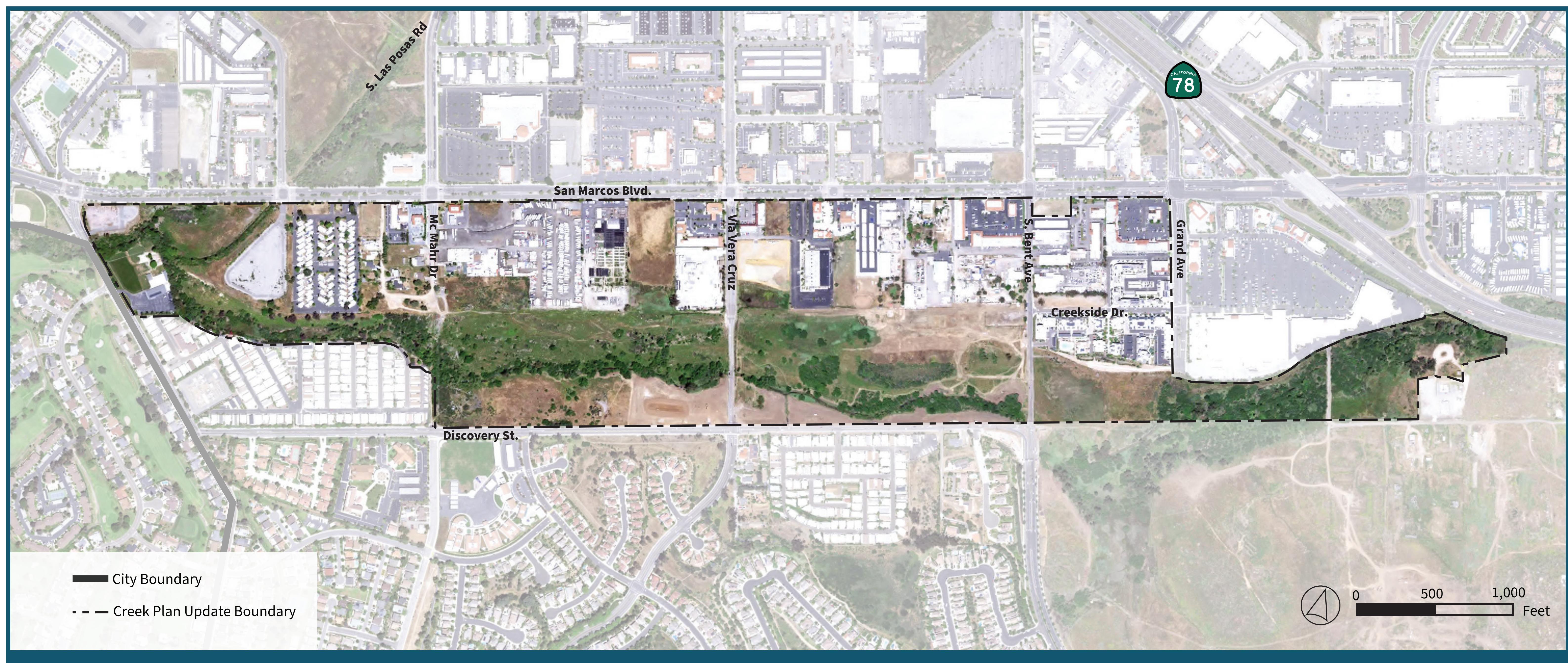


Introduction

Project Background



Specific Plan Area



What Is a Specific Plan?



Land Uses

The types, location, and distribution



Infrastructure

Transportation, sewer, water, and other utilities



Development Standards

Building heights, setbacks, parking requirements



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 topics:

Reasons Why the City Is Updating the Specific Plan

The 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 Redevelopment Agencies in California	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 standards

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



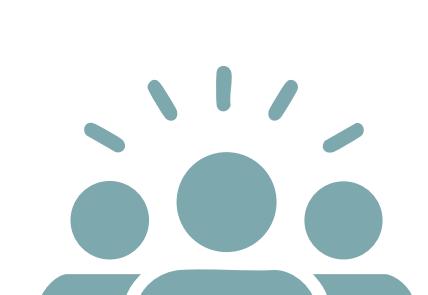
Flexible Standards for New Building Design and Land Uses



Increased Open Space and Environmental Sustainability



Safe Street Network & Connections



Support Community Needs

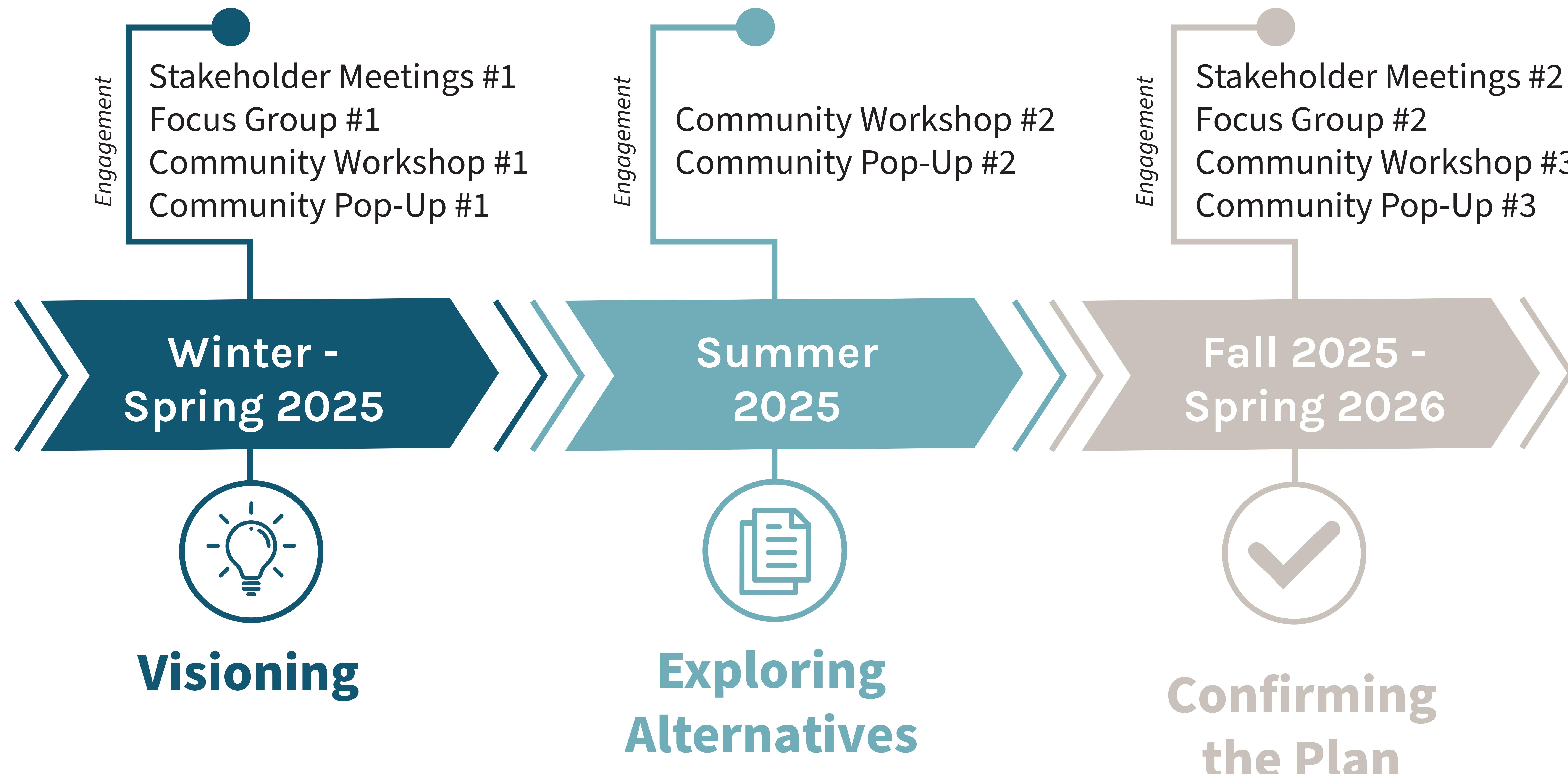
What Does the Updated Specific Plan Address?

Introduction

Project Timeline



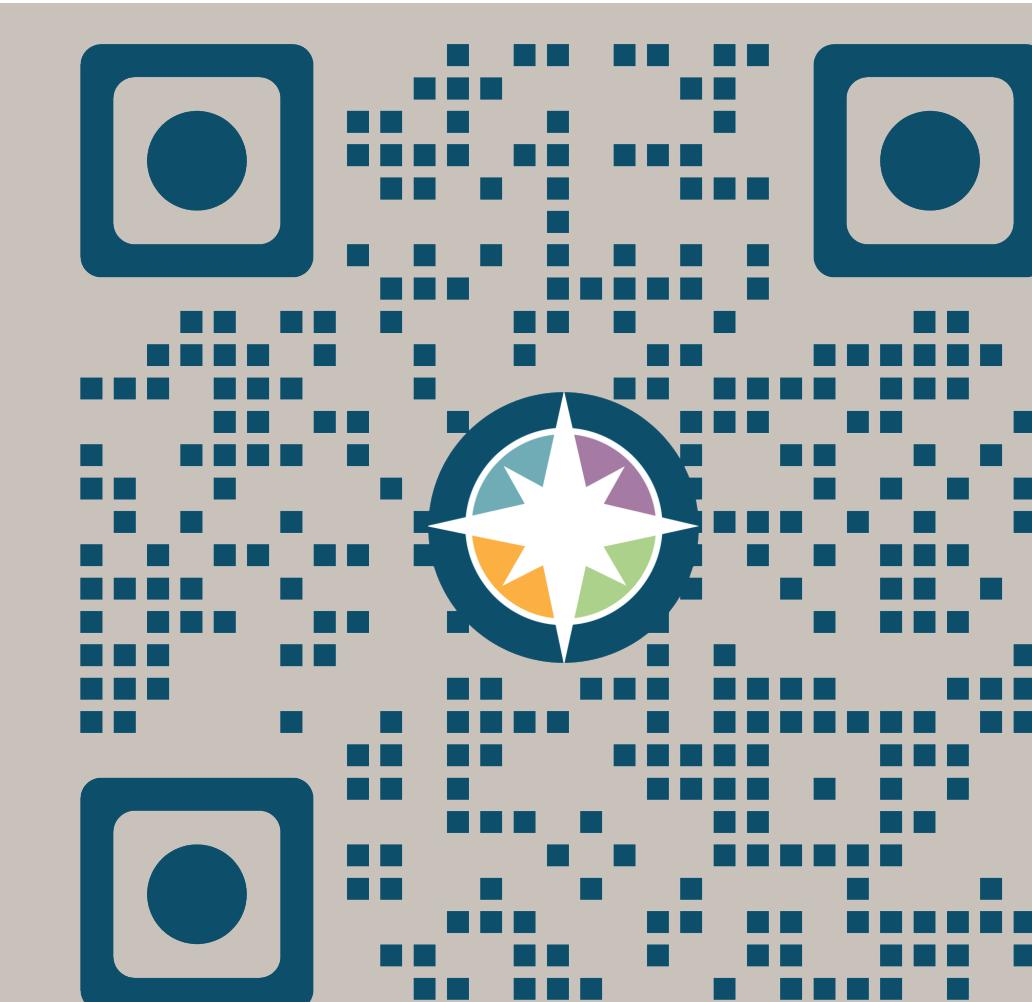
Project Timeline



Stay Informed:

Get more information about the project at:

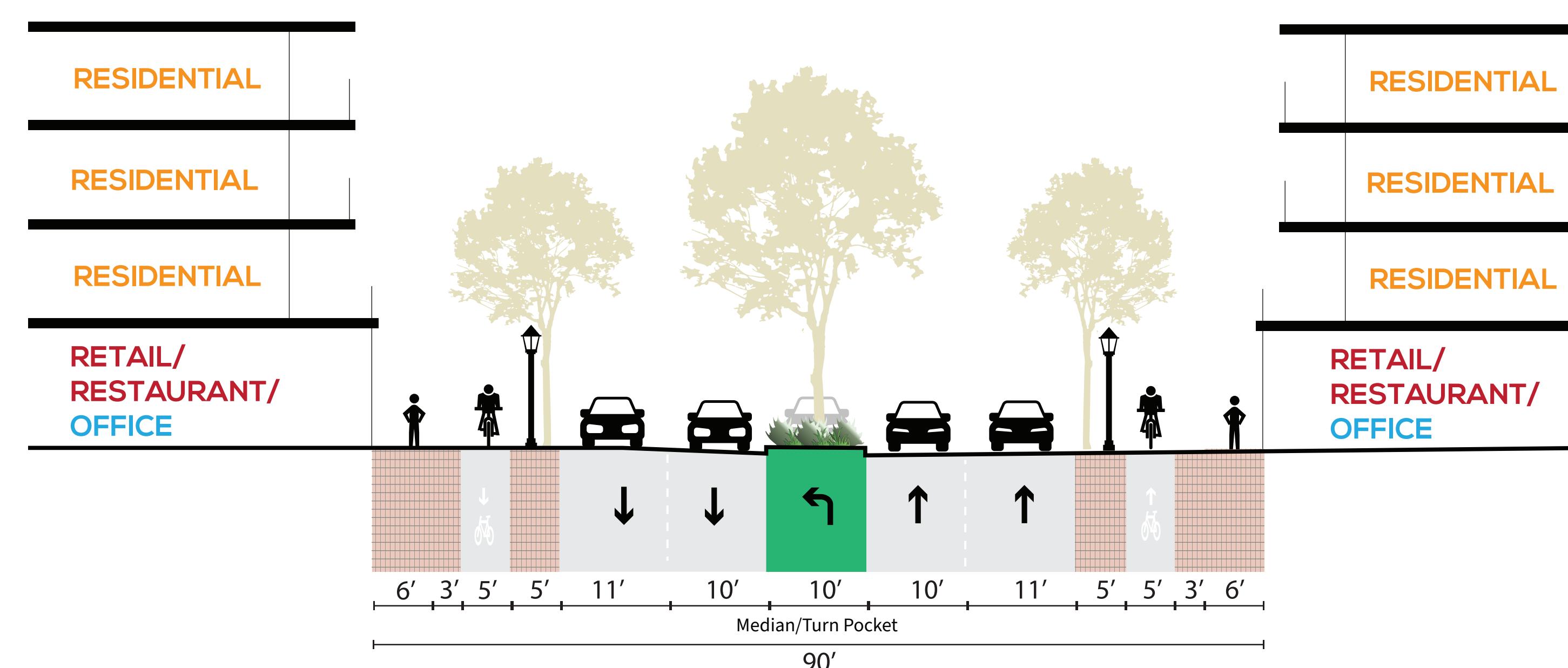
<https://www.san-marcos.net/services/development-services/planning/specific-plans/creek-specific-plan>



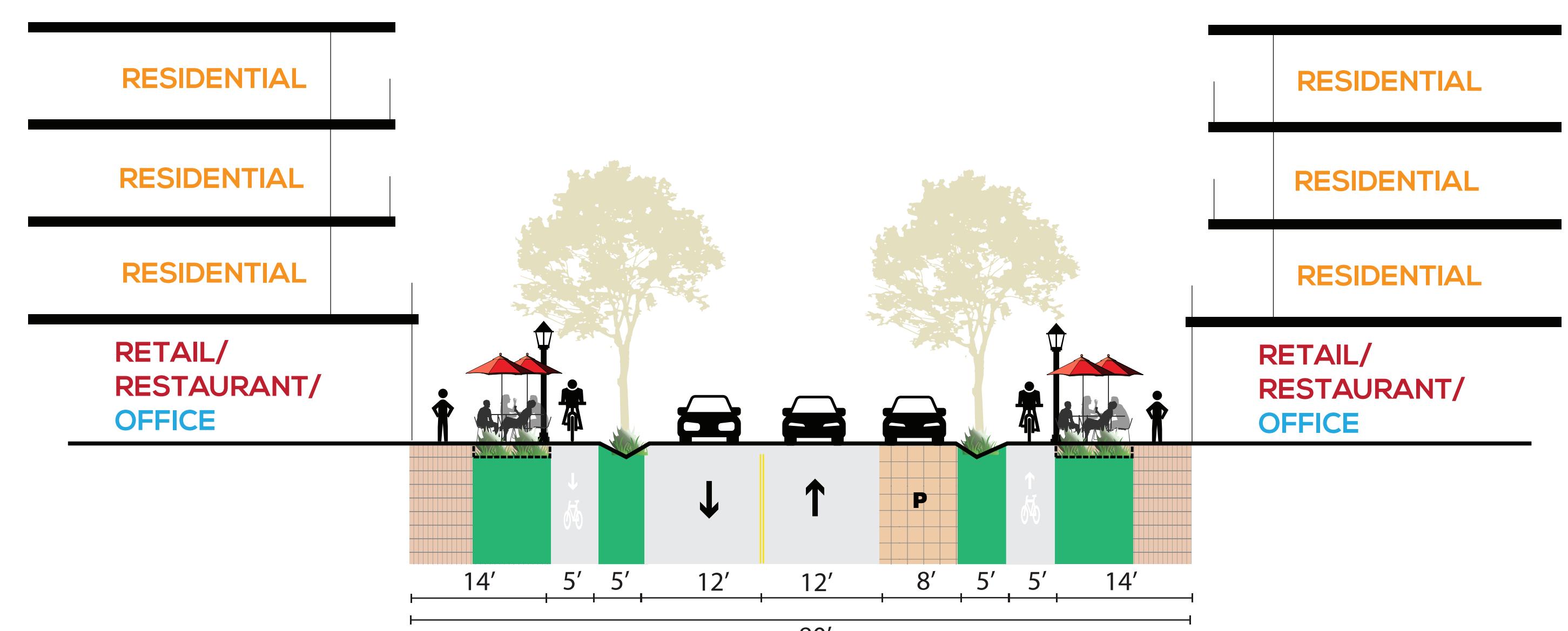
Mobility Emerging Plan



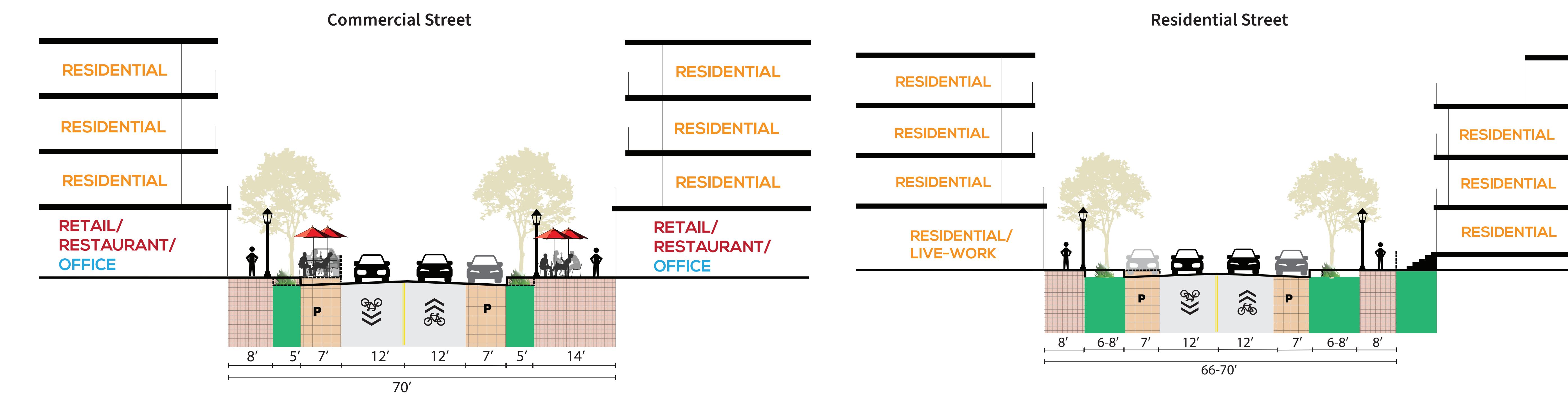
A Via Vera Cruz



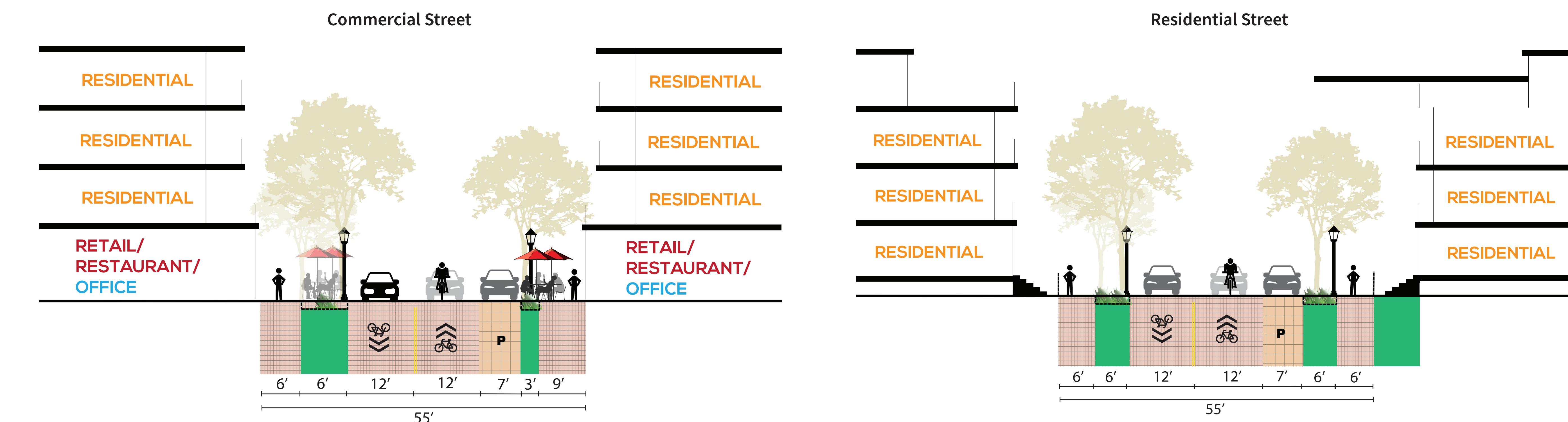
B Protected Bicycle Street



C Pedestrian Street




D Shared Rolled/Curbless Street



E Pedestrian Paseo



Mobility Emerging Plan



----- Plan Area Boundary

----- Creek

----- Roadway Outside Specific Plan Area

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

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

(C) 2 travel lanes, on-street parking (70')

(D) Curbless/Rolled Curb Pedestrian Street (55')

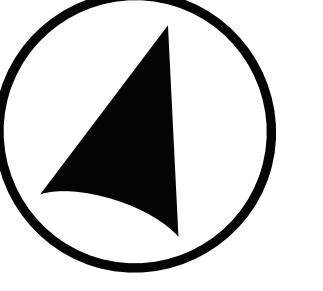
(E) Pedestrian Paseo/Promenade w/ Emergency Access (40')

||||| Crosswalk (vehicle signal/crossing)

○○○○ Potential Roundabout

----- Via Vera Cruz Bridge & Bent Avenue Bridge*

P Potential Public Parking Areas




0 300 600 Feet

*Roadway configuration over bridges to remain as existing

Bike Mobility

Emerging Plan



----- Plan Area Boundary

----- Creek

— II-1 — Existing Buffered Bike Lane

— II-2 — Existing Bike Lane

— III — Existing Bike Route

··· I ··· Proposed Multi-Use Path

··· III ··· Proposed Bike Route

··· IV ··· Proposed Bikeway

— Via Vera Cruz Bridge & Bent Avenue Bridge

— Potential Pedestrian/Bike Bridge

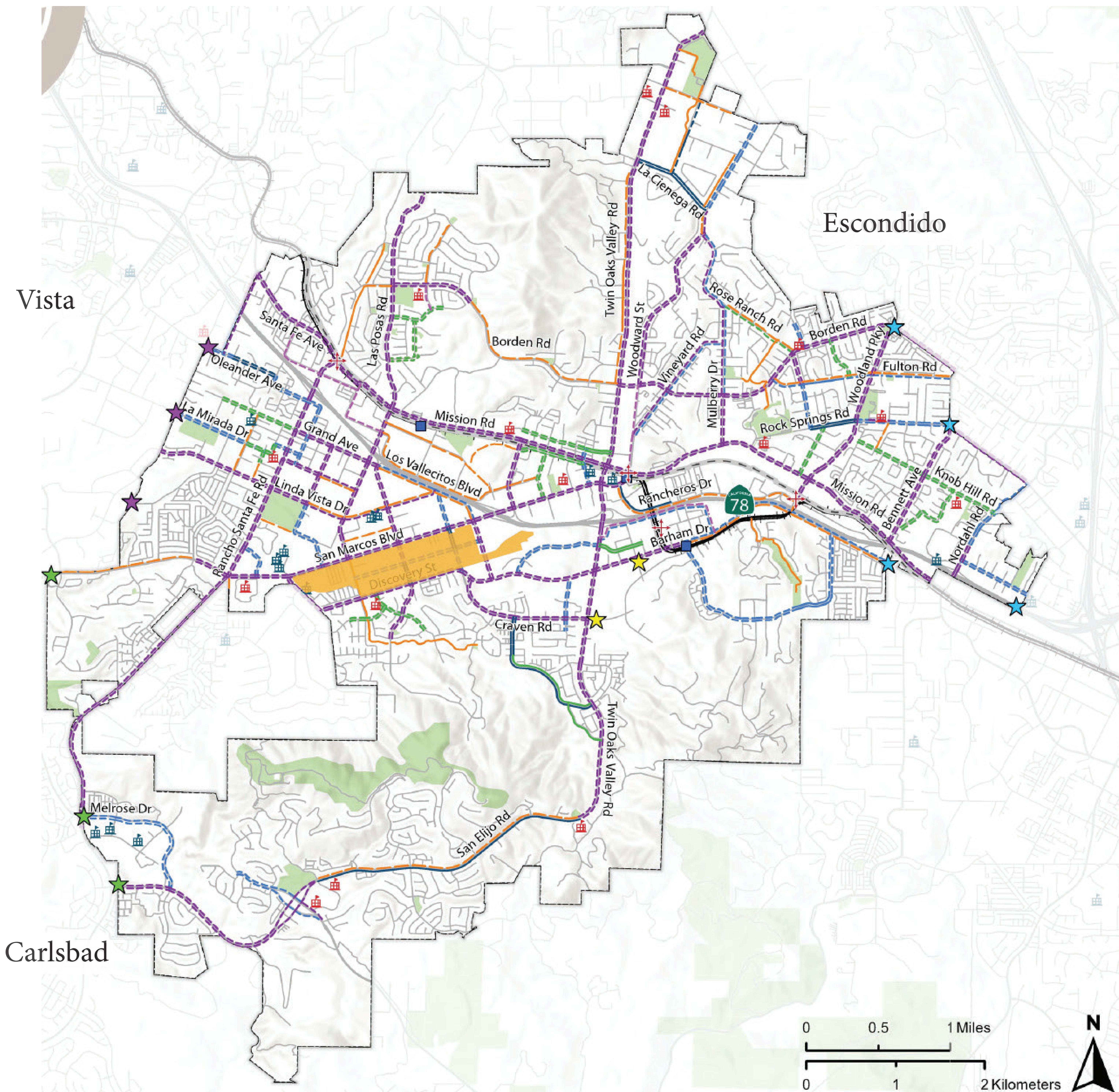
● Potential Bike Parking Areas from City of San Marcos ATP

★ Potential Bike Crossings

0 300 600 Feet

Mobility

Regional Context



- San Marcos
- San Marcos Unified School District
- Schools
- SPRINTER Stations
- SPRINTER
- - - Inland Rail Trail (IRT)
- Key Trails
- Existing Class I Multi-Use Path
- + Critical Barrier for Bike/Ped Access

Key Jurisdiction Connections

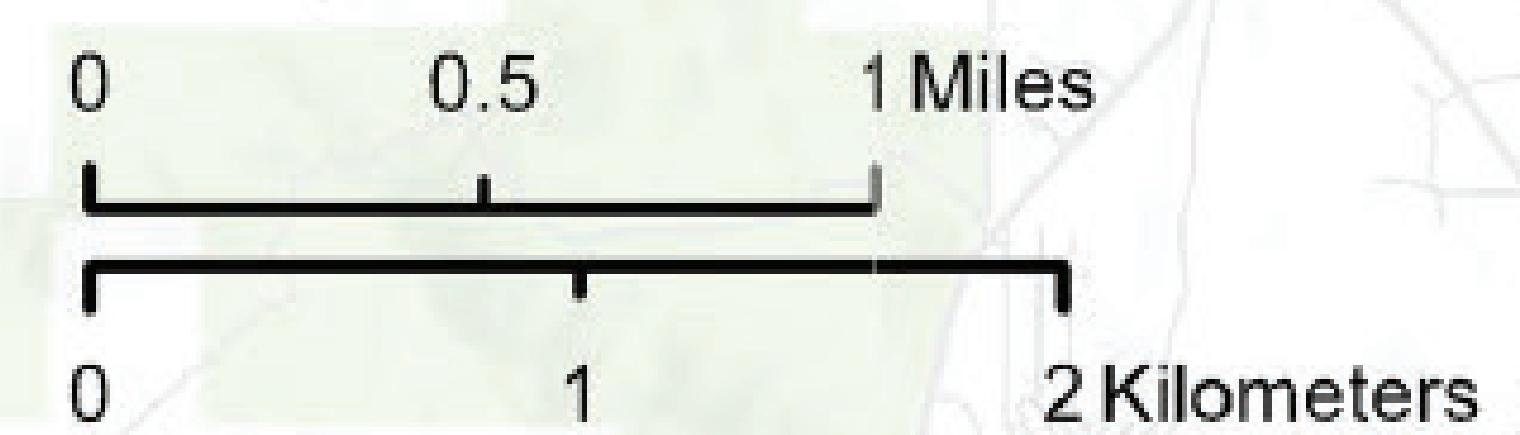
- ★ CSUSM
- ★ City of Carlsbad
- ★ City of Escondido
- ★ City of Vista

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)



Land Use Emerging Plan



H-1: Townhome

Includes a mix of uses with a housing focus. Has the lowest intensity in the Creek District. Commercial uses are allowed as a secondary use and would be capped at a to-be-determined percentage of total built area. Examples: Townhomes, duplexes, triplexes



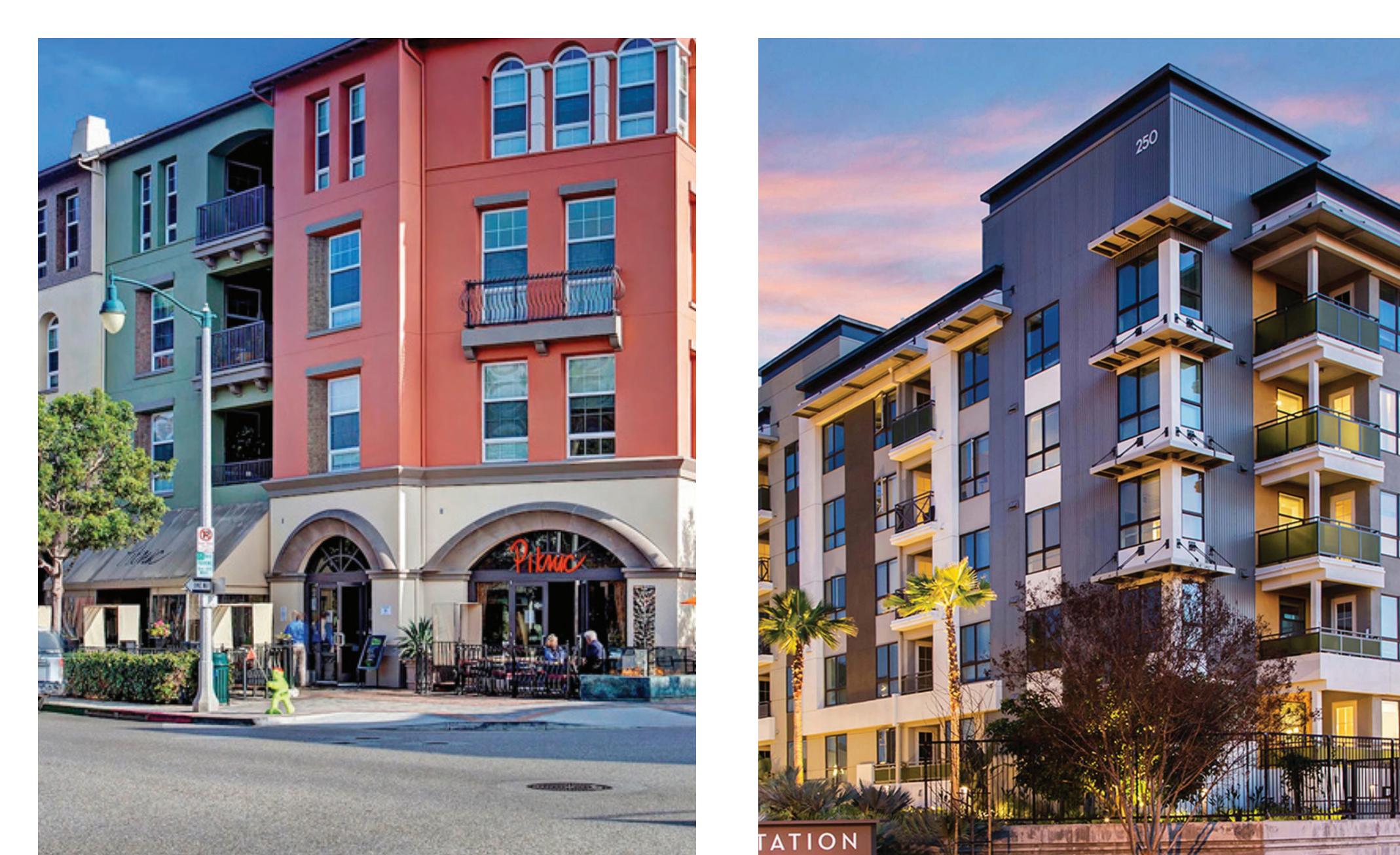
H-2: Garden, Stacked Flats, Wrap

Includes a mix of uses with a housing focus. Has a medium intensity. Commercial uses are allowed as a secondary use and would be capped at a to-be-determined percentage of total built area. Examples: Garden apartments, stacked flats, units wrapped around structured parking



H-3: Podium

Includes a mix of uses with a housing focus. Has the highest intensity in the plan area. Commercial uses are allowed as a secondary use and would be capped at a to-be-determined percentage of total built area. Examples: Podium (base floors to be used for commercial and parking with residential above)



PC: Promenade at Creekside

The Promenade land use includes existing mixed-use projects which have developed under the 2007 Specific Plan. The requirements of the 2007 Specific Plan will continue to apply to this area.



C- Commercial

Could include a mix of uses, with a ground floor commercial focus. Housing could be included as a secondary use in this overlay above the ground floor.



EAC: Entertainment, Arts and Culture

The entertainment, arts, and culture land use is intended to facilitate community-serving uses such as music venues, museums, community centers, plazas, and cultural centers. Commercial uses are allowed as a secondary use and would be capped at a to-be-determined percentage of total built area. Examples: Belly-up Tavern in Solana Beach, Surf Museum in Oceanside, CSUSM Indian Cultural Center, San Marcos Community Center.



OS-P: Open Space (Public)

This open space land use is intended to build on and expand the park and recreation uses along San Marcos Creek throughout the plan area. This would include passive and active recreation uses.




OS-C: Open Space (Creek)

This open space land use category includes the majority of the San Marcos Creek area and is intended for conservation. No active or passive recreational use would be allowed due to its location within the floodplain.



Land Use Emerging Plan



----- Plan Area Boundary

----- Creek

H-1: Townhome

H-2: Garden, Stacked Flats, Wrap

H-3: Podium

PC: Promenade at Creekside

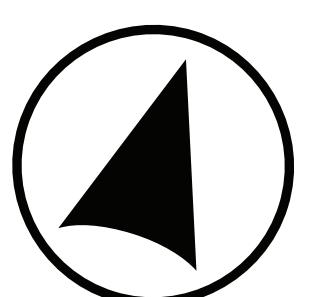
EAC: Entertainment, Arts and Culture

OS-P: Open Space (Public)

OS-C: Open Space (Creek)


Commercial Overlay

Stormwater Remediation Overlay



0 300 600 Feet

Stormwater Emerging Plan



----- Plan Area Boundary

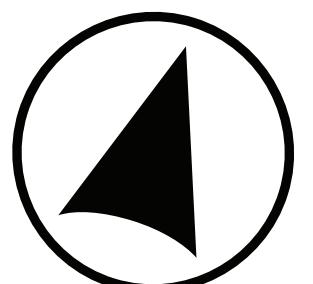
----- Creek

----- Potential Open Channel

Floodway 100 years

Floodplain 100 years

Floodplain 500 years



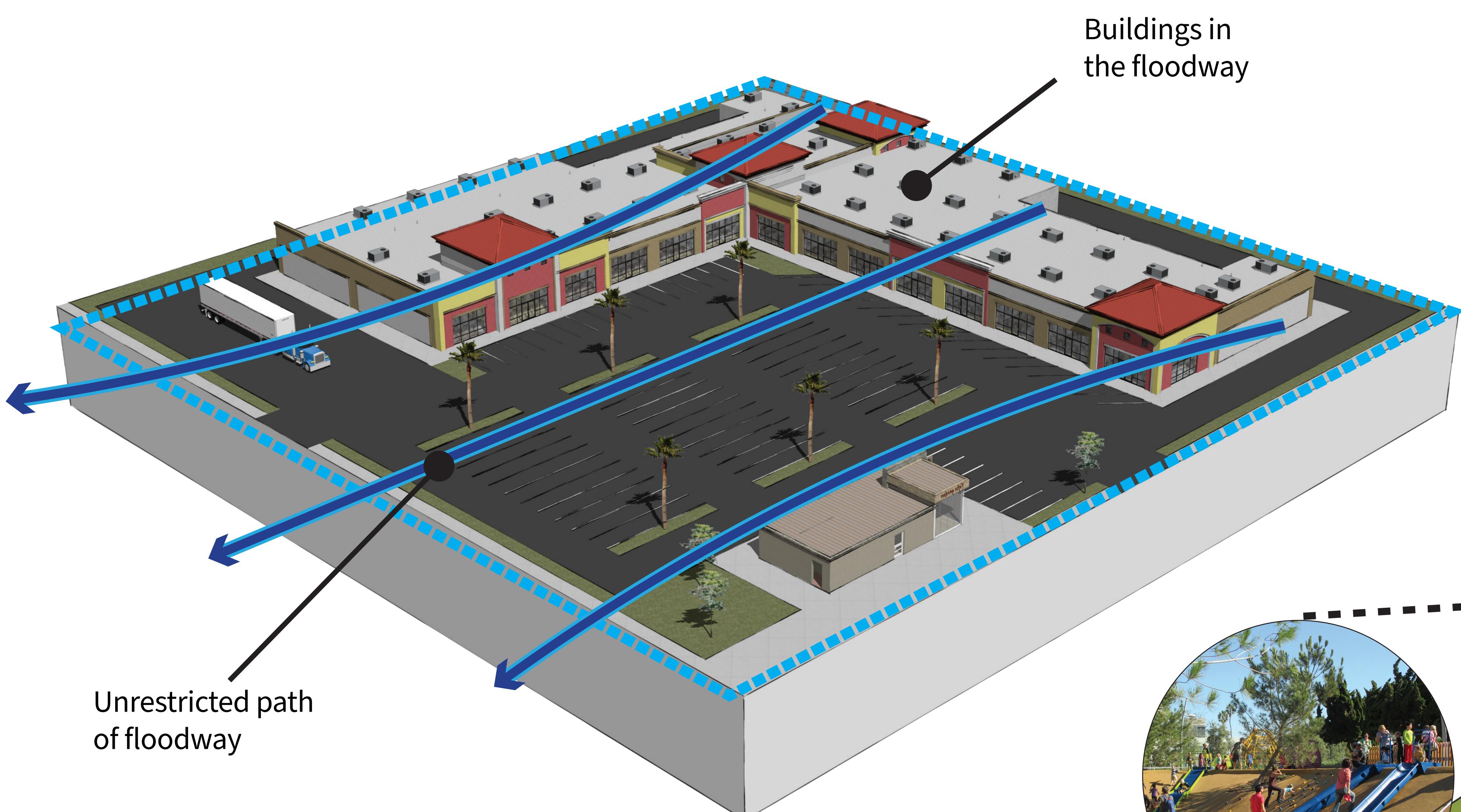
0 300 600 Feet

Stormwater Emerging Plan



Existing Conditions - Example Site

- Redevelopment of parcel is limited
- Increases pollutant and trash runoff
- Flooding poses threats to life and safety
- Continued FEMA restrictions
- Potential for continued property damage



Preferred Approach - Example Site

- Allows for redevelopment
- Creates sustainable habitat
- Increased land value
- Provides tangible solution for FEMA approval
- Improves water quality of creek
- Provides community open space area

