



Visioning Workshop 3

San Marcos Community Center | December 2, 2021

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES

Workshop Overview

- Welcome & Introductions
- What is the General Plan?
- Community Engagement Process
- Workshops 1 & 2 Recap
- Mobility 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/Mobility
- 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

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Workshops 1 & 2 Recap

Workshop 1 – October 25, 2021

- Vision and Values
- ~68 attendees

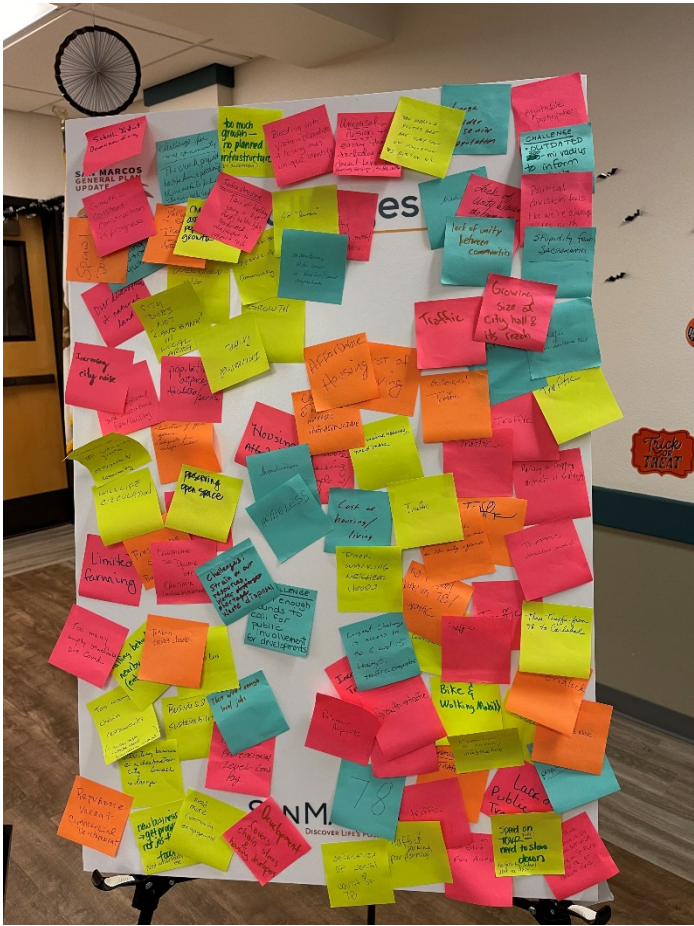


Workshop 2 – November 16, 2021

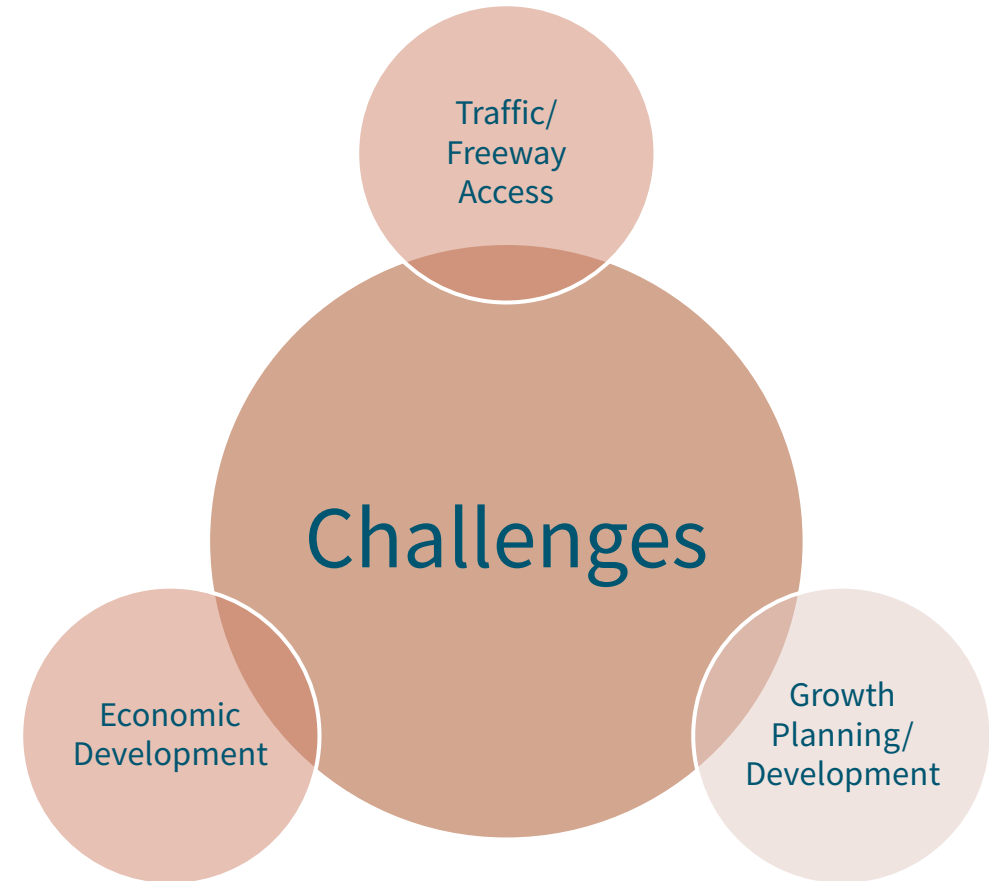
- Land Use and Community Design
- ~65 attendees



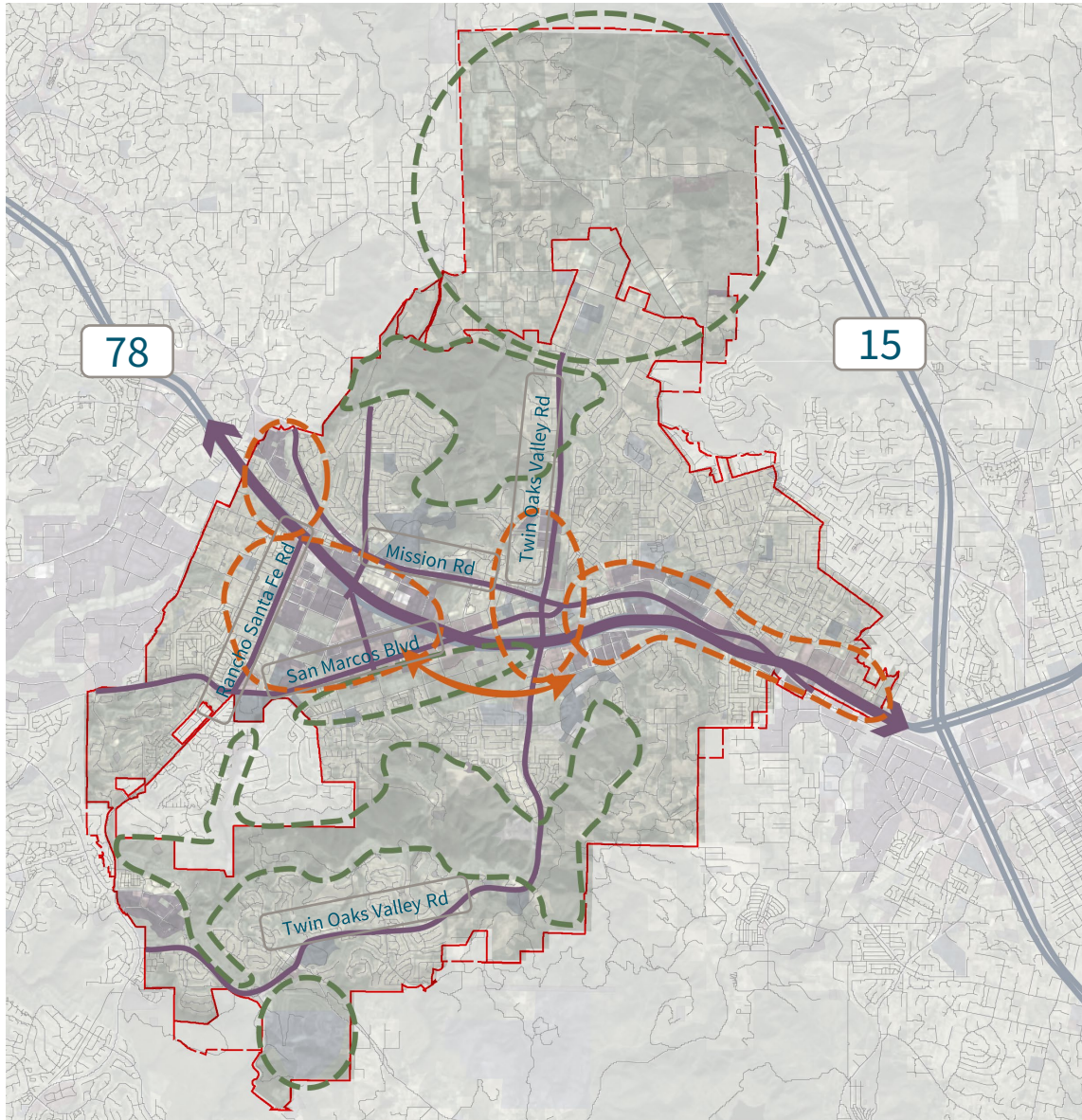
Workshop 1 – Assets and Challenges



Workshop 1 – Assets and Challenges



Workshop 1 – Mapping



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

Workshop 2 – Poll Questions

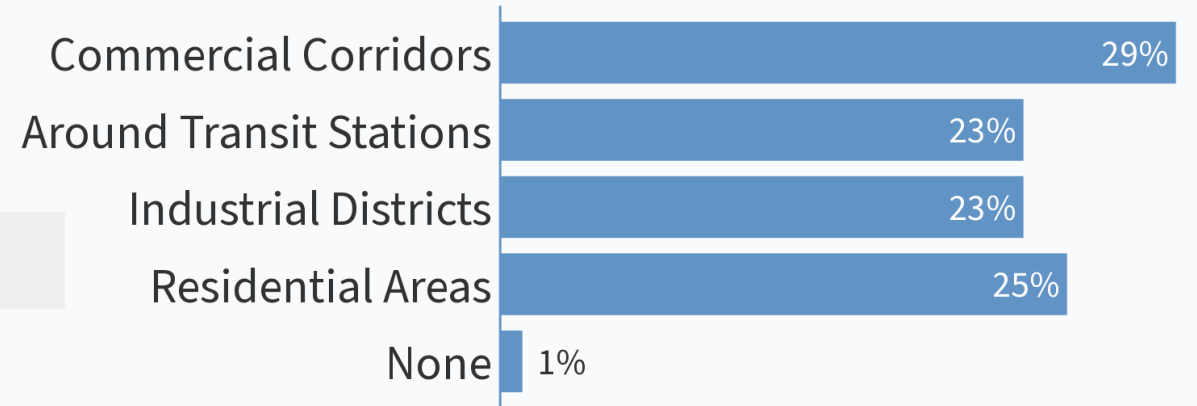
When poll is active, respond at pollev.com/kwpoll1
Text **KWPOLL1** to **22333** once to join

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.



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Where do you want to see streetscape improvements?



Workshop 2 – Dot Polling

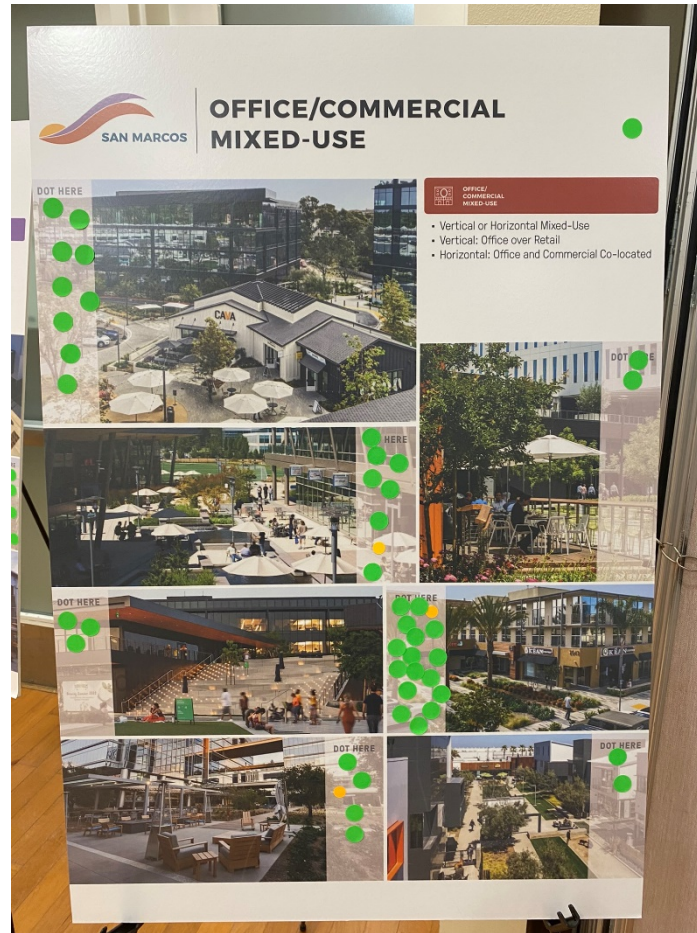


SAN MARCOS PLAZA/PARKLET

Plaza/Parklet

- Focal points for public gathering
- Small open spaces

This board features a grid of 12 images showing various plaza and parklet designs. Each image has a vertical column of colored dots (green, yellow, orange) on its right side for voting. The top image is the largest and shows a large outdoor plaza with many people. The other images show smaller, more intimate parklet spaces with seating and landscaping.

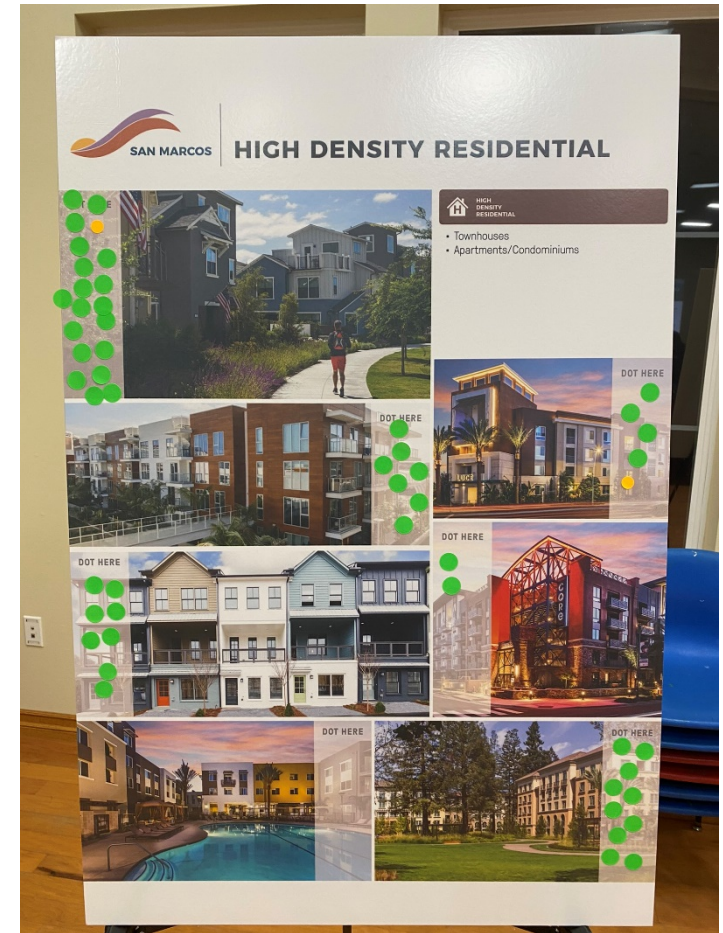


SAN MARCOS OFFICE/COMMERCIAL MIXED-USE

OFFICE/COMMERCIAL MIXED-USE

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

This board displays 10 images of office and commercial mixed-use buildings. Each image has a vertical column of colored dots for voting. The images show a variety of architectural styles, including modern glass-fronted buildings and more traditional structures with ground-floor retail or office space.



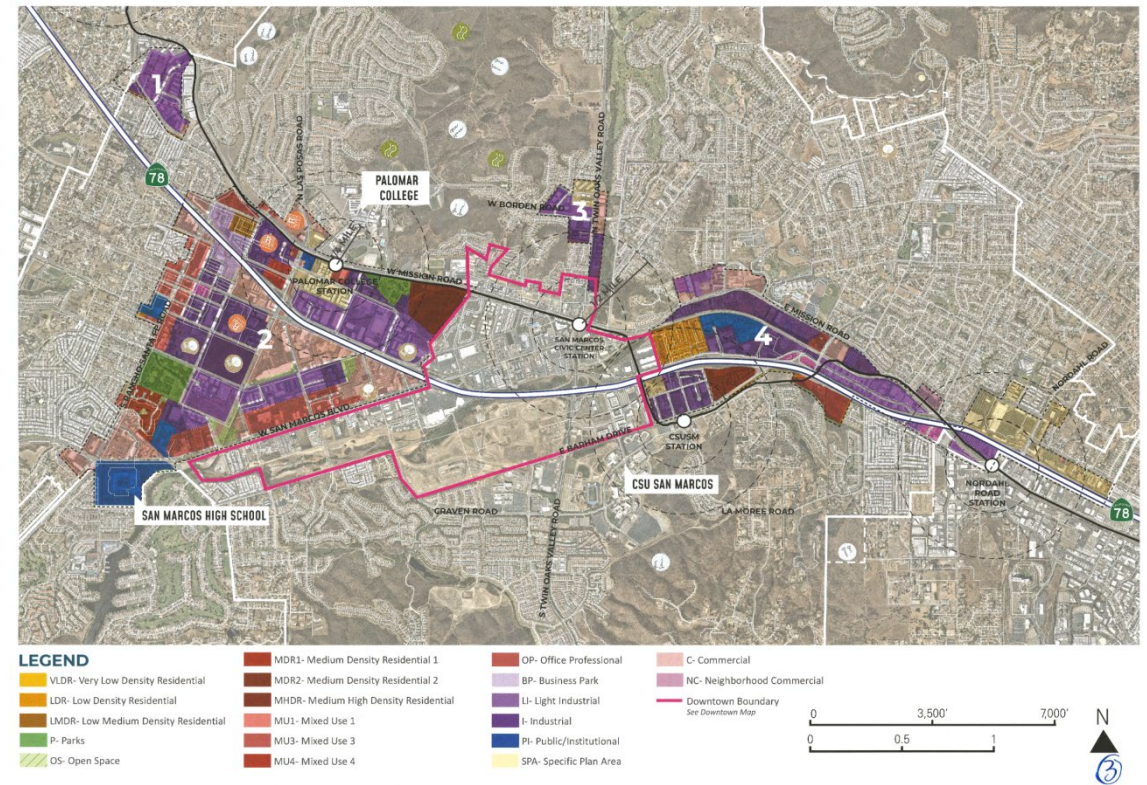
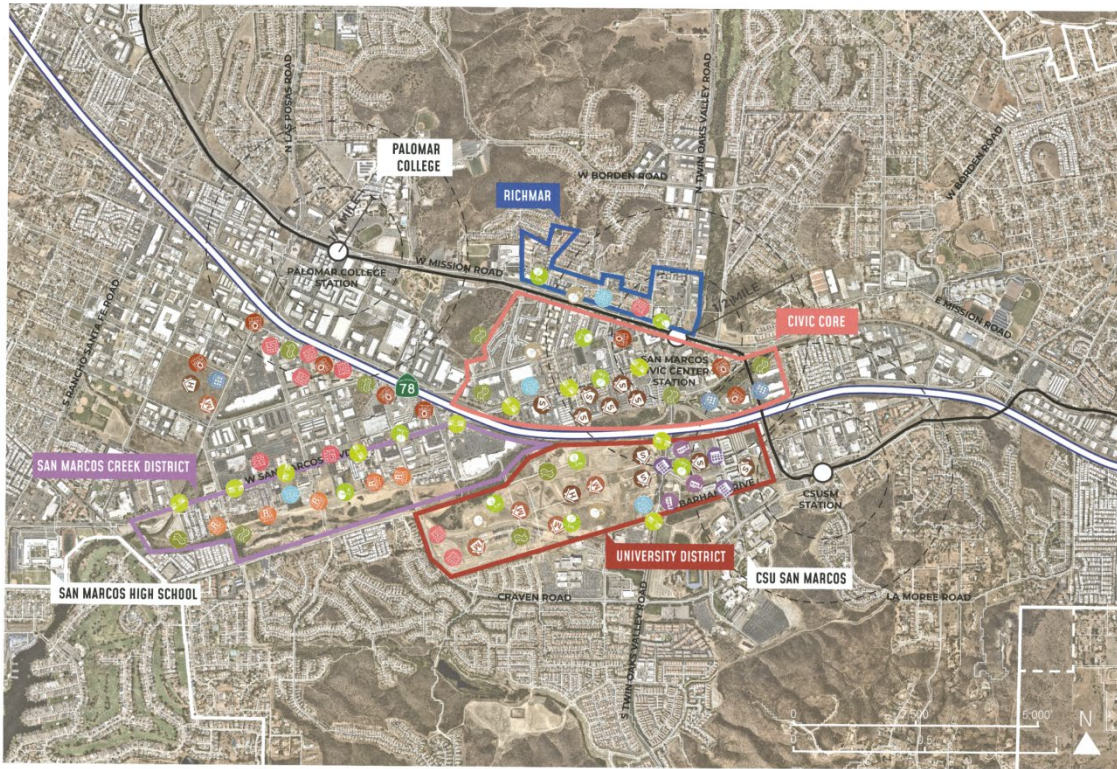
SAN MARCOS HIGH DENSITY RESIDENTIAL

HIGH DENSITY RESIDENTIAL

- Townhouses
- Apartments/Condominiums

This board shows 10 images of high-density residential developments. Each image has a vertical column of colored dots for voting. The images include multi-story apartment buildings, townhouses, and residential complexes with amenities like swimming pools and landscaped courtyards.

Workshop 2 – Mapping





Mobility in San Marcos

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Current General Plan Mobility Element

- **The current Mobility Element's vision:**
 - Enhance mobility and access for residents, businesses, and visitors
 - Transition to a multimodal transportation network
 - Balance mobility strategies and requirements to achieve the Guiding Themes
- **Goals and policies were established for:**
 - Local and regional circulation efficiency
 - Traffic calming and safety
 - Multimodal travel including transit, bicycles, walking, and neighborhood electric vehicles (NEVs)
 - Parking
 - Goods movement

Changes Since Last Mobility Element Update

- **Local and Regional Mobility Context:**
 - Changing commute patterns/employment
- **New Regulatory Requirements:**
 - AB 32 – Greenhouse Gas (GHG) Reductions
 - SB 375 – Link Between Land Use, Transportation, and GhG
 - AB 1358 – California Complete Streets Act
 - SB 743 – New Transportation Metrics for CEQA Assessment
- **New Transportation Technologies:**
 - Bike sharing, scooter sharing, and car sharing programs
 - Transportation Network Companies (TNCs) such as Uber and Lyft
 - Autonomous Vehicles (AVs)

Complete Streets Act



Requires cities, when updating their general plans, to ensure that local streets and roads meet the needs of all users, of all ages and abilities, including bicyclists, pedestrians, transit riders, and motorists.



Streets can and will look different, depending on their context, community preferences, types and needs of users, land use context, and functionality.

New Transportation Technologies

Bike/Scooter Sharing Programs provide short-term bike and scooter rentals and can improve mobility in busy areas (such as downtowns and business districts) and access to transit stations.

Transportation Network Companies (TNCs) provide easy door-to-door transportation and cities are incorporating them into their transportation systems.

Car Sharing Programs increase mobility and flexibility without needing to own a car and are already in place in several California cities.

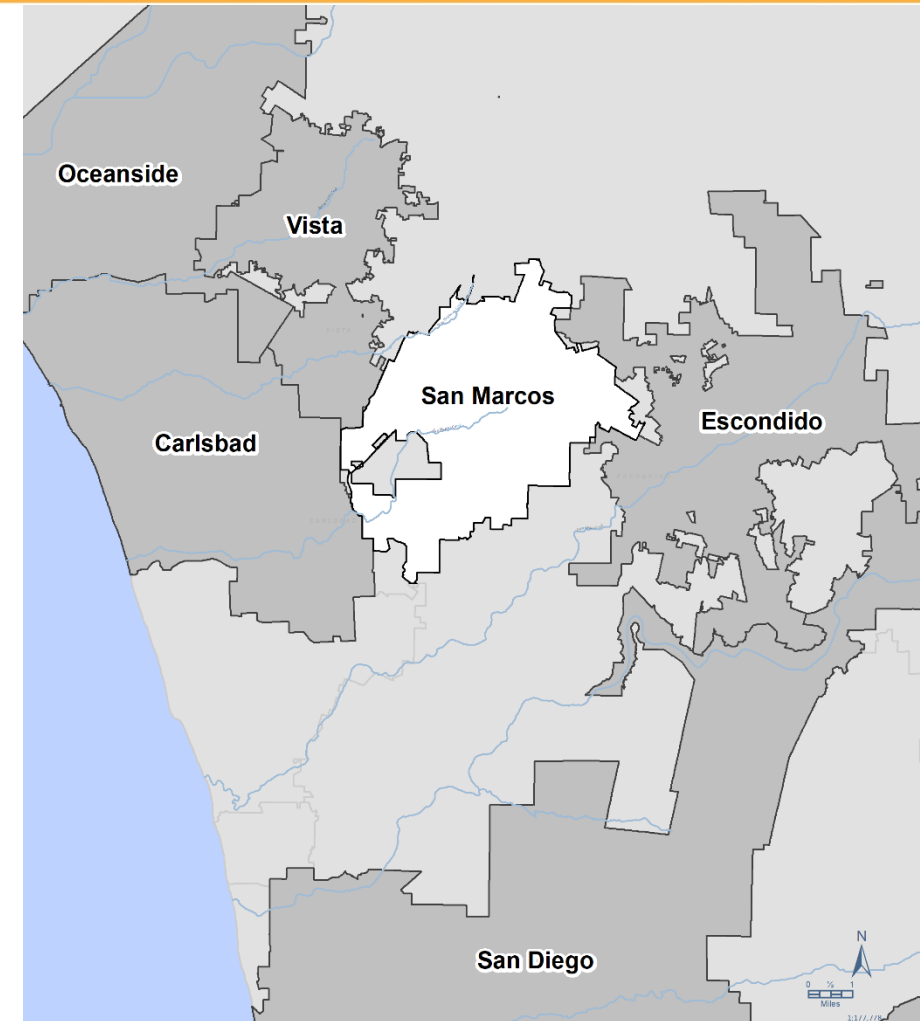
Microtransit are privately-operated transit services that benefit from high flexibility in routes, fares, and other service changes.

Autonomous Vehicles (AVs) will be available to consumers in the next 5 to 10 years and may be the majority of cars on the road by 2050. AVs can improve road capacity and safety. AVs can also lead to land use changes such as reduced need for parking.

Where do San Marcos Residents Work?

The top places where San Marcos residents work:

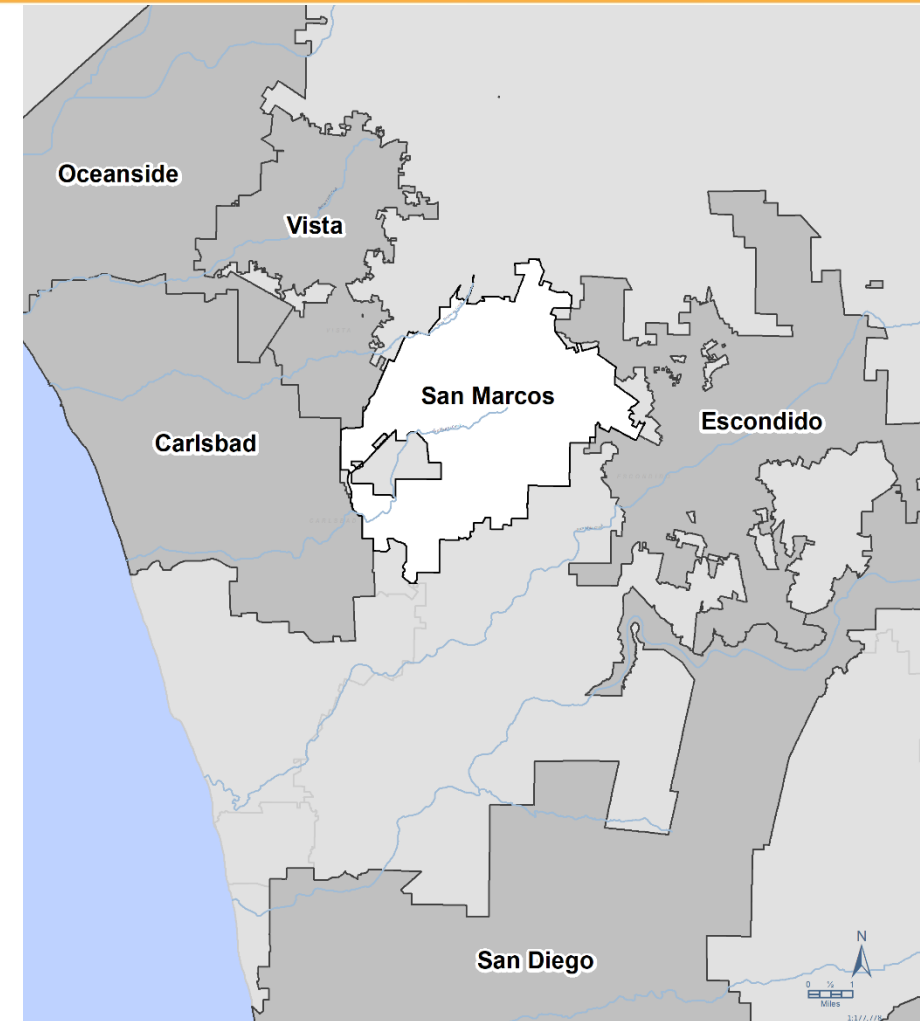
- San Diego (city) (20%)
- San Marcos (14%)
- Carlsbad (11%)
- Escondido (7%)
- Vista (6%)
- Oceanside (5%)



Where do San Marcos Workers Live?

The top places where San Marcos workers live are:

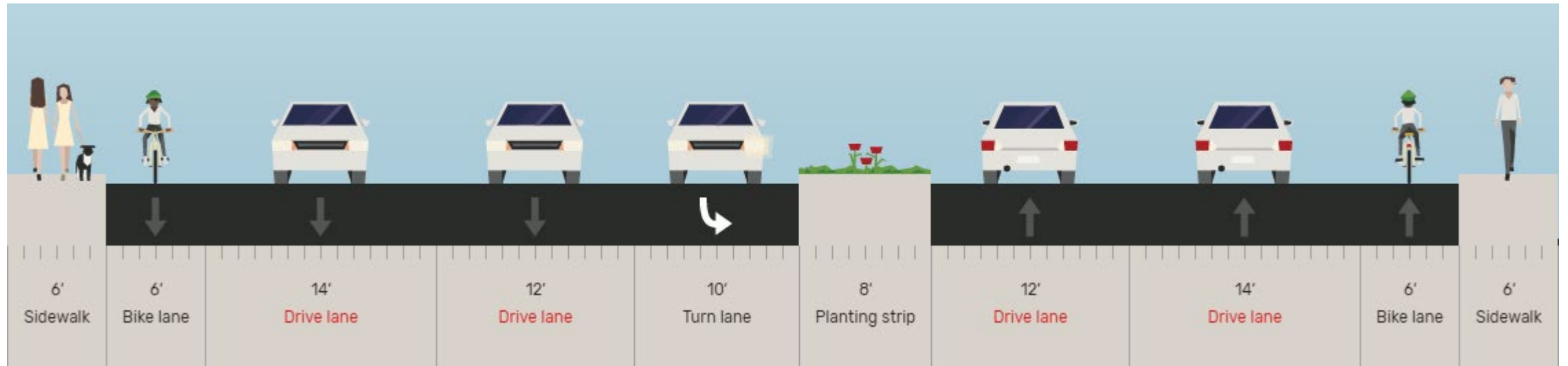
- San Marcos (14%)
- Escondido (12%)
- San Diego (city) (10%)
- Oceanside (9%)
- Vista (8%)
- Carlsbad (5%)



Multimodal Planning and Tradeoffs

San Marcos Boulevard

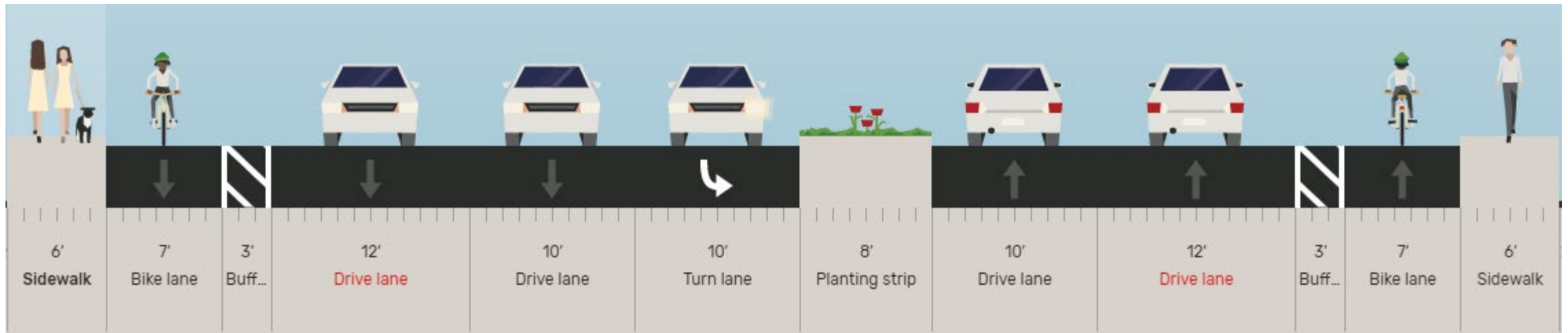
- Existing facilities



Multimodal Planning and Tradeoffs

San Marcos Boulevard

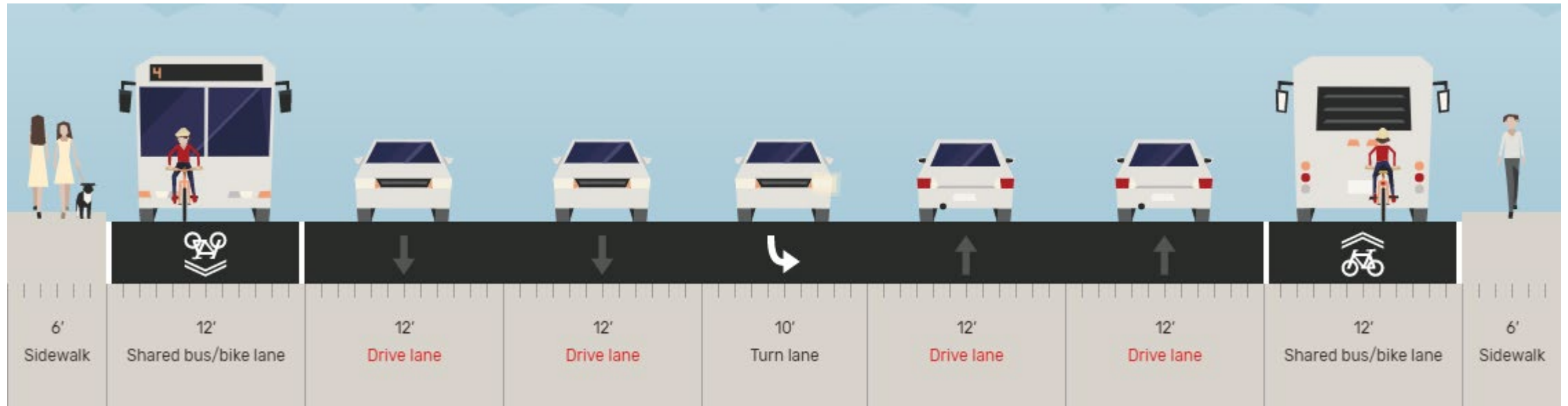
- Bicycle improvements



Multimodal Planning and Tradeoffs

San Marcos Boulevard

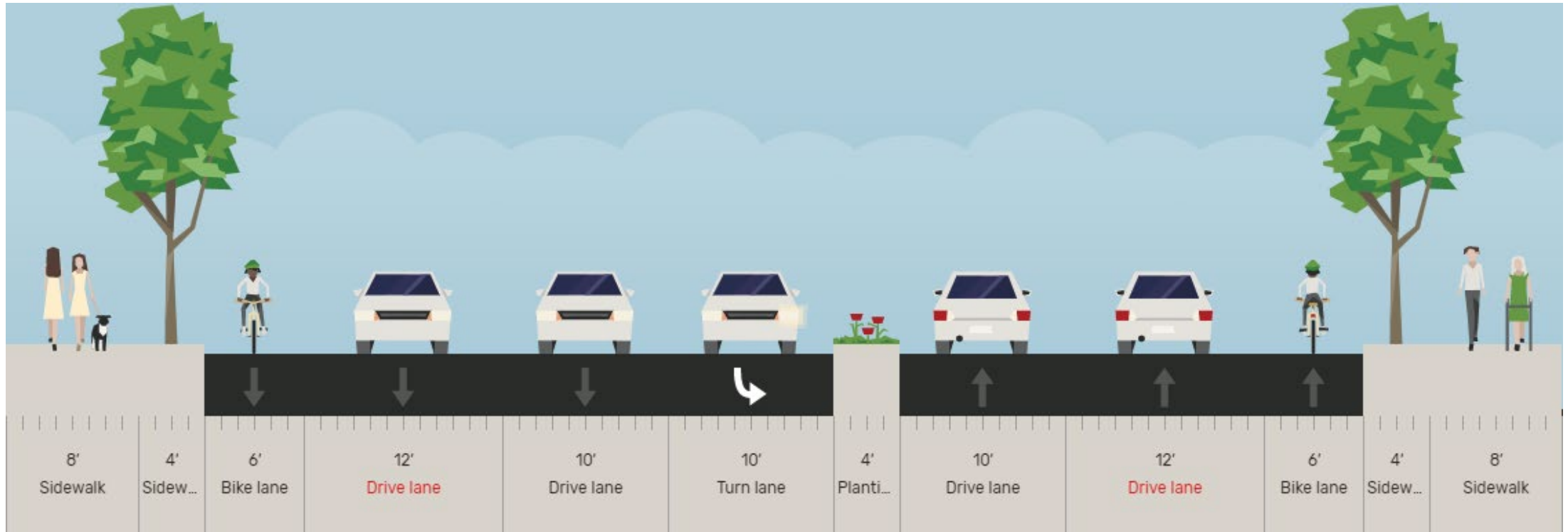
- Transit improvements



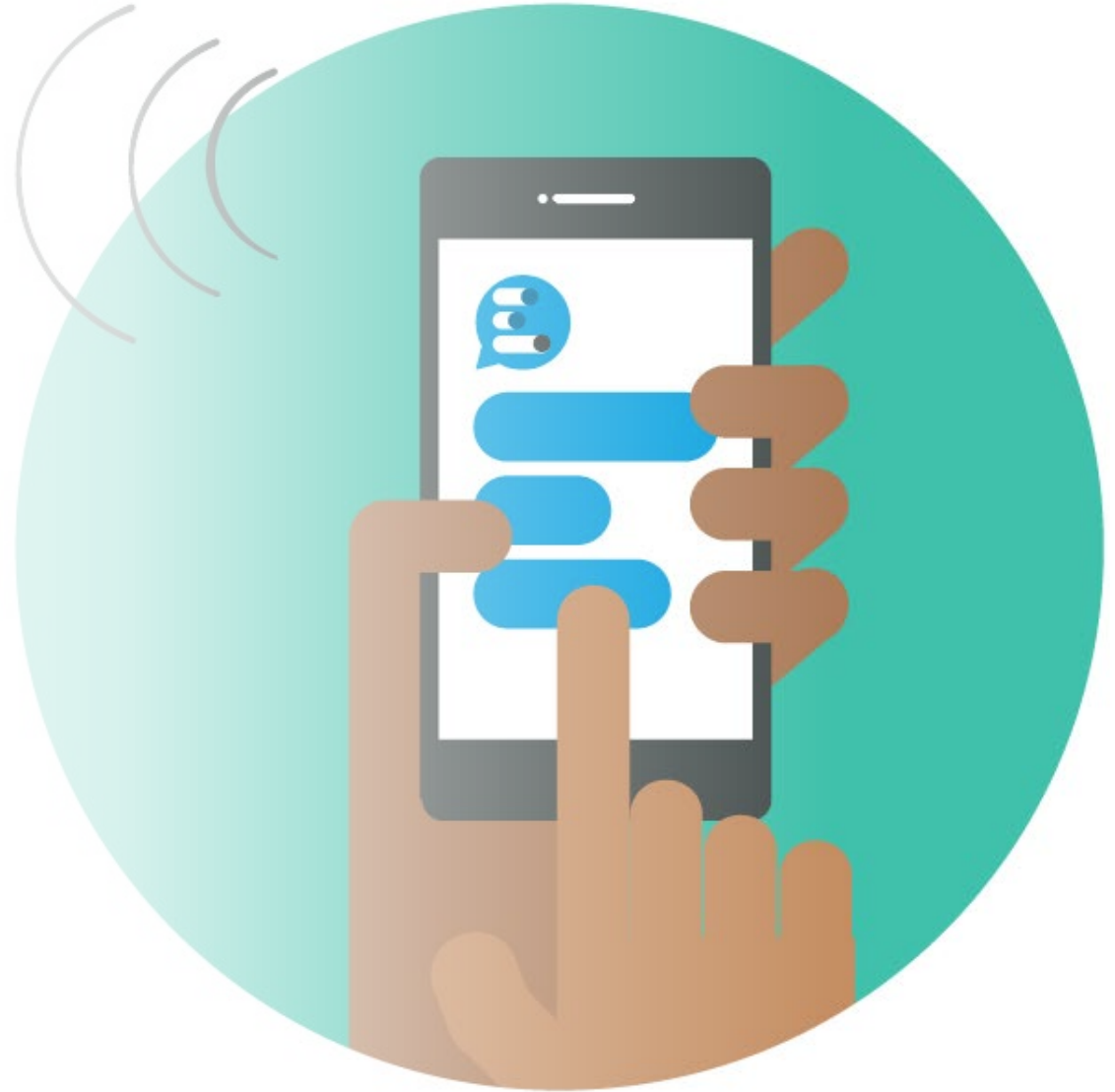
Multimodal Planning and Tradeoffs

San Marcos Boulevard

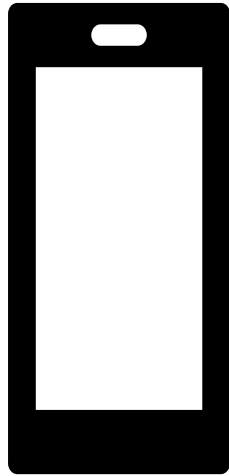
- Pedestrian improvements



Activity 1: Polling Questions

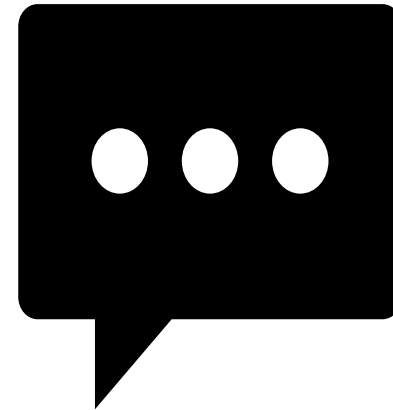


Ways to Participate



BY SMART PHONE

Go to pollev.com/kwpoll2
on your internet browser.



BY TEXT MESSAGE

Text **kwpoll2** to 22-333 on your mobile
device.

🌐 When poll is active, respond at pollev.com/kwpoll2

📱 Text **KWPOLL2** to **22333** once to join

1. How frequently do you bicycle, including for exercise, commuting, or other reasons?

Several times a week

Once or twice a month

Occasionally (several times a year)

Never

Bicycle Improvements/Enhancements

Off-Street Bike Path



Protected/Separated Bike Lanes



On-Street Bike Lanes



On-Street Bike Routes/Boulevards



Bicycle Improvements/Enhancements

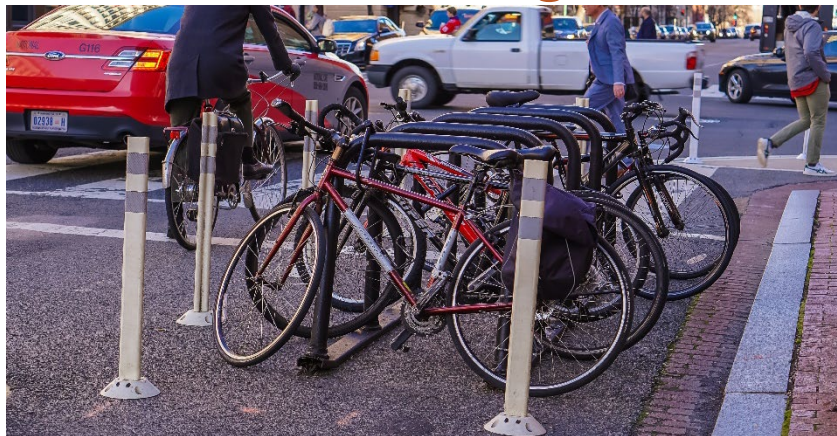
Intersection Crossing Improvements



Bike Wayfinding/Signage



Secure Bike Parking



2. What type of biking improvements or enhancements in the city would encourage you to ride your bicycle more? (select all that apply)

Off-Street Bike Path

On-Street Bike Lanes

Protected/Separated Bike Lanes

On-Street Bike Routes/Boulevards

Intersection Crossing Improvements

Secure Bike Parking

Bike Wayfinding/Signage

When poll is active, respond at pollev.com/kwpoll2

Text **KWPOLL2** to **22333** once to join

3. How often do you use transit (bus or light rail)?

Daily

Once or twice a week

Occasionally (several
times a year)

Never

4. What type of improvements to transit service or facilities in the city would encourage you to ride transit more often?

When poll is active, respond at pollev.com/kwpoll2

Text **KWPOLL2** to **22333** once to join

5. How would you rate traffic congestion in the city during the morning and evening commute hours?

Good (free flowing)

Okay

Neutral

Bad

Very bad (mostly stop and go)

6. Are there times of day you avoid driving due to traffic congestion? Please use an underscore "_" between words for multi-word answers.

7. Are there areas of the city you avoid driving due to traffic congestion? Please use an underscore "_" between words for multi-word answers.



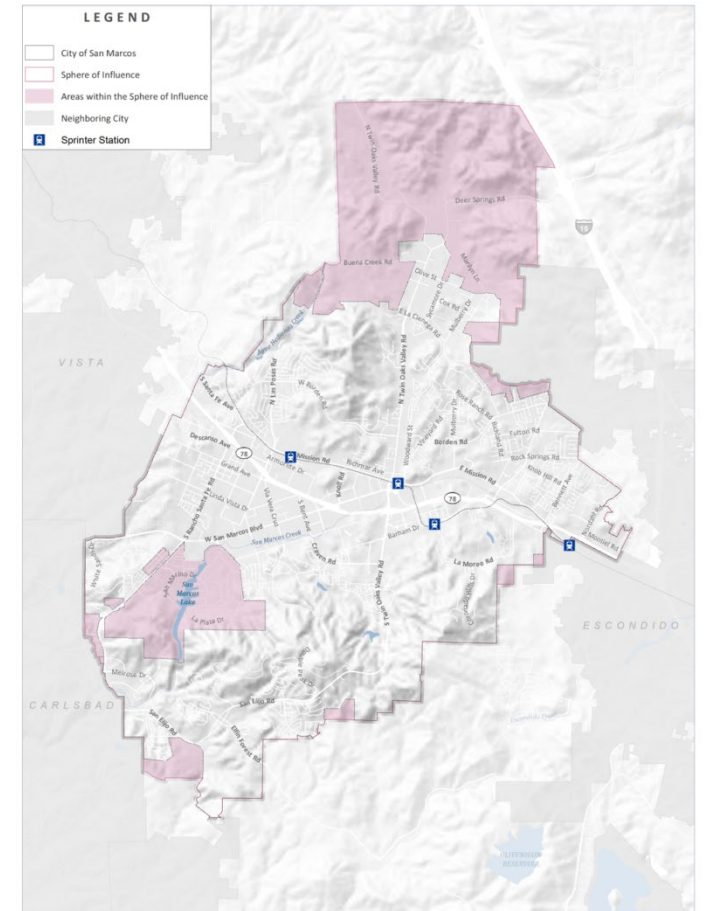
Activity 2: Mapping



Mapping Activity

Use markers to indicate the following on the map at your table:

- Identify areas where **bicycle improvements** and/or **pedestrian improvements** should be implemented.
- Identify areas where **transit improvements** (such as shuttles) should be implemented.
- Identify areas that could benefit from **vehicle and congestion improvements**.



How to Stay Involved

Share the Workshop Surveys



San Marcos General Plan Update

Visioning Workshop #1 (Vision and Values)

The City of San Marcos is hosting a series of visioning workshops for the continuation of the 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.

The first visioning workshop was held on Monday, October 25, 2021 and focused on vision and values. If you were not able to attend in-person, we invite you to answer the below questions that were asked of workshop participants.

* 1. Contact Information

Name *

Address

Email Address *

Phone Number

Upcoming Engagement in Winter 2021/Spring 2022

- Pop-up Outreach
- GPAC Meetings (December 16, 2021 & January 20, 2022)

Check Out the Website

sanmarcos.generalplan.org

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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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Contact

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sanmarcos.generalplan.org/

#GoSanMarcos



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