



Joint City Council/GPAC Meeting

June 16, 2022

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES

Meeting Overview

- Introduction
- Land Use Alternatives Report Overview
- Feedback Received on Land Use Alternatives
- Land Use Alternatives Questions and Discussion
- Next Steps

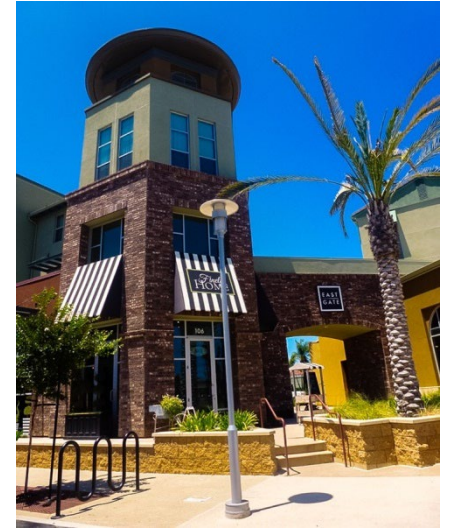
Land Use Alternatives Report 2022

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Overview & Purpose

- Purpose: To provide the City with a tool to consider and evaluate potential land use and development pattern changes throughout the City that may be desirable over the next 20 years
- The Land Use Alternatives Report evaluates each Alternative based on:
 - Existing Development Conditions
 - Urban Design Constraints and Opportunities (for the West and East Focus Areas)
 - Land Use (Housing, Population, Nonresidential Development, and Jobs)
 - Circulation
 - Fiscal Impacts
 - Infrastructure



Land Use Alternative Themes

- Identified by community workshops, online surveys, & GPAC discussions
- 2 key themes:
 - Alternative 1: Activity Nodes
 - Alternative 2: Corridors
- In general, land use changes considered in each Alternative are focused in two areas of the City:
 1. The area between San Marcos Boulevard and West Mission Road between Rancho Santa Fe Road and Twin Oaks Valley Road (West)
 2. The area east of the Civic Center between SR-78 and East Mission Boulevard (East)

Issues Area: Challenges and Opportunities

- Report addresses land use issues (challenges and opportunities)
 - Local and Regional Market Trends
 - Housing Site Identification (RHNA)
 - Vehicular Traffic
 - Specific Plans
 - Recreation and Open Space Preservation
 - Community Character (Unified Sense of Identity)
 - Transit
 - Existing Development
 - Residential and Mixed-Use Development Opportunities
 - Educational Institutions

Alternatives

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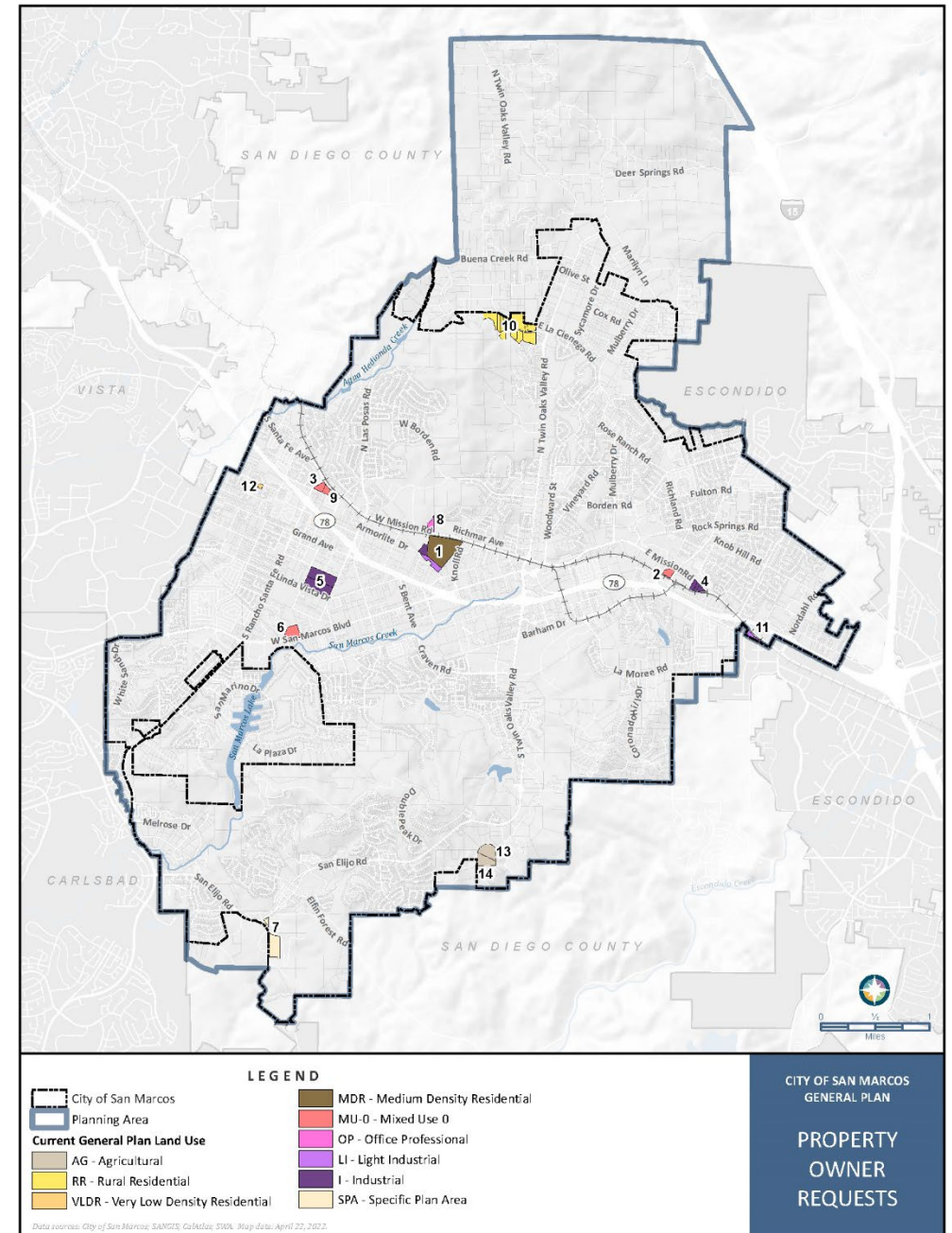


Alternatives

- Purpose: Current General Plan and both Alternatives are intended to present a different approach to planning the future of San Marcos
- It is not expected that *all* components of *one* alternative map will be preferable to reflect on and move forward with
- Taking a proactive role in planning for *how* the City will grow and *where* it will grow allows the City to be in the “driver’s seat” instead of relying on external forces to drive decision-making.

Property Owner Requests

Map ID	Acres	Current GP	Alt 1	Alt 2
1	46.5	MDR, LLI and I	MDR, LI and I	T-R and T-I
2	4.5	MU-0	T-I	T-C
3	3.5	MU-0	T-C	T-C
4	5.7	I	MDR	T-I
5	33.3	I	MDR	MDR
6	9.4	MU-0	MU-45	T-C
7	15.3	SPA	LI	LI
8	3.9	OP	MHDR	T-C
9	2.5	MU-0	MHDR	MU-75
10	50.9	RR	AG	AG
11	3.2	LI	I	T-I
12	0.98	VLDR	VLDR	VLDR
13	10.5	AG	AG	AG
14	9.2	AG	AG	AG

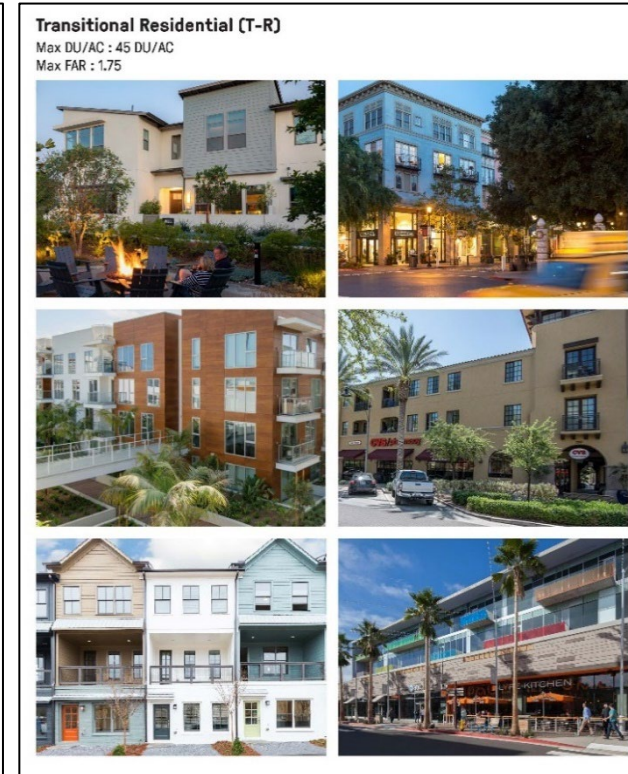
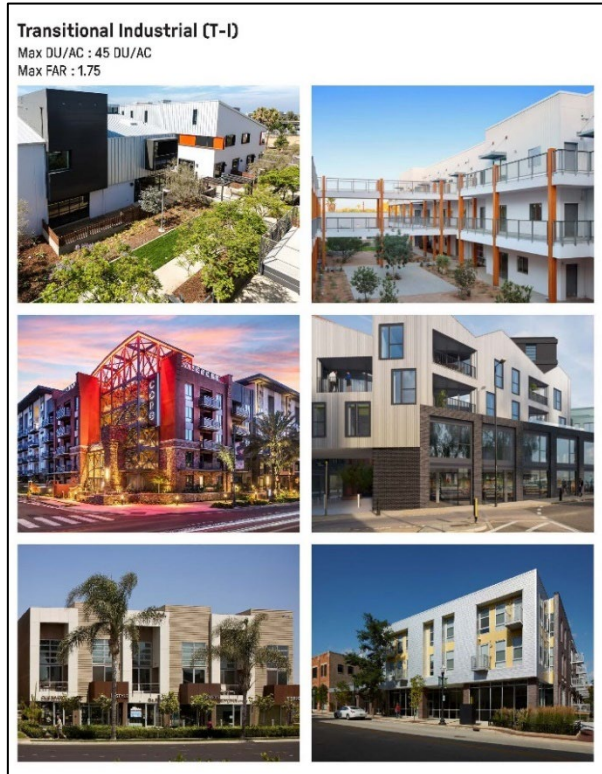
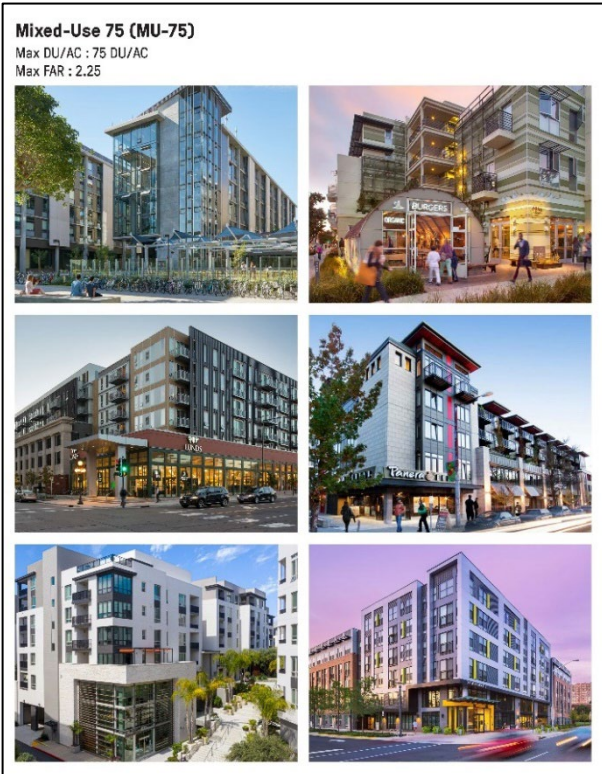


Land Use Designations

- Residential land uses are described based on allowable density
- Nonresidential land uses are described based on allowable intensity (FAR)
- Some Current Land Use Designations have been consolidated:
 - Hillside Residential 1 and Hillside Residential 2 → **Hillside Residential**
 - Medium Density Residential 1 and Medium Density Residential 2 → **Medium Density Residential**
 - Commercial and Neighborhood Commercial → **Commercial**
 - Office Professional and Business Park → **Office Professional**
 - Mixed-Use 1 and Mixed-Use 2 → **Mixed-Use 45**
 - Mixed-Use 3 and Mixed-Use 4 → **Mixed-Use 0**
 - Note that “**Mixed-Use 0**” is only applied to parcels in the Current General Plan and is not applied to any parcels in either Alternative

Land Use Designations

- In addition, 4 new land use designations have been proposed to support the community's vision for future development.



Transitional Designation Neighborhoods



Development Potential Comparison

Potential Buildout

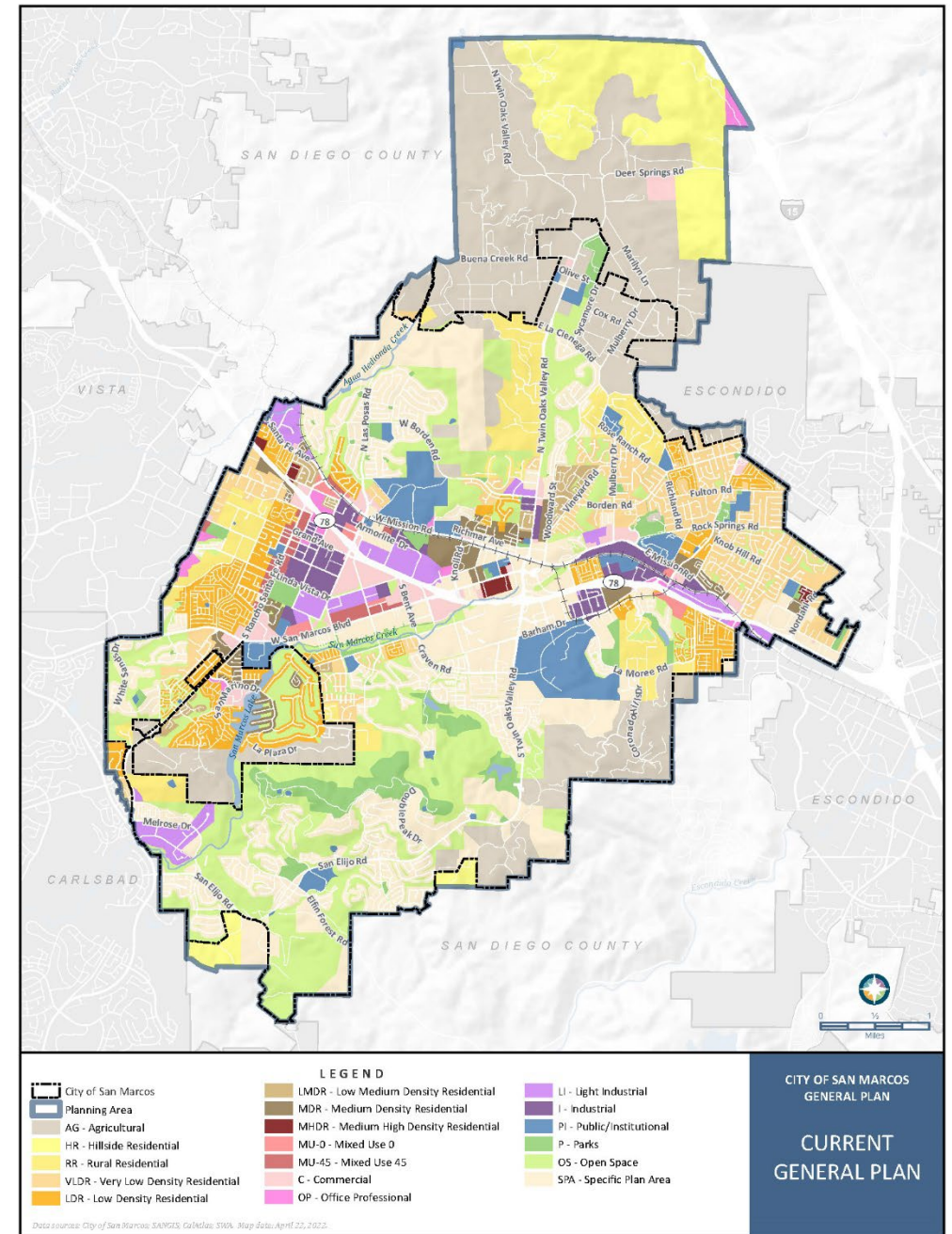
	Existing Development 1, 2, 3	Current General Plan ⁵	Alternative 1: Activity Nodes			Alternative 2: Corridors		
			Total	Change from Current GP	% Change from Current GP	Total	Change from Current GP	% Change from Current GP
Units⁴	33,999	42,705	52,159	9,454	22%	69,615	26,910	63%
Population⁴	106,305	132,335	159,724	27,389	21%	210,330	77,995	59%
Nonresidential Square Feet	17,085,175	24,163,770	23,994,602	-169,168	-1%	26,089,787	1,926,017	8%
Jobs	35,362	45,563	43,841	-1,722	-4%	54,456	8,893	20%

Notes relate to sources; see Report for details

The Potential Buildout summary is not a goal; it represents the reasonable development potential that *could* occur over the coming decades

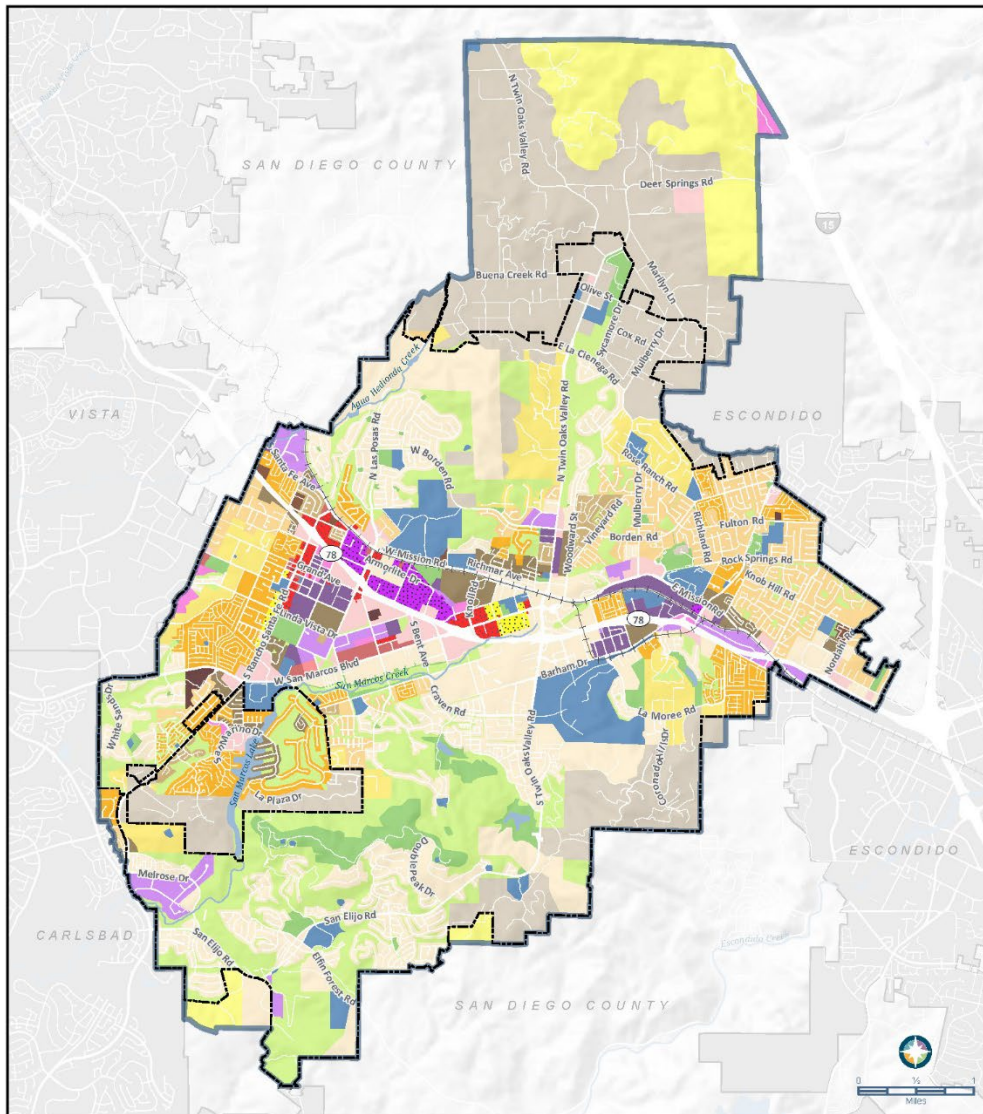
Current General Plan

- Land uses are organized around the physical features of the City
- The land use pattern of a significant portion of the City is dictated by adopted Specific Plans
 - If the City continues with this approach, sporadic new development (residential or nonresidential) would be anticipated
- If the Current General Plan land uses are maintained, the City can continue to expect future General Plan Amendments (GPAs), including requests for Specific Plans, in order to accommodate future growth



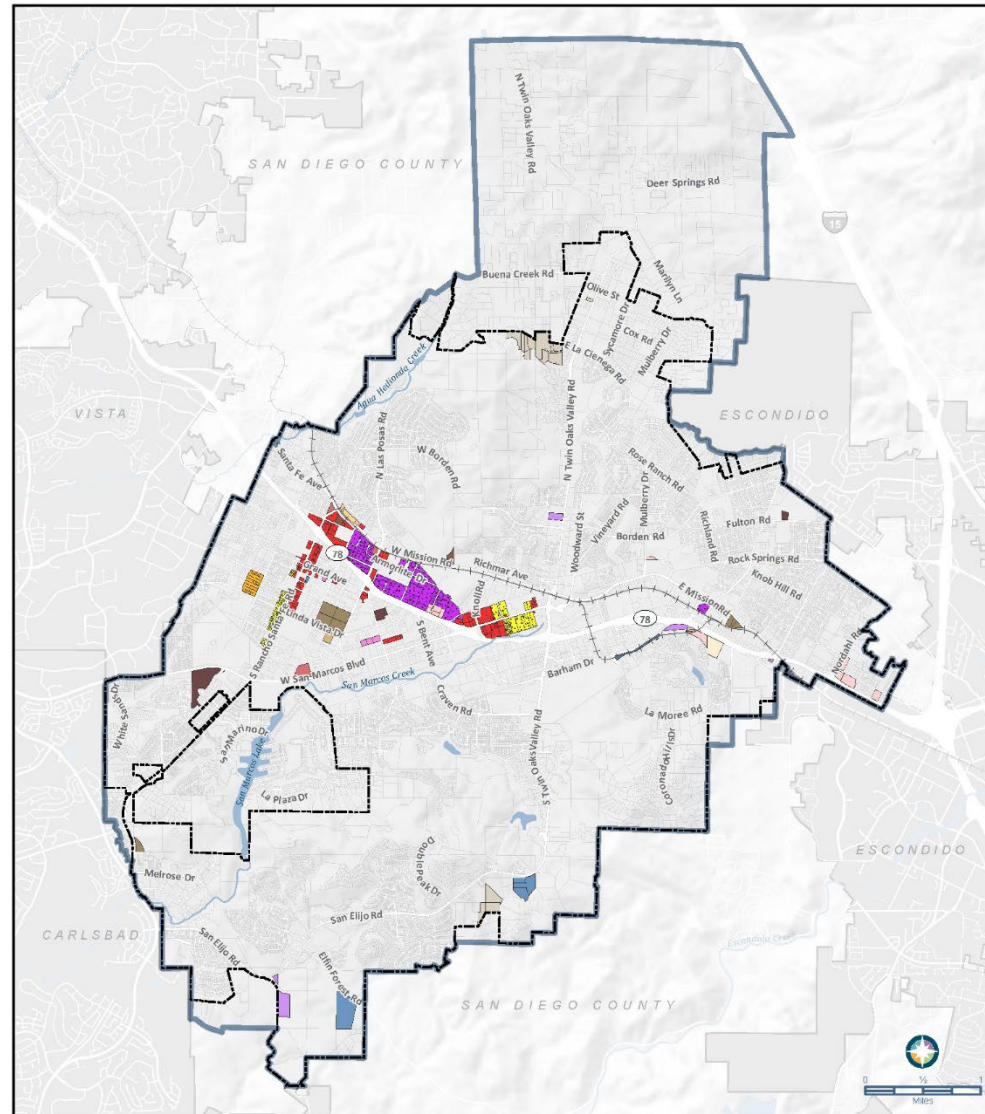
Alt 1: Activity Nodes

- Focuses new growth in areas around the community's existing and planned activity centers
- Allows for the transition of nonresidential uses to residential uses or mixed-use development
- Represents an opportunity to add a more diverse set of housing choices
- Focus is on maintaining the City's nonresidential development potential at a similar level to the Current General Plan while expanding housing opportunities
- Considers changes to 628 acres (~ 3% of total Planning Area)



<ul style="list-style-type: none"> City of San Marcos Planning Area AG - Agricultural HR - Hillside Residential RR - Rural Residential VLDR - Very Low Density Residential LDR - Low Density Residential LMDR - Low Medium Density Residential 	<p>LEGEND</p> <ul style="list-style-type: none"> MDR - Medium Density Residential MHDR - Medium High Density Residential HDR - High Density Residential MU-0 - Mixed Use 0 MU-45 - Mixed Use 45 C - Commercial OP - Office Professional LI - Light Industrial 	<ul style="list-style-type: none"> I - Industrial PI - Public/Institutional P - Parks OS - Open Space SPA - Specific Plan Area T-R - Transitional Residential T-C - Transitional Commercial T-I - Transitional Industrial 	<p>CITY OF SAN MARCOS GENERAL PLAN</p> <p>ALTERNATIVE 1: ACTIVITY NODES</p>
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Data source: City of San Marcos, SANDAG, Caltrans, SRA, Map Date: April 22, 2022.

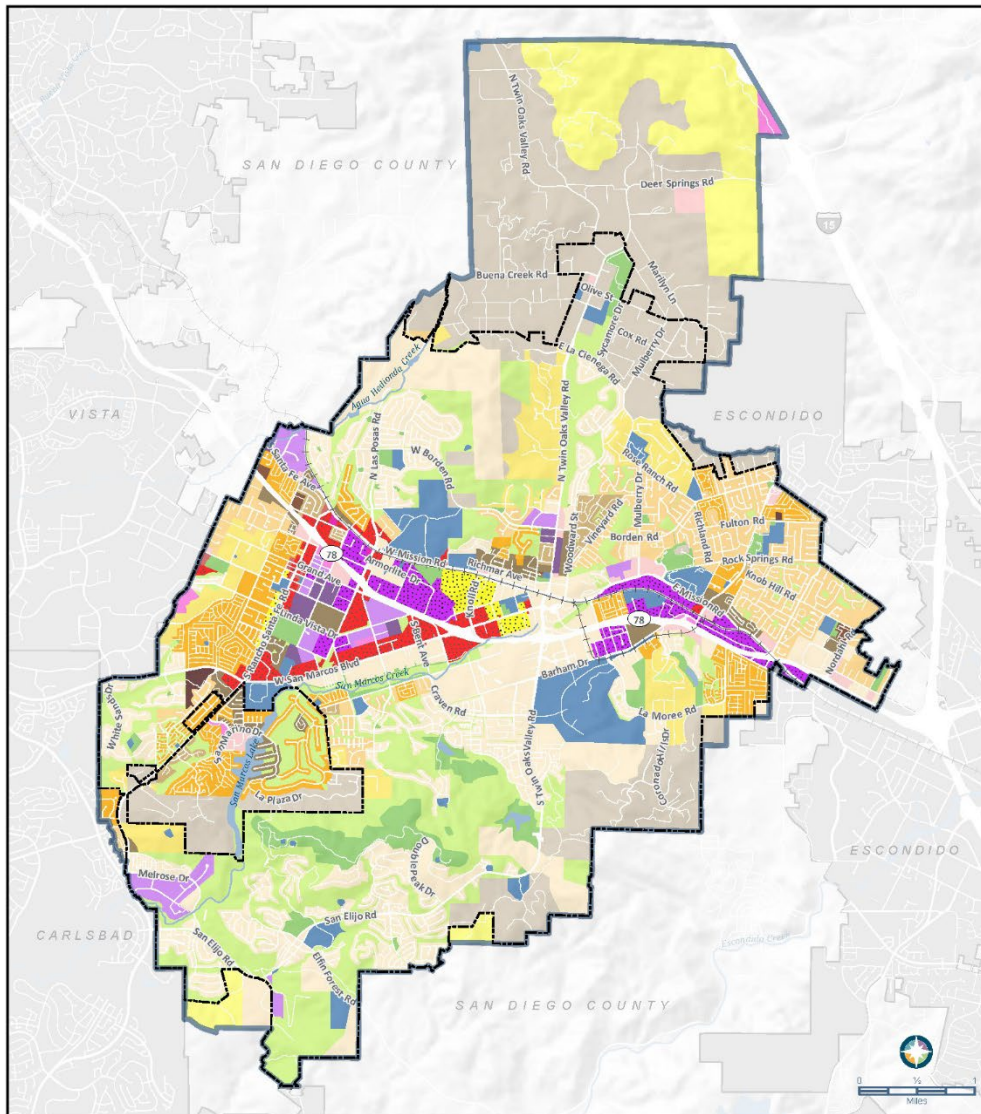


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Data source: City of San Marcos, SANDAG, Caltrans, SRA, Map Date: April 22, 2022.

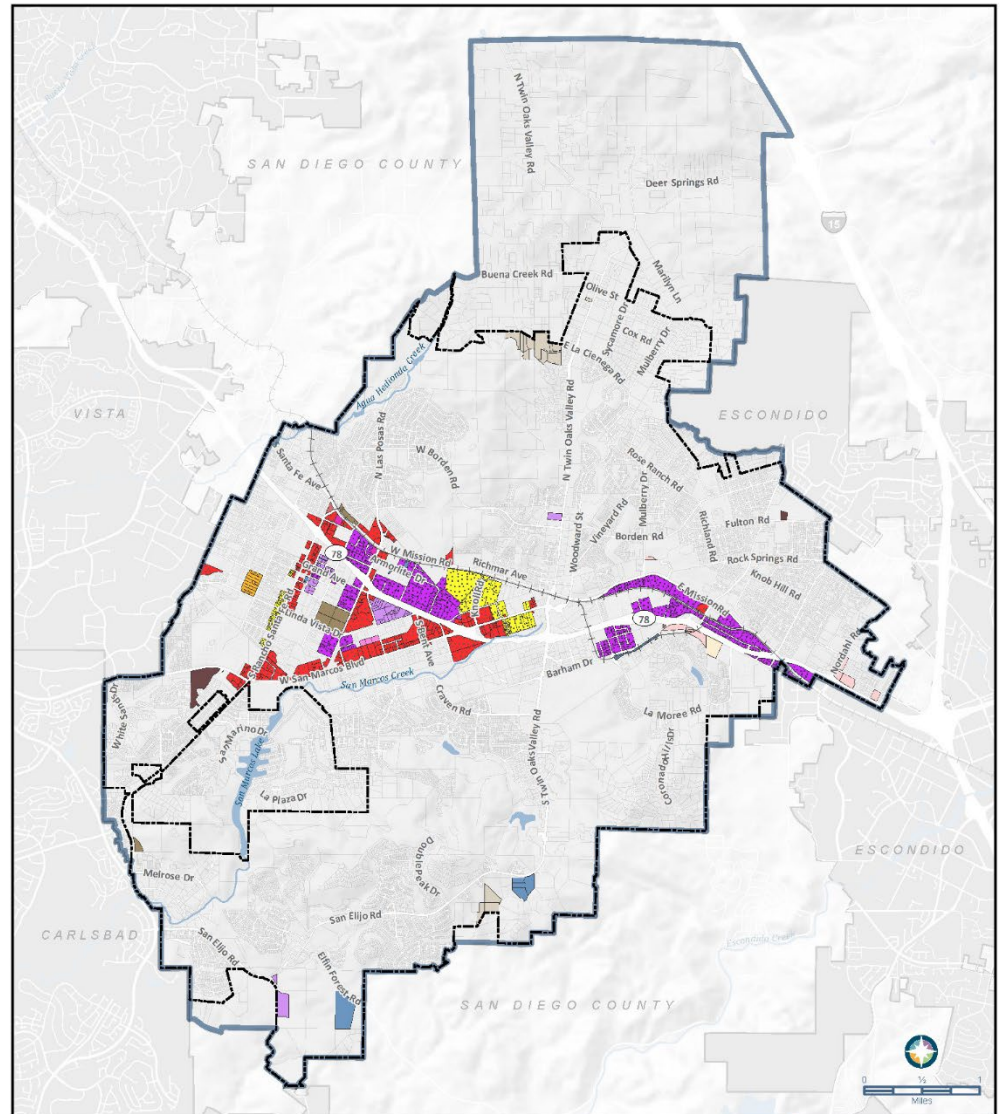
Alt 2: Corridors

- Builds off Alternative 1 by also allowing new development *along* the corridors that connect those nodes
- Nodes are connected through mixed-use and transitional development patterns
- Expands housing choices to allow for higher densities and additional nonresidential development to maintain a balanced development pattern
- Allows existing development to remain and transition gradually over time through the broader application of transitional designations



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Data source: City of San Marcos, 2019/20; GIS Data, 2018; Map Date: April 22, 2022.



<ul style="list-style-type: none"> City of San Marcos Planning Area AG - Agricultural LDR - Low Density Residential MDR - Medium Density Residential 	<p>LEGEND</p> <ul style="list-style-type: none"> HDR - High Density Residential MU-45 - Mixed Use 45 MU-75 - Mixed Use 75 C - Commercial OP - Office Professional LI - Light Industrial PI - Public/Institutional SPA - Specific Plan Area T-R - Transitional Residential T-C - Transitional Commercial T-I - Transitional Industrial 	<p>CITY OF SAN MARCOS GENERAL PLAN</p> <p>ALTERNATIVE 2 LAND USE CHANGES</p>
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Data source: City of San Marcos, 2019/20; GIS Data, 2018; Map Date: April 22, 2022.

Comparisons

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Mobility Consideration

- New growth will create new vehicle trips, but mixed-use/transitional development allow greater opportunity for active modes of transportation and reducing vehicle miles traveled

Alternative	Trip Generation	Development in High-Quality Transit Areas (HQTA)	Development in Low- VMT Areas
Current General Plan	542,573 total trips per day	9,545 Dwelling Units 7,603,493 Square Feet	12,773 Dwelling Units 3,710,029 Square Feet
Alternative 1: Activity Nodes (Compared to Current GP)	<ul style="list-style-type: none"> • 17% more weekday daily trips • 8% more AM peak hour trips • 13% more PM peak hour trips 	Would increase residential development by 64% and nonresidential development by 9% within the HQTA	Would increase residential development by 68% and nonresidential development by 7% within the low VMT areas.
Alternative 2: Corridors (Compared to Current GP)	<ul style="list-style-type: none"> • 52% more weekday daily trips • 35% more AM peak hour trips • 41% more PM peak hour trips 	Would increase residential development by 122% and nonresidential development by 20% within the HQTA	Would increase residential development by 141% and nonresidential development by 36% within the low VMT areas

Fiscal Considerations

- All 3 of the Alternatives are estimated to have a positive net fiscal impact on the City's General Fund at buildout
- The Alternative 2, Corridors, buildout has the highest net fiscal benefit, while Alternative 1, Activity Nodes, and the Current General Plan buildout would generate around the same net fiscal benefit.

Estimated Annual Fiscal Impacts of Net New Development at Buildout

	Alternative 1	Alternative 2	Current General Plan
Annual Growth in General Fund Revenues	\$28,220,870	\$53,665,194	\$16,405,808
Property Tax	\$11,988,479	\$21,451,473	\$7,273,094
Sales Tax	\$5,742,272	\$11,525,655	\$3,409,431
Other Revenues	\$10,490,119	\$20,688,067	\$5,723,283
Annual Growth in General Fund Expenditures	\$25,680,258	\$50,583,227	\$13,865,031
General Government	\$2,030,508	\$3,999,558	\$1,096,292
Development Services	\$2,629,996	\$5,180,388	\$1,419,962
Public Works	\$3,487,223	\$6,868,895	\$1,882,787
Parks and Recreation	\$1,418,268	\$2,793,608	\$765,737
Public Safety	\$16,114,262	\$31,740,778	\$8,700,253
Net Fiscal Impact of Proposed Growth	\$2,540,612	\$3,081,967	\$2,540,777
% of Current GF Revenues \$77,744,631	3%	4%	3%

Public Utilities and Infrastructure

- The Current General Plan and Alternative 1 have the potential to yield less growth than Alternative 2
 - May require less funding for initial capital improvements than Alternative 2
 - However, the concern for the long-term maintenance of these projects remains a concern
- Current General Plan would have a lower demand for water and wastewater when compared to Alternatives 1 and 2
 - Alternative 1 is projected to have a reduced demand for water and wastewater services when compared to the Alternative 2

Feedback on Alternatives

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Opportunities for Input

Advertisement Methods

- Press release
- Social media posts
- Direct email notifications
- San Marcos Farmers Market
- San Marcos Trails Day
- State of Your Community
- Bilingual Flyer
 - Spring Street Fair
 - City Hall
 - San Diego Food Pantry Resource Fair
- SMUSD District English Learner Advisory Committee (DELAC)
- Planning Commission Briefing
- City Council Briefing

Activities

- Two online (bilingual) surveys
 - General Community Survey: 34 completed unique responses
 - Parcel-Specific Survey: 84 completed unique responses
- Two in-person open houses with interpretation
- Planning Commission Workshop on June 6, 2022

What we Heard: Online Surveys

General Community Survey

- 13 respondents live here and work somewhere else, 2 work here but live somewhere else, and 19 live and work in San Marcos
- Majority own their own home
- Most had reviewed the Land Use Alternatives Report

What we Heard: Online Surveys

General Community Survey

- Most wanted to see the same or more mixed-use and commercial development and more public facilities and parks/open space
- Respondents were most optimistic about how new development could:
 - Help provide more affordable housing options
 - Reduce GHGs
 - Create more walkable neighborhoods
 - Increase local economic development opportunities
- Respondents were most concerned with how new development could:
 - Increase traffic/congestion
 - Increase demand for schools
 - Overburden the City's infrastructure

What we Heard: Online Surveys

General Community Survey

- When considering the images of new land use designations...
- The most acceptable images were:
 - Mixed-Use 45
 - Transitional residential
 - Transitional commercial
- The least acceptable images were:
 - Mixed-Use 75
 - Transitional industrial

What we Heard: Online Surveys

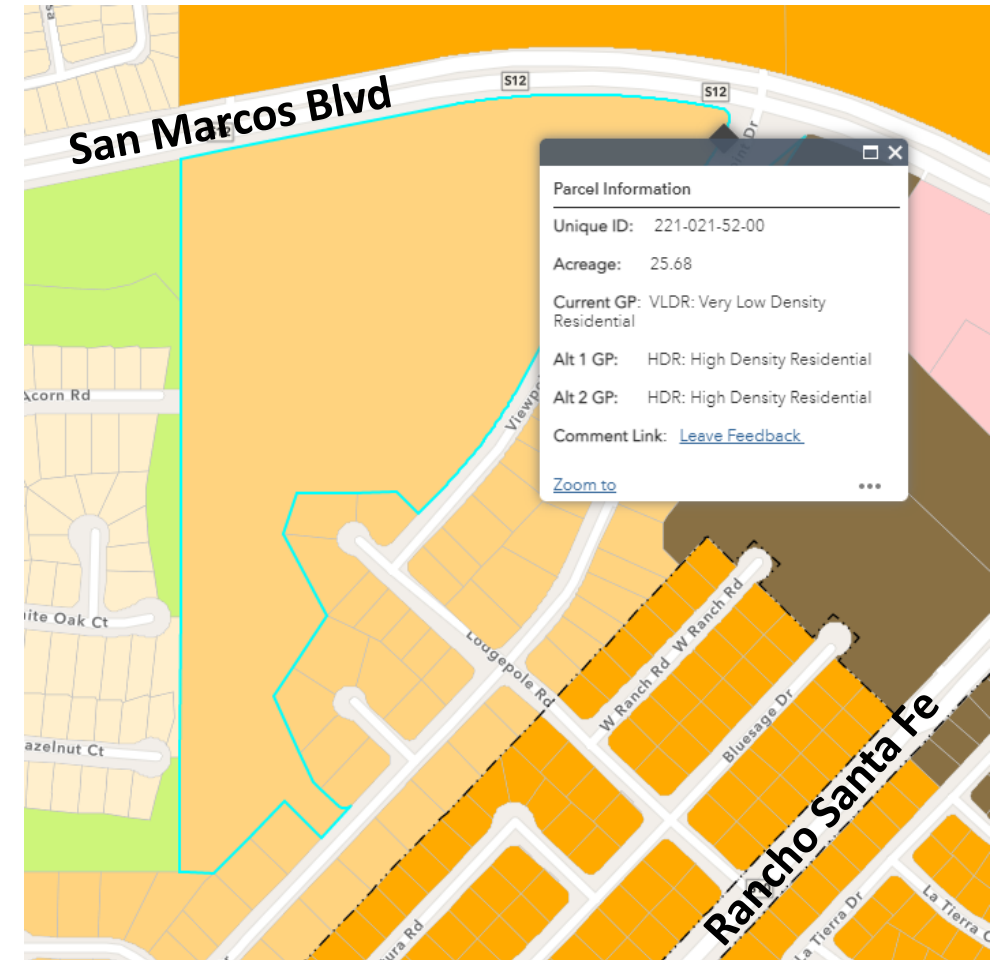
General Community Survey

- When considering the alternatives for different areas of San Marcos (north/south/east/west), respondents generally identified the Current General Plan as the most preferable option
- Alternative 2: Corridors was the next most preferable option (after the Current General Plan) for all quadrants
- Respondents also asked where new open space would be identified
- Respondents generally would like to see the City prioritize a mix of new residential and nonresidential development (not one or the other)

What we Heard: Online Surveys

Parcel-Specific Survey

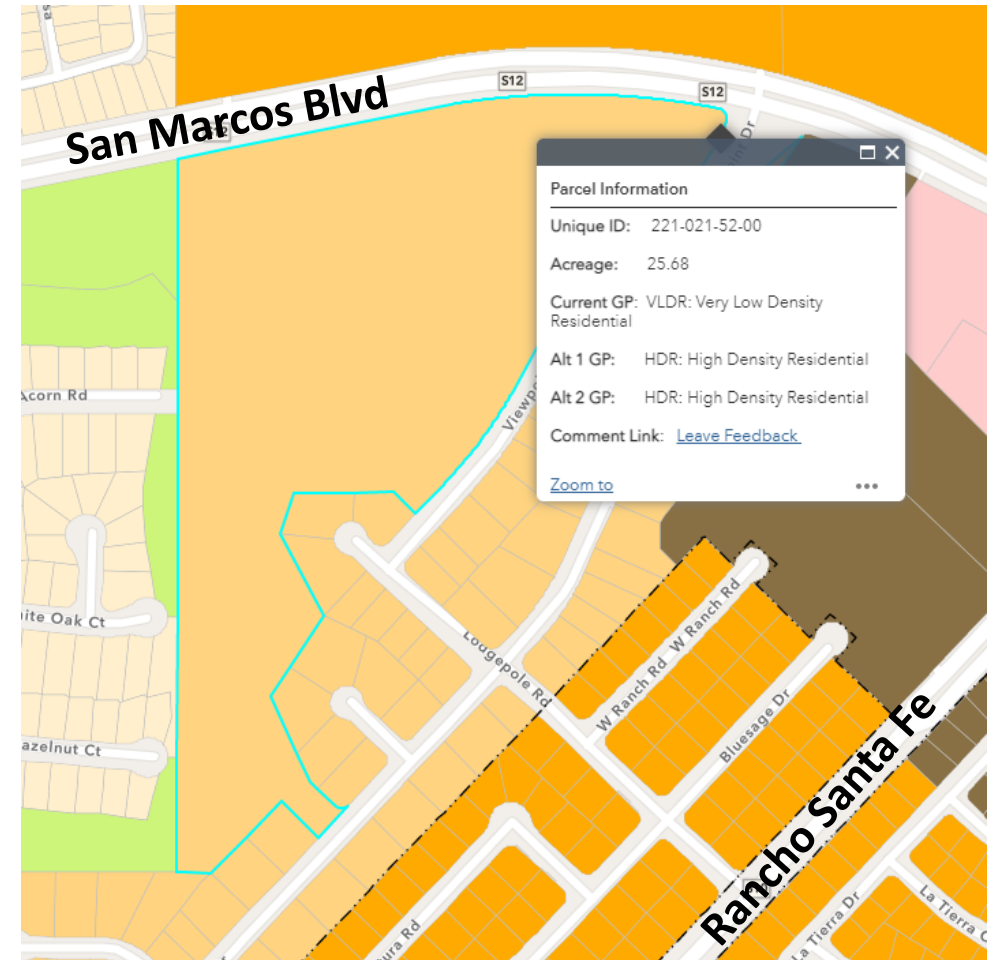
- 64 of the 84 completed unique responses were in response to APN 221-021-52-00 (Laurel Neighborhood)
 - 40 responses prefer to keep the Current GP designation of VLDR
 - 11 responses prefer the site be designated as LDR
 - 13 responses prefer Alternative 1: HDR
 - Concerns relate to traffic, public safety (fire/emergency access), and neighborhood character
 - Staff Recommendation: Keep Current GP designation (VLDR)



What we Heard: Feedback to Staff

Feedback to Staff

- Numerous emails received requesting zoning not be changed
- Concerns relate to traffic, public safety (fire/emergency access), parking, water resources, and neighborhood character
- Staff Recommendation: Keep Current GP designation (VLDR)



What we Heard: Online Surveys

Parcel-Specific Survey

- Other 20 responses involve 9 separate properties
- All requests indicated a preference for higher levels of residential density due to proximity to activity nodes
- Staff will evaluate on a case-by-case basis for consistency with broad community input and land use planning framework

Community Open House Input

- Community open house participation focused on education/answering questions
- General support for ideas put forward in the Alternatives
- Understanding that the City should be in the driver's seat when planning for future growth
- New development seems concentrated in the most logical areas (around transit centers and along corridors)
- Concerns over traffic and infrastructure impacts

Planning Commission Input

- General interest in promoting more flexible land use designations
- Interest to see more corporate campuses but recognize that San Marcos has some geographic limitations
- Desire to promote a higher jobs-housing ratio than shown in both Alternatives (closer to the current ratio)
- Interest in allowing for better transit access but we should not assume that a significant portion of residents will switch to other modes of travel
- General concerns about how new development will impact traffic and infrastructure systems
- Question on how different types of land uses (i.e. residential and auto repair) could work successfully in transitional zones and how a property owner benefits from a transitional designation

Discussion Questions

Density and Intensity

- What type of development do you think San Marcos could benefit more from?
 - i.e.; high density urban development; mixed-use residential and industrial; low density commercial and residential; concentrated urban centers, civic and community centers, etc.?

Land Use Designations

- Do you agree with the recommended consolidation of land use designations? What do you think are the pros/cons of this approach?
- Do the new land use designations proposed represent a desirable future for San Marcos? Are there densities/intensities that are a better fit to guide new development?
- Are there any other types of land use designation refinements/additions you would like to see reflected in the land use map?

Effects of New Growth

- What potential benefits of new growth are of most **interest** to you?

Examples

- Variety in home styles and types
 - Affordable housing options
 - Reducing air pollution (GHGs) from decreased commute trips
-
- What potential aspects of new growth are of most **concern** for you?

Examples:

- New development would look out of place- hinder community identity
- New sources and increased volumes of traffic
- Conservation of open space

Desired Alternative

- When considering the three land use maps presented in the Land Use Alternatives Report (the Current General Plan, Alternative 1: Activity Nodes, and Alternative 2: Corridors), which vision do you feel best represents the future potential for different areas of San Marcos?
- Are there any specific areas within any alternative that should be included/excluded from the final Land Use Map?

Direction of Growth

- As the City grows over time, should the City prioritize:
 - Jobs and economic growth,
 - Housing, or
 - A mix of jobs and housing
- How should the City balance these objectives?

Next Steps

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Next Steps

- Summer 2022: Benchmark Plan
- Fall 2022: Draft Policy Document
- 2023: Environmental Impact Report
- 2023: Public Hearings



Joint City Council/GPAC Meeting

June 16, 2022

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