

GPAC #9: Plan Policy Preview, Part 2

Transportation | Parks & Recreation | Economic Development

November 7, 2024



Agenda

6:00 - 6:10 pm	Introduction and Welcome
6:10 - 6:15 pm	Update on General Plan Progress
6:15 - 7:45 pm	Presentation and Discussion; General plan policy topics by chapter (Second of 2 Policy Meetings)
7:45 - 8:00 pm	Public Comment - 3 minutes maximum per person
8:00 pm	Next Steps and Closing

Roll Call/Introductions

GPAC #9 Meeting Objectives

1. Receive updates on the General Plan progress
2. Review and provide feedback on policy topics for several general plan chapters (Transportation, Parks & Recreation, and Economic Development)

Policy Topics for General Plan Chapters

Transportation

Parks, Recreation, and Open Space

Economic Development

Questions and Discussion

- Are all the right topic areas covered?
- Should any be revised or removed?
- Are there any goals or policies missing?

Transportation

Transportation Policy Topics

Safety

- Adopt a Complete Streets Policy to ensure appropriate design standards for each roadway type in the City
- Integrate the Local Roadway Safety Plan (LRSP) into the Capital Improvements Plan to guide prioritization of traffic safety improvements
- Establish and enforce safe speed limits, particularly on streets with high pedestrian and cyclist activity.
- Introduce traffic calming measures such as speed humps, narrowing lanes, and road diets on residential streets.
- Adopt a Roundabout First Program, requiring roundabouts to be considered as the primary option for intersections
- Improve street lighting and pedestrian signage, particularly near schools, parks, and commercial areas

Transportation Policy Topics

Roadway Connectivity

- Improve north / south and east / west connections by extending the following roadways:
 - Patton Parkway connection from High School to Del Monte
 - California Avenue Connection to 6th
 - Completion of 8th Street along CSUMB campus
 - 2nd Avenue Extension/Highway Ramp to Del Monte Boulevard
 - Del Monte Boulevard North of Beach to Marina Station
 - Cypress Knolls Internal Roadway Network
 - Walmart Area Internal Roadway Connections
- Improve Highway 1 Access
- Address roadway congestion on Reservation Road, Imjin Parkway, Del Monte Boulevard, and 2nd Avenue
- Continue to address cut-through traffic (Salinas to Monterey)

Transportation Policy Topics

Active Transportation

- Create a pedestrian-friendly Downtown through traffic calming, protected bicycle lanes, enhanced pedestrian amenities, and improved transit facilities.
- Install or upgrade crosswalks at key intersections with high-visibility markings, pedestrian signals, and bulb-outs
- Establish a bike-share program in collaboration with neighboring cities, CSUMB and other institutions.
- Pursue major pedestrian and bicycle Improvements, including:
 - Ped/Bike Bridge from DiMaggio Park to Library
 - Bike Lanes in University Village and Marina Station
 - FORTAG Trail Improvements
 - Safe Walk and Bike to School Program
 - Enhanced Connections to CSUMB
 - CSUMB Master Plan Bike Improvements

Transportation Policy Topics

Transit and Multimodal Hubs

- Coordinate with Monterey-Salinas Transit (MST) to develop multimodal hubs that provide user-friendly connections between all transportation modes
- Design multimodal hubs with all users in mind, including those with disabilities, the elderly, and families with children.
- Implement transit-oriented improvements in Downtown
- Work with MST to implement and improve bus rapid transit (BRT) to future mobility hubs, Salinas, Monterey, Downtown Marina, and other major regional destinations.
- Seek funding for a free North to South circulator within town
- Support BRT (Surf Line) with a new mobility hub at 1st Ave and 5th St

Transportation Policy Topics

Future Mobility

- Develop regulations and infrastructure to safely accommodate AVs on city streets, including pilot programs and real-time data sharing
- Integrate Transportation Network Companies (TNCs), such as Uber, Lyft, and other ride-hailing services, into the city's transportation ecosystem
- Promote micromobility (such as scooters) by creating a supportive regulatory environment

Feedback on Transportation (Workshop #5)

Majority of participants thought the proposed policies were “almost there”. A few “loved” proposed policies while others thought they just “wouldn’t work”. SURF was a particularly polarizing topic among participants.

Ideas

- Provide charging stations for EVs and e-bikes
- Implement financing programs to assist low-income residents in purchasing e-bikes
- Create a mobility hub at 1st and 5th
- Widen PCH for all vehicles
- Provide a dedicated lane for SURF throughout the city
- Increase BRT and connectivity to FORTAG/Dunes
- Reduce width and speeds on major roads
- Implement SRTS policies



Parks, Recreation, and Open Space

Parks, Recreation, and Open Space Policy Topics

Parks

- Prioritize parks in underserved areas especially Central Marina
- Expand passive and active recreation amenities at parks
- Increase park accessibility to a 10-minute walk or ½ mile of every Marina residence (park, beach, or open space)
- Create “destination parks” that create a regional draw (i.e., Pump Track, Equestrian Center, campgrounds/RV park)
- Ensure all parks and playgrounds are accessible to children and seniors with different or special abilities
- Facilitate needed improvements to existing parks
- Adopt the City’s Parks Master Plan Update
- Prioritize park maintenance funding
- Prioritize funding for new parks to keep pace with population growth
- Pursue grant funding, park fees, and other financing options

Parks, Recreation, and Open Space Policy Topics

Open Space

- Improve access to public open space for recreation
- Expand public access to the beach and coastline
- Incentivize open space dedication by private property owners
- Increase open space linkages
- Increase open space funding

Trails

- Incentivize new interconnected trails to access open space, parks, and the coastline
- Encourage new multi-use trails and complete the planned FORTAG network (Fort Ord Regional Trail and Greenway)
- Expand trail network and accessibility
- Increase trail funding

Parks, Recreation, and Open Space Policy Topics

Public Recreation Facilities

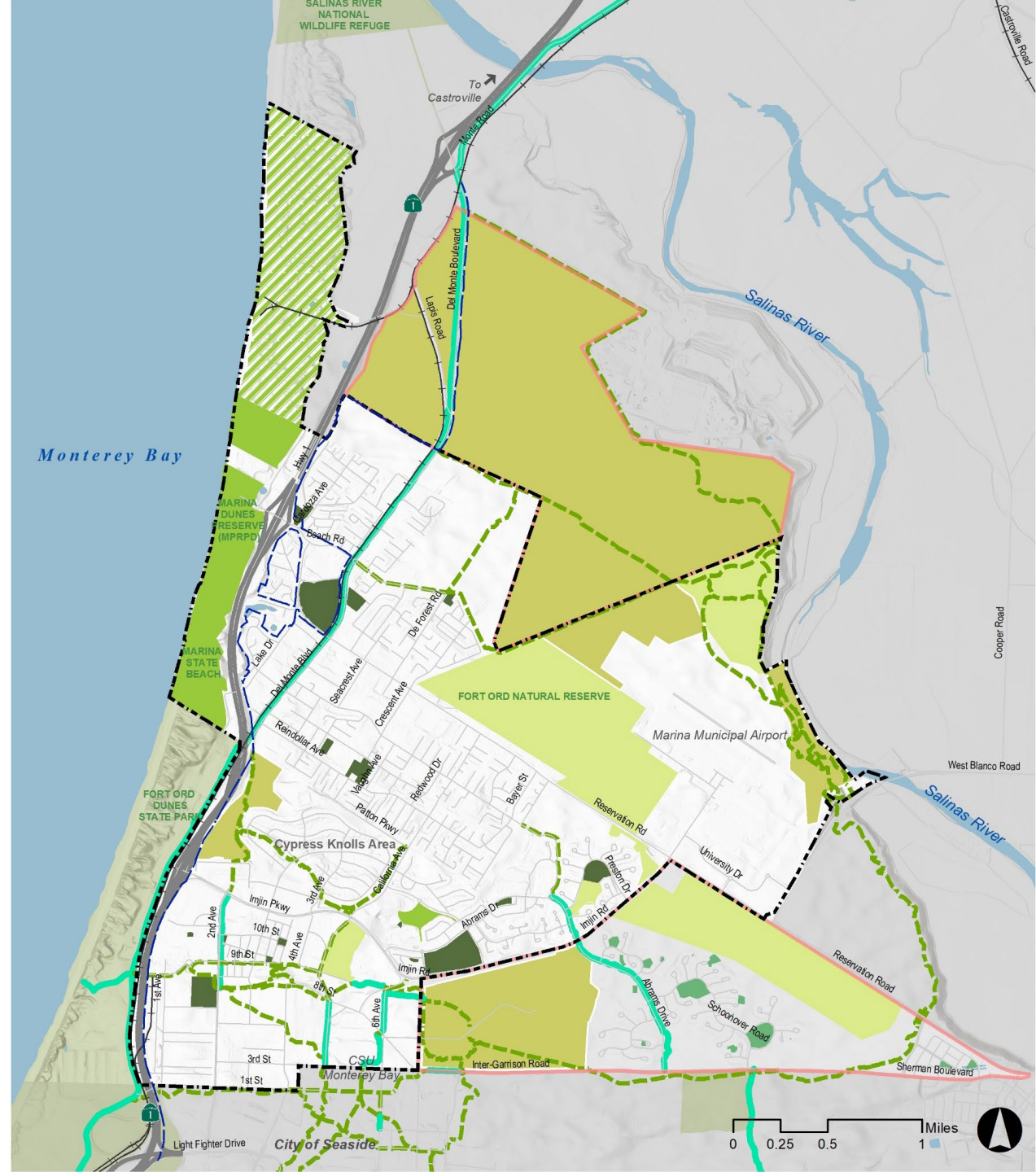
- Facilitate new civic center that serves as a “community hub” and incorporate recreation into this location
- Expand recreation offerings at public facilities
- Expand public gathering spaces, particularly outdoors

Recreation

- Increase recreation programming for all ages
- Increase recreation education
- Increase arts and culture programming
- Create an “art in the parks” program
- Partner with private entities for recreation programming

Future Parks, Trails, and Open Space Map

- Park Outside City
- Park
- Open Space
- Habitat Management Area
- UCSC Fort Ord Open Space
- UGB Ag Land
- Future Open Space
- Other Open Space
- Existing Trail
- Proposed Trail



Feedback on Parks, Recreation, and Open Space (Workshop #5)

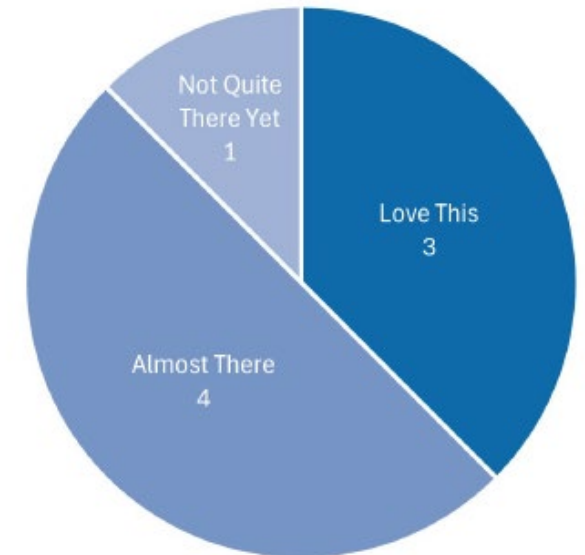
Most participants either “loved” the proposed policies or thought they were “almost there”.

Ideas

- Create more athletic fields/spaces
- Provide more trails, bike paths, and pedestrian corridors
- Maintain parks more consistently
- No desire for a “destination park” in the area
- Allow for an open cemetery for both people and pets
- Add more art, especially in parks
- Educational programs for youth
- Update existing playgrounds and develop new Preston/Abrams
- Improve beach access
- Beautify entry to Marina

Comments

- Night lighting may negatively impact residents and animal/bird habitat



Economic Development

Economic Development Policy Topics

Placemaking and Community Development

- Implement new and existing plans that connect and enhance the city's urban fabric
- Organize cultural events that attract visitors and increase business activity
- Strive to operate and maintain City facilities to a high standard

Education and Workforce

- Support Marina's educational institutions in advancing local economic opportunity, especially CSUMB & Monterey Peninsula College
- Cooperate with partners to promote available workforce training programs
- Facilitate housing growth to meet the needs of a growing workforce
- Promote creation of new job opportunities, including those with family-supporting wages

Economic Development Policy Topics

Fiscal Stability

- Promote businesses that create stable, long-term revenue to fund city services
- Promote tax-generating establishments that benefit the City's fiscal condition
- Encourage fiscally beneficial use of vacant and underutilized parcels
- Pursue desired investments in parks and transportation with funding and financing approaches that limit fiscal burdens on the City
- Strategically provide public services within the limitations of the City budget
- Ensure that new development pays its fair share of new public facilities

Regulatory Streamlining

- Promote efficient permitting of land use projects by ensuring that City departments are fully staffed with qualified personnel
- Coordinate with governmental partners to improve development potential

Economic Development Policy Topics

Business Sustainability and Growth

- Maintain conditions that support local business growth and the local economy
- Pursue specific initiatives to promote local investment
- Attract new (diversify) and grow existing (expand) employment-generating businesses
- Encourage and attract businesses in key industries that build on Marina's competitive advantages and offer high-wage jobs
- Support placemaking, transportation, and recreation improvements that promote economic development
- Establish a City brand and better market the City
- Coordinate with regional agencies and business organizations

Feedback on Economic Development (Workshop #5)

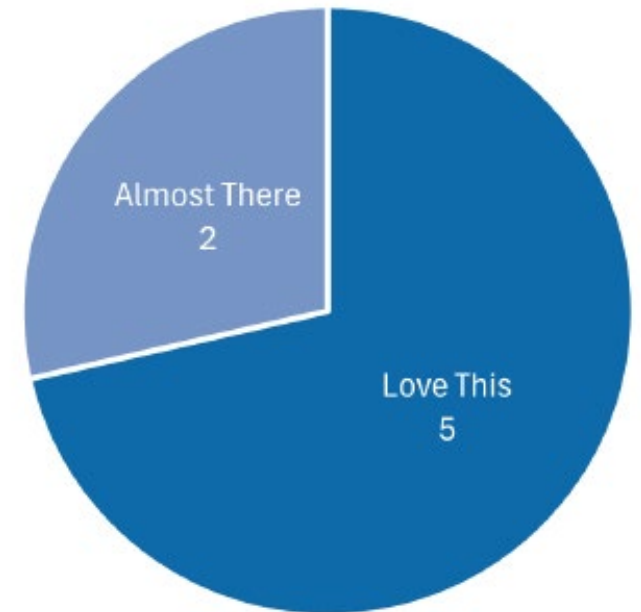
Participants either “loved” the proposed policies or thought they were “almost there”.

Ideas

- Diversify what is built (e.g. in addition to hotels, build a museum, convention center, arts district, etc.)
- Maintain and update city buildings
- Provide workforce housing for CSUMB
- Require proper signage for existing businesses
- Do not increase the number of flights at the airport

Comments

- The car wash produces noise pollution at Locke Paddon Park and Marina Library



Public Comment

Maximum of 2 minutes per person

Next Steps + Closing

Upcoming Activities

- **Online Survey #3** – Upcoming (TBD)
- **City Council Meeting** – November 19th
- **Workshop #6** – Spring 2024
- **Pop-ups/tabling on General Plan Policy** – ongoing as events occur (such as farmers' markets and cultural festivals)
- **Next GPAC Meeting** – *recess until mid 2025 to review Draft General Plan document*

Thank you!



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