



CREEK PLAN

Our Neighborhood. Our Creek.



Youth Commission Meeting
3 February 2025



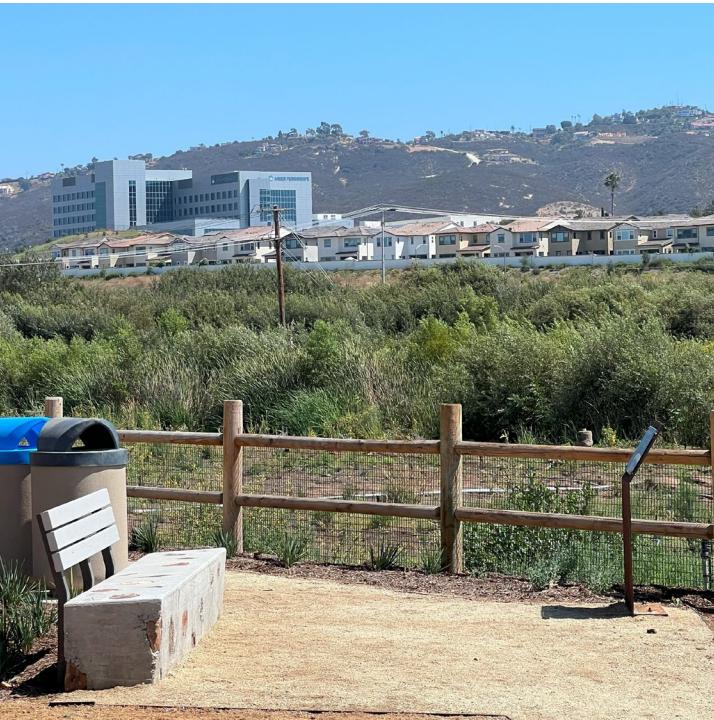
With: KMA, IM, Recon, & Parsons

SAN MARCOS
Discover Life's Possibilities
SANDAG

Today's Discussion

1. Introductions
2. Project Background & Schedule
3. Issues & Opportunities Discussion

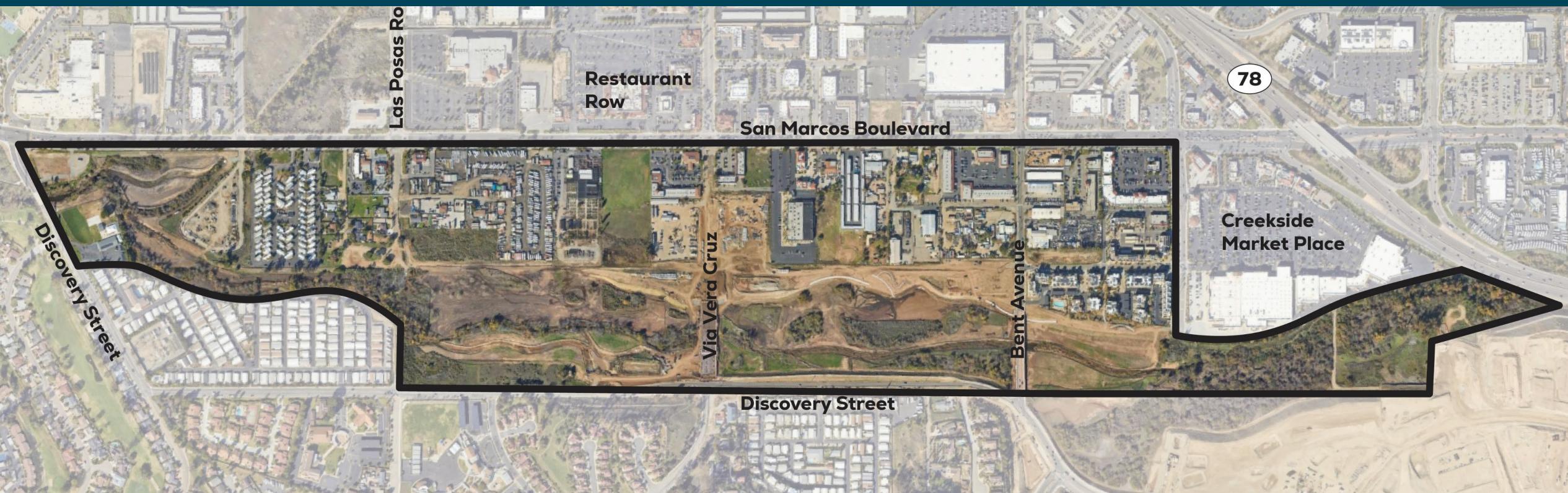




Introductions

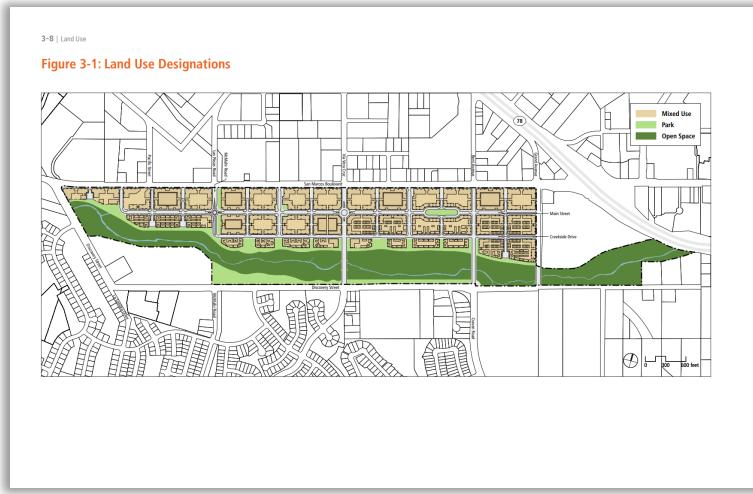
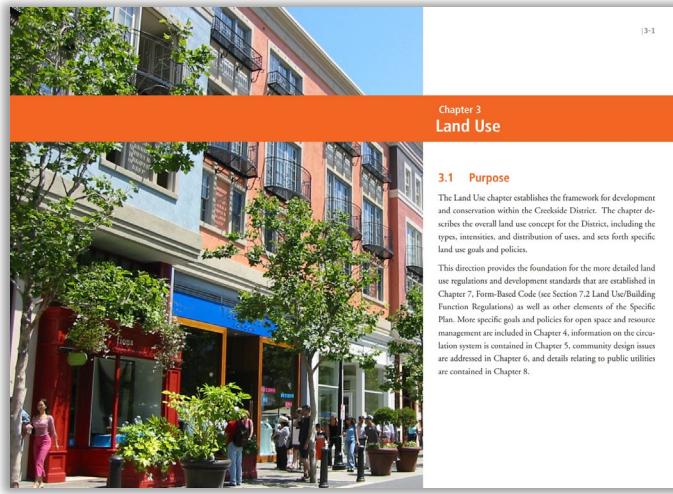


Project Background and Schedule



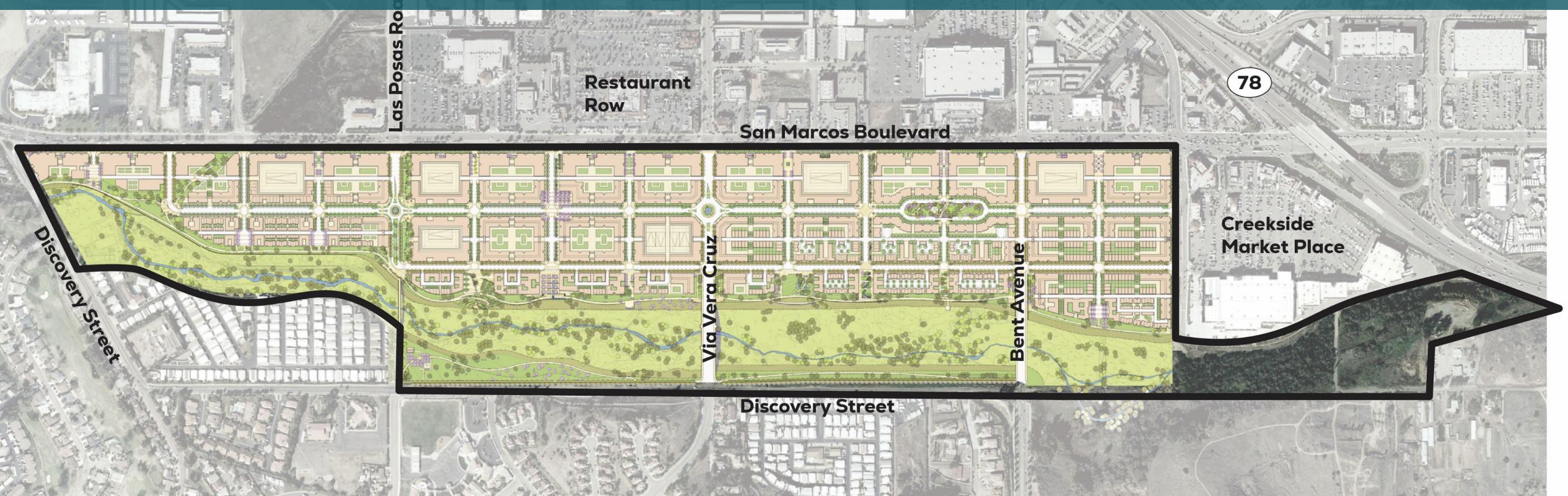
Specific Plan Area Existing





- Plan to transition to an urban environment
- Envisioned an active, mixed-use commercial core and “downtown” for San Marcos
- Focus on the area's natural features

Specific Plan Area Illustrative Plan



Why change the plan?

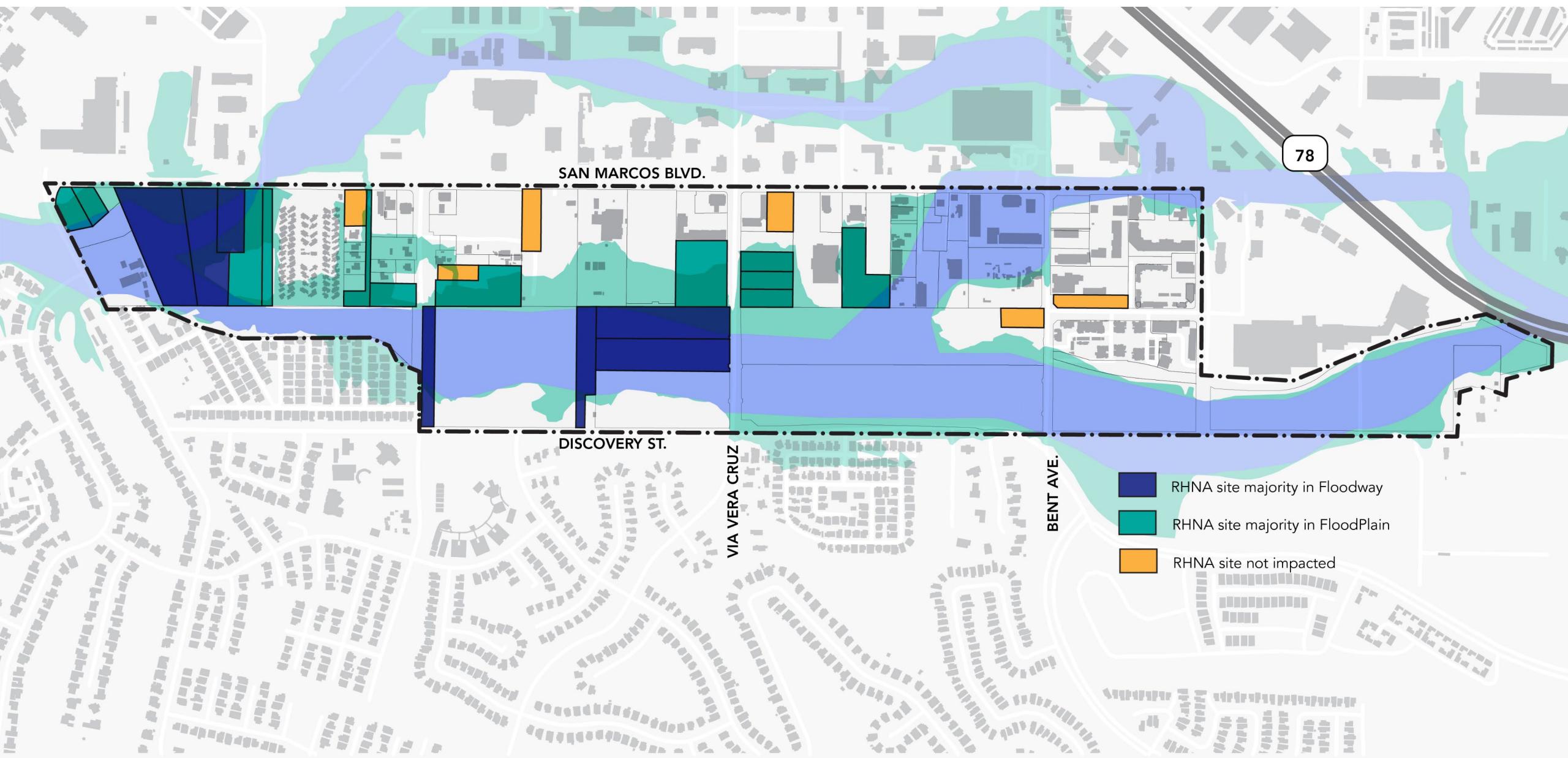
ISSUES

- 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

Conditions/Opportunities Floodway/Floodplain + Housing Sites



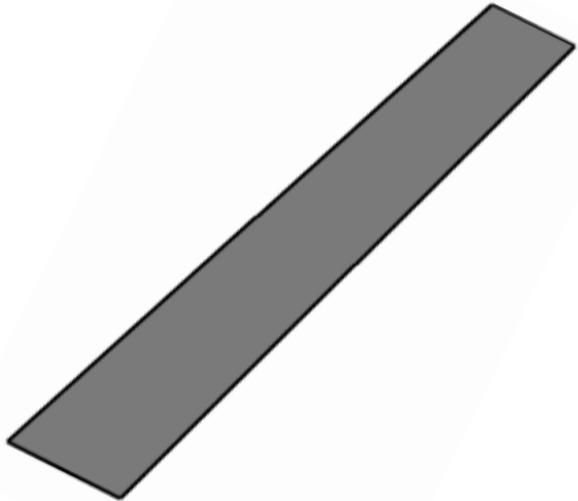
New Creek Plan: Initial Objectives

- Balance urban development and environmental stewardship
- Provide a variety of housing types
- Improve connections with a new mobility approach
- Create inviting spaces for people to gather
- Maintain the Creek as a core component
- Complement not compete with other new developments

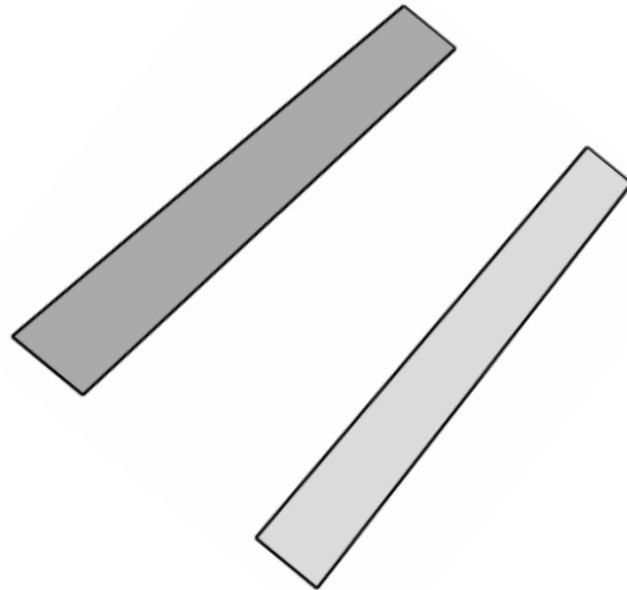
Visualizing Development Potential Existing Parcels



Main Street



Small, Local Streets



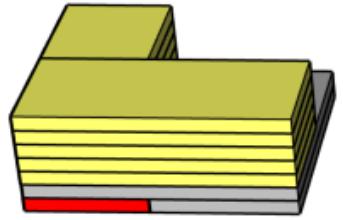
Paseos and Shared Streets



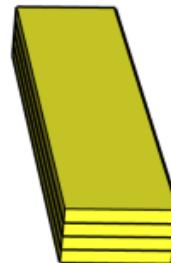
Visualizing Development Potential Streets



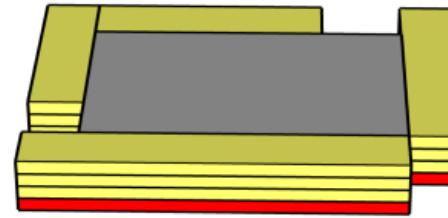
Mixed-Use Podium



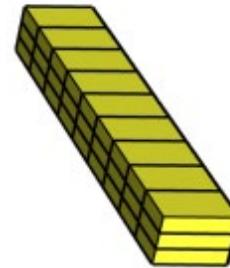
Stacked Flats



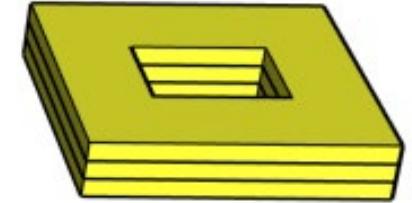
Wrap



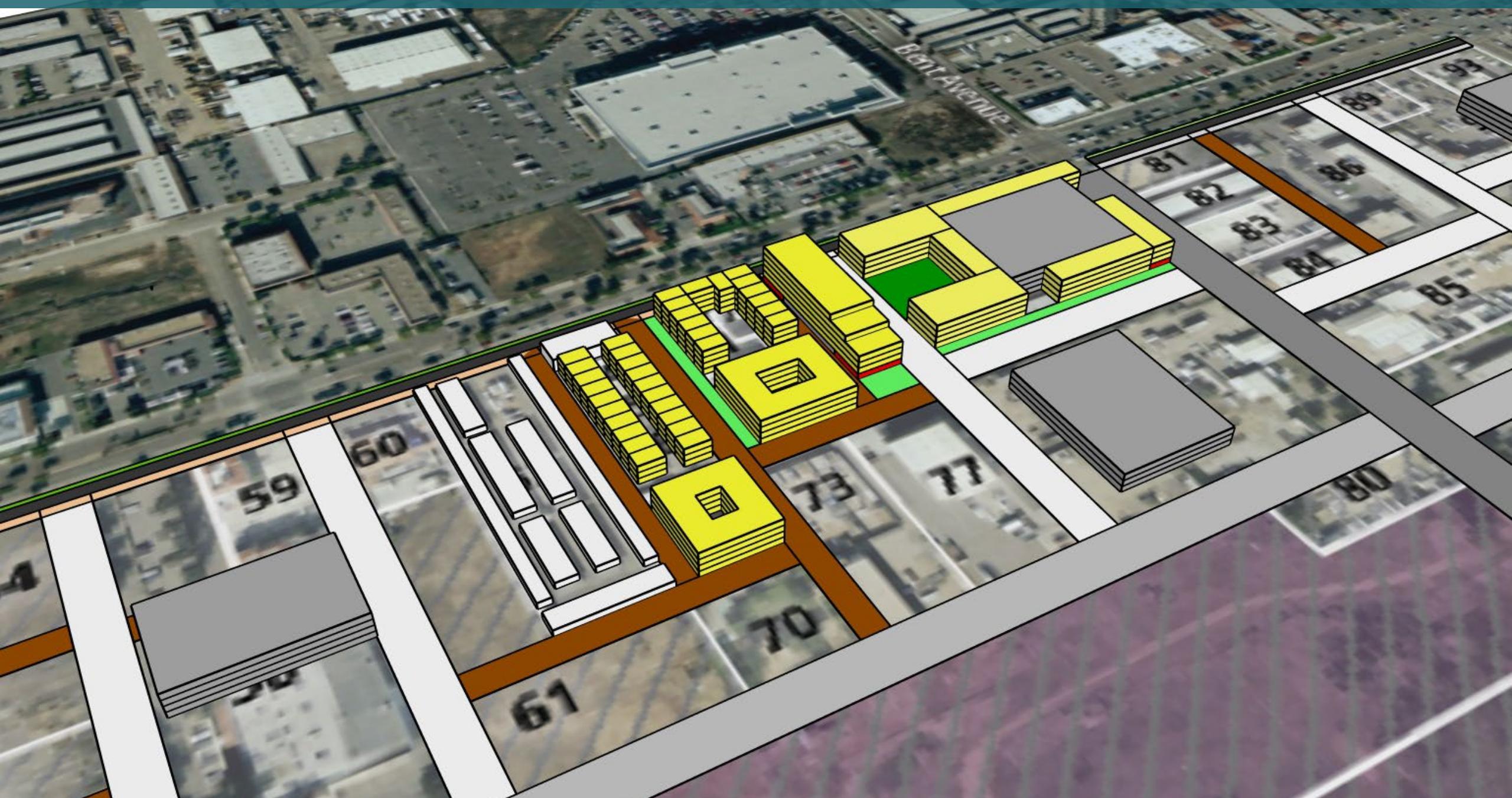
Town homes



Garden



Visualizing Development Potential Buildings and Streets





Activity and Discussion

- Describe what you enjoy within the Creek District. What would like to see preserved or enhanced?
- What do you think is missing?
- What are the biggest opportunities that you see for this area?
- What would you like to change and how might that happen?



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