

SAN MARCOS BOULEVARD/BENT AVENUE GENERAL PLAN AMENDMENT ANALYSIS



CLIENT
City of San Marcos

LOCATION
San Marcos, CA

DURATION
4 months

ROLE
Community Planning
GIS Services

BUDGET
\$17,500

COMPLETED
May 2019



San Marcos, a suburban city in the North County region of San Diego County, California, is one of the fastest growing cities in San Diego County. San Marcos is home to California State University, San Marcos, Old California Restaurant Row, and an abundance of open spaces, parks and trails. The City of San Marcos' planning policies, including land use and planning-related decisions, are guided by the General Plan. In order to change a Land Use designation allowing for a specific project use, a General Plan Amendment (GPA) must be applied for and accepted by the city. A GPA requires additional analyses in order to determine if the proposed project will be beneficial to the city and community. Additional analysis can include a Public Benefits Analysis, Land Use Analysis, and Infrastructure and Community Service Impact Analysis.

Blue Cypress Consulting conducted a Land Use Analysis, a Public Benefits Analysis, and Infrastructure and Community Services Impact Analysis, as well as created an Updated General Plan Graphics, Text, and Tables memorandum for the San Marcos Boulevard/Bent Avenue Commercial project proposed in San Marcos, CA. The proposed 3,500-square foot restaurant with drive-thru project required a General Plan Amendment to change the land use from Mixed Use 1 to Commercial. Blue Cypress created and delivered the supplemental requirements for the San Marcos Boulevard/Bent Avenue General Plan Amendment to the City of San Marcos for approval.

