SAN MARCOS LAND USE PLAN AMENDMENT ANALYSES

CLIENT
City of San Marcos

LOCATION
San Marcos, CA

BUDGET
$45,000

DURATION
4 months

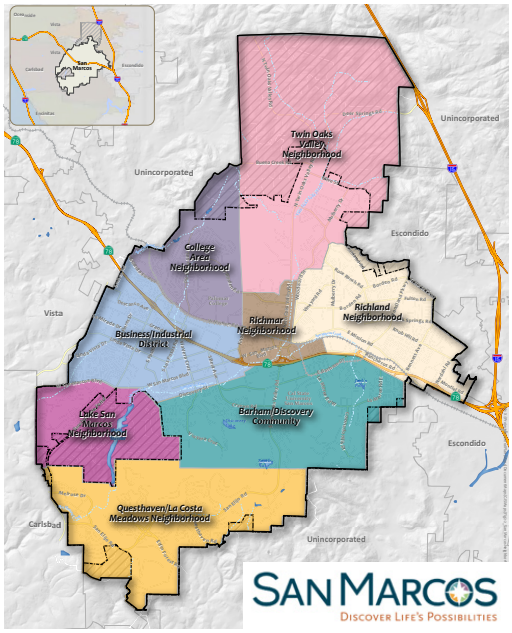
COMPLETED
May 2019

ROLE
Community Planning
GIS Services

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's land use and planning-related decisions are guided by its General Plan and multiple Specific Plans. The General Plan covers the entire community while the Specific Plans cover subareas of the community. In order to change a land use designation to allow for a new use that is not currently allowable, a General Plan Amendment (GPA) or Specific Plan Amendment (SPA) must be applied for and accepted by the city. Both amendments require additional analyses, including a Public Benefits Analysis, Land Use Analysis, and/or Infrastructure and Community Service Impact Analysis, to determine if the proposed project will be beneficial to the city and community. Blue Cypress Consulting led three such plan amendment (either a GPA or SPA) analyses as summarized below.

San Marcos Boulevard/Bent Avenue GPA Analysis, *Budget: $17,500*. The proposed 3,500-square foot restaurant with drive-thru project required a GPA to change the land use from Mixed Use 1 to Commercial. Blue Cypress conducted the Land Use Analysis, Public Benefits Analysis, and Infrastructure and Community Services Impact Analysis and also created updated General Plan graphics, text, and tables to fulfill the supplemental requirements for the land use designation change.



Artis Senior Living SPA Analysis Reports, *Budget: $13,500*. The 39,951-square foot Artis assisted living and memory care facility required a SPA to modify the existing land use designation of Light Industrial to Senior Residential. Blue Cypress conducted the required Land Use Analysis, Public Benefits Analysis, and Infrastructure and Community Services Impact Analysis to support the decision-making process for the land use designation change.

Mission 24/Hallmark Communities Project GPA Analysis, *Budget: $14,400*. The Mission 24/Hallmark Communities Project proposed a 24-unit attached townhome project and required a GPA to change the land use from Neighborhood Commercial (NC) to Medium High Density Residential (MHDR). Blue Cypress completed the Land Use Analysis and Public Benefits Analysis and also the supporting graphics, narrative, and tables required