

San Marcos, California

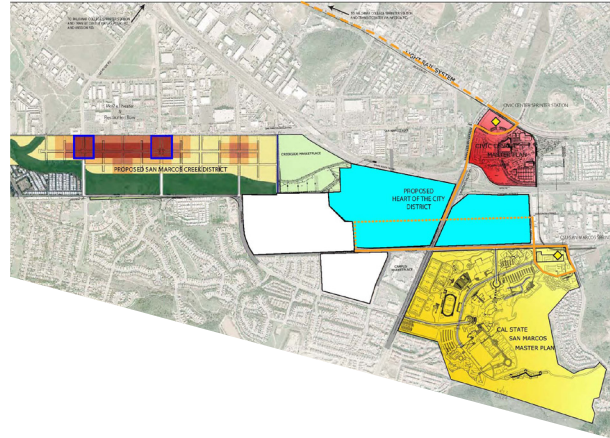
San Marcos Heart of the City Parking & TDM Plan



The “Heart of the City” plan envisioned a 112-acre mixed-use district straddling Twin Oaks Valley Road, near one of the City’s newly opened Sprinter light rail stations. The plan proposed 3,620 housing units, 1.1 million square feet of shopping and 850,000 square feet of office space arranged on a traditional grid of short blocks.

Nelson\Nygaard developed an extensive menu of traffic reduction strategies, from parking pricing to feeder shuttle services. From this menu, collaboration with the City helped produce four transportation demand management scenarios. Using the URBEMIS model (a transportation and air quality model developed in part by Nelson\Nygaard) each option was tested for its effectiveness in reducing motor vehicle trips and air pollution.

The resulting plan combined a mix of transportation demand management measures, new land-use mixes, transit service and pedestrian-friendly street design to reduce trips by more than 37% from average ITE trip generation rates.



Project Duration: 2006-2007

Total Budget: \$35,000

For more information:

City of San Marcos
1 Civic Center Drive
San Marcos, CA 92069

Contact:

Jerry Backoff
Planning Division Director
City of San Marcos
760-744-1050 x1050
JBackoff@ci.san-marcos.ca.us