



GPAC Meeting #15
January 18, 2011



SAN MARCOS GENERAL PLAN

Our City, Our Future

Land Use Alternatives – Analysis Process

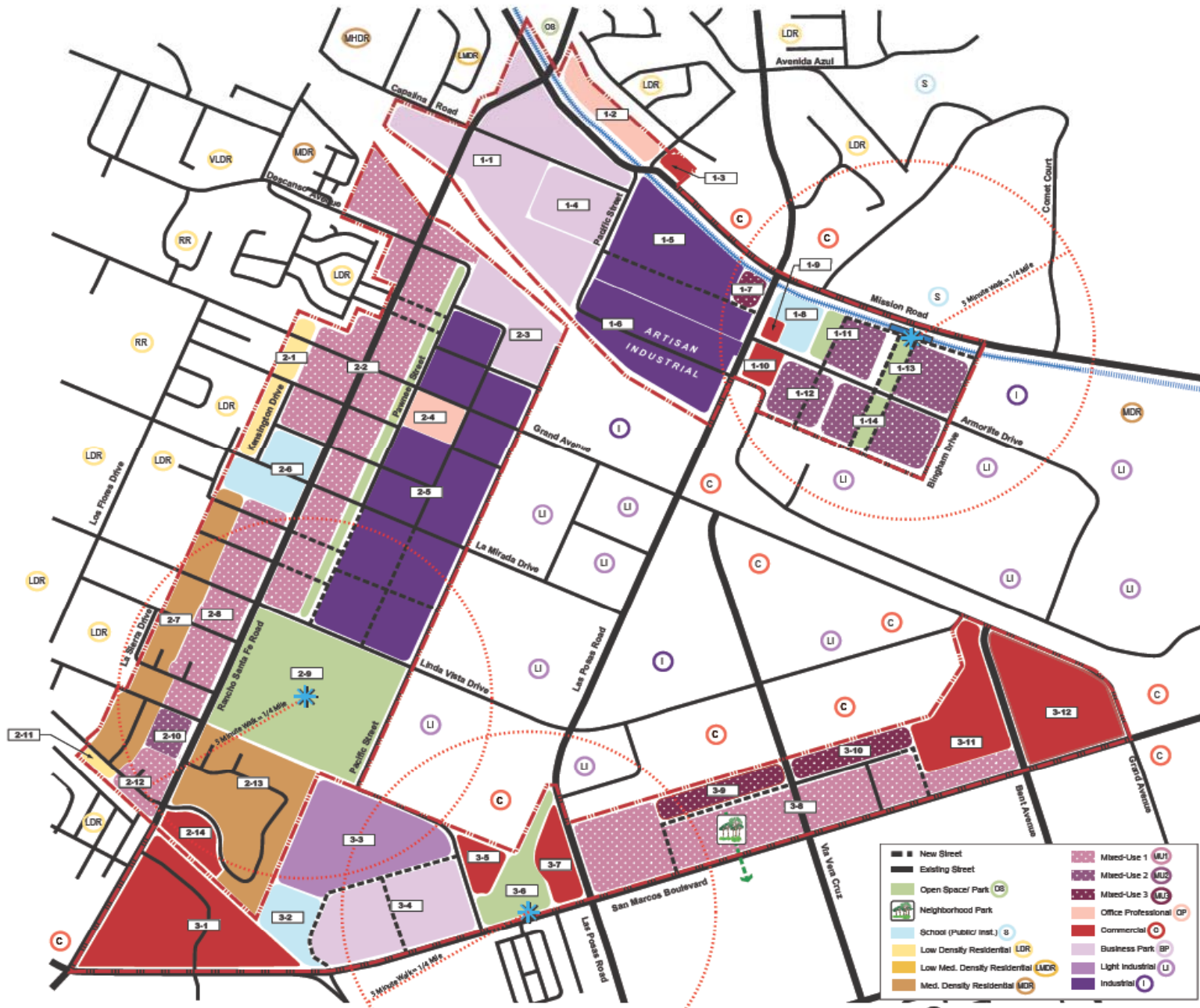
- A set of land use alternatives for the Study Areas was developed and presented to the public and the GPAC in April 2010 (Series 2 Workshops)
- Feedback received from the public and the GPAC led to the creation of two refined land use alternatives for the Study Areas in September 2010 (Series 3 Workshops)
- Feedback collected from GPAC and Series 3 Workshops participants was considered in the formulation of the City Staff/Consultant Recommended Land Use Plan for the Study Areas



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- **GPAC and Public Workshop Series #3 Alternative B (Expressed Preference)**
 - Strong expressed preference for Alternative B
 - Maintained significant amount of Industrial designated areas
 - Included substantial amounts of Business Park along Mission Road and Rancho Santa Fe Boulevard
 - Included significant amounts of Mixed Use along Mission Road, Rancho Santa Fe, and San Marcos Boulevard



GPAC and Public Workshop Series #3
Alternative B (Expressed Preference)



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City Staff/Consultant Recommended Land Use Plan

- Continues to retain significant amount of Industrial designated areas
- Includes Residential designation for El Dorado Mobile Home Park in Mission Road area
- Introduces Mixed Use 4 designation in Mission Road area visible from the SR-78
- Continues to include substantial amounts of Mixed Use designations along Mission Road, Rancho Santa Fe, and San Marcos Boulevard, but at lower intensities

Study Area ID No.	Public Workshop Series #3 Alternative B (Expressed Preference)	City Staff/Consultant Recommended Land Use Plan
1-1	BP	C
1-2	BP	MU3
1-3	BP	BP
1-4	BP	LMDR
1-5	OP	MU3
1-6	C	MU3
1-7	I	I
1-8	MU3	MU3
1-9	I (with Artisan Industrial Overlay)	MU4
1-10	P/I (Public/Institutional)	P/I (Public/Institutional)
1-11	C	C
1-12	C	MU1
1-13	MU2	MU1
1-14	MU2	I
2-1	MU1	C
2-2	MU1	C
2-3	BP	BP
2-4	LDR	LDR
2-5	MU1	MU1
2-6	OP	OP
2-7	P/I	P/I
2-8	I	I
2-9	MDR	LDR
2-10	MU1	MU1
2-11	MU1	MU1
2-12	MU2	MU2
2-13	P	P
2-14	MDR	MDR
2-15	C	C
2-16	P (Linear Park)	P (Linear Park)
2-17	MU1	MU1
3-1	C	C
3-2	P/I	P/I
3-3	LI	LI
3-4	BP	MU3
3-5	C	C
3-6	OS	OS
3-7	C	C
3-8	MU1 and MU3	MU1
3-9	MU3	MU3
3-10	C	C
3-11	C	C

Highlighted rows indicate areas where land use designations have changed from Public Workshop Series #3 Alternative B (Expressed Preference) to City/Consultant Recommended Land Use Plan.



City Staff/Consultant Recommended Land Use Plan



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Areas Where Land Use Designations Differ

Study Area ID No.	GPAC and Public Workshop Series #3 Alternative B (Expressed Preference)	City Staff/Consultant Recommended Land Use Plan
MISSION ROAD		
1-1	BP	C
1-2	BP	MU3
1-4	BP	LMDR
1-5	OP	MU3
1-6	C	MU3
1-9	I (with Artisan Industrial Overlay)	MU4
1-12	C	MU1
1-13	MU2	MU1
1-14	MU2	I
RANCHO SANTA FE ROAD		
2-1	MU1	C
2-2	MU1	C
2-9	MDR	LDR
SAN MARCOS BOULEVARD		
3-4	BP	MU3
3-8	MU1 and MU3	MU1

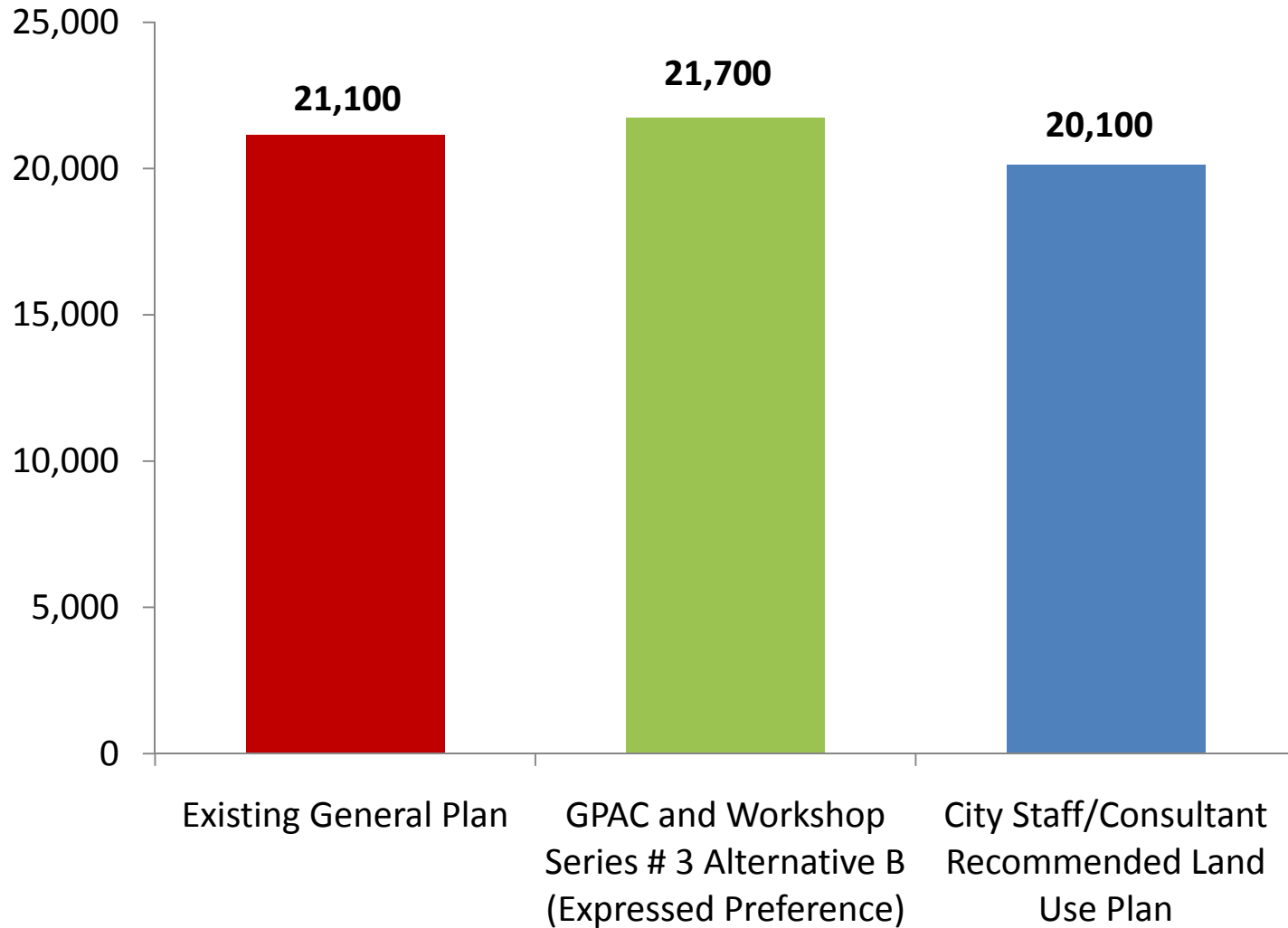


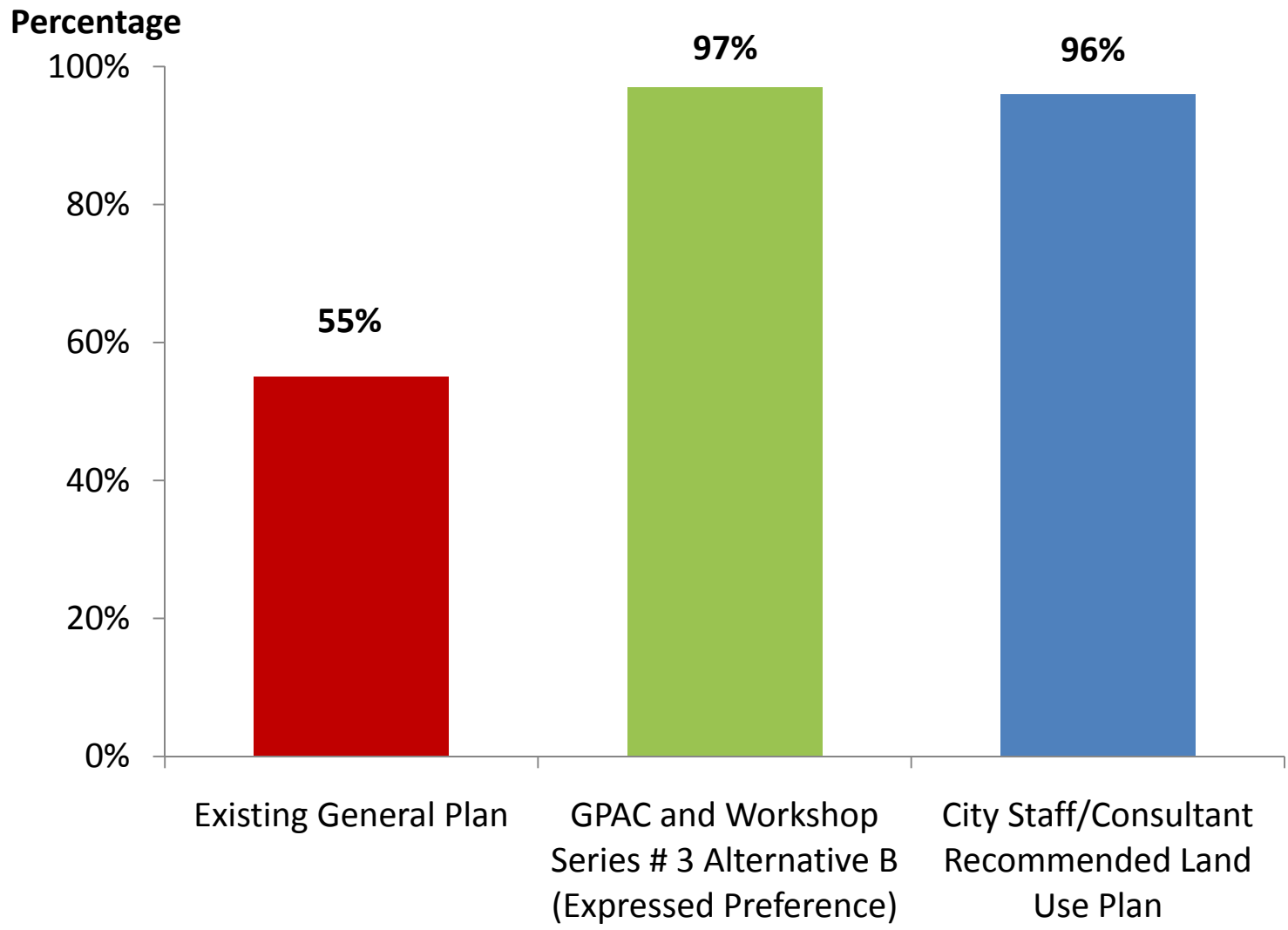
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Sustainability Indicator – Employment

People





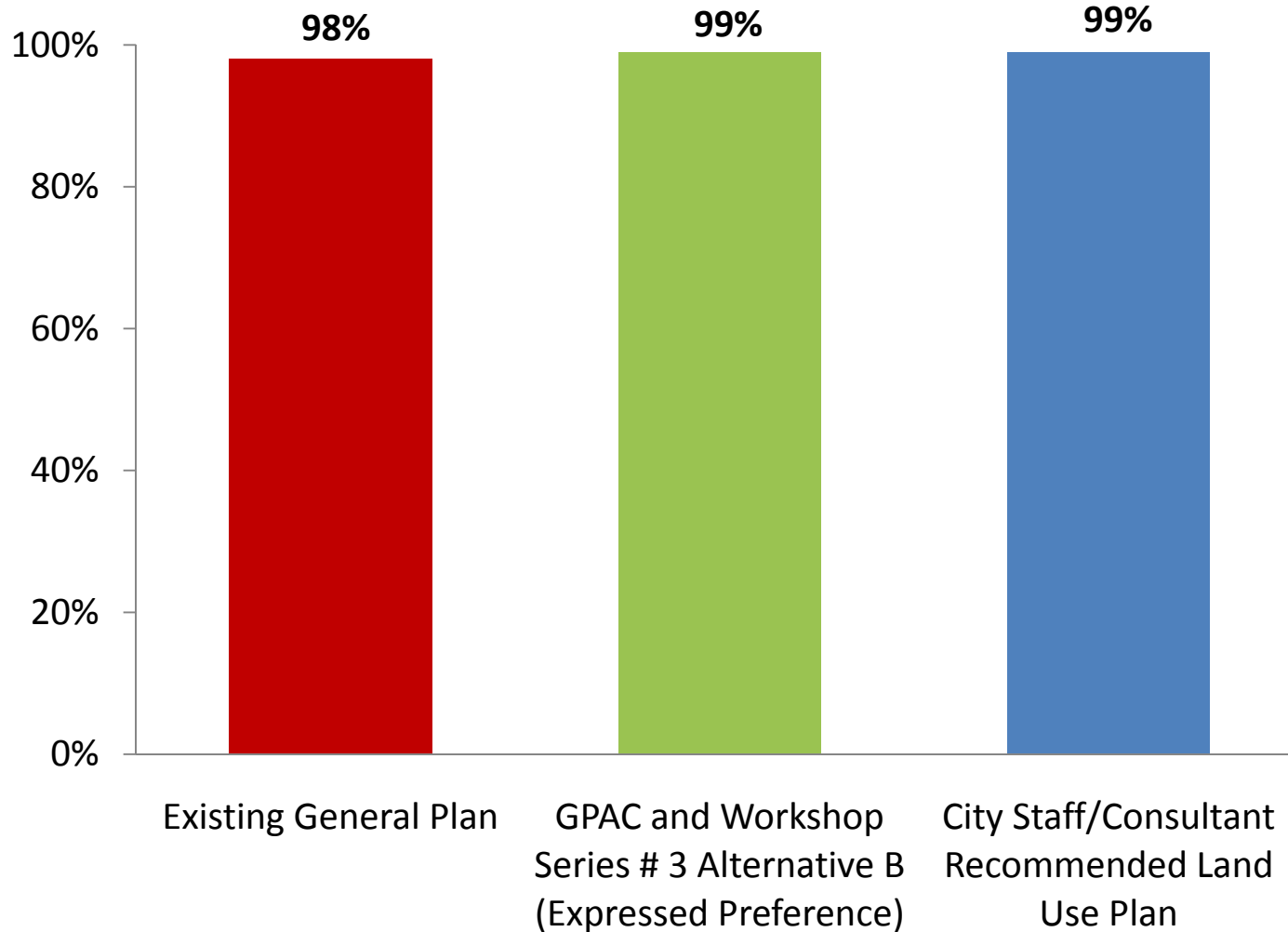


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Sustainability Indicator – Transit Accessibility

Percentage

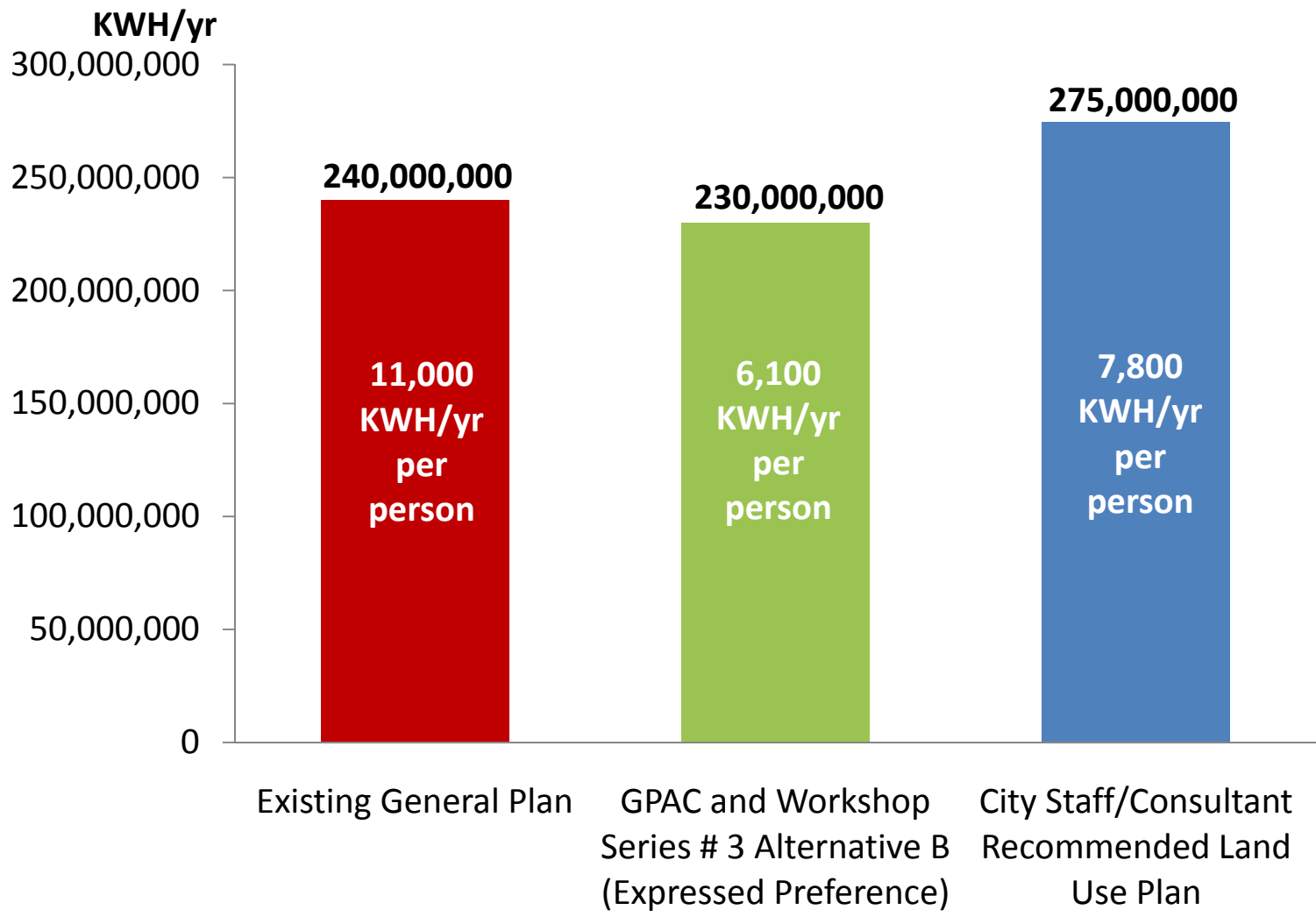




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Sustainability Indicator – Building Energy Requirements



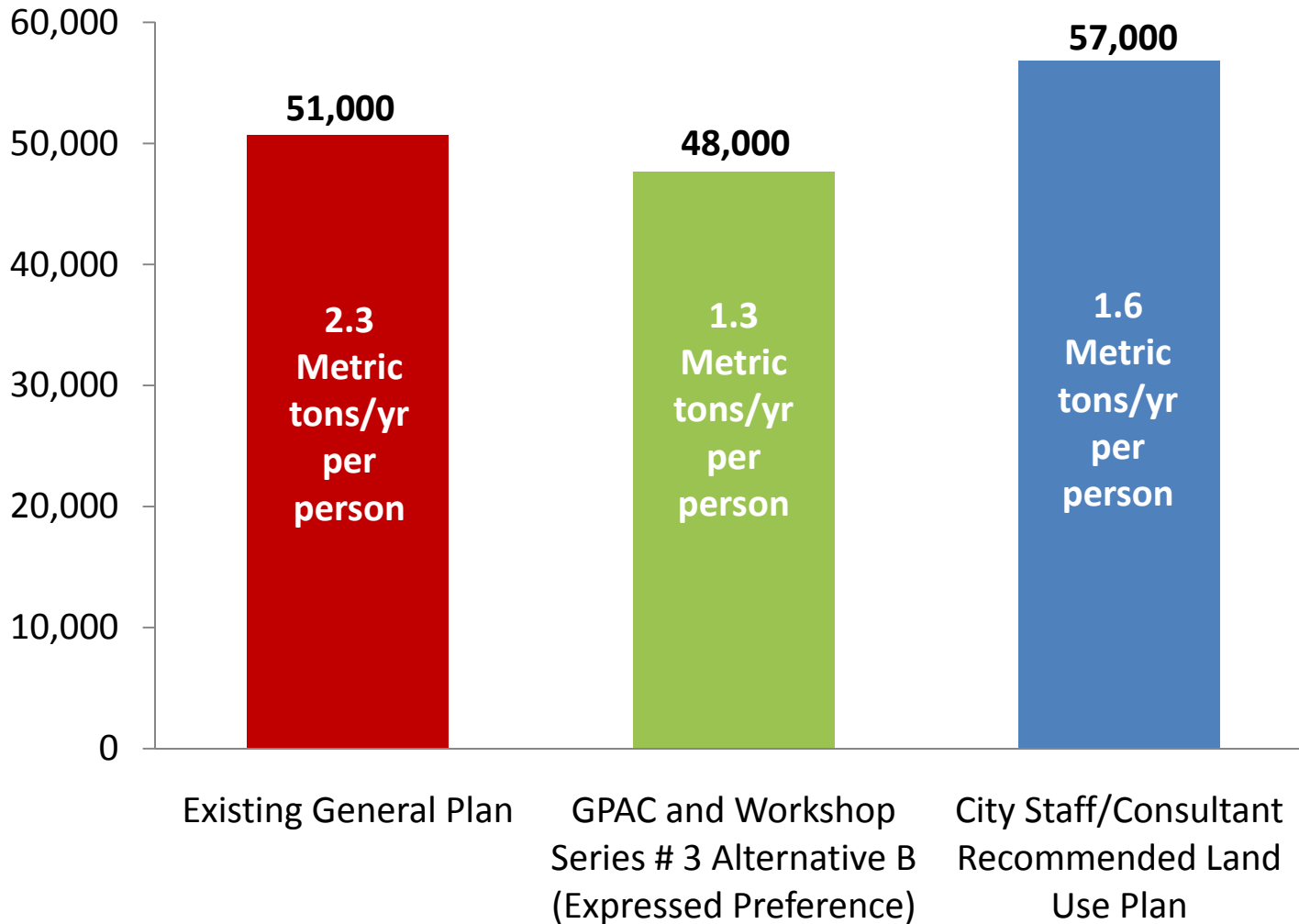


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Sustainability Indicator – Carbon Emissions for Energy Use

Metric Tons/yr





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GPAC Discussion