

General Plan 2045: Introduction + Kick Off

Marina City Council and Planning Commission Study Session

January 25, 2023



Kimley Horn | Rincon | EPS

Meeting Agenda

- General Plan update process
- Approach to community engagement
- General Plan Advisory Committee (GPAC)
- Q&A/Discussion



Overview of the General Plan Update

What is a General Plan?

- Long-term policy document to **guide future actions**
- Establishes the **City's direction** for the next 20 years
- Enables the community to come together to develop a **shared vision for the future**
- Updated every 15-20 years
- Preserves and enhances **community strengths**
- Addresses key **topics of concern**

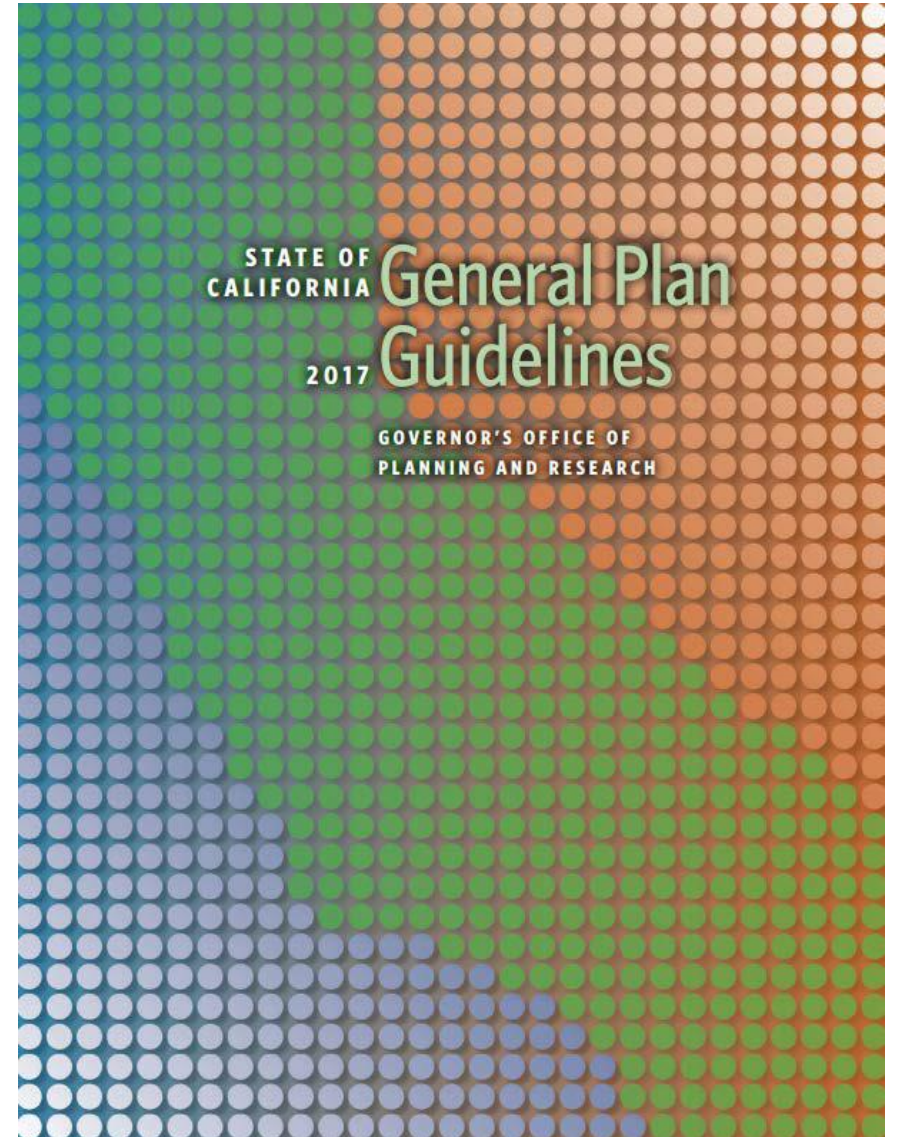
“Vision about how a community will grow, reflecting community priorities and values while shaping the future.”



General Plan Requirements

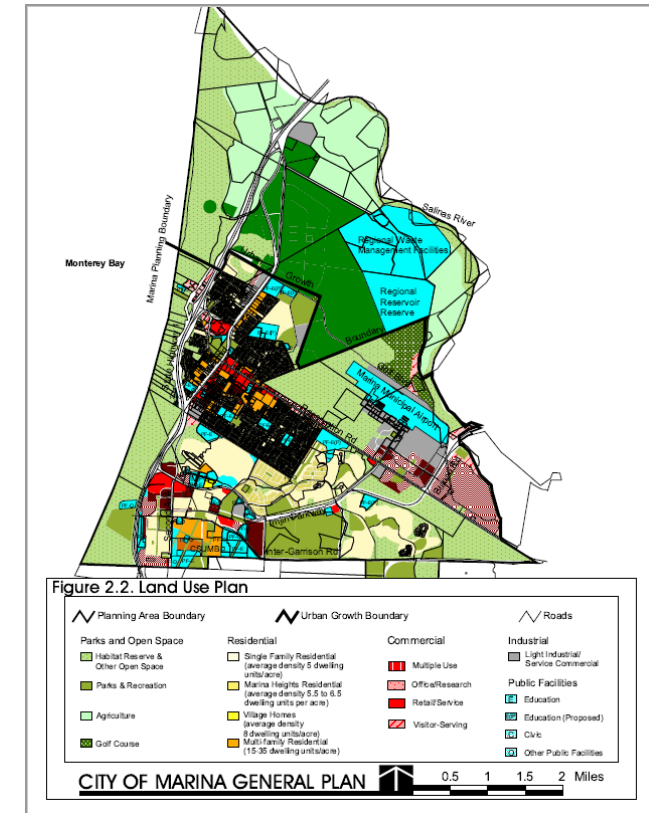
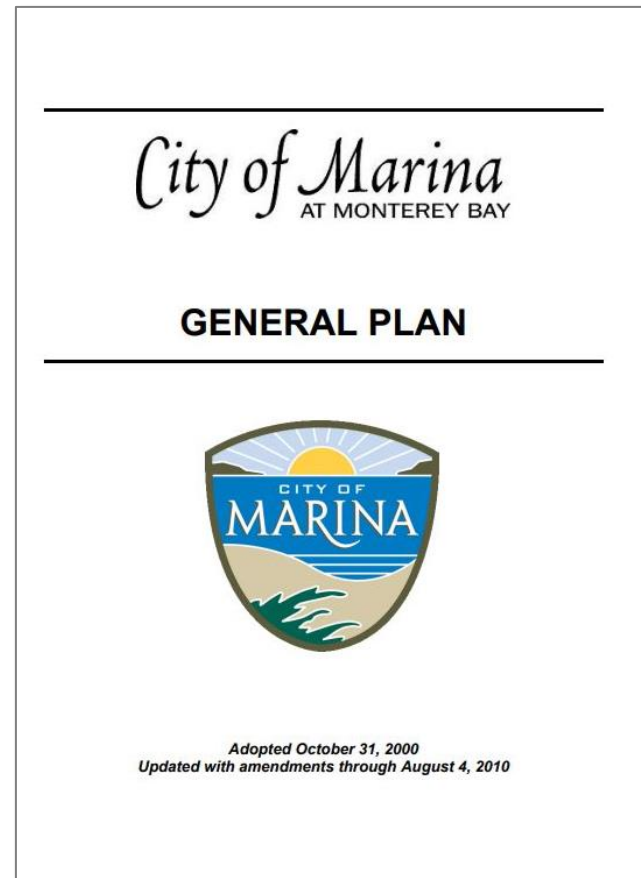
9 Required Elements

1. Land Use
2. Circulation
3. Housing
4. Noise
5. Conservation
6. Safety
7. Open Space
8. Air Quality
9. Environmental Justice



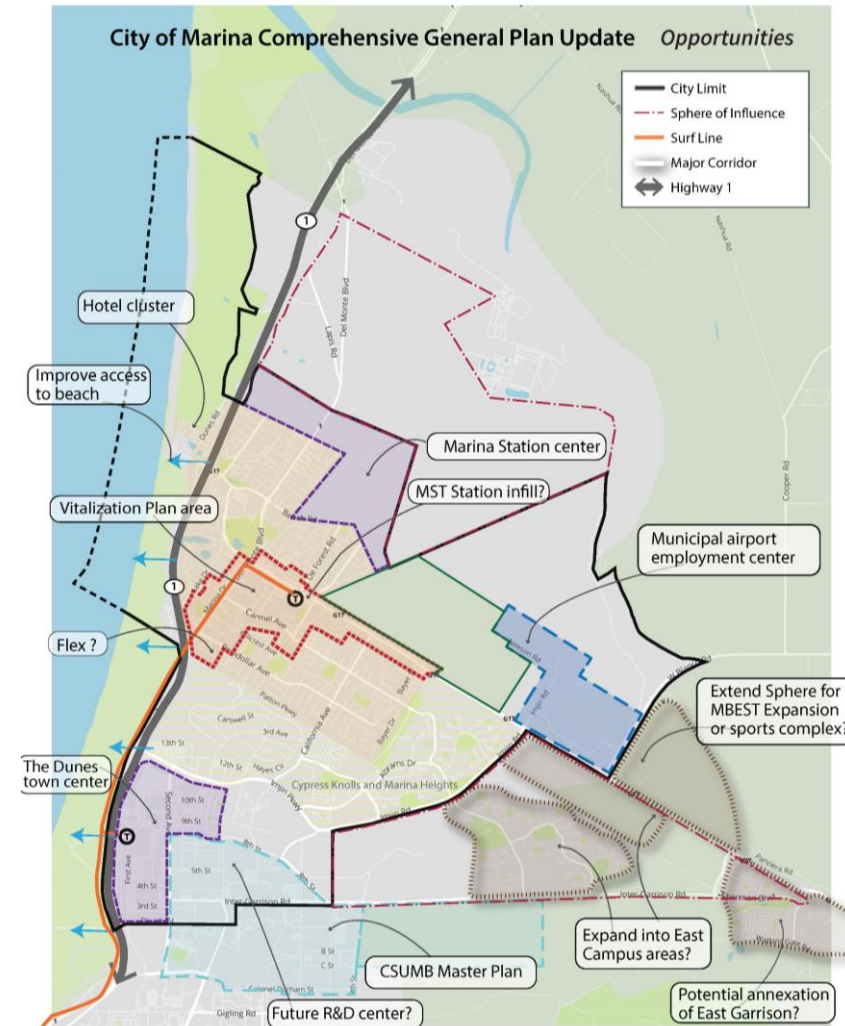
Existing General Plan

- Last comprehensively adopted in 2000; Amended in 2010
- Organized by 3 overarching topics, each with sub-topics
 - **Community Land Use** (open space, housing, commercial uses, etc.)
 - **Community Infrastructure** (transportation, water, stormwater, etc.)
 - **Community Design and Development** (subareas, environmental protection and conservation)
- Implementation

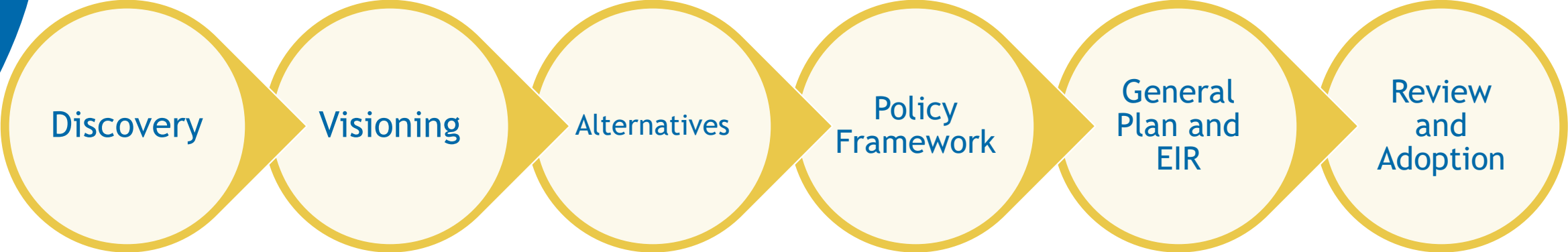


Why Update the General Plan?

- General Plan is out of date; significant new State requirements since 2000
- Hold a “community conversation” about the future
- Address critical topics
 - Type and location of future development
 - Housing affordability
 - Infrastructure and water supply constraints
 - Habitat and biological resources
 - Local jobs and economic development
 - Mobility and trail access
 - Changing demographics
- Incorporate recent planning efforts
- Make the document more usable



General Plan Update Process



January 2023



December 2024

Logo and Branding



CITY OF MARINA GENERAL PLAN UPDATE
BRANDING SHEET

PROJECT LOGO

Primary Logo

COLOR PALETTE

Pacific Coast #77bcd5 R:119 G:188 B:213 C:51 M:10 Y:11 K:0	Marina Blue #0069a8 R:0 G:105 B:168 C:92 M:58 Y:8 K:0
Sunset Orange #ee8722 R:238 G:135 B:34 C:4 M:56 Y:100 K:0	Stay Golden #eac04a R:234 G:200 B:74 C:98 M:18 Y:84 K:0
Cloudy Skies #515251 R:81 G:82 B:81 C:65 M:57 Y:56 K:34	

TYPOGRAPHY

Header 1
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Header 2
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Header 3
Trebuchet MS Regular (22 pt)

Header 4
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BODY TEXT

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TAGLINE

"Advancing Our Future"

About Raimi + Associates



- 26 staff in 2 offices
- Leaders in comprehensive planning urban design, health, and sustainability
- Extensive experience in General Plans, TOD, Specific/Precise Plans, Zoning Codes, Downtown Plans
- Successful community engagement in diverse communities
- Numerous State and local awards



General Plan Team



City of
Marina



Raimi + Associates

Project Lead, Land Use Element, Zoning Code Update Urban Design, Climate Change, Health and Environmental Justice, Parks, Community Facilities and Community Engagement

Matt Raimi, AICP, Principal | *Principal-in-Charge, Project Manager*

Simran Malhotra, AICP, Assoc. AIA, Principal | *Urban Design and Zoning*

Eric Yurkovich, Principal | *Technical Advisor*

Melissa Stark, AICP, Senior Planner | *Deputy Project Manager*

Troy Reinhalter, LEED GA, Associate | *Land Use Lead*

Gabriela Zayas del Rio, Intermediate Planner/Designer | *Environmental Justice Element*

Adriana Valencia Wences, Engagement Specialist/Intermediate Planner | *Community Engagement*

Kimley-Horn

Transportation and Mobility

Frederik Venter, P.E. | Vice President | *Transportation Planning Project Manager*

Michael Schmitt, AICP, CTP, PTP, RSP₁ | Associate | *Transportation Planner*

Chris Gregerson, P.E., T.E., PTOE, PTP | Engineer | *Transportation Planner*

Anthony Nuti, EIT | Civil Engineer Analyst | *Transportation Planning Analyst*

Tad Stearn | Principal | *LCP and LAFCo Specialist*

EPS

Economic and Market

Benjamin C. Sigman | Principal | *Principal in Charge*

David Zehnder | Managing Principal | *Advisor*

Luke Foelsch | Senior Associate | *Project Manager*

Ryan Martinez | Associate | *Technical Analysis*

Rincon Consultants

Safety, Open Space, Conservation Noise, Air Quality and CEQA

Megan Jones, MPP | CEQA Principal-in-charge

Kimiko Lizardi | Principal in Charge

Aileen Mahoney | CEQA Lead

Della Acosta | Project Manager

Aubrey Mescher, MESM | Water Quality and Supply

Josh Carman, INCE-USA | Noise

Bill Vosti, MESM | Air Quality & GHG

Community Engagement

Engagement Goals

- Inspire the community to share ideas to guide Marina's future
- Offer a wide variety of ways to participate
- Target groups traditionally not involved in the process – youth, students, non-English speakers, etc.
- Empower the public to guide the overall direction of the General Plan
- Conduct culturally appropriate engagement activities and reach a diverse cross section of the community
- Track progress over time



Engagement Activities

- General Plan Advisory Committee
- City Council and Planning Commission study sessions
- Community workshops
- Meetings with community groups/stakeholders
- Online surveys
- Pop-up workshops/events
- Focus groups
- Educational forums



Community Workshops



Pop-Ups



GPAC Meetings

Reaching All Residents

- Project website
- Citywide postcard mailings
- Email contact database
- Social media outreach (Nextdoor and Facebook)
- Bilingual materials
- Encourage community groups and stakeholder to engage their constituents
- Distribute printed materials at key locations (e.g., public libraries, churches, and unemployment offices) to communicate with “hard to reach” populations



Community Stakeholders

- Local business owners (City & County Chambers of Commerce)
- Local homeowner associations (HOAs)
- Students/youth organization (Monterey Peninsula Unified School District)
- Environmental organizations (i.e., Landwatch)
- Economic development (CSUMB, Municipal Airport, Joby)
- Community groups and clubs (Korean-American Assoc, Filipino-American Club, Center for Community Advocacy, Marina Foundation, Rotary Club, etc.)



General Plan Advisory Committee

What is a General Plan Advisory Committee (GPAC)?

- Council-created advisory body
- Provide high-level guidance on:
 - Vision and Guiding Principles
 - Land use
 - Key policy topics including transportation, parks and open space, housing, economic development, and other key policy topics
- Serve as “ambassadors” for the General Plan by promoting events, talking with residents, and assisting with engagement



Proposed GPAC Membership

- Diversity of perspectives and interests
- All residents or business/property owners in Marina
- Up to 11 members
 - 5 members identified by City Council
 - Staff will recommend up to 5 others
 - Chair of Planning Commission will be 1 member
- Level of commitment and responsibility
 - Attend 8+ meetings
 - Review key materials
 - Assist with engagement
- **Ask: City Council provide names of 3 potential GPAC members with 1 as primary potential appointee by February 8.**



GPAC Decision-Making and Conduct

- Brown Act meetings, with time-limited public comments & feedback
- Operate in spirit of consensus
- Structured to allow a free flow exchange of ideas
- Consultants or city staff lead meetings; no Chair or Vice Chair
- Straw polls/voting for general direction; differences of opinion will be brought to the PC and CC
- **Ask: City Council review the By Laws and provide comments at the Feb 22 City Council Meeting**



Discussion



Discussion Questions

- What are Marina's greatest assets and strengths? What makes it unique and special?
- What issues or challenges are facing the city now and in the future?
- How would you define "success" for the General Plan update?
- Do you have any questions or comments about the GPAC approach?

Thank you!

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