

Introduction

Creek Plan Update



Led by:
SAN MARCOS
Discover Life's Possibilities

Funding Support:
SANDAG

Technical Development:
M I G

Specific Plan Area



What is a Specific Plan?

A Specific Plan implements the City’s long-range plan (General Plan) by providing a special set of planning policies and development standards for a particular geographic area. A Specific Plan is separate from, but must be consistent with, the General Plan. A Specific Plan must address the following categories:



Land Uses
The types, location, and distribution



Infrastructure
Transportation, sewer, water, and utilities



Development Standards
Requirements for new buildings



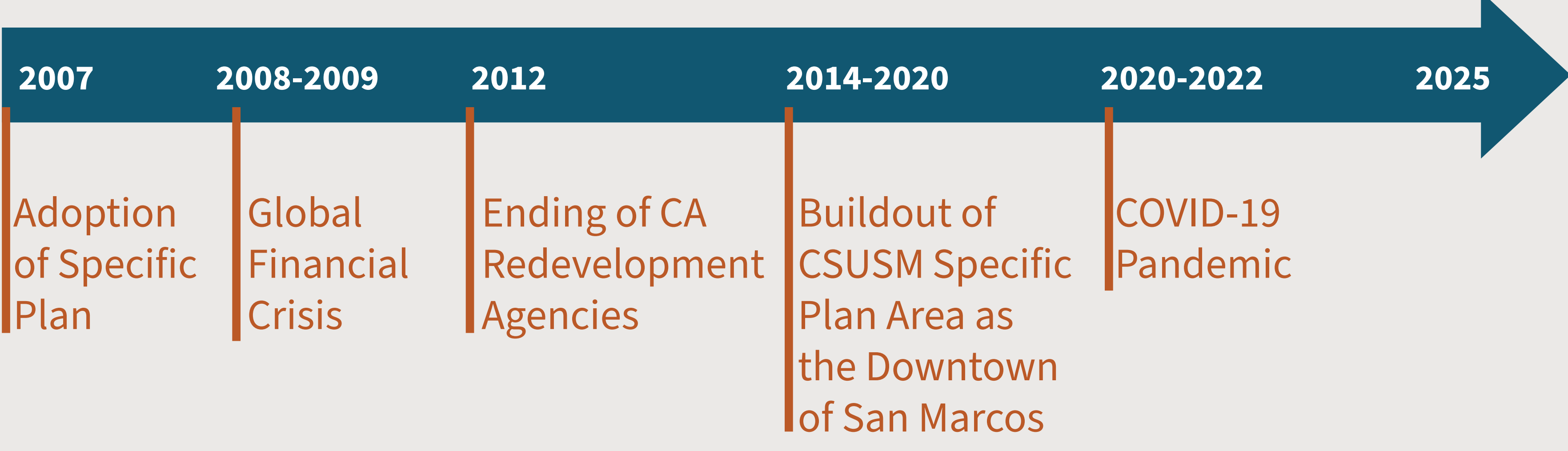
Implementation
Financing, funding, and phasing

Reasons why the City is Updating the 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

However, various events have changed macroeconomic factors influencing development feasibility, and has led to slower implementation of the 2007 Specific Plan:



What Does the New Specific Plan Address?

Updated strategies for the **Creek District Specific Plan** to enable private-led redevelopment:

- Updated land uses that reflect community vision
- Build-upon creek and bridge improvements
- Flexible development requirements

This initiative aims to establish a new comprehensive strategy to reinvigorate the Creek District to align with the City’s aspirations and attracts the development needed to support this vision, such as:



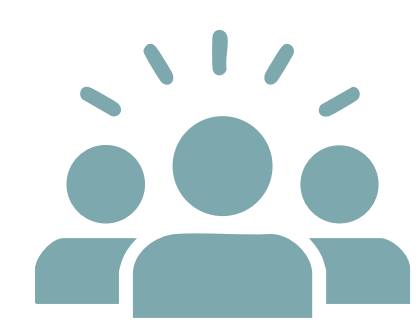
Flexible standards for New Building Design and Land Uses



Increase Open Space & Environmental Sustainability



Safe Street Network & Connections

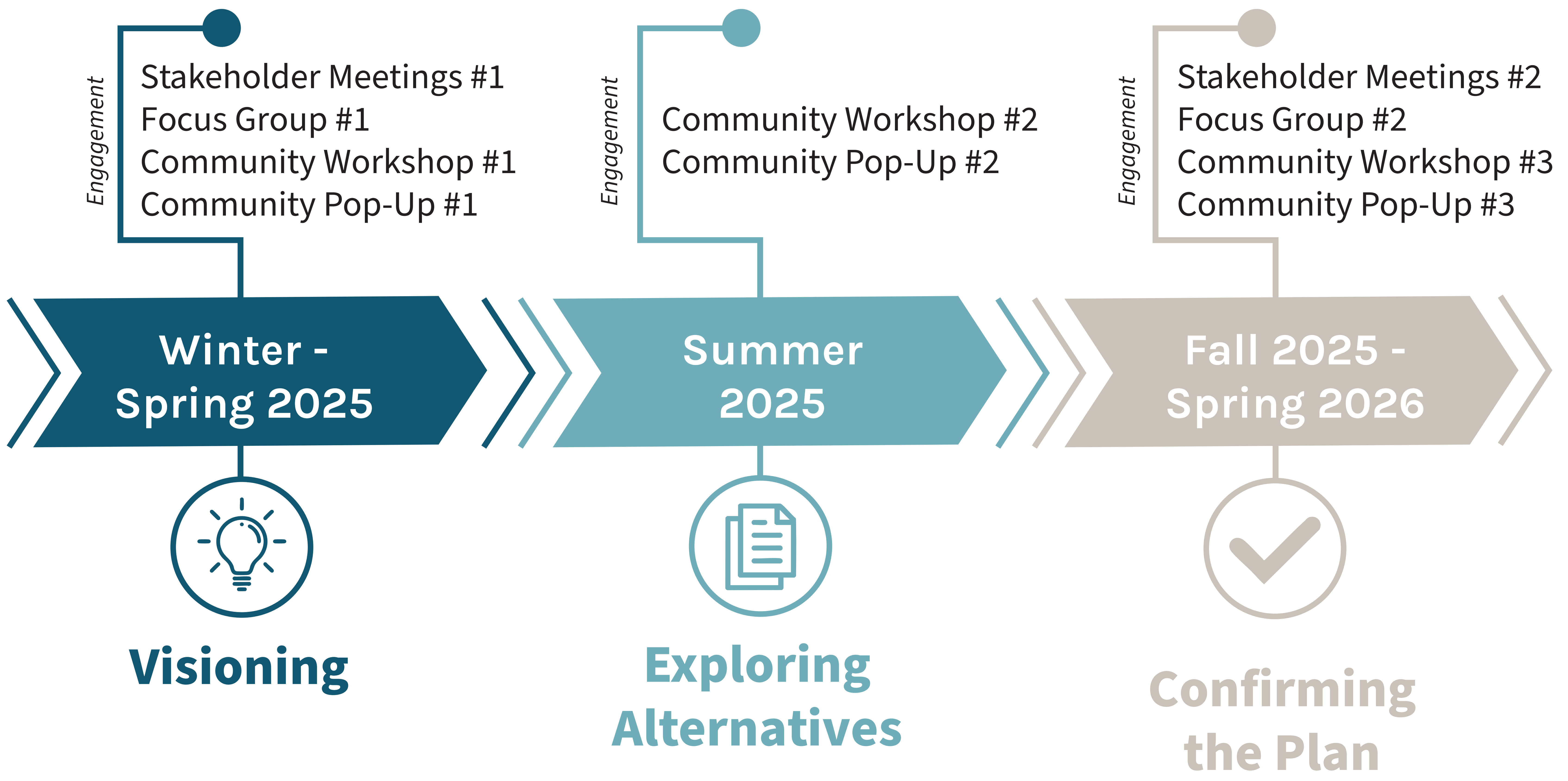


Support Community Needs

Timeline

Creek Plan Update

Project Timeline



Engagement Process

Come back as your leaving the event to share your thoughts on sticky notes:

What was the most useful part of the event today?	What would you like to see in future engagement events?
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Community Make-Up

Creek Plan Update



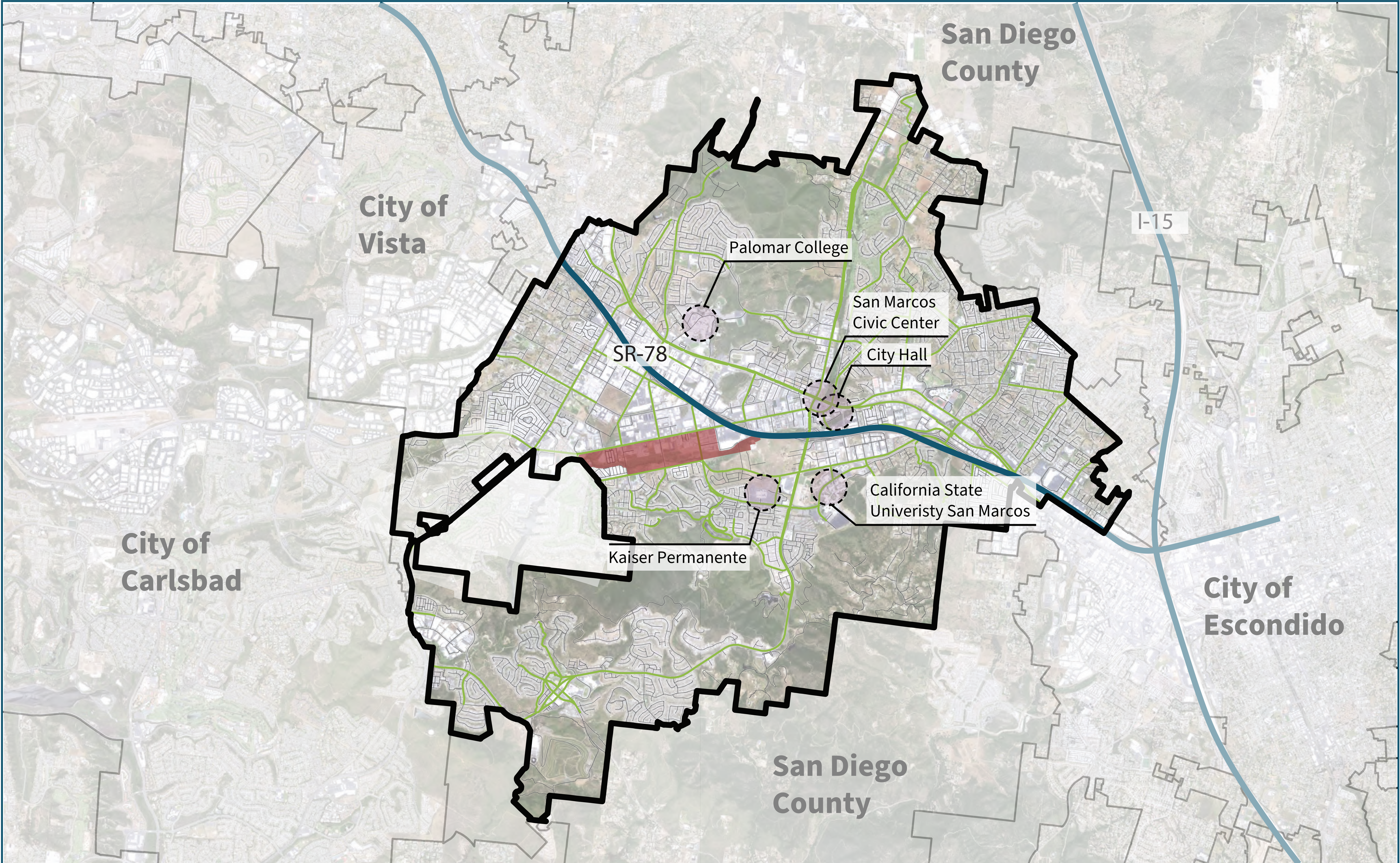
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1. Where do you Live or Work?

Place a dot where you live or where your business is.



Creek Plan Update - Context

2. What is your main relationship to San Marcos?

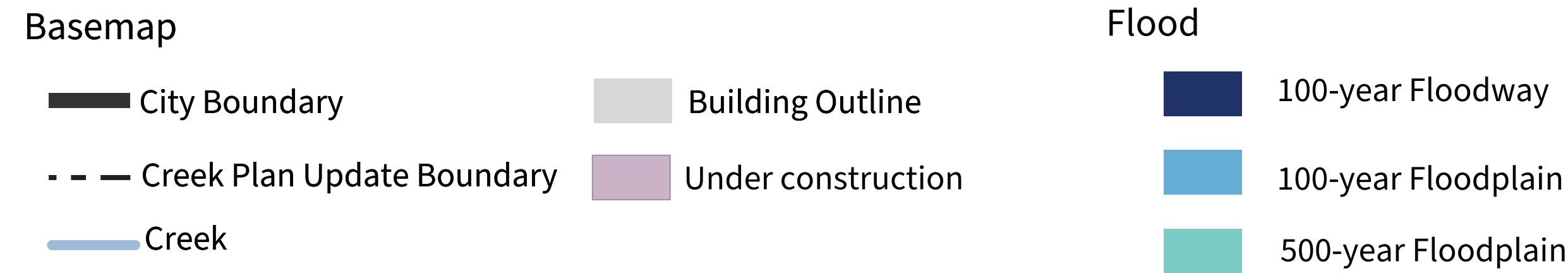
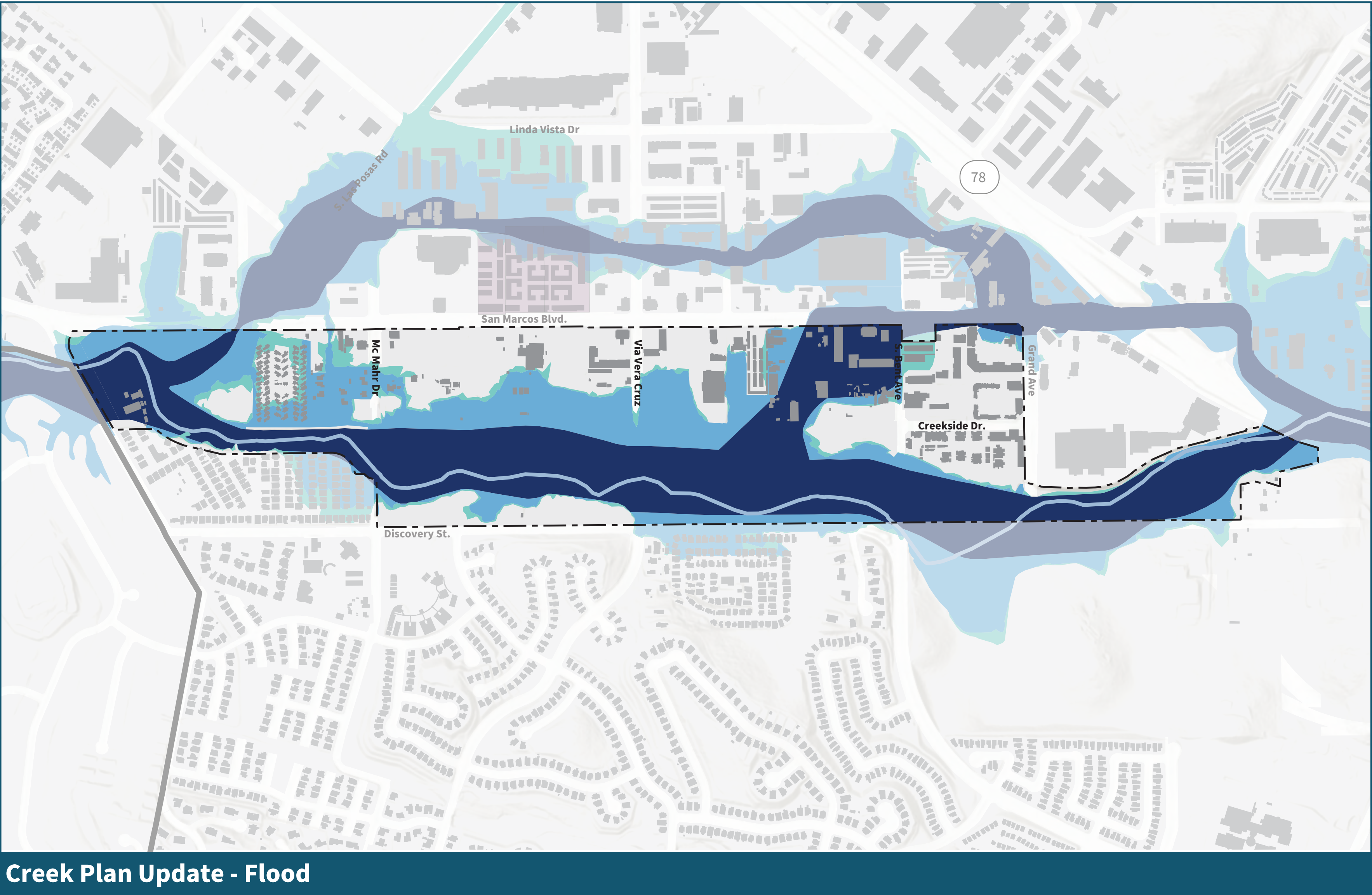
Place one sticker dot in the box that best describes you:

Resident of San Marcos	Come to San Marcos for Work or School	Visitor of San Marcos

Existing Conditions

Land Uses

Flooding

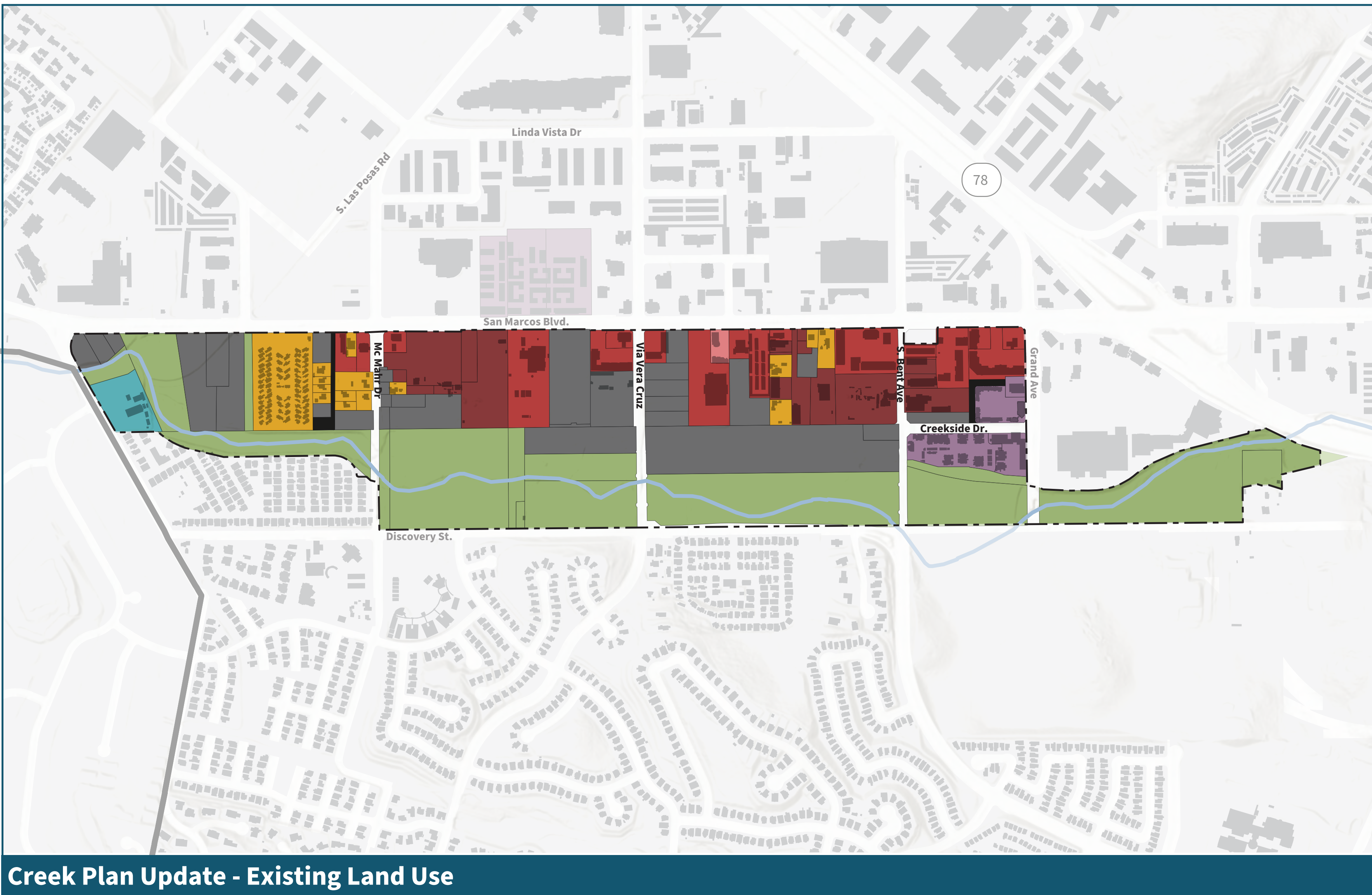


- Flooding impacts a majority of the Creek District area.
- The City of San Marcos constructed bridges across two major north south streets to reduce flood risks, address seasonal flooding, and preserve natural creek habitat.



Place sticky notes here

Current Land Use



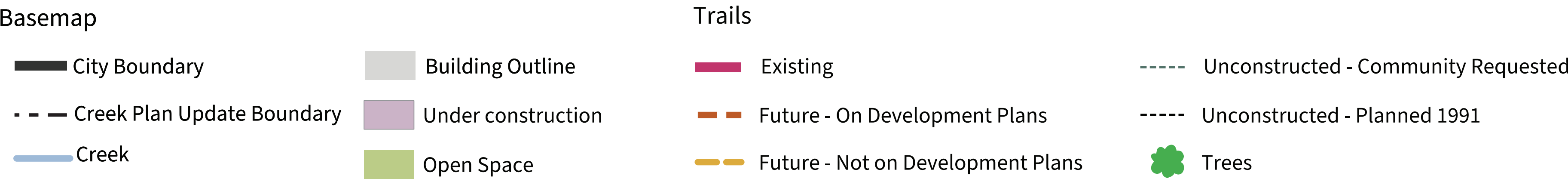
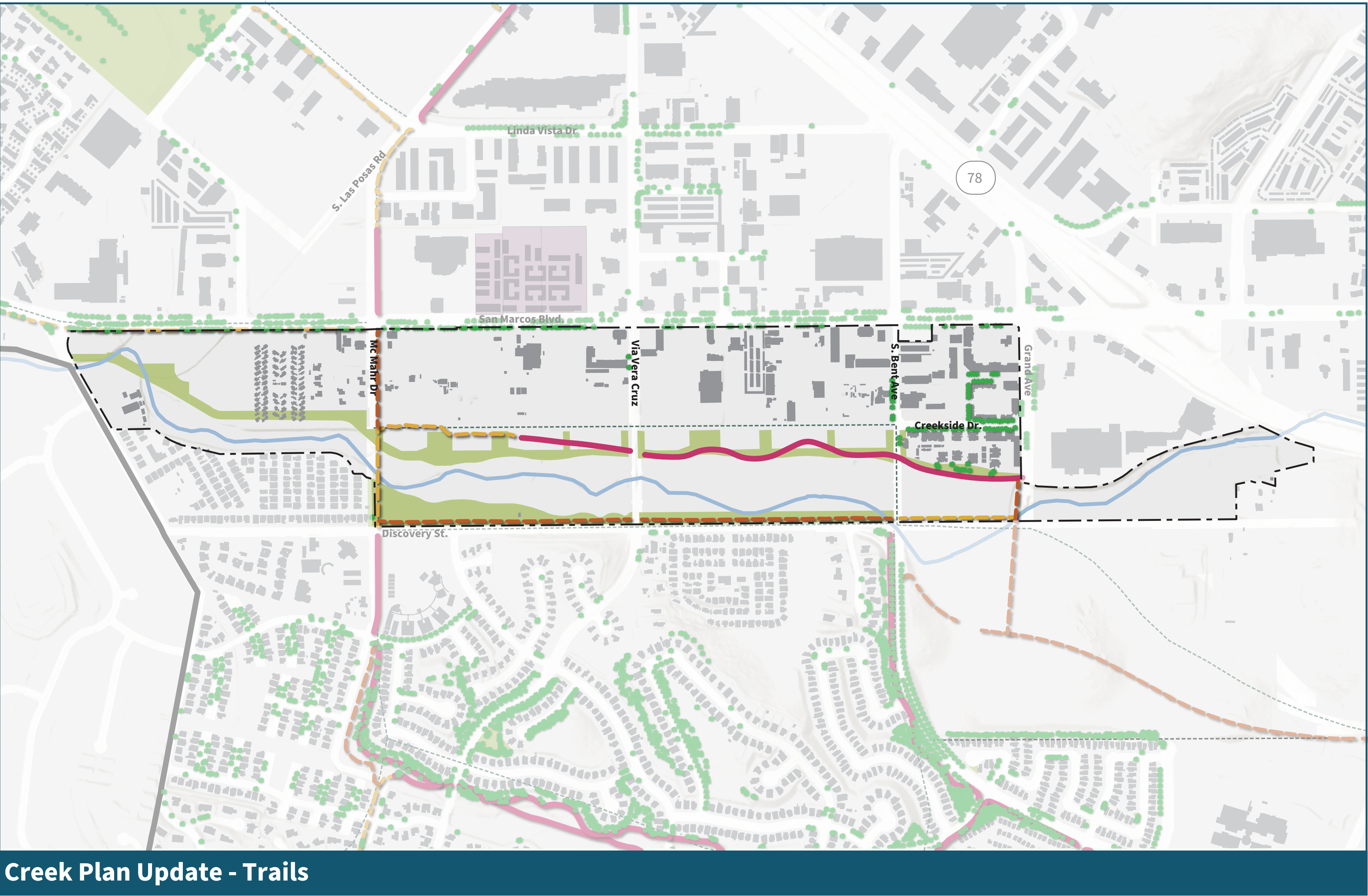
- More than half of all land in the Creek District consists of open space areas within or adjacent to the San Marcos Creek.
- Long-established properties outside the Creek predominantly consist of commercial, industrial, outdoor storage, single family homes, and vacant lands.

Place sticky notes here

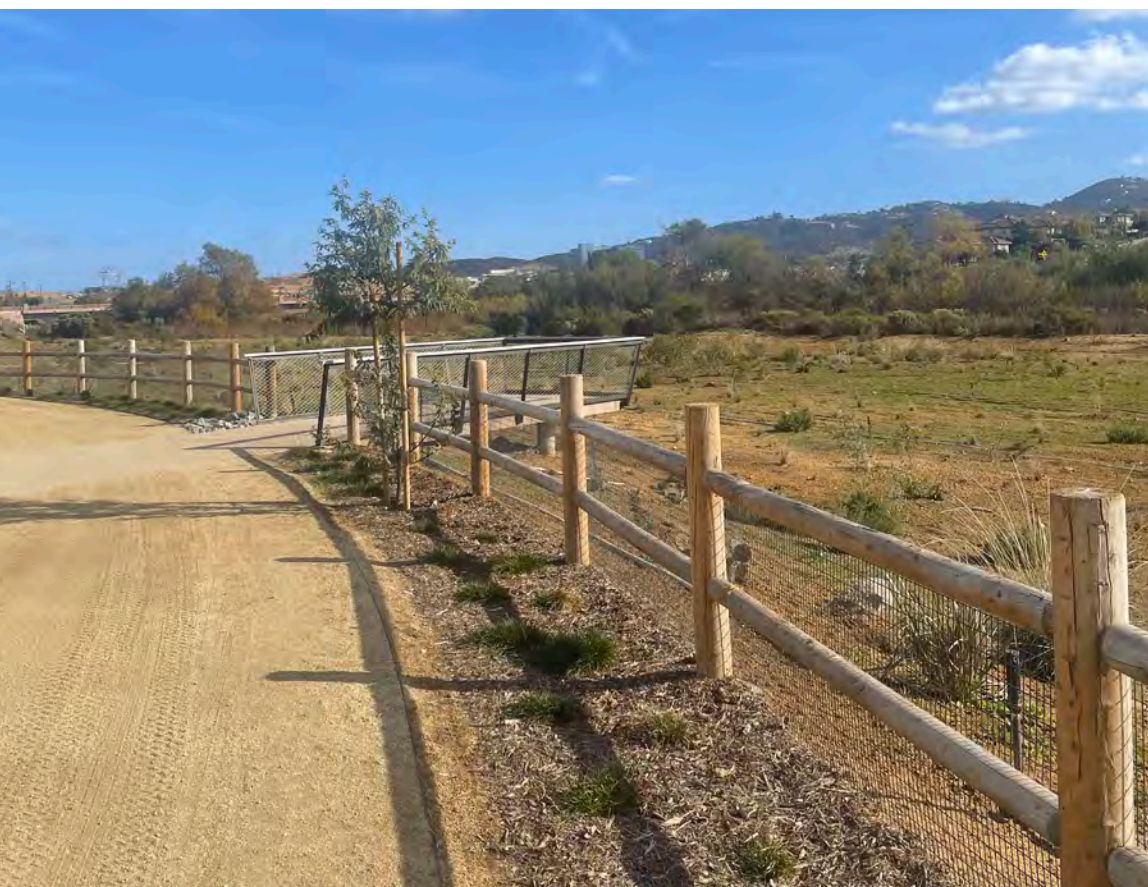
Existing Conditions

Multimodal Mobility

Trails

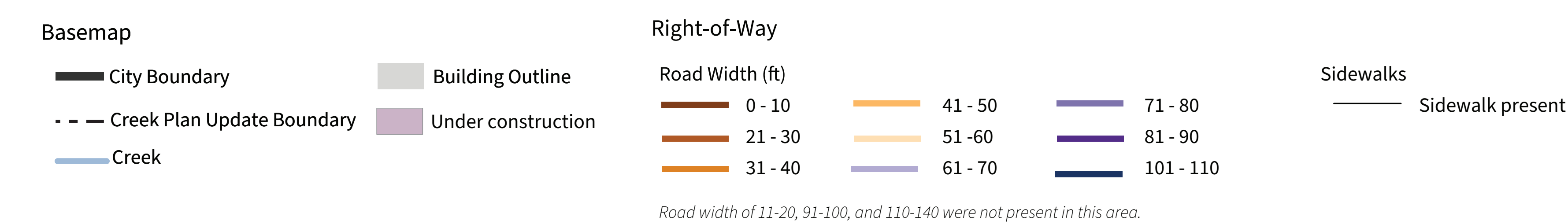
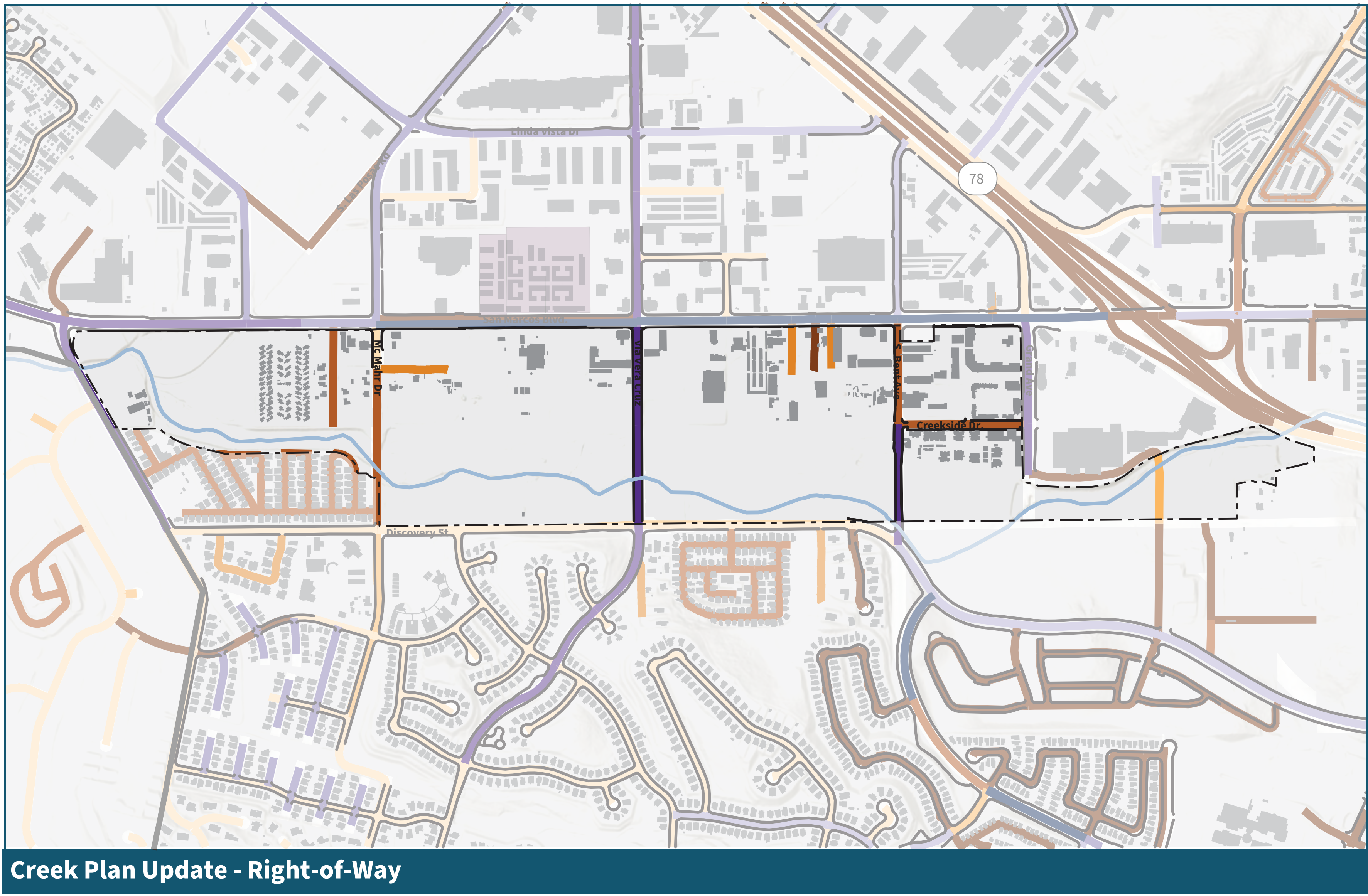


- A 1.2-mile loop trail was recently created as part of the Creek Project, with multiple access points.
- A new park, Paseo del Arroyo Park, is located within the Creek District.
- Another trail starts south of Discovery Street, on McMahr Road.



Place sticky notes here

Recent Circulation Improvements



- First segment of Creekside drive installed Pia Harris-Ebert Bridge at Via Vera Cruz.
- The second bridge constructed was Lionel “Doc” Burton Bridge at Bent Avenue.
- Via Vera Cruz has been widened from two four lanes.

Place sticky notes here

District Vision

Inspirational Places



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Examples for Overall Character *Place a dot on your **top two places** that represent good inspiration for the future of the Creek District.*

San Elijo Town Center | San Marcos, CA



Cedros Avenue Design District | Solana Beach, CA



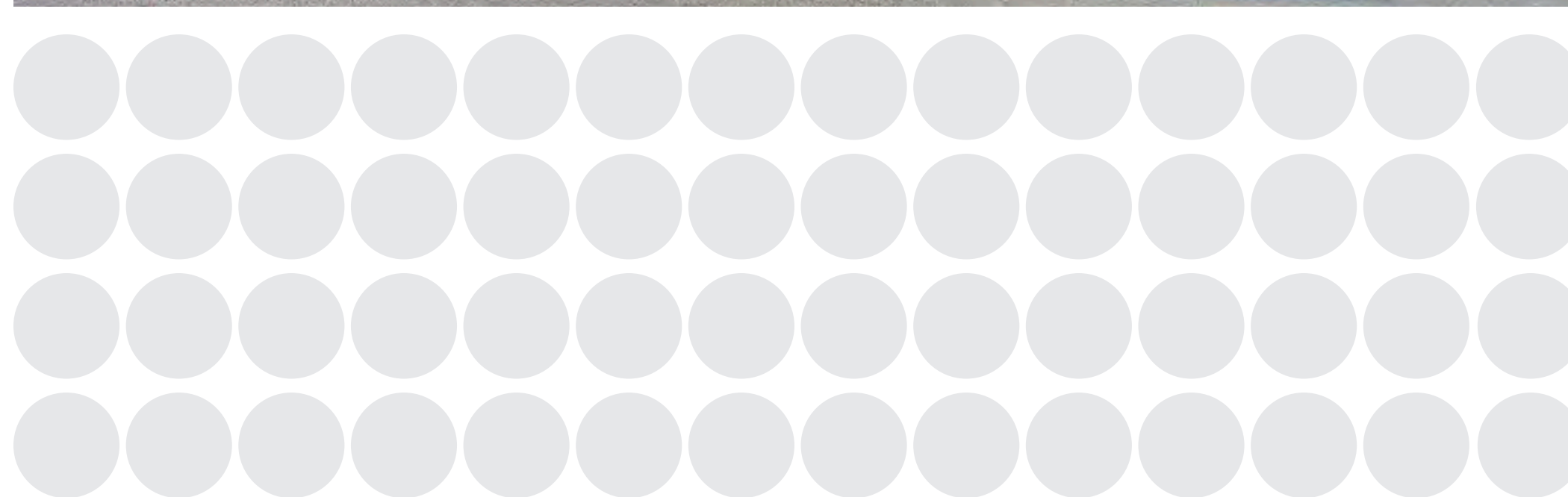
Funk Zone | Santa Barbara, CA



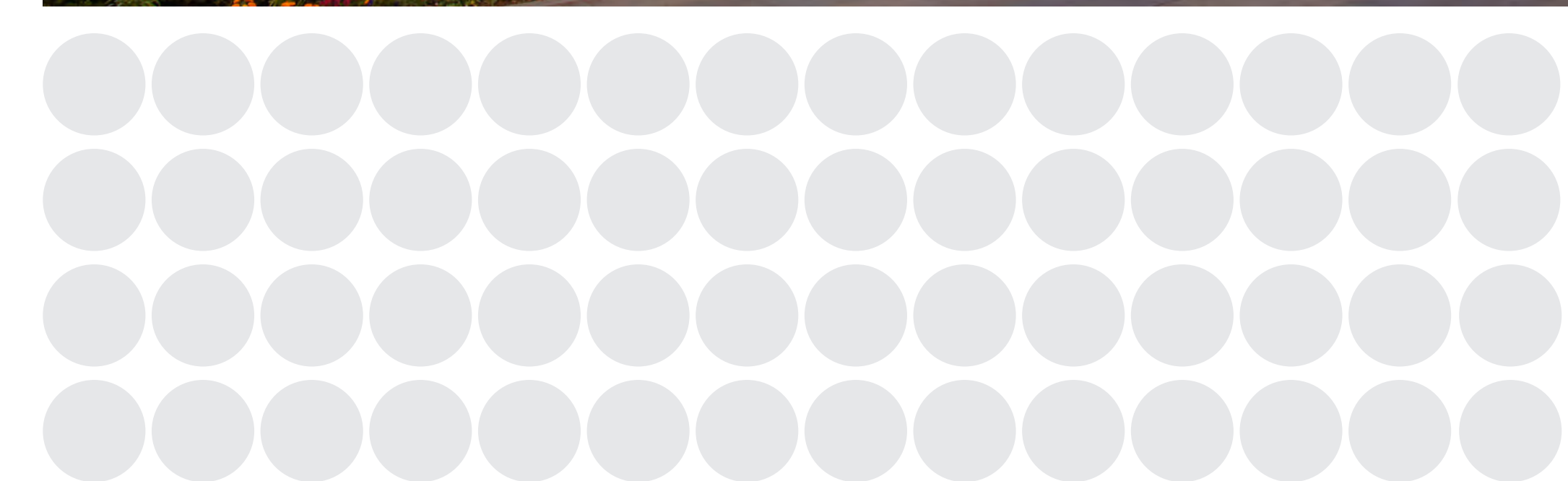
Fox Point Farms | Encinitas, CA



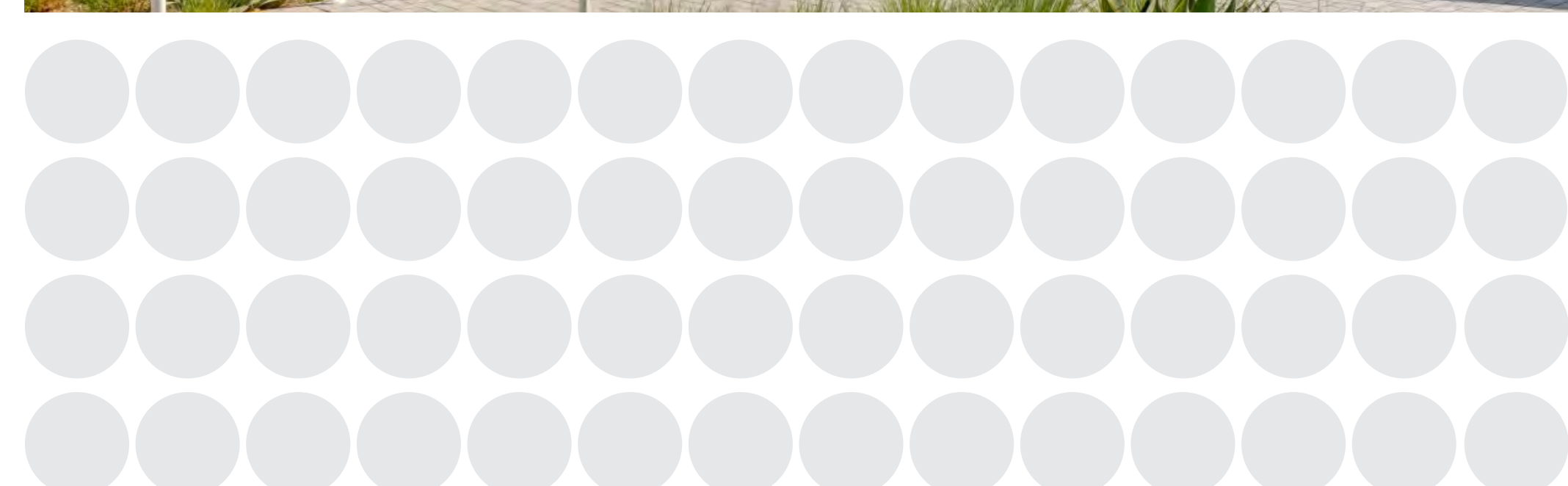
Playa Vista | Los Angeles, CA



Santana Row | San Jose, CA



One Paseo | La Jolla, CA



Pearl District | Portland, OR



Arts District | Los Angeles, CA



District Vision

Opportunities & Challenges



1. What elements do you think are most needed in the Plan Area?

Pick your *top two* categories:

More Housing

Usable Open Spaces

Create Entertainment Venues

Sustainable Design

Walkable and “Bike-able”
Neighborhood with Different
Uses

Restaurants and Dining
Options

2. Opportunities and Challenges

Write your comments on a sticky note and place it under each question.

What opportunities do you see for the Creek District?

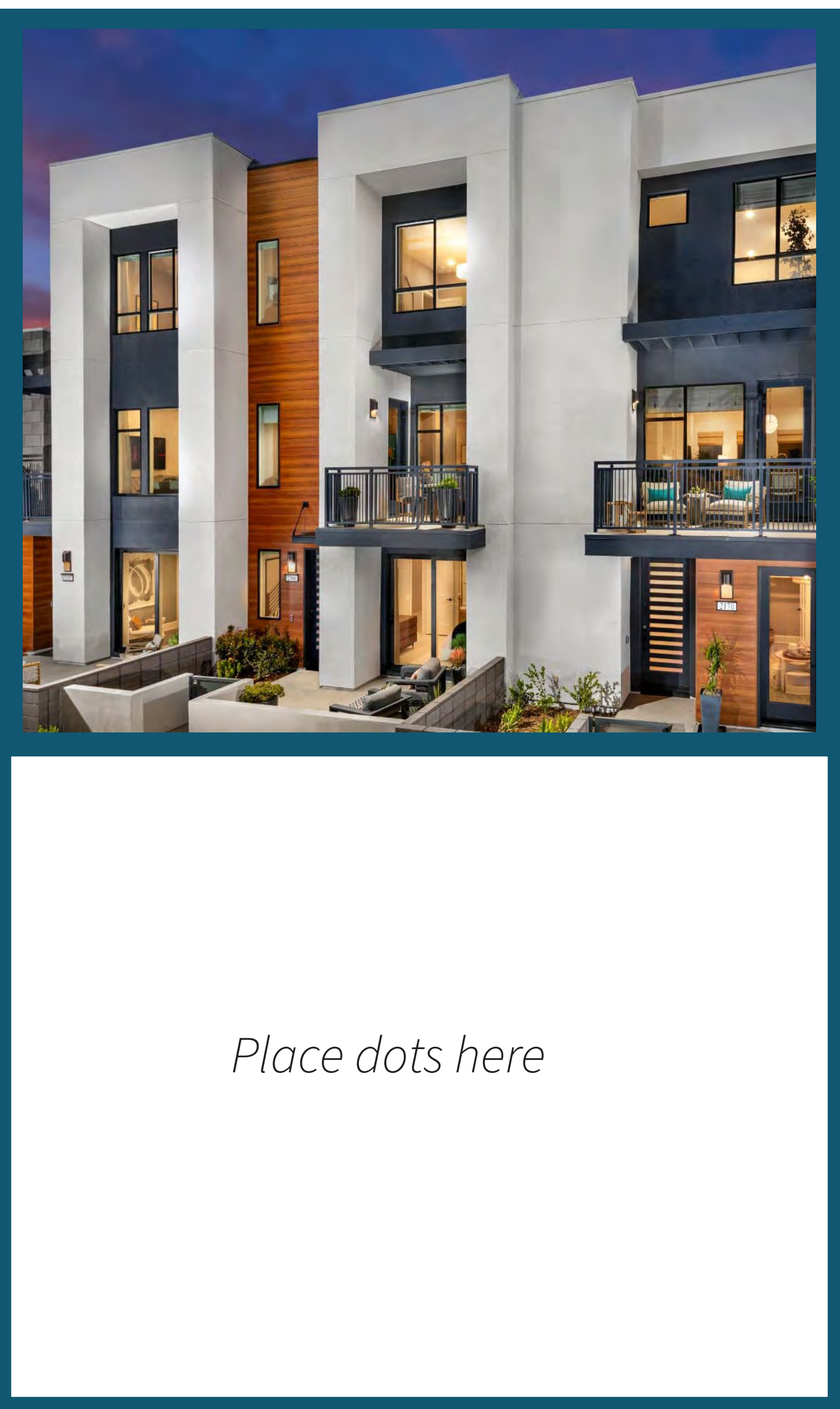
What challenges do you see in the Creek District?

Land Use

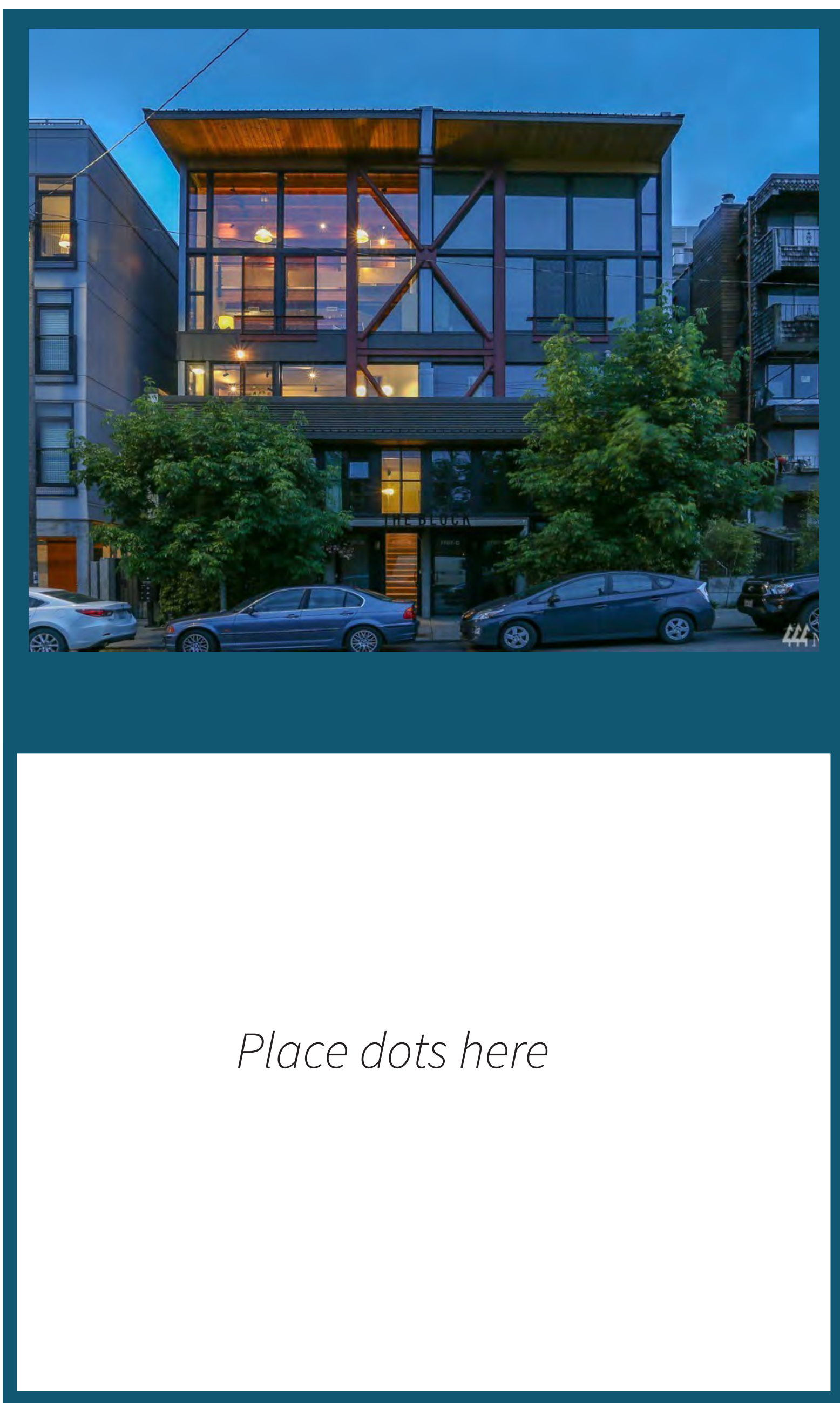
Buildings

1. What type of housing do you envision for the Creek Plan Update?

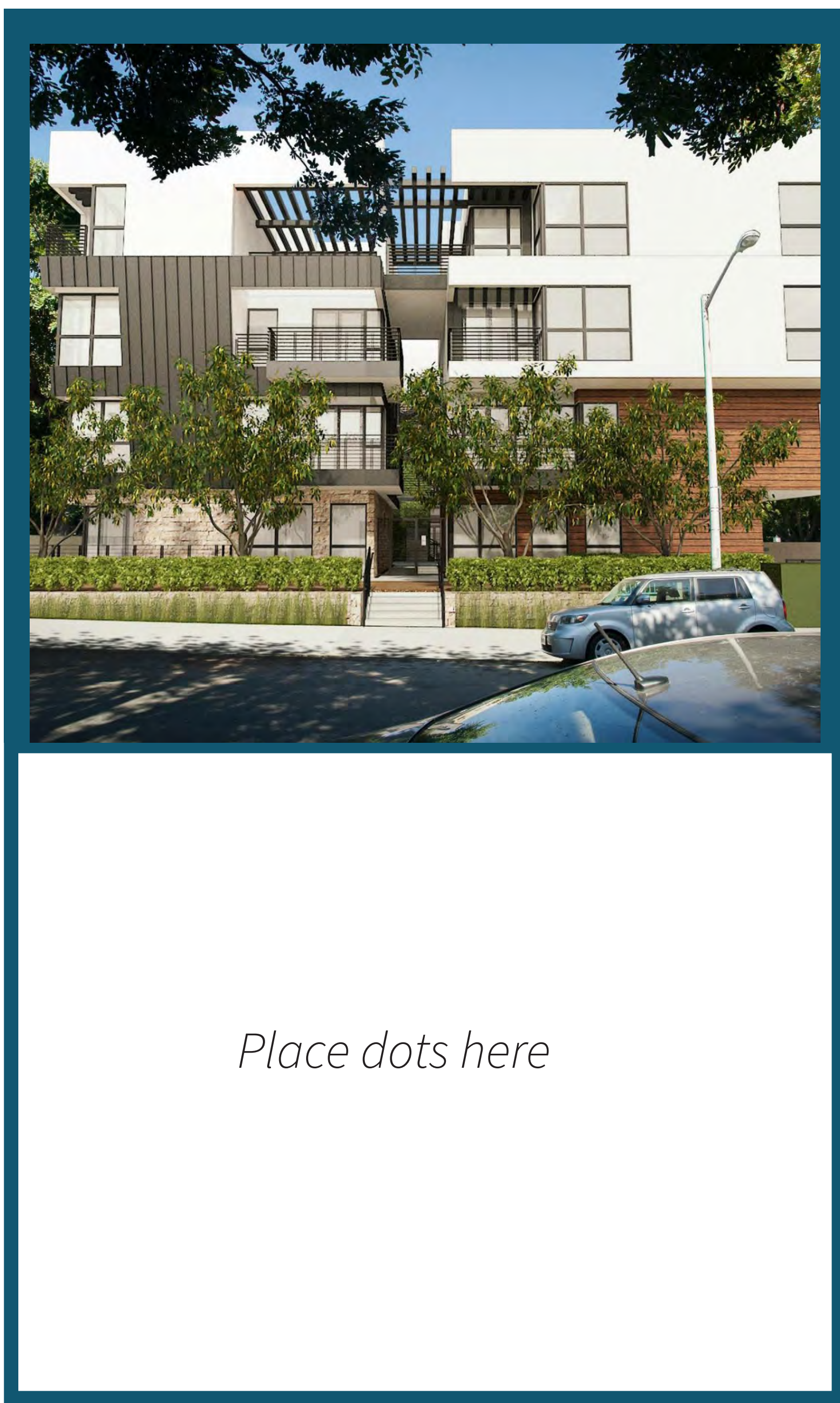
Townhomes



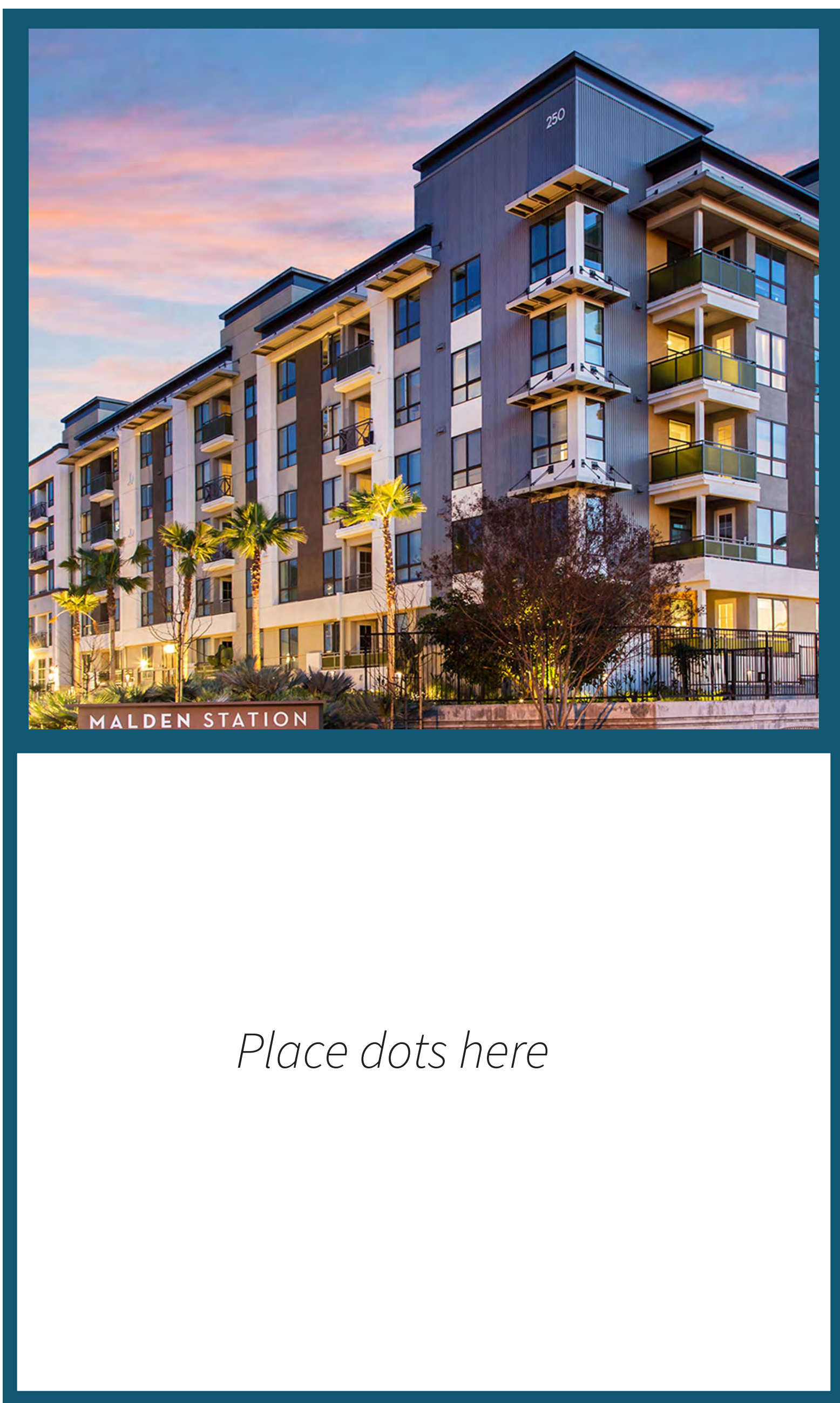
Stacked Flats



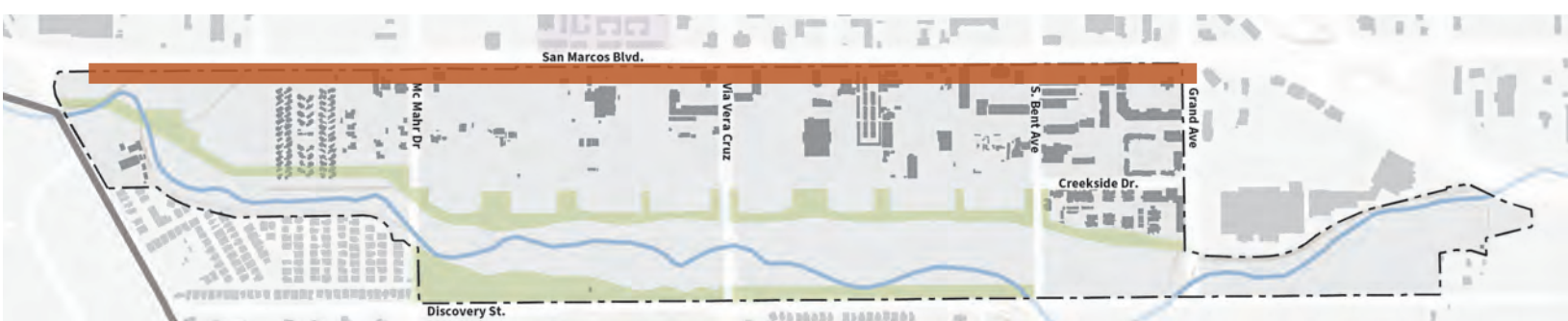
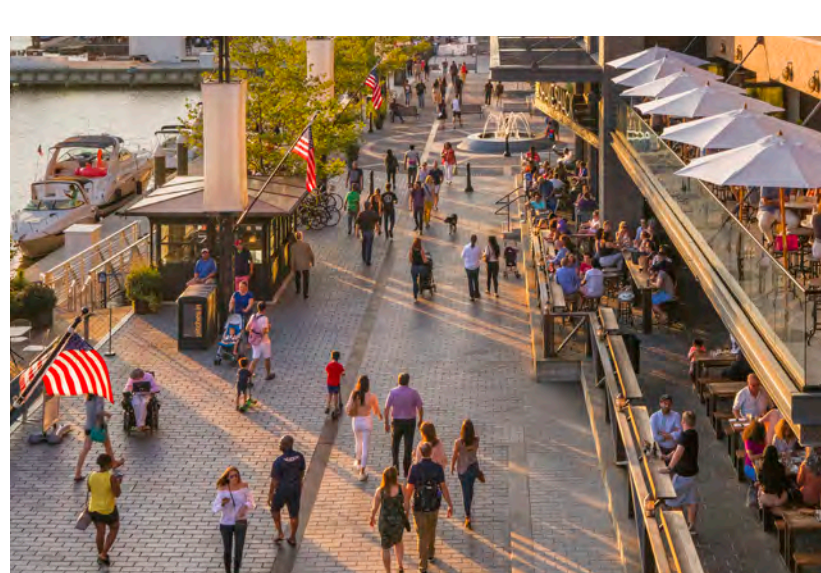
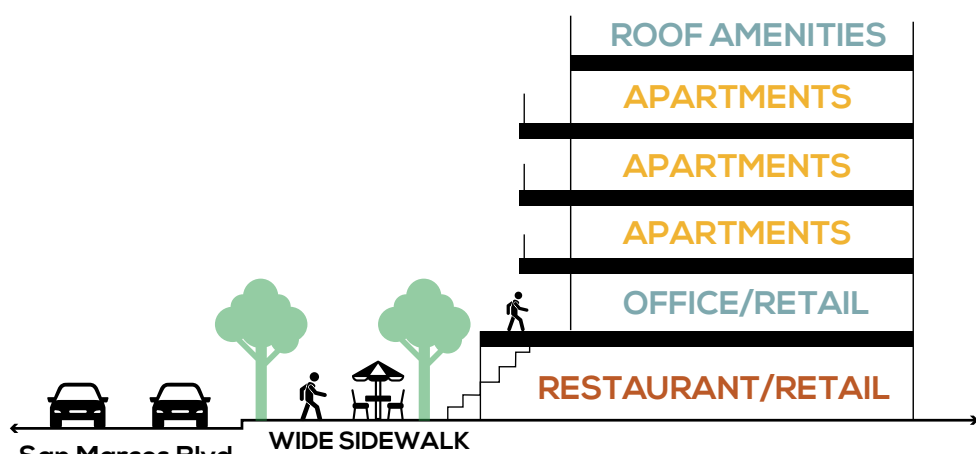
Apartments and Condominiums



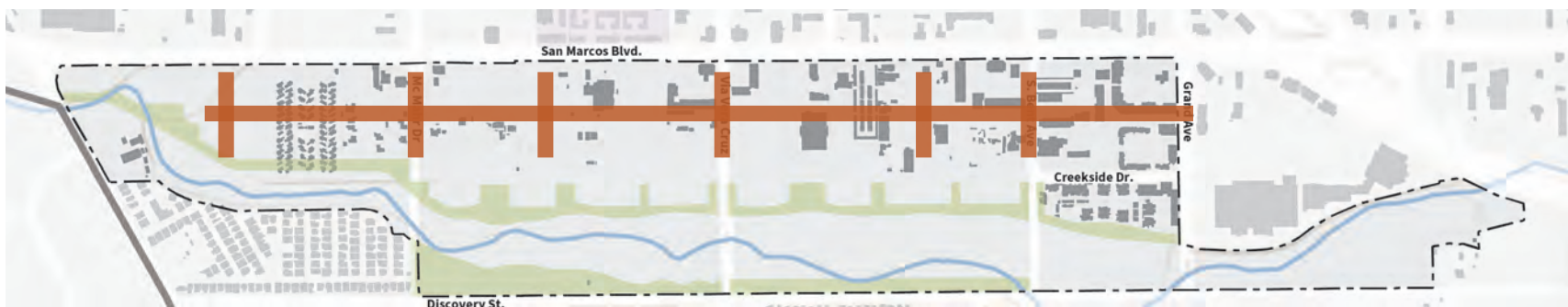
Mixed-Use Buildings



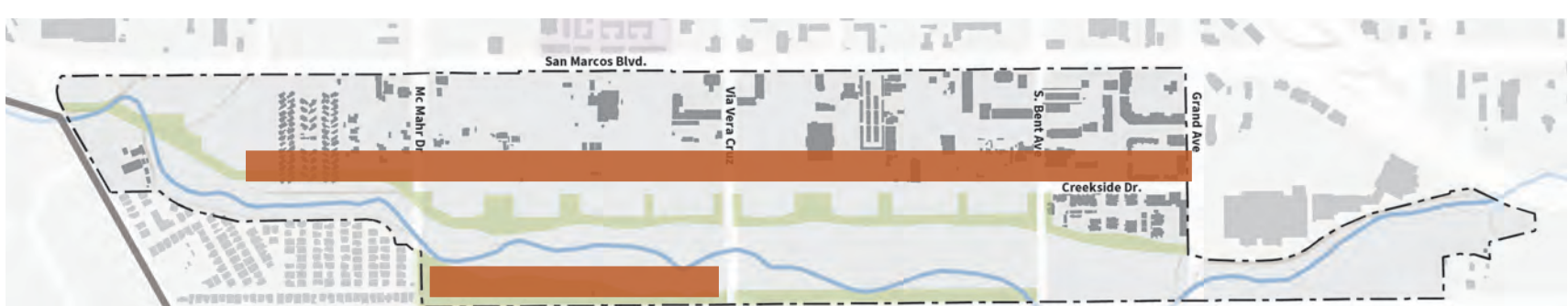
2. Which location and approach below do you prefer for retail/restaurants?



Along San Marcos Boulevard



Interior Streets (Existing or New)



Along San Marcos Creek



3. What style of architecture do you like?



Historic

Mix of Styles and Adaptive Reuse

Modern

Additional Thoughts/Feedback

Open Space

Typologies and Elements

1. What type of open spaces would you like to see in the Specific Plan area?

Place a dot along the scale to indicate which type of development and scale you prefer.



Passive/Natural



Mix of Natural/Active



Mix of Passive/Urban

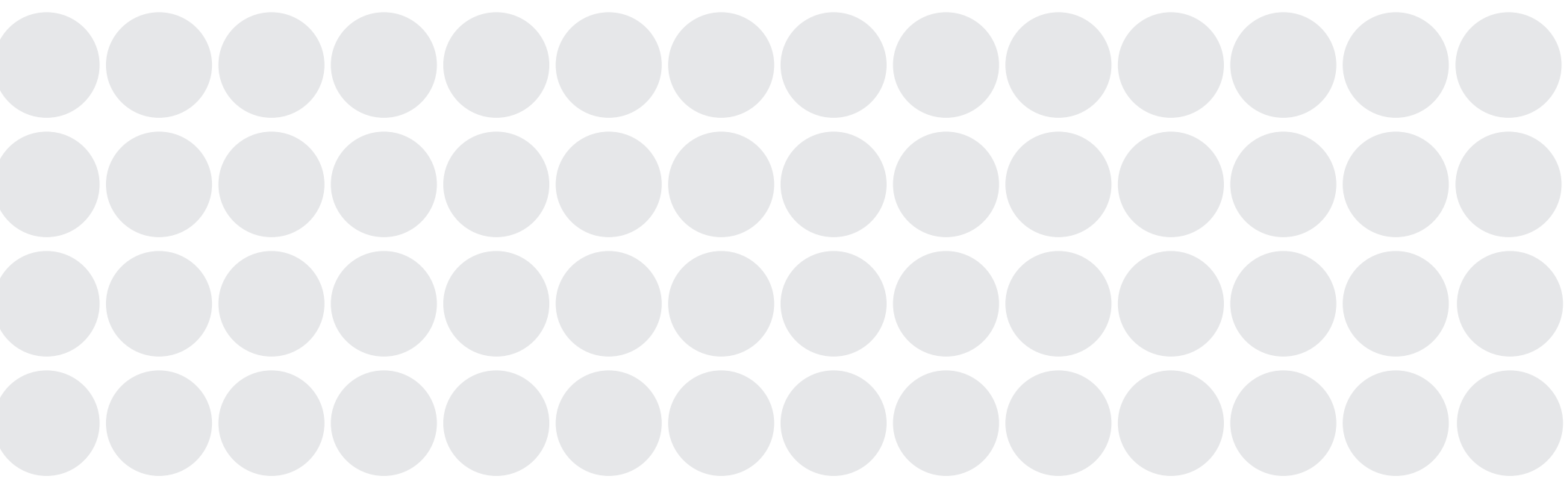


Active/Urban

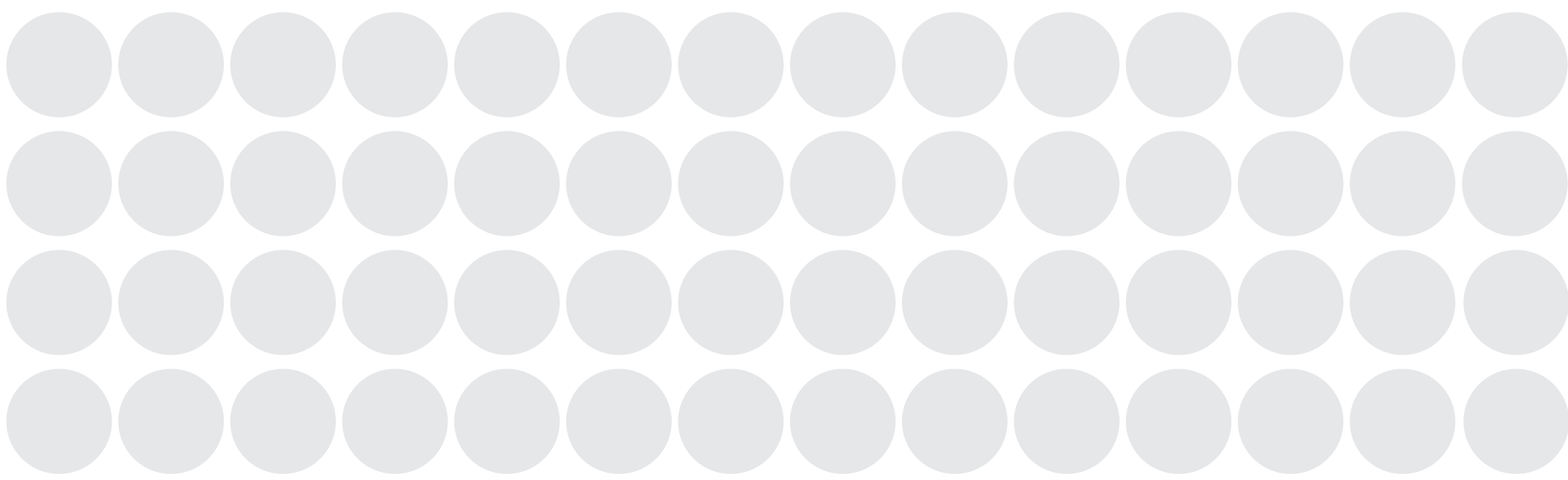


2. What open space elements would you like to see in the Creek District?

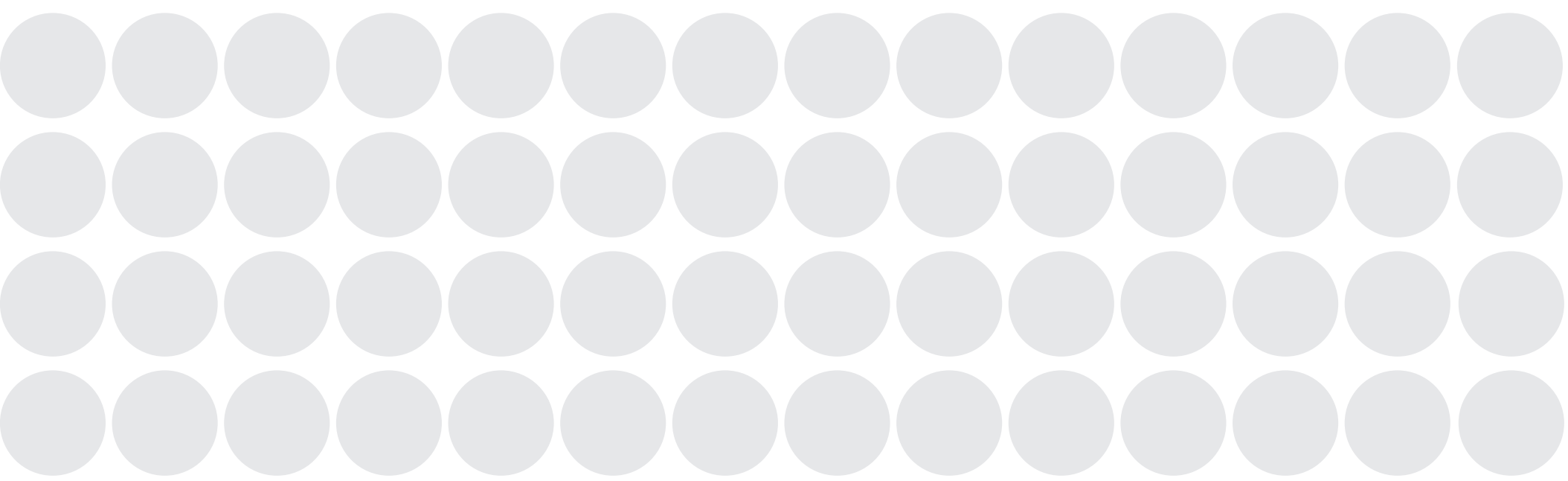
Urban Plazas



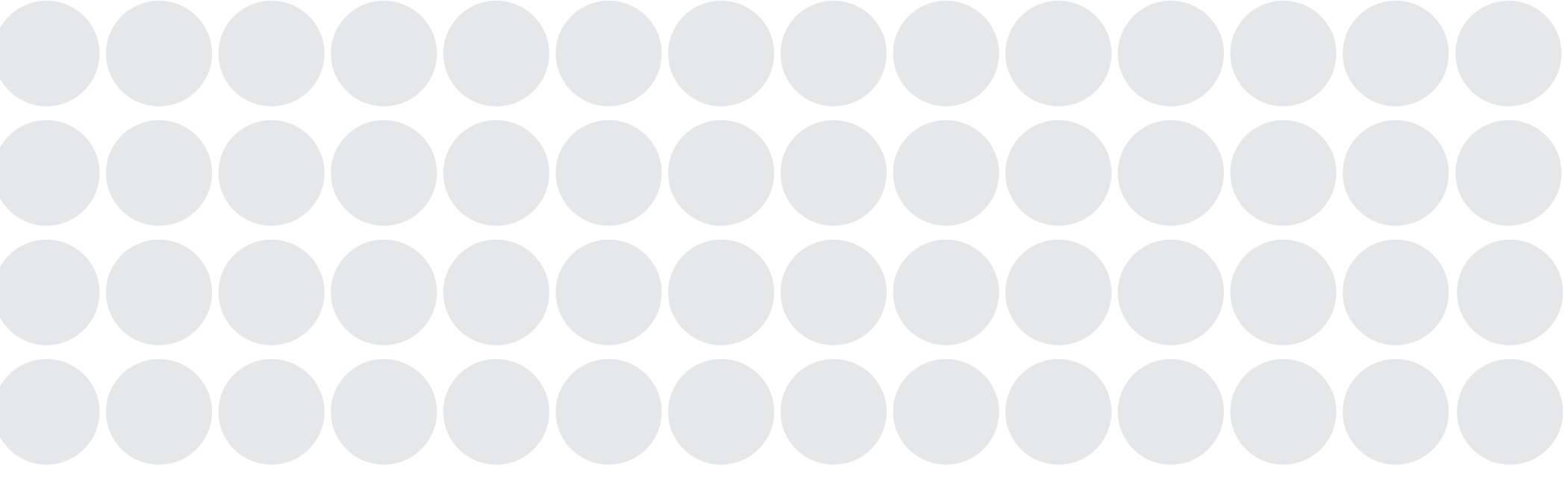
Water Features (Stormwater Capture)



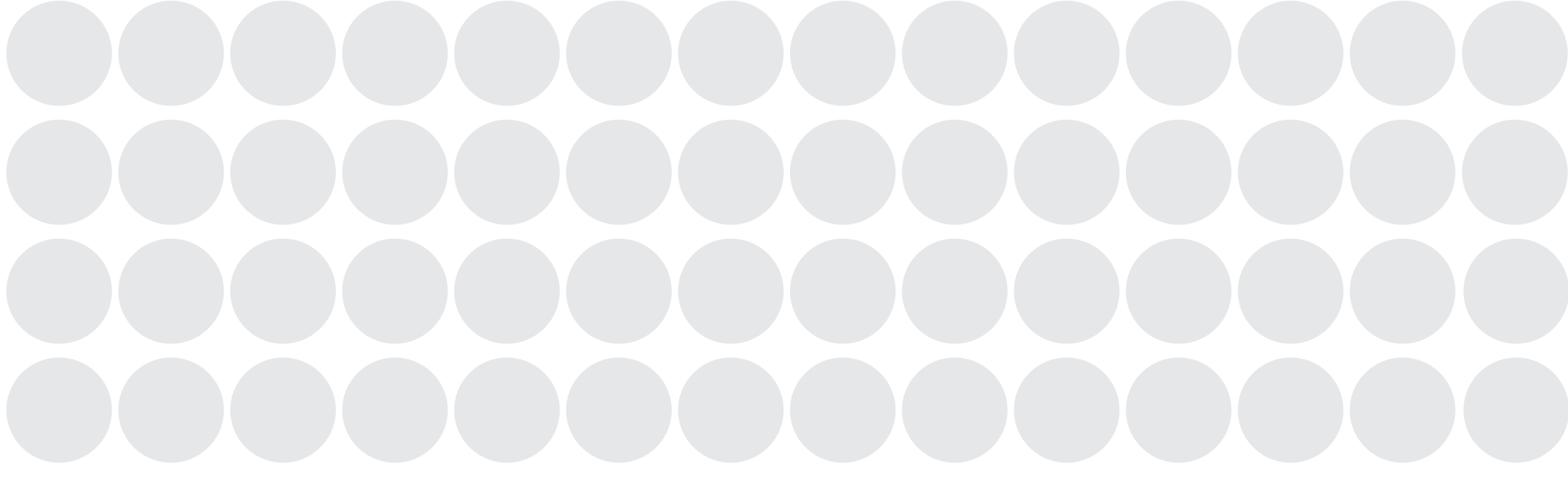
Group Seating Areas / Terraced Seating



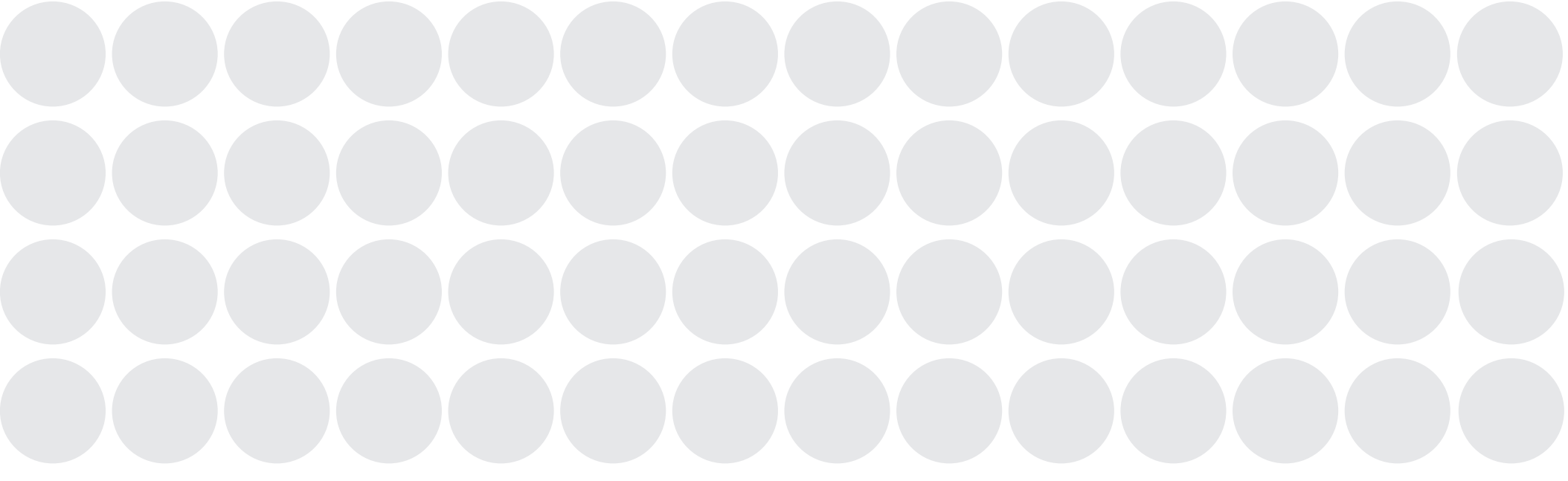
Active Greenway Trails



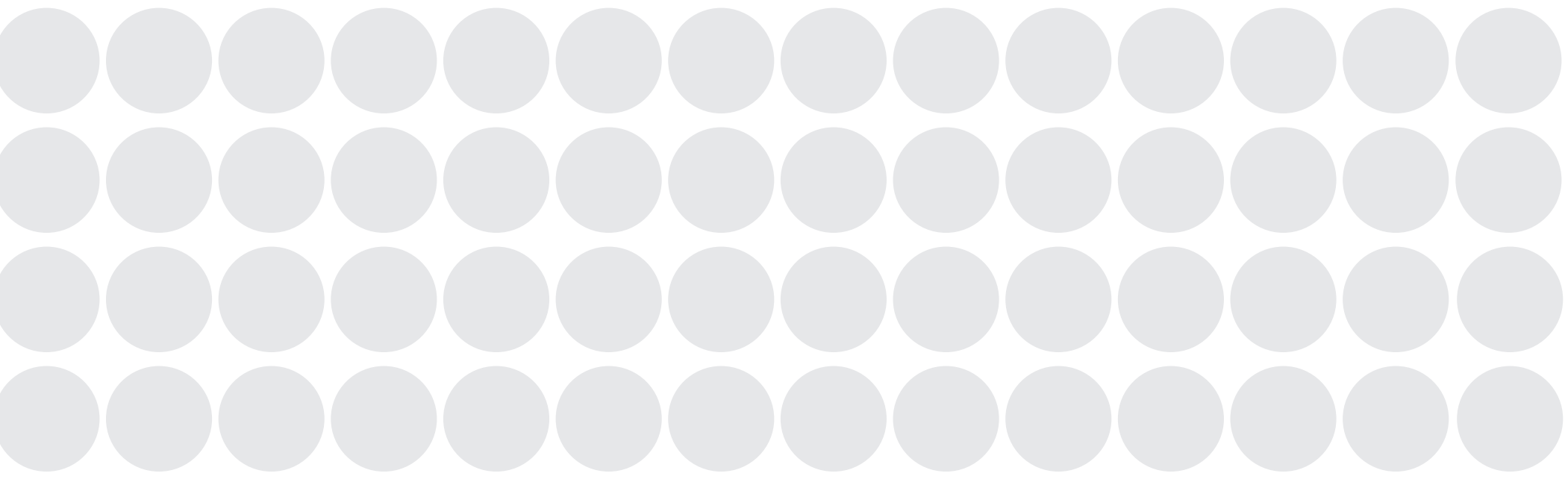
Urban Play Elements and Small Playgrounds



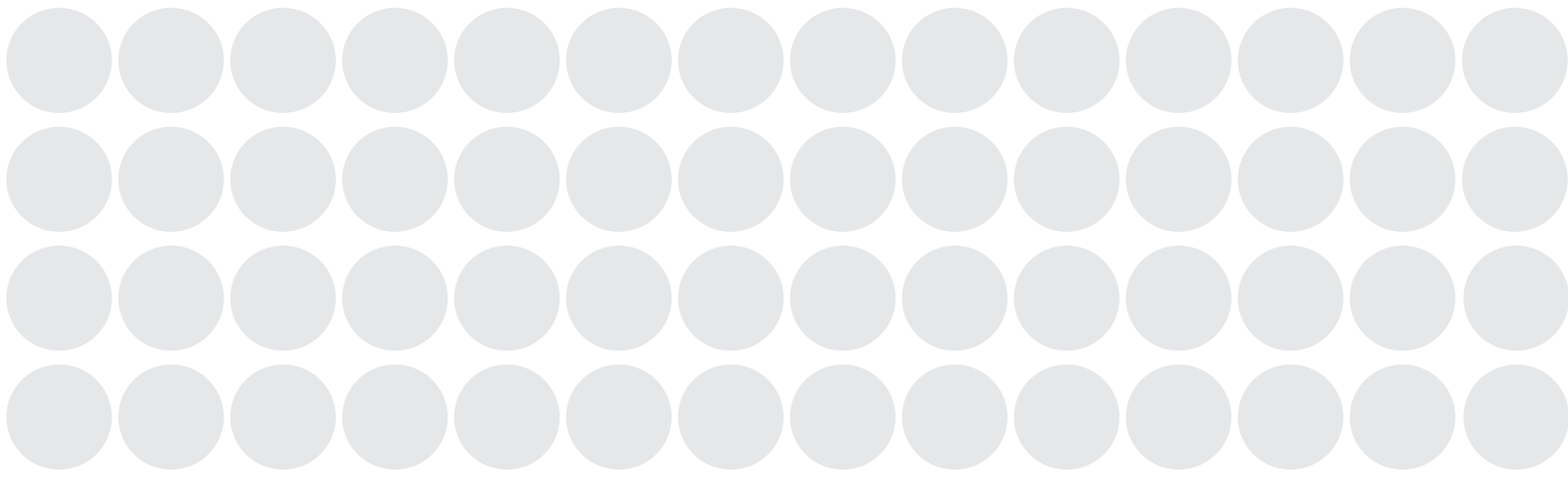
Community Gardens



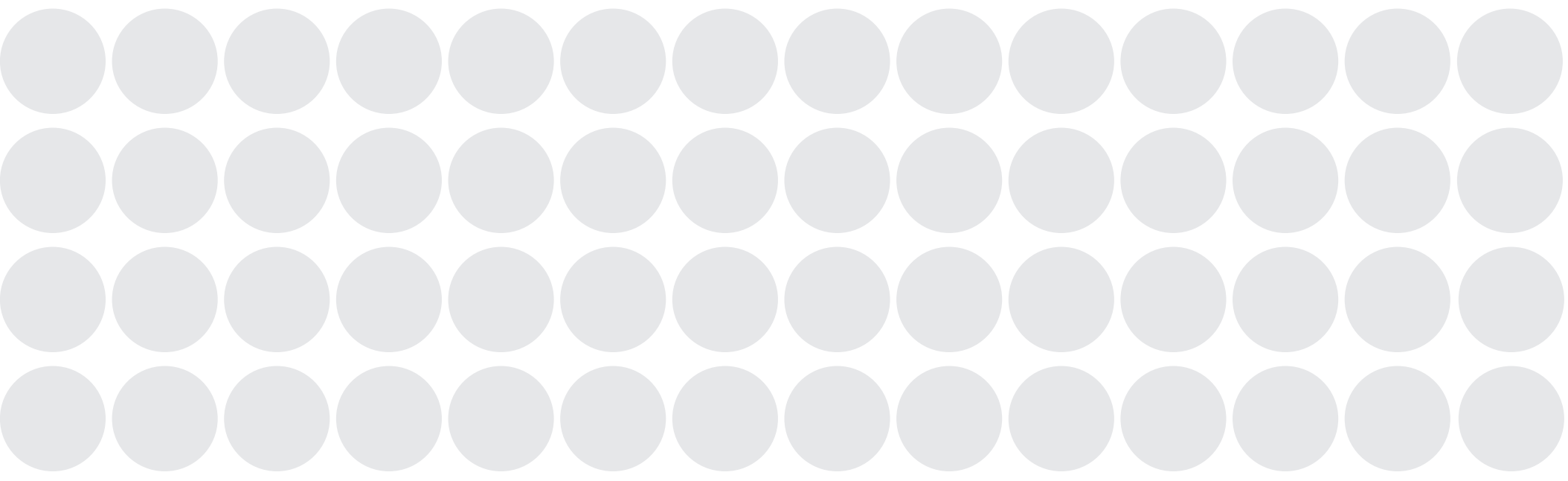
Interactive Public Art



Habitat Restoration and Regeneration



Outdoor Dining



Streets, Parking, & Amenities



Our Neighborhood. Our Creek.

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1. What approach would you like to see for **new streets** in the district?

Separate walk/bike/drive with large landscape areas



Wide sidewalks with vibrant activities



Curbless streets flexible for cars and people



2. What approach do you most like for **parking**?

Park-once District with Parking Structures (Willing to walk around once in the District)



Reduced Parking Ratios (Will walk/bike/transit more into the District)



Prioritize Parking Convenience (Parking as close as possible to destination)

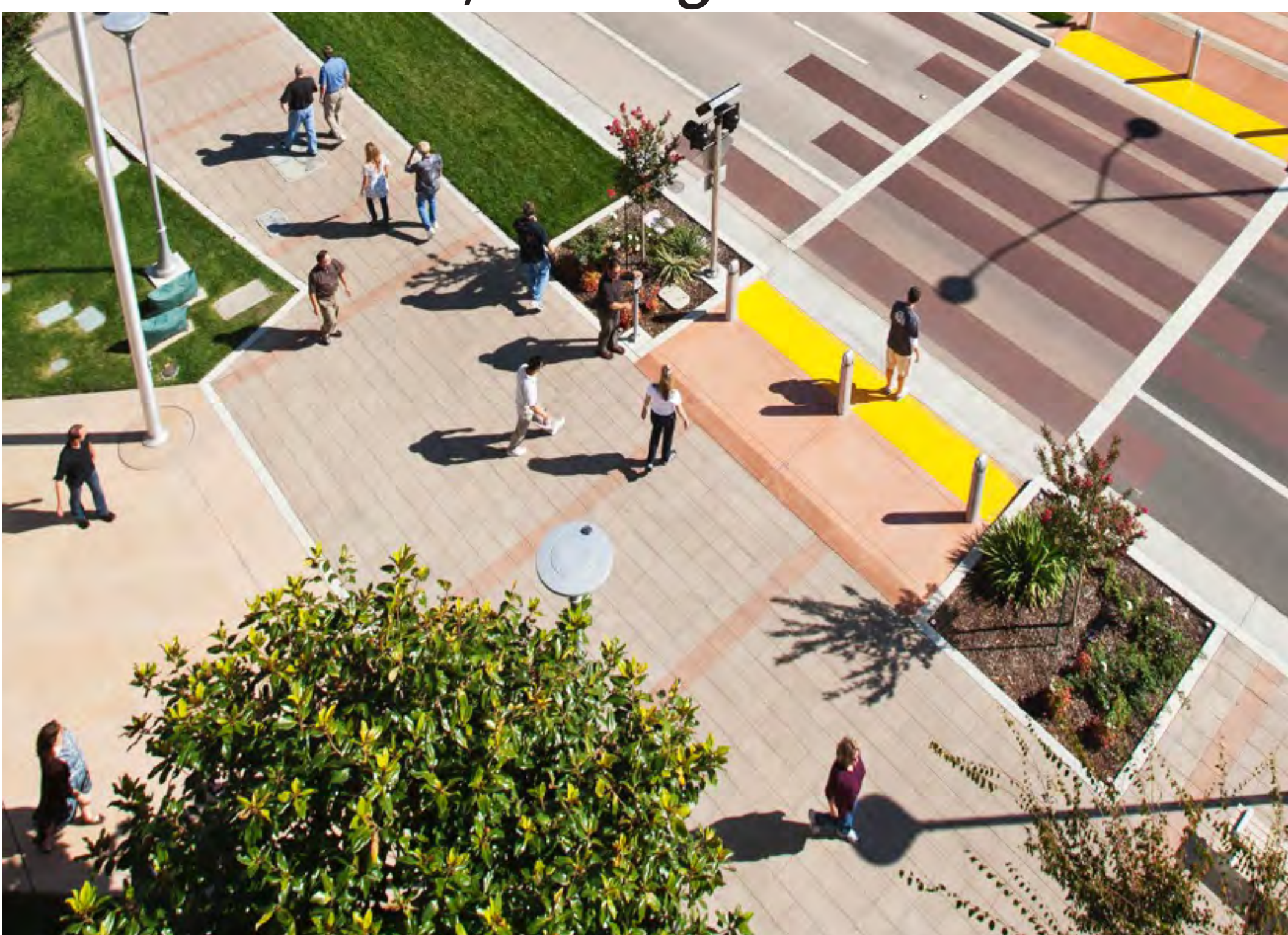


3. What would you like to see to reduce traffic around the District?

Circulator Shuttle



Wider Sidewalks/Walking Promenade



Protected Bicycle Facilities

