



Visioning Workshop 1

San Marcos Senior Activity Center | October 25, 2021

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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 Process Restart

- City launched comprehensive General Plan Update in late 2019.
- In April 2020, the City placed the comprehensive General Plan Update on hold as it addressed the public health impacts from the COVID-19 pandemic.
- The City continued to move forward with an update to its Housing Element and Safety Element and prepared a new Environmental Justice Element, in accordance with State law.
- Bilingual community engagement has been ongoing throughout the process and included virtual surveys, open houses, videos, briefings, and public hearings.

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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.
- Adopted updated Housing Element in July 2021 and schedule to adopt Safety element Update and new Environmental Justice Element Fall 2021.
- The City's Zoning Code implements the General Plan- they must be consistent.

General Plan 2040

The State requires eight “elements” be included in a General Plan:

Required Elements:

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

Optional Topics:

- Economic Development
- 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.
- Potential long-term economic impacts from the COVID-19 pandemic.
- Opportunity to connect with the community to confirm values and priorities.



General Plan Process

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Summary of the Process



Community Involvement

Fall/Winter 2021

Spring 2022

Summer 2022

Fall/Winter 2022

Online Surveys, Social Media, & Digital Engagement

Workshop 1 –
Vision and Values

Pop-Up Outreach Events

Public Scoping
Meeting

Workshop 2 – Land
Use and
Community Design

Focus Groups/
Stakeholder Meetings

Open House #2

Workshop 3 –
Mobility

Open House #1

Community
Organization
Meetings

Community Involvement

Fall/Winter 2021

Spring 2022

Summer 2022

Fall/Winter 2022

Online Surveys, Social Media, & Digital Engagement

Workshop 1 –
Vision and Values

Workshop 2 – Land
Use and
Community Design

Workshop 3 –
Mobility

Pop-Up Outreach Events

Focus Groups/
Stakeholder Meetings

Open House #1

Community
Organization
Meetings

Public Scoping
Meeting

Open House #2

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**
 - **Facilitation team will 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
 - Facilitation team will 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?
-
- As a group, brainstorm key words/ideas to incorporate into a vision using the flipchart at your table.
 - Individually, write your Postcard from the Future – San Marcos 2040

An aerial photograph of a city, likely San Francisco, showing a dense urban grid and a winding road. The image is overlaid with a semi-transparent blue filter. The text 'Activity 3: Community Mapping' is positioned in the lower-left quadrant 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

- October 25, 2021 – Vision and Values
- November 16, 2021 – Land Use and Community Design
- December 2, 2021 – Mobility

Check Out the Website

sanmarcos.generalplan.org

Project Website



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What's New

[Land Use Change Request Form](#)

The General Plan Update will include a thorough review and fine-tuning of the Land Use Map to meet projected residential, commercial, industrial, and recreational land needs throughout the city. One of the key steps in this process is providing property owners with an opportunity to request changes to the existing land use designations for their respective parcels. The **Land Use Map Change Request Form** must be submitted no later than **5:00 pm on December 23, 2021**. Forms should be submitted to the attention of Beth Herzog, Administrative Services Manager, via e-mail at: bherzog@san-marcos.net.

[Land Use Change Request Form \(Fillable PDF\)](#)

Welcome

The City of San Marcos is excited to announce that we have restarted our Comprehensive 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.

Each city in California is required to have a General Plan which serves as a guiding document for the City's long-term growth and development. San Marcos' current general plan dates back to 2012, and a lot has changed. San Marcos has experienced rapid growth, while maintaining our small-town atmosphere and values. State laws require the City to update our General Plan to evaluate or re-evaluate a range of topics, including public safety, environmental justice, climate adaptation, and housing. While our current General Plan has served San Marcos well, this General Plan Update provides the City with an opportunity to affirm the community's goals and priorities and ensure that the General Plan

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