

HEART OF THE CITY SPECIFIC PLAN

GPA 87-09
SP 13-006 (formerly SP 87-29)

City of San Marcos
1 Civic Center Drive
San Marcos CA 92069

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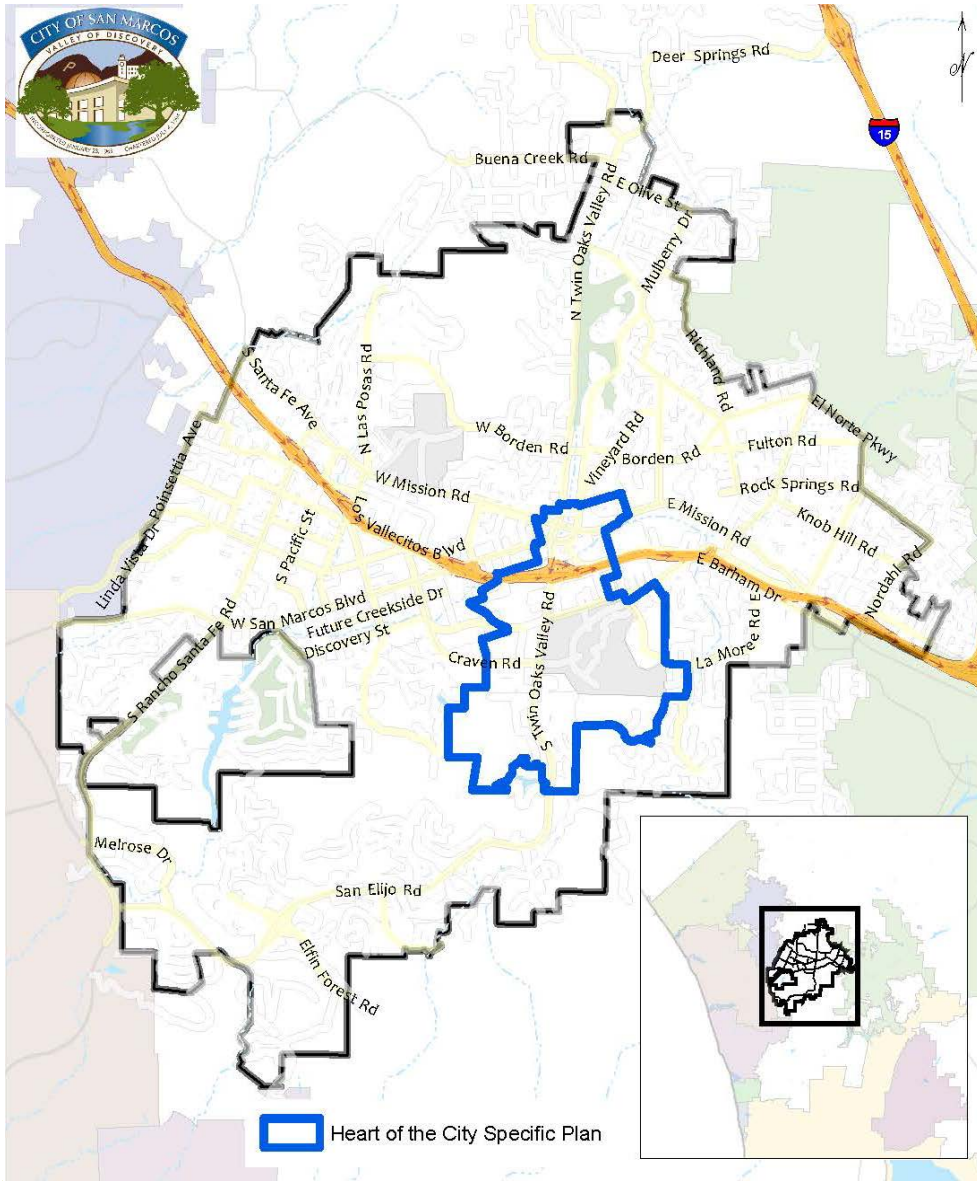
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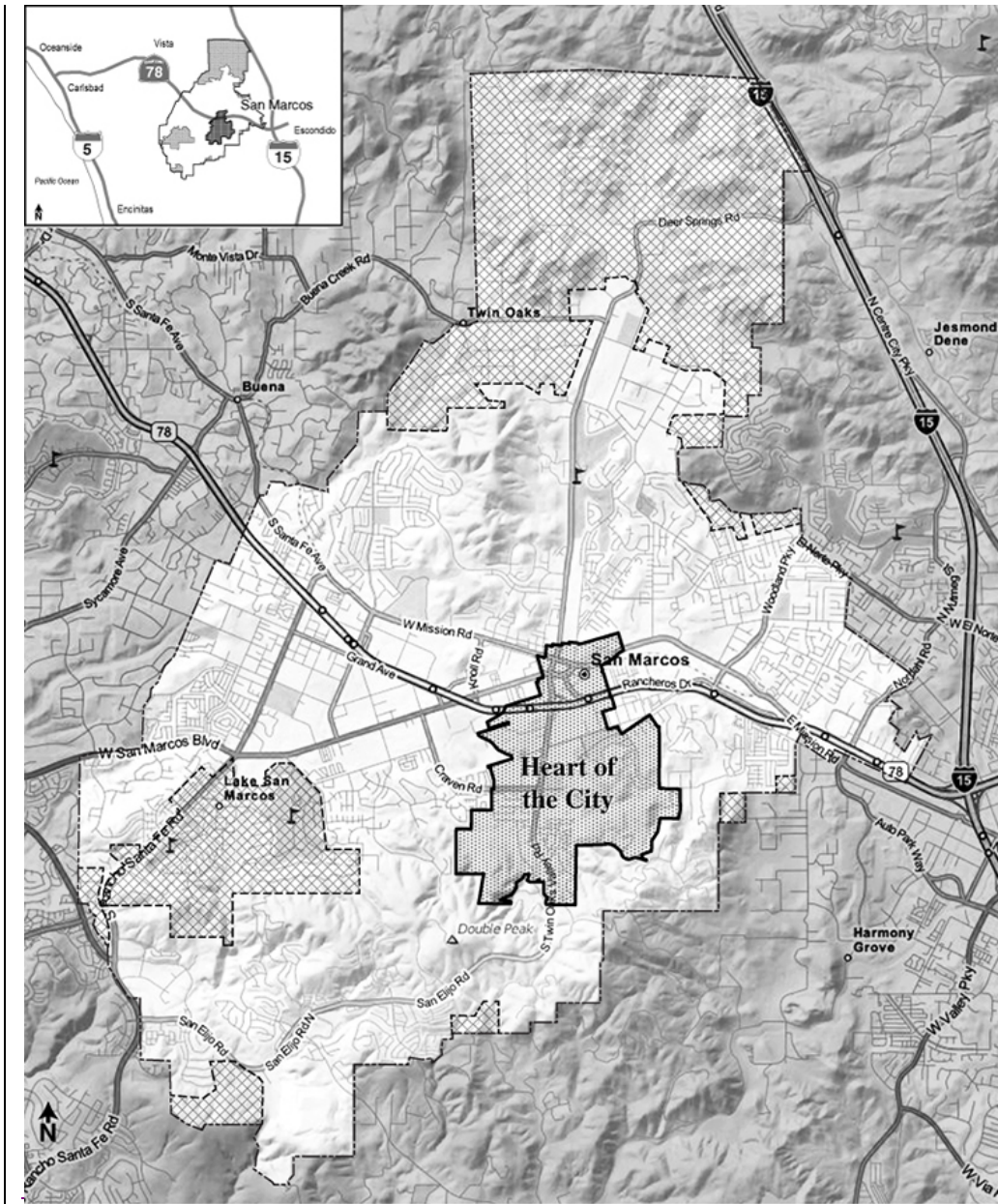
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Figure 1. Vicinity Map





1. INTRODUCTION

1.1 BACKGROUND

In 1986, after carefully evaluating several properties in northern San Diego County, the California State University (CSU) Board of Trustees selected San Marcos as the site of a 304-acre upper division and post-graduate state university campus. While initially envisioned as an off-campus center of San Diego State University, this facility could eventually be expanded to a full four-year campus meeting the needs of North County through the foreseeable future.

The prospect of hosting a CSU campus prompted the City to reevaluate existing general plan land use designations and development criteria for properties in the vicinity of the university site, which become known as "the Heart of the City" project. The product of that effort and subsequent amendments and additions is this document.

In addition to the campus property, acreage encompassed by this plan includes the site of a proposed "Town Center" office/commercial development, which could include civic and/or cultural uses, a corporate center and light rail station. It is intended that this mixed use project would, in conjunction with the campus and surrounding development, serve as the focal point of the community.

Its selection to host the university campus places the City of San Marcos in an advantaged position with respect to other areas of the North County, as such facilities typically attract clean, campus related and "spinoff" development of a high design quality. This fact, in turn, affords San Marcos the opportunity to be selective regarding the type and shape of future development within the Heart of the City. Combined, these circumstances greatly enhance the City's opportunity to create a true governmental-administrative, educational and corporate center, improve San Marcos' regional image, and serve as a catalyst for improving other areas of the City.

1.2 AUTHORITY

The San Marcos General Plan Land Use Element is a long-range guide to the development and use of all land within the City's community planning areas. As such, it sets forth goals, policies and standards to guide the location, density and distribution of various land use activities within each of those areas.

As stipulated in Section 65302(a) of the California Planning and Zoning Law, a land use element is a required component of every general plan in the state.

California Planning and Zoning Law also stipulates in Section 65450 that cities may prepare specific plans for the systematic implementation of the general plan for all or part of the area covered by the general plan.

1.3 SCOPE

The emphasis of this and all specific plans is on standards and development criteria intended to supplement and assist in implementing those of the City's General Plan. Its contents address the planning and funding of necessary infrastructure and facilities as well as land uses and open space requirements.

To attain the objectives of this plan, the entire project area has been re-designated "Specific Planning Area" (SPA). In addition, the City Council has approved the following implementing measures: (1) Rezone of the entire project area to SPA, to implement its new general plan land use designation; (2) Text Amendment codifying the development standards contained in this plan as an appendix to the Zoning Ordinance; and (3) Specific Plan approving this document in its entirety. A comprehensive Environmental Impact Report

evaluating the potential impacts of this plan and required mitigation has also been prepared and certified as adequate by the Planning Commission.

In succeeding chapters, this plan details the land uses, community design guidelines, development standards and implementation measures appropriate to development of the proposed university and the remainder of the project area as a campus-oriented community.

1.4 OBJECTIVES

It is the objective of this plan to:

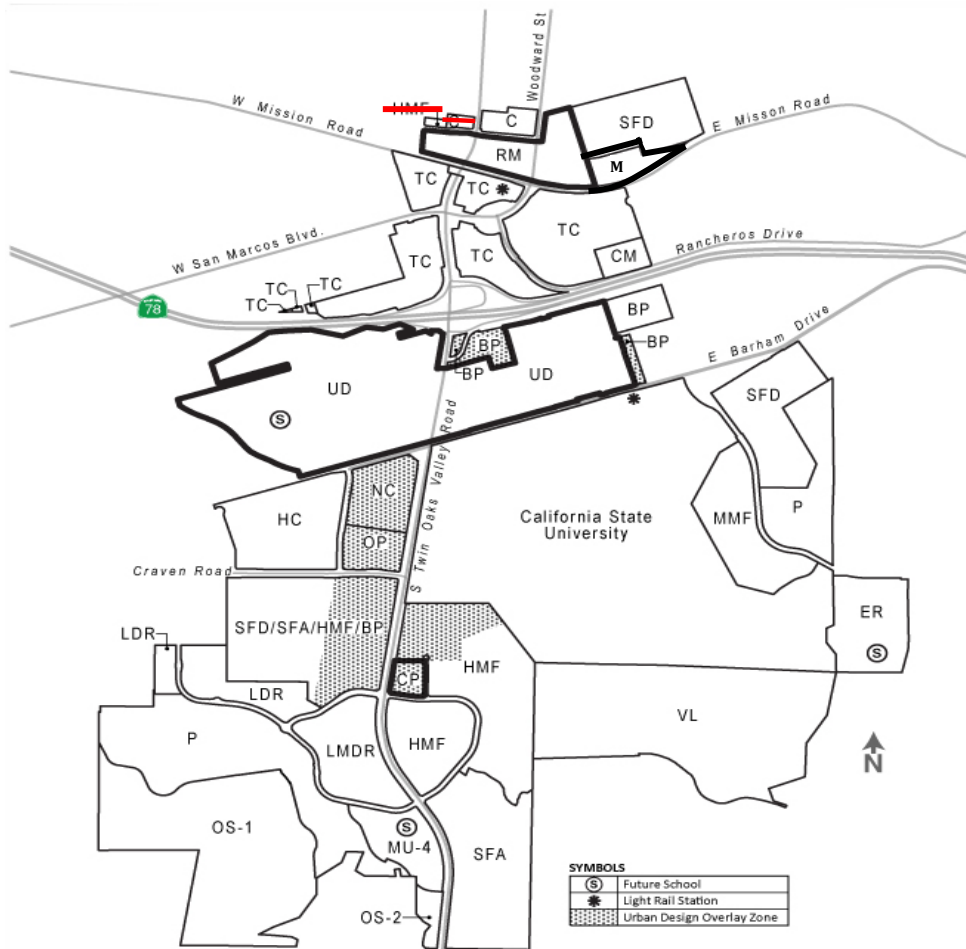
- Improve the regional image of San Marcos;
- Develop a mixed use Town Center and potential City Hall site to serve, in conjunction with the proposed campus and surrounding development, as the community focal point;
- Make San Marcos the educational center of North San Diego County by accommodating a potential full-service four year CSU campus in conjunction with existing educational facilities in the area;
- Provide for an expanded employment base;
- Attract and establish a corporate center to serve the north central portion of San Diego County;
- Create a "university village" atmosphere consistent with an educational environment;
- Establish an urban core and concentration of land uses with emphasis on pedestrian movement and mass transit;
- Increase the tax base for the community and strengthen the local economy as an integral part of the region's growth;
- Provide a variety of housing types to serve the proposed university and corporate center;
- Provide active and passive parks and recreational opportunities; and
- Eliminate existing and avoid future incompatible land uses.
- Encourage mass transit alternatives and foster innovative solutions to accommodate the increasing number of trips generated by the City and region's growth.

1.5 LOCATION

The City of San Marcos is centrally located in North San Diego County. The City is generally bounded by the City of Carlsbad and unincorporated lands to the west, unincorporated lands to the north and south, and the City of Escondido and unincorporated lands to the east. The "Heart of the City" comprises approximately 1,527.8 acres in the geographic center of San Marcos (Figure 1). Major east-west access through the area is provided by Mission Road, San Marcos Boulevard, State Route 78 (SR 78) and Barham Drive. North-south access is provided by Twin Oaks Valley Road and La Moree Road.

The "Heart of the City" is further divided into five geographic planning areas, each with their own specific plan. The Heart of the City Specific Plan which covers 1,331 acres is contained in this document. The University District Specific Plan (157 acres), Richmar Specific Plan (27 acres), Campus Pointe II Specific Plan (4 acres), and Mission 316 Specific Plan (9 acres) are the subject of four separate documents. (See Appendices B, C, D and F).

Figure 2. Land Use Plan



RESIDENTIAL

VLDR	Very Low Density (0.125 - 1 du/ac)
ER	Estate (1 - 2 du/ac)
SFDR	Single Family Detached (2 - 4 du/ac)
SFAR	Single Family Attached (2 - 4 du/ac)
LDR	Low Density (4 - 8 du/ac)
LMDR	Low Medium Density (8 - 12 du/ac)
MMF	Medium Density Multi-Family (12 - 15 du/ac)
HMF	High Density Multi-Family (15 - 20 du/ac)

PUBLIC/INSTITUTIONAL

TC	Town Center
P	Park
OS	Open Space

BUSINESS

BP	Business Park
CM	Commercial - Manufacturing
NC	Neighborhood Commercial
C	Commercial
OP	Office - Professional
HC	Hospital Complex
MU-4	Mixed Use

SPECIFIC PLANS

UD	University District
RM	Richmar
CP	Campus Pointe II
M	Mission 316

Table 1 Land Use Statistical Summary

District		Type	Intensity	Acres	DU Range
Residential					
Very Low Density Residential	VLDR	SFDR	0.125- 1 du/ac	117	15-117
Estate Residential	ER	SFDR	1-2 du/ac	27	27-54
Single Family Detached	SFDR	SFDR	2-4 du/ac	88 ²	176-352
Single Family Attached	SFAR	SFAR	2-4 du/ac	55 ²	110-220
Low Density Residential	LDR	SFDR	4-8 du/ac	23	126 ¹
Low Medium Density Residential	LMDR	SFDR/SFA R	8-12 du/ac	28	220 ¹
Medium Density Multi-Family	MDMFR	MDMFR	12-15 du/ac	31	372-465
High Density Multi-Family	HDMFR	HDMFR	15-20 du/ac	98.36 9 ²	14785- 196780
Public/Institutional					
Town Center	TC			78	
California State University				305	
Park	P			68	
Open Space	OS			147	
Business					
Business Park	BP			17 ²	
Commercial-Manufacturing	CM			6	
Neighborhood Commercial	NC			16	
Commercial	C			3735. 69	
Office-Professional	OP			10	
Hospital Complex	HC		1,335,000 SF	36	
Mixed Use (Nonresidential)	MU-4		592,415 SF	18	
Specific Plans					
(A) University District	UD ³			157	
(B) Richmar	RM ³			27	
(C) Campus Pointe II	CP ³			4	
(F)Mission 316	M ³			9	93
Road ROW				125	
Totals				1528	2624- 3627

Notes:

¹ Dwelling units may be transferred between the LDR and LMDR Districts provided that the combined does not exceed 346.

² The acres in the 69-acre SFDR/SFAR/HDMFR/BP District are distributed between the two as-built uses: 15 acres of HDMFR and 54 acres of SFDR.

³ University District, Richmar, Campus Point II, & Mission 316 are each subject to their own stand-alone Specific Plan.

2. LAND USE

2.1 RESIDENTIAL DISTRICTS

2.1.1 "CLUSTER" CONCEPT FOR RESIDENTIAL DEVELOPMENT

Much of the acreage reserved for very low, estate and single-family density housing in the project area is comprised of moderate to severe slope. It is therefore a primary objective of this plan to encourage the "clustering" of such units in "village" settings, to avoid extensive hill slope scarring and other visual impact typically associated with the construction of pads and driveways for scattered, large lot housing.

Where clustering is proposed in a planned unit project, provisions of the City's Slope Density Ordinance shall apply for the purpose of determining yield (density) only. The lot size provisions of that ordinance shall not be applied to such development, as to do so would work against the concept of clustering. Instead, the minimum lot sizes specified in Table 4 and 5 of this plan shall prevail. Where more "traditional" single-family tracts or large lot custom housing is proposed in lieu of clustering, the Slope Density Ordinance shall apply in full, requiring an increase in minimum lot size with increasing slope.

2.1.2 VERY LOW DENSITY RESIDENTIAL (VLDR): 0.125-1 DWELLING UNIT PER ACRE

This is the lowest density residential designation within the Heart of the City. It is assigned to steep terrain flanking the proposed CSU campus. Generally speaking, only single family lots are allowed, which shall be clustered into "villages" along flatter portions of secondary ridgelines to preserve highly visible hill slopes as viewed from CSU. Scattered custom lot housing shall generally be discouraged but may be permitted when hill slope scarring resulting from the grading of numerous small pads and driveways is very limited

Development in the Very Low Density Residential designation is subject to requirements of the Slope Density Ordinance and application of the Density Range Concept.

2.1.3 ESTATE RESIDENTIAL (ER): 1-2 DWELLING UNITS PER ACRE

This designation comprises a single district at the extreme southeast corner of CSU. A number of homes exist in the vicinity, and this residential district is designed to be complementary to that housing. Moderate to steep slopes predominate in this area. Preservation of the steeper terrain is encouraged and development should be limited to large lot housing in one clustered village along the less visible slopes. New projects shall be appropriately buffered from adjoining residential projects. The Estate Residential district is subject to Slope Density requirements and applications of the Density Range Concept,

2.1.4 SINGLE FAMILY DETACHED RESIDENTIAL (SFDR): 2-4 DWELLING UNITS PER ACRE

Much of the acreage under this district is characterized by relatively gentle topography which in many instances would permit more traditional subdivision design. Section 3.3.1 contains a number of architecture guidelines which shall be applied to development in this district to avoid the "cookie-cutter" sameness often encountered in such settings. Toward the same objective, creation of an identity for each single-family neighborhood shall be required. As with the preceding residential designations, clustering in areas of more difficult slope is strongly encouraged. All single-family projects shall be buffered from existing residential development and adjoining business uses through appropriate subdivision design and physical separation with landscaping, decorative walls and other devices used alone or in combination.

2.1.5 SINGLE FAMILY ATTACHED RESIDENTIAL (SFAR): 2-4 DWELLING UNITS PER ACRE

This residential district is limited to single family attached dwelling units. Section 3.3.1 of this plan contains a architecture guidelines which shall be applied to development in this district to avoid the "cookie-cutter" sameness often encountered in such settings. Toward the same objective, creation of an identity for each single-family neighborhood shall be required. As with the preceding residential designations, clustering in areas of more difficult slope is strongly encouraged.

2.1.6 LOW DENSITY RESIDENTIAL (LDR): 4-8 DWELLING UNITS PER ACRE

This district applies to single family detached homes proposed for Rancho Coronado project area and subject to the Rancho Coronado Residential Design Guidelines in Appendix E. The purpose of these guidelines is to provide superior development by creating a synchronized set of requirements for lot sizes, setbacks, landscaping, architecture, maintenance, and residential unit types pertaining to developers, builders, and homeowner associations

2.1.7 LOW MEDIUM DENSITY RESIDENTIAL (LMDR): 8-12 DWELLING UNITS PER ACRE

This district applies to single-family detached courtyard homes and paired (duplex) homes which are proposed for Rancho Coronado project area and subject to the Rancho Coronado Residential Design Guidelines in Appendix E. The purpose of these guidelines is to provide superior development by creating a synchronized set of requirements for lot sizes, setbacks, landscaping, architecture, maintenance, and residential unit types pertaining to developers, builders, and homeowner associations.

2.1.8 MEDIUM DENSITY MULTI-FAMILY RESIDENTIAL (MDMFR): 12-15 DWELLING UNITS PER ACRE

This designation is assigned to one subarea at the eastern boundary of the state university. The area is shielded topographically from the campus and from existing single-family development to the northeast and southeast by a prominent hill. This fact, plus its proximity to the university makes this acreage a logical choice for campus-serving housing. The moderate density range of this designation and the careful application of Community Design guidelines should encourage higher quality site and building design than typically encountered with such housing. Within this subarea, the term "campus-serving" shall not be construed as limiting development to student-serving rental units, but may also include other housing forms (i.e., condominiums) to serve campus faculty/staff and the public at large.

2.1.9 HIGH DENSITY MULTI-FAMILY RESIDENTIAL (HDMFR): 15-20 DWELLING UNITS PER ACRE

Most of this housing is in close proximity to the state university and business districts. This broad mix of uses is intended to reduce traffic volumes by meeting a diversity of student/faculty needs within a very convenient walking distance of the campus. To further this objective, all three of these subareas shall be master-planned to ensure integrated, pedestrian-oriented development having direct access to the campus and appropriate buffering/transitions between uses. It is the intent of this plan that development and uses within each of these areas be primarily campus-serving in nature. Accordingly, student-serving rental units shall predominate within the high-density districts adjoining the campus.

2.1.10 SFDR/SFAR/HDMF/BP

The 69-acre "SFDR/SFAR/HDMF/BP" was designed to allow up to 20 acres of student-serving HMF in the northeast corner of the district. On the remainder of the district either Business Park uses or single-family Heart of the City Specific Plan

residential uses (SFDR/SFAR) may be selected, but not both. Subsequently, 15 acres of HDMFR and 54 acres of SFDR were approved and constructed on the property.

2.2 PUBLIC/INSTITUTIONAL DISTRICTS

2.2.1 TOWN CENTER (TC)

The Town Center designation encompasses a mix of City-owned and privately held parcels at the north of Twin Oaks Valley Road and Highway 78, near the geographic heart of San Marcos. Because of its central location, this acreage has long been expected to develop as the civic, cultural, transportation and business focal point of the community. With recent improvements to the freeway interchange at Twin Oaks Valley Road, the advent of redevelopment and renewed developer interest, a true "Town Center" at this location could be realized in the near future. Previous study of the site indicates that it could support a City Hall, conference center, cultural facilities, recreation center, open space, hotel, and a range of commercial and office development. Assuming City Council approval of plans for a civic/cultural complex at this location, the following design considerations will apply:

- Design of the Town Center shall conform to the guidelines and standards of this plan.
- Civic and cultural facilities shall focus on a major open space element, which includes a water feature.
- Special consideration shall be given to a vertical focal point such as a campanile, which is highly visible from the freeway and state university (ideally, this structure would have a visual tie with a similar element on the campus to denote the community's two major activity centers)
- Existing single-family residences to the east of Valpreda Road shall be buffered from the Town Center, in accordance with the design guidelines of this plan.
- Rancheros Drive should be rerouted through the Town Center to enhance access to the area and eliminate present conflicts with the west-bound freeway off-ramp.
- Land is reserved for expansion of the existing light rail station in the Town Center.

2.2.2 PARK (P)

A 38-acre parcel is reserved for a proposed city park with future access from Santa Barbara Drive. The city is expected to acquire and develop all or portions of this park site in multiple phases to be determined in the future.

2.2.3 OPEN SPACE (OS)

Designated Open Space comprises two distinct areas. The city or other appropriate agency may acquire these lands in the future.

- Steep terrain and native vegetation in the southwest is subject to an existing conservation easement. No development is allowed except for emergency public services, trails and habitat restoration and enhancement.
- The South Lake drainage and lands adjacent to future Santa Barbara Drive, and subject to grading, road crossings, trail crossings, flood control improvements, water quality basins, fuel modification and/or habitat restoration. Most of these lands are also part of a Wetlands Mitigation Plan.

2.3 BUSINESS DISTRICTS

2.3.1 BUSINESS PARK (BP)

The business park designation comprises two large subareas located within the freeway corridor defined by Highway 78 on the north and new Barham Drive to the south. The business park designation is best described as forming the backbone of the project area. It represents an entirely new category of use with a potential for very high quality results previously unknown in San Marcos. It encompasses considerable acreage south of the freeway and will be very much in evidence from that route and all major surface streets in the area. Permitted uses within this designation reflect its orientation as something more than "industrial" and include high tech/research and industrial activities, corporate and regional headquarters, other office uses, support commercial (i.e., food) services and a range of accessory uses. In addition, this plan specifically calls for development of a high quality hotel with conference facilities within the business park subarea at the southwest corner of Highway 78 and Twin Oaks Valley Road. This facility is intended to serve in direct support of the state university and business park development.

A very high standard of development will be maintained within this designation, with fairly stringent limitations on the amount of street frontage devoted to parking, building layout and exterior treatment, etc. A primary objective of the development guidelines/standards for these areas is to affect a consistently high design standard while permitting an appropriate measure of diversity. Buildings will be separated from adjoining streets by substantial landscaped setbacks, with additional open space, pedestrian plazas and the like interspersed throughout the remainder of each site. Parking and loading areas will be relegated to the least visible, non-street side of the building and heavily screened from surrounding view in every instance. Outdoor storage within this designation will be prohibited entirely. Unimaginative building design, such as unarticulated four-sided boxes and rectangles are strongly discouraged and the use of glass is regulated to avoid the ultra high-tech "flashcube" architecture that is inappropriate to San Marcos and a campus environment. Instead, a balance of glazing, masonry and other materials lending a somewhat warmer feel is called for.

2.3.2 COMMERCIAL-MANUFACTURING (CM)

This district is limited to an existing office/commercial/light industrial center at the northwest corner of Rancheros Drive and Valpreda Road. It allows for a variety of manufacturing and heavy commercial activities and a limited amount of service commercial uses which are not typically permitted within the City's other industrial or retail zones.

2.3.3 NEIGHBORHOOD COMMERCIAL (NC)

This designation applies to two subareas at the southwest and northeast corners of Twin Oaks Valley Road and new Barham Drive. Development in these areas will be primarily campus-serving in nature and street-oriented to foster and serve pedestrian flows from the university. This designation would typically allow for smaller scale food/specialty commercial uses at the street level and office space in upper stories. To enhance this pedestrian orientation multi-tenant buildings offering a variety of lease space options are encouraged.

From a design standpoint, buildings will primarily be aligned along streetside property lines. Expansive, "regimented" landscape setbacks will be discouraged in favor of plazas and other pedestrian-oriented hardscape areas accented with plant materials. Parking areas will primarily be located to the back of buildings and heavily screened when permitted elsewhere. Vehicle access to new Barham Drive and Twin

Oaks Valley Road will be closely controlled so as to improve street capacities and limit car/pedestrian conflicts.

2.3.4 COMMERCIAL (C)

This designation is assigned to a number of small subareas situated primarily north and west of the town center site. The commercial designation is structured mainly to allow for general commercial centers serving a wider range of retail needs (on a larger scale) than neighborhood commercial. In addition to typically permitted uses, flower stands, open cafes, food vendors and the like may be appropriate in certain of these commercial settings, subject to conditional use permit review.

The emphasis for commercial subareas north of the freeway will be on development which complements and is consistent from a design standpoint, with the nearby town center.

Commercial acreage adjoining the state university is of special concern and its design and use will vary somewhat from that encountered within other commercial subareas. Development here shall provide for public spaces, outdoor cafes, food establishments, bookstores and similar student serving uses. This area shall be connected to on campus housing with a pedestrian link, which conducts students and faculty to it as an end destination for shopping, dining and relaxation. The primary result of this should be to keep students and faculty on foot and out of their vehicles. To reinforce the pedestrian emphasis in this area, vehicular access to it shall be minimized. This acreage shall be designed with adjoining office professional and multi-family residential acreage to achieve a truly integrated multiple use area serving a variety of campus needs.

2.3.5 OFFICE-PROFESSIONAL (OP)

The office-professional designation consists of three subareas. One of these abuts the east side of Twin Oaks Valley Road just north of Mission Road. The remaining two are situated northwest and southeast of the main campus entry on Twin Oaks Valley Road. Due to their prominent location, these latter areas shall employ a street frontage treatment similar to that specified for neighborhood commercial development to the north. This should ensure visual continuity along all of Twin Oaks Valley Road opposite the campus and encourage pedestrian traffic. Support commercial uses such as food establishments may be encouraged, on a very limited basis at ground floor levels to further enhance the pedestrian atmosphere.

Development of the office subarea contiguous to the state university should take the form of leasable "spec" buildings, which could serve as temporary office space for faculty and administration as the university grows. Such development shall be designed in conjunction with abutting commercial and multifamily uses to achieve the desired pedestrian and campus-oriented look/feel.

Parking for office-professional development south of the freeway shall be located at the rear of buildings. When permitted elsewhere due to unusual site conditions or constraints, parking shall be completely screened from street view.

2.3.6 HOSPITAL COMPLEX (HC)

The hospital complex designation applies to one 40-acre subarea located at the northwest corner of Craven Road and Rush Drive. Permitted uses within this designation include medical and administrative offices, hospital facilities and accessory uses incidental to operation of the hospital complex.

Development within this designation shall utilize a campus-like arrangement with a secure outdoor environment, inviting public spaces, and well-defined points of entry. This designation will demonstrate a high quality of development. Project design shall include such elements as rooftop gardens, pedestrian

bridges to connect structures, and substantial landscaping in setbacks. Open public spaces will incorporate outdoor dining, water features and elevated exterior walkways to orient visitors as they approach.

Parking structures will be designed and constructed to be an architecturally pleasing component of the overall development. Flat, blank walls, sometimes referred to as the utilitarian look, will be avoided and landscaping will be used to add interest to parking structure facades. Loading areas are to be below the first floor and between structures. Outdoor storage within this designation is discouraged; however, outdoor storage incidental to the practical medical use of the facility is permissible provided it is adequately screened from view

2.3.7 MIXED USE (MU-4)

Provides for a variety of commercial, office professional, and office park uses integrated as a cohesive development on 17 acres in Rancho Coronado. These uses may be mixed “vertically” (on separate floors of a building) or “horizontally” (on a single site or adjacent parcels). Structured parking may be necessary and/or shared parking arrangements may be allowed consistent with the nature of mixed uses. Typical uses include commercial retail, commercial services, office, and business park uses. Retail and other active services are encouraged at street level. This designation does not allow residential uses. The site is also identified as a possible school site if acquired by the school district.

2.4 SPECIFIC PLAN AREAS

2.4.1 UNIVERSITY DISTRICT (UD)

Notwithstanding its location in the Heart of the City, the University District is subject to its own stand-alone specific plan. (See Appendix A.)

2.4.2 RICHMAR (RM)

Notwithstanding its location in the Heart of the City, the Richmar District is subject to its own stand-alone specific plan. (See Appendix B.)

2.4.3 CAMPUS POINTE II (CP)

Notwithstanding its location in the Heart of the City, the Campus Pointe II District is subject to its own stand-alone specific plan. (See Appendix C.)

2.4.4 Mission 316 (M)

Notwithstanding its location in the Heart of the City, the Mission 316 is subject to its own stand-alone specific plan. (See Appendix F.)

2.5 URBAN DESIGN OVERLAY ZONE

The underlying land uses in the Urban Design Overlay Zone are subject to the additional requirements and guidelines of the Urban Design Program in Appendix D.

The special design area encompasses a band of properties designated for business use along the fringe of the state university). Given their proximity, these parcels have a very high potential for visually impacting the campus through inappropriate design in addition, many of them front directly on Twin Oaks Valley Road and new Barham Drive, each a high volume arterial highway. Development of these properties is therefore of special concern to both the City and the State University.

The special design area functions as an overlay on underlying land use designations. Within this overlay, development will be held to the additional standards found in the Urban Design Program in Appendix D. Examples of these higher standards include:

- A more restrictive building height limit;
- A requirement that all development proposals within the overlay area include a visual simulation/impact analysis to determine visual effect on the campus and means of minimizing that impact;
- Numerous design guidelines and development standards requiring human scale, pedestrian-oriented development that puts its best (building) face to the street and parking to the rear.

The special design area is aimed at encouraging a higher quality of development in the vicinity of the campus. It is not intended to limit the intensity of use ordinarily permitted by the underlying land use districts within the Special Design Area.

3. DESIGN GUIDELINES

The design manual has been prepared to describe in general terms both textually and graphically the concepts contained within the urban Design Plan of the Heart of the City development in the City of San Marcos. The underlying intent is to allow each development area to establish an individual identity, yet blend with the overall community theme. Included are parameters for integrating site planning, architecture and landscape design. When implemented, the guidelines will have provided a means of creating a desirable living, working, and city center environment for the City of San Marcos.

Notwithstanding the provisions of this section, the design guidelines in the Rancho Coronado Residential Development and Design Standards (Appendix E) replace this section in its entirety as pertaining to LDR and LMDR categories in Rancho Coronado.

3.1 URBAN DESIGN CONCEPT PLAN

The City of San Marcos envisions the Heart of the City as the Central Civic and Business center for all of San Marcos. A full range of land use elements have been designated to include civic buildings, commercial, business parks, office, residential and institutional uses, all of which when brought together, will form the fabric of an Urban Design Concept Plan (Figure 3).

There are nine design components that serve to create and unify the major land use elements and create a unique character for the Heart of the City. These include major and minor entries, activity centers, landmarks, neighborhoods, freeway park, special edge conditions, transit opportunities, major pedestrian corridor, and existing community edge. Sketch Details S1-S4 and Plan Details P1-P5 located on the Urban Design Concept Plan are shown on Figures 4 -9.

3.1.1 MAJOR AND MINOR ENTRIES

A major component of the new community will be major and minor entries. A clear hierarchy is proposed based upon land uses elements, design and magnitude of highway system and location within the project area. Entries will be highly visible elements, consisting of special paving, lighting, landscaping, and street furniture.

3.1.2 ACTIVITY CENTERS

The Civic Center Complex and the University are the main activity centers for the Heart of the City. Collectively they create strong focal and destination points. Attention will be given to facilitating vehicle and pedestrian movement to and from these areas. Special design consideration should be given to site planning, architecture, landscape and public art to emphasize the importance each of these developments will have in creating a desirable image for the City of San Marcos.

3.1.3 LANDMARKS

A. University

To capitalize on the natural topography of the City of San Marcos, university buildings should be massed on hillside areas, with open space and recreation elements located on lower slopes. Emphasis is placed on the maintenance of strong view corridors to the university from the town center and other activity areas. Pedestrian movement from the campus to commercial and other adjacent uses and access to the light rail station adjacent to the town center are encouraged.

B. City Hall

Design Concepts for this unique area should emphasize civic and cultural activities. Special architectural opportunities should be utilized to capture the spirit and image of San Marcos. The "Art in Public Places" concept should be adopted city-wide and implemented within the town center development. Design elements to encourage pedestrian access and maximize views from the site are important components to create a user friendly environment

C. Retail Center

The Retail Center located along Barham Drive and Twin Oaks Valley Road will provide services and goods to the community and especially the university. In addition, the building and pedestrian walkway/plaza areas will set an urban design theme for the Heart of the City. One and two story buildings abutting the pedestrian sidewalk with highly articulating elevations are encouraged. Special paving and lighting fixtures with double rows of street trees will set the tone for the pedestrian as well as for shoppers.

3.1.4 NEIGHBORHOODS

The Heart of the City community has been organized into a neighborhood concept for development. The proposed concept plan elements will give special identity to each neighborhood and land use. This will be accomplished through setbacks, landscaping, controlled entry and architectural design.

3.1.5 FREEWAY PARK

Special emphasis will be given to the State Highway 78/Twin Oaks Valley Road interchange. It is a major point of entry to the city and should be developed accordingly.

3.1.6 SPECIAL EDGE CONDITIONS

It is proposed that a park setting be created consisting of a simple plant palette of low ground cover and very tall accent trees in random groupings. This treatment will produce the desired contrast with the urban street concept proposed for commercial/business park development.

The image for the Heart of the City will be created through the developed edge conditions. Therefore, special consideration has been given to all existing and proposed arterial highways, secondary streets and other edge conditions. (See also Figure 10: Landscape Concept Plan.) Special building setbacks, landscaping, pavement treatment, lighting and other street furniture are proposed to create the desired image.

3.1.7 TRANSIT OPPORTUNITIES

The light rail main station located along Mission Road will form the backbone system for transit ridership to the community and its activity centers. This system should be expanded to surface streets via rubber tire vehicle (shuttle) to connect to the university, town center, and elements of the University District. (See University District Specific Plan in Appendix A.) Special rights-of-way have been established in the heart of the business district to facilitate this objective.

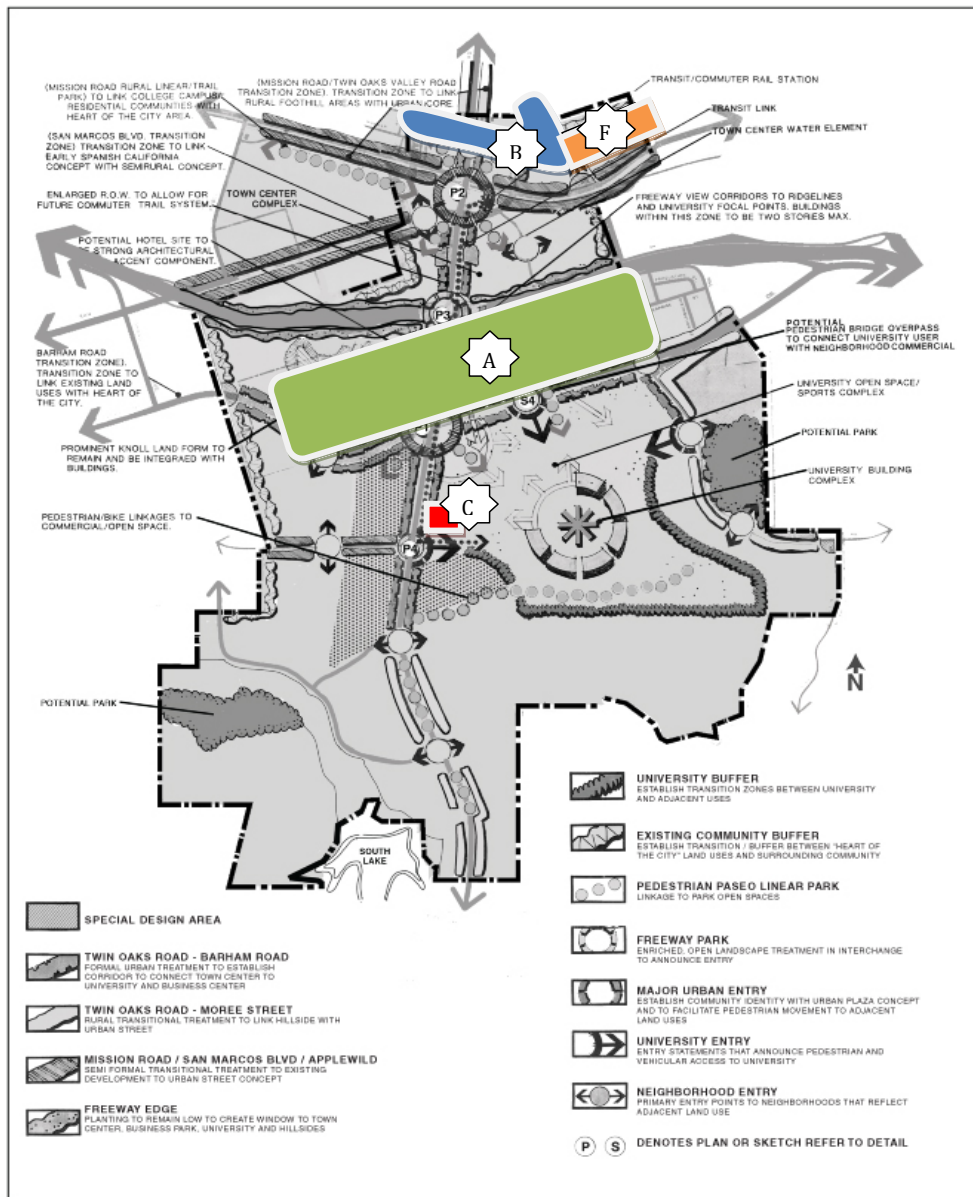
3.1.8 MAJOR PEDESTRIAN CORRIDOR

Pedestrian movement into and through the community has been evaluated. Based upon anticipated movement patterns, major pedestrian walkways are proposed to connect the activity centers, university, downtown retail area, the town center complex and elements of the business park. Special walkway widths and a grade separated pedestrian bridge are part of the Heart of the City proposal.

3.1.9 EXISTING COMMUNITY EDGE

The existing development that abuts the Heart of the City will be carefully considered and respected as redevelopment occurs. Special landscape buffers, grading and landscape elements will be used to accomplish a smooth transition.

Figure 3. Urban Design Concept Plan



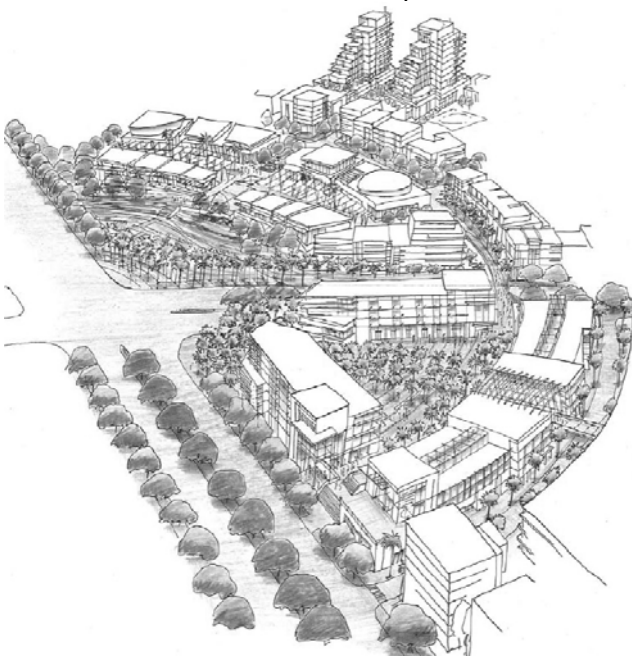
Heart of the City Specific Plan

Specific Plans referenced above have independent landscape guidelines.

Figure 4. Sketch Details S1 and S2

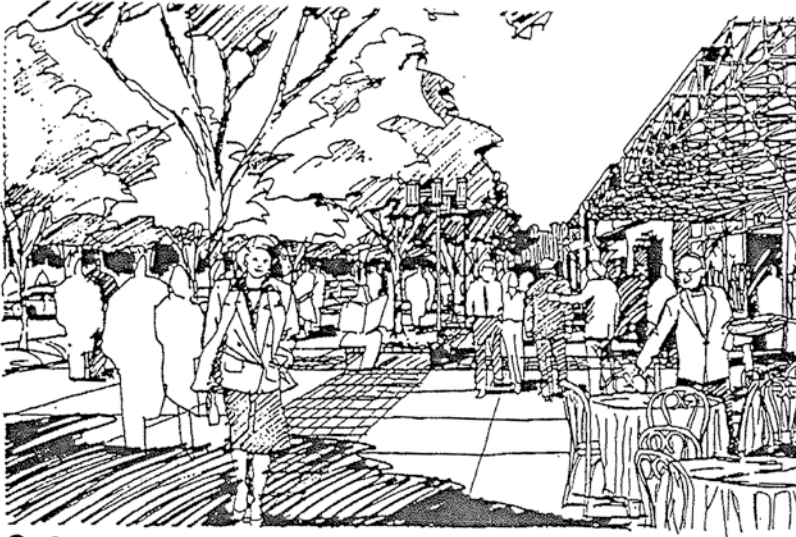


S1: Office Park Perspective

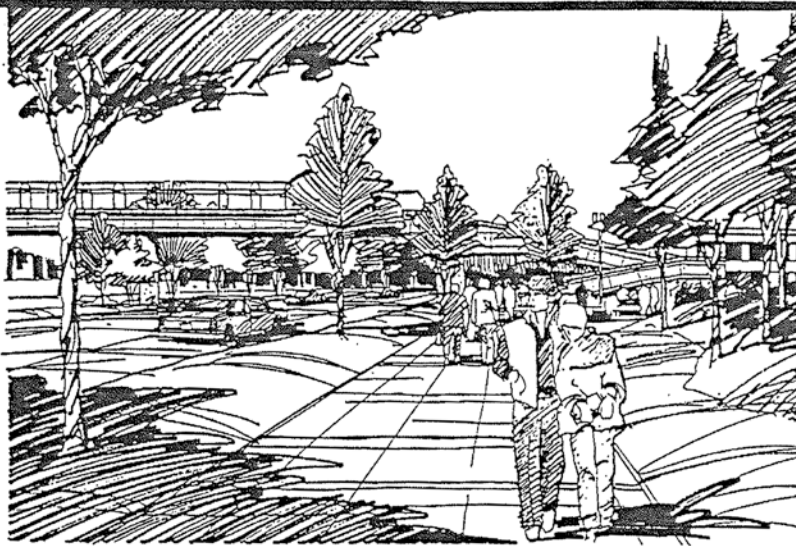


S2: Mixed Use Center Perspective

Figure 5. Sketch Details S3 and S4



S 3 PEDESTRIAN PROMENADE



S 4 POTENTIAL
PEDESTRIAN BRIDGE
OVERPASS

Figure 6. Plan Detail P1

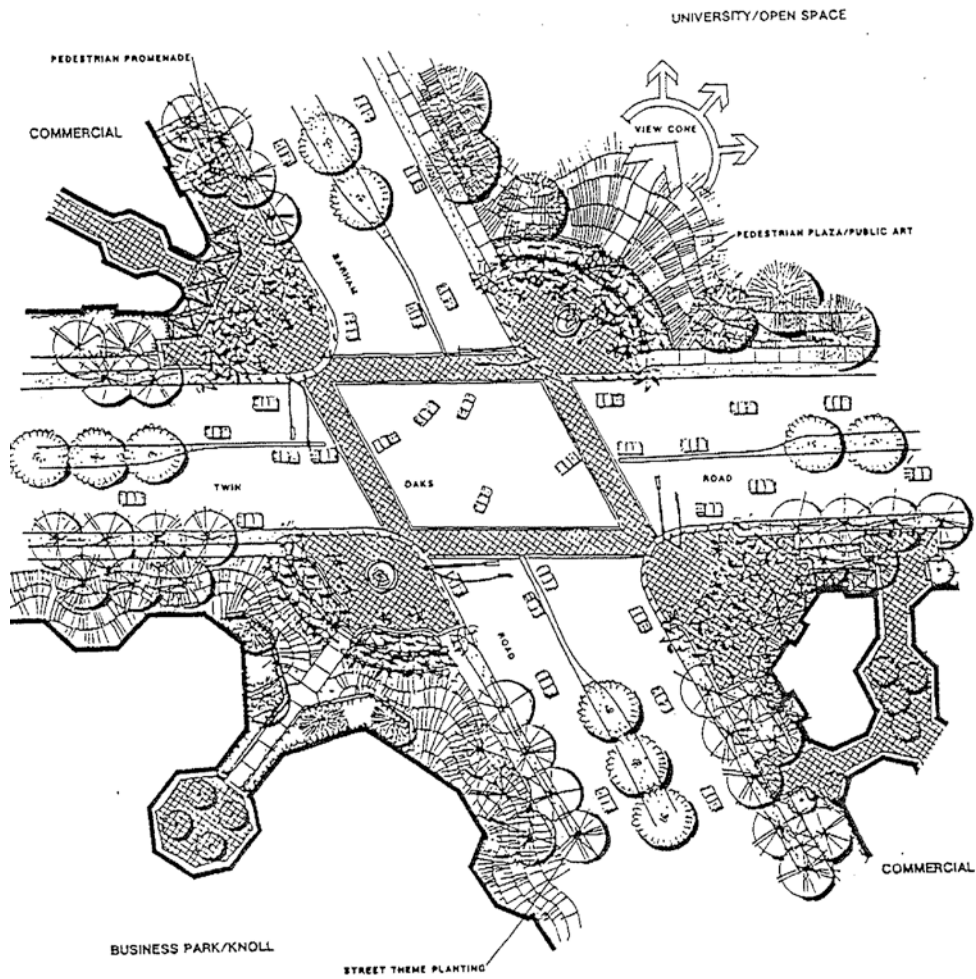


Figure 7. Plan Detail P2

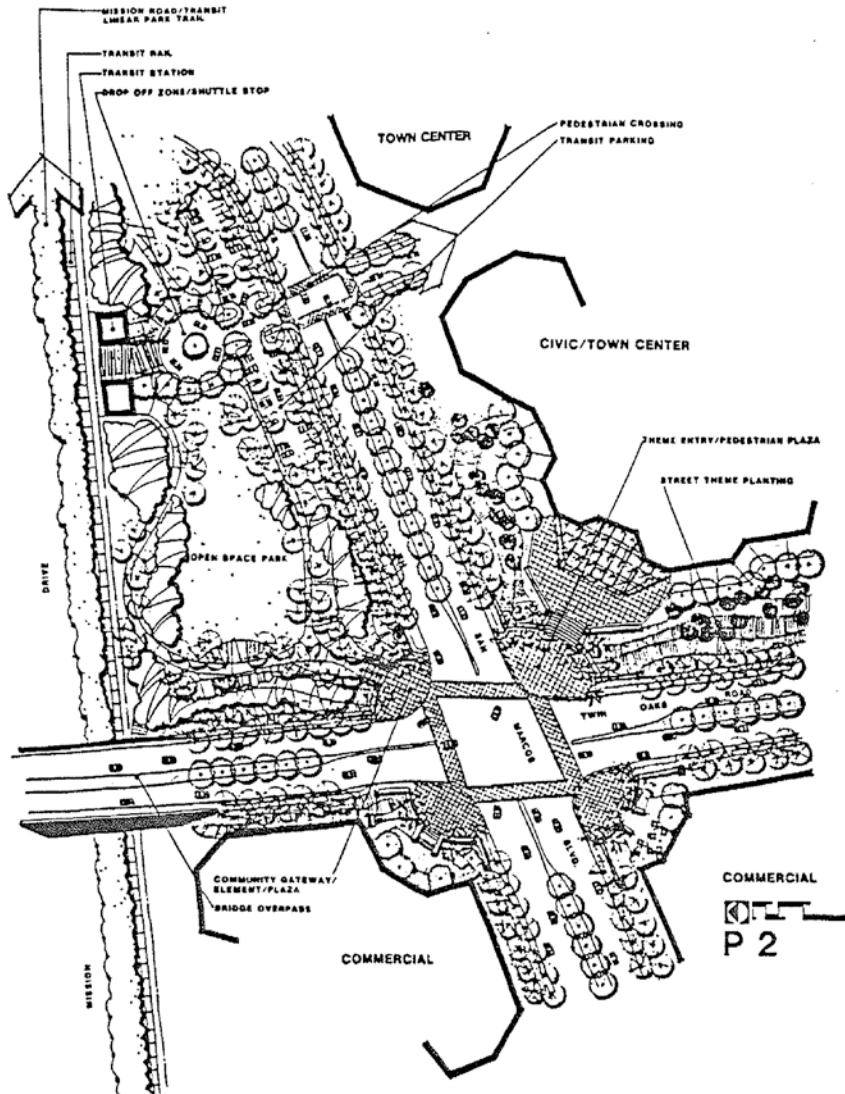


Figure 8. Plan Detail P3

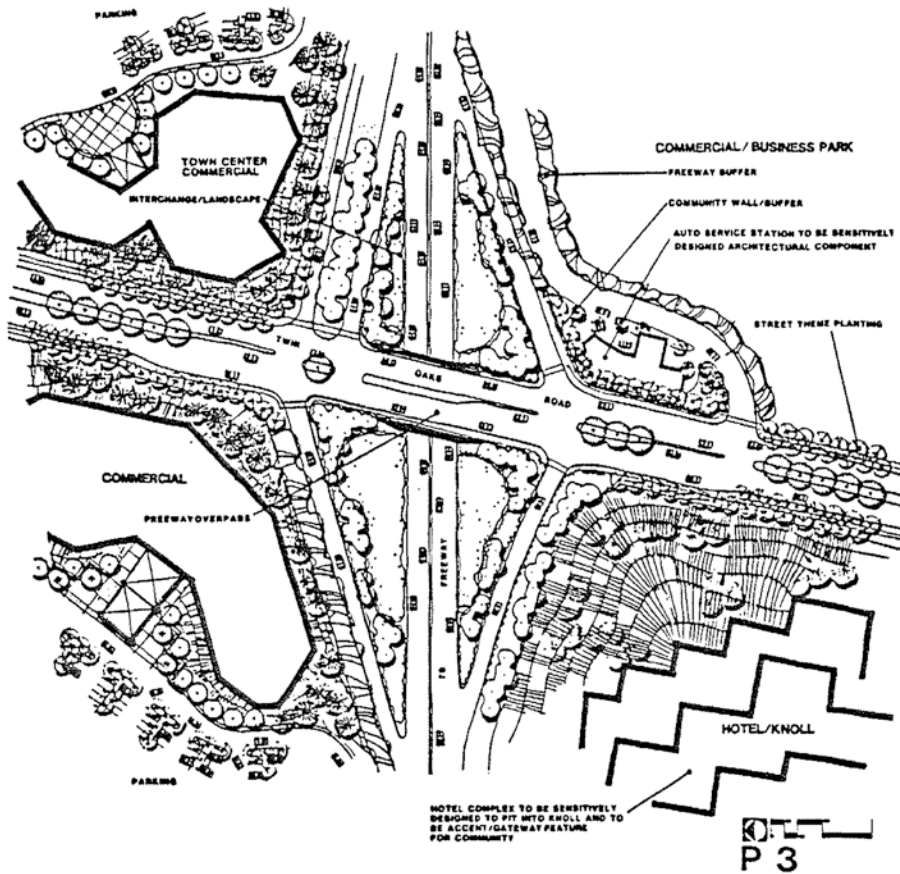
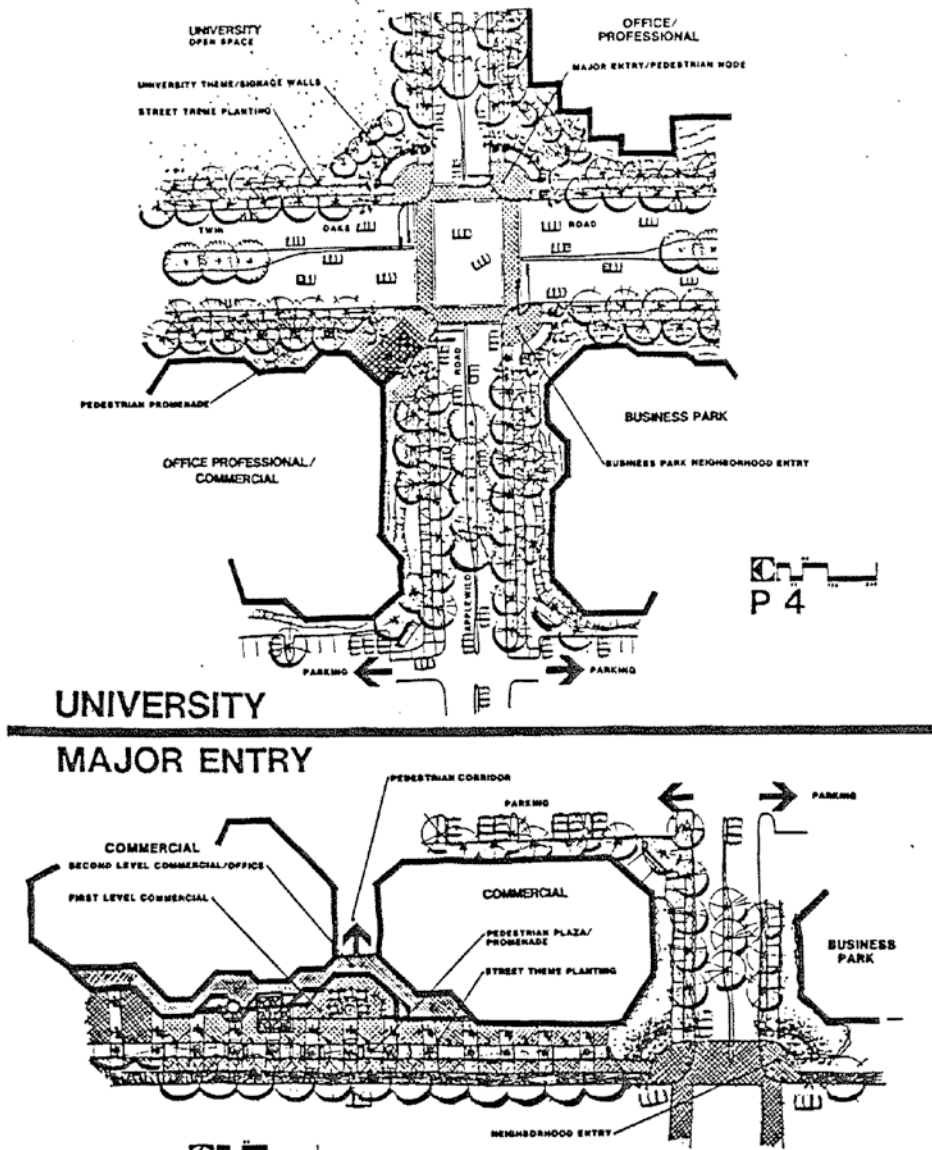


Figure 9. Plan Details P4 and P5



3.2 SITE PLANNING GUIDELINES

3.2.1 RESIDENTIAL

These Guidelines are intended to promote a community that will (1) have a clear identity and sense of place, (2) meet the needs of the residents, and (3) provide a harmonious and pleasing environment for all uses and activities. They provide direction to planners, architects, and landscape architects for key design components of the Community. They establish criteria to achieve and maintain a harmonious development identity and level of quality throughout the community, while providing the flexibility to maximize individual character.

These Guidelines are formulated to provide quantitative criteria on appropriate aspects of physical development, as well as qualitative guidance on aspects of how buildings, landscaping, hardscape and signing, may positively affect the land and residents.

A. General

- All development styles should foster a custom impression and individual expression.
- The placement of structures within each development area should be considered with respect to prevalent environmental conditions -sun, wind, terrain, views, and existing drainage, trees, and other vegetation.
- The siting and design of structures and landscaping should ensure that they blend into the terrain and do not dominate the landform as seen from lower elevations.
- Clustering of residential units is encouraged to promote "people scaled" neighborhoods.
- Variation and undulation of slopes to create natural character shall predominate.
- Residential structures should draw their character from surrounding natural and manmade features. Forms should complement the natural environment through materials, textures, and colors.
- In areas of developed open space, outdoor lighting shall be energy-efficient, shielded and screened to prevent direct rays from reaching adjacent properties.
- Development edges between natural open space and improved recreation areas should maximize view potential and access. Open space fingers should extend into residential areas where possible
- All pedestrian and vehicular circulation should be designed to create a consistent community image of landscaped corridors connecting recreation features and open spaces.

B. Estates

- Estates should be sited to preserve natural landforms through custom grading/foundation design
- Buildings should step up or down slopes in split-level or terrace fashion. Varying grade level changes may be used, depending upon slope conditions.
- Retaining walls are encouraged when they result in either a significant reduction in manufactured slope area and/or increase in the usable site area, and should be screened from view
- Screening (lattice-work, vegetation, etc.) shall be required on the exposed understory of any column supported or cantilever structure. Screening devices and architectural techniques shall blend with the architectural character of the building.
- Curvilinear streets and cul-de-sacs should be utilized whenever possible for visual interest, privacy, and safety; straight street alignments should be avoided.
- High elevation estates bordering natural open space should be designed to maximize resident views and minimize public access traffic and fire hazards within natural space areas.
- Buildings shall be sited and designed to minimize disturbance to existing vegetation.

- The design of ancillary structures (guest-houses, cabanas, barns, storage sheds, etc.) shall be architecturally tied with the main structure through the use of building walls/ roofs/trellises, fence/wall connections, and/or landscaping.
- Trash and storage areas, and propane tanks shall be screened and gated from frontage roads. Dumpsters shall be enclosed and covered and shall regularly be emptied.
- Utility structures and facilities (including ground mounted solar collection devices), where permitted shall meet the following criteria:
 - * All structures/facilities shall be shielded from view from any adjacent lot or road.
 - * Screening materials shall consist of fences, landscaping, and/or berming, and use the natural terrain where possible.
 - * Screening materials shall be compatible with surrounding architecture and landscaping.
 - * No visible exterior radio, television, or other type of antenna (including satellite reception disks) shall be erected or maintained.
- Tennis courts shall meet the following criteria:
 - * Courts shall be situated so that fencing and lighting fixtures do not unreasonably impair views from adjacent dwellings. These shall also blend with the natural terrain to the extent possible.
 - * Heights, materials, colors, and configurations of fencing and lighting fixtures/standards shall be selected to blend with the natural backdrop to the extent practical.
 - * Outdoor lighting shall be energy-efficient, shielded and screened to prevent direct rays from reaching adjacent properties.
 - * All metal fencing around tennis courts shall be a color-coated mesh and have a wood cap treatment using material to visually reduce the height as well as to maintain a consistent character.



C. Large-Lot Detached Homes

- Curvilinear streets and cul-de-sacs should be utilized whenever possible for interest, privacy and safety.
- Homes should be arranged whenever possible in a staggered and variable setback fashion, to provide visual interest and avoid repetitive appearance of arcades and yards.
- Driveways shall be of sufficient depth/width to reduce undue on-street curbside guest parking.
- Varying lot widths and configuration at cul-de-sacs and corners is encouraged to promote a custom housing feel.
- Sidewalks shall be separated from the curb by a parkway of sufficient width to accommodate approved street tree growth.
- Variable building/wall setbacks from back of walks shall predominate.
- As the vertical height of a home increases, it should step back from the street.
- Additional right-of-way is encouraged in cul-de-sac bulbs to allow for a significant median/planting island.
- Increased side yard separation of homes at cul-de-sac bulbs is encouraged to allow pass-through views.

D. Single Family Detached Homes

- Knuckles are encouraged to slow traffic and relieve rectilinear block configuration.
- Curvilinear streets and cul-de-sacs shall predominate.
- Setback variety shall predominate.
- Varied driveway locations are encouraged to break-up repetitive curb cuts and yard patterns.
- A combination of side-entering and front-entering garages shall predominate.
- Combinations of one, one and a half, and two story units create yard variation and visual interest, and are encouraged.
- Blank facades on zero lot line units (especially two-story units) shall be architecturally relieved.
- Garages should not dominate street scenes in narrow lot tracts (e.g., consider common wall between units with vertical elements at unit entries).
- Safe and convenient circulation connections shall be provided between housing areas and parks, activity center and the university.
- Creativity in relating residential areas (e.g., yards, walkways, streets, and recreational amenities) to open space shall predominate.
- Where possible, local streets should terminate in cul-de-sacs that actually touch the pedestrian corridor so residents on the street have both visual and physical access.
- Cul-de-sac streets are encouraged (not required) in single family areas with side yards facing public streets.
- The offset staggering of cul-de-sacs along the pedestrian corridor shall predominate.
- Common area fencing, walls, gates, and other security features (where appropriate) should be designed to facilitate access to the pedestrian corridor.
- Rear or side elevations of residential units should be fully developed where visible from roadways.



E. Single Family Attached Homes

- Single family attached products should be architecturally articulated to project an image of customized homes.
- Adjacent units need to suitably vary, using complimentary forms, colors, textures and materials.
- Driveways should be grouped with a separating planting strip to provide maximum effective turf areas.
- Walls or other features should be used to lengthen the horizontal elements of elevations and reduce the visual impact of garage doors.
- Combinations of front and side entering garages shall predominate.
- Preferred configurations include architectural treatment as traditional single-family units or traditional row houses.
- Garages shall be set back from the street sufficiently to allow driveway parking without overhanging the sidewalk.
- Garages may take access from an alleyway, if this concurrently improves the quality of the "front yard"



streetscape by eliminating curb cuts and driveway aprons.

- Garages should have a single-story mass at the front of the building to allow a stepped-back architectural transition into two story massing.
- Curvilinear streets to reduce linear character shall predominate.

F. Multiple-Family Homes

- Garages may be detached but should be clustered in parking courts removed from through traffic.
- Units within buildings shall be staggered to create architectural interest in facades, adjoining streetscape, and common open space areas.
- Guest parking, where possible, should be located along through circulation drives and near unit entrances.
- Materials, roof forms, and colors of detached garages should be consistent with design of adjacent residences.
- Rear elevations facing parking courts shall be fully articulated.
- Variations of setbacks within buildings and their component volumes are encouraged to create visual texture and shadow patterns.
- Multi-family units shall be limited to a maximum of sixteen units per structure.
- Angling of entries and attached garages is encouraged.
- Separation of pedestrian/vehicular traffic shall predominate
- Projects bordering natural open space areas should be designed to maximize views but discourage physical access and traffic.
- Projects should progressively incorporate pedestrian corridor extensions, and provide appropriate walkway connections for all residents.
- Project entries should be punctuated by a strong open view of significant green space, and preferably relate directly to a common recreation facility.
- Accent paving to delineate project entrances and key pedestrian crossings shall predominate.
- Open parking and carports shall be clustered into parking courts.
- Aesthetic integration of carport structures with materials used in architectural patio, and theme walls shall predominate.
- Orienting of units to streets or courtyards shall predominate.
- Stairways should be integrated into the architectural features of buildings. Exterior add-ons are discouraged unless they are coordinated with a master plan of construction approved during formal design review.
- One-half story below grade (e.g., tuck-under or semi-subterranean) parking is encouraged
- Reversing floor plans to reduce repetition shall predominate.
- Full architectural articulation of highly visible rear and side elevations shall predominate.
- Individual multi-family buildings should be separated sufficiently to provide a green space image and accommodate walks and other circulation elements.
- Parking areas shall be screened from functional green spaces (e.g., entries, walks, etc.).

3.2.2 BUSINESS/OFFICE/COMMERCIAL

A. Building/Parking Orientation

- Parking shall be oriented to permit pedestrian flow to shops without having to cross numerous traffic aisles.

- Separately paved and landscaped pedestrian walks from vehicle parking areas to building complex are encouraged.
- Bumpers or other tire stops shall be provided for all parking spaces abutting a sidewalk, planting area, street, or alley.
- All parking spaces shall be clearly striped. Double striping is preferred.
- Entry identification through enriched paving of driveways shall predominate.
- The use of landscaped medians at major entries shall predominate.
- Customer access and circulation should be separated from service/truck areas.
- Service areas shall be screened from streets, pedestrian corridor, or adjoining land uses through location, elevation, landscape, and/or architectural means.
- The use of significant ground cover areas to separate vehicular traffic from structures shall predominate.
- Pedestrian courts are encouraged, especially to accent a greenway access point or primary vehicular entry.
- Parking shall be screened from streets through combined use of berming, low walls and landscape.
- Significant landscape/median separations between major parking areas shall predominate.
- Building massing, height, and bulk shall be comparable to that of nearby surrounding uses.
- Facades adjacent to differing land uses shall employ variable setbacks, stepping, angling, or architectural techniques to relieve expansive, unbroken wall planes.

B. Lighting Design Concept

As with landscaping and signs, lighting is an important element contributing to the identity and unity of commercial/business district. All on-site, exterior lighting is to be consistent in height, spacing, color and type of fixture throughout the area in conformance to the following lighting parameters:

- On-site lighting includes lighting for parking areas, vehicular and pedestrian circulation, service areas, building exteriors, landscaping, security and special effects.
- All exterior lighting shall be shielded and confined within site boundaries. No direct rays or glare are permitted to shine on to public streets or adjacent lots.
- Lighting fixtures are to be of contemporary design.
- All exterior light sources shall be of a low-pressure sodium type.
- Security lighting is restricted to service areas and may not be substituted for parking lot or pedestrian circulation lighting.
- Lighting must meet all requirements of the City of San Marcos.

C. Signing

- Sign materials and colors shall complement the building
- Structural sign elements shall be faced with metal or masonry materials where appropriate
- Signs may be attached to a building wall, hung from an overhang, or be free standing if approved during design review. They may not be attached to a roof or extend above the eaveline.

3.2.3 HOSPITAL COMPLEX

A. Building/Parking Orientation

- Parking shall be oriented to permit pedestrian flow to building entrances without having to cross numerous traffic aisles.
- Separately paved and landscaped pedestrian walks from vehicle parking areas to building complex are encouraged.
- Bumpers or other tire stops shall be provided for all parking spaces abutting a sidewalk, planting area, street, or alley. Oversized sidewalks or planting areas appropriately planted may be substituted for tire stops.
- All parking spaces shall be clearly striped. Double striping is preferred.
- Entry identification through enriched paving of driveways shall be predominate.
- The use of landscaped medians at major entries shall predominate.
- Customer access should be separated from service/truck areas.
- Service areas shall be screened from streets, pedestrian corridor, or adjoining land uses through location, elevation, landscape, and/or architectural means.
- The use of significant turf areas to separate vehicular traffic from structures shall predominate.
- Pedestrian courts are encouraged, especially to accent a greenway access point or primary vehicular entry.
- Parking shall be screened from streets, through combined use of berming, low walls and landscape.
- Significant landscape/median separations between major parking areas shall predominate.
- The site shall be designed so as to be compatible with surrounding development.
- Facades adjacent to differing land uses shall employ variable setbacks, stepping, angling, or architectural techniques to relieve expansive, unbroken wall planes.

B. Lighting Design Concept

As with landscaping and signs, lighting is an important element contributing to the identity and unity of hospital complex district. Due to the expanse of the area to be lit and the diversity of uses on-site, variation in the height, spacing and fixture type for exterior on-site lighting may be permitted, provided the elements are integrated by project design. To ensure consistency throughout the development, on-site lighting must conform to the following lighting parameters:

- On-site lighting includes lighting for parking areas, vehicular and pedestrian circulation, service areas, building exteriors, landscaping, security and special effects.
- All exterior lighting shall be shielded and confined within site boundaries. No direct rays or glare are permitted to shine on to public streets or adjacent lots.
- Lighting fixtures are to be of contemporary design.
- All exterior light sources shall be of a low-pressure sodium type.
- Unique accent lighting may be used to feature architectural elements, landscaping, entrances and pedestrian area so long as it is compatible with all other lighting.
- Security lighting is restricted to service area lots or pedestrian circulation lighting.
- Lighting must meet all requirements of the City of San Marcos.

C. Signing

- Sign materials and colors shall complement the building.
- Structural sign elements shall be faced with metal or masonry materials where appropriate.
- Signs may be attached to a building wall, hung from an overhang, or be free standing if approved during design review. They may not be attached to a roof or extend above the eaveline.

3.3 ARCHITECTURAL GUIDELINES

3.3.1 RESIDENTIAL

A. Architectural Character

The intent of these guidelines is to establish standards of high quality architecture in the Heart of the City. The Plan and guidelines encourage creative design solutions to the objective of a central landmark neighborhood for San Marcos. The character of the Heart of the City residential areas shall favor architectural styles that fit the setting and life styles of the densities proposed which may include Mediterranean, Italian Hillside and Country French architecture ("multi-theme/Mediterranean").

The multi-theme/Mediterranean style is encouraged in areas designated with residential densities over 1 dwelling unit per acre. Architectural styles of residential developments in areas designated with lower densities (.125 -1 du/ac) shall be subject to Planning Division approval. Residential architectural design within these lower density areas (.125 -1 du/ac) should be compatible with the hillside areas yet harmonious with the multi-theme Mediterranean style for the remainder residential areas within the Heart of the City Plan. The multi-theme/Mediterranean style architecture of the single family attached and detached areas (2-4 du/ac) located at the southern portion of the planning area on both sides of Twin Oaks Valley Road, shall be blended with elements that harmonize with the hillside character.

This section provides descriptions and illustrations of building materials and forms expressive of the multi-theme/Mediterranean style. The exterior appearance of the Mediterranean style architectural features should be of permanence through the use of masonry, stucco, and tile roofs. The residential designs shall use light or pastel color basics, tile accents, and simplified or molded projections. Architectural components are defined in these guidelines as "required, discretionary (limited), and prohibited." These definitions are provided for future designers so the design solutions for various elements are focused on the priorities of the plan.

B. Building Massing and Scale

The Heart of the City architectural image will be perceived primarily from public spaces such as streets, parks and greenbelts. Therefore, building massing, scale and roof forms are the primary design components and require careful articulation. Emphasis shall be on horizontal forms.

Required:

- Articulation of wall planes both vertically and horizontally.
- Projections and recesses to provide shadow, depth, and definition of the architectural styles.
- Simple, bold forms to balance the architectural styles.
- Combinations of one and two story forms conveying sense of human scale.

Prohibited:

- Large expanses of flat wall planes vertically or horizontally.
- Repetitious forms.

C. Roof Pitches and Materials

Principal roof forms shall be gable or hip with pitches from 4: 12 to 6: 12 for Mediterranean, 5: 12 to 12: 12 roof pitch for French Country, and 3 1/2 : 12 to 6: 12 roof pitch for Italian Hillside. All pitched roof materials shall be clay or concrete tile for Mediterranean and French Country and s-shaped for Italian Hillside from the approved color and material board to ensure a continuity of textures and colors. Minimal flat roof areas shall have gravel surface with color to match roof tile. Short roof overhangs are encouraged with simple plaster fascia for Mediterranean with no exposed rafter tails. French Country shall include secondary rooflines with overhang from 12-18". Italian Hillside shall provide minimal intersecting roofs with 24" overhang.

Required:

- Gable and hip roof forms.
- Combining one and two story elements.
- Creating jogs in ridgeline.
- Varying plate heights and ridge heights.

Discretionary:

- Small areas of flat and shed roofs (limited)

Prohibited:

- Gambrel, mansard and "period" style roofs

D. Materials and Colors

Exterior plaster or stucco will be the primary wall surface material with a sand finish texture. Heavy textures such as Spanish Lace, swirl or heavy trowel are prohibited. Wall finish colors shall be off-white or light pastel selected from the approved color palette. Accent materials and colors used to complement the stucco are allowed and encouraged in moderation. Wood trim shall be stained with light-colored, semi-transparent stains or painted as accents. The crisp, clean and simple use of tile, brick, stone and masonry are permitted as design accents and trim if used in a contemporary expression.

Color is intended to act as a primary theme conveying element, and reflective of Southern California styles. In general, the values should remain light, although darker or lighter accents are encouraged to highlight the character of the building, especially on balcony rails and inlaid tile bands. However, use of materials such as vinyl or aluminum siding, wood or masonite siding, rustic materials (i.e., stone or brick) and dark earthtone colors as primary wall surfaces is prohibited.

E. Windows and Doors

Recessed door, window and wall openings are characteristic elements of the intended architectural style and convey the appearance of thick protective exterior walls. Fully recessed openings are encouraged, although plaster projections and projecting windows may be used to add articulation to wall surfaces.

Particular attention must be given to the shading of windows with a western exposure. Interior and exterior shading devices are encouraged. Operable windows are encouraged to allow cross ventilation. High interior spaces should have operable windows or exhaust vents to release built-up heat.

Required:

- Accent trim or tile.
- Color accented window frames.
- Rectangular and arched openings.

Discretionary:

- Use of canvas awnings (limited).
- Use of wood lattice (limited).
- Divided window lites (limited).

Prohibited:

- Silver or gold window or door frames.
- Reflective glass or metal awnings.

F. Garage Doors

Garage doors shall be simple in design. They are a major visual element in single family attached and detached housing. Accent colors are encouraged to complement the architecture and provide visual variety along streetscapes. Applied decoration is prohibited.

Required:

- Minimum eight (8) inches recess from adjacent walls.
- Staggered setbacks to adjacent doors in multifamily.
- Garage door enhancement with architectural molding detail.
- Create variations in panel/window design for each architectural style.

Prohibited:

- Metal Doors.
- Bold trim and patterns.

G. Balconies

The incorporation of balconies into the building form is encouraged for both practical and aesthetic value. Balconies should be integrated to break up large wall masses, offset floor setbacks, and add human scale to buildings.

Required (as per architectural style):

- Sand finish stucco.
- Simple, clean, bold projections.
- Balconies which articulate wall surfaces.
- Ceramic tile accent trim.
- Painted wood trim.
- Rough sawed wood discouraged.
- Shutters.
- Brackets and lookouts.
- Tapered columns.
- Tower elements.
- Decorative wrought iron.
- Accent molding.

Discretionary:

- Use of single pipe rail above low stucco wall (limited).

H. Exterior Stairs

Simple, clean bold projections of stairways are encouraged to complement the architectural massing and form of a building. Stairways shall be of float or sand finish stucco with accent trim of complementary colors.

Required:

- Side walls of sand or float finish stucco.
- Accent trim cap or banding of tile.
- Stairway design and location to complement building form if possible, to blend in with elevation.

Prohibited:

- Prefabricated metal stairs.
- Open railings.

I. Columns and Archways

Columns incorporated as a structural or aesthetic design element shall convey a solid, durable image as expressed through bold forms. Columns may be used as a free-standing form or as support for porch roofs and balconies.

Required:

- Square or cylindrical plaster columns.
- Tile accent bands on plaster columns.
- Free-standing plaster archways (flat and/or round) at entrance gates.

Prohibited:

- Exposed pipe columns.
- Applied rustic veneers on columns.
- Thin posts, such as 4x4 wood or metal pipe column. Rough sawed wood discouraged.

J. Chimneys

As an architectural form, chimneys shall emphasize subtle detail in design to insure a consistency of character and style.

Required:

- Simple or smooth plaster forms to represent that particular architectural style.
- Boldly projected from wall surfaces.
- Design features adding articulation to walls such as additional molding or ornamentation.
- Provide enhanced chimney caps per architectural style.

Prohibited:

- Exposed flues.
- Rustic material veneers.
- Extravagant metal fireplace caps.

K. Project Walls and Fences

Private fences and walls are encouraged to provide security, privacy and landscape definition in both commercial and residential areas. Wall treatments, viewed from public spaces, shall be float or sand finish stucco consistent in treatment with the adjacent buildings. Plant material, particularly vines and espaliered

trees, shall be used to visually soften garden walls. Refer to site furnishing section for additional design criteria.

Required:

- Sand finish stucco forms.
- Accent banding of tile or painted wood. Rough sawed wood discouraged.
- Adequate planting pockets between walls and walkways.
- Stucco walls with wrought-iron grilles between pilasters.

Prohibited:

- Wood fencing viewed from public spaces.

L. Building Details

Paving:

Textures, patterns and integral colors are encouraged in the design of paved areas in public places. Modulation of surface should occur to define direction of walkways and location of major nodes such as recreation facilities, entries, etc. Large monolithic areas of single-color, untextured paving are discouraged.

Exterior Colors:

Exterior color accents shall be of permanent materials with the exception of canvas awnings. Refer to the material and color board palette.

Mechanical Equipment:

All air conditioning/heating equipment, soft water tanks, gas meters, and electric meters must be ground mounted and screened from public view. Roof units shall be integrated into roof design and screened from view. Sound attenuation is encouraged.

M. Other Elements

Gutters and Downspouts:

Gutters and downspouts may be concealed or exposed if designed as a continuous architectural feature. Exposed gutters and downspouts shall be painted to match adjacent roof or wall material.

Antennas:

All antennas are restricted to the attic or interior of the residences.

Carport Structures:

Carports shall be of a compatible architectural style and constructed of wood or stucco, with finishes complying with the approved material and color palette. Carports integrated with patio walls and private fences are encouraged. Additionally, carports shall be screened from streets or adjoining land uses through location, elevations, landscape, and/or architectural means. Three-sided forms are encouraged and should incorporate architectural features. Rough sawed wood is discouraged.

Flashing, Sheet Metal and Vents:

All flashing, sheet metal, vent stacks and pipes shall be painted to match adjacent building surfaces.

Skylights:

Skylights are to be designed as an integral part of the roof. Their form location, and color should relate to the building.

Solar Panels:

Solar panels are to be integrated into the roof design, flush with the roof slope. Frames must be colored to compliment roof. Natural (uncolored) aluminum frames are prohibited. Support solar equipment shall be enclosed and screened from view.

Awnings:

Canvas awnings of solid accent colors are permitted in moderation. Refer to material and color palette for criteria. Metal awnings are prohibited.

Accessory Structures:

Patio trellises, pergolas and other exterior structures may be of stucco or wood as permitted by governing codes, with finishes complying with the approved material and color palette. Trellises and patio covers of bold, clean forms are encouraged. Rough sawed wood is discouraged.

3.3.2 COMMERCIAL/OFFICE

A. Architectural Character

Architectural character should portray a contemporary image in a manner that is both progressive and timeless.

Architectural design should express the character of a high quality contemporary center in a manner that is both progressive and enduring. Individual creativity and identity are encouraged, but care must be taken to maintain design integrity and compatibility among all projects in order to establish a clear, unified image throughout the development area.



The following guidelines present parameters for architectural character, building form and massing, facades, fenestration, structure entries, materials, colors, details, service areas and mechanical equipment.

Required Characteristics:

- Contemporary, classic, technical style.
- Clean, smooth, efficient lines.
- Distinctive, but compatible image.

Prohibited Characteristics:

- Trendy, historical and residential styles.
- Tricky, complicated, arbitrary forms.
- Sharp contrast with surroundings.

B. Building Form and Massing

Building design should employ clean, simple, geometric forms and coordinated massing that produce overall unity, scale and interest.

Required Treatment:

- Straight-forward geometry.
- Unified composition.
- Expression of floor levels and structure.
- Solid parapets.
- Buildings should be staggered to create architectural interest in facades.

Prohibited Treatment:

- Complicated forms.
- Arbitrary, inconsistent composition.
- Monolithic blocks.
- Glass box forms.



C. Structure

Structure should be expressed clearly and consistently.

Required Treatment:

- Visible vertical support.
- Visible structural base.
- Functional, straight-forward columns.
- Columns integrated into the façade.
- Proper structural scale.

Prohibited Treatment:

- Floating horizontal levels.
- Glazing direct to ground (except at entries).
- False, decorative structure.
- Undersized or oversized structural components.

D. Roofs

Roof-lines should be horizontal.

Required Treatment:

- Horizontal planes and parapets.
- Varied parapet height.
- Roofing materials hidden from off-site view.

Prohibited Treatment:

- Gable, hip and mansard roof forms.
- Metal, tile, shingle and shake roofing.
- Arbitrary decoration.

E. Entrances

Entrances should be clearly defined and inviting.

Required Treatment:

- Articulation and color for identity and interest.
- Light, open, inviting aspect.



- Entry space sequence.
- Recessed, protected doorway.
- Integration with overall building form.
- Coordinated landscaping.

Prohibited Treatment:

- Exaggerated forms and color.
- Dark, confined appearance.
- Abrupt entry space.
- Flush doorways.
- Tacked-on entry alcove.

F. Materials

Exterior building materials should be textured and efficient, with an appearance that is contemporary and technical.

Required Materials:

- Smooth masonry.
- Brick.
- Tile.
- Textured, pre-cast or tilt-up concrete.
- Ribbed concrete.
- Tinted or lightly reflective glass, (30% max.) not to exceed 50% of wall surface.
- Other materials such as metal will be considered.

Prohibited Materials:

- Wood beams and siding.
- Corrugated metal.
- Highly reflective and dark glass.
- Fabric (exception: awnings).



G. Colors

Exterior colors should be predominantly light in value, with limited use of accents.

Required Treatment:

- Light, natural concrete or stone finish.
- One wall color only.
- One accent color only.
- Accent only on special features, reveals and mullions.
- Service door colors the same as adjacent wall.

Prohibited Treatment:

- Dark natural finishes.
- Dark wall finishes.
- Multiple colors, stripes.
- Accent applied to wall surface.

H. Screening Equipment

All exterior mechanical equipment, including HVAC, electrical equipment storage tanks and satellite dishes, must be screened from on-site and off-site view.

Required Treatment:

- Rooftop equipment hidden by building parapet or mechanical screen from off-site view.
- Mechanical screen fully integrated into architectural design.
- Ground equipment hidden by screen walls or landscaping.
- Screen walls of same material as adjacent building walls.

Prohibited Treatment:

- Rooftop equipment extending above parapet or screen.
- Screening material contrasting with adjacent building materials.
- Rooftop screen "hat".

I. Public Facilities

The architectural character for Public Facilities presents a very important opportunity to the City of San Marcos. The Civic Center complex as well as other individual buildings should have special meaning within the context of other architectural expressions i.e., business park, commercial, etc. They should stand out in the community and be unique.

Building forms might be very sculptural as contrasted to architectural expression permitted in other areas of the Heart of the City. By all means, avoid trendy and arbitrary forms of architecture.

A design competition could be undertaken by the city with carefully selected design firms. Each firm would be given the opportunity to explore architectural concepts that would focus and guide the community in capturing and selecting a design theme appropriate to the San Marcos lifestyle and image.

3.3.3 BUSINESS PARK

A. Architectural Character

Architectural character should portray a contemporary image in a manner that is both progressive and timeless. Design elements will be the same as for commercial/office in Section 3.3.2 except for materials as set forth below.

B. Materials

Exterior building materials should be smooth, clean and efficient with an appearance that is contemporary and technical.

Required Materials:

- Smooth masonry.
- Brick.
- Tile.
- Tinted or lightly reflective glass (30% max.) shall not exceed 50% of the wall surface.

Permitted Materials:

- Textured (i.e., ribbed, fluted or plank finish) concrete, not to exceed 50 % of the wall surface.

Prohibited Materials:

- Wood beam and siding.
- Rough masonry.
- Stucco.
- Corrugated metal.
- Highly reflective dark glass.
- Fabric.

3.3.4 HOSPITAL COMPLEX

A. Architectural Character

Architectural character should portray a contemporary image in a manner that is both progressive and timeless. Design elements will be the same as for Commercial/Office in Section 3.3.2 except as set forth below.

B. Roofs

Roof lines shall be predominantly horizontal, with some variation permitted in special elements such as penthouses and stairways.

C. Entrances

Buildings should have a sense of entry through building design to help pedestrians easily identify the main entrance to large or linear buildings.

D. Color

Exterior colors should be predominantly light in value, with limited use of accents. The architectural layering of detail may necessitate more than one color; however, multiple colors shall not display a high contrast in value.

E. Materials

Exterior building materials should be smooth, clean and efficient with an appearance that is contemporary and technical. Building materials shall be selected from the following preferred and permitted materials.

Preferred Materials:

- Smooth masonry.
- Brick.
- Tile.
- Tinted or lightly reflective glass (30 % reflex max.) shall not exceed 50% of the wall surface.

Permitted Materials:

- Textured (i.e., ribbed, fluted or plank finish) concrete, not to exceed 50% of the wall surface.
- Smooth plaster, drive-it like material.

Prohibited Materials:

- Wood beam and siding.
- Rough masonry.
- Stucco.
- Corrugated metal.
- Highly reflective dark glass.
- Fabric (exception: awnings).

F. Screening Equipment

Rooftop mechanical equipment shall be completely screened from view with exception to some equipment being seen from upper building floors. Screen walls of same materials as adjacent building walls is encouraged; Screens should be integrated into project design regardless of material.

3.4 LANDSCAPING CONCEPT PLAN

Landscaping is an important element contributing to the identity and unity of the Heart of the City in the City of San Marcos. Carefully selected trees will serve as the theme trees within the project limits. Care and consideration have been given to develop Design Guidelines that will ensure the creation and enhancement of an aesthetically pleasing community environment. The Landscape Concepts in the Richmar and University District Specific Plans supersede this section and Figure 10 where it pertains to their respective planning areas.

Establishing a community atmosphere for the Heart of the City requires more than the simple identification of preferred architectural styles; plant materials and setback requirements. It will be the cumulative effect of quality design and construction, and a controlled landscape hierarchy that includes the following objectives.

- Promote a pleasant, distinctive, contemporary environment.
- Reinforce linkages that create a recognizable community character.
- Clarifies circulation hierarchy.
- Provides visual cues
- Frames and emphasizes vistas.
- Compliments the variety of architectural style and themes.
- Provides a clean, contemporary visual appearance.

The landscape design guidelines are intended to establish and direct a readily identifiable unique landscape character. The contemporary quality of the setting will be carried throughout the Heart of the City as indicated on the Landscape Concept Plan (Figure 10). Typical Streetscape Sections A-G illustrated on Figures 11 and 12.

A. Major Streets

Major streets are primary visual elements of the urban plan. Median planting to include large evergreen canopy trees with manicured ground plain. Parkway planting to contain two rows of tall, canopy deciduous trees with paved surfaced or manicured ground cover (Figure 11, Section A).

B. Secondary Streets

Median planting to be large evergreen canopy tree (same as major streets). Parkways to contain small to medium round head trees spaced to provide visual access (Figure 11, Sections B and D).

C. Community Entry

Entry statements are designed to create strong visual statements based upon an urban plaza theme. Formalized planting with tall vertical elements is recommended.

D. Minor Entry Street

Entry landscape to complement adjacent development and extend urban street concept. Setback zone will have two rows of tall deciduous canopy trees (same as major streets) with manicured ground covers.

E. Town Center

A rich colorful palette of landscape materials is encouraged to resolve specific design issues onsite and to create a user friendly environment. The concept should include tall vertical skyline elements consistent with the activity center concept.

F. California State University

It is anticipated that the university will have a variety of planting to include a rich assortment of accent planting with tall vertical accent elements. Playing field and parking area to contain low profile landscaping to preserve views to and from the site.

G. Freeway Commercial

A low canopy, planting concept is required to maintain unobstructed view corridors to the major activity centers, business park, and distant hillsides.

H. Freeway Park

Low ground plane planting with tall vertical tree accents to denote entry to San Marcos.

I. Freeway Planting

Low profile shrubs and ground cover to retain views to city and hillsides. Low to medium canopy trees with accent shrub and ground covers to accent and complement hillside development.

J. Hillside Knoll

Low to medium canopy trees with accent shrub and ground covers to complement hillside development.

K. Buffer Planting

Screen planting that separates university and other users from existing and future development to maintain views. Massing of trees in groupings that are tall and open in character is recommended.

L. University/Park Paseo

An extended edge is recommended to buffer development from the university. Edge to contain meandering walkway and evergreen trees and shrubs planting (Figure 12, Section G).

M. Hillside Park

Natural and native planting concepts will enhance views to and from the park. Walkways and a limited amount of turf play area are encouraged.

N. Screen Planting

The purpose of this planting is to screen out existing development. It will consist of tall dense groups of trees and shrubs that will naturalize over time.

O. Transit Corridor

In keeping with the objective of promoting a contemporary park-like atmosphere for the Heart of the City, a substantial open space corridor has been provided along the AT&SF Railway right-of-way (Figure 12, Section E). The landscape design for this important open space corridor and pedestrian easement is intended to provide relief from the built environment, non-vehicular access through the town center urban activity area and serve as a buffer to the surrounding land uses. The primary purpose of planting in the one hundred (100) foot right-of-way is to buffer and screen the railroad line. Massing of low mounding trees, shrubs, and ground cover is recommended.

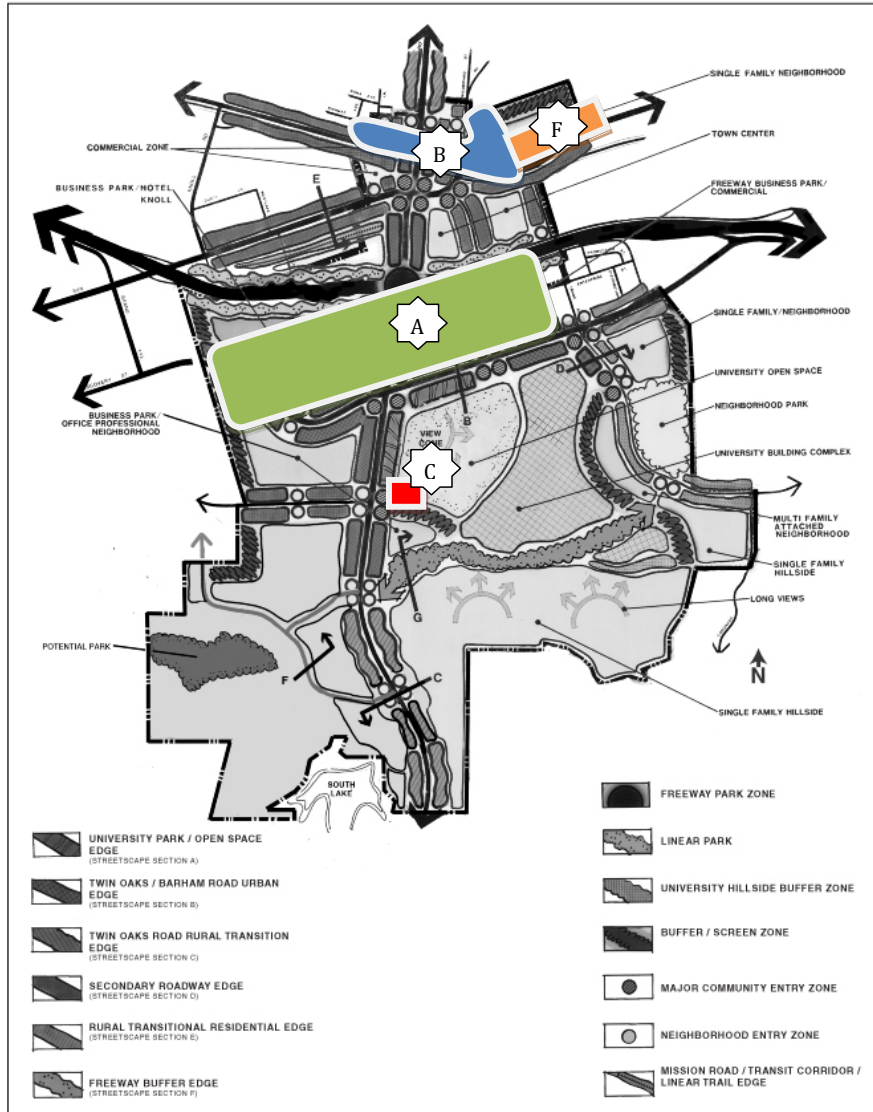
P. Fuel Modification Zone

Low mounded form of trees and shrubs to preserve view corridors. Naturalized planting to meet San Marcos Fire Protection District hazard requirements

Q. Rural Transitional Planting

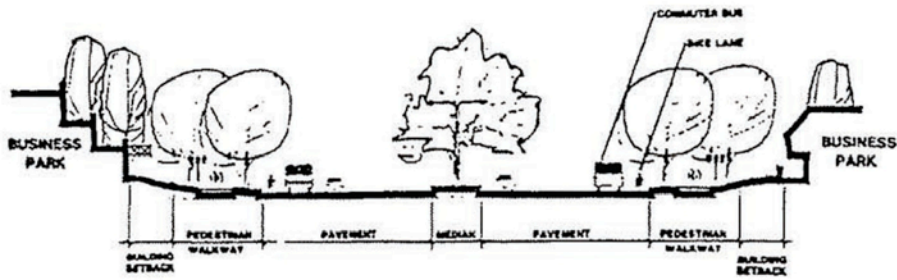
Median planting will consist of large evergreen canopy trees with informal native ground cover. Parkway to be tall evergreen and deciduous trees that are mass planted in groves.

Figure 10. Landscape Concept Plan

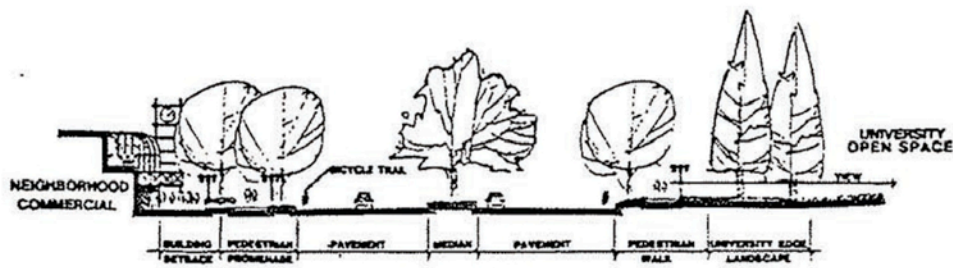


The (A) University District Specific Plan, (B) Richmar Specific Plan, (C) Campus Point II & (F) Mission 316 Specific Plan have independent landscape criteria and are not required to comply with this figure.

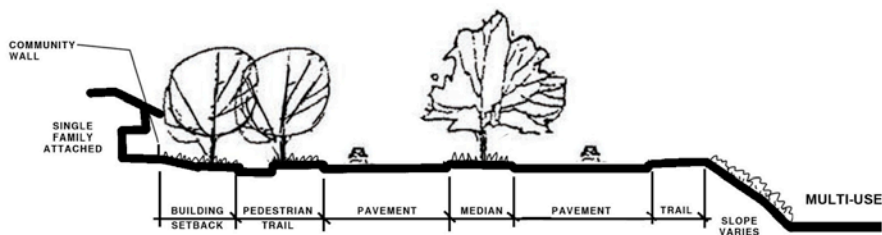
Figure 11. Streetscape Sections A-C



A. TWIN OAKS ROAD ENLARGED REACH.

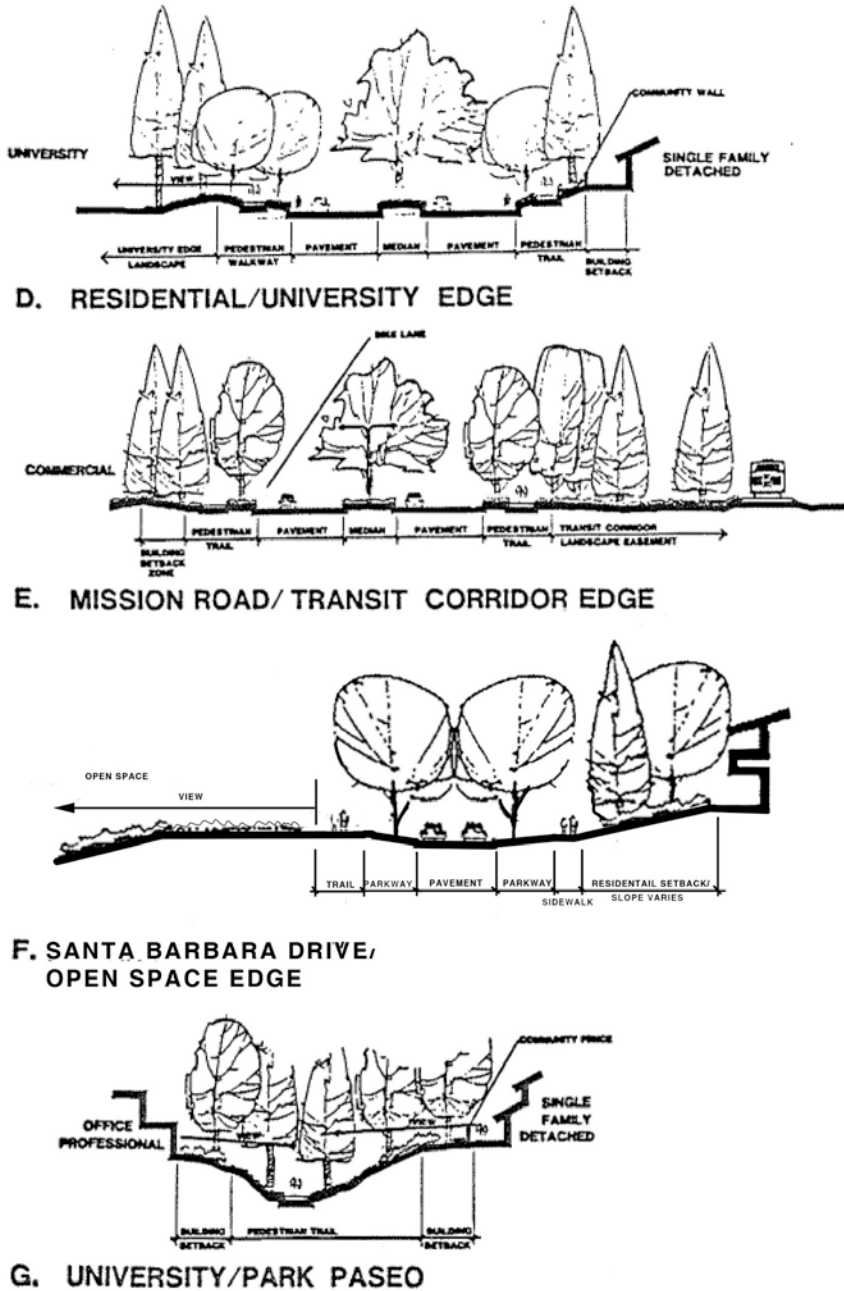


B. BARHAM/TWIN OAKS
UNIVERSITY/COMMERCIAL
EDGE



C. TWIN OAKS ROAD/
RURAL TRANSITION EDGE

Figure 12. Streetscape Sections D-G



3.5 LANDSCAPING GUIDELINES

3.5.1 PUBLIC STREETSCAPE

Landscaping along public streets is designed to provide a unified appearance along street frontages, to reinforce the street hierarchy, and to establish identities of place, particularly at intersections and entrances. To meet these objectives, landscaping along street frontages and next to intersections and entrances must address the following parameters:

- On-site landscaping adjacent to intersections is to be compatible and complementary to the specific landscaping treatment provided at the intersection.
- Accent trees and shrubs may be used to identify entrance drives.
- Include informal shrub masses near parkway edge for screening and softening of wall treatments.

3.5.2 SCENIC HIGHWAY

Landscaping along scenic highways is designed to preserve and enhance unique or special aesthetic and visual resources through sensitive highway design and regulations of development along these special roadways.

- Where feasible, through the design and alignment studies, develop the scenic highway in a manner which takes into the account the cone of vision of the motorist. Consideration should be given to both short and long-range views available along the way while enhancing them with foreground framing.
- Design the roadway to have a visual quality and riding comfort resulting from its horizontal and vertical design. Introduce curves where feasible to take advantage of natural or man-made scenic features.
- Where feasible, utilize contour grading and slope rounding to gradually transition graded road slopes into the natural configuration consistent with the topography of the area. The emphasis of these corridors is scenic vistas and natural view shed.
- Landscaping should serve to complement the scenic highway and provide a pleasant driving environment as well as community

3.5.3 RESIDENTIAL

A. General

- Ground planes will be manicured
- Street widths should be dimensioned to allow a tree canopy effect.
- Slopes shall be planted with shrubs and/or appropriate groundcovers.
- Shrub screens at top of slope are encouraged.
- View corridors are to be defined by plant material to protect views.
- The extension of roadway planting into residential areas is encouraged.
- Flowering trees at project entries for accent shall predominate.
- Well defined and lighted monument signs at entries are encouraged.
- Well defined entrances to the pedestrian walkway system shall be included.

B. Detached Single-Family

- All streets and/or driveway scenes shall include landscaping features appropriate to each project's residential environment and pedestrian scale.

- Slope area landscape materials shall be selected and located to protect views and complement the surrounding hillsides and back drop.
- Landscaping shall be installed to mitigate solar heat and reflection from paved surfaces (e.g. shade patterns, spacing of tree canopies, effect on prevailing breezes, etc.).

C. Attached Single-Family

- Smaller open space areas shall be combined where possible to generate larger, more usable, spaces.
- Trash receptacles shall be screened from roadways with plant material and enclosures compatible with adjacent structures and landscaping.
- Landscaped berms shall be used where feasible to reduce the scale of residential structures as viewed from below or from other neighborhoods, and also to screen garage and parking areas.
- Specimen trees (24 in. box or larger) shall be used where residential buildings exceed twenty-five (25) feet in height to reduce visual massing of structures as viewed from roadways and adjacent uses.
- Landscaping shall be installed to mitigate solar heat and reflection impacts from paved surfaces.

D. Multi-Family

- Parking areas shall be clustered to open up and enhance the quantity and value of the available landscaping open space.
- Parking areas shall be well-screened from roadways and adjacent uses.
- Open spaces shall, where possible, be large, usable areas for the active/passive enjoyment of residents.
- Landscaping shall be installed to mitigate solar heat and reflection impacts from paved surfaces.
- Specimen trees shall be used where buildings exceed twenty-five (25) feet in height to reduce the visual impact to roadways and adjacent uses.

3.5.4 COMMERCIAL/OFFICE/BUSINESS-PARK/HOSPITAL COMPLEX

- Landscaping shall be sufficient in size and quantity to effectively screen or reduce the scale of large building masses.
- Extensive berming and/or grade change to accentuate screening is encouraged.
- Evergreen shrubs and trees shall be used in screening trash containers, loading and similar utilitarian areas.
- Shrubs shall be introduced to soften the intersection of building walls and ground planes.
- Turf shall be used in large areas to the extent feasible.
- Parking lots shall be sufficiently landscaped to reduce solar heat gain and reflected light in paved areas.
- Parking shall be screened from arterial roadways and adjacent uses.
- Business Park uses shall be buffered from commercial uses and streets by landscaping.
- Special accent planting is encouraged to denote project entrances.

3.5.5 RECREATION/OPEN SPACE GUIDELINES

- Plant materials shall be organized to provide buffering, transition, and slope stabilization between land uses and streets, and between development and open space areas.
- Private recreation centers should supplement, not duplicate, public open space.
- Public and private recreational uses should be considered for flood plain areas.

- Public open space and recreational facilities should be distributed and located among residential areas on the basis of population density and availability of alternative private open space amenities.

Specific plant selections should consider:

- scale and character.
- temperature range suitability.
- tolerance to wind.
- fire susceptibility.

Plant material should be massed to:

- emphasize natural landforms.
- distinguish neighborhood entries.
- define circulation patterns.
- help unify the overall community.

3.5.6 WALLS

Walls are a critical element in achieving an overall community theme. They may be freestanding or integrated into the adjacent project. Whatever the case, the appearance should have a strong cohesiveness. This quality of cohesiveness should be derived by three means: a single finish, a distinctive range of colors; and a similar architectural treatment.

- Plant crib walls and architecturally treated retaining walls are encouraged where they result in either a significant reduction in manufactured slope area and/or increased usable site area.
- Walls should be used to lengthen the horizontal elements of elevations and reduce visual impacts where possible
- Walls shall be split face block, clay, masonry units, or natural stone.
- The principal architectural treatment of the theme walls will be broad planes of float finish stucco divided by a system of pilasters. These pilasters will vary in size and design and be located to reinforce the hierarchy of entries and passageways.
- Wall sections shall be horizontally offset at regular intervals to provide visual relief and landscape opportunities.
- In no case shall a wall be installed immediately in back of a sidewalk or other hardscape, without intervening landscaping.

Prohibited Materials:

- Wood beam and siding.
- Rough masonry.
- Stucco.
- Corrugated metal.
- Highly reflective dark glass.
- Fabric.

3.6 GRADING AND DRAINAGE GUIDELINES

Grading guidelines are applied on a "per site" basis, so that each unique set of conditions may be analyzed and the most sensitive techniques may be applied. The following guidelines provide general directions regarding grading design. The primary focus of these guidelines is on easing the visual impact of grading by molding the graded landform to reflect the natural topography.

These guidelines are intended to foster approaches to landform alteration that minimize the amount of area affected and sensitively blend graded areas with the existing topographic conditions. It is important to maintain the natural character of the hillside environment wherever possible and that the visual impact of development be minimized.

Landform alteration proposed as a part of construction anywhere within the Heart of the City is subject to review and approval by the City of San Marcos as part of the review procedures set forth in this plan. Such review shall include, but not be limited to, the following guidelines:

- Manufactured slopes associated with residential construction and in excess of fifteen (15) feet in vertical height, shall be screened from view to the extent feasible by the residential building, accessory structure or vegetation.
- As an alternative to constant 2: 1 slope banks, manufactured slopes shall be varied in cross section and along the slope length, with variable gradients of 4:1, 3:1 and 1-1/2:1 slope ratios, resulting in an approximate average 2: 1 slope.
- Manufactured landforms at development edges shall be contoured to approximate their original form, and initiate a natural appearance.
- Manufactured slopes shall be curved in a contiguous, undulating fashion to reflect a more natural condition.
- Naturalized landscaping shall be utilized in manufactured slope areas.
- The toe and crest of any manufactured slope in excess of ten (10) feet vertical height shall be rounded with vertical curves to blend to the natural topography, and shall be designed in proportion to the total height of the slope.
- All graded slopes shall be re-vegetated and irrigated in a manner conforming to the intent of this plan and standards of the San Marcos City Code.
- Drainage courses shall be maintained in their natural state where possible. In areas where site development requires drainage course modification, the disturbed area shall be restored with native plant material and natural rock replacement, as practical.
- Surface drainage shall be generally designed to conduct runoff into the streets, and not across adjacent lots. Adding water to natural drainage courses by landscape irrigation is discouraged.
- Where residential access across drainage courses occurs, it shall be accomplished by a bridge or aesthetically enhanced culvert accommodating only the residential access. Where these improvements occur, natural materials shall be used for slope bank protection.

3.7 ART IN PUBLIC PLACES

The City of San Marcos has adopted an art in public places goal for promoting visual arts in the community according to the following criteria:

- Art/sculpture shall be easily visible to the public.
- Art/sculpture shall be located in an area that is specifically designed for that purpose. Installation of the works of art shall be planned and implemented to enhance the work and allow for unobstructed public viewing from as many angles as possible.
- Developers are encouraged to develop a complete site plan with landscaping, lighting and other appropriate accessories to complement the artwork.
- The composition of the art/sculpture shall be permanent-type materials and require a low level of maintenance.
- Any lettering or signing on a sculpture or its foundation must be approved by the City of San Marcos prior to installation. (project identification is allowed; however, product advertising is not.)
- The art/sculpture shall be constructed proportional to its site location.
- No expressions of obvious bad taste or profanity that would likely be offensive to the general public are allowed.
- Art/sculpture work shall consist of a quality type of art/design.
- Developers shall be encouraged to provide a wide range of art/sculptural styles, materials and types when selecting an art work for the program.

Implementation of the Art in Public Places Program is addressed in Section 5.12 of this plan.

3.8 FUEL MODIFICATION PLAN

It is the objective of the City of San Marcos to create and subsequently maintain an acceptable level of fire protection along the interface between development and natural open space edges and estate lots. The following minimum standards for fuel modification are set forth for these areas that are applicable.

- Each builder shall design a specific Fuel Modification Program for the project that provides an "acceptable" level of risk as outlined and approved by the City of San Marcos
- The Fuel Modification Program shall be consistent with other Resource Management policies, as well as design guidelines for achieving the desired character of the Heart of the City. Development shall be approved by the City of San Marcos as part of the Project Approval Process.
- Fuel modification shall be achieved through a graduated transition from native vegetation into the irrigated landscape/building areas of the Community
- The Fuel Modification Program shall establish parameters for the percent, age, extent, and nature of native plant removal necessary to achieve the City-accepted fire prevention standard to protect human lives and property, while preserving as much natural habitat as practicable.
- The City's fuel modification criteria represent accepted requirements to ensure the safety of future residents. Landscaping and modification measures above this minimum may be permitted, subject to City approval.
- Each builder/owner shall be responsible for the completion and assignment of on-going maintenance of fuel modification zones within the bounds of the project area according to the criteria described herein. All work related thereto shall be approved by the City of San Marcos Fire Protection District prior to final project approval.

4. DEVELOPMENT STANDARDS

4.1 PURPOSE

The following development standards are intended to help implement the planning and design concepts for the Heart of the City Specific Plan and to address certain aspects of development not covered elsewhere in the plan. These standards are regulatory in nature and will govern all development within the project area. In most cases the standards set forth here establish minimum criteria; actual development may be expected in many cases to exceed these criteria.

The development standards shall be used in combination with the community design guidelines, which, although somewhat more flexible than these strict regulations, are also intended to shape development within the specific plan.

4.2 RESIDENTIAL DISTRICTS

Whenever the regulations in this specific plan differ from the regulations of the City of San Marcos Zoning Ordinance, the regulations contained herein supersede those of the Zoning Ordinance. Where an issue is not addressed by the regulations in this Community Plan, the regulations of the Zoning Ordinance shall govern. In order to establish development standards, the following residential districts are established. District Uses are listed in Table 2.

VLDR Very Low Density Residential District for residential development in the 0.125-1 dwellings per acre range.

ER Estate Residential District for residential development in the 1-2 dwellings per acre range.

SFDR Single Family Detached Residential District in the 2-4 dwellings per acre range.

SFAR Single Family Attached Residential District in the 2-4 dwellings per unit range.

LDR Low Density Residential District for residential development in the 4-8 dwellings per acre range.

LMDR Low Medium Density Residential District for residential development in the 8-12 dwellings per acre range.

MDMFR Medium Density Multi-Family Residential District for residential development in the 12-15 dwellings per acre range.

HDMFR High Density Multi-Family Residential District for residential development in the 15-20 dwellings per acre range.

Table 2
Residential Districts: Permitted, Conditional and Prohibited Uses

	VLDR	ER	SFDR/ SFAR	LDR	LMDR	MDMFR	HDMFR
Single Family Dwellings	P	P	P	P	P	P	P
Duplexes	-	-	P	-	P	P	P
Triplexes & Fourplexes	-	-	-	-	-	P	P
Multiple Family Dwellings	-	-	-	-	-	P	P
Cluster Housing	P(i)	P(i)	P(i)	P	P	P	P
Temporary Subdivision Sales Office Per Development Code	P	P	P	P	P	P	P
Group Care Facilities (more than 7 persons)	-	-	-	-	-	-	P
Nursery Schools	-	-	C	-	-	C	C
Churches	C	C	C	C	C	C	C
Clinics, Hospitals, Sanitariums, and Nursing Homes	-	-	-	-	-	-	-
Perennial and Private Schools	-	C	C	-	-	C	C
Private, Nonprofit Libraries, Art Galleries, and Museums	-	-	-	-	-	-	C
Private, Noncommercial Clubs and Lodges (fraternity, sorority homes, service clubs and similar uses)	-	-	-	-	-	C	C
Public Utility and Public Service Structures and Installations	C	C	C	C	C	C	C
Home Occupations (Office Use Only)	P	P	P	P	P	P	P
Family Care Facilities for Six Persons or Less	P	P	P	-	-	-	-
Incidental and Accessory Structures and Uses for the Exclusive Use of Residents and their Guests	P	P	P	-	-	P	P
Keeping of Horses for Personal Use on Lots of ½ acre or more, Farm Animals on Lots of ½ acre or more	P*	P*	-	-	-	-	-

P Permitted Uses

- Prohibited Uses

C Conditionally Permitted Uses

(i) Within the VLDR, ER, & SFR districts, a cluster design development concept is encouraged in order to promote residential amenities beyond those expected under a conventional development to achieve greater flexibility in design, to encourage well-planned neighborhoods through creative and imaginative planned unit development (PUD), and to provide for appropriate use of land which is sufficiently unique in its physical characteristics or other circumstances to warrant special methods of development. The purpose of implementing the cluster concept is to reduce development problems in hillside areas and to preserve areas of natural scenic beauty through the encouragement of integrated planning, integrated design and unified control of development.

* Except within "clustered" subdivision, where much smaller lot sizes make the keeping of such animals unacceptable.

4.3 RESIDENTIAL DEVELOPMENT STANDARDS

4.3.1 GENERAL

Tables 3, 4 and 5 establish minimum development standards for residential development within the Heart of the City. Given their very different development characteristics, separate standards are specified for "traditional" subdivisions (includes individual lot housing and apartments); "clustered" or planned unit tracts; and Rancho Coronado residential lots

4.3.2 SETBACK FROM TWIN OAKS VALLEY ROAD

Residential buildings shall maintain an average forty-five foot (45') setback from the Twin Oaks Valley Road with a minimum landscaped setback of thirty-five feet (35') adjacent to the right-of-way. Access rights to Twin Oaks Valley Road shall be waived.

4.3.3 FRONT YARD SETBACK

To provide higher interest street frontages, a minimum of 10% of the lots within a tract shall observe a front yard setback 5 feet greater than the minimum requirement specified in Table 3 (if a traditional subdivision) or Table 4 (if a clustered development). In addition, 10% of the lots shall observe a front yard setback 5 feet less than the minimum specified in Table 3 or 4 (whichever applies). These setback variations may be applied to either the building setback or the garage setback as they pertain to Table 4. To achieve the desired effect, lots having front yards above or below the minimum requirement shall be interspersed at random throughout the development. (This section does not apply to Rancho Coronado setbacks.)

4.3.4 LANDSCAPING

The developer shall provide a below ground automatic irrigation system for all common landscape areas. Street trees shall be provided at a ratio of one tree per lot. In addition, the developer shall provide landscaping for major streets in accordance with the landscape architecture concept of this plan.

4.3.5 PROVISION OF OPEN SPACE

Open space and recreational facilities shall be provided as required by the Conservation and Open Space Element of the San Marcos General Plan (See Table 6).

Table 3
Traditional Subdivision/Custom Lot/ Apartment Development Standards

	VLDR	ER	SFDR/SFAR	MDMFR	HDMFR
Minimum lot area					
Single Family Dwellings	1 acre	**	***	1 acre	1 acre
Setback from Property Line					
Front	40'	30'	25'	30'	35'
Side	25'	25'	15'	15'	25'
Rear	40'	30'	25'	20'	25'
Side street	25'	25'	20'	20'	30'
Twin Oaks Valley Rd.	N/A	N/A	70'	N/A	70'
Craven Road	N/A	N/A	****	N/A	****
Maximum lot coverage	N/A	N/A	N/A	45%	45%
Height limit	35'	35'	35'	45'	45'
Off-Street parking	Single family residences shall provide, at a minimum, one 20' x 20' two car garage per unit.			Multi-family development shall provide a minimum of 2 parking spaces per unit (one covered plus one additional guest space for every 3 units).	

*Increases with increasing slope, subject to Slope Density Ordinance requirements. For purposes of establishing minimum lot sizes said ordinance shall be applied as follows:

- a) VLDR development shall comply with lot size requirements of the AG (Agricultural) Zone.
- b) ER development shall comply with lot size requirements of the RR (Rural Residential) Zone.
- c) SFR development shall comply with lot size requirements of the VLDR Zone.

** Minimum lot area = 20,000 sq. ft.

*** Minimum lot area = 10,000 sq. ft.

**** Building and parking areas along Craven Road shall be no closer than twenty (20') from public right-of-way. Enhanced landscaping will be required to screen and buffer all buildings and parking along Craven Road.

Table 4
Clustered/Planned Unit Development Standards

	VLDR	ER	SFDR/SFAR	Village B1 221-091-17	Village B2 MDMFR/HD MFR 221-091-17	Village H1 220-341-01	Village H2 220-341-01
Minimum lot area	28,000	10,000	6,000	6,000	4,000	4,000	4,000
Average lot area	40,000	5,000	6,000			4,950	4,400
Setback from Property Line							
Front	25'	20'	20'	10' ¹	10' ²	16' ³	12' ⁴
Side	20'/10'	15'/10'	SFDR: 10'/5' SFAR: 15'/0'	SFDR: 5'/5' SFAR: 15'/0'	3' ⁵	5' ⁶	4.5' ⁷
Rear	25'	20'	20'	10' ⁸	15' ⁹	10'	10'
Side street				10'	10'	10'	8'
Twin Oaks Valley Rd.	N/A	N/A	70'	45' ¹⁰	45' ¹¹	N/A	N/A
Craven Rd.	N/A	N/A	20'	N/A	20' ¹²	N/A	N/A
Minimum open space required	80%	65%	40%	40%	15%	15%	4-15%
Height limit	35'	35'	35'	35'	35'	35'	35'

Note: Within clustered planned unit developments, the Slope Density Ordinance shall apply only for the purpose of determining yield. The minimum lot size provision of the Slope Density Ordinance shall not apply.

¹ Garage setbacks shall vary with 20' minimum for front-loaded and 10' minimum for side loaded garages from property line.

² Garage setbacks shall vary with 16' minimum for front-loaded and 10' minimum for side loaded garages from property line. All garages with 16' minimum shall be designed with a roll-up door to avoid vehicles extending into the right-of-way.

³ Garage setbacks shall vary with 16' minimum for front-loaded and 6' feet minimum for side loaded garages from property lines. All garages with 16' minimum shall be designed with a roll-up door to avoid vehicles extending into the right-of-way.

⁴ Garage setbacks shall vary with 12' minimum for front-loaded and 6' minimum for side loaded garages from property lines. All garages with 12' minimum shall be designed with a roll-up door to avoid vehicles extending into the right-of-way.

⁵ An additional 3' exclusive use easement shall be provided on an adjoining lot for a total of 6' between structures.

⁶ An exclusive use easement shall be provided on an adjoining lot to create a minimum 6' actual side yard setback. Garages can be located on the side yard property line.

⁷ An exclusive use easement shall be provided on an adjoining lot to create a minimum 6' actual side yard setback. Garages can be located on the side yard property line.

⁸ Rear yard setback may be reduced to 10' for those lots with rear yard garages, 15' for all others.

⁹ To create varied setbacks, up to 50% of the residential unit can be located within 10 feet of the rear property line.

¹⁰ 45' average required with 35-foot minimum landscaped

¹¹ 45' average required with 35' minimum landscaped.

¹² 20' minimum required setback from Craven Road measured from right-of-way to building.

Table 5
Rancho Coronado Residential Development Standards

	LOW DENSITY		LOW-MEDIUM DENSITY	
Residential Area	A	B	C	D
Configuration	Front-Loaded SFDR	Alley-Loaded SFDR	Alley-Loaded Paired	Alley-Loaded Courtyard
Max. Dwelling Units	(62)	(64)	72	148
Min. Lot Area ¹	3910 SF	2880 SF	SDP ⁵	SDP ⁵
Min. Front Setback from Sidewalk	10'	10'	10'	10'
Min. Front Setback from Paseo	N/A	N/A	10' ³	7.5' ⁴
Min. Side Setback from Sidewalk	10'	10'	10'	10'
Min. Side Setback from Property Line	5'	5'	5'	5'
Min. Front Garage Setback from Sidewalk	16'/18' ²	N/A	N/A	N/A
Min. Rear Setback from Property Line	15'	N/A	N/A	N/A
Min. Rear Setback from Back of Alley Curb	N/A	3'	3'	3'
Height Limit	35'	35'	35'	35'

NOTES:

¹ The Lot Area is measured from back of sidewalk and from back of private alley curb where applicable.

² The front yard setback is 16' for the garage façade and 18' for the garage door.

³ Setback measured from edge of Paseo.

⁴ Setback measured from centerline of Paseo.

⁵ To be determined with the Site Development Permit. See Rancho Coronado Residential Development & Design Standards Section 1c.

Table 6
Standards for Private Recreation Areas

Type of Area*	Acres per 1,000 pop	Lot Size (square feet)	Service Radius (feet)	Service Area
Play lots	*	2,500	500-2,500	Sub-neighborhood
Pocket Parks	*	2,500		Sub-neighborhood

*Detailed descriptions of the use and design of open space and recreational facilities shall be included as part of individual master plans for each area.

4.4 BUSINESS DISTRICTS

This section establishes the business oriented land uses listed below. For a complete description of each land use designation refer to Section 2.3. Uses for each land use designation are listed in Table 7.

C	Commercial
NC	Neighborhood Commercial
TC	Town Center
OP	Office Professional
CM	Commercial-Manufacturing
BP	Business Park
HC	Hospital Complex
MU-4	Mixed Use (Nonresidential)

4.5 BUSINESS DEVELOPMENT STANDARDS

4.5.1 BUSINESS PARK BUILDING DENSITY REQUIREMENTS

Within the Business Park designation, the following building densities shall apply:

- Where a two acre minimum lot size applies pursuant to Table 8, the maximum permissible density shall be one building per two acres.
- Where a one acre minimum lot size applies pursuant to Table 8, the maximum permissible density shall be one building per acre.
- Where application of the appropriate density factor yields a fraction, the allowable number of buildings shall be determined by rounding either up or down to the nearest whole number at the discretion of the City Manager or his/her designee based upon the extent of the project implementing the design objectives and criteria set forth in the Heart of the City Specific Plan.

Table 7
Business Districts Permitted, Conditional and Prohibited Use

	C	C(1) ¹	NC	TC	BP	OP	CM	HC	MU-4
Administrative and Headquarters Offices of Firms engaged in Research and Development and Manufacturing	-	-	-	-	P	-	-	-	P
Administrative, Business and Professional Offices	-	-	-	P	P	P	P	P	P
Ambulance Services	C	-	-	-	-	-	C	P	-
Antique Shops	P	-	-	-	-	-	-	-	P
Amusement Enterprises such as Fairs, Merry-Go-Rounds, Ferris Wheels or Carousels, and similar uses operated on a temporary basis	-	-	-	-	-	-	-	-	-
Apparel Stores	P	P	P	P	-	-	-	-	P
Arcades	C	C	C	-	-	-	-	-	-
Art and Artist's Supply Stores	P	P	P	-	P	-	P	-	P
Art Galleries and Stores Selling Objects of Art	P	P	P	P	-	-	P	-	-
Automobile Rental Agencies	C	-	-	-	-	-	C	-	-
Automobile Repairing, Overhauling, Rebuilding and Painting, including Body and Fender Shops	-	-	-	-	-	-	-	-	-
Automobile Dealership and Service (New Cars Only)	C	-	-	-	-	-	-	-	-
Automobile Supply Stores	P	-	P	-	-	-	-	-	-
Automobile Upholstery and Top Shops	-	-	-	-	-	-	-	-	-
Automobile Washing, Including Use of Mechanical Conveyors, Blowers, and Steam Cleaners	-	-	-	-	-	-	-	-	-
Automobile Washing, Self-service	-	-	-	-	-	-	-	-	-
Bakeries, Baking of Items for sale on only	P	P	P	P	C	-	P	-	P
Banks, Finance Services and Institutions									
(without Drive-thru)	P	P ²	P	P	P	P	P	P	P
(with Drive-thru)	C	-	-	-	-	-	-	-	-
Barber Shops and Beauty Shops	P	P	P	P	-	-	-	-	P
Bed and Breakfast	-	-	-	-	-	-	-	-	-
Bicycle Shops	P	P	P	-	-	-	P	-	P
Blueprint and Photography Services	P	P	P	-	P	P	P	-	P
Book, Gift and Stationery Stores (other than adult related material)	P	P	P	P	-	P	P	P ³	P
Business and Office Services	-	-	-	P	P	P	P	-	P
Camera and Photography Shops and Studios	P	P	P	-	-	-	P	-	P

Table 7 (cont.)

	C	C(1) ¹	NC	TC	BP	OP	CM	HC	MU-4
Candy Stores and Confectioneries	P	P	P	P	-	C	-	P ³	P
Carpet and Rug Sales and Installation	P	-	-	-	-	-	P	-	-
Catering Establishments	-	-	-	-	-	-	P	-	-
China and Glassware Stores	P	-	P	P	-	C	P	-	P
Christmas Tree/Pumpkin Sales Lots Operated on a Temporary Basis	C	-	-	-	-	-	-	-	-
Churches	C	-	-	C	C	-	C	P ³	C
Cigar Stores and Smoke Chops	P	P	P	P	-	-	P	-	-
Cleaning Establishments and Laundries Self-Service or Coin-Operated	P	P	P	-	-	-	-	-	-
Cleaning and Laundering Services and Pickup Agencies without Bulk Cleaning	P	-	P	-	-	-	P	-	P
Commercial Recreation (Indoor Only)	P	-	C	-	-	-	-	-	-
Concierge Services	-	-	-	P	P	P	-	-	P
Conference and/or Convention Centers	-	-	-	P		P	-	-	D
Corporate Headquarter Offices	-	-	-	P	P		-	C	P
Convalescent Facilities and Hospitals	C	-	-	-	-	-	-	P	-
Cultural Artist Exhibits:									
Indoor gallery	P	P	P	P	P	P	-	P	P
Outdoor art exhibits (temporary only)	C	C	C	C	C	C	-	C	D
Curtain and Drapery Shops	P	-	P	-	-	-	P	-	-
Data/Information, Telecommunications and Centers and Services (no call center)	-	-	-	-	P	-	P	-	P
Day Care Centers	C	-	C	P ²	C	-	-	P ³	C
Delicatessens	P	P	P	P	P	P	P	P ³	P
Department Stores	P	-	P	C	-	-	-	-	P
Discotheques	C	C	C	C	C	-	-	-	-
Drug Stores and Pharmacies	P	P	P	-	-	-	-	P ³	-
Electrical Equipment Sales and Repair Shops	C	-	-	-	-	-	P	-	-
Equipment Rental Agencies with No Outside Storage	-	-	-	-	-	-	P	-	-
Farmers Markets (max. 12,000 sq. ft.)	C	C	C	C	-	-	-	-	D
Financial Institutions, Including Banks, and Loan Associations, Finance Companies and Credit Unions (Headquarters/Administrative Offices only)	-	-	-	P	P	P	-	-	P
Floor Coverings Shops	P	-	C	-	-	-	P	-	-
Florists	P	P	P	P	P	P	P	P ³	P
Food Stores:									
Supermarkets	P	-	P	-	-	-	-	-	-
Specialty Food	P	P	P	P	-	-	-	-	P

Table 7 (cont.)

	C	C(1) ¹	NC	TC	BP	OP	CM	HC	MU-4
Convenience (within multi-tenant building),	P	P	P	-	-	-	-	-	P
Furniture Repair and Upholstery Shops	-	-	-	-	-	-	P	-	-
Furniture Stores	P	-	-	-	-	-	P	-	-
Glass Replacement and Repair Shops							P	-	-
Heating and Ventilating Shops, not Including Sheet metal Fabrication	-	-	-	-	-	-	P	-	-
Health and Athletic Gyms and Weight Reduction Clinics - Accessory Health/Athletic	C	-	-	P	P ³	P ³	C	P ³	P ³
Hobby Shops	P	P	P	-	-	-	P	-	-
Hotels	C	-	-	C	C	-	-	-	C
Household Appliance Sales and Repair Shops	P	-	P	-	-	-	P	-	-
Ice Cream Stores and Soda Fountains	P	P	P	P	-	-	-	-	P
Interior Decorating Firms	P	-	P	P	-	P	P	-	P
Janitorial Services and Supplies	-	-	-	-	-	-	P	-	-
Jewelry Stores	P	-	P	P	-	-	-	-	P
Leather Goods and Luggage Stores	P	P	P	P	P	-	P	-	P
Linen Supply Services		-	-	-	-	-	P	P ³	-
Liquor Stores	C	-	C	-	-	-	-	-	-
Locksmiths	P	-	P	-	-	-	P	-	-
Manufacturing of Prototype Products and Fabrication of Experimental Products Which Neither Constitute nor Cause a Public Health Risk to Employees and/or to Surrounding Properties	-	-	-	-	P	-	P	-	P
Manufacturing of Products Requiring Technology such as Instruments, and Electronic Equipment, Office and Computing Equipment	-	-	-	-	P	-	P	-	D
Medical and Dental Offices	P	P	P	P	P	P	P	P	P
Non-profit Health Clinics	-	-	-	P	-	-	-	-	-
Medical Emergency Care Facilities	-	-	-	-	P	-	-	P	P
Messenger and Wire Services	P	-	P	P	P	P	P	-	P
Mortuaries	-	-	-	-	-	-	-	-	-
Motels	-	-	-	-	-	-	-	-	-
Motorcycle Sales	-	-	-	-	-	-	P	-	-
Music Stores	P	P	P	P	-	-	-	-	P
Music, Dance, and Martial Arts Studios	C	C	C	C	-	-	C	-	-
Musical Instrument Repair Shops	-	P	-	-	-	-	P	-	-
Nurseries and Garden Supply Stores in a Building or Fully Screened Enclosure with no Fertilizer Products in Bulk Form	P	-	P	-	-	-	-	-	-
Newspaper and Magazine Stores	P	P	P	P	P	P	P	P ³	P

Table 7 (cont.)

	C	C(1) ¹	NC	TC	BP	OP	CM	HC	MU-4
Office, Business Machine and Computer Component Stores	P	P	P	-	-	-	P	-	P
Optician and Optometric Shops	P	P	P	P	P	P	P	P ³	P
Paint, Glass, and Wallpaper Stores	P	-	P	-	P	-	-	-	-
Pet and Bird Stores	P	-	P	-	-	-	-	-	-
Photocopy	P	P	P	P	P	P	P	-	P
Photographic Developing and Printing	P	P	P	P	-	-	P	-	-
Pinball and Electronic Games Arcades	C	C	C	-	-	-	-	-	-
Printing, Publishing, Lithography and Engraving	P	-	-	-	-	-	P	-	P
Private Recreation Buildings or Facilities	C	-	-	-	P	-	P	-	C
Public Utility or Public Service Structures and Installations	C	C	C	C	C	C	C	-	C
Record and Tape Stores	P	P	P	P	P	-	-	-	P
Radio, Stereo, and Television Sales and Repair	P	-	P	-	-	-	P	-	-
Realtors and Real Estate Offices	P	-	P	P	-	P	P	-	P
Research Activities, Laboratories, and Facilities for Scientific Research	-	-	-	-	P	-	-	P ³	P
Restaurant (sit down):									
With entertainment	C	C	C	C	C	C	-	-	D
Serving of alcoholic beverages	P	P	P	P	P	P	-	-	D
Incidental serving of beer and wine (without a cocktail lounge, bar, or dancing)	P	P	P	P	P	P	-	-	P
Without sales of alcoholic beverages	P	P	P	P	P	P	P	P ³	P
Cafe, limited to 20 seats (including outdoor seating)	P	P	P	P	P	P	P	P ³	P
Fast food (without drive-thru)	C	C	C	-	-	-	-	-	P
Fast Food (with drive-thru)	-	-	-	-	-	-	-	-	-
Café limited to 200 seats (including outdoor seating)	-	-	-	-	-	-	-	P ³	C
Secretarial Services	-	-	-	P	P	P	P	-	P
Service Clubs and non-profit organizations	-	-	-	-	-	-	C	-	-
Service Stations	-	-	-	-	-	-	-	-	-
Shoe Stores and Shoe Repair Shops	P	P	P	-	-	-	P	-	-
Specialty Retail	P	P	P	P	P	-	P	C	P
Sporting Goods Stores:									
Specialty; backpacking, tennis, skiing, mountaineering, fishing, etc.	P	P	P	P	-	-	P	-	-
General encompassing a variety of sports equipment	P	P	P	P	-	-	P	-	-

Table 7 (cont.)

	C	C(1) ¹	NC	TC	BP	OP	CM	HC	MU-4
Swimming Pool Service and Sales	-	-	-	-	-	-	P	-	-
Tailor Shops	P	-	P	-	-	-	P	-	-
Television, Radio, and Stereo sales	P	P	P	P	-	-	P	-	-
Theaters:									
Dinner Theater	P	P	P	P	P	C	P	-	C
Movie (multiplex)	P	C	P	P	C	-	-	-	C
Toy Stores	P	-	P	-	-	-	P	-	P
Travel Agencies and Bureaus	P	P	P	P	P	P	P	-	P
Service Establishments	P	P	P	-	-	-	P	-	-
Vendors (food and outdoor carts)	C	C	C	C	C	C	C	-	D
Veterinary (domestic):									
Non-boarding	P	-	P	-	-	-	P	-	-
Boarding	-	-	-	-	-	-	-	-	-
Watch and Clock Repair Shops	P	-	P	-	-	-	P	-	-
Wholesale Business Establishments Without Warehousing or Distribution	-	-	-	-	-	-	P	-	-
Yardage Goods Services	P	-	P	-	-	-	P	-	-

NOTES:

P Permitted

C Conditional Use Permit

D Administrative or Director's Permit

- Prohibited

¹Sub-designation applying only to commercial area south of Barham Drive and east of Twin Oaks Valley Road, adjoining the California State University campus.

²Automatic Tellers Only

³Only within 292 Myrtle, 255 Redel Road, 261 Redel Road, 256 Myrtle, 105 S. Twin Oaks Valley Road, 199 S. Twin Oaks Valley Road, and 225 S. Twin Oaks Valley Road.

⁴As part of City Hall complex.

⁵On same premises as business or office use and serving employees/guests only.

Table 8
Business Development Standards Unless Otherwise Set Forth in a Specific Plan
or Design Guidelines

	C	TC	BP	OP	CM	HC	MU-4
Minimum Lot Area (acres)	2 ¹	2 ¹	1or2 ²	2	2	20	1or2 ²
Height Limit ³							
Within 80' of a major arterial	35'	35'	55'	35'	35'	35'	35'
Within 100' of a residential district	35'	35'	35'	35'	35'	35'	35'
Other locations	70'	70'	70' ⁴	70'	50'	125'	40'
Towers, campaniles, rotunda	75'	75'	75'	75'	55'	125'	45'
Within 25' of all other streets	35'	35'	35'	35'	35'	35'	35'
Maximum Building Site Coverage	35%	45%	45%	40%	40%	45%	45%
Minimum On-Site Landscaping (excluding landscaped street-side setbacks) ⁵	15%	15%	15%	15%	15%	15%	15%
Building Setbacks (measured from ultimate property line) ⁶							
Freeway ROW	60'	60'	60'	NA	60'	NA	NA
Freeway off-ramp ROW	20'	20'	20'	NA	20'	NA	NA
Major arterial ⁷	NA	NA	20'	20'	NA	⁸	20'
Prime arterial	50'	50'	50'	50'	50'	⁸	50'
Other streets	20'	20'	20'	20'	20'	⁸	20'
Interior side adjacent to residential	25'	25'	25'	25'	25'	⁸	25'
Interior side adjacent to commercial ⁹	15'	15'	15'	15'	15'	⁸	15'
Rear adjacent to residential	25'	25'	25'	25'	25'	⁸	25'
Rear adjacent to commercial	15'	15'	15'	15'	15'	⁸	15'
Parking Setbacks ¹⁰							
Major Arterial ¹¹	NA	NA	20'	20'	NA	20'	20'
Prime Arterial	50'	50'	50'	50'	50'	50'	50'
Interior Streets ¹²	25'	25'	25'	25'	25'	25'	25'
Interior side property line	10'	10'	10'	10'	10'	10'	10'
Rear property line	10'	10'	10'	10'	10'	10'	10'
Freeway off-ramp	15'	15'	15'	15'	15'	15'	NA

All areas not occupied by building(s), for circulation or parking shall be fully landscaped subject to a landscape plan approved by the Planning Director. Parking requirements areas specified in the Parking Ordinance, except as stipulated below.

¹ Exempting sit down restaurants where one-acre minimum lot size shall apply providing it was part of a larger master plan.

² A 2-acre minimum lot size shall apply to Business Park development within the special design area, fronting the freeway, and/or fronting arterial highways. A 1-acre minimum lot size shall apply elsewhere.

³ Height limits within the special design area shall not exceed fifty-five (55) feet maximum to the highest portion of any part of the building or structure, including, but not limited to, architectural features and towers. Height bonuses to projects qualifying under the lot consolidation incentives program shall be permitted in addition to this limit.

⁴ 120' overall height with the approval of a major conditional use permit

⁵ Lots with multiple frontages shall only have front landscape street-side setbacks excluded.

⁶ Average Setback Requirements: Building setbacks from street shall be allowed a variation of +/- 10' provided the average is maintained.

⁷ Buildings along Craven Road shall be no closer than twenty (20) feet from the public right-of-way. Buildings adjacent to deceleration/acceleration lanes may be as close as twelve (12) feet, provided that the average distance from the building to public right-of-way is twenty (20) feet.

⁸ Building setbacks in the HC designation are as follows: For every one (1) foot of building height, the setback shall be one (1) foot; except along Craven Road where the hospital building may be constructed to the maximum height allowed by the Specific Plan with a 105 foot setback from Craven Road.

⁹ Planning Director shall determine applicability of this requirement to commercial and office-professional projects fronting Twin Oaks Valley Road and Barham Drive on a case-by-case basis, so as not to preclude the integrated frontage treatments encouraged by this plan.

¹⁰ A portion of the on-site parking requirement may be accommodated off-site, providing the following criteria can be demonstrated to the satisfaction of the City Manager:

- The off-site parking spaces are located within a parking structure with excess parking capacity beyond the intended uses it was built for.
- The distance between buildings and parking structure is no greater than 1,200 feet and is accessible by pedestrian traffic.
- The required parking exceeds the demonstrated parking demand for a particular use by virtue of walk-in traffic, reliance on mass transit, and reduced peak hour utilization numbers.

¹¹ Within the Town Center and Commercial Manufacturing area of the Heart of the City Specific Plan area there shall be the ability to have shared parking between compatible land uses as long as there is a parking demand analysis and the uses are under the control of a single master developer/owner with CC&R's that links the uses through a recorded reciprocal parking.

¹² Parking areas along Craven Road shall be no closer than twenty (20) feet from the public right-of-way. Enhanced landscaping will be required to screen and buffer parking area.

¹³ Pedestrian access will be required. Minimum setbacks for irregularly shaped lots shall constitute an average required width of 12 feet. Plans must be reviewed and approved by the Planning Director.

4.5.2 BUSINESS PARK BUILDING FOOTPRINT REQUIREMENT

The minimum required ground floor "footprint" for all buildings within the Business Park designation shall be 13,000 square feet.

4.5.3 PARKING LOT LANDSCAPING

To ensure adequate screening and shading of parking lot areas, all such areas shall be planted with trees at the following rates:

- A minimum of one 15-gallon tree per 5 parking spaces, plus;
- One 24 inch (or larger) box specimen per 20 parking spaces

4.5.4 BUSINESS PARK/SPECIAL DESIGN AREA SIGNAGE

Projects falling within the Special Design Area or within any Business Park area shall comply with the following:

A. General Signage

1. No sign shall be closer than ten (10) feet to the front or exterior side property line.
2. No sign shall encroach into the public right-of-way.
3. No sign shall be roof-mounted.
4. No sign is to be directly painted onto any wall, building or structure.
5. No pole signs shall be permitted.
6. Fast-food and restaurant's signs shall be subject to special review. Square logo signs shall have a maximum diagonal dimension of 3 feet. Fast food outlets and freestanding restaurants are not considered individual centers for the purpose of signage.
7. In general, backlighted or externally illuminated metal or plastic faced letters or signs will not be allowed.
8. No off-site signs shall be allowed.
9. Only monument signs as described below are allowed within the setback areas.
10. No banners or other forms of temporary signage shall be permitted.

B. Monument type (freestanding) signs shall conform to the following:

1. Maximum Number: one (1) per development.
2. Maximum Sign Area (lettering): 40 square feet per each side of sign.
3. Maximum Height: 3 feet.

C The following standards shall apply to single-tenant or single-parcel businesses:

1. Wall signs shall be limited to identification of business name or identifying logo.
2. Street addresses shall be incorporated into the face or structure of all freestanding signs.
3. Wall signs shall be limited as follows:
 - One (1) per street frontage, not to exceed two (2) per business;
 - Wall signs shall be limited to a maximum of 50 square feet in sign area;

- Wall signs shall not exceed a height of 20 feet or project above the roofing mounted on any building face measured from the finished grade on the exterior of the building.
- The overall vertical dimension of a wall sign shall not exceed 20 feet for corporate headquarters.

4. Ancillary signage such as:

- Directional signs (loading areas, shipping and receiving, building identification, etc.); stop signs must be specified as a part of a master sign program for the entire project and approved by the City.

D. The following standards shall apply to multi-tenant or multiple-use businesses:

1. General sign requirements:

- Wall signs shall identify the individual business, use, or identifying logo.
- All projects with more than two tenants shall develop a comprehensive sign program.
- Street addresses shall be incorporated into the face or structure of the free-standing sign.

2. Wall signs shall conform to the following standards:

- Maximum Number: one (1) per street or parking area frontage, not to exceed two (2) per business.
- Maximum Sign Area: four (4) percent of the building face, not to exceed 20 square feet.
- Maximum Height: not to project above the roofline. The overall vertical dimension of a wall sign shall not exceed 1 foot for individual tenants.

E. Temporary Real Estate Signs

1. Real estate signs shall be limited to 1½ x 3 foot signs with a maximum height of 3 feet.
2. Said sign shall be placed out of the right-of-way.
3. Only one real estate sign per frontage

F. The landlord shall be responsible for maintaining the standards established in this section.

4.5.5 HOSPITAL COMPLEX SIGNAGE

For safety purposes, signage within the hospital complex designation should facilitate the quick identification of medical services and the efficient circulation of traffic on-site.

Safety concerns dictate that individuals with emergencies, whether in an ambulance or a private vehicle, be able to easily locate the emergency entrance. Signage should enable all visitors to find their way with ease, both for the convenience of those in ill-health and so that circulation to emergency entrances is not congested with traffic in search of other destinations.

A. Comprehensive Sign Program

1. All signage must be submitted as part of a comprehensive sign program for approval by the Planning Director except for those exceptions listed below.
2. Signs not requiring Planning approval:
 - Signs mandated by federal, state, or other governmental requirements.
 - Signs which cannot be viewed from any street or highway and which are designed to direct and guide pedestrian and vehicular traffic while such traffic is on the parcel or real property on which such signs are located.

- Once a comprehensive sign program has been approved for a site, revision to lettering and/or wording on the sign face(s) may be made without additional Planning approval provided changes conform to the approved comprehensive sign program.

B. General Signage

1. No sign shall be closer than ten feet to the front or exterior side property line.
2. No sign shall encroach into the public right of way.
3. No sign is to be directly painted onto any wall, building, or structure.
4. No pole signs shall be permitted.
5. No off-site signs shall be allowed.
6. No sign shall be roof mounted.
7. If signs are to be illuminated, they shall utilize internally illuminated channel letters.
8. Only monument signs as described below are allowed within the setback areas.
9. No banners or other forms of temporary signage shall be permitted.
10. Street addresses shall be incorporated into the face of structure of all freestanding signs.

C. Freestanding Signs

1. Hospital Identification Signs
 - One hospital identification sign may be placed at each street intersection. Maximum number of hospital identification signs: 2
 - Maximum sign area (lettering): 60 square feet per each side of sign.
 - Maximum height: 8 feet
2. Main Entrance Signs
 - One monument sign may be permitted per street frontage and shall be located at a major drive approach. Maximum number of entrance signs: 2.
 - Maximum sign area (lettering): 60 square feet per each side of sign.
 - Maximum height: 8 feet.
3. Drive Identification Signs
 - One driveway identification sign may be permitted at each minor drive approach at which a hospital identification or entrance sign is not located.
 - Maximum sign area (lettering): 40 square feet per side of sign.
 - Maximum height: 8 feet.

D. Wall Signs

1. Building identification
 - Maximum number: One wall sign for building identification per building per street frontage.
 - Maximum sign area (lettering): 100 square feet in sign area.
 - Maximum vertical dimension: 2 feet.
 - Wall signs shall not exceed a height of 20 feet.
2. Site identification
 - Maximum number: One wall sign per site per street frontage identifying the hospital and/or medical center complex.

- Through the sign program it is permissible to have more than one site wall sign facing a single street provided the maximum number of permitted signs is not exceeded (one per street frontage).
- Maximum sign area (lettering): 300 square feet.
- Maximum vertical height: 12 feet.
- Wall signs shall be located no closer than 5 feet from the top of the building.

E. Ancillary Signage

One unlighted sign per entrance/exit not to exceed four square feet may be placed on the rear or internal side of the building for parking, service, and delivery purposes.

F. The tenant shall be responsible for maintaining the standards established in this section.

4.5.6 NEIGHBORHOOD COMMERCIAL SHOPPING CENTER

A. General signage

1. Developer shall develop and submit to the City a comprehensive sign program for approval.
2. No sign shall be closer than ten (10) feet to the front or exterior side property line and shall not impact line of sight so as to create a potential safety hazard.
3. No sign shall encroach into the public right-of-way.
4. No sign shall be roof-mounted.
5. No sign is to be directly painted onto any wall, building or structure.
6. Freestanding signs shall consist of monument signs only. Pole signs shall not be permitted.
7. No off-site signs shall be allowed.
8. Square or rectangular logos shall be discouraged unless logo is a registered trademark.

B. Monument signs shall conform to the following:

1. Maximum number: two (2) per street frontage for entire shopping center development with a minimum spacing between signs of 100 feet.
2. Maximum sign area for primary monument sign (sign panels not including support structure): 150 square feet for each side of sign.
3. Maximum height: 20 feet.
4. If a second monument sign is used on the same street frontage, it shall be considered the secondary monument sign and will be limited to a maximum sign of 120 square feet for each side of sign.
5. Maximum height: 15 feet.

C. Building Signs -Major tenants (anchor tenants)

1. Major tenants (Anchor Tenants) maximum number: one per street or parking area frontage not to exceed two per business.
2. Maximum sign area: ten (10) percent of the building face, not to exceed 200 square feet.
3. Maximum height: not to project over the roofline.
4. Maximum dimensions: letters shall not exceed 71" in vertical height nor 70% of tenants lease frontage in width.

D. Building signs -Shop tenants and pad tenants

1. Maximum number: One (1) per street or parking area frontage not to exceed two (2) per business.
2. Maximum sign area: ten (10) percent of the building face, not to exceed 100 square feet.
3. Maximum height: not to project over the roofline.
4. Maximum dimensions: letters shall not exceed 24" in vertical height nor 70% of tenants lease frontage in width. Logos shall not exceed 36" in vertical height.
5. Building signs must be located visually centered vertically and horizontally within the designated sign area.
6. Blade signs shall not exceed four square feet in area and must maintain a minimum vertical clearance of 9 feet from the bottom of the sign panel to grade.

SECTION 5: IMPLEMENTATION

5.1 EXPIRATION OF PLAN APPROVAL

The Heart of the City Plan has been adopted to ensure development of the City's core area as a diverse, education-oriented community having a state university campus as its primary focus. Given that intent, the City Council recognizes the difficulties inherent in implementing this plan so long as the State of California has not acquired the proposed campus site. Accordingly, should the California State University fail to obtain title to the Bieri-Avis property for which it is currently negotiating, by June 30, 1988, this specific plan shall automatically expire and be of no further force and effect and the City of San Marcos may entertain other specific plan proposals to implement the project area's current general plan and zoning of "SPA."

5.2 SPECIFIC PLAN APPROVAL REQUIREMENTS DEEMED MET

Upon adoption of this document, specific plan approval requirement for properties comprising the Heart of the City shall be deemed satisfied pursuant to Title 20 of the Zoning Ordinance. There shall be no further requirement for the subsequent approval of individual specific plans for projects found to conform to the provision of this plan.

5.3 PLAN AMENDMENT

Amendment to the text of this plan or to the boundaries of the project area shall occur only in the manner provided by Section 20.52.090 of the Zoning Ordinance and subject to the same findings prescribed for initial enactment of a specific plan. Pursuant to Section 20.52.090, plan amendments may be initiated by either private parties or the City Council.

5.4 EFFECT ON ZONING ORDINANCE/MAP

Upon adoption of this Specific Plan and Text Amendment (SP 13-006), all land use/development regulations and standards set forth in this Plan shall supersede those contained within the Zoning Ordinance with respect to properties and development within the project area. Where no comparable or conflicting development standards or criterion is found herein, Zoning Ordinance provisions shall apply. The City Zoning Map shall be changed to delineate the boundaries of the project area and all acreage falling therein shall be clearly labeled "SPA".

5.5 INTERPRETATION OF PLAN

The City Manager or his/her designee shall have the responsibility of interpreting the provisions of this specific plan. Such interpretations shall be made in writing and permanently maintained on file with the Planning Division for future reference. Any person aggrieved by the City Manager's interpretation may appeal it to the Planning Commission, under established appeal procedures.

5.6 AMBIGUITIES

Unless otherwise provided, any ambiguity concerning the content or appropriate application of the Heart of the City Specific Plan shall be clarified by the City Manager or his/her designee.

5.7 REGULATORY PROCEDURES

5.7.1 DEVELOPMENT REVIEW PROCESS

The processing and review of development proposals in the Heart of the City shall be subject to established procedures in effect for the entire City, including Site Development and Subdivision Map review. However, the criteria used in the evaluation of each development proposal within the Heart of the City shall be based upon the objectives, policies, guidelines and specific development standards specified herein.

5.7.2 MASTER DEVELOPMENT PLAN

It is the intent of this plan to provide for integrated development at the earliest possible point in the development review process and to discourage piecemeal or strip development by coordinating the efforts of individual or multiple property owners through the master plan process. To implement this intent, the following requirements shall apply to all properties and projects and shall not be limited to parcel lines or site boundaries:

1. A master plan shall be required by the City Manager or his/her designee when it is evident in his or her opinion that piecemeal development will prevent or preclude future development of adjacent properties in a manner consistent with this specific plan.
2. A master plan shall, at a minimum, cover all of that land use subarea of which the subject property is a part. This is provided however, that where a public street or streets within the subarea form a logical alternate boundary, the master plan may, at the discretion of the City Manager or his/her designee, extend to that alternate limit instead.
3. Applications for master plan approval shall be made on a form prescribed by the City Manager or his/her designee and shall conform to Site Development Review submittal requirements (see Section 5.7.3). A master plan shall be processed concurrently with any development proposal applicable to the subject property, pursuant to established Site Development Review procedures.
4. Master plans shall, at a minimum, adhere to the requirements set forth in the Development Standards and Community design sections of this plan.

5.7.3 SITE DEVELOPMENT REVIEW

All development proposals within the boundaries of this specific plan shall submit for Site Development Review, as set forth in Chapter 20.80 of the Zoning Ordinance. Each project shall be evaluated administratively by the City's Site Development Review Committee for compliance with the terms and intent of this plan, both expressed and implied. All applications for Site Development Review shall, at a minimum, be accompanied by the following materials (in such numbers as the City Manager or his/her designee may specify):

1. A site plan drawn to appropriate scale;
2. Architectural floor plans and elevations;
3. A preliminary grading and drainage plan;
4. A landscape plan;
5. A building materials board and color photo of that board no larger than 11" x 17";
6. A completed Site Development Review Application accompanied by the appropriate processing fee;
7. A written description of proposed uses;
8. A preliminary title report or policy for all property involved;

9. A visual simulation/impact analysis (mandatory for projects within the Special Design Area; optional, at the discretion of the City Manager or his/her designee, for projects outside of the design area). The objectives of this requirement shall be to:
 - a) minimize the visual impact of adjacent development on the proposed university campus;
 - b) identify/explore various development alternatives to determine which plan layout and building forms would best achieve this;
 - c) demonstrate how the selected alternative minimizes visual impact on the campus
10. Such other information or materials as the City Manager or his/her designee may specify.

Upon completion of Site Development Review, the City Manager or his/her designee shall have the power to approve an application with conditions or revisions, as necessary, or to deny it subject to the applicant's right of appeal. No site development plan shall be deemed approved until all required revisions have been made and the modified plans submitted, as a set of original mylars, for Planning Department files.

If, in the opinion of the City Manager or his/her designee an application for Site Development Review involves unusual site development conditions or requirements or unique operating circumstances and raises questions of development policy substantially more significant than is generally encountered during such review, the Director may refer the application to the Planning Commission for its action in a public hearing. All such hearings shall be subject to notice requirement specified by law.

5.7.4 PRE-APPLICATION REVIEW

Prior to any Site Development Review, Tentative Map, or Conditional Use Permit submittal, applicants shall meet with the City Manager or his/her designee for informal review and comments regarding the development policies, standards and intent of this plan. Such meetings can serve to reduce expenditures of time and money.

5.7.5 CONDITIONAL USE PERMIT

Certain uses, because of their unusual site development requirements or unique operating characteristics, are subject to the granting of a Conditional Use Permit by the Planning Commission and, on appeal, the City Council. Uses subject to this requirement are shown in Tables 2 and 7 of this plan. The purpose of a Conditional Use Permit is to afford an opportunity, in public hearing, to review and evaluate use requirements and characteristics, to ensure adequate mitigation of any potentially adverse impacts on adjoining properties or uses, and to provide for adjustment of certain site development regulations and standards contained in this plan. The Planning Commission is empowered to hold a public hearing to review use permit applications and may grant approval, approval with reasonable conditions, or denial of any such application subject to right of appeal.

5.7.6 VARIANCE

Variances from the terms of this plan may be granted only when, because of special circumstances applicable to the property, including size, shape, topography, location or surrounding, the strict application of the regulations of this plan deprives such property of privileges enjoyed by other property in the vicinity under an identical land use classification. Any Variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and land use classifications where the property is situated. The granting of a Variance is subject to the terms and procedures as set forth in the Zoning Ordinance, Chapter 20.525.

5.8 NONCONFORMING USES AND STRUCTURES

Legally nonconforming uses of land or buildings within the Heart of the City may be continued provided there is no increase in the space devoted to the use and subject to the provision of Zoning Ordinance, Chapter 20.345.

5.9 LIMITATION ON INTERIM USES

Commencing with the effective date of this plan it shall be the policy of the City to deny applications for the extension or renewal of conditional use permits for contractor's storage yards and other interim or transitional uses within the Heart of the City, except when such uses can be shown to further the objectives of this plan. Where it can be demonstrated that such uses further the objectives herein, it shall be the City's policy to grant time extensions/renewals for a period of up to two (2) years or to January 1, 1990, whichever is the lesser. This provision shall have no effect on the term of conditional use permits previously approved for such uses or upon the conduct of those uses.

5.10 DENSITY RANGE CONCEPT

5.10.1 INTENT

It is the express intent of this plan to use the density range concept built into its residential land use districts as an incentive to encourage thoughtful residential design implementing the following objectives:

- Preserve or provide substantial amounts of open space, both active and passive, through the clustering of dwellings and the consolidation of smaller open spaces;
- Provide for the preservation/replacement of existing on-site windows;
- Provide for the development of interconnected trails and greenways;
- Provide for the protection of natural features and mature vegetation;
- Enhance the character of the community through integrated landscape, streetscape and overall project design

5.10.2 APPLICATION OF THE DENSITY RANGE CONCEPT

Each residential land use designation of this plan defines a permitted density range. The specific density permitted within each range will be determined on a project-by-project basis during the development review process, subject to the following general provisions:

- Projects which meet the minimum development standards and design guidelines set forth in this plan shall generally be limited to the lower end of the density range specified for the property involved.
- Projects exceeding the minimum development standards and design guidelines of this plan may be permitted to develop at the higher end of the density range specified for the property.
- The precise density allowed shall depend upon the degree to which minimum development standards/design guidelines have been exceeded and the extent to which the above-listed objectives are attained.

5.11 LOT CONSOLIDATION INCENTIVES PROGRAM

5.11.1 PURPOSE

It is the intent of this program to actively encourage the consolidation of small lots and comprehensively planned development resulting in greater land use efficiencies, improved design and reduced incremental costs typically associated with larger scale projects. For purposes of this program, the term "lot consolidation" shall mean the legal/physical combination of parcels through the tentative map or boundary adjustment process, and the concurrent submittal of a master site plan reflecting integrated development of the acreage consolidated.

5.11.2 APPLICABILITY

When, in the opinion of the Planning Director, the consolidation of lots designated for business use only would result in a desirable master development plan benefitting the community and furthering the objectives of this specific plan, the Planning Director shall consider granting development incentives under the following circumstances:

- Four or more legal parcels are involved in the consolidation;
- The total area of the lots involved equals or exceeds five (5) acres;
- The resulting development exceeds the combined valuation of the affected parcels and any improvements existing thereon prior to consolidation;
- The master development plan submitted pursuant to Section 5.7.2 is creative in its design, taking into consideration the overall circulation, parking, landscaping and architectural design of the affected acreage so as to avoid any negative impacts to itself and the surrounding area.

5.11.3 CONSOLIDATION INCENTIVES

For lot consolidation qualifying under Section 5.11.2, the Planning Director may, at his/her sole discretion, grant up to three (3) of the following development incentives:*

Incentive Category	Incentive
Required # Parking Spaces	5 % Reduction
Landscape Area Requirement	2 % Reduction
Interior Side Yard Setback**	5' Reduction
Rear Yard Setback**	5' Reduction
Building Height Limitation	15 % bonus
Redevelopment Assistance***	Varies

*The combining of very small lots is especially desirable to ensure development on a scale consistent with the intent of this plan. Accordingly, for lot consolidations involving two or more parcels of less than one (1) acre each, the Planning Director may consider granting a fourth incentive from among those listed above.

**Yards adjoining properties designated for business use only.

***Redevelopment assistance is at the discretion of the San Marcos Redevelopment Agency.

5.12 ART IN PUBLIC PLACES

5.12.1 PURPOSE

The Heart of the City is a unique area of the community and as such a unique program needs to be established which projects an image more than just its layout and the physical characteristics of its streets

and buildings. One major element of this area's image can be its art. Art can make a statement to all about who and what this area represents, how it views itself, and how it is viewed by others.

Public art can also serve as a business trademark, conveying growth and prosperity to the private and public sector alike. Art sculptures can range in subject and style from free-flowing abstract design to detailed realistic figures. The mediums represented include steel, bronze, concrete, wood, plastic and stone.

5.12.2 PROGRAM REQUIREMENTS

All new residential and commercial development projects are required to acquire and install an art sculpture when the development project has a building valuation above \$250,000. The amount identified as the minimum allocation for the acquisition of an art sculpture is based upon the total building(s) valuation as computed using the latest Building Valuation Data as set forth by the International Conference of Building Officials (ICBO). A building valuation of up to \$500,000 requires no art piece. A valuation of \$500,001 up to \$999,999 shall require that 1% of the total valuation be allocated for an art sculpture. A building valuation of \$1,000,000 and above would require an art allocation of \$10,000 plus \$2,000 for each million dollars of building valuation (including the first million dollars of valuation). Examples of the art allocation formulas are as follows:

<u>Building Valuation</u>	<u>Minimum Art Allocation</u>
\$ <250,000	\$0
\$ 250,000	\$2,500
\$ 500,000	\$5,000
\$ 750,000	\$7,500
\$ 1,000,000	\$12,000
\$ 5,000,000	\$20,000
\$ 10,000,000	\$30,000
\$ 15,000,000	\$40,000
\$ 25,000,000	\$60,000
\$ 50,000,000	\$110,000
\$ 75,000,000	\$160,000
\$100,000,000	\$210,000

The Planning Director shall have the option to permit a donation in lieu of an art sculpture in the amount identified pursuant to the above art allocation formula to the City for cultural enrichment. The provision for an exception by the Planning Director shall be based upon a lack of public accessibility to an art piece or the scope of the development project being such that the art piece will not meet the intent and guidelines of the program.

5.12.3 GUIDELINES FOR ART SCULPTURE

Requirements for the selection, acquisition, placement, identification, and maintenance of art sculptures are as follows:

- The art sculpture shall be easily visible to the public street.
- The art sculpture shall be located in an area specifically designated for such purpose. Installation of the art piece shall be planned and implemented to enhance the work and allow for unobstructed public viewing from as many angles as possible.
- The art sculpture submittal shall include a complete site plan with landscaping, lighting and other appropriate accessories to complement and protect the art work.
- The art sculpture shall be comprised of permanent-type materials and require a low level of maintenance. Durable and weather-resistant materials are recommended.
- Lettering or signing is not permitted upon the art sculpture or its foundation.
- The art sculpture shall be constructed at a size that is proportional to the size of the adjacent building(s) and other improvements.
- Expressions of obvious bad taste or profanity, which would likely be offensive to the general public, are impermissible.
- The art sculpture shall be designed by persons with experience and knowledge of monumental scale sculpture and shall provide the City with background information verifying these capabilities.
- Developers shall be encouraged to provide a wide range of sculptural styles, materials and types when selecting an art work for the program.
- Water sculptures are encouraged.
- In order to provide diversity and opportunity, not more than five pieces by the same artist is encouraged.
- Each piece shall be identified by a plaque measuring approximately 10" x 10". The plaque shall be made of cast metal and shall be placed in an appropriate location near the art piece and shall list only the date, title and the artist.
- The art sculpture shall be maintained by the property owner in a neat and orderly manner acceptable to the City.
- The art sculpture shall be a permanent, fixed asset to the property upon which it is located.
- The art sculpture shall be placed in a landscape or plaza area that is complementary to the development and designed as part of the integrated landscape/open space plan.

5.12.4 PROCESSING

Processing for an art sculpture shall begin with the City Planning Division apprising each developer of the requirements for an outdoor sculpture as an element of the development project. The City Planning Division will advise the developer of the program and give further direction and program clarification pertaining to artistic options.

When a development project requires the approval of a variance, conditional use permit, site development or related City approval, it shall be conditioned upon the development that the building project shall not be occupied until such time as the art sculpture is in place.

The applicant shall submit to the City Planning Division a completed Art in Public Places application and the proposed art piece in one or more of the following formats:

- Photographs or slides of the subject art sculpture depicting several views.

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- A model of the art sculpture
- A graphic illustration or artist's rendering of the art sculpture depicting several views.

The subject art piece shall be an integral part of the landscaping and/or architecture of the building. Details as to specific landscaping and architectural treatment integrating the piece into an overall project design and maintenance factors required to ensure its permanence shall be included.

Upon receipt of the subject art piece and application, the City Planning Division shall schedule a meeting with the "Art in Public Places Advisory Committee." The Art Advisory Committee will serve to review proposed art for public areas within the project area. Committee appointees shall have an art orientation and/or be qualified by education and/or experience in the field of art and/or development. The Committee is comprised of the Planning Director or designee, the Director of Community Services, or designee, a member of the Planning Commission as appointed by the Chair and a member of the City Council as appointed by the Mayor.

A recommendation to the Director of Development Services concerning findings and/or recommendations on the proposed art piece will be submitted within thirty (30) days from the date of submittal. Upon approval the Planning Division shall notify the project developer in writing as to the acceptance of the proposal and any conditions which will apply.

Should the Planning Director determine that the art piece is not consistent with these policies and guidelines, a letter shall be sent to the developer outlining the objections and/or concerns. A meeting will then be arranged between all parties involved to determine whether or not an alternative art piece should be proposed and/or discuss whether modifications should be made to the proposed art piece.

The decision of the Planning Director shall be final and shall become effective 10 days after notification, provided, however, that if within such 10 day period an appeal of the decision is filed by an aggrieved person, the filing of such appeal shall suspend the decision of the Planning Director until the determination of the appeal by the City Council or its dismissal by the appellant. Such appeal shall be filed in writing with the City Clerk and shall be processed as follows:

- Upon the filing of an appeal to the City Council the hearing date for the appeal shall be set by the City Clerk.
- The City Clerk shall transmit to the City Council the original application, records, written reports and appeal disclosing in what respect the application and facts offered in support thereof met or failed to meet the requirements of the Art in Public Places Program.
- The City Council may affirm, reverse, or modify in whole or in part any appealed decision, determination or requirement of the Planning Director, but before granting any appealed petition which was denied by the Planning Director, the City Council shall indicate where the sculpture involved meets or does not meet the requirements set forth herein. The City Council's decision shall be final.

5.13 PUBLIC SERVICES

The status of public services and utilities in San Marcos and the project area in particular is given on pages 100-103 of Final Environmental Impact Report (FEIR) 06-87. The expected impact of this specific plan on such services is discussed on pages 104-106 of FEIR and required mitigation measures are identified on pages 106-110 of that same document. Those discussions are incorporated herein by this reference. The current lack of information regarding project-specific service requirements of the future development within Heart of the City Specific Plan

the Heart of the City precludes further elaboration at this time. However, facilities-related mitigation identified in the FEIR shall, to the extent appropriate, be addressed in detail (along with viable implementing measures) in the City's upcoming revision to the Public Facilities Element of the General Plan.

5.14 FINANCING SOURCES

The following sections discuss a number of financing mechanisms, other than developer exactions currently authorized by local ordinance, which could be employed alone or in combination for the implementation of public improvements within the project area.

5.14.1 STATE COMMUNITY REDEVELOPMENT LAW

This act allows communities to utilize tax increment financing to carry out redevelopment activities, by applying tax increments generated within a redevelopment project area to finance planning, administrative, acquisition, and improvement activities. The act permits a redevelopment agency to finance land acquisition for public purposes, construction of public facilities, such as roads, parks, and sewers, and administrative, legal, planning, and engineering costs related to the project. The agency is then empowered to issue bonds to finance project area improvements and administrative costs, and to apply the tax increments derived in the project area to pay the debt service on those bonds. The San Marcos Redevelopment Agency has established two redevelopment project areas and the majority of the Heart of the City falls within one or the other of these. Current and projected development within the redevelopment areas could generate substantial tax increment revenue to assist in the financing of necessary infrastructure within the Heart of the City.

5.14.2 REIMBURSEMENT DISTRICT

Under Articles 5 and 6 of the California Subdivision Map Act (as amended in January 1977), Cities are authorized to collect to cover the costs of public improvements including roads, bridges, drainage and sanitary sewer facilities. Under these provisions, the City could enter into an agreement with a developer to reimburse he or she for that portion of improvement costs equal to the difference between the amount it would have cost the developer to install improvements to serve his or her property only and the actual cost of such improvements. The City would then reimburse the developer by levying a charge on any real property similarly benefited or by establishing and maintaining a local benefit district to levy and collect charges or costs from other benefited properties. It is possible, under this approach, to defer payment of charges or costs by other benefited properties until such property is developed.

5.14.3 ASSESSING TAXING DISTRICT

California law authorizes a variety of assessment procedures that could be employed to finance public improvements within the project area. These procedures potentially can be applied to finance construction of roads, bridges or grade-separated crossings, flood protection or storm drainage facilities, and open space. They can also be used to provide maintenance service or other specialized services, such as transit. Assessment district procedures provide an equitable way of assigning costs because they operate directly on benefited properties and area based on assessed valuation. With the passage of Proposition 13, the use of assessment procedures has special relevance in an industrial and commercial area since many recent fiscal analyses have concluded that residential properties are, or will be, paying an increasing portion of the tax burden.

The procedures for establishing assessment districts, however, vary substantially depending on pertinent enabling legislation. In some instances, the legislative body can establish the district, in other instances approval by registered voters in the area is needed, while in still other instances approval by a majority of property owners is mandated. Thus the potential application of assessment procedures depends on the Heart of the City Specific Plan

initiation and formulation procedures required, and by attitudes toward mandatory participation. A summation is provided below of the more relevant assessment procedures. These are discussed by the type of improvement or service financed by the procedures.

5.14.4 DRAINAGE AND SEWER FACILITIES

Section 66410-66499.30 of the Government Code and the Subdivision Map Act of Government Code Sections 66483-66484.5 authorize payment of fees to defer the costs of drainage facilities for the removal of surface and storm waters from local and neighborhood drainage areas. To enact fees, an ordinance requiring payment of fees must be in effect for a period of 30 days prior to the filing of a tentative map (or parcel map if no tentative map is required). The ordinance refers to a drainage or sanitary sewer area, which contains an estimate of the total costs of constructing the local drainage or sanitary sewer facilities required in the plan. The governing body is the legislative body that has adopted the drainage or sanitary sewer plan.

The fee to be imposed, whether actual or estimated is based upon the findings of the legislative body, that subdivision and development of property within the planned drainage or local sanitary sewer area will require construction of the facilities described in the plan.

5.14.5 BRIDGES AND MAJOR THOROUGHFARES

Section 66484 of the Government Code authorizes the design, acquisition of rights-of-way, administration of construction contracts and actual construction of bridges and major thoroughfares. Local ordinance must refer to the circulation element of the General Plan and to the provisions of such element which identify those major thoroughfares whose primary purpose is to carry through-traffic and to provide a network connecting to the state highway system. If one-half of the owners within the area of benefit protest the improvement, then proceedings are abandoned. Local ordinance may require the payment of a fee as a condition of approval of a final map or as a condition of building permit issuance. An ordinance adopted pursuant to this section may provide for the acceptance of consideration in lieu of payment of fees. The agency imposing fees may incur an interest-bearing indebtedness for the construction of bridge facilities or major thoroughfares.

5.14.6 STREETS AND HIGHWAYS

Section 22585-22594 of the Streets and Highways Code allows the legislative body to construct or install improvements and to provide for the maintenance or servicing of those improvements. The assessment district is initiated by the legislative resolution. Proceedings for the assessment may be abandoned if there is a majority protest representing property owners owning more than 50 percent of the area of assessable lands within the proposed district. A four-fifths vote of all legislative body members can overrule the protest.

5.14.7 OTHER IMPROVEMENTS

Special Municipal Tax Districts are authorized under Section 60000-60160 of the Government Code. Such districts can maintain and operate any public improvement or utility of local necessity or convenience, furnish or perform any special local service including music, recreation, or advertising. The governing body may appoint officers and employees for the district, as it deems necessary. Officers and employees serve at the pleasure of the legislative body and are not subject to civil service provisions. Formulation is initiated by a petition of residents living within the proposed district. Ten percent of the registered voters within the proposed district must sign the petition.

The legislative body adopts a resolution of intention and, if no objections are sustained, submits the questions of district formation and tax levy to residents of the district. A majority vote in favor of the district

allows the legislative body to declare the district formed and levy the special tax. The district has the authority to levy taxes upon taxable property not to exceed \$1 per year on each \$100 of assessed valuation.

5.14.8 OTHER SPECIAL ASSESSMENT AND BONDING ACTS

A host of other assessment district acts exist in California, many of which could be used within the Heart of the City Specific Plan area. These include: The Improvement Act of 1911; the Municipal Improvement Act of 1913; the Parking District Law of 1951; and the Pedestrian Mall Law of 1960. All of these allow for the issuance of bonds to represent unpaid assessments. This in turn allows the owner to pay lien to installments over the period of years the particular bond act and proceeding use provides. The bonds themselves can be issued against single owners or against a group of owners.

Various other state and federal programs, such as the Urban Development Action Grant Program, are focused largely on declining communities and are likely to have limited potential for the Heart of the City.

5.15 CITY-INITIATED MARKETING PROGRAM

To further the objectives of this plan, and to ensure the capture of a proportionate share of corporate and other desirable users in a competitive market, the City should formulate a comprehensive marketing program for the project area. The principal targets of this program should be regionally or nationally established firms closely identified with development of the highest quality and having the means to fully implement the objectives of this plan.

5.16 PEAK HOUR MANAGEMENT PROGRAM

In order to mitigate increased traffic volumes caused by the Heart of the City Plan all development within the planning area shall be subject to the Peak Hour Traffic Management Ordinance.

5.17 SEVERABILITY

If any regulation, condition, program or portion thereof of this plan is for any reason held invalid or unconstitutional by a court of competent jurisdiction, each such portion shall be deemed a separate, distinct provision and the invalidity of such provision shall not affect the validity of the remaining provisions.

APPENDIX A: UNIVERSITY DISTRICT SPECIFIC PLAN

(Copy available through the City's web page)

APPENDIX B: RICHMAR SPECIFIC PLAN
(Area will consist of individual Specific Plans as they are approved.)

APPENDIX C: CAMPUS POINTE II SPECIFIC PLAN
(Copy available through the City's web page)

APPENDIX D: URBAN DESIGN PROGRAM

APPENDIX E: RANCHO CORONADO RESIDENTIAL DEVELOPMENT & DESIGN STANDARDS

APPENDIX F: MISSION 316 SPECIFIC PLAN

(Copy available through the City's web page)