

# **ACKNOWLEDGEMENTS**

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# **EXECUTIVE SUMMARY**

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# ES—1.1 Executive Summary

The City of Marina Downtown Vitalization Specific Plan is a community-initiated plan intended to guide the future development and ultimate transformation of the City's 320-acre downtown. The Specific Plan process involved countless hours of citizen participation and input guided by City staff.

#### ES-1.1.1 Intent

For nearly 20 years, residents of Marina have expressed a desire to make Downtown a destination with a distinct identity. They envision Downtown as the figurative heart of the community, a place where people gather for special events like farmers markets, street performances, and community events. Downtown will be home to parks and other recreational spaces, outdoor dining, public art, and attractive streetscapes. Residents envision wide sidewalks filled with people, activity, and a creative mixture of land uses.

This Specific Plan can be thought of as a road map to these desired destinations. In particular, the Specific Plan aims to reinvigorate the Downtown Marina economy and sense of place through:

- A cogent vision for the future;
- Clearly articulated land uses and development regulations; and,
- Appropriate design standards and guidelines.

This Specific Plan builds on the goals and objectives established in the City of Marina General Plan, as well as the relevant standards and regulations from the City's Municipal Code. It also implements elements of the City's Downtown Vision Plan, Downtown

Design Guidelines, and Pedestrian and Bicycle Master Plan.

# ES—1.2 Specific Plan Contents

The Downtown Vitalization Specific Plan has been organized as follows:

#### Part I

**Executive Summary** provides a broad overview of the Plan.

Chapter 1 (Introduction) contains a project background and description of existing conditions in the Downtown. This chapter also includes the Plan's vision and guiding principles.

Chapter 2 (Community Identity) establishes the desired identity of Downtown Marina, considers opportunities and threats present in the Downtown, and includes goals and policies associated with the identity of Downtown Marina.

Chapter 3 (Land Use and Development) describes land use goals, policies, and implementation measures to guide future development within the Downtown. The mixed-use portions of the area are divided into "core" and "transitional" sections, with core being more urban in design and transitional moving towards suburban.

**Chapter 4 (Economics)** includes a framework for economic development in the Downtown. Technical studies are presented, and goals and policies related to economic development are established.

Chapter 5 (Mobility) describes the circulation and parking goals, policies, and development standards to help implement the vision for Downtown Marina. This chapter also establishes the basis for the plan's proposed





Dunes west of Marina. Source: Monterey County Convention & Visitors Bureau

multimodal circulation system that integrates an interconnected network of vehicular, pedestrian, and bicycle traffic.

Chapter 6 (Public Facilities and Infrastructure) includes policies for the planned distribution, location, extent, and intensity of water, sewer, and storm drainage infrastructure and solid waste disposal facilities.

Chapter 7 (Environment and Sustainability) summarizes the importance of sustainable planning and "green" design methods and the measures that have been included in this Specific Plan to reduce the potential impact of development within the Downtown.

#### Part II

Section A (Design Standards and Guidelines) sets forth standards and guidelines for the consistent promotion of high quality, well designed development throughout the Downtown. These standards are composed of written statements and graphic illustrations that describe the design intent and community character for the Downtown Area.

**Section B (Implementation)** provides a framework to successfully implement the Plan and ensure its objectives are integrated effectively with the goals of existing documents, including the City's General Plan and Municipal Code.



# 1. INTRODUCTION

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## What is a Specific Plan?

A Specific Plan is a regulatory tool that local governments use to implement a General Plan and to guide development in a localized area. While a General Plan is the primary guide for growth and development Citywide, a Specific Plan focuses on the unique characteristics of a special area by customizing the planning process and land use regulations to that area. A Specific Plan is enacted pursuant to Section 65450 et seq. of the California Government Code.

# 1.1 Plan Purpose and Intent

The purpose of the Downtown Vitalization Specific Plan (hereafter "Specific Plan") is to create a unique and identifiable Downtown core for Marina that is vibrant and pedestrian -oriented (see Map 1-1: Specific Plan Vicinity). This Specific Plan will be an aspirational policy document and regulatory tool used by the City of Marina to guide development in the Downtown for the next 20 years. While the City's General Plan is the primary guide for growth and development within Marina, this Specific Plan focuses on the Downtown area in more detail, establishing a development framework for land use, circulation, utilities and services, resource protection, design, and implementation. The guiding question for this document is "What do we want Downtown Marina to look like in the future?"

The word "revitalization" suggests returning life or vibrancy to an area in decline. Some communities utilize redevelopment agencies and area-specific revitalization plans to reinvigorate struggling neighborhoods. In the case of Marina, the word "vitalization" is used in place of "revitalization" to suggest an area that never fully developed as a traditional

downtown. Marina's relatively recent incorporation, coupled with its history as a housing and services center for people stationed or working at Fort Ord, reflects a young city without the urban form of density and mixed uses characteristic of a traditional downtown (see Figure 1-1). Thus, the Downtown Vitalization Specific Plan aims to bring life and vitality to the proposed Downtown area through identifying goals, policies, and strategies that will help lead to desired development patterns. This plan will be considered successful when people know where the Downtown Core of Marina is—and want to be there.

The Specific Plan seeks to establish a direct connection between the City of Marina's General Plan and opportunities for vitalization and enhancement within Downtown Marina. An overall goal is the orderly development of Downtown Marina in a method consistent with the City's General Plan and, more specifically, with the community's vision as developed through the community outreach process. Specific topical goals include:

- Community Identity—a Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.
- Land Use and Development—Land Use that emphasize community, creates a safe, walkable and vibrant downtown, attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.

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- Economics—Create an environment that attracts and sustains economic viability, through innovation, and business and social opportunities.
- Mobility—Create visually pleasing downtown pedestrian and vehicular circulation that safely, efficiently, and effectively encourages people to gather, walk, bike or use public transportation.
- Public Facilities and Infrastructure— Maintain a sufficient level of public infrastructure and utilities, including broadband, to serve existing and future anticipated development in the specific plan area.
- Environment and Sustainability—Support development in Downtown Marina that employs green building technology, employs net zero building principles, and is designed to create more comfortable indoor and outdoor environments.

Because housing goals and strategies are incorporated into the housing element of the General Plan, there is no specific housing chapter in the Specific Plan. Even so, Ad Hoc

Committee members emphasized the need to support mixed-use development and strive for various levels of affordable housing in the Downtown.

The Specific Plan can be viewed as a springboard to a better Downtown. Change will not be immediate, but implementing goals, policies, and standards now ensures future development will coalesce into an attractive and functional Downtown. Since planning is an active process, this document should not be seen as unchangeable. Adjustments should be expected when the Plan is reviewed every five years or so, and a major overhaul of the Plan may be necessary 15-20 years (see Table Implementation Strategy in Appendix xx-xx).

# 1.2 Background and Plan Development Process

# 1.2.1 History of Downtown Marina

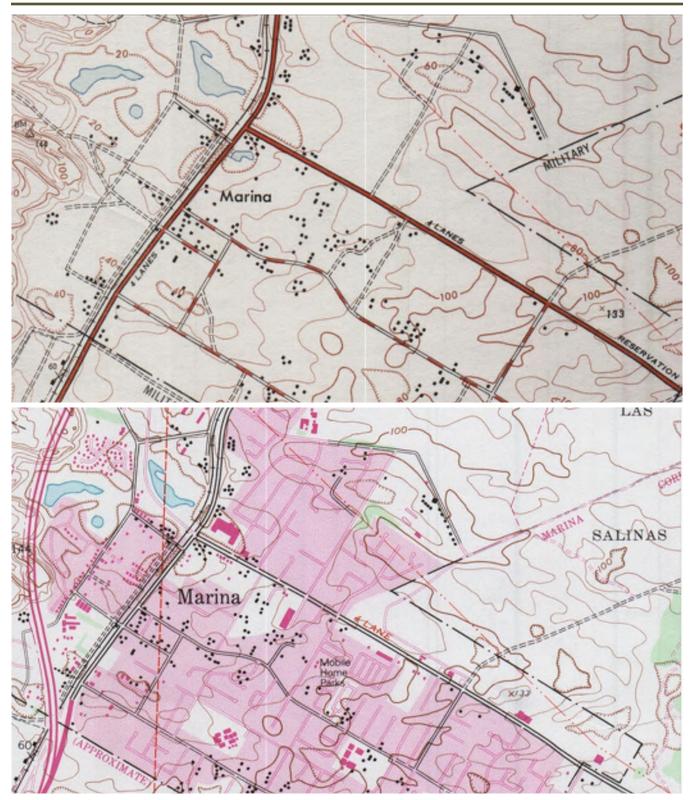
Starting around the 6th Century CE, the Ohlone people inhabited California's Central Coast and established fixed villages



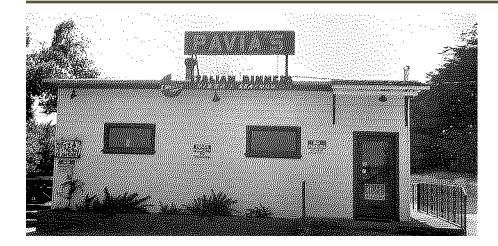
Figure 1-1. Marina Plumbing and Friendly Food Market, late 1960s; suburban development typical to Marina then and now.



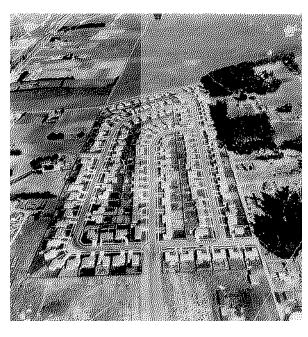
# **INTRODUCTION**



**Figures 1-2 and 1-3.** Downtown Marina in 1948 (above) and 1983 (below). Source: United States Geological Survey

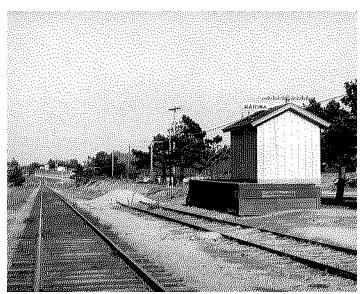


Historic images of Downtown Marina (clockwise, from top left): Pavia's Italian Dinner (1994; near Reservation Rd. and Ocean Terrace), Church of Christ (Cypress Ave.), Marina Grange (Carmel Ave.), Marina's first grocery store (early 1940s), Marina Post Office, Southern Pacific Flag Stop 117, Marina Fire Department (1964), Marina's first subdivision (centered around Vista del Camino), Pavia's Club House (Source: City of Marina collection).



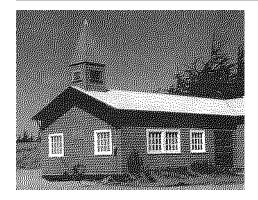




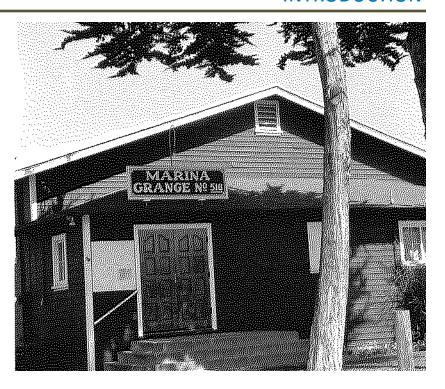


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# **INTRODUCTION**

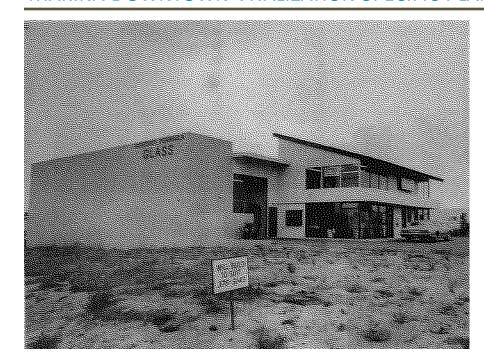




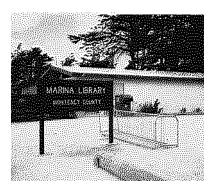


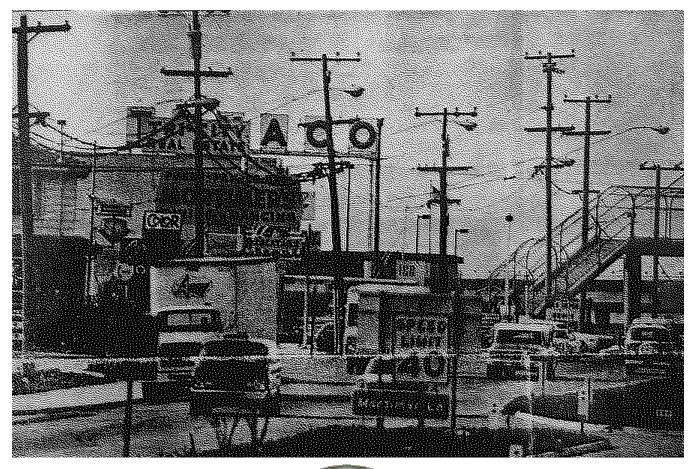






Historic images of Downtown Marina (clockwise, from top left): Monterey Peninsula Glass (Reindollar Ave.), Quick Stop Markets, convenience store, Fast Gas, Marina time capsule ceremony led by Mayor Frank Vineyard (1978), looking north on Del Monte Blvd, Marina's first fire truck, Del Monte Blvd at Mortimer Lane (1980), Marina Library (1988; Carmel Ave.), Mohawk Gas Station.

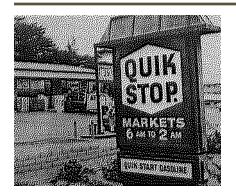




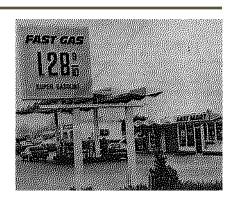


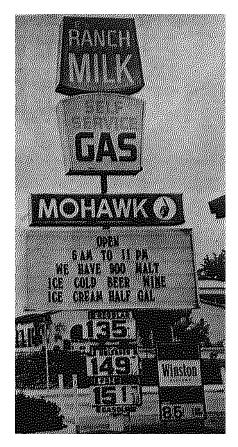
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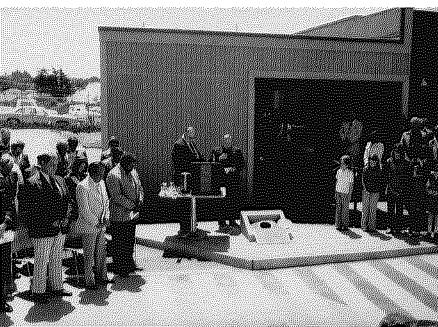
# **INTRODUCTION**



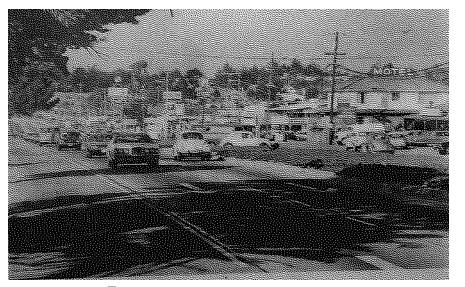














throughout the region, including one between present-day Marina and Moss Landing.

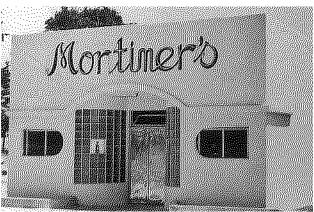
Much of the area in what is today incorporated Marina was used by various ranching operations in the 19th Century. After a brief stint as Bardin, then Locke-Paddon Colonies, then Paddonville, an area including Downtown and much of the rest of the City was formally named Marina in 1918. Marina became an early flag stop on the Southern Pacific Railroad for visitors from San Francisco. As the town developed, land was set aside for a school, church, and other necessary civic buildings. Marina's first post office was established in the Downtown in April 1919, housed in connection with a general store and gasoline pump. Figures 1-2 and 1-3 compare the urban form of Marina between 1948 and 1983.

Marina continued to grow as Camp Clayton, Camp Gigling, and finally Fort Ord brought thousands of soldiers and their families to the region. Between the 1930s and 1950s, new schools, churches, businesses, a community center, and hundreds of homes were constructed, many within the Downtown area. Del Monte Boulevard was the City's primary commercial corridor.

Marina incorporated as a charter city in November 1975. Ethnic minorities have served as mayor for 23 of the 43 years since incorporation (Robert Ouye, George Takahashi, Zaruk Takali, and Bruce Delgado), reflecting the historic diversity of Marina before and since incorporation. Two women, Edith Johnsen and Ila Mettee-McCutchon, have also served as mayor. A complete list of mayors may be found in **Table xx-xx** in **Appendix xx-xx**.

**Figure 1-4.** Mortimer's through the years (top to bottom): 1948, 1950s, 1994, 2018.









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In 1986, the City established a Redevelopment Project Area in the central commercial core of Marina along Reservation Road and Del Monte Boulevard.

Fort Ord was downsized and then fully decommissioned in 1994. The closure of the fort had an immediate effect on the demographics and economy of Marina. The City's population dropped by 9,000 and nearly 23,000 jobs in the region were lost. Downtown Marina was affected greatly by the closure of Fort Ord.

Although the French were the early settlers of Marina, with names such as Barbier, Lievre, and Teulier, to name a few, and the City's name is Spanish, the current population mix is represented by people from almost every country. Prominent ethnic groups in the community include Filipino, German, Korean, Vietnamese, Japanese, Chinese, Hawaiian, Guamanian, Puerto Rican, Mexican, and Samoan, along with others representing various Pacific islands including Okinawa and the Marianas. The stationing of American G.I.s with foreign brides from World War II, the Korean War, and the Vietnam War significantly contributed to the Asian population in Marina.

Historically, Marina has provided a home for people who work on the Monterey Peninsula but cannot afford to live there.

## 1.2.2 Demographics

For most of its existence, Marina was part of unincorporated Monterey County. In 1970, five years before Marina incorporated as a charter city, the population was 8,343. In 1980, there were 20,647 people living in Marina, representing a growth rate of 147% over the course of a decade. The City continued to grow through the mid-1990s. At

its peak, around 27,000 people lived in Marina.

Population declined following the closure of Fort Ord in 1994. Between 2000 and 2010, Marina lost 21% of its population, bottoming out at 19,714 residents. For the past several years, the City has enjoyed slow, sustained growth, reaching 22,145 residents in 2017. Projections indicate Marina will continue to grow, reaching a forecasted population of 30,510 by 2040 (AMBAG 2018).

Marina's population is aging (see **Table 1-1**). The median age was 26.4 in 1990 and 32.3 in 2000. By the 2016 American Community Survey, the median age in Marina was 36.9, higher than the median age in California (36.0), and much higher than the median age in the neighboring cities of Salinas (30.1) and Seaside (31.2). Fourteen percent of Marina's residents were 65 or older in 2016 compared to 11% in 2010 and 8% in 2000.

In spite of Marina's aging population, there is a growing student population living in Marina. Since 1995, California State University—Monterey Bay (CSUMB) has operated on former Fort Ord lands straddling Marina and Seaside (see **Figure 1-6**). In 2015, there were an estimated 1,020 CSUMB students living in Marina. By 2040, projections indicate more than 6,300 CSUMB students will live in



Figure 1-6. California State University—Monterey Bay .



Marina, an increase of 518%. Students will account for 21% of Marina's population in 2040 compared to just over 5% of the City's total population today.

While student population will be concentrated on and around the CSUMB campus, an increasing number of students are expected to take advantage of living accommodations in the Downtown. The City therefore needs to be conscious of two major population groups—residents over the age of 65 who seek to age in place and students—as it works to create a Downtown that accommodates individuals and families of all ages.

The City should also be conscious of the various ethnic minorities that make up the population of Marina. According to the 2016 American Community Survey, 52% of the population self-identifies as white and 20% identify as some other race or two or more races. Additionally, 18% self-identify as Asian, while 6.5% self-identify as Black or African American, along with Native Americans (<1%) and Pacific Islanders (2.9%). The City can encourage applicants to consider the multicultural nature of the Community in the development of building and site design, form, and architectural details and features (see Appendix A).

Table 1-1. Demographic profile of the City of Marina.

	1990 Census	2000 Census	2010 Census	2016 ACS
Total population	26,436	25,101	19,718	20,816
Median age (years)	26.4	32.3	34	36.9
Under 18 years	7,719 (29%)	5,356 (21%)	4,773 (24%)	4,491 (22%)
65 years and older	1,137 (4%)	1,978 (8%)	2,244 (11%)	2,889 (14%)
Total housing units	8,261	8,537	7,200	7,954
Occupied units	8,049	6,745	6,845	7,500
Vacant units	212	1,792	355	454
Owner-occupied	2,744 (34%)	3,088 (46%)	2,963 (43%)	3,056 (41%)
Renter-occupied	5,305 (66%)	3,657 (54%)	3,882 (57%)	4,444 (59%)
Average household size	3.05	2.79	2.75	2.65
Average family size	3.32	3.25	3.26	NA
White	14,169 (53.6%)	10,979 (43.7%)	8,904 (45.2%)	10,762 (51.7%)
Black or African American	5,016 (19.0%)	3,600 (14.3%)	2,066 (10.5%)	1,357 (6.5%)
American Indian	190 (0.7%)	186 (0.7%)	472 (2.4%)	190 (0.9%)
Asian	4,641 (17.6%)	4,084 (16.3%)	5,071 (25.7%)	3,765 (18.1%)
Pacific Islander	867 (3.3%)	528 (2.1%)	903 (4.6%)	610 (2.9%)
Some other race	1,553 (5.9%)	3,718 (14.8%)	3,155 (16.0%)	1,425 (6.8%)
Two or more races	NA	2,006 (8.0%)	1,974 (10.0%)	2,707 (13.0%)
Hispanic or Latino (any race)	2,837 (10.7%)	5,822 (23.2%)	5,372 (27.2%)	5,444 (26.2%)



The median household income in Marina is \$57,135, lower than the countywide median household income of \$60,889.

#### 1.2.3 Marina Vision and Mission

The Vision Statement and Mission Statement of the City of Marina were adopted on May 6, 2006.

#### **Vision Statement**

Marina will grow and mature from a small town bedroom community to a small city which is diversified and vibrant, and,—through positive relationships with regional agencies—self-sufficient. The City will develop in a way that insulates it from the negative impacts of urban sprawl to become a desirable residential and business community in a natural setting.

#### Mission Statement

The City Council will provide the leadership in protecting Marina's natural setting while developing the City in a way that provides a balance of housing, jobs, and business opportunities that will result in a community characterized by a desirable quality of life, including recreation and cultural opportunities, a safe environment, and an economic viability that supports a high level of municipal services and infrastructure.

### 1.2.4 Specific Plan Location and Setting

#### **Regional Context**

The City of Marina is situated in northwestern Monterey County along State Route 1 and adjacent to the Monterey Bay, approximately eight miles north of the City of Monterey (refer to **Map 1-1: Specific Plan Vicinity**). The City's 2017 population of 22,145 makes Marina the fifth largest city in Monterey County (behind Salinas, Seaside, Monterey,

and Soledad), but it is expected to surpass Monterey and Soledad in population by 2045 (AMBAG, 2018).

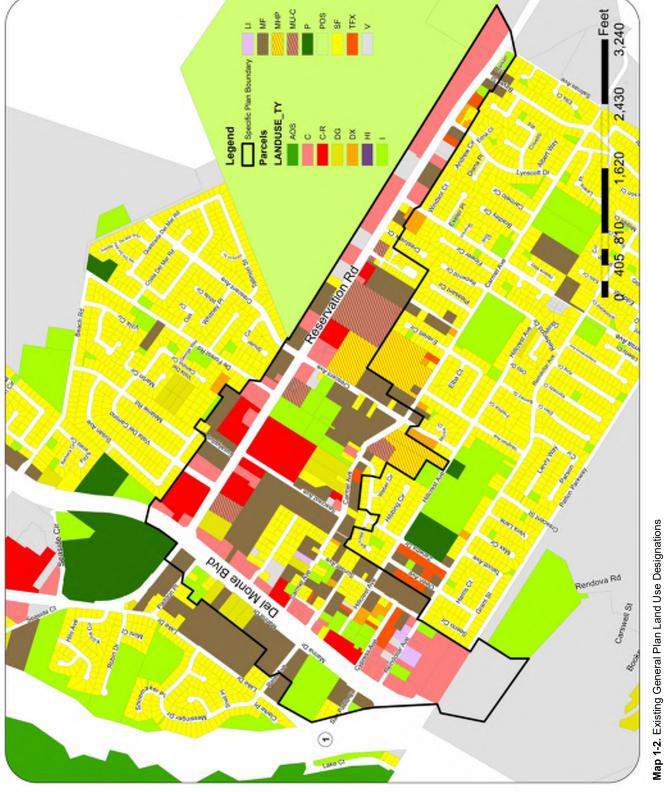
### Specific Plan Location

The City of Marina encompasses 6,086 acres and extends for five miles along the Pacific Ocean, from the City of Seaside on the south to the Salinas River on the north, and inland for four miles along the river to the municipal airfield. Downtown is centrally located in the City of Marina and encompasses approximately 320 acres. As shown in **Map 1-1: Specific Plan Vicinity**, Downtown is generally bounded:

- On the north by the northern property line of parcels along the north side of Reservation Road;
- On the west by the properties generally west of Del Monte Boulevard;
- On the south by Reindollar Avenue, then east along Sunset Avenue to Carmel Avenue, hence east on Crescent Avenue and north along Crescent to the southerly property line of the El Rancho Shopping Center and abutting commercial properties along Reservation Road; and
- On the east by Salinas Avenue and the Monterey Peninsula Movers parcel at 503 Reservation Road.

Arterial roads in the Downtown are Reservation Road and Del Monte Boulevard. Public facilities include the Marina City Hall and Community Center, Police and Fire Station, Community Development and Public Works facilities, and Marina Del Mar Elementary School. Locke-Paddon Park, the City of Marina's primary natural resource, is located immediately northwest of the Downtown.





#### **Existing Development**

Downtown Marina is generally suburban in nature, dominated by a mixture of single-story retail commercial and office buildings, single family homes, and one- to two-story multifamily residential units. The existing retail and office commercial uses are located primarily along Reservation Road and Del Monte Boulevard, and are predominantly oriented in a strip mall configuration with the buildings positioned at the back of large surface parking lots.

Downtown currently includes several General Plan land use designations, including Multiple Use, Office and Research, Retail Service, Visitor Serving, Parks and Open Space, Public Facilities, Multifamily Residential, and Single Family Residential (refer to Map 1-2: Existing General Plan Land Use Designations). consists Currently, the Downtown of approximately 825,000 square feet commercial uses, 160 single family homes, and 1,550 multifamily residential units.

#### **Setting and Character**

The City of Marina is unique in the Monterey Bay region. The northernmost city in the

Monterey Peninsula urbanized region, Marina is entirely built upon the ancient sand dune soils at the southeast edge of the Bay. Its character is strongly influenced by this geography—from its climate, to its rolling, low elevation topography, to its vegetation and landscaping dominated by Monterey Cypress and other coastal plant material. Open views of ocean, dunes, and maritime chaparral help define Marina as a place rooted in the ecology of the Monterey Bay region.

Marina's urban character is influenced by its historic function as a housing and services center for the former Fort Ord military installation. A pattern of mixed-density housing and strip-retail center commercial development signifies a community that is highway-oriented. Buildings date primarily from the postwar era, with significant shopping centers dating from the late 1950s (see **Figure 1-7**). The community's ethnic diversity is reflected in some of the architectural detail of commercial and residential buildings. The variety of Asian and Latin American food offerings celebrate the ethnic diversity of the community.

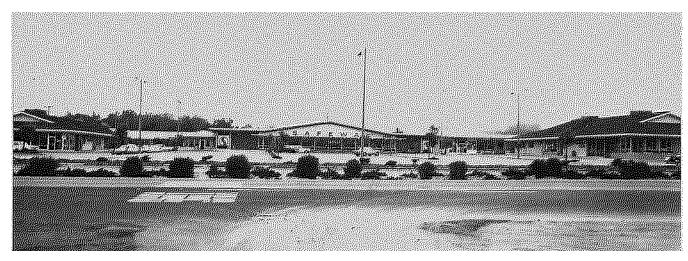


Figure 1-7. Marina Village Shopping Center, late 1960s.



The Del Monte Boulevard—Reservation Road intersection is the central activity node in Marina and warrants special treatment, which will be addressed in Chapter 5—Mobility.

#### 1.2.5 Project History

Dating to the late 1970s, the City has facilitated a number of surveys, public workshops, and studies in an effort to vitalize Marina's existing commercial areas. The City established a Redevelopment Project Area in the central commercial core of Marina in 1986. Vitalization efforts grew in importance after the 1994 closure of Fort Ord. Vitalization of Marina's commercial core was identified by the Marina City Council in 2001 as a critical strategic issue. The Council recognized that the creation of an attractive pedestrian-friendly and visitor-serving commercial district was key to Marina's long-term success.

The future [Downtown] should be strategically located, anchored by existing or planned community retail, civic, and public transit uses that are within walking distance of higher density residential. (The Report of the Ad Hoc Marina Downtown Committee—Revitalizing Marina's Retail Commercial Areas (2002)).

Vitalization was to be facilitated through the establishment of a Downtown encompassing the corridor running from the intersection at Del Monte Boulevard down both sides of Reservation Road to De Forest Road, including the Marina Post Office and Monterey Salinas Transit (MST) Exchange. The boundaries of Downtown were determined by the 2002 Ad Hoc Marina Downtown Committee Report, which was comprised of Marina citizens, planning commissioners, and business and property owners.

The Ad Hoc Committee called for a "strategically located" town center, anchored by retail, civic, and public transit uses within walking distance of high-density residential uses. Development was to be pedestrian focused and family friendly with opportunities for social interaction placed throughout the Downtown. Reservation Road was highlighted as the preferred location for the highest intensity retail activity and high intensity residential densities (Revitalizing Marina's Retail Commercial Areas (2002)).

Public outreach continued through 2003, with a review of Downtown conditions published as the *Downtown Review* in 2004. In August 2005, the City Council adopted the *Marina Downtown Vision* and *Downtown Design Guidelines* for developing a vital Downtown core (refer to Section 1.4, *Relationship to City Planning Documents*). Ultimately, it was determined that in order to fulfill the City's Downtown Vision and Downtown Design Guidelines, future development within the Downtown should be guided by a Specific Plan, which would include land uses, goals, policies, and implementation strategies.

The next iteration of the Plan, known as the Downtown Vitalization Specific Plan, was initiated in 2006. The stated goal of the plan was to "transform Central Marina and its two major corridors, Reservation Road and Del Monte Boulevard, into a unique, vibrant, and pedestrian-friendly Downtown with diverse shopping venues and increased housing opportunities" (City Newsletter, March 2011). That same year, the City conducted a traffic feasibility study in the Downtown. A major discussion point centered on reducing the number of through lanes on Reservation Road to two and installing roundabouts at key intersections. Discussion about transportation,



land use intensity, and possible locations for a new civic center and parks continued for several years.

In 2007, the Downtown Vitalization Specific Plan boundary was expanded to include the entire area known as Redevelopment Area #1.

An early draft of the Plan was completed in April 2010 (see Figure 1-8). The environmental impact report associated with the Plan was completed in September that year. In March 2011, a draft version of the Plan was presented at a community meeting hosted by the Economic Development Commission of the City of Marina. The draft version of the Plan was to be approved by the Public Works Committee in April, the Design Review Board in May, the Planning Commission in June, and the City Council in July, with final documents filed with the state in July and August. This never happened. Instead, the project stalled for several years until 2017 when another Ad Hoc Committee was formed to address new issues in the Downtown and complete the long-anticipated Downtown Vitalization Plan.

The Ad Hoc Committee met at least once monthly for the purposes of establishing a vision for the Downtown, identifying overarching goals and policies concerning

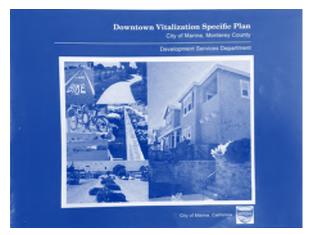


Figure 1-8. 2010 Downtown Vitalization Specific Plan draft.

development, creating a list of appropriate zones and land uses, and developing design standards and guidelines (see **Figures 1-9 and 1-10**). Ad Hoc Committee members included elected and appointed officials, business owners, residents, and other interested parties. Ad Hoc Committee meetings are summarized in **Table xx-xx** in Appendix A.





**Figures 1-9 and 1-10.** Ad Hoc Committee members participate in a streetscape study (top) and discussion group (bottom).



#### 1.2.6 Previous Technical Studies

During the early stages of the Specific Plan's preparation, three specialized technical studies were conducted in support of the Plan and presented to the City Council on Sept. 25, 2007. These studies included:

- Retail Sales Leakage Analysis and Preliminary Supportable Retail and Select Services for Downtown Marina:
- 2) Proposed Land Use Concept Analysis; and
- 3) Initial Traffic Analysis.

Subsequently, the City Council adopted an expanded plan boundary for Downtown Marina and a fourth study, the Baseline Conditions Analysis, was completed.

These four studies provided background data and analyses used in formulating recommendations of the Specific Plan. The studies are summarized in Chapters 4 and 5, Economics and Mobility.

#### 1.2.7 Community Outreach

Community involvement has been an integral part of the Downtown Vitalization Specific Plan process. The Ad Hoc Committee developed an areawide vision for the Downtown, discussed land use alternatives, and reviewed development standards, design guidelines, and implementation programs. Community input was received at public hearings for the Specific Plan before the Planning Commission and City Council. The and recommendations views, opinions, expressed during meetings of the Ad Hoc Committee, Planning Commission, and City Council, in addition to previous guiding documents (General Plan, Downtown Vision Plan, Downtown Design Guidelines, Pedestrian and Bicycle Master Plan), have been utilized during preparation of the Specific Plan.

**Table xx-xx** summarizes the dates and topics of various meetings of the Ad Hoc Committee, Planning Commission, and City Council with regards to the Downtown Vitalization Specific Plan. Public comment was welcomed at each of these meetings.

# 1.3 Relationship to City Planning Documents

The Specific Plan is based on several other City -adopted documents, including the General Plan, Downtown Vision, Downtown Design Guidelines, and Pedestrian and Bicycle Master Plan. The relationship of the Specific Plan to each of these is discussed below.

## 1.3.1 City of Marina General Plan

The Downtown Vitalization Specific Plan implements the goals and policies of the City of Marina General Plan and augments these goals and policies by providing specific direction to reflect conditions unique to the

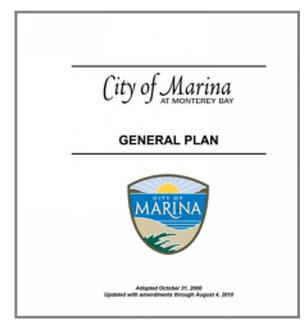


Figure 1-11. City of Marina General Plan.



Downtown area. The General Plan serves as the long-term policy guide for the physical, economic, and environmental growth of Marina (see **Figure 1-11**). The General Plan is a statement of what the residents of Marina believe to be in the best interest of their community. The Specific Plan provides a bridge between the City's General Plan and detailed plans for development and will direct all facets of future development within the Downtown, including:

- Designation of land uses;
- Designation of required access and circulation elements;
- Location and sizing of infrastructure;
- Financing methods for public improvements; and
- Standards of development.

#### 1.3.2 Pedestrian and Bicycle Master Plan

The Downtown Vitalization Specific Plan draws from the guidelines and prioritized projects outlined in the City's Pedestrian and Bicycle Master Plan, which expand on the direction given in the Marina General Plan (see **Figure 1** -12). The Pedestrian and Bicycle Master Plan has three primary purposes:

- 1. Providing guidelines for pedestrian and bicycle facilities improvements;
- 2. Positioning the City for grants to finance improvements; and
- 3. Playing a role in the City's work to reduce greenhouse gas emissions.

The Plan provides a published set of pedestrian and bicycle facility design guidelines that are applicable to typical situations, including guidelines for sidewalks, crosswalks, pedestrian orientation, pedestrian

amenities, bikeways, end-of-trip bicycle facilities, bicycling promotion and funding, street design, parking, roundabouts, and safety. The Plan additionally provides a list of prioritized projects and a summary of future funding sources for pedestrian and bicycle facilities. To a large extent, the fundamental concepts contained in the Pedestrian and Bicycle Master Plan are incorporated into the Specific Plan and will be implemented by the various goals, policies, and design standards set forth in Chapter 5, Mobility.

# 1.4 Regional Planning Framework

# 1.4.1 Regional Blueprint and Sustainable Communities Strategy

In 2011, the Association of Monterey Bay Area Governments (AMBAG) approved *Envisioning* the Monterey Bay Area: A Blueprint for

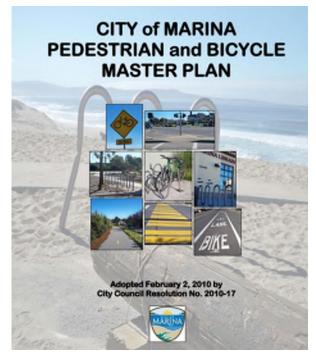


Figure 1-12. Pedestrian and Bicycle Master Plan.



Sustainable Growth and Smart Infrastructure (see Figure 1-13). The blueprint, completed through collaboration with AMBAG staff, Transportation Agency for Monterey County (TAMC) staff, and staff from all local jurisdictions in the Monterey Bay Area, focuses on improved mobility, accessibility, and coordinated transportation. Another focus is creating land uses that house the region's future population while preserving the most important agricultural lands and conservation areas. Strategies aim to reduce Vehicle Miles Traveled (VMT) and greenhouse gas emissions (GHG) below trend through improved coordination between regional transportation and local land use planning. This coordination will facilitate changes in travel behavior.

As revenues are unable to keep up with growing public facility construction and

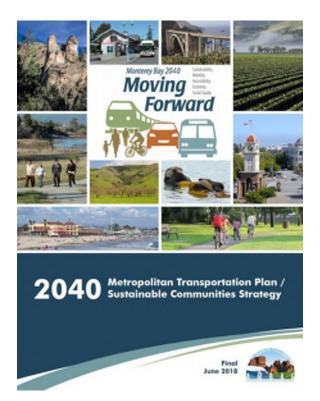


Figure 1-13. Pedestrian and Bicycle Master Plan.

maintenance demands across the region, the Blueprint also functions 'Smart as а Infrastructure' undertaking. Even as local jurisdictions grow according to their own General Plans, capital and program needs overflow political boundaries. By drawing attention to these regional trends, the Regional Blueprint highlights the value of coordination and resource sharing among Monterey Bay Area localities.

Expected outcomes associated with the Regional Blueprint include:

- Reduced traffic congestion;
- Improved air quality;
- Water, natural resource, and agriculture conservation;
- Increased economic development opportunities;
- Expanded housing affordability and choice; and.
- Overall better quality of life.

The following goals for the Regional Blueprint were adopted by the AMBAG Board of Directors in March 2009.

- 1. Evaluate current trends regarding the distribution of population and employment in comparison with improving mobility and accessibility, greenhouse gas reducing emissions, providing housing and employment opportunities, and protecting natural and cultural resources.
- 2. Develop a preferred growth scenario that maximizes the achievement of these outcomes while retaining the autonomy of local jurisdictions.



- Use the preferred growth scenario as a basis for SB375's Sustainable Communities Strategy, which will be used to inform regional transportation plans and to be a platform for future regional housing needs and housing elements.
- 4. Provide a forum for ongoing discussions and coordination of issues of regional significance.

The Downtown Vitalization Specific Plan incorporates many of the objectives of the Regional Blueprint by designing for and encouraging walkability, encouraging higher-density development near transit facilities, and promoting sustainable design and construction practices (refer to Chapter 7, Environment and Sustainability). In conjunction with the Regional Blueprint, the Regional Housing Needs Allocation Plan and Regional Transportation Plan directly affect Downtown Marina.

#### 1.4.2 Monterey Peninsula Light Rail Transit

TAMC completed an environmental review for a proposed fixed guideway service to and from the Monterey Peninsula. The project would have provided light rail transit service using the existing Monterey Branch Line alignment, which was purchased by TAMC in 2003 for \$9.3 million. The 16-mile corridor extends between Monterey and Castroville on the publicly owned tracks adjacent to Highway 1. A planned first phase of the project would have run between Monterey and north Marina with key stations in Monterey, Seaside, Sand City, and Marina/CSUMB, and connecting bus service to Pacific Grove and Carmel to the south and Salinas to the east. Later phases were to extend service to the proposed commuter rail station in Castroville and to increase the frequency of trains.

Initially, rail service was to begin by 2015 with two light rail stations Downtown, both on the west side of Del Monte Boulevard at Reservation Road and Palm Avenue. Funding for this project was never secured, and the stations were never built.

#### 1.4.3 Transit-oriented Development

Transit-oriented Development (TOD) is a planning approach that calls for high-density, mixed-use business and residential neighborhood centers to be clustered around transit stations and corridors (see Figure 1-14). TOD is considered an American Planning Association Smart Growth strategy because it addresses the issue of where growth should occur from a sustainability perspective and coordinates land use and transportation so that both land and infrastructure are used efficiently. As the name implies, transit oriented development is designed to be served by transit rather than or in addition to the automobile. Networks of streets and multi -use paths provide a walkable and bikeable environment that is conducive to living, working, and shopping in the same area. There are many benefits associated with TOD, including:

- Reducing vehicle miles traveled;
- Decreasing air pollution;
- Absorbing population growth;
- Constraining sprawl and conserving open space;
- Lowering infrastructure costs;
- Economic growth and increased land values;
- Leveling the jobs-housing balance;
- Promoting a healthy, active lifestyle;



- Providing new housing for seniors and first -time homebuyers;
- Creating vibrant new public spaces; and,
- Reducing the demand for land dedicated to parking.



Figure 1-14. Transit-oriented development in Minneapolis.

TOD is appropriate within one-half mile of transit stops, with the highest intensity and mix of land uses concentrated within one-quarter mile or adjacent to a transit stop. Land use intensities and densities decrease away from the core area to ensure compatibility with existing peripheral neighborhoods. The half-mile radius around the MST Transit Facility encompasses much of Downtown. Most of the Specific Plan is therefore designed to be consistent with TOD principles.

# 1.5 Downtown Vision

The Marina Downtown Vision was adopted by the City Council in July 2005. The vision was intended to supplement the General Plan by encouraging development in the Downtown area. The Vision provides direction for the physical design of Downtown Marina and calls for new development that meets or exceeds the City's policies and standards. Issues addressed include community identity, fiscal

health, infrastructure, safety and security, services, design, and sources of funding. The underlying intent of the Vision has been incorporated into the Downtown Vitalization Specific Plan and will be implemented by the various goals, policies, and design standards included in this plan.

The vision of the Specific Plan is to establish Downtown Marina as:

A place with a unique, small coastal town character where people can work, live, and shop in an environment that creates a feeling of cohesiveness, compactness, and individual community identity; a place with a vibrant economy that accommodates a variety of businesses, residences, and civic uses; and, a place that is architecturally pleasing and sustainable, achieved through attractive storefronts, eco-friendly design, and plentiful landscaping and pedestrian amenities to encourage people to walk along tree-lined streets and socialize in civic and public spaces.

# 1.6 Specific Plan Legal Requirements

The Downtown Vitalization Specific Plan has been developed to address future development and redevelopment patterns in the Downtown Area. Under California Government Code sections 65450—65457 and the direction provided by State General Plan guidelines, a specific plan may be used to implement a general plan and its policies, programs, and regulations. Specific plans must be consistent with the applicable elements of the jurisdiction's general plan.

California Government Code states that a specific plan, through text and diagrams, must identify the following:



- 1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
- 2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
- 3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
- 4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

The specific plan must also establish a clear relationship to the General Plan.

This Downtown Vitalization Specific Plan has been prepared pursuant to State Law and complies with all legal requirements.

#### 1.6.1 Legal Authority

The authority to prepare and adopt specific plans and the requirements for its contents are set forth in California Government Code, sections 65450—65457. The Downtown Vitalization Specific Plan is adopted by resolution. It is required that all subsequent projects including commercial developments and redevelopments, subdivisions, public works projects, and zoning regulations be consistent with the Specific Plan.

#### 1.6.2 Severability

If any regulation, condition, program, or portion of this Specific Plan is held invalid or unconstitutional by any court of competent jurisdiction, that portion shall be deemed a separate, distinct, and independent provision and the invalidity of that provision shall not affect the validity of the remaining portions.

#### 1.6.3 California Environmental Quality Act

The Downtown Vitalization Specific Plan has been prepared in conjunction with the Downtown Vitalization Specific Plan Environmental Impact Report (EIR). As such, policies and standards contained in this Specific Plan incorporate those mitigation measures deemed by the EIR as necessary to reduce environmental impacts resulting from this project to a less-than-significant level.

The adoption of the Downtown Vitalization Specific Plan does not automatically exempt subsequent individual projects within the Downtown from further environmental review. Any proposed project requiring discretionary approval from the City of Marina would be subject to the requirements of the California Environmental Quality Act (CEQA).

Section 15182 of the State CEQA Guidelines provides that:

"Where a public agency has prepared an EIR on a specific plan...no EIR or negative declaration need be prepared for a residential project undertaken pursuant to and in conformity to that specific plan if the project meets the requirements of this section."

This exemption from the potential requirement to prepare EIRs on future residential developments in the Plan Area is applicable if there are no significant changes in the circumstances under which the future



projects are undertaken or new information that would require important revisions in the EIR for the Specific Plan as described in CEQA Guidelines Section 15162. For nonresidential uses provided for by the Specific Plan, the City may determine, depending upon the findings of specific initial studies of the potential environmental effects of such projects, to either incorporate mitigation requirements included in the Specific Plan EIR or, if additional impacts not addressed in the EIR would occur, to prepare separate, subsequent environmental documents.





# 2. COMMUNITY IDENTITY

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## 2.1 Overview

A community's identity consists of three elements. These elements are the natural setting, the built environment, and human activity. Each of these elements affects the appearance and feel of a place. Each contribute to the experience we have when we visit a location. Whether it is walking up and down hills (natural setting), interesting architecture that attracts our attention and thought (built environment), or the morning routine of grabbing coffee and catching the bus (human activity), each of these contribute to how we view the places we live in and visit. Memorable places highlight interesting elements of the natural setting, create a and aesthetically pleasing built environment, and promote a range of events that bring people together in formal and informal settings.

#### 2.1.1 Natural Setting

Marina is located on a series of sand dunes. The lowest point in the Plan Area is the intersection of Del Monte Boulevard and Reservation Road. While the elevation dips slightly to the northwest in Locke-Paddon Park, the elevations rise quickly to the north and east and more gradually to the south,



Natural setting.

along Del Monte. Entering from the east on Reservation Road creates an interesting vista as one enters the Downtown.

Another significant natural element is the wind. Winds blowing primarily from the northwest are frequent, especially in the later parts of the day, and can affect the desirability of outdoor space. This is an important element in considering where outdoor space should be situated and shielded.

#### 2.1.2 Built Environment

The built environment generally consists of properties held publicly (streets, parks, and civic buildings and spaces) and privately (businesses and homes). The value of private property is largely dependent on public space, especially in connection with rights-of-way for road networks. The commercial portion of the Downtown is focused on Reservation Road and Del Monte Boulevard. These roads form the backbone of the City's indeterminate Downtown. Marina's history as a services and support center for Fort Ord explains the suburban nature of this area. Given the absence of a platted city with established blocks and required block standards. development occurred along established roads, and regularly-spaced cross streets were never constructed. Dead-end driveways and lanes provided access to lots and limited connectivity vehicular and pedestrian throughout the Downtown area.

The design of buildings in a community typically reflects the popular architecture of the time and, over time, takes on historical significance and provides a context for new buildings. Because of the newness of construction in the Downtown, most of the architecture reflects suburban commercial design from the mid-20th Century to the present.

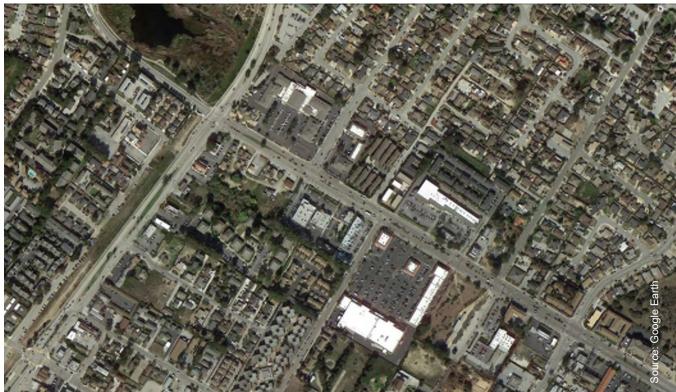
## **COMMUNITY IDENTITY**

#### 2.1.3 Human Activity

Within the context of the natural and built environment, human activities take place that help define the Downtown area. These can include annual events like the Labor Day Parade, or daily activities, such as morning coffee or lunch with friends. Weekly activities such as the Farmers Market are other examples of this type of activity. The interaction that takes place here is important in people's lives and in perceptions of the City.



Human activity.



Built environment.



## 2.2 Establishing an Identity

Exceptional downtowns integrate a city's natural setting and built environment to create opportunities for human interaction. These downtowns have a distinct identity. They are places people want to stop and visit rather than places to simply pass through. Much of the work in creating a memorable downtown involves adopting effective design standards for developments and civic space. In Central Marina, building on existing strengths, recognizing weaknesses and threats, and

pursuing opportunities will help to achieve the vision for Downtown.

#### 2.2.1 SWOT Analysis

Members of the Ad Hoc Committee identified strengths, weaknesses, opportunities, and threats associated with the Downtown (see Figure 2-1). Committee members felt that Downtown already attracts unique businesses and exhibits strong business retention. They said they enjoy the established farmers market and attractive street banners in the area. In addition, they felt that Downtown is

## STRENGTHS

Diverse/welcoming community
Centrally located in the Bay
Downtown is safe, generally clean
Established farmers market
Attractive banners
Strong business retention
Unique businesses
Budding tourist economy
Municipal airport
Higher education institutions
MST Transit Center

Gateways/medians on major roads
Wide ROWs on arterial roads
Key areas primed for redevelopment
Regional trail system improvements
Underutilized land for redevelopment
Urban growth boundary

#### WEAKNESSES

Poorly designed downtown
Auto-oriented/not walkable
Blight
Large parking lots fronting streets
No parks downtown
No business district
Lack of spaces to gather/meet
Commuter traffic
Poor imageability/sense of place
Lack of mixed uses
City seen as unfriendly to business

Lack of affordable housing
Limited connectivity via street grid
Disjointedness of Central, South Marina
Online retail competition

#### **OPPORTUNITIES**

**THREATS** 

2-4

Figure 2-1. Strengths, weaknesses, opportunities, and threats (SWOT) analysis of Downtown Marina based on feedback from members of the Ad Hoc Committee.



14 March 2019

safe and generally clean. The broader City was praised for being a diverse and welcoming community, and Marina's central location in the Monterey Bay Area was seen as a strength.

In contrast, Marina's auto-oriented, poorly designed Downtown was identified by committee members as a major weakness. Blight has touched many buildings in the Downtown area. There are no parks, no established business district, and a scarcity of places to gather and meet. The large parking lots fronting Reservation Road and Del Monte Boulevard create a suburban environment incompatible with a traditional Downtown.

Threats to the development and sustainability of a diverse, inclusive Downtown include a regional lack of affordable housing, limited connectivity of local streets in the Downtown area, and the disjointedness of existing development Downtown (Central Marina) and new development at the Former Fort Ord (South Marina).

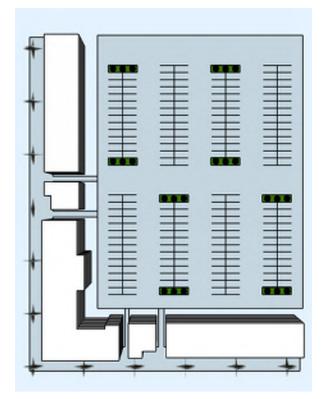
Even so, great opportunities are already built into the Downtown. With effort and time, these opportunities can contribute to the overall strength of the Downtown area. Opportunities include defined gateways and medians on major roads, wide rights-of-way on Del Monte Boulevard and Reservation Road, and key areas that are ripe for redevelopment.

#### 2.2.2 Design Standards

The built environment is constantly evolving and greatly influences community appearance and identity. Within a community, design decisions can have an impact on neighboring properties, the Downtown, or the City as a whole. Because of the effects of these decisions, either real or perceived, City

government has the role to balance the rights of individuals with those of the public good. Design standards are a reflection of a community's values relating to aesthetics. They generally tend to protect property values over the long run, but require some restriction on what can be done in the design of buildings or site work on a property. Most communities recognize the fine balance associated with these types of standards and there is typically an ongoing refining process.

The intent of design standards in the Downtown is to ensure that the heart of the community is attractive and functional, that property values are maintained, and that the area contributes to the well-being of the City in the long-term. Design standards typically look at the area surrounding the proposed site to take visual clues as to what fits.



**Figure 2-2.** Traditional Downtown site layout with buildings brought to the edge of the sidewalk and parking in the rear.



In the case of Marina, the direction will be to create a more traditional Downtown rather than continuing with the suburban siting of current buildings (see Figure 2-2). This will involve creating city blocks with buildings built to the edge of the sidewalk to create a street wall accessed by a pleasant pedestrian space located in the right-of-way. This transition from suburban to urban presents unique challenges in that a context or template of design is not established. Ideas for the design template include utilization of design elements from the various cultures who have made Marina home over the past decades. Other considerations are new technologies which are environmentally friendly and green, resulting in a more sustainable future for the area. Additionally, modern interpretations of traditional building elements are also a consideration for design standards.

Design standards typically address issues specific to buildings such as materials, roof lines, openings, doors and windows, and architectural features and style, along with site features such as pedestrian and vehicular access, landscaping and materials, fencing and screening, and ancillary uses. **Section A** in Part II of this Plan addresses the design standards that apply to private development and civic space within the Downtown.

## 2.3 Downtown Characteristics

#### 2.3.1 Gateways

A sense of arrival is an important part of identifying a district's borders or boundaries. Gateway or entryway enhancements can include a variety of elements such as signage, special landscape treatment, and information kiosks. The types of features included are largely determined by cost and land

availability. Gateways create an important first impression for visitors and a sense of civic pride for residents of the community (see Figure 2-3. It is important that these gateway enhancements be coordinated in some way as they serve the role of 'branding' the community.

Another important consideration is where to locate gateway improvements. While they may need to be adapted to their location, they should be appropriately planned and constructed.

Three gateways have been identified in Marina (see Map 2-1). They are the intersection of Reservation Road and Del Monte Blvd, the entry point from CA-1 heading northeast on Del Monte Blvd, and the point of entry heading northwest on Reservation Road. There are welcome signs near the CA-1/Del Monte entry point and at the entry point on Reservation Road. These signs are rather dated, although some maintenance improvements have been made (see Figure 2-4).

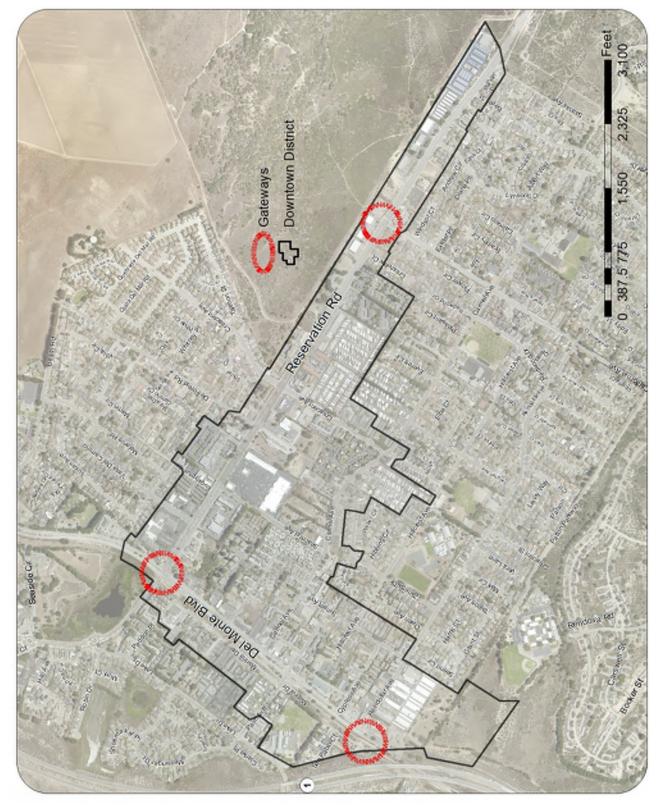


Figure 2-3. Gateway to Downtown Littleton, Colorado.



Figure 2-4. Welcome to Marina sign on Reservation Road.







#### 2.3.2 Urban Forest

Interest in Marina's urban forest has been ongoing in the community. There are many benefits associated with trees in a downtown environment, including:

- Street trees help create safer streets by reducing speeds and providing a buffer between motorists and pedestrians;
- Street trees help define the area identified as the Downtown, when planted in connection with a standard cross-section design;
- Trees strengthen the small town feel of Marina;
- Trees provide habitat for birds and insects, including aerial perches for the City's raptor population;
- Trees improve drainage by providing permeable space and requiring less infrastructure;

- Trees reduce air pollution and create a noise buffer;
- Street trees provide color, texture, line, and form to the landscape and soften hard lines created by the built environment;
- Trees invite people into an area, creating an aesthetically pleasing Downtown;
- Trees provide a visual and safety break between traffic on the street and sidewalks and buildings;
- Trees increase property values;
- Trees help manage storm runoff and reduce pollution going into Monterey Bay;
- Trees reduce wind flow and wind tunnels from medians and streets;
- Trees provide shade to offset urban heat islands; and,
- Trees provide screening of undesirable structures or objects.



Figure 2-5. Arbutus marina on California Avenue.



In 1995, a Tree Committee was established to develop an ordinance to help preserve the City's urban forest. This ordinance governs actions relating to trees in public spaces but includes only limited direction on park strip trees.

The majority of trees in the Downtown area are included in the street medians along Reservation and Del Monte, with limited street tree plantings in the pedestrian portion of the right-of-way located behind the curb. The trees in the medians are typically not indigenous to the area. They are sporadically located. The medians also include some shrubs. Maintenance of these areas is a challenge. A street cross section master plan needs to be developed to provide direction for enhancing these areas.

The few trees that are planted in the sidewalk area are often either poorly suited for Marina's climate, inappropriate for use along sidewalks because of root upheaval, or improperly pruned and therefore visually obtrusive. It is important to select ideal trees for Marina's climate, place trees at appropriate intervals along the street right-ofway, and prune trees to preserve comfortable pedestrian mobility and visibility for drivers in passing cars. Examples of appropriate street trees in Marina and neighboring communities are shown in **Figures 2-5** and **2-6**.

A list of trees ideally suited for Marina's climate is included in **Appendix B: Suggested Trees for Marina**.



Figure 2-6. Tristania on Reservation Road.

#### 2.3.3 Pedestrian Environment

Cross sections on streets in Downtown Marina vary significantly. Several planning documents have identified the need to create pedestrian an attractive environment. Beginning in March 2018, the Ad Hoc Committee looked at a variety of cross sections and identified issues relating specifically to the pedestrian experience along Reservation Road and Del Monte Boulevard. Some of the issues identified included ADA access, narrow sidewalks,



damaged sidewalks, visibility on corners, limited space for pedestrians in the pedestrian portion of the right-of-way, street furniture, street trees, directional signage and street lighting, and other elements that would contribute to the character of the Downtown.

This exercise provided understanding of what the Ad Hoc Committee members saw as being important in creating an attractive pedestrian environment. In particular, Ad Hoc Committee members felt that streetscapes should be safe and inviting for pedestrians, and that landscaping should be active, useable space as often as possible. A follow-up exercise, utilizing a free online program called StreetPlan, allowed Ad Hoc Committee members to design cross sections that traffic engineers can use in the development of cross sections for streets in the Downtown. These have been included in Appendix XX.

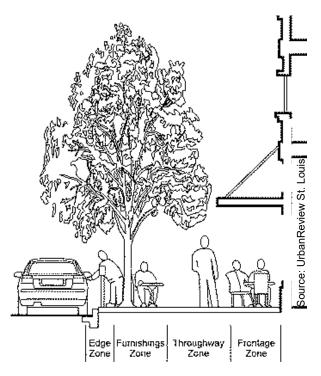


Figure 2-7: Pedestrian portion of the right-of-way.

The pedestrian portion of the right-of-way is of particular importance in the Downtown. There is a need to accommodate the movements of pedestrians along sidewalks (the "throughway zone") while also providing space for people to gather for outdoor dining and other purposes (the "frontage zone"). Amenities such as bus stops, benches, trash receptacles, and light poles take up additional space in the pedestrian right-of-way (the "furnishings zone"). Figure 2-7 shows the four sections of the pedestrian portion of the rightof-way. Figures 2-8 and 2-9 demonstrate two different configurations, one with outdoor dining next to the building and the other with outdoor dining next to the street. In either case, pedestrian movement is uninhibited in the Throughway Zone.





Figures 2-8 and 2-9. Pedestrian right-of-way with outdoor dining next to building (top) or street (bottom)



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#### 2.3.4 Signs

Signs are an essential part of any community. Civic signage plays a role in helping people understand the location of various uses and events occurring in the community (see Figure 2-10), while private signage creates awareness of products and services available. It is essential that signage and lettering on the sign be of sufficient size to address the sign's intended audience. It is also important, if the sign is lighted, that the lighting be bright enough to be visible, but not so bright that it distracts and affects other properties.

Public entryway and directional signs are essential to visitors and new members of the community trying to understand where they are and being able to navigate their way to find desired locations. Public information signage is most often oriented to vehicular traffic and should be centrally located. Currently, public information signage in the Downtown is provided by temporary signs attached to fences and located in the medians. Elected and appointed officials will need to determine the role of civic signage and if current methods are in the best interest of the community, and if so, what types of regulations need to apply.

Commercial signage in the Downtown Core will be attached to buildings and be designed to address both its pedestrian and vehicular audiences (see **Figure 2-11**). Speed limits in the Core are anticipated to be slower to accommodate pedestrian traffic and, as such, should have more limited signage space than might be found on portions of streets with higher traffic speeds.



**Figure 2-11.** Commercial blade signs—Appropriate in pedestrian areas provided they are limited in size and easily legible. Source: Under Consideration, Rite Lite Signs, Flickr, Pinterest



Figure 2-10. Wayfinding and directional signs.



Commercial signage in the Transition zones may include signage attached to the building as well as freestanding signage where space for such signage is available. The freestanding signage is best located in the front setback of the building but must be kept out of the clear view area to help create a safer interface between vehicles and pedestrians.

#### 2.3.5 Public Art

The inclusion of Public Art in the Downtown is an important opportunity for placemaking which adds to the overall interest of a place. The role of public art has changed significantly over the past 100 years. During the late 19th and early 20th Centuries, public art tended to be associated with historical monuments honoring prominent persons or events within the community, state, or nation. With the introduction of the percent for art program during the mid- 1900s, more modern sculpture was often added. These sculptures were done by professional artists and were typically stand-alone pieces (see Figure 2-12).







While both the monumental sculptures and modern stand-alone pieces are still part of the public art palette, more utilitarian, integrated, and inclusive public art projects are often used. These have included public art being incorporated into street furnishings, such as benches, light poles, and bike racks, along with examples which allow people to experience the art piece, such as interactive screens, sculptures, and structures see **Figure 2-13**).

The City's General Plan includes the following policy statement relating to Public Art:

**3.34.7.** Public Art. The City of Marina should celebrate public art with a focus on placing artwork along roadways, bikeways, sidewalks and recreational trails. Art, art interpretive programs and nature interpretive programs should be developed with participation of the arts community.

This statement encourages the inclusion of Public Art within the City's rights-of-way and other public spaces. It identifies how the arts community can assist with enhancing a wide array of arts programs.

Public Art projects in Marina are somewhat limited. The largest was conducted in 2001-02 by the Marina Arts Council, under the direction of Candy Myers-Owen. The "Dolphins on Parade" project was inspired by Chicago's Cows on Parade, which occurred in 1999. The dolphins that were sculpted by local artist Charles Fischer and fabricated of fiberglass. Three are currently on public

**Figure 2-12**. These three public art pieces illustrate various approaches to public art. Included are: a statue of General George Henry Thomas located in San Francisco, providing an example of sculpture honoring a prominent person (left); the Picasso Sculpture in Chicago, a typical mid-century public art sculpture (bottom right); and the interactive art piece "Heaven's Cloud", affectionately known as "The Bean", located on the edge of Millennial Park in Chicago





**Figure 2-13**. Bicycle rack including the City's logo illustrates how street furniture can be developed to help identify the community.

display with two placed at the entrance to the Civic Center complex at 211 Hillcrest and one located at the front of the Marina Square Shopping Center on Reservation (see **Figure 2-14**). The intent of the project was to include a symbol representative of Marina that would help brand the City.

As the downtown develops, public art should be a consideration for inclusion in public spaces both in the right-of-way and in plaza and park spaces. The use of public art that adds value to the community can include a range of approaches and products. It will be important to include the citizens of Marina in being a part of process (see Figures 2-15 and 2-16).

The following page includes a grouping of public art illustrations that provides ideas of the types of projects which have been done.



**Figure 2-15**. This interactive public art project in Nova Scotia functions as a play structure for children.

Figure 2-16. The Children's Environmental Wall in Dearborn, Michigan provided an opportunity for children to create paintings that were placed on tile and included in an art installation (right).





**Figure 2-14**. Existing public art in Marina includes this sculpture of a dolphin at Marina City Hall.













Examples of public art (clockwise, from top left): patterned manhole cover, in-pavement dance steps, contemporary sculpture, colorful crosswalk, freeway underpass mural, coastal-themed sculpture, sculpture with vertical orientation.







## 2.4 Block Layout

Blocks in the Downtown follow one of two typologies: urban or transitional.

In the urban block site layout, building fronts are brought to the lot line tangential with the pedestrian right-of-way, creating a continuous "street wall" (see Figure 2-17). Buildings are generally three to five stories in height. Parking is located behind the row of buildings. Minimal landscaping is located at entrances to the shared lots. Entrances to shared lots are found on minor streets perpendicular to the main streets fronted by buildings. Buildings on street corners are built to both the front and side property line and may have chamfered corner entrances. The urban block site layout will be used in the Downtown Core.

In the transitional block site layout, the "street wall" on main streets is interrupted by shared access points to parking lots located on the side of buildings or behind them, with the goal of limiting the number of driveways crossing the pedestrian right-of-way (see **Figure 2-18**). Parking lots are landscaped. Buildings are set back up to 10 feet from the pedestrian right-of-way, and these setbacks are also landscaped. The transitional block site layout will be used in the Transition and Multifamily Residential zones.

A third typology, the suburban site layout, is common in many other areas of Marina. In this layout, parking is located in front of the building and behind a large landscaped setback (see **Figure 2-19**). The setback is often bermed to provide additional screening of the parking lot. Landscaping within the parking lot is also required.



Figure 2-17. Urban block site layout.



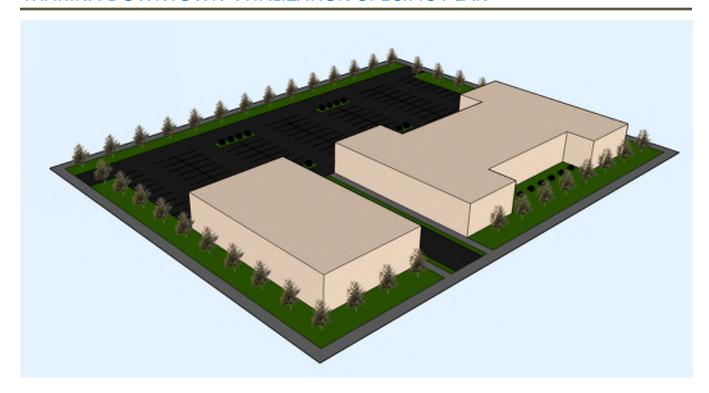


Figure 2-18. Transitional block site layout.

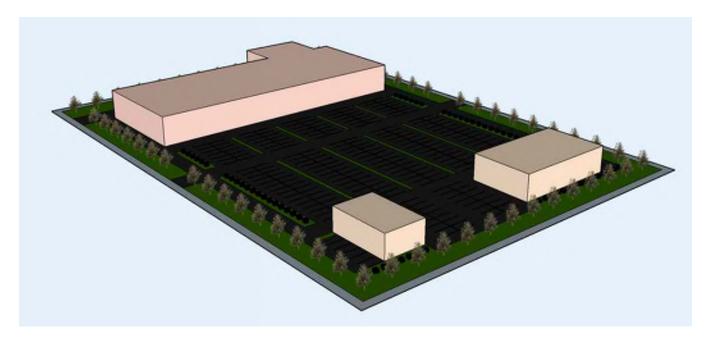


Figure 2-19. Suburban block site layout.





A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community where people gather for social, cultural, educational, and recreational experiences.



Gateway improvements.

## **OBJECTIVE 1**

#### Gateways

Make Downtown readily identifiable to residents and visitors by establishing gateways at key locations.

- 1. Develop attractive, visible gateway improvements at the three major entry points into the Downtown.
- 2. Include such features as landforms, landscaping, vegetation, signage, and public art to define entry points and introduce the Downtown to citizens and visitors.
- 3. Work with property owners at entry points where insufficient public land is available to include private land that can be counted toward meeting landscaping requirements in order to ensure the gateway features are sufficiently sized to be visibly impactful to motorists.

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Planted median with street trees.

## **OBJECTIVE 2**

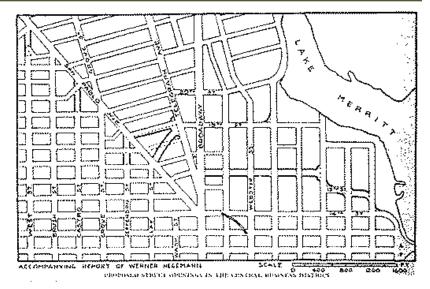
#### **Urban Forest**

Create a comfortable pedestrian environment through the installation and maintenance of street trees comprising the urban forest.

- 4. Locate street trees within the Furnishings Zone of the pedestrian portion of the right-of-way.
- 5. Develop a street tree plan that will be implemented in connection with the installation of right-of-way improvements. A list of acceptable street trees is included in **Appendix B: Suggested Trees for Marina**.
- 6. Ensure that street trees are from the City's approved list of trees and that the base of the crown of the tree is of sufficient height not to interfere with street traffic.
- 7. Develop a unified, low-maintenance street median plan that includes landscaping, directional or civic signage, public art, and other features that contribute to the vitality and character of Downtown.
- 8. In the Core Area, ensure proper pruning practices are maintained to open the canopy of the tree, show the branch structure, and allow for building visibility.
- 9. Encourage new developments to preserve trees on site.



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Well-developed street grid (Oakland, CA). Source: SPUR

## **OBJECTIVE 3**

#### **Block Standards**

Develop a street grid that improves connectivity and promotes pedestrian activity.

- 10. Encourage the development of blocks of approximately 5 acres in size within the downtown area to help provide access to landlocked and limited access parcels.
- 11. Require development of blocks on larger parcels as development and redevelopment of the site occurs.
- 12. Develop and adopt an urban infill street standard to help provide better access to deep lots and lots with limited access.
- 13. Allow for phased infill of buildings fronting the sidewalk in downtown commercial/mixed-use zones.
- 14. For properties within a block under multiple ownership, provide for cross access through the block.
- 15. Develop and adopt developmental standards that allow greater density on lots with greater street frontage in order to increase urban street wall, resulting in fewer driveways and less pedestrian interference.



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## **OBJECTIVE 4**

#### Pedestrian Environment

Ensure street conditions are comfortable and safe for pedestrians.

## **OBJECTIVE 5**

#### Signage

Use signs to help create rather than detract from a sense of place in Downtown Marina.



Ensure lighting associated with signs does not negatively impact neighboring properties.

#### **STRATEGIES**

- 16. Minimize the number of driveways crossing the pedestrian right-of-way.
- 17. Install street lighting that meets the needs of pedestrians, bicyclists, and motorists.
- 18. Adopt design standards for public and private space and update as necessary to ensure that the standards are achieving desired goals of the City for the Downtown.

- 19. Update the City's sign ordinance to reflect current trends in signage and ensure that the needs of business owners are met, along with needs of the City.
- 20. Develop sign ordinance standards that help ensure signs are legible, designed for the intended audience, appropriately placed out of clear view, and that associated lighting is retained onsite and does not negatively affect neighboring properties.
- 21. Install unified directional signage in the Downtown area.
- 22. Ensure consistent branding through use of city logos, slogans, and other materials to create an identity for Downtown.



## MARINA DOWNTOWN VITALIZATION PLAN

# GOAL:

A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community where people gather for social, cultural, educational, and recreational experiences.

## **OBJECTIVE 6**

#### Public Art

Use signs to help create rather than detract from a sense of place in Downtown Marina.

- 23. Adopt a program such as a "percent for at" to help ensure that the funding of public art is included in public areas within the Downtown.
- 24. Provide opportunities for residents to participate in creating and selecting public art projects to help create a sense of ownership in public art installations.
- 25. Use public art as a vehicle to express the City's history and cultural heritage.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community where people gather for social, cultural, educational, and recreational experiences.



# 3. LAND USE AND DEVELOPMENT

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## 3.1 Overview

When taken together, land uses development standards, along with design standards and guidelines outlined in Section A, form a complete set of policies that will steer future land development and redevelopment within the Downtown. The land use and development standards detailed in this chapter are regulatory tools that will help with achieving the overall vision for Downtown. In tandem with design standards, land use and development standards are intended to reinforce the desired urban image of the Downtown. These standards are also intended to improve the overall aesthetic appearance and functionality of the street network. Finally, land use standards serve as an incentive for private investment in Downtown.

The requirements of this chapter replace the requirements of Marina Municipal Code, Title 17, Zoning, for Downtown Marina. Adoption of the Downtown Vitalization Specific Plan allows for the establishment of land uses and development standards tailored for Downtown. Where direction or regulation is not provided by the Specific Plan, the provisions of the General Plan and Municipal Code shall apply.

## 3.2 Historic Land Use Patterns

Development in Marina reached a peak in the decades following World War II. Like most communities in those years, Marina's development was spread out, oriented toward the automobile, and characterized by low densities. Land uses were segregated, requiring most residents to drive to shopping, employment, and recreation destinations. Most buildings were only one or two stories in

height. This remains the dominant development pattern in Marina today.

Downtown is no different. Although there is a higher concentration of medium- to high-density apartments and condominiums, most parcels are single use and characterized by suburban design elements like landscaped parking lots in front of buildings.

One thing that distinguishes Marina from many other communities is its sparse street grid. In traditional American cities, 30 to 35 percent of the total land area is devoted to streets, sidewalks, and other elements of the public right-of-way. In Marina, rights-of-way form just seven percent of the City's total land area and 10 percent of the City's developed land area. The street grid is more robust in the Specific Plan area, but even here just 21 percent of the land area is devoted to public rights-of-way. Problems associated with a limited street grid include traffic congestion, speeding, and increased pollution. Additionally, grid-poor communities are often less accessible and less navigable to people who walk and bike, requiring them to drive to reach destinations.

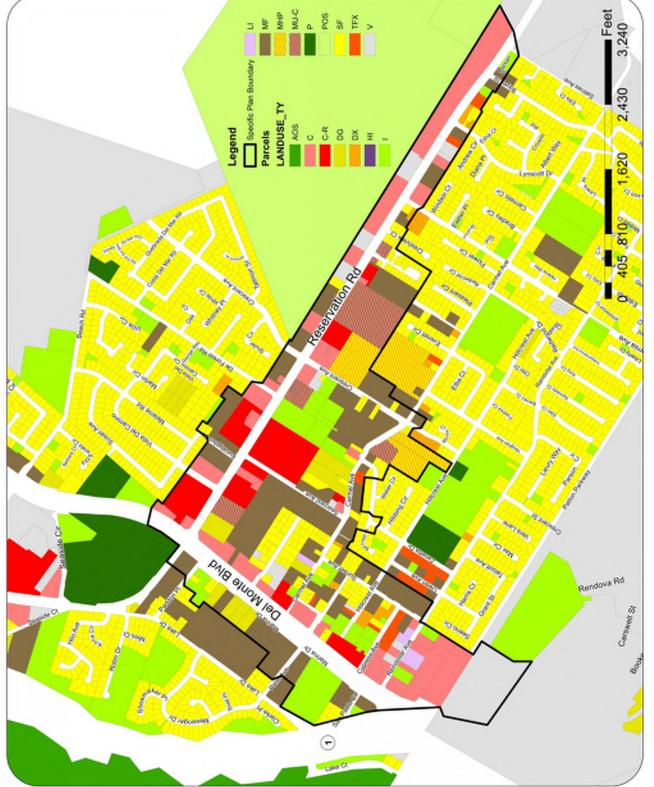
### 3.2.1 Existing Land Uses

Downtown covers 322 acres in Central Marina. While the downtowns of many cities enjoy mixed land uses that promote pedestrian activity and efficient use of space, single uses dominate most parcels in Downtown Marina (see **Map 3-1**).

A majority of land in this area is devoted to residential (39%) and commercial (24%) uses (see **Table 3-1**). Multifamily uses alone represent more than half of all residential land use in the Specific Plan area (and 22% of total land use). Eight percent of total land area is

3-2







devoted to single-family homes, with 3% each to dwelling groups and mobile home parks. Duplexes, triplexes, and fourplexes together make up just over 2% of total land area.

Two-thirds of commercial uses are office-related, representing 16% of total land area. Retail and visitor-serving uses take up 8% of the total land area.

The public right-of-way in the Specific Plan area encompasses 67 acres, or 21% of the total land area. This is an unusually small percentage of land for a downtown area. In most downtowns, the public right-of-way occupies around 35% of total land area. Civic leaders should prioritize creating a street grid that includes smaller, more walkable blocks with mid-block crossings to increase access

**Table 3-1.** Current land uses by acreage in the Downtown Vitalization Specific Plan Area.

Land Use	Acres	%
Multifamily	71.01	22%
Single Family	26.21	8%
Mobile Home Park	11.12	3%
Dwelling Group	9.68	3%
Triplex/Fourplex	3.65	1%
Duplex	2.58	1%
Total Residential	124.24	39%
Retail/Services	27.35	8%
Office/Other Commercial	50.37	16%
<b>Total Commercial</b>	77.72	24%
Light Industrial	2.09	1%
Mixed Use	15.70	5%
Institutional	27.71	9%
Recreation	0	0%
Right-of-Way	67.03	21%
<b>Total Public Uses</b>	94.74	30%
Vacant Lots	7.56	2%
TOTAL	322.05	100%

and safety. Acquiring land to develop a grid will take time and require creative solutions.

Remaining land uses are split between institutional and civic (9%), mixed (2%), and light industrial (1%).

There are no recreational uses Downtown. Vacant lots, which comprise 2% of land area, could provide an opportunity for the development of parks and other recreational facilities.

Compared to the City as a whole, Downtown Marina contains higher proportions of multifamily residential and retail/services and office commercial uses (see **Table 3-2**). Just over 50% of the City's multifamily residential housing stock is in the Downtown. Commercial uses make up a quarter of all land uses Downtown but only 5% Citywide.

**Table 3-2** Current land uses in the City of Marina.

Land Use	Acres	%
Multifamily	138.9	2%
Single Family	559.9	9%
Mobile Home Park	24.7	<1%
Dwelling Group	29.4	<1%
Triplex/Fourplex	7.2	<1%
Duplex	26.0	<1%
Preston/Abrams Park	237.06	4%
Total Residential	1023.12	17%
Retail/Services	75.8	1%
Office/Other Commercial	244.2	4%
<b>Total Commercial</b>	320.0	5%
Light Industrial	22.5	<1%
Institutional	629.1	10%
Right-of-Way	415.0	7%
Vacant Lots	1832.0	30%
All Other Uses	526.94	9%
TOTAL	6086	100%



#### 3.2.2 Parking Inventory

Planning staff conducted an inventory of all available parking spaces in the Specific Plan area in July 2018 (see **Table 3-3**). The inventory revealed a total of nearly 8,000 parking spaces. Roughly three-quarters of all available parking (6,144 spaces) is off-street in private lots, including residential, commercial, and industrial areas. Three percent of the area's parking supply—276 spaces—is located off-street in parking lots available to the public, including state court, school, post office, and civic facilities. The remaining 20% of parking (1,570 spaces) is located on the street and is generally accessible to all visitors and residents of Downtown.

**Table 3-3.** Parking spaces in the Downtown Vitalization Specific Plan Area (July 2018).

Parking					
Off-street in private lots	6,144	77%			
Off-street in public lots	276	3%			
Total off-street parking	6,420	80%			
On-street	1,570	20%			
TOTAL PARKING	7,990	100%			

## 3.3 Land Use Plan

The primary goals of this Specific Plan are to establish Downtown Marina as a vital destination center that accommodates a mix of commercial, retail, dining, entertainment, and residential uses served by an improved transportation network, and to maximize the City's ability to capture future economic opportunities that otherwise might be lost to neighboring jurisdictions. The Specific Plan promotes these goals by encouraging a mix of new uses within a half-mile radius of transit

centers to create a vibrant, thriving Downtown.

Greater densities and building heights will distinguish Downtown from other areas of the City and create visual interest. An overarching aim is to condense important land uses and make Downtown an identifiable area with attractive streetscapes.

The Specific Plan calls for up to 2,400 additional residential units in the Downtown area. Currently, there are 2,300 residential units in the Downtown, so this Plan would more than double the residential capacity of the area. The addition of 2,400 units was initially proposed in the 2010 draft of the Downtown Vitalization Specific Plan.

This Plan also calls for an addition of between 530,000 and 1,380,000 square feet of retail and office space. Currently, there is just over 1 million square feet of retail and office space in the Downtown.

#### 3.3.1 Land Use Designations and Intent

The Specific Plan establishes the following land use designations in order to implement the Land Use Plan (see Map 3-2: Land Use Plan). These land uses are consistent with the land use designations shown on the General Plan Land Use Map. The General Plan establishes the density and intensity of the land uses and broad policies guiding land use implementation Citywide. As Downtown develops the City should consider defining specific districts in order to enhance the positive characteristics of the organic development.

#### Core

The intent of the Core zone is to permit and encourage higher densities in commercial and mixed-use developments. The goal is to create a mix of different land use types in a planned

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## MARINA DOWNTOWN VITALIZATION SPECIFIC PLAN

and integrated manner, including office, retail, and service commercial uses along with multifamily residential uses. The Core will become a vital economic center served by a variety of transportation modes, including facilities for people who walk, bike, and use public transit. Transit-oriented development, particularly around the Monterey Salinas Transit Center, will be a feature of this district.

To complement the desired urban character of the Core, buildings are to be constructed at the lot line facing public streets. Parking is located behind buildings, and shared parking agreements (including providing parking in structures) are encouraged. An additional 1,230 residential units and up to 901,500

square feet of office and retail space are proposed in the Core.

#### Transition

The intent of the Transition district is to permit and encourage commercial. multifamily residential, and mixed-use developments at about half the density of projects in the Core district. The Transition district serves as a connection between the Core and lower-density, single-use districts in other parts of the City, especially districts dominated by single-family homes. Because the Transition district encompasses two prominent gateways into the City (at east Reservation Road and the confluence of

**Table 3-4.** Current land uses by zone in the Downtown Specific Plan area.

CURRENT LAND USE					
	ACREAGE		SQUARE FOOTAGE	RESIDENTIAL	
	Acres	% of Total			
Core	56.42	16.8%	411,864	286	
Retail			375,277		
Office			36,587		
Multifamily Residential	106.7	31.7%		1,638	
Transition	104	30.9%	593,894	377	
Retail			316,428		
Office/Light Manufacturing			277,466		
Subtotal	267.1	79.4%			
Right-of-Way	69.23	20.6%			
TOTAL	336.3	100.0%	1,005,758	2,301	



Highway 1 and Del Monte Boulevard), land uses should be inviting and visually interesting. Parking is located behind or to the side of buildings, and building setbacks are landscaped with appropriate materials. An additional 1,200 residential units and up to 484,000 square feet of office and retail space are proposed in the Transition district.

#### Multifamily Residential

The intent of the Multifamily Residential district is to permit and encourage residential developments of up to three stories in height with up to 35 units per acre. Multifamily residential uses near the Core are critical for providing an affordable housing supply and population to support businesses Downtown. An additional 150 residential units are

<u>proposed in the Multifamily Residential</u> district.

#### 3.3.2 Mixed-use Nodes

The Land Use Plan calls for the creation of two mixed-use nodes: one at the intersection of Reservation Road and California Avenue, and another at the expected junction of Del Monte Boulevard and Patton Parkway (pending expansion of these two roads). These nodes, surrounded by lower-intensity Transition districts, would feature multistory mixed-use buildings with retail and commercial space on the ground floor and additional commercial space or residential uses on the floors above. Mixed-use nodes are strategically located at two gateways into the Downtown Core. This helps to ensure a vibrant, urban atmosphere is associated with Downtown Marina.

**Table 3-5.** Anticipated land uses by zone in the Downtown Specific Plan area.

	ACRI	AGE	SQUARE	FOOTAGE	RESIDENTIAL UNI		JNITS
	Acres	% of Total	Sq. Feet Min	Sq. Feet Max	Units/ Acre	Units Min	Units Max
Core	56.42	16.8%	729,630	1,313,334	70	1,497	1,658
Retail			583,704	1,050,667			
Office			145,926	262,667			
Multifamily Residential	106.66	31.7%			35	1,618	1,792
Transition	104	30.9%	808,216	1,077,621	50	1,586	1,755
Retail			386,780	515,707			
Office			421,436	561,914			
Subtotal	267.08	79.4%					
Right-of-Way	69.23	20.6%					
TOTAL	336.31	100.0%	1,537,846	2,390,955		4,701	5,205



# 3.3.3 Permitted and Conditionally Permitted Land Uses

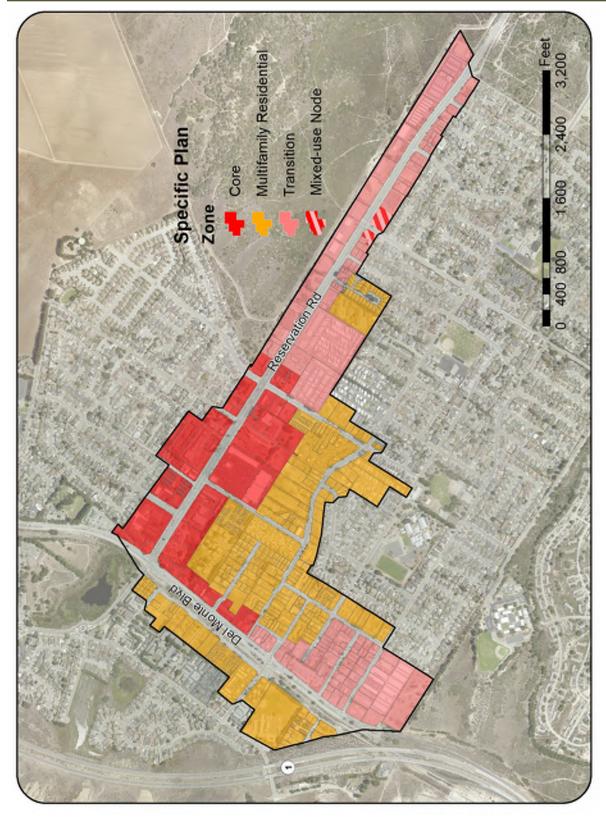
Permitted and conditionally permitted land uses within each designation are shown in **Table 3-6: Land Use Matrix**. Where the Specific Plan does not address a specific land use, provisions of the Municipal Code apply.

#### 3.3.4 Lot Consolidation

One method of facilitating development within Downtown is to encourage lot consolidation. This occurs when owners of multiple connected properties consolidate lots into one property. Consolidation allows the owner to maximize incentives offered by the land use regulations of the Specific Plan. Development on lots larger than five acres requires a dedication of land for public streets, so lot consolidation helps to ensure important public right-of-way improvements are made.







Map 3-2. Land Use Plan.



**Table 3-6**. Downtown Vitalization Specific Plan Land Use Matrix.

	Land Use Designation			
Land Use	Core	Transition	Multifamily Residential	
Primary Uses				
Amplified Music/Sound	С	С	С	
Assembly, Major	С	С	NP	
Assembly, Minor—First Floor facing Del Monte Blvd or Reservation Rd	NP	Р	NP	
Assembly, Minor—Above First Floor, at first floor facing side streets or alleys, or behind first floor commercial	Р	Р	NP	
Cannabis—Retail, Testing, Manufacturing and Delivery	С	С	-	
Card Room	NP	NP	NP	
Civic and Community Uses	С	С	С	
Commercial Recreation Facility—Indoor	С	Р	NP	
Commercial Storage	NP	NP	NP	
Dwelling, attached—all floors	NP	Р	Р	
Dwelling, attached—above first floor or on first floor behind first floor commercial	Р	-	-	
Food and Beverage Sales, Major	С	С	NP	
Food and Beverage Sales, Minor	Р	Р	NP	
Hotel	С	С	NP	
Parking Area, Accessory	P(1)	P(2)	P(1)	
Parking Area, Public	С	С	NP	
Parking, Subgrade	Р	Р	Р	
Retail Sales, Major	NP	С	NP	
Retail Sales, Minor	Р	Р	NP	
Restaurant, Major	С	С	NP	
Restaurant, Minor	Р	Р	NP	
Seating, Outside	P(3)	P(3)	NP	
Service, Major	NP	С	NP	
Service, Minor	Р	Р	NP	
Animal Service	С	Р	NP	
Professional Office, First Floor facing Del Monte Blvd or Reservation Rd	NP	Р	NP	
Professional Office- Above First Floor, at first floor facing side streets or alleys or behind first floor commercial	Р	Р	NP	
Laundromat	P(4)	Р	С	

C = Conditional Use

P = Principally Permitted Use

NP = Not Permitted



	Land Use Designation			
Land Use	Core	Transition	Multifamily Residential	
Temporary Use	Administrative			
Utility, Major	C C C			
Utility, Minor	Р	Р	Р	
Accessory Uses				
Outdoor display associated with a business	С	С	NP	
Drive-thru or drive-in facilities associated with a business	NP	С	NP	
Exterior vending machines, accessory use to a business	NP	-	NP	

C = Conditional Use

P = Principally Permitted Use

NP = Not Permitted

#### Notes

- (1) On-site parking must be located behind the building.
- (2) On-site parking must be located behind the building or on the side of the building.
- (3) If seating area is within or partially within the public right-of-way, an encroachment permit or license agreement is required.
  - (4) Must not face Del Monte Blvd or Reservation Rd.

#### **Definitions**

**Amplified Music/Sound:** The use of any indoor or outdoor amplified, sound or entertainment that is audible from the exterior of a building, from a separate tenant space, or an adjacent property, including but not limited to the use of speakers, microphones, amplifiers, acoustic instruments or the human voice.

Assembly, Major: Includes the following-

Small Group Assembly: An establishment offering entertainment, social exchange, religious services, educational training, or other instructional services to groups of twenty to forty-nine persons in a single room. Examples include performance venues, movie theaters, religious institutions, community centers, college or university extension programs, group addiction services, social clubs, community centers, or similar uses.

Large Group Assembly: An establishment offering entertainment, social exchange, religious services, educational training, or other instructional services to groups of fifty or more persons in a single room.

Examples include performance venues, movie theaters, religious institutions, community centers, college or university extension programs, group addiction services, social clubs, community centers, or similar uses.

Assembly, Minor: Includes the following-

Small Instructional Service: An establishment offering classes or educational training to groups of five or fewer students in a single classroom or studio environment. Examples include musical instruction, academic tutoring, and similar uses.

Large Instructional Service: An establishment offering classes, educational training, or other instructional services to groups of six to nineteen students in a single classroom or studio environment. Examples include group exercise training, driving instruction schools, and similar uses.

Cannabis—Retail, Testing, Manufacturing and Delivery: See section xx.xxxx of the Marina Municipal Code for conditions related to this use.

**Card Room**: Any room, space or enclosure furnished or equipped with a table used or intended to be used for the playing of cards or similar games, and the use of which is available to the public, or any portion of the public; provided, however, that this chapter shall not apply to any bona fide nonprofit society, club, fraternal, labor or other organization as defined in Section 5.32.110 of the Marina Municipal Code.

**Civic and Community Uses:** Establishments that provide services or facilities for the general public and include uses such as government offices, civic centers, libraries, and museums.



### LAND USE AND DEVELOPMENT

**Clinic:** An establishment that provides medical, dental, chiropractic, optical and similar services.

**Commercial Recreation Facility** — **indoor**: Establishments providing indoor amusement and entertainment services for a fee or admission charge, including: bowling alleys, amusement and electronic game arcades, ice skating and roller skating rinks, pool and billiard rooms as a primary use.

**Commercial Storage**: A facility exclusively used for the storage of motor vehicles or personal goods, with or without a fee. Includes self-storage and similar facilities.

**Dwelling, Attached:** A residential dwelling unit that shares a common wall with another unit.

Food and Beverage Sales, Major: Includes the following-

Convenience Store with Beer and Wine Sales: An establishment that contains 5,000 square feet or less of gross floor area and sells food and beverages primarily for consumption off premises, including beer and wine.

Convenience Store with Beer, Wine, and Distilled Spirit Sales: An establishment that contains 5,000 square feet or less of gross floor area and sells food and beverages primarily for consumption off premises, including beer, wine and distilled spirits. Includes Liquor Stores.

*Grocery Store:* An establishment that contains more than 5,000 square feet of gross floor area and sells food and non-alcoholic beverages primarily for consumption off of the premises, other retail items, and small recycling facilities within convenience drop off zones, as defined by the California Beverage Container Recycling and litter reduction.

Grocery Store with Beer and Wine Sales: An establishment that contains more than 5,000 square feet of gross floor area, sells food and beverages primarily for consumption off of the premises, including beer and wine.

Grocery Store with Beer, Wine, and Distilled Spirit Sales: An establishment that contains more than 5,000 square feet of gross floor area and sells food and beverage primarily for consumption off of the premises, including beer, wine and distilled spirits.

Wine Tasting Shop: An establishment primarily engaged in the retail sale of wine for off-site consumption and as an ancillary use includes the service of wine for on-site consumption.

**Food and Beverage Sales, Minor**: An establishment that contains 5,000 square feet or less of gross floor area and sells food and non-alcoholic beverages primarily for consumption off premises.

**Hotel**: An establishment offering lodging to transient patrons. These establishments may provide additional services, such as

conference and meeting rooms, restaurants, bars, or recreation facilities available to guests or to the general public. This classification includes, auto courts motor lodges, motels, hostels, extended-stay hotels, and tourist courts, but does not include rooming hotels, boarding houses, or residential hotels designed or intended to be used for sleeping for a period of thirty consecutive days or longer. This classification also excludes bed and breakfast facilities and similar accommodations that an occupant of single-family housing provides on the same premises incidental to the primary residential use of the property.

**Park and Recreation Facilities**: Parks, plazas and recreation facilities and support uses (parking, snack bars, etc.).

**Parking Area, Accessory**: An area used for the parking of motor vehicles by persons in residence or employed upon the premises or for clients and customers.

**Parking Area, Public**: An area or structure, other than a street or other public way, used for the parking of automobiles and available to the public for a fee or free of charge.

**Parking Subgrade**: Parking under a structure that is below the finished grade of the site.

**Retail Sales, Minor:** An establishment that primarily offers new or used goods for purchase by the consumer of such goods, excluding other such establishments more specifically described herein. This use category includes vehicle sales if such a use is conducted completely within an enclosed building and does not include outdoor display of vehicles.

Retail Sales, Major: Includes the following-

Adult Businesses: As defined and regulated in the Municipal Code.

Animal Sales and Adoption Services: Retail sales and adoption of small animals typically considered pets. Excludes sale of live fish for personal aquariums.

Outdoor Sales: The retail sales or rental of any merchandise where the gross floor area of the outdoor storage area exceeds 10% of the gross floor area of the enclosed building.

Fuel Sales: An establishment offering the sale of motor fuel for any motor vehicle. Includes gas stations.

Restaurant, Major: Includes the following-

Restaurant with Bar, Major: An establishment that sells food, beer, wine, and distilled spirits for consumption on the premises and contains a bar area that occupies more than 25% of the restaurant area and more than twenty seats.

*Bar:* An establishment that sells beer, wine or distilled spirits for consumption on the premises and without obligatory food service.



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*Night Club:* An establishment that sells beer, wine or distilled spirits for consumption on the premises without obligatory food service and offers live entertainment.

Social Club with Bar: An establishment occupied by a fraternal, veterans, or similar membership-based organization that sells beer, wine and/or distilled spirits to members and guests only for consumption on the premises.

Restaurant, Minor: Includes the following-

Restaurant: An establishment that sells food and nonalcoholic beverages for consumption on the premises.

Convenience Restaurant: A restaurant or similar establishment offering food and/or beverages for sale for consumption on or off the premises in disposable containers and from a counter.

Restaurant with Beer and Wine Sales: An establishment that sells food, beer and wine for consumption on the premises and does not contain a bar area.

Restaurant with Bar, Minor: An establishment that sells food, beer and wine for consumption on the premises and contains a bar area that occupies 25% or less of the restaurant area with no more than twenty seats.

Seating, Outside: Seating area on the exterior of a business.

**Seating, Outside, Major**: Seating area over and above 150 square feet in size.

Services, Major: Includes the following-

Animal Boarding: Provision of shelter for small animals on a commercial basis. This classification includes ancillary activities such as feeding, exercising, grooming, and incidental medical care.

Outdoor Service: The provision of any service where the gross floor area of the outdoor service area exceeds 10% of the gross floor area of the enclosed building.

Child Care Center: Any child care facility other than a family child care home, includes infant centers, preschools, and extended child care facilities.

Motor Vehicle Rental: An establishment that offers the rental of new or used automobiles, trucks, recreational vehicles, trailers, boats or other vehicles licensed by the Department of Motor Vehicles.

*Motor Vehicle Service:* An establishment offering the provision of repair, maintenance, washing, or similar services for motor vehicles.

Massage Establishments: As defined in the Municipal Code.

Service, Minor: Includes the following-

Animal Service: An establishment offering the provision of boarding associated with veterinary services, grooming, or veterinary services for small common household animals.

Bank, Retail: Financial institutions that provide retail banking services to individuals and businesses. This classification includes only those institutions engaged in the on-site circulation of cash money and includes on or off-site automatic teller machines. Freestanding automatic teller machines (ATMs) kiosks are not permitted.

General Service: An establishment offering the direct provision to the customer of personal services including barber and beauty shops, seamstresses, tailors, shoe repair shops, dry cleaning (excluding processing plants), photocopying, mail and packing service centers, self-service laundries, and appliance repair.

Fitness and Health Establishment: Commercial or nonprofit facilities, such as fitness centers and health and athletic clubs, oriented toward promoting physical health. Such facilities can include any of the following: gymnasium, swimming pool, exercise equipment, indoor sauna, spa or hot tub facilities; indoor tennis, handball, racquetball, and other indoor sports activities

Professional Office, Off-site: An establishment offering indirect provision of services on behalf of customers that do not visit the site to receive the service including remote medical or dental laboratories, testing facilities, escort services, telephone call centers, catering services apart from restaurants, and similar uses that do not provide in-person service or interaction with the ultimate recipient of the service.

Professional Offices: An establishment consisting of offices providing professional services directly to a customer. This includes architectural or engineering firms, computer software consulting, data management, financial services, interior design, graphic design, real estate, insurance, legal offices, medical/dental offices, clinics, on-site medical or dental testing, travel services, and title offices.

**Temporary Use:** The use of a property for the sale of merchandise and temporary events for a period of 60 contiguous days or less and no more than 75 days in a calendar year. Includes pumpkin sales, Christmas tree sales, swap meets, farmers markets, and similar uses.

**Utility, Major:** Includes a public or privately-owned or operated generating plant, electrical substation, aboveground electrical transmission line, switching building, refuse collection, PWS facility, processing, recycling or disposal facility, water reservoir or similar water storage facility, flood



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control or drainage facility, water or  $\,\,$  was tewater treatment plant, transportation or rail  $\,$  facility, and similar facilities and the following —

Personal Wireless Service (PWS) Facility: A facility for the provision of PWS, as defined in 47 U.S.C. Section 332 (c) (7)(C)(ii). (Ord. 3443 § 4, 2010; Ord. 3278 §1, 5/00)

**Utility, Minor:** Utility facilities that are necessary to support legally established uses and involve only minor structures such as electrical distribution lines and underground water and sewer lines.



Land use that emphasizes community, creates a safe, walkable and vibrant Downtown, attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.



Mixed-use development.

#### **OBJECTIVE 1**

#### Housing Choice

Create a variety of safe housing options for people who live Downtown.

- 1. Encourage mixed-use development. Where single-use developments occur, ensure employment centers and housing are in close proximity to each other, and allow higher residential densities in the Downtown Core.
- 2. Utilize state law and City ordinances to ensure that a mix of different levels of affordable housing is provided as housing is developed.
- 3. Generate site and building design standards that require common open space, encourage interaction of residents, and maintain a pedestrian orientation.
- <u>4. Provide opportunities for additional multifamily residential units in the Downtown.</u>



Land use that emphasizes community, creates a safe, walkable and vibrant Downtown, attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.



Small park.

#### **OBJECTIVE 2**

#### Downtown as Destination

Make Downtown a destination by developing and retaining appropriate civic, entertainment, and retail uses.



Cycle track.

- 5. In addition to retail, focus on non-retail business opportunities like educational facilities, major employers, medical centers, and offices.
- 6. Encourage the establishment of an events and activities venue, such as an auditorium.
- 7. Keep City government buildings within or near the Downtown.
- 8. Work to attract a higher education institution, such as a satellite campus of the Middlebury Institute of International Studies.
- 9. Create a civic center and coordinate City facility planning.
- 10. Establish opportunities for more small parks and resting areas Downtown.
- 11. Preserve and promote ethnic stores and restaurants.
- 12. Identify allowable sites for a centralized civic center, community green, indoor or outdoor performing arts and cultural arts center, senior citizens center, as well as other community amenities, all of which should emphasize pedestrian orientation and access.



Land use that emphasizes community, creates a safe, walkable and vibrant Downtown, attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.







Public art.

#### **OBJECTIVE 3**

#### Pedestrian Scale

Promote the intended pedestrian scale of Downtown through appropriate design standards, parking standards, and land uses.



System to monitor available parking spaces.

- 13. Ensure that development standards and design guidelines result in high quality development, and are consistent with a pedestrian-oriented scale and character.
- 14. Locate parking behind buildings or under buildings in parking structures.
- 15. Monitor usage of various types of vehicular parking Downtown to determine need. Reduce parking requirements where feasible.
- 16. Prohibit drive-thru facilities in the Core.
- 17. Encourage lot consolidation for added flexibility in multiple use, commercial, and residential development.
- 18. Establish design standards that help to create an intimate Downtown atmosphere, which includes public art, visually interesting landscaping, and other features that enhance Marina's unique character.



Land use that emphasizes community, creates a safe, walkable and vibrant Downtown, attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.



Pedestrian-oriented public space.

- 19. Create pedestrian- and transit-oriented public spaces within Downtown where people can gather for social, cultural, educational, and recreational opportunities.
- 20. Encourage the inclusion of design elements that reflect the cultural diversity of Marina.

## 4. ECONOMICS

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#### 4.1 Overview

In order for Downtown to be successful and the City sustainable. must environment where desired uses are permitted. A diversified economic climate that attracts small- to mid-sized offices and a variety of retail shops, restaurants, entertainment, and mixed uses is the ultimate goal for Downtown Marina.

This chapter will consider existing economic conditions in Marina. It will establish a set of requirements and guidelines designed to guide the City toward its desired economic future. These requirements are in addition to requirements laid out in Marina's General Plan and Economic Development Strategic Plan.

Marina is a mid-sized coastal city that traditionally provided support services to people stationed at or working in the former Fort Ord. Marina has also historically provided housing for working class families with jobs on the Peninsula. Though Marina was devastated by the closure of Fort Ord in 1994, services remain an important part of the local economy.

### 4.2 Market Supply Assessment

Retail sales are an important part of Marina's economy. While retail activity has shifted in recent years from Downtown to South Marina, 12 of the 25 top producers of sales tax in the second quarter of 2018 remained in the Downtown. Dozens of other shops and restaurants in the Downtown cater primarily to residents of Marina.

The long-term viability of Downtown hinges on attracting a regional customer base, including tourists and shoppers from neighboring communities. This is likely to be achieved through the implementation of the public and private design standards in **Section A**, including attractive landscaping, pedestrian design features, appropriate fenestration of buildings, and the creation of a "street wall" by bringing buildings to the sidewalk line in the Downtown Core. Diversity in business offerings and architectural styles can be an economic driver because it creates special interest for people wanting to visit.

A consultant completed a synoptic assessment for the City outlining consumer demand and market supply. The report revealed unfulfilled market supply for consumer demand within Marina in the following business categories:

- General retail merchandise;
- Clothing apparel and shoe stores;
- Restaurants, including casual dining, fast casual and quick service concepts;
- Building materials and supplies; and,
- Automotive dealerships.

Businesses in the first three categories are ideally suited for the Core or Transition zones. Sales of vehicles and building materials and supplies may be conditionally approved in the Transition zone depending on the scale of the business.

The report identifies a series of strategies designed to transform Downtown Marina into "an effective place to live, shop, and visit." Strategies include:

- Promote opportunities for new businesses Downtown;
- Help facilitate the reuse of vacant shops and restaurants in the Downtown;



- Host more special events in addition to the Farmers Market;
- Support appropriate residential development within and adjacent to the Downtown; and,
- Invest in strategic infrastructure projects through the City's Capital Improvement Program to upgrade pavement and enhance traffic circulation.

## 4.3 Property Tax Valuation

Commercial and light industrial uses in the Downtown encompass roughly 860,000 square feet on 88 acres. The Downtown Core includes 407,000 square feet of commercial uses on 36 acres. Another 416,000 square feet of commercial uses can be found on 46 acres in the Transition zone.

Tax valuation varies wildly for properties in each zone. The average property tax value per acre in the Core, where buildings are generally older and properties have generally been owned for longer periods of time, is \$1,339,750. This compares to an average peracre property tax value of \$1,613,578 in the Transition zone.

One important reason for the discrepancy in property tax values is Proposition 13, the 1978 law that prohibits reassessment of a new base property tax value except when a change ownership or completion of new construction occurs. Because Prop incentivizes property owners to maintain the status quo, many parcels in the older parts of Marina and neighboring Seaside have not changed hands for decades. In addition, new construction has not taken place on many of these parcels.

Altogether, commercial and light industrial

uses in Downtown Marina account for around \$51 million in total land valuation and \$78 million in improved valuation., or \$129 million total.

# 4.4 Redevelopment Agency Law

In 1945 at the end of World War II, California adopted legislation allowing the establishment of local redevelopment agencies (RDAs). The Community Redevelopment Act permitted cities and counties to declare specific areas blighted and in need of urban renewal. Such a declaration enabled the city or county to distribute most of the increase in property tax revenue in the project area to the RDA.

RDAs became an important tool in the development of affordable housing. In Sacramento, for example, the city's RDA helped upgrade a 360-unit affordable housing complex (Blount et al., 2014). At various projects throughout the state, RDAs used funds to attract businesses to previously depressed or otherwise undesirable locations. RDAs became particularly important in downtown areas, where money was used to redevelop failing businesses and housing complexes, clean up blighted or contaminated sites, and improve streetscapes.

In the early part of the decade, California was looking for ways to fix a \$25 billion deficit in the state's general fund. Around this same time a Legislative Analysts Office Report found that RDAs failed to improve overall economic development in California. This informed Governor Jerry Brown's 2011 decision to sign a law abolishing RDAs everywhere in the state. Municipalities and counties challenged this law in a series of court battles but continually came out on the losing end.



In 2014 and every year since, California has had a budget surplus. In 2015 Gov. Brown signed into law three bills that suggest new redevelopment programs may be on the horizon. Even so, the closure of the RDA program nearly a decade ago means one important source of funding for downtown revitalization has been lost. The City of Marina and stakeholders in the Downtown will need to look for other sources of funding to carry out the goals and strategies of this plan.

# 4.5 Previous Technical Studies

Two previous technical studies and a land use concept analysis were commissioned by the City Council and presented to the Council on Sept. 25, 2007.

#### 4.5.1 Retail Sales Leakage Analysis

In retail, leakage occurs when residents of a city spend money outside the city or when money spent inside the city is transferred outside the city. The Retail Sales Leakage Analysis aimed to determine the amount of retail leakage occurring in Marina by quantifying the square footage and type of retail that can be sustained Downtown, given existing and planned regional shopping opportunities and population projections for the City. Specifically, the report examined if there would be enough support for 380,150 square feet of new retail in the Downtown District, as was envisioned.

The combined amount of retail space that could be supported in the Downtown, accounting for 2,400 new housing units and leakage through 2027, totaled 435,038 square feet—more than the initially

envisioned 380,150 square feet of new retail in the Downtown District.

#### 4.5.2 Baseline Conditions Analysis

An evaluation of baseline conditions within the Downtown District was conducted in two parts. The first part consisted of a market evaluation, which explored existing Downtown District characteristics and examined the consistency between the proposed land use concept and the findings of the Retail Sales Leakage Analysis. This evaluation determined that:

- The Downtown District is largely built out and has relatively few vacant or underutilized lots;
- Identified "opportunity sites" within the Downtown District would require substantial redevelopment to achieve the Plan's development targets of 380,150 square feet of commercial space and 2,400 dwelling units; and,
- Providing adequate parking would be challenging and would reduce space available for planned residential and commercial uses.

#### 4.5.3 Proposed Land Use Concept Analysis

Based on the findings of the Retail Sales Leakage Analysis, the City Council developed and studied a Proposed Land Use Concept, which was consistent with the Downtown Vision objectives at the time of the 2010 plan draft. Components of the Proposed Land Use Concept are largely still included in this version of the plan, with modifications based on feedback from the Ad Hoc Committee

 A mixed-use and retail core focused along Reservation Road, between Del Monte Boulevard and Crescent Avenue, and along



Del Monte Boulevard between Reservation Road and Carmel Avenue;

- Transition and Multifamily residential uses surrounding the mixed-use and retail core;
- Improved conditions for pedestrians and cyclists, especially on Reservation Road; and,
- A greater number of alternate through traffic routes for cross-town auto trips.

As Central Marina develops, the City should consider defining districts in order to enhance the positive characteristics of organic development.



Create an environment that attracts and sustains economic viability through innovation and business and social opportunities.

#### **OBJECTIVE 1**

#### **Economic Development**

Create an environment conducive for business to serve Marina residents and attract visitors to the Downtown.

- 1. Strengthen the City's economic base through attracting new businesses and retaining existing ones.
- 2. Market Downtown Marina as a destination through effective branding and advertising.
- 3. Develop a current list of public and private funding opportunities to help assist businesses and finance right-of-way improvements.
- 4. Work to continue to strengthen partnerships between downtown businesses and the City's Economic Development office.
- 5. Meet with Downtown businesses on a regular basis to identify concerns and what the City might do to address them.
- 6. Consider City assisting with costs of right-of-way improvements as a pilot project for a developer constructing a mixed-use project after the plan is adopted and ready for implementation.
- 7. Provide a program to encourage and assist small, non-franchised businesses to open in the Downtown.
- 8. Consider development incentives (such as tax benefits, small grants, etc.) to encourage appropriate development in the Downtown.
- 9. Assist developers with projects meeting adopted site plan regulations and standards with a simplified process and shorter timeline for project approval.



# 5. Mobility

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5-2

#### MARINA DOWNTOWN VITALIZATION SPECIFIC PLAN

#### 5.1 Overview

The Downtown Vitalization Specific Plan strives to create a pedestrian-friendly Downtown Core. This chapter addresses the role of mobility in supporting the vision and goals of the Specific Plan and includes policies related to vehicle, bicycle, and pedestrian circulation, pedestrian-oriented street design, and vehicle and bicycle parking. This chapter establishes a mobility plan for Downtown that promotes an active, engaged, human-oriented streetscape where the automobile is simply one of many modes of travel for people to move in and around the Downtown to work, shop, and recreate.

The requirements of this chapter are in addition to the requirements of the City of Marina's General Plan and Pedestrian and Bicycle Master Plan, providing greater detail on specific issues where necessary. Where direction or regulation is not provided, the provisions of these related documents shall

take precedence. The requirements of this chapter supersede the City of Marina Municipal Code.

### 5.2 Existing Network

Street conditions in the Downtown reflect a mid-20th Century focus on the automobile at the expense of other forms of transportation (see **Figure 5-1**). Travel lanes are wide, encouraging speeding. Right turn lanes are prevalent, making crosswalks more dangerous for pedestrians. At one major intersection, northbound traffic on Del Monte Blvd turning east onto Reservation Road even has two right turn lanes.

Sidewalks are typically narrow, and there are significant gaps. For example, a two-block stretch of Del Monte Blvd between Palm Ave and Mortimer Lane is mostly devoid of sidewalks, and pedestrians are forced to walk on asphalt directly adjacent to speeding cars. Median refuge islands on major roads are



Figure 5-1. Typical portion of Del Monte Blvd with wide travel lanes for automobiles and missing sidewalks.



typically not present or functionally outmoded. Sweeping curbs like the ones coming onto or off of Vista del Camino from Reservation Road encourage drivers not to stop before making a turn.

Future improvements, including those described in **5.4—Traffic Calming**, should prioritize pedestrian safety and try to anticipate developing modes of transportation.

#### 5.2.1 Street Grid

In many cities, the downtown consists of a well-connected street grid that comprises around 30-35 percent of the total land area. Connectivity makes a downtown more walkable and more bikeable. Downtown Marina does not follow this pattern.

Historically, commercial development sprung up around Marina's two major arterial roads, Del Monte Boulevard and Reservation Road. The resulting development pattern was singlestory buildings fronted by large parking lots in a low-density, sprawling pattern. The public right-of-way comprises only 21 percent of total land area in Marina's Downtown. This is one reason the General Plan urges reducing "dependency on the private automobile" based in part on "a land use pattern and street system which makes the provision of transit service or the option of walking or biking from place to place difficult and inconvenient."

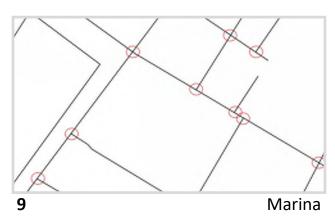
Even more telling, the number of three— and four-way intersections in Downtown Marina is dwarfed by the number of intersections in the downtowns of other regional cities. **Table 5-1** 

City	Number of Intersections	City	Number of Intersections
Carmel-by- the-Sea	39	Paso Robles	22
Gilroy	24	Salinas	29
Gonzales	24	San Juan Bautista	27
Greenfield	19	San Luis Obispo	29
Hollister	39	Santa Cruz	28
King City	22	Santa Maria	21
Marina	9	Seaside	25
Monterey	31	Soledad	22
Pacific Grove	80	Watsonville	22

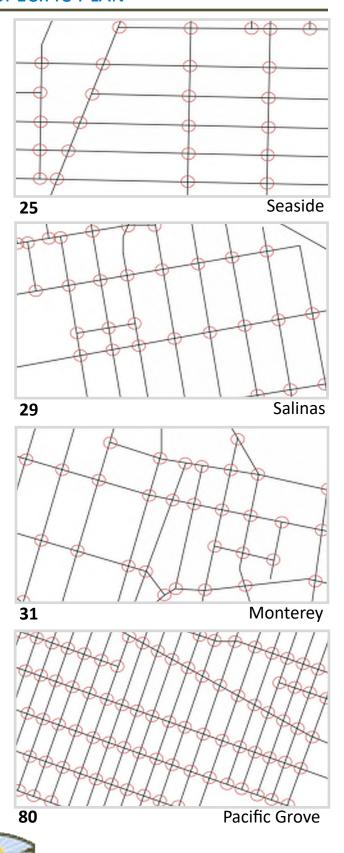
**Table 5-1.** Number of three— and four-way intersections in a 160-acre portion of downtown.



intersection density compares the of other local Downtown Marina with communities. The street grids of several cities are shown on page 5-3. In a 160-acre portion Downtown, Marina has only nine intersections, compared to 25 in Seaside, 29 in Salinas, 31 in Monterey, and 80 in Pacific Grove. Among communities surveyed for this report, Greenfield had the lowest number of intersections (19) in its downtown outside of Marina. Even so, the intersection density there is double what it is in Marina.



**Figure 5-2.** Number of three– and four-way intersections in regional downtowns..





#### 5.2.2 Existing Vehicle Network

The existing network of roadways throughout Downtown Marina is shown in **Table 5-2: Roadway Classifications**. The network is comprised of expressways, arterials, collectors, and local streets, as defined below.

#### Expressways

Circulation on expressways is limited to major intersecting streets with large traffic volumes. Intersections along expressways contain full protected left-turn lanes and should contain exclusive right-turn lanes.

**Table 5-2**. Roadway Classifications within the Downtown Vitalization Specific Plan Area.

Roadway Classification	Roadway
Four-Lane Expressway	<ul> <li>Del Monte Boulevard (near Highway 1 interchange)</li> </ul>
Four-Lane Arterial	<ul><li>Del Monte Boulevard</li><li>Reservation Road</li></ul>
Two-Lane Collector	<ul> <li>California Avenue</li> <li>Carmel Avenue</li> <li>Crescent Avenue</li> <li>De Forest Road</li> <li>Palm Avenue</li> <li>Reindollar Avenue</li> <li>Seacrest Avenue</li> </ul>
Local Street	<ul> <li>Crestview Court</li> <li>Cypress Avenue</li> <li>Eucalyptus Street</li> <li>Hillcrest Avenue</li> <li>Mortimer Lane</li> <li>Ocean Terrace</li> <li>Sunset Avenue</li> <li>Vista Del Camino</li> </ul>

#### **Arterials**

Arterials are major thoroughfares that provide efficient connections to major destination points and to primary gateways in and out of the City (see **Figure 5-3**). Arterials carry moderate to large traffic volumes, but have lesser capacity than expressways. Most arterials serve as major bicycle routes and generally do not contain exclusive right-turn lanes in Downtown districts in an effort to be more pedestrian friendly.



Figure 5-3. Reservation Road functions as an arterial street.

#### Collectors

Collectors function to gather vehicular trips from local streets within a residential neighborhood or commercial district and distribute the trips to the City's major streets. They carry a moderate level of traffic volumes at moderate speeds.

#### **Local Streets**

Local streets accommodate vehicular and non-vehicular traffic to and from dwellings and facilities within neighborhoods at low speeds. Traffic flow control utilizes stop signs, narrower widths, and curved alignments.



#### 5.2.3 Existing Pedestrian and Bicycle Network

The existing network of pedestrian and bicycle facilities throughout Downtown is shown in Map 5-1: Existing Pedestrian and Bicycle **Network**. The pedestrian sidewalk network within Downtown Marina is fairly well developed, with existing sidewalks collector and arterial roadways, as well as along most local streets. However, segmented sidewalks can be found on Del Monte Boulevard, Carmel Avenue, Reindollar Avenue, Reservation Road, and Seacrest Avenue. In addition, many sidewalks are not wide enough for simultaneous pedestrian use or have obstructions that partially block pedestrian flow and require right-of-way acquisition.

Existing bicycle facilities within Downtown Marina consist of Class I and Class II bikeways, as defined below.



Figure 5-4. Monterey Bay Coastal Bike Path in Marina.

#### Class I Bikeways

Class I bikeways are generally referred to as bicycle paths and provide a completely separated right-of-way for the exclusive use of bicycle and pedestrian traffic with minimal cross flow.

There is one Class I bikeway within Downtown: the Monterey Bay Coastal Bike Path, which currently extends 19 miles from Pacific Grove to Castroville (see Figure 5-2).

#### Class II Bikeways

Class II bikeways are referred to as bicycle lanes and provide a striped lane for one-way bike travel on a street or highway. These facilities typically include signs placed along the street segment.

Class II bicycle lanes exist along Reservation Road and Crescent Avenue.

As noted in the City's Pedestrian and Bicycle Master Plan, the existing bicycle network provides limited connections for cyclists within City limits, including the Downtown. The Monterey Bay Coastal Bike Path provides connections for those who commute to areas outside of the City and for those who use the trail for recreational purposes. Accordingly, the existing network is considered to have a limited ability to encourage those commuters who drive vehicles to instead use bicycles when commuting within the City, and specifically within the Downtown.

#### 5.2.4 Existing Transit Facilities

The Monterey-Salinas Transit (MST) facility within Downtown Marina is known as the Marina Transit Exchange. It is located on the south side of Reservation Road at the intersection with De Forest Road (see Figure 5



-3). The Transit Exchange was constructed in accordance with the Marina Transit Center Specific Plan (October 2006). In addition to the Transit Exchange itself, the Specific Plan facilitates the development of a small-scale transit and community-oriented mixed-use center in Downtown Marina. This Transit Oriented Development (TOD) will be a compact mixture of uses located adjacent to the Transit Exchange.

MST routes serving Downtown Marina include:

- Marina—The Dunes (Line 16);
- The Monterey—Salinas route (Line 20);
- The Watsonville—Marina route (Line 27);
- The Presidio—Marina Express (Line 67).

The Marina—Dunes route provides transit from the Transit Exchange to Walmart, Preston Park, Abrams Park, Schoonover Park, CSUMB, Integrated Health, and The Dunes Shopping Center. The Monterey-Salinas route provides transit from Monterey to Salinas with major stopping points in Sand City and Marina. The Watsonville-Marina route provides transit from

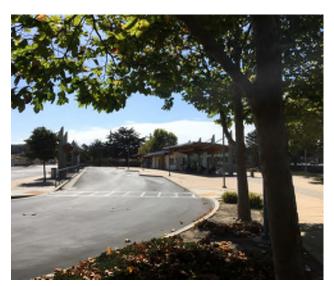


Figure 5-5. Monterey-Salinas Transit Exchange.

Watsonville to Marina with major stopping points in Moss Landing and Castroville. The Presidio—Marina Express route provides transit between the Presidio of Monterey and Marina.

#### 5.3 Technical Studies

#### 5.3.1 Initial Traffic Analysis

In 2007, an Initial Traffic Analysis was prepared to determine the effects of land use changes and narrowing Reservation Road as proposed in the Downtown Vision. A traffic consultant used the sub-regional traffic model to evaluate traffic flows under an assumption consisting of the following elements:

- Approximately 380,150 square feet of new commercial space and 2,400 new residential units in the Downtown;
- A new circulation pattern that would facilitate pedestrian and bicycle access to the Downtown Core;
- A greater number of alternate through traffic routes for cross-town auto trips; and,
- Narrowing Reservation Road from four to two lanes.

Three scenarios were assessed to determine the effects the proposed plan may have had on the citywide transportation system.

Based on projected traffic volumes, two of the three scenarios would have required the widening of Imjin Parkway to six lanes and the construction of Golf Drive between Del Monte Boulevard and Blanco Road to provide capacity that would be lost with the narrowing of Reservation Road. Scenario 3, which maintained four lanes along Reservation Road, would handle projected capacity without



requiring improvements to the Citywide arterial network.

As no further action was taken, Scenario 3 was the de facto choice. Reservation Road has remained four lanes wide.

#### 5.3.2 Current Technical Study

In 2018, the City of Marina hired a consultant, Kimley-Horn, to conduct a traffic analysis of the existing transportation system Downtown and a proposed expansion of the system via the extension of Del Monte Boulevard south to 2nd Avenue. Kimley-Horn analyzed local and regional traffic volumes and considered land use changes and right-of-way widths and design standards proposed by the Ad Hoc Committee as part of the Downtown Vitalization Specific Plan process (see Chapter 2: Community Identity, for streetscape concepts developed bν the Ad Hoc Committee).

The analysis resulted in several recommendations, including:

 Implementation of protected bike lanes on Reservation Road from Del Monte Boulevard to Salinas Avenue, using funds from a Caltrans Active Transportation

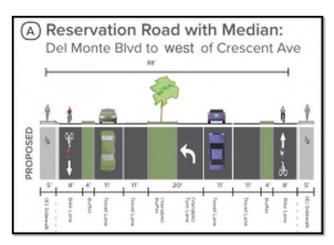


Figure 5-6. Concept for bike lanes on Reservation Road.

Program (ATP) grant (see Figure 5-6);

- Narrowing of travel lanes from 12' to 11' on Reservation Road west of Crescent Avenue;
- Extension of Del Monte Boulevard south to 2nd Avenue, with the construction of a two-lane roundabout at the intersection with the Highway 1 northbound offramp; and,
- Extension of Patton Parkway to the new portion of Del Monte Boulevard, with the construction of a one-lane roundabout at the intersection of these two roads.

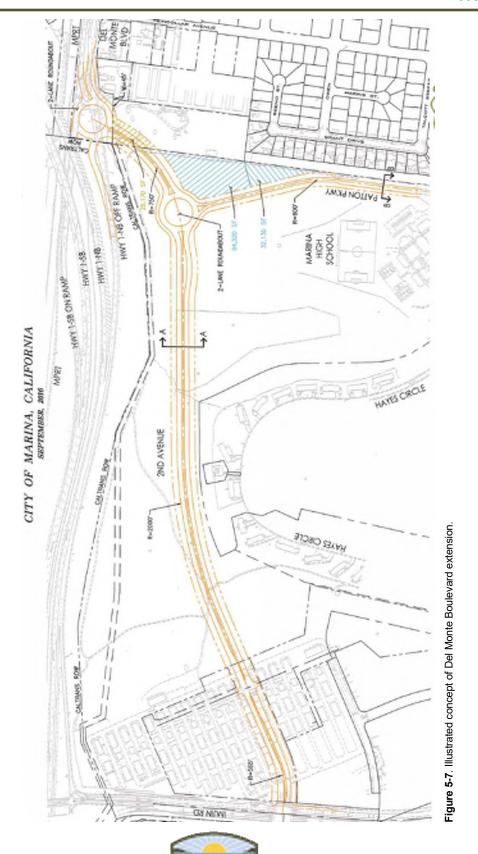
These improvements are expected to affect mobility in a significant way. Protected bike lanes could make cycling a feasible option for people who do not currently feel safe riding a bike on Reservation Road. Combined with the land use changes and streetscape enhancements anticipated in the Downtown Vitalization Specific Plan, these bike lanes could help promote compact development in the Downtown.

The extension of Del Monte Boulevard south to 2nd Avenue will help bridge a geographical gap between Downtown Marina and South Marina (the recent areas of redevelopment on the former Fort Ord). This vital connection will reduce the need to get on Highway 1 for trips within the City (see Figure 5-7). It also presents an opportunity for further gateway enhancements, which are discussed in detail in Chapter 2: Community Identity.

#### 5.4 Traffic Calming

To establish an environment that is safe and inviting to pedestrians it is important to integrate specific traffic calming measures aimed at reducing traffic speeds and





5-9

increasing pedestrian connectivity. Table 5-3: Traffic Calming Devices includes a list of popular traffic calming measures. Various traffic calming elements, including narrower travel lanes, bulbouts, landscaped medians, accent paving, and tree-lined streets with building frontage create an urban street environment that encourages lower driving speeds.

#### 5.4.1 Narrower Travel Lanes

Narrower travel lanes encourage slower vehicle speeds and reduce pedestrian crossing distances. Drivers have been found to travel more slowly on streets with lane widths of 10-11 feet versus more typical 12-foot lane widths. Narrower travel lanes require more attention from drivers and are often used in Downtown environments with a higher degree of potential conflicts. Narrower lanes also have the benefit of reducing pedestrian crossing distances, thereby limiting the amount of time pedestrians share in a space with vehicles. Finally, narrowing vehicular lanes frees up space for other uses such as parking, bike lanes, medians, and widened sidewalks.

#### 5.4.2 Bulbouts

Bulbouts are extensions of street curbs that narrow pedestrian crossing distances at crosswalks while also reducing the speeds at which drivers are able to comfortably make turns at intersections (see Figure 5-8). Bulbouts will be incorporated at key intersections leading into and throughout the Downtown. These curb extensions will be designed in conjunction with on-street parking as they create pockets along the roadway edges for parallel parking opportunities. Cars parked along the side of the road consequently also tighten road widths and can serve as a traffic calming feature.



Figure 5-8. Bulbout.

#### 5.4.3 Accent Paving

Accent paving—unit pavers or colored concrete—will be used to accentuate pedestrian crossings (see Figure 5-9). The change in texture gives motorists a visual and audible heightened awareness, which in turn can slow traffic. Refer to Section A: Design Standards for additional information on accent paving and pedestrian crossings.



Figure 5-9. Accent paving at crosswalk.



#### 5.4.4 Medians

Medians can help improve the overall appearance of streets and slow traffic (see Figure 5-10). In terms of safety, medians with refuge islands reduce conflicts between pedestrians and vehicles because they allow pedestrians to cross one direction of traffic at a time, giving them a safe harbor if needed. Medians along Reservation Road should be enhanced with improved landscaping to provide physical separation between through lanes and pedestrian refuge area at crossings.



Figure 5-10. Planted median.

**Table 5-3.** Traffic Calming Devices.

Traffic Calming Device	Description
Road Width	Reducing the number and width of traffic lanes
Raised Median Island or Refuge Island	Raised island in the road center (median) narrows lanes and provides pedestrian with a safe place to stop
Curb Extensions, also called Neckdown or Choker	Curb extensions at intersections that reduce the roadway width from curb to curb. Slows traffic and reduces pedestrian crossing distances
Speed Table or Raised Crosswalks	Ramped surface above roadway
Tight Corner Radii	The radius of street corners affects traffic turning speeds. A tighter radius (90 degrees) forces drivers to reduce speed
Rumble Strip	Low bumps across road make noise when driven over
Roundabout	Medium to large circles at intersections
Pavement Treatment	Special pavement textures (cobbles, bricks, etc.) and markings to designate special areas
Bike Lane	Marking bike lanes narrows traffic lanes, causing vehicles to slow
Perceptual Design Features	Patterns painted into road surfaces and other perceptual design features that encourage drivers to reduce their speeds
Street Trees and Landscaping	Planting trees or landscaping along a street visually narrows the street, thereby reducing vehicle speed
Woonerf Design	Streets with mixed vehicle and pedestrian traffic, where motorists are required to drive at very low speeds
Speed Reductions	Traffic speed reduction programs. Increased enforcement of speeding violations
On-Street Parking	On-street parking (diagonal or parallel) can serve as a highly effective way to slow traffic in main street and neighborhood environments
Eliminate Turn Lanes	Turn lanes facilitate vehicular movement across pedestrian rights-of-way during walk cycles. Eliminating turn lanes improves pedestrian safety



#### 5.4.5 Street Trees

Street trees offer an aesthetic alternative to the wide-open speedway feeling of a treeless arterial (see **Figure 5-11**). Street trees planted at the sidewalk edge and in medians have a traffic calming effect as they create a visually enclosed and perceptually narrower street scene. Tall canopy trees will help tie the two sides of Reservation Road together, narrowing the perceived street width and slowing traffic. **Chapter 2: Community Identity**, provides a detailed description of the recommended landscaping.



Figure 5-11. Street tree.

# 5.5 Pedestrian and Bicycle Improvements

Consistent with the City's Pedestrian and Bicycle Master Plan, which was adopted in February 2010, all streets in the Downtown should have continuous sidewalks on both sides of the street, and bikeways should be implemented along key thoroughfares (see Maps 5-2 and 5-3). Sidewalks and bikeways

should be designed and maintained as outlined in the Pedestrian and Bicycle Master Plan.

Street design features will enhance the comfort and appeal of the pedestrian environment. Streetscapes should be active and interesting, provide separation between pedestrian rights-of-way and vehicular travel lanes, and feature landscaping and gathering nodes. Section B: Design Standards and Guidelines contains specific regulations pertaining to pedestrian and bicycle circulation within the Downtown.

### 5.6 Parking Plan

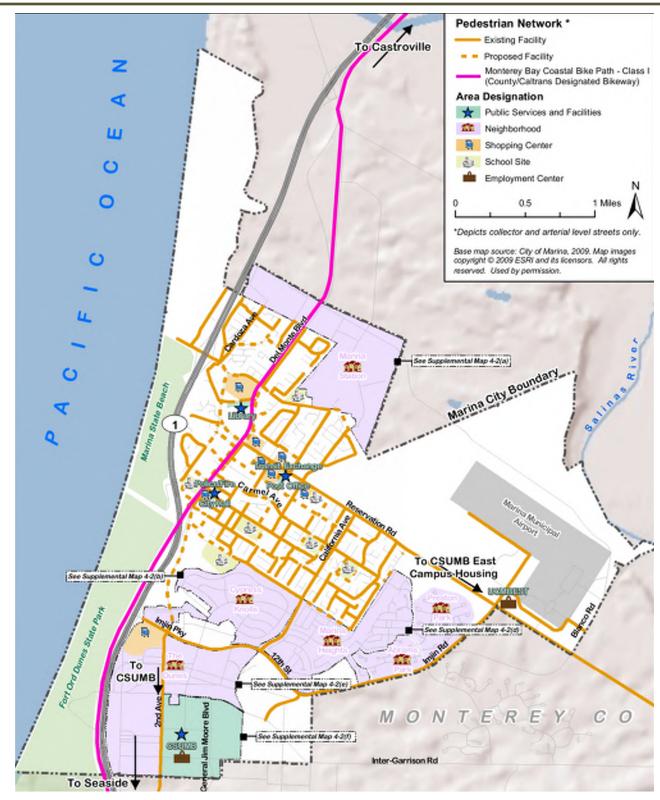
Downtown Marina has a variety of surface parking lots associated with existing commercial uses, primarily located along Reservation Road and Del Monte Boulevard. As discussed in **Chapter 3: Land Use and Development** existing commercial areas are currently oriented in a strip mall configuration with the buildings positioned at the back of the lots leaving room for large parking lots in the front.

The Specific Plan features significant intensification of development in Downtown area which would create an increased demand for off-street parking. There is opportunity to create more on-street parking in some areas, but there will still be a need for additional parking as development occurs in a more intense format. The Specific Plan assumes that structured parking with shared access will eventually replace surface lots when coupled with more intensive mixeduse developments. In order to create a pedestrian-friendly and aesthetically-pleasing Downtown Core, on-site parking lots should be located behind buildings. Specific elements

5-12

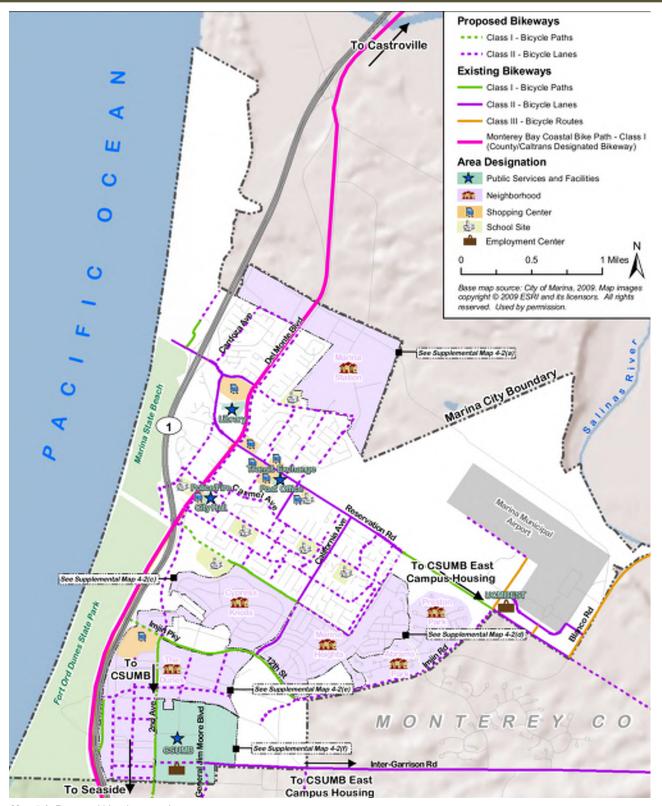


#### **MOBILITY**



**Map 5-2.** Proposed pedestrian network. Source: City of Marina Pedestrian and Bicycle Master Plan





**Map 5-3.** Proposed bicycle network. Source: City of Marina Pedestrian and Bicycle Master Plan

of the proposed parking plan are outlined on page 5-14. Refer also to **Section A: Design Standards**.

#### 5.6.1 On-street Parking

There are a number of benefits that on-street parking provides: Convenience, separation between the street and pedestrians, slowing traffic, and adding to the life of the street. Onstreet parking will be provided in the Downtown in strategic areas in accordance with the Plan.

#### 5.6.2 Off-street Parking

Off-street parking lots are to be located at the rear of a property in the Core and Multifamily Residential zones and at the rear or side of a property in the Transition zone. This aids in maintaining a streetscape that emphasizes a direct connection between pedestrians, buildings, and the landscape.

#### 5.6.3 Parking Lot Consolidation

Parking lot consolidation is encouraged where feasible. The benefits of consolidation include better organization and movement of vehicles (including service and delivery vehicles), opportunities for shared space, and an aesthetically-improved streetscape that favors pedestrian movement.

#### 5.6.4 Structured Parking

Several options are possible for a structured parking garage in Downtown Marina. Locations will be driven by intensity of development. Commercial retail or services uses should be included on the first floor facing the street.



On-street parking.



Off-street parking.



Structured parking.



Create visually pleasing Downtown pedestrian and vehicle circulation that safely, efficiently, and effectively encourages people to gather, walk, bike or use public transportation.



Traffic calming may be accomplished through a combination of geometric, operational, or landscaping features.

#### **OBJECTIVE 1**

#### Traffic Calming

Utilize traffic calming features to lower speeds throughout the Plan Area, creating a safer and more pleasant Downtown environment.

- 1. Install and maintain street trees and intermittent pedestrian-enhanced landscape medians to visually narrow streets.
- 2. Incorporate a combination of geometric, operational, and landscaping features at roundabouts to alert motorists of the need to slow down.
- 3. Include treatments at roundabouts such as road width reductions, curb extensions, splitter island flares, yield markings, signs, high emphasis pedestrian crossings, and other appropriate traffic calming measures.
- 4. Include visually attractive traffic calming features such as bulbouts, accent paving on pedestrian crosswalks, and planted medians.



Create visually pleasing Downtown pedestrian and vehicle circulation that safely, efficiently, and effectively encourages people to gather, walk, bike or use public transportation.

#### **OBJECTIVE 2**

## Intra— and Inter-Downtown Circulation

Balance the demands of local and regional traffic while seeking to minimize congestion and address the needs of people who walk, bike, and take transit.

#### **OBJECTIVE 3**

#### **Parking**

Locate parking in appropriate areas and reduce the amount of land devoted to surface parking lots.



Wayfinding signage for parking facilities.

#### **STRATEGIES**

- 5. Consider the importance of balancing local and regional traffic needs in designing Reservation Rd and Del Monte Blvd, while addressing the needs of people who walk, bike, and use public transit.
- 6. Mitigate traffic congestion through capacity management measures rather than road widening.
- 7. Assist large employers to develop a shuttle system for employees.

- 8. Encourage alternative transportation, such as walking, biking, and transit, to reduce overall parking demand.
- 9. Work with businesses and property owners to determine whether there is interest in development of a parking district, considering ideas such as a shared parking program or a fees-in-lieu program allowing funding of off -site, at-grade, or structural parking improvements where on-site parking requirements could not be met.
- 10. Install wayfinding signage to direct motorists to parking facilities.
- 11. Work with uses to develop a transportation demand management program that looks at utilization of parking on a 24-hour basis.
- 12. Track parking needs by periodically updating parking inventory, regularly monitoring parking occupancy, and considering parking permit programs where determined appropriate.
- 13. Consider development of strategically located parking structures if parking demand requires such and it can be financially self-supporting.



Create visually pleasing Downtown pedestrian and vehicle circulation that safely, efficiently, and effectively encourages people to gather, walk, bike or use public transportation.

#### **OBJECTIVE 4**

#### Pedestrians/Bicycles

Create a street environment that is safe and welcoming for pedestrians and bicyclists.



Mid-block crossing.



Bike rack.

- 14. Develop an efficient, safe, and attractive pedestrian and bicycle pathway network throughout the Downtown.
- 15. Implement sections of the Bicycle and Pedestrian Master Plan that will improve pedestrian and bicyclist access to, from, and within Downtown.
- 16. Develop a complete sidewalk system within the Downtown, eliminating any gaps that might exist.
- 17. Ensure that street cross-section standards include a pedestrian throughway section of sidewalk that is at least six feet in width whenever possible.
- 18. Consider installing midblock crossings—which include enhanced striping, lighting, signage, and other safety features—on lengths of major streets greater than 600'.
- 19. Develop trail connections to shorten distances between streets and places, especially in connections with oversized blocks.
- 20. Work with the Chamber to develop programs that encourage walking and biking in Downtown Marina.
- 21. Ensure bicycle parking is provided at all public facilities and within the right-of-way.
- 22. Encourage new developments to include end-of-trip support facilities such as lockers, changing rooms, and showers.
- 23. Promote easily-accessible bicycle parking and support facilities, including a bike share program.
- 24. Post bicycle route and parking maps in the Downtown and on the City website.



Create visually pleasing Downtown pedestrian and vehicle circulation that safely, efficiently, and effectively encourages people to gather, walk, bike or use public transportation.

#### **OBJECTIVE 5**

#### Special Mobility Needs

Ensure streets accommodate people with special mobility needs.

#### **STRATEGIES**

- 25. Ensure right-of-way improvements, such as crosswalks and driveways, meet ADA requirements to address the needs of individuals with special mobility needs.
- 26. Include refuge islands on medians for individuals who may not be able to cross the street in one traffic light cycle.
- 27. Roadways should be as narrow as possible while accommodating the desired services.
- 28. Ensure that all streets accommodate pedestrians with continuous sidewalks on both sides of the street and curb ramps. Ensure sidewalks meet City code and are repaired or replaced as necessary.

#### **OBJECTIVE 6**

#### **Transit**

Improve pedestrian access to transit facilities.



Monterey-Salinas Transit bus

- 29. Improve pedestrian access to the Marina Transit Exchange with improved lighting, signage, and other pedestrian amenities.
- 30. Work with Monterey-Salinas Transit (MST) to ensure high-frequency bus service continues in the Downtown.
- 31. Work with MST to encourage covered benches at all bus stops in the Downtown.
- 32. Work with MST to expand bus routes within Marina to improve mobility, encourage outdoor activities, and provide access to biking and walking opportunities in Marina including links to Fort Ord Dunes State Park, Marina State Beach, and Fort Ord National Monument.



## 7. ENVIRONMENT AND SUSTAINABILITY

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#### 7.1 Overview

Sustainable design refers to design and construction practices that significantly reduce eliminate the negative impacts development on the environment. sustainable design approach can be defined by variety of green building practices, environmentally-aware landscape improvements, and the availability of pedestrian-oriented amenities. These ideas are rooted in principles such as the Green Building and Sustainable Design Concepts developed by the US Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system, along with the Planning Association's American Growth principles and the New Urbanism movement associated with the Congress for the New Urbanism. Landscaping efforts of Xeriscape Colorado, Inc., founded in 1975, spawned the xeriscape movement, a term they developed in the early 1980s in conjunction with Denver Water. Xeriscaping has become an essential aspect of water conservation.

California State General Plan Guidelines address issues of sustainability as follows: "In a community that is developing sustainably, the neighborhood is the basic building block of urban design and is characterized by walkability, mixed-use development, and mixed-income housing. The Guidelines nite the importance of addressing urban sprawl through compact, multiple use, transitoriented infill development. Other areas addressed are open space and working landscapes, environmentally sensitive lands, local and regional economies, energy and resources, and equitable development.

The City of Marina includes policies in the General Plan relating to the need to fully utilize the land to accommodate Marina's fair of the future population employment growth in Monterey County within the Urban Growth Boundary (UGB), which runs through 2020 (see Primary Policy 1). Other policies focus on ensuring that vacant land located in developed areas within the UGB are developed before undeveloped lands within the UGB (see Primary Policy 2) and future development having such intensity of use as to help ensure the longer term feasibility of public transit for work and other purposes and to help create a pedestrianoriented community (see Primary Policy 5).





Support development in Downtown Marina that employs Green Building technology, employs Net Zero Building principles, and is designed to create more comfortable indoor and outdoor environments.



PROHIBITED: Location of sidewalk tree closer than 10 feet from intersection.

#### **OBJECTIVE 1**

#### Sustainable Design

Implement sustainable design elements that complement the natural setting of Marina.

- 1. Use landscaping materials and methods of construction that are of high quality and appropriate for coastal Monterey County. Consider fog, wind, drought, salt air, and sandy soils in all landscaping decisions.
- 2. Minimize impervious surfaces on all streetscapes.
- 3. Plumb irrigation infrastructure to accommodate graywater systems. Stormwater management systems shall detain onsite runoff and include cistern systems for capturing recycled stormwater runoff.
- 4. Arrange a grid of local streets to increase connectivity and pedestrian activity and reduce reliance on the car.
- 5. Use Monterey County native plant species and low-water Mediterranean plants and xeriscaping for landscaping.
- 6. Use high-efficiency irrigation systems and existing natural drainage in landscaping.
- 7. Carefully select street trees for Marina's coastal climate. **Table xx-xx** includes a list of acceptable street trees.



Support development in Downtown Marina that employs Green Building technology, employs Net Zero Building principles, and is designed to create more comfortable indoor and outdoor environments.



Carmel Ceanothus.

- 8. Use locally available and recycled material wherever possible.
- 9. Encourage the creation of "living walls"—the outdoor walls of a building covered with plant material arranged on a lattice or similar structure—where appropriate.



Pajaro Manzanita.



Seaside Fleabane.



Dune Manzanita.



Monterey Pine.



Blue Elderberry.



Support development in Downtown Marina that employs Green Building technology, employs Net Zero Building principles, and is designed to create more comfortable indoor and outdoor environments.

#### **OBJECTIVE 2**

#### **Building Technology**

Construct buildings that utilize state-of-the-art technology to reduce the City's overall carbon footprint.

#### **STRATEGIES**

- 10. Design water and lighting fixtures for efficiency. Water conserving fixtures may include low-flow faucets, showerheads, and toilets, as well as drip irrigation systems.
- 11. Require all future private and public projects to demonstrate how they will contribute to the long-term sustainability of Marina. Methods for contributing to sustainability could include green building and streetscape technologies, enhanced pedestrian access to transit, variety in housing options, drought-tolerant landscaping, outdoor low-light options to mitigate light pollution, and bicycle racks.
- 12. Encourage the construction of Net Zero Buildings and green building techniques that conserve resources and produce more healthful living and working environments.
- 13. Encourage development to use renewable energy sources and meaningful energy conservation measures.

#### **OBJECTIVE 3**

#### Compact Development

Promote compact, mixed-use development that makes efficient use of space.

- 14. Create high-density and high-intensity multiple use areas that promote travel by transit, walking, and bicycling.
- 15. Allow for compact form and multiple use patterns of development that reduce dependency on the automobile and support other modes of transportation.
- 16. Encourage pedestrian and bike linkages to provide better connectivity where street rights-of-way are not available.



Support development in Downtown Marina that employs Green Building technology, employs Net Zero Building principles, and is designed to create more comfortable indoor and outdoor environments.

### **OBJECTIVE 4**

### Local Environment

Consider the local environment in all decisions related to landscaping, building, and public spaces.

### **STRATEGIES**

- 17. Incorporate native plant species, drought tolerant species, rock, and stone in landscaping, with selection appropriate for location.
- 18. Maximize the use of available reclaimed water.
- 19. Be conscious of wind direction at the building site. Protect open spaces and pedestrian plazas from wind, and avoid development that creates wind tunnels.
- 20. Utilize construction materials and methods appropriate to the local area. Materials should be locally produced wherever possible, and preferably have at least some recycled components.
- 21. Integrate low impact development (LID) technologies, including pervious pavers and surfaces, filter strips, tree boxes, rain gardens, vegetated bioswales, and parking lot infiltration techniques.
- 22. Follow principles of the International Dark Sky Association, including shielding light fixtures and directing light bulbs downward, to minimize impacts of outdoor lighting.
- 23. Enforce existing policies on inappropriate dumping of trash and debris.
- 24. Encourage local businesses to participate in food composting programs provided by Monterey Peninsula Regional Waste Management District.



Support development in Downtown Marina that employs Green Building technology, employs Net Zero Building principles, and is designed to create more comfortable indoor and outdoor environments.

### **OBJECTIVE 5**

### Clean Environment

Maintain a clean, attractive environment free from trash and debris.

### **STRATEGIES**

- 25. Work with the private company that collects solid waste to increase recycling opportunities Downtown.
- 26. Provide a spring or fall cleanup trash collection program.
- 27. Provide residents with information about proper waste disposal, recycling, hazardous waste disposal, and reducing waste.
- 28. Encourage owners of animals to clean up animal waste in public places. Install dog waste stations in conspicuous public locations. Enforce penalties for noncompliance.
- 29. Encourage Marina restaurants to participate in the food compost waste program provided by the Monterey Peninsula Water Management District.
- 30. Provide well-designed, easily accessible trash enclosures to accommodate all recyclable needs.
- 31. Use hydrodynamic separators in all storm drains in the Downtown.



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### A.1 Overview

This Design Standards and Guidelines section establishes procedures for the consistent promotion of high quality, well-designed development to be appropriately located throughout Downtown Marina. The Design Standards and Guidelines are composed of written statements and graphic illustrations describing the design intent and community character for the Downtown. The overarching goal of this section is to prevent "rubber stamped" development prevalent in places like the Silicon Valley while fostering creative designs that enhance Marina's unique community character. An additional goal is to promote harmony with natural the environment.

All new construction and proposed structural and façade changes are required to be consistent with the Objectives and Design Standards presented here. Design Standards are minimum requirements, and permit applicants may be required to provide additional amenities to meet the goals and policies of the Specific Plan. Design Guidelines provide additional direction to meet overall design goals for Downtown. Additional standards or guidelines from the City's Design Guidelines, Sign Ordinance, and Zoning Ordinance may be applicable as well. If there is a perceived conflict between DVSP Design Standards and the Design Standards of other City plans and ordinances, the DVSP shall take precedence. If certain design issues are not specifically addressed in these Standards and the aforementioned Guidelines, then documents, city staff, or relevant commissions and boards may provide further direction.

This portion of the document is divided into two main parts: (1) background and regulatory

information; and (2) Design Standards and Guidelines.

The organization of the Design Standards and Guidelines portion of this document is as follows:

- Objectives establish the intent for each topic. Objectives may be used to determine the appropriateness of projects or portions of projects that do not meet Design Standards.
- Design Standards establish specific criteria for meeting Objectives. Design Standards are readily identified by "shall" statements. Compliance is required.
- Design Guidelines provide additional suggestions that are strongly encouraged to help achieve the Objectives listed for each topic.

Objectives, along with Design Standards and Guidelines, are intended to create a framework for the design review process while preserving the flexibility needed for creative design. Pages A-3 and A-19 feature a sample layout with additional details regarding the format and use of these elements.





### >>How to Use This Document

### **TOPIC**

### **Objectives**

 Objectives appear as a bulleted list and tie the Design standards and guidelines to broader goals laid out in the Downtown Vitalization Specific Plan.



Images illustrate concepts specified in the Design standards and guidelines.





Additional images may be used to illustrate concepts in the Design standards and quidelines. • \*

### **DESIGN STANDARDS**

### **DESIGN GUIDELINES**

2. **Design Guidelines** provide additional suggestions for achieving objectives. Design guidelines use "should", "consider", or other similar statements. Compliance is encouraged, not mandatory. Or \*\*

\*Symbols appear next to every design standard and design guideline and some images. Symbols indicate to which zones a design standard or guideline applies, according to the table at right.

Symbol	Zone
G	Core
0	Transition
M	Multifamily Residential



### A.2 Onsite Design Standards

The following onsite design standards were developed to enhance the architectural character of Downtown Marina and encourage sustainable site designs. Architecture in the Downtown should be visually interesting, clean, and functional.

Chapter 17.50 of the Marina Municipal Code outlines the Site and Architectural Design Review process for the City, which applies to all new development within the Downtown. In accordance with this chapter, a Site and Architectural Design Review Board (DRB) appointed by the Planning Commission has the power to review and make recommendations to the Planning Commission regarding all applications for developments in the City.

The DRB considers "all necessary plans, drawings, and statements in an endeavor to encourage buildings, structures, or other improvements [are] designed and constructed, and so located, that they will not be unsightly, undesirable, or obnoxious in appearance to the extent that they will hinder the orderly and harmonious development of the city, impair the desirability of residence or investment or occupation in the city, limit the opportunity to obtain the optimum use and value of the land and improvements, impair the desirability of living conditions on or adjacent to the subject site, conform with the standards included in the local coastal land use plan, and/or otherwise adversely affect the general welfare of the community."

The design standards and guidelines describe the desired character of multiple use, commercial (office and retail), and residential development within the Downtown. Standards are designated with some combination of the markers shown on Page A-3, indicating to which zones within the Downtown the standards and guidelines apply.

# BUILDING DESIGN, MASS, AND SCALE

### **Objectives**

- To encourage varied building massing that accentuates the human scale of Downtown.
- To minimize the appearance of large box-like buildings.
- To create a varied and attractive streetscape.
- To establish Downtown as a destination for pedestrians.
- To achieve variety in building façades.
- To ensure buildings are well articulated on all exposed sides.
- To encourage the incorporation of building design elements reflective of the multicultural history of the community.

### **DESIGN STANDARDS**

- 1. Building façades shall include elements of traditional storefronts, which may be done with a traditional or more contemporary design (see **Figure xx-xx**). On the first floor, 70% of the building face shall be a transparent surface, and 20% of any floor above the first shall be a transparent surface. •
- 2. Blank walls on elevations visible to the public are prohibited. The wall plane on all façades visible from a public street shall include architectural elements such as cornice, parapet, upper story window header and sill, transom window, bulkhead, bay windows, and other features to break up monolithic building façades.
- 4. For building lengths of over 50 feet, designs shall articulate individual units or clusters of units by varied height and setback.
- 5. Surface detailing, such as score lines, shall not serve as a substitute for distinctive massing.
- 6. Stairways shall be designed as an integral part of the overall architecture of the building. Stairways shall complement the building's mass and form.

### **DESIGN GUIDELINES**

8. The third story of a building may be stepped back to reduce the scale of façades facing narrower streets. Façades should provide a clear visual distinction between each floor through the use of articulation and attractive ornamentation.





Cornice.



Bulkhead.



Transom.

### **DESIGN GUIDELINES**

9. Strongly consider inclusion of subtle architectural elements reflective of, or modern architectural interpretations of, the various cultural groups of Marina. Refer to **Appendix xx-xx** for examples of traditional architectural elements associated with the Asian community and other cultures in Marina.

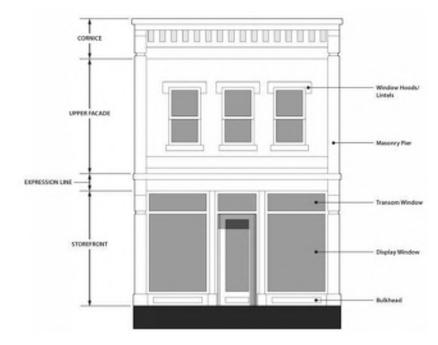


Figure xx.xx. Traditional urban storefront.

Source: Sterling Codifiers



Figure xx.xx. Modern interpretation of traditional urban storefront.



### **BUILDING LOCATION** AND ORIENTATION

### **Objectives**

- To ensure a continuous street wall is maintained in the Core.
- To design buildings that engage with the street and promote a unique Downtown character.
- To create an environment that feels safe, welcoming, and pedestrians engaging for throughout the Downtown.
- clearly define various To districts in the Downtown.



REQUIRED: Building fronts face public rights-ofway or fronts of other buildings..



REQUIRED: Building oriented toward the street, meeting the edge of the sidewalk.

- 10. Building fronts shall face public rights-of-way or fronts of other buildings. 😉 🕡 🚻
- 11. Primary building façades shall be parallel to the front lot line and shall not be at an angle. Buildings on corner lots may have chamfered entrances (see Guideline 62). G
- 12. Building shall be built to side property lines unless the design includes a pedestrian paseo or plaza. 🕞
- 13. Buildings with frontage on two streets shall be oriented toward the primary street (see Table xx-xx). 🕝 😱 🚻
- 14. Climatic factors—including prevailing winds, shade trees, window and door orientation, and the positioning of buildings on the site—shall be considered as part of the design review process with the intent of maximizing energy conservation and providing comfort. 😉 🕝 🚻



### **ROOFS**

### **Objectives**

- To distinguish various building forms.
- To create interesting roof lines.
- To break up the massing of large buildings.
- To create an attractive streetscape that provides visual interest.
- To distinguish residential buildings from multiple use, office, commercial retail, and civic buildings.



REQUIRED: Deep roof overhang of at least 16 inches.



REQUIRED: Commercial roof with parapet. C T W

### **DESIGN STANDARDS**

- 15. Buildings shall incorporate parapets or other architectural elements at varying heights to break up long horizontal rooflines. 🕒 🗀
- 16. Exposed roofing colors shall not be reflective. Roofs with solar panels shall include design features that block glare, such as a parapet or screen.
- 17. Roof elements shall continue all the way around the building, not just in the most visible locations.
- 18. For all non-parapet roofs an overhang of at least 16 inches is required.

- 19. If the interior side of a parapet is visible from pedestrian view, it should be finished with the same materials and a similar level of detail as the front façade.
- 20. Light-colored (not highly reflective) roofing materials are encouraged to reduce urban heat island effect.



### **BUILDING MATERIALS**

### **Objectives**

- To improve the character and overall quality of development.
- To encourage quality development and a sense of permanence, strength, and stability in the Downtown.
- To simulate authentic and timeless materials.
- To add texture and richness to the pedestrian environment.
- To celebrate, through architecture, the diversity of the City of Marina.



REQUIRED: Durable materials at the pedestrian street level.



ENCOURAGED: No more than three different types of materials on exterior walls.



### **DESIGN STANDARDS**

21. Building materials designed to withstand the coastal climate shall be used for exterior surfaces.



- 24. At the pedestrian street level, materials shall be selected that are durable and highly resistant to pedestrian traffic, such as precast concrete, stone masonry, brick, and commercial grade ceramic tile.
- 25. The following façade materials are prohibited:
- Mirrored glass and heavily tinted glass; G T
- Vinyl and aluminum siding;
- ◆ Plywood siding; **c n n**
- ◆ Corrugated fiberglass. **② ? !**
- 26. The following roof materials are prohibited:
- Simulated clay tile roofs in metal; 🕞 🕝 🚻
- ◆ Corrugated metal roof panels.





REQUIRED: Heavier materials at the base of a building. 👩 📊 🚻

- 27. Material changes shall occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect such as a chimney, pilaster, projection, or fence line. G 🕝 🚻
- 28. Heavier materials shall be used to form the building base and not located above the first floor. G 🕝 🚻

- 29. Materials should come from renewable resources whenever possible. G 🕡 🚻
- 30. Materials and textures may vary between the base and body of a building to break up large wall planes and add visual base to the building. G 🕠 🚻
- 31. No more than three different types of materials should be used on exterior walls. Changes in material shall occur when there is a change in the plane of the façade.





REQUIRED: Material changes at intersecting wall planes. G T





### **COLORS**

### **Objectives**

- To add to the liveliness and character of the neighborhood experience.
- To complement the surrounding environment.
- To achieve a desired design character.



PROHIBITED: Fluorescent, neon, metallic, or "day-glo" colors.



ENCOURAGED: Color used to enhance façade. C T

### **DESIGN STANDARDS**

- 32. Colors shall be consistent with the desired architectural style. 🖸 î 🚻
- 33. Fluorescent, neon, metallic, or "day-glo" colors are prohibited. 🖸 📆 🚻

- 34. Building color choices should avoid more intense hues of a color as a primary design element. Avoid using more than one intense vivid color per building.
- 35. Contrasting accent colors are encouraged for architectural details, awnings, and at entrances.
- 36. Colors may be used to enhance different parts of a building's façade.
- 37. Where rain gutters, downspouts, and wall venting are not integrated into the exterior walls, their color should blend with adjacent surfaces. Copper downspouts and gutters may be used.



# AWNINGS AND CANOPIES

### **Objectives**

- To provide shade and protection from inclement weather.
- To enhance the pedestrian environment at the ground level.
- To help define pedestrian space and the public realm along building façades.







ENCOURAGED: A variety of awning styles. Sources: Pinterest, Best Awnings Long Island, CRL Arch





REQUIRED: Single-bay awnings. C 17

### **DESIGN STANDARDS**

- 38. Awnings shall fit within individual bays or structural divisions of the building façade rather than extending beyond a single bay.
- 39. The height of an awning shall be one-third to two-thirds the depth of the awning.
- 40. Canopies and awnings shall be placed with a minimum of eight feet vertical clearance from the sidewalk.
- 41. Awnings and canopies shall be constructed of canvas, glass, or metal. Vinyl and plastic awnings and canopies are not permitted.
- 42. Internal lighting of awnings is prohibited. 😉 🕡 🚻
- 43. Awnings shall be consistent in style for each building in the Downtown. 🖸 🔐

- 44. Use canopies, arcades, awnings, and overhangs throughout the Downtown on the ground floor of commercial uses.
- 45. Awnings and canopies over storefronts and entries provide colorful accents and create the appearance of an interesting and active streetscape. A variety of solid and striped colored awnings may be considered.
- 46. Painted or baked enamel metal awnings may be considered when an integral design element to the building.



# ANCILLARY STRUCTURES

### **Objectives**

- To ensure ancillary structures complement main buildings on a site.
- To ensure ancillary structures are an integral part of site development.



REQUIRED: Mailbox enclosure that complements surrounding residential buildings.

- 47. Ancillary structures shall incorporate similar or complementary roof pitch, materials, and architectural style as the main buildings within the project.
- 48. Common mailbox enclosures shall be designed similar or complementary in form, material, and color to the surrounding residential buildings. (1)
- 49. Garage doors shall not face public streets. (1)



### **SERVICE AREAS**

### **Objectives**

- To preserve the pedestrian environment along sidewalks.
- To limit noise pollution emanating from loading docks in public places.
- To beautify streetscapes and properties in the Downtown.
- To promote public health, safety, and welfare.



REQUIRED: Loading area at the rear or side of building.



REQUIRED: Screened loading dock. CO

- 50. Service areas, including loading docks and storage areas, shall be screened from adjoining walkways with vines, evergreen shrubs, evergreen trees, decorative walls, or decorative fences.
- 51. Loading areas shall be located and designed to minimize visibility from public areas and adjacent properties.
  - GT
- 52. Loading areas shall be accessible from side streets or alleys rather than from the front of buildings.
- 53. Loading areas shall be functionally separated from parking and pedestrian walkways for safety, and to provide convenient access for delivery trucks.

### **ENTRYWAYS, DOORS, WINDOWS**

### **Objectives**

- To clearly define thresholds for pedestrians.
- To break up the massing of large buildings.
- introduce human-scale To elements to building the façade.
- To attractive create an streetscape that provides a sense of security and visual interest.
- To distinguish the main building entrance from the rest of the building.
- To capture the desired architectural style of a building.



REQUIRED: Recessed building entryway. C 17 11



- 54. The primary entry shall be easily identifiable and distinguishable. 🕝 🕝 🚻
- 55. Entry design shall incorporate two or more of the following methods: front porch, decorative detailing or placement of art, a projecting element above the entrance, changes in the roofline, a tower, or a change in the wall plane. 😉 🕡 🚻
- 56. Primary pedestrian entries shall be accessible directly from a public street or sidewalk. G 🕝 🚻
- 57. Project entry features shall reflect the architectural character of the project. G 🕝 🚻
- 58. All building entries shall be clearly defined with recesses, overhangs, special materials, and detailing. G 🕤 🚻
- 59. Window and door type, material, shape, and proportion shall complement the architectural style of the building.





PERMITTED: Chamfered corner entrance on corner building.



REQUIRED: Permeable glass storefront.

### **DESIGN STANDARDS**

- 60. Storefront and office windows shall use visually permeable glass. Mirrored or reflective glass is prohibited.
- 61. Windows shall be either recessed or include a surround in order to provide architectural relief on the façade.



- 62. Buildings on corner lots may have chamfered corner entrances. Elements, such as a corner tower or variation in roof form at the corner can also be used to highlight a corner entrance. •
- 63. Windows should be articulated with accent trim, sills, kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.
- 64. Windows and skylights should be located to maximize day lighting and reduce the need for indoor lighting.





### **PARKING STRUCTURES**

### **Objectives**

- To preserve frontage on major streets for buildings.
- To promote ground floor retail in parking structures.
- To minimize vehicularpedestrian conflicts.
- To provide adequate parking for visitors to and residents of the Downtown.
- To preserve Downtown's sense of place and character.
- To minimize negative visual impacts on the public realm surrounding a parking structure.



REQUIRED: Pedestrian entrance to parking structure.



REQUIRED: Articulation of parking structure façade. Façade may be articulated with interesting design elements and artwork.

- 65. Horizontal openings shall be broken up with vertical columns to create a rhythm of openings. •
- 66. Parapet additions shall be added to key areas on the building to change the roof line and reduce its horizontal appearance. •
- 67. Entrance and exit points for parking structures shall be accessible and easy to find, and separate pedestrian routes shall be provided to the outside. •
- 68. Entries and exits to parking structures shall be located in areas that will minimize impacts to pedestrians and neighboring land uses. •
- 69. Vehicular entries and exits to parking garages shall be recessed to help subordinate their impact. •
- 70. At least 60 percent of the wall face on parking structures shall be articulated with one or more of the following design elements: architectural treatments, artwork, durable lattices, and other design features. •
- 71. Elevators and stairways shall be located to increase visibility and improve safety. •





ENCOURAGED: Ground floor retail in parking structures.



REQUIRED: Articulation of parking structure façade. Façade may be articulated with landscaping elements.

72. Parking structures shall use full spectrum lighting to increase safety and comfort. Fixtures shall shine down, not out to the street, to minimize light pollution. •

- 73. Retail spaces should be located at the ground floor of parking structures. Ground floor retail is encouraged to make the pedestrian realm inviting. •
- 74. Parking structures should make provisions for car sharing priority spaces and electrical charging stations. •
- 75. Interior walls and ceilings should be painted a light color to improve illumination. •
- 76. All mechanical equipment and piping should be painted to match the interior of the structure. •
- 77. Paved surfaces within parking structures should be designed to reduce tire squeal. **G**
- 78. Where possible, parking structures should not be located on corner lots. **©**



### >>How to Use This Document

### **TOPIC**

### **Objectives**

 Objectives tie the design standards and guidelines to broader goals laid out in the Downtown Vitalization Specific Plan.



Images illustrate concepts specified in the Design standards and guidelines.

### **BACKGROUND**

A narrative background explains the connection between broad objectives (above) and specific design standards and guidelines (right).



Additional images may be used to illustrate concepts in the design standards and guidelines.

### **DESIGN STANDARDS**

1. **Design Standards** establish specific criteria that applicants are required to meet Objectives. Design standards are readily identified by "shall" or "must" statements. Compliance is mandatory.

### **DESIGN GUIDELINES**

 Design Guidelines provide additional suggestions for achieving objectives. Design guidelines use "should", "consider", or other similar statements. Compliance is encouraged, not mandatory.



# A.3 Design Standards for Right-of-Way and Civic Space

The following design standards for civic space, including the public right-of-way, were developed to enhance the overall aesthetic of the Downtown and encourage a walkable street environment. Streetscapes in the Downtown should be visually interesting, comfortable, and accommodating to people who walk, bike, and use transit.

The design standards and guidelines describe the desired character of streetscapes within the Downtown. Some standards and guidelines apply only to certain portions of the pedestrian zones identified in **Figure xx-xx** below. When this is the case, standards and guidelines will be clearly identified with one or more of these four zones (Edge, Furnishings, Throughway, and Frontage).

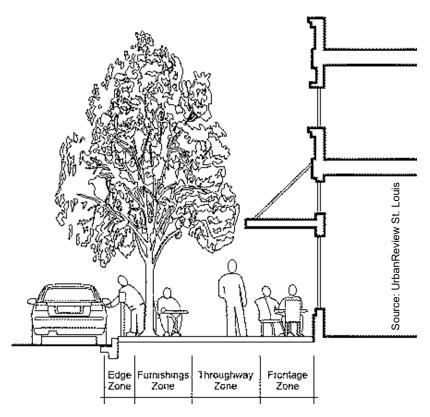


Figure xx-xx: Pedestrian zones.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.

### **GATEWAYS**

### Objective 1

Design attractive gateways that welcome residents and visitors to Downtown.

### **BACKGROUND**

Improvements at gateway entrances provide an important opportunity to inform pedestrians and motorists of a sense of arrival that identifies the area being entered as a unique district within the City. These gateways should include unifying elements that tie them to the district. gateways may vary in size, depending on space available for improvements. They may included on medians or on the side of the street. Gateways have been identified at the following intersections: Reservation Road and California Avenue, Reservation Road and Del Monte Boulevard, and Del Monte Boulevard at the offramp of Highway 1.



Example of a gateway sign that could be used at key locations in Marina.

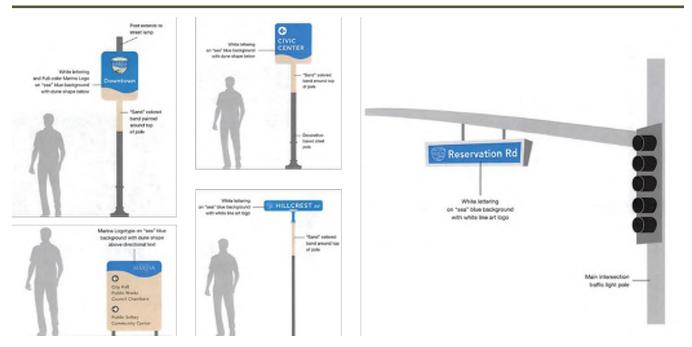
### **DESIGN STANDARDS**

- 1. Gateways shall be designed to complement the overall architectural character of the Downtown.
- 2. Gateways shall include a combination of features including public art, landscaping, signs, enhanced paving, outdoor seating, along with defining architectural features on buildings such as tower elements.

- 3. Design elements should be included at identified gateways that establish Marina's identity and announce the entrance into the Downtown.
- 4. Over-street banners announcing community events may be places on posts at gateways in accordance with regulations governing signs.
- 5. Colored, textured, and permeable paving should be installed at significant intersection and entry drives.



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Install wayfinding signs that utilize a consistent shape, font, and pattern.

### **WAYFINDING**

### Objective 2

Strategically locate informative wayfinding signs throughout the Downtown.

### **BACKGROUND**

Wayfinding signs should provide directional information in a consistent format that enables persons unfamiliar with the area to navigate to a desired location within the Downtown. This information must be legible and easily understood.

- 6. Wayfinding signs shall have a consistent shape, font, and pattern.
- 7. Wayfinding signs shall incorporate a consistent level of contrast (e.g. white lettering with blue background) to increase sign visibility.
- 8. Sign lettering shall be of sufficient size to be legible to motorists given existing speed limits.
- 9. Wayfinding signs shall use universal symbols, pictures, or colors to communicate a destination.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.

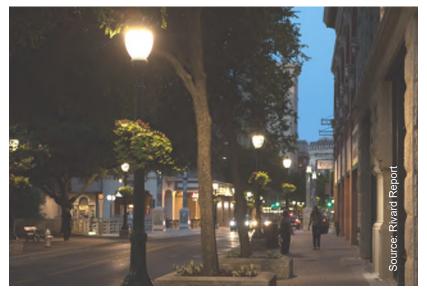
### STREET FURNISHINGS

### Objective 3

Use street furnishings to create visual interest and opportunities for gathering and relaxing.



Those areas of the street intended for pedestrian use should be considered to be part of a large living space that includes places to do things such as sit, talk, observe, and relax. Street furniture includes a wide variety of structures that help make this space useful to pedestrians, such as places to sit, places to dispose of trash, places for plants and trees, places to park bikes and scooters, places for public art, places for media, and places for lighting. These things are typically located in the Furnishings Zone of the pedestrian portion of the right-of-way. Materials used in these areas need to be durable given the climate, location and utilization of the improvements.



Use a consistent design theme for benches, light posts, and other furnishings.

- 10. A consistent design theme for benches, light posts, trash receptacles, and other furnishings shall be used throughout the Downtown.
- 11. Benches shall be constructed of coastal-appropriate materials such as stone or masonry and shall include arms or features designed to help people sit and stand.
- 12. Amenities in the Furnishings Zone or Frontage Zone shall not interfere with pedestrian traffic in the Throughway Zone (see **Figure xx-xx**).
- 13. Newspaper racks may be located in the Furnishings Zone but shall not negatively impact accessibility to crosswalks, transit and bike facilities, and pedestrian traffic in the Throughway Zone.
- 14. Benches and trash receptacles shall be placed approximately every 100 feet on major corridors and at other key locations.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.



Use combination recycle and trash receptacles.

# Source: Sweets Construction

Expandable tree grates.



Install benches constructed of stone, masonry, or other coastal-appropriate materials.

- 15. Combination recycle and trash receptacles should be used throughout the Downtown.
- 16. Public art should be incorporated into the streetscape and in medians. Bike racks should include an artistic design element.
- 17. Planter pots should be consistent in finish and style in key locations throughout the Downtown Core.
- Expandable grates should be used to accommodate tree growth. Install gravel mulch to prevent accumulation of litter.





Bike racks may include an artistic design element.





### MARINA DOWNTOWN VITALIZATION SPECIFIC PLAN

### GOAL:

A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.



Fill gaps in sidewalks to improve connectivity.



Permeable materials such as these interlocking pavers may be used to minimize runoff

### SIDEWALKS AND PLAZAS

### Objective 4

Integrate sidewalks, plazas, paseos, and walkways throughout the Downtown.

- 19. Sidewalks and street crossings shall be designed to allow people to easily find a direct route to destinations.
- 20. Sidewalks shall be located on both sides of the street, and gaps in sidewalks shall be filled to improve connectivity.
- 21. Sidewalk surfaces shall be stable, firm, smooth, and slip-resistant.
- 22. Sidewalks shall be designed, built, and maintained to appropriate specifications to accommodate all users, including mobility impaired persons.
- 23. Street trees and planted park strips shall be used to separate pedestrians from vehicular traffic and to enhance safety and sense of place.
- 24. Crosswalks shall be clearly visible to motorists and made of durable materials.
- 25. Sidewalks shall be appropriately designed, constructed, and maintained.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.



Use in-pavement flashers at high-risk crossings.

- 26. Permeable materials such as interlocking pavers or porous surface paving should be used.
- 27. "Structural soil" should be used as a base material below sidewalks to encourage sidewalk tree growth without damage to concrete.
- 28. Accent treatments should be applied in the sidewalk at street edge in key locations, around tree grates, around planters, at corners, and at the entry of paseos.
- 29. In-pavement flashers should be used at high-risk crossings with higher traffic and pedestrian volumes.
- 30. Safe mid-block crossings should be implemented at appropriate locations to enhance accessibility and increase pedestrian safety for blocks of 600 feet or greater.



Accent treatments should be applied in the sidewalk at street edge.



### MARINA DOWNTOWN VITALIZATION SPECIFIC PLAN

### GOAL:

A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.







Plant drought-tolerant shrubs.

# MEDIANS AND ROUNDABOUTS

### Objective 5

Landscape medians and roundabouts to provide visual interest.

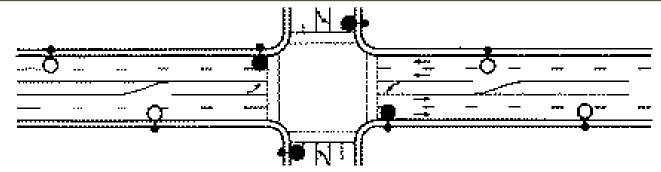
### **DESIGN STANDARDS**

- 31. Drought-tolerant plant materials native or adaptable to the area shall be used in medians and roundabouts.
- 32. Drip or low-water irrigation systems shall be used in medians and roundabouts.

- 33. Colorful shrub masses or contrast in texture and hue of shrubs should be used to complement median trees.
- 34. Drought-tolerant shrubs should be used.
- 35. Medians narrower than four feet in width should be paved with pervious concrete
- 36. Planted medians should include a one-foot wide maintenance band running along the back of the curb.
- 37. Landscaping of roundabouts should make the central island more conspicuous and complement surrounding streetscapes.



A Downtown which complements our natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of our community, where people gather for social, cultural, educational, and recreational experiences.



Ensure there is sufficient spacing between poles to minimize glare and conserve energy. Source: Gvsigmini

### LIGHTING

### Objective 6

Install lighting that provides safety, protects the dark night sky, and reduces energy usage.

### **DESIGN STANDARDS**

- 38. Lamps shall be directed downward (except those highlighting architectural features) and shall not be visible from the side or from behind the fixture.
- 39. Lamps shall be shielded to provide sufficient light for safety while not generating excessive glare.
- 40. Street light poles shall be no taller than 15 feet on local streets and 25 feet on arterial roads.
- 41. Energy-efficient bulbs of a consistent color range below 3000K shall be used in all street lamps.
- 42. Exterior lighting in public spaces shall be compatible with the character of the neighborhood.
- 43. Pedestrian-scale lighting shall be used in the Downtown.
- 44. Street light fixtures shall accommodate banner attachment arms in Core and Transition zones.

- 45. Light poles should be positioned at intersecting property lines and at least five feet from driveways.
- 46. Street lamps should be constructed of galvanized steel.



## **APPENDIX**

Tal	ble of Contents	
Α	Cultural Design and Landscaping Elements	APX-2
В	Suggested Trees for Marina	APX-12



### **APPENDIX A**

# Source: Downtown

### Bank Street in Ottawa.

### **CULTURAL DESIGN / LANDSCAPING ELEMENTS**

The architecture in the commercial area of Downtown Marina primarily reflects the mid- to late-20th Century period during which it was built. The architecture and site planning of the area is very suburban in nature and does not contain a planned baseline that would provide architectural clues to guide the design of a more urban Downtown.

In urban downtowns, buildings are located immediately adjacent to the right-of-way, with most architectural features facing the public street or streets, in the case of corner lots. The intent of the design standards and guidelines for the Downtown is to ensure certain features in the façade contribute to the visual interest of the building and help create a more transparent street wall, providing the ability to see into and out of the street-level floor of the building. Beyond these basic features, there are a variety of architectural elements that can be used to help provide identity to the building and contribute to the overall interest of the Downtown.



Greektown in Detroit.



History is often an important source in providing visual clues for development of the downtown areas of cities. Many cities have ethnic pockets, reflecting the origins of residents of the City. Most people have visited a Chinatown, Little Italy, Koreatown, Greektown, Hmongtown, or Little Ethiopia located in larger cities in their travels. In smaller towns such as Marina, these pockets rarely develop, and yet the cultural makeup of the community is an important part of the City's identity.

The various cultures within Marina can be an important resource for architectural elements and design of buildings in the Downtown. During the development of the Downtown Vitalization Specific Plan, several interested citizens prepared a collection of examples of Asian architectural elements for inclusion in the appendix of the Plan. The City would welcome and encourage other interested ethnic groups to develop similar design element examples for inclusion in the document. The intent of this section is to be inclusive of the variety of cultures who have come together to make up the City of Marina. As this portion of the appendix is intended to be informational, proposed additions to this would be reviewed by Staff and approved for inclusion by the Planning Commission, who serve as the final arbiters of design review for the Downtown area.

Applicants are encouraged to consider the multicultural nature of Marina in the development of building and site design, form, and architectural details and features. According to the 2016 American Community Survey, 52% of the population self-identifies as white and 20% identify as some other race or two or more races (see **Table 1-1** on page 1-11). Additionally, 26% self-identify as Hispanic and 18% as Asian, while 7% self-identify as Black or African-American. Three percent self-identify as Pacific Islanders, with less than one percent as Native Americans. Developers are encouraged to reflect the cultural and ethnic diversity of Marina in new architecture, which will help to create a unique identity that will distinguish Marina from neighboring communities.



Koreatown in New York City.



Little Ethiopia in Los Angeles.







### **ASIAN DESIGN / LANDSCAPING ELEMENTS**

An example of architecture that celebrates Marina's Asian community is the Junsay Oaks Apartments, which utilized an Asian-hybrid style (see **Figure xx-xx**). The City intends to encourage the character of buildings, styles, and landscaping that enhance the community's multicultural identity. This is evident in a General Plan goal that calls for "A City physically and visually distinguishable from the other communities of the Monterey Bay region, with a sense of place and identity in which residents can take pride" (Plan, 10).

The intent of these design elements is to have buildings incorporating subtle elements or modern interpretations of various Asian styles. **Table APX-1** includes common architectural elements and forms that may be integrated into building architecture and common open space.

These goals are compatible with a citizen-led effort to encourage Asian-hybrid styles that recognize the diversity of Marina. A petition signed by more than 350 residents and business owners called for "Asian design elements for buildings and landscaping...[that will] give visibility to the important cultural make-up of the City of Marina."

Included in this Appendix are images and text that illustrate the roofs and building forms, doors and windows, colors and materials, and elements of ornamentation and landscaping that illustrate the suggested design guidelines for developers to apply in residential, commercial, and mixed-use projects.

Top left, middle: Landscaping with traditional Asian themes. Bottom left: Building incorporating subtle Asian elements of architecture: Multi-level roofs, horizontal lines, extended roof eaves, simple lines, red door, large windows.





Junsay Oaks Apartments



Table APX-1. Common architectural elements and forms in Asian-themed architecture.

Roof/Building Forms/ Exterior Walls	Doors and Windows	Colors and Materials	Ornamentation/ Landscaping
Tiled roof	Prominent horizontal paned windows	Subdued color pallet	Rock gardens
Multiple roof planes including asymmetrical positioning	Paned windows in shoji style	Natural wood	Stone lanterns
Multiple roof pitches	Simple 90-degree geometric door ornamentation	Natural stone	Light fixtures favoring horizontal/vertical lines
Extended roof eaves	Red colored doors	Bamboo	Wooden Asian style trellis/arbors
Exposed rafter beams with angled ends	Circular forms	Natural materials and colors	Stone bridges, benches, stepping stones for accents
Black/brown horizontal/ vertical wood trim over white wall face	Expansive windows for sense of connectedness to nature	Synthetic materials that simulate natural materials	Modern/simple designed pagoda style gate
Emphasizing horizontal plane			
Emphasizing simple, clean lines			



### ROOFS | BUILDING FORMS | EXTERIOR WALLS



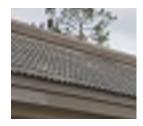




Clockwise, from top left: black/brown horizontal/vertical wood trim over white wall fence; emphasis on horizontal plane; multiple roof planes including asymmetrical positioning; extended roof eaves; exposed rafter beams with angled ends; tiled roof; emphasis on simple, clean lines; multiple roof pitches.









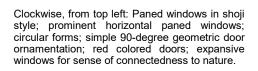




# DOORS | WINDOWS

















## COLORS | MATERIALS











Clockwise, from top left: Natural materials and colors; natural wood; natural stone; synthetic materials that simulate natural materials; subdued color pallet.



# ORNAMENTATION | LANDSCAPING













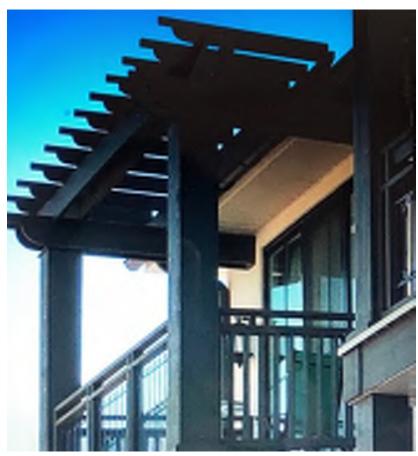


















#### **APPENDIX B**





For more information about trees suited for Marina's climate, visit the following websites:

>Marina Tree & Garden Club (http:// www.marinatreeandgarden.org/ treelist.html)

>Urban Forest Ecosystems Institute (https://selectree.calpoly.edu/)

>Friends of the Urban Forest (https://www.fuf.net/)

#### **SUGGESTED TREES FOR MARINA**

Trees are an important part of a healthy coastal community. A well-maintained urban forest improves street safety, adds character to neighborhoods and districts, provides habitat for birds and insects, improves drainage, reduces air pollution, and creates an inviting street environment. It is important to select ideal trees for Marina's climate, place trees at appropriate intervals along the street right-of-way, and prune trees to preserve comfortable pedestrian mobility and visibility for drivers in passing cars.

This appendix includes two lists of recommended street trees in Marina. The first list, "Recommended List of Preferred Trees", was compiled by City Planning Staff and includes the botanical and common names of trees, the mature height and spread of trees, the tolerance of trees to coastal winds and drought, and the suitability of trees for planting in park strips and near overhead utilities.

The second list, "Marina Tree List", was compiled by the Marina Tree & Garden Club, a group comprised of local volunteers. The Marina Tree & Garden Club has assisted with several significant public and private landscaping projects in Marina, including at the Marina Public Library. This tree list includes the botanical and common names of recommended trees. Online, links for each tree provide additional information, including the maximum height and spread of the tree, the lifespan of the tree, and a narrative description of the characteristics of the tree. A matrix rates the cost of installing and maintaining the tree; the resistance of each tree to drought, wind, frost, and disease; and the propensity of the tree's roots to upheave sidewalks and interfere with power lines. Finally, the list includes several images of each recommended tree, including local examples of trees with captions explaining their locations.

Top left: Red flower gum (eucalyptus ficifolia) Bottom left: Brisbane box (lophostemon confertus)



#### **RECOMMENDED LIST OF PREFERRED TREES**

Tree Species:  Botanical name	Mature Size (feet):		e (feet): Tolerances: (5=Best)		Site Suitability: (5=Best)	
Common name (1) (2) (3)	Height	Spread	Coastal Winds	Drought	Street Tree	Overhead Utilities
Arbutus unedo (2) strawberry tree	20-35	20-35	4	3	5	4
Arbutus 'Marina' strawberry tree	20-35	20-35	2	4	3	3
Brachychiton poulneus bottle tree	30-50	25-30	2	4	3	2
Callistemon citrinus Lemon bottlebrush	20-25	15-20	1	1	2	5
Casuarina cunninghamiana river she-oak	40-70	30-50	4	4	3	1
Casuarina strict coast beefwood	20-35	20-30	5	5	5	3
Cinnamomum camphora camphor tree	30-50	40-50	3	4	4	2
Corynocarpus laevigata New Zealand laurel air	20-40	15-30	2	2	2	3
Cupressus Macrocarpa (2) Monterey cypress	50-80	40-70	5	5	5	1
Erobotrya japonica Loquat	15-30	20-30	3	3	3	4
Eucalyptus ficifolia red flower gum	30-40	20-30	5	4	5	3
Eucalyptus nicholii Willow-leaf pepermint	30-40	20-30	5	4	5	3
Eucalyptus polyanthemos Silver dollar gum	20-60	20-30	4	5	4	1
Eucalyptus viminalis Manna gum	100-150	30-40	4	5	3	1
Geijera Parvifiora Australian willow	25-30	15-20	1	2	4	4
Ginko biloba maidenhair autumn gold	35-50	25-40	1	2	2	1
Lauris nobilis Grecian laurel	12-40	15-30	3	3	4	3
Leptospermum laevigatum Australian tea tree	15-30	15-25	5	5	4	4
Liquidambar styracifiua American sweet gum	30-60	25-40	4	4	4	1

## MARINA DOWNTOWN VITALIZATION SPECIFIC PLAN

Tree Species: Botanical name	Mature Si	Mature Size (feet):		Mature Size (feet): Tolerances: (5=Best)			Site Suitability: (5=Best)	
Common name (1) (2) (3)	Height	Spread	Coastal Winds	Drought	Street Tree	Overhead Utilities		
Lophostemon Conifertus Brisbane box	35-60	25	5	5	5	1		
Lyonothamnue floribuncus Catalina ironwood	30-60	15-20	5	5	5	1		
<i>Malus Floribunda</i> Japan flower crabapple	20-30	15-20	1	2	4	4		
Maytenus Boaria green showers'	30-50	15-20	1	1	1	2		
<i>Melaleuca quinquenervia</i> cajeput tree	20-40	20-35	2	4	4	3		
Melaleuca styphelioides rigid leaf paperbark	20-40	20-35	1	2	2	3		
<i>Metrosderos excelsus</i> New Zealand Xmas	20-30	20-30	2	2	3	4		
Olea europaea Olive	25-30	25-30	4	5	5	4		
Pinus canariensis Canary Island pine	60-80	20-40	1	2	1	1		
<i>Pinus halepensis</i> Allepo pine	30-60	20-35	2	4	3	1		
Pinus pinea Italian stone pine	30-60	30-50	2	3	2	1		
Pinus radiate (2) Monterey pine	60-90	20-40	4	3	3	1		
Pinus sabiniana (3) foothill pine	40-50	20-40	1	2	2	2		
Pinus Torreyana (3) torrey pine	40-60	30-50	2	2	2	1		
Pittosporum crassifolium none	15-25	15-25	5	4	4	5		
Pittosporum undulatum Victorian box	30-40	20-40	1	1	2	3		
<i>Platanus Acerifolia</i> Sycamore – London Plane	40-80	25-40	1	2	2	1		
Podocarpus gracilior African fern pine	30-50	20-35	1	2	1	2		
Prunus cerasifolia flowering plum	20-30	15-20	1	3	4	4		



Tree Species:  Botanical name	Mature S	Mature Size (feet):		Tolerances: (5=Best)		Site Suitability: (5=Best)	
Common name	Height	Spread	Coastal	Drought	Street	Overhead	
(1) (2) (3)	Ū	•	Winds	Ū	Tree	Utilities	
Prunus caroliniana Carolina laurel cherry	20-40	20-30	1	1	1	3	
Prunus ilicifolia (3) holly leaf cherry	20-30	20-30	1	1	2	4	
Pyrus calleryana ornamental flower pear	25-50	25-40	1	1	1	2	
Quercus agrifolia (1) California coast live oak	30-40	30-40	2	5	5	3	
Quercus Ilex holly oak	30-50	40-50	2	4	3	2	
Quercus suber cork oak	30-50	40-50	1	2	1	2	
Rhus lancea African zumac	15-25	15-25	3	3	4	5	
Robinia ambiqua locust	40-50	15-20	3	2	2	2	
Tristania laurina elegant Brisbane box	30-60	20-40	5	5	5	2	
Schinus Terebinthifolius Brazilian pepper tree	20-30	20-30	3	3	4	4	

#### Footnotes:

- 1) Native to Marina
- 2) Native to Monterey Peninsula
- 3) Native to California
- 4) Tree list is not all inclusive
- 5) More detailed tree information is available at the Planning Division



#### **MARINA TREE & GARDEN CLUB—TREE LIST**



Marina Tree List - tree species that grow well in Marina

"Asterisk denotes good choice for replacing Myoporum infected by Myoporum thrips.

For more info and a single listing of suggested replacement trees for Myoporum - click here

Acacia baileyana 'Purpurea'

Acacia salicina Arbutus "Marina"

Callistemon citrinus

Casaurina stricta

Ceanothus 'Ray Hartman'

Cinnamorrum camphora Corynocarous laevigatus

Cotinus obovata

Cupaniopsis anacardioides

Cupressus macrocarpa

Eriobotrya japonica

Eucalyptus ficifolia

Eucalyptus nicholii

Eucalyptus polyanthemos

Geljera parvifiora

Hakea suaveolens

Heteromeles arbutifolia

llex aquifolium

<u>Laurus 'Saratoga'</u>
<u>Leptospermum laevigatum</u>

Lophostemon confertus

Lyonothamnus floribundus

Maytenus boaria

Melaleuca ericifolia

Melaleuca linariifolia

Melaleuca nesophila

Melaleuca guinguenervia (aka M. leucadendra)

Melaleuca styphelioides

Metrosideros excelsus\*\*

Myoporum laetum "Carsonii"\* NOT RECOMMENDED

Olea europaea

Pinus canariensus

Pinus radiate

Pittosporum crassifolium

Purple Acacia

Willow Acadia\*

Strawberry tree\*

Lemon Bottlebrush

Coast Beefwood

California Wild Lilac - BUSH/SHRUB

Camphor Tree

New Zealand Laurel\*

Smoke Tree - BUSH/SHRUB

Carrot Wood\*

Monteney Cypress

Loquat

Red Flowering Gum

Willow-leaved Peppermint

Silver Dollar Eucalyptus

Australian Willow\*

Sweet Hakea - BUSH/SHRUB

Toyon\*

English Holly

Saratoga Bay Laurel\*

Australian Tea Tree\*

Brisbane Box\*

Catalina Ironwood\*

Mayten Tree

Heath Melaleuca\*

Flaxieaf Paperbark\*

Pink Melaleuca - BUSH/SHRUB

Cajeput Tree\*

Black Tea Tree\*

New Zealand Christmas Tree

Lollypop Tree - please see write up

Olive

Canary Island Pine

Monterey Pine

Karo Tree\*





Podocarous gracitor Prunus cerasifera Quercus acrifolia Rhamnus alaternus

Rhus lancea Schinus terebinthifolius Tristanioosis laurina "Elegant Fem Pine

Flowering plum

Coast Live Oak\*

Italian Buckthorn African Sumec\*

Brazillian Pepper tree

Small-Leaf Tristania\*

Note: Many, but not all, make good street trees. Some trees are especially prone to lifting concrete slabs. Monterey Cypress trees grow fast and big and are expensive to trim when they mature. Further information on specific tree species can be found by clicking on tree name links.

"UPDATE asterisk denote species that showed severe frost damage in the 2007 freeze.

References Friends of the Urban Forest, Trees for San Francisco: A Guide to Street-Tree Planting and Care, FUF. 1994

CalPoly Select a Tree www.selectree.calpoly.edu/

Sunset Western Garden Book, Menlo Park, CA, 2001 www.sunset.com



# Downtown Vitalization Specific Plan

**Zoning Regulations** 



#### **Downtown Commercial Core District**

The Commercial Core District is established to encourage a mix of retail, office, commercial, entertainment, residential, and civic uses within a compact, walkable urban form focused along the portions of Reservation Road and Del Monte Boulevard outlined in **Figure xx-xx**. The Downtown Commercial Core District is distinguished from the Downtown Transition District in terms of scale, use, and intensity of new development.



#### RESIDENTIAL DENSITY

Units/acre (max) 70

#### **BUILDING COVERAGE (MAX)**

Building coverage 70%

## % OF FRONT FAÇADE WITHIN MINIMUM FRONT SETBACK

Reservation Road 75%
Del Monte Blvd 75%
Other Streets 50%

#### **GROUND FLOOR COMMERCIAL**

All mixed-use developments shall include commercial uses on the ground floor. Residential on the ground floor in the Core District is prohibited.

#### COMMERCIAL BUILDING SETBACKS

Front	0'
Side (min.)	0'
Side common wall	0'
Rear (min.)	10'

#### **BUILDING HEIGHTS (MAX)**

Reservation Road

60' or five stories,
whichever is less

Del Monte Blvd

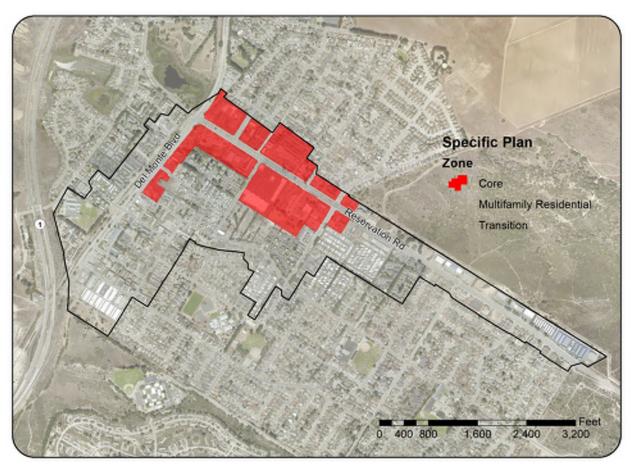
60' or five stories,
whichever is less
Other Streets

36' or three stories,
whichever is less

#### **GROUND FLOOR HEIGHT (MIN)**

Commercial Ground Floor Height 12'





Location of Downtown Commercial Core District.

#### **FENESTRATION (MIN)**

Ground floor frontage	60%
Upper floors frontage	20%
Residential—all floors	20%

#### **LAND SET ASIDES**

While no overall landscaped percentage is required, appropriately placed paseos, plazas, courtyards, and alcoves are encouraged. Properties in the Core must adhere to standards in the City landscape and parking ordinances.

#### **PARKING**

Location	Rear
Rear parking setback	5'

#### Residential

Studio/one bedroom
units (min—max) 0.5—1.5 stalls/unit
Two bedroom or larger

units (min—max) 0.5—2 stalls/unit

#### **Commercial**

Retail 1 stall per 600 GSF



#### **Downtown Transition District**

The Downtown Transition District is intended for retail, service, and hospitality businesses that serve citywide or regional populations. Commercial uses are located on portions of the city's primary high-capacity arterial roads, Reservation Road and Del Monte Boulevard. Multiresidential unit development is encouraged in the Downtown Transition District and may be designed in connection with a vertical mixed use project with commercial space on the street-facing portion of the first floor or as an exclusively residential development.



#### **RESIDENTIAL DENSITY**

Units/acre (max) 50

#### LOT COVERAGE (MIN-MAX)

Lot coverage 25%—50%

#### LOT WIDTH (MIN)

Lot width 100'

#### **RESIDENTIAL DESIGN STANDARDS**

Residential projects shall comply with the design standards in Chapter xx.xx.

#### **BUILDING SETBACKS (MIN-MAX)**

Front	10'-25'
Side (min.)	10'
Side common wall	0'
Rear (min.)	10'

#### **BUILDING HEIGHTS (MAX)**

All buildings 36' or three stories, whichever is less

#### **GROUND FLOOR HEIGHT (MIN)**

Commercial ground floor height 12'





Location of Downtown Transition District.

FEN	<b>ESTRATION</b> (	MIN)

Ground floor frontage	60%
Upper floors frontage	20%
Residential—all floors	20%

#### LAND SET ASIDES

Landscaped open space	10%
Private outdoor space	10%

#### PARKING

on-street parking)

Location Rear parking setback	Side, Rear 5'
Residential	
Studio/one bedroom units (max) Two bedroom or larger units (max)	0.5—1.5 stalls/unit 0.5—2 stalls/unit
Commercial	
Retail (with on-street parking) Retail (without	1 stall per 600 GSF



1 stall per 350 GSF

#### Mixed-use Nodes

Mixed-use nodes are designed for multistory mixed-use buildings with retail and commercial space on the ground floor and residential uses on the floors above. Mixed-use nodes help to ensure a vibrant, urban atmosphere is associated with Downtown Marina. Single-use residential buildings may be built on site so long as vertical mixed-use buildings are constructed at the street edge.



#### **RESIDENTIAL DENSITY**

Units/acre (max) 70

#### LOT COVERAGE (MIN-MAX)

Lot coverage 70%

## % OF FRONT FAÇADE WITHIN MINIMUM FRONT SETBACK

Reservation Rd/Del Monte Blvd 75% Other Streets 50%

#### **GROUND FLOOR COMMERCIAL**

All street-facing buildings shall include commercial uses on the ground floor. Residential uses on the ground floor are permitted for buildings not facing the street.



#### **BUILDING SETBACKS (MIN-MAX)**

Front	0'
Side (min.)	0'
Side common wall	0'
Rear (min.)	10'

#### **BUILDING HEIGHTS (MAX)**

All buildings 36' or three stories, whichever is less

#### **GROUND FLOOR HEIGHT (MIN)**

Commercial Ground Floor Height 12'

#### **RESIDENTIAL DESIGN STANDARDS**

Residential projects shall comply with the design standards in Chapter xx.xx.





Location of mixed-use node.

#### **FENESTRATION (MIN)**

Ground floor frontage	60%
Upper floors frontage	20%
Residential—all floors	20%

#### **LAND SET ASIDES**

While no overall landscaped percentage is required, appropriately placed paseos, plazas, courtyards, and alcoves are encouraged. Properties in the Core must adhere to standards in the City landscape and parking ordinances.

#### **PARKING**

Location	Rear
Rear parking setback	5′

#### Residential

Studio/one bedroom
units (min—max) 0.5—1.5 stalls/unit
Two bedroom or larger

units (min—max) 0.5—2 stalls/unit

**Commercial** 

Retail 1 stall per 600 GSF



#### **Downtown Multifamily Residential District Apartments**





First 4 units (per unit) 1,800 sq. ft. Each addt'l unit over 4 on lots with 140' of street frontage or less 1,700 sq. ft. (25.39 units/acre) Each addt'l unit over 4 on lots with greater than 140' of street frontage 1,100 sq. ft. (37.05 units/acre)

#### **LOT CONFIGURATION**

#### Lot frontage on public street<sup>1</sup>

First four units (per unit) 15' Each additional unit 10' Front façade at minimum setback 65%



#### Minimum setbacks from property line

Front yard	10
Side yard (per side, interior lot) <sup>2</sup>	5′
Side yard (per side, corner lot)	10
Rear yard <sup>3</sup>	<b>15</b> ′



Rear yard abutting	
street frontage	Prohibited
Maximum setbacks from pr	roperty line
Front yard	15'
Maximum projections into	yard
Front porch	6′
Side yard/porch	3'
Rear yard/porch	6'
Rear yard patio covering	6'
Cornices/eaves/canopies	2.5'
Bay window/chimney <sup>4</sup>	2'
Minimum setbacks betwee on lot	n buildings

<sup>1</sup>Minimum density is 20 units per acre regardless of lot

All buildings

<sup>2</sup>Additional 5' of setback for each story above two on side

yard if adjacent an R-1 or R-2 district

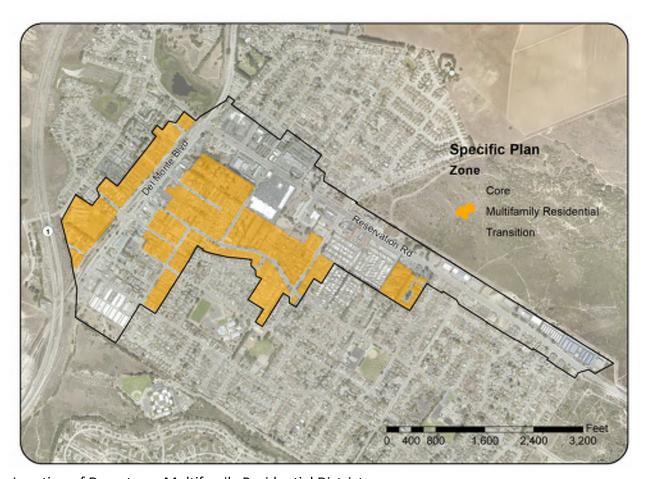
3Additional 5' of setback for each story above two on rear

yard if adjacent an R-1 or R-2 district

Bay windows or chimneys projecting into the required yard shall occupy no more than one-third the length of the wall



10'



Location of Downtown Multifamily Residential District.

#### **BUILDING HEIGHTS**

Primary building, maximum 42' Primary building, minimum 15'

#### **OPEN SPACE**

One-bedroom unit 350 sq. ft. Each additional bedroom 50 sq. ft.

#### **PARKING**

Location Rear

Access to garaged parking off side or rear

Rear parking setback

#### 5'

#### Required spaces

Studio/one bedroom

units (min-max) 0.5-1.5 stalls/unit

Two bedroom or larger

units (min—max) 0.5—2 stalls/unit

Driveway

Driveway access 24' wide with 2'

clearance per side



#### **Downtown Multifamily Residential District**

Row Houses/Townhouses



#### **LOT AREA**

1,700 sq. ft. Each unit (25.39 units/acre)

#### LOT CONFIGURATION<sup>1</sup>

#### Lot frontage on public street

Each unit 18' Front façade at minimum setback 65%

#### **CONFIGURATION REQUIREMENTS**

#### Minimum setbacks from property line

Front yard 10' Side yard (per side, interior lot)<sup>2</sup> 5' Side yard (per side, corner lot) 12' Rear yard<sup>3</sup> 20' Rear yard abutting street frontage **Prohibited** 

#### Maximum setbacks from property line

Front yard 10'



#### Maximum projections into yard

Front porch	6′
Side yard/porch	3'
Rear yard/porch	6'
Rear yard patio covering	6'
Cornices/eaves/canopies	2.5'
Bay window/chimney <sup>4</sup>	2′

#### Minimum setbacks between buildings on lot

All buildings 10'

#### **BUILDING HEIGHTS**

Primary building, maximum	42'
Primary building, minimum	15'

yard if adjacent an R-1 or R-2 district

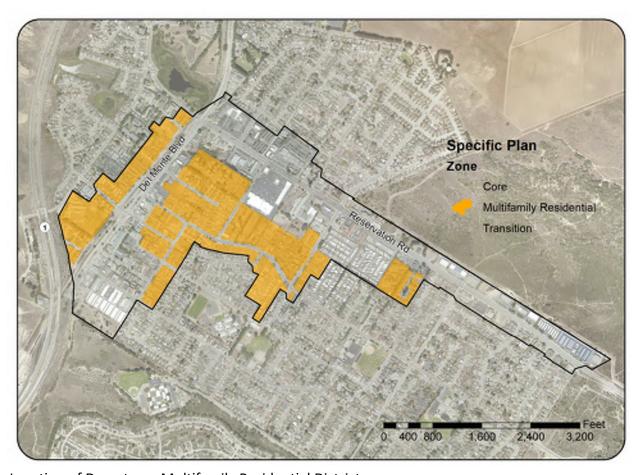
Bay windows or chimneys projecting into the required yard shall occupy no more than one-third the length of the wall



<sup>&</sup>lt;sup>1</sup>Minimum density is 20 units per acre regardless of lot

<sup>&</sup>lt;sup>2</sup>Additional 5' of setback for each story above two on side yard if adjacent an R-1 or R-2 district

Additional 5' of setback for each story above two on rear



Location of Downtown Multifamily Residential District.

#### **OPEN SPACE**

One-bedroom unit 350 sq. ft. Each additional bedroom 50 sq. ft.

#### **PARKING**

Location Rear

Access to garaged parking off side or rear

Rear parking setback 5'

#### Required spaces

Studio/one bedroom

units (min—max) 0.5—1.5 stalls/unit

Two bedroom or larger

units (min—max) 0.5—2 stalls/unit

Driveway

Driveway access 24' wide with 2'

clearance per side

