

LENNAR®

RESTAURANT ROW

INFO MTG AND DESIGN WORKSHOP 1
DECEMBER 1, 2022



▼ Meeting Overview

6:40 – Welcome

6:45 – Project Overview

- Milestones and Community Outreach
- Vision
- Land Use and Location
- Project Features

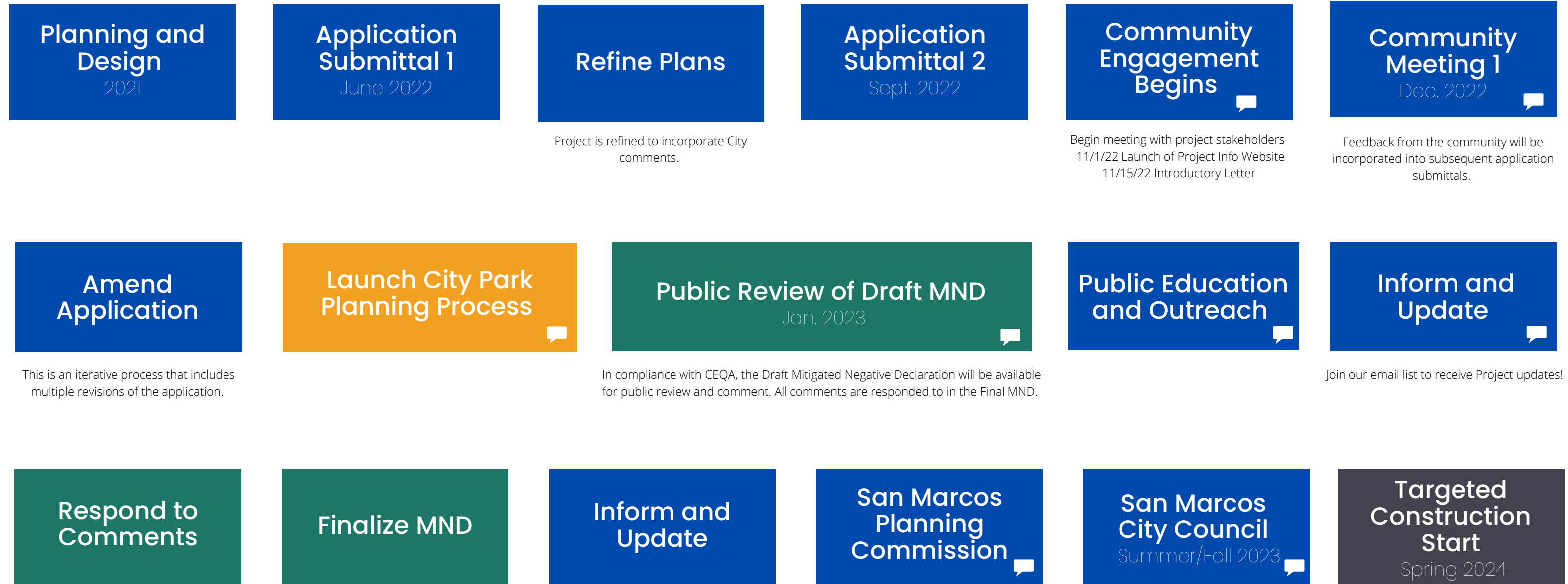
7:00 – Q&A

7:30 – Table Top Exercise

8:30 – Wrap Up

▼ Project Milestones

We will be offering opportunities to provide feedback, ask questions, and learn more about the Project throughout the process. We encourage you to be part of the conversation. Our team is available for one-on-one and small group meetings or you can reach us by email at outreach@smrestaurantrow.com. We look forward to hearing from you!



▼ 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.



▼ Project Location

The 10.5-acre project site is located on W. San Marcos Blvd., west of Via Vera Cruz.

The site is currently zoned Mixed Use in the San Marcos General Plan.



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Project Location

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.

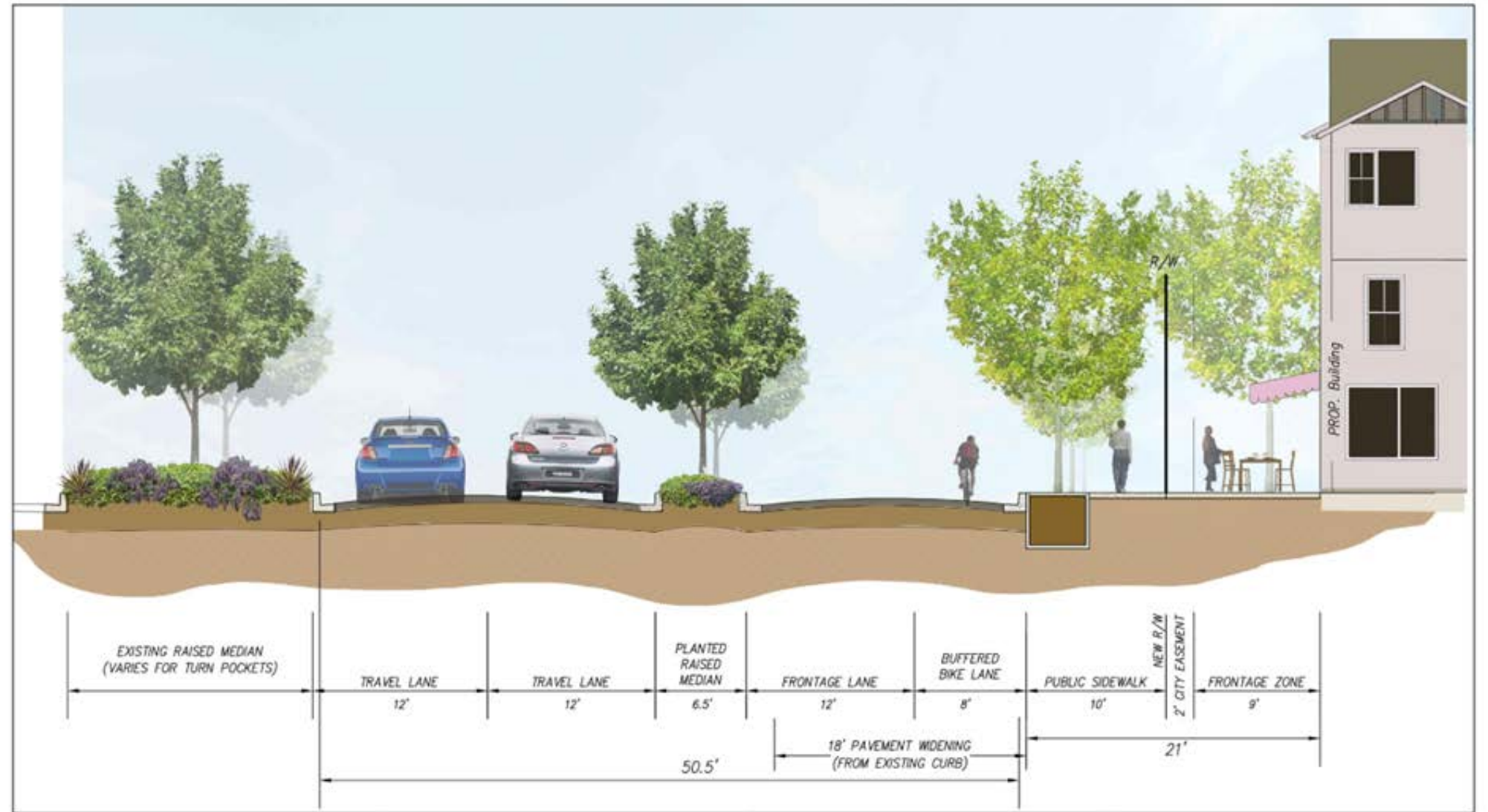
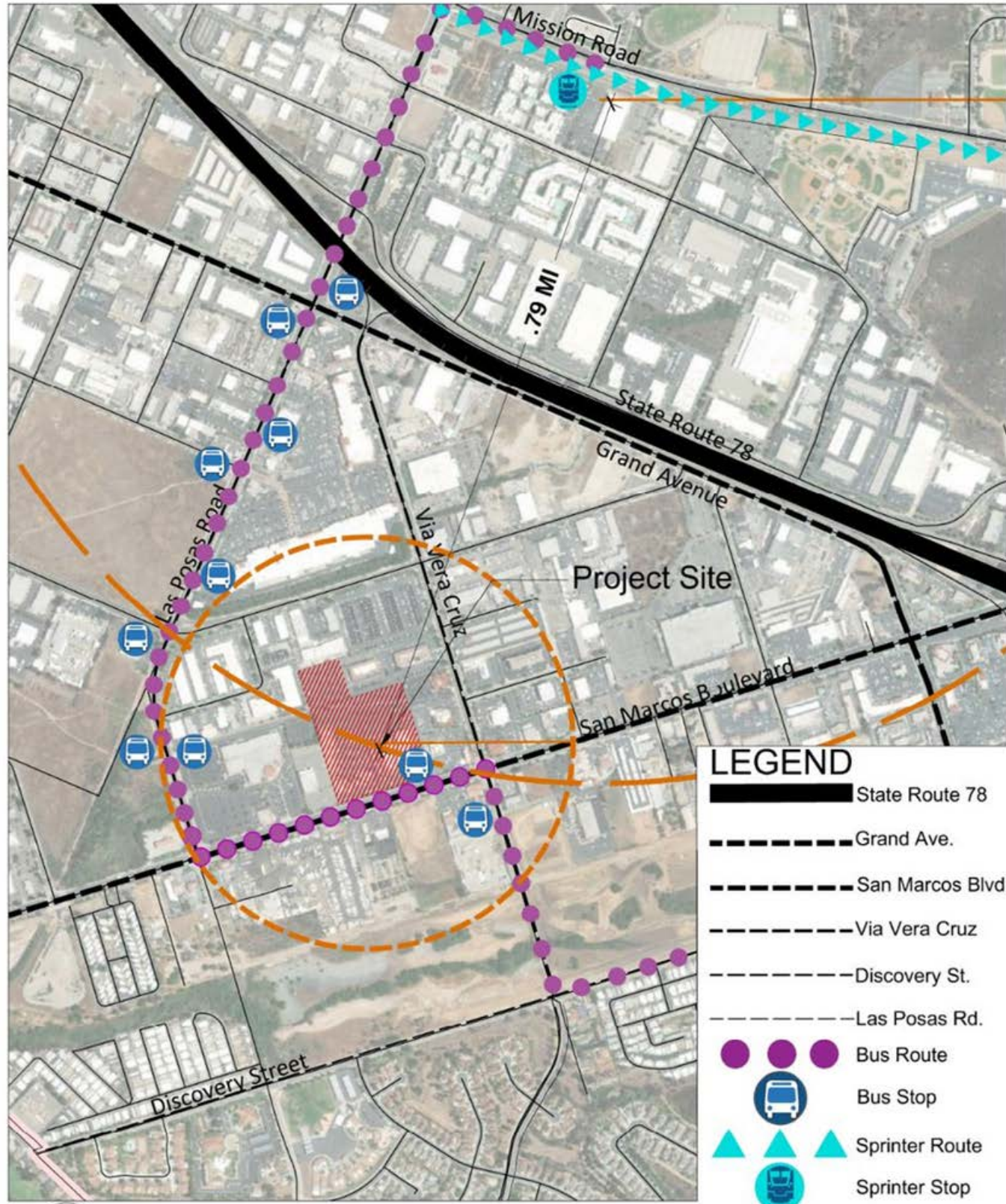
Legend

- Locally-serving dining and retail
- Open space and landscaped paseos
- New neighborhood park
- New housing



Project Vision

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.



SAN MARCOS BLVD. SECTION

NTS

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

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.



Originally Proposed Elevation



Corner view from W. San Marcos Blvd.

Currently Proposed Elevation



Corner view from W. San Marcos Blvd.

Artist's conceptual rendering. All architecture is under review by the City of San Marcos and subject to change.



The Project contributes to the dining experience for the existing restaurants by providing a new park, shops and paths.



View from Cocina del Charro

Artist's conceptual rendering. All architecture is under review by the City of San Marcos and subject to change.



The Project perimeter is comprised of more than 10,000 SF of commercial space for casual dining space, shops and locally-serving services.



View from W. San Marcos Blvd.

Artist's conceptual rendering. All architecture is under review by the City of San Marcos and subject to change.

New Homes

202 townhomes in varying configurations will provide surrounding businesses with on-going patronage and will contribute to the sense of place.

Motor Court Townhomes



Green Court Townhomes



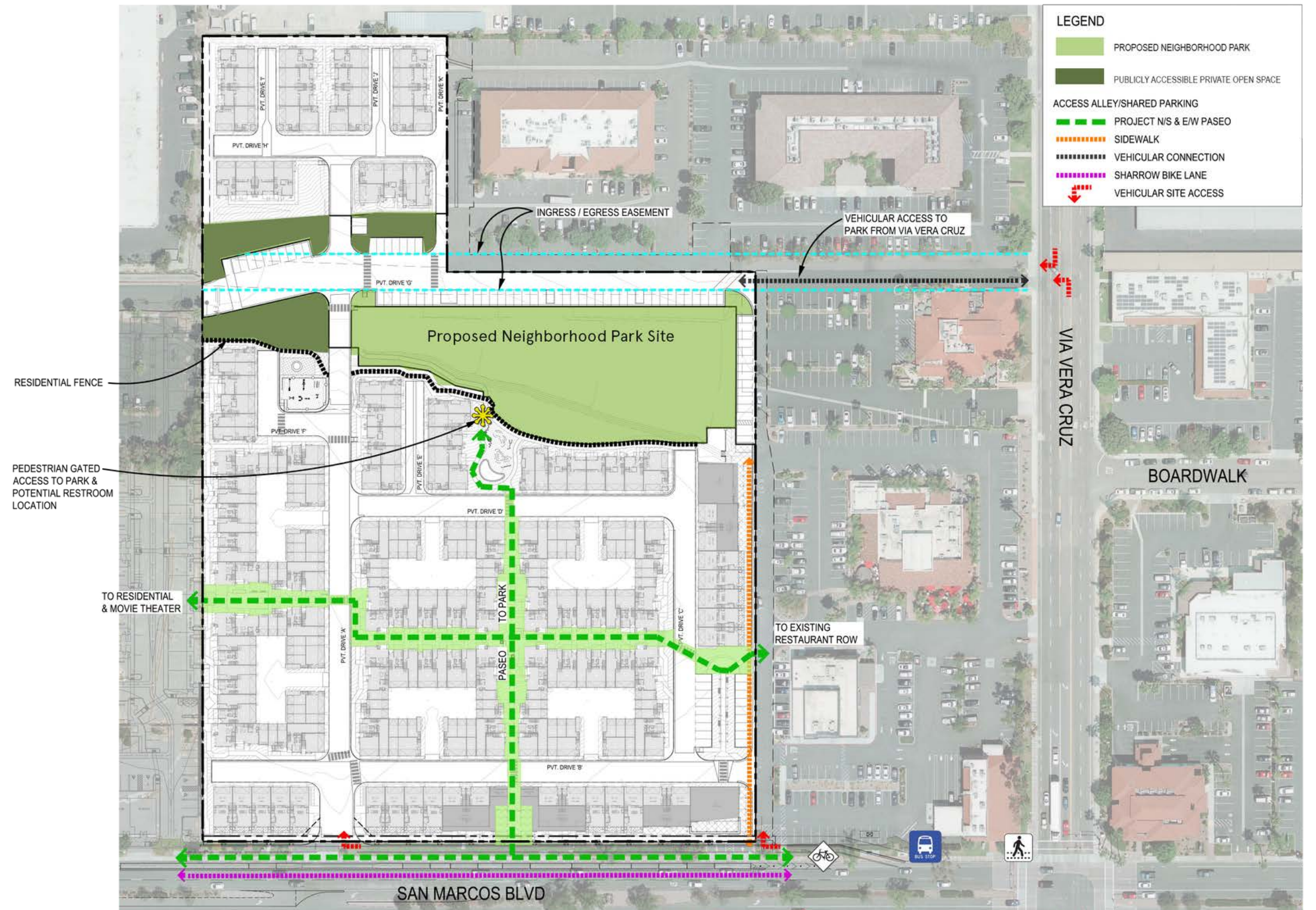
Town Over Commercial and Row Town



Artist's conceptual renderings. All architecture is under review by the City of San Marcos and subject to change.

Landscaped Pedestrian Connections

The multiple uses within the project are connected by landscaped pedestrian paseos and social gathering spaces.



▼ 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.

Questions/Comments?

▼ Table Top Exercise

Table Top Exercise

- Collect your preliminary feedback on the neighborhood park
- Identify consistent themes for:
 - Desired park vision
 - Desired project amenities/features

Discussion Format

- Discussion topics by table
- Pick a scribe and presenter

Feedback Integration

- All feedback will be shared with the City and the design team to further refine the project
- Park feedback will serve as the starting off point for the Parks and Rec official workshop process



▼ New Neighborhood Park

A 1.5-acre public park in the northeastern corner anchors the site and provides respite for residents and visitors.

In collaboration with the City of San Marcos, the public park space will be designed through a series of public workshops so the community at-large can influence the amenities.

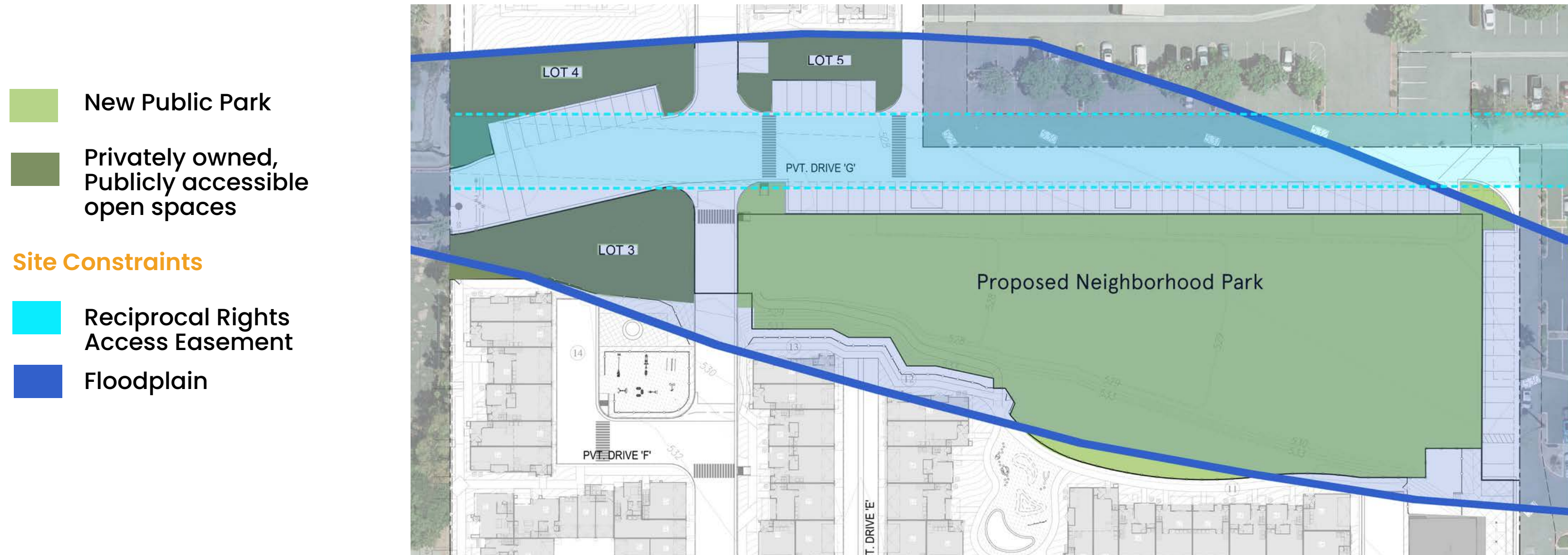
-  New Public Park
-  Privately owned, Publicly accessible open spaces



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▼ Topic #1

What is your vision for the proposed park?

- Who do you see visiting it?
- Active/passive?
- Events?



▼ Topic #2

What amenities and/or features would make the redesigned Restaurant Row an ideal place to visit?

- Think about other parks or open spaces in town you like to visit or how this space might enhance the surrounding dining experience
- What types of commercial uses are needed in the area?
- TIP: Check out the amenity guide on your table



▼ Next Steps

- A digital survey will be emailed to you to collect feedback on the project as a whole. Your comments and questions will be used to guide future meetings and to refine the plans
- The park specific information will be shared with San Marcos Parks and Rec to ensure the community ideas align with City vision. It will serve as the baseline for Workshop 2
- The top amenities as determined by community input will be included in the environmental document for the project
- The consensus/outcomes from Workshop 2 will be used to prepare the final Park design. The design and any updates to the plans will be shared at future community meetings for the project

**Workshop 2 will be in January.
See you there!**

