



AGENDA

Thursday, January 9, 2025

6:00 P.M. Open Session

SPECIAL MEETING CITY COUNCIL

THIS MEETING WILL BE HELD IN PERSON AND VIRTUALLY (HYBRID).

Council Chambers
211 Hillcrest Avenue
Marina, California

AND

Zoom Meeting URL: <https://zoom.us/j/730251556>

Zoom Meeting Telephone Only Participation: 1-669-900-9128 - Webinar ID: 730 251 556

PARTICIPATION

You may participate in the City Council meeting in person or in real-time by calling Zoom Meeting via the weblink and phone number provided at the top of this agenda. Instructions on how to access, view and participate in remote meetings are provided by visiting the City's home page at <https://cityofmarina.org/>. Attendees can make oral comments during the meeting by using the "Raise Your Hand" feature in the webinar or by pressing *9 on your telephone keypad if joining by phone only.

The most effective method of communication with the City Council is by sending an email to marina@cityofmarina.org. Comments will be reviewed and distributed before the meeting if received by 5:00 p.m. on the day of the meeting. All comments received will become part of the record. Council will have the option to modify their action on items based on comments received.

AGENDA MATERIALS

Agenda materials, staff reports and background information related to regular agenda items are available on the City of Marina's website www.cityofmarina.org. Materials related to an item on this agenda submitted to the Council after distribution of the agenda packet will be made available on the City of Marina website www.cityofmarina.org subject to City staff's ability to post the documents before the meeting.

VISION STATEMENT

Marina will grow and mature from a small town bedroom community to a small city which is diversified, vibrant and through positive relationships with regional agencies, self-sufficient. The City will develop in a way that insulates it from the negative impacts of urban sprawl to become a desirable residential and business community in a natural setting. **(Resolution No. 2006-112 - May 2, 2006)**

MISSION STATEMENT

The City Council will provide the leadership in protecting Marina's natural setting while developing the City in a way that provides a balance of housing, jobs and business opportunities that will result in a community characterized by a desirable quality of life, including recreation and cultural opportunities, a safe environment and an economic viability that supports a high level of municipal services and infrastructure. **(Resolution No. 2006-112 - May 2, 2006)**

LAND ACKNOWLEDGEMENT

The City recognizes that it was founded and is built upon the traditional homelands and villages first inhabited by the Indigenous Peoples of this region - the Esselen and their ancestors and allies - and honors these members of the community, both past and present.

1. **CALL TO ORDER**



2. **ROLL CALL & ESTABLISHMENT OF QUORUM:** (City Council, Airport Commissioners, Marina Abrams B Non-Profit Corporation, Preston Park Sustainable Communities Nonprofit Corporation, Successor Agency of the Former Redevelopment Agency Members and Marina Groundwater Sustainability Agency)

Jenny McAdams, Brian McCarthy, Kathy Biala, Mayor Pro-Tem/Vice Chair Liesbeth Visscher, Mayor/Chair Bruce C. Delgado

3. **PLEDGE OF ALLEGIANCE** (Please stand)

4. **OTHER ACTION ITEMS:** *Action listed for each Agenda item is that which is requested by staff. The City Council may, at its discretion, take action on any items. Members of the public may be given up to three (3) minutes to speak.*

Note: No additional major projects or programs should be undertaken without review of the impacts on existing priorities (Resolution No. 2006-79 – April 4, 2006).

- a. Receive a presentation from the City's consultant, Raimi+Associates (R+A), on the draft "Final" Preferred Alternative Land Use Map (Map) and Land Use policies; and provide direction to staff allowing for the in-depth analysis of growth projections, water needs, and potential traffic and circulation impacts to begin as part of the preparation of the draft Environmental Impact Report (EIR) for the GP2045.

5. **ADJOURNMENT:**

CERTIFICATION

I, Anita Sharp, Deputy City Clerk, of the City of Marina, do hereby certify that a copy of the foregoing agenda was posted at City Hall and Council Chambers Bulletin Board at 211 Hillcrest Avenue, Monterey County Library Marina Branch at 190 Seaside Circle, City Bulletin Board at the corner of Reservation Road and Del Monte Boulevard on or before 5:30 p.m., Friday, January 3, 2025.

ANITA SHARP, DEPUTY CITY CLERK

City Council, Airport Commission and Redevelopment Agency meetings are recorded on tape and available for public review and listening at the Office of the City Clerk and kept for a period of 90 days after the formal approval of MINUTES.

City Council meetings may be viewed live on the meeting night and at 12:30 p.m. and 3:00 p.m. on Cable Channel 25 on the Sunday following the Regular City Council meeting date. In addition, Council meetings can be viewed at 6:30 p.m. every Monday, Tuesday and Wednesday. For more information about viewing the Council Meetings on Channel 25, you may contact Access Monterey Peninsula directly at 831-333-1267.

Agenda items and staff reports are public record and are available for public review on the City's website (www.cityofmarina.org), at the Monterey County Marina Library Branch at 190 Seaside Circle and at the Office of the City Clerk at 211 Hillcrest Avenue, Marina between the hours of 10:00 a.m. 5:00 p.m., on the Monday preceding the meeting.

Supplemental materials received after the close of the final agenda and through noon on the day of the scheduled meeting will be available for public review at the City Clerk's Office during regular office hours and in a 'Supplemental Binder' at the meeting.

ALL MEETINGS ARE OPEN TO THE PUBLIC. THE CITY OF MARINA DOES NOT DISCRIMINATE AGAINST PERSONS WITH DISABILITIES. Council Chambers are wheelchair accessible. Meetings are broadcast on cable channel 25 and recordings of meetings can be provided upon request. To request assistive listening devices, sign language interpreters, readers, large print agendas or other accommodations, please call (831) 884-1278 or e-mail: marina@cityofmarina.org. Requests must be made at least **48 hours** in advance of the meeting.

Upcoming 2025 Meetings of the City Council, Airport Commission, Marina Abrams B Non-Profit Corporation, Preston Park Sustainable Community Nonprofit Corporation, Successor Agency of the Former Redevelopment Agency and Marina Groundwater Sustainability Agency
Regular Meetings: 5:00 p.m. Closed Session;
6:30 p.m. Regular Open Sessions

Tuesday, January 7, 2025 (Cancelled)
****Wednesday, January 21, 2025***

Tuesday, February 6, 2025
****Wednesday, February 18, 2025***

Tuesday, March 4, 2025
Tuesday, March 18, 2025

Tuesday, April 1, 2025
Tuesday, April 15, 2025

Tuesday, May 6, 2025
Tuesday, May 20, 2025

Tuesday, June 3, 2025
Tuesday, June 17, 2025

Tuesday, July 1, 2025
Tuesday, July 15, 2025 (Cancelled)

*****Wednesday, August 6, 2025***
Tuesday, August 19, 2025 (Cancelled)

****Wednesday, September 3, 2025***
Tuesday, September 16, 2025

Tuesday, October 7, 2025
Tuesday, October 21, 2025

Tuesday, November 4, 2025
Tuesday, November 18, 2025

Tuesday, December 2, 2025
Tuesday, December 16, 2025

*** Regular Meeting rescheduled due to Monday Holiday**

**** Regular Meeting rescheduled due to National Night Out**

***** Regular Meeting rescheduled due to General Election Day**

C I T Y H A L L 2 0 2 5 H O L I D A Y S
(City Hall Closed)

New Years Day----- Wednesday, January 1, 2025
 Martin Luther King Jr. Birthday ----- Monday, January 20, 2025
 Presidents' Day ----- Monday, February 17, 2025
 Memorial Day ----- Monday, May 26, 2025
 Juneteenth Day----- Thursday, June 19, 2025
 Independence Day (City Offices Closed) -----Friday, July 4, 2025
 Labor Day ----- Monday, September 1, 2025
 Veterans Day (City Offices Closed)----- Tuesday, November 11, 2025
 Thanksgiving Day-----Thursday, November 27, 2025
 Thanksgiving Break----- Friday, November 28, 2025
 Winter Break----- Wednesday, December 24, 2025-Wednesday, December 31, 2025

2025 COMMISSION DATES

Upcoming 2025 Meetings of Planning Commission
2nd and 4th Thursday of every month. Meetings are held at the Council Chambers at 6:30 P.M.

January 23, 2025	May 8, 2025	September 11, 2025
	May 22, 2025	September 25, 2025
February 13, 2025	June 12, 2025	October 9, 2025
February 27, 2025	June 26, 2025	October 23, 2025
March 13, 2025	July 10, 2025	November 13, 2025
March 27, 2025	July 24, 2025	November 27, 2025 (Cancelled)
April 10, 2025	August 14, 2025	December 11, 2025
April 24, 2025	August 28, 2025	

Upcoming 2025 Meetings of Public Works Commission
3rd Thursday of every month. Meetings are held at the Council Chambers at 6:30 P.M.

January 18, 2025	May 16, 2025	September 19, 2025
February 15, 2025	June 20, 2025	October 17, 2025
March 21, 2025	July 18, 2025	November 21, 2025
April 18, 2025	August 15, 2025	December 19, 2025

Upcoming 2025 Meetings of Recreation & Cultural Services Commission
1st Wednesday of every second month. Meetings are held at the Council Chambers at 6:30 P.M.

March 5, 2025	July 2, 2025	November 5, 2025
May 7, 2025	September 10, 2025	

U p c o m i n g 2 0 2 5 M e e t i n g s o f M a r i n a T r e e C o m m i t t e e
2nd Wednesday of every quarter month as needed. Meetings are held at the Council Chambers at 6:30
P.M.

April 13, 2025

July 13, 2025

October 12, 2025

Honorable Mayor and Members of the
Marina City Council

Special Meeting
January 9, 2025

**CITY COUNCIL TO RECEIVE A PRESENTATION ON THE DRAFT
PREFERRED ALTERNATIVE LAND USE MAP AND POLICIES FOR
THE GENERAL PLAN UPDATE (GP2024) AND PROVIDE DIRECTION
TO STAFF. THIS PRESENTATION IS EXEMPT FROM
ENVIRONMENTAL REVIEW PER SEC. 15378 OF THE CEQA
GUIDELINES.**

REQUEST:

It is requested that the City Council:

1. Receive a presentation (**EXHIBIT A**) from the City’s consultant, Raimi+Associates (R+A), on the draft “Final” Preferred Alternative Land Use Map (Map) and Land Use policies; and
2. Provide direction to staff allowing for the in-depth analysis of growth projections, water needs, and potential traffic and circulation impacts to begin as part of the preparation of the draft Environmental Impact Report (EIR) for the GP2045.

BACKGROUND:

Since December 2022, R+A and City staff have been engaging the citizens, business owners, and a variety of stakeholders including, but not limited, to veterans, CSUMB student groups, business owners, and cultural and religious groups, to understand the community’s vision for Marina over the next 25 years. We’ve held five (5) public workshops, nine (9) General Plan Advisory Committee (GPAC) meetings, conducted two (2) online surveys, and tabled at several City events and Farmer’s Markets. We’ve provided updates through the project’s dedicated website¹ and the City’s *In The News* website.

In November 2023, the City Council received a presentation on draft Vision and Guiding Principles which were then finalized and utilized as a baseline for the creation of the draft Land Use (LU) map. The draft LU map presented here was created by consolidating several versions of the “vision” for each of the areas into the preferred vision and then translated into the draft regulatory map.

As previously described, there are several factors in Marina that limit the breadth and scope of the GP2045:

- The “Big Three” existing Specific Plans (Marina Station, The Dunes, and Sea Haven)
- The Downtown Vitalization Plan, UCSC’s Monterey Bay Education, Science, and Technology Center (MBEST) Specific Plan, Airport Master Plan, CSUMB’s Master Plan
- Areas of the City that are located in the Coastal zone and, therefore, subject to the Local Coastal Program (LCP) which is currently underway through a separate process
- The large area within Central Marina planned and zoned for single-family residential use

On March 14, 2024, the Planning Commission received a short presentation by Rincon Consulting, the City’s consultant preparing the project Environmental Impact Report (EIR), kicking off the Notice of Preparation of an EIR and Tribal and agency consultation. The main work on the EIR will begin once the City Council finalizes the preferred alternative Land Use map which will inform the development of our growth projections into the 20-year planning horizon. Growth projections are required to begin the

¹ <https://www.marina2045.org/about>

full analysis of how our future growth will impact traffic, the fiscal well-being of the City, and water availability. This is the direction staff is seeking from the City Council at tonight's meeting.

At its regular meeting on October 24, 2024, the Planning Commission received this presentation on the draft Preferred Alternative LU Map and policies. After a robust discussion, the Preferred Alternative LU Map and policies were unanimously approved and the Commission directed staff to forward the recommended LU map and policies on to the City Council as presented. Comments received at the PC meeting:

- The City's property where the equestrian center is located has specific deed restrictions that limit future uses to public recreation. Furthermore, future development in the area should consider including paths for continued equestrian access to Fort Ord. Policies should be included to reflect these needs;
- Water analysis is critical for the desired build-out at Cypress Knolls;
- Questions about CSUMB jurisdiction;
- Future Parks & Rec. Master Plan efforts and GPU should be complimentary;
- Policies should ensure that residents in Preston Park/Abrams housing are not displaced through future in-fill/redevelopment processes; and
- Outreach and engagement activities need to reach American Freedmen who are an important part of Marina's history given its military past.²

A very high-level conversation about potential changes to the City's Sphere of Influence (SOI) and the pros and cons relating to the annexation of specific properties has begun and will continue beyond the preferred alternative LU map. Staff and the consultant will provide additional detail on these topics at a future meeting.

In order to stay on time and within the GP2045 budget, it is important to be able to work concurrently on the environmental analysis and the additional policies pertaining to the other Chapters or Elements in the general plan including, but not limited to: Environmental Justice, Utilities & Infrastructure, Climate, Safety & Hazards, etc.

Today's presentation is substantially the same as was provided on November 19th with additional background and more description of how staff and the consultant developed the "preferred alternative" for each of the six (6) "Areas of Change" described below. This information was requested by the City Council so that it could better understand the outreach and engagement completed to date as well as the methodology used to convert a general thematic vision for the proposed "Areas of Change" into a formal regulatory map and policies.

The resulting "preferred alternative" land use map combines what staff and the consultant have heard from the public, the GPAC, and the Planning Commission with standard planning principles. The development of the draft land use policies occurred in concert with the mapping as the policies are intended to provide the pathways to ensure that the City's development rolls out in a way that meets the needs and desires of residents, City leaders, and is compliant with State law.

ANALYSIS:

The draft Map shows the six (6) "Areas of Change" that were identified early in the engagement process. These areas were selected based on the constraints mentioned above as well as having a combination of vacant and/or underutilized land which would lend itself to new and increased density development. This map also includes the introduction of several new (in blue font below) or slightly modified (in orange font) land use designations:

² A **freedman** or **freedwoman** is a person who has been released from [slavery](#), usually by legal means. Historically, slaves were freed by [manumission](#), [emancipation](#), or self-purchase. ([Wikipedia](#))

Existing	Proposed
Parks & Open Space Uses	
Habitat/Open Space	UGB Open Space
	Open Space
Parks & Recreation	Public Parks & Recreation
Agriculture	
Residential Uses	
Single-Family Res. (SFR) (ave. 5 du/ac)	Low Density
Marina Heights (Sea Haven) (ave. 5.5-6.5 du/ac)	Medium Density
Village Homes (ave. 8 du/ac)	
Multi-Family (ave. 15-35 du/ac)	High Density
	Mixed-Use
Commercial Uses	
Multiple Use	Neighborhood Commercial
Office/Research	Visitor Serving Commercial
Retail/Service	Regional Retail
Visitor Serving	Office/R&D Low and High
Industrial Uses	
Light Industrial/Service Commercial	Light Industrial/Flex
Public Facilities	
Education	PF – Education
Education (proposed)	
Civic	PF – Civic
Other Public Facilities	PF – Airfield
	Aviation Support Low
	Aviation Support High
Specific Plans	
	Future Specific/Master Plan (Cypress Knolls)
	Specific/Master Plan

Creating the preferred alternative Map is the second major step in the process, after the vision and guiding principles. Concurrently with the draft Map, staff and the consultant, with feedback from the GPAC and the general public, have been developing draft policies that will make up the individual Elements or Chapters of the General Plan. For example, the land use designations in the table above will be included not only on the LU Map, but also in the Land Use Element along with a variety of policies, goals, and implementation measures to guide how the City develops in terms of the location and density of allowed uses. This will look similar to the recently approved Housing Element in terms of format. This policy discussion will be coming to the Planning Commission soon. See **EXHIBIT B** for more information on the map and LU designations.

Throughout the engagement process, we heard from participants that the following nine (9) land use goals are the most critical for the GP2045 to address in the coming years. These were honed further by the Planning Commission and Executive staff:

1. Focused and sustainable growth through an infill development lens
2. Building new neighborhoods thoughtfully
3. Creating community gathering places
4. Affordable and high-quality housing
5. Improving existing neighborhoods and creating better connections between them
6. Fostering living wage jobs
7. Enhance our key gateways (already underway!)

8. Walkable, thriving downtown (DVSP adopted October 15th)^{3, 4}
9. Sustainable and attractive buildings

As noted above, we will continue to develop more detailed goals, policies, and implementation measures for all of the Chapters in the GP2045 and will be coming to the Planning Commission and City Council as the draft general plan. Additional detail on the draft LU policies can be found in **EXHIBIT C**.

FISCAL IMPACT:

The development of this draft preferred alternative land use map and policies, including the public outreach associated with these documents, is included in the original contract and budget approved by the City Council on October 18, 2022.

ENVIRONMENTAL REVIEW:

The General Plan Update (GP2045) includes the preparation of an environmental impact report (EIR) under the California Environmental Quality Act (CEQA). The preparation of this staff report and the GP2045 materials to date qualify for a CEQA exemption per § 15378 of the CEQA Guidelines.

CONCLUSION:

Clear direction from the City Council on the preferred alternative LU map and LU policies is needed to begin the detailed analysis of growth projections and associated traffic and circulation impacts, water assessment, and other studies needed for the project EIR. In order for the project to stay on track and within budget, these two (2) activities need to be analyzed concurrently.

Respectfully submitted,

Alyson Hunter, AICP
Planning Manager, Community Development Dept.
City of Marina

REVIEWED/CONCUR:

Guido Persicone, AICP
Director, Community Development Dept.
City of Marina

Layne Long
City Manager
City of Marina

³ Del Monte Medians / Streetscape: <https://www.cityofmarina.org/DocumentCenter/View/14897/2024-Sept-CC-City-of-Marina-Del-Monte-Streetscape>

⁴ Approved DVSP: [https://www.cityofmarina.org/DocumentCenter/View/14371/Marina-Downtown-Vitalization-Specific-Plan with Appendices?bidId=](https://www.cityofmarina.org/DocumentCenter/View/14371/Marina-Downtown-Vitalization-Specific-Plan-with-Appendices?bidId=)

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:

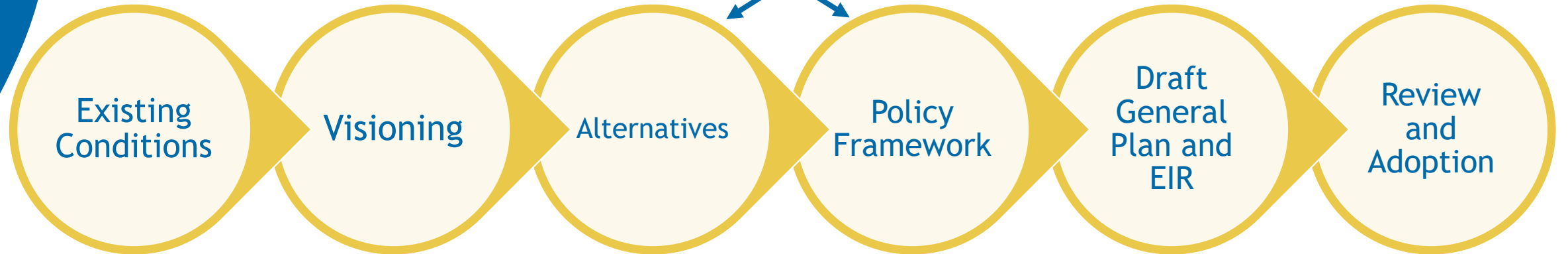
- 1) Tonight is a continuation of the November 19, 2024 City Council meeting*
- 2) Direction needed on land use designation map and goals and policies for the process to move forward*

Agenda

Topic	Estimated Time
Introduction and review of agenda	15 minutes
Presentation – review of process and land use designations	15 minutes
Areas for Land Use Alternatives • 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

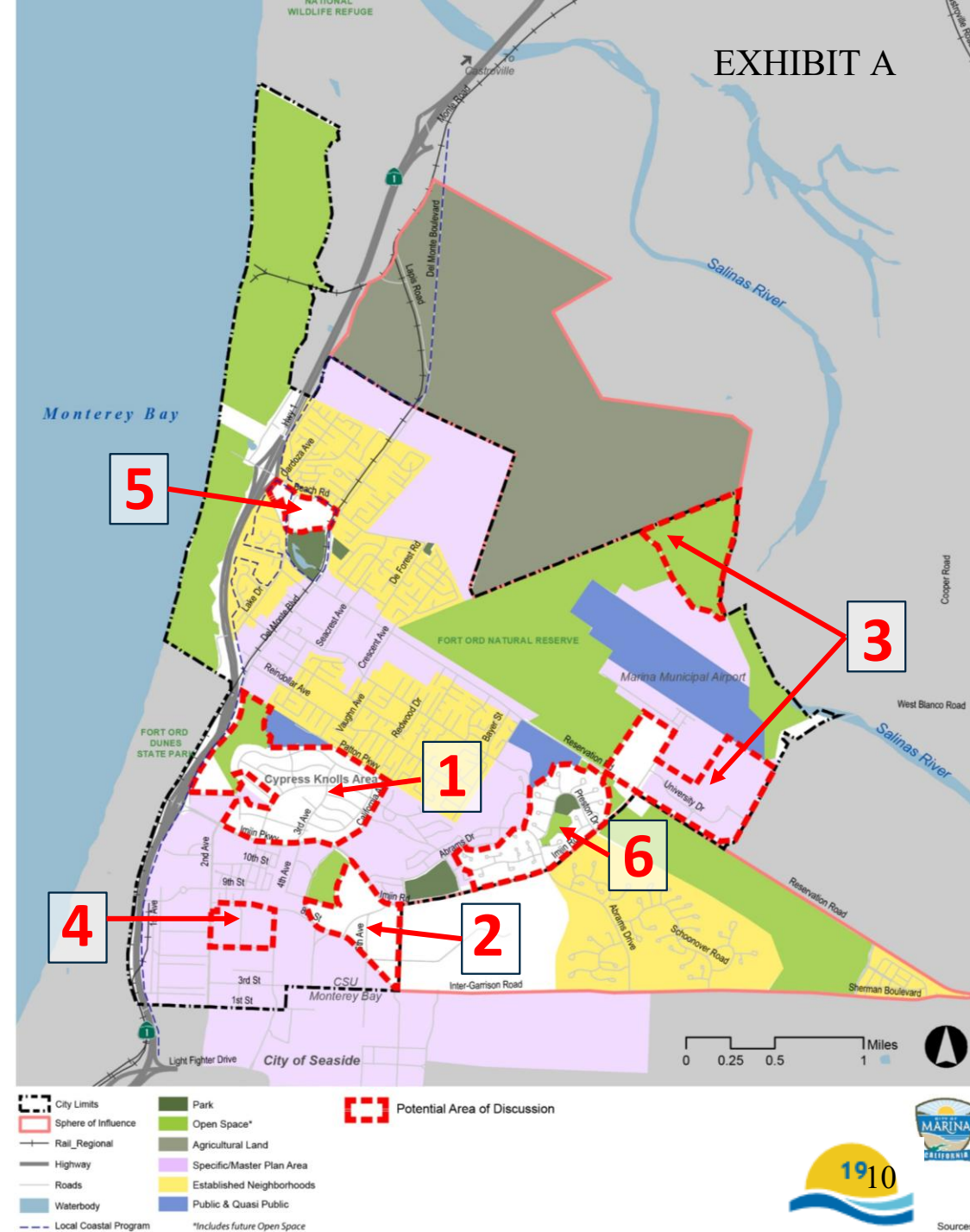


Fall 2025

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**

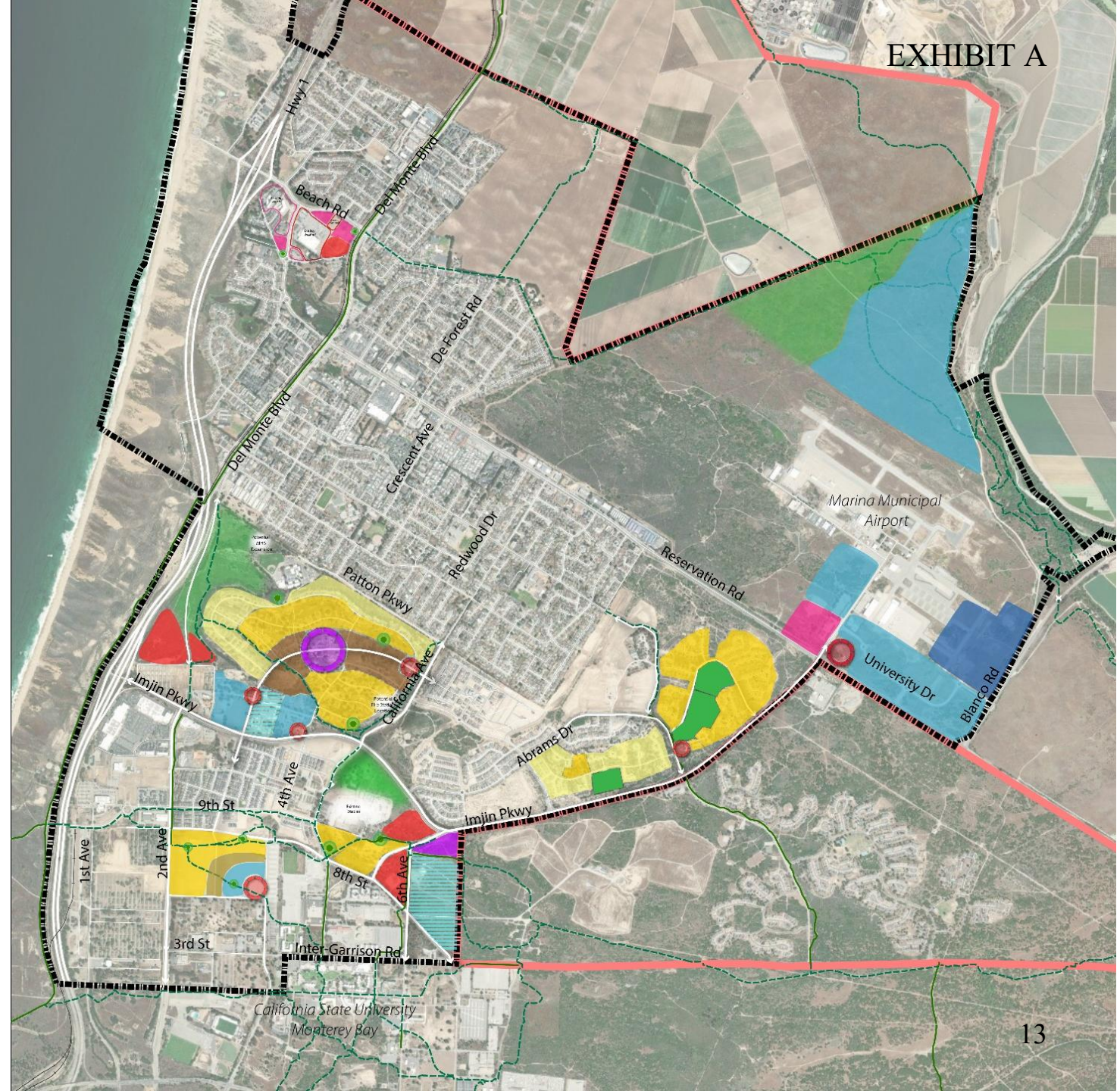
- Workshop #3 (April 2024): Describe and solicit input on 3 land use alternatives
- **Workshop #4** (September 2024) Confirm the preferred land use alternative and receive feedback on land use policies

- **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 -

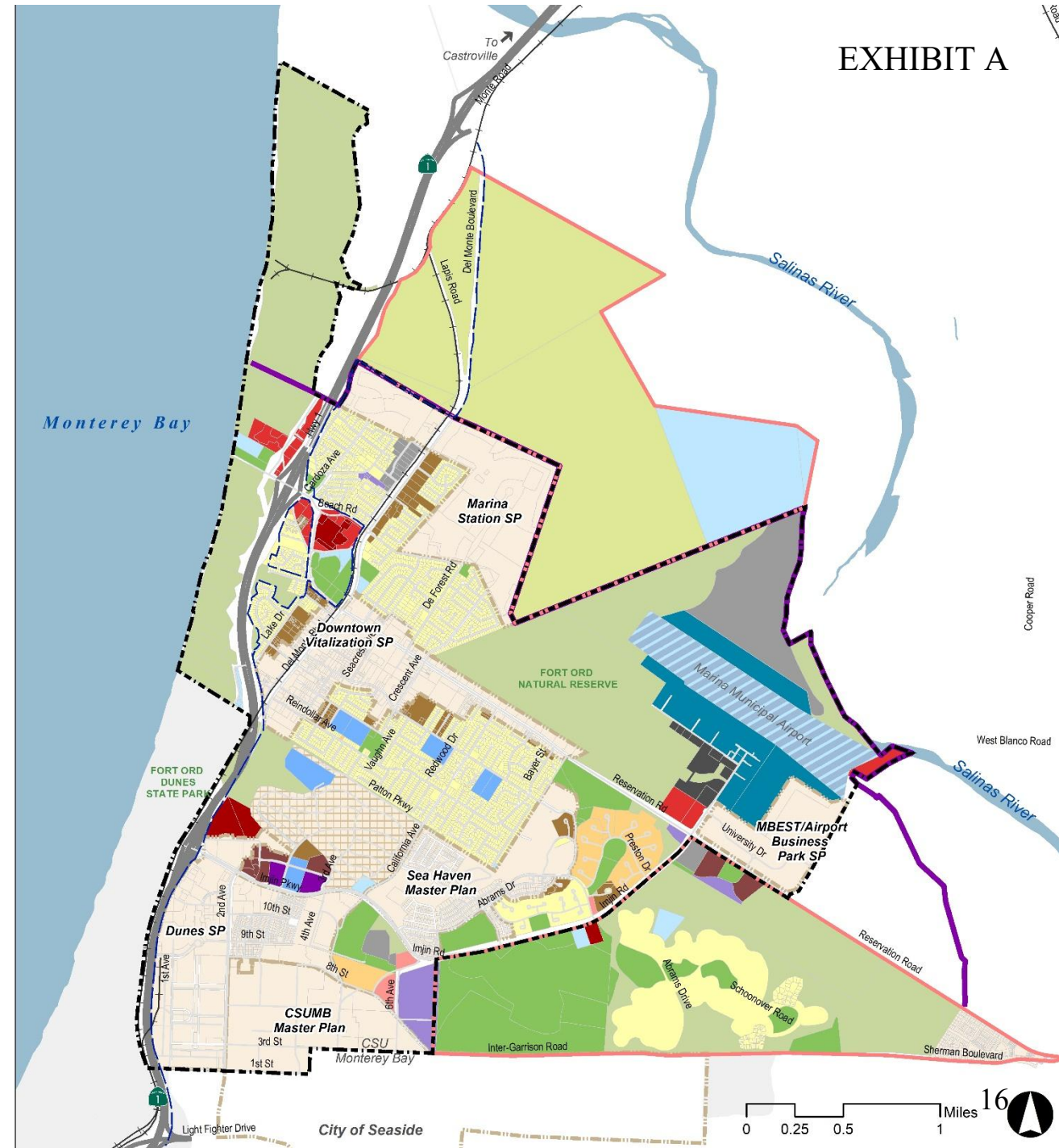
Map Color	Designation	Types of Uses	Supporting Visual	Density/Intensity
	Low Density Residential	Single family homes and accessory dwelling units (ADU)		Up to 7.5 du/ac
	Medium Density Residential	Duplexes, multiplexes, and townhomes		7.6 - 15 du/ac
	High Density Residential	Multi-family apartments		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

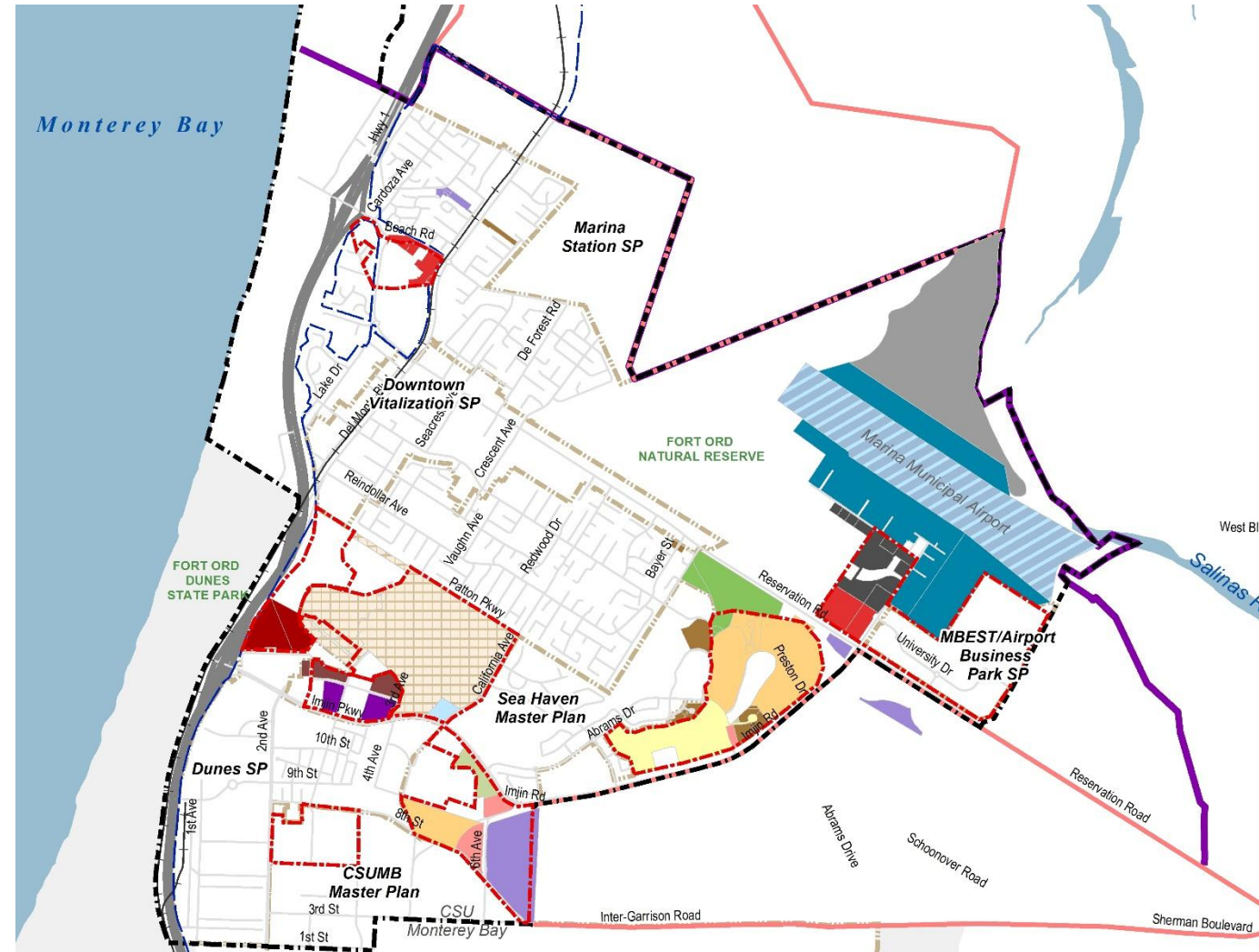


Changes from Current Map to Proposed Map

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

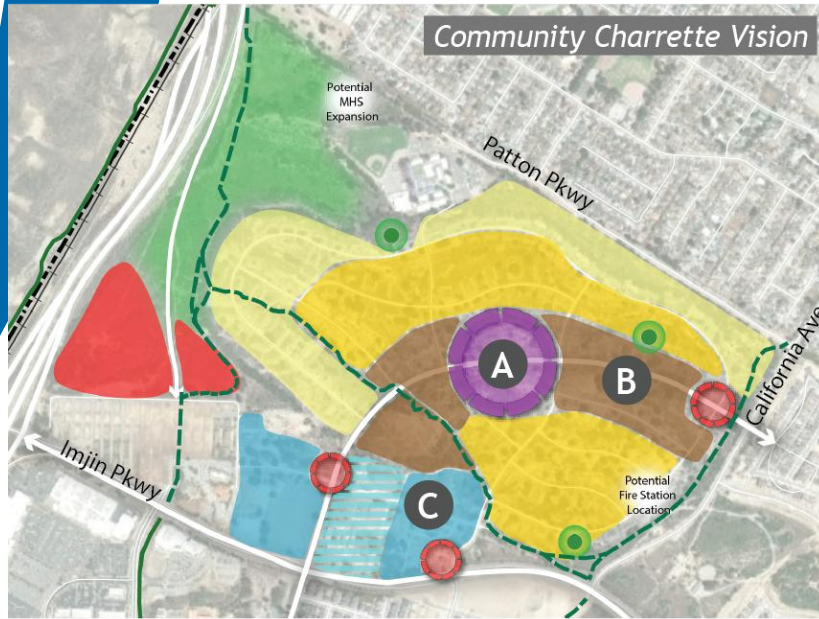
- Present background on each area
 - Alternatives
 - Public feedback
 - Proposed land use designation
 - Additional policy ideas
- Review and discuss each area
- *Strive for 10-20 minutes per area*

Cypress Knolls and 3rd Avenue

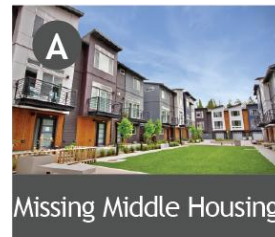
Proposed Land Use Direction

Cypress Knolls and 3rd Ave Alternatives

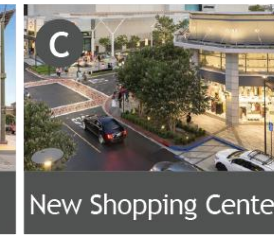
Mixed-Use Center & Medical



Missing Middle & Mixed-Use Corridor



Two Neighborhoods & Two Centers



Cypress Knolls and 3rd Ave

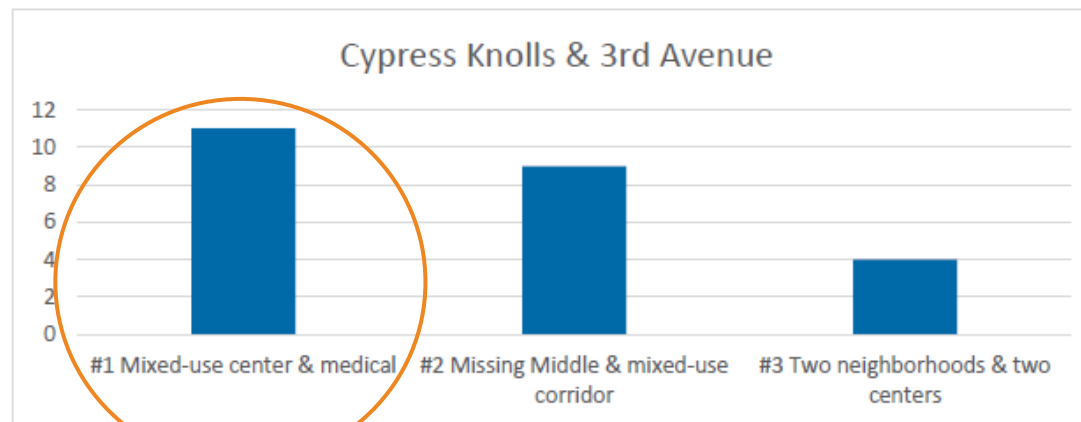
Summary of GPAC and Community Input

GPAC Guidance

Prefer option #1: mixed-use center & medical

Workshop #4 Guidance

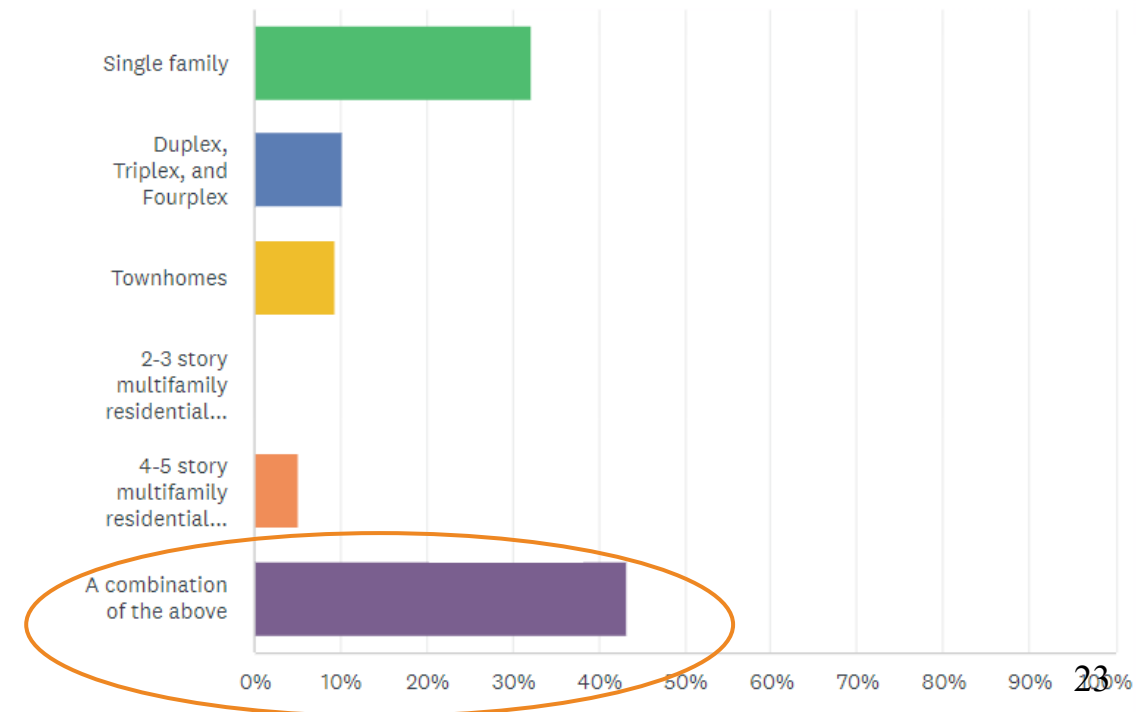
Slight preference for option #1: mixed-use center & medical, with option #2 as a close second



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.

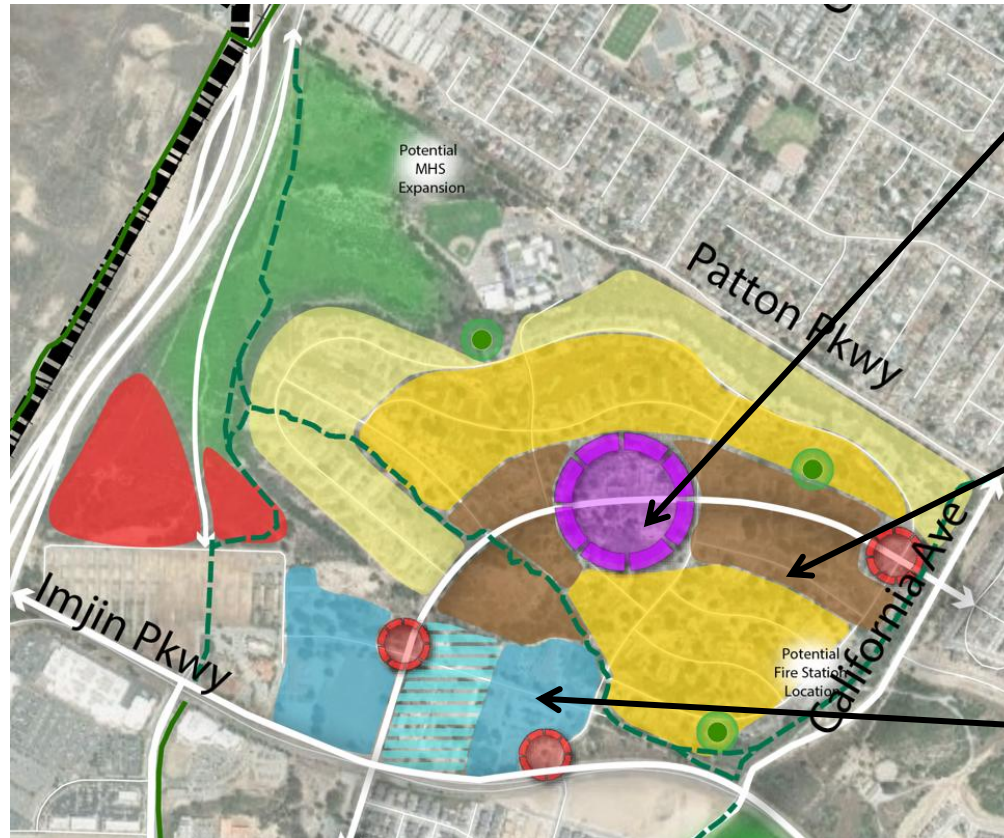


Cypress Knolls and 3rd Ave

Preferred Land Use Vision

Alternative #1: Mixed Use Center & Medical

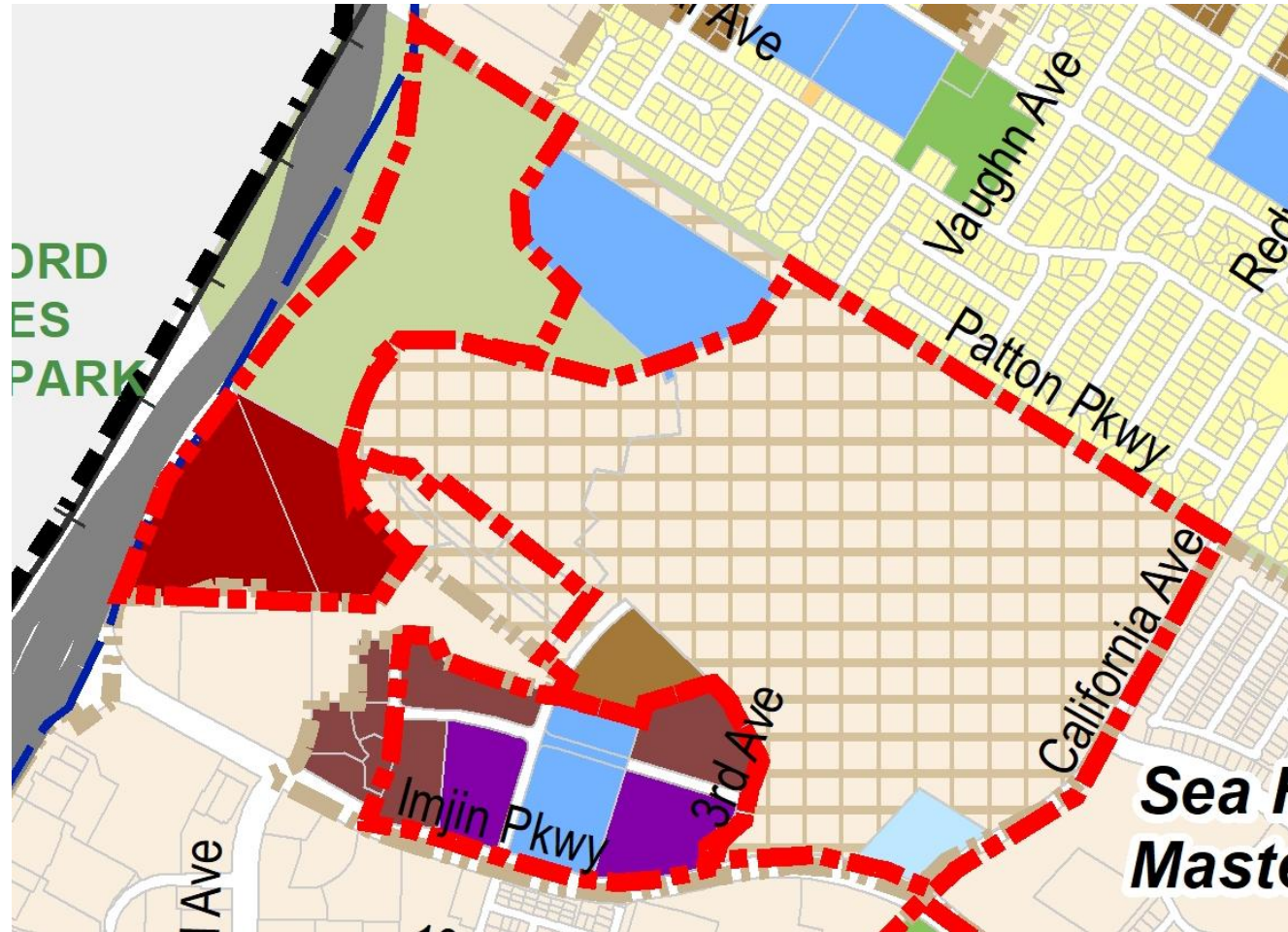
- Low-scale mixed-use around major public gathering space
- Mix of housing types, decreasing in intensity moving away from the major public space
- Local-serving retail where 3rd Avenue meets major roads
- Institutional, office, medical campus/nursing school near MPC



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 - Education	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

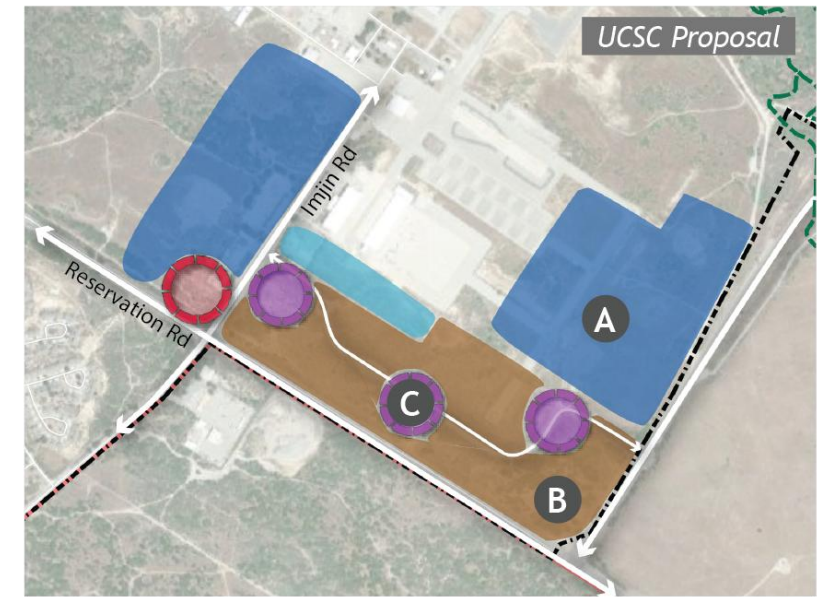
#1 Aviation Support



#2 Visitor & Aviation Manufacturing



#3 Student Housing & Mixed-Use



Airport and UCSC MBEST

Summary of GPAC and Community Input

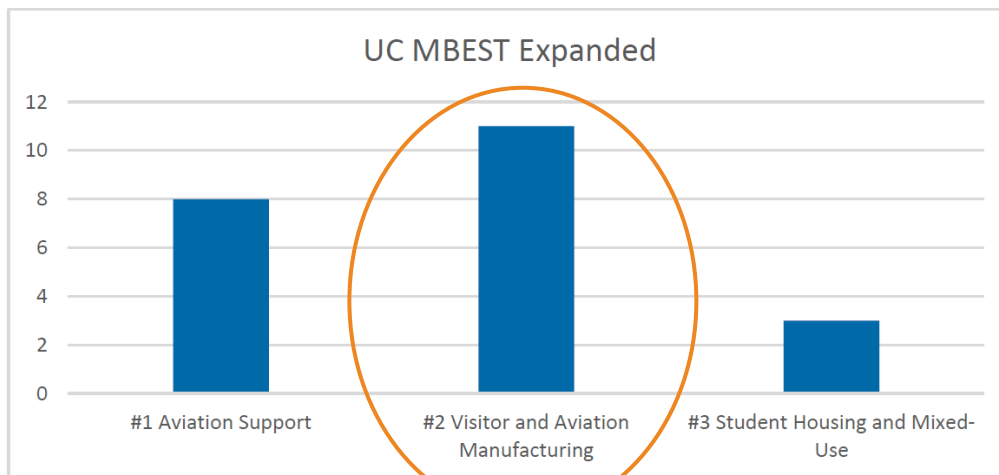
GPAC Guidance

Prefer option #2: Visitor and aviation manufacturing.

Workshop #4 Guidance

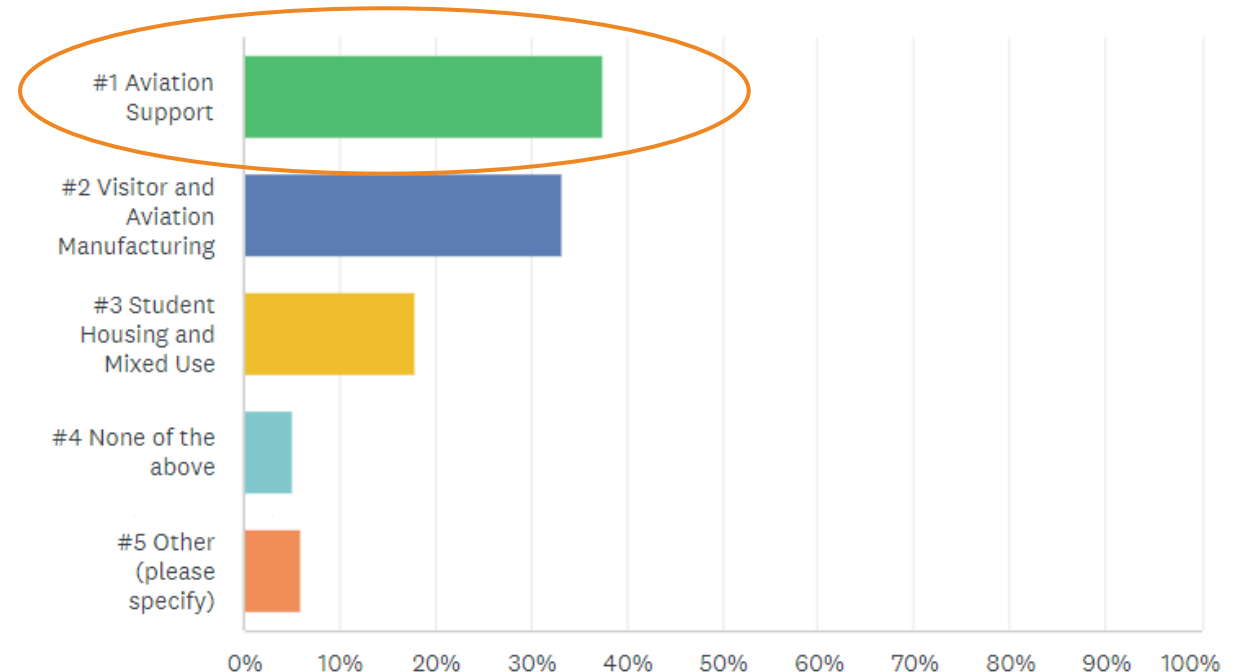
Slight preference for option #2: Visitor and aviation manufacturing.

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.

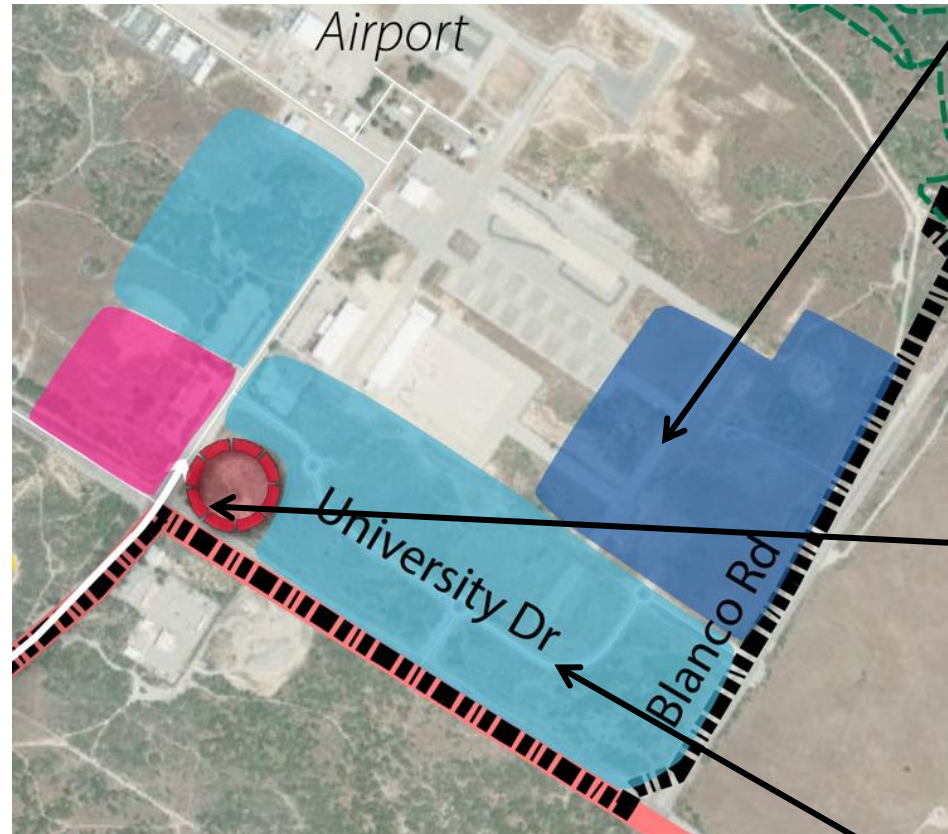


Airport and UCSC MBEST

Preferred Land Use Vision

Option #2: Aviation Support

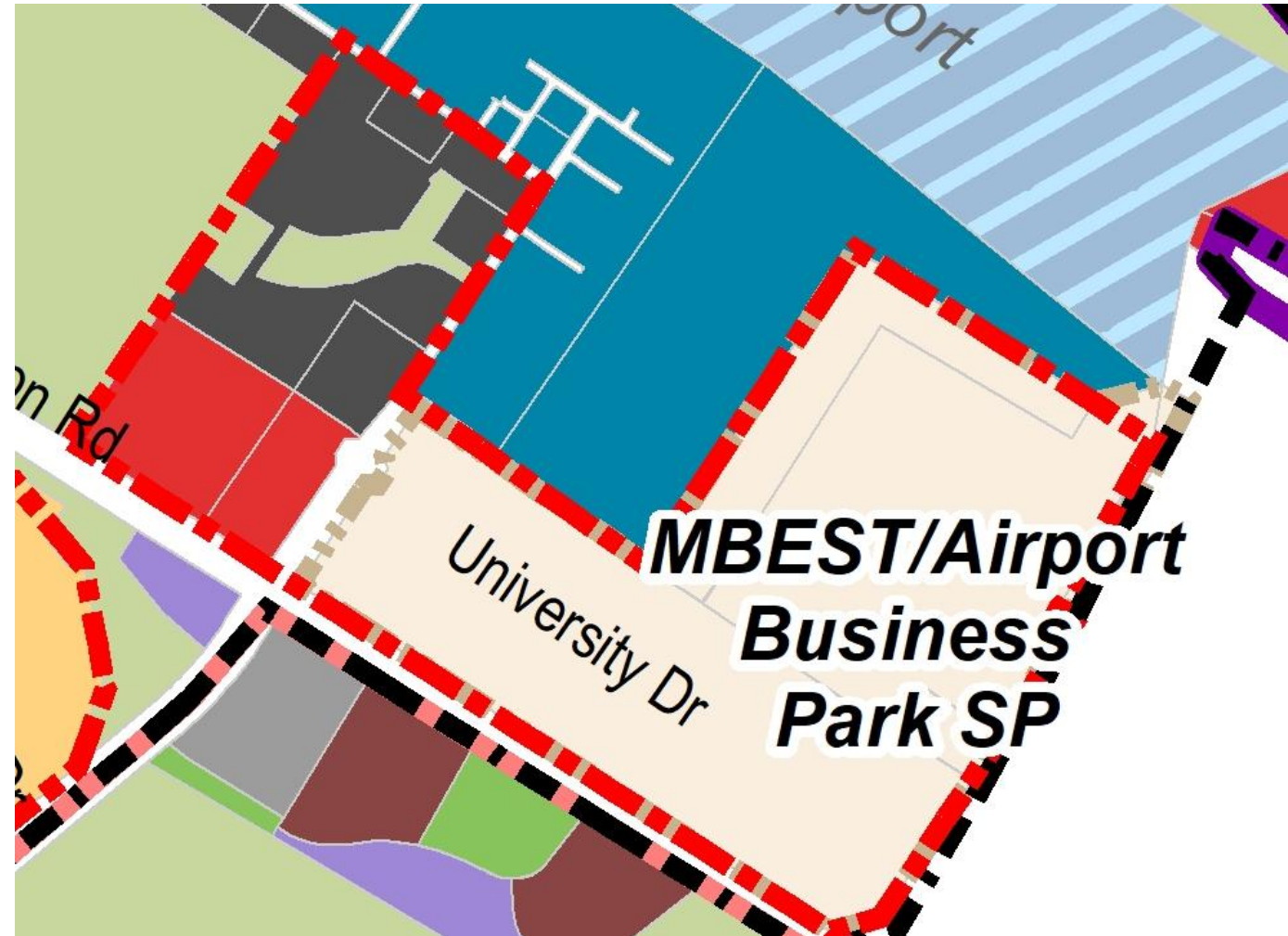
- Primarily employment uses; light & heavy airport-supporting jobs (manufacturing, R&D, industrial, and office)
- Supporting retail center at Imjin and Reservation
- Visitor/temporary lodging on west side
- Accommodates aviation and air commerce growth while minimizing safety hazards



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

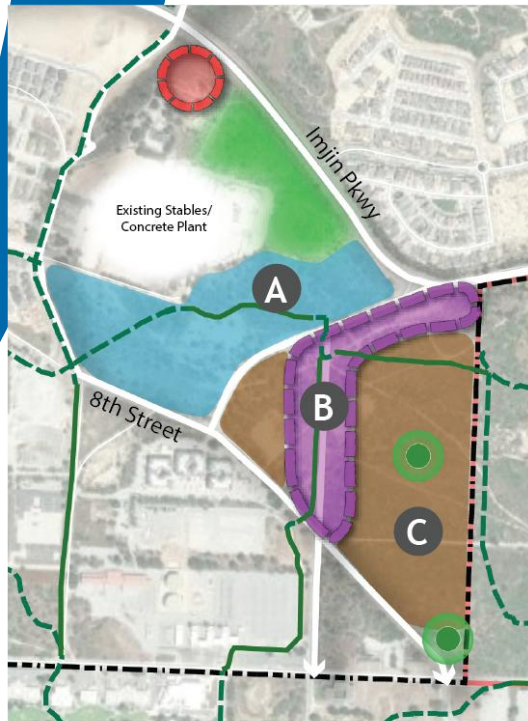
8th Street Area

Proposed Land Use Direction

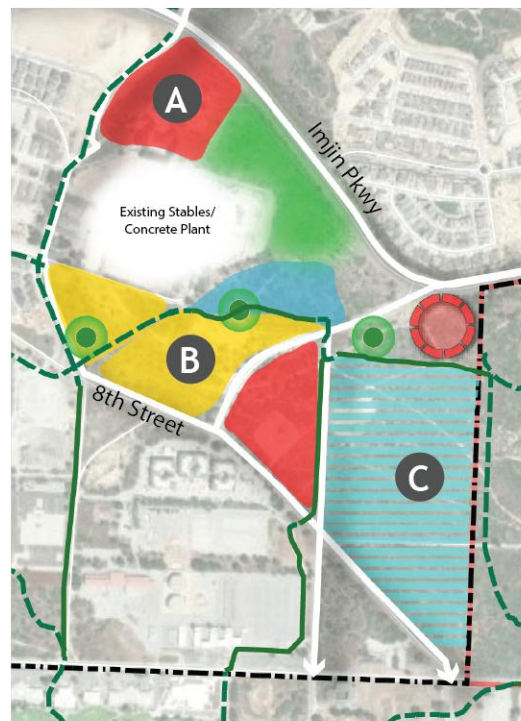
8th Street Area

Three Proposed Land Use Alternatives

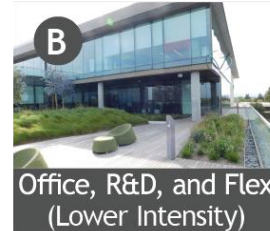
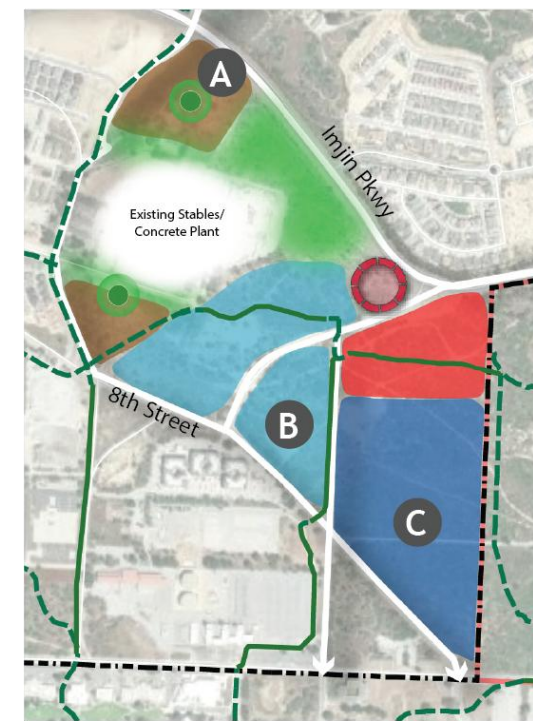
#1 New Neighborhood



#2 Campus Extension



#3 Employment Focused



8th Street Area

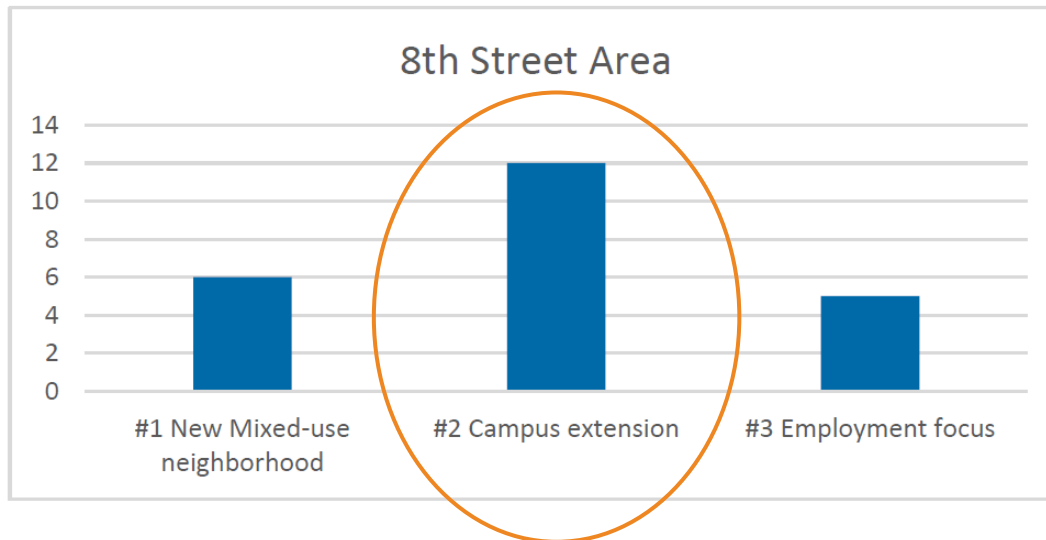
Summary of GPAC and Community Input

GPAC Guidance

Prefer option #1: New neighborhood

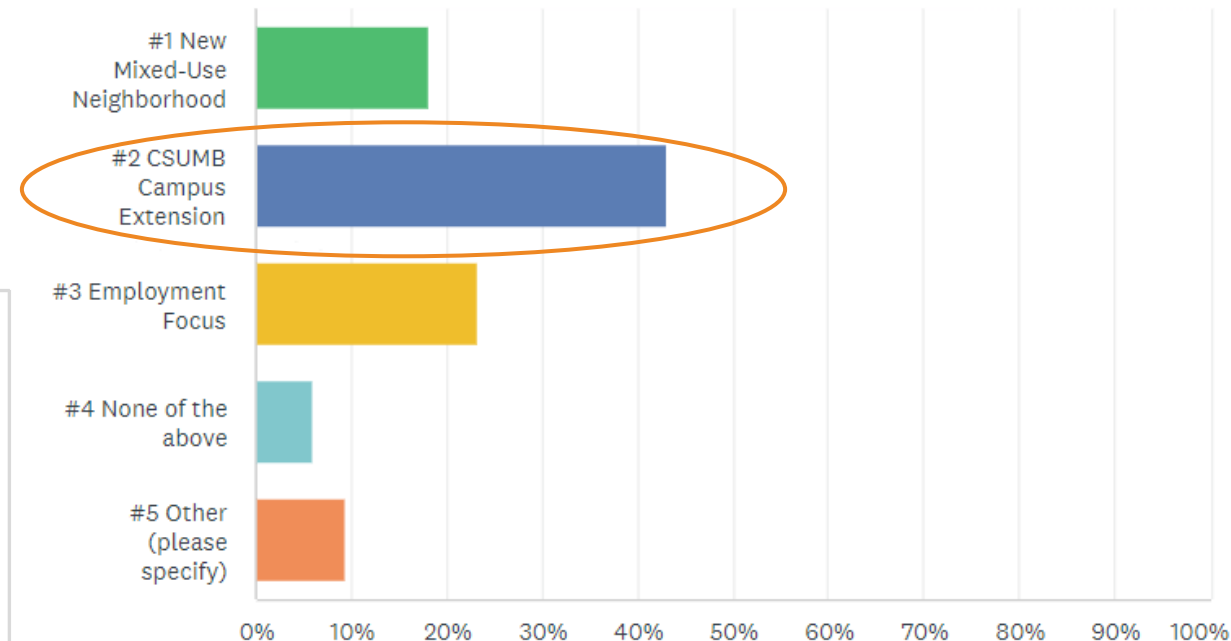
Workshop #4 Guidance

Clear preference for option #2: Campus extension.



Survey Guidance

Clear preference for option #2: Campus extension

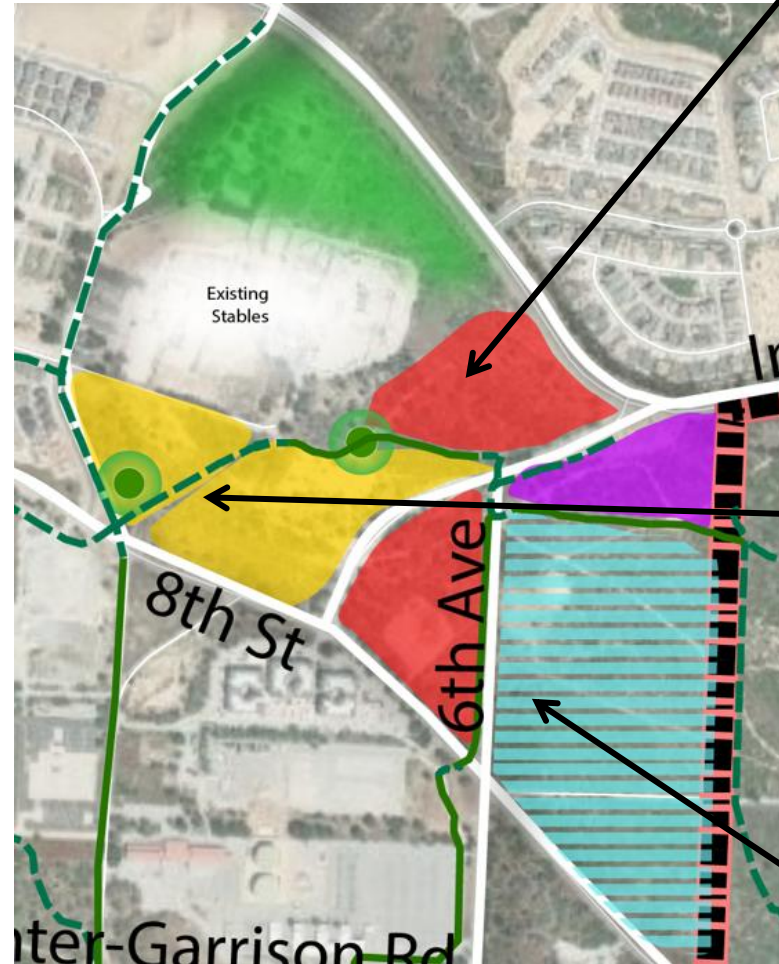


8th Street Area

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

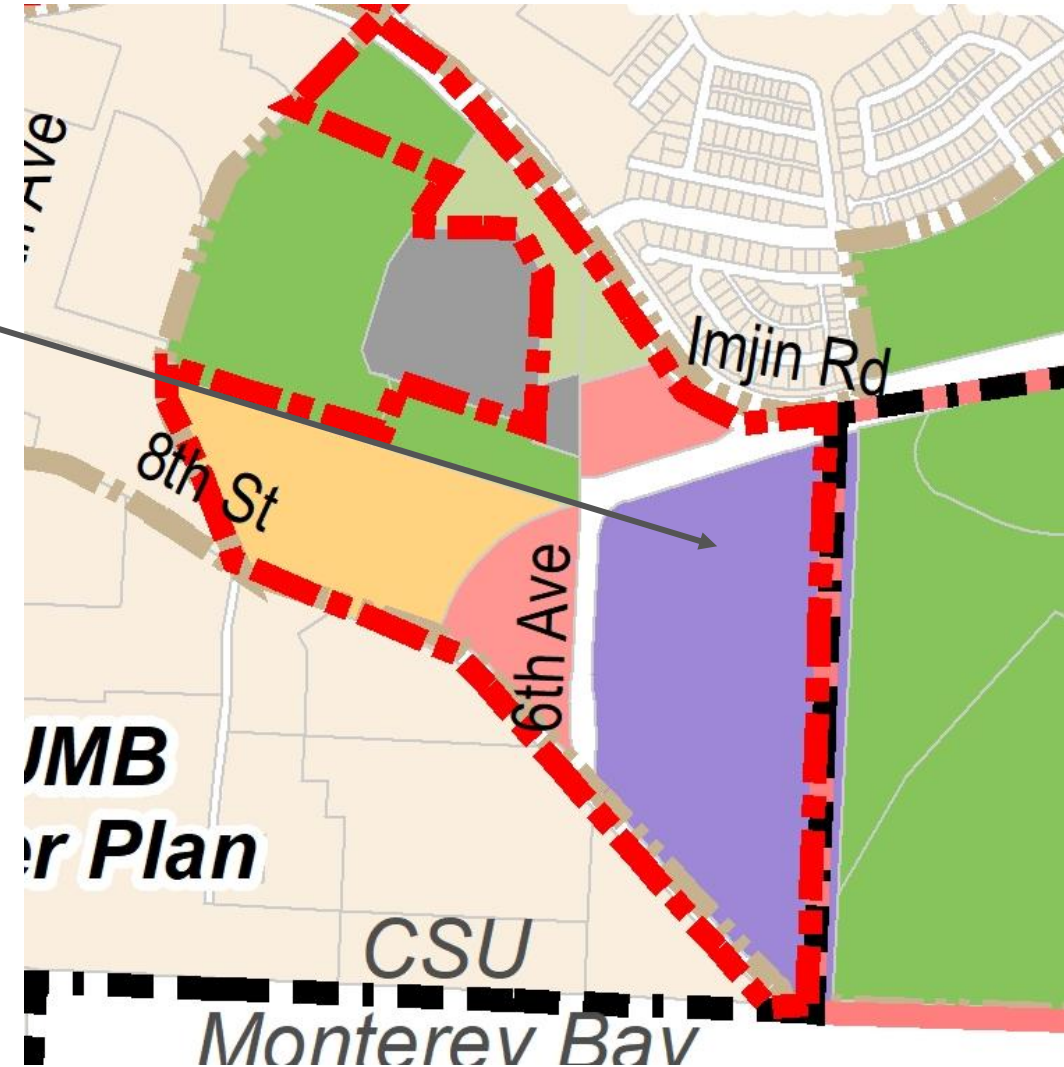


8th Street Area

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

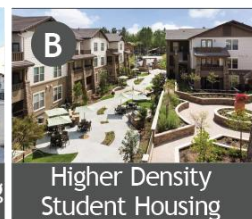
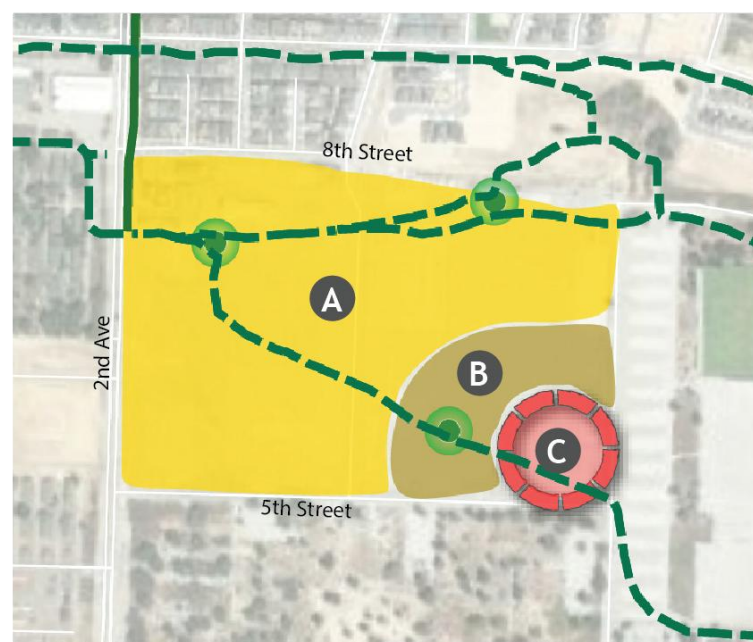
CSUMB Parking Lot

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

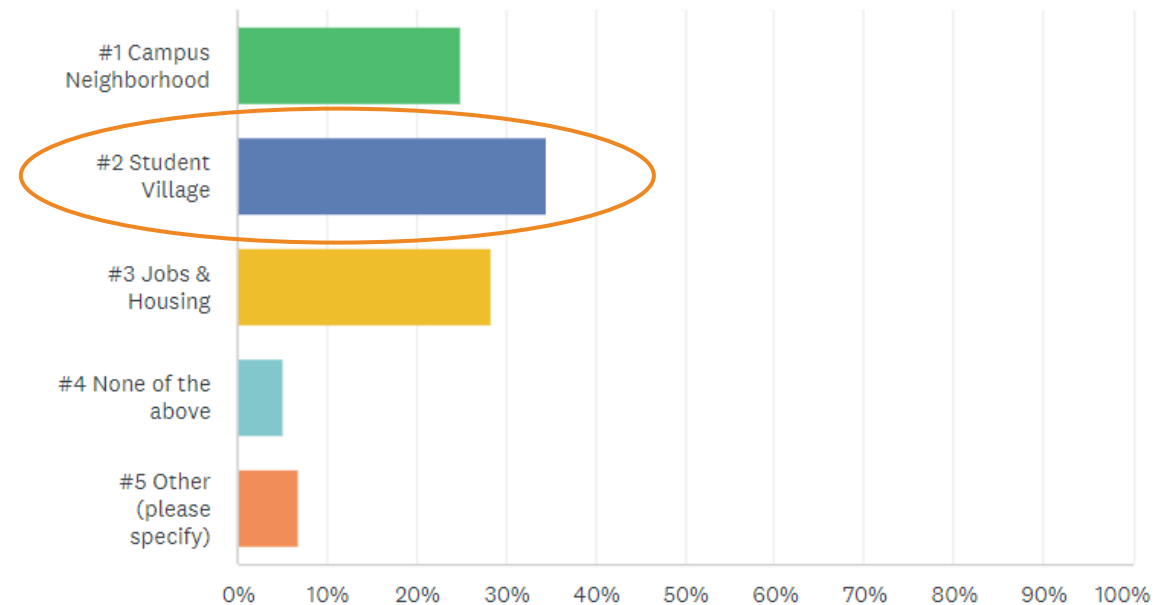
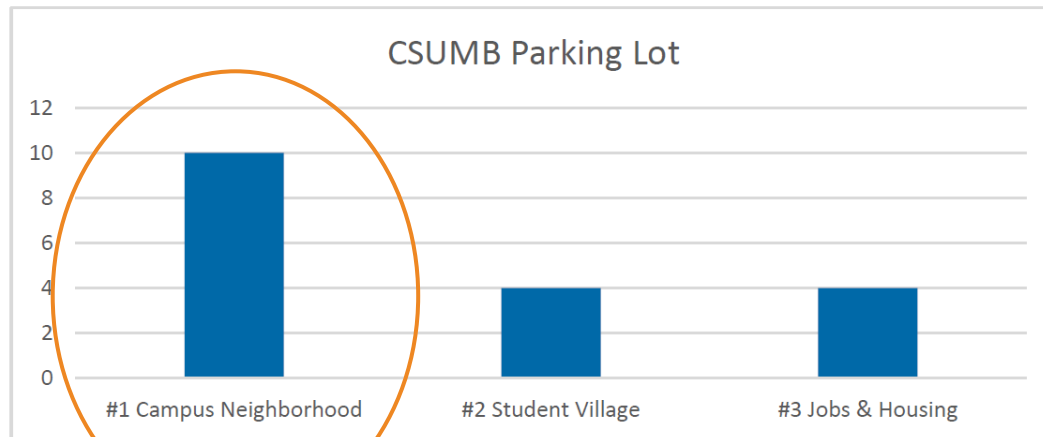
Prefer option #2: Student village.

Workshop #4 Guidance

Strong preference for option #1: Campus neighborhood.

Survey Guidance

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

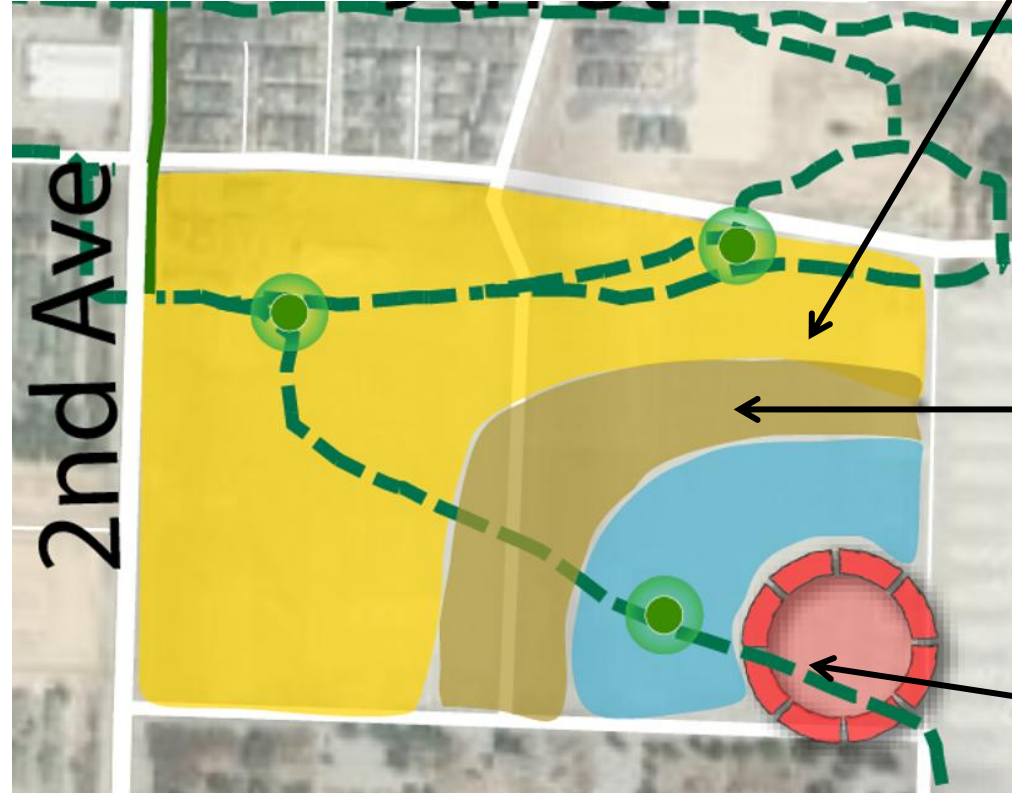


CSUMB Parking Lots

Preferred Land Use Vision

Modified Option #2: Student Village

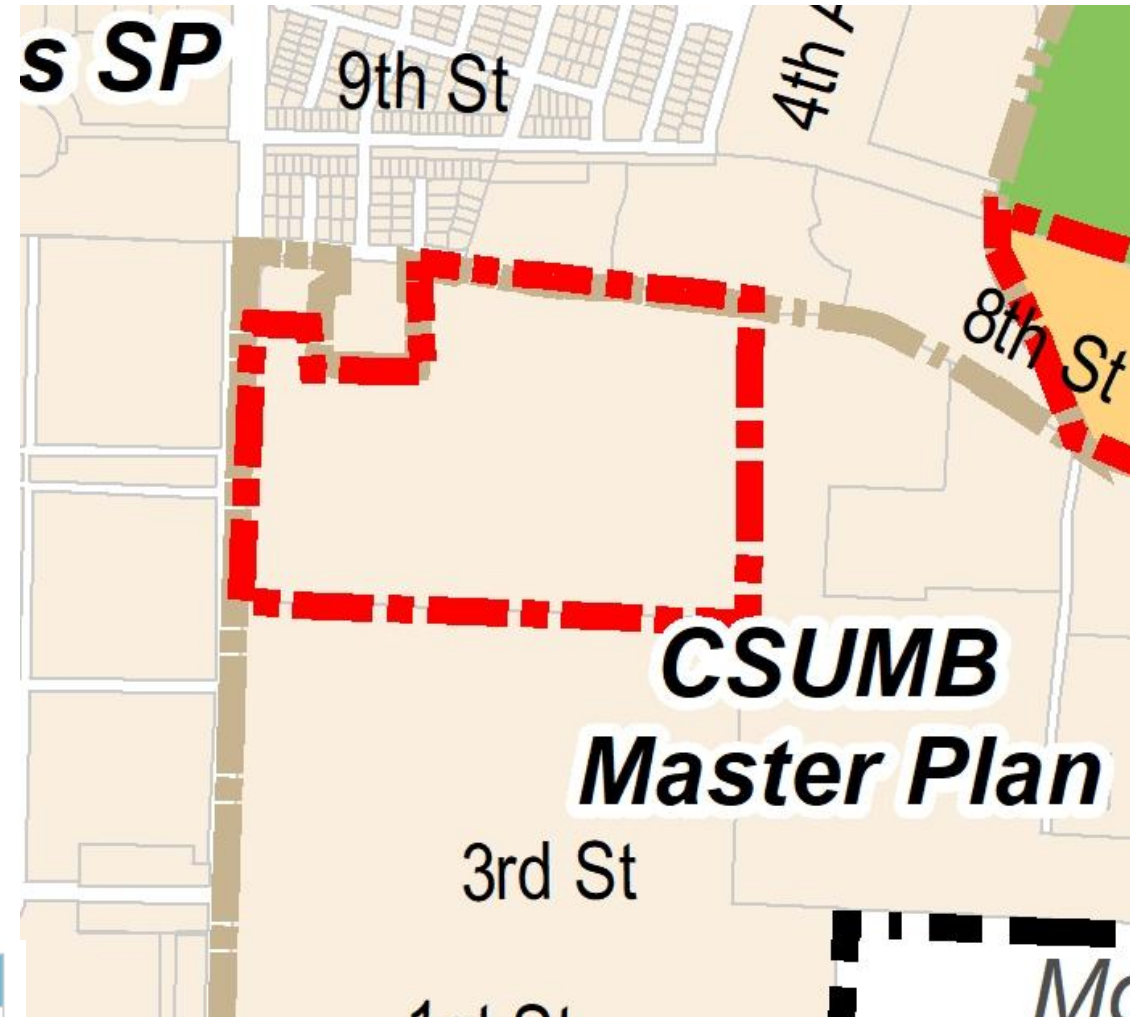
- Student rental housing close to University Village
- For-sale faculty housing, student-serving retail village, R&D uses by CSUMB
- Middle-density student housing buffers higher-density



CSUMB Parking Lots

Draft Regulatory Map

EXHIBIT A



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)*

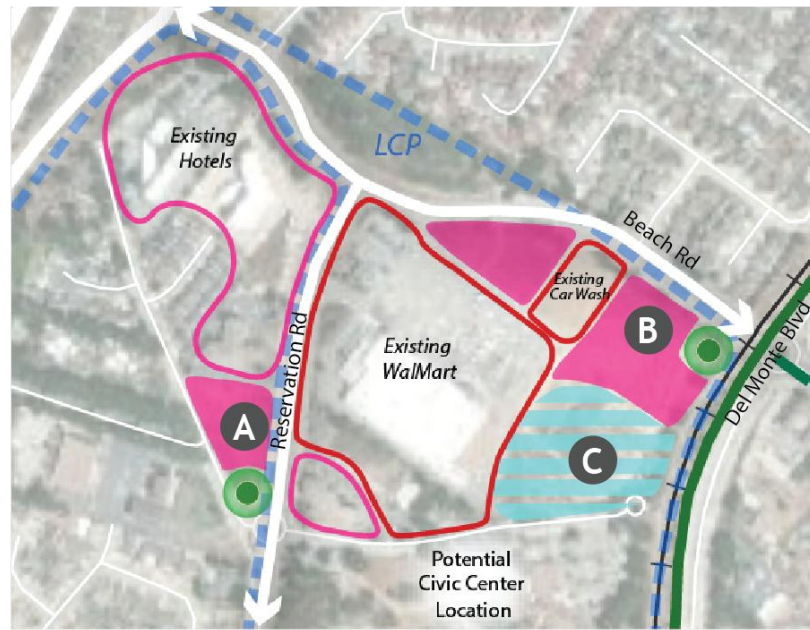
Beach Road Gateway

Three Proposed Land Use Alternatives

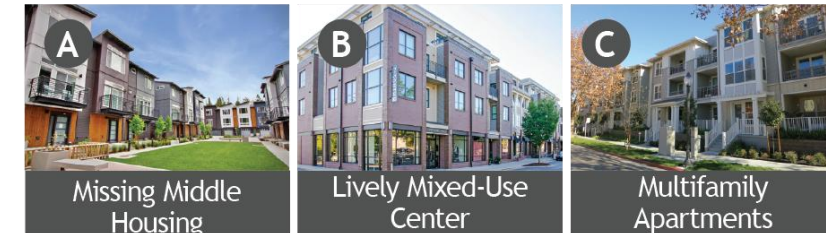
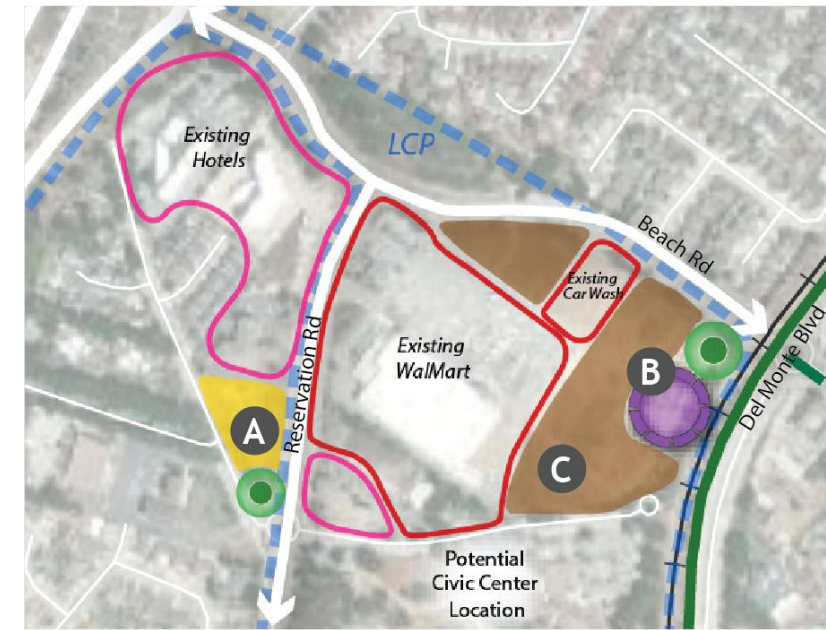
#1 Retail Gateway



#2 Visitor-Serving Gateway



#3 Mixed-Use Gateway



Beach Road Gateway

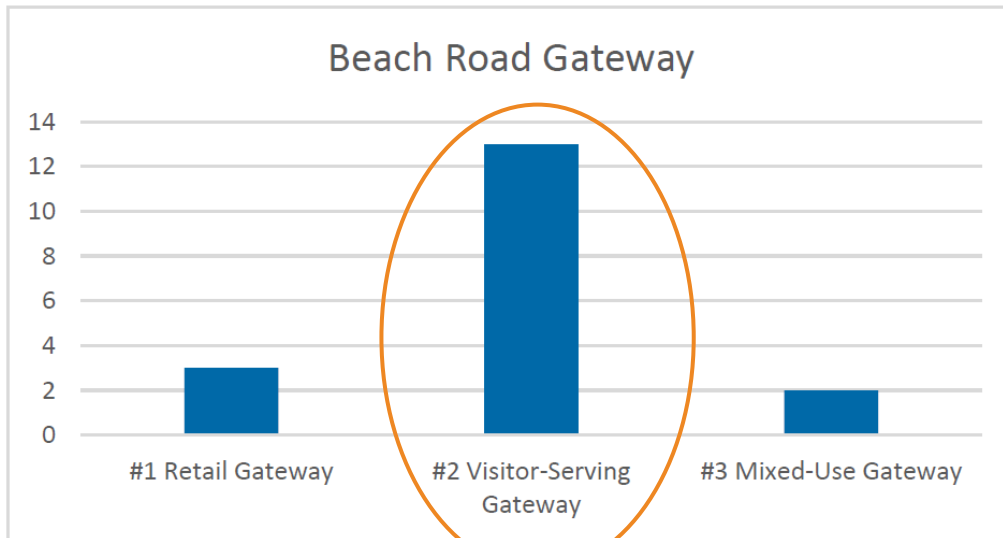
Summary of GPAC and Community Input

GPAC Guidance

Prefer option #1: Retail gateway.

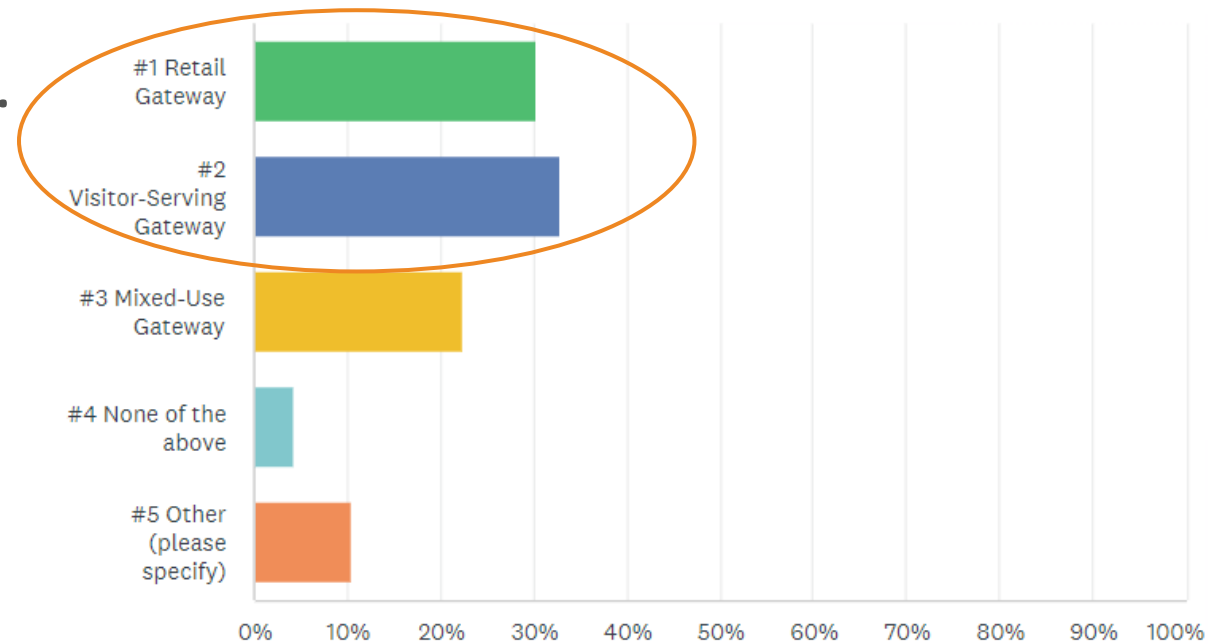
Workshop #4 Guidance

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

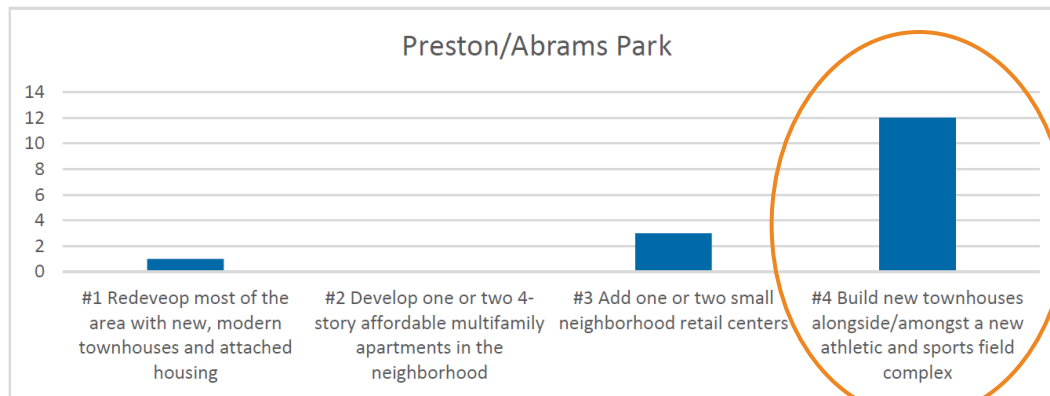
Summary of GPAC and Community Input

GPAC Guidance

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

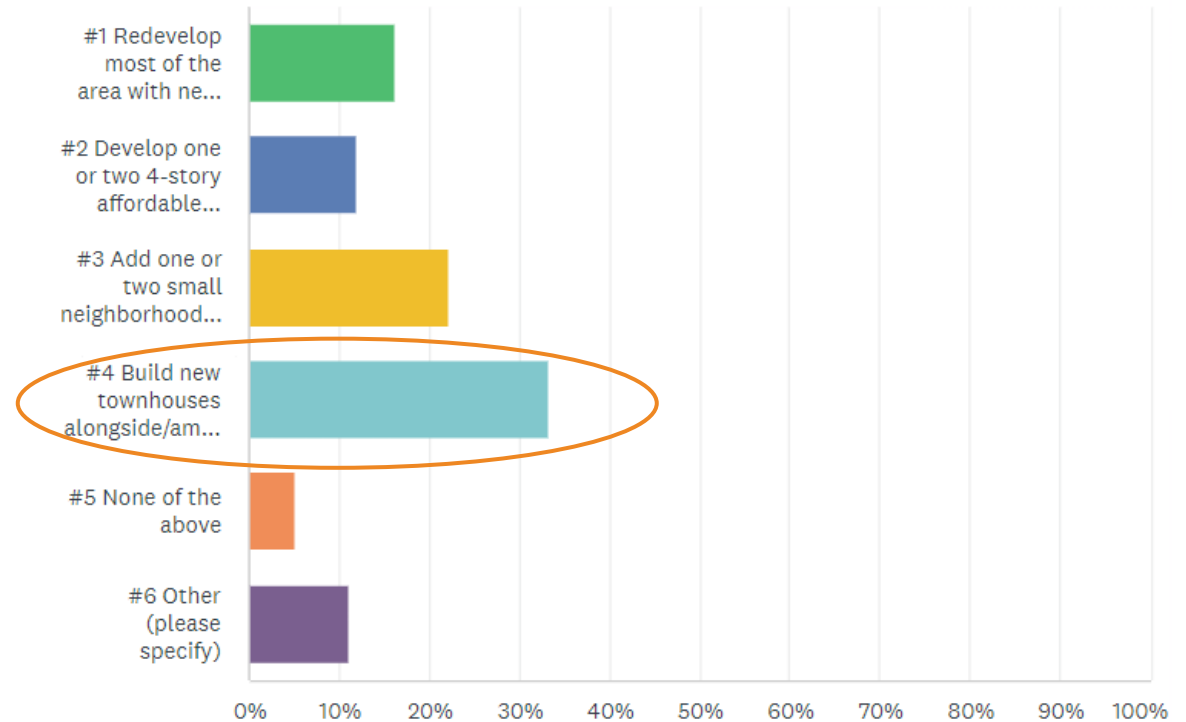
Workshop #4 Guidance

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



Survey Guidance

Clear preference for option #4

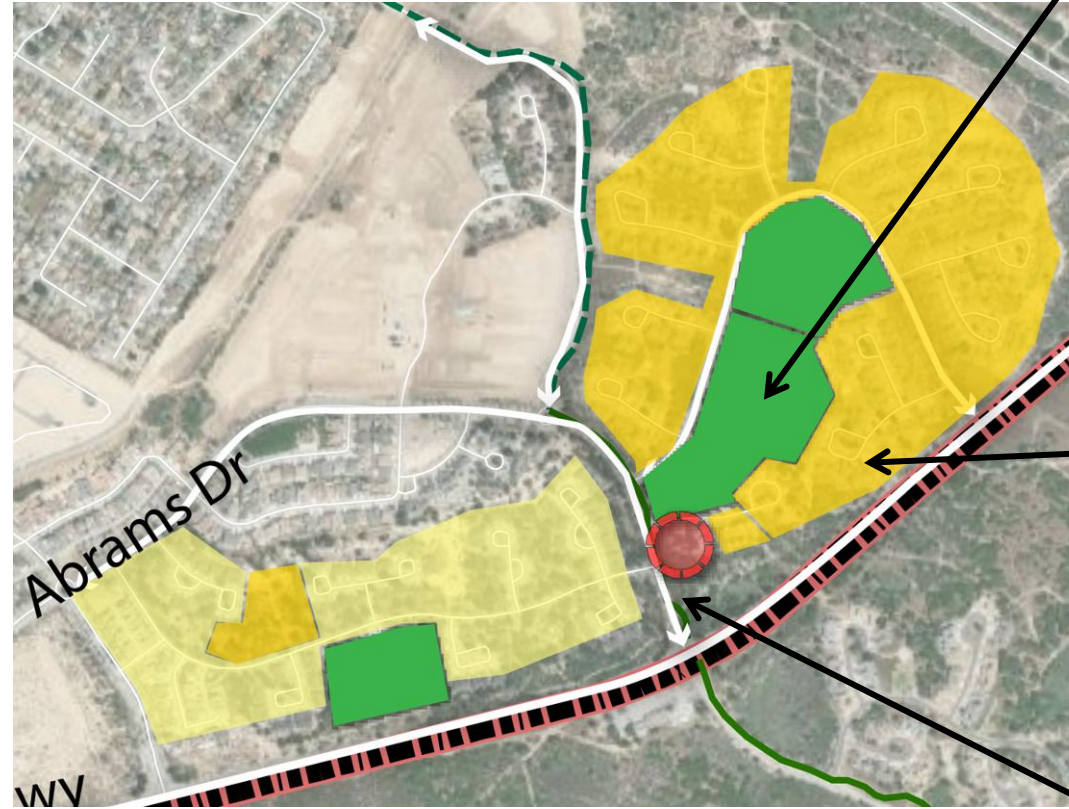


Preston/Abrams Park

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

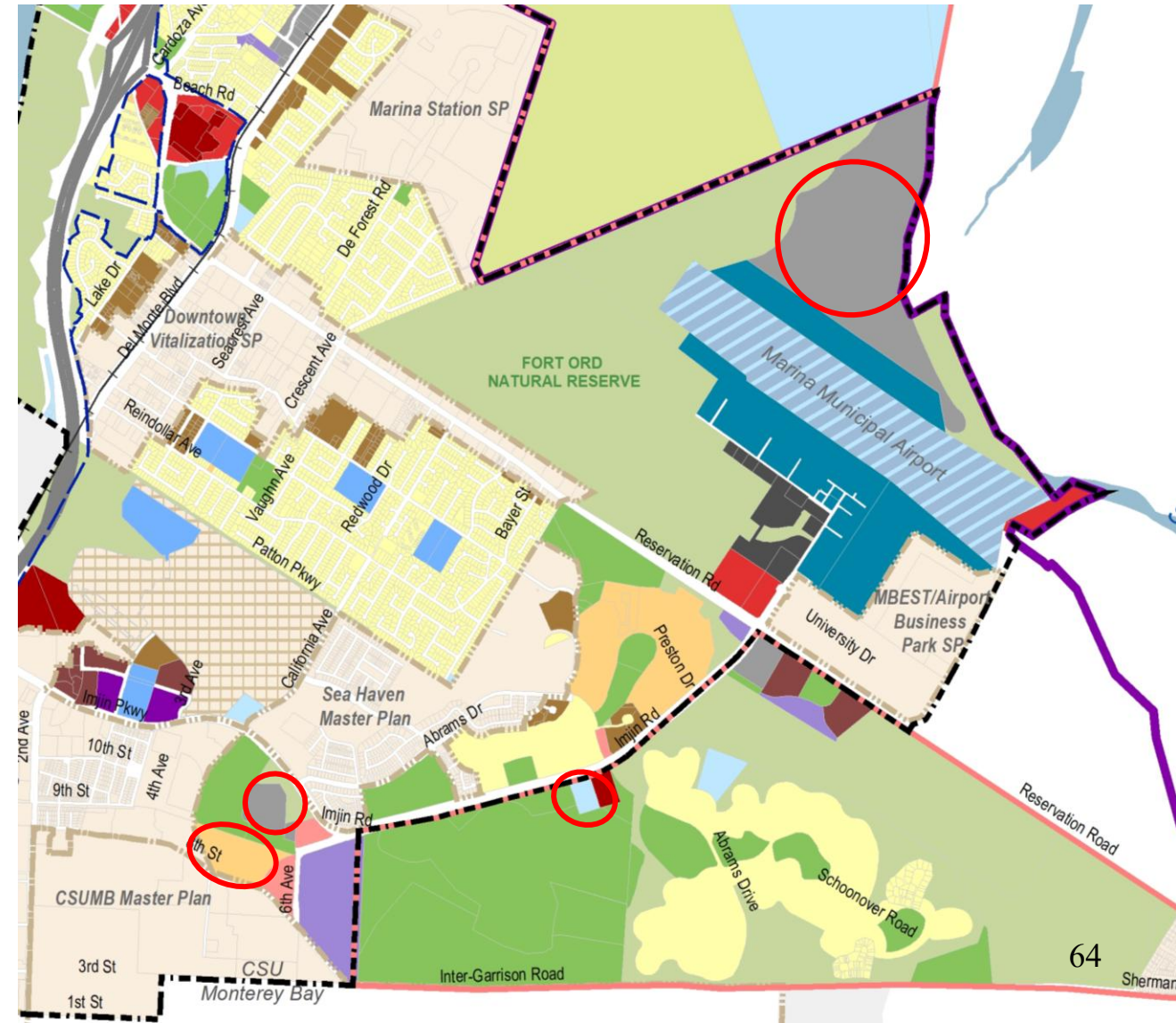
- Gradually redevelop most of the former military duplex housing into modern townhomes and multiplexes
- Avoid displacement of current long-term residents as redevelopment occurs
- Build out a sports complex with multiple athletic fields, concessions, viewing stands, and other recreational amenities/facilities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

EXHIBIT A

- 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

Proposed General Plan
Land Use Map



City Limits

Sphere of Influence

Urban Growth Boundary

Local Coastal Zone

Rail_Regional

Specific Plan Area

Parks Outside the City

Waterbody

Low Density Residential

Medium Density Residential

High Density Residential

Neighborhood Commercial

Visitor Serving Commercial

Regional Retail

Office/R&D Low

Office/R&D High

Mixed Use

Future Specific/Master Plan Area

Specific/Master Plan Area

Light Industrial/Flex

Aviation Support Low

Aviation Support High

Public Facility - Airport

Public Facility - Education

Public Facility - Civic

Parks & Recreation

Open Space

UGB Open Space

MARINA CALIFORNIA

Sources:
City of Marina (2023);
County of Monterey (2023);
CPAD(2021);
Urban Footprint (2023);
ESRI (2022);
USGS & NOAA (2016).

Marina 2045 Land Use Designations

Residential

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

Commercial

Map Color	Designation	Types of Uses	Supporting Visual	Density/ Intensity
	Neighborhood Commercial	Retail, restaurants, entertainment, office, and other services		0.2-0.5 FAR
	Visitor Serving Commercial	Hotels, restaurants, retail, and other visitor-serving uses		Up to 0.9 FAR
	Regional Retail	Big-box retailers, restaurants, auto-sales, and related uses		Up to 0.4 FAR
	Office/R&D Low	Offices, business parks, and research and development space		0.25-0.6 FAR
	Office/R&D High	Higher intensity offices, business parks, and research and development, and service commercial		Up to 1.2 FAR

Mixed Use

Map Color	Designation	Types of Uses	Supporting Visual	Density/ Intensity
	Mixed Use	Vertical or horizontal mixed-use with residential and/or commercial (including retail, restaurants, services, office, hotels)		Up to 0.9 FAR 15-35 du/ac

Industrial

Map Color	Designation	Types of Uses	Supporting Visual	Density/ Intensity
	Light Industrial/Flex	Maker space, warehousing, PDR, service commercial, medical, small laboratory space, and R&D		Up to 0.4 FAR
	Aviation Support Low	Aviation light industrial, warehouse, PDR, aviation office, and low intensity R&D		Up to 0.7 FAR
	Aviation Support High	Aviation, general industrial, PDR, high intensity high, airport-related uses		Up to 7.0 FAR

Special Uses

Map Color	Designation	Types of Uses	Supporting Visual	Density/ Intensity
	Future Specific/ Master Plan Area	Types of uses detailed in a Specific Plan or Master Plan		Defined in Specific/Master Plan
	Specific/ Master Plan Area	Types of uses detailed in a Specific Plan or Master Plan		Defined in Specific/Master Plan

Public Uses

Map Color	Designation	Types of Uses	Supporting Visual	Density/ Intensity
	Public Facility - Airfield	Marina Municipal airport runway		None defined
	Public Facility - Education	Public and private educational facilities		None defined
	Public Facility - Civic	Public facilities including civic center, library, police and fire stations, and post office		None defined
	Parks & Recreation	Public parks and recreation facilities		None defined
	Open Space	Preserved open space or farm land		None defined
	UGB Open Space	Preserved open space south of the Urban Growth Boundary (UGB)		None defined

Proposed Changes to the General Plan Land Use Designations

Attachment to City Council Staff Report

November 19, 2024

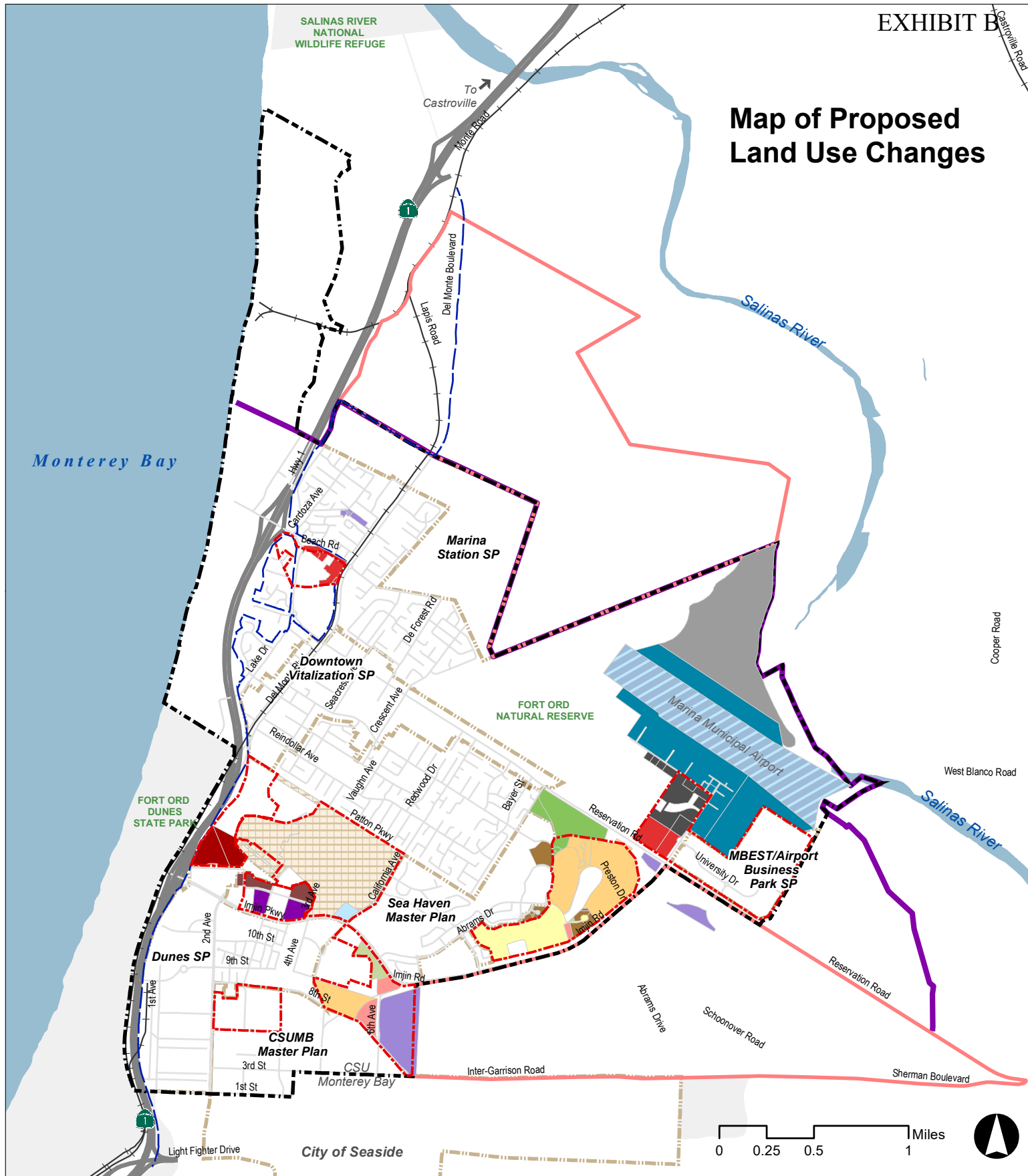


Current General Plan Designations	Proposed General Plan Designations	Rationale
Residential		
<u>Name and Maximum Density</u>	<u>Action Taken, Name and Maximum Density</u>	<u>Rationale</u>
Single Family Residential Average 5 du/ac	Low Density Residential Up to 7.5 du/ac	Change density to align with zoning
Neighborhood Edge Average 5 du/ac	<i>Remove designation</i>	This designation only applies to part of the Marina Station Specific Plan - this area is designated "Specific Plan"
Marina Heights Residential Average 5.5-6.5 du/ac	<i>Remove designation</i>	This designation is part of the Sea Haven Specific Plan - this area is designated "Specific Plan"
University Village Residential Average 8 du/ac	<i>Remove designation</i>	This designation is part of the Dunes Specific Plan - this area is designated "Specific Plan"
Neighborhood General Average 9 du/ac	<i>Remove designation</i>	This designation only applies to part of the Marina Station Specific Plan - this area is designated "Specific Plan"
--	Medium Density Residential 7.6-15 du/ac	New designation that aligns with zoning (R-2 and R-3)
Neighborhood Center Average 25 du/ac + retail	<i>Remove designation</i>	This designation only applies to part of the Marina Station Specific Plan - this area is designated "Specific Plan"
Village Homes High Density 30 du/ac	<i>Remove designation</i>	Only applies to 1 parcel, collapse this designation into the proposed "high density residential" currently called "multi-family"
Multi-Family Residential 15-35 du/ac	High Density Residential 15.1-30 du/ac	Renamed and modified to have no overlap with Medium Density Residential designation
--	Very High Density Residential 35.1-50 du/ac	New designation that aligns with Downtown Vitalization Plan and allows for future very high residential (no parcels currently designated)

Current General Plan Designations	Proposed General Plan Designations	Rationale
Commercial		
<u>Name and Maximum Density</u>	<u>Action Taken, Name and Maximum Density</u>	<u>Rationale</u>
Regional Sales and Service 0.25 – 0.4 FAR	Regional Retail Up to 0.4 FAR	Rename and modify FAR for clarity
Multiple Use Commercial 0.25 – 0.9 FAR	Mixed Use Up to 0.9 FAR and 15-35 du/ac	Rename and modify FAR for clarity
Mixed Use/Service Low Retail/Service	Neighborhood Commercial 0.2-0.5 FAR	Rename and modify FAR for clarity, remove residential component
Visitor-Serving 0.15 – 0.4 FAR	Visitor Serving Commercial Up to 0.9 FAR	Rename and modify FAR for clarity
Office/Research 0.25 - 0.6, varies by area	Office/R&D Low 0.25-0.6 FAR (0.9 FAR with bonus)	Rename and modify FAR for clarity
--	Office/R&D High Up to 1.2 FAR	New designation to allow higher intensity employment uses
Office	<i>Remove designation</i>	This designation is part of the Marina Station Specific Plan - this area is designated "Specific Plan"
Industrial		
<u>Name and Maximum Density</u>	<u>Action Taken, Name and Maximum Density</u>	<u>Rationale</u>
Light Industrial/Service Commercial	Light Industrial/Flex Up to 0.4 FAR	Rename and modify FAR for clarity
Industrial	<i>Remove designation</i>	This designation only applies to part of the Marina Station Specific Plan - this area is designated "Specific Plan"
--	Aviation Support Low Up to 0.6 FAR	New designation align with the Aviation Master Plan
--	Aviation Support High Up to 7.0 FAR	New designation align with the Aviation Master Plan

Current General Plan Designations	Proposed General Plan Designations Rationale	
Public		
<u>Name and Maximum Density</u>	<u>Action Taken & Name</u>	<u>Rationale</u>
Public Facility - Civic	Public Facility - Civic	No change
Public Facility - Education	Public Facility - Education	No change
--	Public Facility - Airfield	New designation for airport runway
Public Facility - Proposed Education	<i>Remove designation</i>	Collapsed into "public facility - civic"
Public Facility - Other	<i>Remove designation</i>	Collapsed into "public facility - education"
Parks and Open Space		
<u>Name and Maximum Density</u>	<u>Action Taken & Name</u>	<u>Rationale</u>
Agriculture	Agriculture	Applied to land outside the city's planning area (no parcels designated in City)
Public Parks and Recreation	Parks and Recreation	No change
Habitat and Open Space	Open Space	No change
UGB Open Space	UGB Open Space	No change
Golf Course OS	<i>Remove designation</i>	The formerly designated area has been changed to be consistent with the Airport Master Plan
Specific/Master Plan		
<u>Name and Maximum Density</u>	<u>Action Taken & Name</u>	<u>Rationale</u>
--	Specific/Master Plan Area	New designation for all adopted specific/master Plan areas
--	Future Specific/Master Plan Area	New designation to identify areas that require a future specific/master plan

Map of Proposed Land Use Changes



 Areas of Discussion	 Office/R&D Low	 Aviation Support High	 City Limits	 Waterbody
 Low Density Residential	 Office/R&D High	 Public Facility - Airfield	 Sphere of Influence	
 Medium Density Residential	 Mixed Use	 Public Facility - Education	 Urban Growth Boundary	
 High Density Residential	 Future Specific/Master Plan Area	 Public Facility - Civic	 Local Coastal Zone	
 Neighborhood Commercial	 Specific/Master Plan Area	 Parks & Recreation	 Rail_Regional	
 Visitor Serving Commercial	 Light Industrial/Flex	 Open Space	 Specific Plan Area	
 Regional Retail	 Aviation Support Low	 UGB Open Space	 Parks Outside the City	



Draft Citywide Land Use Policies

Land Use and Complete Community

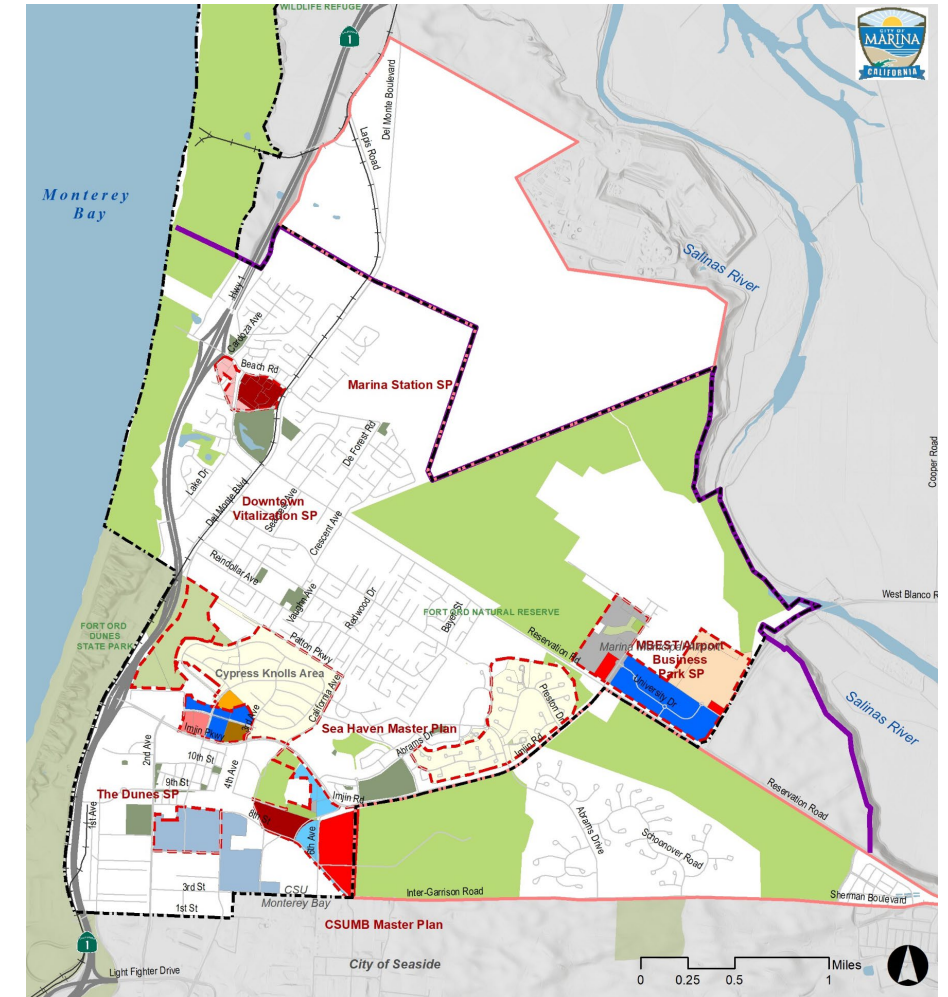
Goals/Topics:

- 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
- Enhance key gateways
- Walkable, Thriving Downtown
- Sustainable and attractive buildings



Goal 1: Focused growth and sustainable infill

- a. Focus all new growth as infill within the Urban Growth Boundary through 2040
- b. Mitigate impacts of development within the UGB on biological resources, balancing growth with habitat conservation
- c. Prohibit or restrict development where natural conditions present a serious threat
- d. Separate major new developments from existing neighborhoods with open space



Goal 2: Build new neighborhoods thoughtfully

- a. Integrate new housing into the City fabric
- b. Prohibit or limit gated communities
- c. Limit block lengths or use mid-block alleys to break up long blocks
- d. Require connecting pedestrian and bicyclist paths at all cul-de-sacs
- e. Require new parks, indoor/outdoor recreation, open space, and/or FORTAG or other greenways/trails
- f. Require new “missing middle” housing
- g. Provide setbacks or open spaces between existing neighborhoods and new higher-density developments
- h. Ensure new developments pay their share of additional public service costs



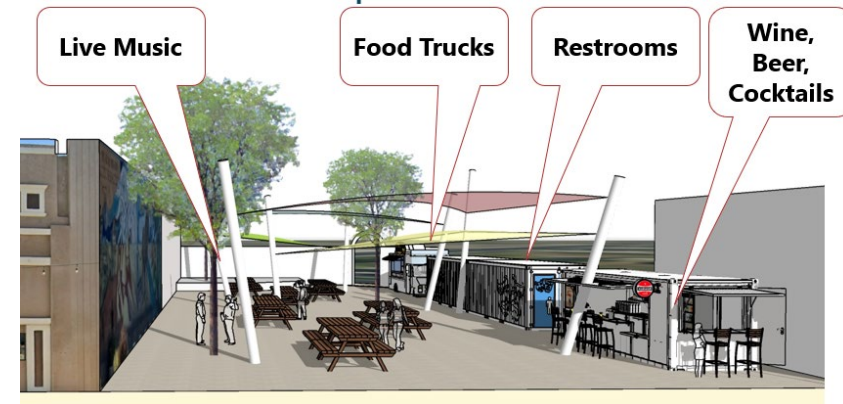
Goal 3: Creating community gathering places

- a. Support the development of public gathering places in:
- 1. Downtown destinations
 - 2. Arts/Civic Village in U.V.
 - 3. “Promenade” in U.V.
 - 4. Public gathering place in the heart of Cypress Knolls
 - 5. Civic Center
 - 6. Dunes Park & Sports Center
 - 7. Marina Equestrian Center
 - 8. Preston Park sports complex



Goal 3: Creating community gathering places

- b. Attract new sit-down dining and entertainment uses
- c. Allow mixed-use buildings in multiple land use designations
- d. Enforce standards for retail and active uses in gathering places (that prioritize pedestrians)
- e. Include public gathering places and active & passive recreation in the Civic Center
- f. Avoid “strip” commercial; promote “park once” places where multiple activities can be accessed without driving



Goal 3: Creating community gathering places

- h. Enhance public spaces and major streets in Marina through branding, landscaping, and façade revitalization
- i. Design the City's major corridors with a consistent streetscape appearance and prioritize public realm improvements, mobility enhancements, and pedestrian amenities along these corridors
- j. Highlight and preserve public views of the coastline
- k. Construct memorials that pay homage to Military past
- l. Expand the urban tree canopy along major corridors and in gathering places
- m. Require developments to use walkable design practices



Goal 4: Improving existing neighborhoods

- a. Establish a distinctive identity for neighborhoods in Central & North Marina
 - Add traffic calming & widen/complete sidewalks
 - Establish more mini-parks in Central Marina
- b. Promote the development of ADUs by:
 - Providing pre-approved ADU plans
 - Allowing ADUs to be sold separately from the primary residence
- c. Streamline approval of “missing middle” infill that meets objective standards
- d. Ensure appropriate setbacks, landscaping, and transitions between single-family neighborhoods and higher-density infill housing
- e. Maintain attractive buffers between residential and non-residential uses



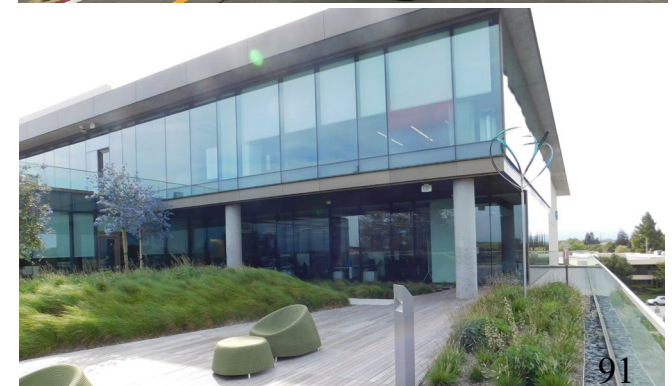
Goal 5: High quality and affordable housing

- a. Expand where missing-middle housing is allowed (esp. in Cypress Knolls, 8th Street, & Preston Park)
- b. Support infill in Central Marina that meets objective standards
- c. Encourage and attract housing geared towards veterans, seniors, and low income-households
- d. Ensure pedestrian/bicycle connections to new and planned parks, open space, and trails



Goal 6: Foster living wage jobs

- a. Attract R&D, light industrial, niche manufacturing, & medical office uses
- b. Expand existing & attract new innovative and complementary airport-oriented uses
- c. Facilitate development of jobs related to science and technology to leverage CSUMB + UC MBEST
- d. Promote hotels, long-term temporary lodging, and other visitor-serving uses



Goal 7: Enhance key gateways

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Goal 8: Walkable Thriving Downtown

- a. Create a destination in Downtown through a catalytic site project or programming
- b. Attract entertainment, live-work units, and retail/services
 - Concentrate retail, personal services, and business services along Del Monte and Reservation Road
- c. Transform Downtown into a pedestrian-oriented shopping environment by reducing driveways & curb cuts
- d. Upgrade Del Monte Boulevard's streetscape and image
- e. Prohibit drive-through uses along Del Monte and Reservation
- f. Build neighborhood-serving mini-parks and plazas
- g. Encourage outdoor public spaces/plazas in new developments

Downtown Vitalization Specific Plan

City of Marina, California • April, 2024



Goal 9: Sustainable + Attractive Development

- a. Adhere to new Objective Design Standards
- b. Promote a diversity of architectural styles
- c. Promote green building practices





Monterey Bay Investments, LLC

December 31, 2024

Alyson Hunter, AICP
Planning Services Manager
City of Marina
209 Cypress Avenue
Marina, CA 93933

Via Email and US Mail

RE: Tallen Marina Landing GDU and LCP Amendment

Dear Alyson,

Per our productive conversation of December 18, 2024, I am writing to the City of Marina to respectfully request that you distribute this communication to the Advisory Board Members, City Council and Planning Commission, Raimi & Associates (GPU), EMC (LCP) and others as appropriate to include my property (APN: 033-111-040-000) and the property owned by the Indiana University Foundation (IUF) (APN: 033-111-039-000) (parcels 1 and 2 on the attached parcel map) into your Local Coastal Permit Update and Amendment with a residential property overlay to allow for both medium density housing and high density housing for these two parcels. Parcel 1 is the IUF parcel and Parcel 2 is the Tallen parcel.

We have not been included in any of the GPU outreach efforts to date and as such we also ask that you include me, Daniel Dokhanian and Partick McAleer in any and all local and neighbor outreach or discussions about the properties and allow us to provide our perspectives and to speak at the upcoming City Special Session City on January 9, 2025. The purpose of this request is to allow for the utilization of our 5.11- acre property as well the IUF's 29,500 SF parcel under the Local Coastal Permit Amendment in the very near term. Please confirm that we will be included in 100% of all of the outreach processes and communications in regard to the GPU and LCP Amendment.

In regard to the GPU, our request is to either categorize our property with a new designation to be either an "Urban Village" or a "Mixed-Use" designation for the site. For the residential, we are seeking entitlements for the option to develop: i.) up to 82-90 town homes, a version of which is attached and/or ii.) 265-unit luxury multifamily project or some variety of each. In any regard, each project would have a 20% affordable component by law with a 20% density bonus by right. We are thinking that "Teacher Housing" or Veteran Housing would be ideal for this site.

Raimi & Associates suggested that the property be considered a “Gateway Project” and we believe that that highly unusual zoning designation would be a kiss of death for the project. No one knows what Gateway means and for retail, restaurants and housing, all would steer clear of such an unpopular and rarely used zoning designation.

Based upon our many conversations with the you and other City leaders, we understand that our properties are controlled by the LCP, however, we don’t want to have any future obstacles with the General Plan as we enhance the zoning to the property to allow it to finally be useable after 18-long years of investment in the community as a long awaited amenity for the residents and visitors alike in Marina.

We are also confirming that the LCP is the one and only Regulatory body with any jurisdiction over the use and operation of our properties.

Project History:

As you are aware in 2006, via a long-term ground lease, I brought Walmart, the largest Retailer in the World to Marina on my property as we were able to convince Walmart that Marina is a viable retailing destination for their specific offerings. We were correct in our assumptions and now Walmart is one of the paramount sales tax producing businesses in Marina.

Now over the last 18-years, with the exception of the Quick Quack Car Wash, no other retailers or commercial users of “any type” except for residential investors and developers have made offers to join our 180-Beach Road property for the following reasons:

- The choppy and odd configuration of the site does not lead to retail development.
- The site is below grade on 100% of del Monte and below grade on most of the rest of our properties.
- Retailers and restaurants feel that it is “down in a hole” with limited access and visibility.
- Very low traffic counts on Beach Road.
- Small population.
- Weak demographics due to the proximity Monterey Bay, i.e ”fish don’t shop.” The bay kills the retailers demographic analysis.
- Poor configuration and limitations on my relatively small 5.11-acre parcel.
- Walmart sells everything that most other retailer’s sell and for much less money.
- Walmart is known as the displacer of small businesses: <https://www.bloomberg.com/news/articles/2012-09-14/radiating-death-how-walmart-displaces-nearby-small-businesses>
- The “Walmart Effect” means that Walmart forces other retailers out of business and puts downward pressure on wages” Link: <https://www.investopedia.com/terms/w/walmart-effect.asp#:~:text=The%20Walmart%20Effect%20is%20a,reducing%20wages%20for%20competitors%27%20employees.>
- The huge success of the Dunes and the significant amount of peripheral retail that has been developed at the Dunes. Retailers seek to locate near other retail and with the much larger land mass available for retail at the Dunes, the success at the Dunes has virtually killed and retail in north Marina.

- Not only has my site been damaged by the success of the Dunes and peripheral retail but also the retail along Reservation and Del Monte is suffering as well as all of the critical mass and draw is at the enormous Dunes project.
- The City steered Trader Joes to the Dunes and never worked with us or any other property owners in north Marina to bring Trader Joe's to this part of town. Why? Because the leadership knows that Trader Joes would never come to this site and would only go to the Dunes.
- My site can bring in the much-needed middle market housing opportunities, market rate and affordable housing that is so desperately needed in CA. Affordable teacher housing would be a good start.
- The two outparcels that we discussed with El Pollo Loco and the Padrick brokers a few weeks have been on the market for 20+ years still don't have a single tenant due to these reasons and the pathetically low traffic counts on Beach Road. These parcels owners will need my and Walmart's formal approval to develop in their parcels and I am willing to provide them with the necessary approvals once we are entitled for residential.
- No interest, whatsoever, in the property from any retailers.
- We know that the Downtown Revitalization Plan is very important to the City and it will never get off the ground unless we provide housing in this part of town to provide the consumer base to fuel future retail sales.

We can assure you that this is a residential site and not a retail site. If it were a retail site then it would have been developed as retail. My land with the exception of the Brown Build Farm has been vacant since the beginning of time. Think about this aspect of underutilized land in a growing City. The over zoning of retail at the Dunes has taken all of the retail demand and will continue to do so. The over zoning of residential uses at Sea Haven and Marina Station now creates the need for more sales tax revenue and our properties are being unduly burdened by "antiquated zoning" for our Beach Road properties.

I have personally invested over \$10,000,000 in this great community and even brought Walmart, the largest retailer in the world (and one of Marina's highest sales tax providers) to Marina in 2007. Now due to these reasons outlined above, I need something in return. I've done my part and ask that you grant our practical requests to cure these zoning abnormalities and logistical and to allow this great mixed-use coastal development site to get off the bench after 18-years of the unproductive and futile attempts of chasing commercial uses and allow us to make the property a wonderful amenity to the residents, students, teachers and visitors of Marina.

Best regards,

Monterey Bay Investments, LLC



Terrence Tallen
Founder & CEO