

Marina Workshop #5: Preferred Land Use Alternative & Plan Policy Preview

Saturday, September 21, 2024 | 10:00 am - 12:00 pm

Marina Community Center | 213 Hillcrest Avenue

Overview

On Saturday, September 21, 2024, the City of Marina hosted its fifth community workshop for the General Plan Update (GP 2045). Community members were invited to attend the in-person meeting from 10 am -12 pm at the Marina Community Center. The meeting was advertised to the community through a variety of methods including emails, announcements on the Project website (www.marina2045.org) and city website, and flyers distributed electronically. Approximately 30 people attended the workshop, in addition to city staff and consultants.

The meeting objectives were as follows:

- Confirm the draft Preferred General Plan Land Use Map with the community. This map geographically identifies where certain future land uses will be allowed across the city and sphere of influence.
- Solicit community feedback on potential General Plan goals and policies on a variety of key topics to chart a course for Marina over the next 20 years.

The workshop included two main components: 1) presentation by the consultant team, and 2) open house stations with 17 poster boards with high level policies, detailed preferred land use maps, and opportunities for community response on each. The open house portion of the presentation was available for participants to view both prior to and following the consultant presentation.

Following a welcome from Alyson Hunter, Marina Community Development Planning Services Manager, Raimi + Associates staff (Troy Reinhalter) provided an overview of the General Plan and recent community engagement activities followed by background on the preferred land use alternative and the key policy topics. The primary role of the presentation was to set the stage for community members to review and provide feedback on preferred land use alternative and the draft policy topics.

Following the presentation, participants visited the various open house stations and provided feedback on detailed areas of the preferred land use alternative and policy topics. Community members, City Staff, and the consultant team conversed about the workshop stations until the meeting concluded at 12:00pm.

The remainder of this document summarizes the results of the feedback received at open house workshop stations.

Open House Stations: Area Maps

Station 1: Cypress Knolls & 3rd Avenue

This station displayed the community vision map and preferred land use alternative for the Cypress Knolls & 3rd Ave area, along with associated policies and strategies for the area. The majority of participants “loved” the preferred alternative, while some thought it was “almost there” but needed improvement.

Community Vision Map



Preferred Land Use Alternative

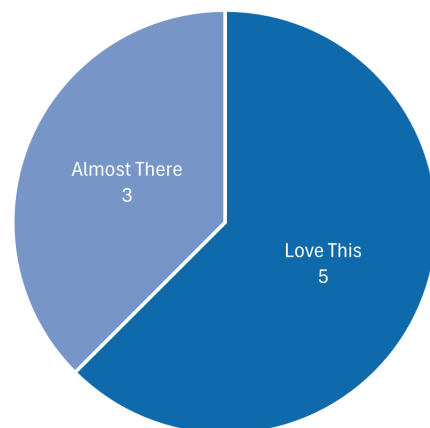


Participant feedback and comments are below.

Comments

- Asian Garden should be located here to protect it from the elements that will be a challenge for exotic plants.
- We should add a new road connection to Imjin/2nd.
- AM traffic on California Ave needs to be addressed.
- I would like to see more Latin/Mexican bakeries.
- We should have more communal and shared housing.
- Hotels should be oriented toward local activities (more convention-focused). Demand is increased when large events such as Car Week or a music festival are held.
- I do not want medical or business buildings in this area.
- Where does new senior housing go?
- Do we need more schools to serve this new growth?

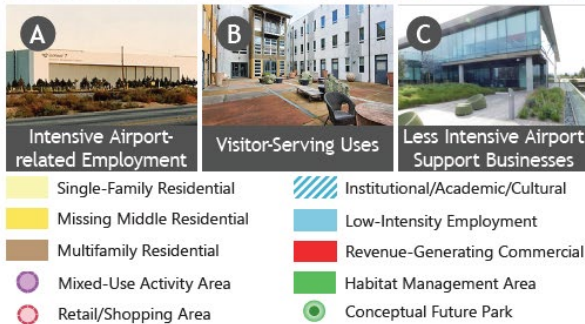
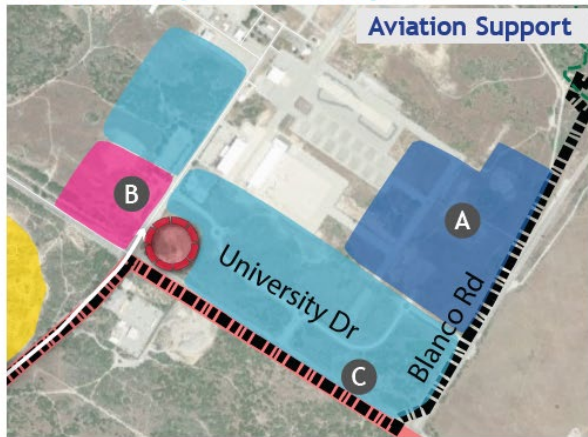
Cypress Knolls & 3rd Ave



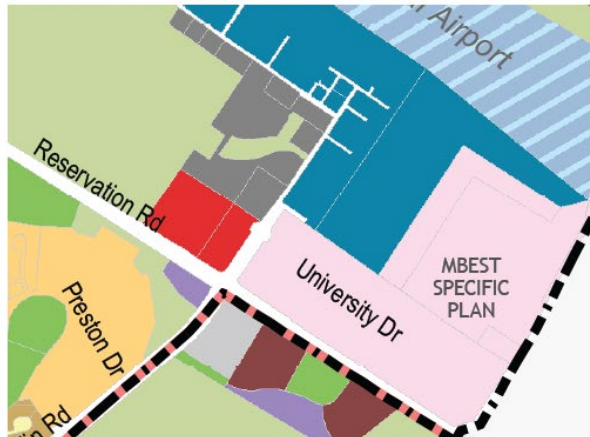
Station 2: Municipal Airport and UCSC MBEST

This station displayed the community vision map and preferred land use alternative for the Municipal Airport and UCSC MBEST area, along with associated policies and strategies for the area. Almost all of the participants either “loved” the preferred alternative or thought it was “almost there”.

Community Vision Map



Preferred Land Use Alternative



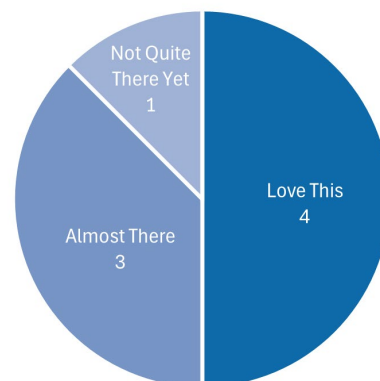
Map Color	Designation	Types of Uses
Red	Visitor Serving Commercial	Hotels, restaurants, retail, and other visitor-serving uses
Grey	Aviation Support Low	Aviation light industrial, warehouse, PDR, aviation office, and low intensity R&D
Blue	Aviation Support High	Aviation, general industrial, PDR, high intensity high, airport-related uses
Pink	Specific/Master Plan Area	Types of uses detailed in a Specific Plan or Master Plan
Light Blue	Public Facility - Airfield	Marina Municipal airport runway
Green	Open Space/Conservation	Preserved open space or farm land

Participant feedback and comments are below.

Comments

- The number of flights per day should be limited.
- I would like clarification regarding what is being proposed for the area south of Reservation and east of Imjin.
- This area is far from commercial and other services and there is noise from the airport. It may not be best suited for a hotel.

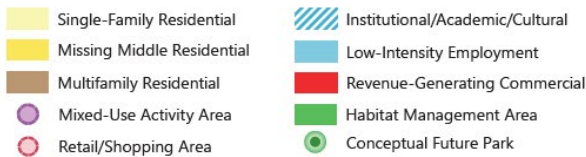
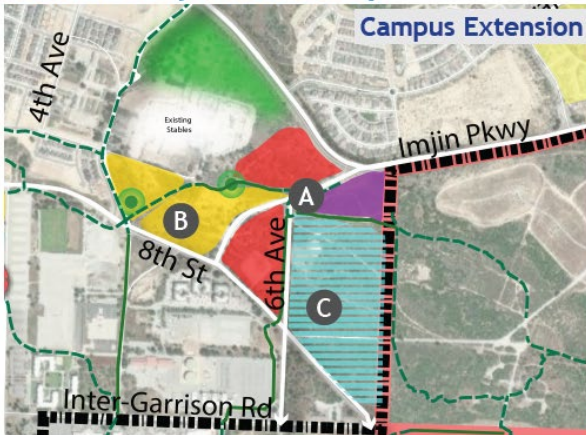
Municipal Airport and UCSC MBEST



Station 3: 8th Street Area

This station displayed the community vision map and preferred land use alternative for the 8th Street area, along with associated policies and strategies for the area. The participants were split between “love it” and “almost there”.

Community Vision Map



Preferred Land Use Alternative



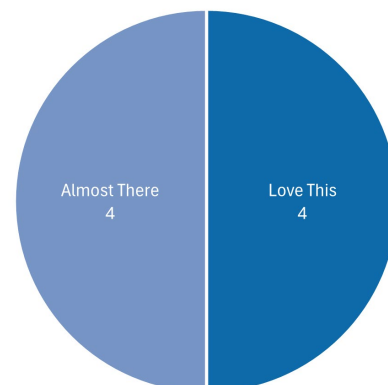
Map Color	Designation	Types of Uses
	Mixed Use	Vertical or horizontal mixed-use with residential and/or commercial (including retail, restaurants, services, office, hotels)
	Medium Density Residential	Duplexes, multiplexes, and townhomes
	Neighborhood Commercial	Retail, restaurants, entertainment, office, and other services
	Light Industrial/Flex	Maker space, warehousing, PDR, service commercial, medical, small laboratory space, and R&D
	Parks & Recreation	Public parks and recreation facilities
	Open Space/Conservation	Preserved open space or farm land

Participant feedback and comments are below.

Comments

- Area C could be a prime area for student housing.

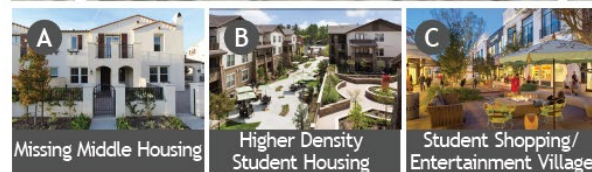
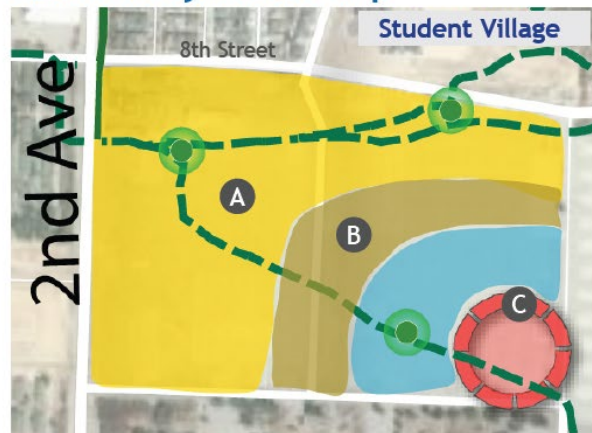
8th Street Area



Station 4: CSUMB Parking Lot

This station displayed the community vision map and preferred land use alternative for the CSUMB Parking Lot area, along with associated policies and strategies for the area. The participants were split between “love it” and “almost there”.

Community Vision Map



Single-Family Residential	Institutional/Academic/Cultural
Missing Middle Residential	Low-Intensity Office or R&D
Multifamily Residential	Revenue-Generating Commercial
Mixed-Use Activity Area	Habitat Management Area
Retail/Shopping Area	Conceptual Future Park

Preferred Land Use Alternative



Map Color	Designation	Types of Uses
	Specific/Master Plan Area	Types of uses detailed in a Specific Plan or Master Plan

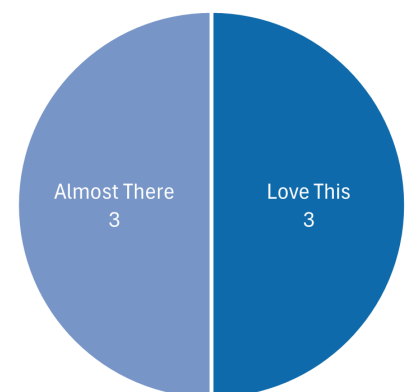
Note: while the parking lots are owned by CSUMB, should CSUMB pursue non-academic development (such as market rate housing), they are subject to most City land use controls and regulations.

Participant feedback and comments are below.

Comments

- Passing through the City to Monterey is difficult.
- I do not want roads through residential communities to be used to access Monterey. I would like to see a wider highway or another safer choice.
- I like the proposed mix of uses: commercial, residential, and office. They are geared towards university use (students, faculty, and staff).
- The southeast corner of 2nd Ave and 8th Street is a City-owned parcel.
- More student housing is needed, but density should be spaced out.
- This plan will make things difficult for visitors to park.
- Will the roads be expanded to provide better traffic flow?

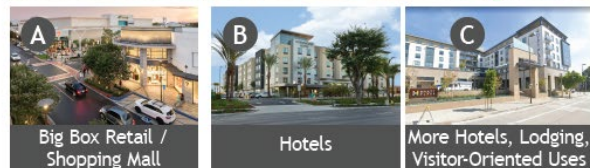
CSUMB Parking Lots



Station 5: Beach Road Gateway

This station displayed the community vision map and preferred land use alternative for the Beach Road Gateway area, along with associated policies and strategies for the area. All of the participants either “loved” the preferred alternative or thought it was “almost there”.

Community Vision Map



Single-Family Residential	Institutional/Academic/Cultural
Missing Middle Residential	Low-Intensity Office or R&D
Multifamily Residential	Revenue-Generating Commercial
Mixed-Use Activity Area	Habitat Management Area
Retail/Shopping Area	Conceptual Future Park

Preferred Land Use Alternative



Map Color	Designation	Types of Uses
Red	Visitor Serving Commercial	Hotels, restaurants, retail, and other visitor-serving uses
Dark Red	Regional Retail	Big-box retailers, restaurants, auto-sales, and related uses
Light Blue	Public Facility - Civic	Public facilities including civic center, library, police and fire stations, and post office
Yellow	Low Density Residential	Single family homes and accessory dwelling units (ADU)
Brown	High Density Residential	Multi-family apartments
Green	Parks & Recreation	Public parks and recreation facilities

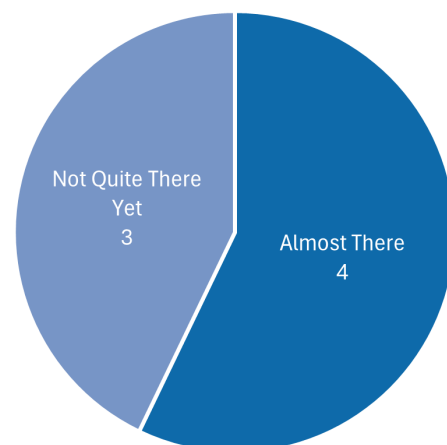
Local Coastal Plan (LCP) Boundary

Participant feedback and comments are below.

Comments

- There are too many hotels. Some of these areas should be commercial use, serving the hotels and surrounding neighborhoods.
- I prefer more business near the Walmart as opposed to additional hotels.
- There is a lot of new building proposed in this focus area – it may be too much.
- There are too many hotels in one spot.

Beach Road Gateway



Station 6: Preston/Abrams Park

This station displayed the community vision map and preferred land use alternative for the Preston/Abrams Park area, along with associated policies and strategies for the area. All the participants either “loved” the preferred alternative or thought it was “almost there”.

Community Vision Map



Preferred Land Use Alternative

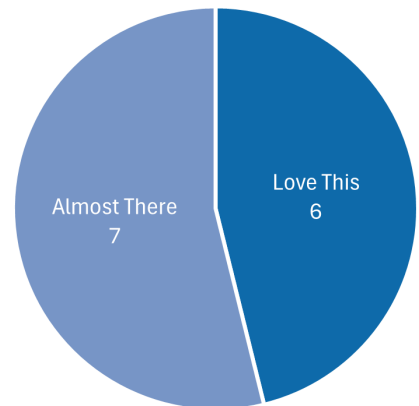


Participant feedback and comments are below.

Comments

- Abrams Park may be a good location for medium density residential housing.
- We should add more workforce housing.
- I strongly support the development of Preston Sports Field.
- We should implement a home-sharing “splitting homes” policy for single-family homes.
- We should build townhomes with in-law units on the ground floor.
- This area would be a good fit for medical or office.
- What is the plan for parking in these redeveloped areas?

Preston/Abrams Park



Open House Stations: Policy Frameworks

Station 1: Parks, Recreation, Open Space, Trails, and Public Facilities

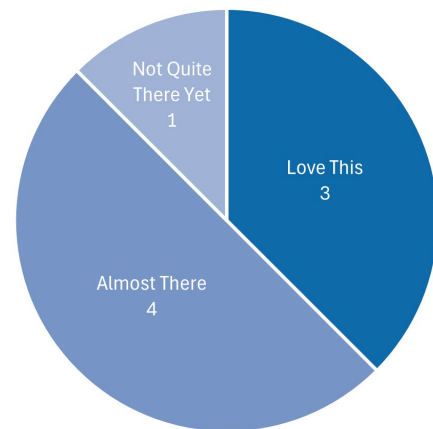
This station displayed the proposed policies for the Parks, Recreation, Open Space, Trails, and Public Facilities element. Most participants either “loved” the proposed policies or thought they were “almost there”.

Participant feedback and comments are below.

Comments

- The sports field night lighting may have negative impacts on residents and animal/bird habitat.
- There is a great need for athletic fields/spaces.
- We need more trails, bike paths, and pedestrian corridors.
- More park maintenance is currently needed to deal with litter and other maintenance issues.
- I do not support the creation of destination parks in this area.
- I would like to see the Civic Center anywhere but Paddon Park.
- We should allow zoning/land use planning for an open cemetery for both people and pets.
- I appreciate the swings, spongy ground (not sand), and climbing gyms at local playgrounds.
- We should have more art in the area, especially in the park.
- We should implement an educational program to teach school aged children about litter to keep our schools clean.
- The existing playground needs to be updated
- A Preston Abrams playground is needed.
- Walking and biking accessibility to our parks still needs significant improvement.
- I love the trail connectivity options for our future.
- The entry to town should be beautified.
- We need improved beach access.

Parks and Recreation



Station 2: Conservation

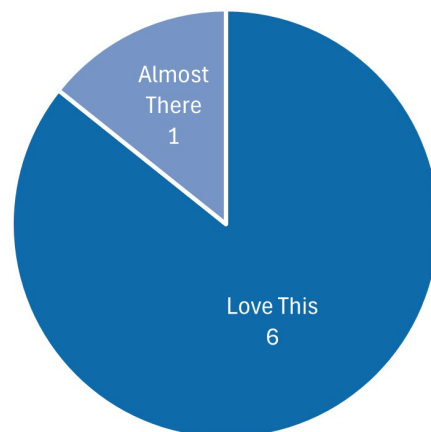
This station displayed the proposed policies for the Conservation element. Almost every participant “loved” the proposed policies.

Participant feedback and comments are below.

Comments

- The City should preserve Locke Paddon Park and its critical bird habitat as open space and California native habitat.
- I don't feel safe walking through Locke Paddon Park.
- There should be a connecting trail all the way around Locke Paddon Park.
- Cultural sights should be identified and marked for public knowledge.
- Public views in the City should be protected.
- More roundabouts are needed to deter people from street racing and reduce exhaust pollution.
- Groundwater is a valuable natural resource that should be protected.
- It is important to protect views from large new development.
- The City should pursue grants for roundabouts to minimize idling vehicles.
- The City should implement a program to provide financial support for a residential tree planting program.

Conservation



Station 3: Safety and Hazards

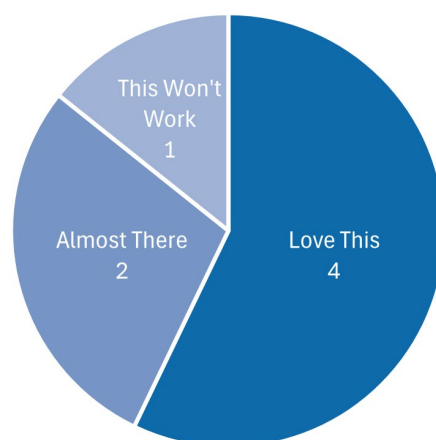
This station displayed the proposed policies for the Safety & Hazards element. Most participants either “loved” the proposed policies or thought they were “almost there”. One felt that they “wouldn’t work”.

Participant feedback and comments are below.

Comments

- Speeding cars, loud mufflers, and street racing are problems.
- We need new fire stations to meet current need; it is important to plan for future growth and build new facilities.
- Illegal mufflers should be ticketed.
- New police station locations and service areas should be studied.
- We need a new designated facility for police.
- I don't think we need any more fire facilities.
- Seismic resiliency studies should be conducted.
- We need more police in high traffic areas in morning for school drop-offs

Safety and Hazards



Questions

- Why are the restrooms at the Community Center out of order?

Station 4: Economic Development

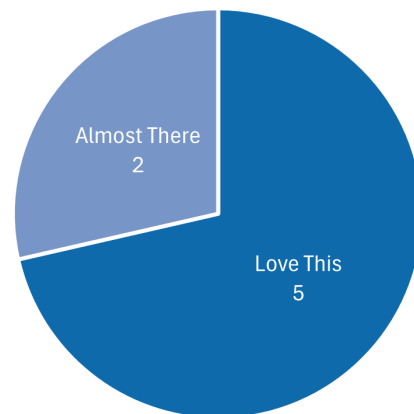
This station displayed the proposed policies for the Economic Development element. Most participants either “loved” the proposed policies or thought they were “almost there”.

Participant feedback and comments are below.

Comments

- We need to diversify what we build. In addition to hotels, we could have a museum, convention center, arts district, etc.
- Most City buildings need maintenance.
- CSUMB needs workforce housing.
- The car wash produces noise pollution at Locke Paddon Park and Marina Library.
- Existing businesses should be required to have proper signage.
- Do not increase the number of flights at the airport.

Economic Development



Station 5: Land Use (Gathering Places, Growth, Neighborhoods)

This station displayed the proposed policies for the Gathering Places, Growth, and Neighborhoods sections of the Land Use element. Participants either “loved” the proposed policies or thought they were “almost there”.

Participant feedback and comments are below.

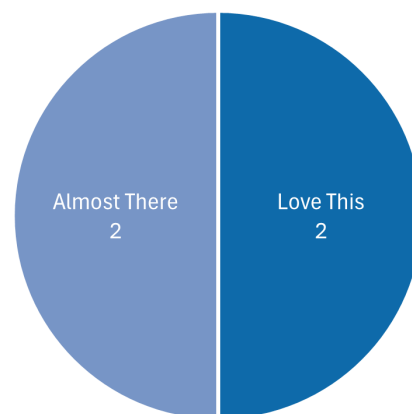
Comments

- Our community needs more veteran and senior housing.
- I would like to see increased bike access, with safe lanes separate from the road.

Questions

- Why isn't the area south of Reservation just east of Imjin included?
- Does the land use consideration conflict with the focused growth policies on the other sheet?

Land Use (Part 1)



Station 6: Land Use (Downtown, Affordable Housing, Public Realm)

This station displayed the proposed policies for the Downtown, Affordable Housing, and Public Realm sections of the Land Use element. Most participants “loved” the proposed policies. A couple thought they were “almost there”.

Participant feedback and comments are below.

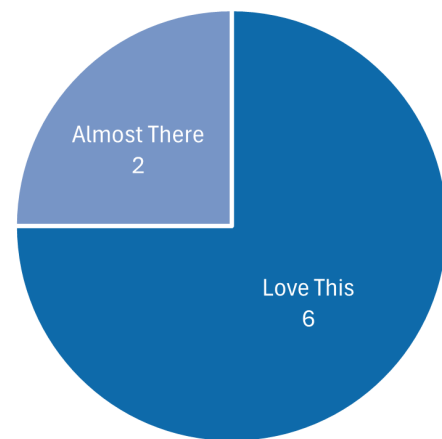
Comments

- We should try to get CDBG funding to assist homeowners who are house rich and cash poor.

Questions

- Why are gated communities are being limited or prohibited?
- What standards will be enforced for retail signage?

Land Use (Part 2)



Station 7: Transportation

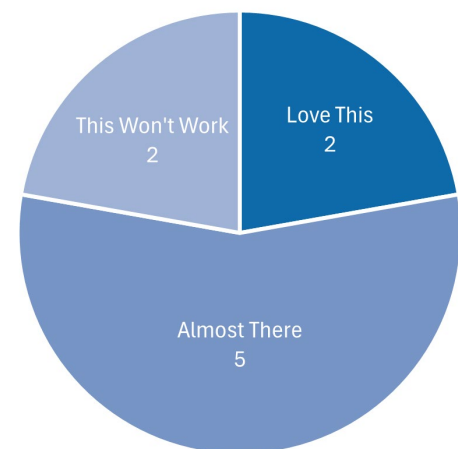
This station displayed the proposed policies for the Transportation element. The majority of participants thought the proposed policies were “almost there”. A couple “loved” them and a couple thought they just “wouldn’t work”. They garnered a large amount of written feedback. SURF was a particularly polarizing topic among participants.

Participant feedback and comments are below.

Comments

- I strongly support small bus circulation between North, Central, and South Marina.
- SURF is disrupting both the recreational trails and future rail.
- We need charging stations for e-bikes.
- The City should implement financing programs to assist low-income population to purchase e-bikes.
- I would like to see a mobility hub at 1st and 5th Street. I do not think it needs SURF to be successful.
- PCH should be widened for all vehicles instead of having a busway.
- SURF should have a dedicated lane through the entirety of Marina.
- Implement EV and e-bike charging station improvements.
- Increase connectivity to FORTAG/Dunes.
- I would like to see more bus rapid transit.
- Reservation & Del Monte should be reduced to two-lane roads to reduce speeds and increase pedestrian walkability.
- More traffic calming is needed. Add more roundabouts.
- I would like to see the 2015 multi-modal corridor plan be brought back.
- The City should implement a SRTS program/policy.
- There needs to be safer access across Reservation Road.

Transportation



- We need more lanes to Monterey for cars.
- Traffic calming measures should be implemented along Del Monte Ave traffic approaching Beach Road. Add a roundabout in all four directions.
- I would like to see improved pedestrian access into Locke Paddon Park from Del Monte Ave. Crossing from the recreational trail into LPP feels unsafe.

Questions

- If we can't build the 2nd Ave/Del Monte Street extension, how do we connect Central and South Marina safely?

Station 8: Public Utilities, Infrastructure, and Water

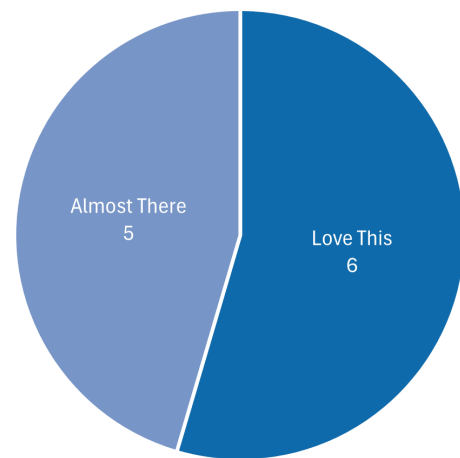
This station displayed the proposed policies for the Utilities, Infrastructure, and Water element. Participants either “loved” the proposed policies or thought they were “almost there”.

Participant feedback and comments are below.

Utilities, Infrastructure, and Water

Comments

- All public parks, both City owned and MPRPD, should have drought tolerant landscaping.
- Utilities have been too expensive.
- We should enclose compost area at dump to reduce smells.
- We should revisit the citizen-led plan to turn percolation ponds into mini parks.
- All public irrigation should come from Monterey1Water.



Questions

- Will more cell towers go up to improve reception? (+2)
- Are infiltration pits in Central Marina necessary or is there a newer alternative that could be explored? Could these sites be rehabilitated for a better use function?

Station 9: Environmental Justice

This station displayed the proposed policies for the Environmental Justice element. All participants “loved” the proposed policies.

Participant feedback and comments are below.

Comments

- We should not allow anymore vape stores in our community.
- Enforce sidewalk repairs when a home sells.
- Airport airspace is encroaching on Marina and more oversight is needed.
- Create affordable housing with home sharing.
- Build intentional housing for aging-in-place.
- There are odors from the landfill. Mitigations from the recent odor study should be implemented.

Station 10: Climate Change

This station displayed the proposed policies for the Climate Change element. Participants either “loved” the proposed policies or thought they were “almost there”.

Participant feedback and comments are below.

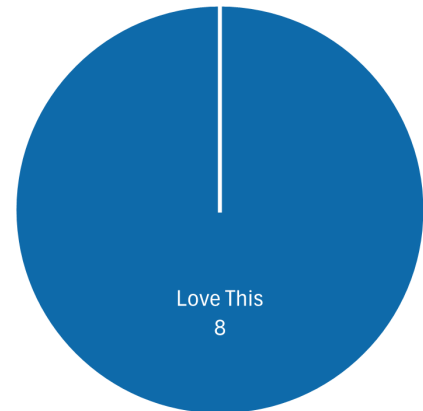
Comments

- Climate change is real, but harsh reactions can waste money.
- Please improve the layout and user-friendliness of the City’s website.
- The City should use ZE vehicles.
- Require all outside lights be downward facing to help migratory birds.
- Cooling centers may not be necessary.
- We need one new official cooling center.
- The Public Works department should convert to electric power tools for landscaping.

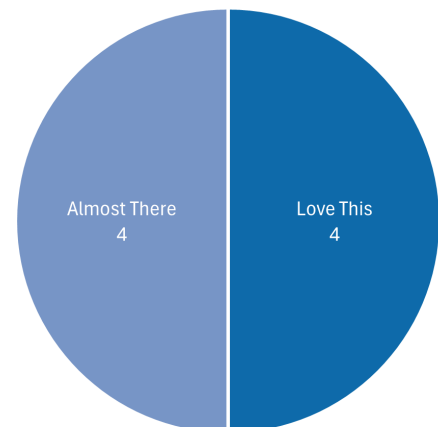
Questions

- Will the City include policies that address other climate impacts, such as fire, sea level rise, and flooding?

Environmental Justice



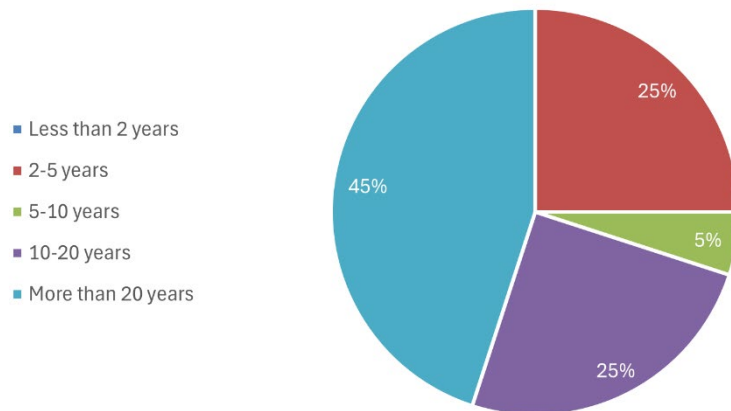
Climate Change



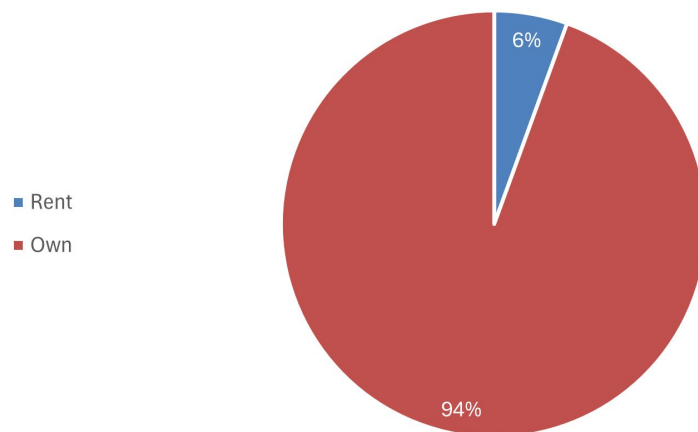
Demographics Results

Participants were invited to provide anonymous demographics information to aid in tracking participation over the lifetime of the General Plan update. Not all participants provided information. Results are summarized below.

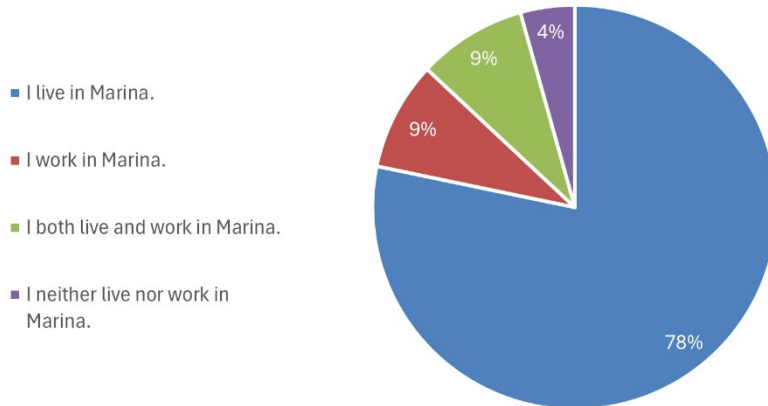
How long have you lived in Marina?



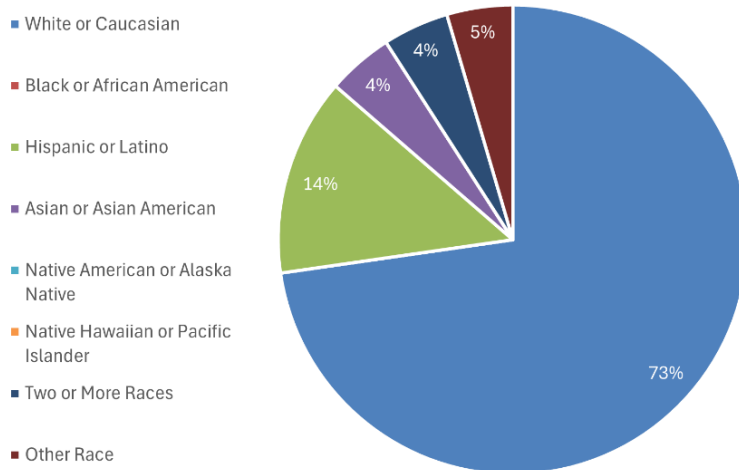
If you live in Marina, do you rent or own?



Do you live and work in Marina?



What best describes your background?



What is your age?

