

# Workshop #2: Issues, Opportunities, and Visioning

*May 20, 2023*



Kimley Horn | Rincon | EPS

# Agenda

<b>10:00am-10:15am</b>	Open House with Activities
<b>10:15am-10:20am</b>	Introduction and Welcome
<b>10:20am-10:45am</b>	Overview Presentation by Consultant Team
<b>10:45am-11:45am</b>	Small Group Discussion/Activity
<b>11:45am-12:00pm</b>	Closing and Next Steps

# Meeting Objectives

Discuss existing conditions in Marina

Identify the characteristics that make Marina unique

Identify primary issues and challenges facing the City

Discuss a long-term vision for the City



# Introductions

# 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*

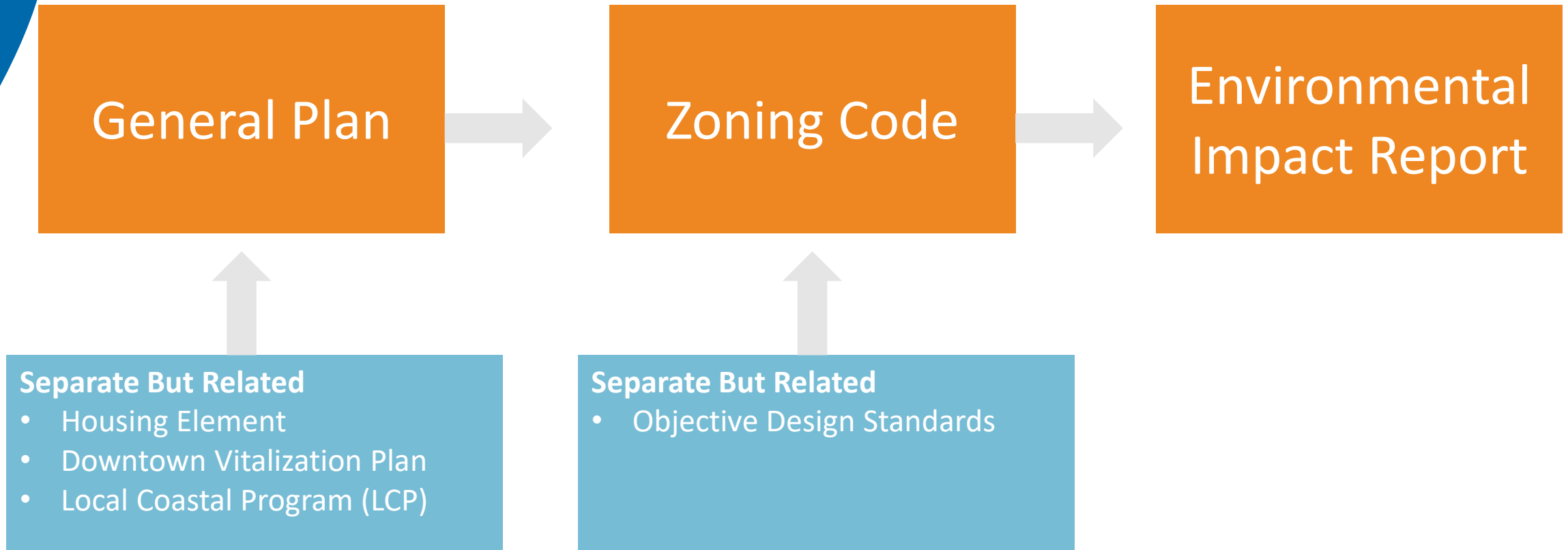
**Megan Jones, MPP |**  
CEQA Principal-in-Charge

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

**Della Acosta |** Project  
Manager

# What is the General Plan Update?

# What is the Project?



# What is a General Plan?

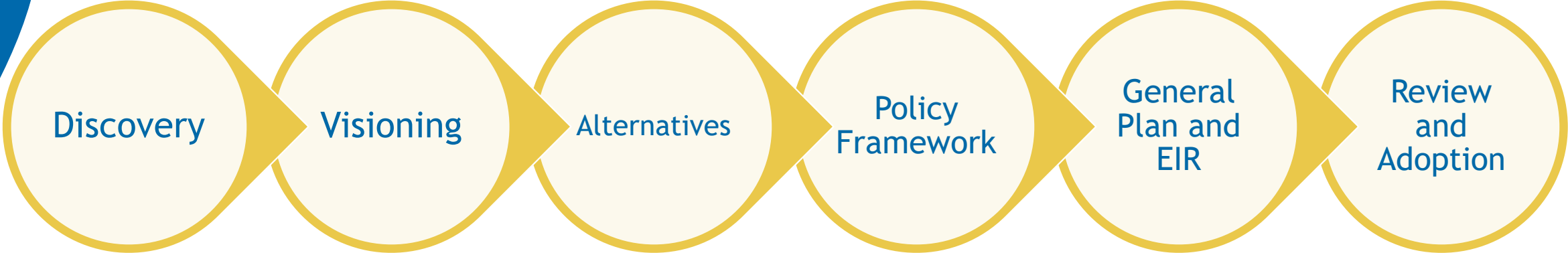
- Long-term policy document to **guide future actions**
- Establishes the **City's direction** for the next 20 years
- Enables the community to come together to develop a **shared vision for the future**
- Updated every 15-20 years
- Preserves and enhances **community strengths**
- Addresses key **topics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

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





# General Plan Update Process



January 2023



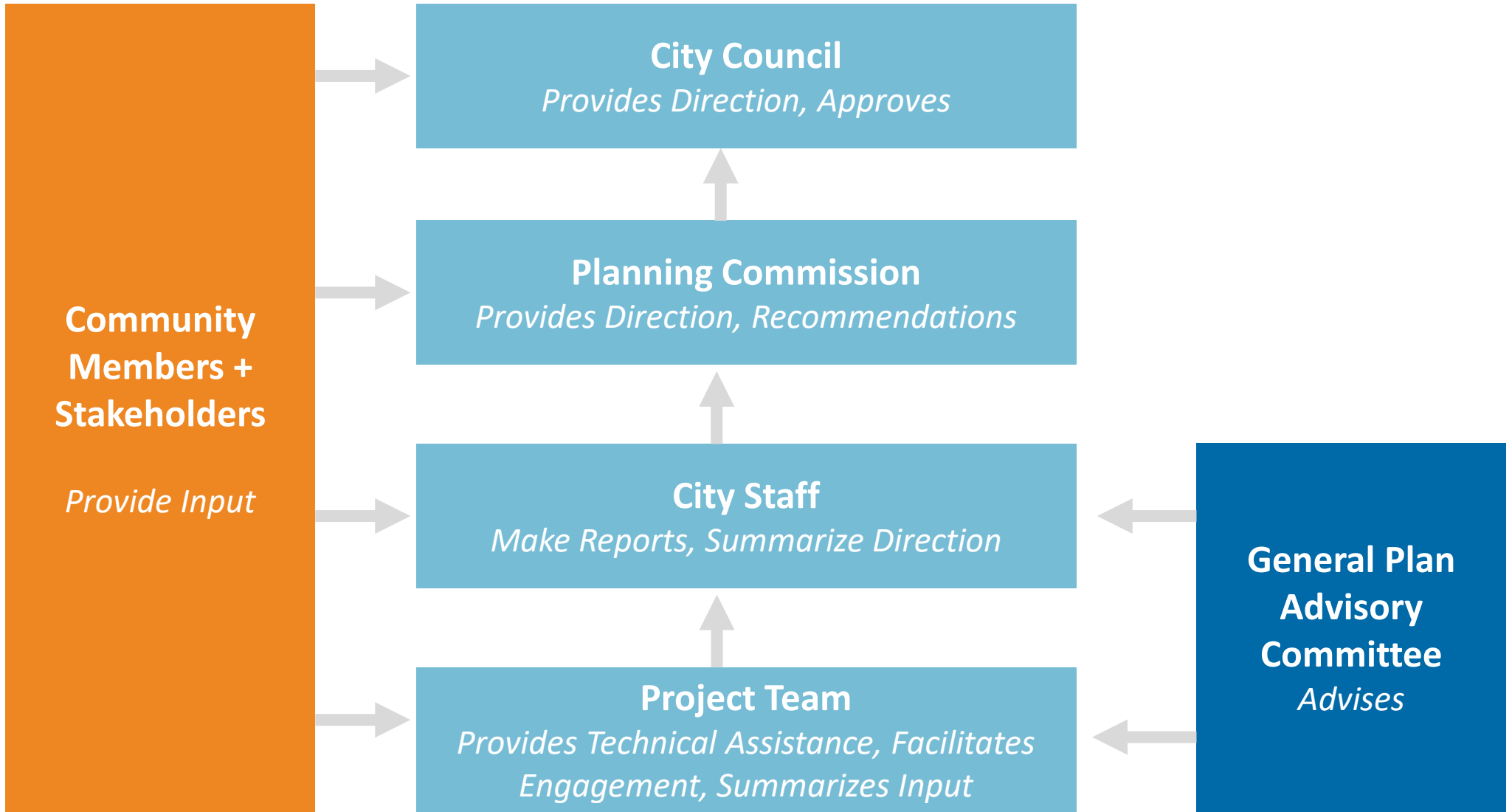
December 2024

# Community Engagement

# 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 **(1 meeting to date)**
2. Community Workshops **(2 workshops to date)**
3. Pop-Up Workshops **(1 round to date)**
4. Stakeholder Interviews **(1 round to date)**
5. Educational Videos
6. Surveys and Feedback Forms
7. Focus Groups

# Tracking Progress

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

## 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

# What We've Heard

Initial feedback from the community



# Strengths/Opportunities

- Geography
- Coastal proximity
- CSUMB proximity
- Diverse population
- Municipal airport
- City-owned lands
- Military legacy and veterans
- Civic pride
- Public parks and Marina Library

# Issues/Challenges

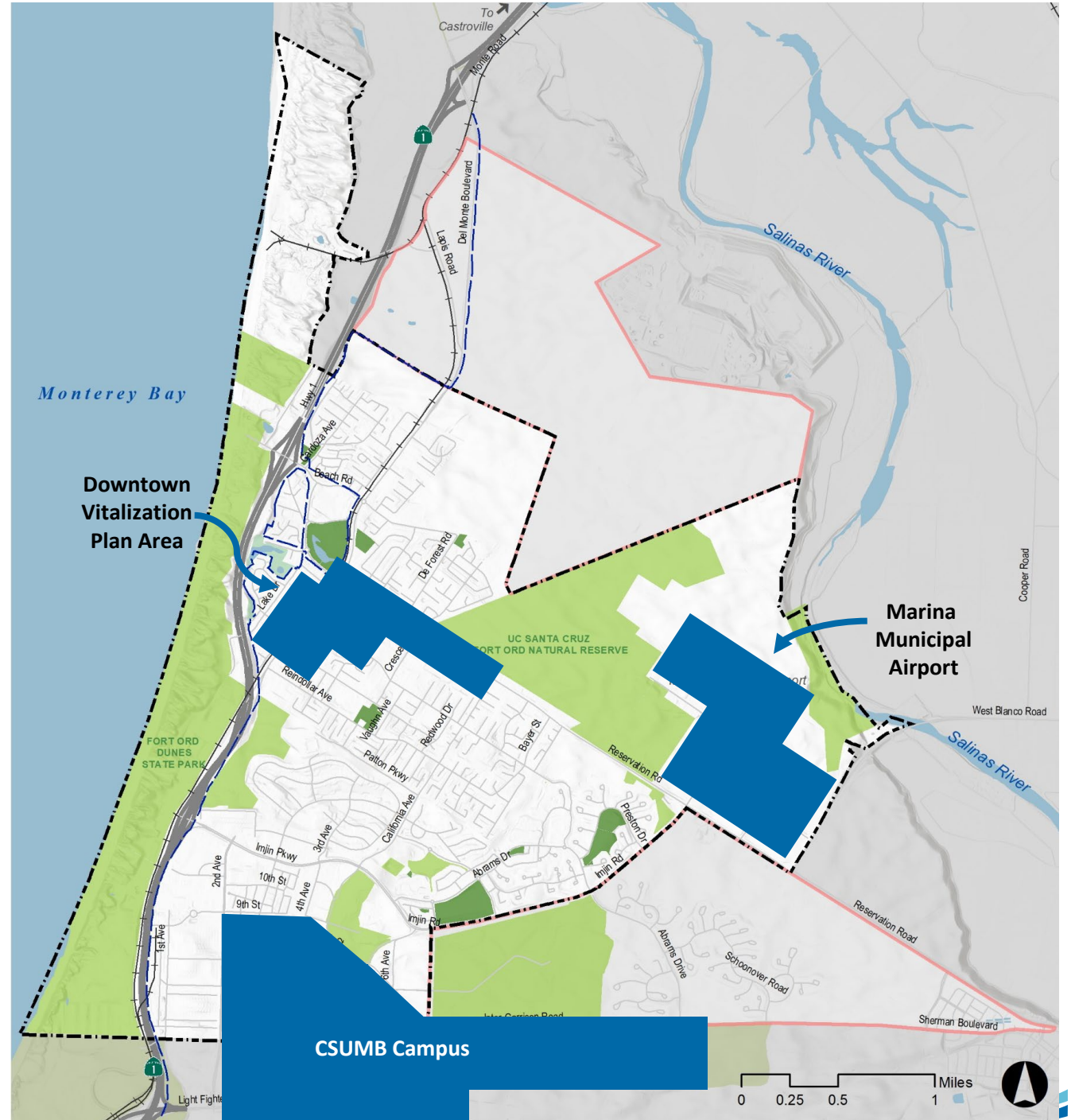
- Affordable/senior housing availability
- Beach access
- Lack of clear identity
- Distributed gathering places, no 'one' center of town
- Limited tax base
- Attracting new major employers
- Desalination plant
- New development vs. land conservation

# City Snapshot

# Quick Facts

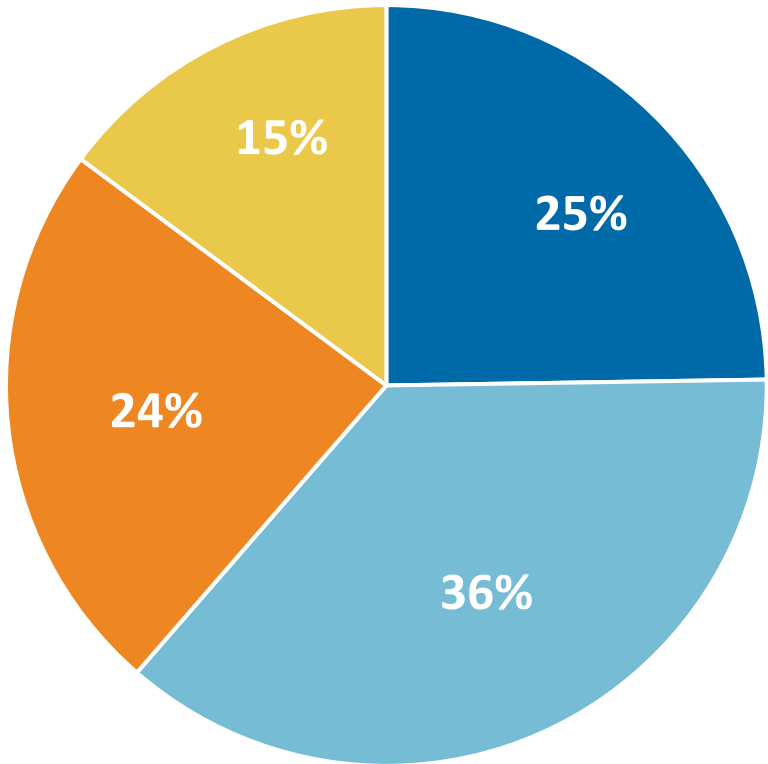
- Incorporated in 1975
- 9.8 square miles
- 21,500 residents
- 6,491 total jobs

2021 CA DOF



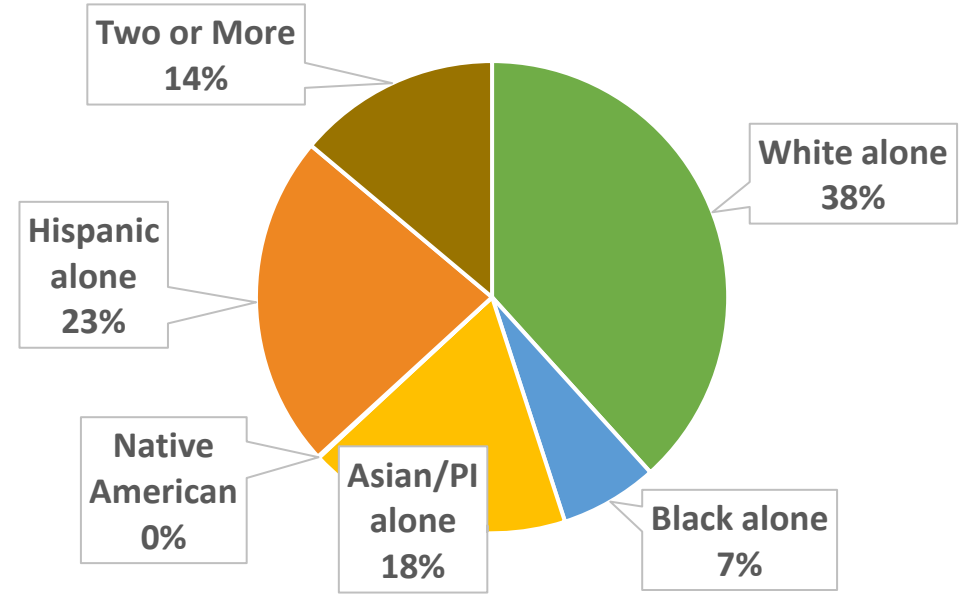
# Demographics

Age Distribution

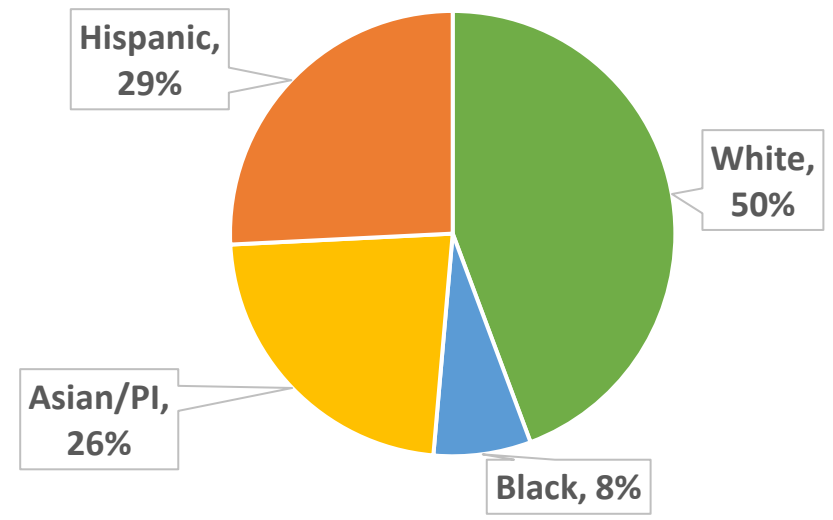


■ 19 and under ■ 20-45 ■ 45-64 ■ 65-85+

Race and Ethnicity (alone)



Race and Ethnicity (some heritage)

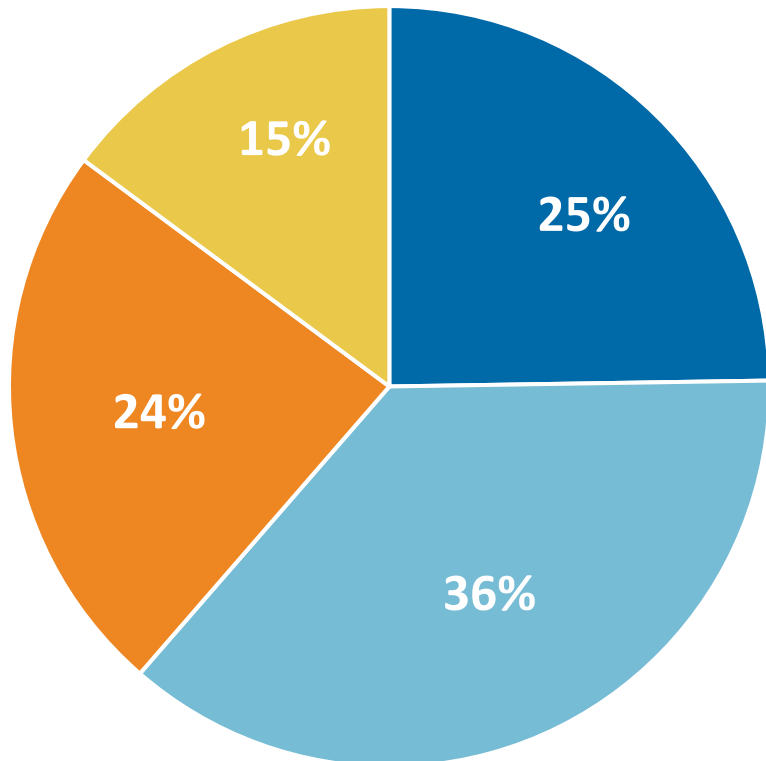


**14% speak English less than very well**

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

# Demographics

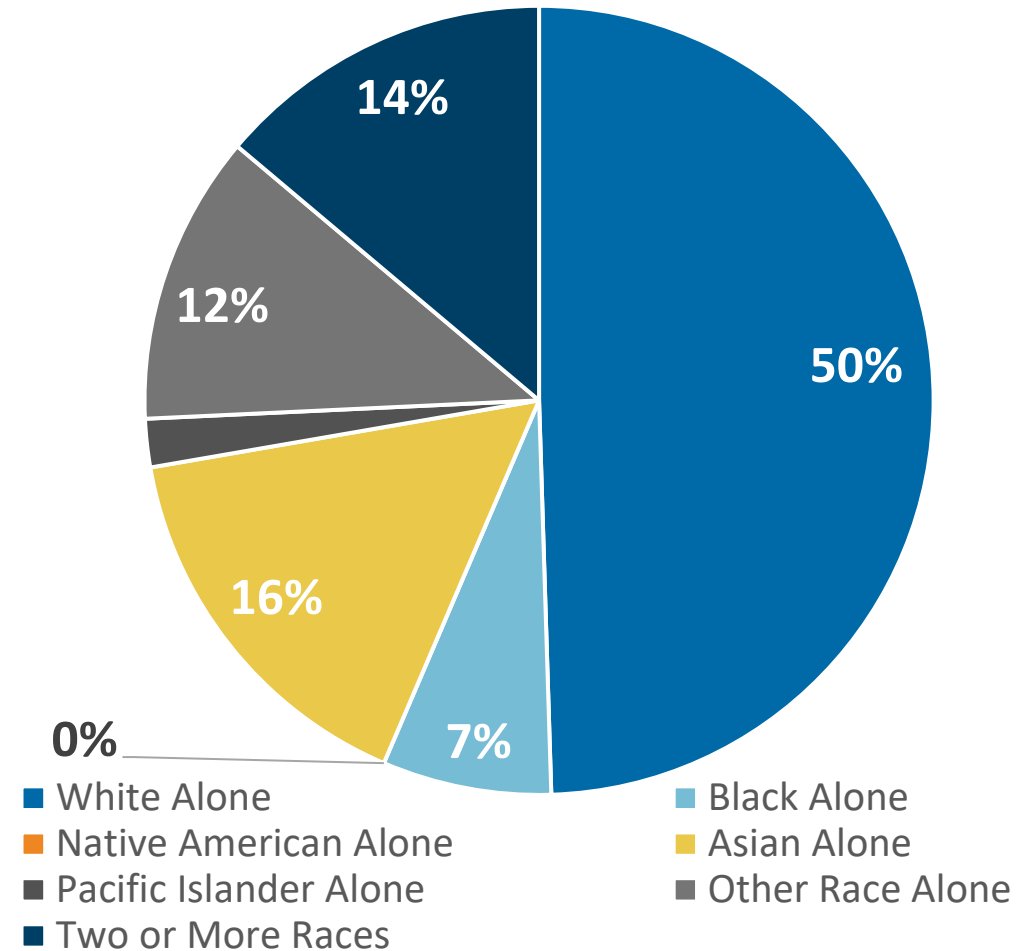
## Age Distribution



■ 19 and under ■ 20-45 ■ 45-64 ■ 65-85+

*14% speak English less than very well*

## Race and Ethnicity



**28% Hispanic or Latino Origin**

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

# Demographics

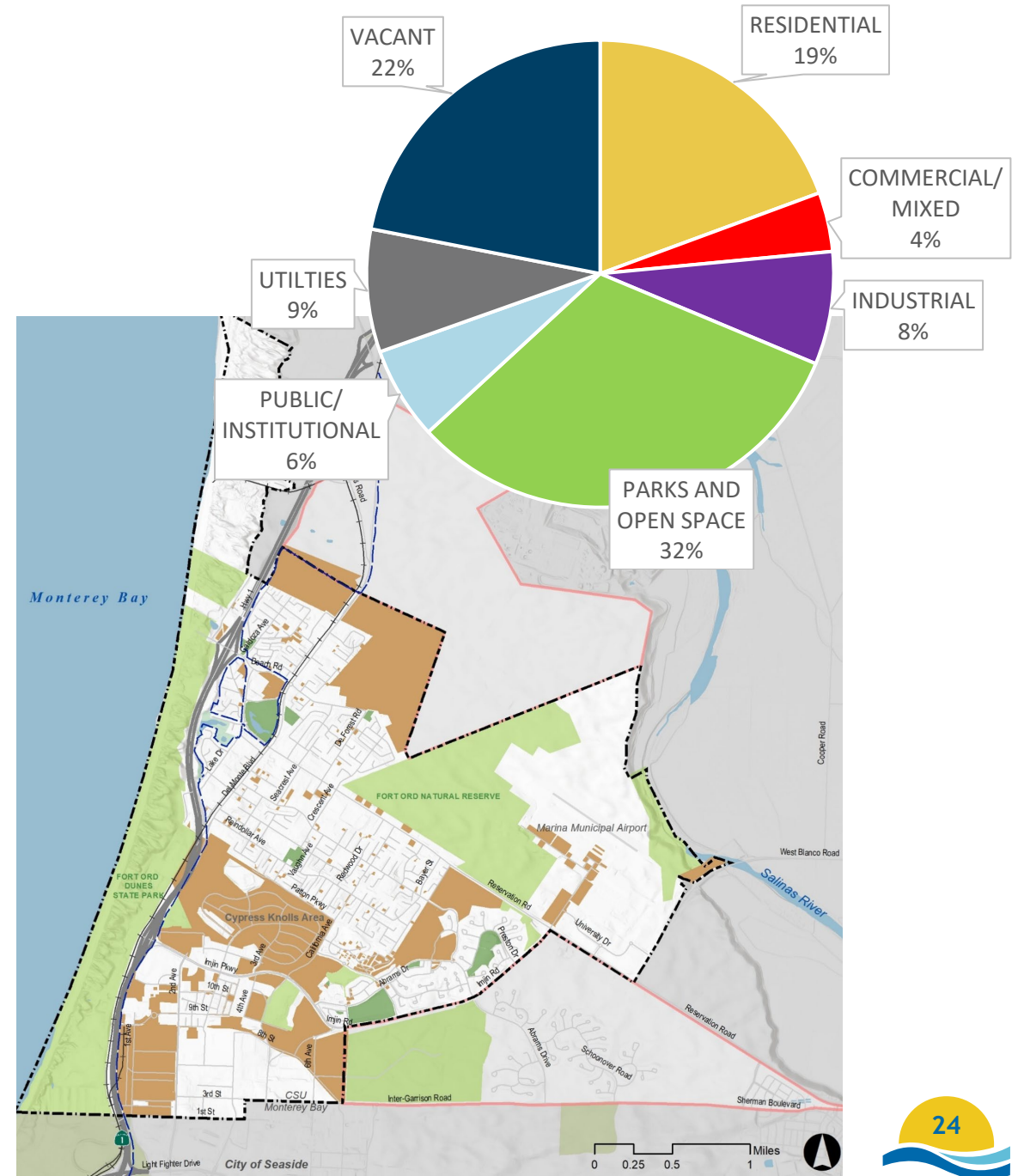
- Marina's **median household income** is **\$78,795**
  - Compared to \$82,013 in Monterey County
- **45%** of Marina residents aged 25 and older have **an Associate's degree or higher**
  - Compared to 35% in County Monterey

*(ACS 2021)*



# Existing Land Use

- Within City limits, the dominant land uses are:
  - Parks/open space; over 1,800 acres (32%)
  - Vacant lands; over 1,200 acres (22%)
  - Single-family residential, detached (12%) and attached / townhouse (4%)
- More than one-fifth of the land is vacant, as shown



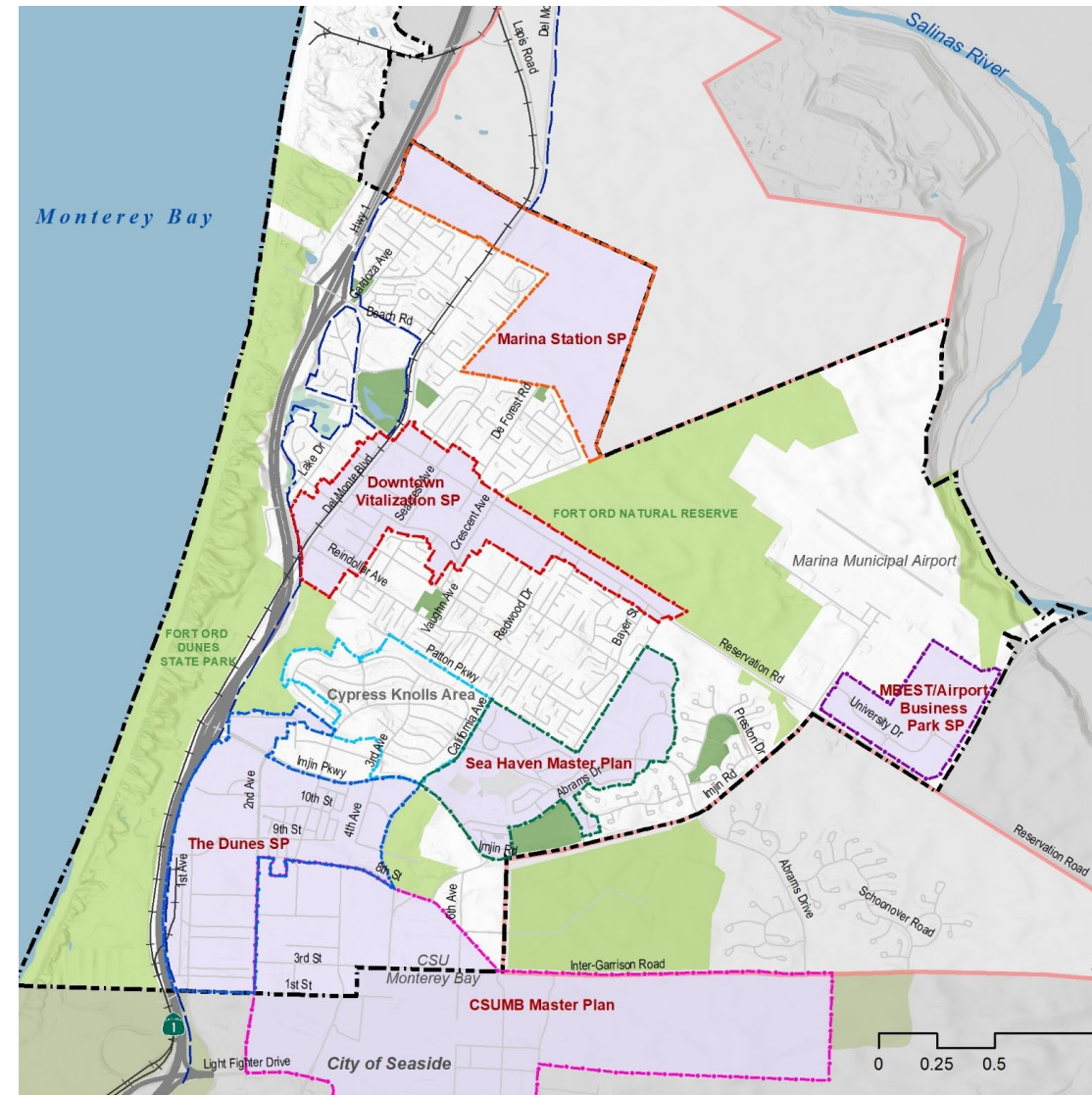


# Existing Plans

A number of areas in the City already have established vision and policies guiding future development:

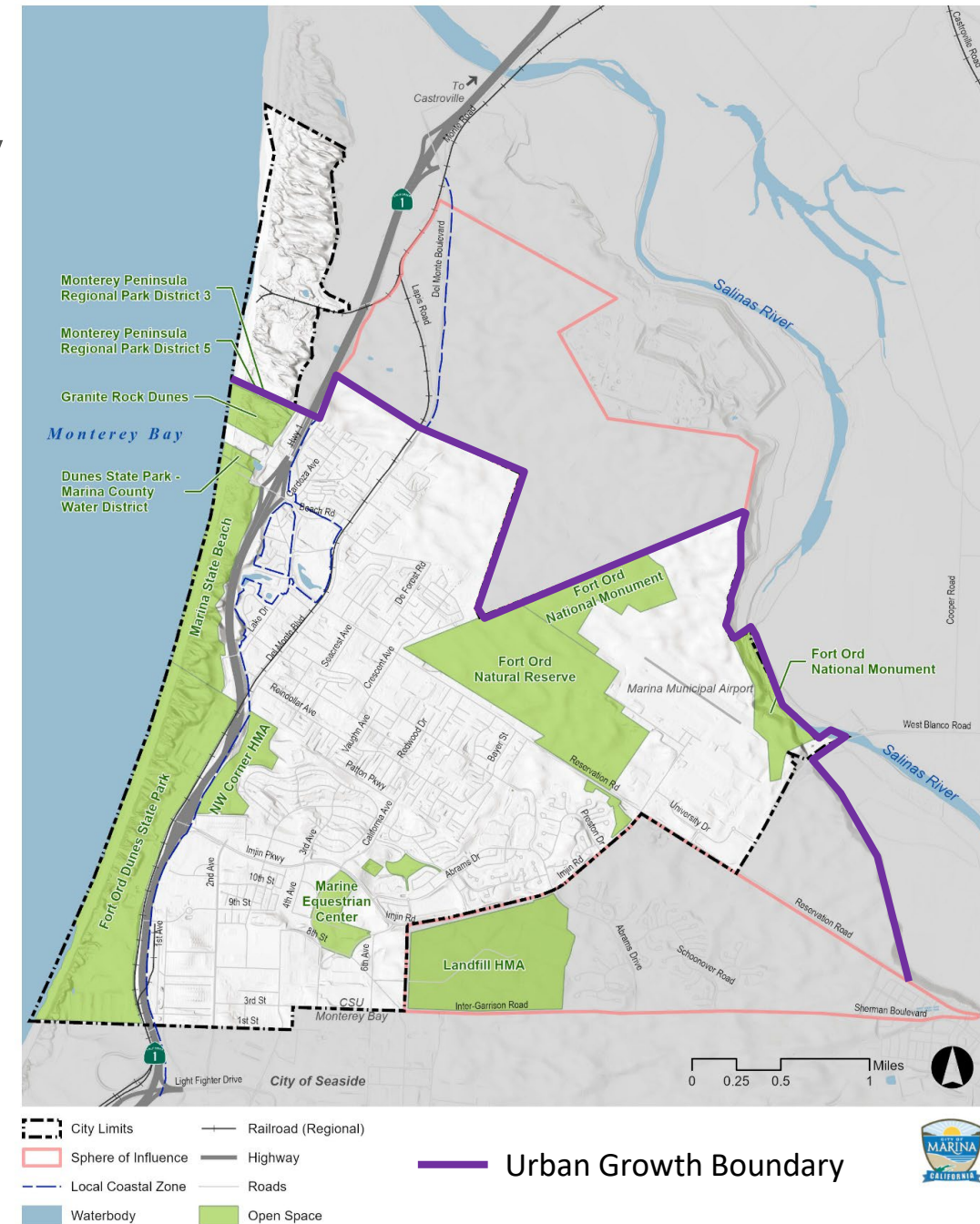
- Marina Station Specific Plan\*
- The Dunes Specific Plan\*
- Sea Haven Master Plan\*
- Downtown Vitalization Plan
- MBEST/Airport Business Park Plan
- CSUMB Master Plan

\*Combined total of 3,737 housing units entitled in Marina Station, Sea Haven, and Dunes (2,169 units in the pipeline)



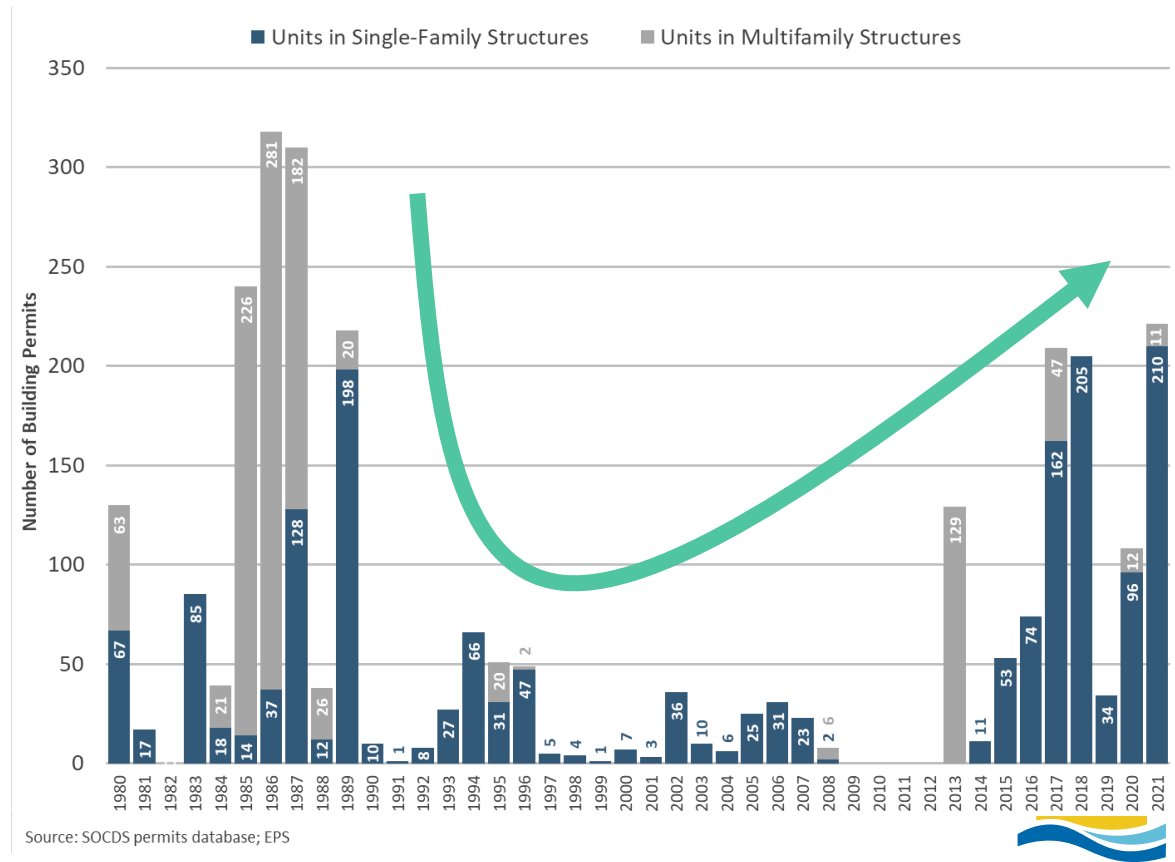
# Urban Growth Boundary

- Generally located along the northerly edge of the City
- City cannot develop north of purple line
- UGB land shall remain as unimproved open space;
  - Preservation of natural resources
  - Scientific study and research
  - Managed production of resources
  - Outdoor recreation
- First adopted in 2000, now extended to 2040



# Development Trends

- Most of the City's housing stock dates to the 1960s
  - Brief boom of residential construction in the 1980s
  - Resurgence of residential development within master-planned communities in 2010s
- Regionally, Marina has experienced the highest household growth (7%)
  - 700+ building permits issued in 2010s
  - Dominated by single-family for-sale (90% of new units)
- Multifamily rental market has not grown
  - Less than 80 units built since 2014
  - 160+ units currently entitled



# Jobs & Local Economy

- Recent growth in hospitality and retail sectors (1/3 of all jobs in Marina)
  - Retail Trade +182%\*
  - Accommodation and Restaurants + 105%\*
- Largest source of retail sales tax comes from General Merchandise stores, such as Target
- Retail space accounts for over 40% of all commercial space
- Very low retail, office, and industrial space vacancies could indicate desire for more development



\*Percent change in citywide “primary job” base in specified NAICS industry from 2002 to 2019

# Parks & Open Space

Relatively high parks level of service (5.98 parks per 1,000 residents)

- 128.6 total acres of parkland
- 34 parks, including playgrounds & courts

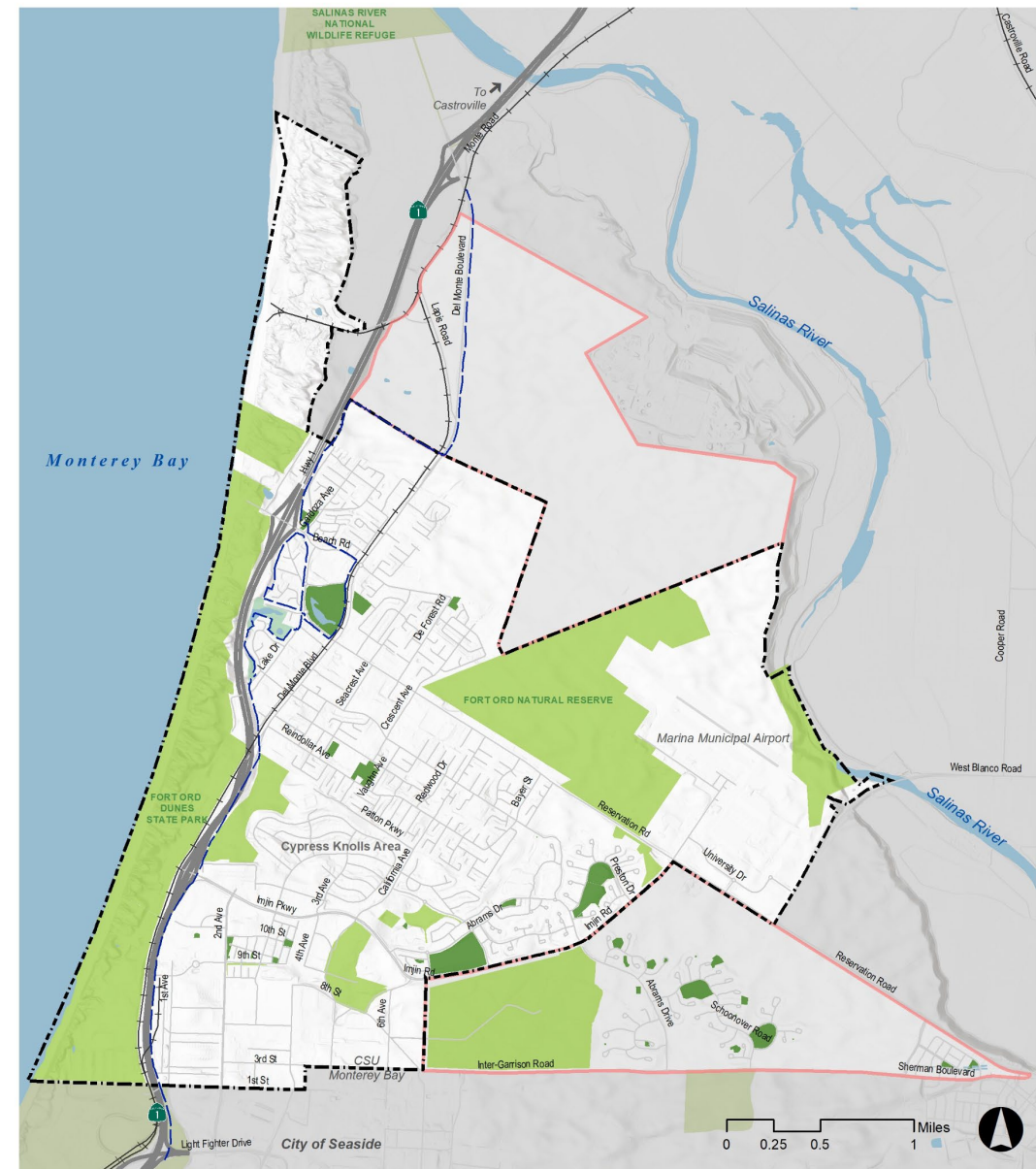
Most residents have good access to parks

- 80% live within a 10-minute walk
- 50% live within 5-minute walk

Limited access to the beach

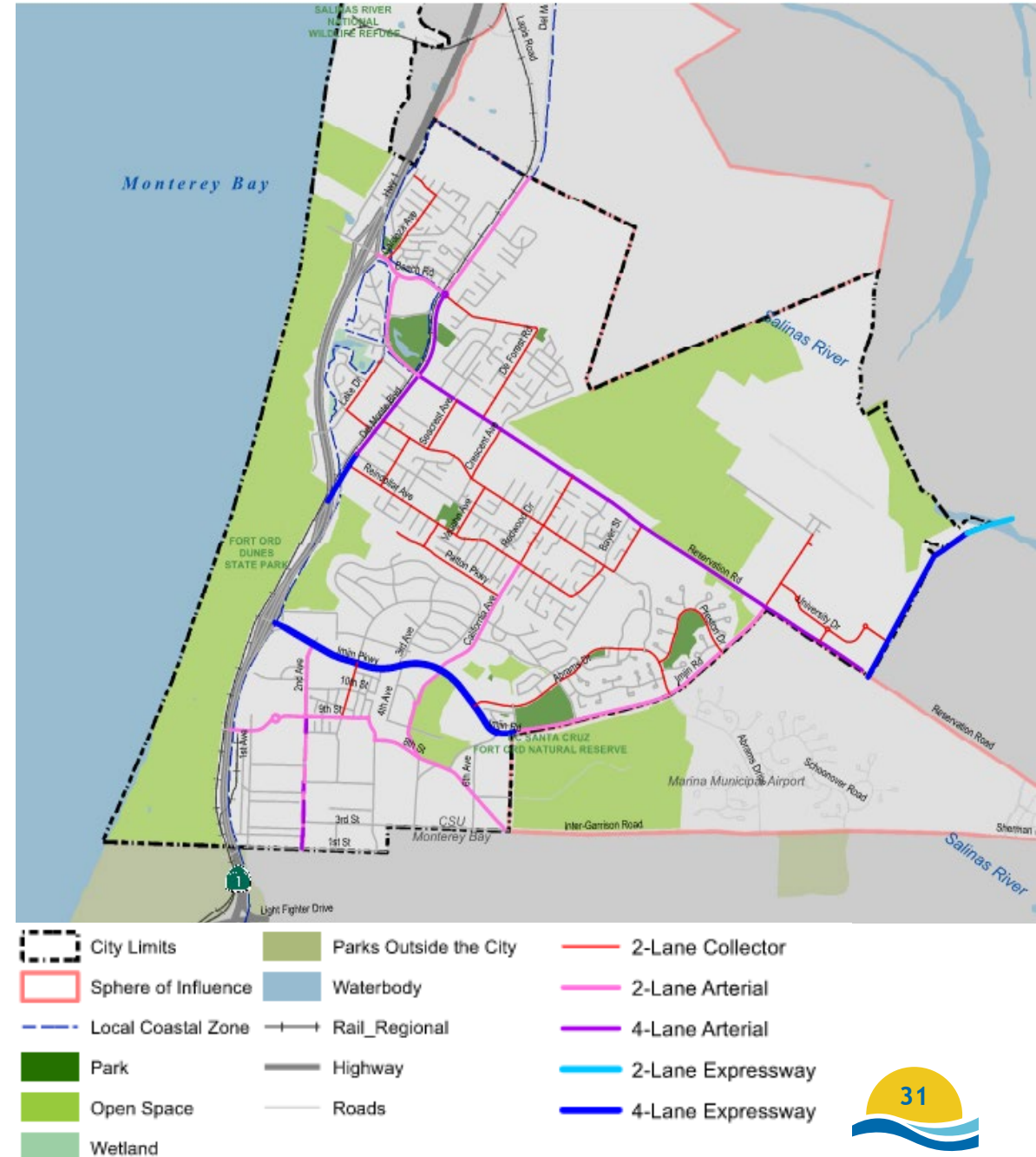
Seven large open space areas

- 6,500 acres in city & Sphere of Influence
- Public access varies



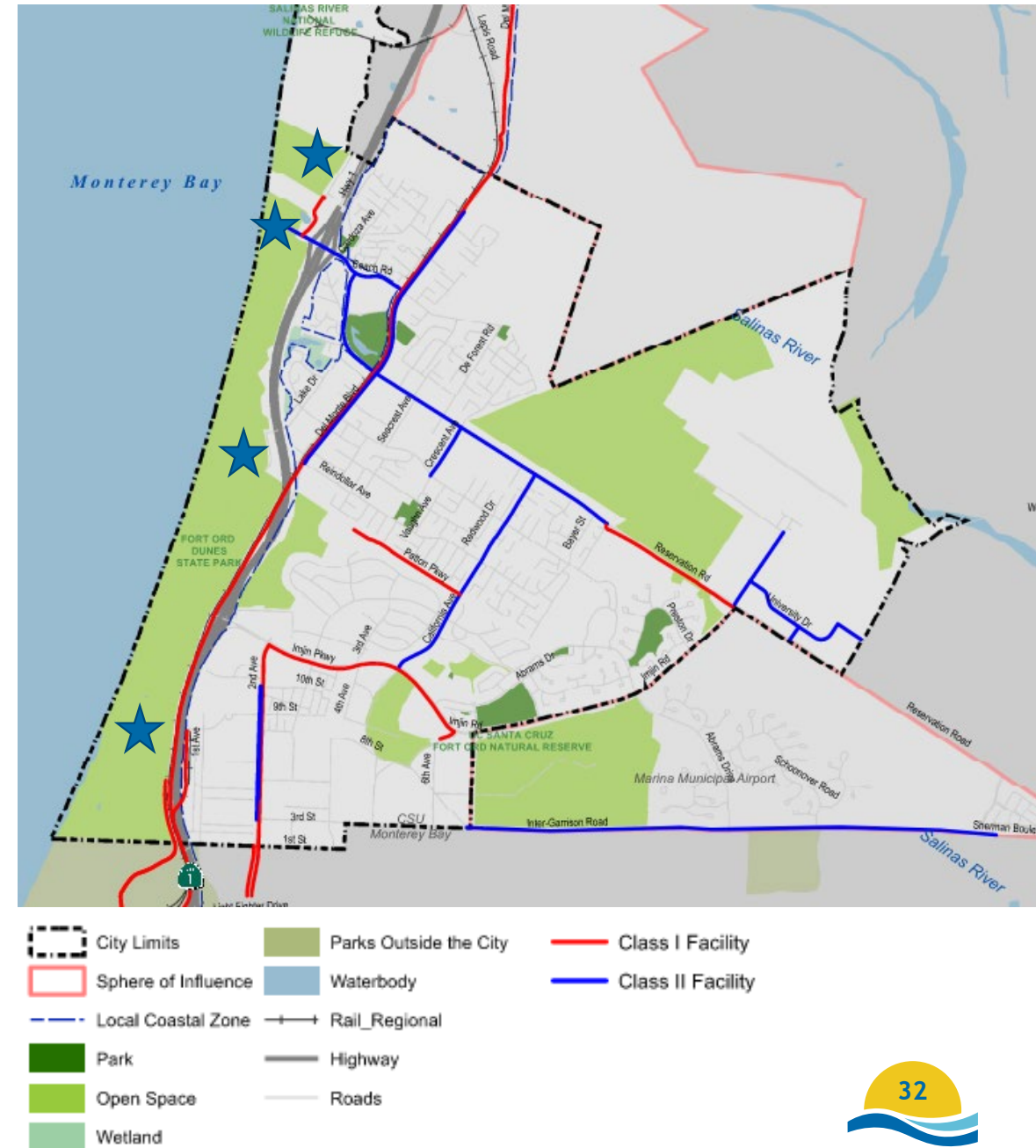
# Roadways

- Limited connections between north and south (from old to new town)
- Increased congestion on Imjin Parkway, Del Monte, and 2<sup>nd</sup> Ave
  - Most collisions happen on these streets
  - Numerous improvements planned for Imjim Parkway
- Major potential future projects include:
  - 2<sup>nd</sup> Avenue Extension
  - Patton Pkwy Extension
  - Surf Line bus rapid transit line
  - Dunes S.P. roadway network



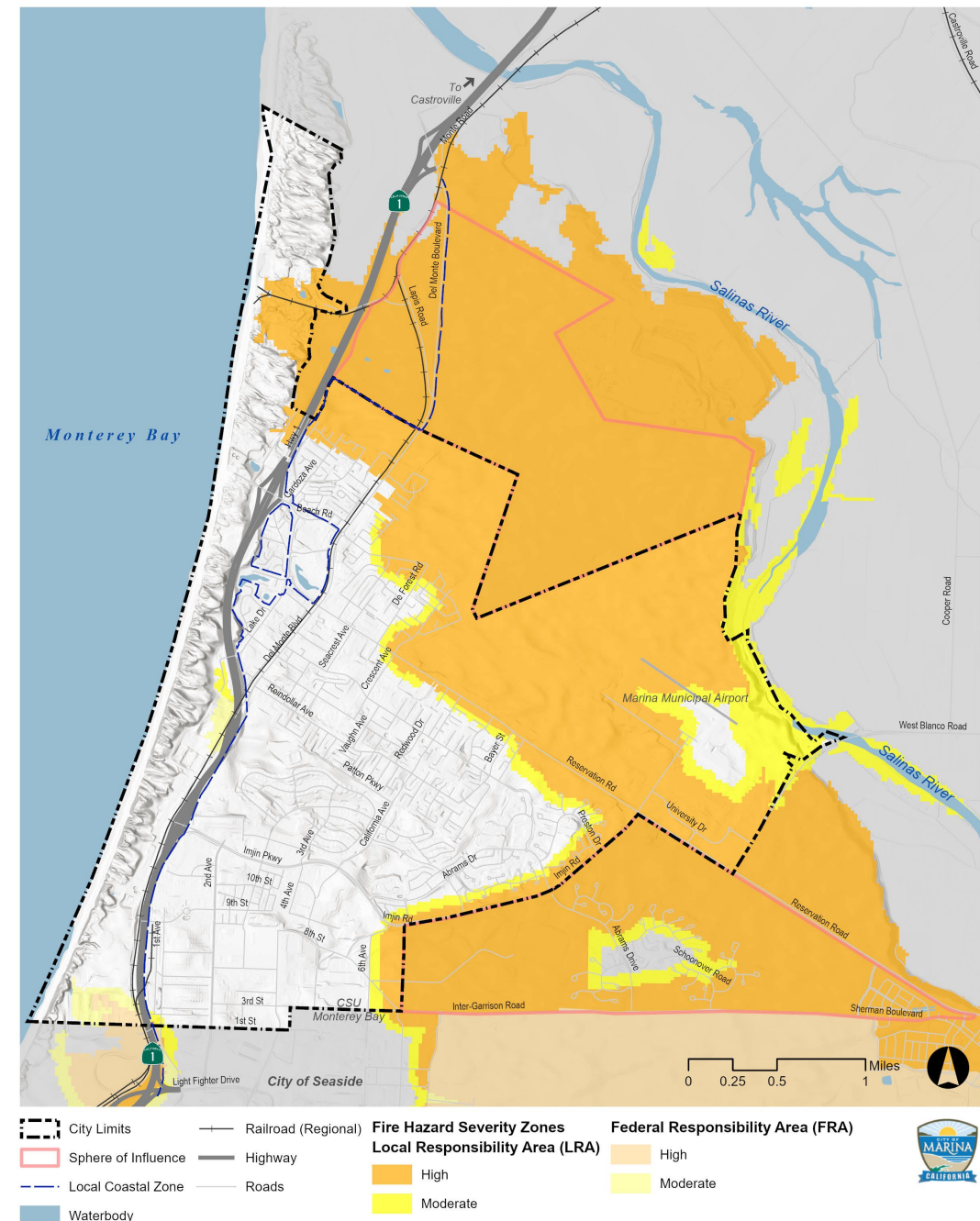
# Pedestrians and Bicycles

- Key ongoing efforts include:
  - Complete Streets Policy
  - Active Transportation Plan
  - Safe Walk/Bike to School
- Limited existing bike + ped facilities
  - Ped/Bike bridge from DiMaggio Park
  - FORTAG trail improvements
- Lack of connection over HWY 1; only four primary coastal access points:★
  - Dunes Drive on private property
  - End of Reservation Road (the main entrance to the State Beach)
  - Undeveloped access at Lake Court
  - 8<sup>th</sup> Street parking lot



# Safety and Hazards

- Wildfires have and will likely continue to impact air quality; hazard areas are found in the eastern half of the City
- Marina is highly susceptible to impacts from earthquakes
- Marina is subject to high coastal erosion rates and intense coastal flooding
- Several hazardous materials facilities pose potential public health risks





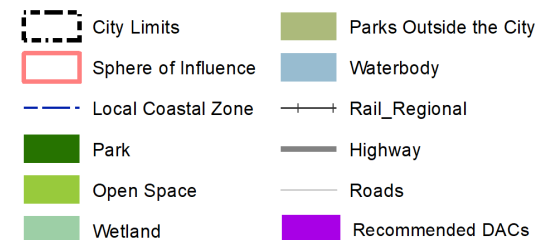
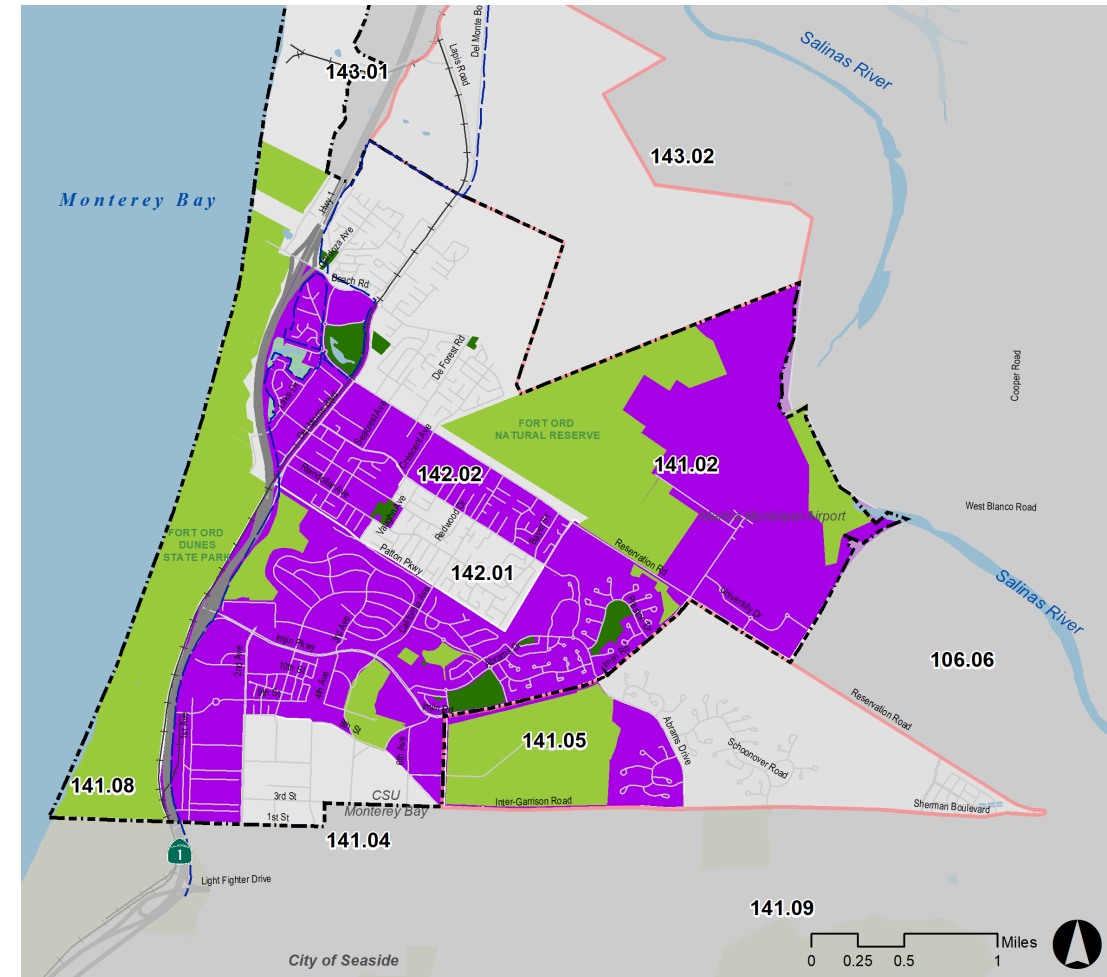
# Natural Conservation

- Resources are located mostly within former Fort Ord areas
  - Critical habitat is primarily located along the coast, west of Del Monte Road, east of the Airport, and along the Salinas River
  - Three species with critical habitat including sand gilia
  - The City is currently preparing the Marina Resource Management Plan to address management of the four HMAs



# Environmental Justice

- 3 step process
  - Identify “disadvantaged communities”
  - Conduct community engagement
  - Craft goals, policies and programs
- Disadvantaged community is “...a low income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation.”
- Pollution burdens (with State data): pesticide use, cleanup sites, groundwater threats, and impaired water bodies
- Other EJ Issues: desal plant, regional wastewater treatment plan, regional waste management facility



# Group Activities

# Activity Overview

- #1 Small Group Discussion (30 minutes)
- #2 Group Mapping Activity (30 minutes)

# Participation Principles

- Common conversational courtesy – one person speaks at a time
- Respect the ideas and points of view of others
- Participate but share the time
- Be a good listener – ask questions for clarification
- Make new friends

# Small Group Discussion Questions

1. What is unique and special about Marina that you don't want to lose?
2. What issues and challenges is Marina facing today and in the future? What concerns do you have about the future?
3. What is your vision for Marina in 2045? What is the same? What is different?

# Group Mapping Activity

- Work with your table-mates
- Feel free to draw, color, and place stickers throughout the map
- Use pens and post-it notes to identify:
  - Areas of town you love as they are today
  - Areas of town that need improvement (and what those improvements are)

# Next Steps & Closing



# Next Steps

- Pop-up events – happening now!
- **GPAC #2 – June 1<sup>st</sup> 6:00-8:00pm**
- Online feedback – Summer 2023
- Workshop #3 – anticipated late Summer 2023

*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!

