

# City of San Marcos General Plan Advisory Committee (GPAC)

## Meeting #7 Notes

August 18, 2010  
6:00 PM

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA), THE CITY WILL MAKE EVERY REASONABLE ATTEMPT TO ACCOMMODATE ANY ATTENDEE OR PARTICIPANT AT THIS MEETING NEEDING SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED. PLEASE CONTACT THE PLANNING DIVISION OF THE DEVELOPMENT SERVICES DEPARTMENT AT (760) 744-1050 AT LEAST 48 HOURS PRIOR TO THIS MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE. PLEASE ADVISE US AT THE TIME YOU CALL IF SPECIAL ASSISTANCE IS REQUIRED TO ATTEND OR PARTICIPATE IN MEETINGS ON A REGULAR BASIS.

Start Time: 6:00 PM  
SAN MARCOS CIVIC CENTER (COMMUNITY SERVICES "MAIN HALL")  
3 Civic Center Drive, San Marcos, CA

### GPAC ITEMS:

1. **Welcome (6:00 pm)**

Chairman Winn called the meeting to order and requested that staff proceed with the presentation.

2. **Overview of Business Community:**

Planning Director gave an overview of the Business Community comments & questions which were as follows:

Comment:

- Manufacturing land is disappearing which will hamper industrial businesses.  
Discussion: Currently there is approximately 941 acres of land designated within the City Industrial, Commercial-manufacturing & Light Industrial. Light Industrial represents approximately 51% and Industrial represents approximately 49%. Only 13 acres is designated Business Park which currently exist in the City mostly developed.

Comment:

- How do we protect/retain existing industrial businesses? What will happen to existing industrial businesses if current industrial land use designations are changed?

Discussion: If land changes, existing businesses are allowed to stay and are considered legal non-conforming; grandfather in. Staff will evaluate more flexible/relaxed non-conforming standards to the new Zoning Ordinance.

Comment:

- How do we balance land use – what is the right land use mix in the future for San Marcos? Is there enough industrial & commercial?

Discussion: The retail and industrial market assessment being prepared by Keyser Marston Associates will assist in identifying future retail and industrial opportunities which will be reflected in the recommended Land Use Element.

Comment:

- The City has an Industrial Development Authority. Why not use Industrial Development Bonds (IDB's)?  
Discussion: The City has used Industrial Development Bonds (IDB) in the past but not exclusively. IDB's can be used only to finance acquisition, construction and /or equipment of small manufacturing facilities by private companies. Manufacturing facilities must be involved in assembling, fabrication, renovation, or processing of goods or agricultural products.

Comment:

- Industrial businesses need outdoor storage.  
Discussion: Outdoor storage is permitted in the industrial, light industrial and commercial manufacturing zones. Outdoor storage in the light industrial zone is limited to 25% of the gross floor area. Outdoor storage must be materials, product, or equipment used, produced, or manufactured by the permitted use. Outdoor storage must be located on the side or rear of the building. Outdoor storage must be fully screened by a solid wall on all sides. Outdoor storage shall not exceed the height of the wall. Outdoor storage shall not be located in parking areas, landscape areas, sidewalks, or public right-of-way.

Comment

- Will research & development be included within the Business Park category?  
Discussion: Research & development is an allowed use within the Business Park category.

**3. Overview of Land Use Designations and Definitions:**

City Consultant presented the land Use designations which included the definition of the Mixed Use1 (MU1). Staff gave an overview regarding a handout pertaining to Floor Area Ratios (FAR) as it relates to physical projects in San Marcos.

**4. Preferred Land Use Alternatives for Study Areas #1, #2, & #3:**

City Consultant gave the GPAC a quick review of the previous presentation on June 17, 2010 regarding the Study Areas.

**5. GPAC Comments:**

- Want M-2 included in the land use description. Owners along Mission Road want to retain rights for outdoor storage. They battled this a few years ago.
- Is Artisan Industrial (AI) an overlay designed to allow for retail activity in the Industrial zone?  
Staff's response: Yes
- If Artisan Industrial (AI) is an overlay that doesn't restrict the underlying zone I am okay with that, but I am thinking that the artisan is not a strong tenant base. If so, in the future this could be a hindrance for future redevelopment.  
Staff's response: Understanding Artisan industrial might make more sense if allowed above & beyond the floor area ratio (FAR) identified.
- This process concerns me, how can you make a comment within an area when you don't know what the overall mix is within the city?  
Staff's response: We need to break it down into smaller areas then bring back together on a city-wide basis.
- Will there be a final vote by this committee?  
Staff's response: We are trying hard not to do that, rather hoping to get a consensus. A consensus will be achieved by voting as a group with the majority vote determining the recommended choice. This is the same process used with other task force

groups. The GPAC, by a majority vote, will identify a preferred land use that will be presented to the Planning Commission and City Council.

- Property owners will be negatively impacted.  
Staff's response: City/consultants will take all the information and use professional judgment to make a recommendation.
- There seem to be conflicts with Artisan Industrial, could be developed as industrial or if an incentive could be developed for the Artisan industrial area. My fear is Artisan industrial, would be too restrictive. I own one undeveloped property which has a CUP on it, so if Artisan industrial would not restrict it.
- Need to make the zoning broad and flexible.
- Along the freeway near Descanso Road, Commercial is shown on Alt. 1 seem to be okay with that provided non-conforming ordinance is liberal.
- East of Rancho Santee Fe Road Light Industrial makes sense.
- West of Rancho Santa Fe Road commercial has not taken off.
- North of Mission Road & the rail road tracks, office use is a curse, business park does not make sense, but residential would work.
- In the future, if there is a need to change a land use, can that happen?  
Staff's response: yes
- So, if things change & the environment changes and what makes sense today may not make sense in the future.
- I misspoke earlier Artisan Industrial is okay on Industrial but not Light Industrial.
- Prefer public handout at previous meeting regarding Land Use alternatives.
- A lot of businesses are not responding, it will be difficult to make a decision without a balance.
- Mixed Use across from Bradley Park, retail seems to be struggling and there are vacancies.
- Need to consider input from kids.
- Whichever Alternative strengthens the Creek project is desirable.

**6. Public Comment:**

- Want Alternative 4, west side of Las Posas Road as Industrial. Not Artisan Industrial, heavy manufacturing overlay for Artisan Industrial on freeway edge.
- Schreiber is opposed to Industrial and Artisan Industrial. His preference is transit oriented – mixed use designation within ¼ mile of Sprinter Station.
- What about the mixed use, can you build just one of these uses allowed or does it have to be a mixture?  
Staff response: Typically, it would be a mixture of allowed uses.
- Are mobile homes going to be phased out?  
Staff's response: No.
- Confused about Artisan Industrial (A/I) for example a lumber property sell lumber. If you put A/I designation over industrial property doesn't this raise the cost and drives out industrial users?

**7. Wrap Up and Adjournment**

- 8. Next Meeting: #8, August 23, 2010, 6:00 pm (Preferred Land Use Alternatives for Consideration Areas and Preferred Land Use Alternative for Property Owner Areas).**