

Introduction

Creek Plan Update



Led by:
SAN MARCOS
Discover Life's Possibilities

Funding Support:
SANDAG

Technical Development:



Specific Plan Area



What is a Specific Plan?



Land Uses
The types, location, and distribution



Infrastructure
Transportation, sewer, water, and utilities



Development Standards
Requirements for new buildings



Implementation
Financing, funding, and phasing

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:

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:

2007	2008-2009	2012	2014-2020	2020-2022	2025
Adoption of Specific Plan	Global Financial Crisis	Ending of CA Redevelopment Agencies	Buildout of CSUSM Specific Plan Area as the Downtown of San Marcos	COVID-19 Pandemic	

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:



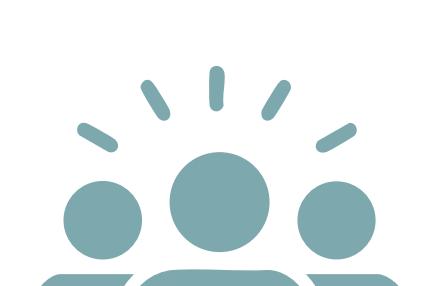
Flexible standards for New Building Design and Land Uses



Increase Open Space & Environmental Sustainability



Safe Street Network & Connections



Support Community Needs

What Does the New Specific Plan Address?

Timeline

Creek Plan Update

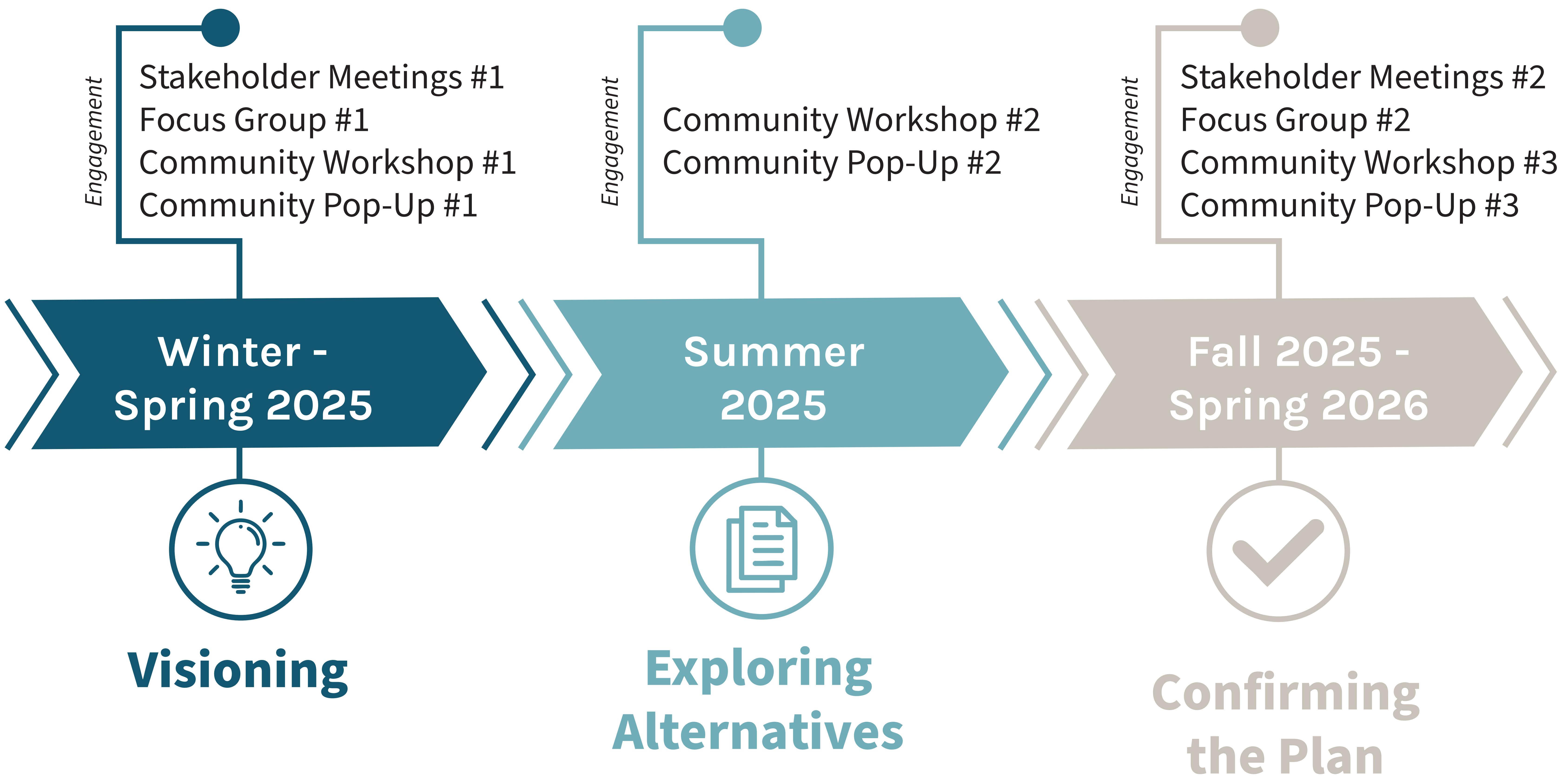


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Project Timeline



Engagement Process

Come back as you leave 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?

Community Make-Up

Creek Plan Update



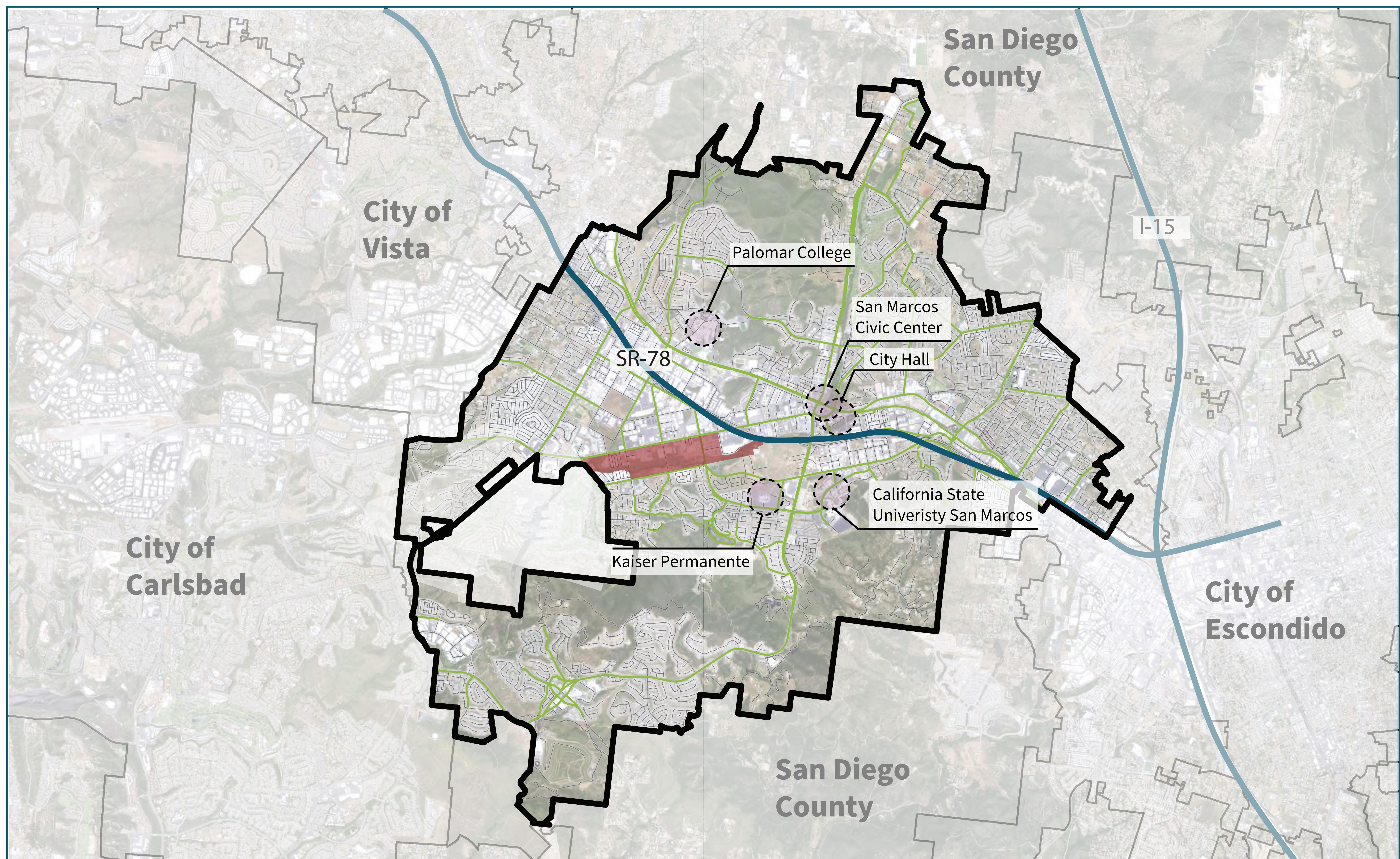
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1. Where do you Live or Work?

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



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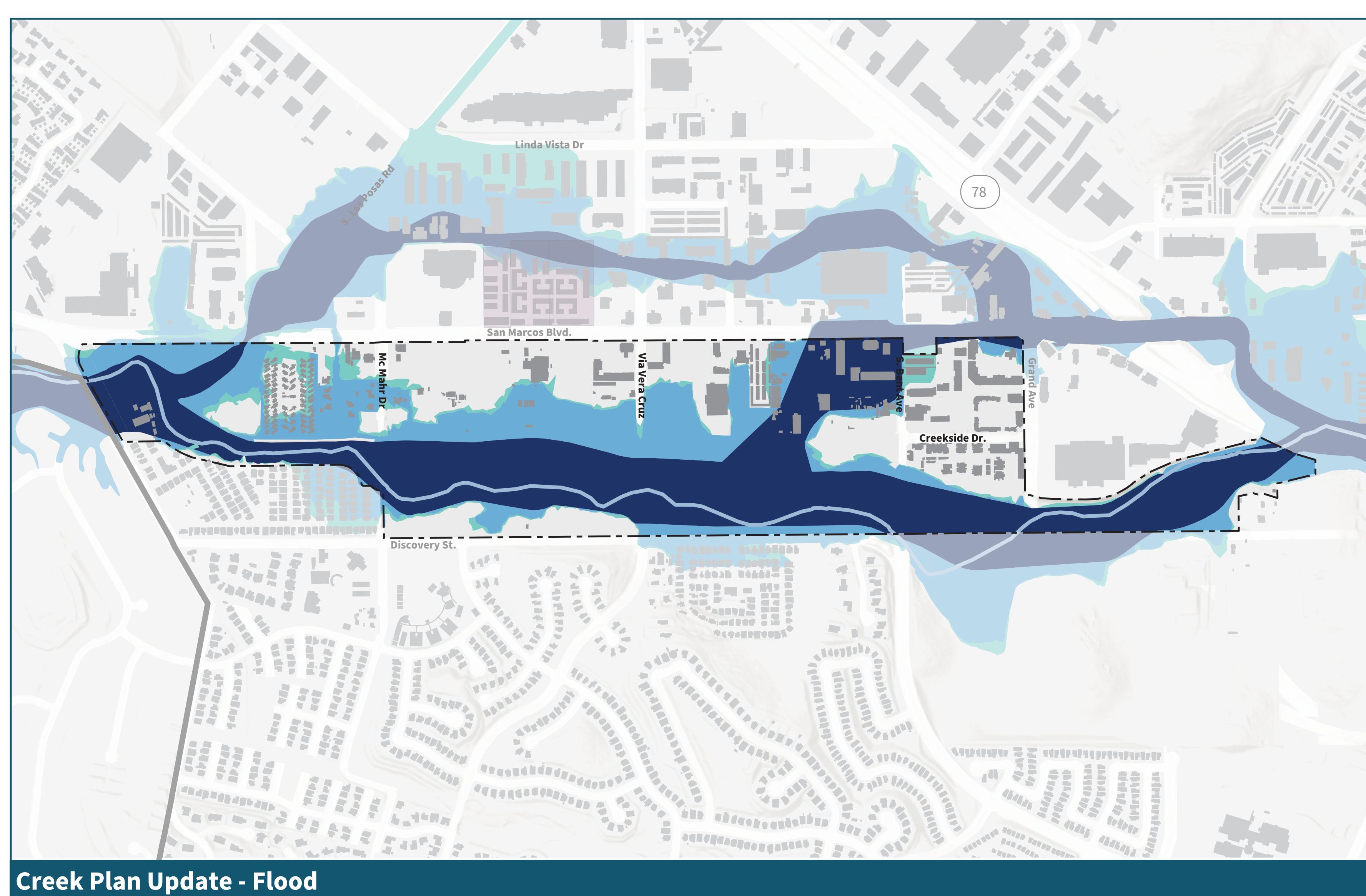
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Flooding



Basemap
— City Boundary
- - Creek Plan Update Boundary
— Creek
Building Outline
Under construction

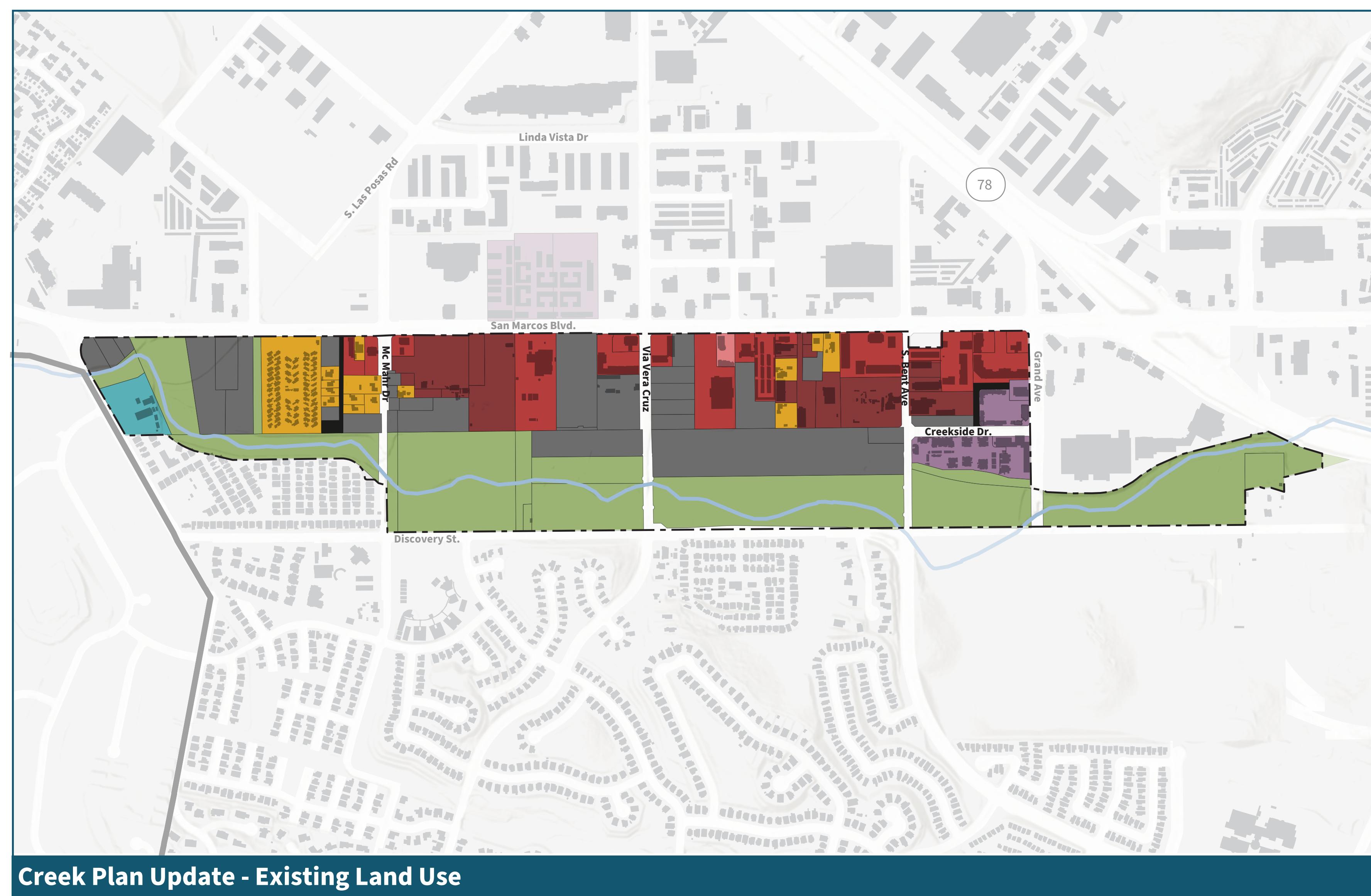
Flood
100-year Floodway
100-year Floodplain
500-year Floodplain

- 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

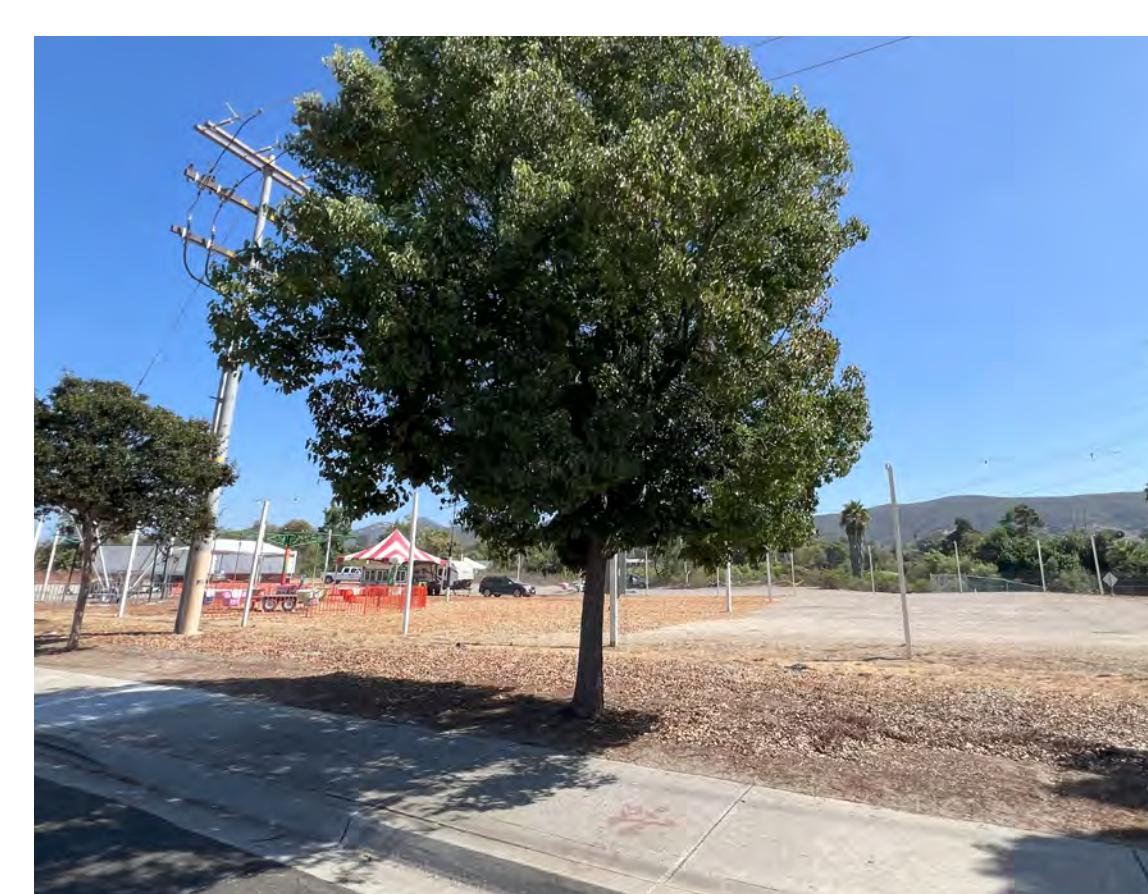
Current Land Use



Basemap
— City Boundary
- - Creek Plan Update Boundary
— Creek
Building Outline
Under construction

Existing Land Use
Residential
Commercial Industrial
Commercial Office
Mixed-Use
Vacant
Open Space
Public/Quasi-Public
Right-of-Way

- 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



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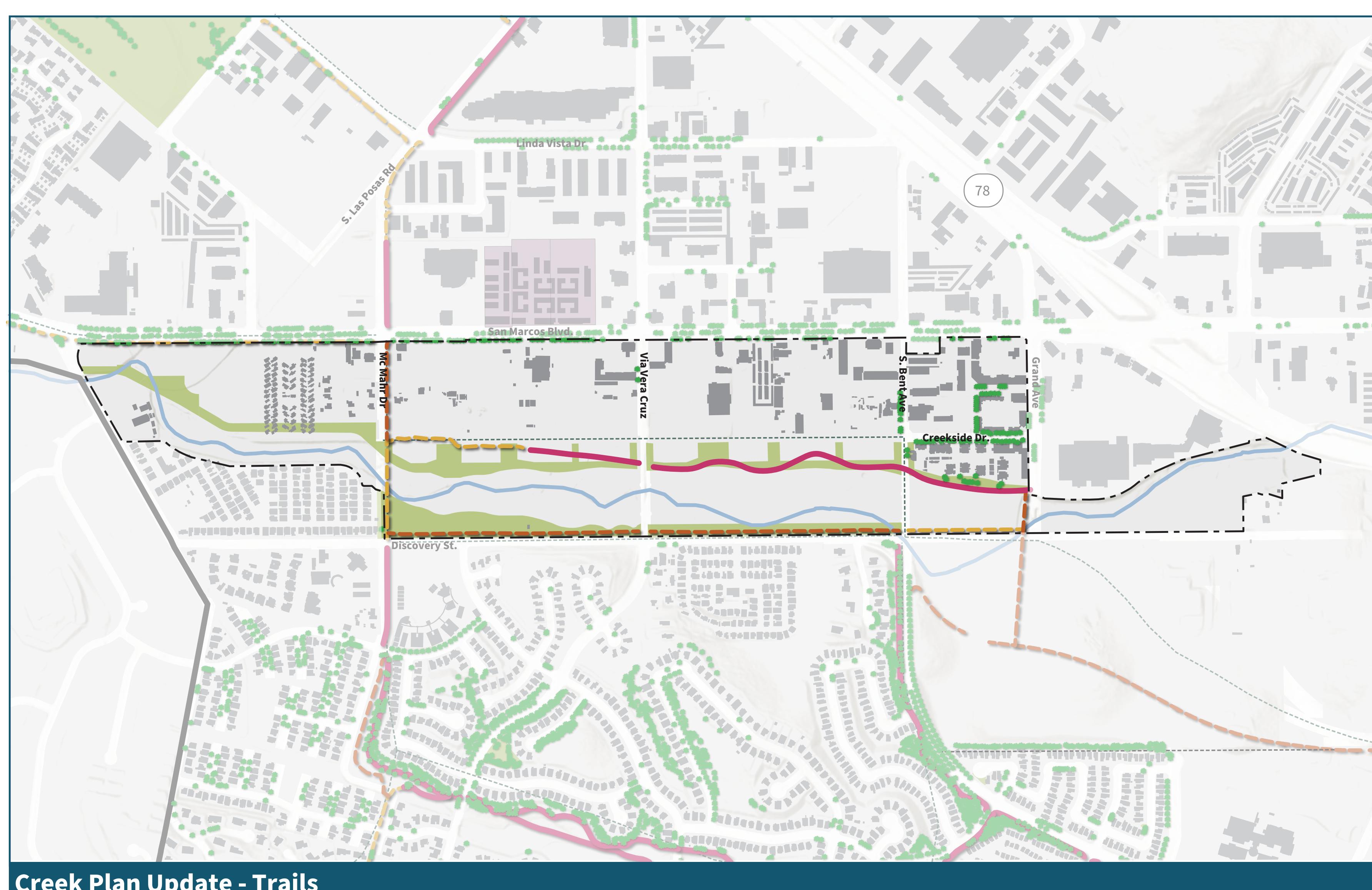
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Trails



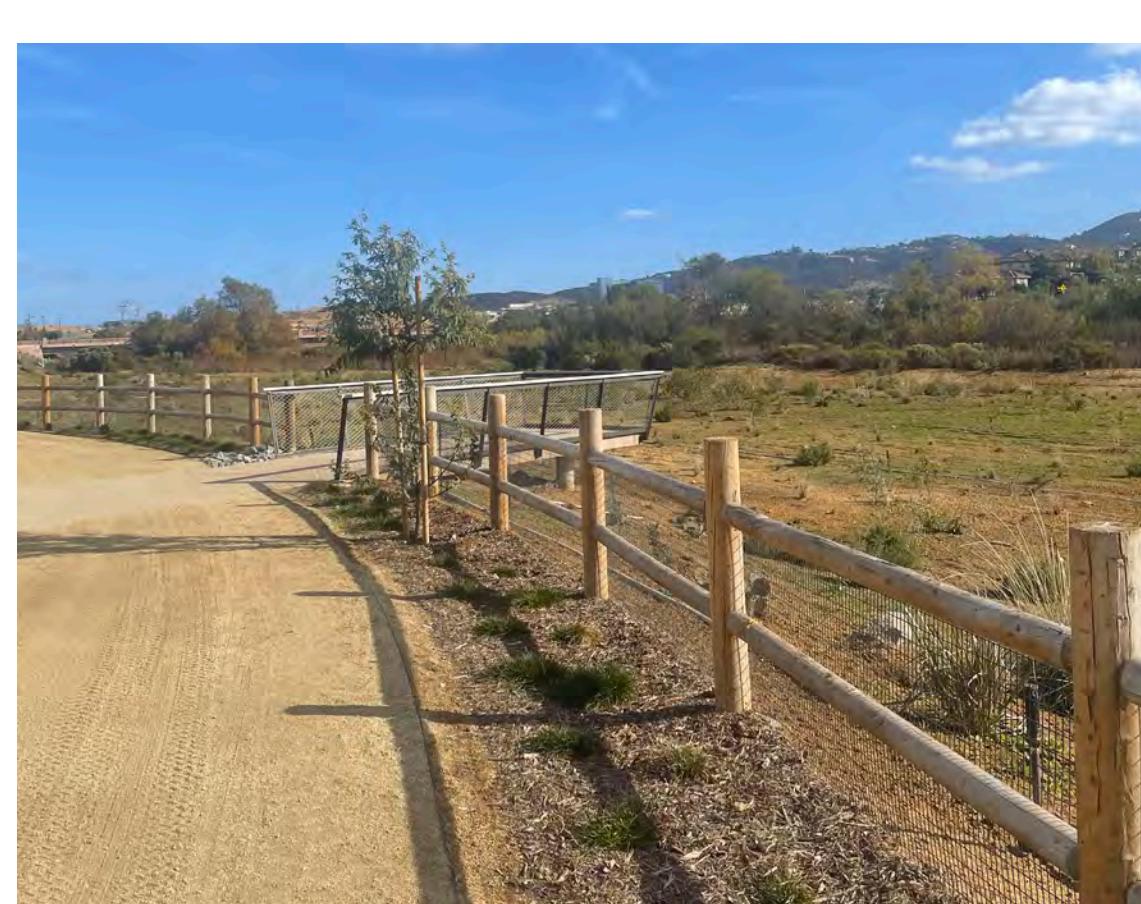
Basemap

— City Boundary
- - - Creek Plan Update Boundary
— Creek

Trails

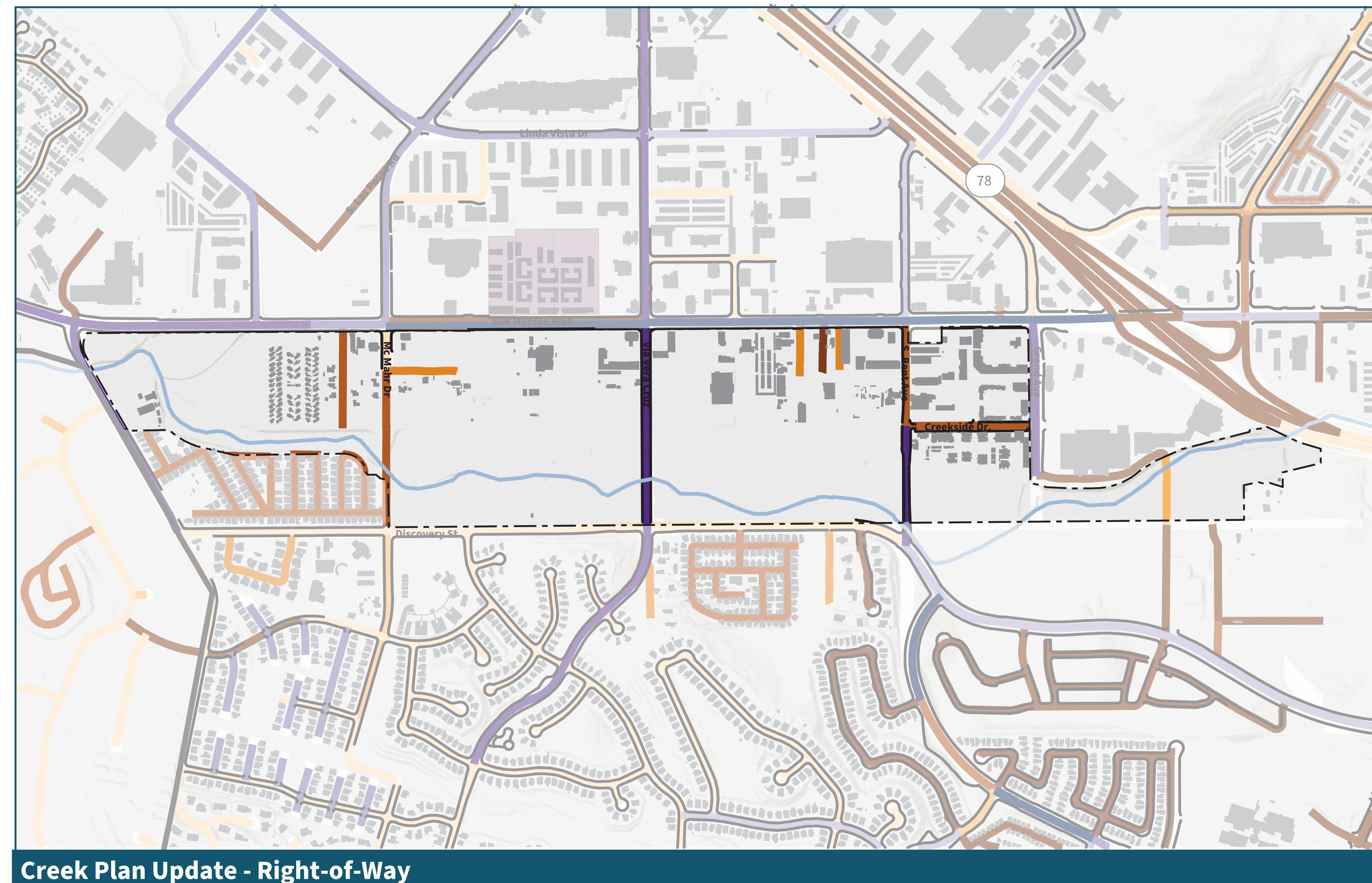
— Existing
— Under construction
— Future - On Development Plans
— Future - Not on Development Plans
— Unconstructed - Community Requested
— Unconstructed - Planned 1991
— Trees

- 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



Creek Plan Update - Right-of-Way

Basemap

— City Boundary
- - - Creek Plan Update Boundary
— Creek

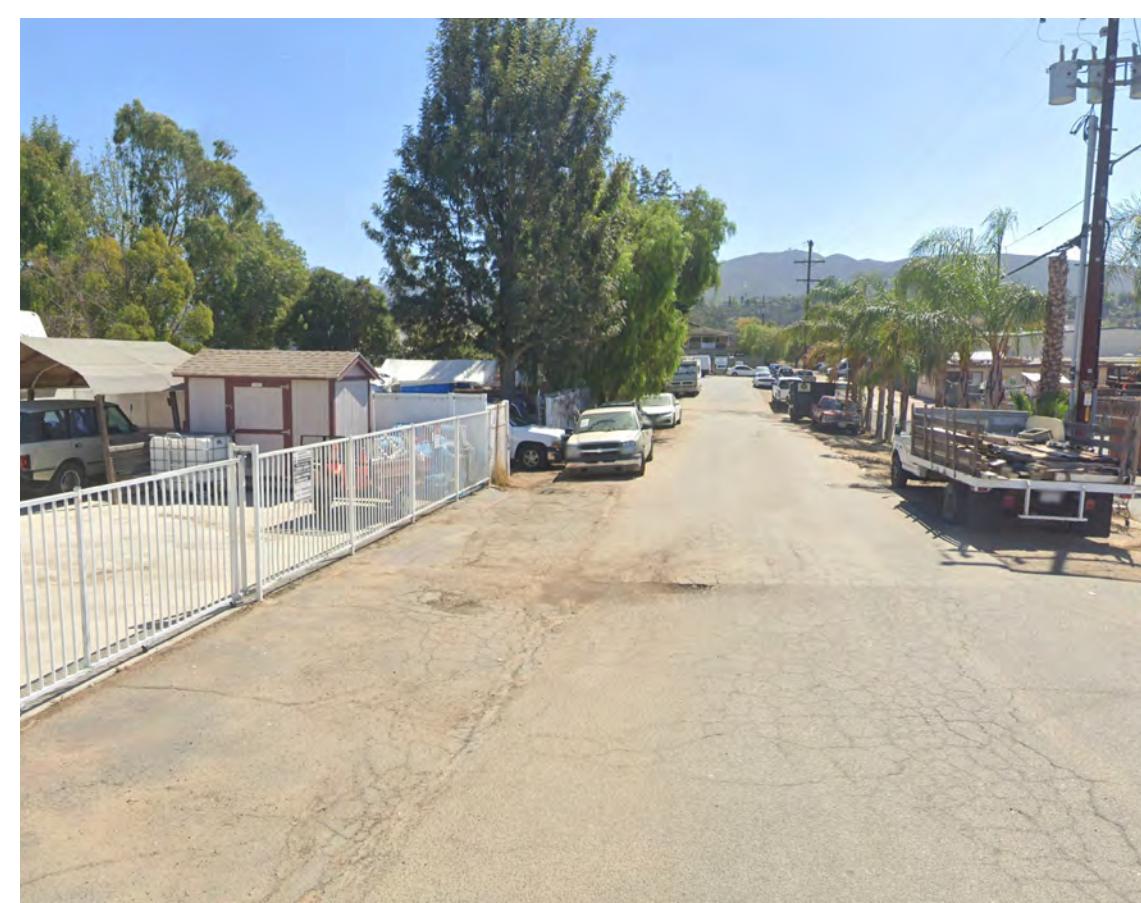
Right-of-Way

Road Width (ft)
0 - 10 41 - 50 71 - 80
21 - 30 51 - 60 81 - 90
31 - 40 61 - 70 101 - 110

Sidewalks

— Sidewalk present

- 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



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

More Housing

Usable Open Spaces

Pick your top two categories:

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



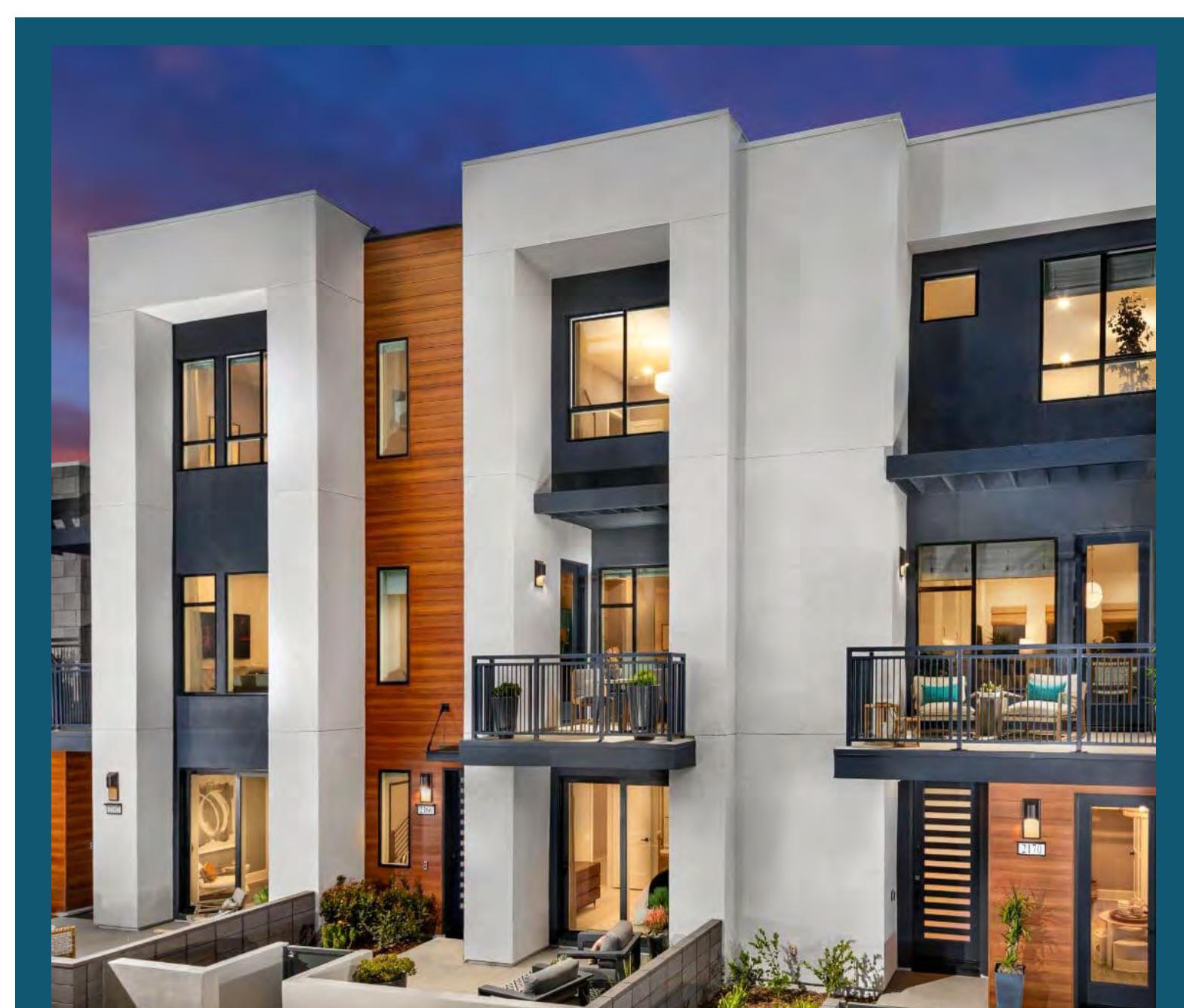
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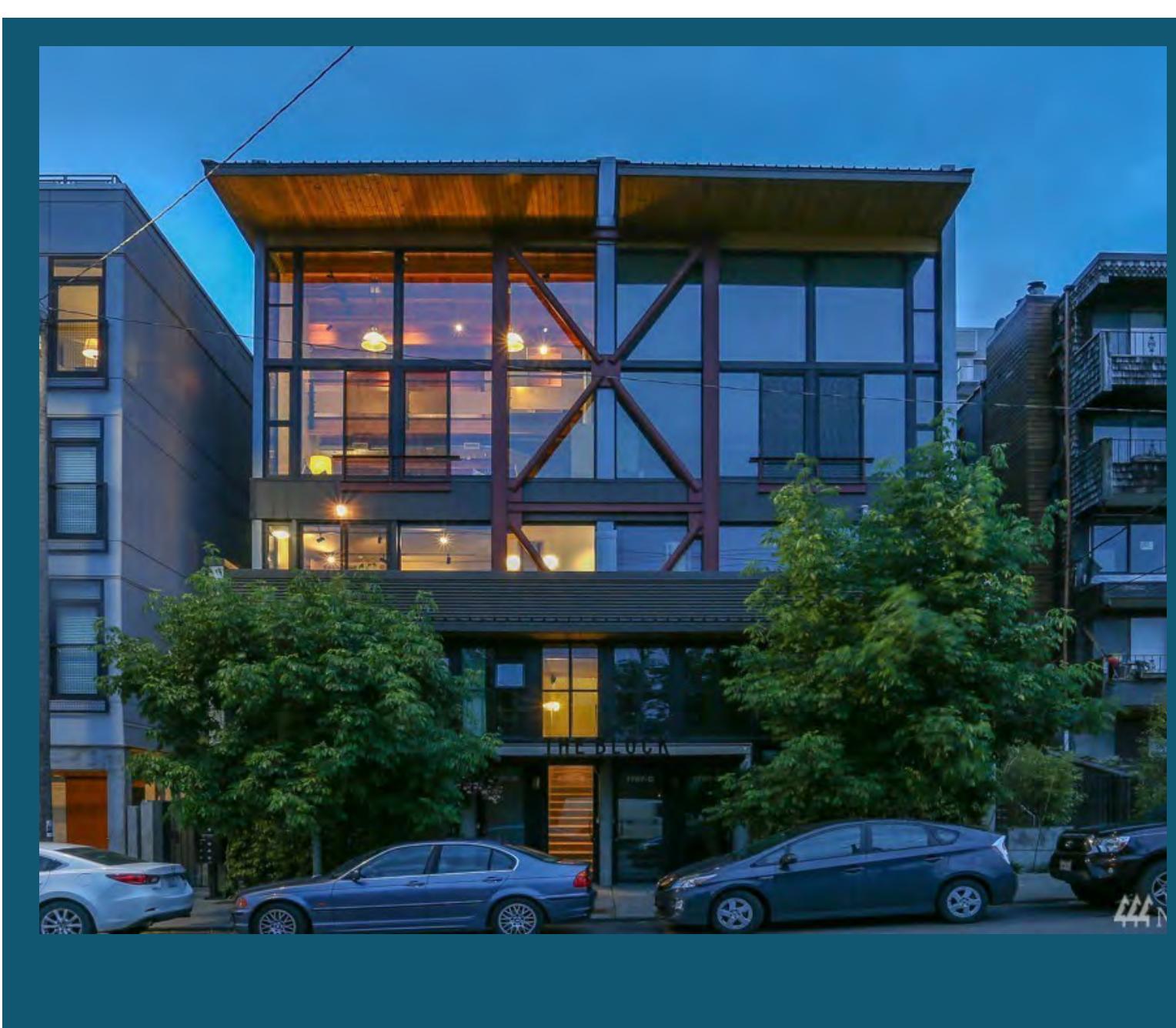
1. What type of housing do you envision for the Creek Plan Update?

Townhomes



Place dots here

Stacked Flats



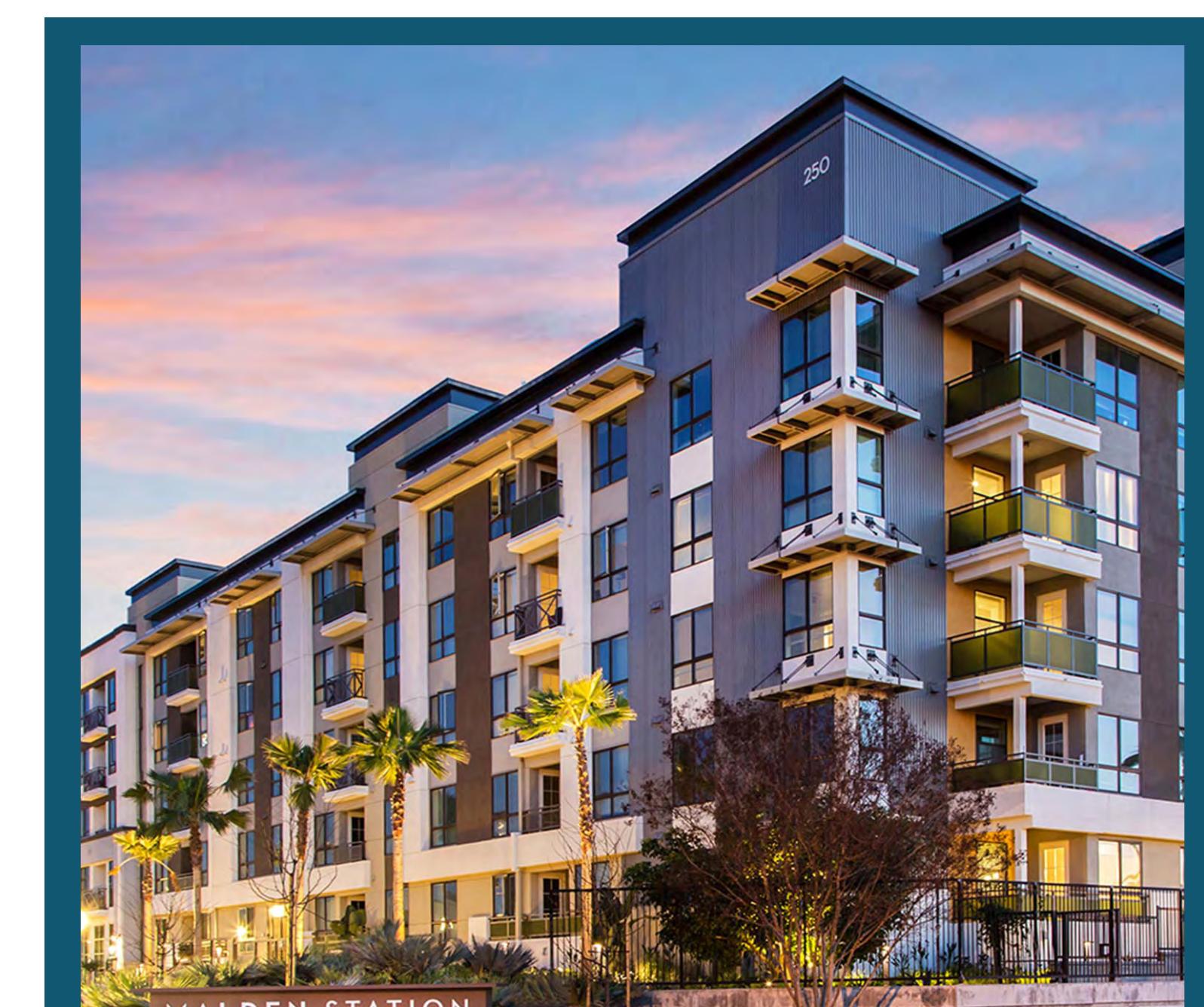
Place dots here

Apartments and
Condominiums



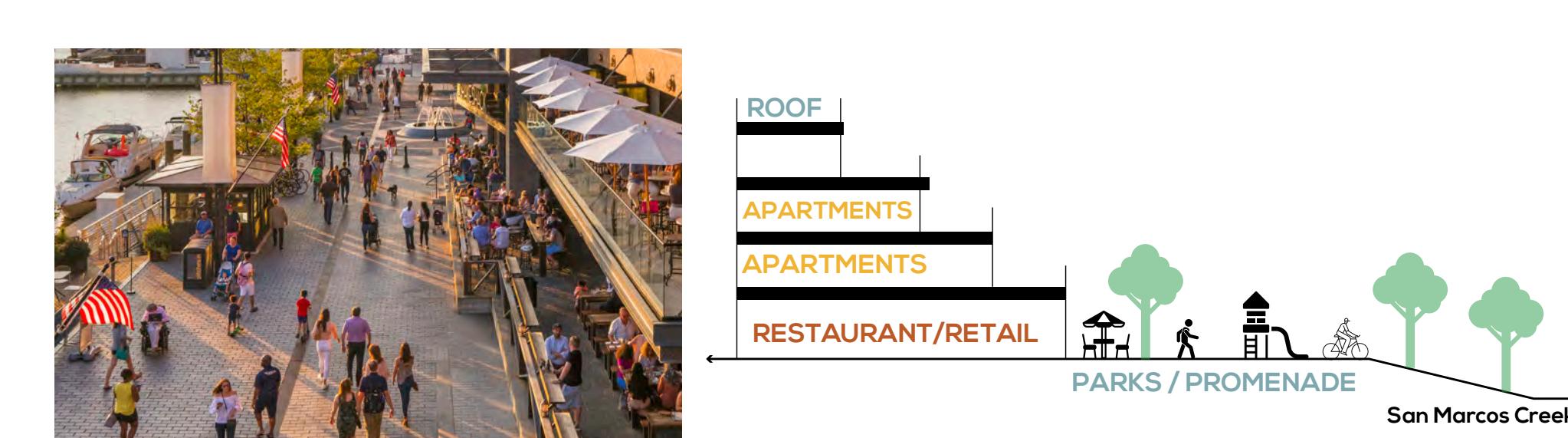
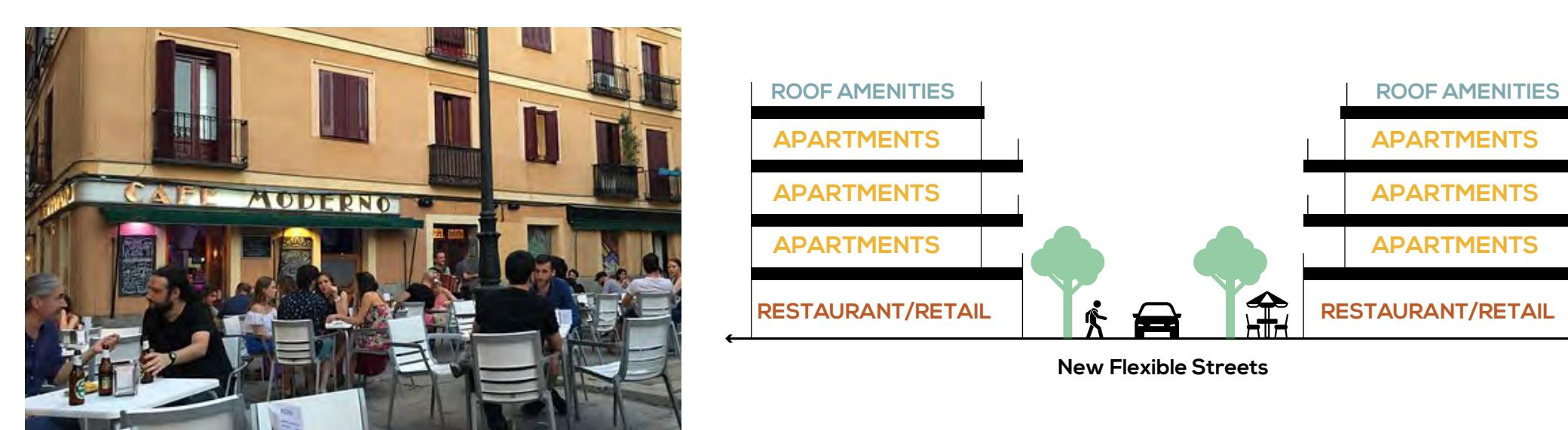
Place dots here

Mixed-Use Buildings



Place dots here

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



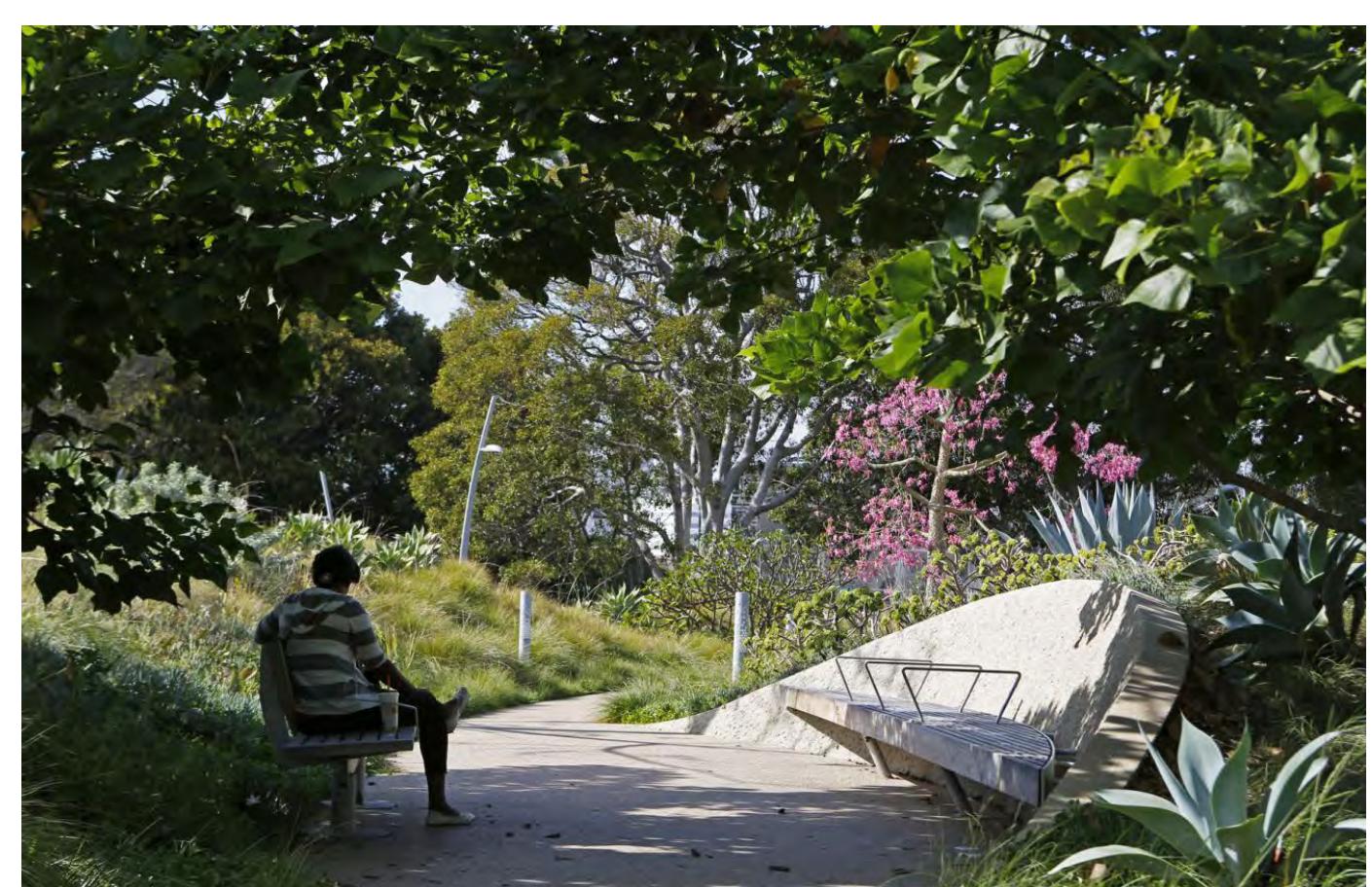
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1. What type of **open spaces** would you like to see in the Specific Plan area?

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

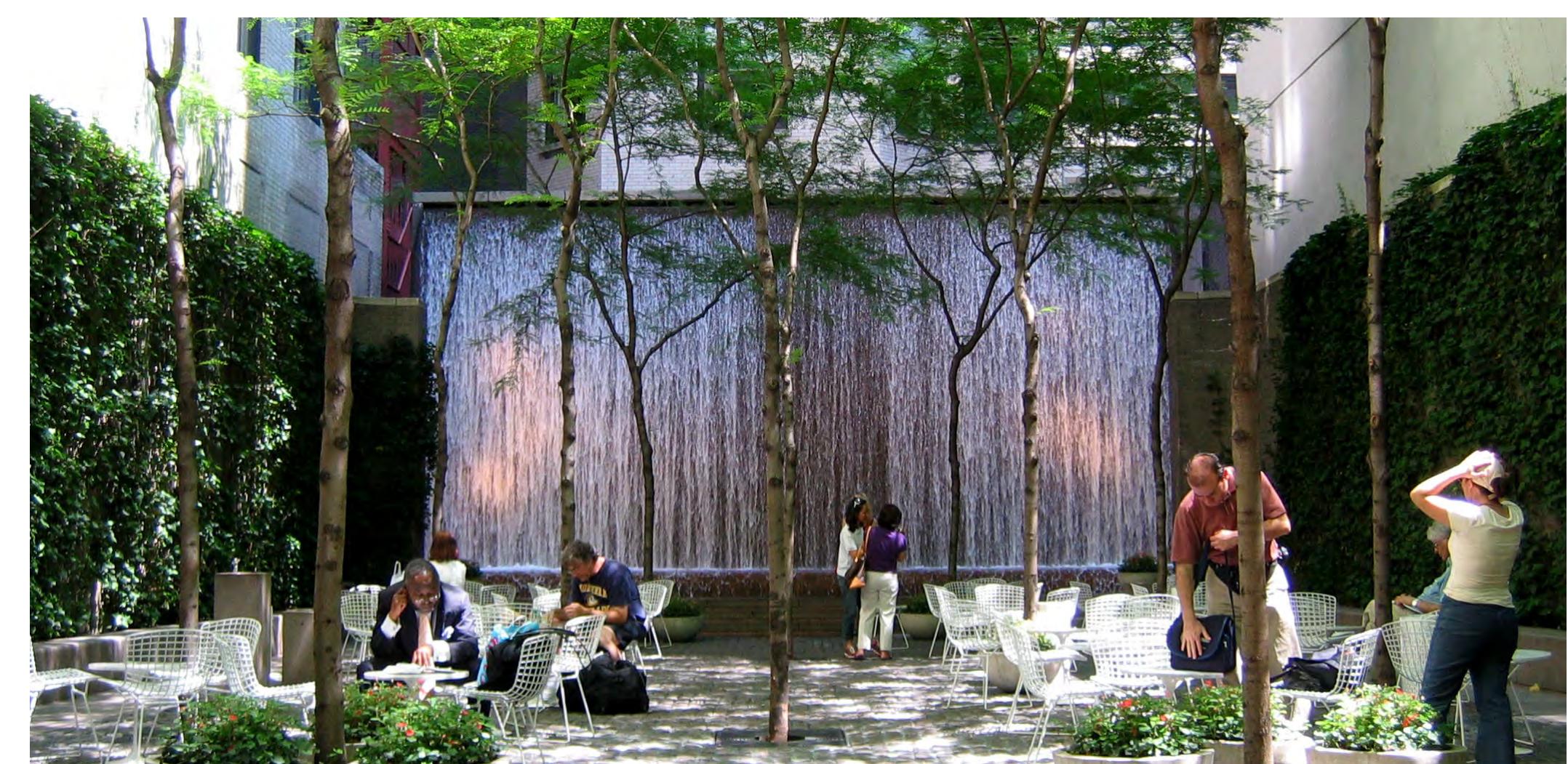


Active/Urban



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

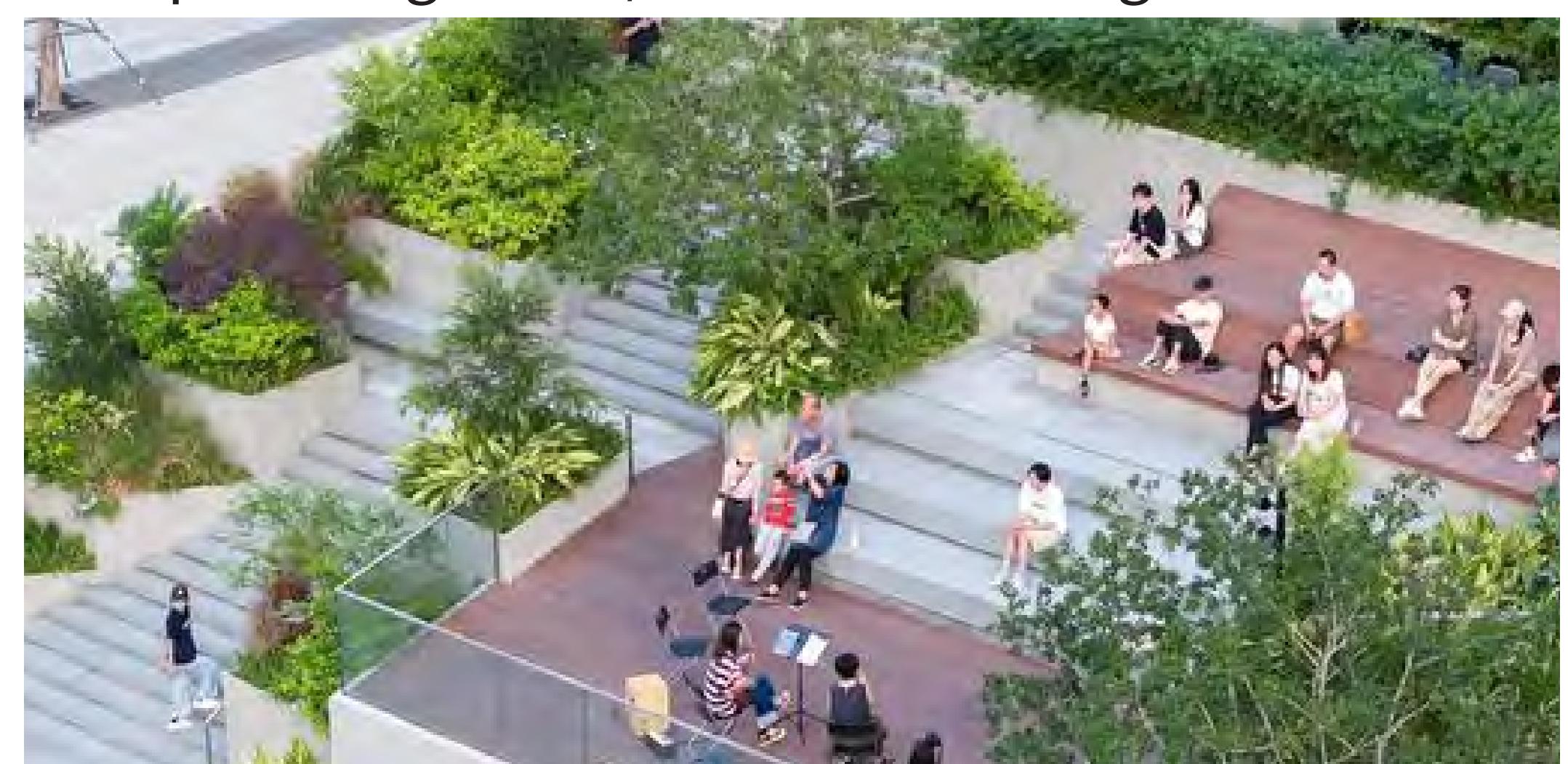
Urban Plazas



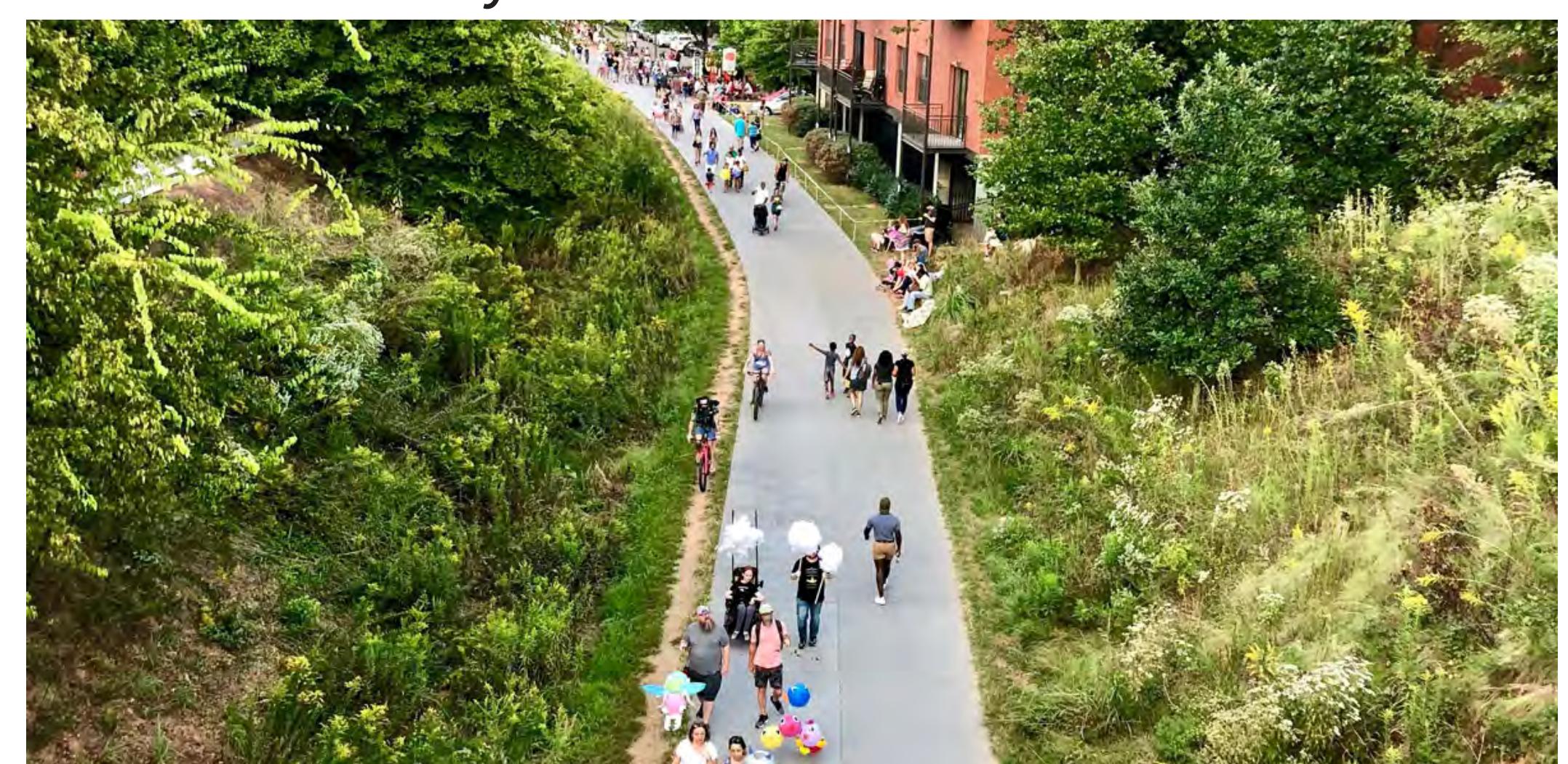
Water Features (Stormwater Capture)



Group Seating Areas / Terraced Seating



Active Greenway Trails



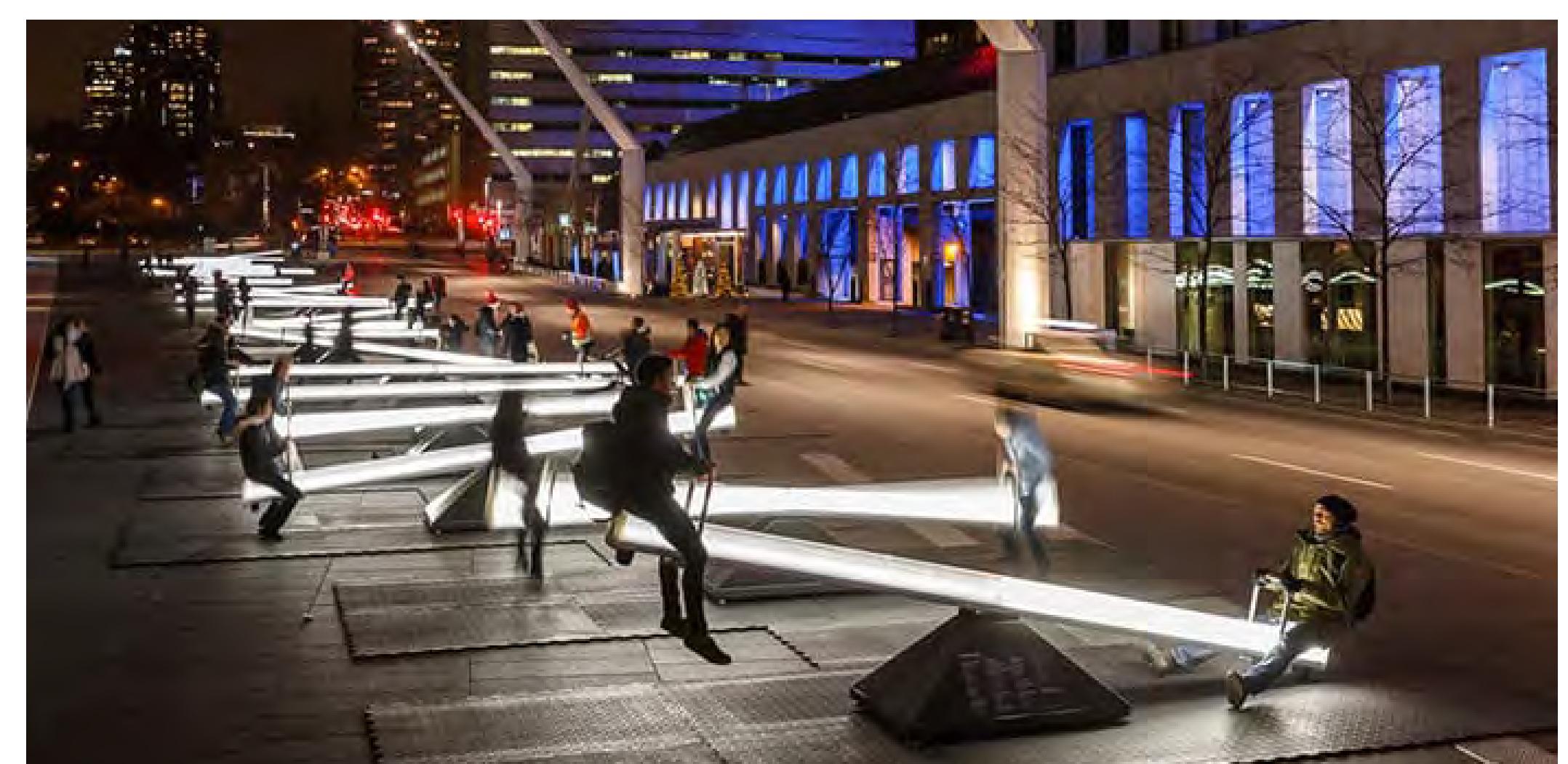
Urban Play Elements and Small Playgrounds



Community Gardens



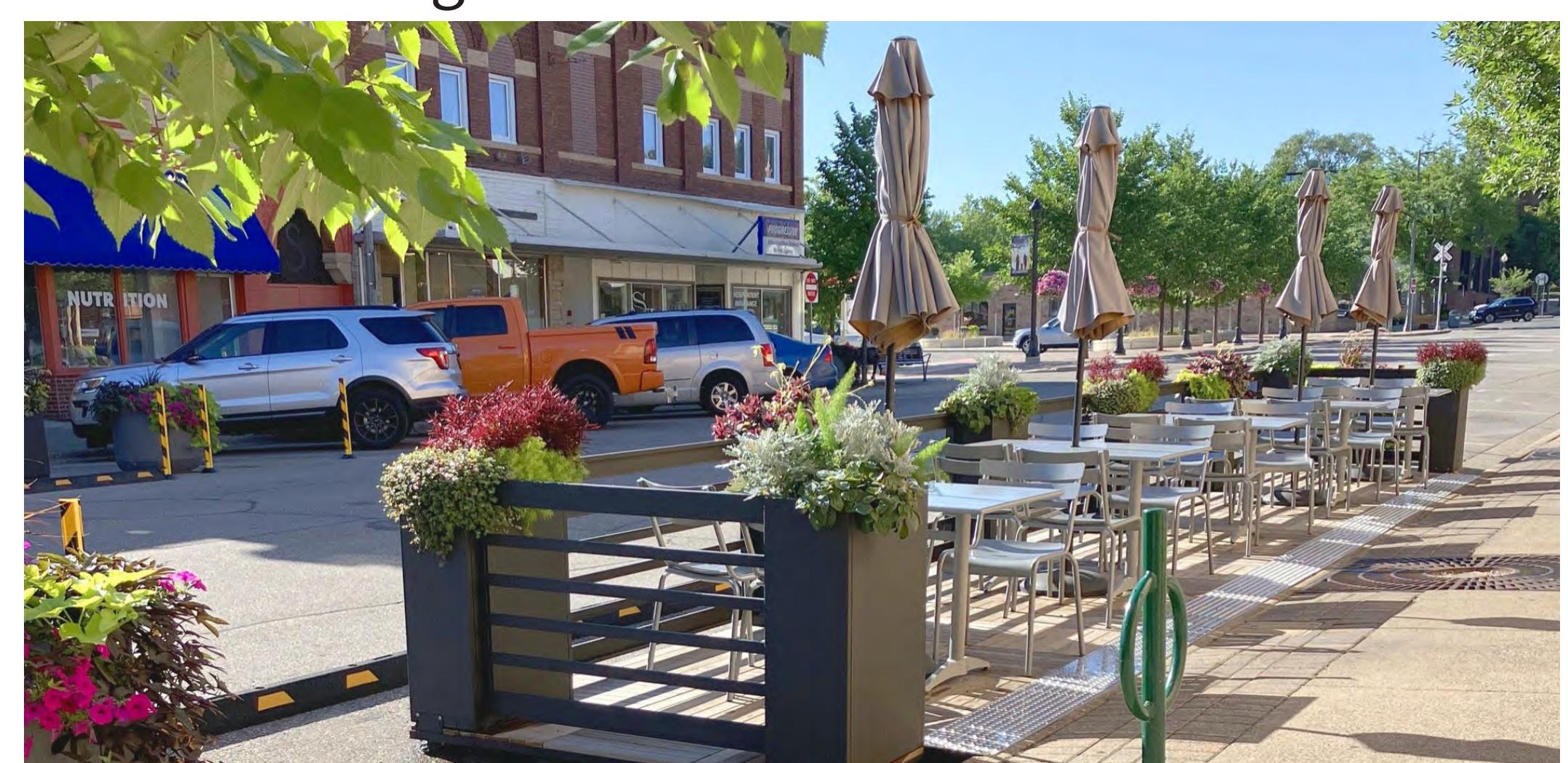
Interactive Public Art



Habitat Restoration and Regeneration



Outdoor Dining



Transportation

Streets, Parking, & Amenities



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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

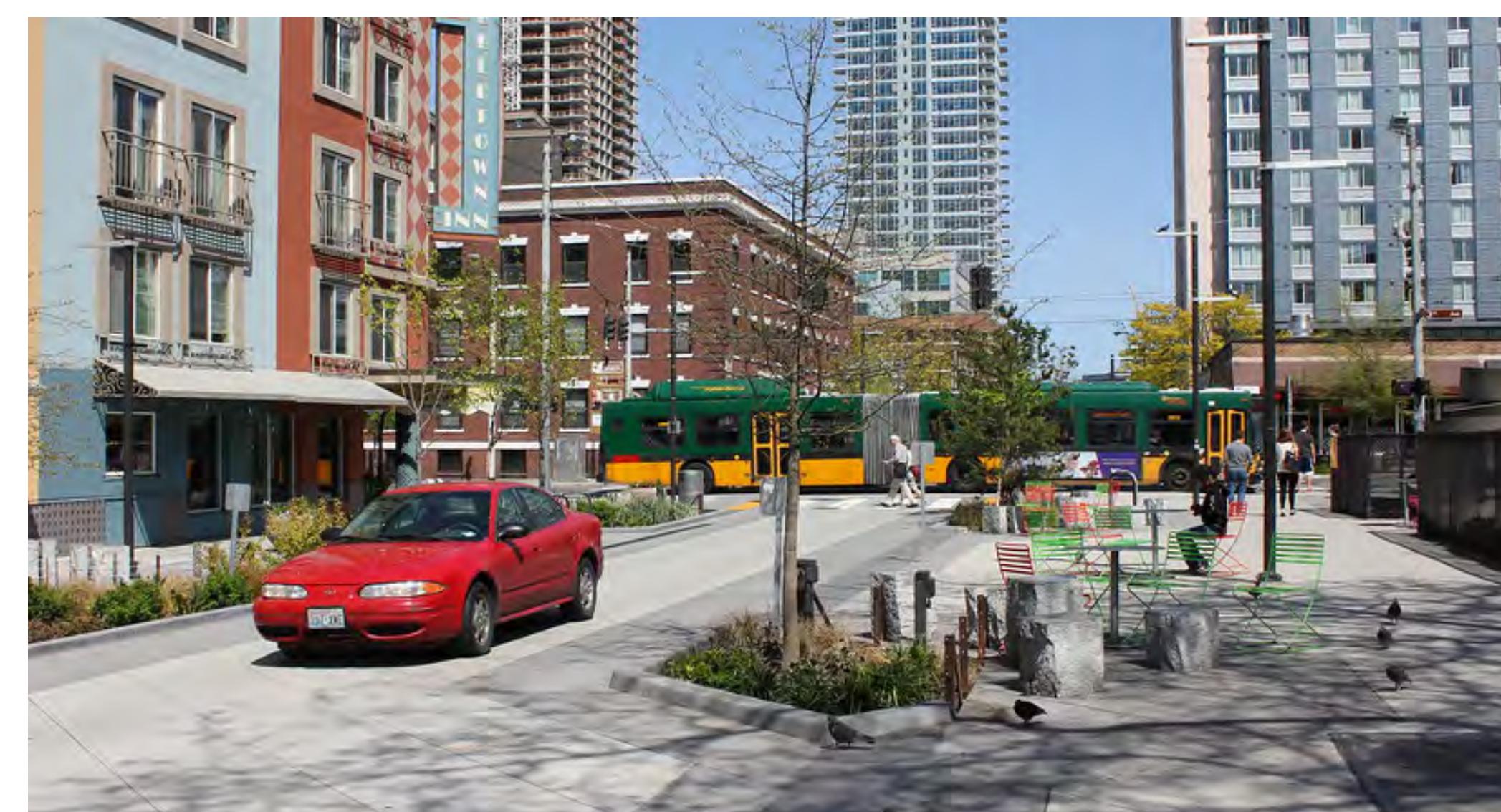


2. What approach do you most like for parking?

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

