

General Plan 2045: Update to the City Council

February 21, 2024



Kimley Horn | Rincon | EPS

Tonight's Meeting Objectives

- Update on project
- Review and confirm Draft Vision and Guiding Principles
- Review Land Use Alternatives Approach and Draft Areas of Discussion

Project Update

General Plan 2045



General Plan Update Process



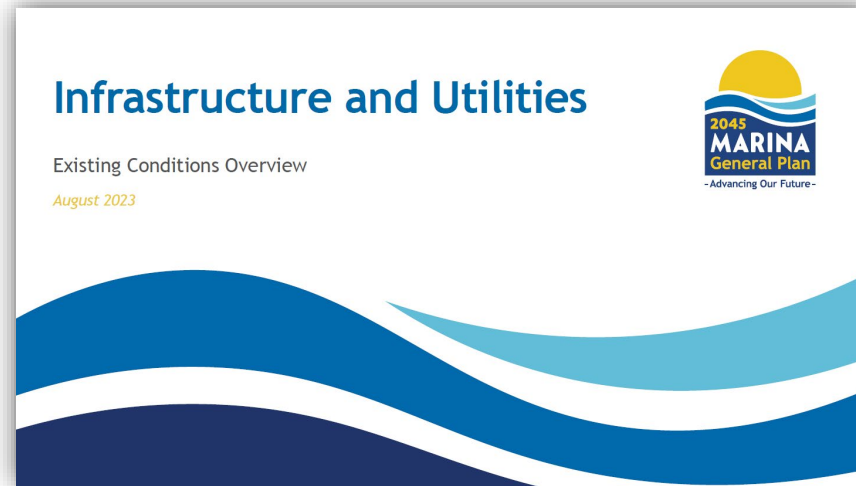
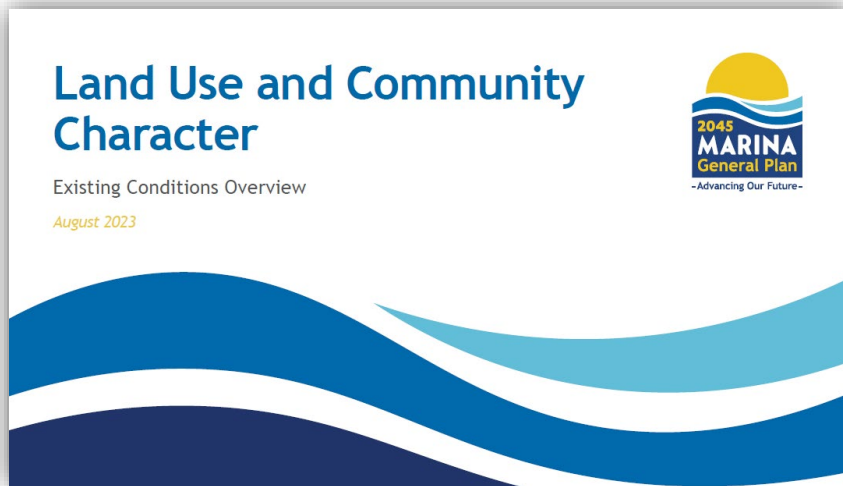
Spring 2023



Fall 2025

Existing Conditions Reports

- 8 separate technical documents that each analyze pertinent topics
- Serve as the baseline information for the General Plan Update and environmental review effort
- Provide an important snapshot of where the community is **now**



Community Engagement

- Comprehensive engagement plan
- Printed materials translated into Spanish + Korean
- 20+ stakeholder interviews
- Significant outreach with postcards, flyers, ads, etc.
- 5 GPAC Meetings (10 planned)
- 3 public workshops (7 planned)
 - What is a General Plan
 - Issues and Opportunities
 - Environmental Justice
- 6 pop-up workshops
- Online Questionnaire with 600+ responses



Vision and Guiding Principles

Existing Vision Statement + Planning “Goals”

- Brief vision statement that describes a desired future state for Marina:

“Marina desires to grow and mature, along with its image, from a small town, primarily bedroom community, to become a small city which is diversified, vibrant and mostly self-sufficient. The City can and will accomplish this by achieving both the necessary level and diversity of jobs, economic activity, public services, housing, and civic life (including culture and recreation), and parks and open space.”

- Existing “Planning Goals:” 17 goals that guide the plan similar to Guiding Principles
 - These goals address many topics in the General Plan
 - Many goals cover overlapping topics, which is redundant
 - Emerging issues are missing from these goals (last developed in 2000)

Proposed Vision Statement

“Marina will grow into a complete and self-sufficient city with inviting neighborhoods, an active downtown, thriving commercial areas, a vibrant college district, and a strong local economy. This growth will be carefully balanced with an ongoing commitment to diversity, affordable housing, high quality of life, preservation of natural areas, and protection of the City’s rich military history.

As a regional leader, Marina will actively shape the Monterey Peninsula’s sustainability efforts, innovative transportation solutions, and economic development prospects. The City will continue to prioritize the well-being of its residents through transparent decision-making and by providing high-quality public services, an interconnected network of parks and open spaces, a safe transportation network, and a range of housing options for all income levels.”

Proposed Guiding Principles*

18 topic-specific statements that will guide the direction (policies and goals) of the General Plan:

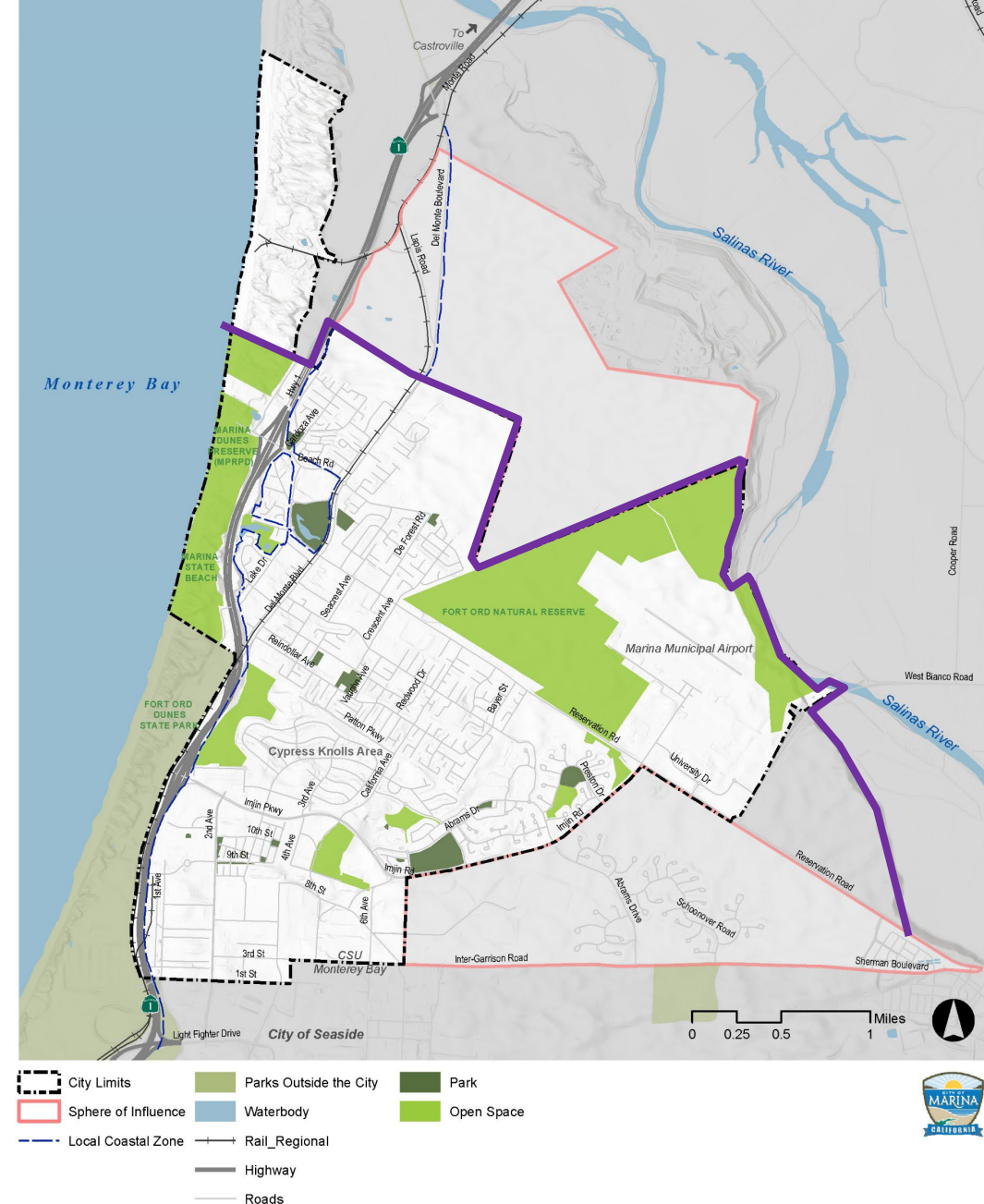
- a) Unified Marina
- b) Diverse city
- c) Housing opportunities for all
- d) Fiscal Sustainability
- e) Strong and diversified economy
- f) Infill Development
- g) Safe and healthy community
- h) Walkable and bikeable place
- i) Connected parks and trails
- j) Protection of natural resources + open spaces
- k) Sense of history
- l) Resilient city
- m) Regional leadership
- n) Effective transportation
- o) High-quality facilities and services
- p) Community identity
- q) Infrastructure maintenance
- r) Responsible governance

**Minor modifications made by the City Executive team following review by the Planning Commission and GPAC.*

Initiation of Land Use Alternatives Process

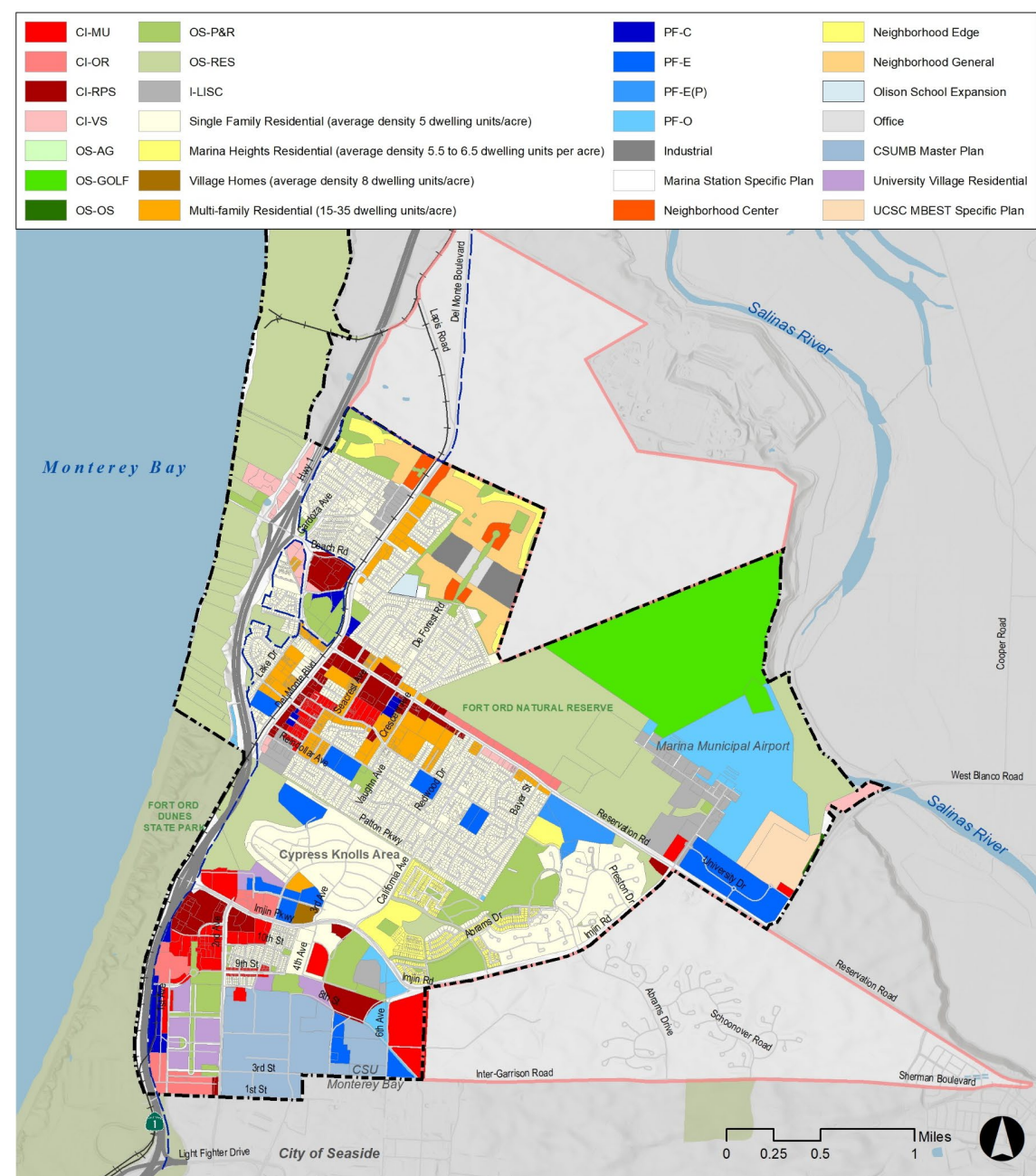
Planning Boundaries

- City Limits
 - Existing city boundary, ~5,660 acres
 - City controls land use regulations
- Sphere of Influence (SOI)
 - Areas that the city could theoretically annex to be part of Marina
 - Two geographically distinct areas
- Urban Growth Boundary (UGB)
 - Extended through 2040
 - Shall remain as unimproved open space; cannot develop north of purple line



Land Use Designations

- General Plan Land use diagram defines the future allowable uses and maximum development intensity of all parcels
- Must align with other Plan elements
- Existing land use designations were last updated in 2011
 - 27 designations in 6 categories
- ***The General Plan update will revise designations where appropriate***



Process of Updating the Land Use Map

- 1. Confirm where the land uses are “set” (no change is desired). Then, identify areas of discussion where there could be a change in allowed land uses or development intensities (i.e., different land use designation)**
2. For each land use change area, develop several visions or “alternatives” of what could occur in these areas.
3. Create new or apply existing land use designations for each “alternative” to enable the vision.
4. Evaluate/compare the pros and cons of the “alternative” patterns
5. Discuss with the community, stakeholders, and Council.
6. Decide on a preferred land use direction and update the General Plan map

#1 is the topic for today’s study session & discussion.

Development Constraints

Key policy constraints:

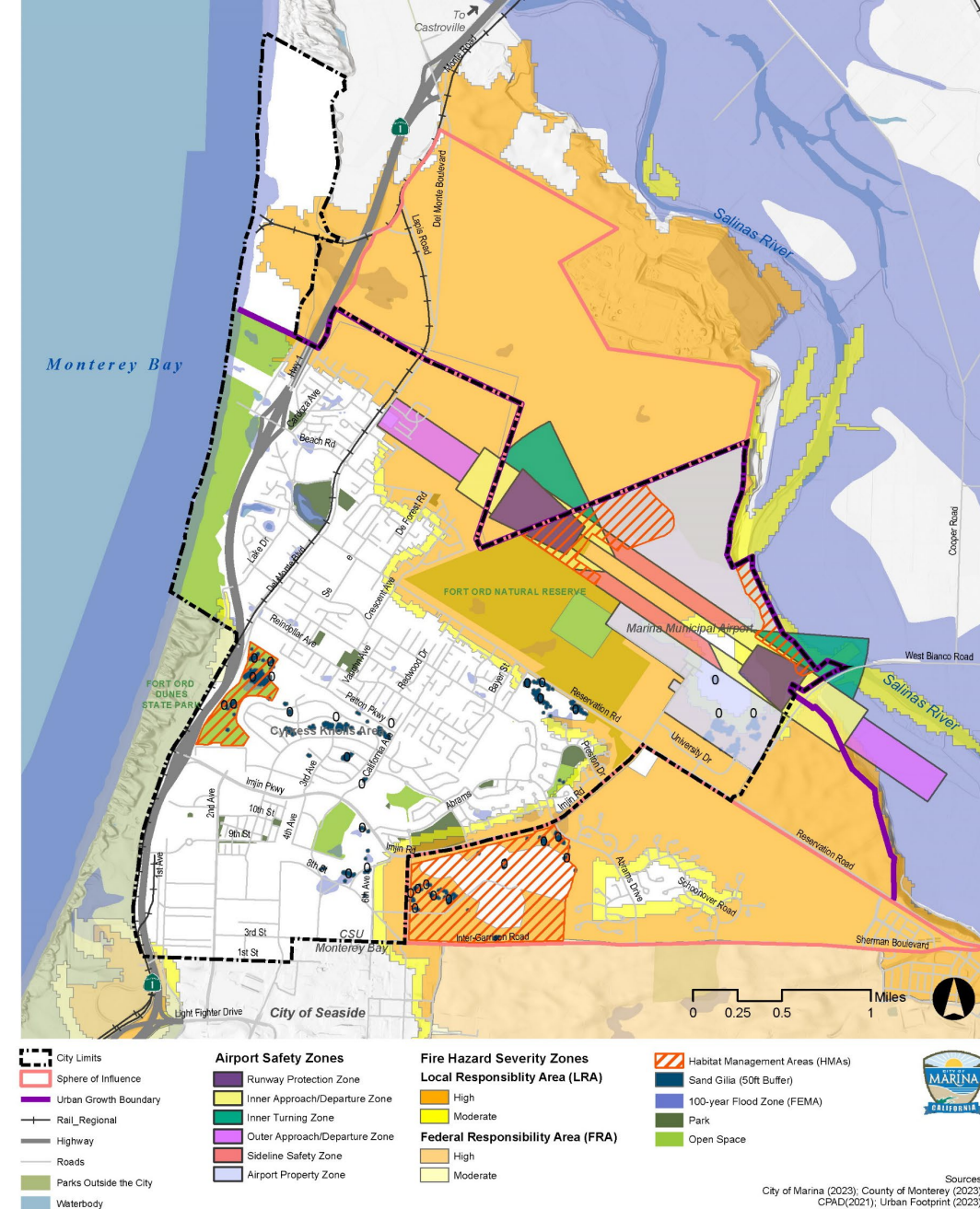
- Urban Growth Boundary
- Airport Safety Zones

Key natural constraints:

- Habitat Management Areas (HMA) and protected open spaces
- Sand Gilia plant and three other critical species

Key natural hazards:

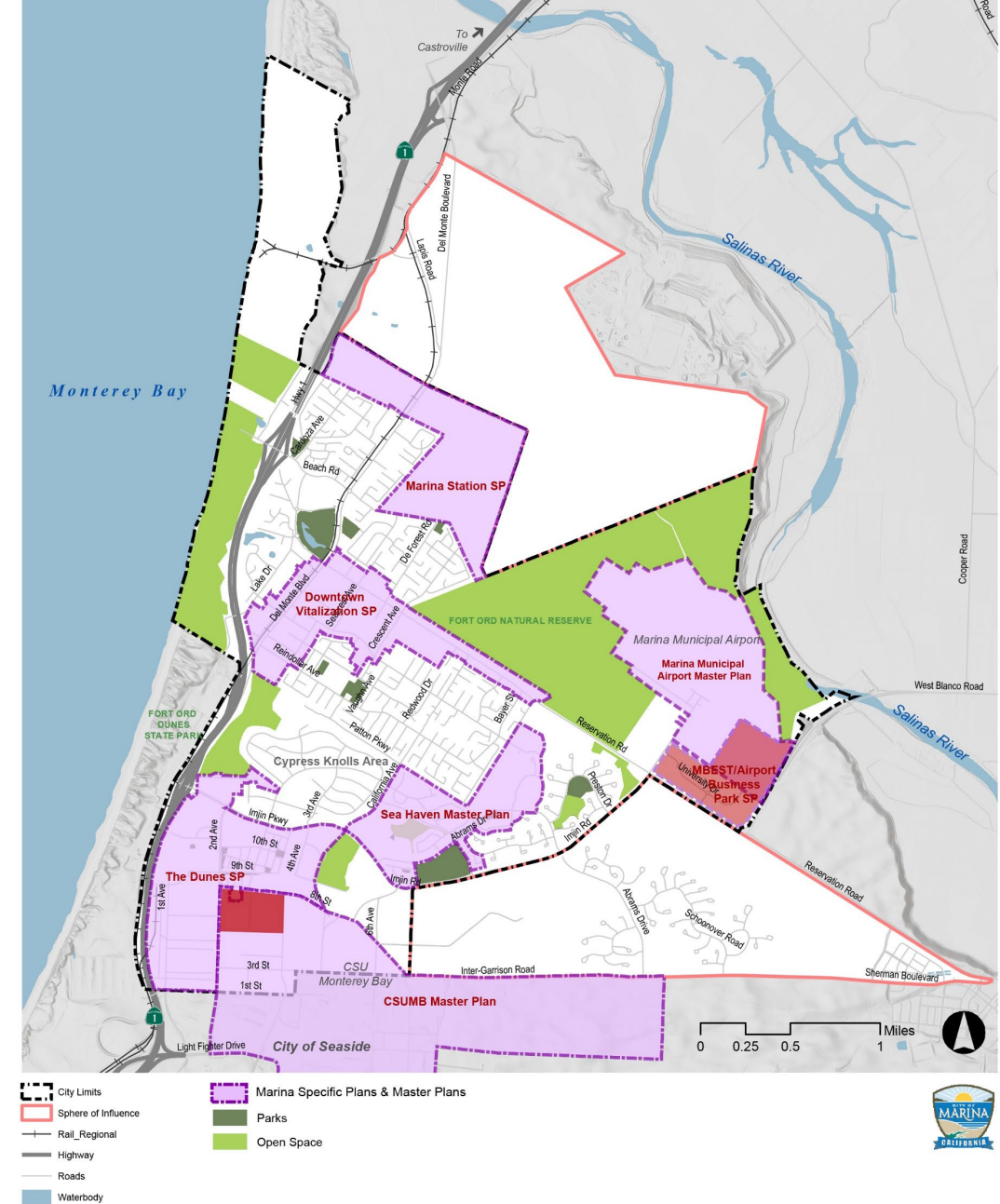
- Wildfires
- Coastal erosion/flooding



Sources:
City of Marina (2023); County of Monterey (2023);
CPAD(2021); Urban Footprint (2023);

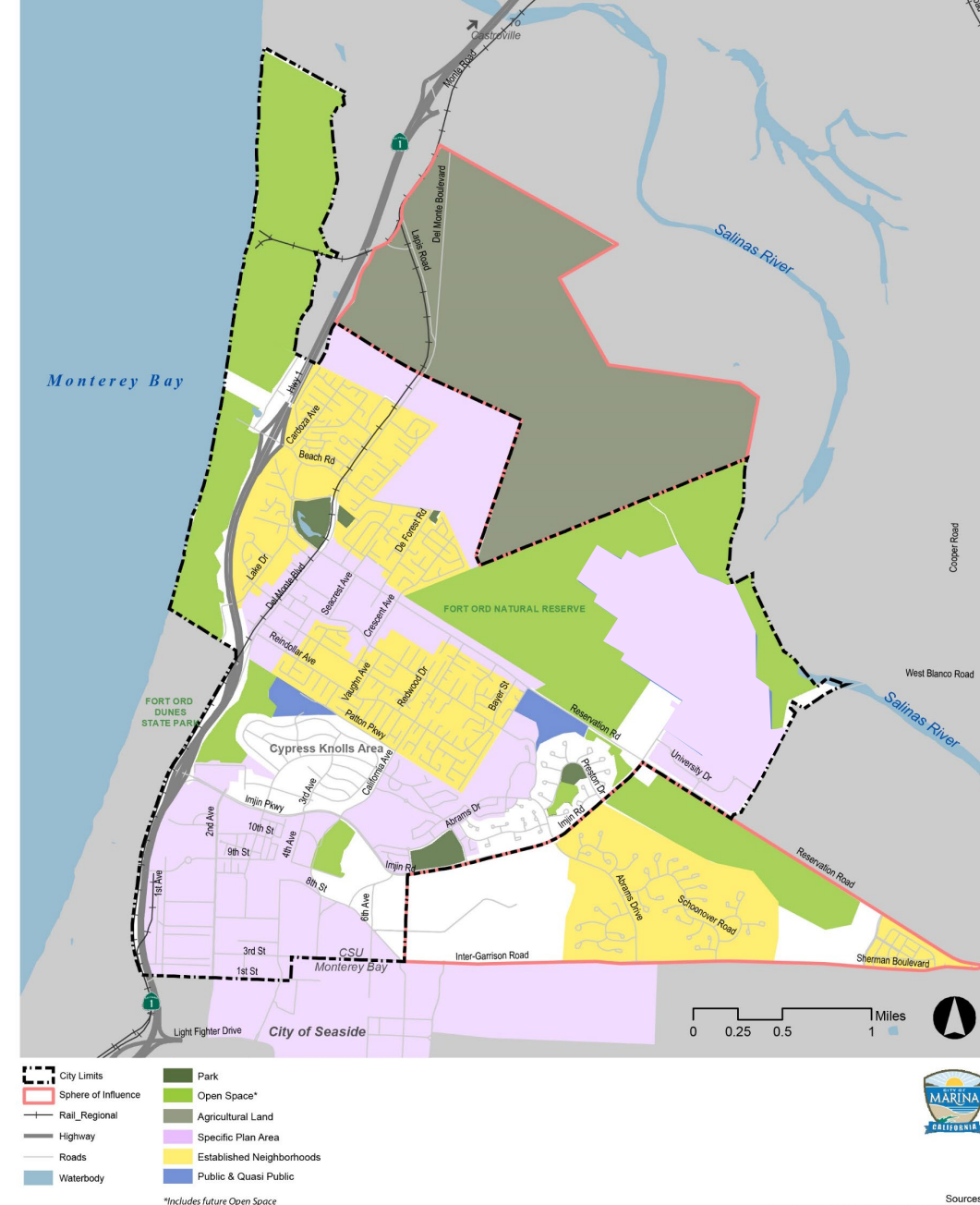
Six Major Area Plans

- 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)



Established Neighborhoods & Uses

- Residential neighborhoods (in yellow) and civic land uses (in blue) are areas where no large-scale change is expected
- Development pattern is largely set
- Infill is expected to occur over time, at roughly the same scale as the existing (primarily ADUs in backyards and missing middle on vacant parcels)

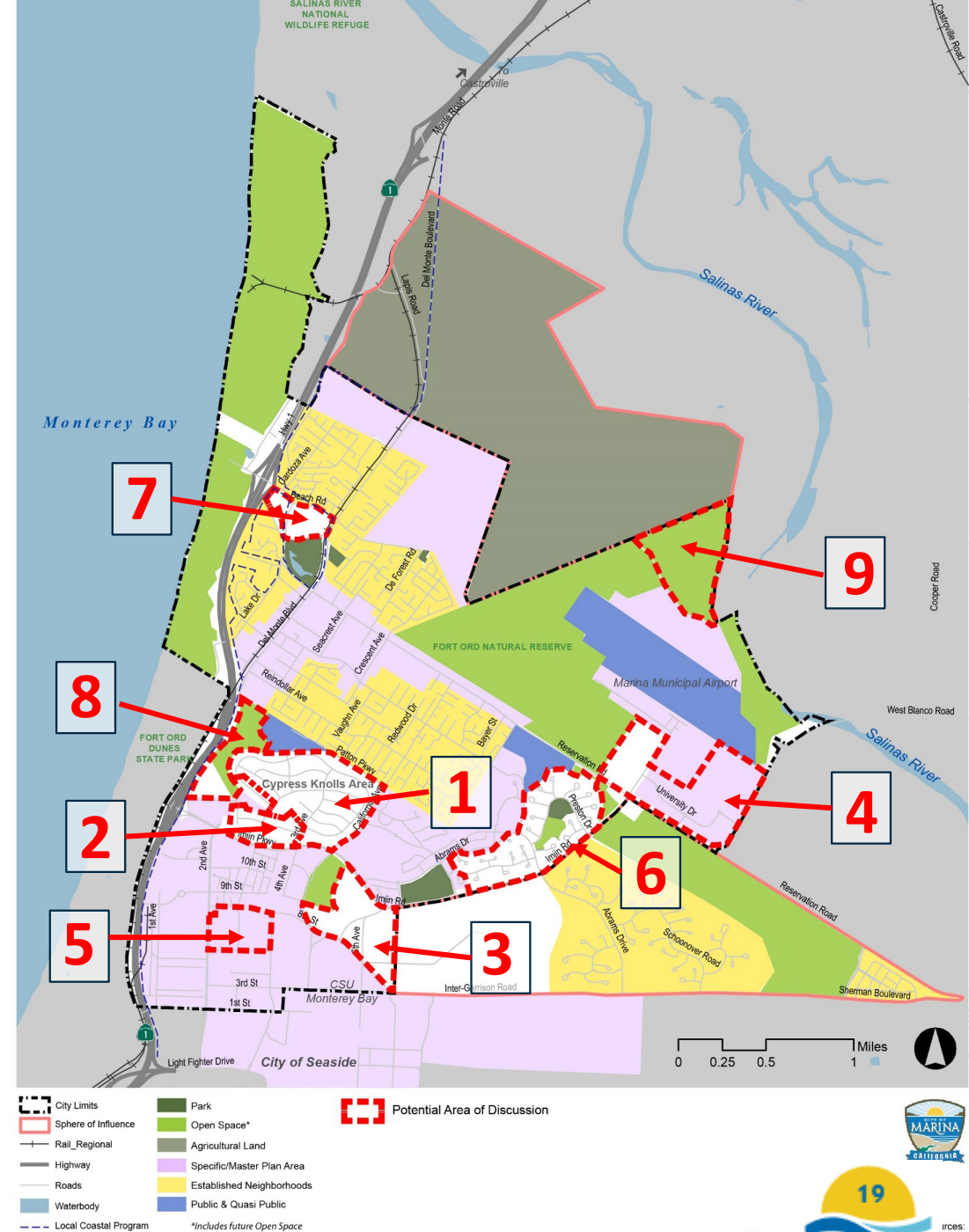


Sources:
City of Marina (2023); County of Monterey (2023);

Areas of Discussion

Areas to explore potential changes in General Plan land use designation:

1. Cypress Knolls
2. Imjin & 3rd Ave
3. 8th Street Area
4. UCMBEST Expanded
5. CSUMB Parking Lots
6. Preston Park
7. Beach Road Gateway
8. 2nd Avenue Extension
9. Airport, Northwest Corner



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

Areas Outside of City Limits

(Note: Discussions about potential annexation are a typical part of a General Plan Update process.)

A. Former Landfill HMA

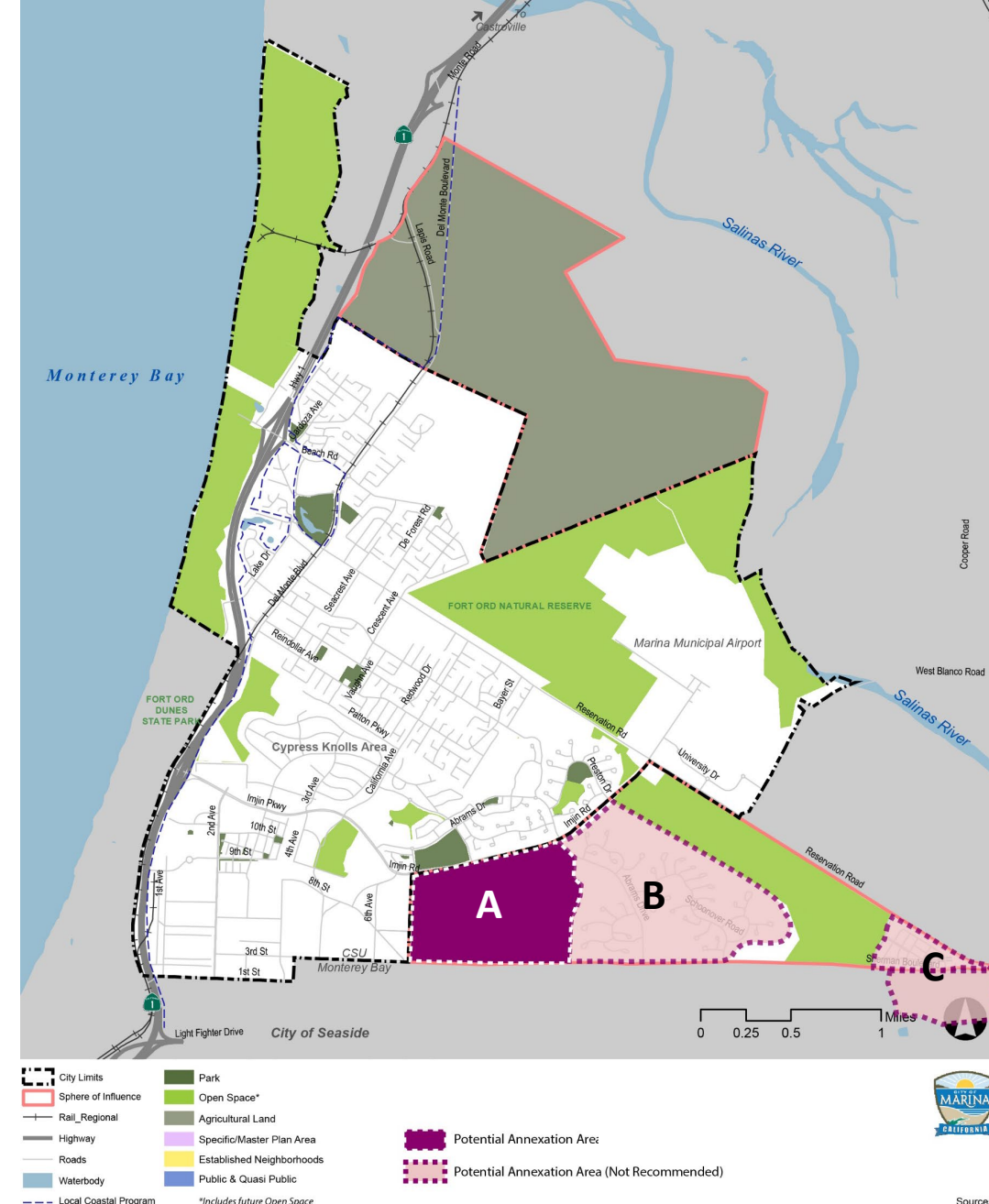
- **Not developable for urban uses**
- Could act as habitat (gilia) mitigation for development elsewhere in the City

B. East Campus/Schoonover Apartments

- Not under City control - owned by CSUMB
- **Not recommended for annexation**

C. East Garrison

- Not contiguous with City limits, and portion is outside of Sphere of Influence
- **Not recommended for annexation**



Sources:

City Council Discussion

Discussion Questions

General Plan Process

1. Are there any questions about the General Plan update process?

Draft Vision Statement and Guiding Principles

2. Do the Vision Statement and Guiding Principles reflect Marina's future?

Areas of Discussion

3. Are these the right Areas of Discussion (i.e., to explore General Plan land use designation changes)?

Thank you!

- Community Development Department



Kimley Horn | Rincon | EPS

*Extra Slides for
Reference Only*



Full Vision and Guiding Principles

Draft Vision Statement

“Marina will grow into a complete and self-sufficient city with inviting neighborhoods, an active downtown, thriving commercial areas, a vibrant college district, and a strong local economy. This growth will be carefully balanced with an ongoing commitment to diversity, affordable housing, high quality of life, preservation of natural areas, and protection of the City’s rich military history.

As a regional leader, Marina will actively shape the Monterey Peninsula’s sustainability efforts, innovative transportation solutions, and economic development prospects. The City will continue to prioritize the well-being of its residents through transparent decision-making and by providing high-quality public services, an interconnected network of parks and open spaces, a safe transportation network, and a range of housing options for all income levels.”

Draft Guiding Principles

- A. **Unified Marina.** One City with shared resources and appreciation for all residents regardless of where they live, how long they've lived in the City, or their cultural background.*
- B. **Diverse City.** A community full of unique perspectives, backgrounds, cultures, and stages of life, where all can be safe and thrive.*
- C. **Housing opportunities for all.** A mix of appealing housing types, sizes, and affordability levels so that anyone can live in Marina, regardless of income, age, or physical ability.*
- D. **Fiscal Sustainability.** Promote continued fiscal sustainability for the City which will enable sustained, expanded funding for excellent public services and ongoing infrastructure costs.*
- E. **Strong and diversified economy.** A strong and diverse local economy that provides a broad array of living-wage jobs for people in all life stages—including students, young adults, families, and mid-career professionals.*
- F. **Promote infill development.** A compact City that promotes infill development before the outward expansion of the City into undisturbed greenfield areas.*
- G. **Safe and healthy community.** A City that is safe and healthy for all residents, with fully funded police and fire services, access to holistic health care services, and reduced exposure to pollution.*

Draft Guiding Principles, Continued

- H. **A walkable and bikeable place.** A thoughtfully designed City that allows residents and visitors to safely walk and bike to shops, services, community facilities and parks.*
- I. **Connected parks and trails.** A complete and interconnected network of parks, open spaces and recreational trails that provide regular access to the beach/ocean and ample opportunities for passive and active recreation within and adjacent to Marina.*
- J. **Protection of resources.** Conservation and preservation of natural resources, including the dunes, wetlands, and flora and fauna that make up Marina's unique surroundings.*
- K. **Resilient City.** A City prepared for and resilient against future disasters, including sea level rise, coastal erosion, wildfires, and earthquakes.*
- L. **A sense of history.** Respect for the history of Marina and its residents, especially the military legacy of Fort Ord and the Indigenous people who once called this place their home.*
- M. **Regional leader.** A regional leader that influences decision-making related to infrastructure, transportation and transit, the environment, and the economy.*

Draft Guiding Principles, Continued

- N. *Effective transportation networks.*** *A high-quality roadway network combined with frequent and cost-effective public transit that serves residents and facilitates easy access to locations within and outside of the City.*
- O. *High-quality facilities and services.*** *A City committed to the provision of high-quality public facilities and services, including roads, schools, parks, healthcare, libraries, public gathering spaces and other amenities for residents of all incomes and ages.*
- P. *Community identity.*** *A place with distinct, attractive residential neighborhoods and commercial districts that fosters a greater sense of place and character within its beautiful coastal setting.*
- Q. *Maintenance of infrastructure.*** *A City with well-designed and well-maintained public roads and infrastructure that support mobility, recreation, and safety over the long run throughout Marina.*
- R. *Responsible government.*** *A transparent, responsive local government that works collaboratively and consistently with residents to solve issues and improve quality of life.*

Proposed Guiding Principles Modifications

After review by GPAC, Planning Commission, and internal discussions with City Staff and the Executive Team, we suggest the following changes to better suit Marina and emphasize fiscal sustainability:

- **D. Fiscal Sustainability.** Promote continued fiscal sustainability for the City which will enable sustained, expanded funding for excellent public services and ongoing infrastructure costs. (NEW Principle Added)
- **E. Strong and diversified economy.** A strong and diverse local economy that provides a broad array of living-wage jobs for people in all life stages—including students, young adults, families, and mid-career professionals. ~~promotes continued fiscal sustainability for the City and funds the provision of excellent public services.~~ (Modified)
- ~~F. Avoidance of Sprawl~~ **Promote infill development.** A compact City that promotes infill development before the outward expansion of the City into undisturbed greenfield areas. (Modified)

Proposed Guiding Principles Modifications

After review by GPAC, Planning Commission, and internal discussions with City Staff and the Executive Team, we propose the following changes to better suit Marina and emphasize fiscal sustainability:

- **O. High-quality facilities and services.** A City committed to the provision of high-quality public facilities and services, including roads, schools, parks, healthcare, libraries, **public gathering spaces**, and other amenities for residents of all incomes and ages. **(Modified)**
- **N. Effective ~~transit-transportation~~ networks.** A **high-quality roadway network** combined with frequent and cost-effective **public** transit that serves residents and facilitates easy access to locations within and outside of the City. **(Modified)**
- **P. ~~Enhanced-Community~~ identity.** A place with distinct, attractive residential neighborhoods and commercial districts that **fosters a greater** sense of place and character within its beautiful coastal setting. **(Modified)**

Demographic Breakdown

Census Methodology

The U.S. Census Bureau collects racial demographic data for the population with two questions:

1) The first question asks only about Hispanic, Latino, or Spanish origin (yes or no)

2) The second question asks about racial groups *but does not include Hispanic or Latino as a racial group:*

- White
- Asian
- Black or African American
- American Indian/Alaskan Native
- Some Other Race

The Census Bureau classifies people who select two or more of the racial groups listed above as “Two or more races” (multiracial).

→ **NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.**

5 Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

6 What is Person 1's race?
Mark (X) one or more boxes **AND** print origins.

White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

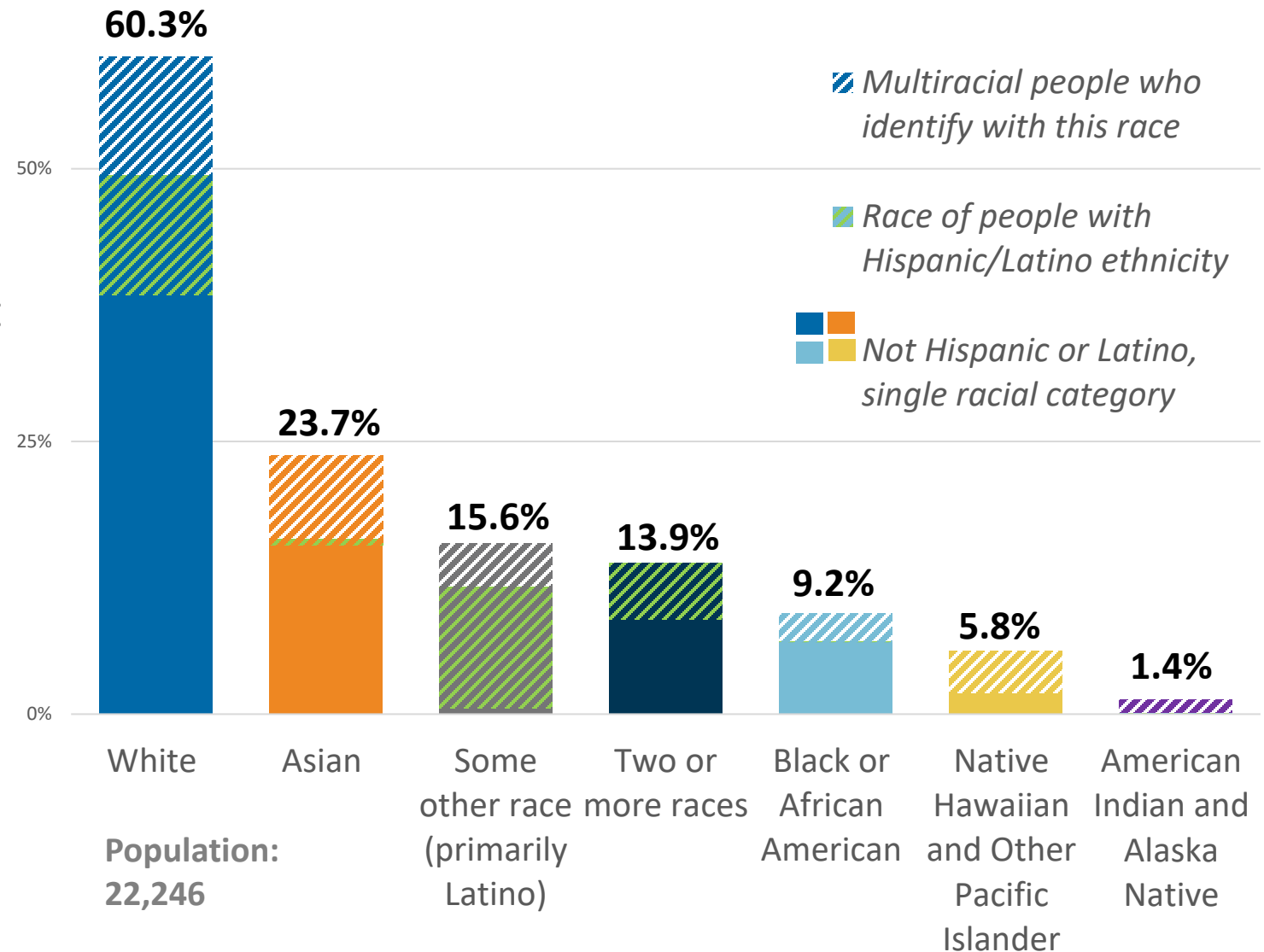
American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↴	<input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↴	

Some other race – *Print race or origin.* ↴

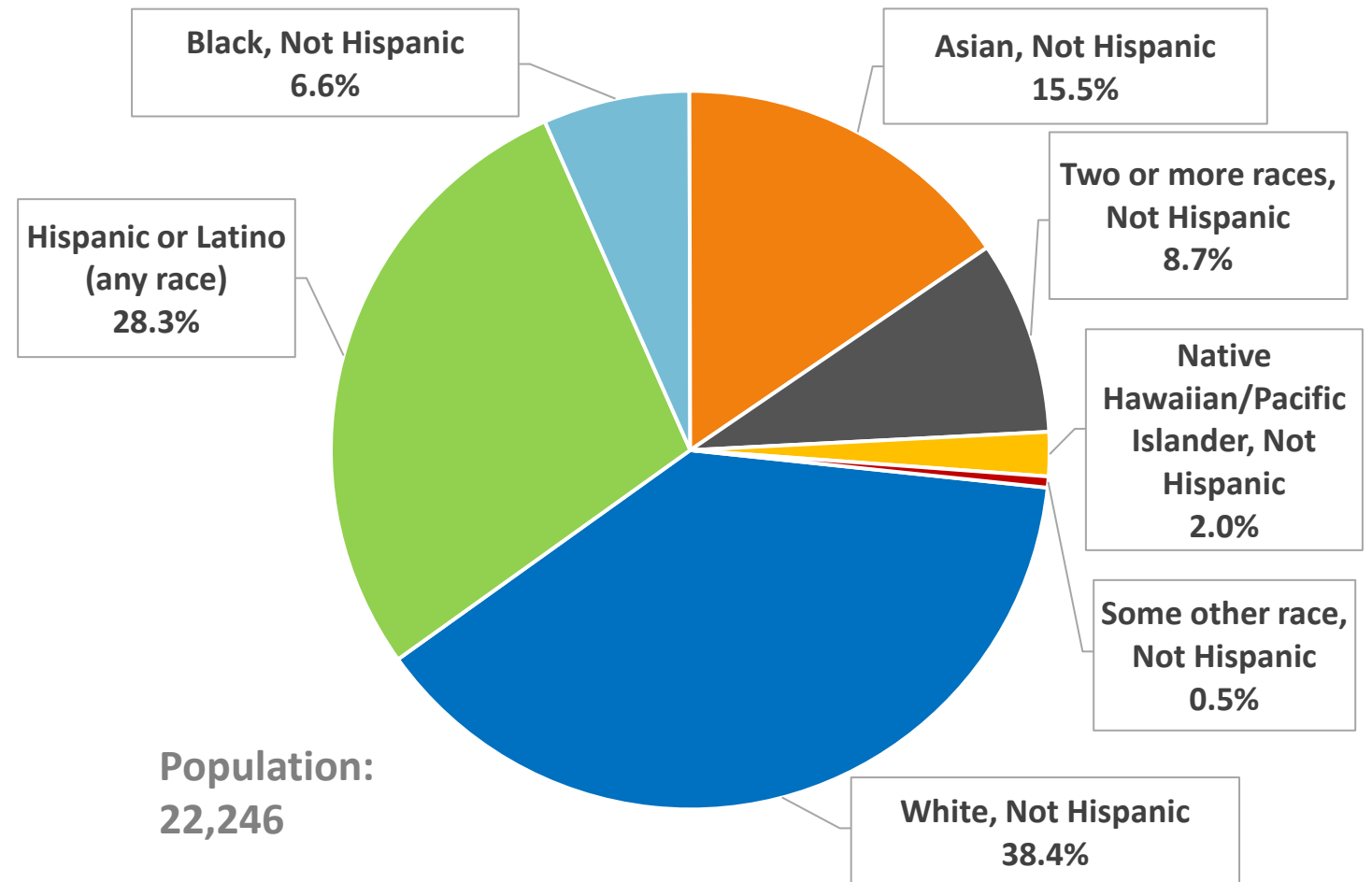
Detailed Race & Ethnicity (Inclusive of All Races)

- Non-Hispanic single race residents select one race
- **Multiracial residents select multiple races**
- Hispanic and Latino residents select the race(s) they feel best represents them – because of the way the Census collects data, **all Hispanic residents are included in other racial groups (reflected in the green hatched areas, sums to 28.2%)**
- Sums to 130% because all multiracial residents identify with multiple racial categories



Race & Ethnicity (Single Category Only)

- All non-Hispanic residents are represented as a single racial category:
 - White
 - Asian
 - Black
 - Native Hawaiian/P.I.
 - Some Other Race
 - Two or More Races
- Hispanic/Latino residents (of any racial group) are **ONLY** represented as Hispanic
- Sums to 100% -- because all residents are only represented once as a single category



Source: American Community Survey, 2021 5-Year Estimates, DP05: Demographic and Housing

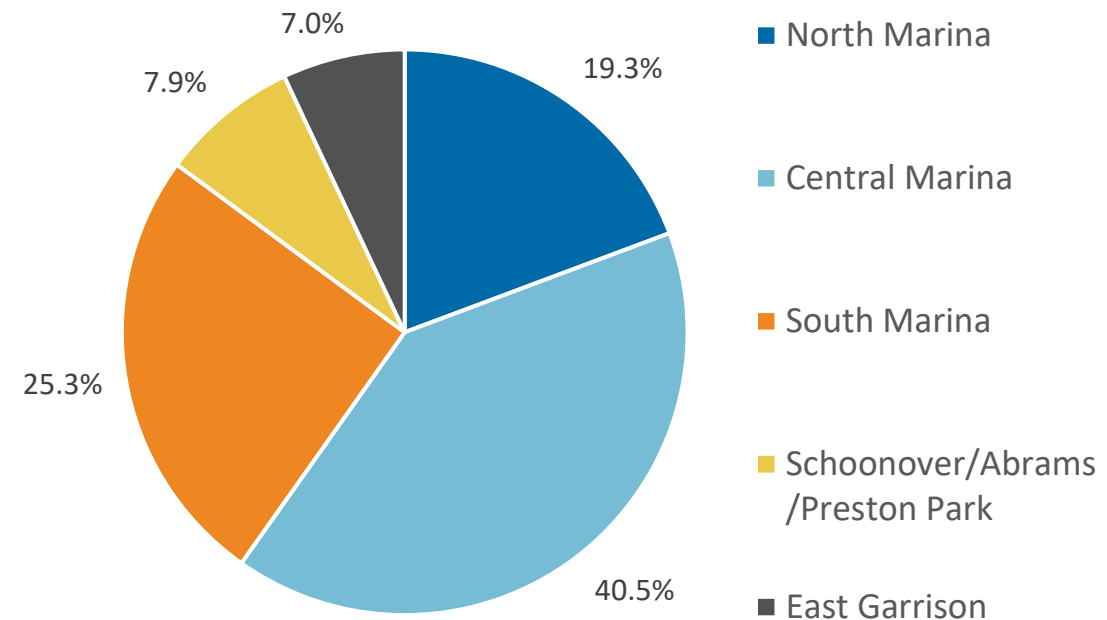
<https://data.census.gov/table/ACSDP5Y2021.DP05?q=Two+or+More+Races+in+marina,+ca>

Survey Results

Questionnaire #1: Issues and Opportunities

- Open for two+ months
- 623 total responses (primarily in English)
- Not statistically valid; one response allowed per device
- 95% lived or worked in Marina
- Demographic breakdown very similar to the City's; a greater proportion of whites and lesser proportion of Hispanic/Latinos
- Wide range of resident experiences
 - Nearly 40% of respondents have lived here for 10 years or longer
 - 20% have lived here for less than 2 years

Where in Marina do you live?



Feedback on Issues and Opportunities

Top concerns:

- Limited public gathering places
- Adequacy of future water supply
- Lack of a diversity of jobs
- Low-quality visual appearance of the city
- Lack of influence on regional planning and decision-making

Most support for:

- Preventing development beyond the Urban Growth Boundary
- Balancing growth with preserving small-town charm and protecting natural habitats
- Creating safe streets
- Attracting employers and businesses that provide living wage jobs
- Promoting technology and engineering jobs

Feedback on Vision and Goals

- About **two-thirds** of participants strongly supported the existing vision and goals
- Concepts that were missing or not emphasized enough included:
 - A walkable downtown area to live, shop, eat, play
 - Greater appreciation for the City's unique diversity
 - More public services (e.g., homeless, veterans, health care, youth & seniors)
 - More affordable and lower cost housing
 - Increased emphasis on sustainability
 - Enhancing the visual identity of the City
 - Increasing the number of jobs and variety of retail
- Mixed sentiments on:
 - “Small-town feel” – some supported, some wanted a different vision
 - Continued growth and urbanization – some want more; some want less