



# APPENDIX D FOCUS AREA AND SPECIFIC PLAN SUMMARY





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## Focus Areas Summary

As part of the General Plan update 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, or nominated for land use change by the community or individual property owners. 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.

Areas identified or considered included 47 properties listed below. This included three Study Areas and the City Change Area, now referred to as Urban Core Focus Areas. Consideration Areas (CA) were identified where larger tracks of land were likely to experience change or land use revisions would benefit the community. Property Owner-Initiate Consideration Areas (POA) were properties nominated by individual property owners. Of the 47 areas considered, 14 properties were not identified for land use change, properties are maintaining the land use designation currently in use; these properties are shaded for easy identification.

Table D-1 summarizes the Focus Area numbers and the land use changes made through the General Plan update process.

Table D-1 Focus Areas

Focus Area	Working GPAC Identifier	Working GPAC Label	Parcels	Previous GPLU	GPLU
1	Study Area 1	Palomar Station		Various	Various, see Figure 2-5 Citywide Land Use Plan
2	Study Area 2	Rancho Santa Fe Road		Various	Various, see Figure 2-5 Citywide Land Use Plan
3	Study Area 3	San Marcos Boulevard		Various	Various, see Citywide Various, see Figure 2-5 Citywide Land Use Plan
4	City Change Area	Richmar Specific Plan		Various	Various, see Figure 2-5 Citywide Land Use Plan
5	CA 1	West City	10	VLDR/RR	MU1/BP
6	CA 2	Twin Oaks	10	I/LI	MDR1/C/I
7	CA 3	Mulberry	14	LI/C	MDR2/NC/LI/C
8	CA 4	Barham	57	I/LI/LDR	C/OP/LI/MU3
9	CA 5	Hanson	7	SPA(Various)	SPA(MU4/LDR/LMDR/OS/P)
10	CA 6	White-Attebury, LLC	8	SPA	SPA (up to 68 units)
11	CA 7		1	LI	SPA(LI/C/MHDR/OS)
12	CA 8		2	LI	C
13	CA 9		11	I	I/LI
14	CA 10		7	I	C
15	POA 1		1	I	I
16	POA 2		1	AG	AG
17	POA 3		1	AG	AG
18	POA 4		1	I	MU3
19	POA 5	(within Study Area 3)	1	LI	MU3
20	POA 6		1	LI	C/MDR1 (SH);
21	POA 7		1	I	C
22	POA 8		3	AG	SPA (LDR up to 25 units)
23	POA 9		1	MDR1	MDR1 (SH)
24	POA 10	(within Consideration Area 2)	1	LI	MDR1 (SH)
25	POA 11-15		5	RR	RR
26	POA 16-17		2	AG	AG
27	POA 18	(within Consideration Area 10)	1	I	C
28	POA 19	(also Consideration Area 7)	1	LI	SPA (BP/C/MHDR/OS)
29	POA 20-23		4	AG/RR/MDR/OS	SPA (OS/RR)

Focus Area	Working GPAC Identifier	Working GPAC Label	Parcels	Previous GPLU	GPLU
30	POA 24	(within Consideration Area 3)	1	LI	MDR2
31	POA 25		2	I	I
32	POA 26	(within Study Area 1)	1	I	MU3
33	POA 27	(within Consideration Area 4)	1	LDR	MU3
34	POA 28		2	SPA(Movie Studio)	SPA (BP)
35	POA 29	(within Consideration Area 2)	1	LI	MDR1 (SH)
36	POA 30		1	AG	AG
37	POA 31		1	VLDR	NC
38	POA 32		2	RR	RR
39	POA 33		1	AG	AG
40	POA 34		1	AG	AG
41	POA 35		1	AG	AG
42	POA 36		1	AG	AG
43	POA 37		1	I	I
44	POA 38		4	C	C / AG
45	POA 39		3	AG/HR1	SPA (up to 12 Res Lots)
46	POA 40		1	VLDR	SPA (VLDR)
47	POA 41		8	LI	SPA (I)

Note: Highlighted lines indicate no land use change.

Legend:

CA: Consideration Area

POA: Property Owner –Initiated Consideration Area

Land Uses:

AG: Agricultural

RR: Rural Residential

HR1: Hillside Residential 1

VLDR: Very Low Density Residential

LDR: Low Density Residential

LMDR: Low Medium Density Residential

MDR1: Medium Density Residential

MDR2: Medium Density Residential

MHDR: Medium High Density Residential

MU1: Mixed Use 1 (Residential permitted)

MU3: Mixed Use 3 (Non-residential)

MU4: Mixed Use 4 (Non-residential)

BP: Business Park

C: Commercial

I: Industrial

LI: Light Industrial

NC: Neighborhood Commercial

OP: Office Professional

OS: Open Space

SPA: Specific Plan Area

(SH): Senior Housing

(SP): Specific Plan Required

## Specific Plan Areas

Specific Plans are a planning and development tool used throughout San Marcos. Figure 2-3 identifies the 48 Specific Plan Areas (SPAs) currently recorded in the City. Table D-2 summarizes these SPAs with additional plan information.

Within the Name or Planned Development column, Specific Plans may refer to CA (Consideration Area) or POA (Property Owner Initiated Area) numbers which can be cross referenced in the “Working GPAC Identifier” column of Table D-1.

**Table D-2 Specific Plan Areas**

Specific Plan Name	Planned Development (number of residential units and/or non-residential sf)	Buildout Status
Arbor Ranch	57 single-family units	0%
Autumn Terrace <sup>1</sup> APN 220-130-81	103 affordable apartments 7,500s.f. commercial retail	100%
Collucci/Mobile SP	24,796 s.f. commercial center	25%
Discovery Hills	861 Single family units 122 Multi-family units 366 acres total, 983 units	100%
Hanson CA-5 <sup>2</sup>	346 single family units 17 acres Mixed Use 4 75 acres park/open space	0%
Heart of the City	13 ac business park (reduced by 276,954 sf for CA-5 MU4 business park)	50%
	66 ac town center	75%
	48 ac commercial (reduced by 268,809 sf for CA-5 MU4 commercial)	35%
	16 ac neighborhood commercial	100%
	12 ac office professional (reduced by 268,809 sf for CA-5 MU4 office)	100%
	9 ac commercial manufacturing	0%
	36 ac hospital complex (this is the Scripps SPA - not counted as part of HOC)	100%
	2,127 Multi-family units	50%
	1,335 Single-family units (reduced by 346 du for CA-5 )	4 units remaining
304 ac CSUSM (P/I)	CSUSM Master Plan	
Home Depot/Commerce Square SP (formerly called Sylvester Development)	23.47 ac commercial	50%
Kragen SP Rancho Santa Fe/Creek/ Pawnee 219-086-03, 05, 07, 08	2.83 ac commercial	50%
Las Brisas Pacificos	169 units	100%

Specific Plan Name	Planned Development (number of residential units and/or non-residential sf)	Buildout Status
Laurels	167 single-family units parks	100%
Limited Use .125	69.55 ac ag/residential	0%
Loma Alta	94 single-family units Open space	100%
Markstein SPA	14.96 acres Industrial	70%
Meadowlark Canyon	33 single-family units	0%
Monteil Corporate Center (Michael Crews SP) 228-370-(01-04) 228-370-06, 09, 38, 49	office bldg 24,768 s.f. Additional 25,000 sf commercial/office planned	0%
Nordahl Marketplace (former Vallecitos Town Center)	53.30 ac commercial	100%
Nordahl Medical-Professional Office Building (formerly called Richland Hills South)	56,993 sf office	100%
Norman-Hutchinson	15.95 ac commercial	100%
North County Yamaha 228-370-19	16,029 sf commercial building; sales of motorcycles, watercrafts, ATV	100%
Paloma (Santa Fe Hills)	1,829 units	
Palomar Heights	90 units	
Palomar Station	333 residential units 49,000 sf commercial 6,280 sf restaurant (commercial) 9,800 sf office	0%
Paseo De Oro	120 multi-family units 23,000 sf retail	100%
Rancho Dorado	282 single-family residential units 81 ac open space 6 ac park	100%
Rancho Santalina	263 single-family residential units	
Richland Hills North 228-120-46	4.36 ac commercial	25%
Richmar <sup>1</sup>	291 multi-family units 50,000 sf retail commercial 100,000 sf office	0%
SPA – Industrial (POA-41)	4.54 ac industrial	0%
SPA – Res VLDR (POA-40)	4.88 ac Very Low Density Residential (VLDR)	100%
SPA – Res (89lots)/OS/P (POA- 20 through 23)	89 residential units	0%
San Elijo Hills	12.5 ac commercial	64%
	2,496 single-family units	80%
	972 multi-family units	100%
San Marcos Creek	1,265,000 sf commercial 589,000 sf office 2,300 multi-family units	0%

Specific Plan Name	Planned Development (number of residential units and/or non-residential sf)	Buildout Status
San Marcos Highlands	230 single-family units	0%
San Marcos RV Mall 220-170-28; 220-180-90, 91, 92	10.12 ac Commercial	100%
Schenker SP Windy Way/TOV 218-110-24	4.42 ac Industrial	100%
Scripps Health Care Campus	38.63 ac 607,105 sf medical care campus	0%
Senior Apartments	255 units	100%
Specific Plan Area - Rancho Santa Fe Village 219-231-14, 15, 16	120 multi-family units 12,000 sf commercial	100%
Specific Plan Area 2 (CA-6)	68 residential lots	
Starling 220-520-01	29 units	
STUDIO/POA-28 <sup>3</sup>	15.28 ac BusinessPark	
Twin Oaks Valley Ranch	1,407 units	
University Commons (Old Creek Ranch)	10.3 ac industrial	79%
	401 single-family units	88%
	1,123 multi-family units	60%
University District	1,000,000 sf commercial 938,000 sf office 30,000 sf civic/community 2,600 multi-family units 800 student housing 450 hotel rooms	0%
Vallecitos Ridge	103 single-family units Open Space	100%
Venzano	129 single-family units	100%
Walnut Hills I	113 single-family units	100%
Walnut Hills II	137 single-family units Open Space	100%
Westlake Village <sup>1</sup>	6,140 sf commercial 106 affordable apartment units	0%

**Notes:**

1. Westlake Village SPA and the Autumn Terrace SPA are within the Richmar SPA. The land use assumptions for the Richmar SPA are exclusive of Autumn Terrace; however, they are inclusive of the Westlake Village SPA. The Westlake Village SPA planned LU has been deducted from the Richmar SPA for the purposes of calculating development capacity.
2. CA-5 is a new SPA and is within the Heart of the City SPA. The LU assumptions for HOC have been adjusted to account for the planned land use in CA-5. There is also potential for a school site to be developed within the 17 acre parcel in this area instead of the MU4 proposed use.
3. STUDIO SPA is POA-28. The STUDIO SPA allows for 269,309 sf movie studios, and 120,000sf office space. This area is also POA-28. For the purposes of the General Plan update, the land use assumptions reflect what was proposed by the property owner and recommended by the GPAC.