



Visioning Workshop 1

San Marcos Senior Activities Center | March 11, 2020

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DISCOVER LIFE'S POSSIBILITIES

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

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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 implements 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

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Summary of the Process

Public Participation

Existing Conditions Report



Identify Community Priorities



Issues and Opportunities

Land Use Alternatives Reports

General Plan Goals, Policies,
and Programs (GPAC)

Draft General Plan

Environmental Impact Report

Public Hearings - General Plan
and EIR

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 &
Opportunities

Workshop 2 –
Land Use & Housing

Workshop 3-
Circulation & Mobility

Focus Groups/
Stakeholder
Meetings

Open House #1

Community
Organization
Meetings

Public Scoping
Meeting

Open House #2

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Activity 1: Assets & Challenges

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**

An aerial photograph of a city, likely Los Angeles, showing a dense urban area with a river winding through it. The city is surrounded by mountains and hills. The text "Activity 3: Community Mapping" is overlaid on the bottom left of the image.

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 [COVID-19 Response webpage](#) 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.

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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.

OK

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

Excellent

0 of 26 answered 

Contact

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