

# General Plan Land Use Policy & Preferred Land Use Alternative

Update to City Council

*November 19, 2024*



# Tonight's Objectives

- Provide feedback and input on draft citywide land use policies
- Review preferred General Plan land use alternative and provide direction to commence CEQA and other analysis on the draft land use map (environmental, traffic, and fiscal)

*Tonight is focused on getting the direction needed get CEQA underway (to run in parallel with the GPU)*



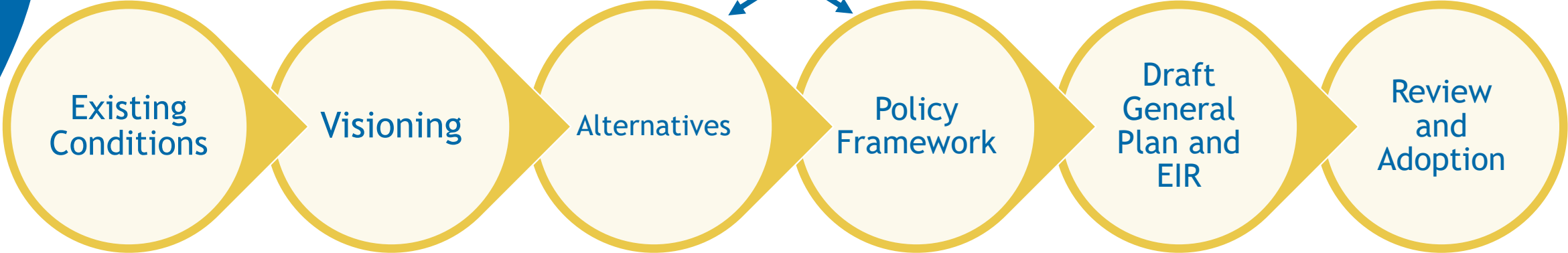
# Project and Engagement Update

General Plan 2045



# General Plan Update Process

WE ARE  
HERE



✓ EIR Notice of Preparation



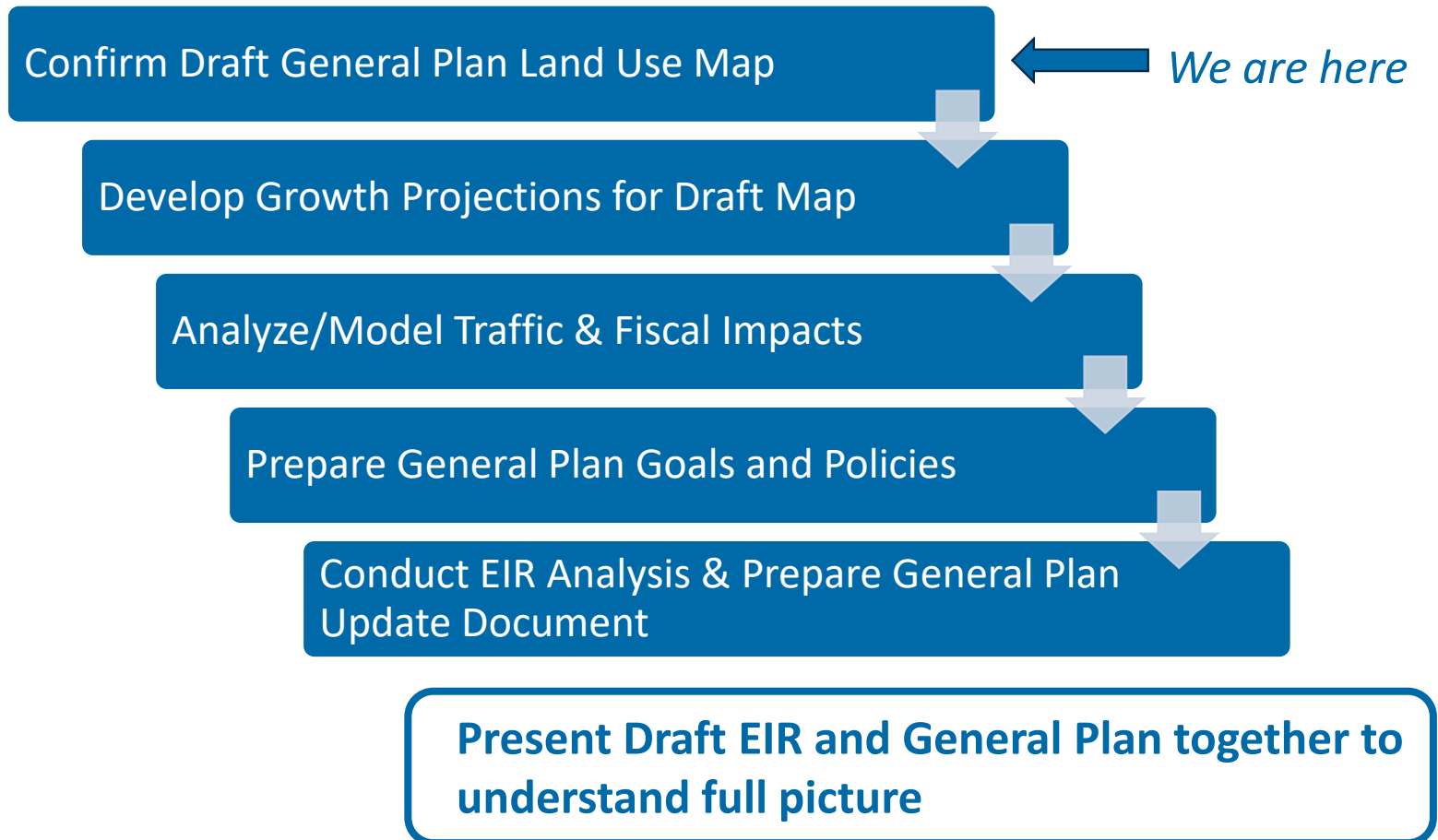
Spring 2023



Winter 2025

# EIR + General Plan Process

General Plan & EIR steps build upon one another, allowing a complete look at the Draft General Plan and its environmental impacts together.



# Community Engagement since last Update to the Council

- Focus Groups with Veterans and CSUMB Hispanic Students
- Multiple pop-ups/tabling at Farmer's Markets and Cultural Festival
- Online Survey #2 on Land Use Alternatives (150+ respondents)
- 5x GPAC Meetings
- 2x Community Workshops (100+ combined attendees)
  - #4 Land Use Alternatives in April
  - #5 Preferred Alternative & Policy Preview in September

# Draft Citywide Land Use Policies

# General Plan Elements - Goals and Policies

• **Land Use and Complete Community** ← Tonight

- Economic Development
- Mobility and Active Transportation
- Parks, Recreation, and Public Facilities and Services
- Open Space and Conservation
- Environmental Justice and Healthy Communities
- Safety
- Public Infrastructure
- Noise



# Land Use and Complete Community

## *Goals/Topics:*

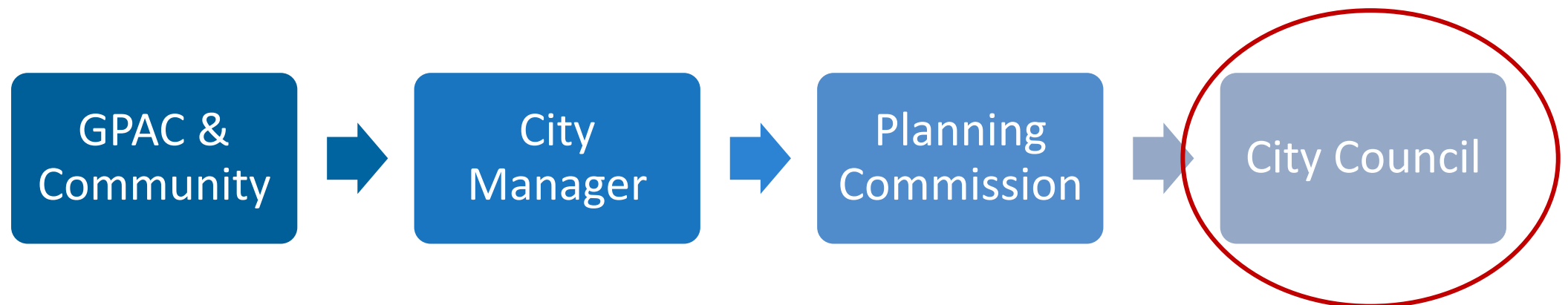
- Focused growth and sustainable infill
- Building new neighborhoods thoughtfully
- Creating community gathering places
- Affordable and high-quality housing
- Improving existing neighborhoods
- Fostering living wage jobs
- Enhancing key gateways
- Walkable, Thriving Downtown
- Sustainable and attractive buildings



# Preferred Land Use Alternative (Draft Land Use Map)

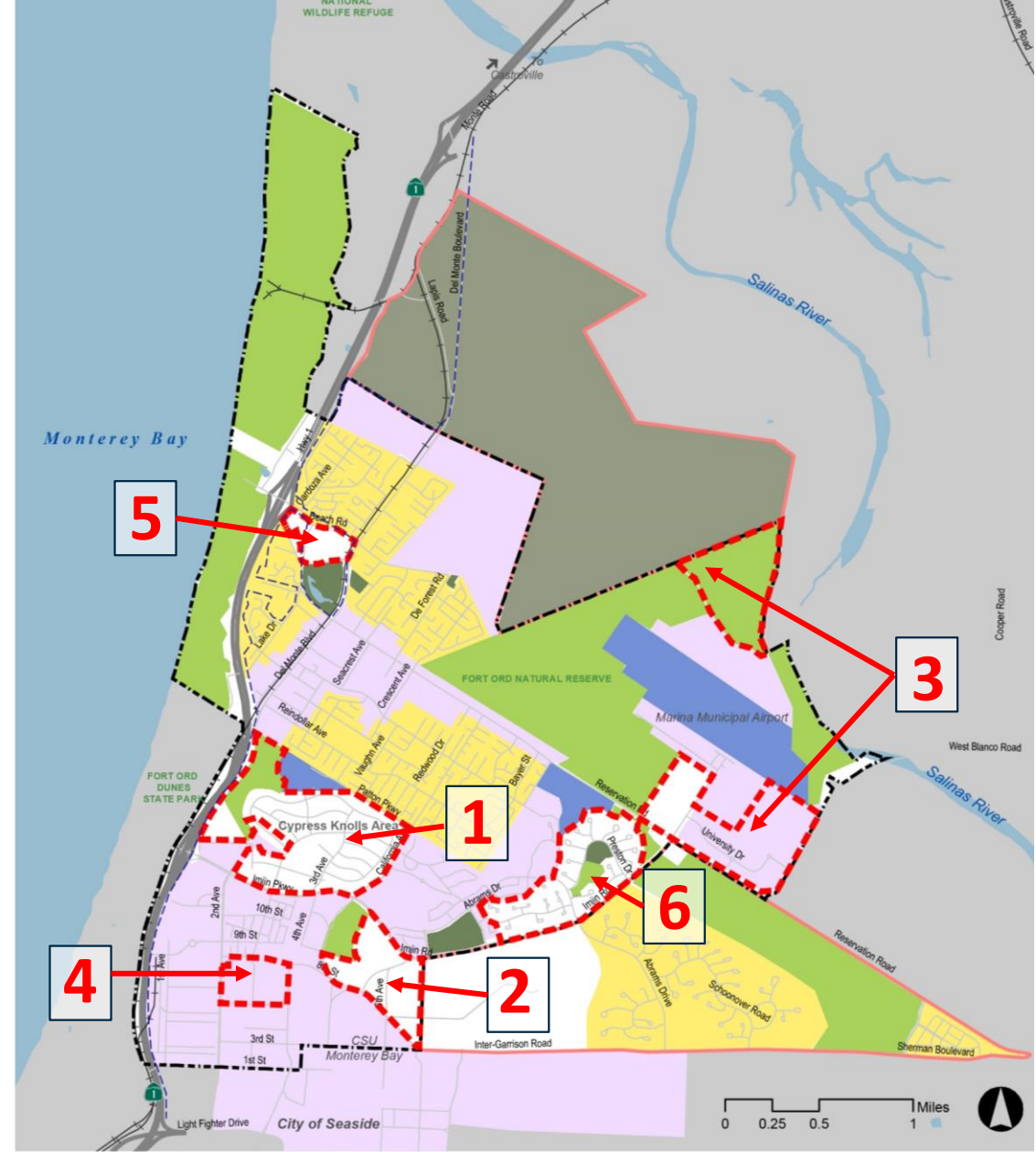
# Steps in the Process

1. Identify areas of stability and areas of change
2. Develop land use concepts for areas of change
3. Seek feedback on different “alternative” land use concepts
4. **Select a preferred land use alternative and conduct CEQA analysis**
5. Finalize and update General Plan map



# Areas for Land Use Alternatives

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





# Land Use Alternatives Process

## Area of Discussion: Cypress Knolls

*Alternative #1: Mixed-Use Center & Medical*

*Alternative #2: Missing Middle Housing Mixed-Use Corridor*

*Alternative #3: Two Neighborhoods & Two Centers*

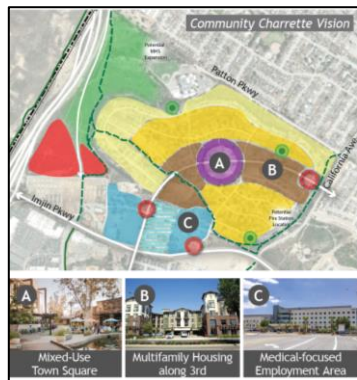


# Land Use Alternatives Community Engagement

- **4 GPAC Meetings**
  - GPAC #5 December 2023: Brainstorm land use ideas for each area of discussion
  - GPAC #6 April 2024: Review and discuss land use alternative concepts for these areas
  - GPAC #7: June 2024: Build preferred citywide land use alternative
  - GPAC #8: October 2024: Confirm and provide final feedback on preferred land use alternative
- **1 Online Survey**
  - June – July 2024: Solicit public input on 3 land use alternatives by area
- **2 Community Workshops**
  - April 2024: Describe and solicit input on 3 land use alternatives
  - September 2024: Confirm the preferred land use alternative and receive feedback on land use policies
- **1 Planning Commission Meeting**
  - October 2024: Review and provide input on the preferred land use map



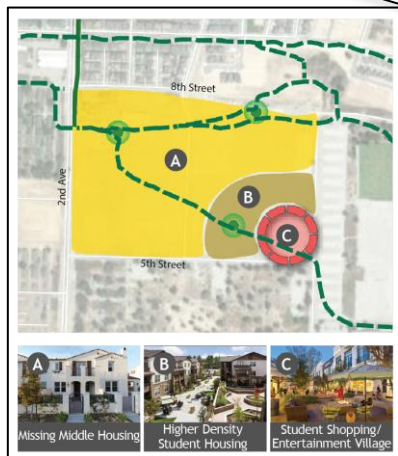
# Building the Preferred Alternative



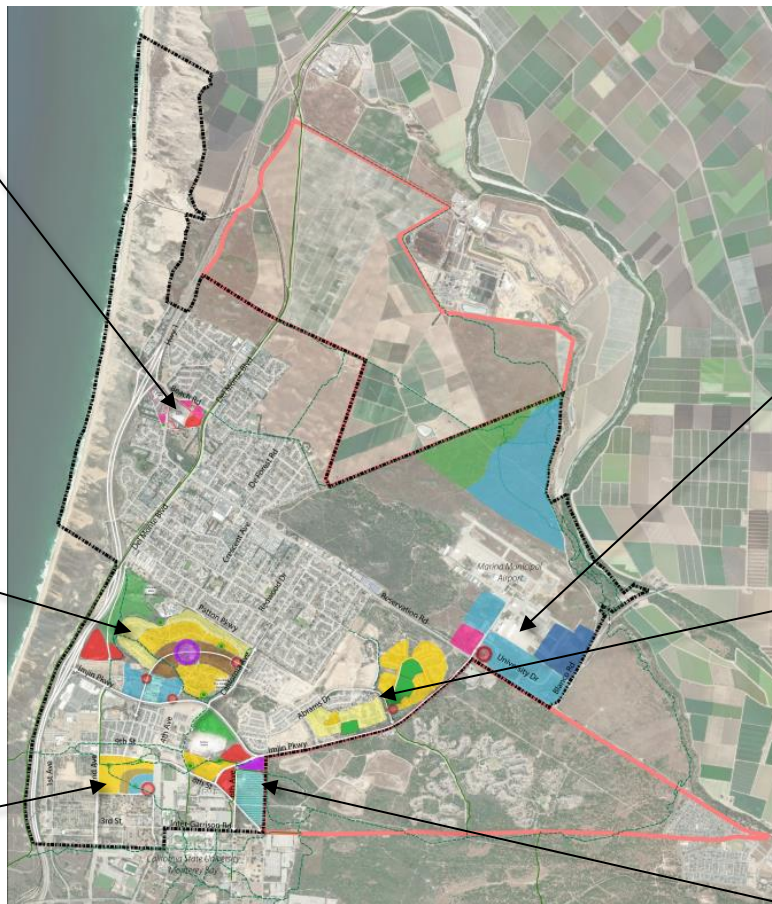
#1 Mixed-Use Center & Medical



#2 Visitor-Serving Gateway

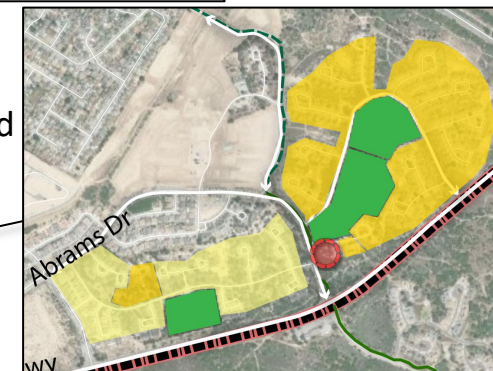


#2 Student Village



#1 Aviation Support

#4: Sports Neighborhood

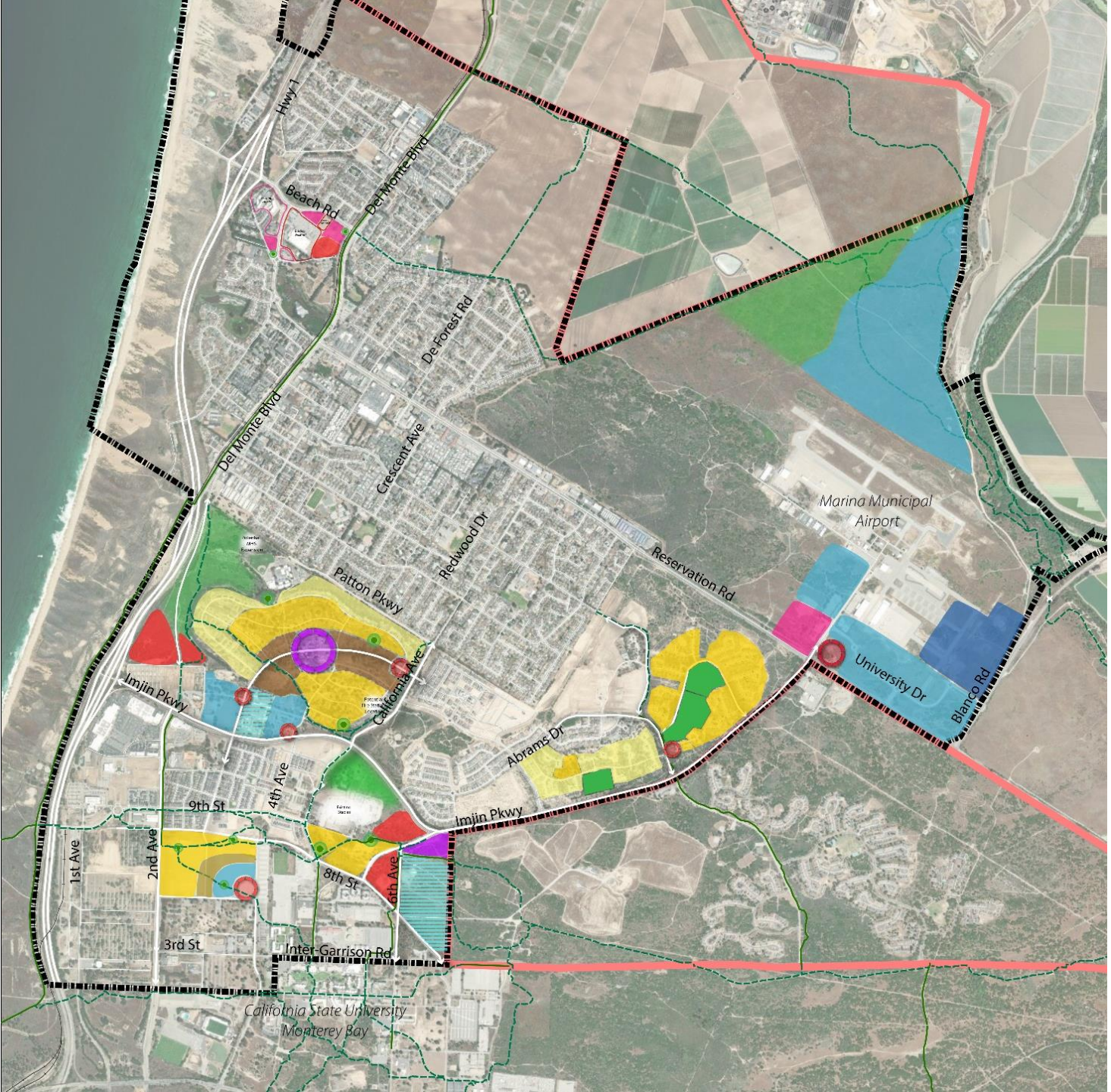
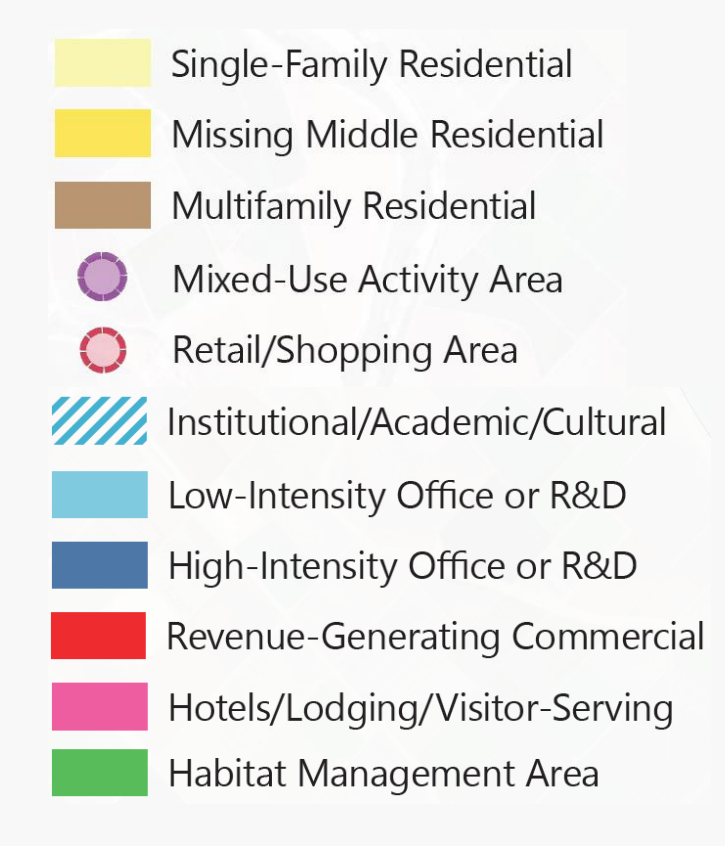


#2 Campus Extension





# Citywide Preferred Alternative Vision

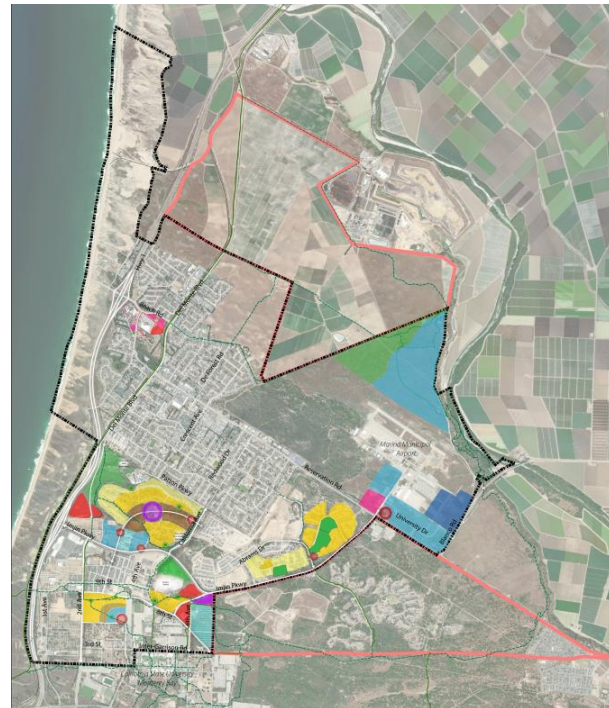




# Preferred Alternative Regulatory Map

- Reflects feedback from community, GPAC discussion, and City input
- Vision for change areas added to areas not expected to change and already-planned areas
- Regulatory map comprised of “Land Use Designations”

Vision for Areas of Change



General Plan Land Use (GPLU) Map











# What are “Land Use Designations?”

- Establishes what is allowed on each property
- Sets maximum residential density (Dwelling Units Per Acre) and/or commercial intensity (Floor Area Ratio)
  - *In some cases, sets minimum densities*
  - *Sets both for mixed use*
- Describes the general character envisioned
- Shown on Land Use Map

## Residential

-Advancing Our Future-

Map Color	Designation	Types of Uses	Supporting Visual	Density/Intensity
	<b>Low Density Residential</b>	Single family homes and accessory dwelling units (ADU)		Up to 7.5 du/ac
	<b>Medium Density Residential</b>	Duplexes, multiplexes, and townhomes		7.6 - 15 du/ac
	<b>High Density Residential</b>	Multi-family apartments		15.1 - 35 du/ac
	<b>Very High Density Residential</b>	Dense multi-family apartments (no parcels currently designated)		35.1-50 du/ac

# Proposed Land Use Designations

- 4 residential designations, from Low to Very High
- 5 commercial designations, including neighborhood, visitor, and regional
- 1 mixed-use designation
- 3 industrial designations, including two Airport-related
- 2 special Area Plan categories
- 6 parks, open space and public designations

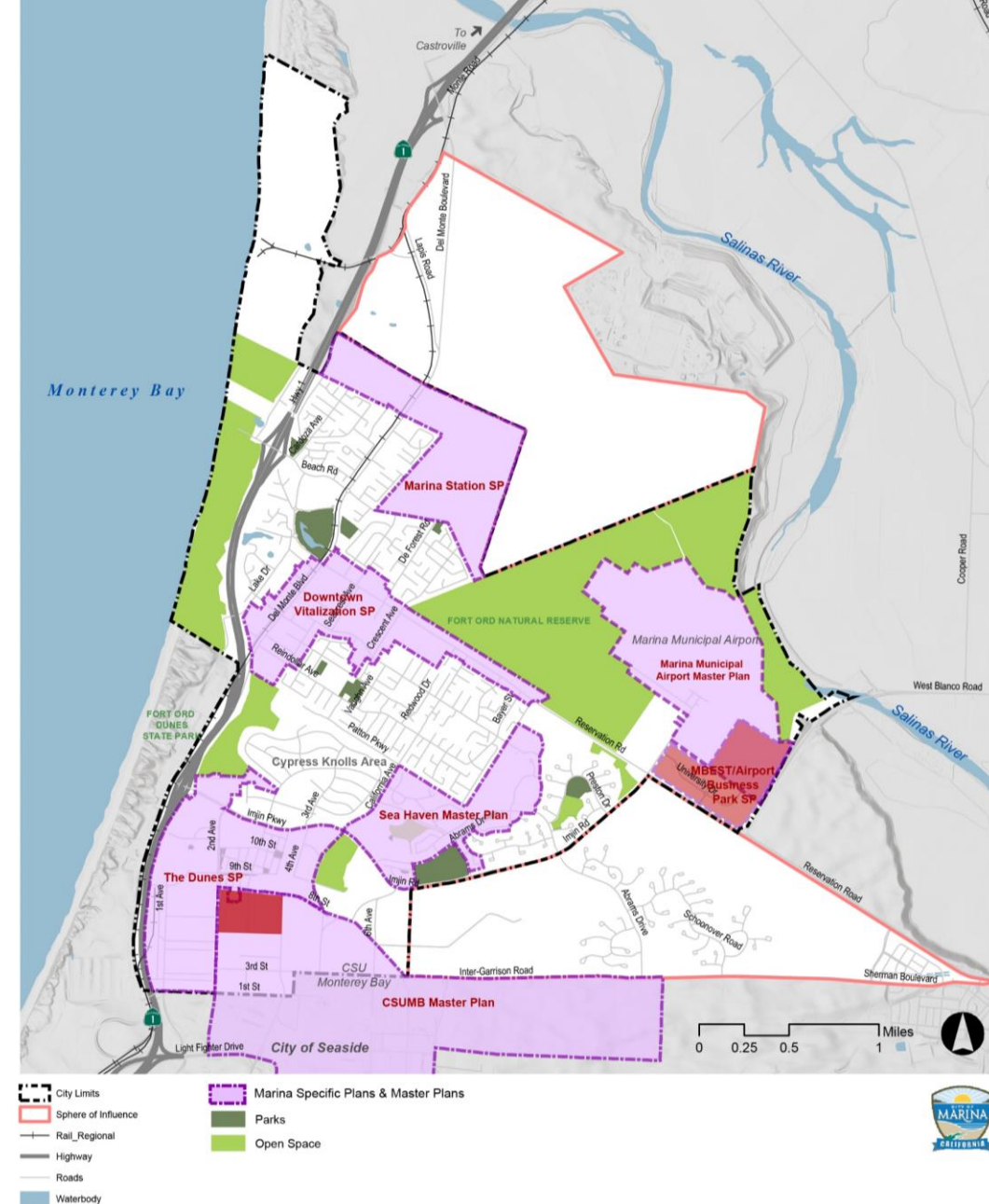
# Proposed Changes to Current Land Use Designations

- **Streamline Residential designations**
  - Modify existing designations to align with current zoning (as required by state law)
  - Remove all designations that exist within Specific Plan areas only
  - New “Very High Density Residential” allows for future higher-density residential (no parcels currently designated); aligns with Downtown Specific Plan
- **Add new employment and revenue-generating commercial and industrial uses**
  - New “Office/R&D High” designation
  - New “Aviation Support Low” designation (aligns with Airport Master Plan)
  - New “Aviation Support High” designation (aligns with Airport Master Plan)
- **Streamline public and parks and open space designations**
- **Change to single designation for adopted Specific/Master Plans**
  - Designate all Specific Plan areas as new “Specific Plan” designation
  - New “Future Specific/Master Plan” designation



# Six Adopted Area Plans

- Shown in pink, close to half of the City's 5,149 acres (45%) are covered by an adopted Specific or Master Plan, including most vacant land
- Areas in red have opportunity for a new land use vision (despite falling within an adopted Plan)



# Draft Regulatory Land Use Map

*Putting it all together*

- |   |                                  |   |                             |
|---|----------------------------------|---|-----------------------------|
|    | City Limits                      |    | Waterbody                   |
|    | Sphere of Influence              |    | Low Density Residential     |
|    | Urban Growth Boundary            |    | Medium Density Residential  |
|    | Local Coastal Zone               |    | High Density Residential    |
|    | Rail_Regional                    |    | Neighborhood Commercial     |
|    | Specific Plan Area               |    | Visitor Serving Commercial  |
|    | Parks Outside the City           |    | Regional Retail             |
|    | Office/R&D Low                   |    | Aviation Support High       |
|   | Office/R&D High                  |   | Public Facility - Airfield  |
|  | Mixed Use                        |  | Public Facility - Education |
|  | Future Specific/Master Plan Area |  | Public Facility - Civic     |
|  | Specific/Master Plan Area        |  | Parks & Recreation          |
|  | Light Industrial/Flex            |  | Open Space                  |
|  | Aviation Support Low             |  | UGB Open Space              |



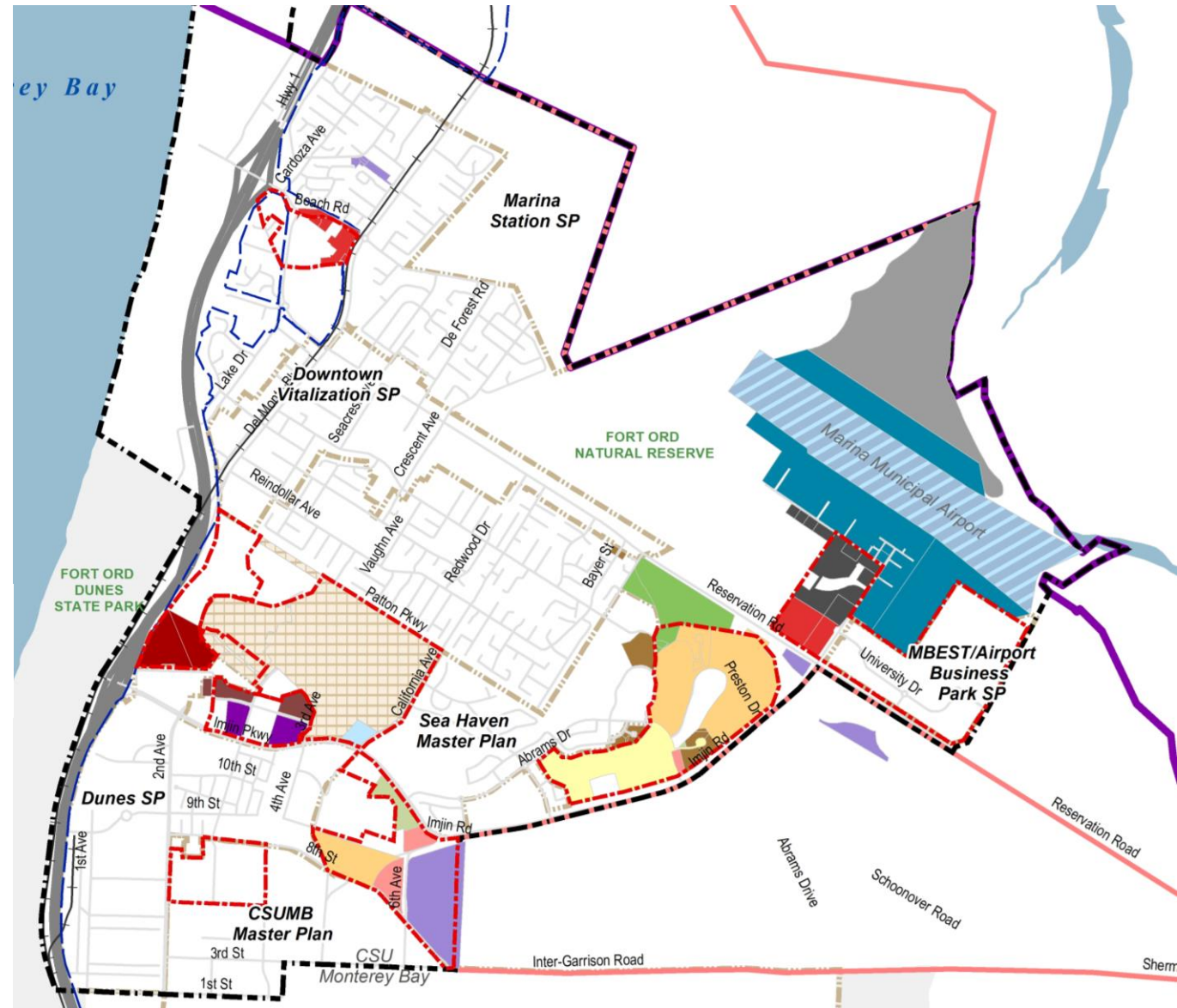


# Changes from Current Map to Proposed Map

Most changes focused in Areas of Discussion

Minor changes recommended outside “Areas of Discussion”

- To reflect built conditions
- To reflect Airport Master Plan



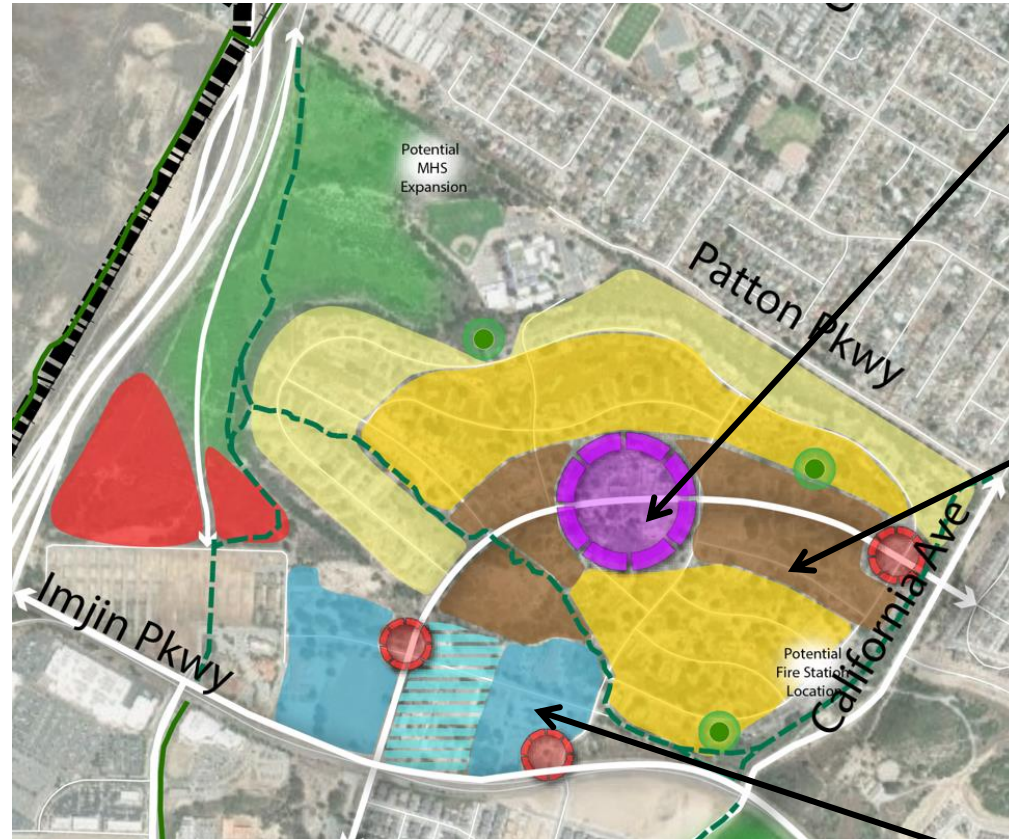
# Area by Area Review



# Proposed Land Use Direction: Cypress Knolls and 3<sup>rd</sup> Avenue

# Cypress Knolls and 3<sup>rd</sup> Ave Preferred Land Use Vision







- Low-scale mixed-use around major public gathering space
- Mix of housing, decreasing in intensity moving away from the major public space
- Local-serving retail near where 3rd Avenue meets Imjin Pkwy
- Institutional, office, medical campus/nursing school near MPC

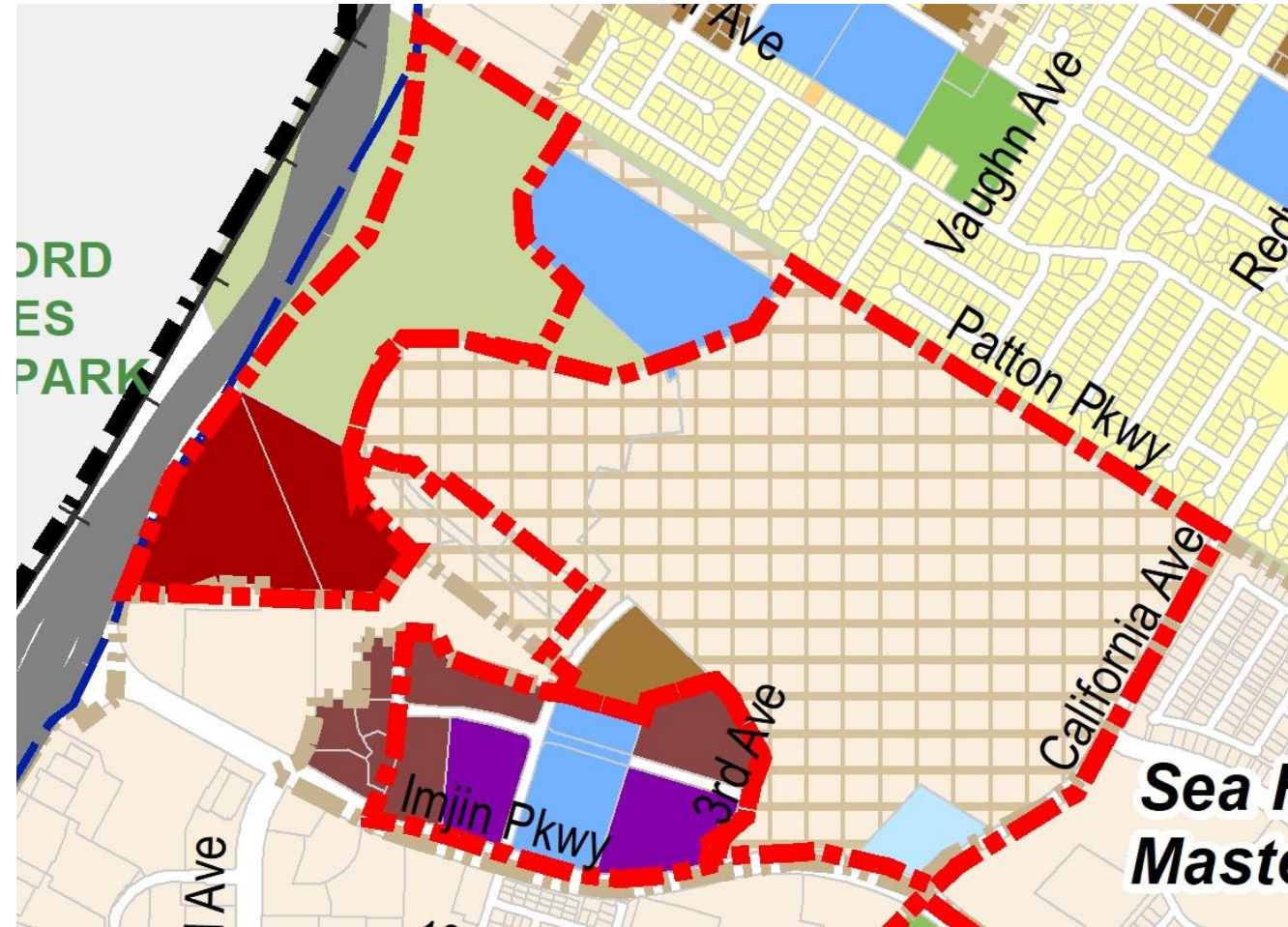




# Cypress Knolls and 3<sup>rd</sup> Avenue

## *Preferred Alternative Map*

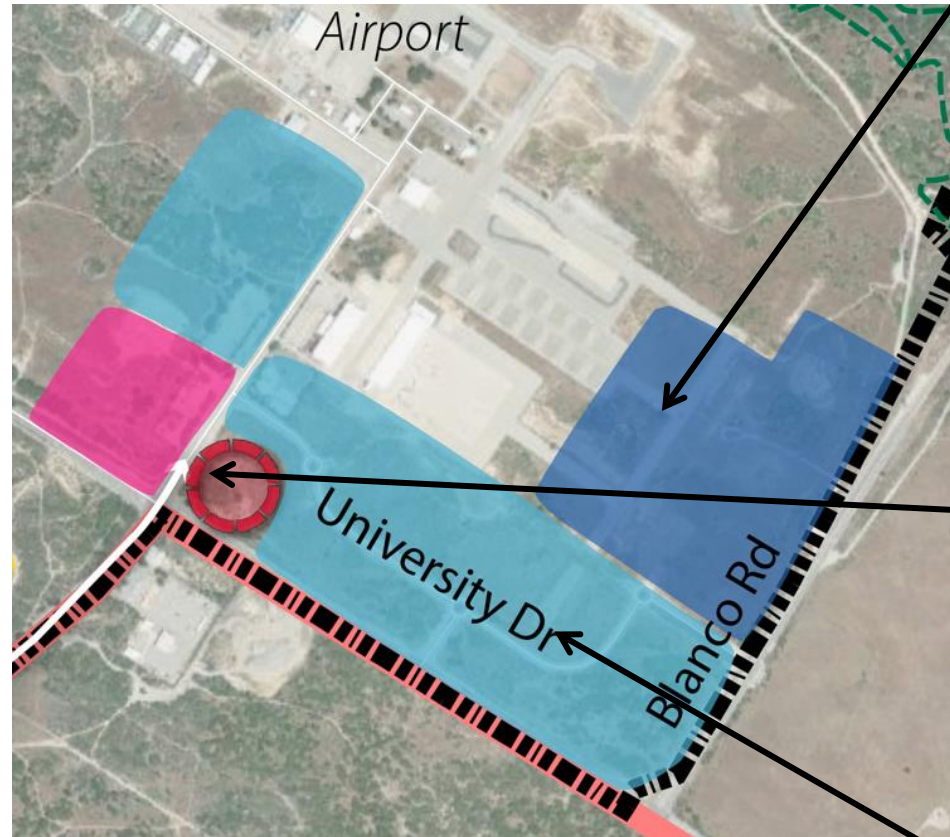
Map Color	Designation	Types of Uses
	<b>Future Specific/Master Plan Area</b>	Types of uses detailed in a Specific Plan or Master Plan
	<b>Office/R&amp;D Low</b>	Offices, business parks, and research and development space
	<b>Office/R&amp;D High</b>	Higher intensity offices, business parks, and research and development, and service commercial
	<b>Regional Retail</b>	Big-box retailers, restaurants, auto-sales, and related uses
	<b>High Density Residential</b>	Multi-family apartments
	<b>Public Facility - Educaiton</b>	Public and private educational facilities



# Proposed Land Use Direction: Airport and UCSC MBEST

# Airport and UCSC MBEST *Preferred Land Use Vision*

- Primarily employment uses; light & heavy airport-supporting jobs (manufacturing, R&D, industrial, and office)
- Supporting retail center at Imjin and Reservation
- Visitor/ temporary lodging on west side
- Accommodate growth of aviation and air commerce while minimizing safety hazards









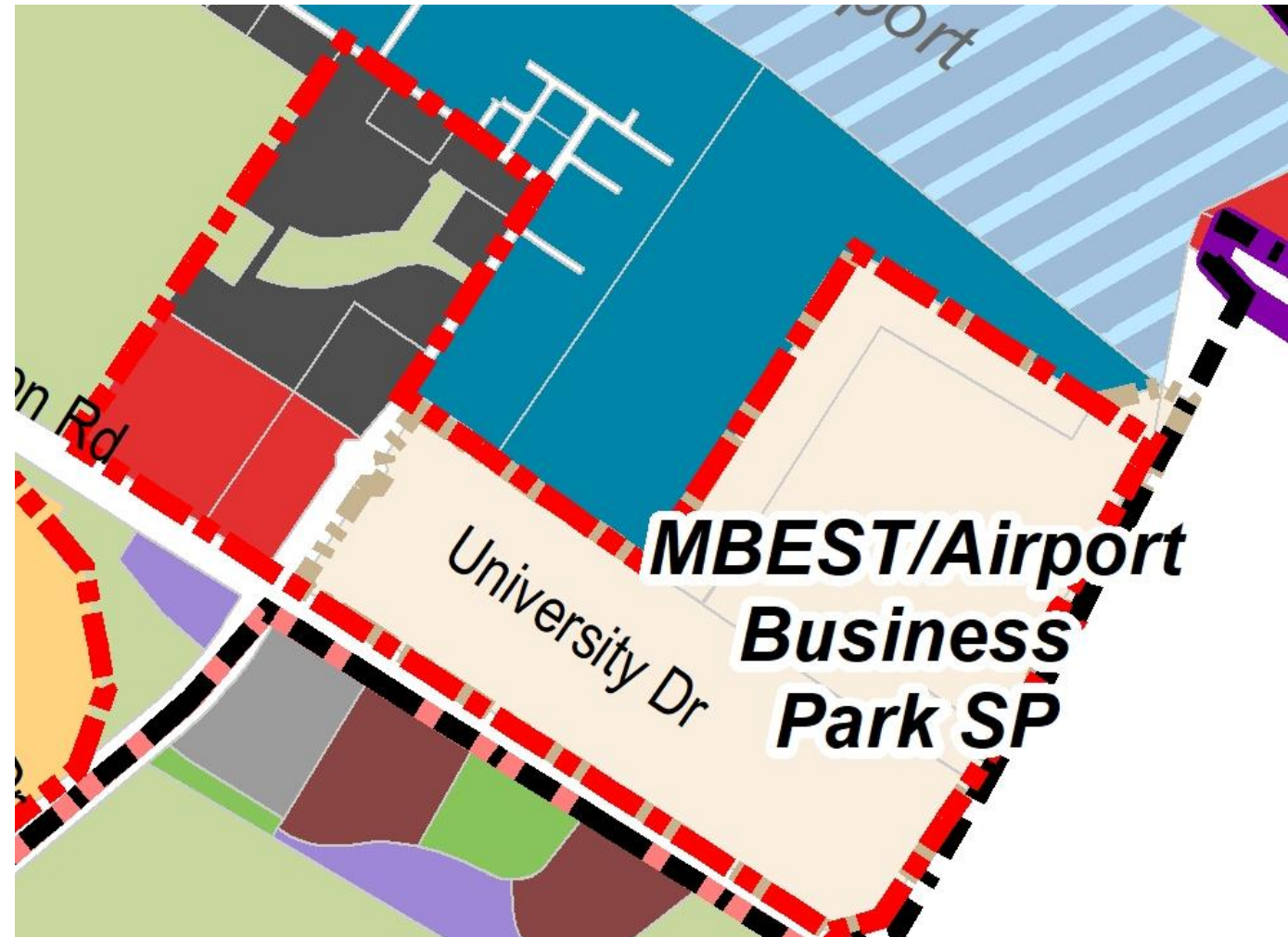
*Similar to Specific Plan and General Plan*





# Airport and UCSC MBEST Preferred Alternative Map

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

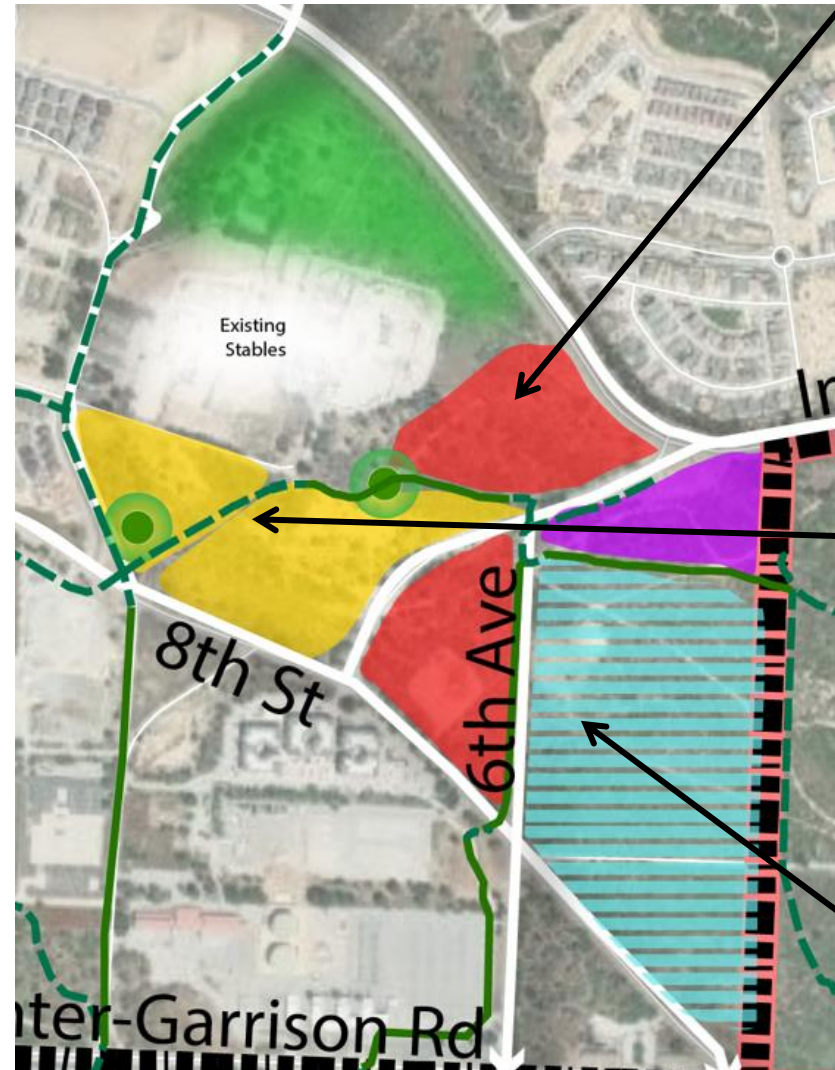


# Proposed Land Use Direction: 8<sup>th</sup> Street Area

# 8<sup>th</sup> Street Area

## *Preferred Land Use Vision*








- Extension of CSUMB campus with student housing, museum/visitor center, and small walkable mixed-use center off Imjin
- Neighborhood retail shopping center in-between campus and new area
- Act as a gateway to Fort Ord with businesses serving recreational tourists
- Explore innovative open space uses such as green cemeteries

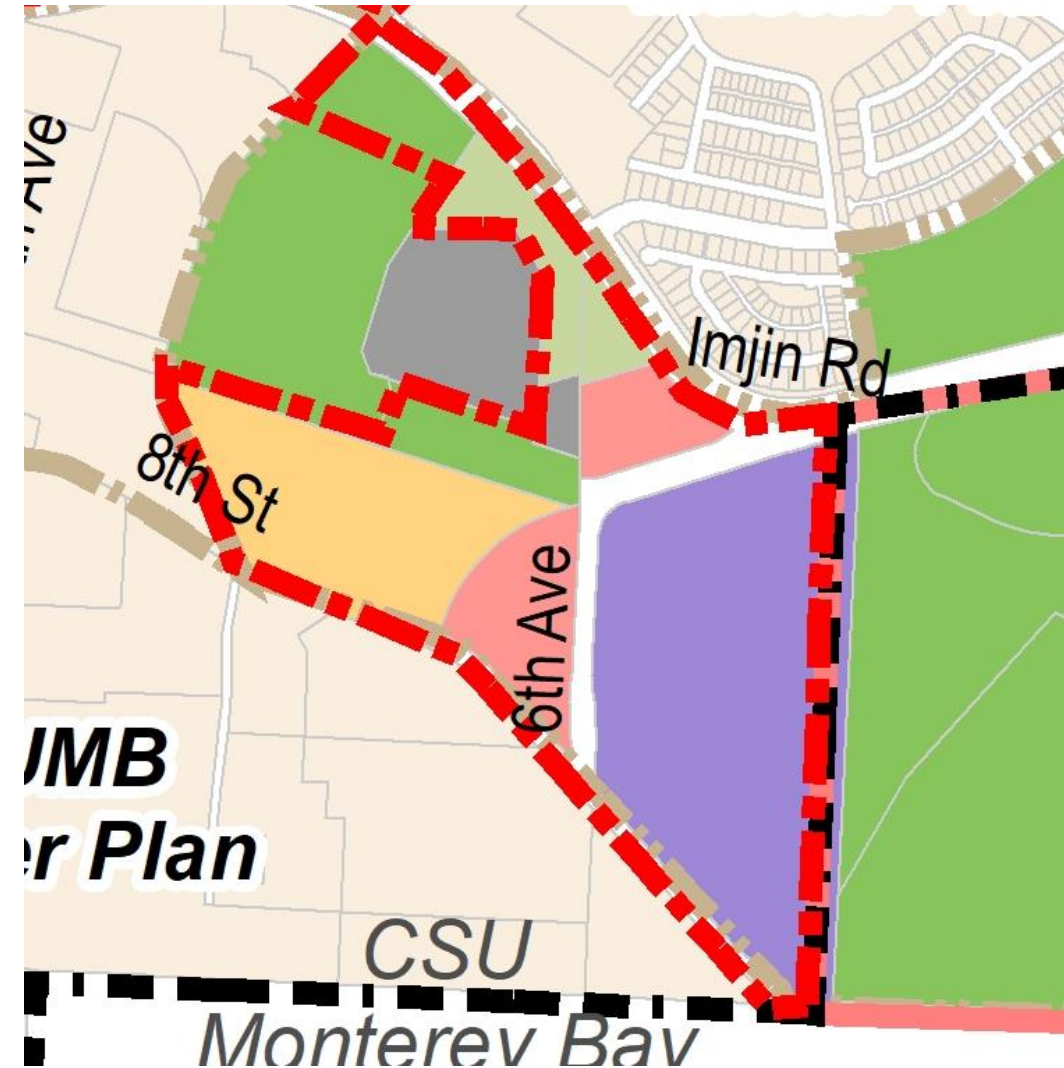




# 8<sup>th</sup> Street Area

## Preferred Alternative Map

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

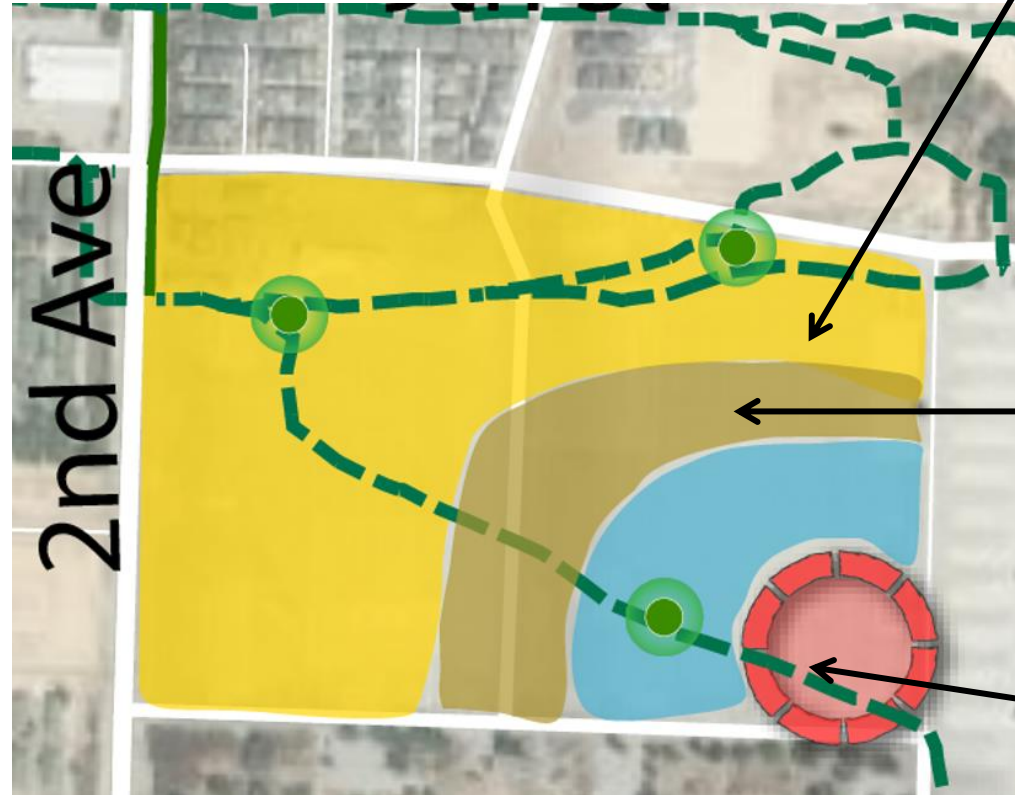


# Proposed Land Use Direction: CSUMB Parking Lots

# CSUMB Parking Lots

## *Preferred Land Use Vision*


- Student rental housing close to University Village
- For-sale faculty housing, student-serving retail village, R&D uses by CSUMB
- Middle-density housing buffers higher-density area
- Work with CSUMB to ensure that on-campus housing increases about as fast as enrollment



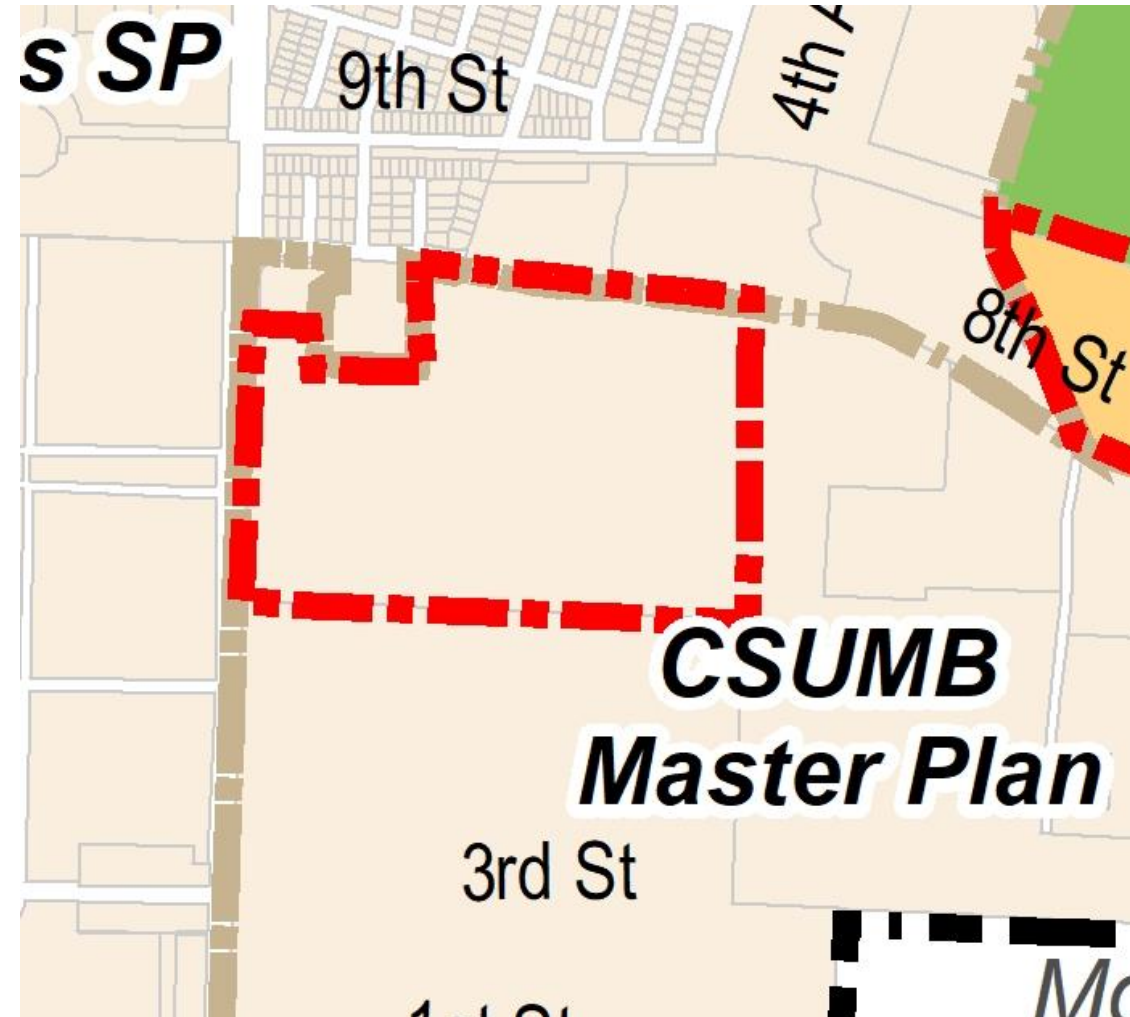


# CSUMB Parking Lots

## *Preferred Alternative Map*

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

*While the parking lots are owned by CSUMB, should CSUMB pursue non-academic development (such as market-rate housing), this development would be subject to most City land use controls and regulations.*



# Proposed Land Use Direction: Beach Road Gateway

# Beach Road Gateway

## *Preferred Land Use Vision*







- Emphasis on visitor-serving uses and hotels/lodging
- Additional regional retail and services adjacent to existing WalMart
- Mini-park or plaza at both roundabouts
- Stronger gateway; enhance/narrow Beach Road





# Beach Road Gateway

## *Preferred Alternative Map*

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



 Local Coastal Plan Boundary (LCP)

# Proposed Land Use Direction: Preston/Abrams Park



# Preston/Abrams Park













## *Preferred Land Use Vision*

- Infill with new townhouses & multiplexes (gradual, long-term redevelopment)
- Expand Preston park into sports complex
- Retail node at Imjin & Abrams Dr
- Avoid displacement of long-term residents as infill & redevelopment occurs





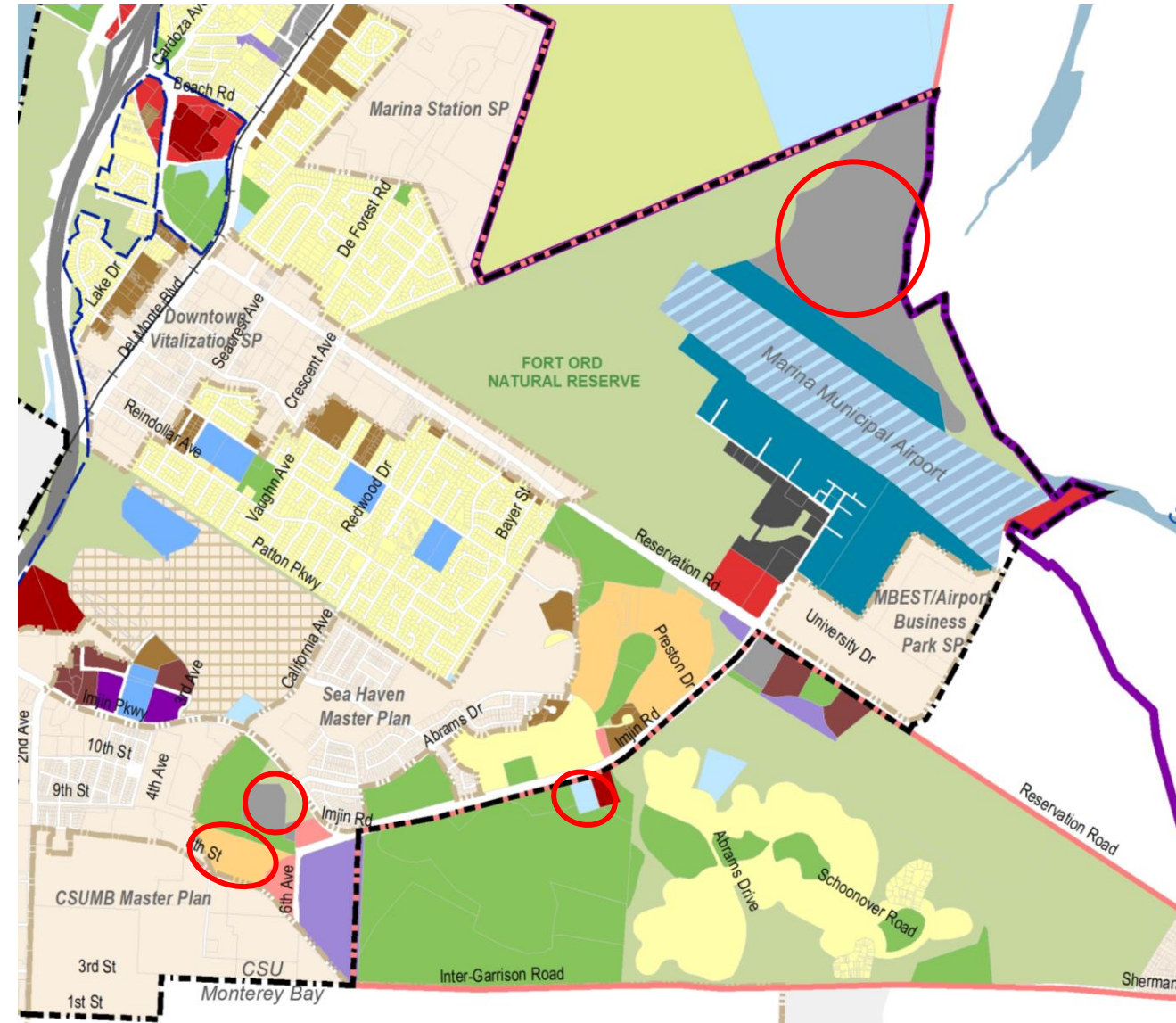
# Preston/Abrams Park Preferred Alternative Map

Map Color	Designation	Types of Uses
	<b>Low Density Residential</b>	Single family homes and accessory dwelling units (ADU)
	<b>Medium Density Residential</b>	Duplexes, multiplexes, and townhomes
	<b>High Density Residential</b>	Multi-family apartments
	<b>Mixed Use</b>	Vertical or horizontal mixed-use with residential and/or commercial (including retail, restaurants, services, office, hotels)
	<b>Specific/Master Plan Area</b>	Types of uses detailed in a Specific Plan or Master Plan
	<b>Neighborhood Commercial</b>	Retail, restaurants, entertainment, office, and other services
	<b>Visitor Serving Commercial</b>	Hotels, restaurants, retail, and other visitor-serving uses
	<b>Regional Retail</b>	Big-box retailers, restaurants, auto-sales, and related uses
	<b>Light Industrial/Flex</b>	Maker space, warehousing, PDR, service commercial, medical, small laboratory space, and R&D
	<b>Parks &amp; Recreation</b>	Public parks and recreation facilities
	<b>Open Space</b>	Preserved open space or farm land
	<b>Public Facility - Civic</b>	Public facilities including civic center, library, police and fire stations, and post office



# Changes Suggested by Executive Staff

- Change Medium-Density Residential along 8<sup>th</sup> Street near CSUMB to Mixed-Use (for greater flexibility)
- Change Public Facility to Regional Retail for property adjacent to Shell Station
- Ensure agricultural uses are allowed in the Airport North light industrial area
- Consider changing Las Animas Concrete Facility designation to Mixed Use



# Planning Commission Input

**Unanimous recommendation to move forward with draft Preferred Alternative as presented and begin CEQA & other analysis**

## Questions and Comments

- The proposed vision for Cypress Knolls seems familiar- haven't we seen this before?
- Why are we looking at lands owned by CSUMB?
- Would displacement occur in Preston Park if this map is approved?
- GPU should call for & integrate future Parks & Rec Master Plan



# Update on Areas Outside City Limits

# Update on Areas Outside City Limits

- 1 Blanco Road Property:**
  - Development potential
  - Study potential growth here as a CEQA Alternative
- 2 Former Landfill:**
  - No development potential
  - Staff currently considering options for near-term annexation (*separate from General Plan process*)
- 3 East Campus Housing**
  - No authority over property, even if the City purchases-annexes
- 4 East Garrison:**
  - No development potential



# Next Steps

# Upcoming Community Engagement

- **Online Survey #3 on Draft Policies and Annexation – Winter 2024**
- **Environmental Justice focus groups/meetings (per SB 1000) – Winter 2025**



# Seeking Council Direction Tonight

- Does Council recommend that the Preferred Alternative Map as proposed, including the areas outside City Limits, be studied under CEQA? Including environmental, traffic, & fiscal analysis
- Land Use Map will return for final Council review before Plan adoption

# Thank you!



Kimley Horn | Rincon | EPS