

Workshop #4: Land Use Planning

2045 General Plan Land Use Alternative Concepts

Local Coastal Program Update

Gateway Signage Project



April 27, 2024



Agenda

10:00am-10:15am	Doors Open
10:15am-10:20am	Introduction and Welcome
10:20am-10:35am	Presentation by R+A on Land Use Alternatives
10:45am-11:45am	Open House Stations with Interactive Boards
11:45am-12:00pm	Questions, Closing, and Next Steps

Meeting Objectives

Provide an overview of the land use context and key considerations

Solicit community feedback on potential General Plan land use alternatives

Introduce additional ongoing City planning effort: the Local Coastal Plan (LCP) update

Introduce additional ongoing City planning effort: the Gateways Signage project.



Project Update

General Plan 2045



General Plan Update Process



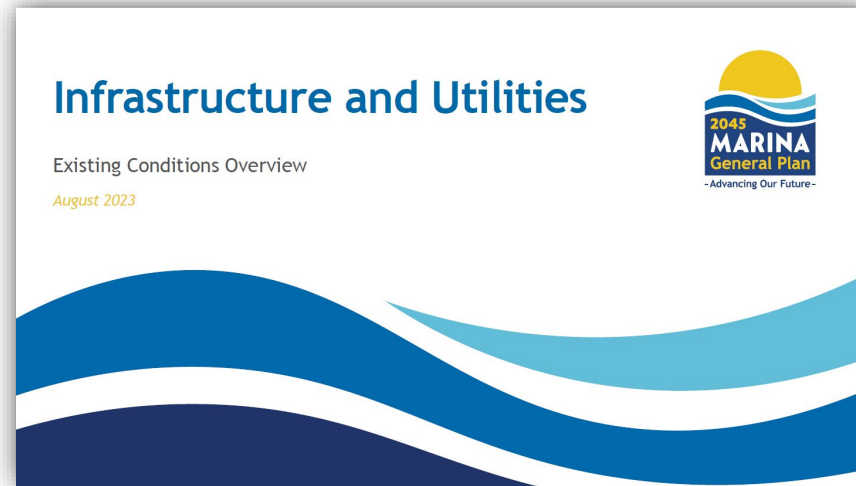
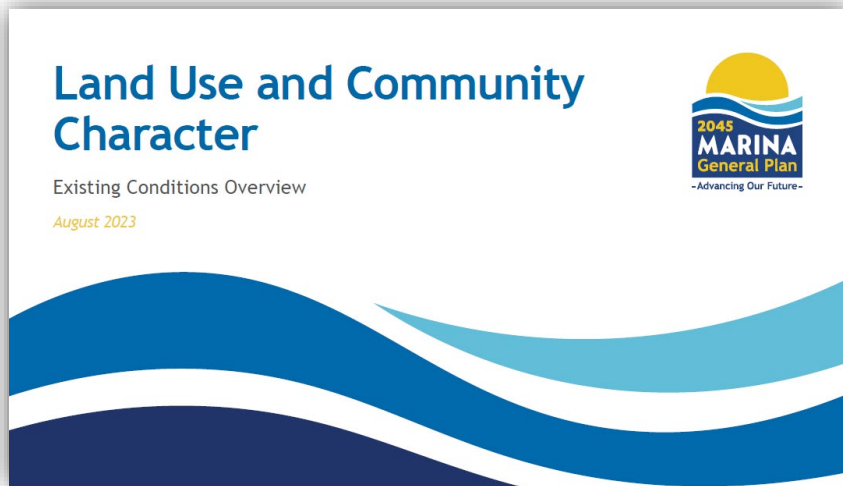
Spring 2023



Fall 2025

Existing Conditions Reports

- 8 separate technical documents that each analyze pertinent topics
- Serve as the baseline information for the General Plan Update and environmental review effort
- Provide an important snapshot of where the community is **now**



Community Engagement

- Comprehensive engagement plan
- Printed materials translated into Spanish + Korean
- 20+ stakeholder interviews
- Significant outreach with postcards, flyers, ads, etc.
- Five GPAC Meetings (10 total planned)
- Three public workshops (7 total planned)
 1. What is a General Plan
 2. Issues and Opportunities
 3. Environmental Justice
- Six pop-up workshops
- Online Questionnaire with 600+ responses



Recent Community Engagement

- February 21, 2024: **Update to City Council**
- **Stakeholder Focus Groups:**
 - March 11, 2024 – CSUMB Latino Group “El Centro”
 - February 22, 2024 - Veteran’s Organizations
- March 14, 2024: **Environmental Impact Report (EIR) Scoping Meeting**

Land Use Alternatives Background



Alternatives Process

1. Identify areas of the city where no change is needed in allowed land use (per the General Plan)
2. Identify areas where there could be different land uses or intensities
3. For these areas of change, develop one or more concepts for what could occur in these areas
4. Compare the detailed land use “alternative” concepts
5. Select preferred land use concept and update General Plan map

Development Constraints

Key policy constraints:

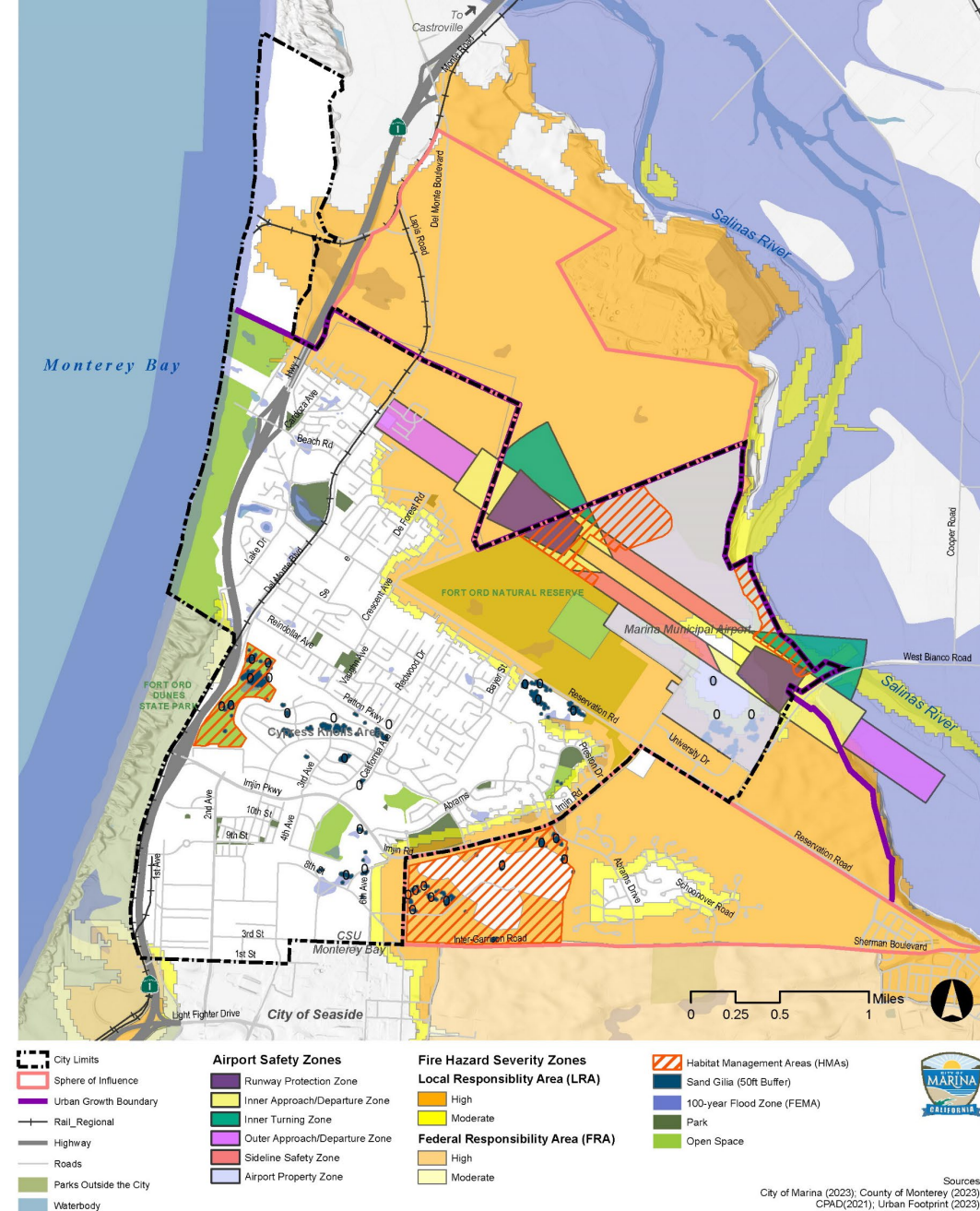
- Urban Growth Boundary
- Airport Safety Zones

Key natural constraints:

- Habitat Management Areas (HMA) and protected open spaces
- Sand Gilia and other critical species

Key natural hazards:

- Wildfires
- Coastal erosion/flooding



Sources:
City of Marina (2023); County of Monterey (2023);
CPAD(2021); Urban Footprint (2023);

Water Supply Considerations

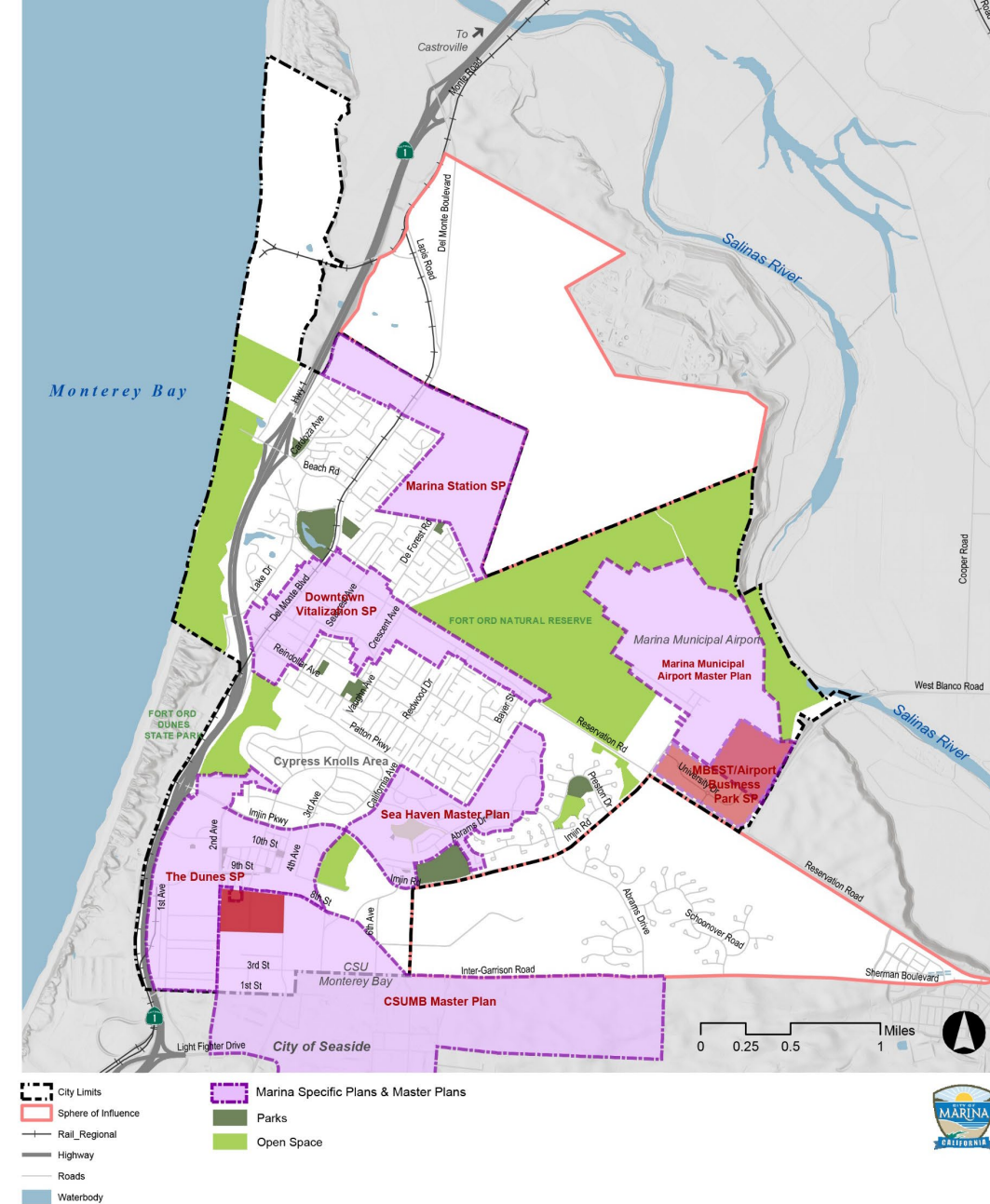
- Central Marina is not projected to exceed its supply within the General Plan timeframe (2040 demand = 2,964 AFY | 2040 supply = 4,440 AFY)
 - Demand includes a maximum buildout of the Downtown Vitalization Plan and infill in North & Central Marina
- Recent findings indicate that the former Fort Ord area may be less water-constrained than was originally anticipated in the Base Reuse Plan
 - MWCD expanding supply (recycled water and indirect potable reuse)
 - Refreshing Cypress Knolls EIR to account for improved water usage efficiency
 - Potential to transfer unused/unneeded supply from other service areas

Fiscal Considerations

- **Next 20 years (the General Plan timeframe) are vital years for the city**
- Many of the remaining Fort Ord lands will be developed
- Future land use and development decisions are critical to shoring up the City's tax base and putting it on a path to better fiscal health
- Need to balance citywide fiscal concerns with the best use for each specific alternative area

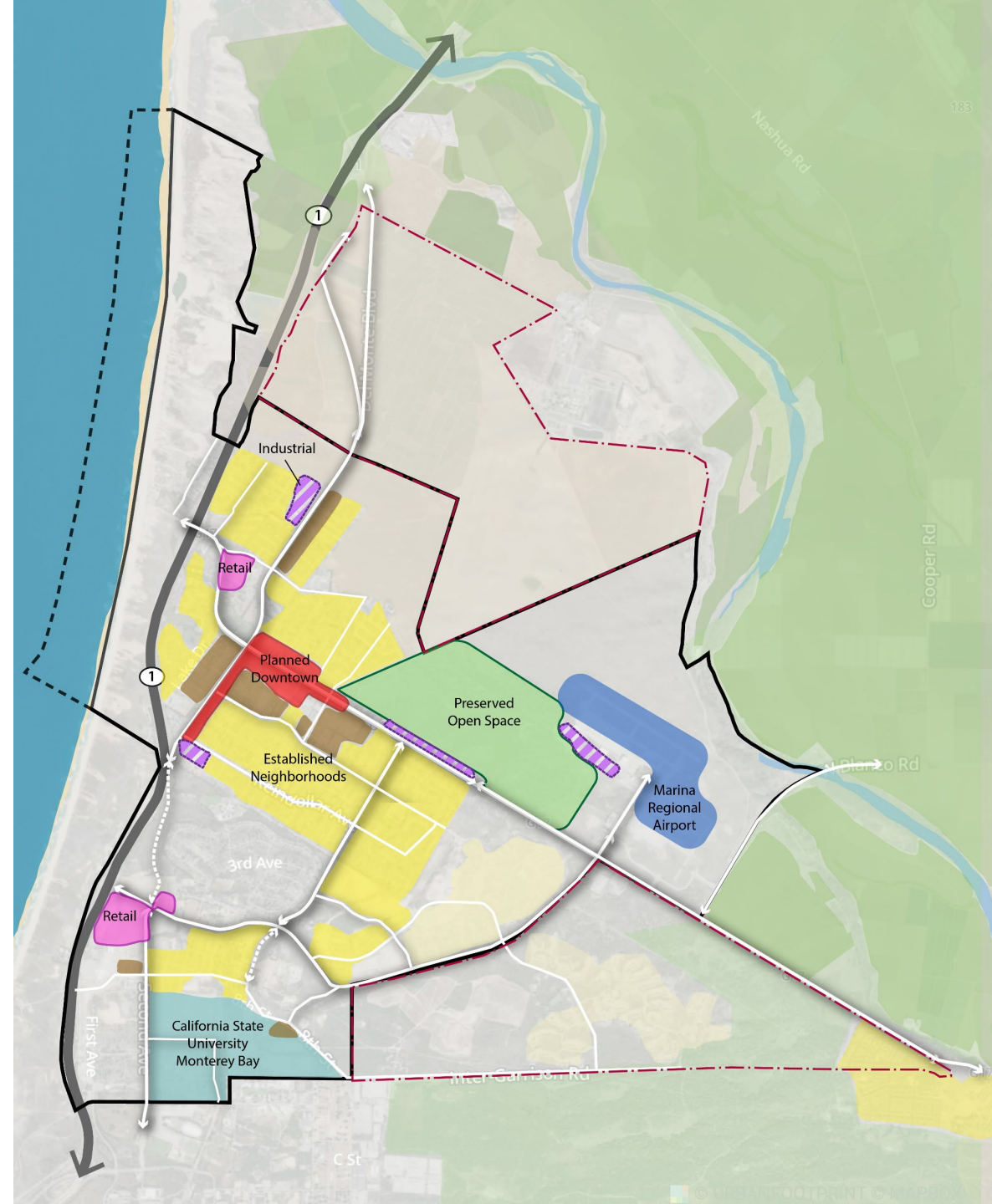
Six Major Area Plans

- Shown in pink, close to half of the City's 5,149 acres (45%) are covered by an adopted Specific or Master Plan, including most vacant land
- **Areas in red have opportunity for a new land use vision (despite falling within an adopted Plan)**



Current City Structure






- Safe, established neighborhoods
- Existing shopping areas
- Churches and community facilities
- Some industrial uses and aviation-oriented employment
- Marina Municipal Airport
- CSUMB campus
- Preserved open spaces + parks
- *Planned future Downtown via DVP*

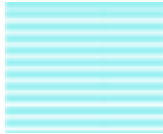






How Complete is Marina? Missing Land Uses

- **Diverse Housing**
 - “Missing middle” (townhouses, triplexes, fourplexes)
 - Multifamily
- **Shopping, Entertainment & Mixed-Use Destinations**
 - Downtown/central gathering place(s)
 - Civic Center
 - Neighborhood mixed-use centers
 - Sit-down restaurants, bars, nightlife, theaters, indoor recreation
- **Revenue-generating Commercial Uses**
 - Upscale Hotels
 - Historic or cultural visitor-oriented
 - Freeway auto-oriented commercial
- **Employment and Local Jobs**
 - Low intensity (Light Industrial/flex/small manufacturing)
 - High intensity (Professional Office, R&D, Tech, and Life Science)

Land Use Legend

-  Single-Family Residential
-  Missing Middle Residential
-  Multifamily Residential
-  Habitat Management Area (HMA)
-  Conceptual Future Park Location

-  Institutional/Academic/Cultural
-  Low-Intensity Employment
-  High-Intensity Employment
-  Hotels/Lodging/Visitor-Serving
-  Revenue-Generating Commercial
-  Mixed-Use Activity Area
-  Retail/Shopping Area

Residential Land Uses



Single-Family Residential

1-2 stories, lowest density



Missing Middle Residential

2-3 stories, middle density



Multifamily Residential

3-5 stories, higher density



How Complete is Marina? “Missing Middle”

2+ Units



Townhouse and Live/Work

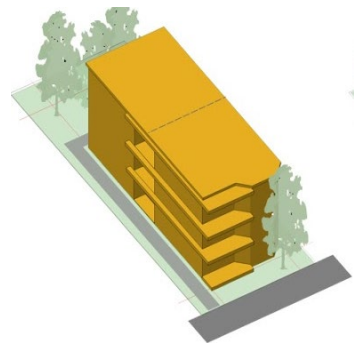
ADUs! →



Duplex (Stacked and Side-by-Side)

Small, Attached Houses

3-4 Units



Triplex (Stacked)



Fourplex

Big Townhouses

6-8 Units



Courtyard Building



Sixplex & Eightplex

Mansions/Small Apartments

8-12 Units



Cottage Court/Cluster



Motorcourt

Clusters of Mostly Detached Houses

Commercial & Mixed Uses



Hotels/Lodging/Visitor-Serving



Revenue-Generating Commercial

Auto sales, outlet stores, destination shopping mall



Mixed-Use Area

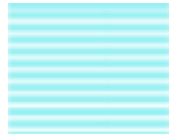
2-3 story vertical or horizontal mixed use, residential or office / retail



Retail & Neighborhood Shopping Area



Employment Uses



Institutional/Academic/Cultural

College campus, nursing school, museum, etc.



Low-Intensity Employment

Light Industrial/Flex, Small Office/Medical, PDR



High-Intensity Employment

Large R&D/Tech Office, Life Science, Aviation-Industrial,

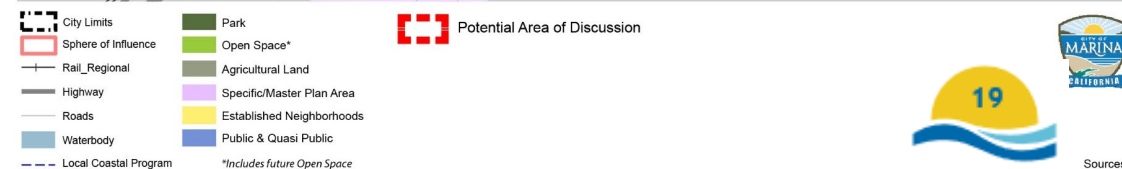
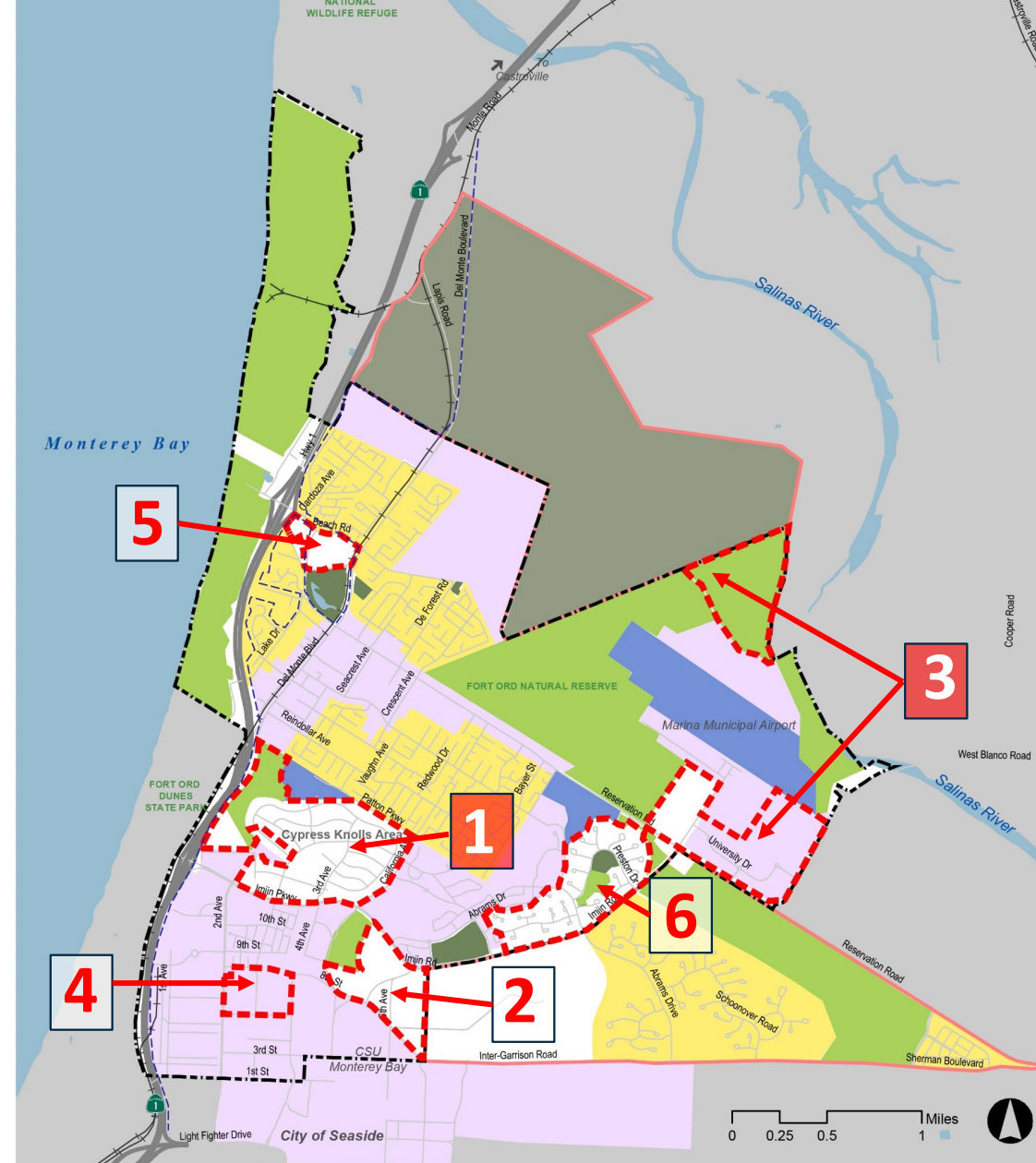


Land Use Alternative Concepts

Ideas for Community Feedback

Areas for Land Use Alternatives

1. Cypress Knolls and 3rd Avenue
2. 8th Street Area
3. UC MBEST Expanded
4. CSUMB Parking Lots
5. Beach Road Gateway
6. Preston/Abrams Park



(Note: All areas are located within the current City limits.)

Key Questions

- How do we want to build out as a community? How dense do we want to be in Marina?
- How do we obtain the land uses we are currently missing in the City?
- What land uses will support our community's desired quality of life?
- What future land uses will support fiscal sustainability?

#1 Cypress Knolls & 3rd Avenue

- Potential Constraints
 - Water supply under existing EIR
 - Sand gilia
 - Lack of utility infrastructure, need for extensive soil remediation
- Existing Vision or Concepts
 - Multifamily housing for veterans
 - Community charrette vision
- Existing General Plan Designations
 - *Single-Family & Multi-Family Residential*
 - *Public Facilities*
 - *Office/Research*



#1 Cypress Knolls & 3rd Avenue

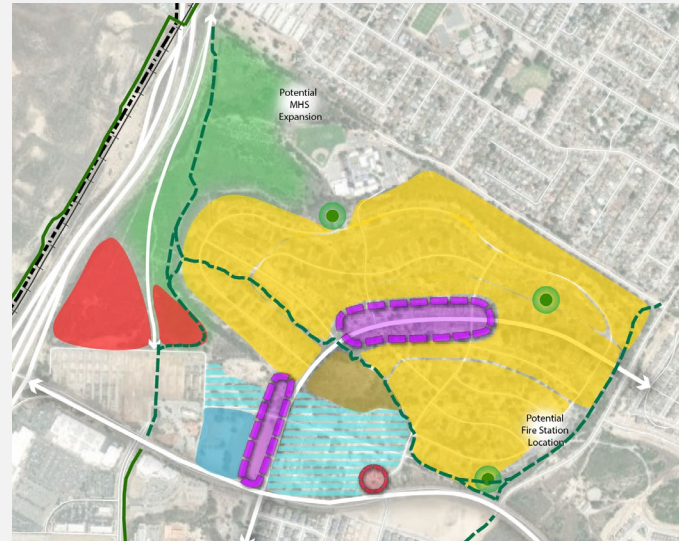
Note: the regional retail and Habitat Management Area shown on the west side are the same across all three alternatives.

Mixed-Use Center & Medical (Community Charrette Vision)



- One/two-story mixed-use activity center around significant public town square
- Housing density feathers down
- Institutional (MPC) and medical-office employment off Imjin

Missing Middle & Mixed-Use Corridor



- Mixed-use and live/work corridor that runs from Imjin into the center of Cypress Knolls
- Missing Middle housing only
- Significant expansion of MPC campus & cultural facilities

Two Neighborhoods & Two Centers



- Two mixed-use and supportive retail nodes on opposite ends
- Two distinct residential neighborhoods; a lower-density and a higher-density portion
- Shopping center on Imjin Parkway

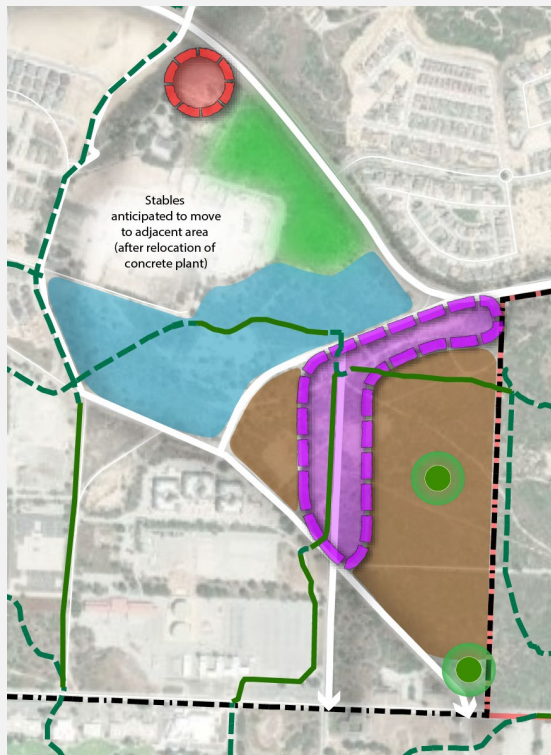
#2 8th Street Area

- Potential Constraints
 - Mix of ownership and odd-shaped parcels
 - Poor visibility for retail
 - Lack of utility or roadway infrastructure
 - Lack of water
 - Sand gilia and open space areas
- Existing General Plan Designation
 - *Multiple Use Commercial*
 - *Retail/Service*
 - *Institutional and Open Space*
 - *Light Industrial*
- Existing Vision
 - UCSC mentioned a mixed-use concept



#2 8th Street Area

New Neighborhood



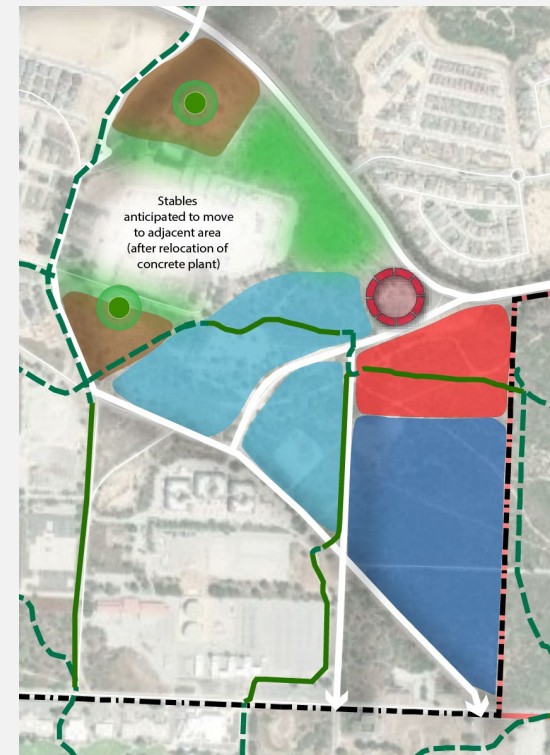
Mixed-use corridor along 6th Ave, surrounded by higher-density residential neighborhoods that could serve students. Office/flex by the stables.

Campus Extension



Extension of adjacent college campus with middle-density student housing and a major museum/visitor center with a small shopping area in between.

Employment Focused



Mix of lower and higher intensity employment uses such as R&D, office, and flex/PDR by the landfill. Shopping center at Imjin, with apartments on the west side.



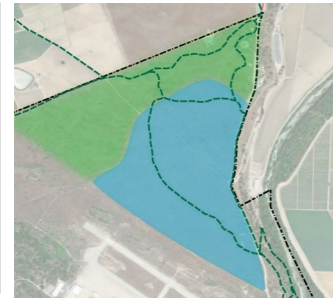
#3 UCMBEST Expanded

- Potential Constraints
 - Gilia in Business Park area
 - Lack of UCSC/market interest
- Existing Vision or Concepts
 - Adopted Specific Plan for 1.5 million s.f. of office, R&D, and public facilities
 - USCS student housing and mixed-use proposal
 - Create a 'gateway' to Fort Ord Reserve
- Existing General Plan Designation
 - *Multiple Use Commercial*
 - *Public Facility (Education)*
 - *Light Industrial, AMP*
 - *Business Park, AMP*

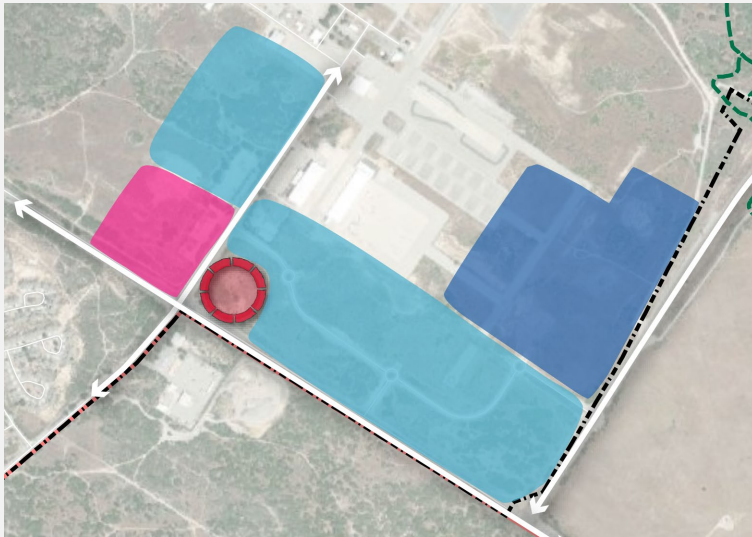


#3 UCMBEST Expanded

Note: the low-intensity employment and Habitat Management Area shown on the north side of the Airport are the same across all three alternatives. This proposed land use approach creates opportunity for aviation-supporting employment uses that will generate jobs while continuing to support ongoing habitat conservation. Consistent with Airport Master Plan.



#1 Aviation Support



Mostly employment uses; a mix of light and heavy airport-supporting job-creating uses. Supporting retail at Imjin and Reservation. *(Similar to current regulations under Specific Plan and General Plan)*

#2 Visitor and Aviation-Manufacturing



Focus on heavier airport-supportive industrial and manufacturing uses, supported by visitor/temporary lodging on the west side. Small retail center at Imjin and Reservation Rd.

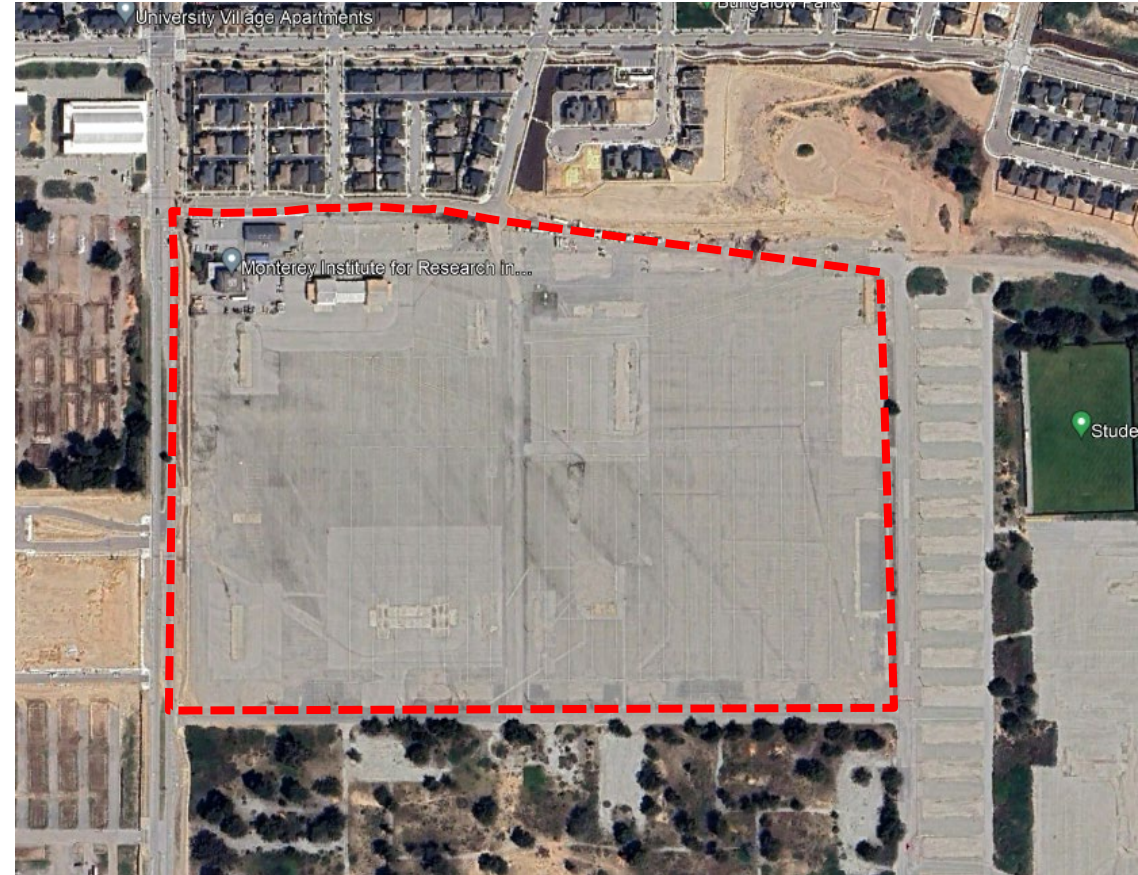
#3 Student Housing & Mixed Use (UCSC Proposal)



High-density student/workforce housing with small mixed-use centers and small workforce training office *(proposed by UC Santa Cruz within their properties)*. Intense aviation-related employment everywhere else.

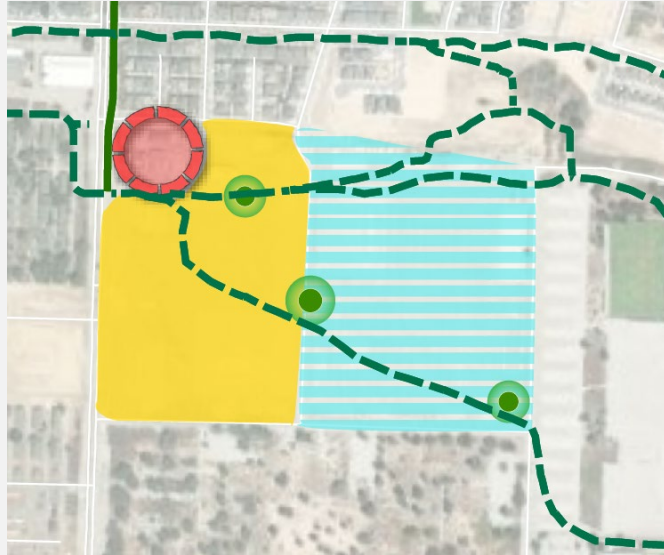
Area #4 CSUMB Parking Lot

- Potential Constraints
 - Remediation needed
 - No existing infrastructure
 - Reliant on congested Imjin Parkway to serve traffic
- Existing Vision or Concepts
 - CSUMB previously proposed thousands of market-rate housing units



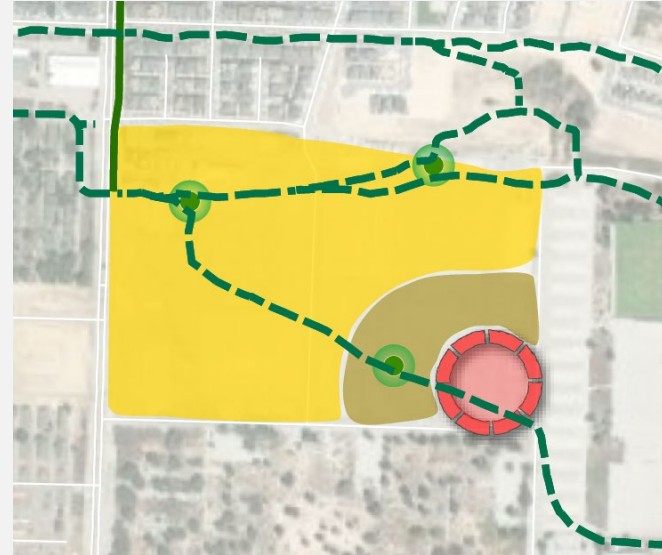
#4 CSUMB Parking Lot

#1 Campus Neighborhood



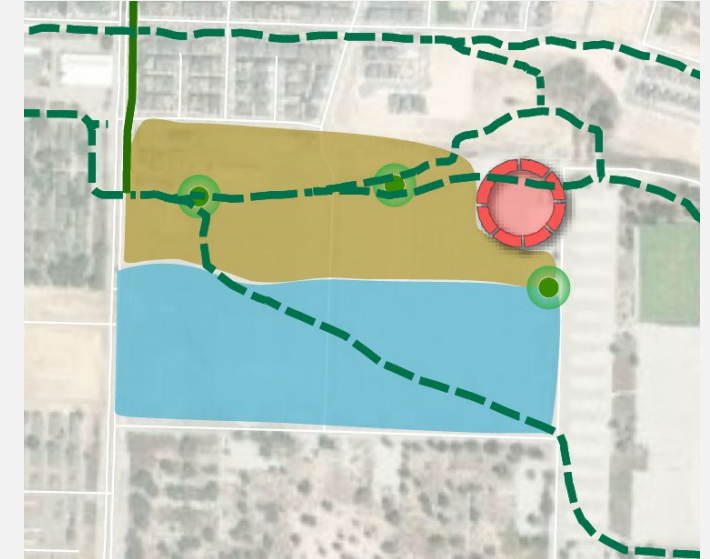
- Neighborhood shopping center at 8th St and 2nd Ave
- Medium density housing (mix of student and market rate)
- Institutional uses as an extension of existing CSUMB campus

#2 Student Village



- Expansive missing middle housing area with higher density student housing immediately adjacent a campus retail village

#3 Jobs & Housing



- Multifamily student and market-rate housing combined with high-intensity employment focus (R&D and life science)
- Neighborhood shopping center at 8th St and 4th Ave

#5 Beach Road Gateway

- Potential Constraints
 - Recently built hotels and car wash
 - Existing WalMart
 - Large portion within Local Coastal Zone
- Existing Vision or Concepts
 - Evolve into a true gateway for Marina
 - Builder's Remedy proposal: vertical mixed-use (3 and 4-story housing over shops)



#5 Beach Road Gateway

#1 Retail Gateway



- Expanded big box/regional retail
- Neighborhood retail node at Reservation and Beach Rd

#2 Visitor-Serving Gateway



- Mix of visitor-serving uses and lodging/hotels
- Expanded institutional uses adjacent to future Civic Center, building off the Marina Library

#3 Mixed-Use Gateway



- Major vertical mixed-use activity center at Reservation and Beach Road
- Pockets of medium and high-density housing

#6 Abrams/Preston Park

Key Policy Question

The Abrams/Preston Park area provides opportunities for infill. How do you think this area should grow or change moving forward?

1. Generally, keep as is, allow opportunistic infill or gradual, organic redevelopment over time.
2. Redevelop most of the area into town houses.
3. Infill 3-4 story multifamily buildings in a few targeted locations.
4. Add a few small neighborhood retail centers within the area.



Open House!

Open House Stations

Introduction to
Alternatives

#1 Cypress
Knolls & 3rd
Avenue

#2 8th Street
Area

#3 UC MBEST
Expanded

#4 CSUMB
Parking

#5 Beach Road
Gateway

#6
Preston/Abrams
Park

Local Coastal
Plan (LCP)
update

Gateways
Signage project

Keep in Mind...

- For each area, of the options presented, what is your preferred vision for the future character and scale of development?
 - *Place a **dot** on the alternative that matches your vision*
- For each area, do you agree with the mix of land use options presented? Did we miss a big idea or concept?
 - *Write your comments on a **sticky note***

Questions and Closing