



General Plan Advisory Committee Meeting #3

Community Services Main Hall | January 16, 2020

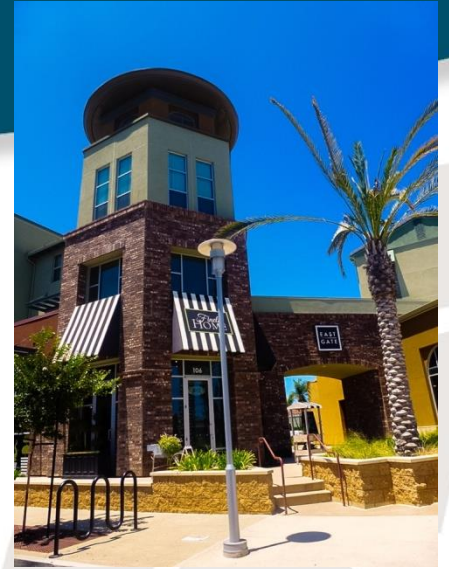


Meeting Overview

- Introductions and Ice Breaker Activity
- Consultant Team and Role
- Summary of the General Plan Update Process
- GPAC Roles and Expectations
- Community Engagement Plan Summary and Input
- Input on Vision, Priorities, and Challenges
- Next Steps

Introductions

- Please introduce yourself and identify any groups or organizations you are representing
- Please tell us about your **favorite location in San Marcos, and why**



Purpose of the General Plan

- Define a long-term vision for future growth and resource management within the City over the next 10-20 years
- Reflect the goals and values of the City
- Build on recent City planning efforts
- Include extensive public outreach and community participation
- Balance growth, conservation, and quality of life

Consultant Team Role

DE NOVO PLANNING GROUP



- Facilitation of all public meetings, workshops, and hearings
- Primary author of all key planning, environmental and background documents
- Provide expertise, suggestions, and a “toolkit” to draft a plan that meets the needs of San Marcos
- Adhere to the project budget and schedule
- Manage team of subconsultants (transportation, econ/fiscal, noise, cultural)

Subconsultant Team

- Kearns & West: Community Outreach
- Kittelson: Transportation and Mobility
- EPS: Economics and Fiscal
- MD Acoustics: Noise
- Duke CRA: Cultural Resources
- SWA: Community Design
- West Yost: Infrastructure
- T.Y. Lin: Civil Engineering

Summary of the Process

Public Participation

Existing Conditions Report

Identify Community Priorities

Land Use Alternatives Reports

General Plan Goals, Policies, and Programs

Draft General Plan Update

Environmental Impact Report (EIR)

Public Hearings on General Plan and EIR



Existing Conditions Documentation

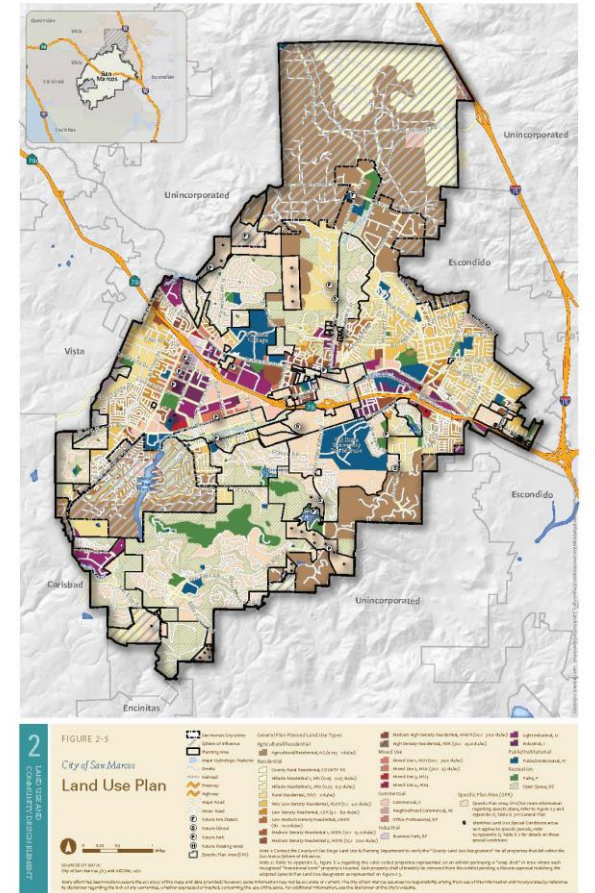
- The **Existing Conditions Report** will document the following:
 - Development Patterns and Land Uses
 - Natural Resources
 - Transportation Issues
 - Infrastructure and Public Services
 - Socioeconomic and Fiscal Conditions
 - Environmental Constraints
 - Recent Planning Efforts
 - Summary of Existing General Plan policies and other applicable regulations
- *This document will be a key resource for the GPAC*

Identifying Community Priorities

- A series of Visioning Workshops, Stakeholder Interviews, Focus Group Meetings, Pop-up Events, and Online Surveys will be conducted
- The initial outreach will focus on:
 - Communicating the intent of the General Plan Update
 - Gathering public input
- The primary purpose is to:
 - Develop a Vision Statement that guides the General Plan Update process
 - Identify community values and priorities
 - Identify issues for the General Plan to address
- This will result in the preparation of of **Community Outreach Summary Report** and a **Vision Plan**

Land Use Alternatives Report

- A range of Conceptual Land Use Maps will be developed
 - Input from the Community, Property Owners, GPAC and City leadership will be incorporated.
 - Maps will depict differing levels of development intensity, location, and mix of uses.
 - Each Map Alternative will include an analysis of growth projections, fiscal/economic implications, and transportation implications.
- *This report will be a key tool for the GPAC and City Council during refinement and selection of the Preferred Land Use Map*



General Plan Content

GENERAL PLAN ELEMENTS

Required Elements

- Land Use/Community Character
- Mobility
- Housing
- Conservation
- Open Space
- Safety
- Noise

Optional Topics the City may Include

- Economic Development and Fiscal Sustainability
- Community Services and Facilities
- Community Health
- Sustainability/Climate Change
- Environmental Justice
- Implementation

General Plan Goals, Policies and Programs

Goals

Broad statements of community desires, preferences, and the General Plan's purpose

Policies

Guides to decision-makers with respect to development proposals, future growth and resource allocation

Programs/Actions

Implementation steps to ensure goals and policies are carried out

General Plan Update

- Each General Plan Element will:
 - Address requirements of state law
 - Seek to avoid or mitigate environmental impacts
 - Be grounded in sound community planning techniques
 - Reflect the goals and priorities of the community
 - Ensure internal consistency with other elements



Environmental Review

- The California Environmental Quality Act (CEQA) requires the preparation of an Environmental Impact Report (EIR) prior to adoption of the General Plan
- The EIR will be prepared concurrently with the General Plan
- The EIR will identify possible environmental impacts
 - Measures will be incorporated into the General Plan to make it a “self-mitigating” document

Public Review and Adoption

- Once the General Plan and EIR have been completed in draft form, they will be circulated for a public review and comment period
- Public workshops will be conducted
- The Planning Commission and City Council will consider public input
- Following any directed revisions, the General Plan and EIR will be adopted via a series of public hearings



GPAC Purpose

The GPAC will:

- Serve as a sounding board for the General Plan team
- Provide guidance on high-level vision, goals and policies
- Review and provide input on land use and transportation alternatives
- Represent the community's interests and serve as "ambassadors" for the General Plan

The GPAC will NOT:

- Resolve issues of detailed policy
- Make final decisions on any issue
- Take positions on issues not brought before the committee



Decision-Making Process

- Staff and consultants will facilitate meetings
- Operate in spirit of consensus
 - 100% consensus not needed
 - No roll-call votes, but straw polls will be conducted
 - Differing points of view will be presented to the City Council



Basic Courtesies

- Share responsibility of ensuring the success of the process and quality of recommendations
- Make good faith effort to reach agreement
- Ask questions for clarification during meetings
- Acknowledge others' perspectives
- Refrain from side conversations
- Respond to questions put before the committee

GPAC Responsibilities

All Members

- Attend all GPAC meetings
- Prepare for each meeting by reviewing the agenda packet, reading the attached materials, and completing any assignments
- Participate in meetings
- Communicate with constituent groups
- Attend public workshops
- Alternatives are encouraged, but not required, to attend all meetings, and will join the conversation when the primary member is not in attendance

GPAC Expectations

- 7-10 days prior to each meeting an agenda and reading assignments will be provided
 - Existing Conditions Report Sections
 - Issue papers
 - Land Use Alternatives Report
 - Select portions of the existing General Plan
- Please come to each meeting having read the materials, and have thoughts and ideas to discuss with the group for each topic

Preliminary GPAC Schedule

1. Community vision/priorities and public outreach plan review and refinement
2. Public Facilities and Services, Safety and Noise **(May 21, 2020)**
3. Land Use and Community Design **(June 18, 2020)**
4. Economic Development and Fiscal Sustainability **(July 16, 2020)**
5. Transportation and Circulation **(August 20, 2020)**
6. Land Use Map Alternatives Discussion Part 1
7. Land Use Map Alternatives Discussion Part 2
8. Conservation, Air Quality, and Open Space
9. Community Health and Wellness and Environmental Justice
10. Presentation of Draft General Plan Elements
11. Review of Draft General Plan Elements Round 1
12. Review of Draft General Plan Elements Round 2

GPAC Goals

The result of the GPAC's time together will be a Draft General Plan that is prepared and submitted to the Planning Commission and City Council for further review, input, and refinement. The City Council will have the final word regarding the content of the General Plan Update.

Community Engagement Plan - Objectives

- Conduct an open and transparent process based on IAP2 principles
- Engage the full spectrum of San Marcos community members, residents, business owners, landowners, and other stakeholders in the General Plan Update process
- Seek inclusion of diverse community voices
- Increase public understanding of the General Plan, its importance to San Marcos communities, and its role in shaping the future.

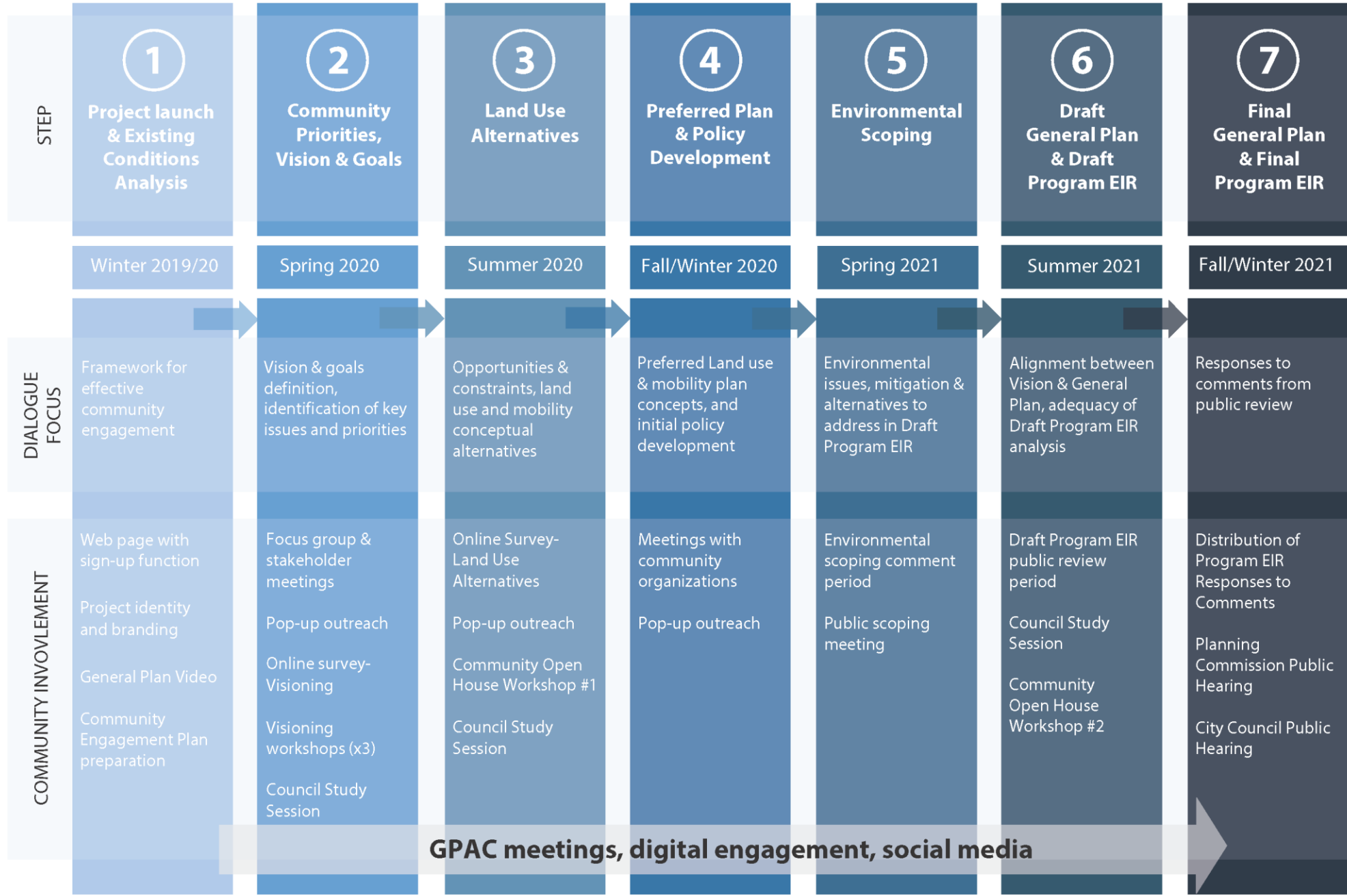
Community Engagement Plan

- **Introduction**
 - Community engagement objectives
 - Concurrent related outreach activities
- **Accessible and Inclusive Engagement**
- **Stakeholder Assessment**
- **Getting the Word Out**
- **Community Engagement Framework**
- **Community Engagement Opportunities**

Community Engagement Plan

- **Ongoing Engagement:**
 - GPAC
 - Website
 - Video
 - Social Media
 - Emails/ Newsletters
 - Partner Communication
 - Informational Materials
- **In-person Engagement**
 - Workshops
 - Pop-up events
 - Focus Groups
 - Stakeholder Interviews
 - Planning Commission Meetings
 - City Council Meetings
 - Scoping Meeting
- **Digital Engagement**
 - Website
 - Social Media
 - Online Survey – Visioning
 - Online Survey – Land Use

Community Involvement Framework for the San Marcos General Plan Update



Community Engagement Plan

Input from the GPAC

- **Notification Methods**
 - How do we best get the word out about the General Plan?
- **Stakeholders**
 - Are there key stakeholders/ community groups that we need to connect with?
- **Pop-up Events**
 - What events/ activities would be good places to host pop-up engagement?

Assets, Challenges, and Vision

ASSETS

- What do you value most about San Marcos?
- What makes this a special place to live or work?

CHALLENGES

- What issues are facing the city that need to be addressed in the General Plan?

VISION

- What ideas do you have for the future of San Marcos?
- What would make your community better?
- What three things would you like to see accomplished by 2040?



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