



Public Workshop

SMB Mixed-Use Development
October 3, 2024 at 6:00 pm

SAN MARCOS

DISCOVER LIFE'S POSSIBILITIES

Introductions

- **City Staff**
 - **Sean del Solar**, Senior Planner
 - **Macey Winter**, Assistant Civil Engineer
 - **Brad Holder, P.E.**, Associate Civil Engineer
- **Project Applicant**
 - **David Sheperd**, Lennar Homes of California
 - **Arlene Tendick**, A.N.T. Strategic Communications

Agenda

- Project Overview
- Applicant Presentation
 - Applicant Introduction
 - Overview of the Project
 - Q&A Session
- Conclusion

Project Overview

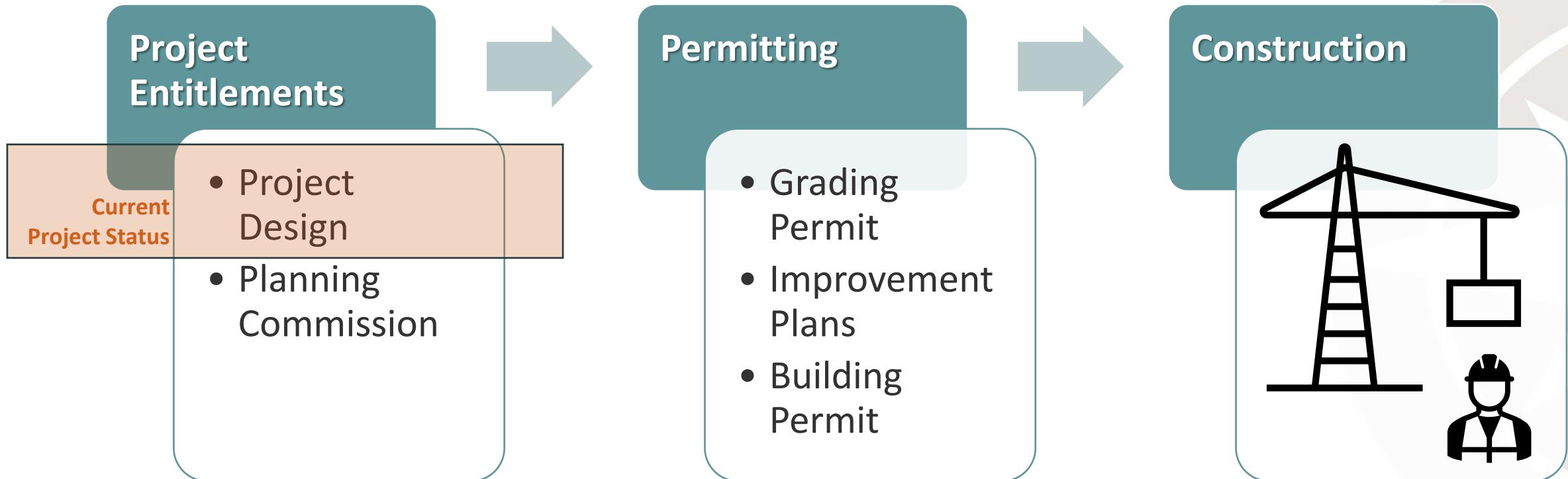
- 71 Residential condominium units
- 6,000 sq.ft. (approx.) of Mixed-use ground floor area
 - Commercial/retail space
 - Indoor HOA recreational space

Project Location



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Development Process





Workshop

Applicant Presentation

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**SEARS
REDEVELOPMENT**

October 3, 2024 Public Workshop

Dave Shepherd, Director of Entitlement
Arlene Tendick, Community Outreach

PROJECT LOCATION

- 2.8-acre parcel at 1100 San Marcos Blvd.
- Zoned for Mixed Use (MU-1) in General Plan
- Identified as Smart Growth Opportunity Area





AGENDA

About Lennar

01

Project Overview

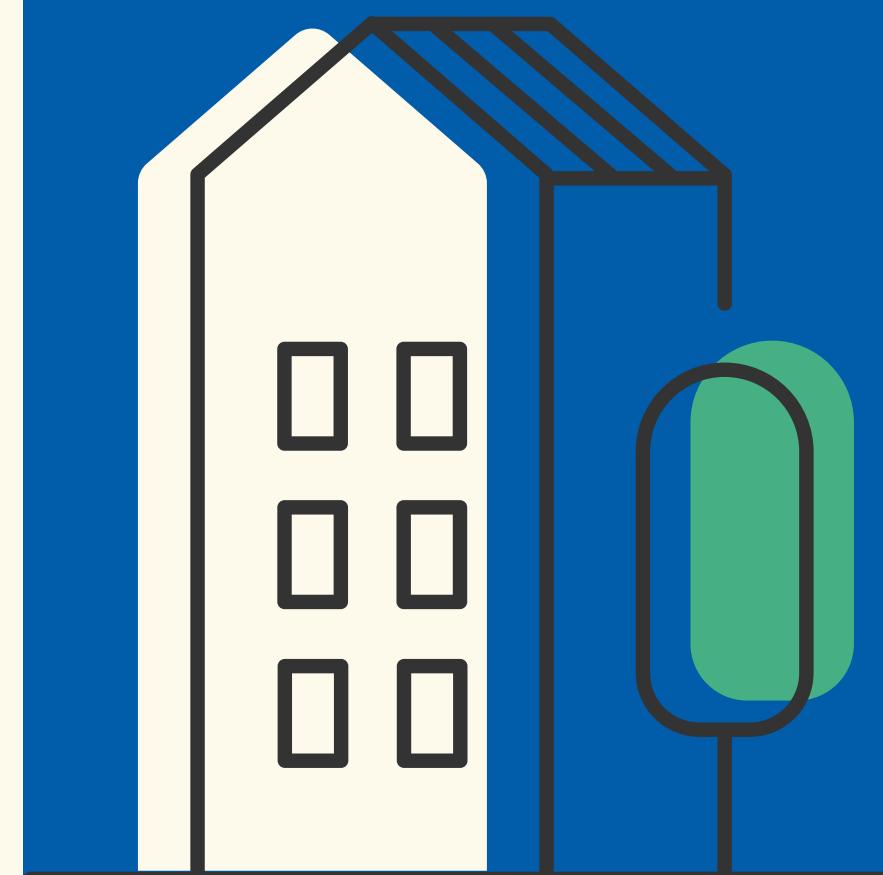
02

Next Steps

03

Q & A

04





LENNAR®

At Lennar Homes, we hold the highest level of integrity for our customers, associates, trade partners, community, and environment.





PROJECT BACKGROUND



2009 - Sears closes

The 14,600 square foot building has remained vacant since.



2018 - Site approved for redevelopment

Plans included 82 units with private common space.



2024 - Lennar acquires site and agrees to amend plans

Lennar's involvement allows for improved coordination and integration with Restaurant Row plans



COMMUNITY CONTEXT

Redesign Objectives in alignment with public feedback:

- Improved pedestrian connectivity and circulation
- Enhance community character through consistent/compatible architecture
- Increase retail
- Reduce density

 Commercial
 Housing

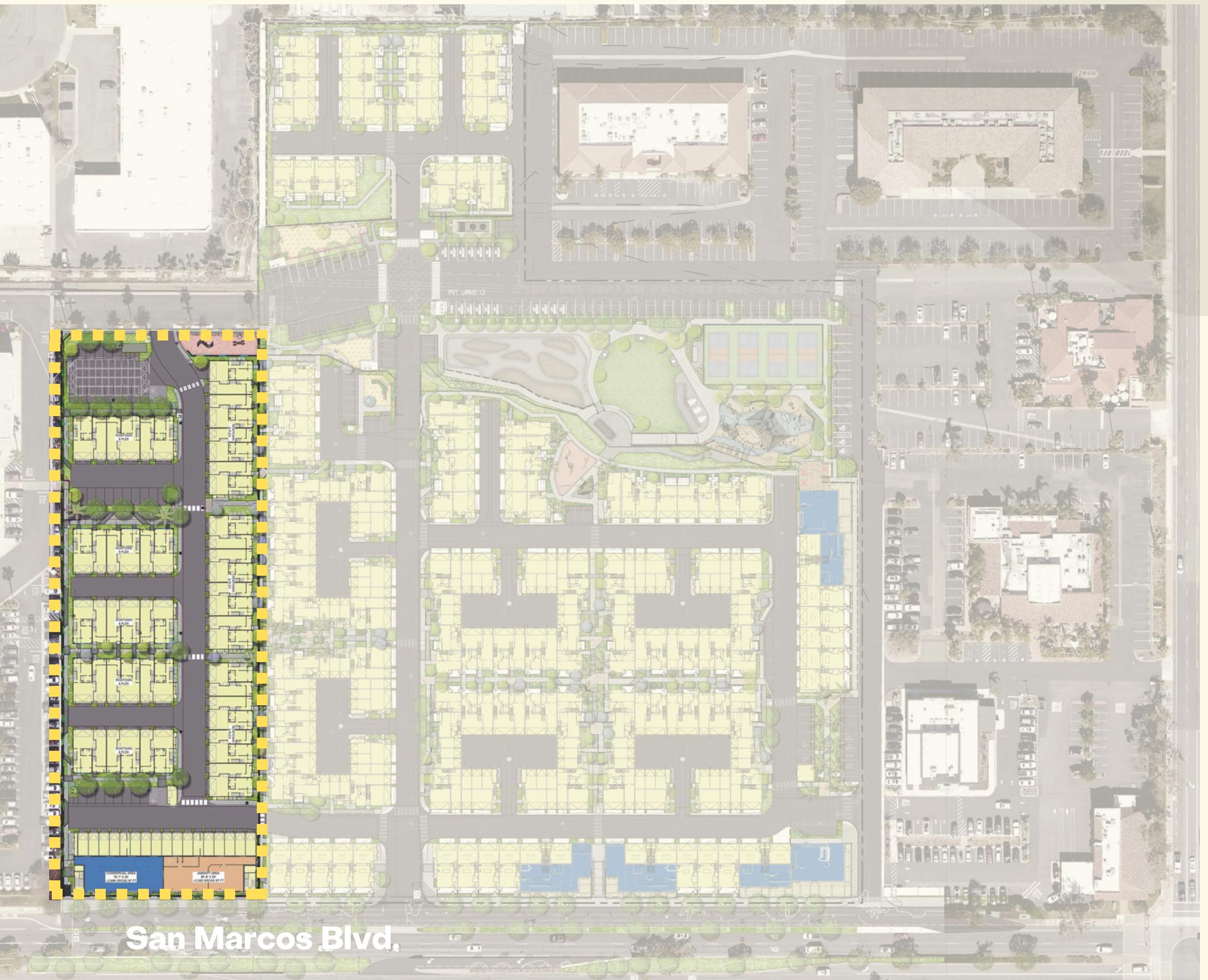




COMMUNITY CONTEXT

The result is a more cohesive design with improved circulation and pedestrian connectivity that better aligns with today's needs.

- 71 new homes, for sale
- 2,996 square feet of retail
- 159 parking spaces





PROJECT OVERVIEW

The result is a more cohesive design with improved circulation and pedestrian connectivity that better aligns with today's needs.





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View looking northeast from San Marcos Blvd.

Street Scene NTS





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View looking northwest from San Marcos Blvd.

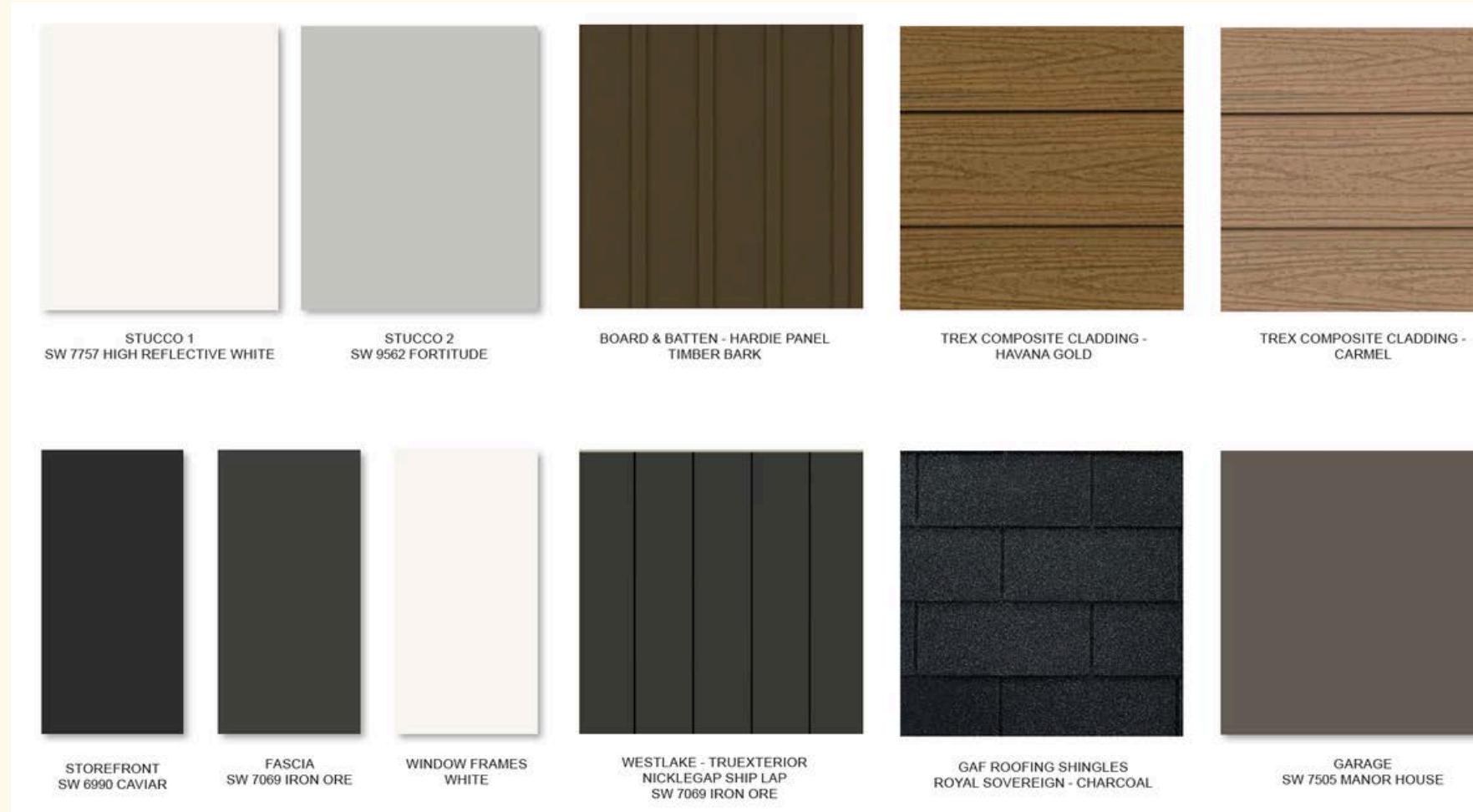




COLORS & MATERIALS

During our work in the community, we heard about the importance of history and a desire for warmer color palette.

The mix of colors and textures is complementary yet distinct to The Row.





RANGE OF HOMES

A wide variety of homes are available and suited for first-time homebuyers, young professionals or those looking to downsize.

- One, Two and Three bedroom and 1 to 3.5 bathroom floorplans
- Range in size from 821 - 1,642 square feet
- Private garages
- Three stories





IMPROVED CONNECTIVITY



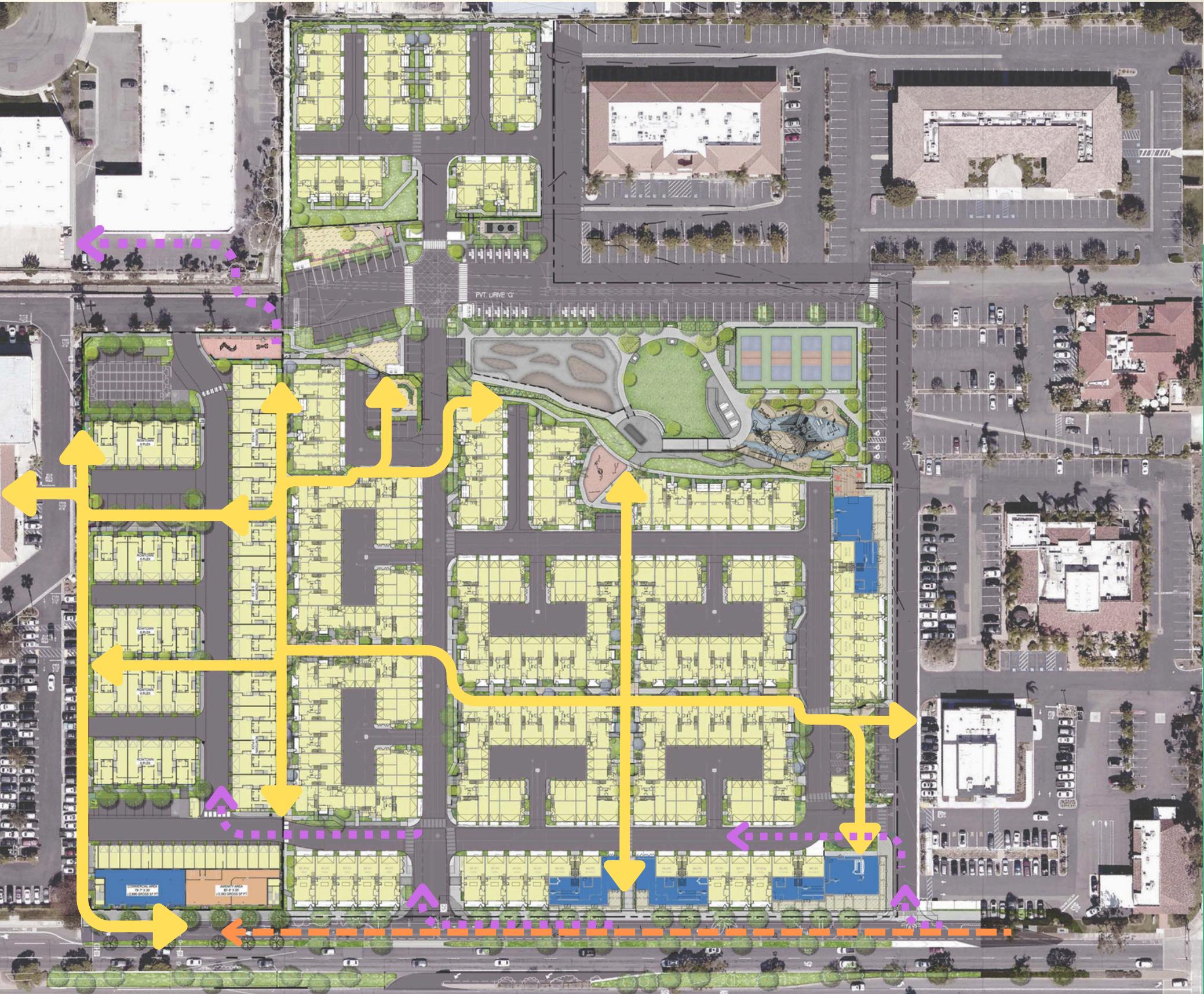
Bike and Pedestrian

- Yellow arrow: Direct connection to future park and shops and dining



Vehicular

- Purple arrow: Streamlined vehicular access
- Orange arrow: Continues Multi-Way consistent with Mobility Element





PROJECT MILESTONES

City Review of Application

- 8/13 – First submittal
- 9/12 – Second Submittal

Community Outreach

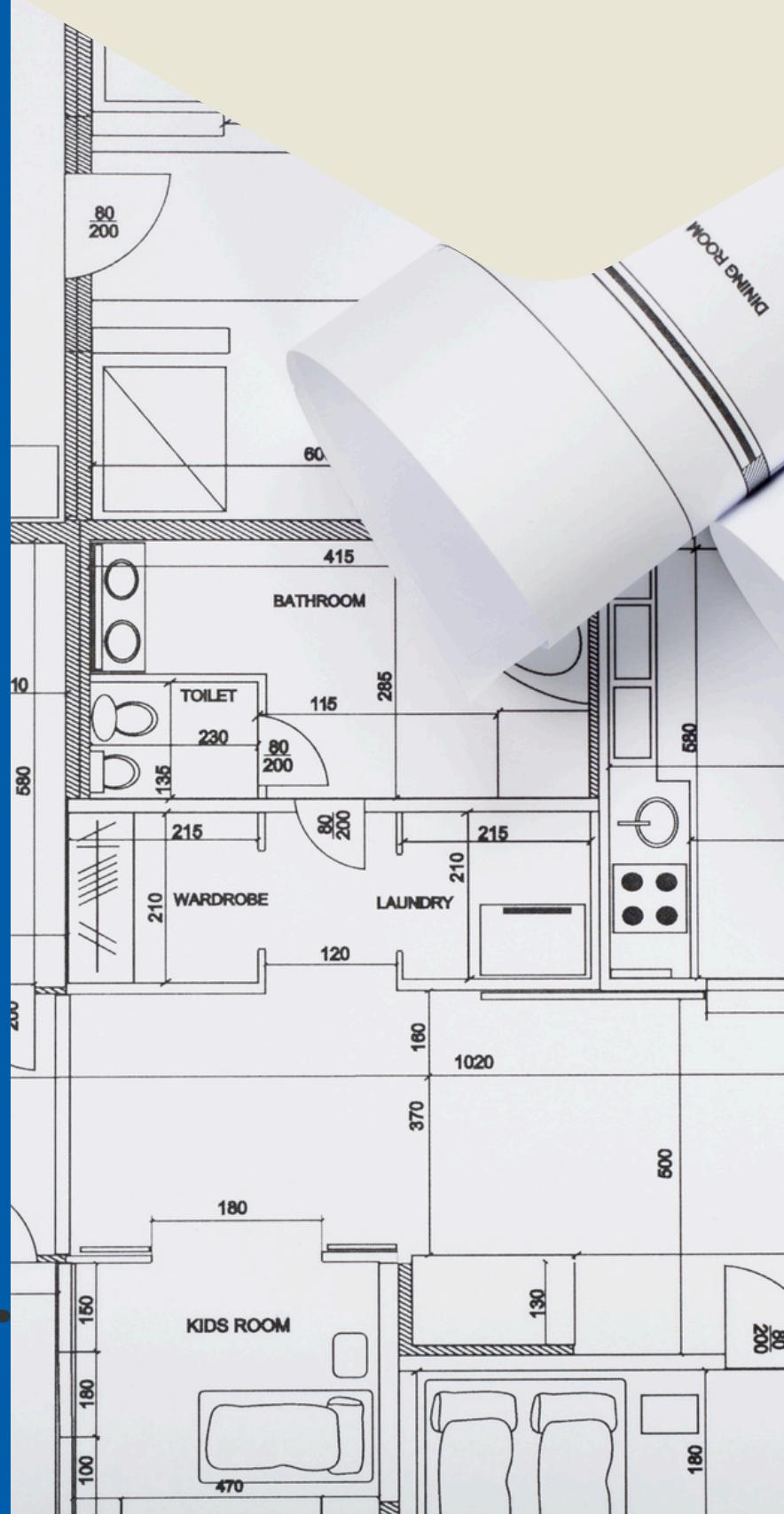
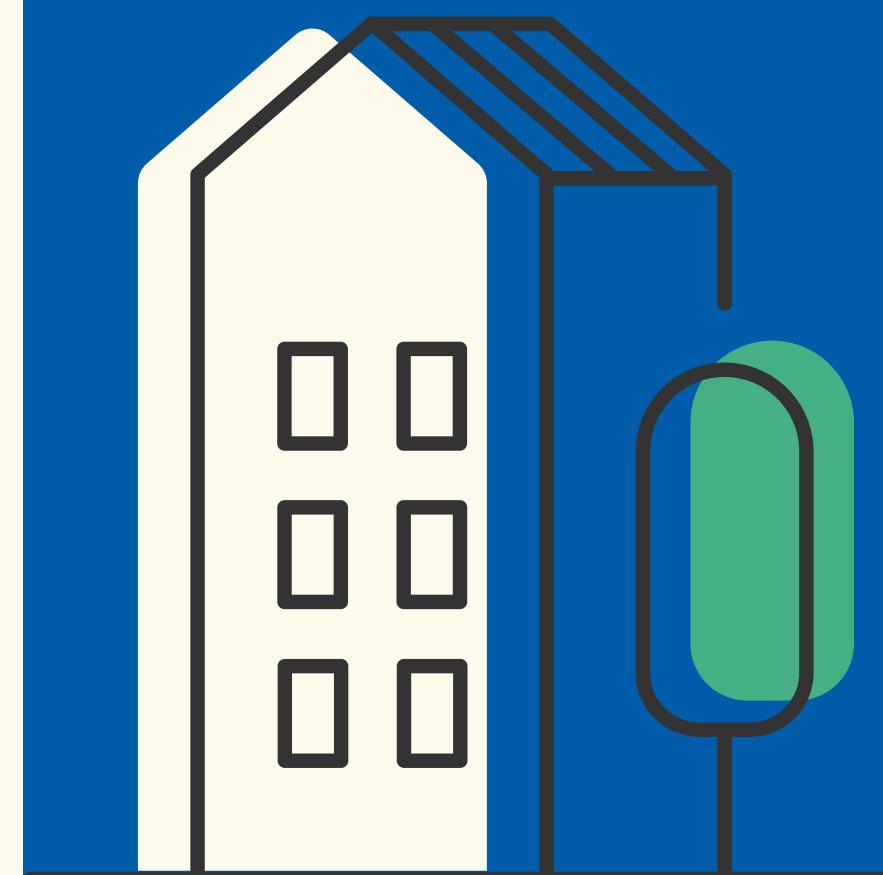
- Project Notice
- **10/3 – Public Workshop**
- Continued Outreach

DECEMBER 2024

Finalize Application

- Aggregate and incorporate comments

City Approval



LENNAR®

**CONNECT
WITH US.**



858-453-5300



info@lennarsdbuilds.com





Thank you

**SMB Mixed-Use Development
Public Workshop**

Submit Comments / Questions to:

Sean del Solar
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(760) 744-1050, ext. 3223

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