

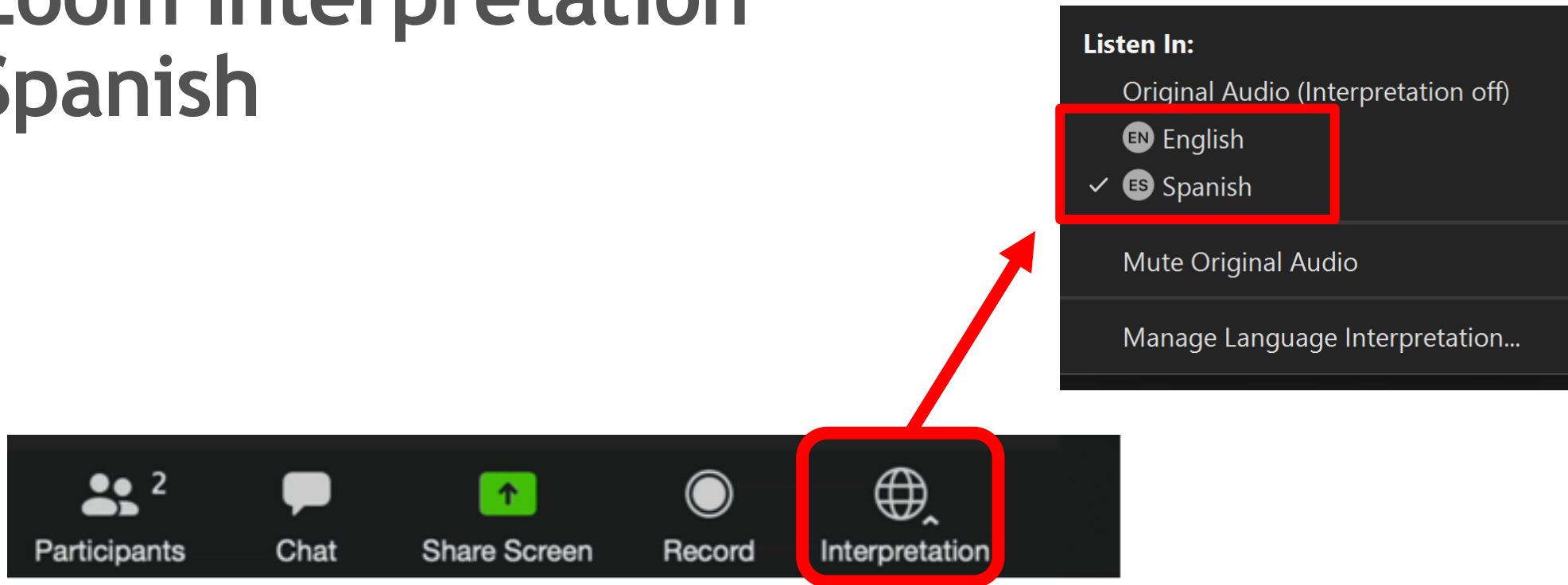
# Workshop #1: What is A General Plan?

*May 4, 2023*



Kimley Horn | Rincon | EPS

# Zoom Interpretation Spanish

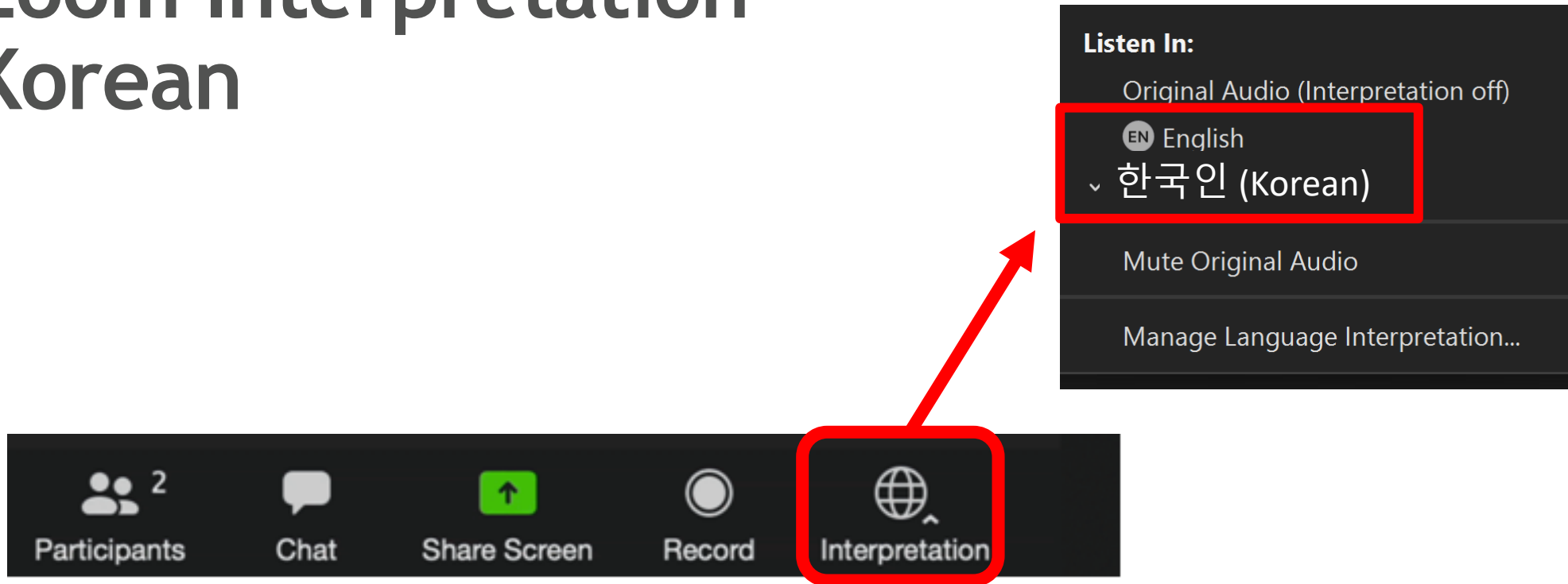


**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado

# Zoom Interpretation Korean



이 회의의 동시통역은 한국어로 제공됩니다. 도구모음에서 INTERPRETATION 아이콘을 클릭한 다음 한국어를 선택하여 동시통역에 액세스하십시오.

# Welcome



# Agenda

<b>6:00pm-6:15pm</b>	Welcome and Introductions
<b>6:15pm-7:00pm</b>	Presentation – project overview; planning 101; engagement process
<b>7:00pm-7:45pm</b>	Q&A with Consultant Team and City Staff
<b>7:45pm-8:00pm</b>	Next Steps and Closing Remarks

# Meeting Objectives

Introduce the  
General Plan update

Provide an overview  
of planning in  
Marina

Provide an overview  
of the community  
engagement  
process

Provide an  
opportunity for  
Q&A

# Meeting Logistics

- The meeting is being recorded and will be posted on the project website (in English, Spanish and Korean)
- Please remain muted during the presentation
- Use the raise hand feature during Q&A
- Feel free to add questions in the “Chat” but please don’t have side conversations
- During Q&A: For those dialing in, to raise your hand press \*9 and to unmute press \*6 when called on
- Several “zoom polls” during the presentation

# Zoom Ground Rules

- No posting of obscene or obnoxious materials
  - You will receive one warning and then you will be booted
- Be polite and constructive in your comments
- No personal attacks or profanities
- Please hold chat comments during the presentation to reduce distraction
- Content and process questions submitted in the chat during the presentation will be answered during the Q&A session

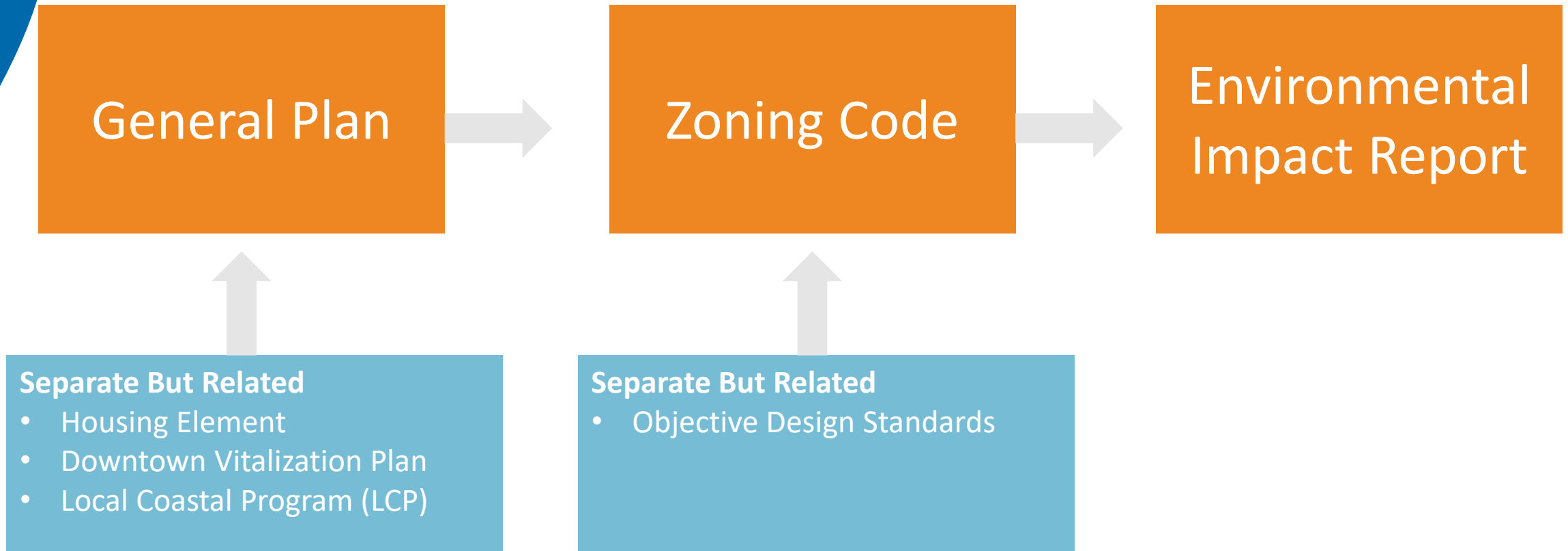


# Zoom Poll (1 Question)



# What is the General Plan Update?

# What is the Project?



# General Plan Team

## City of Marina

Community Development  
Department

**Guido Persicone**, AICP,  
Director

**Alyson Hunter**, AICP  
Planning Services  
Manager

## Raimi + Associates

*Project Lead, Land Use, Zoning, Urban  
Design, Climate Change, Environmental  
Justice, and Community Engagement*

**Matt Raimi**, AICP, Principal |  
Principal-in-Charge

**Troy Reinhalter**, Associate | Project  
Manager

**Melissa Stark**, AICP, Senior Planner |  
Deputy Project Manager

## Kimley-Horn

*Transportation and Mobility*

**Frederik Venter**, PE, Vice  
President | Transportation  
Project Manager

## EPS

*Economic and Market*

**Benjamin C. Sigman**  
Principal-in-Charge

## Rincon

### Consultants

*Safety, Open Space,  
Conservation, Noise, Air  
Quality, CEQA*

**Megan Jones**, MPP |  
CEQA Principal-in-Charge

**Kimiko Lizardi** |  
Principal-in-Charge

**Della Acosta** | Project  
Manager

# What is a General Plan?

- Long-term policy document to **guide future actions**
- Establishes the **City's direction** for the next 20 years
- Enables the community to come together to develop a **shared vision for the future**
- Updated every 15-20 years
- Preserves and enhances **community strengths**
- Addresses key **topics of concern**

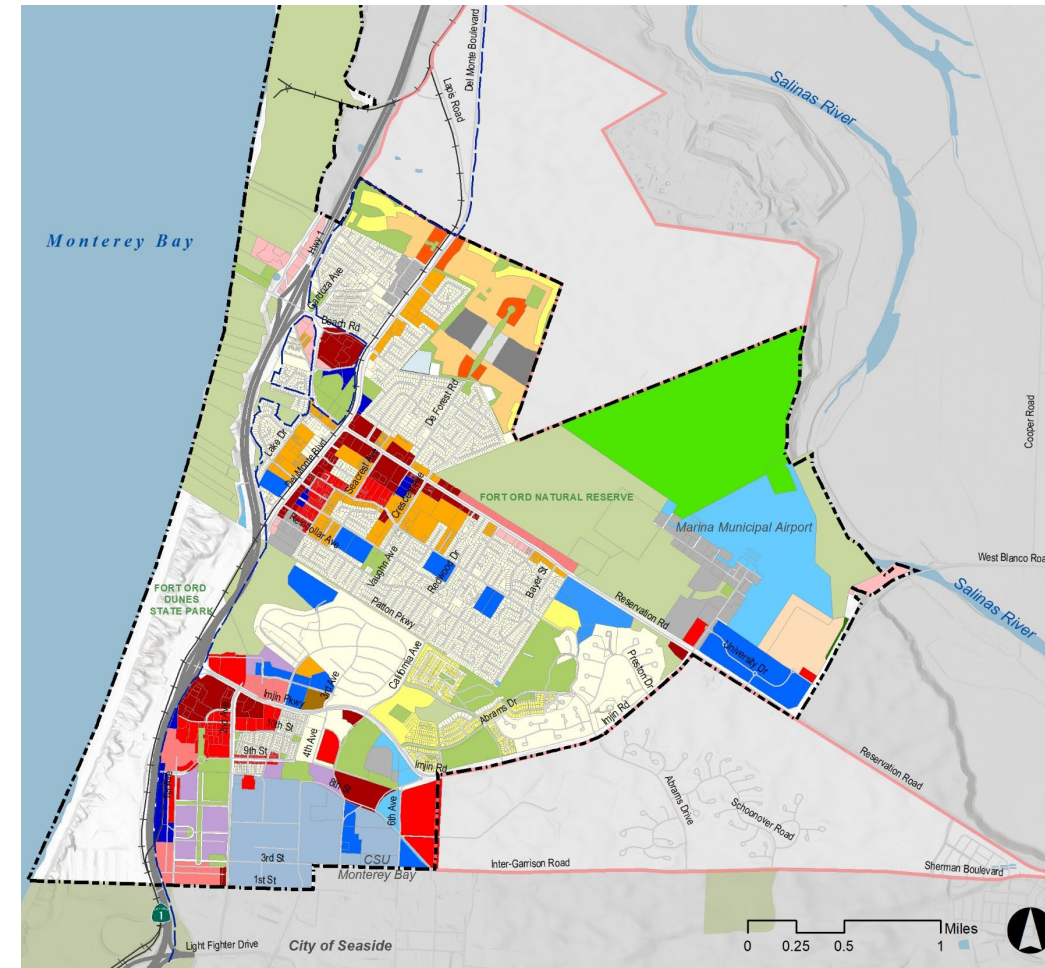
*“Vision about how a community will grow, reflecting community priorities and values while shaping the future.”*



# Why Update the General Plan?

- General Plan is out of date; significant new State requirements since 2000
- Hold a “community conversation” about the future
- Address critical topics
  - Type and location of future development
  - Housing affordability
  - Infrastructure and water supply constraints
  - Habitat and biological resources
  - Local jobs and economic development
  - Mobility and trail access
  - Changing demographics
- Incorporate recent planning efforts

Current Marina General Plan Land Use Map



# City Snapshot

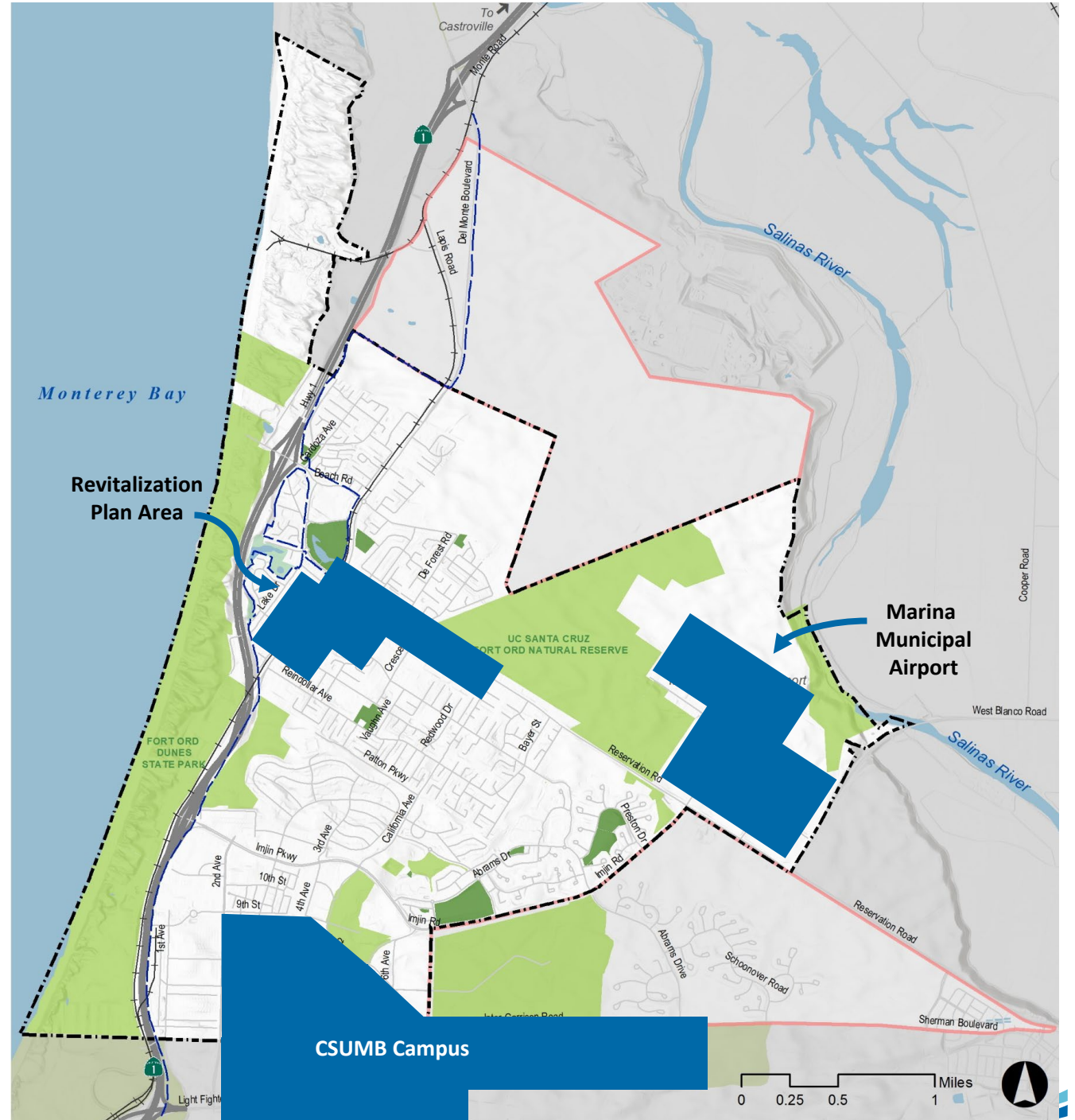
# Zoom Poll (2 Question)



# Quick Facts

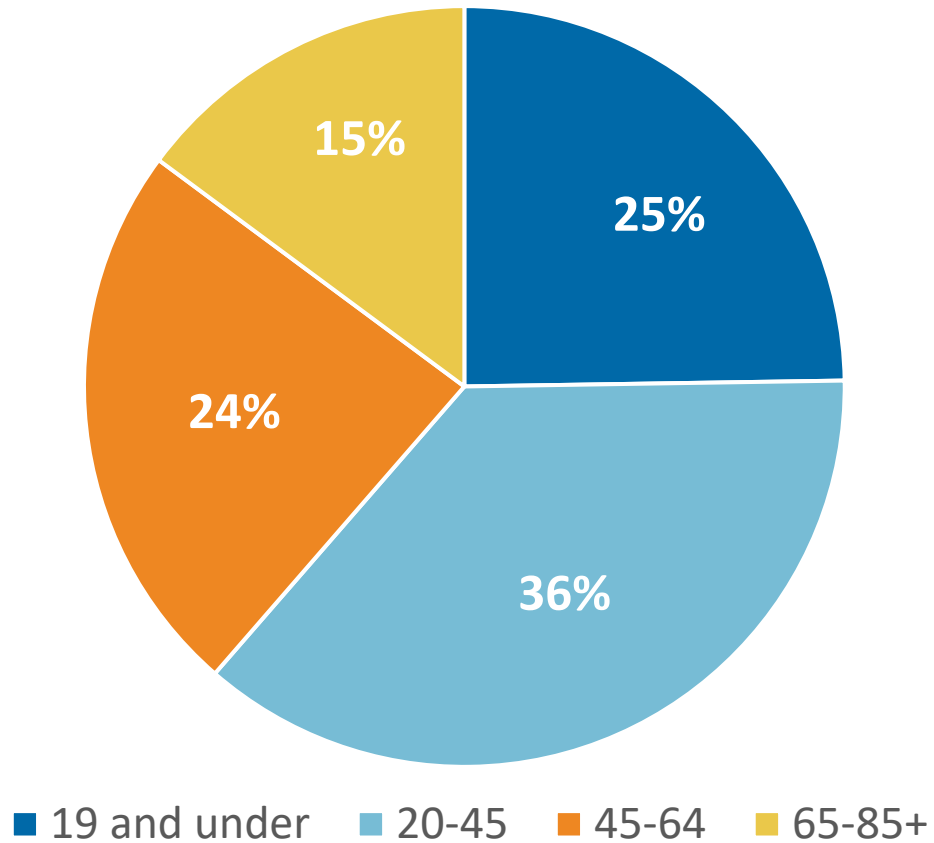
- 9.8 square miles
- 21,500 residents
- 1975 incorporated
- 6,500 total jobs

2021 CA DOF

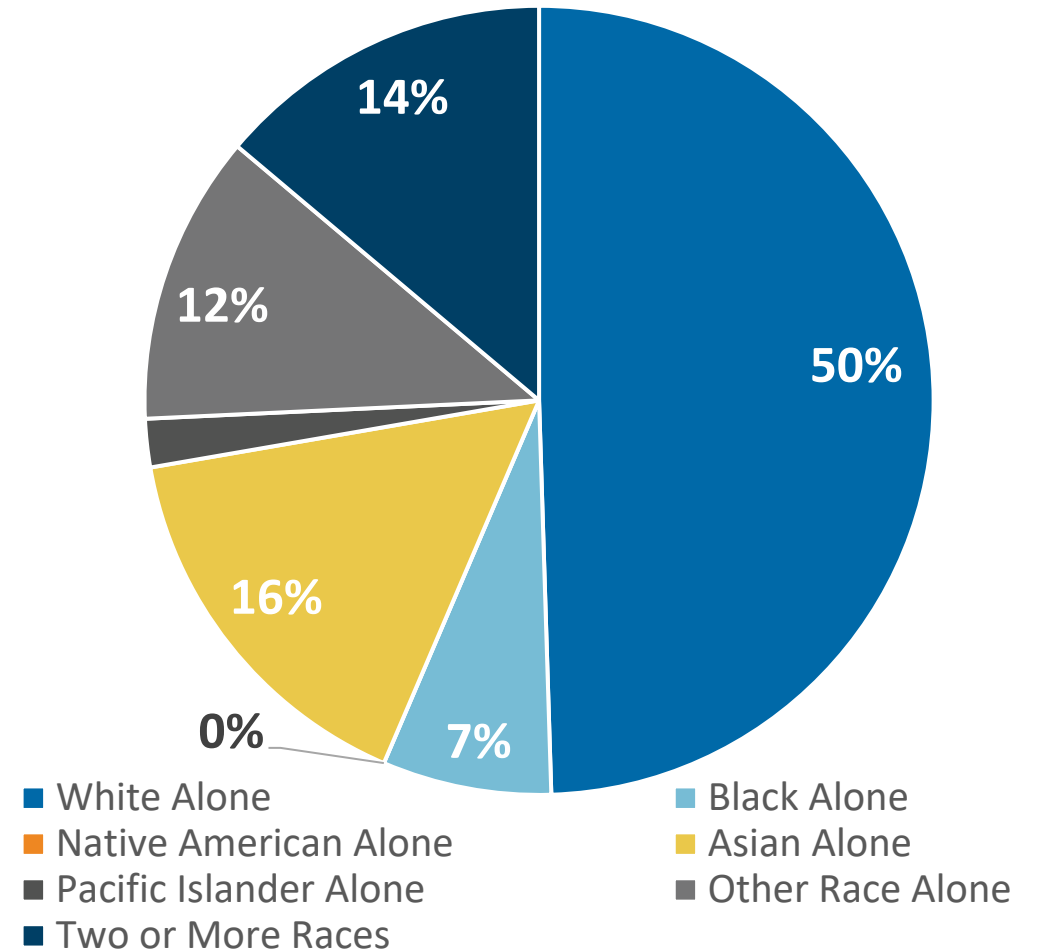


# Demographics

## Age Distribution



## Race and Ethnicity



**28% Hispanic or Latino Origin**

Source: American Community Survey, 2021 5-Year Estimates DP05

# Demographics

- Marina's **median household income** is **\$78,795**
  - Compared to \$82,013 in Monterey County
- **45%** of Marina residents aged 25 and older have **an Associate's degree or higher**
  - Compared to 35% in County Monterey

*(ACS 2021)*



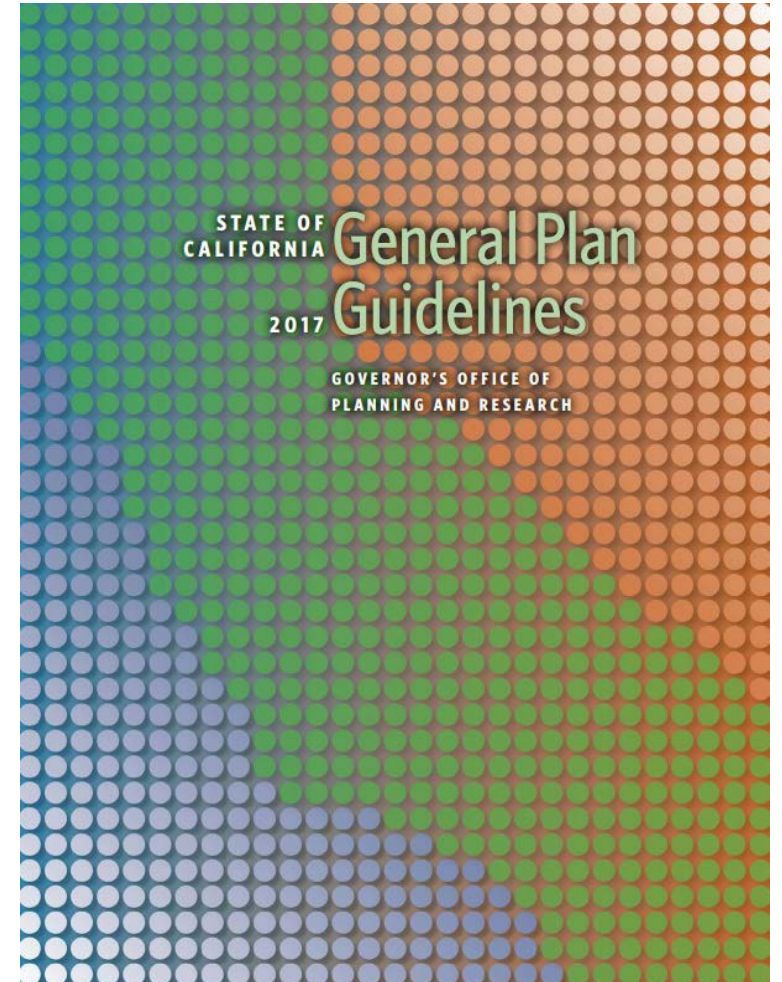
# Planning 101

# General Plan Requirements

## Required Elements

1. Land Use
2. Circulation
3. Housing
4. Noise
5. Conservation
6. Safety
7. Open Space
8. Environmental Justice

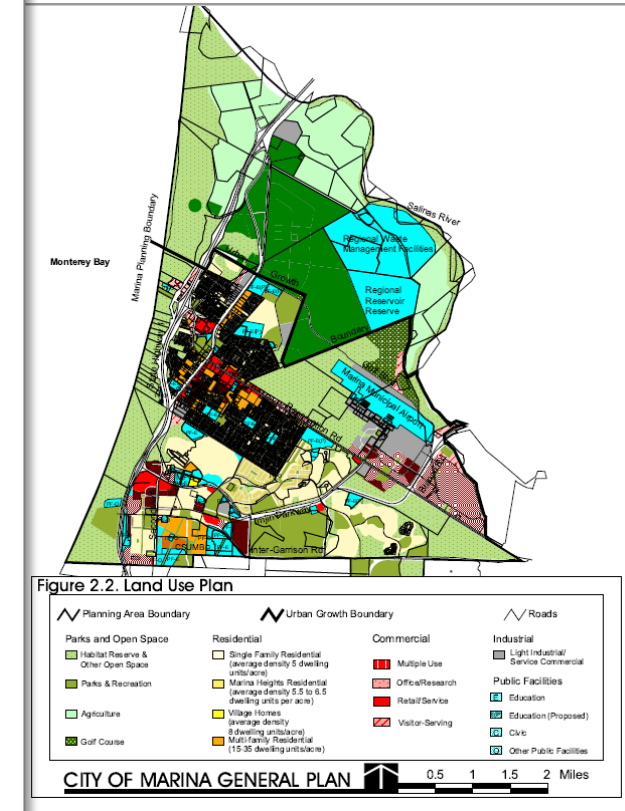
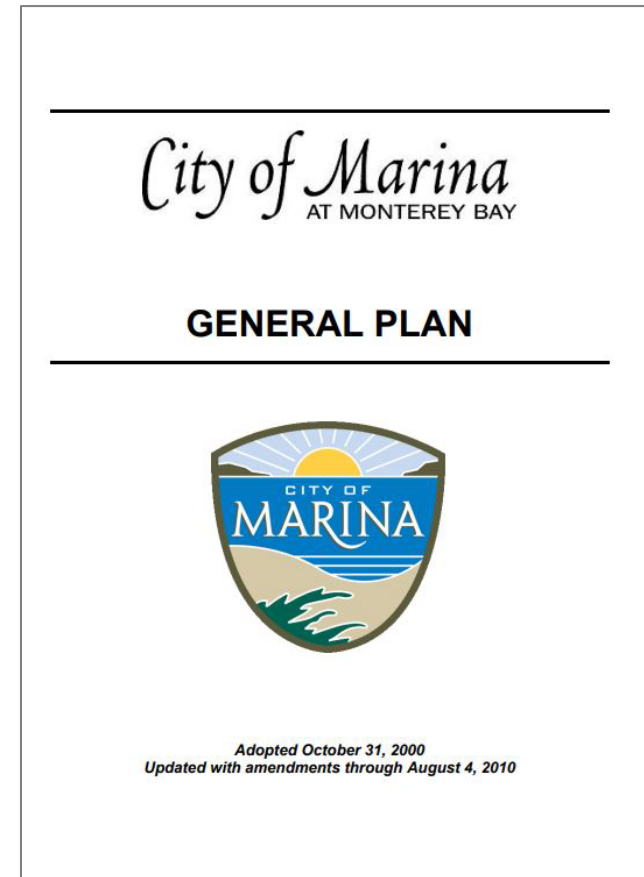
*Note: Air Quality Elements are required in San Joaquin Air Quality District only.*





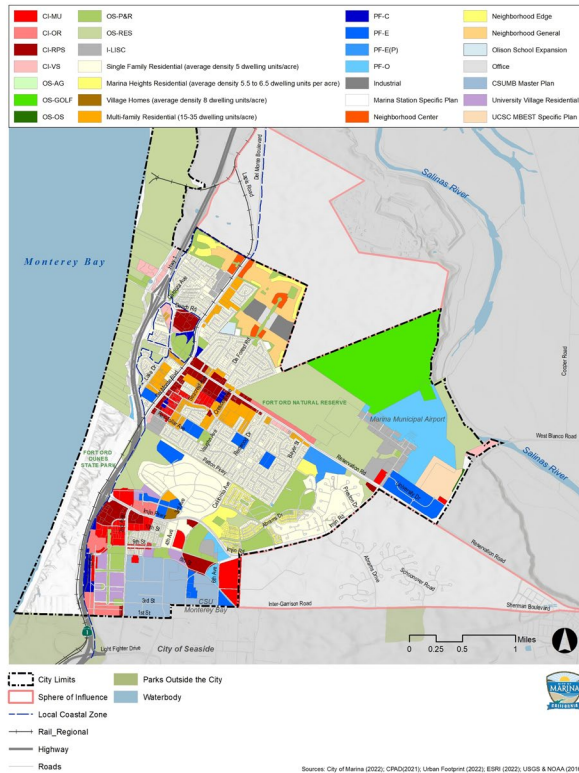
# Existing General Plan

- Last comprehensively adopted in 2000; Amended in 2010
- Organized by 3 overarching topics, each with sub-topics
  - **Community Land Use** (open space, housing, commercial uses, etc.)
  - **Community Infrastructure** (transportation, water, stormwater, etc.)
  - **Community Design and Development** (subareas, environmental protection and conservation)
  - Implementation

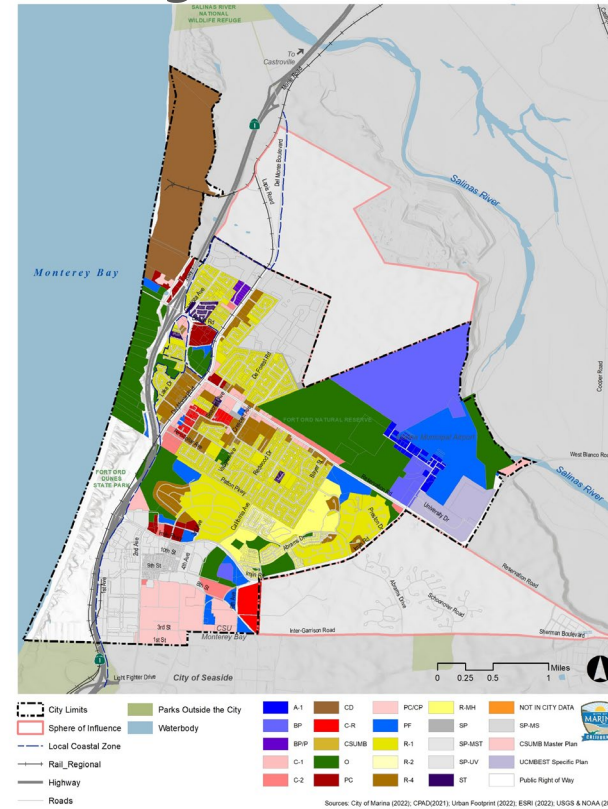


# Relationship to Other Plans

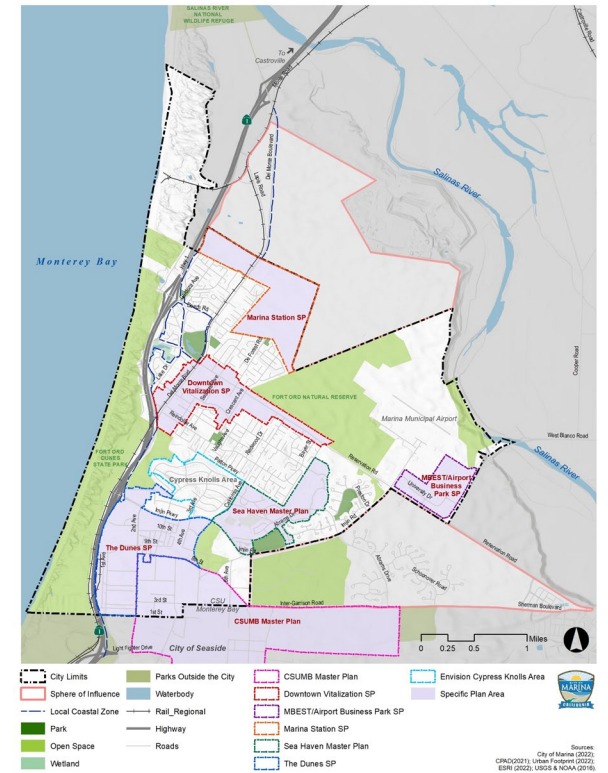
## General Plan



## Zoning

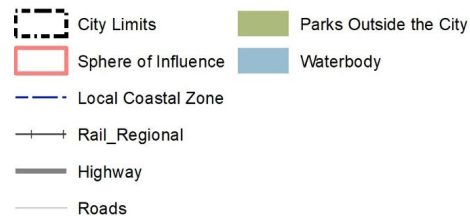
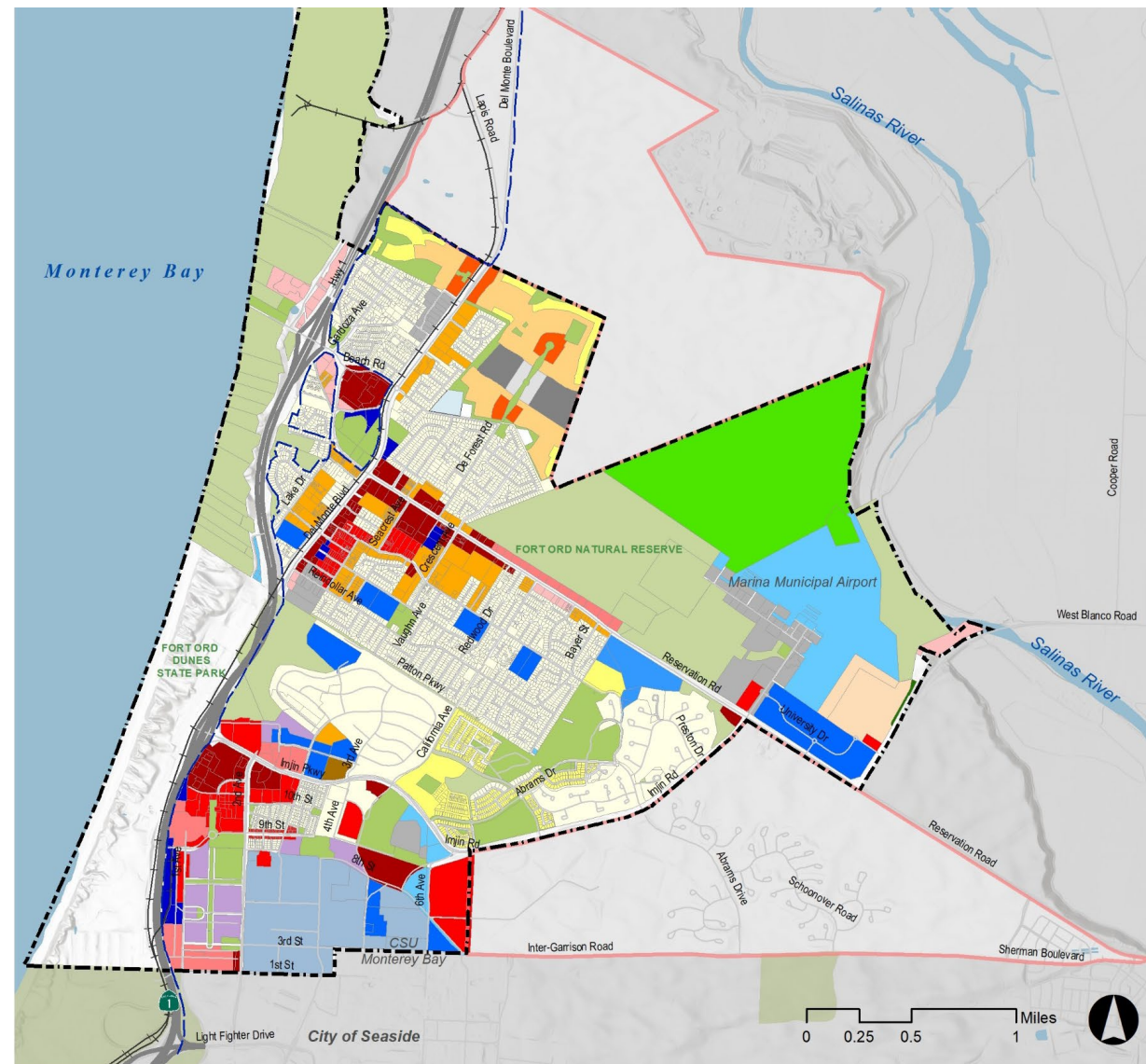


## Specific and Master Plans



# Land Use Element

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - Residential (dwelling units per acre)
  - Non-residential (floor area ratio)
- Defines planning geographics
  - City limits
  - Sphere of Influence



Current General Plan Land Use Map

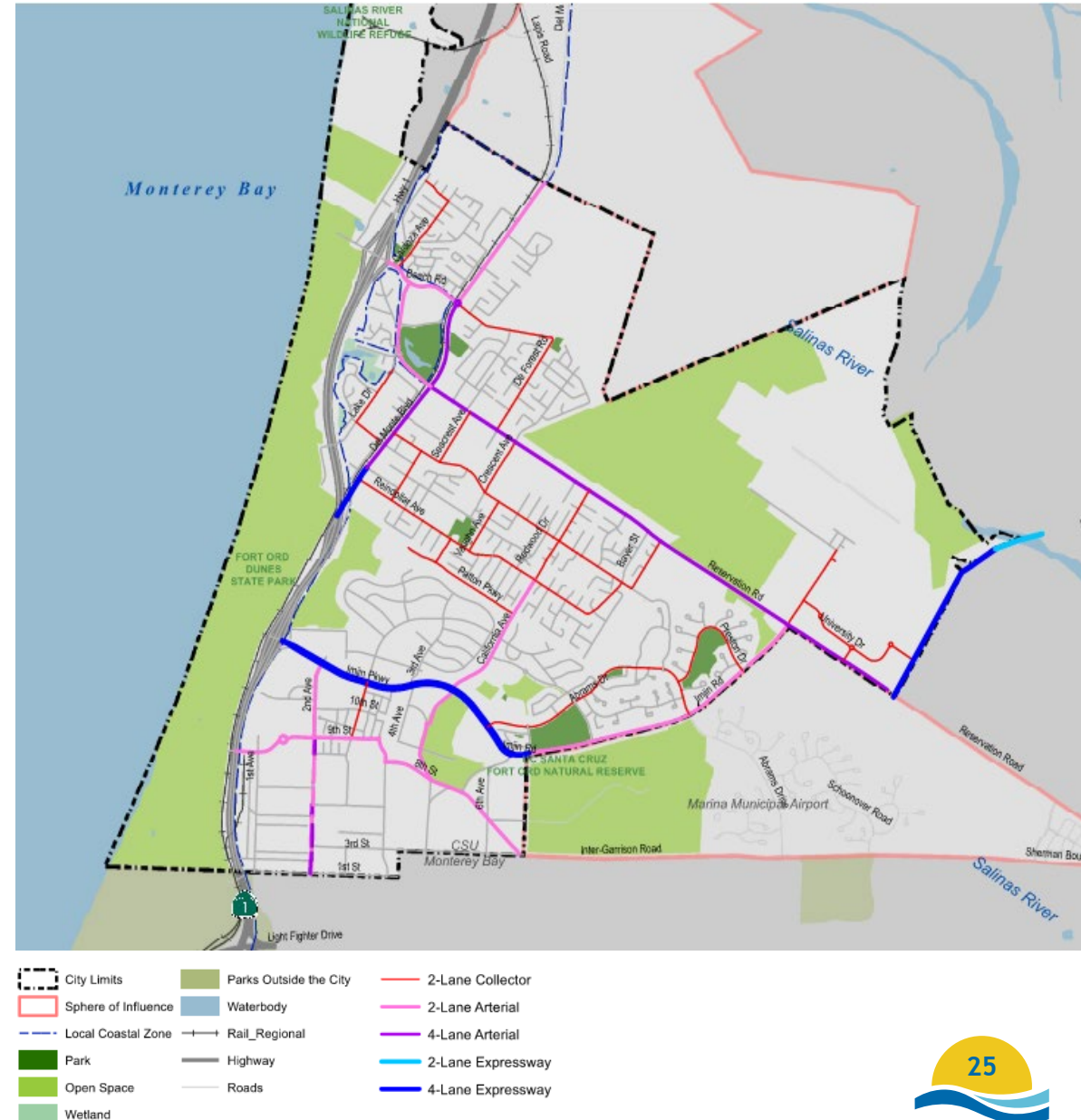




# Circulation Element

- Defines the infrastructure needs required for the circulation of people, goods, energy, water sewage, storm drainage, and communications
- Must establish goals and policies for a “balanced, multimodal transportation network”
- Required to identify the location and extent of both existing and proposed:
  - Major thoroughfares
  - Transportation routes
  - Airports
  - Public utilities and facilities

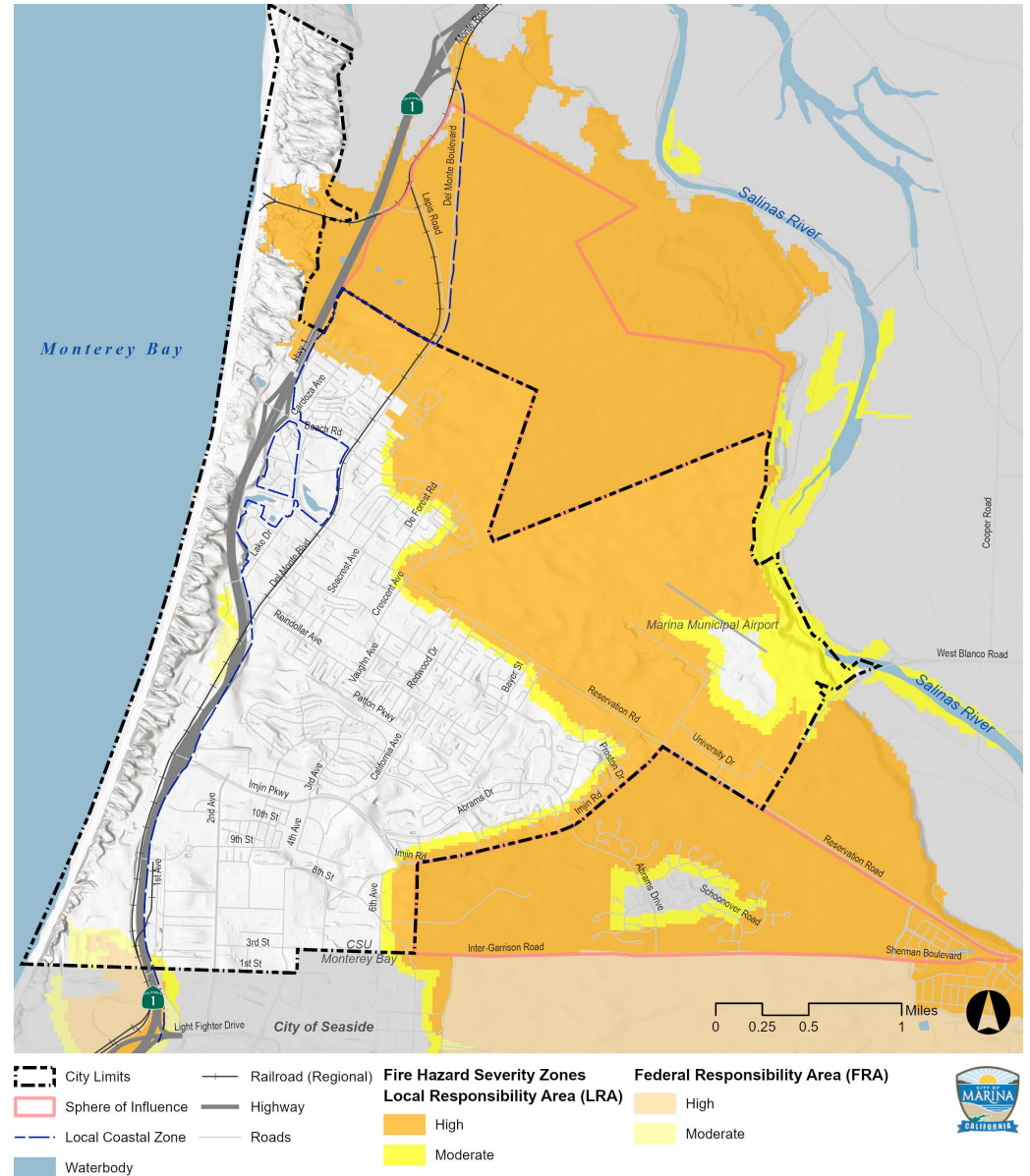
Current Marina Roadway Classification System



# Safety Element

- Defines strategies for mitigating natural disasters and other hazards (seismic hazards, wildfires, flooding, and hazardous materials)
- Promotes the strengthening of public safety services and facilities (e.g., fire, police, hospitals)
- Must address climate change adaptation and resilience (SB 379)

Marina Fire Hazard Severity Zones



# Environmental Justice (SB 1000)

Topics addressed:

- Pollution exposure (air quality, water quality, etc.)
- Public facilities (parks, schools, health facilities, etc.)
- Safe and sanitary homes (housing cost and quality)
- Physical activity (walkable communities, transportation safety, etc.)
- Other identified health risks (food access, community engagement, etc.)

Identification of  
“Disadvantaged  
Communities”



Engagement with  
Community Members  
in DACs



Integration of Goals,  
Policies, and  
Programs to Address  
DAC Priorities



# Additional Required Elements

- **Conservation:** Promotes strategies for the preservation of existing natural resources, including land, water, ecosystem services, and other living resources
- **Open Space:** Guides both the **a)** provision of adequate public parkland and recreational facilities, and **b)** preservation of other undeveloped lands (in concert with the Conservation Element)
- **Noise:** Identifies and evaluates noise problems arising from transportation systems, commercial operations, and industrial activity

# Role of the General Plan

## What should it do?

- Identify long-term direction
- Set land uses and development patterns
- Identify future transportation network
- Establish priorities and tradeoffs
- Establish goals and policies
- Set the stage for implementation through other plans

## What should it NOT do?

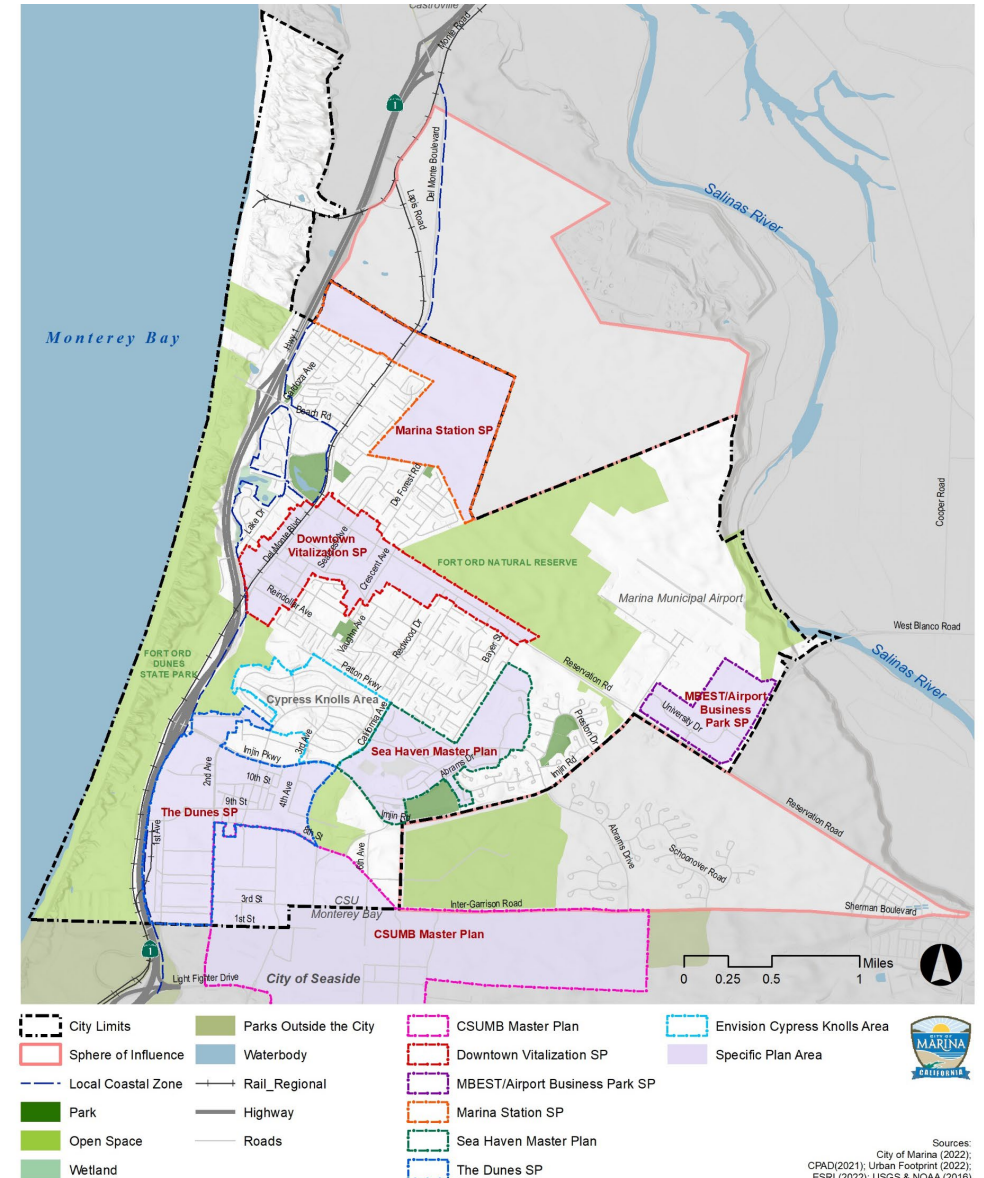
- Solve every issue facing the city today
- Be overly specific
- Be everything to everyone
- Be so general and vague that no clear direction is established



# Related Projects and Plans

- Housing Element\*
- Local Coastal Program\*
- Objective Design Standards\*
- Specific Plans
  - Downtown Vitalization Plan\*
  - Marina Station Specific Plan
  - The Dunes Specific Plan
  - MBEST Airport Business Park Specific Plan
  - CSUMB Master Plan

\* *update in progress*



# Zoning Code

- Regulates land uses within City Boundaries through established zoning districts
- Zoning districts apply to individual properties and are consistent with the General Plan land use designations -> will be updated after General Plan land use is decided
- Each zoning district identifies
  - land uses that are permitted, conditionally permitted, and prohibited
  - Development standards such as minimum lot size, maximum building height, minimum distance a building must be set back from the street, etc.

# Environmental Impact Report (EIR)

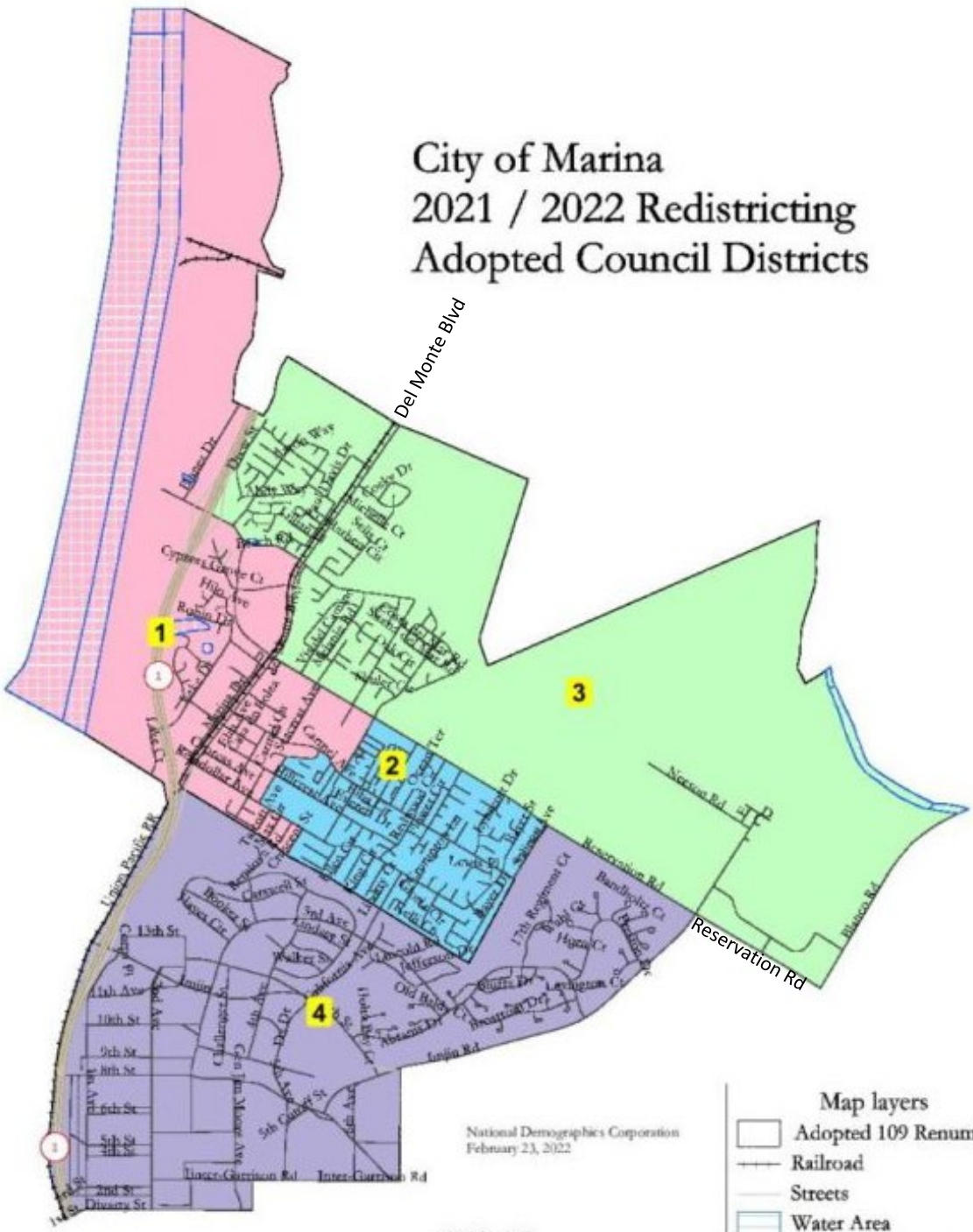
- Coordinated effort that analyzes the Draft General Plan maps and policies
- Identify and address growth-related impacts associated with the updated General Plan
- Compare the updated General Plan to a “no change” scenario to the City’s current General Plan
- Summarize impacts and mitigation measures



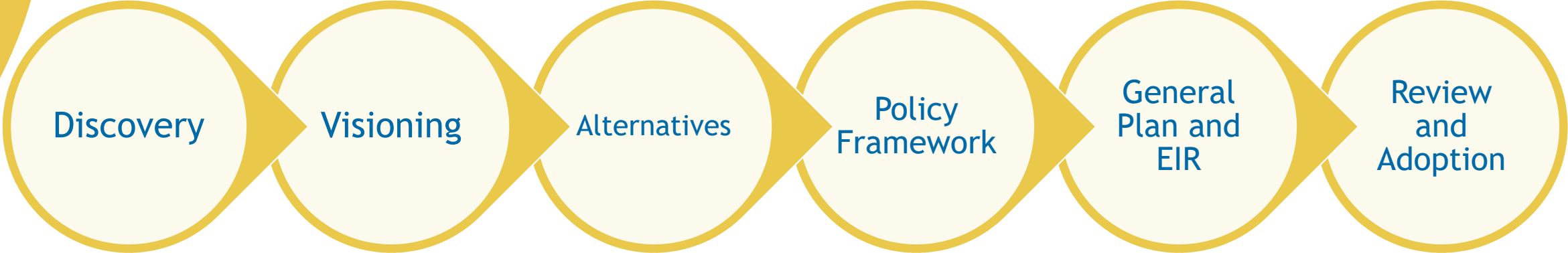
# Update Process and Community Engagement

# Zoom Poll (5 Question)

# Map of Council Districts



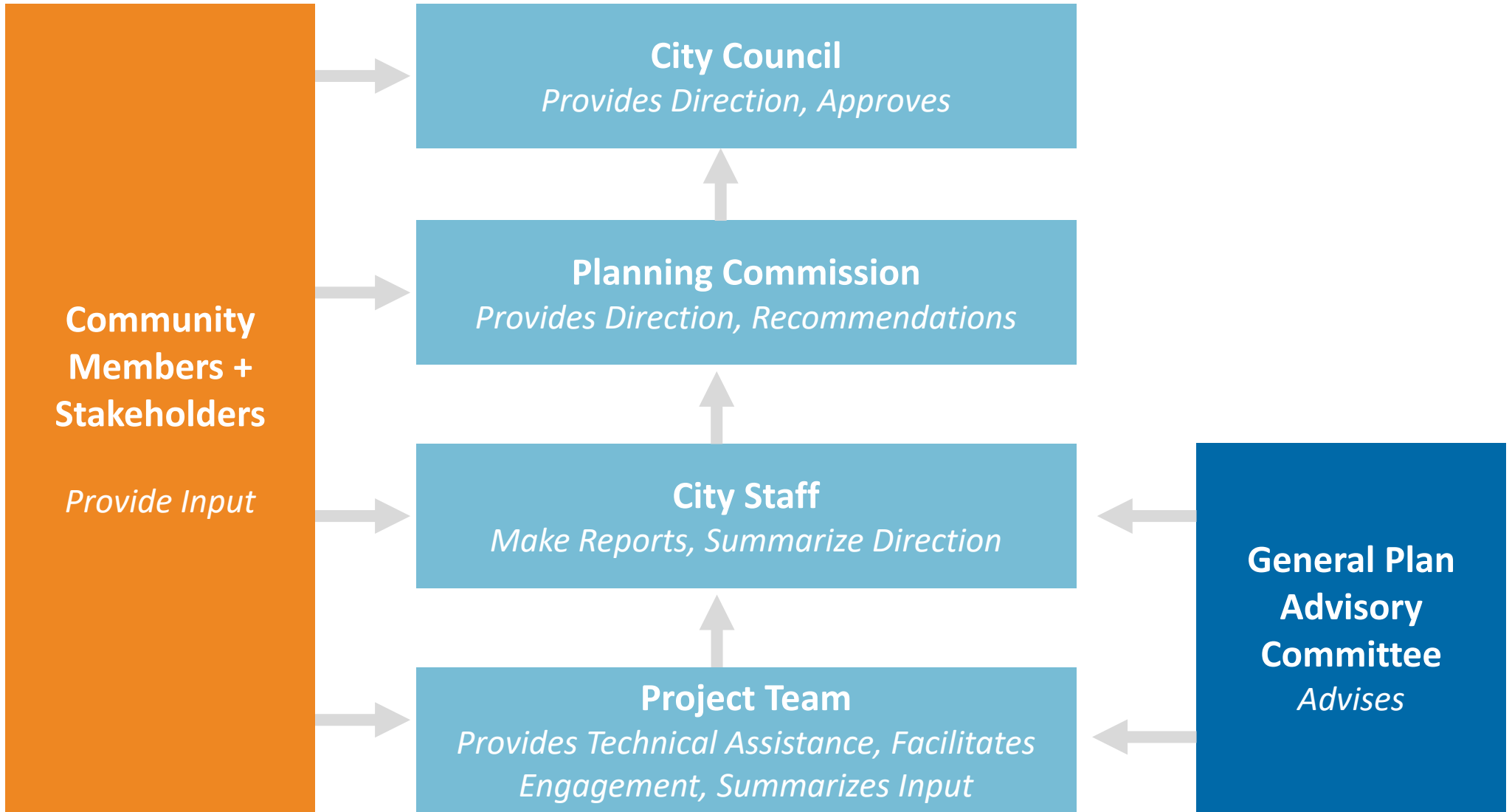
# General Plan Update Process



January 2023



December 2024



# Engagement Goals

- Inspire the community to share ideas to guide Marina's future
- Offer a wide variety of ways to participate
- Target groups traditionally not involved in the process – youth, students, non-English speakers, etc.
- Empower the public to guide the overall direction of the General Plan
- Conduct culturally appropriate engagement activities and reach a diverse cross section of the community
- Track progress over time





# INFORM: Outreach Activities

- Purpose
  - Updates on the project
  - Invitations to specific events
- Activities
  - Logo/branding
  - Website: [www.marina2045.org](http://www.marina2045.org)
  - Email database
  - Social media: Facebook, Instagram, NextDoor
  - Announcements at CC and PC
  - Flyers for engagement
  - Postcard mailed to all residents (April 2023)
- *Translation and interpretation of materials and at events*



# INVOLVE: Engagement Activities

- **Purpose:**
  - Generate ideas
  - Receive feedback on the Plan content
  - Engage with the community
- 7 types of activities
  1. General Plan Advisory Committee
  2. Community Workshops
  3. Pop-Up Workshops
  4. Stakeholder Interviews
  5. Educational Videos
  6. Surveys and Feedback Forms
  7. Focus Groups



# General Plan Advisory Committee (GPAC)

- **Purpose:** Provide high-level guidance on General Plan topics:
  - Engagement process
  - Vision and guiding principles
  - Land use
  - Transportation
  - Opinion on “key issues”
- Serve as “ambassadors” for the project
- 8+ meetings planned



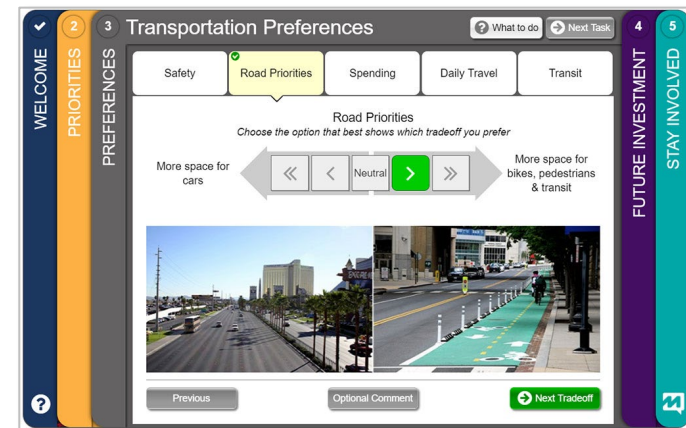
# Community Workshops

- **Purpose:** Bring the community together to share ideas and direct the outcome of the Plan.
- Seven educational and interactive workshops
  - Educational Workshop on “What is a General Plan?” (*tonight!*)
  - Issues and Opportunities and Vision/Guiding Principles (**May 20<sup>th</sup>**)
  - Environmental Justice Workshop
  - Develop Land Use and Mobility Alternatives
  - Select Preferred Direction
  - Policy Direction on Key Topics
  - Draft General Plan Open House



# Additional Engagement Activities

- Pop-up Workshops
  - Reach community members who typically don't participate in planning processes
- Online Feedback
  - 4-6 opportunities to obtain detailed feedback on plan direction
- Focus Groups
  - In-depth conversations on specific topics or with specific groups
- Stakeholder Interviews
  - 20+ one-on-one interviews
- Educational Videos
  - Brief videos that provide background info on General Plan topics, in multiple languages





# Tracking Progress

- Number of participants attending events
- Demographics:
  - Resident/business owner/other
  - Age (youth, seniors, families)
  - Ethnicity (especially Hispanic and Asian participation)
  - Language spoken at home
  - Renters/owners
  - Length of tenure in the City
  - Location of home or businesses (by Council District)

## Outreach Efforts To Date

- **Project website:** contains detailed project information
- **Newsletters:** shared and cross-marketed to more than **25,000** subscribers
- **Social Media:** City and GPU platforms reached more than **120,000** people and garnered over **200,000** impressions
- **Videos:** over **50** GPU videos on YouTube have over **3,000** total impressions
- **Advertising**
  - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
  - **Digital Screens** inside City Hall
  - **Auto Center Billboard Signs**
  - **Ventura Breeze Ads:** **11,000** copies circulated in over 600 locations
  - **Water bill mailer insert:** mailed to **47,000 residents** in both English/Spanish
  - **Flyers/ Posters:** **15,000** distributed to local businesses and community partners
  - **Coasters:** **10,000** distributed to local businesses and community partners
  - **Stickers:** **25,000** distributed to local businesses and community partners

# Upcoming Outreach

- Workshop #2 - **Saturday, May 20<sup>th</sup> at 10:00am -12:00pm**
  - *In person at the Council Chambers*
- Pop-up events late Spring and Summer
- GPAC #2 - Thursday, June 1<sup>st</sup> at 6:00-8:00pm
- Online feedback
- Educational videos

# Question & Answer

# Question and Answer

1. What questions do you have about General Plans or other planning documents?
2. What are the most important topics to address in the General Plan and why?
3. What are the best ways to engage the community in the process?
4. Other questions...



# Next Steps

*For more information...*

[www.marina2045.org](http://www.marina2045.org)

**Alyson Hunter, AICP, Planning Services Manager**  
[ahunter@cityofmarina.org](mailto:ahunter@cityofmarina.org)



# Thank you!



# Outreach Conducted for this Meeting

- Mailed postcards to all 12,000+ Marina residents and property owners
- Emailed 1,500+ contact database 3x
- Personal emails to Council, PC, GPAC, and dozens of key stakeholders
- Physical postcards distributed to Councilmembers and commissioners
- Flyers posted at City Hall
- Posted on project website, Facebook, NextDoor, and Instagram