

Design Fort Ord

Regional Urban Design Guidelines (RUDG)

Welcome Back!



DOVER, KOHL & PARTNERS
town planning

Strategic Economics
Alta Planning + Design
National Charrette Institute
Helix Environmental Planning
Jeff Speck & Peter Katz
Civitas & Pinnacle Advisors Real Estate
UrbanAdvantage

agenda

- welcome
- why we are here
- what happened this week
- design guidelines: ideas so far

draft

**questions
remain**

the conversation



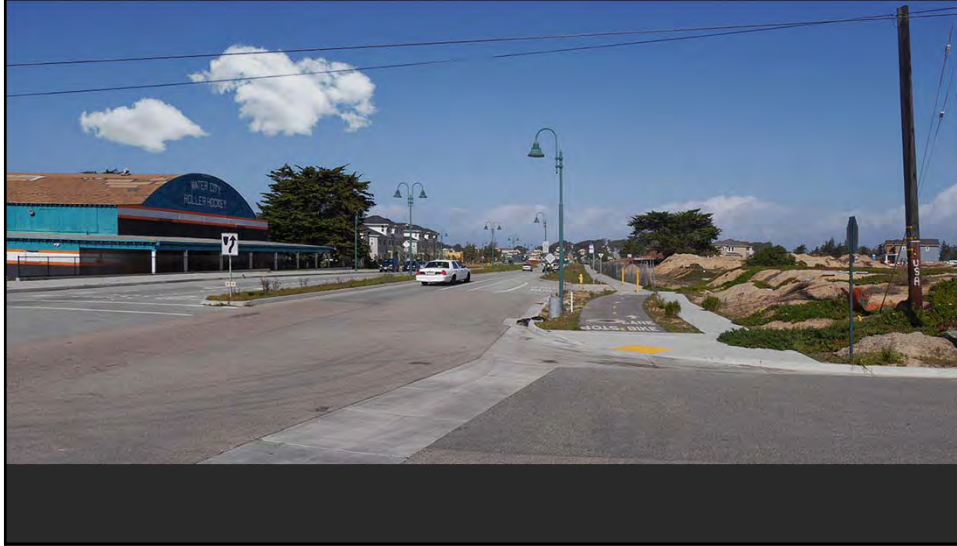
listening to the land



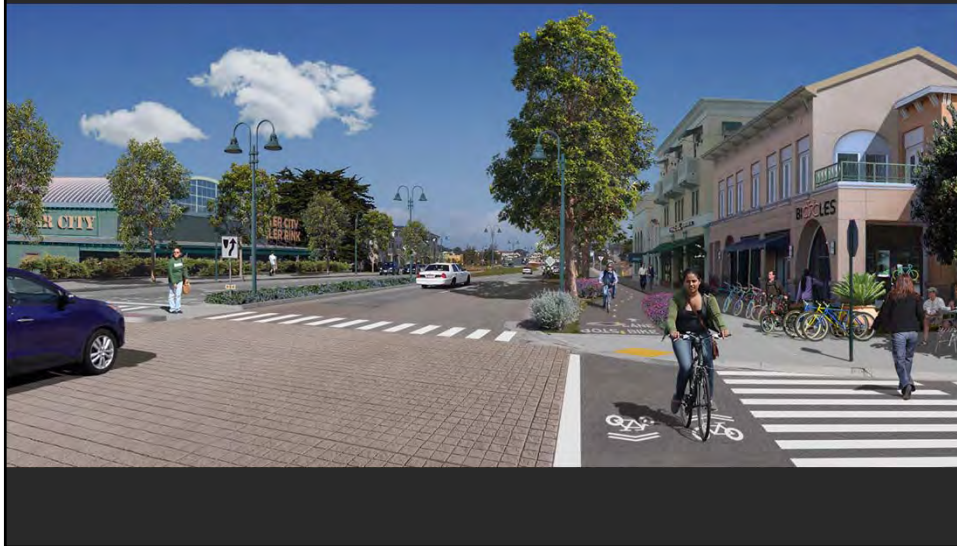


what if...

Fort Ord, CA
2nd Avenue



Fort Ord, CA
2nd Avenue



charrette schedule (2.2.15 - 2.11.15)

Livability Forum

Kick-off & Hands-on Design Session

Tuesday, February 2: 1 PM to 4:00 PM & 6 PM to 9 PM

Open Design Studio & Technical Meetings

Tuesday, February 2 to Tuesday, February 10: 10 AM to 6 PM
(Closed Sunday)

Open House

Monday, February 9: 6 PM to 8 PM

Work-in-Progress Presentation

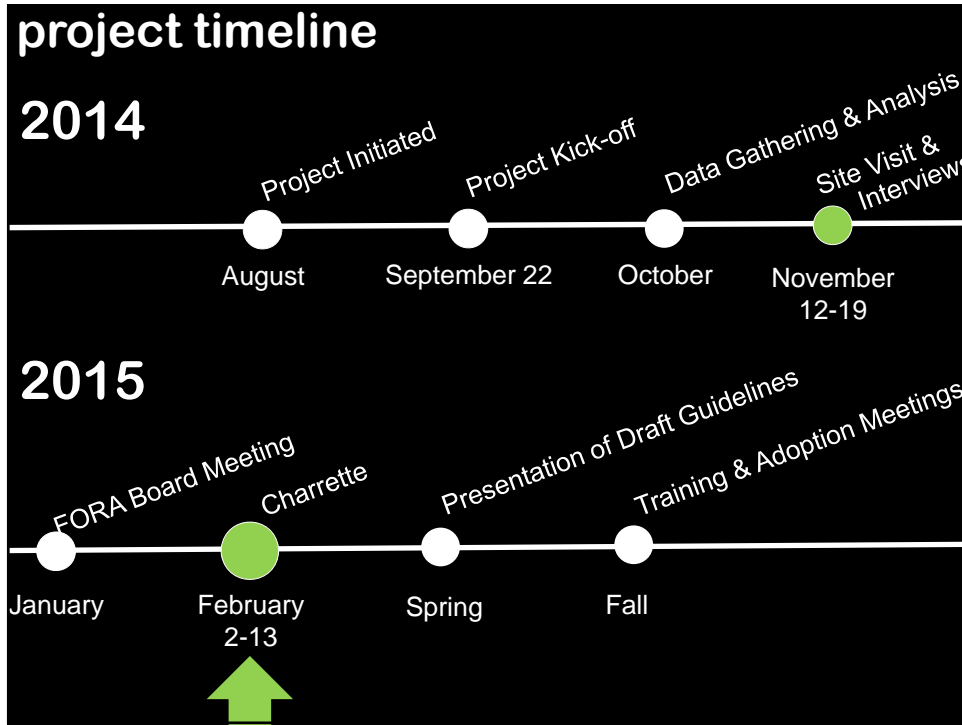
Wednesday, February 11: 6 PM to 8 PM



Location: FORA Headquarters: 920 2nd Avenue, Marina

our focus

- gateways
- centers
- corridors
- trails



trails symposium

180+ people



January 2015

hands-on

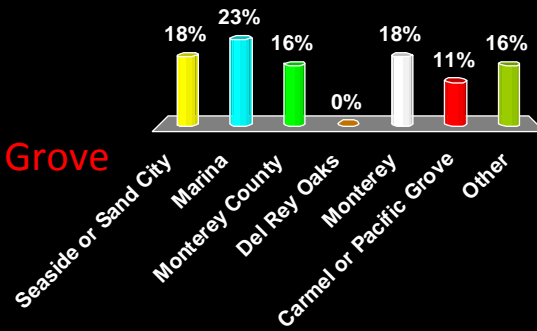
70+ participants



February 3, 2015

In what part of the region do you live?

1. Seaside or Sand City
2. Marina
3. Monterey County
4. Del Rey Oaks
5. Monterey
6. Carmel or Pacific Grove
7. Other

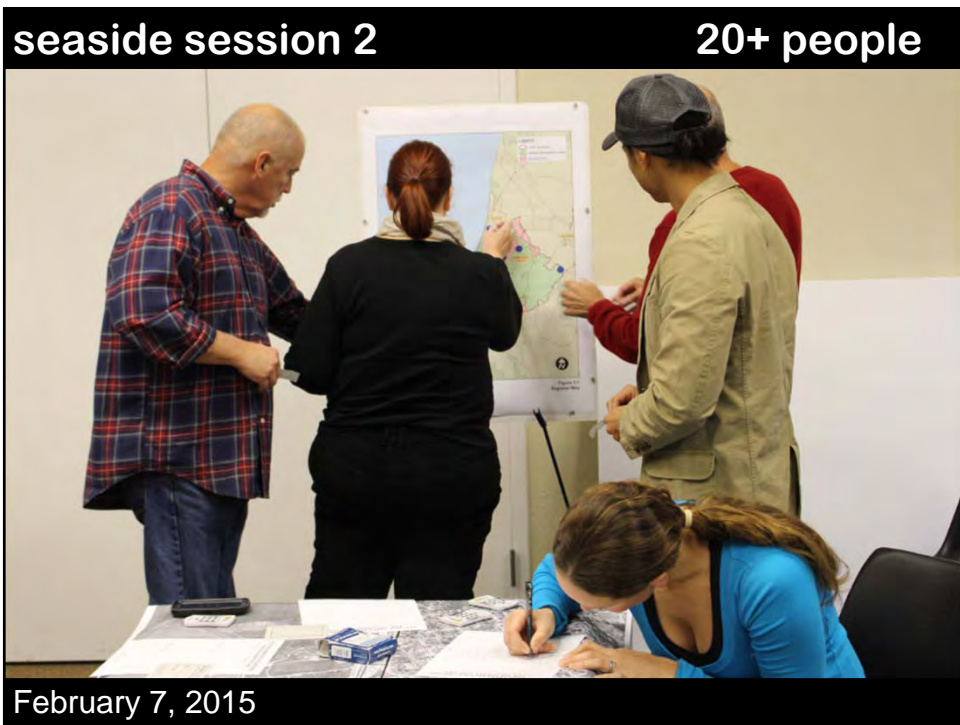
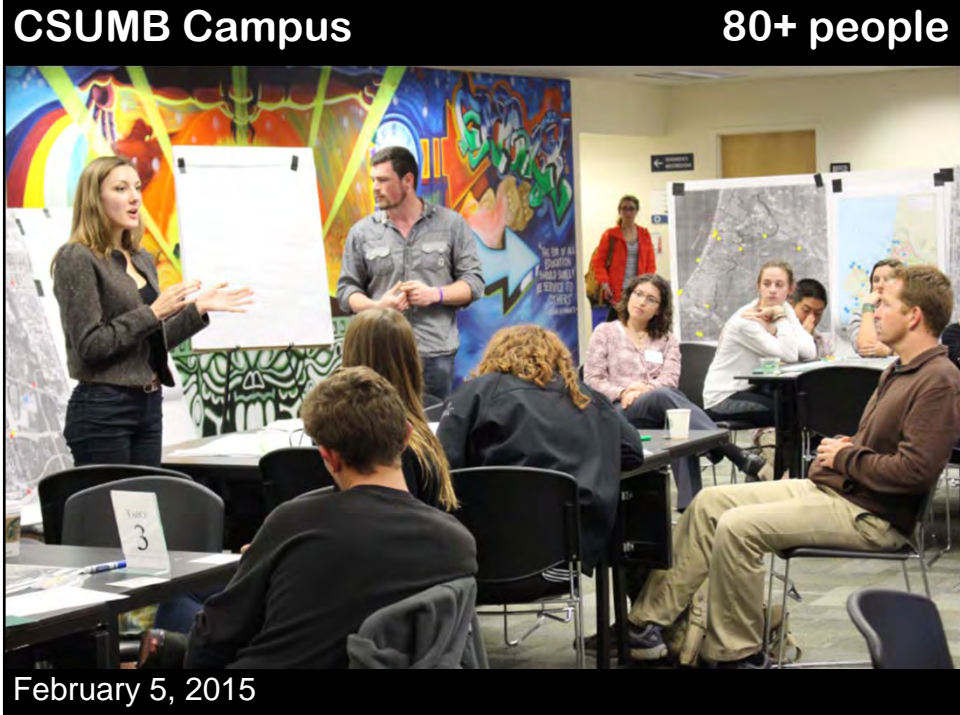


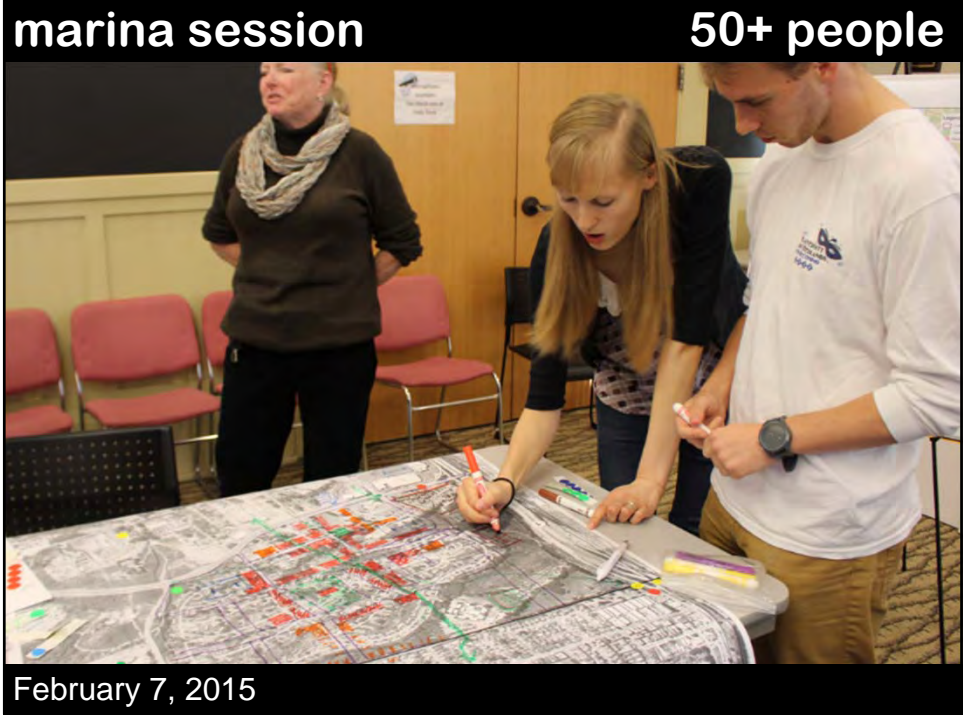
seaside session

50+ people



February 4, 2015





FORA municipalities

- Seaside
- Monterey
- Marina
- Monterey County
- Del Rey Oaks
- Sand City
- Salinas
- Pacific Grove
- Carmel-by-the-Sea



open house

60+ people



February 9, 2015

open studio



Studio at FORA

open studio



Studio at FORA

25+ stakeholder meetings



25+ stakeholder meetings

Cal State Univ (CSUMB)

Local Developers

Seaside University Village,
The Dunes, Monterey Downs,
Marina Heights, MBEST
Del Rey Oaks RV Park

Diverse Communities Reps

Bicycle & Trail Advocates

US Army

Legislative Representatives

Habitat Conservation Plan Reps

RUDG Task Force

Transportation Agencies

Neighbor Representatives

Conservation Advocates

FORA Voting Members

Marina, Seaside, Del Rey
Oaks, Sand City, Monterey,
Monterey County, Salinas,
Pacific Grove, Carmel-by-
the-Sea

Youth Hostel Owner

MBEST

in-person participation to-date



1,180+
studio visitors,
meeting attendees,
hands-on participants

Virtual Town Hall: Design Guidelines



Welcome to *FORA Regional Urban Design Guidelines*.
This site is dedicated to the process of completing regional urban design guidelines on the former Fort Ord, Monterey Bay Area, CA.

[Connect with Facebook](#) or [Sign Up with Email](#)

Visualizing The Future: Setting Goals Posted Oct 1 1 Interaction 260 Days Remaining



What is your vision for the physical appearance of the former Fort Ord?

Description


What is your expectation for the long-term appearance and character of the former Fort Ord in the Monterey Bay region?

The Most Active Ideas

1. [An open public process](#)
2. [Seamless integration of public transit](#)
3. [that someday Ft. Ord look as good as shown in the Reuse Plan](#)

FORA.MINDMIXER.COM

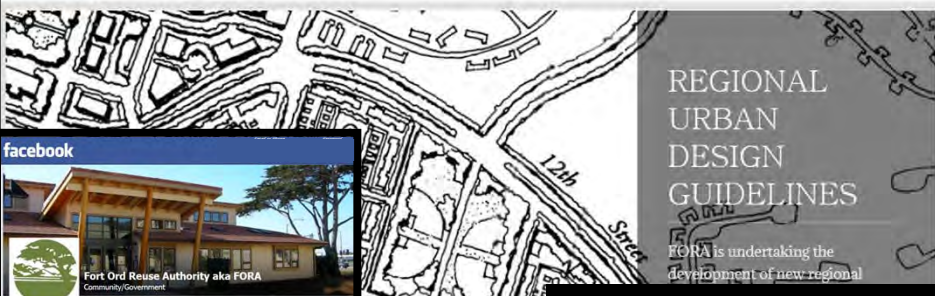
website & social media




HOME FORA BOARD / COMMITTEES DEPART

FORA @FortOrdReuse Sep 18
#FortOrd Plan Kicks Off : FORA beginning process of updating the former Regional Urban Design Guidelines @doverkohl bit.ly/Xp69rF

Ord Forward @OrdForward 19 Sep
Rick Bernhardt talking about Baldwin Park FL Base #Reuse #NewUrbansim #FortOrd @CSUMB pic.twitter.com/vxnHSK0d8q Retweeted by FORA



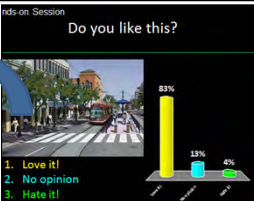

REGIONAL URBAN DESIGN GUIDELINES
FORA is undertaking the development of new regional




facebook
Fort Ord Reuse Authority aka FORA
Community Government
101 likes

2,650+ new visitors
(webpage views, likes, new followers, youtube views)

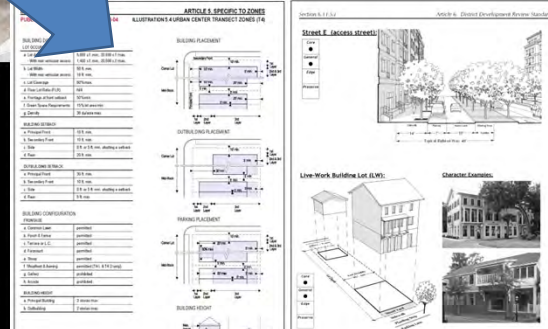

making guidelines



1. Love it! 83%
2. No opinion 13%
3. Hate it! 4%



What is your vision for the physical appearance of the former Fort Ord?

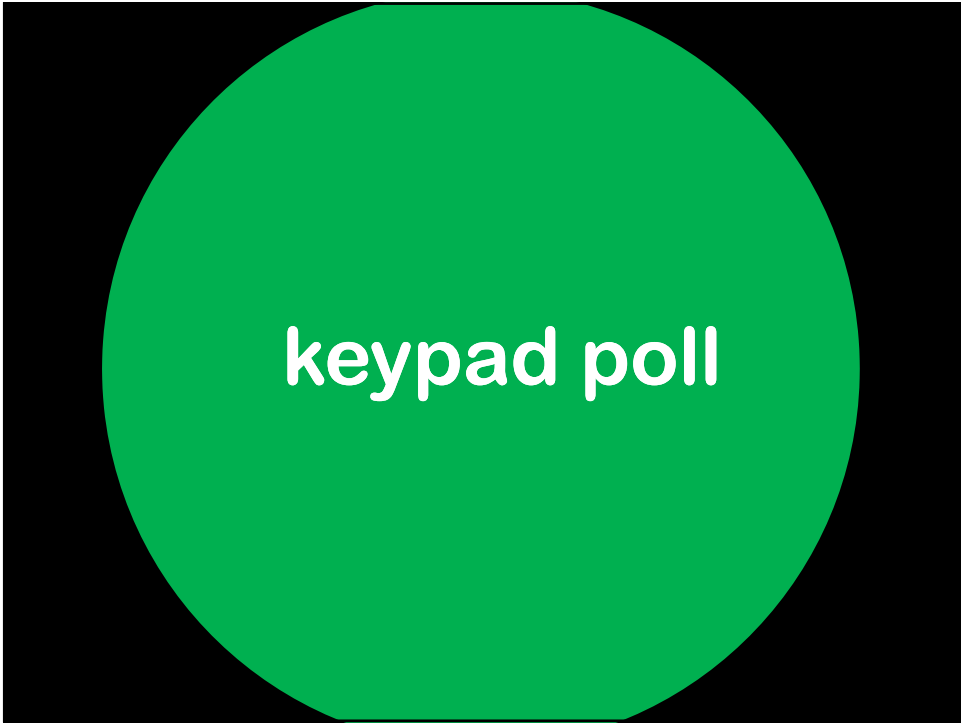


ARTICLE 6. SPECIFIC TO ZONES
ILLUSTRATION 4. URBAN CENTER TRACT ZONES (U4)

Street E (access streets)

Live-Work Building Lot (LW)

Character Examples



ONE WORD
that comes to mind about the
FORMER FORT ORD

NOW: _____

IN THE FUTURE:

(in my vision)

200+ responses

**One Word that comes to mind
about Former Fort Ord TODAY...**



A word cloud visualization of responses to the question 'One Word that comes to mind about Former Fort Ord TODAY...'. The words are arranged in a cluster, with 'opportunity' being the largest word in blue. Other prominent words include 'blight' in green, 'wild' in blue, 'disconnected' in blue, 'barren' in blue, 'abandoned' in blue, 'desolate' in blue, 'recreation' in blue, 'neglected' in blue, 'decrepit' in blue, 'beautiful' in blue, 'green' in blue, 'nature' in blue, 'buildings' in blue, 'empty' in blue, 'confusing' in blue, 'blighted' in blue, 'disconnected' in blue, 'changing' in blue, 'remote' in blue, 'nature' in blue, 'in' in blue, 'bay' in blue, 'sanctuary' in blue, 'military' in blue, 'space' in blue, 'unloved' in blue, 'ugly' in blue, 'asset' in blue, 'messy' in blue, 'wind' in blue, 'jobs' in blue, 'dangerous' in blue, 'lost' in blue, 'trees' in blue, 'non-inclusive' in blue, 'peaceful' in blue, 'reuse' in blue, 'hugedump' in blue, 'divided' in blue, 'pavements' in blue, 'segmented' in blue, 'forlorn' in blue, 'beauty' in blue, 'ours' in blue, 'tangled' in blue, 'fun' in blue, 'old' in blue, 'monument' in blue, 'deteriorated' in blue, 'order' in blue, 'rustic' in blue, 'poor' in blue, 'underutilized' in blue, 'failure' in blue, 'potential' in blue, 'progress' in blue, and 'natural' in blue.

200+ responses

One Word that comes to mind about Former Fort Ord in the FUTURE...

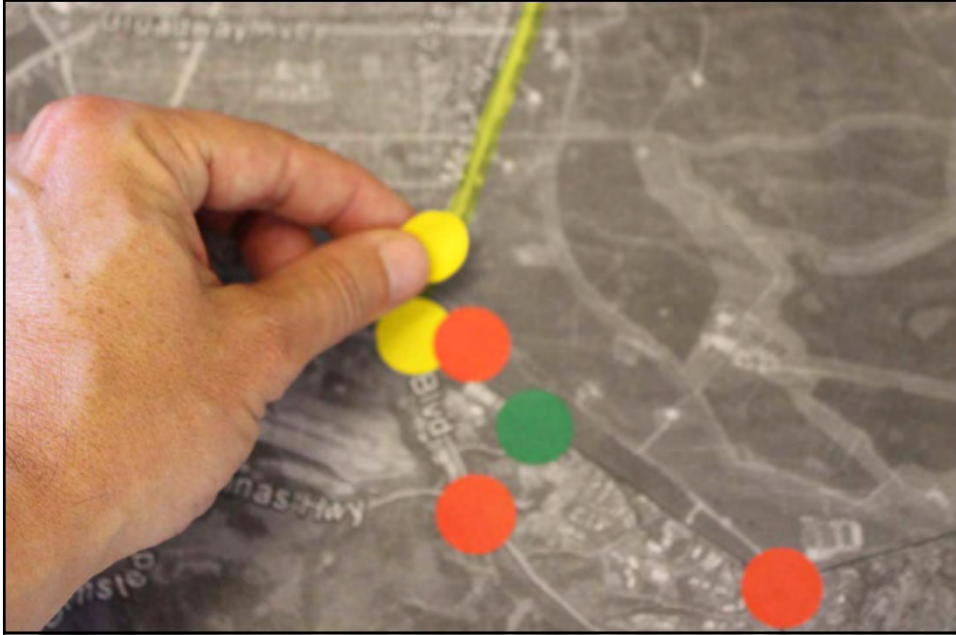


200+ responses

reoccurring themes in what we heard....

- **balanced transportation & better connectivity**
bikes, pedestrians, horses, transit; enhance existing corridors; improve trail connectivity; "one marina" from two, connect Seaside East
- **destination centers & notable gateways**
enhance existing gateways, build new complete centers
- **lasting economic development** DRAFT
fill the gap left by the fort closing, be more than a one-industry region, be more than a bedroom communities, add quality jobs
- **preserved landscapes with increased access**
preserve & protect, trailheads adjacent to development; clear entrances to national monument
- **build in a way that adds to campus life**
CSUMB (and other educational facilities) are growing, give students a unique campus experience

the dots



framework



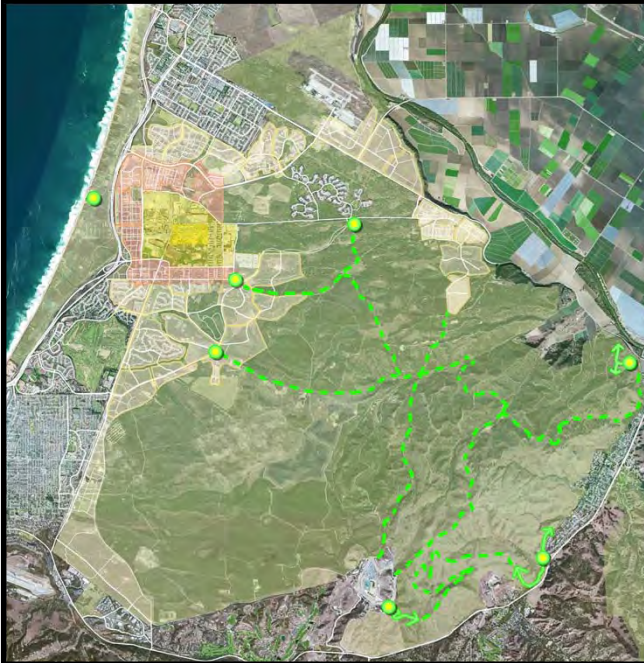
Protected areas are shaded in Green

The CSUMB Campus is shaded in yellow

The urbanizing area surrounding CSUMB is shaded in pink

DRAFT

framework



Existing or Currently
Planned Trailheads
connect to the
existing Fort Ord
Monument Trails

DRAFT

framework



These are the
suggested trails
outside of the Fort
Ord Monument

These routes will vary
in character and type

DRAFT

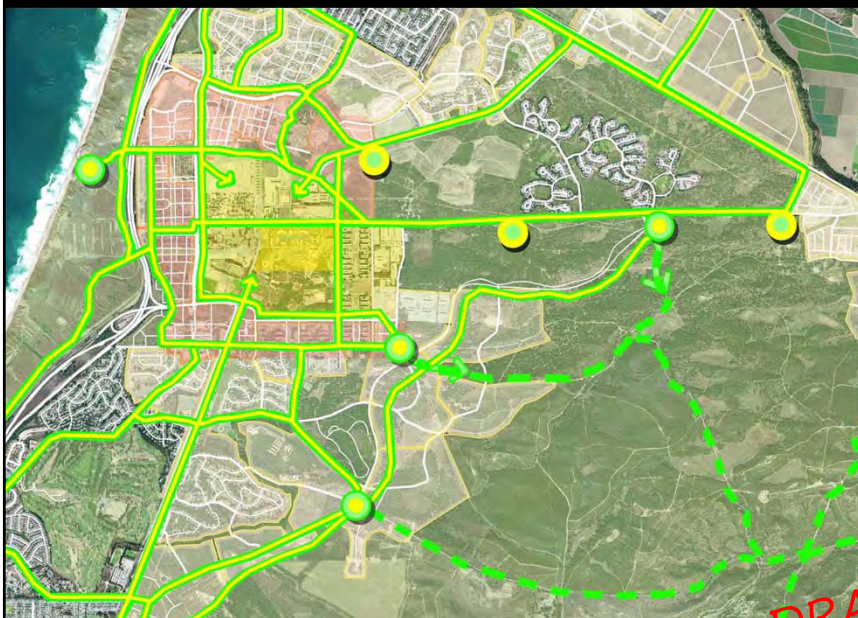
framework



Additional Trailheads are recommended to add accessibility

DRAFT

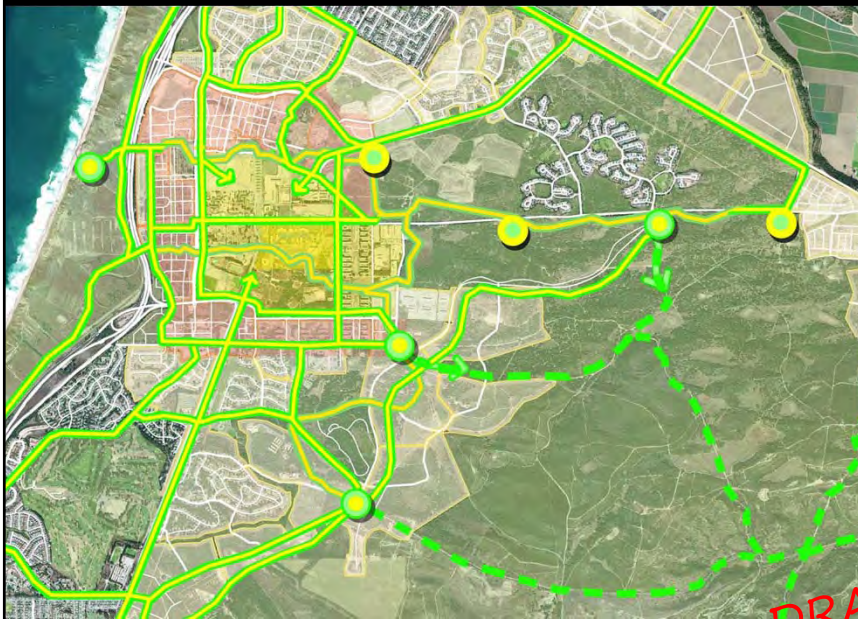
framework



Zooming in.....

DRAFT

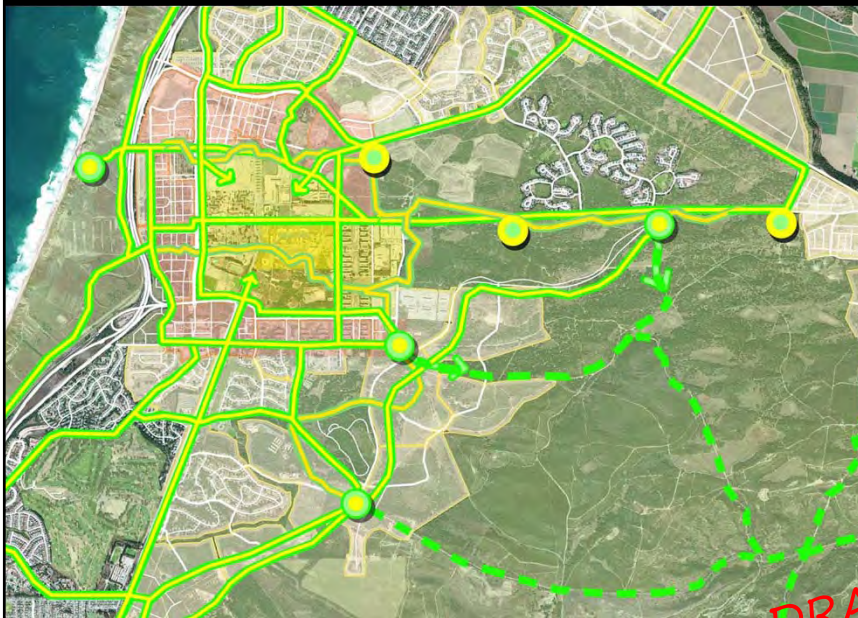
framework



Alternative routes are possible, provided property owners agree

DRAFT

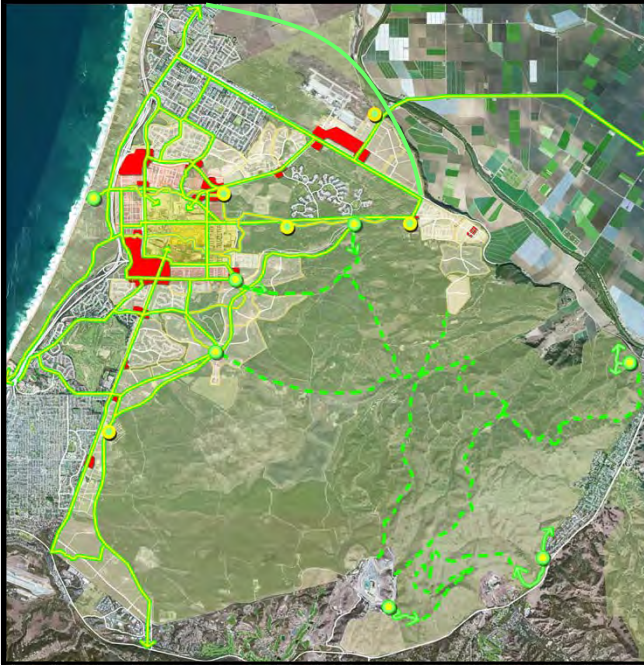
framework



There is no harm in having multiple trail routes

DRAFT

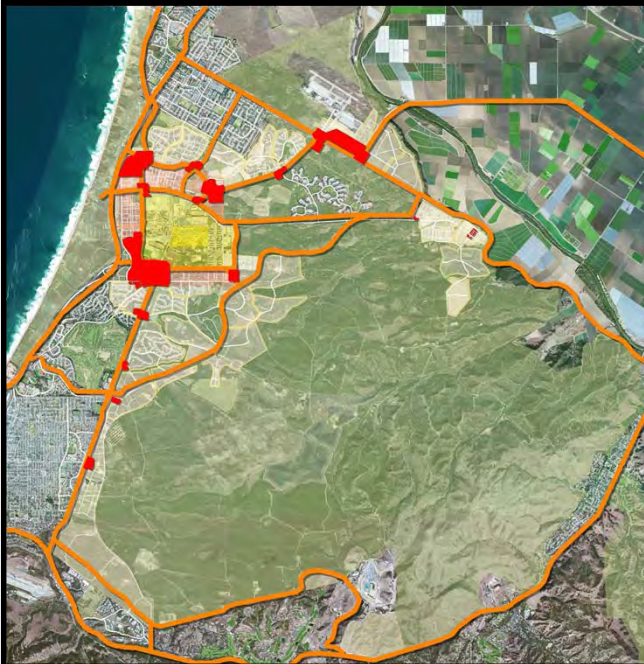
framework



Trails will lead to the town centers (in red on the map), where the guidelines will focus on promoting pedestrian and bicycle amenities

DRAFT

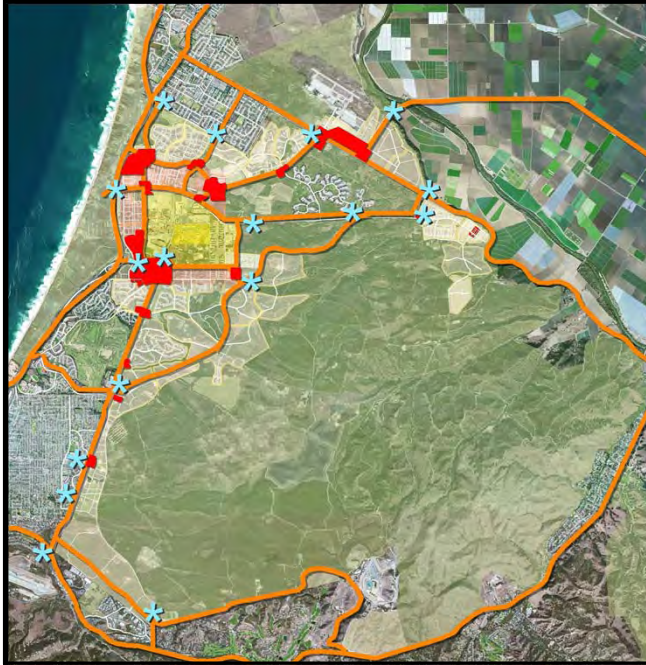
framework



The town centers will also be connected by the Regional Streets, that will serve vehicular traffic and on-street transit vehicles.

DRAFT

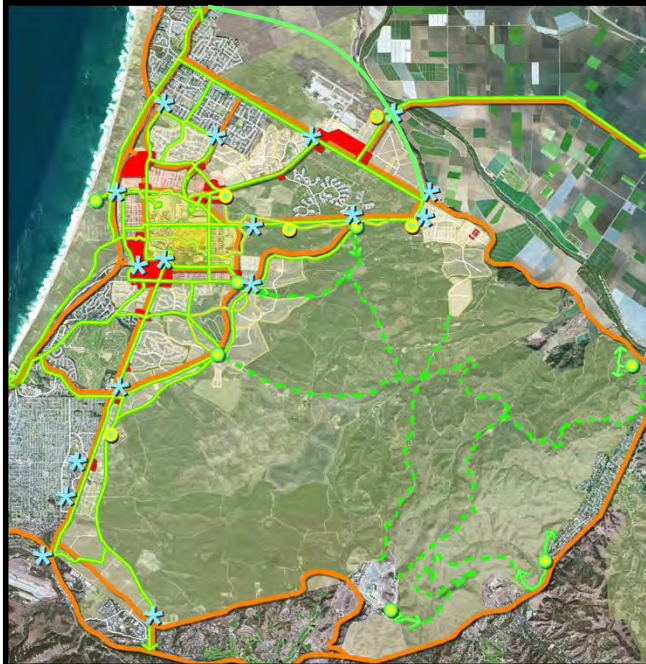
framework



Gateways (blue *) will also vary in character, some may be monuments with decorative landscaping and others may be shaped by the buildings of a town center

DRAFT

framework



Together the trails and regional streets form a complex multi-modal network connecting origins to destinations and providing access to recreational exercise

DRAFT

lasting economic development

lasting economic development

fen.

= Economic Development
CONSERVATION of wild FORGOD
KEY

22 of 31 tables

What's the Economic "Pop" That Comes From Adopting New Guidelines?

Connecting up what is currently a group of disparate parts creates a whole that is greater than the sum of the parts!

Economist call this the "agglomeration Benefit"



Other Benefits that Come from Connectivity Include:

Household Benefits

- Reduced transportation costs for individual households
- Higher property values
- Reduced health costs

Employer Benefits:

- Easier to attract and retain a diverse work force
- More conducive to creating industry "clusters"

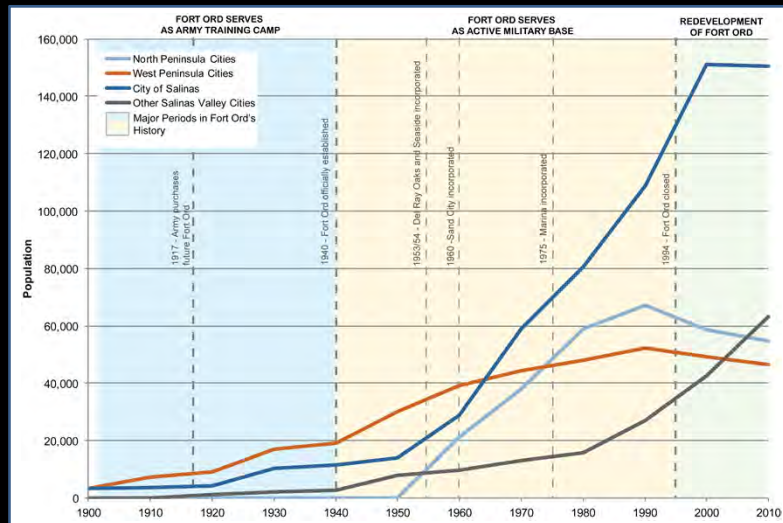
City Benefits

- Lower capital infrastructure costs
- Higher per acre revenues

Environmental Benefits

- Reduced pressure on sensitive habitat

However, What This Area Needs is More Momentum



National Demographic Trends Driving the Housing Market



76 Million Baby Boomers



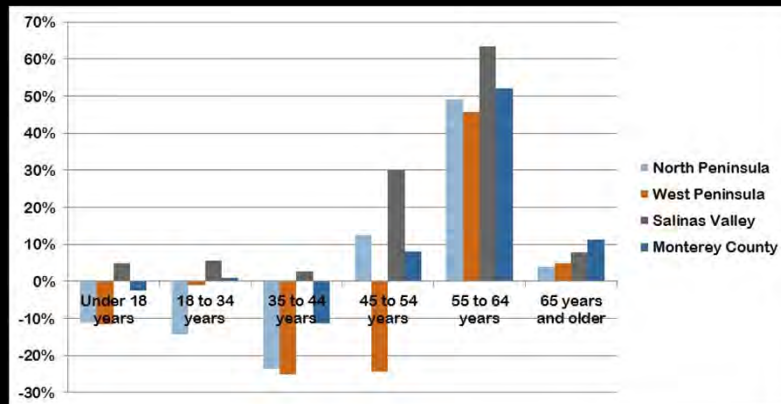
75-80 Million Millennials



Almost 1/2 of All Households are Single People

Your Population is Becoming More Concentrated in Only a Few Age Segments

Population change by age group, 2000-2012



Production is Not Reflecting Housing Demand

	Projected 2015 Development per the 1997 BRP	Built as of (2013/2014)	Percent Built Out
Housing Units			
New Housing	6,160	433	7%
Existing Housing			
Military Housing	1,590	1,590	100%
CSUMB Housing	1,253	1,253	100%
Other ^(a)	<u>1,813</u>	<u>1,413</u>	<u>78%</u>
Total	10,816	4,689	43%
Commercial Space			
Light Industrial/Office/R&D (sq. ft.)	3,856,500	391,300	10%
Retail (sq. ft.)	<u>757,000</u>	<u>368,000</u>	<u>49%</u>
Total	4,613,500	759,300	16%
Hotel (rooms)	1,750	0	0%
Jobs (Full Time Equivalents)	18,342	4,101	22%
CSUMB Students^(b)	25,000	6,631	27%

(a) Includes 400-unit Cypress Knolls project, which was originally intended to be rehabilitated and reused but, due to deterioration over time, must now be torn down and redeveloped.

(b) CSUMB was originally planned to grow to 25,000 students; however, plans have been scaled back and the university is now expected to reach a total of 9,000 to 12,000 students over the next decade.

Sources: Base Reuse Plan; 2013 Annual Report; FORA, Developer Surveys, July 1, 2014; Strategic Economics, 2014.

Housing Affordability is Part of This Challenge

Only 27% of Monterey County residents can afford median home price of 460K

Monterey County average income of \$60,143 can support purchase of home up to \$190,000

150% of median average income (\$90,215) can support purchase of home up to \$285,000

Housing Affordability is Part of This Challenge

Current median single family sales prices

Del Rey Oaks	\$450,000
Marina	\$423,808
Seaside	\$355,325

East Garrison \$449,000 to \$648,000
 The Dunes/Marina Heights expected to be similarly priced and higher

Demand projections

- Short term absorption: 100 units/year
- Longer term growth projections for North Peninsula:
 - 200-300 housing units per year
 - 200-300 jobs per year
- Translates to 20-30 year build-out

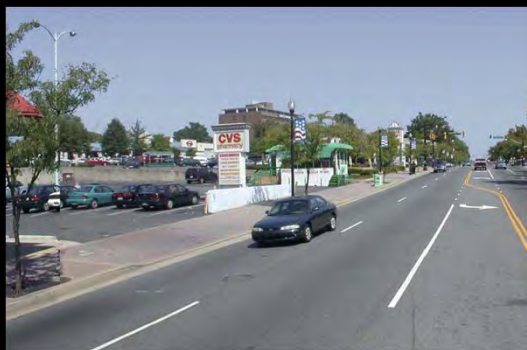
Implications for the RUDG

- Prioritize public and private investments key emerging centers
 - CSUMB
 - The Dunes
 - 2nd and Lightfighter
- Use The Design Guidelines to Create a New “Brand image” for the Former Fort Ord

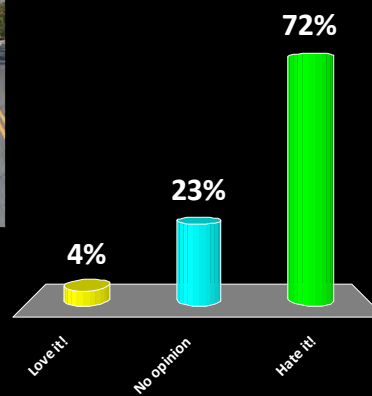
destination centers & notable gateways

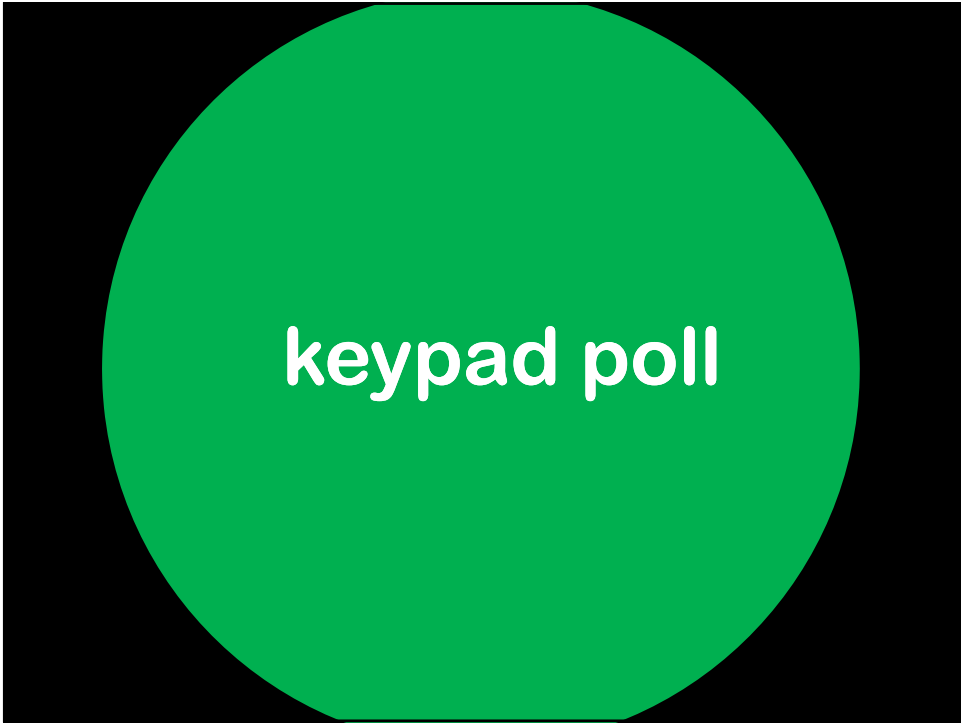
Hands-on Session

Do you like this?



1. Love it!
2. No opinion
3. Hate it!





Design Fort Ord



The slide features a black background. At the top, the text "Design Fort Ord" is written in a large, white, sans-serif font. Below this text is a rectangular photograph of a landscape. The landscape shows a grassy field in the foreground with several large, gnarled trees. In the background, there are mountains under a clear sky. At the bottom of the slide, there is a logo for "FORA REGIONAL URBAN DESIGN GUIDE LINES". The logo consists of a blue rectangle with the word "FORA" in small white letters on the left, and the words "REGIONAL URBAN DESIGN" in large white letters, with "GUIDE LINES" in smaller white letters to the right.