DOWNTOWN SPECIFIC PLAN

EXISTING CONDITIONS REPORT

August 2010

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INTRODUCTION

The City of Monterey is developing a Specific Plan for the Downtown (Figure 1 – Planning Area). As a first step for this planning effort, the Existing Conditions report provides a baseline from which to develop a strategy for developing and implementing the Specific Plan. Specifically, this report documents existing land use patterns, land ownership patterns, circulation patterns, infrastructure improvements, and land use regulations.

Under California law, local governments can use Specific Plans as tools to plan for needed revitalization and change, both in existing neighborhoods and new development areas. Specific Plans provide greater planning and design guidance than can be included in a General Plan, and they allow local governments the ability to address complex land ownership patterns and infrastructure needs. Specific Plans can jump-start new development in depressed areas, and can ensure that the public gets the quality it desires in any new development.

The vision of the Downtown Specific Plan is to maintain the downtown as the City center and foster mixed use neighborhoods that utilize alternative modes of transportation (transit, bicycle and pedestrian). This project will be accomplished through creative and direct community engagement.

Similar to a General Plan, the contents of a Specific Plan to a degree are defined by State law. The legal requirements for a Specific Plan include the following:

- Text and diagrams showing the distribution, location and extent of all land uses, including open space.
- Proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy and other essential facilities needed to support the land uses.
- Standards and guidelines for development, and standards for the conservation, development and utilization of natural resources, where applicable.
- Program of implementation measures including regulations, programs, public works projects and financing measures.
- Statement of Specific Plan's relationship to the General Plan.

The City's General Plan was adopted in 2005. The Downtown Area Plan was last updated and adopted in December 1991 and requires updating to better implement General Plan goals, policies and programs regarding the redevelopment of the commercial corridor as a mixed use neighborhood.

The Downtown Specific Plan will replace the Downtown Area Plan with a more comprehensive strategy for the enhancement of this commercial area as a mixed-use neighborhood. The Specific Plan will provide tools beyond the capabilities of an Area Plan in that the Specific Plan will provide specific development standards and design guidelines, an inventory of existing and proposed improvements to the neighborhood's infrastructure, and an implementation strategy that addresses cost, financing, and fiscal impacts.

The Downtown Specific Plan will include land use and circulation goals, policies, development standards, and design guidelines; and an infrastructure and financing plan that provides the framework for future development of the General Plan-designated mixed-use development neighborhood. Design standards and guidelines will incorporate the *Design Framework and*

Guidelines for Downtown and East Downtown Mixed Use Area adopted in June 2008 and provide updated design guidance for redevelopment and infill development that will embrace mixed use ideals.

The Downtown Specific Plan will direct the revitalization of the planning area, creating a destination for community members and visitors and improving access for pedestrians, cyclists, transit and automobiles. It will encourage these users to become patrons of businesses in the City's central core, support the City's historic establishments, as well increase accessibility for local residents and visitors. A revitalized downtown will help connect the other mixed-use neighborhoods outlined in the General Plan and provide a strong incentive for visitors to extend their stays in Monterey while offering improved commercial and service options to residents.

The intent of the Specific Plan is to provide clear direction for future development, thereby providing a property owner/developer with a certain confidence that designing a project consistent with the Specific Plan will facilitate the approval process.

Once the Downtown Specific Plan is adopted by the City Council, the City will continue its outreach efforts and advertise the new plan as a tool for economic development as well as development of affordable housing.

The Downtown Specific Plan will include an implementation chapter that provides a cost estimate for proposed public rights-of-way improvements and identification of potential funding sources for such improvements. Funding may include grants, assessment districts, or a combination thereof. This chapter will also include a recommended strategy to obtain the necessary funding to meet the project recommendations.

As the Downtown area redevelops, the new mixed-use/transit-oriented vision will take shape. As more commercial structures and residential units are built, economic vitality will increase within the business district. Upon completion of Alvarado, Calle Principal, Washington, Tyler and other streets as complete streets, movement of people and goods into the Downtown will be smoother. The public transit lines will be more efficient and convenient, therefore increasing its attractiveness to its ridership. Bicycle amenities will facilitate and encourage bicycle travel. Finally, uniform design guideline will incorporate all new development into a cohesive mixed-use community and destination area, offering a vibrant pedestrian experience, transportation options, and businesses and services to visitors and residents alike.

PROJECT SETTING

Overview of Planning Area

The Planning Area consists of approximately 62 acres. The General Plan recognizes the study area as two distinct mixed use areas – Downtown and East Downtown. The Downtown area is currently home to a commercial core, historical resources, educational institutions as well as some public/semi-public property. The East Downtown area is characterized by mainly residential land uses with some small scale office buildings.

The Planning Area is defined as Del Monte Avenue to the north, Pacific Street to the west, Hartnell/Fremont/Webster to the south, and Camino El Estero to the east. The downtown has been the heart of commercial, government, and cultural activity. The construction of the Del Monte shopping center adjacent to Highway 1, two structural fires on Alvarado Street and the current downturn in the economy has resulted in higher vacancy rates in commercial spaces downtown. The land uses in the area are commercial, public, and educational. Many of California's historic adobes are located in the downtown. The Monterey Sports Center and Jack's Park are recreational facilities located adjacent to the study area. Increased pedestrian and vehicular activity is also generated on Tuesday afternoons, when Alvarado Street is closed for the local Farmer's Market. This weekly event draws people from neighboring residential areas to the core commercial district. In addition to commercial, business and historic nature of downtown, the Monterey Transit Plaza, located at the western boundary of the planning area serves as the major stop in Monterey's downtown while also providing a transfer point for those traveling outside the city to neighboring communities.

Description of Surrounding Land Uses

The Planning Area is bordered by El Estero Park to the east, multi- and single-family land uses to the west, the Waterfront district consisting of two Wharfs, Window on the Bay Park and local beaches to the north, and mixed-land uses including Monterey Peninsula College, commercial uses and multi-family housing to the south. Beyond El Estero Park is the Oak Grove neighborhood and the Naval Postgraduate School. To the west lies the Presidio of Monterey Defense Language Institute. On the other side of the Del Monte Avenue tunnel lies the Lighthouse Avenue district, also designated as a mixed-use neighborhood in the General Plan. These surrounding features require consideration throughout the Specific Plan process. For example, the enhancement of physical linkages for pedestrians, cyclists, and transit riders to connect downtown to the Waterfront or Lighthouse districts may be identified as one of the goals of the Specific Plan.

REGULATORY SETTING

The City's General Plan was adopted in 2005. The Downtown Plan was last updated and adopted in December 1991 and requires updating to better implement General Plan goals, policies and programs regarding the redevelopment of the commercial corridor as a mixed use neighborhood. While the zoning ordinance partially implements General Plan goals for mixed use development within the Planning Area, the Specific Plan will provide more focused guidance for future development that will meet an expressed vision unique to the Downtown. Once adopted, the Specific Plan will replace the Downtown Specific Plan in its entirety and will supersede the zoning ordinance, when applicable. The following provides an outline of existing policies and development standards currently applicable to the Planning Area.

Monterey General Plan

The General Plan assigns the following land use designations to the Planning Area (Figure 6 – General Plan Designations):

<u>Commercial</u>. This category allows the full range of commercial uses, including retail, office, and professional offices. The Commercial designation also identifies areas designated to accommodate new housing in mixed use or apartment developments. The Commercial land use designation comprises the majority of the parcels in the planning area except for the public/semi public parcels. A Mixed Use General Plan Land Use category may be added to the General Plan and applied to the Planning Area during this planning process.

<u>Public / Semi-Public.</u> This category applies to all publicly owned facilities and those private facilities operated to serve the general public except for parks and recreation facilities, which are a separate category. City-owned parking lots in the Planning area are designated Public/Semi-Public.

Residential Medium Density. This category applies to multi-family residential areas where the average density is from eight to thirty dwellings per acre. Residential land uses in this category include duplexes, condominiums and apartments. A limited area in the planning area is designated Residential Medium Density – the 600 block of Van Buren Street positioned behind the Police and Fire Stations.

Summary of Policies.

General Plan policies and programs have been applied to the use, preservation, and development within the Planning Area. Specific goals, policies, and programs are listed in Appendix A. The discussion below provides a general summary of policies and programs by general topic.

Land Use Element. The Land Use Element identifies the Planning Area as a future "Mixed-Use Village", which is a mixture of residences, retail shops, services and jobs in close proximity. Policies require the creation of design concepts, development guidelines, and capital improvement programs with emphasis on attractive pedestrian, bicycle and transit access. Specific policies for the Planning Area require the development of Mixed Use Design Guidelines with emphasis on mixed-use development, improved pedestrian experience and connections to the neighborhoods, and bus transportation. Since Downtown Design Guidelines were developed in 2008, the Specific Plan will incorporate these guidelines and make any minor changes necessary to ensure the guidelines are aligned with the goals and objectives of the Specific Plan.

The Land Use Element anticipates 456 dwelling units in each the Downtown and East Downtown areas, for a total of 912 units for the entire Planning Area.

<u>Parking</u>. Policies require the development of a citywide Parking Master Plan, which is currently underway. This Specific Plan will evaluate existing and future parking needs based on maximizing access to a variety of transportation modes. The plan will also implement policies that require the effective management of parking and transportation before investing in costly roadway and parking expansion projects. Parking related policies also encourage parking to be placed underground or away from the street to improve the pedestrian experience; and require minimizing the amount of land dedicated to parking needs, especially in commercial business districts and along the scenic coastline. Mixed-use development is encouraged to maximize the shared use of on-site parking. Policies also require that retail, office or residential community uses be incorporated into the design of public parking structures.

<u>Scenic Entrances</u>. The General Plan identifies Del Monte Avenue and Pacific Streets as corridors where treatments should be encouraged to ensure maintenance of scenic entrances into the city. Policies require the preservation and enhancement of significant natural features, minimal roadway lighting and signage, minimal direct driveway access, decluttering of the roadways in terms of wires and other structures that may obstruct or distract from the natural treatments. Specifically for Pacific Street, the General Plan call for natural treatments to improve the visual quality of the Heritage Harbor parking lot.

<u>Transportation.</u> Policies require the development of Transportation Systems Management (TSM) and a Travel Demand Management (TDM) programs to improve the effectiveness of the transportation system, reduce the number of peak auto trips, increase safety, and to direct visitors to attractive transportation alternatives. Development is to be concentrated within walking distance of the local transit system. Supporting programs include an expansion of transit service for residents, visitors and employees, and the incorporation of transit/pedestrian oriented design into mixed-use areas. In addition to improved mobility for the planning area, the General Plan also calls for an evaluation of parking facilities in the downtown coupled with a move away from on-site parking requirements towards more progressive parking strategies such as shared parking. In order to alleviate traffic congestion in major tourist destinations including the downtown, the General Plan policies also emphasize the need to encourage the tourist community to use transit services such as the WAVE tourist trolley.

<u>Bicycle and Pedestrian</u>. Policies require the promotion of a pedestrian/bicycle-friendly environment where public spaces, streets, and off-street paths offer a level of convenience, safety, and attractiveness that encourage and reward the use of alternative modes of transportation.

Policies require the establishment and maintenance of pedestrian-friendly environments in commercial areas through the use of "buffers" separating pedestrians and vehicular traffic (e.g., street trees, on-street parking, and public furniture), sidewalk curb ramps in all major activity areas and commercial centers in accordance with the Americans with Disabilities Act. Pedestrian-friendly environments in the downtown will extend the time spent in the commercial business districts and enhance the overall shopping experience. Visual cues will draw pedestrians and bicyclists toward commercial areas along pedestrian and bicycle paths. Specifically, the General Plan calls for improved pedestrian connectivity in the downtown between Calle Principal and Washington Street.

Housing Element. Polices encourage the production of new ownership housing units.

Supporting programs include encouraging coordination with owners of larger underutilized sites for developments with mixed-income ownership opportunities and the creation of development standards for new condominiums and townhouses in commercial areas. Policies encouraging mixed-use development also offer opportunities to a variety of potential residents including low-income, special needs housing, and housing for families. The General Plan sets forth policies that remove impediments to mixed-use development in neighborhoods such as the downtown. With regards to rehabilitation and new development of Monterey's Housing stock, the plan calls for exceptional design standards to be established for each mixed-use neighborhood. The Downtown Design Guidelines were adopted in 2008 and will be incorporated into the Downtown Area Plan update.

<u>Conservation Element</u>. Policies require a reduction in automobile-generated air pollution through the public's use of alternative transportation; consideration of air quality impacts resulting from the proximity of residential, commercial and industrial development; and alternative energy sources. Supporting programs address consideration of aesthetically compatible independent energy sources on new and existing residential and commercial structures.

<u>Safety Element</u>. The safety element identifies potential safety hazards such as fires, seismic activity, aircraft movement, criminal activity, and flood/drainage. Policies require the design of storm drainage systems sufficient to accommodate projected uses. Specific direction is given to design projects to maximize natural drainage and minimize runoff. Building coverage and paved surfaces must be minimized and incorporated within a system of porous pavements, ponding areas and siltation basins. The plan sets forth processes to ensure that all proposed new development consider any possible interaction with the various safety elements.

Noise Element. Commercial areas are impacted by noise levels. Specific streets in the study area affected by noise include Del Monte Avenue, Pacific Street and Fremont Street. The General Plan allows new construction where existing or projected noise levels are acceptable or can be mitigated.

Economic Development Element. Policies encourage the maintenance of a strong economic base which will provide tax income for City services, jobs for Monterey residents, and services for residents and visitors. The Downtown continues to be targeted as the major commercial and financial center of the city. In order to maximize the potential of the downtown core, the plan calls for planning coordination to ensure that the downtown provides a key linkage to other city tourist sites such as the Wharf, Lighthouse Avenue/Cannery Row, and the Custom House Plaza areas. Retention of existing downtown businesses is a priority and small business and uniquely local business are encouraged. Policies also require support of major employers, health care providers and festivals for commercial areas. The visitor industry is recognized as the primary economic base of the community. Mixed use housing is encouraged to meet the needs of businesses.

<u>Historic Preservation Element.</u> The downtown is also home to many of Monterey's historical buildings. The General Plan calls for implementation of the City's Historic Preservation program which focuses not only on the physical preservation of historic sites but also incorporates policies to encourage effective marketing and education about Monterey's historic significance not only to the Bay Area, but also at a State and National level. Policies also encourage collaboration and programmatic planning to ensure that visitors and residents alike are able to take advantage of the unique historic character of the city.

<u>Public Facilities Element.</u> Many of the City of Monterey public facilities are located within the downtown planning area or directly adjacent to it. The plan proposes polices that will maximize the efficiency of public buildings, while encouraging the retention of facilities such as the Monterey High School and Public Library in the downtown core.

Downtown Area Plan

Summary of Policies

Downtown Area Plan policies and programs have been applied to the use and development within the Planning Area. This plan was adopted in December 1991 with the goal to revitalize the retail element of the downtown core area. Specific goals, policies, and programs are listed in Appendix A. The discussion below provides a general summary of policies and programs by general topic.

<u>Economics</u>. The 1991 plan established historic preservation as the anchor for the downtown. While establishing history as its anchor, the plan established policies to focus economic revitalization through the attraction of upscale retail to the core, encouraging aesthetic improvements such as facades, encourage a stronger customer base through residential development in the area, and rapid development of commercial sites to contribute to the area's overall economic health.

<u>Historic Preservation</u>. Policies focused on implementing the Historic Preservation Commission's program to ensure historic buildings and their respective setting were preserved. Since the historic element was the anchor of the 1991 Area Plan, the preservation policies aimed to highlight the historic nature of Monterey's downtown as an economic generator for the City.

<u>Design.</u> The Area Plan sought to develop design guidelines to support historic resources while maintaining a downtown character to the commercial core of the city. Design was also aimed to improve and encourage outdoor and street-level activity. Through-street connectivity, public art, and sidewalk improvements were all policies that aim to enhance the pedestrian experience in the downtown. The Plan also calls for incentives to encourage continuous improvement to the downtown aesthetic.

<u>Traffic and Parking</u>. Policies aim at creating an efficient transportation network which improves access into the downtown and assists non-downtown traffic to move through the area. Policies encourage better navigability and aim to temper the idea that the downtown is circuitous and difficult to get around. Parking policies encourage shared parking and a reduction in on-site parking requirements while minimizing vehicular-pedestrian interactions in the downtown core.

Downtown Design Guidelines

In 2008, the City adopted the *Downtown Framework and Guidelines*, incorporating the policies outlined in the 2005 General Plan. The guidelines established a process, framework, and guidelines for the downtown area of Monterey. While the guidelines incorporate more area than this Downtown Area Plan will address, the guidelines do incorporate the entire planning area for this process.

<u>Framework.</u> The framework for the guidelines established that the Monterey community identified four areas to be addressed in the Design Guidelines.

Streetscape guidelines seek to establish a sense of place for pedestrians while encouraging an active and aesthetically pleasing pedestrian experience. For example, continuous sidewalk in front of buildings, clustering of street infrastructure, and street trees and planters are all encouraged. Public art is also supported to foster a lively streetscape. Site design guidelines address issues such as viewshed conservation, treatment of historical structures, topographic treatments and building placement elements. Open space and pedestrian connections detail guidelines to improve pedestrian movement and activity in the downtown area. These elements encourage both active and passive uses for the increased population anticipated in a revitalized. mixed-use downtown neighborhood. Lighting and utility guidelines outline treatments for those "backstage" elements of development that are necessary to keep structures functioning and safe, but which usually are aesthetically displeasing. These elements attempt to minimize any visual distraction of these systems while maximizing community safety. Building design guidelines address issues of scale for the different character areas and offer guidance to prospective developers on the kind of build-out desired by the Monterey community. The different characters all have specific needs and as such, have different guidelines to maintain the uniqueness of each area. Since mixed-use neighborhoods allow for higher densities, the building guidelines offer ways to visually mitigate increased density. Parking guidelines attempt to prioritize visually and structurally pedestrian and commercial needs over vehicular needs.

These policies help fulfill the goals of a successful mixed-use community by outlining physical features that contribute to a vibrant streetscape, encourage pedestrian activity, and establish sight lines that support commercial activity suited to both visitors and residents. These guidelines also highlight Monterey's historic character while ensuring a high level of design integrity. While the guidelines state that not all development will be able to accommodate all the guidelines, the process for development approval will ensure that development and rehabilitation adhere to these guidelines to the greatest extent possible.

Zoning Ordinance

The zoning designations within the Project Area include Community Commercial (C-2) and Visitor Accommodation Facility (VAF) (Figure 8 – Zoning).

Community Commercial

The majority of parcels zoned are Community Commercial (C-2). The purpose of the C-2 district is to provide sites for retail shopping areas containing a wide variety of commercial establishments, including: retail stores and businesses selling home furnishings, apparel, durable goods, and specialty items; restaurants; commercial recreation; service stations; and business, personal and financial services. Development standards are intended to prevent significant adverse effects on residential uses adjoining a C-2 district. Permitted and conditional uses within the portions of the Planning Area in the C-2 district include residential, commercial, public and semi-public uses.

Visitor Accommodation Facility

The hotel and motels in the Planning Area are zoned Visitor Accommodation Facility (VAF). The VAF district and its subsequent development standards are a part of the City Charter. As set forth in the Charter, no VAF-zoned property may be changed to another zoning designation, nor can a property be zoned VAF without a vote of the people. Only visitor accommodation facilities and limited occupancy facilities are permitted in the VAF zoning district with approval of

a use permit.

Commercial Office

The Commercial Office (CO) designation identifies sites appropriate for office use. The City's Police/Fire Station is designated as CO.

Residential Multi-Family

The purpose of the Residential Medium Density Zoning District is to provide opportunities for garden apartments, townhouses and cluster housing in neighborhoods at densities up to 30 units per acre. A small portion of the planning area is designated Residential Medium Density – a few properties located behind the Police Station fronting Van Buren Street. The City has received a federal grant to develop a senior housing project behind the Police/Fire Station on Van Buren Street.

EXISTING LAND OWNERSHIP

General

The Planning Area encompasses approximately 62 acres and contains 274 parcels. The number of parcels is almost evenly split between the Downtown and East Downtown areas (146 and 128 respectively) although the size of the lots in the Downtown are considerably larger.

Figure 2 illustrates that fifty two property owners that own more than one parcel. A summary of property ownership and acres follows:

PROPERTY OWNERSHIP

PROPERTY OWNER	ACRES
3-D	0.11
A B V ASSOCIATES	0.44
ABINANTE EUGENE EST OF ET AL	0.40
ACV ASSOCIATES	0.23
AGHA NADER ET AL	0.15
ALIOTTI ANN R TR ET AL	0.23
AMARAL GEORGE ET AL	0.23
ANSEL ROSE MARIE TR ET AL	0.20
ATAIDE CRAIG L & LAURI B	0.16
AVILA STEVEN M TR ET AL	0.16
BALESTRERI CROCIFISSA TR	0.08
BARNES ETHEL P & MICHAEL J BARNES TRS	0.09
BECK/SAUCITO	2.92
BROWN ROBERT A & LINDA	0.22
BRUNO FRANK TR ET AL	0.20
BURK JOHN H TR ET AL	0.09
BURNS MONTEREY LLC	0.34
CALLAHAN WESLEY N	0.54
CANNADY RICHARD H & SANDA K TRS	0.03
CAPPUCCIO SALVATRICE TR ET AL	0.48
CARDINALE ANGELINA MARIE & CARTER LUCILLE ANN	0.15
CARDINALLI SALVATORE H & HOPE MARIE TRS	0.07
CASA ABREGO CLUB THE	0.16
CASA AMESTI FOUNDATION	0.49
CASA DE CALLE PRINCIPAL LLC	0.38
CASTANEDA MICHAEL A	0.10
CHAN ASSOCIATION LLC	0.08
CHEVRON USA INC	0.36
CHRISTENSEN HARRY M & TUBLAI (JT TEN)	0.03
CHURCHILL KENNETH B & MONICA	0.10
CITY OF MONTEREY	12.43
COMMUNITY HUMAN SERVICES	0.14
COMPAGNO BEN	0.09
COMPAGNO MARIE R TR	0.08
CRAFT CHARLES NICHOLAS TR ET AL	0.17

PROPERTY OWNER	ACRES
CRIVELLO ANGEL	0.07
CRIVELLO ANTHONY N	0.14
CULCASI FAMILY PARTNERSHIP THE	0.21
CUSTOM HOUSE HOTEL CO LTD	2.75
DANIEL WILLIAM WAYNE & CHERYLL LYNN DANIEL TRS	0.32
D'AQUANNO NINA M TR ET AL	0.07
DAVI ANTHONY G	1.05
DAVI JOHN G & BARBARA A DAVI TRS	0.06
DAVI SEBASTIAN G TR	0.07
DAVI VITA TR	0.21
DEL MONTE PROJECT	0.24
DI FRANCO ANTOINETTE C TR	0.08
DI MAGGIO KATHRYN	0.11
DISTLER-POPP INGRID CO-TR ET AL	0.54
DORIO ANGELO	0.16
DUARTE JORGE F & GRACE A DUARTE TRS	0.18
DUENSING JAMES W & ANWAR DUENSING TRS	0.04
EL ESTERO PRESBYTERIAN CHURCH	0.22
FEDERICO CHARLES A TR ET AL	0.24
FERRANTE ANITA MAIORANA ET AL	0.43
FHP MUNRAS TWO	0.20
FILIPINO COMMUNITY ORGANIZATION	0.25
FIRST NATIONAL BANK OF CENTRAL CALIFORNIA	0.09
FLETCHER CAROL ANN	0.29
FLINT DONALD R SR TR	0.15
FLORES GIROLAMO	0.42
FOURSOME DEVELOPMENT COMPANY-AM CHAPTER 5	0.31
FRISONE FAMILY PARTNERSHIP ET AL THE	0.35
GARNERO MARGARET HELEN TR	0.04
GERALDINE L ENTERPRISE LLC ET AL	1.12
GODWIN WILLIAM HARRISON III	0.12
GOLDSMITH JOHN FREDERICK	0.42
GORES SAM TR	0.16
GRAVEM HAZEL TR & ANN R VINES	0.34
GREENE JOSEPH B & SIOBHAN MCMURRAY GREENE TRS	0.07
GUTTADAURO JOSEPH & ROSELLA	0.09
HALSTEAD INVESTMENTS INC	0.52
HAM IRENE B	0.44
HATCH WILLIAM D	0.15
HAWKS HOLDINGS M LLC	0.20
HOLMAN BUILDING	0.72
HOOKER JULIET ANN BURKETT TR ET AL	0.22
HUNG CHAN BING ET AL	0.08
INTERIM INC	0.30
J M D J COMPANY	0.07
JAPANESE AMERICAN CITIZENS	0.16
JEFFREY GEORGE M & CHRISTINA ANN	0.07

PROPERTY OWNER	ACRES
JEFFREY ROBERT LEE TR	0.17
JOHN A CRIVELLO FAMILY PARTNERS LP	0.73
KIM JOUNG KOOK & YUN S KIM	0.29
KITAHARA YUKIO & KAZUKO KIHARA &	0.04
KLEMAN RODNEY M & PATRICIA A TRS	0.15
KNIGHTS OF SAN CARLOS	0.33
KODAMA INC	0.21
LA ROCCA VINCENT R	0.07
LAIOLO KATHERINE ELINOR TR ET AL	0.19
LARKIN MICHELLE M ET AL	0.08
LAW BUILDING THE	0.35
LEE WILLIAM	0.08
LONG THOMAS H & SHIRLEY B TRS	0.18
LUCIDO CATHERINE TR	0.33
LUZA JUVENAL G TR	0.07
LYON YVONNE A TR ET AL	0.30
MAHER THOMAS C & JOAN K MAHER TRS	1.89
MAHONEY JOHN H TR ET AL	0.24
MANGIAPANE NANCY TR	0.14
MARLI LLC	0.08
MAROTTA	0.34
MARTINEZ RAYMOND C & ABIGAIL A TR	0.08
MC DONALD'S CORPORATION	0.90
MCCONNELL JERRY C & ELIZABETH K	0.11
MILLER ALAN G SUCCS-TR	0.13
MILLER DENTON & CHERI F TRS	0.08
MONTEREY CIVIC CLUB	0.08
MONTEREY COUNTY BANK	0.89
MONTEREY COUNTY YOUTH MUSEUM NON-PROFIT CORP	0.19
MONTEREY DOWNTOWN TL LLC	0.38
MONTEREY FEDERAL CREDIT UNION	0.44
MONTEREY INSTITUTE OF	0.27
MONTEREY MASONIC TEMPLE CORP	0.11
MONTEREY MUSEUM OF ART	0.16
MONTEREY SAVINGS & LOAN ASSN	0.13
MORAIS BARBARA J & CAROL KAPLAN	0.03
MROB LLC	0.01
NANNINI STEPHEN A TR	0.14
NATIONAL TRUST	1.53
NILSEN DAVID A & ANGELA	0.17
OKUMURA MARK T	0.12
OLD CAPITOL LAND CO	0.14
OUTZEN CARL	0.50
OWL CLEANERS	0.16
PACHECO MENS CLUB	0.31
PANETTA LEON E TR ET AL	0.08
PINCKNEY LEHMAN JAMES JR	0.05

PROPERTY OWNER	ACRES
POLK STREET ASSOCIATES	0.33
POST ROGER R	0.34
POSTON LEE H TR	0.19
PRI LLC	0.40
PROFESSIONAL BUILDING OF MTY	0.23
ROMAN CATHOLIC BISHOP	1.11
ROSSMAN GIOVANNA CUSENZA	0.09
SAKAMOTO KIT S & MARGARET S SAKAMOTO TRS	0.20
SAN CARLOS ASSOCIATES LLC	1.16
SANCHEZ PETE JR & SANCHEZ NOEL	0.08
SANTA LUCIA COMPANY	0.29
SAUNDERS COMPANY	0.52
SAUNDERS HENRY E	0.28
SAUNDERS SHAW PROPERTIES LP	0.54
SCHENCK LINDA ELLEN &	0.41
SHAW SUZANNE SAUNDERS	0.37
SHUMELDA INGEBORG M TR ET AL	0.41
SILACCI FAMILY INVESTMENTS LLC	0.10
SNOW CALVIN & CONNIE	0.09
STAEDLER CRISTOPHER P TR	0.12
STAHL WILLIAM H & LAURA J STAHL TRS &	0.17
STATE OF CALIFORNIA	0.91
SUTTER RONALD N	0.07
SYMONS PETER D ET AL	0.11
TANAKA ANN TR	0.05
TEABY JOHN E	0.23
THE CANNERY ROW	0.44
TORRENTE PETER J & MARY ANN TRS	0.15
TROIA JOHN A TR ET AL	0.15
TTLCP LLC	0.05
USA	0.79
WALKER GEORGE R & PATRICIA	0.12
WARREN DEWEY SOUND DESIGN INC	0.39
WEBSTER STREET PARTNERS LLC	0.21
WELLS FARGO BANK N A TR ET AL	0.54
WFC HOLDINGS CORPORATION	0.21
WILSON MARK CARRICK TR	0.05
YIPPEE HI HO CALLE LLC	0.08
TOTAL	62.1

City of Monterey Owned Parcels

The City of Monterey owns 23 parcels encompassing approximately 12 acres in the planning area. A summary of the assessor parcel numbers, acreage and use is outlined below.

CITY OF MONTEREY PROPERTY

APN	ACRES	COMMON NAME AND LAND USE
001385002000	0.35	OSIO PLAZA – MOVIE THEATERS, APARTMENTS & RETAIL
001385003000	0.06	OSIO PLAZA – MOVIE THEATERS, APARTMENTS & RETAIL
001385004000	0.04	OSIO RODRIGUEZ ADOBE - OFFICE
001386005000	0.65	DOWNTOWN PARKING GARAGE
001387001000	1.37	DOWNTOWN PARKING GARAGE
001512003000	0.08	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION – PARKING LOT
001512004000	0.06	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION –PARKING LOT
001512006000	0.08	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION -OFFICE
001512007000	0.08	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION - OFFICE
001512016000	0.08	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION - OFFICE
001512018000	3.39	VAN BUREN STREET PROPERTIES BEHIND POLICE/FIRE STATION - OFFICE
001525022000	0.12	PARK ADJACENT TO MONTEREY MUSEUM OF ART
001534011000	0.49	CALLE PRINCIPAL PARKING GARAGE
001567015000	0.95	WALKWAY BETWEEN PORTOLA PLAZA AND CUSTOM HOUSE PLAZA
001567016000	1.24	CONFERENCE CENTER
001571004000	0.11	PARKING LOT AT THE CORNER OF CALLE PRINCIPAL AND PEARL
001572018000	0.32	PARKING LOT AT THE CORNER OF CALLE PRINCIPAL AND PEARL
001575001000	0.23	BUS STATION AT THE INTERSECTION OF MUNRAS, PEARL AND TYLER
001581018000	1.74	UPTOWN MONTEREY – GROCERY STORE, RETAIL AND FOOD USES
001691001000	0.42	VACANT LOT; PREVIOUSLY GAS STATION (VALERO SITE)
001694008000	0.26	PARKING LOT ADJACENT TO JACK'S PARK
001694009000	0.10	PARKING LOT ADJACENT TO JACK'S PARK
001712020000	0.18	CITY STORAGE
TOTAL	12.4	

CIRCULATION

Planning Area access is shown in Figure 9 – Circulation.

Streets

Del Monte Avenue and Fremont Street connect to Highway One, carry large traffic volumes and are classified as major arterials. Minor arterials within the planning area include Pacific, Franklin, Munras, Washington, Abrego, and a small portion of Del Monte Avenue. Franklin Street provides access to the Army's Defense Language Institute and serves as the primary east-west connection through Downtown.

The Downtown has been described as a confusing maze of one-way streets. The Specific Plan will evaluate a several two-way street scenarios for the downtown with more predictable access into the planning area.

Transit Service

Monterey/Salinas Transit currently provides bus service through the Planning Area. Bus stops are located at Simoneau Plaza near the intersection of Munras and Alvarado and between the parking garages located on Tyler Street. Plans are underway through a federal grant to provide a bus rapid transit (BRT) line connecting the Lighthouse Business District, Downtown and North Fremont Street.

Bicycle Circulation

The City's Bicycle Transportation Plan (BTP) designates bike routes within the Downtown. Current bikeway deficiencies include a circuitous route around Downtown, instead of through the heart of Downtown, and missing links to the Recreation Trail. Key future facilities include: a bike boulevard along Pearl and Jefferson Streets and a Class II bikeway on Alvarado and Washington Streets.

Pedestrian Circulation

The Downtown Street rights of way include nine foot sidewalks on Alvarado Street and varying widths in the remaining portion of the planning area. The sidewalks along the corridor contain impediments to safe pedestrian access such as utility poles, newspaper racks, lifted pavement, steep grades, and narrow passage.

The Specific Plan will address these impediments through creating areas of expanded sidewalk for pedestrian refuge, outdoor dining areas, bus stops, and improved street furniture. The proposed improvements would create clear and unimpeded pedestrian access.

Parking

The Downtown/East Downtown Mixed Use Neighborhood contains a total of 2,923 parking spaces that are located in private parking lots, public surface parking lots, City parking garages and on street parking spaces.



Private Parking Lots – 736 parking spaces

Private parking lots provide a total of 736 parking spaces, which is 25% of all parking spaces. The largest private parking lots are located at the Trader Joe's site (126 spaces) and at Trinity High School (62). Other large private parking lots are composed of multiple privately and distinctively owned parcels that are informally merged and cooperatively used. On average, private parking lots contain 18 parking spaces each.

Public Surface Parking Lots – 132 parking spaces

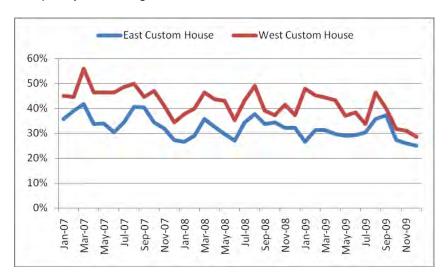
There are four publicly-owned and operated surface parking lots throughout the planning area that provide a total of 132 parking spaces. The largest publicly-owned surface lot is the 60 space lot at the Sports Center. The smallest public surface parking lot serves the City building at El Estero Lake and contains 12 spaces.

Public Parking Garages – 931 parking spaces

The City operates three parking garages that provide a total of 931 parking spaces: the East Custom House Garage (596 spaces), the West Custom House Garage (229 spaces), and the Calle Principal/Pacific Street Garage (106 spaces). Parking is available at the East Custom House and Calle Principal/Pacific Street Garages 24 hours a day. The West Custom House Garage is open Monday-Thursday from 11:30am to 7:30pm, Friday and Saturday 11:00am-1:00am, and Sunday varies based on the season and events. The East Custom House charges \$7.00 per day flat rate and the Calle Principal/Pacific Garage charges \$0.75 per hour, with a maximum of 3 hours. The West Custom House has an attendant and rates are as follows: the

first hour is free, \$0.50 per twenty minutes or fraction thereof, and \$10 maximum per day. Monthly permits and free electric vehicle parking are available at the West Custom House Garage and bicycle locker rental is available at the East Custom House Garage. All three sites accept VISA, Mastercard and American Express.

From January 2007 to December 2009, the West Custom House averaged 42% occupancy with a high of 56% for the month of March 2007. During the same period, the East Custom House averaged 32% occupancy with a high of 42% for the month of March 2007.



On-Street Parking (1,124 parking spaces)

By far, the greatest source of parking is found on the public streets. These spaces are restricted under 13 different categories of on-street parking spaces. The time-restricted spaces include 3 minute loading, 20 minute loading, 24 minute, 60 minute, 90 minute and 120 minute. Other restrictions include construction, ADA/disabled access, Taxi parking, Commercial Loading Zone, No Parking 2am-5am, and Private Drive.



Time Restrictions

On average, 87% of the parking spaces on an individual street are time-restricted and the average time-restricted space allows for 87 minutes of parking. Hartnell Street is the most restrictive street with 94% of the spaces being time-restricted and an average of 40.7 minutes allowed at each time-restricted space. Cortes Street is the least restrictive street with just 17% of the spaces being time-restricted and an average of 82 minutes allowed at each time-restricted space. In general, time restrictions are greatest at the west side of the study area and reduce gradually towards the east.

Most Restrictive Streets	% Time-Restricted	Average Time Restriction
Hartnell	94%	40.7
Alvarado	99%	54.8
Tyler	100%	58.3
Washington	100%	64.2
Least Restrictive Streets	% Time-Restricted	Average Time Restriction
	% Time-Restricted 17%	Average Time Restriction 82.0
Least Restrictive Streets		
Least Restrictive Streets Cortes	17%	82.0

Within one block of the East and West Custom House Garages, there are 143 parking spaces, 141 of which are time-restricted. On average, these time-restricted spaces allow 72 minutes for parking.

INFRASTRUCTURE

As the framework for delivering basic utility services, the City's infrastructure plays a key role in supporting the commerce and resources found in the Planning Area. Described below are those utilities that the City directly maintains and improves on an on-going basis to ensure the economic viability and sustainability of Downtown study area. Other utilities, such as cable, telephone, and the like, do exist in the Planning Area and are maintained by other entities, both public and private.

Sewer Collection

The City maintains the sanitary sewer collection system within its jurisdictional boundaries, including that portion in the Planning Area. The existing sewer collection system conveys sewage from sewer point sources within the City, such as homes, businesses, and public facilities, to the regional wastewater treatment plant for treatment and disposal.

Monterey's sewage, including that sewage load generated in the Planning Area, is conveyed through pipelines to the Monterey Regional Water Pollution Control Agency (MRWPCA) sewer treatment plant for treatment and disposal. Per the MRWPCA, sixty percent (60%) of incoming wastewater is highly treated through their water recycling facility and distributed for irrigation uses on farmlands in northern Monterey County. MRWPCA performs secondary treatment of the remaining wastewater, which is then discharged though an ocean outfall two miles into Monterey Bay.

Local sewer collection pipelines of various capacities ranging from 6 to 24 inches in diameter exist underground within the Planning Area. The sewer collection system in the vicinity of the Planning Area is illustrated in Figure 10 – Sewer Collection System.

Although the capacity of Monterey's existing sewer collection system is adequate to convey existing sewer loads generated, it is an aged sewer collection system and one that requires ongoing maintenance and rehabilitation. To date, the City has performed work to document the existing conditions of the system and identify those segments in need of rehabilitation. At present, no funding is available for this work. If updated land use projections demonstrate an increase in development potential for this planning area beyond projections contemplated in prior sewer system capacity and hydraulic analyses, new capacity and hydraulic evaluations will be necessary.

Storm Water Collection

The City maintains storm drainage infrastructure – drainage channels, storm drains, pipelines, culverts, pump stations, and outfalls - within Monterey, which includes that portion of the storm water collection system located in the Downtown planning area. The existing system collects non-point surface water runoff and conveys it through channels, pipelines, and culverts that terminate at the Monterey Bay. Monterey's storm water collection system is not tied into the sanitary sewer collection system. Therefore, storm water flows are, for the most part, not treated prior discharge. All storm water effluent is discharged to local water ways including the Monterey Bay at multiple outfalls located throughout Monterey's coastal area.

Monterey's discharge of storm water to the Bay is regulated by the Federal Clean Water Act and permitted through a National Pollutant Discharge Elimination System (NPDES) permit from the Central Coast Regional Water Quality Control Board. In 2001, nine local agencies - the cities of Monterey, Carmel-by-the-Sea, Del Rey Oaks, Sand City, Seaside, Marina, Pacific Grove, the County of Monterey, and the Pebble Beach Company - joined forces to develop their NPDES

Phase II permits and to establish a regional storm water management and implementation program. This partnership fostered the development of the Monterey Regional Storm Water Management Program (MRSWMP) and the associated implementation documentation that exists today. In an on-going effort to comply with State and Federal requirements, MRSWMP partner entities meet monthly to discuss their urban runoff issues and develop approaches to properly managing storm water.

Like the sanitary sewer collection system, Monterey's existing storm water collection system is an aged one. It is in need of repair and rehabilitation. To date, the City has performed work to document the existing conditions of the system and identify those segments in need of rehabilitation. At present, no funding is available for this work. Other future storm drain improvements may need to be considered for this planning area, such as rerouting flows to gravity storm drains and away from exiting storm drain pumping systems for efficiency and better management of flows through and around Downtown. The existing storm drain collection system in the vicinity of the study area is illustrated in Figure 11 – Storm Water Collection System.

Water

The Planning Area is served by the California-American Water Company (Cal-Am). As of 2010, water availability in the City of Monterey is extremely limited. Water use within the Cal-Am system remains under careful state scrutiny since State Water Resources Control Board Order No. 95-10 was imposed in 1995. State Board Order No. 95-10 requires Cal-Am to reduce the water it pumps from the Carmel River by 20 percent now, and up to 75 percent in the future. Also, any new water that is developed must first completely offset Cal-Am's unlawful diversions from the Carmel River, an estimated 10,730 acre-feet (AF) per year, before any water produced by Cal-Am can be used for new construction or expansions in use.

In October 2009, the State Water Resources Control Board issued a Cease and Desist Order alleging that Cal-Am has failed to comply with Condition 2 of Order 95-10 that requires Cal-Am to terminate its unauthorized diversions from the river, that Cal-Am's diversions continue to have adverse effects on the public trust resources of the river and should be reduced, and that the ongoing diversion is a violation of Water Code Section 1052 prohibiting the unauthorized diversion or use of water.

The CDO seeks to compel Cal-Am to reduce the unauthorized diversions by specified amounts each year, starting in water year 2008-09 and continuing through water year 2014. The adopted CDO prohibits Cal-Am from providing new service connections and increasing use at existing service addresses that were not provided a "will serve commitment" (or similar commitment) before October 20, 2009. The CDO action is currently stayed by a court order.

The Monterey Peninsula Water Management District (MPWMD) has adopted a water allocation system for its service area, including the City of Monterey. No new connections or expanded uses are allowed in a municipal or county jurisdiction that has exceeded its water use allocation. Annual resolutions by the District confirm allotments for each water year.

The MPWMD has adopted rules that allow the transfer of water between uses and adjacent sites under the same ownership, though these rules are under strict regulation by MPWMD. An inventory of water usage and availability is underway to determine the presence of water credits on a particular site that may be available for an expanded use. The identification of water credits will assist in the identification of opportunity sites that could achieve Specific Plan

objectives prior to the identification and delivery of a new water source to the City.

Solid Waste

The City coordinates, reviews, and implements recycling and waste collection and removal services in Monterey. As such, solid waste is also managed in the Planning Area with scheduled collection and removal services at various frequencies and as demand fluctuates with anticipated levels of service throughout the year.

Solid waste receptacles utilized throughout the study area vary in size and include smaller cans and bins to larger containers, which include dumpsters and compactors. Minimum volumes of solid waste generated by any one use are determined by reviewing several factors of that use, such as the operating details and nature of the use, size of a facility, seating capacity, tenant capacity, number of units, and usage frequency.

Solid waste collection and removal in the Downtown area is performed by an exclusive franchised hauler who maintains service throughout the City, including commercial and residential entities. Some of the trash enclosures in the Downtown need to be enlarged and reconfigured.

APPENDIX A - ADOPTED PLAN POLICIES

General Plan

Urban Design Element

Policy f.8.Remove overhead wires.

Policy f.9. Discourage high levels of ambient light and maintain night skies where stars can be seen.

Policy f.10. Encourage parking to be placed underground or away from the street to improve the pedestrian experience.

Goal g. Landscape elements should be consistent and compatible within each area.

Policy g.2. Favor native species.

Policy g.4. Use landscaping to screen parking lots and structures, including Del Monte Center, from freeway.

Policy g.5. Protect existing cypress, Monterey pine, and coast live oak trees in urban and historic contexts, replant when removal is necessary, and retain the health of the stands.

Policy g.6. Use trees to soften existing parking structures.

Policy g.7. Use landscaping to screen parking where appropriate.

Policy g.8. Encourage planting of trees on public and private land throughout the City of Monterey.

Goal h. Protect and enhance scenic entrances shown on Figure 2, which follow a parkway concept.

Policy h.1. Significant natural features within scenic corridors should be preserved and enhanced to the maximum extent possible in the design and construction of scenic entrances. These natural features include: ridgelines, hilltops, rock outcroppings, stream and creek beds, scenic vistas, wildlife habitats, Monterey pine and oak groves, and other significant natural vegetation.

Policy h.4. Roadway lighting and signing should be minimized, of low-profile design, and designed to enhance the scenic character of the corridor.

Policy h.6. Where feasible, direct driveway access to scenic entrances should not be permitted from individual properties. Most of the scenic corridors run through wooded canyons and create a rural feeling. This effect will be destroyed if residences are permitted to line the roadway in a manner similar to Josselyn Canyon Road.

Policy h.8. Landscaped greenbelt areas should be established along the borders of scenic entrances.

Policy h.10. Developments visible from Scenic Entrances should blend into the natural surroundings and not detrimentally impact significant natural features such as the wooded ridgeline, hilltops, etc.

Del Monte Avenue

Policy h.24. Enhance the excellent scenic value in the central portion by the Naval Post Graduate School and make the scenic resources more evident to the public.

Policy h.25. Enhance both ends by filling in the portions of landscaping and eliminating clutter from signs, wires, poles, etc.

Pacific Street

Policy h.27. Plant out the Heritage Harbor parking structure using native trees such as cypress.

Policy h.28. Maintain the natural setting of upper Pacific Street and the street canopy along lower Pacific.

Land Use Element

The Land Use Element is a summary of the expected future land use in Monterey, consistent with the goals, policies and programs in the other elements of the General Plan. The Land Use Element identifies the Downtown and East Downtown as a future "Mixed-Use Village", which is a mix of residences, retail shops, services and jobs in close proximity. These areas are designed to be well served by transit and bicycle routes and have a welcoming pedestrian environment. The Land Use Element anticipates a development potential of 912 dwelling units in the planning area.

Goal b. Direct future population growth into mixed use neighborhoods. The City's goal is to create and nurture mixed use neighborhoods that: 1) Reduce automobile trips; 2) Improve the quality of the pedestrian experience; 3) Create walkable neighborhoods; 4) Provide more ownership opportunities; 5) Increase the stock of housing affordable to Monterey's work force; 6) Require high-quality design to complement Monterey's image; and 7) Improve neighborhood-oriented services.

Policy b.1. Create design concepts, development guidelines, and capital improvement programs for mixed use neighborhoods. Emphasize attractive pedestrian, bicycle and transit access, which may require improved sidewalks, crosswalks, and various public way improvements. The City encourages owner occupied units, innovative site planning and tailoring the design and density to fit with the neighborhood. Mixed use developments are encouraged to be attractive in design, hide parking from the street, create a pleasant pedestrian environment, and provide a transition into the residential zones through good site planning and design.

Program b.1.1. Develop Mixed Use Neighborhood Guidelines for the East Downtown area as an amendment to the Downtown Area Plan. The intent of the guidelines would be to provide policy and illustrated design concepts that lead to mixed use or apartment/condominium housing for a wide range of incomes to encourage customers and employees to live near downtown. The plan will be to capitalize on the access to

alternative transportation modes, Lake El Estero, the waterfront, downtown, and the employment center of Monterey. Shared parking, including the potential for public parking, is encouraged to minimize the amount of land dedicated to parking.

Program b.1.2. Develop Mixed Use Neighborhood Guidelines for the Downtown area in the Downtown Area Plan. The goal is to maintain the downtown as the City center. The intent of the guidelines would be to provide policy and illustrated design concepts that maintain the pedestrian friendly and historical environment with retail on the ground floor and housing or other uses above. Encouraged transportation modes include the shuttle, walking, and bicycles. Shared parking, including the use of private parking spaces when not needed for their primary use, is encouraged to minimize the amount of land dedicated to parking. Guidelines should address building height. Height of new construction should respect neighboring historic buildings.

Policy b.4. Reinforce the visual, pedestrian, and bicycle connection between City neighborhoods and the Bay so that residents have exceptional non-automobile access to the Bay.

Proposed Mixed Use Neighborhoods	Anticipated Dwelling Units with Mixed Use Neighborhoods Incentives
Downtown	456
East Downtown	456
Cannery Row/Lighthouse	260
North Fremont	130
Total	1,302

Notes:

- The Downtown/ East Downtown area has the most development potential and is currently well served by transit. It also contains a variety of commercial and recreational opportunities. As a result, the majority of new development (approximately 70%) was assigned to the Downtown/East Downtown Mixed Use Neighborhoods.
- 2) The Cannery Row/ Lighthouse Avenue Mixed Use Neighborhood is within the current WAVE Shuttle area. However, there are more restrictions to development in this area due to traffic and parking problems. The Coastal Commission has also placed a numerical cap of 183 dwelling units in the Cannery Row LCP area. Staff assumes that 20% of the new development would be slated for this Mixed Use Neighborhood.
- 3) The North Fremont area is served by MST but not the WAVE Shuttle. There would appear to be the greatest need for private investment to make a mixed-use neighborhood work in this area. This is a longer-term development opportunity for the City. As a result, staff assigned only 10% of the anticipated new development to the North Fremont area.

Circulation Element

The primary role of the Circulation Element is to plan the transportation system needed to serve proposed development as defined in the land-use element of the General Plan. The transportation system affects the growth patterns, environment, and quality of life of Monterey's residents and workers.

Goal a. Improve transportation and parking systems by managing them more effectively before investing in costly roadway and parking expansion projects.

Policy a.1. Adopt a Transportation Systems Management (TSM) program to improve the effectiveness of the transportation system.

Program a.1.2. Develop implementation plans for directional and variable message signs (VMS) located at the main entrances to the city directing visitor traffic to parking supply and uncongested routes.

Program a.1.3. Develop implementation plans for dynamic signs located close to public parking that display available parking spaces using real-time information. The signs should also display the flexible parking rates developed in the Parking Master Plan.

Program a.1.4. Develop implementation plans for advance traveler information (ATI) via the Internet (for example, satellite parking, preferred routes for special events).

Policy a.2. Adopt a Travel Demand Management (TDM) program to reduce the number of auto trips made during peak travel times and direct visitors to attractive transportation alternatives as they park at satellite sites served by the local transit system.

Program a.2.1. Develop an implementation plan for the local transit service to serve, at a minimum, the downtown parking structures and Cannery Row.

Program a.2.2. Expand and promote transit service for residents, employees, and visitors based on the City's traffic monitoring program (see Section j).

Program a.2.3. Identify a long-term funding program for local transit system service with dedicated revenue sources (e.g., citywide traffic impact fees, dedicated sales tax).

Program a.2.4. Establish incentives to employers using flexible work schedules.

Program a.2.5. Provide preferential treatment to rideshare vehicles (e.g., reserved parking spaces and/or reduced parking fees in city lots).

Policy a.3. Adopt a Parking Master Plan (PMP) that maximizes occupancy of public parking spaces to minimize parking impacts in adjacent residential neighborhoods.

Program a.3.1. Establish clear guidelines for providing, coordinating, and managing parking in the city according to the policies and programs identified in the Parking section of the Circulation Element.

Program a.3.3. Identify satellite parking east of Lighthouse Tunnel to serve visitors during peak periods of demand. Develop an implementation plan that provides local transit system service to those locations.

Program a.3.4. Develop parking requirements in the PMP as well as in design standards to optimize parking resources, enhance public safety, support City businesses, and encourage increased use of alternative transportation.

Program a.3.5. Develop on-site parking requirements along local transit system routes that avoid creating parking impacts on adjacent residential neighborhoods.

Program a.3.6. Establish a parking fee structure for public parking to promote (a) use of alternative modes of transportation while discouraging personal vehicle trips; (b) visitor parking for long periods of time and use of the local transit system; and (c) employee use during off-peak periods without significantly reducing revenues.

Goal b. Apply land-use planning tools and strategies that support the city's circulation goals and direct growth to areas best served by alternative modes of transportation.

Policy b.1. Use land-use policies to concentrate development within walking distance of the local transit system to reduce the overall demand for travel and minimize the traffic impacts of development.

Program b.1.1. Develop criteria for transportation management fees for projects located within walking distance of the local transit system.

Program b.1.2. Encourage master plans that incorporate transit/pedestrian-oriented design (TOD/POD) standards for areas planned for development of mixed-use neighborhoods.

Program b.1.3. Require new projects to meet on-site parking standards for projects located outside of Parking Adjustment Districts.

Policy b.2. Encourage developer agreements for projects located in Parking Adjustment Districts that fund alternative modes of transportation.

Program b.2.1. Once local shuttle service is established year-round for morning and afternoon commute hours, encourage local shuttle service as the preferred parking and traffic mitigation for development proposed within walking distance of that service.

Policy b.3. Encourage mixed-use development to maximize the shared use of on-site parking spaces.

Policy b.4. Incorporate retail, office, or residential community uses into the design of public parking structures.

Policy b.5. Expand the WAVE to non-tourist routes.

Goal c. Provide a safe, efficient, well-maintained, and environmentally sound roadway system that supports equality of choice among all modes of transportation.

Policy c.1. Monitor the transportation system to determine when transportation management programs must be implemented.

Policy c.3. Identify and implement street improvements to address high accident rates for motorists, pedestrians, and bicyclists, even if such improvements result in increased traffic congestion.

Program c.3.1. Reduce unsafe conflict points on all major and minor arterial streets by avoiding trap lanes and providing left-turn lanes at intersections.

Program c.3.2. Place the highest priority on projects that reduce high accident rates.

Program c.3.3. Develop roadway safety improvement projects that result in self-enforcing conditions and require a minimum amount of signage in order to reduce driver confusion.

Policy c.4. Create and maintain a roadway system that is safe, unobtrusive, and easy to use for all modes of transportation.

Program c.4.1. Consider the needs of buses, bicyclists, and pedestrians when planning road improvements.

Program c.4.2. Update the directional signage program to primary destinations.

Policy c.5. Preserve the city's character and valuable resources in future roadway improvements to the transportation system.

Program c.5.1. Respect the character and type of surrounding land uses through the design and use of streets.

Program c.5.3. Incorporate appropriate landscaped medians, parkways, signs, utilities, street furniture, sidewalks, and bicycle lanes into transportation projects.

Program c.5.4. Maintain the major entrances to the city as scenic, landscaped corridors.

Program c.5.5. Establish landscaped greenbelt areas along the borders of scenic highways.

Program c.6.3. Avoid mid-block median openings and direct driveway access for individual properties along major arterial streets.

Program c.6.4. Design minor arterial streets to carry traffic along the fringe of and around residential neighborhoods.

Program c.6.5. Discourage and impede through traffic on local streets through residential neighborhoods.

Program c.6.6. Carry the local transit routes on minor arterial streets.

Program c.6.7. Provide direct access to adjacent land uses and circulation within residential neighborhoods and commercial districts on collector streets.

Policy c.7. Continue to maintain streets using the City's Pavement Management System (PMS).

Policy c.8. Minimize traffic impacts in residential neighborhoods by routing truck and through traffic onto highways and arterial streets, even where such routing is not the shortest distance between two points.

Program c.8.1. Implement the truck route system (Map 7 and Table 4) by posting truck route signage directing truck traffic around residential areas.

Program c.8.2. Implement the visitor route system (Map 6 and Table 5).

Policy c.9. Implement design and self-enforcing solutions rather than traffic control devices to slow and discourage through traffic in residential areas.

Program c.9.1. Encourage implementation of the adopted City Traffic Calming Program.

Program c.9.2. Install traffic calming devices (e.g., textured crosswalks, landscaped medians) according to adopted neighborhood traffic calming plans.

Program c.9.3. Limit the use of speed limit signs and warning signs to alert motorists to conditions or laws that aren't obvious.

Policy c.10. Complete the widening of Del Monte Avenue.

Policy c.11. Improve traffic flow on Del Monte Avenue at Washington Street.

Program c.11.1 Install an attractive landscape median at the intersection of Washington Street and Del Monte Avenue to restrict pedestrians and vehicles from crossing Del Monte Avenue. Include operational improvements to Figueroa Street and converting Tyler Street to two-way between Del Monte Avenue and Franklin Street.

Program c.11.2 Improve the pedestrian connection from Washington Street and Del Monte Avenue to the Alvarado Mall.

Program c.11.3 To better link the Downtown with the waterfront, construct an attractive pedestrian bridge between Spanish Plaza and the Wharf parking lot to provide a direct bicycle connection from Downtown to the Recreation Trail.

Goal d. Promote a pedestrian/bicycle-friendly environment where public spaces, streets, and off-street paths offer a level of convenience, safety, and attractiveness that encourage and reward the use of alternative modes of transportation.

Policy d.1. Build on the success of the Recreation Trail to make walking and bicycling through Monterey safe and enjoyable.

Program d.1.1. Implement and maintain the continuous network of safe and convenient bikeways specified in the City's Bikeways Plan to provide a viable alternative to making short auto trips.

Policy d.3. Create an integrated, safe, and convenient pedestrian system connecting city neighborhoods, schools, recreation areas, commercial areas, and places of interest.

Program d.3.3. Provide amenities for alternative transportation methods, such as bicycles, scooters, and mopeds in the commercial districts and along the Recreational Trail (e.g., special parking places, bicycle racks, storage lockers, etc.).

Policy d.4. Establish and maintain pedestrian-friendly environments in commercial areas.

Program d.4.1. Require newly proposed developments in commercial areas to provide sidewalks or pedestrian connections to surrounding areas, adjacent transit facilities, and/or other travel facilities during development review.

Program d.4.2. Underground utilities in commercial business districts to maintain adequate space for pedestrians and to improve the shopping environment.

Program d.4.3. Create an attractive pedestrian environment by providing "buffers" separating pedestrians and vehicular traffic (e.g., street trees, on-street parking, and public furniture).

Policy d.5. Design intersections to improve pedestrian safety, minimize pedestrian crossing distances, and reduce signal time needed to serve non-vehicle movements.

Program d.5.1. Install curb extensions to minimize the time needed for pedestrians to cross busy streets.

Program d.5.2. Provide sidewalk curb ramps in all major activity areas and commercial centers in accordance with the Americans with Disabilities Act.

Policy d.8. Maintain designated bicycle routes as attractive and safe transportation facilities that provide a viable alternative to auto travel into and throughout the city.

Program d.8.1. Encourage bike lanes, bike racks, bike lockers, employee shower and changing facilities in new developments.

Goal e. Optimize the use of Monterey's existing parking supply to minimize the amount of land dedicated to parking needs, especially in commercial business districts and along the scenic coastline.

Policy e.1. Explore opportunities to provide additional parking to serve employees in the south Downtown.

Policy e.2. Study the use of assessment districts to fund and develop new parking solutions where shortages exist (for example, the Cass/El Dorado area).

Policy e.3. Establish appropriate time limits for parking in commercial business districts to support local businesses and encourage use of the local shuttle.

Policy e.4. Survey land uses, public parking supplies, and available alternative modes of transportation prior to considering changes in parking requirements.

Policy e.5. Design attractive pedestrian ways through parking lots to enable pedestrians to reach their destinations in a safe manner.

Policy e.6. Establish locations for visitor recreational vehicle parking that are served by the local shuttle.

Policy e.7. Major special events with limited parking should provide direct and affordable transit service to satellite parking locations.

Policy e.8. Identify affordable employee parking locations in the downtown and Cannery Row areas to minimize the impacts on residential neighborhoods.

Program e.8.1. Identify and develop peripheral and satellite parking facilities for employees. Work with businesses to fund the construction and maintenance of parking facilities, and to develop shuttle service where necessary.

Program e.8.2. Work with employers in business districts to offer incentives for employees to take transit, ride bikes, or walk to work or to park in designated areas.

Policy e.9. Improve utilization of existing parking and create new parking opportunities through partnerships and cooperation in order to meet parking needs with fewer total spaces.

Program e.9.1. Rely on shared parking to minimize the number of parking spaces left unoccupied during peak demand.

Program e.9.2. Work with businesses and churches to make on-site parking spaces available for the general public during hours those parking spaces would otherwise be unused.

Program e.9.3. Create joint-use agreements to share parking at existing facilities for the use of new developments at locations with complementary parking patterns (e.g., residential and office).

Program e.9.4. Dedicate van/carpool parking spaces in public parking lots based on demand.

Program e.9.5. Dedicate motorcycle parking spaces in public parking lots and on-street where feasible.

Program e.9.6. If existing parking lots are developed with new construction, investigate opportunities to replace the lost parking spaces.

Program e.9.7. Investigate partnerships with public and private entities for multi-purpose parking facilities.

Goal f. Provide an attractive and convenient transit service for Monterey citizens, especially those in the community who cannot or choose not to own a private automobile.

Policy f.1. Work with MST to operate transit on the city's principal arterial streets, maintaining an average headway that does not exceed 20 minutes during the a.m. and p.m. peak commute hours.

Policy f.2. Work with MST to keep fares low enough to obtain consistently high patronage and encourage more off-peak use.

Policy f.3. Use MST's demand-responsive DART service to provide service to low-density areas. Expand DART service within the city where flexible routing is justified.

Policy f.4. Identify funding for fare subsidies or transit pass programs (e.g., employer fee program to fund transit in lieu of providing on-site parking spaces, transit pass program for schools and large employers, senior and youth discount passes, youth ridership programs to increase weekend and nighttime ridership).

Policy f.5. Give transit vehicles priority over other vehicles.

Policy f.6. Work with MST and area jurisdictions to improve transit links between residential areas and areas of major city employment.

Policy f.7. Improve and develop safe, convenient, and protected transit facilities that are compatible in design with the surrounding area.

Program f.7.1. Require developers to provide transit amenities in accordance with the MST *Development Review Guidebook*.

Program f.7.2. Work with MST to provide and maintain attractive amenities, such as benches, shelters, lighting, news racks, decorative trashcans, and bicycle parking at transit stops.

Program f.7.3. Work with MST to continue to provide clear and easy-to-understand route information, maps, and other computerized transit information systems at transit stops and on the City's Web site.

Policy f.8. Continue to provide cost-efficient, reliable transportation services to individuals with disabilities for whom the use of fixed-route public transit is difficult.

Program f.8.1. Work with MST to maintain the RIDES paratransit service.

Program f.8.2. Provide information about the RIDES program on the City's Web site and in appropriate city publications.

Goal g. Provide a transportation system that supports the local economy.

Policy g.1. Provide pedestrian-friendly environments in the commercial business districts to extend the time spent in the commercial business districts and enhance the overall shopping experience.

Policy g.2. Do not allow auto-oriented level-of-service standards to negatively affect the shopping experience in commercial business districts.

Policy g.3. Direct visitor traffic entering the City on Fremont to use routes through downtown during off-peak times.

Policy g.4. Improve pedestrian experience in commercial areas.

Program g.4.1 Implement attractive streetscape designs and improve pedestrian and bicycle connections to the Recreation Trail.

Program g.4.2 Provide visual cues to draw pedestrians and bicyclists toward commercial areas along pedestrian and bicycle paths.

Policy g.5. Utilize the local transit system to serve the commercial business districts, providing visitors the best opportunity to enjoy local businesses.

Policy g.7. Improve the connection between Downtown and the Waterfront through the Alvarado Mall.

Program g.7.1. Work with the business community to provide a visual extension of Alvarado Street.

Program g.7.2. Make Alvarado Mall and Portola Plaza visually interesting places with activities that attract tourists and local residents.

Goal h. Make public transportation in the City of Monterey an attractive alternative for tourists.

Policy h.1. Provide an exceptional local shuttle, scenic bicycle routes, and attractive pedestrian paths.

Program h.1.1. Use unique "niche" vehicles in the local transit system to differentiate this program from typical public transit service.

Program h.1.3. Plan interactive, "smart" kiosks at the major parking structure exits to provide real-time shuttle information (i.e., schedule, vehicle tracking information, attractions near stops) using innovative technology to maximize the user-friendly benefits of the local transit system.

Program h.1.4. Add public art along popular tourist routes to enhance the pedestrian experience, accentuate culture, and maintain the historic character of Monterey.

Program h.1.5. Provide comfortable seating with interpretive signs at adequate spacing along the Recreation Trail and other popular pedestrian routes.

- Policy h.2. Adopt a taxi operations plan to ensure fair pricing, qualified drivers, clean and efficient service, especially to tourist destinations, hotels and the airport.
- Goal i. Support the movement of people, goods, and services by other transportation facilities, such as air, rail, and water.
- Policy i.1. Work with the Airport District and the hospitality industry to provide a direct and affordable transit service between the Monterey Peninsula Airport and the local shuttle service area to reduce congestion.
- Policy i.6. Balance the community's need for air transportation service with community safety and environmental needs.
- Policy i.7. Direct vehicular traffic generated by airport land uses to arterial streets and highways and away from residential neighborhoods.
- Policy i.8. Provide affordable shuttle service to the Monterey Peninsula Airport.
- Policy i.9. Prohibit land-use activities that interfere with the safe operation of aircraft using the airport.
- Policy i.10. Support improvements and operational changes at the airport that promote safety and noise reduction.
- Goal j. Measure the effectiveness of the transportation system and its ability to safely move people and goods, not simply vehicles.
- Policy j.1. Monitor changes in traffic volumes and mobility choices to assure that the community is moving toward the Circulation Element Vision. The Roadway Level of Service (LOS) Standard will apply to average (non-summer) conditions.
- Program j.1.1. Develop and manage the city roadway system using a Level of Service standard of LOS = D on roadway segments that do not adequately serve alternative modes of transportation as shown in Table 6.
- Program j.1.2. Accept level of service (LOS) standard LOS = E and LOS = F on roadway segments that are adequately served by alternative modes of transportation as shown in Table 6.
- Policy j.2. Require an analysis of the effects of transportation for projects that may cause significant traffic impacts.
- Program j.2.1. Define the traffic impact study area to be analyzed as all roadway segments where project traffic is expected to increase the existing traffic by two percent (2%) or more.
- Program j.2.2. Define a project's traffic impact as significant if the roadway segment is expected to operate at LOS = E or LOS = F under cumulative traffic conditions during typical (i.e., non-summer) weekday traffic conditions.
- Policy j.3. Require projects to build or fund a pro-rata share toward improvements necessary to mitigate significant traffic impacts.

Program j.3.1. Adopt a traffic impact fee ordinance used to define the pro-rata share of a development's impact on the transportation system.

Program j.3.2. Encourage projects to fully mitigate transportation impacts with financial contributions toward the WAVE for roadway segments served by the WAVE.

Program j.3.3. Encourage development projects within walking distance of WAVE service to mitigate transportation impacts with financial contributions toward the WAVE.

Policy j.4. Monitor accident rates and trends to identify locations for possible transportation safety improvements.

Housing Element

Goal a. Promote construction of new ownership housing units and conservation of existing ownership housing units to maintain and/or improve the existing balance between owner and rental units in Monterey.

Policy a.1. Encourage the production of new ownership housing units.

Program a.1.1. The City will continue to update its list of larger developable sites and contact property owners to determine opportunities for housing construction. There will be an emphasis on constructing housing types that provide mixed-income ownership opportunities.

Program a.1.2. Maintain existing single-family zoning throughout the City. Rezoning of single-family land to other uses should not occur without findings that the proposed use is more beneficial to the City than retaining single-family ownership opportunities.

Program a.1.3. Inclusionary housing units in an ownership housing project should generally be ownership units unless findings can be made that rental units are more beneficial.

Program a.1.4. Encourage and create development standards for new condominiums and ownership townhouses in R-3 and commercial areas that require amenities desirable to owners and require larger units (three or more bedrooms) to house families with children. Develop height, design, and setback standards to encourage the most creative designs. Area Plans are encouraged to identify potential incentives and ways to implement the incentives.

Program a.1.5. Evaluate and revise the condominium conversion standards as necessary to ensure adequate provision of amenities, parking, and larger units to house families with children.

Program a.1.6. Continue to work with the major employers in Monterey and the region to provide targeted homeownership opportunities for employees (see Programs h.1.1 and h.1.2).

Program a.1.7. Monitor and evaluate the use permit process for new multi-family projects in the R-3 and Commercial districts to determine whether the process qualifies as a constraint to residential development. Identify strategies to be implemented by the City to remove any constraint identified by the evaluation. Provide a summary of the evaluation (and strategies, if identified) to HCD as a part of the City's annual reporting requirement.

Policy a.2. Encourage the conservation of existing homeownership opportunities, including moderate-income units.

Goal b. Broaden the choice of rental housing types available to residents of Monterey in all price ranges and for all family sizes, while maintaining neighborhood compatibility and, where possible, using second units to encourage owner opportunities.

Policy b.1. Provide the opportunity to construct new multi-family housing units in pockets of opportunity.

Program b.1.1. Maintain multi-family densities at 30 units per acre in the R-3 zone and in commercial zones with the potential for density bonuses as outlined in Program i.1.2.

Program b.1.5. Require a minimum 5,000-square-foot lot size for new apartment developments.

Conservation Element

Goal c. Reduce fixed source and transportation-based air pollution.

Policy c.1. Reduce air pollution generated by motor vehicles by encouraging the use of public transit, car-pooling, bicycles, and walking as alternatives. Policies to achieve these goals are found in the Circulation Element.

Policy c.2. Consider air quality impacts resulting from proximity of residential, commercial and industrial development in the City's development review process, primarily the California Environmental Quality Act.

Policy c.3. Promote cooperation with local and State agencies to develop programs to reduce sources of air pollution

Policy e.1. Encourage energy sources, which provide part or all of the energy needed for buildings.

Program e.1.1. Consider aesthetically compatible independent energy sources in new public and private buildings.

Program e.1.2. Encourage energy retrofitting in existing residential and commercial structures.

Safety Element

Goal c. Protect against flood hazards from the bay, lakes, and streams.

Policy c.1. Consider and mitigate the potential hazards from storm waves, tsunami, high tidal conditions and flooding for projects along the bay shoreline.

Policy c.2. Design storm drainage systems to accommodate projected uses before those uses are developed.

Policy c.4. Design projects to: (1) maximize the amount of natural drainage that can be percolated into the soil, and (2) minimize direct overland runoff onto adjoining properties, water courses, and streets. This approach to handling stormwater reduces the need for costly storm drainage improvements, which are often miles downstream. Building coverage and paved

surfaces must be minimized and incorporated within a system of porous pavements, ponding areas, and siltation basins.

Goal e. Maximize aviation safety on and adjacent to the Monterey Airport.

Policy e.1. Support safety improvements to the Monterey Peninsula Airport and adjacent areas.

Program e.1.1. Review proposed buildings to ensure compliance with Federal Aviation Regulations, Part 77, Objects Affecting Navigable Airspace.

Policy e.4. In collaboration with the Monterey Peninsula Airport District, review projects that may pose risks to the safe operation of the Monterey Peninsula Airport and mitigate such impacts through the development review process.

Policy e.5. Develop airport compatibility policies.

Policy e.6. Promote compatible land uses around the airport consistent with the airport safety zones.

Noise Element

Goal a. Minimize traffic noise in predominantly residential areas and ensure noise in commercial areas is at an acceptable level.

Policy a.1. Limit truck traffic to local delivery. Pacific Grove truck traffic should be assigned to State Highway (Highway 68).

Policy a.2. Route trucks and through traffic onto truck routes, even where such routing is not the shortest distance between points.

Program a.2.1 Implement traffic calming measures in neighborhoods.

Policy a.3. Re-evaluate City traffic flow systems periodically to determine whether traffic flows can be adjusted through synchronized signalization or other means to minimize traffic stops.

Policy a.5. Protect areas adjacent to roadways and freeways with landscaped noise buffers or other means; sound walls should not be allowed.

Policy a.6. Develop and encourage the use of non-automobile travel modes such as bicycle, pedestrian and transit alternatives.

Program a.6.2. Design separated bikeway and pedestrian systems into all new roadways and major improvements of existing roadways where feasible and in conformance with the City General Plan, area plans, Parks Master Plan, and Bicycle Master Plan.

Goal c. Encourage quiet neighborhoods

Goal d. Allow new construction only where existing or projected noise levels are acceptable or can mitigated.

Policy d.1 The City can require noise mitigations to reduce interior noise levels to an acceptable level. Table 8 establishes the land use compatibility standards for new development..

Policy d.2. Limit hours of noise generating construction activities. Include this requirement as a condition of project approval.

Economic Element

Goal a. Maintain and encourage a strong economic base which will provide tax income for City services, jobs for Monterey residents, and services for residents and visitors. Encourage civic and business decisions which provide taxes to support City services to residents and which provide employment opportunities to residents.

Policy a.1. Provide a balance between the economy, preservation of natural and historic resources, and preservation of residential areas and services.

Policy a.2. Encourage visitor uses which are based on Monterey's natural setting and history, rather than generic visitor uses without a strong tie to Monterey's unique features.

Policy a.4. Encourage small businesses and unique locally owned businesses.

Goal b. Expand the economy of Monterey by building on existing strengths and emphasizing the natural and historic features of the City.

Policy b.1 Preserve and enhance Monterey's historic character and rich cultural traditions as unique resources that cannot be duplicated to differentiate Monterey from other visitor destinations (see also the Historic Preservation Element).

Policy b.5. Provide for orderly growth of the visitor sector of the Monterey economy.

Program b.5.1. Encourage visitor uses to include goods, services, and experiences that are also attractive to residents, even if the destination is primarily oriented to visitors. Visitors enjoy destinations that are valued by local residents.

Program b.5.2. Encourage added hotel rooms within the limits of VAF zoning in order to increase Transient Occupancy Tax revenues.

Program b.5.3. Encourage hotel owners to upgrade their facilities.

Program b.5.4. Modernize and expand the Monterey Conference Center to increase year round group business.

Policy b.6. The public transportation system should be an added attraction to visitors and should provide excellent connections among activity areas for residents and visitors (see also Circulation Element).

Goal c. Continue Monterey's role as the business and employment center of the Monterey Peninsula.

Goal c. Continue Monterey's role as the business and employment center of the Monterey Peninsula.

- Policy c.1. Support the downtown as the "Monterey Peninsula's Downtown" and the core of the City. Coordinate planning for land use, traffic, pedestrian access, and parking facilities for the harbor, wharf, Catellus Site, Custom House Plaza, Conference Center, downtown, and east downtown areas so that they contribute to an economically sound and livable core for the City and Monterey Peninsula.
- Policy c.2. Provide for the orderly growth of the retail sector.
- Program c.2.1. Support and retain existing retail businesses with Business Improvement Districts and Main Street programs where locally established and with design standards, improvement programs, and façade programs where appropriate.
- Policy c.3. Support the visitor industry as the primary economic base of the community.
- Policy c.4. Support the military uses in the community with essential public services.
- Policy c.5. Encourage and support the preservation of the Monterey fishing industry.
- Policy c.7. Encourage small businesses and locally owned business.
- Policy c.9 Encourage expansion of cultural and performing arts, including possible use of the State Theatre as a performing arts facility and other venues for the arts.
- Policy c.10 Promote festivals as a support for commercial areas.
- Policy c.15. Support major employers. Encourage growth of these employers within the City and actively work to retain them within the City.
- Policy c.16. Support the unique role of each business area within the City.
- Goal d. Encourage housing, including mixed use housing to meet the needs of business (see Housing Element).

Historic Preservation Element

Goal a. Preserve historic and cultural resources in Monterey, including buildings, sites, landscapes, artifacts, and memories.

Downtown Area Plan

POLICY A: Strengthen the retail base of the downtown core by using historic preservation and sophisticated attractions as anchors to attract a balance of upscale tourist trade and local residents.

Program A1: Increase tourist and resident use of the adobes and other historic resources in the downtown by provision of active and passive information centers, guided and unguided historic tours, and publication of materials which support the downtown's historic resources.

Program A2: Provide sophisticated and other attractions in the downtown, such as performing arts center, farmers' market, festivals and fairs, and history based festivals and activities, such as the Posada, adobe tours, music in the adobes, and living history projects.

Program A3: Utilize existing or proposed attractions, such as the Maritime Museum, Sports Center, and Conference Center to direct visitors and residents to the downtown. Develop programs to attract visitors from other locations, such as the Aquarium, to the downtown.

Program A4: Encourage the State Department of Parks and Recreation to promote historic resources in the State Historic Park, including increased publicity, increased hours of operation, and appropriate private commercial uses that are compatible with the cultural and historic resources of the downtown in the adobes.

Program A5: Encourage active and historically appropriate uses in City owned historic buildings.

Program A6: Develop tourist information centers at locations, which would serve more visitors to the city. Develop "tourist information kiosks and exhibits in the downtown.

Program A7: Work with downtown merchants to establish a theme for the downtown based on Monterey's rich cultural heritage.

Program A8: Improve signage identifying historic buildings.

POLICY B: Improve retail climate and commercial vitality of the downtown.

Program B1: Establish a program of retail recruitment, promotion of historic resources, encouragement of facade improvements, and signage as detailed in the Retail Revitalization report.

Program B2: Develop a program of incentives for facade improvements for rapid implementation, to create the immediate feeling of vitality in the downtown.

Program B3: Investigate incentives that support downtown development, such as fast-track permit processing, facade improvements, and assistance in meeting unreinforced masonry requirements.

Program B4: Discourage government uses in prime retail areas.

POLICY C: Encourage residential development close to the downtown.

Program C1: Develop a program of incentives for mixed residential/commercial use in all areas of the downtown. Review restrictions on commercial uses in mixed-use projects to determine if restrictions would discourage property owners from building mixed-use projects. Encourage mixed use and residential use in the area to the east of Jacks Ballpark.

POLICY D: Encourage rapid development of the C-21 site.

Program DI: The C-21 site should be developed as quickly as possible so that it could contribute to the financial health of the downtown. Development of the C-21 site should be the first item of business for the Implementation Committee.

Program D2: Retail uses should be a strong priority for the first floor of the C-21 site. Mixed use is encouraged. The private market should direct use of the site instead of a predetermined mix of uses.

Program D3: The City should retain the option of lease or sale of the C-21 site with incentives for rapid development of the site.

POLICY E: Use history as the anchor attraction for the downtown.

Program E1: Initiate "H" zoning on properties which meet the criteria of the Zoning Ordinance for structures. Initiate "D3" zoning on properties, which would impact "H" -zoned properties, and on properties which would have the potential for "H" zoning but are not yet zoned. Properties to be zoned are indicated in Figure 3.

Program E2: Initiate discussions with the owners of the Royal Presidio (San Carlos Church) site to determine if a long-range project to restore the site would be feasible.

Program E3: Establish incentive programs to assist in design and rehabilitation of designated historic structures. Programs-to be considered are design assistance in preparing historic preservation programs and restoration plans, grants and low-interest loans for facade improvements and building renovation, financial assistance in meeting unreinforced masonry' ordinances, assistance in restoring historic interiors, and conducting seminars and workshops on preservation.

Program E4: Allow flexibility in requirements and/or provide incentives for structures in the "D-3" zone if necessary to provide compatibility with adjoining historic structures, including parking adjustments if compatible design cannot be achieved by plans meeting all parking requirements. Program E5: Exempt designated "H" zone buildings meeting all standards of the Historic Preservation Ordinance in the downtown historic area from parking adjustment fees.

POLICY F: Establish infrastructure improvements which identify the entrances to the historic area and historic subareas.

Program FI: Streets. Develop street patterns, which identify the historic area and subarea. This could be done through change of color or texture. Patterns could change to identify historic subareas if desired. Color or a similar feature, which does not affect traffic capacity, should identify normal downtown streets.

Program F2: Island of Adobes. Island of Adobes streets should be designed to emphasize the historic importance of this area. The Citywide Traffic Study should review this area' to determine

if traffic can, be routed around the Island of Adobes' without impeding overall downtown traffic flow.

Program F3: Alvarado Street. Alvarado Street would have less congestion if nondowntown traffic is funneled to other streets, reducing the visual impact of automobiles on historic buildings and their settings.

Program F4: Sidewalks. Develop sidewalk patterns which identify the historic area. Sidewalks could also identify subareas.

Program F5: Fixtures. Street lights, benches, etc. could be designed for each subarea based on its historic period.

Program F6: Entrances. Entrances could be identified by pylons or other substantial design elements.

Program F7: Signing. A distinct historic sign program should be developed to correspond to the other infrastructure elements.

Program F8: Utilities. Downtown Historic Area should be a high priority for undergrounding utilities. The physical connection between underground service and the building should be reviewed for Compatibility with the historic building form.

POLICY G: Adopt design guidelines for the Downtown.

Program G1: Adopt design guidelines for the downtown area that support historic resources, maintain the character of the downtown, and are responsive to the various subareas of the downtown.

Program G2: Encourage designs that emphasize outdoor use and activity on the street.

Program G3: Encourage art in the downtown, including murals on blank walls. Encourage planter boxes and flowers in front of buildings.

Program G4: Encourage passageways between streets and improve existing passageways such as Bonifacio Plaza.

Program G5: Expand the Alvarado Street and sidewalk improvement program to Tyler Street and Calle Principal.

Program G6: Prepare a package of incentives for improving design in the downtown.

Program HI: The Traffic and Parking Study should investigate signing and street design options which would provide a defined entrance to the downtown from Del Monte Avenue to the east and from Lighthouse Curve from the west.

Program H2: The Traffic and Parking Study should investigate north-south downtown bypass routes and suggest signing, street design, and signalization/traffic control which would identify these streets as downtown bypass streets (Camino El Estero, Abrego/Washington, and Pacific Streets are suggested for study).

Program H3: The Traffic and Parking Study should investigate east-west traffic to determine routes from Del Monte Avenue and from Fremont/Abrego Streets to (or through) the Old Town area.

Program H4: The Traffic and Parking Study should investigate ways to improve direct access to on-street parking and parking lots, including ease of returning to a desired location when a destination has been missed. Suggestions for study include a parking loop consisting of Calle Principal, Del Monte Avenue, Tyler Street, and Pearl Street and study to determine whether elimination of one-way streets would improve access to business and parking.

Program H5: The Traffic and Parking Study should investigate which parking lots would best serve visitor destinations and signing which would direct visitors to the parking lot which would serve their desired destination.

Program H6: The Traffic and Parking Study should investigate physical improvements which would minimize apprehension about using structured parking.

Program H7: The Traffic and Parking Study should propose a visitor and resident sign program which identifies the downtown exits from the freeway and downtown as a destination from arterial streets which serve visitor traffic. Old directional signs should be removed.

Program H8: State Highway Department signs and City directional signs should identify the downtown and downtown historic resources. Old directional signs should be removed. State signs should be consistent with existing signs having wood trim.

Program H9: Investigate use of parking in-lieu fees to support a shuttle system as an alternative to paying in-lieu parking fees.

POLICY I: Minimize traffic impacts on historic buildings and areas

Program I1: The Traffic and Parking Study should investigate street circulation which would discourage traffic through the Island of Adobes and should analyze the level of service impacts that would result from reducing traffic in the Island of Adobes.

Program 12: Traffic signals should not be used adjoining historic adobes. Traffic signals should not be used at any of the three intersections around Simoneau Plaza adjoining the Cooper-Molera Adobe, at Pearl and Calle Principal adjoining the Larkin House, and at Calle Principal and Madison in the Island of Adobes.

Program 13: The Traffic and Parking Study should investigate street configurations which would discourage traffic through the Island of Adobes and the level of service impacts which would result from reducing traffic in the Island of Adobes.

Program 14: The Traffic and Parking Study should investigate limiting use of streets in the Colton Hall area, Houston Street, and San Carlos Church area to emergency access, local access, deliveries, and pedestrians.

Program 15: The Traffic and Parking Study should investigate alternative routes for heavy vehicles and buses which do not limit truck access to downtown businesses or local and visitor bus access to downtown but which minimize heavy traffic on Polk Street and Calle Principal in the Island of Adobes and on Alvarado Street.

POLICY J: On-site parking is discouraged in the downtown area.

Program J1: No parking lots or driveways for parking shall be allowed on Alvarado Street.

Program J2: Any parking with access to Calle Principal or Tyler Street shall be screened by landscape or building elements which conform to downtown design standards.

Program J3: The Traffic and Parking Study shall investigate sites and financing options for providing public parking to meet the parking needs of new development on Calle Principal and Tyler Street. If a plan can be developed to meet the needs of ultimate development, all customer parking shall be accommodated in public parking lots or garages. Parking may be provided for resident or employees on site.

POLICY K: Shared parking is the preferred method for meeting parking needs in the downtown support area and greater downtown area. On-site parking is required unless the site is served by existing or proposed public or shared parking.

Program K1: On-site parking should be encouraged for all new construction and building additions in the downtown support and greater downtown area. Parking adjustments may be considered if a small area parking study indicates space is available.

Program K2: The Traffic and Parking Study should identify sites and financing options for providing public parking to meet the parking needs of new development in the Downtown Support Area and Greater Downtown Area. If sites and financing are established, parking adjustments may be granted in lieu of on-site parking.

Program K3: Existing lease lots on Tyler Street and Cane Principal should be encouraged to remain unless replacement parking is provided.

POLICY L: Improve the retail strength of the downtown core by implementing a downtown management program similar to the California Main Street program.

Program L1: Establish a public/private sector implementation committee to follow through with the programs of the Downtown Plan. Because the focus is on economic revitalization in the retail areas of the downtown, the Downtown Nonprofit Organization and Implementation Committee may serve a geographical area concentrated on the Downtown Core and Downtown Support area.

Program L2: Establish public and private funding for a Downtown Manager, including support staff and a promotion budget, to be hired by and report to the Implementation Committee. A sustained funding source is desirable.

Program L3: The primary focus of implementation program should be economic revitalization.

Program L4: State Parks should be encouraged to participate in the implementation program.

Program L5: The Implementation Committee should monitor and give input to implementation of all sections of the Downtown Area Plan.

Downtown Design Framework and Design Guidelines

- 1. The overall character of the streetscape should reflect the character area within which it is located.
 - A traditional commercial street (Alvarado, Calle Principal, etc) should have street trees.
 - An area that historically has been predominantly residential should continue to reflect this character, for example, in the manner in which landscape materials are used.
- 2. Street furniture designs should be consistent throughout each character area.
 - All street furniture elements should have a consistent materials palette and color scheme within a character area.
 - They should be modest in design and reflect the character of the area.
 - Designs may vary among character areas.
 - Incorporating public art into street furnishings is encouraged. (See Guideline #8)
- 3. Cluster street furnishings where room allows.
 - Cluster street furnishings to create a sense of place and invite use.
- 4. Maintain a clear, continuous walkway along the front of a building.
 - Locate street furniture, outdoor tables and other accessories so they will not block the pedestrian route.
- 5. Paving should be in keeping with the hierarchy of the location and character of the area.
 - Sidewalks should generally have a simple concrete finish.
 - Historic districts may have a decorative sidewalk and paving pattern to mark them as unique areas.
 - Generally, use decorative paving in specialty areas including primary pedestrian routes, such as Alvarado Street, and other special function areas. For example, using decorative paving in a courtyard or at a building entry is appropriate.
- 6. Street trees should be planted whenever feasible.
 - Use a variety of species for street trees. This will help to convey the diversity of the area.
 - Street tree patterns may vary among character areas.
- 7. Planters should be incorporated into the streetscape.
 - Where sidewalks are narrow and space for street trees does not exist, provide freestanding planters to enhance the pedestrian experience.
- 8. The use of public art is encouraged.
 - Consider locations in plazas, courtyards and walkways through properties.
 - Public art should be installed such that it maintains view opportunities of key resources.
- 9. Maintain views from the public right-of-way to significant natural features and landmarks when feasible.
 - Views from the public right-of-way to the bay and El Estero Park are examples of views that should be considered and incorporated into new developments.
 - Views of historic landmarks also should be maintained.

- Site buildings in relation to adjoining properties to frame a view as it may be observed from public rights-of-way. Avoid completely blocking such a view with a large building mass.
- Consider views from neighboring properties. Maintain and enhance these views when feasible.
- 10. Improvements to a historic structure should comply with the Secretary of the Interior's Standards for Rehabilitation.
 - A brief summary of the Secretary of the Interior's Standards for Rehabilitation can be found in the Appendix.
- 11. Maintain a building entry at street level.
 - When buildings are located on through lots, they should provide a building face to both streets.
- 12. A building should be positioned to fit within the general setback patterns of its character area.
 - Exceptions to the setback requirement may be considered if an alternative street edge
 treatment meets the intent of maintaining the street wall. For example, if a pedestrian
 place of refuge is provided and is designed as a pedestrian-friendly area, and/or if the
 site is constrained such that the standard setback is not feasible, then a different setback
 may be considered.
- 13. Within the Commercial Core and Downtown Mixed Use Areas, maintain the alignment of facades at the sidewalk's edge.
 - Place as much of the facade of the building at the property line as possible.
 - Locating an entire building front behind the established storefront line is inappropriate.
 - A minimum of 60% of the front facade should be at the property line.
- 14. New infill adjacent to cultural resources should respect the historic site features and open areas.
 - Locate usable outdoor space adjacent to a historic property when feasible.
- 15. Orient a primary building entry to the street.
 - A recessed entry at the sidewalk edge is appropriate in the commercial core.
 - Multifamily uses should also have some building entrances oriented to the street, but may be setback farther where a front yard or landscaped area is planned.
- 16. Where two or more buildings will be located in a major site development, arrange them in a cluster to define outdoor spaces.
 - Clustering buildings to create active outdoor public space is appropriate.
- 17. Where a major intersection occurs, provide a building anchor at the corner.
 - Define the corner with a strong building presence.
 - Enhancing the corner with a pedestrian-friendly entrance plaza is also encouraged. This may include human-scaled design features such as benches and planters.
 - Building should have presence while maintaining the scale and character of the area.
 - See the framework map for the location of key intersections.

- 18. Organize the public edges of a site to provide visual interest to pedestrians.
 - Incorporate display windows or other architectural features to provide interest.
 - Provide a landscape feature along the walkway edge.
 - Locate a building at the walkway edge if it is a goal for that specific character area.
- 19. Projects should provide usable open space when feasible.
 - Usable open space may be composed of one or more of the following elements at grade:
 - A landscaped yard (potentially in residential mixed use subareas)
 - A courtyard
 - A patio
 - A usable open space is provided in this mixed use development within the one story porch and enhanced paving and landscape.
- 20. Develop usable open space as a focal point for the site.
 - For example, use open space to connect the entrances of two buildings on a site.
 - Orient a public space to encourage pedestrian activities; provide views of activities, cultural resources, or natural features; and provide visual interest.
- 21. Each project should provide an integrated circulation system that links the property with adjoining uses.
 - Provide direct pedestrian access from a public sidewalk to the majority of individual uses and spaces on a property.
 - Appropriate pedestrian connections include the following:
 - Sidewalks
 - Internal walkways
 - Courtyards and plazas
 - Paseos through blocks
- 22. Position walkways to encourage pedestrian use.
 - Provide pedestrian access that is adequate in size, availability, accessibility and function to satisfy demands relative to the size of the project and proposed use(s).
 - Locate a walkway so that key destination points, such as building entries, are clearly visible.
 - Site a path in an area that will remain visible from active public spaces.
 - Define the walkway with landscaping, site furniture and pedestrian-scaled lighting.
- 23. Use lighting for the following: To accent building entrances. To light signs.
 - To provide a safe and secure environment for public places.
- 24. Exterior lighting should be directed down and the light source concealed from adjoining properties.
 - Prevent glare by using shielded and focused light sources.
 - Avoid "uplighting" of entire building faces, or outlining frame of building.
 - Shield lighting associated with service areas, parking lots and parking structures.
- 25. Orient service entrances, waste disposal areas and other similar uses away from major streets.

- Store trash and recycling within an enclosed area consistent with the City's Waste Enclosure Guidelines.
- 26. Position service areas to minimize conflicts with other abutting uses.
 - Design service areas to be on site and away from public sidewalks when feasible.
 - When service must be directly from a public way, schedule deliveries at times when pedestrian activity is lowest.
- 27. Minimize the visual impact of mechanical equipment on the public way.
 - Screen equipment from view.
 - Use low-profile mechanical units on rooftops that are not visible from public ways.
 - Locate satellite dishes out of public view to the extent feasible and in compliance with other regulations.
 - Locate utility meters out of public view when feasible.
 - Several screening devices may be considered; these include:
 - building parapets
 - landscape elements
 - architectural features
 - painting the equipment to match the roof may be a more appropriate solution than a large screened enclosure.
- 28. Project applicants shall carefully consider the relationship of all improvements in the street right-of-way to new construction.
 - Appropriate setbacks should be provided to telephone poles, traffic lights, etc.
- 29. The City should continue to pursue undergrounding of utility lines.
- 30. Consider dividing a larger building into "modules" or bays that are similar in scale to buildings seen traditionally.
 - If a larger building is divided into "modules," these should be expressed threedimensionally throughout the entire building.
 - See the objectives for building massing in each of the character area guidelines.
- 31. Express facade components in ways that will help to establish traditional building scale.
 - Repeat wall elements, including windows, columns, ornamental trim and architectural features, such that rhythms and patterns result.
 - Use windows and doors that are proportional in scale to those seen traditionally.
 - Use horizontal elements such as porches, balconies and horizontal coursing to break up the vertical mass of a wall.
- 32. A building should appear to be similar in width to those seen traditionally within the neighborhood context.
 - If a building is to be wider that those seen traditionally in the area, it should be divided into modules that express those dimensions typical of the neighborhood.
- 33. Floor-to-floor heights should appear to be similar to those seen in early buildings.
 - In particular the openings in new construction should appear similar in height to those seen traditionally.
 - Continue the pattern of having first floors taller than upper floors.

- 34. A new building should step down in scale to respect the height, form and scale of a historic building within its immediate setting. New development should not exceed two stories in height within 30 ft. of an adobe historic structure.
- 35. Height variation should be achieved using one or more of the following:
 - Vary the building height in accordance with traditional lot width.
 - Set back the upper floor to vary the building facade profile(s) and the roof forms across the width and the depth of the building.
 - Vary the facade (or parapet) heights at the front.
- 36. On sites comprising two or more traditional lots, a building shall be designed to reflect the individual parcels.
 - The facade height shall be varied to reflect traditional lot width.
 - Height should be varied in keeping with traditional lot widths.
- 37. Primary building forms should appear similar to those seen traditionally in the area.
 - Simple rectangular forms with flat, gable or hip roofs are appropriate.
 - Other forms may be used as an accent and should remain subordinate. These elements should be reviewed on a case-by-case basis.
- 38. A new building should reflect the traditional lot widths as expressed by two or more of the following:
 - Variation in height at internal lot lines
 - Variation in the plane of the front façade
 - Street facade composition
 - Variation in architectural detailing and materials to emphasize the building module.
- 39. Use materials similar to those used traditionally.
 - Traditional building materials reduce the perceived scale of a building with appropriate detailing and should continue to be used in the area.
- 40. Creative use of new materials is encouraged, when they will be compatible with those used traditionally in Monterey.
 - Materials should convey a hand-crafted character.
 - Materials also should be durable, with proven performance in the Monterey climate.
 - Materials should be of high quality.
- 41. Use building materials that help establish a human scale.
 - For example, use modular masonry units, such as brick or stucco, detailed to give a sense of scale. Lap siding, wood or a similar material is also appropriate.
 - Large panelized products and extensive featureless surfaces are inappropriate.
 - Changes in color, texture and materials can also help to define human scale and should be incorporated in building designs.
- 42. LEED certified building materials and principles should be used where feasible.
- 43. Maintain the visual continuity of the solid to void ratio along the street.
 - Provide a solid to void ratio on a new building facade that appears similar to the established neighborhood context.

- 44. Design a parking structure so that it creates a visually attractive and active pedestrian environment.
 - The street elevation of a parking structure should be developed with a retail/mixed use building wrap.
 - Secondary elevations of a parking structure should include one of the following:
 - Retail commercial wrap
 - Murals or public art
 - Decorative architectural features
 - Display cases
 - Landscaping
 - Public amenities (street furnishings).
- 45. Parking access points should be designed to minimize conflicts with pedestrian traffic. Curb cuts should be located away from intersections to minimize conflicts with pedestrian and traffic movement. Shared drives are encouraged.
- 46. A surface parking lot should be visually subordinate to the street scene. Locate a surface lot behind a building whenever feasible.

 Site a parking lot so it will minimize gaps in the continuous building wall of a block.
- 47. Where a parking lot abuts a public sidewalk, provide a visual buffer. Any surface parking lot should have landscaped area distributed along the street frontage. (Refer to parking lot screening standards.)