

City of San Marcos | General Plan Update

MEMO

To: San Marcos General Plan Advisory Committee

From: General Plan Consultant Team

Date: Thursday, January 13, 2021

Re: Visioning Workshops 1 and 2 Summary – Working File

This memo includes a working summary (in progress) of Visioning Workshops 1 and 2, inclusive of all input received from participants. It includes appendices with data from each workshop. This memo will be updated to include Workshop 3 and formatted into a San Marcos General Plan Update Community Visioning Workshops Summary document.

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1. OVERVIEW

General Plan Update

The City of San Marcos (City) has started preparing the San Marcos General Plan Update and Environmental Impact Report. The General Plan Update is guided by public input and lays out long-range goals and objectives for San Marcos' future growth. It is intended to present a vision for the future that serves the residents' economic, recreational, and community needs. The General Plan Update process began at the end of 2019 but was temporarily suspended from early-2020 to mid-2021 due to the COVID-19 pandemic. The City relaunched the project in mid-2021.

Community Outreach

Community outreach and public input are fundamental to the General Plan Update. The purpose for community outreach and public participation is to ask San Marcos residents for meaningful and comprehensive feedback to make sure the General Plan Update presents a shared vision for the community. Guided by the Community Engagement Plan, the City conducted a series of Community Visioning Workshops. The first workshop focused on Vision and Values. Prior to pausing the project due to the COVID-19 pandemic, the City hosted this first workshop in March 2020. However, once the General Plan Update was relaunched, the Community Visioning Workshop series was also restarted and the first workshop was largely repeated in October 2021. The second and third workshops were held in November and December 2021 and focused on Land Use and Community Design and Mobility, respectively. In addition to the interactive workshops, participants were encouraged to complete an online survey hosted in English and in Spanish. The survey will be included in the final summary of feedback.

This working memorandum summarizes feedback from Workshops 1 and 2; a summary of Workshop 3 (focused on Mobility) is in progress and will be reflected in the final summary of feedback. There were approximately 240 participants in the workshops. Feedback was provided through activities such as Post-it note brainstorming, mapping and visioning exercises, interactive polling, and comment cards.

For the General Plan Update, the primary opportunities for public input to meaningfully inform the project team's work are:

1. Developing a General Plan Vision alongside the City and project team for the General Plan Update.
2. Identifying values, challenges, and opportunities relating to key community issues including transportation, land use, housing, infrastructure, community character, and services.
3. Providing input on land use alternatives and General Plan policies.
4. Providing input on the Environmental Impact Report.

Outreach Objectives

1. Conduct an open and transparent process based International Association of Public Participation (IAP2) principles.
2. Engage the full spectrum of San Marcos community members, residents, business owners, landowners, and other stakeholders in the General Plan Update process.
3. Seek inclusion of diverse community voices.

4. Increase public understanding of the General Plan, its importance to San Marcos communities and its role in shaping the future.

Advertisement

Information for all of the Community Visioning Workshops was posted on the San Marcos General Plan Update website (<https://sanmarcos.generalplan.org/>), advertised on the City of San Marcos Facebook page and other social media accounts, through press releases, and sent in a bilingual direct mailer to every household and business in San Marcos (see Appendix A). Flyers were also made available at the San Marcos Street Fair, San Marcos Elementary Health Fair, and City Hall public counter.

Engagement

- Workshop information was shared with 37,087 households and businesses.
- Over 240 people attended the workshops.
 - Workshop 1 (2020): 62 attendees
 - Workshop 1 (2021): 68 attendees
 - Workshop 2: 65 attendees
 - Workshop 3: 45 attendees
- All workshops included Spanish translation services.

2. COMMUNITY VISIONING WORKSHOPS

Overview

The Community Visioning Workshops focused on Vision and Values, Land Use and Community Design, and Mobility. Each workshop was held in the evening and took place in various locations throughout San Marcos. Spanish translation was provided at each meeting. Each workshop included brainstorming or polling, small group breakout discussions, and mapping activities. Please refer to **Table 1** below for workshop topics, dates, and locations.

Table 1: Workshops Information		
Workshop	Date/Time	Location
Workshop 1 (2020) – Vision and Values	March 11, 2020, 6-8 p.m.	San Marcos Senior Activity Center 111 Richmar Avenue, San Marcos CA 92069
Workshop 1 (2021) – Vision and Values	October 25, 2021, 6-8 p.m.	San Marcos Senior Activity Center 111 Richmar Avenue, San Marcos CA 92069
Workshop 2 – Land Use and Community Design	November 16, 2021, 6-8 p.m.	San Elijo Recreation Center 1105 Elfin Forest Road, San Marcos CA 92078
Workshop 3 – Mobility	December 2, 2021, 6-8 p.m.	San Marcos Community Center 3 Civic Center Drive, San Marcos CA 92069

Workshop 1 – Vision and Values

The first workshop focused on Vision and Values and was first held in March 2020 as part of the original work effort; immediately following this workshop, the City placed the General Plan Update on a temporary hold. Input from Workshop 1 (2020) can be found in **Appendix B**.

The Vision and Values workshop was repeated on October 25, 2021 from 6-8 p.m. at the San Marcos Senior Activity Center. The focus of this workshop was to provide information on the General Plan Update and gather input from residents on what they value in San Marcos, what they see as challenges, and their visions for the future.

A total of 68 residents attended and provided comments, questions, and visions for San Marcos. The workshop was held in English with Spanish translations available through a translator using headsets.

The workshop was conducted in an interactive format that included a presentation, three activities, and a discussion. As participants entered the workshop, they signed in and provided contact information for future communications then sat in groups at tables. The workshop opened with an introduction of the project team, an overview of the General Plan Update and outreach process, and ways participants could provide input. The project team then facilitated three activities followed by a discussion. All input received during Workshop 1 (2021) can be found in **Appendix C**.

Workshop Objectives

1. Increase public understanding of the General Plan, its importance to San Marcos communities, and its role in shaping the future.
2. Learn about community assets and challenges in San Marcos and how community members envision San Marcos in 20 years.
3. Gather meaningful community input, ideas, and feedback to shape the vision, alternatives, and policies included in the General Plan Update.

Workshop Activities

Activity 1: Assets and Challenges

This activity enabled participants to identify assets and challenges in the city of San Marcos. Post-it notes were placed on tables throughout the room. Two boards titled “Community Assets” and “Potential Challenges” were placed near the front of the room. Participants were asked to identify one idea or word per Post-it note. The project team then placed the notes on the appropriate board and reported back on key themes to the larger group.

For Activity 1, participants were prompted with the following questions:

- What Are Community Assets in San Marcos?
 - What are your favorite things about your City?
 - Why did you move here and why do you stay?
 - What do you value most?
 - What are important aspects of the neighborhood’s culture and traditions?
- What Are Potential Challenges of San Marcos?

- What are the biggest challenges in the City today?
- What obstacles are currently facing the neighborhood?

Key Assets Include

- Parks, greenspace, trails, and open space throughout the City.
- Retail and restaurants.
- Education, from preschool to college.
- The sense of community, from local relationships to neighborhood design.

Key Challenges Include

- Neighborhood traffic and freeway access.
- Accommodate for population growth.
- Focus on growth planning and development that maintains neighborhood character.
- Economic development, including jobs and workforce development.

Activity 2: Visions

For this first part of Activity 2, participants gathered in groups of 5-6 people at each table. The project team asked participants to think about what they would like to see in San Marcos in the future. Each table identified a recorder to take notes on a flipchart, and participants brainstormed to identify key themes, words, and phrases to describe how they envision San Marcos in 20 years.

The following visioning themes emerged from this activity:

- Diverse economic opportunities including balance of housing, business, and recreation.
- Focus on community, diversity, equity, and safety.
- Diverse housing opportunities (affordable housing for younger generations and senior living).
- Transit oriented development that is accessible.
- Preserve and maintain parks and open spaces.

Activity 3: Community Mapping

For Activity 3, each table had large maps of San Marcos in addition to blue, red, and green markers. Participants used blue markers to identify areas that should be preserved and protected, red markers to highlight areas that need special attention, and green markets to identify important roadways and corridors. Refer to **Appendix C** for all exhibits from the Community Mapping activity.

While there was variation across each group, participants identified the following:

- **Areas to be Preserved/Protected:** Open space conservation areas and historic, low-density neighborhoods to retain existing neighborhood characteristics.
- **Areas that Need Special Attention:** Areas along major corridors, including San Marcos Boulevard and Rancho Santa Fe Road.
- **Important Roadways:** San Marcos Boulevard, Twin Oaks Valley Road, Mission Road, and Rancho Santa Fe Road.

Figure 1 below provides an overview of areas identified by participants during the mapping activity.

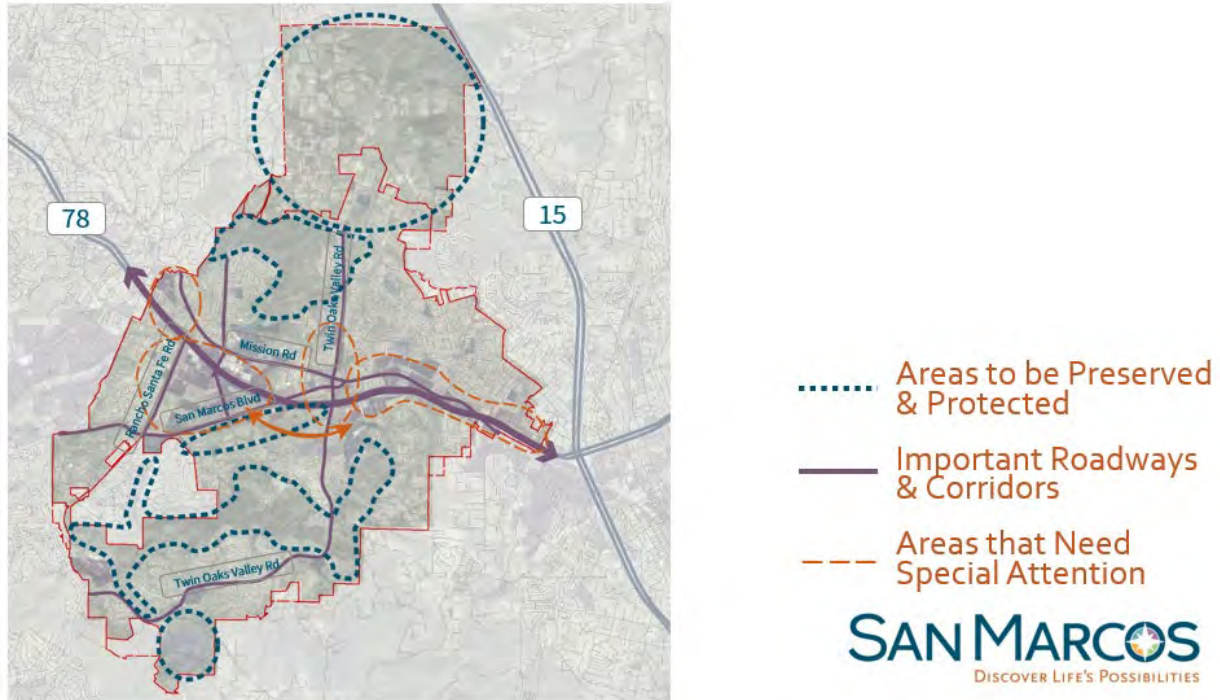


Figure 1: Summary of Workshop 1 Mapping

Workshop 2 – Land Use and Community Design

The second workshop was held on November 16, 2021 from 6:00 – 8:00 PM at the San Elijo Recreation Center. The focus of this workshop was to provide information on the General Plan Update and engage residents on land use and community design in San Marcos.

A total of 65 residents attended and provided comments, questions, and recommendations for land use and community design in San Marcos. The workshop was held in English with Spanish translations available through a translator using headsets.

The workshop was conducted in an interactive format that included a presentation, three activities, and a discussion. As participants entered the workshop, they signed in and provided contact information for future communications then sat in groups at tables. The workshop opened with an introduction of the project team, an overview of the General Plan Update and outreach process, and ways participants could provide input. The project team then facilitated three activities followed by a discussion. All input received during Workshop 2 can be found in **Appendix D**.

Workshop Objectives

1. Increase public understanding of the General Plan, its importance to San Marcos communities, and its role in shaping the future.
2. Learn from community members about the priority areas for development, preferred types of development, and solutions to priorities related to housing in San Marcos.
3. Gather meaningful community input, ideas, and feedback to shape the vision, alternatives, and policies included in the General Plan Update.

Workshop Activities

Activity 1: Poll Everywhere

Activity 1 used Poll Everywhere, an interactive online polling platform, to ask participants questions about housing and land use in their community. The questions were projected on a screen in the room and participants responded using their phones. The responses were displayed on the screen in real time which facilitated the report back after each question and discussion. Poll Everywhere results from Workshop 2 are included in **Appendix D**.

Participants were asked for input on the relevancy of land use and community design goals outlined in the City's current General Plan adopted in 2012.

The current General Plan goals are listed below:

1. Achieve a balanced distribution and compatible mix of land uses to meet the present and future needs of all residents and the business community.
2. Promote development standards and land use patterns that encourage long-term environmental sustainability.
3. Develop land use patterns that are compatible with and support a variety of mobility opportunities and choices.
4. Promote San Marcos as the educational center of North County while creating a greater synergy between the business community and its academic institutions.
5. Promote community design that produces a distinctive, high-quality built environment with forms and character that create memorable places and enrich community life.
6. Maintain a supportive business climate and a healthy, sustainable economy to retain and attract high quality businesses and create additional employment opportunities.
7. Direct and sustain growth and expansion in areas of San Marcos that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Participants were also asked a series of questions on development focal areas, priorities, and preferences. After each question, the project team would report back to the larger group and discuss the responses.

Key Themes

- Most participants agree that the goal of promoting development standards and land use patterns that encourage long-term environmental sustainability is still very relevant.
- Most participants agree that the goal to promote community design that produces a distinctive, high-quality built environment with forms and character that create memorable places and enrich community life is still very relevant.
- Approximately half of the participants noted that the goal to promote San Marcos as the educational center of North County while creating a greater synergy between the business community and its academic institutions is still very relevant, while half noted the goal as still relevant but could be refined.

Activity 2: Visual Preferences (Dot Polling)

For Activity 2, boards with different development types were placed around the room and participants were given 24 dot stickers to place on images of development types they can envision in San Marcos. Development types included Medium Density Residential; High Density Residential; Student Housing/Young Professional; Residential/Retail Mixed-use; Retail; Office/Commercial Mixed-use; Office; Flexible Industrial & Tech; Research & Development; Public Facility; Streetscape; Plaza/Parklet; Pocket Park; and Trails.

Key Themes

A total of 968 dots were used in this activity. While Trails, Plaza/Parklet, Streetscapes, and Pocket Parks were identified as top priorities for participants, the following types were identified as the most important land use categories:

1. Public Facility: 84
2. Medium Density Residential: 63
3. Residential/Retail Mixed Use: 59
4. High Density Residential: 52

Activity 3: Community Mapping

For Activity 3, participants gathered in small groups and reviewed two maps of focus areas in San Marcos (Transit Corridor Character Map and San Marcos City Core Map), placing land use stickers on locations on the maps.

After the activity, the project team reported back on key themes identified by participants to the larger group.

In total, there were 180 stickers placed on the San Marcos City Core Map. Listed below are the total number of stickers for each development type that were placed on the maps:

- Streetscape: 33
- Pocket Park: 27
- Trails: 21
- Student Housing: 14

- Retail: 12
- Residential/Commercial Mixed Use: 10
- Office/Commercial: 9
- Medium Density Residential: 9
- Public Facility: 7
- High Density: 7
- Research & Development: 6
- Plaza/Parklet: 6
- Office: 4
- Flexible Industrial & Tech: 4
- Other: 11

The maps identified different areas within the San Marcos City Core Area (University District, Civic Core Area, San Marcos Creek District, Palomar College, and Richmar). The land use and design categories are broken down by each area below:

- A total of 40 stickers were placed on the **University District**. The top responses were Pocket Park (6), Streetscape (5), and Student Housing (5).
- A total of 27 stickers were placed within the **Civic Core Area**. The top responses were Student Housing (6), Trails (5), and Streetscape (5).
- A total of 24 stickers were placed on the **San Marcos Creek District**. The top responses included Streetscape (9), Residential/Commercial Mixed Use (5), and Pocket Park (4).
- A total of 19 stickers were placed on the area surrounding **Palomar College**. The top categories included Retail (4), Residential/Commercial Mixed Use (3), Plaza/Parklet (2), Trails (2), and Pocket Park (2).
- A total of 17 stickers were placed in the **Richmar** area. The top categories included Streetscape (4), Pocket Park (2), and Retail (2).

The area of CSU San Marcos received the smallest number of stickers (5 stickers). Areas on the map that were not labeled received 48 stickers. The development types that received the most stickers in the unlabeled areas are Streetscape (9), Pocket Park (4), High Density Residential (4), and Other (9).

All mapping responses from Workshop 2 are provided in **Appendix D**.

Appendix A | General Plan Update

Mailer

Restart of our Comprehensive General Plan Update!

In order to best support our community through the COVID-19 pandemic, and to appropriately assess the changes to our world resulting from this event, the General Plan Update project was temporarily suspended from early-2020 through mid-2021. Now, as our community continues to emerge from the pandemic, it's more important than ever to plan carefully for the future of our City.

The General Plan serves as the guiding document for achieving the community's vision, and the General Plan Update process will provide residents and businesses with the opportunity to help shape the future of our City. The General Plan provides policy direction related to land use, community design, mobility, open space, natural resources, economic development, public safety, infrastructure, and more.

For more information visit the project website at:

SanMarcos.GeneralPlan.org



On the website, you can:

- + Submit a parcel land use change request (accepted now through Dec. 23, 2021)
- + Read commonly asked questions and answers
- + Learn about community meetings and events
- + Review draft work products as they are prepared
- + Register your contact information for future notifications
- + Send the project team a comment

Attend an Upcoming Workshop

We need insight from community members like you!

Workshop #1: Vision and Values

Monday, October 25, 2021, 6-8 p.m.

San Marcos Senior Activity Center

111 Richmar Avenue, San Marcos CA 92069

Workshop #2: Land Use and Community Design

Tuesday, November 16, 2021, 6-8 p.m.

San Elijo Recreation Center

1105 Elfin Forest Road, San Marcos CA 92078

Workshop #3: Mobility

Thursday, December 2, 2021, 6-8 p.m.

San Marcos Senior Activity Center

111 Richmar Avenue, San Marcos CA 92069

Workshop days, times, and locations are subject to change based on public health and safety protocols. Check SanMarcos.GeneralPlan.org prior to each meeting to confirm this information.

Reinicio de la actualización de nuestro Plan General Integral

Con el fin de apoyar mejor a nuestra comunidad durante la pandemia COVID-19, y para evaluar adecuadamente los cambios en el mundo como resultado de este evento, el proyecto de Actualización del Plan General fue suspendido temporalmente desde principios de 2020 hasta mediados de 2021. Ahora, mientras nuestra comunidad continúa emergiendo de la pandemia, es más importante que nunca planificar cuidadosamente el futuro de nuestra Ciudad.

El Plan General sirve como documento guía para lograr la visión de la comunidad, y el proceso de actualización del Plan General proporcionará a los residentes y negocios la oportunidad de ayudar a dar forma al futuro de nuestra Ciudad. El Plan General proporciona una dirección política relacionada con el uso del suelo, el diseño de la comunidad, la movilidad, los espacios abiertos, los recursos naturales, el desarrollo económico, la seguridad pública, la infraestructura y mucho más

Para más información, visite el sitio web del proyecto en

SanMarcos.GeneralPlan.org

En el sitio web, puede:

- + Presentar una solicitud de cambio de uso del suelo de un terreno (se aceptan desde ahora hasta el 23 de diciembre de 2021)
- + Leer las preguntas y respuestas más frecuentes
- + Informarse sobre las reuniones y eventos de la comunidad
- + Revisar los borradores de las reuniones de trabajo a medida que se preparan
- + Registrar su información de contacto para futuras notificaciones
- + Envíe un comentario al equipo del proyecto

SAN MARCOS
ACTUALIZACIÓN DEL
PLAN GENERAL



Asistir a un taller comunitario

Necesitamos la opinión de la comunidad y personas como usted.

Taller #1: Visión y Valores

Lunes, 25 de octubre de 2021, de 6 a 8 p.m.

Centro de actividades para personas mayores de San Marcos

111 Richmar Avenue, San Marcos CA 92069

Taller #2: Uso de la tierra y diseño de la comunidad

Martes, 16 de noviembre de 2021, 6-8 p.m.

Centro de Recreación San Elijo

1105 Elfin Forest Road, San Marcos CA 92078

Taller #3: Movilidad

Jueves, 2 de diciembre de 2021, 6-8 p.m.

Centro de actividades para personas mayores de San Marcos

111 Richmar Avenue, San Marcos CA 92069

Los días, horarios y lugares de los talleres están sujetos a cambios basados en los protocolos de seguridad y salud pública. Consulte SanMarcos.GeneralPlan.org antes de cada reunión para confirmar esta información.

Appendix B | General Plan Update

Workshop 1 (2020) Input Received

Activity 1: Assets and Challenges

Activity 2: Visions

Activity 3: Community Mapping

Workshop 1 Assets

Schools/Education

1. Schools
2. Schools
3. Great schools
4. Great schools
5. Good schools
6. Good schools
7. Good schools
8. Schools are good
9. School system
10. Schools (public)
11. Strong public schools
12. Quality public schools
13. SM High
14. Schools and universities
15. Colleges/schools (Palomar, Cal State SM, quality of district schools)
16. University
17. University/higher education
18. Colleges and universities
19. School district & CSUSM
20. CSUSM
21. CSUSM
22. CSUSM
23. CSUSM
24. CSUSM
25. Cal State San Marcos
26. CSU San Marcos
27. CSUSM and Palomar Community College
28. Cal State San Marcos & Palomar College
29. Palomar College
30. Educational institutions
31. Good educational institutions
32. Education hub
33. Education hub
34. Educational opportunities
35. Education
36. Education hub (CSUSM, Palomar college, SMUSD, Pima)

Parks, Trails, and Open Space

1. Parks
2. Parks
3. Parks
4. Parks
5. Parks

6. Parks
7. Parks
8. Parks
9. Parks (ranger living on the grounds)
10. Parks are great
11. Beautiful parks
12. Double Peak Park
13. Star nights at Double Peaks
14. Discovery Park and Lake
15. Discovery Lake
16. Walnut Grove Park
17. Sunset Park
18. Parks and trails
19. Parks and trails
20. Parks and trails
21. Parks and trails
22. Parks and trails
23. Parks and trails
24. Well maintained trails and parks
25. Trail system and parks
26. Trails
27. Trails
28. Trails
29. Trails
30. Trails – good balance of nature trails vs. businesses
31. Trail system
32. The trail system is fantastic
33. Trails recreation
34. Trails historic recognition
35. Beautiful trails
36. Nature trails
37. Hiking trails
38. Hiking trails
39. Hiking opportunities
40. Activities (hiking areas)
41. Open space (hiking trails)
42. Hiking
43. Hike and bike paths
44. Cycling trails
45. Numerous parks and walking trails
46. Walking trails
47. Walking trails
48. Trails for pedestrians and equestrians
49. Equestrian friendly
50. Parks, trails, and open spaces
51. Quality parks and open space

52. Open space
53. Open space
54. Open space
55. Open space nature
56. Agriculture
57. Agriculture
58. Natural systems
59. Wildlife habitat
60. Natural beauty

Recreation

1. Youth areas
2. Youth sports
3. Softball
4. Golf courses
5. Pickleball courts

Location/Mobility

1. Location
2. Central in north county
3. Access to urban cities/urban centers
4. Access to San Diego
5. Close to the coast
6. Walking access to services/amenities
7. Walkable neighborhoods
8. Walkable small-scale community
9. Clean city
10. Clean
11. Clean
12. Lack of congestion space
13. Quiet
14. San Marcos is well organized and maintained
15. Controlled land development – not too overpopulated
16. Ability to truly live, work, and play here

Weather

1. Weather
2. Good weather
3. Weather and outdoor activities
4. We moved here for the weather and the schools
5. Climate

Safety and Housing

1. Safety
2. Safety
3. Safe
4. Safe, well-maintained neighborhoods

5. Siempre limpia y segura (always clean and safe)
6. Affordable, safe place to raise family
7. Affordability & diverse housing options
8. Affordable housing
9. Housing
10. Senior mobile home villages

Community Character

1. Diversity
2. Diversity
3. Diversity
4. Cultural diversity
5. Diverse demographic/population
6. Diverse income levels of individuals/housing
7. Small town feeling with diversity
8. Small-town feel
9. Hometown feel
10. Countryside living
11. College atmosphere
12. Close, supported neighborhood
13. My friendly neighborhood
14. Friendliness and community
15. Sense of community
16. Sense of community
17. Community investment
18. Strong community/civic participation
19. San Marcos neighborhoods lack tradition but have an open culture of inclusivity
20. Not elitist
21. Family-oriented
22. Family life, kid friendly
23. Fiscal responsibility
24. Fiscally solvent
25. Conservative values

Services

1. Library
2. Library
3. Library
4. I value the library here more than any other library
5. The library and community center near it along with the park next to it
6. Senior community center
7. San Marcos historical society
8. Shopping
9. Big stores (home depot, target, fry's) close by
10. Local business
11. Commercial strip (San Marcos Blvd)

12. Eating places
13. Sprinter
14. Sprinter & quiet zone
15. Fire department
16. Health services
17. Newsletter
18. Fantastic fireworks

Workshop 1 Challenges

Traffic

1. Traffic
2. Traffic
3. Traffic on 78
4. Traffic on 78
5. Traffic 78 TOVR
6. Traffic on deer springs
7. Traffic flow
8. Traffic
9. Traffic on 78
10. Traffic congestion
11. Traffic, traffic flow, traffic lights
12. Congestion
13. Traffic
14. Traffic
15. Traffic
16. Traffic
17. Traffic congestion
18. Traffic (downtown San Marcos, San Elijo)
19. Traffic
20. San Marcos Blvd – so busy, need alternative routes
21. Traffic problems
22. Traffic congestion
23. Traffic highway 78 & twin oaks valley rd.
24. 78 fwy is sometimes parking lot, traffic
25. Mucho trafico
26. SM Blvd traffic (noise, volume)
27. Traffic
28. Traffic
29. Traffic
30. Traffic
31. Traffic
32. Traffic
33. Traffic
34. Traffic flow – residential & commercial zoning
35. Traffic congestion
36. Traffic
37. Increased traffic
38. Traffic on deer springs
39. Traffic
40. Traffic – poor planning
41. Traffic
42. Traffic
43. Traffic

44. Traffic mitigation
45. Traffic
46. Traffic
47. Traffic
48. Traffic
49. Traffic congestion – primarily 78 freeway expansion
50. Traffic and traffic lights
51. Traffic and traffic lights
52. Roads need improvement
53. Traffic congestion
54. Traffic congestion on 78
55. Fire hazard via overhead power lines
56. Fire hazard – evacuation efficiency in san marcos and san elijo hills

Housing

1. Noise construction
2. 3 schools on san elijo blvd.
3. Parking enforcement – quality fairness
4. Street sweepers
5. Adequacy of affordable housing
6. Affordable housing
7. Technology changes (cars, robotics)
8. Housing costs
9. Complaints about traffic while also prioritizing parking spaces and vehicle accommodation
10. Auto noise
11. Shade quote housing
12. Affordable housing not accessible for wheel chairs
13. Students partying
14. Road construction
15. San Marcos H.S. parking
16. Left turn lanes could be longer (i.e. twin oaks south bound @ San Marcos Blvd)
17. Too much high-density housing
18. Growth
19. Fast growth
20. Overdevelopment of housing
21. Mega housing developments to accommodate population growth
22. Budget
23. Increasing housing cost
24. Not enough homes
25. High cost of homes
26. Affordable housing
27. More housing needed
28. Housing
29. Fear of density & height
30. Affordable housing

31. Affordable housing
32. Mid to low income housing
33. Housing costs
34. Fast growth
35. Growth without losing our small-town feel
36. Managing growth
37. Housing
38. More housing for seniors

Other

1. Ageing neighborhoods
2. Lack of entertainment
3. School class teacher student ratios
4. Safe ways to get to schools
5. Congested schools (overpopulation)
6. Air quality
7. Lack of police patrol
8. Inclusion
9. Limited public transportation
10. Public transportation
11. Public transportation
12. Urbanization
13. Overdevelopment
14. Developable land
15. Disappearing open space
16. Lack of wildlife corridors
17. Habitat loss
18. Property values
19. Lack of community connection
20. Environmental regulations
21. Housing
22. Crime
23. Homelessness
24. Over development of housing
25. Vacant shops
26. Safety
27. Construction
28. Maintain nature spaces
29. School zoning
30. Anti-build (infill) mentality
31. Lack of diverse representation in public office
32. Maintenance
33. Community connection
34. High prices for rent
35. Homeless – big problem

36. Creek project delays
37. Lack of wildlife corridors
38. Decrease in farmland
39. No central downtown – scattered areas of restaurants and shops
40. Better sidewalks – more buffer between sidewalks and cars
41. Land mitigation or lack thereof in San Marcos
42. San Marcos Blvd walks too narrow and some wheelchair ramps not safe
43. Travel for seniors in town
44. Public transportation – need more options
45. Getting around without cars
46. Mobility options
47. Water runoff – pollution – open land absorption – “save San Marcos Creek”
48. Lack of office space
49. Fire stations ability with current equipment to control fire
50. Empty buildings
51. Too much empty commercial space
52. Lack of “nice” restaurants

Spanish:

1. Seguir creciendo sin perder su esencia
2. Escuelas ambiente familiar
3. Areas para los animals porque ellos son parte del medio ambiente
 - . Las personas incapacitadas tienen muchas necesidades en vivienda

Workshop 1 Visions

Table 1:

- A place that you don't have to leave – “walking pods” (balancing commercial with residential zoning)
- Safety, including police and fire services – ease of evacuation if/when needed (fire, earthquake)
- Emphasis on “affordable and inclusive zoning” for diverse economic populations
- Accessibility for people with disabilities (inclusive in community events/activities)
- Healthy markets and restaurants
- Transportation alternatives

Table 2:

- Walkable city center with services and amenities
- Small town feel (parks, agriculture, trails, open space)
- Access to services (medical, retail)
- Improved public transportation, bike ability, and walkability on sidewalks
- Education and industry surrounding city center – increasing jobs
- Retain agriculture
- Expand parks, trails, open spaces and integrate into new developments
- Multi-use buildings (commercial and housing)

Table 3:

- Smart growth
- More homes
- Mobility hub
- Revitalize old San Marcos
- Keep a small-town feel
- Continued growth of CSUSM/North City
- Strong school system

Table 4:

- Protect affordable housing for seniors and workers (mobile home parks)
- Increase mobility (transportation social contact for seniors)
- Smart development (facelift older projects, adequate parking)
- Restaurant row
- Infill development – don't build in the hills
- Taller buildings farther from main streets (for instance at back of restaurant row, not only on SM Blvd.)
- Widen and complete Discovery
- Add a lane to 78 each direction
- Reconstruct first level of new buildings – west of Hobby Lobby into housing

Table 5:

- Quality of life
- Walkable city
- Walkable downtown center with sponsored events
- Retain open space
- Improved amenities (traders joes and whole foods)
- Preserve and respect wildlife corridor – wildland urban interface
- Extensive, interconnected bike trail and lanes
- Community access to public transportation – hop on/hop off

Table 6:

- Green over gray – perpetuate green areas as we accommodate population growth
- Infrastructure for the elderly and youth at different locations
- Support job development within the city of San Marcos so its inhabitants can live and work here
- More walkable communities and public spaces for everyone
- Create and support infrastructure that can withstand different economic trends
- Use Cal State San Marcos to create and foster culture and jobs for its students and community members

Table 7:

- Preserved agriculture
- Preserve and increase open space as development continues
- More and newer school facilities
- Diverse mix of transportation
- Connection to their region
- Quiet zone for the sprinter
- Maintain community character
- Riverwalk or community hub
- Walkable commercial district
- Higher density around university

Table 8:

- Avoid LA density (low)
- Keep small town feel (no high rises)
- Infrastructure 1st, development 2nd
- No more massive homes on mass lands (single-story condos/houses)
- Put our town center back (Creekside district)

Table 9:

- Agricultural/zoning preservation (Merriam Mountain Nature Preserve)
- Trailhead staging

- Community transit circulator
- Affordable housing near transportation
- Large equestrian park venue
- Community indoor swimming pool (seniors too!)
- City of San Marcos police department

Table 10:

- It's "Carlsbad Light" – both reality and vision
- Conservation of open space
- North City/Village/Downtown
- Bicycle transportation
- Education hub infrastructure
- Continued Safety

Table 11:

- A real downtown in Old San Marcos – creating the older downtown feel (examples: Vista and Bressi Ranch)
- Creating more diversity in Restaurant Row
- Housing options for all income levels and ages
- Continued access to open space and parks
- Developing a "little theatre" for local activities
- Adequacy of police, fire, services
- Continued reputation for good schools
- Make San Marcos a "destination"
- Connect hike and bike trails – ensure ADA accessibility
- Improved traffic flows

Table 12:

- Balance of green spaces
- Better distribution of resources for the whole city
- Improved public transportation lighting, shelters, trees, bus stops (benches)
- Diversity of businesses
- More resources for District 1 – transportation, security, lighting infrastructure
- Rent control – people cannot afford rent

Table 13:

- Continue to be educational hub of North County
- Add two-year schools/trades/technical vocational training, trade/certifications
- Livable-wage jobs – attract companies
- Self-contained city with live/work/play options
- Safety and neighborhood watch (phone # for reports)

Appendix C | General Plan Update

Workshop 1 (2021) Input Received

Activity 1: Assets and Challenges

Activity 2: Visions

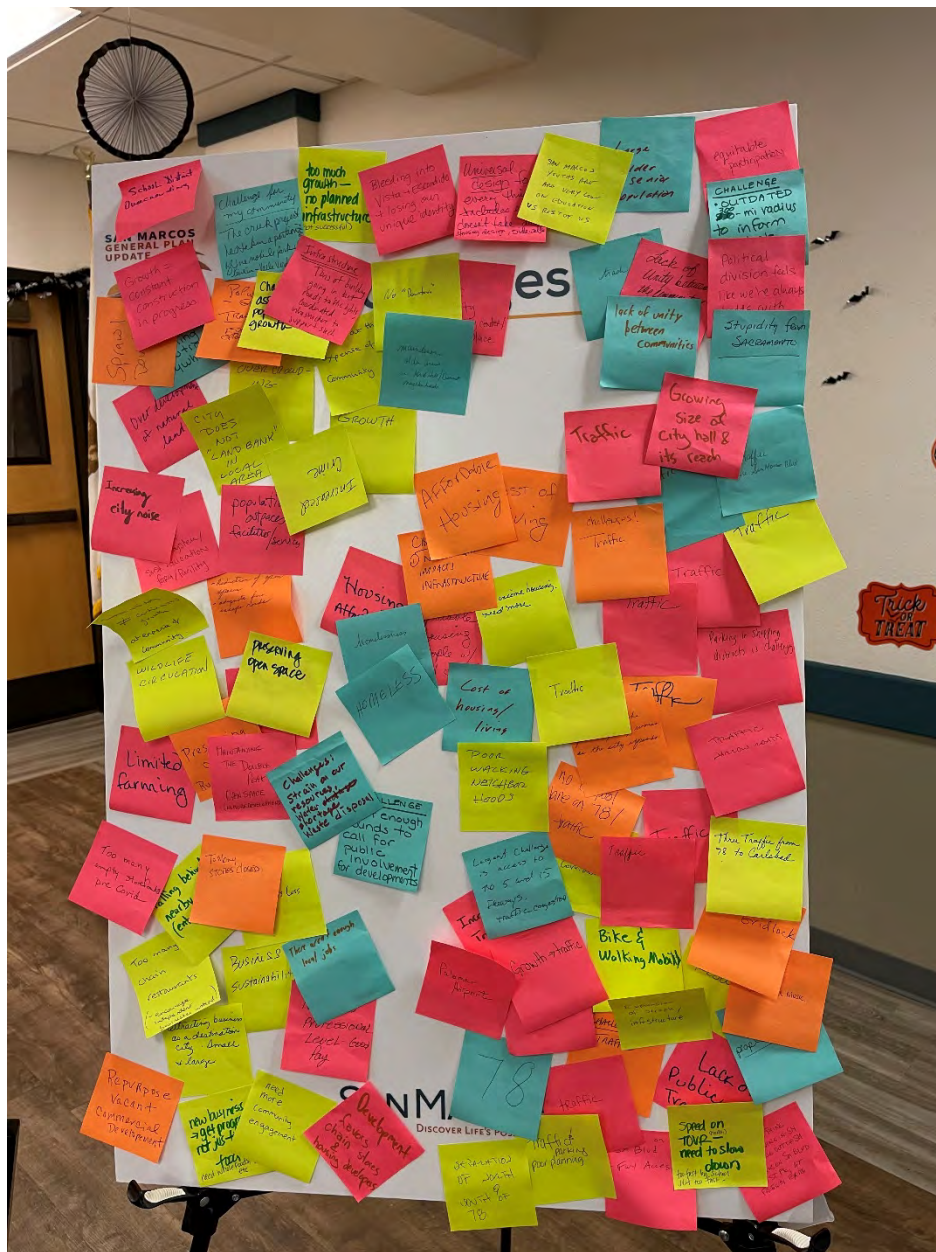
Activity 3: Community Mapping

Assets

Theme	Count
Parks/greenspace/Trails	30
Retail/restaurants	16
Education	14
Community	10
Housing	8
Environment/beauty	7
City government	6
Rural	6
Neighborhoods	5
Neighborhoods/Safety	4
Public planning	4
Recreation/Activities	4
Access (to freeway)	4
Equestrian	3
College town	3
Friends/family	3
Weather/climate	3
Open Space	2
Mobility	1
Jobs	1
Retail permits	1
Jobs	1
Location	1
Grand Total	137

Challenges

Theme	Count
Traffic	28
Population growth	12
Growth planning/development	8
Traffic/Freeway access	7
Community division	6
Commercial lots	6
Open space/natural land	6
Engagement/involvement/participation	5
Housing	5
Infrastructure/resources	4
Identity	3
Commercial growth	3
Homeless population	3
Employment	2
Accessibility	2
Farming	2
Cost of living	2
Walkability	2
Parking	2
Wildlife circulation	1
Recreation/entertainment	1
Airport	1
Public transit	1
Grand Total	112



Appendix C - Workshop 1 (2021) Assets and Challenges

- Parks
- Mobility Hub - no gasoline type
- train access
- Affordable Housing (younger people too)
(Senior living)
- More career oriented jobs (green jobs)
- More attractive parking (structure)
- Develop a School transportation system

- * Has continued connectivity - 44 miles and trails throughout the city
trail access to transportation hubs
- * Multipurpose system to connect between key areas of the city
- * Bike Trails, less dependence on cars, more affordable access
attraction of more professional, high paying jobs
- * - to promote work and live in the same community
- increased focus on safety and city controlled policies
resources for underserved

Further integration of CSUM

Safe Active
Vibrant Open Spaces
Clean Diverse
Sustainable Equitable
Healthy Business friendly
Balanced
Accessible
Good schools
Specific Downtown feel (area)

- 1. Student and faculty space
- 2. Technological resources
- 3. Family friendly / community oriented
- 4. Creative urban development and
with city historical landmarks
- 5. High quality public transportation

young / youthful
family focused

arts center
performing

* parks / open space
open up public space

* integration
equity / college students -> student housing affordable housing

parking spaces
esp for apartments

better & clear
communications

* community engagement
arts center, park, kids, gardens, trails

sustainability
educational facility

public safety
fire plan

- * 1. Universal Design
- * 2. Engage in smart growth
- * 3. Destination: place to live
4. More Entertainment
5. Fine dining

VISIONS

- * Zero growth
- * Stay rural
- * improved wildlife
- Corridors w/ neighboring cities
- * local shuttles

SAN MARCOS VISION

- * KEEP RURAL^{ish} - OPEN SPACES
- * CONVENIENCE - SELF CONTAINED (LIVE, WORK, SHOP)
- * SAFE COMMUNITY
- * COMMUNICATION (NOTICES, WEBSITE, MEETINGS)
- * INFRASTRUCTURE

* Reduced Traffic on SM. Blvd.

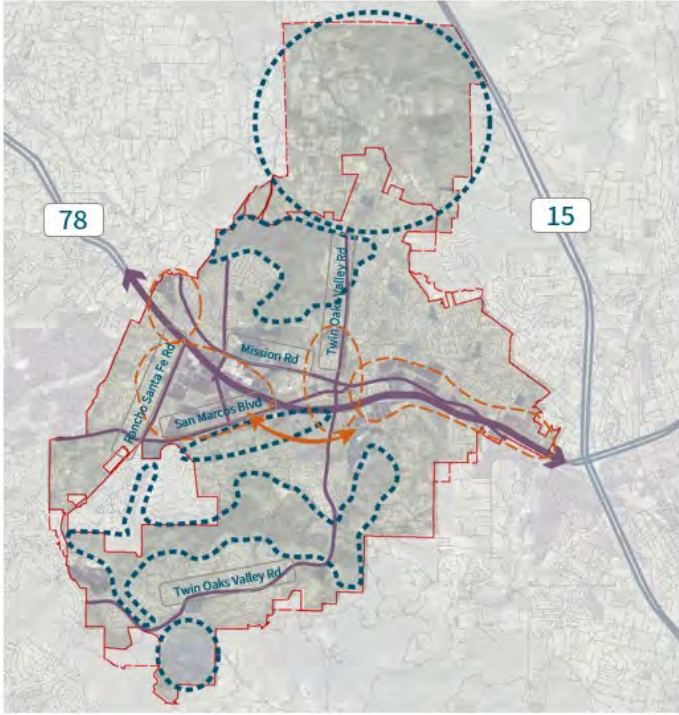
- Diverse demographic
- Maintain/Improve Air+Water Quality
- Diverse Economic Opportunities
- Diverse Housing Opportunities
- Maintain Open Space

- Trails & open space
- Many modalities for access w/ the city
- More comprehensive trail plan
- celebrate diversity
- housing affordability for all
- preserve farming/heritage
- investment by the city in residents
- Balance of housing, business + recreation

1. Keep great open spaces, trails + recreation
2. Destination City
3. Diversity in residents, agr. culture
4. Families stay for life + generations
5. More culture + arts + theater
6. Ease of transportation for all ages
- 7.

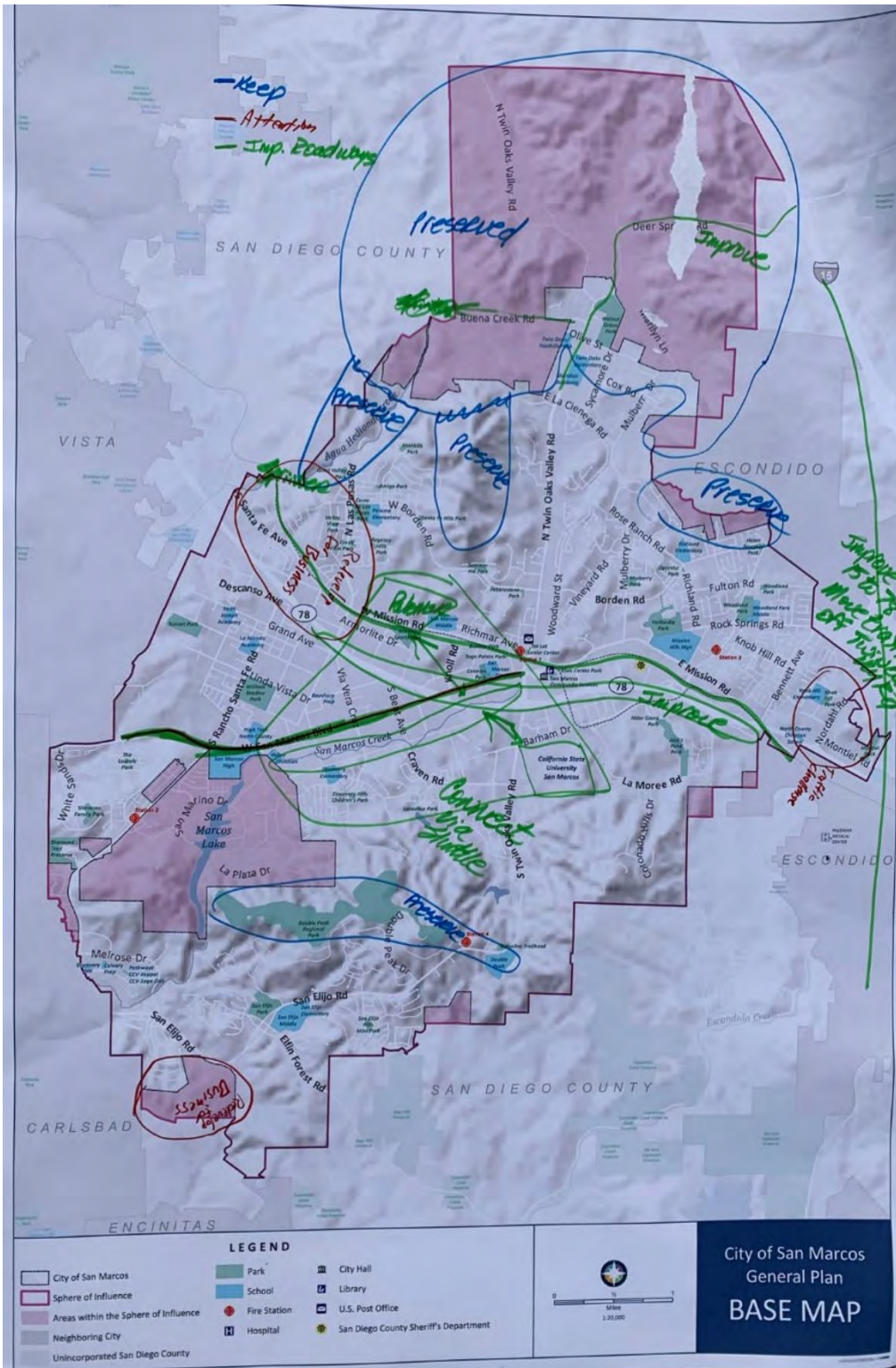
VISIONS

1. MAINTAIN SDU + MDU BUT BE ABLE TO MAINTAIN CHARACTER + AFFORDABILITY + TRANSPORTATION OPPORTUNITIES FOR ALL
2. WELL-DESIGNED CITY THAT USES URBAN PLANNING PRINCIPLES THAT WORK FOR SAN MARCOS
3. SPOT ZONING SHOULD BE REVISED CAREFULLY TO MAINTAIN DEVELOPMENT BALANCE IN OUR CITY
4. MAINTAIN RURAL CHARACTER OF OUR COMMUNITY WHILE ALLOWING FOR NEW DEVELOPMENT
5. T.O.D. Transit Oriented Development
 - SUBDIVISION CONTROL TO PRESERVE NATURE
6. BUSINESS PARK DEVELOPMENT OPPORTUNITIES TO CREATE JOBS FOR LOCAL RESIDENTS

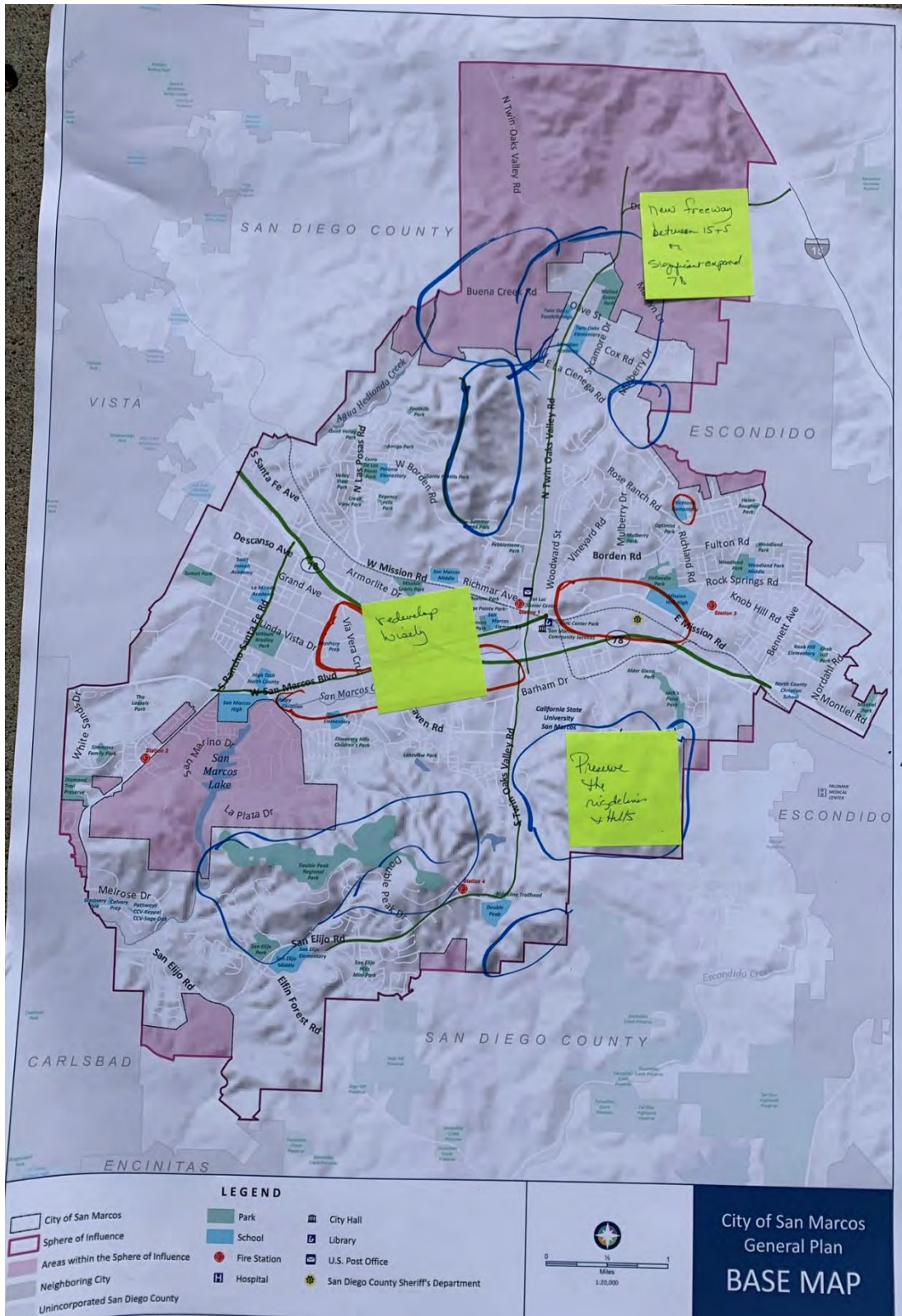


- Areas to be Preserved & Protected
- Important Roadways & Corridors
- - - - Areas that Need Special Attention

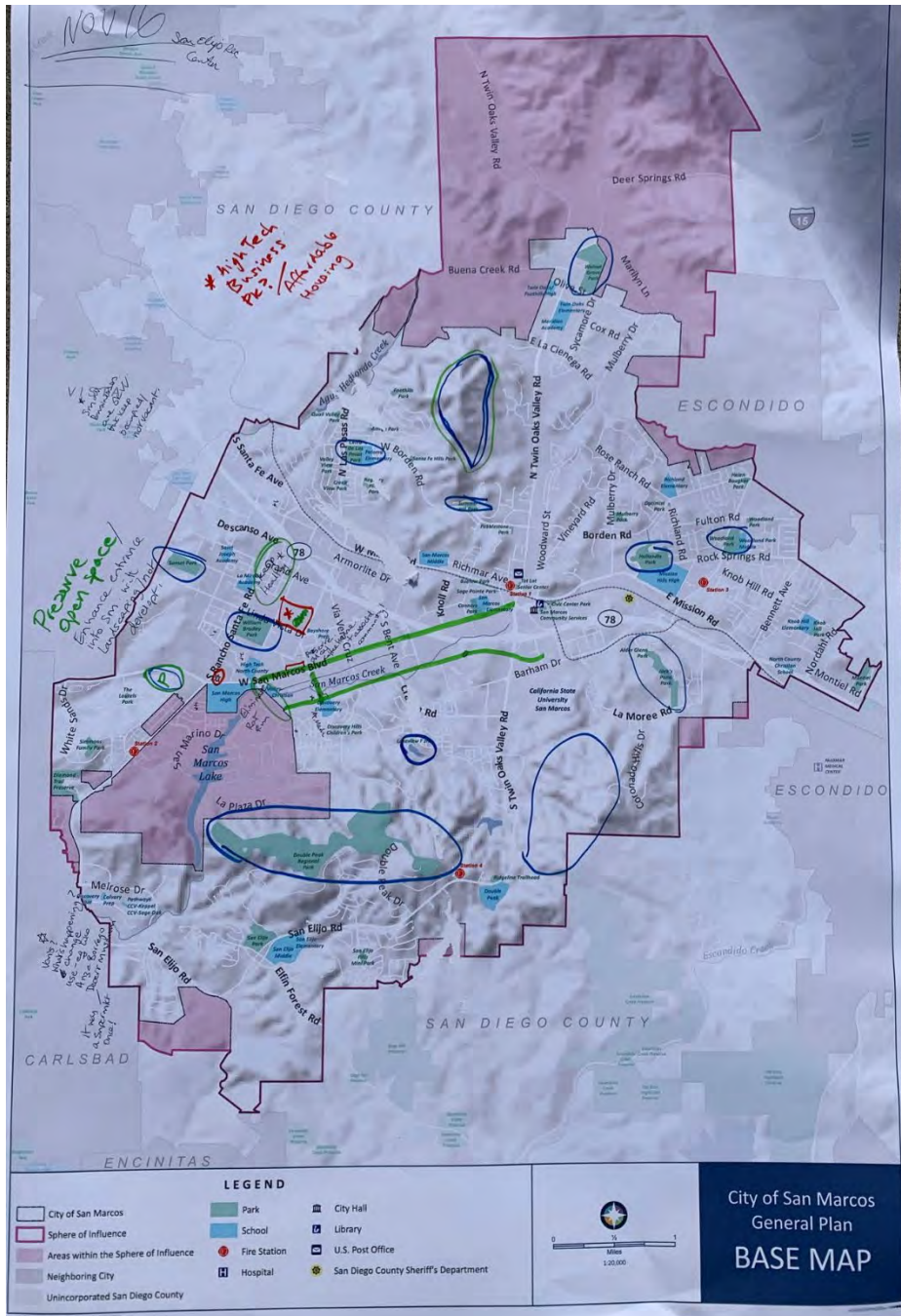




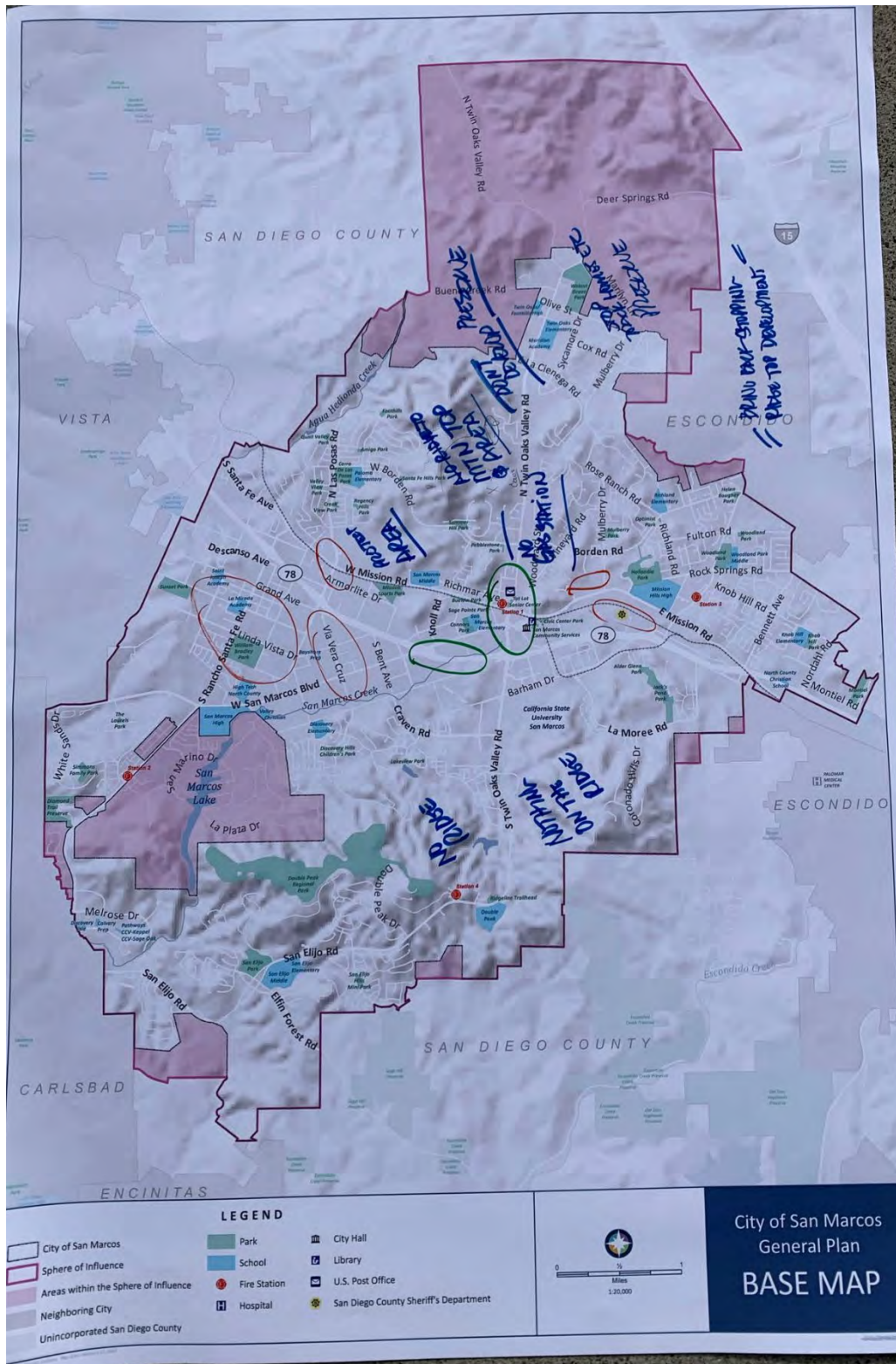
Appendix C – Workshop 1 (2021) Community Mapping



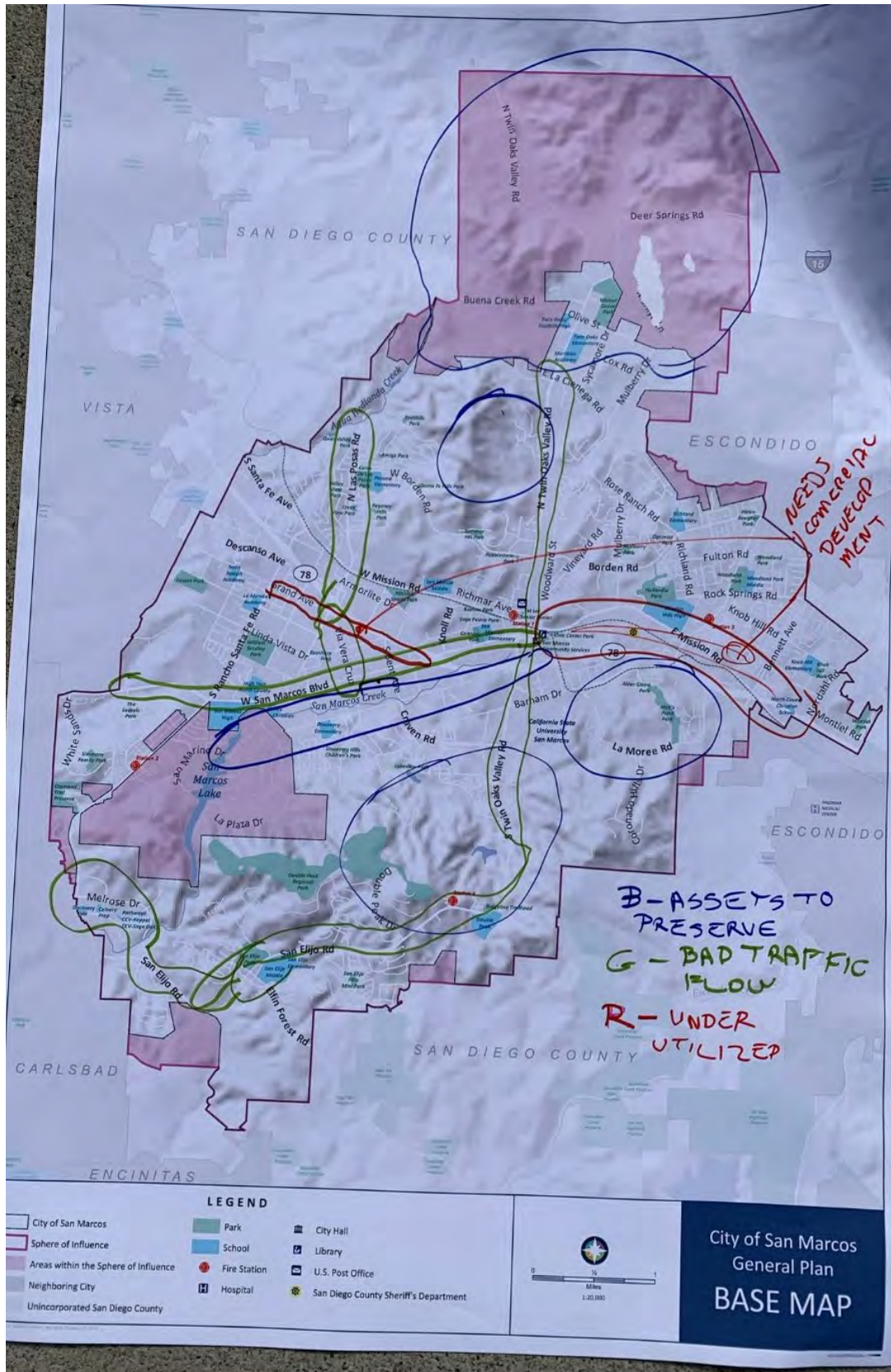
Appendix C – Workshop 1 (2021) Community Mapping



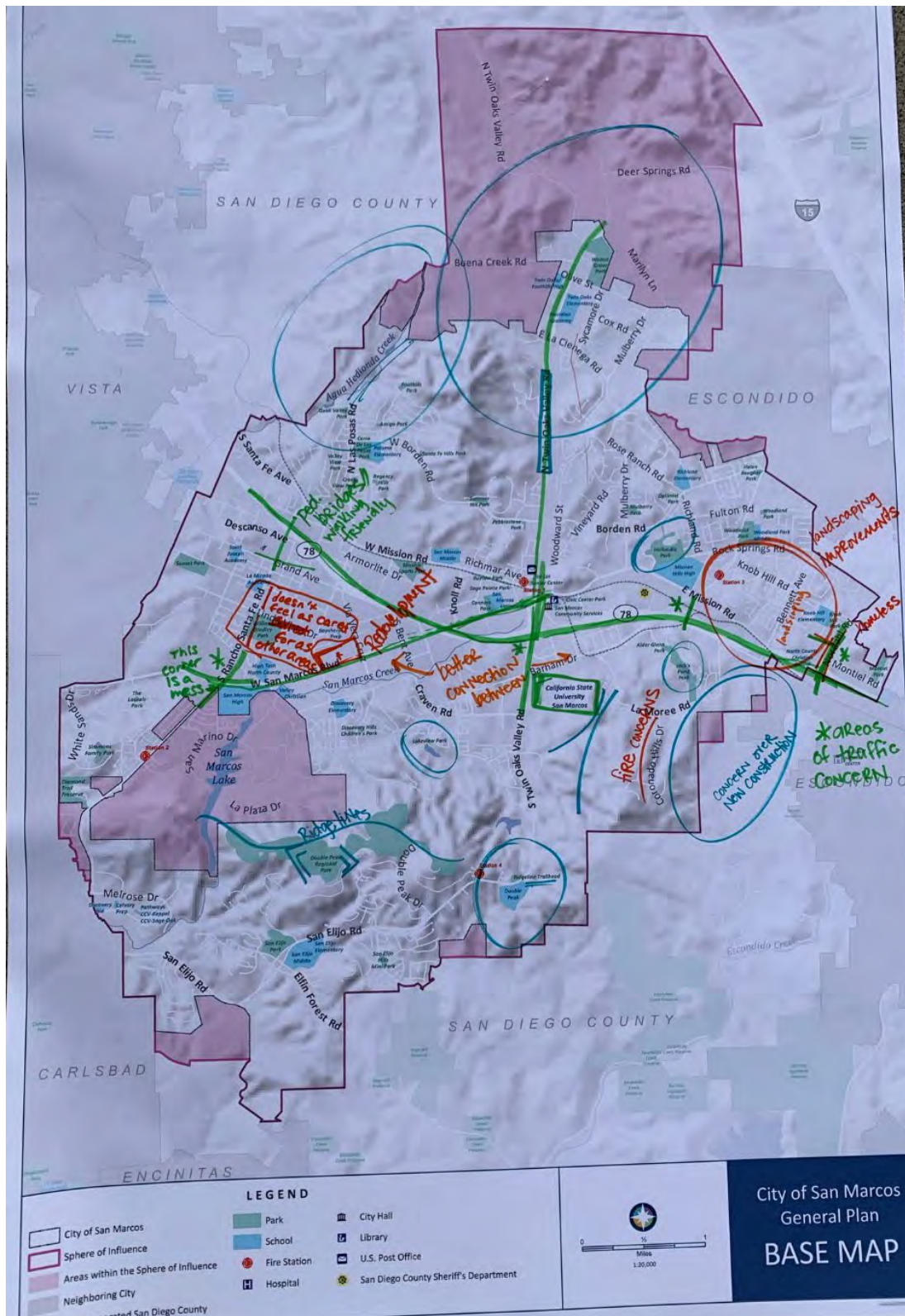
Appendix C – Workshop 1 (2021) Community Mapping



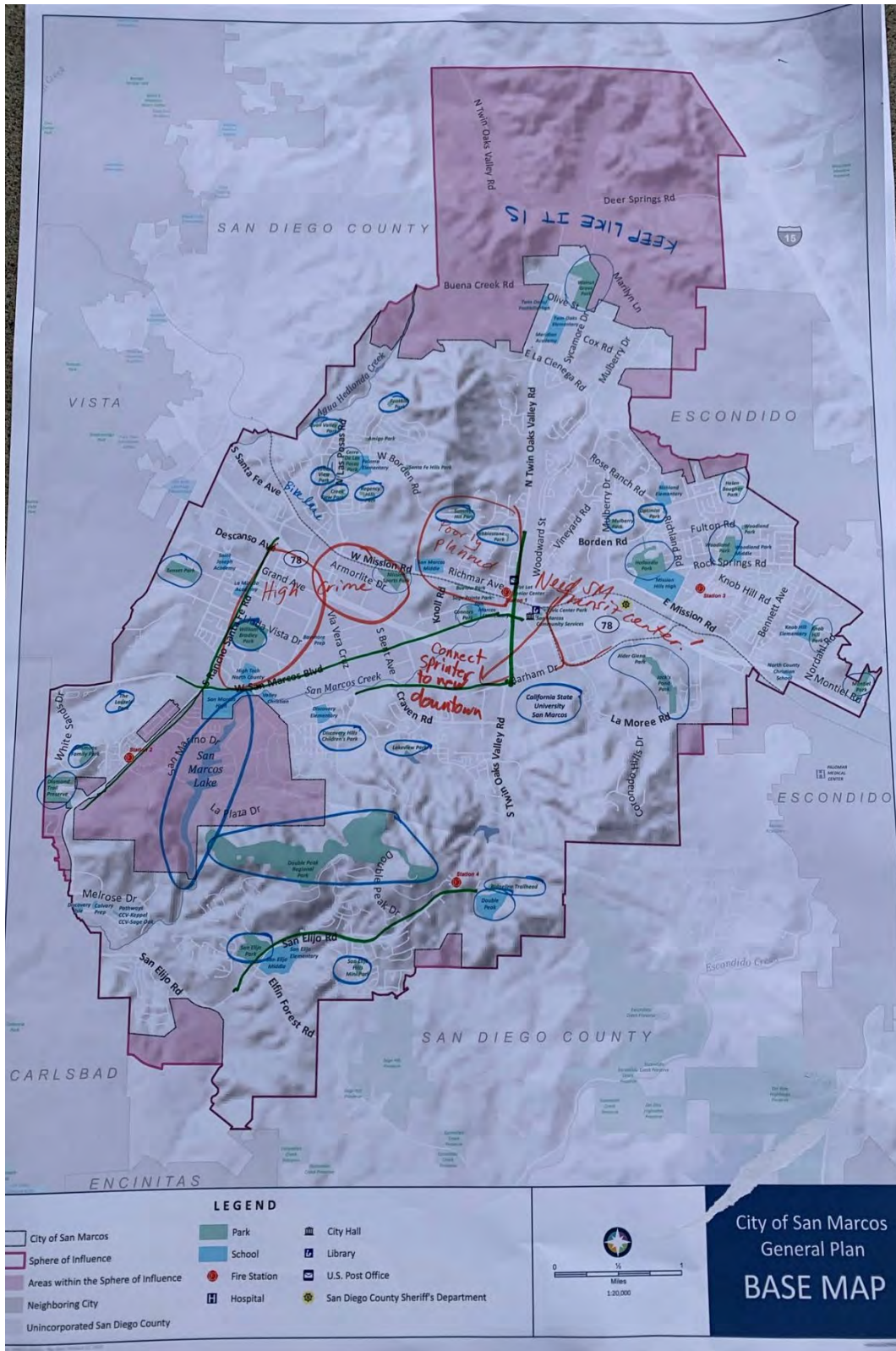
Appendix C – Workshop 1 (2021) Community Mapping



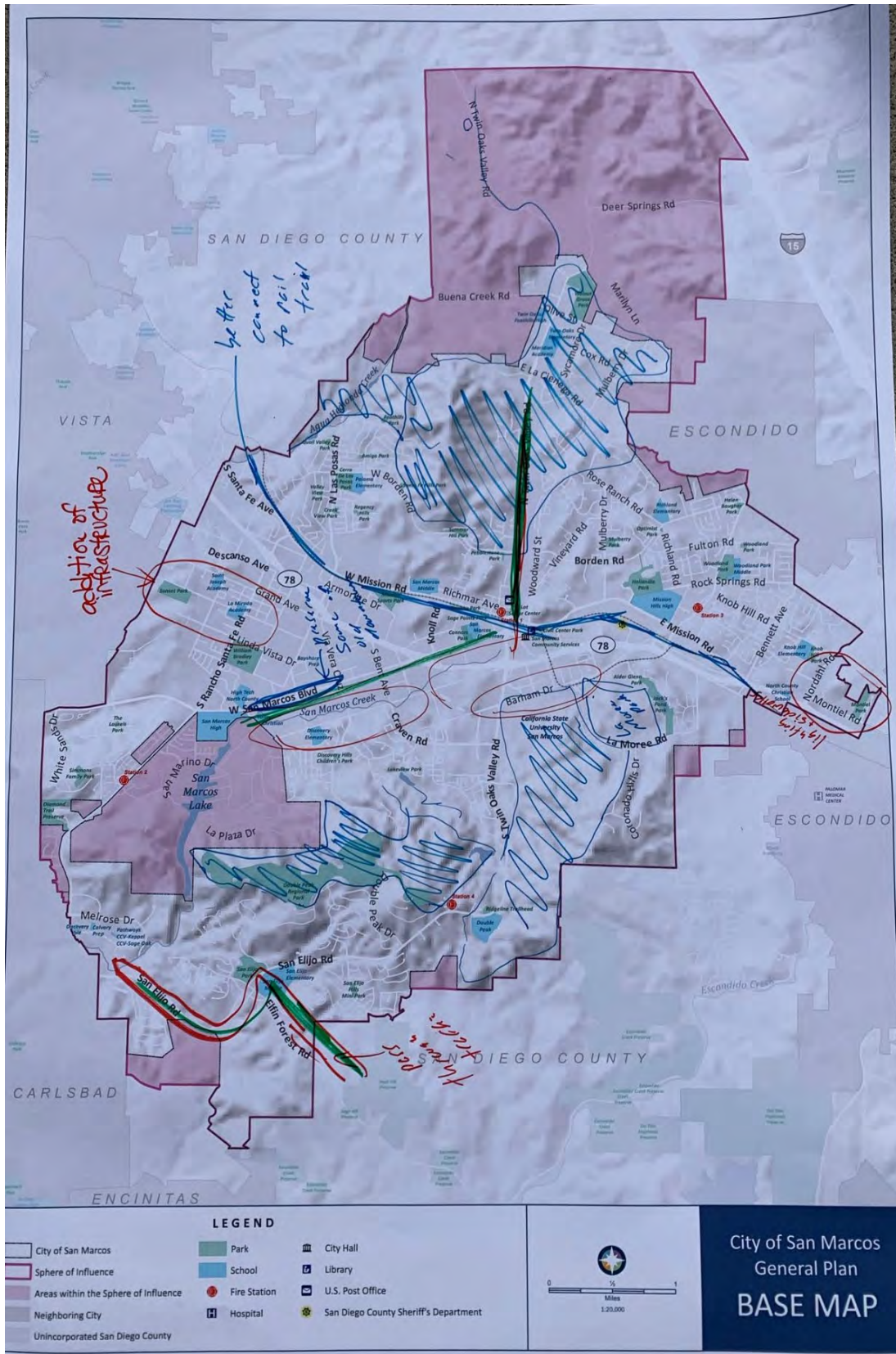
Appendix C – Workshop 1 (2021) Community Mapping



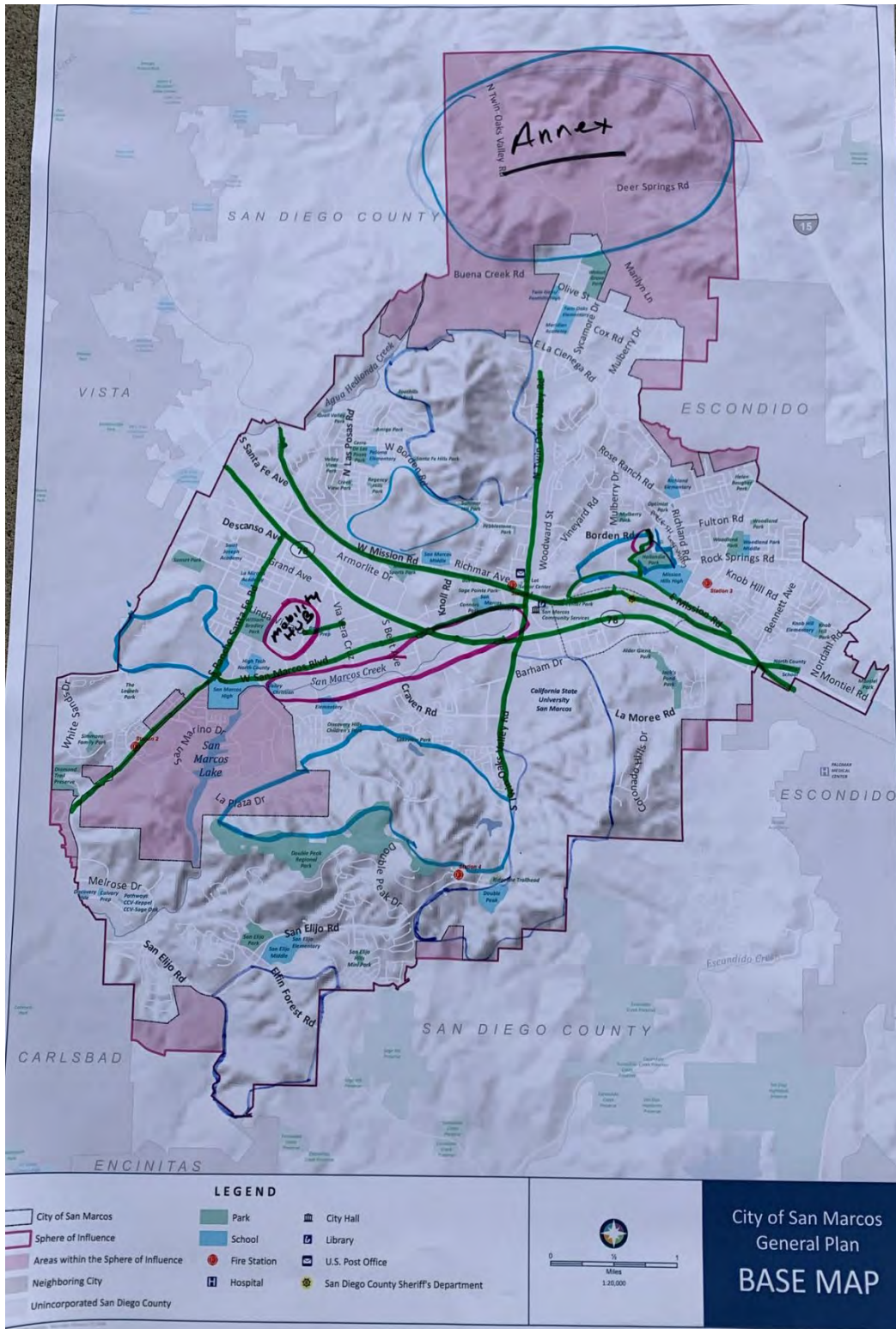
Appendix C – Workshop 1 (2021) Community Mapping



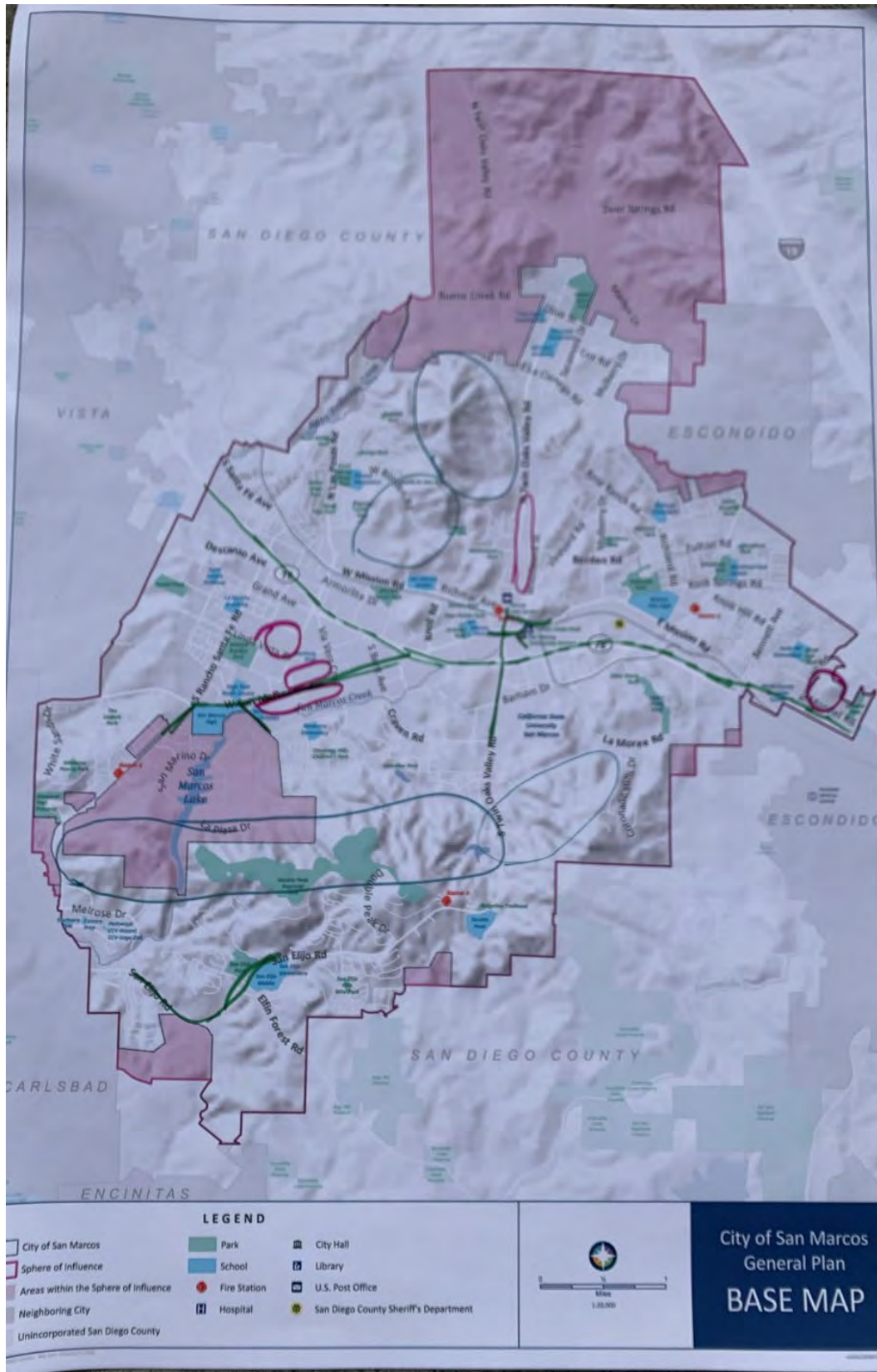
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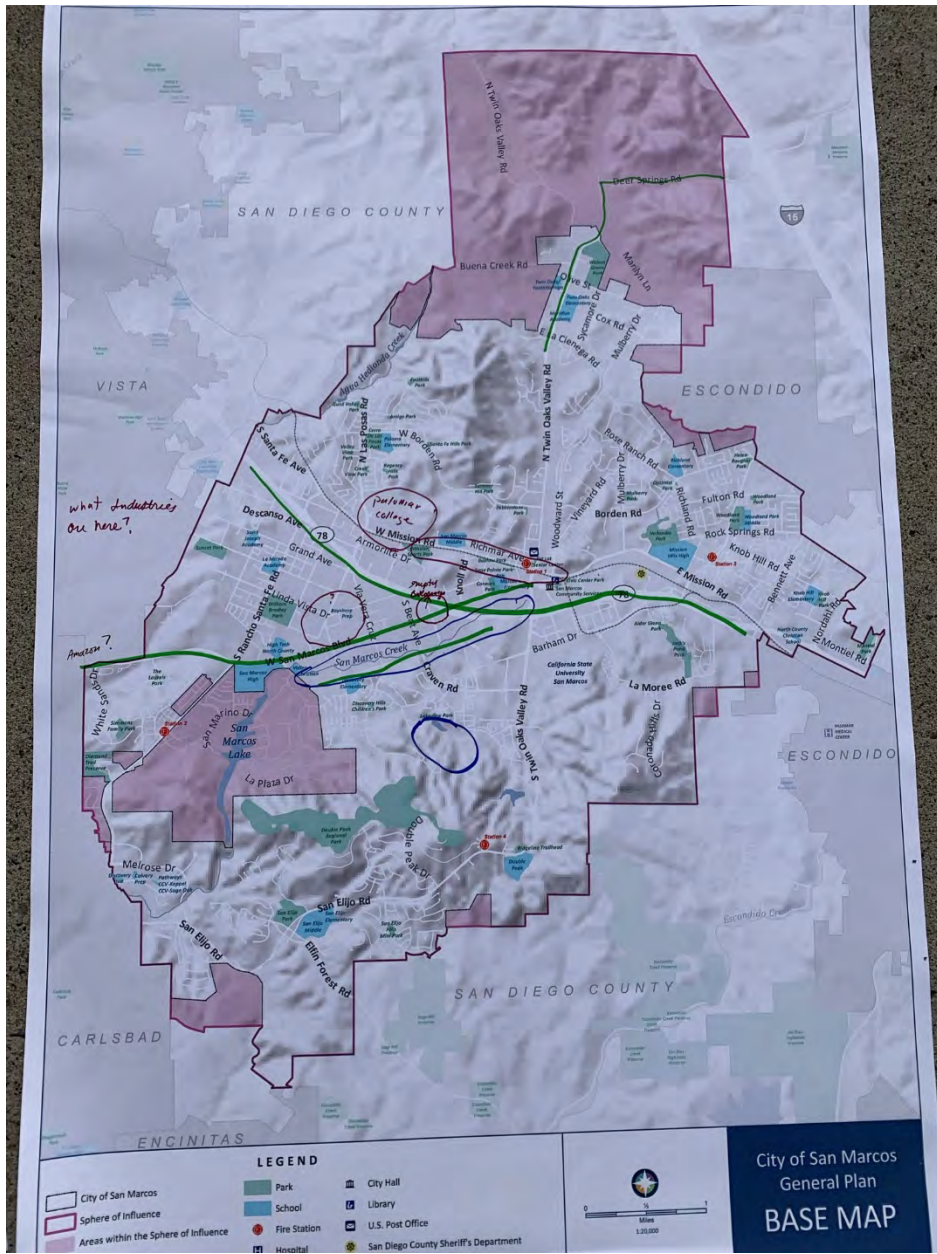
Appendix C – Workshop 1 (2021) Community Mapping



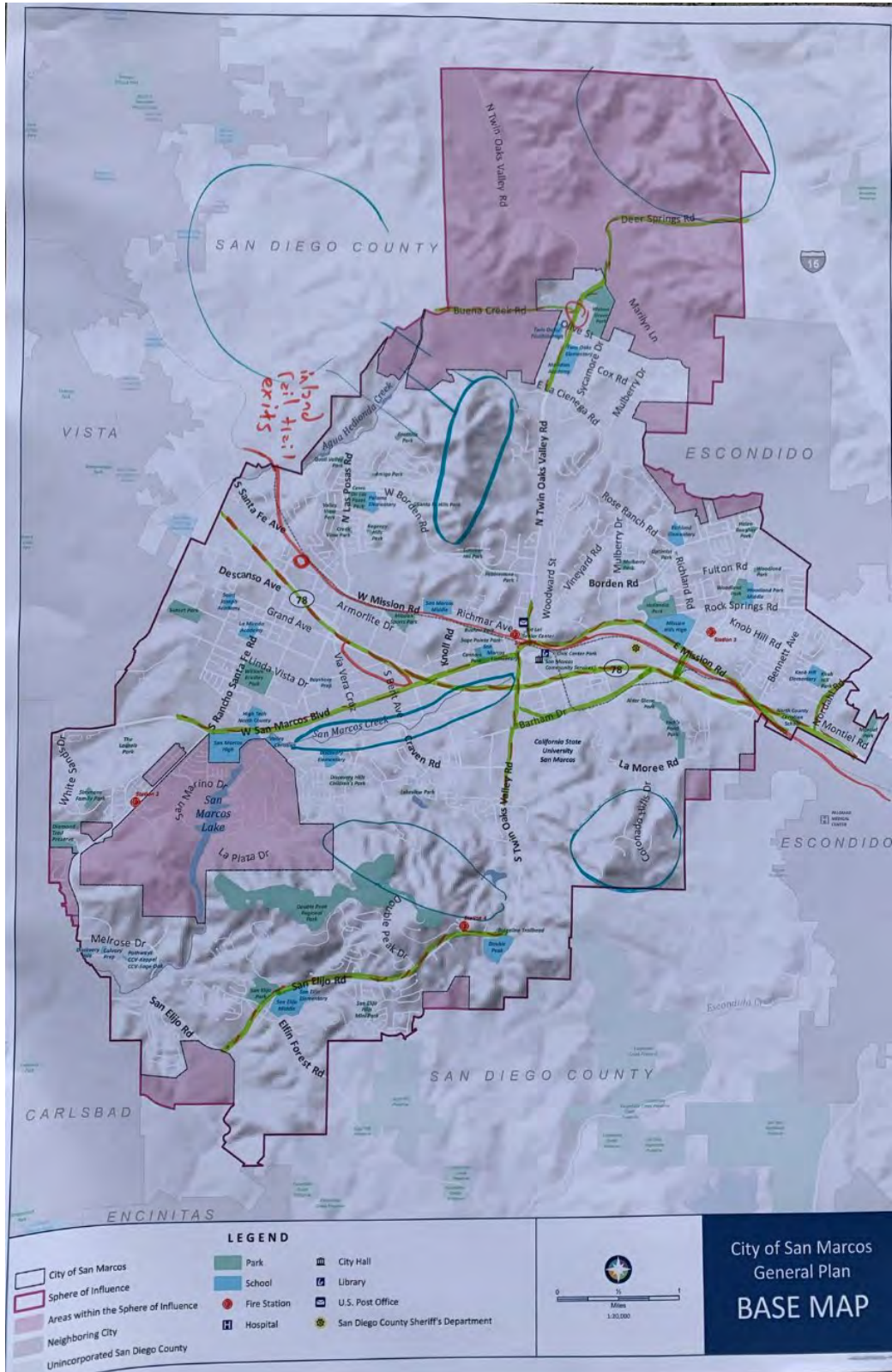
Appendix C – Workshop 1 (2021) Community Mapping



Appendix C – Workshop 1 (2021) Community Mapping



Appendix C – Workshop 1 (2021) Community Mapping



Appendix C – Workshop 1 (2021) Community Mapping

Appendix D | General Plan Update

Workshop 2 Input Received

Activity 1: Poll Everywhere

Activity 2: Dot Polling (Visual Preferences)

Activity 3: Community Mapping

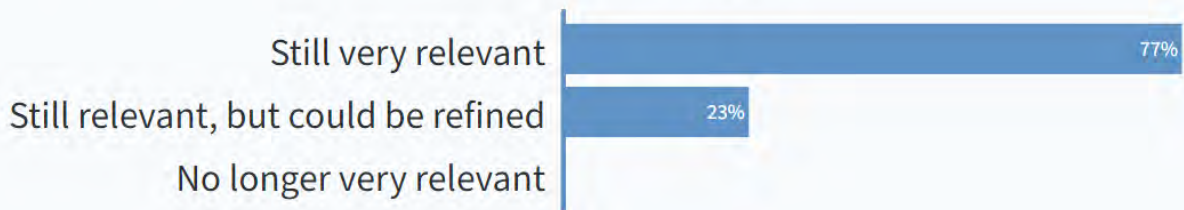
Question 1:

Goal #1: Achieve a balanced distribution and compatible mix of land uses to meet the present and future needs of all residents and the business community.



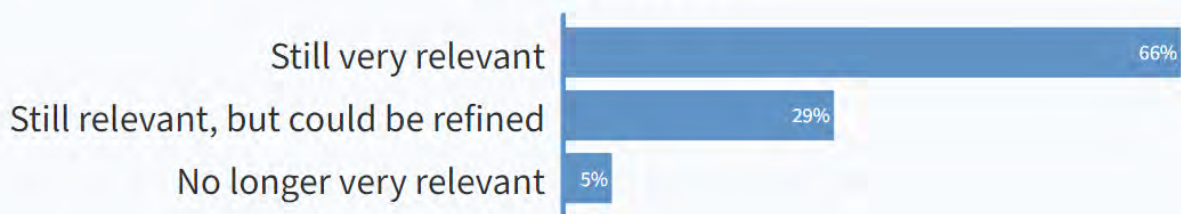
Question 2:

Goal #2: Promote development standards and land use patterns that encourage long-term environmental sustainability.



Question 3:

Goal #3: Develop land use patterns that are compatible with and support a variety of mobility opportunities and choices.



Question 4:

Goal #4: Promote San Marcos as the educational center of North County while creating a greater synergy between the business community and its academic institutions.



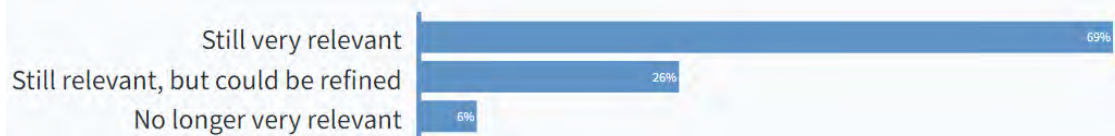
Question 5:

Goal #5: Promote community design that produces a distinctive, high-quality built environment with forms and character that create memorable places and enrich community life.



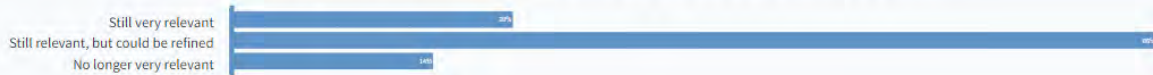
Question 6:

Goal #6: Maintain a supportive business climate and a healthy, sustainable economy to retain and attract high quality businesses and create additional employment opportunities.



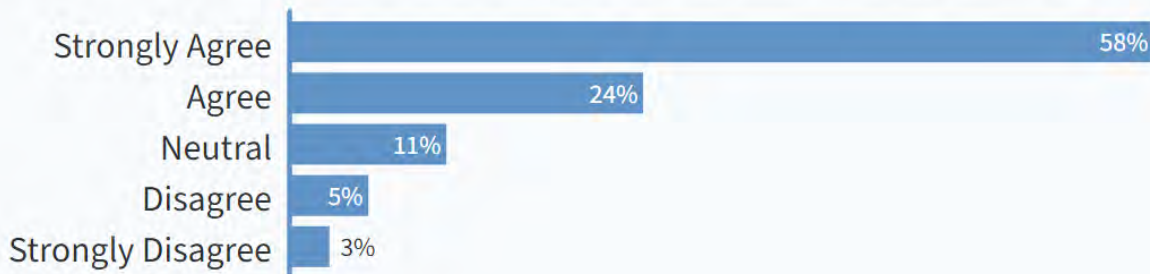
Question 7:

Goal #7: Direct and sustain growth and expansion in areas of San Marcos that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.



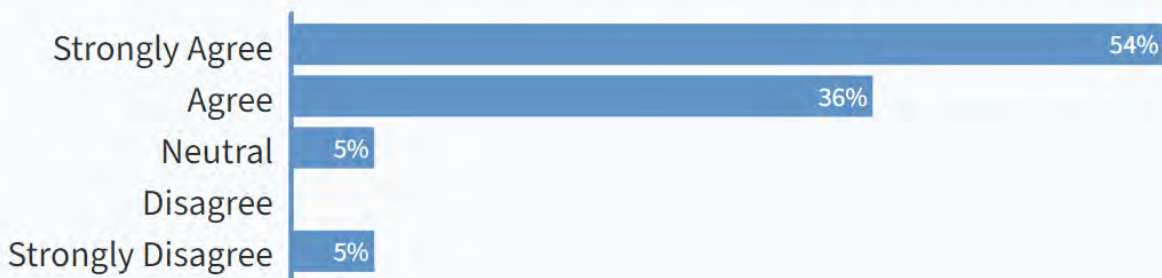
Question 8:

New residential development should be focused around transit stations and/or commercial corridors.



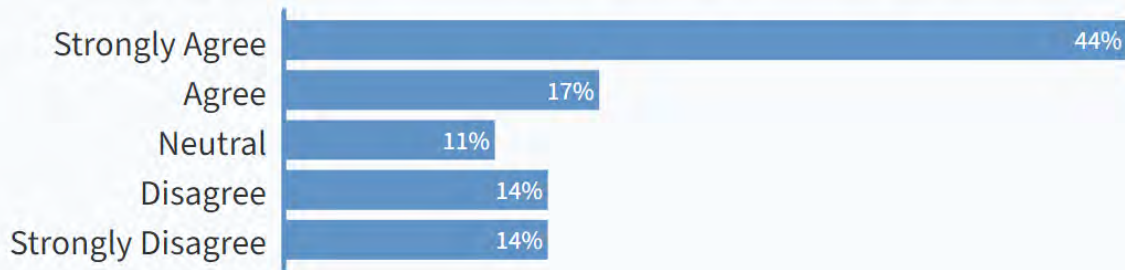
Question 9:

When designating areas for new development, resident health should be a primary consideration.



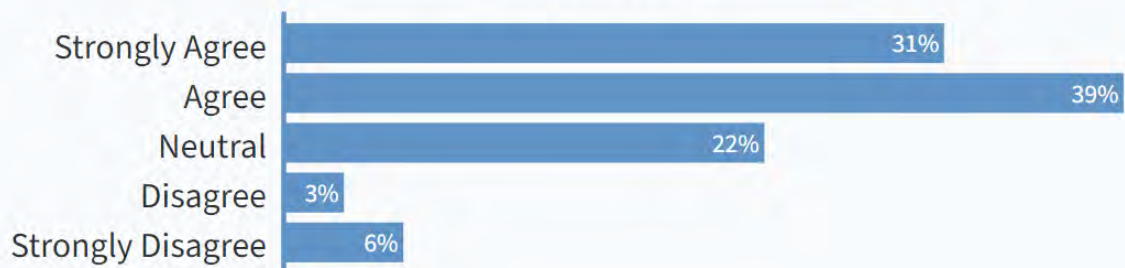
Question 10:

Small developments across the city are preferable to larger developments in concentrated areas.



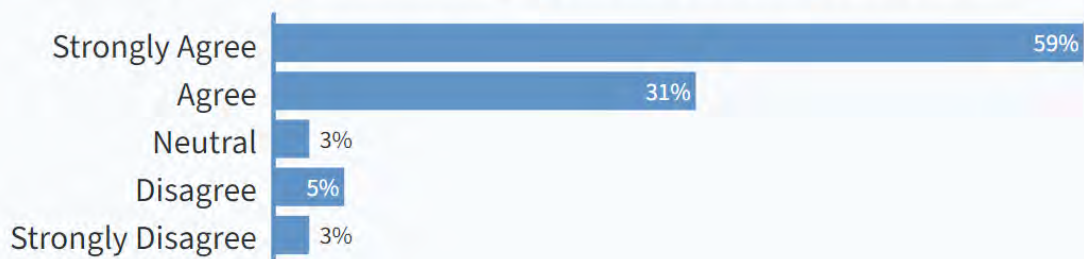
Question 11:

Bringing jobs and housing choices closer together is a high priority.



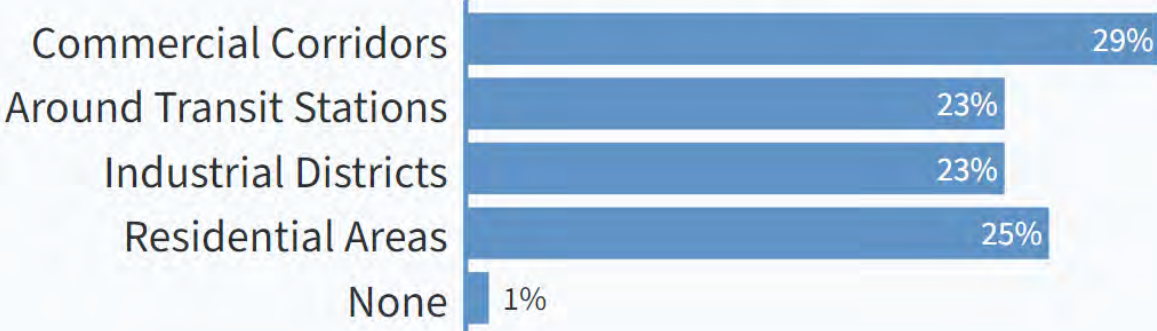
Question 12:

When planning for new development, the scale of new buildings is an important consideration.



Question 13:

Where do you want to see streetscape improvements?





OFFICE



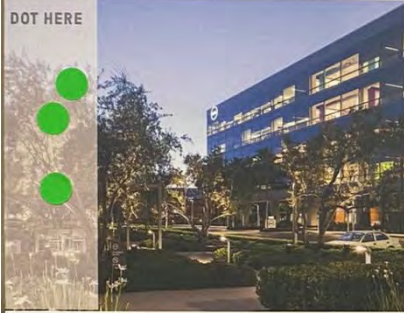
DOT HERE



OFFICE

- Professional Offices
- Office Campuses

DOT HERE



DOT HERE



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RETAIL



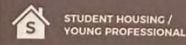
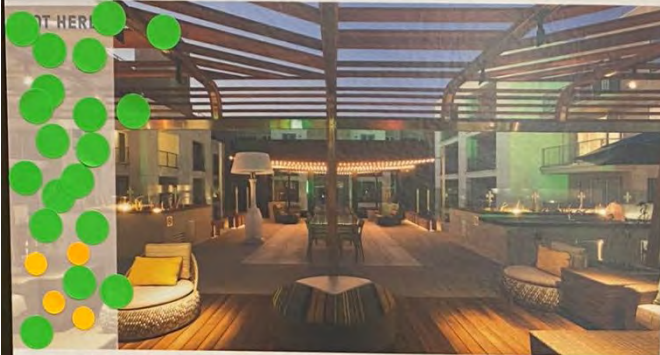
RETAIL

- Active Retail and Restaurant Uses





STUDENT HOUSING/YOUNG PROFESSIONAL



STUDENT HOUSING /
YOUNG PROFESSIONAL

- Residence Halls
- Apartments with more Communal Space

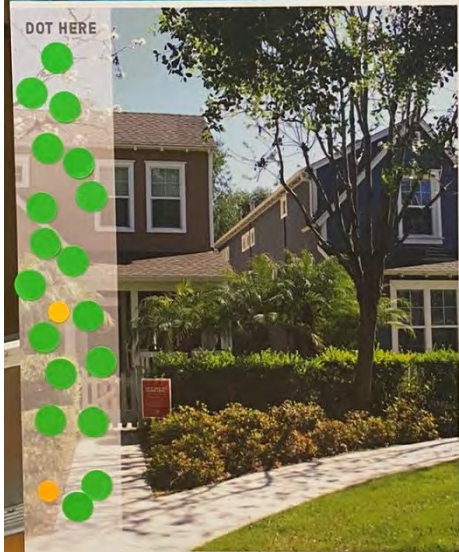




MEDIUM DENSITY RESIDENTIAL

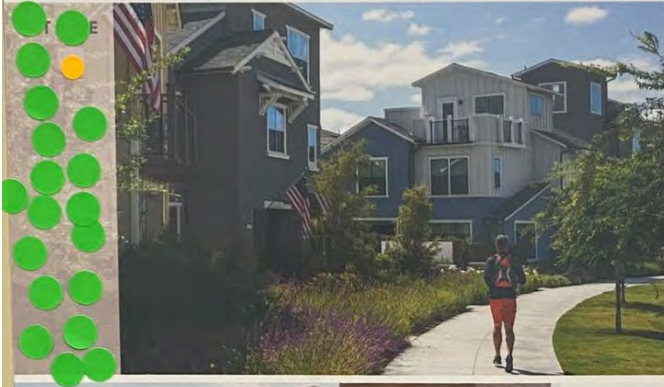



- Single Family Detached
- Duplexes, Triplexes, Fourplexes
- Townhouses





HIGH DENSITY RESIDENTIAL



 HIGH DENSITY RESIDENTIAL

- Townhouses
- Apartments/Condominiums





RESIDENTIAL/RETAIL MIXED-USE

DOT HERE



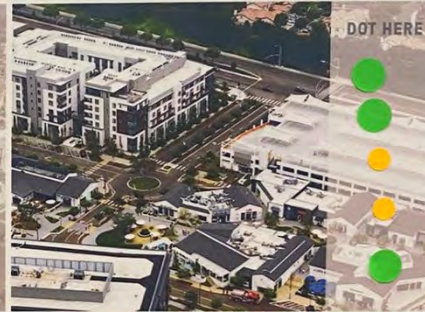
RESIDENTIAL/
COMMERCIAL
MIXED-USE

- Vertical or Horizontal Mixed-Use
- Vertical: Residential over Retail or Live-Work
- Horizontal: Commercial Uses Co-located with Residential Uses

DOT HERE



DOT HERE



DOT HERE



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DOT HERE



DOT HERE





POCKET PARK



Pocket Park

- Tot Lots
- Lawn Areas
- Dog Runs
- Community Gardens



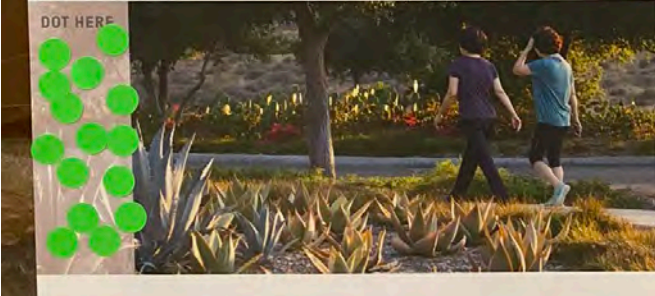
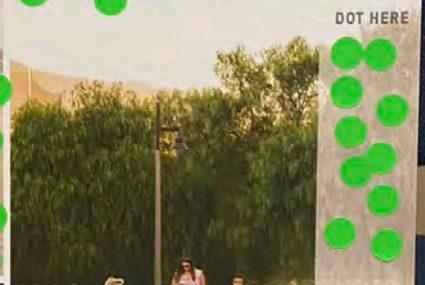
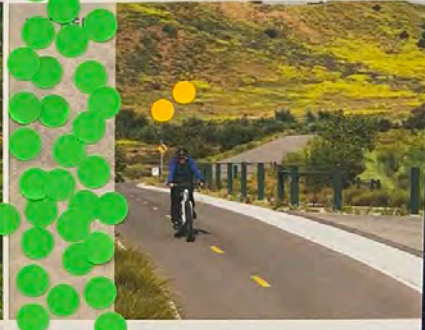


TRAILS



Trails

- Off-street Bike Trails and Walking Paths



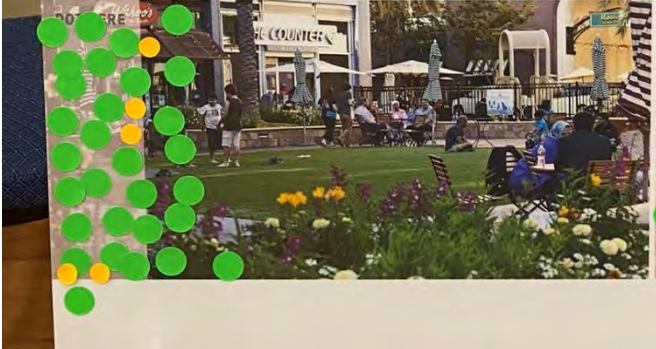


PLAZA/PARKLET



 Plaza/Parklet

- Focal points for public gathering
- Small open spaces



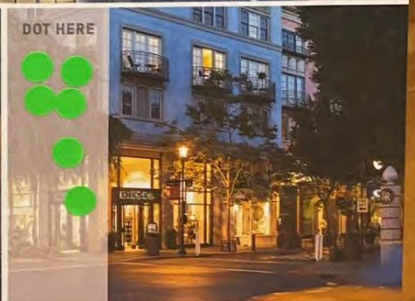
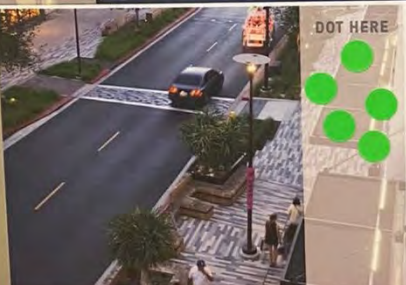
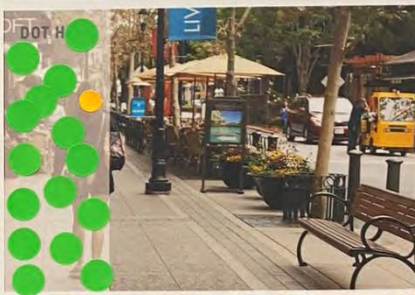
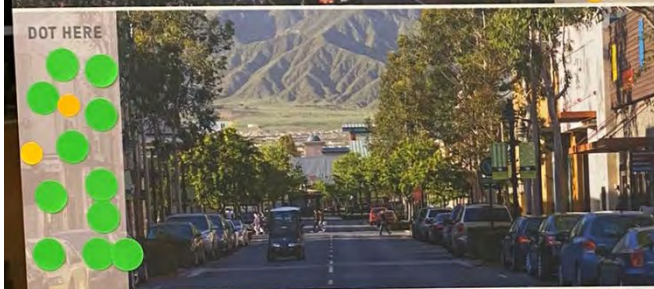


STREETSCAPE



Streetscape

- Face lift to existing streets
- Enhanced paving design
- Increased tree and shade canopy
- Improved walkability





PUBLIC FACILITY



DOT HERE



- Local government facilities
- Community centers
- Aquatic centers
- Library



DOT HERE



DOT HERE



DOT HERE



DOT HERE



DOT HERE





RESEARCH/DEVELOPMENT



R&D INDUSTRIAL

- Research and Development
- Clean Light Industrial



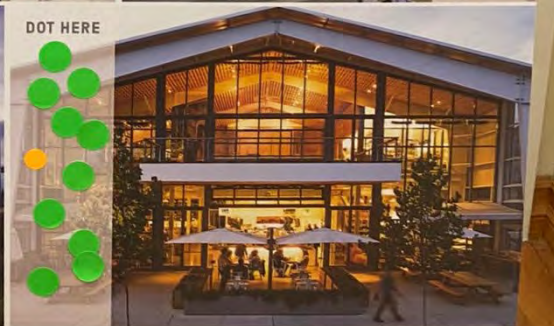
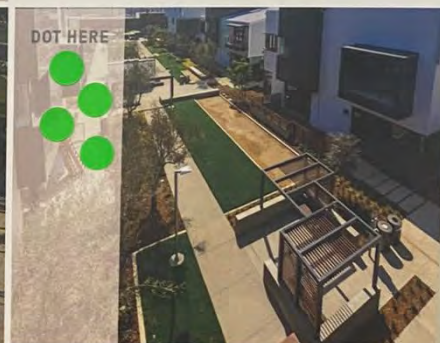


FLEXIBLE INDUSTRIAL AND TECH



FLEX INDUSTRIAL AND TECH

- Start-up Incubation Space
- Flex-Tech





OFFICE/COMMERCIAL MIXED-USE



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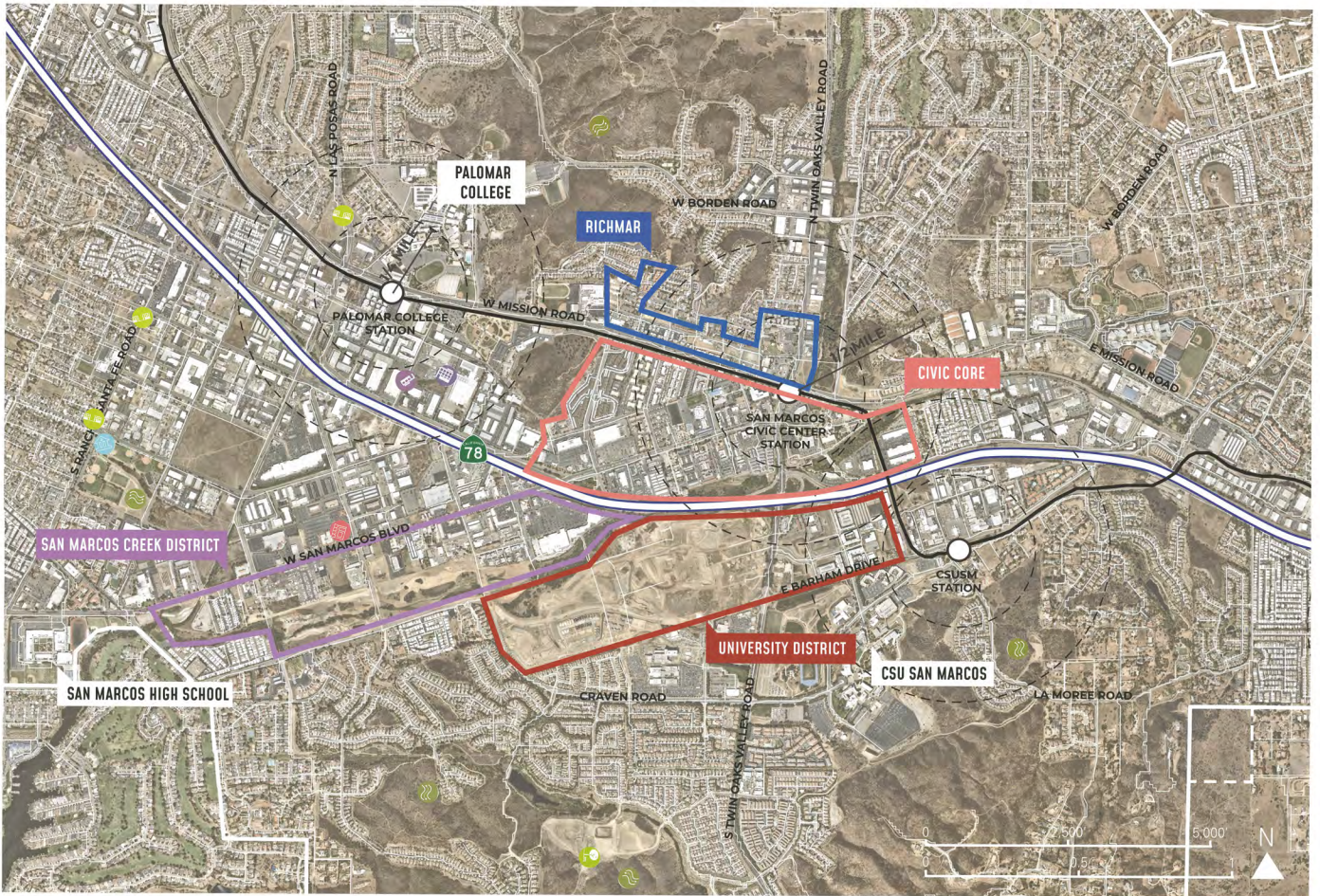


OFFICE/
COMMERCIAL
MIXED-USE

- Vertical or Horizontal Mixed-Use
- Vertical: Office over Retail
- Horizontal: Office and Commercial Co-located

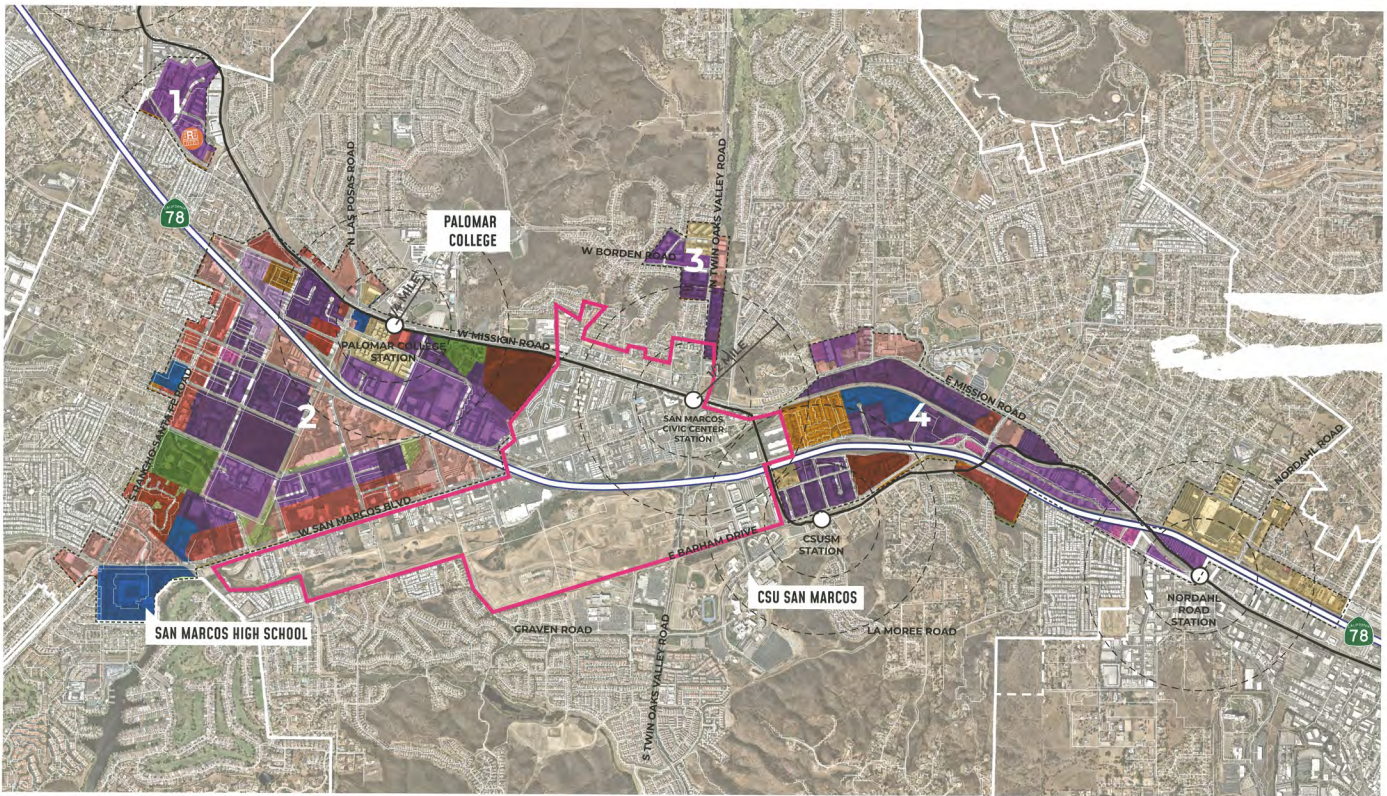


1 SAN MARCOS DOWNTOWN MAP



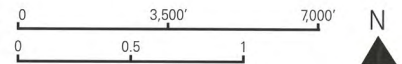
Note - Maps labeled "San Marcos Downtown Map" are identified in the summary as "San Marcos City Core".

TRANSIT CORRIDOR CHARACTER MAP



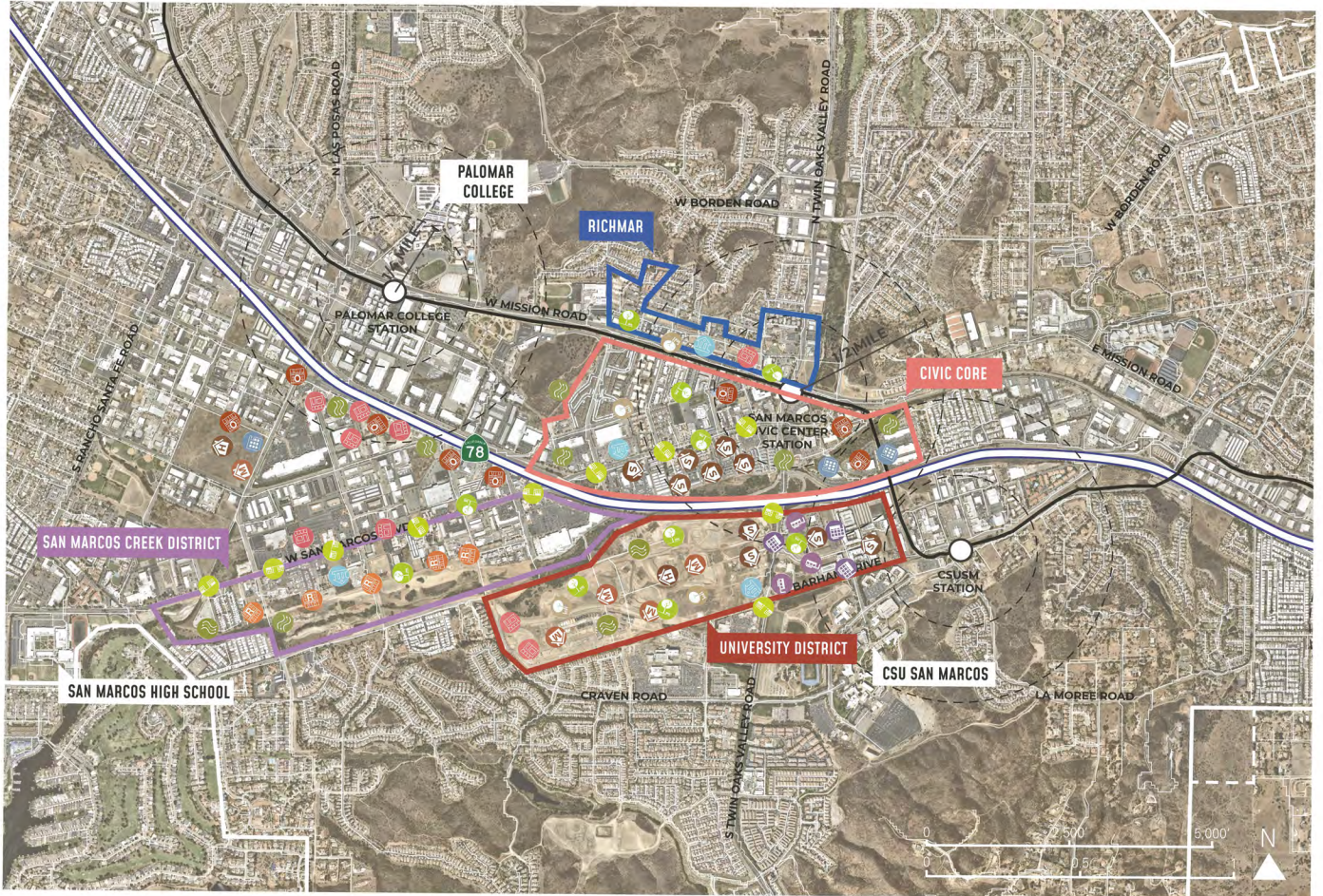
LEGEND

VLDR- Very Low Density Residential	MDR1- Medium Density Residential 1	OP- Office Professional	C- Commercial
LDR- Low Density Residential	MDR2- Medium Density Residential 2	BP- Business Park	NC- Neighborhood Commercial
LMDR- Low Medium Density Residential	MHDR- Medium High Density Residential	LI- Light Industrial	Downtown Boundary <i>See Downtown Map</i>
P- Parks	MU1- Mixed Use 1	PI- Public/Institutional	
OS- Open Space	MU3- Mixed Use 3	SPA- Specific Plan Area	
	MU4- Mixed Use 4		



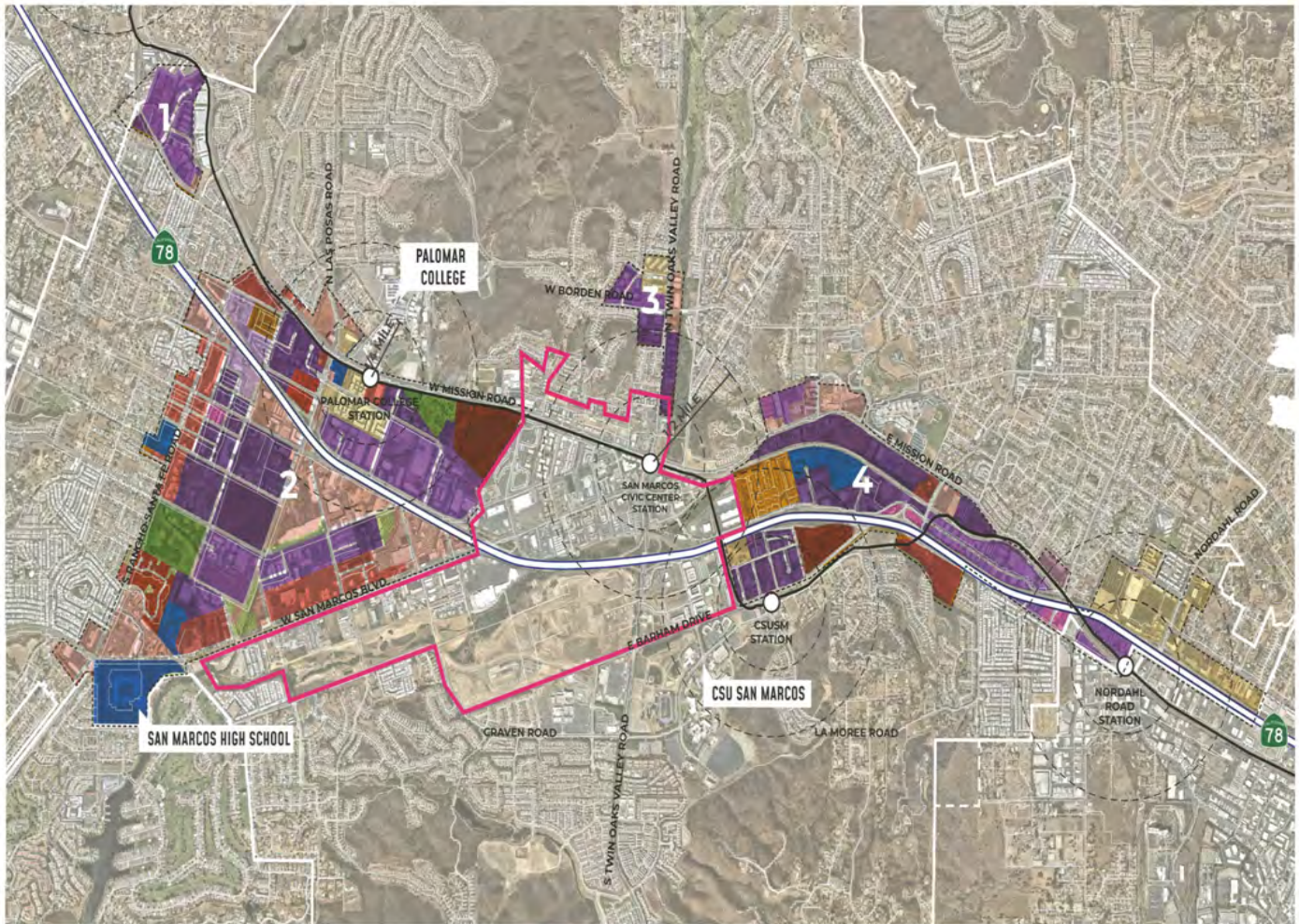
SAN MARCOS DOWNTOWN MAP

2



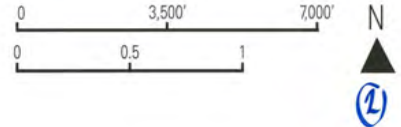
2

TRANSIT CORRIDOR CHARACTER MAP

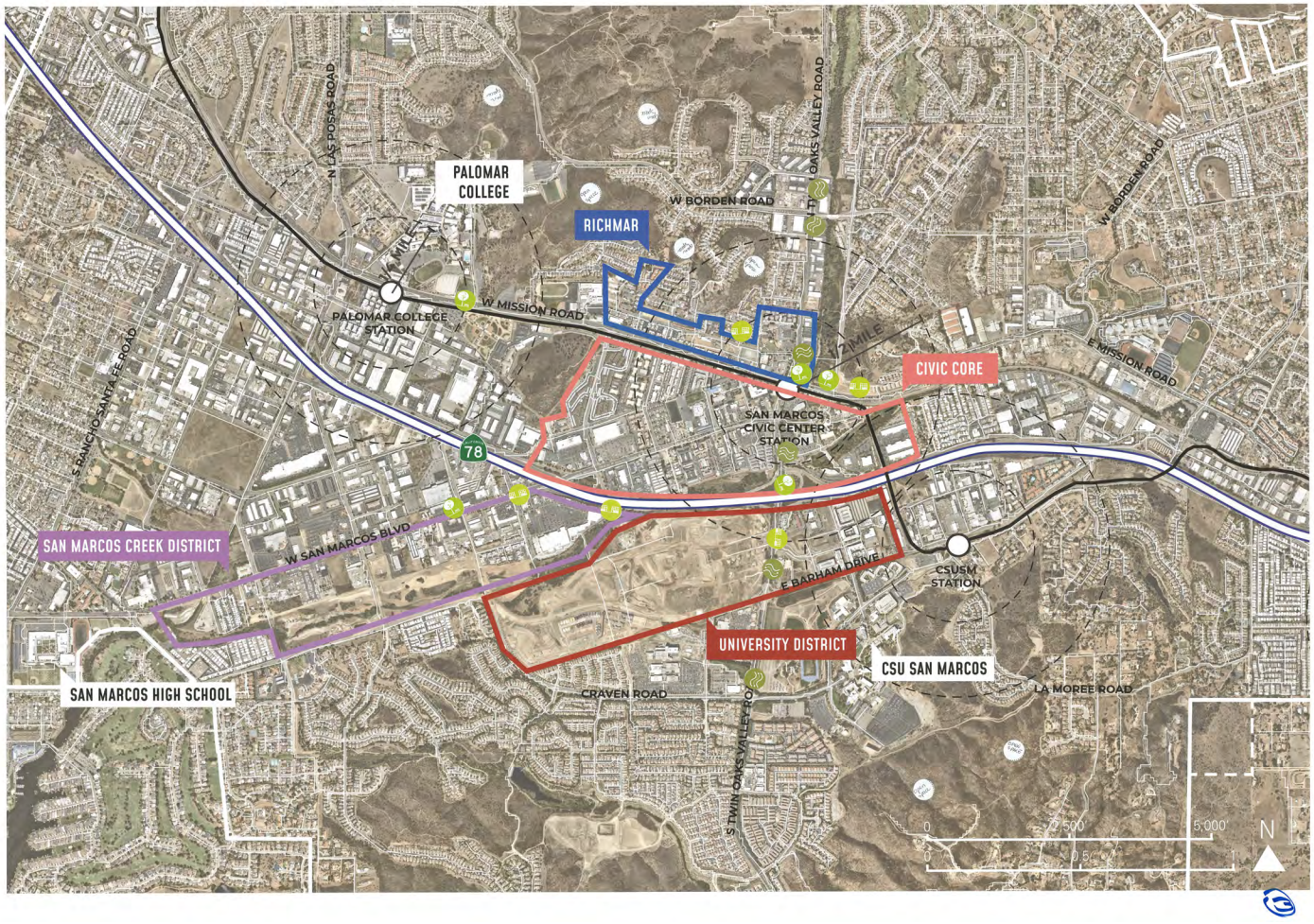


LEGEND

- | | | | |
|--------------------------------------|---------------------------------------|--------------------------|--|
| VLDL- Very Low Density Residential | MDR1- Medium Density Residential 1 | OP- Office Professional | C- Commercial |
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| LMDR- Low Medium Density Residential | MHDR- Medium High Density Residential | LI- Light Industrial | Downtown Boundary
<small>See Downtown Map</small> |
| P- Parks | MU1- Mixed Use 1 | I- Industrial | |
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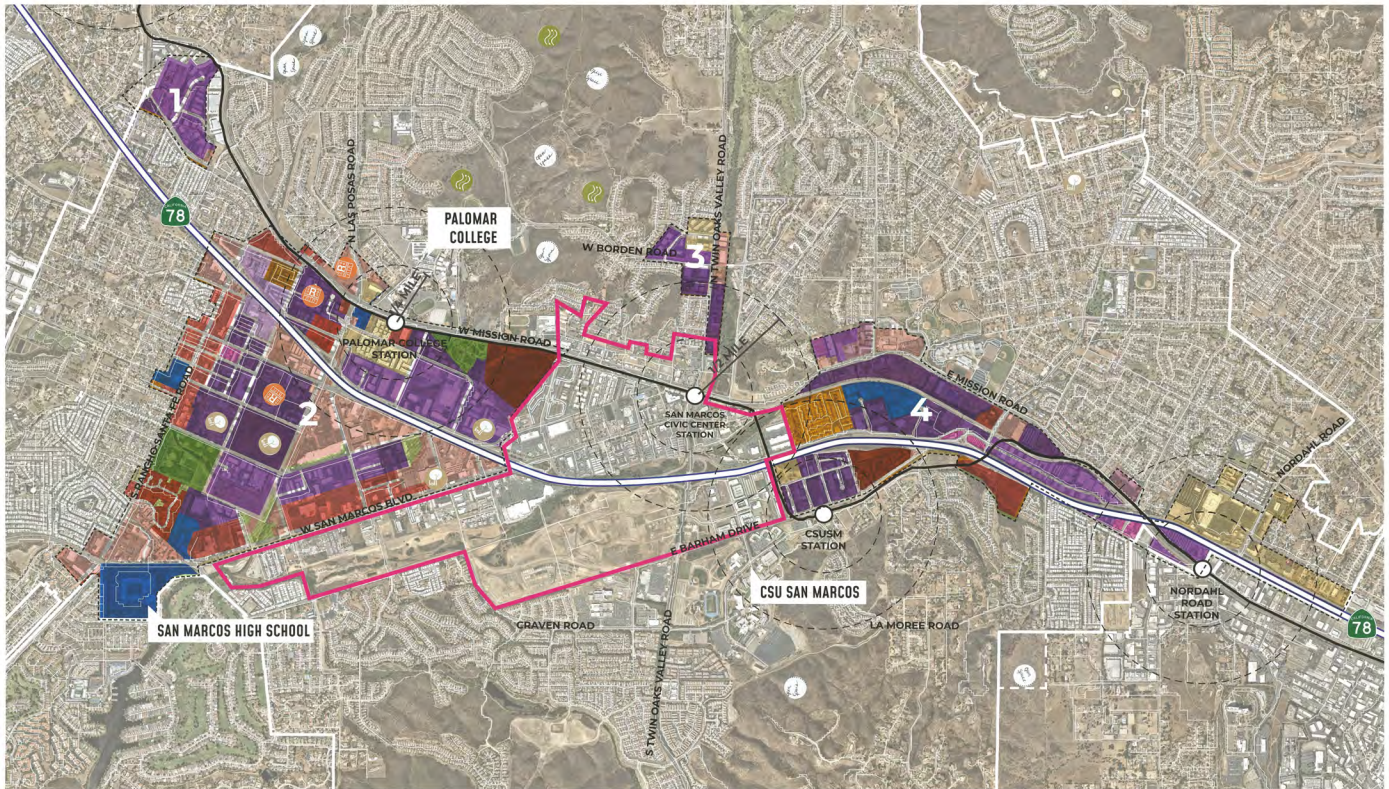


SAN MARCOS DOWNTOWN MAP



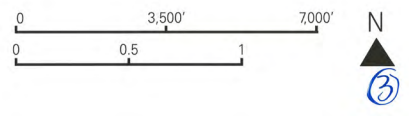
TRANSIT CORRIDOR CHARACTER MAP

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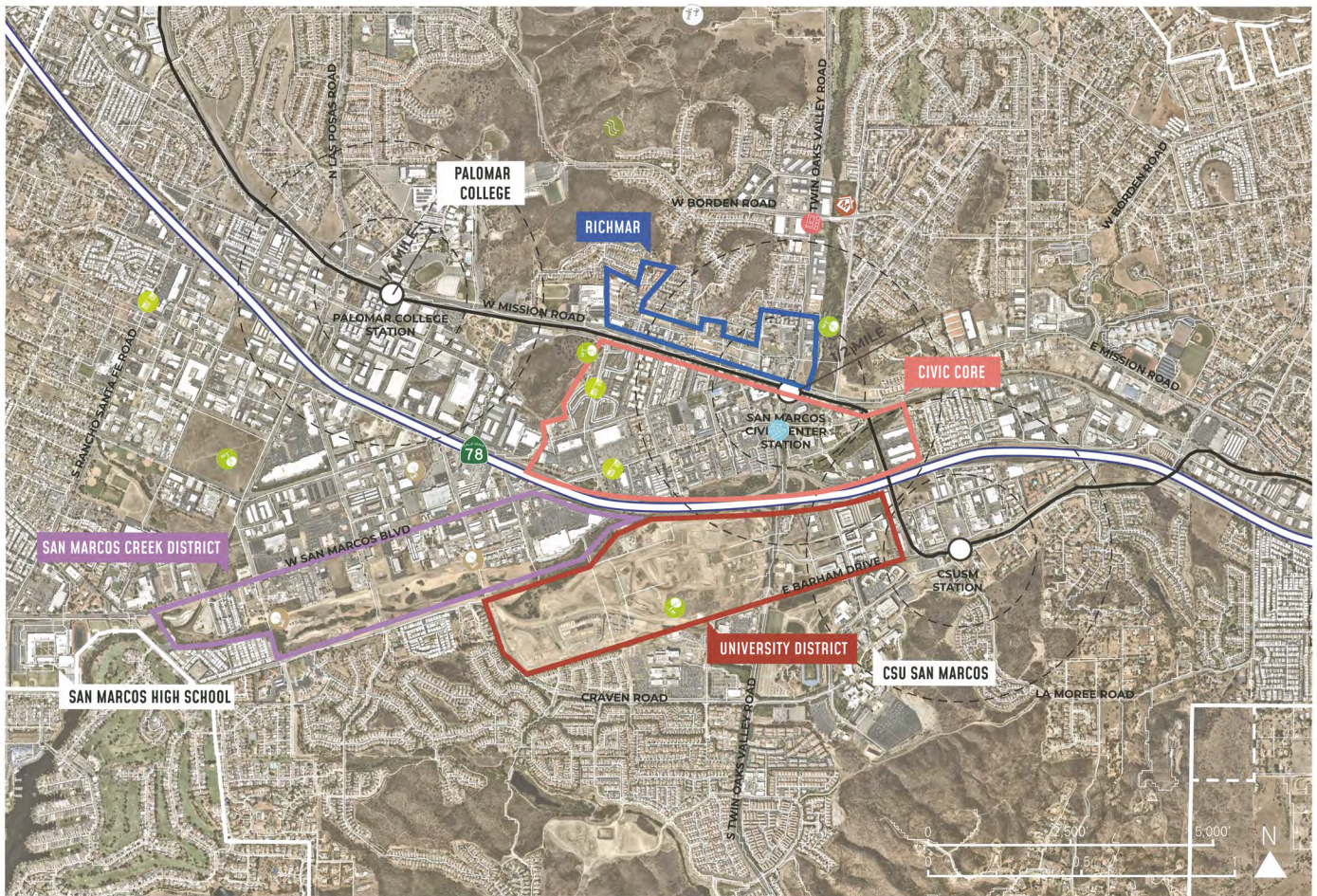


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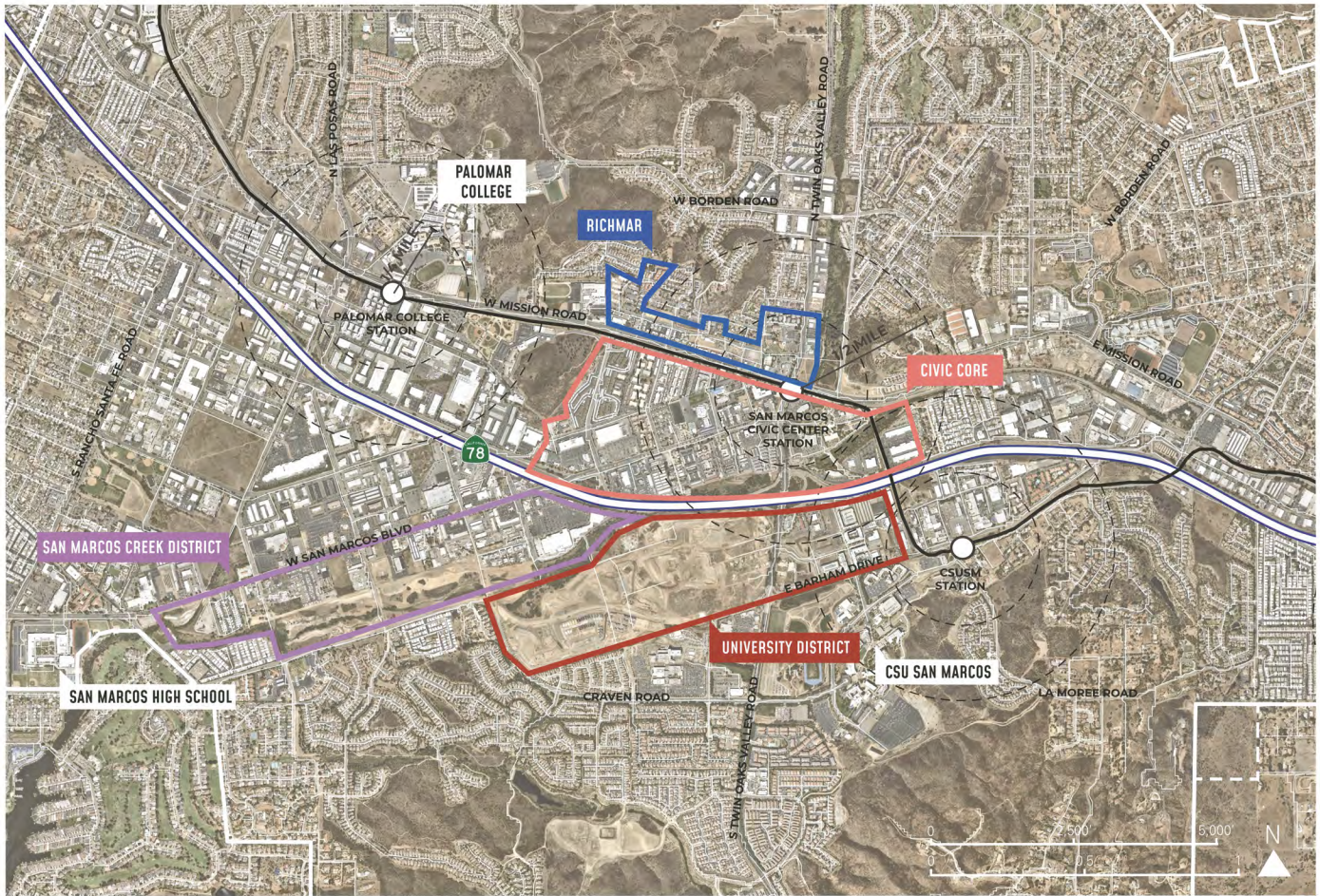
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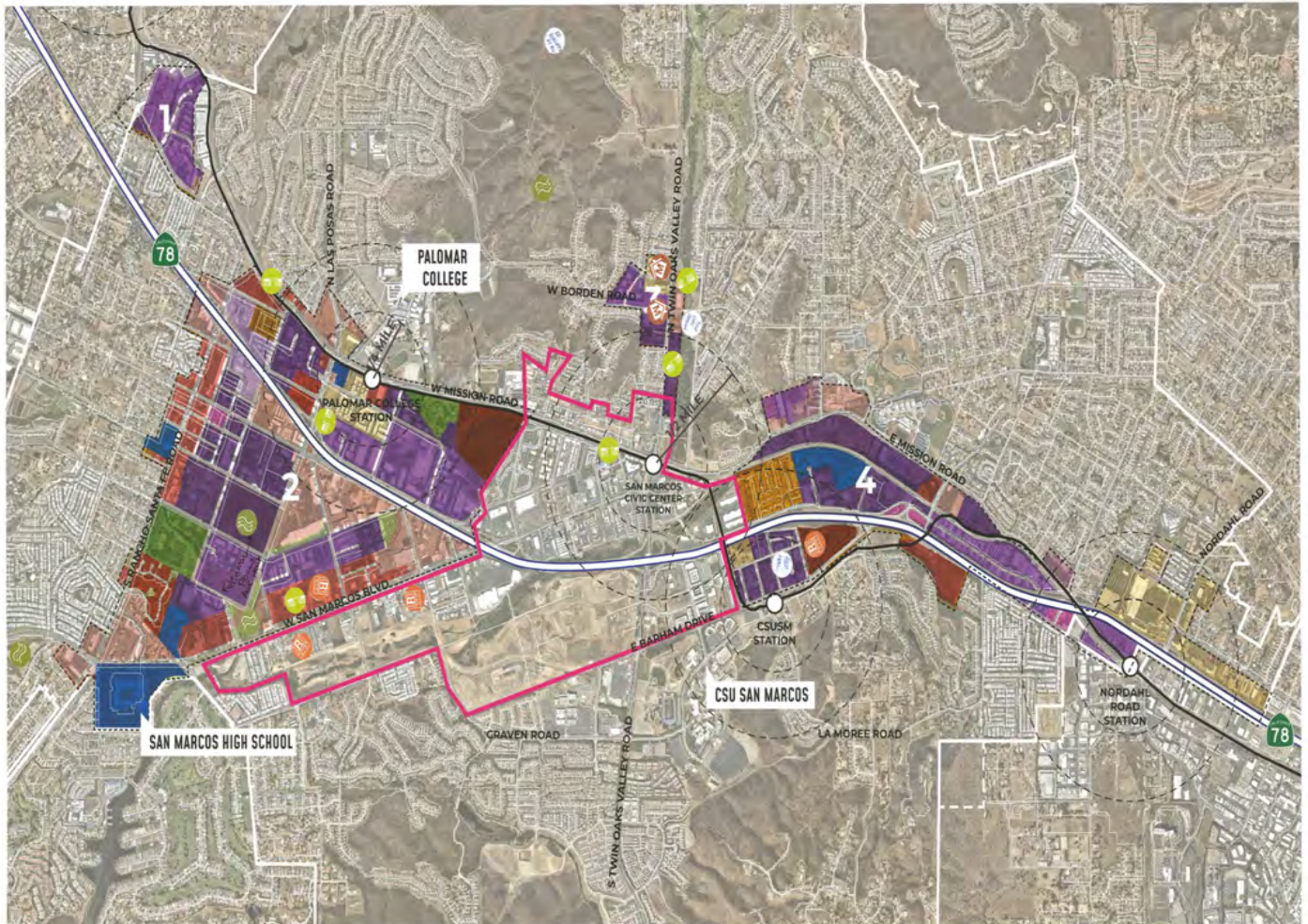
SAN MARCOS DOWNTOWN MAP



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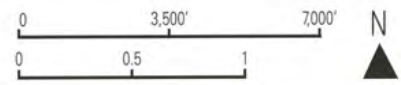


TRANSIT CORRIDOR CHARACTER MAP

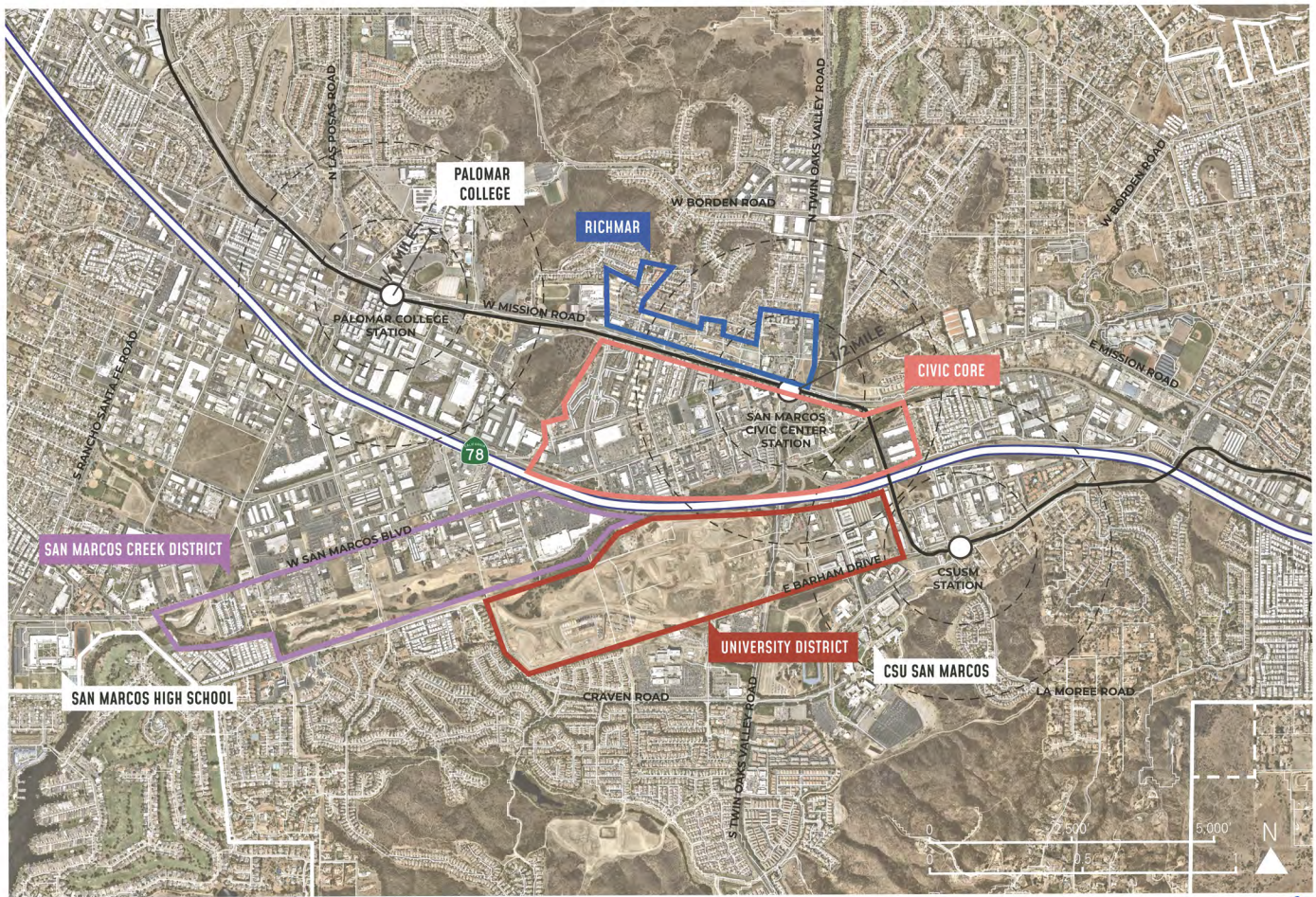


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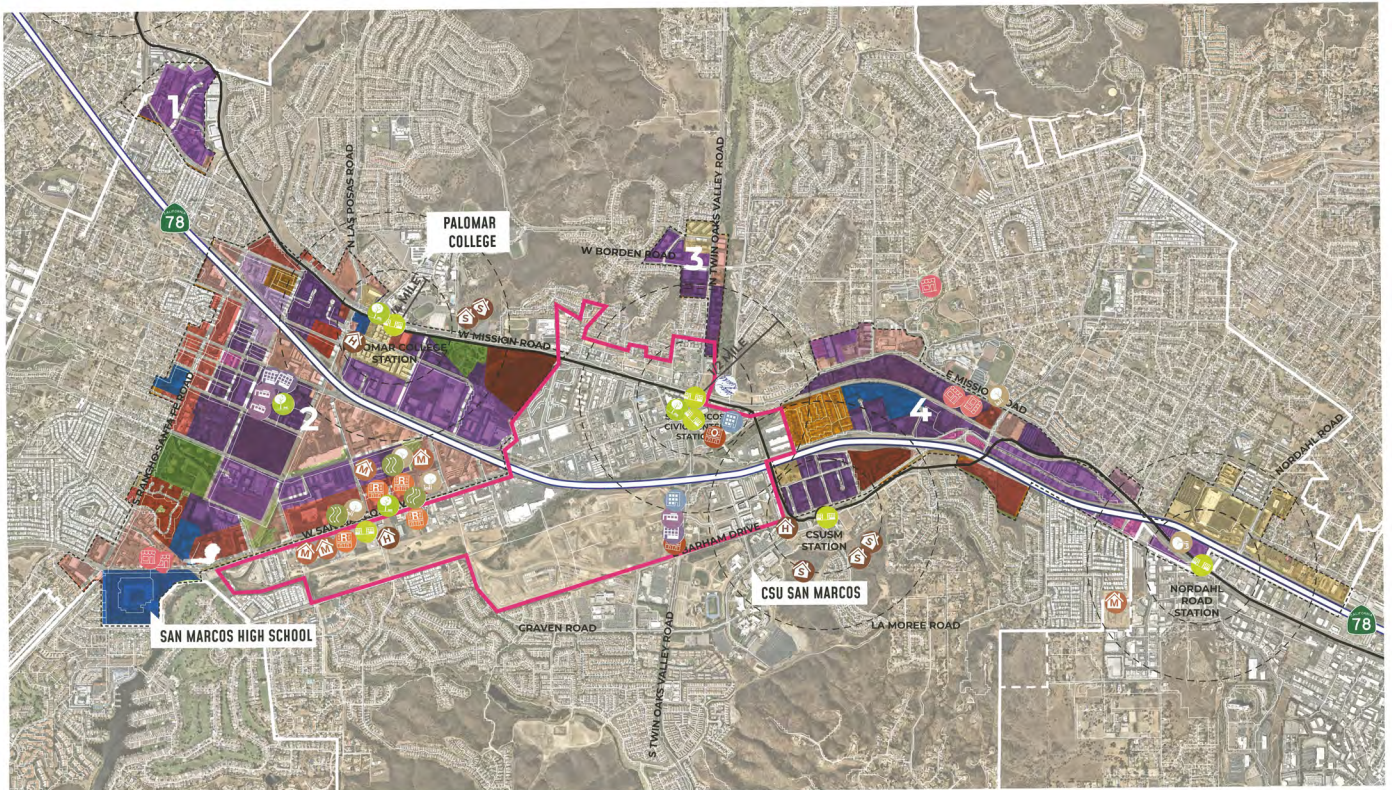
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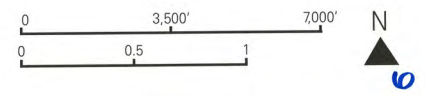


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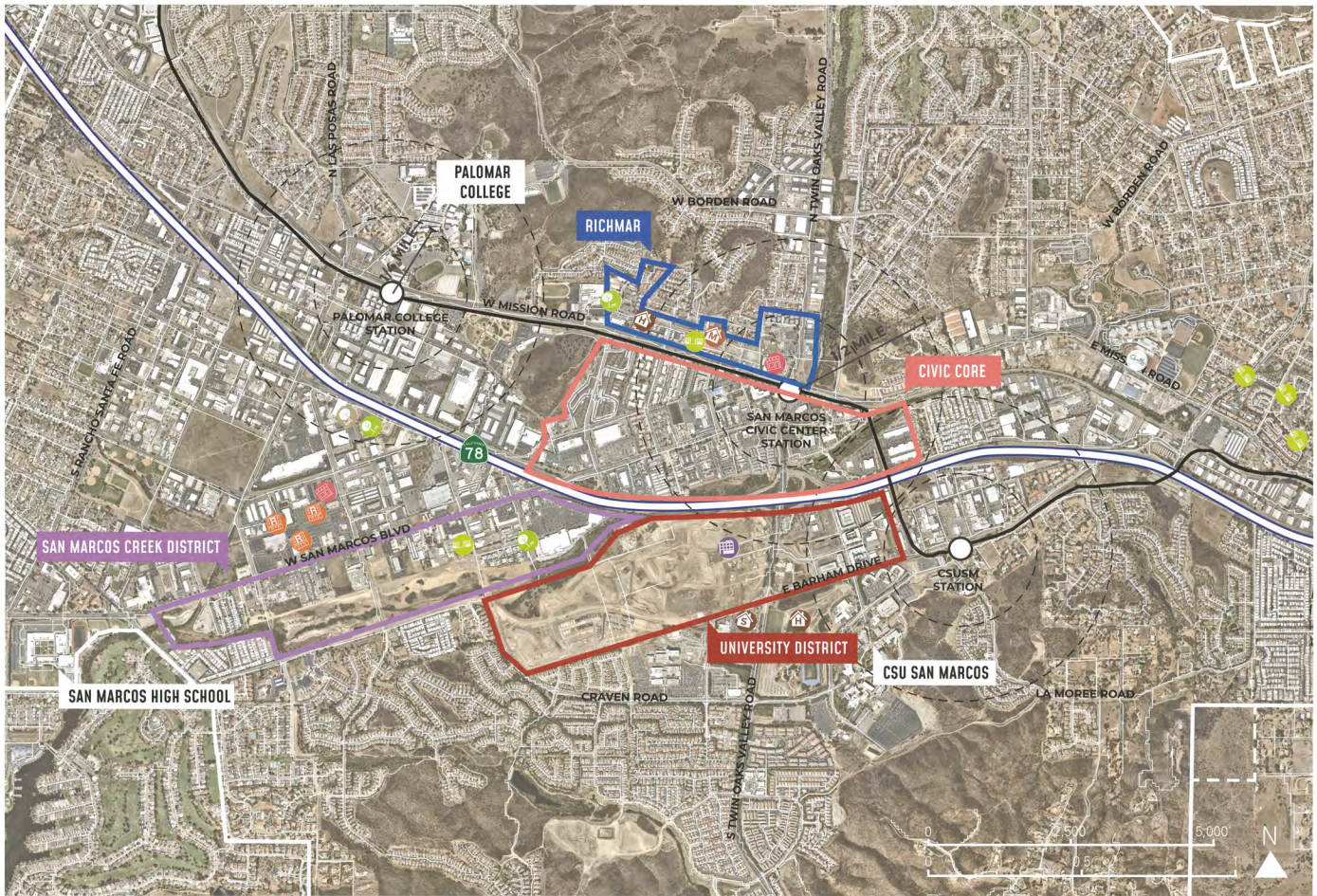


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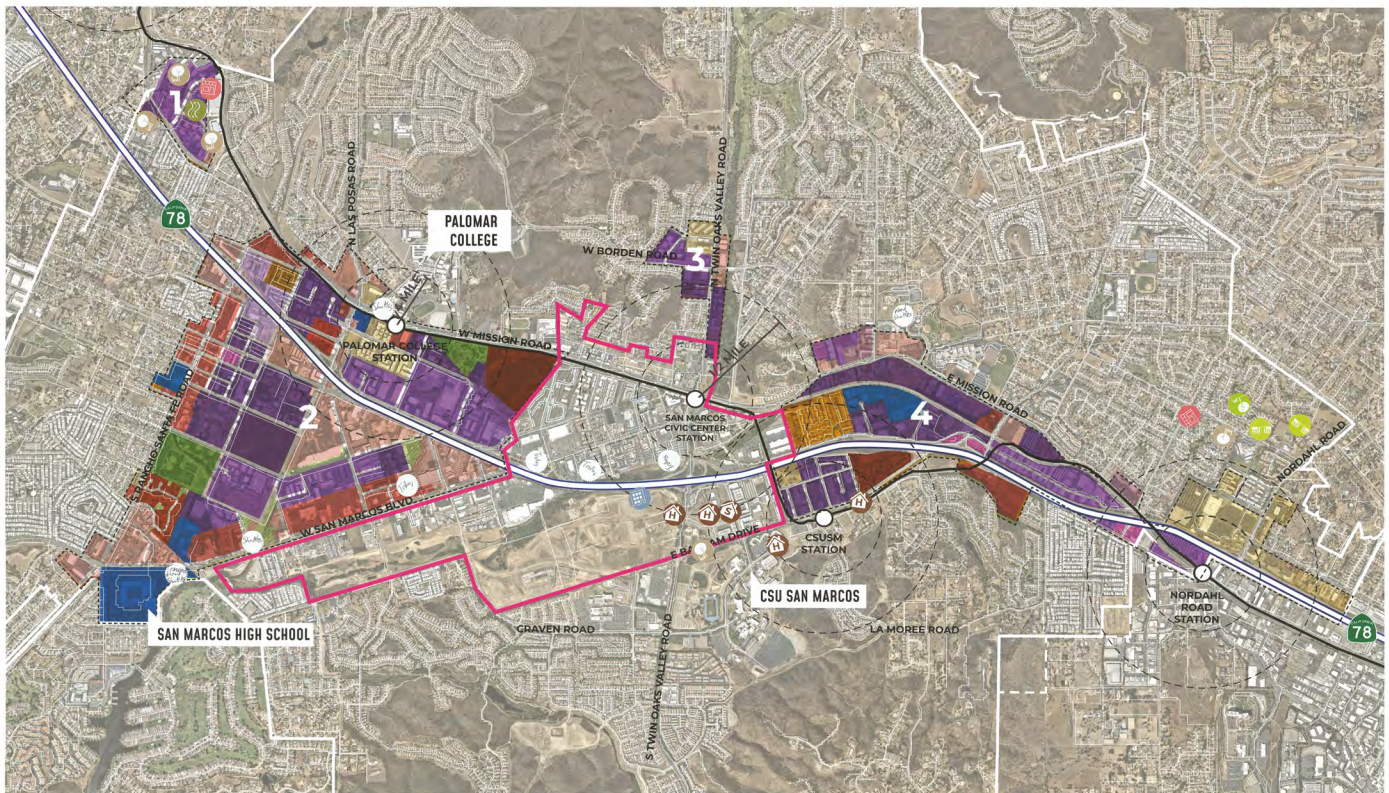
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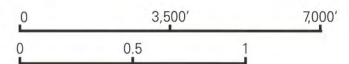


TRANSIT CORRIDOR CHARACTER MAP

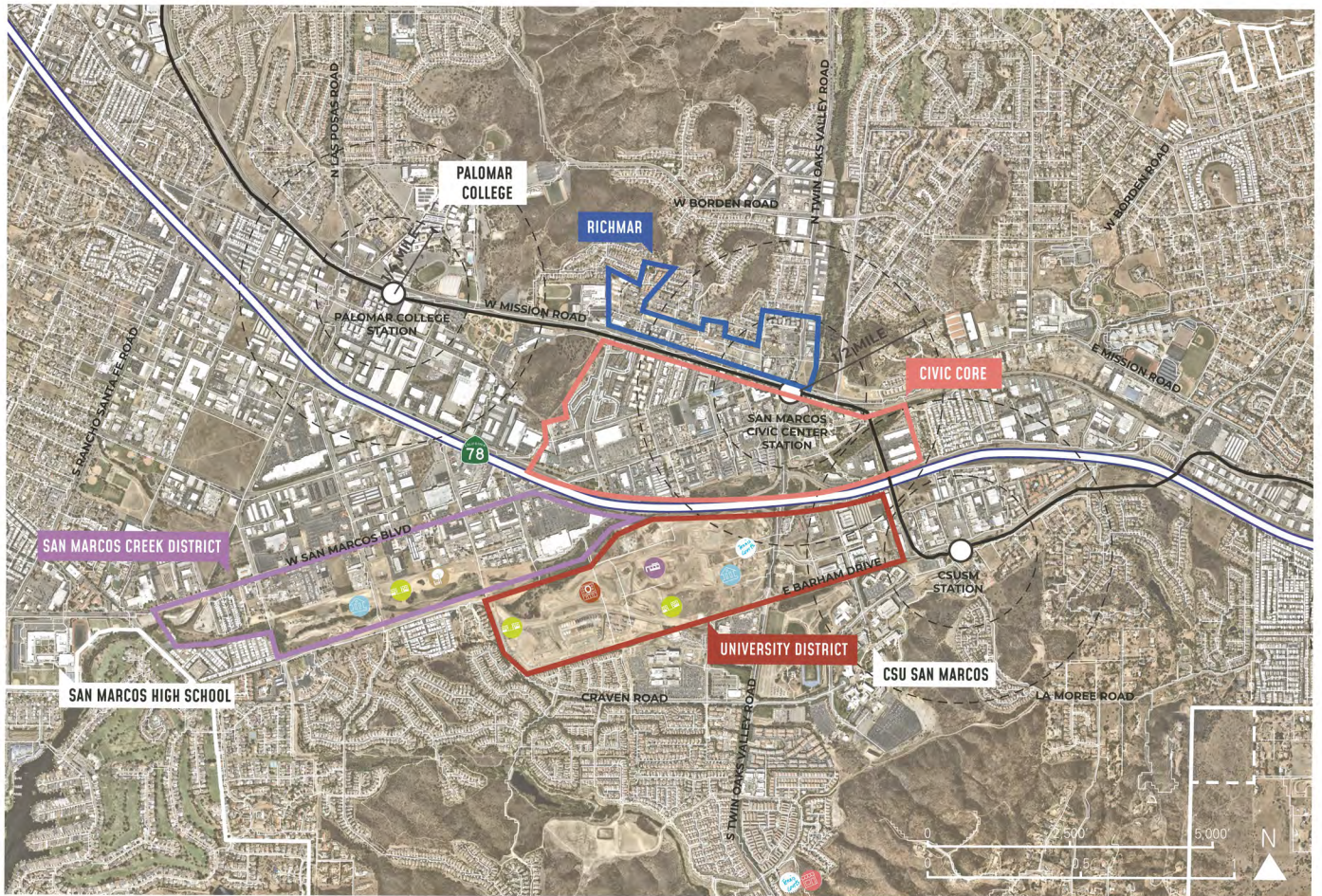


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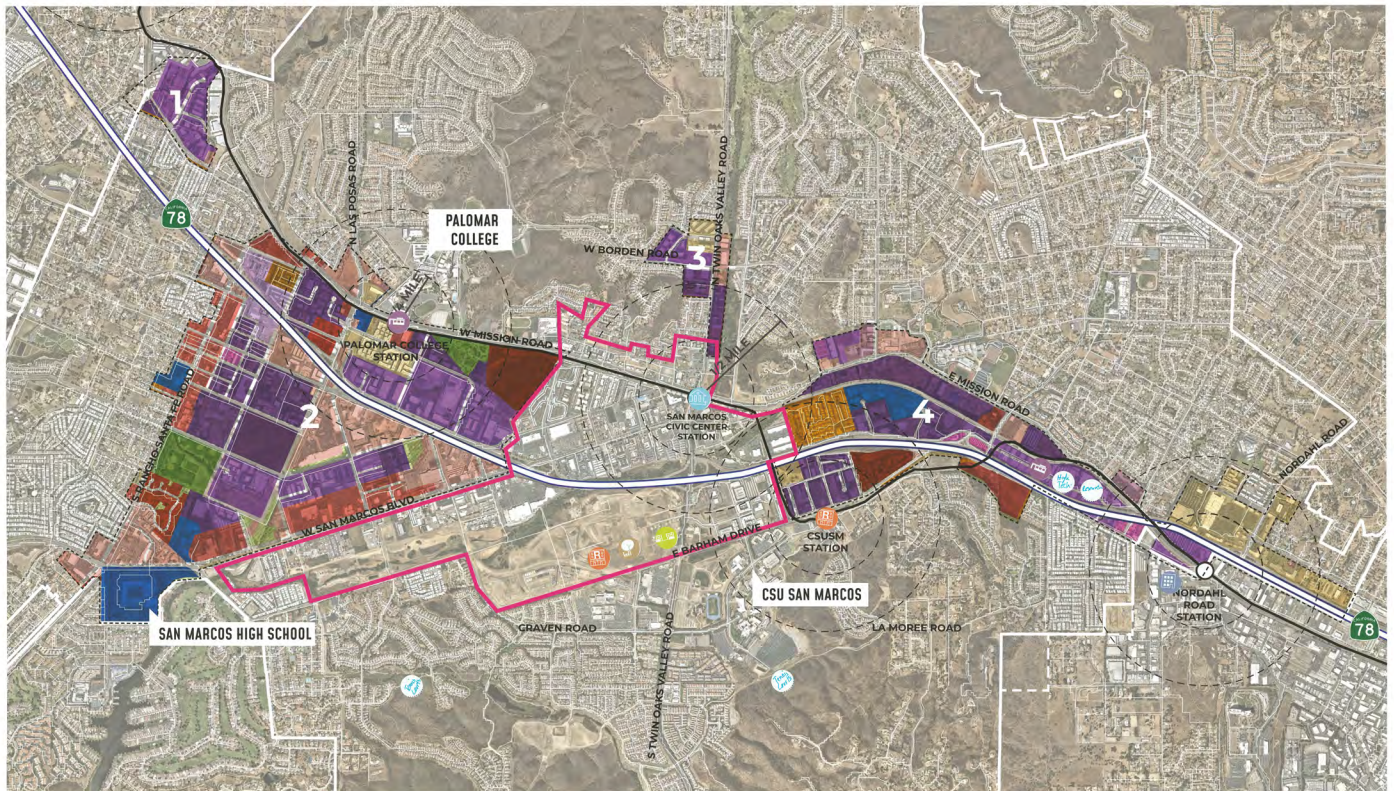
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SAN MARCOS DOWNTOWN MAP

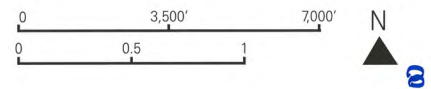


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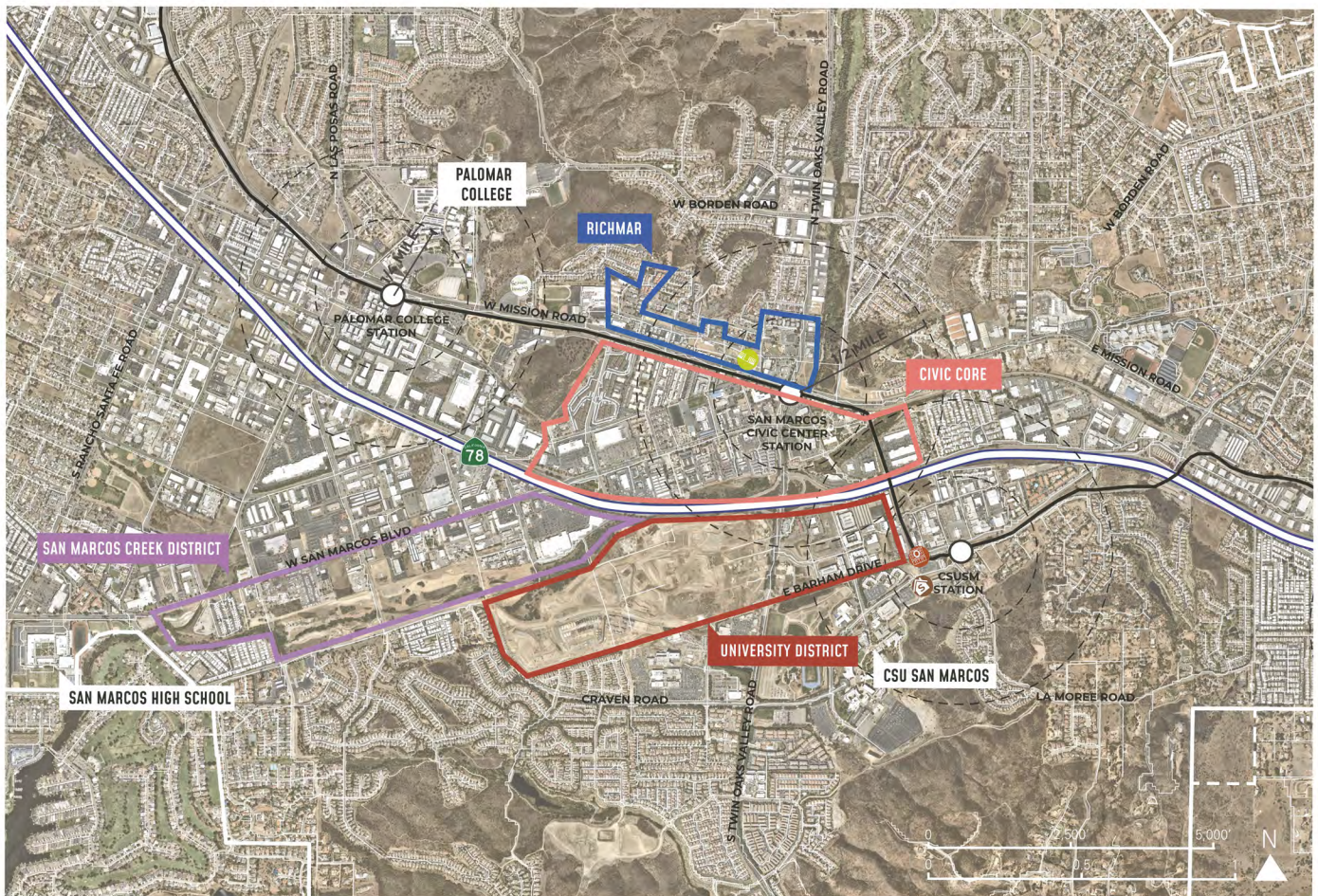


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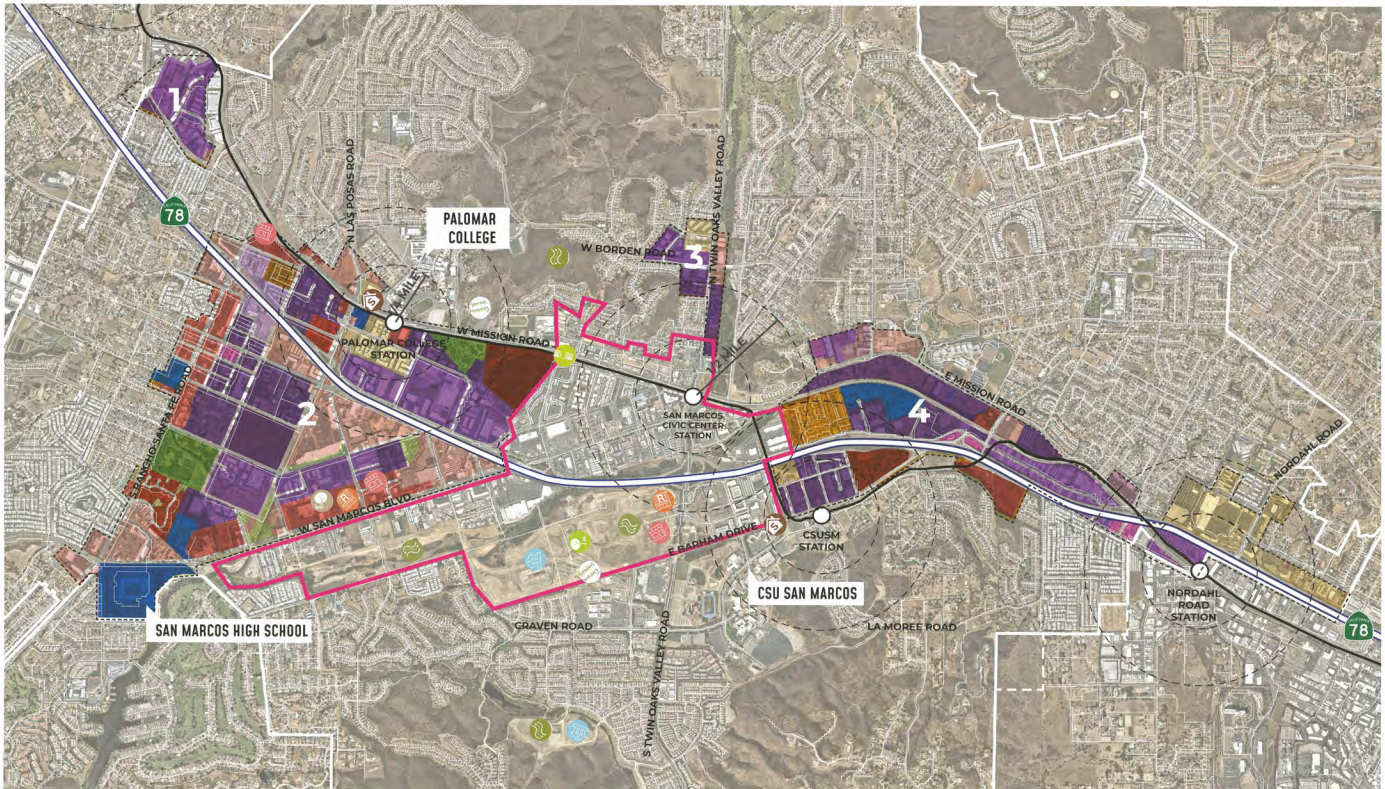
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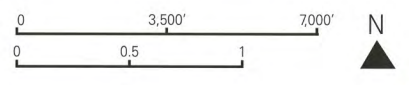


TRANSIT CORRIDOR CHARACTER MAP



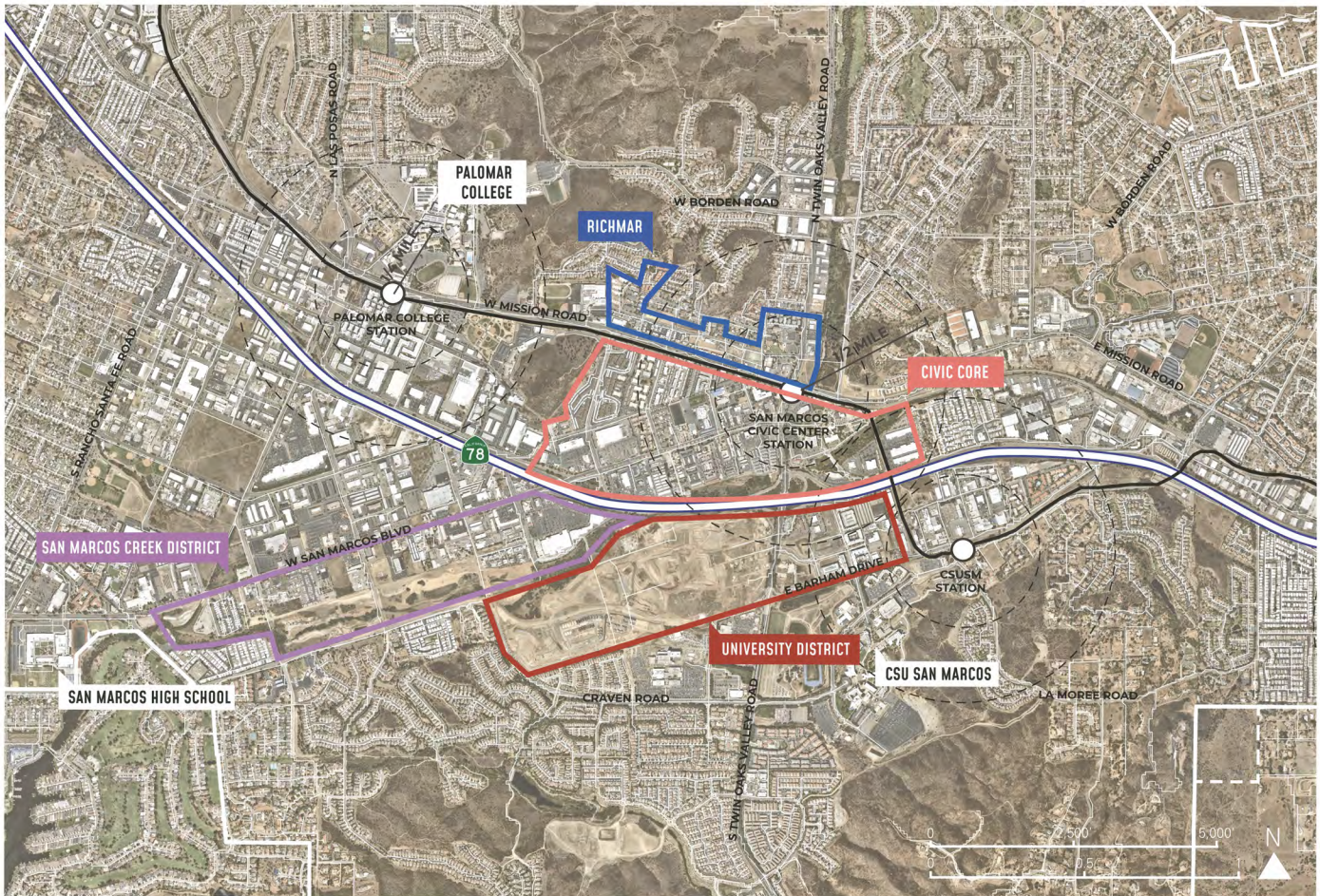
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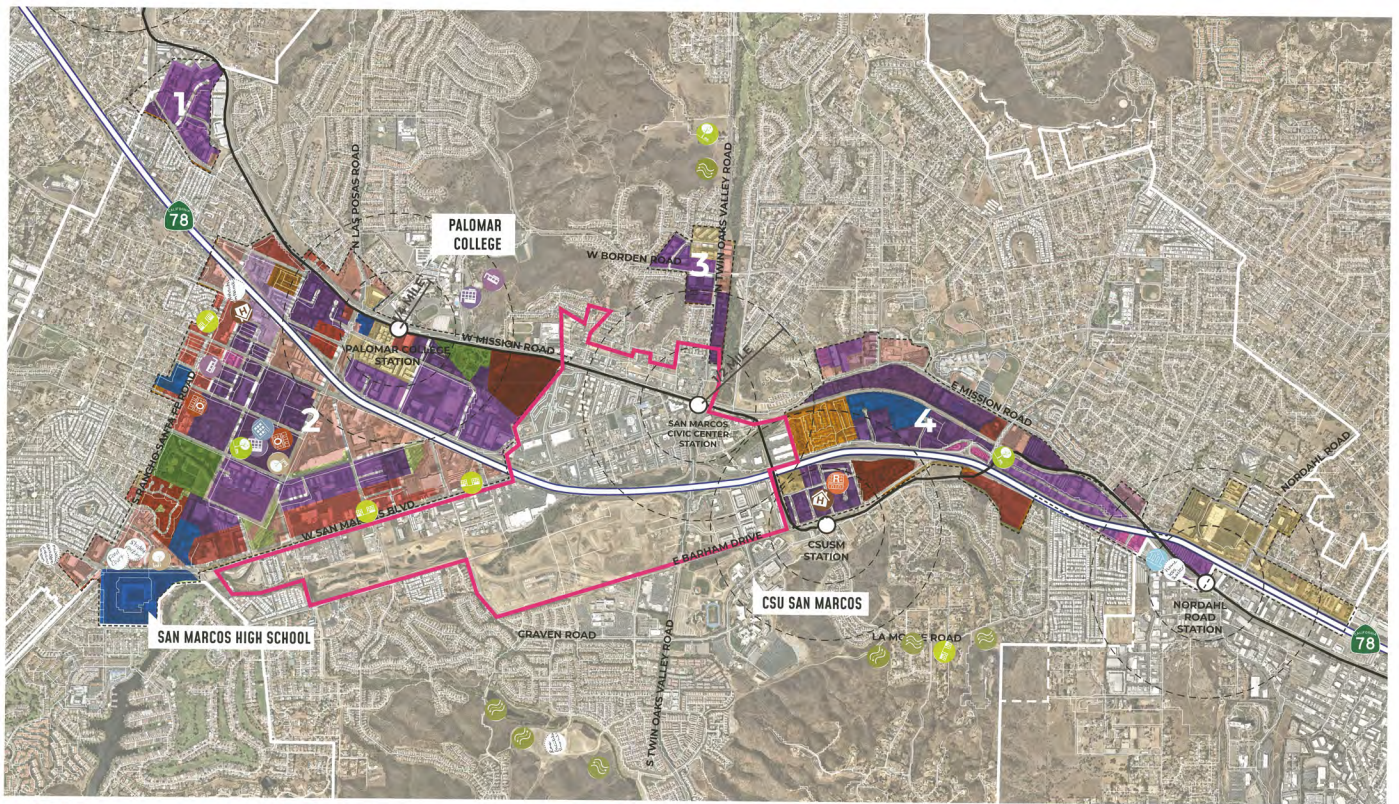


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








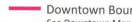








SAN MARCOS DOWNTOWN MAP

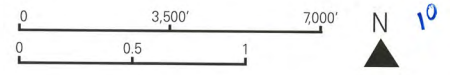


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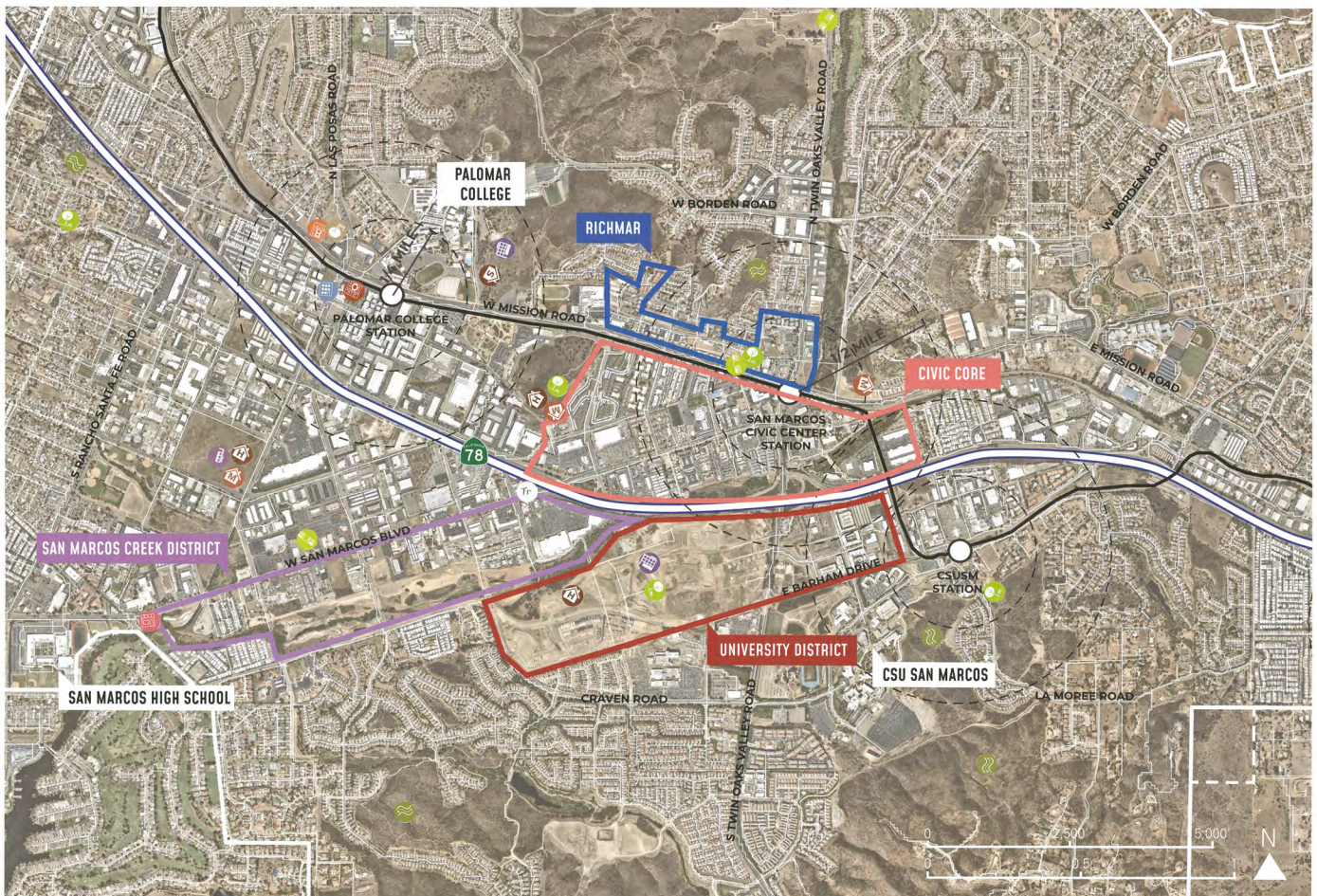


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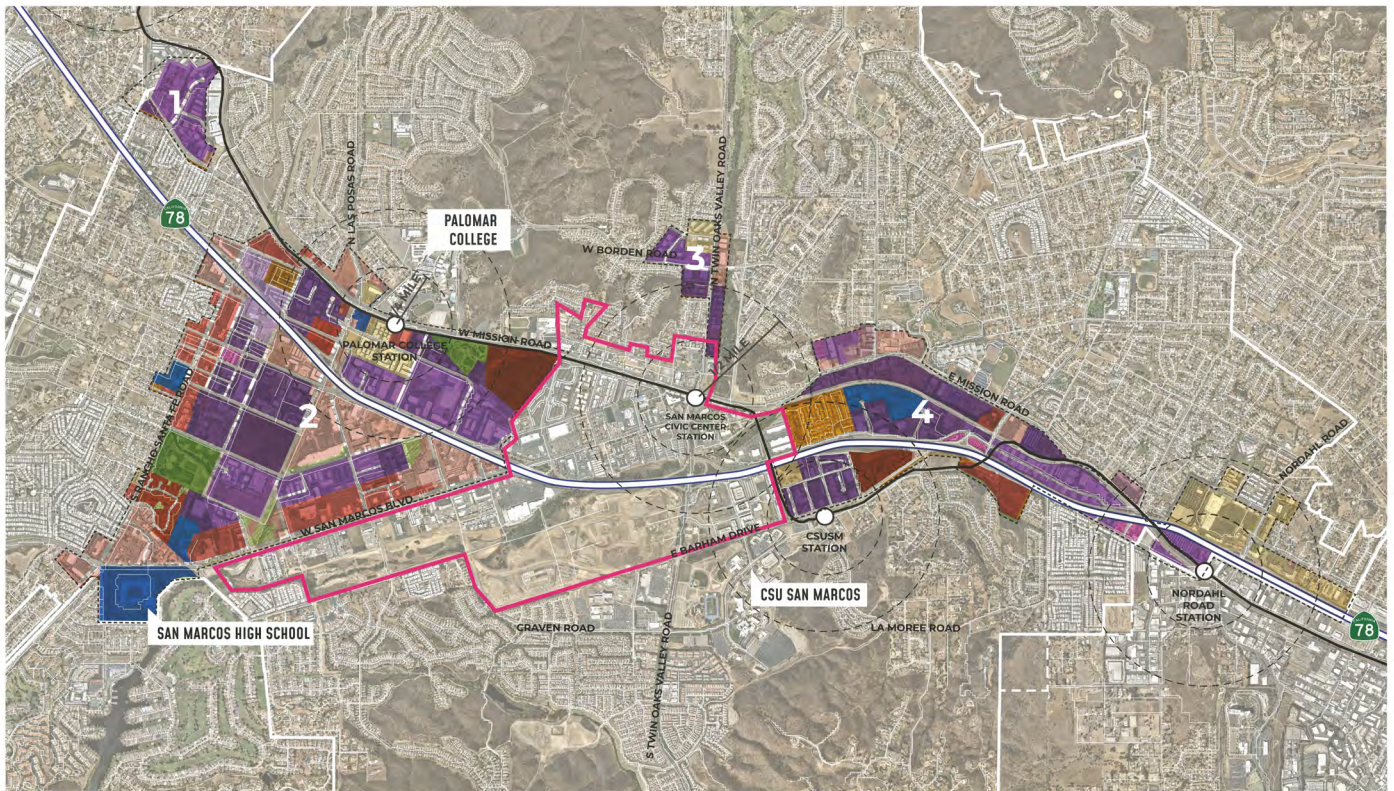
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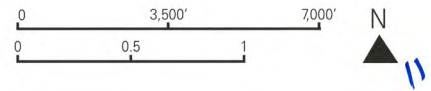


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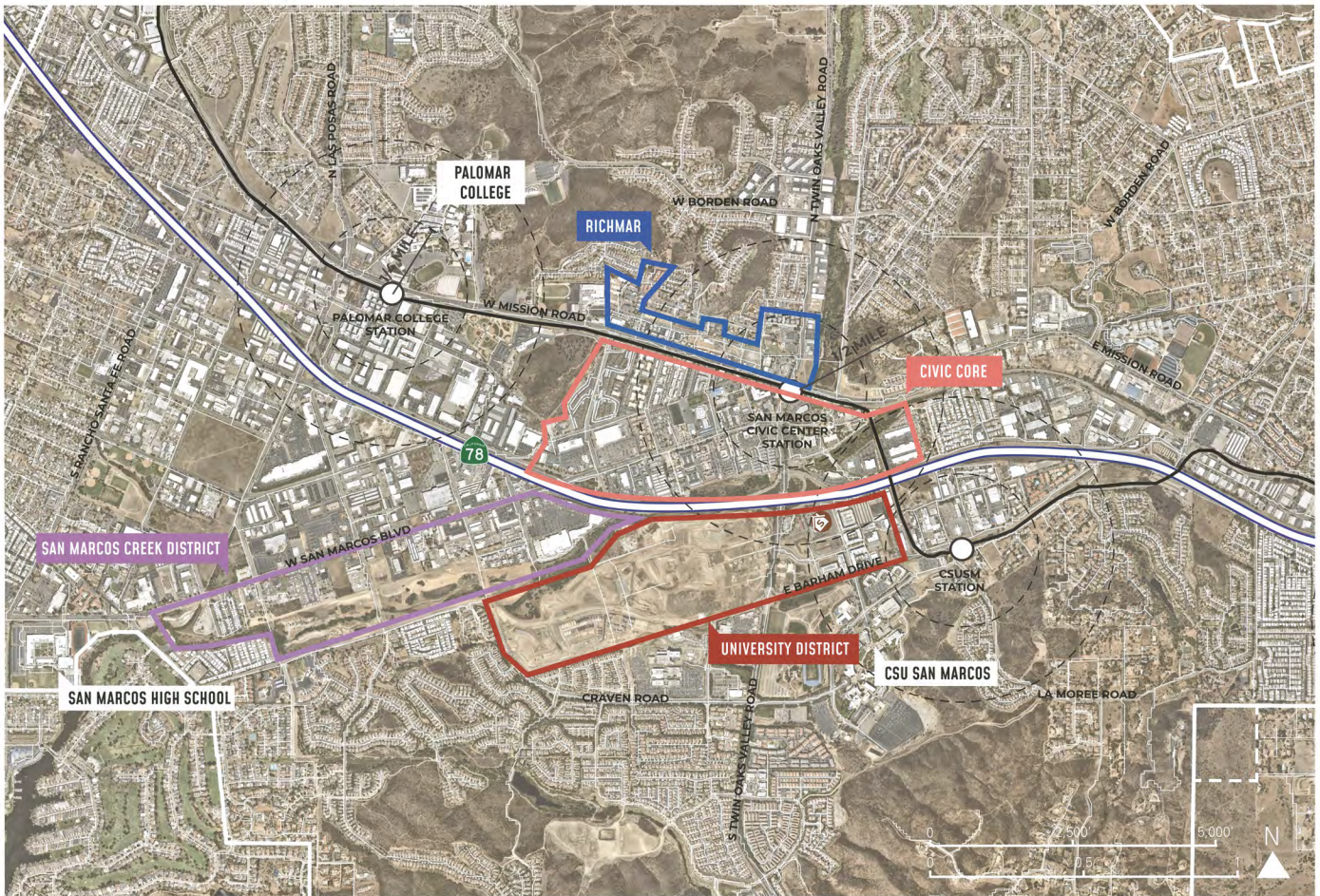


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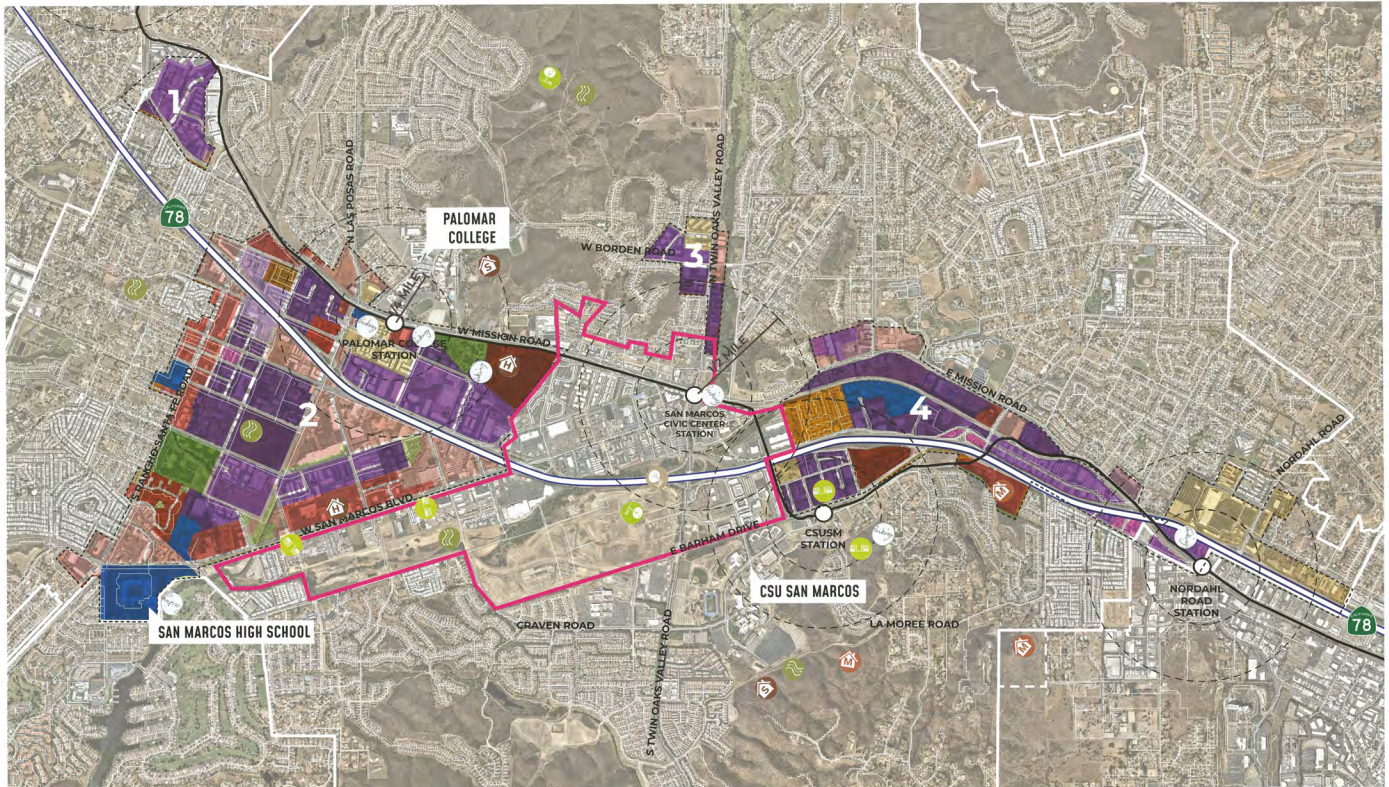


SAN MARCOS DOWNTOWN MAP



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TRANSIT CORRIDOR CHARACTER MAP



LEGEND

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