

GPAC #6: Background Materials

Land Use Alternative Concepts

April 4, 2024



GPAC #6 Meeting Objectives

1. Review the City Council's revised vision and guiding principles
2. Review and discuss the draft land use alternatives

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**

City Council Revisions to Vision and Guiding Principles

City Council Revisions

- At the February 21, 2024 meeting, City Council created a 2-member subcommittee to revise the draft vision statement and guiding principles.
- Revisions by the Mayor and CM Biala were sent to the GPAC on 3/28
- **Please share any thoughts or reactions you have to those revisions.**

City Council Revised Vision Statement

“

The City will continue to prioritize the well-being of its residents through transparent decision-making, promotion of active public participation in local government and foster effective inclusion of marginalized communities.

Marina will grow ~~into a complete and self-sufficient city with~~ strategically and carefully to develop inviting and safe neighborhoods, an active downtown, thriving commercial areas, ~~a vibrant robust~~ college district partnerships, and a strong local economy. This growth will be carefully balanced with ~~an ongoing~~ commitment to diversity, equity and inclusion of all races and cultures, affordable housing, promotion of local jobs, provision of high-quality of life recreation and public services, preservation of Marina's native biodiversity and natural areas, and protection appreciation of the ~~City's rich~~ city's foundational military history.

As a regional leader, Marina will actively help shape ~~the~~ Monterey Peninsula's sustainability efforts, innovative transportation solutions, and economic development ~~prospects. The City will continue to prioritize the well-being of its residents through transparent decision-making and by providing high-quality public services, an interconnected network of parks and open spaces, a safe transportation network, and a range of housing options for all income levels.”~~

City Council Revised Guiding Principles

Revised

- A. Community Identity.** The City of Marina embraces and will further develop our community identity as a place with distinct, attractive residential neighborhoods and commercial districts that fosters a greater sense of place and character within its beautiful coastal setting with harmony among the many racial, religious, ethnic, gender identity, and disability groups in our city.
- B. Diverse City.** We are a safe and thriving community full of unique perspectives, races, cultures, occupational backgrounds, gender identities, and ages from youth through seniors. We will seek to minimize gentrification that may displace current residents due to a high cost of housing.
- C. A sense of History.** We will demonstrate respect for Marina's history including its natural history of beaches, coastal dunes (Flandrian), plants and wildlife, its Indigenous people who once called this place their home, our rich military legacy of Fort Ord, and the significant ethnic populations that gave Marina its distinct post WWII racial diversity.

Original

Community identity. A place with distinct, attractive residential neighborhoods and commercial districts that fosters a greater sense of place and character within its beautiful coastal setting.

Diverse City. A community full of unique perspectives, backgrounds, cultures, and stages of life, where all can be safe and thrive.

A sense of history. Respect for the history of Marina and its residents, especially the military legacy of Fort Ord and the Indigenous people who once called this place their home.

City Council Revised Guiding Principles

Revised

- D. Unified Marina.** Marina is one city with equitably shared resources and appreciation for all residents regardless of their race, culture, gender identity, financial status or where they live in the city or when they moved here.
- E. Responsible Government.** City leaders including City Council, as a team, will provide transparent, inclusive and responsive city management and governance that works collaboratively and consistently with residents, businesses, non-profit organizations and other partners to solve issues and improve quality of life for our residents.
- F. Safe and Healthy Community.** Our City is proud to be safe and healthy for all residents including of provision of effective emergency services to all areas of the city, emergency preparedness and resiliency to natural disasters, accessibility to healthcare, protection against health and environmental hazards, and promotion of healthy lifestyles for employees, residents and visitors.

Original

Unified Marina. One City with shared resources and appreciation for all residents regardless of where they live, how long they've lived in the City, or their cultural background.

Responsible government. A transparent, responsive local government that works collaboratively and consistently with residents to solve issues and improve quality of life.

Safe and healthy community. A City that is safe and healthy for all residents, with fully funded police and fire services, access to holistic health care services, and reduced exposure to pollution. *(combined)*

Resilient City. A City prepared for and resilient against future disasters, including sea level rise, coastal erosion, wildfires, and earthquakes. *(combined)*

City Council Revised Guiding Principles

Revised

- G. Protection of Resources.** We will ambitiously protect our natural resources including our local native flora and fauna of coastal dunes, wetlands, grasslands, maritime chaparral, and oak woodlands that help make Marina special and use local native plants within our community's developed spaces whenever possible.
- H. Fiscal Sustainability.** Our community will have responsible financial management that enables increased funding for excellent public services and maintenance of city infrastructure, building financial reserves for emergencies, and clean financial audits.
- I. Maintenance of Infrastructure.** A City with well-designed and well-maintained public roads, parks, and city infrastructure that support safe mobility, pedestrian and bike access, ADA compliance, safe working environments, and upkeep of park landscaping.
- J. Housing Opportunities for All.** We provide a variety of appealing diverse housing types, styles, sizes, and affordability levels so that anyone can live in our community regardless of income, age, race, religion, gender, or physical abilities.

Original

Protection of resources. Conservation and preservation of natural resources, including the dunes, wetlands, and flora and fauna that make up Marina's unique surroundings.

Fiscal Sustainability. Promote continued fiscal sustainability for the City which will enable sustained, expanded funding for excellent public services and ongoing infrastructure costs. *(combined)*

High-quality facilities and services. A City committed to the provision of high-quality public facilities and services, including roads, schools, parks, healthcare, libraries, public gathering spaces and other amenities for residents of all incomes and ages. *(combined)*

Maintenance of infrastructure. A City with well-designed and well-maintained public roads and infrastructure that support mobility, recreation, and safety over the long run throughout Marina.

Housing opportunities for all. A mix of appealing housing types, sizes, and affordability levels so that anyone can live in Marina, regardless of income, age, or physical ability.

City Council Revised Guiding Principles

Revised

- K. Strong and Diversified Economy.** We are a strong and diverse local economy that provides a broad array of living-wage jobs for all people in all walks of life wages including students, young adults, families, racial and ethnic minorities, and young professionals.
- L. Promote Development Consistent with Our Urban Growth Boundary.** Marina commits to remaining a compact city that prioritizes development within the City’s empty lots or remodeling/repurposing current buildings before expanding growth into agricultural and natural areas.
- M. Municipal Airport Innovation and Maintenance.** The Marina Municipal Airport will attract innovative aviation and other businesses to create good jobs, enhance our City’s economy, contribute to the regional economy, and provide funding to sustain quality maintenance of airport assets.
- N. A Walkable and Bikeable Place.** Marina will thoughtfully increase and maintain our sidewalks, bike paths, and road intersections to allow everyone to safely walk and bike to schools, libraries, health facilities, parks, community centers, shops, and services.

Original

Strong and diversified economy. A strong and diverse local economy that provides a broad array of living-wage jobs for people in all life stages—including students, young adults, families, and mid-career professionals.

Promote infill development. A compact City that promotes infill development before the outward expansion of the City into undisturbed greenfield areas.

N/A

A walkable and bikeable place. A thoughtfully designed City that allows residents and visitors to safely walk and bike to shops, services, community facilities and parks.

City Council Revised Guiding Principles

Revised

- O. Effective Road and Mass Transit Network.** We will progress toward a higher quality, multi-modal, transportation network that includes well-designed, well-maintained streets, roundabouts, and intersections, as well as reliable mass-transit with adequate stops/stations that provide easy access to all locations in and around Marina.
- P. Connected Parks and Trails.** We will use Fort Ord Trails and Greenway routes and other opportunities for an interconnected network of parks, open spaces, and recreation trails for easy access to beaches and other passive and active recreation in and around Marina.
- Q. Regional Leader.** A regional leader that influences decision-making related to infrastructure, transportation and transit, the environment, the economy, and the principles of Diversity, Equity and Inclusion (DEI).

Original

Effective transportation networks. A high-quality roadway network combined with frequent and cost-effective transit that serves residents and facilitates easy access to locations within and outside of the City.

Connected parks and trails. A complete and interconnected network of parks, open spaces and recreational trails that provide regular access to the beach/ocean and ample opportunities for passive and active recreation within and adjacent to Marina.

Regional leader. A regional leader that influences decision-making related to infrastructure, transportation and transit, the environment, and the economy.

Land Use Alternatives Background

Alternatives Process

1. *Identify areas of the city where no change is needed in land use designations*
2. *Identify areas where there could be different land uses or development intensities (i.e., potential change in designation)*
3. For the Areas of Discussion, develop one or more concepts for 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. **Compare the detailed “alternative” land use concepts**
6. Select preferred land use concept and update General Plan map

Development Constraints

Key policy constraints:

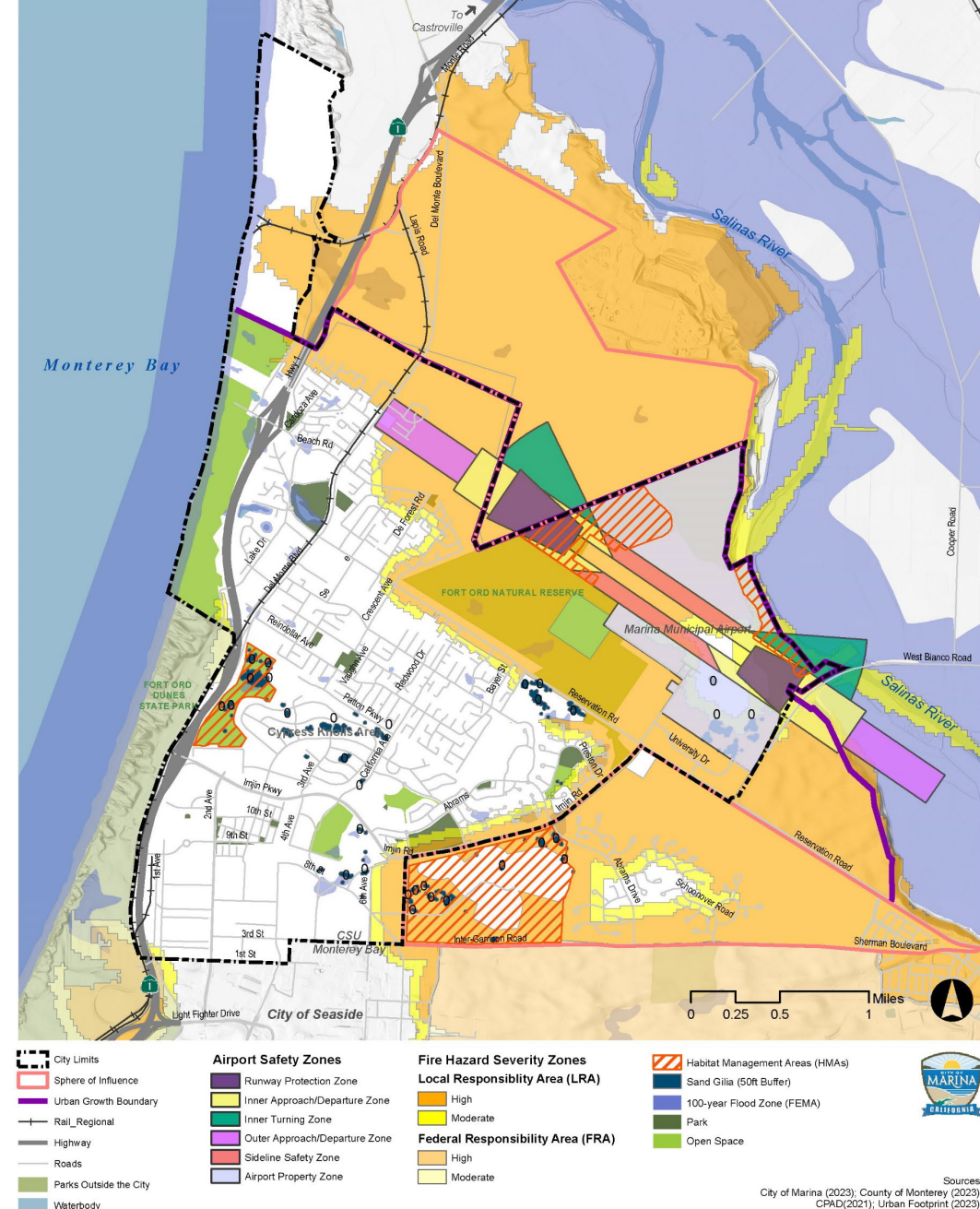
- Urban Growth Boundary
- Airport Safety Zones

Key natural constraints:

- Habitat Management Areas (HMA) and protected open spaces
- Sand Gilia 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);

Water Supply Considerations

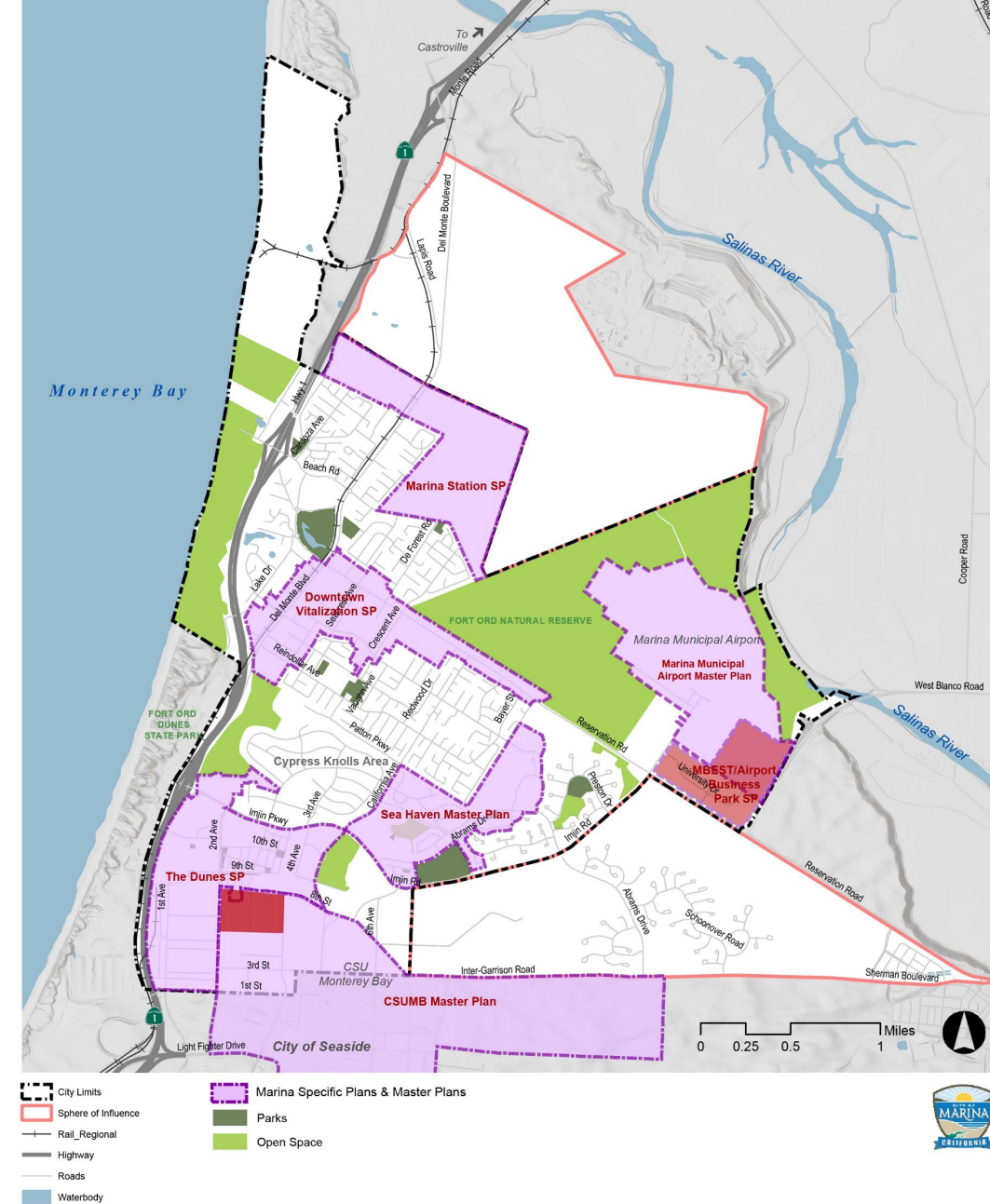
- Central Marina is not projected to exceed its supply within the General Plan timeframe (2040 demand = 2,964 AFY | 2040 supply = 4,440 AFY)
 - Demand includes a maximum buildout of the Downtown Vitalization Plan and infill in North & Central Marina
- Recent findings indicate that the former Fort Ord 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

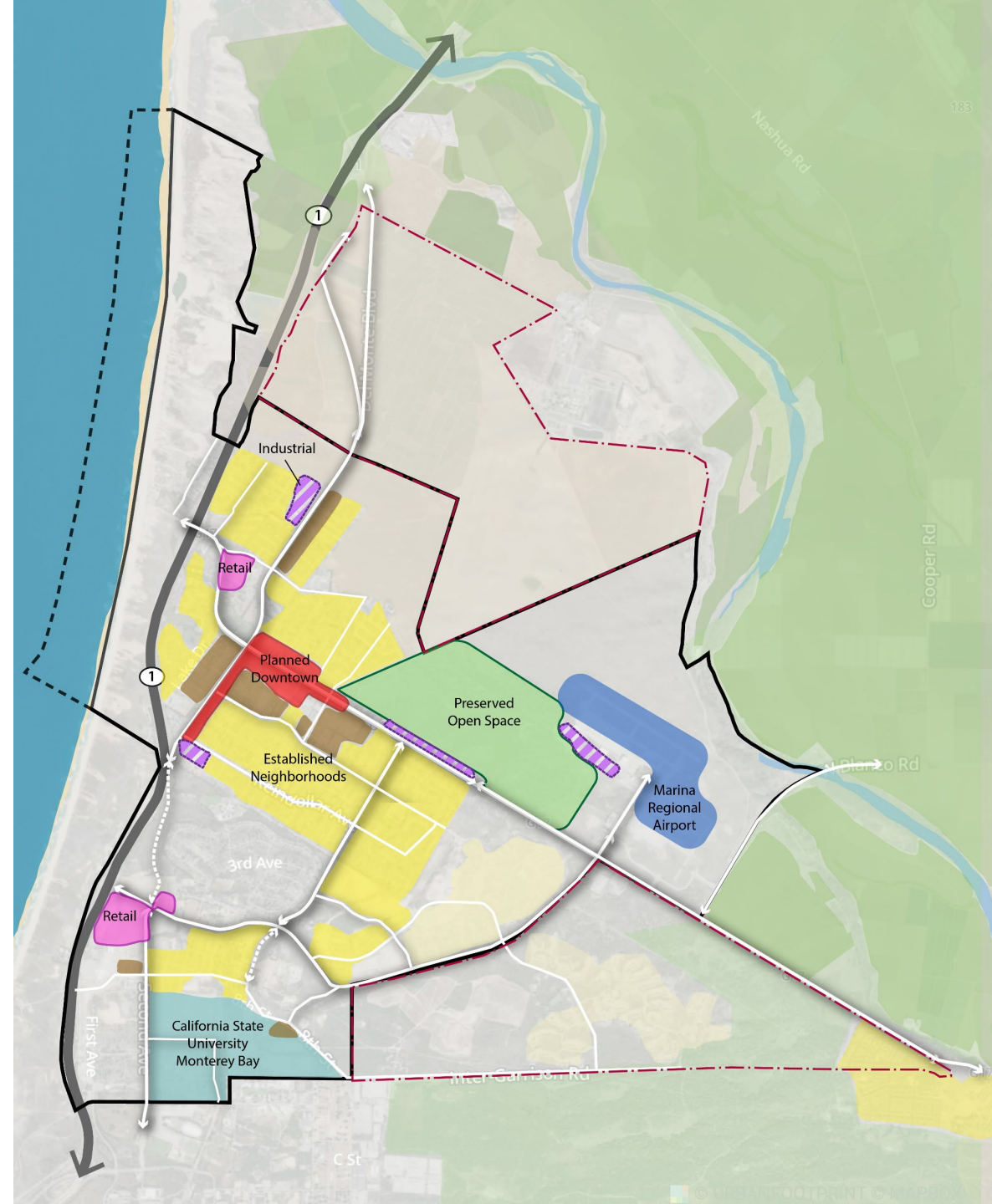
Six Major Area Plans

- 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*

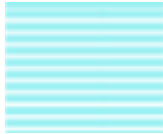





How Complete is Marina? Missing Land Uses

- **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



Commercial & Mixed Uses

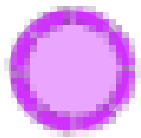


Hotels/Lodging/Visitor-Serving



Revenue-Generating Commercial

Auto sales, outlet stores, destination shopping mall



Mixed-Use Area

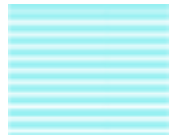
2-3 story vertical or horizontal mixed use, residential or office / retail



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,

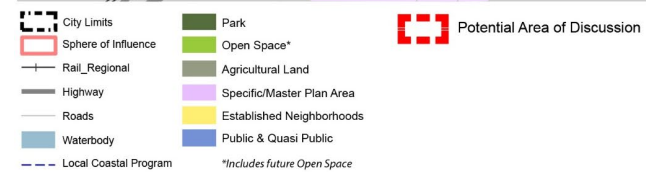
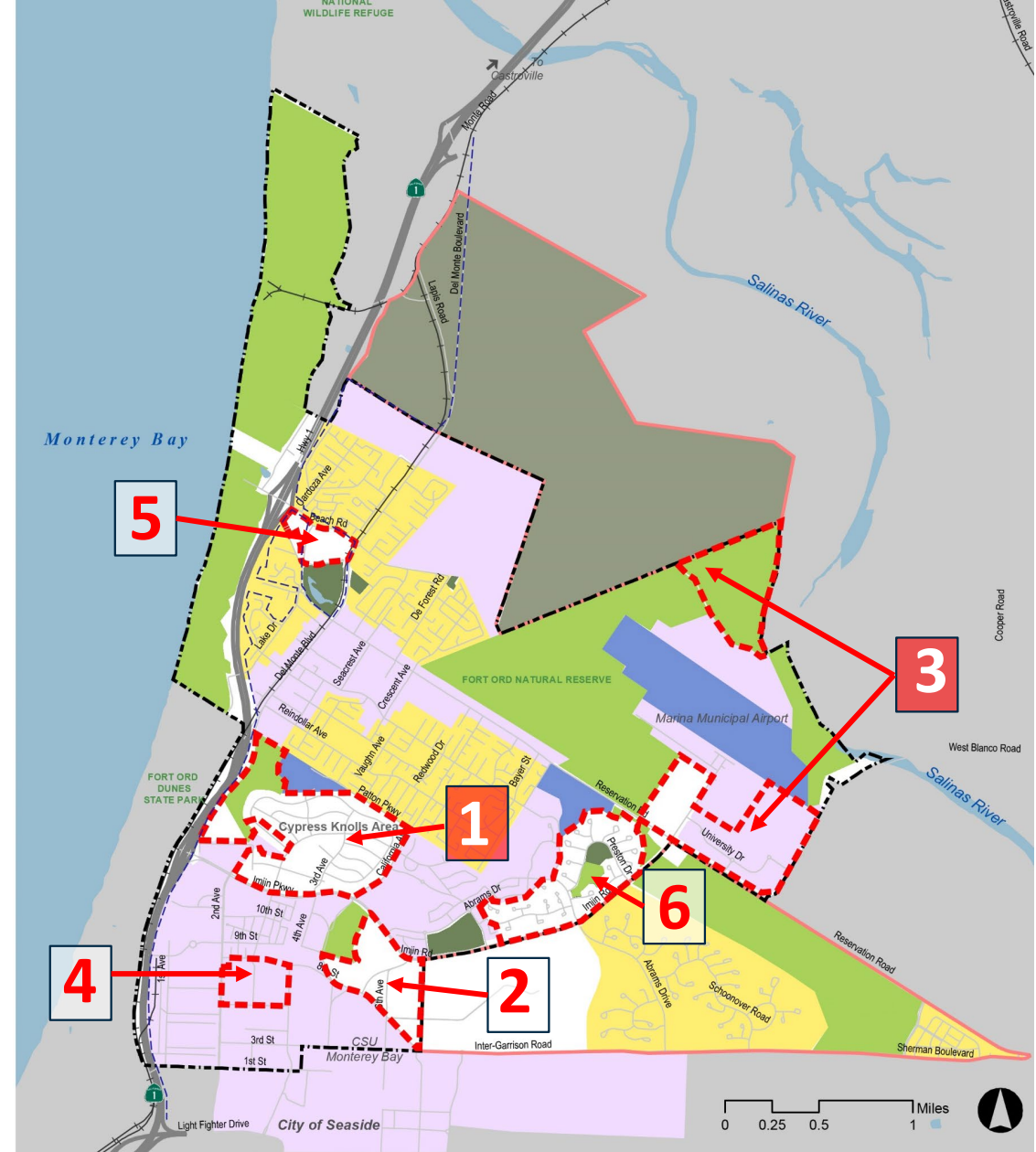


Land Use Alternative Concepts

Ideas for Community Feedback

Areas for Land Use Alternatives

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



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

Keep in Mind as We Review

- For each area, do you agree with the mix of land use options presented? Did we miss a big idea or concept?
- For each area, what is your vision for the future character and scale of development?
- How do we want to build out as a community? What future land uses will support the community's desired quality of life? How dense do we want to be?

#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

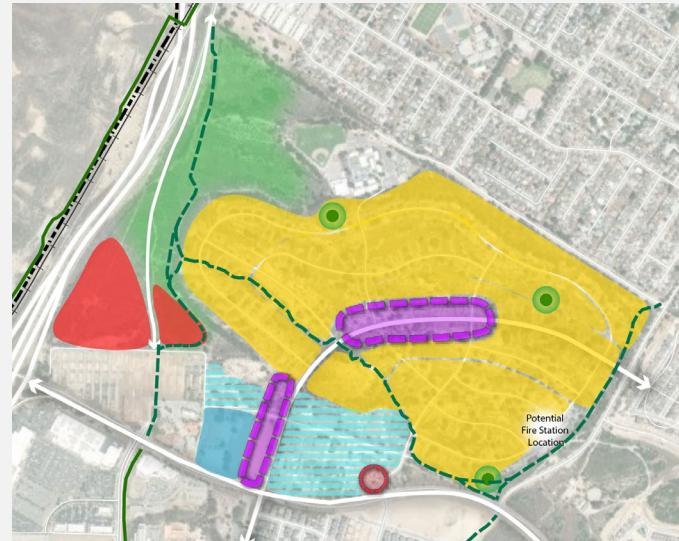
Note: the regional retail and Habitat Management Area shown on the west side are the same across all three alternatives.

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

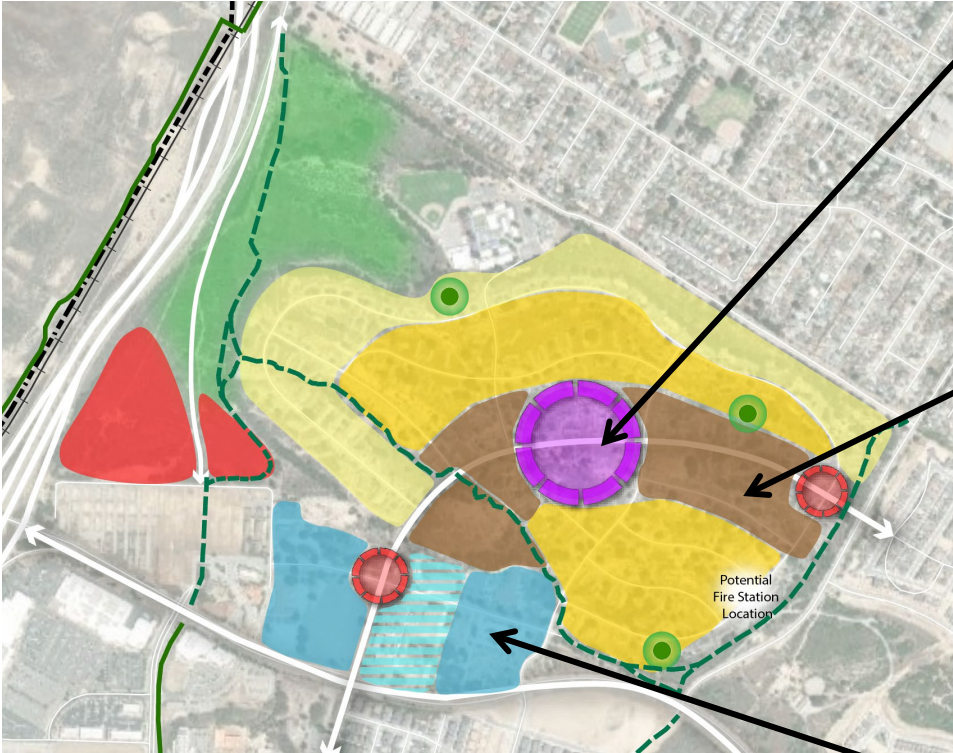


- Two mixed-use and supportive retail nodes on opposite ends
- Two distinct residential neighborhoods; a lower-density and a higher-density portion
- Shopping center on Imjin Parkway

Alternative #1: Mixed-Use Center and Medical (Community Charrette)

#1 Cypress Knolls Plus

- Two-story mixed-use center around a major public town square
- Mix of housing, decreasing density moving away from the area's center
- Small retail nodes on either end of 3rd Street
- Institutional and office off Imjin; potentially a medical campus



Housing

Missing Middle

Multifamily

Activity Center

Mixed-Use

Retail/Ent.

Commercial

Revenue

Visitor

Employment

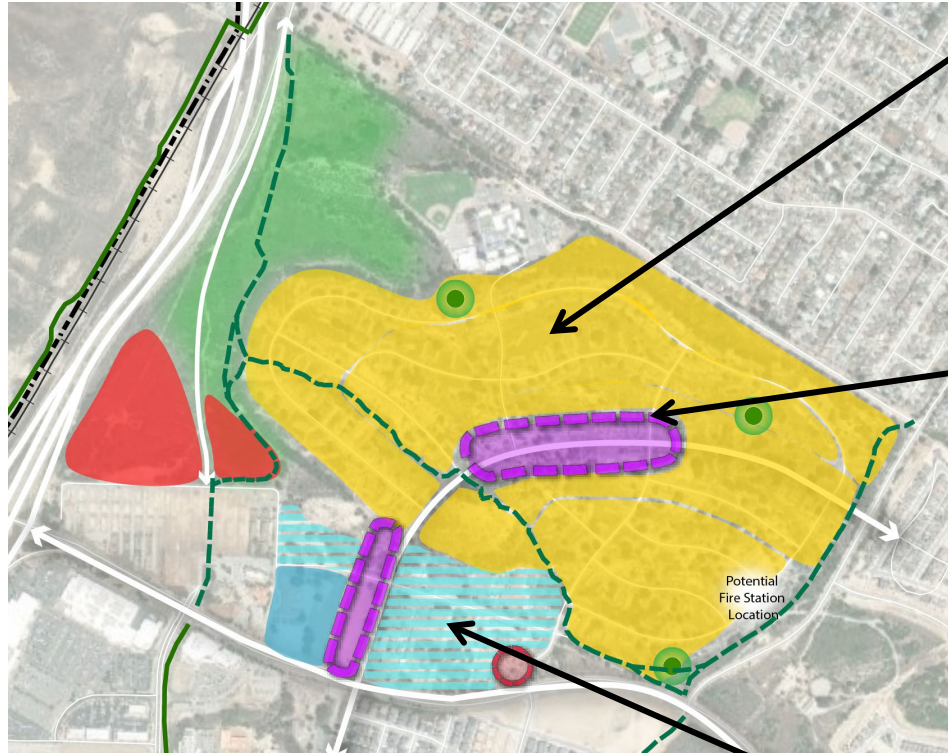
Low

High

Alternative #2: Missing Middle & 3rd Ave Corridor

#1 Cypress Knolls Plus

- Active, mixed-use corridor that runs from Imjin into the heart of Cypress Knolls (mostly live/work and horizontal mixed-use)
- All Missing Middle housing
- Significant expansion of the MPC campus/larger institutional area; potentially a performing arts center



	<u>Housing</u>
Missing Middle	<div style="width: 100%; height: 15px; background-color: #0070C0;"></div>
Multifamily	<div style="width: 0%; height: 15px; background-color: #0070C0;"></div>

	<u>Activity Center</u>
Mixed-Use	<div style="width: 75%; height: 15px; background-color: #0070C0;"></div>
Retail/Ent.	<div style="width: 25%; height: 15px; background-color: #0070C0;"></div>

	<u>Commercial</u>
Revenue	<div style="width: 50%; height: 15px; background-color: #0070C0;"></div>
Visitor	<div style="width: 0%; height: 15px; background-color: #0070C0;"></div>

	<u>Employment</u>
Low	<div style="width: 25%; height: 15px; background-color: #0070C0;"></div>
High	<div style="width: 0%; height: 15px; background-color: #0070C0;"></div>

Alternative #3: Two Neighborhoods & Two Centers

#1 Cypress Knolls Plus

- Two mixed-use and supportive retail nodes located on opposite ends of two distinct residential neighborhoods; a lower-density and a higher-density portion
- Higher-density housing in the southeast
- Office/flex employment by Imjin Pkwy and 3rd Ave



Housing

Missing Middle	<input type="checkbox"/>
Multifamily	<input checked="" type="checkbox"/>

Activity Center

Mixed-Use	<input checked="" type="checkbox"/>
Retail/Ent.	<input checked="" type="checkbox"/>

Commercial

Revenue	<input checked="" type="checkbox"/>
Visitor	<input type="checkbox"/>

Employment

Low	<input checked="" type="checkbox"/>
High	<input type="checkbox"/>

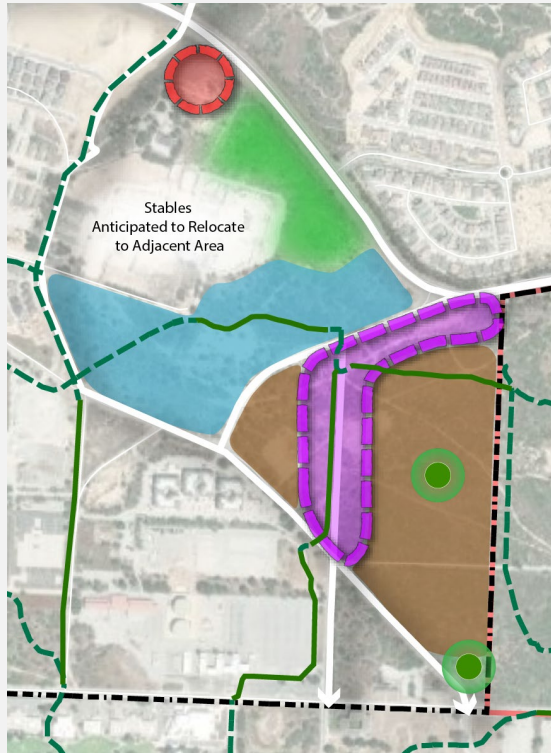
#2 8th Street Area

- 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



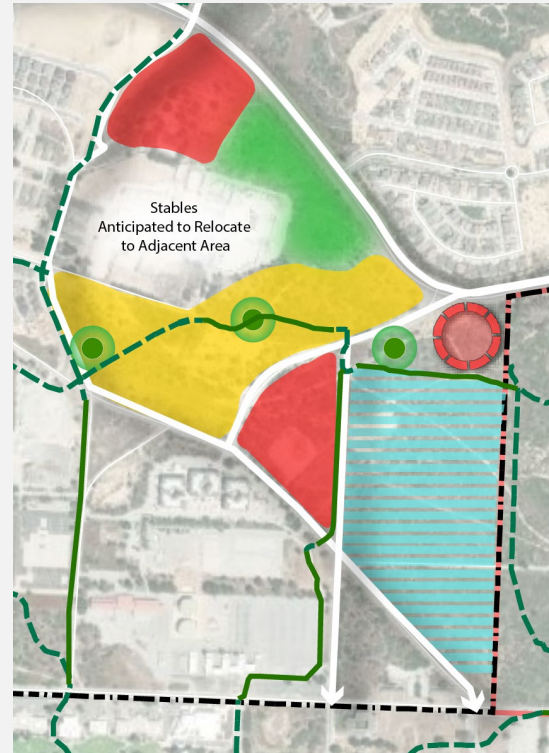
#2 8th Street Area

New Neighborhood



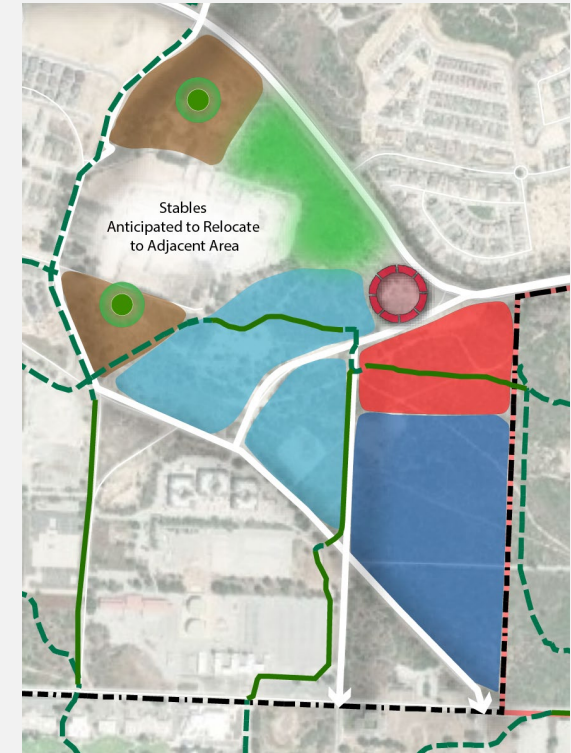
Mixed-use corridor along 6th Ave, surrounded by higher-density residential neighborhoods that could serve students. Office/flex by the stables.

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.

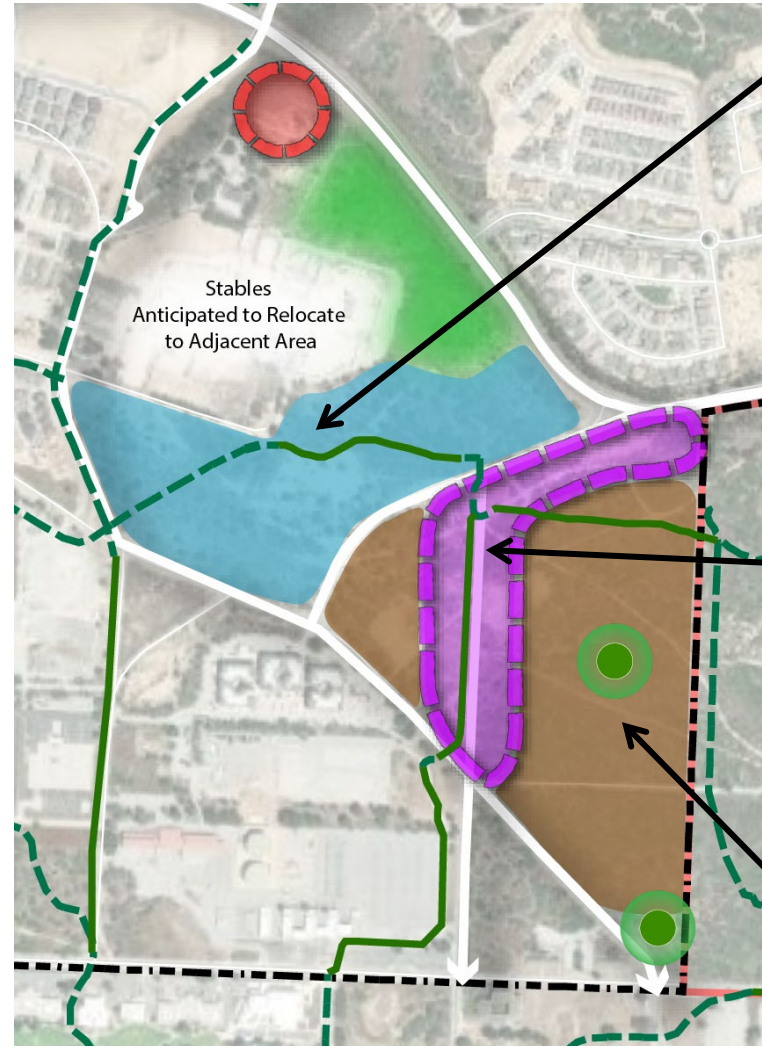


Alternative #1: New Neighborhood

#2 8th Street Area

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

<u>Housing</u>		<u>Activity Center</u>	
Missing Middle	<input type="checkbox"/>	Mixed-Use	<input type="checkbox"/>
Multifamily	<input type="checkbox"/>	Retail/Ent.	<input type="checkbox"/>
<u>Commercial</u>		<u>Employment</u>	
Revenue	<input type="checkbox"/>	Low	<input type="checkbox"/>
Visitor	<input type="checkbox"/>	High	<input type="checkbox"/>

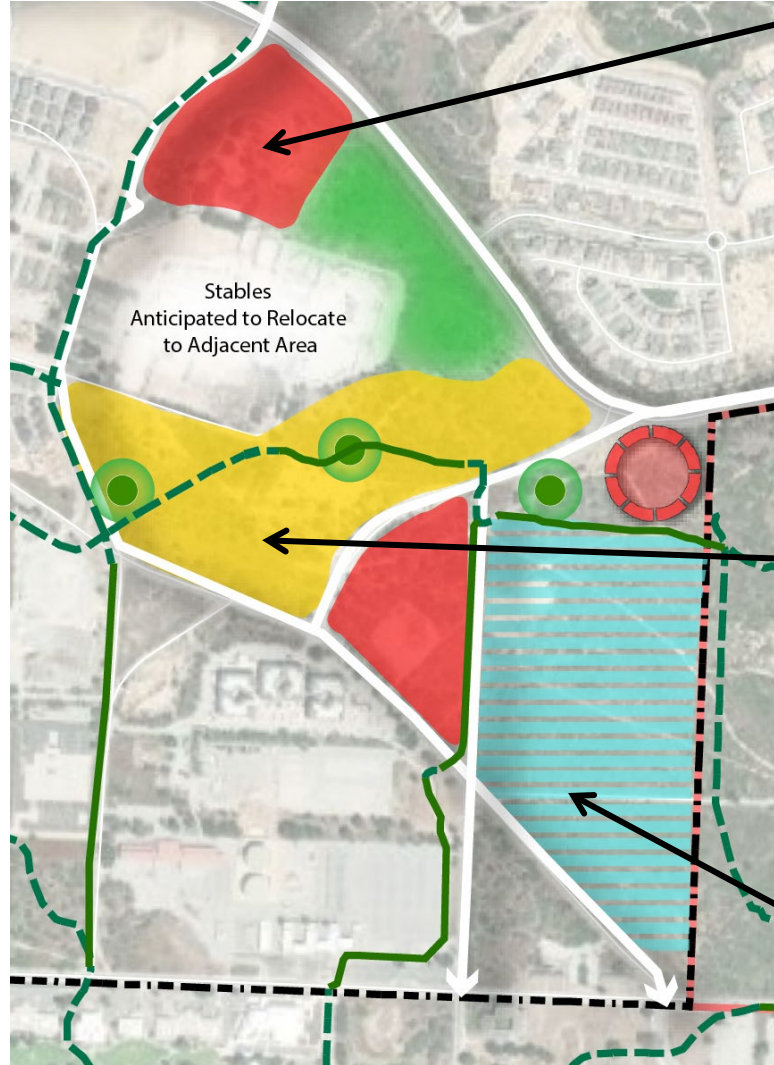


Alternative #2: Campus Extension

#2 8th Street Area

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

	<u>Housing</u>		<u>Activity Center</u>
Missing Middle	<input type="checkbox"/>	Mixed-Use	<input type="checkbox"/>
Multifamily	<input type="checkbox"/>	Retail/Ent.	<input type="checkbox"/>
	<u>Commercial</u>		<u>Employment</u>
Revenue	<input type="checkbox"/>	Low	<input type="checkbox"/>
Visitor	<input type="checkbox"/>	High	<input type="checkbox"/>

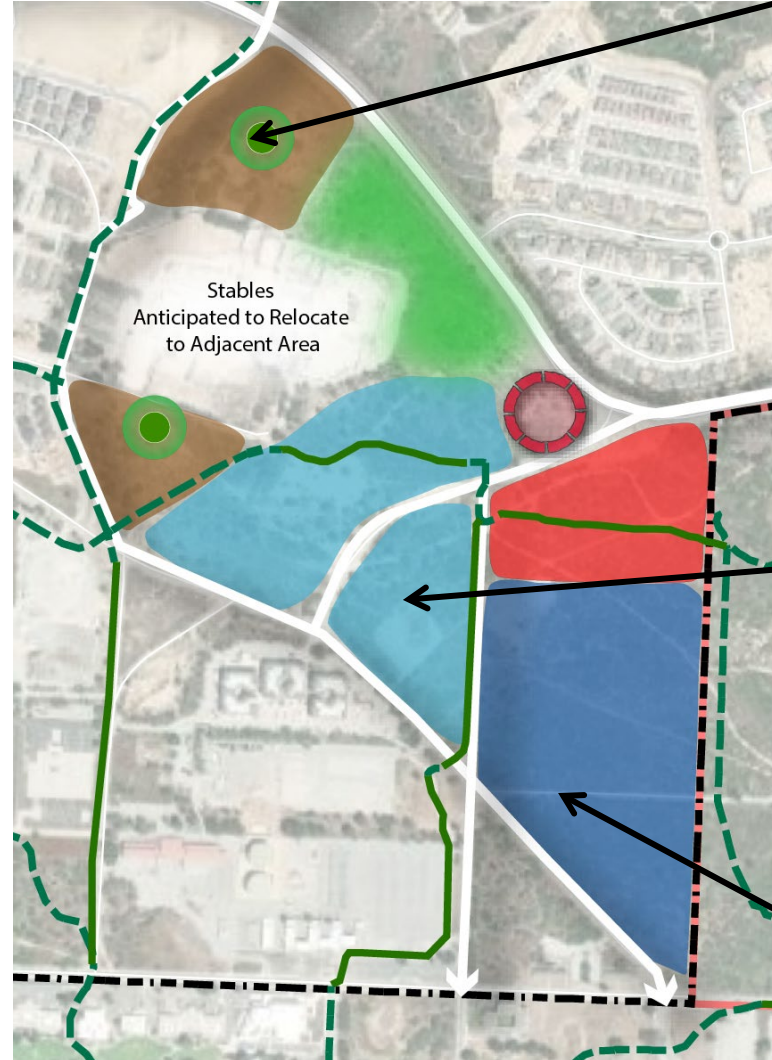


Alternative #3: Employment Focus

#2 8th Street Area

- Mix of low and higher intensity employment uses including R&D, office/flex, and industrial by the landfill.
- Retail shopping center at Imjin and Imjin, and denser housing on the west side.

<u>Housing</u>		<u>Activity Center</u>	
Missing Middle	<input type="checkbox"/>	Mixed-Use	<input type="checkbox"/>
Multifamily	<input checked="" type="checkbox"/>	Retail/Ent.	<input checked="" type="checkbox"/>
<u>Commercial</u>		<u>Employment</u>	
Revenue	<input type="checkbox"/>	Low	<input checked="" type="checkbox"/>
Visitor	<input type="checkbox"/>	High	<input checked="" type="checkbox"/>



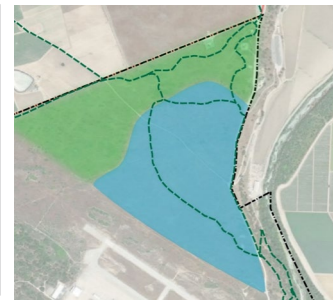
#3 UCMBEST Expanded

- 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*

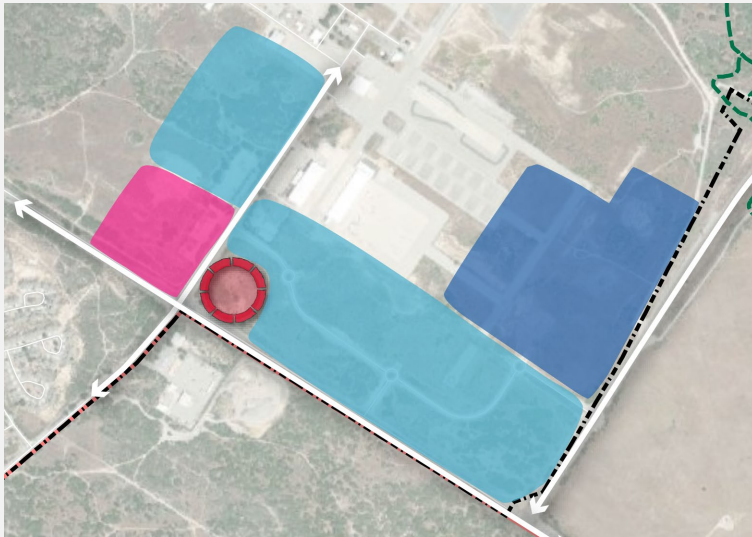


#3 UCMBEST Expanded

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.

Alternative #1: Aviation Support

#3 UCMBEST Expanded

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



Housing
 Missing Middle
 Multifamily

Activity Center
 Mixed-Use
 Retail/Ent.

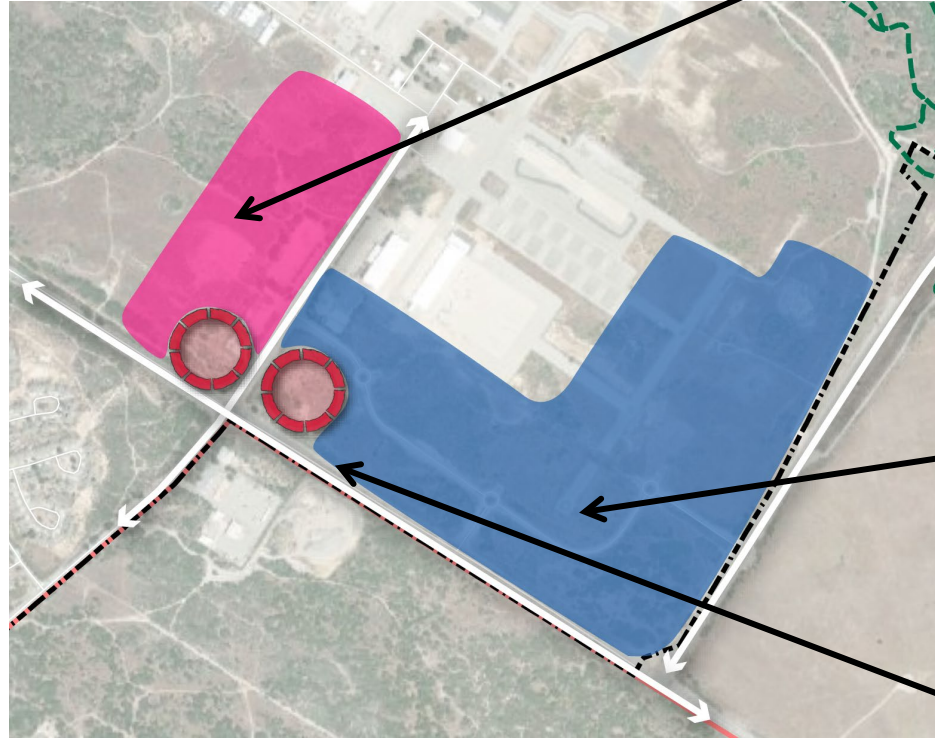
Commercial
 Revenue
 Visitor

Employment
 Low
 High

Alternative #2: Visitor & Aviation Industrial

#3 UCMBEST Expanded

- 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.



Housing
 Missing Middle
 Multifamily

Activity Center
 Mixed-Use
 Retail/Ent.

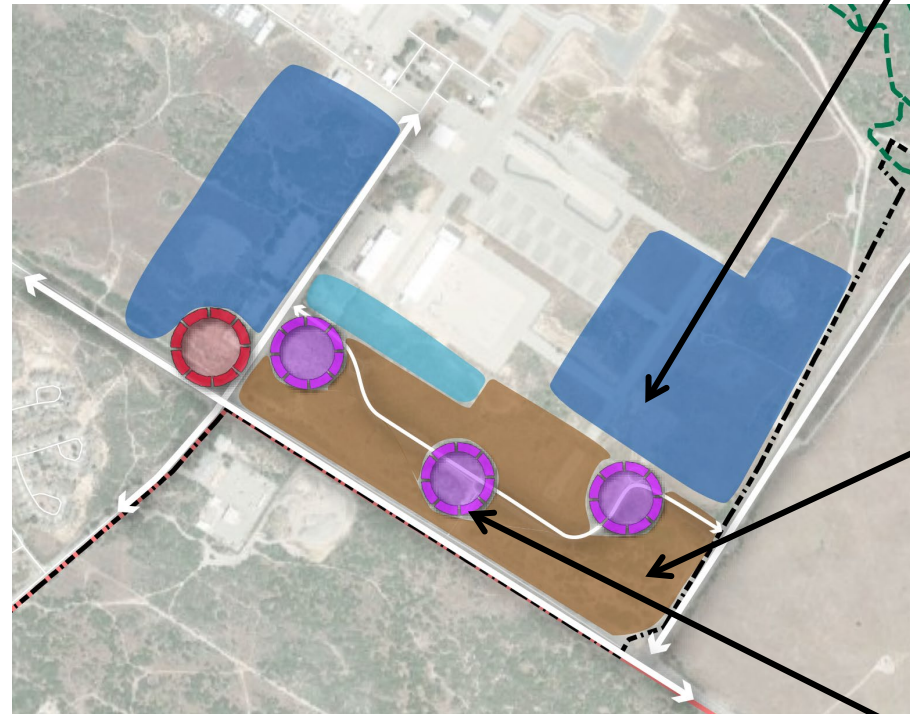
Commercial
 Revenue
 Visitor

Employment
 Low
 High

Alternative #3: Student Housing and Mixed Use

#3 UCMBEST Expanded

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

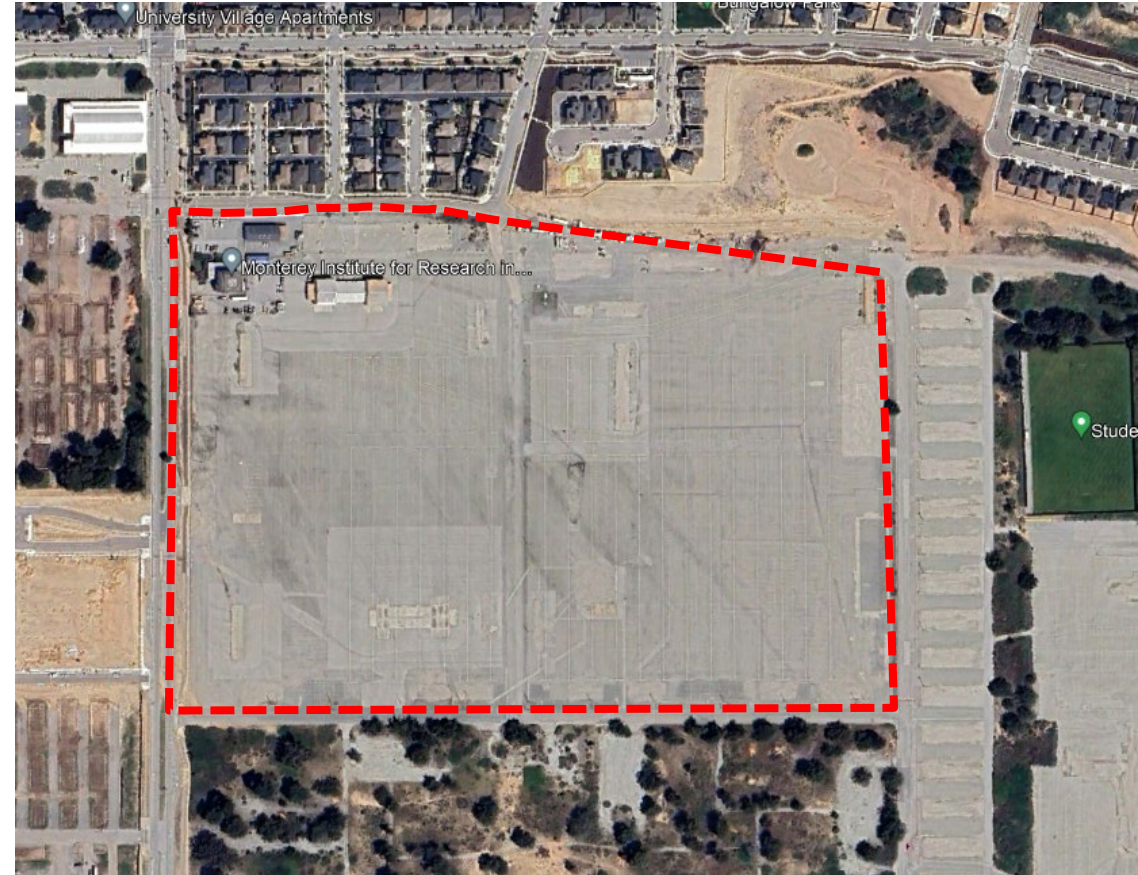


	<u>Housing</u>	<u>Activity Center</u>	<u>Commercial</u>	<u>Employment</u>
Missing Middle	<input type="checkbox"/>	Mixed-Use <input type="checkbox"/>	Revenue <input type="checkbox"/>	Low <input type="checkbox"/>
Multifamily	<input checked="" type="checkbox"/>	Retail/Ent. <input type="checkbox"/>	Visitor <input type="checkbox"/>	High <input checked="" type="checkbox"/>



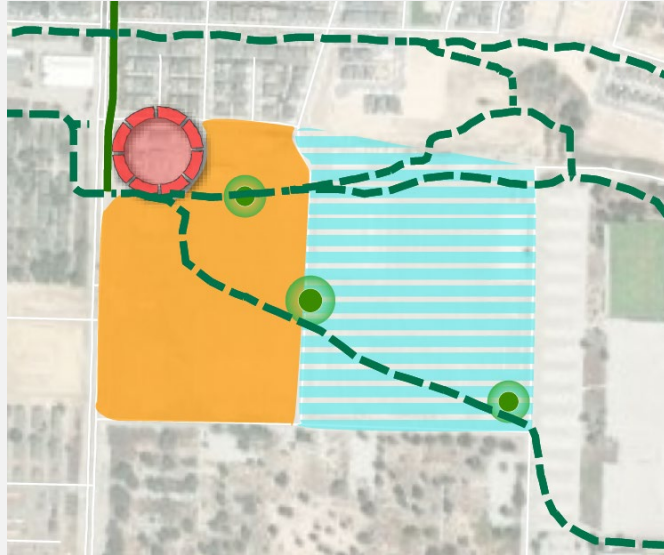
Area #4 CSUMB Parking Lot

- 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



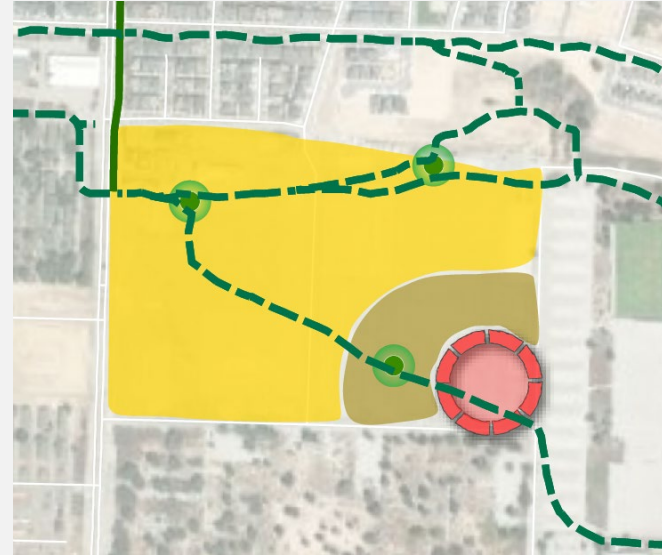
#4 CSUMB Parking Lot

#1 Campus Neighborhood



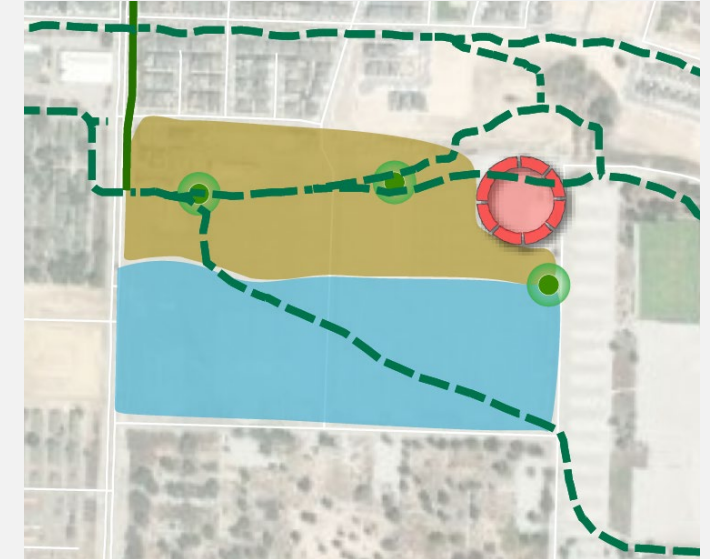
- Neighborhood shopping center at 8th St and 2nd Ave
- Medium density housing (mix of student and market rate)
- Institutional uses as an extension of existing CSUMB campus

#2 Student Village



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

#3 Jobs & Housing

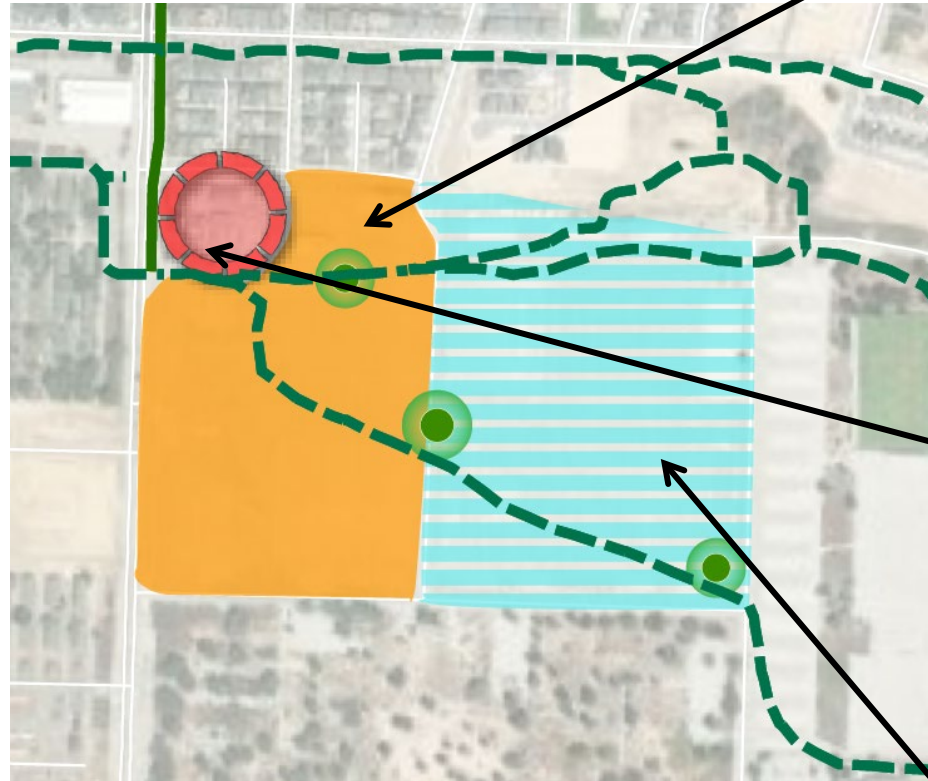


- Multifamily student and market-rate housing combined with high-intensity employment focus (R&D and life science)
- Neighborhood shopping center at 8th St and 4th Ave

Alternative #1: Campus Neighborhood

#4 CSUMB Parking Lot

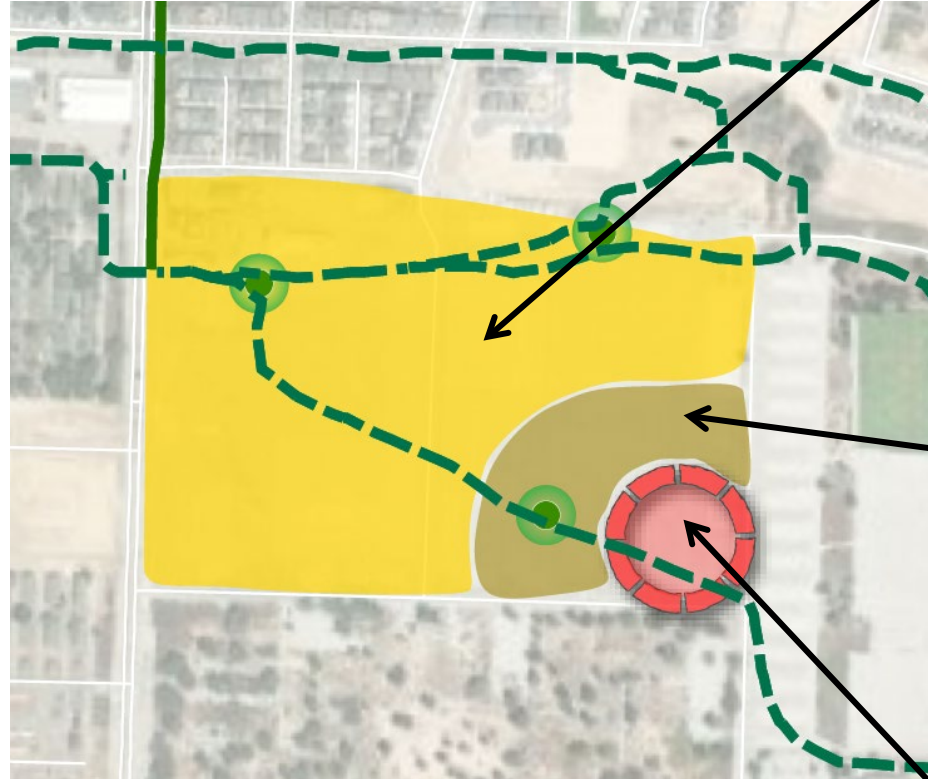
- Neighborhood shopping center at 8th St and 2nd Ave
- Medium density housing (student and market rate)
- Institutional uses as an extension of existing CSUMB campus



Alternative #2: Student Village

#4 CSUMB Parking Lot

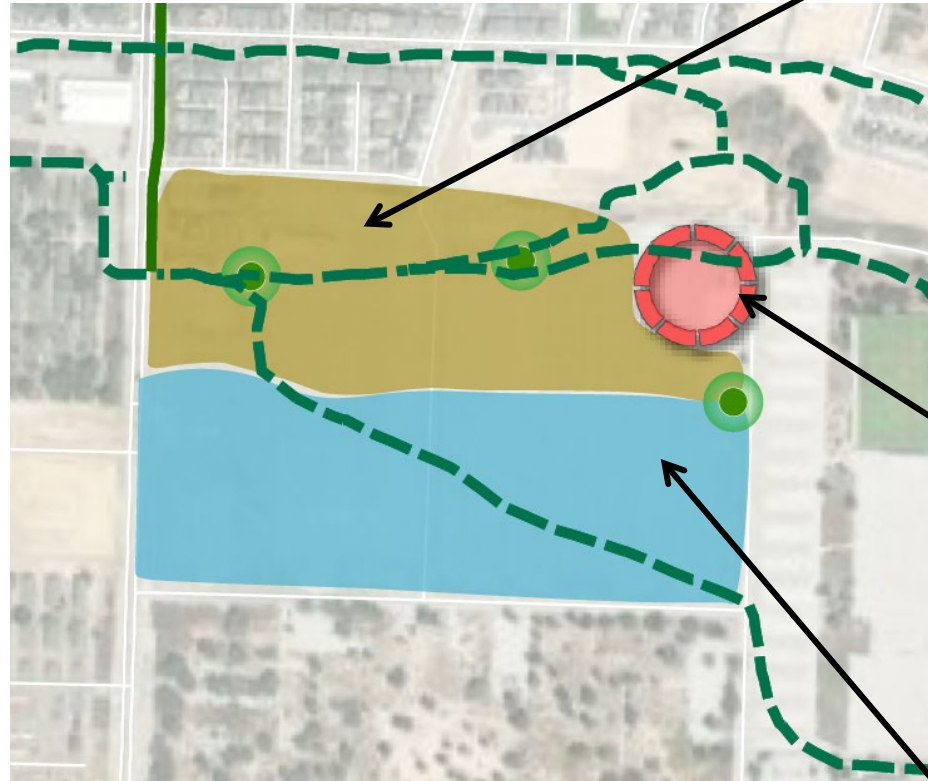
- Expansive missing middle housing area with higher density student housing immediately adjacent a campus retail village



Alternative #3: Jobs and Housing

#4 CSUMB Parking Lot

- Multifamily student housing combined with high-intensity employment (R&D and labs)
- Neighborhood shopping center at 8th Street and 4th Avenue



#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

Alternative #1: Retail Gateway

#5 Beach Road Gateway

- Expanded big box/regional retail to maximize revenue generation
- Neighborhood retail node at Reservation and Beach Road
- Hotels at the roundabout



Alternative #2: Visitor-Serving Gateway

#5 Beach Road Gateway

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



Alternative #3: Mixed-Use Gateway

#5 Beach Road Gateway

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



#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.



