



City of San Marcos  
**Stakeholder Meeting Agenda**  
**Design Standards and Guidelines Update**  
Downtown Association  
April 16, 2020

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**Purpose:** The purpose of this meeting is to introduce the City of San Marcos downtown design standards and guidelines update and engage in discussion with participants.

**Objective:** To gather stakeholder perspectives on constraints and opportunities of downtown design in San Marcos.

- I. **Welcome & Introductions** – Andrea Villalobos, City of San Marcos
  - II. **Project Overview** – Noré Winter and Marcia Boyle, Winter and Company
  - III. **Logistical or Project Questions?**
  - IV. **Discussion Questions** – All participants
    - a. City staff will ask participants several discussion questions outlined in the agenda below.
    - b. Staff will read each question during the webinar and will call on each participant individually to answer the question and provide their thoughts.
    - c. If the participant has nothing to add, staff will move on to the next participant.
  - V. **Next Steps** – Andrea Villalobos, City of San Marcos
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### Discussion Questions

#### General questions

1. What are some of the current trends in development in downtown San Marcos? How do you feel about these trends?
  - o *Note that “downtown” refers not just to the downtown core, but to the established design contexts (see map)*
2. What recent development projects downtown have been successful? Can you identify specific elements (such as building mass, transition from a sensitive area, building materials, etc.) that made the development successful?
3. Are there any building design issues that recent development has raised?
4. This project plans to address a variety of building design topics including building materials, transitions to sensitive edges, and building mass and articulation. Are there other topics you would like to see addressed through these project efforts?

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### **Design context questions**

*Reviewing the downtown contexts map:*

5. Are these context boundaries still correct?
6. What special features would you highlight for each of the contexts?
  - Approach
  - Transit Oriented Development
  - Downtown
  - Residential/Transition Edge
  - University Edge
7. Are there any specific issues that have recently come up with development in any of the areas?
  - Approach
  - Transit Oriented Development
  - Downtown
  - Residential/Transition Edge
  - University Edge

### **Activating the public realm**

8. What are some strengths of downtown development (recent or older) that engages the street and creates an active public realm?
9. What opportunities are there for existing buildings or new buildings to create a more active public realm?
10. Are there any current Main Street initiatives or discussion topics that should be considered during this update to the design guidelines and standards?

### **Existing guidelines**

11. What do you hope to see out of the updated design guidelines and standards? (i.e., usability? Increased visuals? Etc.)
12. How effective and useful are the existing design standards and guidelines?
13. Are there certain topics in the design standards and guidelines that need to be clarified?
14. Are there topics that frequently come up in discussion with developers and other applicants?
15. Are there topics that are not currently in the design guidelines that would be helpful to have guidance on?

*Design Contexts map on next page...*

