

# General Plan 2045: GPAC Meeting #2: Key Issues + Guiding Principles

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# Roll Call

# Agenda

<b>6:00pm-6:10pm</b>	Introduction and welcome; agenda review
<b>6:10pm-6:40pm</b>	Issues and guiding principles discussion
<b>6:40pm-7:20pm</b>	Vision mapping exercise (small groups)
<b>7:20pm-7:40pm</b>	Report back from vision mapping
<b>7:40pm-7:50pm</b>	Next steps on community engagement
<b>7:50pm-8:00pm</b>	Public comment
<b>8:00pm</b>	Closing

# Meeting Objectives

- Review key issues and “guiding principles” identified during the engagement process to date
- Identify locations for growth and development versus conservation or limited change in the City
- Discuss future community engagement activities



# Issues + Guiding Principles

- What We've Heard
- What You Have in Existing General Plan

# What We've Heard

- Community Strengths and What You Love
- Key Issues and Challenges
- Potential Strategies / Changes Needed

# 1) Community Strengths and What You Love

## People and Place

- Diversity of races, ethnicities, and cultures
- Residents are friendly, welcoming and inclusive
- Many citizens are active and engaged in civic activities
- Strongly working-class and many middle-income families and retirees
- Lower cost of living compared to many nearby communities
- Family-friendly community, with many families, seniors and youth
- Excellent regional location near to major cities but also distinct from surrounding areas
- Lots of history, especially around Fort Ord
- Off-the-beaten path and not a major tourist destination

## Land Use and Design

- Variety of local businesses and restaurants, including many that represent the City's diversity
- Nice neighborhoods that are distinct and have unique identities
- Small-town feel with low-scale buildings and residents who know one-another
- Lots of opportunities for new development, especially on land owned by the City
- Urban Growth Boundary and Fort Ord open spaces that limit sprawl and outward expansion

# 1) Community Strengths and What You Love

## **Transportation and Mobility**

- Easy access to the freeway and areas outside of the city
- A regional airport (which provides opportunities for economic development)
- Very walkable, with lots of sidewalks and easy to get around without a car

## **Parks, Open Space and Natural Environment**

- Access to the beach
- Great park system with many pocket parks
- Lots of open spaces, especially the beach and the former Fort Ord lands
- Many trails within and around the community

## **Public Facilities and Services**

- Relatively low crime rates and good relationships with local police
- Strong veteran community, including a new VA hospital
- Presence of an improving four-year college (CSUMB)
- Some very good public facilities including the library, Teen Center, Montage Wellness Center, and the new pump track



## 2) Key Issues and Challenges

### People and Place

- Lack of a distinct identity, character, cohesive theme, or unique landmark that sets Marina apart from other adjacent communities.
- Diversity is impacted by changing demographics as new master-planned communities attract households with higher incomes.
- City lacks a consistent visual identity and appears “run down” and “tired.”

### Land Use and Design

- No Downtown and limited meeting/gathering places that could be a source of community pride and location for public events.
- Relatively weak economy that limits ability to attract jobs, especially high-paying jobs.
- Lack of higher end restaurants and stores needed to support City’s residents.
- Increasing housing costs are impacting the diversity of residents and change Marina’s identity as a working-class community.
- Lack of a variety of housing options, in particular, housing to serve workers, veterans, low-income households, and middle-income households.

# 2) Key Issues and Challenges

## Transportation and Mobility

- Limited physical and psychological connections between northern and southern parts of the city.
- Streets can be unsafe for walking and biking and lacks good regional transit service; it is “auto centric”
- Traffic congestion in parts of the City at certain times of the day

## Parks, Open Space and Natural Environment

- Limited fiscal revenues to improve parks, streets, and community services.
- More access to the beach and open spaces is needed to enhance the quality of life.
- Lack greenery/landscaping in neighborhoods and commercial areas.
- Future threats from climate change including coastal erosion, wildfires, and loss of habitat.

## Public Facilities and Services

- Limited resources for youth and seniors to support aging in place and entice youth to stay.
- Large scale development implemented in a way that does not benefit current residents and creates a physically separated community.
- Concern about lack of water resources needed to support existing and new residents.
- Lack of influence in regional planning that has led to environmental justice issues such as the Cal-Am desalination plan and regional waste facilities located in/near Marina.

# 3) Major Strategies / Changes Needed

## People and Place

- Balance new development with Marina's unique small-town charm and its adjacent sensitive natural areas.
- Preserve the diversity of Marina's people and maintain the ability to live in the City regardless of income or stage in life.
- Consider the diversity of races, ethnicities, and cultures in future decision-making, and ensure that all types of residents are engaged in key projects and efforts.
- Enhance the visual appearance and identity of Marina through a branding campaign, improved landscaping on public streets, gateway signage and building revitalization.

## Land Use and Design

- Create a real Downtown and/or town center(s) with public places for community gathering.
- Expand the number and diversity of thriving local businesses and entertainment options.
- Revitalize and redevelop underutilized land in Central Marina with diverse mix of uses.
- Develop Cypress Knolls in a way that meets the community's vision for public places, retail, and workforce/affordable housing.
- Attract new jobs and businesses to provide middle-income living wage jobs that will encourage youth and CSUMB students to stay.
- Enhance the diversity of housing types, including mixed use, rowhouse, "missing middle" and multifamily development, in order to maximize quality housing for middle-income and workforce households.

# 3) Major Strategies / Changes Needed

## Transportation and Mobility

- Create a more physically and psychologically connected community from north to south, including more north-south roadways.
- Create streets that are safe for youth and seniors, with an emphasis on traffic calming.

## Parks, Open Space and Natural Environment

- Take more advantage of the wonderful natural resources to attract visitors and expand economic development opportunities.
- Protect the City against future hazards, with a focus on coastal erosion, flooding, and wildfires.
- Protect and expand open spaces, including better access to the beach and Fort Ord lands from neighborhoods within the City.

## Public Facilities and Services

- Capitalize on the airport, expand Joby, and seek to attract other innovative manufacturing and engineering companies.
- Capitalize on the proximity of MBEST and CSUMB to provide jobs related to science and technology.
- Solidify the City as a family and senior-friendly community, especially through more indoor and outdoor recreational opportunities and childcare.

# Current General Plan Vision

*“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.”*

# Current General Plan Guiding Principles

1. Housing within the means of households of all economic levels, ages and lifestyles, and, therefore, a diversified and integrated housing supply in which new residential development emphasizes a mix of housing types and lot sizes at the neighborhood level.
2. Community development which avoids or minimizes to the greatest extent possible the consumption or degradation of nonrenewable natural resources including natural habitats, water, energy, and prime agricultural land.
3. A city within which the majority of the residences, businesses and community facilities are served by frequent, cost-effective transit.
4. A balance of jobs and housing that provides the greatest possible opportunity both to live and work in Marina.
5. A city designed for and attractive to pedestrians, in which most of the housing, shops, businesses, and community facilities are within easy walking distance of each other.
6. A balanced land use/transportation system which minimizes traffic congestion, noise, excessive energy consumption, and air pollution.
7. A city that helps avoid sprawl in the region by making efficient use of lands designated for community development purposes.

# Current General Plan Guiding Principles

8. A city physically and visually distinguishable from the other communities of the Monterey Bay region, with a sense of place and identity in which residents can take pride.
9. A diversified and sound economic base that will permit the delivery of high-quality public services to city residents and businesses.
10. A community responsive to the housing and transportation needs of Monterey County.
11. One or more centers which bring together commercial, civic, cultural, and recreational uses and serve as a focus for community life.
12. A physically and socially cohesive community in which existing and future land uses, transportation facilities, and open spaces are well integrated.
13. Ample opportunities for outdoor recreation for all residents, both within their immediate neighborhoods, elsewhere in the city, and in the immediate environs.
14. Development which maintains continuity with the city's history and is responsive to the climate and the natural and scenic features of the local and regional setting, including the city's strategic position as the Monterey Peninsula's scenic entry.

# Current General Plan Guiding Principles

15. Attractive, distinctive residential neighborhoods and commercial districts that contribute to the overall vitality, image, and identity of the city.
16. Prevention of threats to life and property from flooding, slope failure, and seismic activity.
17. Equitable distribution of responsibilities and benefits between existing and future residents and businesses.



# GPAC Discussion

# Discussion Questions

1. Are these all of the City's strengths?
2. Are these the right issues? Are we missing anything? Should anything be removed?
3. Do the "changes needed" reflect your understanding of the community's ideas? What additional changes are needed?
4. Do the existing General Plan "vision" and "principles" reflect Marina today? What should be added, removed or modified?

# Vision Mapping Exercise

# Vision Mapping Exercise

Divide into two small groups, use the large table map and game pieces to map your vision for Marina

## Consider the following:

- What areas of the City are great as they are and should not change?
- What areas should evolve during the next 20-30 years?
- What major transportation improvements are needed and where?
- Where should new housing be located? What type of housing should it be?
- Where should new jobs be located? What types of jobs should they be?
- Where should new retail and services be located?
- What else can be done to beautify or improve the City?

# Mapping Activity Report Back

- *Please keep your comments reasonably brief*

# Community Engagement

# Activities and Events to Date

## *Events:*

- Stakeholder interviews (18)
- GPAC Meetings (2)
- Workshop #1 (50 attendees)
- Workshop #2 (50+ attendees)
- Youth Engagement (35 high school students)
- Numerous pop-up workshops

## *Activities:*

- Citywide postcards
- Ads in newspaper
- Physical workshop flyers
- Announcements at City Council and Planning Commission
- Social media posts – Instagram, NextDoor, Facebook
- Email database and project website

# Community Engagement Next Steps

- GPAC #3 – 1<sup>st</sup> Thursday of upcoming month
- Round of summer pop-up workshops
- Online feedback exercise including interactive mapping
- Update to City Council on vision and principles (summer/fall)



# Public Comment

*Maximum of 2 minutes per person*

# Thank you!



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