

Draft Land Use Designation Map

Update to City Council (Part 2)

January 9, 2025



Tonight's Objectives

1. Finalize draft land use designation map
2. Receive high-level feedback on land use goals and policies

Reminders:

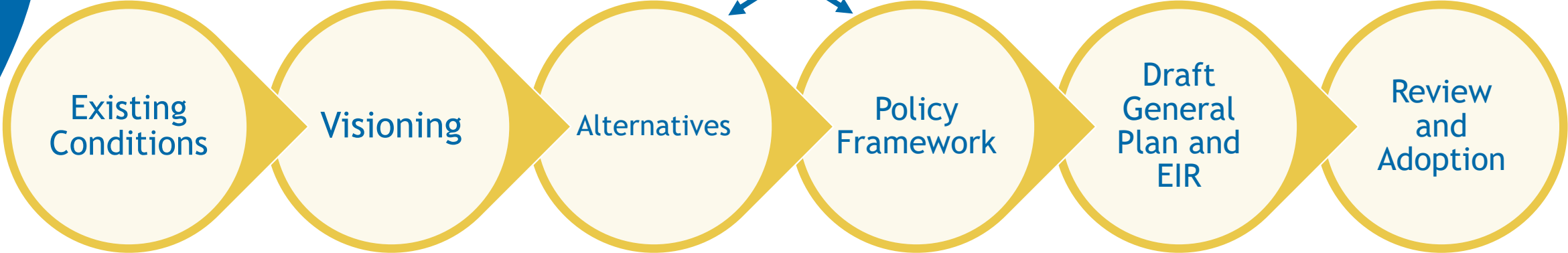
- 1) *Tonight is a continuation of the November 19, 2024 City Council meeting*
- 2) *Direction needed on land use designation map and goals and policies for the process to move forward*

Agenda

Topic	Estimated Time
Introduction and review of agenda	15 minutes
Presentation – review of process and land use designations	15 minutes
<i>Designated time for public comment</i>	<i>3 minutes per person</i>
Areas for Land Use Alternatives <ul style="list-style-type: none">• Provide background information• City Council Discussion	90 minutes (10-20 min per area for each of 6 areas plus additional considerations)
Land Use Policy Discussion	30 minutes
Closing and Next Steps	5 minutes

General Plan Update Process

WE ARE
HERE



✓ EIR Notice of Preparation



Spring 2023

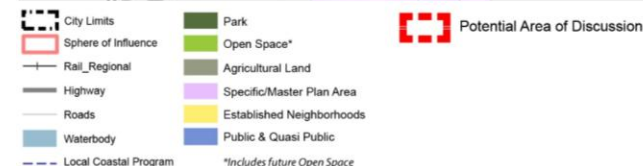
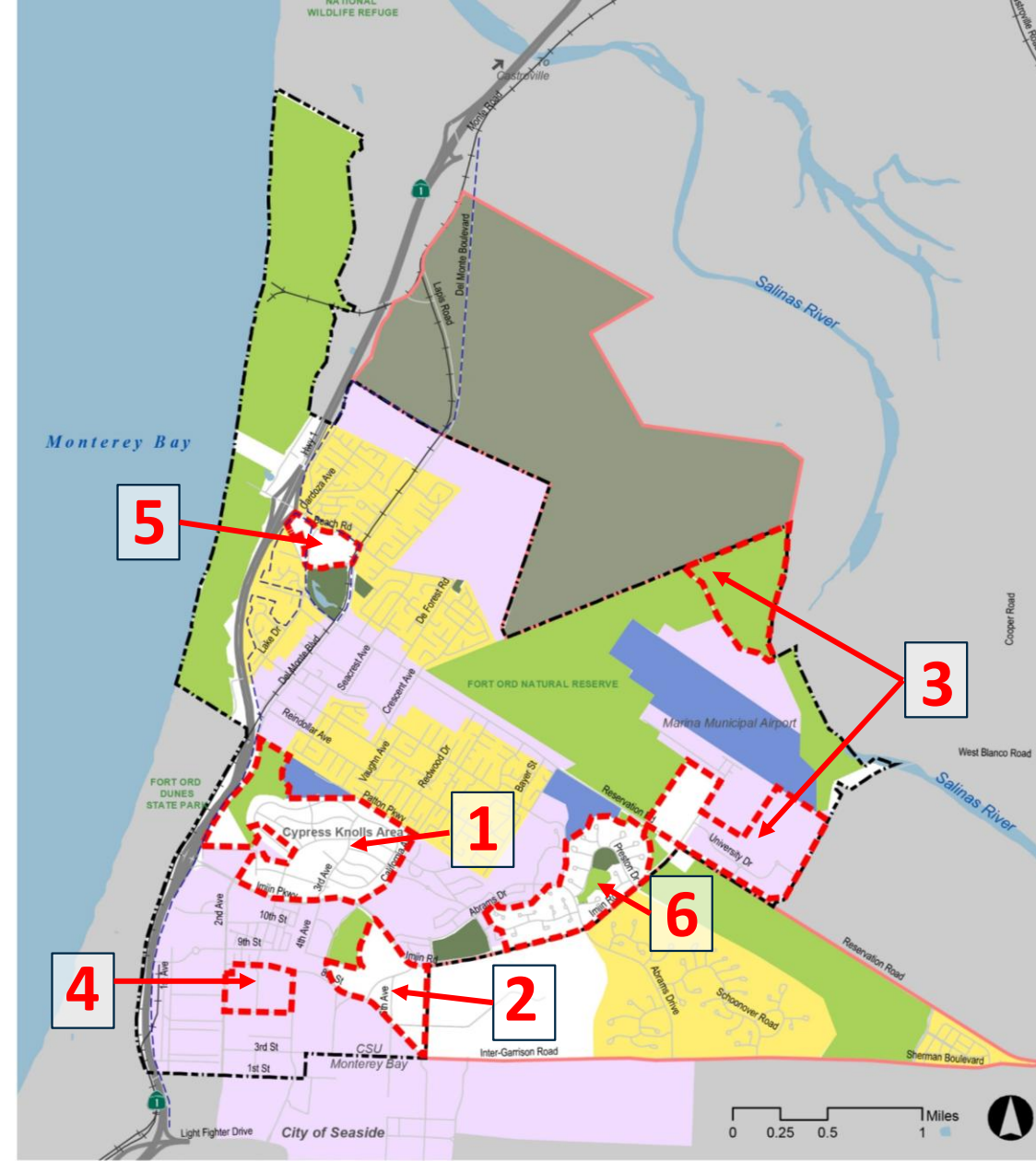


Fall 2025

Land Use Designation Map: Review of Process (from Nov 19)

Areas for Land Use Alternatives

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



Land Use Alternatives Example

Received feedback from the public on conceptual land use alternatives

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**

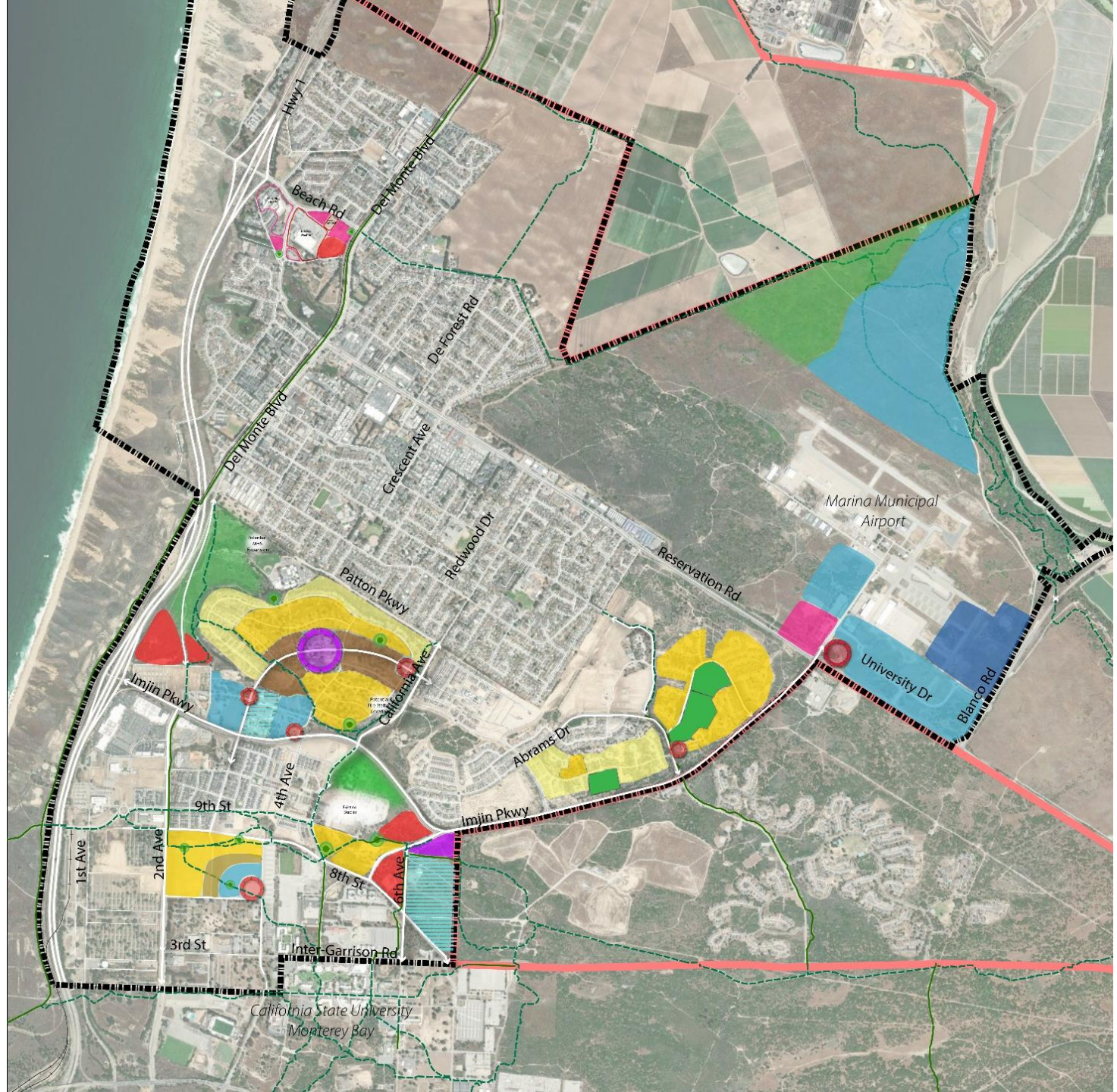
- Workshop #3 (April 2024): Describe and solicit input on 3 land use alternatives
- **Workshop #4** (September 2024) Confirm the preferred land use alternative and receive feedback on land use policies

- **1 Planning Commission Meeting**

- October 2024: Review and provide input on the preferred land use map

Preferred Land Use Vision

- Single-Family Residential
- Missing Middle Residential
- Multifamily Residential
- Mixed-Use Activity Area
- Retail/Shopping Area
- Institutional/Academic/Cultural
- Low-Intensity Office or R&D
- High-Intensity Office or R&D
- Revenue-Generating Commercial
- Hotels/Lodging/Visitor-Serving
- Habitat Management Area











Created and Applied 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

Residential

-Advancing Our Future-

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

Proposed Changes to Land Use Designations

- Updates to Residential designations
 - Modify existing designations to align with current zoning (as required by state law)
 - Remove designations only present within Specific Plan areas
 - New “Very High Density Residential” to allow for future higher-density residential and align with Downtown Plan
- New employment and revenue-generating designations (“Office/R&D High” and “Aviation Support Low and High” designations)
- Streamline public and parks and open space designations
- Designate all Specific Plan areas with new “Specific Plan” designation
- New “Future Specific/Master Plan” designation (i.e. Cypress Knolls)

Draft Land Use Designation 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 |

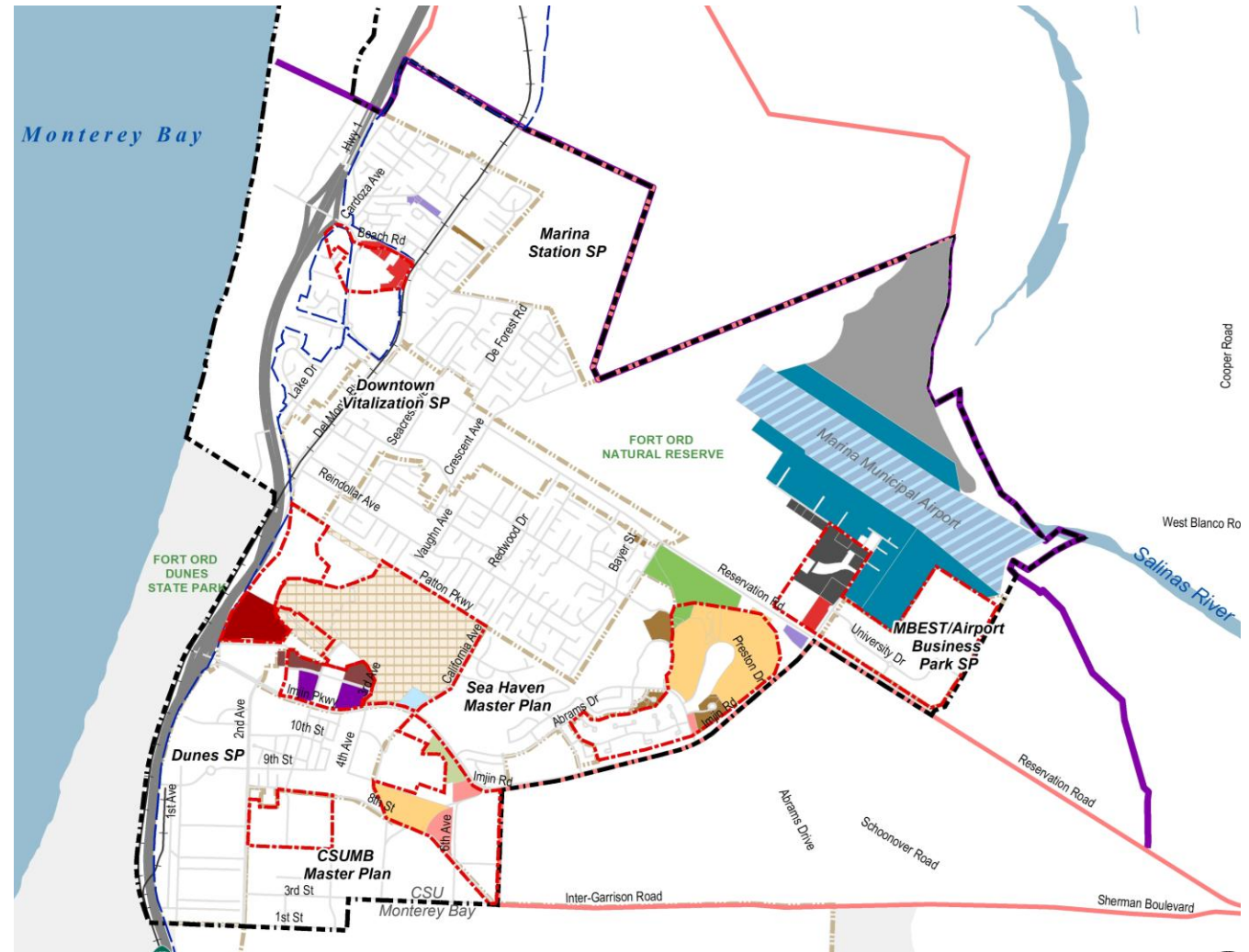


Changes from Current Map to Proposed Map

Most changes focused in Areas of Discussion

Minor changes recommended outside “Areas of Discussion”

- To reflect built conditions
- To reflect Airport Master Plan



Questions on the Process?

Area by Area Discussion

Proposed Flow for City Council Discussion

- Present background on each area
 - Alternatives
 - Public feedback
 - Proposed land use designation
 - Additional policy ideas
- Review and discuss each area
- *Strive for 10-20 minutes per area*

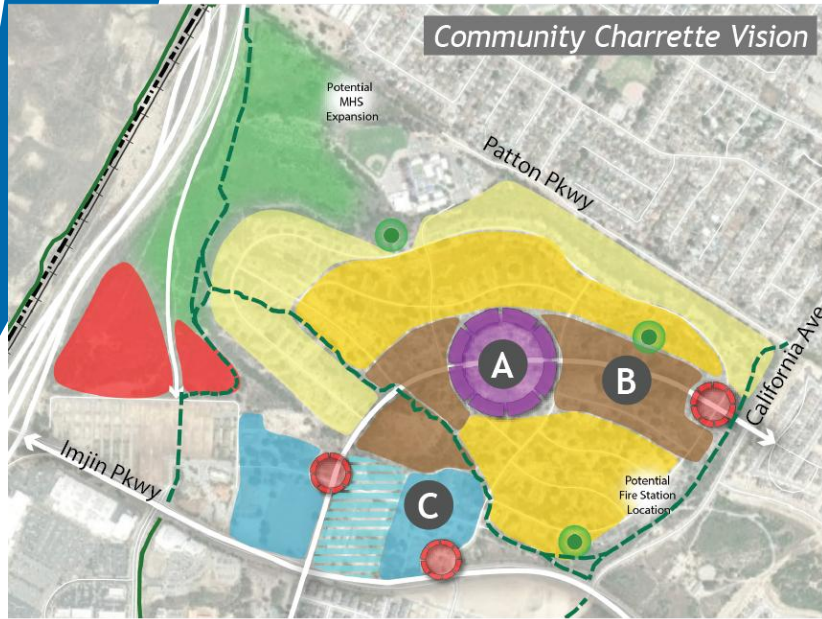


Cypress Knolls and 3rd Avenue

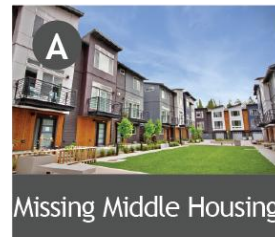
Proposed Land Use Direction

Cypress Knolls and 3rd Ave Alternatives

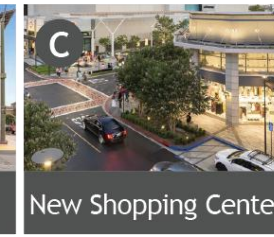
Mixed-Use Center & Medical



Missing Middle & Mixed-Use Corridor



Two Neighborhoods & Two Centers



Cypress Knolls and 3rd Ave

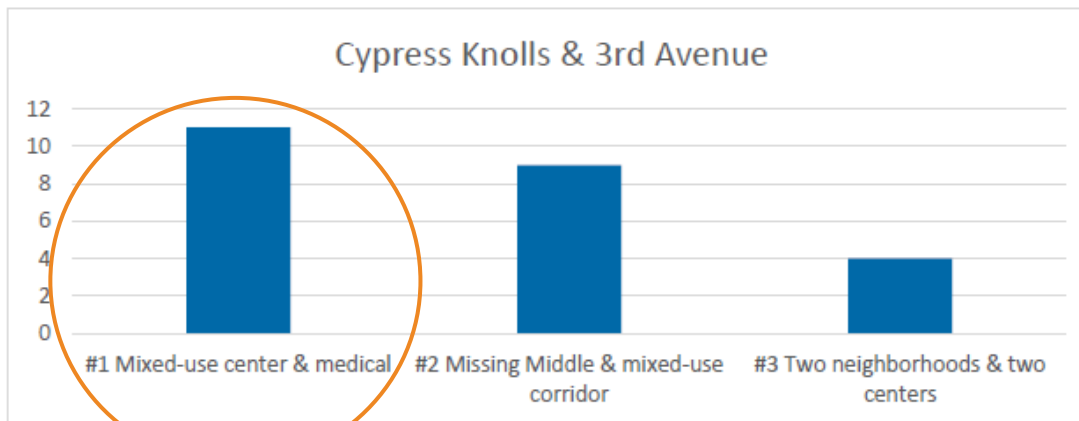
Summary of GPAC and Community Input

GPAC Guidance

Prefer option #1: mixed-use center & medical

Workshop #4 Guidance

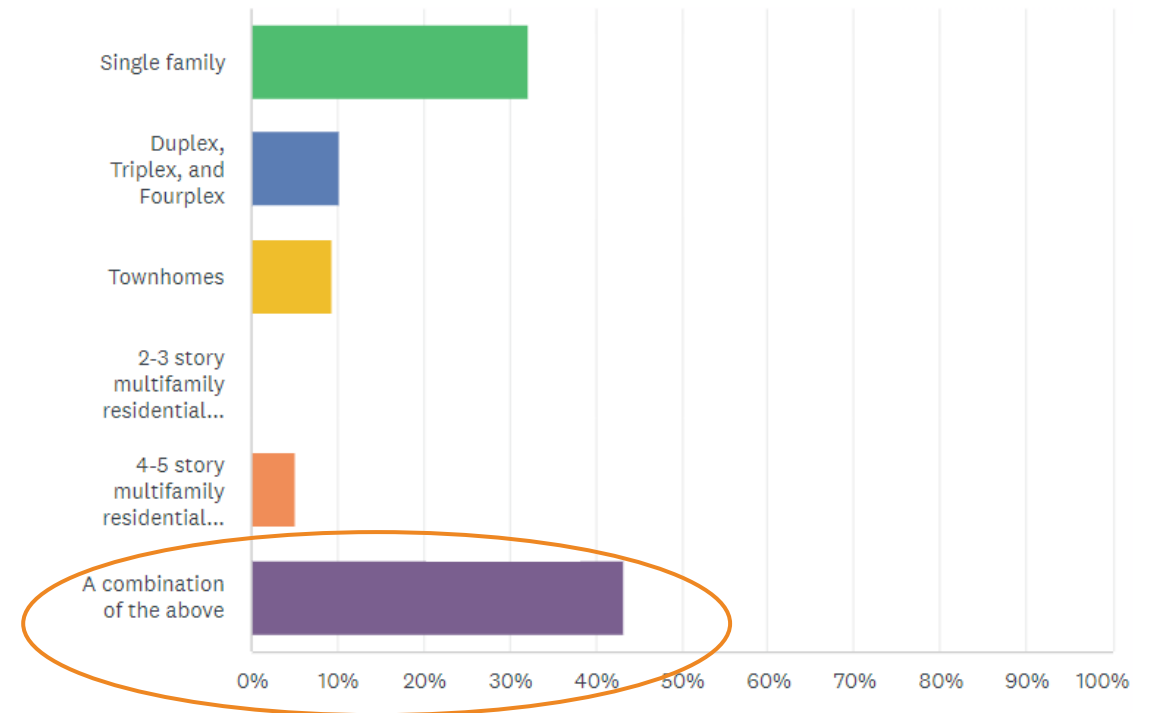
Slight preference for option #1: mixed-use center & medical, with option #2 as a close second



Survey Guidance

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

Strong preference for a mix of housing types, primarily single-family, multiplex, and townhomes.

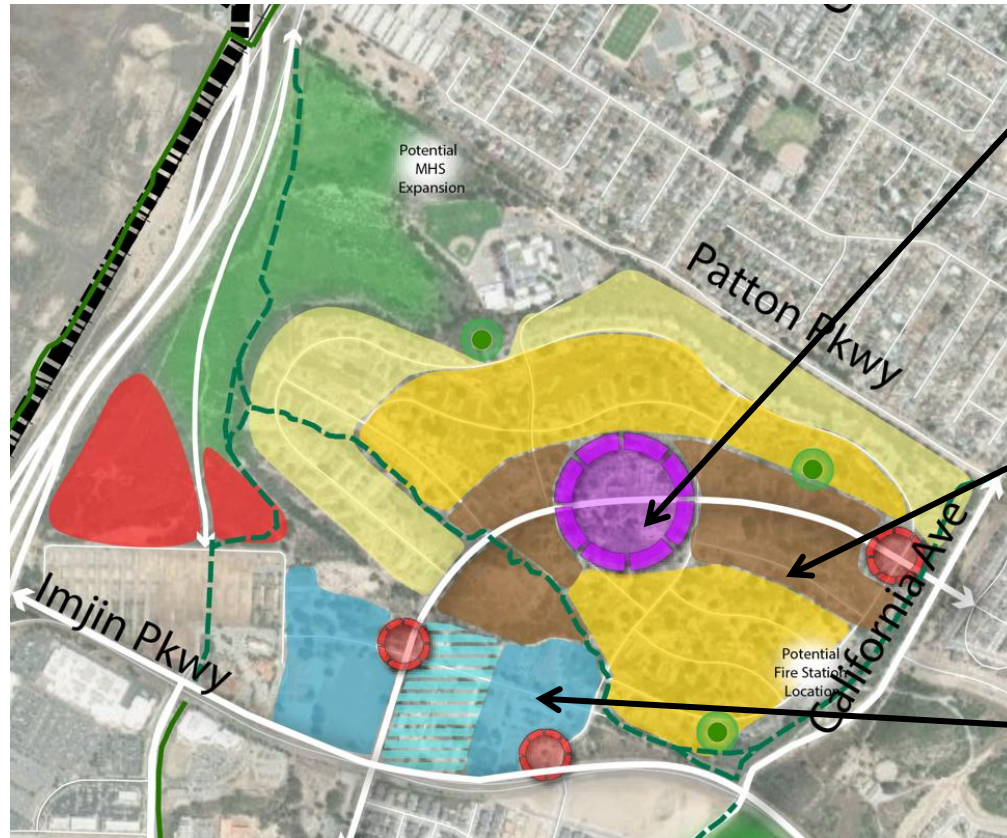


Cypress Knolls and 3rd Ave

Preferred Land Use Vision







Alternative #1: Mixed Use Center & Medical

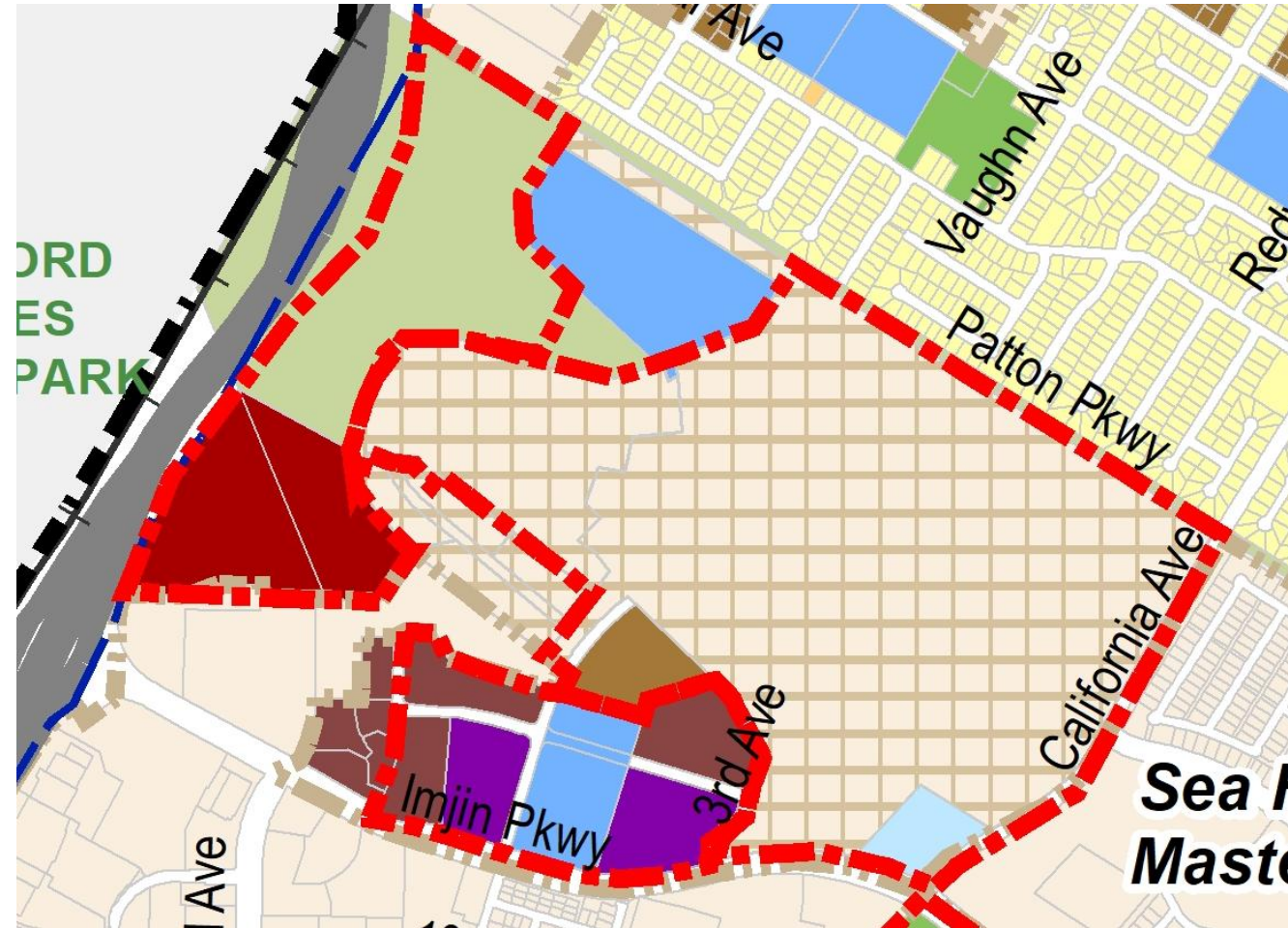
- Low-scale mixed-use around major public gathering space
- Mix of housing types, decreasing in intensity moving away from the major public space
- Local-serving retail where 3rd Avenue meets major roads
- Institutional, office, medical campus/nursing school near MPC



Cypress Knolls and 3rd Avenue

Preferred Alternative Map

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



Additional Cypress Knolls Policies

- Develop at least 1,500 housing units (primarily for-sale)
- Develop a variety of housing types, many of which are set aside for missing-middle households (earning 80-120% AMI) and workforce households (120-200% AMI)
- Promote sense of community through site design and a central gathering space
- Leverage parks, greenways, and managed open spaces as a core design feature
- Make walking and bicycling safe, pleasant, and convenient
- Minimize visual impacts of development when viewed from Highway 1
- Mitigate sand gilia as set forth in Habitat Management Plans
- Require sustainable building practices and efficient use of water & energy

Discussion

Airport and UCSC MBEST

Proposed Land Use Direction

Airport and UCSC MBEST

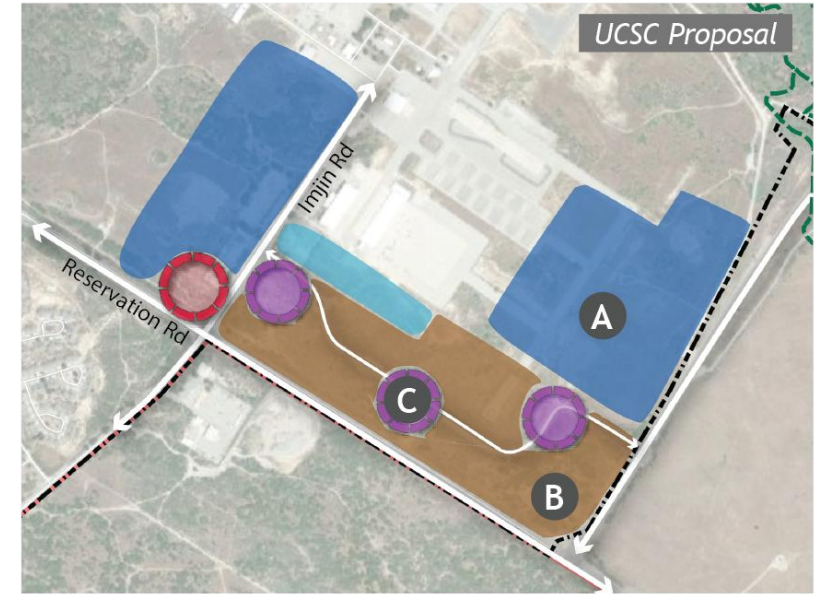
#1 Aviation Support



#2 Visitor & Aviation Manufacturing



#3 Student Housing & Mixed-Use



Airport and UCSC MBEST

Summary of GPAC and Community Input

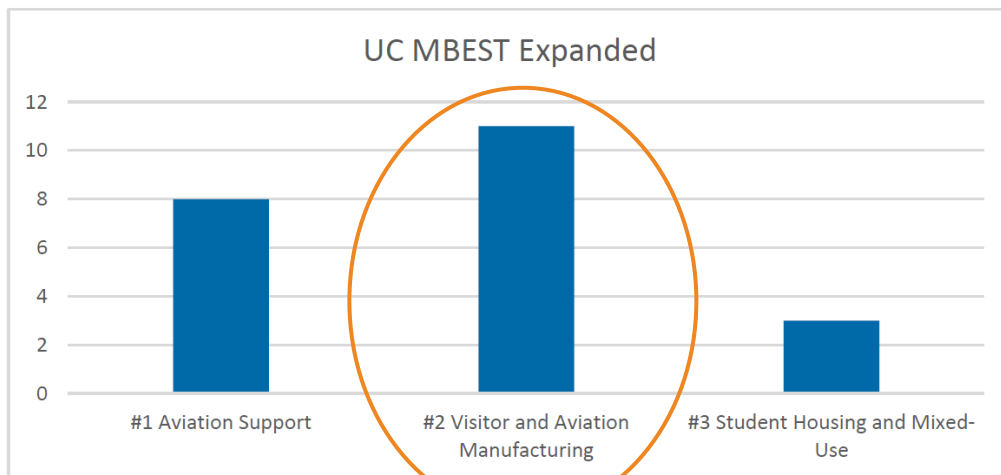
GPAC Guidance

Prefer option #2: Visitor and aviation manufacturing.

Workshop #4 Guidance

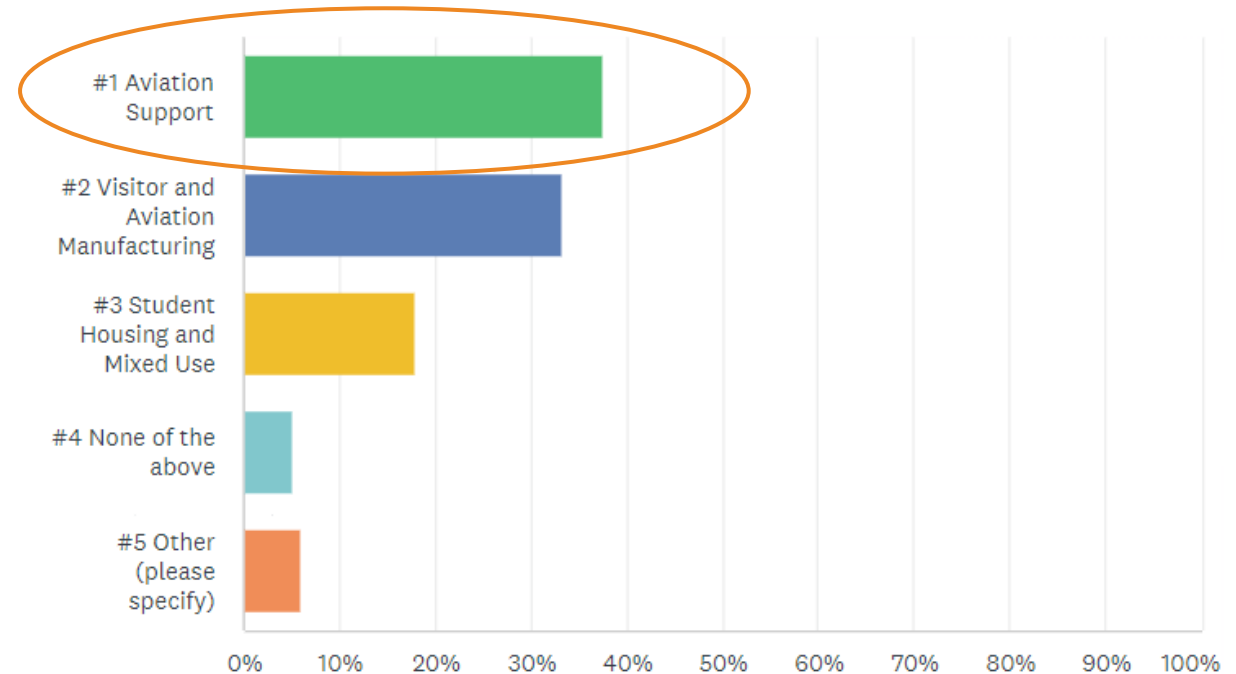
Slight preference for option #2: Visitor and aviation manufacturing.

Option #1: Aviation support was a close second.



Survey Guidance

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

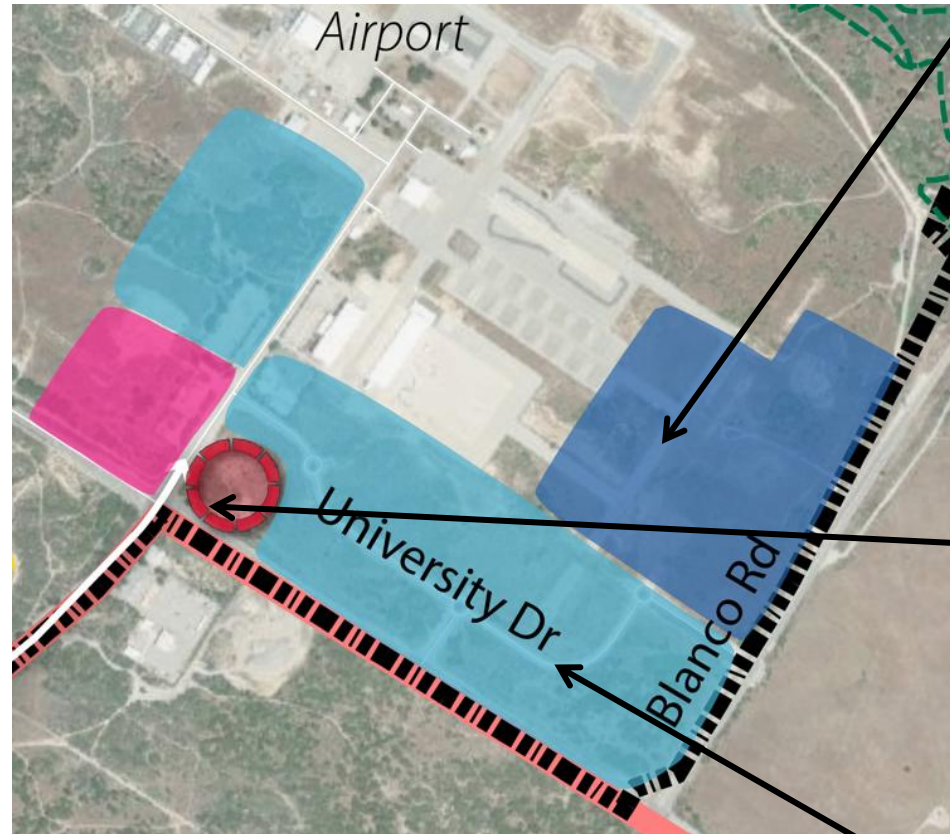


Airport and UCSC MBEST







Preferred Land Use Vision

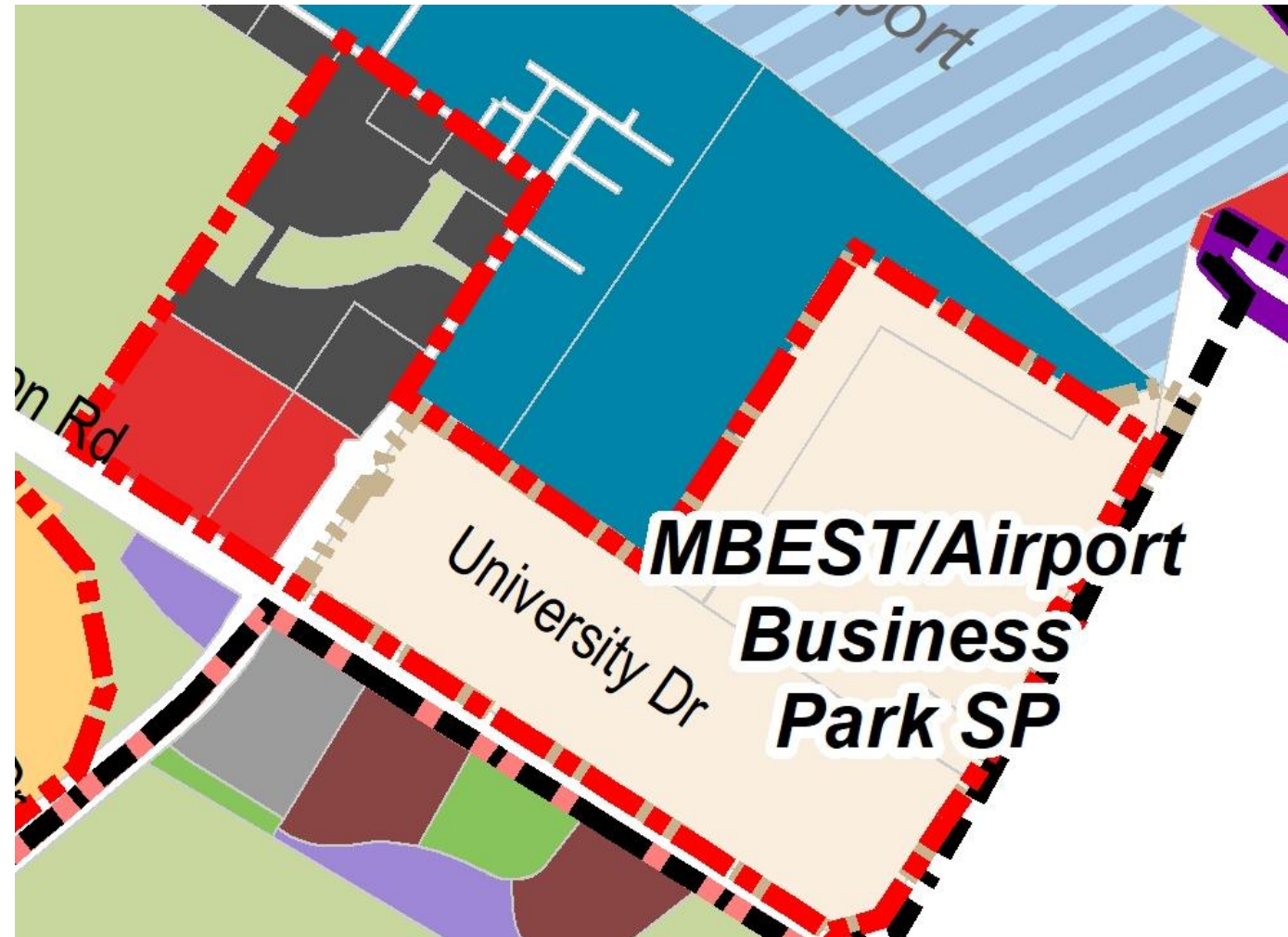
Option #2: Aviation Support

- 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
- Accommodates aviation and air commerce growth while minimizing safety hazards



Airport and UCSC MBEST Preferred Alternative Map

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



Airport and UCSC MBEST Policies

- Require new land uses to be compatible with the Airport Master Plan and Specific Plan
- Prioritize development that will provide a revenue stream for long-term operations, maintenance and enhancement of the Airport
- Accommodate growth of aviation and air commerce while minimizing airport-related environmental and safety hazards
- Create an attractive image for the Airport
- Collaborate with UCSC to attract new R&D, industrial, and office uses to the MBEST property east of Imjin Road
- Attract new visitor-serving uses to the UC MBEST property west of Imjin Road
- In the Airport North area, develop uses in the “Revenue Support” zone that advance the mission of the airport while maintaining an adequate habitat management buffer

Discussion

8th Street Area

Proposed Land Use Direction

8th Street Area

Three Proposed Land Use Alternatives

#1 New Neighborhood



R&D / Flex
Employment District



Mixed-Use Corridor
along 6th and Imjin



Student-oriented
Multifamily Housing

#2 Campus Extension



New Retail to Serve
The Dunes/Sea Haven

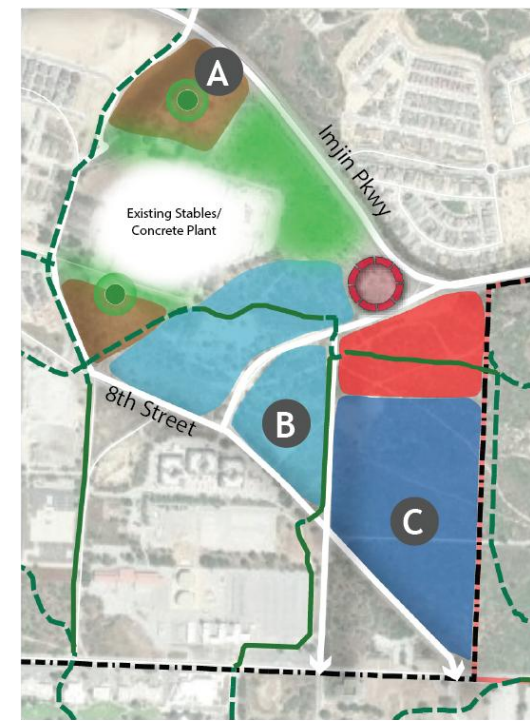


Townhouses for
Students



Museum/Visitor
Center/Institutional

#3 Employment Focused



Multifamily Student
Housing



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



Major Research and
Industrial District

8th Street Area

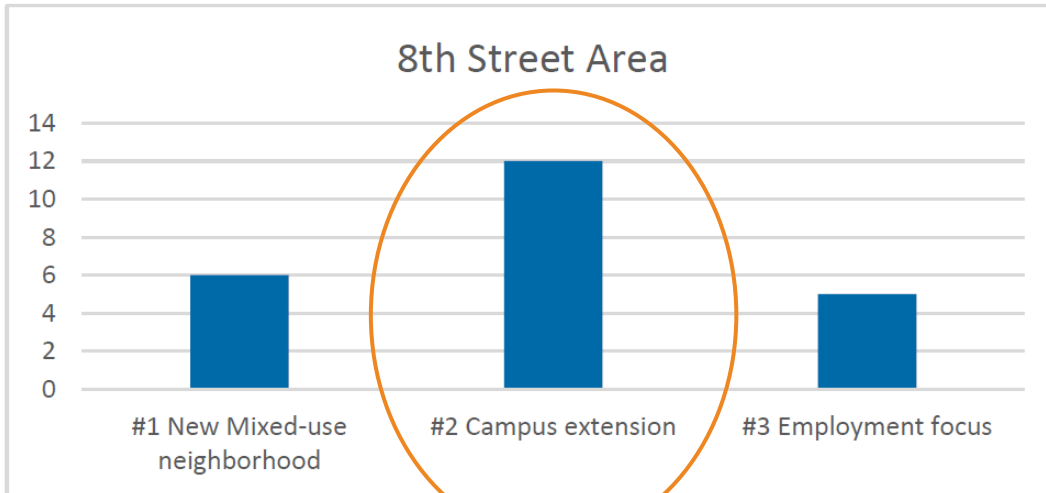
Summary of GPAC and Community Input

GPAC Guidance

Prefer option #1: New neighborhood

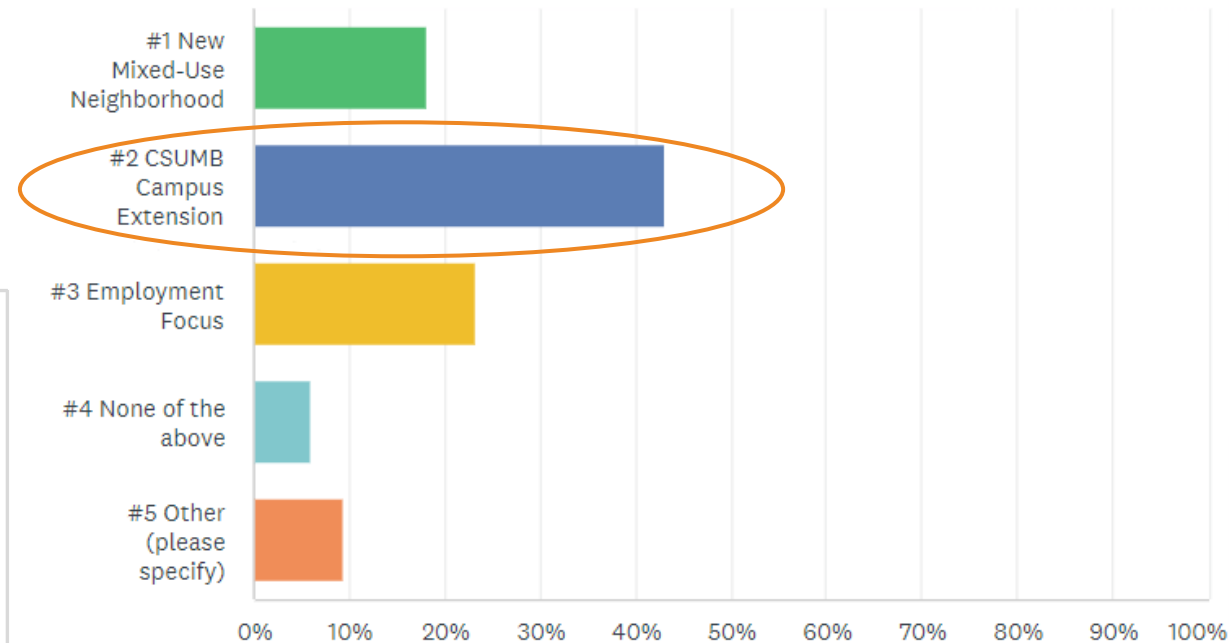
Workshop #4 Guidance

Clear preference for option #2: Campus extension.



Survey Guidance

Clear preference for option #2: Campus extension

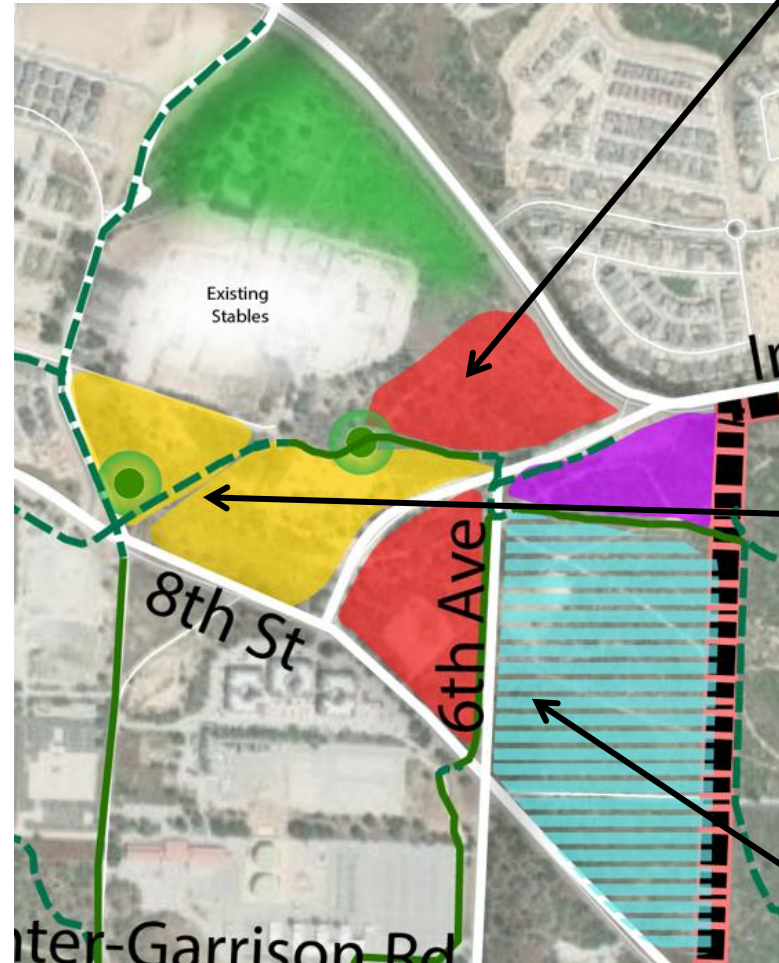


8th Street Area

Preferred Land Use Vision

Modified Option #2: Campus Extension







- Extension of CSUMB with student housing, museum or visitor center, and walkable mixed-use center off Imjin
- Neighborhood retail shopping center in-between current campus and UCSC area
- Gateway to Fort Ord with businesses that serve recreational tourists
- Explore innovative open space uses such as green cemeteries

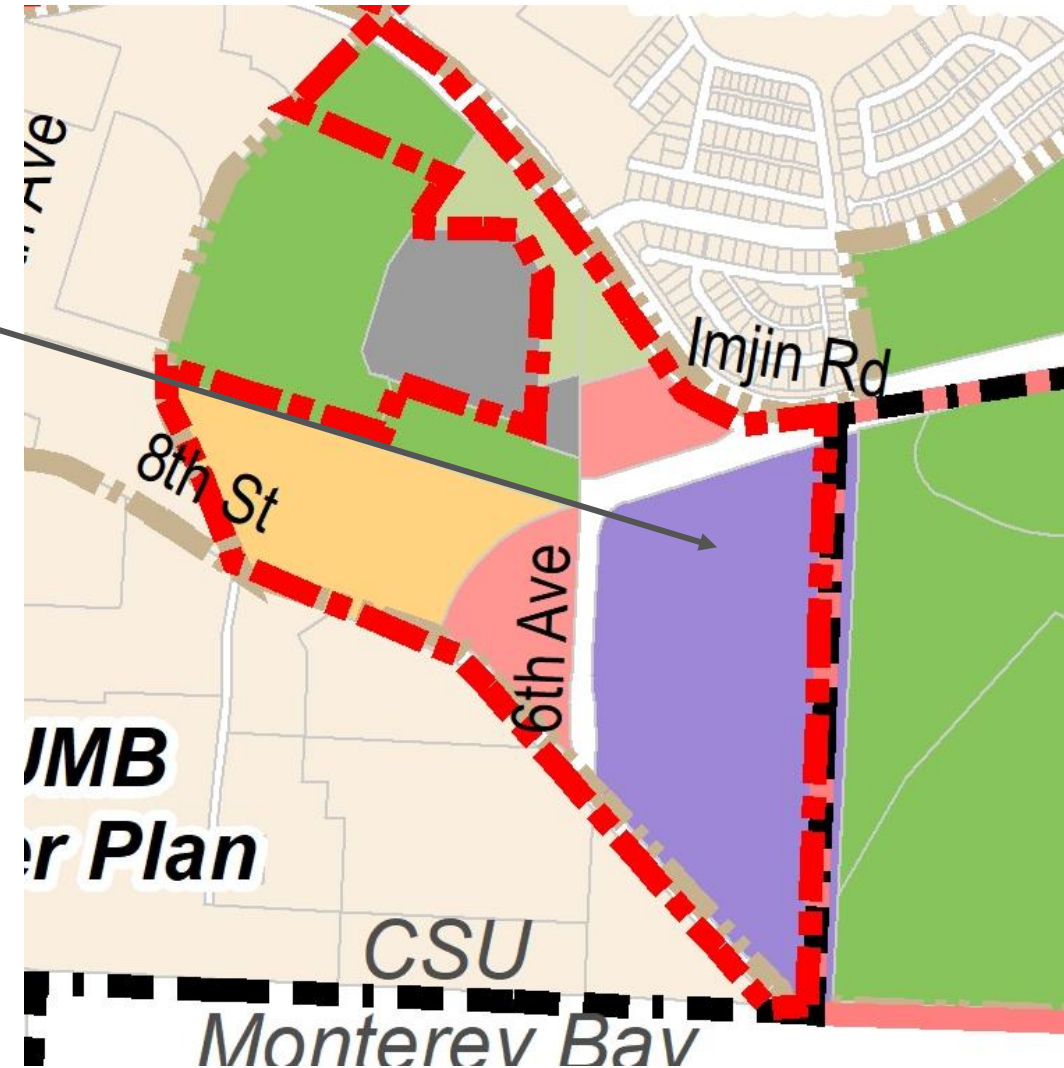


8th Street Area

Draft Regulatory Map

- Additional Considerations:
 - Large eastern property proposed to allow mixed use to offer owner UCSC greater future flexibility

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



8th Street Area Policies

- Serve as a gateway to Fort Ord with businesses serving recreational tourists
- Build off the adjacent uses/character of the CSUMB campus
- Where Imjin Parkway meets Imjin Road, foster a walkable activity center with buildings oriented towards public streets, FORTAG, and gathering spaces.
- Allow a mix of uses east of Sixth Street, with a focus on employment-generating uses, student housing, and visitor-serving activity
- Explore innovative uses of open space, including green cemeteries

Discussion

CSUMB Parking Lots

Proposed Land Use Direction

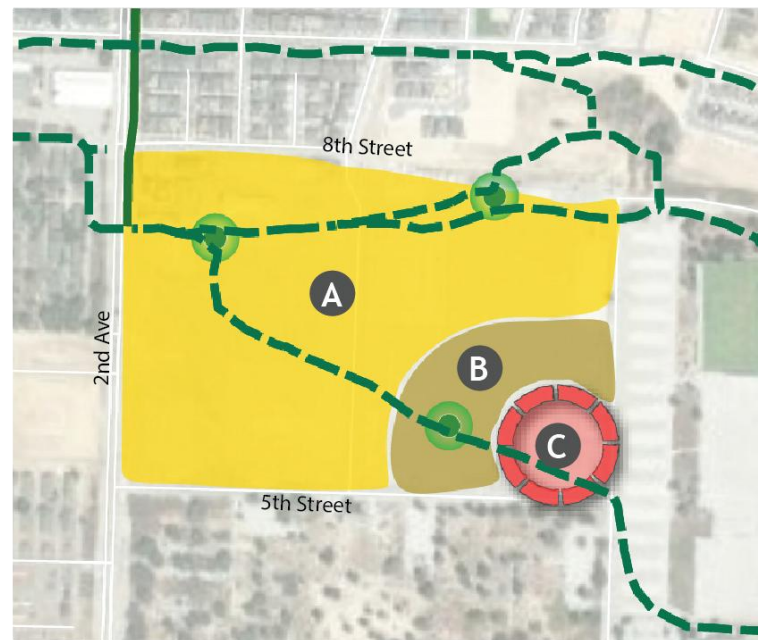
CSUMB Parking Lot

Three Proposed Land Use Alternatives

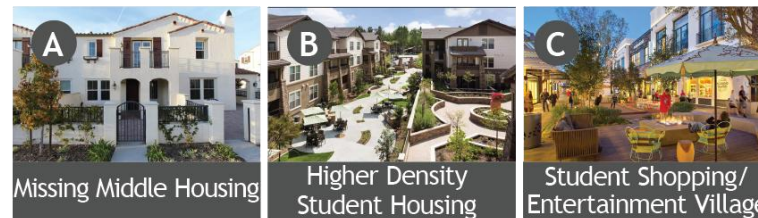
#1 Campus Neighborhood



#2 Student Village



#3 Jobs & Housing



CSUMB Parking Lot

Three Land Use Alternatives Community Input

GPAC Guidance

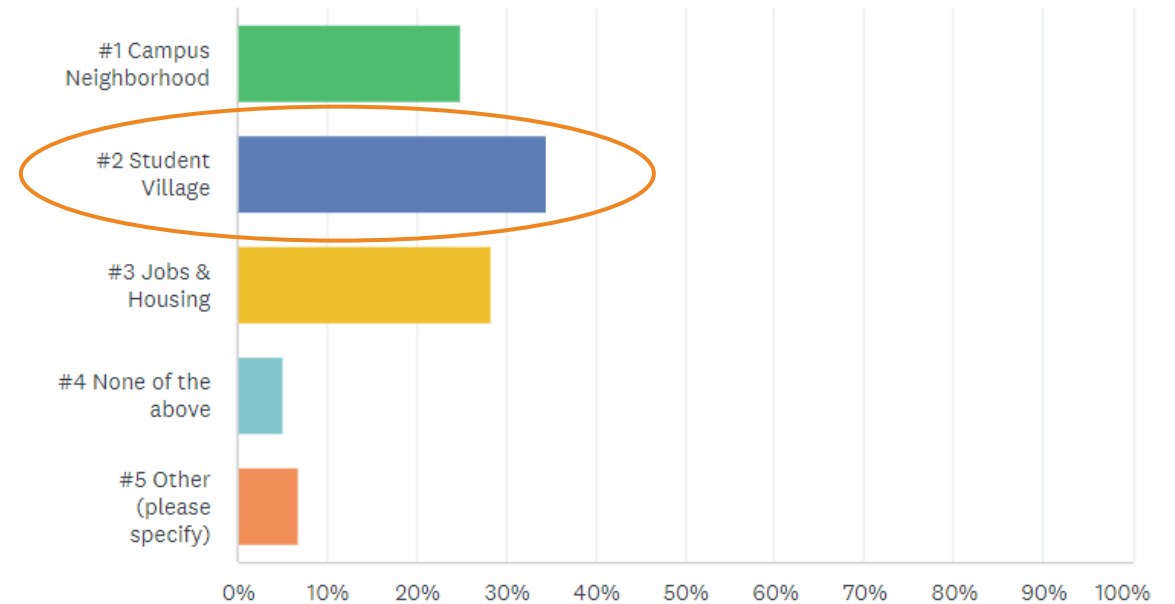
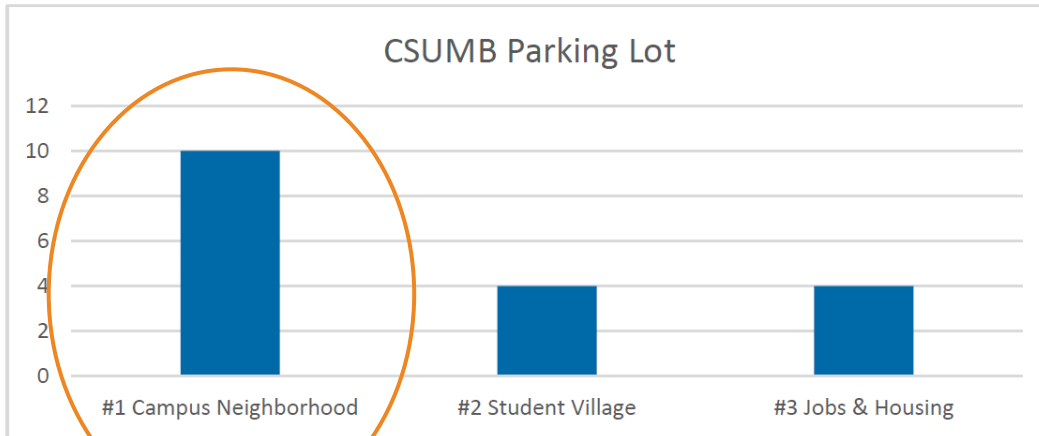
Prefer option #2: Student village.

Workshop #4 Guidance

Strong preference for option #1: Campus neighborhood.

Survey Guidance

Slight preference for #2 Student Village. #3 Jobs and Housing close behind.

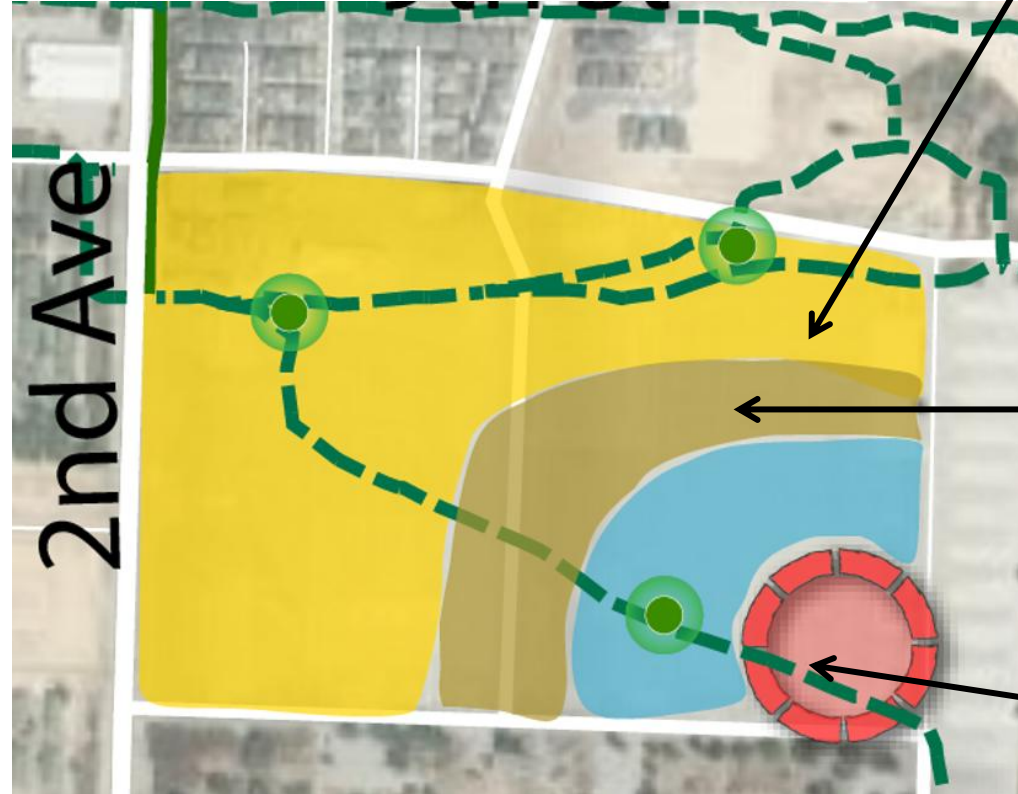


CSUMB Parking Lots

Preferred Land Use Vision

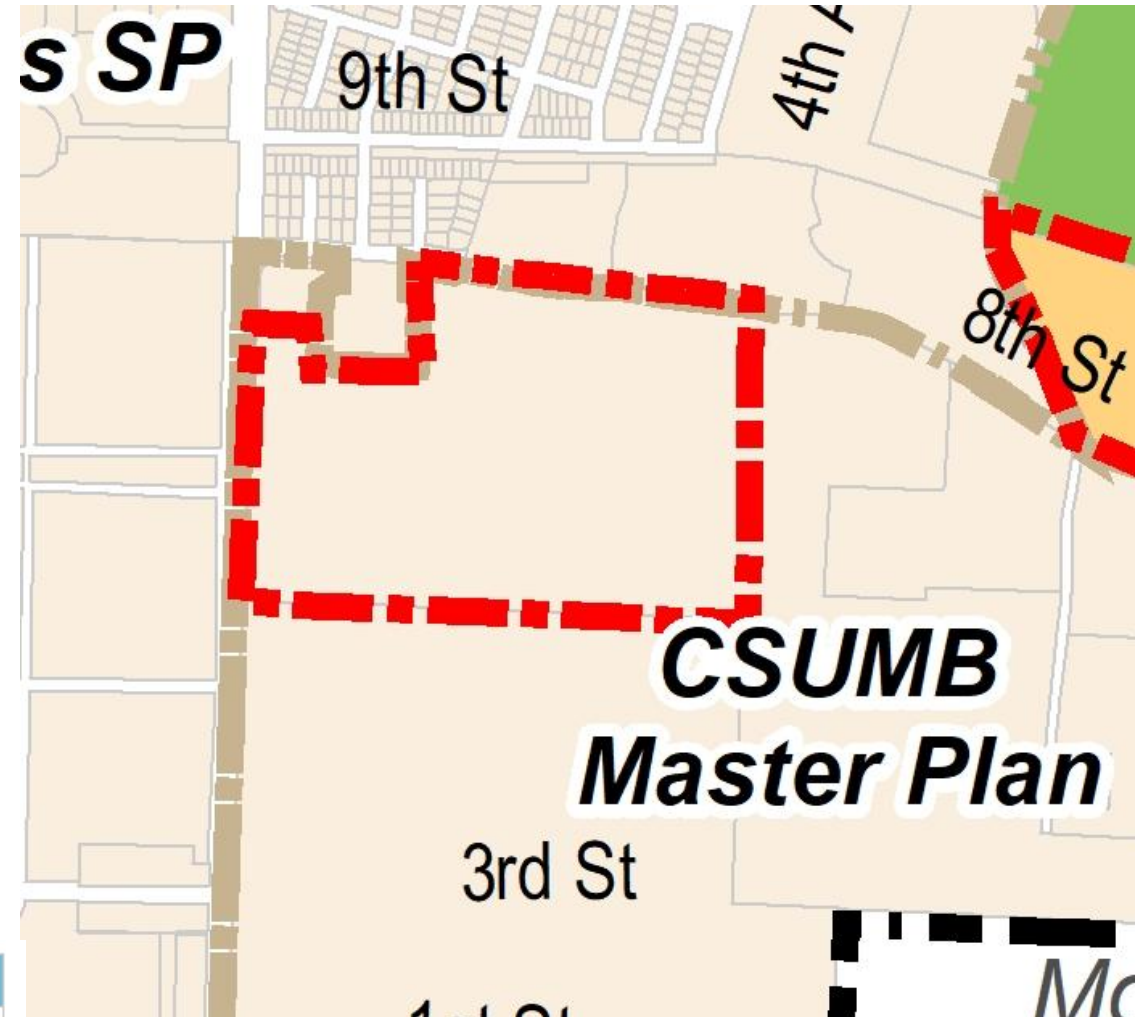
Modified Option #2: Student Village


- Student rental housing close to University Village
- For-sale faculty housing, student-serving retail village, R&D uses by CSUMB
- Middle-density student housing buffers higher-density



CSUMB Parking Lots

Draft Regulatory Map



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

CSUMB Parking Lot Policies

- Develop the site in a collaborative fashion, benefiting both the City and CSUMB
- Allow a variety of land uses, with a mix of student rental housing, for-sale faculty housing, student amenities, and R&D facilities
- Seek for CSUMB to provide housing opportunities for both faculty and students
- Work with CSUMB to ensure that the supply of on-campus housing increases approximately as fast as the level of on-campus enrollment.
- Provide at least one neighborhood commercial center, preferably at the southwestern corner
- Attract additional investment and economic activity along 2nd Avenue
- Enhance transportation connections for CSUMB students to the rest of Marina.

Discussion

Beach Road Gateway

Proposed Land Use Direction

(Additional discussion will be part of the LCP)

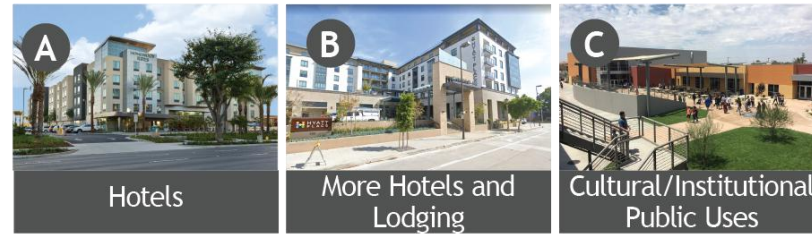
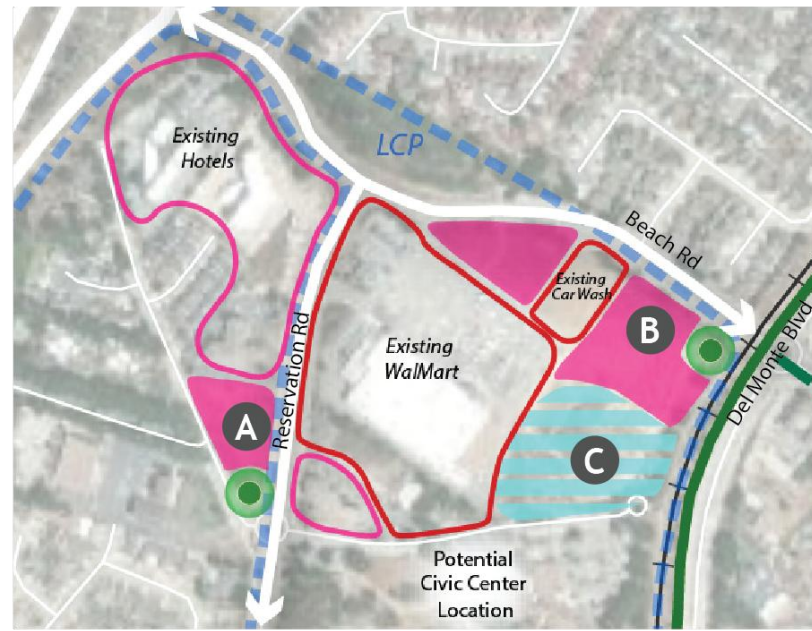
Beach Road Gateway

Three Proposed Land Use Alternatives

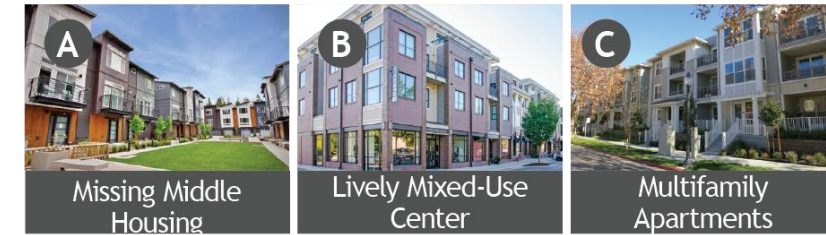
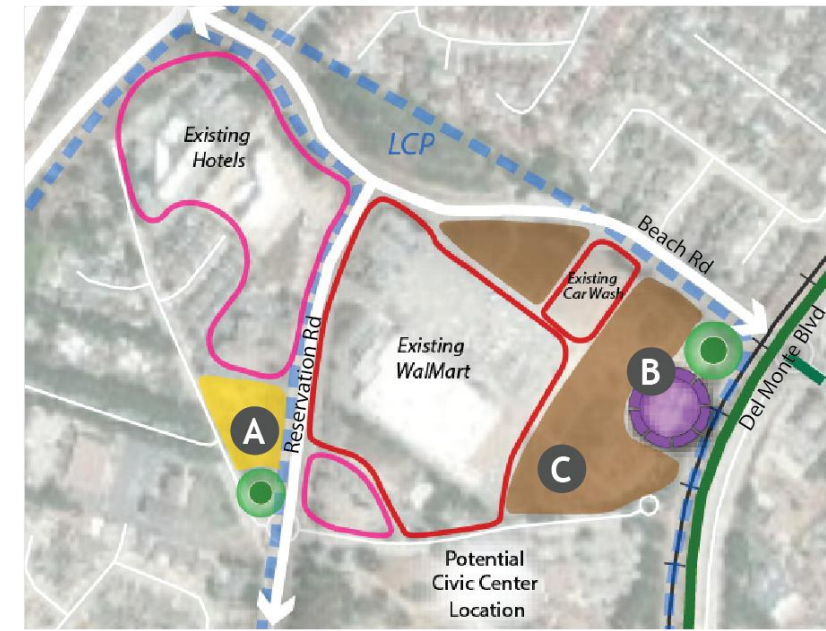
#1 Retail Gateway



#2 Visitor-Serving Gateway



#3 Mixed-Use Gateway



Beach Road Gateway

Summary of GPAC and Community Input

GPAC Guidance

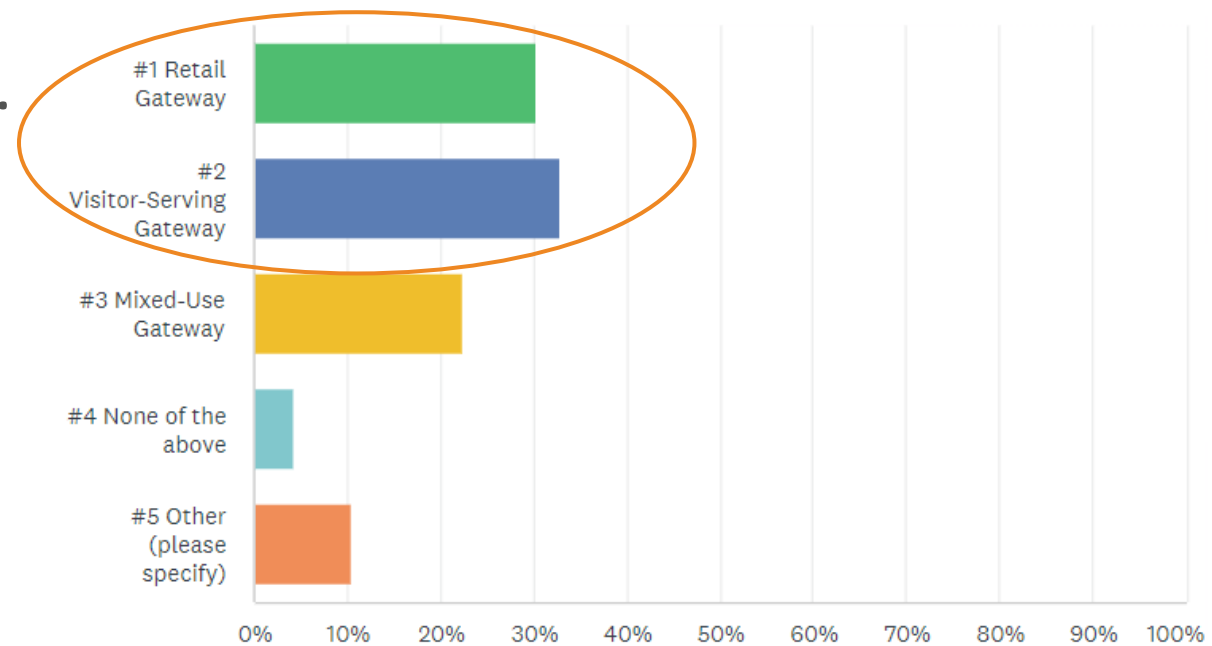
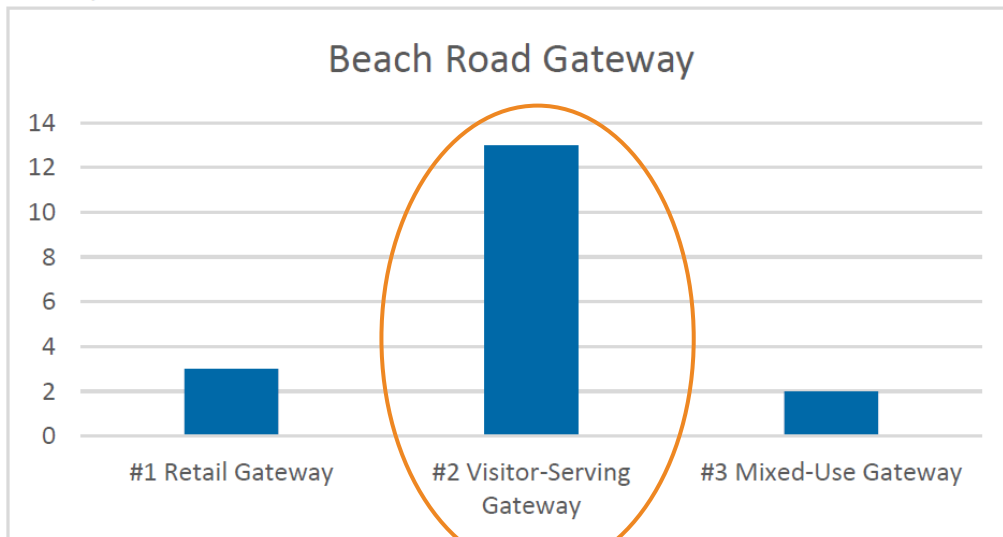
Prefer option #1: Retail gateway.

Workshop #4 Guidance

Preference for option #2: Visitor-serving gateway.

Survey Guidance (Interim Results)

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



Beach Road Gateway

Preferred Land Use Vision

Modified Option #2: Visitor-Serving Gateway

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









Beach Road Gateway

Draft Regulatory Map

Additional Considerations:

- Property owner of vacant site interested in mixed-use / multifamily development
- Land use decisions will be made as part of the LCP, not the GP

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



 Local Coastal Program Boundary (LCP)

Beach Road Gateway Policies

- Evolve the area into a more active visitor-serving district, focusing on hotels and lodging supported by retail.
- Enhance the sense of identity with a stronger gateway exiting the 101
- Include a mini-park or plaza in future development on the northwest corner of the Seaside Circle roundabout

Discussion

Preston/Abrams Park

Proposed Land Use Direction

Preston/Abrams Park

Proposed Land Use Concepts



#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

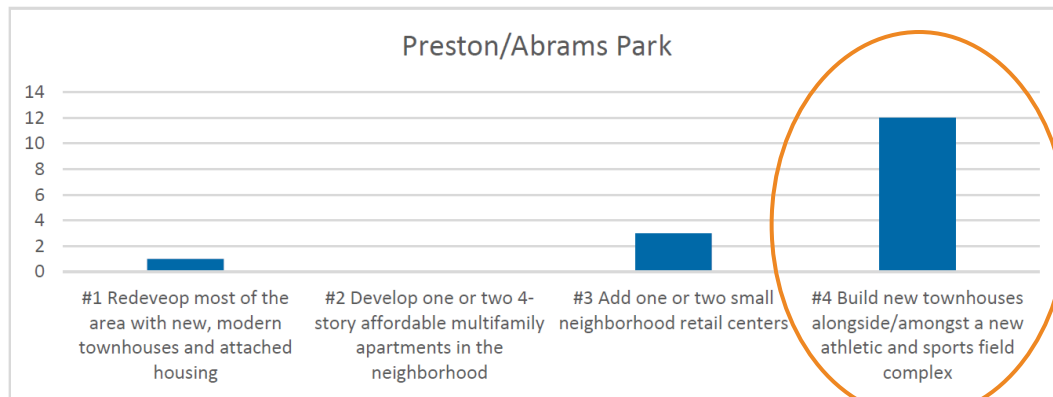
Summary of GPAC and Community Input

GPAC Guidance

GPAC members suggested the mixed-use and sports complex concept (Option #4)

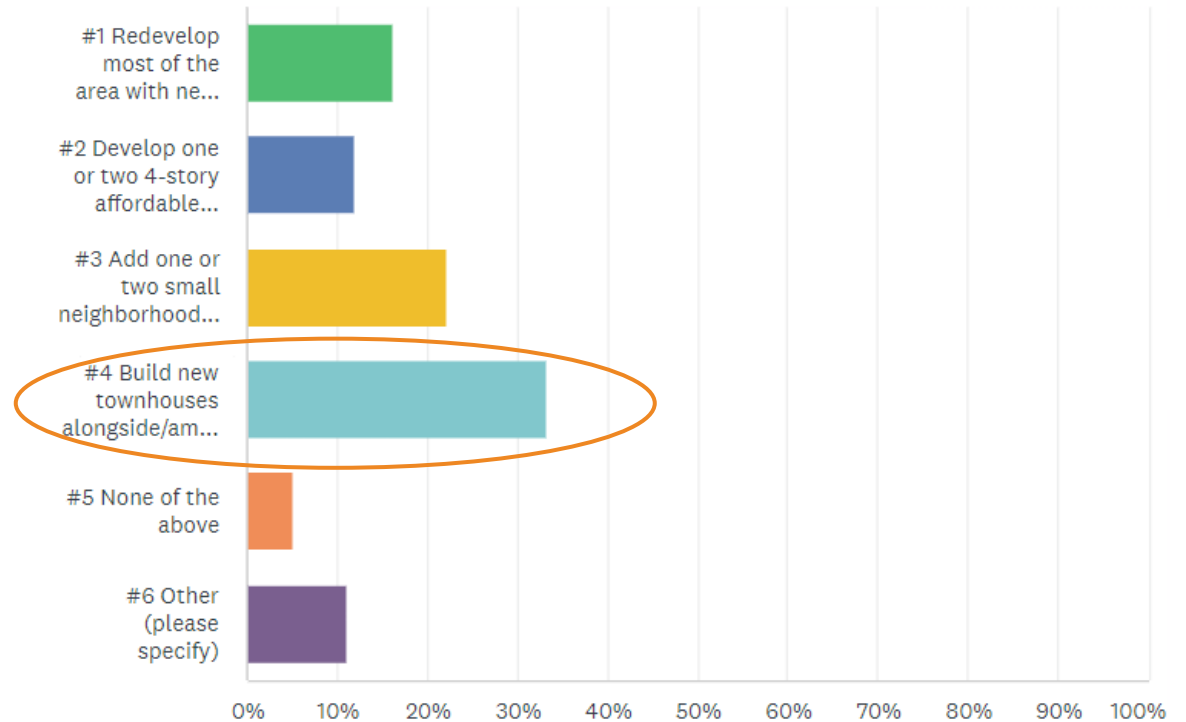
Workshop #4 Guidance

Strong preference for option #4: Build new townhouses alongside a new sports complex.



Survey Guidance

Clear preference for option #4

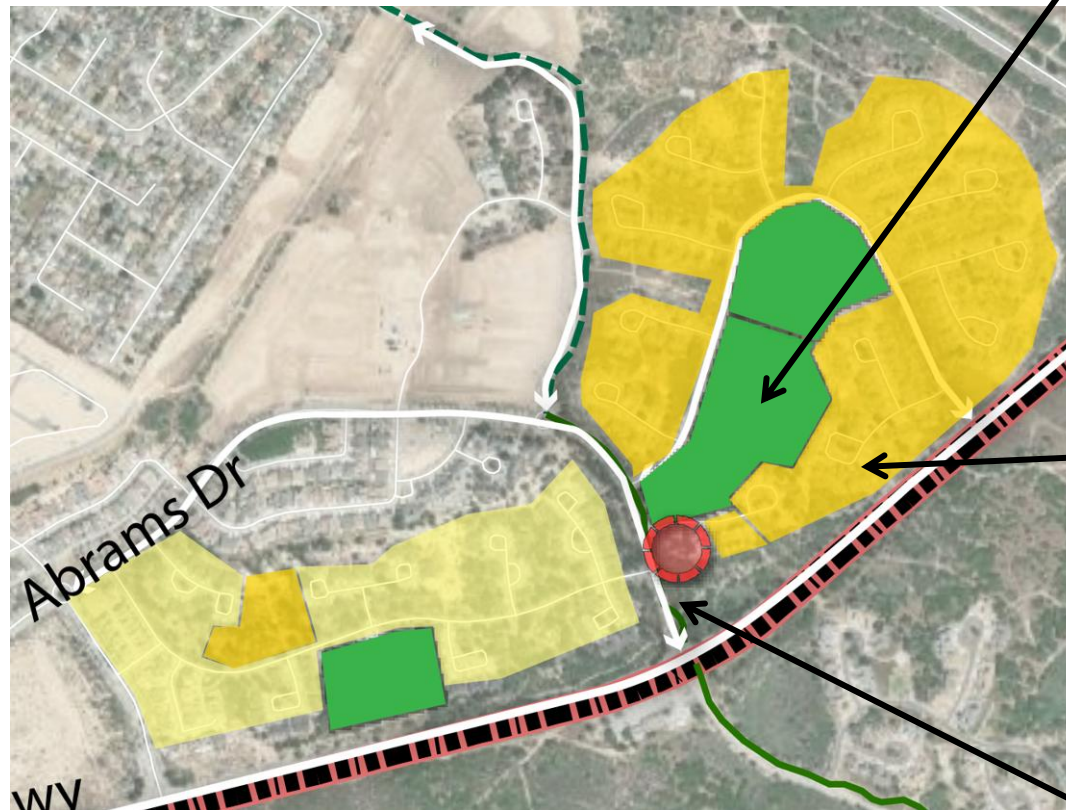


Preston/Abrams Park

Preferred Land Use Vision









Option #4: Sports Neighborhood

- Gradually infill / redevelop with new townhouses & multiplexes
- Expand Preston park into sports complex
- Retail node at Imjin & Abrams Dr



Preston/Abrams Park

Draft Regulatory Map

Map Color	Designation	Types of Uses
	Low Density Residential	Single family homes and accessory dwelling units (ADU)
	Medium Density Residential	Duplexes, multiplexes, and townhomes
	High Density Residential	Multi-family apartments
	Mixed Use	Vertical or horizontal mixed-use with residential and/or commercial (including retail, restaurants, services, office, hotels)
	Specific/Master Plan Area	Types of uses detailed in a Specific Plan or Master Plan
	Neighborhood Commercial	Retail, restaurants, entertainment, office, and other services
	Parks & Recreation	Public parks and recreation facilities
	Public Facility - Civic	Public facilities including civic center, library, police and fire stations, and post office



Preston/Abrams Park Policies

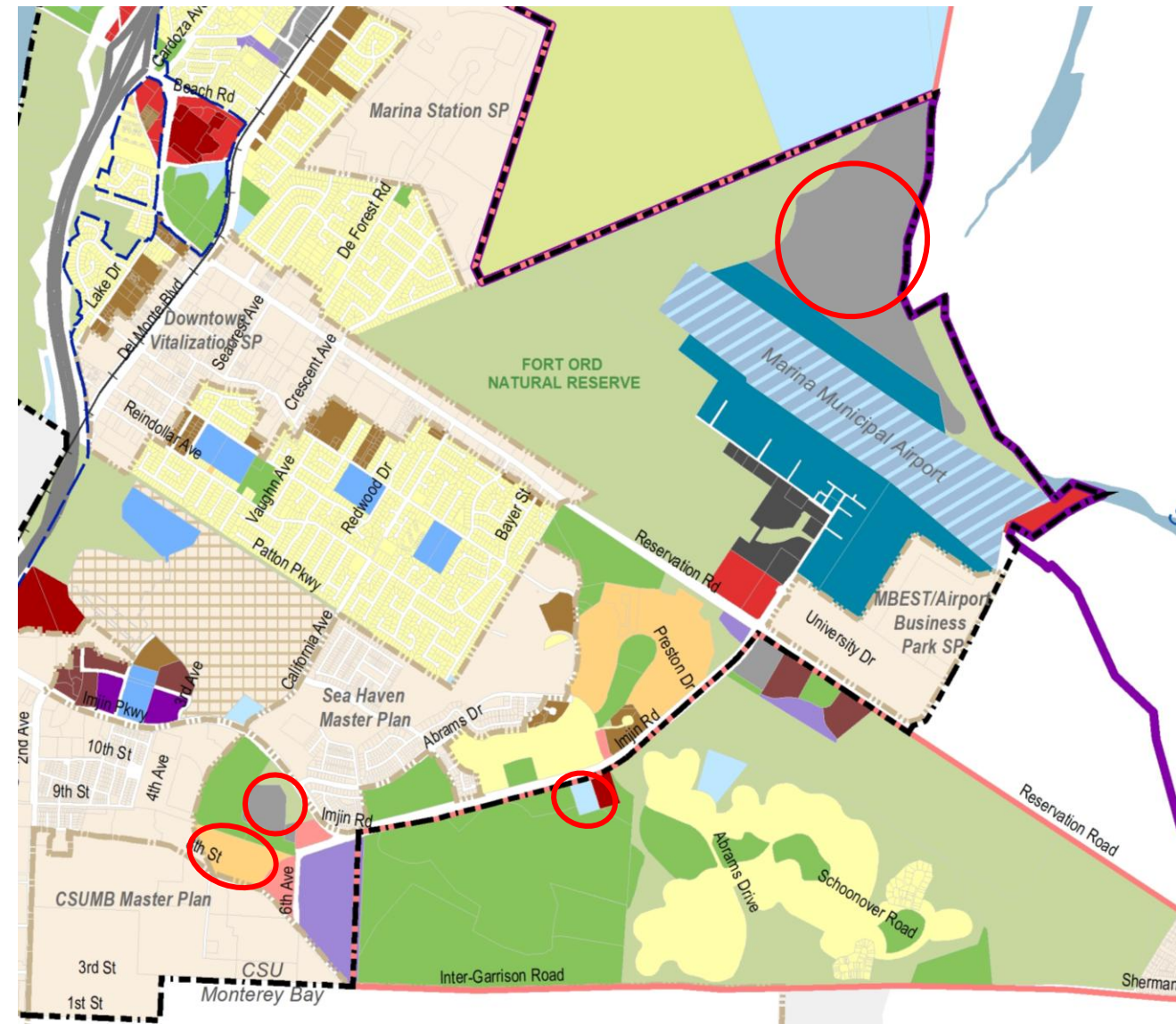
- Gradually redevelop most of the former military duplex housing into modern townhomes and multiplexes
- Avoid displacement of current long-term residents as redevelopment occurs
- Build out a sports complex with multiple athletic fields, concessions, viewing stands, and other recreational amenities/facilities
- Support neighborhood retail near Imjin Parkway & Abrams Drive

Discussion

Additional Input

Minor Changes Suggested by Executive Staff

- Change Medium-Density Residential along 8th Street near CSUMB to Mixed-Use for greater flexibility
- Change from Public Facility to Regional Retail for property adjacent to Shell Station
- Consider changing Las Animas Concrete Facility designation to Mixed Use
- Allow agricultural uses in the Airport North light industrial area



Discussion

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 annexes
- 4 East Garrison:**
 - No development potential



Discussion

Land Use Goals and Policy Direction

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



Thank you!



Kimley Horn | Rincon | EPS