

City of San Marcos General Plan Advisory Committee (GPAC)

Meeting #2 Notes

November 12, 2009
6:30 PM

REGULAR MEETING

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

Start Time: 6:30 PM
SAN MARCOS CIVIC CENTER (VALLEY OF DISCOVERY ROOM)
1 Civic Center Drive, San Marcos, CA

Meeting notes: (2nd GPAC meeting)

I. GPAC ITEMS

Attendance (Sign-In Sheets Available Upon Request):

Task Force Members

Asahel "Ash" Hayes
Charles Zahl
Dallas Butler
Darius Khayat
David Perrine
Dean Tilton
Eleanor Filkins
Eve Sieminski
Eric Flodine
Eve Sieminski
Glen Winn, Chair
Jody Hall
Jon Lycett
Lori Drake
Matt Ratermann
Richard "Dick" Zohn
Rod Jones
Rosario Jennings
Scott Gross
Tracy Santucci

City Staff

Jerry Backoff, Planning Division Director
Garth Kolller, Principal Planner
Karen Brindley, Principal Planner
Lydia Romero, Deputy City Manager
Jenny Peterson, Communications Officer

Consultant Team from EDAW/AECOM

John Bridges, Principal in Charge
Yara Fisher, Project Manager
Joan Issacson, Public Outreach

Members of the Public

Jim Hernandez

Absent: Eddie Tubbs

1. Welcome

Mr. Glenn Winn, GPAC Chair, welcomed new member Rebecca Silva followed by introductions to a GPAC members, staff & consultants.

2. Community Planning Trends Discussion (continue from last meeting)

John Bridges provided further discussion regarding Healthy Communities, Sustainable Cities, Integrated Mobility, Infill Development, and Community Planning Trends and concluded discussion regarding Planned Land Use Focus Areas (study areas, consideration area, current change areas, & stable areas). There was a brief question & discussion session initiated by GPAC regarding:

Verification that the "Study Areas" look at transportation between the transit/sprinter line & new development areas. Need to encourage San Marcos as a retail destination without having to drive so far.

Discussed the ideas of intra-city shuttle to increase connectivity to the future downtown.

Discussed how the new San Marcos Water Efficient Landscape Ordinance will affect development & reduce water use.

Discussed Land Use & School District Planning. Where can new schools be built? How will we deal with the traffic within the new schools area, especially since buses are no longer available?

3. Brainstorming on Planning Issues and Goals

Exercise #1 was presented by Joan Isaacson by initiating the question, "What kind of City do we want to be in the future?" The GPAC was separated into small groups to record their thoughts on flip charts. These thoughts were transferred by Joan by using graphic recording to track responses by themes. Finally, each individual was provided four sticky dots to identify priority categories. The results are attached & identified as "Brainstorming Activity 1".

Exercise #2 was presented by Joan Isaacson by initiating the question, "What planning issues need to be addressed during the general Plan Update? What needs to be changed or improved in the city to achieve your goal?" The GPAC was broken up into difference groups from exercise #1. A recorder was chosen from each group. The recorder wrote the responses on a big index card and taped each card to the table. Each group selected the top five issues from their group. The recorder taped their top 5 issues on the wall with all groups. Then the cards were grouped per category (i.e. transportation, environment, etc.). Finally, each group was requested to post the remaining cards to identify any new categories. The results are attached & identified as "Brainstorming Activity 2".

4. Public Outreach Program Promotion

Joan Isaacson discussed options to improve attendance and participation in the GPAC meetings & public workshops. To date, City has :

- Launched GP Website in November
- Produced first GP newsletter in November; posted to GP Website and sent as e-blast to 700 subscribers of www.san-marcos.net and www.ourcityyourfuture.com
- Issued two news releases leading up to the GP Community Workshops; news releases garnered four articles in local press (3 in North County Times, 1 in SDUT)
- GP update article featured in SM 360 Fall Edition (delivered to every home and business in San Marcos and displayed in City facilities)

- Targeted e-mail marketing blasts for GP workshops sent through GPAC committee, CSUSM, Palomar College and Chamber of Commerce
- GP workshop flyer created and distributed to local contacts
- GP workshop and GPAC meeting schedule posted to www.san-marcos.net (in addition To www.ourcityyourfuture.com)
- GP workshop process featured on www.san-marcos.net homepage

5. Wrap Up and Adjournment to Next Schedule

II. PUBLIC INPUT

No public comments.

III. NEXT MEETING DATE

Thursday, January 7th, 2010 (6:30 PM) at City Hall (Valley of Discovery Room)

IV. ADJOURNMENT

The meeting adjourned at 9:00 pm.

GPAC MEETING TOPICS AND SCHEDULE

GPAC Meeting Schedule	Topics
Meeting #1 <i>October 22, 2009</i>	<ul style="list-style-type: none">• Introduction to project and team• Introduction exercise
Meeting #2 <i>November 12, 2009</i>	<ul style="list-style-type: none">• Publicize upcoming public outreach programs• Brainstorm issues, ideas, and goals leading to Guiding Themes
Meeting #3 <i>January 7, 2010</i>	<ul style="list-style-type: none">• Present results of public outreach programs• Fine-tune Guiding Themes
Meeting #4 <i>April 8, 2010</i>	<ul style="list-style-type: none">• Present sustainability model results and options
Meeting #5 <i>May 20, 2010</i>	<ul style="list-style-type: none">• Continue sustainability results discussion and alternatives discussion
Meeting #6 <i>June 17, 2010</i>	<ul style="list-style-type: none">• Present draft land use plan and goals for each element of the General Plan
Meeting #7 <i>July 29, 2010</i>	<ul style="list-style-type: none">• Fine-tune the General Plan land use and goals

Brainstorming Activity #1 (large single sheet on wall) 11-12-09

First Session: broke up into groups of four (Notes on smaller 2'x3' sheets from each group)

“What kind of city do we want to be in the future?”

Group 1:

1. Traffic conscious – better distribution of traffic,
2. Well planned City with more people friendly parks (accessibility)
3. Well designed down town with charm (similar to downtown San Antonio, Oklahoma City “river walk”
4. Quality destinations
5. Limit commercial zones
6. Better perception of being more of a family oriented environment
7. Less business district perception.

Group 2

1. 100,000 maximum population.
2. Proud for residents to live in. More modern.
3. Educational capital.
4. Solar city USA. Green – sustainable – a good public taxi system.

Group 3

1. Prosperous
2. Transportation efficient
3. Walk ability
4. Nightlife
5. Healthy Community
6. Destination
7. Mixed-use community
8. Socially cohesive

9. Marketability
10. Wide economic opportunity – business diversification
11. Educational hub
12. Housing possibilities for next generation

Group 4

1. Large cultural center as a destination
2. Thriving, prosperous, economically self-sufficient
3. Family friendly entertainment (retail i.e.; Lego Land, Wave Water Park)
4. Increase retail
5. Senior friendly
6. Mixed-use
7. College town atmosphere
8. Controlled traffic

Second session had a representative present the information from each group which was translated into categories on a larger sheet on the wall.

“What kind of city do we want to be in the future?”

- (1) Senior Friendly.
- (4) Large Cultural Center/ Destination
- (3) Limit population to 100,000 maximum (permanent residents only)
- (1) Place where people prefer to live with shopping/night life/cafes
- (7) Better Regional Draw(v) (v)/ Destination. Provide parks and a downtown with character.
- (1) Better quality commercial
- (1) More family oriented(v) (v)
- (7) Night life
- (3) Mixed-use community with things to do. (v) (v)
- (2) Family Entertainment (Lego Land, The Wave, etc.)

Transportation:

(5) Multiple Transportation (so people can get to where they want to)/ options with bus options/ rail/ etc. (v) (v)

(4) Better distribution of traffic

(3) Walk ability

Housing:

(1) More housing opportunities

Education:

(8) Education Hub – University/community college/great high schools/(v) (v)

(0) College town

Miscellaneous:

(0) Socially cohesive – ability to be social/ (no suburban isolation)

(3) Model of Sustainability

(1) Healthy community.

(1) Prosperous

(11) Business Diversification with office/retail/technology/manufacturing/professional.

(4) Marketability – unique identity – not just “North County”

(1) Economically self sufficient with more retail (i.e., more clothing) no strip malls.

Brainstorming Activity #2 – same group each given cards to write down the single most important item or element. The cards were presented and placed in similar categories.

Category 1:

- Zoning for bus drivers
- Incentive to draw better quality businesses
- What can we do to attract businesses
- Greater diversification of businesses
- Limit duplication of similar businesses in many traffic areas.
- Provide for opportunities to live and work in city.
- Offer tax incentives to businesses for diversification

Category 2:

- Clean-up or update older sections of the City.

Category 3

- Where to put regional draw & what.
- Develop a cultural destination or landmark
- Maintain a diversity of night life
- Maintain focus on open space
- Concert venue

Category 4

- Maintain security in residential areas.

Category 5

- Transportation – more implementation – walk able districts – intra district access
- Develop trolley system or short distance transit system
- Must have better public transportation
- Traffic - better flow – mass transit

Category 6

- Making the vision happen!

Category 7

- Promote more “green” development for the City.
- Environment friendly- solar

Category 8

- Better definition of use areas
- Correct density of land use
- Districts with definitions of it’s special attributes
- Focus on mixed-use hubs.
- Limit duplication of similar types of business in major traffic areas.
- Dedicated business areas