Regional Urban Design Guidelines (RUDG) Site Visit
November 14, 2014
RUDG Site Visit

- **Public Stakeholder Meetings** (120+ people)
- **Small Group Meetings** (Electeds, Developers, Environmental Interests)
- **Site Tour & Filming** (Sat & Mon 11/19)
- **Jurisdiction Meetings** (Tues 11/18)
RUDG History

- **1997 Reuse Plan** requires Regional Urban Design Guidelines (RUDG)
- **Highway 1 Design Guidelines approved 2005**
- Completion of RUDG identified in **2012 Reassessment Report**
- Value of RUDG highlighted in **2013 Colloquium**
- Dover-Kohl contracted in **July 2014**
- Kick-off Meeting **September 2014**
Context

- Regional Urban Design Guidelines (RUDG) are a Reuse Plan requirement
- Guidelines prepared by FORA and adopted by landuse jurisdictions
- Focus on areas of regional importance:
  - Highway 1 Scenic Corridor (Adopted March 2005)
  - Town & Village Centers
  - Gateways
  - Regional Circulation Corridors
  - Trails & Buffers
- More information in Reuse Plan pg. 61-71 (available at FORA.org)
design principles

• establish a mixed use development pattern with villages as focal points

• achieve diverse neighborhoods as the building blocks of community

• encourage sustainable practices and environmental conservation

*From the Base Reuse Plan's Design Principles*
design principles

• create a unique identity for the community around the educational opportunities

• reinforce the natural landscape setting consistent with Peninsula character

From the Base Reuse Plan’s Design Principles
project timeline

2014
- Project Initiated: August
- Project Kick-off: September 22
- Data Gathering & Analysis: October
- Site Visit & Interviews: November 12-19

2015
- FORA Board Meeting: January
- Charrette: February 2-13
- Presentation of Draft Guidelines: Spring
- Training & Adoption Meetings: Fall
February charrette schedule (2.3.15 - 2.12.15)

Kick-off & Hands-on Design Session
Tuesday, February 3: 4 PM to 6 PM

Open Design Studio & Technical Meetings
Wednesday, February 4 to Wednesday, February 11: 10 AM to 6 PM
(Closed Sunday)

Open House
Monday, February 9: 6 PM to 8 PM

Work-in-Progress Presentation
Thursday, February 12: 6 PM to 8 PM

Location: FORA Headquarters: 920 2nd Avenue, Marina
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.

Visualizing The Future: Setting Goals

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

What is your expectation for the character of the future Fort Ord? Share your vision for long-term appearance and inter-relationships between uses that will sustain the quality of life for the Monterey Bay region and the former Fort Ord.
Yesterday 120+ people
Yesterday 120+ people
Like
Dislike
Like
Dislike
ONE WORD
that comes to mind about the
FORMER FORT ORD

NOW: ____________________________

IN THE FUTURE:

______________________________
(in my vision)
One Word that comes to mind about Fort Ord TODAY...
One Word that comes to mind about Fort Ord in the FUTURE...
GET INVOLVED!
CHARRETTE & PUBLIC DESIGN SESSIONS
FEBRUARY 2-13, 2015 | 920 2ND AVE. MARINA, CA 93933
NCI Charrette System
The Breakthrough Planning Tool for Community Transformation
We build capacity for collaborative solutions. We teach the NCI Charrette System for project planning, design and realization to public and private professionals and community leaders.
NCI Charrette System™ Trainings

• Harvard, Portland, D.C., Miami
• World Bank, DOD, HUD, Saginaw, HDR Inc.
Origin of the term “charrette”

- At the École des Beaux Arts in Paris during the 19th century, proctors circulated a cart, or “charrette,” to collect final drawings while the students frantically put finishing touches on their work.

La Charrette, by Alexis Lemaistre c.1889
What is a NCI Charrette?

- Multi-day collaborative planning event
- All affected parties to create and support a feasible solution
- Results in transformative community change
- Not everyone is there all the time
Power of Uninterrupted Focus
Collaboration by Design
Each puzzle piece protects its domain
When each piece sees it place in the whole...
When each piece sees its place in the whole…

- residential
- zoning
- construction
- transit
- open space
- utilities
- public space
- parking
- marketing
- environmental
- retail
- politics
- architecture
- density
- sales
- financing
- public involvement
- affordability
- transportation
- sales
the vision is supported …

Downcity, Providence Charrette
... and the community is transformed.

Downcity, Providence, RI
Charrettes accelerate timelines

NCI Charrette System

- Public mtg.
- 4-7 day charrette
- Public mtg.
- Approval

Conventional Planning Process

- Public mtg.
- 2 months
- Public mtg.
- 4 months
- Public mtg.
- 6 months
- Public mtg.
- 8 months
- Public mtg.
- 10 months
- Public mtg.
- 12 months
- Approval
Charrettes Roles and Process

Charrette Team

- The multidisciplinary charrette team works uninterrupted to produce the plan at the charrette studio
Charrette Roles and Process

The Stakeholder’s Role

- Stakeholders provide vision, input and review at key moments during scheduled and impromptu meetings.
- THEY ARE NOT THERE ALL THE TIME!

Stakeholder meeting (Scheduled)
Public meetings (Scheduled)
Drop by the studio (Unscheduled)
Charrette Work Cycles

public meeting vision

public meeting review

open house review

public meeting confirmation

alternative concepts

preferred plan

plan development
The NCI Charrette System
The Charrette System Phases

1. **Research, education, charrette preparation**
   - Project Assessment and Organization
   - Stakeholder Research, Education, Involvement
   - Base Data Research and Analysis
   - Feasibility Studies and Research
   - Charrette Logistics
   - 1-9 months

2. **Charrette**
   - Organization, Education, Vision
   - Alternative Concepts Development
   - Preferred Plan Synthesis
   - Plan Development
   - Production and Presentation
   - 2-4 months

3. **Plan implementation**
   - Project Status Communications
   - Product Refinement
   - Presentation and Product Finalization

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The Charrette System Phases:

1. **Stakeholders and Research**
   - Identification of key stakeholders and their needs.
   - Gathering of initial data and information.
   - Preparing for the charrette.
   - Duration: 1-9 months

2. **Charrette Process**
   - Facilitating collaborative discussions and brainstorming.
   - Developing alternative concepts and preferred plans.
   - Synthesizing the best plan.
   - Preparing the final presentation.
   - Duration: 2-4 months

3. **Implementation**
   - Submitting the plan for approval and implementation.
   - Finalizing the product and presentation.
   - Duration: Ongoing
Stakeholders’ Unique Contributions

- Elected officials
- Neighbors
- Urban designers
- Transportation engineers
- Fire Chief
- Developer
- Business owners
- Environmentalists
- Developer
Stakeholder Analysis

Who are stakeholders?

• Decision makers
• Those who may supply valuable information
• Those who will be affected by the outcome
• Those who have power to promote the project
• Those who have power to block the project
• Those historically left out of planning processes
Principles of the NCI Charrette System
Charrette System Strategies

1. Work collaboratively
2. Design cross-functionally
3. Compress work sessions
4. Communicate in short feedback loops
5. Study the details and the whole
6. Produce a feasible plan
7. Use design to achieve a shared vision and create holistic solutions
8. Conduct a multiple day charrette
9. Hold the charrette on or near the site