Design Fort Ord
Regional Urban Design Guidelines (RUDG)

Presentation to
FORA Board

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
our focus

- gateways
- centers
- corridors
- trails
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
first sessions

November 2014

120+ people
trails symposium

January 2015

180+ people
hands-on 70+ participants
FORA municipalities

Monday: Open House, 65+ people
FORA municipalities

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

February 9, 2015

60+ people
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
agenda

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

work-in-progress

70+ people
in-person participation to-date

1,240+

studio visitors, meeting attendees, hands-on participants
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?

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
website & social media

FORA

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

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

2,650+ new visitors
(webpage views, likes, new followers, youtube views)
what we heard
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...

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

200+ responses
Together the trails and regional streets form a complex multimodal network connecting origins to destinations and providing access to recreational exercise.
destination centers & notable gateways
destination centers & notable gateways

27 of 31 tables
sample gateways & centers

Marina Connections

Lightfighter Gateway

Seaside East

Fort Ord National Monument
connections: Marina
Del Monte / 2\textsuperscript{nd} Ave connection
sample gateways & centers

Marina Connections

Lightfighter Gateway

Seaside East

Fort Ord National Monument
connections

Seaside East, General Jim Moore Boulevard
building on previous plans
corridors: Seaside East
corridors: Seaside East

Gateway at Broadway

Fort Ord National Monument
Broadway in Seaside meets General Jim Moore Boulevard
gateway to the monument (the view notch)
build in a way that adds to campus life
talking to students

20 of 31 tables
Where do you go off campus for recreation/fun?

1. Downtown Monterey 39%
2. Downtown Seaside 6%
3. Downtown Marina 13%
4. Downtown Santa Cruz 16%
5. Bay Area 10%
6. Big Sur 16%
7. Fort Ord Nat. Monument 16%
8. Other 6%

We asked CSUMB
Fort Ord, CA
2nd Avenue
Fort Ord, CA
2nd Avenue
sample gateways & centers

Marina Connections

Lightfighter Gateway

Seaside East

Fort Ord National Monument
Lightfighter entry

Front door to the University
Lightfighter entry

Front door to the University
Lightfighter entry

Front door to the University
emerging design guidelines

1. Fronts face front
2. Street connectivity
3. Primacy of open space & vistas
4. Scale of public space
5. Walkable streets
6. Legible centers
7. Mix of uses
8. Mix housing types
9. Context-sensitive trails
10. Customized gateways
We asked: Is the Design Guidelines project generally on the right track?

(Yes = 44%, Maybe Yes = 35%, No = 20%)

roughly 80% of people said “Yes” or “Maybe Yes”
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