



**Public  
Workshops**  
SERIES #2

APRIL  
20, 21, 22, and 28, 2010

*For locations and  
for details,  
see page 4*



# SAN MARCOS GENERAL PLAN

| *Our City, Our Future*

Newsletter #2, April 2010

## PARTICIPATE!

### Mark Your Calendar for Upcoming Public Workshops

The second series of public workshops for the San Marcos General Plan is scheduled for April 20, 21, 22, 28, 2010 and will focus on Sustainable Land Use Alternatives. The alternatives show possibilities for a few areas in San Marcos that have the most potential for change in the next 25 years. The community's feedback on the alternatives will help develop a preferred land use plan for the updated San Marcos General Plan.

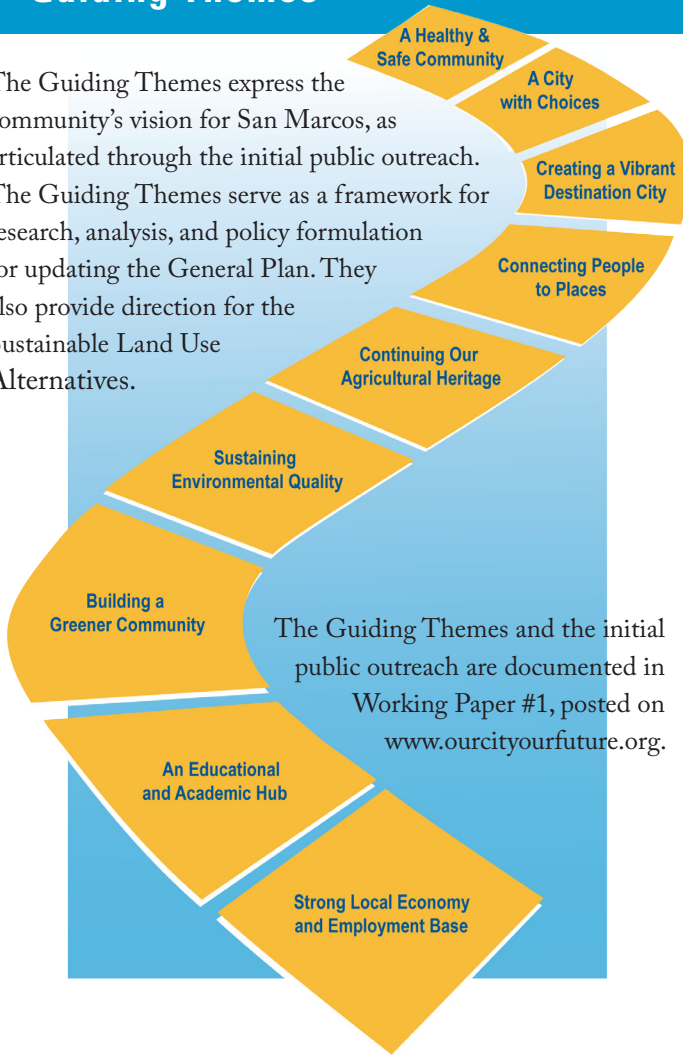
The Land Use Alternatives reflect the Guiding Themes that emerged from the initial public outreach for the General Plan. Articles inside this newsletter provide more information about the Land Use Alternatives, Guiding Themes, and upcoming public workshop series.

Visit [www.ourcityyourfuture.org](http://www.ourcityyourfuture.org) and sign-up for announcements about upcoming meetings and document postings related to the General Plan. See you at the upcoming public workshops!



## Guiding Themes

The Guiding Themes express the community's vision for San Marcos, as articulated through the initial public outreach. The Guiding Themes serve as a framework for research, analysis, and policy formulation for updating the General Plan. They also provide direction for the Sustainable Land Use Alternatives.



## Land Use Alternatives

An important component of the General Plan update is examination of land use patterns. Land use designations establish what kind and how much development can occur on properties in the City.

Much of San Marcos is developed and will not change significantly in the next 25 years. However, several areas have potential for focused change that could help to achieve the Guiding Themes. The map on the next page shows the locations of these four types of "Focus Areas".

The Land Use Alternatives show different development scenarios for each of the Focus Areas. Working Paper #2 will provide information about the Sustainable Land Use Alternatives and will be posted on [www.ourcityyourfuture.org](http://www.ourcityyourfuture.org) on April 16, 2010, prior to the upcoming Public Workshop Series #2.

Community input on the alternatives is important. If you are unable to attend these upcoming workshops, you can submit comments to [san-marcos.net](http://san-marcos.net) or Garth Koller, Principal Planner, City of San Marcos, 1 Civic Center Drive, San Marcos, CA 92069.

## San Marcos General Plan | A Step-by-Step Process

WE ARE HERE				
Summer/Fall 09	Fall 09/Winter 10	Spring 10	Summer/Fall 10	Winter 10/Spring 11
<b>Project Initiation</b> <ul style="list-style-type: none"> <li>Staff &amp; Consultant Kick-off Meeting &amp; Bus Tour</li> <li>GPAC Appointment</li> <li>Website Launch</li> <li>City Council &amp; Planning Commission Workshop #1</li> <li>GPAC Meeting #1</li> </ul>	<b>Guiding Themes</b> <ul style="list-style-type: none"> <li>Newsletter #1</li> <li>Website Outreach</li> <li>Survey</li> <li>Public Workshop Series #1</li> <li>GPAC Meetings #2 &amp; 3</li> </ul>	<b>Sustainability Strategy</b> <ul style="list-style-type: none"> <li>GPAC Meetings #4 &amp; 5</li> <li>Newsletter #2</li> <li>Website Outreach</li> <li>Public Workshop Series #2</li> </ul>	<b>Plan and EIR Development</b> <ul style="list-style-type: none"> <li>Newsletter #3</li> <li>Website Outreach</li> <li>Public Workshop Series #3</li> <li>GPAC Meetings #6 &amp; 7</li> <li>EIR Scoping Meeting</li> </ul>	<b>Public Review and Adoption</b> <ul style="list-style-type: none"> <li>Newsletter #4</li> <li>Public Review of General Plan, Zoning Ordinance, &amp; EIR</li> <li>Hearings</li> <li>Adoption</li> <li>Final General Plan, Zoning Ordinance &amp; EIR</li> <li>Celebration!</li> </ul>

GPAC = General Plan Advisory Committee    EIR = Environmental Impact Report

# Focus Areas for Land Use Alternatives

## Definitions of the Categories:

### City Change Areas

Areas where changes in planned land uses have been recently adopted or are pending.

### Study Areas

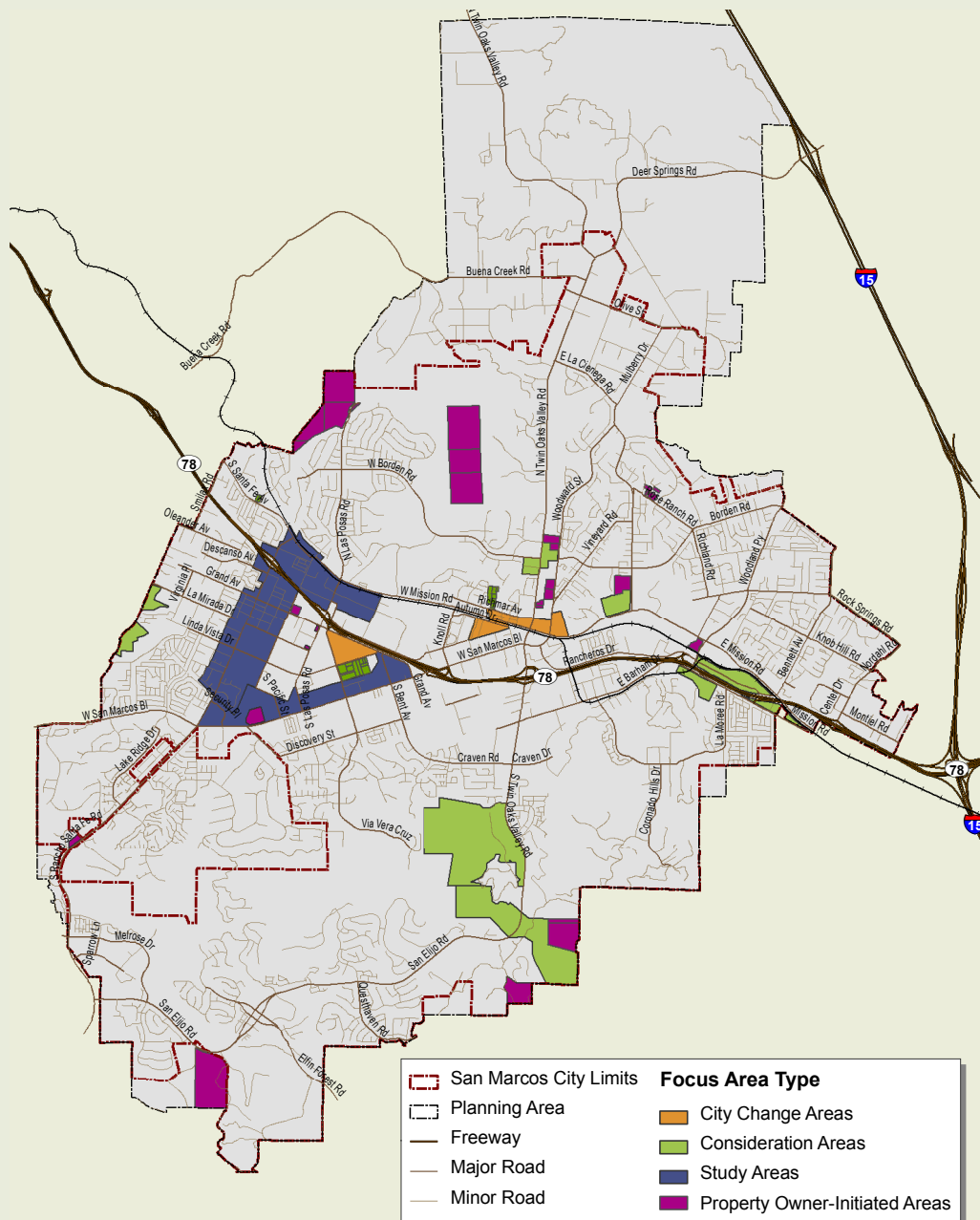
Smart growth areas where future change is likely to occur. Detailed land use alternatives and sustainability analysis will occur.

### Consideration Areas

Areas also likely to experience change. More limited alternatives analysis will occur.

### Property Owner-Initiated Areas

Areas where property owners have requested changes to the allowable land uses on their property.



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## PUBLIC WORKSHOPS

The City will hold public workshops to engage residents, businesses, and stakeholders in the General Plan update process. The second public workshop series will allow workshop participants to discuss and provide feedback on Land Use Alternatives for the future of San Marcos.

### SERIES 2 – APRIL 2010

- ★ **April 20, 6:30 pm**  
Twin Oaks Elementary School  
1 Cassou Road, San Marcos, CA 92069
- ★ **April 21, 6:30 pm**  
Senior Center  
111 Richmar Avenue, San Marcos, CA 92069
- ★ **April 22, 6:30 pm**  
California State University San Marcos  
The McMahan House (park in Lot B)  
333 S. Twin Oaks Valley Road, San Marcos, CA 92069
- ★ **April 28, 6:30 pm**  
San Elijo Elementary School  
1615 Schoolhouse Way, San Marcos, CA 92078

### FOR MORE INFORMATION

Visit:  
[www.ourcityourfuture.org](http://www.ourcityourfuture.org)

Or Call:  
(760) 744-1050  
ext. PLAN (7526)

Signi up for e-alerts at  
[www.ourcityourfuture.com](http://www.ourcityourfuture.com)

