

### **Base Reuse Plan**

The Fort Ord Reuse Authority (FORA) adopted a state and federally required Base Reuse Plan (BRP) in 1997. Under state law, FORA is responsible for planning, financing, and implementing reuse and recovery programs described in the 1997 BRP. These design guidelines are required BRP Policy refinements intended to facilitate community development goals. The guidelines were developed as part of a [broadly-inclusive public planning process](#) that included input from residents, property owners and stakeholders. They draw on existing local policy and incorporate national urban design best practices.

*“The vision for the future of the former Fort Ord is that a community will grow up on the former Base, having a special character and identity. This community, at the same time, will fit with the character of the Peninsula, complementary with the scale and density of the existing communities from Marina to Carmel. It will demonstrate a respect for the special natural environment of the Peninsula and the scenic qualities of the Bay, coastal dune areas, and upland reaches. It will also be complementary to the rich tradition and reality of agriculture in the Salinas Valley, which forms such an important part of the regional character and economy, while enhancing the experience of visitors to the Peninsula. Most importantly, the community will be a special place for living and working. It will provide a diversity of experience and opportunity, with a development approach that is sustainable and appropriate.” - Base Reuse Plan, p. 56*

### **Design Principles**

The following BRP Design Principles were included to guide former Fort Ord land development:

- Create a unique identity for the community around the educational institutions.
- Reinforce the natural landscape setting consistent with Peninsula character.
- Establish a mixed-use development pattern with villages as focal points.
- Establish diverse neighborhoods as the building blocks of the community.
- Encourage sustainable practices and environmental conservation.
- Adopt regional urban design guidelines.

### **Design Guidelines**

The Design Guidelines apply to [Town & Village Centers](#), [Gateways](#), [Regional Circulation Corridors](#), [Trails](#), [Regional Transit Facilities](#), and the [Highway 1 Design Corridor](#) on the former Fort Ord. The visual quality and character of these design guideline focus areas are critical to achieving regionally cohesive reuse.

Core elements of the BRP vision for the future new communities at Fort Ord:

- *“Maintain the fine-grained development pattern of existing areas of the Main Garrison.*
  - *Encourage a development pattern which mixes uses horizontally and vertically for an active streetscape.*
  - *Encourage a scale and pattern of development which is appropriate to a village environment and friendly to the pedestrians and cyclists.*
  - *Minimize the scale of streets to facilitate pedestrian movement while providing adequate circulation and parking opportunities.*
  - *Create strong physical linkages from the villages to the CSUMB campus and other major activity areas.”*
- Base Reuse Plan, p. 65

### **How to Use the Guidelines:**

1. Locate your site or project on the [Locations Map](#) or on the theme specific maps that follow. Within each theme specific sidebar there are lists of Board adopted locations, local jurisdiction opportunity sites, and relevant guidelines.
2. Each of the specific Location pages includes a list of Relevant Guidelines in the sidebar. Follow those links to learn about the Purpose, Intent, and Standards for each relevant guideline.
3. Standards will be the basis for evaluation of RUDG compliance.

## FORA RUDG Timeline

### Fort Ord Base Closure



January 7, 1994

[Read more](#)

### Fort Ord Base Reuse Plan Published



March 14, 1997

[Read more](#)

### Board rejects regional redevelopment agency formation



April 9, 1999

[Read more](#)

### Board adopts Highway 1 Design Corridor Guidelines



May 13, 2005

HIGHWAY 1 DESIGN CORRIDOR  
DESIGN GUIDELINES

[Read more](#)

## BRP Reassessment Report highlights incomplete RUDG



April 13, 2012

[Read more](#)

## Fort Ord Colloquium



December 12, 2013

highlights potential RUDG contribution to...

[Read more](#)

## Board approves 2014 Staff Work Plan



February 14, 2014

includes funding RUDG completion

[Read more](#)

## Task Force Releases RUDG Request For Proposals

FORA  
REGIONAL  
URBAN GUIDE  
LINES  
DESIGN

May 5, 2014

competitive selection process

[Read more](#)

## Board approves Dover, Kohl & Partners selection



July 11, 2014

[Read more](#)

## Dover, Kohl & Partners Site Visit

# FORA **REGIONAL** **URBAN** GUIDE **DESIGN** LINES

November 11, 2014

Staff & stakeholder meetings, public forums,...

[Read more](#)

## **DESIGN CHARRETTE**



February 3, 2015

Charrette schedule, images, videos, drawings,...

[Read more](#)

Design Principle 1: Create a unique identity for the community around the educational institutions.

The centerpiece of the community at the former Fort Ord will be the education centers that have been integrated into the reuse of the former Fort Ord. Three major post-secondary institutions are participating in the reuse of the base. The CSUMB campus, the UC MBEST Center, and the Monterey Peninsula College District will all become significant catalysts to the economic development of the region. In addition, land and/or facilities have been subject to public benefit conveyance for Golden Gate University and the Monterey Institute for Research in Astronomy and the Monterey Peninsula Unified School District (MPUSD). The CSUMB campus, currently planned to ultimately accommodate 25,000 full-time equivalent (FTE) students, will occupy a central site, and will support retail and recreation facilities, housing units, and a variety of services and businesses. In addition, the special facilities found on a major university campus such as art galleries, performance and lecture halls, libraries, athletic facilities, and bookstores will greatly enhance the surrounding community and provide opportunities for access by all age groups. The other educational institutions will offer diverse educational opportunities. The UC MBEST Center will become a unique employment center, complementary to other research institutions in the region and capitalizing on the unique physical and intellectual attributes of the area. (BRP, p 56-57).

Design Principle 2: Reinforce the natural landscape setting consistent with Peninsula character.

The former Fort Ord is part of the gentle crescent that frames Monterey Bay, situated between the great Salinas River Valley and the dramatic coastal range that juts into the Pacific to form the Peninsula. The historic “cantonment” area within Fort Ord is bounded by State Highway 1, sand dunes and ocean beyond to the west and by the native landscapes of the upper elevations to the east. The entire Peninsula, as a whole, is characterized by a highly memorable landscape character. The former Fort Ord is a critical centerpiece of this landscape and serves as the entry and introduction to the Peninsula for the visitor arriving from the Salinas Valley to the east or from Santa Clara State Highway 1 to the north.

The natural landscape setting at the former Fort Ord is not only an important visual resource within the region. It is also a key natural resource with significant biological value. As part of the base reuse, 15,000 acres of the site will be managed as open space for habitat

resource protection and for limited recreational use. These environmental resources will add significantly to the supply of protected regional open space within the County of Monterey and will provide linkages to other regional open space assets. Approximately 1,000 acres of the coastal area will be conveyed to the State of California Department of Recreation to create the Fort Ord Dunes State Park.” (BRP, p 57-58).

Design Principle 3: Establish a mixed-use development pattern with villages as focal points.

“Consistent with the character of a college town with a vibrant, around-the-clock level of activity and vitality, the former Fort Ord is planned to consist of a series of villages with mixed-use centers. Some will be built around existing and new residential neighborhoods, while other village themes will include: the Marina Town Center with employment, retail and housing; CSUMB with its educational focus and housing; and the East Garrison with a potential mix of employment, housing and recreation. The village pattern will sustain a transit and pedestrian friendly development pattern. The core of each village will consist of services and amenities for districts and neighborhood, from retail and service establishments to transit stops and parks. Higher development densities and a mix of uses (e.g. office and housing over retail) will enhance the vitality of the village centers. The villages will be linked by transit routes and by open space corridors suited for cycling and walking. The villages will be designed to be compact and walkable, each developed with its own identity and character.” (BRP, p. 58-59).

Design Principle 4: Establish diverse neighborhoods as the building blocks of the community.

“The special character of the communities in the Peninsula is due, at least in part, to the diversity of their residential neighborhoods. They are typically small scaled, with one and two story buildings. Open space is plentiful, giving the overall impression of a green and lush landscape. In some neighborhoods, historic styles and buildings predominate, including adobes characteristic of the pre-statehood era. A regional vernacular, the Monterey style which evolved during the colonial period, is joined by an array of other architectural styles: Victorian, California bungalow, “Mediterranean”, post WWII tract, and more recent modern and post-modern styles.”

“Several of the existing residential communities on the former base - including portions of Patton, Abrams, Schoonover, and Frederick housing areas - will be retained and renovated



for a variety of housing unit types where feasible. In addition, new residential neighborhoods will be added, ranging from high density units in the Town Center and village centers, to large lot single family areas. In all cases, particular attention will be paid to ensuring that the residential neighborhoods retain or establish special identities and characters, and that they have available a full range of amenities - schools, parks, transit, and shopping - within a convenient and walkable distance." (BRP, p. 59-60).

Design Principle 5: Encourage sustainable practices and environmental conservation.

"Sustainable development means economic growth that we can live with and that future generations can live with too. It means growth that improves human welfare but does not squander the resources of the planet nor undermine the biological systems on which life depends."-World Resources Institute

"The reuse of the former Fort Ord as a mixed-use community within the larger Peninsula provides the opportunity to demonstrate a wide range of design and planning practices that are consistent with accepted notions of sustainability and environmental conservation. A majority of the area of the former Fort Ord will be set aside for habitat management with limited recreation opportunities included. The remaining portions of the former base will be developed into a balanced community which provides housing and employment opportunities, reducing the need for long distance commuting throughout the region. Major destinations such as employment centers, the university, and regional shopping will be located along transit rights-of-way to ensure the availability of modes of transit besides the automobile. Specific areas of the community will also be designed to include a mix of uses such as housing, shopping and office, and to be pedestrian friendly. In addition, individual sites and buildings should be designed to minimize energy consumption and to take advantage of local climatic conditions to enhance comfort." (BRP, p. 60-61).

Design Principle 6: Adopt Regional Urban Design Guidelines.

"The visual character of the Monterey Peninsula plays a major role in supporting the area's attractiveness as a destination for many visitors every year. The location of the Fort Ord property is such that it functions much like a gateway to Peninsula attractions such as the beach and dunes area which will be a state park; the communities of Monterey, Pacific Grove, Carmel; and the Carmel Valley, Big Sur and points south. Maintaining the visual quality of this gateway to the Peninsula and where necessary enhancing it is of regional

importance to ensure the economic vitality of the entire Peninsula. Regional urban design guidelines will be prepared and adopted by FORA as a separate implementation action to govern the visual quality of the following areas of regional importance. The guidelines will address the State Highway 1 Scenic Corridor, the freeway entrances to the former Fort Ord are from State Highway 1 (12th Street and the Main Gate areas) and from the east, areas bordering the public accessible habitat-conservation areas, major through roadways such as Reservation Road and Blanco Road, as well as other areas to be determined. The urban design guidelines will establish standards for road design, setbacks, building height, landscaping, signage, and other matters of visual importance." (*BRP*, p. 61).

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By establishing a cohesive community character and improving multi-modal connectivity, the Design Guidelines have the potential to spur local and regional economic development. Town and village centers featuring a mix of uses and an integrated network of pedestrian- and bicycle-friendly streets will help create a unified identity for the former Fort Ord. Well-designed corridors and trails will enhance connectivity between the centers as well as to important destinations such as CSUMB and the national monument. Transit investments will further enhance connections to the broader region. Experience from other communities around the country shows that, taken together, these design features and other improvements envisioned in the Base Reuse Plan can deliver significant economic benefits. These benefits may include:

**Improved retention and attraction of key demographic groups, including the Millennial and Baby Boomer generations.**

- Providing compact, amenity-rich village centers with access to outdoor recreation could help retain younger workers in the region, while also attracting increased demand for post-retirement housing from the older generation. Overall, 62 percent of Americans planning to move in the next five years would prefer to settle in mixed-use communities, according to a national survey conducted in 2013.<sup>1</sup> A national survey conducted in 2012 found that 56 percent of respondents aged 21 to 34 (Millennials in their prime household formation years) “would prefer to live someday in a walkable community, whether an urban, suburban or small town location.” Forty-six percent of those aged 50 to 65 (Baby Boomers approaching retirement) expressed this same preference.<sup>2</sup> Seniors and near-retirees also are increasingly interested in moving to communities with access to recreational open space, according to a 2006 study.<sup>3</sup>

Well-designed streets and walkable neighborhoods that provide access to a range of amenities have been shown to result in higher property values.

**Increased property values.**

- Well-designed streets and walkable neighborhoods that provide access to a range of amenities have been shown to result in higher property values. For example, a 2006 Philadelphia study found that home prices increased by nine percent when located

near a new tree planting,<sup>4</sup> while a 2003 study in Cleveland, Ohio, estimated a seven percent increase in commercial office rents associated with quality landscaping.<sup>5</sup> A 2010 national study showed that commercial properties with high Walk Scores were valued an average of 54 percent higher than those with low Walk Scores.<sup>6</sup> A 2007 study of Portland, Oregon, found that homes located within walking distance of neighborhood amenities such as specialty grocery stores and wine bars experienced property value premiums as high as 20 percent.

### **Improved leveraging of public open space for economic growth.**

- Improved access to national monuments and public open space positions regions for growth. In a 2011 report that studied communities adjacent to national monuments in the western United States, two-thirds experienced growth in four economic indicators - population, employment, personal income, and per-capita income - equal to or stronger than comparable communities without monuments.<sup>8</sup> Numerous studies have also recognized a positive relationship between property values and proximity to parks, greenbelts, and open space. A 2009 study, for example, estimated an average 20 percent premium on the value of property adjacent to recreational spaces such as nature preserves in Mecklenburg County, North Carolina.<sup>9</sup> Studies of home values near parks showed a similar relationship in Minneapolis - St. Paul<sup>10</sup> and Dallas-Fort Worth, Texas.<sup>11</sup>

### **Growth in tourism, particularly from bicyclists and other outdoors enthusiasts.**

- Providing bicycle trails and other infrastructure can attract more local spending. A 2012 study of bicycle-related travel in Oregon found that the average travel party (a group of cyclists traveling together) spends \$116 in a typical day trip and \$744 for an overnight trip.<sup>11</sup> Investments in bicycle access and infrastructure in the Pikes Peak region of Colorado resulted in \$1.80 to \$2.70 in local spending for every \$1 spent, according to research published in 2015.<sup>12</sup> A 2011 study in central Florida estimated that a network of bike trails injected \$42.6 million into the local economy and supported 516 jobs in one year.<sup>13</sup>

According to a 2009 study, every \$1 billion in spending on transit operations and capital supports approximately 36,000 jobs per year.

**Employment growth and enhanced property values that result from transit investment.**

- According to a 2009 study, every \$1 billion in spending on transit operations and capital supports approximately 36,000 jobs per year.<sup>15</sup> A 2010 review of data on the job creation impacts of the American Recovery and Reinvestment Act (ARRA) found that investing in public transportation produced twice as many jobs per dollar as investing in highways.<sup>16</sup> Transit investment also has the potential to lift property values in its vicinity, depending on context, the type of transit, and economic factors. Recent studies of Pittsburgh and Boston’s BRT systems found significant increases in property values associated with those cities’ respective systems. A single-family home located 100 feet away from a Pittsburgh East Busway station is worth approximately \$9,745 more than a property located 1,000 feet away,<sup>17</sup> while a condo located 100 feet away from a Boston Silver Line station is worth \$45 per square foot more than a condo located 1,000 feet away.

Long-term economic success means focusing on quality-of-life, character, and connectivity. In this way the Design Guidelines are a powerful tool for local and regional economic development. In examining how these factors apply to the Monterey Bay community - the [RUDG Market and Economic Report](#) found similar characteristics and potential. For in-depth local impact analysis please see the full [report in the Appendix](#).

These design guidelines provide Base Reuse Plan (BRP) policy refinement to ensure that matters of visual importance during former Fort Ord reuse are cohesive, attractive, functional and sustainable. The guidelines are also intended to meet [FORA's land use jurisdictions](#) individual community development objectives and to become integrated into local legislative land use documents.

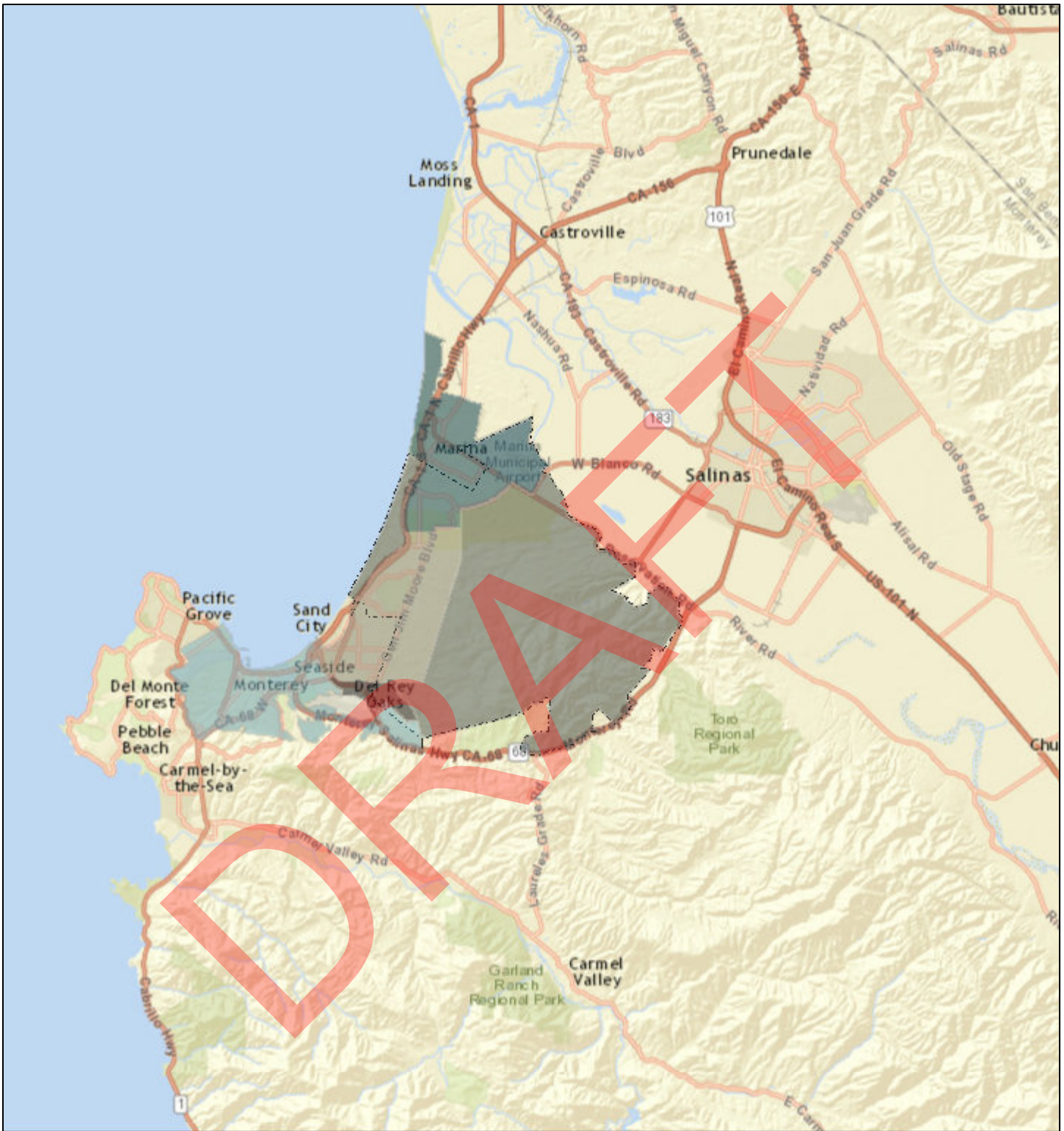
“The urban design guidelines will establish standards for road design, setbacks, building height, landscaping, signage, and other matters of visual importance,” - Base Reuse Plan, page 61.

Since 1994, the US Army and FORA have transferred ownership to multiple jurisdictions: Municipal, County, State, Federal and Educational. The FORA Board has the responsibility to review and certify the underlying jurisdiction's legislative land use documents (General Plan, Specific Plan, Zoning Code) and project specific entitlements for BRP consistency.

**Once adopted by the FORA Board, these design guidelines will be utilized for land use actions within the former Fort Ord area as follows:**

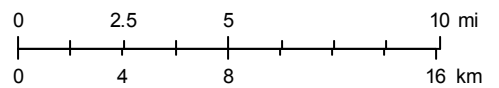
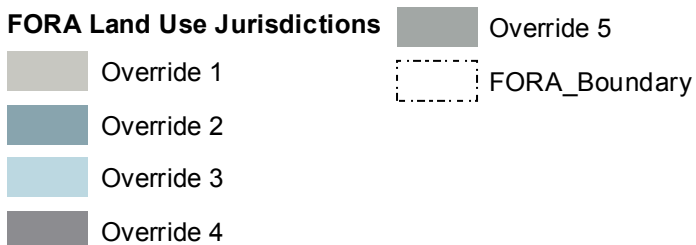
1. **Where a local agency has existing legislative land use documents determined consistent with the BRP by the FORA Board, the local agency *may apply* Fort Ord Regional Urban Design Guidelines (the result would be a design related recommendation).**
2. **Where the local agency submits an amendment to a legislative land use document for a FORA BRP consistency determination, FORA *shall apply* the design guidelines in determining consistency (the result would be a design related measure).**
3. **Where a local agency submits a project level/development entitlement for a FORA BRP consistency determination, the project is subject to the local agency's legislative land use documents *in effect at the time the project was approved by the local agency*.**
4. **These guidelines apply to [Town & Village Centers](#), [Gateways](#), [Regional Circulation Corridors](#), [Trails](#), [Outdoor Civic Spaces](#), and [Regional Transit Facilities](#) within the former Fort Ord boundary. Previously (2005) Board adopted [Highway 1 Design Corridor Guidelines](#) remain applicable as adopted.**

# Land Use Jurisdictions



February 3, 2016

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