



HOPKINS CITY CENTER: SAN MARCOS CITY HALL PROJECT

A Component of the Hopkins Corridor Redevelopment

WHY A NEW CITY HALL

- **Growing Population:** The current City Hall was built in 1978 and was designed to serve a population of less than 25,000. Today San Marcos has approximately 90,000 residents and needs a City Hall that can accommodate future growth.
- **Structural Issues:** The existing building has a shifting foundation, roof leaks, cracks in walls, doors that do not close, water and gas leaks, and windows that break during cold weather.
- **Meeting Space:** Meeting space is limited, and more room is needed for staff to serve our growing community and to accommodate higher levels of public engagement.
- **Council Chambers Capacity:** The existing City Council Chambers do not have the capacity to accommodate the City's growing population with crowds often overflowing into the lobby and outside during City Council meetings.
- **Community Amenities:** The new City Hall will include additional community amenities such as event space, art displays and space for local vendors.
- **Civic Corridor:** In addition to a new City Hall, this project includes improvements to Hopkins Street to improve safety and walkability as well as enhancements to Plaza Park.

HOW IS THE CITY PLANNING TO PAY FOR THIS?

A new City Hall facility and structured parking are **projected to cost between \$80 million and \$100 million**. The San Marcos City Council has **set aside approximately \$13 million** to contribute to the project and has provided direction to **avoid property tax rate increases** related to construction of a new City Hall. Staff are exploring other potential funding sources, including:

- Current TIRZ #5 Reserves, approximately \$4 million
- Ongoing TIRZ #5 Revenues, approximately \$1.4 million/year
- Excess fund balance and/or surplus sales tax revenues
- City Real Estate Sale or Lease
- Interdepartmental Transfers
- Current Cash Reserves

Given current economic concerns, we understand questions about timing; however, because this is a multi-year planning process, waiting for ideal conditions would be irresponsible, and we will only bring forward a plan to Council and the public when it is financially sustainable and aligned with current economic realities.

What is a P3?

A Public-Private Partnership (P3) is a collaborative approach where the City and private partners work together to design, build, finance, and sometimes operate key components of a project. P3s can help cities deliver high-quality projects more efficiently and responsibly.

Why consider a P3 for San Marcos City Hall?



Leverage Private Sector Expertise & Financing

Tap into developer experience, efficiencies and financing to reduce costs and deliver projects faster.



Access Optimal Locations

Access properties in ideal locations, even if the City does not already own them.



Generate Revenue Opportunities

Revenue from other project components can offset some project costs.



Share & Manage Risk

Shift some risks of cost overruns, construction liabilities, and operations away from the City.

ABOUT THE STEERING COMMITTEE

On November 6, 2024, City Council appointed 23 residents to Hopkins City Center/New City Hall Steering Committee. The purpose of this committee is to represent a range of community interest groups (including current and former Council Members, neighborhood, business, environmental, and citizen representatives) and serve in an advisory capacity providing guidance and feedback to staff.

The Steering Committee has met five times between February 2025 to May 2026. More info on the Committee and presentations from each meeting are available at the website link provided below.

The role of the Steering Committee includes:

- Act as an advisory body to City Council, offering guidance, recommendations and feedback to staff as the project progresses.
- Input should be provided throughout the process to share constructive feedback, representing individual perspectives as well as any groups.
- Finally, as the project moves into the public engagement phase, members will be asked to promote the project and share their experiences within various community groups to which they belong.





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The new City Hall project is transformational for San Marcos as it will serve as a community-oriented development that revitalizes the area, serving as a true gateway into our community through intentional placemaking, downtown connectivity to our river, and opportunity for our civic pride. It involves an expansive scope and vision that encompasses a new City Hall as well as enhancing the entire Hopkins Street corridor.

THE PROCESS SO FAR

Spring/Summer 2024

- Discussions begin internally regarding the need for a new City Hall. Staff explored sites including the current city hall location and downtown parcels.
- An analysis of downtown real estate precluded a downtown location due to available land size and cost.
- The City hired Lopez Salas Architects, Inc. to undertake city facility space planning needs.

Early 2025

- Economic and Planning Systems and their team prepared concept plans for the current city hall location as well as the site across the street (called the "North" and "South" Hopkins Street sites).
- **Steering Committee Meetings #1 and #2** were held to discuss the project concepts being prepared, the concepts were revised by the consultant team based on feedback.

Summer 2025

- After receiving an unsolicited proposal from a development partner, the City issued a public request for information to allow additional proposers.
- The City selected Upward Communities as the best evaluated proposal, which included a Downtown location.

Winter 2025

- City staff and Upward Communities presented the downtown site option to South Square Collective, the TIRZ #5 Board, and the Main Street Advisory Board.
- City staff continued work with Upward Communities and the Economic and Planning Systems team to evaluate financing and design concepts.

Why haven't we done more public engagement?

Before we come to the public we must define the project's goals, constraints, site options, and financial feasibility. This groundwork means that when we engage the community, we're presenting realistic and meaningful options for input.

Fall 2024

- The space planning concepts were presented to the City Council.
- City Council appointed 23 community members to serve on the Hopkins City Center/New City Hall Steering Committee.
- The City hired Economic and Planning Systems, Inc. to provide public-private partnership services and transaction advising for the project.

Spring 2025

- Staff presented the North and South site concepts to the City Council; Council provided direction to proceed with the North site.
- **Steering Committee Meeting #3** was held to discuss Council direction and next steps.

Fall 2025

- **Steering Committee Meeting #4** was held to discuss the new proposal from Upward Communities.
- The City Council received a presentation from Upward Communities on a general downtown concept. City Council approved a conceptual planning agreement for a not-to-exceed amount of \$767,970. Following a scope refinement, the cost was adjusted to approximately \$130,000.

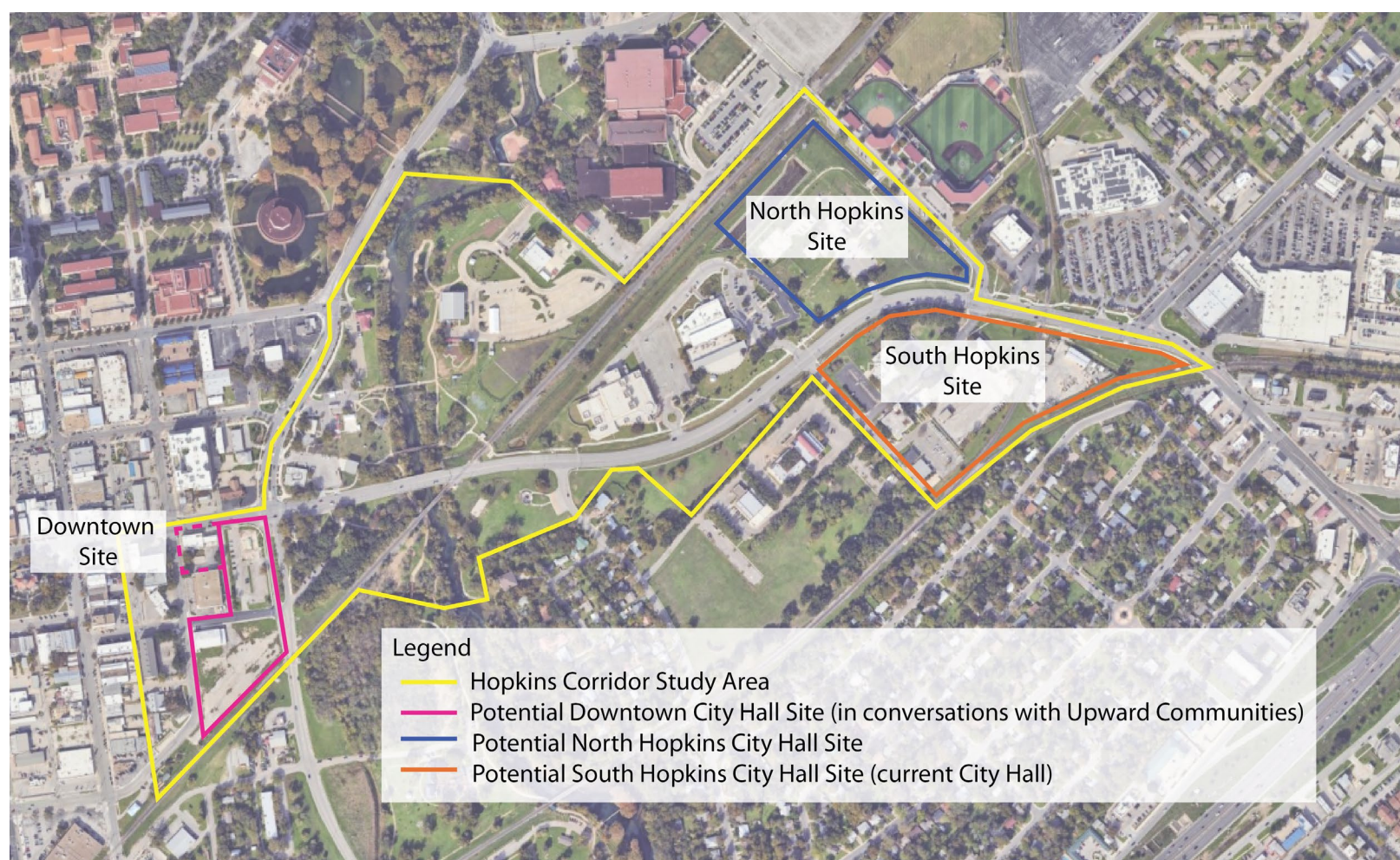
Spring 2026

- **Steering Committee Meeting #5** was held to get an update on the Upward Communities downtown concept and voted to take the concept to City Council.

Next Steps

- The City will continue working with Upward Communities, their consultant teams and the Steering Committee to refine the Downtown site concept.
- **Wider public engagement** will take place including a project website, community meetings and stakeholder conversations.





THE THREE CANDIDATE SITES

The North Site

Aka the Armory Property. The North Site is the City-owned Armory property along Hopkins Street, north of the current City Hall. A new City Hall here would stay open during construction and create a strong visual entry point along the Hopkins Corridor. The skate park would be preserved.

The South Site

The South Site is a City-owned parcel along Hopkins Street, south of the current City Hall facilities. This site is slightly less susceptible to flooding. The dog park would not need to relocate. City Hall would need a temporary location during construction.

The Downtown Site

Hopkins Street & CM Allen Parkway. The Downtown Site is near Hopkins Street and CM Allen Parkway, close to Veramendi Park and the San Marcos River. This site supports Downtown Area Plan goals and could access more TIRZ funding. The City does not currently own this land, and a parking structure would be required.



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Hopkins Street connects all three candidate sites and runs through downtown San Marcos near Texas State University. The corridor includes community landmarks such as Plaza Park (Historic Cottage & Gazebo), the Activity Center, the Library, the Skatepark, Veterans Memorial, and the Dog Park. Improving this corridor is a central part of this project.



CITY HALL PROGRAM

A space planning study completed in 2024 to provide an estimate for the **size of a facility that would accommodate city growth for the next 30-40 years**. That study indicated a need for roughly:

- 109,000 square feet of building space for offices and public meeting space
- 360 parking spaces

The departments included in the current City Hall include:

- City Attorney
- City Council Chamber
- City Clerk
- City Manager
- Communications
- Human Resources
- Information Technology & GIS
- Engineering & Capital Improvements
- Finance
- Mayor's Office
- Planning & Development Services

The planned additions at a new City Hall facility include:

- Councilmember Offices
- Parks & Recreation Administration
- Destination Services
- Emergency Management
- Police Substation
- Utility Billing
- Economic & Local Business Development Department

Additional Amenities

- Community Room
- Public Gathering Space
- Modern Technology & Security Updates

How To Share Your Input

- ✓ Complete the worksheet and return it to the facilitator OR the worksheet can be completed digitally at the link below.
- ✓ Visit the project website and participate in the virtual engagements (you do not need to fill out the worksheet again).
- ✓ Attend a Community Open House, coming Fall 2026. The presentations and questions will be similar, but the City's planning team will be onsite to discuss and answer questions in person.

Visit the project website for more information and FAQs.

