

General Plan 2045: GPAC Meeting #4: Vision, Values, and Land Use

October 5, 2023



Kimley Horn | Rincon | EPS

Roll Call

Agenda

6:00 - 6:15 pm	Introduction and Welcome
6:15 - 7:00 pm	Presentation and discussion on Questionnaire #1 results and draft Vision Statement and Guiding Principles
7:00 - 7:45 pm	Presentation and discussion on land use opportunity areas
7:45 - 8:00 pm	Public Comment (2 minutes per person)
8:00 pm	Closing

GPAC #4 Meeting Objectives

- Review results from questionnaire #1
- Review and discuss the proposed draft Vision Statement and Guiding Principles
- Review and provide direction on the land use opportunity areas analysis

Project Updates

Recent Community Engagement

- Online Questionnaire #1 (July-September)
 - 623 completed surveys
- Pop-up event (9/9/23)
 - MLK Statue dedication
- Workshop #3: Health and Environmental Justice (9/26/23)
 - Approximately 25 community members, 46% non-white or multi-racial

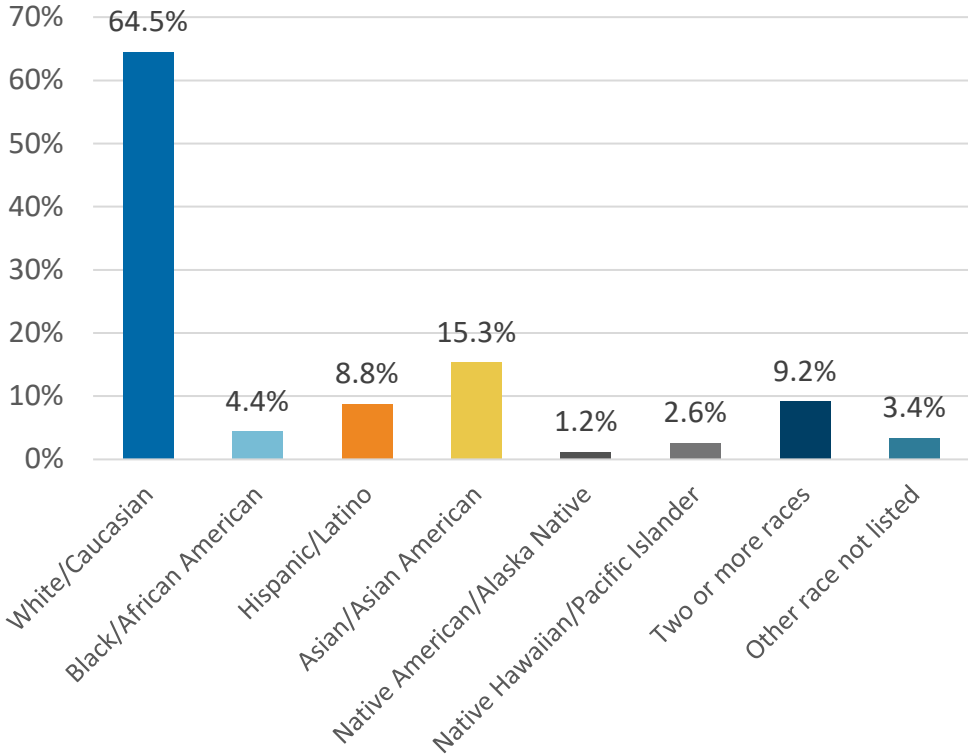
Questionnaire #1 Results

Questionnaire #1

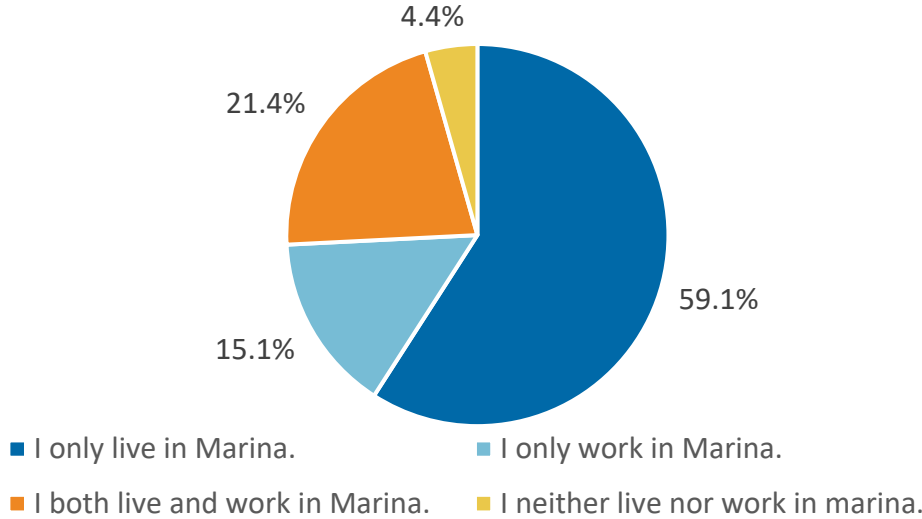
- Open July 21 – September 15, 2023
- Only one response allowed per device
- 10 total questions - 2 priority ranking questions with free response component, 2 open ended questions, and 6 demographics questions
- 623 total responses
 - 618 English
 - 3 Korean
 - 2 Spanish
- Not all respondents answered every question

Survey Respondent Demographics

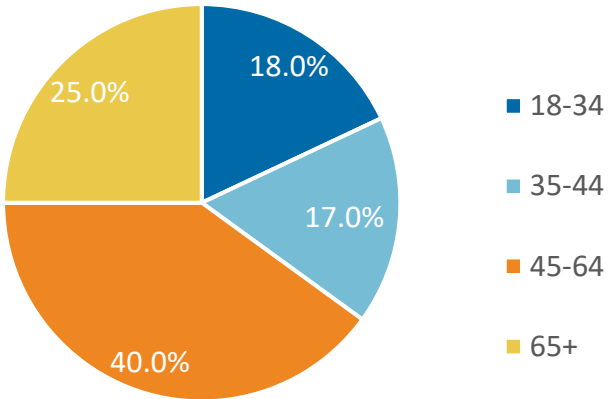
Race / Ethnicity



Do you live or work in Marina?

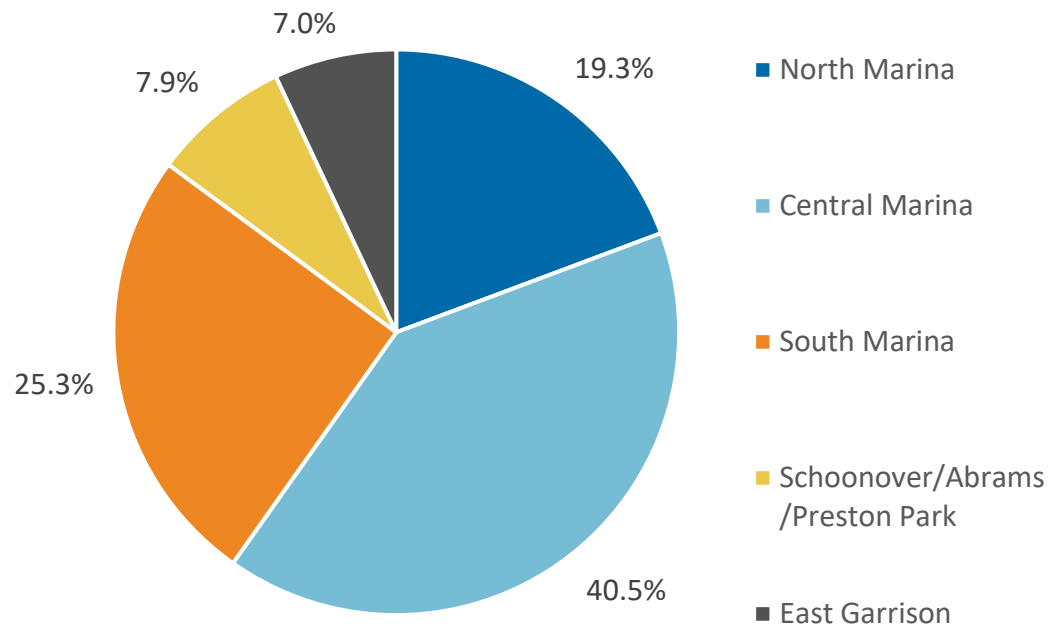


Age

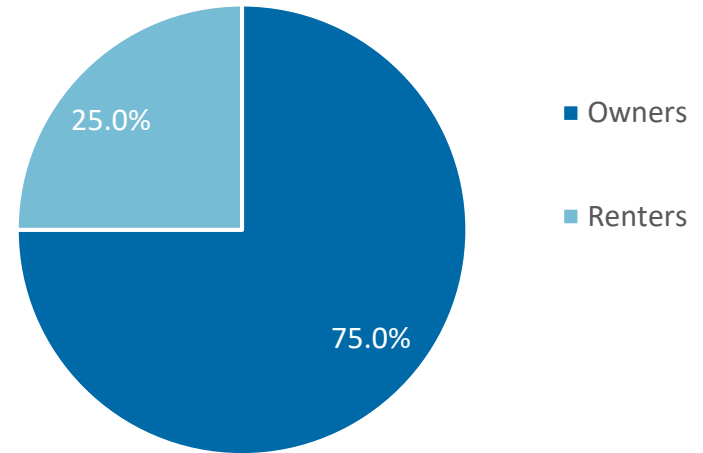


Survey Respondent Demographics, cont.

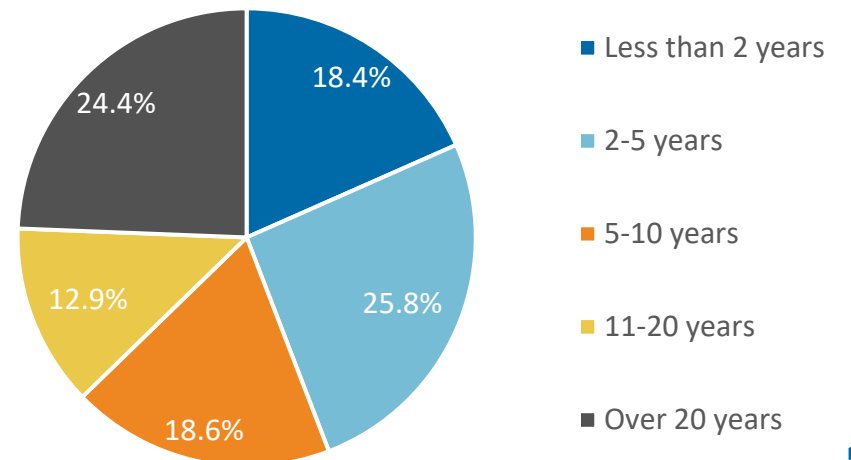
Where in Marina do you live?



Home Ownership



How long have you lived in Marina?



Q1: Issues and Concerns

Respondents were asked to rate their level of concern for various issues & challenges. The issues of greatest concern were:

- Concern about future **water supply**, especially with growing population
- Lack of **influence on regional planning**
- Limited **public gathering places** for residents to congregate
- Inconsistent, low-quality **visual appearance of the city**
- **Lack of local jobs** and ability to both live & work in Marina

Other concerns that were raised included:

- Increased individuals experiencing **homelessness**
- Lack of high-quality **public facilities and services**
- Transportation improvements including transit, traffic, and pedestrian/cyclist access and safety

Q2: Vision Statement

Over 60% expressed some level of agreement with the statement. Suggestions for improvement:

- Reduce focus on **growth and urbanization**
- Mixed ideas “**small-town feel**” some supported, some wanted a different vision
- Ensuring that **housing, jobs, and retail** all grow to meet increases in population so residents can live, work, and play in Marina
- **Expanded city services** pertaining to homelessness, veterans, healthcare, transit, education, recreation, emergency services, and youth, adult, & senior activities
- Increased emphasis on **environmentalism**, specifically responsibility, sustainability, and conservation
- Appreciation for the City’s **diversity** & the importance of **equity and inclusivity**

Q3: Guiding Principles / Core Values

Nearly 60% of respondents expressed some level of agreement with the core values. Proposed additions included:

- **Beautification** of the city and creation of **gathering places** within the city
- Emphasizing the need for high-quality **affordable housing**
- A holistic approach to **community wellness**, including access to healthcare, mental health services, and childcare
- The need for a walkable **downtown area** where people could gather, shop, eat, and be entertained
- Improved quality and frequency of **public transit** within the city and to surrounding areas
- An emphasis on **environmental protection**, specifically reduction of negative environmental impacts

Q4: Ideas and Strategies

Respondents were asked to rate various ideas & strategies to address key issues. The highest priority strategies were:

1. Economic Development

- **Attract new employers and businesses** to the area to provide a living wage and a balance between jobs and housing
- **Promote STEM jobs** to leverage connections with CSUMB and UCMBEST
- **Capitalize on the airport** by expanding Joby and attracting other innovative engineering and manufacturing companies

2. Safe Mobility

- **Create Complete streets** that provide a safe environment for everyone

3. Balanced Growth & Natural Conservation

- Balance new development with the **preservation of Marina's unique small-town charm** and **the protection of sensitive natural areas.**
- Continue **preservation of open space** and prohibit development beyond UGB

Vision Statement + Guiding Principles

Original Vision Statement from 2000 G.P.

“Marina desires to grow and mature, along with its image, from a small town, primarily bedroom community, to become a small city which is diversified, vibrant and mostly self-sufficient. The City can and will accomplish this by achieving both the necessary level and diversity of jobs, economic activity, public services, housing, and civic life (including culture and recreation), and parks and open space.”

Slightly Modified 2000 G.P. Vision Statement

Wordsmithing of the Original Vision:

*“Marina desires to grow and mature ~~along with its image, from a small town, primarily bedroom community to become into a diversified,~~ vibrant and mostly self-sufficient ~~small-city~~. The City ~~can and~~ will accomplish this **through forward-looking leadership** that achieves both the necessary level and diversity of jobs, economic activity, public services, housing, ~~and~~ civic life (including culture and recreation), ~~and~~ parks and open space, **and environmental preservation.**”*

Revised Vision Statement based on Input

Completely Rewritten Vision:

“Marina matures into a complete and self-sufficient city with inviting neighborhoods, an active downtown, thriving commercial areas, a strong college district, and a diversified economy. As it grows, the City becomes a more unique, vibrant, and attractive place. This growth is carefully balanced with a commitment to public health, preservation of natural habitat, and protection of our rich military history. As a regional leader, Marina actively shapes the Monterey Peninsula’s sustainability efforts, innovative transportation solutions, economic development prospects, and advancement of affordable housing. The city prioritizes the well-being of its residents through transparent decision-making, creation of living-wage jobs, provision of high-quality public services, an interconnected network of attractive parks and open spaces, and a wide range of housing options for all income levels.”

Proposed General Plan Guiding Principles

1. **One Marina.** *A unified city with deep connections between residents, regardless of where you live, length of tenure in the city, or cultural background.*
2. **Diversity that is welcoming.** *A community full of unique perspectives, backgrounds, cultures, and stages of life, where all can be safe and thrive.*
3. **Housing opportunities for all.** *A mix of appealing housing types, sizes, and affordability levels so that anyone can live in the city, regardless of income, age, cultural background, or physical ability.*
4. **Diversified local economy.** *A broad array of living-wage jobs for people in all life stages, including students, young adults, families, and mid-career professionals.*
5. **Avoidance of sprawl.** *A compact city that promotes infill development before the outward expansion of the City into undisturbed greenfield areas.*
6. **Enhanced city image.** *Distinct, attractive residential neighborhoods and commercial districts that create a sense of place and identity.*
7. **Walkable and bikeable city.** *A thoughtfully designed city that allows residents and visitors to safely walk and bike to shops, services, community facilities and parks.*
8. **Connected parks and trails.** *A complete and interconnected network of parks, open spaces and recreational trails that provide ample opportunities for passive and active recreation within and adjacent to Marina.*

Proposed Guiding Principles Continued

9. **Functional transit.** *Frequent and cost-effective transit that enables residents to access locations within and outside of the City, and that reduce congestion and air pollution.*
10. **Protection of resources.** *Conservation and preservation of natural resources, including the dunes, wetlands, and flora and fauna that make up Marina's unique surroundings.*
11. **Resilient city.** *A city prepared for and resilient against future disasters, including sea level rise, coastal erosion, wildfires, and earthquakes.*
12. **A sense of history.** *Respect for the history of Marina and its residents, especially the military legacy of Fort Ord.*
13. **Quality services.** *A commitment to the provision of high-quality public facilities and services, including schools, parks, healthcare, libraries, and other amenities for residents of all incomes and ages.*
14. **Regional leader.** *A regional leader that influences decision-making related to infrastructure, transportation, the environment, and the economy.*
15. **Responsible governance.** *A transparent, responsive local government that works collaboratively and consistently with residents to solve issues and improve quality of life.*

Discussion Questions

1. Which of the 3 vision statements most closely matches your vision for Marina?
2. Do the guiding principles represent Marina today and in the future? Do you have further comments on the guiding principles? Is anything missing?

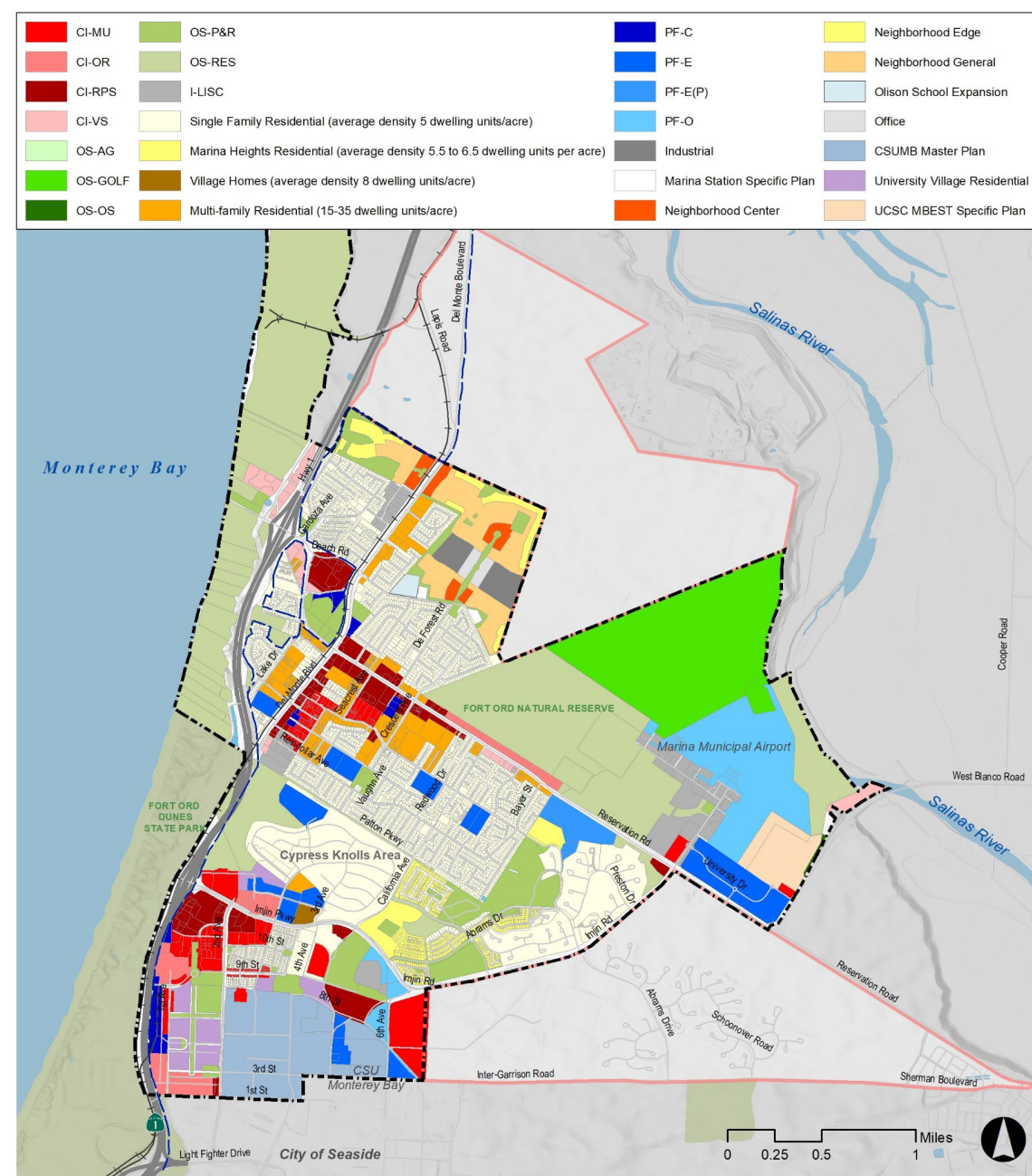
**Did we get
it right?**

Existing General Plan Land Use Designations






Background






Land Use Designations

- Defines the future (allowable) type, distribution, and intensity of all parcels in the city
- Includes a land use diagram
- Must align with and reflect content from other elements
- Existing land use designations
 - Originally prepared in 2000; last updated in 2011.
 - Includes 27 distinct designations in 6 categories
- **Note: The General Plan update process will revise designations as needed**

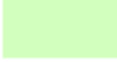






General Plan Designations





	RESIDENTIAL DESIGNATIONS	MAXIMUM DENSITY	LOCATION
	Single-Family Residential	Average 5 du/acre	Central/North Marina, Schoonover (SOI)
	Marina Heights Residential	5.5 – 6.5 du/acre	Sea Haven S.P.
	University Village Residential (Dunes)	Average 8 du/acre	Most of the Dunes S.P.
	Multi-family Residential	15 – 35 du/acre	Del Monte apartments, CSUMB MP, Marina Station core, Crescent, Carmel
	High Density (Dunes)	30 du/acre	One parcel on Imjin Parkway with multifamily project under construction

	COMMERCIAL DESIGNATIONS	Minimum FAR	Maximum FAR	DESCRIPTION
	Multiple Use Commercial	0.25	0.90	Mixed retail
	Retail/Service	0.25	0.55 (0.90)	Shopping centers
	Office/Research	0.25	0.60	Office parks, medical
	Visitor-Serving	0.10	0.40	Lodging and misc.
	Light Industrial/Service Commercial	Varies 0.40-1.0		Warehouse, flex





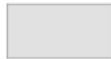

General Plan Designations



	PARK/OPEN SPACE DESIGNATIONS	DESCRIPTION
	Agriculture* (OS-AG)	Farms outside of City limits
	Parks & Recreation (OS-P&R)	All public parks
	Habitat Preserve + Other Open Space	HMA's, perc ponds, wetlands, dunes, etc
	Golf Course (OS-GOLF)	Proposed golf course north of airport
	UGB Open Space (OS-OS)	1200 acres of preserved land

**No parcels currently designated*

	PUBLIC FACILITY DESIGNATIONS	DESCRIPTION
	Civic (PF-C)	Government buildings
	Education (PF-E)	Existing public schools/colleges
	Education (Proposed) (PF-E)	Potential sites for future schools
	Other Public Facilities (PF-O)	Public utilities and services

General Plan Designations

	MARINA STATION SPECIFIC PLAN	MAXIMUM DENSITY/INTENSITY
	Neighborhood Edge	Average 5 du/acre
	Neighborhood Center	Average 25 du/acre
	Neighborhood General	Average 9 du/acre (plus retail)
	Industrial	Varies, see Specific Plan
	Office	Varies, see Specific Plan
	Olson School Expansion	New Elementary school

	OTHER SPECIFIC PLAN DESIGNATIONS	DESCRIPTION
	CSUMB Master Plan	Intended for new student housing and office/R&D
	UC MBEST Specific Plan	Intended for mix of office, industrial, and public uses

Process of Updating the Land Use Map

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

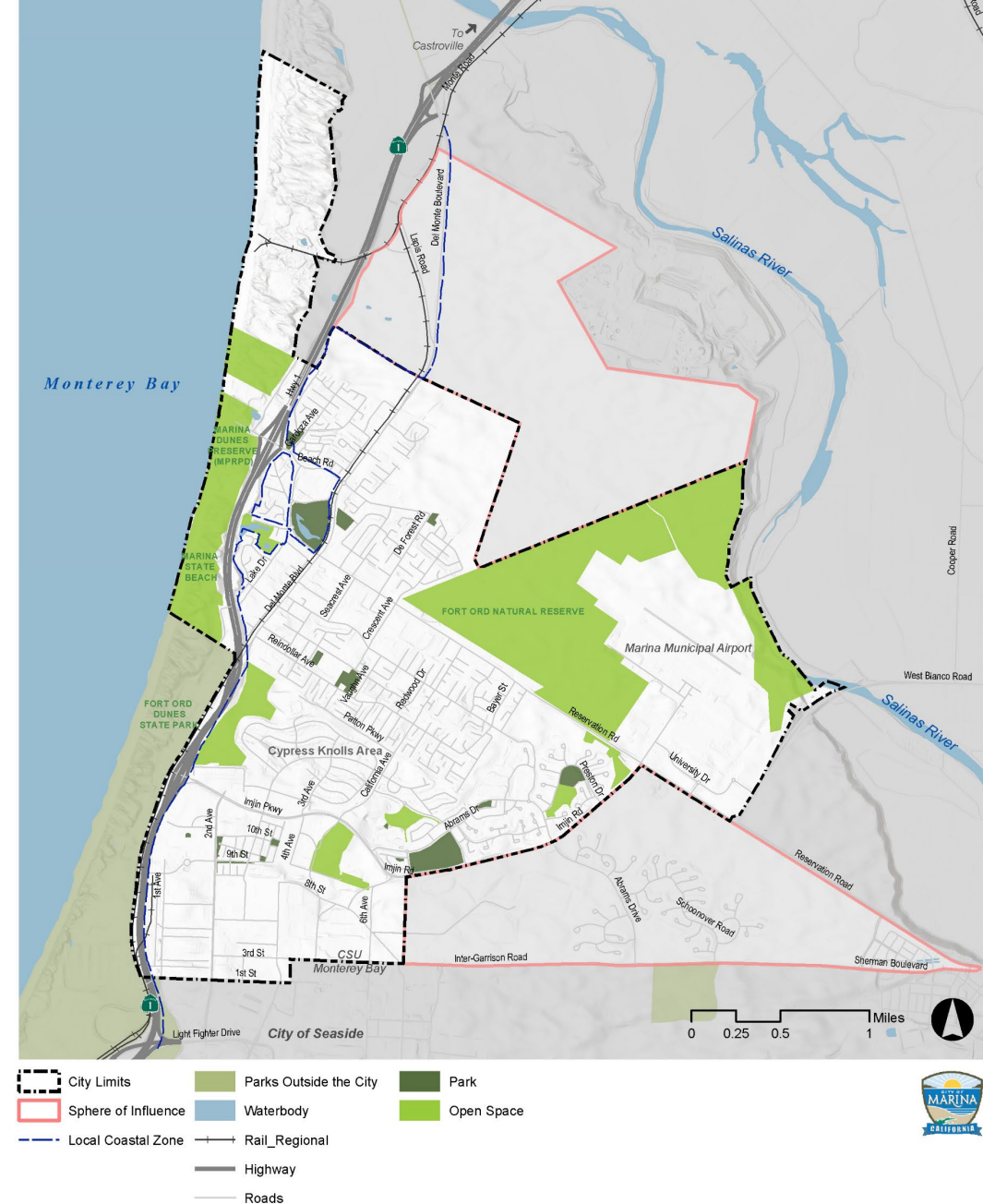
#1 and #2 are topics for today’s GPAC discussion; the other topics will be discussed at future GPAC meetings

Areas of Discussion

Background and Existing Plans

City Limits and Sphere of Influence

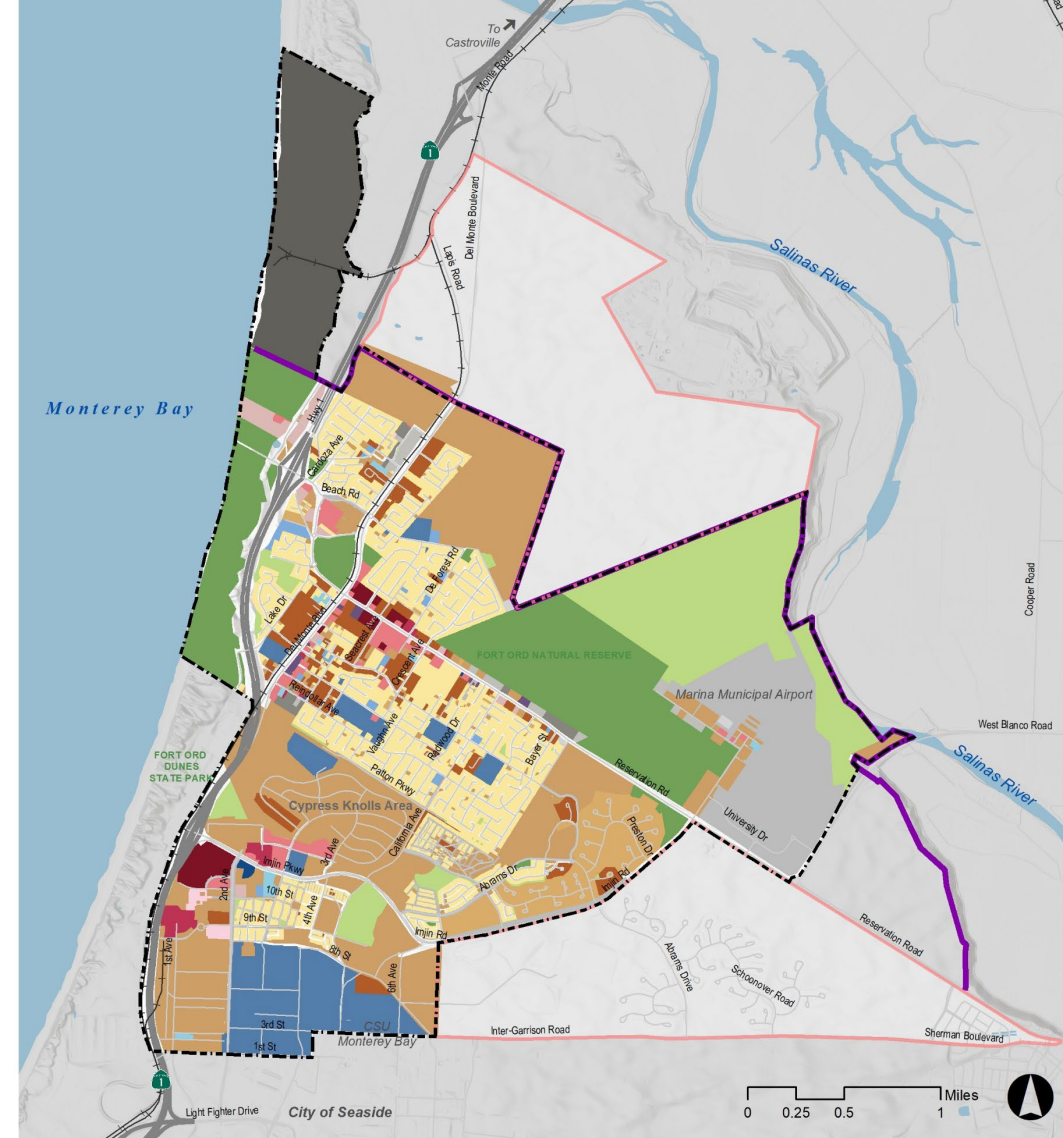
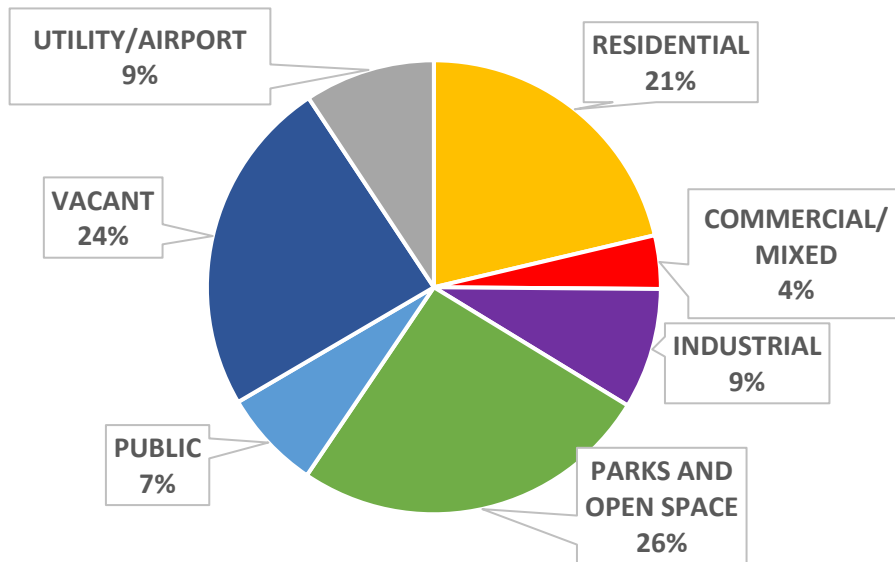
- City Limits
 - Existing city boundary
 - Accounts for ~5,660 acres
- Sphere of Influence
 - Area that the city could annex to be part of Marina
 - Includes two geographically distinct areas that total around 2,660 acres (to the northeast and southeast)
 - City land use designations in the Sphere currently follow County General Plan land use



Existing Use Overview

Within City limits, the major land uses are:

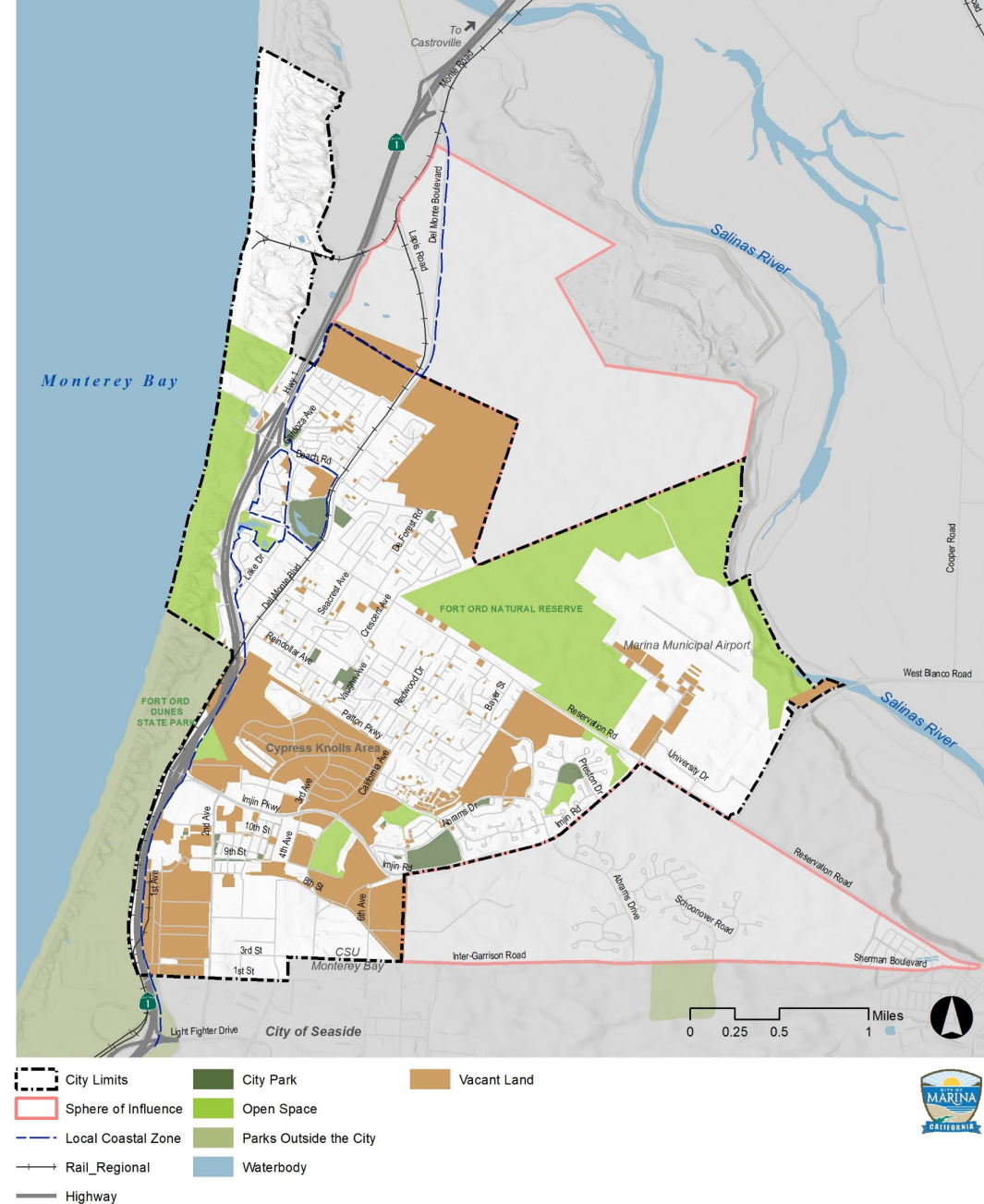
- Parks/open space; over 1,300 acres (26% of total)
- Vacant lands; 1,200 acres (24%)
- Single-family residential detached (14%) and townhouse/duplex (4%)



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

Vacant Land

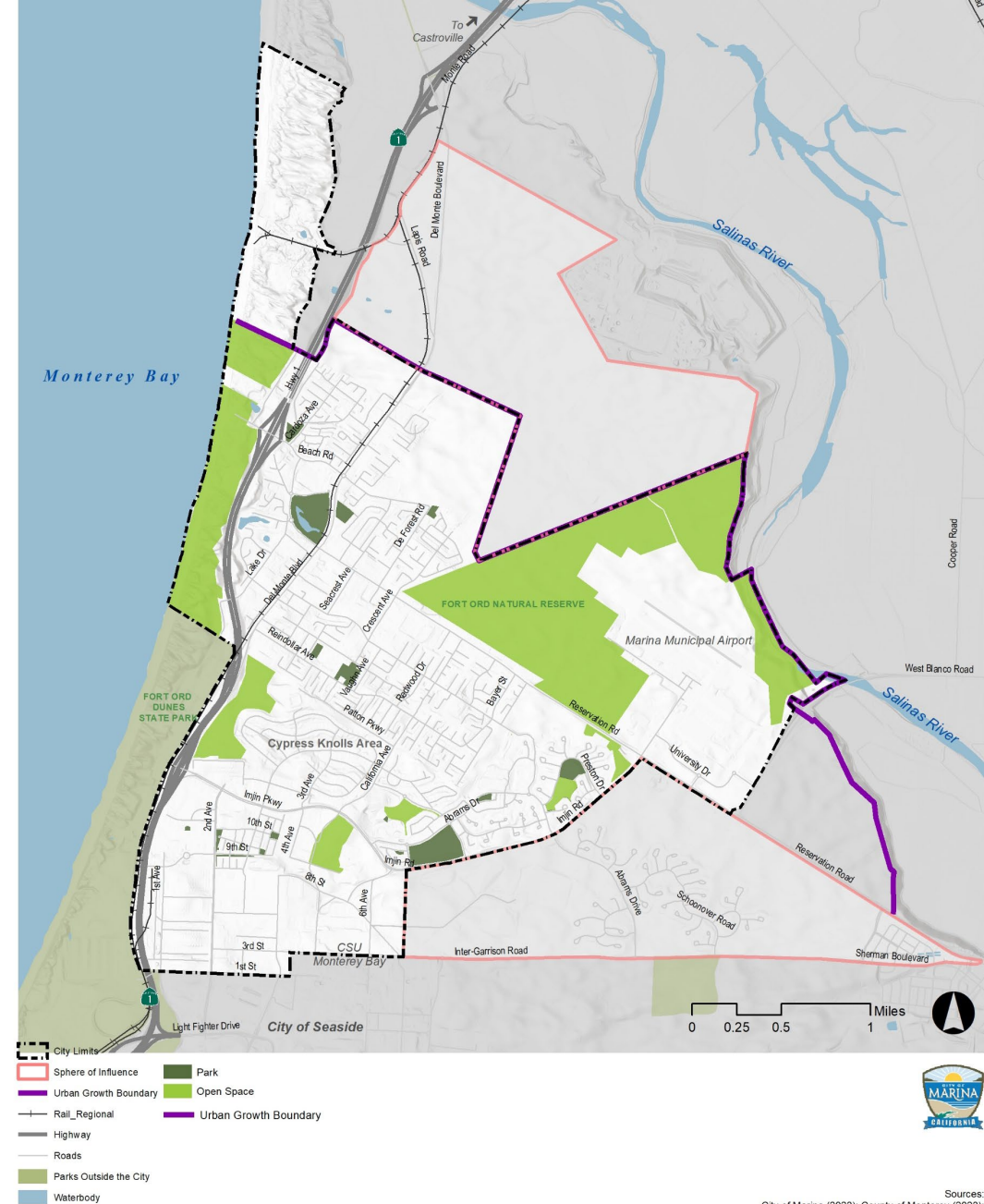
- The City has over 1,200 total acres of vacant land.
- A large portion of the vacant land is in the former Fort Ord area. This land was inherited by the City after the Base Closure in 1994.
- Much of the vacant land already has approved development plans.



Constraints to Development

Urban Growth Boundary

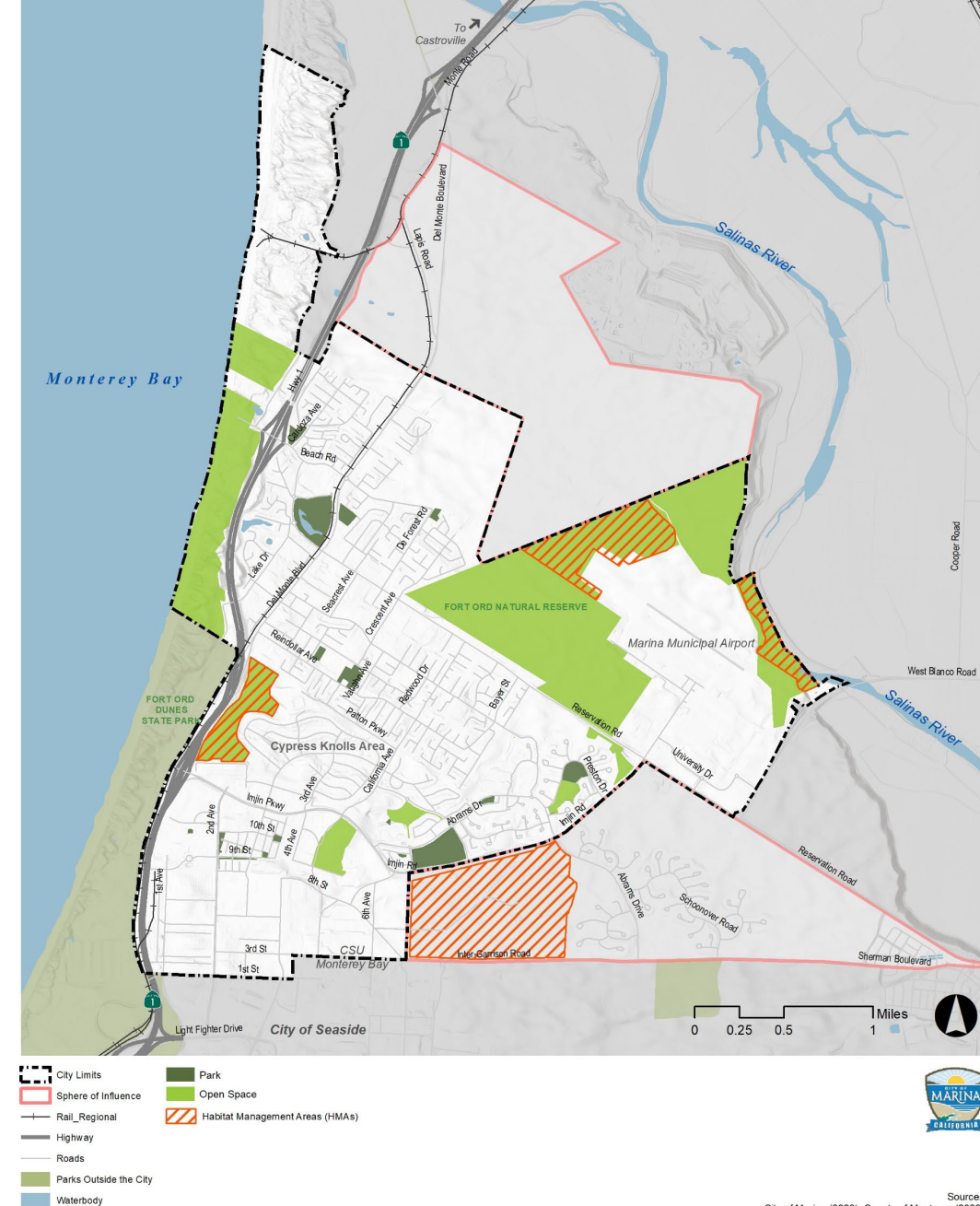
- The Urban Growth Boundary (UGB) was extended by voters to 2040
- Cannot develop north of purple line
- UGB land shall remain as unimproved open space for use only as
 - Preservation of natural resources
 - Scientific study and research
 - Managed production of resources
 - Outdoor recreation



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

Parks, Open Space and HMAs

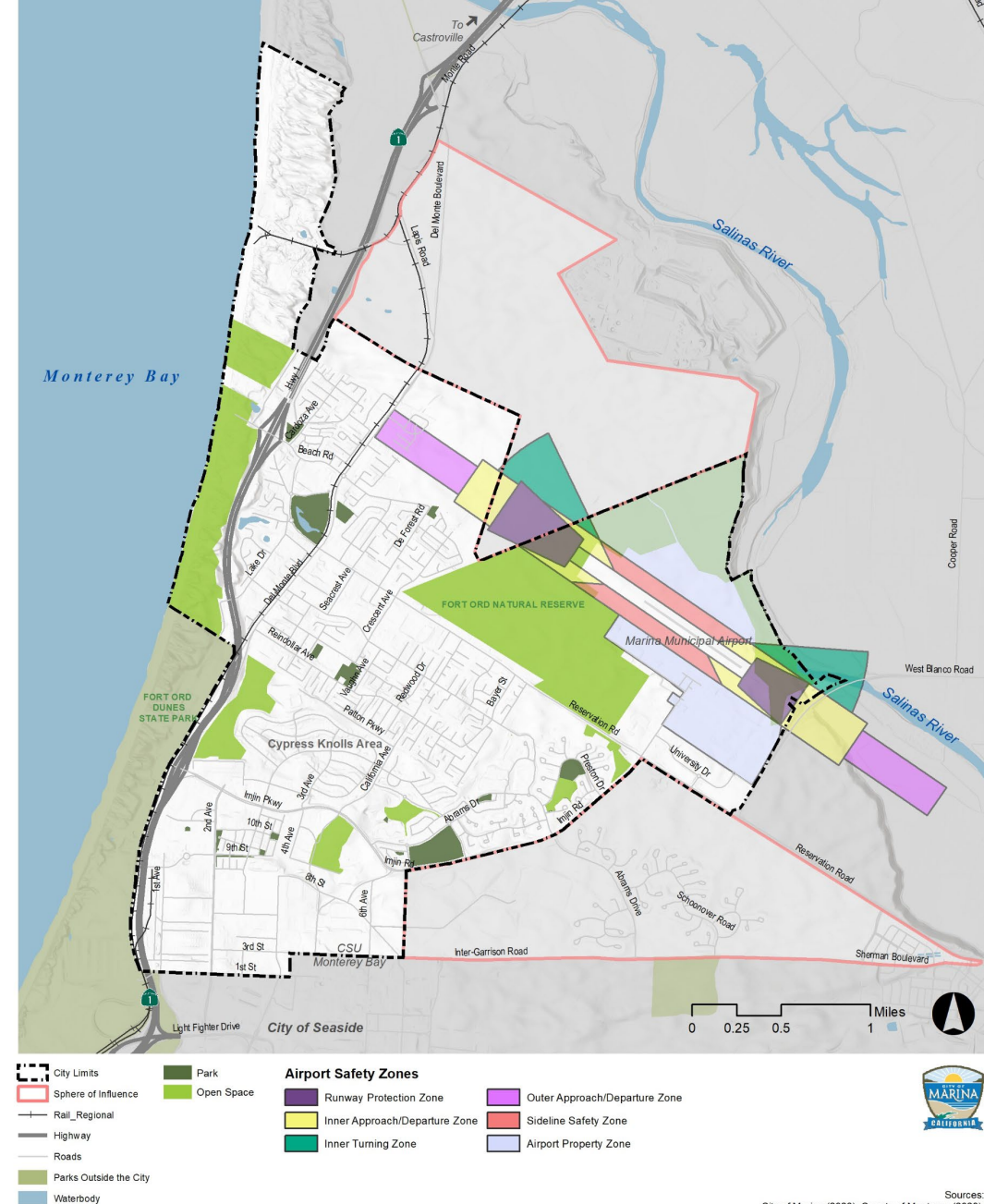
- Public parks and protected Open Space must remain free from development for public use.
- Habitat Management Areas are managed for conservation of Sand Gilia, among other species and restricted from development.



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

Airport Safety Zones

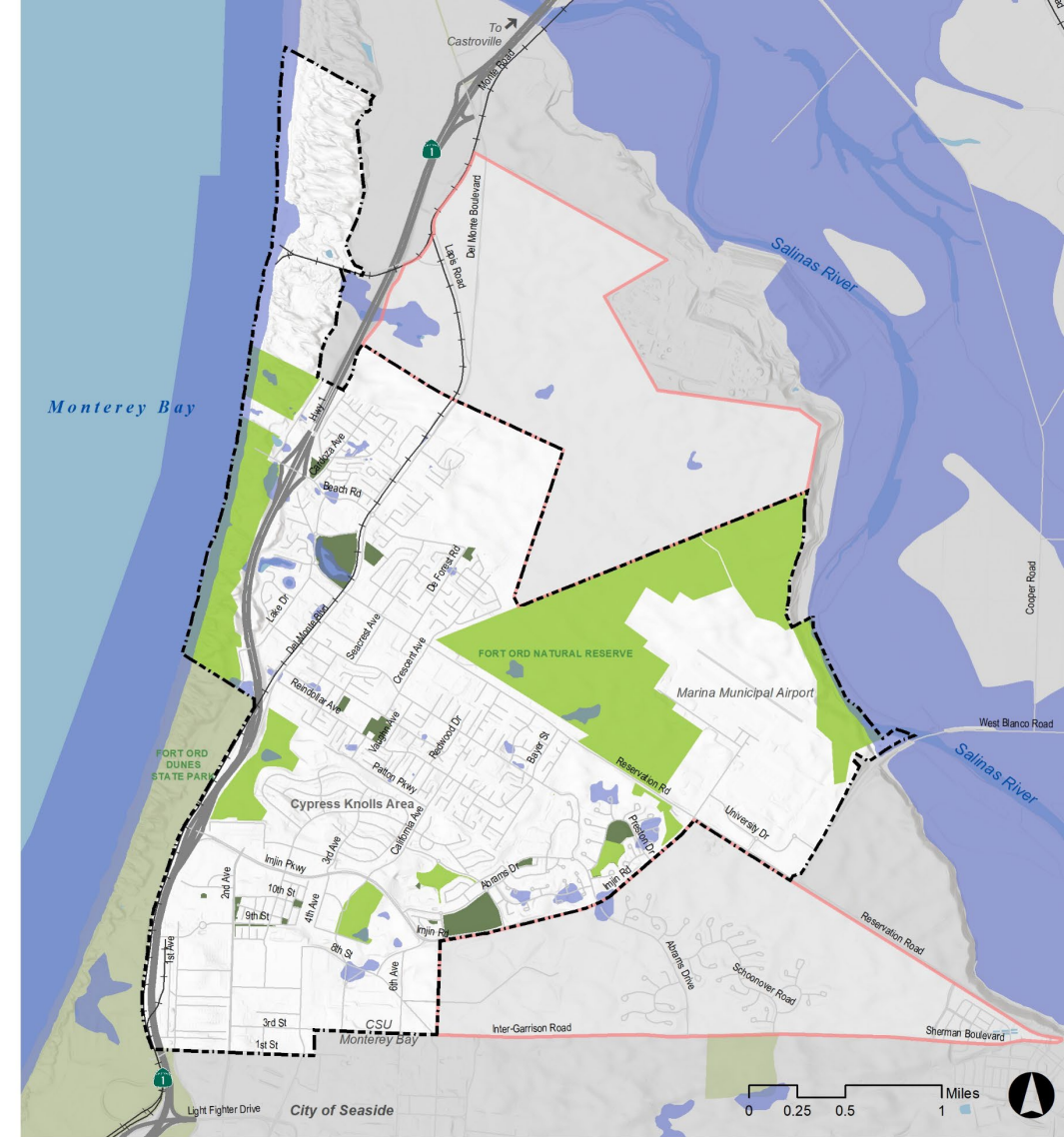
- Marina Municipal Airport Safety Zones include limitations to:
 - Prohibited land uses
 - Schools, daycare centers, libraries, hospitals and nursing homes
 - Densities
 - 0.5 du/ac residential development
 - Height of buildings
 - No >3 aboveground habitable floors
 - Additional review required for buildings >70 ft



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

100 Year Flood Zone

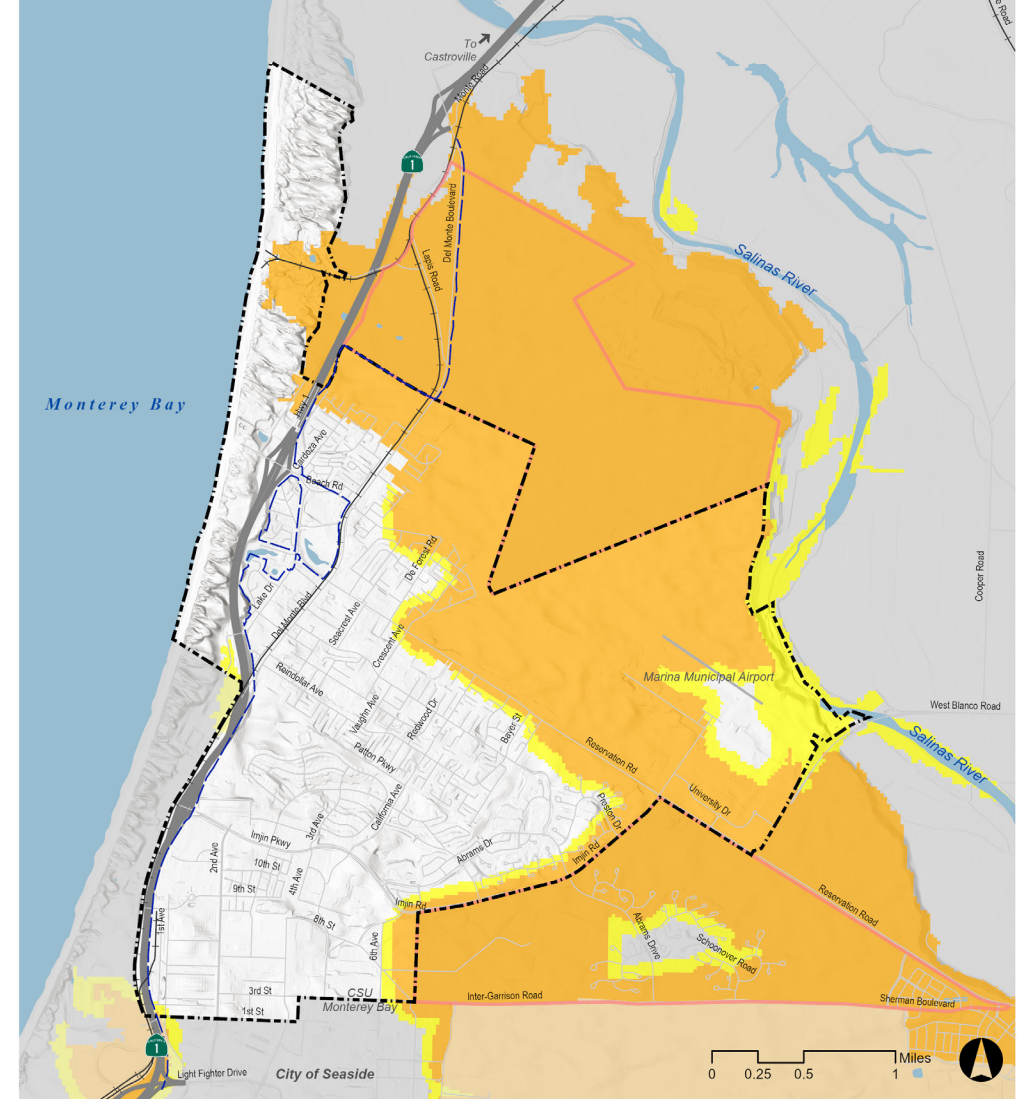
- Major flooding is limited to coastal areas and those along the Salina River, generally outside of the city.



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

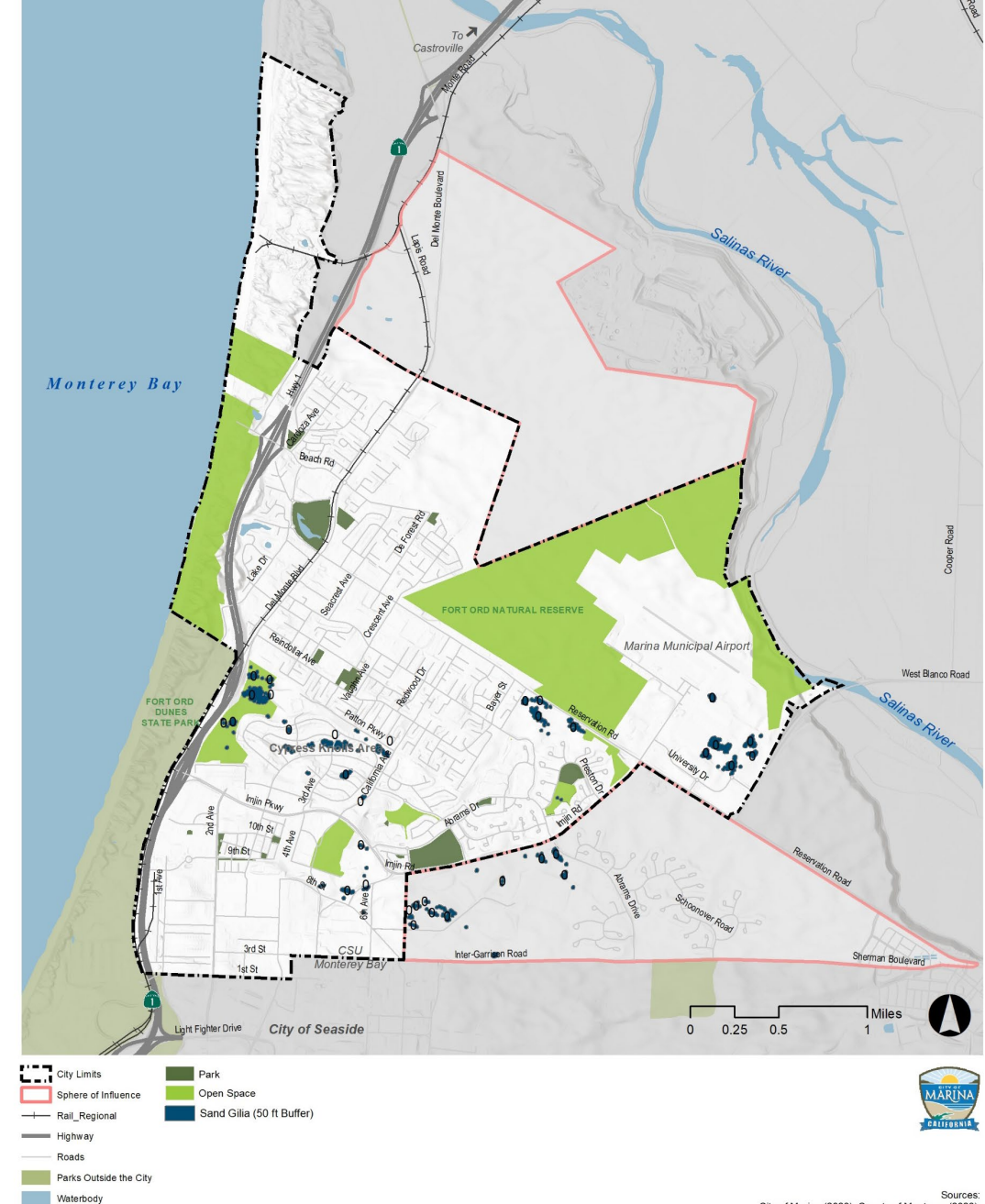
Wildfire

- Parts of the city are in “high” wildfire hazard areas
- Development can occur but with additional design and construction for fire protection



Sand Gilia (*Gilia tenuiflora* ssp. *arenaria*)

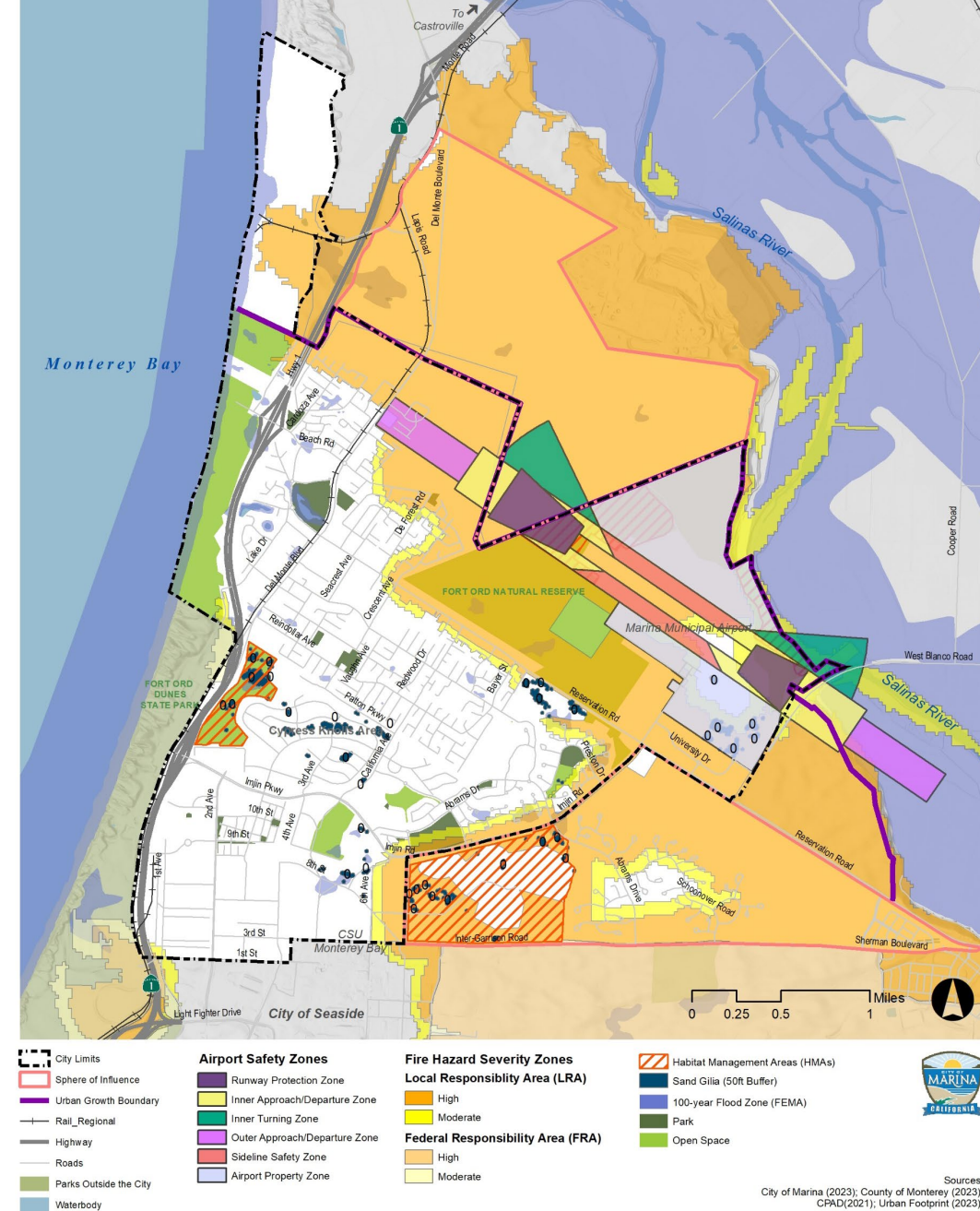
- Federally endangered and state threatened
- Known occurrences within existing HMAs, within key City-owned vacant lands, and elsewhere in Marina
- Can constrain where new growth can occur



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

Composite Constraints

- Significant portions of the city have development constraints
- These areas may require additional mitigation if development is to occur

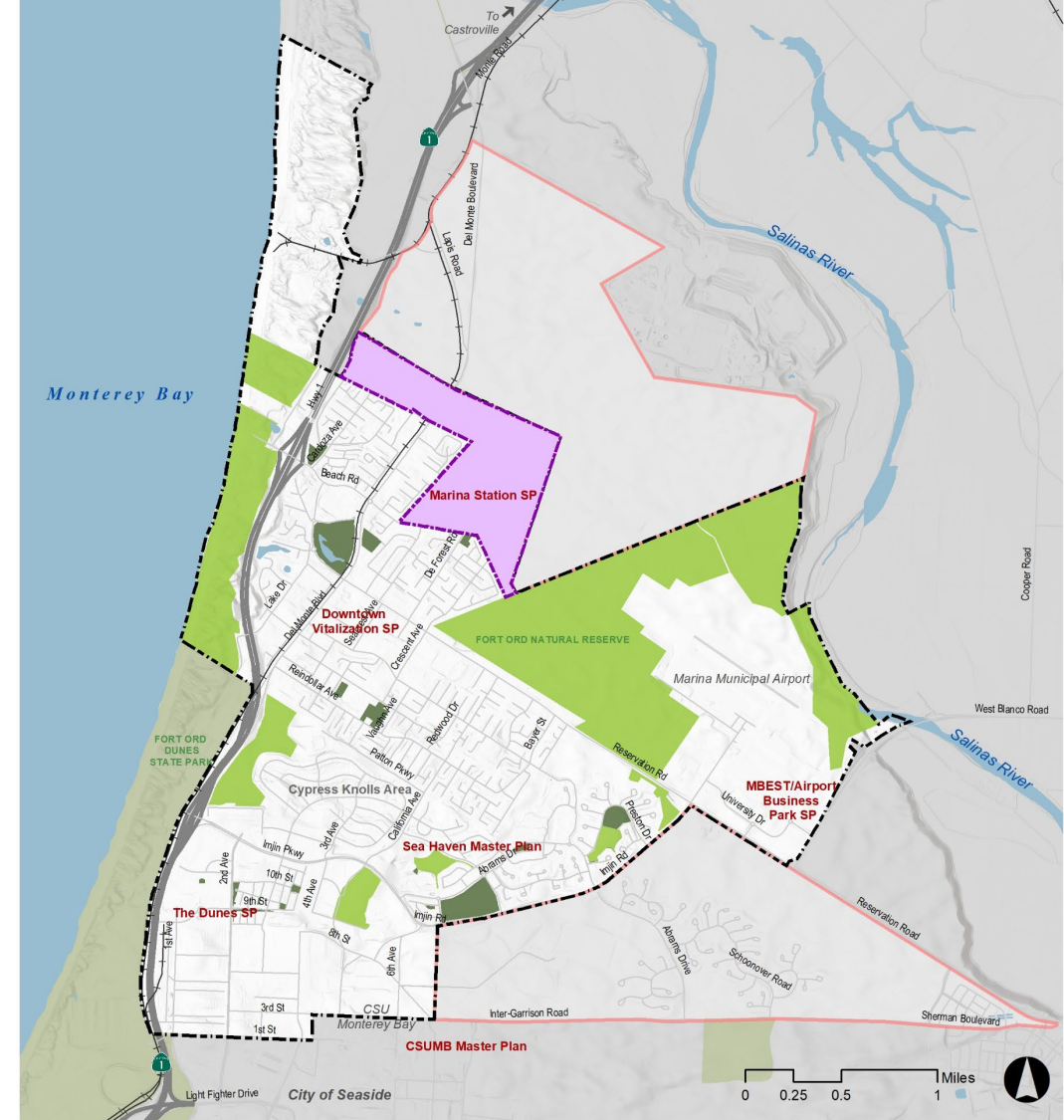


Sources:
 City of Marina (2023); County of Monterey (2023);
 CPAD(2021); Urban Footprint (2023);
 FSRJ (2022); USGS & NOAA (2016)

Major Plan Areas

Marina Station

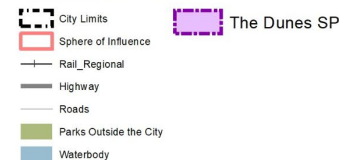
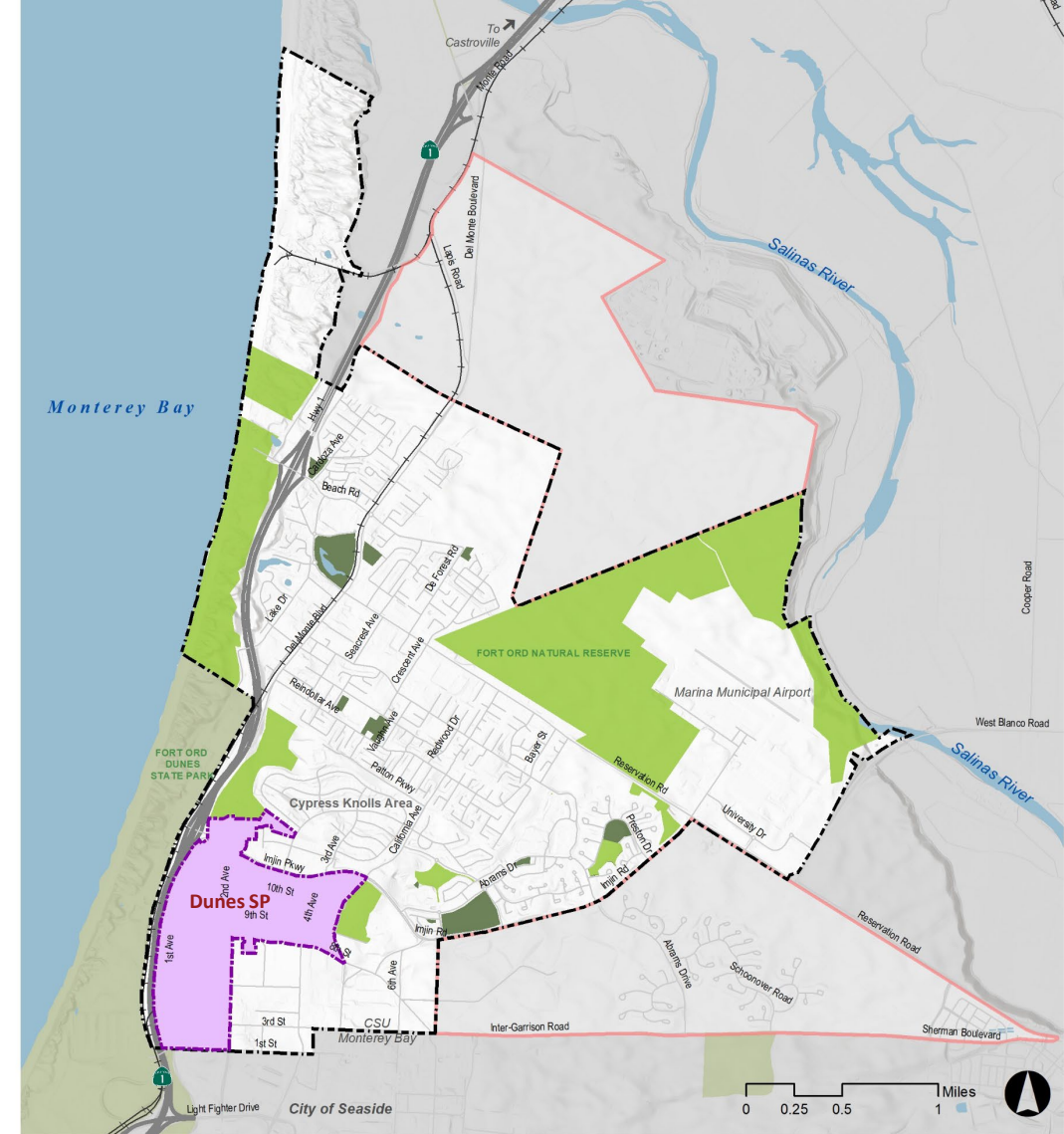
- Approved development project with:
 - 1,197 housing units
 - 60,000 square feet of retail
 - ~145,000 square feet of office
 - ~650,000 square feet of industrial
- The site is current vacant
- Phase 1/2 (351 units) expected to be issued permits in 2024
- ***No land use designation changes expected***



Sources:
City of Marina (2023); County of Monterey (2023);
CD&V/2021-1 Urban Easement (2023)

The Dunes

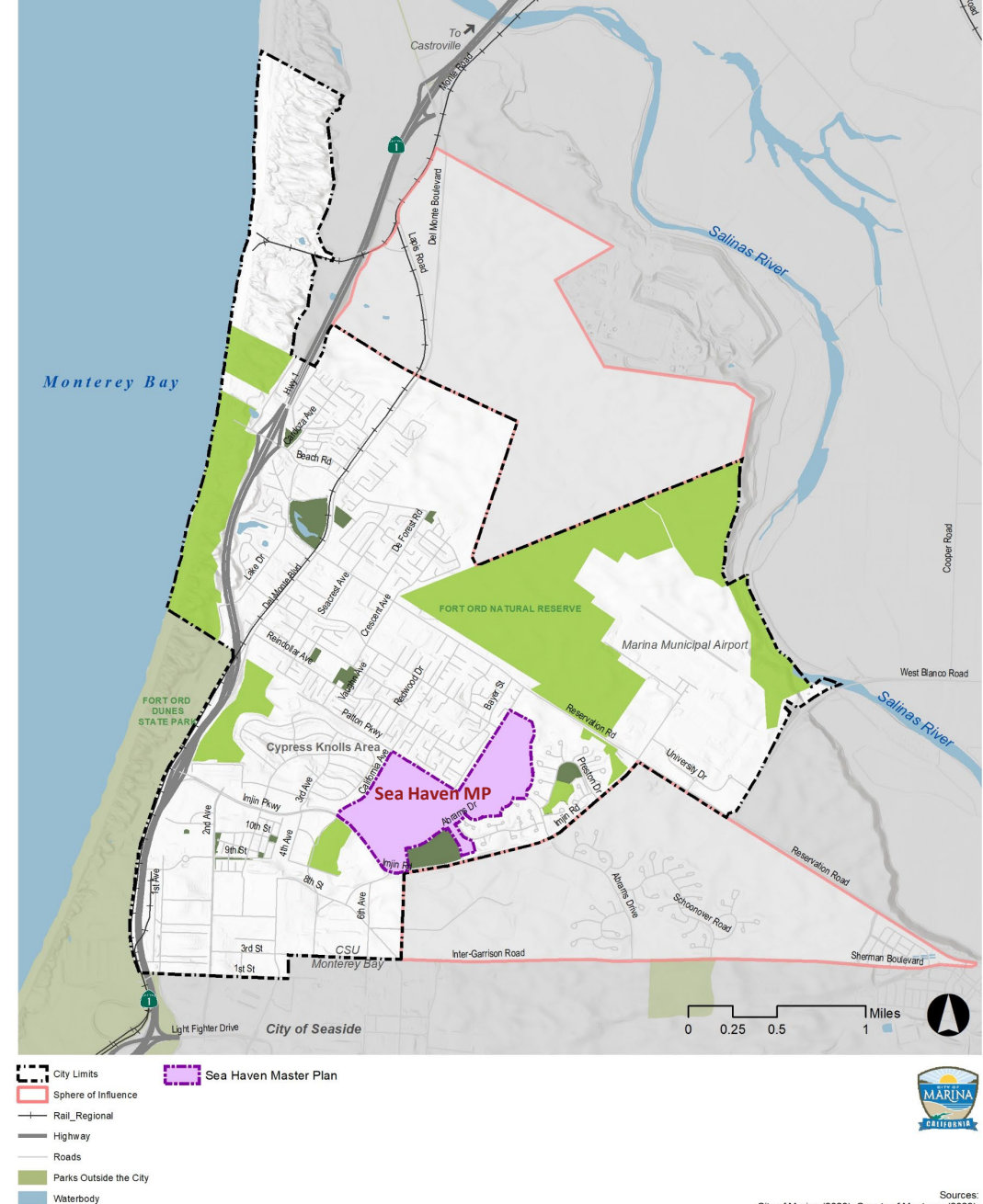
- Approved development project with:
 - 1,237 housing units
 - 1.12 million square feet of retail
 - 760,000 square feet of office
 - 500 hotel rooms
- Project is partially complete; construction is ongoing
- ***No land use designation changes expected***



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

Sea Haven

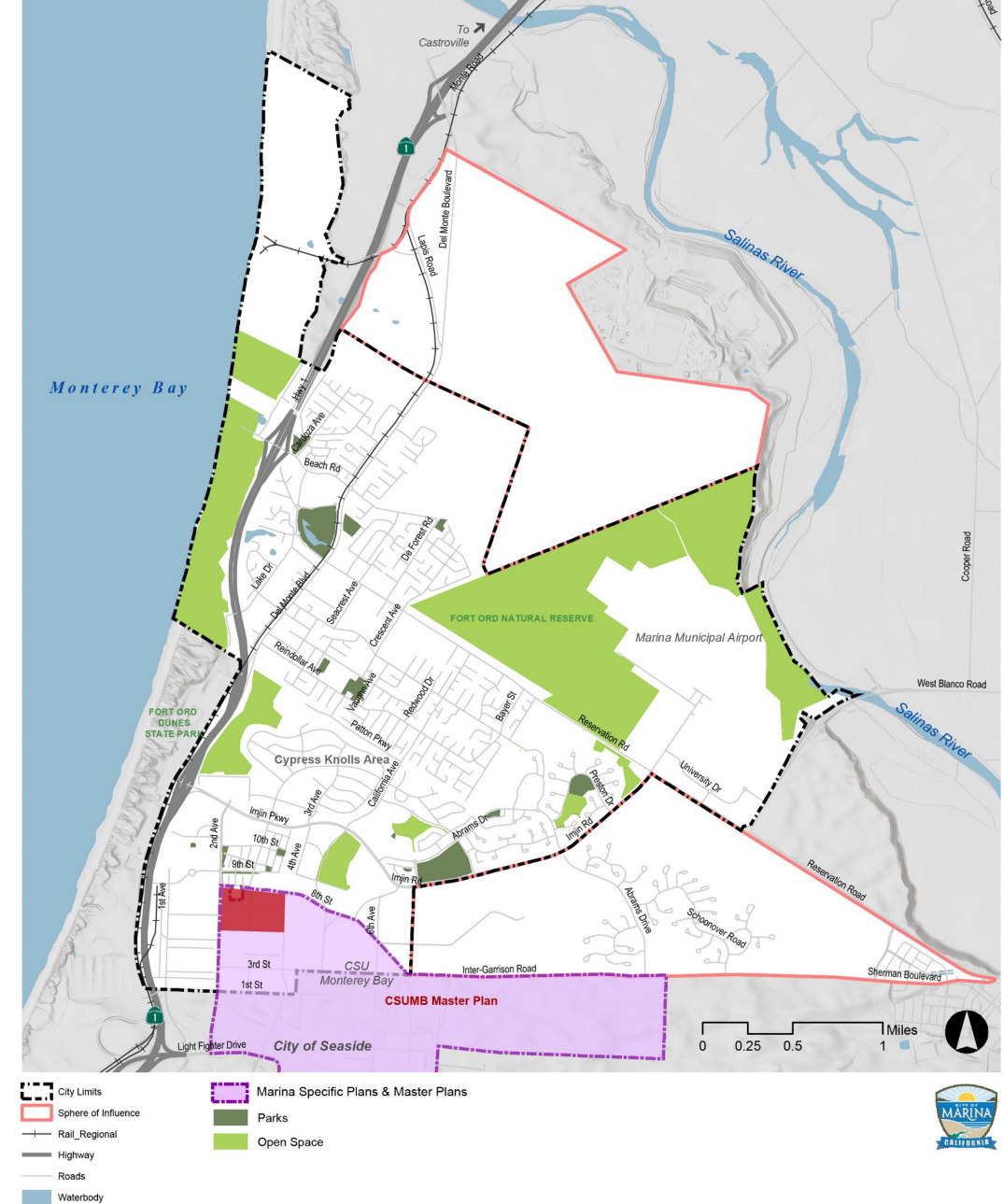
- Approved residential development project
- A 1,050 total housing units:
 - 948 single family and 102 multi-family
 - 210 below-market-rate units and 840 market-rate units
- *No land use designation changes expected*



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

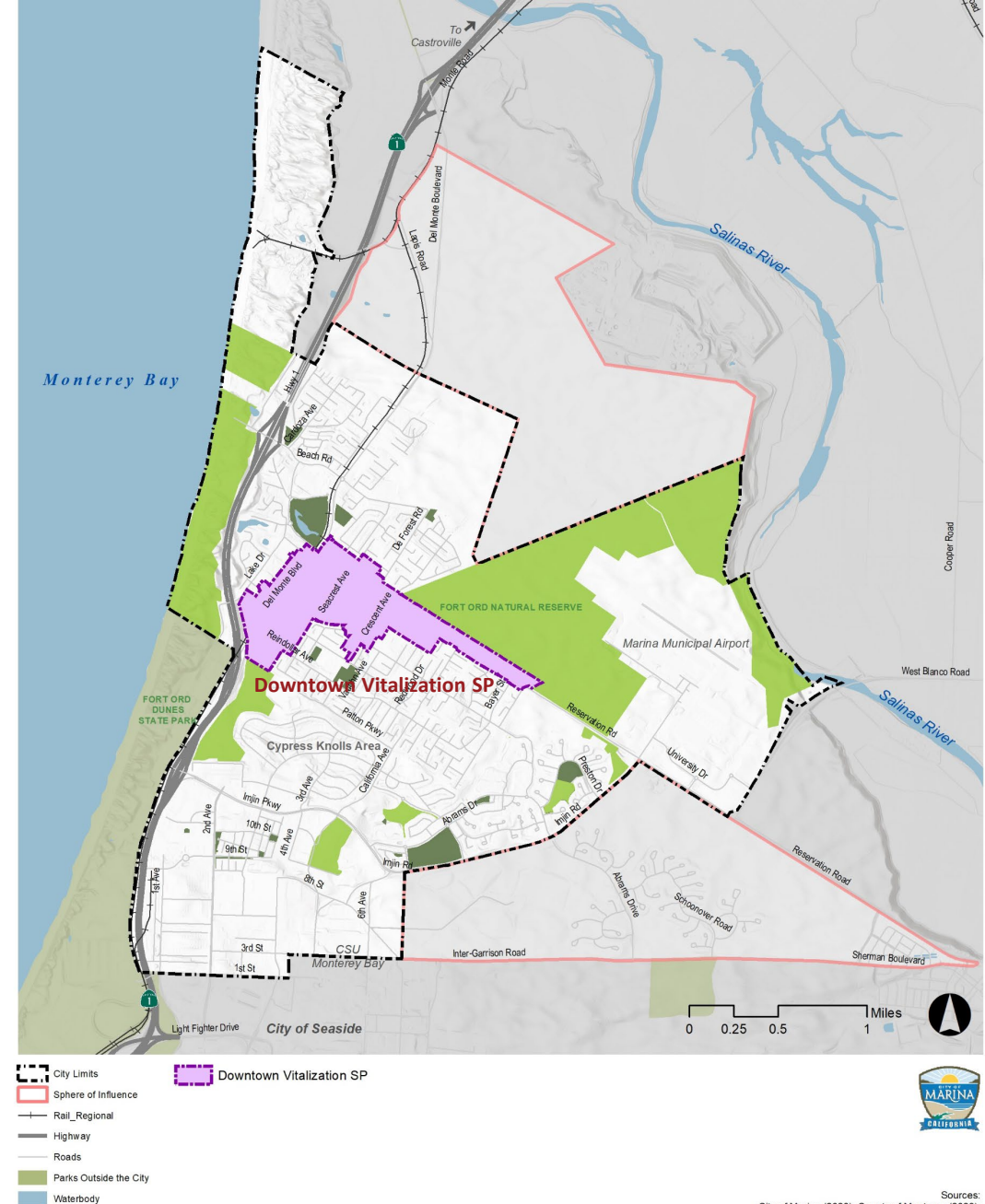
CSUMB Master Plan

- The Master Plan sets forth a vision for guiding physical development of the CSUMB campus
- The near-term developments are:
 - Student Housing Phase III (600 student housing beds)
 - Academic IV (95,000 GSF)
 - Student Recreation Center (70,000 GSF)
 - Student Housing Phase IIB (400 beds)
 - Academic V (76,700 GSF)
- ***No land use designation changes expected except for the large, vacant parking lot (red)***



Downtown Vitalization Plan

- In process plan to develop a “downtown” for Marina
- Plan will include land use regulations but not approved development projects
- The plan includes 4 zones:
 - Downtown Core
 - Transition
 - Mixed-Use Node
 - Multi-family Residential
- *No land use designation changes expected*



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

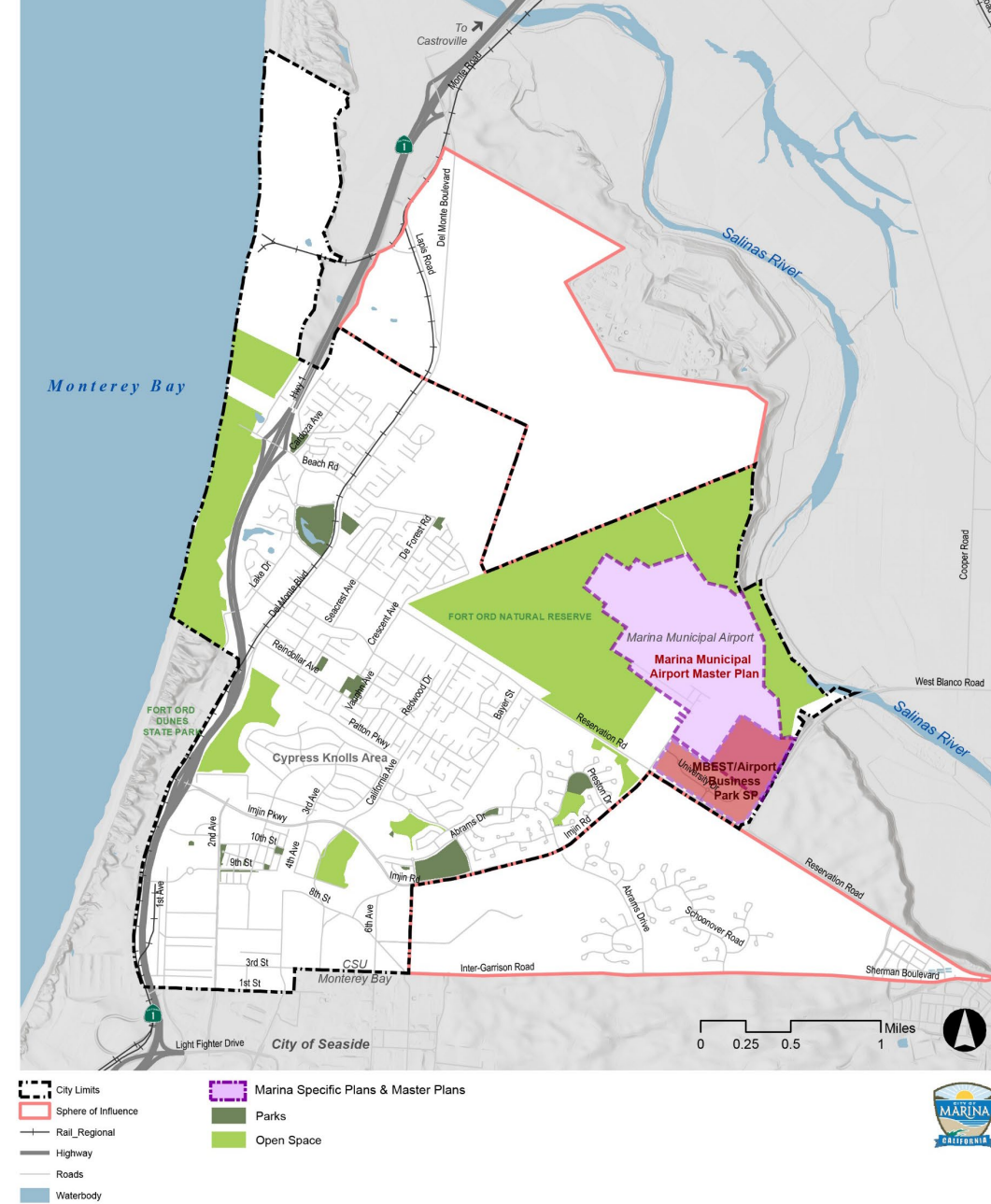
Marina Airport Specific & Master Plans

Marina Municipal Airport Business & Industrial Park/UC MBEST Center Specific Plan

- Collaboration between the City of Marina and the University of California
- The vision of the plan was to generate revenue to support the airport, combined with economic development associated with aviation and manufacturing
- UC MBEST never developed aside from one small parcel
- ***Opportunity to revisit land use designations***

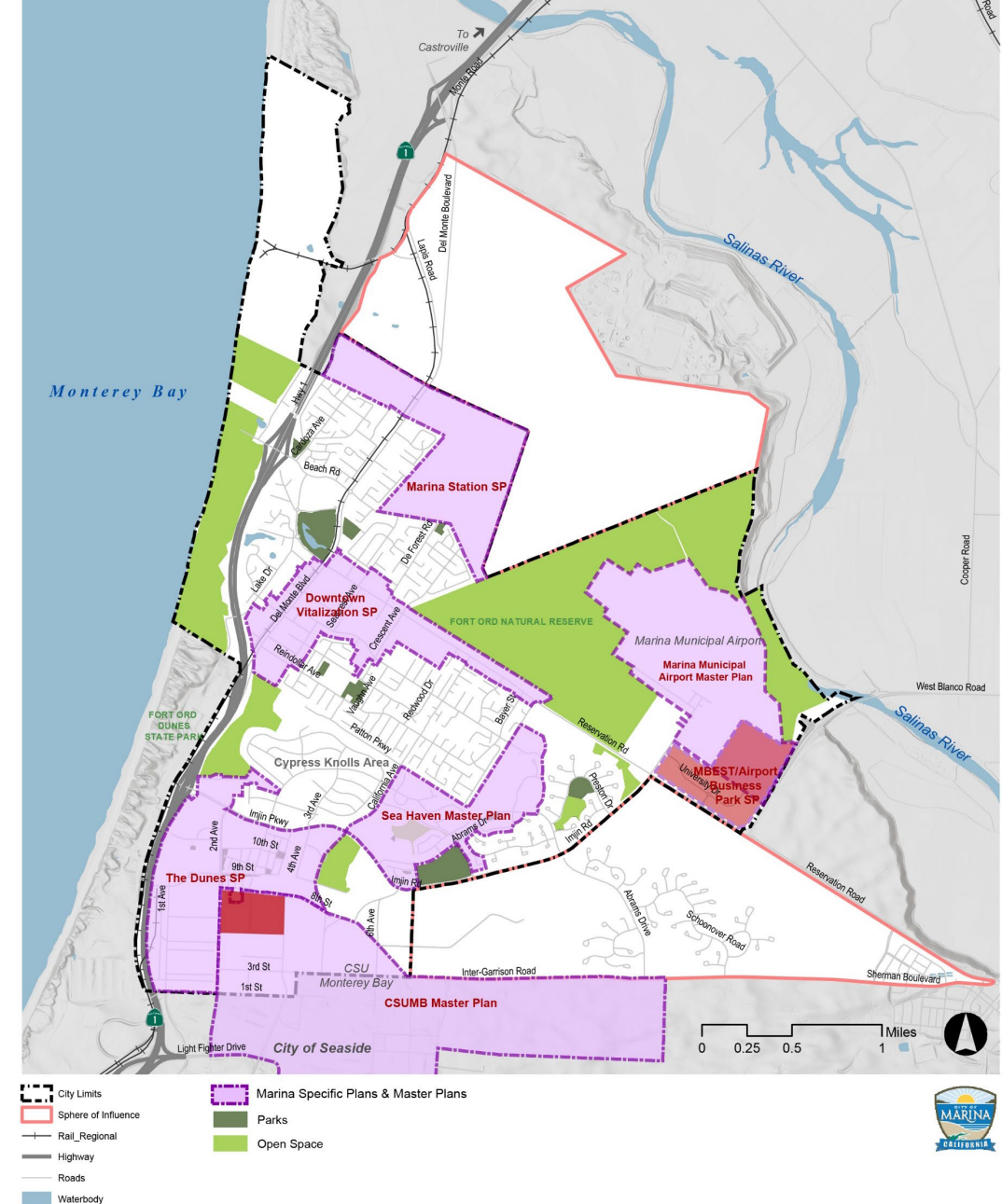
Marina Municipal Airport Master Plan

- Long term planning document for the Airport
- Goal is to provide a framework to guide possible future airport development
- ***No land use designation changes expected***



Six Major Area Plans

- More than a quarter (31%) of the City's total parcel acreage is covered by an adopted Specific or Master Plan, including much of the vacant land
 - This constrains ability to provide future land uses that the community has expressed an interest in
 - Having relatively few unplanned areas limits the City's ability to influence future growth & change
- **Areas in RED have opportunity for a new land use vision**



Potential Annexation Areas

Potential Annexation Areas

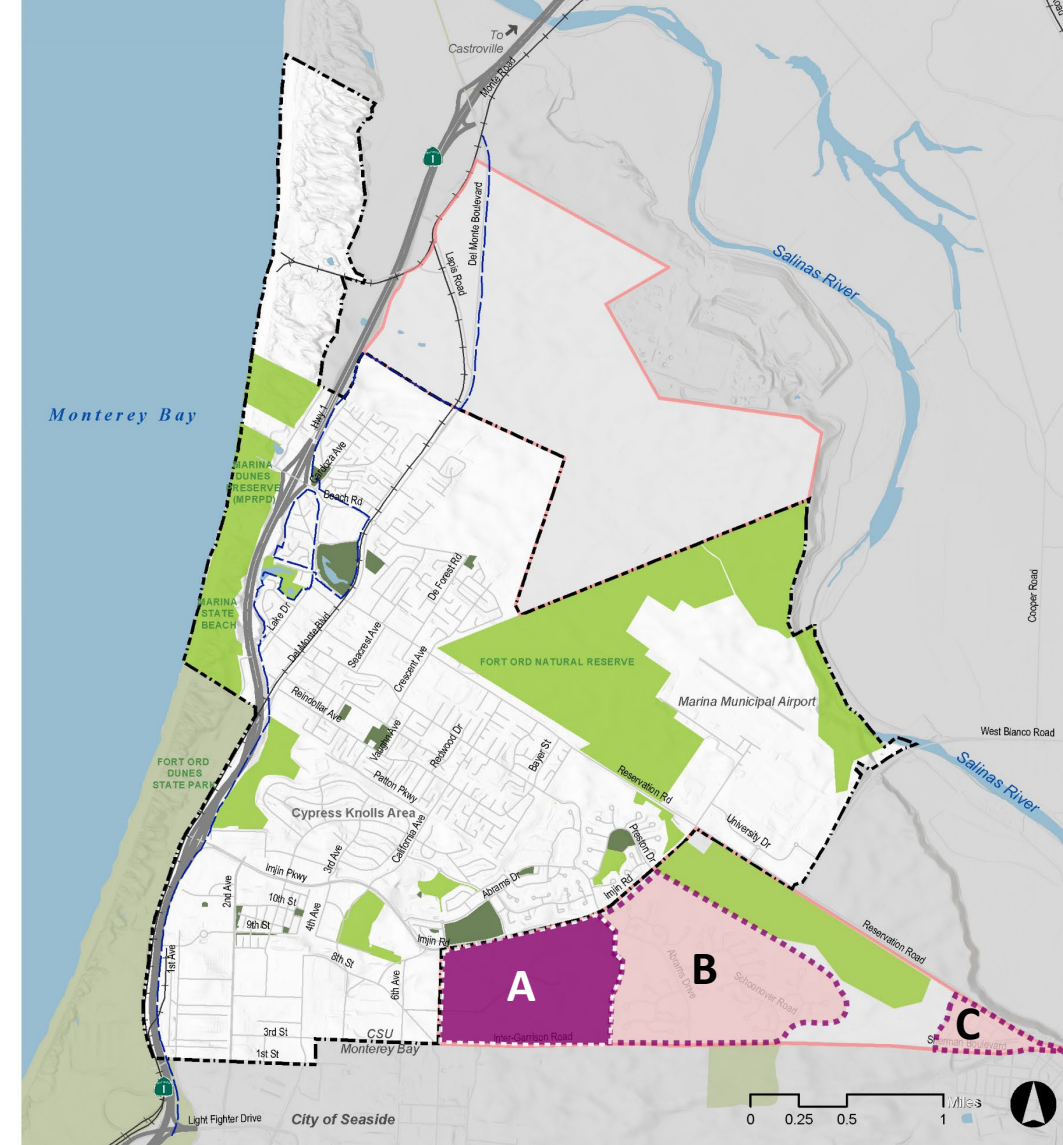
A. Former Landfill (Recommended)

B. East Campus/Schoonover Apartments (Not Recommended)

- Due to ongoing University Plans for additional student/faculty housing

C. East Garrison (Not Recommended)

- Requires contiguous land with City limits to meet LAFCO requirements for annexation and analysis shows no new development potential



Potential Development Areas

“Opportunity Areas” for a change in designation type

Parks and Open Space

No development potential:

- Public parks and protected Open Space must remain free from development for public use.



*Includes future Open Space

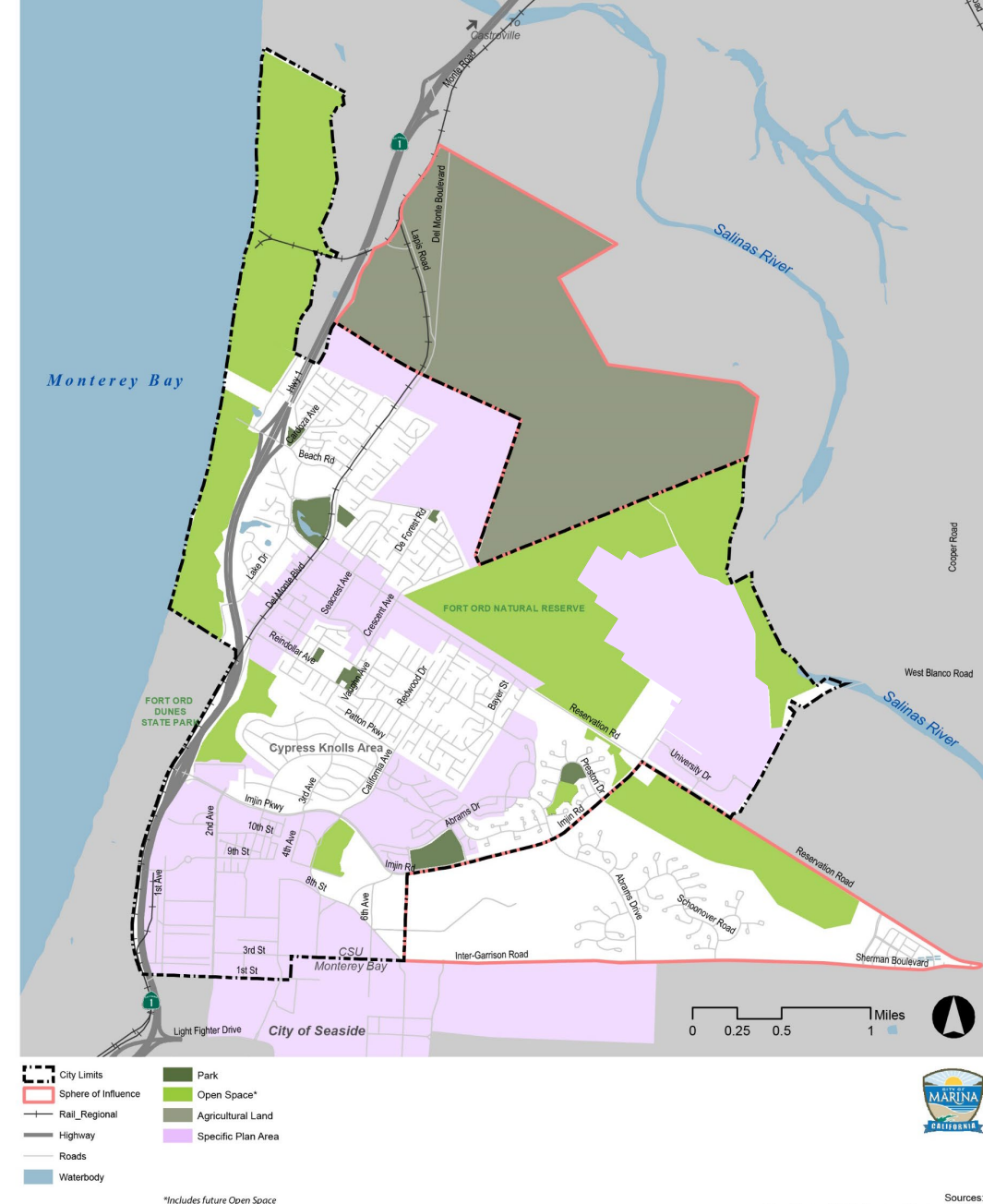


Sources:
City of Marina (2023); County of Monterey (2023);

Major Plan Areas

Limited development potential:

- Specific Plan and Master Planned areas have minimal opportunity for change, though some specific sites are opportunity areas:
 - CSUMB Parking Lots
 - MBEST+ Area

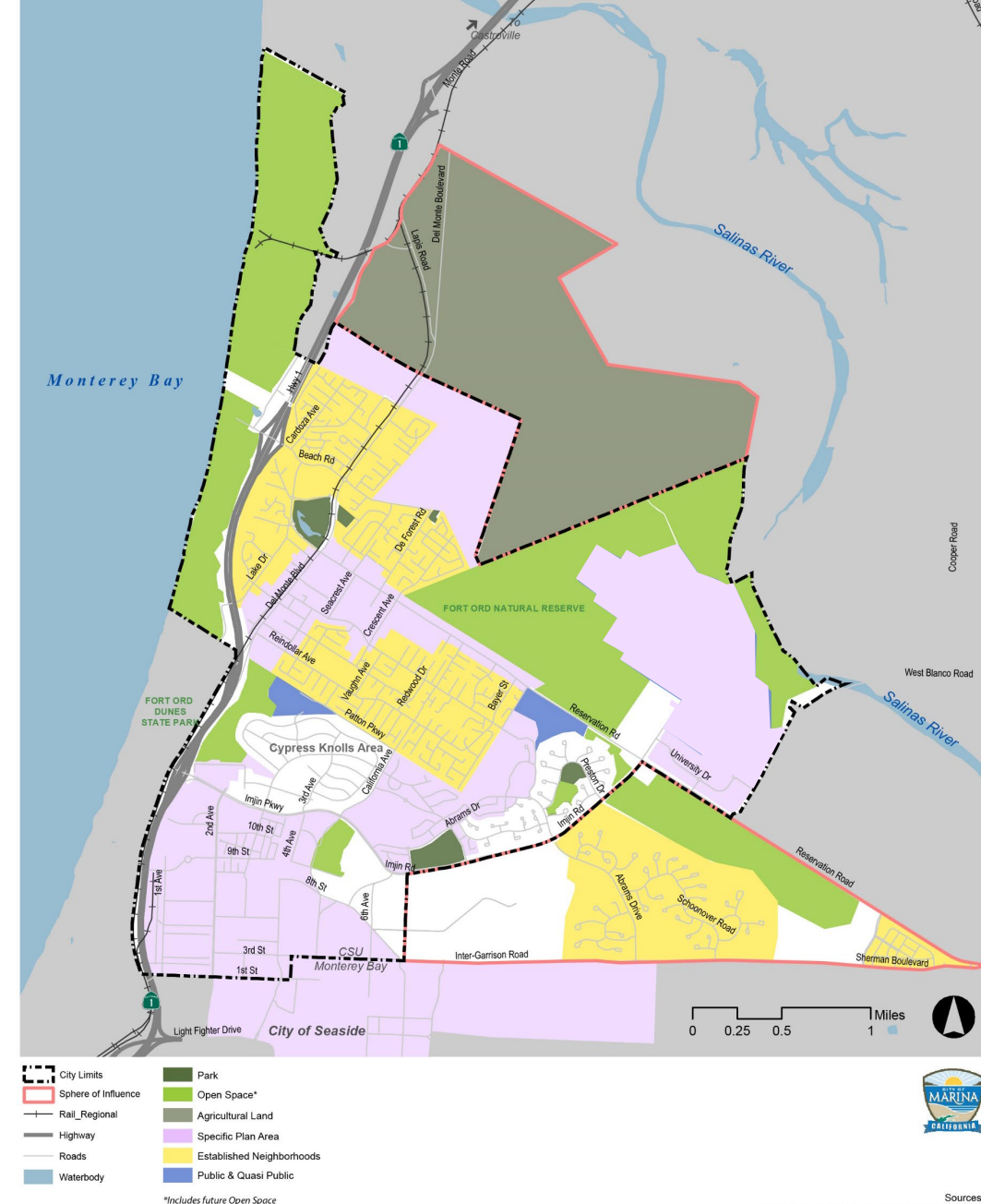


Sources

Established Residential Neighborhoods & Public Uses

Limited development potential:

- Established residential neighborhoods and public uses are unlikely to change use or see large scale development
- Infill development is possible but the area will generally remain the same



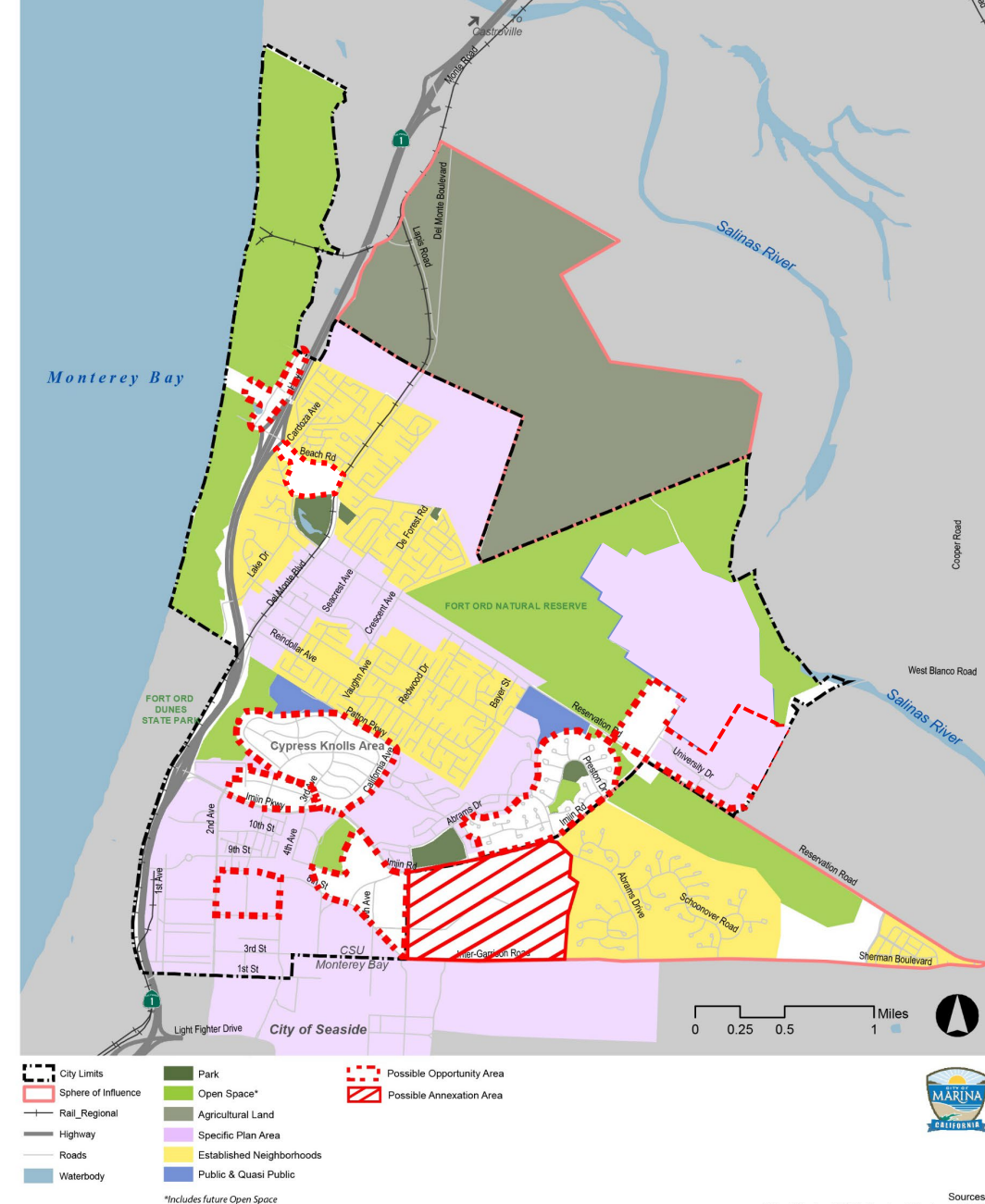
Sources:
City of Marina (2023); County of Monterey (2023);

Areas of Discussion

Land Use Change:

1. Reservation Road Gateway
2. Dunes Drive
3. Cypress Knolls
4. Imjin & 3rd Ave
5. CSUMB Parking Lots
6. 8th Street Area
7. Preston Park
8. MBEST+

Potential Annexation Area: *Landfill HMA*



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

GPAC Discussion

Discussion Questions

- Is any information missing from the analysis?
- Are these the correct Areas of Discussion?
- Should any other areas be considered?
- (if time) What is your vision for each of the areas of discussion?

Next Steps

Upcoming Events & Next Steps

- GPAC meetings and feedback
 - Review of revised Vision Statement and Guiding Principles (prior to City Council endorsement)
 - Developing vision and land use concepts for Areas of Discussion
 - Next Meeting: Thursday, November 2, 2023
- Update to **City Council** on November 14, 2023:
 - Engagement efforts to date
 - Existing conditions key findings (i.e., General Plan Drivers)
 - Draft Vision Statement and Guiding Principles
- **Workshop #4 (In Person):** Developing land use alternatives (Winter 2024)

Public Comment

Maximum of 2 minutes per person

Thank you!



Kimley Horn | Rincon | EPS