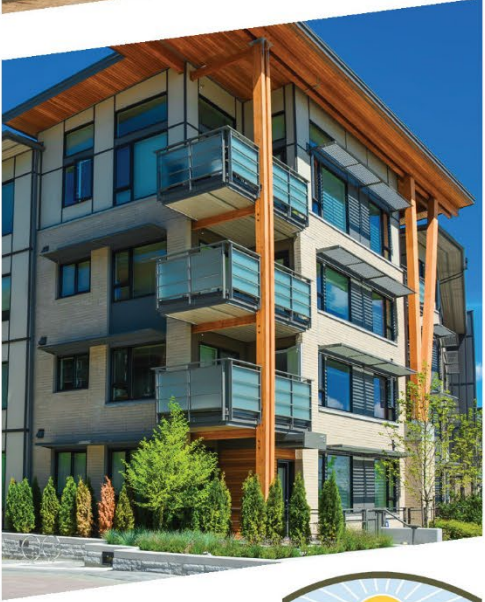
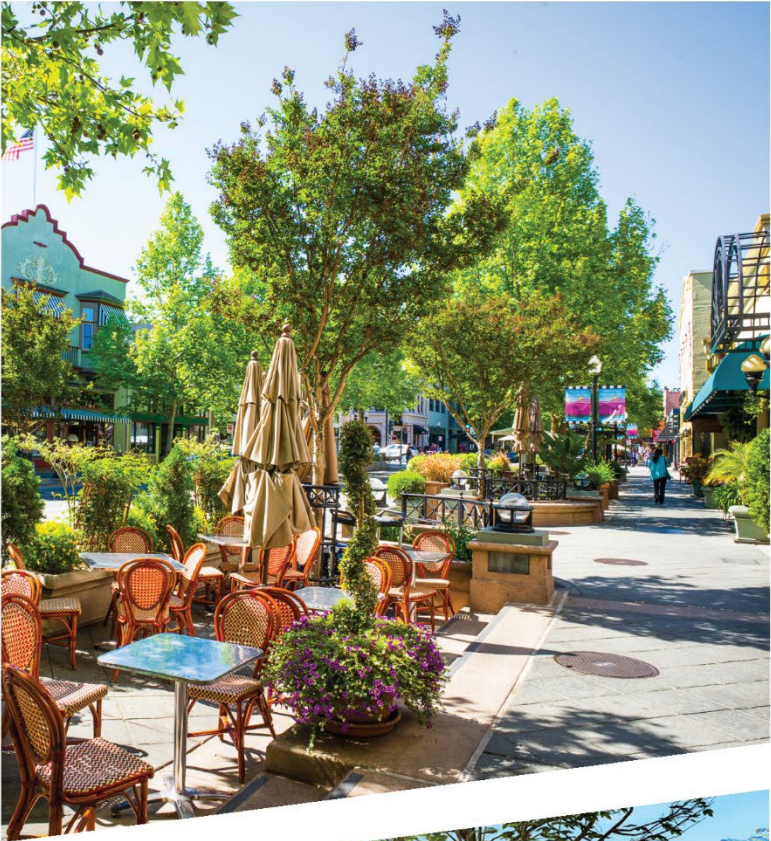


Downtown Vitalization Specific Plan

City of Marina, California • October, 2024



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- Appendix A Development Code
- Appendix B Design Guidelines



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Specific Plan Organization

The Downtown Vitalization Specific Plan (DVSP) has been organized as follows:

Specific Plan

Chapter 1 Introduction contains project background, a review of community engagement efforts, and considers opportunities and constraints present in the Downtown.

Chapter 2 Setting and Existing Conditions contains an overview of background conditions such as Marina’s history, regional context, economic context, existing land use, and existing transportation network and facilities.

Chapter 3 Downtown Vision puts forth a desired vision of Downtown Marina (Downtown) that will result with the implementation of the Specific Plan and enumerates the Specific Plan’s main goals.

Chapter 4 Land Use 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” areas, with the core being more urban in design and transitional moving towards suburban. The land use districts identified in this plan are intended to function as implementing zoning in accordance with Appendix A (Development Code).

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 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 improvement of water, sewer, and storm drainage infrastructure and solid waste disposal facilities.

Chapter 7 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.

Development Code and Design Guidelines

The Downtown Vitalization Specific Plan (DVSP) relies on Appendix A (Development Code) and Appendix B (Design Guidelines) to guide buildout of the community.

Appendix A Development Code sets forth objective design and development standards for the consistent promotion of high-quality, high-performance well-designed development throughout the Downtown. Adopted by Ordinance, these standards are composed of written statements and graphic illustrations that establish standards for permitted uses and development standards (property line setbacks, building height, etc.) and design standards that are required of all proposed developments in the Downtown.

Appendix B Design Guidelines are adopted by Resolution and provide design guidance for various community attributes that influence appearance of the public realm. This includes additional design guidance for new development as well as guidance for public rights of way and civic spaces.



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



1 Introduction

What is a Specific Plan?

A Specific Plan is a policy and 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 defined area by customizing the planning process and land use regulations to that area. This Specific Plan includes goals, policies, and programs to guide decision-making and implementation of recommended improvements, as well as design and development standards and guidelines to provide direction to private development in the area.

1.1 Purpose and Intent

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 extensive citizen participation and input guided by City staff.

For 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 outdoor dining, public art, gathering spaces, 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,
- Tailored 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 and Pedestrian and Bicycle Master Plan.

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. 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?"

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.

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 use characteristics of a traditional downtown (**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 programs that will 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.



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

1.2 Project Background and Community Engagement

Even before its incorporation in 1975, Marina was making plans for a vibrant Downtown. In 1962, a Monterey County policy document known as the Marina Master Plan initiated the concept and vision of a central business district in Marina.

Since incorporation in 1975, the City has facilitated a number of surveys, public workshops, and studies in an effort to vitalize Marina’s existing commercial areas. In 1978, the City’s first General Plan—Marina 2000—reaffirmed the concept of a central business district. An update of the General Plan in 1982 identified the need for additional commercial land in Marina, established the goal of developing “viable community retail and service commercial centers”, and designated portions of the land in the Specific Plan area as “Community Commercial” and “Multifamily Residential”.

The push for a vibrant Downtown was reinforced multiple times since the City’s incorporation including the establishment of a Redevelopment Project Area in 1986, a 1990 report by the City Council (acting as the Redevelopment Agency Board), and a 1998 study that found substantial retail leakage in Marina, with residents going to neighboring cities to procure goods and services.

Vitalization of Marina’s commercial core was identified by the Marina City Council in 2001 as a critical strategic issue. A Plan of Action was completed and approved by the City Council in August of the same year. The Council recognized that the creation of an attractive pedestrian-friendly and visitor-serving commercial district was key to establishing Marina’s identity and image.

Vitalization was to be facilitated through the establishment of a Downtown encompassing the Reservation Road corridor from the intersection at Del Monte Boulevard 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, which was comprised of 37 Marina residents, planning commissioners, and business and property owners. The Committee called for the City to complete a strategic development plan and form a Strategic Downtown Committee to implement the goals of the report (Revitalizing Marina’s Retail Commercial Areas, 2002). Public outreach continued through 2003.

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)).

In August 2005, the City Council adopted the Marina Downtown Vision and Downtown Design Guidelines for developing a vital Downtown core. 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 programs for implementation. 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).

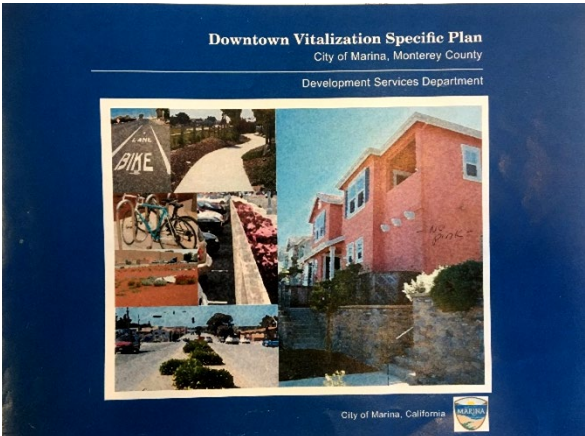


Figure 1-2. 2010 Downtown Vitalization Specific Plan draft.

Later in 2006, 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 September 2007, Planning Staff presented the traffic feasibility study to the City Council as well as a Retail Sales Leakage Analysis, which included a preliminary recommendation of supportable retail and select services for Downtown, and a Proposed Land Use Concept. Together, these analyses and concepts were central to formulating the recommendations of the Specific Plan. Around this same time, Monterey—Salinas Transit adopted a specific plan which called for a larger presence in the form of a transit center and more consistent service in Downtown Marina.

An early draft of the Downtown Vitalization Specific Plan was presented publicly in March 2011 (Figure 1-2). 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 Specific Plan.





Figure 1-3. Ad Hoc Committee members participate in a streetscape study (left) and discussion group (right).

1.2.1 Community Engagement

Community involvement has been a critical part of the Specific Plan process. Over the course of a year, 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 development, creating a list of appropriate zones and land uses, and developing design standards and guidelines (**Figure 1-3**). Ad Hoc Committee members included elected and appointed officials, business owners, residents, and other interested parties. 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 before the Planning Commission and City Council. The views and recommendations 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.

A community open house for the Specific Plan was held in December 2018. At the open house, staff presented a draft version of the plan for people to review. Over 100 people attended and provided input (**Figure 1-4**).



Figure 1-4. Community members meet to discuss the Downtown Vitalization Specific Plan at an open house (right). An informational display at the open house (left).

Table 1-1 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.

Table 1-1. Public meetings held during the development of the Downtown Vitalization Specific Plan

Date	Location	Topic
Ad Hoc Committee		
11/28/2017	Airport Conference Room	Previous planning efforts in the Downtown; strengths, weaknesses, threats, and opportunities analysis
1/3/2018	Airport Conference Room	Visual preference survey; map exercise
1/29/2018	Airport Conference Room	Community outreach strategy
2/20/2018	Airport Conference Room	Vision and goal statements
3/10/2018	Downtown Marina	Walk through Downtown to assess conditions
3/19/2018	Airport Conference Room	Findings from community walkabout
4/30/2018	Airport Conference Room	Street right-of-way cross section exercise; Downtown traffic study results
5/21/2018	Airport Conference Room	Street right-of-way cross section exercise
6/25/2018	Airport Conference Room	Bicycle lanes; street right-of-way presentations; districts and land uses
7/16/2018	Airport Conference Room	Districts and zoning; land use matrix
8/13/2018	Airport Conference Room	Design standards and guidelines
8/27/2018	Airport Conference Room	Design standards and guidelines; Del Monte Blvd extension
9/24/2018	Airport Conference Room	Development, parking, and landscaping standards
11/5/2018	Airport Conference Room	Review of draft Specific Plan
11/19/2018	Airport Conference Room	Review of draft Specific Plan
Public Open House		
12/10/2018	Vince DiMaggio Park	Open house for public to provide comment on draft of Specific Plan
Design Review Board		
12/19/2018	City Council Chambers	Introduce plan; schedule
1/16/2019	City Council Chambers	Onsite design standards; development standards
Planning Commission		
12/13/2018	City Council Chambers	Introduce plan; schedule
1/24/2019	City Council Chambers	Community identity; land use and development; economics
2/9/2019	City Council Chambers	Mobility; public facilities and infrastructure; environment
2/28/2019	City Council Chambers	Development standards; zoning
3/14/2019	City Council Chambers	Design standards and guidelines; Specific Plan appendix
4/25/2019	City Council Chambers	Baseline conditions, project description
City Council		
3/26/2019	City Council Chambers	Introduce plan; schedule (joint meeting with Planning Commission)
4/17/2019	City Council Chambers	Approval of funding for EIR, WSA, and water/sewer modeling

1.3 Opportunities and Constraints

Members of the Ad Hoc Committee identified strengths, weaknesses, opportunities, and threats associated with the Downtown. Committee members felt that downtown already attracts unique businesses and exhibits strong business retention. They said they enjoy the local activities hosted Downtown like the well-established farmers market and the Labor Day parade, as well as the attractive street banners in the area. In addition, they felt that Downtown is 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.

Threats to the development and sustainability of a diverse, inclusive Downtown include a regional lack of affordable housing, the disconnected street network in the Downtown area, and the limited connectivity between existing development in Downtown and new development at the former Fort Ord. The auto-oriented design of Marina's Downtown was identified as a major weakness. The commercial portion of the Downtown is focused on Reservation Road and Del Monte Boulevard as they form the backbone of the City's indeterminate Downtown. 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 the possibility of vehicular and pedestrian connectivity throughout the Downtown area. Many buildings in the Downtown area need refurbishment. Most of the architecture reflects suburban commercial design from the mid-20th Century to the present. There are no parks, no clearly defined business district, and few places to gather and meet. Large parking lots fronting Reservation Road and Del Monte Boulevard create a suburban environment incompatible with a traditional Downtown.

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 poised for redevelopment.

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 Setting and Existing Conditions

2.1 Marina's History

Starting around the 6th Century CE, the Ohlone people inhabited California's Central Coast and established fixed villages throughout the region, including the village of Wacharon in the area 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, the 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.

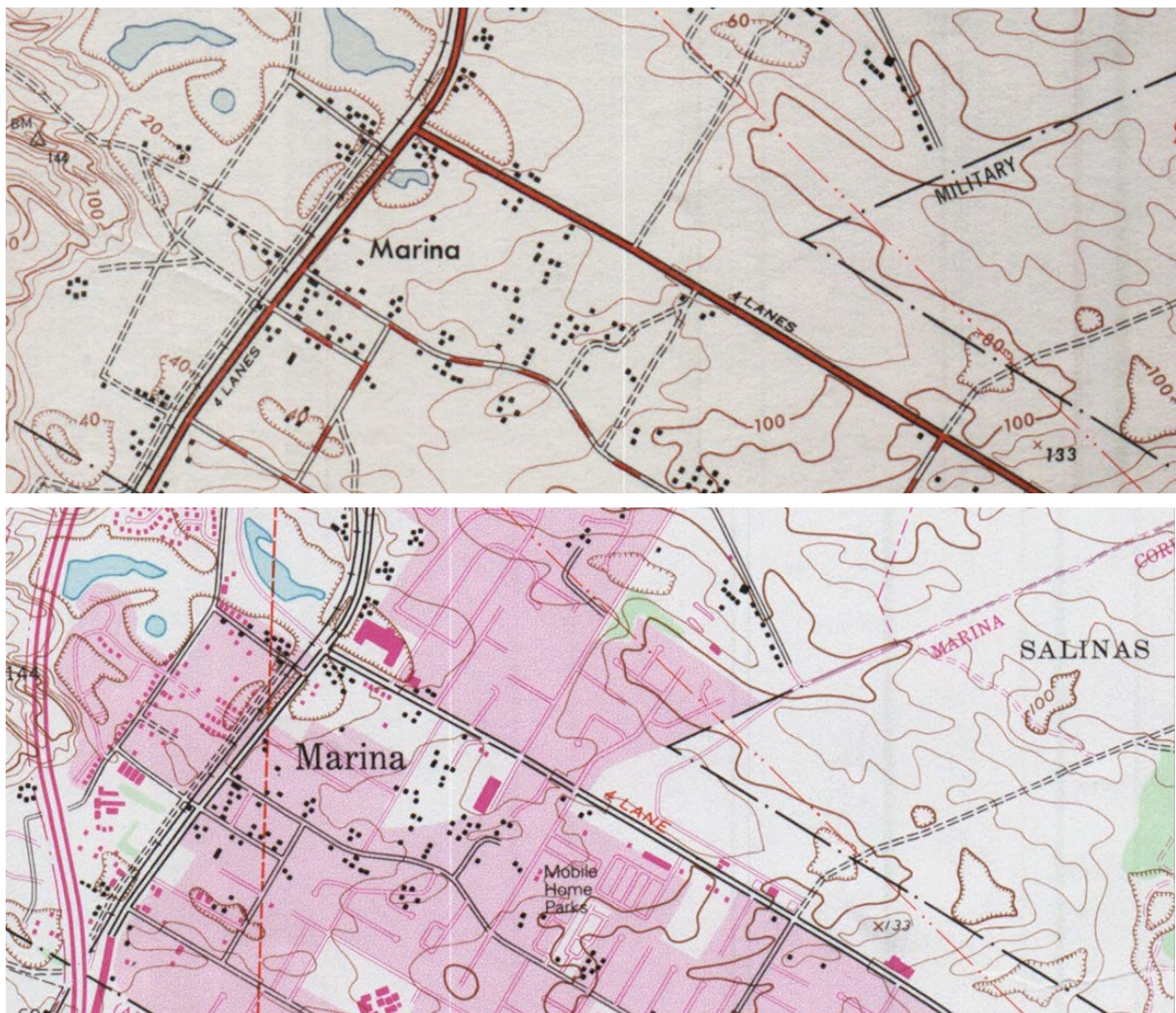


Figure 2-1. Downtown Marina in 1948 (above) and 1983 (below).

Source: United States Geological Survey

Marina continued to grow as Camp Clayton, Camp Gigling, and finally Fort Ord brought thousands of soldiers and their families to the region (**Figure 2-2**). 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. 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. As a testament to Marina's unique diversity as a result of Fort Ord, Marina saw 12 consecutive years of Asian-American mayors with Mayor Robert T. Ouye serving from 1978 to 1981 and Mayor George J. Takahashi serving from 1981 to 1990.

Figure 2-1 shows the evolution of one of Marina's prominent businesses, Mortimer's, from 1948 to 2019.



Figure 2-2. Mortimer's through the years (top to bottom): 1948, 1950s, 1994, 2018.

In 1986, the City established a Redevelopment Project Area in the central commercial core of Marina along Reservation Road and Del Monte Boulevard. That same year, the Seacrest Shopping Plaza—Marina's first major retail grocery store in over 20 years—was completed. Seacrest Plaza increased retail tax revenue and jobs, but the shopping center was auto-oriented and eliminated opportunities for some street connections in the Downtown, reinforcing the large-block pattern in Marina.

Fort Ord (**Figure 2-3**) 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 fell by 9,000 and nearly 23,000 jobs in the region were lost, greatly impacting the development Downtown.

By the late 1990s and early 2000s, interest in the Downtown was surging. Residents participated on committees aimed at downtown vitalization, and Monterey-Salinas Transit proposed designs for a major transit facility in Marina.

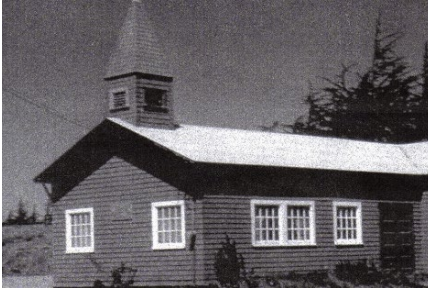


Figure 2-3. Fort Ord as it appeared in 1941.
Source: Wikimedia Commons.



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'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), Navales Imports and Produce (1960's) (Source: Monterey Herald).





2.2 Regional Context

Marina is situated in northwestern Monterey County along State Route 1 adjacent to the Monterey Bay, approximately eight miles north of the City of Monterey (**Map 2-1**). 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 (Association of Monterey Bay Area Governments (AMBAG), 2018).

Marina is unique in the Monterey Bay region, as it 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 and its rolling, low elevation topography, to its vegetation and landscaping dominated by Monterey Cypress and other coastal vegetation. Open views of ocean, dunes, and maritime chaparral help define Marina as a place rooted in the ecology of the Monterey Bay region.

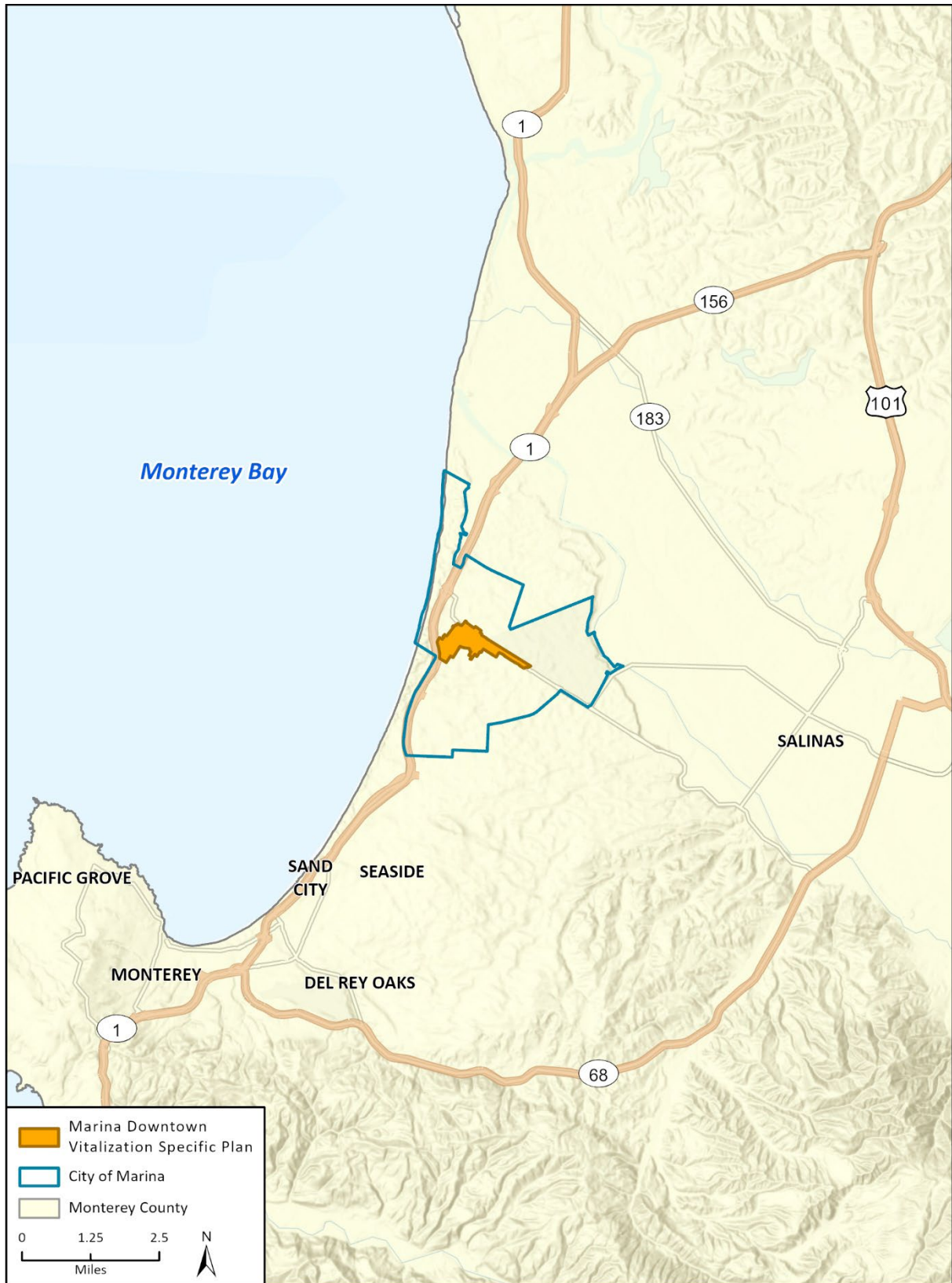
The City of Marina encompasses 6,086 acres and extends for five miles along the Pacific Ocean, from the City of Seaside on the south to the Salinas River on the north, and inland for four miles along the river to the municipal airfield.

The Specific Plan area is shown in **Map 2-2**. Downtown is centrally located in the City of Marina and encompasses approximately 320 acres. Downtown is generally bounded:

- To the north by the northern property line of parcels along the north side of Reservation Road;
- To the west by the properties generally west of Del Monte Boulevard;
- To 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
- To 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 the Marina Child Development Center. Locke-Paddon Park, the City of Marina's primary open space, is located immediately northwest of the Downtown.

A brief overview of Marina's history, demographics, natural setting, and economic climate helps to explain the factors that led to the creation of the Downtown Vitalization Specific Plan.



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Additional data provided by County of Monterey, 2020.

Map 2-1. Regional Context.





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Map 2-2. Specific Plan area.



2.3 Demographics

Although the French were the early settlers of Marina, with names such as Barbier, Lievre, and Teulier, the City's name is Spanish, and the current population mix is represented by people from many countries. 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. Prominent ethnic groups 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.

In 1970, five years before Marina was 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.

The population declined following the closure of Fort Ord in 1994. Between 2000 and 2010, Marina lost 21% of its population, bottoming out at 19,529 residents. For the past several years, the city has experienced slow but sustained growth, reaching 22,246 residents in 2021. Projections indicate Marina will continue to grow, reaching a forecasted population of 30,044 by 2040 (AMBAG, 2022).

As shown in **Table 2-1**, Marina's population is aging. The median age was 26 in 1990 and 32 in 2000. The 2021 American Community Survey (ACS) estimates the median age in Marina was 35, consistent with the median age of Monterey County (35) but higher than the neighboring City of Salinas (31). Approximately 15 percent of Marina's residents were 65 or older in 2021 compared to 12% in 2010 and 8% in 2000.

Table 2-1. Demographic profile of the City of Marina

	2010	2021
Total population	19,529	22,246
Age Characteristics		
Median age (years)	35	35
Under 18 years	4,773 (24.2%)	4,597 (20.7%)
65 years and older	2,333 (11.9%)	3,247 (14.6%)
Housing Characteristics		
Total housing units	7,687	8,051
Occupied units	7,088	7,676
Vacant units	599	375
Owner-occupied	2,866 (37.3%)	3,153 (39.2%)
Renter-occupied	4,222 (62.7%)	4,523 (61.8%)
Average household size	2.76	2.72
Race and Ethnicity*		
Non-Hispanic white	7,058 (36%)	8,552 (38%)
Hispanic or Latino (of any race)	5,249 (27%)	6,286 (28%)
Black / African American	1,642 (8%)	1,500 (7%)
American Indian	31 (0.2%)	29 (0.1%)
Asian	3,376 (17%)	3,583 (16%)
Native Hawaiian / Pacific Islander	583 (3%)	441 (2%)
Some other race (not Hispanic / Latino)	46 (0.2%)	111 (0.5%)
Two or more races	2,103 (11%)	3,087 (14%)
Source: Bureau of the Census, ACS 2010 and 2021.		
*Note: All race/ethnicity statistics are rounded to the nearest whole number. Percentages below 1% were not rounded.		

Table 2-2. Population of Two or More Races in the City of Marina

Category	2020 Decennial Census
Population of Two Races	3,343 (15% of total population in 2020 Census)*
White; Black or African American	248
White; American Indian and Alaska Native	285
White; Asian	746
White; Native Hawaiian and Other Pacific Islander	94
White; Some Other Race	1,455
Black or African American; American Indian and Alaska Native	18
Black or African American; Asian	121
Black or African American; Native Hawaiian, Other Pacific Islander	19
Black or African American; Some Other Race	55
American Indian and Alaska Native; Asian	17
American Indian and Alaska Native; Native Hawaiian, Other Pacific Islander	3
American Indian and Alaska Native; Some Other Race	61
Asian; Native Hawaiian and Other Pacific Islander	121
Asian; Some Other Race	75
Native Hawaiian and Other Pacific Islander; Some Other Race	25

Source: Bureau of the Census, Census 2020.

*Note: The difference in the percentage of Marina residents who identify as being of two or more races between 2020 and 2021 is the result of the different methods of surveying and estimating demographics used in the 2020 Decennial Census versus the 2021 American Community Survey.

A significant subset of Marina’s aging population are veterans. Approximately 9% of Marina residents are veterans, double the rate of Monterey County. Seven percent of Marina’s population under the age of 65 has a disability, compared to approximately 6 percent in Monterey County.

Though the City is aging, 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. In 2015, there were an estimated 1,020 CSUMB students living in Marina. The student population is expected to increase to more than 6,300 by 2040, an increase of 518%. Students will account for 21% of Marina’s population in 2040 compared to roughly 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 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 and abilities.

The City should also be conscious of the various ethnic minorities that make up the population of Marina. The City’s rich diversity is reflected in a variety of stores and restaurants—Chinese, Japanese, El Salvadoran, Filipino, German, Hawaiian, Korean, Mexican, Thai, and Vietnamese—within the Downtown. In 2022, the California Coastal Commission reported that approximately 62 percent of the city identify as people of color. According to the 2021 Census, approximately 38 percent of Marina’s population identifies as non-Hispanic white. Sixteen percent identify as Asian alone, while approximately 7 percent identify as Black or African American, 2 percent as Native Hawaiian or Pacific Islander, and less than 1 percent as American Indian. **Table 2-2** details the combinations racial/ethnic backgrounds of the approximately 14 percent of Marina residents who identify as being of two races. Approximately 28 percent of Marina’s residents identify as Hispanic or Latino of any race. Including those who identify as being of two or more races, an estimated 29 percent of Marina’s residents have some Asian or Pacific Islander heritage.



Figure 2-4. California State University—Monterey Bay.



Figure 2-5. The Asian Filipino Market, one of many diverse businesses in Downtown Marina. *Source: Asian Filipino Market*

The median household income in Marina in 2021 was \$78,795, lower than the countywide median household income of \$82,013. The proportion of people renting their homes in Marina has been on the rise since the turn of the century. It is important to create opportunities for homeownership in and around Downtown by encouraging a variety of housing options, including condominiums as well as affordable rental options.

2.4 Economics

Marina is a mid-sized coastal city that traditionally provided support services to people stationed at or working in the former Fort Ord. The city historically provided housing for working class families with jobs on the Peninsula, but Marina was greatly affected by the closure of Fort Ord in 1994. Though services remain an important part of the local economy, there are still opportunities to develop the city's economic base in Downtown.

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 per-acre property tax value of \$1,613,578 in the Transition zone. 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.

Over the course of the development of the Specific Plan, the City has commissioned multiple economic studies and analyses to better understand the market conditions influencing Downtown and Marina more broadly. The various economic conditions analyses revealed the following key findings:

- The Downtown District is largely built out and has relatively few vacant or underutilized lots;
- Significant changes to the development pattern of Downtown would require substantial redevelopment of sites to achieve the Plan's development targets; and,

Economic development goals and strategies included:

- Maintain and grow existing businesses in the city;

- Attract new businesses and startups to the City’s existing and developing commercial areas with a focus on sustainable industries;
- Develop destination related activities and facilities;
- Support regional efforts that increase the availability of a skilled workforce for Marina’s businesses.
- Capitalize on the opportunity to provide necessary goods in services within Marina to limit retail “leakage” including general retail merchandise; clothing, apparel, and shoes, restaurants, including casual dining, fast casual, and quick service concepts, and building materials and supplies.
- Help facilitate the reuse of vacant shops and restaurants in the Downtown;
- Host 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 (CIP) to upgrade pavement and enhance traffic circulation.

2.5 Land Use

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 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 behind large surface parking lots.

Marina’s suburban 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 (**Figure 2-6**).



Figure 2-6. Marina Village Shopping Center, late 1960s.

2.5.1 Existing Land Uses

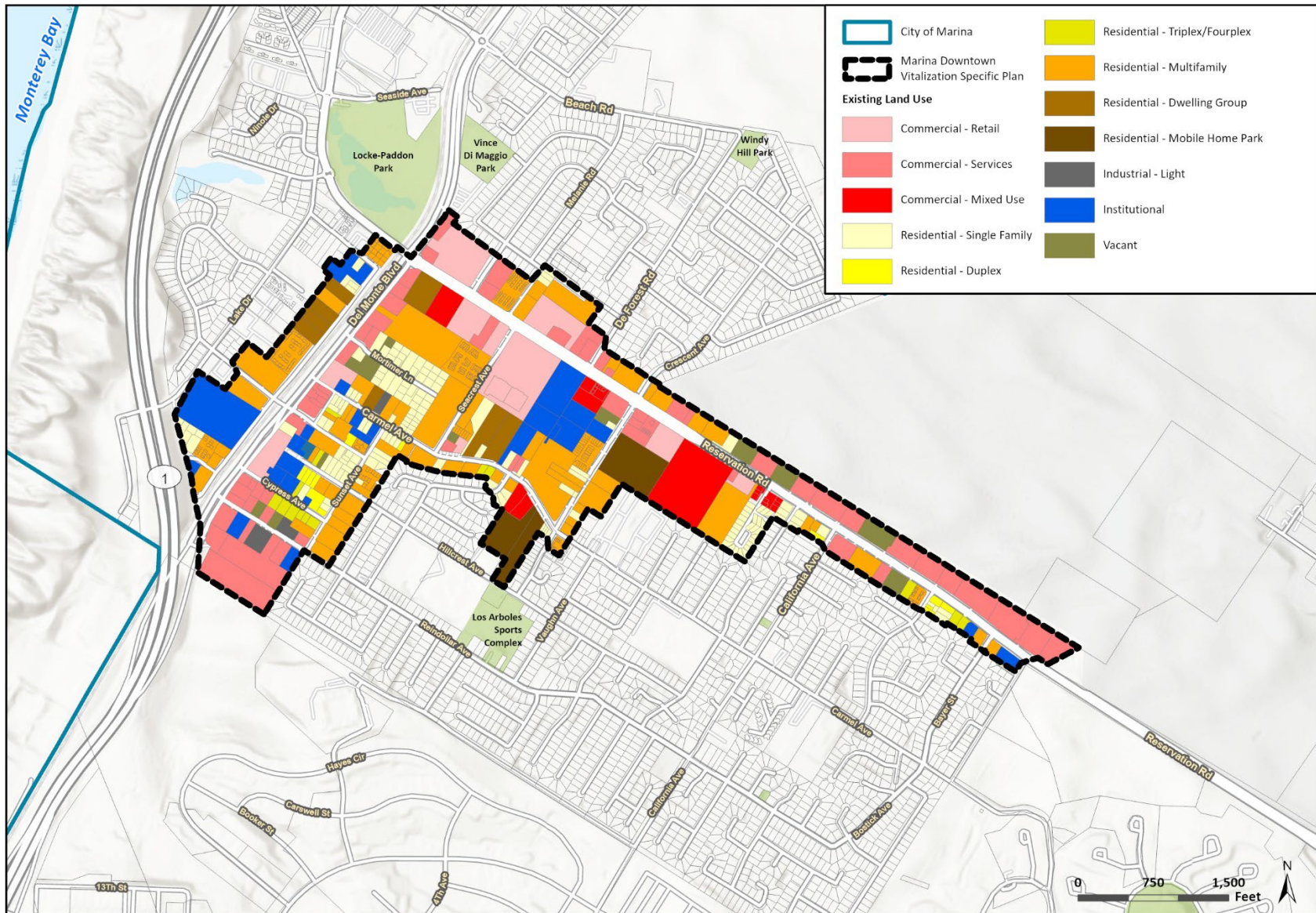
The Specific Plan area covers approximately 320 acres in Central Marina. While the downtowns of many cities benefit from mixed land uses that promote pedestrian activity and efficient use of space, single uses dominate most parcels in Downtown Marina (**Map 2-3**).

A majority of land in this area is devoted to residential (39 percent) and commercial uses (24 percent) **Table 2-3** summarizes the distribution of existing land uses in the Specific Plan area. Multifamily uses alone represent more than half of all residential land use in the Specific Plan area (and 22 percent of total land use). Eight percent of total land area is devoted to single-family homes, with 3 percent each to dwelling groups and mobile home parks. Duplexes, triplexes, and fourplexes together make up just over 2 percent of total land area. There are currently a total of approximately 2,300 housing units and 1 million square feet of commercial space in the Specific Plan area.

Two-thirds of commercial uses are office-related, representing 16 percent of total land area. Retail and visitor-serving uses take up 8 percent of the total land area. Remaining land uses are split between institutional and civic (9 percent), mixed (2 percent), and light industrial (1 percent). There are no recreational uses in Downtown. Vacant lots, which comprise 2 percent of land area, could provide an opportunity for the development of parks and other recreational facilities.

Table 2-3. Existing 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%
Total Commercial	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%
Total Public Uses	94.74	30%
Vacant Lots	7.56	2%
TOTAL	322.05	100%
Note: Acreages of each land use are based on a survey by City staff in 2018.		



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 Additional data provided by the City of Marina, 2022.

Map 2-3. Existing land uses in Downtown Marina.

2.6 Mobility

Street conditions in the Downtown reflect a mid-20th Century focus on the automobile at the expense of other forms of transportation (**Figure 2-7**). Travel lanes are wide, right turn lanes are prevalent, and curb radii are typically large, allowing drivers to make sweeping turns without stopping. There are significant gaps in the sidewalk network and where they are present, sidewalks are often narrow and poorly maintained. 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 high-speed vehicular traffic. These issues make walking to destinations in the Specific Plan area more dangerous and unpleasant for pedestrians.



Figure 2-7. Typical portion of Del Monte Blvd with wide travel lanes for automobiles and missing sidewalks.

2.6.1 Existing Vehicle Network

The existing network of roadways throughout Downtown Marina is shown in **Table 2-4**. The network comprises expressways, arterials, collectors, and local streets, as defined below, and shown in **Map 2-4**.

Table 2-4. Roadway Classifications within the Downtown Vitalization Specific Plan area

Classification	Roadway
Four-Lane Expressway	<ul style="list-style-type: none"> Del Monte Boulevard (near Highway 1 interchange)
Four-Lane Arterial	<ul style="list-style-type: none"> Del Monte Boulevard Reservation Road
Two-Lane Collector	<ul style="list-style-type: none"> California Avenue Carmel Avenue Crescent Avenue De Forest Road Palm Avenue Reindollar Avenue Salinas Avenue Seacrest Avenue Sunset Avenue Vista Del Camino
Local Street	<ul style="list-style-type: none"> Bayer Street Bennett Court Busby Lane Carmel Circle Casa de Bolea Crestview Court Cypress Avenue Lynscott Drive Marina Drive Mortimer Lane Ocean Terrace Ocean View Court Paddon Place Rose Lane

Classification	Roadway
	<ul style="list-style-type: none"> • Debbie Drive • Elm Avenue • Eucalyptus Street • Hillcrest Avenue • San Pablo Court • Terry Circle • Viking Lane • Zanetta Drive

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.

Arterial: Arterials are major thoroughfares that provide efficient connections to major destination points and to primary gateways in and out of the city (Figure 2-8). Arterials carry moderate to large traffic volumes but have lesser capacity than expressways. In most downtown districts arterials serve as major bicycle routes and generally do not contain exclusive right-turn lanes in an effort to be more pedestrian friendly.



Figure 2-8. Reservation Road functions as an arterial street.

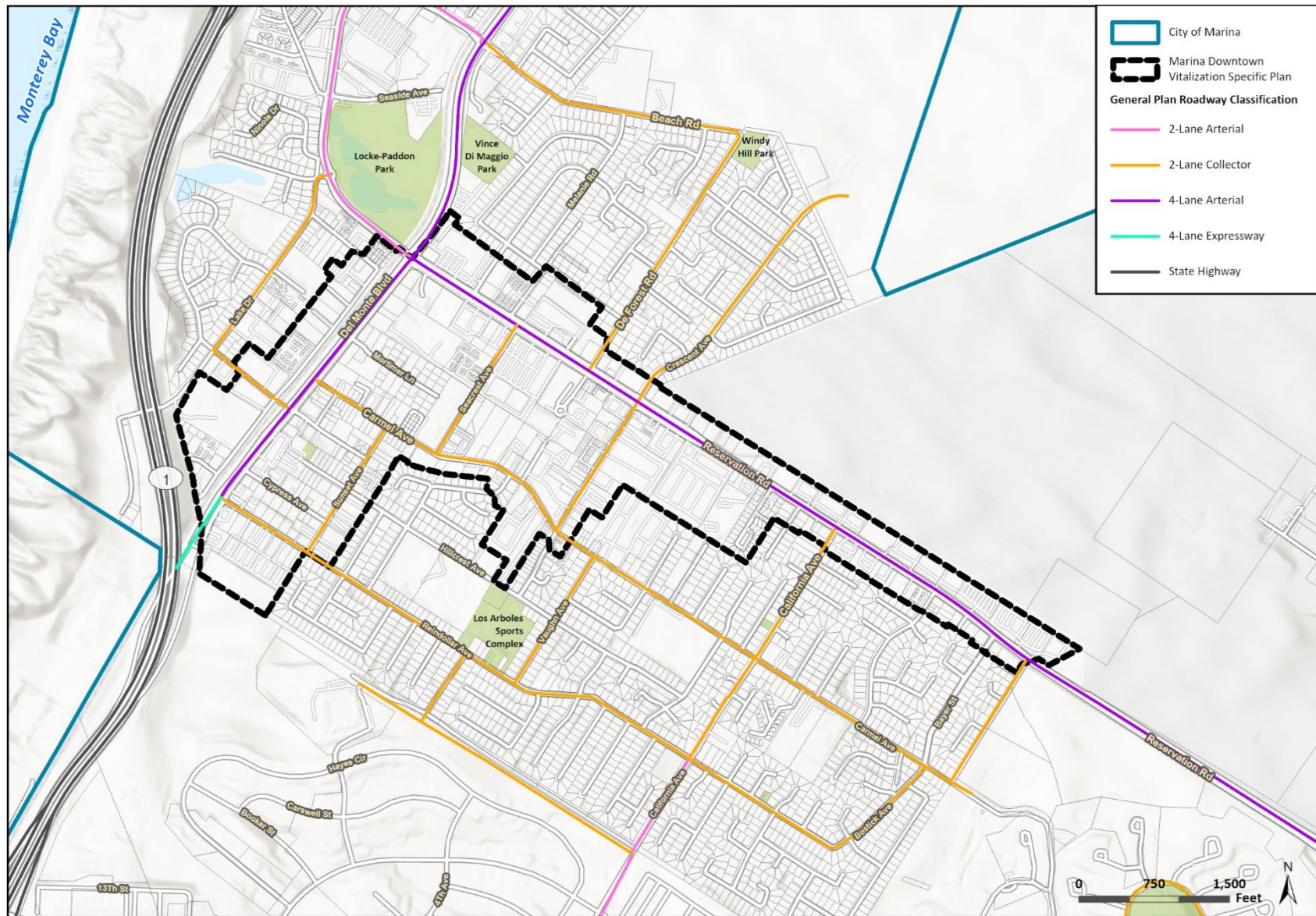
Collector: Collectors function to gather vehicular trips from local streets within a residential neighborhood or commercial district and distribute the trips to the City’s major streets. They carry a moderate level of traffic volumes at moderate speeds.

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.

2.6.2 Connectivity

Typically, a downtown consists of a well-connected street grid that comprises around 30 – 35 percent of the total land area and this connectivity makes the area more walkable and bikeable. The public right-of-way in the Specific Plan area encompasses 62 acres, or 20 percent of the total land area. This is an unusually small percentage of land for a downtown area. Problems associated with limited connectivity of the street grid include traffic congestion, speeding, and increased pollution. Residents of communities with a low connectivity street network often drive more because fewer destinations are accessible within comfortable walking or biking distance.





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 Additional data provided by the City of Marina, 2022.

Map 2-4. Roadway Classifications.



The number of three- and four-way intersections in a given area (known as intersection density) is one way to quantify the connectivity of a street network. When compared to other communities in the Monterey Bay region, the number of intersections in Downtown Marina is dwarfed by the number of intersections in the downtown areas of other cities. **Table 2-5** compares the intersection density of Downtown Marina with other Central Coast communities. The street grids of Marina and other cities in the region are compared in **Figure 2-9**. In a 160-acre portion of Downtown, Marina has only nine intersections, compared to 25 in Seaside, 29 in Salinas, 31 in Monterey, and 80 in Pacific Grove.

Table 2-5. Number of three- and four-way intersections in a 160-acre portion of downtown.

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

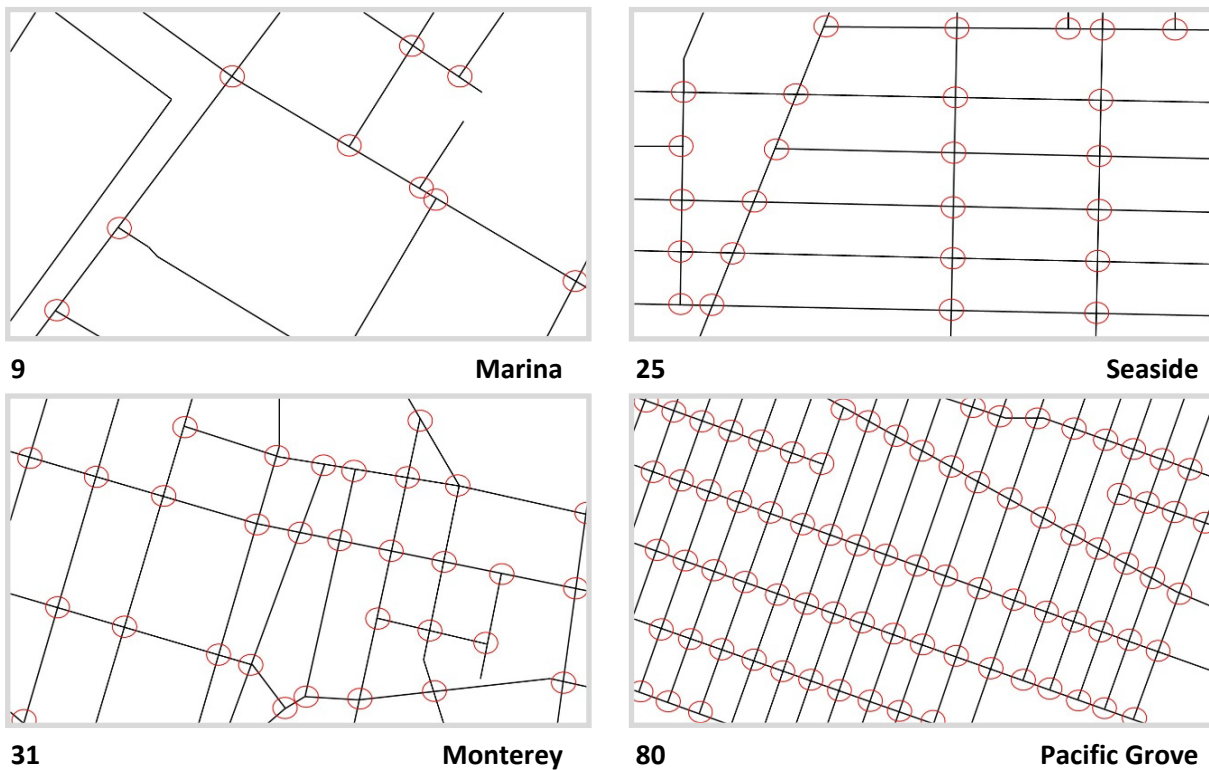


Figure 2-9. Number of three- and four-way intersections in regional downtowns.

2.6.3 Pedestrian and Bicycle Network

The pedestrian sidewalk network within Downtown Marina is fairly well developed, with existing sidewalks on collector and arterial roadways, as well as along most local streets. However, sidewalks along Del Monte Boulevard, Carmel Avenue, Reindollar Avenue, Reservation Road, and Seacrest Avenue are incomplete. In addition, many sidewalks are not wide enough for simultaneous pedestrian use or have obstructions that partially block pedestrian flow. **Map 2-5** shows existing pedestrian and bicycle infrastructure in the Specific Plan area.

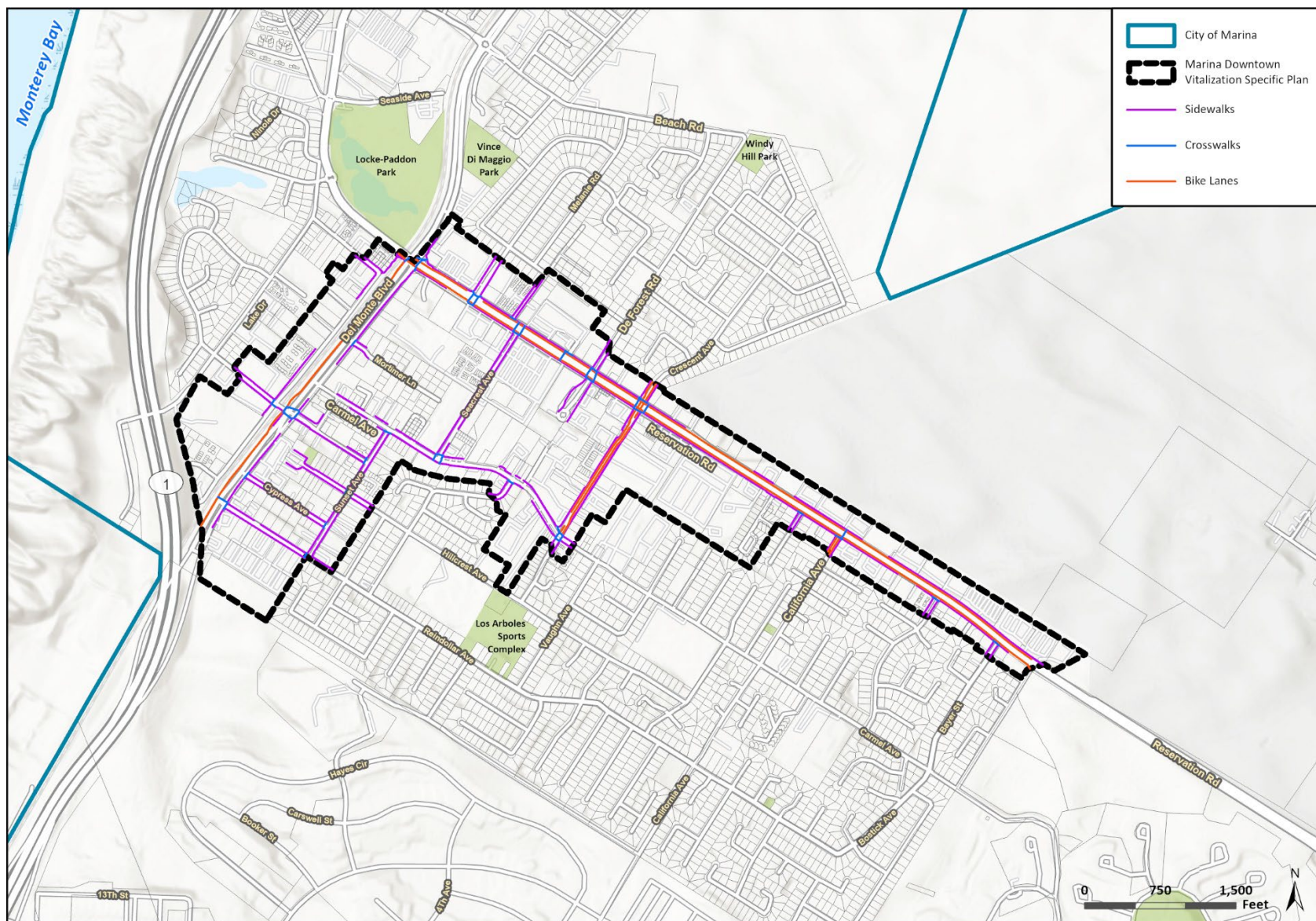
The bicycle network in Downtown Marina includes Class I and Class II bikeways. Class I bikeways are generally referred to as bicycle paths and provide a completely separated right-of-way for the exclusive use of bicycle and pedestrian traffic. Class II bikeways, commonly called bicycle lanes, provide a striped lane for one-way bicycle travel on a street or highway.



Figure 2-10. Monterey Bay Coastal Bike Path.

There is one Class I bikeway within Downtown: the Monterey Bay Coastal Bike Path (**Figure 2-10**), which currently extends 19 miles from Castroville to Pacific Grove. There are Class II bikeways along Reservation Road, Crescent Avenue, and California 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. The existing bicycle path network is not adequate to meaningfully encourage drivers to use bicycles when commuting within the city or Downtown.



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 Additional data provided by the City of Marina, 2022.

Map 2-5. Network of sidewalks, street crossings, and bicycle lanes in Downtown Marina.

2.6.4 Parking

The Specific Plan area has nearly 8,000 parking spaces. As shown in **Table 2-6**, 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.

In September of 2022, Kimley Horn conducted a parking occupancy study in the Seacrest and Marina Square shopping centers. The study found that peak weekday parking demand was roughly 50% of the provided parking supply. In addition, assuming a realistic percentage of trips are made from within the Specific Plan area and via alternative transportation, the study estimated that buildout of the Specific Plan would result in a total peak parking demand of 6,764 - 8,880 spaces.

Table 2-6. Parking spaces in the Downtown Vitalization Specific Plan area

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

2.6.5 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 (**Figure 2-11**). The Transit Exchange was constructed in accordance with the Marina Transit Center Specific Plan (October 2006) which, in addition to guiding the development of the Transit Exchange itself, looks to facilitate the development of a small-scale, transit and community-oriented mixed-use center in Downtown Marina.

MST routes currently serving Downtown Marina include:

- Sand City - Marina via Gen Jim Moore (Line 17)
- Sand City - Marina via Monterey Road (Line 18)
- Monterey – Salinas (Line 20)
- Salinas - VA DOD Clinic (Line 61)



Figure 2-11. Monterey-Salinas Transit Exchange.

2.6.6 Regional Mobility Framework

In June of 2022, the Association of Monterey Bay Area Governments (AMBAG) published Moving Forward: Monterey Bay 2045 (**Figure 2-12**) the region’s Governments Metropolitan Transportation Plan and Sustainable Communities Strategy (MTP/SCS). The MTP/SCS was completed through collaboration with AMBAG staff, Transportation Agency for Monterey County (TAMC) staff, and staff from local jurisdictions

in the Monterey Bay Area. The plan focuses on two key areas: 1) improved mobility, accessibility, and coordinated transportation, and 2) a land use strategy that houses the region’s future population while preserving the most important agricultural lands and natural areas. These strategies aim to reduce vehicle miles traveled (VMT) and greenhouse gas emissions (GHG) through improved coordination between regional transportation and local land use planning. By drawing attention to these regional goals, the MTP/SCS highlights the value of coordination and resource sharing among Monterey Bay Area localities.

The following goals for the MTP/SCS were adopted by the AMBAG Board of Directors:

- Access and Mobility – Provide convenient, accessible, and reliable travel options while maximizing productivity for all people and goods in the region.
- Economic Vitality – Raise the region’s standard of living by enhancing the performance of the transportation system.
- Environment – Promote environmental sustainability and protect the natural environment.
- Healthy Communities – Protect the health of our residents; foster efficient development patterns that optimize travel, housing, and employment choices and encourage active transportation.
- Social Equity – Provide an equitable level of transportation services to all segments of the population.
- System Preservation and Safety – Preserve and ensure a sustainable and safe regional transportation system.

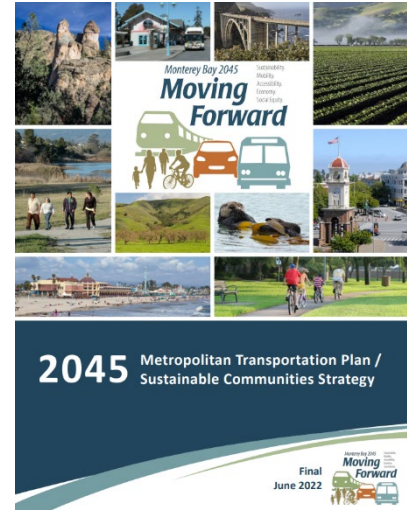


Figure 2-12. Metropolitan Transportation Plan / 2045 Sustainable Communities Strategy

2.6.7 *Monterey Peninsula Light Rail Transit and SURF! Bus Rapid Transit System*

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 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. 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 although funding for this project has not yet been secured.

While the construction of a light rail system is still the long-term goal for TAMC, MST is working to develop a bus rapid transit system utilizing the existing Monterey Branch Line right of way. MST SURF! is estimated to cost \$50 million to complete as opposed to the Monterey Peninsula Light Rail project’s \$145 million estimate. TAMC is providing \$15 million in project support through Monterey County’s Transportation Safety & Investment Plan (Measure X) funds approved by Monterey County voters in 2016. The SURF! Project is slated to open to the public in 2027 and includes a station within the Specific Plan area at the corner of Del Monte Boulevard and Palm Avenue.

3 Downtown Vision

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.

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.

The long-term viability of the vision hinges on attracting a regional customer base, including tourists and shoppers from neighboring communities, fostering a vibrant community within downtown by providing much needed housing, and establishing a clear identity for Downtown. This is to be achieved through the implementation of the policies and programs discussed throughout the Specific Plan.



Pedestrian right-of-way with outdoor dining.

The Downtown 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, and traffic calming was identified as crucial for improving pedestrian access along Reservation Road.

The Downtown Vitalization Specific Plan incorporates many of the objectives of AMBAG’s 2045 MTP/SCS by designing for and encouraging walkability, encouraging higher-density development near transit facilities, and promoting sustainable design and high-performance construction practices emphasizing energy efficiency, healthy indoor air quality, and climate resilience.

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

3.1 Plan Goals

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. The Goals of the Specific Plan include:

Land Use and Development—A community with a safe, walkable, and vibrant downtown, that attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks, and trails.

Community Identity— A Downtown that supports innovation in design and employs environmentally responsible building practices, net-zero building principles, and is designed to create more comfortable, environmentally responsible, energy efficient, and healthier indoor and outdoor environments.

Cultural Diversity—A Downtown where people of all incomes, ages, abilities, races, and cultures feel like they belong.

Housing Affordability—A variety of affordable, high-quality and high-performance housing options for people to live in Downtown.

Environmental Responsibility and Sustainability—A Downtown that supports innovation in design and employs high-performance building technology, net zero-energy and net zero carbon principles, and is designed to create more comfortable, environmentally responsible, energy efficient, and healthy indoor and outdoor environments.

Economic Vitality—An environment that attracts and sustains economic activity through innovation, business, and social opportunities.

Mobility—A Downtown with safe and efficient pedestrian and vehicular circulation that encourages people to gather, walk, cycle, or use public transportation.

Public Facilities and Infrastructure— Ensure that adequate public services and public utilities are provided for future development, and enhance the Downtown by planning for future public facilities.

The Specific Plan can be viewed as a springboard to a better Downtown. Change will not be immediate, but implementing the goals, policies, programs, and development standards in the Specific Plan can ensure future development will coalesce into an attractive and functional Downtown. Since planning is an active process, this document should not be seen as unchangeable.



Built environment.
Source: Google Earth, 2022

4 Land Use and Development

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, parks, and residential uses 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 creating a land use policy framework that will guide development within the plan area to create a thriving downtown over the next approximately 20 years.

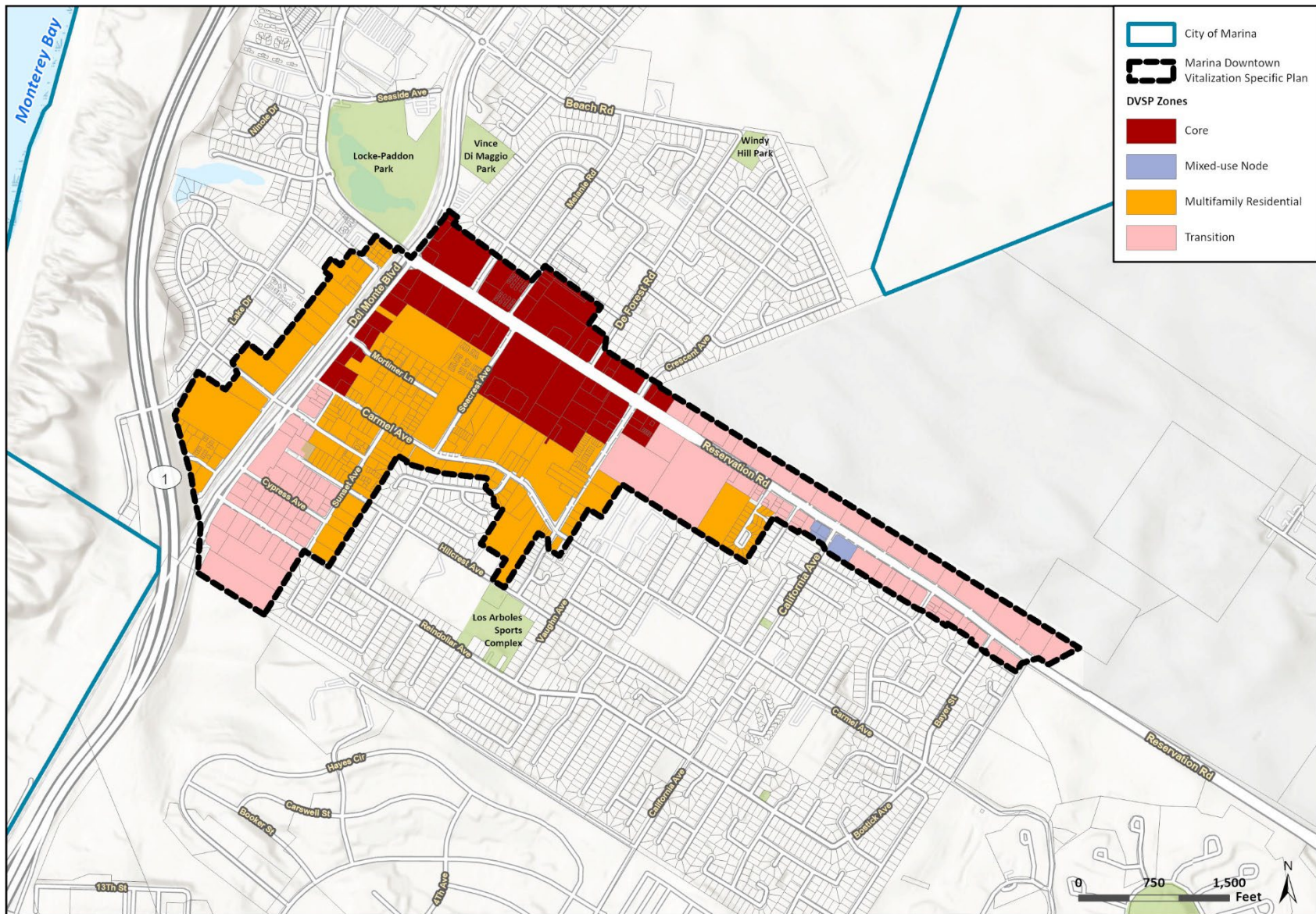
This chapter discusses land use designations and development potential, as well as policies and programs to develop a unique identity and sense of place in the public realm. The land use policies discussed in this chapter, along with design and development standards and permitted uses in **Appendix A: Development Code** and **Appendix B: Design Guidelines**, form a complete set of policies that will steer future land development and redevelopment within the Downtown. The following land use policies are intended to create and reinforce the desired urban image of Downtown and improve the overall aesthetic appearance and functionality of the street network. When implemented with standards in the Development Code, these policies and standards create predictability and therefore incentive for private investment in Downtown.

4.1 Land Use Plan

The Specific Plan calls for up to 2,904 additional residential units in the Downtown area. Currently, there are roughly 2,300 residential units in Downtown, so this Plan would more than double the residential capacity of the area. The Specific Plan also allows for the development of an additional 530,000 to 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.

4.1.1 Land Use Designations and Intent

The Specific Plan establishes the following land use designations to implement the Land Use Plan. The land use designations shown in **Map 4-1** are intended to function as implementing zoning in accordance with **Appendix A: Development Code**. Appendix A includes a Land Use Matrix which lists uses permitted in each district as well as development standards (property line setbacks, building heights, etc.) and other objective design standards.



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 Additional data provided by the City of Marina, 2022.

Map 4-1. Land Use Plan

Core District

The intent of the Core district is to permit and encourage higher intensity commercial and mixed-use development. The goal is to create a mix of different land use types in a planned 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, cycle, and use public transit. This type of compact development around high-quality transit systems, also known as transit-oriented development, is envisioned around the Monterey Salinas Transit Center and will be a guiding concept of this district.

Mixed-use Node District

The Land Use Plan calls for the creation of a mixed-use node at the intersection of Reservation Road and California Avenue. This node, surrounded by the lower-intensity Transition district, 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 similar to the types of development expected in the Core district. The mixed-use node is strategically located at a gateway into the Downtown Core to help ensure a vibrant, urban atmosphere is associated with Downtown Marina.

Transition District

The intent of the Transition district is to permit and encourage commercial, multifamily residential, and mixed-use developments at a slightly reduced density compared to 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 Highway 1 and Del Monte Boulevard), land uses should be inviting and visually interesting. Parking is screened and located behind or to the side of buildings, and building setbacks are landscaped with appropriate materials.

Multifamily Residential District

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 in Downtown. An additional 154 residential units are proposed in the Multifamily Residential district.

4.1.2 Development Potential

The amount of development that can reasonably be expected under the Plan is referred to as “buildout.” Buildout is expected to occur over the approximately 20-year planning horizon. **Table 4-1** details the potential residential units and commercial square footage that could result from buildout of the Specific Plan. This total represents the maximum development that could be expected in 2040 if the Specific Plan is implemented according to the land use designations described above.

Table 4-1. Anticipated new development by zone in the Downtown Specific Plan area

Land Use	Acres	Commercial Square Footage		Residential Units	
		Minimum	Maximum	Residential Density	Maximum Units
Core and Mixed-use Node District	56.4	317,766	901,470	70	1,372
Retail	-	208,427	675,390	-	-
Office	-	109,339	226,080	-	-
Transition District	104.0	214,322	483,727	50	1,378
Retail	-	70,352	199,279	-	-
Office	-	143,970	284,448	-	-
Multifamily Residential District	106.7	-	-	35	154
Total	267.08	532,088	1,385,197	-	2,904

4.1.3 Objective Design and Development Standards

Objective design and development standards are a key implementation strategy of the Specific Plan. Objective design standards are intended to make the requirements that apply to development projects more predictable and easier to interpret for all stakeholders, including decision makers, City staff, applicants, and members of the public. The purpose of objective design standards is to inform applicants beforehand what requirements apply to a proposed development and to enable the applicant to design a compliant project prior to submittal.

Government Code Sections 65913.4 and 66300(a)(7) defines Objective design standards as standards that:

involve no personal or subjective judgment by a public official and are uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant or proponent and the public official before submittal.

In the case of Marina, the standards are intended to foster a more traditional downtown built environment as opposed to the suburban development pattern seen in Marina today (**Figure 4-1**). This will involve requiring that buildings in new developments are oriented toward the street and built closer to the sidewalk instead of behind large parking areas.

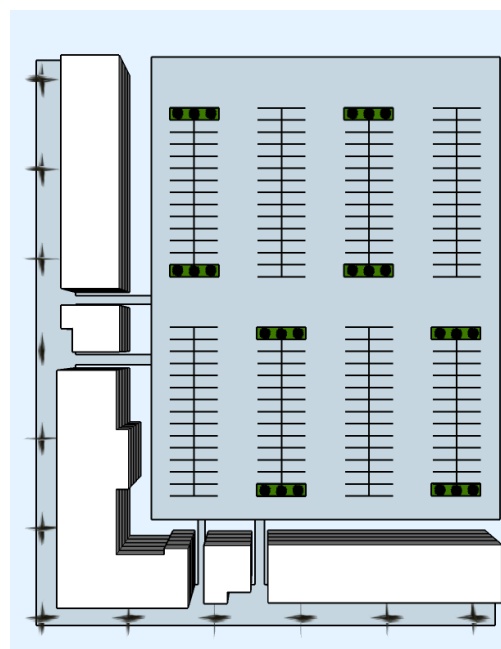


Figure 4-1. Traditional Downtown site layout with buildings brought to the edge of the sidewalk and parking in the rear.

Objective design and development standards allow for streamlined approval of certain proposed projects while still requiring these projects to further the functional and aesthetic goals of the Specific Plan. The design and development standards detailed in **Appendix A: Development Code** address characteristics of architectural design and site planning including:

- Building Location and Orientation
- Building Articulation, Massing, and Scale
- Architectural Elements
- Materials and Color
- Utility and Service Areas
- Circulation and Access

In addition to the Objective Design Standards, 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. See **Appendix B: Cultural Design and Landscaping Elements** for more details.

4.2 Placemaking Framework

The following goals and policies outline the desired future conditions of the Specific Plan area and create a framework for the development of a vibrant Downtown Marina.

4.2.1 *Vibrant, Mixed-Use Downtown*

The primary goal of the Specific Plan is to promote 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. The Specific Plan looks to establish Downtown Marina as a vital destination center that accommodates a mix of commercial, retail, dining, entertainment, parks, and residential uses.

The Specific Plan envisions the Core District to include mixed-use buildings built to the property line (**Figure 4-4**) with doors and windows that face wide sidewalks with shade trees and pedestrian amenities. Development standards will require new development to provide features like lighting, public art, seating, and landscaping along building frontages to enhance the streetscape and create a pedestrian oriented, urban atmosphere. The Core will feature a mix of high density housing and neighborhood-oriented businesses in a walkable, pedestrian-scaled environment (**Figure 4-2** and **Figure 4-3**). Paseos can be situated to provide pedestrian connections to residences, offices, retail, and restaurants on deeper lots as well as increase connectivity between Marina's large, disconnected blocks. Parking facilities are to be located to the rear of buildings and accessed via side streets to minimize the number of driveways crossing the sidewalk and create an urban "street-wall." Parking is located behind buildings, and shared parking agreements (including providing parking in structures) are encouraged.

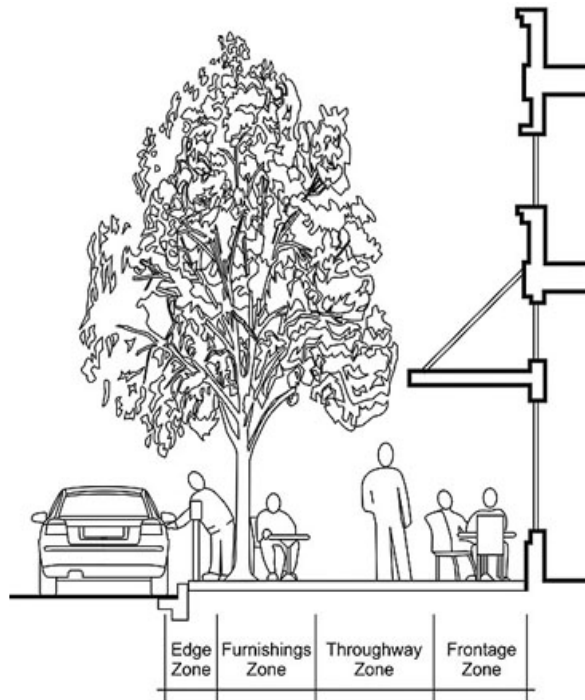


Figure 4-2. Pedestrian portion of the right-of-way.
Source: Urban Review St. Louis



Figure 4-3. Pedestrian right-of-way with outdoor dining next to building (top) or street (bottom).

The Transition and Multifamily Residential districts will be characterized by a “transitional” urban form (**Figure 4-5**) featuring buildings with doors and windows facing the street with larger setbacks than those found in the Core district. Parking will be located behind or to the side of buildings and accessed from the primary street frontage or side streets where possible. Setback areas will be well landscaped with native plants and trees creating a pleasant parkway environment for drivers, pedestrians, businesses, and residents. Commercial uses are encouraged on Reservation Road and Del Monte Boulevard to maximize visibility. Multifamily development is encouraged in the Transition District and may be designed in connection with a mixed-use project with commercial space on the street facing portion of the first floor or as an exclusively residential development. The Multifamily Residential district is reserved exclusively for residential development.

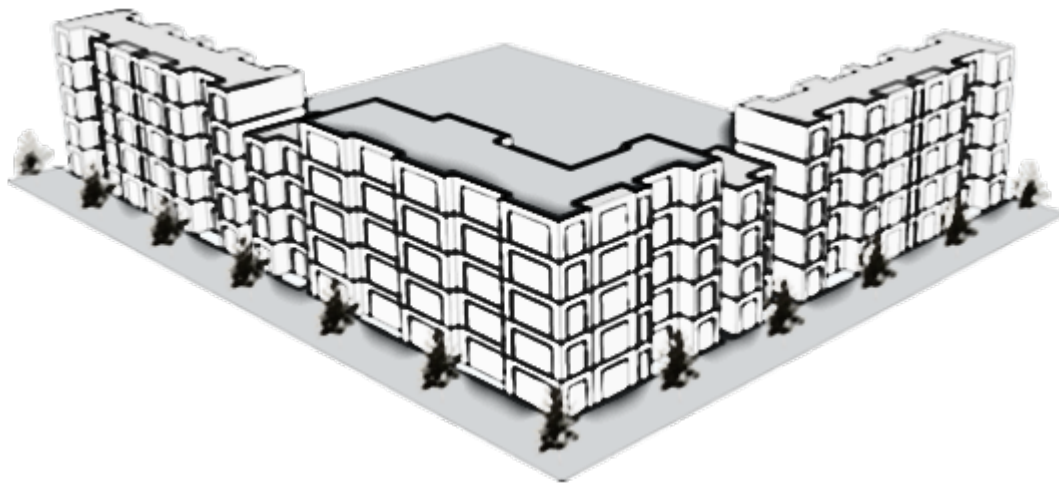


Figure 4-4. Urban block site layout.

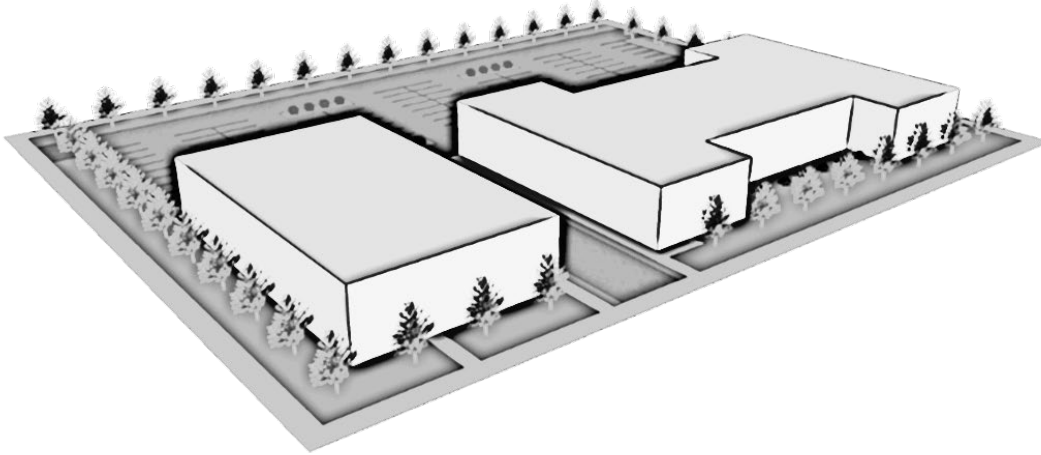


Figure 4-5. Transitional block site layout.

While there are several large parcels along Reservation Road which could be redeveloped, the typically small lot size under many different owners is a potential constraint to development in the Specific Plan area. Consolidation of contiguous lots under separate private ownership would allow more cohesive redevelopment envisioned for the Specific Plan area.

Marina is one of the most diverse small cities in the United States. 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. **Appendix B: Design Guidelines** provides guidance to property owners and developers for creating culturally inclusive spaces.

4.2.2 *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 (**Figure 4-6**). 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;
- Constraining sprawl and conserving open space;
- Lowering infrastructure costs;
- Promoting jobs-housing balance;
- Providing new housing;
- Creating vibrant new public spaces; and,
- Reducing the amount of land dedicated to parking.

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

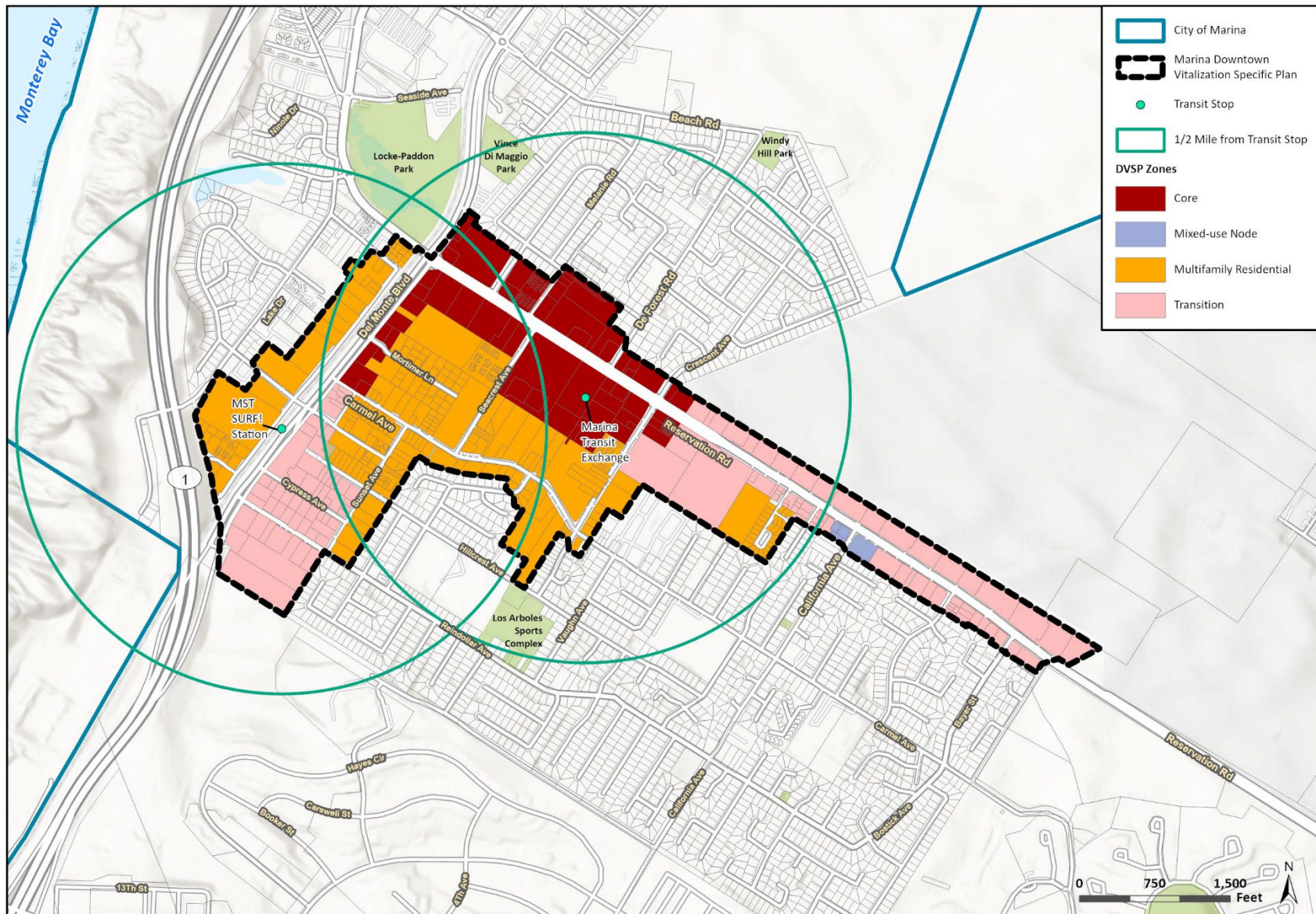


Figure 4-6. Transit-oriented development in Minneapolis.
Source: Metropolitan Council

transit stop. Land use intensities and densities decrease away from the Core area to ensure compatibility with existing peripheral neighborhoods.

California Assembly Bill 2097 approved by the State Assembly and Governor in September of 2022 eliminates parking mandates for homes and commercial buildings near transit, or neighborhoods with low rates of car use. The bill prohibits a public agency from imposing any minimum automobile parking requirement on most residential, commercial, or other development projects that are located within half a mile of public transit.

As shown in **Map 4-2**, the majority properties within the Specific Plan area are located within a half mile of public transit from the proposed MST SURF! bus rapid transit project and/or the Marina Transit Exchange. The proposed SURF! project would provide high quality BRT stops at the intersection of Del Monte Boulevard and Palm Avenue and MST Transit Exchange along Reservation Road.



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 Additional data provided by the City of Marina, 2023.

Map 4-2. Network of sidewalks, street crossings, and bicycle lanes in Downtown Marina.

4.2.3 *Housing Affordability*

The production of affordable housing is a primary goal of the Specific Plan. State legislation, namely Senate Bill (SB) 35 and SB 330, requires multifamily projects to be reviewed against objective standards. The standards provided in **Appendix A: Development Code** are structured to provide an objective framework for the design and development of multifamily projects which can be implemented without a discretionary process. In accordance with the laws, objective standards are the only basis a local agency may use to deny or reduce the density of certain eligible projects. Housing developers may take advantage of the legislation that streamlines approval if affordability requirements and specific criteria are met.

The Specific Plan looks to further the vision for Downtown by encouraging the development of multifamily housing which will both contribute to a lively neighborhood through residential and mixed-use development and fulfill the City's share of the Monterey Bay Area's regional housing need.

4.2.4 *Economic Vitality*

In order for Downtown to be successful and sustainable, the city must create an 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. The Specific Plan will establish a set of requirements and guidelines designed to guide the City toward its vision for a thriving economic future.

4.2.5 *Sustainability*

The California State General Plan Guidelines address sustainable development emphasizing the importance of addressing urban sprawl through compact, multiple use, transit-oriented infill development. On June 16, 2020, the City Council of the City of Marina adopted Resolution 2020-75, submitting to the voters at the November 3, 2020 General Municipal Election a Measure approving a General Plan Amendment extending the expiration date of the operative provisions of the 2000 Marina Urban Growth Boundary Initiative to December 31, 2040. The growth boundary is intended to discourage development in current open space areas north of the city limits and along its coast, and to encourage efficient development in Central Marina and within Marina's portion of former Fort Ord.

In combination with the urban growth boundary, Marina's General Plan policies emphasize the need to fully utilize the land within existing urbanized areas to accommodate Marina's fair share of the future population and employment growth. It also includes policies emphasizing the need for future development to have 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 pedestrian oriented community. This Specific Plan seeks to establish and reinforce a compact development pattern with the intent of reducing the number of vehicle miles traveled by Marina's residents and enabling mass transit, walking, and biking for transportation.

In addition to establishing a sustainable development pattern, the city can further reduce the impacts of development on the environment through the implementation of a variety of green building practices, environmentally aware landscaping, and increasing the availability of pedestrian amenities. Part 11 of Title 24 of the California Building Standards Code (also called CALGreen) sets minimum requirements for energy and water efficiency for newly constructed buildings, additions to existing buildings, and alterations to existing buildings. LEED Certification from the United States Green Building Council is reserved for buildings which may go above and beyond CALGreen in the pursuit of environmentally responsible development. The goals and policies described at the end of this chapter are intended to guide

new development in the Specific Plan area through the implementation of green building practices and smart growth policies. The addition of high-performance building guidelines such as Passive House or LEED can serve to both increase the mitigation of climate change through the reduction of greenhouse gasses as well as provide adaptation to the impacts of climate change for building occupants by increasing energy efficiency, indoor air quality, and resilience to extreme weather, wildfire, smoke, and power outages.

4.2.6 *Parks and the Urban Forest*

Parks located within or near Downtown create opportunities for people to meet, recreate, and share ideas. Public open spaces like parks and plazas help make Downtown a destination by allowing visitors to linger and enjoy the neighborhood. While there is an abundance of existing and planned park and recreational space citywide, there remains a need to provide neighborhood-serving park and recreation facilities for under-served neighborhoods in the Specific Plan area. The General Plan has established a standard of 1.8 acres of playground and/or neighborhood park space per 1,000 residents within 1,200 – 1,500 feet of housing units served in addition to private common open space provided on the site of new residential development.

While there are no parks located within the Specific Plan area, Locke-Paddon Park (**Figure 4-7**), Vince DiMaggio Park, and the Los Arboles Sports Complex are located nearby. To increase the amount of recreational space available to current and future residents in the area, the Specific Plan looks to facilitate the improvement of stormwater retention areas for recreational use, encourage the acquisition of vacant land for the development of mini-parks, and incentivize the provision of publicly accessible private open space within Downtown.



Figure 4-7. Locke-Paddon Park.

Source: Pinterest

A healthy urban forest is associated with numerous benefits to a downtown environment. Among many other benefits, street trees help create safer streets by reducing speeds and providing a buffer between motorists and pedestrians, while reducing air pollution and road noise. Trees reduce urban heat islands for a more comfortable pedestrian experience and provide vital habitat for insects and birds including the City's native raptor population.

In 1995, a Tree Committee was established to develop an ordinance to help preserve the City’s urban forest. The Tree Removal, Preservation and Protection ordinance governs actions relating to existing trees in public spaces and on private property, but it does not set forth standards or guidance on the expansion of the city’s urban forest.

The majority of trees in public spaces in the Specific Plan area are located in street medians along Reservation and Del Monte, with limited street tree plantings in the pedestrian portion of the right-of-way in the park strip. The trees in the medians are typically not indigenous to the area and are sporadically located. 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. The Specific Plan looks to guide the selection of trees suitable for Marina’s climate, require new developments to contribute to the urban forest, and properly maintain trees to preserve comfortable pedestrian mobility and visibility for drivers in passing cars. A list of trees ideally suited for Marina’s climate is included in **Appendix B: Design Guidelines**.



Figure 4-8. Arbutus marina on California Avenue.

4.2.7 Gateways, Wayfinding, and Signage

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. It is important that these gateway enhancements be generally consistent as they serve the role of ‘branding’ the community.

In July 2007, the City Council adopted Citywide Public Sign and Identity Program Guidelines. This document presents a uniform design theme for gateway and wayfinding signs in Marina. The document states that gateway signs “promote a stronger sense of place, articulate visual identity, and assist in wayfinding.” A concept for a gateway sign (Figure 4-9) is included alongside wayfinding signs in **Appendix B: Design Guidelines**.

The Specific Plan calls for the installation of gateway signage at the three entries to Downtown Marina at 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 (**Map 4-3**).

Civic signage plays a role in helping people understand the location of various uses and events occurring in the community (Figure 4-11), 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 allowing visitors and new members of the community to navigate their way to their desired destinations. Public information signage should be oriented to both vehicular and pedestrian traffic. Currently, public information signage in 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 Core district should be located on the building façade itself and designed to address both its pedestrian and vehicular audiences (Figure 4-10). Commercial signage in the Transition zones may include signage attached to buildings as well as freestanding signage where space for such signage is available. Freestanding signage should be located within the front setback of the building but, for safety, should not obscure drivers’ view of pedestrians.



Figure 4-10. Commercial blade signs.
Source: Under Consideration, Rite Lite Signs, Flicker

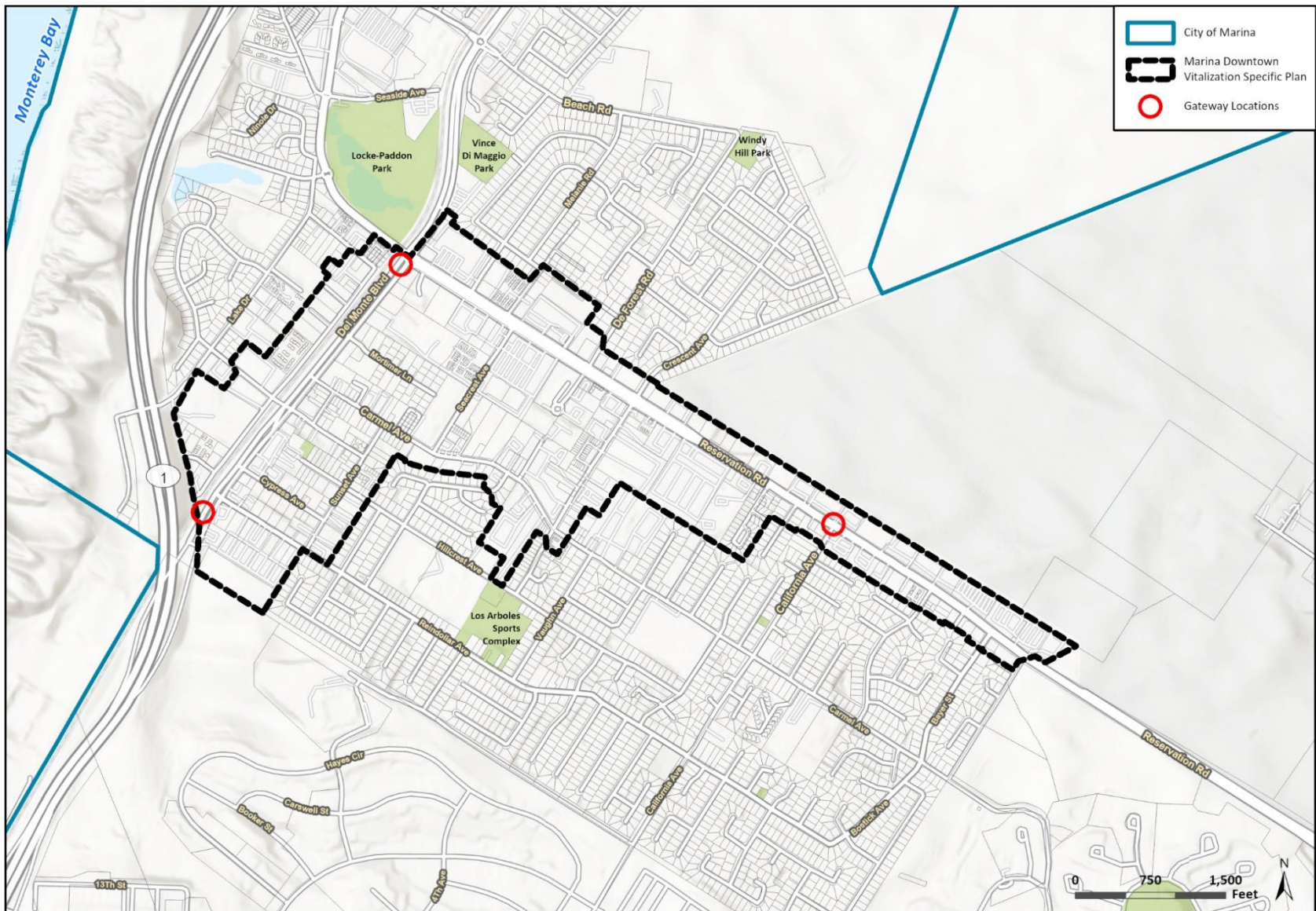


Figure 4-9. Example of gateway sign that could be used at key locations in Marina.



Figure 4-11. Wayfinding and directional signs.

Source: Rite Lite Signs



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 Additional data provided by the City of Marina, 2022.

Map 4-3. Gateways to Downtown Marina.

4.2.8 Public Art

The inclusion of Public Art in Downtown is an important opportunity for placemaking, but 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 fiberglass dolphins were sculpted by local artist Charles Fischer and are currently on public display with two placed at the entrance to the Civic Center complex at 211 Hillcrest, one located at the front of the Marina Square Shopping Center on Reservation Road (**Figure 4-12**), and one at the Marina Branch Library. The intent of the project was to include a symbol representative of Marina that would help brand the City.



Figure 4-12. Existing public art in Marina includes this sculpture of a dolphin at Marina City Hall.

As 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 creation of murals, sculptural works, and installations from local artists contribute to developing a strong sense of place. It will be important to include residents of Marina in the creation and placement of public art that adds value to the community. This Specific Plan seeks to reinforce the City’s General Plan and specifically Policy 3.34.7 to work with the local arts community to encourage the inclusion of public art within the City’s rights-of-way and other public spaces (**Figure 4-14** and **Figure 4-15**).

The City can encourage developers and landscapers to consider the multicultural nature of the community as they design projects in Downtown Marina (**Appendix B: Design Guidelines**). The following pages include examples of the types of public art installations encouraged in the Specific Plan area.



Figure 4-13. Bicycle rack including the City’s logo illustrates how street furniture can be developed to help identify the community.



Figure 4-14. These musical swings in Montreal create beautiful sound when in use (top).



Figure 4-15. 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).





Examples of public art (clockwise, from top left): patterned manhole cover, in-pavement dance steps, contemporary sculpture, sculpture commemorating Vietnamese immigrants, interactive chalkboard, interactive sound sculpture, textured mural, painted staircase, reflective pillars, Workers United in Struggle mural, freeway underpass mural, coastal-themed sculpture, sculpture with vertical orientation, colorful crosswalk, sculpture celebrating educator Mary McLeod Bethune.



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4.3 Land Use and Development Goals, Policies and Programs

Goal LU-1	Land Use and Development —A community with a safe, walkable, and vibrant Downtown, that attracts diverse business opportunities, encourages appropriate mixed uses, and integrates adjoining neighborhoods, parks and trails.
Goal LU-2	Community Identity —A Downtown that complements Marina’s natural setting, provides opportunities for an attractive and functional built environment, accommodates and reflects the diversity of the community where people gather for social, cultural, educational, and recreational experiences.
Goal LU-3	Cultural Diversity —a downtown where people of all incomes, ages, abilities, races, and cultures feel like they belong.
Goal LU-4	Housing Affordability —A variety of affordable, high-quality housing options for people to live Downtown.
Goal LU-5	Environmental Responsibility and Sustainability —A Downtown that supports innovation in design and employs high-performance building technology, net zero-energy and net zero carbon principles, and is designed to create more comfortable, environmentally responsible, energy efficient, and healthy indoor and outdoor environments.
Goal LU-6:	Economic Vitality —An environment that attracts businesses and supports economic activity through innovation and business and social opportunities.
Policy LU-1.1	Make Downtown a destination by retaining and attracting a wide range of uses. Encourage the development of civic, entertainment, office, live-work units, and retail uses, as well as educational facilities, major employers, and medical centers. <i>See Program 1 below.</i>
Policy LU-1.2	As City administrative buildings are expanded, ensure civic facilities remain within or near Downtown.
Policy LU-1.3	Implement objective design and development standards that emphasize pedestrian orientation and scale, move parking areas to the rear of buildings, active streetscapes, and common open spaces to enhance the appearance of and contribute positively to the visual character of Downtown.
Policy LU-1.4	Ensure that new development is required to minimize the number of driveways that could interfere with the pedestrian right-of-way in the Core district.
Policy LU-1.5	Prohibit drive-thru facilities in the Core district.
Policy LU-1.6	Allow a wider variety of uses in the Transition District. Allow retail, service, and hospitality businesses that serve citywide or regional populations, in addition to 100 percent residential projects, or a mix thereof.
Policy LU-1.7	Encourage the consolidation of small contiguous lots to allow for more cohesive redevelopment of the Specific Plan area. <i>See Program 2 below.</i>
Policy LU-2.1	Encourage proposed developments to include design elements that reflect the cultural diversity of Marina.
Policy LU-2.2	Explore opportunities to create more neighborhood serving parks and public spaces Downtown. This can include the reuse and improvement of stormwater retention areas, the acquisition of vacant land for the development of mini-parks, improving access to existing parks, and incentivizing the provision of publicly accessible private open space in the Specific Plan area.



Policy LU-2.3	Require new development to contribute to the urban forest by planting and maintaining street trees from the City’s approved list of species along the public right of way adjacent to the site to create a comfortable and verdant pedestrian environment.
Policy LU-2.4	Ensure proper pruning practices are maintained to open the canopy of the tree, ensure public safety, and allow for building visibility.
Policy LU-2.5	Make Downtown readily identifiable to residents and visitors by establishing gateways at key locations. Include such features as landforms, landscaping, vegetation, signage, and public art to define entry points and introduce Downtown to citizens and visitors.
Policy LU-2.6	Ensure consistent branding and signage through use of city logos, slogans, and other materials to direct motorists to parking and destinations as well as create an identity and sense of place Downtown.
Policy LU-2.7	Use public art to create opportunities for people to connect with others and to express the City’s history and diverse cultural heritage. <i>See Program LU-10 below.</i>
Policy LU-3.1	Encourage investment in and development of businesses that represent the City’s local identity, including minority owned businesses. <i>See Program 3 below.</i>
Policy LU-3.2	Establish a cultural district or districts within downtown with marketing, public spaces, and streetscape elements.
Policy LU-4.1	Promote housing development as a priority in all districts to address housing need.
Policy LU-4.2	Utilize State law and City ordinances to ensure that housing is provided to a mix of income levels within Downtown.
Policy LU-5.1	Encourage compact, high-density urban form by allowing developments with a variety of uses at the ground floor as well as on upper stories of buildings in the Core, Mixed-use Node, and Transition districts that serve the local community and reduce car dependence for daily needs.
Policy LU-5.2	In addition to meeting the requirements set by Title 24 of the California building code, project applicants are encouraged to include additional measures such as energy efficient building design and construction, passive strategies for heating/cooling, improved insulation and building envelope airtightness, wastewater technologies, water use reduction, water efficient fixtures, and building materials with minimal embodied carbon and environmental toxins. It is important to go above and beyond the minimum requirements for energy efficiency set by Title 24 of the California Building Code, recognizing the benefits of maximum energy efficiency, minimal embodied carbon, electrification to achieve net zero energy and net zero carbon for future residents and the community as a whole.
Policy LU-5.3	Encourage the use of high-quality, durable, and high-performance building materials with minimum embodied carbon and environmental toxins appropriate for coastal Monterey County and compliment the natural setting of Marina. Consider fog, wind, drought, salt air, and sandy soils in all landscaping decisions. Consider the local environment in all decisions related to landscaping, building, and public spaces.
Policy LU-5.4	Ensure both public and private projects effectively manage stormwater runoff through the implementation of Low Impact Development (LID) principles and minimize impervious surfaces and maximize stormwater infiltration wherever possible
Policy LU-5.5	Explore incentives for new developments to use locally available and recycled materials in construction wherever possible.



Policy LU-5.6	Explore incentives for new developments to reduce its carbon footprint through meaningful energy conservation measures and the use of renewable energy by opting-in to Monterey Bay Community Choice Power, Marina’s local Community Choice Energy program.
Policy LU-5.7	Encourage the use of living roofs and rainwater capture systems within the plan area to improve stormwater quality, capture rainwater for irrigation and reduce runoff during storm events.
Policy LU-5.8	Encourage the implementation of rooftop solar, battery energy storage, and electric vehicle charging in all new developments and major additions to existing buildings.
Policy LU-6.1	Promote economic development through land use planning, targeted circulation and infrastructure improvements, and expanded resource availability.
Policy LU-6.2	Encourage new retail to locate along corridors with high pedestrian and vehicle traffic volumes and good visibility, where it has the best opportunity to thrive.
Program LU-1	The City should pursue funding through public sources such as the California Arts Council, or other private sources, and explore opportunities for entertainment and activities venues such as a new auditorium.
Program LU-2	Study the potential for a lot consolidation program to incentivize lot consolidation that encourages redevelopment. Incentives may include reduced development fees, administrative review, decreased parking ratios, etc.
Program LU-3	Develop a business investment program to support minority owned stores and businesses in Downtown.
Program LU-4	Create outreach material for the non-profit and for-profit development community to learn about the streamlining benefits of the Specific Plan.
Program LU-5	Dedicate a page on the City's website to show community members how their properties can be redeveloped to accommodate multifamily housing throughout Downtown. Provide example housing developments of duplexes, triplexes, and multiplexes that meet the design intent and standards outlined in the Specific Plan.
Program LU-6	Dedicate a webpage on the City's website to encourage transparency in the housing development process, including how the City is meeting its local housing obligations under state requirements.
Program LU-7	Develop and maintain a business retention and expansion program.
Program LU-8	Establish a list of "shovel-ready" sites in consultation with property owners and provide the list to interested developers and businesses seeking sites in the city.
Program LU-9	Develop a public art master plan to celebrate the diverse culture and heritage of Marina. The master plan should include requirements for the ongoing maintenance of art installations and ensure representation of the rich cultural diversity of Marina.
Program LU-10	Develop a pilot program to identify potential sites, design, and implement improvements to stormwater retention basins such that they can safely be used as public parks.
Program LU-11	Develop a tree care program to catalog and monitor the health of trees in the public realm including trees in parkway strips and medians.
Program LU-12	Explore the adoption of a Reach Code within the Specific Plan Area or citywide to require new developments to implement energy efficiency and building electrification measures beyond the requirements of Title 24 of the California Building Code.
Program LU-13	Explore the feasibility of expanding the scope of the current Tree Removal, Preservation and Protection ordinance to require a permit to prune street trees in the parkway strip.



5 Mobility

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 vehicular, bicycle, and pedestrian circulation, pedestrian-oriented street design, electric vehicle charging, 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 Downtown to work, shop, and recreate.

The negative impacts of automobiles are well documented and include air pollution, noise, and traffic congestion. Wide roads can encourage speeding which makes walking and biking unpleasant and unsafe. Automobiles require large amounts of land dedicated to parking, which limits opportunities for development of parks, shops, and housing. Lastly, reliance on personal vehicles contributes many tons of greenhouse gases to the atmosphere, accelerating the impacts of climate change.

Consistent with the City's Vision and Mission Statement and in an effort to curb the negative effects of regular automobile use, the Specific Plan calls for investment in traffic calming measures, active transportation facilities and amenities, a holistic approach to parking management, electric vehicle charging, and improved public transit service in Downtown.

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.

5.1 Technical Studies

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 the 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.

The traffic analysis assumed that 2,904 residential units will be added to the Specific Plan area in addition to 530,000—1,385,000 square feet of retail and office space.

As part of the analysis, Kimley-Horn studied the feasibility of reducing the number of travel lanes on Reservation Road from four to two. While the analysis found intersections would operate at an acceptable level of service (LOS) on a two-lane facility, the road diet would result in significant queueing spilling back onto Del Monte Boulevard, Reservation Road, and other side streets. The consultant recommended maintaining four lanes of travel on Reservation Road.

The analysis also considered the implementation of single- and dual-lane roundabouts at several intersections in the Specific Plan area. The analysis concluded that mixing signals and roundabouts on a closely spaced grid system would result in traffic congestion, even with four lanes and a median. This is because arrival and departure patterns between roundabouts and signals are not conducive to traffic flow

and operations. The analysis recommended instead to cluster traffic signals in the Core district and utilize roundabouts at major intersections in the Transition areas approaching the Core, as shown in **Map 5-1**. **Table 5-1** includes a list of intersections proposed to receive or maintain roundabouts or signalized intersection treatments.

The analysis resulted in several other recommendations, including:

- Implementation of protected bicycle lanes on Reservation Road from Del Monte Boulevard to Salinas Avenue, using funds from a Caltrans Active Transportation Program grant (**Figure 5-1**);
- Green-colored pavement at the beginning of bicycle facilities, transitional green striping at intersections, and right turn pockets to create safer conditions for cyclists;
- Filling in gaps in the sidewalks on Reservation Road and Del Monte Boulevard;
- Narrowing of travel lanes from 12'-14' to 11' to discourage speeding;
- 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;
- 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; and,
- Preserving an acceptable LOS while reducing speeds, particularly along Reservation Road and Del Monte Boulevard.

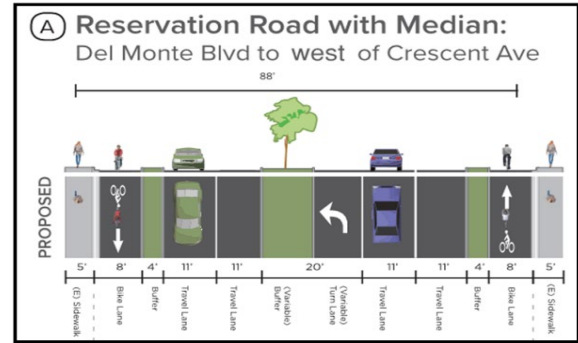
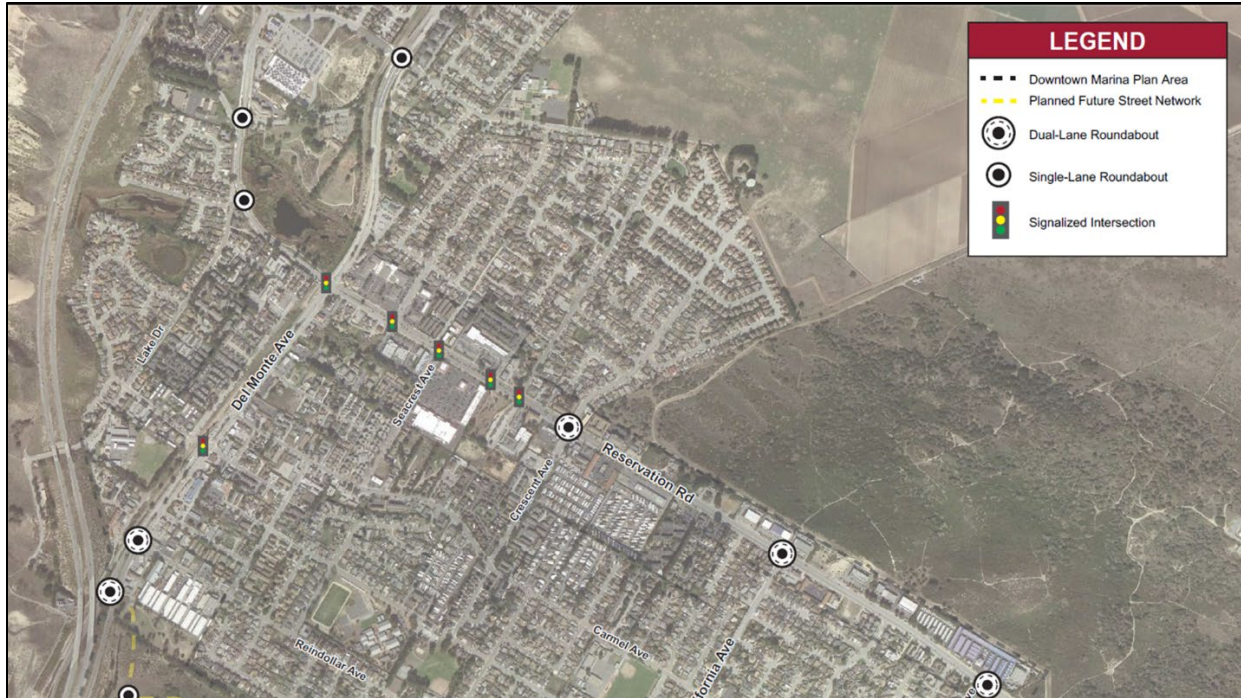


Figure 5-1. Concept cross section of Reservation Road.

Table 5-1. Major intersections in the Specific Plan area

Intersection	Treatment
Del Monte Blvd / Patton Pkwy	Single-lane roundabout
Del Monte Blvd / Hwy 1	Dual-lane roundabout
Del Monte Blvd / Reindollar Ave	Dual-lane roundabout
Del Monte Blvd / Palm Ave	Signalized intersection
Del Monte Blvd / Reservation Rd	Signalized intersection
Reservation Rd / Vista del Camino	Signalized intersection
Reservation Rd / Seacrest Ave	Signalized intersection
Reservation Rd / Marina Square parking	Signalized intersection
Reservation Rd / De Forest Rd	Signalized intersection
Reservation Rd / Crescent Ave	Dual-lane roundabout
Reservation Rd / California Ave	Dual-lane roundabout
Reservation Rd / Salinas Ave	Dual-lane roundabout



Map 5-1. Location of roundabouts and signalized intersections in Downtown Marina.

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

The planned extension of Del Monte Boulevard south to 2nd Avenue (**Figure 5-2**) will help bridge a geographical gap between Downtown Marina and the Dunes project on the former site of Fort Ord. This vital connection will reduce the need to get on Highway 1 for trips within the city. It also presents an opportunity for further gateway enhancements, as discussed in **Chapter 4: Land Use and Development**.

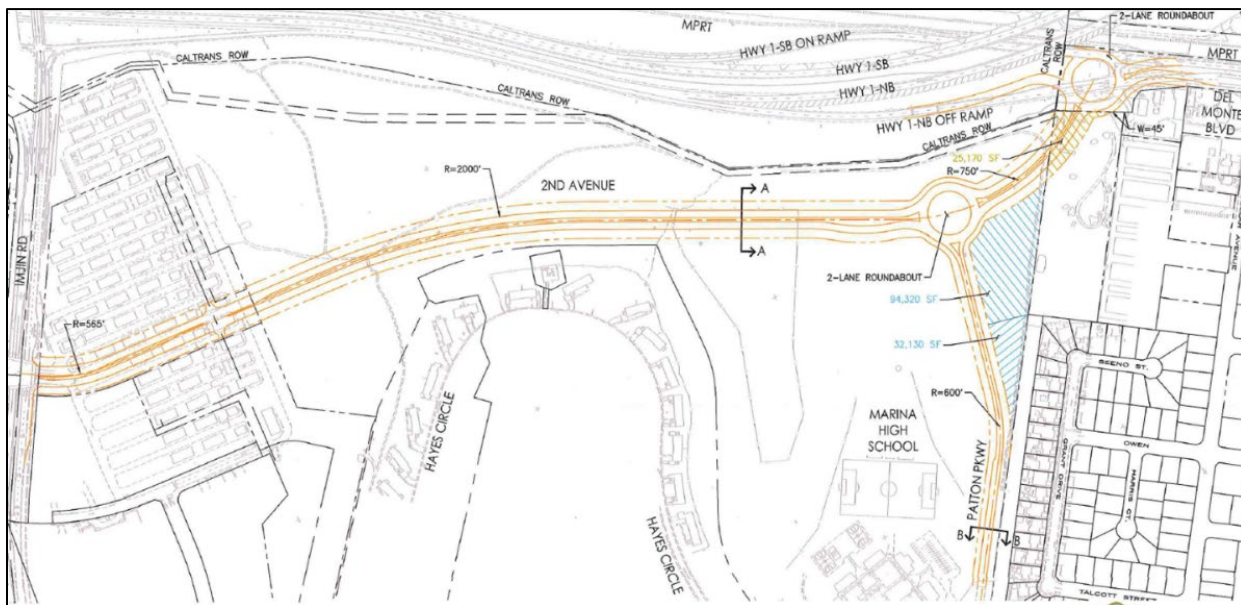


Figure 5-2. Illustrated concept of Del Monte Boulevard extension.

5.2 Traffic Calming and Complete Streets

To establish an environment that is safe and inviting to pedestrians and cyclists, it is important to integrate specific traffic calming measures aimed at reducing traffic speeds and increasing pedestrian connectivity. Traffic calming is a major part of what Smart Growth America refers to as Complete Streets. Complete Streets is an approach to planning, designing, and building streets that enables safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. **(Figure 5-3). Table 5-2** includes a list of common traffic calming measures including bulb-outs, landscaped medians, street trees, accent paving, and with building frontage create an urban street environment that encourages drivers to slow down.



Figure 5-3. Complete street concept.

Source: Crandall Arambula Urban Design

Table 5-2. Traffic Calming Measures

Traffic Calming Device	Description
Road Width Reduction /Road Diet	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 while crossing wide streets.
Curb Extensions/Neckdowns/ Bulb-outs	Curb extensions at intersections that reduce the roadway width from curb to curb thereby reducing pedestrian crossing distance and slowing traffic.
Speed Tables/Raised Crosswalks	Ramped surface above roadway requiring drivers to slow while crossing pedestrian areas.
Reduced Corner Radii	The radius of street corners affects traffic turning speeds. A tighter radius forces drivers to reduce speed to safely make the turn.
Rumble Strips	Low bumps across road make noise when driven over
Roundabouts	Medium to large traffic circles requiring traffic to slow while navigating an intersection.
Pavement Treatments/Pavement Textures	Pavement treatments such as cobbles or bricks and markings to designate pedestrian oriented areas.

Traffic Calming Device	Description
Bicycle Lanes	Marking bicycle 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
Reduced Speed Limits	Reduction of posted speed limits and enforcement of posted speed limits.
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
Elimination of Turn Lanes	Turn lanes facilitate vehicular movement across pedestrian rights-of-way during walk cycles. Eliminating dedicated turn lanes can improve pedestrian safety by encouraging drivers to stop completely before making a turn.

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 where there is a higher degree of potential conflicts with pedestrians and cyclists. 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, bicycle lanes, medians, and widened sidewalks.

Bulb-outs

Bulb-outs 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 (**Figure 5-4**). Bulb-outs should be incorporated at key intersections leading into and throughout Downtown. These curb extensions will be designed in conjunction with on-street parking as they create protected pockets along the road to allow for parallel parking. On-street parking consequently also narrows the perceived width of the road and serves as a traffic calming feature.



Figure 5-4. Bulb-out.
Source: SF Streetsblog

Accent Paving

Accent paving—unit pavers or colored concrete—should be used to draw attention to pedestrian crossings (**Figure 5-5**). The change in texture makes motorists aware, through both visual and audible queues, that they are entering a pedestrian oriented space which in turn can slow the speed of traffic. Refer to **Appendix B: Design Guidelines** for more on accent paving and pedestrian crossings.



Figure 5-5. Accent paving at crosswalk.
Source: Main Street Beverly (blog)

Medians

Medians can help improve the overall appearance of streets and help slow traffic (**Figure 5-6**). 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 the pedestrians crossing the road.



Figure 5-6.
Landscaped median.
Source: Downtown
Brooklyn

Street Trees

Street trees offer an aesthetic alternative to the open speedway feeling of a treeless road (**Figure 5-7**). When planted in park strips, sidewalk tree-wells and medians, trees have a traffic calming effect as they create a visually enclosed street scene and separate pedestrians from vehicular traffic. Trees should be pruned regularly to ensure branches do not infringe on the pedestrian or bicycle right-of-way. **Appendix B: Design Guidelines** includes a list of trees appropriate for Downtown.

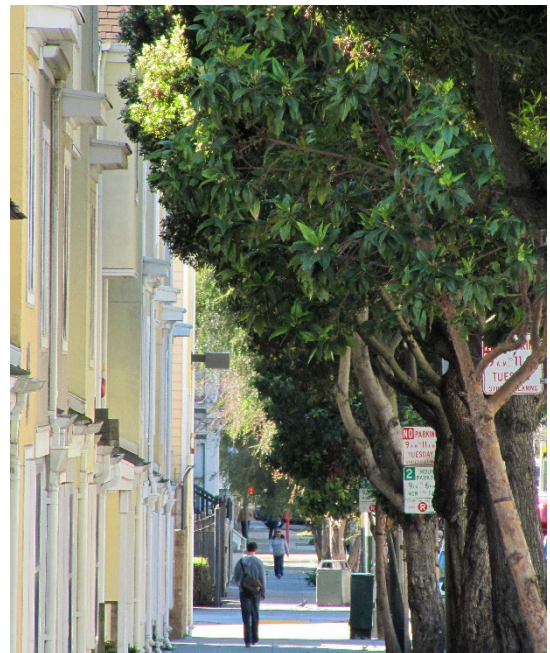


Figure 5-7. Street trees.
Source: Friends of the Urban Forest

5.3 Active Transportation

Although walking and biking are important ways for residents and visitors to get around Downtown, significant gaps exist in the City's sidewalk and bicycle network. To promote walking and biking in Downtown, the City should work toward a robust network of sidewalks and bikeways, facilitate walking and biking through the provision of streetscape amenities, and promote micro-mobility (bicycle and scooter sharing) services in the Specific Plan area and Central Marina more broadly.

Pedestrian and Bicycle Network

The Specific Plan looks to implement policies detailed in the City's 2010 Pedestrian and Bicycle Master Plan (PBMP). The PBMP identifies several goals and strategies relevant to the development of pedestrian and bicycle facilities Downtown including:

- Sidewalks should be installed on both sides of all streets;
- Sidewalks should provide direct connections between destinations, including homes, schools, shopping areas, public services, workplaces, parks, and transit facilities;
- Larger sidewalks should be used along arterial streets Downtown, in locations where large concentrations of pedestrians are expected and within one-half mile of a transit center;

- Intersections should be as compact as possible, and corner radii as small as possible, to facilitate safe crossings;
- Pedestrian refuge islands should be used on wider streets;
- Marked crosswalks should be provided across all street approaches to signalized intersections and at stop-controlled intersections where pedestrian traffic commonly occurs (such as near parks, schools, and transit stops) and should incorporate pedestrian activated signals.
- Bikeways should be implemented along key thoroughfares. The PBMP identifies several guidelines relating to bikeways, including:
 - Multi-lane roadways with intersections should include on-street bicycle lanes or independent parallel trails. Existing roadways should receive bicycle lanes where feasible;
 - Bikeways should be designed to maximize bicycle travel through effective connections.

Pedestrian and Bicycle Amenities

In addition to creating a safe and complete pedestrian and bicycle network, amenities aimed at pedestrians and cyclists can help people feel safer and more comfortable while walking or biking to various destinations. Where possible, amenities should be co-located to encourage easy access and potentially reduce costs.

Seating areas should be considered wherever extra sidewalk width allows them (**Figure 5-8**). Seating space can be included on walls, in alcoves, and along other edges. Similarly, planters add color and beauty to the streetscape. The use of local stone, masonry, and other building materials complementing area buildings and monuments should be considered.

Bicycle racks should be placed in secure locations outside the pedestrian right-of-way. The City should install attractive and functional bicycle racks in a U-rack, bollard, or decorative format. Wave, grid, and spiral racks should be avoided.

In conjunction with Monterey-Salinas Transit, the City should work to install attractive bus stops that include shelters, benches, trash receptacles, and appropriate lighting (**Figure 5-9**). When possible, bus stops should be located near major intersections or mid-block crossings to facilitate the safe movement of people crossing the street.



Figure 5-8. Street furniture.
Source: Blueton Limited



Figure 5-9. Bus shelter for Monterey-Salinas Transit in Monterey.
Source: Monterey Herald

Micro-mobility

In addition to personal bicycles, bicycle and scooter sharing programs can serve important roles in Downtown (**Figure 5-10**). They could provide people with easy connections to transit stops and facilities, help people accomplish short trips to various destinations without use of the automobile, and provide a low-cost alternative to ridesharing or carpooling within Downtown.

Dedicated facilities for bicycles are present in many locations Downtown, but separate facilities for scooters have not been put in place. While recognizing the benefits of bicycle and scooter sharing, the City should support people to use bicycles and scooters by providing appropriate facilities including dedicated and protected bicycle lanes and bicycle racks.

The City should be sure to continue enforcing laws preventing the use of scooters and bicycles on sidewalks.

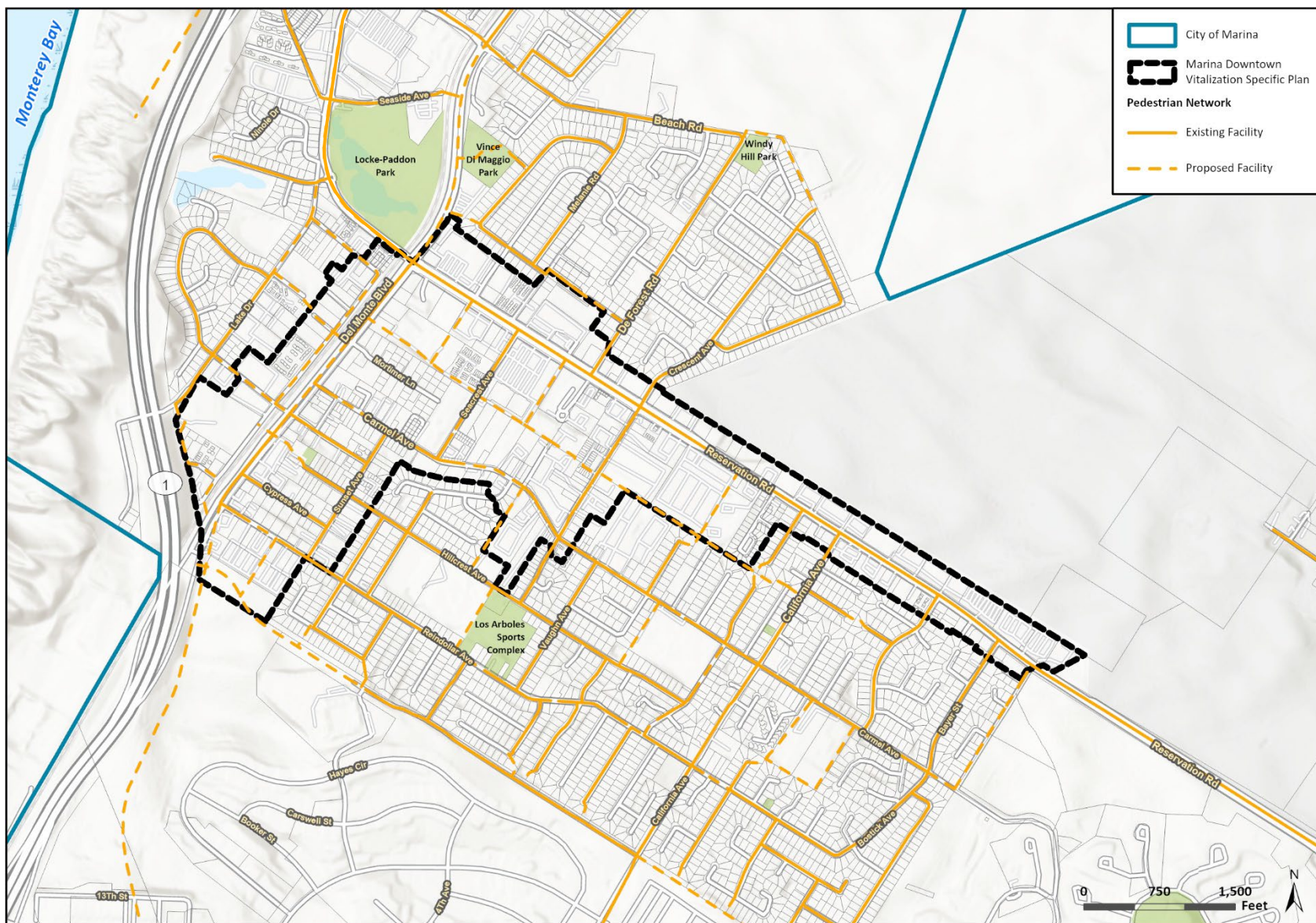


Figure 5-10. Bikeshare parking/charging station.

Source: Wired

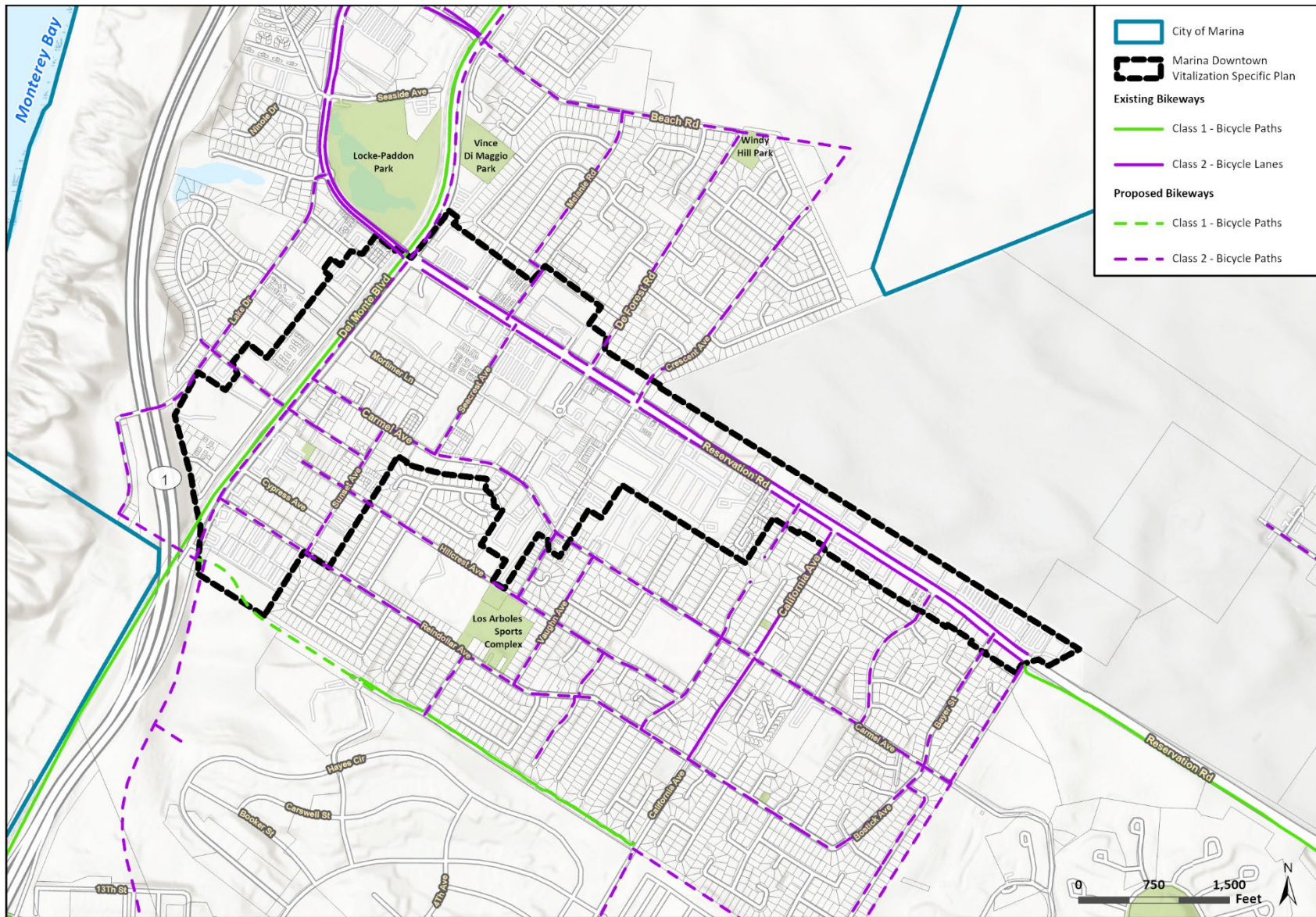
5.4 Pedestrian, Bicycle, and Roadway Improvements

Consistent with the City’s 2010 Pedestrian and Bicycle Master Plan, all streets in Downtown shall have continuous sidewalks on both sides of the street, and bikeways shall be implemented along key thoroughfares (**Map 5-2** and **Map 5-3**). Sidewalks and bikeways shall 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.



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Additional data provided by the City of Marina, 2022.

Map 5-2. Existing and proposed pedestrian network.



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 Additional data provided by the City of Marina, 2022.

Map 5-3. Existing and proposed bicycle network.

5.5 Parking

Surface parking lots abound in Downtown Marina, and they are primarily located along Reservation Road and Del Monte Boulevard. Existing commercial areas are oriented in a strip mall configuration with buildings positioned to the rear of sites leaving room for large parking lots in the front.

The Specific Plan allows significant intensification of development in the Specific Plan 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 higher intensity development occurs. The Specific Plan assumes that structured parking with shared access will eventually replace surface lots as more intensive mixed-use development occurs. To create a pedestrian-friendly and aesthetically pleasing downtown core, on-site parking lots should be located behind buildings. **Appendix A: Development Code** provides clear standards for the provision of parking in the Specific Plan area. Specific elements of the proposed parking plan are outlined below.

On-street Parking

There are a number of benefits of on-street parking: Convenience, separation between the street and pedestrians, and traffic calming, (**Figure 5-11**). Where appropriate, reverse diagonal parking can increase the number of parking spaces available along curbs, and more importantly, when compared to front-in diagonal parking and standard parallel parking, reverse diagonal parking reduces the likelihood of vehicle and pedestrian collisions. Front-in diagonal parking causes drivers and passengers to go closer to the flow of traffic to utilize trunk space or bike racks and increases risk of being struck by a passing vehicle.



Figure 5-11. On-street parking.
Source: WUFT

On-street parking will be provided in Downtown in strategic areas in accordance with the Specific Plan.

Off-street Parking

Off-street parking lots are to be located at the rear of a property in the Core, Mixed-use Node, and Multifamily Residential District and at the rear or side of a property in the Transition District. This aids in maintaining a streetscape that emphasizes a direct connection between pedestrians, buildings, and the landscape. Parking lots should be landscaped (**Figure 5-12**).



Figure 5-12. Off-street parking.
Source: Pinterest

Parking Lot Consolidation

Parking lot consolidation is encouraged. When spaces are shared between uses, fewer parking lots are needed. Consolidation creates better organization and movement of service and delivery vehicles, opportunities for shared space, and an aesthetically improved streetscape that favors pedestrian movement.

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 service uses should be included on the first floor facing the street. **Appendix A: Development Code** includes design standards for parking structures.

5.6 Transit

The use of public transit can reduce the number of single-occupant vehicles on the road and help Marina achieve community-wide goals for reducing traffic congestion, vehicle miles traveled, and greenhouse gas (GHG) emissions. The quality of transit service is determined by a range of factors, including frequency, reliability, and ease of access. As the Specific Plan is built out and new residents move into the area, there will be opportunities to expand transit service and frequency. The City and development community should work with Monterey-Salinas Transit to explore additional routes and more frequent service as the Specific Plan area develops. Streetscape improvements should anticipate bus stops and shelters as well as pedestrian connectivity to public transit stops.

5.7 Mobility Goals, Policies, and Programs

Goal M-1	Mobility - A Downtown with safe and efficient pedestrian and vehicular circulation that encourages people to gather, walk, cycle, or use public transportation.
Policy M-1.1	Utilize traffic calming measures such as bulb outs, medians, and street trees to lower speeds throughout the Specific Plan area to creating a safer and more pleasant Downtown environment while balancing the demands of local and regional vehicular traffic.
Policy M-1.2	Mitigate traffic congestion through capacity management measures rather than further road widening.
Policy M-1.3	As development and redevelopment of large sites occurs in Downtown, encourage the development of blocks of approximately five acres in size to help provide access to landlocked and limited access parcels to encourage connectivity. For properties within a block under multiple ownership, provide for cross access through the block consistent with the Bicycle and Pedestrian Master Plan.
Policy M-1.4	Require the dedication of easements to create midblock pedestrian through-ways to develop an efficient, safe, and attractive pedestrian and bicycle path network throughout Downtown as well as providing access to businesses and residences in the interior of the site. These new pedestrian connections should include privately-owned and maintained amenities such as landscaping, outdoor seating, signage, and lighting.
Policy M-1.5	Develop a complete sidewalk system within Downtown, requiring right of way dedication as needed to close gaps in the sidewalk network.
Policy M-1.6	Undertake streetscape and landscape improvements such as tree wells with benches, green sidewalks, street furniture, and public art along Reservation Road, Del Monte Boulevard, and side streets in the Core District to enhance the aesthetics and functionality of the pedestrian environment.
Policy M-1.7	Ensure streets accommodate people with special mobility needs by ensuring that right-of-way improvements, like, sidewalks, crosswalks, and driveways meet ADA standards.
Policy M-1.8	Install midblock crossings with enhanced striping, lighting, signage, and other safety features on major streets such that the distances between crossings are reduced to 600 feet or less.



Policy M-1.9	Require new commercial and mixed-use developments to provide appropriate bicycle parking for residents, workers, and patrons. Encourage developments to include end-of-trip support facilities such as lockers, changing rooms, and showers.
Policy M-1.10	Continue to evaluate the need for and financial feasibility of shared parking structures within the Core district if parking demand requires.
Policy M-1.11	Require that parking is located behind buildings or in underground structures in the Core, Mixed-use Node, and Multifamily Residential District out of direct view from the public right of way. Surface parking is allowed to the side of buildings in the Transition District.
Policy M-1.12	Require that above-ground parking structures, including podiums, be wrapped with other uses to create an attractive, pedestrian-friendly environment.
Policy M-1.13	Encourage alternative transportation, such as walking, biking, and transit, to reduce overall parking demand.
Policy M-1.14	Work with MST to improve pedestrian access to the Marina Transit Exchange and provide pedestrian amenities at all bus stops Downtown with adequate lighting, signage, bicycle and scooter parking, and covered benches.
Policy M-1.15	Work with MST to expand bus routes within Marina and increase the frequency of bus service on both regional and citywide routes.
Policy M-1.16	Collaborate with the MST SURF! program to facilitate the use of bus rapid transit system for resident commutes.
Policy M-1.17	Support the implementation of roundabouts and lane reductions on Del Monte Boulevard. Similarly, continue to evaluate the feasibility of lane reductions on Reservation Road to calm the flow of traffic and further the City’s goal of creating more inviting streetscapes.
Policy M-1.18	Explore the implementation of micro-transit solutions including scooter and bicycle sharing programs and shuttle service between Downtown and major destinations.
Policy M-1.19	Improve pedestrian and bicycle connections between Downtown Marina and the Monterey Bay Scenic Trail and the Fort Ord Regional Trail and Greenway.
Policy M-1.20	Partner with Electrify America, ChargePoint or other providers to facilitate the development of an electric vehicle charging station downtown.
Policy M-1.21	Update the Downtown Vitalization Specific Plan as appropriate to best facilitate the implementation of new advances in transportation technology including self-driving vehicles and aerial-taxi services.
Program M-1	Develop a mobility plan for the Downtown to include complete streets design, pedestrian and bicycle paths, improvements to transit, parking, electric vehicle charging, and transportation demand management measures. The plan should include a cost estimate and a financing and capital improvement program.
Program M-2	Community Development Department and Public Works Department should collaborate to implement low-cost improvements using existing resources to establish gateways to the Downtown along Reservation Road and Del Monte Boulevard, directional signage, and simple streetscape enhancements such as protected bicycle lanes, accent paving on crosswalks, reduced lane width, and curb bulb-outs.
Program M-3	Conduct regular surveys of pedestrian and bicycle infrastructure to ensure the maintenance of public sidewalks, crosswalks, bicycle paths, bicycle racks, benches, waste receptacles.



6 Public Facilities and Infrastructure

This chapter of the Specific Plan addresses the planned distribution, location, extent, and intensity of local services and public facilities, including potable water, wastewater, stormwater drainage, fire and police services, schools, libraries, and healthcare. Implementation of the Specific Plan will require the construction of infrastructure and provision of public services and utilities to serve the Specific Plan area in accordance with required standards. **Table 6-1** below lists various existing service providers for the Specific Plan area. Phasing and financing related to public services are discussed in **Chapter 7: Implementation**. This chapter also addresses the goals, policies and programs that are associated with the provision of adequate public services, public facilities, and utility services in the Specific Plan area.

Table 6-1. Service Providers in the City of Marina

Public Facility/Service	Provider
Potable Water	Marina Coast Water District
Wastewater	Marina Coast Water District, Monterey One Water
Stormwater	On-site and subdivision scale drainage and retention
Electrical Utilities	Monterey Bay Community Power, Pacific Gas and Electric
Natural Gas	Pacific Gas and Electric
Telecommunications	AT&T, Comcast
Fire Services	Marina Fire Department
Police Services	Marina Police Department
Schools	Monterey Peninsula Unified School District
Libraries	Monterey County Free Libraries

6.1 Potable Water

The public water supplier for Downtown Marina is the Marina Coast Water District (MCWD), a county water district formed and authorized by Division 12 of the California Water Code. MCWD was established in 1960 and provides potable water, wastewater collection, and reclaimed water services to customers within the City of Marina and portions of the City of Seaside to the south. MCWD owns and operates its own wells, pump stations and distribution infrastructure and relies completely on local groundwater pumped from the Salinas Valley Groundwater Basin to meet potable water demand.

In 2020, the MCWD prepared a water supply assessment (WSA) for the 20-year build out of the Specific Plan including up to 1,385,200 square-feet of commercial space and up to 2,900 new multifamily dwelling units. Under the provisions of SB 610, prior to the adoption of the Specific Plan, the City of Marina was required to request that the MCWD assess availability of potable water required to serve the additional development proposed by the Specific Plan. The WSA found that the high-density residential, office, and retail development proposed in the Specific Plan is projected to increase potable water demand by approximately 282-acre feet per year (AFY) by 2040 when compared to previous build out estimates of the Central Marina Service Area. The WSA also concluded that MCWD will be able to provide adequate supply for the projected development of the Specific Plan.

The MCWD 2020 Urban Water Management Plan (UWMP) compiled water demand projections from several recent WSAs (including the 2020 WSA for the Specific Plan) and development forecasts to assess water supply availability for the entire MCWD service area. The UWMP echoed the conclusions of the WSA forecasting that the water demand of Central Marina in 2040 including the buildout projections

identified within Specific Plan will be 2,284 AFY. MCWD has already allocated 3,020 AFY of groundwater from the Salinas Valley Groundwater Basin to supply the Central Marina Service Area. The projected 20-year water demands in the UWMP across the entire MCWD are approximately 10,000 AFY, with an allocation amount of 11,040 AFY as shown in **Table 6-2**.

Table 6-2. Marina Coast Water District 2020 Urban Water Management Plan Projected Demand and Allocation by Service Area

MCWD Service Area	2020 Demand (AFY)	2040 Demand (AFY)	Water Allocation (AFY)
Central Marina (Including DVSP)	1,438	2,284	3,020
Armstrong Ranch	0	680	920
CEMEX	0	0	500
Marina Subtotal*	1,438	2,964	4,440
Ord Community Subtotal*	1,929	6,610	6,600
Total (Marina + Ord Communities)	3,367	9,574	11,040

Note: MCWD divides projected water demand between the City of Marina and the Ord service areas. The City of Marina service area includes Central Marina (including the DVSP), Armstrong Ranch (Marina Station), and the CEMEX property. The Ord community includes U.S. Army property, CSUMB, Del Rey Oaks, Monterey, portions of the County of Monterey, UCMBEST property, Seaside, and the State Parks.

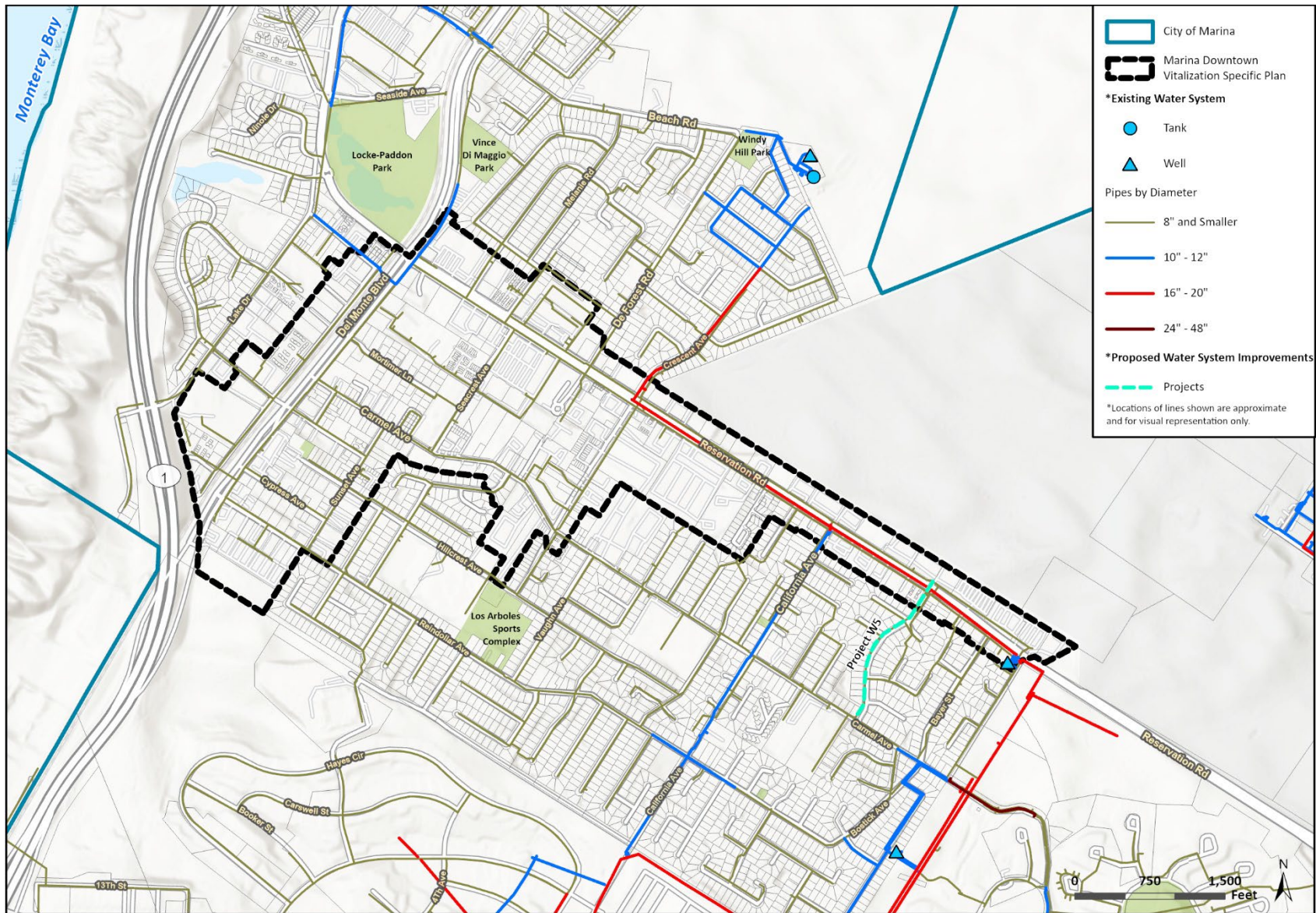
As future water demands increase, the District plans to develop additional sources of water supply including the desalination of brackish groundwater and increased indirect potable reuse of purified recycled water from the Pure Water Monterey project. In addition, Monterey One Water (M1W) (formerly known as the Monterey Regional Water Pollution Control Agency) has agreed to deliver up to 1,427 AFY of recycled water from the Advanced Water Treatment Facility. Water from this facility will be used for groundwater replenishment and landscape irrigation within Central Marina thereby reducing additional demand for potable water. MCWD is currently constructing a recycled water distribution network and will begin delivering recycled water for urban landscape irrigation within the next few years.

Recently, MCWD and the City of Marina have come into conflict with a private water utility over the utility's efforts to develop a large scale seawater desalination operation on the coast immediately north of city limits. This project was involved in ongoing legal challenges at the time of Specific Plan adoption.

6.1.1 Water Infrastructure Improvements

MCWD performed an analysis of existing water infrastructure based on projected demands within their 2020 Water Master Plan. MCWD identified one key potable water infrastructure improvement project necessary to accommodate projected future demand within the Specific Plan area. Project W5 of the 2020 MCWD Water Master Plan, the Lynscott Drive Pipeline Replacement shown in Figure 6.1, will replace an existing 8-inch pipeline with a new 12-inch pipeline to meet the increase of demand associated with the buildout of this Specific Plan. **Map 6-1** shows the existing water system and proposed improvements.

While buildout of the Specific Plan will increase water demand, there is sufficient capacity through MCWD to provide water for development of Downtown. Water infrastructure improvements, including pipe upsizing, shall be met with Program PF-1.



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 Additional data provided by MCWD, 2019.

Map 6-1. Existing water system and proposed improvements

6.2 Wastewater

The provision of sanitary sewer or wastewater service in the Monterey Region is organized at two levels. Local cities and sanitation districts are responsible for maintenance and extension of sewer lines, while M1W is responsible for development and operation of wastewater treatment facilities. MCWD oversees the installation and maintenance of sewer lines in Marina. Wastewater is carried by the MCWD sanitary collection system to the M1W pump stations. From local pump stations, the wastewater is transported to the M1W treatment plant located two miles north of Marina. The regional treatment facility has a design and permitted capacity of 29.6 million gallons per day (mgd).

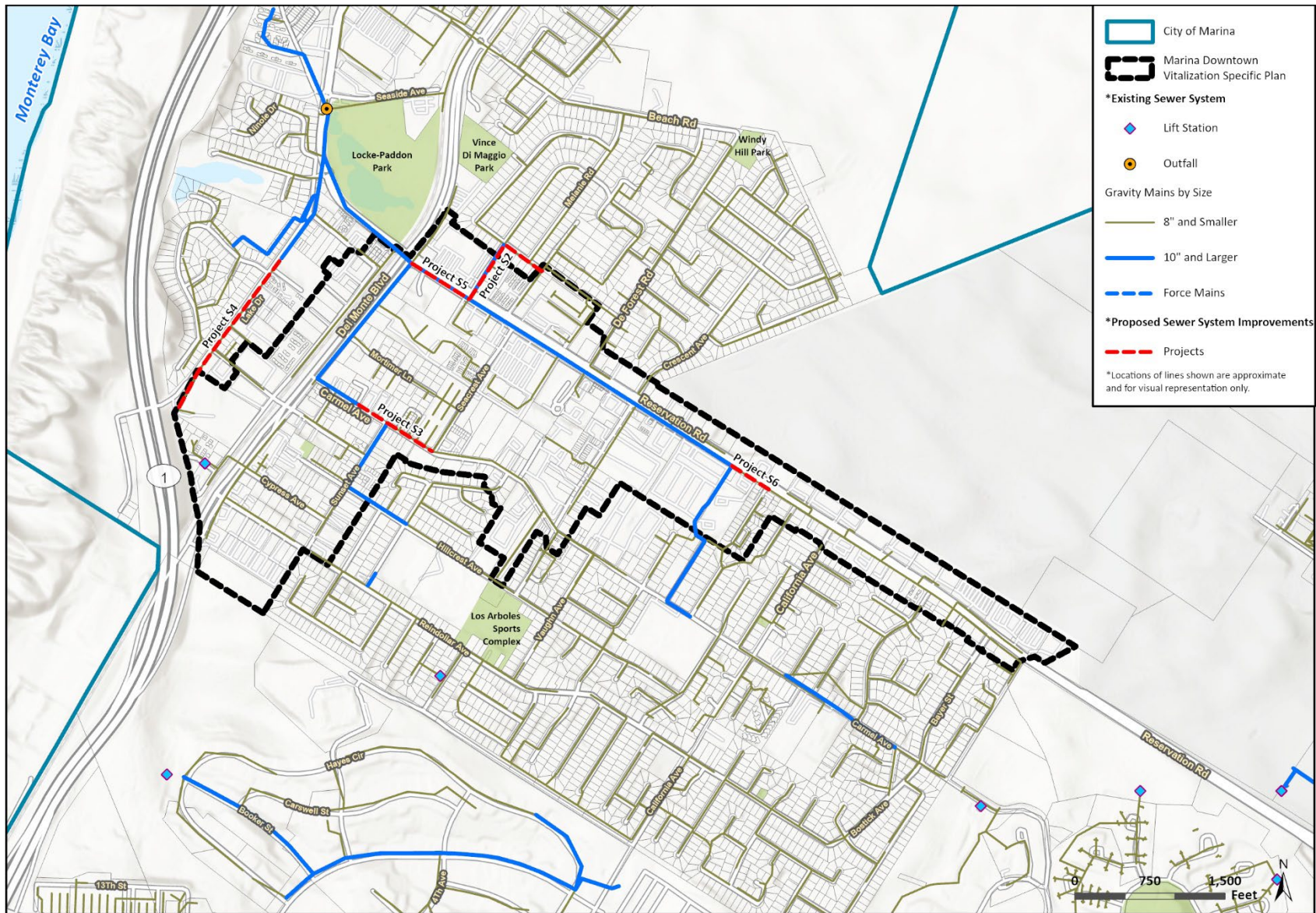
The Specific Plan calls for a maximum of up to 2,904 new residential units in Downtown Marina. According to the California Department of Finance (2022), there is an average of 2.65 persons per household in Marina. Therefore, full buildout of the Specific Plan would result in an estimated 7,696 new residents in the Plan area. Conservatively estimating water use of 100 gallons per day per person, and all water use being treated as wastewater, wastewater treatment demand for the project would be approximately 769,600 gallons per day. This represents approximately seven percent of available capacity at the RTP. Therefore, Specific Plan buildout would be served by a wastewater treatment provider with sufficient capacity.

6.2.1 Wastewater Infrastructure Improvements

The existing wastewater system comprises gravity sewer mains, pump stations, and force mains. Wastewater generated in the Specific Plan area is discharged to the M1W forebay pipe and lift station near the intersection of Reservation Road and Dunes Drive. The lift station pumps the sewage into the M1W interceptor pipeline that flows into the M1W wastewater treatment plant. The existing sewer system is generally adequate for existing flows but would need to be upgraded to accommodate the planned redevelopment. **Table 6-3** summarizes the sewer system upgrades required to accommodate the build out of the Specific Plan. These improvements are detailed in the 2020 MCWD Sewer Master Plan and shown below in **Map 6-2**. Buildout of the Specific Plan will increase the need for wastewater and sewer services and upgrades are required to meet demands from development of Downtown. Sewer infrastructure improvements, including pipe upsizing, shall be met with Program PF-2.

Table 6-3. MCWD 2020 Sewer Master Plan Planned Improvements in Central Marina

Project Description	Project Benefit	Project Trigger
Project S2 Peninsula Drive and Vista Del Camino Gravity Main: Upsizing to 12-inch gravity main along Eucalyptus Street, Peninsula Drive and Vista del Camino from Viking Lane to Reservation Road.	Existing Customers: 85% New Development: 15%	Existing and Future Development
Project S3 Carmel Avenue Gravity Main: Upsizing to 10-inch and 12-inch gravity mains along Carmel Avenue between Seacrest Avenue and approximately 400 feet west of Sunset Avenue.	Existing Customers: 100% New Development: 0%	Development of 600 dwelling units.
Project S4 Lake Drive Pipeline Replacement: Upsizing to 10-inch gravity mains along Lake Drive from the Highway 1 to Messinger Drive.	Existing Customers: 46% New Development: 54%	Development of 600 dwelling units.
Project S5 Reservation Road Pipeline Replacement: Upsizing to 21-inch gravity main along Reservation Road from Vista Del Camino to Del Monte Boulevard.	Existing Customers: 41% New Development: 59%	Development of 2,950 dwelling units.
Project S6 Crestview Court Pipeline Replacement: Upsizing to 10-inch gravity main along Reservation Road from 200 feet west of Crestview Court to 800 feet west of Crestview Court.	Existing Customers: 10% New Development: 90%	Development of 200 dwelling units.



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 Additional data provided by MCWD, 2019.

Map 6-2. Existing sewer system and proposed improvements.

6.3 Storm Drainage

Stormwater runoff generated from areas within the Specific Plan are collected in drain inlets, conveyed in underground pipes, and discharged into above ground percolation ponds. The majority of runoff from Reservation Road and nearby streets is carried downhill into a large percolation pond located in Locke-Paddon Park. Smaller percolation ponds are located throughout the city to provide detention for individual development areas. The City of Marina requires that the runoff from a ten-year, 24-hour storm event be retained onsite. Individual developments are required to propose a method of achieving this requirement that include the design of above ground percolation ponds or underground chambers to store excess runoff while it is dissipated into the ground via percolation.

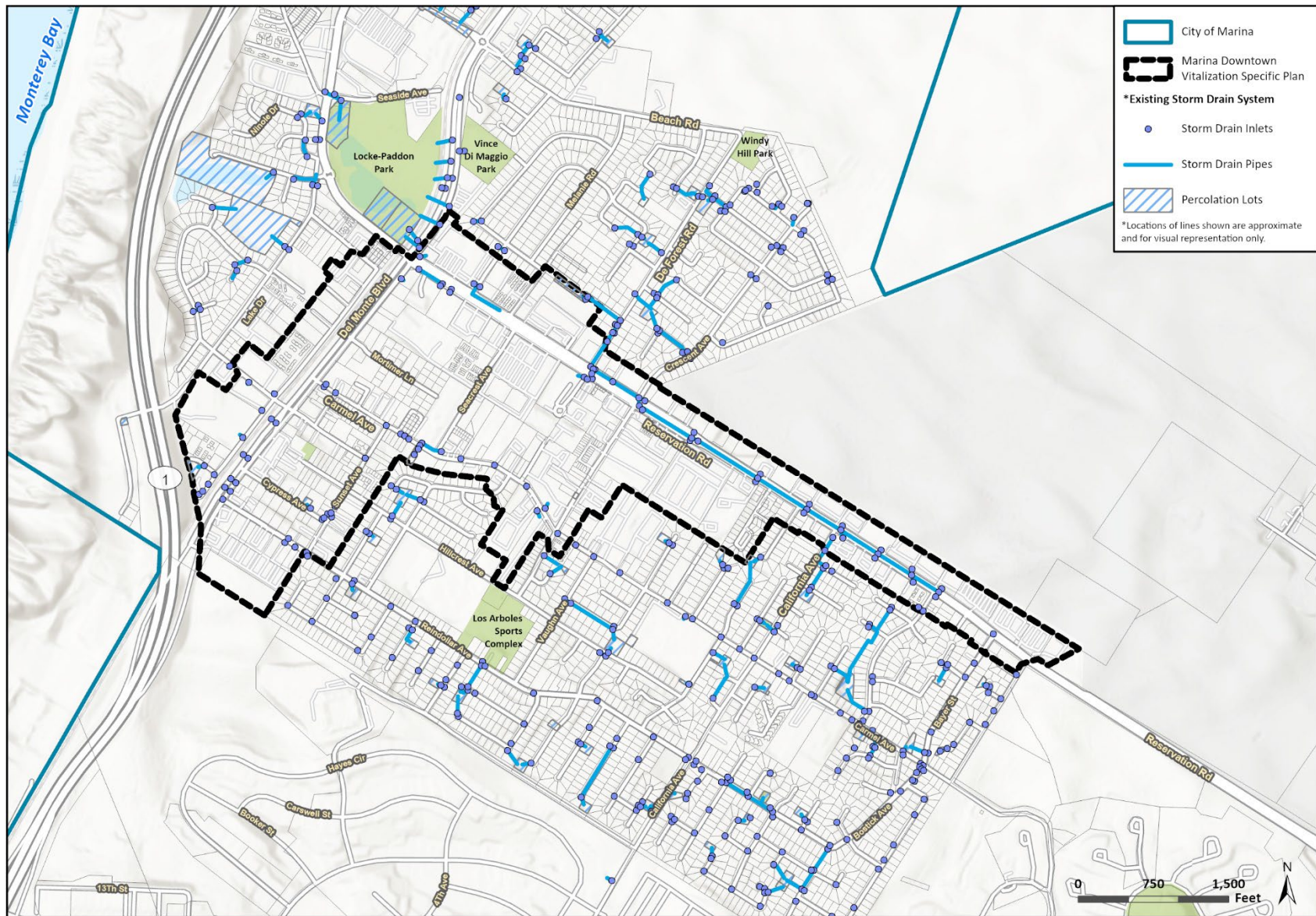
6.3.1 Storm Drainage Infrastructure Improvements

New development will be required to provide on-site retention in accordance with the City of Marina Standards and Specifications, but plan-wide drainage improvements are not required. Existing storm drainage infrastructure in the Specific Plan area is shown in **Map 6-3**. As development occurs, stormwater management measures are to be implemented in a manner that fulfills the requirements of Monterey County's National Pollutant Discharge Elimination System (NPDES) Phase II Permit, issued by the State Water Resources Control Board. This is intended to minimize the effects of urban stormwater runoff on the natural open space areas, including wetland areas and principal drainage corridors. Implementation includes two components: Stormwater management during construction and post-construction.

For active construction projects, a Storm Water Pollution Prevention Plan (SWPPP) is required to manage the release of onsite stormwater runoff. It addresses how stormwater from a construction site is managed and treated prior to being discharged from the site. The use of Best Management Practices (BMPs) during the construction process generally incorporates erosion and sediment controls. These BMPs typically include measures such as applying straw mulch to disturbed areas, the use of fiber rolls and silt fences, sedimentation basins, drain inlet protection, stabilized construction accesses, and material management. For construction activity in the Specific Plan area, the SWPPP is administered by Monterey County.

To manage stormwater quality and reduce post-development stormwater flows, development in the Specific Plan area is to utilize various Low Impact Development (LID) strategies. These strategies remove pollutants from runoff, attenuate peak flows, and reduce runoff volume. The Specific Plan LID measures include options for impervious area disconnection, tree planting, vegetated swales, and if needed, soil amendments. All LID measures are designed to the specifications outlined in the Design Guidelines for Low Impact Development: Site Planning, Source Control, Runoff Volume Reduction, and Treatment Control Practices document¹. Although the Design Guidelines for Low Impact Development do not include BMPs that are implemented during active construction projects, it provides a comprehensive, long-term approach for managing stormwater generated by new development projects by identifying various planning tools and requirements that collectively reduce peak flows and pollution from urban runoff.

¹ Design Guidelines for Low Impact Development: Site Planning, Source Control, Runoff Volume Reduction, and Treatment Control Practices, 2011



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 Additional data provided by the City of Marina, 2022; MCWD, 2008.

Map 6-3. Existing sewer system and proposed improvements.

6.4 Solid Waste

All solid waste collection in the City of Marina is serviced by Greenwaste Recovery. Landfill services in the city are provided by ReGen Monterey. Municipal solid waste is delivered to the Monterey Peninsula Landfill (MPL) located north of the Specific Plan area. According to CalRecycle, the landfill is permitted to handle a maximum throughput of 3,500 tons per day. The landfill has remaining capacity of 66 million cubic yards which is the equivalent of more than 100 years of use at current disposal rates. The MRWMD reports that the MPL landfills approximately 692,000 tons of municipal solid waste per year, or 2,241 tons each operating day. Therefore, remaining daily available capacity is approximately 1,259 tons per day.

Buildout of the Specific Plan would result in an estimated 7,957 new residents within the Specific Plan area. Based on 2019 CalRecycle estimates, Californians generate approximately 6.7 pounds of solid waste per day. Therefore, solid waste generation by new residents would total an estimated 53,312 pounds per day, or 26.7 tons per day. Additionally, Specific Plan buildout could result in an additional 1,386,000 square feet of commercial retail and office uses. Based on CalRecycle's generation rate estimates (0.046 lbs/per square foot/per day), it is estimated that there will be an additional 63,756 pounds per day of solid waste for these uses. In total, the Specific Plan would result in an estimated 121,068 pounds, or 60.5 tons, of solid waste per day delivered to the MPL representing 1.7 percent of available daily capacity. This estimate represents a full buildout scenario at the end of the Specific Plan's 20-year planning horizon. Based on this finding, ReGen Monterey has adequate capacity to accommodate the increase in municipal waste associated with the Specific Plan's buildout scenario.

6.5 Dry Utilities

There are two electricity provider options available to households and businesses in the Specific Plan area. Monterey Bay Community Power (MBCP) is the primary provider of electricity, offering an option to purchase carbon-free electricity from the utility. In addition, Pacific Gas and Electric (PG&E) also serves as the electricity provider to a minority of customers in the Specific Plan area that choose to opt out of MBCP carbon-free services. The Specific Plan area is currently developed and connected to all necessary internet and telecommunication utilities; therefore, expansion of dry utilities would be limited. Still, increased connection to utilities would result in increased demand on service providers.

Internet and telephone services in Marina are available through a variety of providers, including AT&T and Comcast. It is anticipated that these providers or any other future providers would provide cable, internet, and telephone services to the Specific Plan area.

6.6 Public Services and Community Facilities

6.6.1 Fire Services

Fire protection services for the City of Marina are provided by the Marina Fire Department (MFD). The MFD service area is limited to the Marina municipal boundary, with two fire stations serving the city. Marina Fire Station #1 is located within Downtown at 211 Hillcrest Avenue and staffs three personnel and one Chief Officer. This station would offer fire protection to the Specific Plan area. Marina Fire Station #2 staffs two personnel and is located at 3260 Imjin Road serving the Marina municipal Airport and surrounding area. In addition to fire services, the MFD provides medical emergency response, natural disaster preparedness, and hazardous materials mitigation services.

In 2016, the most recent year with reported data, MFD received 2,136 calls for service. Under 2016 existing conditions, MFD required three additional uniformed staff members and a fire marshal. In a 2020 interview, the Marina Fire Department indicated that existing fire facilities would not meet the needs of a full buildout of the Specific Plan. Future service expansion for the MFD would be necessary to maintain the safest environment possible within Downtown and the remainder of the city. The expansion of personnel and facilities may be necessary to accommodate buildout of the Specific Plan and would occur concurrently with new development.

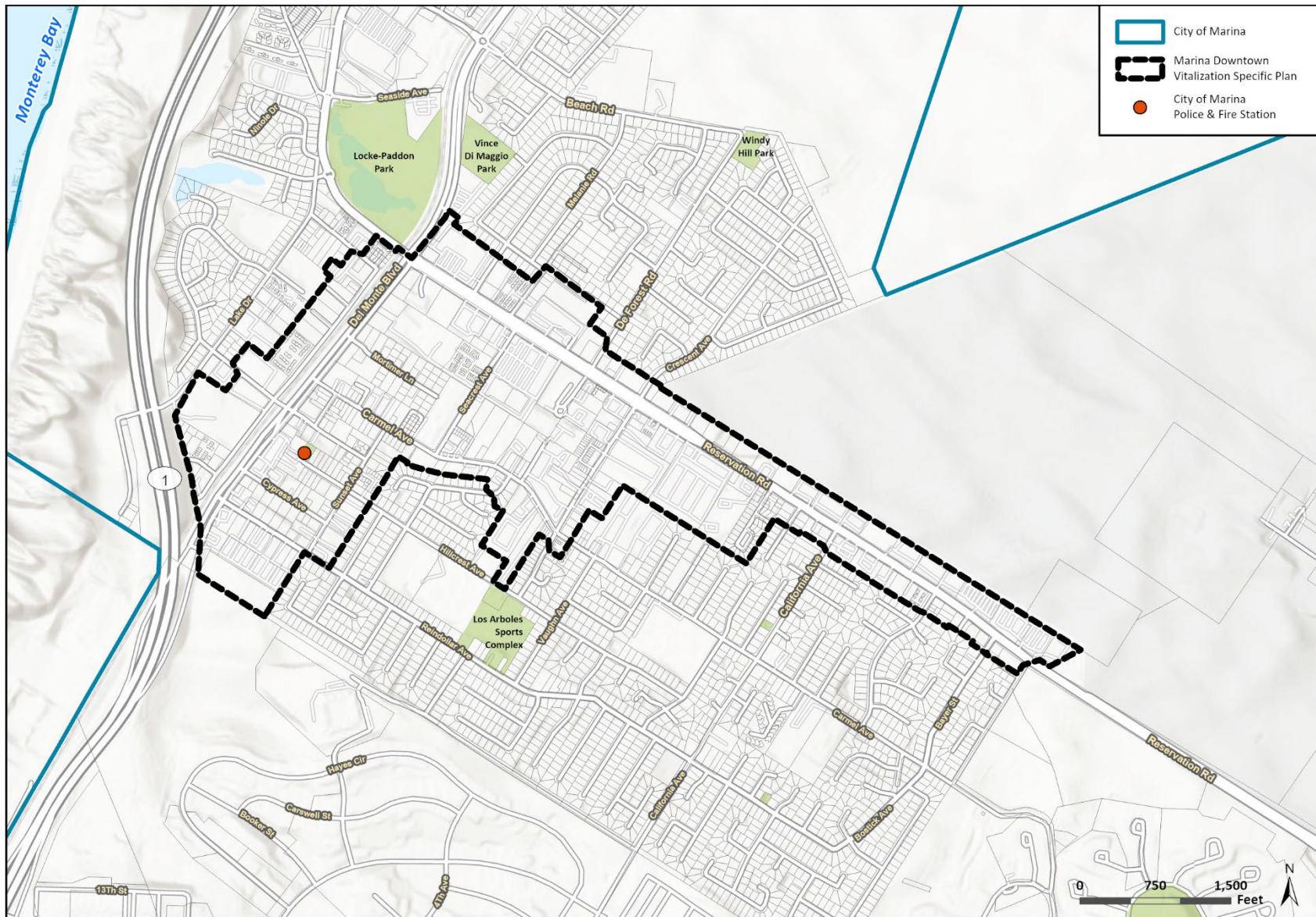
A 2021 study of standards of emergency services cover and deployment in Marina concluded that the fire department had exceeded the administrative and crew capability needs of the current fire station. On the recommendation of the study, City management proposed that a new fire station be built close to the corner of California Avenue and Imjin Parkway to improve response time and address critical deficiencies to emergency services and facilities.

To accommodate any service deficiencies present while new facilities are built, the city currently relies on a mutual aid agreement with all fire departments in Monterey County to enhance fire protection services and reduce response times. This mutual aid agreement can temporarily accommodate growth proposed for the Specific Plan area while emergency services capacity is expanded.

6.6.2 Police Services

The Marina Police Department (MPD) provides police services to the Specific Plan area. The MPD has one station located within the Specific Plan area at 211 Hillcrest Avenue. MPD provides preventative patrol, traffic control, crime prevention, investigations, drug enforcement, abuse prevention, and civil order services.

In 2020, the MPD had a staff of twenty-nine (29) sworn officers and eight (8) non-sworn personnel. Based on the 2020 Census, Marina's population of 22,359 means the ratio of residents to police personnel is, approximately 604 to 1. With an estimated maximum of 7,957 new residents, the buildout of the Specific Plan would require the hiring of approximately 13 new police personnel to maintain the current ratio. Service levels at the MPD are regularly reassessed and adjusted as the population grows. The expansion of personnel and facilities necessary to accommodate buildout of the Specific Plan would occur concurrently with new development. The location of Marina's shared police and fire station is shown in **Map 6-4**.



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Additional data provided by the City of Marina, 2022.

Map 6-4. Police and fire stations.

6.6.3 Schools

The Specific Plan area falls within the boundaries of the Monterey Peninsula Unified School District (MPUSD), which services the City of Marina as well as Seaside, Monterey, and Del Rey Oaks. Schools serving residents in the Specific Plan area are shown in **Map 6-5**. Schools serving the Specific Plan area include the following:

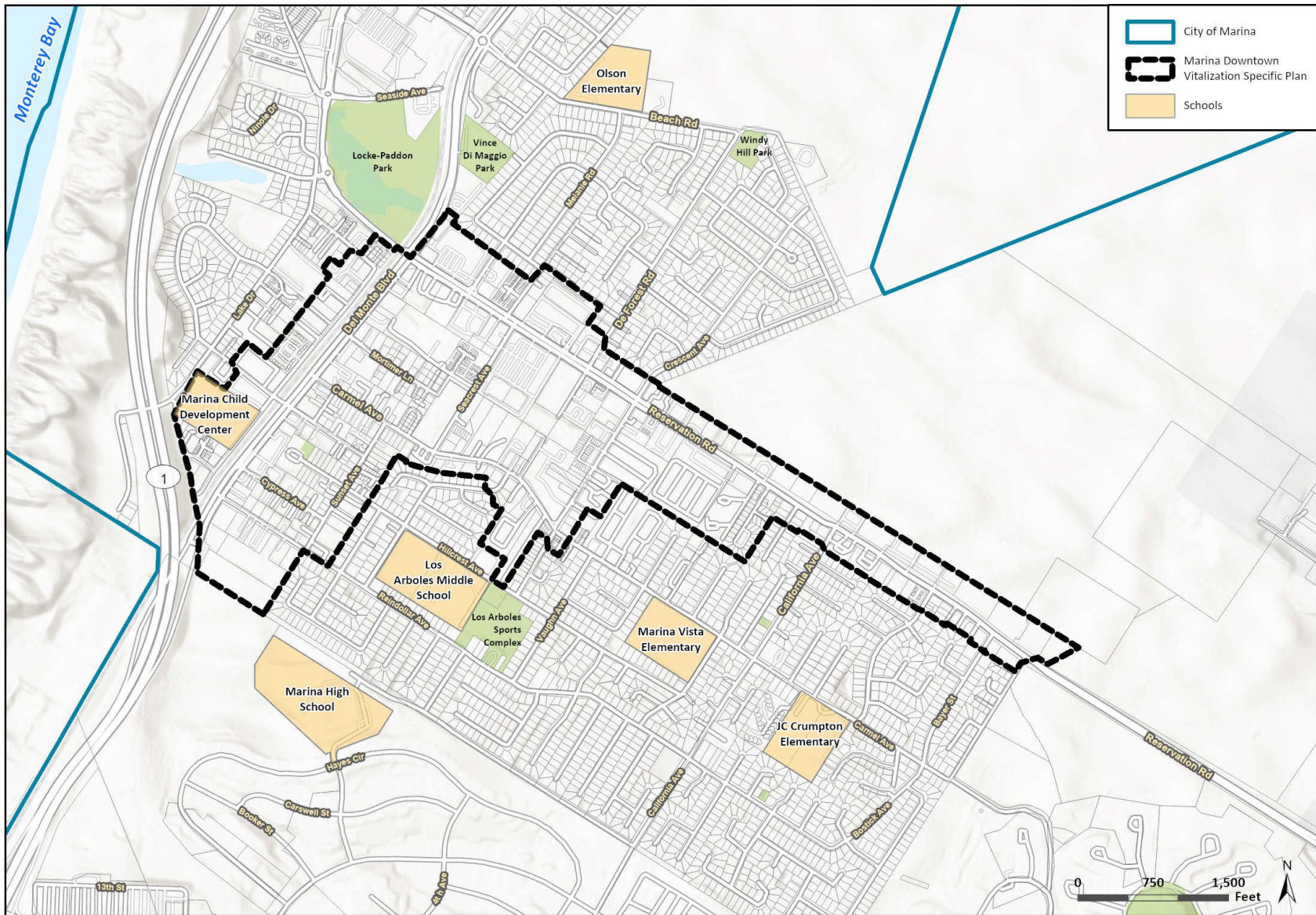
- **Marina High School** located at 298 Patton Parkway;
- **Los Arboles Middle School** located at 294 Hillcrest Avenue;
- **Crumpton Elementary School** located at 460 Carmel Avenue;
- **Marina Vista Elementary School** located at 390 Carmel Avenue;
- **Ione Olson Elementary School** located at 261 Beach Road;
- **Marina Child Development Center** located at 3066 Lake Drive.

MPUSD has experienced declining enrollment in recent years. The District's School Reconfiguration and Consolidation Plan proposed to consolidate Foothill Elementary School and Highland Elementary School, recommended the creation of the Transitional Kindergarten through 8th grade schools at La Mesa and Monte Vista Elementary Schools, and recommended the closure of Colton Middle School. While at the time of publishing a reconfiguration plan has not yet been finalized, the district reorganization is focused on schools serving the Seaside and Monterey areas and is not expected to affect students in the Specific Plan area.

All new residential development in the Specific Plan area is anticipated to be multifamily housing (such as apartments, townhomes, and condominiums), which typically have a lower student generation rate than single-family homes. As part of the development review process, MPUSD determines student generation rates to assess capacity and set development impact fees.

The General Plan uses a student generation rate of one student for every five bedrooms, with 60 percent of the students projected to be enrolled in grades K-5, 20 percent in grades 6-8, and 20 percent in grades 9-12. Based on the maximum residential build out of the Specific Plan of 2,904 dwelling units, and an average of two-bedrooms per unit, total build out of the Specific Plan would contribute an estimated 1,161 students to local schools. This includes 697 K-5 students, 232 students in grades 6-8, and 232 students in grades 9-12. It should be noted that this estimate represents the number of students in the Specific Plan area at the end of the Specific Plan's 20-year horizon.

Based on capacity at existing schools and student generation rates, the Specific Plan does not anticipate the need for new schools in the Plan area. The capacity of existing schools serving the Specific Plan area will be sufficient to meet the need from residential development.



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 Additional data provided by the City of Marina, 2022.

Map 6-5. Schools.

6.6.4 *Libraries*

The Marina branch of Monterey County Free Libraries was established on April 24, 1916. The Marina Library opened in its present location September 2007 with a new 11,000 square foot building including a wing to house the administrative headquarters for the Monterey County Free Libraries System. The Marina Branch offers access to books, periodicals, audio and video content in English, Spanish, Korean, and Vietnamese as well as computers, printing services, community rooms and a variety of programming for children and adults. The Friends of the Marina Library community group helps to provide advocacy, funding, and volunteer resources to support the branch.

According to the General Plan, this newest library branch along Seaside Circle and within Locke Paddon Park was a location identified to serve the entire community. As a result of this most recent development, library services are adequately provided to the Specific Plan area.

6.6.5 *Civic Administrative Buildings*

According to the General Plan, civic, commercial, cultural, and recreational uses are encouraged to create a center for the community in order to emphasize community life and identity as a focus for the city. Specifically, the Community Land Use Element identifies three potential locations for such a center. Figure 2.3 Public Facilities of the General Plan identifies three locations within or near the Specific Plan area for new civic administration buildings: Locke-Paddon Park adjacent to the Marina Public Library, the location of existing facilities along Hillcrest Avenue and Palm Avenue, and a vacant site along Salinas Avenue at Reservation Road.

The Locke Paddon Park site just outside of the Specific Plan Area was identified as a potential site for construction of new City administrative facilities given its proximity to Downtown, and lack of major constraints present at alternative sites.

6.7 Public Facilities Goals, Policies, Programs

Goal PF-1	Public Facilities - Ensure that there are adequate public services and public utilities are provided for future development and enhance Downtown by planning for future public facilities.
Policy PF-1.1	Coordinate with public works and MCWD to prioritize and implement required water supply and distribution projects to ensure there is adequate capacity to serve new development in the Specific Plan Area.
Policy PF-1.2	Coordinate with public works and MCWD to prioritize and implement required wastewater projects to ensure there is adequate capacity to serve new development in the Specific Plan Area.
Policy PF-1.3	Ensure that stormwater and drainage facilities are adequate to accommodate development in Downtown.
Policy PF-1.4	Coordinate with Greenwaste Recovery and ReGen Monterey to ensure waste collection and disposal services are available to serve new development in the Specific Plan area.
Policy PF-1.5	Meet regularly with Marina's Fire and Police Departments to coordinate the expansion of Fire and Police protection facilities and services in the Downtown.
Policy PF-1.6	Require that new development contribute to school impact fees.
Policy PF-1.7	Work with the school district to ensure that new development and changes in population are regularly assessed in order to adapt to the needs of local student populations and school district needs.
Policy PF-1.8	Continue to explore potential sites for a civic center complex, with civic administrative buildings as well as commercial, cultural, and recreational uses.
Policy PF-1.9	Maintain a clean, attractive environment free from trash and debris through coordination with local waste management service providers, enforcement of existing policies on appropriate waste disposal, awareness campaigns, and the requirement of adequate on-site waste storage and collection facilities.
Policy PF-1.7	Explore high-performance building retrofitting to improve indoor air quality and reduce energy requirements in existing and future civic buildings.
Program PF-1	Pipeline upsizing shall occur in accordance with Project W5 of the 2020 MCWD Water Master Plan to meet increased demand from buildout of the Specific Plan.
Program PF-2	The City shall monitor the rate of buildout in the Specific Plan area and throughout the City in accordance with the 2020 MCWD Sewer Master Plan and anticipate upgrades to the wastewater collection system.
Program PF-3	Identify the timing, location and funding source for a new fire station to adequately support the growth within the Specific Plan area.
Program PF-4	Regularly assess changes in the City of Marina's population, to adequately staff police services based on potential growth within the Specific Plan area.
Program PF-5	Establish a Downtown business improvement district or other funding mechanism to organize and finance the construction of downtown infrastructure improvements in more meaningful and intentional increments.

7 Implementation

7.1 Purpose and Intent

The preceding chapters of this Specific Plan identify the type of development desired in the Specific Plan area, including proposed improvements to vitalize the area. The desired development and vitalization improvements are outlined using goals, policies, and programs that make up a comprehensive community vision.

Successful implementation of the Specific Plan will require investments from the public and private sector. By utilizing the implementation measures outlined within this chapter, the City can create a downtown area that fosters and enables private investment. The implementation measures are intended to result in the systematic and orderly development of the Specific Plan area, consistent with the overarching vision of the project. All subsequent development projects and related activities are required to be consistent with the Downtown Vitalization Specific Plan (DVSP).

7.2 Regulatory Authority

City of Marina is authorized to adopt this Specific Plan pursuant to the provisions of California Planning and Land Use Law (Title 7, Chapter 3, Article 8 [Sections 65450-65457] (Planning and Zoning Law) of the California Government Code and Chapter 5, Subsection 5.11 (Specific Plans) of the City of Marina General Plan. The Government Code Section 65451 requires that a Specific Plan include a program of implementation measures necessary to carry out its proposed land uses, infrastructure, development standards, and other regulatory requirements.

Implementation of the Specific Plan is administered by the City of Marina. Specific Plans are designed to implement the goals and policies of the General Plan. State law requires that a Specific Plan can only be adopted or amended if it is consistent with a jurisdiction's adopted General Plan. As such, this Specific Plan is consistent with the policies of the City of Marina General Plan, and other applicable State and local regulations.

If any section, subsection, sentence, clause, phrase, or portion of this Specific Plan, or any future amendments or additions hereto, is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Specific Plan, or any future amendments or additions hereto. The City hereby declares that it would have adopted these requirements and each sentence, subsection, clause, phrase, or portion or any future amendments or additions thereto, irrespective of the fact that any one or more sections, subsections, clauses, phrases, portions or any future amendments or additions thereto may be declared invalid or unconstitutional.

7.3 Relationship to City Plans and Other Related Documents

7.3.1 *Relationship to the General Plan*

The Specific Plan is intended to implement the General Plan, which serves as the long-term policy guide for future development of the City of Marina. The City's values are the foundation of the General Plan and set direction for the Specific Plan's vision. The Specific Plan area implements that vision by establishing

land use designations, design standards and guidelines, and refines that vision related to mobility, public facilities, and services to support new development. At the time of Specific Plan approval, the General Plan was amended to reflect Specific Plan land uses and is considered consistent with the General Plan as amended.

7.3.2 Relationship to the Zoning Code and Specific Plan Area Zoning

The City of Marina Zoning Code is a primary tool for implementing the General Plan. The Specific Plan is designed to supersede selected provisions of the Zoning Code. The zoning of the Specific Plan is SPL-DVSP. The SPL pre-fix is used to direct readers to the DVSP for all allowable land uses and guiding regulations for those uses. Where the Specific Plan establishes administrative practices, land use and/or development standards, the Specific Plan shall govern. Where the Specific Plan is silent on certain issues, such as definitions or procedures, the Zoning Code shall govern.

7.4 Conceptual Phasing

Redevelopment of the Specific Plan area will take place over time. As the majority of the parcels within the Plan Area are privately owned, redevelopment of these parcels will be initiated by the property owner according to the regulations of this Specific Plan.

The construction of public improvements is conditional on the following: (1) the timing of private redevelopment activities, and (2) the availability of funding. In the future, if there are improvements to roads to either reduce lanes or implement multi-modal measures, developers will be required to dedicate the necessary right-of-way as a condition of their projects, whenever they may be proposed. There is no intent to use eminent domain to acquire the right-of-way or to accelerate the public improvements, although the City retains this power.

While the DVSP emphasizes the importance of a downtown as a central business district and important economic driver, downtown residential development has been a critical component of the plan. The phasing plan that follows begins with a primary objective to drive development of multifamily residential within the Downtown consistent with the objectives of the General Plan housing element, which identifies the Downtown as key housing opportunity area for higher density housing, including housing that accommodates income levels of all types. Additional phases address enhancing retail and services, development surrounding the Marina Transit Exchange to emphasize the importance of transit for the future of Marina, as well as other mobility improvements that aim to create a walkable, bikeable downtown that accommodates all modes of transportation. The phasing below can be considered as a *strategy* for future development and is complimented by all the policies and programs outlined in previous sections.

Phasing Strategy 1: Multifamily Residential Development – Residential development is envisioned at the heart of the downtown and is a critical component to the mix of uses that are encouraged in the Specific Plan area. Residential uses are essential to the development of the Downtown and an important driver in achieving housing goals identified in the General Plan housing element. Through specific development standards and a development code that outlines objective design standards, multifamily residential development is expected to be a primary strategy for build out of the DVSP, including through streamlined review of multifamily housing development projects.

Phasing Strategy 2: Downtown Retail and Services – Economic development and enhancement of the city’s identity are an important part of the DVSP. Support for existing local businesses, and the ability to foster an environment that encourages new businesses and attracts residents and visitors are a

subsequent phasing strategy. In addition to the focus on driving residential development in the Downtown, ensuring retail and service uses are successful and thriving will create a desirable environment to live and visit.

Phasing Strategy 3: Marina Transit Exchange – Providing transit services for residents to commute and travel to other areas of the county and region are an important part of the success of the Downtown. The Marina Transit Exchange serves as a hub to support transit that is an essential service to residents who will live in the Downtown and require necessary services to encourage more active transportation and less dependence on single-occupancy vehicles. Development around this transit station, including enhanced services (e.g. shorter headways, express buses, and bus rapid transit), along with adequate sidewalk and bicycle infrastructure, mixed-use will encourage more use and activity around this station.

Phasing Strategy 4: Other Mobility Improvements – Mobility improvements that encourage traffic calming, complete streets, active transportation, and parking improvements are identified as a final phase for the Downtown to create an environment that matches land use needs with circulation and mobility needs. While these improvements are identified as only concepts in this plan, Program M-1 encourages the full development of these concepts to ensure land use and transportation work in concert.

7.5 Financing and Maintenance of Public Improvements

The availability of funding and financing are critical to the implementation of the Specific Plan. As new projects are developed in the Specific Plan area, public infrastructure will need to be upgraded to serve the growing population. The City is responsible for ensuring that the adequate infrastructure and public facilities and services are provided to meet the desired development potential outlined in this Specific Plan. The City will be required to pursue funding sources to meet these needs.

Several types of financing strategies and tools are available for financing district-wide improvements such as those found in the DVSP. It is anticipated that the Specific Plan area will be redeveloped over time using a combination of these strategies and tools which could include, but are not limited to, the strategies indicated in *Sections 7.5.1 through 7.5.2*.

7.5.1 Local Funding Sources

Development Impact Fees

California Government Code Section 66000 (“The Mitigation Fee Act”) allows for the creation and collection of development impact fees. The City of Marina and other local agencies currently impose development impact fees on new private developments citywide to mitigate the effects of increased demand on public facilities, transportation infrastructure, and parks. A development impact fee is a one-time fee imposed on new development devised to offset a “proportional share” of the cost of necessary public infrastructure and facilities.

Capital Improvement Program

The City’s existing Capital Improvement Program (CIP), Fund 462, can be utilized to leverage funding for strategic infrastructure projects within the Specific Plan area. Although the existing CIP does not currently account for improvements associated with Specific Plan build-out, an update to the CIP could enable allocation of funding toward infrastructure projects that will not only serve the Specific Plan area but will be beneficial to the greater community in Marina. Improvement projects that may service the broader community include roadway improvements, strategic economic improvements, and open space/parkland expansion.

Special Assessment/Special Tax District

Special Assessment Districts serve to increase tax amounts beyond existing property or sales tax for property owners and businesses within a specified district. The additional tax revenue gained from the Assessment District can then be used to fund district-specific improvements. Revenue from a Special Assessment District is limited by a requirement that mandates that taxation must be assigned to property owners in direct proportion to the benefits received from targeted improvements. In contrast, a Special Tax District utilizes property characteristics to assign tax amounts. Special Tax Districts allow for funds to be allocated to a broader scope of projects and activities in comparison to Special Assessment Districts. Both the Special Assessment District and the Special Tax District require approval by voters and/or affected property owners.

Enhanced Infrastructure Financing District

Enhanced Infrastructure Financing Districts (EIFDs) are a mechanism for local governments to finance development projects utilizing Tax Increment Financing (TIF). Generally, TIF tools serve to increase available funds by utilizing development bonds, which are then paid by capturing the future tax revenues that flow from the designated project area. An EIFD is a type of TIF that is formed by a city, district or county and may be utilized to help fund infrastructure development, including roadways and housing. Local agencies may establish an EIFD for a given project or geographic area to capture the projected incremental increases in property tax revenue that will occur as a result of development. To obtain the TIF bonds, the relevant authority is required to host three public hearings that overview the Infrastructure Financing Plan associated with the EIFD.

Although EIFDs can be an effective tool, there are multiple limitations to this type of financing. By dedicating future tax revenue to infrastructure projects, cities may limit funding for other necessary services. Because of this, the feasibility of EIFDs should be assessed in detail through a district-focused lens.

Property and Business Improvement District

In 1994, in an effort to create jobs, attract new businesses, and protect business districts in economically disadvantaged areas from blight and erosion, California legislation authorized property owners to form business improvement districts. Under state law, business districts can fund business related improvements, maintenance, and other related activities. A PBID may be formed for up to five years and may be renewed continually for additional terms of up to 10 years. Specific requirements for the formation of PBIDs can be found in Sections 36601-36615, 36621-36637, and 36650-36671 of the California State Code.

The principal activities funded by a PBID, which may also include residential properties and higher density districts and corridors, include the following:

- "Clean and safe" program (improving safety and aesthetics through various cleanup and beautification efforts);
- District marketing and targeted tenant and business capture outreach;
- Seasonal calendar of events and special attraction initiatives; and
- Maintenance of unique signs, banners, and landscape materials.

It is not common for PBIDs to enter into public infrastructure financing obligations, high cost street lighting or street furniture and replacements, or direct financial partnerships in property rehabilitation/façade improvements/public space or public parking partnerships development costs.

Art in Public Places (APP) Program

In many cities, APP programs are established to build public experiences of visual art by installing artworks in public spaces. Funding sources for these programs vary, and may include a specific percentage (e.g., 2-5%) of eligible capital improvement project budgets are set aside for the commission, purchase, and installation of artworks throughout the city. These funds may be administered by a special commission (and include dedication of staff resources) to develop a public art ordinance or master plan. *See Program LU-10 pertaining to the development of public art in the City of Marina.*

7.5.2 State and Federal Funding Sources

There are a variety of State and Federal grant and loan programs available to local and regional governments that can be used to fund local infrastructure projects. Grant opportunities are typically competitive and are allocated through a process of application and approval. The following list of grants may be applicable to the City of Marina for funding related to development in the Specific Plan area.

- **Infill Infrastructure Grant Program.** Administered by the California Department of Housing and Community Development (HCD), the Infill Infrastructure Grant Program aims to promote infill housing development by providing financial assistance to Capital Improvement Projects that are an integral part of, or necessary to facilitate the development of affordable and mixed income housing. Eligible costs include the construction, rehabilitation, demolition, relocation, preservation, acquisition, or other physical improvements of a capital asset that is an integral part of, or necessary to facilitate the development of housing.
- **Community Development Block Program (CDBG).** The CDBG Program is administered by the United States Department of Housing and Urban Development (HUD) and provides funding to jurisdictions to undertake community development and housing projects. Projects proposed by the jurisdictions must meet the objectives and eligibility criteria of CDBG legislation. The primary CDBG objective is the development of viable urban communities, including decent housing, a suitable living environment, and expanded economic opportunity, principally for persons of low-and moderate income.
- **Permanent Local Housing Allocation Program (PLHA).** PLHA provides funding to local governments in California for housing-related projects and programs that assist in addressing the unmet housing needs of their local communities. PLHA funds can be used for activities that promote affordable rental housing and homeownership by low-income households, and are intended to increase the supply of housing for households at or below 60% of area median income, increase assistance to affordable owner-occupied workforce housing, assist persons experiencing or at risk of homelessness, facilitate housing affordability, particularly for lower- and moderate-income households, and promote projects and programs to meet the local government’s unmet share of regional housing needs allocation.
- **California Infrastructure and Economic Development Bank (IBank).** IBank provides low-interest loans to public agencies for public infrastructure. The principal intent is to fund infrastructure which will generate permanent jobs. The IBANK also provides somewhat lower interest loans to firms seeking expansion that are committed to employment retention, growth, and opportunities in “under employment” areas.
- **Caltrans Sustainable Transportation Planning Grant Program.** This program provides planning funds for local and regional multimodal transportation and land use planning projects that further the

region's RTP SCS, contribute to the State's GHG reduction targets, and assist in achieving the Caltrans Mission and Grant Program Objectives. For the DVSP, this may mean using funds to advance mobility goals that integrate land use and transportation, including development around the Marina Transit Exchange and other transportation demand management measures.

- **California Public Utilities Commission California Energy Design Assistance Program (CEDA).** CEDA offers incentives to reward buildings of the future that implement high performance measures and electrification. Incentives are also available for the installation of traditional above code minimum energy efficiency measures.
- **California Energy Commission Building Initiative for Low-Emissions Development Program (BUILD).** The Building Initiative for Low-Emissions Development (BUILD) Program is a residential building decarbonization program that provides incentives and technical assistance to support the adoption of advanced building design and all electric technologies in new, low-income all-electric homes and multifamily buildings. BUILD provides eligible applicants constructing their first all-electric, low-income multifamily (10+ units) building with funds to offset direct design costs.
- **California Energy Smart Homes.** The California Energy-Smart Homes Program is a residential new construction and alterations program that provides incentives to adopt advanced energy measures and transition to all-electric construction. The program is a solution that offers incentives for single family, duplex, townhome, multifamily low-rise, alterations, and accessory dwelling units.
- **Central Coast Community Energy New Construction Electrification Program.** The New Construction Electrification Program provides housing developers and homeowners with incentives to build all-electric housing. Housing projects must be built to all-electric standards for all energy utility needs including but not limited to water heating, space heating, and cooking appliances.
- **Greenhouse Gas Reduction Fund (Green Bank):** \$27 billion is available to states, non-profit organizations and local governments dedicated broadly to finance projects that reduce greenhouse gas emissions. Funds are allocated for zero-emissions technologies in low-income and disadvantaged communities, greenhouse gas emissions and other air pollution reducing activities community-wide and in private sector, and similar efforts in low-income and disadvantaged communities.
- **Assistance for Latest and Zero Building Energy Code Adoption:** \$1 billion is available to local governments to assist with the adoption of building energy codes that meet or exceed existing commercial or residential global benchmarks, as well as related actions including training, compliance monitoring, and enforcement.
- **Environmental and Climate Justice Block Grants:** \$3 billion is available for community-based organizations (CBOs), and CBOs in partnership with public institutions and local governments, for various projects including those related to engaging disadvantaged communities, investments in low emissions technologies, and climate resiliency and adaptation.
- **Neighborhood Access and Equity Grant Program:** \$3 billion is available to fund various transportation projects including highway mitigation, removal, capping and remediation; multi-use trails, regional greenways, and active transportation network projects; and public transportation and spaces infrastructure improvements.

7.6 Specific Plan Administration

The Specific Plan outlines the general provisions, permitted land uses, design standards and guidelines, public facilities and services, as well as infrastructure improvements intended for the Specific Plan area. The City of Marina Community Development Department is broadly responsible for the administration,

implementation, and enforcement of the Specific Plan. All development proposals within the Specific Plan area are subject to the procedures established herein.

7.6.1 *Specific Plan Adoption and Administration*

The City of Marina prepared the DVSP pursuant to the California Government Code, Chapter 4, Section 65451. This regulation defines the Specific Plan’s role as a tool for implementing a City’s General Plan. The Specific Plan will serve as a detailed extension to the General Plan, offering area-specific instruments to facilitate broad General Plan objectives.

Adoption

Adoption of this Specific Plan will occur by City Council resolution. Concurrent with the adoption of the DVSP, the City of Marina shall amend the City’s General Plan and Zoning Map to ensure consistency with Specific Plan land uses. Upon ordinance adoption, the Specific Plan will serve as the land use and zoning map for the Specific Plan area. It is intended that all Specific Plan area projects, including design review plans, detailed site plans, building permits, or any other action requiring ministerial or discretionary approval, be consistent with this Specific Plan.

Minor Adjustments to the Specific Plan

Minor adjustments to the plans, guidelines, regulations, and standards contained in this Specific Plan may be approved at the discretion of the Community Development Director; provided, however, that such deviations are deemed to be in substantial conformance with this Specific Plan and are not detrimental to public health, safety, and welfare. Modifications to the adopted Specific Plan must be consistent with the purpose and intent of the originally approved Specific Plan. Any decisions made by the Community Development Director may be appealed to the Planning Commission. Decisions of the Planning Commission may be appealed to the City Council. Decisions by the City Council shall be deemed to be final. The following modifications constitute “minor adjustments” to the approved DVSP:

1. Minor changes to the design of the roadway cross-sections, provided that the streets have adequate capacity to handle the anticipated volumes of traffic and the design changes are deemed acceptable by the City’s Traffic Engineer;
2. Minor modifications to the architectural or landscape design standards and guidelines;
3. Additions of new information or data to the Specific Plan maps, figures, and/or text which do not change the effect of any concepts or regulations.

Specific Plan Amendments

Those proposed changes to the Marina DVSP that are determined to be substantial in nature must be approved through a formal Specific Plan Amendment. Procedures for approval of a Specific Plan Amendment shall be consistent with the Zoning Amendment procedures outlined in Chapter 17.72 of the City of Marina Municipal Code. A Specific Plan Amendment is the appropriate procedure where changes to the Specific Plan meet one or more of the following criteria:

1. A new type of land use not identified in the Land Use Plan;
2. Increases in maximum allowance development analyzed per CEQA as shown in **Table 7-1**;
3. Significant changes to the Specific Plan area’s circulation pattern that would result in an alteration of land uses;
4. Significant changes to the distribution of land uses would substantially alter the overall mix of land uses in the Land Use section of the Specific Plan.

An amendment to the DVSP shall be processed in the same manner as the original adoption of the DVSP. The document may be amended as many times as necessary. Specific Plan Amendments require approval from the City Council, with a prior recommendation forwarded by the Planning Commission. Approval shall require findings and conclusions such as the following:

1. The Specific Plan Amendment is consistent with the General Plan;
2. The Specific Plan Amendment does not have a significant effect on the environment and does not create new impacts that are not analyzed under the CEQA review process;
3. The amendment does not compromise the project's community benefits that would otherwise exist without the proposed amendments.

Table 7-1. Maximum Development Analyzed Per CEQA

Land Use	Maximum Allowable New Development
Multifamily Residential	2,904 units
Commercial Uses	874,669 square feet
Office Uses	510,528 square feet

7.6.2 *Legal Nonconforming Uses and Structures*

Upon adoption of the Specific Plan, any use that is inconsistent with the land use designations outlined in Table 2 of **Appendix A: Development Code** shall be considered a legal nonconforming use. A legal nonconforming use may be continued, changed, or replaced only as provided by this section.

1. Nonconforming uses of land. A legal nonconforming use of land may be continued, transferred, or sold, provided that no such use shall be enlarged or increased, nor extended to occupy a greater area than that which it lawfully occupied before becoming nonconforming. Additionally, legal nonconforming uses shall not be enlarged, extended, expanded, nor increased to occupy a larger area, nor a more intensive use than that which it was characterized by in the prior twelve months.
2. Nonconforming buildings. A legal nonconforming building may continue to be used as follows: Within five years of adoption of the Specific Plan, if a nonconforming structure is enlarged or expanded by 25 percent or more of the existing floor space or ground area, all structures must come into full compliance with the Specific Plan. After five years from the date of adoption of the Specific Plan, nonconforming uses and structures are subject to Chapter 17.64 of the Marina Municipal Code.
3. Nonconforming single-family residential buildings. Within five years of adoption of the Specific Plan, a nonconforming single-family residential building located in any district of the Specific Plan area may be expanded, enlarged, or remodeled without regard to the 25 percent limitations in section 7.6.2.2. After five years from the date of adoption of the Specific Plan, non-conforming uses and structures are subject to Chapter 17.64 of the Marina Municipal Code.
4. If a nonconforming use is superseded by an allowed use, the new use shall conform to the regulations within the Specific Plan.
5. Ordinary maintenance and repairs may be made to any nonconforming building, provided that such work does not exceed 25 percent of the appraised value in any one-year period.
6. Destroyed structure. The reconstruction of a building damaged by fire or calamity to an extent of 75 percent or less of its reasonable replacement value which at the time was devoted to a nonconforming use may be authorized by the Planning Commission through use permit approval, provided that reconstruction shall occur within twenty-four months after the date of the damage and that the reconstructed building shall have no greater floor area than the one damaged. If a nonconforming structure is destroyed by natural hazard or fire to an extent of more than 75 percent

of its reasonable replacement value at the time of destruction, it must be reconstructed in conformity with the standards outlined within this Specific Plan.

7.7 Implementation Matrix

Each implementation program includes the party responsible for implementation, timeframe, and potential funding source. Assigning a responsible party helps to ensure continued commitment by City staff, elected officials, and other vital organizations to the goals of the Plan. In addition, to help establish priorities, programs include anticipated timeframes for implementation. Short-term programs are anticipated to be implemented within the first three years of Plan adoption, mid-term programs are to be implemented within four to 10 years, and long-term programs in 11 or more years. These timeframes have been estimated based on an understanding of priorities and resources at the time of adoption of this Specific Plan. The City may periodically reevaluate these timeframes to ensure alignment with the City’s priorities, financial resources and capital investment.

	Program	Timeframe	Responsible Party
Program LU-1	The City should pursue funding through public sources such as the California Arts Council, or other private sources, and explore opportunities for entertainment and activities venues such as a new auditorium.	Mid-term	Planning Division
Program LU-2	Study the potential for a lot consolidation program to incentivize lot consolidation that encourages redevelopment. Incentives may include reduced development fees, administrative review, decreased parking ratios, etc.	Short-term	Planning Division
Program LU-3	Develop a business investment program to support minority owned stores and businesses in Downtown.	Short-term	City Manager’s Office
Program LU-4	Create outreach material for the non-profit and for-profit development community to learn about the streamlining benefits of the Specific Plan.	Short-term	Planning Division
Program LU-5	Dedicate a page on the City’s website to show community members how their properties can be redeveloped to accommodate multifamily housing throughout Downtown. Provide example housing developments of duplexes, triplexes, and multiplexes that meet the design intent and standards outlined in the Specific Plan.	Short-term	Planning Division
Program LU-6	Dedicate a webpage on the City’s website to encourage transparency in the housing development process, including how the City is meeting its local housing obligations under state requirements.	Short-Term	Planning Division
Program LU-7	Develop and maintain a business retention and expansion program.	Mid-term	Planning Division
Program LU-8	Establish a list of "shovel-ready" sites in consultation with property owners and provide the list to interested developers and businesses seeking sites in the city.	Short-term	Planning Division



Program	Timeframe	Responsible Party
Program LU-9	Develop a public art master plan to celebrate the diverse culture and heritage of Marina. The master plan should include requirements for the ongoing maintenance of art installations and ensure representation of the rich cultural diversity of Marina.	Mid-term Planning Division
Program LU-10	Develop a pilot program to identify potential sites, design, and implement improvements to stormwater retention basins such that they can safely be used as public parks.	Mid-term Planning Division, Public Works
Program LU-11	Develop a tree care program to catalog and monitor the health of trees in the public realm including trees in parkway strips and medians.	Mid-term Planning Division, Public Works
Program LU-12	Explore the adoption of a Reach Code within the Specific Plan Area or citywide to require new developments to implement energy efficiency and building electrification measures beyond the requirements of Title 24 of the California Building Code.	Mid-term Planning Division
Program LU-13	Explore the feasibility of expanding the scope of the current Tree Removal, Preservation and Protection ordinance to require a permit to prune street trees in the parkway strip.	Mid-term Planning Division
Program M-1	Develop a mobility plan for the Downtown to include complete streets design, pedestrian and bicycle paths, improvements to transit, parking, and transportation demand management measures.	Mid-term Planning Division, Public Works
Program M-2	Community Development Department and Public Works Department should collaborate to implement low-cost improvements using existing resources to establish gateways to the Downtown along Reservation Road and Del Monte Boulevard, directional signage, and simple streetscape enhancements such as protected bicycle lanes, accent paving on crosswalks, reduced lane width, and curb bulb-outs.	Short-term Planning Division, Public Works
Program M-3	Conduct regular surveys of pedestrian and bicycle infrastructure to ensure the maintenance of public sidewalks, crosswalks, bicycle paths, bicycle racks, benches, waste receptacles.	Ongoing Public Works
Program PF-1	Pipeline upsizing shall occur in accordance with Project W5 of the 2020 MCWD Water Master Plan to meet increased demand from buildout of the Specific Plan.	Mid-term Public Works
Program PF-2	The City shall monitor the rate of buildout in the Specific Plan area and throughout the City in accordance with the 2020 MCWD Sewer Master Plan and anticipate upgrades to the wastewater collection system.	Ongoing Public Works

	Program	Timeframe	Responsible Party
Program PF-3	Identify the timing, location, and funding source for a new fire station to adequately support the growth within the Specific Plan area.	Short-Term	City Manager's Office
Program PF-4	Regularly assess changes in the City of Marina's population, to adequately staff police services based on potential growth within the Specific Plan area.	Ongoing	City Manager's Office
Program PF-5	Establish a Downtown business improvement district or other funding mechanism to organize and finance the construction of downtown infrastructure improvements in more meaningful and intentional increments.	Mid-Term	Planning Division

