

# DESIGN GUIDELINES SERVICES

SAN MARCOS, TEXAS

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*A series of tools is used in the new design standards to maintain compatibility while allowing for flexibility in new development.*

## Design Standards and Guidelines

San Marcos is located along the banks of the San Marcos River, within the Austin–Round Rock–San Marcos metropolitan area.

With the adoption of a new downtown SmartCode, residents expressed concerns over compatibility of the mass and character of new buildings that may be developed. In response, Winter & Company developed additional SmartCode design standards and supplemental design guidelines.

The design standards include a series of tools focused on building mass and scale. These tools were digitally modeled on test sites in the downtown to ensure their effectiveness in maintaining compatibility with existing character. The tools were designed to act as a kit of parts, allowing developers alternatives rather than one set of prescriptive standards. This affords flexibility and variety within new development while also ensuring compatibility with the unique character of the downtown. An additional level of flexibility is built into an optional design review process. The supplemental design guidelines were developed to guide this process.



*Courthouse Square forms the center of historic downtown San Marcos.*



Winter & Company

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