



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

Summer 2021 Fall 2021 **Winter 2021** January 2022 Spring 2022

Evaluated Patterns and Trends

- Existing Conditions Report evaluated current development patterns
- Market Conditions Analysis considered past and future market trends

Communitywide Visioning Workshops (in person and online)

- #1: Identified areas of the City that warranted special attention
- #2: Solicited input on types of desirable development
- #3: Discussed areas where mobility improvements are needed

Input from Property Owners

Received 14 land use change requests

Input from the GPAC

- Validation of input from community visioning workshops
- Feedback on land use designations and opportunity areas

Preparation of Alternatives for Review

- Consolidation of feedback into 2 potential alternatives for discussion
- Consideration of key issues and opportunities
- Preliminary analysis of impact of alternatives
- Preparation of Land Use Alternatives Report to summarize ideas

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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 parcelspecific 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
- 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 of public comments provided directly Review at series of public hearings with PC and CC