



CREEK PLAN

Our Neighborhood. Our Creek.



Community Workshop - Introduction
10 April 2025



With: KMA, IM, Recon, & Parsons





Agenda

1. Project Background
2. Schedule
3. Existing Conditions
4. Activity



Goals for Today

1. Introduce the project
2. Hear feedback on opportunities, challenges, and vision for the Plan Area



Background



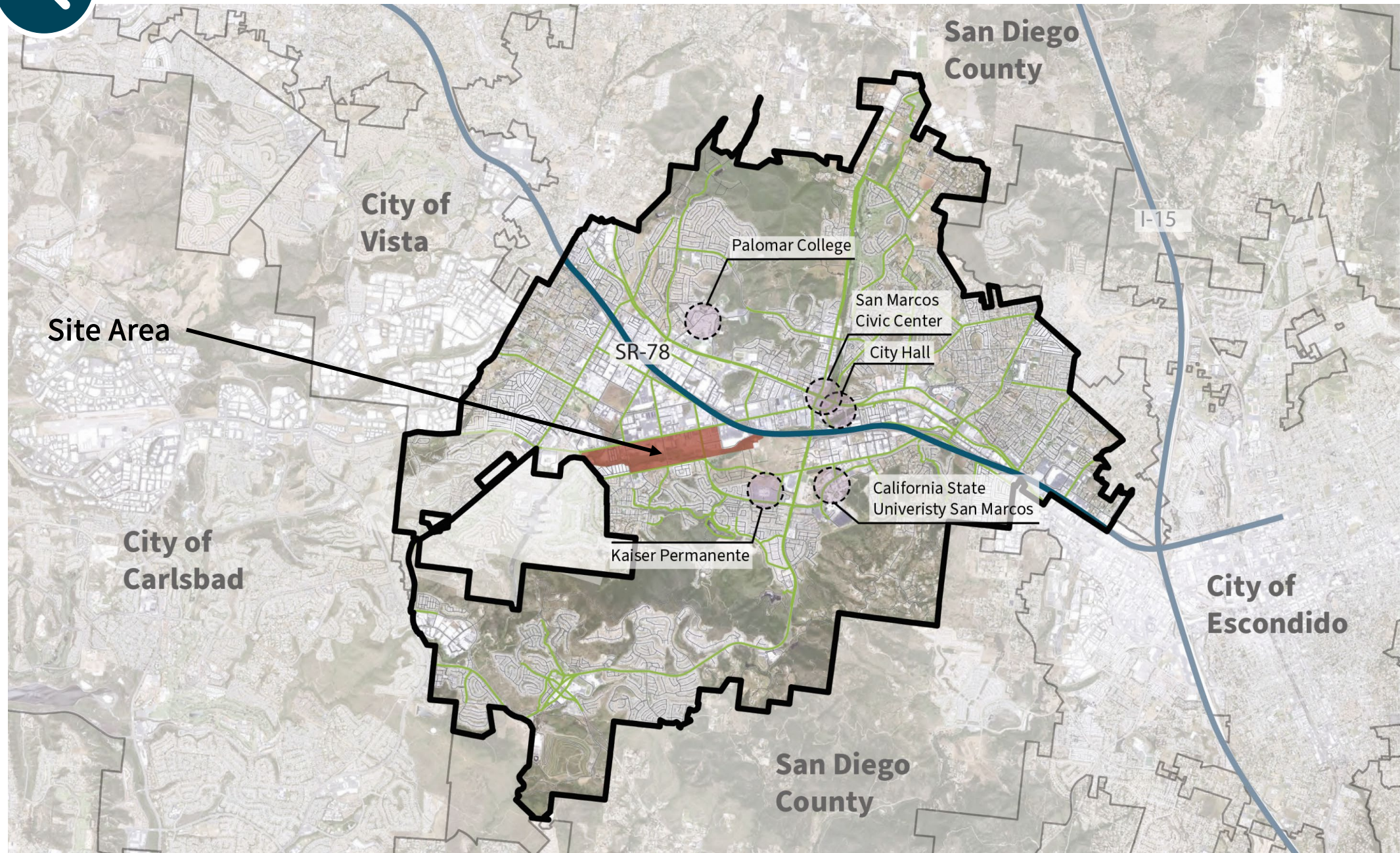
Schedule



Existing Conditions



Activity





Background



Schedule



Existing Conditions



Activity







Background



Schedule

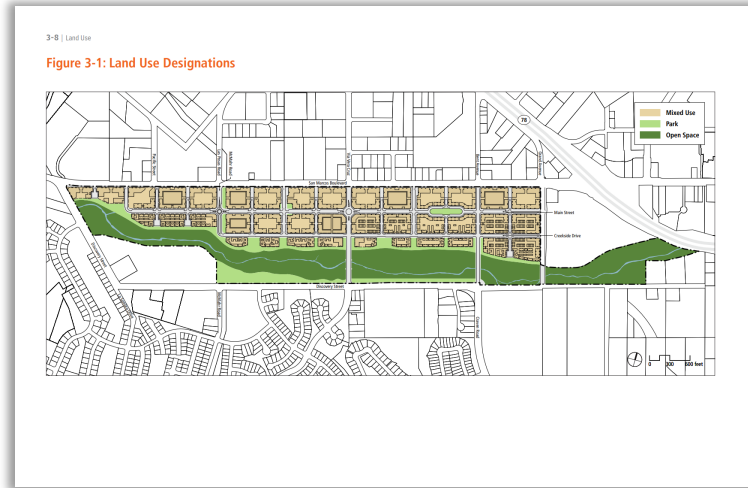
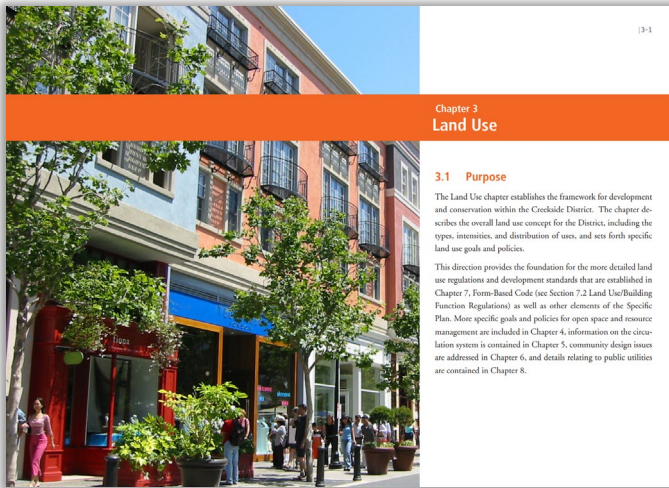


Existing Conditions



Activity





The Current Plan allows for:

- 2,300 housing units
- 1.2 million square feet of retail
- 600k square feet of office space



Why update the 2007 Specific Plan?

ISSUES

- Limited new development
- Lack of private investment
- High ground-floor vacancies
- Dissolution of California
Redevelopment Agencies

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



Specific Plan Implementation:

- Privately-led development projects will be the primary approach
- Existing commercial uses can remain as-is today
- The City can be a partner in a public-private partnership
- The City will redevelop land it already owns
 - Based on State requirements for housing and
 - From input on desirable uses from the Community
- The City will not be acquiring property for redevelopment
- No forced relocations from City developments



Working Guiding Principles



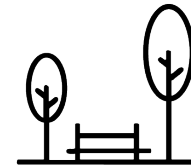
Provide a variety of housing types



Create destination uses for people to gather



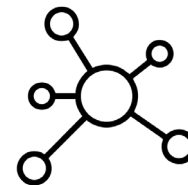
Promote multimodal connections that are safe and convenient for everyone



Create an inviting network of open spaces with the Creek at the core



Balance urban development and environmental stewardship



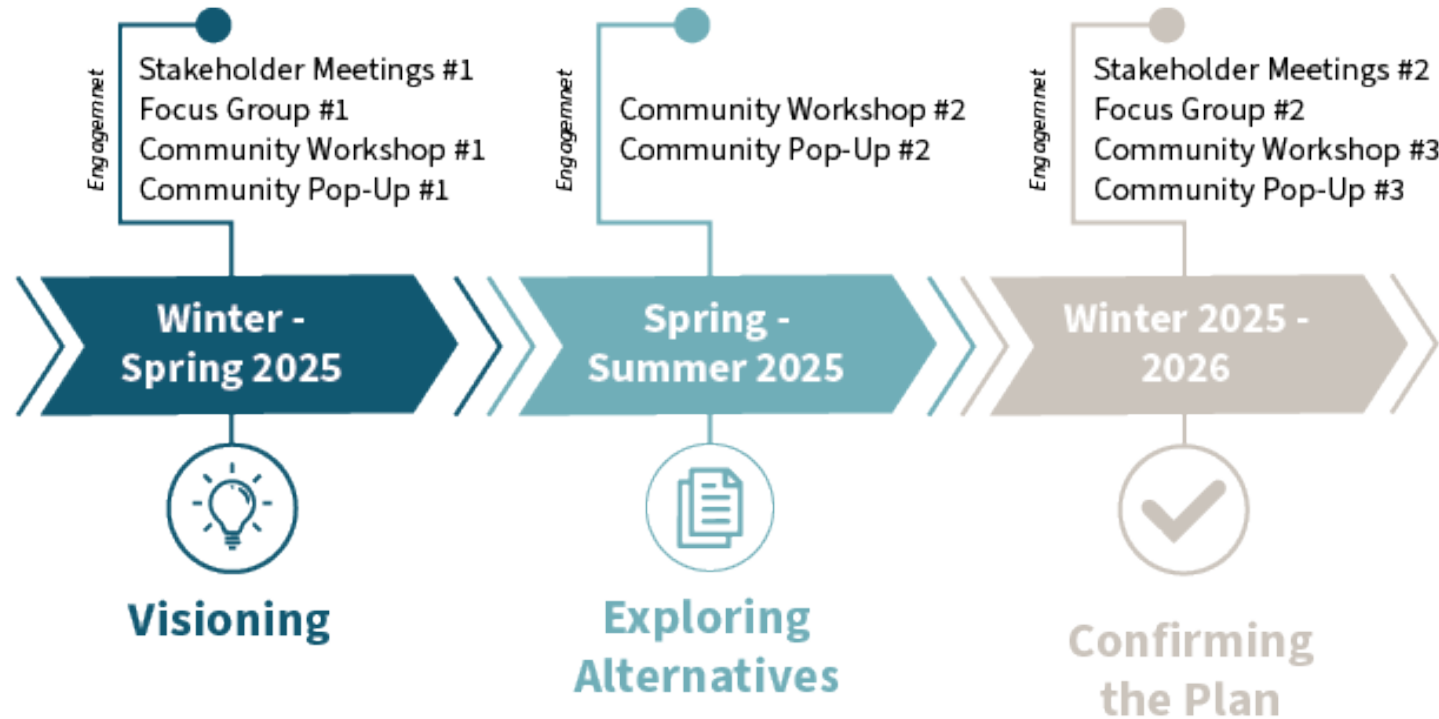
Create a district that complements surrounding development areas/projects



Project Schedule



Engagement Timeline





Engagement Timeline

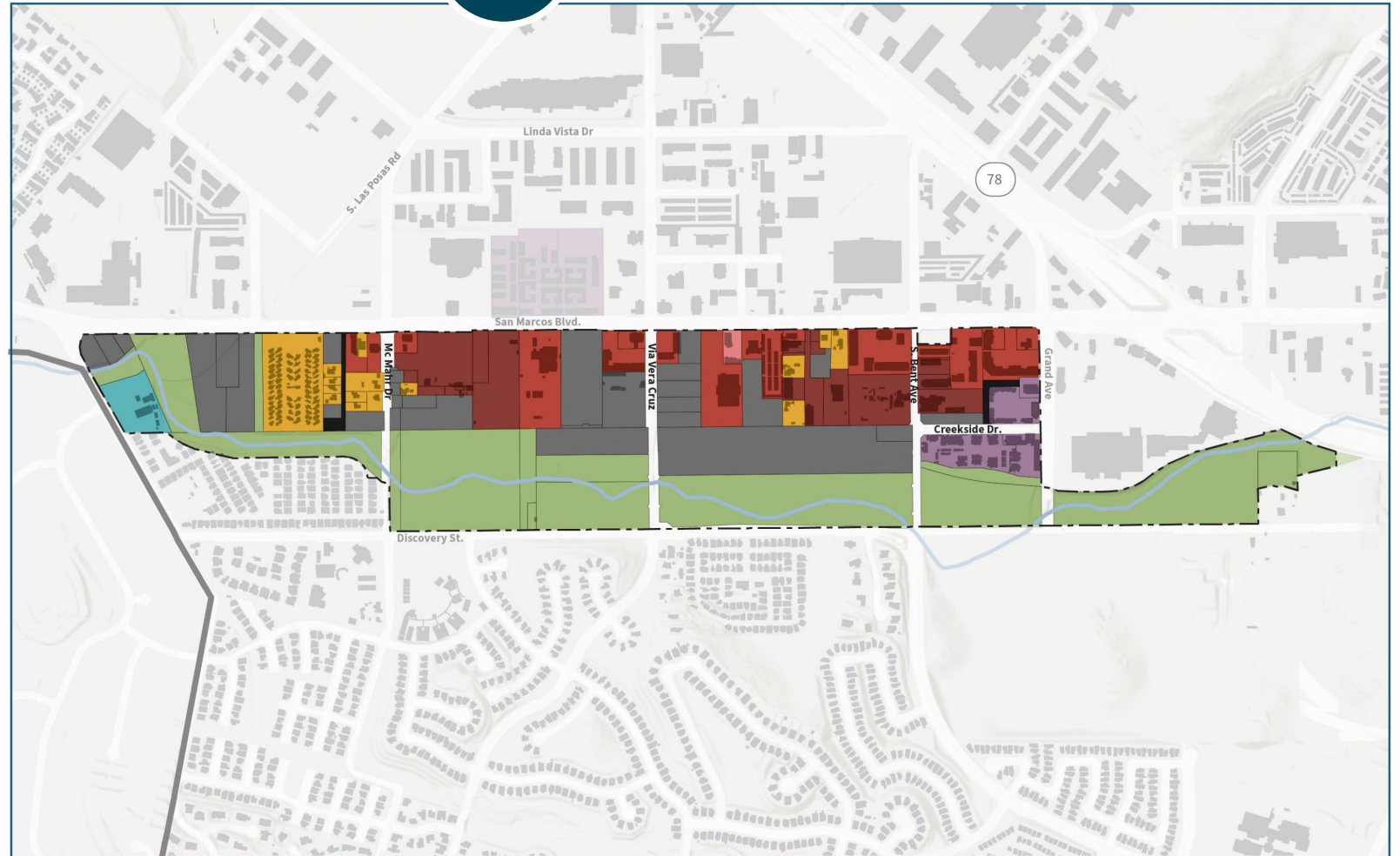




Existing Conditions



Land Use



Creek Plan Update - Existing Land Use

Basemap

- City Boundary
- Creek Plan Update Boundary
- Creek

- Building Outline
- Under construction

Existing Land Use

- Residential
- Commercial
- Commercial Industrial
- Commercial Office
- Open Space

- Public/Quasi-Public
- Vacant
- Right-of-Way





Infrastructure



Creek Plan Update - Bridge Improvements

Basemap

- City Boundary
- Creek Plan Update Boundary
- Creek

- Building Outline
- Under construction
- Open Space

Bridge Improvements

- Via Vera Cruz
- Bent Avenue

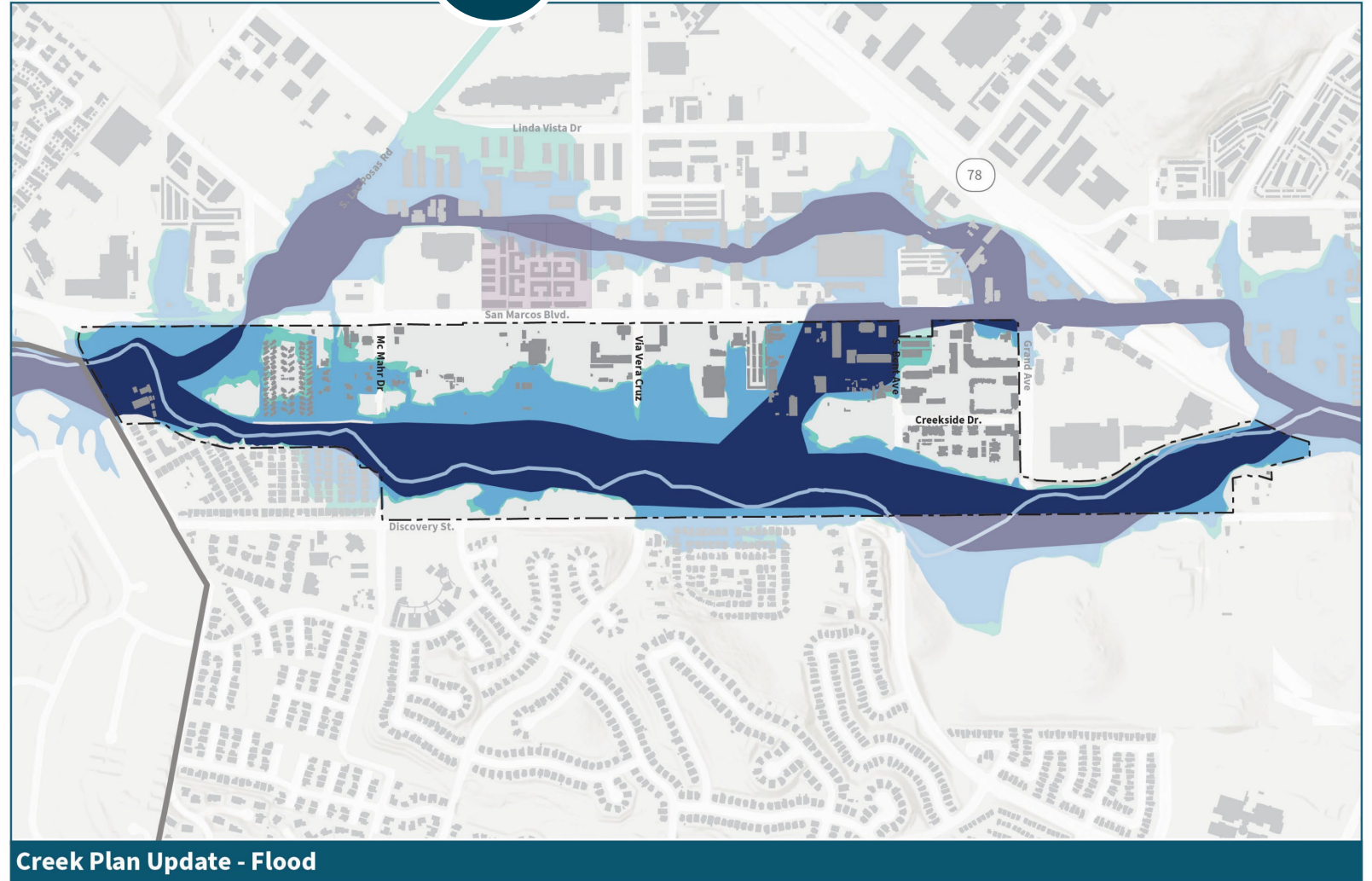
Sewer Improvements

- 42" Interceptor





Flooding



Basemap

- City Boundary
- Creek Plan Update Boundary
- Creek
- Building Outline
- Under construction

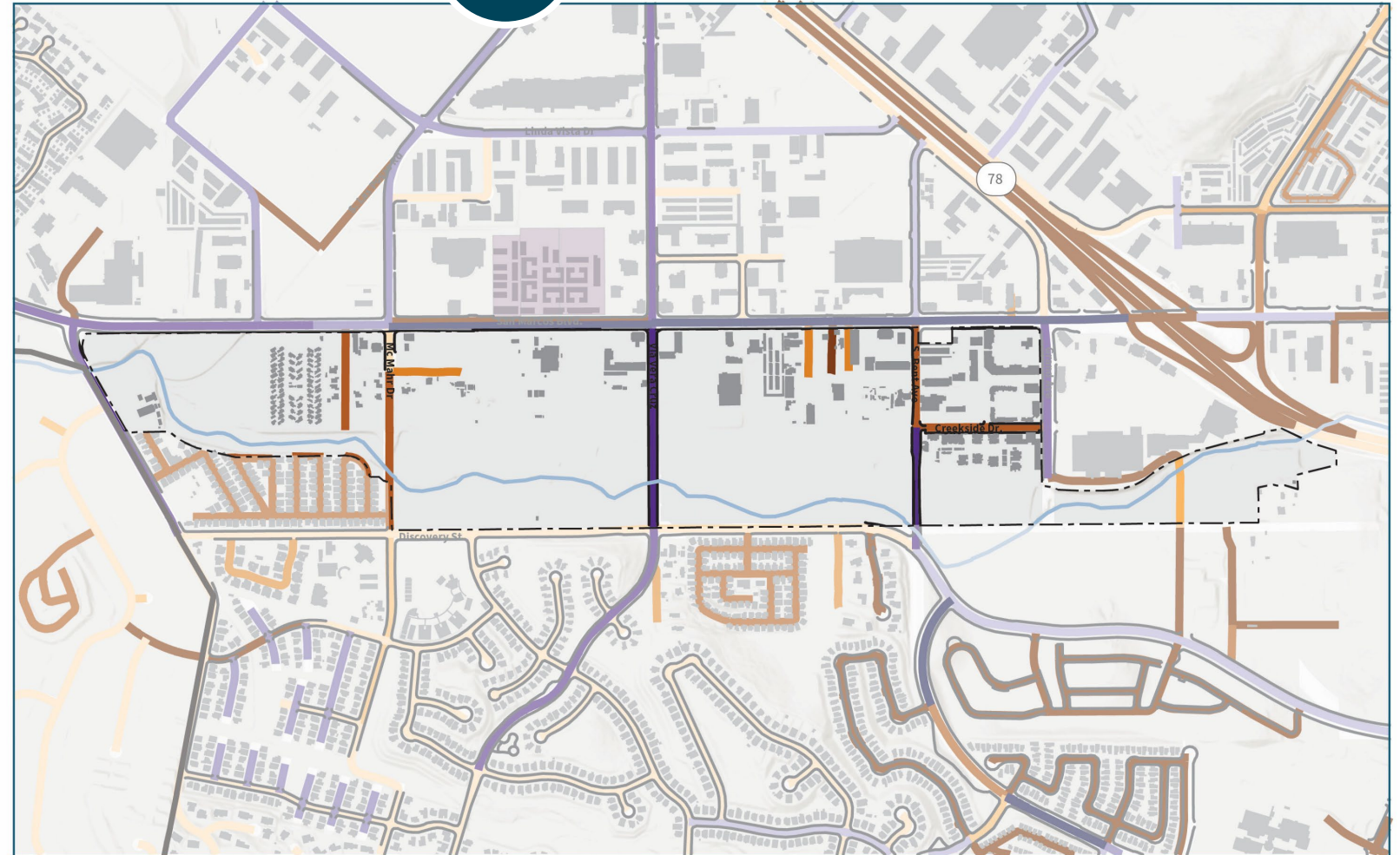
Flood

- 100-year Floodway
- 100-year Floodplain
- 500-year Floodplain





Circulation



Creek Plan Update - Right-of-Way

Basemap

- City Boundary
- Creek Plan Update Boundary
- Creek
- Building Outline
- Under construction

Right-of-Way

Road Width (ft)

- 0 - 10
- 21 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- 61 - 70
- 71 - 80
- 81 - 90
- 101 - 110

Road width of 11-20, 91-100, and 110-140 were not present in this area.

Sidewalks

- Sidewalk present





Market Analysis: Case Studies



Old Town Temecula

- Townhome style housing



Vista Village

- Mixed-use and town center infill developments



Grantville

- Transit-oriented development and podium apartments

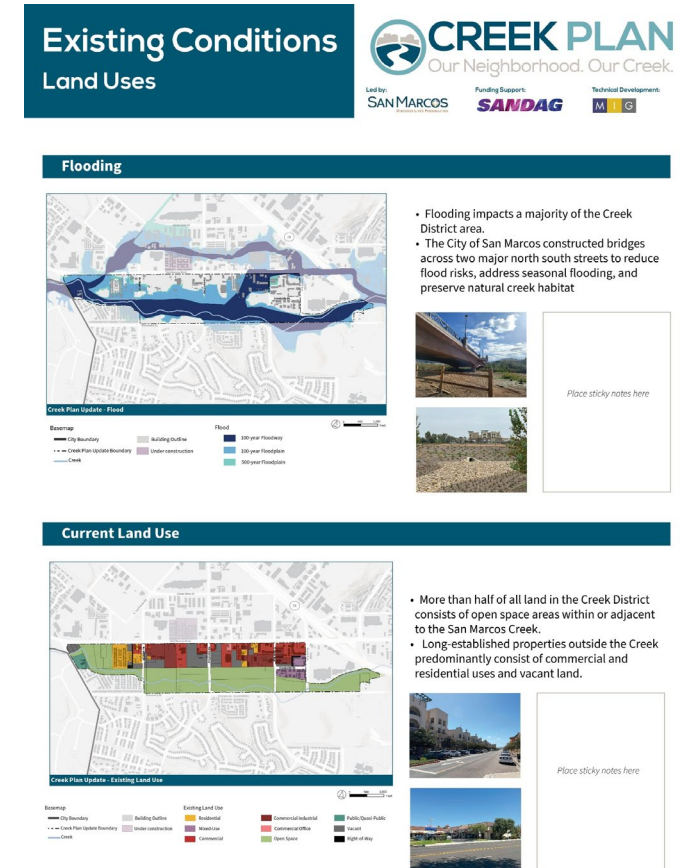
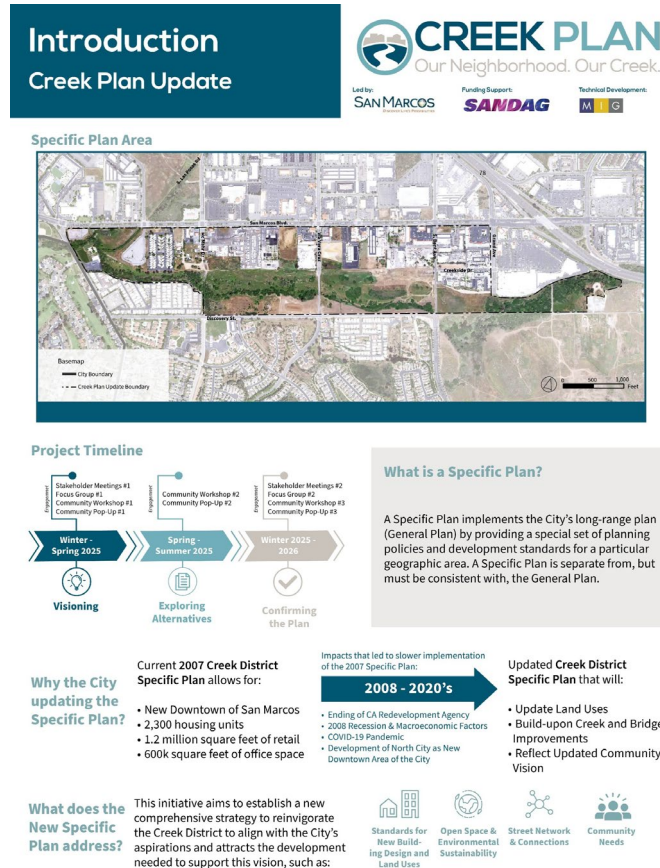


Workshop Activities



Informational Posters

- Existing conditions photos and mapping
- Add additional feedback on sticky notes





Visioning Posters

- Precedent posters for inspiration and vision of the Creek District
- Share opinion through voting dots
- Boards focus on
 - Vision
 - Open Space
 - Development
 - Transportation & Mobility

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Led by: **SAN MARCOS**
 Funding Support: **SANDAG**
 Technical Development: **M I G**

District Vision Inspirational Places

Examples for Overall Character Place a dot on your top two places that represent good inspiration for the future of the Creek District.

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Open Space Typologies and Elements

1. What type of open spaces would you like to see in the Specific Plan area?
Place a dot along the scale to indicate which type of development and scale you prefer.

Passive/Natural	Mix of Natural/Active	Mix of Passive/Urban	Active/Urban
1	2	3	4


2. What open space elements would you like to see in the Creek District?



Opportunities and Challenges

- Understanding priorities
- Use sticky notes to share feedback on opportunities and challenges

Understanding
Priorities
Opportunities & Challenges

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1. What elements do you think are most needed in the Plan Area? Pick your top two categories:

More Housing

Usable Open Spaces

Create Entertainment Town Center

Promote Sustainability and Reduce Greenhouse Emissions

Walkable Neighborhood with different uses

Interventions to Reduce Vehicle Traffic

Opportunities and Challenges

Write your comments on a sticky note and place it under each question.

What opportunities do you see for the Creek District?

What challenges do you see in the Creek District?



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