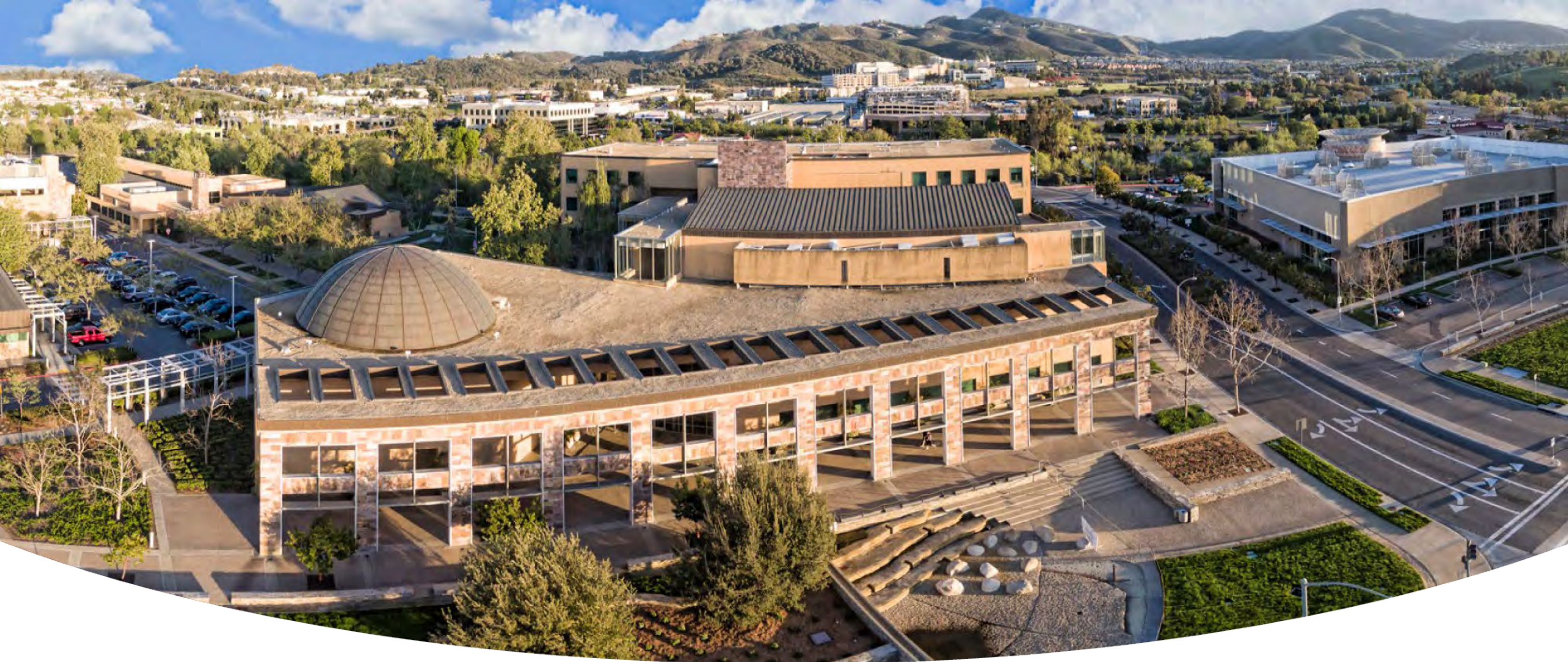


City Council Workshop

May 27, 2025

SAN MARCOS

DISCOVER LIFE'S POSSIBILITIES



SP24-0001
Creek Plan

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES

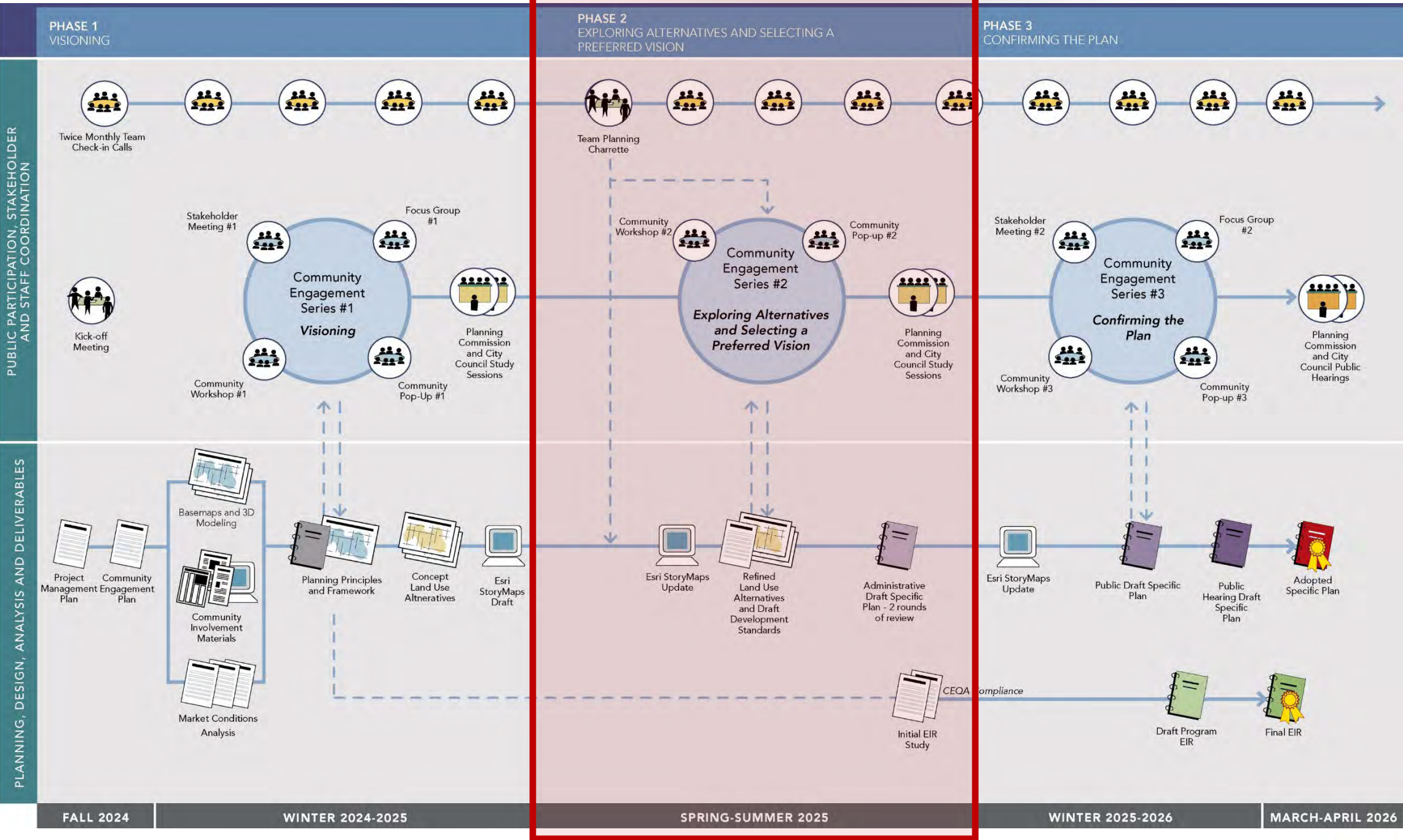
Why are we here?

- Provide an overview of the project goals, timeline, and progress to date
- Share outcomes from community engagement, including key themes and visioning priorities
- Facilitate a focused discussion to gather initial City Council feedback on the planning framework

Background

- **2007**
 - Plan adoption
- **2017**
 - SM Creek Specific Plan update begins
- **2020**
 - Creek capital improvement projects start
 - Plan update suspended
- **2024**
 - HAP Grant funding awarded to project from HCD/SANDAG

Project Schedule



Workshop Agenda

- **MIG Presentation**
 - Summary of public engagement & visioning
 - Key constraints & design approaches
 - Facilitate discussion
- **Outcomes from workshop**
 - Gather input from the City Council
 - Consensus on framework for the plan



Project Update: Alternatives Exploration

City Council Workshop

May 27, 2025

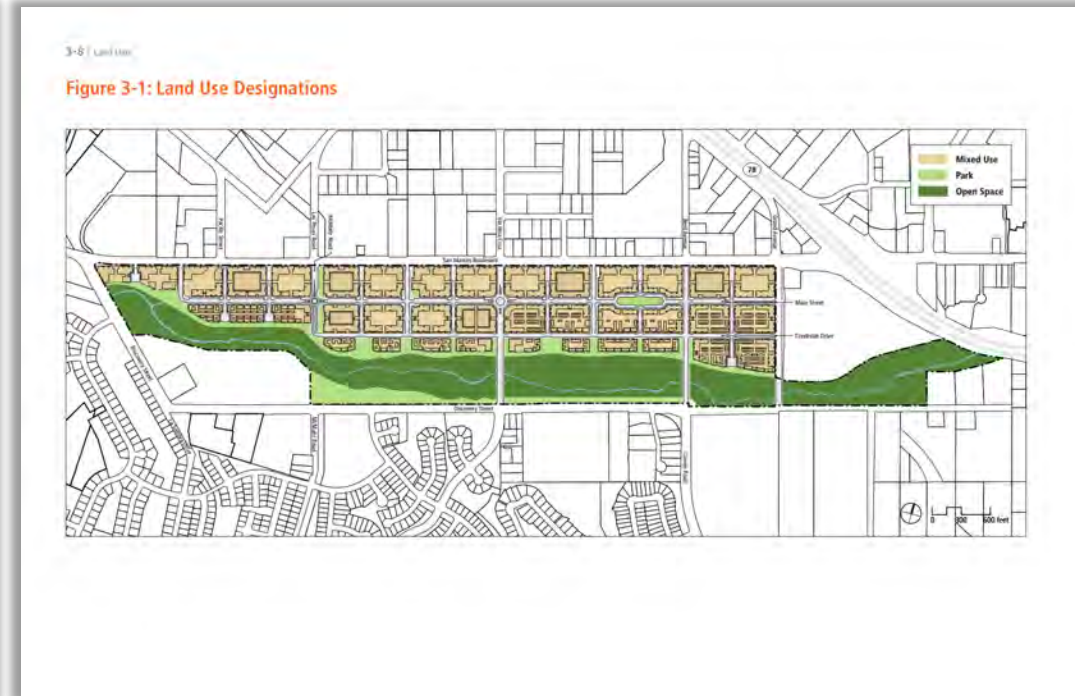
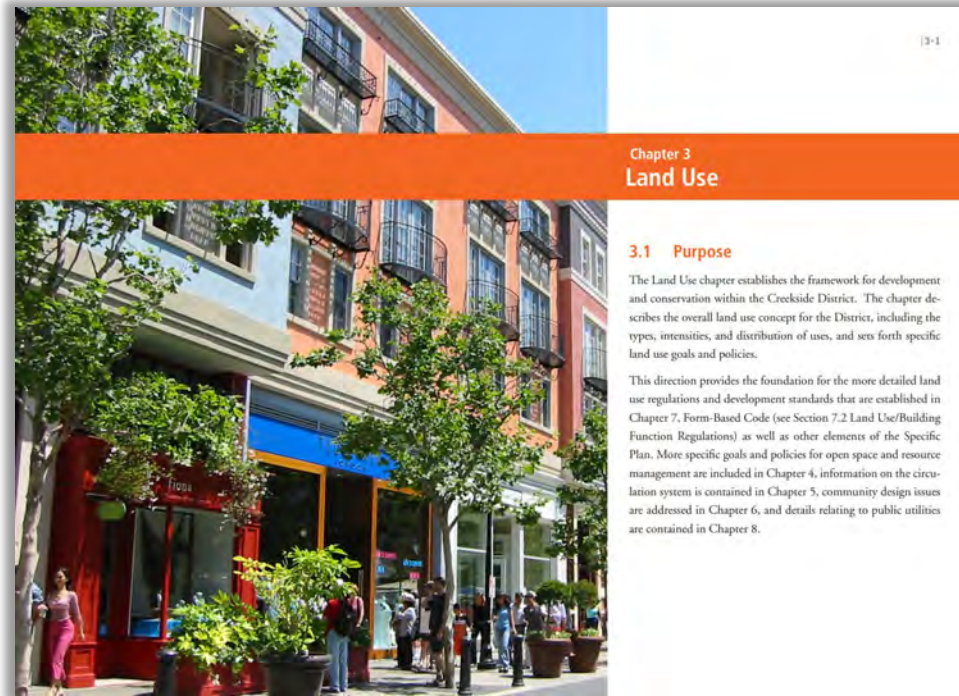
SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES



Current 2007 Creek District Specific Plan



Current 2007 Creek District Specific Plan



Current 2007 Creek District Specific Plan allows for:

- 2,300 housing units
- 1.2 million square feet of retail
- 600,000 square feet of office space

Was previously envisioned as the new Downtown of San Marcos

Existing Conditions



Current 2007 Creek District Specific Plan

Why change the plan?

ISSUES

- Limited new development
- Lack of private investment
- High ground-floor vacancies

OPPORTUNITIES

- Reduced flood risk
- Increased visibility/access from Paseo del Arroyo Park and new bridges
- Capitalize on development activity near the Plan area: North City, Restaurant Row

Guiding Principles



World-class Design

As quality design is an attraction itself, implement best design practices in all areas from sustainability to architecture.



Safe Mobility for Everyone

Create a multimodal network that provides access to the district from surrounding areas to everyone and reduces traffic.



Create a Destination

Leverage the unique opportunity of the San Marcos Creek with new arts, culture, and entertainment land uses to create an unique district.



Merge Nature and City

Establish a model of sustainability that integrates new urban development with a network of open spaces that improves the Creek natural environment.



Housing Variety

Promote a wide-range of housing design, cost, and density types to create an traditional, walkable neighborhood.



Streamline Requirements

Simplify regulations and processes for new private-development and partnerships required for infrastructure needs.

Youth Commission (February 2025)



Spring Fling Festival Pop-up (April 2025)



Public Workshop (April 2025)



Design Exploration Starting Points

Stormwater



Mobility



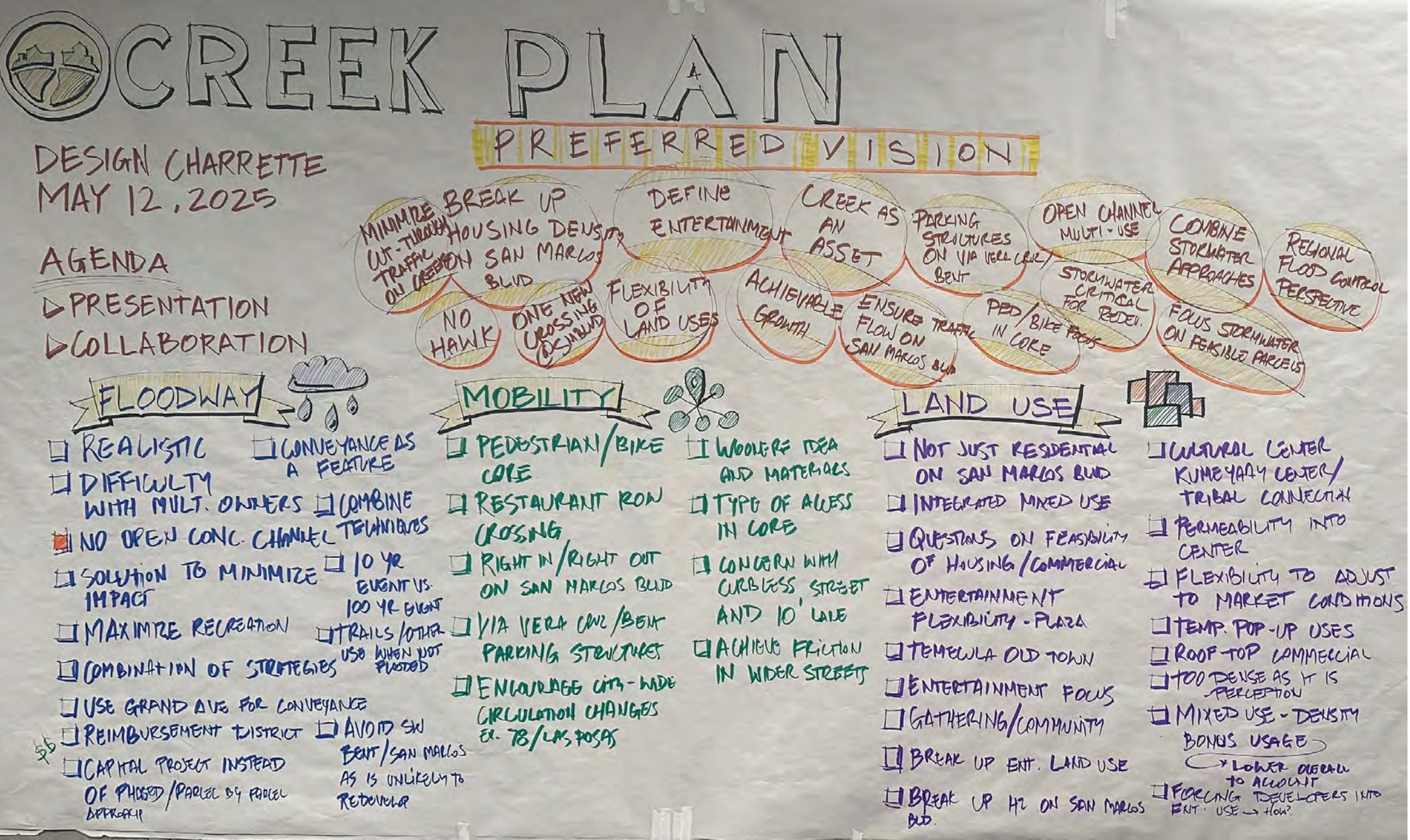
Land Use



Goals:

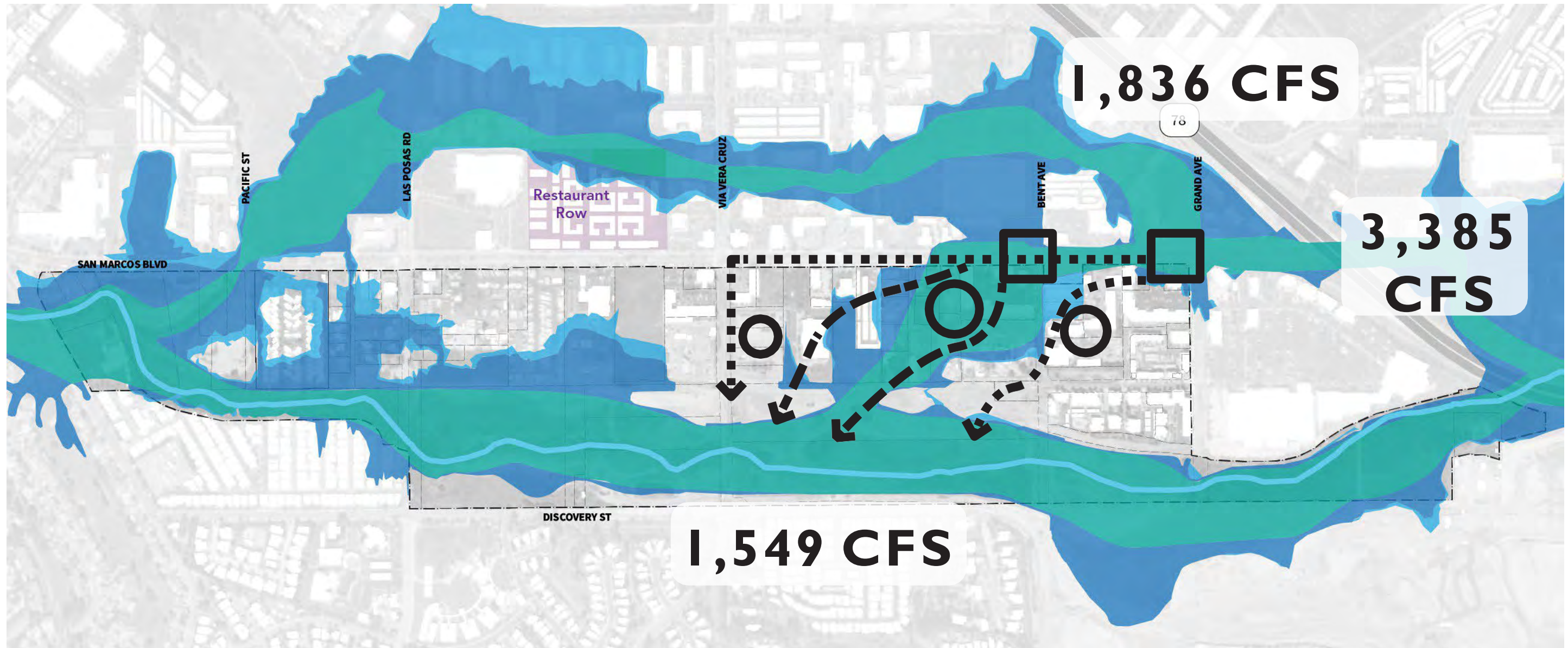
1. Provide summary of alternatives analysis process
2. Review emerging preferred alternatives

All City Staff Alternatives Charrette (May 2025)



Preferred Vision endorsed by
Planning Commission (May 19, 2025)

Stormwater/Flooding

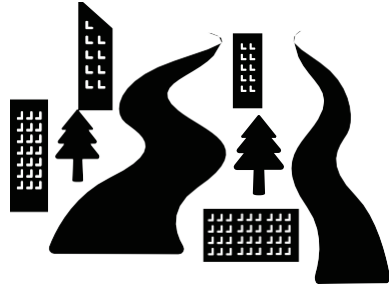


1. Two critical points along San Marcos Blvd. at Grand and Bent
2. Need to move water (1,549 CFS) from these points to the Creek

*Note: CFS based on FINAL LOCATION HYDRAULIC STUDY FOR VIA VERA CRUZ & BENT AVENUE BRIDGE CROSSINGS AT SAN MARCOS CREEK; Rick Engineering; November 2017

Stormwater/Flooding

Open Flow Channel(s)



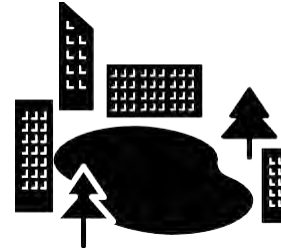
Pros

- Habitat & environment corridors/connections
- Green Infrastructure/nature-based
- Permeability
- Creates multiple co-benefits

Cons

- How relates to feasibility for individual development projects/parcels?

Catch Basin(s)



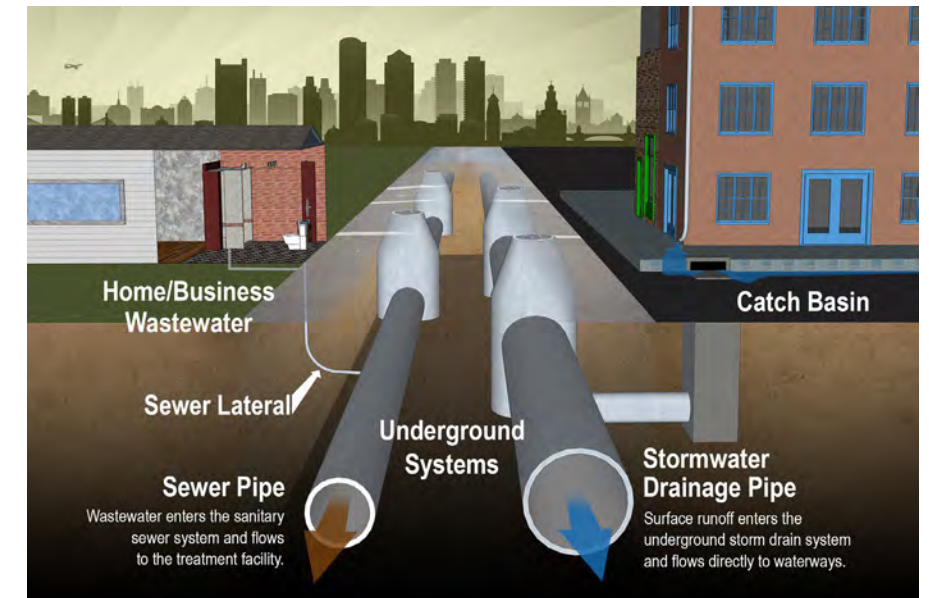
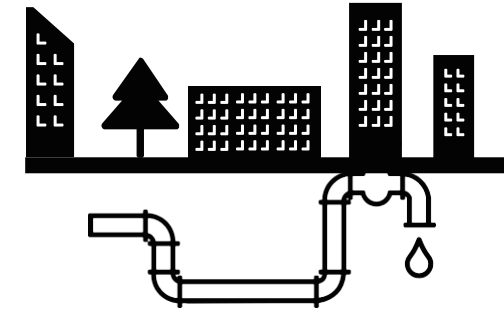
Pros

- Can be used for multiple purposes
- Can be a focal point of a development

Cons

- Too large of area required to adequately address water capture during storm events
- Only complementary to open flow channel

Underground System



Pros

- Efficient use of land/space
- Most understood approach by developers

Cons

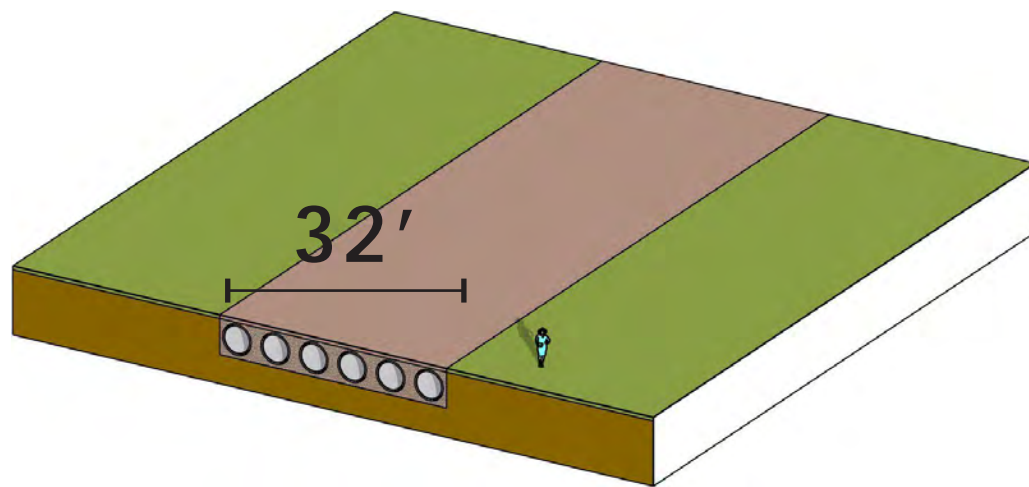
- Lowest cost/benefit trade-off
- Highest requirement for grey infrastructure
- Potential issues to access
- Least sustainable

Stormwater/Flooding Feasible Sizing Options

Assumptions:

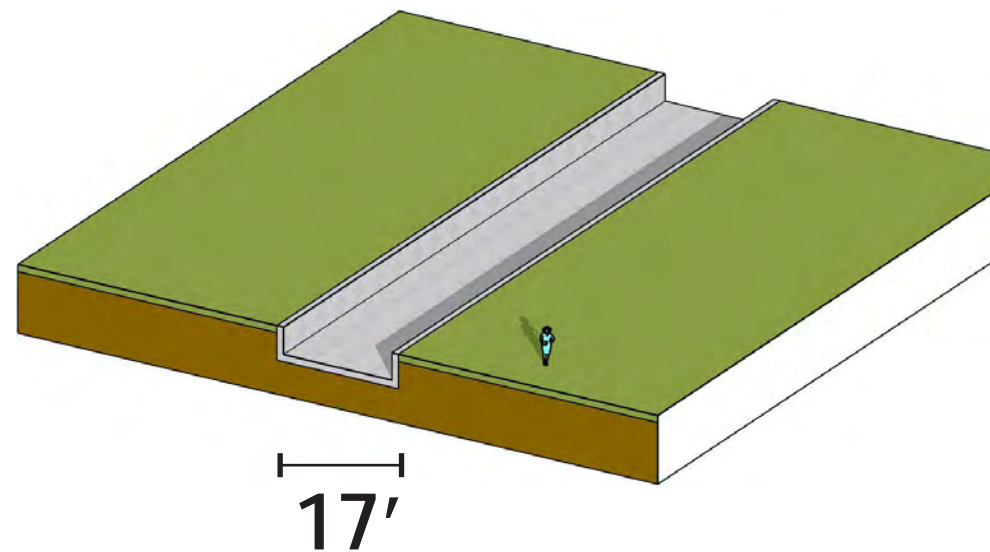
- San Marcos Blvd to Creek = 0.5% gradient (1,000' distance, 10' change in topography)

48" Pipes



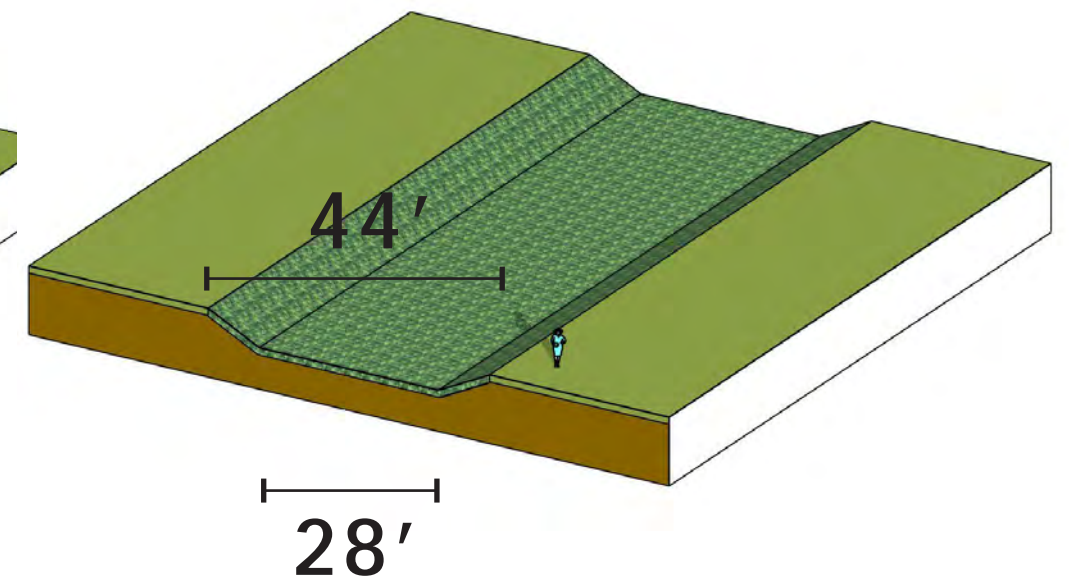
- Six (6) 48" pipes
- Minimum 5' depth

Rectangle: Concrete



- Vertical concrete wall
- 4' depth

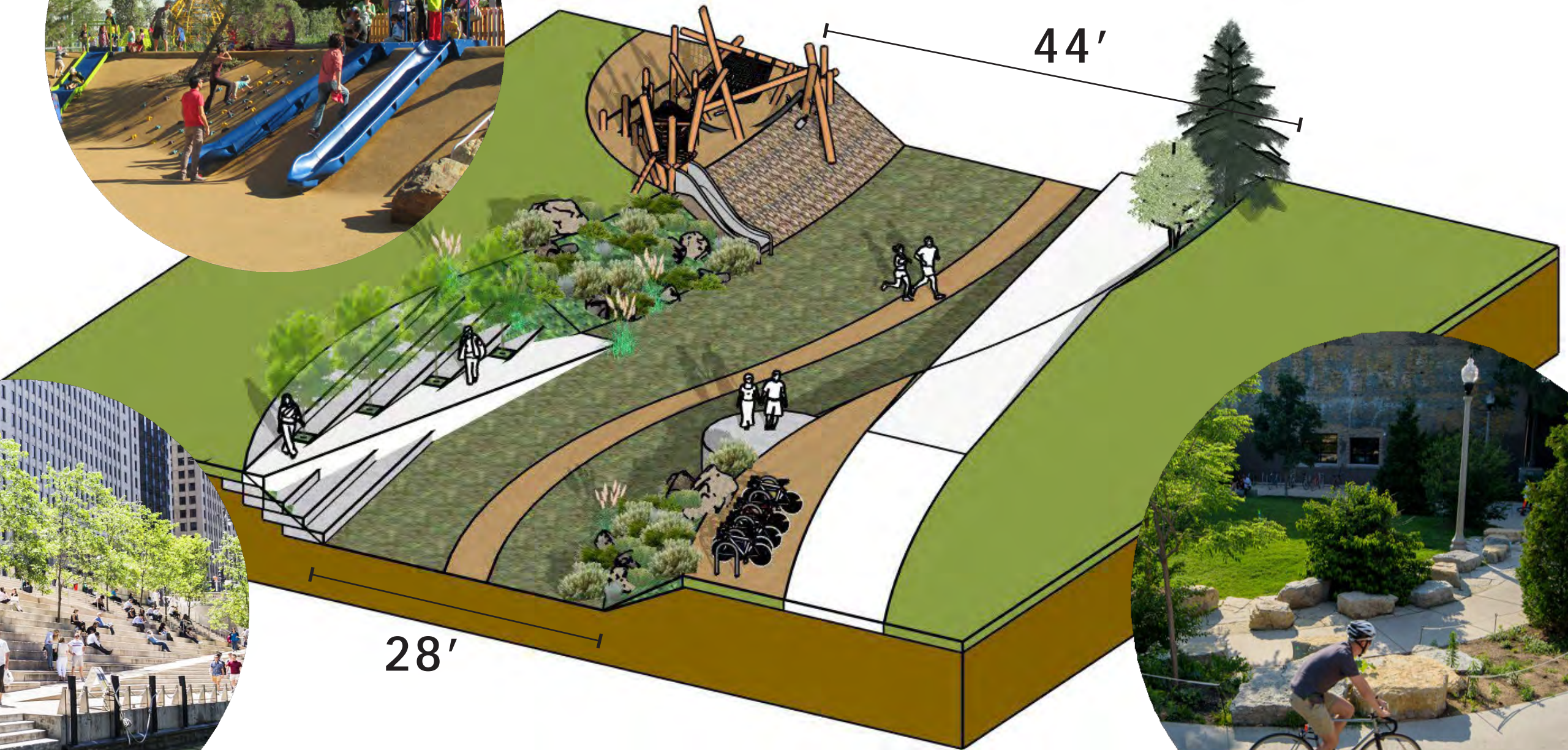
Trapezoid: Natural



- 2:1 natural landscape slope
- 4' depth

Stormwater/Flooding Preferred Design Approach

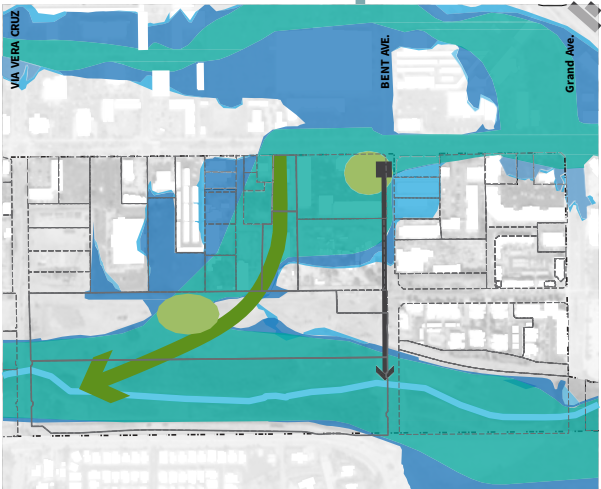
Bringing Nature to
the Creek District



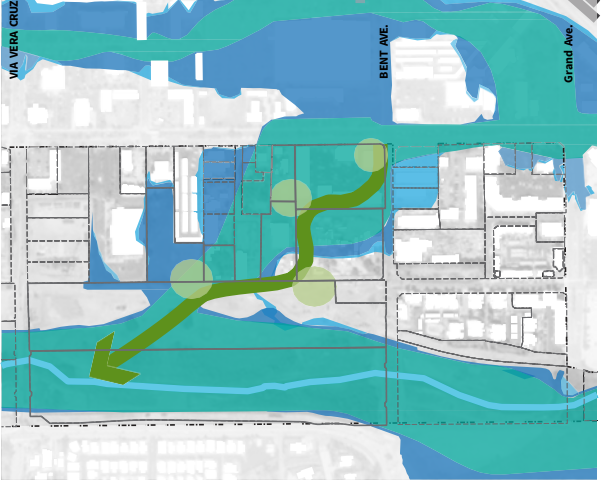
Stormwater/Flooding Preferred Approach



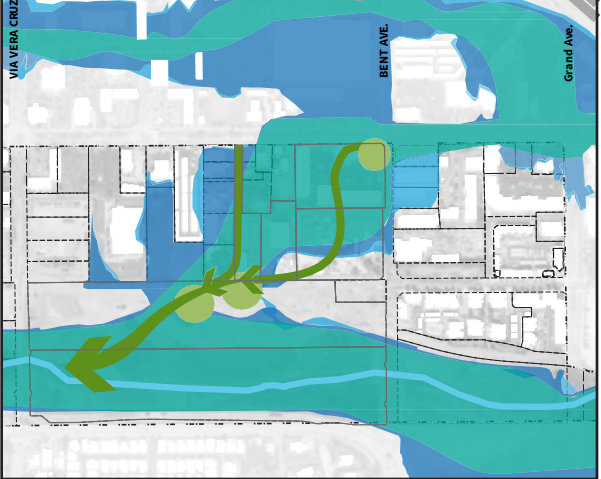
Concept A



Concept B

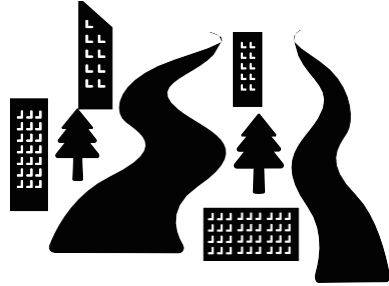


Concept C

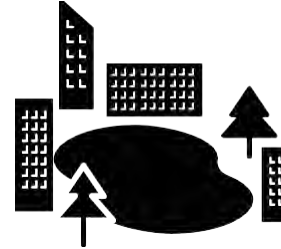


Stormwater/Flooding

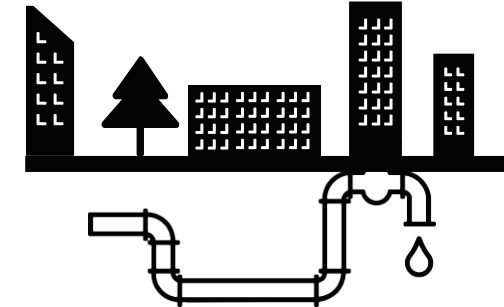
Open Flow Channel(s)



Catch Basin(s)



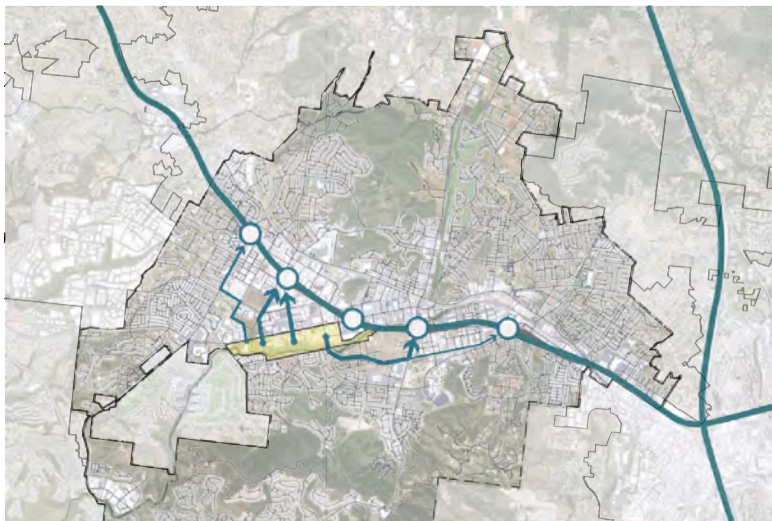
Underground Pipes



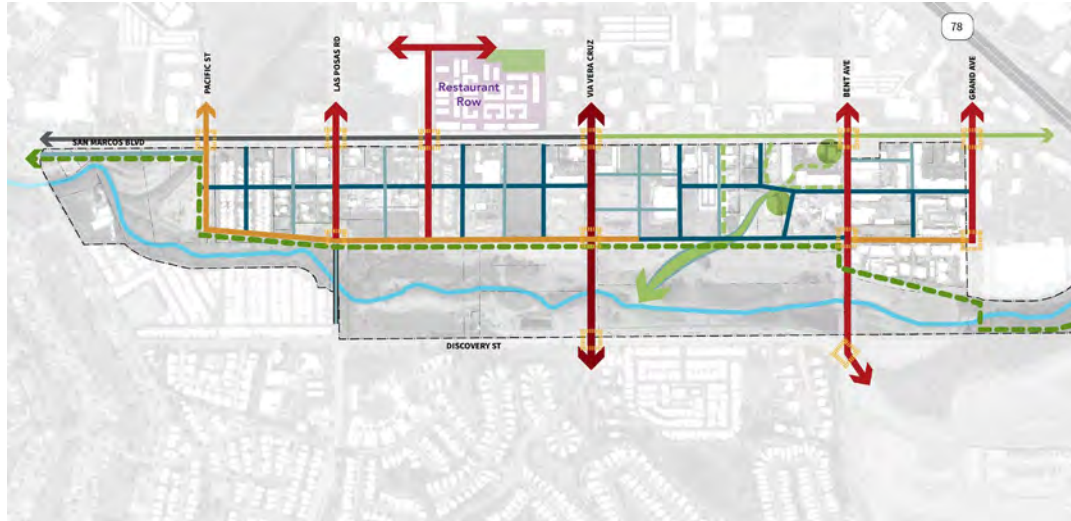
Is the City interested in pursuing upfront, comprehensive flood-control improvements as a development catalyst?

Mobility

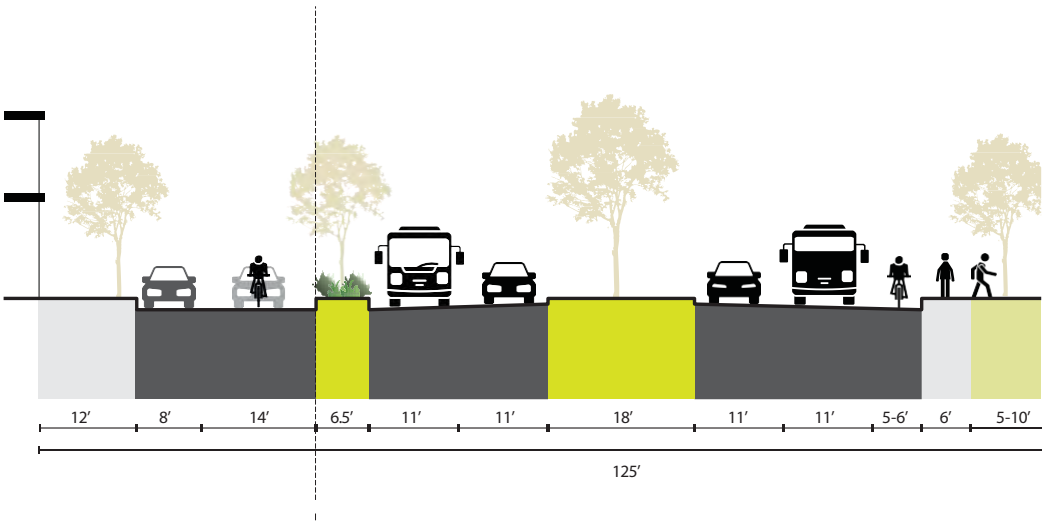
City Networks



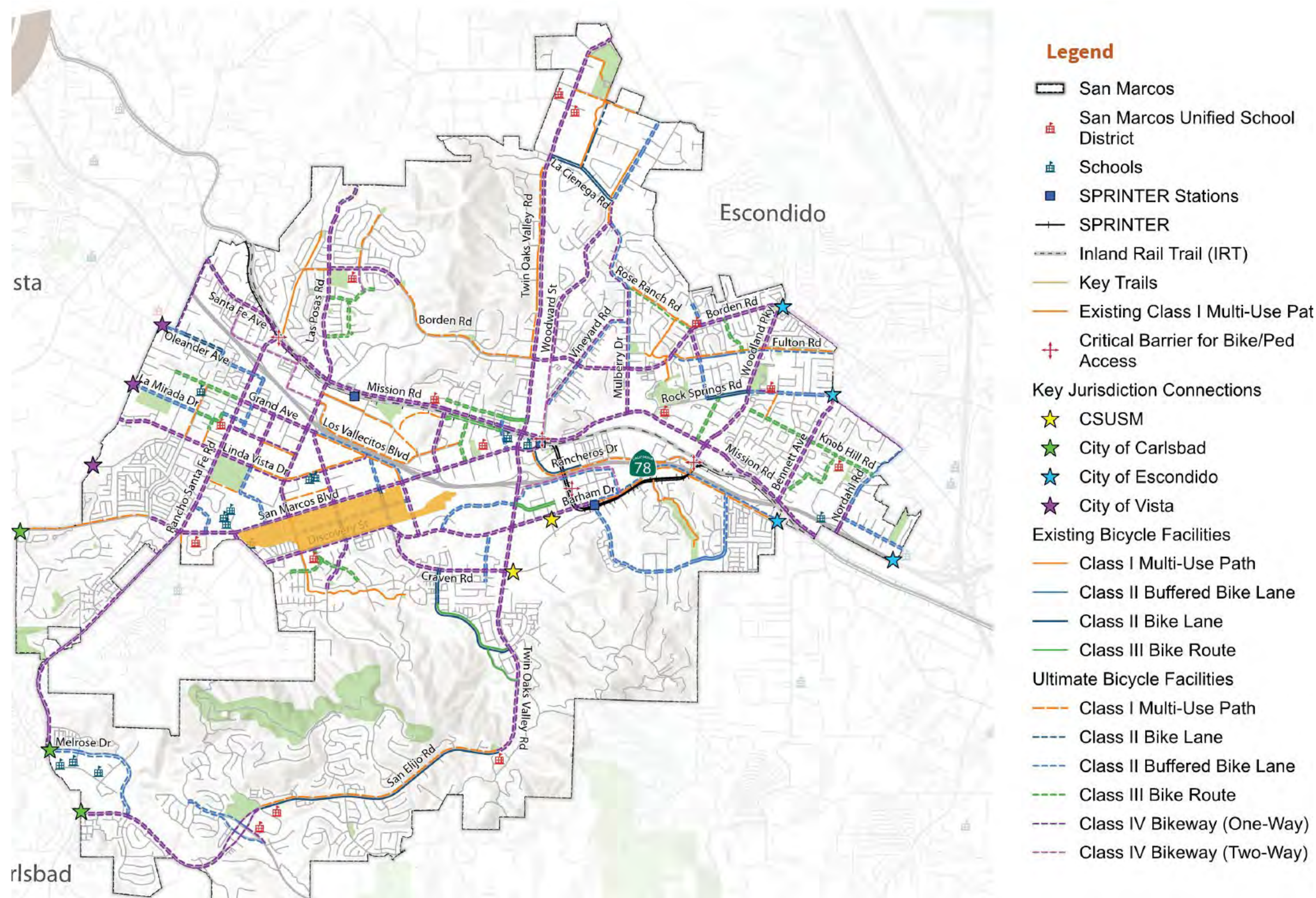
Internal Network



San Marcos Blvd.

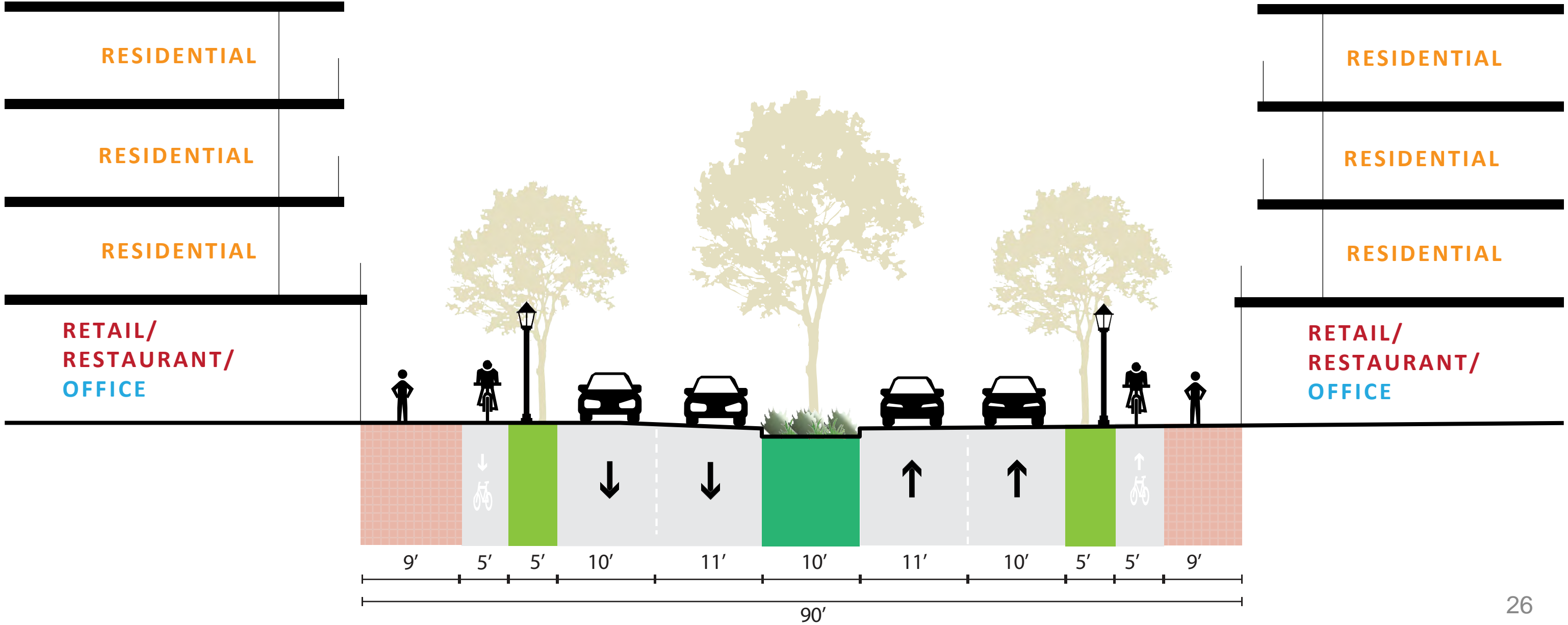


City of San Marcos Active Transportation Plan



Interior Street Types

Via Vera Cruz



Interior Street Types

Via Vera Cruz

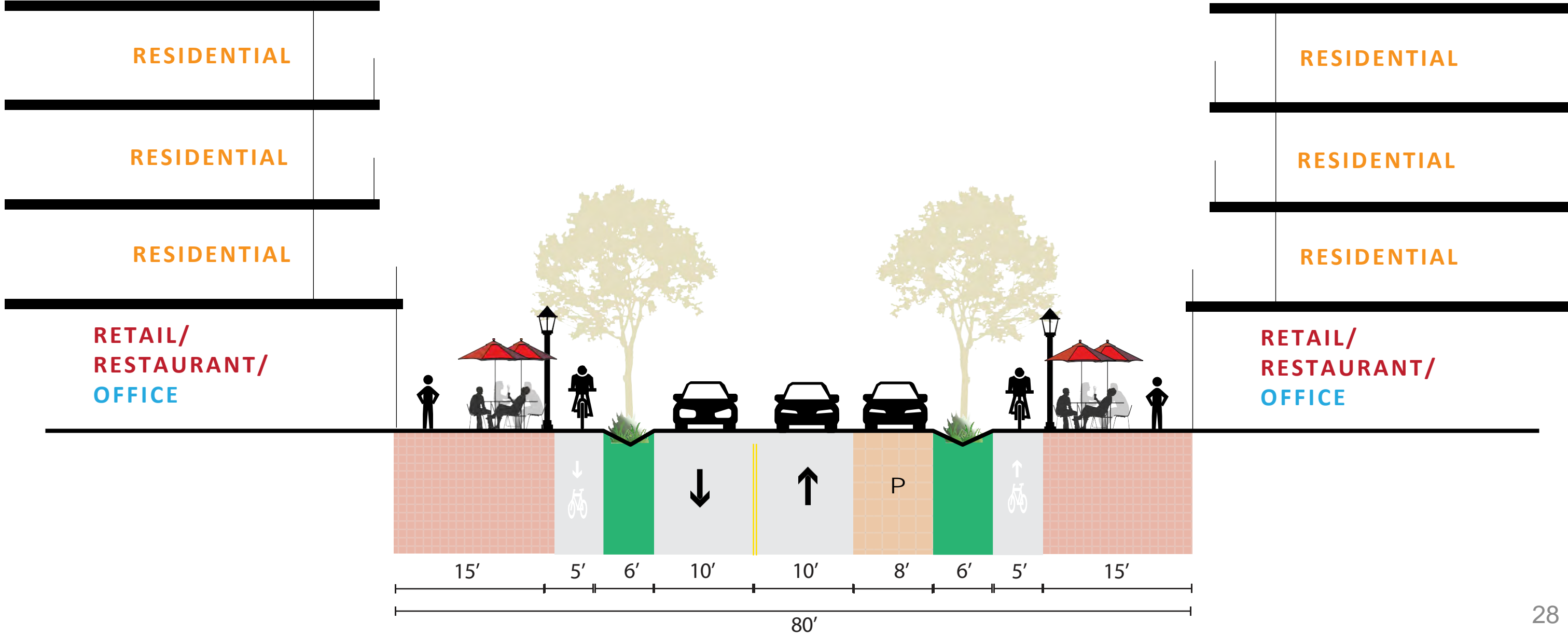


----- Plan Area Boundary
— Creek



Interior Street Types

Protected Bicycle Street



Interior Street Types

Protected Bicycle Street

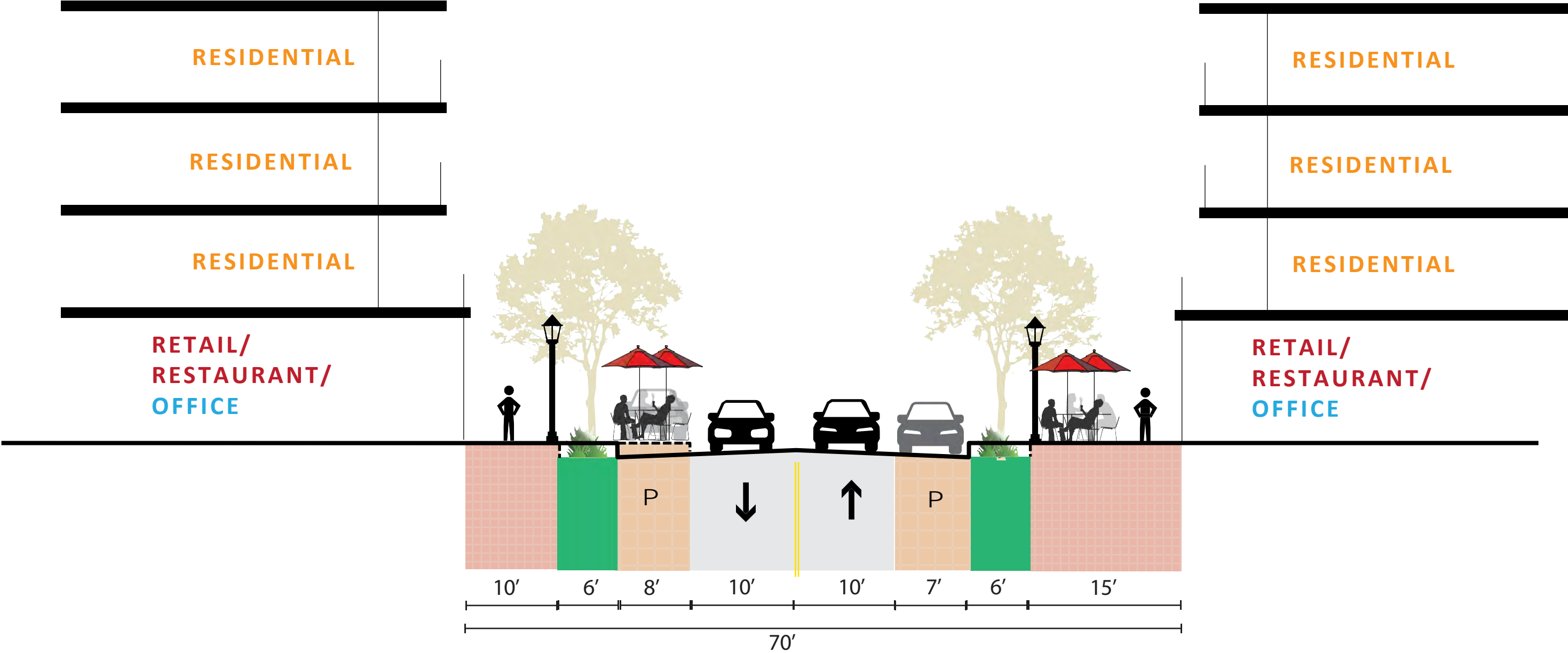


- Plan Area Boundary
- Creek



Interior Street Types

Pedestrian Street



Interior Street Types

Pedestrian Street

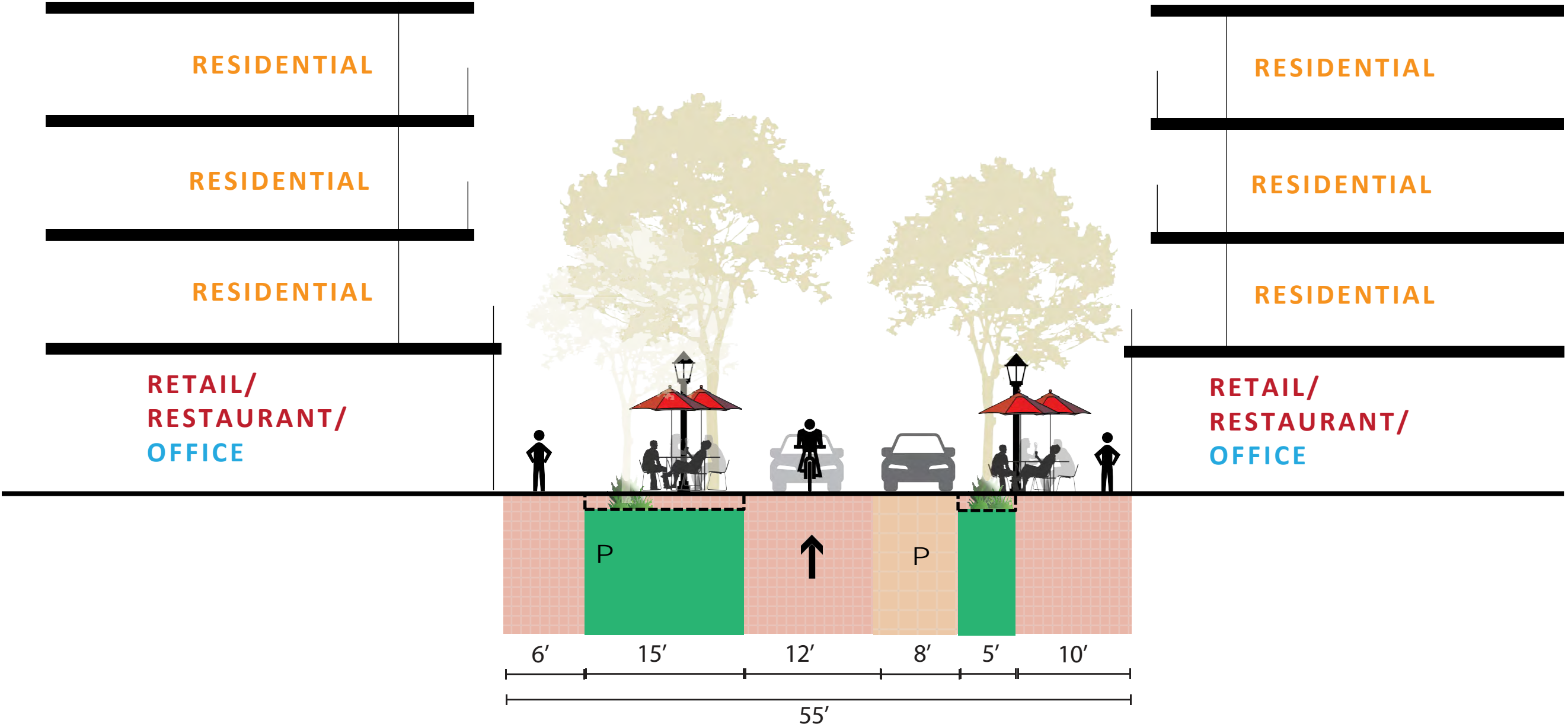


- Plan Area Boundary
- Creek



Interior Street Types

Shared Rolled/Curbless Street



Interior Street Types

Shared Rolled/Curbless Street

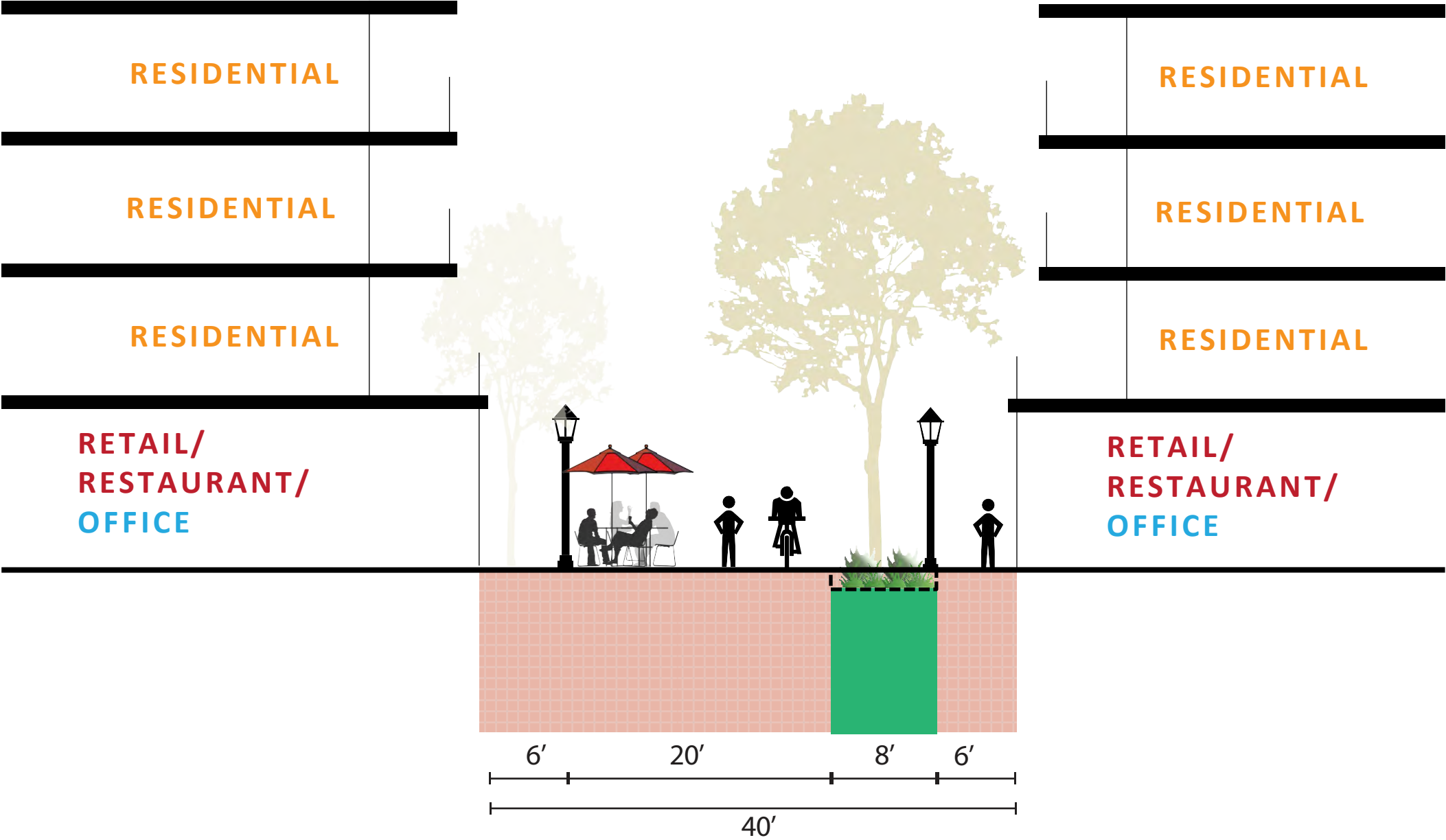


- Plan Area Boundary
- Creek



Interior Street Types

Pedestrian Paseo



Interior Street Types

Pedestrian Paseo



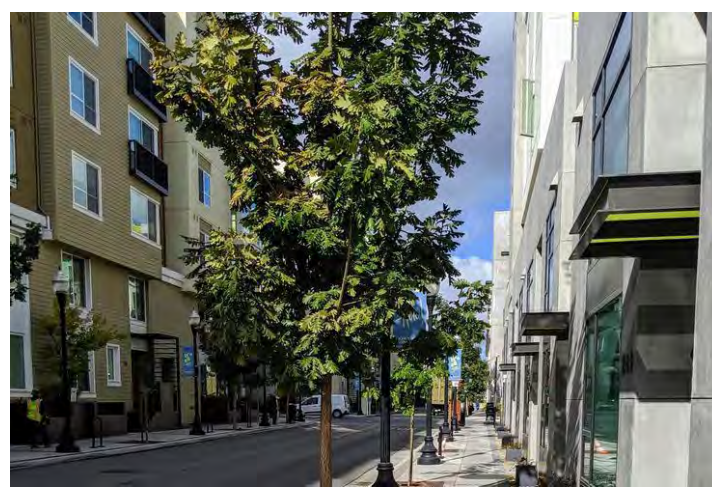
- Plan Area Boundary
- Creek



Internal Network: Internal local streets

Assumptions:

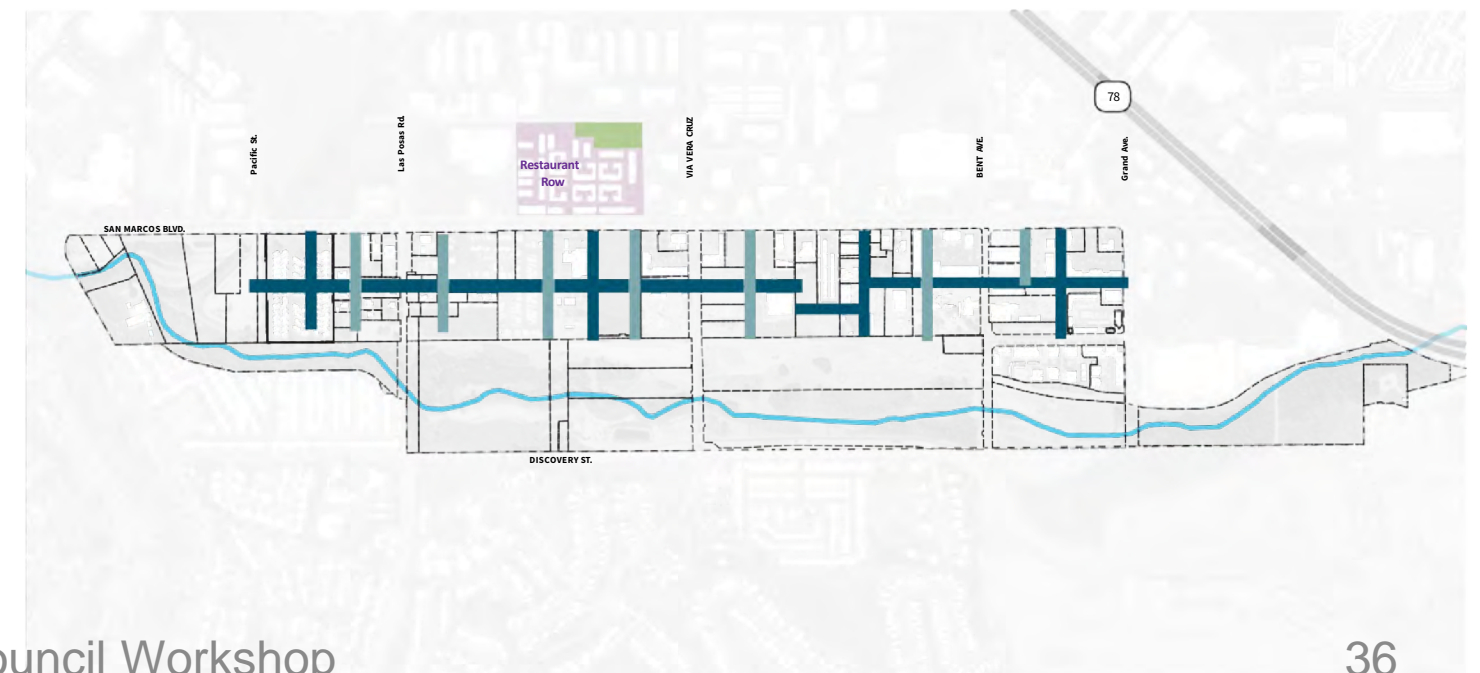
- Existing private streets to be dedicated to City upon private redevelopment
- Internal local network will be made up of existing private streets and additional future streets
- Internal local network can remain flexible
 - 1.Existing private streets can move
 - 2.Location of new streets
- Conceptual internal local network set after determining SM Blvd condition and district access



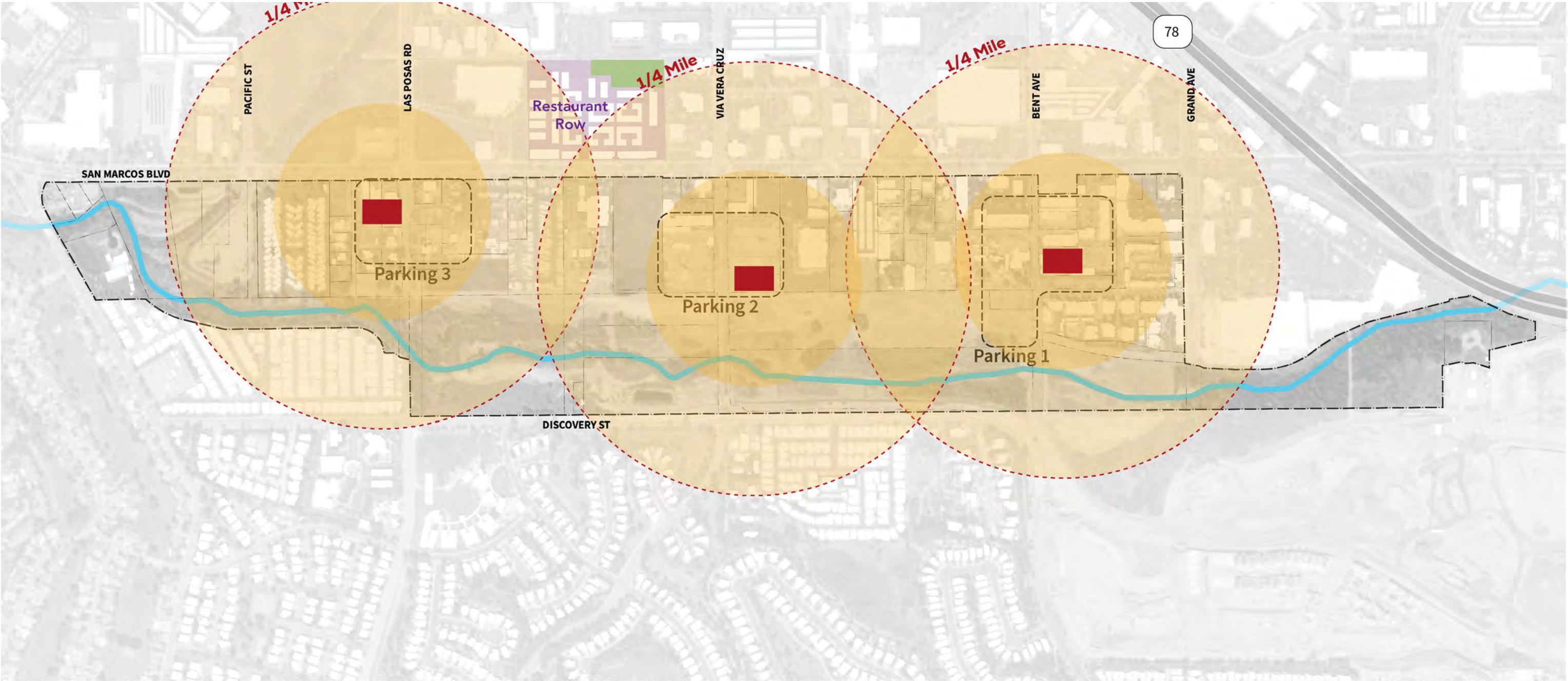
Existing Private Streets



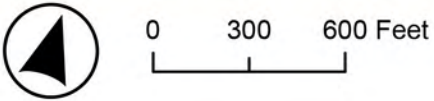
Potential Internal Local Network



Parking: Preferred Public Park-Once Areas

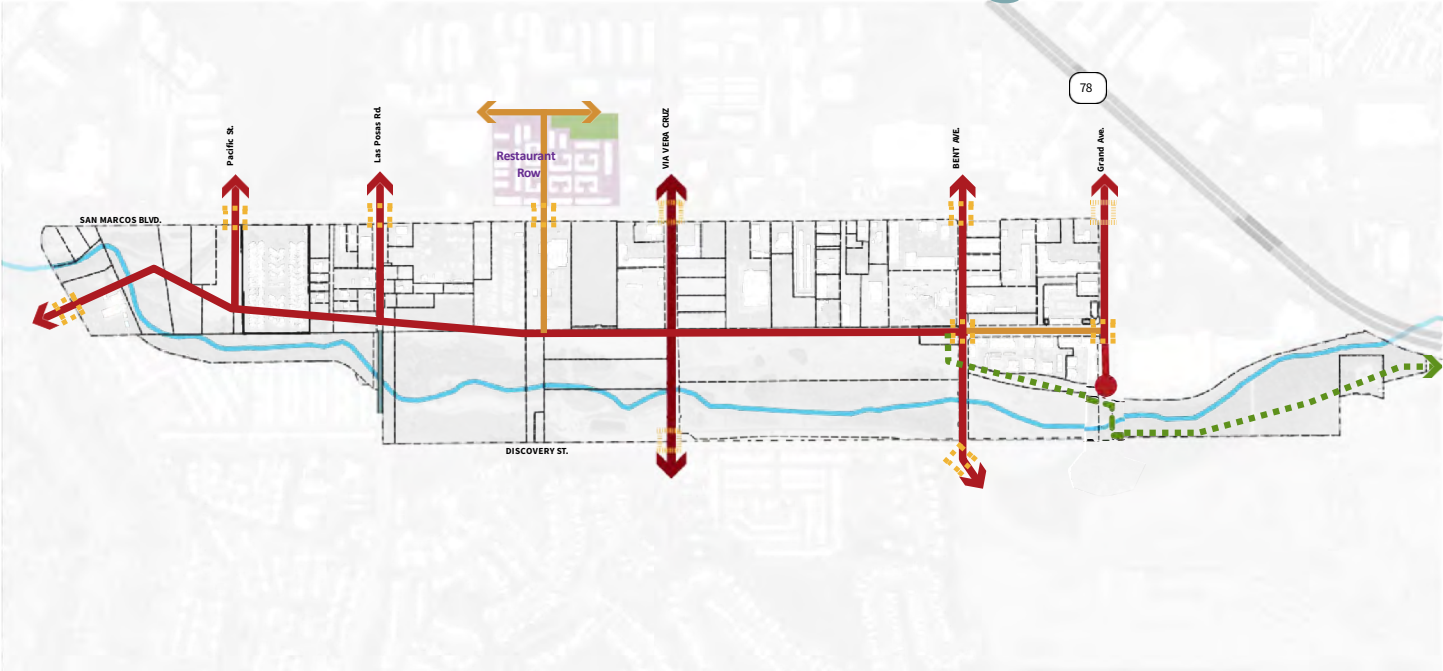


----- Plan Area Boundary
— Creek

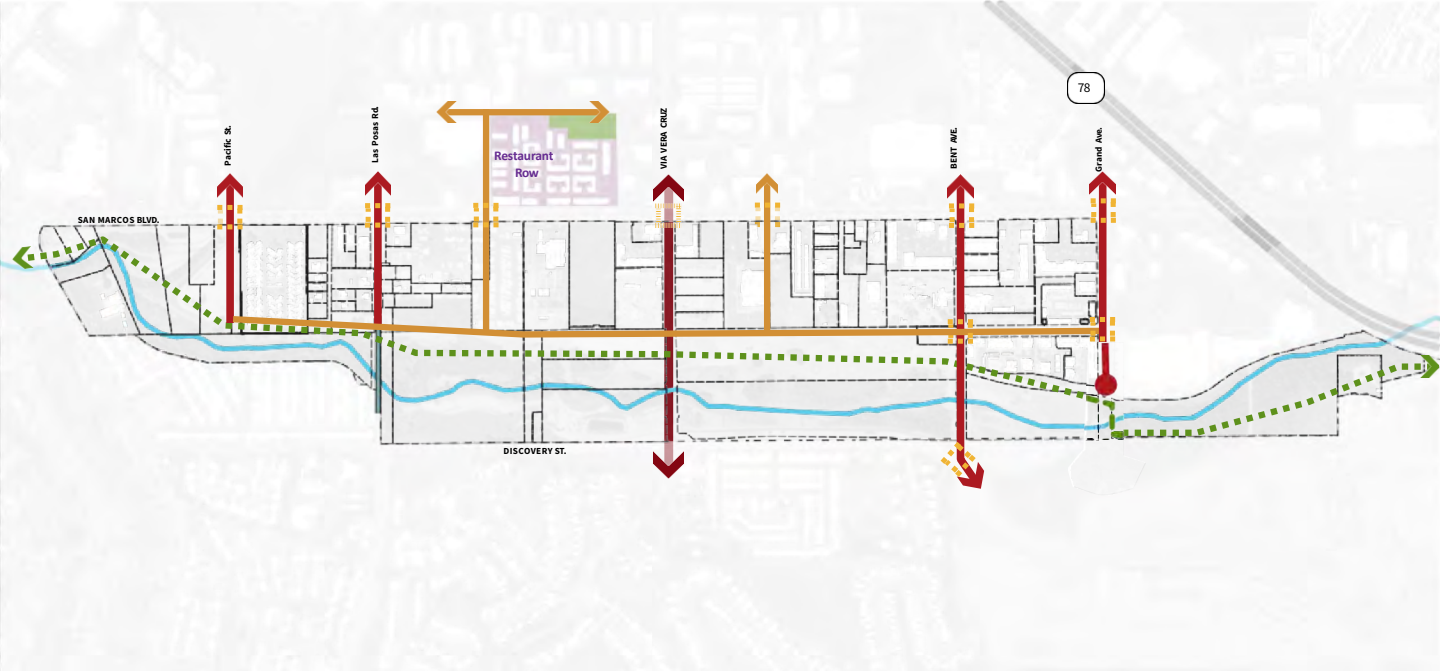


Internal Network: SM Crossings and District Access

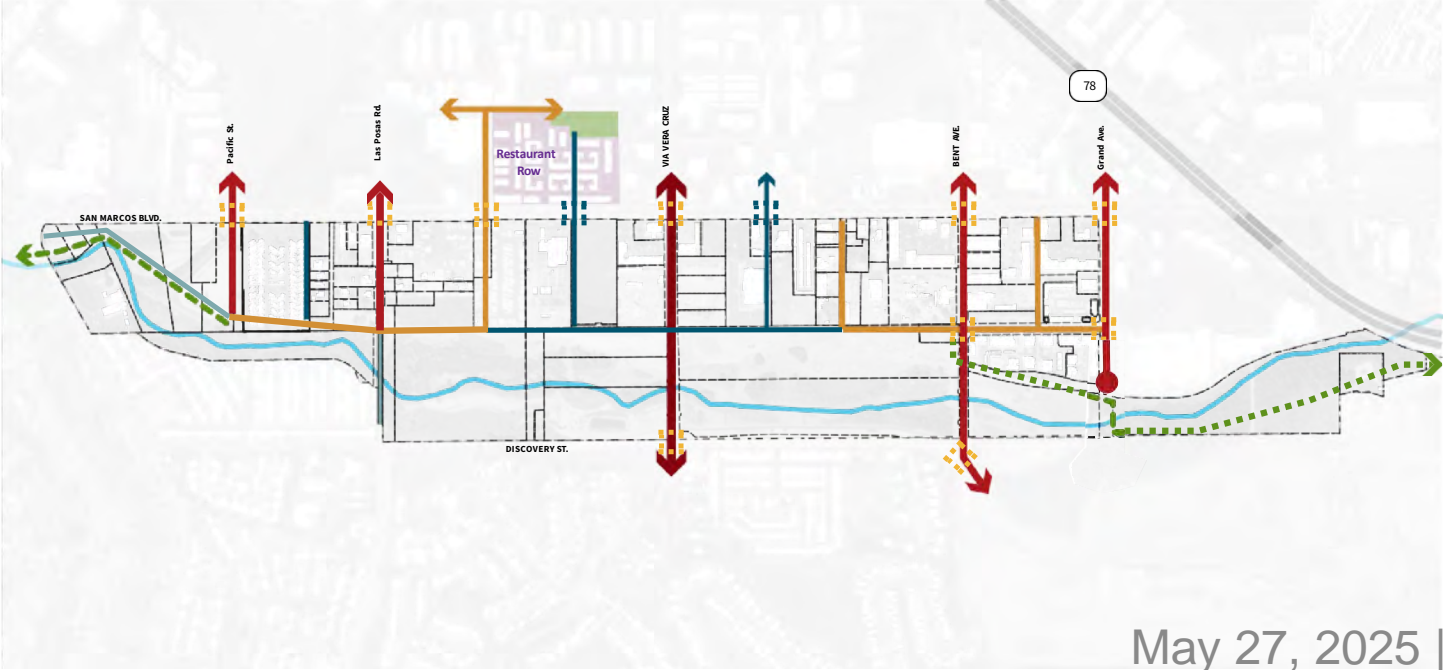
Minimal SM Blvd. Crossings



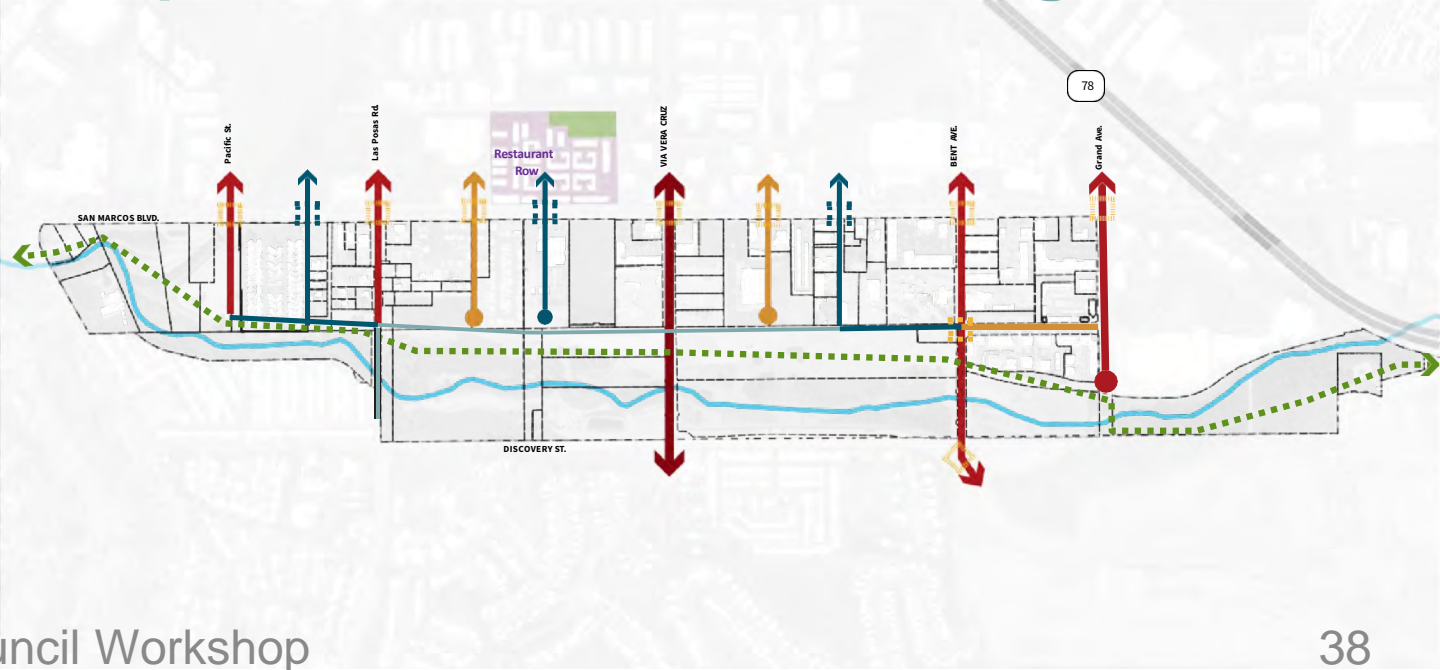
Creek Front Shared Street



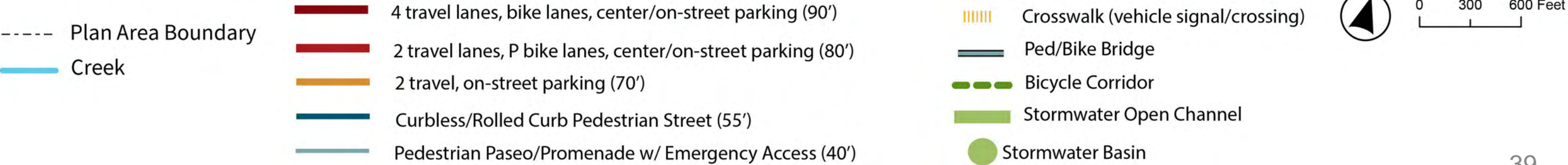
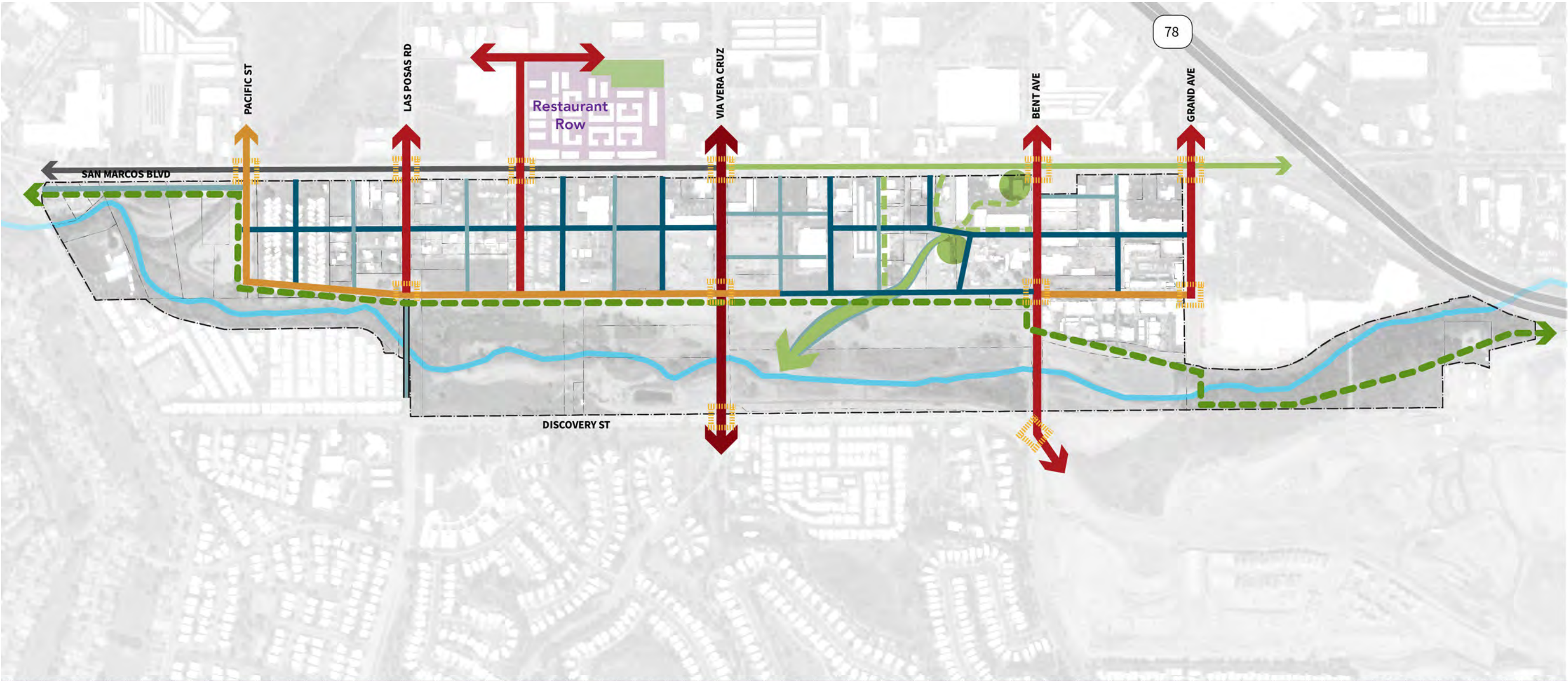
Creek Pedestrian Promenade



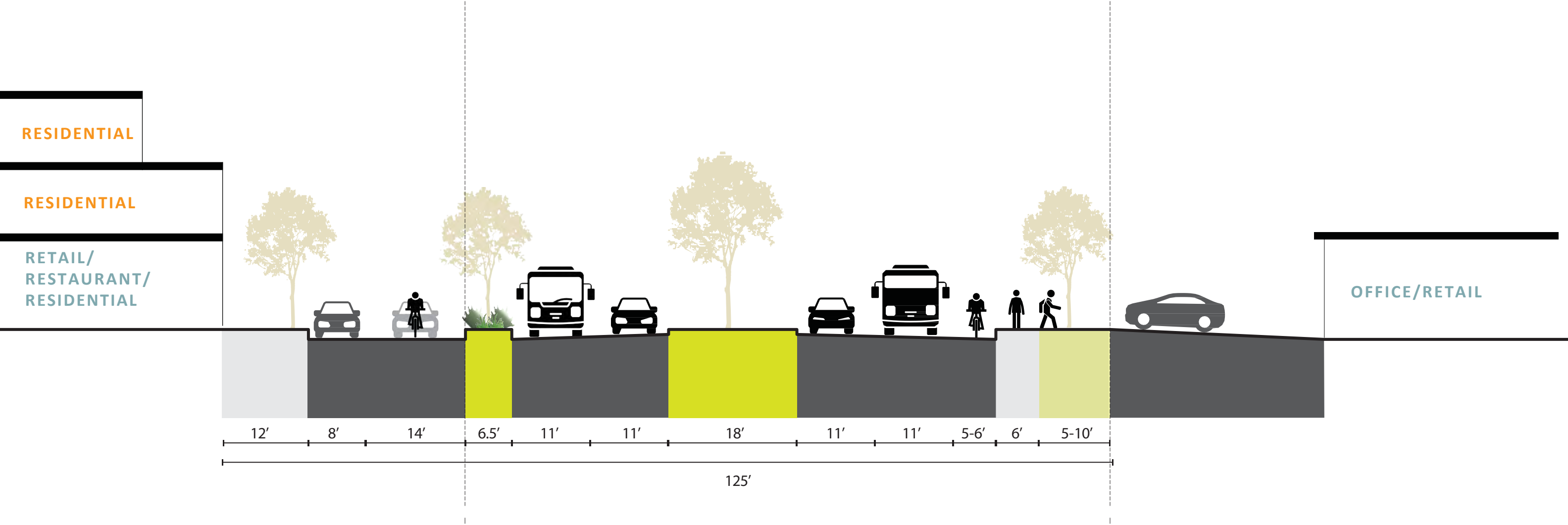
Frequent SM Blvd. Crossings



Mobility and Stormwater: Preferred Network

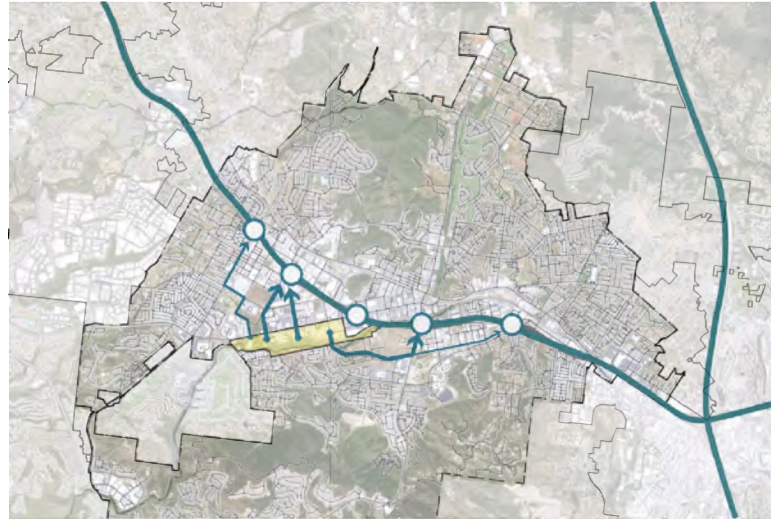


San Marcos Blvd: Existing Plan

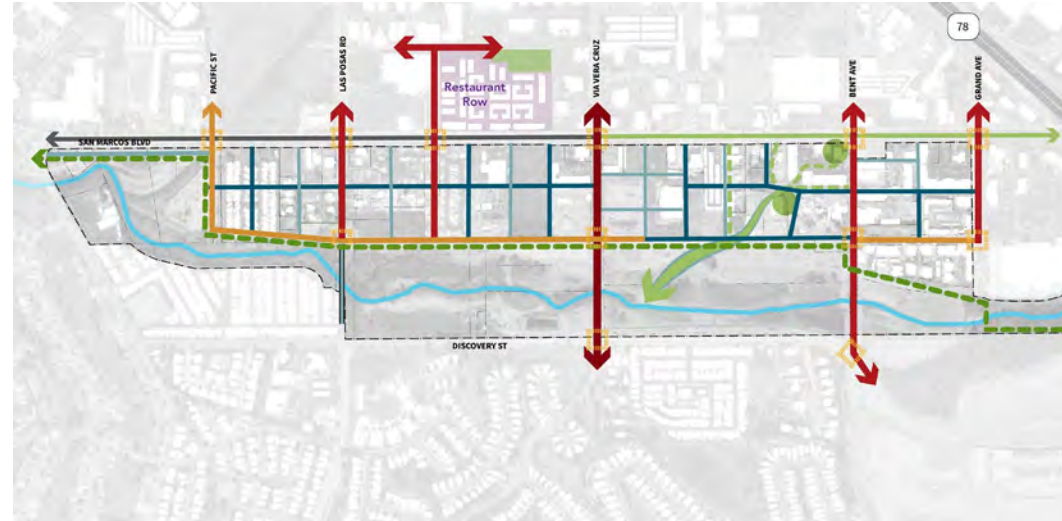


Mobility

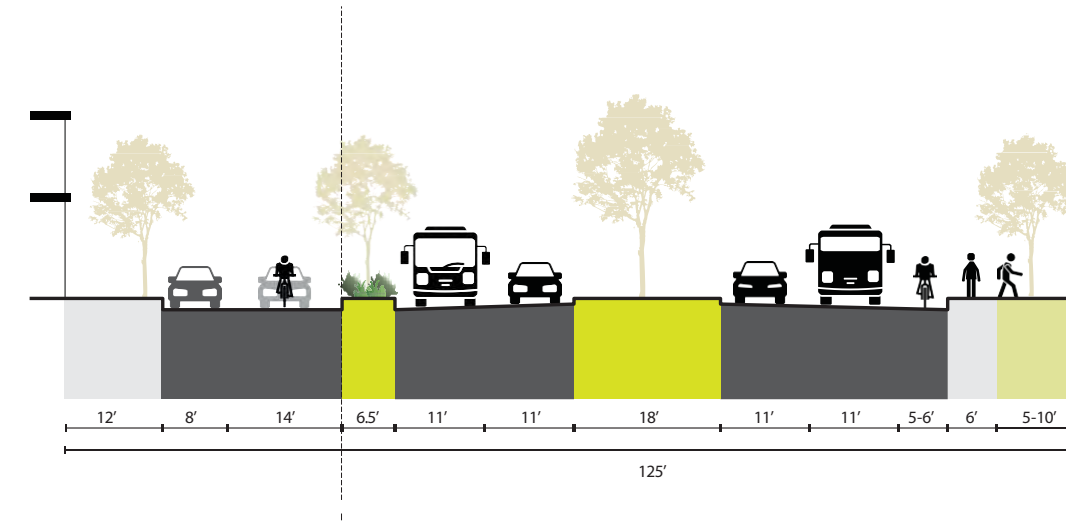
City Networks



Internal Network



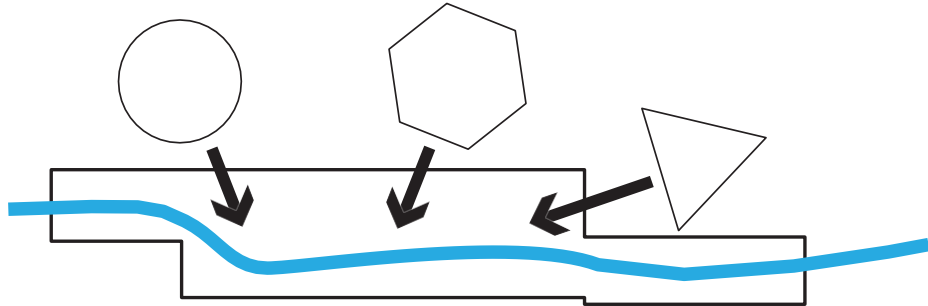
San Marcos Blvd.



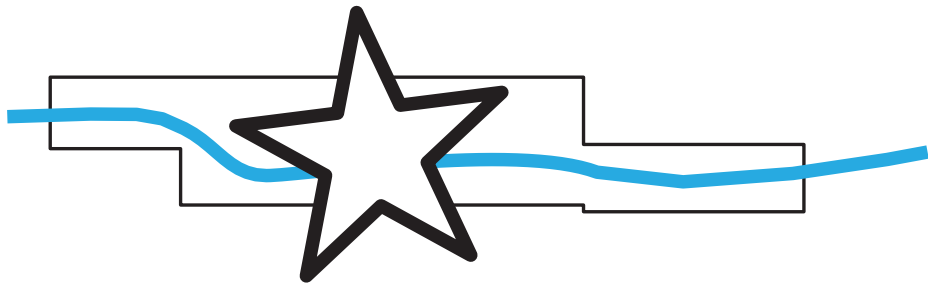
- Preferred alternative reflects the City ATP, please confirm that as an objective.
- Preferred alternative directs through traffic to San Marcos Blvd and Discovery St to encourage slower traffic within the plan area, please confirm this approach is desired.

Land Use

Respond to Existing Uses



New Arts and Culture District



Stormwater Feasibility



Market Assessment

Key Tasks:

- Compiled relevant demographic factors and residential trends
- Identified opportunities and constraints affecting development of residential and mixed-use development
- Prepared an assessment of market demand for residential



Takeaways:

- San Marcos is among the highest-valued housing markets in North County due to strong employment sectors and lifestyle amenities
- The retail market has become saturated and needs to be reimaged to serve the needs of future residents
- Strong near-term demand exists for lower-density, for-sale, and rental housing
- Opportunities for higher-density, for-sale, and rental housing are anticipated in the mid- to long-term

Place Types

Housing 1

includes mix of uses



Housing 2

includes mix of uses



Housing 3

includes mix of uses



Commercial



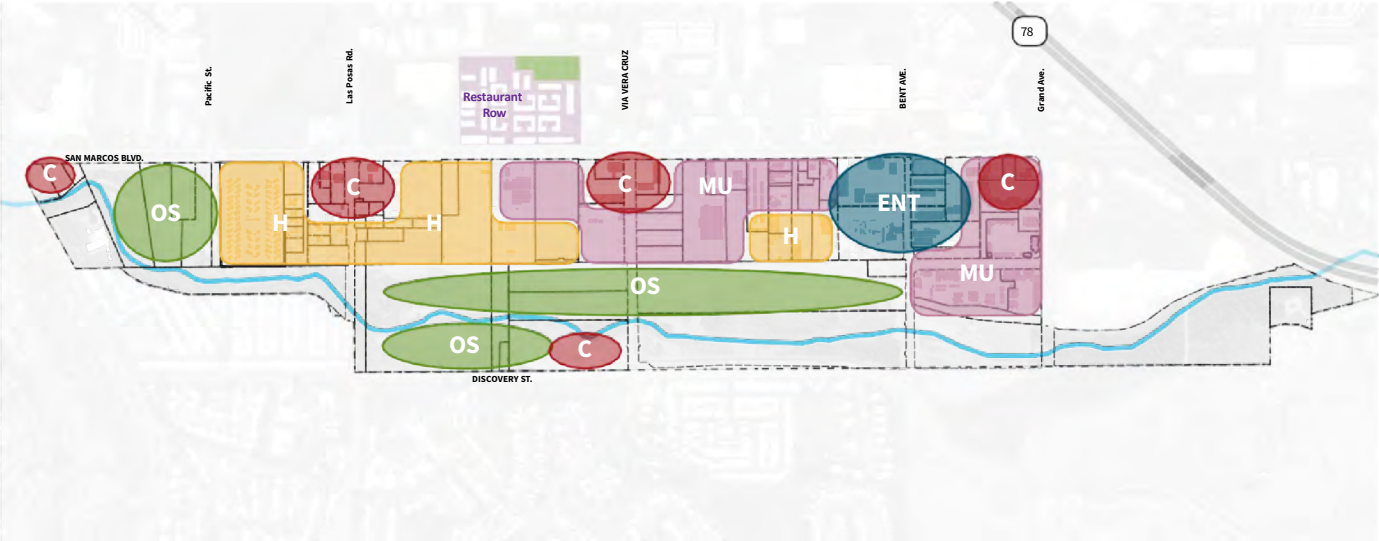
Arts and Culture



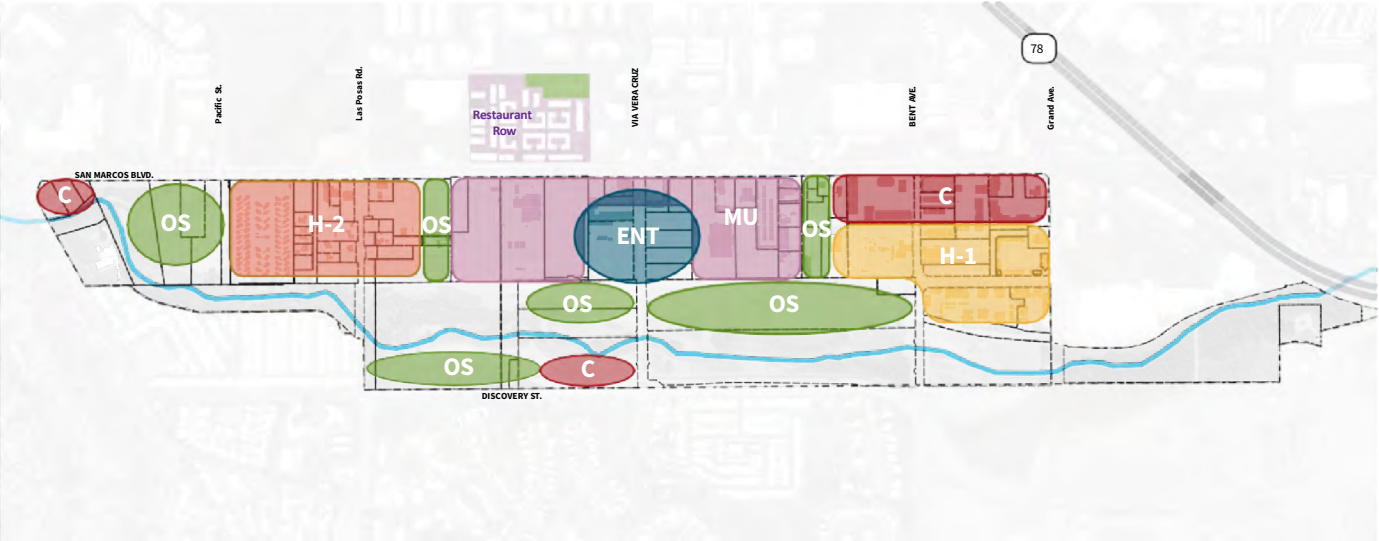
Open Space



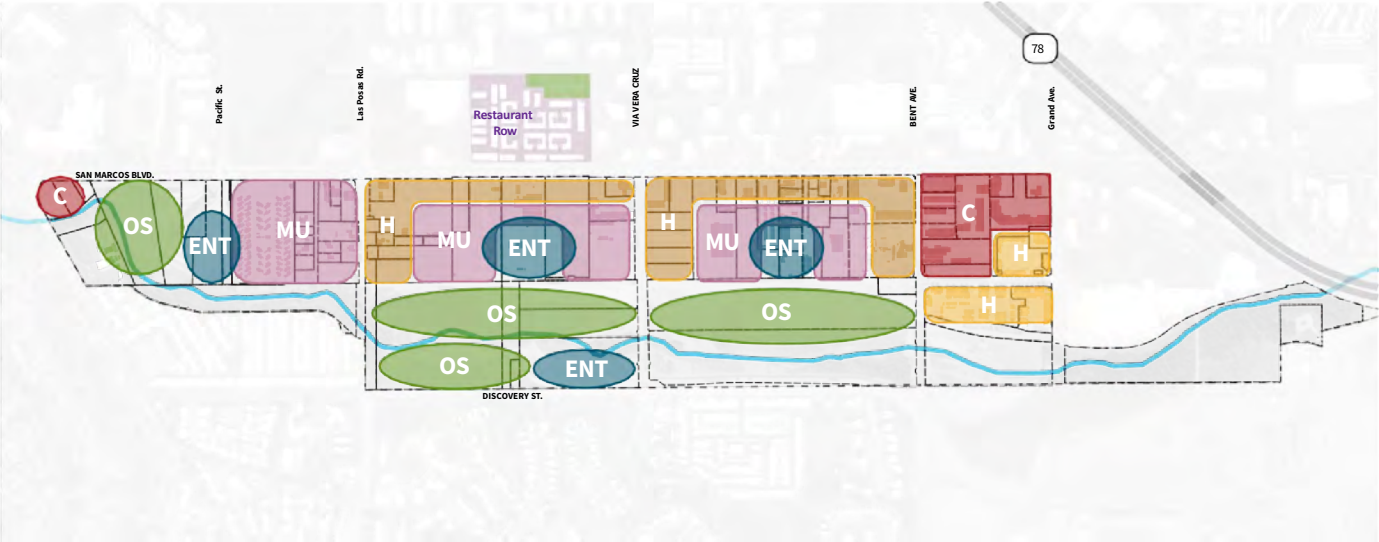
Option A - Commercial Nodes



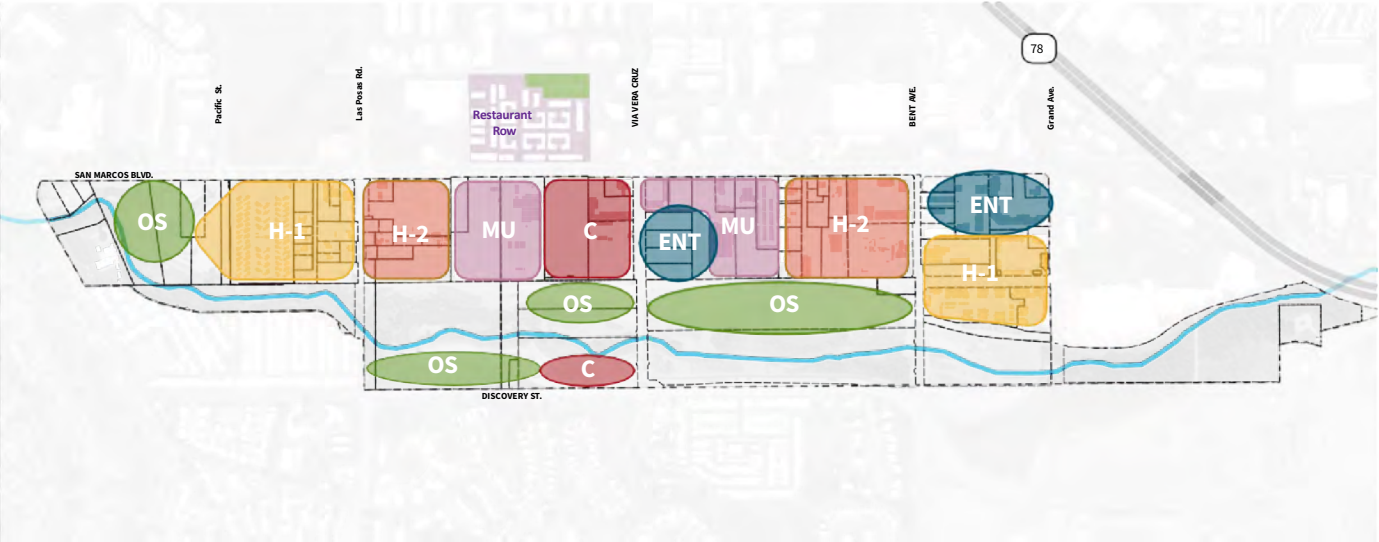
Option D - Arts and Culture Center



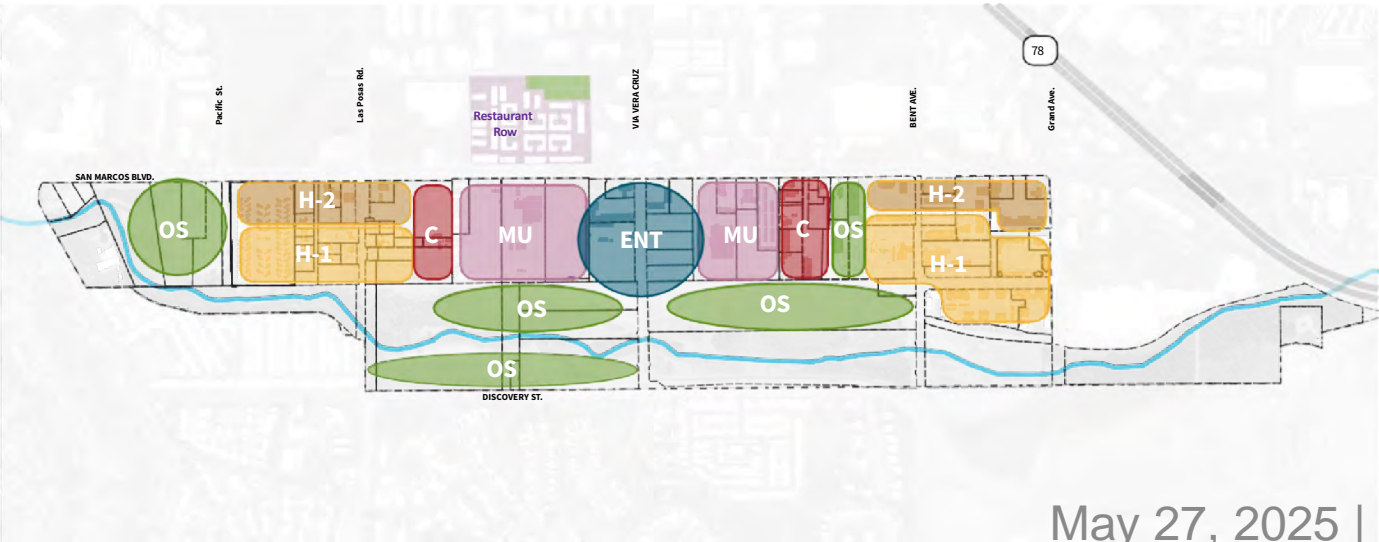
Option B - Entertainment Nodes



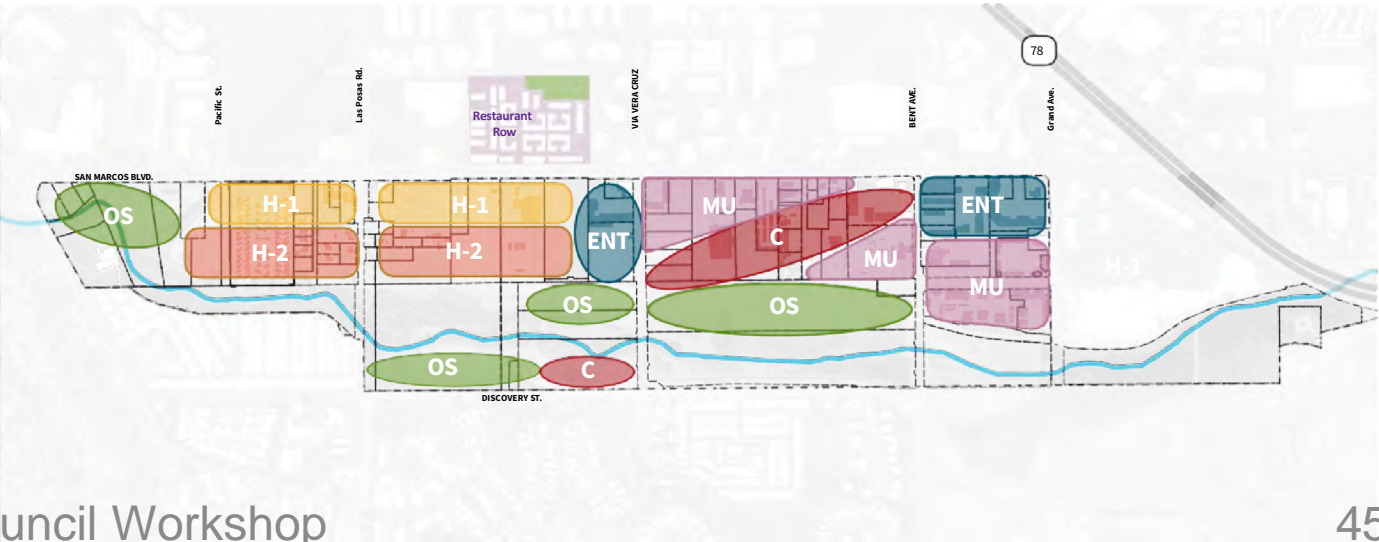
Option E - Stormwater Management



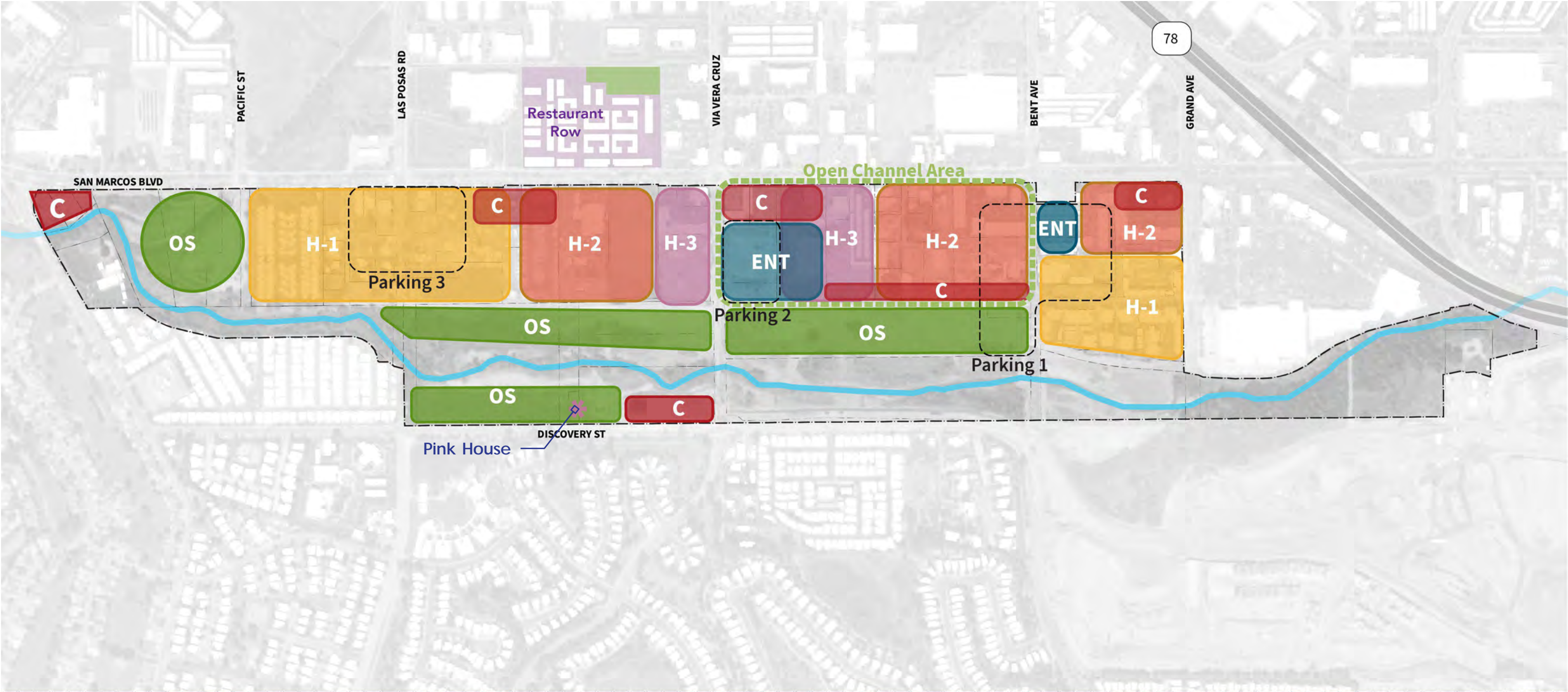
Option C - Central Destination (Concert Venue)



Option F - Entertainment Connection



Land Use: Emerging Preferred Plan



Plan Area Boundary

Creek

H-1: Townhome

H-2: Garden, Stacked Flats, Wrap

H-3: Podium

C: Commercial (required ground-floor)

ENT: Arts and Culture

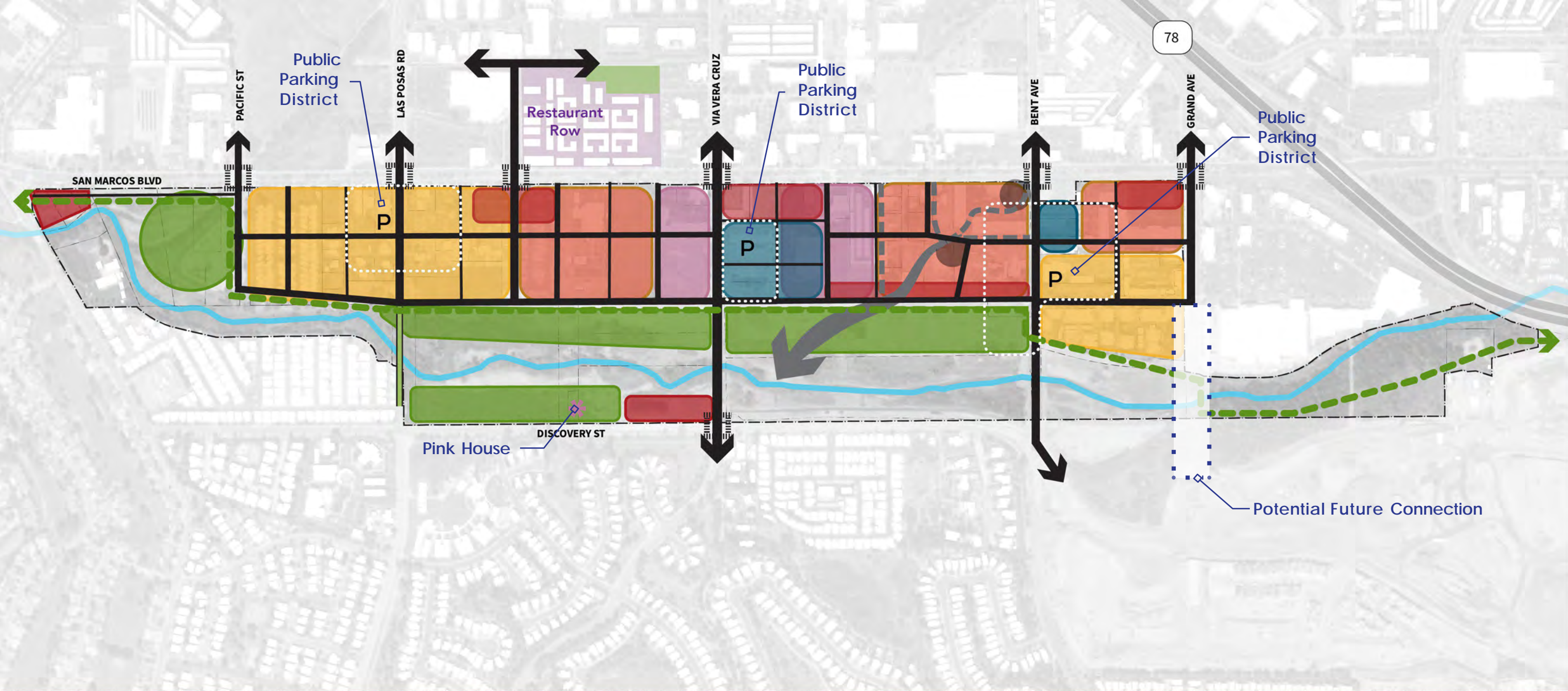
OS: Open Space (Public)

Open Space contribution to channel

Public Parking Areas

0300600 Feet

Combined: Emerging Preferred Plan



- Plan Area Boundary

Creek

Stormwater Open Channel

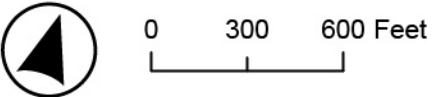
Bicycle Corridor
- H-1: Townhome

H-2: Garden, Stacked Flats, Wrap

H-3: Podium
- C: Commercial (required)

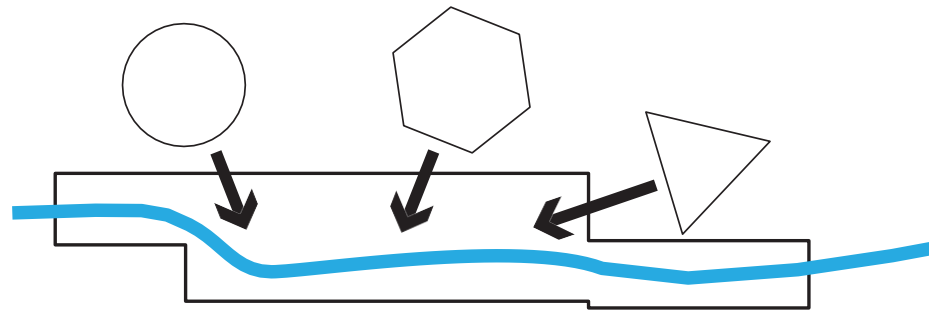
ENT: Arts and Culture

OS: Open Space (Public)



Land Use

Respond to Existing Uses



New Arts and Culture District



Stormwater Feasibility



- Do these place types reflect desired uses in the Creek District?
- Are the assumptions regarding the maximum unit yield still resonant? (2,300 units in SP, RHNA obligation of 641 units)

Next Steps

- Public Workshop #2 (Summer)

Stormwater

- Refine total sizing alternatives
- Provide concepts for applicable approaches

Mobility

- Refine internal circulation preferred alternative

Land Use

- Refine preferred land use concept(s) and visualize with 3d models

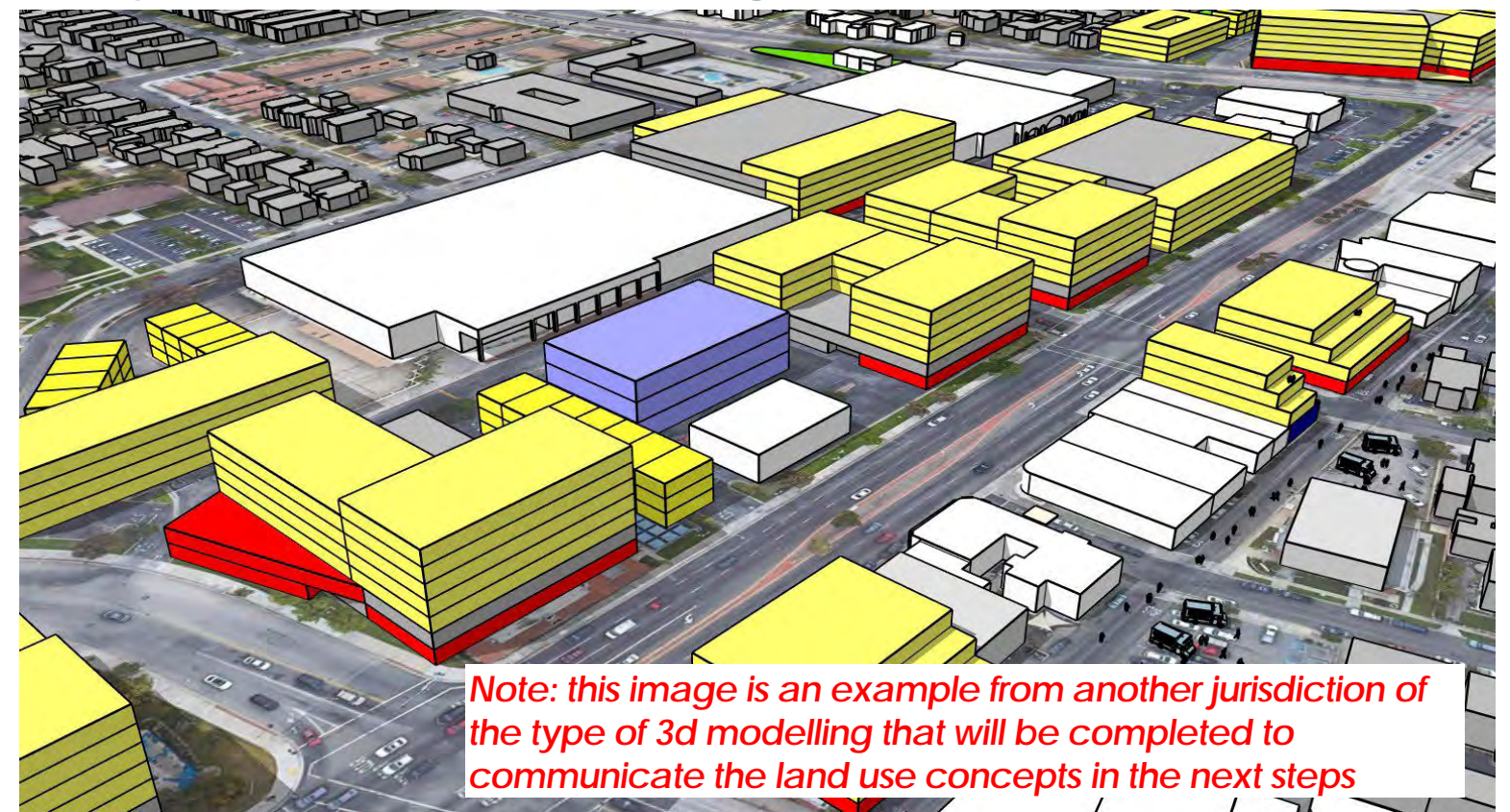
Combined

- Integrate Land Use and Mobility preferred concepts together

San Marcos Creek Existing Conditions



Conceptual Land Use, Streets, and Massing - Pico Rivera



Note: this image is an example from another jurisdiction of the type of 3d modelling that will be completed to communicate the land use concepts in the next steps