

## General Plan Vision Statement

### Vision

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, welcomes 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 attractions 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.

### NOTES/COMMENTS:

## Guiding Principles

### Distinctive Experiences

San Marcos is recognized by its distinctive community experiences that set it apart from neighboring communities. Daily life is enriched by one-of-a-kind spaces for friends and family to gather and create lasting memories. With a balance of mixed-use activity centers and residential neighborhoods, the City maintains its hometown charm even as it continues to grow. New development fits harmoniously into the existing neighborhood fabric and is thoughtfully designed to reflect the diverse identity of San Marcos. Established neighborhoods retain the characteristics that make them special while the City preserves and protects, these valued community assets.

North City—with its dynamic living, shopping, entertainment, employment, and educational opportunities—is the hub of activity in North County. San Marcos residents share a unified sense of identity and are proud to build strong and lasting relationships. These special community features give San Marcos a small town feel while delivering big city amenities.

### NOTES/COMMENTS:

**Open Spaces**

San Marcos is a healthy community that fosters positive relationships through exceptional recreational opportunities. The City boasts abundant beautiful and inviting open spaces—with over 300 acres of parkland, including large and small community parks, multi-use trails suitable for hiking, biking, running, and equestrian use, and passive areas to relax and recharge—that meet the needs of people of different ages and abilities. These areas are some of San Marcos’ most defining features and serve as a primary reason people choose to call San Marcos home. San Marcos is the perfect location for community gatherings, outdoor sports, or a family picnic. Opportunities for adventure, play, and fitness are thoughtfully integrated throughout the community.

**NOTES/COMMENTS:**

**Education Hub**

San Marcos is the educational hub of North San Diego County. It is home to numerous academic institutions; California State University San Marcos (CSUSM) and Palomar College are the major talent-producing institutions in the city. Education is a key component of the community's identity. Students are supported at all stages of life, from preschool, to college, and beyond. San Marcos Unified School District provides high-quality education to San Marcos' youngest generation and serves as a pipeline to future opportunities. There is a high concentration of residents with STEM (science, technology, engineering, or math) degrees, opening a gateway for collaboration between residents, businesses, and the academic community.

**NOTES/COMMENTS:**

**Business Launchpad**

The City is part of the 78 Corridor known as “Innovate78”, a strategic partnership between San Marcos, Carlsbad, Escondido, Oceanside, and Vista meant to further innovation and boost economic prosperity in North County. The City is able to create ample job opportunities by both attracting and retaining high-quality employers, as well as serving as a launchpad for new companies. Entrepreneurship and small business growth is bolstered through partnerships with educational institutions. San Marcos maintains a healthy, diverse economy by promoting growth across multiple industries such as the burgeoning life sciences / biotech sector and manufacturing sector. San Marcos celebrates recent increased interest in locally-made experiential industrial products, and the opening of new breweries, distilleries, roasteries, and other food and drink production facilities.

**NOTES/COMMENTS:**

**Sustainable Growth**

The City is focused on accommodating new growth by providing for a fiscally and environmentally sustainable balance of high-quality housing, employment, infrastructure, public services, and recreational opportunities. New development is directed to areas of San Marcos that can best accommodate growth, including along its corridors, around its activity centers, and near transit, like the SPRINTER light rail system. These areas can support a desirable mix of uses and are particularly well-suited to accommodate growth due the proximity of multimodal transportation options and opportunity for infrastructure expansion and improvements. City policies and codes ensure there are adequate public services and utilities available to maintain the high quality of life San Marcos community members expect. The community values energy and water conservation, renewable energy options, and recycling programs and embraces new creative strategies to promote a more sustainable lifestyle.

**NOTES/COMMENTS:**