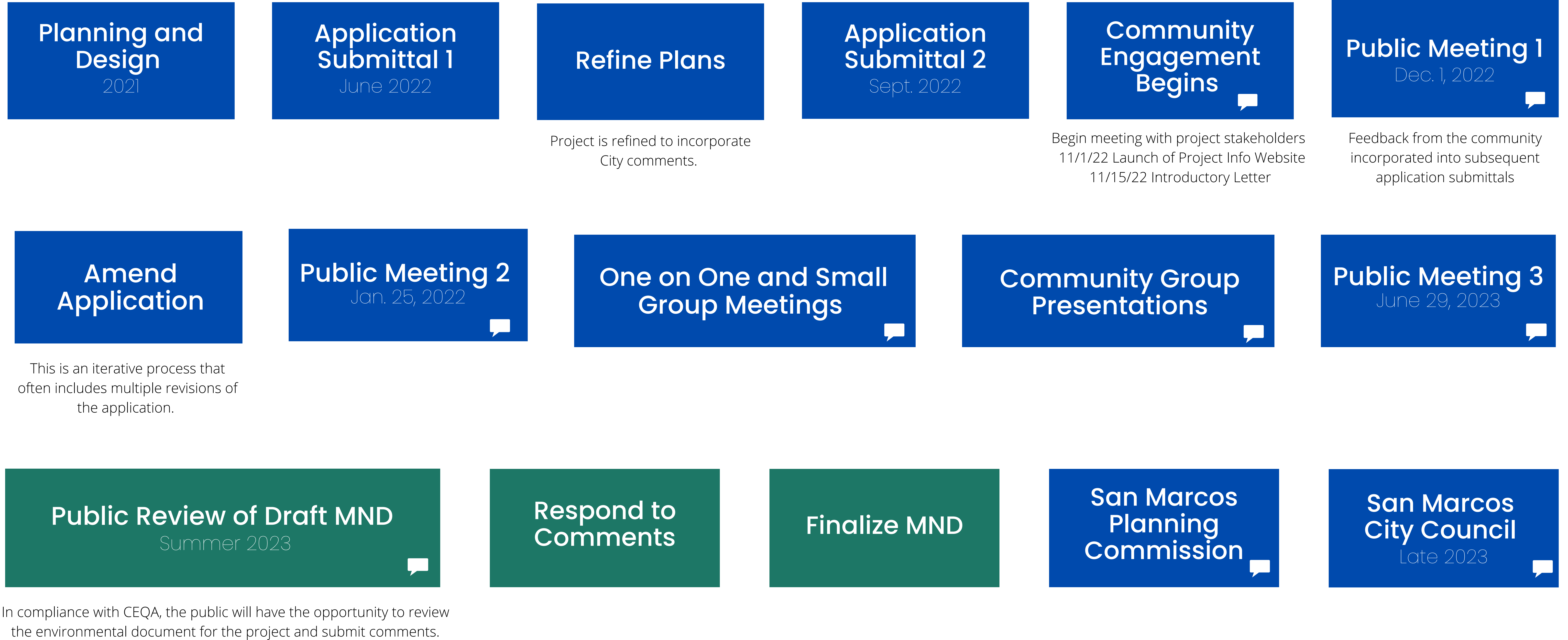


# Project Milestones

We appreciate those of you who have shared your feedback with us so far! Contact us at [outreach@smrestaurantrow.com](mailto:outreach@smrestaurantrow.com) to schedule a meeting or request a presentation.



# ▼ Environmental Review Process



## WHAT IS CEQA?

The California Environmental Quality Act – or CEQA – requires state and local government agencies inform decision makers and the public about the potential environmental impacts of proposed projects, and to reduce – or mitigate – those impacts to the extent feasible.

**The City of San Marcos is the lead agency for the Restaurant Row project.**

## WHAT IS AN MND?

Pursuant to CEQA, a Mitigated Negative Declaration – or MND – is a report that analyses potential environmental effects of a proposed project and identifies means to minimize or avoid those impacts.

## CAN I READ IT?

Yes! The public will be given the opportunity to review the Draft MND and submit comments or questions. All comments will be responded to in the Final MND.

**The draft MND for Restaurant Row will be available for public review this summer.**

## HOW DO I COMMENT?

Comments can be submitted in writing to the City. All comments must be received within the 30-day review period. In addition to the required noticing, we will notify the project interest list when the report is available for review and provide a link for how to submit a comment.

## AREAS OF ANALYSIS

- Aesthetics
- Air quality
- Agriculture and forestry resources
- Energy
- Greenhouse gas emissions
- Hazards and hazardous materials
- Hydrology and water quality
- Land use and planning
- Noise
- Mineral resources
- Population and housing
- Public services
- Recreation
- Traffic and circulation
- Utilities and service systems
- Wildfire

The Environmental Review process for Restaurant Row is being overseen by

**DUDEK**

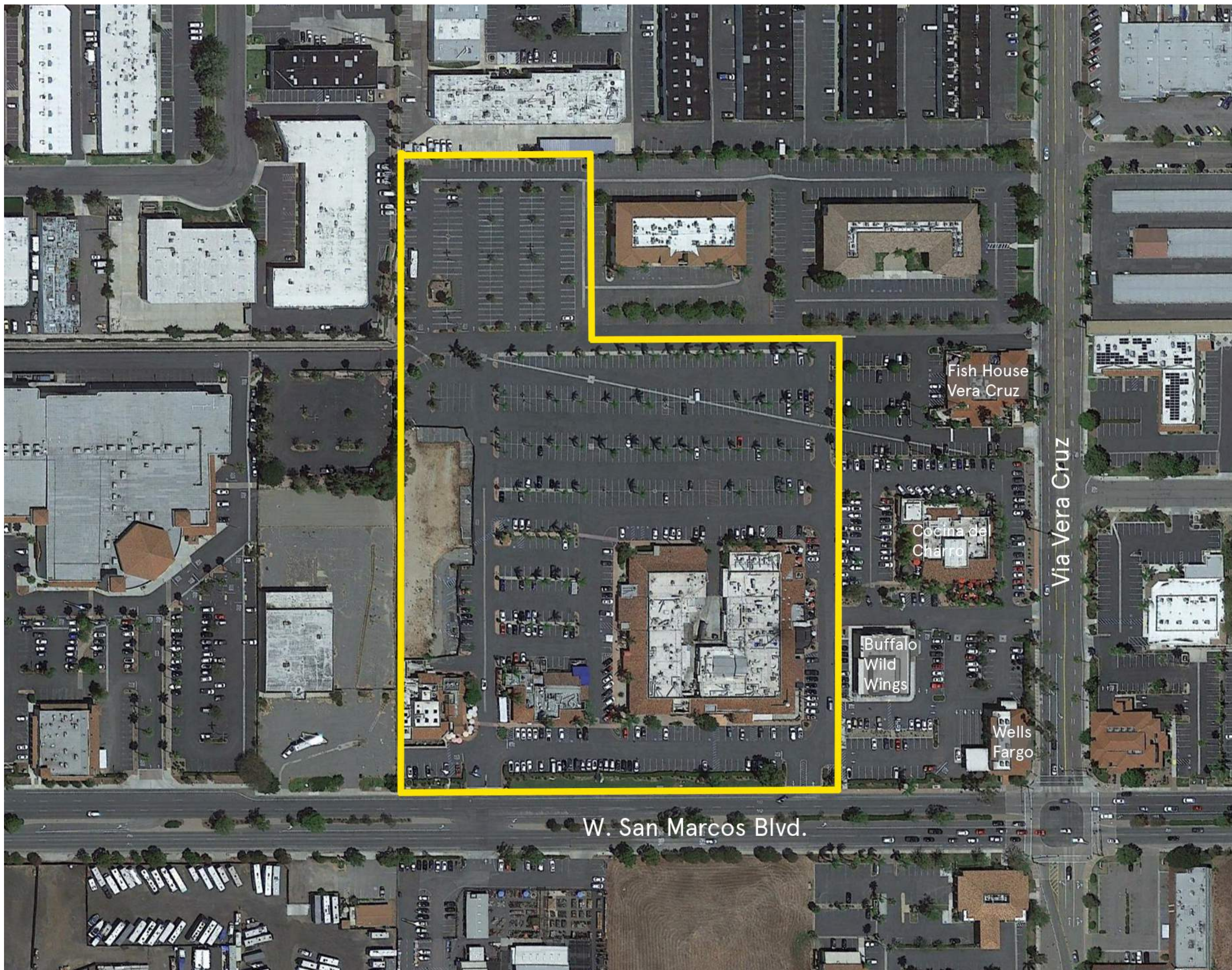
in partnership with the City of San Marcos as the lead agency.



# Community Context

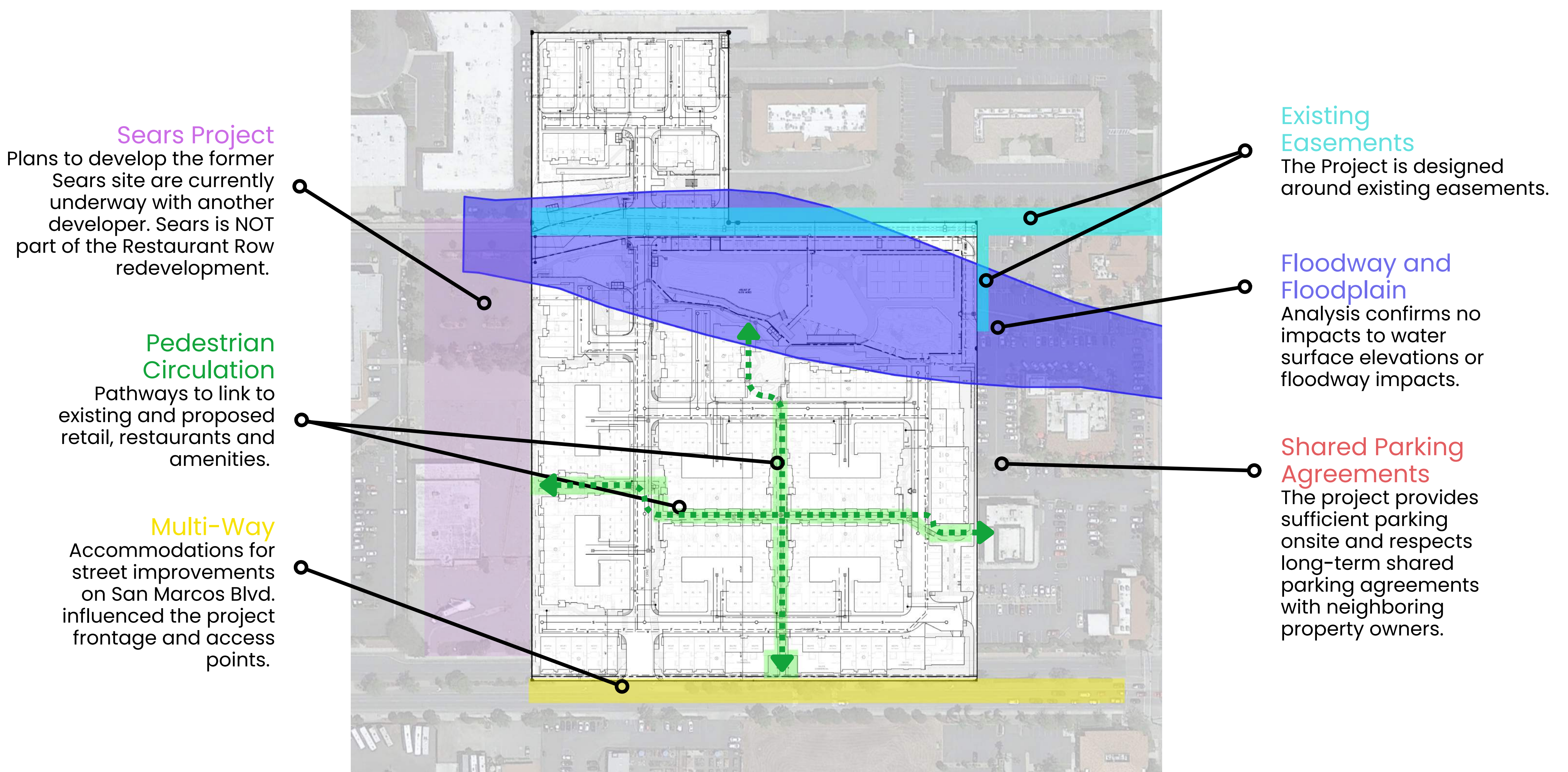
## PROJECT LOCATION

The 10.5-acre project site is located on W. San Marcos Blvd., west of Via Vera Cruz. Fish House Vera Cruz, Cocina del Charro and Buffalo Wild Wings are NOT part of the project site.



## SITE CONSTRAINTS

The plans for the reimagined Restaurant Row are based upon technical analysis of the site constraints and opportunities.

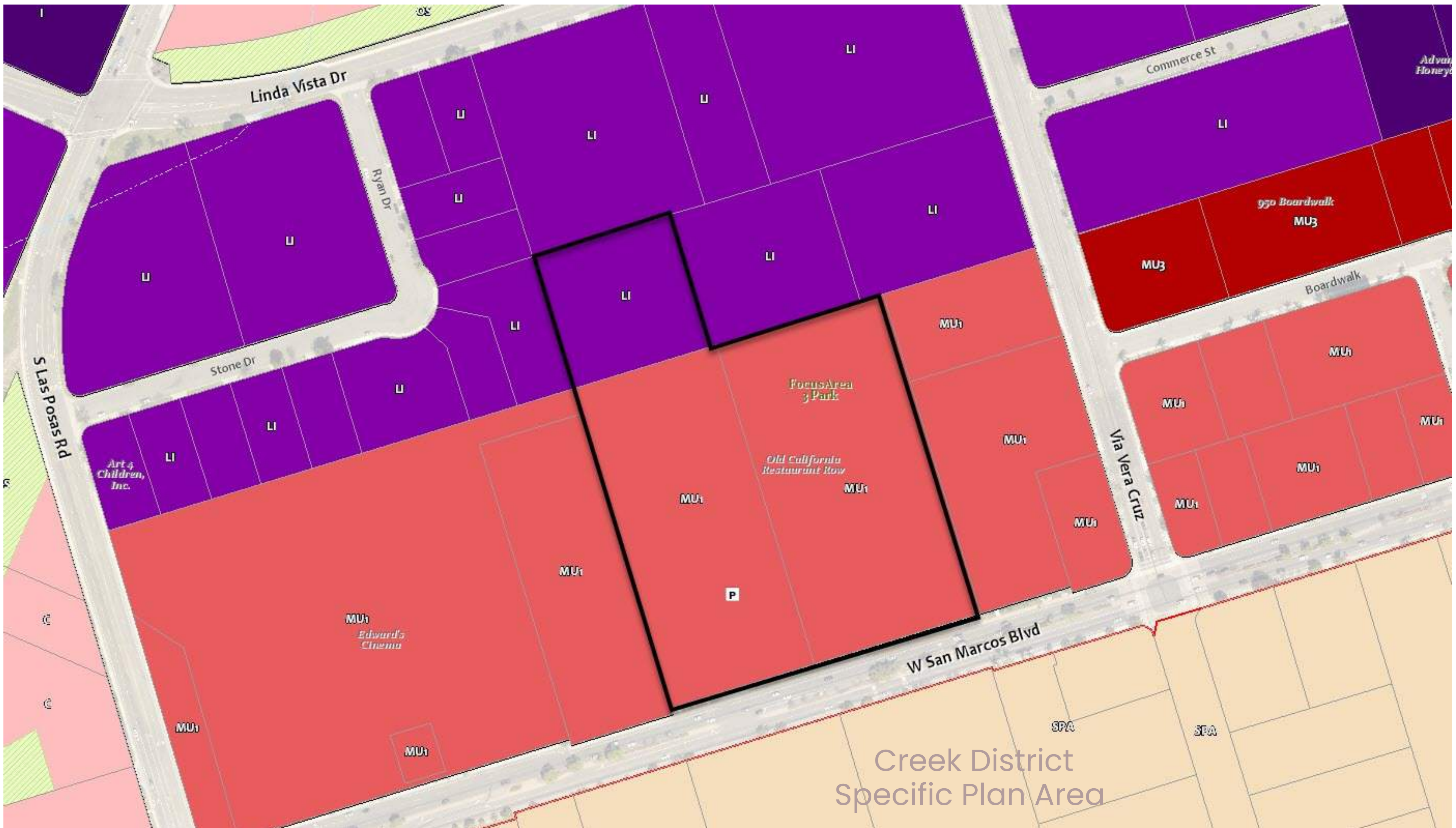




## EXISTING ZONING

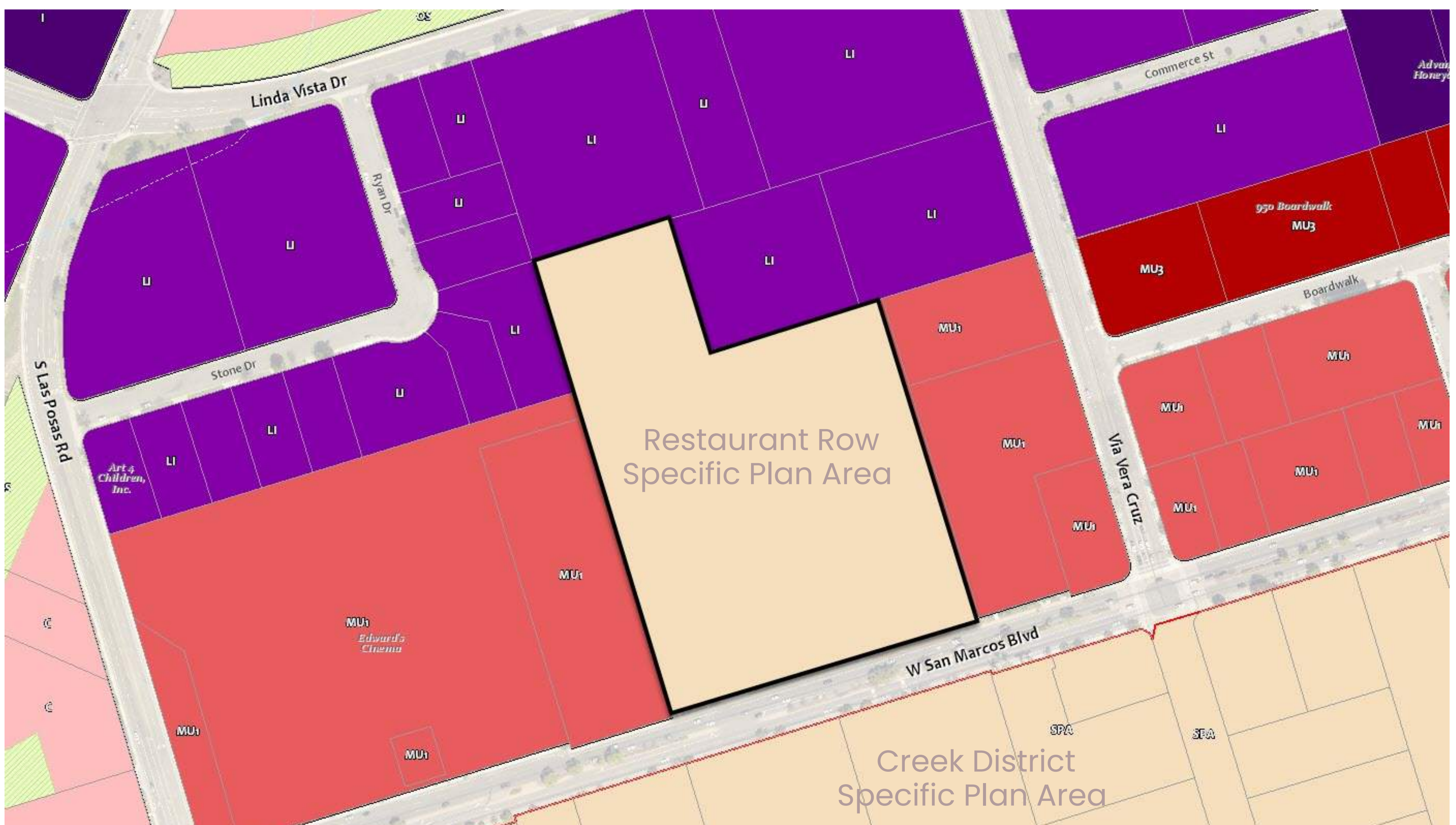
The project site is within The San Marcos Boulevard Focus Area in the City's General Plan. This Focus Area is located adjacent to the Creek District and "provides an opportunity for the City to create a desired commercial and mixed use destination." (San Marcos General Plan, pg. 2-35)

**The reimaged Restaurant Row is consistent with the vision for Focus Area 3.**



## PROPOSED ZONING

The proposed project includes changing the zoning to "Specific Plan." A specific plan is a document designed to implement the goals and policies of the General Plan. These plans contain detailed development standards, distribution of land uses, infrastructure requirements, and implementation measures for the development of a specific geographic area.





# Project Overview

The revitalization of Restaurant Row is envisioned as a vibrant, mixed-use hub with updated dining offerings, landscaped pedestrian connections, a neighborhood park and housing.

## Legend

- Locally-serving dining and retail
- New housing
- New public park
- Publicly-accessible, privately-maintained open space





## ▼ Project Vision

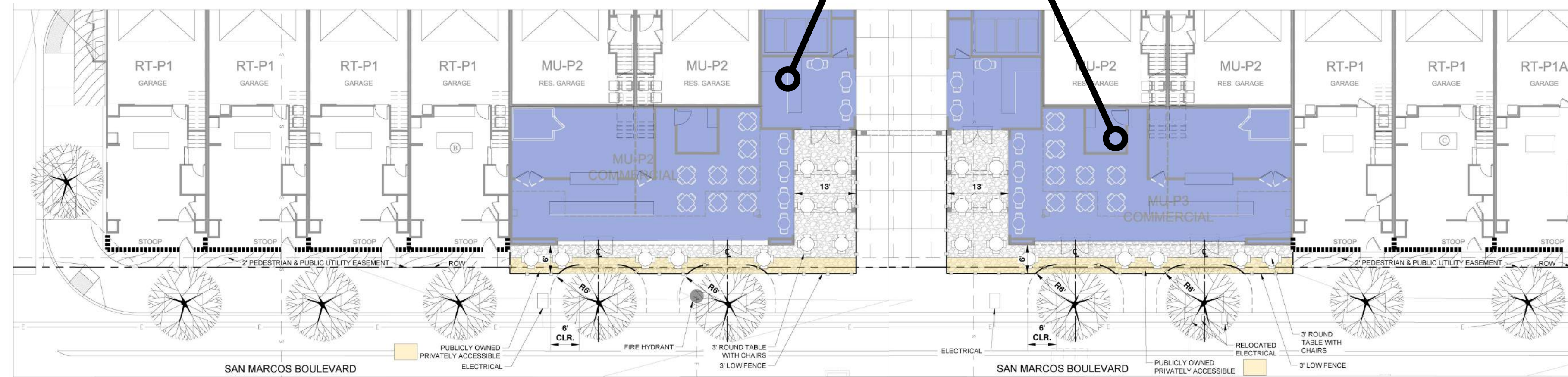
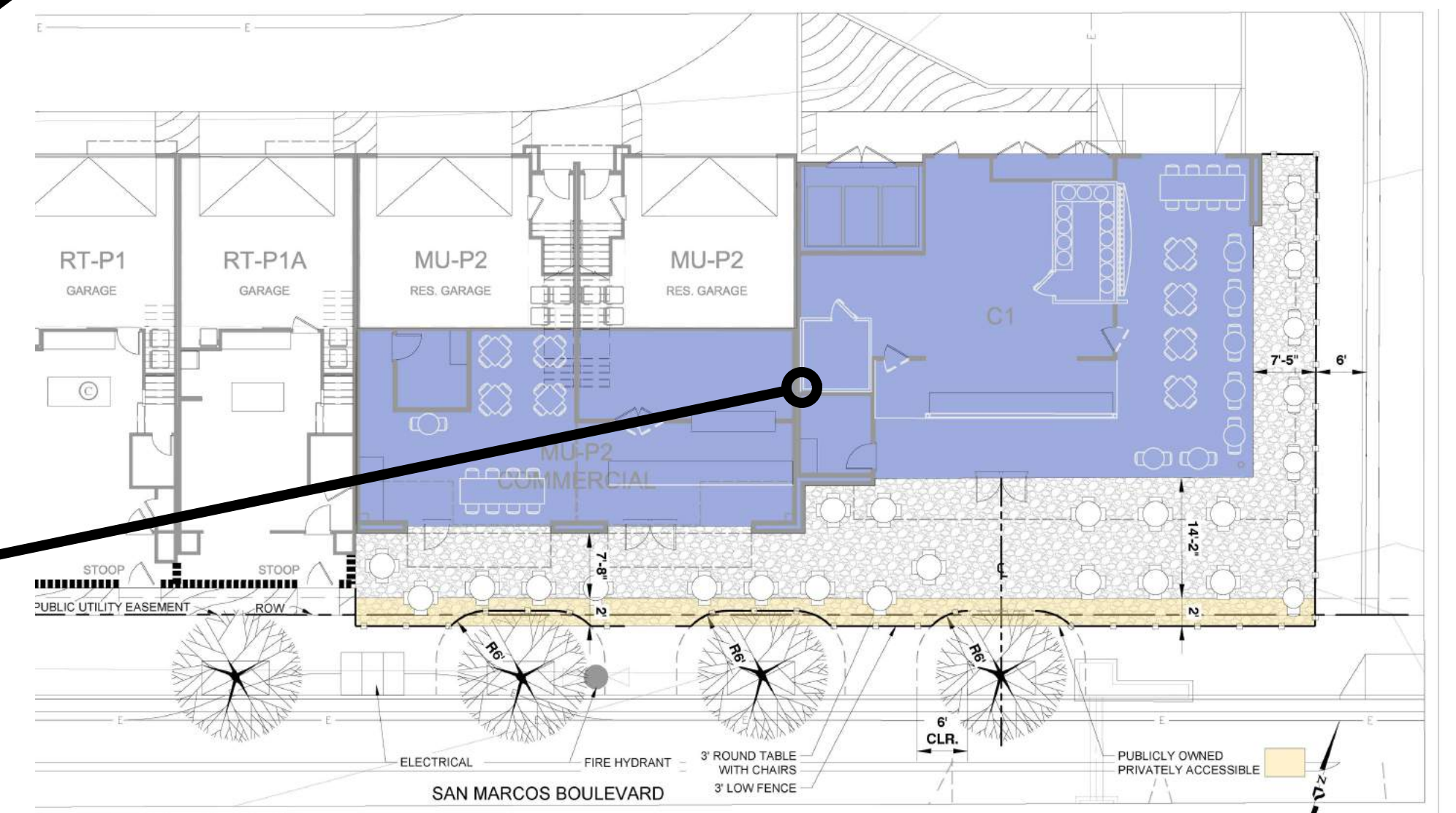
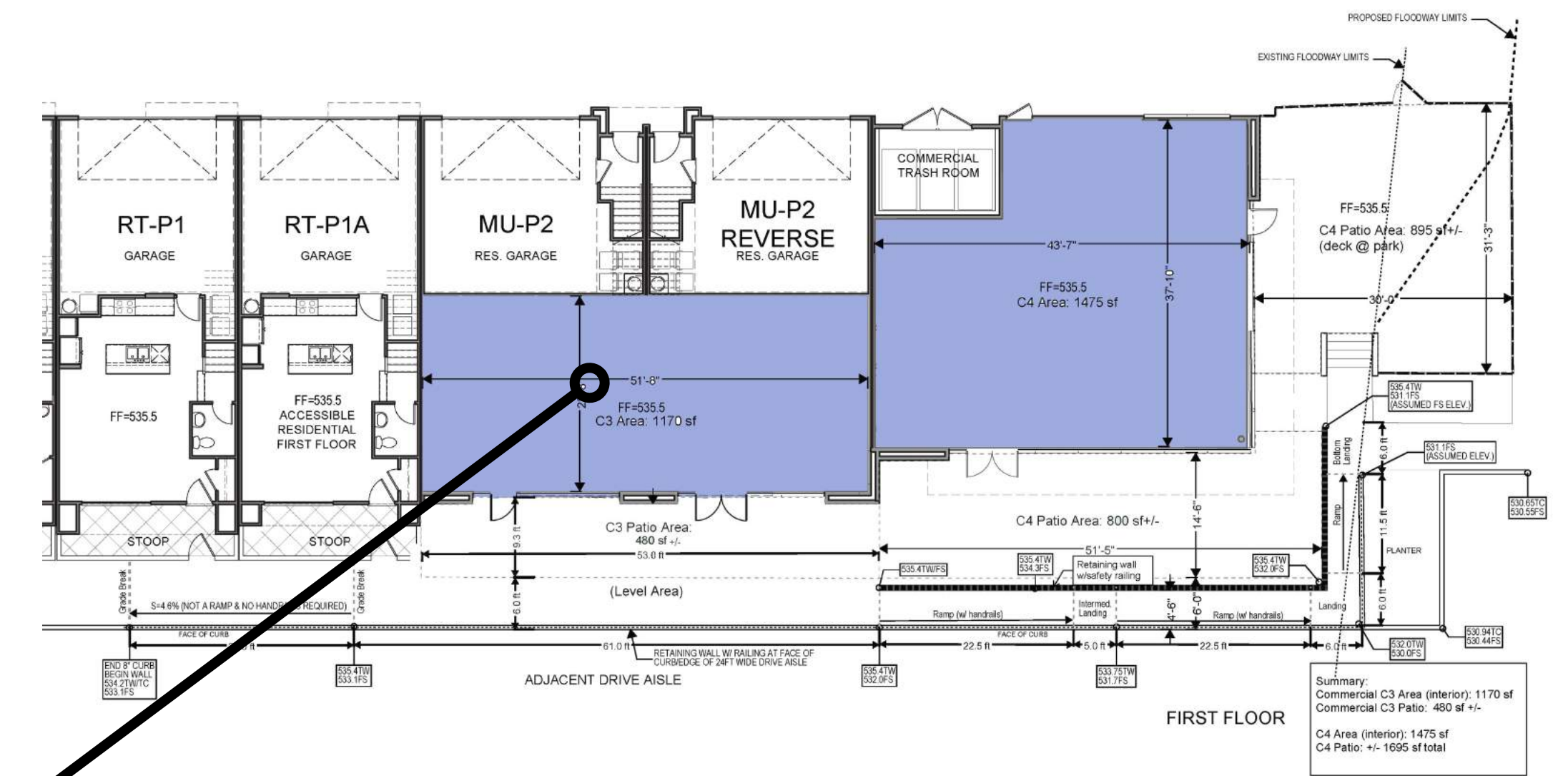
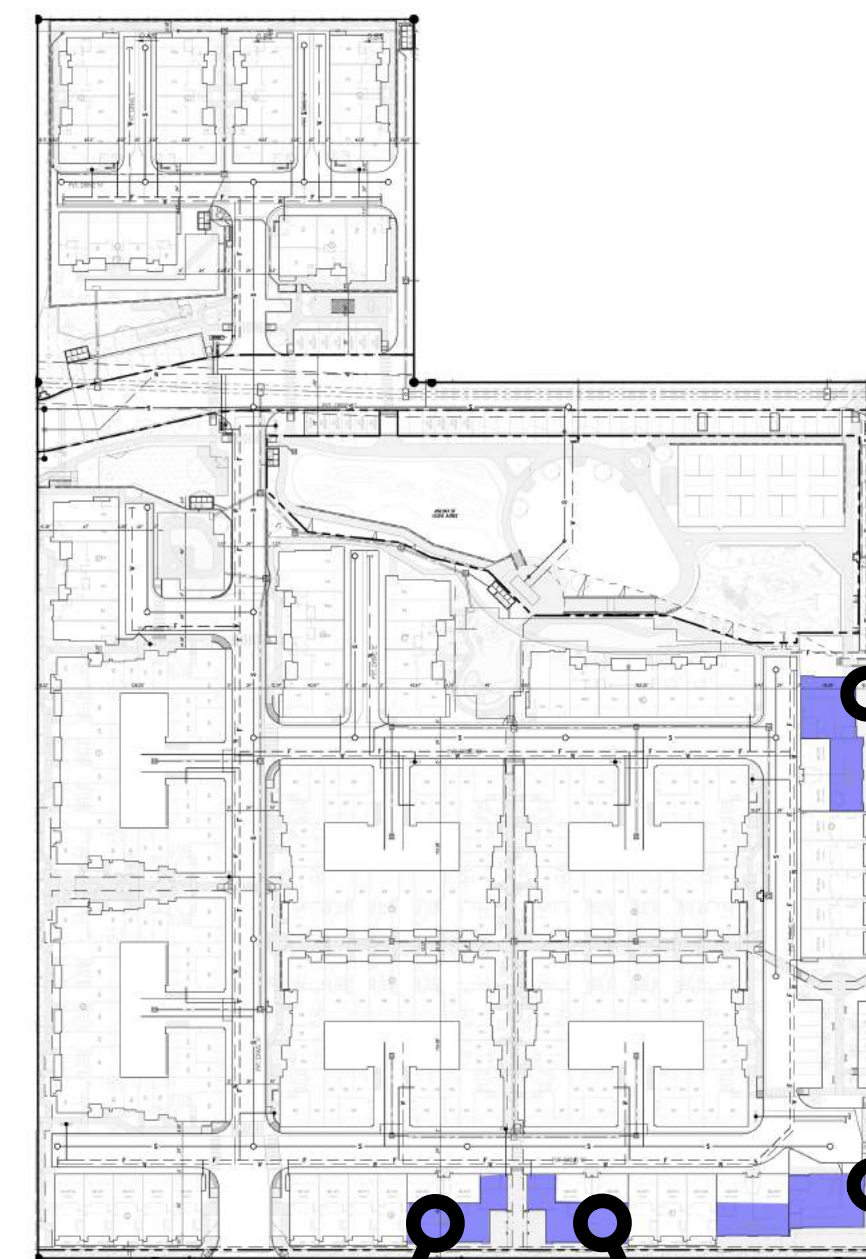
Understanding that many a birthday, graduation party, anniversary and family milestone have been celebrated at Restaurant Row, a key goal of the Project is to **create a sense of place** and help to **recapture the fun, connection, and celebration** people know and love. The Project is designed to activate W. San Marcos Blvd. through the inclusion of outdoor dining, street-facing homes to **encourage walkability, social gathering nodes, opportunities for public art**, and other elements that improve this highly visible public space.





# Dining + Retail

The Project perimeter is comprised of 10,400 square feet of commercial space for casual dining space, shops and locally-serving services. Additional space is available for outdoor dining and social gathering places.





**SAN MARCOS BLVD.**

The architecture along San Marcos Boulevard frames large plazas and outdoor dining areas that wrap the site and lead to the park at the northeast corner of the site.



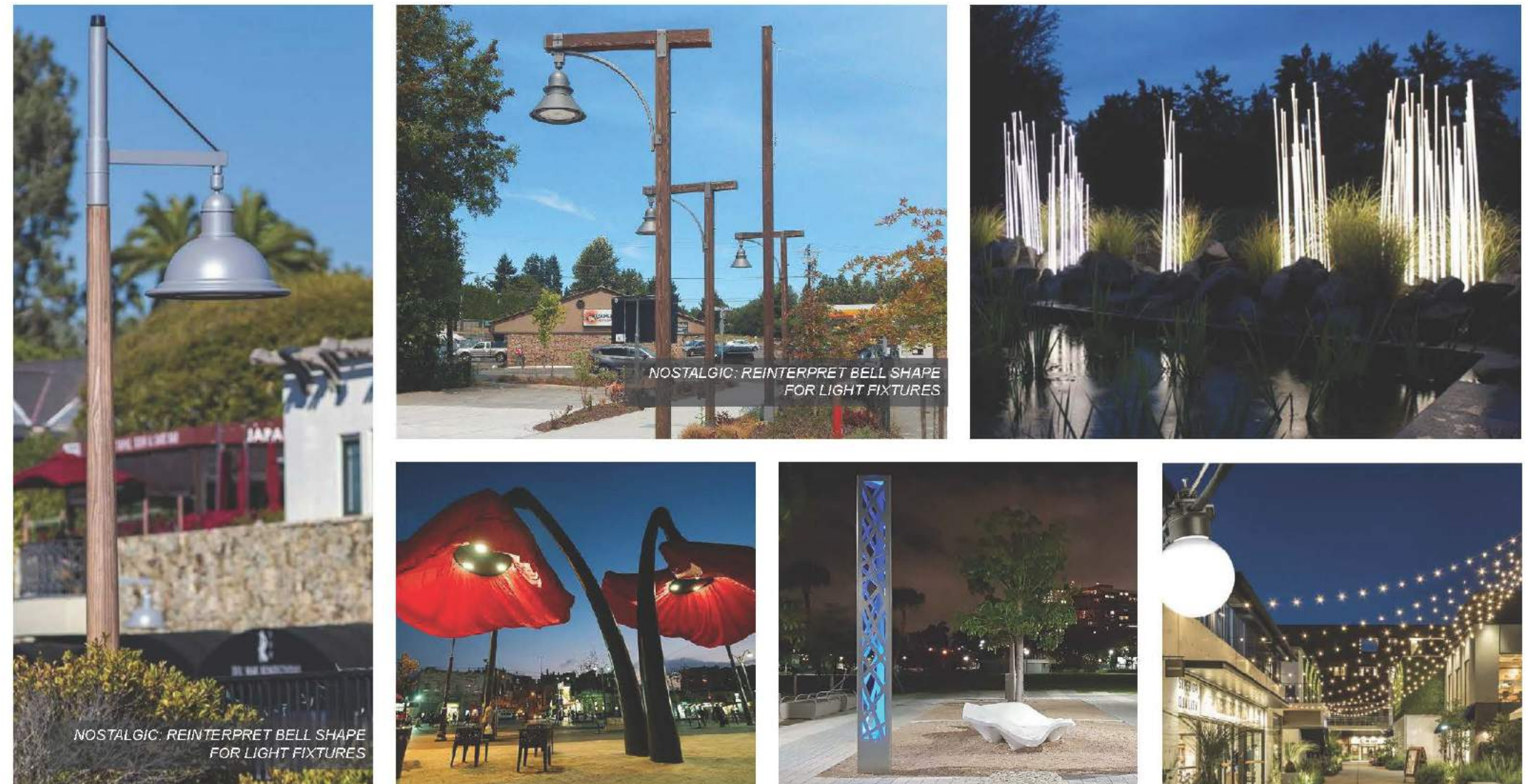


# Design Elements

The integration of public art, design features, and interpretive signage into the landscape will help create a sense of place and foster an identity that will continue to reinforce Restaurant Row as a memorable San Marcos destination.

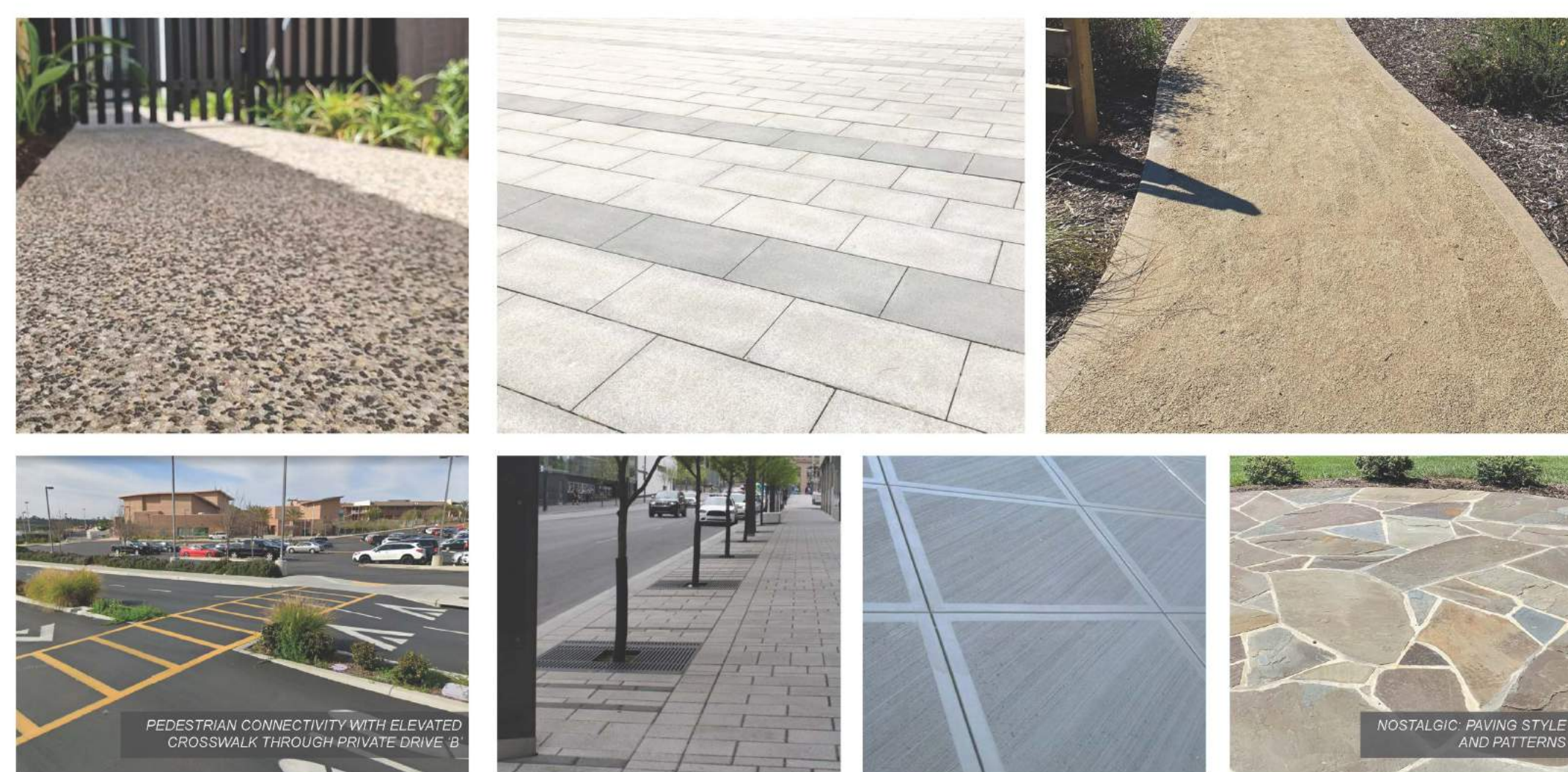
## URBAN ILLUMINATION

Interesting lighting fixtures can enhance the public spaces and paseos. Some vintage materials can also be repurposed and given new life.



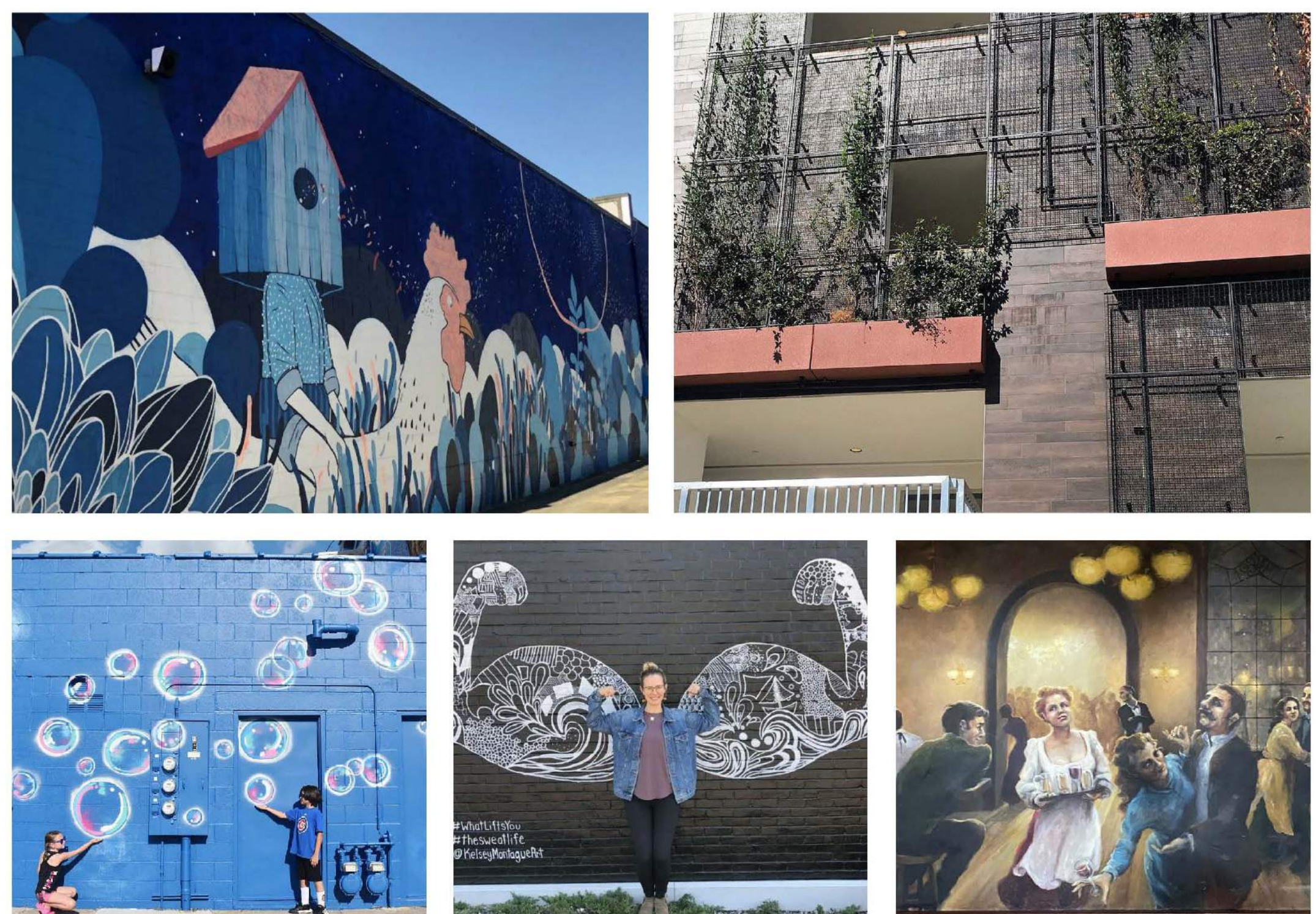
## ENHANCED PAVING

A mix of stone, decomposed granite, stamped concrete and paving materials are envisioned reinforce project wayfinding.



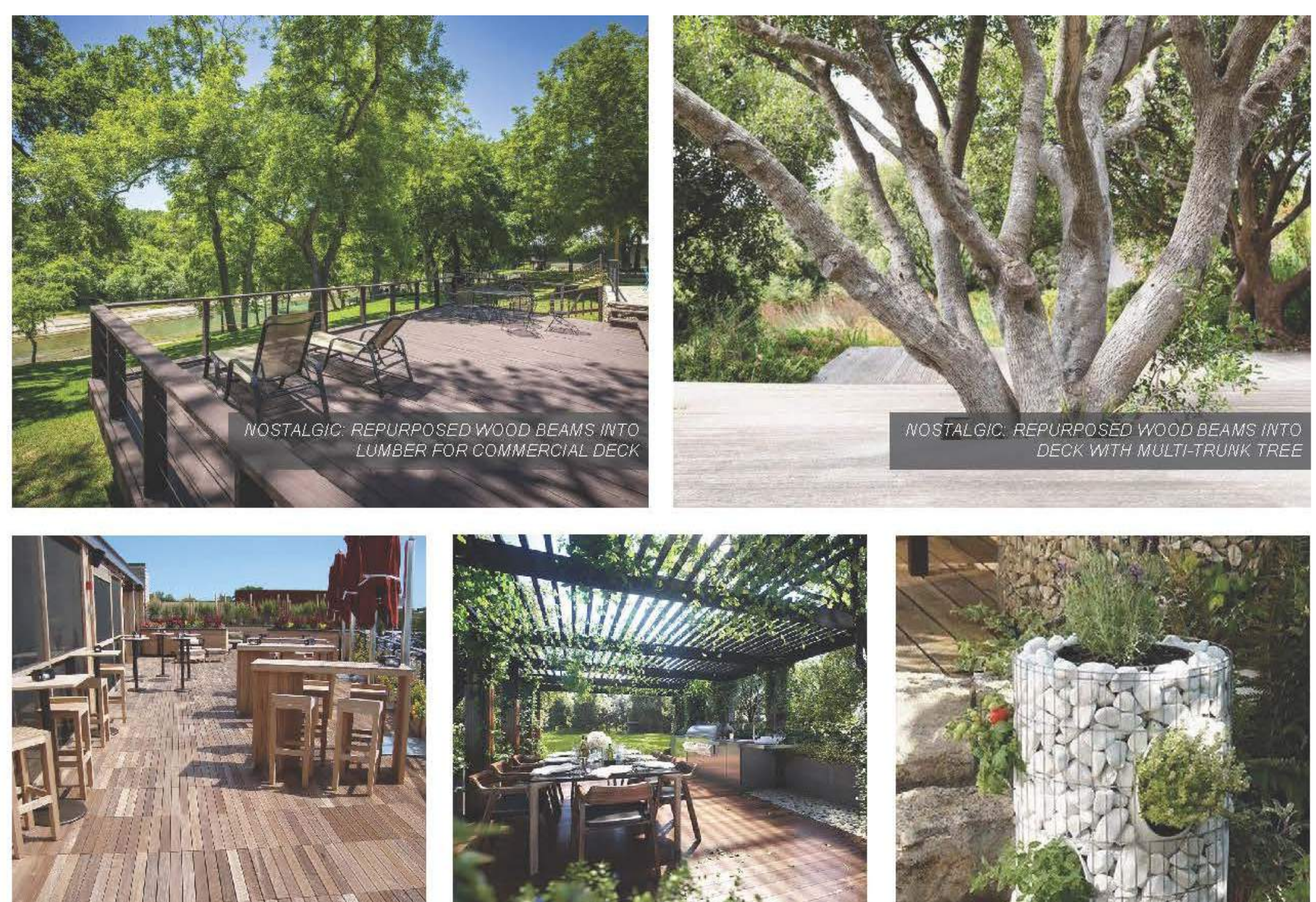
## WALL INSTALLATIONS

Urban wall installations and public art are planned to add to the character of the new community and commercial areas.



## OVERLOOK

The Overlook will connect residents and visitors of the reimaged Restaurant Row to the new park space.





## PROJECT ENTRANCE FROM SAN MARCOS BLVD.

The Project includes 10,400 square feet of commercial spaces for casual dining, shops or locally-serving services that are intended to enhance walkability on San Marcos Blvd. and create connections to the neighborhood Park and existing restaurants.



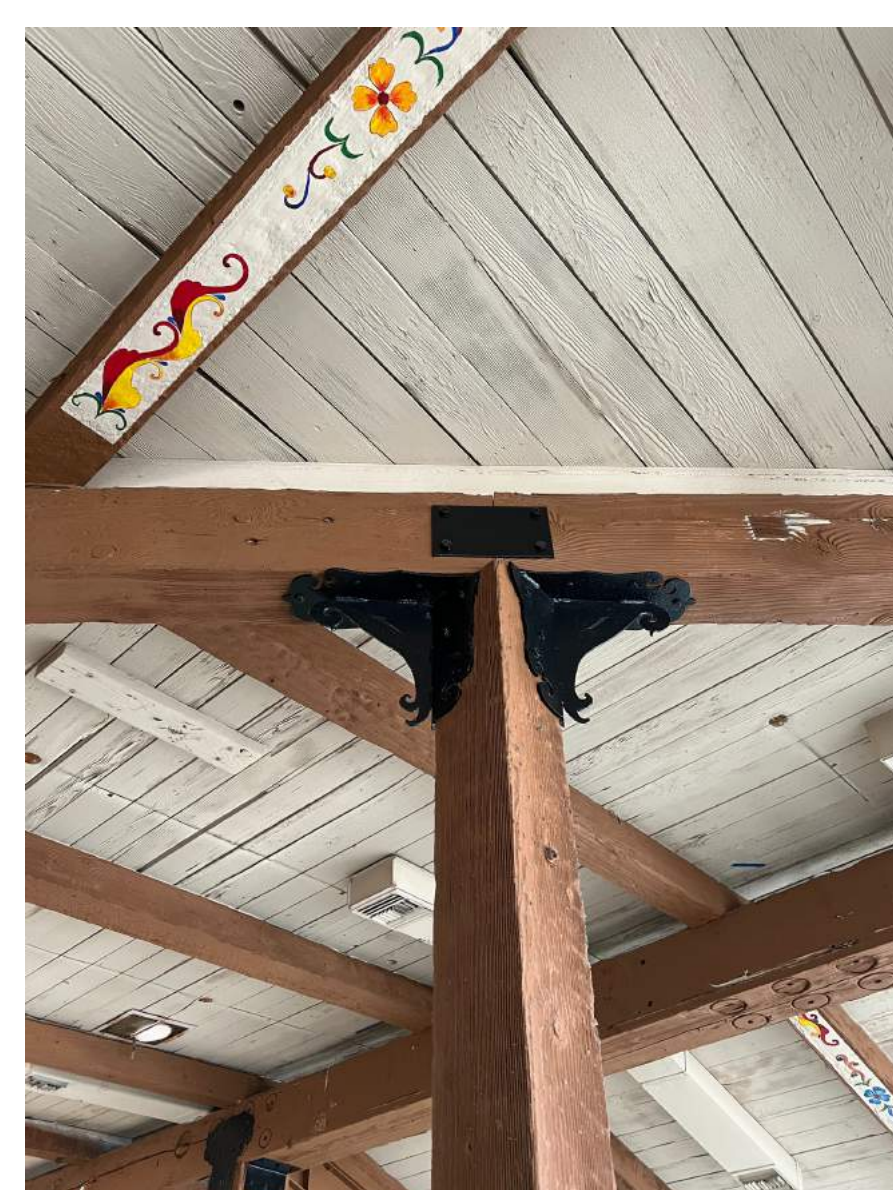


# Legacy

## CELEBRATING OLD CALIFORNIA RESTAURANT ROW HISTORY

Old California Restaurant Row's architecture follows a mission style and pays homage to California's historic ranchos. Its external materials include antique timber, aged stucco, clay tile roof, brick, stone, and handmade tiles purchased in Mexico by Jim Eubank himself.

Elements from The Old California Restaurant Row will be preserved and incorporated into the Project design to create an old meets new aesthetic that celebrates the legacy of the site.

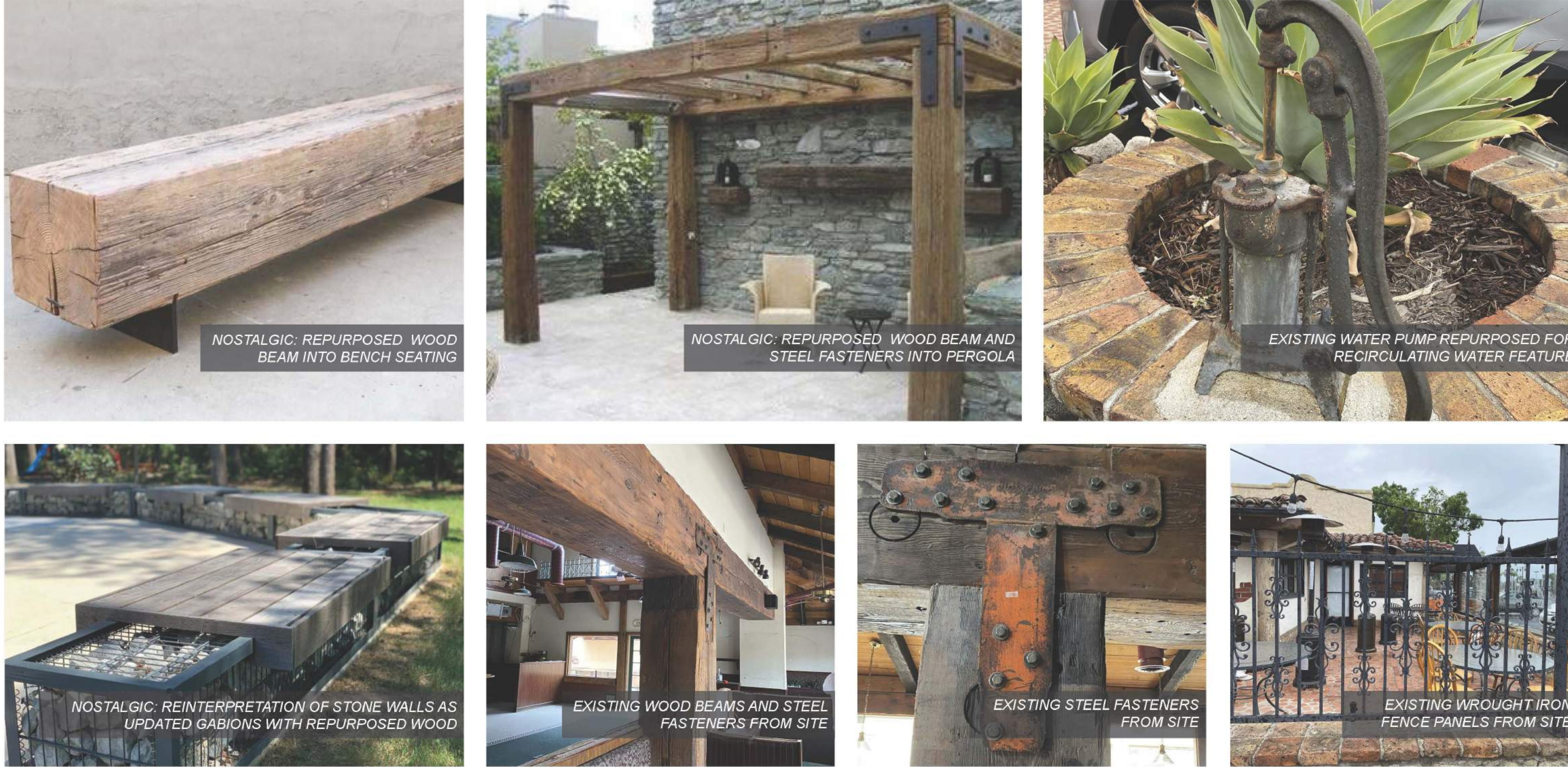




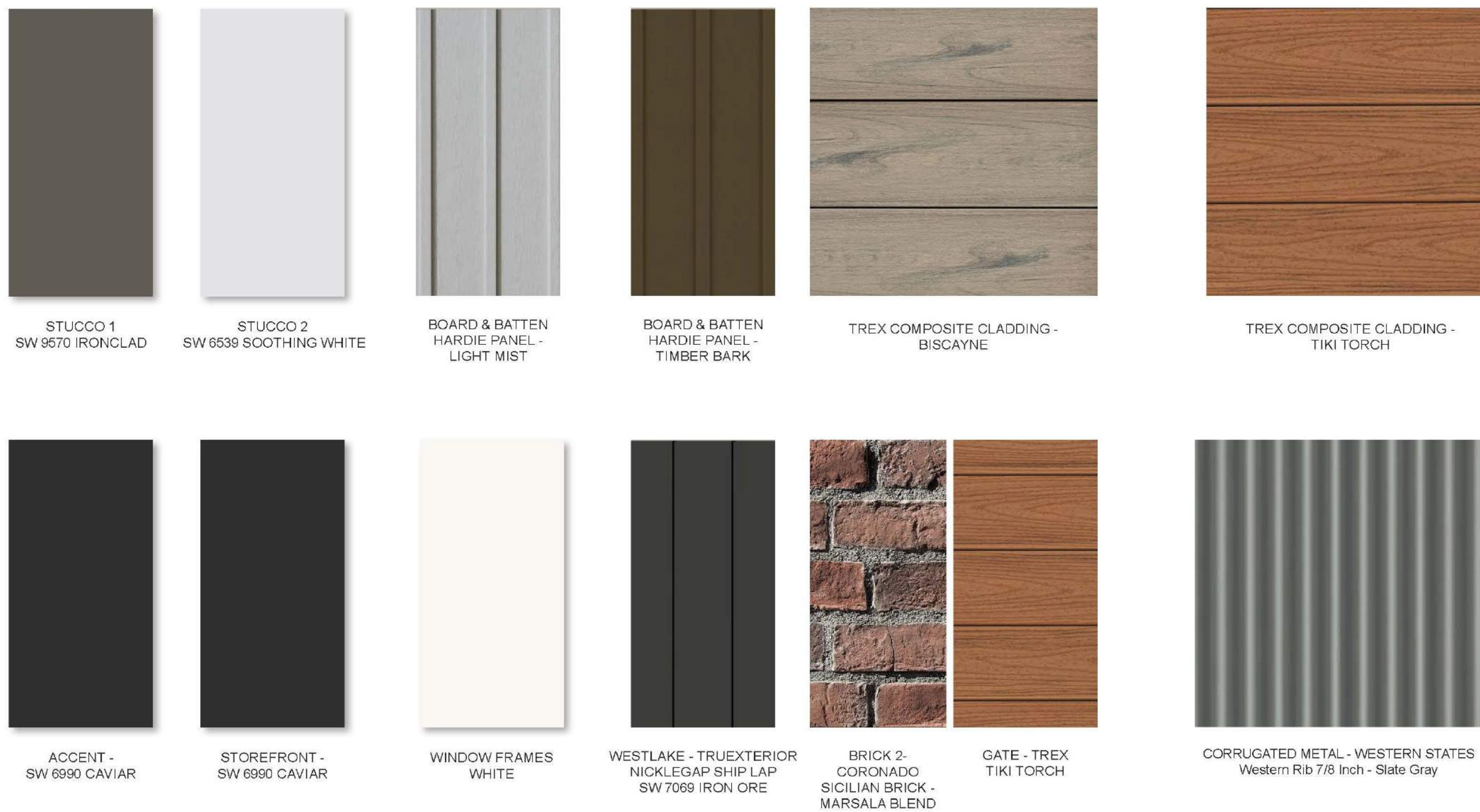
# Colors and Materials

In addition to repurposing vintage building material, the colors and materials of the commercial buildings are inspired by the legacy of Old California Restaurant Row.

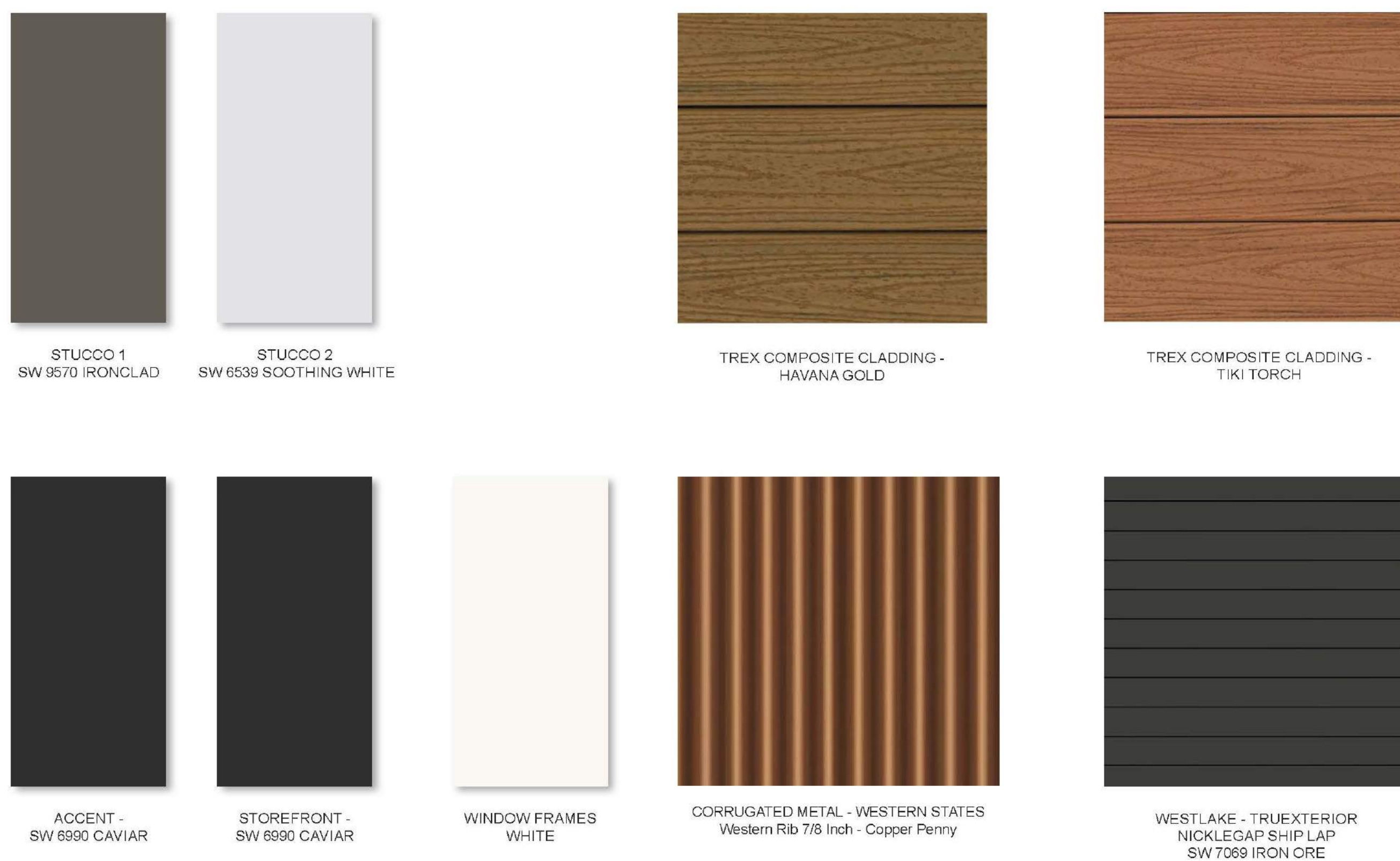
## REPURPOSED BUILDING MATERIALS



## SAN MARCOS BLVD



## PARKSIDE





## PARKSIDE

The new Restaurant Row can contribute to the dining experience for the existing restaurants by providing a new park, shops and paths.





# New Homes

202 townhomes in four configurations will allow for different price points within one cohesive development and provide surrounding businesses with on-going patronage.



## Motor Court Townhomes

Front doors will open up to landscaped pathways which create a series of paseos and courtyards.

Nine floorplans consisting of 2 and 3 bedroom floorplans ranging from 1,033 - 1,412 square feet.



## Green Court Townhomes

Front doors open out to the new public park and green spaces. Homes share a driveway creating a cul-de-sac environment.

Six floorplans consisting of 2, 3 and 4 bedroom options ranging from 1,137 - 1,633 square feet.



## Row Town and Town Over Commercial

Mixed-use options will include porches and balconies to activate project edges and create a more walkable neighborhood.

### Row Town

Floorplan offers a 3 bedroom option at 1,783 square feet

### Town Over Commercial

Floorplan offers a 3 bedroom option at 1,949 square feet





# Colors and Materials

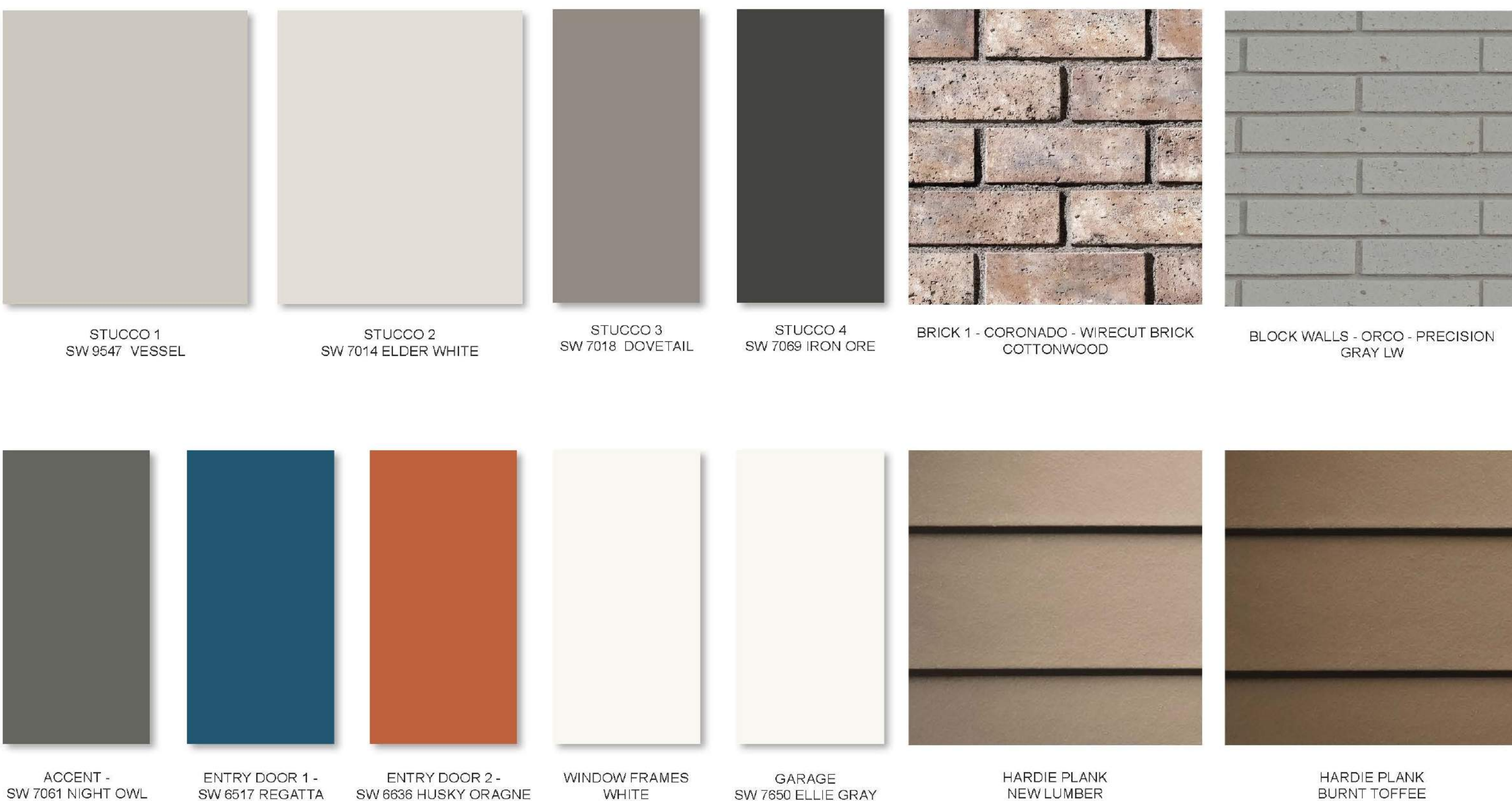
## MOTOR COURT



### OPTION 1



### OPTION 2



\*NOTE: ALL MATERIALS SUBJECT TO SUBSTITUTION WITH EQUIVALENT MATERIAL / MANUFACTURER



# Colors and Materials

## GREEN COURT



\*NOTE: ALL MATERIALS SUBJECT TO SUBSTITUTION WITH EQUIVALENT MATERIAL / MANUFACTURER

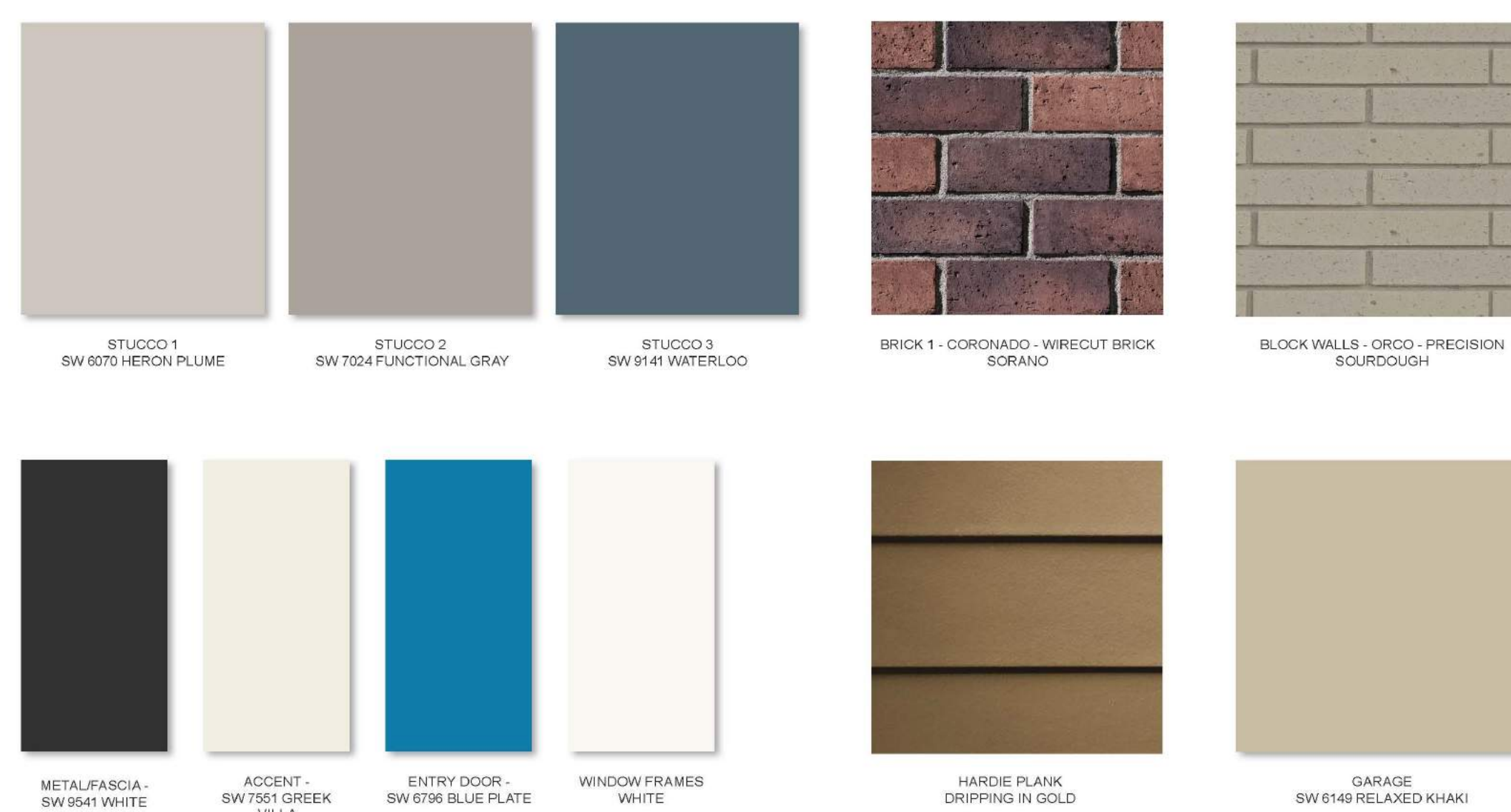
### OPTION 1



### OPTION 2



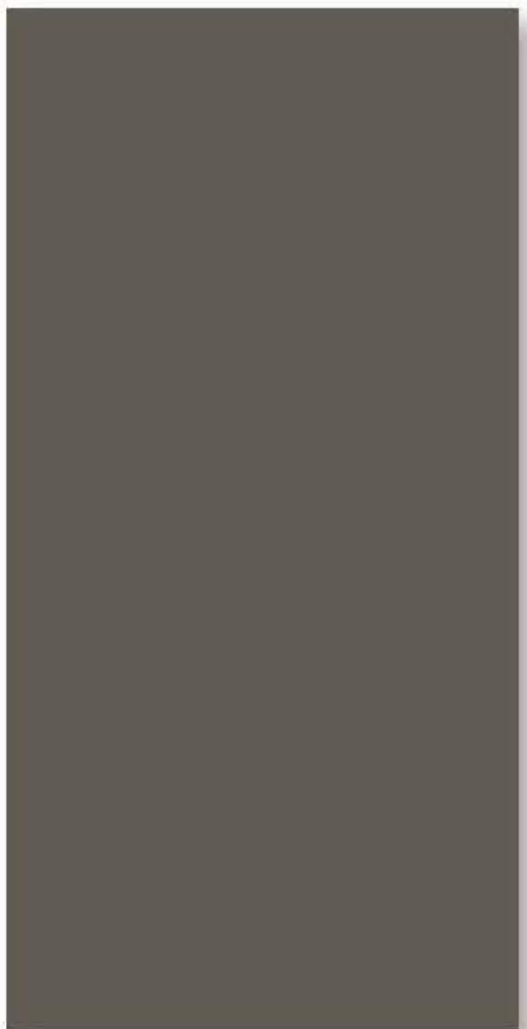
### OPTION 3



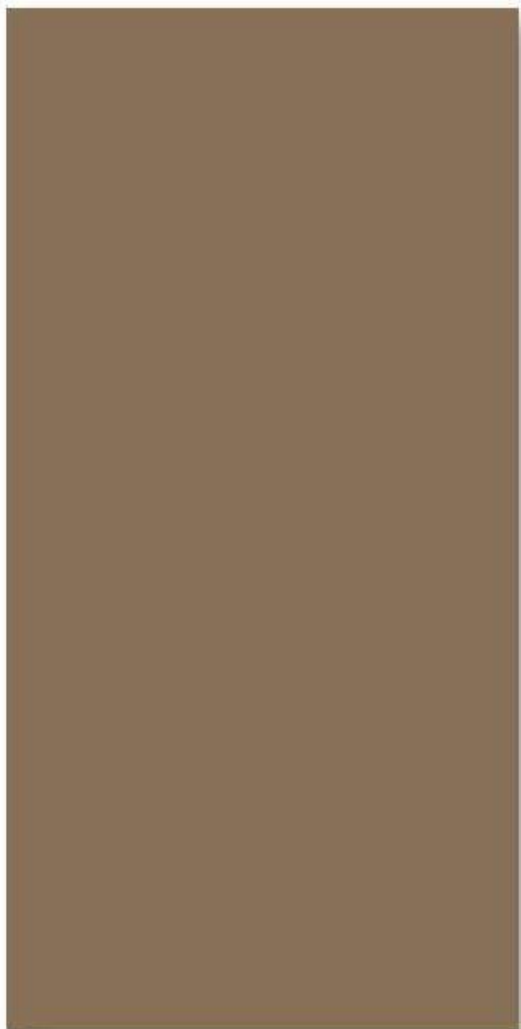


# Colors and Materials

ROW TOWN



STUCCO 1  
SW 9570 IRONCLAD



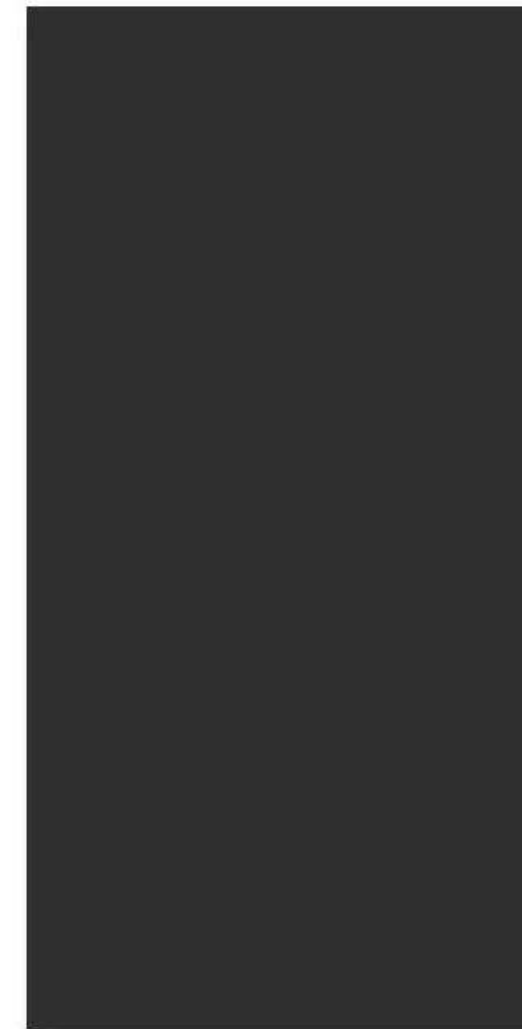
STUCCO 2  
SW 6145 THATCH BROWN



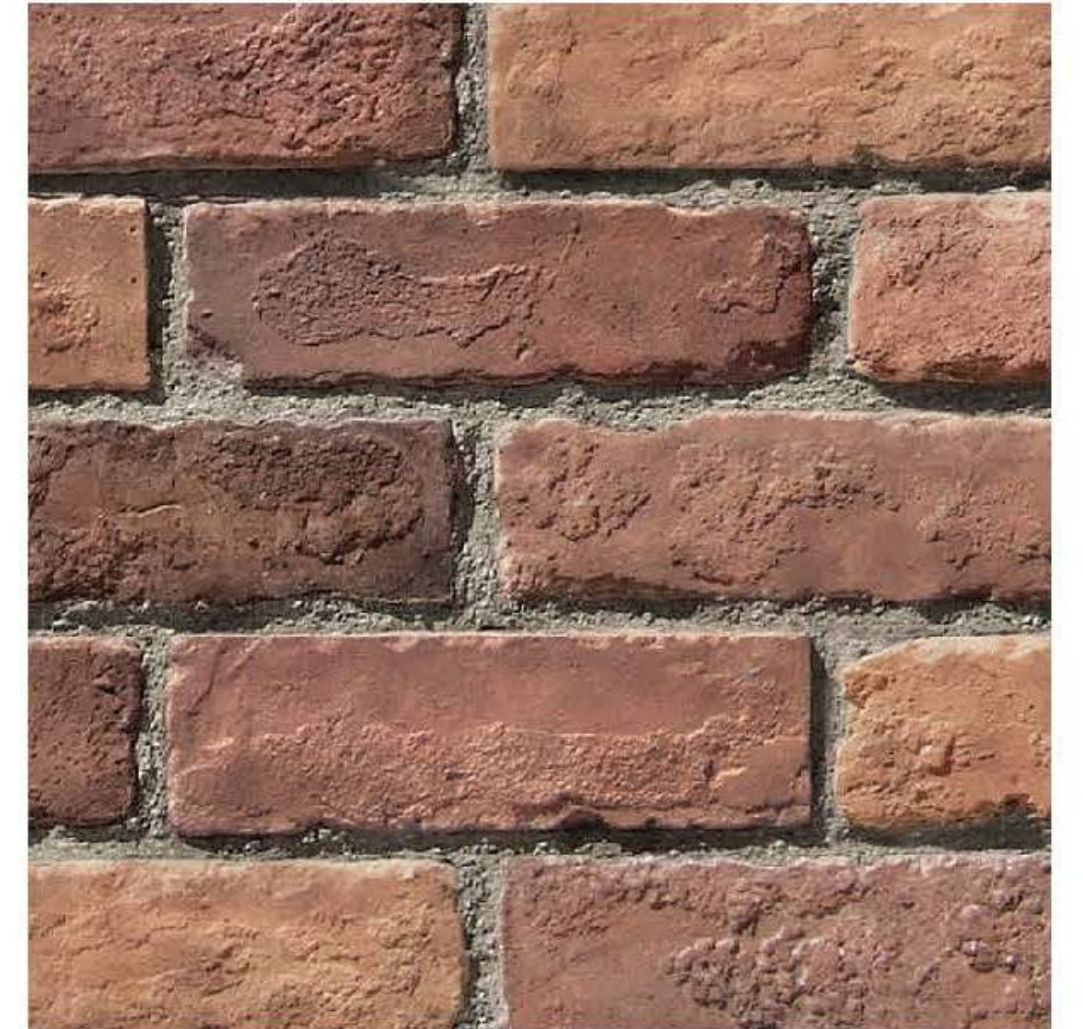
STUCCO 3A  
SW 7650 ELLIE GRAY



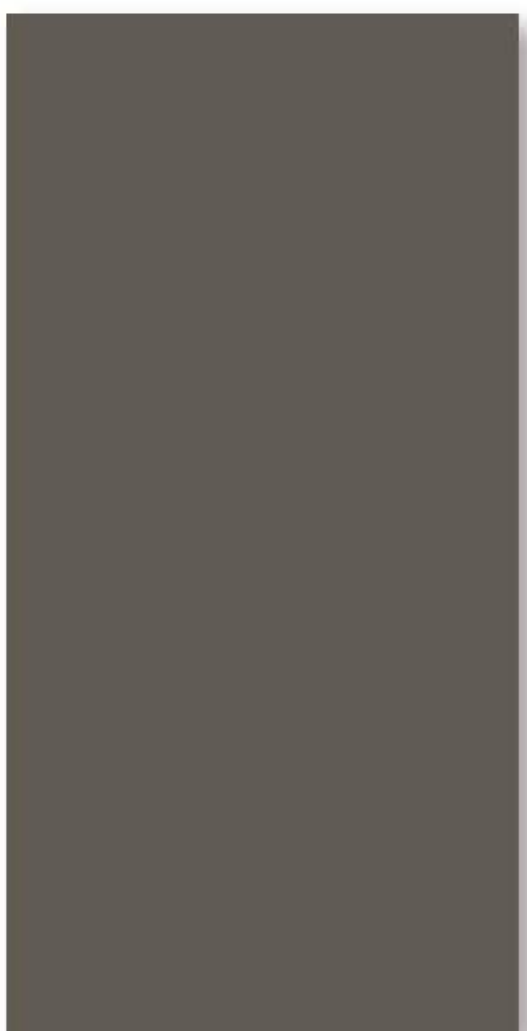
STUCCO 3B  
SW 7757 HIGH  
REFLECTIVE WHITE



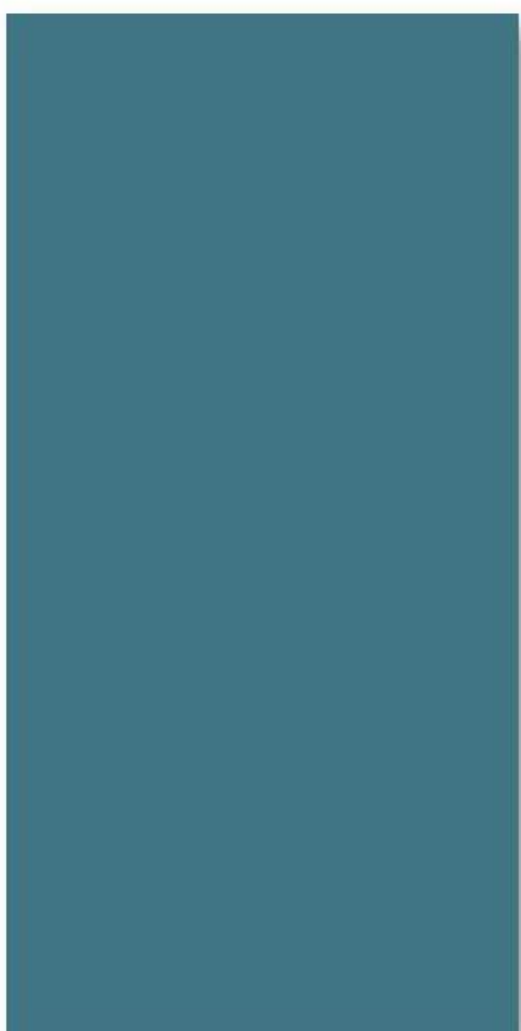
ACCENT -  
SW 6990 CAVIAR



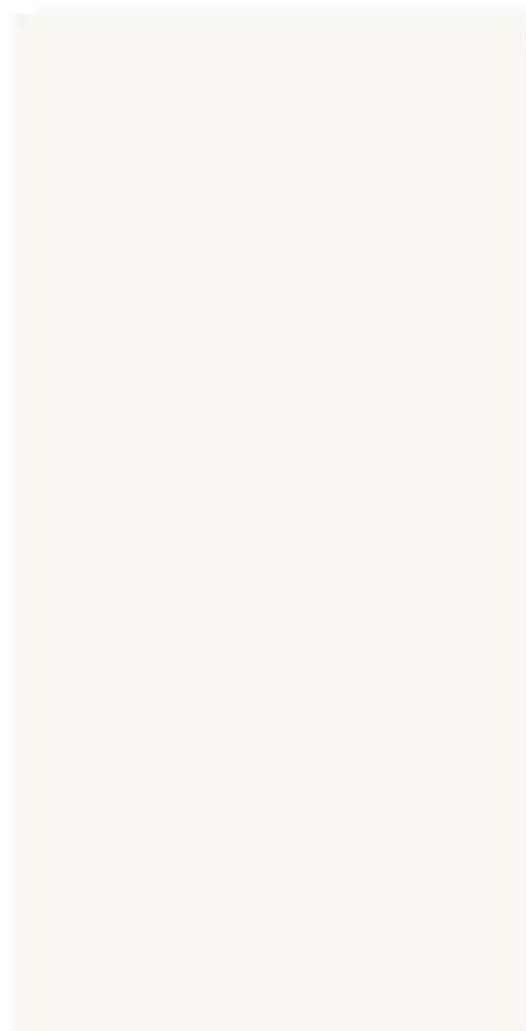
BRICK 1 - CORONADO - WIRECUT BRICK  
COTTONWOOD



GARAGE -  
SW 9570 IRONCLAD



ENTRY DOOR -  
SW 9059 SILKEN  
PEACOCK



WINDOW FRAMES  
WHITE



GATE - TREX  
TIKI TORCH



WESTLAKE - TRUEXTERIOR  
NICKLEGAP SHIP LAP  
SW 7069 IRON ORE



BLOCK WALLS - ORCO - PRECISION  
GRAY LW

\*NOTE: ALL MATERIALS SUBJECT TO SUBSTITUTION WITH EQUIVALENT MATERIAL / MANUFACTURER

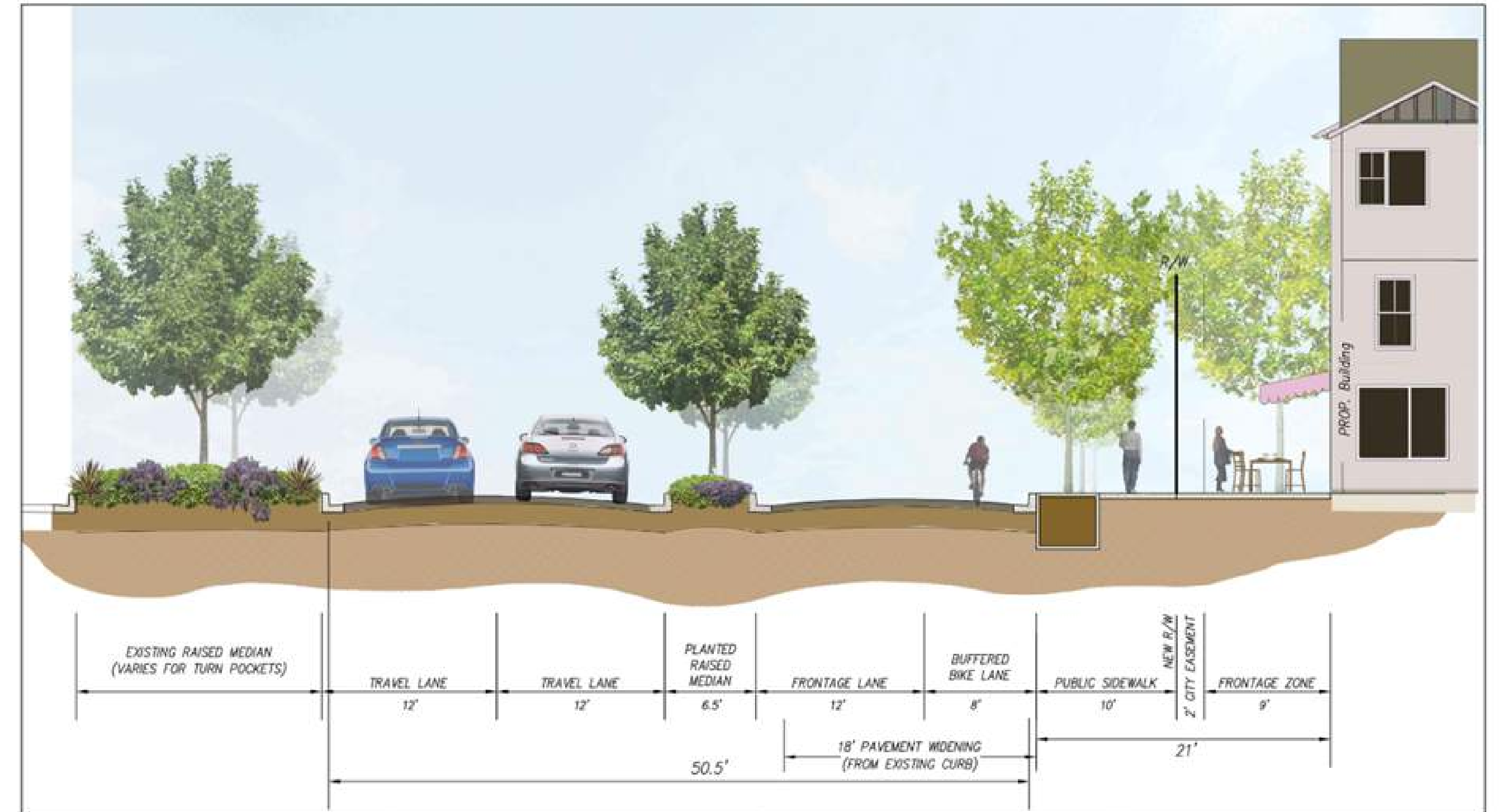


# Circulation

The San Marcos Boulevard Complete Street Project is an initiative that plans to transform the stretch of San Marcos Boulevard from Discovery Street to Bent Avenue with improved street crossings, bike lanes, and bus stops so all users can travel safely and efficiently.

**WE'RE PROUD TO DELIVER THE FIRST SEGMENT OF THE "MULTI-WAY"!**

Through the creation of a multi-modal transportation system - known as a Multi-Way - along San Marcos Boulevard, people can stop and shop at the project's commercial uses, creating a more walkable environment.



SAN MARCOS BLVD. SECTION  
NTS



**BENEFIT OF THE MULTI-WAY:**

Combined with other local infrastructure projects, the multi-way is envisioned to enhance multi-modal transportation! This dedicated right turn lane will allow through-traffic on San Marcos Blvd. to by-pass the project entrance, thereby improving local circulation. Additionally, the multi-way will provide landscaping improvements to enhance the pedestrian experience.

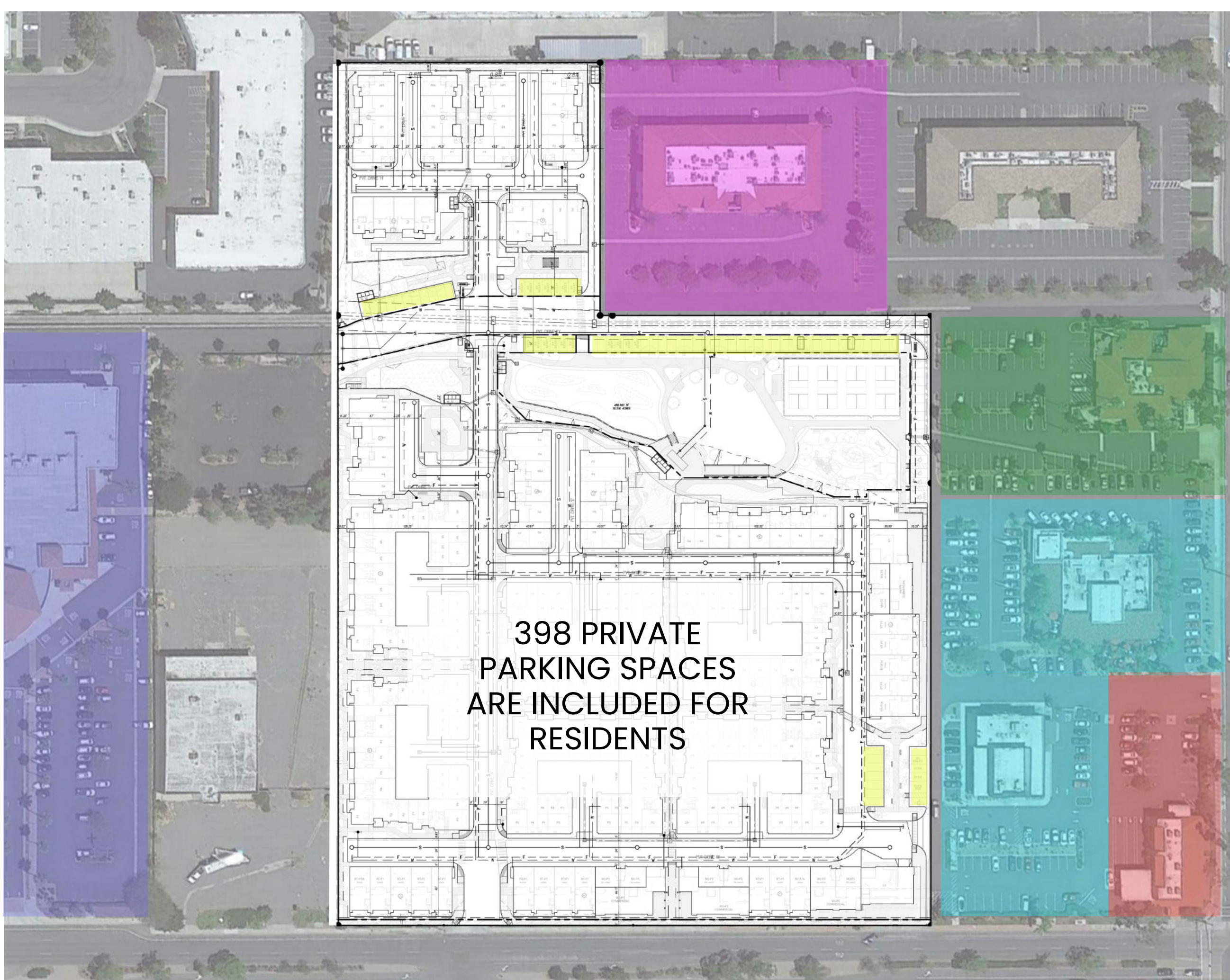




## Parking

THE PROJECT PROVIDES SUFFICIENT PUBLIC AND PRIVATE PARKING.

In response to questions from the community, a supplemental parking survey was completed to ensure adequate parking for the project and surrounding businesses.



Shared parking agreements have been in place between the surrounding property owners for decades.

These agreements memorialize each property owners' commitment to share their parking for the betterment of the community and the surrounding uses.

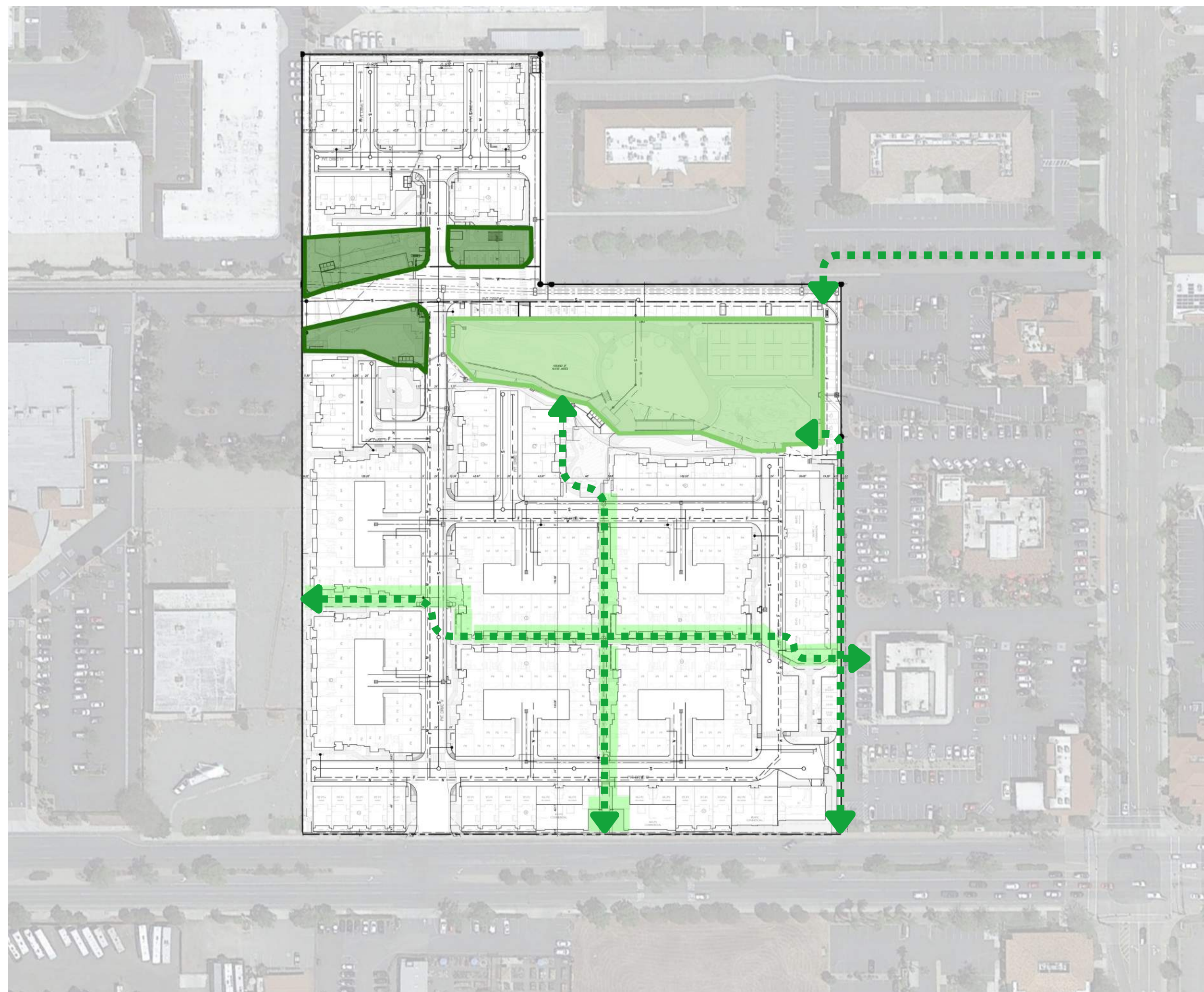
- 725 shared spaces
- 132 shared spaces
- 54 shared spaces (85 total within property)
- 154 shared spaces
- 25 shared spaces
- 70 public spaces proposed in project site  
\*with potential for 15 more

\*Subject to continued discussions with City and adjacent property owners

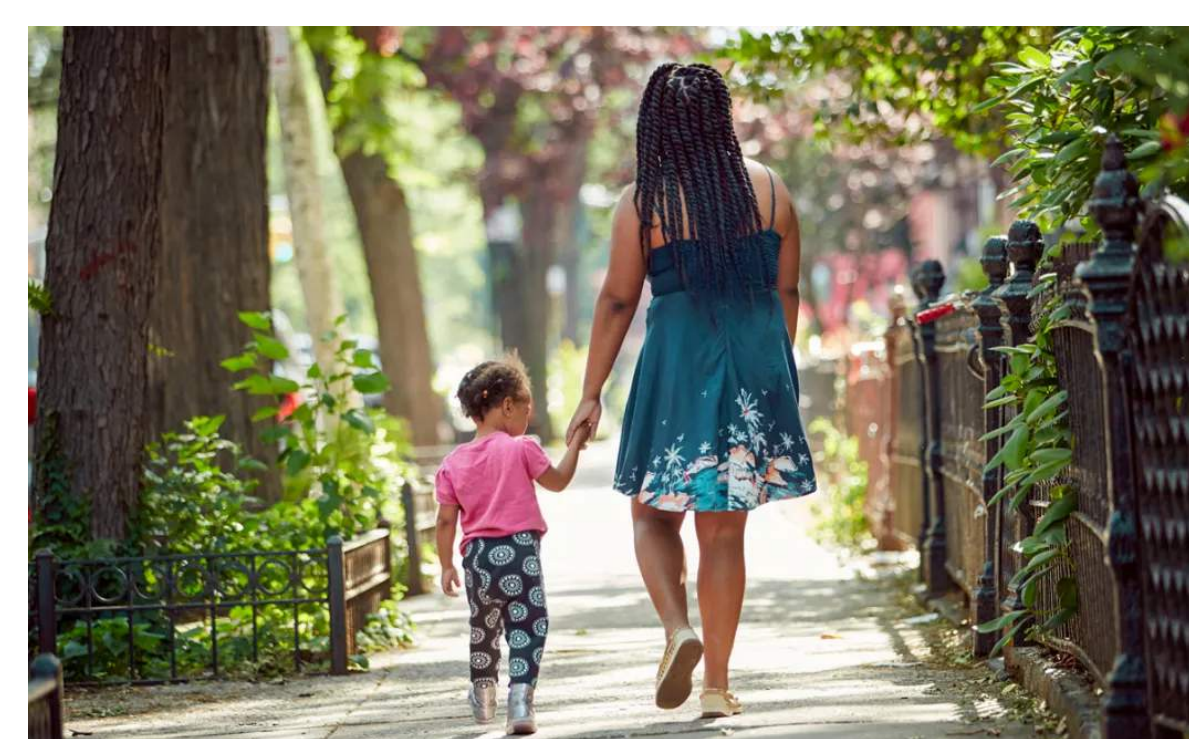


# Landscaped Pedestrian Connections

Whether a jog to your morning coffee, or a relaxing stroll after dinner at the Fish House, a primary goal of the redesign of Restaurant Row is to create a network of outdoor spaces that culminate at the new neighborhood park.



- Public Park
- Publicly-accessible, privately-maintained open space
- Pedestrian Connection



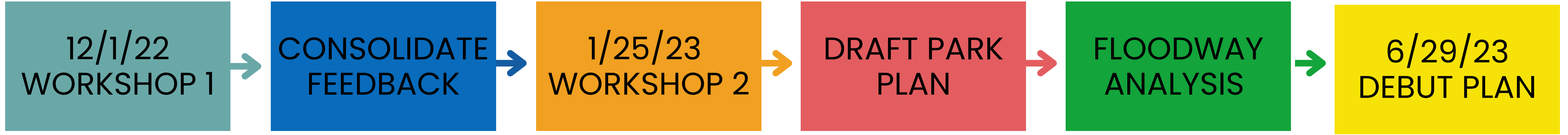
Our goal is to create a landscaping palette that works contextually within the built environment.

The project includes an integrated, diverse mix of species, resulting in a water-wise landscape that will perform well in this climate.



# ▼ Park Design Workshops

In collaboration with the City of San Marcos, the public park space has been designed following a series of public workshops.



## WORKSHOP 1

This meeting was the first opportunity for the community to learn more about the proposed site plan for Restaurant Row and participate in the first design workshop for the new park space.

The goals of the first meeting was to **determine a vision for the new park** and **identify preferred amenities** that work work with the site's constraints.

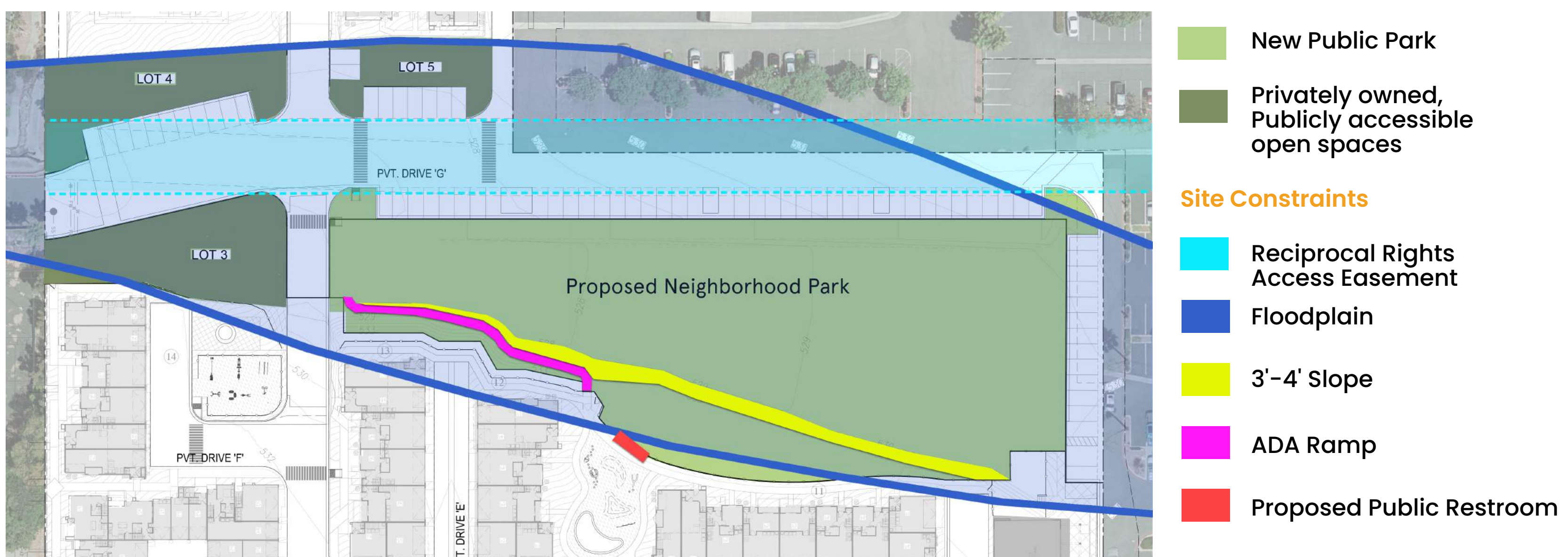
Preferred amenities were pickleball, skate plaza, picnic areas and walking paths.

## PARK VISION STATEMENT CREATE BY ATTENDEES

The new park at Restaurant Row should contain a mix of active and passive recreation activities that visitors of all ages and abilities could enjoy.

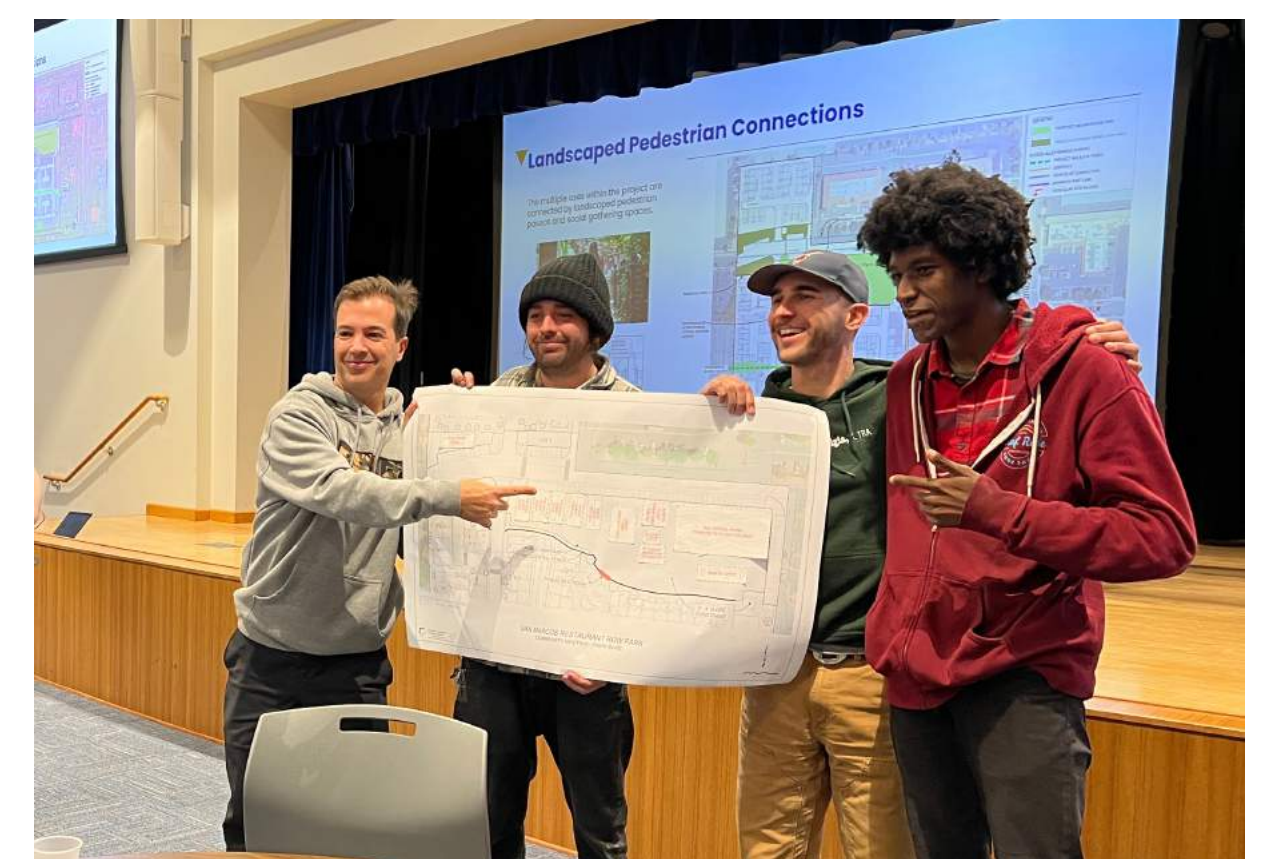
## FLOODWAY AND FLOODPLAIN ANALYSIS

Technical studies are in process to ensure the draft park plan would work with the site's constraints, especially its location in the floodplain and floodway.



## WORKSHOP 2

This meeting focused on building on the park feedback collected at the December, 1, 2022 meeting. Attendees worked together to create their own park layout.





# New Public Park

Thank you to everyone who participated in the public workshops to design the new public park!









# New Public Park

Thank you to everyone who participated in the public workshops to design the new public park!



## SAN MARCOS HIGH SCHOOL STUDENTS ADVOCATED FOR THIS AMENITY!

The Rolling Plaza is envisioned as a welcoming place for skateboards, scooters and wheels of all kinds! A skate park specialist will be engaged to prepare the final design.





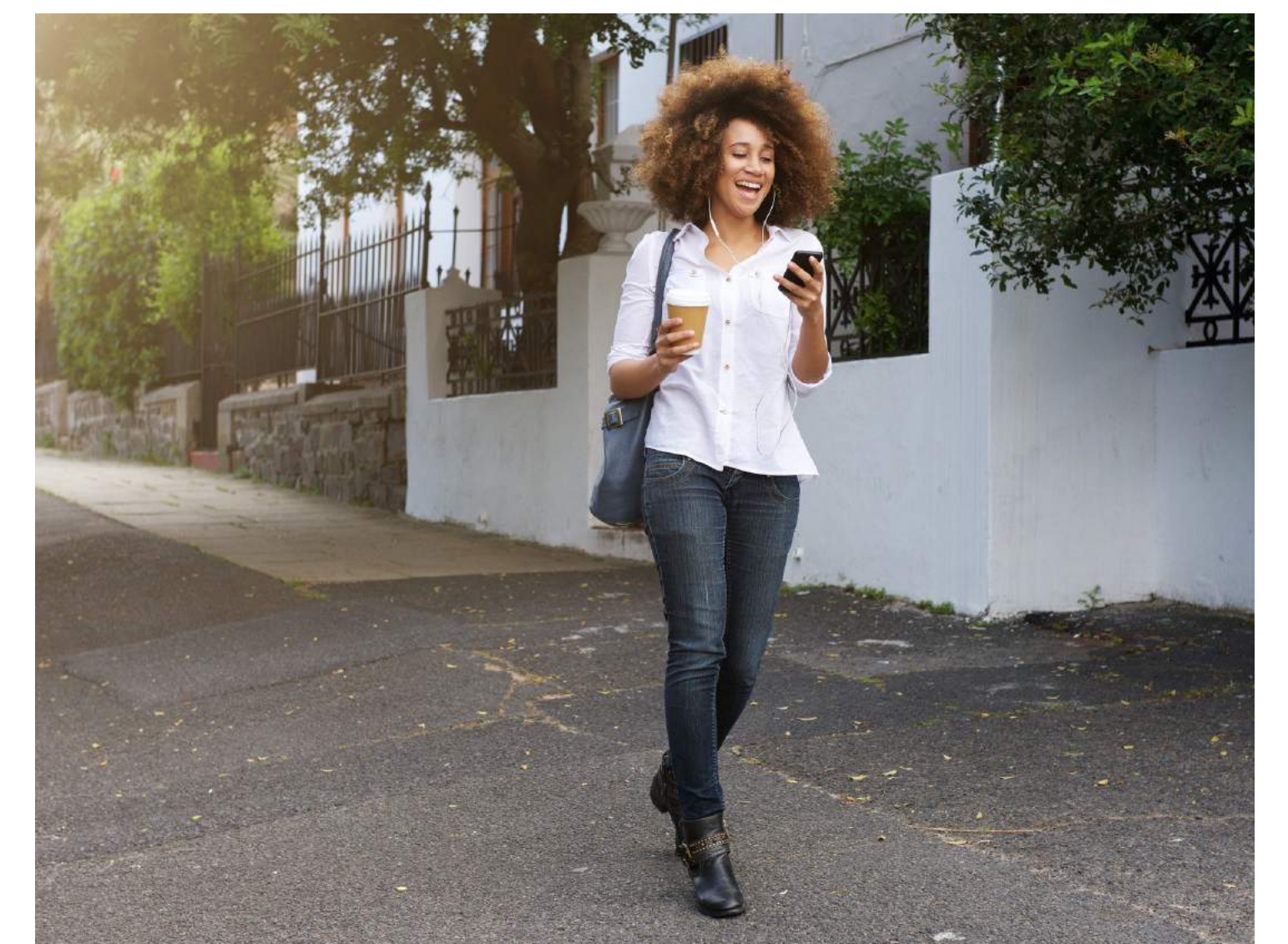
# ▼ New Public Park





# ▼ Community Benefits

- **Celebrates the legacy of Old California Restaurant Row** through the revitalization of the site with updated commercial and outdoor spaces, in a manner that enhances the atmosphere created by the previous Old California Restaurant Row, and complements the surrounding environment and neighborhoods.
- **Creates a network of outdoor spaces that culminate at the new neighborhood park.** The integration of public art, design features, and interpretive signage into the landscape will help create a sense of place to create a sense of place and foster an identity that will continue to reinforce Restaurant Row as a memorable San Marcos destination.
- Adapts to changing community and economic needs by providing **attainable housing in a mixed-use, in-fill setting.**
- **Supports the revitalization of San Marcos Boulevard** by creating an inviting neighborhood that activates the street frontage and facilitates multi-modal transportation to and from the existing community.
  - Delivers the first segment of the Multi-Way along San Marcos Boulevard
  - Creates a long lasting walkable community through the connection of on-site pathways to San Marcos Boulevard sidewalks that allows residents to walk or bike to nearby destinations.





# Restaurant Row



The revitalization of Restaurant Row is envisioned as a vibrant hub with updated dining offerings, landscaped pedestrian connections, a neighborhood park and housing – designed to align with the goals and objectives for mixed-use development outlined in the San Marcos General Plan.

Learn more at [www.smrestaurantrow.com](http://www.smrestaurantrow.com)