



Project Update: Alternatives Exploration

Climate Action Plan
Working Group

21 May 2025

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES



Current 2007 Creek District Specific Plan



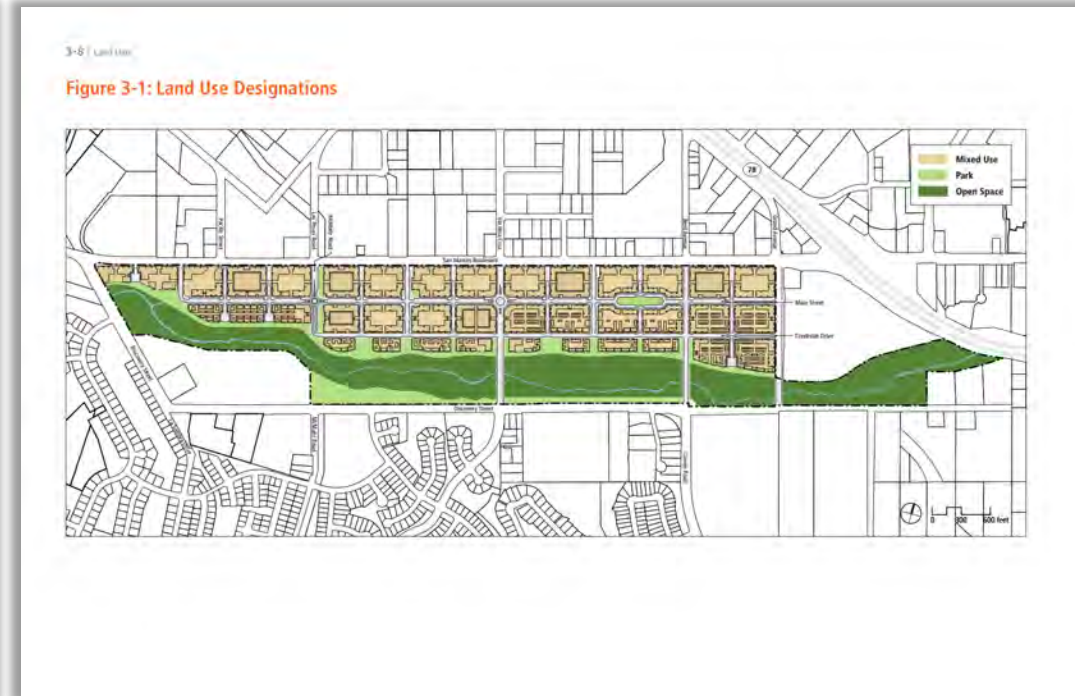
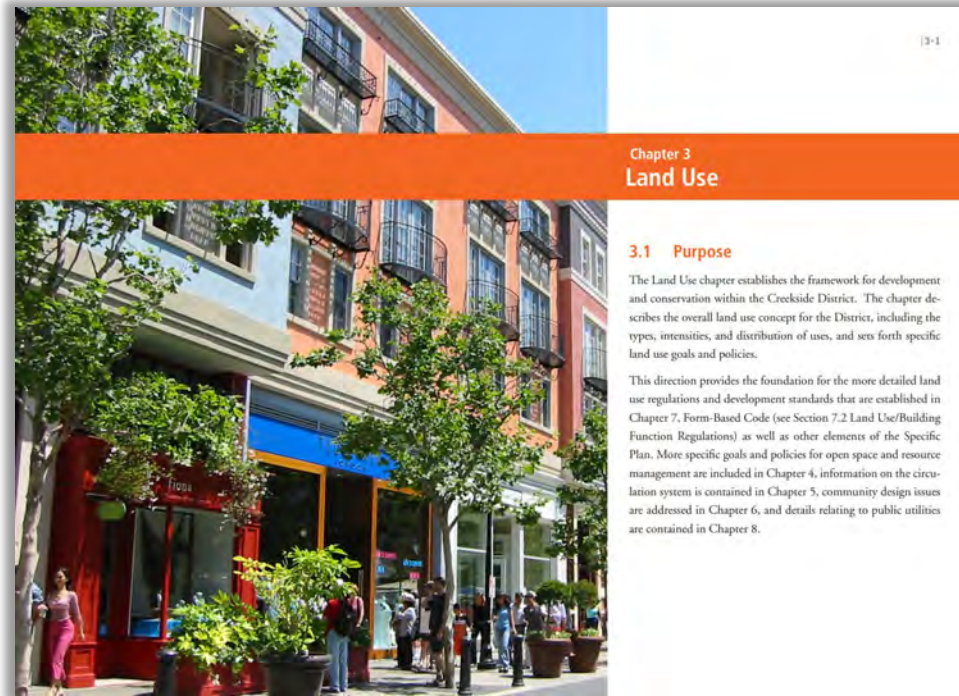
Existing Conditions



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

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 a traditional, walkable neighborhood.



Streamline Requirements

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

Design Exploration Starting Points

Stormwater



Land Use



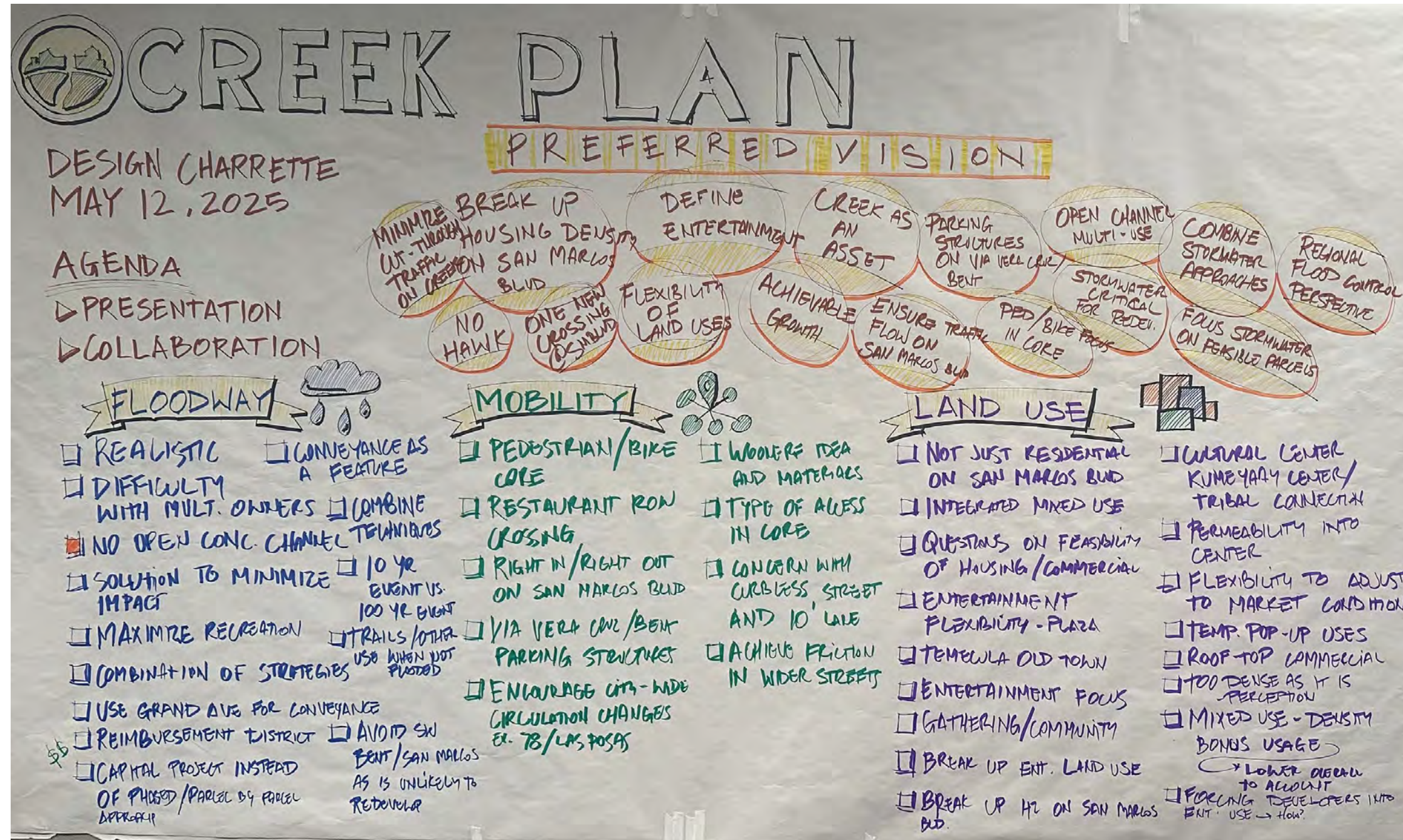
Mobility



Goals:

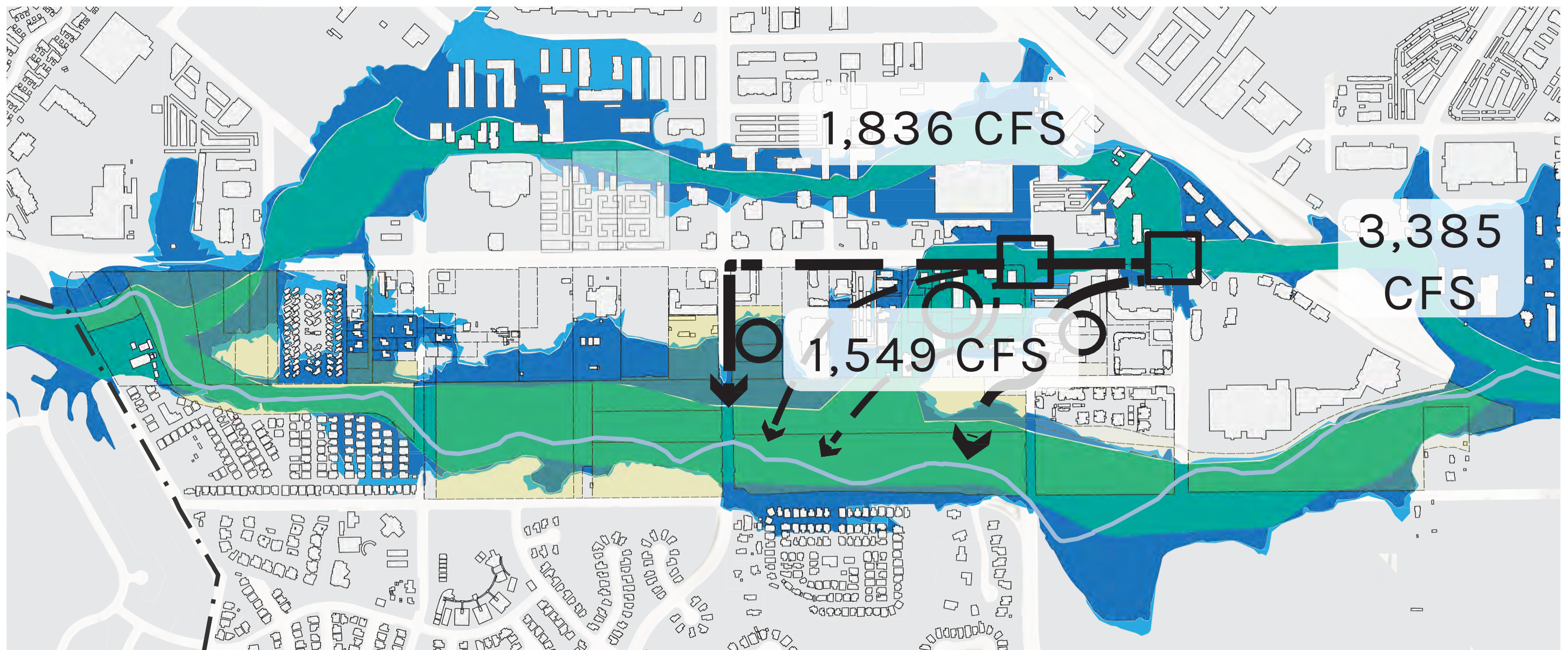
1. Provide summary of alternatives analysis process
2. Review emerging preferred alternatives

All City Staff Alternatives Charrette



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

Stormwater/Flooding

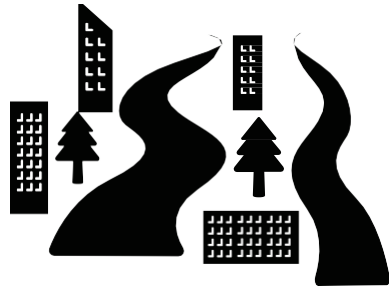


1. Two critical points along San Marcos Blvd. at Grand and Bent
2. Need to move water (1,549 CFS) from these points to the Creek

*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)



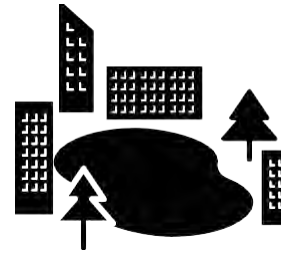
Pros

- 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)



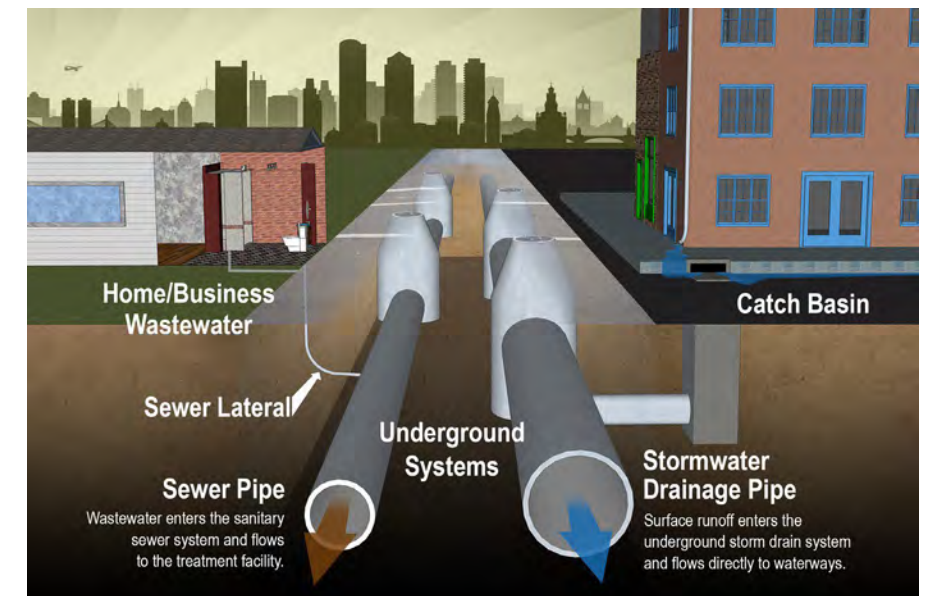
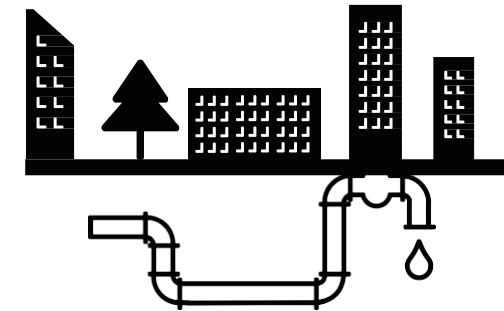
Pros

- 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

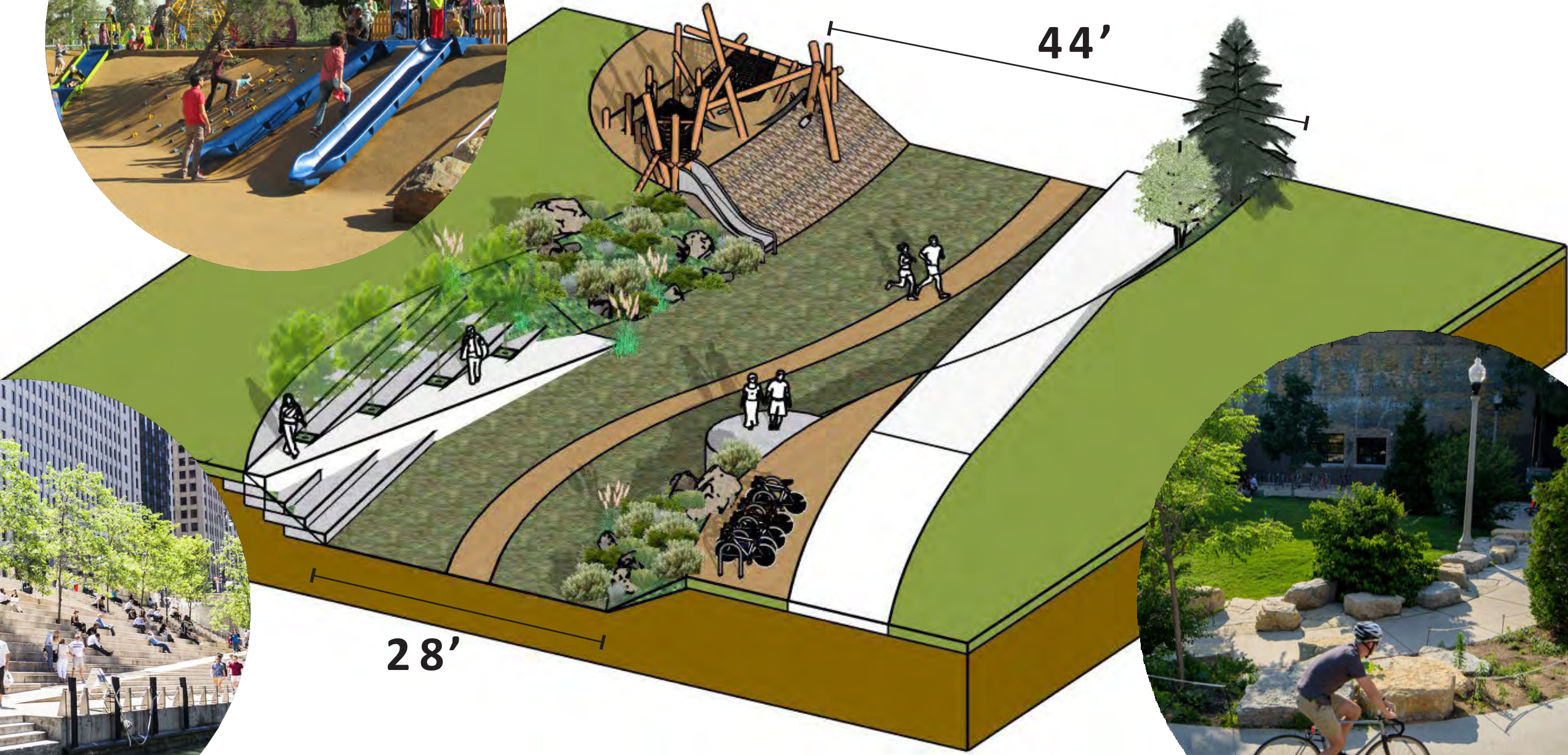
- Efficient use of land/space
- Most understood approach by developers

Cons

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

Stormwater/Flooding Preferred Design Approach

Bringing Nature to
the Creek District



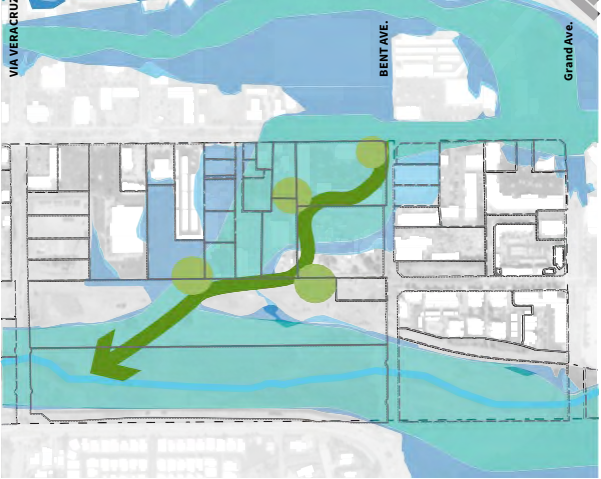
Stormwater/Flooding Preferred Approach



Concept A



Concept B

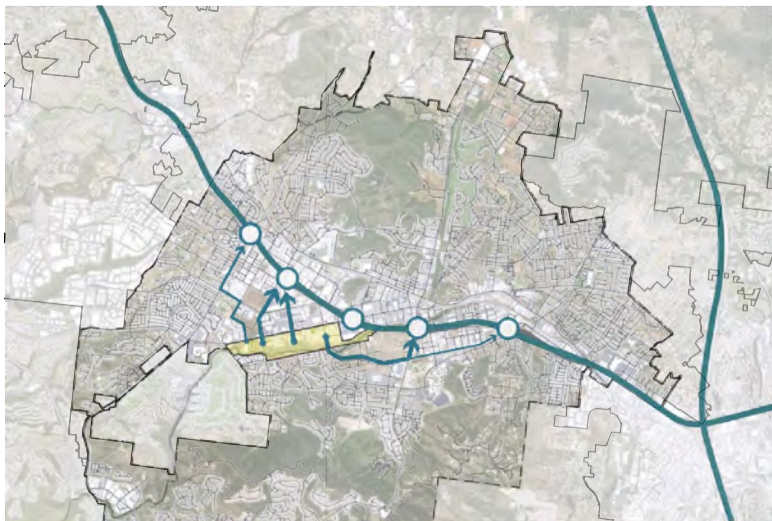


Concept C

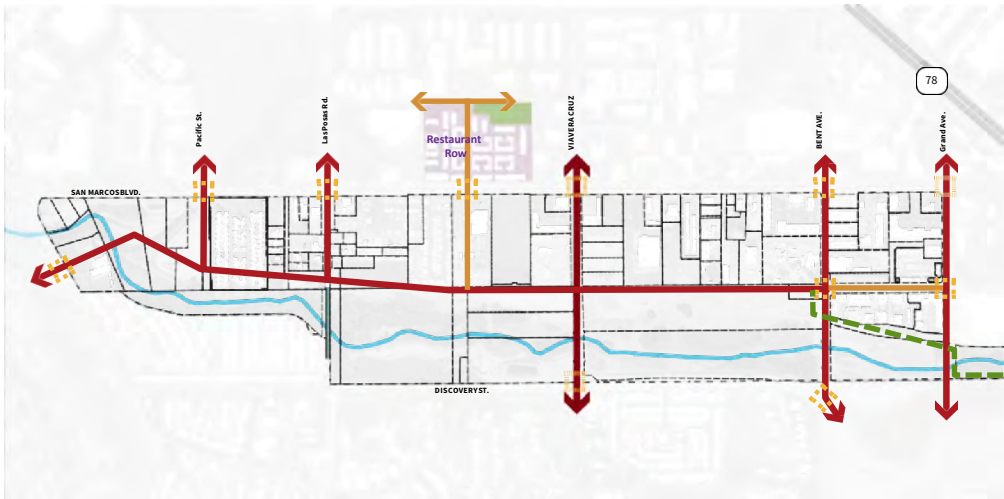


Transportation

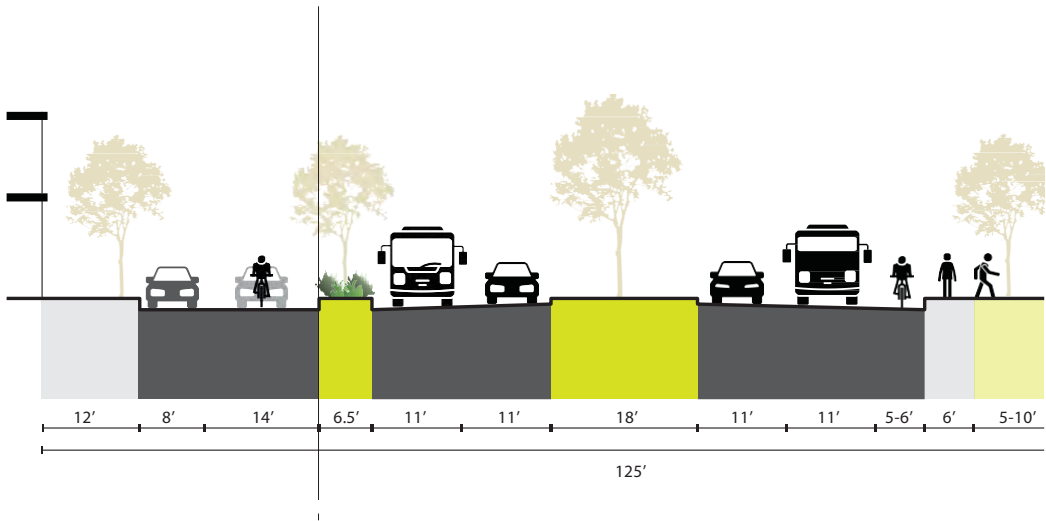
City Networks



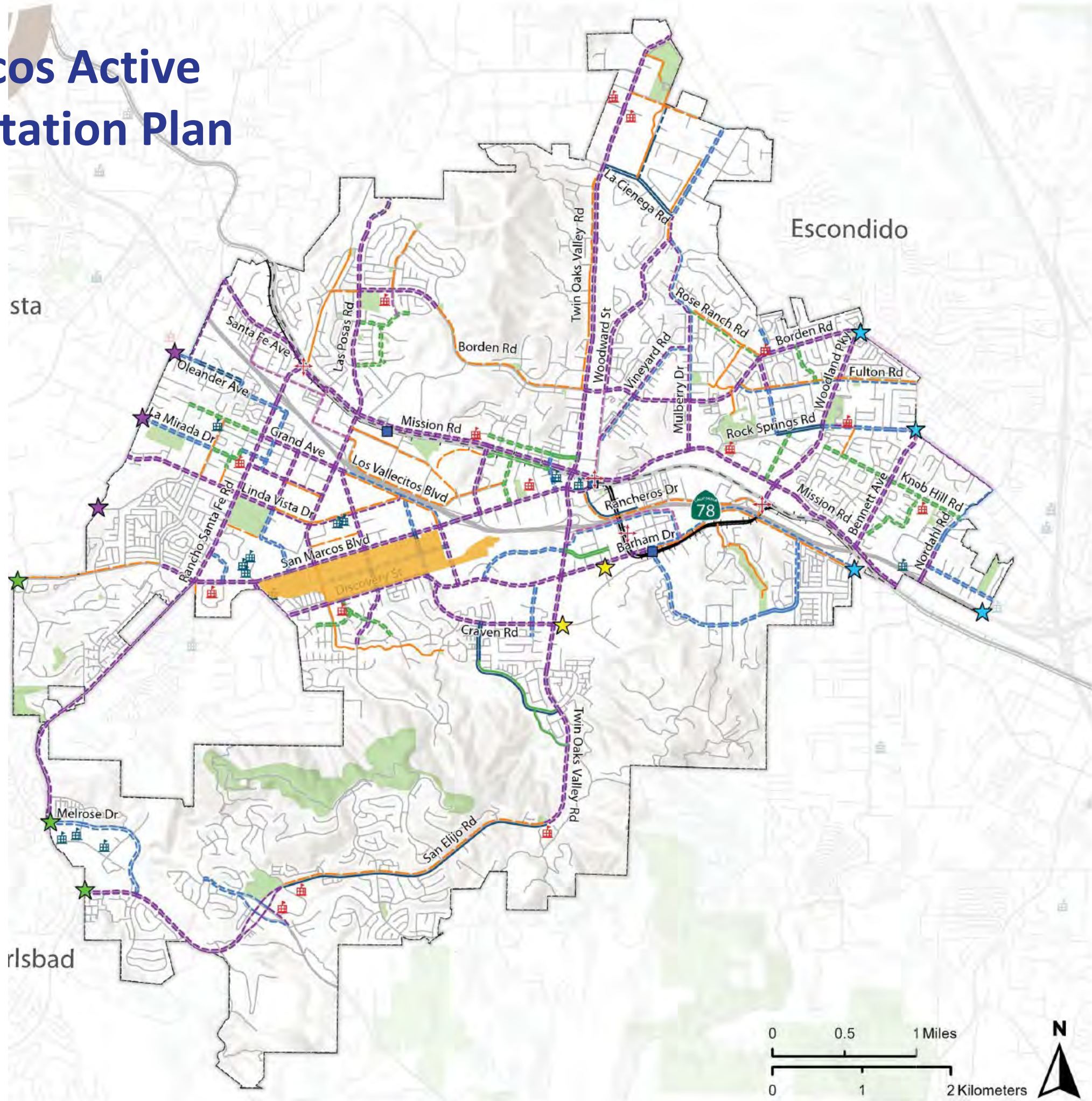
Internal Network



San Marcos Blvd.



San Marcos Active Transportation Plan

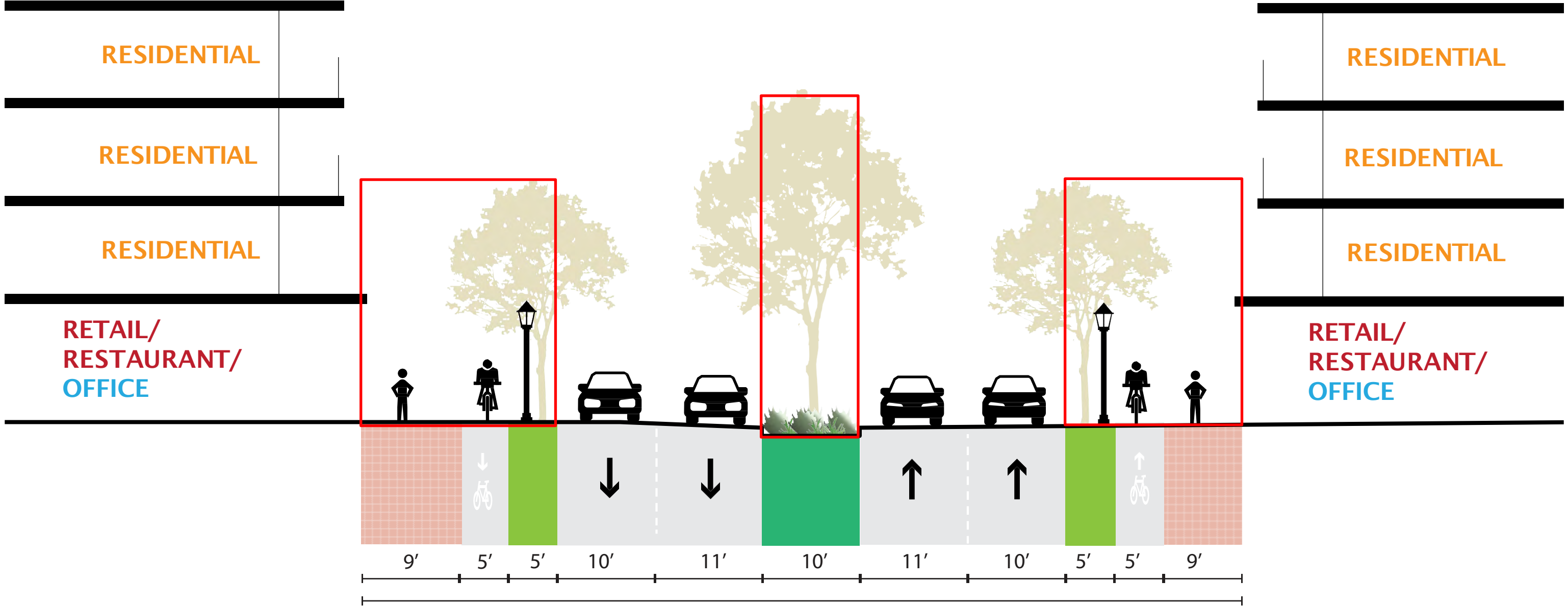


Legend

- San Marcos
- San Marcos Unified School District
- Schools
- SPRINTER Stations
- SPRINTER
- Inland Rail Trail (IRT)
- Key Trails
- Existing Class I Multi-Use Pat
- Critical Barrier for Bike/Ped Access
- Key Jurisdiction Connections
 - CSUSM
 - City of Carlsbad
 - City of Escondido
 - City of Vista
- Existing Bicycle Facilities
 - Class I Multi-Use Path
 - Class II Buffered Bike Lane
 - Class II Bike Lane
 - Class III Bike Route
- Ultimate Bicycle Facilities
 - Class I Multi-Use Path
 - Class II Bike Lane
 - Class II Buffered Bike Lane
 - Class III Bike Route
 - Class IV Bikeway (One-Way)
 - Class IV Bikeway (Two-Way)

Interior Street Types

Via Vera Cruz



Interior Street Types

Via Vera Cruz

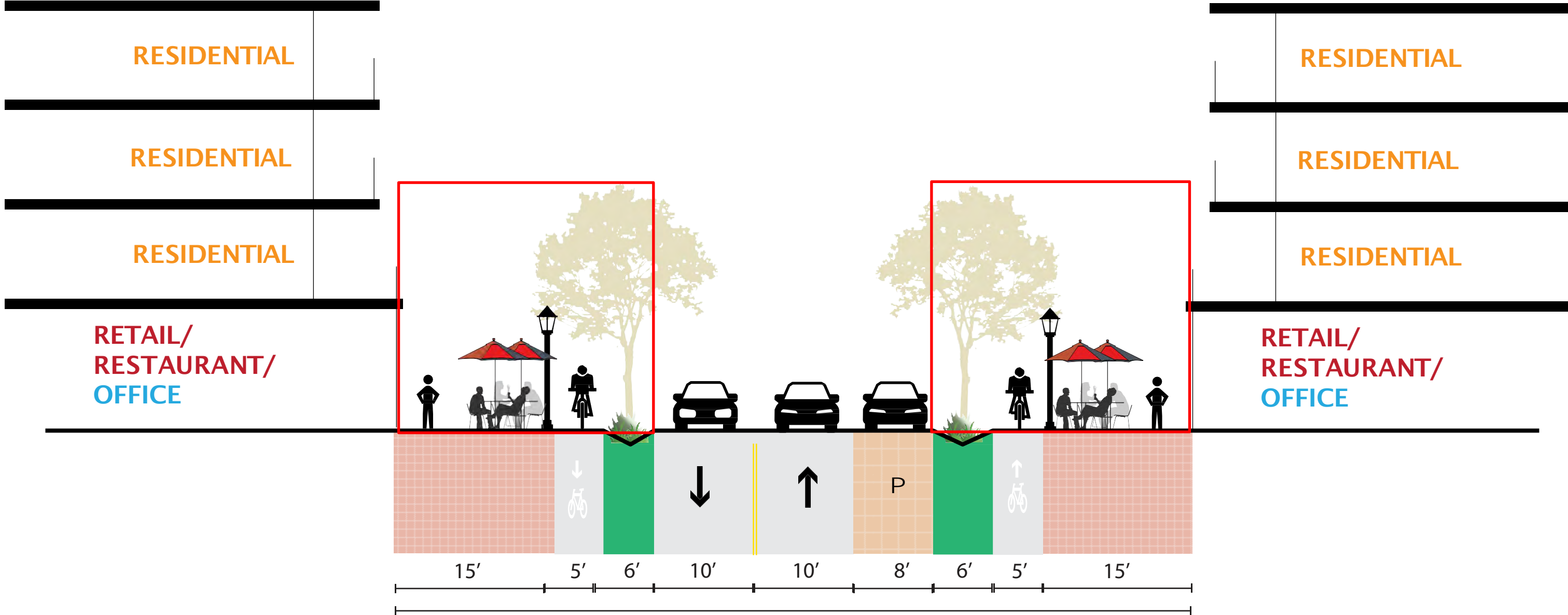


- Plan Area Boundary
- Creek



Interior Street Types

Protected Bicycle Street



Interior Street Types

Protected Bicycle Street

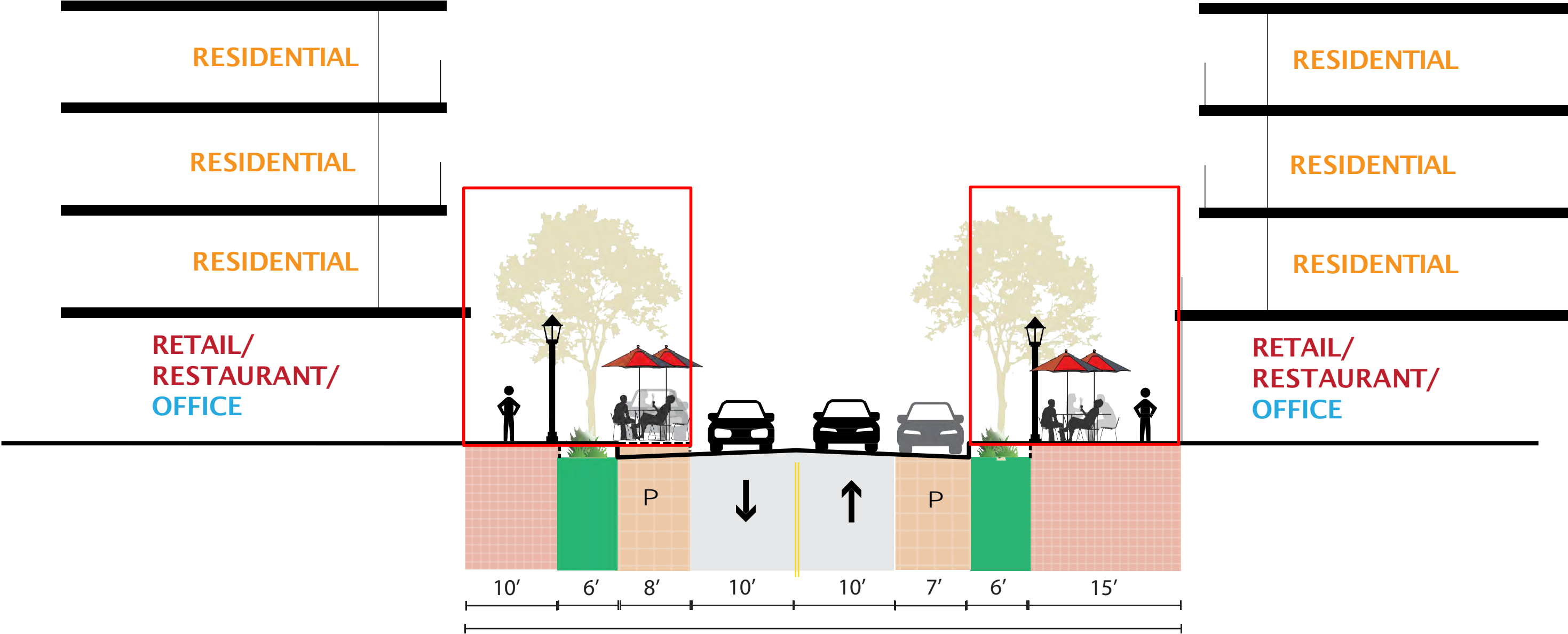


- Plan Area Boundary
- Creek



Interior Street Types

Pedestrian Street



Interior Street Types

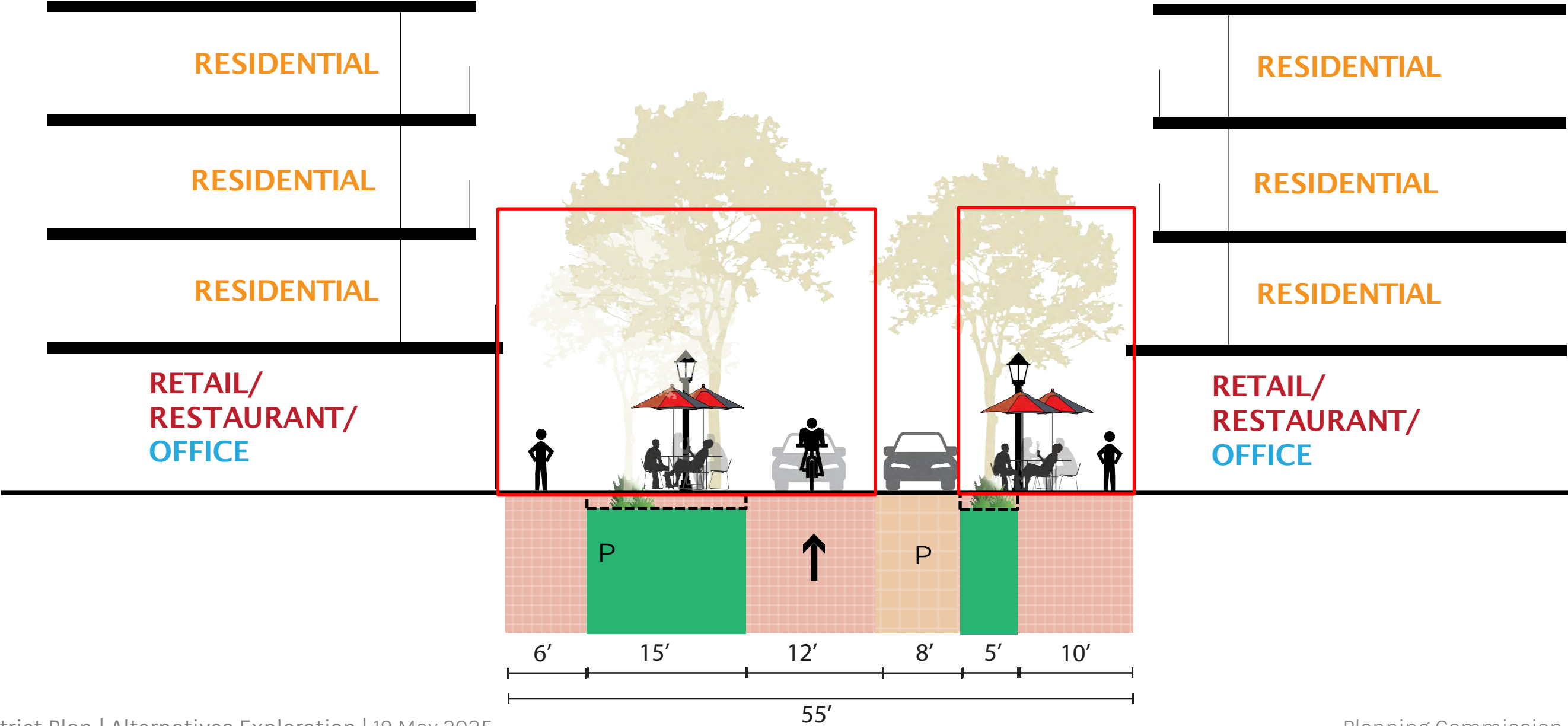
Pedestrian Street



----- Plan Area Boundary
— Creek

Interior Street Types

Shared Rolled/Curbless Street



Shared Rolled/Curbless Street

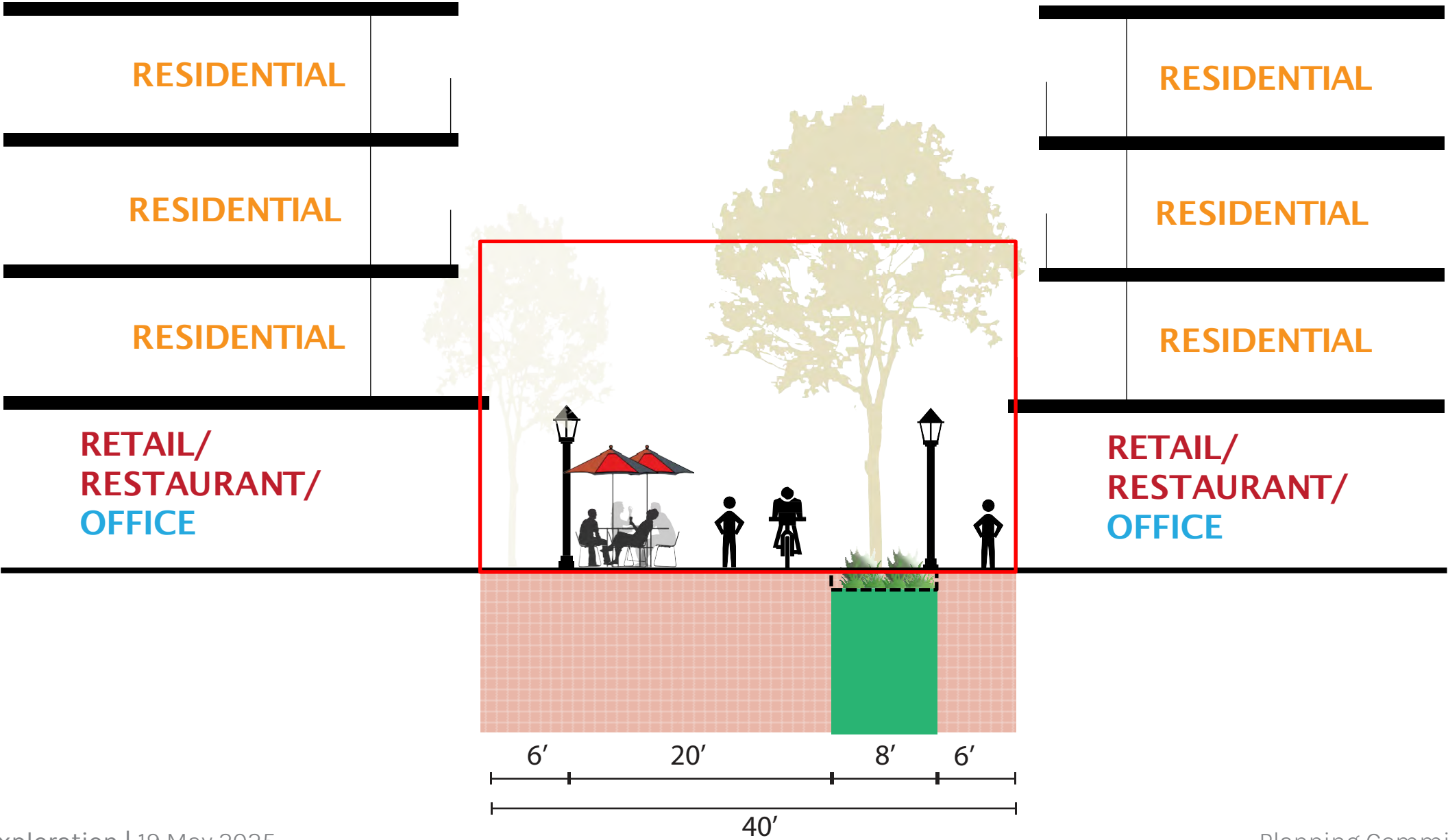


- Plan Area Boundary
 Creek



Interior Street Types

Pedestrian Paseo



Interior Street Types

Pedestrian Paseo

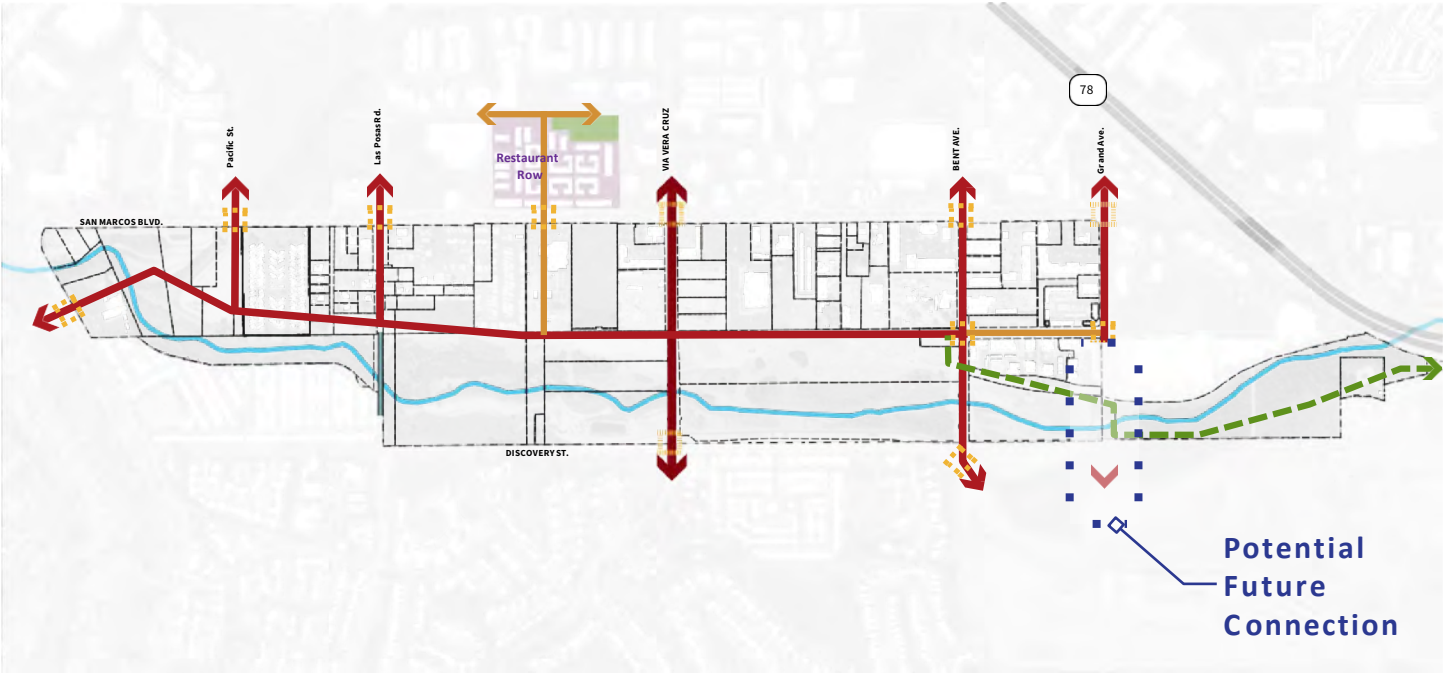


----- Plan Area Boundary
Creek

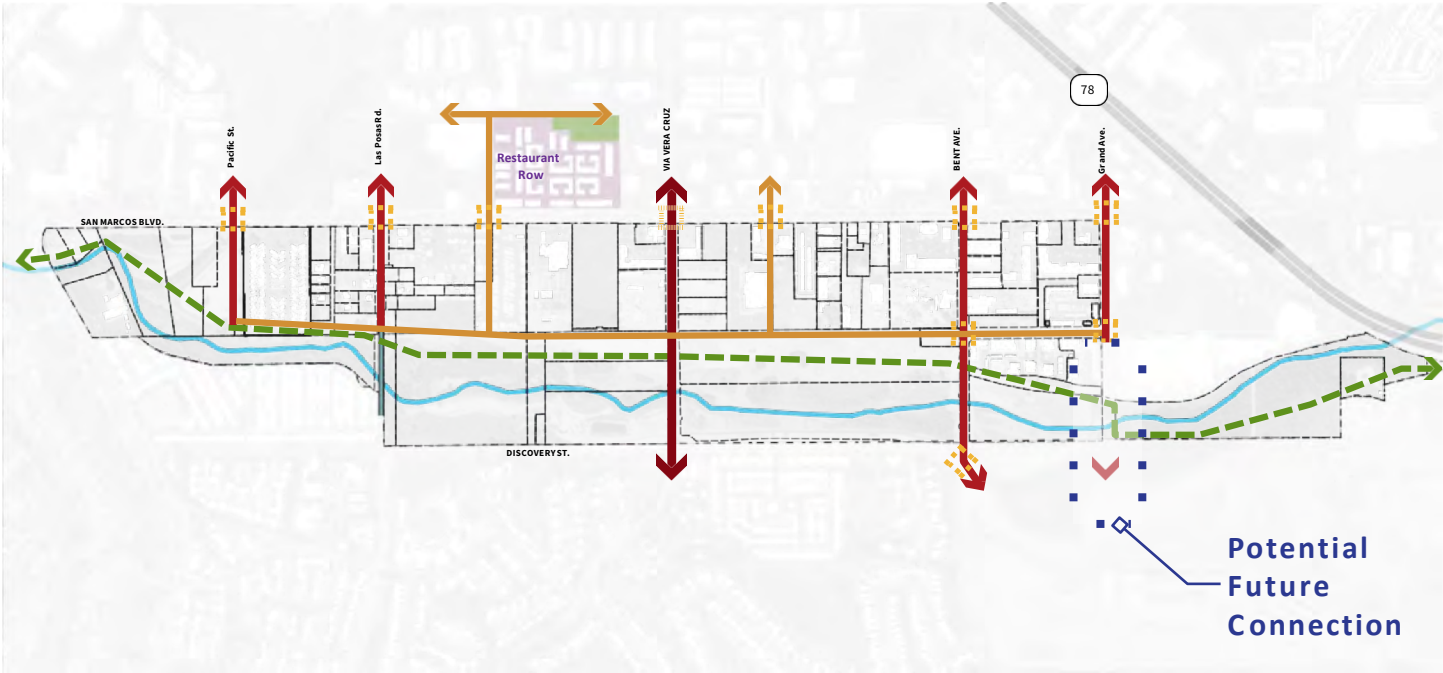


Internal Network: SM Crossings and District Access

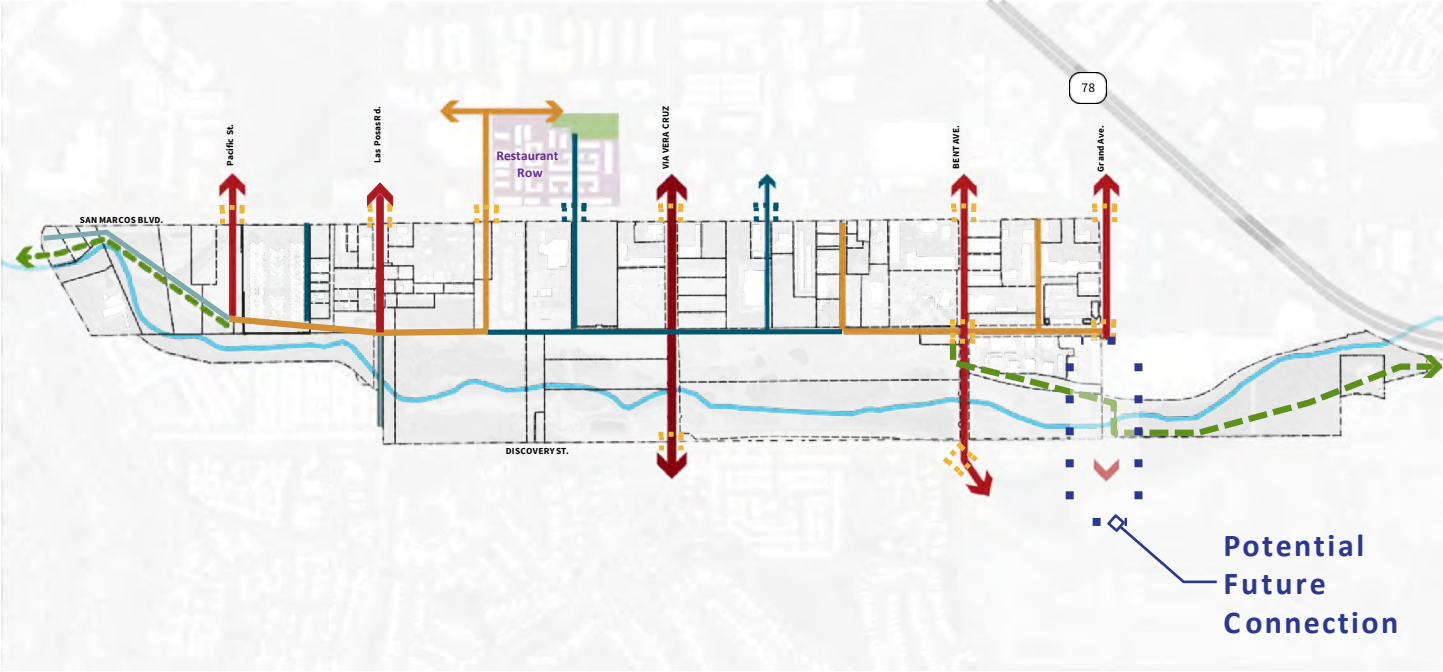
Minimal SM Blvd. Crossings



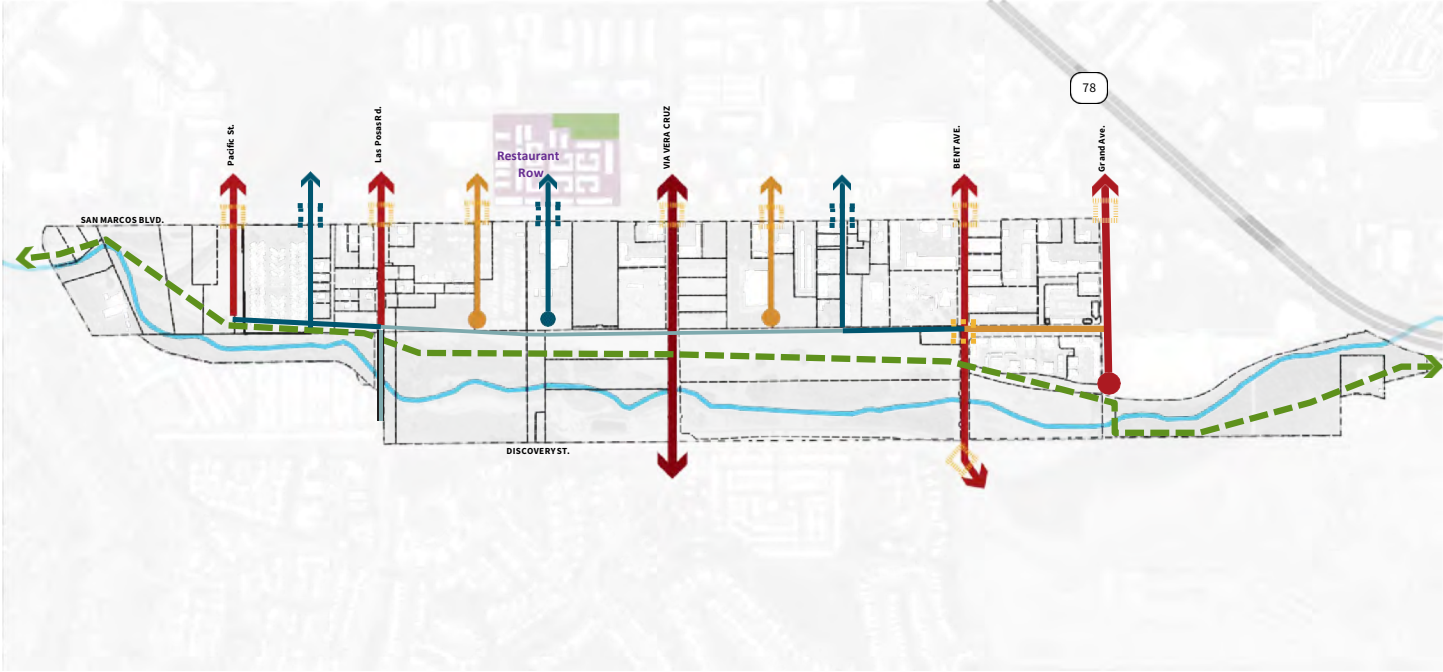
Creek Front Shared Street



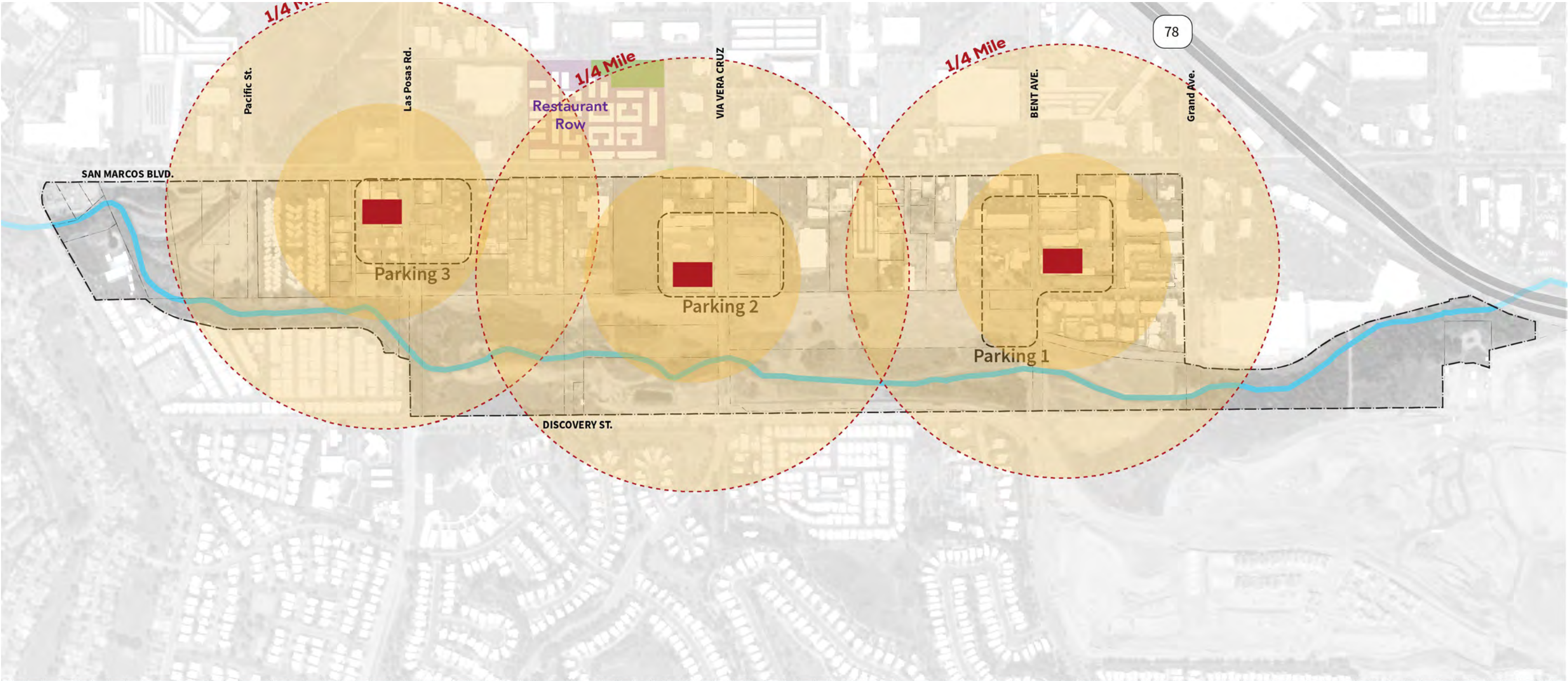
Creek Pedestrian Promenade



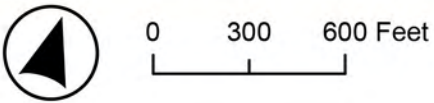
Frequent SM Blvd. Crossings



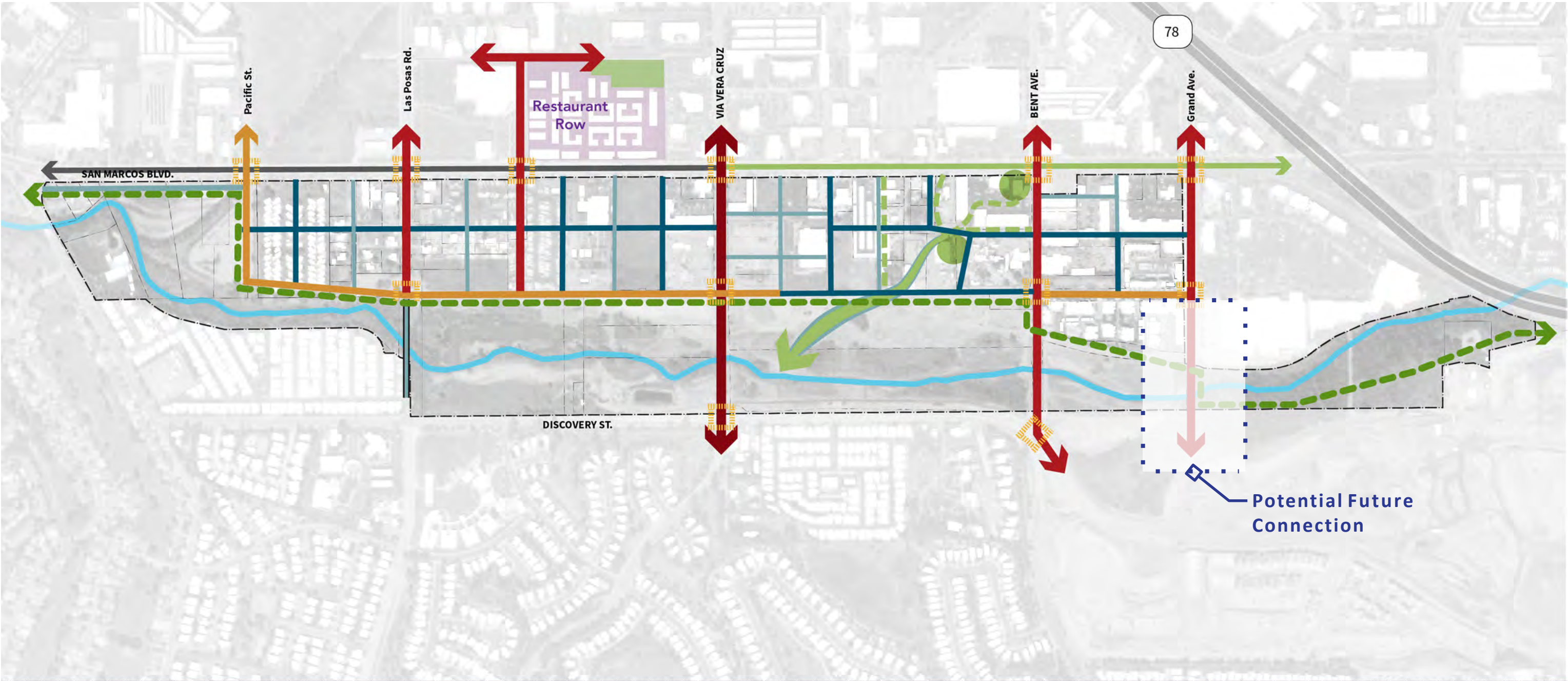
Parking: Preferred Public Park-Once Areas



- Plan Area Boundary
- Creek



Mobility and Stormwater: Preferred Network



- Plan Area Boundary

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 Creek
- 4 travel lanes, bike lanes, center/on-street parking (90')

2 travel lanes, P bike lanes, center/on-street parking (80')

2 travel, on-street parking (70')

Curbless/Rolled Curb Pedestrian Street (55')

Pedestrian Paseo/Promenade w/ Emergency Access (40')
- Crosswalk (vehicle signal/crossing)

Ped/Bike Bridge

Bicycle Corridor

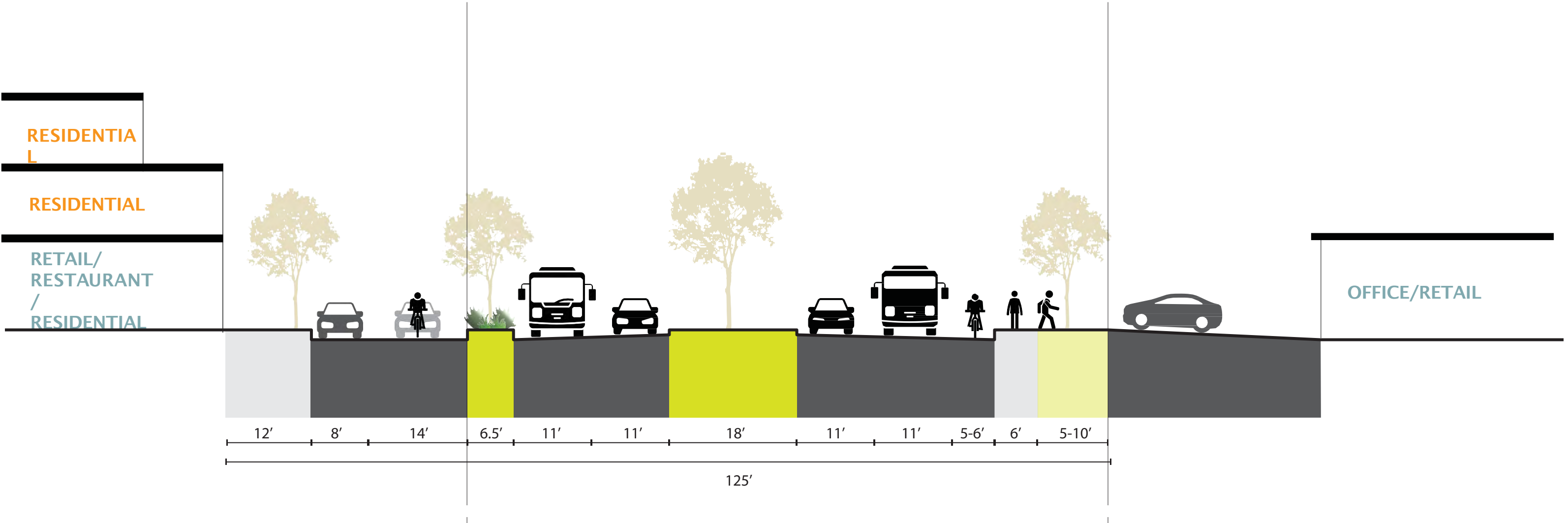
Stormwater Open Channel

Stormwater Basin

0 300 600 Feet

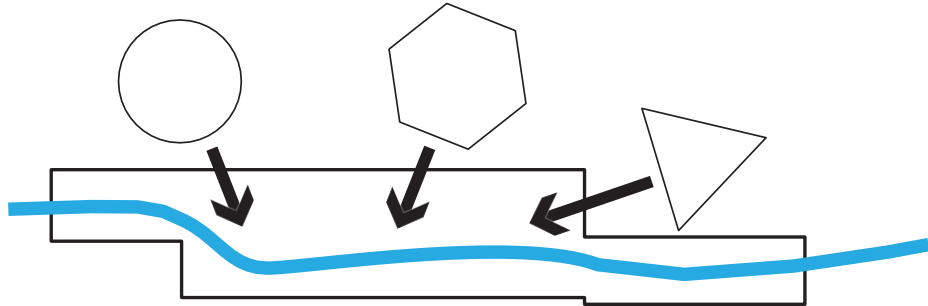
San Marcos Blvd: Existing

- 1. Desired ROW for San Marcos Blvd.?
- 2. Different ROW for East/West of Via Vera Cruz?

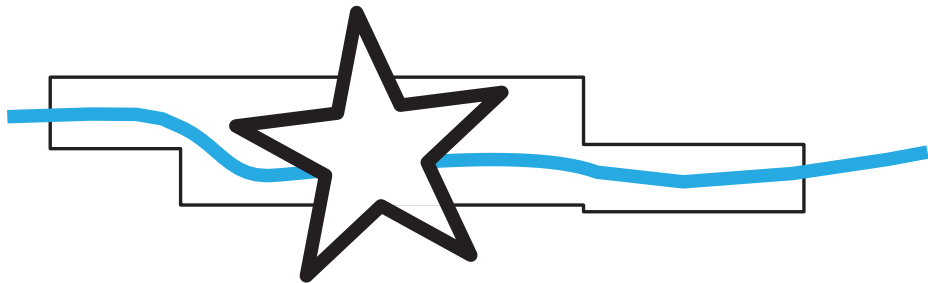


Land Use

Respond to Existing Uses



New Arts and Culture District



Stormwater Feasibility



Place Types

Housing 1

includes mix of uses



Housing 2

includes mix of uses



Housing 3

includes mix of uses



Commercial



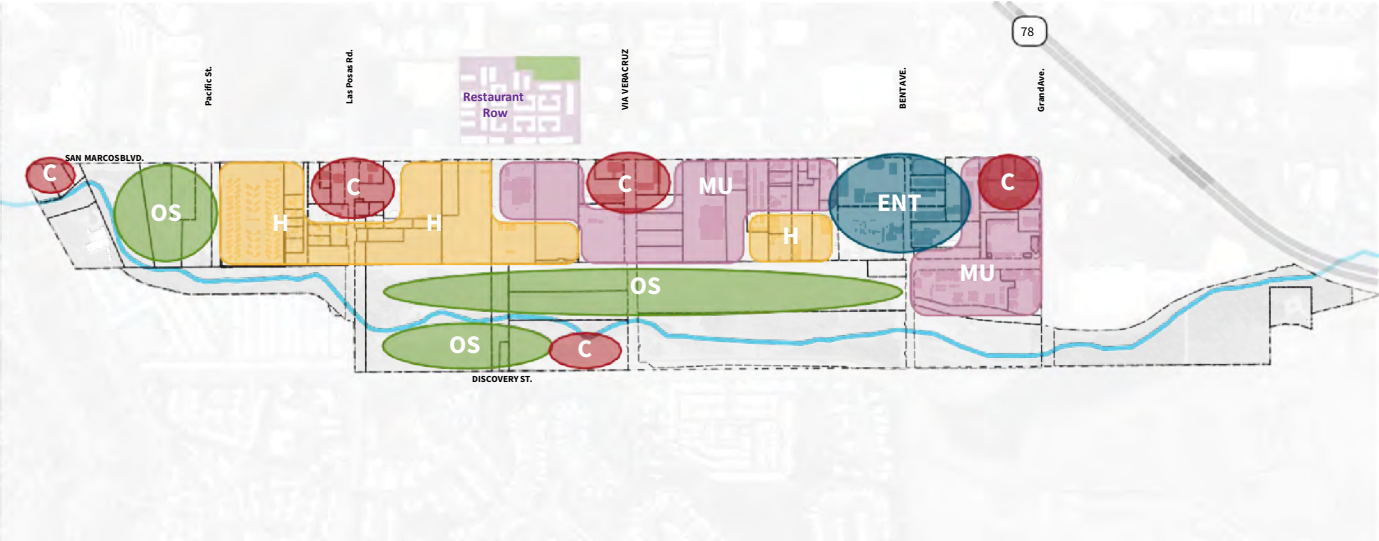
Arts and Culture



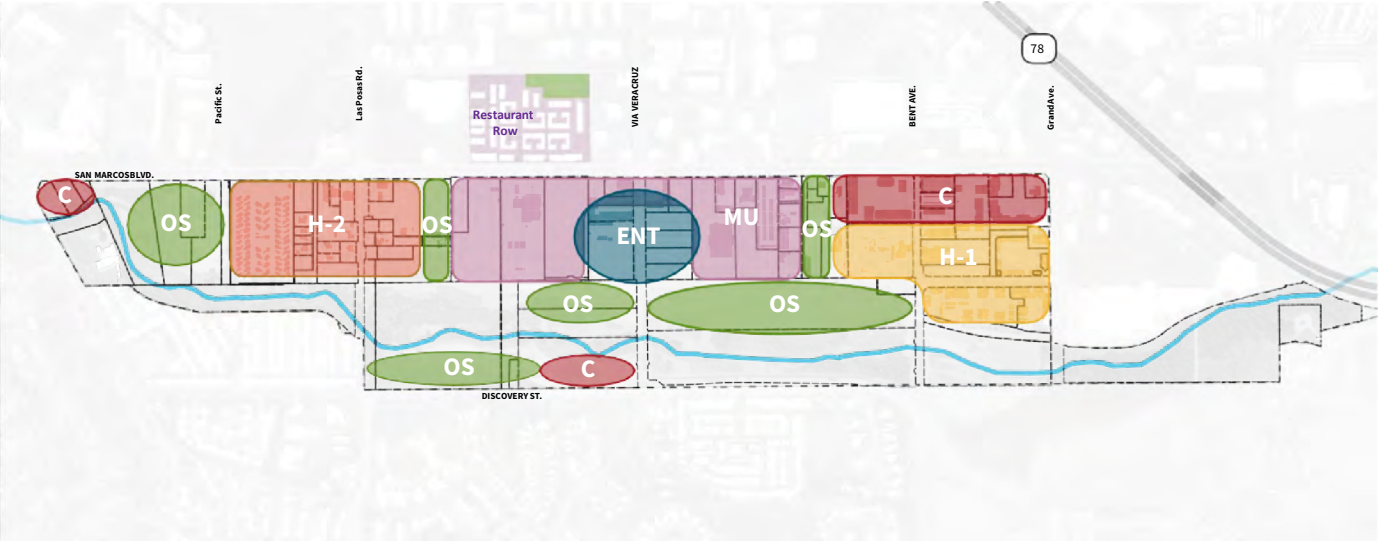
Open Space



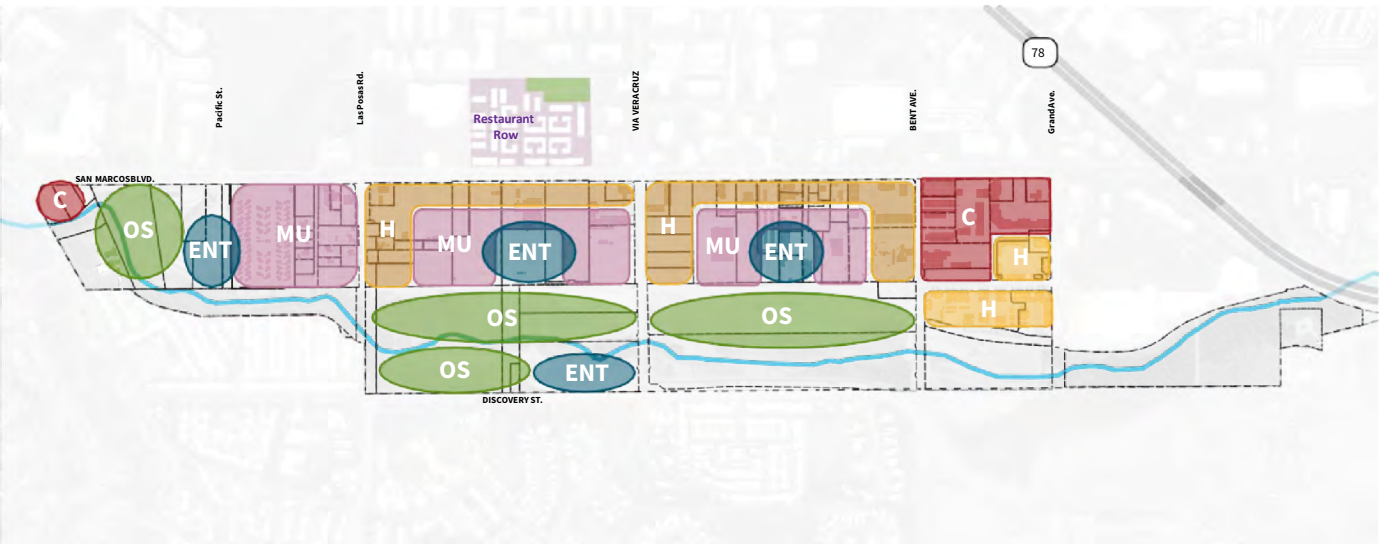
Option A - Commercial Nodes



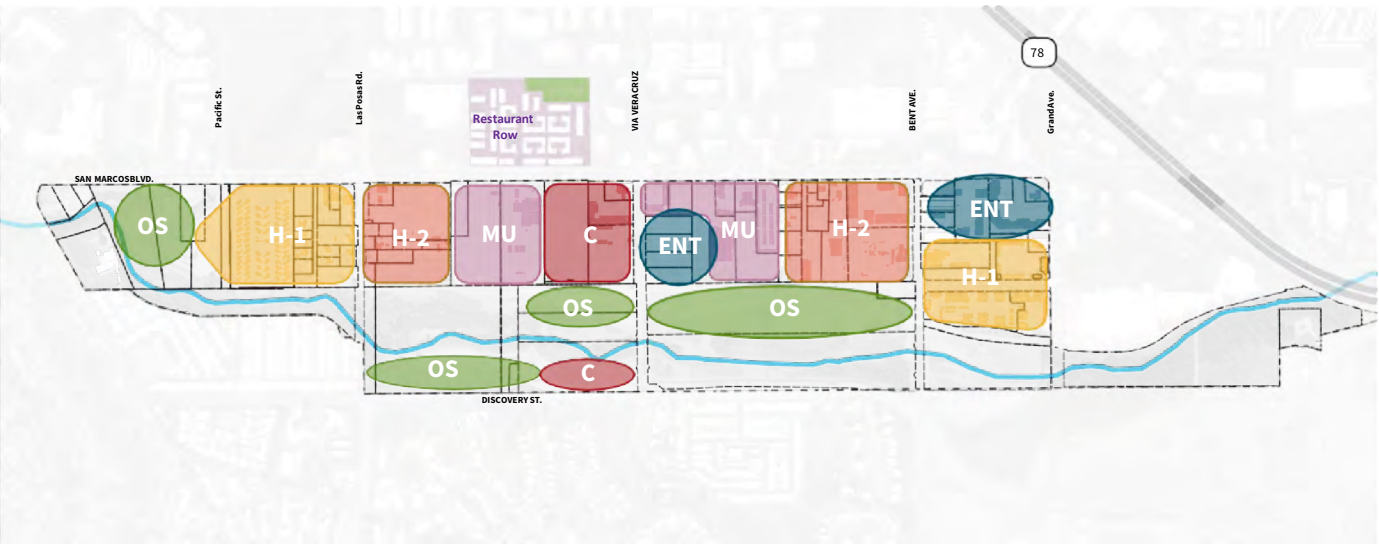
Option D - Arts and Culture Center



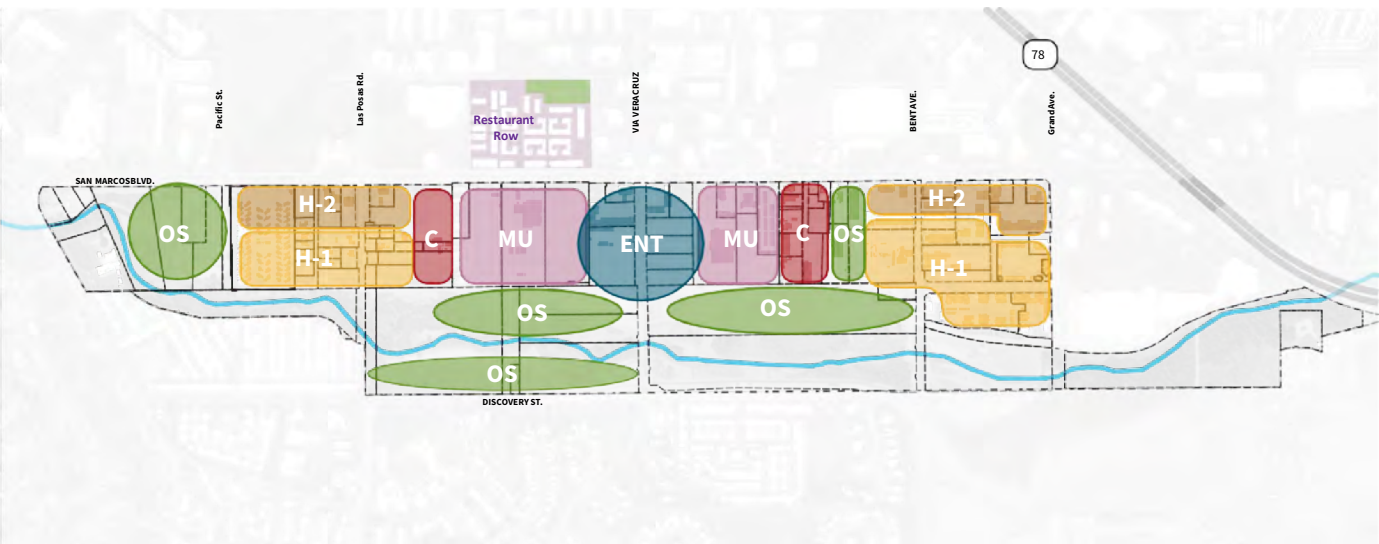
Option B - Entertainment Nodes



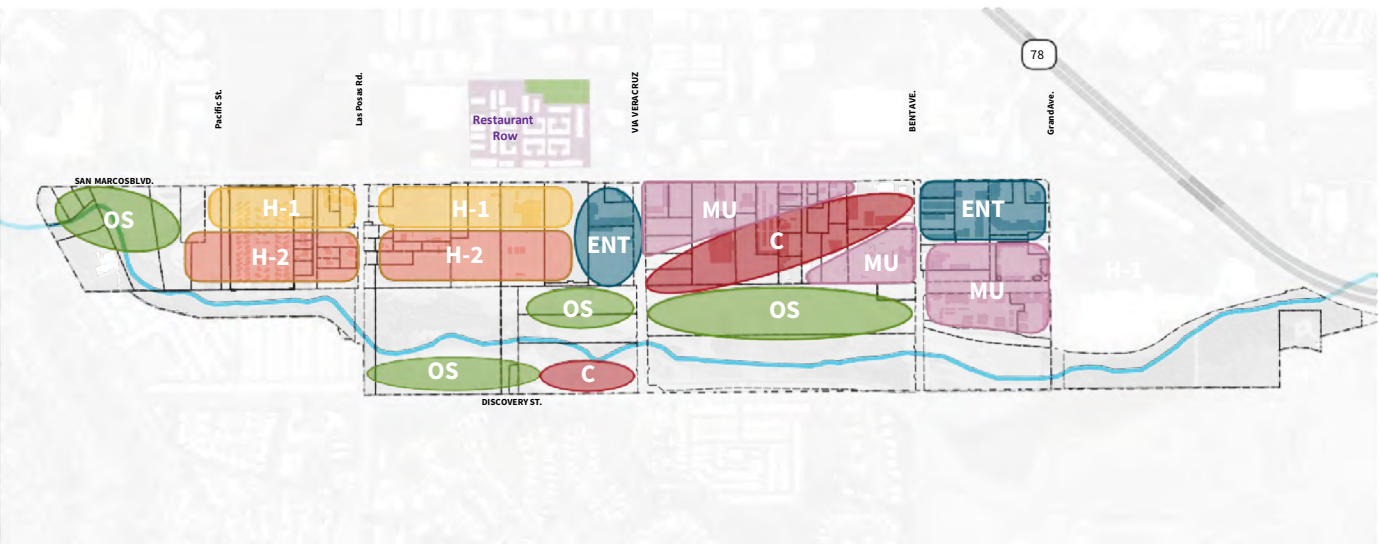
Option E - Stormwater Management



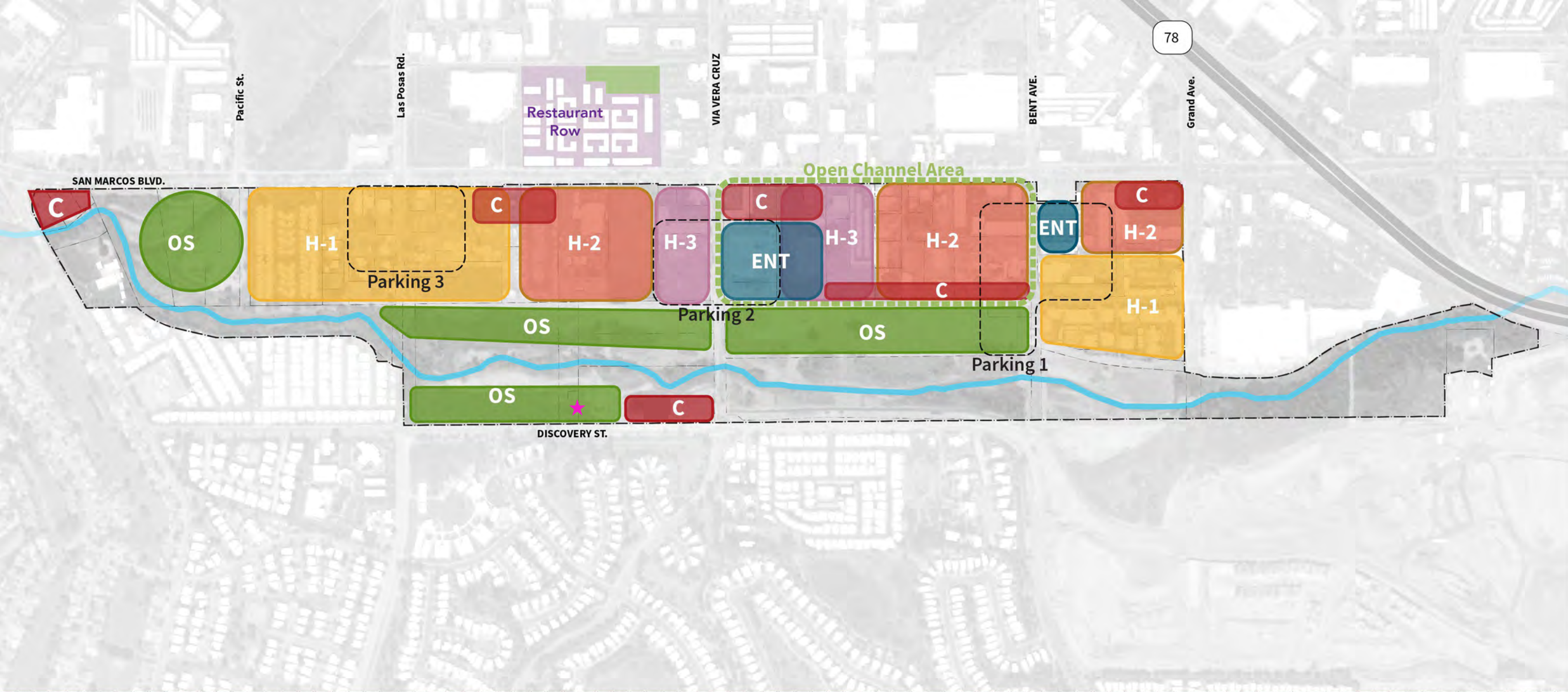
Option C - Central Destination (Concert Venue)



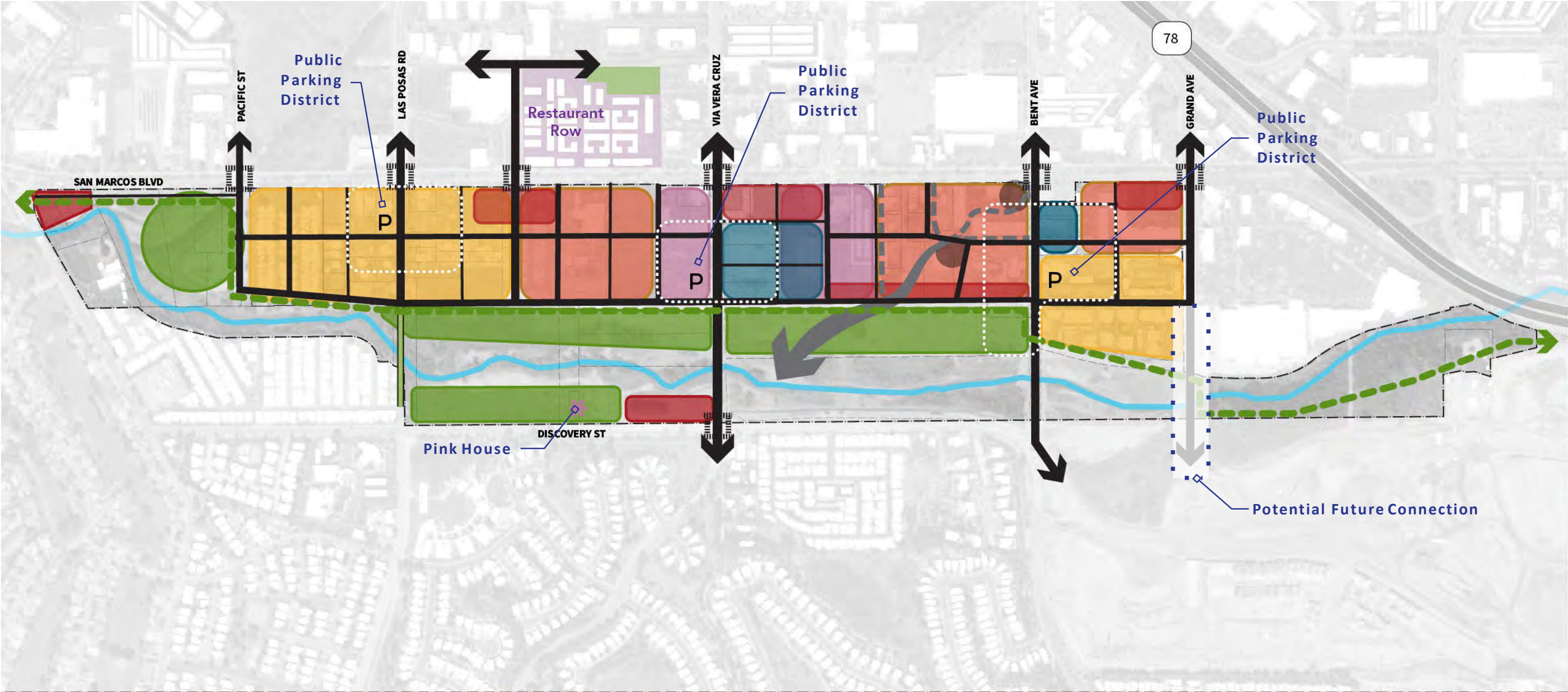
Option F - Entertainment Connection



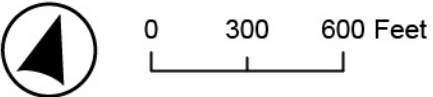
Land Use: Emerging Preferred Plan



Combined: Emerging Preferred Plan



- | | | |
|--------------------------|----------------------------------|--------------------------|
| ----- Plan Area Boundary | H-1: Townhome | C: Commercial (required) |
| Creek | H-2: Garden, Stacked Flats, Wrap | ENT: Arts and Culture |
| Stormwater Open Channel | H-3: Podium | OS: Open Space (Public) |
| Bicycle Corridor | | |



Next Steps

Alternatives:

- City Council (5/27), Public Workshop #2 (Summer)

Stormwater

- Refine total sizing alternatives
- Provide initial concepts for applicable approaches

Transportation

- Refine internal circulation preferred alternative

Land Use

- Refine preferred land use concept(s)

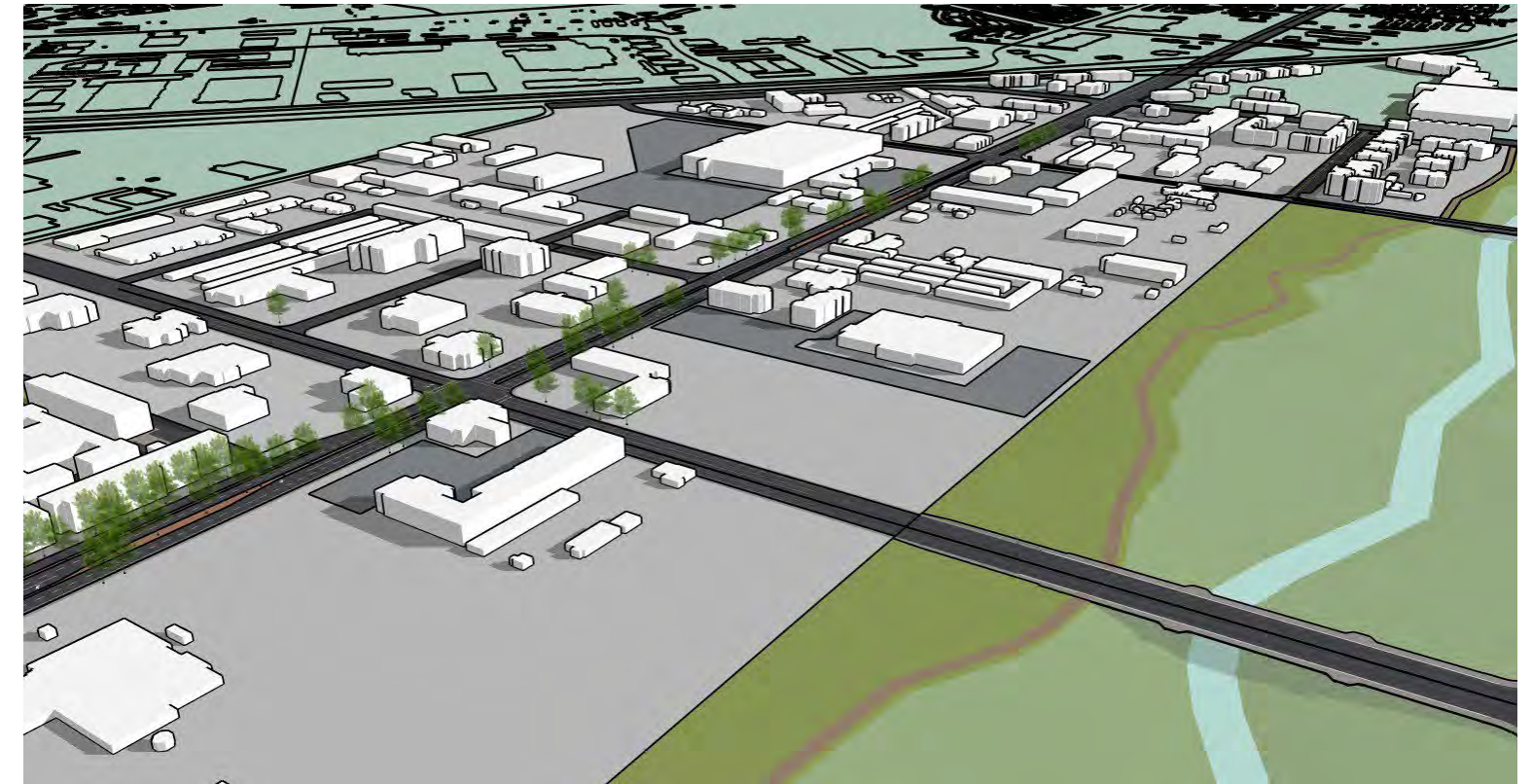
Combined

- Integrate Land Use and Transportation preferred concepts together

San Marcos Creek Promenade:

- Develop detailed concept considering topography

San Marcos Creek Existing Conditions



Conceptual Land Use, Streets, and Massing - Pico Rivera

