

Visioning Workshop 1

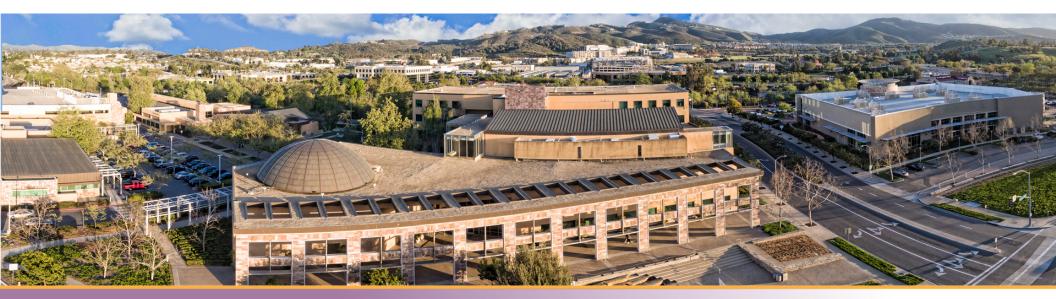
San Marcos Senior Activities Center | March 11, 2020



Workshop Overview

- Welcome & Introductions
- What is the General Plan?
- Community Engagement Process
- Activity 1: Assets & Challenges
- Activity 2: Visions
- Activity 3: Community Mapping
- Wrap Up & Next Steps





Welcome & Introductions



SAN MARCOS GENERAL PLAN UPDATE



San Marcos – What is a General Plan?

- The State requires every city and county in California to adopt a General Plan.
- A comprehensive blueprint for the future.
- Long-range planning document projecting 20+ years.
- Built on community goals and priorities.
- San Marcos adopted its current GP in 2012.
- The City's Zoning Code <u>implements</u> the General Plan- they must be consistent.
- General Plan Update project started in December 2019 and will take two years.



General Plan 2040

The State requires seven "elements" be included in a General Plan:

Required Elements:

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Safety
- Noise

Optional Topics the City May Include:

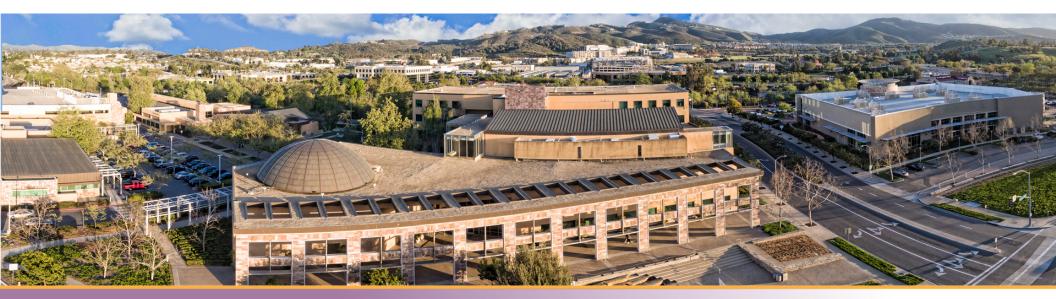
- Economic Development
- Environmental Justice
- Community Services and Facilities
- Community Health and Wellness
- Sustainability



Why do we Need an Update?

- Changes to demographics, housing, and market conditions since 2012.
- Changes to State law in the ways cities address mobility, climate change and environmental justice.
- Current General Plan does not account for major changes in San Marcos such as SPRINTER operations, new development in areas such as San Elijo Hills and the University District (North City), and the continued growth of CSU San Marcos.
- Opportunity to connect with the community to confirm values and priorities.





General Plan Process



Summary of the Process

Public Participation





Community Involvement

Spring 2020	Summer 2020	Fall/Winter 2020	Spring/Summer 2021		
Pop-Up Outreach					
Online Survey, Social Media, & Digital Engagement					
Workshop 1 – Issues & Opportunities	& tunities shop 2 –	Community Organization Meetings	Public Scoping Meeting		
Workshop 2 – Land Use & Housing			Open House #2		
Workshop 3- Circulation & Mobility					
Focus Groups/ Stakeholder Meetings			SAN MARCOS DISCOVER LIFE'S POSSIBILITIES		

Community Involvement

Spring 2020	Summer 2020	Fall/Winter 2020	Spring/Summer 2021		
Pop-Up Outreach	Events				
Online Survey, Social Media, & Digital Engagement					
Workshop 1 – Issues &	Open House #1	Community Organization	Public Scoping Meeting		
Workshop 2 – Land Use & Housing		Meetings	Open House #2		
Workshop 3- Circulation & Mobility					
Focus Groups/ Stakeholder Meetings			San Marcos Discover Life's Possibilities		



Community Assets

What Are Community Assets in San Marcos?

- -What are your favorite things about your City?
- -Why did you move here & why do you stay?
- -What do you value most?
- -What are important aspects of the neighborhood's culture and traditions?
- Write one thought per Post-It Note
- Place the Post-It Notes on the wall, clustering yours with similar ideas



Potential Challenges

What Are Potential Challenges of San Marcos?

What are the biggest challenges in the City today?
What obstacles are currently facing the neighborhood?

Write one thought per Post-It Note

 Place the Post-It Notes on the wall, clustering yours with similar ideas





Visions

What Are Your Visions for the Future of San Marcos?

- -What does the ideal or dream City look and feel like?
- –Who lives, works, and plays there in the future?
- –What is going on in the City?
- -What do you hope stays the same?
- Using the flipchart at your table, as a group brainstorm key words/ ideas to incorporate into a vision.
- Individually, write your Postcard from the Future San Marcos 2040



Activity 3: Community Mapping

Mapping Activity

Use the **BLUE markers** to identify areas that should be preserved and protected

• What are the greatest assets of these areas?

Use the **RED markers** to highlight areas that need special attention

- Which areas of the City are not living up to their potential?
- Where should land use changes be considered?
- Areas that need enhancement or improved design?

Use the **GREEN markers** to identify important roadways and corridors

- Key corridors where congestion is a problem?
- Areas that would benefit from improvements such as bike lanes, better sidewalks, and increased transit access?



How to Stay Involved

Attend our Workshops

- March 11, 2020 Values, Issues & Opportunities
- March 25, 2020 Land Use & Housing
- April 9, 2020 Circulation & Mobility

Visit a Pop-Up Event

- March 31, 2020 State of Your Community
- April 5, 2020 San Marcos Spring Fling and Street Festival
- Other TBD
- NOTE: Following the March 11th workshop, future workshops and events have been postponed until further notice due to state guidelines regarding COVID-19 and public gatherings. Visit the City's <u>COVID-19</u> <u>Response webpage</u> to learn more.

Check Out the Website

sanmarcos.generalplan.org

Take a Survey

• Find it on the website



Project Website



Home FAQ Meetings & Events Documents & Maps Contact Us



What's New

Visioning Workshops

Workshop #1 - Values, Issues & Opportunities Wednesday March 11, 2020 - 6:30PM San Marcos Senior Activity Center 111 Richmar Avenue, San Marcos

Workshop #2 - Land Use & Housing Wednesday March 25, 2020 - 6:30PM San Marcos Community Center 3 Civic Center Drive, San Marcos

Welcome

The City of San Marcos is embarking on a General Plan Update. The General Plan serves as the guiding document for achieving the community's vision for the future, and the General Plan Update process will provide residents and businesses the opportunity to provide input to help shape the direction of the City going forward.

Incorporated in 1963, San Marcos is a vibrant and progressive community. San Marcos offers a range of recreation and open space experiences and unique and high-quality dining and shopping opportunities to serve residents and visitors. Our community's low crime rate and fire and emergency response times provide an exceptional level of public safety. Our school system provides excellent public and private opportunities for education, including a strong primary school system and two colleges. Today, San Marcos is home to almost 100,000 residents, with a growing business, education, and technology community, and we continue to celebrate our small-town, community-oriented character.

sanmarcos.generalplan.org



Survey

San Marcos General Plan Update

1. Visioning Survey

The City of San Marcos is updating its General Plan, which provides goals, policies, and guidelines for the physical development of the City for the next ten to twenty years. The following survey will help the City and General Plan Update Team gain a broad perspective of views and values in the community. Your opinion and input are greatly appreciated. Please complete one survey per person.

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1. How would you rate the quality of life in San Marcos?

🔘 Excellent

0 of 26 answered





Karen Brindley

Planning Manager P: (760) 744-1050 x 3220 kbrindley@san-marcos.net

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#GoSanMarcos





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