



# CREEK PLAN

## Our Neighborhood. Our Creek.



Community Workshop - Introduction  
10 April 2025



With: KMA, IM, Recon, & Parsons

**SAN MARCOS**  
Discover Life's Possibilities  
**SANDAG**

# 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



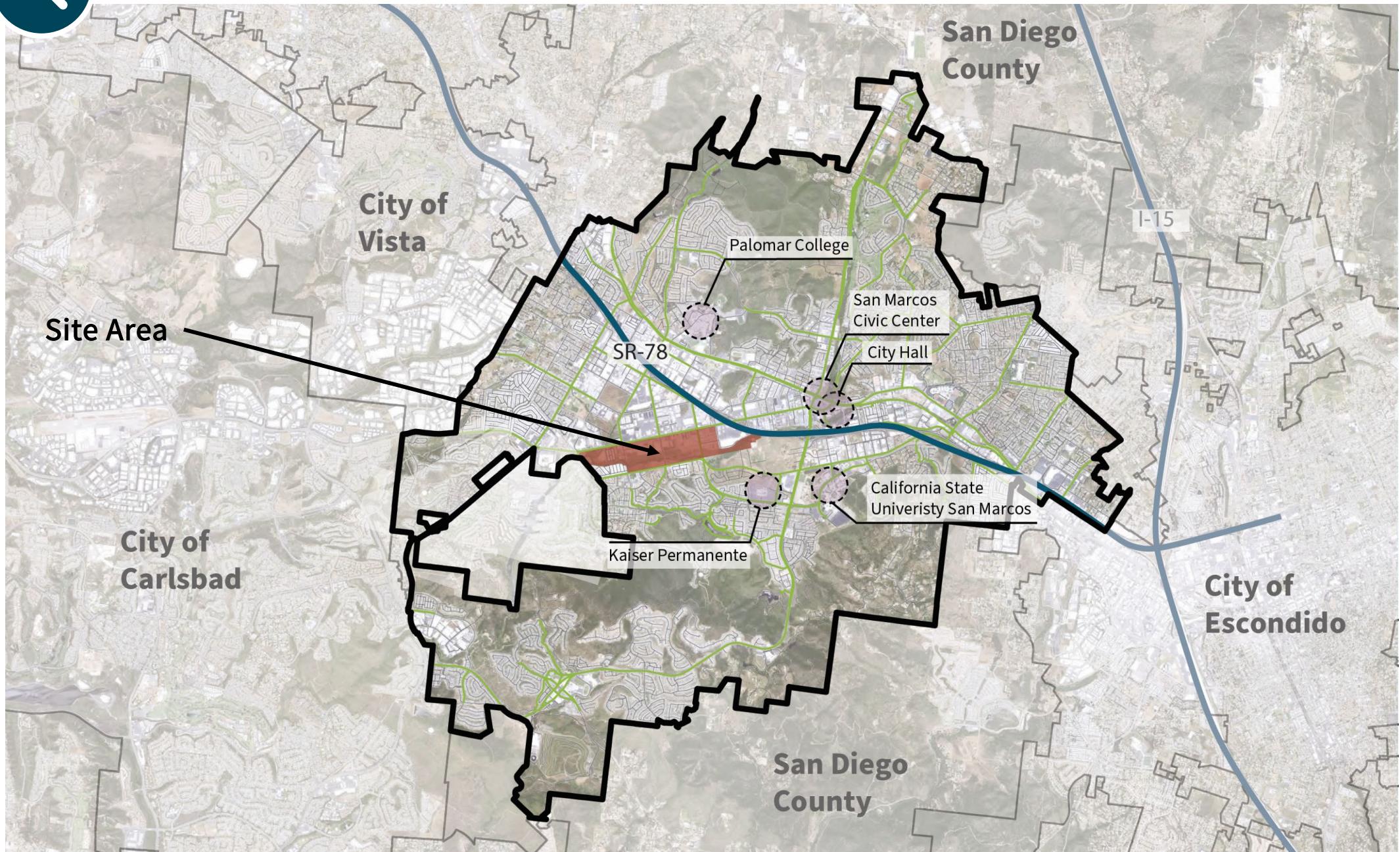
Schedule



Existing Conditions



Activity





## Background



## Schedule



## Existing Conditions



## Activity





## Background



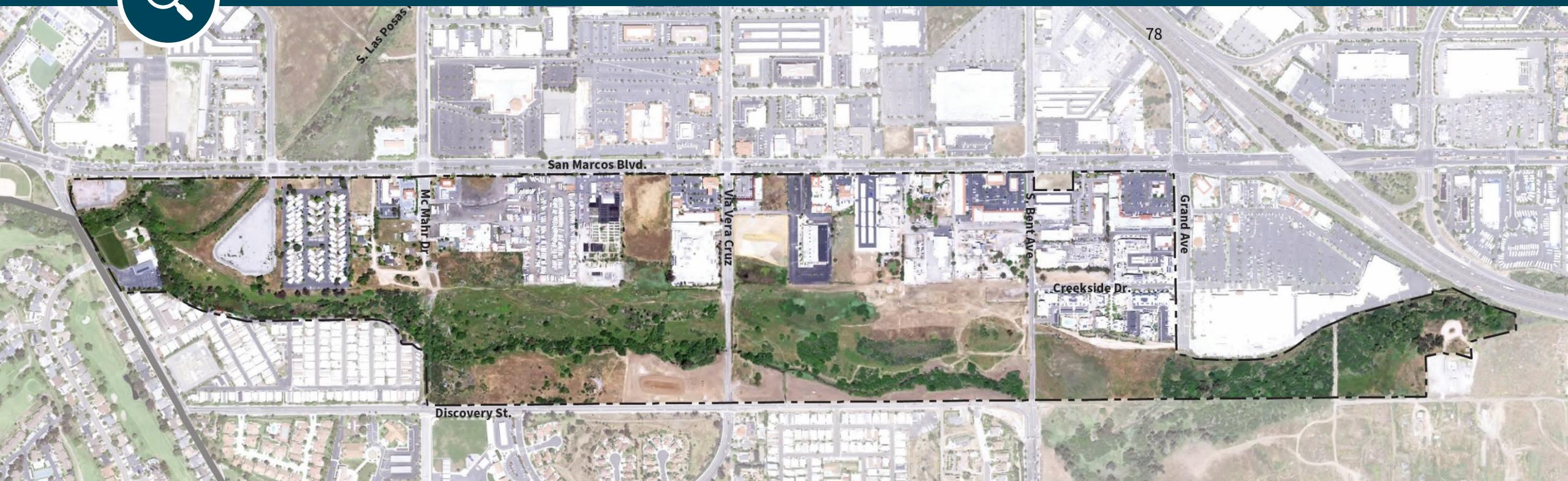
## Schedule

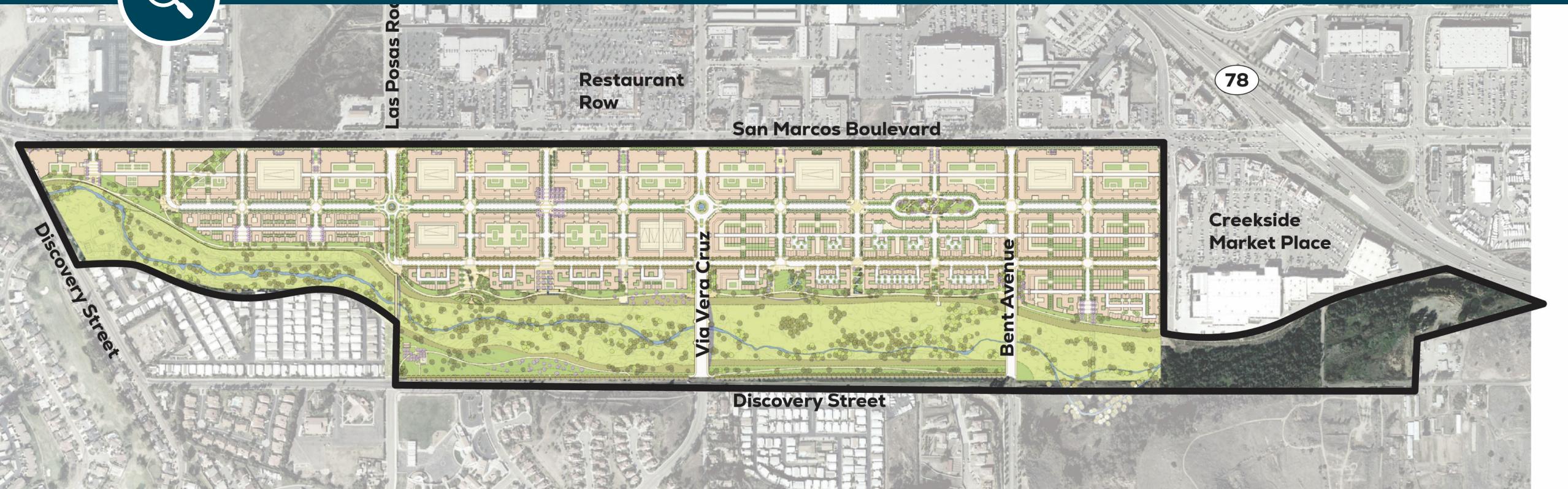


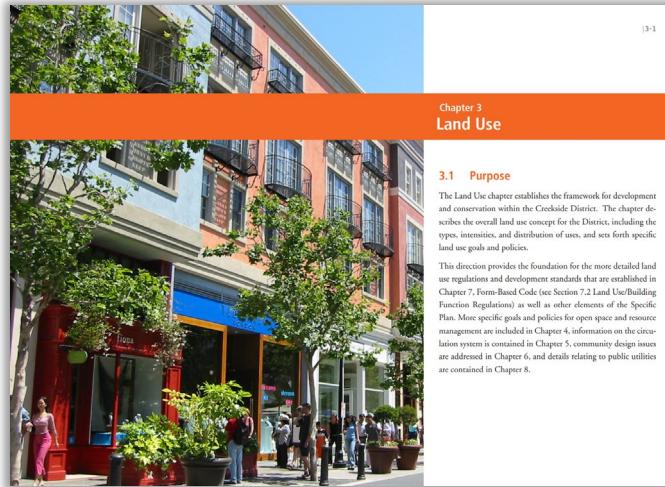
## Existing Conditions



## 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



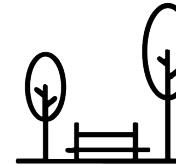
Provide a variety of housing types



Create destination uses for people to gather



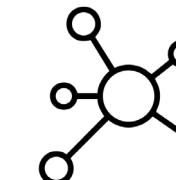
Promote multimodal connections that are safe and convenient for everyone



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

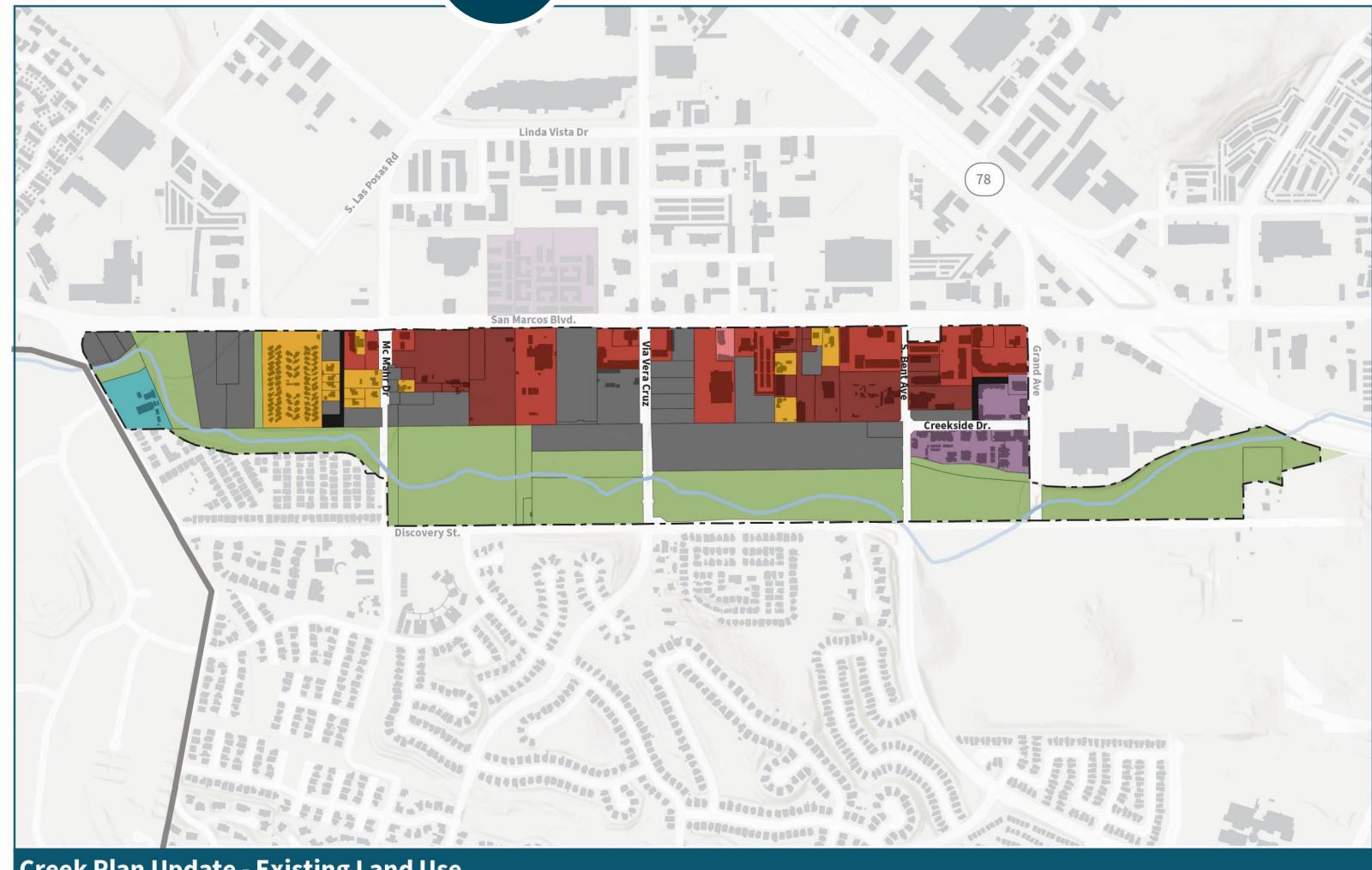
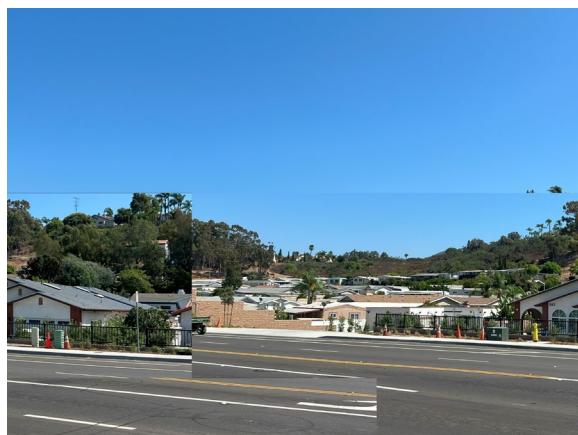




# Existing Conditions



# Land Use



## Basemap

- City Boundary
- - - Creek Plan Update Boundary
- Creek

- Building Outline
- Under construction

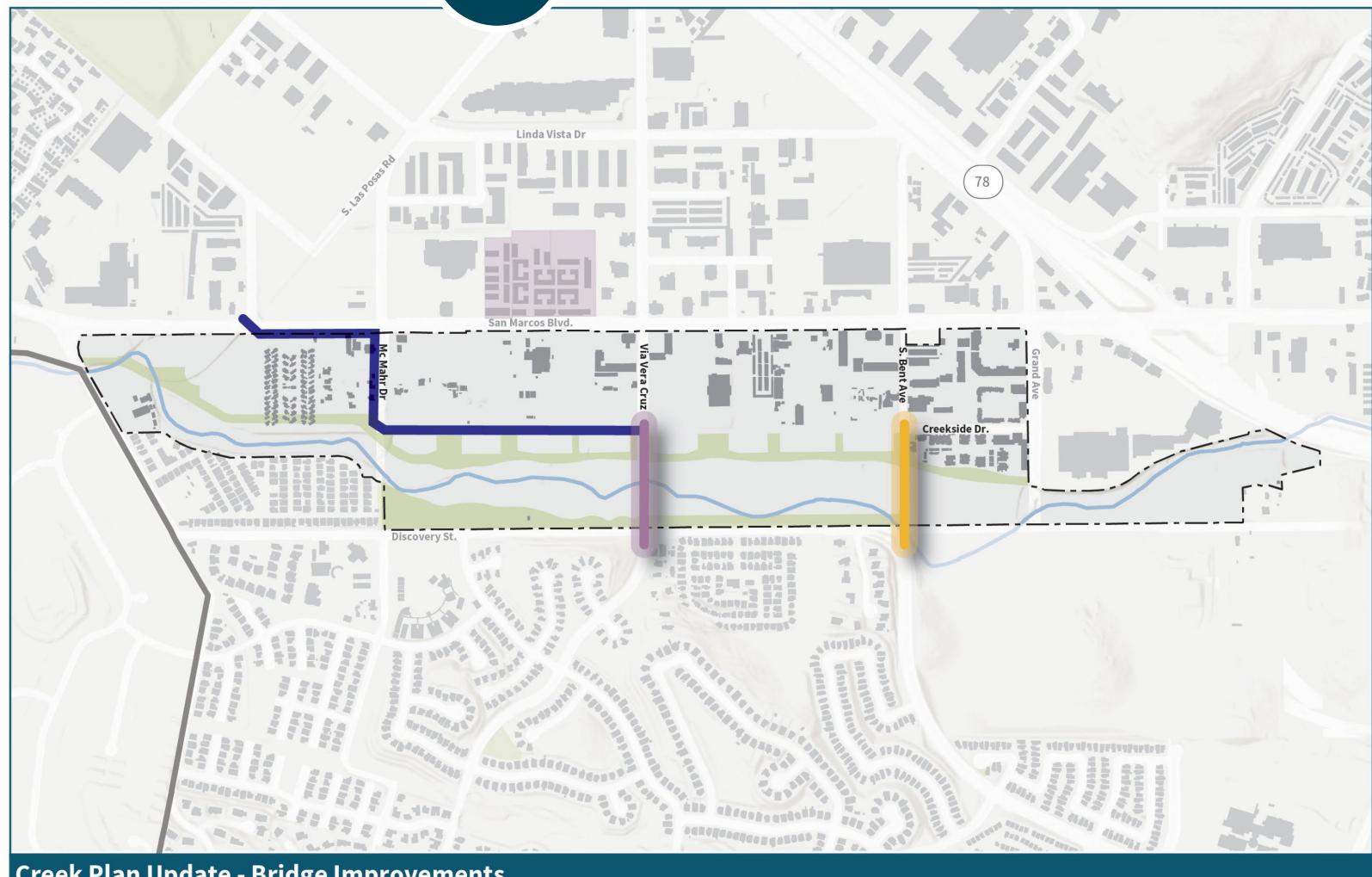
## Existing Land Use

- Residential
- Mixed-Use
- Commercial
- Commercial Industrial
- Commercial Office
- Open Space
- Public/Quasi-Public
- Vacant
- Right-of-Way

0 500 1,000  
Feet



# Infrastructure



## Basemap

- City Boundary
- - - Creek Plan Update Boundary
- Creek

- Building Outline
- Under construction
- Open Space

## Bridge Improvements

- Via Vera Cruz
- Bent Avenue

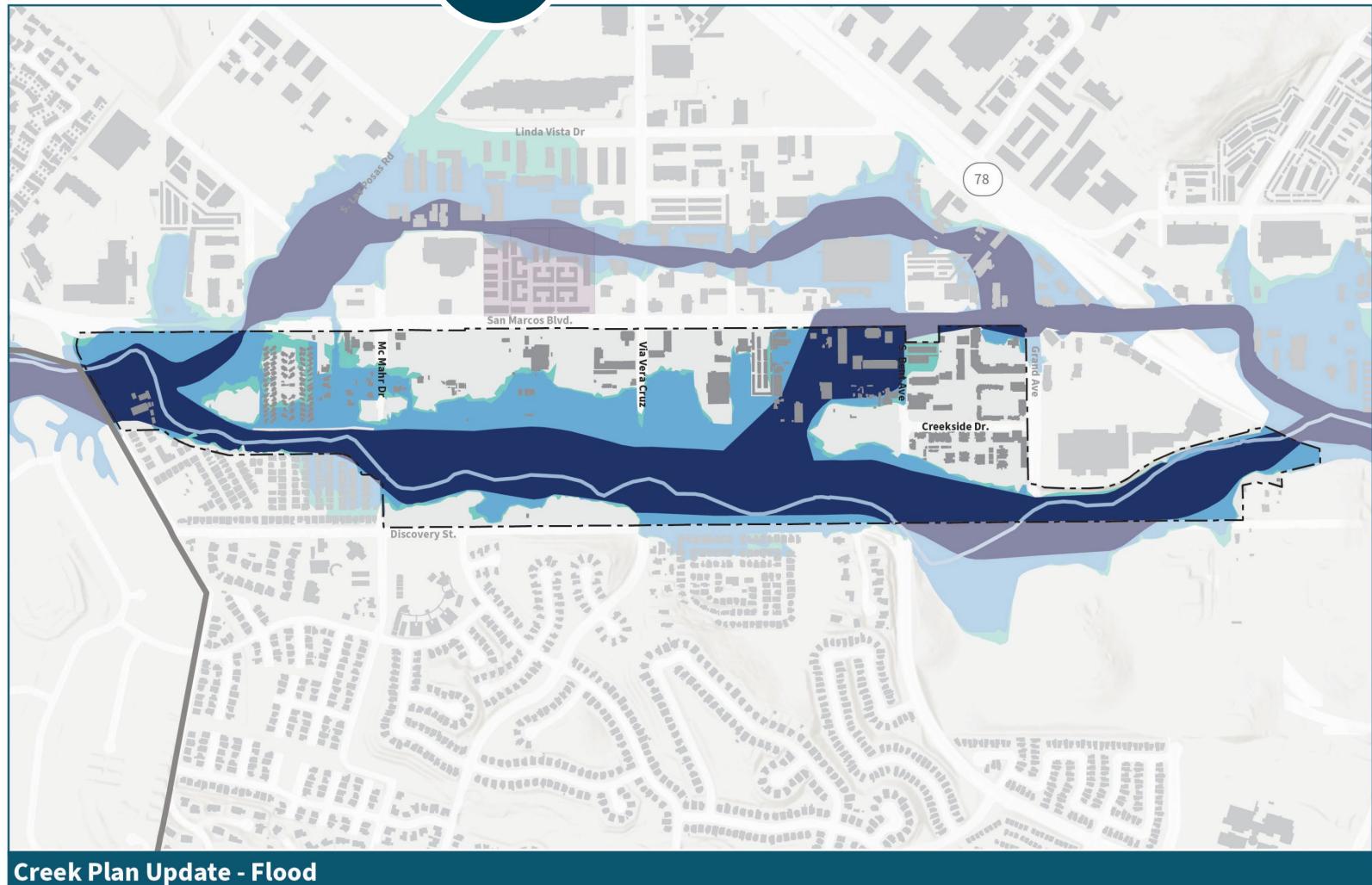
## Sewer Improvements

- 42" Interceptor

0 500 1,000  
Feet



# Flooding

**Basemap**

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

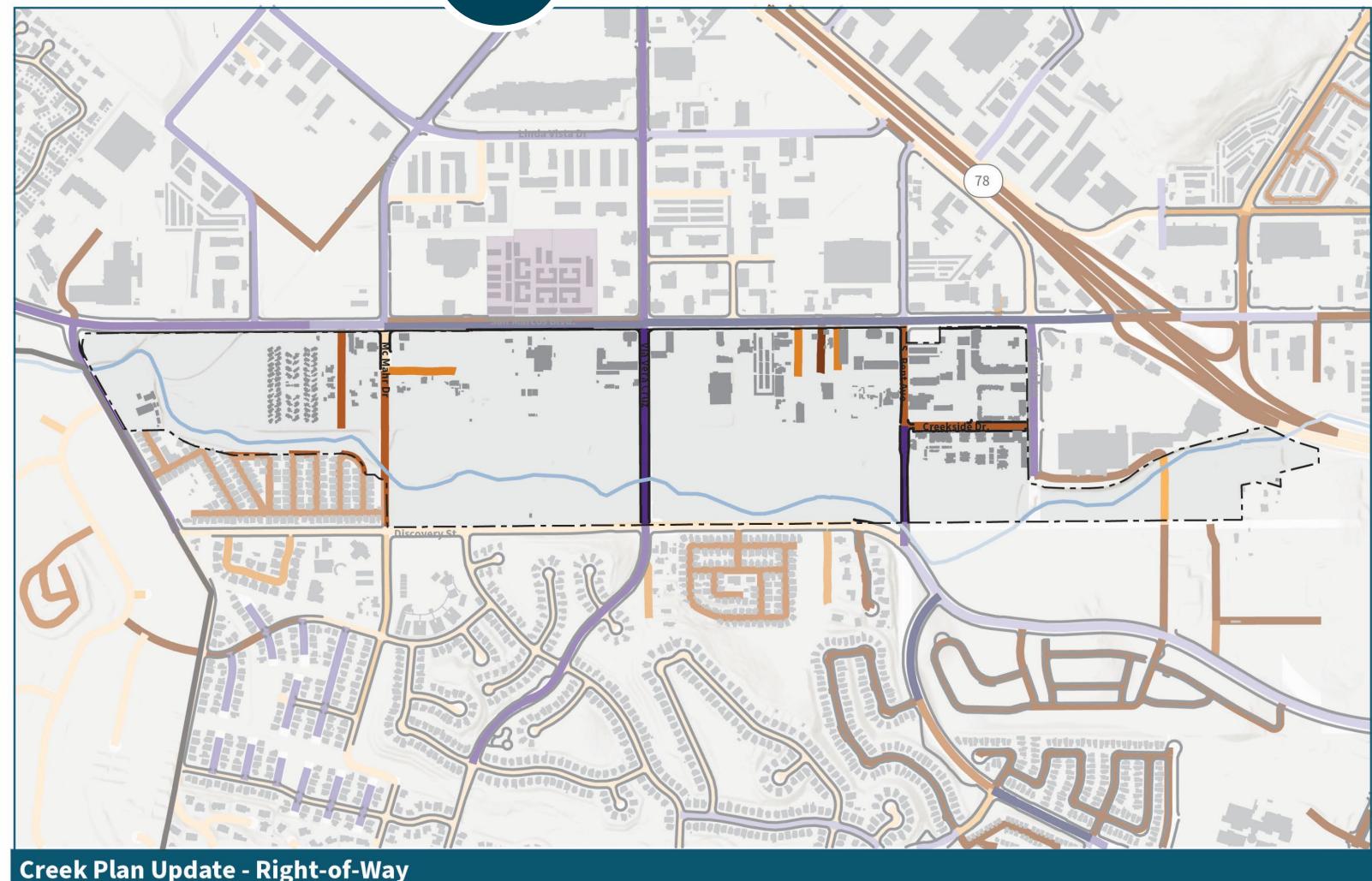
**Flood**

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

0 500 1,000  
Feet



# Circulation



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



# 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

## Introduction Creek Plan Update

**CREEK PLAN**  
Our Neighborhood. Our Creek.

Led by: SAN MARCOS  
Funding Support: SANDAG  
Technical Development: MIG

### Specific Plan Area



### Project Timeline



**What is a Specific Plan?**

A Specific Plan implements the City's long-range plan (General Plan) by providing a special set of planning policies and development standards for a particular geographic area. A Specific Plan is separate from, but must be consistent with, the General Plan.

**Why the City updating the Specific Plan?**

Current 2007 Creek District Specific Plan allows for:

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

Impacts that led to slower implementation of the 2007 Specific Plan:

**2008 - 2020's**

- Ending of CA Redevelopment Agency
- 2008 Recession & Macroeconomic Factors
- COVID-19 Pandemic
- Development of North City as New Downtown Area of the City

Updated Creek District Specific Plan that will:

- Update Land Uses
- Build-upon Creek and Bridge Improvements
- Reflect Updated Community Vision

**What does the New Specific Plan address?**

This initiative aims to establish a new comprehensive strategy to reinvigorate the Creek District to align with the City's aspirations and attracts the development needed to support this vision, such as:

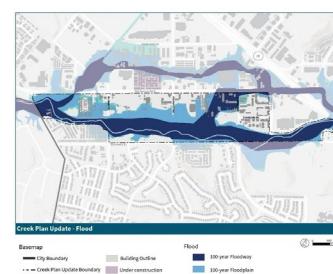
- Standards for New Building Design and Land Uses
- Open Space & Environmental Sustainability
- Street Network & Connections
- Community Needs

## Existing Conditions Land Uses

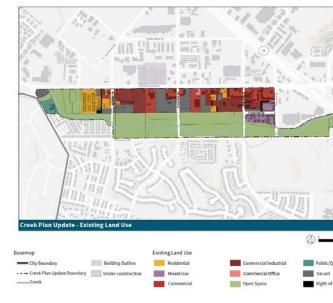
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### Flooding



**Current Land Use**



- Flooding impacts a majority of the Creek District area.
- The City of San Marcos constructed bridges across two major north south streets to reduce flood risks, address seasonal flooding, and preserve natural creek habitat.

Place sticky notes here

Place sticky notes here



# 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

**District Vision**  
Inspirational Places

 **CREEK PLAN**  
Our Neighborhood. Our Creek.

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



**Open Space**  
Typologies and Elements

 **CREEK PLAN**  
Our Neighborhood. Our Creek.

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.



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



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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