



Visioning Workshop 2

San Elijo Recreation Center | November 16, 2021

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES

Workshop Overview

- Welcome & Introductions
- What is the General Plan?
- Community Engagement Process
- Key Takeaways from Workshop 1
- Land Use and Community Design Activities
- 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.

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.
- 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

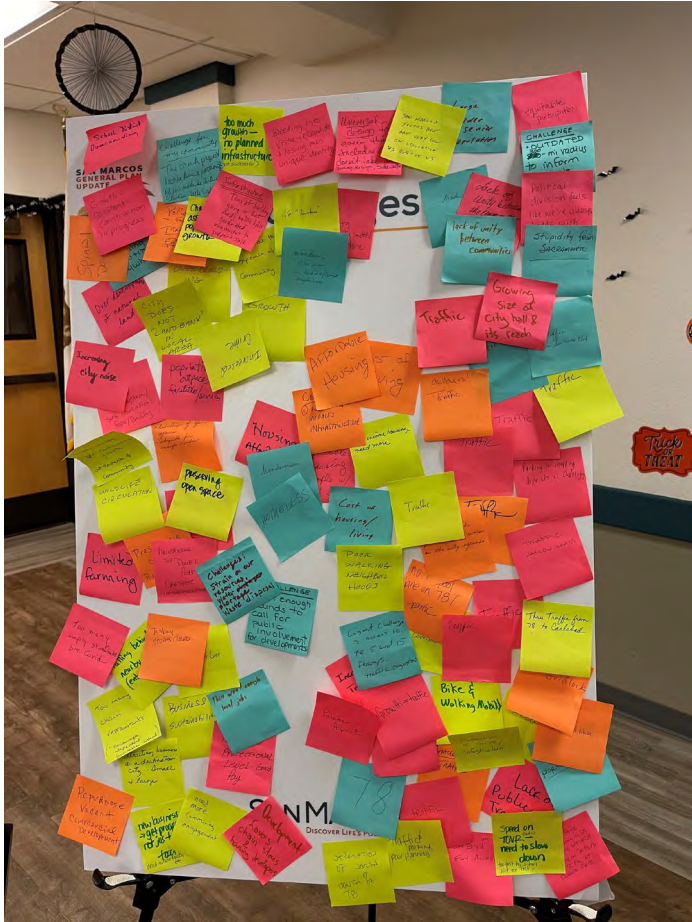
Community
Organization
Meetings

Public Scoping
Meeting

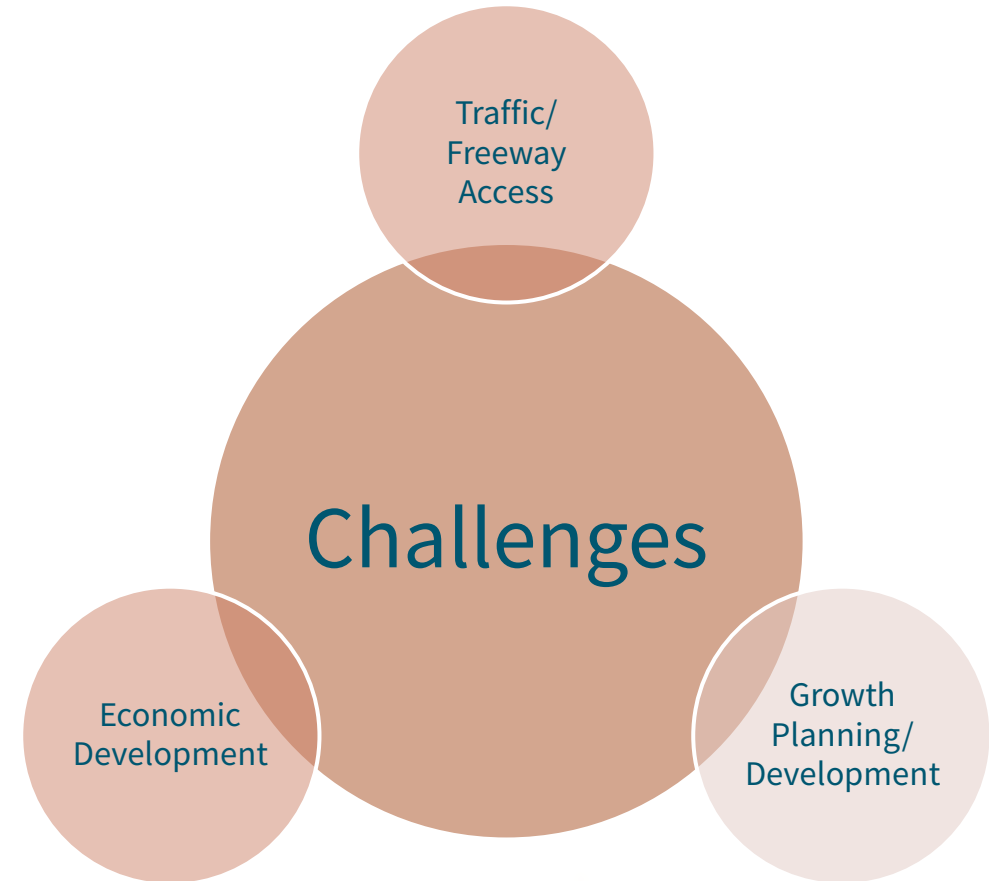
Open House #2

Key Takeaways from Workshop 1

- Assets & Challenges Activity



Key Takeaways from Workshop 1

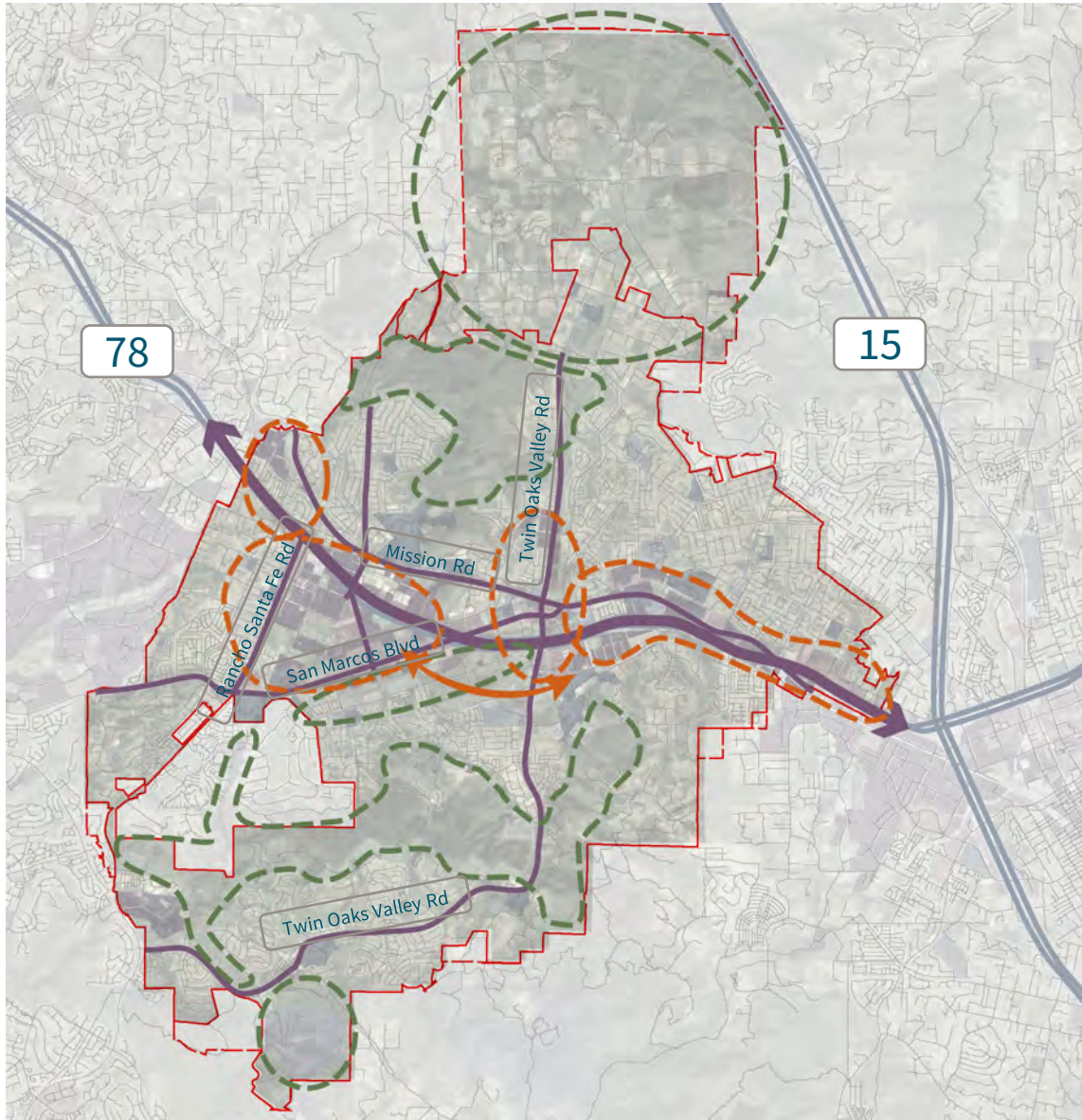


Key Takeaways from Workshop 1

- Mapping Activity



Key Takeaways from Workshop 1



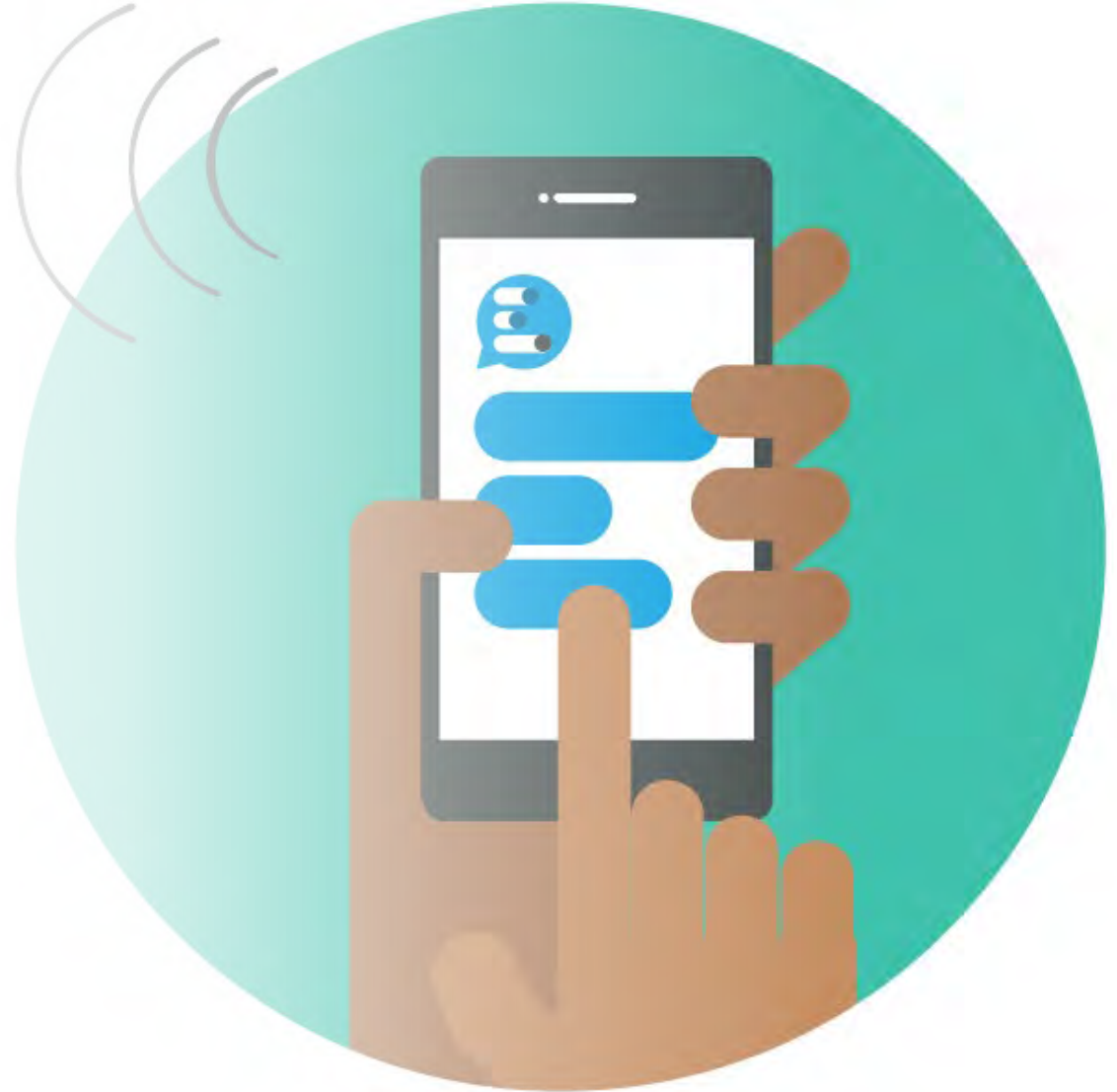
-  Areas to be Preserved & Protected
-  Important Roadways & Corridors
-  Areas that Need Special Attention



Land Use and Community Design in San Marcos

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DISCOVER LIFE'S POSSIBILITIES

Activity 1: Polling Questions

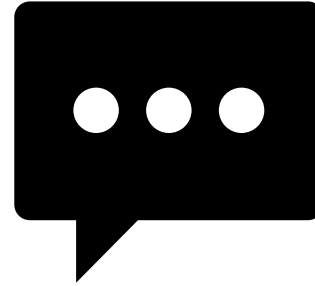


Ways to Participate



BY SMART PHONE

Go to pollev.com/kwpoll1
on your internet browser.



BY TEXT MESSAGE

Text [kwpoll1](sms:22-333) to 22-333 on your
mobile device.

Polling Questions

The City's current General Plan identifies a series of land use and design goals to guide decision making. Are these goals still relevant?

1. Achieve a balanced distribution and compatible mix of land uses to meet the present and future needs of all residents and the business community.
2. Promote development standards and land use patterns that encourage long-term environmental sustainability.
3. Develop land use patterns that are compatible with and support a variety of mobility opportunities and choices.
4. Promote San Marcos as the educational center of North County while creating a greater synergy between the business community and its academic institutions.
5. Promote community design that produces a distinctive, high-quality built environment with forms and character that create memorable places and enrich community life.
6. Maintain a supportive business climate and a healthy, sustainable economy to retain and attract high quality businesses and create additional employment opportunities.
7. Direct and sustain growth and expansion in areas of San Marcos that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

When poll is active, respond at pollev.com/kwpoll1

Text **KWPOLL1** to **22333** once to join

Goal #1: Achieve a balanced distribution and compatible mix of land uses to meet the present and future needs of all residents and the business community.

Still very relevant

Still relevant, but could be refined

No longer very relevant

🌐 When poll is active, respond at pollev.com/kwpoll1

📱 Text **KWPOLL1** to **22333** once to join

Goal #2: Promote development standards and land use patterns that encourage long-term environmental sustainability.

Still very relevant

Still relevant, but could be refined

No longer very relevant

🌐 When poll is active, respond at pollev.com/kwpoll1

📱 Text **KWPOLL1** to **22333** once to join

Goal #3: Develop land use patterns that are compatible with and support a variety of mobility opportunities and choices.

Still very relevant

Still relevant, but could be refined

No longer very relevant

When poll is active, respond at pollev.com/kwpoll1

Text **KWPOLL1** to **22333** once to join

Goal #4: Promote San Marcos as the educational center of North County while creating a greater synergy between the business community and its academic institutions.

Still very relevant

Still relevant, but could be refined

No longer very relevant

When poll is active, respond at pollev.com/kwpoll1

Text **KWPOLL1** to **22333** once to join

Goal #5: Promote community design that produces a distinctive, high-quality built environment with forms and character that create memorable places and enrich community life.

Still very relevant

Still relevant, but could be refined

No longer very relevant

🌐 When poll is active, respond at pollev.com/kwpoll1

📱 Text **KWPOLL1** to **22333** once to join

Goal #6: Maintain a supportive business climate and a healthy, sustainable economy to retain and attract high quality businesses and create additional employment opportunities.

Still very relevant

Still relevant, but could be refined

No longer very relevant

When poll is active, respond at pollev.com/kwpoll1

Text **KWPOLL1** to **22333** once to join

Goal #7: Direct and sustain growth and expansion in areas of San Marcos that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Still very relevant

Still relevant, but could be refined

No longer very relevant

New residential development should be focused around transit stations and/or commercial corridors.

Strongly Agree **A**

Agree **B**

Neutral **C**

Disagree **D**

Strongly Disagree **E**

When designating areas for new development, resident health should be a primary consideration.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Small developments across the city are preferable to larger developments in concentrated areas.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Bringing jobs and housing choices closer together is a high priority.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

When planning for new development, the scale of new buildings is an important consideration.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Where do you want to see streetscape improvements?

Commercial Corridors

Around Transit Stations

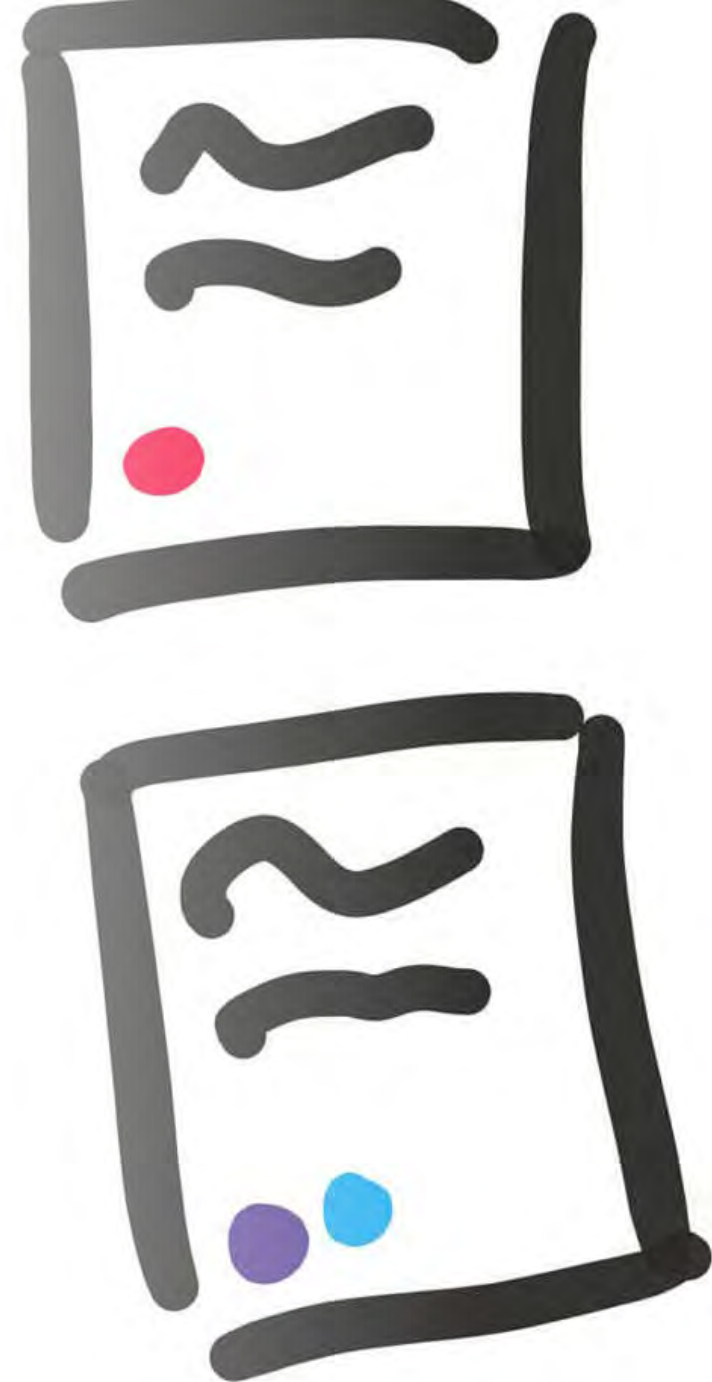
Industrial Districts

Residential Areas

None



Activity 2: Dot Polling



Land Use and Community Design

Built Form



Public Realm



Land Use and Community Design



Medium Density Residential

Single Family Detached

Duplexes, Triplexes, Fourplexes

Townhouses



Land Use and Community Design



High Density Residential

Townhouses

Apartments/Condominiums



Land Use and Community Design



Student Housing/ Young Professional

Residence Halls

Apartments with more Communal Space



Land Use and Community Design



Residential/Retail Mixed-Use

Vertical or Horizontal Mixed-Use

Vertical: Residential over Retail or Live-Work

Horizontal: Commercial Uses Co-located with Residential Uses



Land Use and Community Design



Retail

Active Retail and Restaurant Uses



Land Use and Community Design



Office/Commercial Mixed-Use

Vertical or Horizontal Mixed-Use

Vertical: Office over Retail

Horizontal: Office and Commercial Co-located



Land Use and Community Design



Professional Offices

Office Campuses



Land Use and Community Design



Flexible Industrial & Tech

Start-up Incubation Space

Flex-Tech



Land Use and Community Design



Research & Development

Research and Development

Clean Light Industrial



Land Use and Community Design



Public Facility

Local Government Facilities

Community/Aquatic Centers

Library



Land Use and Community Design



Streetscape

Face lift to Existing Streets

Improved Walkability and Enhanced Paving Design

Increased Tree Canopy for Shade



Land Use and Community Design



Plaza/Parklet

Focal Points for Public Gathering

Small Open Spaces



Land Use and Community Design



Pocket Park

Tot Lots

Dog Runs

Lawn Areas

Community Gardens



Land Use and Community Design



Trails

Off-street Bike Trails and Walking Paths



Dot Polling

What type of development can you envision somewhere in San Marcos?

- Place a dot on the images that you want to see happen in San Marcos

SAN MARCOS MEDIUM DENSITY RESIDENTIAL

Medium Density Residential

- Single Family Detached
- Duplexes, Triplices, Fourplexes
- Townhouses



SAN MARCOS OFFICE/COMMERCIAL MIXED-USE

Office/Commercial Mixed-Use

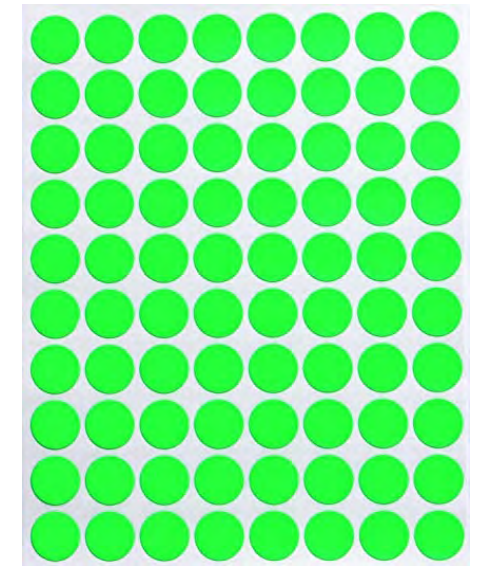

- Vertical or Horizontal Mixed-Use
- Vertical: Office over Retail
- Horizontal: Office and Commercial Co-located



SAN MARCOS POCKET PARK

Pocket Park

- Tot Lots
- Lawn Areas
- Dog Runs
- Community Gardens

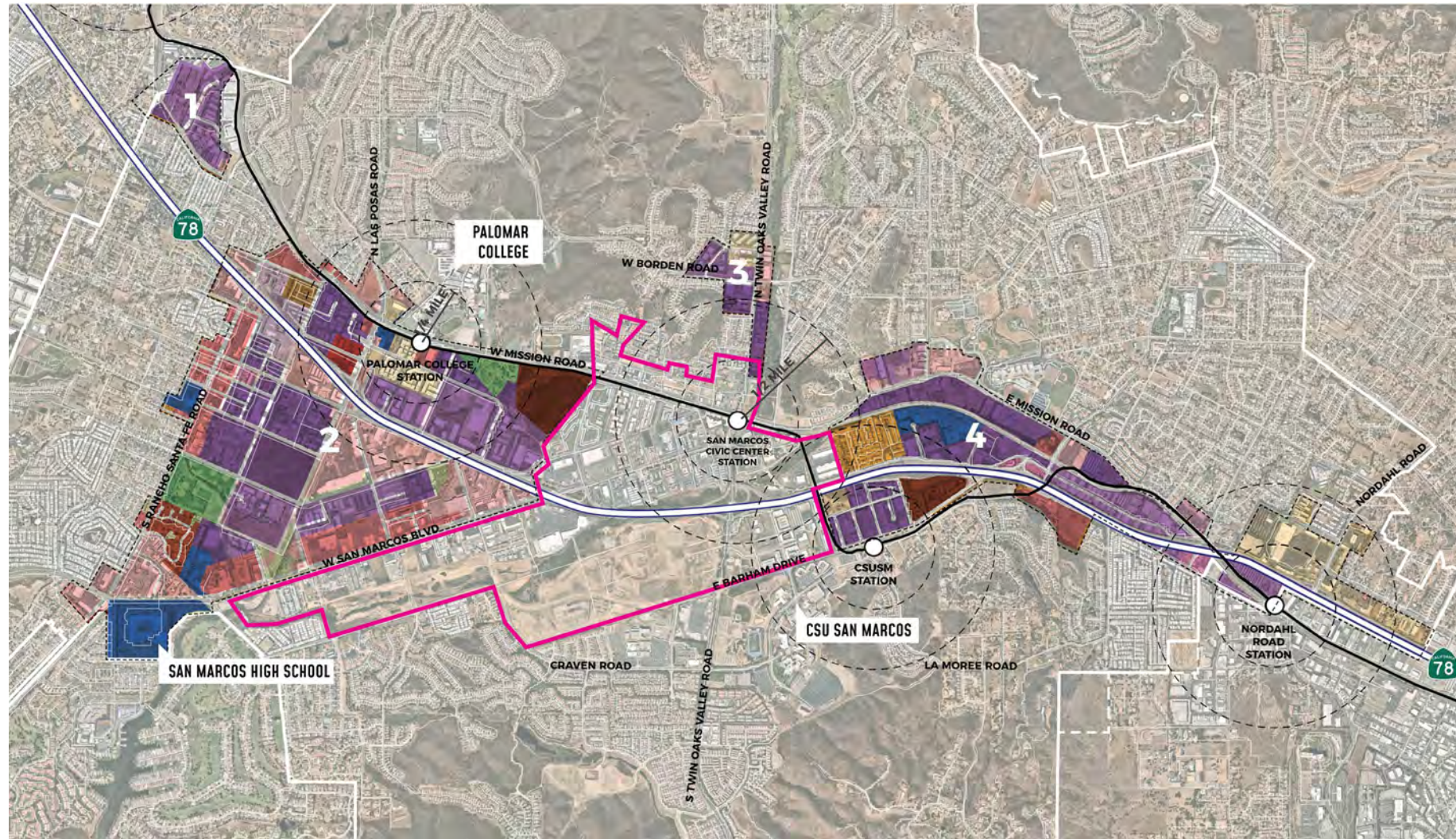




Activity 3: Mapping



Transit Corridor Map



LEGEND

- VLDR- Very Low Density Residential
- LDR- Low Density Residential
- LMDR- Low Medium Density Residential
- P- Parks
- OS- Open Space
- MDR1- Medium Density Residential 1
- MDR2- Medium Density Residential 2
- MHDR- Medium High Density Residential
- MU1- Mixed Use 1
- MU3- Mixed Use 3
- MU4- Mixed Use 4
- OP- Office Professional
- BP- Business Park
- LI- Light Industrial
- I- Industrial
- PI- Public/Institutional
- SPA- Specific Plan Area
- C- Commercial
- NC- Neighborhood Commercial
- City Core Boundary
See City Core Map

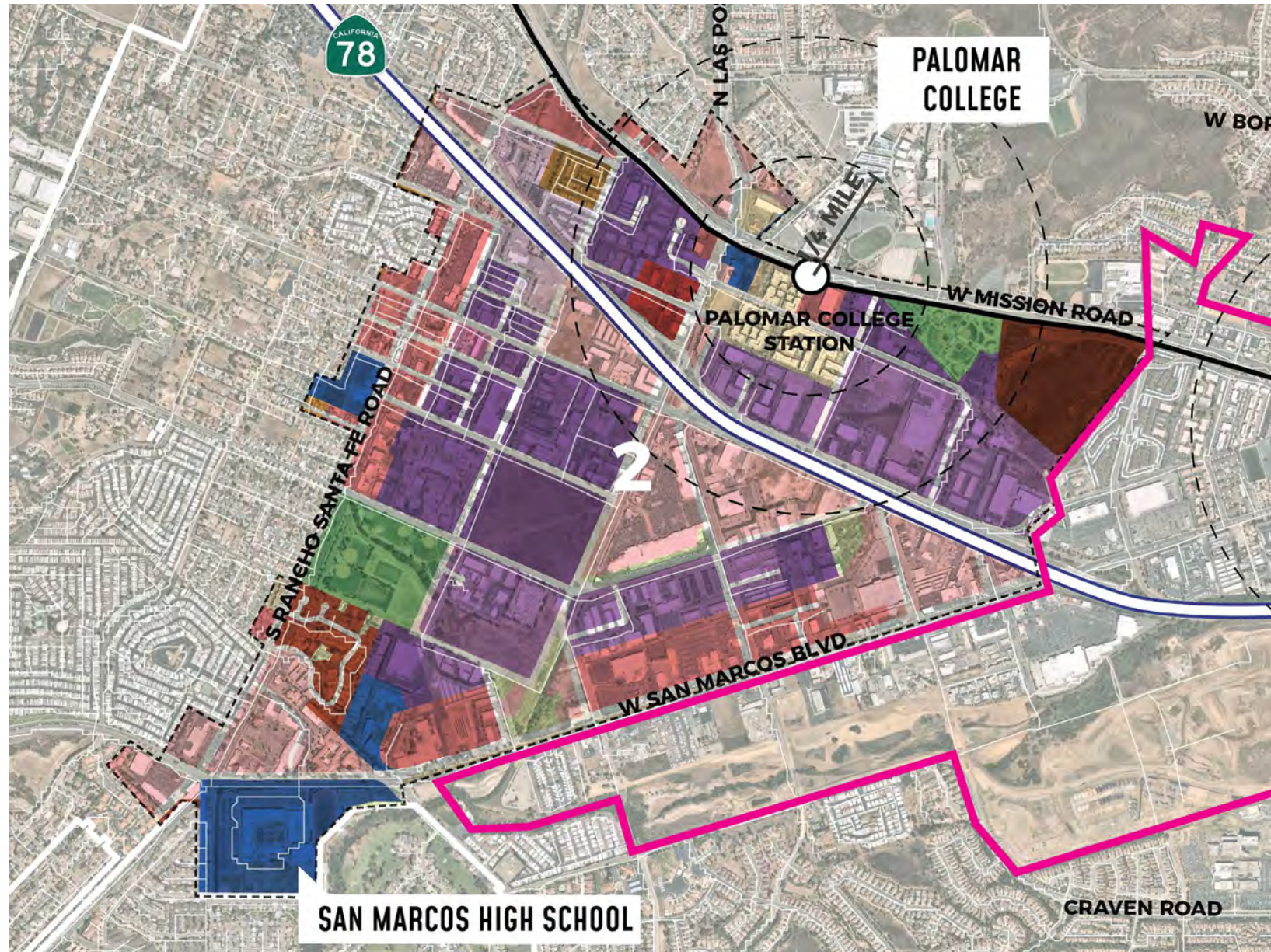
Transit Corridor Sub-Area 1



LEGEND

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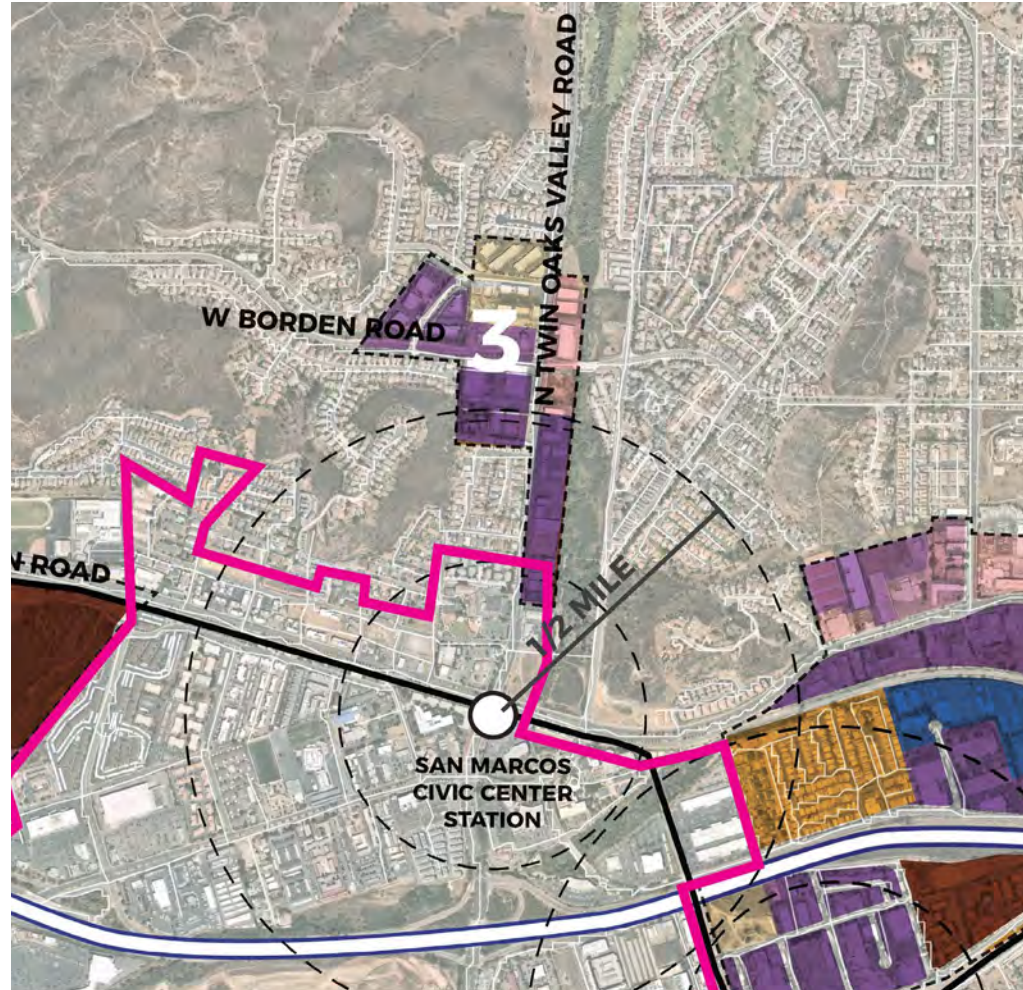
Transit Corridor Sub-Area 2



LEGEND

- VLDR- Very Low Density Residential
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- OS- Open Space
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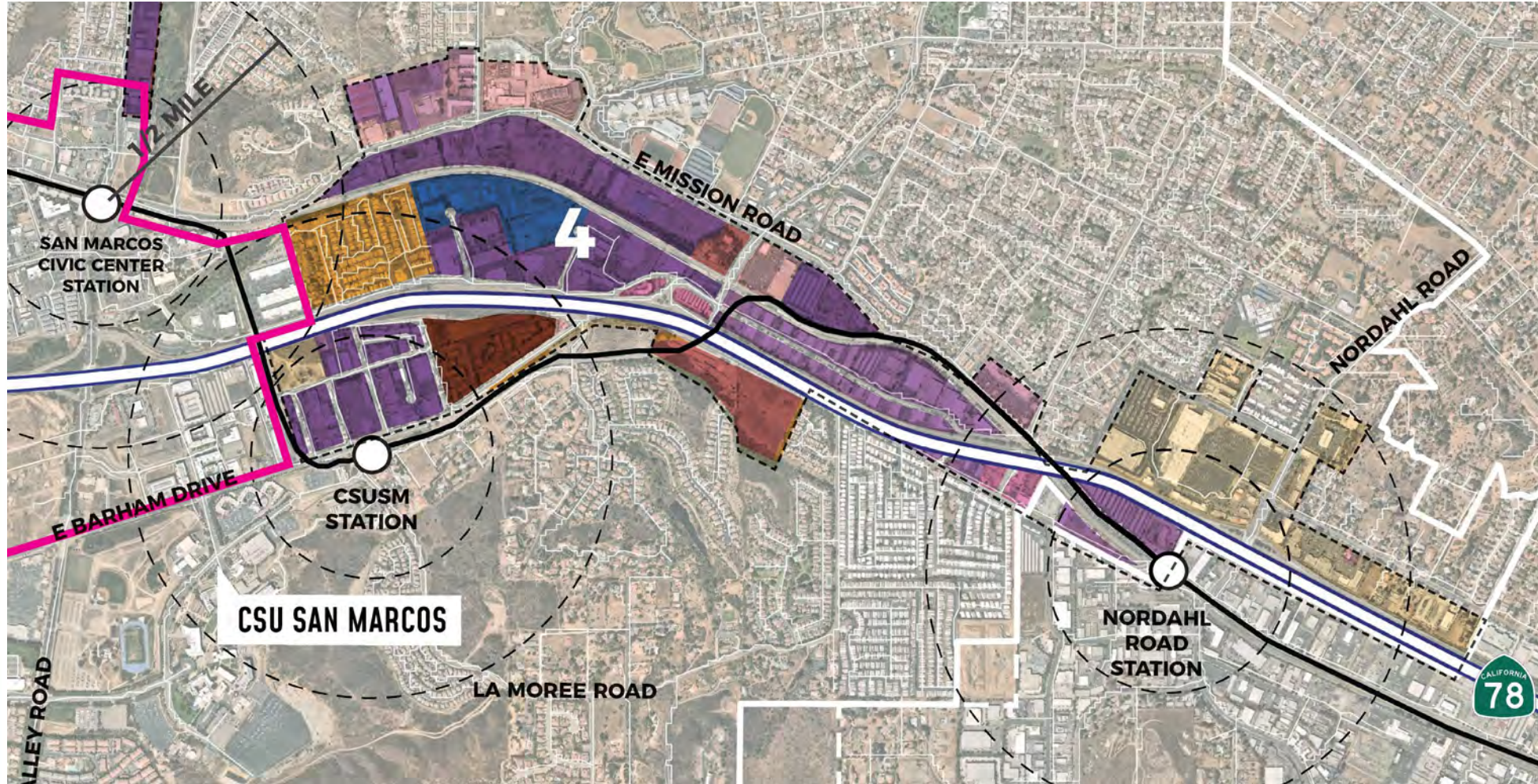
Transit Corridor Sub-Area 3



LEGEND

- VLDR- Very Low Density Residential
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- OS- Open Space
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Transit Corridor Sub-Area 4



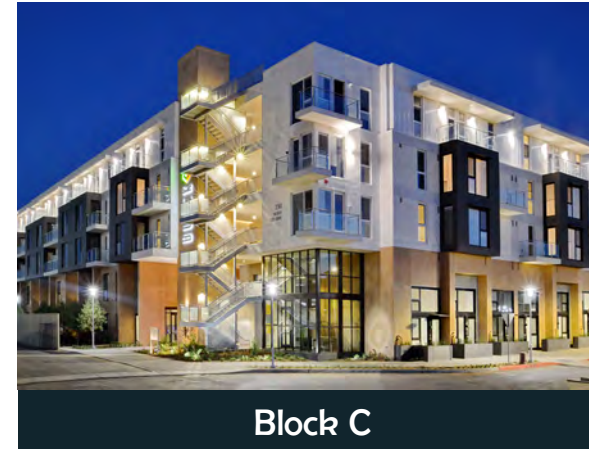
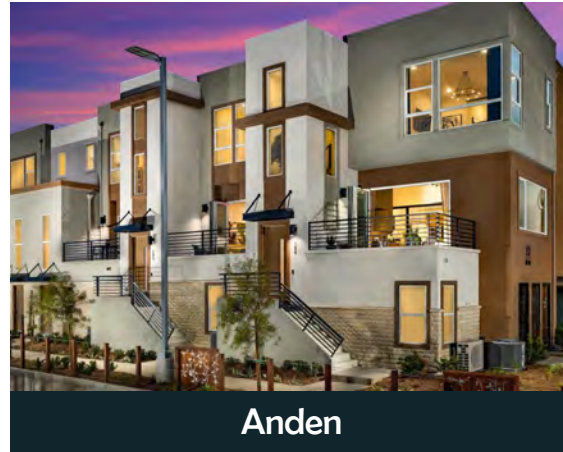
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See City Core Map

City Core Map



Recent Development in the City Core



Mapping Activity

Place stickers on locations you where you could envision land use changes.



Medium Density Residential



High Density Residential



Student Housing/Young Professional



Residential/Retail Mixed-Use



Retail



Office/Commercial Mixed-Use



Office



Flexible Industrial and Tech



Research/Development



Public Facility



Streetscape



Plaza/Parklet



Pocket Park



Trails

- If there needs to be growth, where should it be?
- What uses make sense in proximity to each other?
- Are there areas that are lacking in park space?

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



[Home](#) [FAQ](#) [Meetings & Events](#) [Background](#) [Work Products](#) [Contact Us](#)



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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Contact

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#GoSanMarcos



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