

Community Based Transportation Planning Grants

City of Marina Downtown Vitalization Plan

- **Grant Recipient:** City of Marina
- **County:** Monterey

Project Area - Downtown Marina

Project Focus - The City of Marina (City) is at a crossroads due to the closure of Fort Ord in the early 1990's. Now that the army base is no longer operational, the City has the opportunity in the former base to attract new light manufacturing and research and development jobs, while providing diverse housing options to meet the needs of its workforce. City officials realize that vitalization of its existing Downtown District is an essential component of growth and economic development. Integral to that vitalization is the re-design and provision of the physical infrastructure that will be conducive to attracting business to the Downtown district, while creating an environment that is safe for pedestrians and bicyclists and attractive to current and future residents of Marina.

Project Goals - The project consists of working with City residents, including senior citizens and youth, businesses, and downtown property owners through a design charrette process that will produce a design plan. The plan will emphasize transforming downtown streets to safely accommodate motor vehicles, bicyclists, and pedestrians while improving the economic vitality of the city by creating a place where businesses will prosper. The design charrette workshops

will focus on a 2,400-foot (approximately) stretch of Reservation Road.

Community Outreach - The charrette process gathers input from an advisory committee that is usually made up of project partners, key leaders in the community, representatives from public agencies, and community-based organizations through focus group meetings; at least two large community meetings hosted by the project partners; walk audits of the study area; and design work tables. Staff changes led to reducing the public participation component to committee meetings and City Council discussions.

Project Outcome - A design for the Downtown District that will incorporate new features to create a more pedestrian-friendly environment, provide bicycle lanes that allow for alternate modes of transportation for its residents, and identify new street design features to reduce motor vehicle speeds through the downtown. This design plan for the Downtown district will assist and support existing businesses, while attracting new businesses.

Planning Goals Realized -

- Increased focus on downtown streetscape as a way to attract business activity;
- Redesigned facilities to accommodate bicycles and pedestrians.

