
2.0 PROJECT DESCRIPTION

The purpose of the project description is to describe the project in a way that would be meaningful to the public, reviewing agencies, and decision makers. As described in Section 15124 of the CEQA Guidelines, a complete project description must contain the following information but is not required to supply extensive detail beyond that needed for evaluation and review of the environmental impact: (1) The location and boundaries of the proposed project on a regional and detailed map; (2) A statement of objectives sought by the proposed project; (3) A general description of the project's technical, economic, and environmental characteristics; and (4) A statement briefly describing the intended uses of the EIR.

2.1 GENERAL PLAN BACKGROUND

California state law requires each city to adopt a comprehensive, long-term General Plan to guide the physical development of the incorporated city and any land outside the city boundaries that bears a relationship to its planning activities. A General Plan clarifies and articulates a city's intentions with respect to the expectations of residents and businesses, and their long-term vision for the community. Through its General Plan, a City outlines its goals, policies, and standards to the public and private sectors for meeting community objectives. Since the General Plan is the constitution for all future development, any decision by a City affecting land use and development must be consistent with the General Plan. An action, program, or project would be considered consistent with the General Plan if, considering all of its aspects, it would further the objectives and policies set forth within the General Plan and not obstruct their attainment.

The proposed project analyzed in this Program EIR consists of a comprehensively updated City of San Marcos General Plan. The City's General Plan has not been updated since 1988. In fall 2009, the City of San Marcos initiated a collaborative program to complete a comprehensive update of its General Plan. The updated program builds upon the vision established in the City's existing General Plan and responds to the evolving needs and objectives of the community.

In fall 2009, the City of San Marcos kicked off a comprehensive update of its General Plan. At the heart of the update was an extensive public involvement process. The San Marcos City Council established a comprehensive public participation program in order to develop a General Plan that truly reflects the vision of the community. For the General Plan to clarify a long-range vision and establish policy guidelines for addressing growth and development, while maintaining the desirable qualities of the City, it must reflect the values, priorities and concerns of the San Marcos residents, land and business owners and other stakeholders. Ensuring effective public involvement in the update process is a critical component and one of the keys to developing a successful General Plan.

The General Plan public participation program included a series of public workshops, a telephone survey, youth program, newsletters, a project website, and a project phone line. In addition, the City Council established a General Plan Advisory Committee (GPAC) composed of a cross-section of community members to provide feedback to the project team. Through these efforts, the community's input was

solicited at key steps of the process and the policy framework of the General Plan reflects the priorities, needs, and aspirations of the community.

2.2 REGIONAL SETTING AND PLANNING AREA

The City of San Marcos (City) is located in the central portion of northern San Diego County (North County), approximately 40 miles north of downtown San Diego (Figure 2.0-1). The City is bounded by the cities of Vista and Carlsbad to the west; by the city of Escondido to the east; and by unincorporated areas within the County of San Diego to the north and south. Regional access to the City is provided by State Route 78 (SR-78). SR-78 is situated in an east-west orientation, and links Interstate 5 (I-5) with Interstate 15 (I-15) that provide north-south regional access. Access to and from the City is also provided by the SPRINTER, the commuter light rail system that connects San Marcos to the neighboring jurisdictions. There are no public or private airports located within City boundaries; however, the McClellan-Palomar Airport is located approximately 2.5 miles west of the City within the City of Carlsbad.

The planning area for San Marcos encompasses the corporate city limits as well as portions of the County of San Diego's unincorporated land within the City's Sphere of Influence (SOI) (Figure 2.0-2). In total, the planning area encompasses approximately 21,162 acres (33.06 square miles); including approximately 15,579 acres (24.34 square miles) within the City's corporate limits and 5,586 acres (8.73 square miles) of unincorporated land within the City's SOI.

2.3 PROJECT PURPOSE AND OBJECTIVES

A General Plan serves as the blueprint for future growth and development for San Marcos. As a blueprint for the future, the plan must contain policies and programs designed to provide decision-makers with a solid basis for decisions related to land use and development. The updated San Marcos General Plan would be guided by inter-related policies and programs to reinforce and build on the City's agricultural heritage, culture of learning, diversity of its employment, scenic resources, and parks and open spaces, as outlined in the General Plan's Guiding Themes. The nine guiding themes identified through the General Plan's comprehensive public participation program reflect the objectives of the project.

Creating a Vibrant Destination City

There is a community desire to create a central gathering place in San Marcos alive with people, shops, restaurants, events, and street life. Residents share the desire for a "downtown" that attracts people regionwide while supporting the local needs of residents. The community envisions the downtown area as a highly walkable, urban area with a host of destinations—shopping, dining, working, cultural and entertainment events, arts, museums, and night life. Places to congregate, people watch, and participate in the urban experience are important. The downtown area will be safe and well-served by transit and a safe walking environment, and will be connected to adjacent destinations including California State University San Marcos, Palomar Community College, and the San Marcos Town Center.

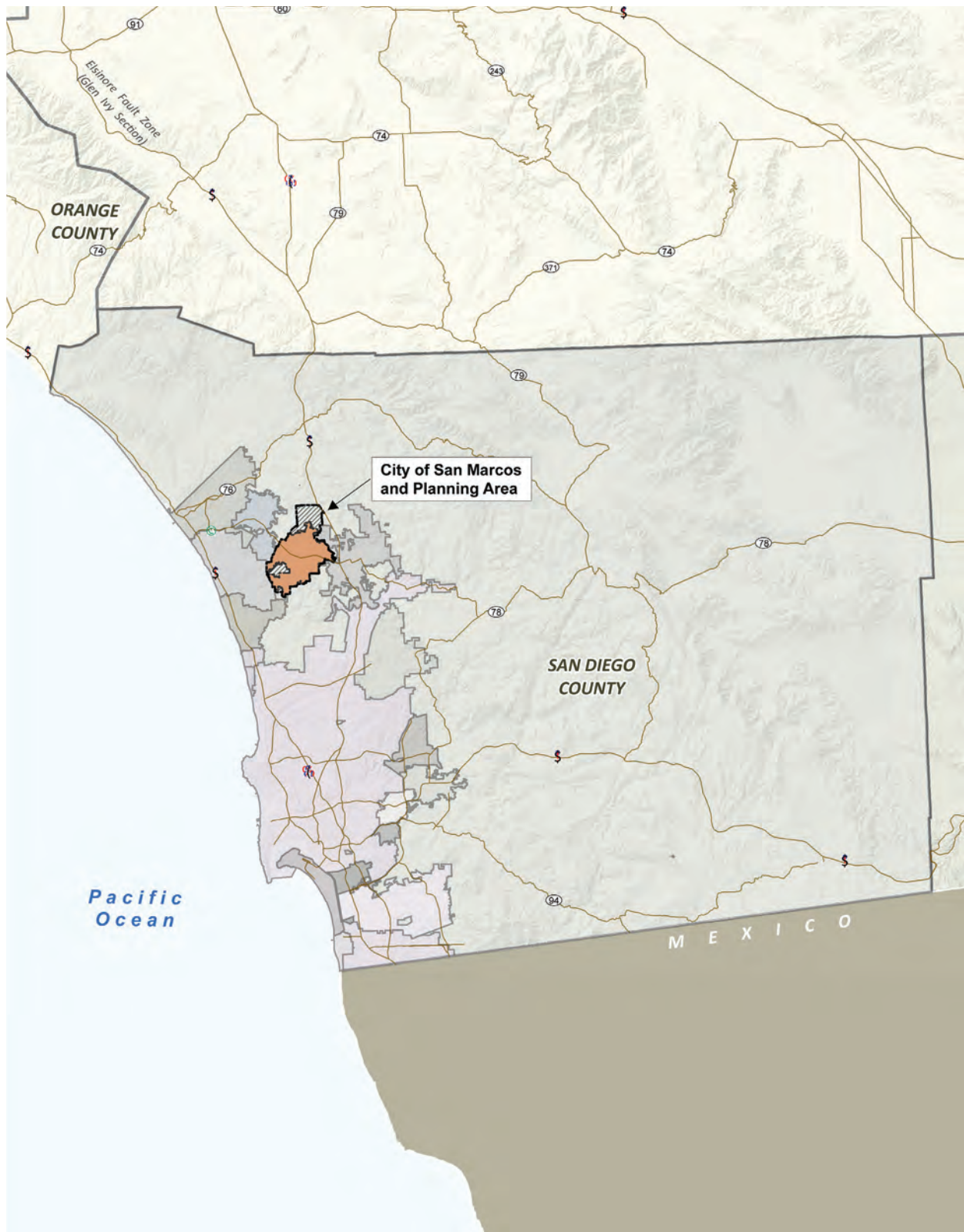







FIGURE 2.0-1

City of San Marcos

Project Regional Location

-  San Marcos City Limits
-  Municipal Boundaries
-  Planning Area
-  Sphere of Influence
-  Roads



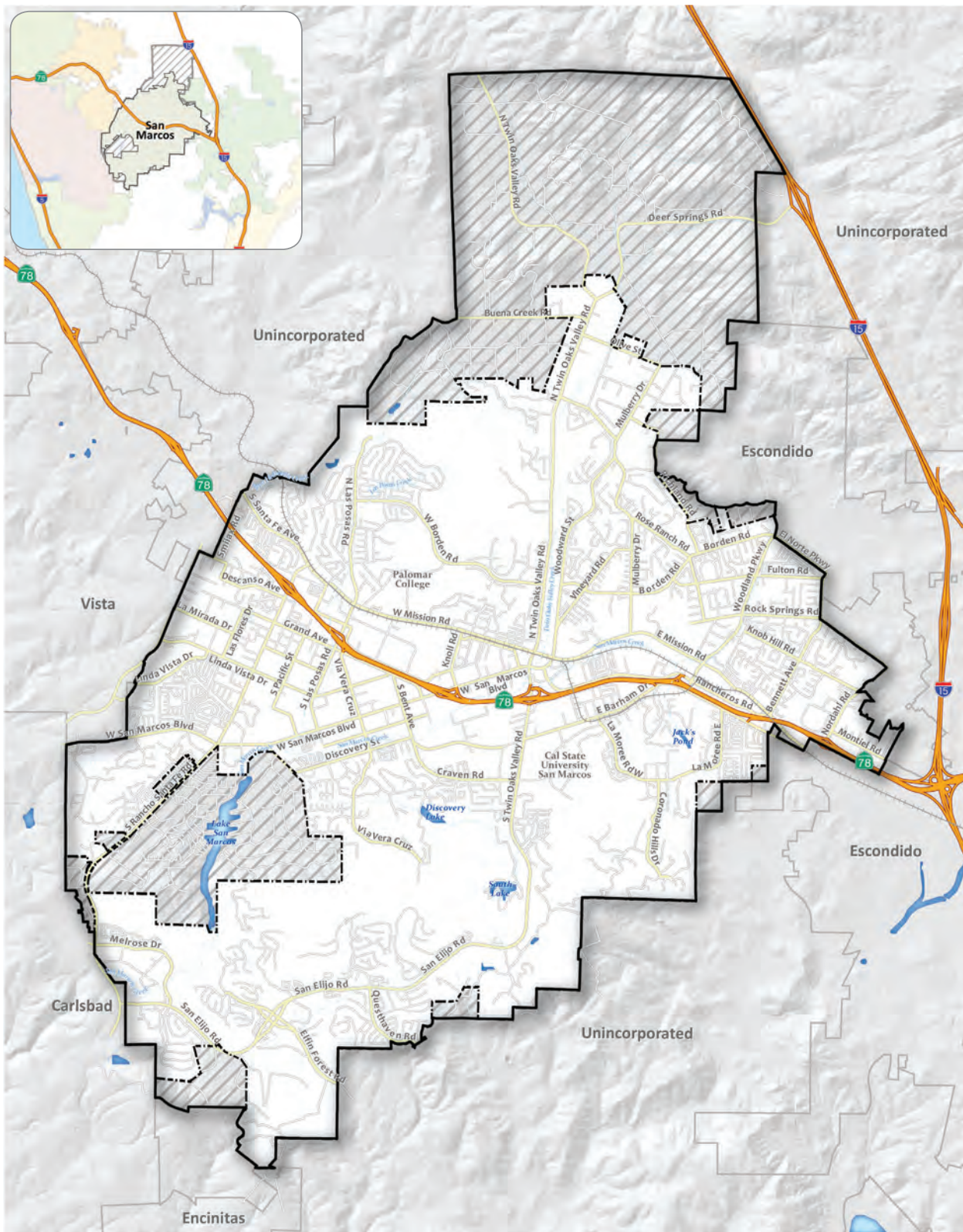












FIGURE 2.0-2

City of San Marcos

Project Planning Area

-  San Marcos City Limits
-  Sphere of Influence
-  Planning Area
-  Major Hydrologic Features
-  Railroad
-  Creeks
-  Freeway
-  Highway
-  Major Road
-  Minor Road



A Strong Local Economy and Employment Base

The ability of San Marcos to provide services that meet the diverse needs of existing and future populations is dependent on a vigorous and healthy economy. The General Plan will contain strategies to accommodate a diversity of businesses, an expanded employment base, and greater housing choices, while focusing on the retention of existing and attraction of new businesses offering high-paying jobs.

Opportunities to accommodate business expansion, relocation, or entrepreneurship, and a well-educated workforce are key advantages San Marcos offers. The General Plan will capitalize on these strengths and plan efficient use of lands and resources to further economic sustainability, while promoting the well-educated citizenry available to potential employers. Preserving existing employment areas will receive priority in the General Plan while also recognizing the need for revitalization and redevelopment of certain business areas.

Connecting People to Places

The residents, businesses, and visitors to San Marcos recognize the growing importance and environmental value of having a variety of transportation choices to move about the community. The General Plan will create a framework where people connect to the places they want to travel to in San Marcos through an extensive, efficient, and safe network of roadways, transit services, shuttles, bikeways, pedestrian trails, and well-designed sidewalks. Enhancements to the mobility system will be prioritized to those areas experiencing the greatest need and that are best suited for improvement. Traffic congestion will be lessened through greater mobility choices, better management of demand, improvement to the roadway system, and traffic control devices. Improved mobility connections between neighborhoods, as well as new connections across SR-78, will be addressed in the General Plan.

An Educational and Academic Hub

The citizens of San Marcos recognize the academic and financial enrichment Palomar Community College and California State University San Marcos provide the community. As these institutions expand with a growing regional population, opportunities exist for greater synergy between the community and academia. Policies and programs will be woven throughout the General Plan to further coordination and collaboration and capture the innovation and progressive spirit emanating from the college community. In addition, the General Plan will address research and development, high technology, and renewable/alternative energy pursuits in conjunction with university activities. The General Plan will also contain policies and programs to further collaboration with the San Marcos Unified School District to ensure high-quality K–12 public education throughout the community.

A City with Choices

Providing more variety in the City—shopping, dining experiences, cultural venues, entertainment activities, and community events is highly valued by the community. Residents cite the need to frequently travel to destinations outside of San Marcos to meet these needs. The General Plan will pursue a rich land use mix, and policies and programs to attract a diversity of choices for San Marcos citizens. Greater

variety of housing choices, including senior housing and live work units, will also be addressed in the General Plan. Additional recreation options such as pools, tennis courts, or other activities for the entire spectrum of users—children, teens, adults and seniors—will be considered in the General Plan.

Sustaining Environmental Quality

Critically important to community residents is retaining and enhancing the environmental quality already found in the City. Residents strongly support the preservation of additional open space, maintaining the City's scenic ridgelines and expanding the wealth of parks and trails already found in the community. Visual cleanliness is an important value to residents and encompasses improving the aesthetics of aging areas or areas in need of revitalization, controlling litter, and enforcing development codes. The General Plan will include strategies to preserve the quality of San Marcos water bodies and address air quality and noise issues. Careful management of growth and development synchronized with the provision of adequate public facilities and services contribute to the environmental quality found in San Marcos.

Building a Greener Community

Creating a greener community will further advance the quality of life and the appeal of San Marcos to existing and future residents and employers. The community supports new initiatives for environmentally friendly building practices applicable to existing and new development. Addressing water conservation, solar energy, and enhanced recycling opportunities, and promoting energy conservation practices are all strategies that are valued by community members. The General Plan will consider a range of environmental initiatives to create a greener San Marcos while taking the associated costs and benefits of these strategies into account.

A Healthy and Safe Community

A safe, secure, and healthy environment is the cornerstone of a successful community. Maintaining very low crime rates and addressing crime prevention through environmental design will be addressed in the General Plan. Healthy community policies such as active lifestyles, safe routes to schools, access to nutritious foods, and community and social connectivity are important to San Marcos residents and will be addressed in the General Plan. Protection from natural and man-made hazards such as flooding, wildfires, and hazardous materials are also concerns of the community that will receive attention in the General Plan.

Continuing Our Agricultural Heritage

The rustic, rural aesthetic in Twin Oaks Valley is highly prized by many citizens of San Marcos. Preserving and celebrating the City's agricultural heritage enhances the identity of San Marcos and attracts visitors to experience a slice of "Old California." Preserving the City's agricultural lands provides opportunities to further local food production and support local farmers markets, strengthening the City's economy and appeal. Opportunities also exist to explore agricultural tourism to ensure the City's agricultural lands remain viable.

2.4 PROJECT CHARACTERISTICS

The project analyzed in this Program EIR is the adoption and implementation of the San Marcos General Plan. The project characteristics of the General Plan are described in the following sections.

General Plan

The San Marcos General Plan includes an introduction, seven General Plan elements, a General Plan Implementation Plan, description of related plans and programs, and a glossary of terms used throughout the General Plan. The updated San Marcos General Plan consists of seven elements which encompass all the elements required by California General Plan Law. The elements in the San Marcos General plan include:

- Land Use and Community Design
- Mobility
- Conservation and Open Space
- Parks, Recreation, and Community Health
- Safety
- Noise
- Housing

Each element identifies related goals and policies. In addition, the General Plan Implementation Plan provides a course of action for the City to implement ensuring that the overall direction provided by the goals and policies set forth in the General Plan is translated from general terms into specific actions. The issues addressed in each element often overlap. The contents for each chapter of the General Plan are summarized in the following paragraphs.

Introduction

The General Plan's introduction presents a brief history of the City, a snapshot of the City's current conditions and values, and the vision and guiding principles for the future of San Marcos. In addition, this chapter also provides an overview of the structure of the General Plan and includes a history of the General Plan update process, the structure of each element within the General Plan, and documents related to the General Plan.

Land Use and Community Design

The Land Use and Community Design Element establishes the general permitted uses of both public and private lands within the community, and serves as a compass that guides citizens, planners, and decision makers on the desired pattern of growth, development, and forecasted land use change in San Marcos. The Land Use and Community Design Element focuses on the concepts of balanced growth and development, community connections, economic strength and stability, and the overall quality of life for the community.

This element describes both existing and future land use activities by identifying the distribution, location, and intensity of all land use types throughout the city. These land use designations serve to provide a rational and ordered approach to land use development and maintenance of public uses and open space by identifying the types and nature of development allowed in particular locations throughout the planning area. As described in Table 2.0-1 and shown in Figure 2.0-3, the General Plan Land Use and Community Design Element would establish 25 land use designations that are grouped according to the following land uses: Agricultural/Residential, Residential, Mixed Use, Commercial Industrial, Public/Institutional, Recreational, and Specific Plan Area. The residential categories include 10 designations ranging from hillside residential development to high-density development. The non-residential categories include a variety of designations that promote a range of revenue and employment generated services, such as Commercial, Neighborhood Commercial, Office Professional, Business Park, Light Industrial, and Industrial. Mixed use designations include both a mix of residential and non-residential uses or a mix of commercial and office uses. Other non-residential uses include: Public/Institutional designation, which allows for schools, fire stations and utilities; Park and Open Space designations; and a Specific Plan Area, which may contain a mix residential, commercial, industrial, public, and/or open space uses for a particular area.

Six new designations are proposed to be added to the existing General Plan land use designations. The first proposed designation, identified as High-Density Residential, would allow for multi-story, multi-family developments within walking distance of commercial centers and transit services. The proposed Mixed Use designations [Mixed Use 1, Mixed Use 2, Mixed Use 3 (Non-Residential), Mixed Use 4 (Non-Residential)] provide for a variety of commercial, office professional, civic, business park, and residential uses integrated as a cohesive development that may be mixed “vertically,” with some designations encouraging pedestrian scale and orientation at the street level. The Business Park designation would allow for employee-intensive uses, including research and development, “clean” industry, technology centers, offices, administrative uses, supporting retail, and industrial support services. The new Specific Plan Area designation is applied to areas where a Specific Plan has been, or will need to be, adopted.

Focus Areas

The Land Use and Community Design Element identifies areas that have been targeted for change over the planning horizon of the proposed General Plan. The City of San Marcos worked with community members and property owners to identify these areas where land use changes are likely to occur, referred to 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. During the community planning and outreach process, 47 Focus Areas throughout the planning area were identified for potential land use changes; ultimately, 33 Focus Areas are identified by the proposed General Plan for actual land use changes.

For each Focus Area, the land use designation changes are included 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. Figure 2.0-4 depicts the location of each Focus Area in the planning area. Figure 2.0-5 depicts the boundaries of community neighborhoods.

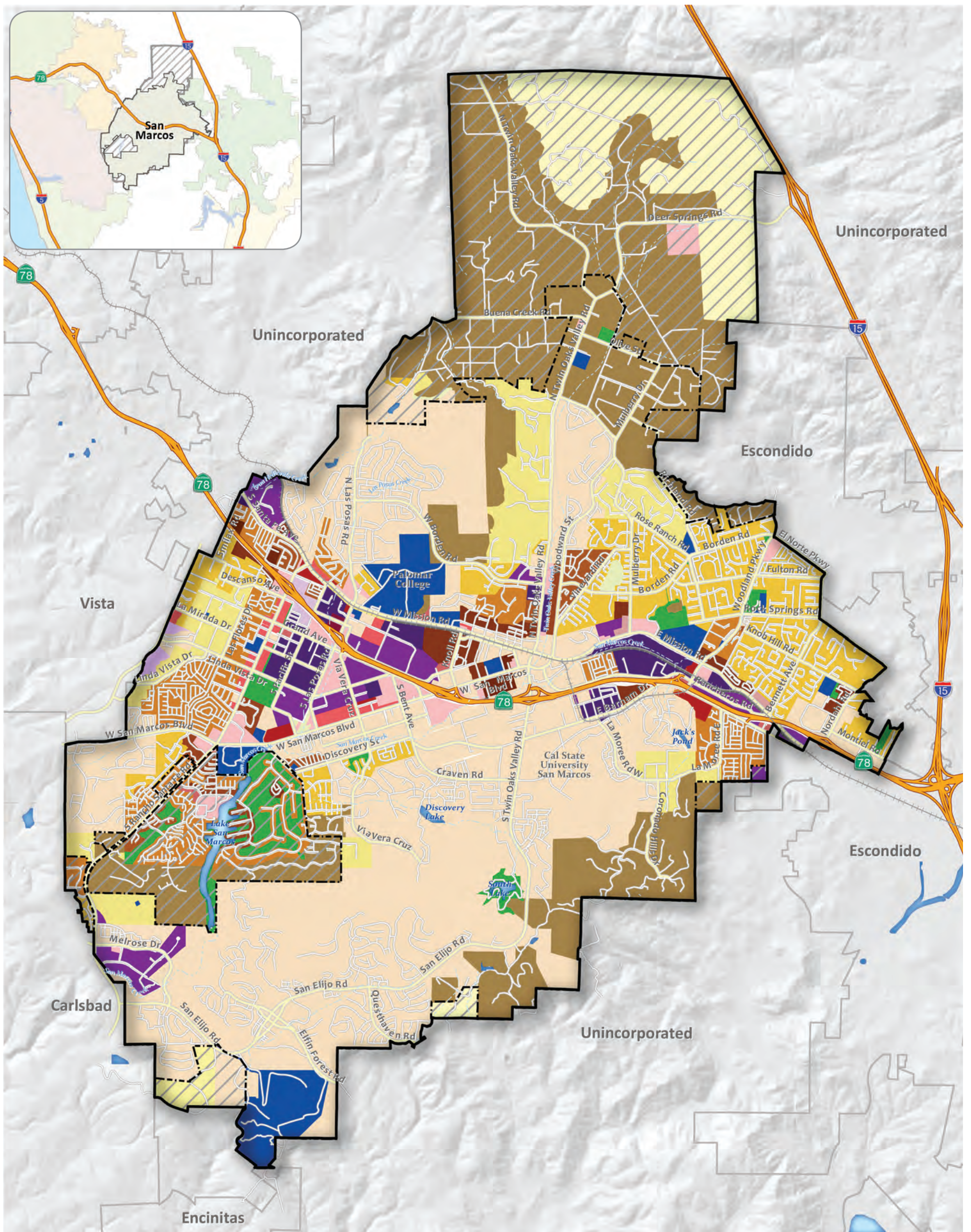
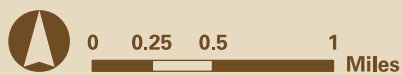
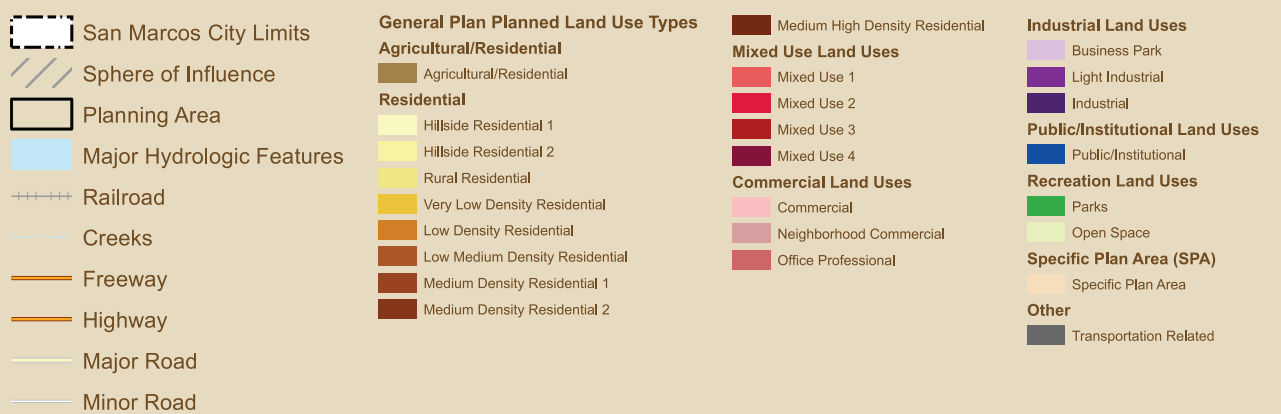


FIGURE 2.0-3

City of San Marcos

General Plan Land Use Map



This page intentionally left blank.

**Table 2.0-1
General Plan Land Use Designations**

General Plan Designation	Density/Intensity
Agriculture/Residential (AG)	0.25–1 du/parcel based on location and slope
Hillside Residential 1 (HR1)	1 du per 4 to 20 acres depending on slope
Hillside Residential 2 (HR2)	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 1 (MU1)/SP	Max 1.75 FAR
Mixed Use 2 (MU2)/SP	Max 2.25 FAR
Mixed Use 3 (MU3)/SP (Non-Residential)	Max 1.50 FAR
Mixed Use 4 (MU4)/SP (Non-Residential)	Max 1.50 FAR
Commercial (C)	Max 0.70 FAR
Neighborhood Commercial (NC)	Max 0.30 FAR
Office Professional (OP)	Max 1.50 FAR
Business Park (BP)	Max 1.20 FAR
Light Industrial (LI)	Max 0.60 FAR
Industrial (I)	Max 0.50 FAR
Public/Institutional (PI)	Max 3.0 FAR
Parks (P)	n/a
Open Space (OS)	n/a
Specific Plan Area (SPA)	Varies

Legend:

du/ac: dwelling unit per acre

Max: Maximum

FAR: Floor

n/a: not applicable

Urban Core Focus Areas

Three Urban Core Focus Areas, referred to as the Focus Areas during the General Plan update process, are centered within the existing urban core of San Marcos, and were identified as areas 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:

- Focus Area 1- Mission Road Focus Area
- Focus Area 2- Rancho Santa Fe Road Focus Area
- Focus Area 3- San Marcos Boulevard Focus Area

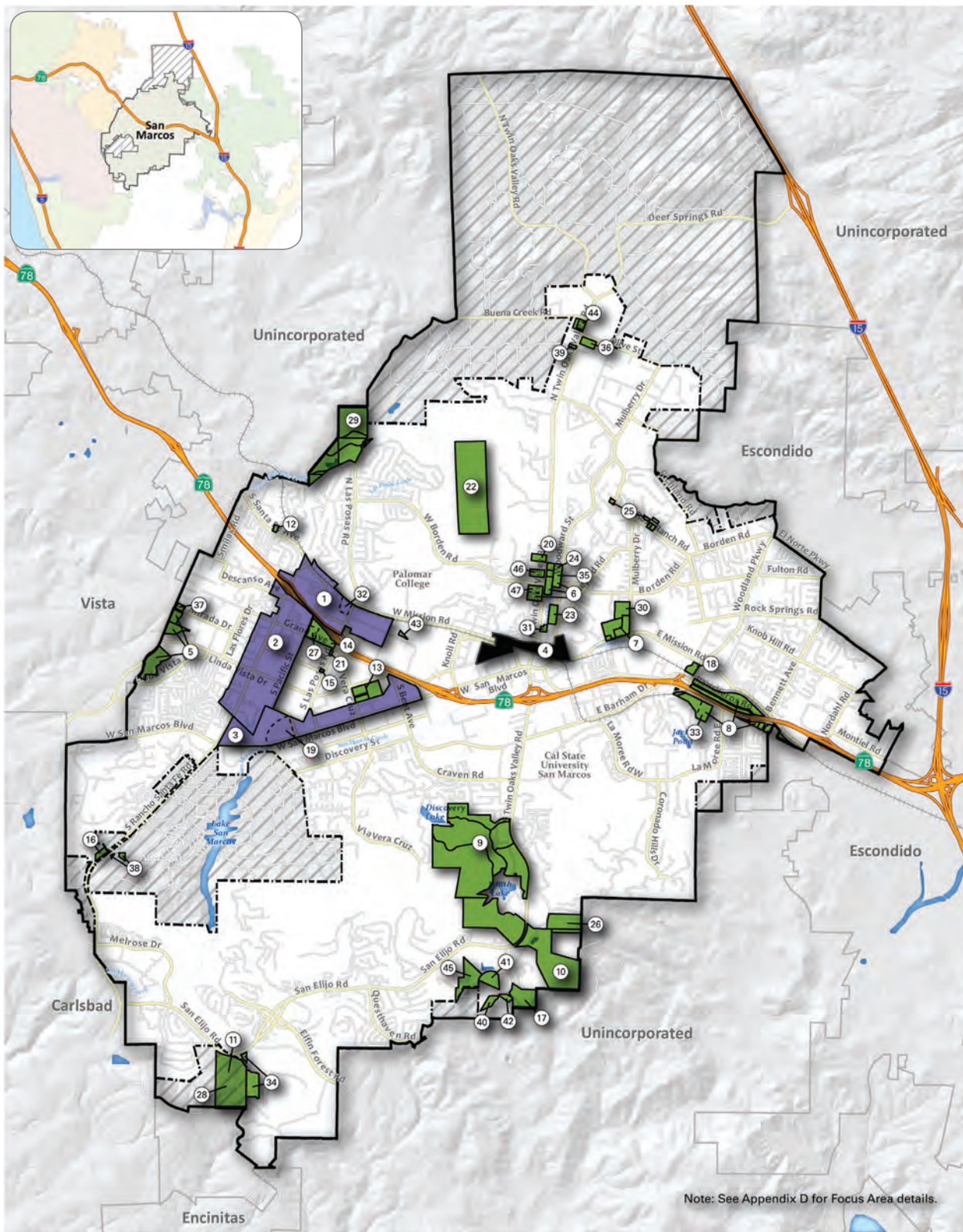


FIGURE 2.0-4

City of San Marcos

San Marcos General Plan Focus Areas

- San Marcos City Limits
- Sphere of Influence
- Planning Area
- Major Hydrologic Features
- Railroad
- Creeks
- Freeway
- Highway
- Major Road
- Minor Road



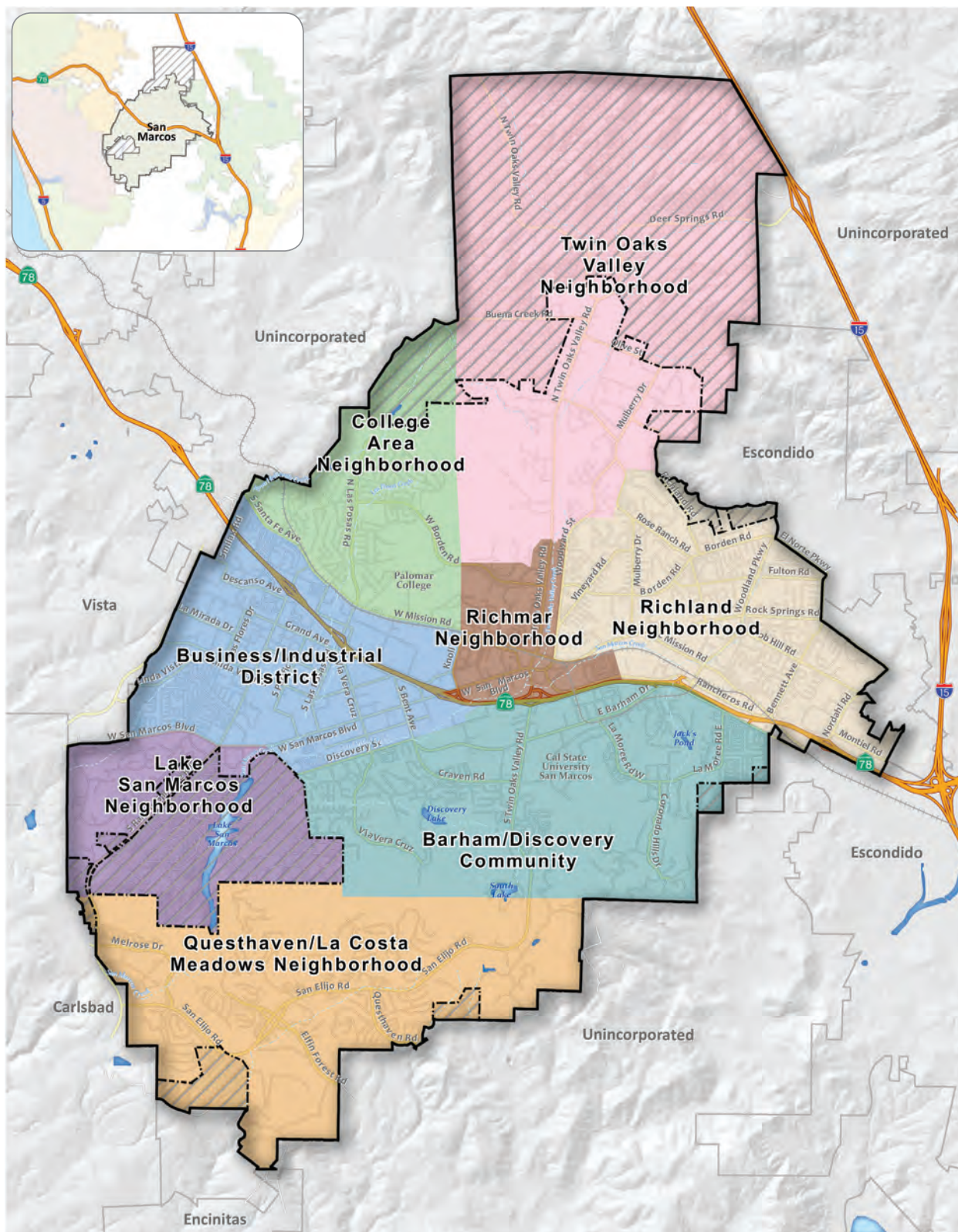


FIGURE 2.0-5

City of San Marcos

Planning Area Neighborhoods

- San Marcos City Limits
- Sphere of Influence
- Planning Area
- Major Hydrologic Features
- Railroad
- Creeks
- Freeway
- Highway
- Major Road
- Minor Road



The Urban Core Focus Areas represent sites in San Marcos that offer centrality and favorable market conditions, and fulfill current needs for the City's commercial and housing markets in a changing economy. 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 sites offer the best potential for addressing the community's goals as identified in the Guiding Themes. Given the existing characteristics of the Urban Core Focus Areas, revitalization would visually enhance the community and provide additional community benefits such as employment, shopping, and housing opportunities.

Based on their accessibility to transit, these sites have also been identified on the San Diego Association of Government's (SANDAG's) Smart Growth Opportunity Areas map as mixed-use transit corridors. The inclusion of the Urban Core Focus Areas on the Smart Growth Opportunity Areas map is the result of previous collaborative efforts by City staff and SANDAG in 2006. The City of San Marcos will continue to work with SANDAG on updates to the Smart Growth Opportunity Areas map.

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 allows future redevelopment to be designed to occur in a cohesive manner that fulfills multiple community-driven objectives 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.

Focus Area 1, Mission Road Focus Area

The Mission Road Focus Area consists of approximately 120 acres located primarily along the south side of West Mission Road, near Palomar Community College. 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 Center and SPRINTER 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 aiming to create a land use mix that better responds to the area's close proximity to the Palomar Community College campus, access to nearby transit opportunities (i.e., Palomar Community College SPRINTER Transit Station, local North County Transit District [NCTD] Bus Transit Center and Routes), and visibility from SR-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.

The key features of land use plan for the Mission Road Focus Area are:

- Applies Mixed Use designations along Mission Road near the Palomar College SPRINTER Station
- Incorporates open space/park areas to complement mixed-use designations
- 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 SR-78.

Focus Area 2, Rancho Santa Fe Focus Area

The Rancho Santa Fe Road Focus Area 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 located within this Focus Area.

The Rancho Santa Fe Road Focus Area offers great opportunity for physical and economic revitalization as it is one of the main arterials running through the City, ultimately connecting San Marcos to the coast. Portions of the Focus Area are visible and easily accessed by travelers on SR-78, providing an opportunity for the older strip retail centers in this area to be redesigned in a way that welcomes visitors and residents into the community. Opportunities exist within this area to create more residential opportunities 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 this Focus Area offer unique opportunities to provide a greater variety of choices for residents, business owners, and visitors.

The key features of land use plan for the Rancho Santa Fe Focus Area are:

- Retains commercial designations at SR-78 freeway off-ramps and incorporates Business Park designation visible from SR-78
- Establishes Mixed-Use 1 designation from Descanso Avenue south along both the east and west sides of Rancho Santa Fe Road, ending at Bradley Park.
- Retains most Industrial uses on the east side of the Focus Area.
- Establishes a linear park separating the mixed use and industrial uses connecting Descanso Avenue to Bradley Park.

Focus Area 3, San Marcos Boulevard Focus Area

The San Marcos Boulevard Focus Area consists of approximately 158 acres located along the north side of San Marcos Boulevard. This Focus Area is located adjacent to the newly designated 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 offers 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. This Focus Area within a heavily travelled corridor presents an opportunity to create such a place, with its freeway accessibly and existing community attractions. Redevelopment in this Focus Area is intended to complement and increase connections to the mixed-use oriented Creek District to create a downtown area with a host of destinations that enhance the urban experience for residents and visitors.

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, 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 updated land use plan:

- Retains commercial designations along Grand Avenue and visible from the SR-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 natural habitat area between Las Posas Road and Pacific Street
- Applies MU3 designation adjacent to the newly built High Tech High School Campus
- Retains existing commercial designations at intersection of SMB and RSF

Focus Area 4

Focus Area 4, referred to as the City Change Area during the General Plan update process, is also known as the Richmar Specific Plan area, and 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 Mixed-Use development integrating residential, retail, and office uses in the Richmar Specific Plan Area. The General Plan map will be updated to reflect these changes concurrent with other land use designation changes.

Additional Focus Areas

In addition to the three Urban Core Focus Areas and Focus Area 4, 43 other Focus Areas were identified for land use change consideration as part of the General Plan update process. Of these 43 additional Focus Areas identified, 29 have been designated for land use change by this General Plan as they are 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. The remaining 14 Focus Areas were evaluated and considered as part of the process, however land use revisions were not made. These Focus Areas have been included in Appendix D to maintain records of the consideration process.

Expected Development Capacity

Each General Plan land use designation in the proposed General Plan establishes a maximum density or intensity of allowed development. The development that actually occurs is influenced by the physical characteristics of a parcel; access and infrastructure issues; compatibility considerations; and market conditions and demands. Based on market factors and past development trends in the planning area, actual development intensities are expected to be lower than the maximum allowed by the proposed land use designations.

Therefore, the expected development capacity for San Marcos is based on expected levels of density and intensity, not the maximum allowed by the General Plan land use designations. The City anticipates most development will occur at or below these expected development factors, although on any single property, development up to the maximum is allowed.

Table 2.0-2 identifies the expected development capacity associated with the proposed distribution of land uses specified in the San Marcos Land Use Plan. Table 2.0-3 compares the expected development capacity resulting from long-term implementation of the General Plan policy to existing land use conditions. The Existing General Plan development capacity is compared to the expected development capacity of the proposed project within the discussion of Alternative 1 (No Project/Existing General Plan) in Chapter 5.0, Alternatives, of this DEIR.

**Table 2.0-2
San Marcos General Plan Expected Development Capacity**

Land Use Designation	Density Range	FAR (Max)	Existing Acreage	Expected Development Capacity ¹	
				Dwelling Units	Non-Residential Square Footage
Agricultural/Residential	0.125-1	--	3,737.41	1,121.23	0.00
Hillside Residential 1	0.05-0.25	--	1,097.55	219.51	0.00
Hillside Residential 2	0.05-0.25	--	77.99	15.6	0.00
Rural Residential	1.0-2.0	--	783.12	783.12	0.00
Very Low Density Residential	2.1-4.0	--	1,130.47	3,391.41	0.00
Low Density Residential	4.1-8.0	--	799.8	3,998.98	0.00
Low Medium Density Residential	8.1-12.0	--	131.28	1,312.83	0.00

**Table 2.0-2
San Marcos General Plan Expected Development Capacity**

Land Use Designation	Density Range	FAR (Max)	Existing Acreage	Expected Development Capacity ¹	
				Dwelling Units	Non-Residential Square Footage
Medium Density Residential 1	12.1-15.0	--	91.55	1,190.10	0.00
Medium Density Residential 2	15.1-20.0	--	190.26	3,234.28	0.00
Medium High Density Residential	20.1-30.0	--	35.12	877.92	0.00
High Density Residential	30.1-45.0	--	0.00	0.00	0.00
Mixed Use 1 (MU1)	--	1.75	90.79	3,812.70	1,634,013.29
Mixed Use 2 (MU2)	--	2.25	0.00	0.00	0.00
Mixed Use 3 (MU3)	--	1.50	37.81	0.00	1,489,527.95
Mixed Use 4(MU4)	--	1.50	6.79	0.00	325,542.15
Commercial	--	0.7	261.81	0.00	2,553,016.78
Neighborhood Commercial	--	0.3	16.65	0.00	145,054.17
Office Professional	--	1.5	22.61	0.00	631,989.11
Business Park	--	1.2	41.27	0.00	1,346,848.99
Light Industrial	--	0.6	359.49	0.00	3,952,042.73
Industrial	--	0.5	280.76	0.00	3,188,767.47
Public/Institutional	--	3	491.33	0.00	5,496,959.04
Parks	--	--	331.00	0.00	0.00
Open Space	--	--	28.66	0.00	0.00
SPA	--	varies		21,885.33	12,153,371.92
Transportation/Utilities Related	--	--	31.09	0.00	0.00
Totals				41,843.00	32,917,133.60

¹ Expected Development Capacity was calculated using reasonable density and intensity assumptions for development in San Marcos and does not represent the maximum density and/or intensity of the land use designation.

As shown in Table 2.0-3, development pursuant to the planned land uses set forth in the proposed General Plan would result in an estimated increase of 11,208 dwelling units and 21,332,250 square feet of non-residential building floor area over existing conditions, yielding a potential net population increase of approximately 37,665 persons.

**Table 2.0-3
Expected Development Capacity Comparison to Existing Conditions**

	City	SOI	Planning Area Total	Net Change	Percent Change
Population					
Existing 2010	84,391	5,994	90,385	---	---
Expected Development Capacity	121,446	6,539	128,040	37,655	42%
Housing					
Existing 2010	27,744	2,891	30,635	---	---
Expected Development Capacity	41,551	292	41,843	11,208	37%
Non-Residential Square Feet					
Baseline	N/A	N/A	11,584,883*	---	---
Expected Development Capacity	N/A	N/A	32,917,133	21,332,250	184%

Source: SANDAG 2011b; AECOM 2011

*Note: Under-reported. Estimated by retail, industrial and office inventory (KMA & CoStar), does not include full inventory of public buildings

Public Services, Infrastructure, and Utilities

The public services, infrastructure, and utilities section describes public services, infrastructure systems, and the dry utilities that serve San Marcos. Public services such as sheriff protection, fire/emergency medical response, schools, libraries, and solid waste disposal are discussed. Infrastructure systems addressed include: water, wastewater, and dry utilities, such as electricity, natural gas, and telecommunications.

Mobility

The Mobility Element guides the continued development of the circulation system to provide the safe and effective movement of people and goods and to connect people to places. The anticipated development identified in the Land Use and Community Design Element will increase the demand for local and regional roadways and other alternative modes of transportation. The Mobility Element addresses the existing transportation needs of the community and identifies transportation facilities needed to accommodate the expected development under the Land Use and Community Design Element. Level of service, “complete streets,” and traffic calming are integral components of the element. Both local and regional transportation facilities located within the planning area are discussed. Public transportation facilities and routes, pedestrian and bicycle access, pedestrian safety and walkability, recreational trails, traffic calming, and parking are also addressed in this element.

Conservation and Open Space

The Conservation and Open Space Element focuses on the protection and enhancement of ecological, biological, open space, and scenic resources of the planning area. This element also discusses water

resources, recycling and solid waste, and preservation of cultural and historic resources. It also contains goals and policies to address resource sustainability, and air quality, climate change, and energy.

Parks, Recreation, and Community Health

The Parks, Recreation, and Community Health Element focuses on maintaining and developing the integrated system of community parks, facilities, and trails, as well as fostering community health and family enrichment. It also contains goals and policies to address these issues.

Safety

The purpose of the Safety Element is to identify and address those features existing in or near the planning area that represent a potential danger to the citizens, structures, public facilities, and infrastructure located in the community. The Safety Element establishes goals and policies to minimize dangers to residents, workers, and visitors associated with: geologic and seismic geologic hazards, flooding and inundation hazards, fires, and neighborhood safety. Emergency preparedness planning is also addressed.

Noise

The Noise Element addresses noise sources in the community and identifies ways to reduce the impact of these noise sources. This element identifies the effects of noise on the surrounding environment and defines noise standards and land use compatibility guidelines to protect noise sensitive land uses from excessive noise. Goals, policies, and plans to address and control transportation-related noise and non-transportation related noise are also identified.

Housing

The existing City of San Marcos Housing Element 2005-2010 identifies the current and future housing needs within the City's planning area. This element includes a comprehensive discussion of the community's profile including population and household, land use, employment, and housing stock characteristics. In addition, this element addresses the constraints associated with housing production in the City. An integrated set of goals, policies, and programs are presented in this element that are intended to identify strategies for housing opportunities, homeownership opportunities, rental assistance/conservation, and maintenance/conservation for the planning area. The existing Housing Element will be incorporated into the proposed General Plan Update.

In the San Diego region, the San Diego Association of Governments (SANDAG) works with each of the 18 cities and the County of San Diego to conduct the Regional Housing Needs Assessment, or RHNA, which is then implemented through individual housing elements. The state does not require that the City of San Marcos (or other local jurisdictions) build these housing units, but rather, have enough vacant and/or underdeveloped land that could support the development of housing to meet the estimated need. It should be noted that the RHNA is affected by Senate Bill (SB) 375 and SB 575 in several ways. The main differences for this cycle include the timing of the RHNA process, required coordination/consistency with

the RTP and its SCS per SB 375, and the length of the housing element cycle. The fifth cycle for the San Diego region will cover an eight-year time period from January 1, 2013, to December 31, 2020. Past housing elements covered a five-year cycle. SANDAG expects to approve the draft RHNA by July 2011. Once the RHNA has been approved by SANDAG, the City of San Marcos will begin to update its Housing Element to meet the State's 2013 deadline. No update to the content of the Housing Element is proposed as part of this project.

Implementation Plan

The General Plan update includes an Implementation Plan that will serve to ensure the overall direction provided in each General Plan element is translated from general terms to specific actions. The Implementation Program provides strategies to implement the adopted policies and plans identified in each of the General Plan elements. The various programs within the Implementation Program serve as a basis for making future programming decisions related to the assignment of staff and the expenditure of City funds. The programs specifically identify individual program responsibility, funding sources, and time-frame for completion.

2.5 INTENDED USES OF THIS EIR

The Program EIR serves as the basis for environmental review and impact mitigation for adoption and implementation of the City of San Marcos General Plan. The City will review subsequent implementation projects for consistency with the Program EIR and prepare appropriate environmental documentation pursuant to CEQA provisions for Program EIRs and subsequent projects. Subsequent projects under the Program EIR may include the following implementation activities:

- Approval of Zoning Ordinance amendments and updates;
- Rezoning of properties;
- Approval of Specific Plans;
- Approval of development plans, including tentative maps, variances, conditional use permits, and other land use permits;
- Approval of development agreements;
- Approval of facility and service master plans and financing plans;
- Approval of funding of public improvement projects;
- Approval of resource management plans;
- Issuance of municipal bonds;
- Issuance of permits and other approvals necessary for implementation of the General Plan;
- Acquisition of property by purchase or eminent domain; and
- Issuance of permits and other approvals necessary for public and private development projects.

The following responsible and trustee agencies may utilize this Program EIR in the adoption of the General Plan and/or implementation of subsequent activities and programs. These agencies may include, but are not limited to, the following:

- U.S. Fish and Wildlife Service
- U.S. Army Corps of Engineers
- California Department of Fish and Game
- California Department of Conservation
- California Department of Housing and Community Development
- California Department of Transportation (Caltrans)
- California State Lands Commission
- California Water Resources Control Board
- San Diego Association of Governments (SANDAG)
- San Diego County Air Pollution Control District
- County of San Diego
- San Diego County Airport Authority
- San Diego Regional Water Quality Control Board (verify)
- Vallecitos Water District
- Vista Irrigation District
- Olivenhain Water District
- Rincon del Diablo Water District
- Buena Vista Sanitation
- Tribal Government