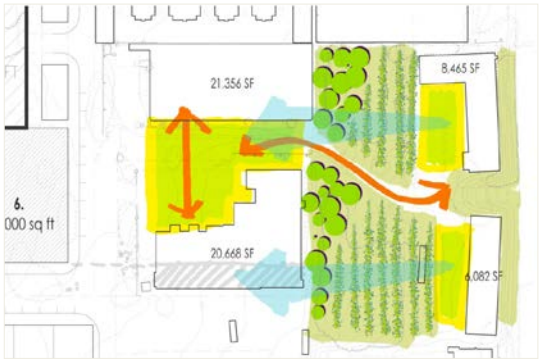
Development Standards for Alternative "Adaptive Reuse"

Description

The Alternative Adaptive Reuse area is generally located along Main Street east from Redel Road to Industrial Street. This special use area is intended to create a unique destination for housing, entertainment, dining, and retail which joins the industrial character of the existing neighborhood with thoughtfully crafted sustainable buildings, landscapes and courtyards, and promotes locally produced food and goods from regional artisans, artists, and farmers.

Buildings are primarily conceived of as adaptive reuse of the existing warehouse and industrial buildings as unique specialty retail, bar and restaurant, entertainment, and beer and wine tasting venues with limited live/work space and upper floor residential units. The reuse of existing buildings on site is encouraged. However, new buildings that take cues from vernacular industrial or agricultural (e.g., old cannery style treatments) buildings and employ sustainable design features or use recycled or salvaged materials shall also be allowed. Creative solutions for providing spaces for small retail tenants, such as repurposed shipping containers, trailers, or other small outbuildings shall be allowed. Existing buildings and structures that are retained as part of the Adaptive Reuse area shall be considered conforming buildings. New buildings and improvements to existing buildings should be made through use of building massing, materials, and other treatments as approved through a Site Development Permit.

Lot Size and Building Placement:



It is recognized that many of the existing buildings and lots in this area will not comply with lot size and building placement regulations for other building types in the Form Based Code. To encourage the sustainable practice of re-using these buildings, and to facilitate a distinctive retail zone comprised of small plazas, gardens, courts, and walks, there are no specific standards for building placement or lot size within this area. Setbacks from the public right of way are not required, nor are build-to-lines (BTL). Rather, it is encouraged that each building be thoughtfully planned to engage with adjacent structures, sidewalks, and public spaces to create interesting and dynamic spaces as approved through a Site Development Permit.

Landscape and Hardscape:

Adaptive reuse buildings shall implement a combination or hardscape (paved surfaces such as plazas and paseo) and landscaping (in the form of potted plants, grassy areas, water features, ornamental landscaping) to create gathering spaces to activate the area. All landscape and hardscape details shall be approved through a Site Development Permit.

Building Height and Mass:

1-story or 20' minimum
5-stories or 60' maximum.
There is no minimum for small detached retail buildings or kiosks.

***Frontages*:**

No specific frontage type is required. To allow creativity in the architectural design, a variety of frontage types are allowed.

***Building* Uses:**

Allowed building uses are as per Mixed-Use Building A.

***Parking*:**
Off-Street parking requirements are as per Mixed-Use Building A

Architectural Design:
The design of an Adaptive Reuse Building shall generally comply with the intent of the Architectural Standards and Guidelines in Chapter VI.8. However, the creation of an architecturally unique and iconic building is encouraged. Architectural designs shall be subject to review by City Staff and approval by the Planning Director.


zazu
kitchen + farm

Development Standards for Community Buildings

Description

Community Buildings are community-serving buildings that provide community, civic, public, quasi-public, or private uses. Community Buildings may be publicly or privately owned. A Community Building should be an iconic and architecturally unique structure that provides a special function to the community. The following standards for Community Buildings emphasize creativity in architecture and design. These standards do not apply to the public school site.

Lot Size and Building Placement:
The Community Buildings within the University District park system are planned within the northwest corner of the Knoll Park, as shown in Figure VI.B (Building and Public Space Regulating Plan). The total footprint of all Community Buildings located within the Knoll Park shall not exceed 20,000 square feet. A 20' setback is required from all street right-of-ways. Special care should be taken in the design of the building to respect the contours of the Knoll Park.

Vehicle Access and Parking:
There are no parking requirements for this building type. Accessible parking and service zones may be provided on site or as dedicated on-street spaces.

Building Height:
1-story minimum
2-stories and 30' maximum

Floor Area:
The maximum gross floor area shall be 30,000 square feet.

Frontages:
No specific frontage type is required. To allow creativity in the architectural design, a variety of frontage types are allowed.

Building Uses:
Community centers, fitness and recreation centers, day care centers, meeting and event rooms, performing arts centers, museums, educational facilities, and senior centers are allowed uses by right. Outdoor facilities serving these uses such as terraces or patios, recreational areas, pools and spas, barbeque areas, and similar facilities shall be allowed. All uses not specifically listed or defined are subject to approval and/or interpretation by the Planning Director.

Architectural Design:
The design of a Community Building shall generally comply with the intent of the Architectural Standards and Guidelines in Chapter VI.8. However, the creation of an architecturally unique and iconic building is encouraged. Architectural designs shall be subject to review by City Staff and approval by the Planning Director.

VI.7 Frontage and Projection Standards

Intent

The *University District* is envisioned to be developed with frontages and architectural projections that help create a vibrant, safe, and attractive public realm that encourages pedestrian activity.

Building Frontages

All building facades that are adjacent to a street or public space shall have a specific building frontage. The building type standards in Section VI.6 specify the types of frontages that are allowed on each building type. Standards for all the frontages are provided on the following pages:

- Storefronts
- Office Fronts
- Live-Work Fronts
- Arcade/Gallery
- Parking Structure Frontage
- Anchor Retail Store Frontage
- Residential Frontage
- Stoop Frontage

Storefronts

Storefronts are building frontages that consists of glass display windows and a recessed glass entrance into the building. The glass windows and doors are intended to promote window shopping and views into the store or business. The following standards apply to facades that are designed with storefronts:

- Storefront entrances shall be provided at intervals not to exceed 80 feet.
- At least 70% of the surface area of ground floor facades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- Ground floor facades shall be divided into a series of building bays for individual storefronts.
- At a minimum, each storefront shall consist of glass display windows and a recessed glass entrance door. Additional storefront elements, such as transom windows, kick-plates, and cornices are allowed, but are not required.
- Awnings, marquees, and window shades are allowed projections on the ground floor facade.
- At least 20% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Office Fronts

Office fronts are building frontages that consists of window opening and private entrances to ground-floor office suites and/or a common entrance to a lobby for the building. The following standards apply to facades that are designed with office fronts:

- At least 50% of the surface area of ground floor facades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- All building entrances shall consist of glass windows and glass doors. Building entrances may be recessed into the facade.
- Awnings, marquees, and window shades signs are allowed projections on the ground floor facade.
- At least 20% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Live-Work Fronts

Live-work fronts are building frontages that consists of window opening and private entrances to live-work units and/or a common entrance to a lobby for the building. The following standards apply to facades that are designed with live-work fronts:

- At least 50% of the surface area of ground floor facades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- All building entrances shall consist of glass windows and glass doors. Building entrances may be recessed into the facade.

- Awnings, marquees, and window shades are allowed projections on the ground floor facade.
- At least 20% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Arcade/Gallery

An arcade/gallery is a building frontage where the upper floor of the building or an upper floor balcony projects over the sidewalk to create a covered walkway or colonnade. The upper floor of the building or the balcony is supported by building columns or posts. The following standards apply to facades that are designed with arcades/galleries:

- At least 60% of the surface area of ground floor facades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- The ceiling height of the colonnade shall be at least 15 feet tall.
- Arcades and galleries shall be at least 10 feet deep as measured from the building facade to the inside edge of supporting columns and posts.
- At least 20% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Parking Structure Frontage

A parking structure frontage is a building frontage that consists of an exposed facade of an above ground parking structure. The following standards apply to parking structure frontages:

- All parking structure facades shall be designed with screening elements or decorative facades that partially screen views of ramps, parking decks, and parked cars. Parking structure facades do not need to be screened along Street Type J.
- Internal lights within the parking structure shall be located, directed, and shielded to prevent off-site glare.
- Awnings, marquees, window shades, and projecting signs are allowed projections on the ground floor facade.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Anchor Retail Store Frontage

An anchor retail frontage is a building frontage that consists of the facade of a large anchor retail store. These frontages generally contain large wall surfaces. Building entrances, delivery zones and service areas may also be provided along a retail store frontage.

- Anchor retail store frontages shall be articulated to avoid the appearance of a "big box." Appropriate forms of articulation include changing the direction of the wall plane, alternating the height of the roofline, changing facade materials or colors, and providing architectural details or expression lines.
- Awnings, marquees, window shades, and projecting signs are allowed projections on the ground floor facade.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

- For facades along the East Urban Plazas and Street Type A2, at least 50% of the facade shall be occupied by glass.

Residential Frontage

Residential frontages are building frontages that consists of window openings and common entrances to apartments or condominiums. The following standards apply to facades that are designed with residential frontages:

- At least 20% of the surface area of ground floor facades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- Common entrances may provide access into a building lobby or central courtyard.
- Window shades are allowed projections on the ground floor.
- At least 20% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are allowed projections on upper floors.

Stoops

Stoops are building frontages that consist of stairways and raised platforms that provide access to building entrances from the sidewalk. The following standards apply to facades that are designed with stoop frontages:

- At least 15% of the surface area of ground floor façades facing a public street, sidewalk, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall) shall consist of glass.
- Stoops may be recessed into the building or they project into the yard between the building and the sidewalk.
- The raised platform of the stoop shall be at least 4 feet deep by 4 feet wide.

- The raised platform of the stoop may be covered by a roof, shade structure, or upper floor balcony. It may be covered by the upper floor of the building if the platform is located outside of the setback area.
- At least 15% of the surface area of upper floor facades facing a public street, paseo, or park (measuring the entire floor-to-floor surface area of the exterior wall, not including the parapet) shall consist of glass. Parapet is defined as the surface area of exterior walls above the roof.
- Balconies, bay windows, and window shades are the allowed projections on upper floors.

Yard Frontages

When building facades are setback from the sidewalk, a yard frontage is required between the building facade and the sidewalk. Yard frontages are also required when between sidewalks and surface parking lots. The types of yard frontages that are allowed include:

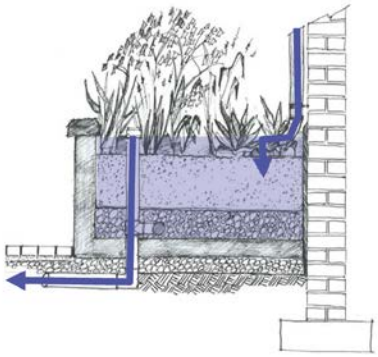
- Rain Garden Yards
- Bio-Swale Yards
- Patio Yards

Standards for these yard frontages are provided on the following pages.

Rain Garden Yards

A terraced rain garden is a yard frontage that consists of a raised planter that is located between the sidewalk and the building facade. The planer is designed to retain and filter storm water before it is slowly released into the storm-drain system. The following standards apply to terraced rain gardens:

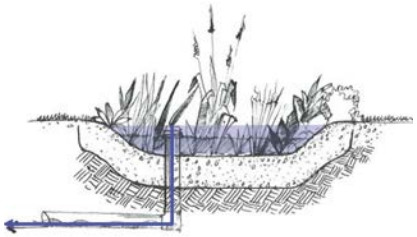
- Terraced rain gardens shall be designed to retain a portion of the storm water run-off from the site.
- The retaining wall for the terraced rain garden shall be no more than 40" above the grade of the adjacent sidewalk.
- With the exception of the retaining wall for the terraced rain garden, walls and fences are prohibited within this yard frontage.



Bio-Swale Yards

A bio-swale yard is a yard frontage that consists of landscaping and a drainage swale that is designed to retain and filter storm water before it is slowly released into the storm-drain system. The following standards apply to bio-swale yards:

- Bio-swale yards shall be designed to retain a portion of the storm water run-off from the site.
- Fences and walls that are located within bio-swale yards shall not exceed a height of 40" as measured from the grade of the adjacent sidewalk. Chain link and barbed wire fences are prohibited.



Patio Yards

Patio Yards are small outdoor yards that are located between the sidewalk and private or common building entrances. The following standards apply to patio yards:

- The ground surface of patio yards shall be designed with decorative and permeable pavers.
- Fences and walls may define the edges of the patio yard. The maximum height of the fence or wall shall be 40" tall, as measured from the patio surface. Chain link and barbed wire fences are prohibited.
- Patio yards may be elevated above the grade of the adjacent sidewalk by up to 40".
- If the patio yard is elevated above the grade of the sidewalk, the patio yard shall be surrounded by a fence. The fence shall be at least 60 percent transparent and shall not exceed a height of 42 inches as measured from the patio ground surface. Chain link and barbed wire fences are prohibited.

Projection Standards

The following building elements are allowed to project from building facades:

- Awnings, Canopies and Marquees
- Window Shades
- Bay Windows
- Balconies
- Roof Overhangs
- Open Trellis

Standards for the above building elements are provided on the following pages.

Awnings, Canopies and Marquees

The following standards apply to awnings, canopies and marquees:

- Awnings, canopies and marquees are allowed to project from the ground floor facade of buildings with a storefront, office front, live-work frontage, parking structure frontage, or anchor retail store frontage.
- Awnings, canopies and marquees may project up to eight feet from the facade.
- A minimum of eight (8) feet of vertical clearance shall be provided between the sidewalk or walkway and the lowest point of the awning, canopy or marquee (including structural supports).
- Awnings, canopies and marquees may have signs (see Section J: Sign Standards).
- The valances (or front face of an awning, canopy or marquee) shall not exceed 18 inches in height.
- Awnings or canopies on a building may have different colors and patterns to represent the different businesses in the building.
- Awnings, canopies and marquees may extend over yards, sidewalks, pedestrian paseos, and public spaces.
- Awnings, canopies and marquees may not extend over adjacent private properties.

Window Shades

The following standards apply to window shades:

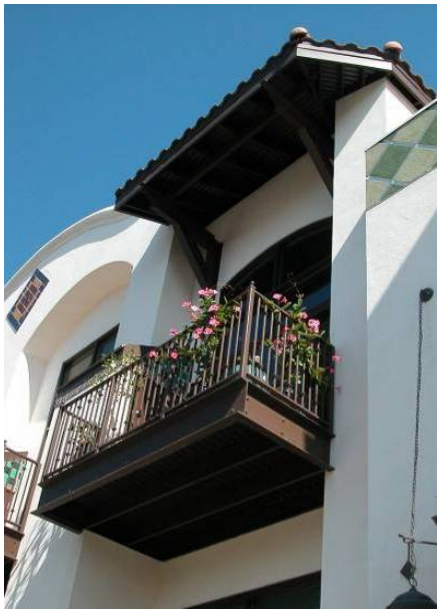
- Window shades are allowed on the ground floor and upper floors of all building types.
- Window shades may project up to four feet from the facade.
- If a window shade projects over a sidewalk or walkway, at least eight feet of vertical clearance shall be provided between the ground surface and the lowest point of the window shade (including structural supports).
- Both horizontal and vertical window shades are allowed and are encouraged to reduce internal temperatures during hot summer months.

- Window shades may extend over yards, sidewalks, pedestrian paseos, and public spaces.
- Window shades shall not extend over adjacent private properties.

Bay Windows

The following standards apply to bay windows:

- Bay windows are allowed to project from the upper floor facades of all buildings types.
- Bay windows may project up to three feet from the upper floors of a facade.
- The maximum width of a bay window shall be 16 feet.
- If multiple bay windows are provided on a facade, at least four feet of horizontal separation shall be provided between each bay window.
- Bay windows may extend over yards, sidewalks, pedestrian paseos, and public spaces.
- Bay windows shall not extend over adjacent private properties.



Balconies

The following standards apply to balconies:

- Balconies are allowed to project from the upper floor facades of all building types.
- Balconies may be partially or fully recessed into building facades.
- Balconies may project up to four feet from the upper floors of a facade.
- Balconies may extend over yards, sidewalks, pedestrian paseos, and public spaces.
- Balconies shall not extend over adjacent private properties.

Roof Overhangs

The following standards apply to roof overhangs:

- Roof overhangs may project up to five feet from building facades.
- Roof overhangs may extend over yards, sidewalks, pedestrian paseos, and public spaces.

Roof overhangs shall not extend over adjacent private properties.

VI.8 Architectural Standards and Guidelines

Intent

The architectural standards and guidelines are intended to promote the development of attractive, well-designed buildings that help to contribute to a vibrant pedestrian-oriented urban space. The architectural character of the district should also be expressive of the plan's goal of creating a sustainable urban community.

Facades and Entrances

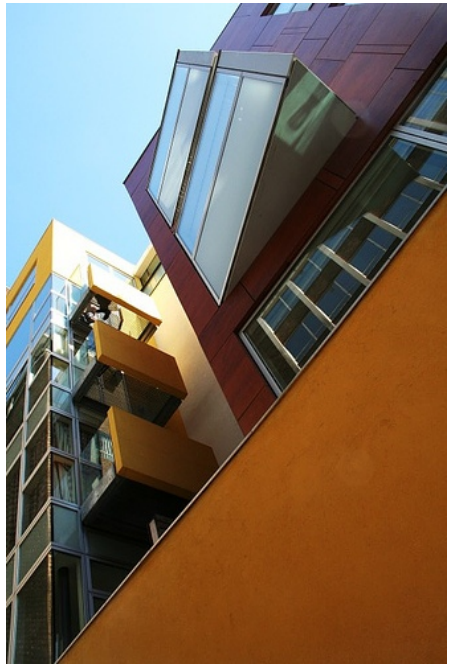
Un-interrupted blank walls are prohibited along facades that are visible from streets and public spaces. Long building facades should be modulated every twenty to fifty feet to provide surface variation to the street wall. Facades may be recessed up to two feet from the build-to line on any building type to articulate the facades. Recessions in the building facade are not considered a step-back.

Rather than building entrances being oriented towards parking lots or alleys, the primary building entrances shall be located on facades that face a public street. Having building entrances and storefronts located directly on the public street creates a pedestrian friendly interface and can help to create a dynamic and active streetscape. Buildings located on corners should have their primary entrances on the corner to highlight the importance of the intersection and provide a visual connection to both of

the intersecting streets. Secondary entrances may be taken from either street. Buildings that front on multiple streets should provide an entrance on each street. Buildings located adjacent to a public space should provide a pedestrian-friendly face and a directly accessible entrance towards the public space. Secondary entrances taken from rear parking lots, alleys, paseos, or courtyards are encouraged provided that they do not detract from the prominence of the primary entrances.

Materials and Colors

The choice of building materials is critical to the creation of a comfortable and attractive built environment. Materials should be high quality, durable, and efficient, and should be complementary to the District's commitment to sustainable design. The use of materials and construction techniques that convey a sense of quality and permanence is strongly encouraged. Durable, high quality materials require less maintenance and express the community's pride in its built environment. A commitment to the quality of construction materials and methods will increase property values, lease rates, improve the quality of life and help to ensure a healthy economy for the City of San Marcos.



Materials should be designed to be integral to the building rather than surface ornamentation. Materials should not be temporary, artificial or simulations of other materials. Use of high quality durable materials is particularly important at the street level where the public can touch them or view them at close proximities. It is recommended that more than one material or color be used on a building to provide visual interest and texture to the streetscape.

Building materials used should be efficient and healthy. Materials that are locally available, contain high recycled-content, are reused, come from renewable sources, and that contain low volatile organic compound (VOC) levels, are strongly encouraged. Locally sourced materials typically have a smaller carbon footprint due to the reduced emissions and fuel consumption necessary for transport. Local materials are also

generally more suited and are more durable in their native climate and culture. Further, the use of local materials supports the local and regional economy.

Encouraged materials: Plaster, stone, brick, concrete, wood, metal, clear or patterned glass.

Discouraged materials: reflective or mirrored glass, vinyl, artificial or simulated materials.

When used sensitively, the use of color can greatly enhance the character of a building and the surrounding area. While the sensitive use of color is encouraged, in general, the natural color intrinsic to a material is preferred over paints or stains. Colors and materials within a building should be complementary to each other, and to the materials and colors of adjacent structures. Bright, vibrant colors should be reserved for accents and architectural features while primary surfaces should be in more neutral tones. The overall color scheme should be thoughtfully composed in relationship to adjacent structures.

Roofs

On all sides of the building, roofing forms, details, and materials shall be compatible with the overall style and character of the building.

All roofs shall be designed to prevent water damage and stains on building facades and to protect pedestrians from dripping water. Gutters, drains, and downspouts shall drain directly into a cistern, rain barrel, landscaped area, retention or detention basin, bio-swale yard, terraced rain garden, streetside flow-through planter, storm drain system, or other similar system.

Variations in the roofline may be incorporated into the roof design to provide architectural character and variety. Horizontal roof lines may be broken up by

articulating the facade, changing the height of roof portions, or adding elements such as (but not limited to) towers or domes.

Green roofs and rooftop gardens are allowed to add landscaping, decrease the heat island effect of large expanses of flat roofs, retain and filter storm water run-off, and to reduce energy demand for heating and cooling buildings. All green and rooftop gardens that do not produce food shall be planted with drought tolerant plants.

Rooftop sports courts are allowed to increase recreational opportunities.

Mechanical equipment on roofs shall be screened from public views from all adjacent sidewalks.

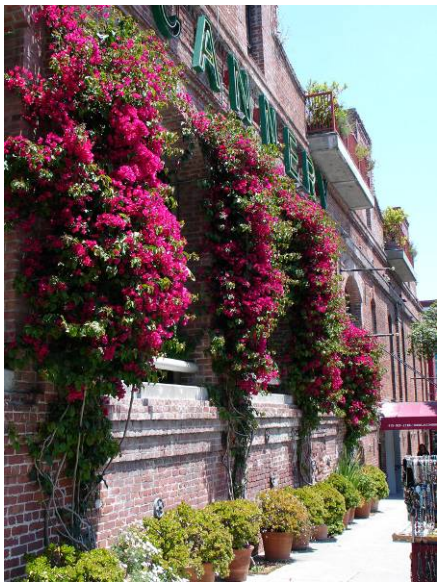
Solar panels on roofs are allowed to reduce energy demand from non-renewable energy sources.

Parking Structure Facades

If used, podium parking shall be screened from sidewalks and other public spaces by using terraced planters with landscaping, decorative trellis screens over window openings, and/or stairs/stoops.

If a portion of the podium parking level extends above the ground surface, the facade of the parking level shall be designed with a solid surface that is compatible with the ground floor facade. Window openings with a maximum width of 24" and a maximum height of 48" are allowed to provide ventilation and natural light to the parking level. Metal screens (excluding chain link fences) shall be required within the window openings. Parking levels that do not have a solid facade are prohibited.

VI.9 General Landscaping Standards



Intent

In addition to publicly accessible parks and open space amenities, the *University District* will be developed with a variety of privately-owned yards, medians and parking lots for the principal use of residents and/or commercial tenants. These spaces will encourage interaction, enhance the commercial and civic operations of building tenants, and provide the important transitional space from the public to the private realm that is essential to the creation of a livable mixed use community. Landscaping for these spaces is intended to:

- Minimize the use of water by using drought tolerant plant species.
- Promote connection to the District's network of walking and biking paths and park and open space amenities.
- Provide well-defined and informal gathering spaces for commercial tenants that connect to the public realm and promote social interaction.
- Create spaces that complement and support the function of commercial spaces including break-out spaces, outdoor dining, kiosks, display areas, etc.
- Provide attractively screened and shaded surface parking areas.
- Take advantage of every opportunity for low impact development measures to manage storm water run-off such as vegetated bio-swales, rain gardens, porous paving, self-retaining areas and flow-through planters.

General Planting Standards

- Trees and other plant materials must be planted in a manner that ensures long-term health and well-being. Plant species should be well-suited to their site and able to be maintained properly.
- Plant materials should be low maintenance and drought tolerant wherever possible. Use of native and low-water use plant materials is encouraged both to

reflect and support the District's natural context as well as to accommodate the local climate and general lack of precipitation.

- Where reclaimed water is used for irrigation, selected plant materials should be able to withstand the higher salt content of reclaimed water.
- Automatic irrigation shall be provided to all trees and planting areas. Every effort should be taken to conserve water including use or treated reclaimed water, installation of moisture and rain sensors, and use of drip and low-flow bubbler irrigation sensors.
- Soil testing shall be conducted prior to planting to determine if subsurface drainage and aeration are required and what soil amendments are necessary for optimal growing conditions.
- No dimension of a planting area shall be less than 24" wide. If planted with a tree, no dimension of the planting area shall be less than 60".
- All planting areas adjacent to site walls or buildings must have a minimum of 18" of soil depth above top of footing. Wherever possible, footings should be offset to provide maximum soil depth and drainage.
- Plant materials should be used to reinforce and enhance building and site features, including entries and openings, building corners, and courtyards.
- Service areas, trash receptacles and mechanical equipment shall be screened by fences, trellises, architectural enclosures, and/or landscape materials.
- A landscape buffer should be used when visual screening and noise mitigation is required.

Trees

All trees (including street trees and median trees) shall be planted to comply with the following standards:

- Trees shall be a minimum of 36" box size and a minimum of 3" caliper. If planted adjacent to a sidewalk/walkway, a clear zone of 8 vertical feel shall be provided between the bottom limb and the sidewalk/walkway. I planted near the street, a

clear zone of 13 feet 6 inches shall be provided between the bottom limb and the surface of the street.

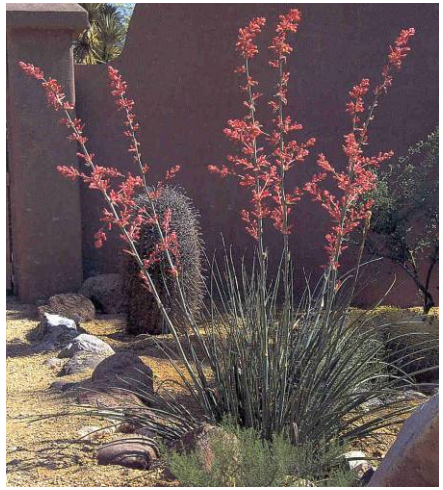
- Provide a minimum of 40 square feet of water and air permeable landscape area at the base of each tree. All trees shall have a tree grate or an open planter area with shrubs, groundcover, and/or 3" of mulch.
- Trees that are planted in grates or in planting areas that are less than 100 square feet require remedial measures to ensure their growing medium has sufficient aeration and drainage for the development of a healthy root system. This shall be achieved by providing structural soil, a growing medium that can achieve 95% compaction while maintaining its porosity and is suitable for use as a sub base under pedestrian paving. The structural soil shall be provided with a minimum depth equal to the size of the tree box and width equal to the mature tree canopy or width of the adjacent pedestrian hardscape surface, whichever is less.
- All trees grates shall be flush with adjacent paving. Tree grates shall have a minimum 12" diameter tree opening and shall have perforations that meet current ADA code.
- Root barrier shall be used along edges of tree planting areas that are adjacent to pedestrian or vehicular pavement.
- Deep well watering shall be used on all trees planted in pavement to ensure deep root development and reduce the possibility of sidewalk heaving by roots.

Median Planting

All medians plantings shall comply with the following standards:

- The existing trees in the medians and parkways at Twin Oaks Valley Road and Barham Drive are a major and enduring landscape feature that link and identify districts, provide shade and enhance the commuter and pedestrian experience. Every effort should be made to protect and preserve them during construction activities.

- New planting in existing medians, as well as new medians near existing medians, should be planted with a plant palette that is consistent with and attuned to existing plant materials.
- Median shrub and groundcovers shall provide sufficient visual screening, but shall have a habit and mature size that will not exceed the confines of the median planting area. Plant materials that require hedging to control size are not appropriate.
- Median planting shall be low maintenance and drought tolerant. In cases where median planting is collecting storm water run-off, provide plant material that is drought-tolerant yet able to withstand periodic inundation during rain events.
- Existing median pavement should be removed to enlarge or create new planting areas where necessary.
- Planting areas shall be a minimum of 24" wide.
- If a segment of the median is too narrow to accommodate maintenance strips and the minimum planting area width, the segment of the median shall be paved with enhanced paving. A consistent paving pattern should be used for all medians within the *University District*.
- A paved maintenance strip shall be provided around the perimeter of all traffic medians. The maintenance strip shall be of uniform width and not less than 18" including the curb.



Planting within Parkways and Flow Through Planters

All parkways and flow through planters along sidewalks shall comply with the following standards:

- Parkways and flow-through planters should be designed to collect and retain storm water run-off from the sidewalk and adjacent hardscape surfaces to the greatest extent possible.
- Where a parkway is adjacent to on-street parking, provide a pervious 3'-6" wide hardscape walkway between every two parking spaces.

- Planting within parkways and flow through planters shall be low maintenance and drought tolerant. In cases where parkways or flow through planters are collecting storm water run-off, provide plant material that is drought-tolerant yet able to withstand periodic inundation during rain events.
- Planting within parkways and flow through planters shall have a habit and mature size that will not exceed 24" in height, nor exceed the confines of the planting area. Plant materials that require hedging to control size are not appropriate.

Hardscape Standards

The following standards apply to paved surfaces on private and public properties:

- Colors and finishes should be simple and consistent and designed to complement and enhance the natural color palette of the region. To ensure this, natural materials such as boulders, cobbles, gravels, and aggregates should be locally sourced and quarried.
- To improve water quality, reduce erosion, and minimize the need for storm water treatment and mitigation, every effort should be made to minimize impervious hardscape surfaces. To that end, pervious hardscape materials should be used wherever possible
- Impervious hardscape surfaces should drain to pervious area such as planting areas, vegetated swales, and porous hardscape areas.

Parking Lot Landscaping Standards

The following standards apply to surface parking lots within the *University District*:

- Surface parking lots also provide an opportunity to reinforce distinct neighborhood identities and distinguish developments from one another. The plant palette for these may vary between segments.

- Shrubs and groundcovers in parking lots shall be low maintenance, drought tolerant and able to withstand a higher than average amount of incidental pedestrian foot traffic.
- To mitigate the visual impact of parking lot edges, provide landscape buffers or screening elements that separate parking lots from public right-of-ways and gathering areas. Planted buffers or screens shall be composed of a minimum of 4' wide planting area with plant material that is a minimum of 30" high.
- Where planting is located adjacent to parking spaces, provide a paved pedestrian pathway at a minimum of one for every two parking spaces.
- A paved maintenance strip shall be provided around the perimeter of all planting islands that are immediately adjacent to surface parking. Maintenance strip shall be 18" wide including the curb.
- In order to reduce the heat-island effect, space parking lot trees to achieve shading of at least 50% of the public right-of-way within five years and provide a nearly continuous canopy at maturity; trees shall be spaced a maximum of 40 feet on center.
- Street trees shall be a minimum of 36" box size and a minimum of 3" caliper with a clear zone between top of finish grade and bottom of limb of 8 feet above pedestrian walkways.
- Provide a minimum of 40 square feet of water and air permeable landscape area at the base of each tree. Provide tree grate or plant with shrubs, groundcover and mulch.
- For trees that are planted in grates or in planting areas that are less than 100 square feet, to ensure sufficient aeration and drainage for the development of a healthy root system, provide structural soil, with a minimum depth equal to the size of the tree box and width equal to the mature canopy.
- Root barrier shall be used in tree planting areas that are adjacent to pedestrian or vehicular pavement.

- Deep well watering should be used on all trees planted in pavement to ensure deep root development and reduce the possibility of sidewalk heaving by roots.
- Wherever possible, use parking lot planting areas to create pervious surfaces that are engineered to infiltrate or percolate run-off through LID measures such as bio-retention areas and flow-through planters.
- As an additional storm water run-off management strategy, use pervious surfaces wherever possible, including porous paving, decomposed granite and gravel in combination an engineered porous fill for temporary storage of run-off.

Storm Water Management

Public spaces and private development sites will need to be designed to meet storm water management requirements. A variety of Low-Impact Development (LID) measures should be used as design elements and amenities within the site, including:

- Self Retaining Areas: Vegetated or paved areas designed with a concave cross-section sized to retain the first one inch of rainfall for its footprint as well as tributary areas such as drainage from roofs and adjacent impervious surfaces.
- Pervious Pavements: Pervious pavements are designed to allow rainfall to pass through the surface to storage with in an engineered base course. Run-off can the infiltrate into native soils can be directed to cisterns, bio-retention areas or the storm drain system via under-drains.
- Bio-Retention Areas: Bio-retention areas detain run-off in planted swales, shallow or deep reservoirs, raised open-bottomed planters, etc. Run-off is filtered through plant root systems and then allowed to percolate into the ground. They are flexible and low-maintenance and well-suited to a variety of site conditions.
- Flow-Through Planters: Flow-through planters are essentially raised bio-retention areas. Because the infiltration layer is contained by a planter, they are ideal for receiving run-off adjacent to buildings, on podium structures and on sloped areas where additional soil moisture could be a problem.
- Cisterns: Cisterns are closed above or below ground storage vessels that capture run-off and/or overflow from roofs, impervious surfaces and other LID features.

Cisterns must be completely sealed or designed to drain completely to prevent mosquitoes.

When designing properties, the following standards and guidelines apply:

- To manage storm water run-off, use pervious surfaces wherever possible, including porous paving, decomposed granite, gravel and reinforced turf.
- Disperse run-off from impervious surfaces onto adjacent pervious surfaces.
- Create pervious surfaces that are ideally engineered to infiltrate or percolate run-off such bio-retention areas or flow-through planters.
- Conserve natural areas, soils and vegetation wherever possible. Avoid excessive grading and compaction of soils.
- Detain run-off throughout the site by interspersing landscape areas and integrated management practices (small-scale storm water treatment facilities integrated into landscape, such as a bio-retention area) with buildings and hardscape.
- Locate storm water treatment and flow control facilities within landscape buffers, utility easements and other non-buildable areas.
- Locate facilities in areas that are easily accessible for maintenance and inspection.
- Ensure development complies with all City, County State and Regional Water Quality Control Board's requirements.

VI.10 Business Identification Sign Standards

The *University District* is truly a unique urban environment requiring treatments and standards for signs unlike those in other parts of the City. This section addresses the design of individual business signs. District wide way-finding and gateway signs are addressed in Chapter VII – District Signage.

Intent

The following standards are intended to regulate the design and placement of business identification signs only, with the intent to:

- Generate high quality signage that reflects a unique and sophisticated retail, dining and entertainment environment.
- In core locations, contribute to the vitality of the community by encouraging sign types and styles which impart a lively atmosphere.
- Promote business and provide adequate visibility for businesses within the *University District*.
- Allow signs that are visible and legible by both pedestrians and motorist.

Each development shall be required to submit a Sign Plan for approval by the Planning Director. Specific details of the sign design may vary according to the Sign Plan for individual developments; however, signage shall conform to the overall design guidelines for the *University District*.

Signs located in the Special Treatment Area shall follow the guidelines for Special Treatment Areas as outlined below:

General Sign Standards

Design

A strong connection shall be maintained between all signage and the project architecture and landscaping. Elements of color, materials, scale, form and detail shall be reflected in the signage. A mixed media approach using a variety of materials and lighting techniques is encouraged.

Simple and easy-to-read typefaces are generally more legible, and are therefore preferable to hard-to-read and intricate typefaces.

In addition, colors of letters and symbols which contrast with the base or background colors of signs enhance readability.

Signs that have symbols, characters, or graphics may be used. The symbol, character, or graphic shall relate to the products sold in the business or to the name of the business.

Signs shall be constructed of durable and weatherproof materials so they will not discolor, fade, crack, rust, or erode.

In order to avoid sign clutter, signage shall only be allowed on facades that have building entrances.

Buildings shall be designed with appropriate locations for signs. Signs shall not cover or obscure windows, doors, storefronts, building entrances, cornices, columns, or other architectural elements or details.

Sizes and Quantities

In general, signs shall follow the City-wide sign regulations for size and quantity, as well as more specifically to these criteria and per each lot development Sign Plan approved by the Planning Director.

Notwithstanding the maximum square footage specified for sign copy area allowances, adequate amounts of visual open space shall be provided so that signs appear balanced and scaled in relation to their backgrounds and adjacent signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate vicinity.

Retail Sign Sizes

Two (2) square feet per linear foot of tenant lease space frontage per elevation, up to 300 square feet maximum aggregate total per tenant (all elevations combined), whichever is less.

Sign area shall be calculated as follows:

Sign Area – The area of that triangle, square, or polygon formed on a plane from the least number of straight lines (not to exceed eight in number) – all parts of which are measured at least six (6) inches from and enclosing all writing, trademarks, illustrations, back lighting and those backing structures (except building walls and monument base, columns or other architectural supports).

Individual Letters – The area of wall or window signs composed of individual letters, which is considered to be the area within the single continuous perimeter encompassed by a straight line geometric figure that encloses the extreme limits of the letters or other characters.

Quantity – There shall be no limit on the number of wall, awning, canopy, marquee and window signs, providing they do not exceed the total square footage allowed.

Location

Buildings should be designed with appropriate locations for signs. Signs should not cover or obscure windows, doors, storefronts, building entrances, cornices, columns, or other decorative architectural elements or details.

Tenant wall signs need not be attached to the lease space to which they refer, and may be located on the building wall or architectural element of the building in which the tenant leases space. Signs must be located below the eave line of the roof eave, tower, or parapet.

District signage may list any tenant in the District. District signage shall not count against a tenant's allowable square footage.

Lighting

Signs may be illuminated by external lighting fixtures, by providing back-lighting behind individually mounted letters and symbols, and by internally illuminating sign symbols and logos. All front lighting, lamps and fixtures shall be baffled or obscured in channels where possible. Internally illuminated box signs (signs where the sign backgrounds are illuminated) are prohibited.

Sign lighting shall be directed and shielded to illuminate the sign and not to spill over to other parts of the building or site.

Special Treatment Area

A Special Treatment Area has been designated for the area in and around the East Urban Plazas, located within the Commercial/Retail Core or *University District*. This area is intended to create a more exuberant public gathering space – like a "Times Square West." This Special Treatment Area is envisioned as a public gathering place for special events, with lighting and signage appropriate to its festive uses. Regulations for

the Special Treatment Area shall be approved by the Planning Director as part of a master sign program to be developed for the *University District*. Individual signs within the Special Treatment Area shall require Planning Director approval prior to installation.

Permitted Sign Types

The following types of signs are permitted:

- Awning, Canopy and Marquee Signs
- Building Wall Signs
- Window Signs
- Projecting Signs
- Blade/Hanging Signs
- Directory Signs
- Ground Signs
- Temporary Signs
- Temporary Identification Signs

Standards for these signs are provided as follows:

Awning, Canopy, and Marquee Signs

Description – A sign that is printed or mounted on an awning, canopy or marquee. The following standards apply to these signs:

- Signs are allowed on the front and side of the marquee, canopy or awning.
- Signs shall observe a margin of 75 percent height and 75 percent width of the available background.
- Awning, canopy and marquee signs are counted in the total aggregate allowable sign area.

Building Wall Signs

Description – A single-faced sign that is mounted to the building wall and which projects less than eighteen (18) inches from the wall. These signs area used to identify the name of the building or the primary tenant of the building. The following standards apply to these signs:

- Tenant signs must observe margins of up to 60 percent of the height and 75 percent of the width of tenant lease space or available architectural background.
- Building wall signs are counted in the total aggregate allowable sign area.

Window Signs

Description – A temporary or permanent sign that is painted or affixed to the inside or outside of a window surface, or otherwise located so as to be visible from the exterior of the building. Window signs include posters for advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos. The following standards apply to these signs:

- Window signs shall only be used on windows for non-residential uses. Window signs may be used on ground floors of live-work units and in residential sales/leasing offices.
- All window signs combined shall not occupy more than one-third (1/3) the area of window frontage.
- Permanent window signs shall be created with permanent or fade resistant materials, paint, gold-leaf lettering, vinyl or glass etching.
- Window signs are counted in the total aggregate allowable sign area.

Projecting Signs

Description – A single or double-sided sign that projects more than eighteen (18) inches from the building façade. The following standards apply to these signs:

- A minimum of eight (8) feet of vertical clearance shall be provided from the lowest point of the sign to the sidewalk or walkway.
- One (1) projecting sign per frontage is allowed.
- Projecting signs are counted in the total aggregate allowable sign area.

Blade/Hanging Signs

Description – A single or double-sided sign that projects from a building façade and hangs from a mounted wall brace or from the ceiling of a second-story balcony or arcade/gallery. The following standards apply to these signs:

- A minimum of eight (8) feet of vertical clearance shall be provided from the lowest point of the sign to the sidewalk or walkway.
- The maximum area of a blade/hanging sign shall not exceed ten (10) square feet.
- Blade/Hanging signs shall be mounted near storefront entrances.
- A maximum of one (1) projecting sign shall be permitted for every storefront entrance on the façade.
- Blade/Hanging signs are counted in the total aggregate allowable sign area.

Directory Signs

Description – A small signs that is attached flat against the façade, generally at eye level of pedestrians. Directory signs are either used to identify an individual business within a storefront or to identify multiple tenants that are accessible by a shared entrance or lobby. The following standards apply to these signs:

- Directory signs shall only be used near building entrances.
- Directory signs shall not exceed an area of thirty-two (32) square feet.

- Only one (1) directory sign shall be permitted on a single façade for each storefront or lobby entrance.
- Directory signs are not counted in the total aggregate allowable sign area.

Ground Signs

Description – A pole-mounted or monument style sign. The following standards apply to these signs:

- One (1) freestanding ground sign per frontage is allowed.
- The permitted sign area and installation location shall comply with the City of San Marcos Zoning Ordinance Signage Regulations.

Temporary Signs

Description – Signs that are permitted for various activities during and after completion of the development phases of projects, such as signs related to "Project Leasing," "Construction," and/or "Future Facilities." The following standards apply to these signs:

- Temporary signs may be ground mounted.
- Temporary signs may be internally or externally illuminated per the Owner's discretion and approval.
- The permitted sign area and quantity shall comply with the City of San Marcos Zoning Ordinance Signage Regulations.

Temporary Identification Signs

Description – Signs that are permitted for various activities related to individual lease spaces during and after completion of the development phases of projects, such as banners related to "For Lease Space Available" and/or "Coming Soon." The following standards apply to these signs:

- Temporary identification sign messages are subject to Planning Director approval.

- Tenants may be allowed use of a temporary identification banner for a period of time not to exceed thirty (30) consecutive days.
- One (1) temporary identification sign per street frontage.
- Two (2) temporary identification signs maximum not to exceed a combined total of sixty (60) square feet.
- Temporary identification signs shall be installed below the roof eave line.

Prohibited Sign Types

- Any sign not in accordance with these Guidelines.
- Abandoned signs.
- Rotating, revolving, flashing, animated, blinking, gyrating, or moving signs (except in Special Treatment Areas).
- Vehicles, trailers or other signs or devices, when used exclusively or primarily as advertising devices or displays.
- Off-premise signs (other than directional signs and District signs) installed for the purpose of advertising a project, event, person, or subject not related to the premises upon which said sign is located.
- Signs that create a safety hazard and/or resemble or conflict with any traffic control device.
- Flags, pennants, streamers, spinners, festoons, windsocks, valances or similar displays without prior approval by the Planning Director.
- Balloons or other inflatable devices.
- Roof signs.
- Signs promoting immoral or unlawful activities.
- Billboards or outdoor advertising devices and advertising displays.
- Freestanding "A" frame signs or "human" signs.
- Any signs not addressed in these Guidelines and specifically prohibited by the City of San Marcos Zoning Ordinance Signage Regulations.

VI.11 Definitions

A

Alcohol Sales: Any dining use that serves alcoholic beverages for on-premises consumption, such as bars and nightclubs.

Apartment: A residential unit that is within a larger complex of residential units, all of which are rented by separate individuals or households.

Assembly Use: Any group or organization that regularly gathers for a common purpose. Assembly uses include religious institutions, fraternal organizations, clubs, lodges, and other uses that are determined to be similar by the Planning Director.

Awning: A covered architectural projection that extends from the exterior wall of a building for the purpose of providing shade or shelter.

B

Balcony: A platform that projects from an upper floor of a building.

Bay Window: A window and related structure that extends outward from an exterior building wall and thereby forms an alcove in the adjoining interior space.

Block: An area that is completely surrounded by streets (including the freeway) and/or the Creek Side Trail.

Build-to-Line (BTL): A line parallel to a property line along which a front facade must be built along.

Building Depth: The distance between the front facade of the building and the rear facade of the building.

Building Facade: A wall or series of walls that together make up a side of a building.

Building Frontage: The side of the building that faces the front of the parcel.

Building Height: The height of the building as measures by the number of allowed floors. Within the *University District*, the maximum building height is limited by the maximum number of floors and the maximum ceiling height for each floor.

Building Width: The distance from one side of the building's frontage to the other side of the building frontage.

C

City: City of San Marcos.

Community Building: Buildings designed for public, civic, and/or cultural uses and purposes (see also Cultural/Civic Uses).

Conditionally Permitted Use: A use that requires a director's permit, minor use permit, or a major use permit.

Condominium: A residential unit that is within a larger complex of residential units, each of which is owned by separate individuals or households. Common areas, such as hallways, grounds, recreational facilities, and parking facilities, are owned in common and maintained by a homeowner's association.

Cornice: A horizontal molded projection that crowns or completes a building facade. It is the uppermost section of moldings along the top of the wall or just below a roof.

Courtyard: A common area that is bounded on three or four sides by buildings.

Cultural/Civic Uses: Cultural and civic uses include public and private schools, libraries, museums, government offices and facilities, community centers, recreational facilities, and other uses that are determined to be similar by the Planning Director.

D

Dining Use: Any business that prepares and serves food and beverages, which can be consumed on- or off-site. Within the *University District*, these uses include cafes, coffee shops, ice cream parlors, fast-food restaurants, limited service restaurants, full-service restaurants, and other uses that are determined to be similar by the Planning Director. Dining uses with live entertainment and/or outdoor dining are regulated separately (see Outdoor Dining Use and Dining/Entertainment Use). Dining uses that serve alcoholic beverages for on-premise consumption shall require a Director's~~major conditional use~~ permit.

Dining/Entertainment Use: Any dining use that includes live entertainment, including live music, performing arts, comedy shows, karaoke, dancing, and other forms of entertainment that are determined to be similar by the Planning Director (see Dining Use). Dining/entertainment uses that serve alcoholic beverages for on-premise consumption shall require a Director's~~major conditional use~~ permit.

E

Entertainment/Recreation Use: Any business that provides a form of entertainment or recreation. These businesses may also generate secondary income from selling related products, food, and beverages. These businesses include arcades, billiard parlors, indoor batting cages, indoor rock-climbing, bowling alleys, movie theaters, night clubs, live-performances (music, dance, drama, comedy, etc.) and other uses that are determined to be similar by the Planning Director. Within the *University District*, adult-only entertainment uses are prohibited.

F

Facade: See "Building Facade".

Floor / Floors: Enclosed building space (building levels) that is bounded by walls, floors, and ceilings.

Front Porch: An area connected to the ground floor of a building that is covered by a roof, but does not contain glass windows, walls, or fences (except railings and support posts).

Form-Based Code: A zoning code that emphasizes the form and location of buildings over the use of buildings, unlike conventional "Euclidean" zoning codes, which emphasize land use over other site and building design.

G

General Service Use: Any business in which income is generated primarily from customers that receive general services (excluding auto-related or health-related services) performed on-site. These businesses may also generate secondary income from selling products that are related to the service. General service uses include hair salons, barber shops, day care, photo processing, photography studios, tutoring centers, laundry and dry cleaning services, automated teller machines, blue printing/copy centers, and other uses that are determined to be similar by the Planning Director.

Ground Floor: The first (closest to the finished site grade) habitable building floor of a building.

H

Health Service Use: Any business in which income is generated primarily from customers that receive health-related services performed on-site. These businesses may also generate secondary income from selling products that are related to the service. These businesses include health spas, health clubs and gyms, exercise and martial arts studios, counselors, therapist, medical services (doctors, chiropractors, dentists and orthodontists offices; medical laboratories; etc.), and other uses that are determined to be similar by the Planning Director. Within the *University District*, hospitals and nursing care facilities are prohibited.

Home occupations: An occupation customarily conducted as a secondary use entirely within a dwelling by the occupant of the dwelling in connection with which there is no display, no stock in trade, or commodity sold on the premises, and no persons employed; and which is conducted in such a manner that the outward appearance of the premise gives no indication of other than by residential use, and which is not detrimental to the residential character of the neighborhood by virtue of traffic flow, noise, odor, or other adverse conditions.

I, J

No definitions.

K

Kick-plate: A plate (often made of metal) fastened to the lower portion of a door to prevent damage to protect the door's surface from shoe marks.

L

Lined Parking Structure: A parking structure that is located to the rear of one or more smaller building(s) and is screened from public view from the adjacent street and/or public space.

Live-Work Use: A residential unit that may also be used for a business that is owned and operated by the occupant of the unit. The business activity may involve employees other than those residing in the unit. The following types of businesses and uses are allowed within Live-Work Units:

- Retail Uses
- General Service Uses
- Health Service Uses
- Office Uses

See Retail Use, General Service Use, Health Service Use, and Office Use for the specific types of permitted and prohibited uses.

Lodging Uses: Any business that provides temporary overnight sleeping facilities for guests. These businesses may also provide additional services, such as conference and meeting rooms, restaurants, bars, or recreation facilities available to guests or to the general public. Lodging uses include hotels, bed and breakfasts, and other uses that are determined to be similar by the Planning Director. Within the *University District*, motels, motor lodges, and similar lodging establishments that are oriented toward parking facilities or have exterior lobbies or corridors are prohibited.

M

Marquee: A permanent roof-like structure that projects from the building wall to provide shade and shelter. Marquees sometimes have signs.

Medical Office Uses: Offices for medical doctors, dentist, orthodontists, chiropractors, physical therapists, medical laboratories, alternative health care providers, holistic health care providers, and other uses that are determined to be similar by the Planning Director.

N

No definitions.

O

Office Use: Any business that provides administrative or clerical work or service-related work that does not require the customer or client to be on site to receive the service. Office uses include banks, financial institutions, and administrative and professional offices for architects, engineers, consultants, marketing agents, travel agents, insurance and real estate agents, lawyers, biotechnology, research and development, and other uses that are determined to be similar by the Planning Director.

Outdoor Dining Use: Any dining use that has outdoor space, including space on sidewalks, for seating or patio space (see Dining Use). Outdoor dining uses that serve alcoholic beverages for on-premise consumption shall require a Director's~~major conditional use~~ permit.

P

Parapet: A low wall projecting from the edge of a roof. Parapets may be designed with details and cornices.

Parking Lot: Parking spaces that are not covered by a building and are not enclosed by walls.

Paseo: A pedestrian-only corridor that is lined on either side with buildings that generally have shops, restaurants and cafes, or entertainment uses on the ground floor.

Permitted by Right (Use): A use that is allowed to occur in a specific building at a designated location.

Podium Parking: Parking spaces that are covered by the ground floor of a building and are partially or wholly enclosed by walls. Podium parking may occur at or below the grade of the adjacent sidewalk.

Porch: See "Front Porch".

Public Space: An outdoor gathering area that is available for use to the public.

Q

No definitions.

R

Regulating Plan: A plan or map that designates how site design and building form standards are applied to specific areas of the *University District*.

Residential Use: Living space that is built for individuals and families. Residential uses include apartments, condominiums, townhomes, and home occupations. Student Housing is a specific residential use that is regulated separately (see Student Housing).

Retail Use: Any business that generates income by selling a tangible good or product. Retail uses include book stores, clothing/apparel stores, sporting good stores, flower shops, electronic and appliance stores, grocery stores, pet stores, jewelry stores, shoe stores, gift shops, home furnishing stores, toy stores, boutique retail stores, card shops, art supply stores, art gallery, toy stores, and other uses that are determined to be

similar by the Planning Director. Within the *University District*, adult-only retail stores are prohibited.

S

Service Uses: Any business in which income is generated primarily from customers that receive a service performed on-site. Service businesses may also generate secondary income from retail sales that are related to the service. Service businesses include hair salons, barber shops, health clubs and gyms, movie theaters, pet grooming, photography studios, massage parlors, tutoring, dance and art instructions, martial arts studios, laundry and dry cleaning services, repair shops (appliances, televisions, radios, and computers), ~~tattoo parlors/body piercing,~~ veterinary clinics, counselors, therapist, medical services (doctors, chiropractors, dentists and orthodontists offices; medical laboratories; etc.), and blue printing/copy centers. Tattoo parlors/body piercing and hookah lounges are prohibited.

Setback: An area in which buildings or other structures shall not occur.

Specialty Retail Use: A relatively large retail business that generates income by selling a tangible good or product and serves as a significant retail anchor drawing customers to the area. Specialty retail uses include urban grocery markets (which may also provide food and beverages for consumption on-site), sporting goods and outdoor gear stores, large book stores, large clothing/apparel stores, and other uses that are determined to be similar by the Planning Director. Within the *University District*, adult-only retail stores, hardware stores, and discount retailers are prohibited.

Stoop: A platform in front of a building entrance, which may or may not be covered by a roof.

Street Amenities: Items placed along the sidewalk for the use of pedestrians and to create a safer, more attractive streetscape.

Student Housing: Residential living space that is built for the exclusive use of college students. Student housing may also include cafeteria space, study halls, computer labs, and recreation facilities available to residents. Student housing includes dormitories, residence halls, student apartments, and other uses that are determined to be similar by the Planning Director.

T

Townhomes: A building that is designed for a single-family unit and is attached to at least one adjacent unit, which may have common walls.

Transom Windows: A short window placed above a door or window. Transom windows are generally no more than 2 feet in height and are usually as wide as the door or window that they are on top of.

Transparency: A measurement of how transparent or "see through" a window, fence, or wall is. Transparency is the opposite of opacity (i.e. a fence that is 25% transparent is 75 opaque).

Trellis: A structure, usually made from interwoven wood or metal pieces, which is attached to the roof or building wall used for shade or to support climbing plants.

Tuck-Under Parking: Parking spaces that are covered by the upper floor of a building, but are otherwise open. Tuck under parking may also be provided as private garages for individual units.

U

Upper Floor: A floor that is above the ground floor.

V

No definitions.

W

Walkway: A pedestrian path that is similar to a sidewalk, but may not be located adjacent to a street. Walkways are often provided on private development and within public spaces.

X, Y, Z

No definitions.

VII. DISTRICT SIGNAGE | PUBLIC ART

VII.1 Community Identity

Having a visibly unique identity is essential to creating an active urban center, especially within a City's downtown core. People relate to the identity of different places based on themes, natural context, urban form, and special events. This identity can be achieved through the use of public art, landscaping, and by creating a hierarchy of sign types that are linked by a consistent theme.

Sign types will range in scale from District identity signs scaled for visibility by passing motorist on State Route 78, down to smaller way-finding signs scaled for individual pedestrians.

(Continued on Next Page)

"Be bold in introducing yourself. All you need is a name-tag."

- Jay Walljasper, The Great Neighborhood Book

(Continued from Previous Page)

Following adoption of the *University District* Specific Plan, a master sign program will be developed for the entire district. Separate approval for detailed sign design will be required by the Planning Commission. Ultimately, project-wide signage is intended to:

- Distinguish the *University District* as a unique environment in San Diego's North County, which culminates in one major downtown core of civic, higher education, residential and commercial destinations, as well as public amenities such as parks, trails, and public transportation stops.

- Provide a clear identity statement and consistent theme which will be communicated through a combination of signage, public art, lighting and sophisticated graphics that are rendered using the most sustainable and environmentally-friendly methods and materials.

- Announce a commitment to the ideals of sustainable development in a smart growth setting, which is reinforced by a hierarchy of sign types. These signs will combine with complementary elements such as landscape, hardscape, graphics, public art and lighting. Lighting elements are visualized to be self-powering, incorporating the most up-to-date solar technology and energy efficient fixtures, as well as respecting the region's "Dark Sky" requirements.

For sign requirements related to business identification signs, refer to Section VI.10 of Chapter VI – Form-Based Code.

VII.2 Permanent Sign Types

Following are descriptions of the intended function for different signs types that will be located throughout the *University District* project (see Figure VII.A: Conceptual District Sign Placement Plan for approximate locations of Sign Types A, B, and C).

VII.2.1 District Identity Statement (Sign Type A)

The District Identity Statement is an integrated composition of environmental graphics that announce arrival to *University District* to passing motorists on State Route 78. These graphics will create a sign corridor along both sides of the freeway and provide a unique sense of place for downtown San Marcos. These signs, displaying the *University District* name, shall be scaled to provide appropriate visibility to the passing motorist traveling at freeway speeds. Major commercial and/or corporate anchor names (e.g. retail stores, cinemas, hotels, etc.) may also be displayed. The landscaping and lighting shall be an integral part of the overall composition of the district identity statement.

VII.2.2 Gateway Signs

Primary Entry Gateway (Sign Type B)

Primary Gateway Signs mark the primary entry points into *University District* from State Route 78, Twin Oaks Valley Road, Discovery Street and East Barham Drive. They are smaller in size than the District Identity Statements and are appropriately scaled to the motorist traveling at reduced speeds as they enter the project. They repeat, and incorporate elements introduced by the District Identity Statements.

Secondary Entry Gateways (Sign Type C)

Secondary Gateway Signs are scaled down versions of the Primary Entry Gateway signs, which are more suitable for motorists and pedestrians traveling at slower speeds on narrower streets. They are located at secondary points of entry, and reinforce the *University District* identity while providing advertisement of major project components.

VII.2.3 Way-Finding Signs

Vehicular-Oriented Directional

Vehicular-oriented directional signs are located throughout the project area (as required) to aid visitors in easily finding their way to destinations within the *University*

District. Elements will be scaled appropriate for travel speeds, viewing distances and conditions. These signs will reinforce the District identity by using a palette of similar materials, colors, design elements and lighting as used in the Gateway statements.

Pedestrian-Oriented Directional

Pedestrian-oriented directional signs are especially important in creating a walkable District. They provide directional information, which encourages pedestrian to visit many areas within *University District*. These signs will reinforce the District identity by use of a palette of similar materials, colors, design elements and lighting as used in the Gateway statements that appeal to the pedestrian experience.

Vehicular-Oriented Directories

Vehicular-oriented directory signs assist visitors arriving and driving throughout the District with cognitive way-finding, in order to orient themselves with respect to *University District's* major destinations and neighborhoods.

Pedestrian-Oriented Directories

Pedestrian-oriented directory signs assist pedestrians arriving and traveling within the District to orient themselves with respect to major destinations and *University District* neighborhoods. These directories may include community messages, and incorporate an additional level of design detail, which promotes walkability.

VII.2.4 Neighborhood Identification

Neighborhood Identification signs serve to name individual neighborhoods, both residential and commercial, within *University District*. These types of signs contain common elements that reinforce the project identity, and which introduce the unique architectural and graphic identities of the individual neighborhoods.

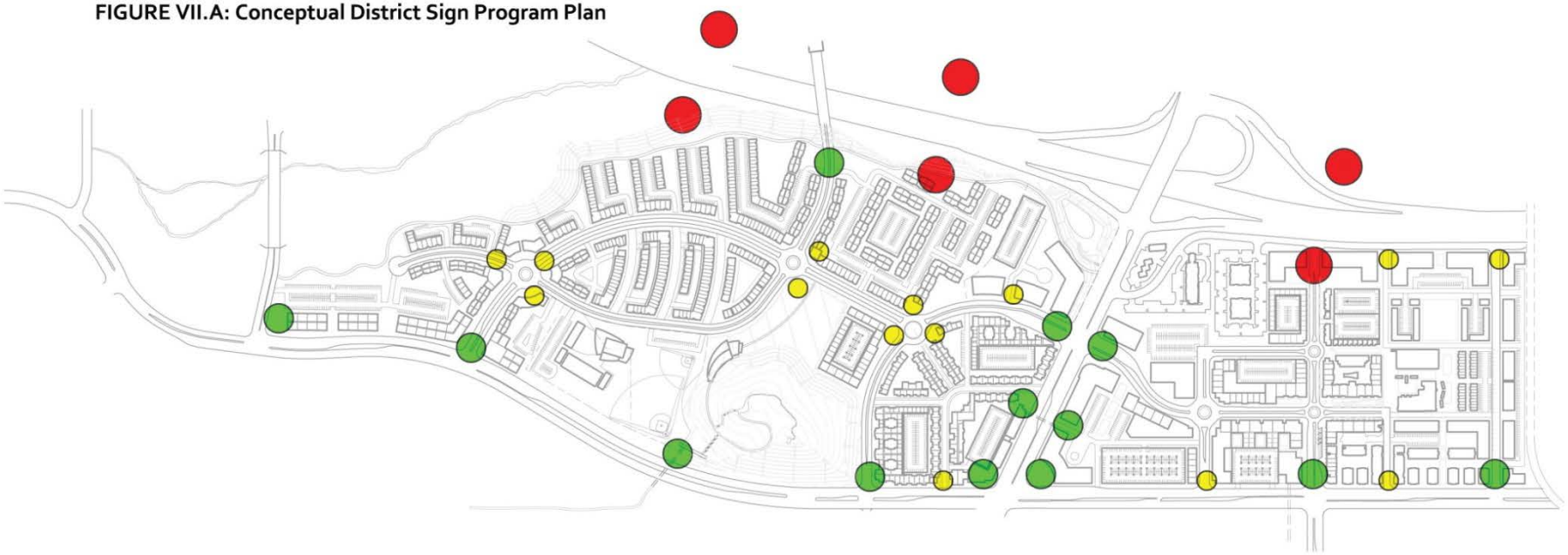
VII.2.5 Site / Facility Identification

Site or Facility Identification signs serve to identify specific public sites within *University District*, such as public gathering plazas, parks, recreational trails and transportation nodes like local bus stops, Sprinter Rail Line Stations (Civic Center and Cal State San Marcos locations) and future intra-city shuttle stops.

VII.2.6 Street Name Sign Treatments

The creative design of street name signs will further reinforce the *University District* identity.

FIGURE VII.A: Conceptual District Sign Program Plan



LEGEND

- District Identity Statement (Sign Type A)
- Primary Entry Gateway (Sign Type B)
- Secondary Entry Gateway (Sign Type C)

FIGURE VII.A: Conceptual District Sign Program Plan

LEGEND

0′ 400′ 800′ 1600′

Following are the general sign types, which reference approximate locations on the Conceptual District Sign Program Plan above :

NORTH

- District Identity Statement (Sign Type A)
- Primary Entry Gateway (Sign Type B)
- Secondary Entry Gateway (Sign Type C)

VII.3 Art in Public Places Program

The City of San Marcos has a goal for art in public places, which promotes the integration of visual arts in the community. *University District* is a unique area of the community and as such, a distinct program should exist to promote more than just its layout and the physical characteristics of its streets and buildings. One major element of the District's image can be its public art. Art can make a statement about who and what an 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 installations can range in subject and style from free-flowing abstract design to detailed realistic figures. They can take advantage of a wide range of mediums, from stone, metals, wood and paint, to concrete, glass and lighting, among others. There are many opportunities for installing art in public places, such as at parks, Sprinter Line stations, pedestrian trails, sidewalks, urban plazas, and on building facades or other temporary locations as opportunities present themselves.

VII.3.1 Program Requirements

All new projects within *University District* are required to acquire and install a public art piece when the development project has a total building valuation greater than $250,000. A building valuation of up to $249,999 requires no art piece. A valuation of $250,000 up to $999,999 shall require that 1 percent of the total valuation be allocated for an art piece. A building valuation of $1,000,000 and above requires an art allocation of $10,000 plus $2,000 for each one million dollars of building valuation (including the first million dollars of valuation).

The specific amount identified as the minimum allocation for the acquisition of an art piece is based upon the total building(s) valuation as computed using the latest Building Valuation Data set forth by the International Conference of Building Officials (ICBO).

Table VII.A: Art Allocation Formulas	
Total Building(s) Valuation - $	*Total Minimum Art Allocation - $*
$<249,999	$ 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 Director of Community Development shall have the option to allow payment of an in lieu fee, pursuant to the minimum art allocation formula, to the City for cultural enrichment. Provision for an exception by the Director of Community Development shall be based upon a lack of accessibility by the public to the location of a proposed art piece or the scope of the development project being such that the art piece will not meet the overall intent and guidelines of this program.

Additionally, the Director of Community Development shall have the option to allow multiple developers with projects in close proximity to one another, to undertake an agreement to contribute the minimum art allocation of funds towards a shared art installation.

VII.3.2 Guidelines for Public Art

Requirements for the development, selection, acquisition, placement and maintenance of art pieces are as follows:

- The art piece shall be easily visible to observers from the public street.
- The art piece 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 piece submittal shall include a complete site plan with details describing placement, size, materials, colors, lighting, landscaping, and any other related information requested by the Planning Division, which clarifies the overall art piece design.
- The art piece shall be comprised of permanent-type materials and require a low level of on-going maintenance. Durable and weather-resistant materials are recommended. Such materials may include, but are not limited to steel, bronze, concrete, wood, plastic, and stone.
- Any lettering/signing on a piece or its foundation must be approved by the City of San Marcos prior to installation. Project identification is allowed; however, product advertising is not permitted.
- The art piece shall be constructed at a size that is proportional to the size of the adjacent building(s) and other related physical improvements.
- Expressions of obvious bad taste or profanity, which would likely be offensive to the general public, are not permitted.
- The art piece shall be designed by persons with experience and knowledge of monumental scale piece 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 piece for the program.
- Interactive art pieces such as water sculptures are permitted.
- In order to provide diversity and opportunity, not more than five pieces by the same artist is encouraged. However, any one art piece may include multiple separate components that once installed, are contiguous enough in placement to be understood as all being part of the same art piece.
- Each piece shall be identified by a cast metal plaque measuring approximately 10-inch x 10-inch. The plaque shall be placed in an appropriate location near the art piece and shall list only the date, title, and artist name.
- The art piece shall be maintained by the property in a neat and orderly manner acceptable to the City of San Marcos.
- The art piece shall be a permanent, fixed asset to the property upon which it is located. The Director of Community Development will have the discretion to allow leasing of art installations which could be sold at auction. Proceeds from any art piece sale will return to the City of San Marcos Public Art Fund and be earmarked for use related to the design and installation of future art pieces within the *University Distric*t.
- The art piece shall be placed in a location that is visually accessible to the public, such as a building façade, landscaped area or public gathering plaza. The art piece may be designed as an integrated part of the building, streetscape, or landscape.

VII.3.3 Review Processing

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

When a development project requires the approval of a variance, conditional use permit, further site development review or other related City approval, it shall be conditioned upon the development that the building project shall not receive a Certificate of Occupancy until such time as the approved art piece is installed in place, or its installation is secured by bond or other means approved by the Director of Community Development.

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

- Photographs or slides of the subject art piece depicting several views.
- A model of the art piece.
- A graphic illustration or the artist's rendering of the art piece depicting several views.

The subject art piece shall be an integral part of the landscaping and/or architecture of the adjacent building(s). Details as to specific landscaping and architectural treatments 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 illustration(s) and application, the City Planning Division shall schedule a meeting with the Art in Public Places Advisory Committee.

The Art Advisory Committee shall be comprised of five to seven members who will review art piece projects proposed within the specific development area.

The Art Advisory Committee members shall include the Planning Division Director or designee, a member of the Planning Commission as appointed by the Planning Commission Chair or designee, a member of the City Council or designee (as appointed by the Mayor), and two individual members of the community (appointed by the City Council) who have an interest in public art, artistic orientation, art background, education and/or experience in the field of art or art development.

The specific role of the Art Advisory Committee is to review art piece proposals for consistency with the art piece guidelines outlined in Section VII.3.2 of this Chapter. Recommendations for improvement may be made by the Committee, but significant credence shall be given to the intent of the art piece as originally proposed by the developer and/or developer's artist.

The Art Advisory Committee shall submit a majority vote recommendation to the Director of Community Development within 30 days from the date of a complete art piece application submittal. Their recommendation may include approval, approval with minor modifications, or denial. Upon approval, the Director of Community Development shall notify the project developer in writing as to the acceptance of the proposal and any applicable conditions.

Should the Art Advisory Committee determine that the art piece is not consistent with the art piece guidelines outlined in this Chapter, the Director of Community Development shall notify the project developer in writing and detail the Art Advisory Committee's objections and/or concerns. Then a meeting will be arranged between the parties involved to determine whether or not an alternative art piece should be proposed and/or to discuss whether alternative modifications to the art piece as originally proposed would suffice.

The decision of the Director of Community Development shall be final and shall become effective 10 days after written notification. However, 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 Director of Community Development until City Council makes a determination, or the appellant dismisses the appeal. Such appeal shall be filed in writing with the City Clerk, and shall be processed as follows:

- Upon 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 art piece 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 this *University District* 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 Director of Community Development, but before granting any appealed petition which was denied by the Director of Community Development, the City Council shall indicate where the art piece involved meets or does not meet the requirements set forth herein. The City Council's decision shall be final.

VIII. INFRASTRUCTURE | UTILITIES | PUBLIC SERVICES

VIII.1 Sustainable Infrastructure

Drinking water treatment and distribution lines, sewer lines, storm water runoff storage facilities, recycle collection, as well as public services related to fire and police protection ensure the health of local communities and our environment. As a nation, we have built an extensive network of infrastructure to provide the public with reliable access to various utilities and public services.

Development of urban mixed-use projects such as *University District* is in direct support of smart growth principles aimed at managing the increased demands on our nation's infrastructure and preserving resources for future generations.

(Continued on Next Page)

"A community will pay for their infrastructure sooner or later, so it's best to plan for that investment."

- Michael Parker, Author

VIII.2 Water System

VIII.2.1 *Study Area*

The entire *University District* project is located within the boundaries of the Vallecitos Water District (VWD) for water service. With elevations ranging from approximately 550 feet to 700 feet within the site, the project will be served from the District's 855 and 920 Zone systems. Separately, individual development projects may evaluate the potential for ground water use and will complete all required supplemental environmental analysis.

See Appendix Item A.4: Water System Analysis for a detailed summary of projected water demands for the *University District* project. The 2009 Water System Analysis was evaluated for the 2014 University District Specific Plan. It has been determined that the Water System Analysis would not be demonstrably effected by the proposed amendments to the 2009 University District Specific Plan.

VIII.2.2 *Projected Water Demands*

The VWD Master Plan projected a water demand of 0.4 million gallons per day (mgd) for the project area based on the General Plan land use and zoning as "Business Park" (BP). Based on the previously approved~~updated~~ *University District* Specific Plan land uses and zoning designation as "Mixed-Use" (MU), VWD projected the total average daily demand to be 1.21 mgd for the project area. The projected maximum daily and peak hour demands for the *University District* are 2.53 mgd and 3.86 mgd, respectively.

VIII.2.3 *Water Demand Comparison*

The *University District* Specific Plan land use and zoning would increase projected average water demands by approximately 0.88 mgd over the previous projections for the Business Park land use zoning designation. In accordance with state law (Senate

Bill 610 and Senate Bill 221), VWD prepared a Water Supply Assessment and Verification Report for this project (the full report is included in the Environmental Impact Report for this project). The report demonstrates and verifies that, although the water demand of the *University District* exceeds the previous estimates contained in VWD's 2002 Master Plan, there will be sufficient water supplies to meet the projected demand of this project, along with existing and other future planned development projects.

VIII.2.4 *Existing Water Facilities*

This section describes the existing water facilities in the vicinity of the San Marcos *University District* project (see Figure VIII.A: Existing Major Water Facilities).

920 Zone

The storage and supply for the project will be from the District 920 Zone system. The 920 Zone system feeds the 855 Zone system through several pressure-reducing stations. The majority of existing water demands within the *University District* are supplied by the 920/855 Zone system.

The 920 Zone includes four water storage reservoirs with a total combined capacity of 18 million gallons. There is a 24-inch transmission line in Twin Oaks Valley Road that supplies 920 Zone water to the area. There are also 10-inch and 12-inch lines in Barham Drive, east of Twin Oaks Valley Road. In the northeast section of the project, there is a 12-inch line in Carmel Street that reduces to a 6-inch line.

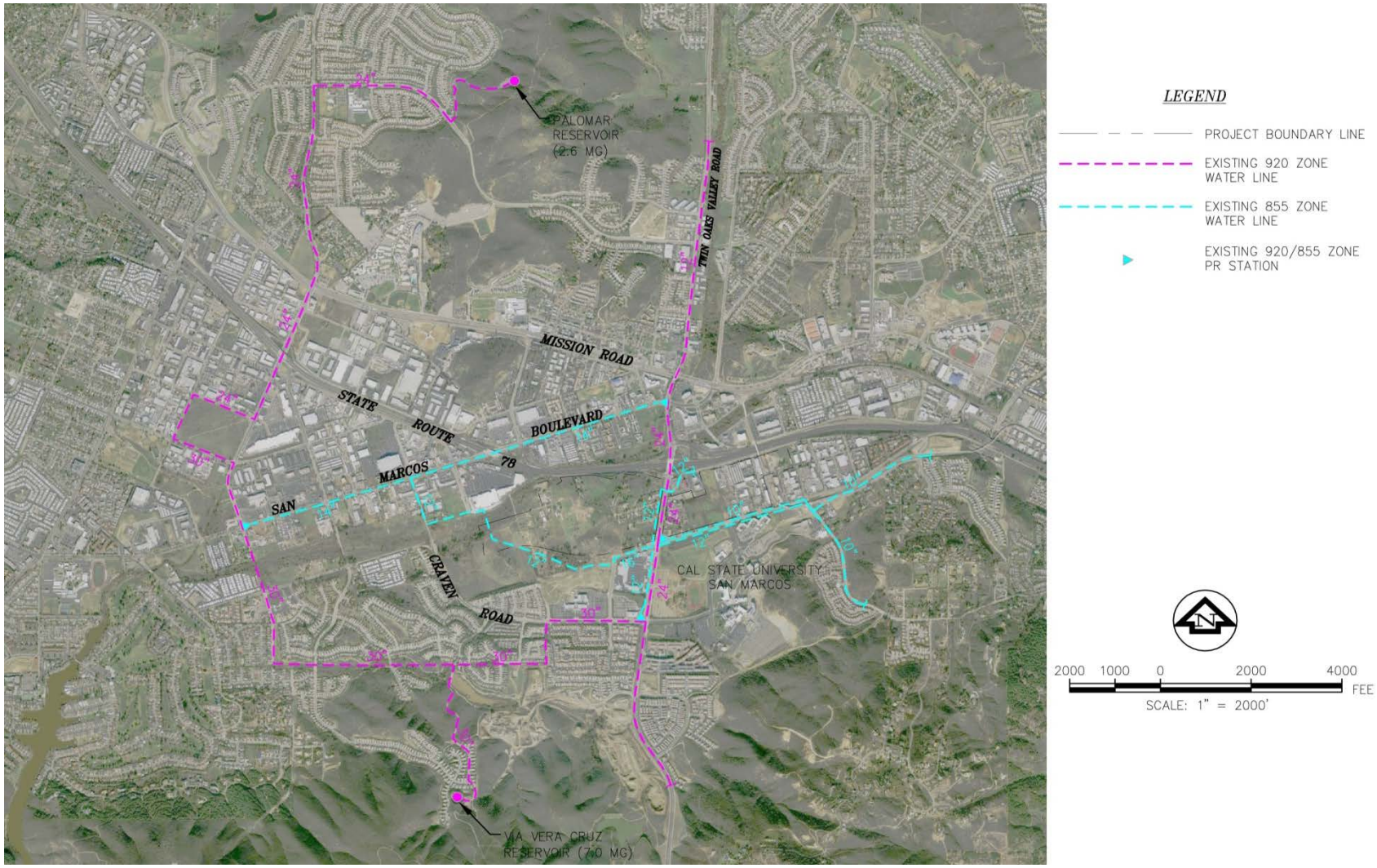
855 Zone

The 855 Zone is formed by five existing pressure-reducing stations that supply water from the 920 Zone. One of these pressure-reducing stations, Barham PRS, is located adjacent to the project at the intersection of Twin Oaks Valley Road and Barham Drive.

This station includes 4-inch and 8-inch pressure-reducing valves. There are 12-inch water lines in Twin Oaks Valley Road and at the western edge of the project in Grand Avenue and Discovery Street.

~~There are also 10-inch and 12-inch lines in Barham Drive, east of Twin Oaks Valley Road. In the northeast section of the project, there is a 12-inch line in Carmel Street that reduces to a 6-inch line.~~

FIGURE VIII.A: Existing Major Water Facilities


PALOMAR RESERVOIR (2.6 MG)
TWIN OAKS VALLEY ROAD
MISSION ROAD
STATE ROUTE 78
SAN MARCOS BOULEVARD
CRAVEN ROAD
CAL STATE UNIVERSITY SAN MARCOS
VIA VERA CRUZ RESERVOIR (7.0 MG)
LEGEND
PROJECT BOUNDARY LINE
EXISTING 920 ZONE WATER LINE
EXISTING 855 ZONE WATER LINE
EXISTING 920/855 ZONE PR STATION
N
2000 1000 0 2000 4000 FEE
SCALE: 1" = 2000'

VIII.2.5 *Proposed Water Facilities*

This section presents the recommended water system improvements necessary to provide water services to the San Marcos *University District* project. The ~~entire~~ project is generally to be served by the 855 Zone west of Twin Oaks Valley Road and by the 920 Zone east of Twin Oaks Valley Road. ~~can be served from the District 855 Zone.~~ With elevations ranging from approximately 550 feet to 650~~700~~ feet west of Twin Oaks Valley Road, maximum static pressures on the project will range from 89~~67~~ psi to 132 psi in the 855 Zone. Similarly, with elevations east of Twin Oaks Valley Road ranging from 570 to 605 feet, static pressures in the 920 Zone will range from 136 psi to 152 psi (see Figure VIII.B: Proposed Water Facilities).

855 Zone Facilities

The primary source of water to the project will be the 24-inch and 12-inch 920 Zone lines in Twin Oaks Valley Road. These lines supply 10-inch and 12-inch lines in Barham Drive and the 920/855 Zone pressure-reducing station located at the intersection of Twin Oaks Valley Road and Barham Drive. There are also 920/855 Zone pressure-reducing stations west and north of the project that can supply water to the project.

To meet the fire flow requirements of the project, we are recommending several connections to the existing system with 12-inch looping throughout the project. Several connections are proposed to the existing 12-inch water line in Twin Oaks Valley Road. A 12-inch line is also proposed to be constructed in Discovery Street westerly to the existing 12-inch water line in Grand Avenue. Several connections are also proposed to the existing 10-inch line in Barham Drive, and there is a section of existing 6-inch line in Carmel Street that is proposed to be replaced with a 12-inch line. There are some internal pipelines, including dead-end pipelines that only supply one fire hydrant, that are recommended as 8-inch pipes.

Hydraulic Modeling

A hydraulic model was set up to analyze the recommended water system improvements. The system was modeled under average day demand, peak hour demand, and several maximum day demand plus fire flow scenarios. The results of the analysis confirm that the recommended water line sizing is adequate under all demand scenarios considered.

FIGURE VIII.B: Proposed Water Facilities (East)

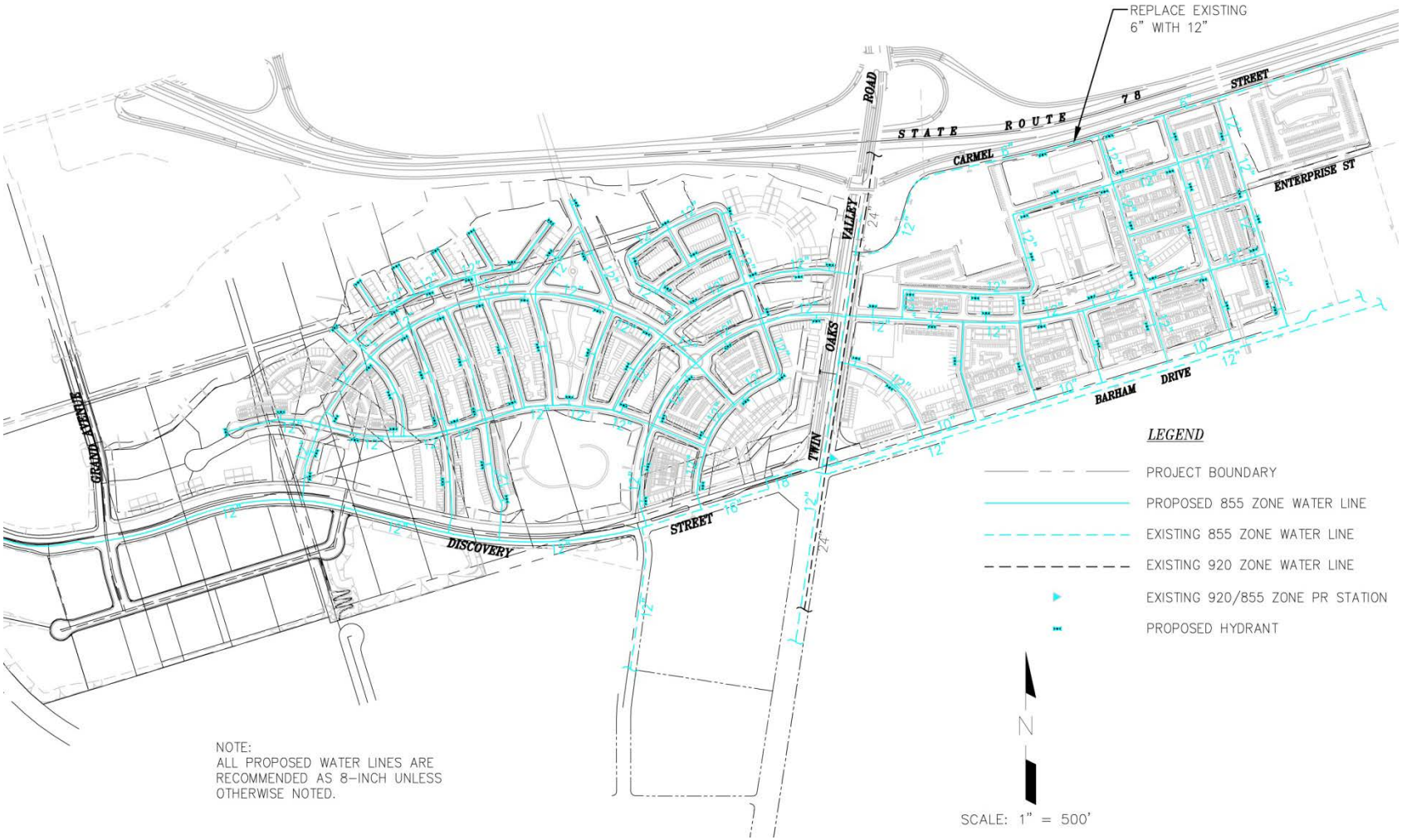


Figure to be updated to reflect lines in bold and color

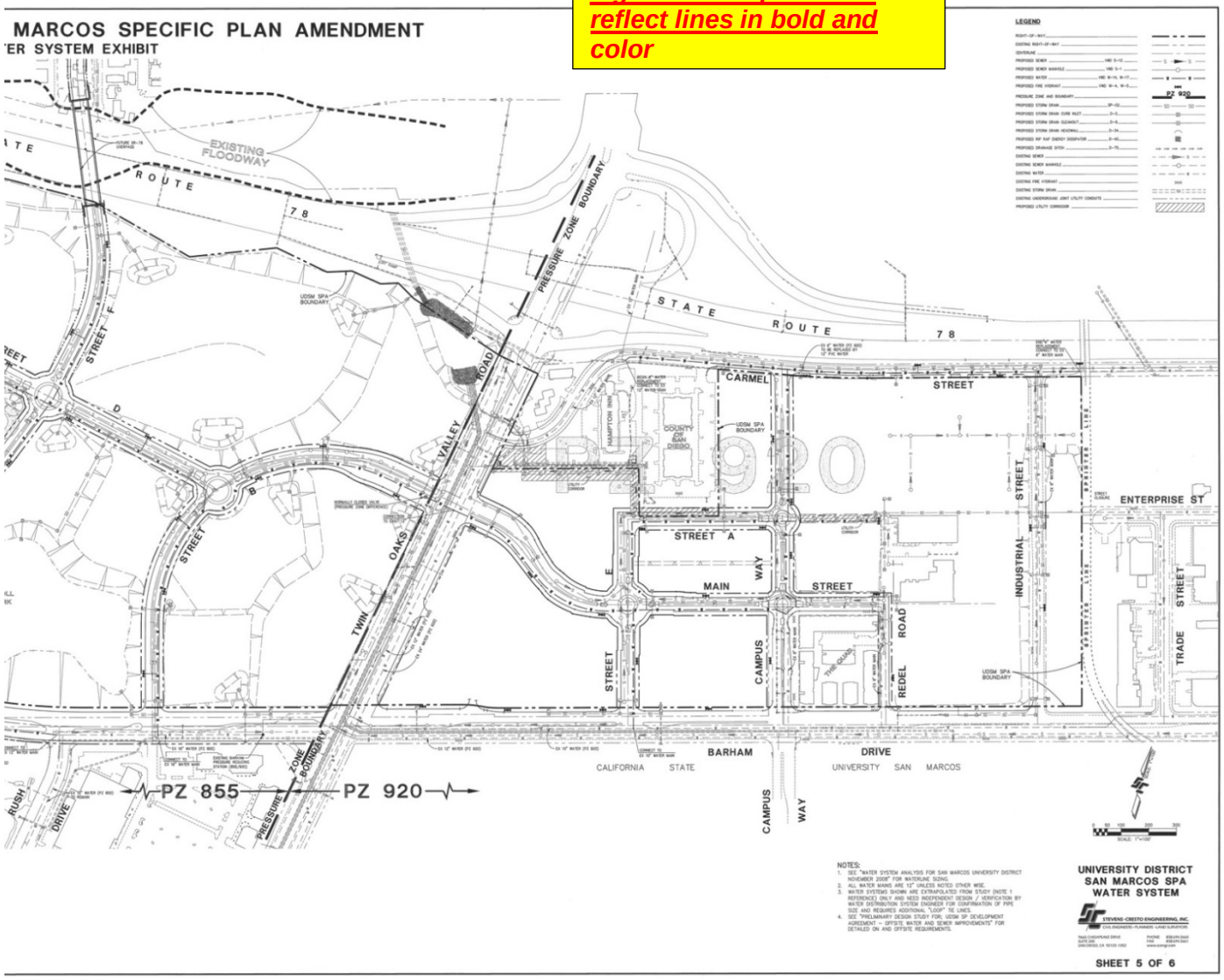
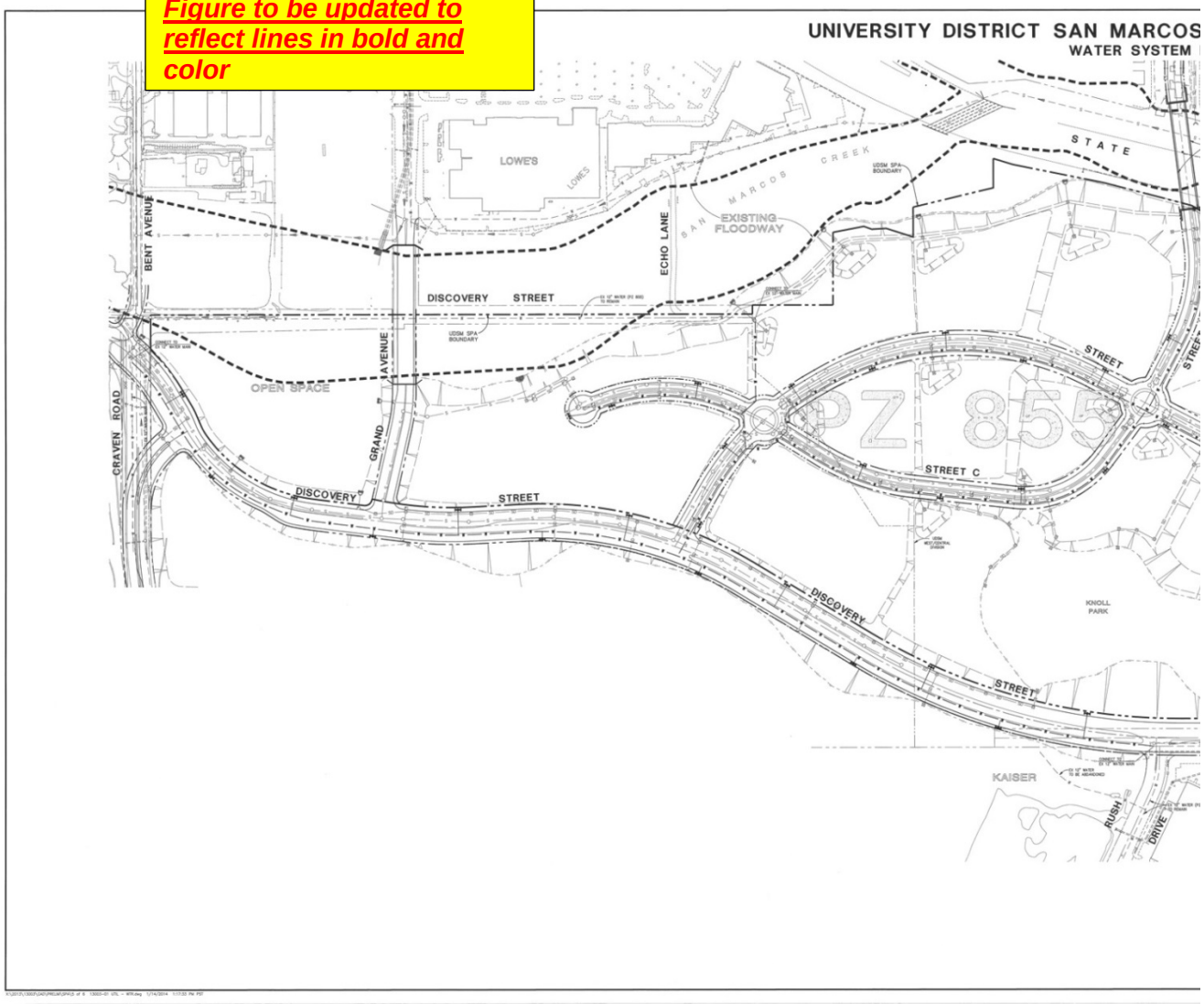


FIGURE VIII.B: Proposed Water Facilities (West)

Figure to be updated to reflect lines in bold and color



VIII.3 Sewer System

VIII.3.1 *Study Area*

The entire *University District* project is located within the boundaries of the Vallecitos Water District (VWD) for sewer service. There is an existing trunk sewer in Twin Oaks Valley Road, and an interceptor sewer to the north of the project, that provides sewer service to the area.

See Appendix Item A.5: Sewer System Analysis for a detailed summary of projected sewer flows for the *University District* project. The 2009 Sewer System Analysis was evaluated for the 2014 University District Specific Plan. It has been determined that the Sewer System Analysis would not be demonstrably effected by the proposed amendments to the 2009 University District Specific Plan.

VIII.3.2 *Projected Sewer Flows*

The total projected average daily flow is 1.06 mgd. The projected maximum peak flow is 2.93 mgd.

VIII.3.3 *Sewer Flow Comparison*

The VWD Master Plan relies on the San Marcos General Plan and land use zoning in this area as a basis for converting land uses to projected sewage flows. Based on the previously approved ~~proposed~~ *University District* Specific Plan land uses and zoning designation as "Mixed-Use" (MU), the increase in projected average sewage flows is approximately 0.79 mgd.

VIII.3.4 *Existing Sewer Facilities*

This section describes the existing sewer facilities in the vicinity of the San Marcos *University District* project (see Figure VIII.C: Existing Major Sewer Facilities).

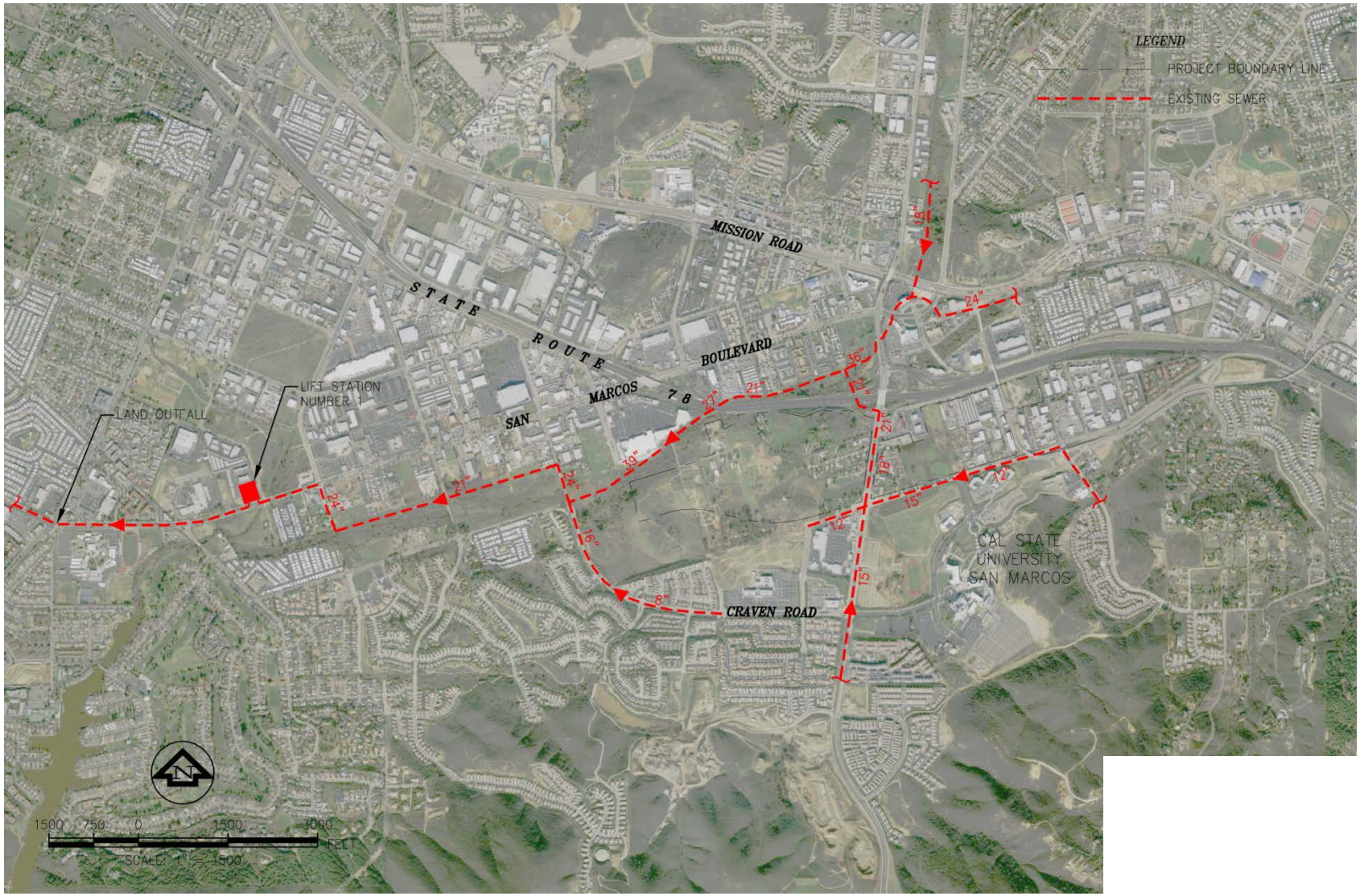
Local Facilities

There is an existing 18-inch sewer line in Twin Oaks Valley Road. This line increases to a 21-inch as it conveys flow north and crosses State Route 78. There is also a parallel 8-inch gravity sewer in Twin Oaks Valley Road that connects into the 21-inch line, just south of State Route 78. There is a 12-inch sewer line in Barham Drive that increases to 15 inches as it conveys flow westerly and connects to the 18-inch line in Twin Oaks Valley Road. There is also a 12-inch gravity sewer line at Discovery Street that conveys flow easterly to the line in Twin Oaks Valley Road. In the northeastern corner of the project, there are some existing 8-inch gravity sewer lines that serve the adjacent development.

Regional Facilities

The gravity sewer interceptor located north of the *University District* project conveys flow westerly to District Lift Station Number 1 near the intersection of San Marcos Boulevard and Pacific Street. From this location, the District has the option of pumping through Lift Station Number 1 to their Meadowlark Treatment Plant or sewage can flow by gravity through the District land outfall to the Encina Wastewater Authority. The Encina plant is currently rated for a capacity of 36 mgd and the Vallecitos Water District has capacity rights of 7.54 mgd.

FIGURE VIII.C: Existing Major Sewer Facilities



VIII.3.5 *Proposed Sewer Facilities*

This section presents the recommended sewer system improvements necessary to provide sewer service to the San Marcos *University District* project (see Figure VIII.D: Proposed On-Site Sewer Facilities (East), Figure VIII.D: Proposed On-Site Sewer Facilities (West), and Figure VIII.E: Proposed Off-Site Sewer Facilities).

On-Site Sewer Facilities

The San Marcos *University District* can be served by the construction of on-site gravity sewers and connection to the existing system at several locations. The eastern portion of the project proposes to connect to an existing 8-inch gravity sewer line in Carmel Street. The majority of the project proposes to connect to the existing gravity sewer lines in Twin Oaks Valley Road. The western portion of the project will convey flow to the intersection of Discovery Street and Grand Avenue. From this location, approximately 1,000 feet of offsite sewer line will be necessary to convey flow westerly to the existing 16-inch sewer line in Craven Road.

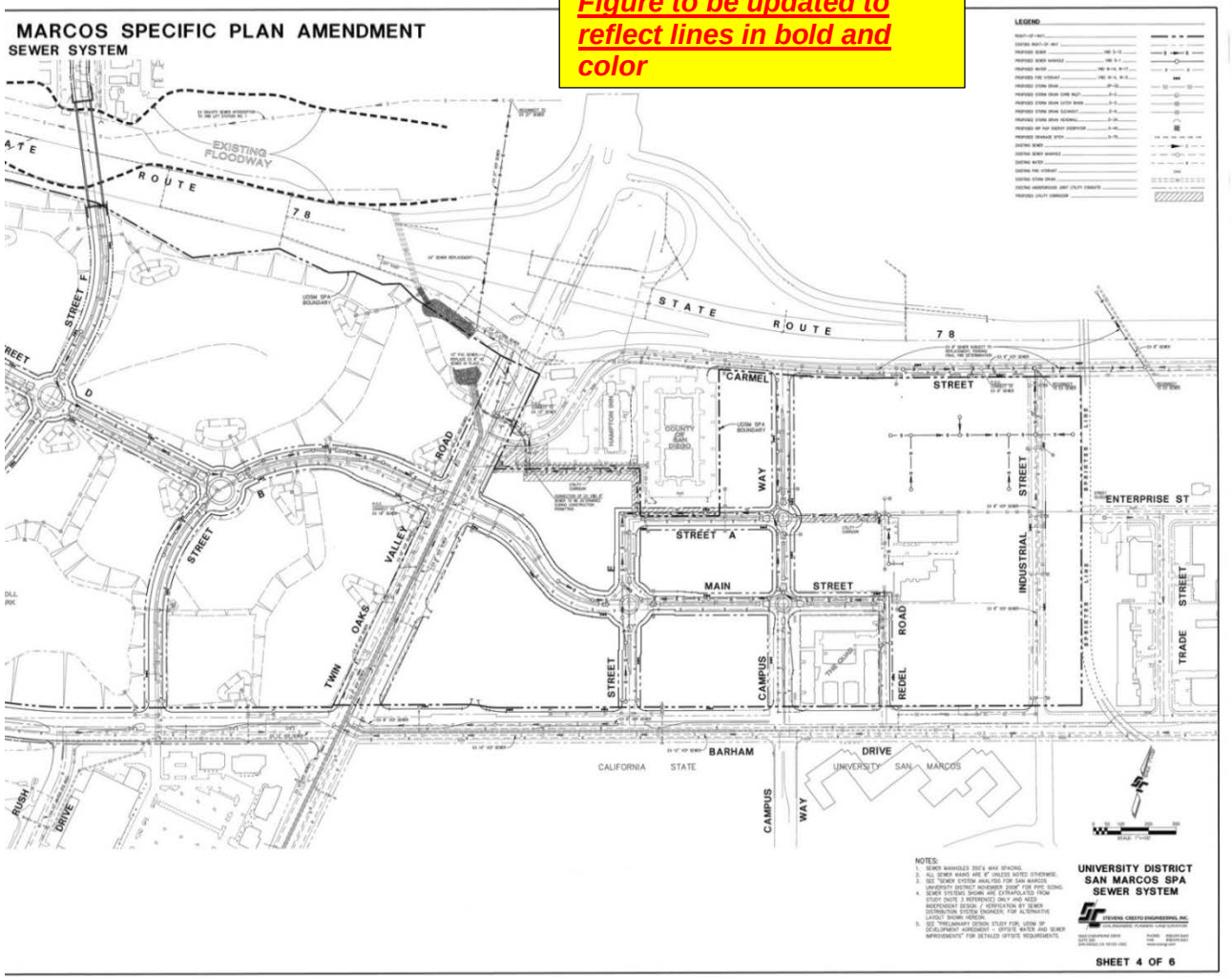
Hydraulic Modeling

A preliminary hydraulic analysis has been performed to estimate on-site sewer line sizing. Projected flows have been split based on the preliminary development plan, and pipe slopes have been estimated based on preliminary street grades.

The results of this sewer system analysis indicate that on-site gravity sewer lines will consist of 8-inch through 12-inch pipes (see Figure VIII.D: Proposed On-Site Sewer Facilities (East) and Figure VIII.D: Proposed On-Site Sewer Facilities (West)).

FIGURE VIII.D: Proposed On-Site Sewer Facilities (East)

Figure to be updated to reflect lines in bold and color



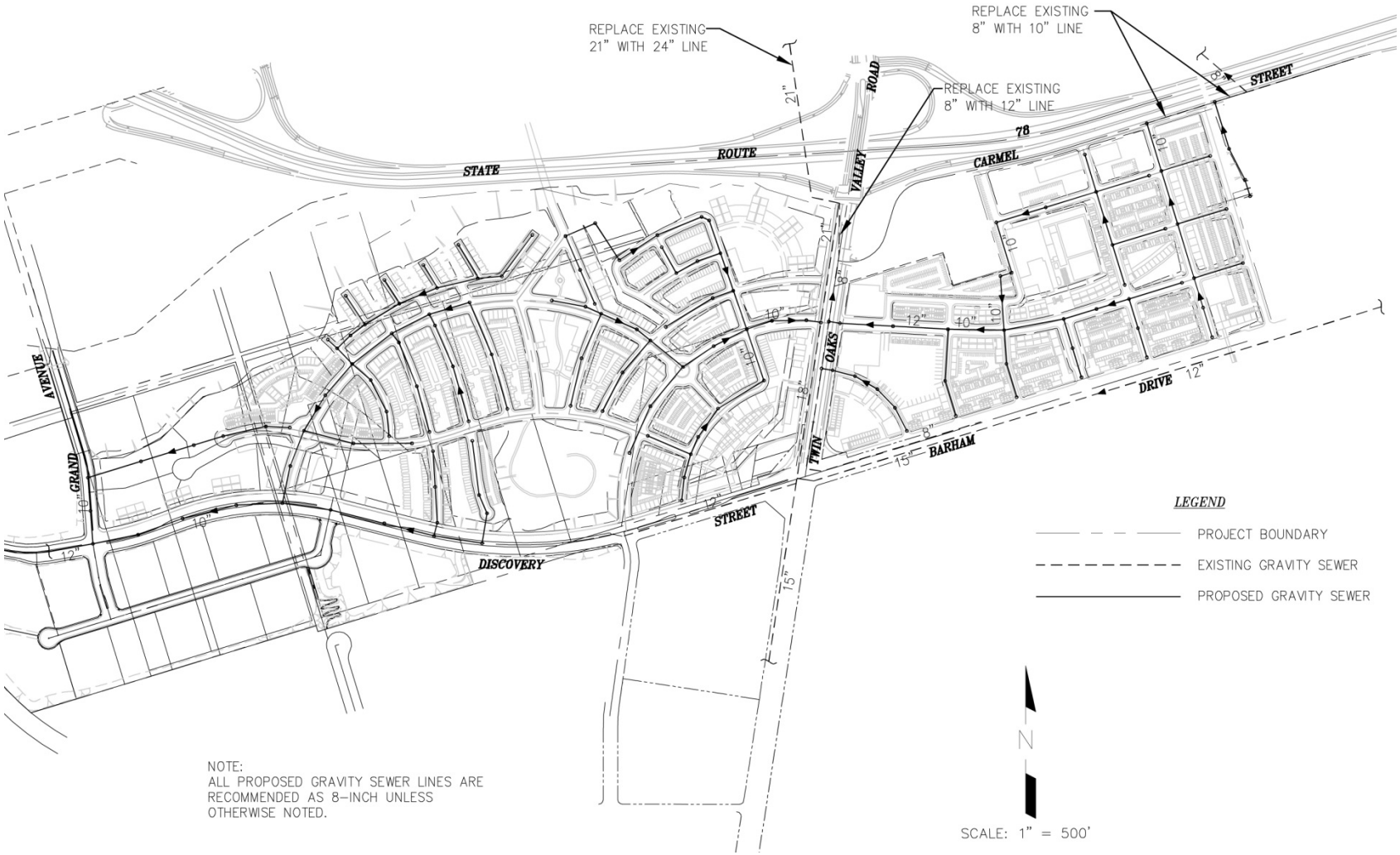
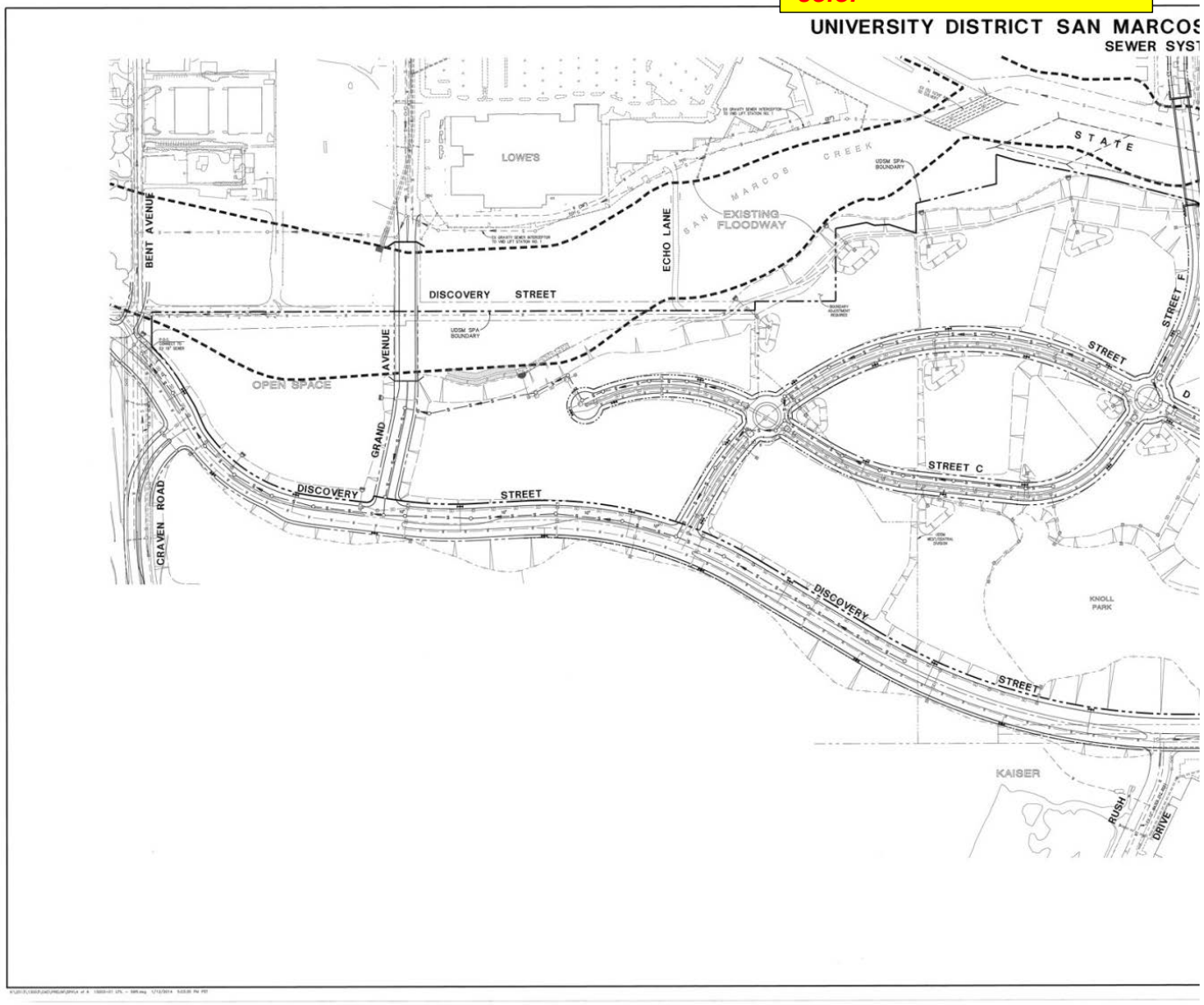

REPLACE EXISTING
21" WITH 24" LINE
REPLACE EXISTING
8" WITH 10" LINE
REPLACE EXISTING
8" WITH 12" LINE
STATE ROUTE 78
VALLEY ROAD
CARMEL STREET
OAKS DRIVE
TWIN BARHAM
DISCOVERY STREET
GRAND AVENUE
LEGEND
PROJECT BOUNDARY
EXISTING GRAVITY SEWER
PROPOSED GRAVITY SEWER
N
SCALE: 1" = 500'
NOTE:
ALL PROPOSED GRAVITY SEWER LINES ARE
RECOMMENDED AS 8-INCH UNLESS
OTHERWISE NOTED.

FIGURE VIII.F: Proposed On-Site Sewer Facilities (West)

Figure to be updated to reflect lines in bold and color



Off-Site Sewer Facilities

Based on assumptions made in the sewer system analysis and draft studies prepared by others, this section provides a preliminary evaluation of potential off-site sewer impacts resulting from the San Marcos *University District* project. These potential improvements include sewer line replacements and extensions in the vicinity of the project as well as regional improvements to off-site interceptor, treatment, and disposal systems. A consultant has performed a draft evaluation of the off-site sewer system for the District. The District analysis takes projected flows from the project and inserts them into a District-wide hydraulic model (see Figure VIII.E: Proposed Off-Site Sewer Facilities).

Local Improvements

The eastern portion of the project will convey flows through an existing 8-inch sewer line in Carmel Street. This line conveys flow northerly across State Route 78 and connects into a 12-inch line. The District analysis indicates that several of the lines in this area will require replacement in the ultimate flow condition, even without additional flows from the project.

The middle portion of the project will convey flow to an existing 21-inch sewer line in Twin Oaks Valley Road that conveys flow northerly across State Route 78 before connecting into a regional interceptor. There are several sections of on-site sewer and sewer lines in Twin Oaks Valley Road that need to be relocated and/or upsized during development of the project.

The Western portion of the project will require an offsite sewer line to convey flow to the existing 16-inch gravity sewer line in Craven Road. The analysis indicates that a 12-inch off-site sewer line is required.

Regional Improvements

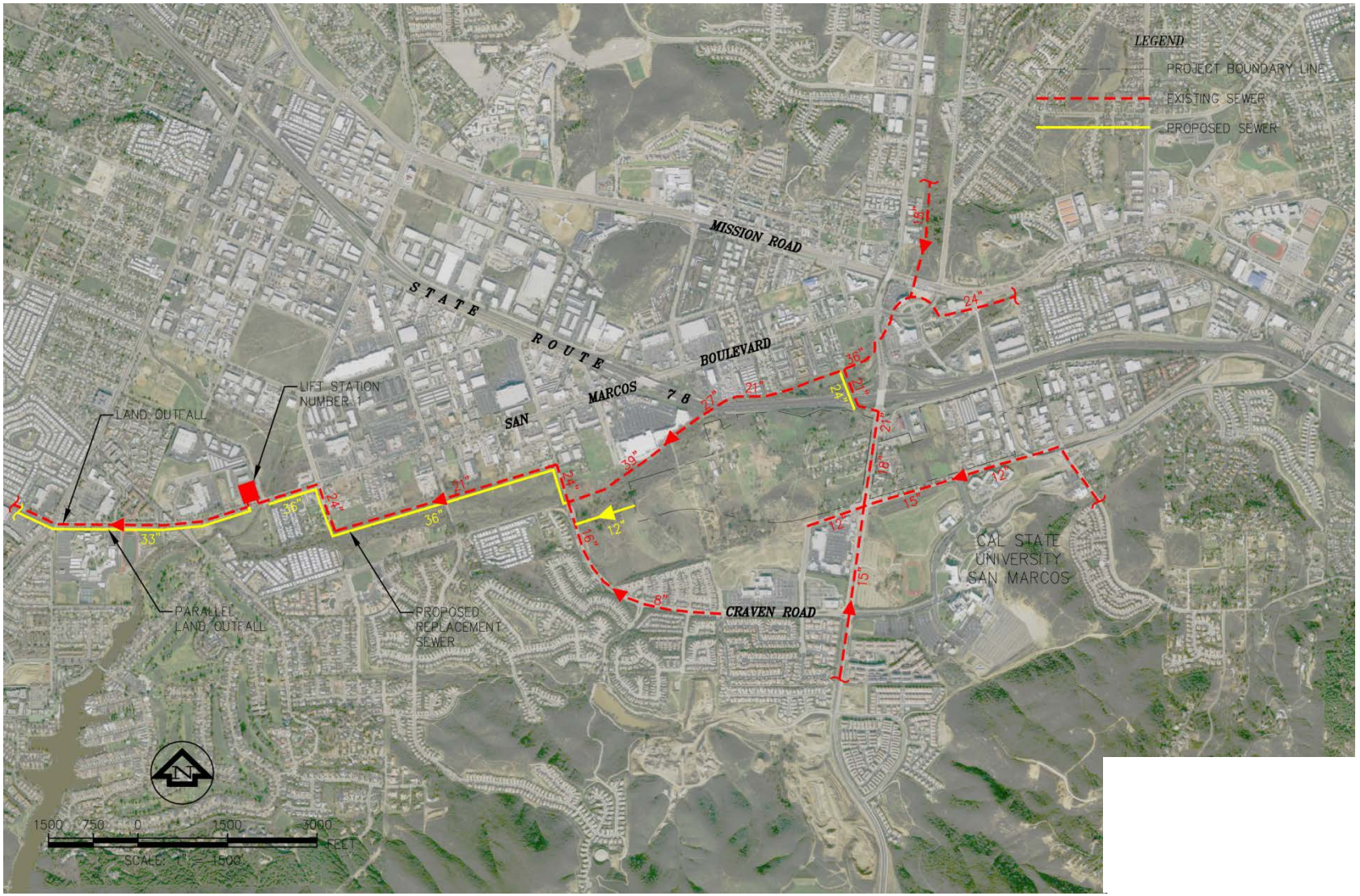
There is an approximately 7,000 foot section of existing interceptor from Grand Avenue to Lift Station Number 1 that is identified for replacement in the District Master Plan. Based on Master Plan flow projections, the District would require an HDPE line with an inside diameter of 31.5 inches. With additional projected flows from San Marcos *University District*, the recommended replacement line would be a 36-inch line.

The District is also planning to construct a parallel land outfall from Lift Station Number 1 to Siphon A to accommodate ultimate development. The District is planning on a 33-inch parallel line to accommodate build-out flows per the Master Plan and it is believed that a 33-inch line is also adequate to accommodate increased flows from the San Marcos *University District* project.

From Siphon A to the Encina Wastewater Authority, the District plans to parallel several sections of line to meet ultimate flows. The District has not yet analyzed additional improvements to this section of piping that may be necessary as a result of the San Marcos *University District* project.

The District currently has 7.54 mgd of liquid treatment capacity at Encina and 5.0 mgd at the Meadowlark Treatment Plant for a total of 12.54 mgd. The 2002 Master Plan projected ultimate flows for the district to be 13.27 mgd. The District will be required to purchase additional capacity in the Encina System. With the development of the San Marcos *University District*, an additional 0.79 mgd of solids and liquid capacity will need to be acquired in the Encina System.

FIGURE VIII.E: Proposed Off-Site Sewer Facilities



VIII.4 Flood Control and Storm Drainage

A Preliminary Hydrology Report was completed for University District, per the June 2003 *San Diego County Hydrology Manual*, along with a Water Quality Technical Report (WQTR) to investigate Best Management Practices (BMPs) and Low-Impact Development (LID) facilities or Integrated Management Practices (IMPs). Full reports for both of these studies can be referenced in the accompanying Environmental Impact Report (EIR) for this project.

While conceptual site planning for *University District* intends to maintain major existing draining patterns to the extent possible, preliminary analysis of the site's existing and proposed hydrology identified an increase in storm water runoff upon full project build-out. This increase will require drainage facility improvements to mitigate potential impacts. Future improvements evaluated in the accompanying EIR include construction of a berm and redirection of flows via a new public storm drain system to collect and convey flows off-site.

Hydraulic and flood routing analyses demonstrate that the proposed site planning and planned storm water facilities create a *University District* project that meets current City of San Marcos drainage requirements (see Figure VIII.F: Storm Drain System (East) and Figure VIII.F: Storm Drain System (West)).

FIGURE VIII.F: Storm Drain System (East)

Figure to be updated to reflect lines in bold and color

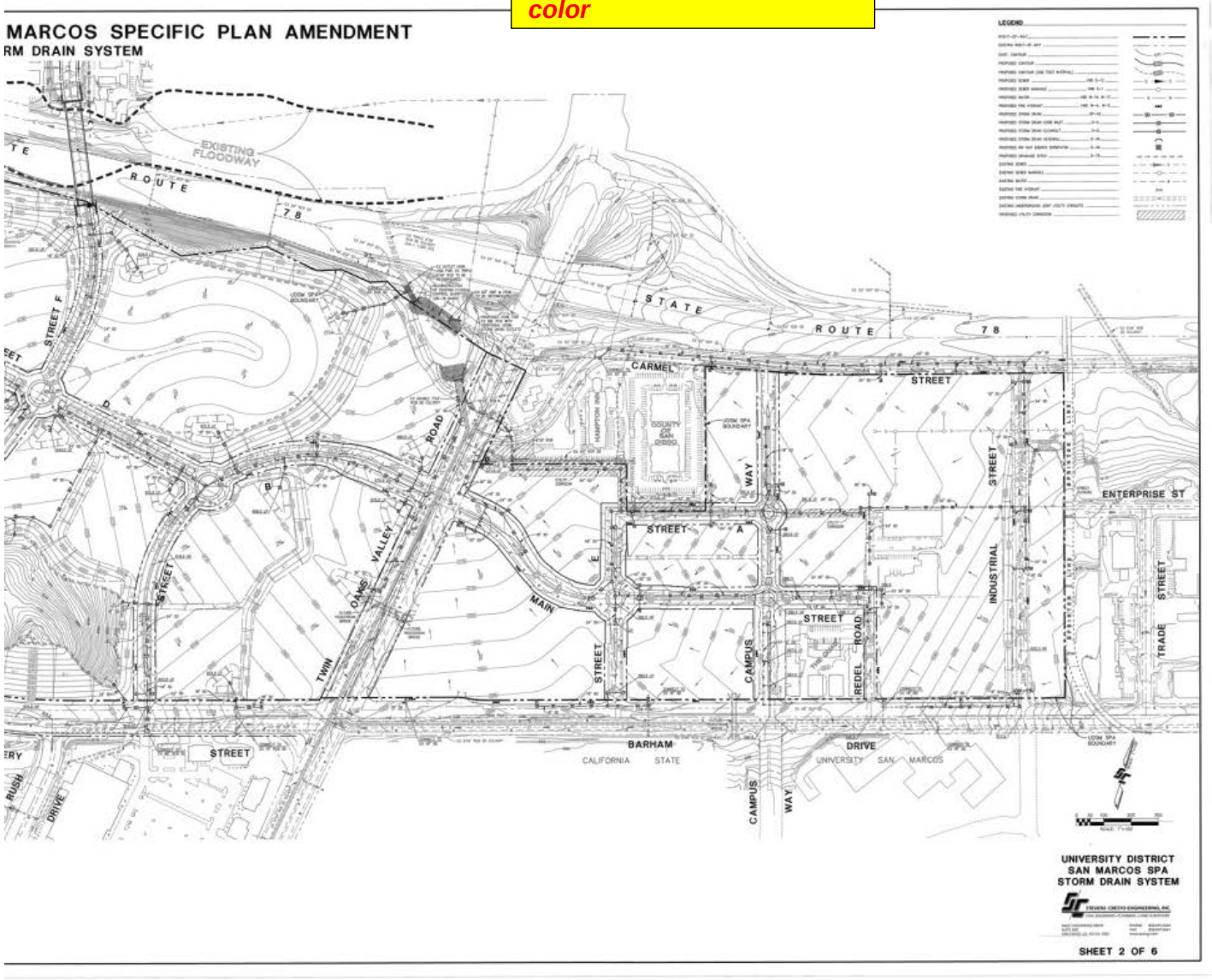
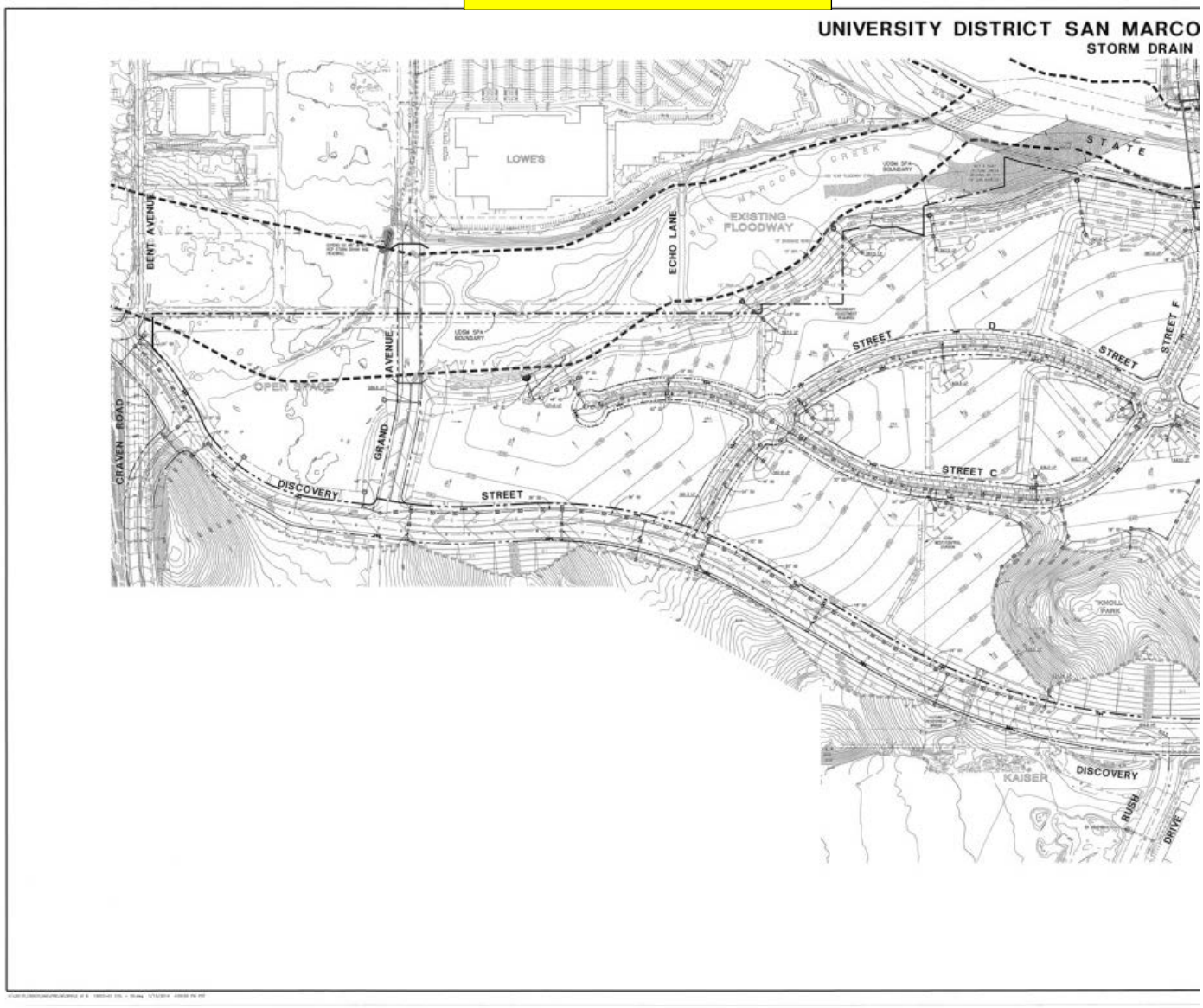


FIGURE VIII.F: Storm Drain System (West)

Figure to be updated to reflect lines in bold and color



VIII.5 Solid Waste Disposal

Prior to issuance of building permits, each development project within *University District* will be required to provide adequate areas for collecting and loading of recyclable materials, as well as solid waste storage.

Recycle loading areas and solid waste storage facilities shall be located as far as possible from on-site residential units and shall be completely screened from view from adjacent residential portions of the project. The location and design of recycling and solid waste enclosures shall also account for potential nuisances from odors and noise from collection vehicles.

As a participating municipal agency in the *San Diego County Integrated Waste Management Plan (IWMP)*, the City of San Marcos will provide updates on current *University District* project data to San Diego County as part of any update to the IWMP. Specific information provided shall relate to solid waste source reduction and recycling.

VIII.6 Public Services

According to the San Diego Association of Governments' (SANDAG) 2007 population generation rate of 2.5 persons per unit and the proposed residential density of 2,600 units within the project area, the forecasted population increase directly related to *University District* build-out is 6,500 residents. Further, the project also proposes 800 student housing dwelling units that are anticipated to house 5.0 persons per unit, which will generate an additional 4,000 residents. In total, the City of San Marcos population is forecasted to increase by approximately 10,500 residents upon full build-out of the *University District* project.

The following sections describe the potential impact of University District on public services. The accompanying Environmental Impact Report includes detailed analyses related to these services, as well as service provider letters (see Appendix J of the EIR).

VIII.6.1 *Schools*

The *University District* project is located within the service boundaries of the San Marcos Unified School District (SMUSD). The SMUSD is 44 square miles in size and encompasses most of the City of San Marcos and portions of the Cities of Vista, Escondido, and Carlsbad, as well as unincorporated areas between these cities. The SMUSD provides kindergarten through 12th grade education in the City of San Marcos and currently operates eleven elementary schools, one K-8 school, two middle schools, two senior high schools, one continuation high school, and one teen parenting center.

Schools currently servicing the project area include:

Discovery Elementary School
K – 5th Grade: Serves students residing to the east and west of Twin Oaks Valley Road

San Elijo Middle School
6th – 8th Grade: Serve students residing to the west of Twin Oaks Valley Road

Woodland Park Middle School
6th – 8th Grade: Serves students residing to the east of Twin Oaks Valley Road

San Marcos High School
9th – 12th Grade: Serves students residing to the west of Twin Oaks Valley Road

Mission Hills High School
9th – 12th Grade: Serves students residing to the east of Twin Oaks Valley Road

The conceptual land use plan for *University District* identifies a potential new elementary school site west of Twin Oaks Valley Road and along the north side of the proposed Discovery Street extension. According to the State of California and SMUSD site planning guidelines, the identified site is approximately 10-acres gross (8-acre net

usable) in size. If SMUSD decides to locate a new elementary school within *University District*, this additional facility would help alleviate some of the enrollment pressure that currently exists on Discovery Elementary School.

See the accompanying Environmental Impact Report for more detailed information regarding current SMUSD student enrollment and planned capacity for each of the schools referenced.

VIII.6.2 *Fire Protection*

Fire protection services for *University District* will be provided by the City of San Marcos Fire Department, which is jointly operated by the City and the San Marcos Fire Protection District. The Department has existing automatic mutual aid fire agreements with the Cities of Carlsbad, Vista, Escondido, Encinitas, and Rancho Santa Fe Fire Protection District.

According to the City of San Marcos Fire Department (2008), the proposed project would be primarily served by Fire Stations One and Four, with the following equipment and personnel available:

Fire Station One

180 West Mission Road:

- One Paramedic Engine Company (3 personnel)
- One Paramedic Truck Company (3 personnel)
- One Paramedic Ambulance (2 personnel)

Fire Station Two

1250 South Rancho Santa Fe Road:

- One Paramedic Engine Company (3 personnel)
- One Paramedic Ambulance Staffed (2 personnel)

Fire Station Three

404 Woodland Parkway:

- One Paramedic Engine Company (3 personnel)
- One Paramedic Truck (2 personnel)

Fire Station Four

204 San Elijo Road:

- One Paramedic Engine Company (3 personnel)
- One Paramedic Ambulances (2 personnel)
- One Battalion Chief

Current staff levels and equipment at these fire stations are sufficient with an average response time of approximately 4.5 minutes to the general area of the project (based on the most current response data, 2008).

Increases in non-emergency and emergency responses have a three-year average of 4.15 percent per year. At this rate of increase, additional fire protection resources will be required within a one- to two-year period, regardless of the proposed project. The City of San Marcos Fire Department will review each *University District* development proposal to ensure that adequate fire protection services are available at all times.

VIII.6.3 *Police Protection*

Police protection services for the proposed *University District* project will be provided through the San Diego County Sheriff's Department, under contract with the City of San Marcos. Specifically, the project will be served by the existing Sheriff Department Station located at 182 Santar Place in the northeast quadrant of San Marcos. The Sheriff's San Marcos Station provides law enforcement services to the City and unincorporated communities surrounding the station, including parts of Escondido, Harmony Grove, Elfin Forest, Lake San Marcos, Mountain Meadows, and San Pasqual Valley.

Services are available 24 hours a day, 7 days a week and include general patrol, traffic enforcement, criminal investigation, crime prevention, juvenile services,

communications and dispatch, and various management support services. Law enforcement services include Community Oriented Police and Problem Solving (COPPS) Teams, traffic enforcement, criminal investigations, canine handlers, juvenile diversion, narcotics and gang investigations, and crime prevention. COPPS Teams focus on a non-traditional approach to crime suppression through interaction with other agencies and local citizens; each COPPS Team consists of five deputies and a supervising sergeant. Approximately 97 persons, including traffic, detectives, and supervisors are sworn officers.

Current service demand for each 10,000 resident population includes one 24-hour service package of Sheriff Department staff, which consists of six patrol deputies, one detective, one pro-rated portion of a supervisor and one clerical support staff member. According to the San Diego County Sheriff Department, service ratios are 1.02 officers per 1,000 residents in the City and 0.61 officers per 1,000 residents in the surrounding unincorporated areas. Based on 2009 Department of Finance statistics, the City's population is 83,194. This number of residents would require approximately 85 officers assigned to the City. The forecasted increase of 10,500 residents resulting from full build-out of the *University District* project would require approximately 11 additional officers.

The current goal for response time to a priority call is 8 minutes or less. According to the *San Diego County Sheriff Department 2007 Annual Report*, average response times within the City ranged from 6.9 minutes for Priority 1 calls and 11.2 for Priority 2 calls. Non-emergency calls averaged a response time of 17.0 minutes for Priority 3 calls to 40.7 minutes for Priority 4 calls.

VIII.6.4 *Libraries*

The City of San Marcos is served by the San Diego County Library systems, with the San Marcos branch located at 2 Civic Center Drive, approximately one-half mile from the *University District* project site. This branch contains public access computers and has a collection of approximately 8,118 materials.

Additional library resources are available to the community through two colleges located in San Marcos. A resident may purchase an annual Readers Circle card for $30.00 to obtain borrowing privileges at the California State University San Marcos campus library, or have free access using a valid picture ID and proof of current mailing address at the Palomar Community College library.