



LAND USE AND
COMMUNITY DESIGN ELEMENT

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LAND USE AND COMMUNITY DESIGN ELEMENT

2.1 Introduction

The Land Use and Community Design Element describes the desired future physical composition of the planning area and the planned relationship of uses. The main objective of the element is to determine the future location, type, and intensity of new development, and to establish the desired mix and relationship between projects to maximize the long-term livability of the community.

The goals and policies contained in this Element are designed to:

- Ensure land use diversity and balanced development that encourage an efficient and responsible relationship between land use, transit, open space, and areas of environmental sensitivity.
- Establish and maintain community connections that better connect people to places.
- Promote economic strength and stability by maintaining a strong local economy and employment base.
- Create a synergy between the business community and academia to promote San Marcos as the educational hub for North County.
- Encourage integration of high-quality and sustainable development through the establishment of development standards and land use patterns that encourage long-term environmental sustainability.
- Promote community design that produces a distinctive built environment with memorable places.
- Direct and sustain growth through management that ensures adequate provision of urban services.

Most of the Guiding Themes that were described in the Introduction section of the General Plan are manifested in this Element.

Purpose of the Land Use and Community Design Element

The Land Use and Community Design Element is intended to establish a coordinated vision for the future built environment. This vision will serve as a guide for residents, businesses, local agencies, and decision makers as they shape the desired pattern of growth, development, and evolution of the City of San Marcos. The Land Use and Community Design Element, one of seven State-required General Plan Elements, directs and defines development patterns by designating allowable uses, requirements, and locations for both existing and future development. This Element has the most wide-ranging scope in the General Plan, and affects all of the others.

Although the interpretation of the Land Use and Community Design Element is the responsibility of the community's policy-makers, this vision of long-term land use will influence short-term plans such as infill development, Specific Plans, and both public and private investments.

Table 2-1
Land Use and Community Design – Highlights and Facts

The City's planning area encompasses approximately 21,162 acres (33.06 square miles), including about 15,579 acres (24.3 square miles) within the City's corporate limits and 5,586 acres (8.7 square miles) of unincorporated land within the City's sphere of influence.

The planning area contains eight unique neighborhoods. Portions of these communities are guided by Specific Plans.

San Marcos has been one of the fastest growing cities in the San Diego region and the state since 1980.

The most prevalent existing land uses in San Marcos are residential, consisting of approximately 31 percent of the planning area; vacant lands, consisting of approximately 25 percent of the planning area; and, parks, recreation facilities and trails, and open space composing approximately 14 percent of the planning area.

San Marcos contains various physical constraints to development, including topographical constraints and human-made constraints, including State Route 78, which physically divides the City generally into northern and southern halves. State Route 78 presents mobility challenges for automobiles, pedestrians, and cyclists, and also constrains the movement of wildlife between undeveloped lands to the north of San Marcos and open lands to the south of the City.

San Marcos has identified several areas where land use changes were considered or are likely to occur within the General Plan's planning horizon. These areas are referred to as Focus Areas.

San Marcos is actively embracing community planning trends such as sustainability and smart growth development that furthers housing and economic opportunities while effectively managing environmental impacts.

San Marcos is focusing on implementing environmentally sustainable development and land use patterns that promote greater connectivity and allow for better use of transit and other non-auto mobility choices.

The City provides a variety of services and infrastructure but also contracts with appropriate service agencies and special districts to ensure the adequate provision of urban services.



City staff helping the public make decisions for the future.

Photo credit: City of San Marcos

Scope and Content of the Land Use and Community Design Element

The Land Use and Community Design Element has the broadest scope of the required Elements of a General Plan, regulating how all land in a city is to be used in the future. This Element unifies the other Elements of the General Plan by providing an overall policy context. The Land Use and Community Design Element addresses the central issues of development and growth, and the quality of the community, and helps define the desired balance among the social, environmental, and economic costs and benefits associated with land use decisions. The Land Use and Community Design Element identifies the distribution, location, and intensity of all land use types throughout the City. To fully reflect the range of physical attributes that are important for San Marcos's success, this Element also contains goals and policies to guide community form and design, and the provision of community facilities and urban services. Text, maps, and diagrams establish the direction for land uses within the City.

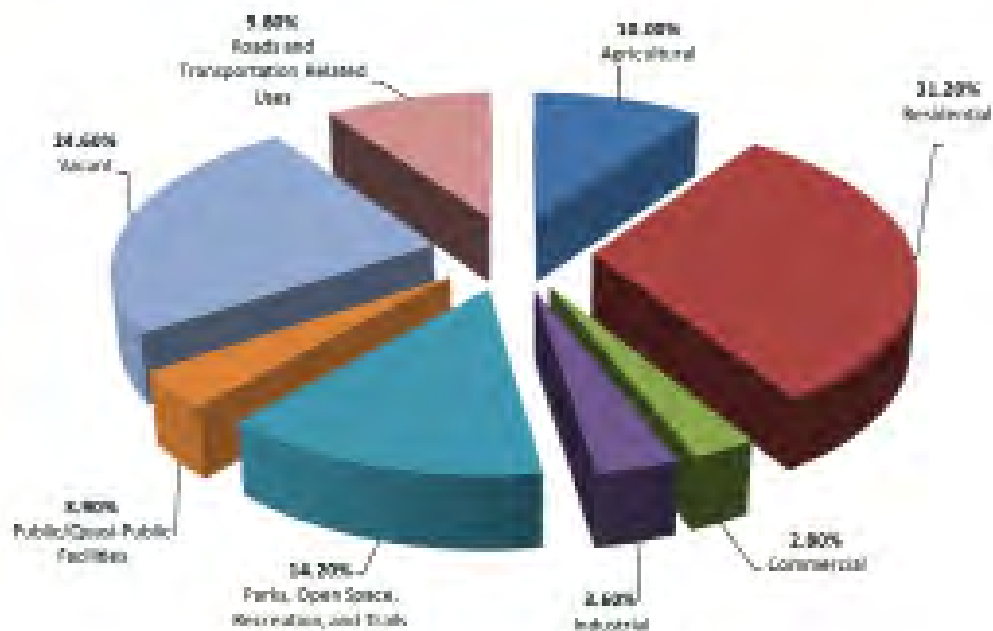
Section highlights and key facts relevant to this Element are highlighted in Table 2-1 on the previous page

2.2 Land Use Pattern and Community Character

The City of San Marcos contains a variety of existing land uses as illustrated in Figure 2-1. The predominately residential land use pattern in San Marcos reflects the City's history of transition from an early agricultural settlement surrounding a train depot to a community of distinct residential neighborhoods and supporting businesses, industrial employment, and commercial services.

Figure 2-1: Existing Land Uses Chart

Note: Percentages are rounded. Vacant land is defined as parcels void of on-site structures or construction.



Neighborhoods of San Marcos

The City of San Marcos has eight unique neighborhoods within the Planning Area:

- Barham/Discovery Community
- Business/Industrial District
- College Area Neighborhood
- Lake San Marcos Neighborhood
- Questhaven/La Costa Meadows Neighborhood
- Richland Neighborhood
- Richmar Neighborhood
- Twin Oaks Valley Neighborhood

The location and boundaries of each neighborhood, current as of 2011, are illustrated in Figure 2-2 with key features of each highlighted in the paragraphs below.

Barham/Discovery Community

The Barham/Discovery Community is located in the central portion of the City, south of State Route 78. Barham/Discovery Community contains a wide variety of land uses, including residential, commercial, park, open space, and California State University San Marcos (CSUSM). Multiple residential types are located within the neighborhood, including rural and estate residential, single-family neighborhoods, and higher density apartment and condominium complexes in proximity to CSUSM.

Business/Industrial District

The Business/Industrial District is located in the west-central portion of San Marcos. The western portion of this neighborhood, the West City IV area, contains mostly lower density residential single-family neighborhoods with a concentration of four mobile home parks. Higher density apartment communities are located in proximity to State Route 78. The eastern half of the Business/Industrial District contains commercial land uses and industrial land uses. Notable within this neighborhood is Old California Restaurant Row, located along West San Marcos Boulevard. Restaurant Row features a wide variety of restaurant types, and an 18-screen movie theater. In addition, "Furniture Row," adjacent to and north of State Route 78, is home to several furniture stores.

The Business/Industrial District is also home to the Palomar Community College Transit Station served by the SPRINTER and bus services, which is located east of Las Posas Road just south of Palomar Community College in the College Area Neighborhood. The 26-acre Bradley Park is located at the intersection of Linda Vista Road and South Rancho Santa Fe Road.



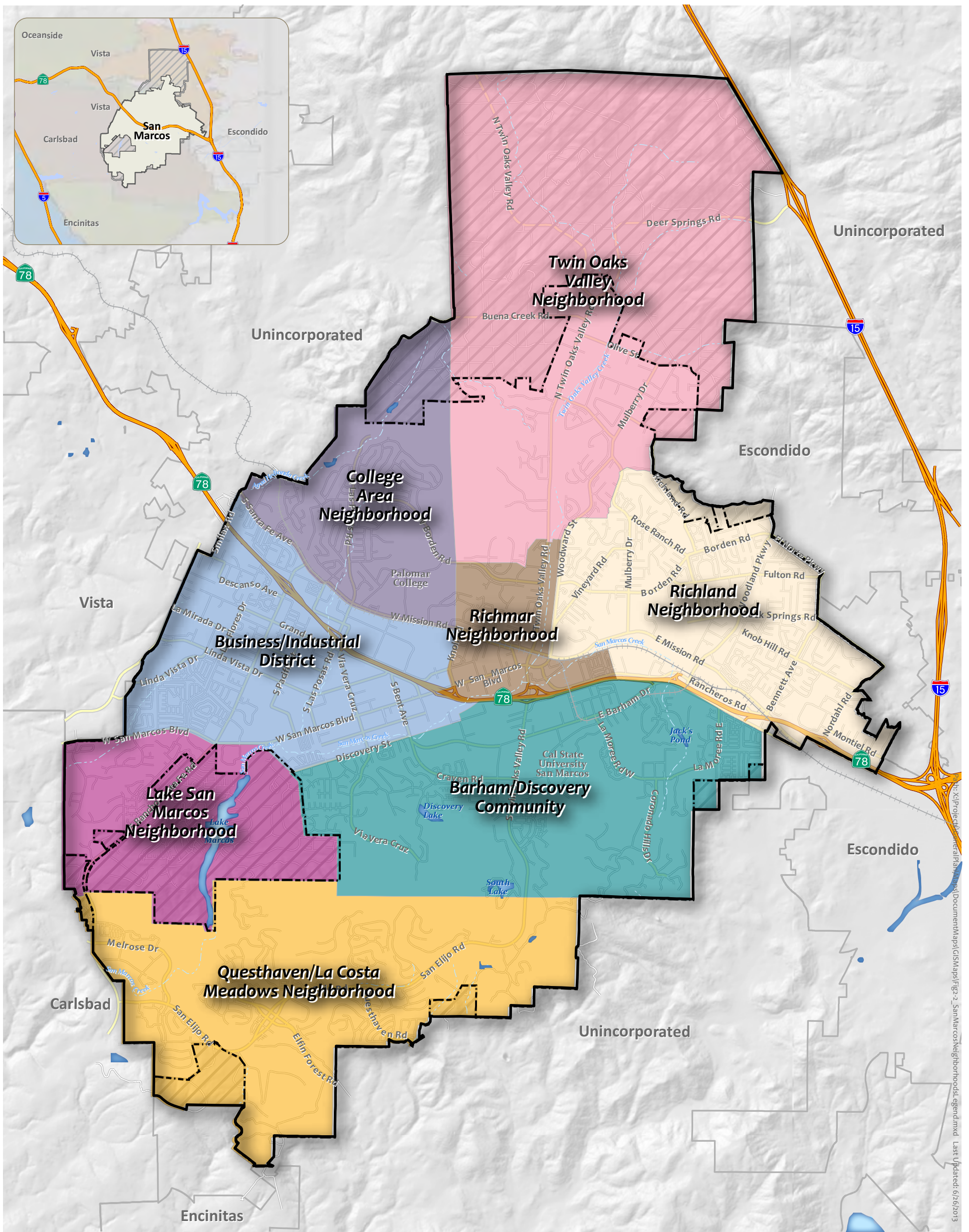
California State University San Marcos in the Barham/Discovery Community Neighborhood.

Photo credit: City of San Marcos



Restaurant Row and Creekside Marketplace, activity centers in the Business/Industrial District.

Photo credit: City of San Marcos



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FIGURE 2-2

City of San Marcos

San Marcos Neighborhoods

- | | |
|---------------------------|--------------------------|
| San Marcos City Limits | San Marcos Neighborhoods |
| Sphere of Influence | Barham/Discovery |
| Planning Area | Business/Industrial |
| Major Hydrologic Features | College |
| Creeks | Lake San Marcos |
| Railroad | Questhaven/La Costa |
| Freeway | Richland |
| Highway | Richmar |
| Major Road | Twin Oaks Valley |
| Minor Road | |



SOURCES OF DATA:
City of San Marcos 9/12 and AECOM, 12/11

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Palomar Community College Campus in the College Area Neighborhood.

Photo credit: City of San Marcos



Boats on Lake San Marcos, an unincorporated neighborhood.

Photo credit: City of San Marcos



Mixed use "Main Street" and the central square park at San Elijo Hills, within the Questhaven/La Costa Neighborhood.

Photo credit: City of San Marcos

College Area Neighborhood

The College Area Neighborhood is located within the northwest portion of the City. Besides Palomar Community College, this neighborhood is mainly residential with the largest planned development being Santa Fe Hills which is built out. The northern portion of the neighborhood consists primarily of rural residential uses and very low density residential homes, with the exception of the Highland Specific Plan Area. Abundant open space acreage is woven throughout the residential neighborhoods in the central portion of the neighborhood. In addition to Palomar Community College, the College Area Neighborhood contains Palomar Elementary School and San Marcos Middle School. Commercial and light industrial land uses are limited to parcels along South Santa Fe Road and West Mission Road.

Lake San Marcos Neighborhood

The Lake San Marcos Neighborhood is located in the central-southwest part of the City and is not a part of the planning area. The eastern portion of this neighborhood, east of Rancho Santa Fe Road with some isolated areas west of Rancho Santa Fe Road, lie outside of the City's municipal boundaries but within the City's planning area (sphere of influence). The majority of land uses within the Lake San Marcos Neighborhood consist of residential uses such as low and very low density single-family homes, especially in the southern portion of Lake San Marcos. Commercial and office professional uses are also located adjacent to Lake San Marcos, in the center of the Lake San Marcos Neighborhood. San Marcos High School is located on the south side of West San Marcos Boulevard.

Questhaven / La Costa Meadows Neighborhood

The Questhaven/La Costa Meadows Neighborhood is located in the southernmost portion of the City. This neighborhood is home to two large adopted specific plans, San Elijo Hills and Old Creek Ranch (previously known as University Commons), which are still developing. Notable within this neighborhood is the Cerro de Las Posas Double Peak ridgeline featuring Double Peak Park, which has unobstructed 360-degree views of much of North San Diego County and beyond, including the Pacific Ocean. The former 200-acre San Marcos Landfill, now closed, is also located within the southern portion of this neighborhood. This 200-acre area has been revegetated with native coastal sage scrub and chaparral habitat and will remain designated as open space.

Richland Neighborhood

The Richland Neighborhood was one of the first communities in San Marcos to develop and is located at the northeastern boundary of the City. The Richland Neighborhood is primarily characterized by single-family residential developments except for the areas located along East Mission Road and along State Route 78. This area contains neighborhood and regional serving commercial uses, such as the Nordhal Marketplace, and light industrial uses between East Mission Road and State Route 78. The Richland Neighborhood contains Knob Hill Elementary School, Woodland Park Middle School, and Mission Hills High School. The 30-acre Hollandia Park, approximately 2-acre Knob Hill Park, 8-acre Montiel Park, and 11-acre Woodland Park are also located within this neighborhood.

Richmar Neighborhood

The Richmar Neighborhood is the smallest of the eight neighborhoods in San Marcos. Land uses within the neighborhood consist of residential, commercial, and light industrial uses. San Marcos Elementary School is located adjacent and north of West San Marcos Boulevard. Residential uses range from low density single-family homes to higher density multi-family apartments. The Richmar Neighborhood is also contains a variety of commercial, industrial, and light industrial uses. Over the last several years, there has been substantial redevelopment, including the addition of affordable housing and infill commercial development that has begun to revitalize formerly blighted areas. San Marcos City Hall and Community Center are located within the Richmar Neighborhood, north of State Route 78 and east of Twin Oaks Valley Road. In addition, the Civic Center Transit Station served by the SPRINTER is located within the neighborhood adjacent to City Hall and the Community Center.

Twin Oaks Valley Neighborhood

More than half of the Twin Oaks Valley Neighborhood is located outside of the corporate boundary of San Marcos but within the City's sphere of influence. The Twin Oaks Valley Neighborhood is characterized by a unique rural aesthetic with agricultural and equestrian uses, and estate homes on large lots. Agricultural uses consist mainly of greenhouses that grow flowers and vegetables. Grape production also occurs in Twin Oaks Valley. The northern half of the neighborhood consists of either agricultural uses and/or hillside residential single-family homes on large lots. The southern half of the Twin Oaks Valley Neighborhood consists of clustered single-family homes around the Twin Oaks Valley golf course as part of the Twin Oaks Ranch Specific Plan. San Marcos is also dedicated to the retention and expansion of the northern portion of San Marcos Creek as a riparian corridor in this neighborhood.



Hillside homes above the Richland Neighborhood.

Photo credit: City of San Marcos



San Marcos Civic Center within the Richmar Neighborhood.

Photo credit: City of San Marcos



Twin Oaks Valley Golf Course within views of the hills within the Twin Oaks Valley Neighborhood.

Photo credit: City of San Marcos



Conceptual renderings of University District Specific Plan.

Graphic credit: RBF Consultants

Specific Plan Areas

A Specific Plan is a comprehensive planning document that guides the development of a defined geographic area in a mix of uses including residential, commercial, industrial, schools, and parks and open space. Specific Plans typically include more detailed information than the General Plan about land use, traffic circulation, affordable housing programs, resource management strategies, development standards, and a comprehensive infrastructure plan. Specific plans are also used as a means of achieving superior design by providing flexibility in development standards beyond those contained in the Zoning Ordinance. San Marcos has 48 Specific Plan Areas (SPAs) as shown in Figure 2-3. Further information about these SPAs is included in Appendix D Table D-3.

All of these Specific Plans have been adopted by the City Council after extensive review by City staff, commissions, and the public. Specific Plans contain detailed regulations, conditions, programs, and design criteria unique to that area and serve to implement the General Plan.

Each of these plans and any future specific plans adopted by the City must be consistent with the policies expressed in this Element. The City will continue to utilize specific plans to achieve development objectives consistent with the General Plan.

The General Plan's Relationship to the Zoning Ordinance

While the Land Use and Community Design Element of the General Plan establishes a broad vision and framework for land use and community design in San Marcos, the Zoning Ordinance, Title 20 establishes specific standards to regulate development throughout the City. The functions of these two planning tools are described below.

Land Use and Community Design Element:

- Defines and locates general land uses throughout the City;
- Regulates density (number of residential dwelling units per acre) and intensity (floor area ratio [FAR]) of development;
- Describes the intent and direction of San Marcos' community design;
- Links allowable land uses with recommended community design components; and
- Includes over arching Citywide design principles, and goals and policies to achieve a high-quality environment within the City.

Zoning Ordinance:

- Specifies permitted, conditionally permitted, and prohibited uses within zoning districts;
- Establishes development standards for the City, and for neighborhoods, specific building types, and corridors, among others;
- Specifies acceptable building heights and density standards per land use type; and
- Specifies standards for site design including open space, building orientation, massing, setbacks and relationship to the street and adjacent properties, and parking requirements.

The Land Use and Community Design Element is primarily implemented by the City's Zoning Ordinance, which specifies districts and performance standards for various types of land uses described in the General Plan. Each General Plan land use designation has a corresponding zone or zones that implement and regulate the intent of the land use. The zone districts specify the permitted uses for each category and applicable development standards. The Zoning Ordinance will be updated to comply with the General Plan land uses identified in Table 2-2. In addition to the Zoning Ordinance, adopted Specific Plans are also used to guide development areas.

See Land Use Density and Intensity in this chapter for a discussion and example of floor area ration (FAR) regulation and form.

Community Planning Trends/Community Design Concepts**Smart Growth Principles**

This General Plan provides guidance to residents, businesses, developers, other agencies, and decision-makers over the next 20 years. It pays particular attention to Smart Growth principles being promoted throughout the country, California, and the San Diego region. While there is no single definition of Smart Growth that everyone embraces, there are certain common elements. The basic Smart Growth principles are summarized as follows:

- Provide for a mixture of compatible land uses on a single site
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place



Smart growth principles encourage a range of housing types in compact forms.

Photo credit: AECOM

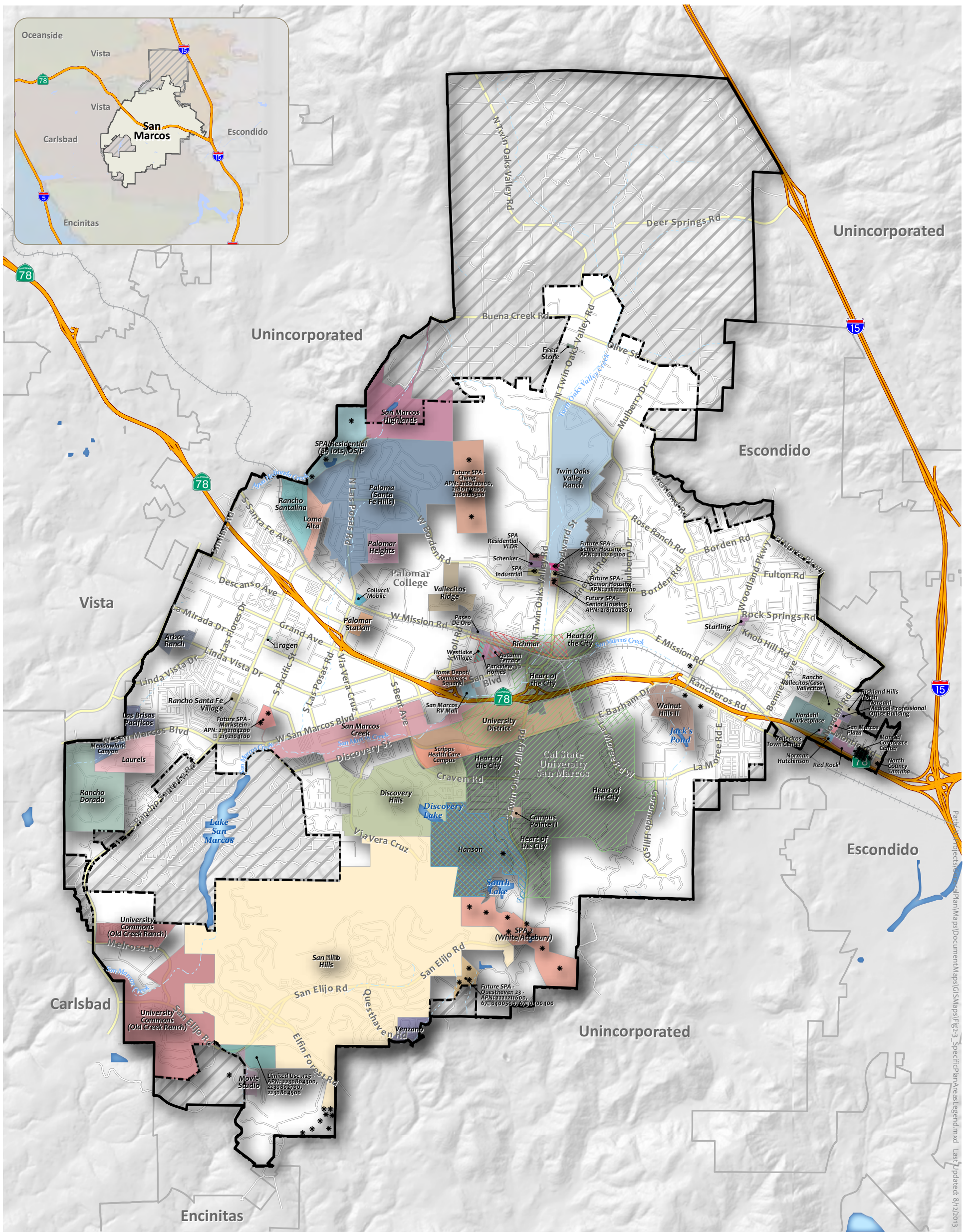


FIGURE 2-3

City of San Marcos

Specific Plan Areas



SOURCES OF DATA:
City of San Marcos 12/12 and AECOM, 12/11

- San Marcos City Limits
 - Sphere of Influence
 - Planning Area
 - Major Hydrologic Features
 - Creeks
 - Railroad
 - Freeway
 - Highway
 - Major Road
 - Minor Road
 - Existing Specific Plan Area (SPA)**
 - Arbor Ranch
 - Autumn Terrace
 - Campus Pointe II
 - Collucci/Mobile
 - Discovery Hills
 - Feed Store
 - Hanson
 - Heart of the City
 - Home Depot/Commerce Square
 - Kragen
 - Las Brisas Pacificos
 - Laurels
 - Limited Use .125 - APN: 2230804300, 2230802700, 2230804500
 - Loma Alta
 - Meadowlark Canyon
 - Montiel Corporate Center
 - Movie Studio
 - Nordahl Marketplace
 - Nordahl Medical-Professional Office Building
 - Norman Hutchinson
 - North County Yamaha
 - Paloma (Santa Fe Hills)
 - Palomar Heights
 - Palomar Station
 - Parkview Homes
 - Paseo De Oro
 - Rancho Dorado
 - Rancho Santa Fe Village
 - Rancho Santalina
 - Rancho Vallecitos/Casa Vallecitos
 - Red Rock
 - Richland Hills North
 - Richmar
 - SPA 2 (White/Attebury)
 - SPA Industrial
 - SPA Residential VLDR
 - SPA/Residential (89 lots)/OS/P
 - San Elijo Hills
 - San Marcos Creek
 - San Marcos Highlands
 - San Marcos Plaza
 - San Marcos RV Mall
 - Schenker
 - Scripps Health Care Campus
 - Starling
 - Twin Oaks Valley Ranch
 - University Commons (Old Creek Ranch)
 - University District
 - Vallecitos Ridge
 - Vallecitos Town Center
 - Venezano
 - Walnut Hills II
 - Westlake Village
 - Future Specific Plan Area (SPA)**
 - Future SPA - Chang - APN: 2180120100, 2180120200, 2180120300
 - Future SPA - Markstein - APN: 2192104200 & 2192104100
 - Future SPA - Questhaven 23 - APN: 222121600, 6790400500, 6790400400
 - Future SPA - Senior Housing - APN: 2181201900
 - Future SPA - Senior Housing - APN: 2181202800
 - Future SPA - Senior Housing - APN: 2181203100
 - Identifies Land Use Special Conditions areas as it applies to specific parcels, refer to Appendix D, Table D-2 for details on those special conditions
- Note 1: Colors represent Individual Specific Plan Areas
Note 2: Refer to Appendix D-4, Table D-3 for more details relating to Specific Plan Areas

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Table 2-2
General Plan Land Use Designation Density

General Plan	
General Plan Designation	Density/Intensity
Agricultural	
Agriculture/Residential (AG)	0.125– 1 du/parcel based on location and slope
Residential	
Hillside Residential 1 (HR1)	0.25 - 0.05 du/acre (1 du per 4 to 20 acres) depending on slope
Hillside Residential 2 (HR2)	0.5-0.25 du/acre (1 du per 2 to 4 acres) depending on slope
Rural Residential (RR)	Max 2.0 du/ac
Very Low Density Residential (VLDR)	2.1– 4.0 du/ac
Low Density Residential (LDR)	4.1–8.0 du/ac
Low Medium Density Residential (LMDR)	8.1–12.0 du/ac
Medium Density Residential 1 (MDR1)	12.1–15.0 du/ac
Medium Density Residential 2 (MDR2)	15.1–20.0 du/ac
Medium High Density Residential (MHDR)	20.1–30.0 du/ac
High Density Residential (HDR)	30.1–45.0 du/ac
Mixed Use	
Mixed Use 1 (MU1)	Max 1.75 FAR, 20.0–30.0 du/ac.
Mixed Use 2 (MU2)	Max 2.25 FAR, 30.0–45.0 du/ac
Mixed Use 3 (MU3)/SP (Nonresidential)	Max 1.50 FAR
Mixed Use 4 (MU4)/SP (Nonresidential)	Max 1.50 FAR
Commercial	
Commercial (C)	Max 0.70 FAR
Neighborhood Commercial (NC)	Max 0.30 FAR
Office Professional (OP)	Max 1.50 FAR
Industrial	
Business Park (BP)	Max 1.20 FAR
Light Industrial (LI)	Max 0.60 FAR
Industrial (I)	Max 0.50 FAR
Public/Institutional	
Public/Institutional (PI)	Max 3.0 FAR
Recreation	
Parks (P)	n/a
Open Space (OS)	n/a
Specific Plan Area	
Specific Plan Area (SPA)	Varies

*Refers to the Zoning Ordinance update planned for 2011/2012 to implement this General Plan

- Preserve open space, natural beauty, and critical environmental areas
- Strengthen and direct development toward existing communities
- Provide a variety of transportation choices
- Integrate land use and transit

The City of San Marcos has already undertaken planning efforts that serve to implement Smart Growth principles. The City has worked closely with the San Diego Association of Governments (SANDAG) to establish “smart growth” opportunity areas within the planning area. These smart growth opportunity areas coincide with many of the Focus Areas discussed below, or are included in adopted specific plans that often embrace these smart growth principles. Smart Growth principles are incorporated into the Vision and Themes of this General Plan, which guides the Land Use Plan and provides the basis for many of the Land Use and Community Design, and Mobility Element policies.

In addition, California Senate Bill 375 (Chapter 728 Statutes of 2008), known as “the Anti-Sprawl Bill,” requires each metropolitan planning organization (MPO) to include a Sustainable Communities Strategy in its regional transportation plan (RTP) or to adopt an Alternative Planning Strategy, for the purpose of reducing greenhouse gas emissions, aligning planning for transportation and housing needs, and creating incentives for the implementation of the strategies, such as CEQA streamlining and transportation funding. Policies in this section also provide for coordination with SANDAG’s RTP and consistency with SANDAG’s strategies in the City of San Marcos’ planning efforts to facilitate and streamline the development of residential mixed use projects and “Transit Priority Projects.”

The General Plan land use plan represents conscientious growth in San Marcos, based on smart growth principles, and directly addresses the Guiding Themes of creating a vibrant destination city, a strong local economy and employment based, and a city with choices by centralizing active land uses to accommodate a range of business and housing choices; connecting people with places, building a greener community, and a healthy and safe community by increasing walkability and access to transit while promoting more condensed development in the urban core.

Mixed Use Development

The City of San Marcos is transitioning from large-scale master planned development to infill, mixed use development. Mixed use refers to the mixing of compatible land uses such as residential, commercial, and office in a vertical and/or horizontal configuration, which increases the balance of land uses within a given area. Structured parking in mixed use developments may



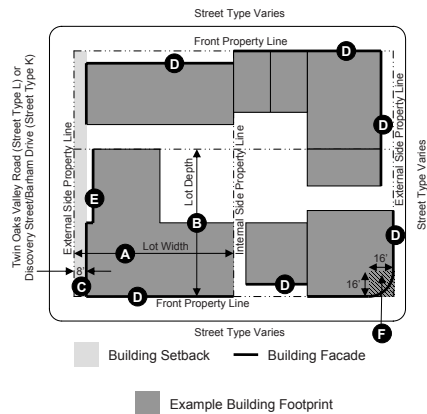
Mixed use development, homes above retail, in San Elijo Hills.

Photo credit: AECOM



Complete streets accommodate vehicles, pedestrians, bicycles and transit in a comfortable and efficient setting for all modes.

Photo credit: City of San Marcos



Mixed-Use Building B: Lot Size and Building Placement

Block Subdivisions and Lot Size

The entire development site may be developed as one project or subdivided into smaller properties.

- A** Lot Width 20' minimum
- B** Lot Depth 60' minimum

Building Setbacks from Property Lines (PL)

- All Property Lines A setback is not required.
- C** Exception An 8' setback is required from external side property lines along Street Type L and K.

Build-to-Line (BTL)

- D** Build-to-Line Building facades shall be built within 0' to 8' of the front and external side property lines.
- E** Exception A Facades shall be built within 8' to 12' of the property lines along Street Type L and K.
- F** Exception B At block corners, the facade may deviate from the BTL within an area that is not greater than 16' by 16' square.
- Exception C For properties adjacent to Twin Oaks Plaza East and West, facades shall be built along the edges of the Plaza(s).
- Exception D The BTL may be set back to allow for forecourts.

Frontage Buildout 75% to 100% of the site's total street frontage (as measured by the total length of front and external side property lines) shall be occupied by one or more building facades.

Example of form based code regulation from University District Specific Plan.

Graphic credit: RBF Consultants

be necessary to accommodate higher intensities, and shared parking arrangements may be allowed consistent with the nature of the mixed uses. By integrating or mixing these compatible uses in proximity to one another, the City will create desirable places for people to live, work, shop, and play. These mixed use areas will be pedestrian friendly, allowing people to walk to services, jobs, and transit.

Infill Development

Redeveloping existing sites or constructing new buildings on under utilized parcels is generally referred to as infill development. One of the benefits of infill development is that public services and infrastructure such as water, sewer, and electrical lines are already in place.

Infill development, then, optimizes City investments in infrastructure and community facilities, supports increased transit use, promotes more walking- and bike-friendly neighborhoods, reduces vehicle trips and resulting air pollution, increases housing diversity, and enhances retail viability.

Complete Streets

Complete streets refers to streets that are designed to consider the needs of pedestrians, bicyclists, and transit riders of all ages and abilities, in addition to planning for automobile travel. Planning for complete streets means planning for wider side-walks, bike lanes, travel lanes and shoulders, crosswalks, median strips, bus pullouts or bus lanes, audible pedestrian signals, street trees and ground cover, and driveways and parking areas to improve safety, encourage physical activity, and reduce crime.

Form Based Codes

Traditional zoning ordinances emphasize the regulation of land uses. For example, land designated as residential may contain homes or apartments and land designated as commercial may contain restaurants or shopping centers. In contrast, form based codes or form based zoning places a greater emphasis on shaping the character of an area rather than emphasizing land uses. In form based zoning, building form and the relationship of individual buildings to each other and the public realm, i.e., the streets, receive greater emphasis. Building placement in relationship to other buildings, streets, and public spaces creates more livable environments and spaces within a more human-scaled environment.

The San Marcos Creek Specific Plan and the University District Specific Plan contain form based codes that strive to create a certain look and feel or "character" for these places. The San Marcos Zoning Ordinance also identifies specific geographic areas within San Marcos where form based zoning is anticipated in future mixed use developments.

Healthy Communities

A healthy community is defined as a community that is continuously creating and improving physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential. Healthy places are those designed and built to improve the quality of life for all people who live, work, learn, and play within their borders. In April 2002, the American Planning Association (APA) identified six qualities that describe healthy community design.

According to the APA, healthy communities:

- Have a unique sense of community and place.
- Preserve and enhance valuable natural and cultural resources.
- Equitably distribute the costs and benefits of development.
- Expand the range of transportation, employment, and housing choices in a fiscally responsible manner.
- Value long-range, region wide sustainability rather than short-term, incremental, or geographically isolated actions.
- Promote public health and healthy communities.

Green Buildings

Green or sustainable buildings use resources such as energy, water, and materials much more efficiently than traditional buildings. Green buildings reduce impacts to human health and the environment during the building's lifecycle, through better site planning, design, construction, operation, maintenance, and removal. Green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment. Some of the key benefits are:

- Lower electric and water utility costs
- Environmentally effective use of building materials
- Enhanced health and productivity
- Long-term economic returns
- Reduced environmental impact

Leadership in Energy and Environmental Design (LEED) is an internationally recognized green building certification system for the design, construction, and operation of high performance green buildings, developed by the U.S. Green Building Council (USGBC).

LEED provides third-party verification that a building or community was designed and built using strategies aimed at sustainable site development, energy savings, water efficiency, carbon dioxide emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts. Projects are certified at one of four levels (standard, silver, gold, platinum) based on the total number of points.



Bicycle and pedestrian trail within the extensive San Marcos trails network.

Photo credit: City of San Marcos



LEED Certified San Elijo Hills Fire Station No. 4.

Photo credit: City of San Marcos

LEED is flexible enough to apply to all building types; commercial and residential. It works throughout the building lifecycle: design and construction, operations and maintenance, tenant improvements, and significant retrofit. LEED for Neighborhood Development (LEED ND) extends the benefits of LEED beyond the building footprint into the neighborhood it serves.

In addition, GreenPoint Rated is a program of Build It Green, a professional nonprofit membership organization that promotes healthy, energy- and resource-efficient buildings in California. GreenPoint rated is a third-party rating system for single-family and multi-family homes based on a set of green building measures. A GreenPoint Rated home is graded on five categories:

- Energy Efficiency
- Resource Conservation
- Indoor Air Quality
- Water Conservation
- Community

If a home meets minimum point requirements in each category and scores at least 50 total points, then it earns the right to bear the GreenPoint Rated label. GreenPoint Rated homes are verified to exceed State building and energy code requirements for health and environmental performance. Currently, standards have only been developed for newly constructed single-family homes and multi-family homes in California. GreenPoint Rated standards for remodeling and existing homes is under development.

The City currently has a LEED Gold Certified fire station (Fire Station No.4) in the San Elijo Hills community. In addition, the Autumn Terrace apartment complex, with 100 affordable units, is also LEED Platinum Certified.

The California Green Building Standards Code

The California Green Building Standards Code applies to all new commercial, office, industrial, and residential buildings in California with some exceptions for State agency-regulated buildings such as hospitals. It includes a list of mandatory green building measures that must be applied to every new building starting January 1, 2011. The Code's water efficiency measures became mandatory in July 2011.

Beyond the mandatory measures, the Code also includes two "tiers" that local governments may choose to adopt. Each tier adds a further set of green building measures that go above and beyond the mandatory measures of the Code. There are separate but similar sets of tiers for residential, industrial, office, and commercial buildings. In both cases, Tier 1 requires that buildings achieve a 15 percent improvement over the current Title 24 Part 6 code (California energy code), and Tier 2 requires that buildings achieve a 30 percent improvement over Title 24. Both

tiers require additional non-energy prerequisites, and a certain number of elective measures in each green building category (energy efficiency, water efficiency, resource conservation, indoor air quality and community).

Sustainable Systems Integration Model (SSIM)

Assessing and integrating sustainability into the development of communities can be quantified with a sustainable systems integration model (SSIM). SSIM is a method for an integrated, multi-system planning and economic evaluation tool for large-scale, multi-use projects. The analytical platform of SSIM comprehensively evaluates multiple systems to determine the highest cost/benefit ratios available among multiple sustainability strategies.

Core systems that are evaluated in SSIM include:

- Ecological systems
- Potable water
- Storm water
- Residential and nonresidential building energy
- Public realm energy
- Transportation
- Total carbon footprint

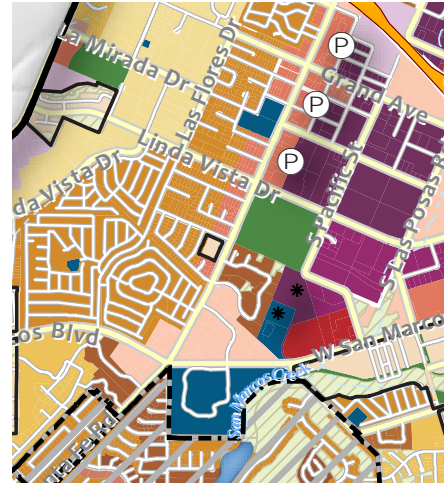
SSIM was used to determine the cost/benefit ratio of sustainability strategies available for planned development within the areas the City identified as Focus Areas (discussed in more detail below).

Land Use and Community Design Plan

The Land Use Plan, Figure 2-5, identifies how the City will grow and change and describes those aspects of the community that will be enhanced and maintained. Current and future land uses are categorized and mapped to identify where residential, commercial, office, mixed use, industrial, and community facilities are anticipated to be located. The Land Use Plan maps the planned distribution and development intensities of all land uses in the City. Due to the scale of the Land Use Plan, not all pertinent land use designation information can be conveyed in this format. Properties indicated by an asterisk (*) have additional special conditions associated with the land use designation; land use special conditions are identified in Appendix D Table D-2, Land Use Special Conditions section. Table 2-3 summarizes the City's land use designations and descriptions.

Land Use Density and Intensity

Density and intensity are terms used to define the extent to which properties can be, or are, developed. Density is used for residential uses and refers to the population and development capacity of a given parcel or group of parcels. Density is described as



Land use and community design planning in San Marcos allows the creation of mixed use districts along key corridors of the community.

Graphic credit: City of San Marcos



Residential density enables a range of home types and forms such as townhomes at San Elijo Hills, in the Questhaven/La Costa Meadows Neighborhood.

Photo credit: City of San Marcos



Non-residential intensity, FAR, and orientation standards can yield traditional commercial centers or mixed use districts based on land use designations.

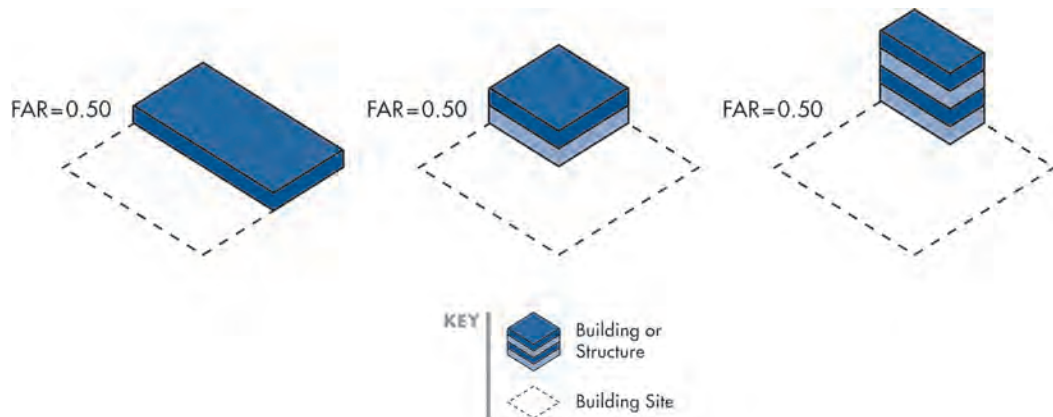
Photo credit: City of San Marcos

dwelling units per acre of land (du/ac.). A higher density figure represents a greater concentration of housing such as multi-family condominiums, apartments, or town houses, while a lower figure represents areas with more space between homes, such as single-family housing neighborhoods.

For nonresidential development, the “intensity” of development is measured by FAR. FAR expresses the intensity of use on a lot (see Figure 2-4). The FAR represents the ratio between the total gross floor area of all buildings on a lot and the total land area of that lot. For example, a 20,000-square-foot building on a 40,000-square-foot lot yields a FAR of 0.50. In the graphic description, 0.50 FAR describes a single-story building that covers half of the lot, a two-story building covering approximately one-quarter of the lot, or a four-story building covering one-eighth of the lot.

While intensity is often used to describe nonresidential development levels, in a broader sense, intensity can also describe overall levels of mixed residential and nonresidential development. Four General Plan land use designations (Mixed Use 1, Mixed Use 2, Mixed Use 3, and Mixed Use 4) use FAR to establish the maximum development intensity for mixed use development; Mixed Use 1 and Mixed Use 2 may include residential development.

Figure 2-4 Floor Area Ratio (FAR) Example



Transitional Land Use and Zoning Strategy

This General Plan provides guidance for the development and redevelopment of San Marcos to meet the vision identified by the Guiding Themes. Achieving robust mixed use districts, business parks, and commercial areas, and other non-industrial uses would, over time, require the transition of some existing developed industrial uses to one of these land use types. However, San Marcos values the economic vitality that industrial uses contribute to the community. Therefore, the City will implement a Transitional Zoning category to facilitate transition of existing industrial land uses to other non-industrial land uses over time.

This will allow these existing industrial properties to continue to function per the industrial zone regulations (including such activities as development, demolition, reconstruction, expansion, and renovation) until such time as the property owner initiates redevelopment of the property to the future general plan land use designation. At that time, a rezone of the property will be required to be consistent with the new land use designation. These industrial properties are considered to be in conformance with the new non-industrial General Plan land use. This transitional land use and zoning strategy will support the business climate of the City while enabling quality and timely redevelopment. Properties that qualify for transitional zoning are identified in Appendix D Table D-4.

General Plan Land Use Designations/Classification System

The Land Use and Community Design Element establishes 25 land use designations. The land use designations have been established to address (1) development trends affecting the City's near- and long-term futures; (2) focus areas associated with major industrial uses, shopping and employment centers, and access to transportation facilities; and (3) community interests and desires expressed during the General Plan update process. Figure 2-5 graphically represents the planned distribution and intensity of land use in San Marcos on a citywide scale. The colors shown on the map correspond to land use designations that describe the types of existing and planned land uses in San Marcos. The City uses a land use classification system to regulate what can be built in specific locations within the City to protect the health, safety, and welfare of the community. Table 2-3 provides a description of each General Plan land use designation within San Marcos and the range of density or intensity of development allowed within each category.

Table 2-3 presents descriptions of each General Plan land use designation and the corresponding range of density or intensity of development permitted for each. The maximum allowable development on any individual parcel is governed by these measures of density or intensity, with the anticipated yield influenced by the physical characteristics of a parcel, by access and infrastructure issues, and by compatibility considerations. The land use designations are described here in terms of general land uses and maximum densities or intensities permitted. Corresponding zoning districts specify the permitted uses for each category and the applicable development standards. The density or intensity maximums outlined in Table 2-2 serve as development caps. Actual development intensities are expected to be lower than the caps, based on market factors and past development trends. The City anticipates most development will occur at or below these expected levels, although on any single property, development up to the maximum permitted by the land use is allowed.

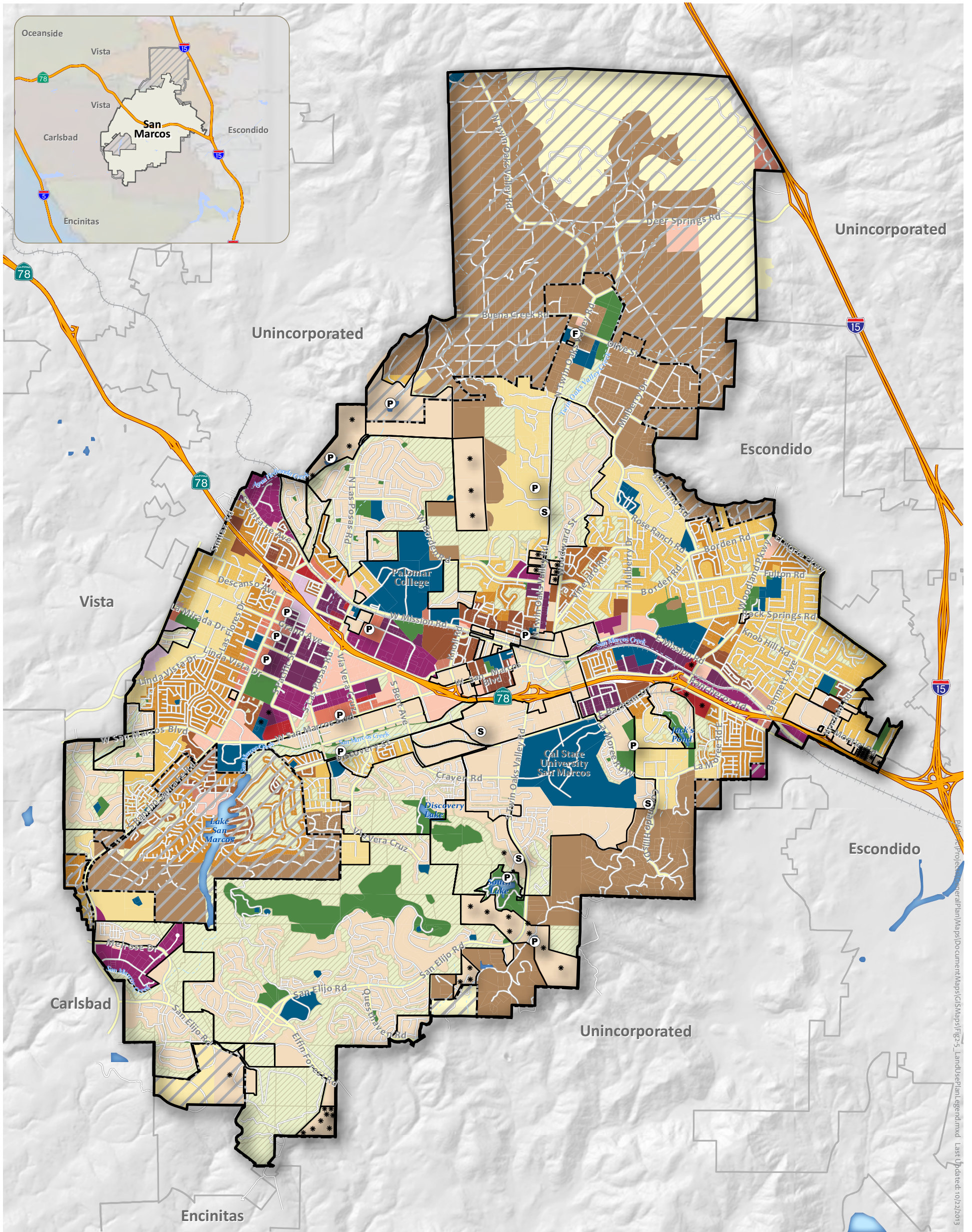


FIGURE 2-5

City of San Marcos
Land Use Plan

- | | | | |
|--|---|---|--|
| <ul style="list-style-type: none"> San Marcos City Limits Sphere of Influence Planning Area Major Hydrologic Features Creeks Railroad Freeway Highway Major Road Minor Road Future Fire Station Future School Future Park Future Floating Hotel Specific Plan Area (SPA) | <p>General Plan Planned Land Use Types</p> <p>Agricultural/Residential</p> <ul style="list-style-type: none"> Agricultural/Residential, AG (0.125 - 1 du/ac) <p>Residential</p> <ul style="list-style-type: none"> County Rural Residential, COUNTY RR Hillside Residential 1, HR1 (0.05 - 0.25 du/ac) Hillside Residential 2, HR2 (0.25 - 0.5 du/ac) Rural Residential, RR (1 - 2 du/ac) Very Low Density Residential, VLDR (2.1 - 4.0 du/ac) Low Density Residential, LDR (4.1 - 8.0 du/ac) Low Medium Density Residential, LMDR (8.1 - 12.0 du/ac) Medium Density Residential 1, MDR1 (12.1 - 15.0 du/ac) Medium Density Residential 2, MDR2 (15.1 - 20.0 du/ac) | <ul style="list-style-type: none"> Medium High Density Residential, MHDR (20.1 - 30.0 du/ac) High Density Residential, HDR (30.1 - 45.0 du/ac) <p>Mixed Use</p> <ul style="list-style-type: none"> Mixed Use 1, MU1 (20.1 - 30.0 du/ac) Mixed Use 2, MU2 (30.1 - 45 du/ac) Mixed Use 3, MU3 Mixed Use 4, MU4 <p>Commercial</p> <ul style="list-style-type: none"> Commercial, C Neighborhood Commercial, NC Office Professional, OP <p>Industrial</p> <ul style="list-style-type: none"> Business Park, BP Light Industrial, LI Industrial, I | <ul style="list-style-type: none"> Public/Institutional Public/Institutional, PI <p>Recreation</p> <ul style="list-style-type: none"> Parks, P Open Space, OS <p>Specific Plan Area (SPA)</p> <ul style="list-style-type: none"> Specific Plan Area, SPA (For more information regarding specific plans, refer to Figure 2-3 and Appendix D, Table D-3 in General Plan) * Identifies Land Use Special Conditions areas as it applies to specific parcels, refer to Appendix D, Table D-2 for details on those special conditions |
|--|---|---|--|



SOURCES OF DATA:
City of San Marcos 3/13 and AECOM, 12/11

Note 1: Contact the County of San Diego Land Use & Planning Department to verify the "County Land Use Designations" for all properties that fall within the San Marcos Sphere of Influence.
Note 2: Refer to Appendix D, Figure D-4 regarding the color coded properties represented on an exhibit portraying a "snap shot" in time where each recognized "transitional zone" property is located. Each property shall ultimately be removed from this exhibit pending a Rezone approval matching the adopted General Plan Land Use designation as represented on Figure 2-5.

Every effort has been made to assure the accuracy of the maps and data provided; however, some information may not be accurate or current. The City of San Marcos assumes no responsibility arising from use of this information and incorporates by reference its disclaimer regarding the lack of any warranties, whether expressed or implied, concerning the use of the same. For additional information, see the Disclaimer of the City's website.

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LAND USE AND COMMUNITY DESIGN ELEMENT

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Table 2-3: San Marcos General Plan Land Use Designations





Land Use Designation	Typical Illustration	Description
Agricultural/Residential		
<p>AG Agricultural/ Residential 0.125–1.0 dwelling unit (du) per parcel based on location and slope</p>		<p>Agricultural uses as the primary use. Agricultural uses include greenhouses, wholesale nurseries, and agricultural crops. Raising poultry, cattle, birds, small animals, horses, and bovine animals is permitted. Agricultural tourism activities may also be allowed.</p>
Residential		
<p>HR1 Hillside Residential 1 0.05–0.25 du/acre, depending on slope</p>		<p>Single-family homes on larger lots in hillside areas as the primary use with the objective of preserving the hillside. Agricultural uses include trees, flower and vegetable gardens, and other horticultural stock. Horses and certain combinations of poultry and bovine animals are permitted.</p>
<p>HR2 Hillside Residential 2 0.25–0.5 du/acre, depending on slope</p>		<p>Single-family homes in hillside areas as the primary use with the objective of preserving the hillside. Agricultural uses include trees, flower and vegetable gardens, and other horticultural stock. Horses and certain combinations of poultry and bovine animals are permitted.</p>
<p>RR Rural Residential 1.0-2.0 du/ac, max 2.0 du/ac</p>		<p>Single-family homes and limited agricultural uses. Agricultural uses include flower and vegetable gardens, fruit trees, and horticultural stock.</p>

Table 2-3: San Marcos General Plan Land Use Designations

Land Use Designation	Typical Illustration	Description
<p>VLDR Very Low Density Residential 2.1– 4.0 du/ac</p>		<p>Conventional single-family residential development characterized by individual single-family homes constructed in subdivisions, or by custom units built on individual lots.</p>
<p>LDR Low Density Residential 4.1–8.0 du/ac</p>		<p>Single-family and duplex residential development including detached condominiums, clustered homes, and courtyard housing. Mobile home parks are also allowed.</p>
<p>LMDR Low Medium Density Residential 8.1–12.0 du/ac</p>		<p>Row homes, townhomes, and multi-family (apartments and condominiums), and duplex units. Small-lot single-family homes with alley access and unique design features are included. Mobile home parks are allowed as consistent with zoning.</p>
<p>MDR1 Medium Density Residential 1 12.1–15.0 du/ac</p>		<p>Row homes, townhomes, and multi-family (apartments and condominiums) units.</p>
<p>MDR2 Medium Density Residential 2 15.1–20.0 du/ac</p>		<p>Row homes, townhomes, and multi-family (apartments and condominiums) units.</p>

Table 2-3: San Marcos General Plan Land Use Designations

Land Use Designation	Typical Illustration	Description
<p>MHDR Medium High Density Residential 20.1–30.0 du/ac</p>		<p>Multi-family units (apartments and condominiums), row homes, and townhomes.</p>
<p>HDR High Density Residential 30.1–45.0 du/ac</p>		<p>Multi-story, multi-family (apartments and condominiums) developments with either surface or structured parking, typically found along or near major transportation corridors within walking distance of commercial centers and transit services.</p>
<p>Mixed Use Land Uses</p>		
<p>MU1 Mixed Use 1 Max 1.75 floor area ratio (FAR), 20.1–30.0 du/ac</p>		<p>A wide variety of commercial, office, civic, and residential uses integrated as a cohesive development. These uses may be mixed “vertically” (on separate floors of a building) or “horizontally” (in separate buildings) on a single site or on adjacent parcels. Structured parking may be necessary to accommodate maximum allowable densities, and shared parking arrangements may be allowed consistent with the nature of the mixed uses. To maintain a pedestrian scale and orientation, retail and other active uses are encouraged at street level.</p>
<p>MU2 Mixed Use 2 Max 2.25 FAR, 30.1–45.0 du/ac</p>		<p>A wide variety of commercial, office, civic, and residential uses integrated as a cohesive development. These uses may be mixed “vertically” (on separate floors of a building) or “horizontally” (in separate buildings) on a single site or on adjacent parcels. Structured parking may be necessary to accommodate maximum allowable densities, and shared parking arrangements may be allowed consistent with the nature of the mixed uses. To maintain a pedestrian scale and orientation, retail and other active uses shall be located at street level.</p>



Table 2-3: San Marcos General Plan Land Use Designations

Land Use Designation	Typical Illustration	Description
<p>MU 3 Mixed Use 3 (Nonresidential) Max 1.50 FAR</p>		<p>Provides for a variety of commercial and office uses integrated as a cohesive development. These uses may be mixed “vertically” (on separate floors of a building) or “horizontally” (on a single site or adjacent parcels). Structured parking, while not required to achieve the maximum FAR, may be allowed. Shared parking arrangements may also be allowed consistent with the nature of mixed uses. Typical uses include retail, commercial services, administrative and office uses, institutional and government uses, business support and financial uses, restaurants, and health care facilities. To maintain a pedestrian scale and orientation, retail and other active services are encouraged at street level. This designation does not allow residential uses. A Specific Plan is required for development.</p>
<p>MU 4 Mixed Use 4 (Nonresidential) Max 1.50 FAR</p>		<p>Provides for a variety of commercial, office professional, and business park uses integrated as a cohesive development. These uses may be mixed “vertically” (on separate floors of a building) or “horizontally” (on a single site or adjacent parcels). Structured parking may be necessary and/or shared parking arrangements may be allowed consistent with the nature of mixed uses. Typical uses include commercial retail, commercial services, office, and business park uses. Retail and other active services are encouraged at street level. This designation does not allow residential uses. A Specific Plan is required for development.</p>
<p>Commercial Land Uses</p>		
<p>C Commercial Max 0.70 FAR</p>		<p>Commercial areas where a wide range of retail activities, services, and offices are permitted. Typical uses include general retail, markets, commercial services, restaurants, hardware, home improvements centers, financial institutions, lodging, and commercial recreation.</p>
<p>NC Neighborhood Commercial Max 0.30 FAR</p>		<p>General retail, markets, commercial services, offices,, and restaurants designed to serve primarily the needs of surrounding neighborhood and residential areas.</p>

Table 2-3: San Marcos General Plan Land Use Designations

Land Use Designation	Typical Illustration	Description
<p>OP Office Professional Max 1.50 FAR</p>		<p>Office-based working environments for administrative and professional offices and necessary support uses. Typical uses include administrative and professional offices, supporting retail and service functions, and health care facilities.</p>
<p>Industrial Land Uses</p>		
<p>BP Business Park Max 1.20 FAR</p>		<p>Employee-intensive uses including research and development, “clean” industry, technology centers, offices, administrative uses, supporting retail, and industrial support services.</p>
<p>LI Light Industrial Max 0.60 FAR</p>		<p>Light manufacturing, processing, assembly, wholesale, office, and research and development laboratories, all within enclosed buildings with limited outdoor storage, in freestanding or campus-style industrial development. Supporting uses, such as office, limited retail, and business services, are also allowed.</p>
<p>Industrial Max 0.50 FAR</p>		<p>Manufacturing, assembly, processing, and distribution of goods. Warehousing and wholesale activities associated with industrial operations, and small-scale support retail, service commercial, and office uses may also be established. Allows outdoor storage as part of industrial operations and, in limited circumstances, without buildings on-site.</p>
<p>Public/Institutional Land Uses</p>		
<p>PI Public/Institutional Max 3.0 FAR</p>		<p>Facilities built and maintained for public use such as academic facilities, institutional uses, community service facilities, water and sewer facilities, detention and drainage facilities, cemeteries, police and fire stations, and other government buildings and property. This designation may include privately owned facilities built and maintained for public use.</p>

Table 2-3: San Marcos General Plan Land Use Designations

Land Use Designation	Typical Illustration	Description
Recreation Land Uses		
<p>P Parks</p>		<p>Active and passive public or privately owned parks. Park lands are for outdoor and indoor recreation including playing fields, playgrounds, community centers, small accessory buildings, and other appropriate recreational uses. Community gardens may be considered for some parks.</p>
<p>OS Open Space</p>		<p>Undeveloped lands, visually significant open lands, trails, utility corridors, water areas, and wildlife habitat. Land designated as open space is intended to remain undeveloped in the future.</p>
Specific Plan Area		
<p>SPA Specific Plan Area Density/intensity variable by location</p>		<p>Applied to areas where a Specific Plan has been adopted by the City. A Specific Plan is a detailed plan for the development of a particular area and may contain residential, commercial, industrial, public, and/or open space uses. Detailed land use regulations are contained within each adopted Specific Plan document.</p>

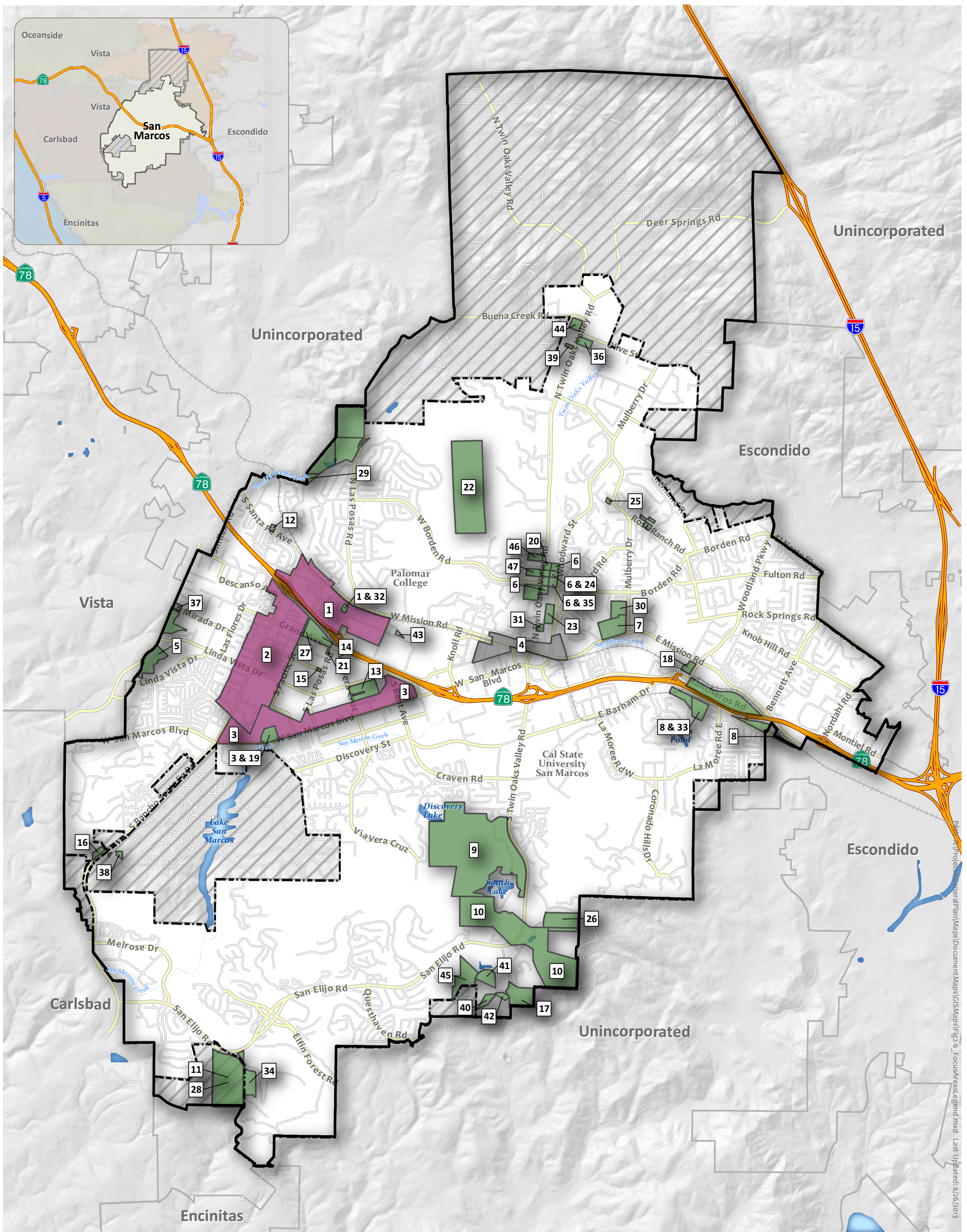
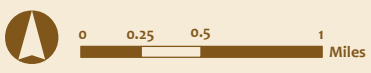


FIGURE 2-6
 City of San Marcos
Focus Areas

- San Marcos City Limits
 - Sphere of Influence
 - Planning Area
 - Major Hydrologic Features
 - Creeks
 - Railroad
 - Freeway
 - Highway
 - Major Road
 - Minor Road
-
- Focus Areas by Type**
- Additional Focus Areas
 - Focus Area 4
 - Urban Core Focus Areas
 - 1 Represents Focus Area Number, Refer to Appendix D, Table D-1 for description of Focus Area.



SOURCES OF DATA:
 City of San Marcos 9/12 and AECOM, 12/11

Every effort has been made to assure the accuracy of the maps and data provided; however, some information may not be accurate or current. The City of San Marcos assumes no responsibility arising from use of this information and incorporates by reference its disclaimer regarding the lack of any warranties, whether expressed or implied, concerning the use of the same. For additional information, see the Disclaimer of the City's website.

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LAND USE AND COMMUNITY DESIGN ELEMENT

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Focus Areas

The Focus Areas represent areas within San Marcos where change is very likely to occur over the planning horizon of the General Plan. As part of this process, the City of San Marcos engaged the community through public meetings and a City Council-appointed General Plan Advisory Committee (GPAC). This steering committee was a community representative group composed of residents, business and chamber of commerce leaders, youth, and seniors, plus Palomar Community College and California State University San Marcos appointees. The GPAC assisted City staff, the public, and the General Plan project team to collect and evaluate community-generated land use alternatives and make recommendation for the update of the General Plan and Zoning Ordinance to address future challenges in the community. Through this process, the community identified areas where land use changes would likely occur, referred to collectively as the Focus Areas. Multiple factors were considered in selecting these Focus Areas, including the Guiding Themes, opportunities and constraints, adjacent development patterns, market conditions, and goals and objectives for the City.

Figure 2-6 (on the previous page) depicts the location of the San Marcos Focus Areas. For each Focus Area, the vision and land use updates are summarized in Appendix D. Focus Areas of considerable influence are discussed below to address the planning context, reason for selection, and a description of the land use plan and future development objectives.

Portions of the City that do not lie within one of the identified Focus Areas identified below are not likely to experience significant land use changes.

Urban Core Focus Areas

Three Focus Areas were chosen, centered on the existing urban core of San Marcos, where the most impactful future land use change will occur within the planning horizon of the updated General Plan. These areas are referred to as:

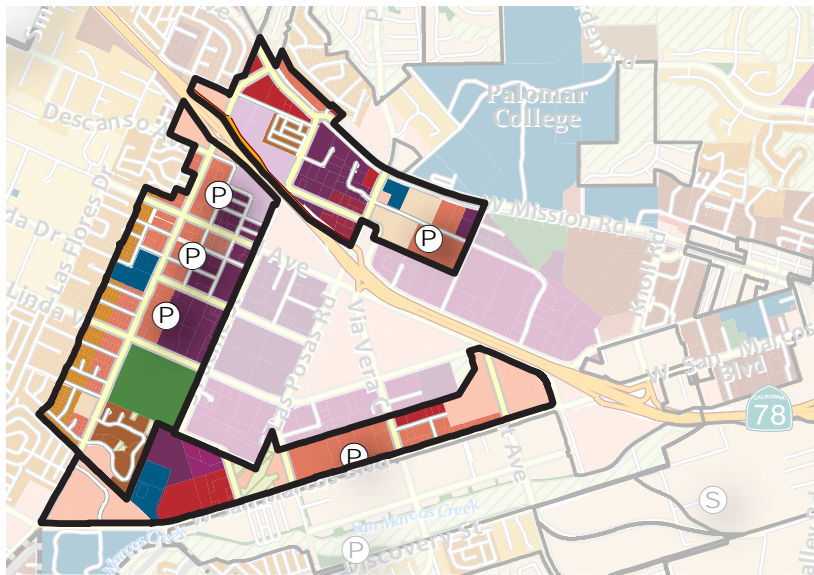
- Mission Road Focus Area (FA1), see Figure 2-8
- Rancho Santa Fe Road Focus Area (FA2), see Figure 2-9
- San Marcos Boulevard Focus Area (FA3), see Figure 2-10

These Urban Core Focus Areas are located in central San Marcos, within the Business/Industrial District, along three of the major thoroughfares traversing the City: Mission Road, Rancho Santa Fe Road, and San Marcos Boulevard. These Focus Areas were chosen after extensive public involvement identified evolving land use trends and community goals for this area that represent the best potential for redevelopment, change in land use, and/or change in activity intensification.

While each of these Urban Core Focus Areas has its own unique character, it is important to remember that these areas are connected to one another, forming a triangular shape in a central portion of the City. This implies future redevelopment should be designed to occur in a cohesive manner that fulfills multiple community-driven objectives embodied in the General Plan and Guiding Themes such as creating a vibrant downtown with a host of destinations and central gathering places, strengthening the economic and employment base of the City, and enhancing connections between neighborhoods.

Figure 2-7 Urban Core Focus Areas

(See Figure 2-5 for Land Use types)



Based on their accessibility to transit, the backbone roadways of these Focus Areas have also been identified on SANDAG's Smart Growth Concept Map as mixed use transit corridors. The inclusion of the Focus Areas on the Smart Growth Concept Map is the result of collaborative efforts by City staff and SANDAG in 2006. These factors influenced the selection and boundaries of these Focus Areas. The land use plan for each of these Focus Areas is discussed below.

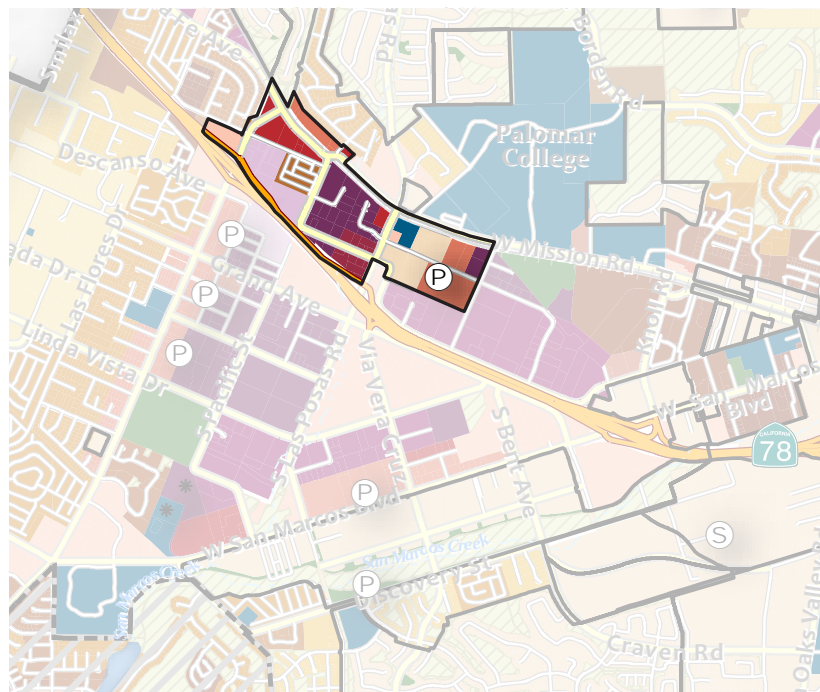
Mission Road Focus Area 1 Land Use Plan

The Mission Road Focus Area (FA1) consists of approximately 120 acres located primarily along the south side of West Mission Road. This Focus Area is anchored by the SPRINTER light rail corridor, which runs parallel to Mission Road. It is also in close proximity to Palomar Community College, located along the north side of Mission Road, across the street from the eastern portion of the Focus Area. The Palomar Community College Transit Station is within one-quarter mile (5-minute walk) of the eastern portion of the Focus Area, from Las Posas Road to Bingham Drive.

The land use plan for the Mission Road Focus Area builds on the existing industrial and commercial character of this area, while fostering a land use mix that better responds to the area's proximity to the Palomar Community College campus, Palomar Community College Transit Station, local North County Transit District [NCTD] bus transit center and routes, and visibility from State Route 78. The existing industrial nature of the land uses west of Las Posas Road presents an opportunity to renovate or reuse existing structures to create an identifiable business area that would help attract a diversity of businesses, potentially expanding the employment base to promote economic sustainability within the City of San Marcos.

Figure 2-8 Mission Road, Focus Area 1

(See Figure 2-5 for Land Use types)



Key features of the Mission Road land use plan include:

- Applies Mixed Use designations along Mission Road near the Palomar Community College Transit Station
- Incorporates open space/park areas to complement mixed use designations
- Retains existing Industrial uses
- Retains El Dorado Mobile Home Park
- Applies business park designation surrounding the existing El Dorado Mobile Home Park and Rancho Santa Fe Road Corridor visible from State Route 78
- A floating mixed use neighborhood park, location to be determined, within the Focus Area. (P)

Conceptual Neighborhood Parks



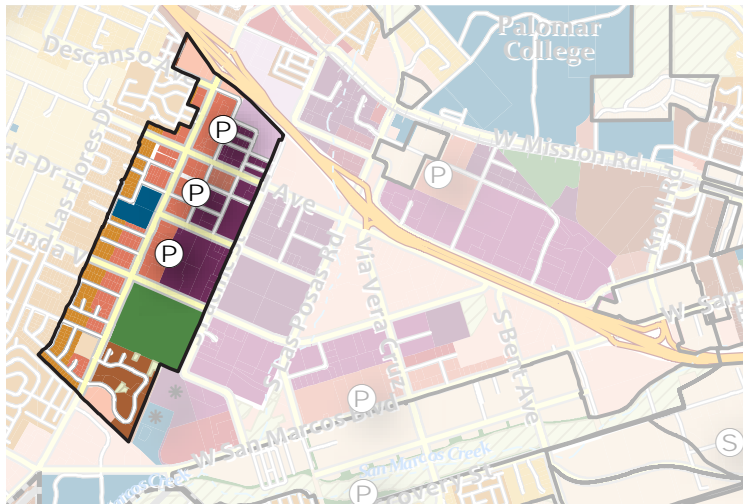
There shall be a "mixed use neighborhood park" located within Focus Area 1 (Figure 2-7 & 2-8). These mixed use neighborhood parks shall be privately developed by individual land owners during redevelopment of property. These mixed use neighborhood parks shall consist of "primary facilities" such as hard courts (i.e., tennis, basketball, skate), play areas with play equipment, open lawn areas and shall also include a combination of "support facilities and features" listed above.

Rancho Santa Fe Focus Area 2 Land Use Plan

The Rancho Santa Fe Road Focus Area (FA2) consists of approximately 206 acres located along both the east and west sides of Rancho Santa Fe Road. Alvin Dunn Elementary School and Bradley Park are within this Focus Area.

The Rancho Santa Fe Road Focus Area offers opportunity for physical and economic revitalization as one of the main arterials running through the City, ultimately connecting San Marcos to the coast. Portions of the FA2 are visible and easily accessed by travelers on State Route 78, providing an opportunity for the older “strip retail centers” in this area to be redesigned in a manner that welcomes visitors and residents into the community. Opportunities to create more mixed use residential opportunities exist within this area near Alvin Dunn Elementary School and Bradley Park, offering a variety of housing choices and better connecting residents to existing community facilities. Overall, the existing attributes of FA2 offer unique opportunities to provide a greater variety of residential and commercial choices for residents, business owners, and visitors in proximity to the North County Transit District (NCTD) bus hub and Palomar Community College Transit Station.

Figure 2-9 Rancho Santa Fe Road, Focus Area 2
(See Figure 2-5 for Land Use types)



Key features of the Rancho Santa Fe Road land use plan include:

- Retains commercial designations at State Route 78 freeway off-ramps and incorporates business park designation visible from State Route 78
- Establishes mixed use 1 designation from Descanso Avenue south along both the east and west sides of Rancho Santa Fe Road to San Marcos Boulevard
- Retains existing industrial uses between Pacific Street and Las Posas Road
- Establishes a linear park separating the mixed use and industrial uses connecting Descanso Avenue to Bradley Park
- A linear neighborhood park, location to be determined, within the Focus Area. (P)

Linear Park Feature



There shall be a “linear neighborhood park” within the San Diego Water Authority Easement that runs along the westerly frontage of Pawnee Street in Focused Area 2 as conceptually shown on Figures 2-7 & 2-9. It is the intent of the General Plan that the linear neighborhood park shall be developed to serve as a recreational, open space, and gathering space for the neighborhood. The linear neighborhood park shall consist of “support facilities” (i.e., open lawn area, off-leash dog area, seating areas, picnic tables & shelters) and “support features” (i.e., public art, water features, kiosk, community gardens, seating walls, and decorative paving). The combination of amenities will be determined based at the time the development comes forward. This linear neighborhood park feature shall be privately developed by individual land owners during redevelopment of property which falls within said easement and/or along the westerly frontage of Pawnee Road.

Conceptual Neighborhood Parks



There shall be a “mixed use neighborhood park” located within Focus Area 3 (Figure 2-7 & 2-10). These mixed use neighborhood parks shall be privately developed by individual land owners during redevelopment of property. These mixed use neighborhood parks shall consist of “primary facilities” such as hard courts (i.e., tennis, basketball, skate), play areas with play equipment, open lawn areas and shall also include a combination of “support facilities and features” listed above.

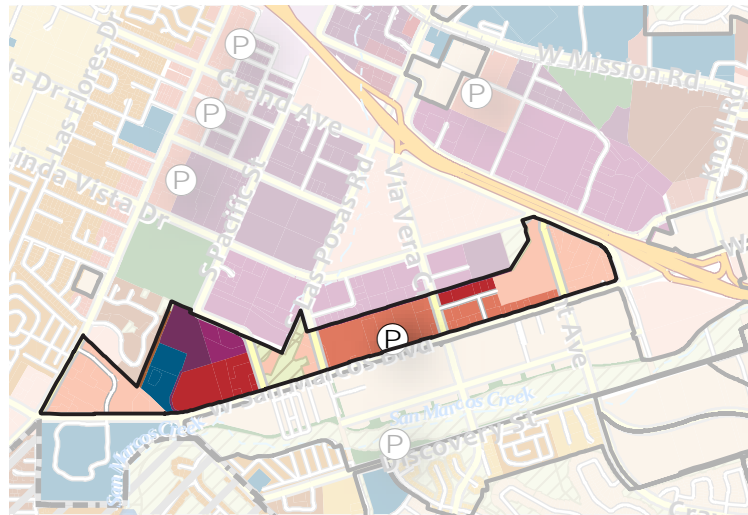
San Marcos Boulevard Focus Area 3 Land Use Plan

The San Marcos Boulevard Focus Area (FA3) consists of approximately 158 acres located along the north side of San Marcos Boulevard. This Focus Area is located adjacent to the Creek District and is anchored by several existing commercial retail uses such as Fry’s Electronics, Edwards 18 Stadium Theater, and Old California Restaurant Row.

The San Marcos Boulevard Focus Area provides an opportunity for the City to create a desired commercial and mixed use destination. The community shares the desire for a downtown area that attracts people region wide while also supporting the needs of residents. FA3, within a heavily travelled corridor, presents an opportunity to create such a place, with its freeway accessibility and existing community attractions. Redevelopment in FA3 is intended to complement the character of, and increase connections to, the mixed use-oriented Creek District to create a cohesive downtown area with a host of destinations that enhance the urban experience for residents and visitors. Conceptually, a neighborhood park should be included in future development/redevelopment along W. San Marcos Boulevard between Las Posas Road and Via Vera Cruz.

Figure 2-10 San Marcos Boulevard, Focus Area 3

(See Figure 2-5 for Land Use types)



This portion of San Marcos Boulevard also presents an opportunity to redesign the street itself to be a complete street. Introduction of traffic design features, and pedestrian and bike amenities will increase the usability of the street for all residents and increase the visitor connectivity with the downtown area as a whole.

Key features of the San Marcos Boulevard land use plan include:

- Retains commercial designations along Grand Avenue and is visible from the State Route 78 corridor
- Includes a neighborhood park with better pedestrian connections to the Creek District

- Focuses Mixed Use 1 designation in the area west of Via Vera Cruz to Las Posas Road (currently Old California Restaurant Row and adjacent to the Edwards Theater)
- Creates an open space and habitat area between Las Posas Road and Pacific Street
- Applies MU3 designation adjacent to the newly built High Tech High
- Retains existing commercial designations at intersection of San Marcos Boulevard and Rancho Santa Fe
- A floating mixed use neighborhood park, location to be determined, within the Focus Area. (P)

Focus Area 4

Focus Area 4 (FA4), the Richmar Specific Plan Area, is located along Mission Road encompassing an area both east and west of Twin Oaks Valley Road. The General Plan includes Specific Plan recommended land use updates to include mixed use development integrating residential, retail, and office uses in the Richmar Specific Plan Area.

Additional Focus Areas

In addition to the Urban Core Focus Areas and Focus Area 4 discussed above, 43 other Focus Areas were identified as potential areas of change through the General Plan updated process. During review, land use revisions and implications were taken into consideration. Ultimately, 27 of the additional Focus Areas were identified as choice areas for land use change. These areas are highly likely to experience land use change throughout the planning horizon of the General Plan, or have been updated to suit the goals of San Marcos. In some cases, the land use designation will be changed to allow uses that differ from what exists in the area today or what the existing General Plan designation allows. In other cases, the land use designation is proposed to be updated to better match the character of development that currently exists for that particular Focus Area.

Expected Development Capacity and Population

Table 2-4 identifies the expected development capacity associated with the distribution of planned land uses specified in the Land Use Plan, Figure 2-5.

Table 2-4
San Marcos Expected Development Capacity

Land Use Designation	Density Range	FAR (Max)	Existing Acreage	Expected Development Capacity ¹	
				Dwelling Units	Nonresidential Square Footage
Agricultural/Residential	0.125-1.0	--	3,737.4	1,121.2	0
Hillside Residential 1	0.05-0.25	--	1,097.6	219.5	0
Hillside Residential 2	0.25-0.5	--	78	15.6	0
Rural Residential	1.0-2.0	--	783.1	783.1	0
Very Low Density Residential	2.1-4.0	--	1,130.5	3,391.4	0
Low Density Residential	4.1-8.0	--	799.8	3,998.9	0
Low Medium Density Residential	8.1-12.0	--	131.3	1,312.8	0
Medium Density Residential 1	12.1-15.0	--	91.6	1,190.1	0
Medium Density Residential 2	15.1-20.0	--	190.3	3,234.3	0
Medium High Density Residential	20.1-30.0	--	35.1	877.9	0
High Density Residential	30.1-45.0	--	0.00	0.00	0
Mixed Use 1 (MU1)	20.1-30.0	1.75	90.8	3,812.7	1,634,013
Mixed Use 2 (MU2)	30.1-45.0	2.25	0.00	0.0	0
Mixed Use 3 (MU3)	--	1.50	37.8	0.0	1,489,527
Mixed Use 4(MU4)	--	1.50	6.8	0.0	325,542.
Commercial	--	0.7	261.8	0.0	2,553,016
Neighborhood Commercial	--	0.3	16.7	0.0	145,054
Office Professional	--	1.5	22.6	0.0	631,989
Business Park	--	1.2	41.3	0.0	1,346,849
Light Industrial	--	0.6	359.5	0.0	3,952,042
Industrial	--	0.5	280.8	0.0	3,188,767
Public/Institutional	--	3	491.3	0.0	5,496,959
Parks	--	--	331.0	0.0	0
Open Space	--	--	28.7	0.0	0
SPA	--	varies		21,885.3	12,153,371
Transportation/Utilities Related	--	--	31.09	0.00	0
TOTALS²				41,843.0	32,917,129

¹ Expected Development Capacity was calculated using reasonable density and intensity assumptions for development within the San Marcos Planning Area which includes the incorporated City and Sphere of Influence. See Figure 1-2.

² All calculations have been rounded to the nearest tenth.

2.3 Public Services, Infrastructure, and Utilities

Public services, community infrastructure, and utilities provide the sometimes invisible, physical support systems that allow us to enjoy healthy, productive lives. The provision of public services and infrastructure that safely and efficiently serve San Marcos is essential to the planning area's function and the quality of life for all residents, business owners, and visitors. This section describes public services, infrastructure systems, and utilities that serve San Marcos. Public services such as sheriff/police protection, fire/emergency medical response, schools, libraries, and solid waste disposal are discussed. Infrastructure systems addressed include water, wastewater, and utilities, such as electricity, natural gas, and telecommunications.

Sheriff/Law Enforcement

San Marcos sets a high standard for public safety and law enforcement. The City of San Marcos contracts with the San Diego County Sheriff's Department for law enforcement services, including patrol, traffic, and investigative services. The San Diego County Sheriff's San Marcos Station is located at 182 Santar Place in San Marcos and serves approximately 100 square miles of territory, including the City and the unincorporated areas around San Marcos and Escondido under contract with the County of San Diego. Community facilities are identified in Figure 2-11. The patrol deputies are responsible for all general law enforcement calls for services within the contract area, 24 hours per day, 365 days per year. Patrol deputies respond to calls for service with the focus on protecting life, apprehending law violators, and investigation of crimes. Patrol deputies are assigned to a geographical "beat" area. This allows the patrol deputies to become familiar with citizens and problems within their "beats." Patrol deputies are also proactive in enforcing the laws to suppress drug activity, theft, and burglaries, and gang related crimes.

The San Marcos Sheriff's Station has the only ASTREA (Sheriff's Aviation) landing pad at a patrol station, allowing North County deputies to have extended helicopter coverage for law enforcement and emergency operations.

In keeping with the Sheriff's Department's mission statement of working in partnership with the community, the County of San Diego's Child Protective Services, Adult Protective Services, and Juvenile Probation personnel also operate out of the San Marcos Sheriff's Station. The San Marcos Sheriff's Station also has access to specialized detective units to handle specific crimes such as homicides, bomb/arson, financial crimes, child abuse and narcotics.



The San Diego County Sheriff's Station in San Marcos is near the Civic Center.

Photo credit: City of San Marcos

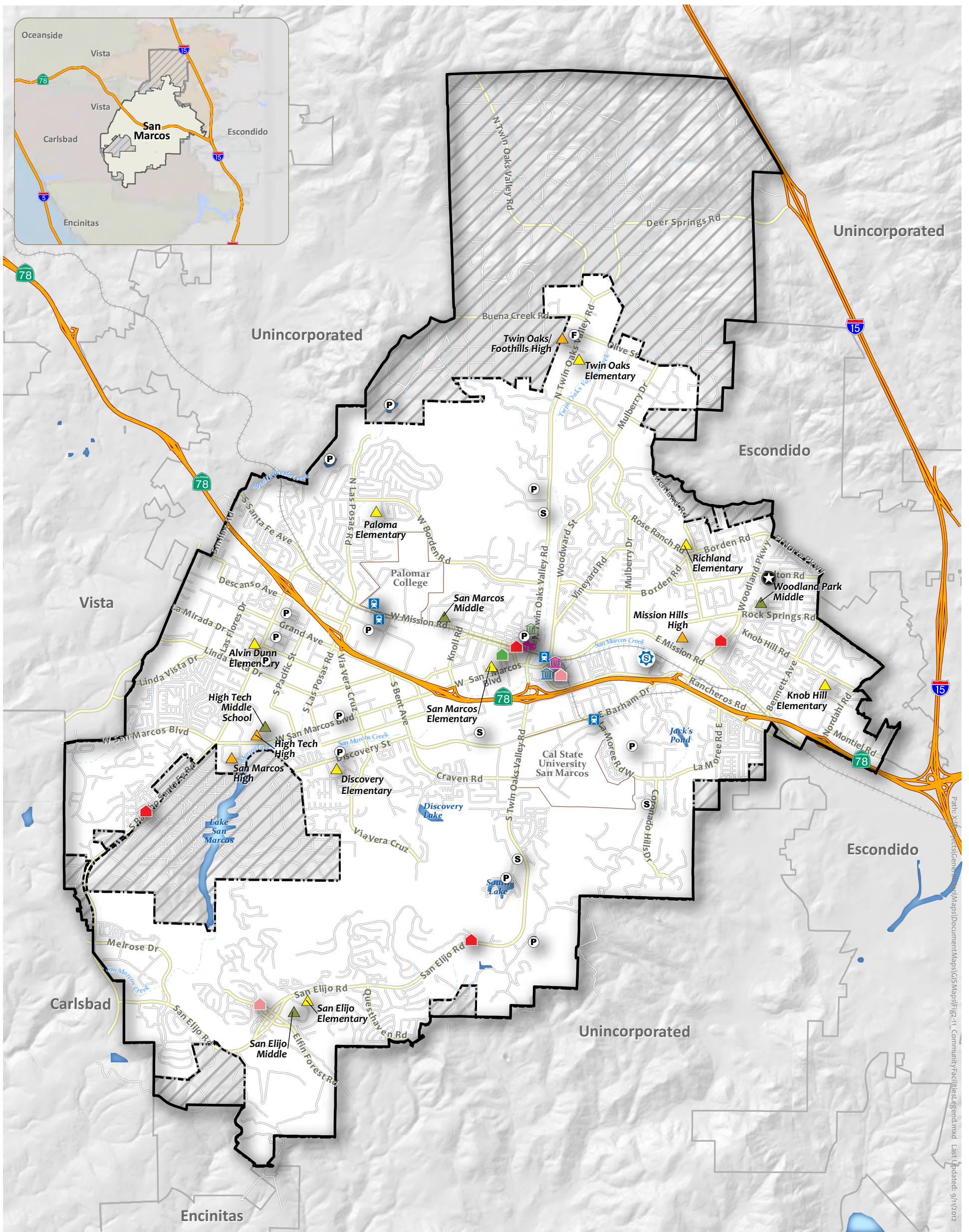


FIGURE 2-11

City of San Marcos

Community Facilities

- | | | | |
|---------------------------|-------------------|--------------------------------|---------------------|
| San Marcos City Limits | Elementary School | Fire Station | Future Fire Station |
| Sphere of Influence | Middle School | Sheriff Station | Future Park |
| Planning Area | High School | Government Office/Civic Center | Future School |
| Major Hydrologic Features | Activity Site | Library | |
| Creeks | Community Center | Post Office | |
| Railroad | Community Gym | Rail Station/Transit Center | |
| Freeway | | Senior Center | |
| Highway | | | |
| Major Road | | | |
| Minor Road | | | |
| College or University | | | |



SOURCES OF DATA:
City of San Marcos 9/12 and AECOM, 12/11

Every effort has been made to assure the accuracy of the maps and data provided; however, some information may not be accurate or current. The City of San Marcos assumes no responsibility arising from use of this information and incorporates by reference its disclaimer regarding the lack of any warranties, whether expressed or implied, concerning the use of the same. For additional information, see the Disclaimer of the City's website.

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LAND USE AND COMMUNITY DESIGN ELEMENT

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Safety services include a Regional Emergency Services Training Center in San Marcos.

Photo credit: City of San Marcos

The Sheriff's Department also employs Community Oriented Policing and Problem Solving (COPPS) deputies. COPPS deputies are special-purpose deputies assigned to investigate the quality of life issues within the community. COPPS deputies use the COPPS philosophy to promote quality interaction between law enforcement and neighborhood citizens. COPPS deputies also conduct directed patrols focusing on gangs, persons on parole/probation, persons with outstanding warrants, graffiti, human trafficking, prostitution, habitual offenders, transient camps, and alcohol/tobacco-related crimes. COPPS deputies are also active within the community by attending Neighborhood Watch meetings and providing various presentations to youth groups, community groups, schools, and businesses.

The City of San Marcos budget funds the Sheriff's Department to assign a School Resource Officer to high schools within the district. This School Resource Officer handles all crimes relating to school students. These crimes include truancy, tobacco, drug- and alcohol-related offenses, and crimes that occur on school grounds.

The San Marcos Sheriff's Station is staffed with 97 sworn officers, 11 professional staff, 69 retired senior volunteer patrol members, and four reserve deputy sheriffs (Stumpfhauser 2011).

Law enforcement officers typically patrol their jurisdiction and respond to calls while in the field. This is unlike the response of other emergency services (fire and emergency medical technician or EMT) which respond from fixed locations. Response times for the latter are critical measures.

Even in law enforcement services, lower response times are preferred, especially when life safety is concerned. However, response times for field dispatches are influenced by multiple factors. Citizen and officer safety, traffic congestion, and communication between officers and dispatcher all must be considered.

Consequently, response times, while monitored to effectively manage resources, are not used as measures of efficiency by law enforcement and response time goals should not be used to assess performance. Therefore, the San Diego Sheriff's Department compares response times but does not set response times goals as described.

The prioritization of calls is used to facilitate deputy dispatches by the Sheriff's Department. High-priority calls have lower numbers; so, for example, Priority 1 calls are more urgent than Priority 2, 3, and 4 calls, and so on. Call priorities are described in Table 2-5.

When multiple events compete for deputy response, higher priority calls will be dispatched and responded to before lower priority calls. These are guidelines and obviously do not cover all possible situations. The complaint taker will be able to assign priority according to special circumstances.

Table 2-5 Sheriff's Call Priority Categories

Priority Level	Description	Example Reason for Call
Priority Level 1	Lifesaving response calls	Officer needs assistance Lifesaving calls (ambulance, major injury accidents)
Priority Level 2	Expeditious response calls within confines of vehicle codes	Felony crimes in progress, crimes against children, or crimes where violence is used, threatened, or an inherent element Crimes where suspect may still be caught Bomb threats Fights Incomplete calls for help Lost children under 12 years of age Robbery/panic alarms Officer request for cover - not routine assistance No detail accidents
Priority Level 3	Calls responded to as soon as possible	Prowler calls (noises heard, not breaking in) Alarm calls (other than robbery/panic) In custody persons from other agencies and private security Child abuse (not in progress) Lost children (12 years and over) Suspicious persons in area Check on the welfare Telephone call asap Noninjury accidents Blocking traffic
Priority Level 4	Calls responded to when clear, still being alert to violations that require immediate law enforcement action	Take a report Deliver emergency messages Noise disturbances Provide transportation Telephone call – convenience requests Abandoned vehicles Recovered property All parking violations not covered above

Source: San Diego County Sheriff's Department 2011

In this prioritization, the call types described could indeed be Priority 2 calls. More accurately, call types are categorized as follows from the most recent usage from 2009.

The City will continue to work with the Sheriff's Department to gauge the level and nature of policing within the planning area to ensure adequate provision of sheriff services to maintain the current level of sheriff visibility and community protection.

Fire Protection & Emergency Services

The San Marcos Fire Department is a full-service department, operating four fire stations and one regional training facility. The fire department provides service to the City of San Marcos and the San Marcos Fire Protection District, which covers an area of 33 square miles and a population of approximately 95,000 residents. The department protects an extremely diverse community consisting of large areas of residential development, commercial/retail centers, office buildings, industrial parks, and educational



City of San Marcos Fire Station No. 4 on San Elijo Road.

Photo credit: City of San Marcos



San Marcos Elementary

Photo credit: City of San Marcos



San Elijo Middle School

Photo credit: City of San Marcos

centers such as California State University San Marcos (CSUSM) and Palomar Community College. The department provides a variety of services to the community, including fire suppression; rescue; emergency medical services, including Advanced Life Support (ALS) 911 response and transportation services; fire prevention; vegetation management; public education; emergency preparedness; and trauma support. In addition, the San Marcos Fire Department protects and manages several thousand acres of wildland and urban wildland interface areas. See the Conservation and Open Space Element for further discussion on the San Marcos Fire Department urban wildland fire management planning.

The Fire Department maintain the follow apparatus:

- 4 primary fire engines
- 3 brush engines
- 1 primary truck
- 1 OES water tender
- 4 primary ambulances
- 1 trail rescue vehicle
- 3 reserve fire engines
- 5 commend vehicles
- 1 reserve truck
- 3 reserve ambulances

Schools

Education is an integral part of a community and the most lasting asset a city can provide. San Marcos has become the education hub of San Diego's North County. The quality of the local school district is complemented by the presence of higher education opportunities serving the City and drawing in educators, commuters, and employees from around North County. San Marcos focuses the full-spectrum education system on developing leaders of tomorrow with quality education today.

Primary education (grades kindergarten through 12) in the City is served by the San Marcos Unified School District (SMUSD), which strives to provide an innovating and collaborative education experience. The award-winning SMUSD includes 11 elementary schools, three middle schools, two comprehensive high schools, one alternative high school, and one adult education school. Two charter schools are located within San Marcos, separate from the public school system, including Bayshore Prep, High Tech High, and High Tech Middle North County. For the 2010–2011 school year, there were 18,642 students in grades kindergarten through 12 in the district. The SMUSD also serves portions of the Cities of Carlsbad, Vista, Escondido, and the County of San Diego.

The district wide student generation rate for the SMUSD is 0.4524 student per residential unit and is based on the 2011 School Facilities Needs Analysis, the latest need analysis available, adopted by the Governing Board on March 11, 2011 (SMUSD 2001). This number reflects the K–12 student generation rate and

it is figured on a district wide basis. This number breaks down to (K–5): 0.2297 for elementary school, 0.0993 for middle school, and 0.1234 for high school, for a total of 0.4524. This includes all types of housing within the SMUSD. The 2011 School Facilities Needs Analysis is incorporated, by reference, into this General Plan.

Table 2-6 illustrates schools in the SMUSD and the design capacity and the 2010–2011 enrollment. Figure 2-11 shows the location of SMUSD schools.

SMUSD participates in Partners Advancing College Education (PACE) Promise. This joint program with California State University San Marcos (CSUSM) focuses students on being college-bound at an early age. PACE Promise guarantees CSUSM admission to all SMUSD students continuously enrolled from grades 9 through 12 who meet entrance requirements to provide opportunities to pursue higher education regardless of background or financial means.

Higher Education

San Marcos has been a home to university education since the late 1940s when the San Marcos campus of Palomar Community College was established. The main campus located at 1140 West Mission Road is a public 2-year facility enrolling approximately 30,000 full- and part-time students. The 200-acre main campus offers over 300 Associate Degree and certificate programs plus community development and personal enrichment classes. The on-campus library provides books, periodicals, and media resources for community borrowers and students with reciprocal borrowing privileges with CSUSM, contributing to the overall quality of the North County educational hub.

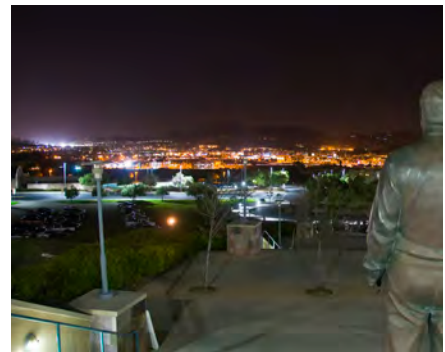
This supportive educational system is supplemented by the presence of CSUSM, University of St. Augustine, University of Phoenix, Coleman University, University Education Institution (UEI), Southern States University, and California College, and employee skills training opportunities within San Marcos.

CSUSM has been a part of the community since 1982 when the San Diego State University North County satellite campus facility was relocated from Vista to San Marcos. Recognizing the need for college facilities in North County, the campus was officially designated California State University San Marcos in 1989 with construction for the new “full-service” university campus commencing in February of 1990. The first official CSUSM students attended classes in the fall of 1990. Rapid growth in enrollment and expansion of facilities throughout the 2000s made CSUSM a vibrant part of the community.



Mission Hills High School

Photo credit: City of San Marcos



California State University San Marcos, overlooking the City at night.

Photo credit: City of San Marcos

Table 2-6 San Marcos Unified School District Schools

School	Location	Design Capacity	2010-2011 Enrollment
SMUSD Elementary Schools			
Alvin M. Dunn	3697 La Mirada Drive, San Marcos	465	617
Carrillo	2875 Poinsettia Lane, Carlsbad	511	942
Discovery	730 Applewilde Drive, San Marcos	683	940
Joli Ann Leichtag	653 Poinsettia Avenue, Vista	854	820
Knob Hill	1825 Knob Hill Drive, San Marcos	518	836
La Costa Meadows	6889 El Fuerte Street, Carlsbad	746	890
Paloma	660 Camino Magnifica, San Marcos	525	900
Richland	910 East Borden Road, San Marcos	454	729
San Elijo Elementary	1615 Schoolhouse Way, San Marcos	838	1,108
San Marcos Elementary	300 San Marcos Blvd., San Marcos	507	809
Twin Oaks	1 Cassou Road, San Marcos	693	774
SMUSD Middle Schools			
San Elijo Middle	1600 Schoolhouse Way, San Marcos	1,280	1,324
San Marcos Middle	650 West Mission Road, San Marcos	781	1,439
Woodland Park	1270 Rock Springs Road, San Marcos	1,260	1,340
SMUSD High Schools			
Mission Hills	1 Mission Hills Court, San Marcos	2,551	2,538
Foothills High (Alternative)	168 Cassou Road, San Marcos	N/A	104
San Marcos High	1615 San Marcos Blvd., San Marcos	963	2,211
Twin Oaks (Continuation)	158 Cassou Road, San Marcos	N/A	177
Charter Schools			
Bayshore Prep	1175 Linda Vista Drive, San Marcos	N/A	143
HighTech High / Middle North County	1420 West San Marcos Boulevard, San Marcos	860	829
SMUSD Adult Schools			
San Marcos Adult	158 Cassou Road, San Marcos	N/A	

Note: Design Capacity may or may not include relocatable capacity of the schools.
Source: California Department of Education Demographics Unit 2011

In 2010, the campus celebrated the 20th anniversary with student enrollment at 9,767 and boasting 23,000 graduates from the university over its lifetime. The campus encompasses more than 1 million square feet of facilities including a 200,000-square-foot library, which opened in 2003. Construction and/or planning of new facilities will include a Social and Behavioral Sciences building and a Public Safety building both slated for completion in 2011 (CSUSM 2011).

Educational activities, employment of over 1,555, and on-campus development of CSUSM all contribute to the San Marcos community. University annual spending in the region of approximately \$189 million generates a total impact of approximately \$228 million on the regional economy (CSUSM 2011). CSUSM continues to provide a foundation of collegiate education opportunities that creates a powerful engine for economic growth in San Marcos and the region.

Coleman University, established as Coleman College, has been serving the San Diego region since 1963. Their computer training institute expanded to San Marcos in September 1986 to serve the increasing North County population.

UEI College operates a technical institute location in San Marcos, providing career training in seven areas of study.

University of Phoenix, the largest private university in the nation, opened a campus in San Marcos in 2002 providing students with classrooms in the community and on-line access to the entire academic catalogue.

University of St. Augustine joined the San Marcos community in 2009, providing professional development of physical therapist and other health care providers through innovative and individualized education. Southern States University, specializing in executive business education, also opened a San Marcos campus in 2009.

The confluence of these local, regional, and private education providers establishes San Marcos as the educational hub of North County, San Diego, attracting residents, students, commuters, business, and investment to the community.



California State University San Marcos provides additional library resources for the community. Photo credit: City of San Marcos



University of St. Augustine is one among a host of higher education institutions in San Marcos. Photo credit: City of San Marcos

Libraries

Libraries provide communities with diverse resources and services. They preserve culture and history, and transmit them from one generation to the next. They also provide social settings for community activities, and support formal education.

San Marcos is served by the San Diego County Library system. The San Marcos Branch, located at 2 Civic Center Drive, is located on-site with the City Hall and Community Center (Figure 2-11). The San Marcos Branch is 15,394 square feet.

Additional library resources are available to the community through CSUSM and Palomar Community College located in San Marcos. Members of the community who are not students or employees of CSUSM may purchase a Readers Circlecard for borrowing privileges. Palomar Community College offers free library access and borrowing privileges to community members with a valid picture ID and proof of current mailing address.

The City recognizes the need for enhancing existing library facilities and will continue to work with the San Diego County Library system to improve access to library resources, and will adapt to accommodate technology needs of the community.

Medical /Hospital Resources

Medical office facilities including Palomar Pomerado, North County Health Services, and Kaiser Permanente are an important part of the community. Palomar Pomerado Health (PPH) at San Marcos is located on Craven Road. The PPH facility features rehabilitation services, a wound care center, a diabetes Health program, and corporate health services.

North County Health Services operates within the San Marcos Health Center on Valpreda Road. This federally funded community health center provides quality primary health care, health education, community outreach, WIC, Healthy Families/Medi-Cal assistance and various other services for the community.

Kaiser Permanente San Marcos Outpatient Medical Center, also on Craven Road, provides doctor services, urgent care, and pharmacy resources. Hospital resources are available in proximity to San Marcos.

Palomar Medical Center is located 7 miles to the east in Escondido and contains 324 licensed beds. In addition, Palomar Medical Center West is currently under construction and will hold up to 450 licensed beds. Tri-City Medical Center has 397 licensed beds and is located approximately 8 miles to the west in Oceanside.

Solid Waste Disposal

Minimizing the volume of trash that enters landfills conserves resources and protects the environment from the negative aesthetic soils and groundwater conditions associated with solid waste disposal. As landfill space diminishes throughout the San Diego region, San Marcos recognizes the importance of recycling and reuse and is committed to reducing the amount of waste that enters the region's landfills.

EDCO Waste and Recycling (EDCO), a private franchise hauler, handles all residential, commercial, and industrial solid waste collections within San Marcos. EDCO provides residential customers with weekly curbside pick-up, while commercial customers receive bin service between one and six times per week. Separate-bin recycling collection is currently offered to commercial and single-family residential customers. This service is being implemented through a phased pilot program for multi-family residential development. Waste and recyclables are hauled to the Escondido Transfer Station; waste is then transported to the Sycamore Sanitary Landfill in the City of San Diego, while recyclables are processed through an on-site materials processing facility.

To reduce costs associated with waste collection and storage, and to comply with the state requirements to reduce landfill waste, the City has continuously evaluated alternatives and implemented programs to minimize the generation of solid waste. The California Integrated Waste Management Act of 1989 (AB 939) mandates local governments to develop a long-term strategy for the management and diversion of solid waste, by requiring cities and counties to divert 50 percent of its solid waste. The 2006 diversion rate (latest available data) for the City was 57 percent of its solid waste. In 2009 (the latest available data), the Annual Per Capita Disposal Rate for the City of San Marcos was estimated to be 5.3 pounds per person per day for residents and 13.2 pounds per person per day for employees. Both figures are below the target amounts of 8.9 pounds per person per day for residents and 19.0 pounds per person per day for employees (CalRecycle 2011). Despite falling short of state mandates, continuous strides have been made to reduce collection and storage rates.

This progress can be attributed to the comprehensive recycling programs implemented in San Marcos in cooperation with EDCO and other private service providers. In addition to the curbside household recycling mentioned above, other recycling opportunities provided to San Marcos residents and businesses include:

- Electronic waste
- Household hazardous waste
- Tires
- Used motor oil
- Universal waste
- Yard waste

San Marcos also has a pilot program for the distribution of reusable tote bag-style grocery bags. The purpose of this program is to promote reuse and to reduce the number of plastic bags that are thrown in the trash. This program is funded by a grant from the California Department of Conservation. EDCO has a certified recycling buyback center in

San Marcos that offers recycling redemption for aluminum cans, California Redemption Value (CRV) glass beverage containers, and CRV plastic beverage containers. A recycling drop-off is also available for household batteries, sharps, paper, cardboard, and non-CRV household containers.

Water Service

Several agencies administer and control the supply and quality of water within the planning area. These agencies include Vallecitos Water District (VWD), Olivenhain Municipal Water District (OMWD), Vista Irrigation District (VID), and Rincon del Diablo Municipal Water District (Rincon Water District).

The majority of the planning area is served by VWD. VWD provides water, wastewater services, and reclamation services to San Marcos; the community of Lake San Marcos (within the sphere of influence); and parts of Carlsbad, Escondido, and Vista. As a member agency of the San Diego County Water Authority (SDCWA), VWD receives its water from the Metropolitan Water District of Southern California (MWD), which imports water from the Colorado River and Northern California. As of the 2010 Census, VWD recorded service to a population of approximately 94,900 persons within a 45-square-mile boundary in North County.

Portions of the Business/Industrial District, College Area Neighborhood, and Twin Oaks Valley Neighborhood are served by VID. All water delivered by VID is filtered and includes imported water purchased from CWA and local water from VID's Lake Henshaw facilities. Wastewater collection, transmission, treatment, and disposal services to developed areas within VID boundaries are provided by other agencies not associated with VID (VID 2005). In addition, southern portions of the Questhaven/La Costa Meadows Neighborhood are also served by OMWD while eastern portions of the Barham/Discovery Community and Richland Neighborhood are served by Rincon Water District.

The greatest challenge for water supply in the near future will be to meet the water needs of a growing population, particularly with projected population growth not only in San Marcos, but throughout the San Diego region. Each of the water districts above develops and periodically updates their Urban Water Management Plans (UWMPs). Southern California has experienced multiple dry years, resulting in an overall increase and use of imported supplies from MWD. Although each UWMP indicates that the districts expect to have adequate water supply available to meet the demand within their service areas, water shortages could occur as a result of climate change and global warming. MWD has comprehensive regional Water Shortage Contingency and Drought Management Plans in place to ensure adequate water supplies are available to all of its member agencies, including those serving San Marcos. However, it is necessary to examine other water source options that could help reduce the dependency on imported water, including desalination of seawater, expansion of water reclamation facilities, enhanced local groundwater basin production, beneficial reuse of urban runoff, and the use of greywater.

The City of San Marcos will continue to work with the water districts to analyze supply and demand, and storage capacity needs and add additional storage. Encouraging good water service in the City will require maintaining current infrastructure and extending new infrastructure to serve new development and redevelopment projects. Development proposals and amendments will be reviewed for consistency with water infrastructure requirements established in development plans and agreements. For certain projects as identified in the State Water Code, the City will require preparation of 20-year water supply assessments. The City will require adequate water supplies for fire flow, along with sufficient water storage for emergency situations, and will coordinate with the water districts in updates to their UWMPs to ensure the districts' overall ability to maintain adequate water supplies for the community on an ongoing basis throughout the planning horizon of this General Plan.

Wastewater

Wastewater is any water that drains from showers, sinks, and toilets in our buildings. Wastewater services for the majority of the City of San Marcos planning area are provided by VWD. VWD's sewer service area is divided between two principal drainage basins, which are named based on the treatment facility that serves it. VWD's current 23-square-mile sewer service area is much smaller in size than its water service area due to the use of septic systems in some areas. VWD has over 19,000 sewer service connections with four lift stations and 178 miles of pipeline. VWD's wastewater systems currently have a total liquids treatment capacity of 12.54 million gallons per day (MGD). The estimated maximum daily flow would be approximately 9.54 MGD (VWD 2010). Buena Sanitation District serves western portions of the Business/Industrial District Neighborhood.

The City will continue to coordinate with VWD, and appropriate wastewater providers, to ensure adequate wastewater treatment is available for San Marcos through the development review process. In addition, the City will continue to work with VWD and all the local water districts to plan and maintain wastewater collection facilities serving residents and business owners.

Flood Control Facilities and Storm Water Management

Flooding is a persistent or temporary condition of partial or complete inundation of normally dry land areas. Flooding is commonly associated with the overflow of natural rivers or streams but can also occur near storm water diversion facilities, or in low-lying areas not designed to transport or infiltrate water at any time. The potential for flooding in San Marcos is high due in part to the City's topography, which is characterized by several steep ridgelines that border a few wide valleys. San Marcos Creek is the main watercourse and natural drainage course, with its headwaters originating in the Merriman and San Marcos mountains to the north and east in San Diego County. San Marcos Creek empties into Lake San Marcos and continues through Carlsbad and Encinitas before emptying into Batiquitos Lagoon. The northern

branch and San Marcos Creek flow through Twin Oaks Valley and the east branch flows through the Richland Neighborhood. San Marcos Creek and the tributaries have a tendency to flood during storm events.

To protect the City from flooding or flood-related events, San Marcos manages the maintenance and operation of an integrated system of storm drains, retaining basins, concrete channels, and other flood control facilities; refer to the Safety Element for further discussion of hazards associated with flood events. Development in San Marcos is required to be planned and constructed in conformance with the National Flood Insurance Program, and the City requires adequate flood control facilities to protect all structures and major roadways from hazards associated with a 100-year floodplain. The City will require new development and redevelopment to be located to either avoid flood hazards or incorporate them into the overall design consistent with the goals and policies of the Safety, and Conservation and Open Space Elements.

In addition to flood control facilities, San Marcos also implements a high level of storm water management to help control urban runoff that flows into the storm water conveyance system. Land development and construction activities can alter drainage patterns and increase runoff primarily through erosion and the increase of impervious surfaces, whereby increasing storm water runoff. The City complies with the National Pollutant Discharge Elimination System (NPDES) permit (Order No. R9-2007-0001, NPDES No. CAS0108758), which requires the development and implementation of a program addressing urban runoff pollution issues in planning for the development of public and private projects. The City also requires the use of Low Impact Development (LID) standards to reduce the amount of storm water runoff and pollution. Refer to the Conservation and Open Space Element for further discussion of water quality and LID design techniques.

Dry Utilities

The public residences and businesses rely upon utilities and communications for carrying out most day-to-day activities. Natural gas and electricity provide heat and light, and power our appliances. Through telephone lines, fiber-optic cables, and the airwaves, people connect with each other for business, or school, and just to keep in touch with our friends and neighbors.

San Diego Gas and Electric Company (SDG&E) provides electrical and natural gas service within the planning area. SDG&E, owned by Sempra Energy, is a regulated public utility that provides energy service to 3.3 million consumers through 1.3 million electric meters and more than 800,000 natural gas meters in San Diego and southern Orange counties. The utility's area spans 4,100 square miles.

Electrical facilities located throughout the planning area include a combination of above-ground and below-ground electrical distribution lines and utilities structures; the latter is associated with more recent development. The City will continue to require undergrounding of

utilities (with a line less than 69 kilovolts) as new development and redevelopment occur throughout the planning area.

The City of San Marcos fiber-optic network is facilitated by a 72-strand fiber-optic line that runs on various streets throughout the City. All major arterials in the City of San Marcos have implemented fiber optics including a 72-strand fiber-optic line that runs:

- The entire distance of San Marcos Boulevard terminating at the City limits adjacent to Vista
- Southerly along S. Rancho Santa Fe Road starting at S. Santa Fe Ave to Melrose, then progressing along Melrose and ending at San Elijo Road
- Along San Elijo Road from South Twin Oaks Valley Road to the City limits toward Carlsbad
- On Twin Oaks Valley Road from San Elijo Road to Olive Street

Communications

As the world of communications continues to progress and evolve, residents and businesses have the ability to interact with the global community from anywhere within San Marcos. Advancements in technology have allowed for the creation of more efficient communication options and have opened the door for state-of-the-art services that facilitate a healthy business climate, making businesses more competitive and providing an edge in accessing and using important information. Furthermore, telecommunication technologies allow residents to establish home offices, which can decrease commutes, enhance neighborhood security, and provide flexibility for working parents.

Communications services in San Marcos include telephone, cable, internet, and other wireless communication services provided by several companies. Future communication technologies may expand into other fields. Infrastructure upgrades are being made by private providers to facilitate high-speed data transmission and interactive video capabilities. The City encourages constructing new office and industrial buildings with state-of-the-art telecommunication circuits to use these upgrades. Under the Telecommunications Ordinance, the City requires cellular transmission systems to be designed and installed in a “stealth” manner, to blend with the vegetative or architectural setting of the system.



Balancing business, mobility, housing and open space is a major theme of the General Plan.

Photo credit: City of San Marcos

2.4 Land Use and Community Design Plan

Balanced and Compatible Land Uses

Connection to Guiding Themes

A City of Choices

A well-balanced community provides a broad range of housing and business opportunities and recreational, institutional, and cultural activities that serve San Marcos's population and enhances the overall living environment. By encouraging a mix of land uses, the City can create an active and diverse environment that complements all lifestyles and supports neighborhoods. The City will continue to work toward creating a balanced inventory of land uses that meets the housing needs of all income groups and household types, creates a stable employment and tax base, maintains logical relationships between land uses and community assets, and provides residents with a diverse range of recreational opportunities.

Goal LU-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.

- Policy LU-1.1: Ensure that adjacent land uses complement one another by considering compatibility of activities, development patterns and architectural character elements, and access to various mobility choices.
- Policy LU-1.2: Promote commercial uses that provide a solid economic base and employment opportunities.
- Policy LU-1.3: Diversify land uses by providing mixed use land uses in strategic locations within the City that place housing adjacent to employment.
- Policy LU-1.4: Maintain the natural integrity of open space preserves by ensuring development projects are sensitively integrated along the edges of preserved or protected areas.
- Policy LU-1.5: Provide for and retain a variety of complimentary industrial uses that offer employment opportunities.
- Policy LU-1.6: Allow home offices, and other low-impact home businesses, that do not change the character of the residential unit or neighborhood and remain incidental to the primary residential use.

- Policy LU-1.7 Require the installation of a linear park amenity within Focus Area 2 on the designated open space when mixed use development occurs east of S. Rancho Santa Fe Road. The development of the neighborhood/linear park shall be installed by the property owner along Pawnee Street from Descanso Avenue to Linda Vista Drive.

High Quality and Sustainable Development

Connection to Guiding Themes

Sustaining Environmental Quality; Building a Greener Community

San Marcos is committed to a comprehensive planning approach that supports a sustainable and healthy community and reduces impacts on the natural environment. San Marcos encourages new development near transit and in areas with existing transportation infrastructure. By promoting the location of housing, jobs and recreation uses close to transit lines, bicycle routes and pedestrian improvements, San Marcos can activate the public realm and reduce the need for residents and employees to travel by automobile to access daily needs. In support of a walkable and vibrant community, the City further strives to develop complete mixed-use streets that are safe for pedestrians, bicyclists and all modes of travel.

Goal LU-2

Promote development standards and land use patterns that encourage long-term environmental sustainability.

- Policy LU-2.1: Promote compact development patterns that reduce air pollution and automobile dependence and facilitate walking, bicycling, and transit use.
- Policy LU-2.2: Encourage new development to be sited to respond to climatic conditions, such as solar orientation, wind, and shading patterns.
- Policy LU-2.3: Require the incorporation of green building practices, technologies, and strategies into development projects per code standards.
- Policy LU-2.4: Encourage retrofits of existing buildings to promote energy efficiency and indoor air quality.
- Policy LU-2.5: Promote landscaping (e.g., native, drought-tolerant plants) that minimizes demands on water supply.
- Policy LU-2.6: Promote use of community gardens, farmers markets, and agricultural lands to provide locally-grown food.



Appropriate and drought-resistant landscaping promotes sustainable environmental quality for the community.

Photo credit: City of San Marcos



A variety of trail types throughout the community connect people to places and the greater mobility network.

Photo credit: City of San Marcos

Policy LU-2.7: Promote the instillation of trees to reduce the urban heat-island effect and green infrastructure to reduce storm water runoff.

Community Connections

Connection to Guiding Themes

Connecting People to Places

San Marcos aims to enhance connectivity and linkages throughout the community, making it easier for residents and visitors to access services, community amenities, key destinations, and each other. Strong connections can encourage greater social interaction within a community, and between a community and its surroundings. San Marcos aims to enhance community connections by locating mixed-uses and medium to higher density development in appropriate locations along corridors that can be served efficiently by public transit and alternative transportation modes.

Goal LU-3

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

- Policy LU-3.1: Require that new development and redevelopment incorporate connections and reduce barriers between neighborhoods, transit corridors, and activity centers within the City.
- Policy LU-3.2: Promote street-oriented development, within mixed-use areas with parking located behind or next to buildings rather than in front. Encourage commercial activities such as wide sidewalks and outdoor dining.
- Policy LU-3.3: Where feasible, consolidate inadequately sized land into parcels suitable for integrated development with improved pedestrian and vehicular circulation.
- Policy LU-3.4: Provide non-motorized (pedestrian and bicycle) access/circulation within, and to, mixed-use centers to reduce reliance on the automobile.
- Policy LU-3.5: Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, bicycle paths, multi-use trails, recreation areas, and drainage-ways.
- Policy LU-3.6: Encourage the creation of live/work units to maintain business and living space under common ownership.

- Policy LU-3.7: Require new development to prepare traffic demand management programs.
- Policy LU-3.8: Require new development and discretionary actions to annex into a Congestion Management Community Facilities District.
- Policy LU-3.9: Review SANDAG’s Regional Transportation Plan/ Sustainable Communities Strategy each time the City reviews and updates its General Plan and any specific plan, strategy, and zoning, to ensure overall consistency among all of these plans and strategies, and allow for associated CEQA streamlining and eligibility for State transportation funding.
- Policy LU-3.10: Require new development/redevelopment in Focus Areas 1, 2 and 3 to provide neighborhood parks near conceptual “floating neighborhood park” locations identified in Figures 2-7, 2-8, 2-9, and 2-10. These parks are intended to provide a variety of recreational amenities and improve pedestrian connections for the future mixed use project and surrounding development.

Educational Hub

Connection to Guiding Themes

An Educational and Academic Hub

Palomar Community College and California State University San Marcos provide the community and region with academic and financial enrichment. San Marcos is focused on collaborating and partnering with these, and other various private institutions of higher learning, to expand traditional and distance educational opportunities, lifelong learning in the community, and to promote connections between the business and academic communities.

Goal LU-4

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

- Policy LU-4.1: Continue to encourage the development, expansion, and upgrade of higher education facilities such as Palomar Community College, California State University San Marcos, and private educational facilities.
- Policy LU-4.2: Support Palomar Community College, California State University San Marcos, and other higher education institutions in providing comprehensive adult education programs to promote opportunities for continuing education, job training, and career advancement.



San Marcos is committed to being the educational hub of North County with a variety of public and private higher learning institutions.

Photo credit: City of San Marcos



Memorable places include commercial, civic and activity centers.

Photo credit: City of San Marcos

Policy LU-4.3: Promote the growth of research, development, and high tech businesses and organizations associated with California State University San Marcos to further develop the connection between academic innovation and community development and to identify new areas of growth for local businesses.

Policy LU-4.4: Establish a “Business Park” zone that promotes the intent of the Business Park land use, and allows for attraction of highly technical businesses like green-tech and bio-medical industries.

A City of Distinct and Memorable Places

Connection to Guiding Themes

Creating a Vibrant Destination City; A City with Choices

A community’s character evolves out of rich and complex interaction between people and their built and natural environments. It is the essence of a place and what one remembers long after leaving. The form and appearance of the City have significant impacts on the way people operate within their environment, how they perceive their environment, and what types of people and businesses are drawn to a place over time. San Marcos is ripe with opportunities to enhance character and create a stronger sense of place through community design.

Goal LU-5

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

Policy LU-5.1: Create unique mixed use districts with public spaces and vertical massing to create sense of place.

Policy LU-5.2: Establish a “downtown” as a focal point for the San Marcos community and an attraction for North County.

Policy LU-5.3: Use public landscaping, banners, and signage along streets, sidewalks, property frontages, and in public spaces to strengthen the City’s identity and create a unique sense of place.

Policy LU-5.4: Require building and site design that respects the natural topography and iconic ridgelines that serve as the visual backdrop for San Marcos.

Policy LU-5.5: Encourage development of public spaces and plazas within commercial, mixed-use, and residential projects that include fire and water features that can accommodate civic events and function as community gathering areas.

- Policy LU-5.6 Require a specific plan for strategic areas/properties that require high-quality design, orientation and development due to their location or visibility within the community.
- Policy LU-5.7 Architecture shall be enhanced with high-end building materials, varied roof lines, and decorative details.
- Policy LU-5.8 Ensure that automobile-oriented businesses have pedestrian –friendly exterior design.

Economic Strength and Stability

Connection to Guiding Themes

Strong Local Economy and Employment Base

A strong economic base is essential to the livelihood and livability of San Marcos. The City strives to promote fiscally responsible economic development that creates and maintains jobs in the City and increases tax revenues to provide valuable services and facilities to the City's residents. Revitalization of targeted areas allows the community to evolve, providing residents with new living, working, and shopping choices. In addition, the City of San Marcos encourages clean, viable and green businesses, and further supports businesses and industries in providing a range of amenities and services to the public that serve to reduce environmental and health impacts in the community.

Goal LU-6

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

- Policy LU-6.1: Pursue a variety of funding approaches, including grants, impact fees, assessments, and transportation funds to support public services, municipal programs, and capital investments that support City businesses.
- Policy LU-6.2: Encourage businesses and existing employers to remain and expand in San Marcos.
- Policy LU-6.3: Encourage and actively promote the location of clean, high tech, telecommunications, and research and development uses within designated industrial and business park areas. This is intended to provide jobs for highly skilled manufacturing and research/development employees, create local revenue sources, support other business sectors, and provide other benefits to local residents and the City.



Economic viability is stimulated through a range of non-residential opportunities, locations and settings.

Photo credit: City of San Marcos



Growth should be tied to the ability to provide services for the entire community.

Photo credit: City of San Marcos

- Policy LU-6.4: Encourage and support the renovation and reuse of under utilized or vacant parcels/buildings/shopping centers.
- Policy LU-6.5: Support ongoing marketing efforts that encourage job growth and attract residents outside of the City to shop and visit San Marcos.
- Policy LU-6.6: Maintain an active presence in the business community and engage in outreach efforts with property owners, tenants, brokers, community stakeholders, and local residents to promote economic development and identify development opportunities.
- Policy LU-6.7: Promote development and revitalization of revenue-generating land uses in areas designated for commercial and industrial uses that will support business and employment growth.
- Policy LU-6.8: Protect the sales tax base in the commercial core and State Route 78 light industrial corridor by limiting non-retail uses, or offsetting lost sales tax by another beneficial action or measure, such as an in-lieu fee for loss of retail sales based on compatible retail uses in the area.
- Policy LU-6.9: Ensure high architectural standards and aesthetic design quality particularly for redevelopment along the State Route 78 corridor and within the commercial core of the community.
- Policy LU-6.10: Apply a Transitional Zoning category, as part of the comprehensive update to the Zoning Ordinance, to those industrial designated/zoned properties where there is a future non-industrial land use designation per Figure 2-5. Each property shall ultimately be removed from this exhibit pending a rezone approval matching the adopted General Plan Land Use designation per Figure 2-5.

Growth Management and Adequate Provision of Urban Services

Connection to Guiding Themes

A Healthy and Safe Community

Demand for public facilities and services will require continued reinvestment by the City and other service providers in new facilities and services. Building and maintaining public infrastructure (including water, sewer, wastewater, utility and drainage systems, and libraries) and providing public services (including solid waste collection, fire protection, law enforcement, and education) improves the quality of life and livability of the community, and will help the City establish status as a preferred location for local and regional businesses.

Goal LU-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.

Policy LU-7.1: Support walkable, mixed use development along main transit and transportation corridors.

Policy LU-7.2: Coordinate pedestrian, transit and infrastructure upgrades with infill and redevelopment opportunities.

Goal LU-8

Ensure that existing and future development is adequately serviced by infrastructure and public services.

Policy LU-8.1: New development shall pay its fair share of required improvements to public facilities and services.

Policy LU-8.2: Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Policy LU-8.3: Focus Capital Improvement Plan infrastructure improvements in areas needed to support more concentrated development and that is contiguous to existing development and available infrastructure.

Goal LU-9

Community Facilities: Establish and maintain community facilities that enhance the quality of life for residents in San Marcos, such as community and senior centers.

Policy LU-9.1: Expand and improve City facilities and buildings as needed to meet the community's needs, based on regular monitoring and evaluation of their condition and the needs of the community.

Goal LU-10

Fire Protection, Emergency Services, and Law Enforcement: Provide effective, high-quality and responsive services.

Policy LU-10.1: Provide demand-based fire-fighting and emergency medical services infrastructure, equipment, and personnel to provide a high level of fire, emergency medical, and law enforcement service in San Marcos to meet existing and future demands.

Policy LU-10.2: Work closely with the County of San Diego Sheriff's Department to determine and meet the community needs for adequate personnel, equipment and state-of-the-art technology to effectively combat crime, and meet existing and projected service demands.

Policy LU-10.3: Continue to conduct Public Outreach and education regarding fire safety and crime prevention within San Marcos.

Goal LU-11

Schools: Ensure all residents have access to high-quality education.

Policy LU-11.1: Collaborate with the local public school district (SMUSD), private schools, and institutions of higher learning to ensure a range of traditional and distance-learning educational opportunities are provided in superior, accessible facilities that compliment the surrounding land uses.

Policy LU-11.2: Work with San Marcos Unified School District and developers to ensure adequate school facilities are funded as required by State law and through developer mitigation agreements between the school district and the developer. The City shall require a "will serve" letter substantiating that the developer has paid fees to the satisfaction of the school district prior to issuance of building permits.

Goal LU-12

Libraries: Provide library resources and services that meet the needs of the community.

- Policy LU-12.1: Provide adequate library facilities and technological access that enhance San Marcos's quality of life and create a civic environment with vast opportunities for self-learning and academic enrichment.
- Policy LU-12.2: Accommodate technology needs of the community and locate accessible technology in the library.

Goal LU-13

Water Service and Supply: Manage and conserve domestic water resources by reducing water usage and waste on a per capita basis, to ensure an adequate water supply for existing and future residents.

- Policy LU-13.1: Work closely with local and regional water providers to ensure high quality water supplies are available for the community.
- Policy LU-13.2: Actively promote water conservation programs aimed at reducing demand.
- Policy LU-13.3: Encourage exploration and use of deep underground wells to reduce reliance on treatable water.

Goal LU-14

Wastewater: Ensure an adequate wastewater system for existing and future development.

- Policy LU-14.1: Work closely with local service providers to ensure an adequate wastewater system for existing and future development is in place.
- Policy LU-14.2: Ensure development approval is directly tied to commitments for the construction or improvement of primary water, wastewater, and circulation systems.

Goal LU-15

Flood Control and Storm Water Drainage Facilities: Ensure adequate flood control and storm water drainage is provided the community.

- Policy LU-15.1: Implement activities, practices, procedures, or facilities that avoid, prevent, or reduce pollution of the San Marcos Storm Water Conveyance System and Receiving Waters.
- Policy LU-15.2: Improve inadequate or undersized drainage/ flood control facilities to solve both small neighborhood and large regional drainage and flood control problems.
- Policy LU-15.3: Avoid, to the extent possible, development in floodplain and flood prone areas.
- Policy LU-15.4: Retain drainage courses in their natural condition, to the extent possible. Consider smaller-scale drainage improvements to protect the environment and avoid disturbing natural drainage courses; consider detention areas and raised building pads.

Goal LU-16

Solid Waste: Reduce the amount of waste material entering regional landfills with an efficient and innovative waste management program.

- Policy 16.1: Work closely with local service providers to ensure adequate solid waste disposal, collection, and recycling services.
- Policy 16.2: Increase recycling, composting, source reduction, and education efforts throughout the city to reduce the amount of solid waste requiring disposal at landfills.

Goal LU-17

Utilities and Communications: Encourage provision of power and communication systems that provide reliable, effective and efficient service for San Marcos.

- Policy LU-17.1: Coordinate with all communications and utility companies (electrical, gas, telephone, cable, satellite and future utilities) in the provision of services throughout the community and the installation and maintenance of facilities in their respective franchise areas.
- Policy LU-17.2: Require all new development and redevelopment to provide the technology to support multiple telecommunications facilities and providers such as multi-media products, wireless technologies, and satellite communications.
- Policy LU-17.3: The City shall prohibit above ground utility equipment within any of the pedestrian pathway and street frontage areas. All above ground utilities shall be placed either within; “wet closets” within the buildings, underground vaults, or behind buildings where they are not visible. The developer shall be responsible to contact the applicable utility agencies in advance to coordinate utilities prior to approval of the final street improvement plans for both public and private street frontages and prior to submittal of building permits.
- Policy LU-17.4: Require utility location to be shown on all site development plans at the time of development/project application.