

General Plan Update Overview

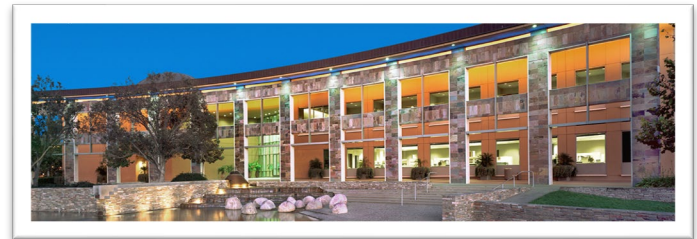
What is a General Plan?

The General Plan serves as a guiding document for achieving the community's long-term vision. Topics include land use, economic development, mobility, open space, conservation, noise, housing, public safety, and environmental justice.

Why is the City Updating its General Plan?

Proactive planning places the City in the driver's seat when it comes to future decisions. Evaluating potential land use changes is a key part of planning for the future of San Marcos. An updated land use plan that accommodates new growth in strategic areas can help the City achieve other goals like providing more attainable housing options and improving air quality by bringing jobs, housing, goods, services, and transportation options closer together.

Things change over time, as can be seen in these two photos of City Hall. The General Plan enables the City to proactively prepare for these changes.



Where We've Been

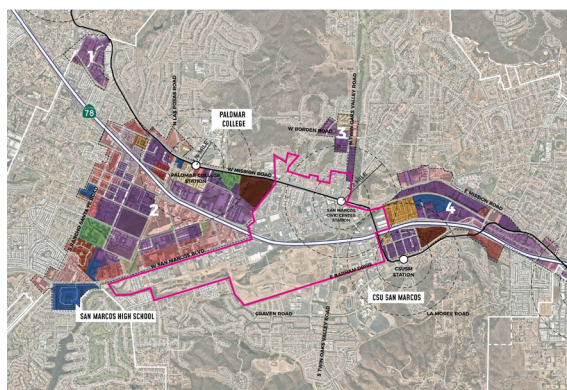
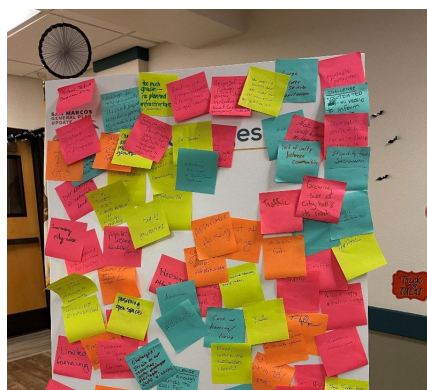


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Land Use Alternatives Report

The Land Use Alternatives Report presents different ways that the City could change over time. It can be used by the community, stakeholders, and elected and appointed officials to help understand how potential land use changes relate to new development opportunities, economic growth, fiscal sustainability, mobility trends, and infrastructure needs.

| Alternative | Description | Goals |
|-------------------------------|---|---|
| Current General Plan | Continues to allow for limited growth over existing conditions, primarily in areas designated for Specific Plans. | Continue with “business as usual”; maintain current process of considering land use change applications on a case-by-case basis. |
| Alternative 1: Activity Nodes | Focuses new growth in areas around the community’s existing and planned activity centers, including light rail transit stations, places of higher education, and key intersections. | Walkable neighborhood districts, less vehicle miles traveled, diverse housing choices, mixed-use buildings, higher density, protect existing residential neighborhoods. |
| Alternative 2: Corridors | Focuses new development not only along, at, and around activity nodes, but also along the corridors. | Expanded housing choices, expanded employment opportunities, mixed-use districts, higher density districts, expanded support for public transit, provide safe transit corridors, greater residential development. |



Next Steps

Where We Are Now

Review of Alternatives (Summer 2022)

- Online surveys (general survey and parcel-specific survey)
- Two in-person open houses
- Pop-up events
- Briefings to the GPAC, Planning Commission and City Council, and stakeholder groups
- Planning Commission workshop
- Joint City Council/GPAC workshop
- Review of public comments provided directly to Staff

Where We Are Going

Preparation of the Policy Document and Environmental Review (Post Summer 2022)

- Refining with the community via workshops
- Check-in with Council
- Conduct technical environmental analysis of land use plan (transportation, noise, infrastructure, air quality, and GHG studies)
- Share General Plan and EIR with the public for comments
- Review at series of public hearings with PC and CC