



# CITY OF MARINA DEVELOPMENT SERVICES DEPARTMENT

## DOWNTOWN VITALIZATION

JANUARY 2011



### Project Summary

Downtown Vitalization is a priority Central Marina project. The goal is to create a Downtown District

where the first business community of the Marina area began in the early 1900's. The City's focus will begin within the Reservation Road corridor, between the intersections of Del Monte Boulevard and De Forest Avenue including the Marina Main Post Office and future Monterey Salinas Transit (MST) countywide hub and mixed use development.

The boundary of the Downtown Vitalization District is defined by the parcels along the North side of Reservation Road, the West side of Del Monte Boulevard, and the South side of Reindollar Avenue, west of Sunset Avenue. The entire district is approximately 225 acres in area. Proposed uses for this Vitalization District include mixed-use commercial/residential, residential, recreational, and civic uses.

### Project History

From the late 1970's through the 1990's, numerous surveys, workshops and studies were completed in an attempt to revitalize the City's existing commercial areas, especially after the closure of Fort Ord. Recently several projects have helped revitalization of Marina's commercial area along Del Monte Boulevard and Reservation Road, including the MST Station, the adjacent mixed use projects and the Ramada Inn.

Creation of an attractive pedestrian-friendly and visitor-serving commercial district is key to Marina's evolving identity and image. Clearly, the creation of a Downtown Core along Reservation Road will require significant physical changes to the existing wide, auto-oriented thoroughfare.

### Project Team

Downtown Vitalization is a key City Strategic Development Project. Lead on the City's development team is Doug Yount, Director of Development Services, along with Director of Community Development Christi di Iorio, and Luke Connolly, Project Manager. The consultant team is headed by Rincon Consultants and includes Keyser Marston Associates and Applied Development Economics.

### Project Schedule

It is anticipated that the Downtown Vitalization project will be developed over a 20-30 year time period, as funding and redevelopment opportunities become available. The first phases of the overall Downtown Vitalization program were reflected in the Downtown Vision and Guidelines. Presently, the City is preparing a Downtown Specific Plan, Environmental Impact Report (EIR), and accompanying Planning documents for approval in Fall 2010.

### Downtown Vitalization Project Manager

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