

GPAC #7: Preferred Alternative and Land Use Policy

June 20, 2024



Agenda

6:00 - 6:10 pm	Introduction and Welcome
6:10 - 6:20 pm	Update on General Plan Progress
6:20 - 7:45 pm	Presentation and Discussion; Building the GPAC's Preferred Land Use Alternative and Review of Land Use & Character Policy Outline
7:45 - 8:00 pm	Public Comment - 3 minutes maximum per person
8:00 pm	Next Steps and Closing

Roll Call/Introductions

GPAC #7 Meeting Objectives

1. Receive an update on the General Plan
2. Discuss the GPAC preferred Land Use Alternative
3. Receive a high-level overview of draft Land Use & Complete Community Policy

Updates






- Workshop #4: April 27, 2024
- Land Use Alternatives Survey: Open through July
- Vision and Guiding Principles
- Other City Projects

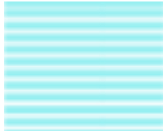




Land Use Alternatives Background

Alternatives Process

1. *Identify areas of the city where no change is needed in land use designations*
2. *Identify areas where there could be different land uses or development intensities (i.e., potential change in designation)*
3. *For the Areas of Discussion, develop one or more concepts for what could occur in these areas*
4. *Create new or apply existing land use designations for each “alternative” to meet the desired vision/concepts*
5. *Compare the detailed “alternative” land use concepts*
6. **Select the preferred land use concept and update the General Plan map**

Land Use Legend

-  Single-Family Residential
-  Missing Middle Residential
-  Multifamily Residential
-  Habitat Management Area (HMA)
-  Conceptual Future Park Location

-  Institutional/Academic/Cultural
-  Low-Intensity Employment
-  High-Intensity Employment
-  Hotels/Lodging/Visitor-Serving
-  Revenue-Generating Commercial
-  Mixed-Use Activity Area
-  Retail/Shopping Area

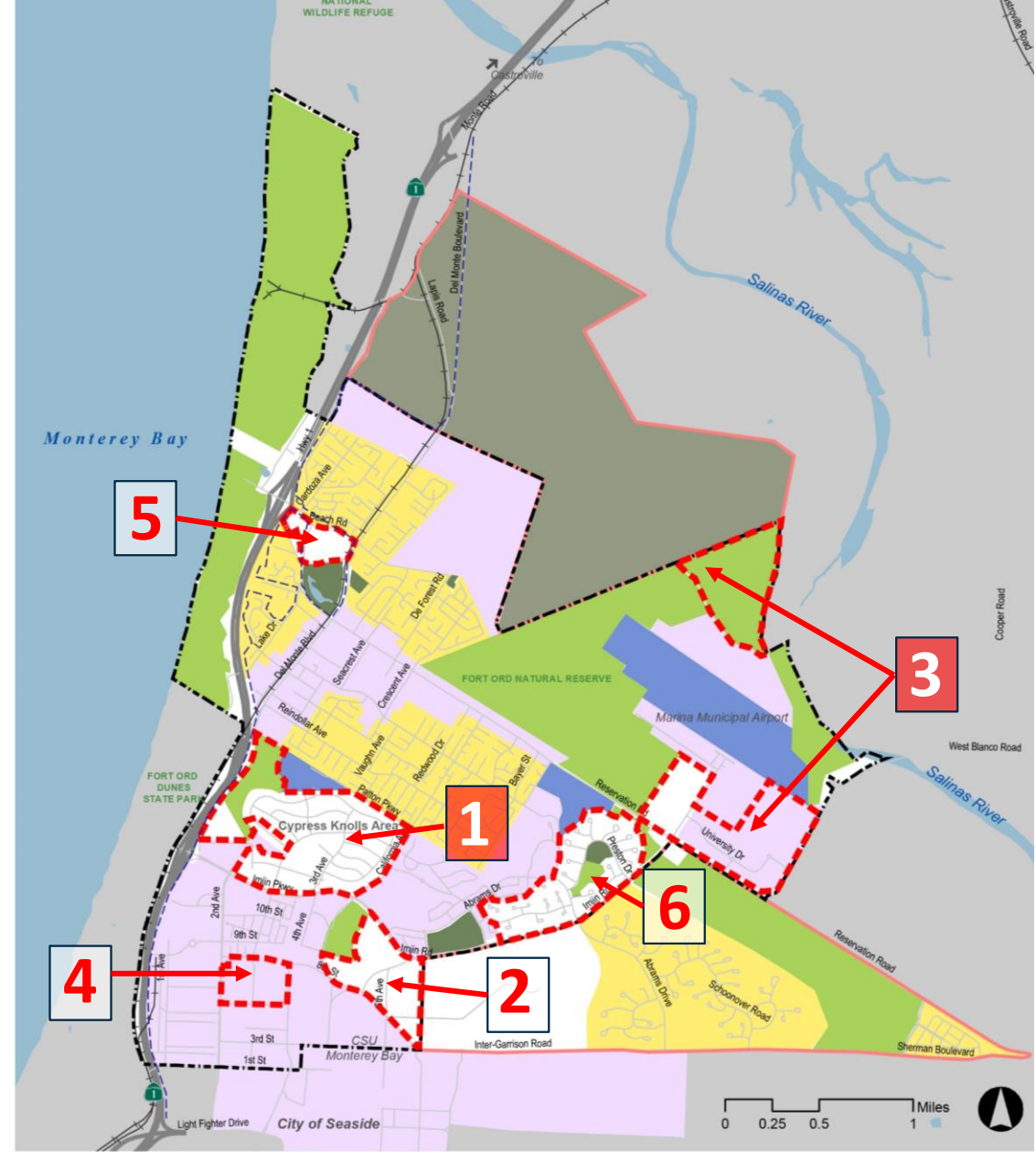
Land Use Alternative Concepts

Ideas for Community Feedback



Areas for Land Use Alternatives

1. Cypress Knolls and 3rd Avenue
2. 8th Street Area
3. UC MBEST & Airport North
4. CSUMB Parking Lots
5. Beach Road Gateway
6. Preston/Abrams Park



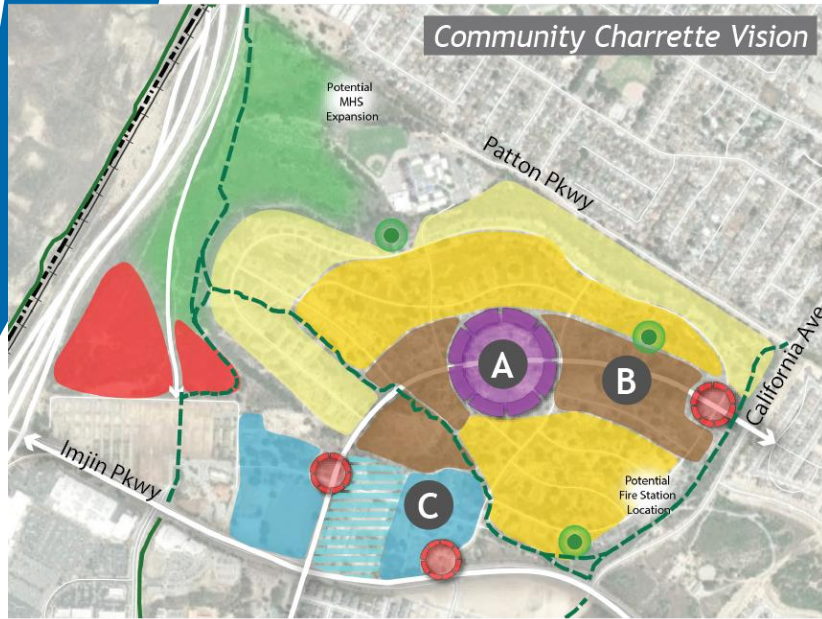
(Note: All areas are located within the current City limits.)

Cypress Knolls & 3rd Avenue

#1 Cypress Knolls & 3rd Avenue

Note: the regional retail and Habitat Management Area shown on the west side are the same across all three alternatives.

Mixed-Use Center & Medical (Community Charrette Vision)



Missing Middle & Mixed-Use Corridor



Two Neighborhoods & Two Centers



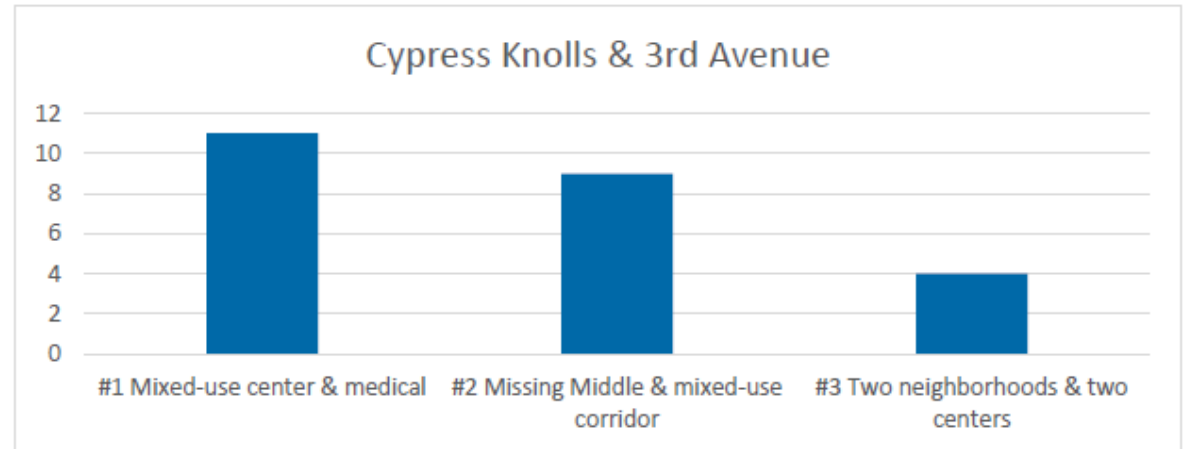
Cypress Knolls & 3rd Ave - Recent Direction

GPAC Guidance

Prefer option #1: mixed-use center & medical (most similar to concept developed during community charrette held in 2023)

Workshop Guidance

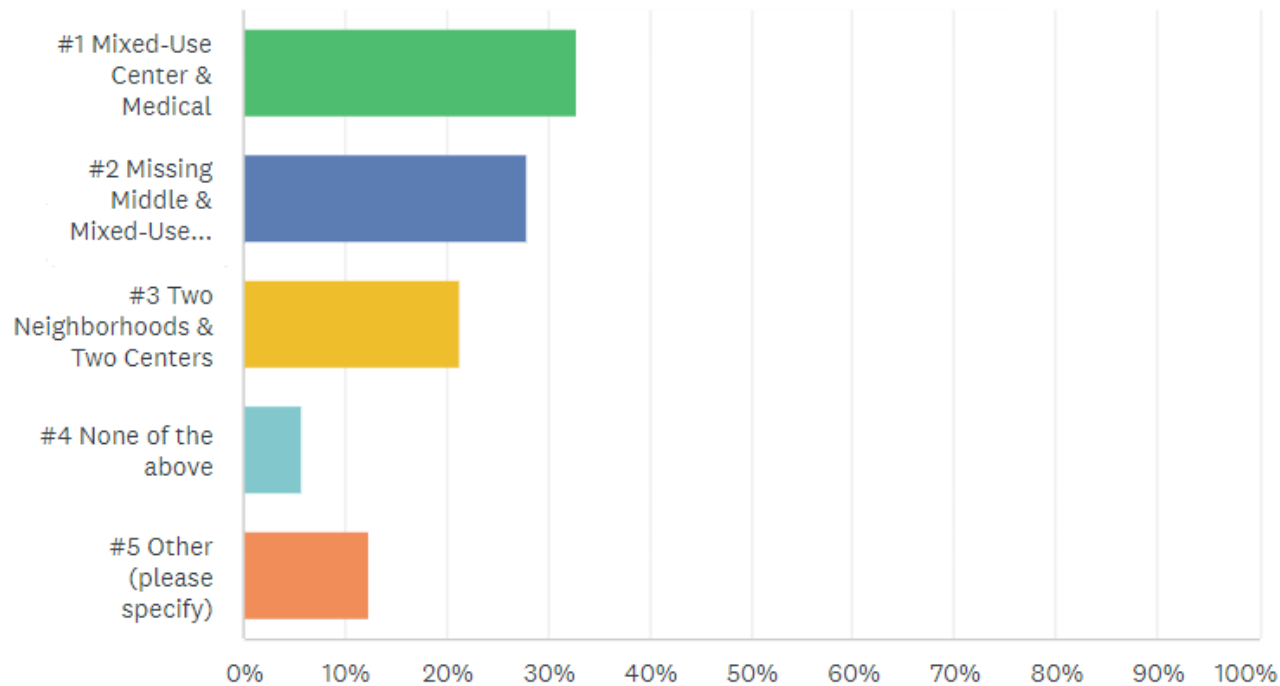
Slight preference for option #1: mixed-use center & medical, with option #2: missing middle & mixed-use corridor as a close second



Cypress Knolls & 3rd Ave - Direction Continued

Survey Guidance (Interim Results)

Slight preference for option #1: mixed-use center & medical (most similar to concept developed during community charrette held in 2023). #2 Missing Middle & Mixed-Use Corridor is a close second.

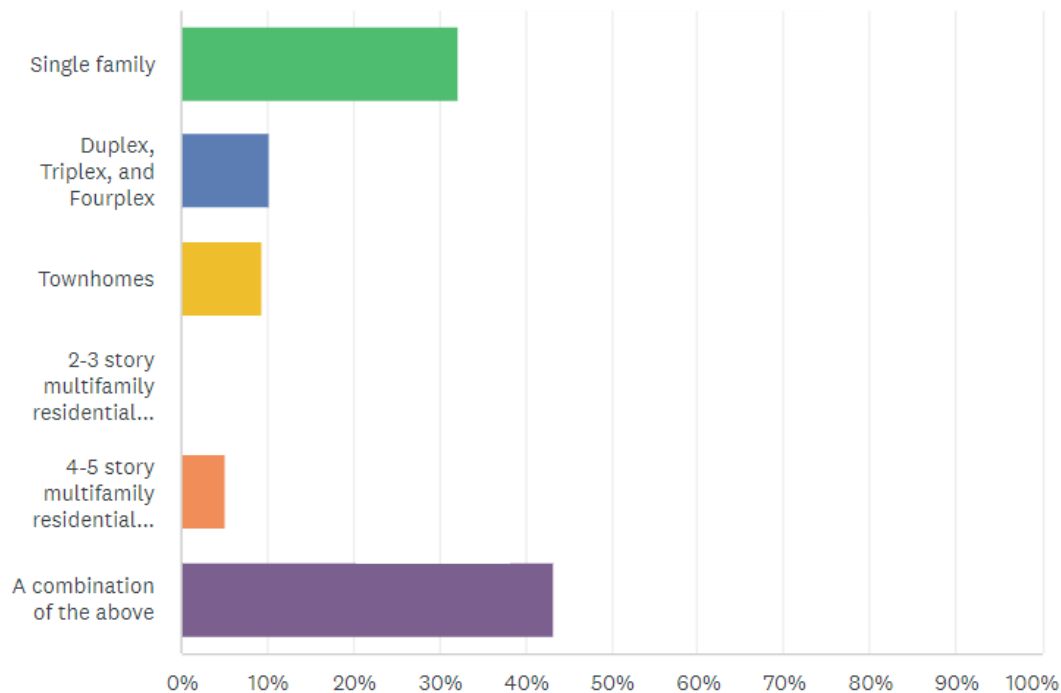


*Interim results from 6/20/24
The survey is currently open*

Cypress Knolls - Direction Continued

Survey Guidance (Interim Results)

What should be the predominant type of housing in Cypress Knolls?



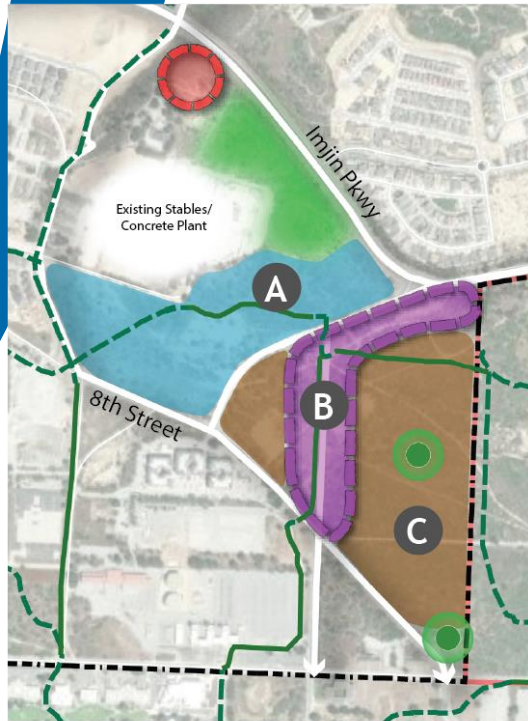
Comments include:

- Need for affordable housing
- Desire for smaller scale mixed house, some prefer single family
- Interest in senior and retirement housing
- Desire for medical uses, a walkable shopping center, and restaurants

8th Street Area

#2: 8th Street Area

#1 New Neighborhood



A
R&D / Flex
Employment District

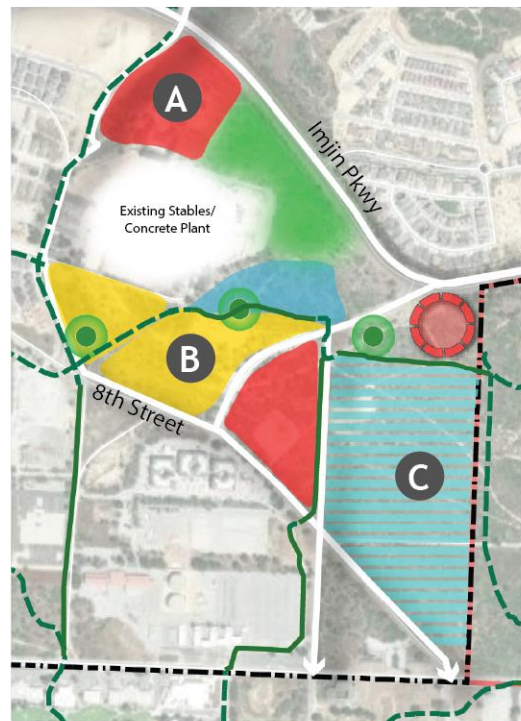


B
Mixed-Use Corridor
along 6th and Imjin



C
Student-oriented
Multifamily Housing

#2 Campus Extension



A
New Retail to Serve
The Dunes/Sea Haven

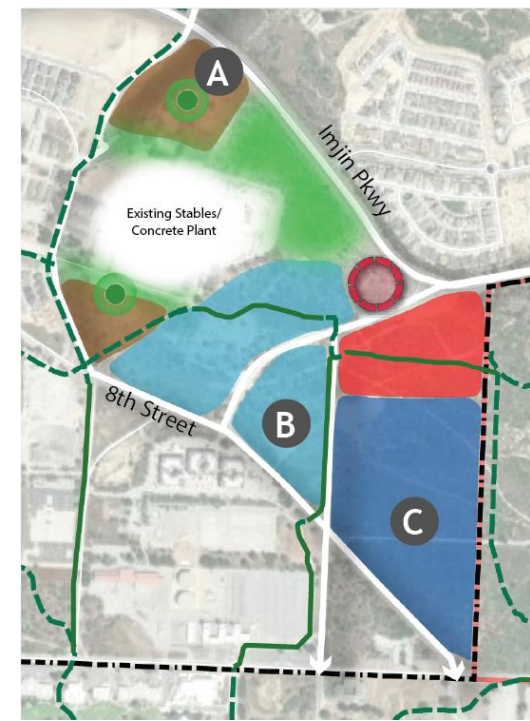


B
Townhouses for
Students



C
Museum/Visitor
Center/Institutional

#3 Employment Focused



A
Multifamily Student
Housing



B
Office, R&D, and Flex
(Lower Intensity)



C
Major Research and
Industrial District

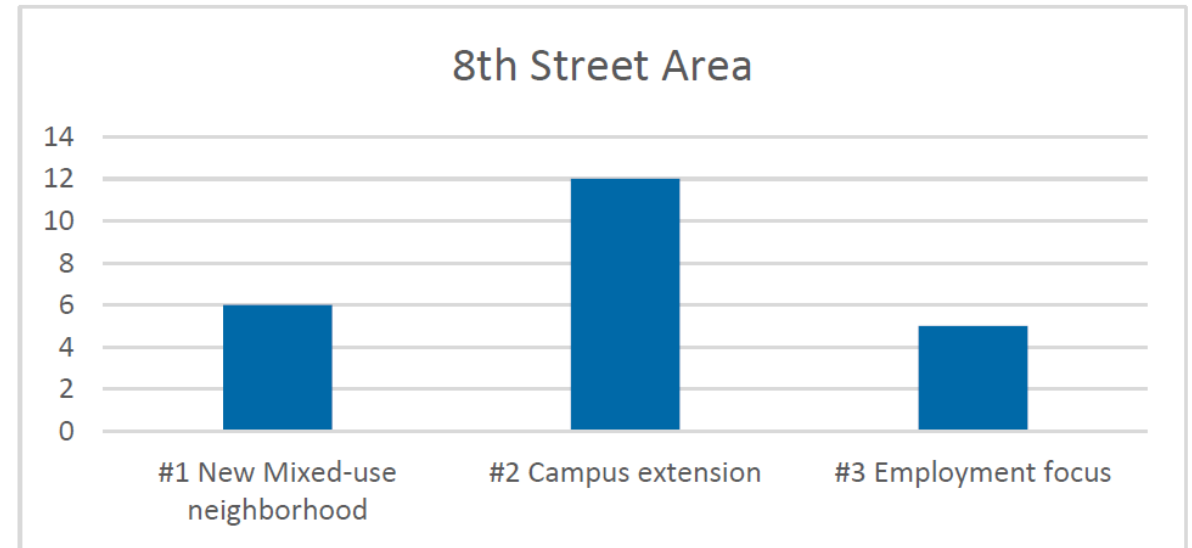
8th Street Area - Recent Direction

GPAC Guidance

Prefer option #1: New neighborhood

Workshop Guidance

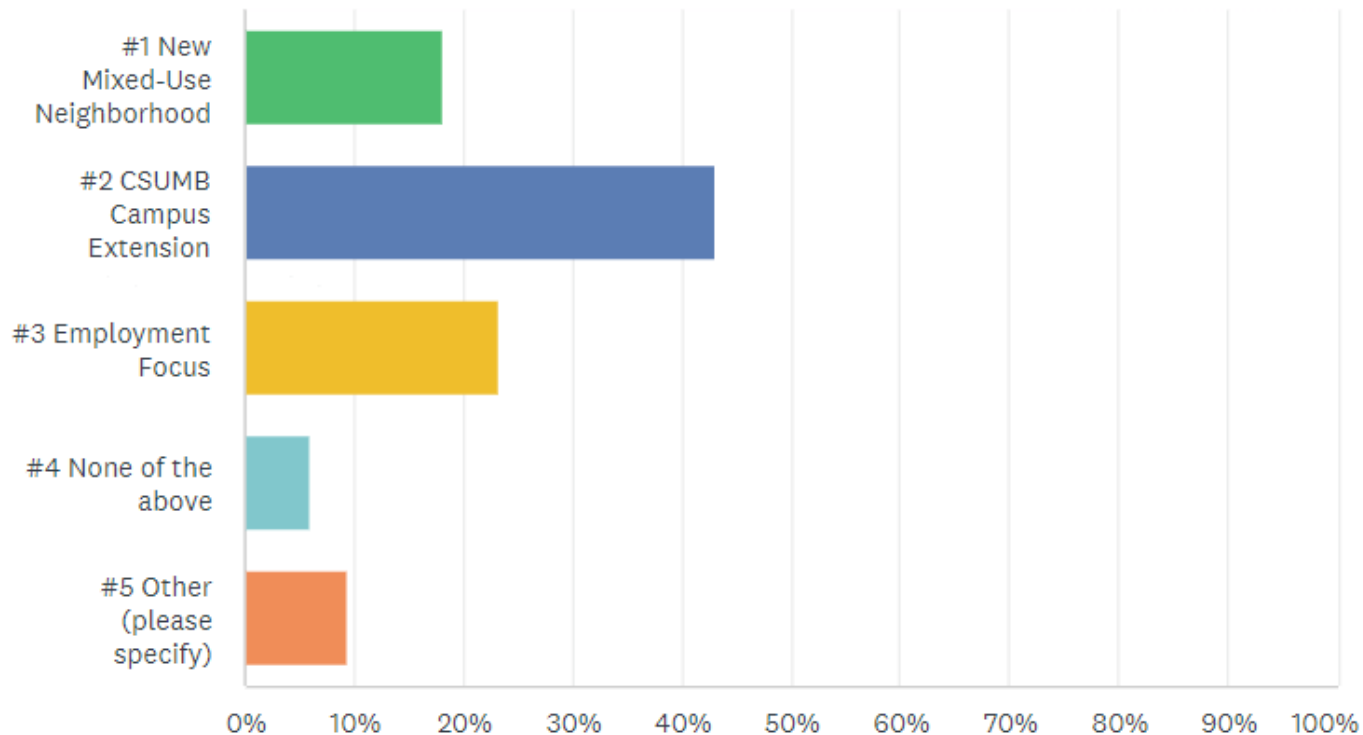
Clear preference for option #2: Campus extension.



8th Street Area - Direction Continued

Survey Guidance (Interim Results)

Preference for option #2: CSUMB Campus extension

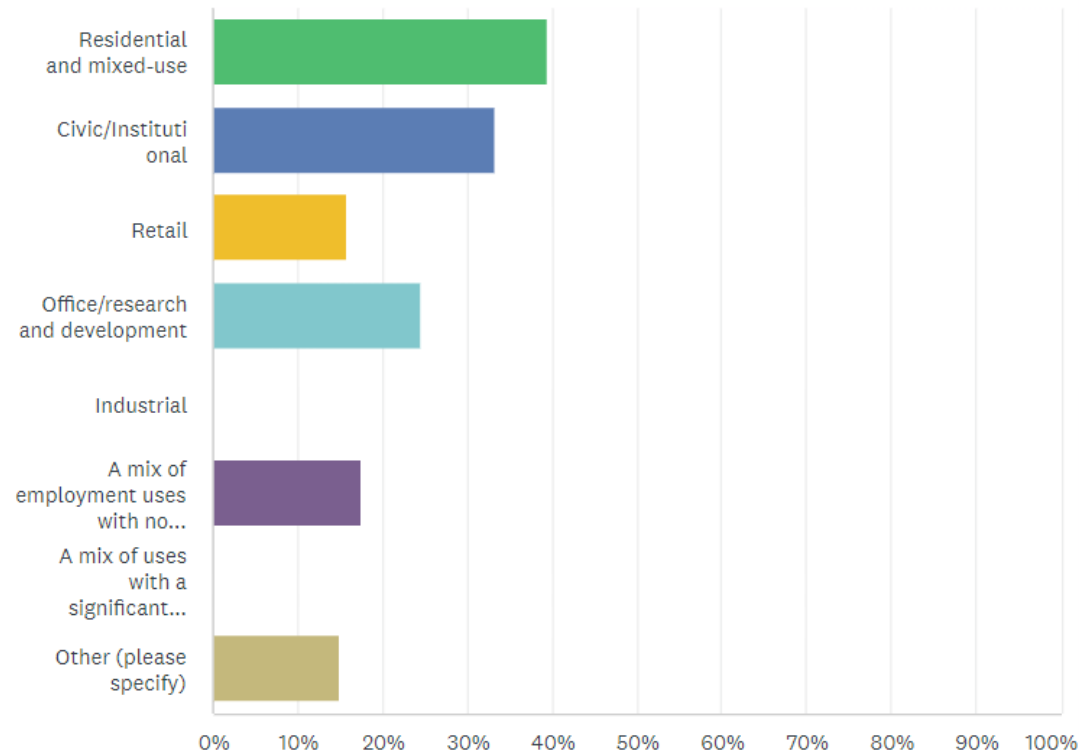


Interim results from 6/20/24
The survey is currently open

8th Street Area - Direction Continued

Survey Guidance (Interim Results)

What should be the primary use in the area?



Comments include:

- Need high-paying jobs
- Need Senior housing
- Add a museum, Center, amusement park or large event space in this area
- Focus on pedestrian walkability and add new trails and preserve natural areas

UC MBEST Expanded

#3: UC MBEST Expanded

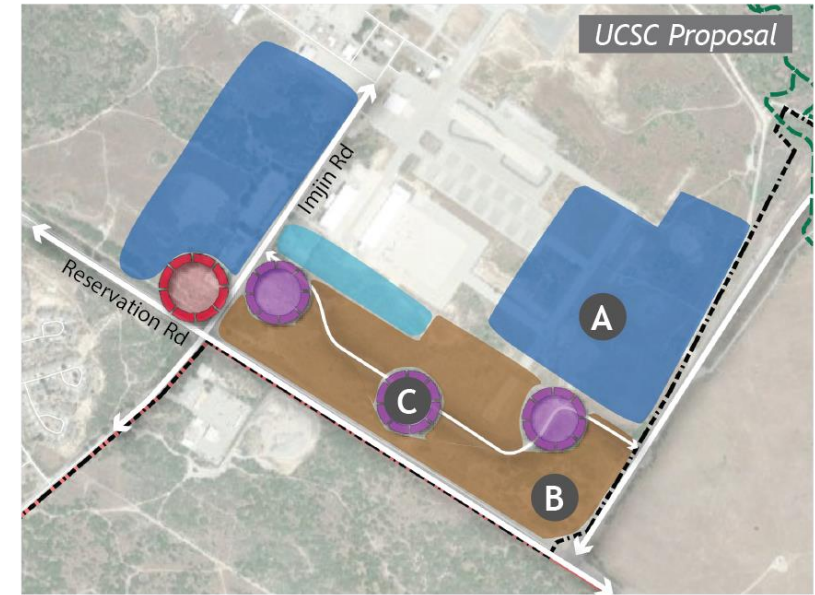
#1 Aviation Support



#2 Visitor & Aviation Manufacturing



#3 Student Housing & Mixed-Use



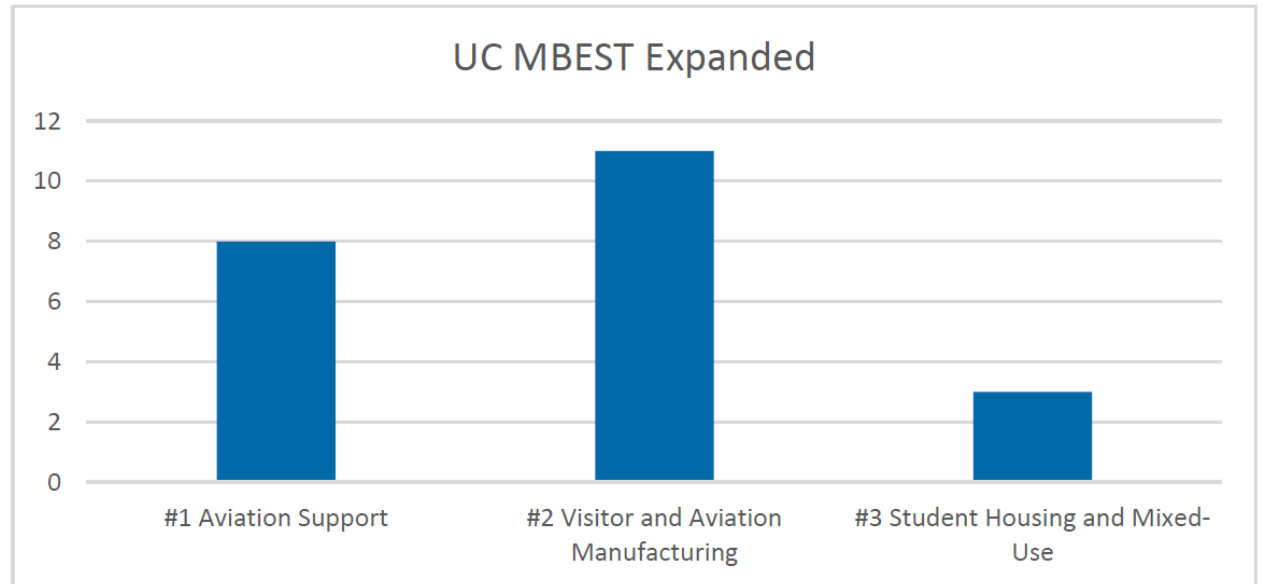
UC MBEST Expanded - Recent Direction

GPAC Guidance

Prefer option #2: Visitor and aviation manufacturing.

Workshop Guidance

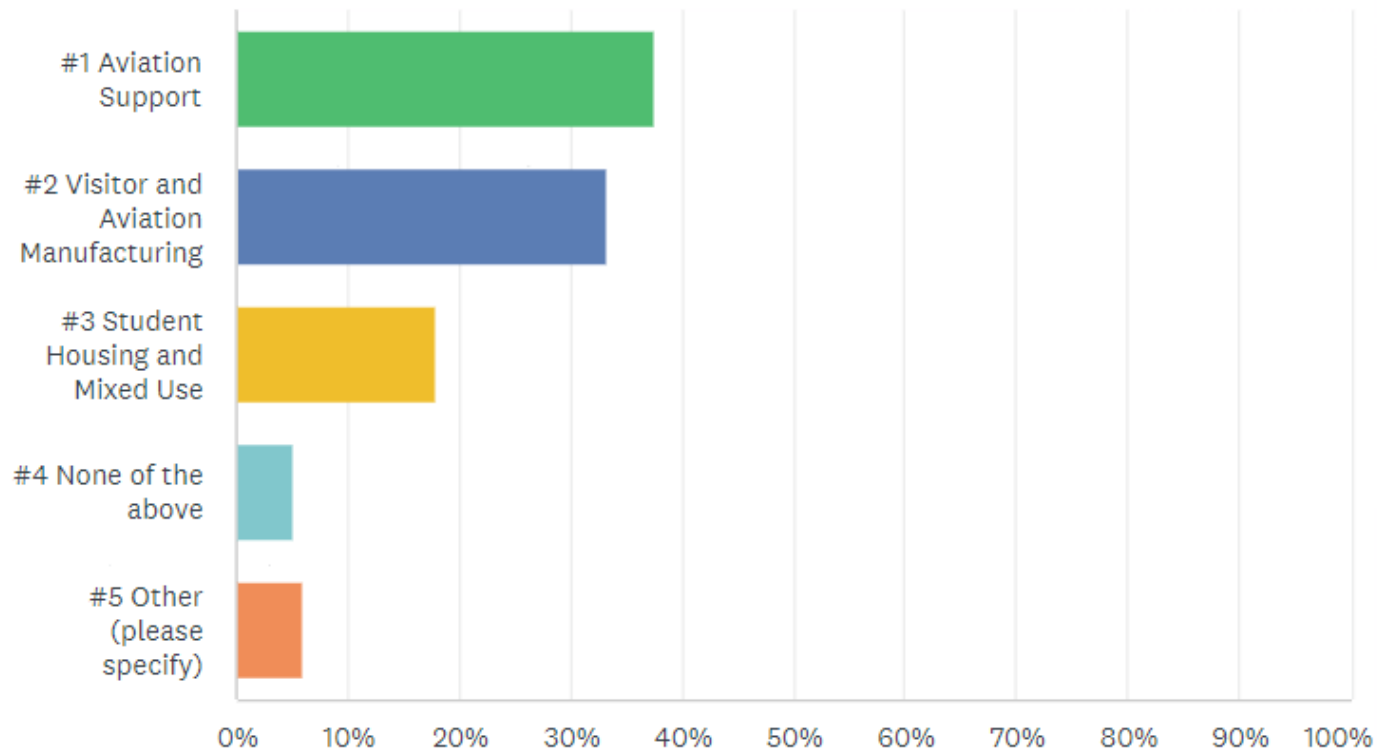
Slight preference for option #2: Visitor and aviation manufacturing. Option #1: Aviation support was a close second.



UC MBEST- Direction Continued

Survey Guidance (Interim Results)

Slight Preference for option #1 Aviation Support. #2 Visitor and Aviation Manufacturing is a close second.

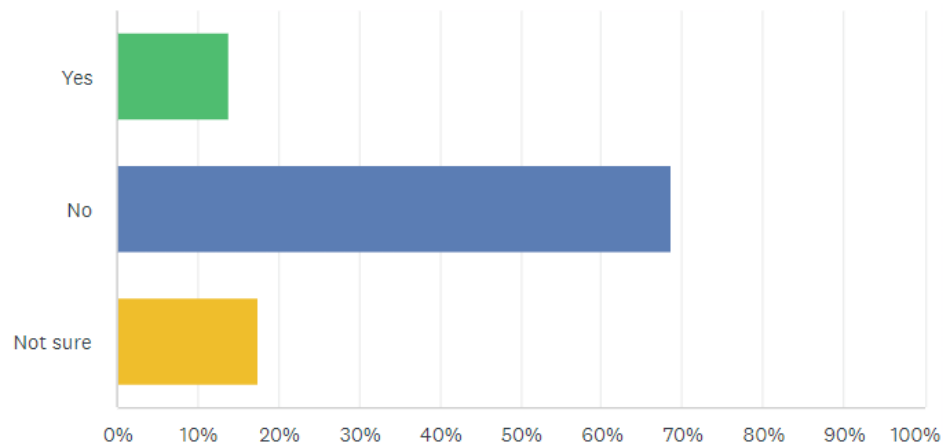


*Interim results from 6/20/24
The survey is currently open*

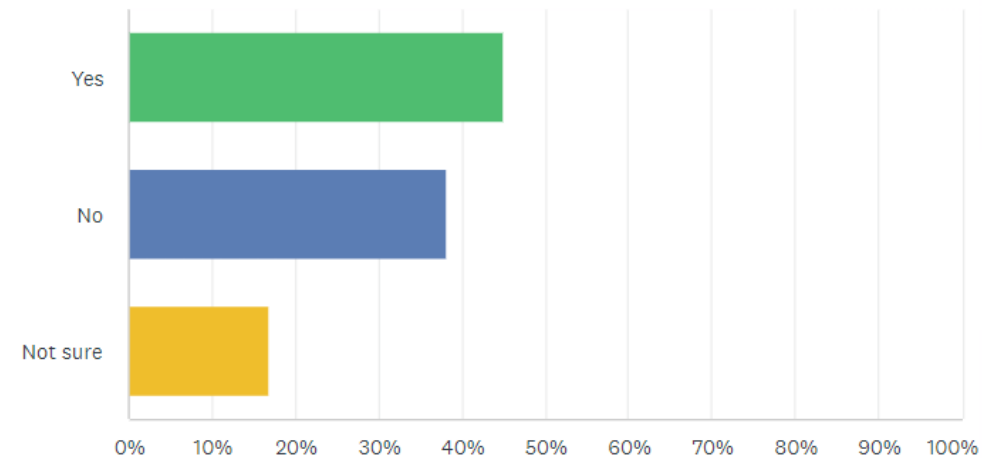
UC MBEST Expanded - Direction Continued

Survey Guidance (Interim Results)

Do you think there should be residential uses in this area?



Do you think there should be visitor-serving uses, such as hotels and motels, in this area?



Comments include:

- Capitalize on the existing airport in this area
- Expand jobs
- Don't add a hotel or housing in this area

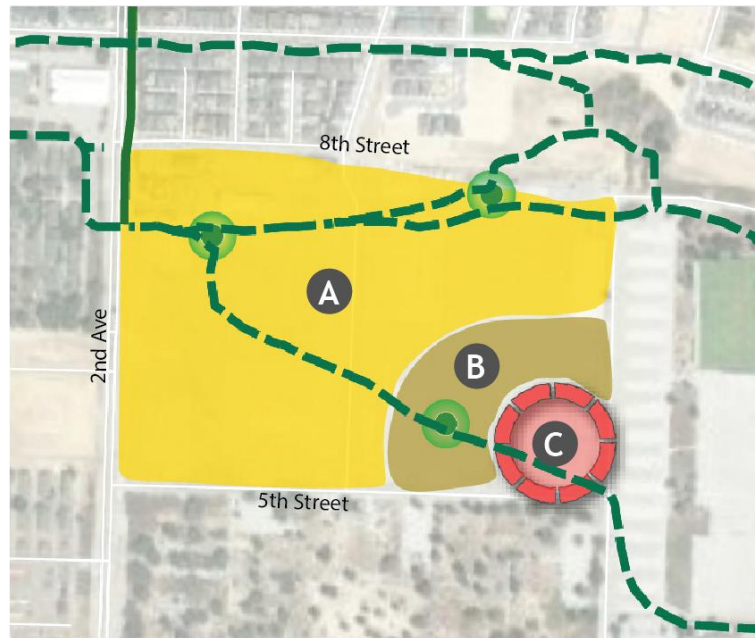
CSUMB Parking Lots

#4: CSUMB Parking Lot

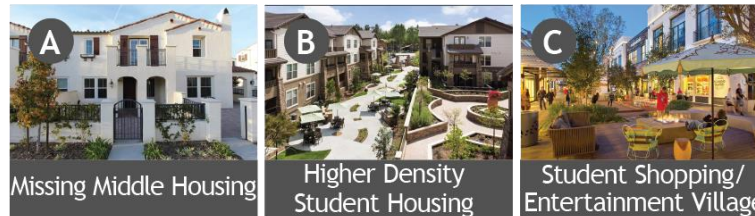
#1 Campus Neighborhood



#2 Student Village



#3 Jobs & Housing



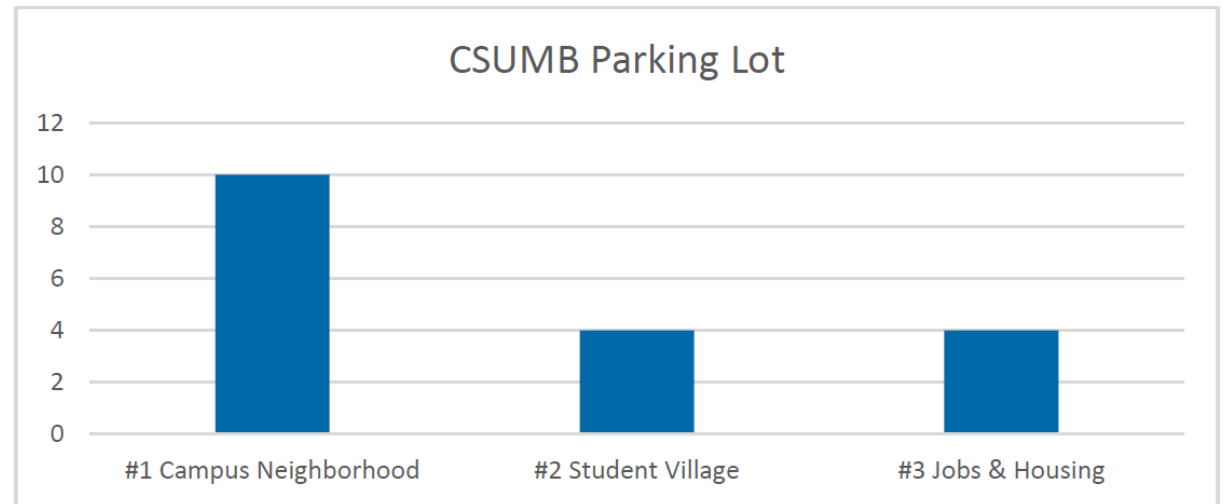
CSUMB Parking Lot - Recent Direction

GPAC Guidance

Prefer option #2: Student village.

Workshop Guidance

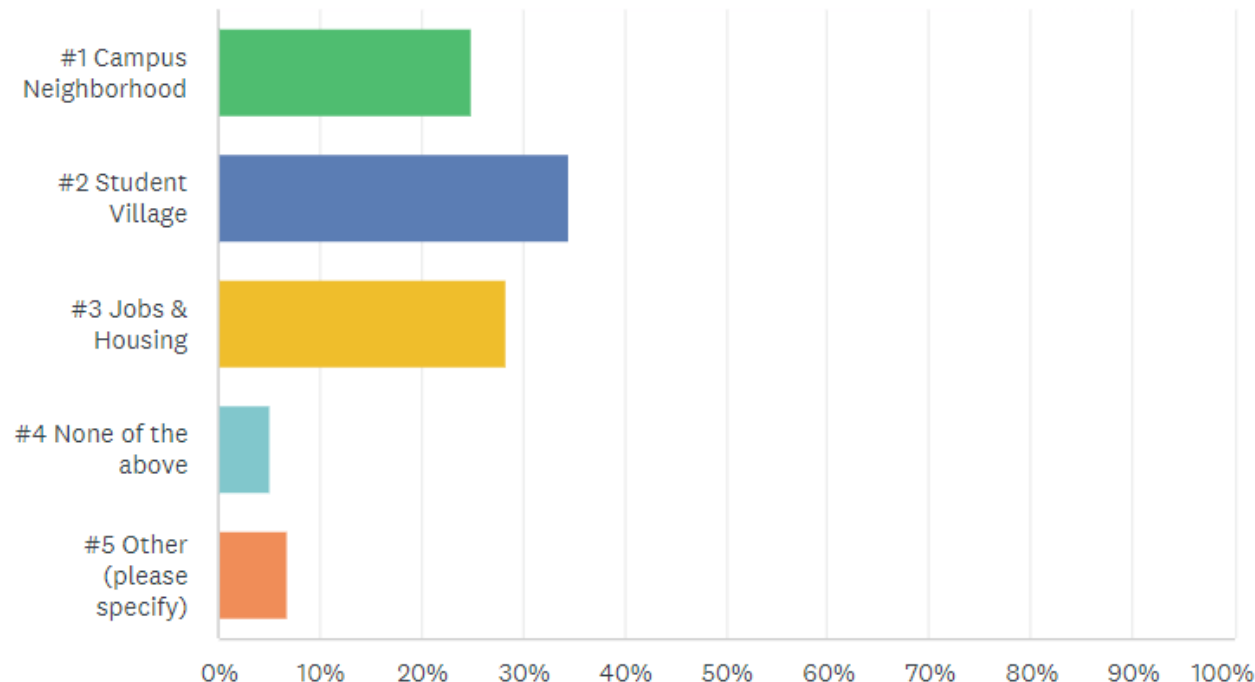
Strong preference for option #1: Campus neighborhood.



CSUMB Parking Lot - Direction Continued

Survey Guidance (Interim Results)

Slight preference for #2 Student Village. Results are very close with #1 Campus Neighborhood, and #3 Jobs and Housing close behind.



Comments include:

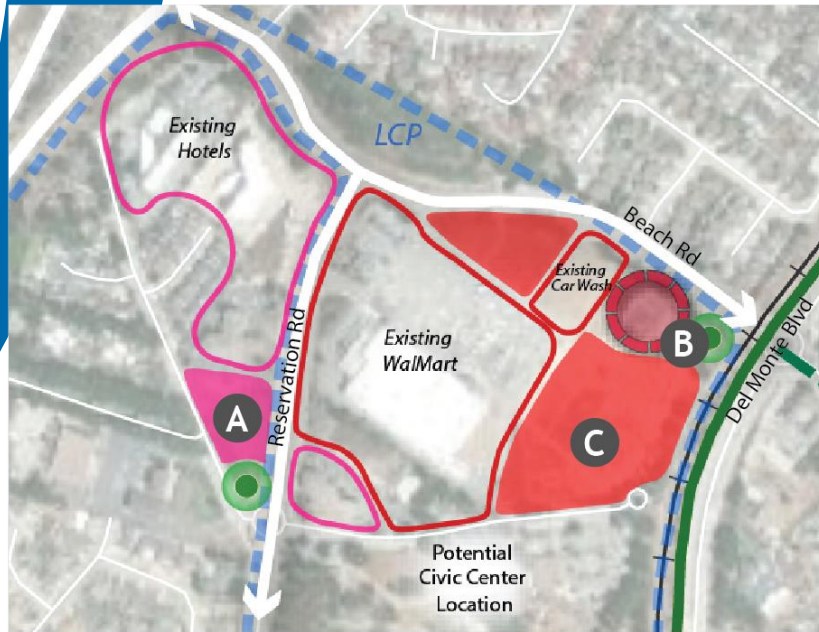
- Desire for Senior housing here
- Include a large retail shopping area for students
- Include outdoor gathering places, event space
- Question whether Marina can plan for this area due to ownership

*Interim results from 6/20/24
The survey is currently open*

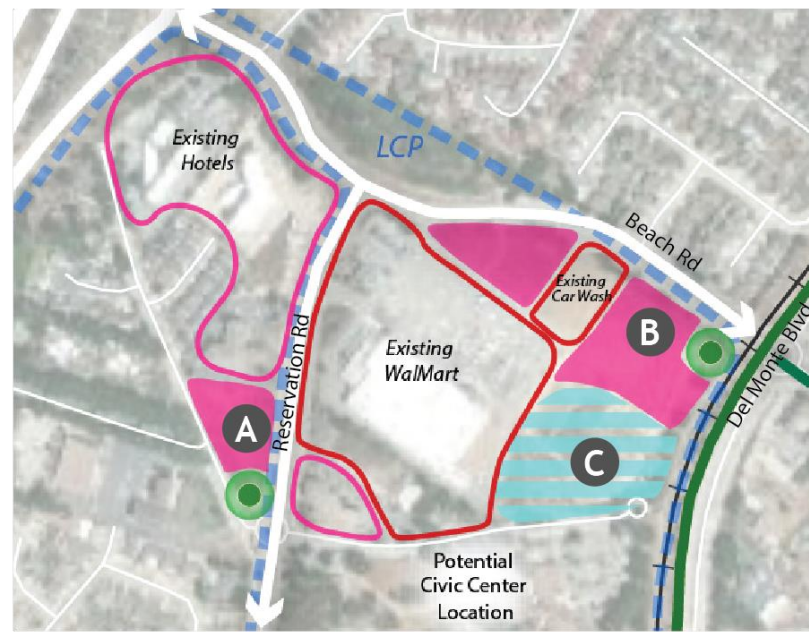
Beach Road Gateway

#5: Beach Road Gateway

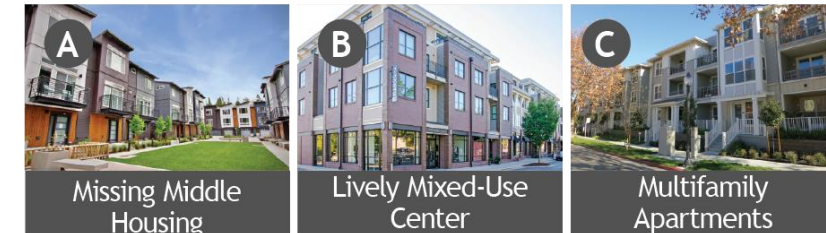
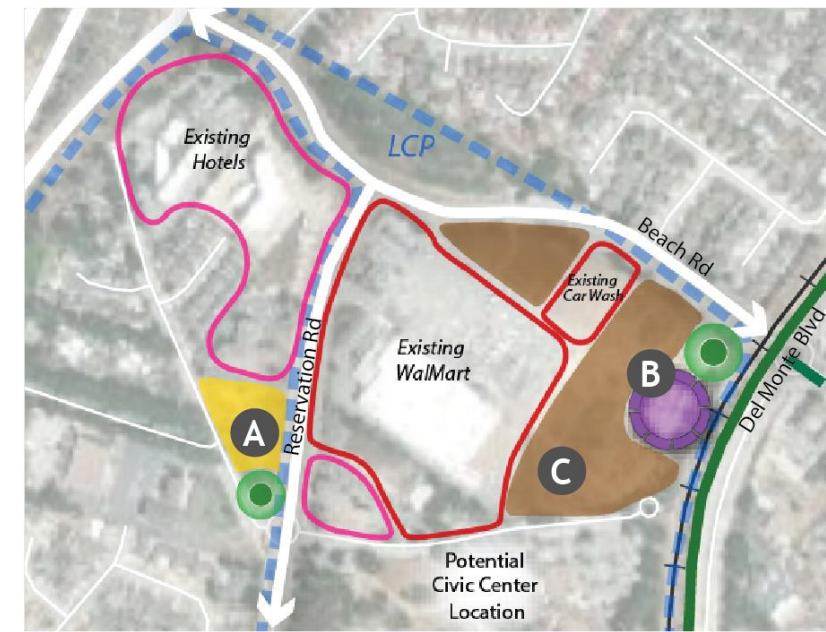
#1 Retail Gateway



#2 Visitor-Serving Gateway



#3 Mixed-Use Gateway



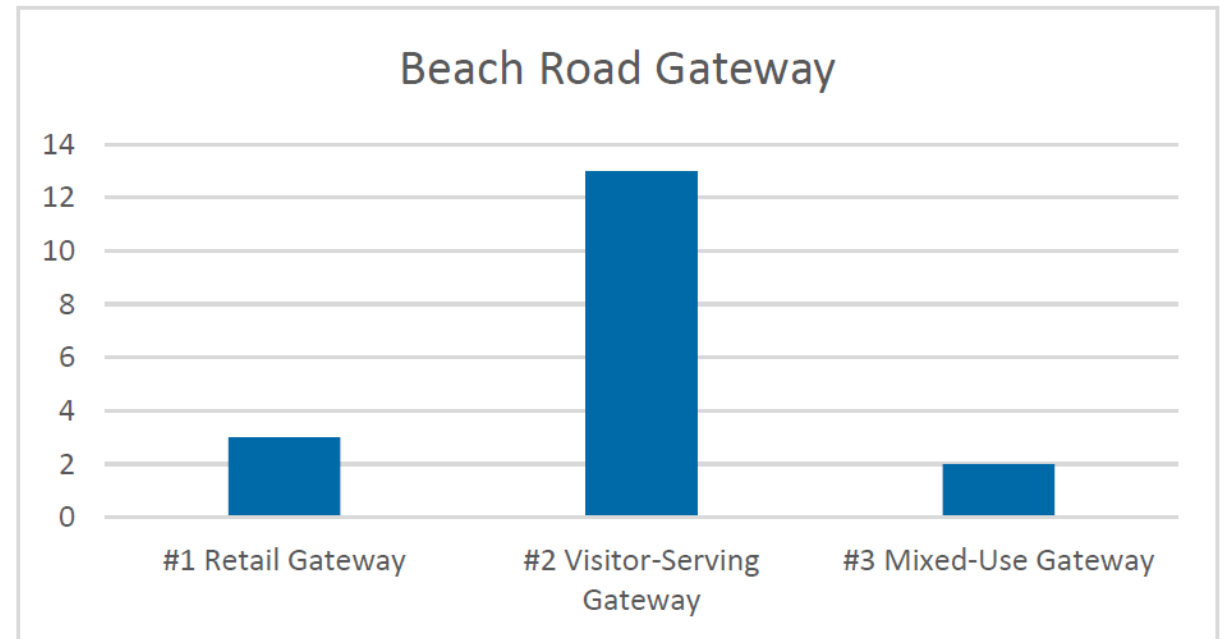
Beach Road Gateway - Recent Direction

GPAC Guidance

Prefer option #1: Retail gateway.

Workshop Guidance

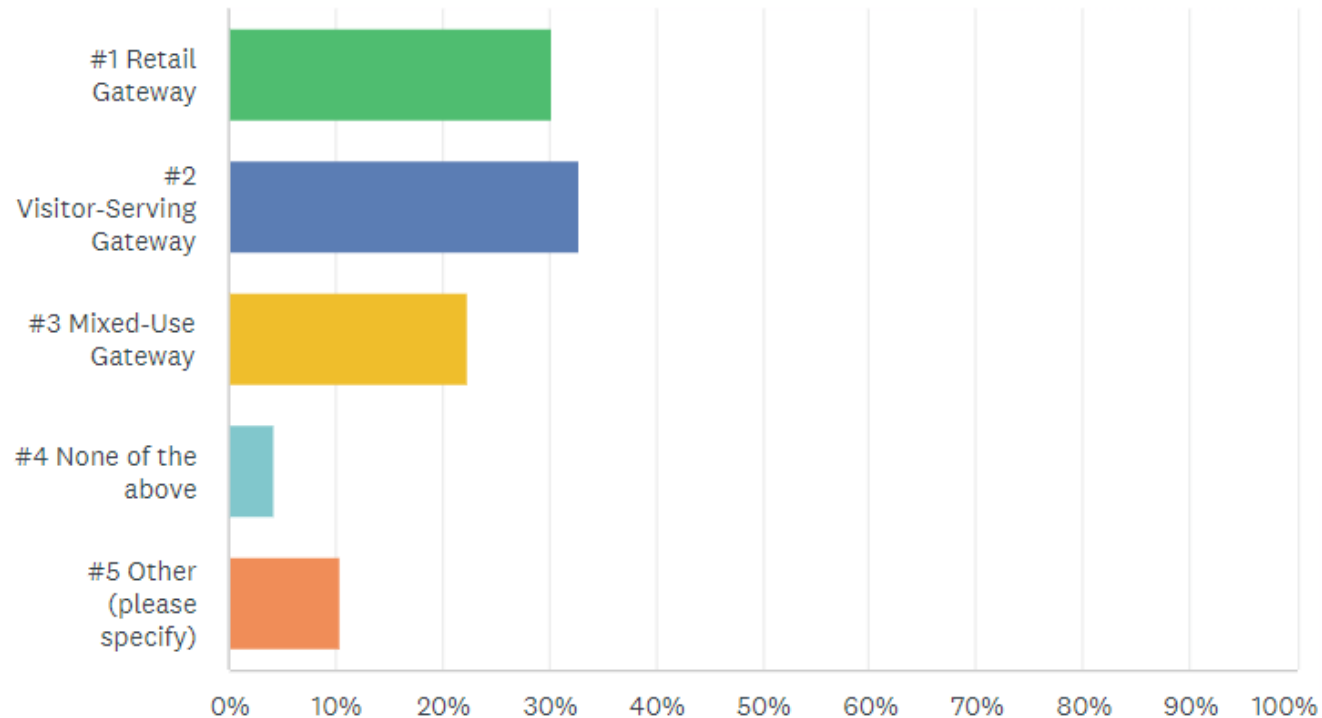
Strong preference for option #2: Visitor-serving gateway.



Beach Road Gateway - Direction Continued

Survey Guidance (Interim Results)

Slight Preference for option #2 Visitor-Serving Gateway. #1 Retail Gateway is a close second.

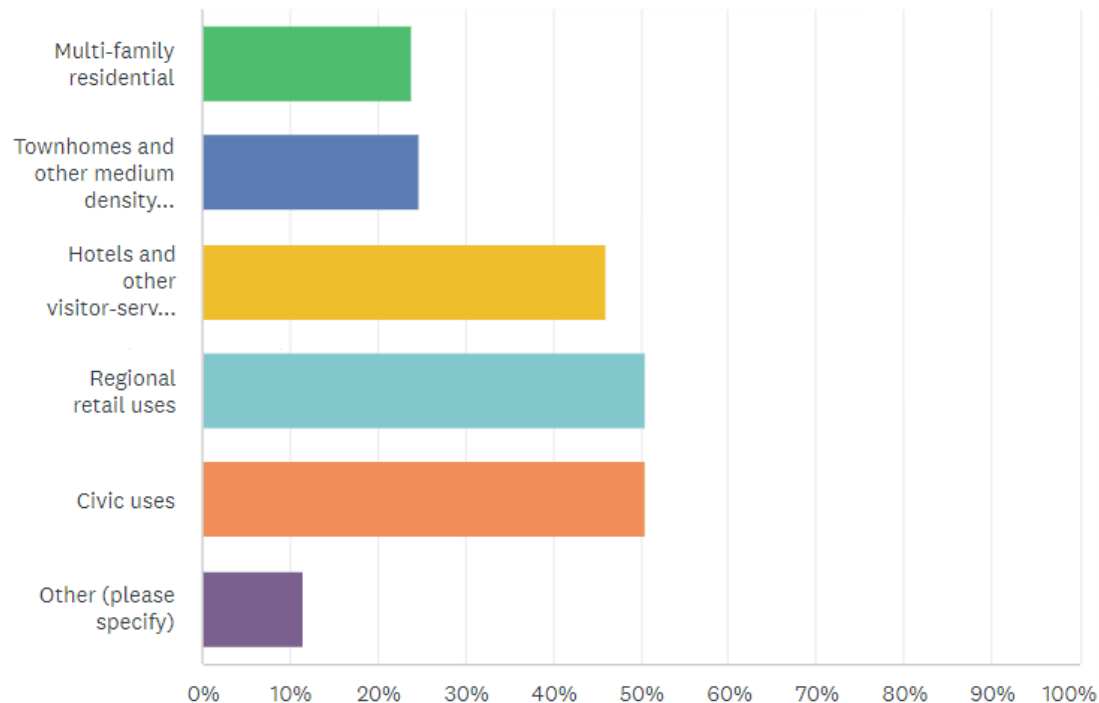


*Interim results from 6/20/24
The survey is currently open*

Beach Road Gateway - Direction Continued

Survey Guidance (Interim Results)

What uses do you think should be allowed in this area?



Comments include:

- Want to see “mom and pop” shops in this area instead of big box retailers
- Build off existing hotels and commercial
- No additional hotels
- Housing to support walkable neighborhood
- No new housing
- New museum or amphitheater

Preston/Abrams Park

#6: Preston/Abrams Park



#1 Redevelop most of area with new, modern townhouses and attached housing.



#2 Develop one or two 4-story affordable multifamily apartments in the neighborhood.



#3 Add one or two small neighborhood retail centers.



#4 Build new townhouses alongside/amongst a new athletic and sports field complex.

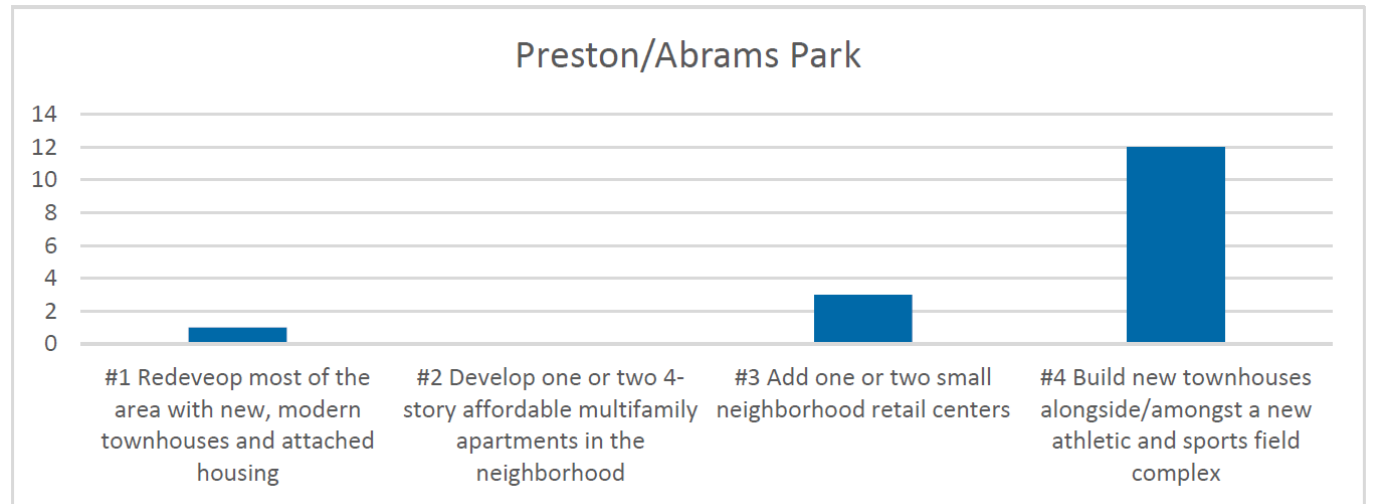
Preston/Abrams Park- Recent Direction

GPAC Guidance

GPAC members suggested the mixed-use and sports complex concept that was used in the workshop and survey. **(Option #4)**

Workshop Guidance

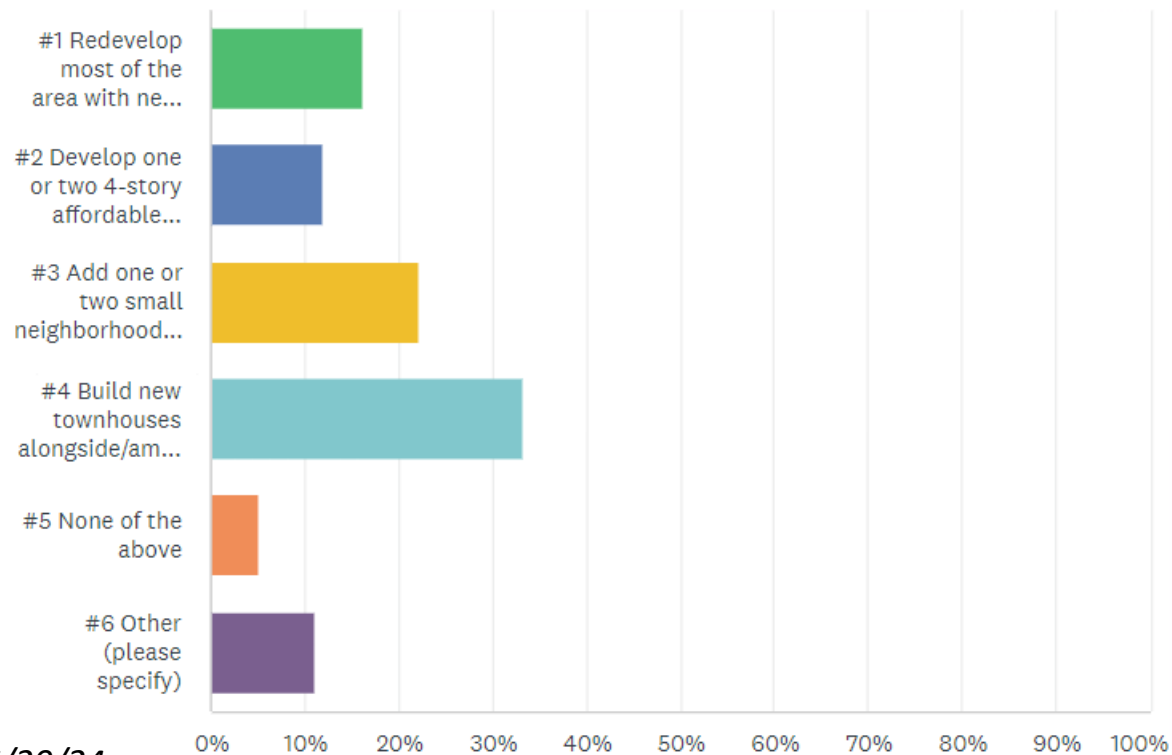
Strong preference for option #4: Build new townhouses alongside/amongst a new athletic and sports field complex.



Preston/Abrams Park - Direction Continued

Survey Guidance (Interim Results)

Preference for option #4: Townhouses along/amongst a new athletic and sports field complex.



Comments include:

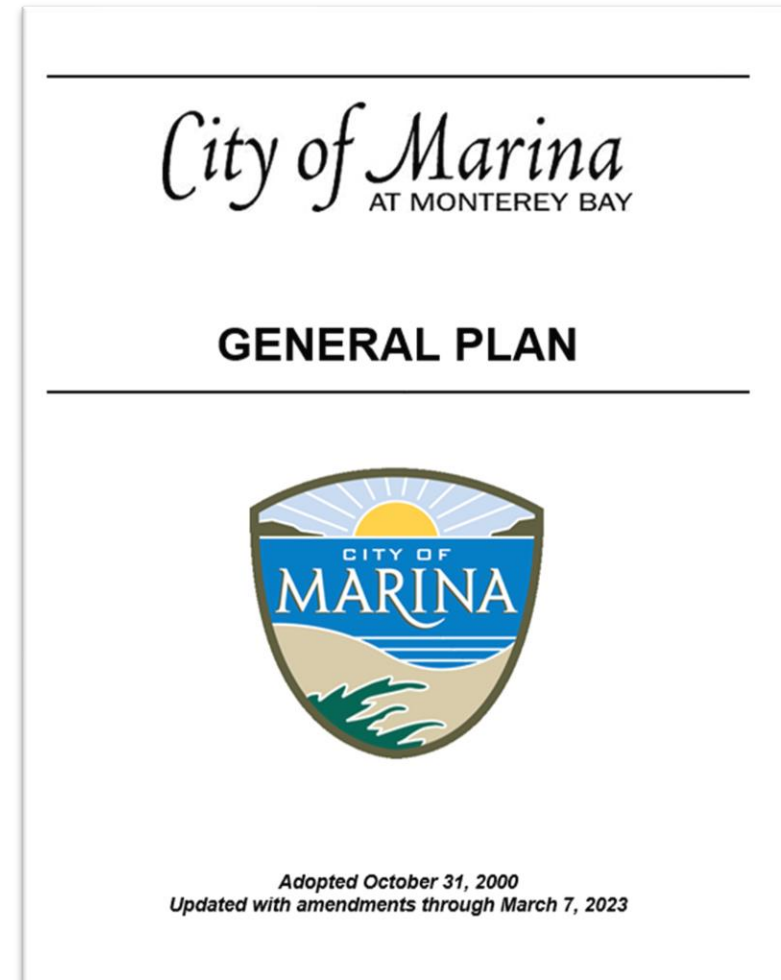
- No new housing
- Desire for mixed-use with walkable housing with new retail
- Desire for senior housing
- Desire for one or two small neighborhood retail centers
- Strong need for new or upgraded sports fields

*Interim results from 6/20/24
The survey is currently open*

Land Use Policy Topics

Overall General Plan Outline

- Land Use and Complete Community (today's discussion)
- For future GPAC discussion:
 - Circulation
 - Economic Development
 - Parks, Open Space, Trails, and Public Facilities
 - Environmental Justice
 - Conservation and Habitats
 - Safety and Hazards
 - Utilities, Infrastructure, and Water



Land Use + Complete Community: Summary Policy Outline

- Initial goals and policies for the updated General Plan
 - First review with GPAC today
 - To be discussed with City staff in July
 - Will be refined into Admin Draft Element
- As we review the draft outline, keep the following questions in mind:
 - **Are all the right topic areas covered?**
 - **Should any be revised or removed?**
 - **Are there any goals or policies missing?**

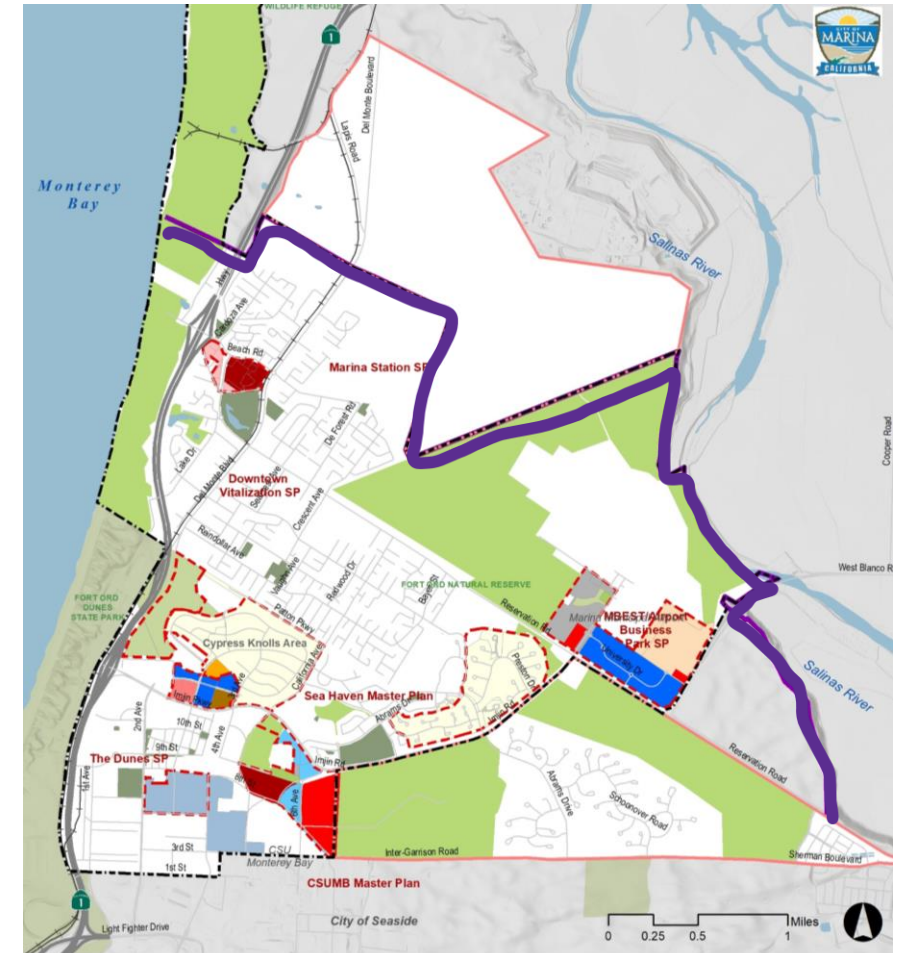
Land Use and Complete Community: All Goals/Topics

- 1) Focused growth
- 2) Community gathering places
- 3) Housing that is affordable
- 4) Existing neighborhoods
- 5) New neighborhoods
- 6) Living wage jobs
- 7) Attractive public realm
- 8) Key gateways
- 9) Walkable Marina
- 10) High-quality/sustainable buildings
- 11) Downtown
- 12) Civic Center
- 13) Cypress Knolls + 3rd
- 14) 8th Street
- 15) Airport + UC MBEST
- 16) CSUMB Lots
- 17) Beach Road Gateway

Citywide Land Use + Complete Community

Goal 1: Focused growth

- Focus all new growth as infill within the Urban Growth Boundary
- Avoid developing on sensitive habitats
- Prohibit or restrict development where natural or human-caused hazards exist
- Separate major new developments from existing neighborhoods with open space



Citywide Land Use + Complete Community

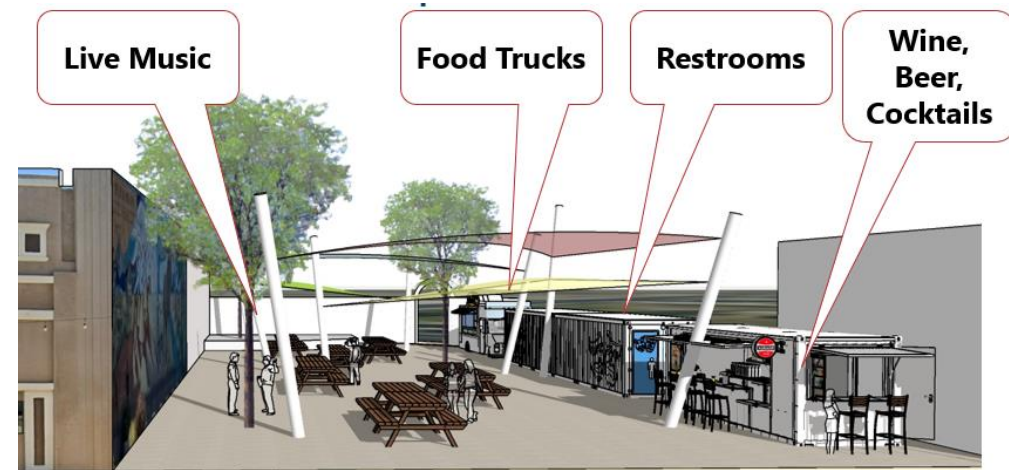
Goal 2: Community gathering places

- a. Create activity centers/destinations at:
 - i. Downtown near Reservation Road & Del Monte intersection,
 - ii. Town Square in Cypress Knolls,
 - iii. Promenade in the Dunes,
 - iv. Civic Center (?)
 - v. Within the 8th Street area (?)

b. Attract sit-down dining and entertainment uses

c. Allow mixed-use buildings in multiple land use designations

d. Enforce standards for retail and active uses in gathering places



Potential Community Gathering Places

1. Downtown near Reservation Road & Del Monte intersection,
2. Town Square in Cypress Knolls,
3. Promenade in the Dunes,
4. *The Civic Center (?)*
5. *Within the 8th Street area (?)*



Citywide Land Use + Complete Community

Goal 3: High-quality and affordable housing

- a. New walkable, attractive neighborhoods
- b. Housing for veterans, seniors, and low-income
- c. Expand where missing-middle housing is allowed
- d. Infill housing in Central Marina
- e. Require parks, open space, and trail connections within new housing



Citywide Land Use + Complete Community

Goal 4: Existing neighborhoods

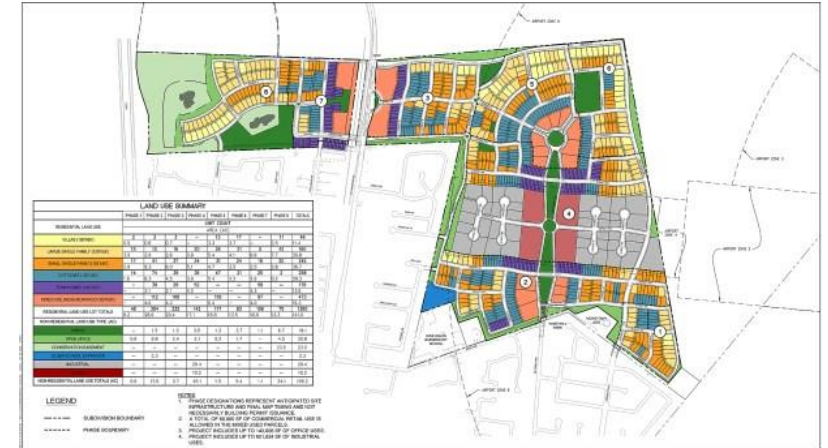
- a. Incentivize ADUs
- b. Streamline development of “missing middle” infill that meets objective standards
- c. Establish a distinctive identity for each neighborhood in Central & North Marina
- d. Maintain attractive buffers between residential and non-residential uses
- e. Ensure appropriate setbacks, landscaping, and transitions between single-family neighborhoods and high-density infill housing
- f. Provide more mini-parks in Central Marina



Citywide Land Use + Complete Community

Goal 5: New neighborhoods

- Integrate new housing into the City
- Prohibit gated communities
- Limit block lengths or use mid-block alleys to break up long blocks
- Provide connecting pedestrian and bicyclist paths at all cul-de-sacs
- Require new parks, indoor/outdoor recreation, open space, and/or FORTAG
- Require new “missing middle” housing
- Provide setbacks or open spaces between existing neighborhoods and new higher-density developments
- Ensure new developments pay their share of additional public service costs



Citywide Land Use + Complete Community

Goal 6: Living wage jobs

- Attract R&D, light industrial, niche manufacturing, & medical office uses
- Expand existing & attract new innovative and complementary airport-oriented uses
- Facilitate development of jobs related to science and technology to leverage CSUMB + UC MBEST
- Promote hotels, long-term temporary lodging, and other visitor-serving uses



Citywide Land Use + Complete Community

Goal 7: Attractive public realm

- a. Enhance Marina through a branding campaign, public landscaping, and façade revitalization
- b. Highlight and preserve public views of the coastline
- c. Transform the public realm in Downtown
- d. Construct memorials that pay homage to the Military past
- e. Expand the urban tree canopy along major corridors
- f. Design the City's major corridors with a consistent streetscape appearance
- g. Prioritize streetscape improvements, mobility enhancements, and pedestrian amenities on major corridors



Citywide Land Use + Complete Community

Goal 8: Key gateways

- a. Design major entry points with attractive landscaping, subdued commercial signage, consistent wayfinding, special design treatments, and small parks or plazas
- b. Reflect the historical significance of Fort Ord in development by the 8th Street overcrossing and at the Fort Ord State Park entrance

1 Reservation at Blanco



2 Reservation at Hwy 1



3 Del Monte at Reindollar



4 Imjin Pkwy at Hwy 1



5 Airport

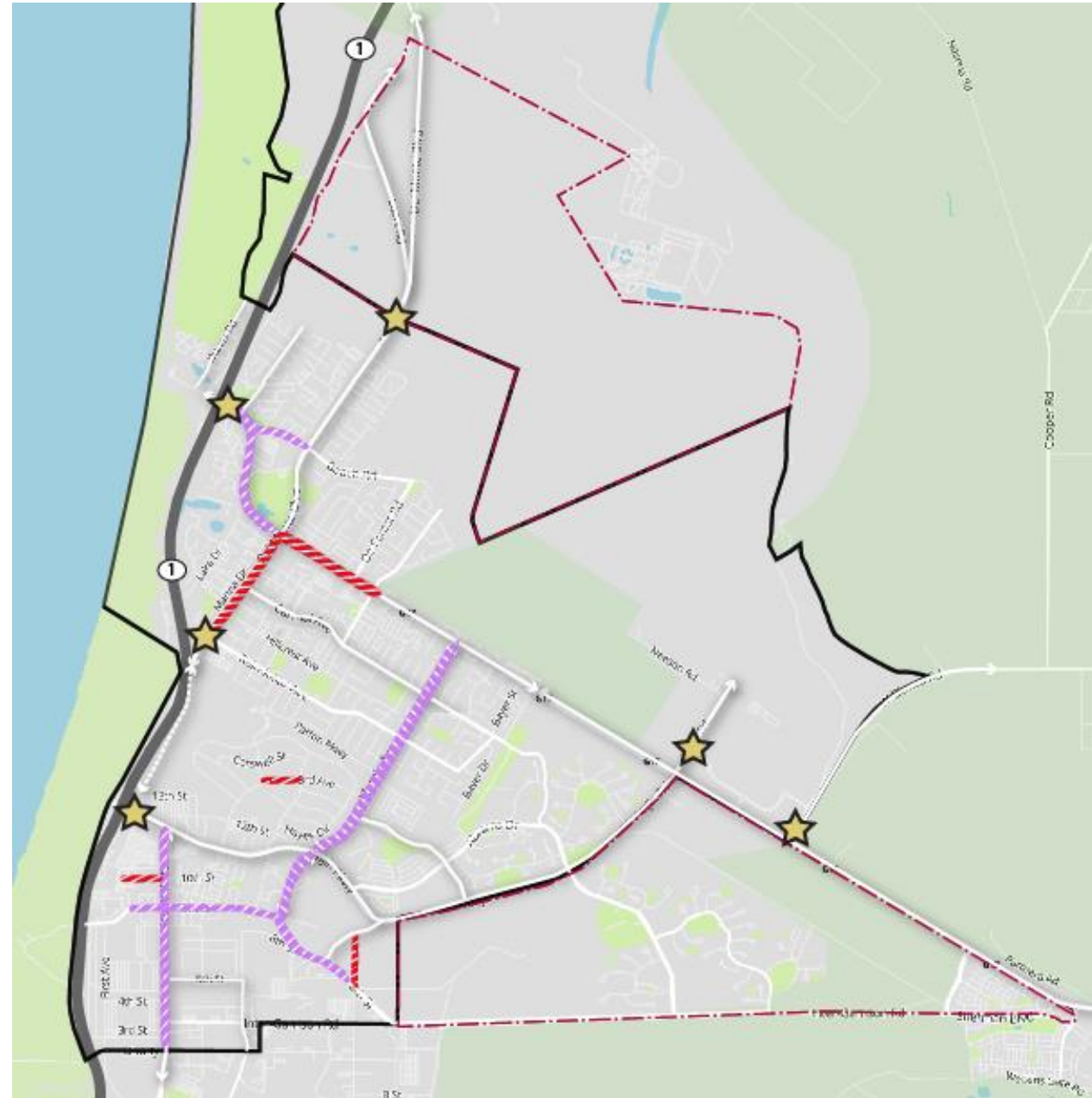


6 Del Monte (North)



Major Corridors and Key Gateways

- Major corridors are shown in
 - Red to indicate retail and mixed-use, or
 - Purple to indicate residential and lodging uses
- Key gateways are shown as a star (six total)



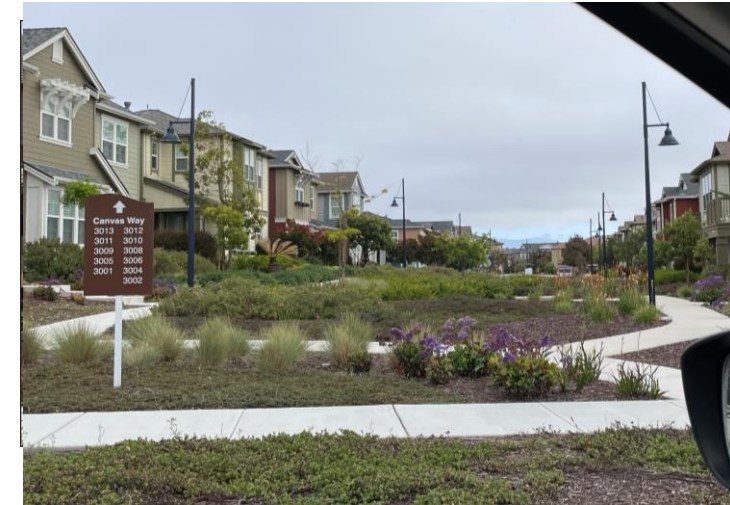
Citywide Land Use + Complete Community

Goal 9: Walkable Marina

- a. Require developments to follow walkable design
- b. Avoid "strip" commercial; promote "park once" districts where multiple activities can be accessed
- c. In gathering places, require pedestrians to be prioritized in site design
- d. Ensure pedestrian/bicycle connections to new and planned parks, open space, and trails

Goal 10: High-quality and sustainable buildings

- a. Adhere to new objective design standards
- b. Promote a diversity of architectural styles
- c. Promote green building practices



Questions and Discussion

Are all the right topic areas covered?

Should any be revised or removed?

Are there any goals or policies missing?

Public Comment

Maximum of 2 minutes per person

Next Steps + Closing

Upcoming Engagement

- **Survey #2 Land Use Alternatives** – Open Through Mid-July
- **Workshop #5 On Preferred Land Use** – Proposed for August 2024
- **Pop-ups/tabling on Preferred Land Use** – as events (such as farmers' markets) occur over the summer

Thank you!



Kimley Horn | Rincon | EPS