sent to Council by the end of the week.

There was discussion on the workforce housing action plan and having this included as part of the development of the planning elements. Staff asked for clarification and Council would like to receive Phase II and Phase III along with the workforce housing action plan. Staff informed Council this is incorporated within Phase II.

Critical Area Plans are not mutually exclusive and as planning continues these may overlap.

Council would like to have consultants that are familiar with San Marcos and this area. Staff will incorporate strategies through our professional organizations to locate consultants that have worked with cities similar to ours in relation to our growth pattern and University.

Downtown Architectural Standards was discussed and Mr. Ostrowski stated that direction was provided at a previous City Council work session to proceed with the Downtown Architectural Standards prior to the Comprehensive Plan update. A contract for these services will be considered at the City Council meeting this evening. Mr. Ostrowski provided background information and he provided that Winter and Company provided the scope of services, which include key topics, outreach levels, steps in the process and contract cost.

EXECUTIVE SESSION

- 2. Executive Session in accordance with the following Government Code Sections:**
 - A. Section § 551.074 - Personnel Matters: to discuss duties and responsibilities of the City Manager.**
 - B. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberation regarding Martindale ETJ Matters.**
 - C. Section § 551.071 - Consultation with Attorney: to receive advice from Legal Counsel on Kinder Morgan Pipeline.**

A motion was made by Council Member Derrick, seconded by Deputy Mayor Pro Tem Rockey Moore to enter into Executive Session at 4:33 p.m. The motion carried by the following vote:

For: 7 - Council Member Derrick, Mayor Hughson, Mayor Pro Tem Mihalkanin, Council Member Marquez, Deputy Mayor Pro Tem Rockeymoore, Council Member Baker and Council Member Gonzales

Against: 0

III. Adjournment.

Mayor Hughson stated Executive Session concluded at 5:51 p.m.

A motion was made by Council Member Gonzales, seconded by Council Member Baker, to adjourn the work session meeting of the City Council at 5:53 p.m., Tuesday, January 21, 2020. The motion carried by the following vote:

For: 6 - Mayor Hughson, Mayor Pro Tem Mihalkanin, Council Member Marquez, Deputy Mayor Pro Tem Rockeymoore, Council Member Baker and Council Member Gonzales

Against: 0

Absent: 1 - Council Member Derrick

Tammy K. Cook, Interim City Clerk

Jane Hughson, Mayor