



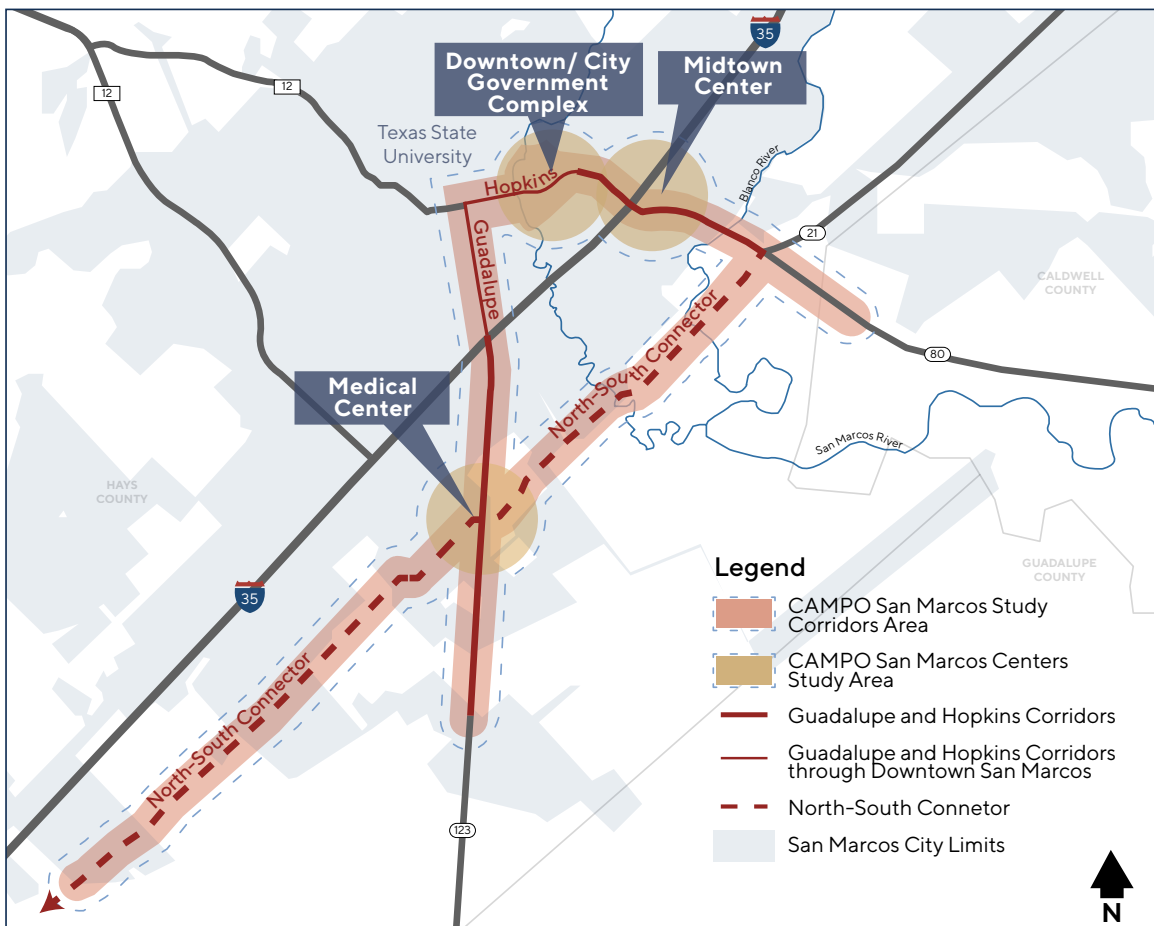
# San Marcos Platinum Planning Study

## Overview

The Capital Area Metropolitan Planning Organization (CAMPO) and the City of San Marcos are working together to conduct the San Marcos Platinum Planning Study. The study focuses on land use and development strategies for corridors and centers.

The Corridors portion of the study will generate potential transportation concepts and strategies for Guadalupe Street (SH 123), Hopkins Street (SH 80), and a future north/south corridor east of IH 35. These corridors will be examined to provide connections between activities that include safe, high-quality transportation options with supportive land-uses to connect key activity centers.

The Centers portion of the study will examine Downtown and Midtown Centers (including the Government Complex), as well as the Medical Center near SH 123 and Wonder World Drive for mixed-use development opportunities where housing, jobs, and services can be in close proximity to high-quality transportation choices and connections.



To learn more visit:  
[campotexas.org/get-involved](http://campotexas.org/get-involved)



## Why the Study is Needed

San Marcos and the Capital Area must plan ahead to ease the potential challenges posed by rapid growth, such as traffic congestion, affordability, and maintaining an active, vibrant city. By considering these three corridors and the activity centers, this study will result in a plan that encourages a mix of transportation options in proximity to housing, services, and jobs; while protecting and complementing existing neighborhoods.

## Study Timeline



**NOTE:** The City will be responsible for moving forward with recommendations beyond the Report phase and securing funding for all additional steps.

## What is the Platinum Planning Program?

CAMPO's Platinum Planning Program is a comprehensive multimodal transportation planning process that examines local transportation within the context of six interrelated planning elements: environment; economic development; equity; housing; mixed use; multimodal.



## Ways to Get Involved:

Attend a virtual public meeting\*

Sign up to receive email updates

Contact the team to submit ideas, questions, and comments.

For more information about the San Marcos Platinum Planning Study, please contact:

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*\*Public meetings will occur virtually due to social distancing recommendations.*

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