



# General Plan Advisory Committee Meeting #13

City Hall – Valley of Discovery Room | November 17, 2022



# Meeting Overview

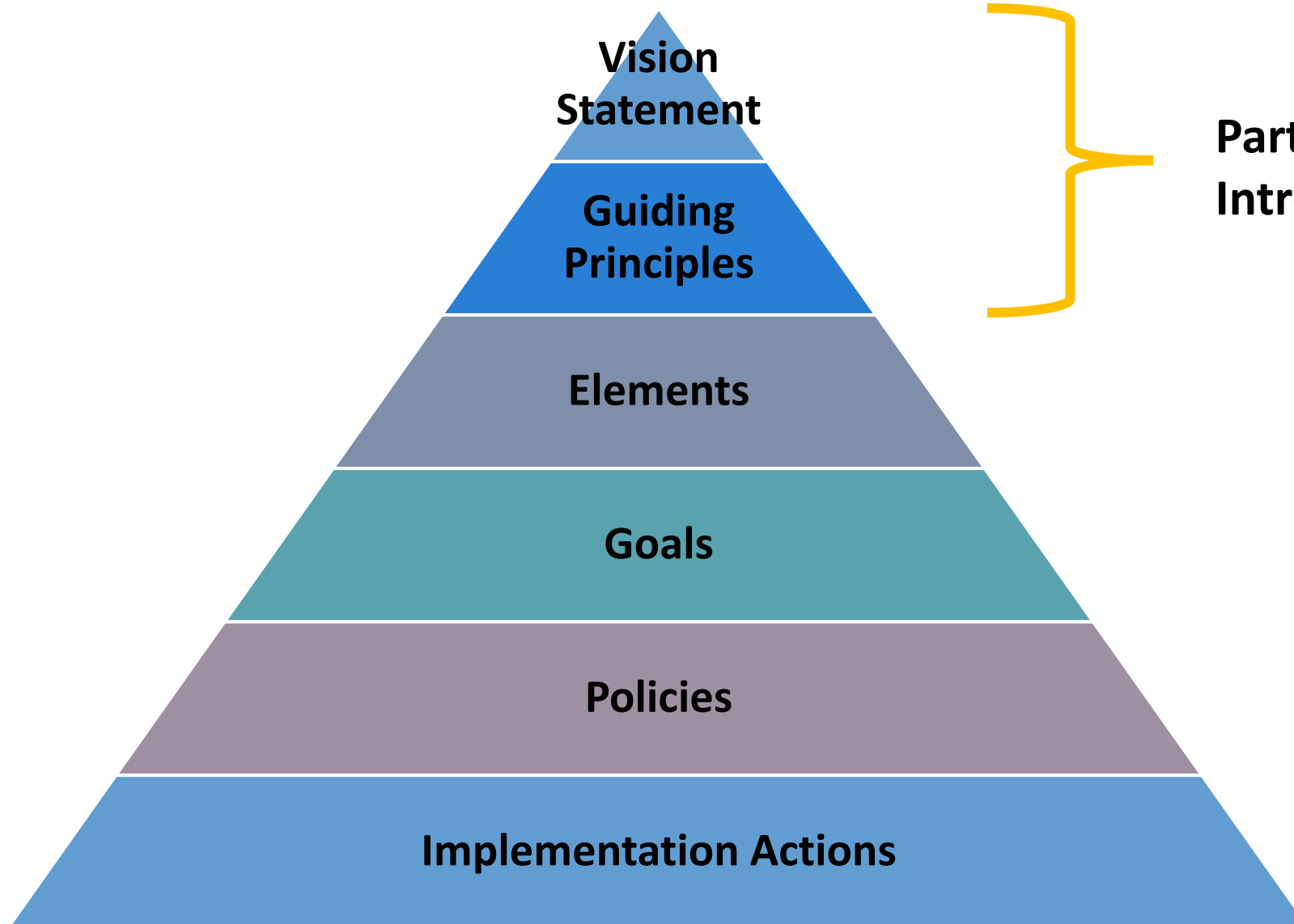
- Attendance
- Presentation: Vision and Guiding Principles
- Public Comment Opportunity #1
- Small Group & Roundtable Discussion
  - Draft General Plan Vision and Guiding Principles
  - Draft General Plan Topic Outline
- Public Comment Opportunity #2
- Chair/Vice-Chair Comments



**SAN MARCOS**  
DISCOVER LIFE'S POSSIBILITIES

# Presentation: Vision and General Plan Outline

# General Plan Context



Part of General Plan Introduction

# Vision Statement and Guiding Principles

## WHAT IS A VISION STATEMENT?

- An image of the future we wish to create
- Succinct description of community principles
- Future-oriented
- Idealistic
- Appropriate
- Inspirational
- Purposeful
- Ambitious

## WHAT ARE GUIDING PRINCIPLES?

- Can be considered community values or priorities
- Basic considerations that should apply to whatever the City does

# Vision Statement Examples

- “Small town, family-friendly atmosphere where we know and care for our neighbors, shop at our local businesses, and enjoy a high quality of life”
- “Every neighborhood will be a desirable place to live because of its walkable streets, range of housing choices, great schools, parks and recreation facilities, and easy access to businesses and services”
- “Downtown and other commercial areas will be vibrant and economically prosperous with a diverse mix of new and expanded businesses that provide a variety of skilled jobs, quality retail, places to gather, be entertained, recreate, and celebrate the community’s history, culture, and diversity”
- “Streets will enable people to get where they need to go safely, efficiently, and cost-effectively on foot, bike, transit, or by vehicle”

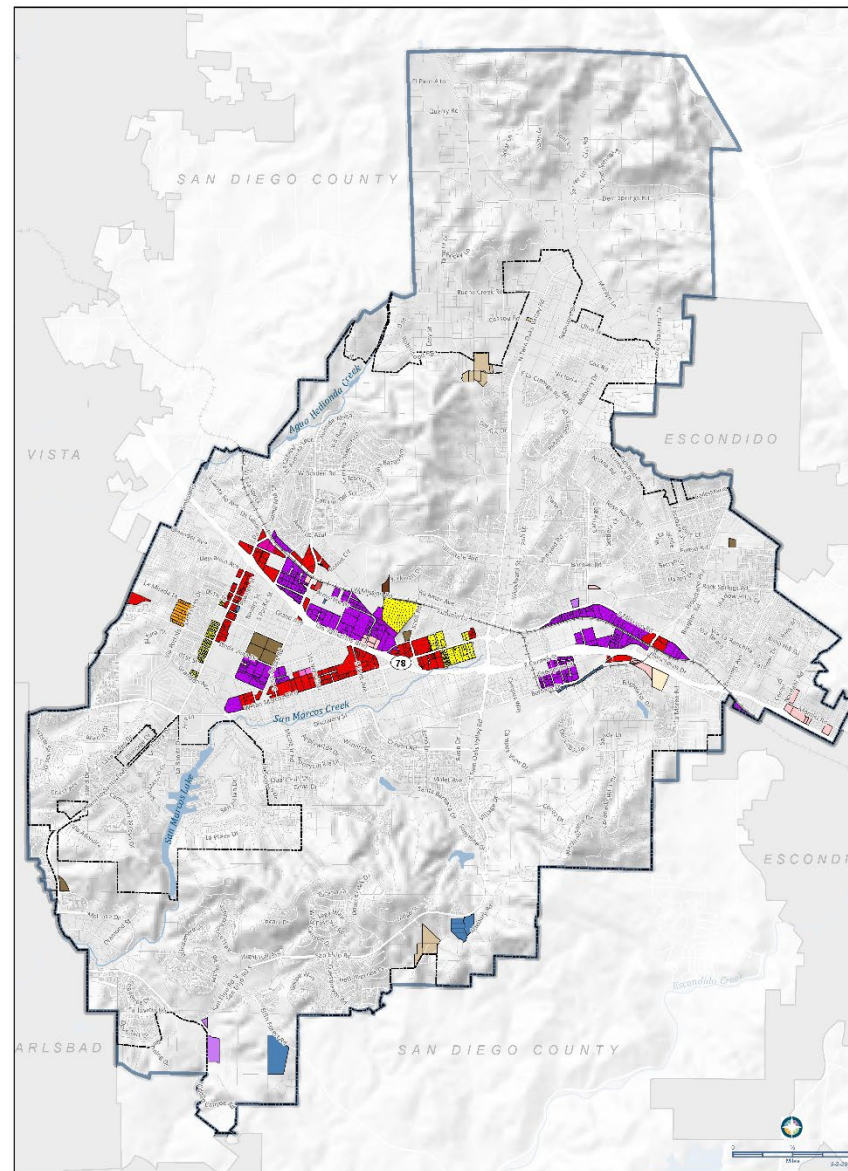
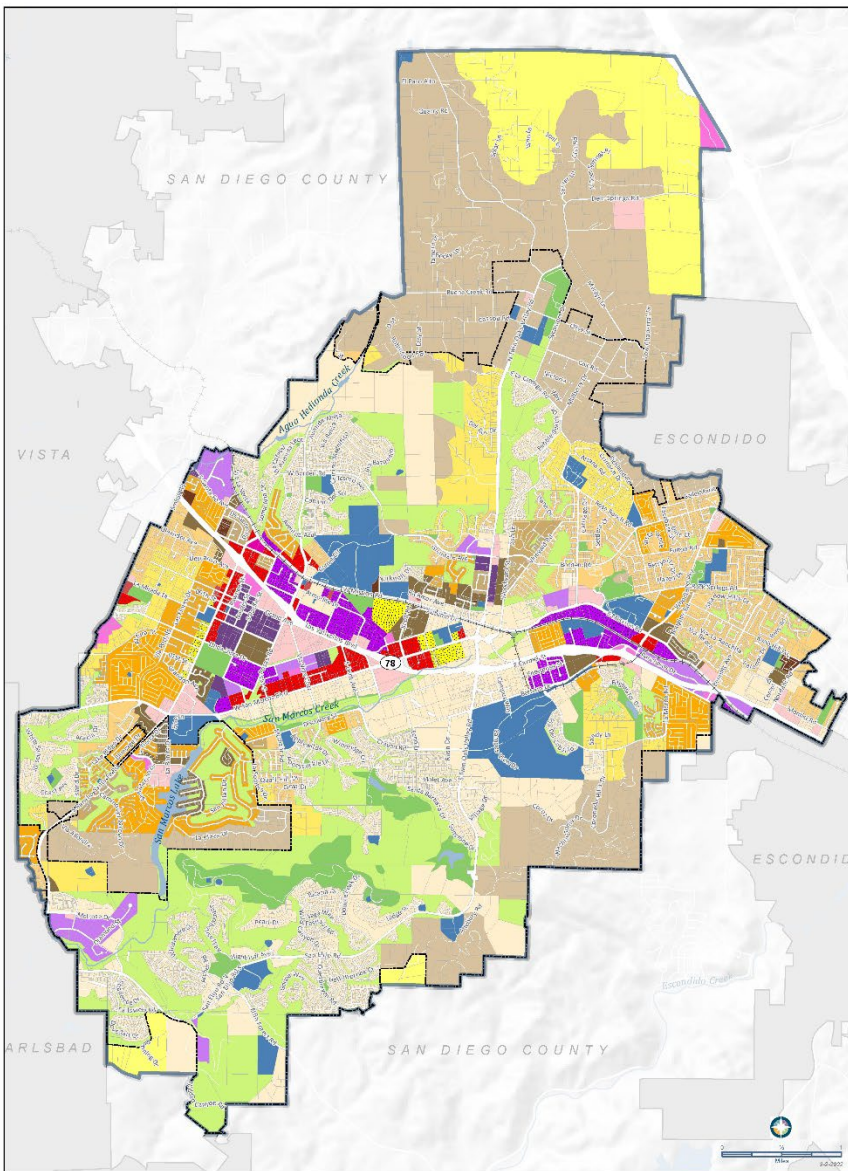
# Draft Proposed Land Use Map

- Land use changes are largely focused in the following types of areas:
  - Around transit centers (within 1/2-mile)
  - At key community gateways
  - Along mobility corridors where visual improvements are highly desirable
  - Where implementation of the Current GP was challenging
  - Where the Current GP was inconsistent with existing (on-the-ground) uses or zoning
- Land use changes were generally avoided in the following areas:
  - Rural/agricultural areas of the community
  - Existing single-family neighborhoods
  - Successful existing shopping centers where commercial uses could be preserved
- Transitional designations are used to identify areas where existing uses can remain, but where different and complementary types of uses may be developed in proximity
- Land use designations were consolidated to provide more flexibility to property owners

# Buildout Snapshot

	Existing Development	Current General Plan	Draft Proposed Land Use Map	Alternative 1	Alternative 2
Units	33,999	42,705	<b>60,762</b>	51,520	68,216
Population	106,304	133,493	<b>185,609</b>	158,776	207,176
Nonresidential SF	17,085,175	24,163,770	<b>25,312,696</b>	23,957,352	26,052,537
Jobs	35,362	53,384	<b>59,227</b>	51,039	60,990
Jobs/Housing Ratio	1.04	1.25	<b>0.97</b>	0.99	0.89





- Draft Proposed Land Use Map to be reviewed by the Planning Commission in December and the Council in early 2023
- Based on City Council direction, an environmental review will be prepared for the Draft Proposed Land Use Map (inclusive of any City Council modifications)

# Draft Vision Statement and Principles

## VISION STATEMENT

San Marcos is a place people are proud to be from and an exciting place to start a new adventure. The City is an inviting destination for visitors, new residents, and companies seeking opportunities to grow—personally and professionally. It is a cooperative community that values and actively supports existing residents and businesses. The City honors its agricultural history while planning for a vibrant future. It celebrates its unique qualities, fosters new ideas, and has something to offer everyone. Diversity, equity, and inclusion are essential to San Marcos.

Established residential neighborhoods and enticing local shopping, dining, cultural, and entertainment options support **Distinctive Experiences** for people living, working, and visiting San Marcos. Notable **Open Spaces** offer plentiful outdoor recreation opportunities. San Marcos is a powerful **Education Hub** which provides cutting edge lifelong learning opportunities. The City serves as a **Business Launchpad** by attracting a talented and educated work force and innovative businesses. It prioritizes **Sustainable Growth** and provides a range of housing choices to meet the needs of current and future residents.

San Marcos is a place to thrive, be inspired, realize your dreams, roll up your sleeves, and kick off your shoes. A place to lay down roots and build community. Community is not just a place, but a feeling. San Marcos residents feel safe, supported, and know they belong.

## Guiding Principles

- Distinctive Experiences
- Open Spaces
- Education Hub
- Business Launchpad
- Sustainable Growth

# Current and Proposed Element Organization

Current General Plan	Proposed General Plan
Introduction	Introduction
Land Use and Community Design	Land Use
	Community Design
Conservation Open Space Parks, Recreation and Community Health	Resource Management
Environmental Justice	Environmental Justice
Mobility	Mobility
Public Safety	Public Safety
Noise	
--	Community Facilities
--	Economic Development
--	Fiscal Sustainability
Housing	Housing

# Content of General Plan Elements

## **GOALS**

Affirmative statement of desired future conditions, regarding a particular topic in the community, toward which effort and resources must be directed.

## **POLICIES**

Statements, usually starting with a verb, that guide decision-making and specify an intended level of commitment to a subject.

## **ACTIONS**

Implementation steps to ensure goals and policies are carried out.

# Proposed Element Content

## Land Use

- + Balanced Distribution of Land Uses
- + Land Use Compatibility
- + Growth Management
- + Revitalization
- + Mixed-Use Nodes/Activity Centers
- + Places of higher education
- + Specific Plans
- + Sustainable Development

## Community Design

- + Image and Identity
- + Placemaking
- + Design Quality
- + Gateways
- + Streetscapes
- + Neighborhoods
- + Historic Resources
- + Cultural Resources

# Proposed Element Content

## Resource Management

- + Air quality, climate change, and energy
- + Cultural resources, including the City's important historic places and structures
- + Ecological and Biological resources
- + Energy and mineral resources
- + Open space areas and preserves
- + Parks and recreation facilities programs
- + Recreational trails
- + Scenic vistas and landforms
- + Conservation

## Environmental Justice

- + Pollution exposure and air quality
- + Access to public facilities
- + Healthy food access
- + Safe and sanitary homes
- + Physical activity
- + Civil engagement

# Proposed Element Content

## Mobility

- + Local Roadway Network
- + Regional Connections
- + Pedestrian Facilities
- + Bicycle Facilities
- + Transit
- + Parking
- + Goods Movement (i.e., truck routes)
- + Congestion Management
- + Inter-jurisdictional Consistency
- + Traffic Generation in Neighboring Jurisdictions
- + Freeway Crossings and Access
- + Land Use and Transportation Planning
- + Traffic calming and safety

## Public Safety

- + Natural geologic hazards
- + Flooding hazards
- + Fire hazards
- + Hazardous materials
- + Emergency preparedness/neighborhood safety
- + Climate change and resiliency planning
- + Noise (mobile, stationary, and neighborhood noise sources and sensitive receptors)

# Proposed Element Content

## Economic Development

- + Economic Vitality of the Community
- + Business Development Opportunities
- + Retail Sector Growth and Competitiveness
- + Employment Opportunities and Related Development
- + Jobs-Housing Balance
- + Institutional Capacity
- + Regional Destinations
- + Local Destinations

## Fiscal Sustainability

- + Diversification of revenue sources
- + Cost recovery
- + Public/private partnerships
- + Balanced budgets
- + Reserve funds
- + Debt limitations
- + Financial asset management



# Proposed Element Content

## Community Facilities

- + Water supply
- + Wastewater
- + Flood control
- + Recycling and Solid waste collection and disposal
- + Storm drainage and water quality
- + Police and fire protection
- + Lifelong learning
- + Civic services and functions
- + Public work maintenance
- + Health care
- + Child care
- + Libraries, cultural, and community facilities

## Housing

- + No Change (adopted and certified by the California Department of Housing and Community Development in 2021)

# Next Steps

- Preparation of Draft General Plan Policy Document
- Focused Zoning Ordinance Update
- Environmental Review
  - Notice of Preparation of an Environmental Impact Report
  - Scoping Meeting
  - Draft Environmental Impact Report
  - Final Environmental Impact Report
- Public Review of Draft Documents (45 days)
- Public Hearings

# Small Group Discussion



# Small Group Discussion: Vision Statement

1. Does the Community Vision Statement and Guiding Principles accurately reflect community input?
2. Does the Community Vision Statement and Guiding Principles accurately reflect the Draft Proposed Land Use Map?
3. Are there any key phases that you feel especially embody the future of San Marcos?
4. Are there any words or phrases that you feel do not present the vision of the community?
5. Are the headers for the Guiding Principles clear and relevant?
6. Is anything missing?

# Small Group Discussion: General Plan Content

- Are the topic areas consistent with the General Plan Vision Statement and Guiding Principles?
- Are there any topics not listed that should be included?
- Are there any topics included that are not relevant to San Marcos?