Interactive Project Model

This model creator was created by Leslie Rivera and supervised by Amir Hajrasouliha

How to navigate the model?
Acknowledgement

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The purpose of this chapter is to analyze the planning documents and any other pertinent resources to understand their relevance and implications for the city of Monterey. The objective is to ascertain how these elements might influence and steer the process of project development.

Collaborative groups, composed of one to three members, were established to scrutinize specific aspects of Monterey’s planning process. Each team meticulously documented their findings and subsequently presented their insights during class to the other teams. The comprehensive study encompassed thirteen distinct facets: Regional Context, City History and Historical Preservation, Demographic and Economic Profile, Cultural Identity and Resources, Land Use and Zoning, Housing Situation and Policies, Transportation, Urban Design Characteristics and Guidelines, Environmental Issues and Planning Efforts, Parks and Recreation and Tourism, Downtown Specific Plan, Safety, Hazards, Crime, and Water Access.
1.1 Regional Context

Monterey, a waterfront city on the Monterey Peninsula, is renowned for its cultural identity and high quality of life. According to the U.S. Census Bureau, Monterey has a population of 30,218, making it the third-largest city in the county. The city is considered the heart of the Peninsula. It serves as its business, financial, government, and services core, offering urban amenities typical of a much larger city (City of Monterey, CA).

Monterey generates an annual revenue of $25,839,977 primarily from its transient occupancy tax, making it the county’s most visited and tourist-driven city (Monterey County Weekly, 2020). In addition to its thriving tourism industry, Monterey is home to several esteemed academic institutions and a regional airport a mere ten-minute drive from its historic downtown. The city is also recognized as the “Language Capital of the World” due to its association with the Defense Language Institute and the Middlebury Institute.

Monterey’s unique location along the coastline is fundamental to its identity, as it provides direct access to the ocean. Four Marine Conservation Areas have been established under the California Marine Life Protection Act, with one directly adjacent to Monterey State Beach. These protected areas contribute to the health and resilience of the ocean ecosystem, which, in turn, can help minimize climate change impacts on the region and city. The proximity to the ocean has facilitated increased tourism and constant naval relations. Two sea wharves, one designated for tourism and the other for active fishing, can be found at the western end of Monterey. However, the city and its downtown area risk future flooding and water damage due to rising sea levels.
Concept Plan of Downtown Monterey
1.2 City History and Historic Preservation

Historical Background

The Rumsen Ohlone tribe initially inhabited the Monterey Peninsula, relying on hunting, fishing, and gathering food from the Region’s biologically diverse surroundings. Later, on June 3, 1770, the city of Monterey was established and served as the capital of Alta (upper) California under both Spain (1804–1821) and Mexico (1822–1846). During this period, Monterey witnessed the establishment of California’s first theater, public building, public library, publicly funded school, printing press, and newspaper.

Spanish explorer Juan Rodríguez Cabrillo first sighted the bay on November 17, 1542, and named it La Bahía de los Pinos (Bay of Pines). In December 1602, Sebastián Vizcaíno became the first European to set foot on the bay’s shores. He officially renamed it “Monte Rey Bay” in honor of the Viceroy of New Spain, who had ordered his expedition.

During the Spanish and Mexican control periods, Monterey served as California’s sole port of entry for taxable goods via the Custom House, established in 1814 and expanded in 1827. This historic building is the oldest public structure in California and an early designated Historic Landmark. When the American government assumed control, the lower portion was completed in 1846. Monterey’s economy depended on British and American trade ships, which carried “California Bank Notes” (dried steer hides) to New England for manufacturing leather goods. Tallow were also exported and utilized in candle or soap production. In 1846, John D. Sloat, a U.S. Navy Commodore, claimed California for the United States by raising the U.S. flag over the Monterey Customs House. The first constitutional convention for California was held in Monterey in 1849, which produced the necessary documents for statehood application.

In the late 1800s, Chinese immigrants came to the California coast for job opportunities. They rapidly developed the state’s commercial fishing industry, which led to competition and conflict with non-Chinese residents and officials. In 1882, the Chinese Exclusion Act was passed, prohibiting immigration by the entire ethnic group. The exclusion act led to the detainment or deportation of Chinese immigrants, including some from Point Alones, at Angel Island, a hundred miles north in San Francisco Bay. Despite cultural setbacks, the City of Monterey values its diverse cultural history. Today, a museum is housed in the city, while the adjacent buildings serve as the seat of the local government and post office. The city has preserved a few old fishermen’s cabins from the early 20th century along Cannery Row, a testament to its rich cultural history. Additionally, Monterey has a unique history as a center for California painters in the late 19th and early 20th centuries.

Arthur Frank Mathews, Armin Hansen, Xavier Martinez, Rowena Meeks Abdy, and Percy Gray all visited or lived in Monterey to pursue painting in En plein air or Tonalism. More recently, Monterey has gained recognition for its essential role in the post-secondary education of foreign languages and its provision of translation and interpretation services worldwide. In November 1995, California Governor Pete Wilson proclaimed Monterey “the Language Capital of the World.”
Historical Landmarks

Monterey’s downtown area boasts numerous National Historic Landmarks, showcasing the city’s influence on the preserved buildings’ architectural styles. Listed below are six major landmarks located in the downtown area.

1. Cooper Molera Adobe

Cooper Molera Adobe, a National Trust Historic Site located in the Old Town District, representing the shared-use history of Monterey. Built in 1827, it comprises two adobe homes, a warehouse, a barn, and gardens, serving as a private family-owned property, various businesses, and a museum over the years. In addition, it is an educational, historic site, café, restaurant, and event space today.

2. The First Brick House

In 1847, Gallant Dickinson introduced clay brick firing, widely used in Europe. He utilized this technique to construct “The First Brick House” in California since adobe was the dominant building style in early Monterey. This first brick house is now historically zoned to preserve the city and the state’s development history. It has served as a residential property and commercial space for businesses and restaurants that thrived in the developing community.

3. Colton Hall

Colton Hall, located in Monterey, is a museum that highlights the city’s connection to California’s Constitution, where the first constitution was drafted within the building in October of 1849. The property, historically zoned, was initially built as a meeting hall, public school, sheriff’s office, and museum.

4. Old Customs House

The Old Customs House, a National Historic Landmark, is a testament to the city’s Mexican heritage and Mexico’s political presence in the mid-1800s. The landmark and its surrounding historic district interpret the rich early story of Monterey and the economic foundations of California. Designated as a National Historic Landmark in 1960, it remains used as a museum and visitor center. In addition, the customs house is a focal point of the Mexican influence on Monterey’s culture and history and should be considered when developing in the future.

5. The Larkin House

The Larkin House, another National Historic Landmark, is a two-story mud adobe brick home built during Monterey’s Mexican period by Thomas O. Larkin, a New England Yankee merchant who was highly successful and influential in early California politics. It represents a transitional architectural feature in Monterey, blending Mexican and American cultures. The cultural and architectural influence of Monterey’s Mexican period should be highlighted in the continued development of the downtown area.

6. Robert Louis Stevenson House

The Robert Louis Stevenson House, a two-story adobe, has sheltered families, government officials, artists, writers, and fishermen since the Mexican era. Purchased by the late Edith C. van Antwerp and Mrs. C. Tobin Clark in 1937 to save it from destruction, it was presented to the State of California as a memorial. It is now a unit of Monterey State Historical Park, a repository of Robert Louis Stevenson memorabilia, including many articles of furniture, books of the first edition, manuscripts, keepsakes, and personal belongings of the beloved writer, given by members of his family. Like the Larkin House, the Robert Louis Stevenson House represents the early influence of Monterey’s Mexican period of urban design and should be continued in future development.
The population of Monterey City has a higher percentage of older residents compared to state and national averages, with 17.9% of residents aged 65 and older as of the 2020 US Census. This demographic trend can be attributed to various factors, including the city’s history and demographics and its appeal as a retirement destination. The majority of the city’s population, around 41.9%, is aged 45 years and older, with only 20.4% under 18 years old and 37.7% young adults aged 18-44 years old.

Regarding race and ethnicity, the city has a predominantly White population, with 64.9% identifying as White alone, not Hispanic or Latino; This is higher than state and national averages. Hispanic/Latino residents comprise the next largest group, at 19%, with smaller percentages of Asian/Pacific Islanders and African Americans. Compared to neighboring cities, Monterey has a higher percentage of white residents, with Pacific Grove and Carmel-by-the-Sea having high-income, white majority populations. On the other hand, Seaside and Marina have a lower percentage of white residents.

The median income in Monterey is $85,365, with 43.8% of households earning $74,999 or less per year, 13.2% earning between $75,000 and $99,999 per year, and the remaining 43% earning $100,000 or more per year. The higher percentage of households earning $100,000 or more may be related to the city’s popularity as a retirement destination and high cost of living. The lower percentage of households earning $74,999 or less may be related to the city’s older population and a higher percentage of white residents.
Monterey’s demographic profile is relatively stable, with minor age and race distribution fluctuations. However, changes may occur as the city continues to grow and evolve. Many of the population aged 25 and above have pursued higher education. Specifically, 11.60% of the population holds a high school or equivalent degree, while 19.40% have attended some college without obtaining a degree. Additionally, 8.80% of the residents have earned an associate’s degree, 29.70% have attained a bachelor’s degree, and 24.30% have obtained a graduate or professional degree, indicating a well-educated populace.

The top four industries in Monterey, comprising education, health, social assistance, arts, entertainment, recreation, food services, and the armed forces, account for 67.6% of the city’s economic activities. The top three employment sectors for residents of Monterey are educational services, health care and social assistance, and professional, scientific, and technical services, respectively, making up 38.4% of employed positions (Data USA). This data highlights a discrepancy between specific industries in Monterey, such as retail and tourism, and the need for more residents in Monterey to work in these sectors.
1.4 Cultural Identity and Resources

Monterey’s cultural identity is closely linked to its diverse community and resiliency. The city has been home to various cultures, including Mexican, Chinese, Sicilian, Italian, and Japanese. Unfortunately, some communities were separated from Monterey City due to displacement and relocated throughout the county, resulting in underrepresentation. However, these groups’ resilience has persisted, extending Monterey’s culture beyond the city borders and connecting it to its sister cities. Acknowledging the cultural history of the land, including communities outside the city, is essential to enhance Monterey’s destination status.

Monterey Bay occupies the ancestral lands of the Rumsen Ohlone, colonized by Spain in the 1700s. Unfortunately, this led to the genocide and forced assimilation of the tribe. Nevertheless, Rumsen Ohlone’s living tribal community is revitalizing its culture and preserving its history, celebrating its ancestors while living harmoniously with the land’s natural resource cycles.

Mexican history and culture are embedded in Monterey’s landmarks, with the Custom House serving the importation of goods in the Bay during the Mexican period. This landmark is California’s most important historic resource, leading to Monterey’s success in the Mexican period. Currently, Hispanics are the largest ethnic group in the county, located mainly in New Monterey and Seaside (California Demographics). However, the success of Monterey’s identity as a marine-town destination relies on the workforce from surrounding communities. Even though the housing supply prevents the migration of Hispanic workers into Monterey as residents, they remain a vital contributor to the city’s success.

Monterey’s rich marine resources led to its status as a seafaring community, with the first fishing industry established in the 1850s by Chinese immigrants (Wang, 2020). In 1906, the largest West Coast Chinese village was lost to a fire of unknown causes, and the Chinese community was looted and ridiculed by non-Chinese spectators (Marino, 2022). Japanese immigrants started fishing specifically for abalone and salmon in the 1890s, the first to use those resources since the Rumsen Ohlone (Monterey Wharf). Before World War II, Fisherman’s Wharf was primarily run by Japanese-owned businesses. Currently, the Asian community is dispersed to surrounding cities, with Marina having the most significant percentage of Asians along the Bay (14.58%) (World Population Review, 2022). Despite the dispersion, the community’s culture has persisted, and the Asian Communities of Marina group serves the county, passing down history, preserving culture, and welcoming people to the community.

In 2022, the Pacific Grove City Council unanimously voted to apologize for the burning of the Chinese fishing village and the racism faced by Chinese Americans over 170 years. Although the apology cannot undo the racism they have faced and are still facing, it marks progress in the representation and respect Monterey displays towards its Chinese residents. Portuguese and Sicilian immigrants also played a crucial role in the city’s identity as a fishing town, using lampara nets that revolutionized the fishing and canning industry (Monterey Wharf). Monterey was soon known as the Sardine Capital of the World. The Italian community is alive and well, as shown by the Italian Heritage Society of the Monterey Peninsula.
1.5 Land Use and Zoning

Downtown Specific Plan

The goal for the Downtown area is to create an engaging, secure, and accessible environment that preserves its colonial heritage and historic architecture while attracting and retaining visitors through the provision of various services, events, and establishments with local, regional, and national character, and a blend of business, retail, and residential uses. The commercial component aims to incorporate various business types, including retail, restaurants, and hotels.

The Downtown Planning Area encompasses approximately 106 acres. It is organized into eight distinct districts with several overlay zones, as depicted in map on the right. The area comprises two mixed-use regions, namely Downtown and East Downtown. Downtown has three primary land uses: commercial, historic resources, and educational institutions. In contrast, East Downtown, which covers a smaller area, includes the Pearl District, primarily composed of residential land uses with a few small-scale office buildings. Although the Downtown area is mainly commercial, the trend is moving towards developing more mixed-use neighborhoods that blend seamlessly with the surrounding urban fabric and are pedestrian-friendly. New constructions will prioritize pedestrian safety, and commercial spaces will be designed with pedestrians in mind. In addition, the city aims to create more housing without disrupting historical features. The Downtown Specific Plan’s Land Use and Development Section outlines several policies and guidelines to accomplish this objective.
The table above summarizes all Downtown developments’ maximum height and residential density requirements. The Alvarado District contains several opportunity and catalyst sites optimal for additional mixed-use development, which is highly recommended. Vertical mixed-use growth is preferable for this district since it has a higher density than the other regions. The Pearl District, which has the most residential land uses in the Downtown area, offers the potential to increase density since single-family homes dominate the area. Options to achieve this goal include adding ADUs for horizontal growth. At the same time, live-work units are a possibility for vertical growth, which avoids disturbing the residents and moves towards more mixed-use neighborhoods.

<table>
<thead>
<tr>
<th>District</th>
<th>Residential Density (du/acre)</th>
<th>Height (in stories)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alvarado</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>Pearl</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>East Village</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>Public Recreation</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>Heritage</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>Island of Adobes</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>Pierce</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>Royal Presidio</td>
<td>30</td>
<td>2</td>
</tr>
</tbody>
</table>

*Density Cap Overlay: 30 for the entire area and no limit for individual parcels; 4 for projects with at least 50% of FAR dedicated to residential use.

The second table above summarizes the parking requirements specific to development within Downtown Monterey. There is an opportunity to maximize off-site parking for this project, and the requirements are defined within the table.

### Parking Requirements

<table>
<thead>
<tr>
<th>Use</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>Maximum of 4 per 1,000 GSF. No minimum requirements.</td>
</tr>
<tr>
<td>Residential</td>
<td>0.5 spaces per unit. Maximum of 2 spaces per unit.</td>
</tr>
</tbody>
</table>

### Shared Parking Requirements

1. Different uses within a single mixed-use building
2. Residential buildings and an off-site parking facility (off-site facility must be within 1,000 feet of the building entrance)
3. Non-residential buildings and an off-site parking facility (off-site facility must be within 1,250 feet of the building entrance)

The Land Use Element of the General Plan presents the land use implications for the City of Monterey, which encompasses 8.4 square miles of land area. The Land Use Plan categorizes land uses into five groups: residential, public/semi-public, parks, recreation, open space, commercial, and industrial (City of Monterey Land Use Element, 2015). Residential land use is the most significant category, mainly composed of single-family homes with few low- and medium-density residential land uses.

Public/Semi-Public/Military facilities occupy 46% of the city’s land area and comprise public and private facilities that serve the general public, excluding parks and recreation facilities. This category includes public schools, military facilities, the airport, a cemetery, significant public parking facilities, hospitals, museums, conference centers, and some publicly-owned historic buildings. Parks, Recreation, and Open Spaces include neighborhood, community, and county parks, community centers, greenbelts, and other open spaces. Commercial areas include the downtown area, Del Monte regional shopping center, commercial development along Lighthouse Ave, Del Monte Ave, and North Fremont St., commercial visitor areas in Downtown, Cannery Row, Fisherman’s Wharf, and along Munras Ave., and medical offices concentrated around the Pacific-El Dorado-Cass St. area. Industrial land use is the smallest category, comprising less than one percent of the city’s land.

One of the Land Use Element’s goals (Goal B) is to direct population growth into mixed-use neighborhoods. However, the zoning (City of Monterey Zoning Map) and Land Use Plan maps (Map 3-Showing Land Use) allow more development than anticipated. Three main areas contain mixed-use neighborhoods: North Fremont (The C-2 Zone allows residential with a use permit); Cannery Row/Lighthouse Avenue; and Downtown/East Downtown.
The City of Monterey’s Zoning Map designates a majority of Downtown as a Planned Community District, with only a minor area zoned for Visitor Accommodation Facility (VAF). PC District zoning aims to provide the City with a mechanism to authorize desirable developments consistent with the General Plan and applicable area or specific plans while avoiding speculative rezoning applications that could deprive owners of development opportunities without resulting in the construction of proposed facilities. PC District zoned areas heavily regard the General Plan and specific plans for regulations. For example, no use other than current land use is permitted, except if it follows a good PC or Specific Plan. Furthermore, PC district development regulations stipulate that residential density, height, open space, and setbacks from property lines must meet the standards prescribed by a Specific Plan.

The VAF District, on the other hand, establishes requirements for developments that accommodate visitors in the City of Monterey. In this zone, commercial uses are permitted, and visitor accommodation facilities, limited occupancy, and accessory uses are permitted with a use permit. Property development standards for all establishments in the VAF District, including the required number of off-street parking spaces, are provided under Section 38-36 of the City’s Zoning Code. An opportunity exists to reduce the number of off-street parking spaces for accessory units by at most 50 percent of all required parking for all uses occupying the same facility and if the parking and uses are adjacent to or located on the same site under one ownership. All other additional development standards are discussed in Article 17, Regulations Applying in All Districts, and Article 18, Off-Street Parking and Loading Regulations of the Zoning Code.

Article 17 Section 38-112.5 establishes requirements that housing developments can use to obtain density bonuses. Projects seeking density bonuses must choose only one category (low income, low income, moderate income, etc.) to calculate the bonus. The density bonus allowance for housing development projects with an affordable housing component is summarized in Table 38-112.5(G)-1, with the maximum bonus each project can receive is a 35 percent increase. Table 38-112(L)-1 notes that projects qualify for up to three incentives, including standard parking modifications and setback and square footage requirement reductions.

Article 18 Section 38-115 summarizes off-street parking and loading space requirements for all existing uses and potentially proposed within Downtown Monterey. Reductions to parking requirements are also defined in the following section, and shared parking is an avenue for developments to reduce their parking space requirements.

Under Section 38.33 of the Zoning Ordinance, development standards for mixed-use establishments are expected to meet the development standards of the underlying zone. However, some conditions are specific to mixed-use developments, such as the maximum allowed residential density in commercial designations being 30 units per acre. In addition, with permission from the Planning Commission, residential density can be increased if additional units make the building more compatible with adjoining buildings.

As defined in the Downtown Specific Plan, the Heritage and Island of Adobes Districts are classified as the National Historic Landmark District, with several properties on the site, including the H-1 Landmark Overlay Zoning, due to their significance to the history of Monterey. This zoning aims to identify and protect Monterey’s most important historic resources, generally including properties with statewide, national, and international significance that would be recognized outside the City. Although land use regulations for historic zones go by the underlying zone, the City Code recognizes that historic provisions supersede these underlying zoning provisions where conflicts arise. Therefore, historic permits for demolition or alterations and consultation from the City Commission are enacted in those cases. Incentives for H-1 Zoned Properties include modifications for setbacks, parking requirements, FAR, different uses, and grants. These incentives are given to projects that will protect and preserve the City’s historic resources.
1.6 Housing Situation and Policies

Market Analysis

The City of Monterey works to provide a variety of homeownership and rental opportunities for people looking to live along the central coast. In 2020, the median property value was $813,600, a 3.97% increase from the previous year. The median property value in Monterey is 3.54 times larger than the national average of $229,800.

The City of Monterey has a homeownership rate of 34.3%, with 75.1% of homeowners having a mortgage. California has a homeownership rate of 55.3%, with 69.6% of homeowners having a mortgage (Data USA, 2023). The homeowner vacancy rate is relatively low at 3.1% (Guaranteed Rate). The average rent in Monterey is $2,544 for a 786 sq.ft. space (RentCafe). The rental vacancy rate is only 6%, which is relatively low (Guaranteed Rate). Monterey does not allow people to rent homes for less than 30 days (Monterey City Code (MCC), Section § 22-19.5). More market rates and affordable housing units are needed to increase homeownership and drive down the median home values.

Affordable Housing and Housing Programs

Of the 28,575 people residing in Monterey, 11.5% fall below the poverty line (Data USA, 2023). As of 2022, 101 people in Monterey reported experiencing homelessness. Seventy-four people were unsheltered, while 27 were sheltered (City of Monterey Police Department). The City of Monterey participates in two main affordable housing programs as proposed by the County: The Housing Choice Voucher Program and The Project Based Program. The Housing Choice Voucher Program allows those within the City of Monterey who earn below a set threshold to apply for a housing voucher that can aid or fully cover the cost of their rent. This program was formerly known as “Section 8 Housing.” Under the Project Based Program, the county of Monterey works with developers to fill specific units for a set amount of time. The City and county will refer those on the waiting list for The Housing Choice Voucher Program to this program (County of Monterey, Housing Programs). In addition, the City of Monterey provides grants for housing projects under a few different allocated funds (City of Monterey, Housing Programs).

For the 2021-2022 Fiscal Year, the City spent $1.9 million on housing programs. Under the Public Service Grant Program, 11 agencies have funded $172,000. The City provided One thousand seven hundred fourteen low and moderate-income households and individuals with public services (City of Monterey, Housing Programs Snapshot). Under the Housing Preservation Fund, the City distributed $127,000 to low-income homeowners for health and safety rehabilitation grants and loans. This included the “rehabilitation and resale of three affordable ownership units to low-income first-time
homeowner program participants” (City of Monterey, Housing Programs Snapshot). In addition, another unit was added for the 2022-2023 fiscal year (City of Monterey, Housing Programs Snapshot).

During the 2021-2022 Fiscal Year, the City reported successfully managing the new Casa De Estrella low-income housing apartments. In addition, they continued to maintain the 500+ units below market rate, deed-restricted affordable rentals, and ownership housing in Monterey. Lastly, the City heavily staffed the department to further the resources and opportunities they can provide to the residents (City of Monterey, Housing Programs Snapshot).

**Simple RHNA Analysis**

The most recent Regional Housing Needs Allocation (RHNA) designated 1,177 units for those with very low income, 679 units for those with low income, 462 units for those with moderate income, and 1,1246 units for those with above moderate income in the City of Monterey for a total of 3,654 units needed to meet their goals for the year (AMBAG RHNA Plan, 2022). The City noted they need more than the current water shortage to meet this requirement.

**Senate Bills 8 and 9**

The recently passed Senate bills 8 and 9 can affect the City of Monterey. SB 8 limits how long it takes a city or county to approve housing and prohibits approving any proposed housing project that requires the demolition of existing, vacant, or occupied units (Marino, 2022). This will help push for the implementation of housing programs much faster and protect those living in Monterey. SB 9 allows homeowners to subdivide their property into four units, two main housing units, each with an accessory dwelling unit. The City believes this will create more housing opportunities in Monterey (Marino, 2022). However, because the bill requires the homeowner to live in one of the four units on site and the City does not allow short-term rentals, this bill will not bring outside developers to the City to take advantage of this bill.

**Monterey Housing Element**

The City of Monterey’s Housing Element, adopted in 2016, outlines the City’s plans to address its housing needs from 2015 to 2023. Its goals include constructing 493 new units, rehabilitating 30, and preserving 14 affordable housing units. Monterey’s housing stock comprises 13,680 units, with single-family and multi-family homes almost equally divided at 51% and 49%, respectively. However, single-family residences have declined since 1950, whereas the percentage of multi-family units has steadily increased.

One of Monterey’s significant issues is its aging housing stock. Approximately 46% of the City’s housing is over 45 years old, leading to approximately 880 units with severe deterioration, 2,140 units in apparent decline, and 4,830 units with deferred maintenance. The primary causes of the deterioration are the age of the housing stock and the long-term homeowners who have difficulty affording maintenance and repairs. As a result, an estimated 6,654 housing units may require rehabilitation by 2023, with significant rehabilitation expected after 50 years.

The City of Monterey is taking an active role in providing affordable housing options by constructing and rehabilitating housing units and supporting the redevelopment of underutilized parcels in mixed-use areas. To achieve this goal, the City is adopting specific plans for three future growth areas: Downtown, Lighthouse, and North Fremont. The plans focus on encouraging mixed-use development that contributes to the neighborhood’s character and offers affordable housing options. A market analysis was conducted for each area to determine a healthy balance of retail, restaurant, and residential uses that would succeed as development projects and meet the specific plan goals. The analysis determined that under the current water constraint, the potential housing unit capacity for the specific plan areas is: North Fremont: 130 housing units, downtown: 260 housing units, and Lighthouse: 113 housing units, for a total capacity of 503 housing units. The City also offers various parking options, including shared and off-site parking, to make redevelopment more affordable and increase the number of affordable housing options for residents. The 17 current housing development projects under review include three hundred eighty-four proposed housing units.
Downtown Context

Within the Downtown Specific Plan Area, 260 potential housing units were identified with different density bonuses. Within the Downtown Specific Plan, “residential uses (single-family, multi-family, and single-room occupancy units) are permitted, except when located on the ground floor of a mixed-use development in the Heritage, Island of Adobes, and Pierce Districts of the Downtown” (City of Monterey Housing Element, 90). A significant parcel of vacant land within the Downtown Specific Plan area allows a density of 30 units per acre. In addition, the City approved a 19-unit affordable senior housing project with a density bonus allowing 40 units/acre for seniors looking to live downtown. For students at the Naval Postgraduate School and Army Defense Language Institute (DLI), single-person housing is located on downtown Monterey’s Naval Post Graduate School campus. The Downtown specific plans allow for developing single-room occupancies (SROs) for the workforce (City of Monterey Housing Element, 90-119). A residential coastal development permit in Monterey costs $12,723.00 (City of Monterey Fee Schedule). To meet RHNA requirements, the new Downtown Specific Plan must increase density bonuses and outline ways to build and redevelop within the historic area.
1.7 Transportation

**Active Transportation**

Monterey’s appeal as a destination for active transportation, mainly walking and biking, is one of its defining characteristics. The historic buildings of the downtown corridor are enhanced by the area’s walkability, which residents and tourists enjoy. Additionally, the city boasts a network of bike paths that connects Salinas to Pacific Grove, including the Monterey Recreational Trail, which attracts visitors from all over California and contributes to the city’s economic growth. Despite this, the use of vehicles far surpasses that of active transportation methods each year. In response, Monterey aims to foster a pedestrian and bike-friendly environment that provides a public space that is both convenient and appealing for all users.

Most bike and walking paths in Monterey are classified as Class I, paths separated from the street, and Class II, which are paths on the street defined by a striped line. A Class IV protected bike lane, approximately one mile long, runs along North Fremont Street, offering cyclists safe transportation access on the main road (City of Monterey, 2015). However, the downtown corridor features numerous one-way streets without established bike lanes, resulting in limited safety and accessibility for cyclists. To mitigate these challenges, the city has implemented several cross bikes, crosswalks for bicyclists, and protected intersections. The city has also established 31 bike parking locations, including public and private facilities. Furthermore, the Monterey Police Department and the Traffic Engineering Department offer bike safety education for grade school students (MMMP, 2019).

Residents also use the Monterey Recreational Trail as a walking trail. Pedestrian crosswalks are located at every intersection and are controlled or uncontrolled, depending on location. Additional information related to the characteristics of crosswalk implementation can be found in the Monterey Multimodal Mobility Plan. Monterey is updating existing pedestrian signals with countdowns and audible signals to improve accessibility for all users (MMMP, 2019). The walkability of the downtown corridor could be improved by the confusing street network and poor wayfinding connections, resulting in reduced pedestrian activity from the waterfront to the Downtown. The City hopes to improve the quality of the pedestrian experience downtown by providing easy access along all streets and implementing strategies to connect Downtown with the rest of the City (City of Monterey, 2020).

**Public Transportation**

The City of Monterey is committed to providing affordable, safe, and equitable public transportation systems (City of Monterey, 2015). The City’s vision is to create a public transportation system that is so attractive that the use of automobiles becomes unnecessary. However, at present, public transportation use is only at 2%, with only 7% of the residents taking the bus to work. Nonetheless, the future of public transportation in Monterey is on the rise.

The Monterey Salinas Transit (MST) is responsible for the public bus system in the greater Monterey area, covering 159 square miles and serving 437,325 people with a fleet of 131 buses (MST, 2022). A network of 954 bus stops and 34 routes connect the county, as shown in the Monterey-Salinas Transit Route Map in Figure 3. The system’s accessibility is increasing, as approximately 46% of the county’s residents live near a bus service that arrives every 30 minutes or less, and 17% live near a bus service every 15 minutes or less. Notably, 57% of the residents who gained access to faster and new bus routes lived in poverty (MST, 2022).
The Monterey Transit Plaza on Tyler Street serves as the public bus transportation hub in downtown Monterey. Moreover, the City provides a trolley service that shuttles visitors to and from the Monterey Bay Aquarium and downtown Monterey. During the summer, the City implements the Waterfront Area Visitor Express (WAVE), a fast and free transit system that shuttles visitors between the downtown area’s main tourist attractions. The Circulation Element recommends expanding the local transit system’s operation throughout the year to serve residents better, particularly in areas with planned higher-density mixed-use development (City of Monterey, 2015). Furthermore, the City must maintain connections between historical landmarks.

The future of transportation in downtown Monterey aims to improve accessibility and equity. The Transportation Agency for Monterey County (TAMC) is working towards funding a new direct rail service to the Monterey Peninsula (Monterey General Plan 2015). Additionally, a future bus rapid transit (BRT) will run through downtown, connecting Sand City and Cannery Row via North Fremont Street and downtown Monterey. The BRT will provide 15-minute headways between mixed-use areas.

Vehicle Transportation

According to the City of Monterey (2021), personal vehicles are the primary mode of transportation for commuters, residents, and tourists within the City, accounting for approximately 87% of trips. Notably, 71% of vehicle trips involve only a single occupant. The majority of roadways within Monterey are designed to support automobiles, with a hierarchy of local roads, collector roads, minor arterial roads, major arterial roads, and highways. The street network and road classifications of the Downtown neighborhood are illustrated in Figure 5.

Figure 5 highlights that most of the roadways in the Downtown neighborhood are classified as collector streets or minor arterial roads, with Fremont Street and Del Monte/Lighthouse Avenue being the significant arterial connections to and within the neighborhood. These roads also provide access to Highway 1 and 68, significant highways connecting Monterey to Carmel by the Sea, Salinas, and other communities. However, the street network within Downtown is a mix of one-way and two-way streets, as shown in Figure 6, and has a historically reduced grid pattern, making navigation complicated and disconnected from the waterfront and other areas of the City. Tourists seeking to access Alvarado Street and its many businesses reportedly find navigation particularly challenging (City of Monterey, 2020).

The City of Monterey General Plan, Monterey Downtown Specific Plan, and Multimodal Plan outline goals for the City to reduce dependence on vehicles and promote alternative modes of transportation such as local buses, walking, and biking. For example, the Downtown Specific Plan aims to create a comprehensive transportation and parking plan, including reducing automobile trips by integrating Downtown with surrounding neighborhoods and the waterfront, eliminating confusing names and complicated one-way street networks, and supporting walking, cycling, and transit infrastructure developments.

The City of Monterey aims to reduce automobile dependence for commuters, visitors, and residents through a multipronged approach of improving transit access, active transportation routes, and effectively managing vehicle parking. However, the vehicular transportation network within the City faces significant challenges in achieving its transportation goals. Climate change and rising sea levels present the most significant threats to the transportation network. Del Monte Avenue along the coast to the north of Downtown acts as a significant barrier, disconnecting the Downtown area from the waterfront and being susceptible to rising sea levels. Although the City has studied possible transportation alternatives, all alternatives would require promoting alternative modes of transportation, ultimately reducing overall vehicular trips.
The availability of parking in the City of Monterey plays a significant role in its development and cohesiveness, particularly within the downtown area. However, due to the regional bus system’s limited reach and high vehicle travel rates, parking has become a resource that helps provide vehicular access to the community (City of Monterey, 2012). To address this challenge, the City of Monterey has expressed a desire to find a balance between reducing parking congestion and the need for parking spaces by implementing parking management strategies.

Currently, the City of Monterey provides both on-street and off-street parking facilities, with 25 full garages and lots throughout the community, including 11 in downtown Monterey (City of Monterey, 2012). On-street parking is allowed on most roads in the community. However, restrictions apply to significant arterial roadways in the downtown area, including Del Monte Avenue and Fremont Street (City of Monterey, 2020).

The City of Monterey has outlined a series of goals to improve parking efficiency and alleviate parking congestion through policies to manage the current parking stock rather than fund infrastructure construction to expand it (City of Monterey, 2015). Management strategies aim to address the differences in parking demand between tourist-heavy and off seasons. During the summer, parking lots experience high congestion and low vacancy rates, while during the winter, parking lots experience high vacancy rates (City of Monterey, 2012).

Parking management policies, outlined in the Citywide Transportation and Parking Study, include the installation of real-time parking spot availability and parking wayfinding signs, implementing valet and tandem parking, installing parking meters where necessary and adjusting off-street prices accordingly, and creating a residential parking benefit district. Parking fees are intended to help expand and fund public transit, pedestrian and bicycle improvements (City of Monterey, 2012).

The overarching goal of the City of Monterey is to reduce the number of vehicular trips and parking spaces demanded. By managing to park and promote public transit and active transportation, the City of Monterey seeks to efficiently use current parking facilities and maintain vacancies without new infrastructure expenses. However, challenges still need to be addressed in improving parking efficiency, given the continued need for parking resulting from the limited public transit access and general pedestrian and bicycle separation between Downtown and central residential districts.

To effectively manage and reduce parking demand, the City of Monterey must promote alternative modes of transportation, including expanding public transit, pedestrian and bicycle access, and encouraging commuters, residents, and tourists to use alternative transportation methods (City of Monterey, 2012). By doing so, the City of Monterey can effectively address parking management challenges and support the community’s long-term development and cohesion.
1.8 Urban Design Characteristics and Guidelines

Streetscape

Monterey’s street network was established in the late 1800s, with the commercial and business establishments situated along Alvarado St. as the central spine (NHLD Urban Design Guidelines, 2013). As a result, downtown Monterey features a diverse range of building types and facades, with most of the primary structures facing the street while preserving the city’s historical integrity by using a limited palette of materials and forms. According to the Monterey Downtown Specific Plan, the streetscape is divided into five distinct design areas: sidewalks, crosswalks and intersections, street furnishings, sidewalk seating, and plazas (City of Monterey, 2015).

The sidewalks in the downtown area, specifically along Alvarado St., are easily identifiable by decorative pavers, whereas all other sidewalks require concrete. Crosswalks within the downtown core have pavers with concrete borders at heavily-used pedestrian crossings to help slow traffic and add aesthetic value. In addition, the downtown area emphasizes using tree gates, bollards, tree guards, bike racks, flower stands, public art, and other similar features (City of Monterey, 2015). Signage, restrooms, parking meters, and trash/recycling receptacles represent uniform necessities.

Sidewalk seating is traditionally located directly next to a building, but improvements would involve replacing some on-street parking spaces with seating. Downtown Monterey has three major plazas with different uses and features, including Simoneau, Custom House, and Portola. All the plazas have seating, stone walls, decorative lighting, and food kiosks. Simoneau is an intimate setting and is more resident/local oriented. Custom House hosts festivals and critical events, while Portola is Downtown’s visual and symbolic center, serving as the critical nexus joining Alvarado District with the Heritage District (City of Monterey, 2015).

Wayfinding

The Downtown Wayfinding System includes Advanced Directional Vehicular Signs Lane Directional Signs Parking Directional Signs Pedestrian Directional and Informational Signs Information and Sponsorship Sign Kiosks and Historical Markers. This system needs to be more coordinated & sometimes functions as needed. For example, the Monterey Downtown Specific Plan states that a new public sign program will coordinate the signs in Downtown Monterey, creating a cohesive vision for the area to address wayfinding, parking, seasonal events, and sponsorship. The plan has designed examples for this signage.
Lighting

The aesthetic values of Monterey’s historic district are preserved by implementing lighting design standards in the downtown area. The Downtown Specific Plan provides general standards and guidelines for street lighting, with important considerations that include: minimizing glare and avoiding impact on the dark sky by using downward-directed lights and non-exposed bulbs; using energy-efficient lamps; limiting the uplifting of building faces or rooflines to landscape and historical landmarks; and locating lighting away from residential areas. Special lighting considerations include plazas, paseos, alleys, courtyards, building entryways, ATMs, canopies, and parking lots.

To achieve a more cohesive aesthetic, the Downtown Lighting Strategy outlines specific lighting design types for each district, each with unique lighting objectives to highlight its features. Table 1.8.1 summarizes the street light designs, locations, and picture examples taken from the plan. Historic street lights are prevalent in most of the Downtown core, and street lighting is used to complement retail and nighttime activities.

National Historic Landmark District (Old Town)

Properties located within the downtown area of Monterey contribute to the Old Town Monterey National Historic District. While the Downtown Specific Plan guides development in the downtown area, the significance of the National Historic Landmark District warrants additional direction through design guidelines. The NHLD is delineated in Figure 1.8.1 of the plan.

The design guidelines cover improvements to historic structures, non-contributing existing buildings, and new infill construction. These guidelines are intended for property owners, design professionals, city staff, and the Historic Preservation Commission. The preservation of historic structures and districts in the City of Monterey is achieved through its planning documents and municipal code. The 2005 General Plan Historic Preservation Element, which aims to preserve historic and cultural resources in Monterey, including buildings, sites, landscapes, artifacts, and memories, outlines specific programs for achieving the goal of historic preservation, which are implemented through the City’s Historic Preservation Ordinance. These programs include designating historic structures, sites, and districts, promoting the retention of historic resources through various incentives, and maintaining a Historic Master Plan. The NHLD design guidelines address alterations to existing structures, additions, new construction, and site work.
Building Design and Materials

Monterey’s building style honors its historical background through its traditional architectural styles. Monterey has a distinct architecture blending Mexican and New England styles to create a transitional and unified vision. The guiding idea is to preserve the design language defined by its history. The building guidelines outlined in the Downtown Specific Plan include a simple rectangular form, prominent building corners, repetition of wall elements for rhythm, and entrances oriented toward the street. Additionally, natural materials, such as brick, reflecting traditional styles, hand-crafted characters, and compatible colors that reflect architectural styles are considerations for building design. Furthermore, Downtown aims to enhance the pedestrian experience through human-scaled design, plazas, and architectural details. Preserving Monterey’s unique character while accommodating modern building techniques and styles is essential in plans and development.

Takeaways and Considerations

Monterey’s goals and plans for their urban design are to create cohesion for their Downtown and the city to amplify the unique community history and character. Additionally, the streetscape and wayfinding lack uniformity, aesthetic value, and clarity. Emphasizing a singular signage system and uniform street furnishings could help create a greater sense of Downtown. With this, the three main plazas within the Downtown are somewhat disjointed and struggle to attract visitors. Reorienting features and including some uniformity could help garner foot traffic and bolster the community’s historic landmarks. Additionally, implementing an intelligent wayfinding system is a consideration for updating wayfinding around the city. Finally, finding and researching areas lacking sufficient lighting are needed to ensure safety for people residing and visiting the area.
1.9 Environmental Issues and Planning Efforts

Waterfront Master Plan

In February 2016, the City of Monterey adopted the Waterfront Master Plan, intending to establish a recreational and scenic destination to generate revenue for the Monterey area (Waterfront Master Plan, pg. 8). The plan considers environmental impacts and constraints. It builds upon past planning efforts for the Monterey Waterfront. The Waterfront planning area extends from the western tip of San Carlos Beach to the eastern end of Monterey Bay Park, with Del Monte Ave as the southern boundary.

Historically, the Monterey Waterfront has been subject to numerous planning efforts, dating back to the City’s 1939 General Plan. Although several projects have been implemented over the years to safeguard the Waterfront, environmental concerns, such as coastal erosion and sea level rise, continue to pose a risk to the area. These risks are detailed in the Climate Action Plan section. Nevertheless, the City has effectively protected the Waterfront from human disruption and pollution, allowing the Monterey Bay National Marine Sanctuary (MBNMS) to become the largest protected ocean area in the continental United States, spanning over 6,000 square miles (National Marine Sanctuary, 2023).

The MBNMS is thriving due to strict regulations prohibiting the development or alteration of structures on the seafloor and the disposal of waste materials from the surrounding area. Despite these regulations, coastal development and water runoff from large storms remain potential threats to the sanctuary.

Climate

The City of Monterey Climate Action Plan (CAP) of March 2016 assesses the environmental risks caused by climate change and identifies the most relevant to Monterey’s geographic location and natural resources. These include sea-level rise, loss of beach sand, increased wildfire risk, ocean acidification, and warming, warming of the submarine canyon beneath Monterey Bay, and changes in rainfall patterns and quantity. (City of Monterey CAP, 2016).

Monterey’s interface between natural and artificial environments is significant to the city’s quality. The entire coastline of Monterey is adjacent to the National Marine Sanctuary, and preservation of this area is essential (City of Monterey General Plan pp. 66-72, 2019). Coastal erosion, caused by “beach-ocean interaction coupled with human activity,” particularly wind, waves, and longshore currents, is a persistent problem for Monterey despite sea walls and berms (Waterfront Master Plan). This erosion poses a threat to existing and future development in Monterey. The city must address these environmental concerns and mitigate their impact on Monterey’s natural resources, industries, and infrastructure.

Flooding

Flooding is a significant issue the City of Monterey has and continues to deal with. Part of the downtown area lies in the 100-year flood zone, and even a more extensive section is within the 500-year flood zone, which poses a considerable risk to existing and future development.
**Noise**

The City of Monterey is subjected to high noise levels from vehicular traffic and the nearby airport. The following streets, Pacific Street, Del Monte Ave, Munras/Abrego/Washington Streets, and Fremont St., generate higher noise levels than the rest of the city (Downtown Specific Plan, 2010, p. 44). Despite efforts by the city to mitigate noise pollution caused by the Monterey Regional Airport, it remains a significant source of noise pollution. The city has implemented several policies to address this problem. For instance, public-use facilities and institutions such as schools are incompatible. They must not be located within the 65 and greater CNEL noise contour area or two miles from the airport runway. Additionally, such facilities shall not be located within the 2-mile buffer area, and uses that pose a hazard to air navigation, such as electrical interference, high-intensity lighting, bird attractions, smoke, or glare, shall be reviewed by the ALUC and prohibited, where necessary (Monterey Municipal Code, Chapter 20.98.060, 2019). Notably, while no sections of downtown Monterey exceed 65db, a section of the area lies within the two-mile buffer zone, affecting some facilities and future development (Downtown Specific Plan, 2010, p. 44).

**Sea Level Rise and Storms**

The City of Monterey faces significant impacts from sea-level rise (SLR) and El Niño Southern Oscillation (ENSO). The Ocean Protection Council (OPC) has proposed various sea-level rise scenarios based on increasing potential occurrence and decreasing levels of mitigative success. The scenarios include low-risk aversion, medium-high risk aversion, and H++ (very high sea-level change due to ice sheet collapse). The ENSO cycle also has an impact on the Monterey shoreline. The La Niña years have minor storm conditions and winds that shift north, while solid ENSO and more ocean warming result in higher flooding and damage. However, despite their lower frequency, La Niña storms are more damaging than all but the most significant El Niño conditions in Monterey due to the north and northwestern-facing shoreline (Colgan, 2019).

The City of Monterey is divided into three major waterfront zones: Del Monte Beach, the Harbor, and Cannery Row. Del Monte Beach is a low-lying beach with one bluff area that extends 3 kilometers. At the southern end, El Estero, a large estuary, extends 1 kilometer inland. The Harbor, including the marina, two wharves, and a recreation trail, is less vulnerable to flooding due to the sea walls and wharves that protect it. Cannery Row comprises commercial buildings and pathways extending past the natural rocky shoreline on structural girders. It is impacted by storm waves, accelerating erosion and undermining structural supports (Colgan, 2019).

Adaptations are necessary to respond to the accelerated sea-level rise rates projected to begin in the next several decades. Early action is recommended to avoid dangerous conditions and ensure safety. Sea-level rise will cause the relocation of public infrastructure and rising groundwater, stormwater drainage, and insurance costs. Proposed adaptations include barriers and retreat in the Del Monte Beach zone, specifically Del Monte Avenue, where road flooding has potential consequences that threaten public safety, mobility, business, and quality of life. Barrier alternatives include arming for the loss of the beach, sea walls, beach nourishment, and viaducts over El Estero are considered with the retreat alternative (Venter, 2021). For Cannery Row, adaptation options include structural reinforcements and offshore barriers to attenuate wave forces (Colgan, 2019).
1.10 Parks and Recreation and Tourism

Parks and Recreation

The City of Monterey in California boasts many parks and open spaces. The city’s parks consist of 11 neighborhood parks and nine community parks, with sizes ranging from less than one acre to 52.4 acres, totaling 18 and over 82 acres, respectively. In addition, the city manages 300 acres of open space and 37 parks. The public parks have several recreation centers, including the Monterey Sports Center, the primary recreation center. The Monterey Sports Center spans approximately 70,000 square feet. It provides a host of community recreational facilities, such as a natatorium, gymnasium, fitness, weight rooms, exercise studios, and support spaces (City of Monterey, 2021).

Parks and Recreation Problems and Future Improvements

Monterey’s community parks face challenges, including more space, funding, and better pedestrian and biking paths for efficient linkage. Additionally, many public park facilities require updating as they have aged past repair, which is closely related to the need for more park maintenance and improvement funding. While the current funding for park maintenance and improvement comes from the Neighborhood Improvement Program (NIP), it restricts funding to only capital improvements. A sense of placemaking is necessary to encourage visitors to the park spaces. Currently, most parks are similar. Incorporating interactive pieces of local art and water features and utilizing the area’s rich history can be crucial in creating a sense of personality for these spaces.

Most parks and recreation centers are within a quarter-mile walking distance of surrounding neighborhoods, but the linkage to the parks could be better. Physical barriers, such as topography, major roads, freeways, or privately-owned property, such as military facilities, currently block many routes to public parks. Creating safe and accessible walking and biking paths would improve linkage and reduce reliance on automobile transportation to public facilities.

The City of Monterey can also utilize new lots and spaces for small parks, community uses, or other developments. This could increase the number of spaces that community members and visitors can enjoy. The City of Monterey Parks and Recreation Master Plan includes spaces that can be used as new public facilities.
Tourism

The tourism industry has emerged as a critical economic driver for Monterey, California, supporting over one-third of the City’s jobs and contributing $1.6 billion to the City’s GDP in 2019. This growth can be attributed to the natural beauty, rich history, and diverse range of events, activities, stores, and restaurants that have become major draws for visitors across the country. The Monterey Bay Aquarium, downtown and Cannery Row district, Old Fisherman’s Wharf, 17-mile Drive, Monterey Jazz Festival, Monterey Car Week, Sea Otter Classic, and Pebble Beach Golf Course are some of the key tourist attractions that generate the most economic stimulation for the City.

While tourism has had positive effects, including increased demand for goods and services, job creation, and revenue generation through taxes and fees, it has also caused overcrowding, traffic congestion, and environmental degradation during peak seasons. Furthermore, tourism has led to significant increases in housing prices, creating a need for more affordable housing and making it difficult for businesses to recruit employees.

To address these issues, the City of Monterey General Plan contains goals and policies that aim to balance the positive impacts of tourism with its potential adverse effects. The General Plan seeks to promote sustainable tourism practices, improve the quality of life for residents, support affordable housing initiatives, enhance public services and infrastructure, and foster a vibrant cultural exchange between visitors and residents. By pursuing these goals and policies, Monterey can ensure that its tourism industry continues to be a critical economic driver while preserving its residents’ natural beauty, history, and quality of life.
1.11 Downtown Specific Plan

The General Plan

The General Plan of Monterey is a long-term guiding document that outlines the municipality's priorities for future development. One critical component of the General Plan is the land use element, which plays a vital role in determining the future of land use decisions within the City, including the downtown area of Monterey (City of Monterey, 2010). In addition, the General Plan provides goals, policies, programs, and tools to achieve the City's vision. As such, the land use element of the General Plan is one of the most influential aspects of Monterey's overall vision for the City, affecting the role of the downtown area (City of Monterey, 2010).

The General Plan aims to create a more pedestrian-oriented city with improved public transportation access and right-of-way infrastructure. To achieve this, pedestrian-oriented improvements such as crosswalks, sidewalks, bicycle lanes, transit access, and general way improvements are encouraged (City of Monterey, 2010). Additionally, the General Plan promotes a transition from single-family zoning to mixed-use neighborhoods with higher density, which would help the City accommodate future population growth and provide affordable housing for Monterey’s workforce (City of Monterey, 2010). These mixed-use neighborhoods should be designed to reflect adjacent land uses, building heights, and historic buildings (City of Monterey, 2010).

To reduce the overall space dedicated to cars within the City, the General Plan recommends using less space for vehicles, hiding the area dedicated to cars from street view, and encouraging shared parking (City of Monterey, 2010). The downtown area is intended to serve as the City’s focal point, offering housing, services, commercial components, recreation, entertainment, and tourism (City of Monterey, 2010). The General Plan guides and shapes the vision of the downtown area to maintain and grow its current role as the focal point of the City and the Monterey Peninsula (City of Monterey, 2010).

However, the City faces challenges such as limited water resources and access to water credits, which have stalled future development and the transition to mixed-use neighborhoods in areas intended for higher-density housing (City of Monterey, 2010).

Downtown Specific Plan Vision and Goals

The Downtown Specific Plan for Monterey envisions a vibrant hub of activity that offers services, special events, and retail establishments for visitors and residents alike while prioritizing the safety and accessibility of pedestrians. This vision is rooted in the area’s colonial heritage and historic architecture, including streetscapes, gathering places, signs, and gateways (City of Monterey, 2020). The plan includes six clear goals to achieve this vision. The first goal is to create a Comprehensive Transportation Plan that integrates the Downtown network with the surrounding areas. This will be challenging due to the complicated and heavily impacted downtown network, which includes confusing street names and one-way roads. The goal also seeks to encourage bicycle access and pedestrian-friendly strategies, which may challenge the senior population concerned about mobility.

The second goal encourages the creation of a mixed-use neighborhood by property owners, but water availability will limit the new development. Finally, the third goal is to ensure an attractive inventory of business establishments that will attract and encourage pedestrians to use downtown.

The fourth goal focuses on preserving the historic “Old Monterey” architectural character while promoting new or improved open spaces and new structures with appropriate design elements. However, funding for revitalization projects is limited, and the city is exploring new funding sources. The fifth goal addresses this challenge by developing financing alternatives for the Specific Plan infrastructure improvements.

Finally, the sixth goal aims to develop community and industry standards by compiling all available information, engaging in comprehensive public outreach, creating a solid foundation for decisions and plans, and informing the public of possible and existing initiatives to revitalize downtown (City of Monterey, 2020).
Downtown Design Challenges and Opportunity Sites

The Downtown Specific Plan aims to develop the planning area into eight different urban districts: Alvarado District, East Village District, Pearl District, Public Recreation District, Heritage District, Island of Adobes, Pierce District, and Royal Presidio District. These districts overlap with the National Historic Landmark District (City of Monterey, 2020).

Traditional commercial buildings heavily influence the Alvarado District and are primarily storefronts. The most significant challenge of this district is the elevation change from Pacific to Calle Principal and Calle Principal to Alvarado. This district is the largest in the planning area and contains the most locations for opportunity and development. Most of the sites recommended for redevelopment are commercial, while others are one-use that the City wants to see become mixed-use (City of Monterey, 2020).

The East Village District has different building uses, including residential, commercial, and retail. The most significant challenge for the site is that the lots are smaller than other districts, and many have multiple owners. As a result, this area only contains a few sites for opportunity, some of which are already owned by the City. However, some undeveloped lots need on-site water access (City of Monterey, 2020).

The Pearl District has a small number of commercial buildings, with the rest comprising low-density housing in traditional single-family housing. The challenges that this area poses are its small lots and narrow streets. The site also contains housing for families displaced by new development. This district has an opportunity to redevelop the single-family housing in the area into a large amount of higher-density housing to fit more people. This area is also nearer to the public open spaces and recreation areas, which would suit the new number of people living there. However, this would displace the current families that live there, so that must be considered. The site is also within the 100-year flood zone, so that it could be subject to inundation (City of Monterey, 2020).

The Public Recreation District encompasses a vast public recreational area, which includes the Monterey Sports Center and Jacks Park. This area’s challenge is the potential for overcrowding due to large gatherings of people during specific events, leading to congestion on surrounding streets and overwhelming existing parking facilities. However, the district offers ample business opportunities for local, regional, and national events.

The National Historic Landmark, Heritage, and Island of Adobes Districts contain many historical buildings within the planning area. However, these sites have needed to be more utilized. The specific plan aims to stimulate the engagement of Monterey’s historic sites and make them a focal point for Historic Monterey, thereby unlocking the opportunities for programming to encourage historical engagement.

The Pierce District houses the City’s administrative offices, the police and fire stations, the Monterey Institute of International Studies Campus, and several residential buildings, including a potential trailhead to the south. A significant challenge in this district is ensuring a smooth transition from civic uses to a residential area while linking it to a trail. The district has a unique population of students and faculty, necessitating special consideration while planning, given their higher-than-average concentration in the area. The City can leverage the opportunities in this district by adding new housing structures adjacent to the police and fire station lots, easing the transition between the civic and residential areas.

The Royal Presidio District boasts several buildings of national historical significance, such as the Royal Presidio Chapel and George Turner Marsh Building, and potential archaeological significance. As new developments are considered for this district, it is critical to recognize the historical significance of the Royal Presidio Chapel, the only existing building from the Spanish era in Monterey. The Royal Presidio Chapel and George Turner Marsh Building have recently been restored, but other district structures require restoration.

The City’s Downtown Specific Plan outlines several projects in the downtown area, including Customs House Plaza in the Heritage District and Simoneau Plaza in the East Village District, with plans to relocate the transit center to Washington Street between Franklin Street and Del Monte Avenue. Limited water availability restricts the amount of development supported by market conditions. However, the Specific Plan identifies several opportunity sites with sufficient water availability that have or are currently undergoing entitlement processes. The first phase of downtown developments includes mixed-use buildings, with ground-floor commercial space and affordable residential units above at 595 Munras, potential residential units above retail space on the ground level at 426 Alvarado, and mixed-use buildings with retail and restaurants on the ground level and residential space above at 459 Alvarado. The second phase of downtown developments could involve the redevelopment of 100 Del Monte, the three-story building, the single-level commercial building at 401 Alvarado, and the entire downtown block at 200 Franklin, which includes ample surface parking and two buildings.
Waterfront Master Plan (2016)

The Waterfront Master Plan outlines the long-term goals and vision for the City of Monterey’s relationship with the Pacific Ocean waterfront. Its objectives include establishing appropriate land uses near the wharf, defining design and planning guidelines, and addressing potential environmental challenges such as sea level rise, erosion, and flooding (City of Monterey, 2018). This plan directly relates to the Downtown Specific Plan, as the northern portion of Downtown borders the Waterfront Master Plan boundary.

Downtown Monterey relies on the waterfront to attract tourists and provide recreational activities (City of Monterey, 2018). The Waterfront Master Plan aims to enhance the commercial activity of Downtown, serve as a gateway to entertainment, and become a focal point of the city while improving accessibility. However, ownership of some waterfront areas, such as the Fisherman’s Wharf, Coast Guard Pier, and Custom House Plaza, poses a fiscal challenge as other agencies or individuals own them.

The relationship between the Downtown and Waterfront Master Plans is mutually beneficial. Promoting a pedestrian, transit, and bicycle-friendly environment encourages visitors to move between the two regions. This increased connection between Downtown and the waterfront will attract investment, recreational events, and tourism. Therefore, land use and design decisions Downtown should align with the goals and programs outlined in the Waterfront Master Plan to establish appropriate transitions between Downtown and other recreational areas within the Waterfront Master Plan boundaries.
1.12 Safety Hazards and Crime

Crime

The City of Monterey has published crime records over the past ten years, indicating a trend of higher non-violent crime rates. Larceny/theft, burglary, and auto theft are the highest categories, while aggravated assault has the highest violent crime rate. Notably, the figure below shows a rise in crime in 2017, with robbery, larceny, and auto theft having the highest rates in the decade. However, second figure illustrates a decreasing trend in domestic violence cases since 2017 (321 reported incidents), with an uptick in 2020 (148 reported incidents), followed by a decrease in 2021 (131 incidents).

Natural Disasters

Monterey is at high risk of coastal flooding, drought, pandemic, sea level rise, and wildfires. Additionally, the city is near two faults, making it susceptible to earthquakes. Therefore, Monterey County created a Multi-Jurisdictional Hazard Mitigation Plan to prepare for natural and artificial hazards. For further information, refer to the environmental section.

Emergency Preparedness Plans

Monterey has developed plans for emergency disasters that can disrupt community networks, economies, and property. The fire department has developed an emergency operations plan, community wildfire protection plan, and fire prevention code. The fire, police, and city manager’s office have developed disaster recovery and evacuation plans. The city is staffed with an emergency manager and a floodplain manager. In contrast, public works, community development, fire, police, and the city manager’s office all work together to develop emergency plans (Monterey County, 2022).

The Multi-Jurisdictional Hazard Mitigation Plan for Monterey County is a significant component of emergency preparedness. The county’s evacuation plans are divided into seven phases: initial incident and on-scene response, situation analysis and evaluation, the decision to evacuate, mobilization, notification, evacuation, and care and shelter. Different regions within the county have specific evacuation routes, and Monterey is in the “peninsula region,” which is susceptible to dam failure, hazardous materials, wildfires, tsunamis, and significant event hazards.

In a catastrophic emergency, evacuees can board buses from specific locations and be transported to temporary evacuation points or centers. The locations are Big Sur River Inn in Big Sur, Carmel High School in Carmel, Marina Transit Exchange in Marina, Edgewater Transit Exchange/Sand City Station in Sand City, Monterey-Salinas Transit parking lot in Monterey, Transit Plaza bus stop in Monterey, and Salinas Transit Center in Salinas. In addition, specific procedures are in place for various groups in the public, such as people with Access and Functional Needs (AFN), who require assistance in evacuation through devices such as paratransit, gurney vans, or ambulances. School children follow school evacuation plans and may be transported to evacuation centers, where parents can pick them up. The Emergency Operations Plan Care Branch Animals Unit is responsible for rescuing and sheltering animals during a disaster.
Pedestrian Safety

Pedestrian safety is a multifaceted issue encompassing the social and environmental factors that promote safe walking, wheeling, and biking. According to the Wisconsin Department of Transportation, pedestrian safety extends beyond walking, including people using mobility devices such as wheelchairs. Pedestrians comprise individuals of all ages, genders, abilities, and economic backgrounds who use sidewalks and roads. Nevertheless, pedestrian fatalities are disproportionately higher among children and elders. In 2020, 20% of pedestrian deaths involved people aged 65 and over, and 20.4% were children under 15 (Centers for Disease Control and Prevention, 2022).

Both individuals and cities can play a role in enhancing pedestrian safety. Pedestrians can adopt practices such as avoiding using electronic devices while traveling and walking on the left side of the road when sidewalks are unavailable (Safe Kids Worldwide, 2023). Cities can implement strategies like creating protected bike lanes or providing pedestrians and bicyclists with a head start at traffic lights (American Planning Association, 2015). Features such as audible crossing signals and enhanced street lighting can also increase safety, particularly for more vulnerable groups during nighttime hours.

The Maintenance Division’s Streets and Utilities section maintains finished roadways and drainage structures in the City of Monterey. As outlined by the Monterey municipal code Sec. 32-6, property owners are responsible for maintaining curbs, gutters, and sidewalks unless damage is caused by City-owned trees (City of Monterey, 2022). The City has enacted legislation to improve pedestrian safety through Municipal Code 33-34, which mandates that subdividers must make provisions for separate pedestrian, equestrian, and bicycle paths and trails when feasible. Municipal code 2-11.00 establishes a disabled access appeals board, which includes experienced and trained members in building construction and state or federal access regulations. Furthermore, 2/5 members of the board must be physically disabled. The disabled access appeals board is empowered to hear appeals about decisions made by the building official or the City’s ADA coordinator (City of Monterey, 2022).

At the county level, Monterey County passed a measure in 2016, allocating a portion of sales tax for regional safety, mobility, and walkability. The Transportation Agency for Monterey County reports that some projects funded by the measure include Safe Routes to Schools and a Seniors and Disabled transportation program. The Safe Routes to School initiative partners with schools, families, and communities to enhance traffic and pedestrian safety around schools. The Seniors and Disabled Transportation program seeks to improve transportation options and safety for seniors and people with disabilities. ITNMontereyCounty offers ride services for seniors and visually impaired individuals in Monterey City and Monterey County. Moreover, the county has a Bike and Pedestrian Facilities Advisory Committee that offers online resources. In 2021, the Monterey County Transportation Agency plans to update bicycle and pedestrian wayfinding routes as part of the Regional Wayfinding Plan (Transportation Agency for Monterey County, 2023).

Safety in Downtown Area

Ensuring safety in downtown areas is crucial for both residents and visitors. This area is susceptible to two significant hazards: sea level rise and flooding from 100-year and 500-year storm events. Therefore, any developments in the area must incorporate mitigations to address these concerns.

The Downtown Specific Plan acknowledges that safety concerns were raised by workshop community members, particularly concerning evening entertainment venues and aggressive panhandling (City of Monterey, 2020, p. 59). Lighting is another aspect of safety in downtown areas, and the city has developed specific guidelines to ensure consistency in character while addressing safety needs. The objectives of the lighting guidelines include implementing crime prevention through environmental design (CPTED) and...
natural surveillance. The former aims to deter crime by designing physical environments that discourage criminal behavior, such as increasing visibility and eliminating hiding spots. The latter involves increasing visibility and promoting positive interactions among people by placing windows with views of sidewalks or increasing lighting in areas such as parking areas, ATMs, phone kiosks, mailboxes, and bus stops (City of Monterey, 2020, pp. 71, 88).

**Safety Infrastructure for Multicultural Groups**

The Monterey City Police Force follows the One Mind Campaign, which aims to unite public safety organizations with mental health organizations and communities to provide adequate help for individuals experiencing mental health needs. The One Mind certification program ensures police forces implement strategies to achieve this goal. To this end, the police force worked with Monterey County Behavioral Health to create a Crisis Intervention Team training process. The department’s website reports that 100% of officers completed the CIT and Mental Health First Aid for Public Safety training within one year of hire (Monterey Police Department, 2018, p. 4). The Monterey Police Department pledged to the One Mind Campaign in 2018.

In 2017, Monterey County passed legislation on sanctuary city policies for undocumented individuals, which aligns with California law SB54, also known as the Sanctuary State Bill. This legislation stopped state funding for Immigration and Customs Enforcement and “prohibits using state or county facilities to aid ICE officials” (Sigala, 2017). However, federal intervention remains risky, and undocumented individuals remain vulnerable to economic or immigration discrimination.

To reduce recidivism rates and prevent reoffending, the County of Monterey offers various rehabilitation programs for incarcerated individuals, including alcoholic anonymous, California Defendant Offender Workforce Development, and Monterey County Rehabilitation Facility Addiction Recovery Program. Although research on the effectiveness of rehabilitation programs to prevent recidivism in the United States is uncertain due to several essential factors, Norway’s rehabilitation approach in prisons has shown promising results in increasing job training and employment rates and reducing crime rates (Dahl & Mogstad, 2020). Moreover, the Monterey Bay Justice Program works towards social justice and reforms in the criminal justice system (Bridge Prison Ministry, 2022).
1.13 Water Access

Monterey County’s water supply primarily relies on its native water sources due to the region’s absence of state or federal water projects. The two primary water sources are the Carmel River, which receives water from a 255-square-mile watershed and runs for 36 miles from Santa Lucia Mountain to the sea, and the Seaside Groundwater Basin, which is replenished by local rain and covers the City of Seaside, parts of Fort Ord, and the Highway 68 corridor. In addition, the region has two water utility providers, California American Water (CalAm), an investor-owned private water utility provider on the Monterey Peninsula, and Monterey One Water (M1W), a publicly owned wastewater agency (Mazur, 2015).

However, due to its limited water supply, the region faces three significant water access issues, namely variability, scarcity, and ecological well-being. In terms of variability, the threat of climate change brings unpredictability to the frequency of rainfall and droughts, calling for new water sources. Furthermore, over-pumping of the Carmel River and Seaside Groundwater Basin has led to water supply depletion and increasing groundwater salinization. Excessive accumulation of water-soluble salts in the groundwater has affected the health of the aquifers, plant development, and land degradation (California State Water Resources Control Board, 2018).

In addition, low water levels in the Carmel River put endangered species such as salmon and steelhead trout at risk of extinction, and toxins from wastewater and rainwater poured into Monterey Bay further endanger coastal species and wildlife. In response to these issues, the Water Resources Control Board of California issued several cease-and-desist orders to CalAm from 2008 to 2016, requiring them to halt overdrawing water from the Carmel River. Over-pumping of the Carmel River is currently the most significant single harmful effect on the river’s fish, wildlife, and riparian habitat. This order requires CalAm to find alternative water sources to provide water to residents of the Monterey Peninsula (California State Water Resources Control Board, 2018). Therefore, Monterey County needs to find new water sources to address its water variability and scarcity issues while also considering the ecological well-being of its native water sources. In addition, the region could benefit from implementing sustainable solutions that promote water conservation and reduce the risk of harm to endangered species and coastal wildlife.

Existing Infrastructure Projects

Two major water supply projects are currently under development in Monterey County: the Monterey Peninsula Water Supply Project (MPWSP) and the Pure Water Monterey Expansion Project.

The MPWSP is a desalination project designed to process seawater and produce 6,250-acre feet of drinkable water annually. However, this project has faced significant opposition from the local community due to concerns about its potential impact on the groundwater basin and the coastal ecology. At present, construction of the desalination plant has been temporarily halted. In contrast, the Pure Water Monterey Expansion Project collects domestic wastewater, agricultural produce wash water, agricultural irrigation return flows, and stormwater to generate up to 10,350-acre feet of new water per year by recycling wastewater. This project emphasizes advanced water recycling technology, replenishment of the groundwater supply, and protection of the environment. It also aims to reduce water taken from the Carmel River and the Seaside Basin, as state regulatory orders require.

In addition to these infrastructure projects, the City of Monterey has implemented restrictions on new developments due to a lack of available water for allocation. The Planning Division maintains three waiting lists for water allocation: the New Residential Water Waiting List, Residential Remodel Water Waiting List, and the Commercial/Industrial Water Waiting List. Restrictions on new developments include limitations on
02
SITE ASSESSMENT
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This chapter consists of a two-phase process of site assessments. In the first phase, students embarked upon an in-depth exploration of the project area, conducting an on-site assessment. In the second phase, visual site analysis maps were developed, leveraging secondary data to enhance their examination of the site.

During the on-site assessment, students were guided by Wallace through downtown Monterey. The tour delved into the rich tapestry of the city’s history, highlighting both its strengths and shortcomings. The students were tasked to observe and document the various elements within the city. The following day, the students visited the Monterey City Planning Department with the opportunity to engage in substantive dialogues with the planning team. Finally, students carried out pedestrian interviews to gain insights into local perceptions of the existing physical conditions and ideas for future development.

Upon completion of the on-site assessment, students were grouped into teams of three to four members, fostering a collaborative approach to analyzing the current physical conditions of the study area. The analysis focuses on six distinct aspects: Demographics, Zoning, Housing, Land Ownership, Circulation, and Environmental Conditions. The teams then consolidated their observations and findings into a series of visually engaging maps. These maps function as effective tools for visualizing, analyzing, and communicating the research results.
2.1 Stakeholder Interviews

Demographics of Individuals Interviewed

- **Age**
  - 15 to 65 years old: 76.2%
  - 65 years or older: 23.8%

- **Gender**
  - Male: 55%
  - Female: 40%
  - Shared response by a female & male couple: 5%

- **Residential Location**
  - Within Monterey: 43.2%
  - Surrounding Monterey: 38.4%
  - Other or did not specify: 18.4%

Relationship with Downtown

- **Familiarity**
  - Familiar with Downtown Monterey: 100%

- **Visiting Frequency**
  - Every weekday: 54.5%
  - Couple times a week: 31.8%
  - Couple times a month: 13.6%
  - Rarely: 4.5%

- **How they travel in the area**
  - Vehicle: 72.7%
  - Walk: 27.3%

Ideas for Improvement

- **Proposed Ideas of Downtown**
  - More Places to Shop, Socialize, and Relax: 50%
  - More Shops, Restaurants, and Eateries: 36.4%
  - More Streetlights: 22.7%
  - Trees along Sidewalk: 22.7%
  - Trees along sidewalk: 18.2%
  - Local Serving Markets: 18.2%

Opinions on Downtown

To the respondents, Downtown Monterey is most commonly considered quaint, close to parks and the beach, sometimes congested vehicle-wise, and filled with restaurants and history.

- **Reason they visit**
  - Shopping: 77.3%
  - Passing by in Vehicle: 31.8%
  - Crime: 71.4%
  - Vehicle: 50%
  - Nuetral: 35%

- **Satisfaction with Safety**
  - Satisfied: 60%
  - Neutral: 40%

- **Sidewalk Conditions**
  - Cleanliness: 71.4%

- **Satisfaction with aspects of Downtown**
  - Satisfied: 57.9%
  - Neutral: 50%

- **Satisfaction with places to stop, relax & socialize**
  - Satisfied: 45%
  - Nuetral: 30%

- **Satisfaction with parking**
  - Satisfied: 38.1%
  - Dissatisfied: 25%
  - Nuetral: 28.6%
Summary and Limitations

Overall, the responses provided a representation of what some members of the community and visitors felt about the Downtown neighborhood. The interviews collected more specific data concerning what respondents thought about the factors of the area. Most respondents stated overall that they were satisfied with Downtown overall, as well as confident concerning the safety, cleanliness, sidewalk conditions, places to eat, shop, spend time, and parking and circulation factors of the neighborhood. The respondents responded that the community needed more spaces for socialization and relaxation and more restaurants and shops.

Limitations to the interviews restrict the reliability of the data to be reasonably extrapolated to represent the opinions of the community and tourists as a whole. The most significant limitation is the sample size of interviews collected. The analyzed data is from a total of 22 interviews. The number of interviews is small and not statistically significant compared to the larger population of the neighborhood, the city, the region, and the total number of tourists. Additionally, the interviews did not note the participants’ economic or greater demographic background to compare those interviewed to the greater Downtown, Monterey City, Monterey County, and visitor demographics. The questions were also limited because they were vague and were left to the interpretation of the interviewer and interviewee. As a result, some participants responded that they needed clarification on the questions.

Furthermore, they stated they felt there was a need for more topics they could discuss or proposals they could make to improve the neighborhood. Another limitation of the interviewing process is the natural bias when locals are asked about their community with little context for comparison. As a result, there needs to be more consistency between how the respondents perceive problems in their neighborhood and the actual statistical realities of such issues. This is most obvious in the example of parking. For example, 22.7% of respondents reported that they would like more parking in the Downtown neighborhood. Still, by the City of Monterey’s calculations, most public parking, especially parking spaces in the city-owned garages, has vacancies and availability year-round.
2.2 Stakeholder Meeting

Introduction

The Downtown Specific Plan for Monterey was informed by a meeting involving various stakeholders, including the City of Monterey Planning Commission, business owners, city planners, Cal Poly professors, and City and Regional Planning students. This meeting utilized a question-and-answer format to facilitate dialogue and gain insight into the community’s concerns, goals, and strengths. Several topics emerged as prominent through these conversations, including housing, tourism, transportation, safety, and future opportunity sites. The insights gained from these discussions will serve as guiding considerations for the Downtown Revitalization Plan.

On the right-hand side, you will find a brief video showcasing the city and regional planning students and professors as they embark upon an exploration of Monterey alongside Wallace. Additionally, the video captures their interaction with the members of the City of Monterey Planning Commission.
Tourism

Tourism plays a crucial role in the economy of Monterey. During the meeting with stakeholders, they highlighted the city’s rich musical heritage and its historical significance in the cannery industry. Presently, the city hosts various notable events, including the jazz festival, reggae festival, international culture festivals, and car week, which are considered some of its strengths. The stakeholders desired to revitalize Downtown as a “must-see” destination, complementing famous attractions like the aquarium and cannery row. In addition, they proposed branding the downtown area as a culinary and art hub to bolster the local economy and increase foot traffic. However, the stakeholders also recognized that Downtown needs more connectivity and a limited range of communal spaces.

Water

One of the significant concerns that emerged from the discussion was the confluence of escalating housing costs, an aging population, limited water resources, and the appropriate strategies to address these issues. The stakeholders expressed concern that the increasing cost of housing has made it exceedingly difficult for young people and families to find affordable accommodation within the downtown area, leading to a significant aging demographic. While military students and families have contributed to the growth of cafes and restaurants, their impact on the broader population has been limited. To address this issue, some property owners have initiated mixed-use housing; however, the city’s restricted water supply prohibits large-scale mixed-use development for the foreseeable future. These constraints underscore the critical and crucial nature of housing as an issue in downtown Monterey.

Strengths

Participants were asked to describe Monterey, to which they responded with positive attributes that they felt were appropriate community identifiers. The stakeholders noted that Monterey has a distinct “sense of place” reflected in its community, residents, architecture, and location. The city’s historical heritage is a significant factor in contributing to this sense of place, which residents celebrate through the preservation of historic buildings. Additionally, stakeholders appreciated the city’s proximity to nature, evident through its ocean access, parks, open space, and clean air. They also appreciated the walkable nature of their neighborhoods and Downtown, which allowed them to enjoy nature. Stakeholders also acknowledged the community’s various festivals, which range from celebrating Car Week to hosting the longest-standing Jazz festival. These characteristics offer valuable insights into the community’s priorities and inform the vision for Downtown.

Housing

One of the significant concerns that emerged from the discussion was the confluence of escalating housing costs, an aging population, limited water resources, and the appropriate strategies to address these issues. The stakeholders expressed concern that the increasing cost of housing has made it exceedingly difficult for young people and families to find affordable accommodation within the downtown area, leading to a significant aging demographic. While military students and families have contributed to the growth of cafes and restaurants, their impact on the broader population has been limited. To address this issue, some property owners have initiated mixed-use housing; however, the city’s restricted water supply prohibits large-scale mixed-use development for the foreseeable future. These constraints underscore the critical and crucial nature of housing as an issue in downtown Monterey.
Daily Life

Representatives from the residents of Monterey shared examples of how the underutilization of Downtown affects their daily lives. One representative mentioned that the retail industry in the area is failing, negatively impacting the site’s economic vitality. The stakeholders only visit Downtown for occasional community events, work, or dining, and they expressed concerns about the dying retail industry and the lack of retail opportunities.

Moreover, the stakeholder group pointed out that the lack of services Downtown hinders residents from utilizing the available infrastructure. For example, the parking garages are mostly empty because people only go Downtown for singular trips, which is limited to the currently available retail and service industries that need to be improved.

Despite expressing concerns about the underutilization of Downtown Monterey, stakeholders acknowledged the area’s vibrant nightlife. They highlighted the entertainment and dining opportunities available for younger residents and emphasized the positive effect on retention rates for young families. The stakeholders believe that the nightlife scene is an essential component of Downtown Monterey’s charm and allure, providing opportunities for residents to enjoy the locality and its various amenities. They underscored the importance of cultivating an environment that appeals to younger residents, promoting economic growth, and fostering a sense of community and belonging among residents.

Transportation/Parking

During the meeting, stakeholders expressed concerns regarding the need for more connectivity between the waterfront and Downtown Monterey. Specifically, the Monterey Bay Coastal Recreation Trail, which attracts pedestrian and bike traffic, currently needs to connect to Downtown, hindering the relationship between the two areas. To address this issue, stakeholders suggested establishing a stronger connection between pedestrian traffic on the waterfront and Downtown to bolster their relationship.

To this end, stakeholders suggested a trolley service providing a more convenient public transportation option, allowing visitors to “hop on/hop off” quickly. In addition, a more robust public transportation system would improve the vibrancy of Monterey.

The stakeholders also raised concerns about parking garages and parking in general within Downtown. Stakeholders reported that the parking structures were underutilized by locals and tourists and provided feedback suggesting they could be fully utilized. Reasons for underutilization included more education regarding the first free 90 minutes of parking, difficulty walking for specific populations, reduction of parking garage workers, and available parking on Downtown streets. Stakeholders believed that the Downtown area is walkable and that investing in sidewalks for activities and safety would improve the area’s engagement. Stakeholders suggested several potential solutions to the underutilization of parking structures, such as reducing the parking fee to $8 a day and investing in sidewalks.
Safety

Stakeholders noted that when discussing security, concerns about the unhoused population in Monterey often arose. Their presence made specific public spaces less inviting and deterred people and families from visiting. In addition to the concerns raised by the unhoused population, stakeholders highlighted safety issues related to parking garages. Specifically, they pointed out that people with disabilities, families with young children, and older adults may feel vulnerable walking the extra distance from the garage to a store. According to the director of MY Museum, this danger is compounded for families with young children who often struggle with carrying additional items. Consequently, people may prefer on-street parking instead of parking in garages. To address these safety concerns, a stakeholder proposed improving ADA access throughout the area, making it easier for groups that struggle with safety and accessibility to get around the neighborhood.

Synthesis

According to the stakeholders, the unique sense of place, historical legacy, and festivals that attract tourists and bring the community together are the strengths of Downtown Monterey. However, the stakeholders’ significant challenges were the underutilization of the area due to the failing retail industry, limited housing availability, and lack of services. To cultivate an environment that appeals to younger residents, promotes economic growth, and fosters community and belonging among residents, stakeholders suggested converting underutilized sites into new economic opportunities such as mixed-use developments or community spaces.

College students were identified as a valuable demographic for activating the community’s nightlife and Downtown area. Their flexible schedules and willingness to explore and try new things make them ideal candidates for patronizing local businesses and participating in events and activities. Additionally, college students can contribute to the local economy by spending money at restaurants and shops, increasing foot traffic, service demand, and economic activity. Transportation, affordable housing, and safety were crucial factors in attracting college students to the Downtown area.

Transportation and parking were identified as concerns, particularly in establishing a stronger connection between the waterfront and Downtown, re-establishing a more robust public transportation system, and addressing the underutilization of parking structures. While some stakeholders prioritized the convenience and accessibility of parking for visitors and residents, others prioritized reducing traffic congestion, promoting sustainable transportation, and creating a more walkable and bikeable environment in the Downtown area.

Housing was identified as a significant concern due to escalating costs, an aging population, limited water resources, and appropriate strategies to address these issues. The stakeholders identified the increasing cost of housing as a significant obstacle to young people and families finding affordable accommodation within the Downtown area, contributing significantly to the aging demographic of Monterey. Some property owners have initiated mixed-use housing to address this issue; however, the city’s restricted water supply prohibits large-scale mixed-use development for the foreseeable future. Stakeholders also expressed concerns about safety in the Downtown area, particularly at night, and suggested lighting in public places to improve the overall sense of security. Finally, to boost tourism, stakeholders recommended creating more vibrant public spaces and cultural events that showcase the city’s unique character and history.

While the stakeholder meeting provided valuable insights into the challenges facing Downtown Monterey, the findings are limited to the perspectives of the participating stakeholders. Thus, the results need to include specific data or statistics to support the identified challenges and recommendations, which could limit the accuracy and generalizations of the results.
2.3 Demographics

### Race and Ethnicity

- County
  - Percent of Population

### Health

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<thead>
<tr>
<th>Condition</th>
<th>County</th>
<th>Percent of Population</th>
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</thead>
<tbody>
<tr>
<td>Housing Burden</td>
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<td>Unemployment</td>
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<tr>
<td>Poverty</td>
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<tr>
<td>Linguistic Isolation</td>
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<tr>
<td>Education</td>
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<td>Cardiovascular Disease</td>
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<td>Low Birth Weight</td>
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<tr>
<td>Asthma</td>
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<th>Condition</th>
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<tr>
<td>Asthma</td>
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</tbody>
</table>
Educational Attainment (25+ years)

- High School Graduate or Equivalent
- Bachelor’s Degree or higher

<table>
<thead>
<tr>
<th>Location</th>
<th>High School Graduate or Equivalent</th>
<th>Bachelor’s Degree or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>City</td>
<td>12%</td>
<td>34%</td>
</tr>
<tr>
<td>Downtown</td>
<td>18%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Income

- Downtown
- City
- County

Average Income

10,000 to 14,999
20,000 to 24,999
30,000 to 34,999
40,000 to 44,999
50,000 to 59,999
75,000 to 99,999
125,000 to 149,999
200,000 or more

Age of Population

- Downtown
- City
- County

Age

0-19
20-34
35-49
50-64
65-80
80+

Percent of the population

0 5 10 15 20 25 30 35 40

Average Income

10 20 30 40 50 60 70
Downtown Monterey encompasses four distinct zones, namely the Planned Community Zone (PC), Visitor Accommodation Facility, Historic Landmark Overlay (H1), and Historic Resource Overlay (H2). The following section aims to provide a comprehensive breakdown of the regulations and objectives associated with each of these zones.

Upon careful evaluation, it becomes apparent that the majority of the downtown land is designated for the Planned Community Zone. This allocation affords greater flexibility in architectural design, particularly with regards to mixed-use buildings. Furthermore, the historical zones offer significant potential to enhance the downtown area’s overall character and sense of identity. By utilizing these zones effectively, it becomes possible to establish meaningful connections within the downtown space while simultaneously generating interest in the surrounding buildings.
Planned Community Zone
This zone encourages variety by allowing greater freedom in selecting the means to provide access, light, open space, and amenities (Section 1.5). This zone has a minimum net area of 10 acres.

Visitor Accommodation Facility
This zone permits uses of Visitor Accommodation Facilities, Limited Occupancy Facilities, Accessory Uses, and Hostels.

Historic Landmark Overlay (H1)
This zone identifies and protects the most important historic resources in the city with statewide, national, or international historic significance.

Historic Resource Overlay (H2)
This zone addresses resources with strictly local historic importance. A historic permit is required for alteration/demolition within these zones.
As illustrated in the map below, the downtown area of Monterey exhibits a limited number of housing opportunities. It is imperative to address this issue by introducing a broader range of market-rate and affordable housing units, thereby fostering increased homeownership and mitigating the median home values (Section 1.6). Furthermore, a significant portion of the available housing is situated on the outskirts of the downtown area, which presents a prime opportunity for the development of mixed-use housing in high-traffic locations such as Alvarado Street. Additionally, given the substantial significance of music in Monterey’s identity, the implementation of downtown live/work housing specifically tailored for musicians can serve as a means to promote this cultural aspect and attract more musical talent to relocate to Monterey.
Single Family Housing

Single Family Housing comprises 77.6% of the total housing stock, constituting a sum of 76 individual units.

Multi-Unit Housing

Multi Unit Housing comprises 22.4% of the total housing stock, constituting a sum of 22 multi-units.

Housing Value

<table>
<thead>
<tr>
<th>Housing Value</th>
<th>Downtown Monterey Housing Unit</th>
<th>Monterey City Housing Unit</th>
<th>Monterey County Housing Unit</th>
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<tr>
<td>Less than $50,000</td>
<td>13</td>
<td>54</td>
<td>1,879</td>
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<td>$50,000 to $99,999</td>
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<td>1,272</td>
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<td>$100,000 to $149,999</td>
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<td>40</td>
<td>810</td>
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<tr>
<td>$150,000 to $199,999</td>
<td>-</td>
<td>20</td>
<td>610</td>
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<tr>
<td>$200,000 to $299,999</td>
<td>-</td>
<td>182</td>
<td>3,030</td>
</tr>
<tr>
<td>$300,000 to $499,999</td>
<td>7</td>
<td>531</td>
<td>18,052</td>
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<td>$500,000 to $999,999</td>
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<td>917</td>
<td>10,825</td>
</tr>
</tbody>
</table>

Housing Unit Vacancy and Occupancy Rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Housing Units</th>
<th>Occupied Units</th>
<th>Vacant Units</th>
<th>Occupancy Rate</th>
<th>Vacancy Rate</th>
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<tr>
<td>Downtown Monterey</td>
<td>450</td>
<td>411</td>
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<td>91.5</td>
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<td>Monterey City</td>
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<td>Monterey County</td>
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<td>151789</td>
<td>11842</td>
<td>91.8</td>
<td>8.3</td>
</tr>
</tbody>
</table>
2.6 Land Ownership

The map presented below showcases the land ownership within the downtown area, revealing the State of California and the City of Monterey as the primary land owners. Property owned by these entities serves as public spaces, hosting a variety of significant historical sites, parks, pedestrian walkways, libraries, educational institutions, and recreational facilities.

Public areas play a crucial role in nurturing social cohesion and fostering communal bonds within communities. Therefore, it is essential that the architectural structures adjacent to these spaces are meticulously designed and strategically situated to elevate the vibrancy and appeal of the surrounding vicinity. This thoughtful approach ensures that the architectural elements harmoniously blend with and enhance the vitality of the public domain.
There are a total of 39 parcels currently under ownership by the City of Monterey. These parcels encompass various public city properties, including parks, pedestrian walkways, libraries, schools, and playgrounds.

There are a total of 10 parcels currently under ownership by the State of California. These parcels mainly encompass significant historical sites.

### Land Ownership Frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Owner of Land in Downtown Monterey</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>City of Monterey</td>
</tr>
<tr>
<td>10</td>
<td>State of California</td>
</tr>
<tr>
<td>7</td>
<td>Davi Anthony G TR</td>
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<tr>
<td>6</td>
<td>Monterey Institute of International Studies</td>
</tr>
<tr>
<td>6</td>
<td>Saunders Shaw Properties LP</td>
</tr>
<tr>
<td>5</td>
<td>State of California Dept of Defense</td>
</tr>
<tr>
<td>4</td>
<td>Custon House Hotel CO LTD</td>
</tr>
<tr>
<td>4</td>
<td>The City of Monterey</td>
</tr>
<tr>
<td>3</td>
<td>Community Human Services</td>
</tr>
<tr>
<td>3</td>
<td>Filyau Karen Marie TR</td>
</tr>
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<td>Monterey Bay Aquarium Support Services</td>
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<td>Monterey Institute of Intl Studies</td>
</tr>
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<td>3</td>
<td>Monterey PM Investments LLC</td>
</tr>
<tr>
<td>3</td>
<td>President &amp; Fellows of Middlebury College</td>
</tr>
<tr>
<td>3</td>
<td>Saucito Land Company</td>
</tr>
<tr>
<td>3</td>
<td>Urban Renewal Agency of Monterey</td>
</tr>
</tbody>
</table>
Downtown faces several challenges in terms of transportation. The bus service available in the area is currently limited, leading to underutilization. Similarly, there is an oversupply of parking spaces that are not fully utilized. Moreover, the existing bike infrastructure suffers from fragmentation and lacks connectivity. Adding to these issues, Downtown is surrounded by major arterial roads that experience increased traffic volumes, particularly during peak seasons.
**Bike Lanes**

There is a notable absence of wayfinding infrastructure in the downtown area, which unfortunately fails to provide clear guidance or indications that promote the active use of bicycles as a preferred mode of transportation.

**Congestion**

Del Monte/Lighthouse Avenue and Fremont Street are characterized as high-capacity arterials, experiencing significant vehicular traffic flow. Particularly during peak seasons, there is a noticeable upward trend in traffic volumes.

**Bus and Trolley Route**

- The Red Route currently experiences a wait time of approximately 30 minutes.
- The Blue Route currently experiences a wait time exceeding 1 hour.
- The utilization rate of general transit among Monterey residents stands at a mere 2%.
- The service is provided as part of the Monterey Salinas Transit (MST) system, which operates regionally.
- The transit system serves a total of 437,325 individuals within a 159 square mile area.
- Recent trends indicate a notable concentration of residents in close proximity to highly accessible bus stops.
2.8 Environmental Conditions

Structures located in fire and flood zones must be designed carefully to ensure resilience and safety of residence.

New design proposals within these zones should advocate for an increase in open spaces or the incorporation of modular, prefabricated solutions to ensure compliance and resilience.

Buildings near open spaces should optimize views, light, and outdoor access, while minimizing ecological impact and preserving the open space’s integrity.
**Flood Zone**

Flood zones are areas identified as being at risk of flooding. Flood zone regulations require buildings to resist floods.

**Fire Zone**

Fire zones are areas designated as high risk for wildfires due to factors like dry vegetation or climate. Building regulations in fire zones typically require fire-resistant materials, defensible spaces, and emergency access routes.

**Open Space and Parks**

Open space and parks are often green and natural areas intended for public or private use. This can include parks, undeveloped landscapes, or plazas.

**Access to Evacuation Routes**

Access to evacuation routes is crucial for safety during emergencies. These routes should be clearly marked and accessible to ensure smooth evacuation.
03
STRENGTH, WEAKNESS, OPPURTUNITIES, & THREAT ANALYSIS
<table>
<thead>
<tr>
<th>3.1 Mobility</th>
<th>3.2 Environment</th>
<th>3.3 Socioeconomics</th>
<th>3.4 Urban Forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>70</td>
<td>72</td>
<td>74</td>
</tr>
</tbody>
</table>
The objective of this chapter is to present a comprehensive SWOT analysis of Monterey’s downtown area. The SWOT analysis is a widely employed method used to examine the strengths, weaknesses, opportunities, and threats associated with a particular location. The analysis encompasses four key categories: Mobility, Environment, Socioeconomics, and Urban Form.

To facilitate a thorough evaluation, students were divided into four teams, each responsible for assessing the area’s assets, challenges, and potential for development. Furthermore, the students utilized site assessments and supplementary data maps from Chapter 2 to enhance their analysis. Ultimately, the findings of the SWOT analysis were visually represented through crafted hand-drawn maps.
3.1 Mobility

**Strength**
- The downtown area boasts a relatively good level of walkability, making it convenient for pedestrians.
- Monterey Bay Recreation Trail is readily available for public use and close in proximity to downtown.
- Variety of tourist-centric transportation options are provided, including Surrey, acoustic, and e-bike rentals.
- The sidewalks are in good condition and offer enough space for pedestrians.
- The Historic Trail serves as a significant feature that encourages exploration of the downtown area on foot.
- There are sufficient on-street parking facilities to accommodate a large number of vehicles.
- During peak seasons, an EV Trolley System is deployed, thus enhancing the appeal of public transit.
- Quality nighttime illumination ensures safety and visibility, adding to the attractiveness of downtown.

**Weakness**
- Del Monte Ave. poses challenges to traffic flow & congestion.
- Public transit options are lacking in terms of the number of stops, frequency, and connectivity to residential areas.
- Simoneau Plaza, a central hub for transit buses, is often occupied by unhoused individuals and lacks proper sanitation, making it unattractive to the public.
- The absence of bike lanes in the area hinders safe and convenient cycling.
- Inconsistent one-way streets make navigation and access difficult for drivers.
- Parking garages in the area are underutilized, and their locations often receive complaints from the public.
- Safety concerns include blind spots at crosswalks, high traffic on arterial streets, and a perceived lack of safety while walking.
- The prevalence of a car culture in the area contributes to transportation challenges and traffic congestion.

**Opportunity**
- Enhance walking connectors to provide better pedestrian access.
- Improve connectivity between Cannery Row and Downtown by refurbishing the wharf parking lot.
- Optimize the usage of existing parking structures to maximize efficiency.
- Consider repurposing street parking spaces for parklets or bike lanes to promote alternative modes of transportation.
- Implement road diets on low traffic streets to improve traffic flow and enhance safety.
- Enhance the Trolley System and its service to provide a more efficient public transportation option.
- Install additional bike racks in strategic locations around the downtown area to encourage cycling as a means of transportation.

**Threat**
- Flooding and sea level rise resulting from climate change not only threaten coastal communities but also disrupt infrastructure and ecosystem services.
- The influx of tourists and the occurrence of major events exacerbate traffic congestion and parking issues, creating a strain on local transportation systems.
- The existing evacuation routes pass through areas with high fire severity and tsunami zones, presenting a critical concern for public safety.
MOBILITY MAP

LEGEN

Downtown Area
Good Condition
Okay Condition
Challenging Condition
Parking
Bus Stop
Intersection
One Way
Entrance to Downtown

Concept Plan of Downtown Monterey

Del Monte Ave
Del Monte Ave
W Franklin Street
Del Monte Ave
Monterey Bay Trail

Simulation Plaza
Custom House Plaza

Entrance to Downtown

Pacific Street
Bonifacio Place
Polk Street
Alvarado Street
Jefferson Street
W Franklin Street

New Monterey & Cannery Row

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3.2 Environment

**Strength**
- Monterey boasts clean air in comparison to other major cities, providing a refreshing environment.
- The Waterfront Master Plan efforts in Monterey have yielded positive outcomes, enhancing the overall appeal of the area.
- The site enjoys a comparatively low fire hazard, ensuring safety for residents and visitors.
- Stringent regulations are in place to prevent human disruption and pollution, preserving the pristine nature.
- The historic building sites in Downtown incorporate open spaces, adding to the charm and character of the city.

**Weakness**
- The existing urban form and circulation patterns pose significant barriers to ocean accessibility.
- A substantial part of the downtown area falls within the 100/500-year flood zone and the tsunami hazard zone, posing limitations to new development.
- There is inadequate flooding and sea level rise mitigation and irrigation systems in place.
- High noise levels, primarily attributable to traffic from Pacific Street, Del Monte Ave, Munras/Abrego/Washington Streets, and Fremont St., degrade the quality of life.
- The area grapples with a limited water supply, which is a concern for sustainability.
- The topography negatively impacts walkability, as evidenced in the stark contrast between the natural and built forms.
- The availability of accessible public green spaces is insufficient, highlighting a need for enhanced urban planning.

**Opportunity**
- Significant opportunities through a connection with the Monterey Bay Aquarium.
- Noise pollution reduction through strategic vegetation initiatives.
- Enhance transportation diversity with the integration of streetcars.
- Expand urban greenery and open spaces through innovative streetscaping.
- Adopt adaptive reuse strategies to mitigate emissions.
- Promote water-use efficiency with attractive participation incentives.
- Incentivize LEED-certified green buildings in the region.
- Implement low-impact design strategies for environmental conservation.
- Capitalize on historic open/green spaces for community enrichment.
- Air quality is remarkable compared to other major cities.

**Threat**
- Sea level rise poses a significant threat to coastal areas.
- Coastal erosion presents a pressing concern for vulnerable regions.
- The impacts of climate change pose a substantial threat to various ecosystems and communities.
- The occurrence of El Niño events can have detrimental effects on local environments and economies.
- Proximity to higher-fire hazard zones increases the vulnerability and risk of wildfires.
- Greenhouse gas (GHG) emissions contribute to the overall threat of climate change and its associated consequences.
3.3 Socioeconomics

**Strength**
- The affordability and often free nature of historical tourism make it an attractive option for travelers on a budget and individuals with different income levels.
- The preservation of well-maintained historical structures not only adds to the cultural richness of a city but also serves as a testament to its historical significance.
- The high quantity and affordable parking facilities boost visitor frequency and contribute significantly to local tourism.

**Weakness**
- Land ownership significantly influences ability to develop and utilize certain parcels. An illustrative instance is Custom House Plaza, which is currently owned by the State of California.
- The rental and utilization costs associated with the plaza are relatively high, making it an expensive option for businesses or organizations looking to rent and utilize the space.

**Opportunity**
- Bonifacio Place, Old International Building, Old Bank of America Building, Spanish Plaza, and Simoneau Plaza Monterey are properties that present untapped potential, offering ample opportunities for the development of unique and innovative designs.
- The neighborhood benefits from convenient access to a well-connected public transit system, facilitating easy transportation and fostering connectivity with surrounding communities.
- By implementing initiatives like the Path of History and Golden Medallions, downtown areas can be greatly enriched in terms of aesthetic appeal, transforming them into immersive and pleasurable environments that engage visitors and residents alike.

**Threat**
- The risk of flooding and sea rise predominantly affects the census blocks where the majority demographic is Hispanic/Latino, specifically along Camino el Estero.
- The high cost of housing, coupled with limited opportunities for affordable housing, may potentially erode the diversity in the downtown area.
3.4 Urban Forms

**Strength**
- Historical buildings play a significant role in shaping a city’s unique identity and possess the potential to attract tourism.
- The presence of existing nodes in downtown areas effectively draws in larger crowds.
- Portola Hotel and areas surrounding it offer pedestrian-only walkways and a wide range of food options, facilitating a seamless flow of people into the downtown area.
- The perceived downtown area, Alvarado Street, boasts a well-designed environment with features such as trees, outdoor seating, food services, and excellent walkability.
- The Monterey Sports Center serves as a major attraction for downtown, attracting visitors and residents alike.
- Alta Bakery and Cafe, situated within the historical site of Cooper House, successfully activates the historical site and outdoor seating area, making it a popular destination for visitors.

**Weakness**
- Custom House Plaza, owned by the State of California, currently lacks aesthetic appeal and inadvertently obstructs access to the downtown area. Its ownership status prevents any significant redesign efforts.
- Spanish Park, located amidst major streets, is an underutilized green space that is currently inaccessible. Its potential for activation remains untapped.
- Del Monte Avenue presents a significant challenge due to its high congestion levels, effectively creating a barrier between the waterfront and downtown areas.
- The large, exposed parking lots in the downtown area represent an inefficient use of land. Despite occupying a significant portion of the downtown space, they are markedly underutilized.

**Opportunity**
- The zoning regulations for planned communities provide extensive design flexibility and create numerous opportunities for development.
- Node 6: Simoneau Plaza, serves as a prominent transit hub, facilitating convenient access to various bus routes and fostering an ability to become a vibrant gathering place for the community.
- The parking structure located along Del Monte Avenue presents an exciting potential for redesign, offering a valuable connection between the downtown area and the waterfront, enhancing accessibility and promoting a seamless integration between these two key areas.

**Threat**
- Water shortage or credits restrict the amount units and buildings that can be constructed.
- Del Monte Ave is the main street diving the waterfront and downtown but its highly congested and can reduce walkability.
LEGEND
- Downtown Area
- Precieved Downtown
- Strength
- Opportunity
- Weakness
- Parking
- Open Space

NODES
1. Marriot Hotel Entrance
2. Rec Center
3. Park Parking + Retail
4. Park Entrance + Playground
5. Tennis Courts
6. Simoneau Transit Plaza
7. Mid-Alvarado Street
8. College
9. Irvine Auditorium
10. City Hall
04 VISIONING AND CONCEPT DIAGRAM
4.1 A Place to Live.................................................................................80
4.2 A Place to Visit.................................................................................84
4.3 A Place to Live/Visit/Connect.........................................................88
4.4 Design Principles and Goals.........................................................90
The objective of this chapter is to utilize prior research on site assessment and SWOT analysis, to create visions for the future Downtown Monterey.

The initial phase involved segmenting students into two collaborative teams, each tasked with articulating a distinct vision for the project site and formulating potential solutions. The two proposed scenarios are: (1) Monterey Downtown as a Place to Live, with a primary focus on the needs of local residents, and (2) Monterey Downtown as a Place to Visit, with an emphasis on catering to visitors. Each scenario is accompanied by a map providing a visual representation of the design priorities, encapsulating concepts and ideas for the downtown area.

Following a comprehensive analysis of both scenarios, a conclusive vision for Downtown Monterey was crafted: Place to Live/Visit/Connect. Design objectives are established and centered around the four key themes previously discussed in Chapter 4: mobility, environment, socioeconomics, and sustainability. Each objective encompasses guiding principles and design ideas. These design objectives serve to crystallize the envisioned project outcome and to devise effective strategies for goal realization.
4.1 Scenario 1: Place to Live

Monterey, as a place to live, is committed on creating a vibrant, inclusive, and livable downtown for its residential community. This commitment is manifested through a multifaceted approach that synergizes residential, retail, communal facilities, and collaborative workspaces. The conceptual design serves the multifarious needs of residents, employees, and visitors whilst heightening the overall urban environment. In this scenario, six definitive design priorities have been stipulated. The map depicted below showcases the location of the design priorities, while the next page features a map that illustrates the conceptual design of the design priorities.

1. Diversifying Development Opportunities: Mixed-use, housing and commercial
2. Weekend Pedestrian-Only Pathway: Closure of Alvarado Street
3. Permanent Pedestrian-Only Pathway: Conversion of Bonifacio Place into a Paseo
4. Bike Lanes: Connections to Schools, Parks, and Library
5. Monterey Recreation Trail Connections: Custom House Plaza and Beach
6. The Spanish Plaza: An Inviting Grand Entrance for Vehicles
### Design Priorities

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diversifying Development Opportunities</strong>&lt;br&gt;<strong>Mixed-use, Housing and Commercial</strong>&lt;br&gt;Several development opportunities have been identified along Alvarado St. and Tyler St., with the aim of creating mixed-use housing and commercial developments. The commercial developments will consist of general retail and restaurants, as well as a public market to be established on the lot located between Calle Principal and Alvarado Street, south of Bonifacio Place. Housing will be a mix of market-rate and affordable housing to promote economic diversity within the neighborhood, and it will also include multigenerational housing on the block between Tyler and Washington Streets, north of Bonifacio Place, near the Children’s Museum and Park. The promotion of a mix of affordable and market-rate housing, and the inclusion of some family-centered housing types, supports the diversity of economic backgrounds and family structures required to establish a neighborhood that meets the needs of all residents and is safe and comfortable for everyone. Increasing the number of residences, businesses, and activities, combined with the pedestrianization of Bonifacio Place permanently and Alvarado Street temporarily, will create a more active and lively neighborhood that residents can feel comfortable exploring and spending time in. It will also revitalize a previously less active stretch of the neighborhood, which mostly contained parking lots and smaller offices, transforming the area into an active anchor pulling both residents and visitors into central Downtown.</td>
<td><strong>Weekend Pedestrian-Only Pathway</strong>&lt;br&gt;<strong>Closure of Alvarado Street</strong>&lt;br&gt;The proposal entails the temporary closure of Alvarado Street for vehicular traffic from Del Monte Avenue to Pearl Street, on a regular basis, specifically from Thursdays to Sundays. The street will only be accessible to pedestrians and bicyclists during this period of the week, similar to the weekly street closure during the Old Monterey Marketplace on Tuesdays. The regular closure of Alvarado Street presents a plethora of opportunities for local residents in the neighborhood and surrounding areas to explore the businesses, stores, restaurants, and sites along the street safely and accessibly. Furthermore, the frequent closure creates a constantly activated space that makes businesses, residents, and tourists feel comfortable.</td>
<td><strong>Permanent Pedestrian-Only Pathway</strong>&lt;br&gt;<strong>Conversion of Bonifacio Place into a Paseo</strong>&lt;br&gt;The proposal includes the permanent closure of Bonifacio Place from Alvarado Street to Adams Street to convert it into a Paseo. The Jack's Park and the parking lot on Calle Principal are identified as anchor locations. The parking lot on Calle Principal is considered a development opportunity site for mixed-use residential and commercial purposes. The creation of a small neighborhood park in place of the existing parking lot on the corner of Bonifacio Place and Tyler Street will provide residents with a destination for relaxation and socialization, featuring chairs, tables, and greenspace. The park and plaza space will function as a more relaxed environment and transition space between the energetic restaurants and bars of Alvarado Street and the family-centered recreation center and Jack’s Park. The Paseo will serve as a safe and accessible connection between the businesses and restaurants of Alvarado Street and the highly used parks and recreation centers by the residents. The establishment of a safe and clear connection promotes exploration by residents and tourists and reduces the disjointed environment of the neighborhood. The redevelopment of adjacent opportunity sites and the permanent pedestrianization of the street will create a major social axis for the neighborhood and the community.</td>
</tr>
</tbody>
</table>
As an integral part of the Monterey Downtown Specific Plan, the Spanish Plaza will play a crucial role in welcoming visitors to the downtown area. Positioned at the intersection of Del Monte Avenue and Lighthouse Avenue, this plaza will serve as a recognizable landmark for both locals and tourists, creating a sense of arrival and setting the tone for the rest of the district.

The Spanish Plaza's design and positioning are strategic, aiming to create a visible and prominent entrance point for those arriving by car. This plaza's branding and signage will be effective in establishing it as a recognizable point of reference, helping visitors navigate the area.

Another primary goal of the Spanish Plaza is to encourage the use of parking garages located at Del Monte Avenue and Tyler Street, which will improve traffic flow and reduce congestion in the downtown area. With an inviting and clear entrance point, the plaza aims to provide visitors with a streamlined and efficient system for accessing parking and navigating the downtown district.
Monterey, as a place to visit, focuses on enhancing the vitality of Downtown by accentuating its historical landmarks, augmenting streetscape aesthetics, and expanding urban green spaces, thereby forging an elevated sense of community pride and exclusive prospects for exploration and discovery. The strategic blueprint also endeavors to amplify multi-modal transportation alternatives, affording visitors an array of methods to delve into the local scene. By paying homage to the area’s abundant coastal history, arts, and culture, Downtown Monterey will cultivate a distinct touristic persona, positioning it as a destination of choice for a memorable experience. This scenario establishes four design priorities to guide this transformation. The map depicted below showcases the location of the design priorities, while the next page features a map that illustrates the conceptual design of the design priorities.

1. Improving Pedestrian Connectivity: Access between Cannery Row & Downtown District
2. Extending and Adding Transportation: Trolley line
3. Music & Arts: Expanding the events festivals
4. Permanent Pedestrian-Only Pathway: Conversion of Bonifacio Place into a Paseo
Downtown Area
Public Plazas to Revitalize
Pedestrians Only
Parking Structure
Existing Landmarks
Major Activity Nodes
Pedestrians Only (Weekends)
New Trolley Line
Music Venue Opportunity
Lighting/Street Scape Update

LEGEND

Downtown Area
Parking Structure
Public Plazas to Revitalize
Existing Landmarks
Major Activity Nodes
Pedestrians Only
Pedestrians Only (Weekends)
New Trolley Line
Music Venue Opportunity
Lighting/Street Scape Update

VISIONING AND CONCEPT DESIGN

Concept Plan of Downtown Monterey

PLACE TO VISIT MAP

MAP

Legend:

- Downtown Area
- Parking Structure
- Public Plazas to Revitalize
- Existing Landmarks
- Major Activity Nodes
- Pedestrians Only
- Pedestrians Only (Weekends)
- New Trolley Line
- Music Venue Opportunity
- Lighting/Street Scape Update

Map of Downtown Monterey:
- Custom House Plaza
- Conference Center
- Osio Theater
- Spanish Plaza
- Affordable Lodging
- Friendly Plaza
- Town Hall
- Library
- San Carlos School
- Monterey Beach Bay Park
- El Esteros Lake
- Fisherman’s Wharf
- Monterey High School

Visioning and Concept Design

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Improving transportation systems in the downtown area is crucial for promoting sustainable and people-oriented design. By enhancing active and public transportation opportunities, the city can reduce environmental hazards caused by car emissions while also encouraging healthy activities for both residents and visitors. The downtown area has already implemented these ideas through the electric trolley system and recreation trail near the coast. However, these transportation options can be extended and modified to encourage more public and active ways of moving through the city.

To achieve this goal, a proposed design idea is to extend the trolley line in a loop from Pacific Street to Del Monte, down Camino El Estero, turning on Pearl Street, and returning back to Pacific Street with added stops. This would provide a broader opportunity for visitors to experience all that downtown has to offer, from the El Estero water view to the art museum. In addition, implementing bike lanes and pedestrian crosswalks can increase incentives for people to participate in active forms of recreation while also absorbing the character of the downtown. Proposed bike lanes are situated on Del Monte, Franklin St, Pearl St, and other vertical streets. Proposed crosswalks on the Northwest part of the site on Del Monte Street can increase pedestrian circulation and safety. Finally, an extension of the recreation trail could provide incentives for people to bike, scooter, or bird with a peaceful view of the ocean, while also increasing connectivity between downtown and Cannery row.

Improving pedestrian connectivity is a crucial principle for promoting Downtown Monterey’s economic growth and development. Strengthening access and connectivity within the area is a significant goal, particularly in enhancing access between Cannery Row and the Downtown District. An effective design idea to achieve this goal is to extend the Recreation Trail from the Old Wharf to the Downtown to act as a pedestrian gateway. By creating a pedestrian-friendly environment, the city can encourage more people to walk, bike, and explore the area, improving the overall experience for visitors, reducing traffic congestion, and creating a vibrant and lively downtown atmosphere.

To achieve this goal, a proposed design idea is to extend the trolley line in a loop from Pacific Street to Del Monte, down Camino El Estero, turning on Pearl Street, and returning back to Pacific Street with added stops. This would provide a broader opportunity for visitors to experience all that downtown has to offer, from the El Estero water view to the art museum. In addition, implementing bike lanes and pedestrian crosswalks can increase incentives for people to participate in active forms of recreation while also absorbing the character of the downtown. Proposed bike lanes are situated on Del Monte, Franklin St, Pearl St, and other vertical streets. Proposed crosswalks on the Northwest part of the site on Del Monte Street can increase pedestrian circulation and safety. Finally, an extension of the recreation trail could provide incentives for people to bike, scooter, or bird with a peaceful view of the ocean, while also increasing connectivity between downtown and Cannery row.
As downtown Monterey grows with vibrant attractions and activities, the need for parking accommodations will inevitably increase. However, from community survey interviews and speaking with stakeholders, it appears that many tend to park on the street, leaving the existing parking garages underutilized. To address this issue, enhancing the existing parking garage design could help people feel more aware or invited to parking lot/garage options and more connected to the downtown fabric. Two design ideas to increase vibrancy and attractiveness of parking include murals on parking garages, which simultaneously amplify the arts and music scene, and adding an anchoring attraction to the Pacific Street lot. Moreover, adding more lighting within and around garages and lots could increase a sense of safety for people.

The Downtown District has the potential to enhance its music and arts scene, which can help create a greater sense of community and identity for the City of Monterey. To achieve this, the city can continue supporting citywide events and festivals at existing cultural community hubs. Additionally, public spaces can be activated, and local businesses and restaurants can be partnered with to host more musicians, ultimately creating a more prominent music identity in the downtown area.

Specific ideas for activating the Downtown’s public spaces include implementing music programming at the Customs House Plaza and at Jack’s Park. Furthermore, closing Alvarado Street to vehicular traffic and opening it up for pedestrian use on weekends for a farmers’ market would provide a unique space for artists to showcase their work and for visitors to experience a vibrant music and arts scene.

As downtown Monterey grows with vibrant attractions and activities, the need for parking accommodations will inevitably increase. However, from community survey interviews and speaking with stakeholders, it appears that many tend to park on the street, leaving the existing parking garages underutilized. To address this issue, enhancing the existing parking garage design could help people feel more aware or invited to parking lot/garage options and more connected to the downtown fabric. Two design ideas to increase vibrancy and attractiveness of parking include murals on parking garages, which simultaneously amplify the arts and music scene, and adding an anchoring attraction to the Pacific Street lot. Moreover, adding more lighting within and around garages and lots could increase a sense of safety for people.
4.3 Scenerio 3: Place to Live/Visit/Connect

Monterey, as a Place to Live/Visit/Connect, focuses on harmoniously integrating scenario 1 and scenario 2 to one project vision. To achieve this, the map is structured into three distinct sections: community, arts and music, and coastal connection. Each section is designed to cultivate a comprehensive downtown Monterey identity, thereby enhancing the overall delight and satisfaction of both visitors and residents. Within each designated section, specific areas will undergo thoughtful redesign to seamlessly actualize the envisioned transformation.
4.4 Design Principles and Goals

**Mobility**

<table>
<thead>
<tr>
<th>Design Principle 1</th>
<th>Strengthen access to Downtown Monterey and enhance connectivity within the area</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Improve access between Cannery Row and the Downtown District</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Expand the current trolley system by providing additional trolleys and pick-up/drop-off locations.</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Extend the Recreation trail from the Old Wharf to the Downtown to act as a pedestrian connector.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Promote connections between historic sites located near Downtown.</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Provide 5-minute and 10-minute walking radius maps to high pedestrian traffic areas and popular destination spots.</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Make historic walking tour more identifiable by upgrading sidewalk placards.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Improve active transportation conditions.</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Improve and widen sidewalks on Alvardo and neighboring streets to increase walkability and slow vehicular traffic.</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Establish bike lanes on roads and increase the amount of bike parking in the Downtown Monterey area.</td>
</tr>
<tr>
<td><strong>Goal 4</strong></td>
<td>Improve ADA accessibility</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Improve parking/ pick up and drop off zones for handicapped visitors in the downtown area.</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Implement raised crosswalks in between downtown blocks to slow down traffic and create a safer downtown environment for all pedestrians.</td>
</tr>
</tbody>
</table>
## Mobility

| Design Principle 2 | Design for All | This principle acknowledges that streets and transportation systems should be designed to serve everyone, not just those who drive cars. By prioritizing safety and mobility for all users, communities can create streets that are more equitable, sustainable, and accessible to everyone |
|--------------------|----------------|

### Goal 1

**Improving one-way streets for accessibility**

**Design Idea 1:** Eliminate disconnected one-way street sections downtown to improve connectivity.

**Design Idea 2:** Creating thorough one-way corridors to enhance access across the downtown area.

### Goal 2

**Add Bike Lanes and Amenities**

**Design Idea 1:** Separate bike lanes from car lanes with greenery creating more Class 2 bike lanes by removing some on-street parking.

**Design Idea 2:** Create a dedicated bike connection between downtown and the Recreation Trail.

### Goal 3

**Increase Sidewalk Accessibility**

**Design Idea 1:** Design sidewalks and pedestrian paths to provide defensible space and adequate light availability to ensure safety and security.

**Design Idea 2:** Develop sidewalks to meet and exceed ADA requirements including sidewalk width, sidewalk texture, trip hazards, slope, and curb ramps.

### Goal 4

**Improve Simoneau Plaza and Transit Access**

**Design Idea 1:** Better connect transit hub and stops throughout downtown to the surrounding built environment.

**Design Idea 2:** Improve connections between local transit and regional transit.

### Goal 5

**Provide Safety for all Modes**

**Design Idea 1:** Create a safety route for families from parking garages to key destinations downtown.

**Design Idea 2:** Implement safe routes to schools downtown to encourage children to use active transportation.

**Design Idea 2:** Install traffic calming devices along arterial connections Del Monte, Lighthouse and Fremont, such as curb extensions, raised crosswalks, and speed humps.
## Socioeconomics

<table>
<thead>
<tr>
<th>Design Principle 1</th>
<th>Establish a distinct tourist identity for Downtown Monterey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Create cohesion between Downtown and its surrounding destination sites</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Business partnerships/connection between Cannery Row, the Monterey Aquarium, and Downtown.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Expand current public transportation to allow for more people to travel between Downtown and its surrounding sites.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Strengthen Downtown’s cultural and historic legacy</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Continue support of citywide events/festivals at existing cultural community hubs.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Encourage a more prominent music identity by activating public spaces and partnering with local businesses/restaurants to host more musicians</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Provide a variety of activities, retail shops, and hospitality services to support the diverse needs of visitors</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Provide incentives for businesses to offer more affordable options for lower income tourists (ex: hostels, free activities)</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Activate open/green spaces with cheap/free activities for children and families. (possibly near the Children’s Museum)</td>
</tr>
</tbody>
</table>
## Socioeconomics

<table>
<thead>
<tr>
<th>Design Principle 2</th>
<th>Diversity, Equity, and Inclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td><strong>Solidify Monterey’s unique identity as a musical naval surf hub</strong></td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Repurposing event centers and underutilized plazas into live concert areas and event spaces.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Work with businesses to create a cohesive weekend live music scene throughout different businesses/bars downtown</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td><strong>Provide affordable housing units</strong></td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Work with mixed-use development owners in downtown retail area to provide traveling artist housing for musicians performing</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Continue converting buildings into mixed-use with live-work spaces and community center below</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td><strong>A well rounded and diversified economic base</strong></td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Convert existing vacant commercial and office spaces to flexible floor plans that adapt to the needs of the area.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Continue converting buildings into mixed-use with live-work spaces and community center below</td>
</tr>
</tbody>
</table>
## Sustainability Environment

<table>
<thead>
<tr>
<th>Design Principle 1</th>
<th>Enhance quality of and accessibility to open space.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Ensure proper maintenance of existing open space</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Create a maintenance plan for city workers to follow regarding open space and park cleanup.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Implement safety measures, including ample lighting and regular safety patrols.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Expand the range of open space options and increase the diversity of available outdoor spaces</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Adaptive reuse. repurpose vacant lots into greenspace/community gardens; repurpose historic buildings for office and residential uses.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Pocket parks. Create small, accessible parks in areas where there may be limited space for larger parks.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Foster community involvement in open space planning</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Increase wayfinding to open spaces within downtown.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Incorporate public seating and integrative experiences into open spaces (i.e., murals, plaques, or statues that display community history and culture).</td>
</tr>
</tbody>
</table>
# Sustainability Environment

**Design Principle 2**  
A sustainable future begins with resilient design.

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Increase water preservation and supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1: Utilize design that preserves water, like stormwater catchment, graywater usage in toilets, and low-flow appliances.</td>
<td></td>
</tr>
<tr>
<td>Design Idea 2: Reduce the amount of nonpermeable pavement and replace with porous materials that allow groundwater seepage.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2</th>
<th>Adaptive reuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1: Repurpose vacant lots into greenspace/community gardens.</td>
<td></td>
</tr>
<tr>
<td>Design Idea 2: Repurpose historic buildings for office, commercial, and residential uses.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2</th>
<th>Increase open space accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1: Green pathways. Design family friendly, linear/pocket parks.</td>
<td></td>
</tr>
<tr>
<td>Design Idea 2: Implement open space safety measures, including ample lighting and regular safety patrols.</td>
<td></td>
</tr>
<tr>
<td>Design Idea 3: Increase wayfinding to open and green spaces within downtown.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 4</th>
<th>Plan with regard to sea level rise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1: Refrain from densely developing in Eastern, at-risk portion of city in 100- and 500-year flood zones</td>
<td></td>
</tr>
<tr>
<td>Design Idea 2: Green infrastructure. Increase greenery within streets by implementing planter boxes, green roofs, replacing parking spaces with vegetation.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 5</th>
<th>Reduce GHG emissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1: Limit the street parking downtown to fuel-efficient or handicap</td>
<td></td>
</tr>
<tr>
<td>Design Idea 2: Install solar panels on new and existing buildings.</td>
<td></td>
</tr>
</tbody>
</table>
## Sustainability Environment

<table>
<thead>
<tr>
<th>Design Principle 3</th>
<th>Promote Monterey as a brand for sustainability.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Sustainable local businesses</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Certify businesses as “green businesses”.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Adaptive reuse.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Expand the Waterfront Monterey Bay Coastal Recreational Trail</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Micro mobility sharing companies (Lime bikes, Bird scooters).</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Provide amenities along the trail.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Implement water reuse</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Water policies.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Sustainable Hotels.</td>
</tr>
</tbody>
</table>
## Sustainability Environment

<table>
<thead>
<tr>
<th>Design Principle 4</th>
<th>Promote greenery throughout Monterey’s downtown.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Implement green resting spaces (parks)</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Identify and repurpose underutilized areas.</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Identify historic buildings with open space – add greenery/park amenities.</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Increase greenery downtown</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Increase tree cover</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Greatly increase greenery throughout downtown</td>
</tr>
<tr>
<td></td>
<td>- Drought resistant plans (less water reliant)</td>
</tr>
<tr>
<td></td>
<td>- Plants that match the historic theme of Monterey</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Improve existing green space</td>
</tr>
<tr>
<td>Design Idea 1</td>
<td>Improve access to existing parks/green spaces</td>
</tr>
<tr>
<td>Design Idea 2</td>
<td>Improve the condition of existing parks/green spaces</td>
</tr>
</tbody>
</table>
### Urban Form

**Design Principle 1**  
Enhance the quality of life and long-term experience of downtown Monterey through urban design

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Transform existing downtown plazas into community nodes with a strong sense of place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1:</td>
<td>Renovate Spanish Plaza to reflect Downtown character.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Establish Simoneau Plaza to be a community focal point of leisure, public transportation, and recreation while establishing a stronger connection to downtown.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2</th>
<th>Encourage development consistent with the look, feel, and community values of downtown Monterey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1:</td>
<td>Encourage the creation of privately owned public spaces (POPS) in Downtown renovations and new developments.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>New development respects historical architectural detail and character of Monterey.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 3</th>
<th>Create public spaces and gathering areas that encourage social interaction, community engagement, and a sense of belonging in the downtown area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1:</td>
<td>Create a public plaza or square that serves as a focal point for community events, concerts, and festivals. This space can be designed to accommodate a variety of activities and programming.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Install movable public seating and outdoor furniture in strategic locations throughout the downtown area to provide opportunities for rest, relaxation, and social interaction.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 4</th>
<th>Create a vibrant downtown Monterey that draws from the significance of the vast historical sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Idea 1:</td>
<td>Promote cultural tourism through the development of interactive tours and exhibits that highlight the historical and cultural significance of Downtown Monterey’s historic sites.</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Promote adaptive re-use of existing historical buildings to encourage relevant use of spaces by the community.</td>
</tr>
</tbody>
</table>
### Urban Form

#### Design Principle 2
Transform the Downtown Corridor to become an “experience” destination

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Utilize historical sites and vacant sites downtown as opportunities to enhance pedestrian/visitor experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design Idea 1:</strong></td>
<td>Revitalize vacant Osio theater on Alvarado St.</td>
</tr>
<tr>
<td><strong>Design Idea 2:</strong></td>
<td>Prioritize the upkeep and maintenance of historical sites downtown and encourage public use.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2</th>
<th>Enhancing connection between storefronts and streetscape to create more transparent and intriguing retail spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design Idea 1:</strong></td>
<td>Facade updates (all following a cohesive façade design) and hanging signs</td>
</tr>
<tr>
<td><strong>Design Idea 2:</strong></td>
<td>Requiring upgrades to the rear façades of buildings with alley frontage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 3</th>
<th>Revitalize plazas and public open spaces to be more pedestrian-friendly</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design Idea 1:</strong></td>
<td>Increase the number of activities (concerts, food, shopping, events, etc.) within the Custom House Plaza.</td>
</tr>
<tr>
<td><strong>Design Idea 2:</strong></td>
<td>Incorporate parklets, planters, kiosks, and other pedestrian-scale infrastructure.</td>
</tr>
</tbody>
</table>
| **Design Idea 3:** | Celebrate downtown with a wide variety of permanent and temporary public art installations.  
* Contact local artists or artists whose work is in local museums and art stores |
### Urban Form

<table>
<thead>
<tr>
<th>Design Principle 3</th>
<th>Expand the aesthetic form of perceived downtown to underutilized areas and connection points in the outer areas of downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Create viewshed/connections to the beachfront</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Provide ample pedestrian wayfinding signage</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Increase “oceanside” aesthetic of downtown to encourage tourism on beachfront</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Increase the density of business and mixed-use development</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Incorporate human-scale elements (benches, planters, tables, etc.) that draw people in.</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>Soften the edge of Del Monte to create a smoother and more cohesive transition to beachfront</td>
</tr>
<tr>
<td>Design Idea 1:</td>
<td>Increase presence of inviting streetscape elements (i.e. landscaping and warm lighting)</td>
</tr>
<tr>
<td>Design Idea 2:</td>
<td>Create more crossing opportunities</td>
</tr>
<tr>
<td>Design Idea 3:</td>
<td>Encourage more free flow of the facades for buildings along Del Monte to match the downtown corridor</td>
</tr>
</tbody>
</table>
05
PROJECT DEVELOPMENT
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INTRODUCTION TO PROJECT DEVELOPMENT CHAPTER

In this concluding chapter, the objectives and strategic vision for Downtown Monterey coalesce into visual design developments. Each team was assigned a specific region, as indicated on the Place to Live/Visit/Connect map. Utilizing the comprehensive data and analysis undertaken in preceding chapters, definitive designs were meticulously crafted for each area. These designs encompass detailed site plans, illustrative perspectives, and land use, thus providing a holistic view of the final development.
5.1 Downtown Site Plan
5.2 AREA A

Team A Members:
Leslie Rivera and Meztli Gonzales
Narrative

One of the main goals of the Downtown Specific Plan is to create more affordable housing options in Downtown. Along the western edge of the downtown boundary, on W Franklin St. and Van Buren St. 28 new housing units will be created, split between two lots. The development is currently compromised of surface parking lots on opposite sides of Franklin St.

Lot A, is located between a house and an insurance building and an apartment complex in the back. The surface parking will be developed into a housing community. To accommodate a comprehensive array of housing affordability levels, there will be a mix of housing types including: four townhomes, four studios, and five one-bedroom apartment units. The site will also offer an open community space for residents to enjoy outdoor seating, outdoor cooking, and open grass space to host a variety of activities.

The corner parking lot, Lot B, will be transformed into a mixed-used development with commercial and residential units and a large public plaza. This corner is important in providing a connection between the single-family residential neighborhood and the Downtown center as well as creating a space for students and staff at Middlebury University. The commercial activity at this lot is envisioned to be a cafe or small neighborhood market with outdoor seating. The plaza will be a space for residents to come together and students to spend time after class. Students will also have the opportunity to live at the site in the affordable studios that will be developed. Residents at the site will also be able to enjoy a more private common space on the rooftop plaza. Parking on site will be provided for residents and a few for the commercial.
### Concept Plan of Downtown Monterey

#### Land Use Perspective View

1. Residential
2. Commercial
3. Residential

<table>
<thead>
<tr>
<th># of Building</th>
<th>Site Sqft</th>
<th>Floor</th>
<th>Land Use</th>
<th># of Units</th>
<th>Footprint Sqft</th>
<th>Total Sqft</th>
<th>FAR</th>
<th>Density DU/AC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19,725</td>
<td>1</td>
<td>Residential</td>
<td>9</td>
<td>6,000</td>
<td>6,000</td>
<td>0.7</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>2,840</td>
<td>2</td>
<td>Residential</td>
<td>4</td>
<td>7,000</td>
<td>7,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2,600</td>
<td>1</td>
<td>Commercial</td>
<td>1</td>
<td>2,000</td>
<td>14,650</td>
<td>0.678</td>
<td>30</td>
</tr>
</tbody>
</table>
5.2 AREA B/C

Team B/C Members:

Natalie Delos Santor, Thaina Belayadi, and Andres Figueroa
Narrative

The site plan encapsulates a vision that combines functionality, aesthetic appeal, and a deep respect for the city’s historical significance. The key features of the plan work harmoniously to enhance the waterfront experience for both visitors and residents.

Anchoring the development are vibrant parking garages brought to life with warm outdoor string lights, cascading vines, and vibrant murals. While music playing along the walkways adds ambiance and energizes the space. Adjacent to the parking garage lies the reclaimed Spanish Plaza, renamed the Fisherman Plaza, it serves as a reminder of the city’s diverse cultural heritage and its profound impact on shaping Monterey’s identity.

The Fisherman Plaza is a testament to the city’s multicultural past and highlights the indigenous Rumsen Ohlone and Japanese fishermen along with the Chinese community. Stories of the land’s ancestors, brought to life through captivating sculptures and artwork create an immersive experience. A sleek pedestrian bridge provides a practical link for pedestrians, while creating a distinct first impression. As people cross the bridge, they are greeted with breathtaking views of the waterfront, heightening the anticipation to explore Monterey.

The waterfront redevelopment focuses on aesthetic and flexible design. The multi-purpose public space provides a platform for vendors and events, fostering a vibrant atmosphere year-round. Drought-tolerant landscaping and low impact design balances the human footprint with nature while serving as a buffer between the existing parking lot and the beachfront. To promote accessibility and cost-efficiency, low-cost materials such as poured rubber and native grass are utilized, offering both functionality and aesthetic appeal.

As the day transitions into night, the waterfront area transforms into a dynamic hub of activity. Vendors set up shop, offering delectable treats and unique crafts, while live performances fill the air with music and laughter. The Waterfront site plan is a reminder of the city’s commitment to preserving its coastal beauty for future generations to enjoy. Reflecting Monterey’s rich history, celebrating its cultural diversity, and embracing a sustainable future.
5.4 AREA D

Team D Members:
Elena Blewett and Jake Jansen
Narrative

A public park along Del Monte Ave. will include ADA accessible play structures for children as well as walking paths throughout the space. The park will have native plants that are drought tolerant with signage creating an educational experience for pedestrians. Walking through the park will provide pedestrians with a safe pathway away from the high traffic of Del Monte Ave.

Next to the park, the existing McDonald’s along Del Monte Ave. will be converted into a visitor center. The center will create a gateway to downtown for tourists due to its key location. Pedestrians can easily access this space from the beach across Del Monte Ave. and El Estero. Surrounding the visitor center landscaping and pathways as a continuation of the park will provide a safe and enjoyable experience for pedestrians. The new community center is a versatile facility that will serve as a hub of community activity, offering a wide range of programs, services, and events that cater to the diverse needs and interests of residents and visitors alike. When people visit the community center, they may explore the surrounding areas, discovering nearby shops, restaurants, and other amenities. This organic movement between the community center and downtown will create a sense of connectivity and encourage people to further explore and engage with the broader downtown area.

Pop Monterey is a pioneering space that showcases the most exciting independent businesses from Monterey and the surrounding region, providing a unique destination that supports them to set up shop and share space, skills and ideas. Pop Monterey also offers educational services, professional programs, free workshops with local primary and secondary schools, and open weekend workshops for the public to take part in. Pop Monterey’s design prioritizes a flood adaptive approach by utilizing modular shipping containers in the majority of the development. The Pop Monterey development will revitalize the Franklin streetscape, fostering a vibrant and dynamic atmosphere that encourages increased foot traffic and engagement. By introducing new commercial establishments, such as shops, restaurants, cafes, and entertainment venues, Franklin Street will become a hub of activity and commerce, while also strengthening the connection to the downtown Monterey corridor.

The corner of the site at E. Franklin and St and Figueroa St. will include the existing Monterey Credit Union building converted to retail use as well as a new retail building on the corner of E. Franklin St. and Cortes St. Both buildings will strive to activate E. Franklin St. for pedestrians and improve the connection between the downtown core and El Estero. Taufner Ln. will remain as an access road behind the development for deliveries and access to 37 public parking spaces.
<table>
<thead>
<tr>
<th># of Building</th>
<th>Site Sqft</th>
<th>Floor</th>
<th>Land Use</th>
<th># of Units</th>
<th>Footprint Sqft</th>
<th>Total Sqft</th>
<th>FAR</th>
<th>Density DU/AC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29,250</td>
<td>1</td>
<td>Commercial</td>
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<td>16,668</td>
<td>0.6</td>
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<tr>
<td>2</td>
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5.5 AREA E

Team E Members:
Jared Dunning, John Osthimer, and Jamie Moffatt
Narrative

The development project located between Bonifacio Pl. and Franklin St. has been designed with the aim of bringing vitality and connectivity to the area. It incorporates a thoughtful combination of high-density residential units, commercial and retail spaces, inviting eateries, and modern office facilities. This diverse mix of uses is intended to create a vibrant and dynamic environment that caters to the needs of the community.

One of the key features of this project is the inclusion of three beautiful public plazas and open spaces. These green areas serve as gathering spots for the community and provide spaces for relaxation and recreation. By offering inviting and well-maintained public spaces, the development fosters a sense of belonging and community engagement.

Furthermore, the project serves as an attractive gateway, seamlessly connecting the large parking lots to the downtown district. This integration ensures that visitors and residents can easily access the amenities and attractions of the area. The visual appeal of the neighborhood is enhanced through thoughtful design and landscaping, contributing to an overall pleasant and welcoming environment.

The development also plays a crucial role in connecting the surrounding area to Monterey’s charming urban center. By providing a smooth transition between the project location and downtown, it encourages pedestrian movement and promotes a pedestrian-friendly atmosphere.
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*Includes 84 Parking Spaces that are each 200 sqft.
5.6 AREA F

Team F Members:
Yvonne Huynh and Aaron Lowe
Narrative

This new development is located along the south side of Bonifacio Pl. and the eastern side of Alvarado St. It consists of five buildings, all of which are uniquely situated to capitalize on the foot traffic along the two cross streets. To best take advantage of the prime position of the site, the development contains a combination of high-density residential, downtown serving commercial, inviting green plaza spaces, and a public use space ideal for programming and performances. Building one, situated on the corner of Alvarado and Pearl, serves as a commercial and retail anchor for the street, as well as offering more than 60 residential units on the other three stories. Building two and three, located on the corner of Alvarado and Bonifacio, follows the same pattern of retail and commercial on the first floor and residential above it, but also includes the previously mentioned public use space. It also houses the largest plaza space in the development, which is surrounded by retail, filled with greenery, and situated to facilitate travel across Alvarado to the adjacent market that has been planned. Building 4 follows suit with the first floor being commercial, although it is only the first section, not the whole floor. The rest of the building is dedicated to residential units, with a pocket green space for the residents. Lastly, building 5, located on Adams St, is solely residential as the area transitions away from the downtown, with another internal plaza for the residents. This development is designed to facilitate pedestrian movement along both Bonifacio and Alvarado, promote community engagement, and enhance the existing charm and life of downtown Monterey.
Perspective 1

Perspective 2
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Landuse Perspective View

Concept Plan of Downtown Monterey
5.7 AREA G

Team G Members:
Jodie Huang and Thomas Zimmerman
Narrative

The aim of this design is to directly impact Bonifacio Place and enhance its attractiveness as a pedestrian corridor. The anchor building offers two floors of clothing, music, and art stores and is the start/end point for the corridor. Across from this is the public market, which aims to provide a genuine outdoor market space for vendors, locals, and tourists. This plaza opens into Bonifacio and draws people within. The buildings surrounding this plaza offer additional retail, art studios, and event spaces, promoting the “Place to Visit” idea. Attractive walkways connect these buildings to Calle Principal and Alvarado St. as well. Charming two and three-bedroom apartments above the commercial space provide this space with the “Place to Visit” aspect.
## Concept Plan of Downtown Monterey

### Land Use Perspective View

<table>
<thead>
<tr>
<th># of Building</th>
<th>Site Sqft</th>
<th>Floor</th>
<th>Land Use</th>
<th># of Units</th>
<th>Footprint Sqft</th>
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### Land Use Details

- **Building 1**: Commercial (~15,200 sqft) and Parking (~13,000 sqft)
- **Building 2**: Commercial (~23,950 sqft) and Residential (24 units, 17,853 sqft)
- **Building 3**: Residential (4 units, 3,960 sqft)
- **Building 4**: Commercial (~5,890 sqft) and Public Use (~5,890 sqft)
5.8 AREA H

Team H Members:
Cassidy Charles and Margo Ezcurra
Narrative

Munras Multi-Park incorporates several key features to enhance its versatility and community appeal. The flexible nature of the parking garage allows for various activities and events, accommodating a wide range of interests and preferences. The rooftop community space is a standout feature with its greenery, seating areas, solar panels, and ample lighting. It offers an inviting environment for relaxation, socializing, and promotes sustainability.

The focus on creek access creates a smooth connection between nature and the plaza, improving the overall appearance and offering opportunities for recreational activities. The extension of the Hartnell Gulch bridge, linking it to the Cooper-Molera gardens, fosters a harmonious integration between the plaza and its surroundings beyond, eventually leading to Alvarado Street.

Additionally, a plaza with planter seating and greenspace creates a welcoming gathering spot, while the inclusion of food trucks adds a vibrant culinary element to the site. Lastly, increased lighting ensures safety and visibility throughout the park, while well-placed seating areas offer comfort and convenience to visitors. Overall, this site plan promotes community engagement, nature appreciation, and recreational opportunities for all.

**Perspective view (plaza):** From a South West perspective, the ground-level plaza captivates with modern design, inviting atmosphere, and comfortable resting spots. A wooden boardwalk connects the historic Cooper-Molera Adobe to the creek, creating a picturesque path. A grassy area adds a touch of nature, and the flexible space allows for food trucks, vendors, and temporary storefronts. Strategically placed lighting ensures safety, while tiled pavement enhances visual appeal and promotes sustainable practices.

**Perspective view (rooftop):** Facing West, the rooftop perspective view offers a unique experience atop the garage’s 4th floor, exclusively accessible to pedestrians. The site boasts multiple small grass areas, providing serene spaces to relax and enjoy the surroundings. Ample outdoor seating in the form of benches and tables is thoughtfully placed, accommodating visitors comfortably. The enchanting ambiance is enhanced by the presence of string lights hanging throughout the site, improving the visual quality and creating a delightful atmosphere for pedestrians to appreciate the panoramic views of the western horizon.
<table>
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<th># of Building</th>
<th>Site Sqft</th>
<th>Floor</th>
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5.9 AREA I

Team I Members:
Madeline Emeric, Will Wallace, and Anna Rago
Narrative

The Stevenson Plaza development area maximizes outdoor space, revitalizes the transit plaza, and introduces mixed-use buildings to foster a vibrant urban environment. This plan integrates nature with the urban area by capitalizing on the existing Stevenson House Garden as a centerpiece. Additionally, including high-density residential and retail spaces contributes to a thriving community.

The Stevenson House Garden will be expanded and enhanced, offering green lawns, pathways, and flower beds. In addition, seating areas and art installations will provide opportunities for relaxation and contemplation, transforming the garden into a serene urban oasis.

The transit plaza will be redesigned to create a welcoming environment. Including vegetation, seating areas, and interactive art installations will encourage social interaction and transform the plaza into a lively and inclusive public space. In addition, food kiosks and pop-up shops will enhance convenience and add vibrancy to the area. A walkway off the back end of the businesses on the west end of the site will allow for an indoor/outdoor environment.

Sustainable mixed-use buildings will be introduced, connecting to existing personal and professional services and retail establishments. These buildings will include high-density residential units and ground-floor retail spaces. The unit compositions will vary, accommodating diverse housing needs and fostering a dynamic commercial area.
### Landuse Perpective View

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**Land Use**

- **Tyler Street**
- **Houston Street**
- **Abrego Street**
- **Munras Avenue**
- **Jefferson Street**
- **Webster Street**
5.10 AREA J

Team J Members:
Madeline Hines, Kate Hauser, and Jenny Nguyen
Narrative

Situated at the intersection of Webster Street and Munras Avenue, as well as Fremont Street and Abrego Street, this development project holds the promise of revitalizing the surrounding area into a vibrant and inclusive community hub. Comprised of four distinct buildings, it seeks to elevate the urban landscape while providing contemporary and welcoming spaces for both residents and visitors. Building one seamlessly combines commercial and residential units on its ground floor, while its second and third stories offer additional residential spaces, and a rooftop garden area for its residents. Building two stands tall as a three-story residential structure, connected to building three which serves as a dedicated parking facility, as well as a connector to building one. To further enhance the appeal of the project, outdoor seating areas with a playground and green space will be thoughtfully incorporated outside buildings one and three. These amenities will not only attract people to the area but also provide a welcoming and engaging environment for the community. Building four is envisioned as a five-story hotel, designed to cater to tourists and offering two outdoor seating areas and rooftop garden areas where guests and passersby can enjoy the serene view of the surrounding area and its amenities. With its distinctive buildings, contemporary design, and thoughtfully integrated amenities, it aims to transform the area into a lively and inviting destination for residents and visitors alike.
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</thead>
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<td>37,809</td>
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<td>3</td>
<td>29,871</td>
<td></td>
<td>Parking</td>
<td>~</td>
<td>2,434</td>
<td>7,301</td>
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</tbody>
</table>

**Land Use Perpective View**

- **1**: Munras Avenue
- **2**: Abrego Street
- **3**: Fremont Avenue
- **4**: Building 4

**Concept Plan of Downtown Monterey**

- **Building 1**: Footprint: 3,944 sqft, Total: 8,044 sqft, Density: 1.27 DU/AC
- **Building 2**: Footprint: 2,434 sqft, Total: 7,301 sqft
- **Building 3**: Footprint: 2,402 sqft
- **Building 4**: Footprint: 2,402 sqft
5.11 AREA K

Team K Members:
Scott Ricfhardes and Owen Underwood
Narrative

The Webster Street development introduces affordable housing, a public facility for music, and open green spaces for recreational use. Located in the planned community district, the site offers 14 units of townhomes with attached parking, and 24 units of affordable apartment homes with first floor garage parking. The townhomes and apartments have a secluded shared community green space which acts as a pedestrian connection. The plan furthers the goal of building Monterey’s identity by introducing a public music auditorium and attached music store that offers lessons to residents. Finally, the Webster Street Development includes an open space that is located on the southeast corner of Webster and Figueroa streets. The goal was to utilize the nearby YMCA to create a free open space for nearby residents and visitors. This site will include parking, green space, seating areas, and the potential for public events such as live music and a farmers’ market.
**Concept Plan of Downtown Monterey**

<table>
<thead>
<tr>
<th># of Floors</th>
<th>Land Use</th>
<th># of Units</th>
<th>Footprint Sqft</th>
<th>Total Sqft</th>
<th>FAR</th>
<th>Density DU/AC</th>
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</tr>
<tr>
<td>2 floors</td>
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<tr>
<td>3 floors</td>
<td>Open Space</td>
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<td>22,500</td>
<td>22,500</td>
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</tbody>
</table>

*Includes 47 Parking Spaces in Site 1 and 51 Parking Spaces in Site 2*
5.12 TRANSPORTATION

Transportation Team Members:
Po (Johnson) Maxwell, Andrew Darrell, and Amy Uthenpong
The circulation element of the revision plan focuses on accentuating Downtown Monterey’s existing strengths while proposing interventions that enhance active forms of transportation, pedestrian safety, connectivity, sense of community, and cohesion with the city at large.

**Proposed Interventions**

1. Alvarado Temporary Closure
2. Bonifacio Permanent Pedestrianization
3. Del Monte Parallel Route and Pedestrian Facility Improvements
4. Calle Principal Corridor Redesign
5. Polk Permanent Pedestrianization
6. Pearl Street Road Diet
7. Bike Lane Additions
8. Monterey Trolley Route Changes
9. Transit Center Location Change
CIRCULATION DOWNTOWN MONTEREY REVISION PLAN

1. Calle Principal Corridor Redesign & Polk
   Permanent Pedestrianization, expand bike lanes, increase walkability, and beautify streetscape

2. Pearl Street Road Diet
   Increase bike lane & safety

3. Bonifacio Permanent Pedestrianization
   Innovate pedestrian safety, revitalize local businesses, add public art and sense of community

4. Calle Principal Corridor Redesign & Polk
   Permanent pedestrianization

5. Bonifacio Place

6. Trolley Route Changes

7. Transit Center Location Change

8. Del Monte Parallel Route and Pedestrian Facility Improvements

9. project: CalPoly City and Regional Planning Urban Design Studio III
   CRP-341: Spring 2023: Amy Uthenpong, Po Johnson, Andrew Darrell