

# San Marcos Creek Specific Plan Update

## Framework Principles

April 24<sup>th</sup>, 2017



# Purpose of Framework Principles

- Guide the development and evaluation of three (3) conceptual land use alternatives for the San Marcos Creek Specific Plan
- Existing & New Additional Principles



# Existing Specific Plan Principles

- Contemporary land use and urban design best practices
- Vast majority remain sound and relevant
- Focus on the interplay between defining elements of the public and private realms
  - Streets
  - Sidewalks
  - Public Spaces
  - Hide surface parking
  - Buildings frame public spaces



# Principles for the Updated Specific Plan

- Reflect market realities; viable alternative land use concepts
- Adjust the amount, location, orientation of retail
- Comply with existing permits and CEQA documentation
- Reflect the physical constraints & planned infrastructure
- Flexible land use, design and approval processes
- Strong implementation strategies, tools, and techniques



# CEQA Limitations – High/Flexible Thresholds

- Total and peak hour traffic for:
  - 2,300 dwelling units
  - 1.265 million square feet of retail
  - 589,000 square feet of office space
- Very high threshold and allows for considerable flexibility in developing alternative land use plans
  - Direct replacement of reduced commercial floor area could yield 1,600 dwelling units
  - Reductions in retail and office would equate to roughly 10,000 additional dwelling units



# CEQA Limitations – High/Flexible Thresholds

- *“The total projected development potential for the Creekside District is based on projections of the amount of vehicular traffic that can be accommodated on the local street and freeway system using the San Diego Association of Governments’ (SANDAG’s) regional transportation model.”  
“The intent of the intensity map is to achieve quality growth that balances the demands of economic development with the constraints presented by the circulation system.” (SMCSP, p.3-25)*
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- *“If the forecast suggests that volumes will be more than five percent below the original projections, the City should consider raising District development intensities or adjusting land use regulations to take advantage of the excess roadway capacity.” (SMCSP, p.9-10)*



## Creek District Development Area Changes 2007-2017 (acres)

