

# Public Workshop #2

*July 24, 2025*





# Welcome!



- I. Introductions**
- II. Alternatives Development**
- III. Stormwater Management: Emerging Plan**
- IV. Mobility: Emerging Plan**
- V. Land Use Plan: Emerging Plan**
- VI. Facilitated Discussion**
- VII. Next Steps**

# What does “Specific Plan” mean?

A Specific Plan provides 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 City’s General Plan.

## What does a Specific Plan **DO**?

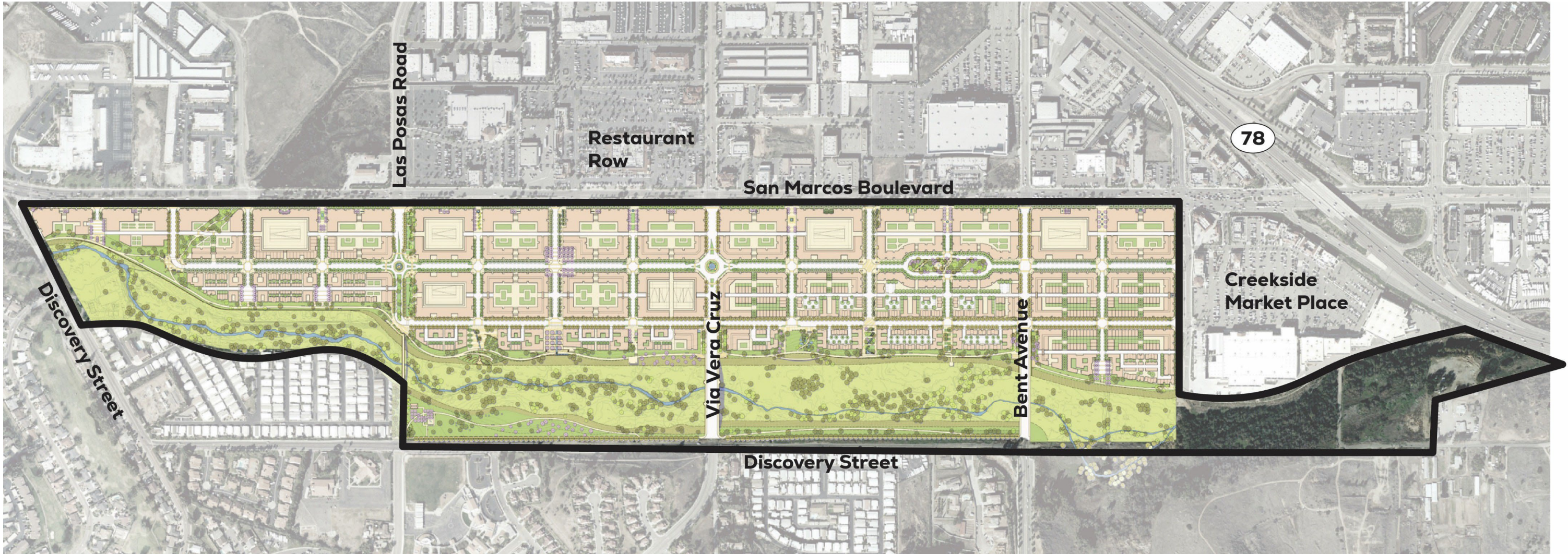
- Regulates how you can use and develop your property: either on vacant property or as private redevelopment effort
- Provides development standards (for example: maximum building height, setbacks, parking requirements)
- Identifies what types of permits are required (for example: by right, conditional use permit)

## What does a Specific Plan **NOT DO**?

- Does not require property owners to redevelop; all existing conditions can remain as is
- Does not allow for parcel-specific entitlements
- Does not regulate or replace building codes or fire codes; these are covered by statewide codes
- Does not regulate anything outside the specific plan area

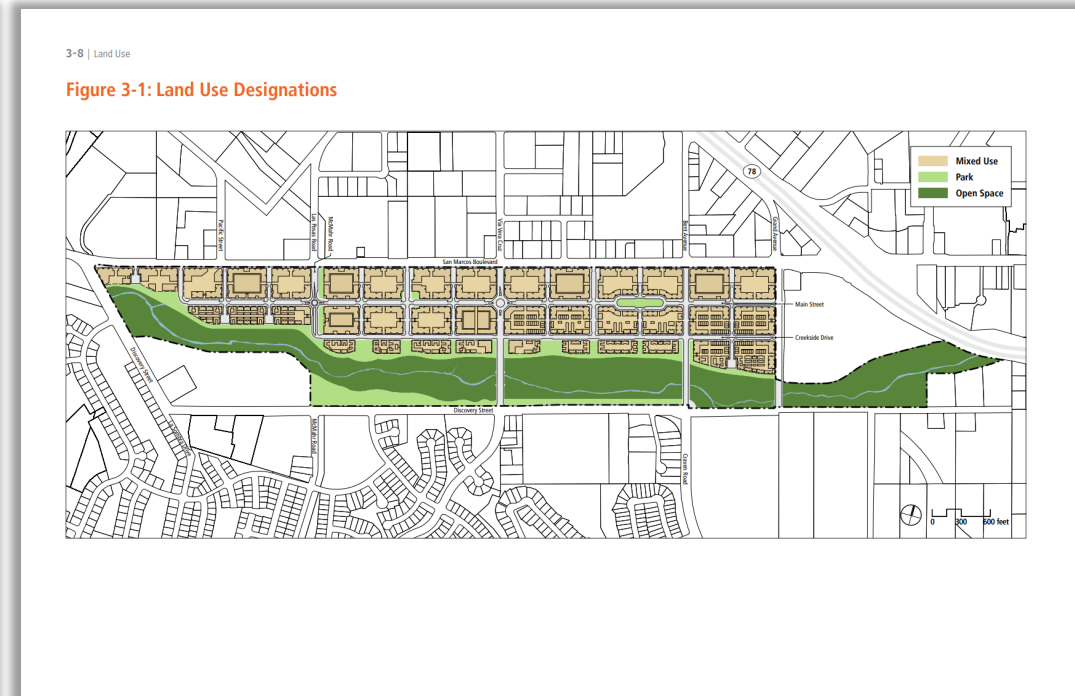
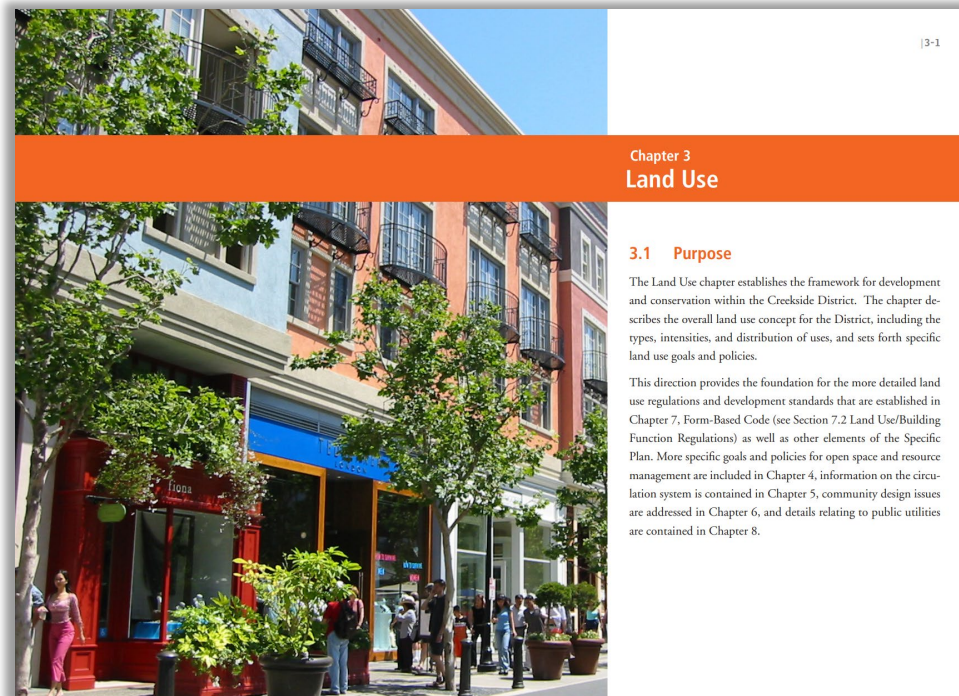


# Current 2007 Creek District Specific Plan





# 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

**Envisioned as a new  
“Downtown of San Marcos”**



# Existing Conditions





# Current 2007 Creek District Specific Plan

## Why change the plan?

### ISSUES

- Limited new development has occurred
- 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



# Alternatives Analysis

## Stormwater



## Mobility



## Land Use



The project team worked with **community members**, the **Climate Action Plan (CAP) working group**, **Planning Commission**, and **City Council** to develop the Emerging Plan



# Engagement and Alternatives Analysis





# Youth Commission (February 2025)





# Spring Fling Festival Pop-up (April 2025)



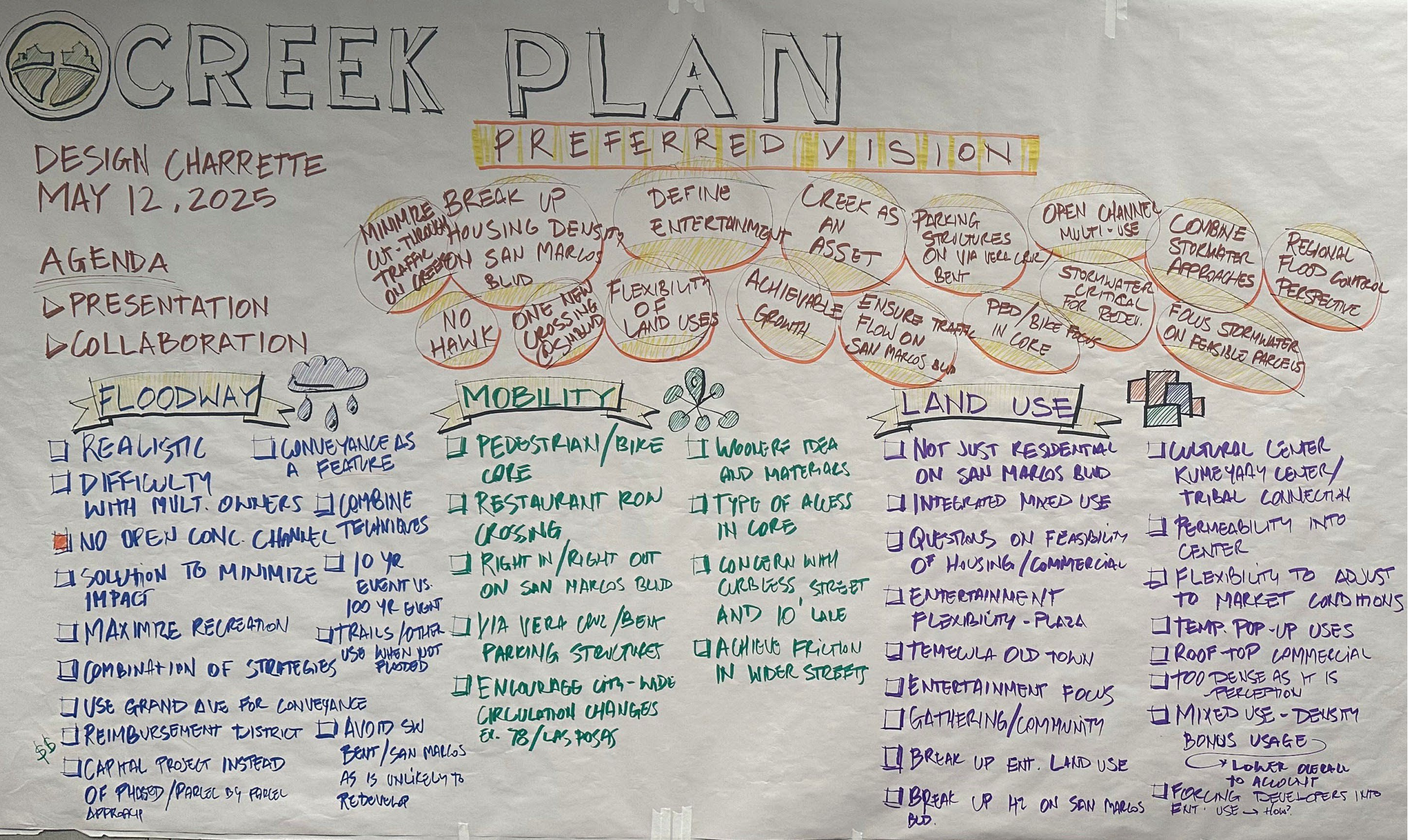


# Public Workshop #1 (April 2025)





# City Staff Alternatives Charrette (May 2025)



## Emerging Plan endorsed by Planning Commission (May 19, 2025)



# City Council Workshop (May 27, 2025)

## CREEK PLAN

CITY COUNCIL WORKSHOP  
MAY 27, 2025

### STORMWATER

- ▷ CONCERN RE: FEASIBILITY & COST OF UNDERGROUND OPTION
- ▷ ALL OPTIONS ARE ENUMBING ON PRIVATE PROPERTY
  - NOT CHEAT
- ▷ WHAT CAN WE DO ON NON-CALTRANS PROPERTY TO CONTROL THE FLOW?
- ▷ CALTRANS CULVERTS WOULD BE IDEAL - ABSENT THAT, SHOULD BE AS NATURAL AS POSSIBLE
- ▷ COST BENEFIT - NEED MORE INFO.
- ▷ IS THERE ANY PLAN OR TIMELINE FOR CALTRANS?
- ▷ CONCERN ABOUT DISPLACING RESIDENTS/BUSINESSES
- ▷ ENSURE BUSINESSES/PROP. OWNERS CAN BE "MADE WHOLE"
  - ▷ MAINTENANCE

### MOBILITY

- ▷ PARKING LOCATIONS
  - ↳ CITY OWNED?
  - ↳ WHO PAYS?
- ▷ SHUTTLE SYSTEM IN THE CREEK DISTRICT?
- ▷ ENSURE THAT THE STREETS/SIDEWALKS MATCH ADJACENT LAND USE
- ▷ PARK-ONCE STRATEGY COMB. WITH A CITY-WIDE APPROACH FOR TRANSIT
- ▷ ENSURE REGIONAL TRAFFIC IS NOT IMPACTED

### LAND USE

- ▷ ARTS & CULTURE CURRENTLY LACKING → HOW FEASIBLE IS IT?
- ▷ OPPORTUNITY FOR MURALS/PUBLIC ART
- ▷ 2,300 UNITS SEEMS HIGH → DON'T GO ABOVE
- ▷ PINK HOUSE OPPORTUNITIES
- ▷ RHNA OBLIGATION → NOFA SITES
- ③ ▷ 2,300 MAX. FOR UNITS → ADDRESS DENSITY BONUS
- ▷ CREATIVE IN SOLVING FOR AFFORDABLE HOUSING
- ▷ INFRASTRUCTURE INVESTMENT
  - ↳ WHAT IS CITY COMMITTING TO?
- ③ ▷ MANAGE EXPECTATIONS
  - ↳ 2,300 UNITS
  - ↳ 641 RHNA
- ▷ ALREADY SOME DEV. ON SAN MARCOS BLVD.
  - ↳ WILL GET CONCERNS ABOUT TRAFFIC/NOTRANSIT



# 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 a 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.

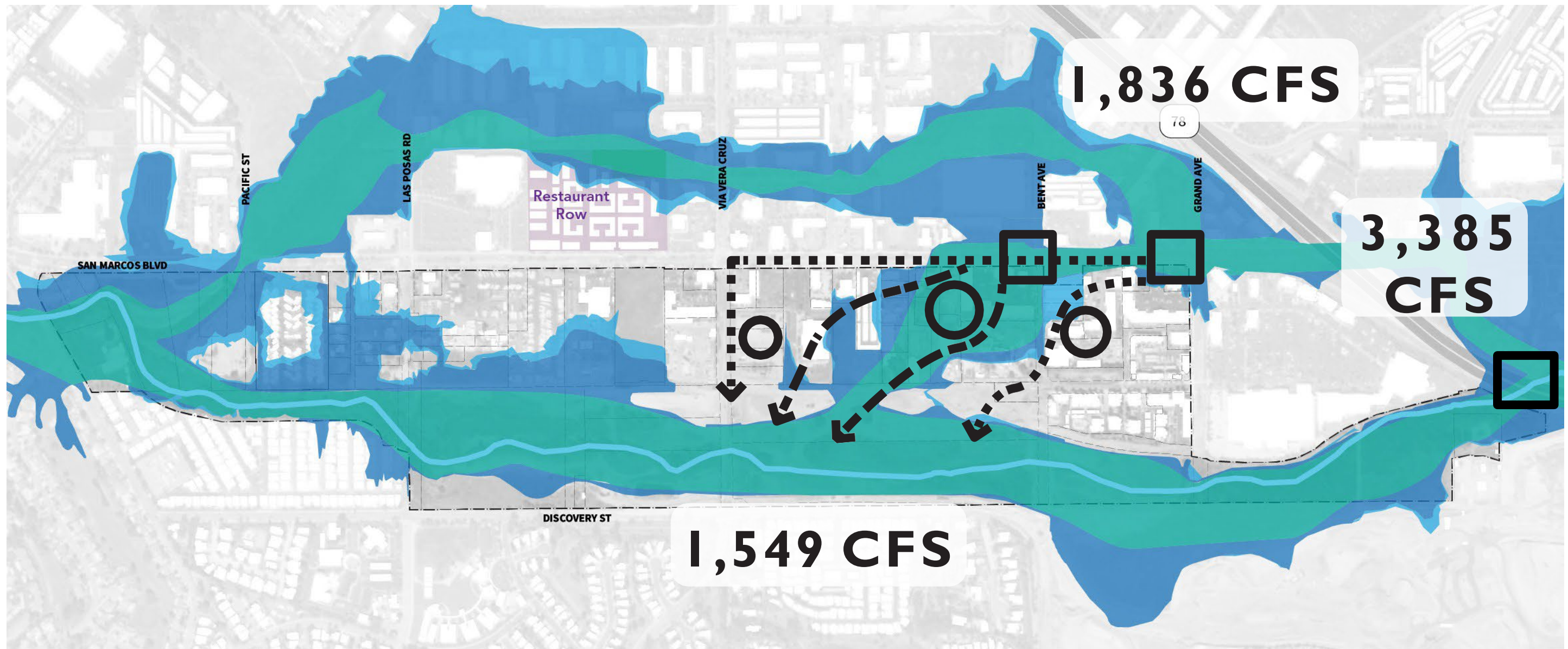


# Stormwater Management *Emerging Plan*



# Stormwater/Flooding

CFS = cubic feet per second



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 Options

## Open Flow Channel(s)



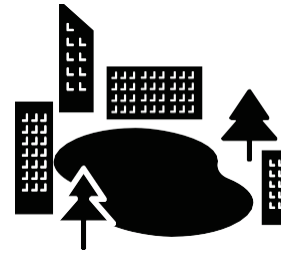
### Pros

- 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)



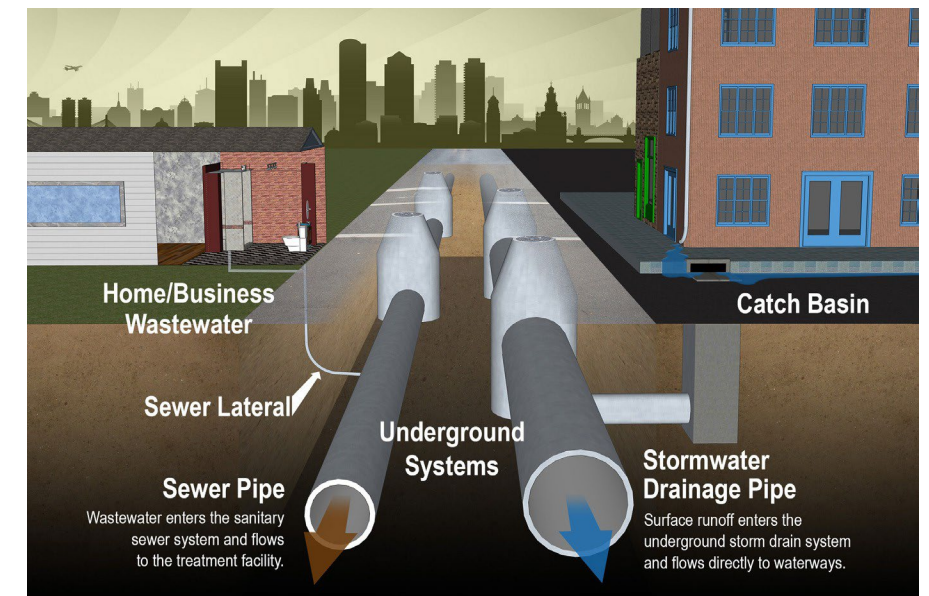
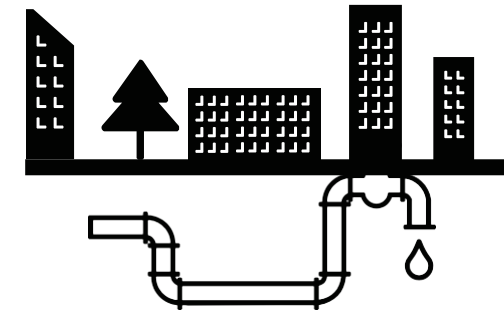
### Pros

- 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

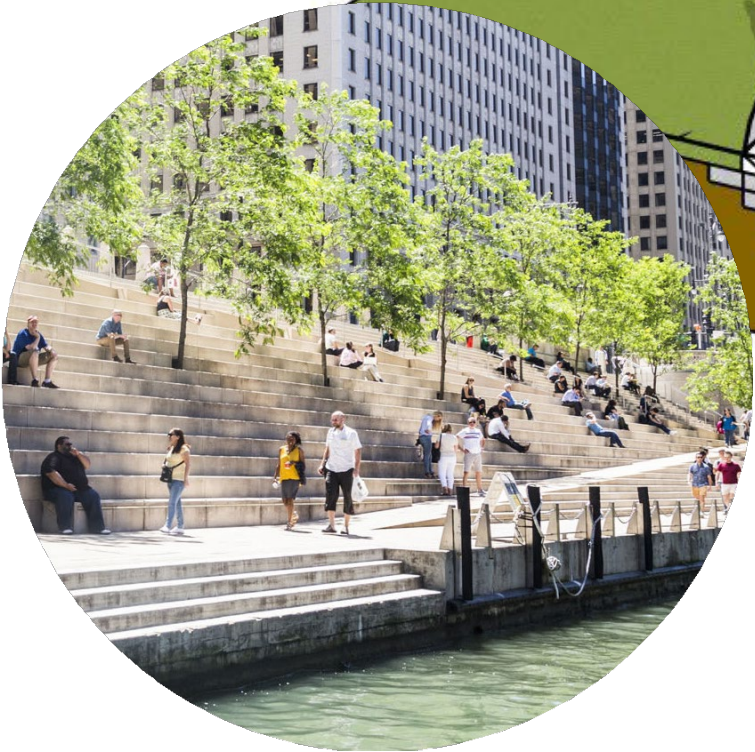
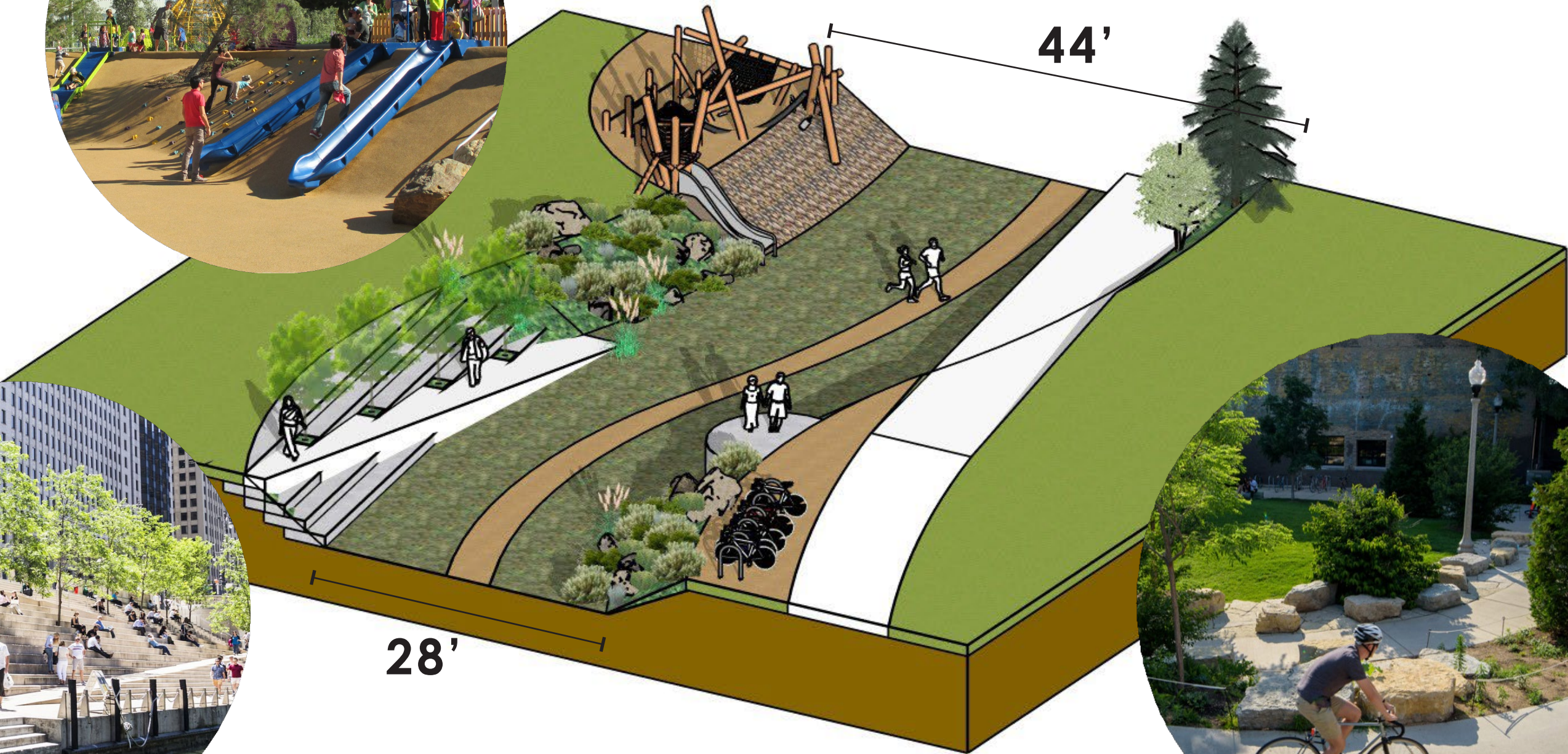
### Cons

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



# Stormwater/Flooding Emerging Plan

## Bringing Nature to the Creek District





# Stormwater/Flooding Emerging Plan



- Plan Area Boundary
- ..... Creek
- - - - - Potential Open Channel

- Floodway 100 years
- Floodplain 100 years
- Floodplain 500 years



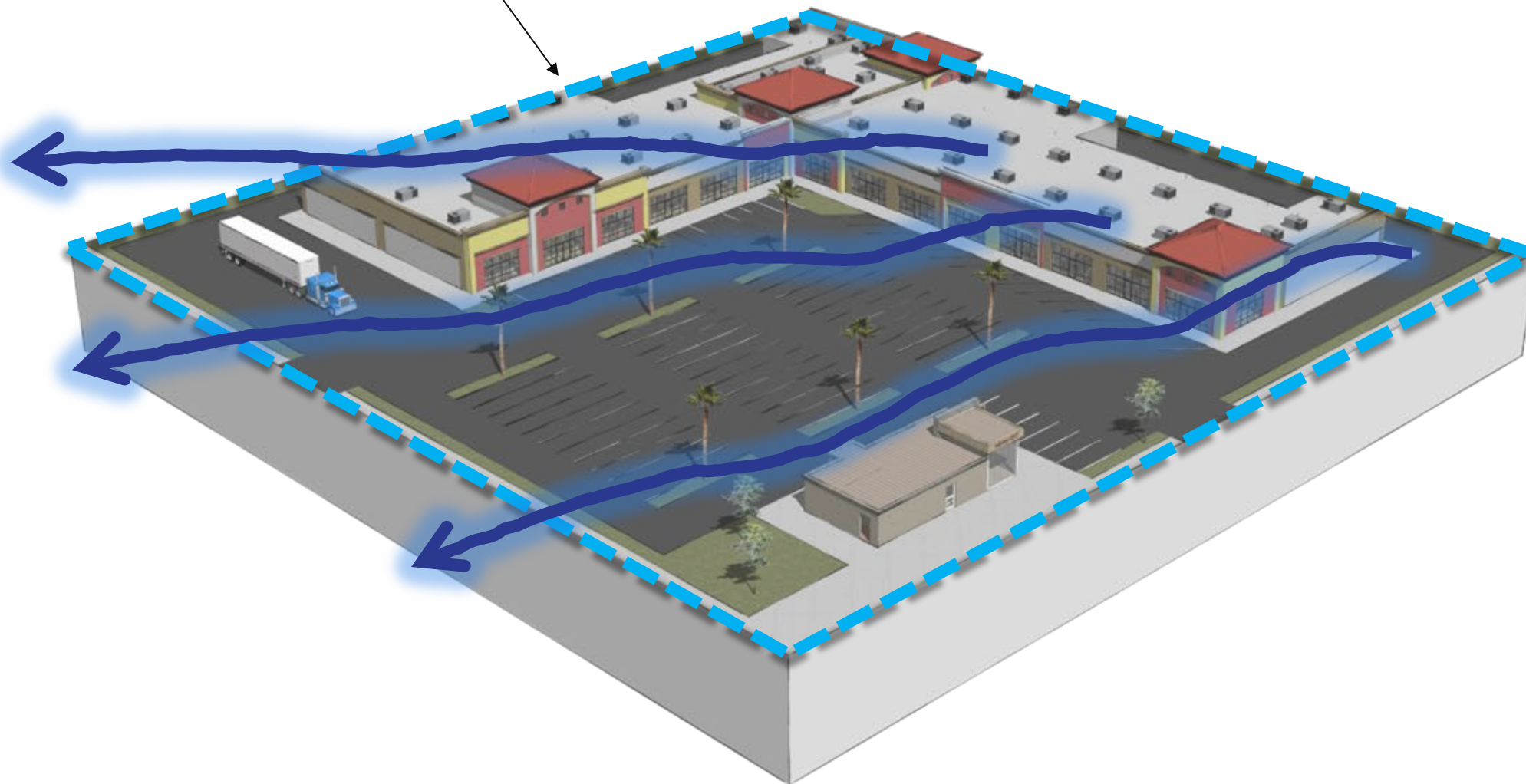


# Stormwater Approaches

## Existing Condition

*[Site Area in Floodplain = 100%]  
Developable area without  
remediation = **NONE***

Prototypical 3-acre site





# Stormwater Approaches

## On-Site Solution

*Site Area in Floodplain\* = 12%*  
*Developable area = 88%*

Prototypical 3-acre site →



*Policy options:  
Transfer of density,  
special conditions  
for open space,  
phasing patterns,  
menu of options*

*\*based on required size for open channel to move approx. 1,550 CFS of stormwater to San Marcos Creek*



# Stormwater Approaches

## On-Site Solution

*Site Area in Floodplain = 12%*

*Developable area = 88%*

*Total housing units = 200*

*Open space requirements = **10%***

Prototypical 3-acre site →



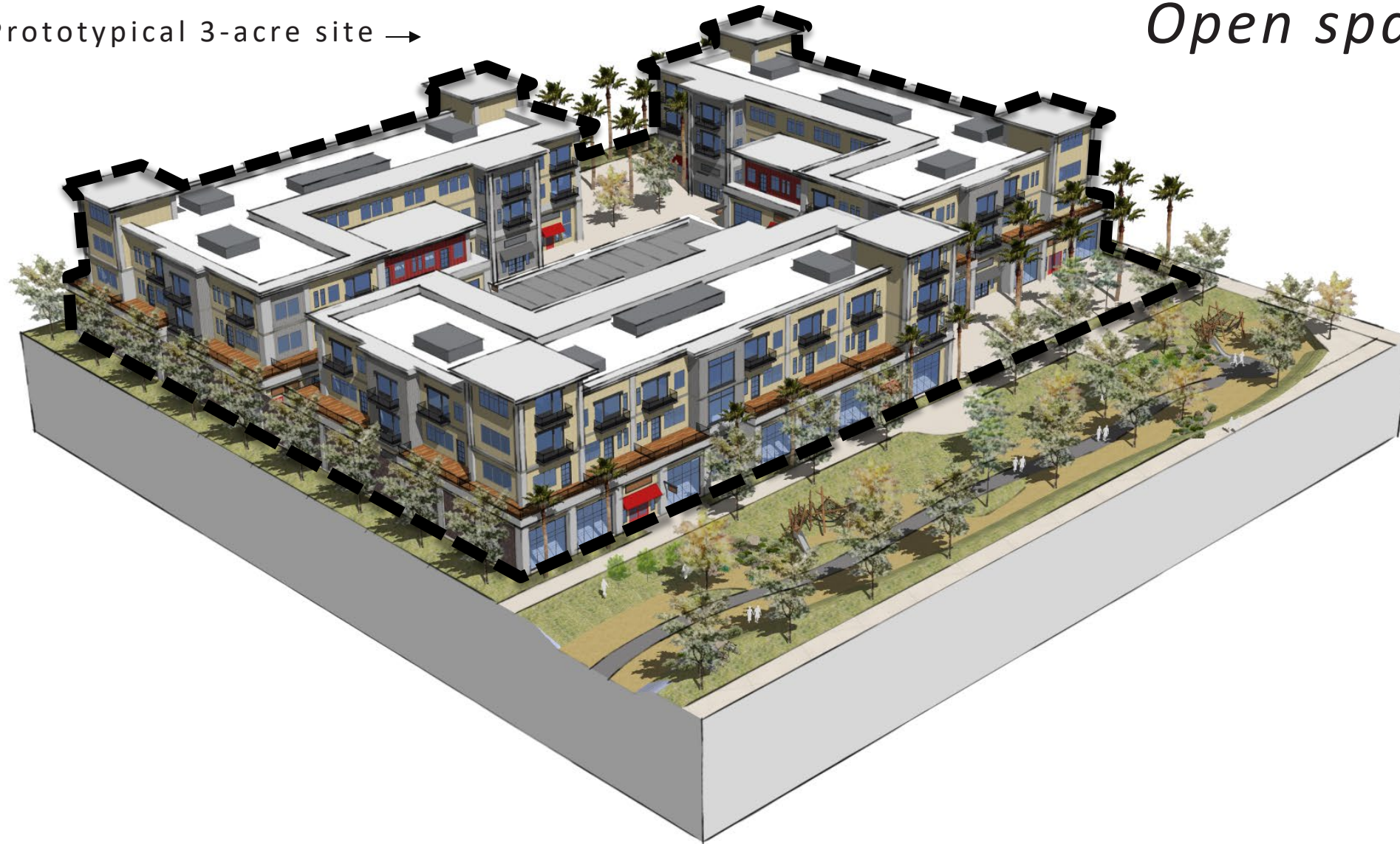


# Stormwater Approaches

## On-Site Solution

*Site Area in Floodplain = 12%*  
***Developable area = 88%***  
*Total housing units = 200*  
*Open space requirements = 10%*

Prototypical 3-acre site →





# Stormwater/Flooding

- **Unlock redevelopment potential** for impacted properties
- Property owners are **not required to do this** if they do not want to redevelop
- **Flexibility and options** will be available for individual property owners







# Questions *(10 minutes)*



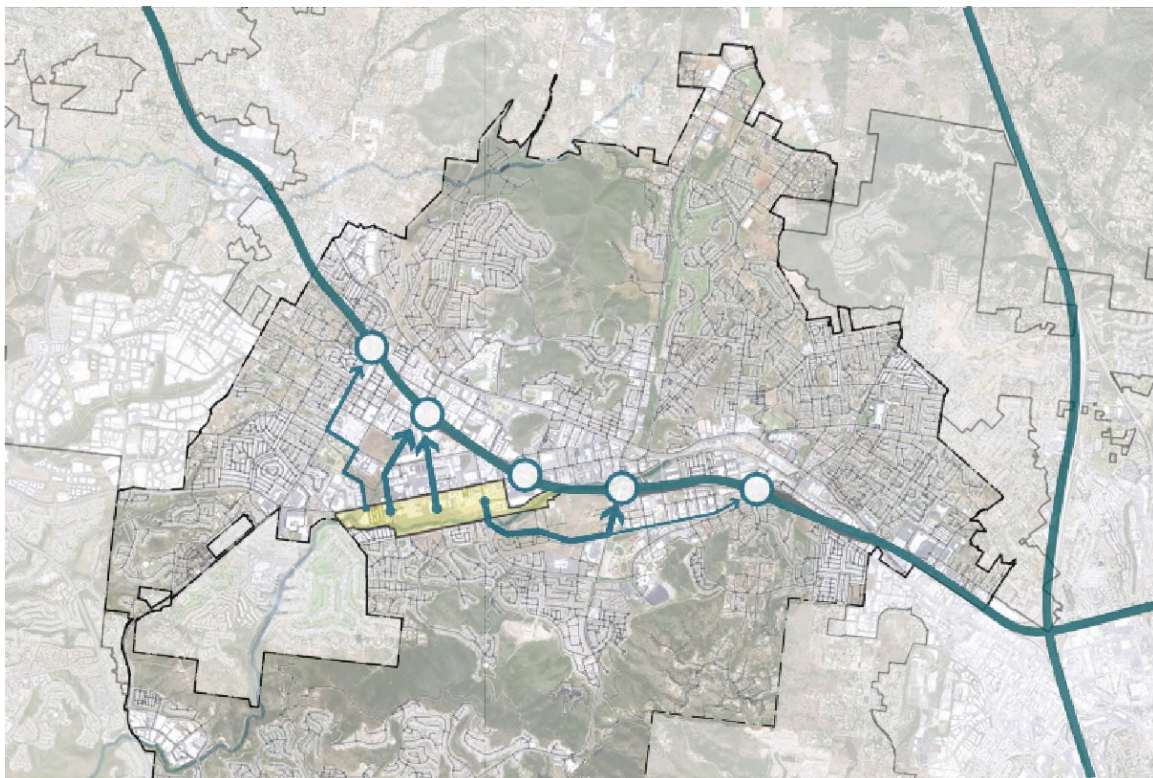


# Mobility *Emerging Plan*

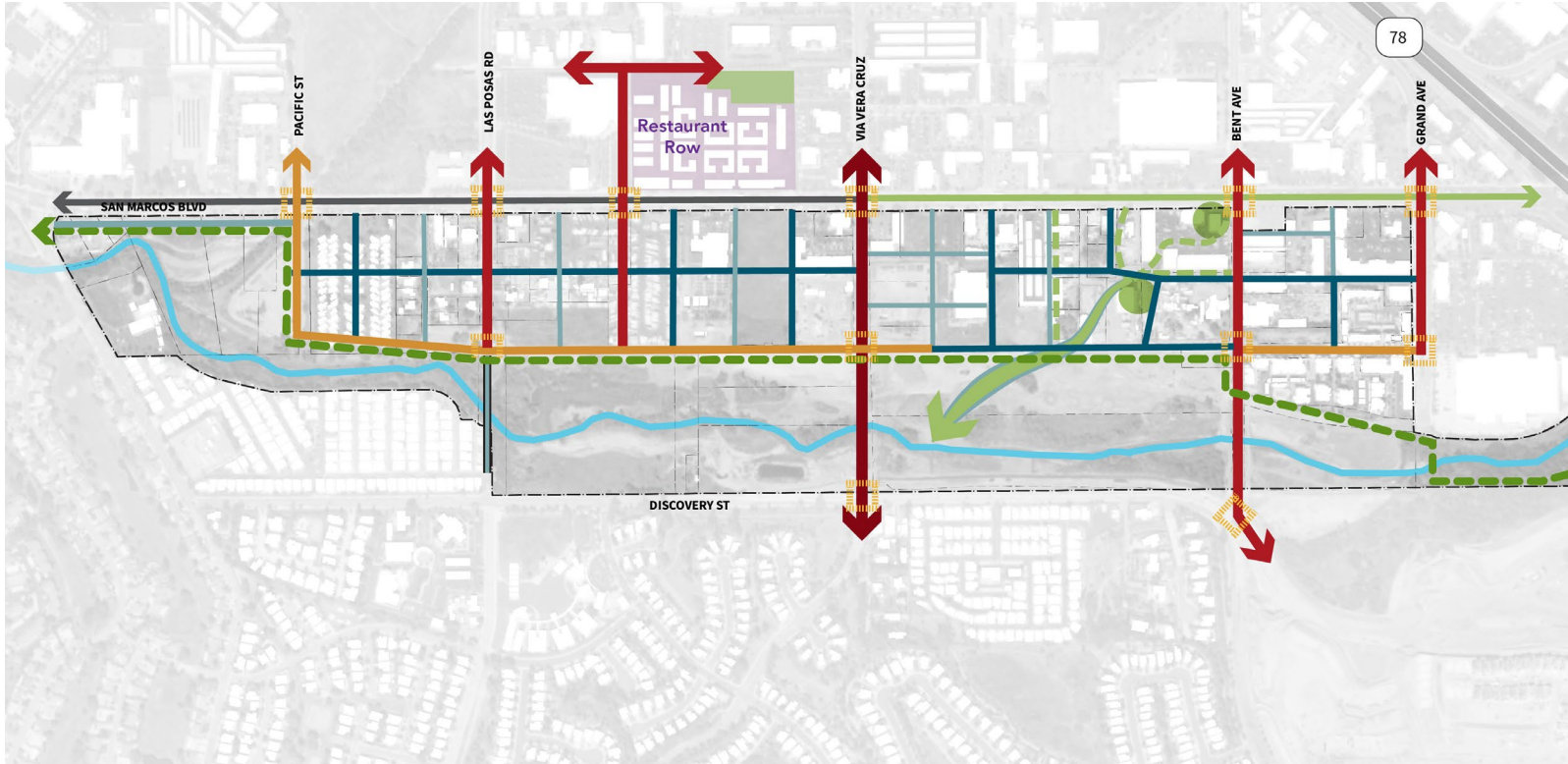


# Mobility

## City Networks

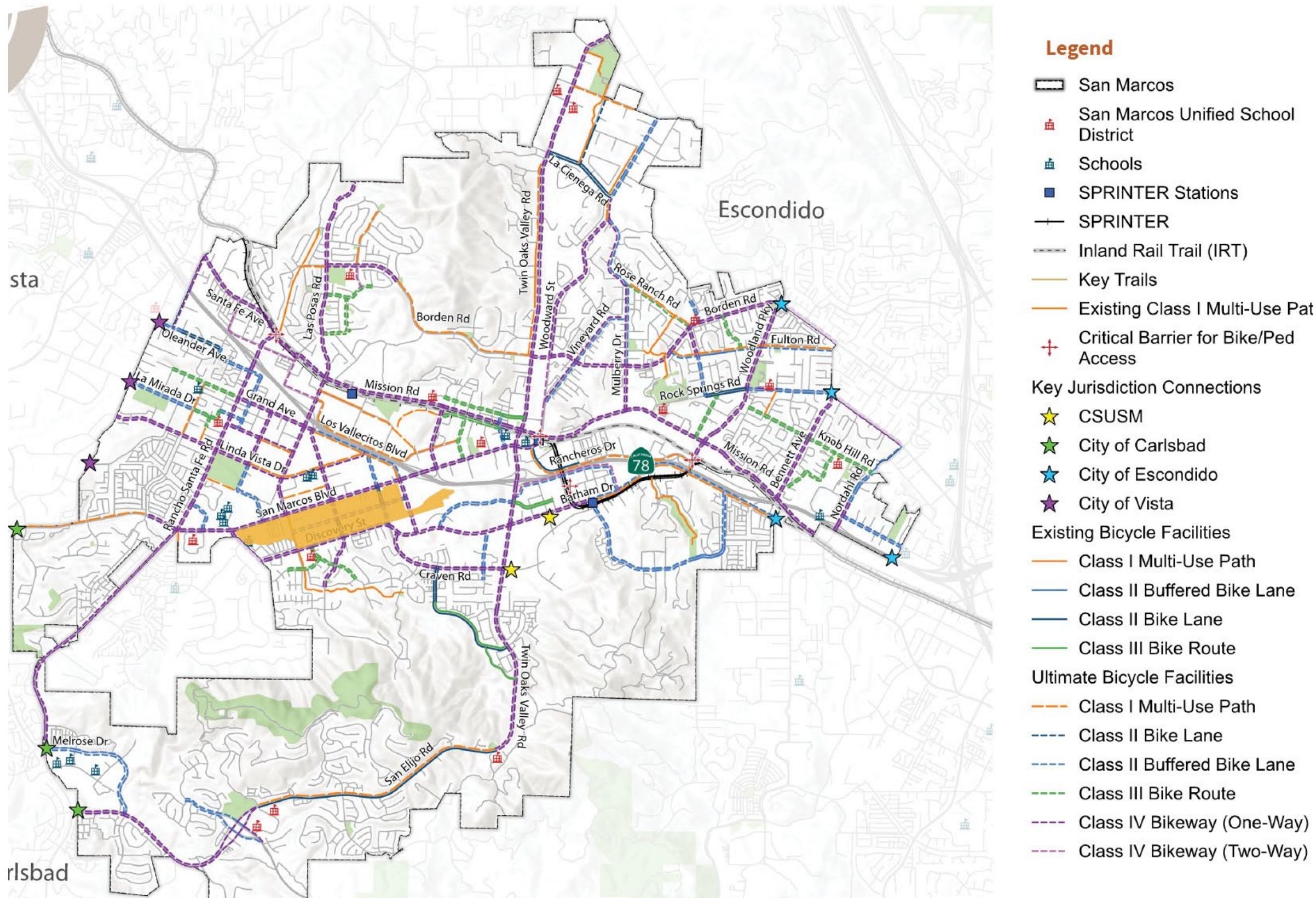


## Internal Network





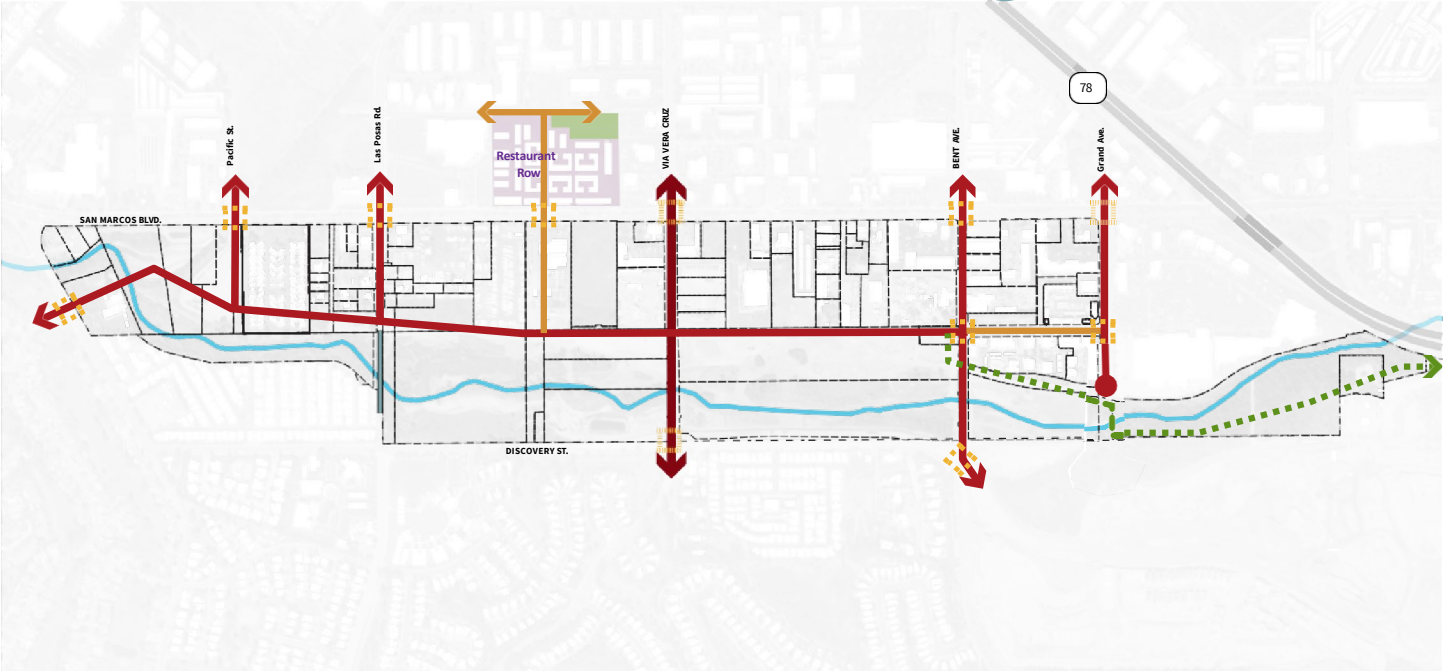
# City of San Marcos Active Transportation Plan



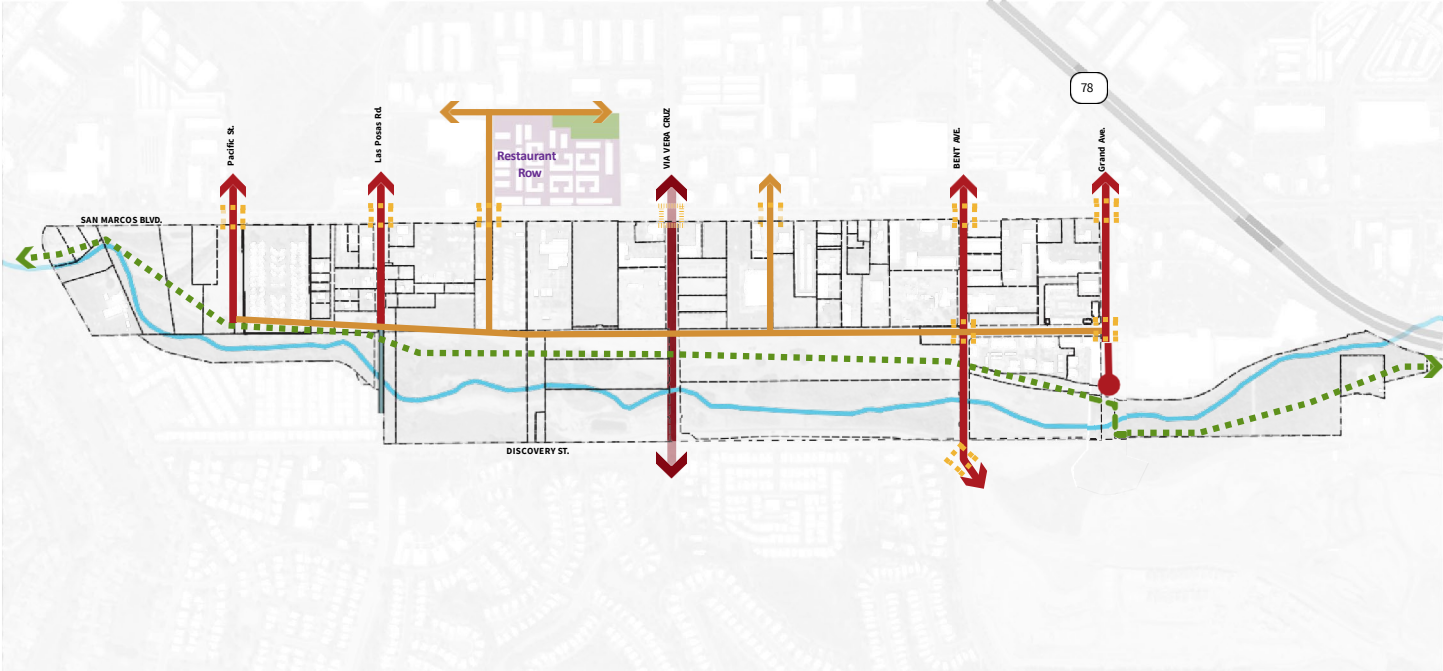


# Internal Network: SM Crossings and District Access

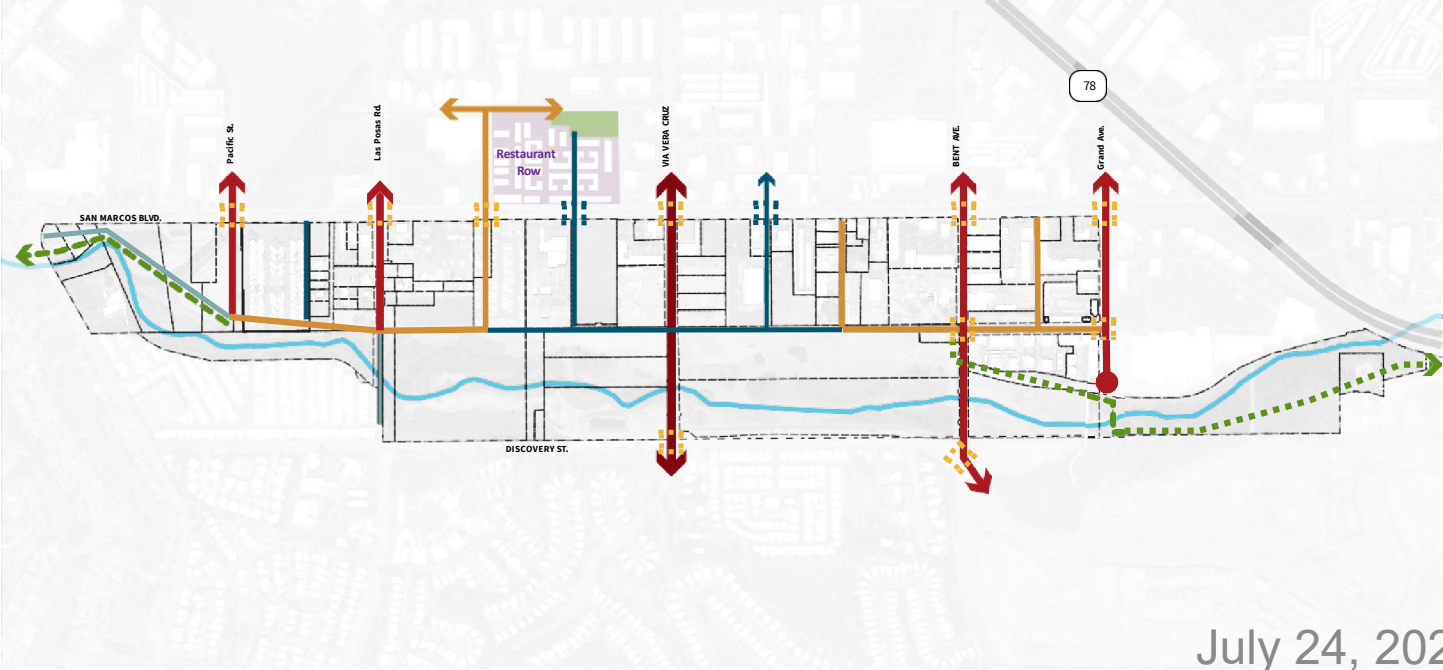
## Minimal SM Blvd. Crossings



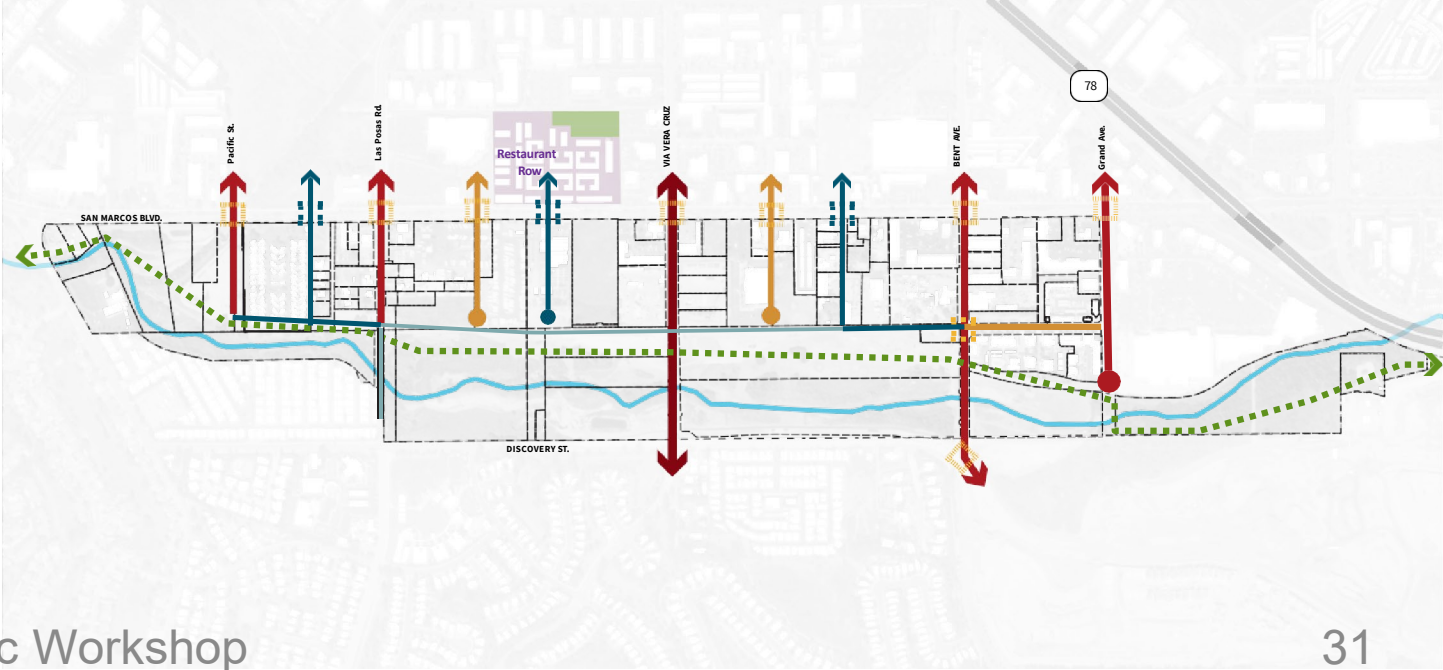
## Creek Front Shared Street



## Creek Pedestrian Promenade

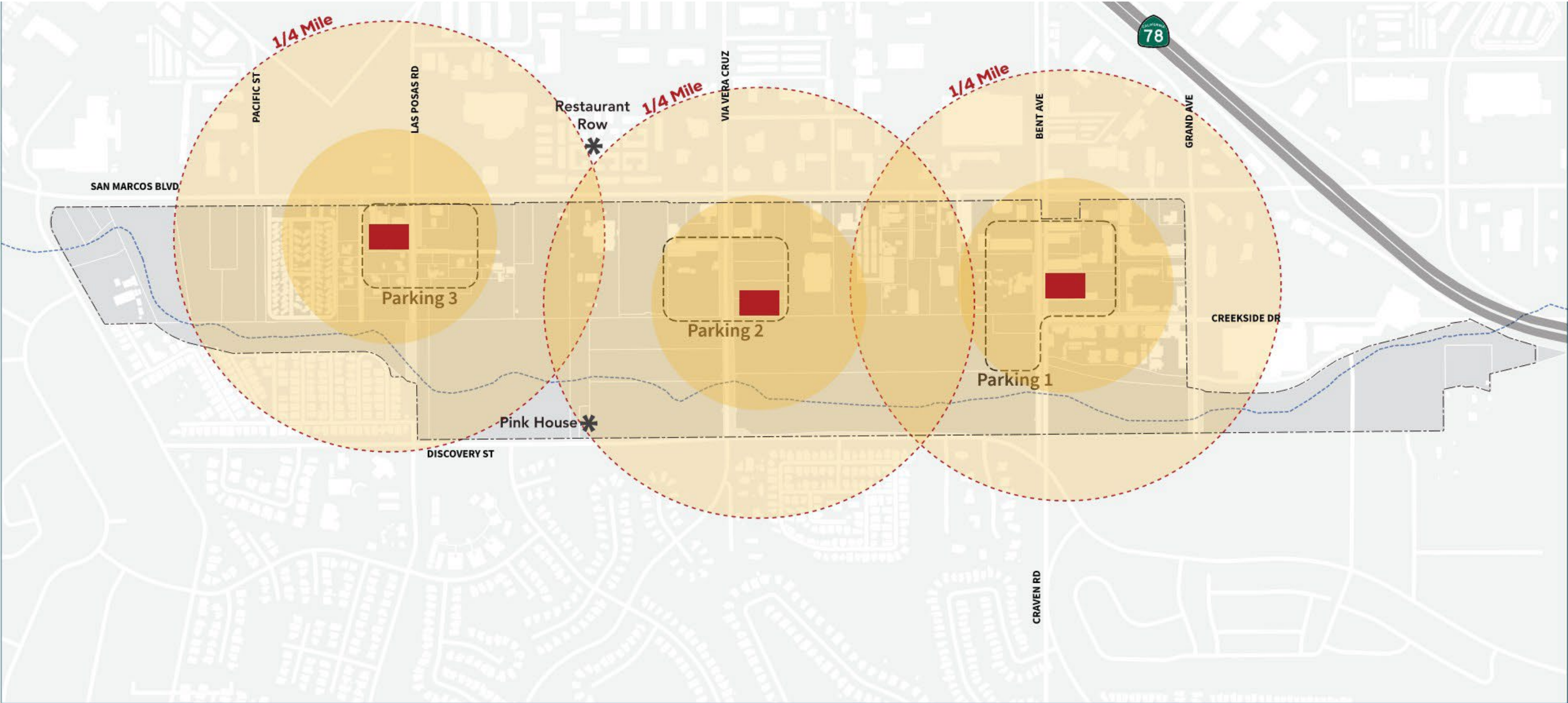


## Frequent SM Blvd. Crossings

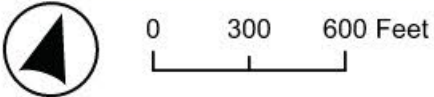




# Parking: Preferred Public Park-Once Areas

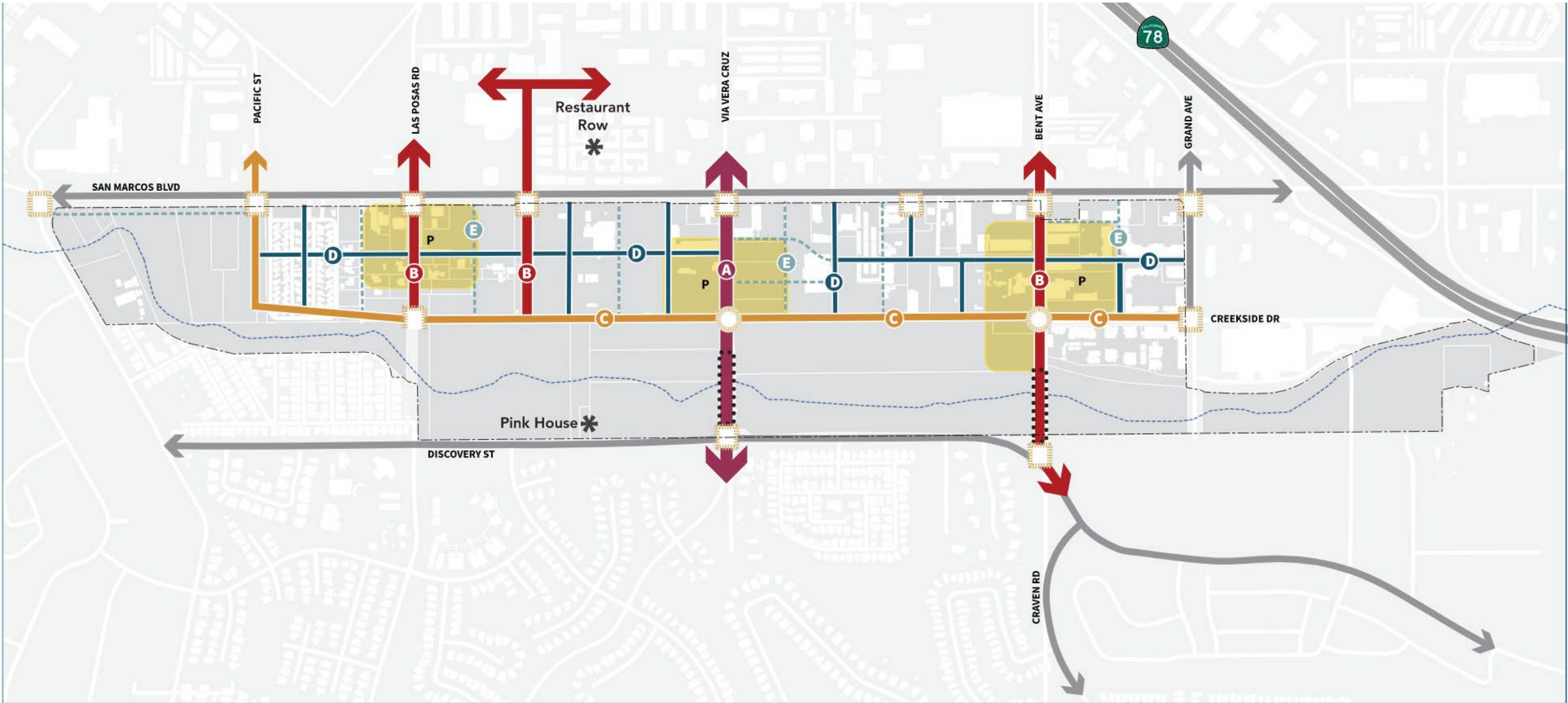


- Plan Area Boundary
- Creek
- Potential Public Parking Areas





# Mobility Road Network: 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

▲

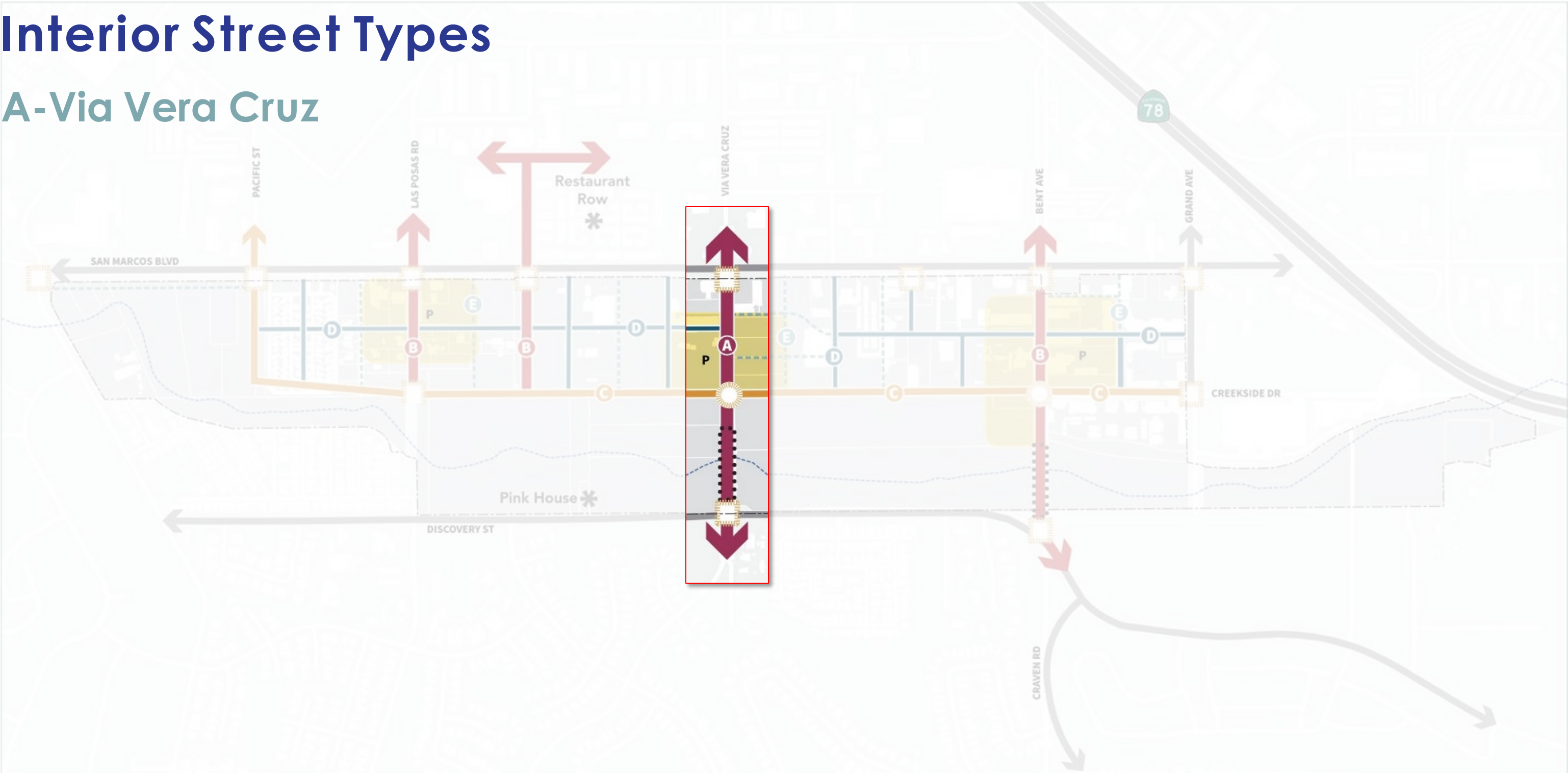
33

\*Roadway configuration over bridges to remain as existing



# Interior Street Types

## A-Via Vera Cruz



- 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')

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 2 travel, 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

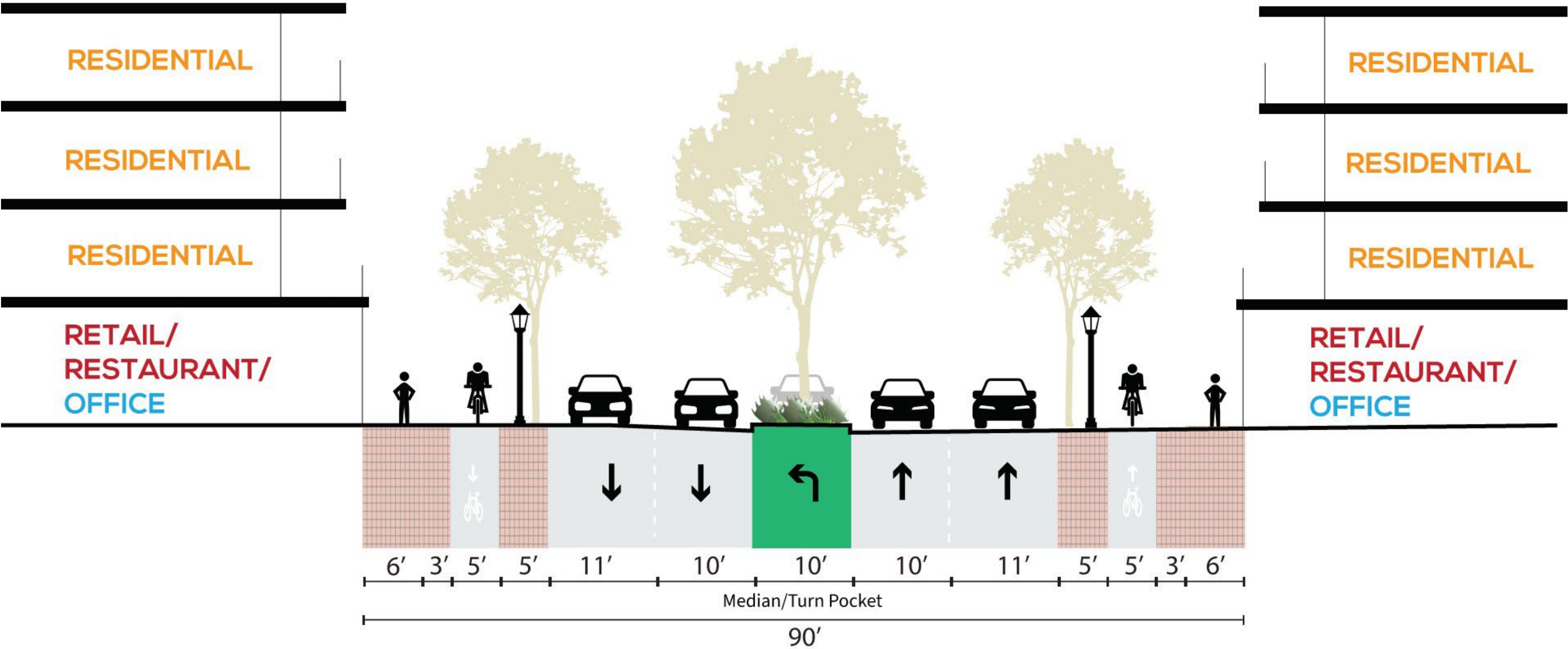
 Potential Public Parking Areas
- ▲

 0 300 600 Feet
- \*Roadway configuration over bridges to remain as existing



# Interior Street Types

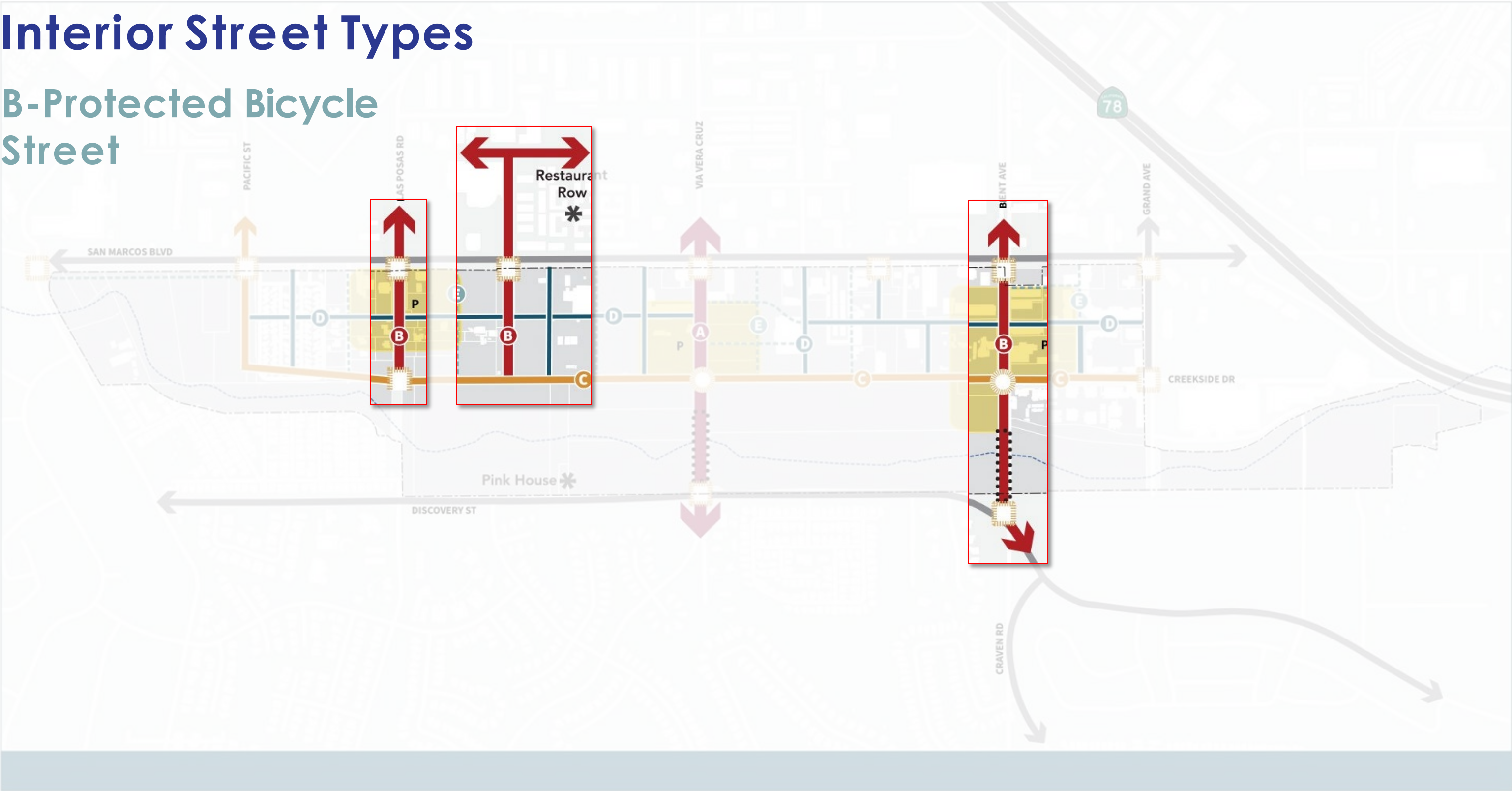
## A-Via Vera Cruz





# Interior Street Types

## B-Protected Bicycle Street



- 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, 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

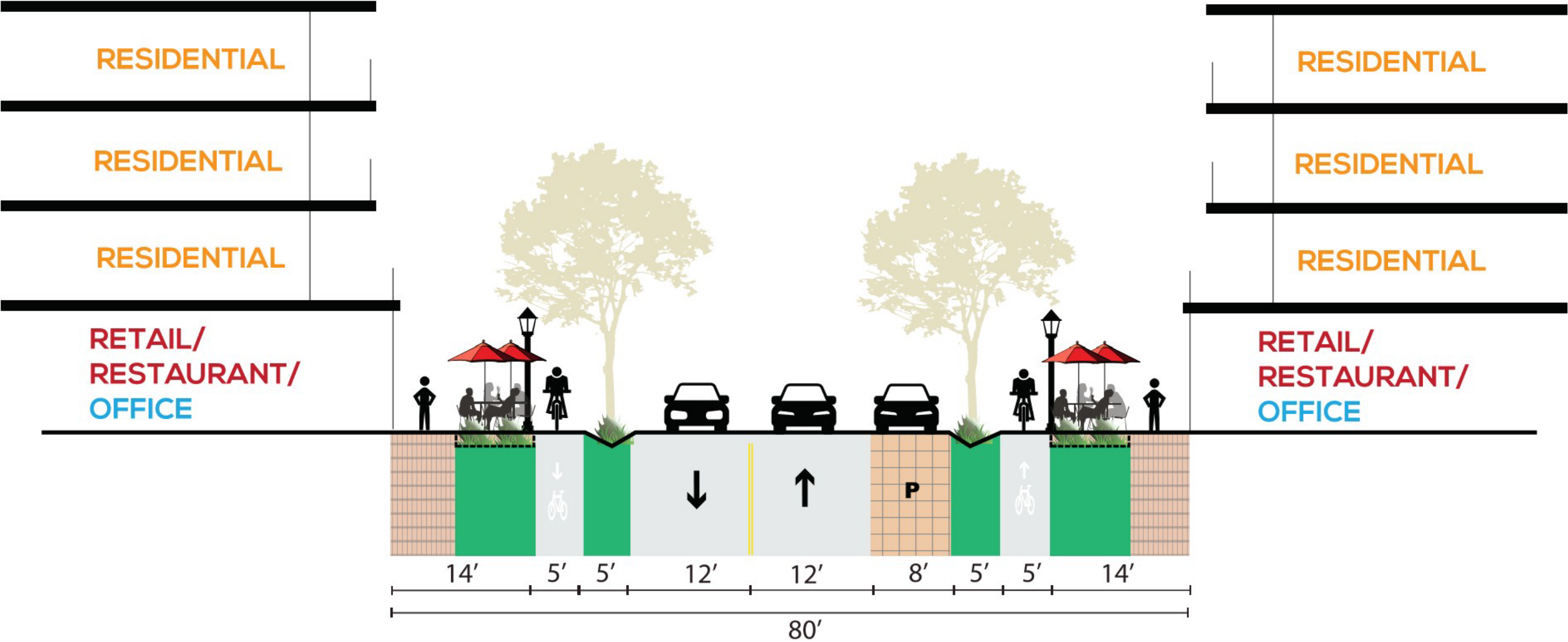
 Potential Public Parking Areas
- 0 300 600 Feet

\*Roadway configuration over bridges to remain as existing



# Interior Street Types

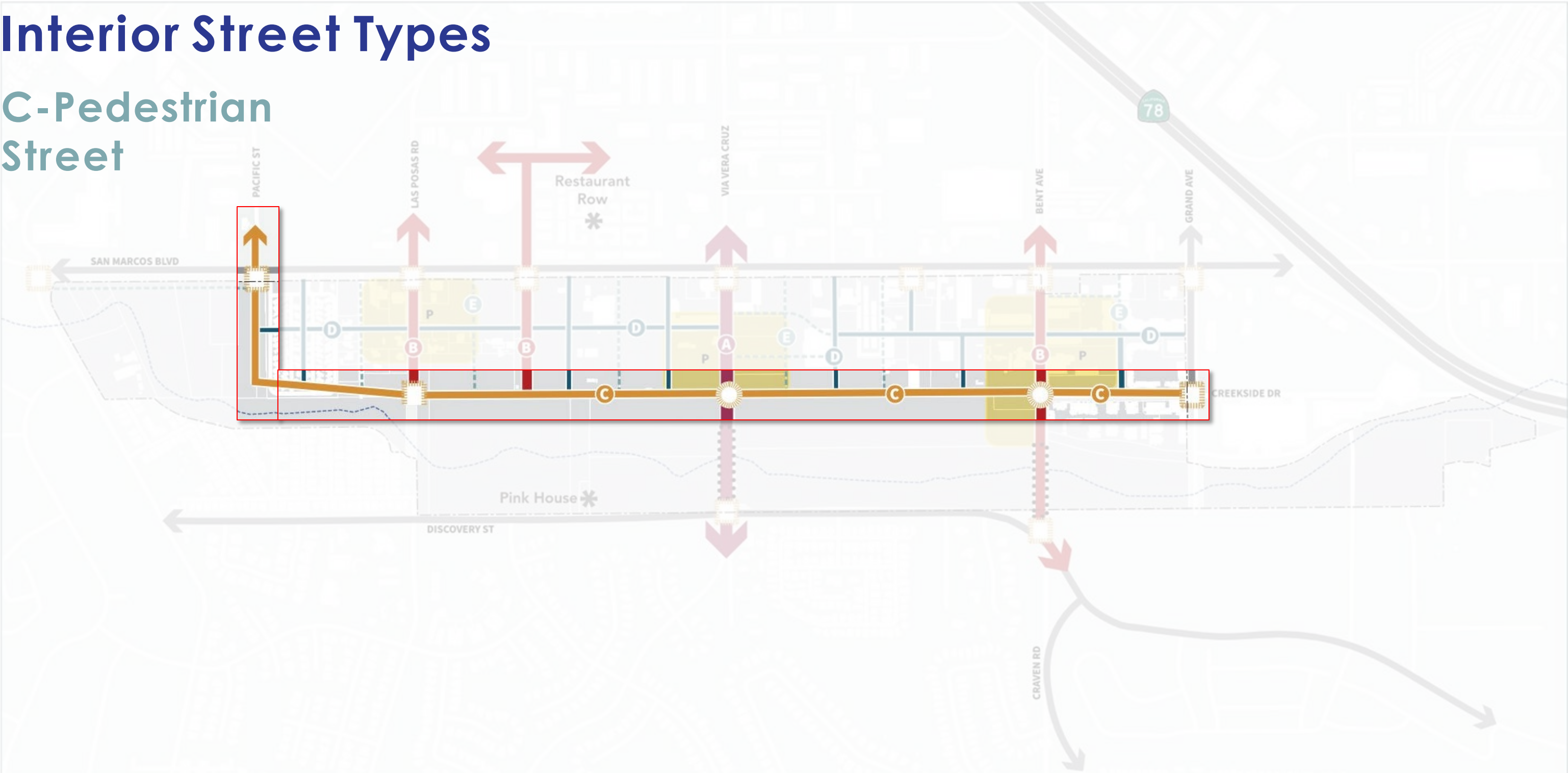
## B-Protected Bicycle Street





# Interior Street Types

## C-Pedestrian Street

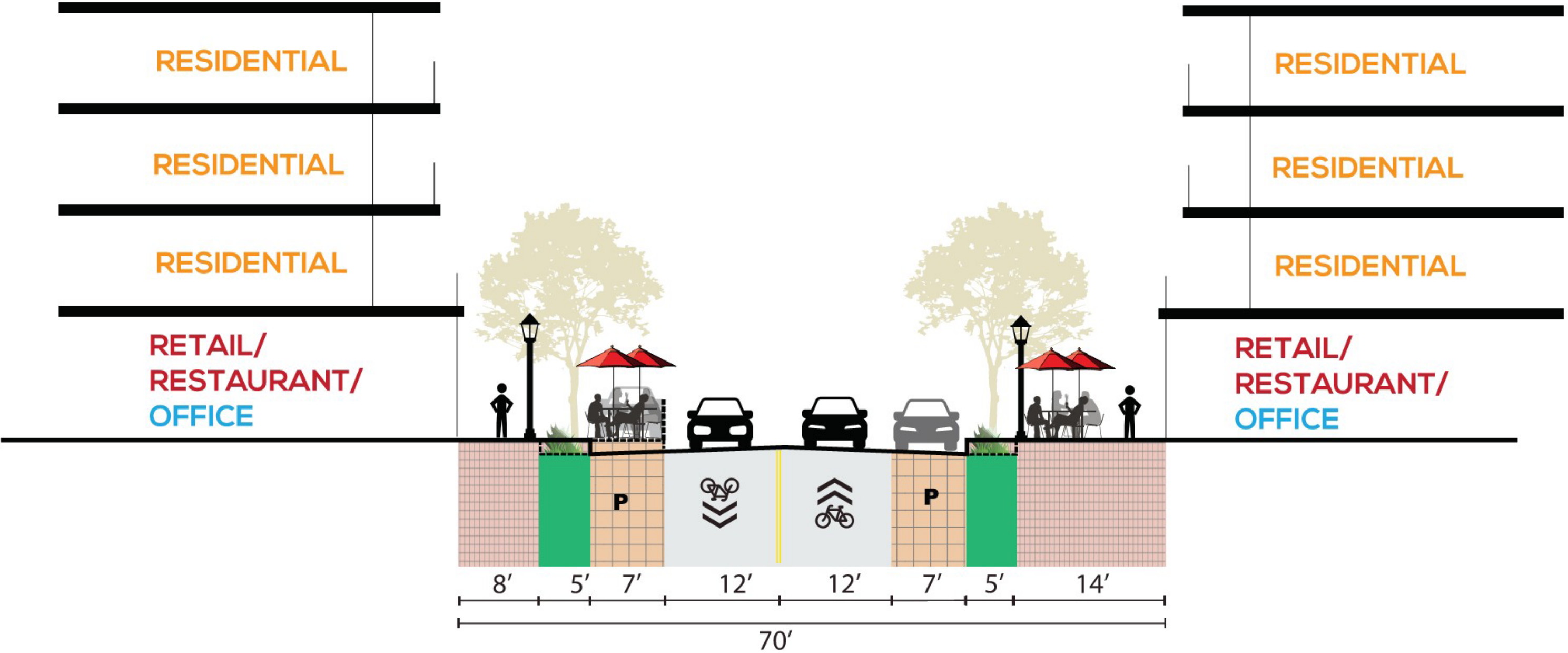


\*Roadway configuration over bridges to remain as existing



# Interior Street Types

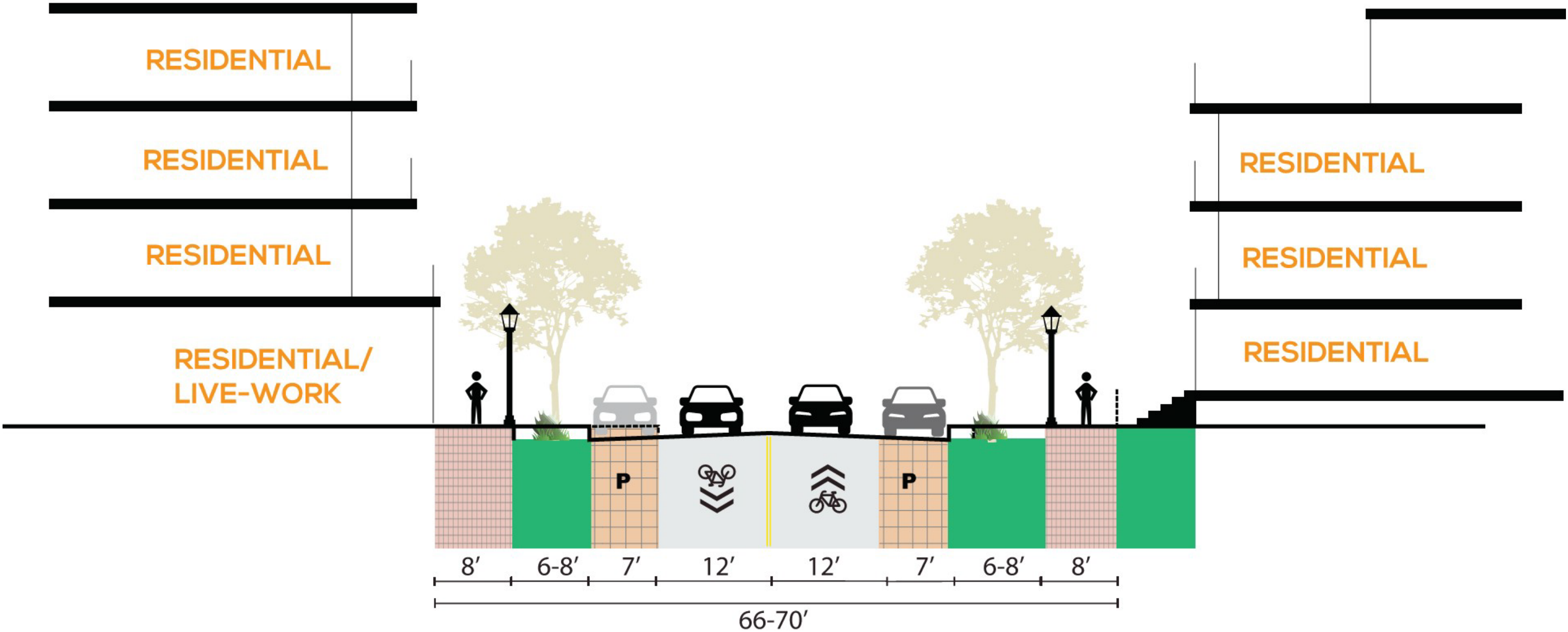
C-Pedestrian  
Street  
Commercial





# Interior Street Types

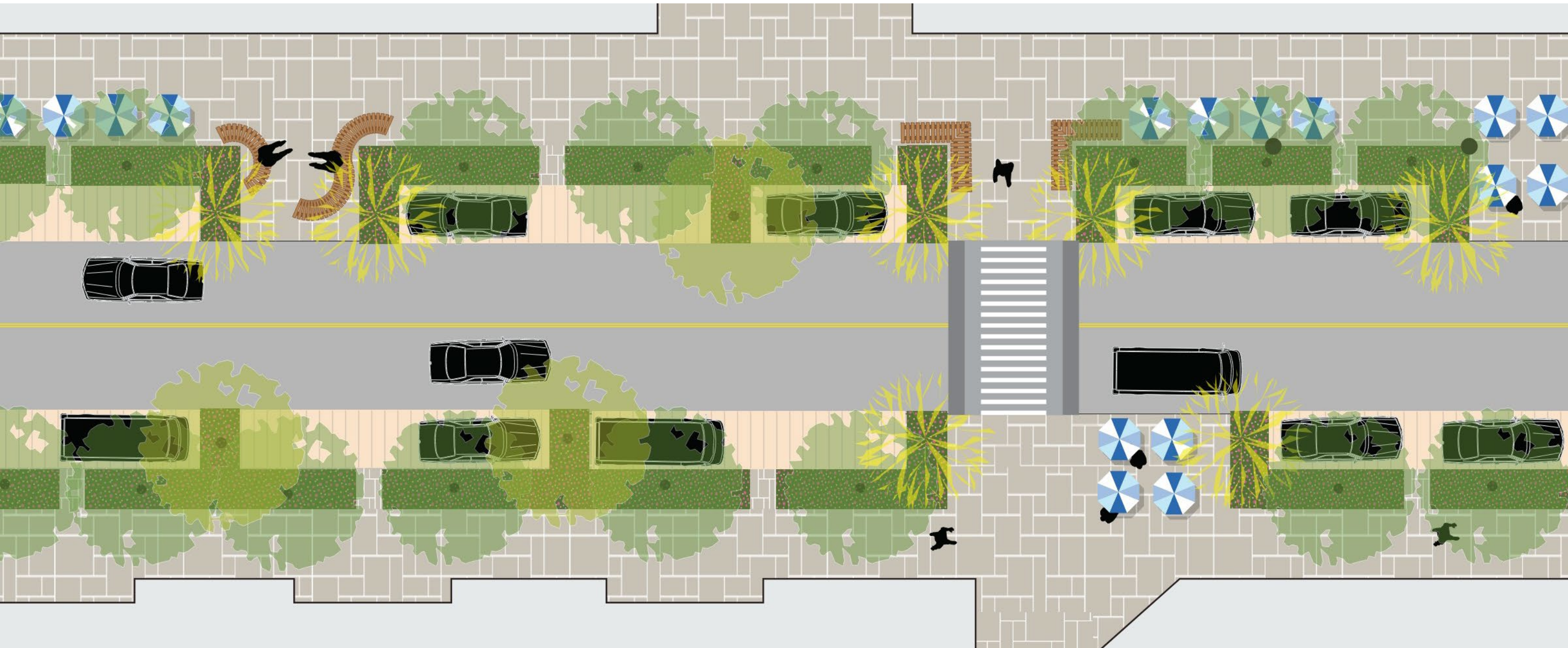
C-Pedestrian  
Street  
Residential





# Interior Street Types

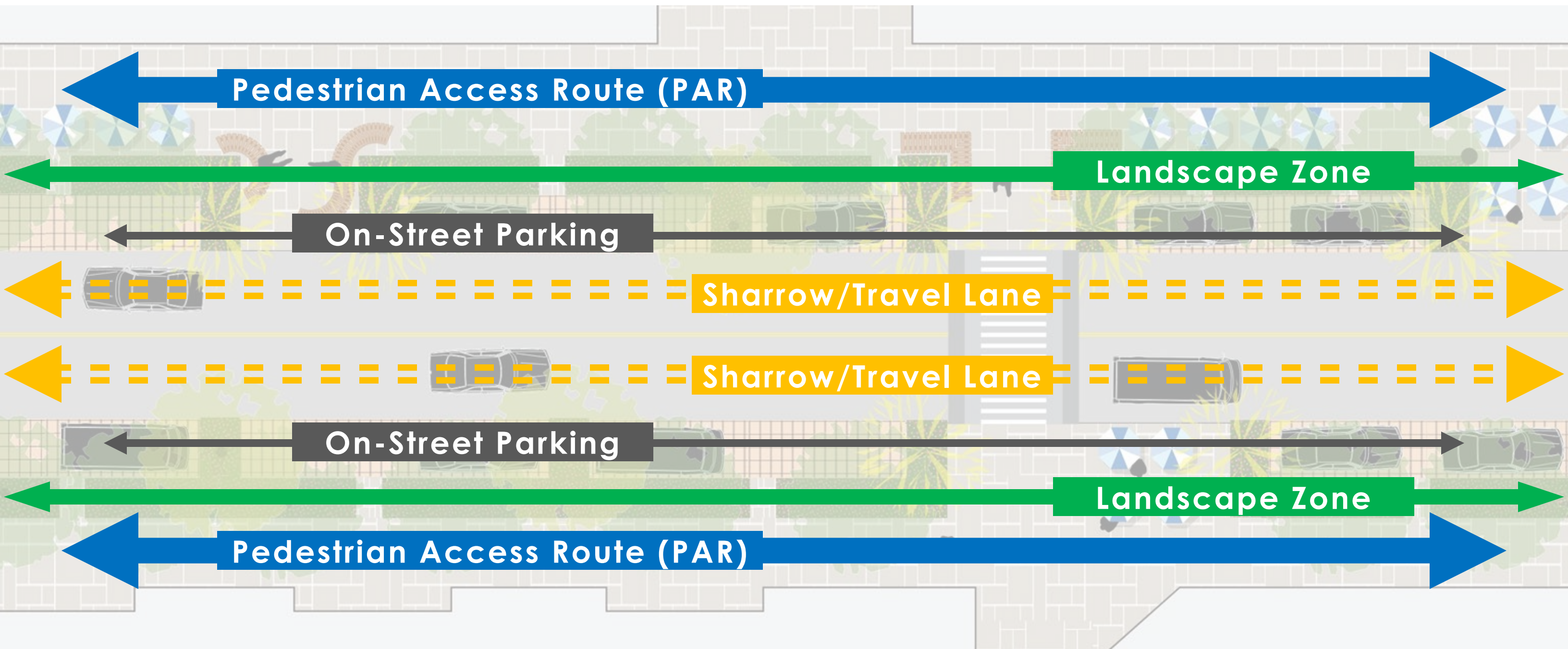
## C-Pedestrian Street





# Interior Street Types

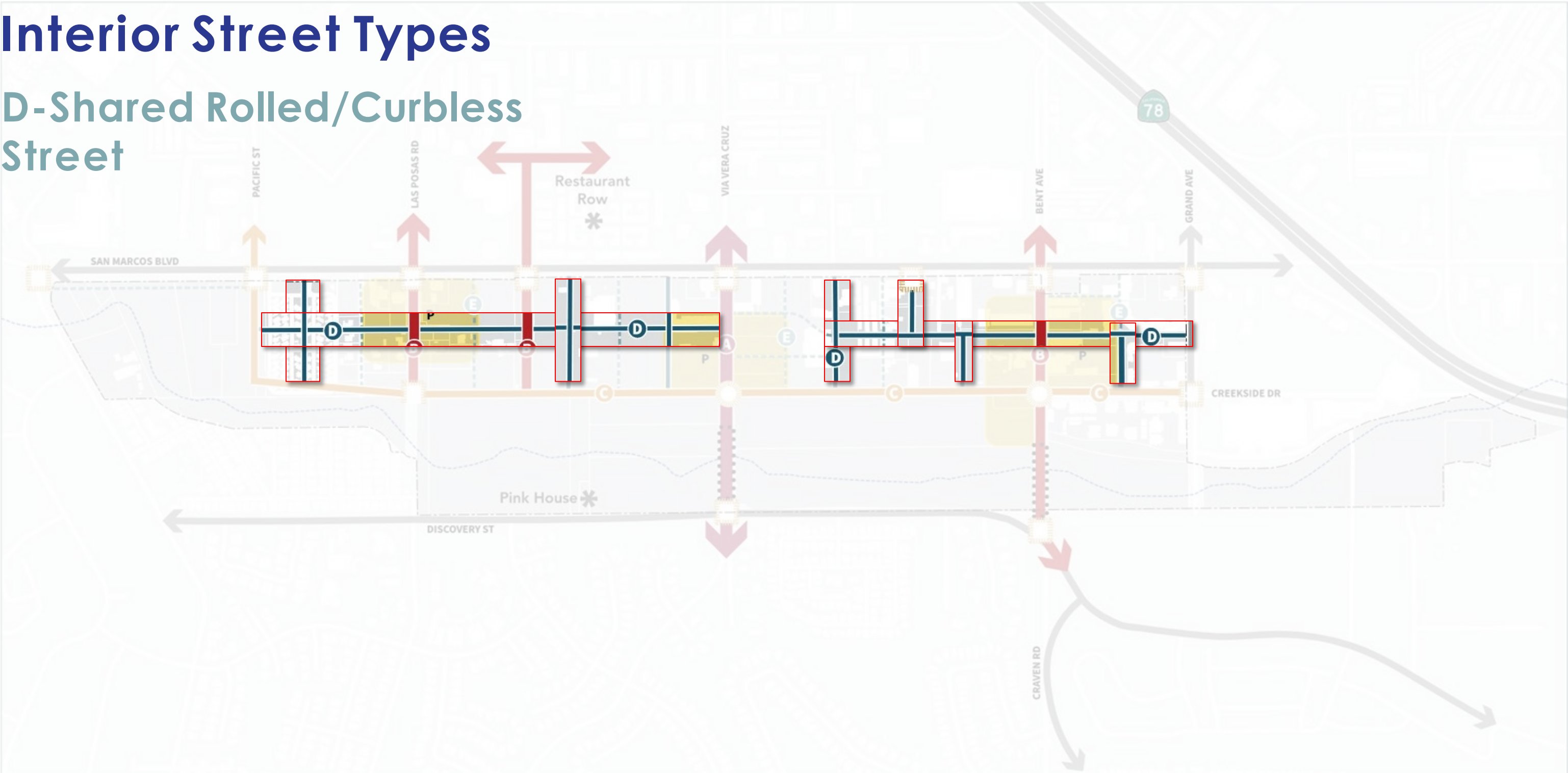
## C-Pedestrian Street





# Interior Street Types

## D-Shared Rolled/Curbless Street



----- 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, 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

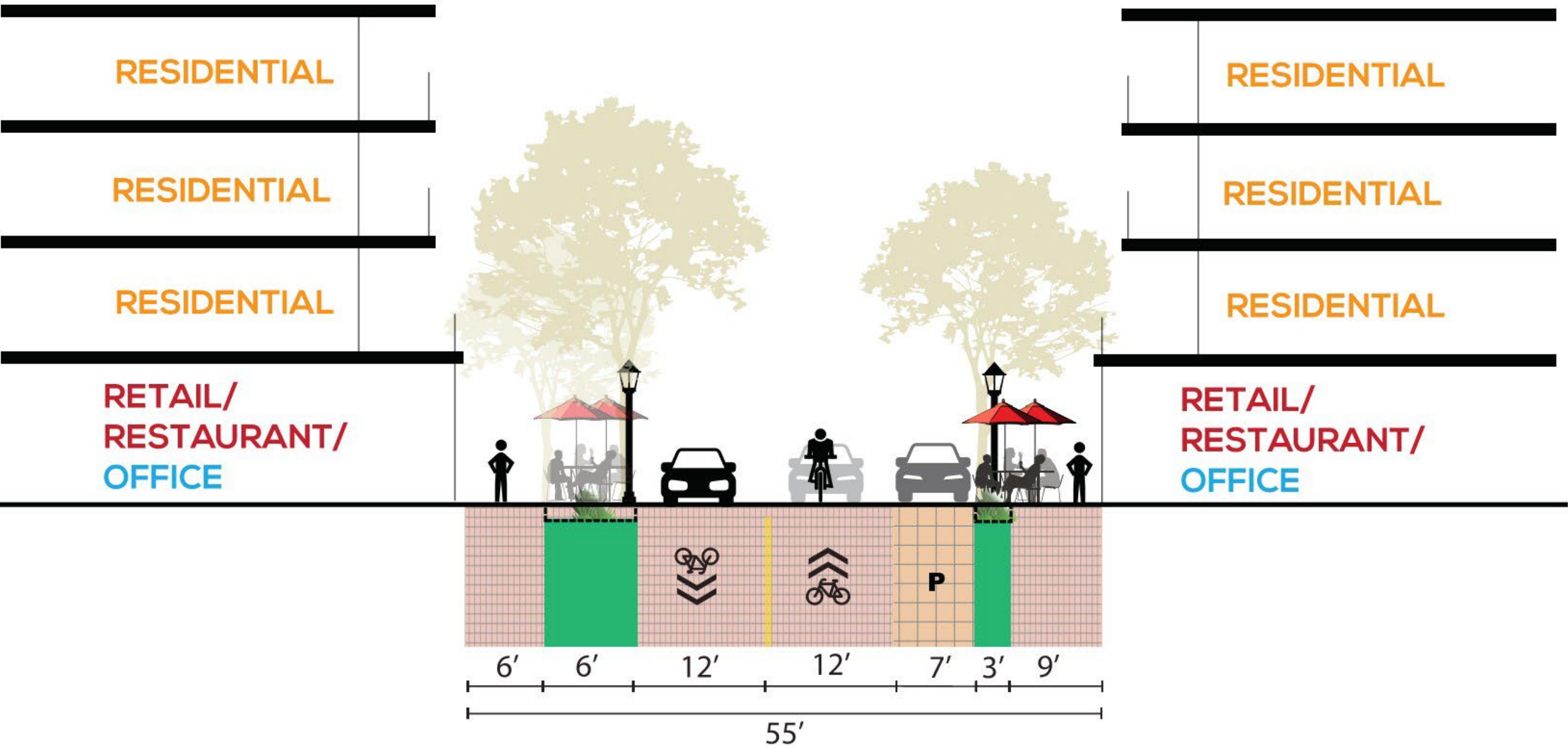
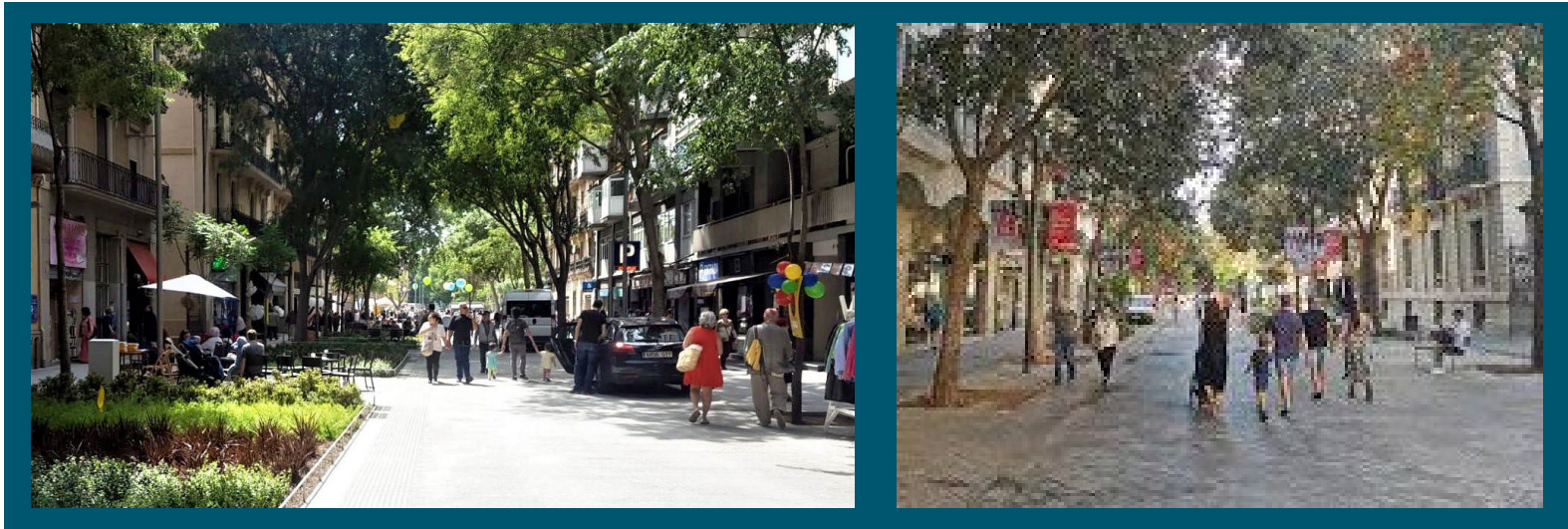
0 300 600 Feet

\*Roadway configuration over bridges to remain as existing



# Interior Street Types

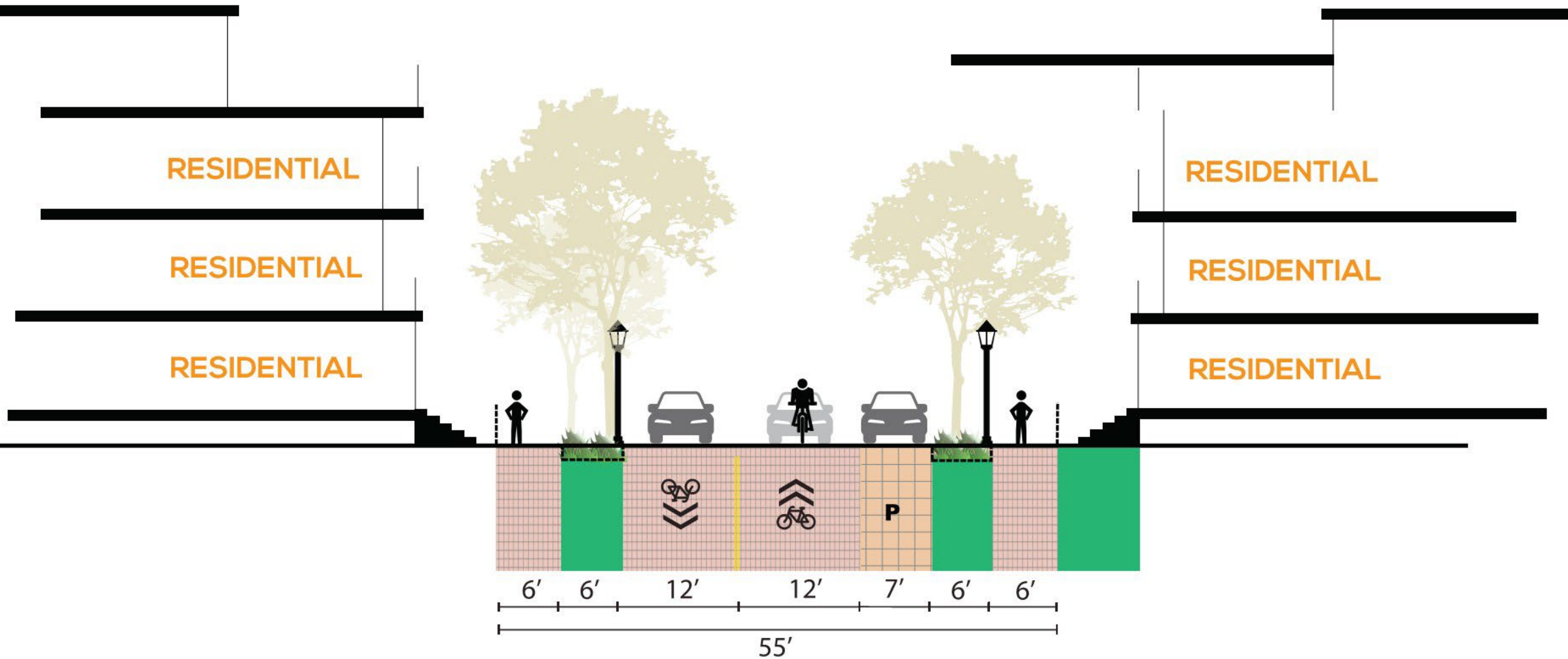
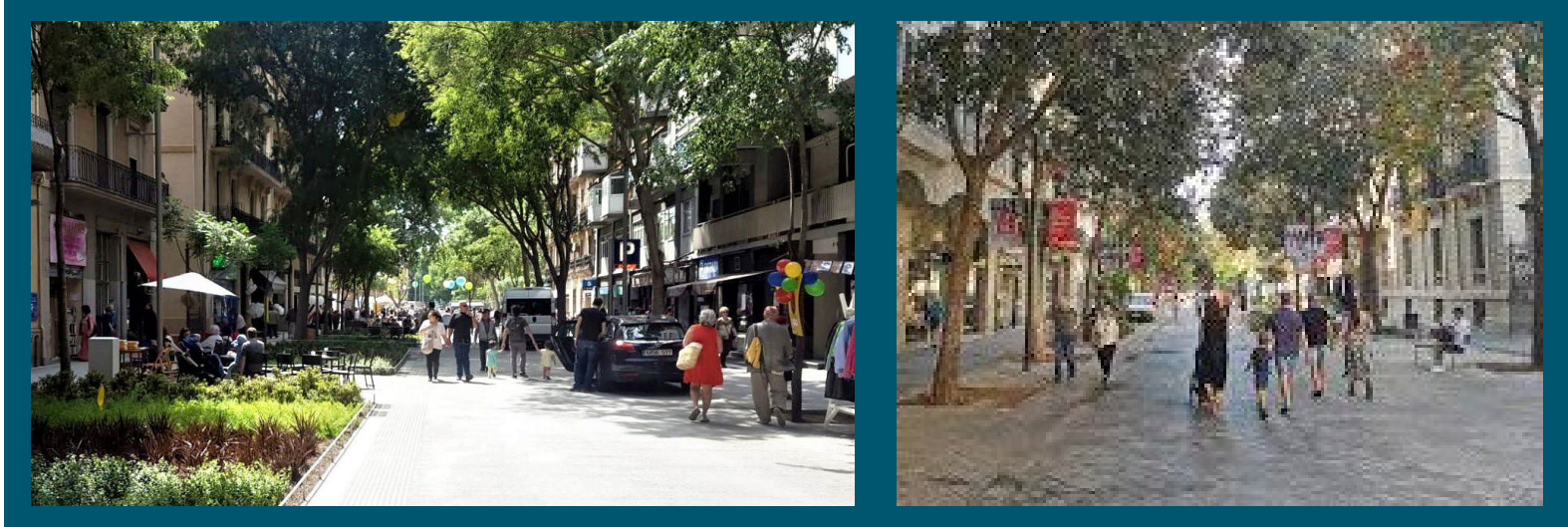
## D-Shared Rolled/Curbless Street Commercial





# Interior Street Types

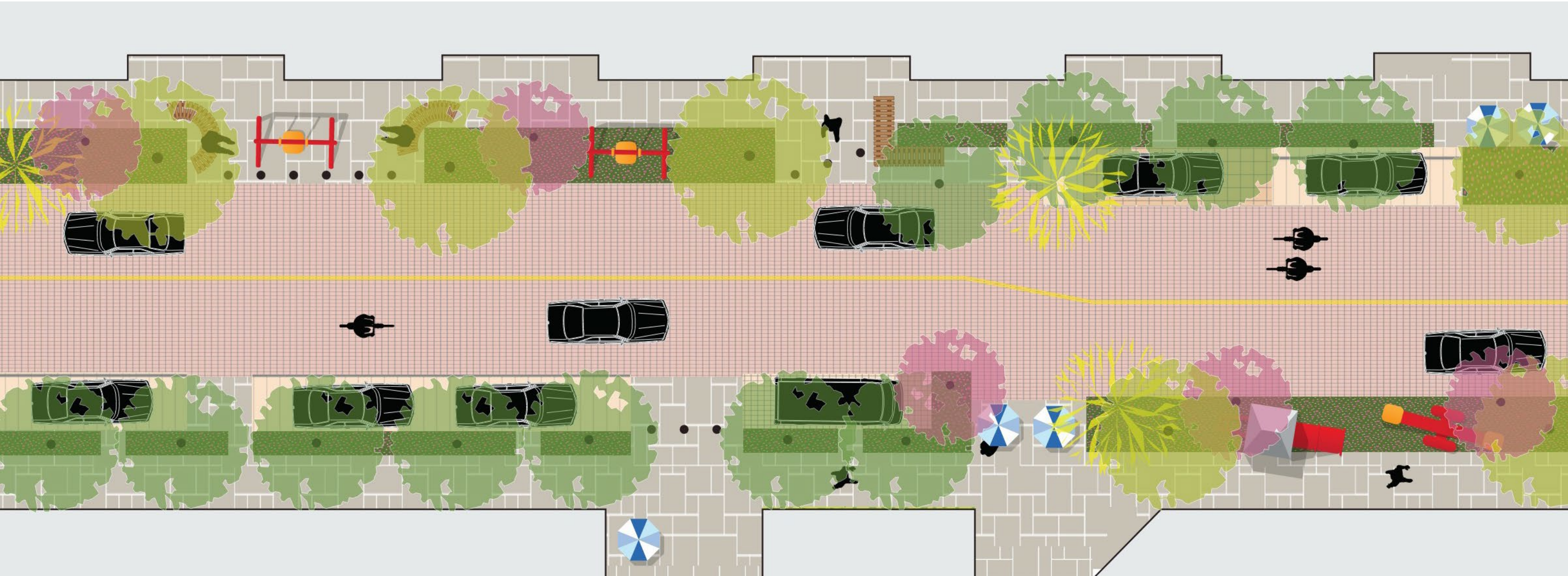
D-Shared Rolled/Curbless  
Street Residential





# Interior Street Types

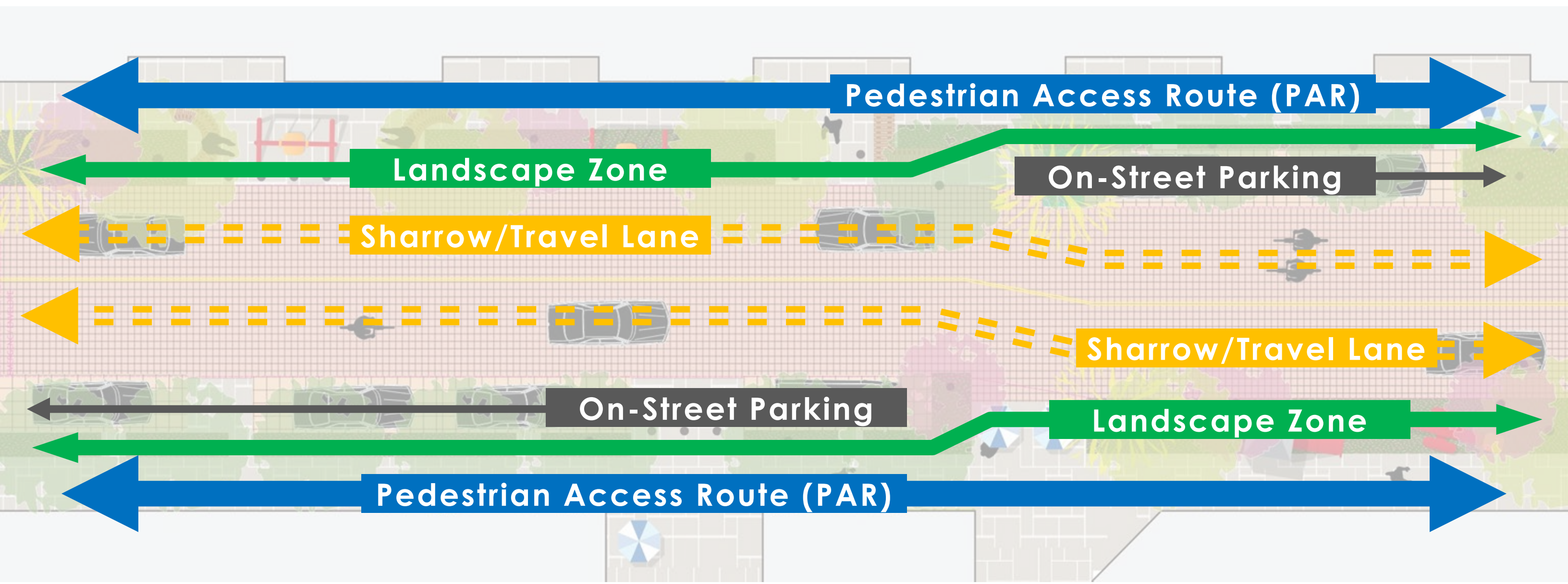
## D-Shared Rolled/Curbless Street





# Interior Street Types

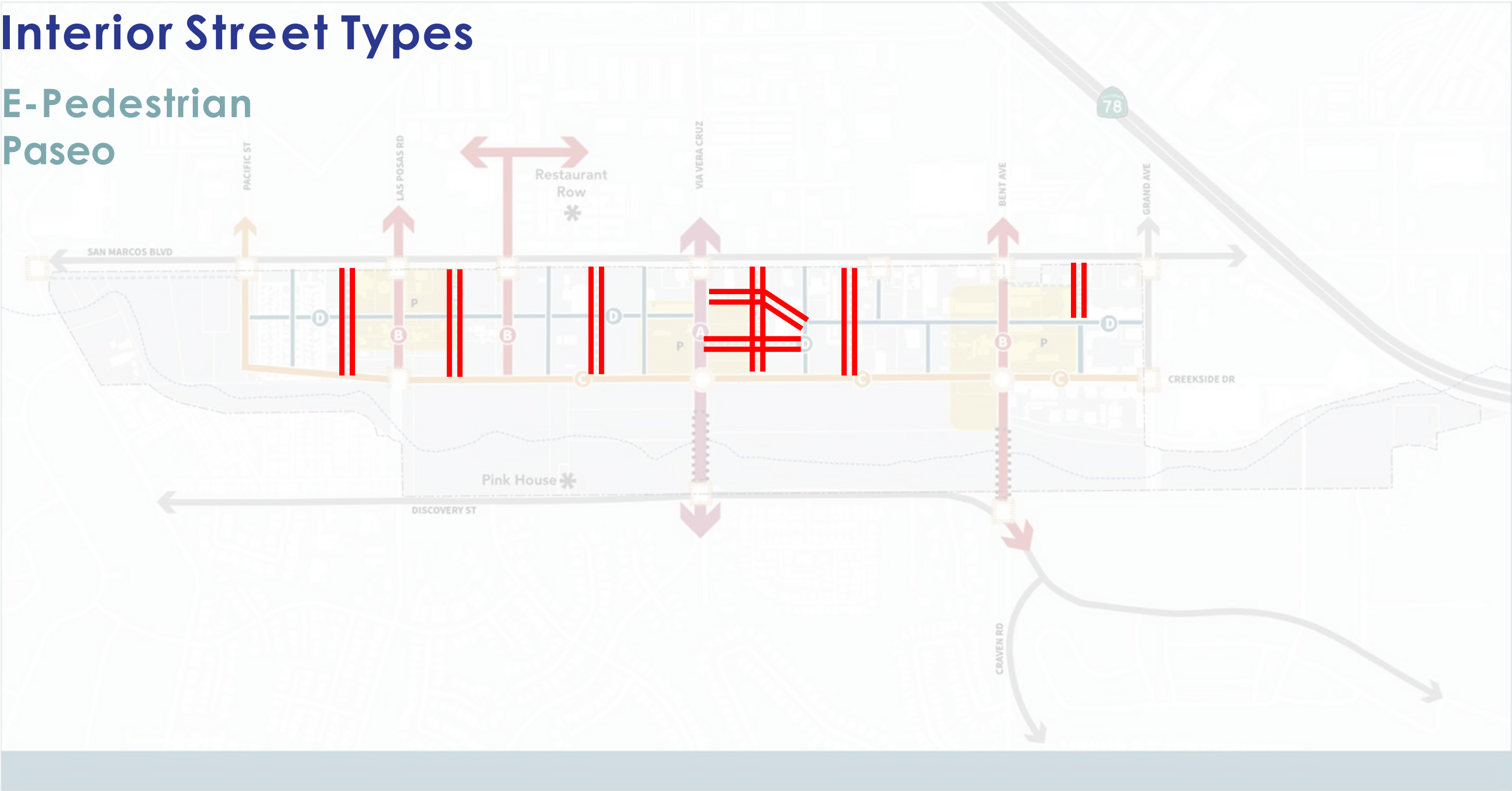
D-Shared  
Rolled/Curbless  
Street





# Interior Street Types

## E-Pedestrian Paseo



- 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, 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

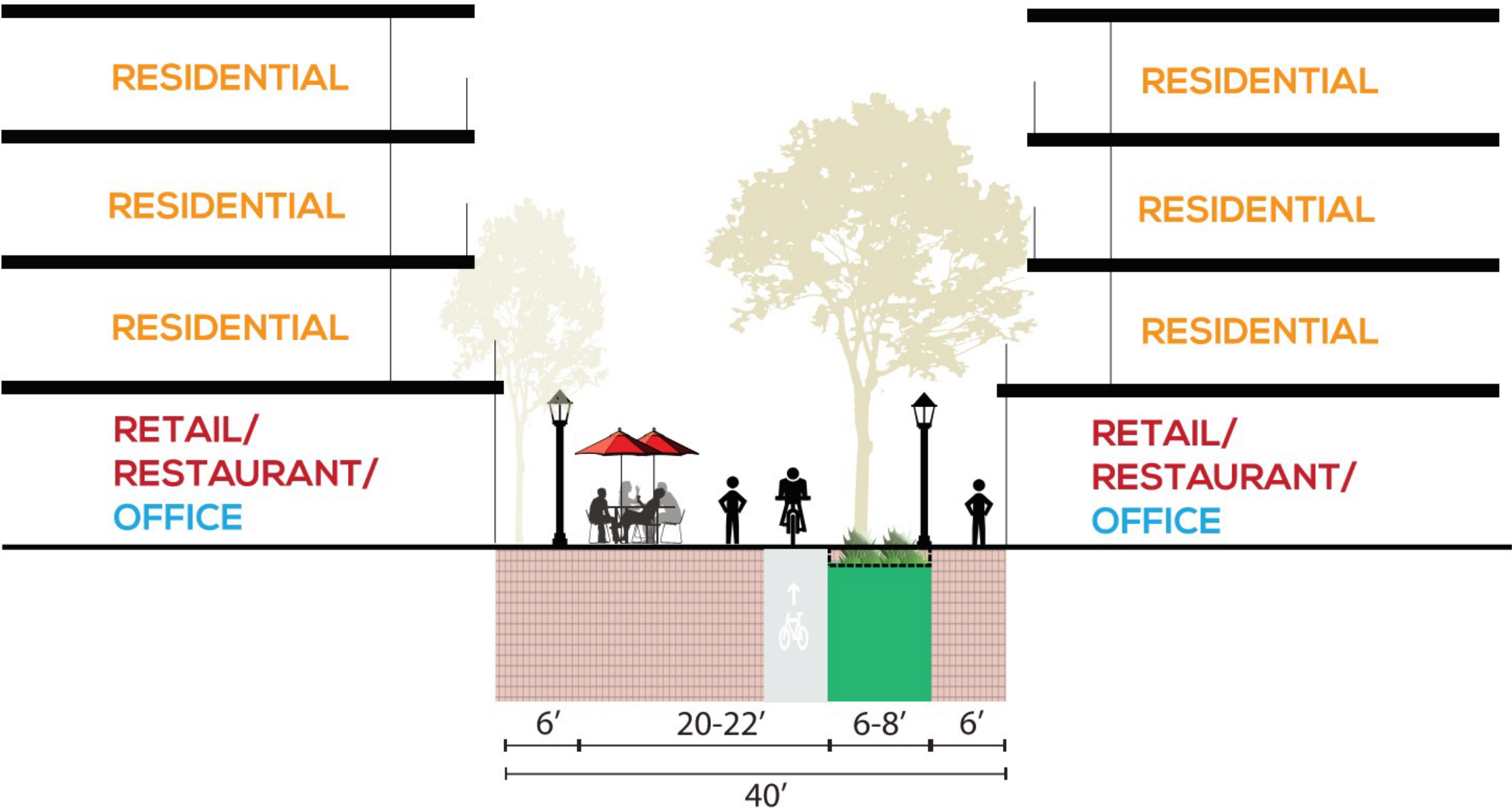


\*Roadway configuration over bridges to remain as existing



# Interior Street Types

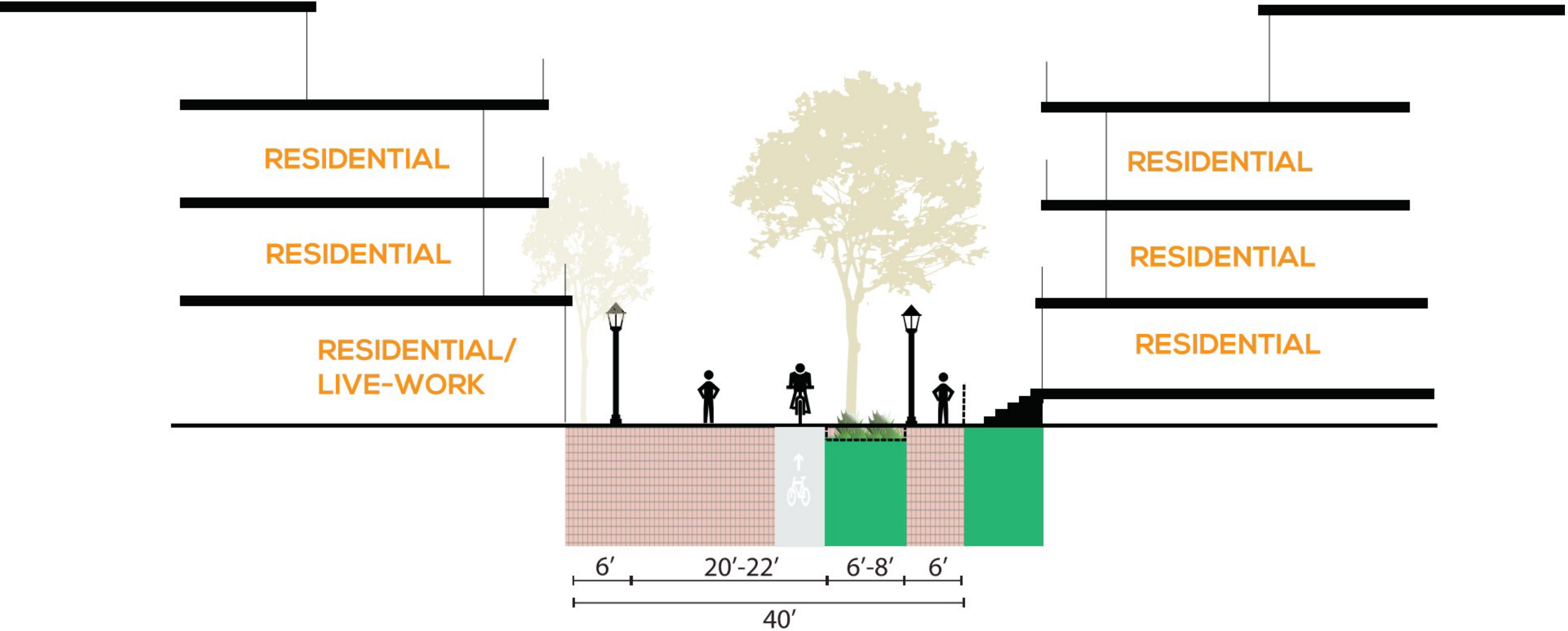
E-Pedestrian  
Paseo  
Commercial





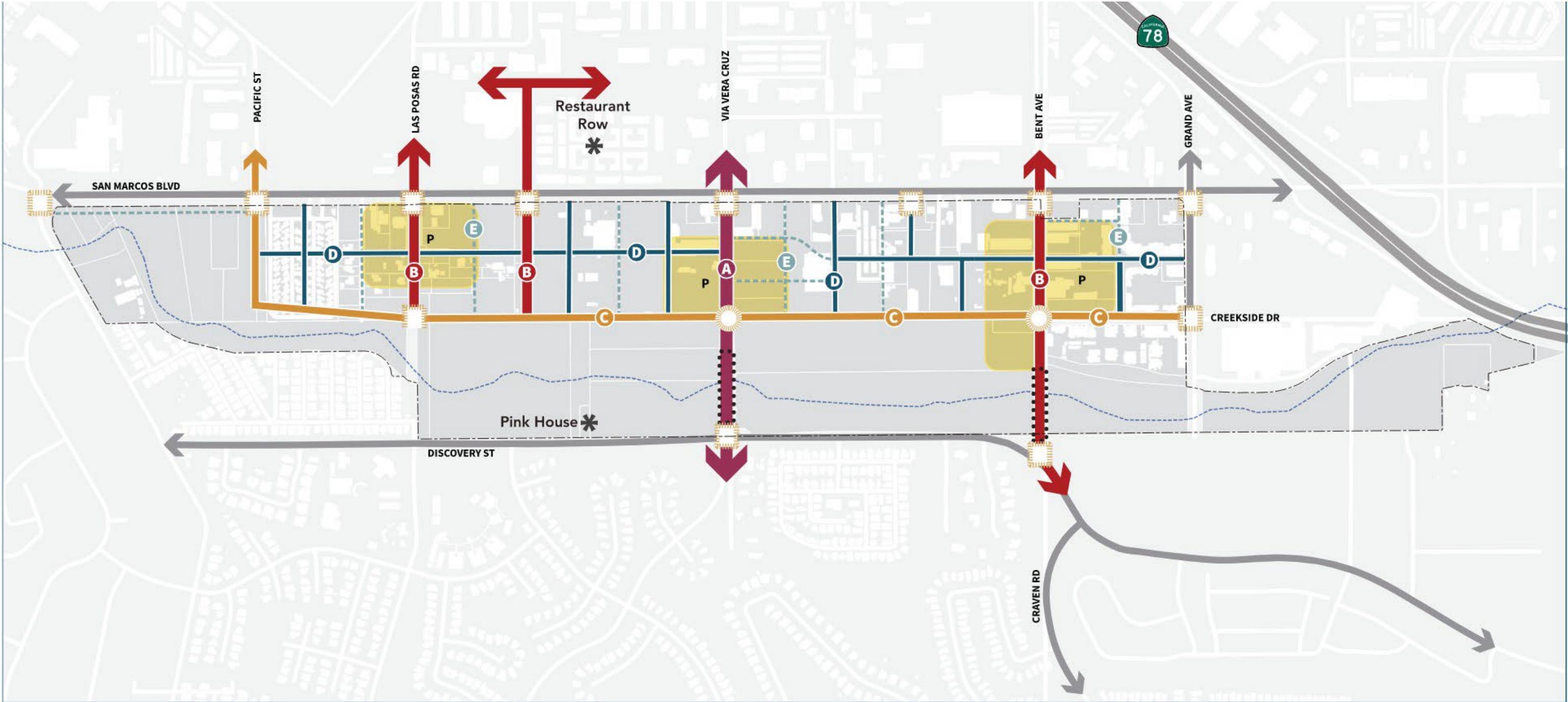
# Interior Street Types

E-Pedestrian  
Paseo Residential





# Mobility Road Network: Emerging Plan



-----

Plan Area Boundary

-----

Creek

-----

Roadway Outside Specific Plan Area

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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

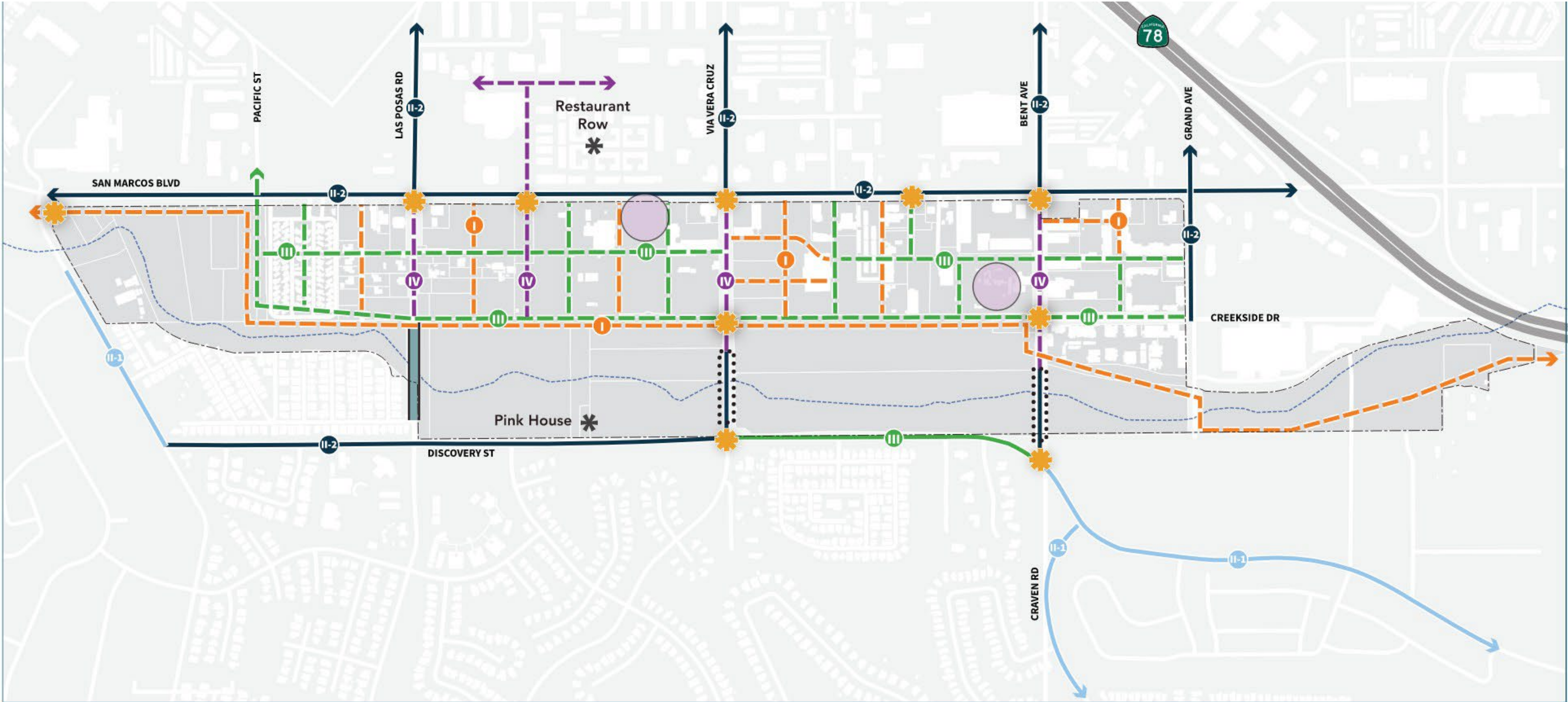
▲

51

\*Roadway configuration over bridges to remain as existing



# Mobility Bike Facilities: 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 Ped/Bike Bridge

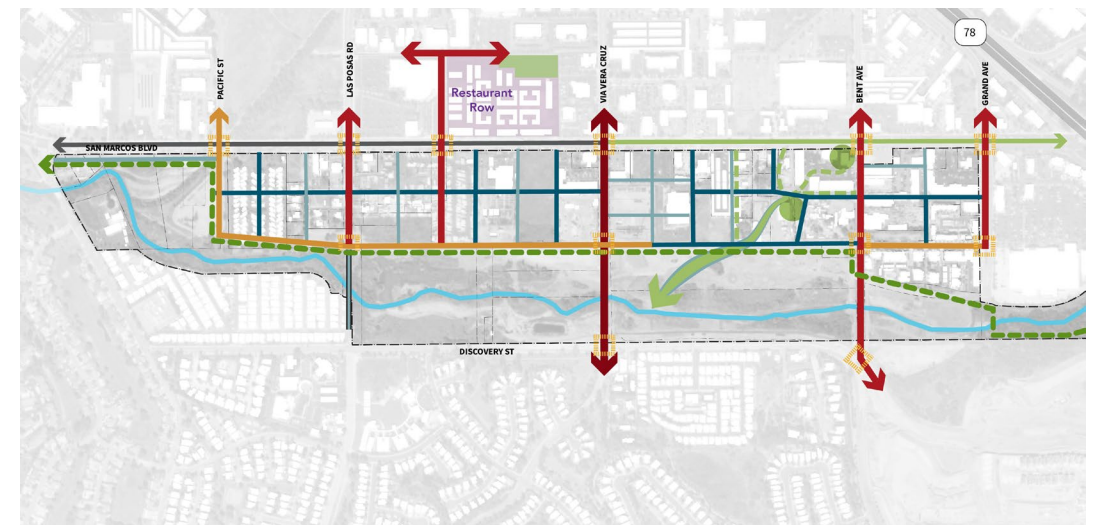
Potential Bike Parking Areas from City of San Marcos ATP

Potential Bike Crossings
- 0 300 600 Feet



# Mobility

- Follows the concepts laid out in the 2007 plan of **walkability and bikeability** and the Active Transportation Plan
- Street network would be **constructed over time** as properties redevelop
- **Minimizes impacts** to adjacent streets and facilitate **regional connectivity**







# Questions *(10 minutes)*

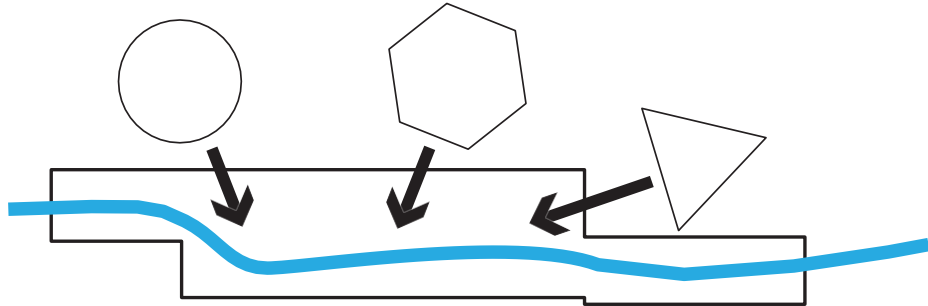


# Land Use *Emerging Plan*

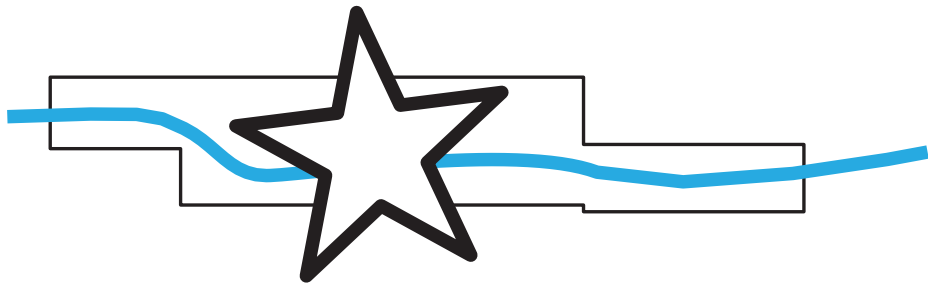


# Land Use

Respond to  
Existing Uses



New Arts and Culture  
District



Stormwater  
Management





# Market Assessment

## Key Tasks

- Compiled relevant demographic factors and residential trends
- Identified opportunities and constraints affecting development of residential and mixed-use development
- Assessed market demand for different residential development types



## Takeaways

- San Marcos is among the highest-valued housing markets in North County due to strong employment sectors and lifestyle amenities.
- The retail market has become saturated and needs to be reimaged to serve the needs of future residents.
- Strong near-term demand exists for lower-density, for-sale, and rental housing.
- Opportunities for higher-density, for-sale, and rental housing are anticipated in the mid- to long-term.



# Place Types

## Housing 1

includes mix of uses



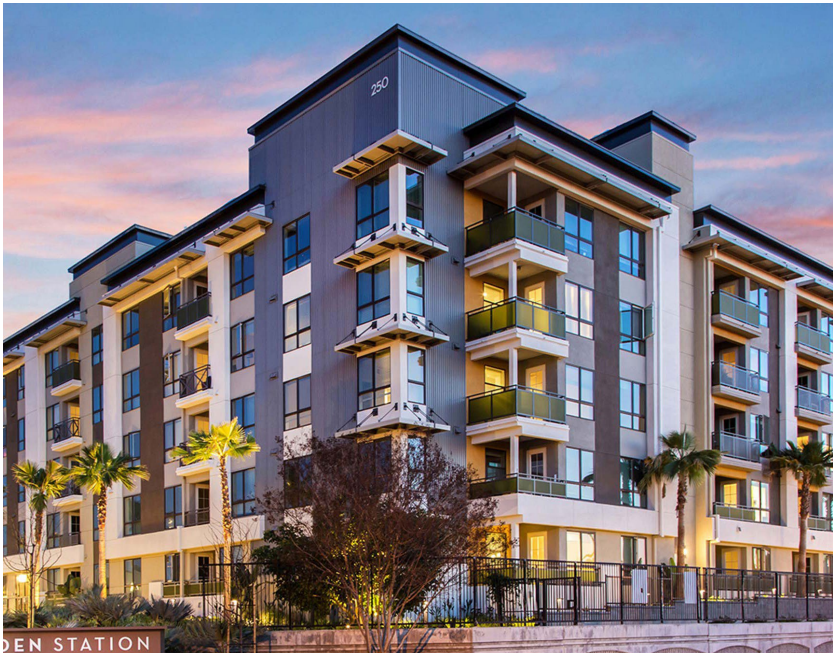
## Housing 2

includes mix of uses



## Housing 3

includes mix of uses



## Commercial



## Arts and Culture

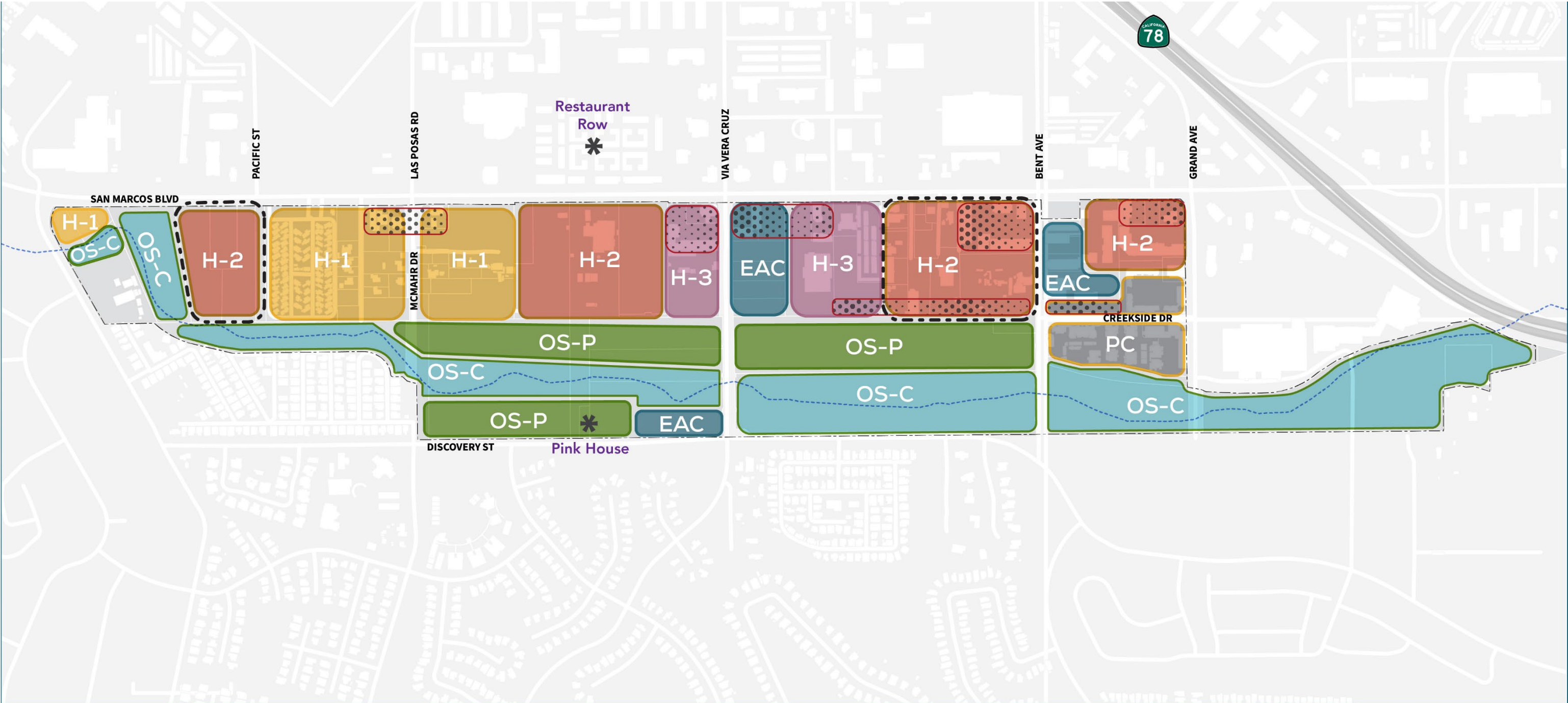


## Open Space





# Land Use: Emerging Plan



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Plan Area Boundary

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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

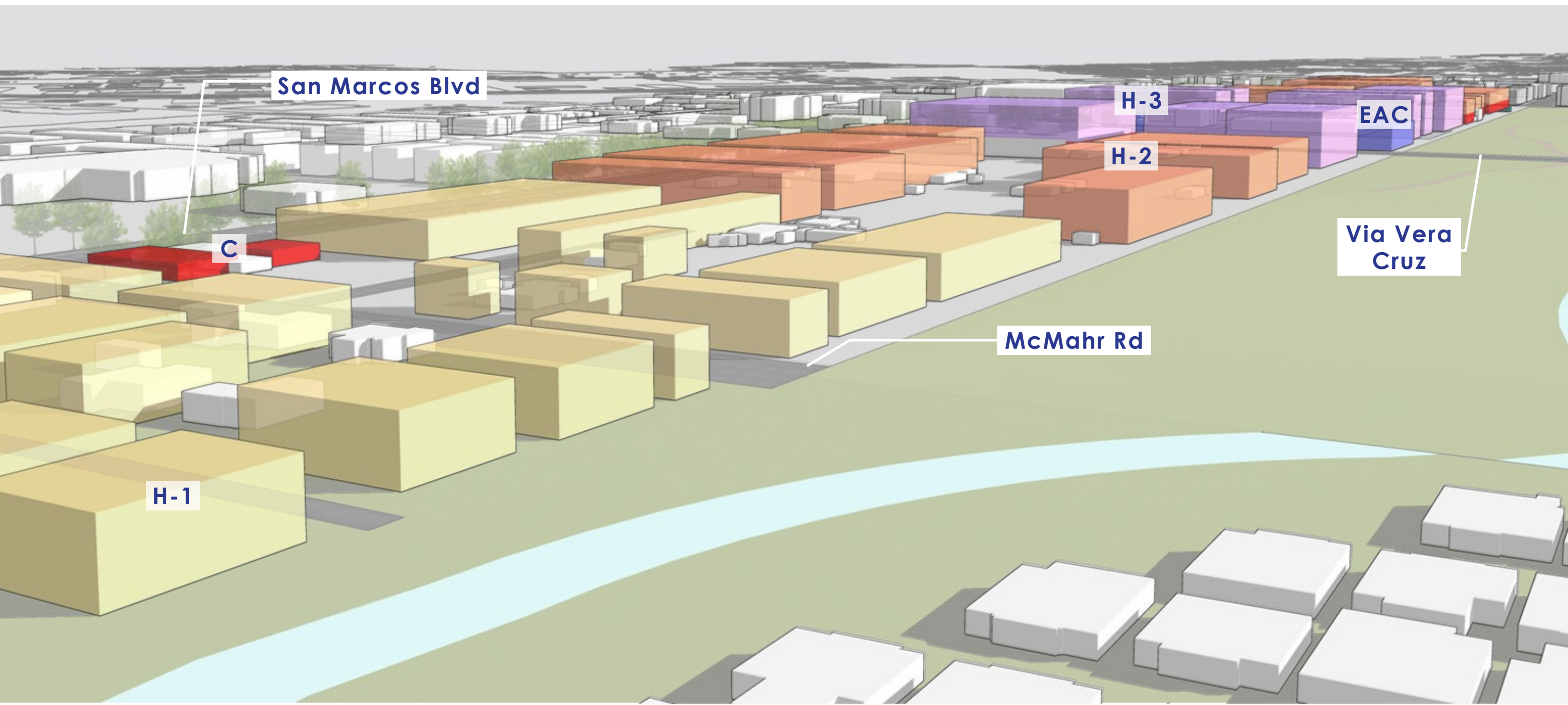
300

600 Feet

59



# Land Use: Emerging Plan





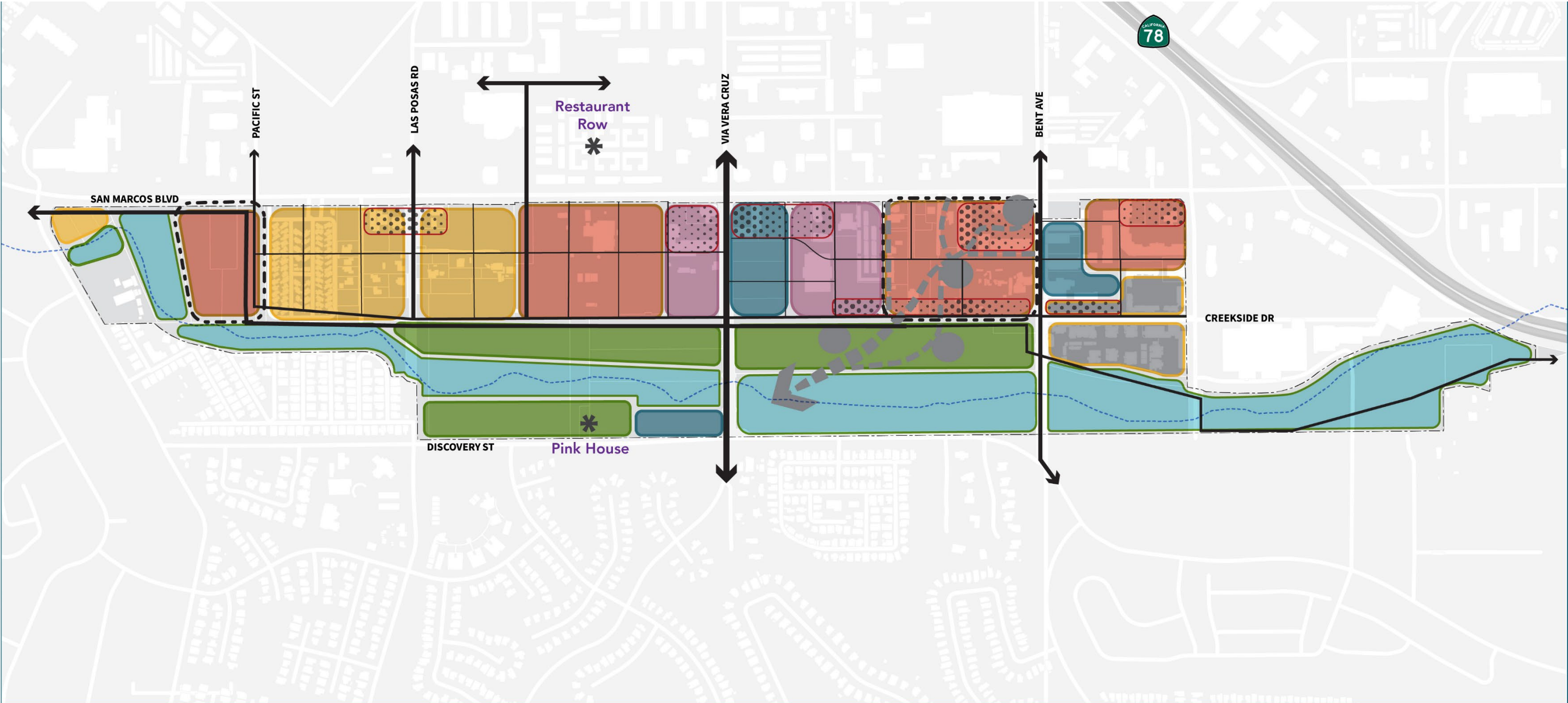
# Land Use

- **Flexibility** over time to respond to market conditions
- Responding to desires for more **community-focused** land uses
- Accommodating **housing** to meet regional demand and satisfy the City's housing obligations under State law





# Combined: Emerging Plan



- Plan Area Boundary

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 Creek

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 Stormwater Open Chanel

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 Mobility Network
- H-1: Townhome

H-2: Garden, Stacked Flats, Wrap

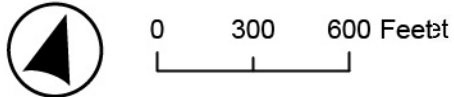
H-3: Podium

PC: Promenade at Creekside
- EAC: Entertainment, Arts and Culture

OS-P: Open Space (Public)

OS-C: Open Space (Creek)
- Commercial Overlay

Stormwater Remediation Overlay





# Facilitated Discussion



# Next Steps

- Environmental Documentation
- Begin drafting the Specific Plan document
- Online StoryMap

## Stormwater

- Develop options for approaches property owners/developers can use, allowing flexibility and choice

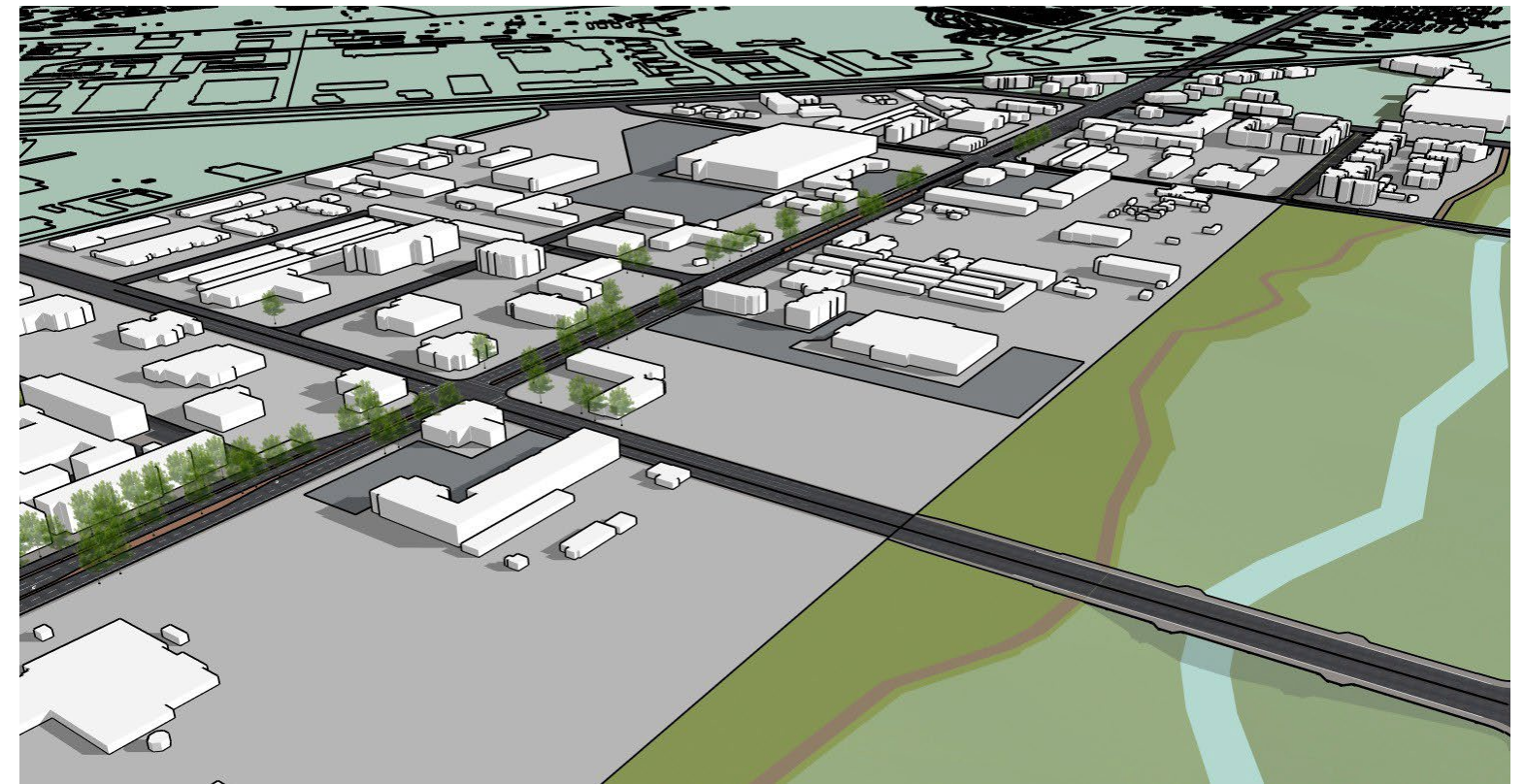
## Mobility

- Test the Emerging Plan and complete more detailed analysis
- Develop roadway design standards

## Land Use

- Conceptual land use massing and buildout diagramming
- Market feasibility testing

San Marcos Creek Existing Conditions



Mixed-Use Development Example in San Diego County





*Thank you for  
participating!*

Scan the QR Code  
to access the  
Project Website

