

GPAC Meeting #5: *Areas of Land Use Discussion*

December 11, 2023



Kimley Horn | Rincon | EPS

Agenda

| | |
|-----------------------|---|
| 6:00 - 6:15 pm | Introduction and Welcome |
| 6:15 - 6:35 pm | Presentation on “Complete City” and Missing Land Uses |
| 6:35 - 7:45 pm | Brainstorm on Land Uses in Areas of Discussion (area-by-area) |
| 7:45 - 8:00 pm | Public Comment - 3 minutes maximum per person |
| 8:00 pm | Next Steps and Closing |

Roll Call/Introductions

GPAC #5 Meeting Objectives

- Review the components of a “complete city” and discuss what is missing in Marina
- Brainstorm land use ideas for each of the Areas of Discussion
 1. What role should this area play, as part of creating a Complete City?
 2. Do any “missing” land uses fit here?
 3. What intensity or scale of development is generally appropriate?

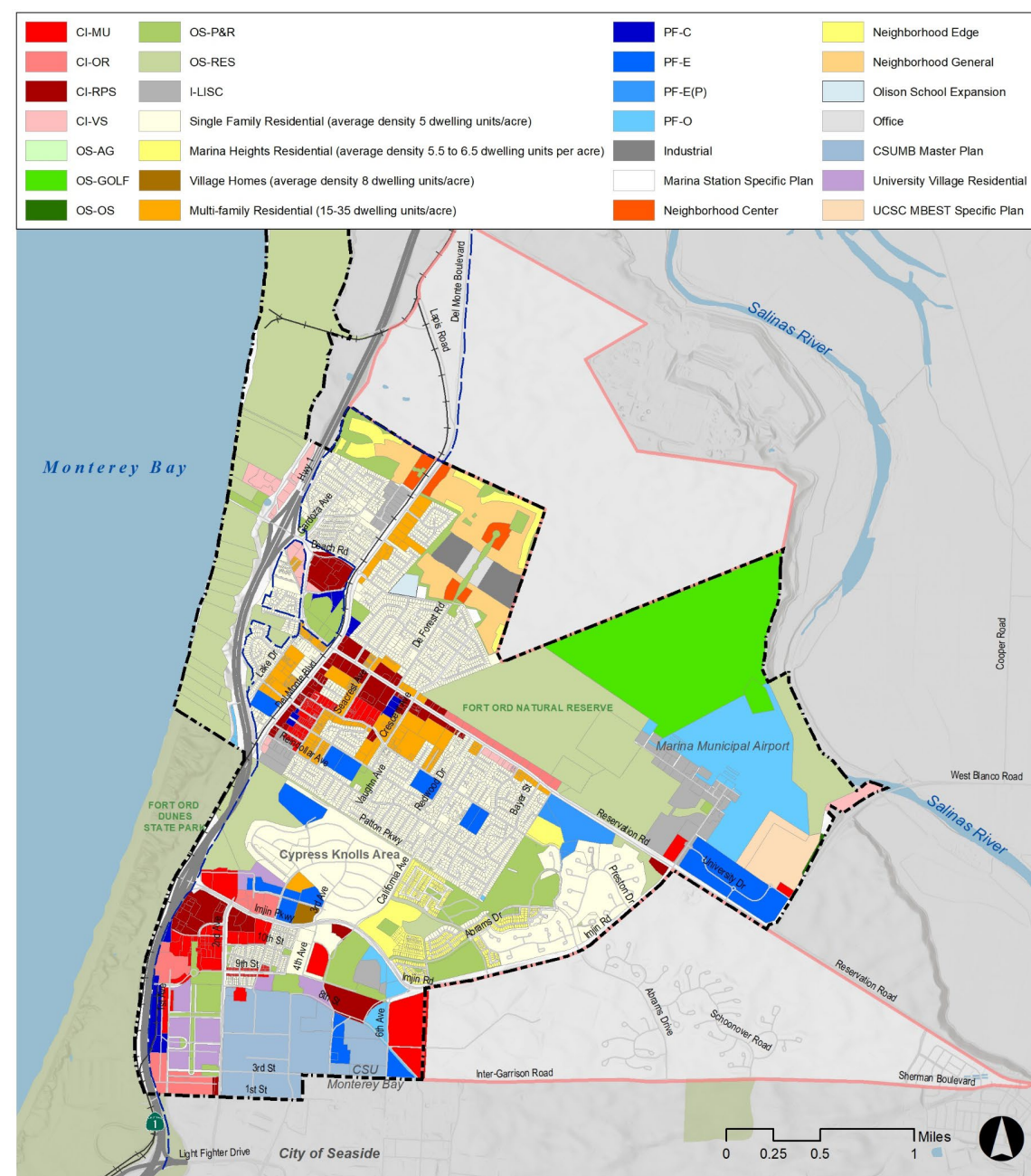
Today: Beginning to Update the Land Use Map

“Alternatives Process”

1. *Identify areas of the city where no change is needed in land use designation*
2. *Identify areas where there could be different land uses or development intensities (i.e., potential change in designation)*
3. **For the identified Areas of Discussion, develop a vision or several concepts of what could occur in these areas**
4. Create new or apply existing land use designations for each “alternative” to meet the desired vision/concepts
5. Evaluate and compare the “alternatives”
6. Select preferred land use direction and update map

General Plan Land Use Designations

- Diagram in the Plan that defines the future (allowable) land uses and intensity for all parcels in the city
- Originally prepared in 2000; last updated in 2011
- 27 existing designations



Development Constraints

Key policy constraints:

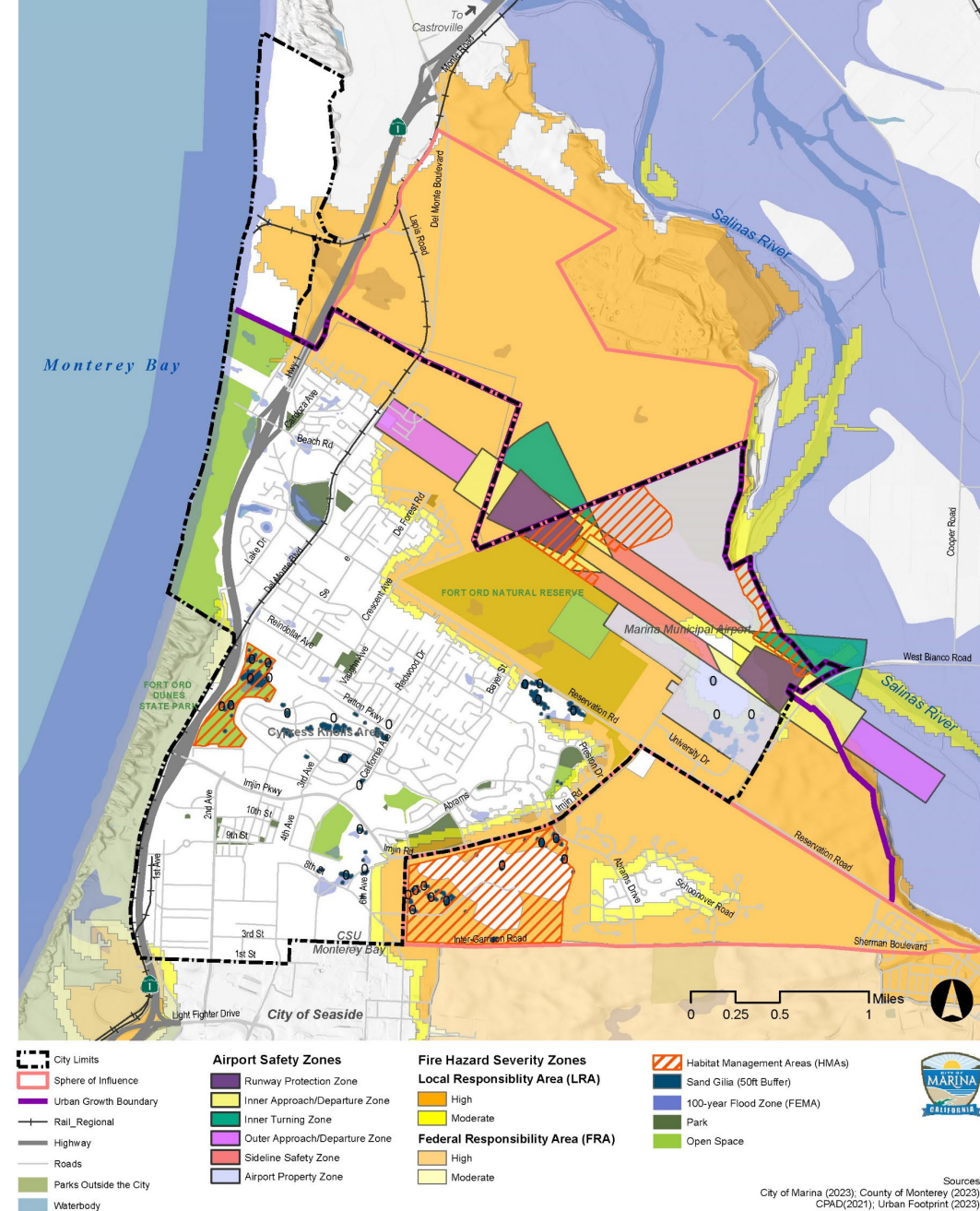
- Urban Growth Boundary
- Airport Safety Zones

Key natural constraints:

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

Key natural hazards:

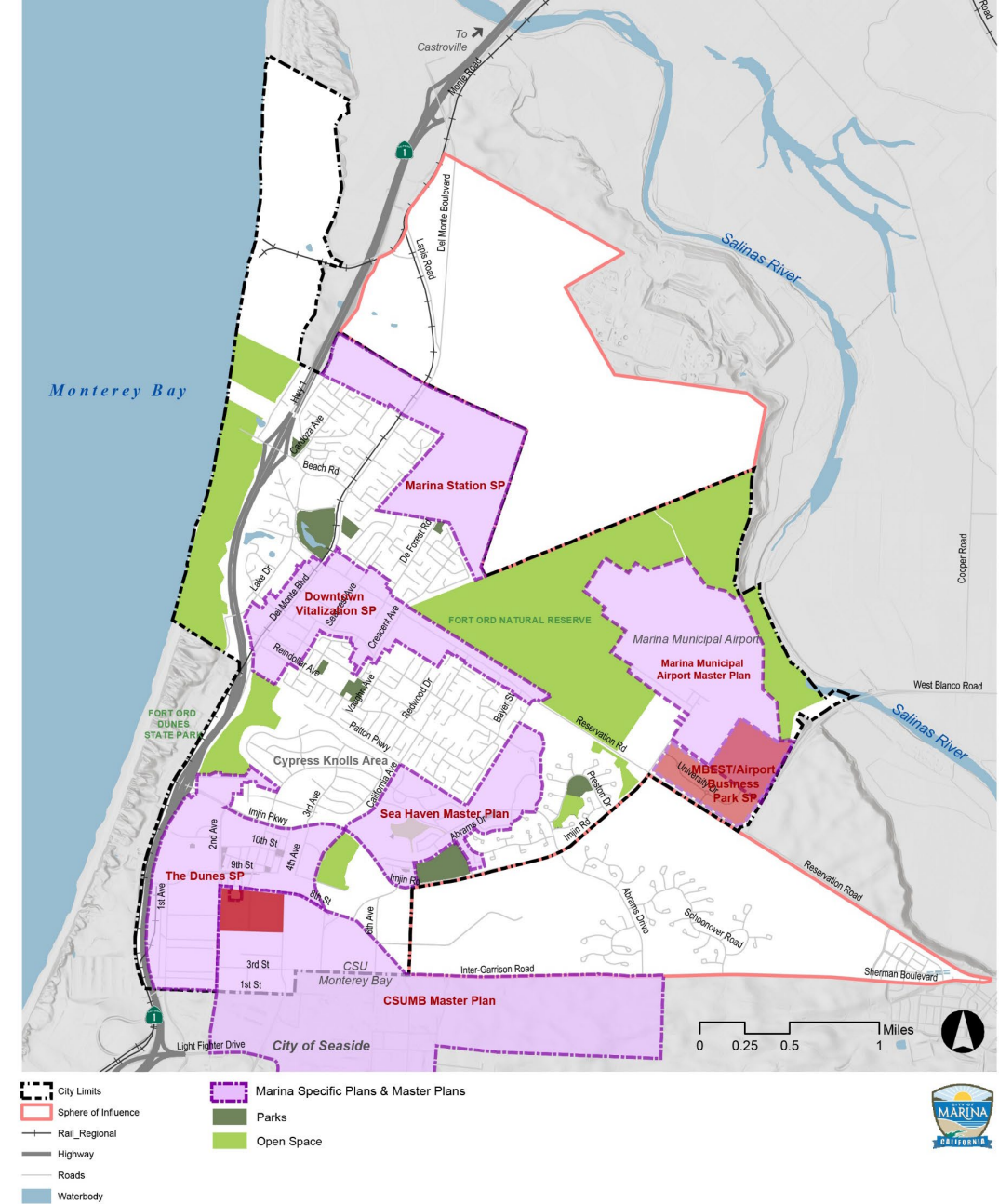
- Wildfires
- Coastal erosion/flooding



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

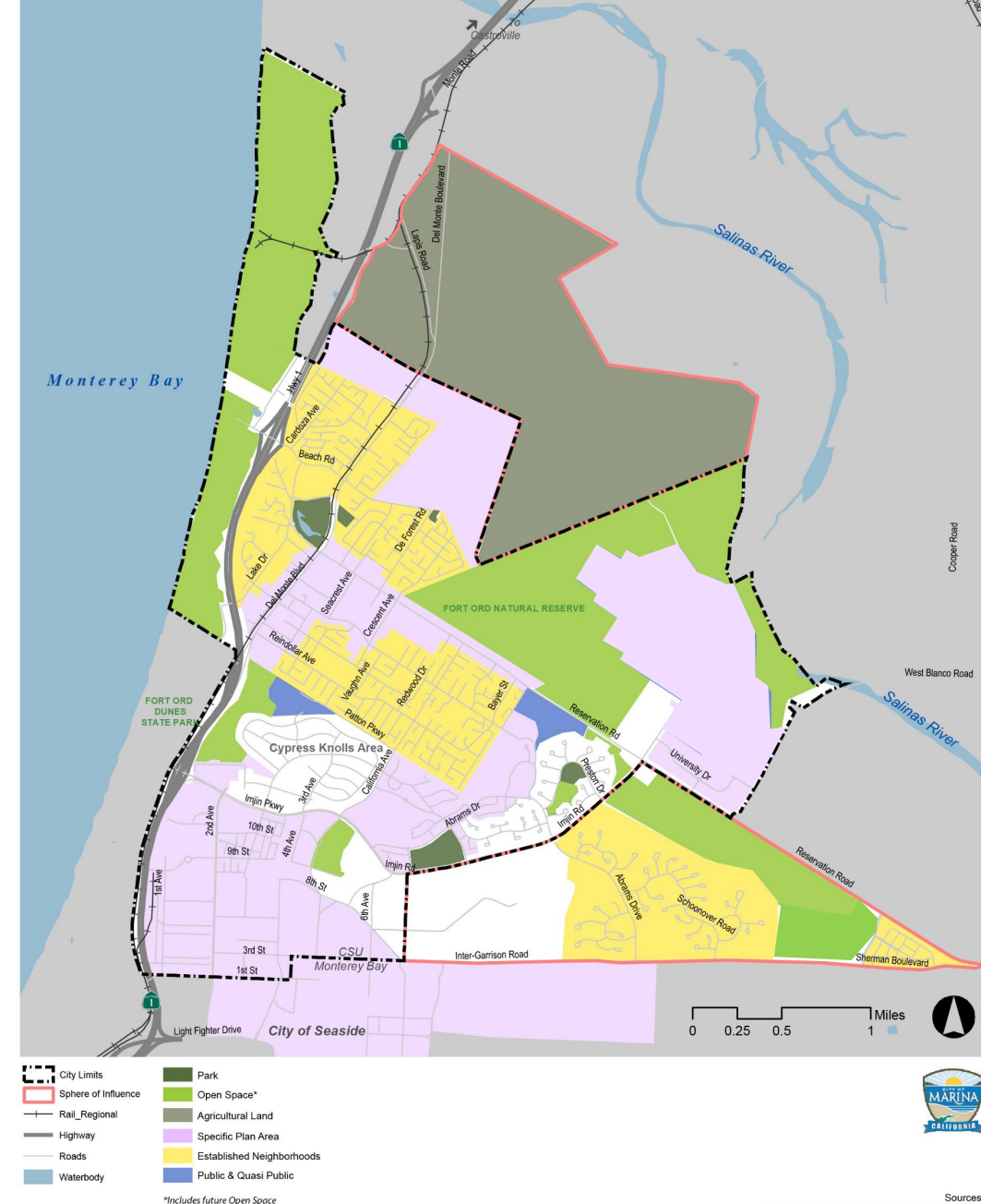
Six Major Area Plans

- 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)



Established Neighborhoods & Uses

- Residential neighborhoods (in yellow) and civic land uses (in blue) are areas where no large-scale change is expected
- Development pattern is largely set
- Infill is expected to occur over time, at roughly the same scale as the existing (primarily ADUs in backyards and missing middle on vacant parcels)



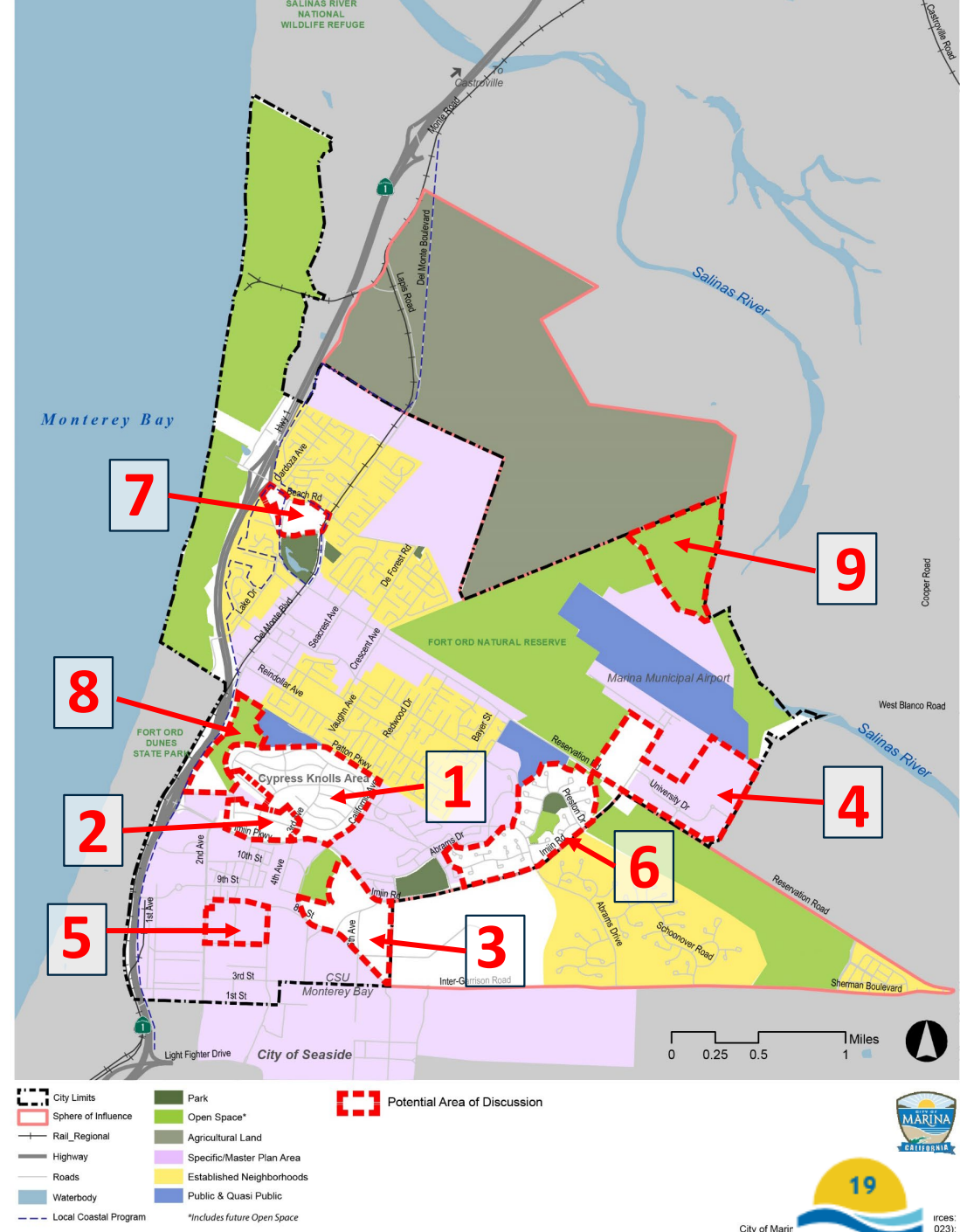
Sources:
City of Marina (2023); County of Monterey (2023);

Areas of Discussion

Areas to explore potential changes in General Plan land use designation:

1. Cypress Knolls
2. Imjin & 3rd Ave
3. 8th Street Area
4. UCMBEST Expanded
5. CSUMB Parking Lots
6. Preston Park
7. Beach Road Gateway
8. 2nd Avenue Extension
9. Airport, Northwest Corner

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



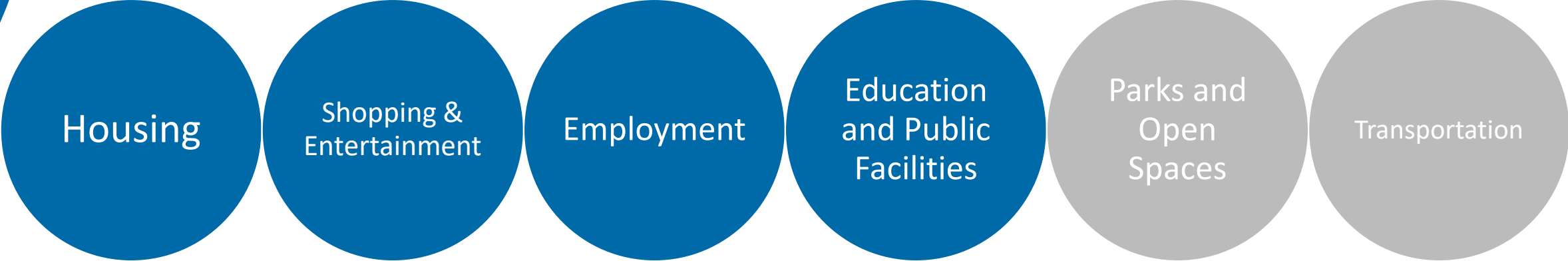
Vision for a “Complete City”

What is a Complete City?

A Complete City contains a mix of **places** and **uses** that support and foster community, economic sustainability, and healthy living at all stages of life.



Components of a Complete City



 *Community Character, Urban Design, & Visual Appearance*

= Identity

Components of a Complete City

- **Housing**
 - Diverse housing at various price points
 - Safe, distinct residential neighborhoods
- **Shopping and Entertainment**
 - Downtown / gathering places
 - Walkable mixed-use districts
 - Access to local retail and services
 - Revenue-generating commercial uses
- **Employment**
 - Access to good quality local jobs
 - Strong and diversified local economy
- **Education and Public Facilities**
 - Comprehensive public and private educational districts
 - Access to cultural + spiritual amenities
 - Access to health care
 - High-quality public services/facilities
- ***Parks and Open Space***
 - *Easy access to parks and recreation*
 - *Presence/preservation of open spaces*
- ***Transportation***
 - *Safe, multimodal streets*
 - *Effective public transit*
 - *Regional connections*



“Complete City” components in Marina

- Safe, established neighborhoods
- Existing shopping areas
- Limited industrial uses and aviation-oriented employment
- Cultural/spiritual amenities
- Preserved open spaces + parks
- CSUMB campus
- Marina Municipal Airport
- Transit center/County bus service
- Regional connections
- *Planned Downtown...via DVP*



How Complete is Marina? Housing



Single family detached



*Single family attached /
Townhouse / "Missing middle"*



Lowrise Multifamily / Apartment



Midrise Multifamily / Apartment

Housing for seniors



Missing in Marina



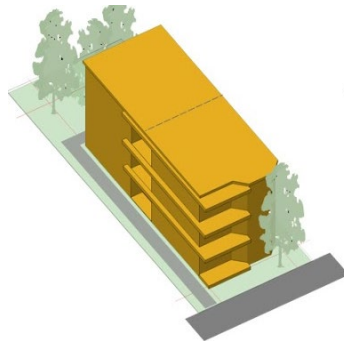
How Complete is Marina? “Missing Middle”

2+ Units



Townhouse and Live/Work

3-4 Units



Triplex (Stacked)

6-8 Units



Courtyard Building

8-12 Units



Cottage Court/Cluster

ADUs! →



Duplex (Stacked and Side-by-Side)



Fourplex



Sixplex & Eightplex



Motorcourt

Small, Attached Houses

Big Townhouses

Mansions/Small Apartments

Clusters of Mostly Detached Houses

How Complete is Marina? Mixed Use Destinations

Downtown (central gathering place with walkable retail)



Neighborhood Walkable Mixed-Use area (2/3 story housing over commercial)



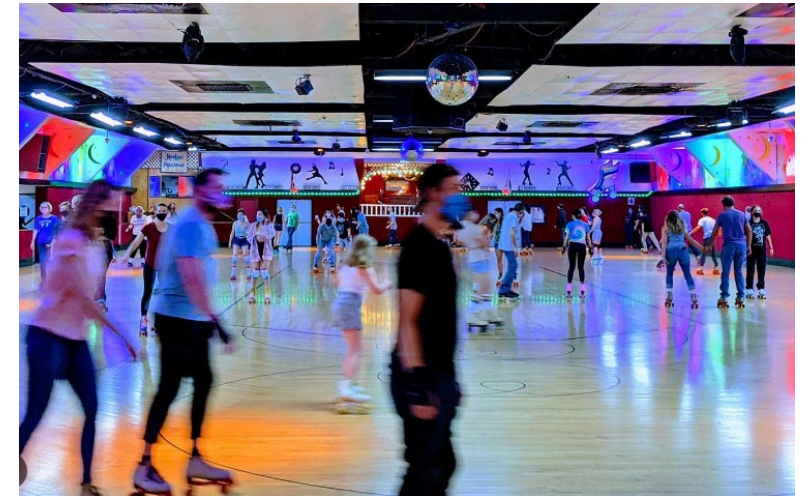
Urban Walkable Mixed-use area (4/5-story housing over commercial)



Missing in Marina

How Complete is Marina? Commercial (Shopping, Entertainment & Revenue)

- *Shopping*
 - *Personal services (dry clean, hair salon)*
 - *Local-serving retail stores*
 - *Regional-serving shopping malls*
 - *Supermarkets*
 - *Fast casual restaurants*
 - *Sit-down restaurants*
- *Entertainment*
 - *Bars, clubs, nightlife, theaters*
 - *Indoor recreation (bowling, skating)*
- *Revenue-generating uses*
 - *Upscale Hotels*
 - *Freeway auto commercial*
 - *Tourist-oriented installations*



Missing in Marina

How Complete is Marina? Employment

- *Distribution, warehousing, storage, & repair*
- *Aviation-related*
- *Medical clinics and hospitals*
- *Professional offices*
- *“Light Industrial/Flex;” small-scale fabrication, production, or manufacturing*
- *Research & Development and life science*



Missing in Marina



How Complete is Marina? Education and Public Facilities

| | |
|-------------------------------------|---|
| | |
| High-quality K-12 Schools? | Yes |
| Four-Year College? | Yes (but not fully integrated into City) Potential collaboration with UCSC on 8 th Street & MBEST |
| Local Airport? | Yes (but not fully taken advantage of) |
| Cultural and Spiritual amenities? | Yes |
| Access to Health Care? | Have major V.A. facility but need more local clinics |
| Civic Center? | New location and/or expansion needed |
| High-quality Public Facilities | Yes (Library, Community Centers, etc.) |
| Services for High-Need Populations? | Yes, but services for seniors + veterans should be expanded |



Missing in Marina

How Complete is Marina? Parks & Transportation

| | |
|--|---|
| | |
| Access to high-quality public parks, trails, and recreation? | Yes (but FORTAG trail network is incomplete) |
| Access to abundant open spaces? | Yes (but beach access needs to be improved) |
| Safe, multimodal streets? | Needs traffic calming improvements |
| Effective Transit (BRT or light rail)? | Planned BRT (Surf Line); desire for internal city shuttle |
| Regional Connections | Yes, well situated regionally |

How Complete is Marina? All Missing Land Uses

- **Diverse Housing**
 - “Missing middle” (i.e., townhouses, triplexes, fourplexes)
 - Midrise multifamily
- **Shopping, Entertainment & Mixed-Use Destinations**
 - Downtown/central gathering place(s)
 - Walkable mixed-use at different scales
 - Sit-down restaurants
 - Bars, nightlife, theaters
 - Indoor recreation
- **Revenue-generating Commercial Uses**
 - Upscale Hotels
 - Freeway auto-oriented commercial
 - Historic/cultural tourist-oriented
- **Employment and Local Jobs**
 - Light Industrial/Flex/small-scale manufacturing
 - Professional Office
 - R&D and Life Science
- **Education and Public Facilities**
 - Civic Center

How Complete is Marina? Community Character and Design

| Special views, topography, landmarks, natural beauty? | Yes (Beach dunes, rolling hills, Salinas Valley) |
|---|--|
| Unique History? | Yes, notable military history |
| District Gateways in and out of town? | Currently lacking - improvements underway |
| Wayfinding/Signage? | No |
| Clear Identity? | No |

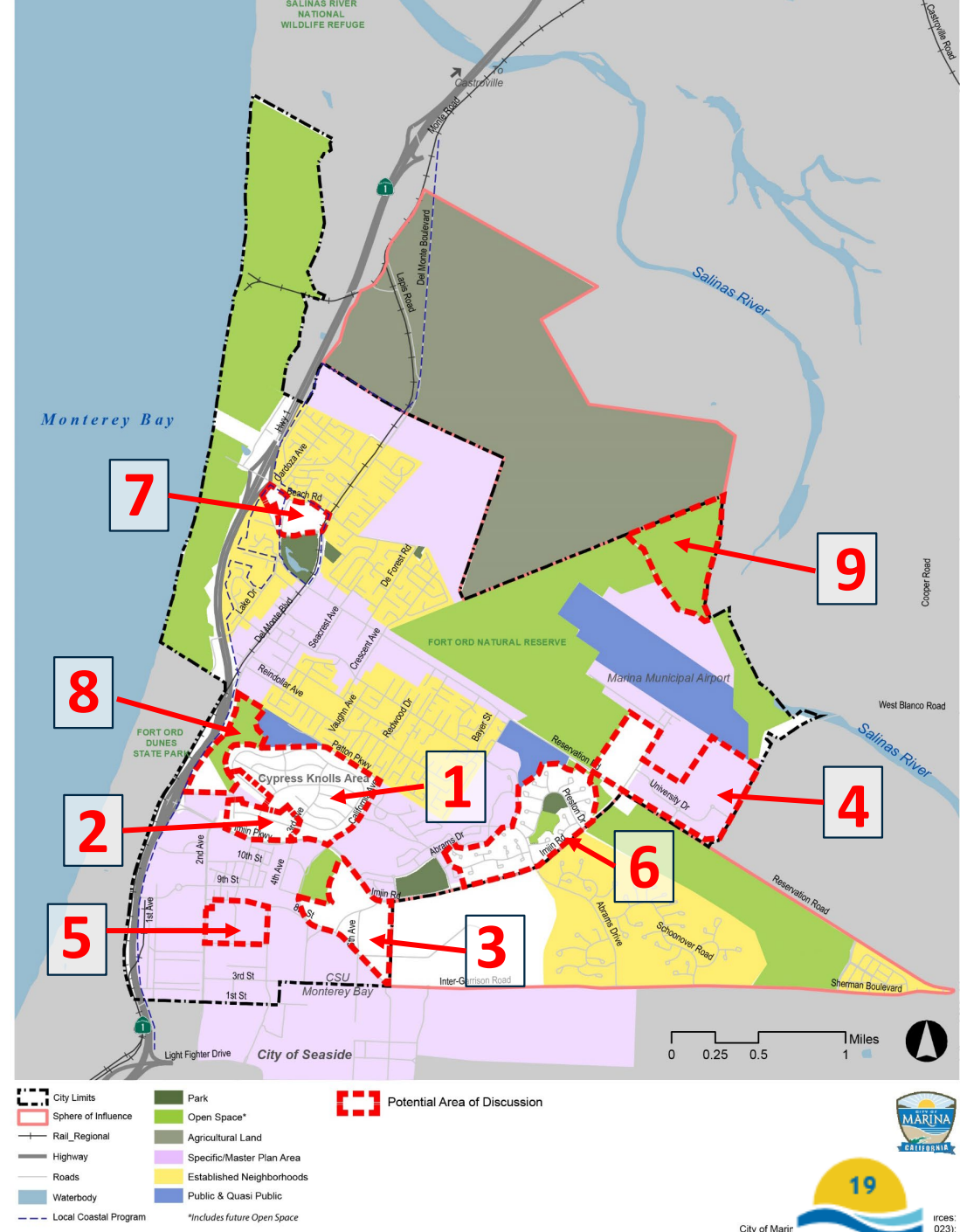
Area-by-Area Review

Areas of Discussion

Areas to explore potential changes in General Plan land use designation:

1. Cypress Knolls
2. Imjin & 3rd Ave
3. 8th Street Area
4. UCMBEST Expanded
5. CSUMB Parking Lots
6. Preston Park
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8. 2nd Avenue Extension
9. Airport, Northwest Corner

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

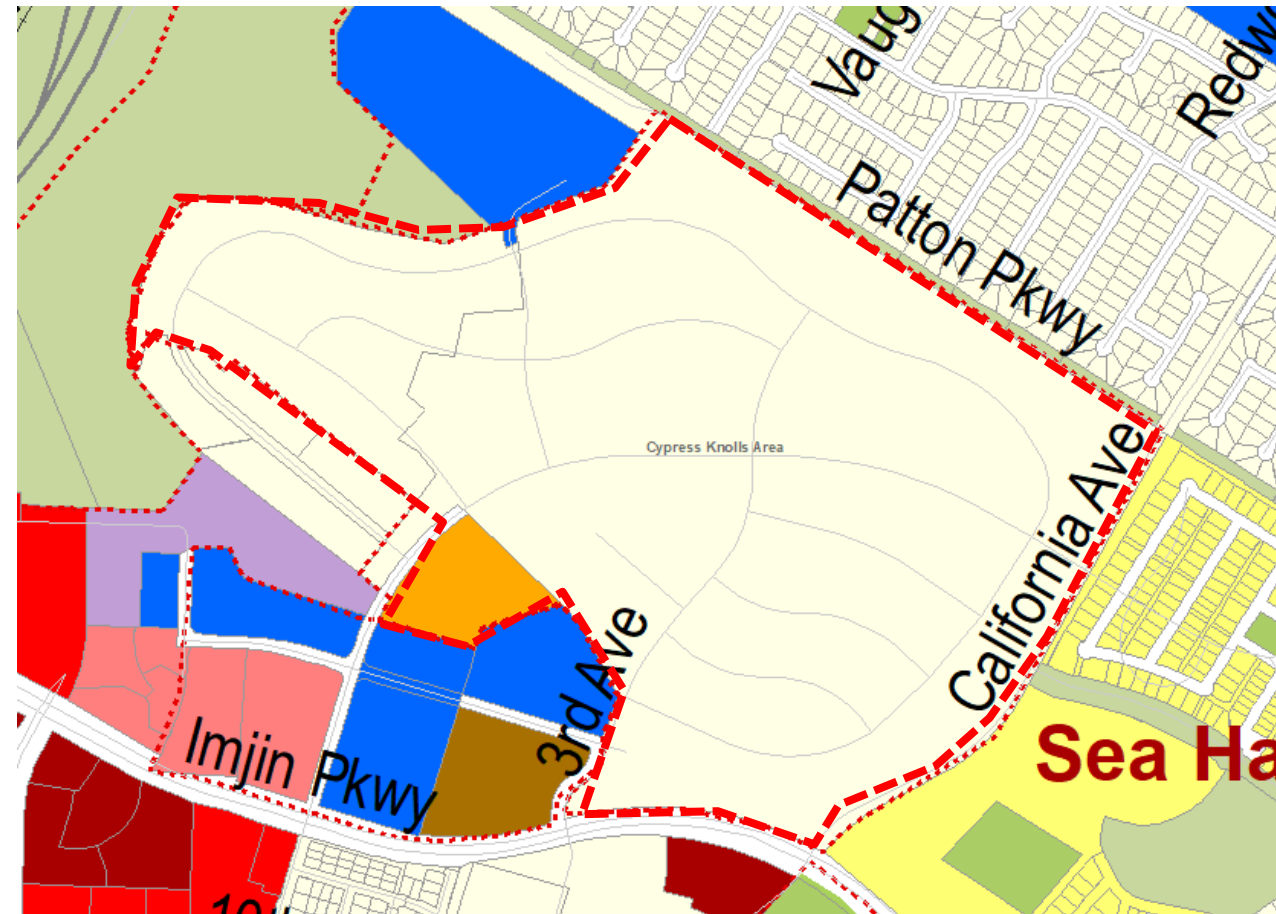


Keep in Mind for Each Area:

1. What role should this area play, as part of creating a Complete City?
2. Which specific uses should be developed here? Do any “missing” land uses fit here?
3. What intensity or scale of development is generally appropriate in this area?

#1 Cypress Knolls

- Why Discuss?
 - Recent community charrette
 - City-owned land
 - Pre-existing Specific Plan & EIR with cleared water supply
- Existing Land Use on the Ground
 - Vacant aside from decommissioned duplex housing
- Existing General Plan Designation
 - *Single-Family Residential (yellow)*
 - *Multi-Family Residential (orange)*

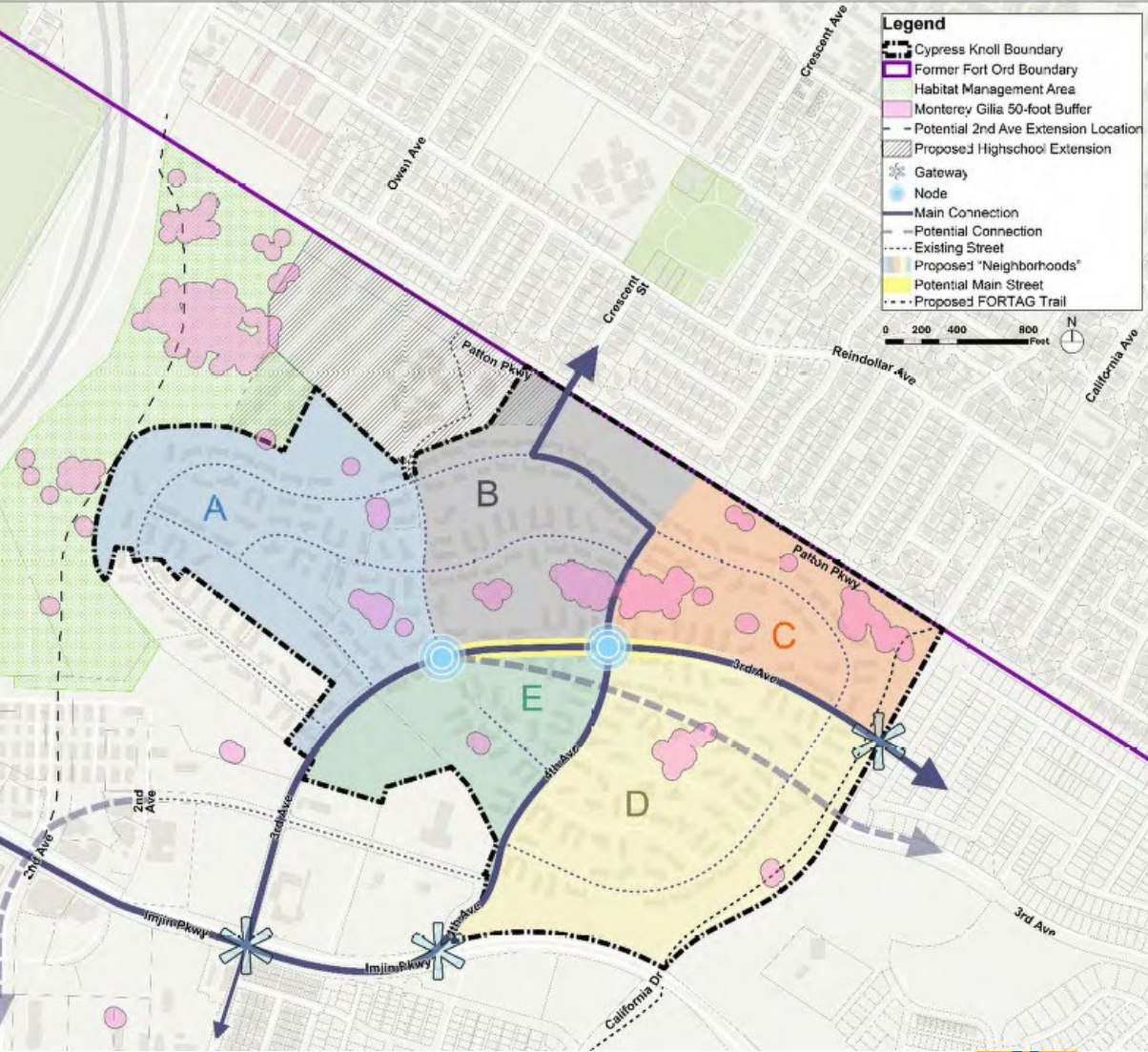
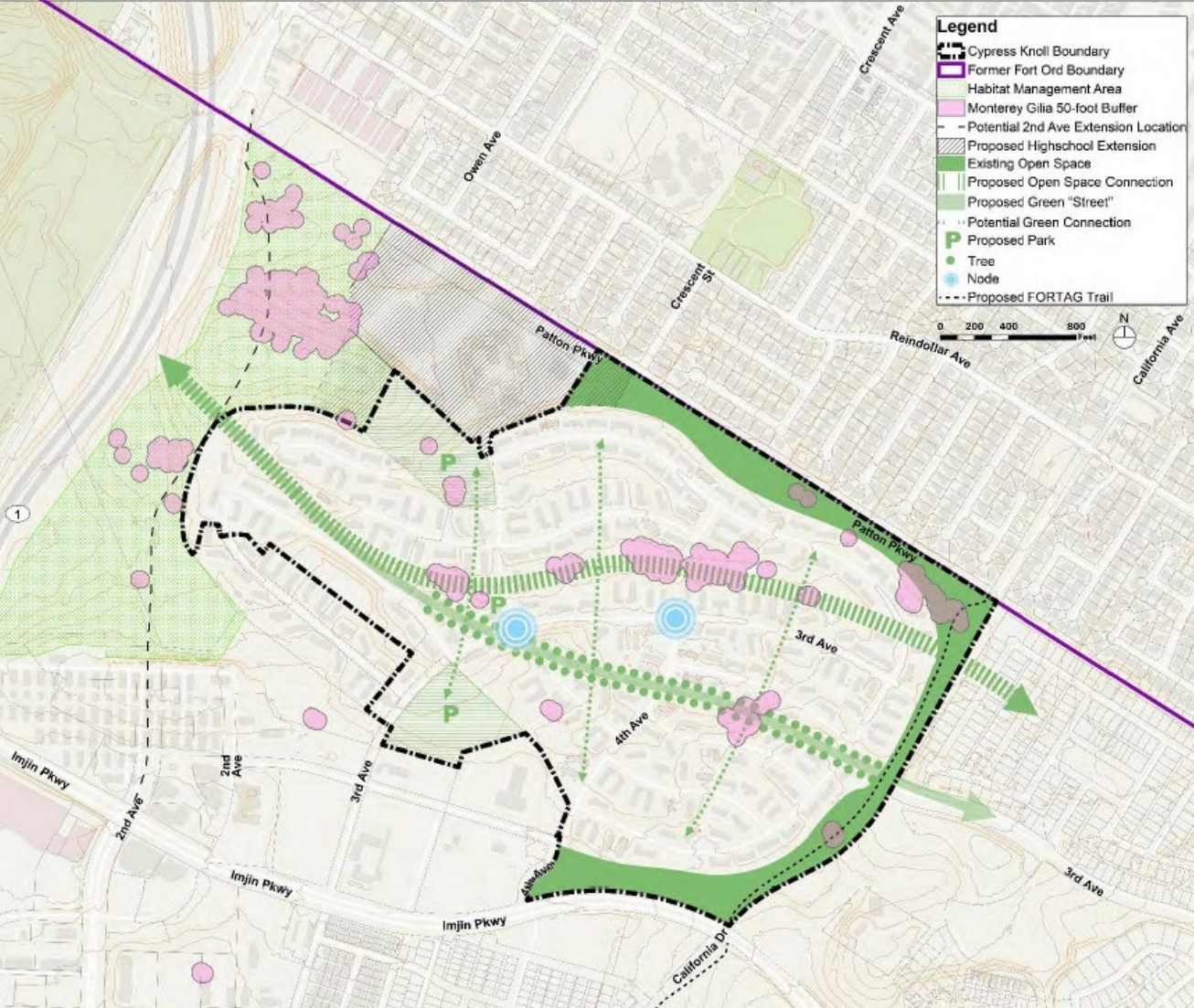


#1 Cypress Knolls

- Potential Constraints
 - Limited to water studied under EIR
 - Presence of Sand gilia
 - Lack of utility infrastructure, need for extensive soil remediation
 - City requirements (prevailing wage labor and land control)
- Existing Vision or Concepts
 - VTC developing veteran's housing
 - Community vision for missing middle housing with two internal retail nodes
- Potential Refinements to Concept
 - Higher density housing
 - Modified retail strategy

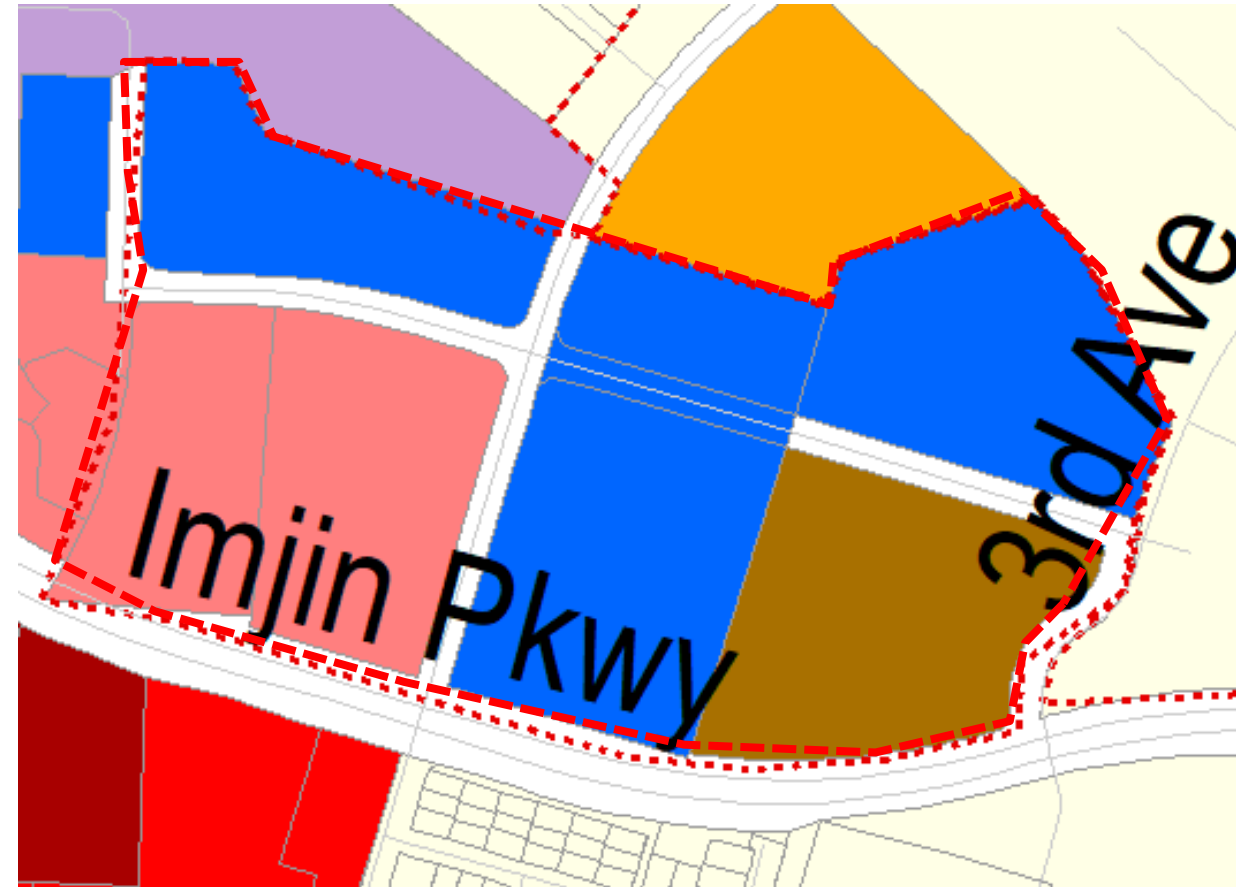


Cypress Knolls: Vision from Charrette



#2 Imjin and 3rd

- Why Discuss?
 - No existing vision or plan
 - One primary owner - public educational institution
 - Significant vacant land
 - Build an educational center
- Existing Land Use on the Ground
 - Monterey Peninsula College
 - VTC buildings
- Existing General Plan Designation
 - *Public Facilities*
 - *Village Homes High Density*
 - *Office/Research*



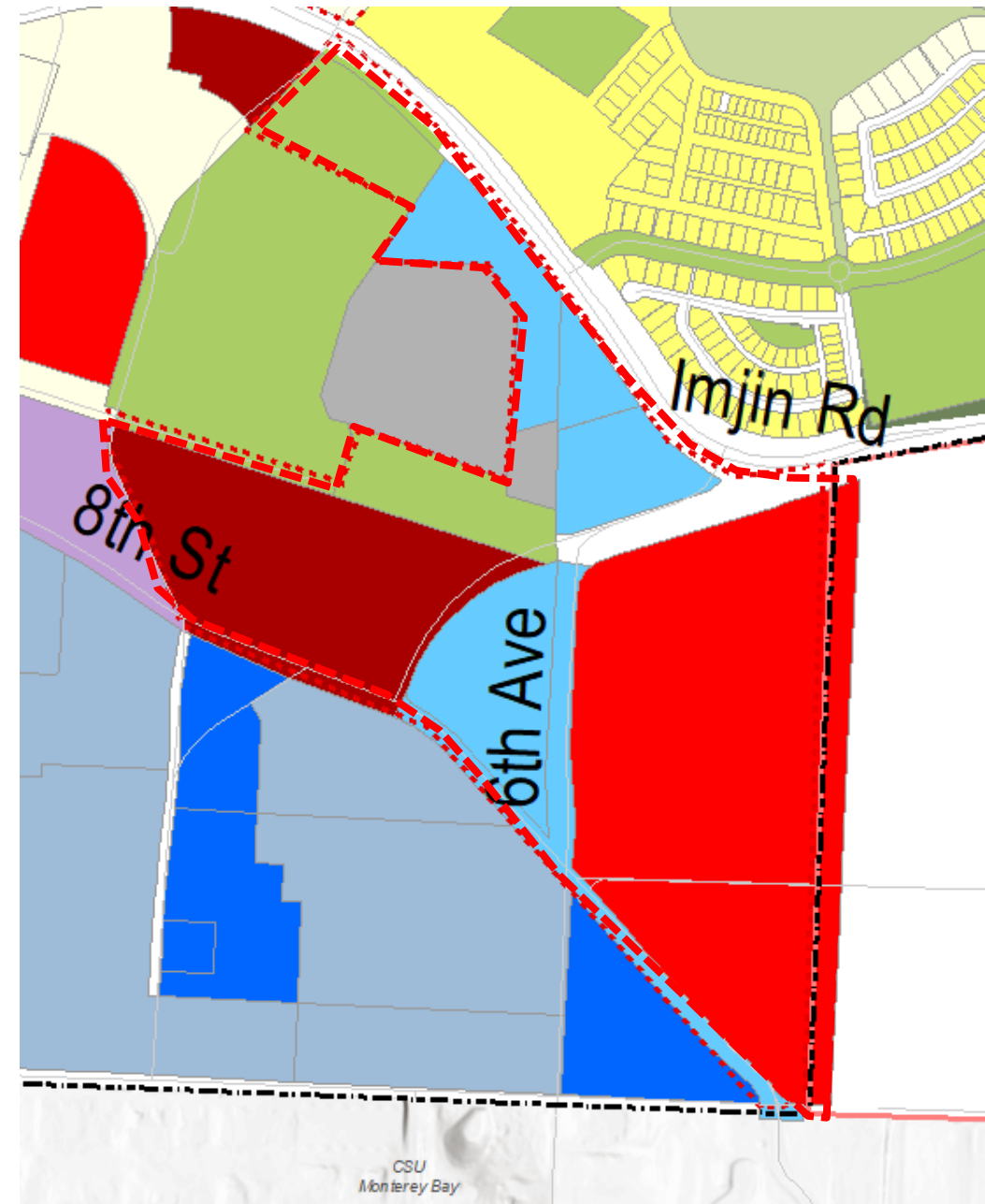
#2 Imjin and 3rd

- Potential Constraints
 - Mostly owned by MPC – future plans unknown
 - Lack of utilities
- Existing Vision or Concepts
 - n/a
- Potential Future Concepts
 - MPC campus expansion with student housing and retail
 - Employment (office, healthcare, and R&D)
 - Hotels and conference center



#3 8th Street Area

- Rationale:
 - City-owned and CSUMB-owned land
 - Key opportunity site from gilia analysis
 - If combined, could provide significant economic development & jobs
- Existing Land Use on the Ground
 - Mostly vacant except for radio tower
- Existing General Plan Designation
 - *Multiple Use Commercial*
 - *Retail/Service*
 - *Institutional*
 - *Open Space*
 - *Light Industrial*



#3 8th Street Area

- Potential Constraints
 - Mix of ownership
 - Oddly-shaped parcels
 - Poor visibility for retail
 - Lack of utility or roadway infrastructure
 - Lack of water
 - Sand gilia and open space areas
- Existing Vision
 - UCSC mentioned a mixed-use concept
- Potential Future Concepts
 - Mixed-use village (in the southeast)
 - Office and R&D employment areas
 - Retail center/revenue-generating uses



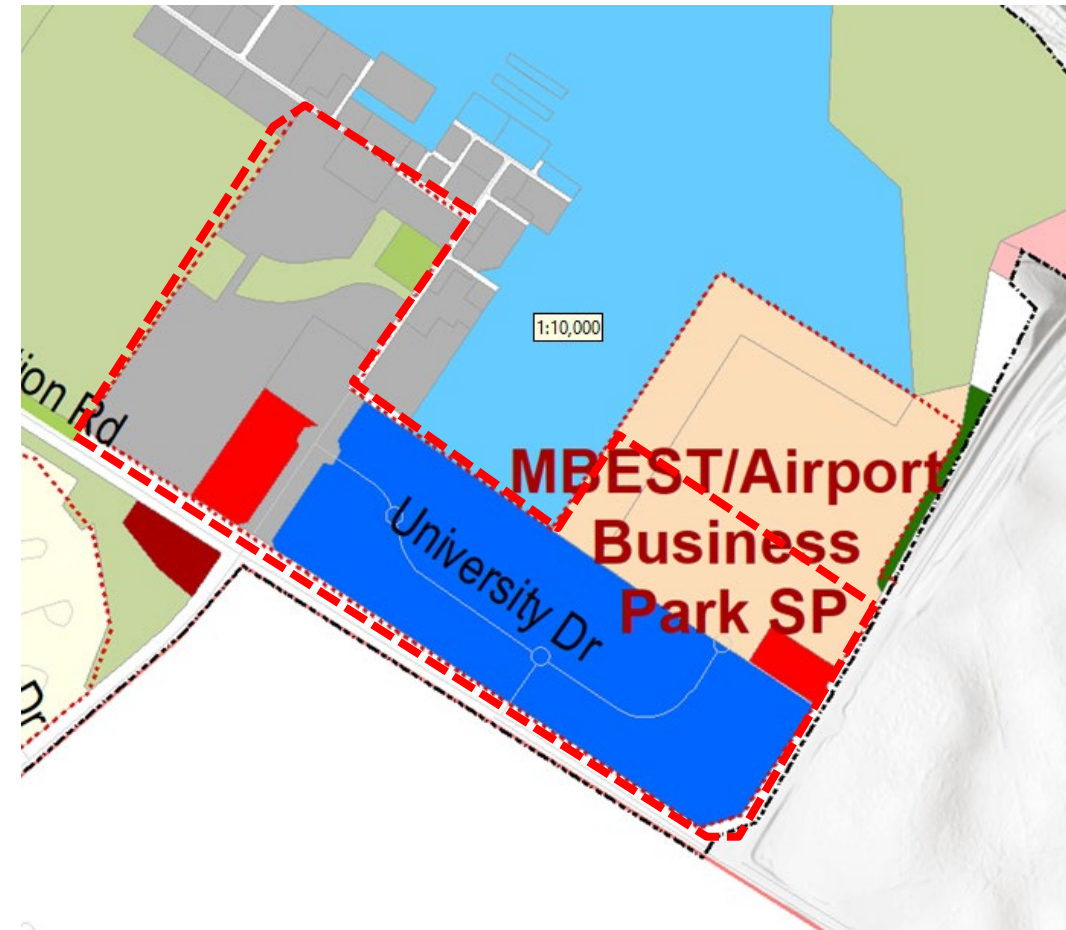
#4 UCMBEST Expanded

- Why Discuss?
 - Taking full advantage of the airport
 - Adopted Specific Plan not developed
 - Roads and infrastructure already built
- Existing Land Use on the Ground
 - Vacant, except for MBEST office and Fort Ord Reserve admin office
- Existing General Plan Designation
 - *Multiple Use Commercial*
 - *Public Facility (Education)*
 - *Light Industrial*
 - *Business Park*



#4 UCMBEST Expanded

- Potential Constraints
 - Gilia hard to avoid in Business Park area
 - Lack of market interest
 - Lack of committed involvement from UCSC
- Existing Vision or Concepts
 - Adopted plan for 1.5 million s.f. of office, R&D, and public facilities
 - Potentially could allow housing
 - Create a 'gateway' to Fort Ord Reserve
- Potential Future Concepts
 - Additional industrial and aviation uses
 - Housing on the west side for visiting researchers/students
 - Extended stay hotel and supportive retail



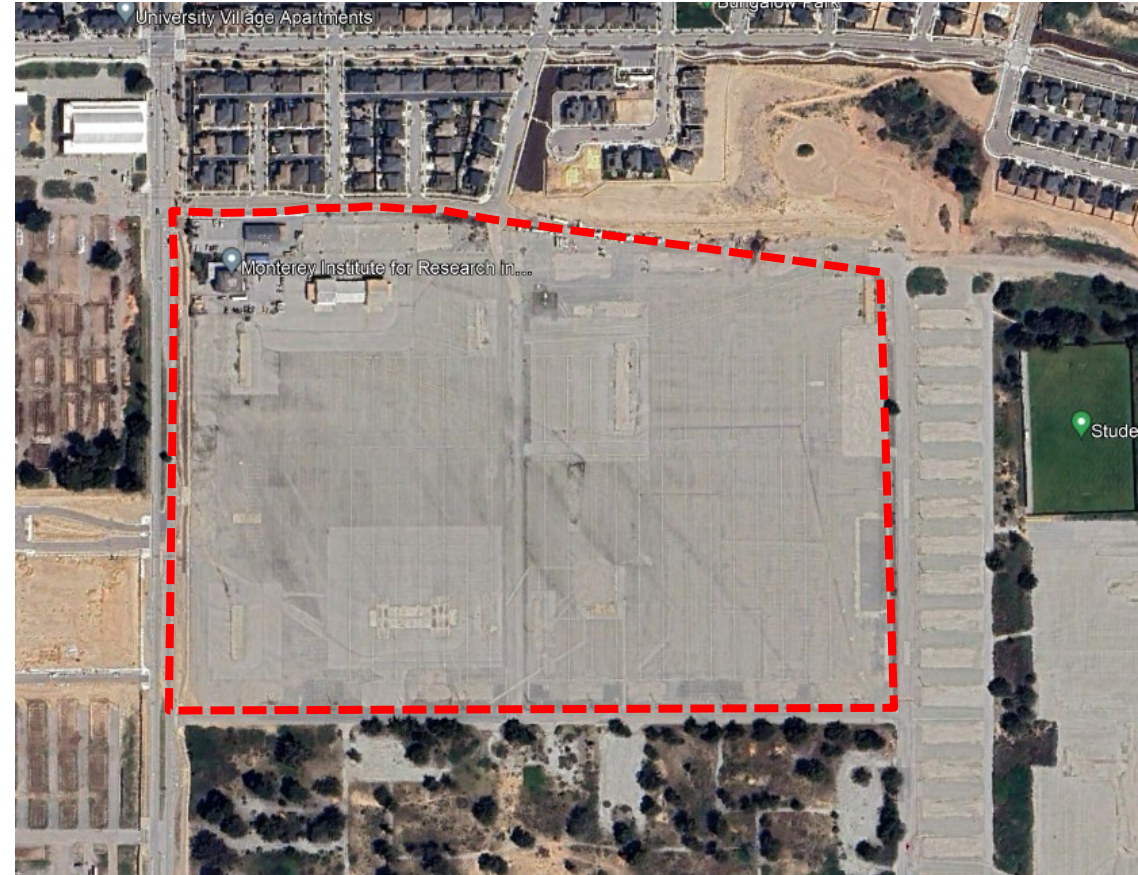
#5 CSUMB Parking

- Rationale for Discussing:
 - CSUMB-owned land
 - No current vision – CSUMB’s previous proposal was withdrawn
 - Desire to indicate City vision
- Existing Land Use on the Ground
 - Vacant; unused parking lots
- Existing General Plan Designation
 - *CSUMB Master Plan*



#5 CSUMB Parking

- 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
- Potential Future Concepts
 - Employment and mixed-use destination (in the northwest corner)
 - Mix of market-rate and student units
 - Housing for students and faculty (townhouses, duplexes, apartments)



#6 Preston Park

- Why Discuss?
 - City-owned land with infill potential
 - Opportunity site from gilia analysis
- Existing Land Use on the Ground
 - Existing occupied housing (duplexes)
 - Open space and park
- Existing General Plan Designation
 - *Single-Family Residential*
 - *Parks & Recreation*
 - *Open Space*



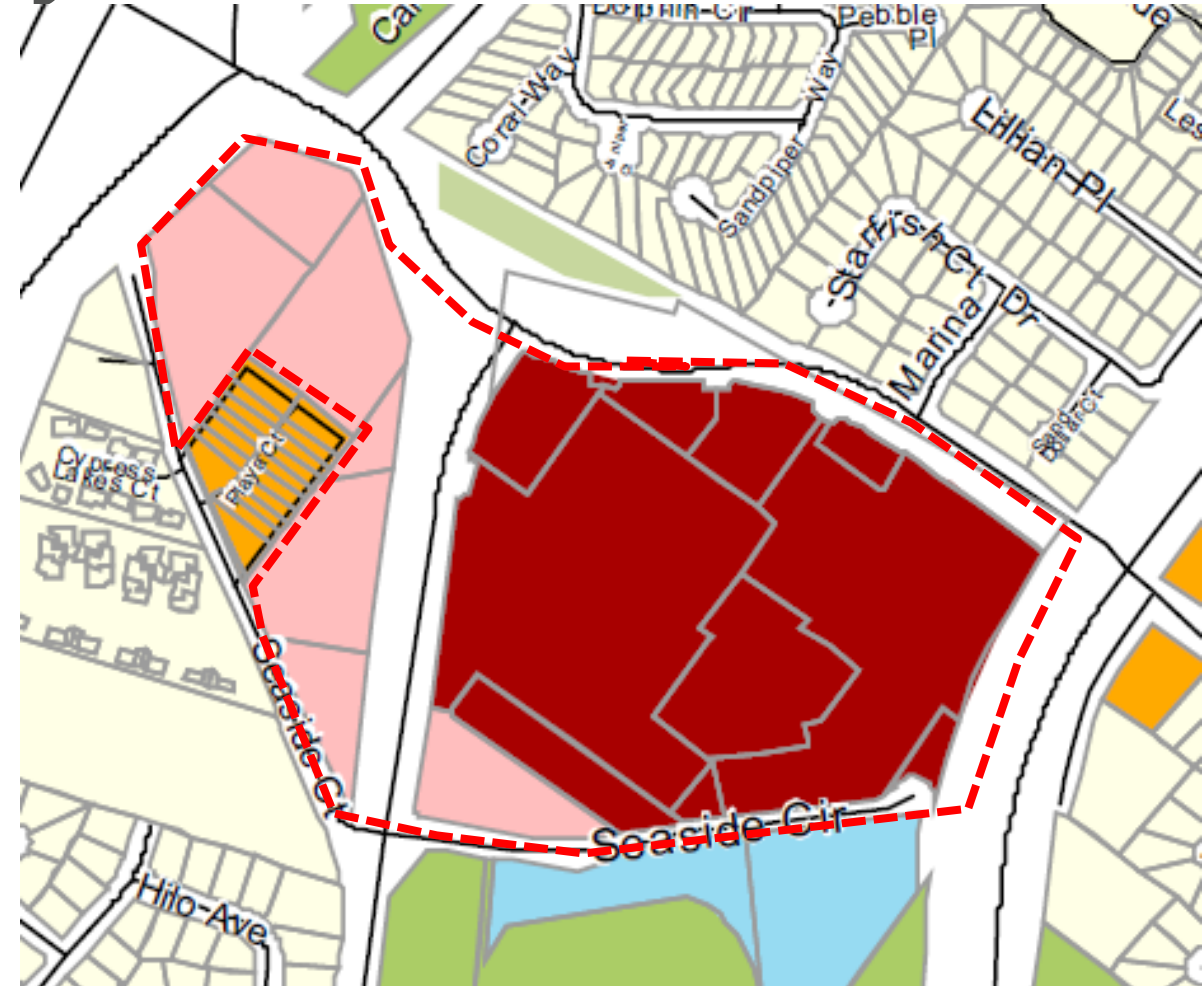
#6 Preston Park

- Potential Constraints
 - Current residents' concerns
 - Loss of existing open space
 - Lack of available water
- Existing Vision and Concepts
 - Additional park space and walking trails
 - Adding missing middle and/or affordable housing
- Potential Future Concepts
 - Infill with market-rate attached housing
 - Infill with low-scale affordable apartments



#7 Beach Road Gateway

- Why Discuss?
 - Key gateway/entrance to the City
 - Large vacant parcel without a plan
 - Improving City appearance
- Existing Land Use on the Ground
 - WalMart, hotels, gas station, 7/11
- Existing General Plan Designation
 - *Visitor-Serving Commercial (pink)*
 - *Retail/Service (dark red)*



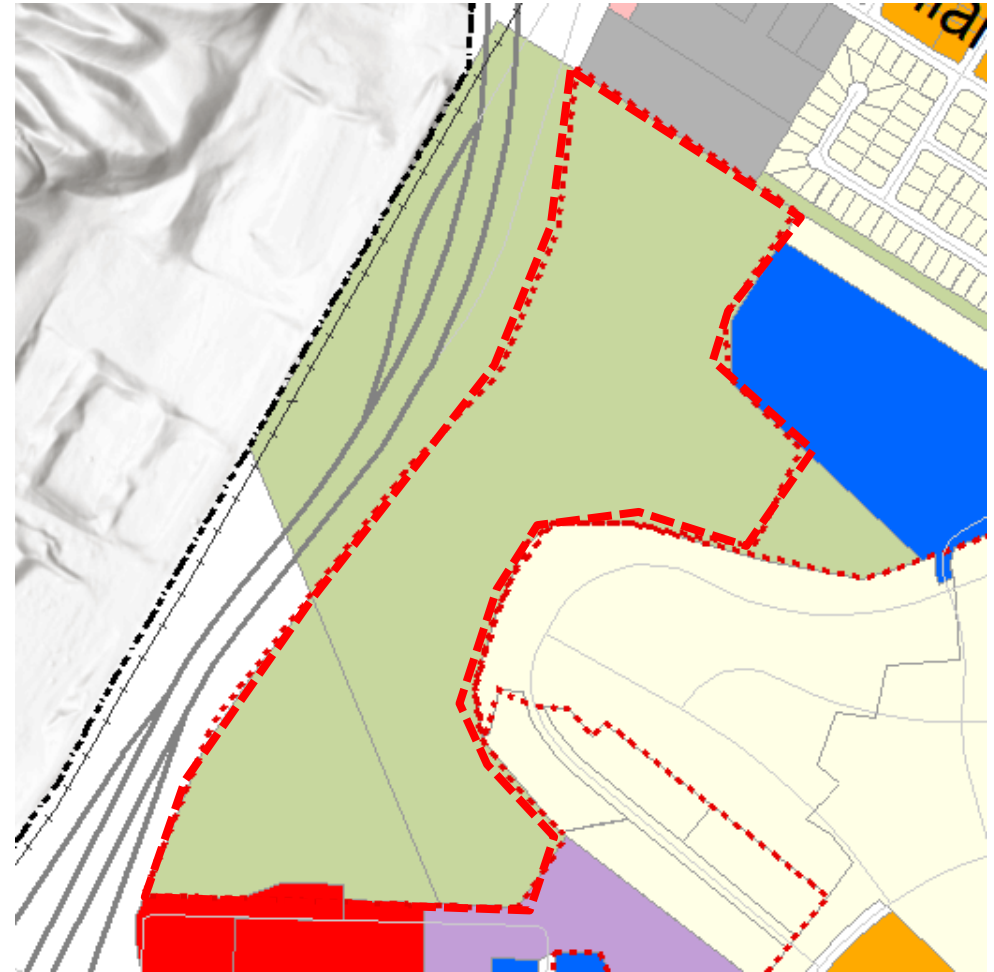
#7 Beach Road Gateway

- Potential Constraints
 - Recent construction (hotels and car wash) and WalMart
 - Large portion within Local Coastal Zone
- Existing Vision or Concepts
 - Evolve into a true gateway for Marina
 - Vertical mixed-use (3 and 4-story buildings with housing over shops)
- Potential Future Concepts
 - Destination shopping center (multi-story retail, services, and offices)
 - Dense multifamily housing (horizontal mixed-use; housing next to shops)



#8 2nd Avenue Extension

- Why Discuss?
 - City-owned land
 - Pre-existing plans for extending 2nd Avenue north to south
 - Potential opportunity to improve City fiscal sustainability
- Existing Land Use on the Ground
 - Undeveloped land
- Existing General Plan Designation
 - *Other Open Space/Habitat*



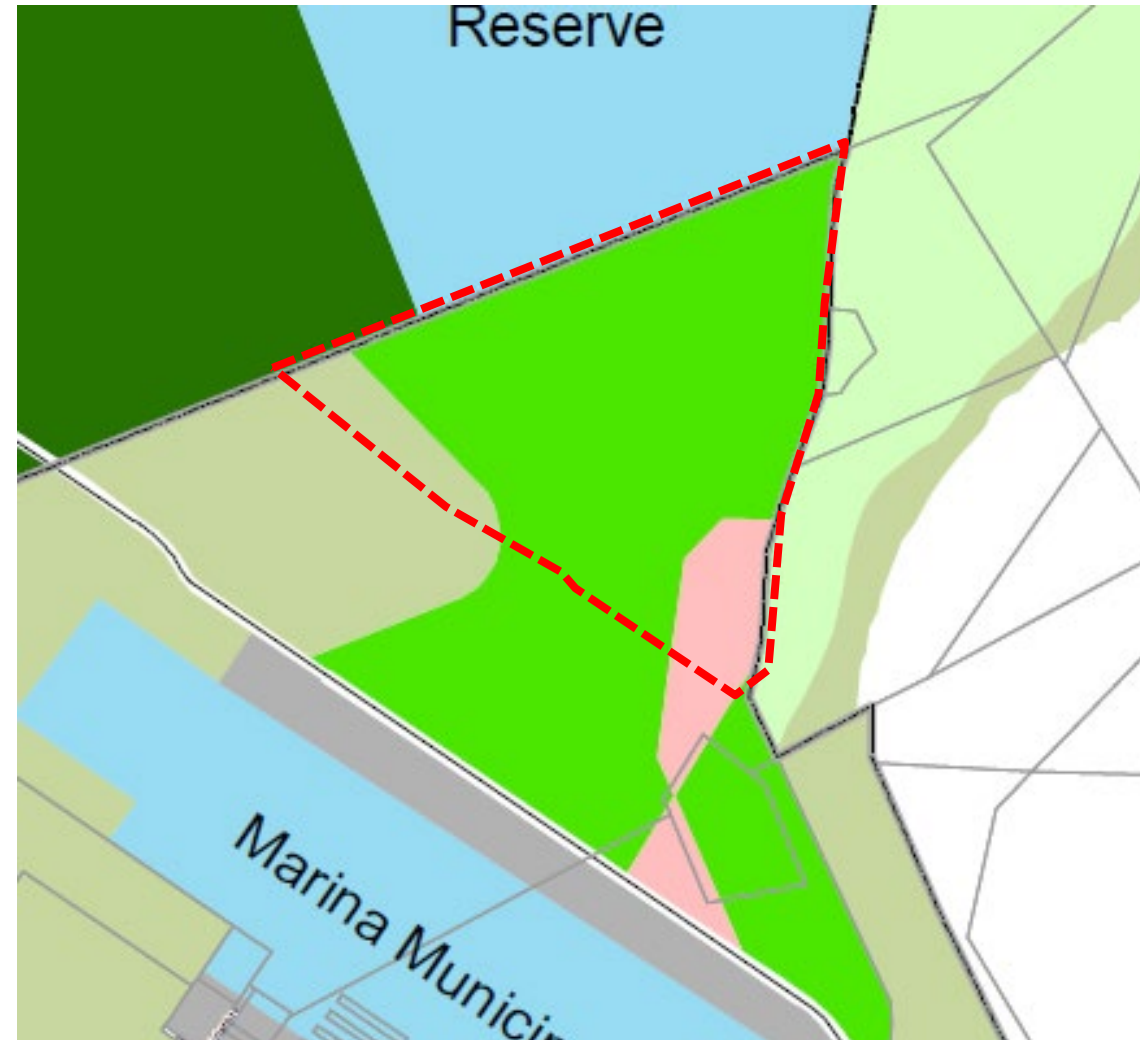
#8 2nd Avenue Extension

- Potential Constraints
 - Sand gilia hard to avoid
 - Loss of existing open space
 - No current roadway access or infrastructure
 - GPLU change required
- Existing Vision or Concepts
 - Continues as Habitat Management Area
 - Extension of Second Avenue roadway
- Potential Future Concepts
 - Some portion as freeway-serving, revenue-generating commercial use



#9 Airport, Northwest Corner

- Why Discuss?
 - City-owned land
 - Outside of constraints
 - Potential opportunity to improve City fiscal sustainability
- Existing Land Use on the Ground
 - Undeveloped land
- Existing General Plan Designation
 - *Open Space – Golf Course*
 - *Other Open Space/Habitat Preserve*



#9 Airport, Northwest Corner

- Potential Constraints
 - Sand gilia habitats
 - Loss of existing open space
 - No current roadway access or infrastructure
- Existing Vision or Concepts
 - Was envisioned for golf course in old G.P.
 - Microgrid/solar PV
 - “Revenue-support” for airport
- Potential Future Concepts
 - Revenue-producing commercial use
 - Light industrial/aviation



Public Comment

Maximum of 3 minutes per person

Next Steps + Closing

Council and Commissions

- Presentation to Planning Commission occurred on November 9th
 - Minor revisions to Vision and Guiding Principles recommended
- Update to City Council on December 19th
 - Draft Vision Statement and Guiding Principles
 - Areas of discussion confirmation

Upcoming Engagement

- **Stakeholder** conversations with CSUMB student groups
- **Focus groups** with Hispanic residents planned for early 2024
- **Public workshop** on Land Use Alternatives in Spring 2024
- **GPAC #6** on Land Use Alternatives in February or March 2024

Thank you!



Kimley Horn | Rincon | EPS