

Lighthouse/Foam Area Specific Plan

Draft

March 2013

Funded by the Caltrans Community-Based Transportation
Planning Grant



City of Monterey

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INTRODUCTION

This document serves as a guide for future development along Lighthouse Avenue and Foam Street, an area identified by the General Plan as a “Mixed-Use Village”, which is a mix of residences, retail shops, services and jobs in close proximity. These areas are designed to be well served by transit and bicycle routes and have a welcoming pedestrian environment. Based on General Plan housing development assumptions, the Specific Plan area will accommodate up to 113 dwelling units. This Specific Plan assumes that new development will utilize existing water consistent with Monterey Peninsula Water Management District Rules on water transfers between properties. As a result, 130 dwelling units and 50,000 square feet of new commercial development is assumed. Therefore, based on an analysis of existing water credits within the Planning Area, the assumed buildout potential for the Planning Area is 50,000 square feet of commercial uses and 130 dwelling units. Once this amount of new development is constructed, the City will update the General Plan and the Specific Plan accordingly.

Net Increase in Land Uses

Total Commercial 50000 SF	35,061
Residential Units	113

The Specific Plan is a unique and effective tool for implementing General Plan Goals, Policies, and Programs. General Plan Goals, Policies and Programs that this Specific Plan strives to implement include:

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

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

General Plan Land Use Program b.1.3. Develop Mixed Use Neighborhood Guidelines for the Lighthouse, Foam, Wave and Cannery Row Areas. The goal of these areas is to be a local oriented commercial and residential destination with a high quality pedestrian experience. The

intent of the guidelines would be to provide policy and illustrated design concepts that lead to mixed use or apartment/condominium housing for a wide range of incomes to encourage customers and employees to live near Lighthouse Avenue and Cannery Row. Encouraged transportation modes include the shuttle, walking, and bicycle facilities. Improve inter-block pedestrian connections and access to the Monterey Bay Recreation Trail. Shared parking, including the potential for public parking, is encouraged in areas close to public parking lots to minimize the amount of land dedicated to parking. Guidelines should address shared bay views.

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

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

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

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

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

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

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

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

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

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

General Plan Circulation Policy g.6. Improve the pedestrian environment along Lighthouse Avenue.

This Specific Plan replaces the Lighthouse Avenue Area Plan with a more comprehensive strategy for the enhancement of this commercial corridor as mixed-use neighborhood. The Specific Plan provides tools beyond the capabilities of the Area Plan, such as area-specific development standards and design guidelines, and an inventory of existing and proposed improvements to the neighborhood's infrastructure. The Financing and Implementation chapter provides a cost estimate for proposed public rights-of-way improvements and identifies potential funding sources for such improvements. Funding may include grants, assessment districts, or a combination thereof. This chapter also recommends a strategy for obtaining the necessary funding to meet the project recommendations.

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

The planning process for the Lighthouse Area Specific Plan included several community meetings within the Lighthouse/Foam business district as well as the adjacent residential neighborhood. The community meeting participants were led through various exercises to define planning issues, identify opportunities, and solicit input on draft plan concepts. A Planning Commission Subcommittee also reviewed and commented on the plan prior to review by the full Planning Commission.

Regional and Local Setting

The Lighthouse Area Specific Plan Planning Area ("Planning Area") is located in the City of Monterey, an ocean side community that is recognized nationally for its historic setting. The Monterey Bay, a National Marine Sanctuary, borders the Downtown, and offers plethora of boating, whale watching and kayaking opportunities. Monterey's resident population is approximately 30,000 persons. It is a frequent and favorite destination of San Francisco Bay residents.

Specific Plan Area

The intent of the Planning Area boundary is to include the portion of the Cannery Row/Lighthouse Avenue mixed use village identified by General Plan Map 4 that is not addressed in the Cannery Row Conservation District, Cannery Row Coastal Land Use Plan, or the Cannery Row Commercial zoning district. The Planning Area includes the Lighthouse Avenue and Foam Street corridors, which extend for nine blocks from David Avenue at the Pacific Grove City Limits to the Lighthouse Tunnel, and the connecting side streets (Figure 1 – Planning Area).

The Planning Area divides the New Monterey residential neighborhood from the Cannery Row mixed use neighborhood, and connects Monterey and Pacific Grove. The Planning Area's northern boundary is concurrent with the Cannery Row Conservation District's southern boundary. The Planning Area's southern boundary is consistent with the southern boundary of the Cannery Row/Lighthouse Avenue mixed use village as shown in General Plan Map 4, which includes the properties that front the south side of Lighthouse Avenue.

The Planning Area contains approximately 150 lots and 100 properties. Lot patterns within the Planning Area vary slightly. Lots with 50 foot frontages and 100 foot depths are the most common, though several lots widths are 100 feet or wider. Properties consisting of multiple lots are also common, and approximately 25 property owners within the Planning Area own more than one property. These land ownership patterns could be beneficial to the overall implementation of the specific plan, provided the property owners are motivated to invest in the neighborhood (Figure 2 – Property Ownership).

The Planning Area is bordered to the south by the multi-family and single-family residences of New Monterey, to the west by commercial uses in Pacific Grove, to the north by the mixed use, historic neighborhood of Cannery Row, and to the east by the lower Presidio military base (Figure 3 – Surrounding Land Uses).

The Lighthouse Avenue and Foam Street corridors support an eclectic mix of over 100 businesses, including: furniture stores, restaurants, tattoo shops, book shops, antique stores, and other personal service businesses, as well as a senior center and park. The Planning Area includes a mix of one, two and three story structures, providing opportunities for residential infill and affordable/work-force housing development. A few successful mixed-use projects have been constructed in recent years that provide affordable housing. The Lighthouse Avenue and Foam Street corridors have a small town-urban setting, but also serve as regional transportation corridors, providing one of two access points to the peninsula and connecting Pacific Grove to Del Monte Avenue and Downtown Monterey.

Regulatory Setting

Similar to a General Plan, the contents of a Specific Plan are regulated by State law. The minimum required contents of a Specific Plan include the following:

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



Legend

-  City Limits
-  Lighthouse Planning Area

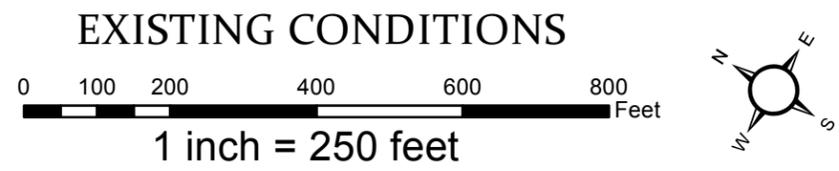
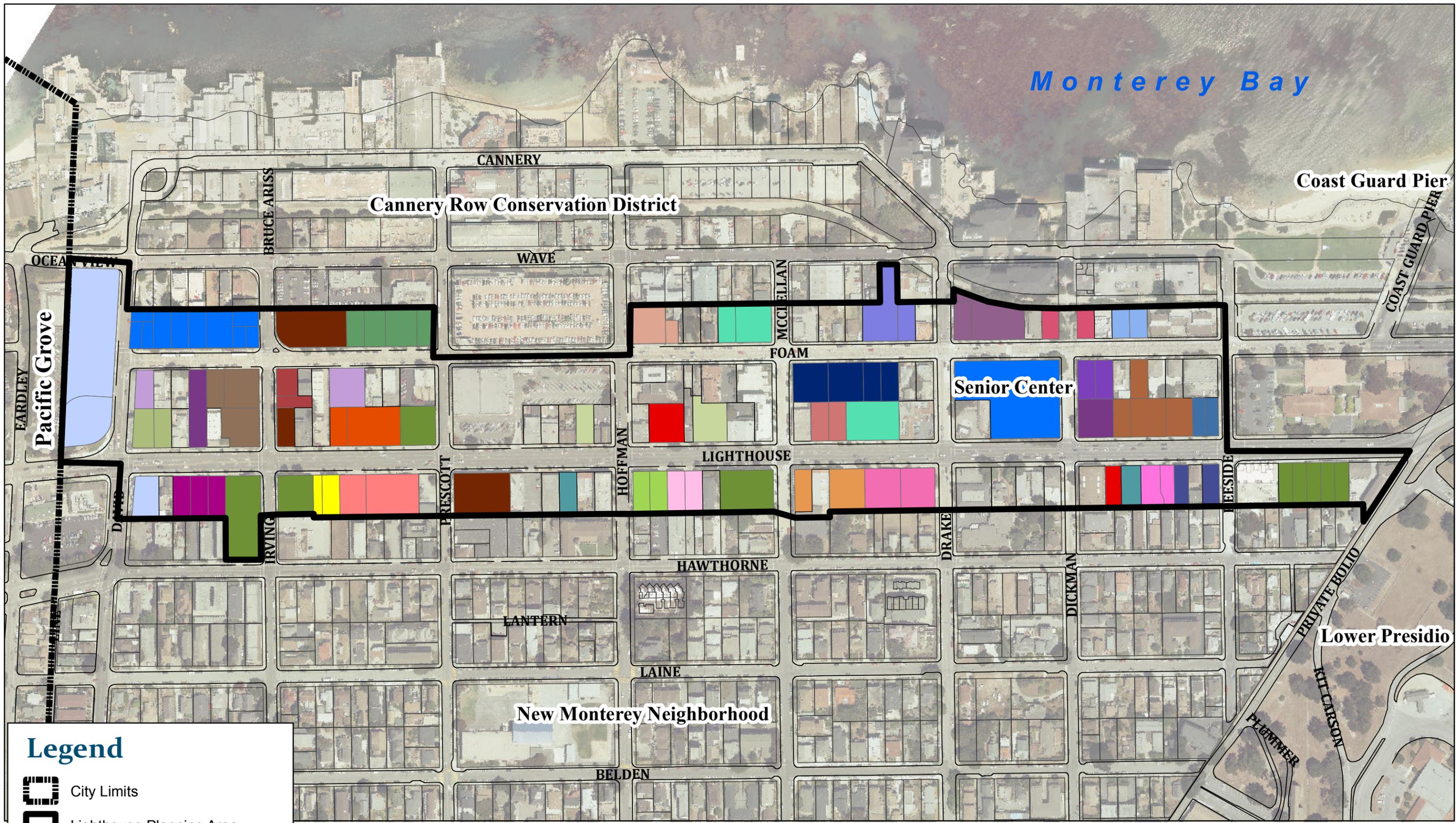


Figure 1: Planning Area
Draft Lighthouse Specific Plan



Legend

-  City Limits
-  Lighthouse Planning Area
- * Colored parcels indicate multiple ownership

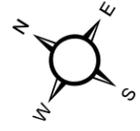
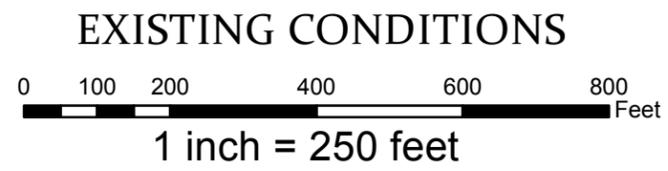
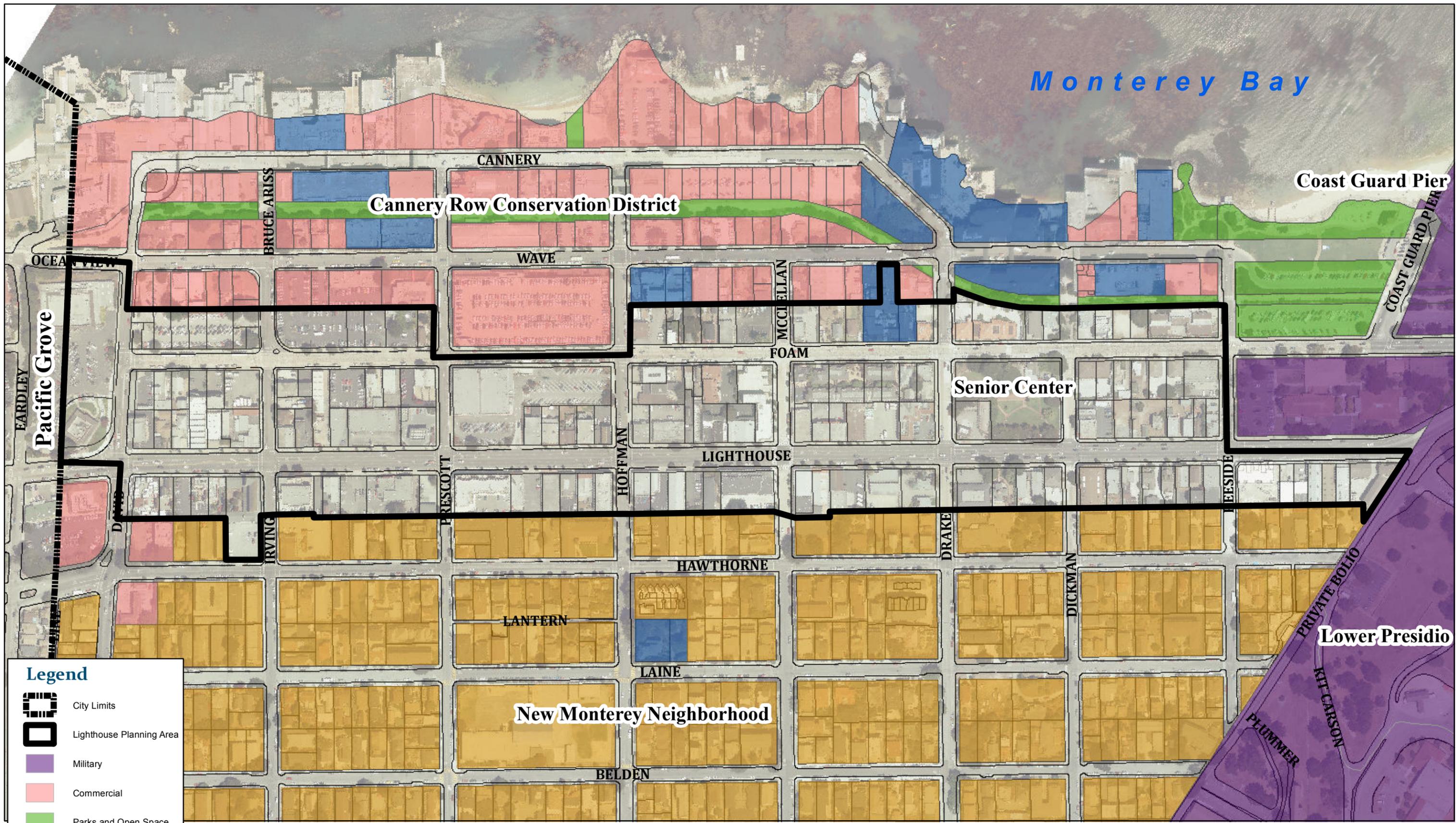


Figure 2: Property Ownership
Draft Lighthouse Specific Plan



October 14, 2010



Legend

-  City Limits
-  Lighthouse Planning Area
-  Military
-  Commercial
-  Parks and Open Space
-  Hotels
-  Multifamily

EXISTING CONDITIONS

0 100 200 400 600 800 Feet

1 inch = 250 feet



Figure 3: Surrounding Land Uses
Draft Lighthouse Specific Plan

VISION & GOALS

Early in the process of creating a specific plan for the three mixed-use areas of the city, community meetings focused on identifying a specific set of vision and goals for each mixed-use neighborhood. The vision and goals provided the framework for developing objectives, standards and guidelines to meet the vision and goals. A truly successful specific plan will effectively meet the vision and goals as development occurs in each of the mixed-use neighborhoods.

Vision

The vision of the Lighthouse Area Specific Plan is to create a livable community and a revitalized destination point on Lighthouse Avenue and Foam Street for residents and visitors. It will provide guidance for the development of transit-oriented, mixed-use development along the Lighthouse Avenue and Foam Street corridors, as directed by the City of Monterey General Plan goals and policies.

Goals

During the community meetings, participants brainstormed on a variety of topics to address in the Specific Plan. The ideas that emerged are shown as Goals below, which were also used to guide the solutions generated during the City Transportation and Parking Study charrette process.

Transportation

- Provide access to multiple transportation options.
- Create a “complete street” that is attractive to pedestrians, bicyclists and provides transit access, which may require improved sidewalks, crosswalks and other various improvements. A complete street adequately provides for all roadway users, including bicyclists, pedestrians, transit riders, and motorists, to the extent appropriate to the function and context of the street
- Reduce auto congestion; continue to work with the Army to re-open the Presidio to through traffic
- Create a pedestrian friendly, neighborhood-serving destination.
- Identify short-term and long-term transportation solutions that are achievable.
- Identify transportation solutions that benefit the relationship between mobility and economic/ business development.

Parking

- Define parking policies and standards that are appropriate for mixed use development.
- Minimize the visibility of large parking lots from the street.
- Minimize the amount of land dedicated to parking.
- Ensure that parking is easy and safe.

Business Types

- Encourage new and improvement of existing neighborhood-serving businesses.
- Allow temporary uses to locate in vacant spaces.

Housing

- Provide housing for a range of incomes
- Provide more ownership opportunities.
- Increase stock of housing affordable to Monterey’s workforce.

Design

- Require high quality, attractive design that compliments Monterey’s image
- Provide a transition into adjacent residential areas.
- Allow for innovative site planning to fit with the neighborhood.
- Encourage sensitivity to views.

CHALLENGES AND OPPORTUNITIES

When planning for the development of a mixed use neighborhood, certain challenges and opportunities must be addressed and the solutions incorporated into the Specific Plan. Therefore, the following issues provide the basis for many of the plan's strategies.

Noise

Lighthouse Avenue carries a large volume of traffic. Special consideration will be required in the determination of allowed uses and development standards for mixed-use properties with residential uses above commercial uses, and development adjacent to existing residential neighborhoods to reduce noise impacts to the residents.

Sensitivity to Adjacent Residential Dwellings

Residential dwellings adjacent to the Planning Area require special consideration. Increased development, including multi-story housing within the planning area could result in privacy, view and noise impacts to the adjacent residences. These sensitive residential areas will receive special consideration during site and building design for new development within the planning area.

Land Uses

Lighthouse Avenue has a cohesive sense of place because many of the businesses serve the adjoining residential areas. Visitor-serving uses draw from outside the Monterey Peninsula but also provide support for restaurants and other neighborhood-serving uses.

The Lighthouse/Foam Specific Plan encourages the continuation and development of a variety of commercial and residential uses within the planning area. The Specific Plan Mixed Use land use designation is consistent with General Plan's "Commercial" land use designation for the planning area and implements the General Plan's goals and policies for directing mixed use development to the Lighthouse/Foam corridor (Figures 4 and 5).

The Specific Plan encourages improvement of the quality of the commercial area to improve the market conditions. Allowed uses include a wide range of business types, including neighborhood-serving commercial, restaurants, and development containing a mix of uses including business, retail and residential. Specific neighborhood-serving business types include supermarkets/grocery stores, banks, personal services, full-service repair shops, and bakeries. While providing a mix of uses on undeveloped, underdeveloped, and redeveloped sites is preferred, it is not a requirement.

The quantity of residential development within the City's Mixed-Use neighborhoods is defined by the General Plan, which allows 113 dwelling units along the Lighthouse/Foam Corridor.

Residential development that exceeds these thresholds would require a General Plan Amendment and associated environmental analysis. The Specific Plan encourages residential development as a part of a mixed-use project, which is a key ingredient to establishing a vibrant, pedestrian rich neighborhood. While the design of new development shall be oriented to the pedestrian, population must also be added to the planning area to create the vibrancy necessary to fulfill the Lighthouse/Foam Specific Plan Vision.

Design Character

Community workshop participants expressed a desire to allow a variety of architectural styles within the planning area. Lighthouse/Foam's image will be expressed through the architecture of structures and building facades and a branding strategy that reflects a unique identity.

Lighthouse Avenue is made up of a variety of building styles, including modern, 1930's art deco, Spanish, and English Tudor. While these buildings comprise a vast array of architectural styles, they are compatible with each other because of similarities in size, shape, height and materials used. Most buildings on Lighthouse Avenue are two-story structures with commercial space on the first floor and living, storage space, or offices above. One of the visual strengths of these buildings is the rhythmic patterns they create with their regularly spaced window openings and doorways, and the compatibility of size, shape, and spacing of the buildings themselves, particularly in the 500 and 600 blocks of Lighthouse Avenue. The rhythmic spacing and compatibility of size and shape ties the wide variety of buildings together, something that can be enhanced to make this business community stand out as distinct and intriguing beyond its existing charm.

There are areas along Lighthouse Avenue where the rhythmic spacing of buildings is not continuous, and is broken by the presence of parking areas. There are areas where there are clusters of contiguous shops and businesses fronting the sidewalk along Lighthouse Avenue, but, these clusters are separated by sites where buildings are set back, with parking areas in front. These setbacks break up the continuous storefront facades along the front property lines of Lighthouse Avenue. This creates a "missing tooth" effect throughout the Lighthouse commercial district.

Many of the buildings on Lighthouse Avenue have unique ornamental features and surface detail. On these buildings, the following features can be found:

- flagstone bulkheads;
- mansard roof elements and decorative cornices to screen flat rooflines;
- tiled awnings and eaves to provide exterior detail; and,
- the date of construction and the name of the original business near the top of the facade.

While all of these elements contribute to the unique flavor of the Lighthouse Avenue business community, they are often obscured by poor building upkeep. There are several storefronts on

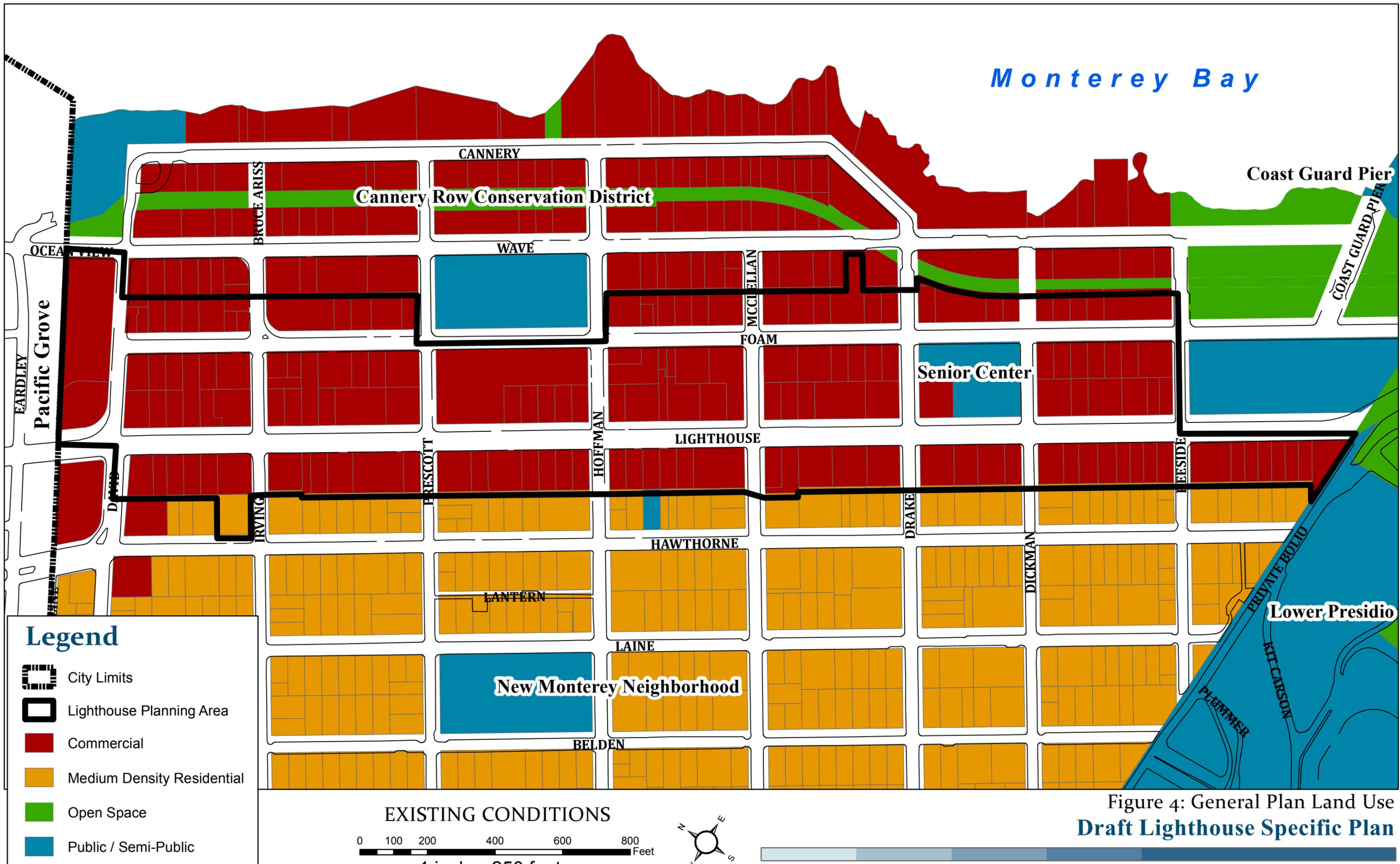


Figure 4: General Plan Land Use
Draft Lighthouse Specific Plan

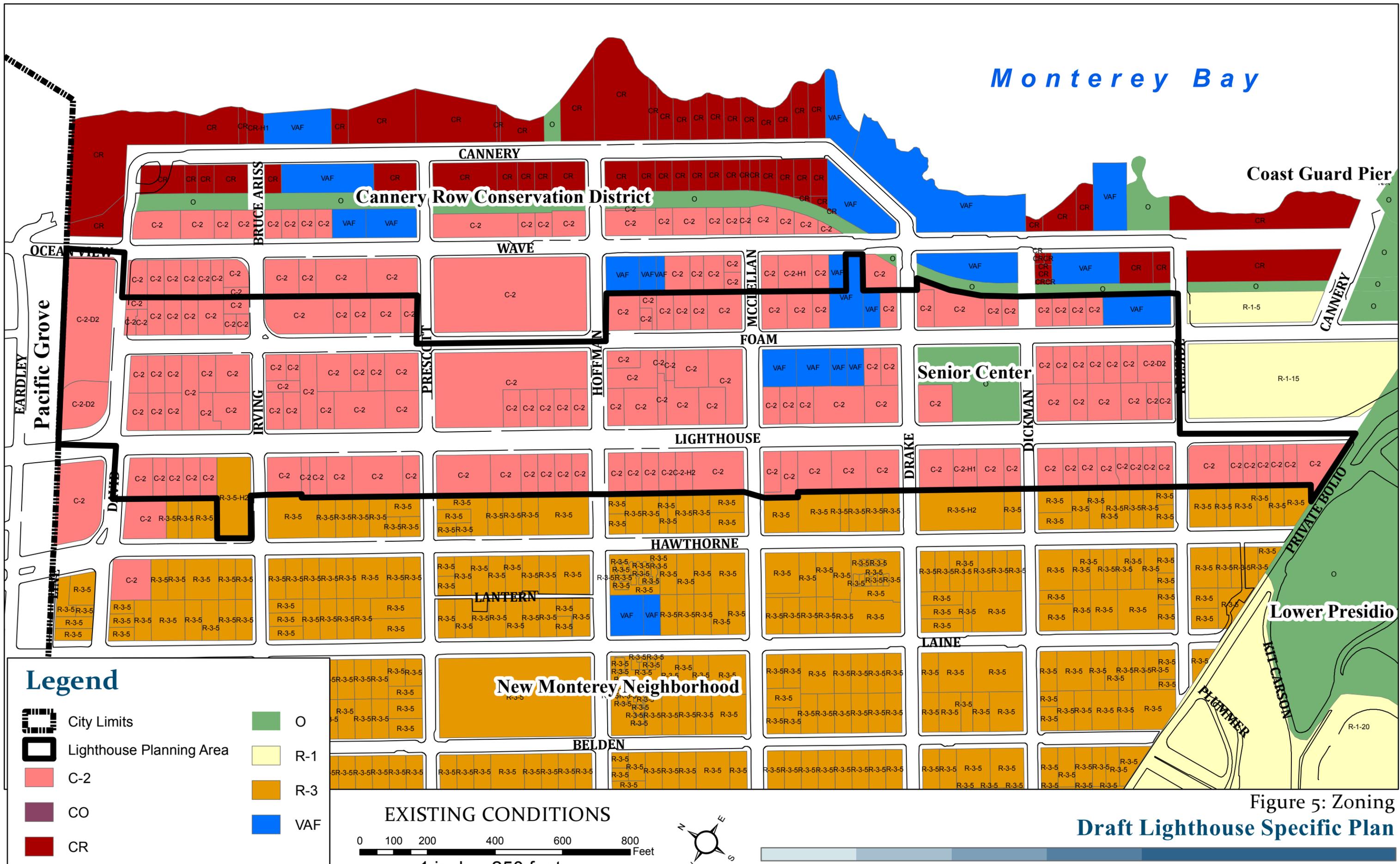
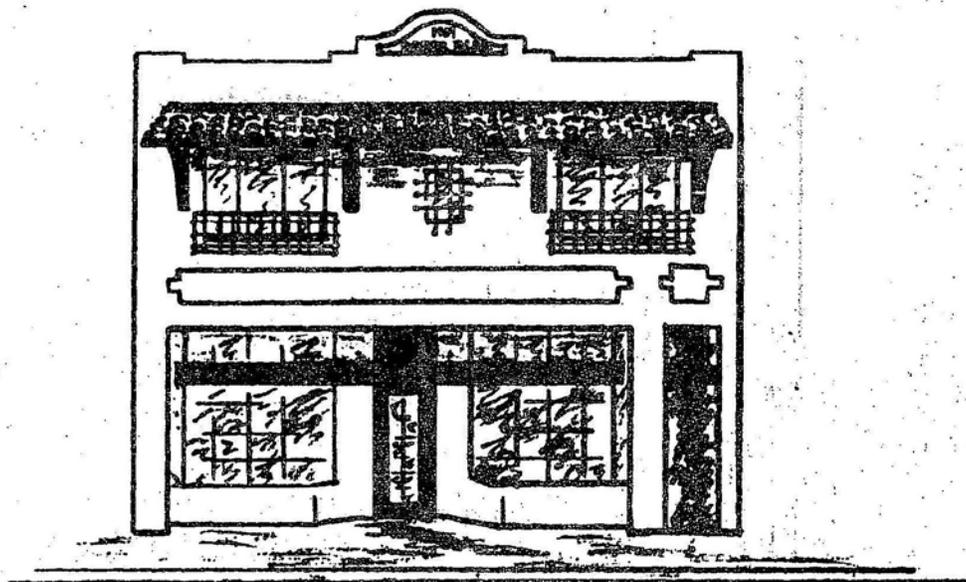


Figure 5: Zoning
Draft Lighthouse Specific Plan

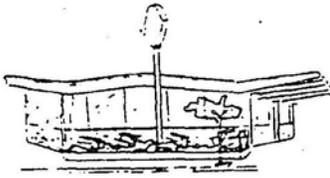
Lighthouse Avenue which have cracked and peeling paint and hanging wires, and are in a Figure general state of disrepair. These buildings detract from those businesses whose owners take pride in their storefront appearance.

Many buildings on Lighthouse Avenue are of masonry construction, such as stone or; brick and plaster, with some tiled roofs and some asphalt shingles. There is also painted siding. Several of the buildings have been built in the 1920s or earlier and there are a number of Victorians. There are a fair amount of Mediterranean-style buildings as well. These are mostly built of stucco with parapet walls and bits of Spanish tile roofs in them. A good example of a Mediterranean-style building is located at 484 Lighthouse Avenue (below). The original building design was maintained and enhanced during the last remodel in the 1990s.

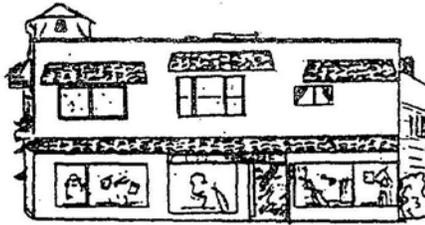
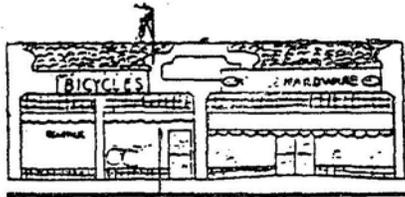
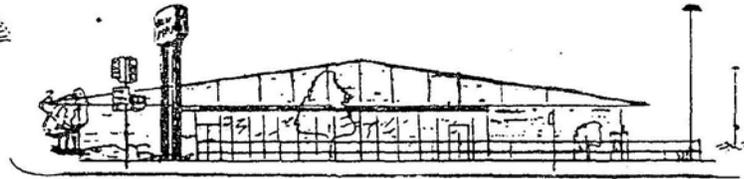


484 Lighthouse Avenue

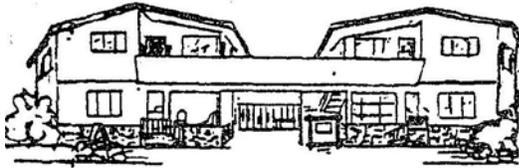
For Lighthouse Avenue, the majority of buildings depict a "Lighthouse Mediterranean" style. There is also a residential past on Lighthouse Avenue, exemplified by the presence of houses which have been converted to commercial uses. The sketches below illustrate examples of the various types of buildings found on Lighthouse Avenue. Lighthouse Avenue offers a unique collection of buildings whose size -and architecture produce basic warmth and a human scale.



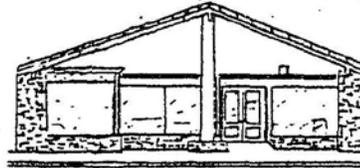
Outdated Modern



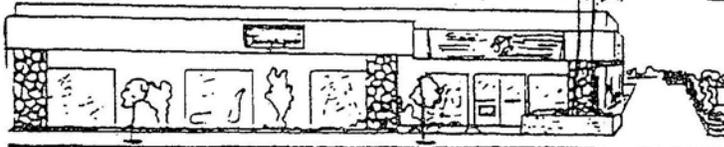
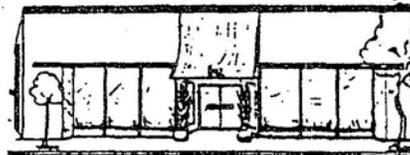
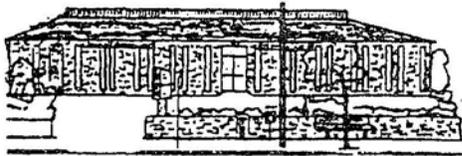
**Lighthouse
Mediterranean**



Motel Style



Colonial



Contemporary

Development and design standards and guidelines encourage varied height, mass and lot designs that continue the diverse character of the streetface. These regulations encourage improved appearance, mitigate impacts of older building designs on adjoining businesses, and require design solutions and/or buffers where necessary to be sensitive to and reduce impacts to adjacent residents.

Site and building frontage design are required to be oriented to the pedestrian. Sign standards and design guidelines also require that signs are designed at a pedestrian scale.

The streetscape component of the Specific Plan calls for special gateway treatments and various improvements to the rights-of-way (gateway signs, landscaping, sidewalks, lightpoles, street furniture, etc.) that are tied together by a design theme that will help to create an identity for the Lighthouse/Foam Mixed Use District.

Designing for Safety

Crime Prevention Through Environmental Design (CPTED) strategies rely upon the ability to influence offender decisions that precede criminal acts. Research into criminal behavior shows that the decision to offend or not to offend is more influenced by cues to the perceived risk of being caught than by cues to reward or ease of entry. Consistent with this research, CPTED based strategies emphasize enhancing the perceived risk of detection and apprehension.

Consistent with the widespread implementation of defensible space guidelines in the 1970s, most implementations of CPTED as of 2004 are based solely upon the theory that the proper design and effective use of the built environment can reduce crime, reduce the fear of crime, and improve the quality of life. Built environment implementations of CPTED seek to dissuade offenders from committing crimes by manipulating the built environment in which those crimes proceed from or occur. The three most common built environment strategies are natural surveillance, natural access control and natural territorial reinforcement. Design guidelines that address each strategy are incorporated throughout this document.

Circulation and Streetscape

Lighthouse Avenue and Foam Street serve a wide range of users and purposes, including tourist traffic to Cannery Row and the Monterey Bay Aquarium, the Lighthouse Business District, the New Monterey neighborhood, and traffic between Pacific Grove and Downtown Monterey. Figure 6 shows street, bikeway, and transit classifications within the Planning Area.

Transit Service

Monterey/Salinas Transit currently provides bus service through the Planning Area. Plans are underway through a federal grant to provide a bus rapid transit (BRT) line that links the Edgewater Shopping Center in Sand City to Pacific Grove by way of North Fremont Street, through the downtown, along Foam Street to the west City limits. The bus would return along

Lighthouse Avenue. The function of Lighthouse Avenue and Foam Street as multi-modal corridors is vital to a regional transportation plan that includes the connection of the BRT line to the Monterey Branch Line, a Light Rail Transit (LRT) line proposed by the Transportation Agency of Monterey County to connect Downtown Monterey with Castroville via Seaside, Sand City, Marina, and the California State University of Monterey Bay. The LRT line would also link to BRT lines between Marina and Salinas as well as to a future intercity rail line from Castroville to San Francisco.

Bicycle Circulation

The City's Multi-Modal Mobility Plan (Monterey on the Move) designates the Recreation Trail, Wave Street, and Lane Street as New Monterey's east-west bicycle route connections. Due to Lighthouse Avenue's narrow lanes and high vehicle volumes, it lacks adequate space for safe bicycle transit.

Pedestrian Circulation

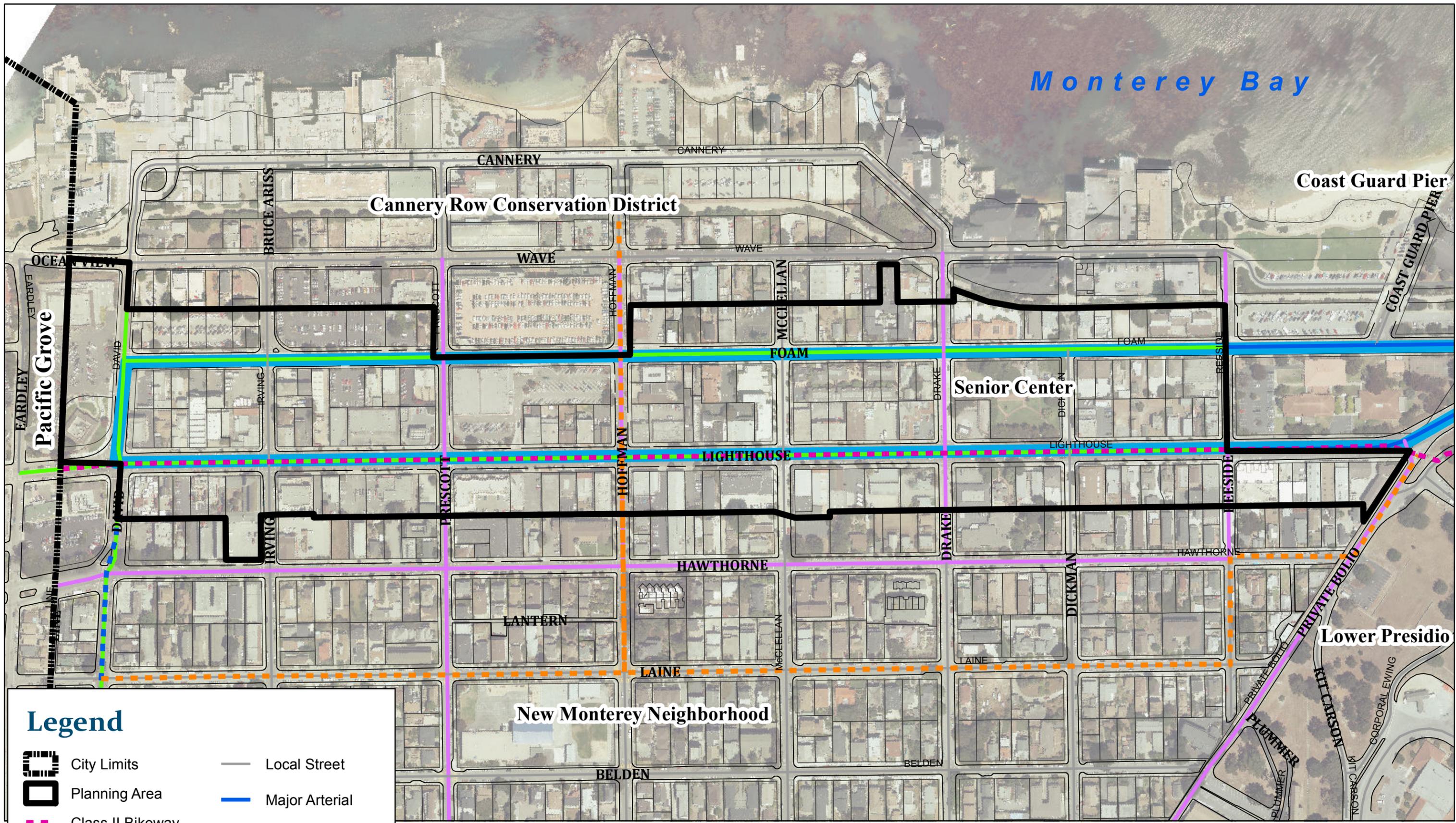
The Lighthouse Avenue sidewalks are 12 feet in width and Foam Street sidewalks are minimum six feet in width, increasing where planter strips are present. Sidewalks cross the Planning Area along every cross street and access the New Monterey residential neighborhood to the south and Cannery Row and the recreation trail to the north.

The proposed streetscape plan creates areas of expanded sidewalk for pedestrian refuge, bus stops, and street furniture. The proposed improvements will increase the comfort and safety of pedestrian access as well as the visual perception of an inviting pedestrian environment.

Streets

Lighthouse Avenue is a four-lane arterial with an 80-foot right-of-way that includes two 10-foot outside lanes (lanes nearest parking), two 11-foot inside lanes (lanes nearest centerline), two seven-foot parallel parking lanes, and 12-foot sidewalks. A typical four-lane street with standard lane widths has 13-foot outside lanes, 12-foot inside lanes, and eight foot parallel curb parking spaces. Its current configuration as a four-lane street with a narrow parallel parking lane and prohibited left turns does not optimize multi-modal travel along the corridor. The narrow travel and parking lanes increase conflicts along the corridor and make travel conditions difficult for bicyclists. Additionally, long signal cycle lengths and prohibited pedestrian crossings in some locations make walking along the corridor difficult. Although traffic congestion has improved along the corridor when the City eliminated left turns on Lighthouse Avenue in 2004, it still continues to be a problem during peak periods. Therefore, the specific plan addresses the need for both a pedestrian-oriented shopping environment and a safe functional travel corridor that supports a healthy shopping district.

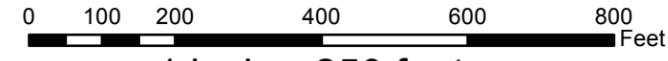
Foam Street is a two-lane, one-way arterial carrying high traffic volumes from east to west, towards Pacific Grove. Parallel parking is available on both sides.



Legend

-  City Limits
-  Local Street
-  Planning Area
-  Major Arterial
-  Class II Bikeway
-  Minor Arterial
-  Class II-III Bikeway
-  Collector Street
-  Class III Bikeway
-  Bus Rapid Transit

EXISTING CONDITIONS



1 inch = 250 feet



October 14, 2010

Figure 6: Circulation
Draft Lighthouse Specific Plan

Parking

The Citywide Transportation and Parking Study concluded that within the planning area, there is generally sufficient parking on-site or on Lighthouse Avenue to handle commercial parking demand. Total occupancy counts show that at the busiest period (Saturday at 2:00PM), only 64% of the area's parking supply was occupied, with on- and off-street spaces showing very similar occupancy rates (65% and 63%, respectively). At this peak hour, 375 on-street and 1,470 off-street spaces were vacant.

These utilization rates are below target rates. Target occupancy rates of 85% and 90% are effective industry-standards for analyzing the demand for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls help to ensure an "effective parking supply." It is at these standard occupancy levels that roughly one space per block is available, making searching or "cruising" for parking unnecessary, and allowing off-street lots to maintain adequate maneuverability. Utilization rates much below these targets indicate a diminished economic return on investment in parking facilities.

To date, parking has been *built* at an average rate of 2.03 stalls per 1,000 GSF of development in the Lighthouse area. This rate appears to have provided surplus parking with availability in both existing on- and off-street facilities, especially given that land uses in the study area only generate parking *demand* ratios of 1.29 stalls per 1,000 GSF currently and 1.74 stalls per 1,000 GSF in the future. According to this analysis, approximately 793 stalls will be empty and available at the peak hour of utilization (according to future estimates). This surplus of parking allows for future development to make use of existing spaces prior to the construction of new parking

General Plan parking policies include the following:

- Require the development of a Citywide Parking Master Plan;
- Effectively manage parking and transportation before investing in costly roadway and parking expansion projects;
- Place parking underground or away from the street to improve the pedestrian experience;
- Minimize the amount of land dedicated to parking needs, especially in commercial business districts and along the scenic coastline.
- Encourage mixed-use development to maximize the shared use of on-site parking.
- Incorporate retail, office or residential community uses into the design of public parking structures.

The 2012 Citywide Transportation and Parking Study serves as a resource document for the land use plans prepared for Lighthouse Avenue, Downtown, Lighthouse Avenue/Foam Street,

and the Waterfront. The Citywide Transportation and Parking Study evaluated existing and future parking needs based on maximizing access to a variety of transportation modes.

The Lighthouse/Foam Specific Plan encourages the shared use of existing parking facilities within the planning area as development occurs and density increases. These facilities will provide both on-site and off-site, shared parking opportunities for all uses within the planning area.

Successful shared parking facilities maximize the use of each parking space by catering to parking demands that occur at opposing times of the day and night. Off-site parking encourages the “park once” mentality, which offers a parking space within a reasonable walking distance to a variety of services. Therefore, the location of these types of parking facilities is key to their successful function.

Should new parking be constructed, the design guidelines encourage structures that take advantage of sloped sites by constructing one or more levels of subgrade parking and therefore minimizing its visual impacts. The design guidelines require other treatments that minimize visual impacts, such as incorporating landscaping within and at the edges of surface lots, and providing a building wrap to a parking structure are appropriate treatments. Locating these facilities away from public view is preferred.

Water, Sewer, and Storm Drain

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

Sanitary Sewer Collection System

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

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

In 1988 the City analyzed the flow capacity of its existing sanitary sewer collection system for planned land use build-out potential and found that two very limited reaches of sanitary sewer mains were experiencing surcharge conditions. One of those pipe reaches is located in the Cannery Row area. However, the pipe is located far below the ground surface, which does not create an overflow concern.

The development potential for the City hasn't changed since this analysis, nor will it be changing as a part of this specific plan process. Therefore, the City's sanitary sewer collection system has capacity for the specific plan build-out discussed herein.

Local sewer collection pipelines of various capacities ranging from 6 to 18 inches in diameter exist underground within the Planning Area. Monterey's existing sewer collection system is an aged one, and requires on-going maintenance, rehabilitation, and replacement. In 2011, the City completed a Sanitary Sewer Utility Fee Study, and concluded that additional funding was necessary to address the backlog of capital repair and replacement needed for this system. In late 2011, local land owners approved by majority vote a rate increase to fund future sanitary sewer improvements. The City is also pursuing Clean Water State Revolving Fund Program funding to design and construct the necessary system-wide sewer rehabilitation projects.

Utility Undergrounding

PG&E funding may be available in the near future for Foam Street. The design work for the undergrounding must be coordinated with other improvements to ensure that the transformers are placed in a location that is accessible and unobstructed.

Water

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

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

The CDO seeks to compel Cal-Am to reduce the unauthorized diversions by specified amounts each year, starting in water year 2008-09 and continuing through water year 2014. The adopted CDO prohibits Cal-Am from providing new service connections and increasing use at existing service addresses that were not provided a “will serve commitment” (or similar commitment) before October 20, 2009. As of 2012, the CDO action has been stayed by a court order.

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

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

Recycled Water Augmentation Program (RUWAP). The MRWPCA anticipates that their RUWAP trunk-line pipeline to serve Monterey will be ready for installation about Spring 2013, with branch line installation after that will deliver up to 300 AF of recycled/treated water. The route will be on North Fremont Street from Canyon Del Rey to Airport Road, then along Fairgrounds Road from Airport Road to Hwy 1. This new water source will be restricted to non-potable uses like landscaping.

Storm Water Collection

The City maintains storm drainage infrastructure - drainage channels, storm drains, pipelines, culverts, pump stations, and outfalls - within Monterey, which includes that portion of the storm water collection system located in the Lighthouse/Foam Specific Plan area. The existing system collects non-point surface water runoff and conveys it through channels, pipelines, and culverts that terminate at local lakes and the Monterey Bay.

Monterey’s storm water collection system is not tied into the sanitary sewer collection system. Therefore, storm water flows are, for the most part, not treated prior to discharge. All storm water effluent is eventually discharged to Monterey Bay at multiple outfalls located along Monterey’s coast.

Monterey’s existing storm water collection system is an aged one. It is in need of repair and rehabilitation. The City is developing a master plan for improving the storm drain collection system. Also, Low Impact Development (LID) design strategies and storm water Best Management Practices (BMPs) are required for new development within the Planning Area. Projects implementing LID and BMP strategies would directly benefit the community by

reducing potential storm water impacts and protecting receiving water bodies, such as local creeks, lakes, and the ocean. Funding opportunities may be available to implement such innovative LID and BMP strategies.

Monterey's discharge of storm water to the Bay is regulated by the Clean Water Act through the Environmental Protection Agency (EPA) and the State Water Resources Control Board (SWRCB), and permitted through the Central Coast Regional Water Quality Control Board (Regional Board). In 2001, eight local agencies - the cities of Monterey, Carmel-by-the-Sea, Del Rey Oaks, Sand City, Seaside, Marina, Pacific Grove, and the County of Monterey – joined forces to develop their individual NPDES Phase II municipal permit tasks and to establish a regional storm water management and implementation program. This partnership fostered the development of the Monterey Regional Storm Water Management Program (MRSWMP) and the associated guiding documentation that exists today. In an on-going effort to comply with State and Federal requirements, the regional group meets monthly to discuss their urban runoff issues and develop approaches to properly managing storm water.

In 2010, the Regional Board launched the "Joint Effort", a partnership between the Regional Board and local municipal storm water permittees on the Central Coast. As of January 1, 2011, the Joint Effort required municipalities to regulate LID and hydromodification design standards in private and public development projects. In 2012, the Regional Board Joint Effort team will propose new, long-term storm water design standards for public and private development projects to replace existing LID program requirements. Once approved by the Regional Board, the new storm water design standards will be mandated for local implementation through each municipality's Phase II municipal storm water permit. Storm water regulation in general is anticipated to expand in the coming years as a result of new EPA rulings, revised SWRCB permits, and new Regional Board programs that affect local municipal storm water permits.

Solid Waste

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

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

Solid waste collection and removal in the Lighthouse/Foam area is performed by private waste management entities who maintain service contracts with the City and private property owners. Current levels of solid waste collection and removal service in the Planning Area are adequate for the existing uses at this time.

Opportunity Sites

The Lighthouse/Foam Specific Plan area includes both vacant and underutilized lots with the capacity to contribute to the City's affordable housing goals. Most of the City's residential districts are built out and provide few opportunities for the construction of new affordable housing. Because the City of Monterey has a limited water supply, most of the City's recent affordable housing development has resulted from the redevelopment of underutilized sites in the commercial neighborhoods where high water uses are replaced with mixed use projects.

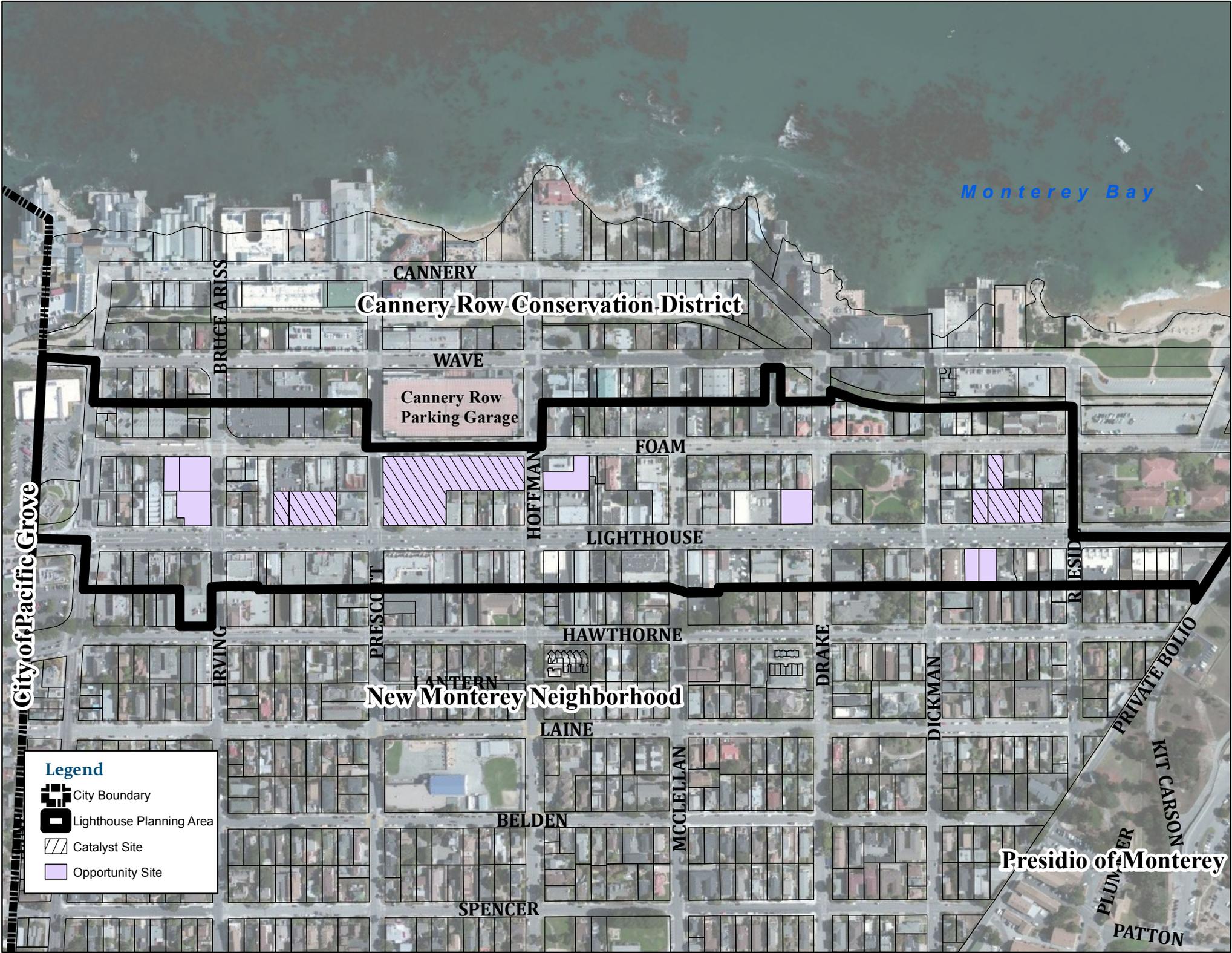
Figure 7 identifies those opportunity sites that are most likely to develop, given the Monterey Peninsula's water constraints. These projects will be key in the early implementation of the Lighthouse/Foam Specific Plan vision. These sites carry the following characteristics that render them ripe for redevelopment: common ownership patterns; underdeveloped sites; and host existing uses with water

The first exercise in identifying opportunity sites was to identify ownership patterns throughout the planning area (Figure 2). By combining contiguous sites that are under a single ownership to create larger project areas that could share water resources across property lines, a few sites emerge as potentially viable for mixed-use projects that meet the Specific plan vision. By overlaying those properties identified as underdeveloped and hosting existing uses with water, opportunity sites emerge (Figure 7).

Catalyst Sites

The sites that possess all three criteria; that have the water resources, single-ownership status, and development potential that would support immediate or future development are the most likely to redevelop first and are therefore considered to be sites that are the most ripe as catalyst sites. These catalyst sites are shown on Figure 7 and include the following:

- APNs: 001-072-015 & 018. Total area of parcels = 22,130+ SF. All under one family (Gandzjuk) ownership. Parcels include retail, restaurant, and misc commercial uses.
- APNs: 001-061-009. Total area of parcel = 71,800+ SF. Parcel includes CVS Pharmacy and a large parking lot. Opportunity may exist to combine this parcel with the five (5) other parcels on the block to share water resources. However, this effort would necessitate cooperation between multiple property owners. Several of the commercial buildings on the other parcels may have potentially historic facades that may require preservation.
- APNs: 001-035-004, -014, -015, & -016. All under one family ownership. Parcels include both commercial and residential uses. Total area of parcels = 30,060+ SF.



Monterey Bay

Cannery-Row Conservation District

WAVE
Cannery Row
Parking Garage

LIGHTHOUSE

New Monterey Neighborhood

Presidio of Monterey

City of Pacific Grove

Legend

-  City Boundary
-  Lighthouse Planning Area
-  Catalyst Site
-  Opportunity Site

BRUCE ARISS

IRVING

PRESCOTT

HOFFMAN

MCCLELLAN

DRAKE

DICKMAN

RESID

PRIVATE BOLIO

PLUMMER

KILL CARSON

PATTON

Climate Action Plan Implementation

The Sustainable Communities and Climate Protection Act of 2008 (Sustainable Communities, SB 375, Steinberg, Statutes of 2008) enhances California's ability to reach its AB 32 goals by promoting good planning with the goal of more sustainable communities and requires that communities coordinate transportation and land use planning for future growth. Specific incentives for projects consistent with this type of coordinated planning effort include exemptions from the California Environmental Quality Act (CEQA) (Source: California Public Resources Code (PRC) Sections 21155.1, 21155.2 and 21159.28).

Projects may qualify for a CEQA exempt status if they qualify as a Transit Priority Project (TPP), which is defined as follows:

1. At least 50% residential use, based on total building square footage and, if project contains between 26% and 50% non-residential uses, a FAR of not less than 0.75
2. Minimum net density of at least 20 dwelling units per acre
3. Are located within one-half mile of a high quality transit corridor that has fixed route bus service with service intervals no longer than 15 minutes during peak commute hours. The MST BRT that runs along Lighthouse Avenue and Foam Street qualify as such a corridor.
4. The TPP buildings are 15% more energy efficient than Title 24 and use 25% less water than average households.
5. TPP site is not more than eight acres.
6. TPP does not contain more than 200 residential units.
7. TPP does not result in a net loss of affordable housing within the project area.
8. TPP does not include any single level building exceeding 75,000 square feet.
9. Applicable mitigation measures or performance standards from prior EIRs have been incorporated.
10. TPP does not conflict with nearby industrial uses.
11. The TPP meets **one** of the following criteria (PRC Section 21155.1 (c)):
 - a. the TPP will sell at least 20% of housing to families of moderate income, 10% of housing will be rented to families of low income, or at least 5% of the housing is rented to families of very low income, and the developer provides legal commitments to ensure the continued availability of these housing units for very low, low-, and moderate income households.
 - b. the TPP developer has paid or will pay in-lieu fees sufficient to result in the development of the affordable units described above.
 - c. the TPP provides public open space equal or greater than 5 acres per 1,000 residents of the project.

The City of Monterey developed a Climate Action Plan that outlines strategies for reducing greenhouse gasses to meet the requirements of Assembly Bill 32 and that is consistent with Senate Bill 375. Projects will be required to implement these strategies when possible to meet the City's and State's greenhouse reduction goals.

LAND USE OBJECTIVES, STANDARDS AND GUIDELINES

The purpose of this section is to provide use, development and design objectives, standards and guidelines for new development. While the Specific Plan goals define the Specific Plan vision at varying levels of specificity, the purpose of the design objectives is to provide a measurement for how adequately a project implements the Specific Plan vision/goals. When a project is analyzed for consistency with the Specific Plan, the objectives will serve as findings for approval. A citation of how the project meets a specific guideline or guidelines could serve as support for the findings.

A development standard is a requirement for all new development. However, a design guideline suggests how a development might achieve a particular design objective. If a project incorporates features that are inconsistent with a particular guideline, the features may be deemed appropriate if adequate support is provided that the features achieve the particular design objective.

Uses

The vision of the Lighthouse/Foam Specific Plan is to host a wide range of business types, including neighborhood-serving commercial, restaurants, and development containing a mix of uses including business, retail and residential. All uses in the table below must be found consistent with the following objectives, as applicable.

Objectives – Uses

- **The project includes the following specific business types: supermarkets/grocery stores, banks, full-service repair shops, bakeries, and other visitor-serving and neighborhood-serving commercial uses.**
- **The project temporarily occupies a vacant space.**
- **Residential uses that are incorporated into a mixed-use project fronting Lighthouse Avenue are located above, behind, or otherwise subordinate to the street level commercial use. Street level residential may be allowed at the street level fronting Lighthouse/Foam if a finding can be made that the project does not detract from the pedestrian orientation of the block face.**
- **Projects with Residential densities that exceed 30 dwelling units per acre are of exceptional design and implement the vision of the Lighthouse/Foam Specific Plan and are consistent with the design objectives with no exceptions.**

Use	Fronting Lighthouse or Foam	Fronting Side Streets
Retail - Minor	P	P
Service – Minor and Major	P	P
Restaurants - Minor and Major	P	P
All Residential uses allowed in the RM District ¹ (based on du/acre)	≤ 30: P > 30: C	≤ 30: P > 30: C
Live/Work Units	P	P
Single Room Occupancy Units	P	P
Parking lots	C	P

1 First floor residential fronting Lighthouse requires Use Permit and findings that the use is consistent with the Use Objectives above.

P – Permitted

C – Conditionally Permitted

Site Planning

GENERAL

Objectives

- Retail spaces are oriented for the pedestrian.
- The design is sensitive to existing adjacent residences in terms of views and privacy by using sensitive lot design and buffers, such as landscaping, parking, and open space.



Development Standards

- Maximum site coverage: 100 percent.
- Locate all building entries at street level.
- Projects shall be predominantly built to the back of sidewalk.

- Minimum front and corner side yard setbacks for structures and buildings with ground floor residential uses shall be five (5) feet, but no greater than ten (10) feet. Stairs, landings, patios, unenclosed porches and architectural entry features, landscaping and similar features may occupy such yards.
- Parking Requirements:
 - Commercial: two spaces per 1,000 GSF
 - Residential: one space per unit for studios and one bedroom units, two spaces for two or more bedroom units. All new residential development shall “unbundle” the full cost of parking from the cost of the housing itself, by creating a separate parking charge.
 - Parking space requirements may be met with an annual in-lieu fee of \$150 per space.
 - Parking may be shared between:
 - different uses within a single mixed-use building,
 - residential buildings and an off-site parking facility, provided that the off-site facility is within 500 feet of the building entrance; and
 - non-residential buildings and an off-site parking facility, provided that the off-site facility is within 1,250 feet of the building entrance.
 - Off-site shared parking located further than 1,250 feet should be considered at the discretion of staff, so long as there is documentation that reasonable provision has been made to allow off-site parkers to access the principal use (e.g. a shuttle bus, valet parking service, free transit passes, etc.)
 - All new residential development shall “unbundle” the full cost of parking from the cost of the housing itself by creating a separate parking charge.

Design Guidelines

- Portions of the building may be set back behind the back of sidewalk for outdoor seating use. A recessed entry at the sidewalk edge is also appropriate. Locating an entire building front behind the established storefront line is inappropriate.
- Outdoor seating may encroach into the public right of way upon grant of an encroachment permit. Such permit will require that the encroachment allows adequate unencumbered sidewalk width.
- Incorporate display windows or other architectural features along a public right-of-way that provide interest for the pedestrian.
- Multifamily entrances not located on Lighthouse/Foam may be set back from the back of sidewalk to accommodate a front yard or landscaped area.
- If the project provides a pedestrian place of refuge and is designed as a pedestrian-friendly area, the project can depart from the established setback pattern.
- Provide buffers where necessary to reduce impacts to adjacent residents, such as landscaping, parking, sidewalks, and open space.

- Locate high activity areas (where people may gather and generate noise) appropriately to avoid noise and privacy impacts to existing residences.

TOPOGRAPHY

Objectives

- **Projects on sloped sites are designed to minimize grading and step with the topography. Alternatively, a project shall take advantage of the sloped site by creating underground parking thereby minimizing visual impacts of parking areas.**
- **No portion of the project appears out of scale due to topographical changes on the site.**

Development Standards

- Retaining walls that are visible from the public right-of-way shall not exceed ten feet in height.

Design Guidelines

- Design the project to step with the topography of the site, such as between Lighthouse Avenue and Hawthorne Street.
- Minimize grading, unless undergrounding parking is provided.

OPEN SPACE

Objectives

- **If the project has a residential component, it incorporates open space for pedestrians, including visitors, residents and those who work in the district, or contributes a park in-lieu fee for the acquisition and development of park space within walking distance of the residences.**
- **The project increases the walkability of the neighborhood.**

Development Standards

- For each square foot of ground floor public plaza or courtyard provided in conjunction with nonresidential and mixed use buildings on a site, a corresponding increase in the gross floor area of the building may be allowed on a foot-by-foot basis. Such floor area shall not be counted towards the maximum FAR permitted for the development. To qualify for this incentive, the plaza or courtyard must meet all of the following requirements:
 - It must be accessible to pedestrians directly from a public sidewalk and the building it serves;
 - It must directly abut and be visible from the street frontage of the site;
 - It must have pedestrian-oriented amenities such as seating areas, art, fountains, or similar amenities as approved by the City Manager or designee; and

- It must provide a minimum of two hundred fifty square feet usable open space and have no dimension less than fifteen feet in size.

Design Guidelines

- Provide open space areas that enhance the site as a place for pedestrians.
- Provide open space that serves as a focal point for the site.
- Design open space areas to provide views onto public activity areas.
- Design open space areas to provide safe, convenient access to the various functions within a site.
- Design open space to connect to primary pedestrian circulation routes and contribute to a network of streets, paseos and alleys that provide access to secondary uses.
- Cluster buildings to create active outdoor public space.
- Usable open space may be composed of one or more of the following elements at grade:
 - A courtyard
 - A patio
 - A landscaped yard (except fronting Lighthouse Avenue).
- Encourage new development to incorporate public artwork and landscaping elements.
- Use open space to connect the entrances of two buildings on a site.
- Enhance pedestrian and bicycle connections wherever feasible.
- Provide direct pedestrian access from a public sidewalk to the majority of individual uses and spaces on a property. Appropriate pedestrian connections include the following:
 - Sidewalks
 - Internal walkways
 - Courtyards and plazas
 - Paseos through blocks
- Provide pedestrian access that is adequate in size, availability, accessibility and function to satisfy demands relative to the size of the project and proposed use(s).
- Locate a walkway so that key destination points, such as building entries, are clearly visible.
- Site a path in an area that will remain visible from active public spaces.
- Define walkways with landscaping, site furniture and pedestrian-scaled lighting.

TRASH, SERVICE AND EQUIPMENT AREAS

Objective

- **Trash, service areas, and equipment areas are located to decrease impacts on the streetscape appearance and function.**

Design Guidelines

- Store trash and recycling within an enclosed area consistent with the City's Waste Enclosure Guidelines.

- Design service areas to be on site and away from public sidewalks when feasible.
- Screen equipment from view. Screening devices may include building parapets, landscape elements, and architectural features.
- Paint rooftop equipment to match the roof.
- Use low-profile mechanical units on rooftops that are not visible from public ways.
- Locate satellite dishes and utility meters out of public view.

PARKING FACILITIES

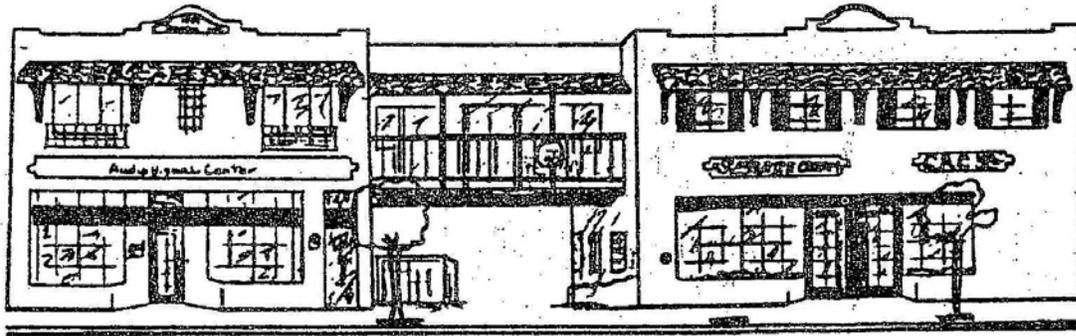
Objective

- **Parking facilities are conveniently located and designed to be attractive, compatible additions that provide a pedestrian-friendly edge to the area, minimize driveway cuts off Lighthouse Avenue, and do not cause negative impacts to adjacent residences.**

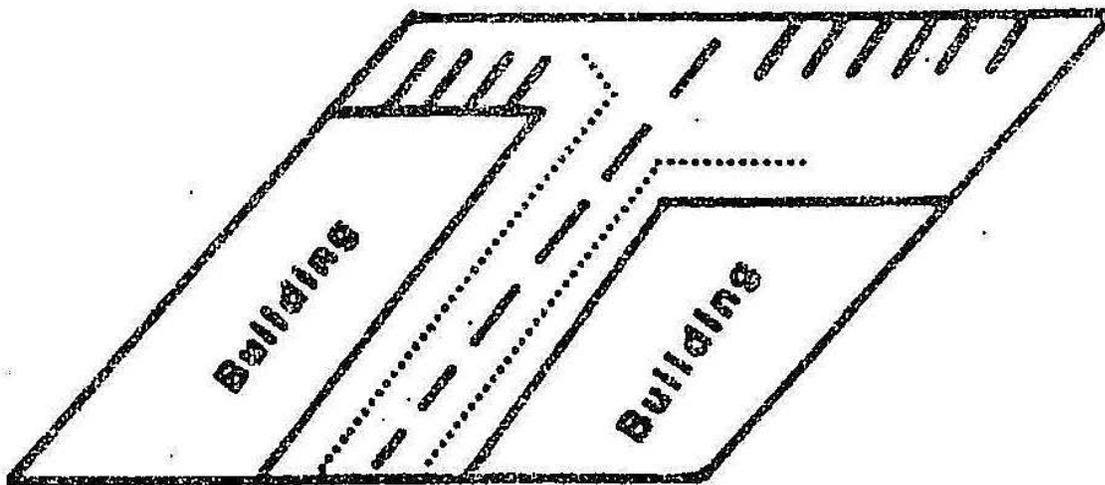
Design Guidelines

- Locate parking in an offsite structure or area to the side or rear of the structure.
- Access parking from alleyways when feasible.
- Encourage shared curb cuts.
- Encourage shared driveways.
- Locate curb cuts away from intersections to minimize conflicts with pedestrian and traffic movement.
- The street elevation of a parking structure should be developed with a retail/commercial building wrap.
- Secondary elevations of a parking structure should include one or more of the following:
 - Retail/commercial wrap
 - Murals or public art
 - Decorative architectural features
 - Display cases
 - Landscaping
 - Public amenities (street furnishings)
- Site a parking lot so it will minimize gaps in the continuous building wall of a block.
- Locate a surface lot behind a building whenever feasible.
- Provide access to rear parking areas through side street access or mid-block alleyways, where feasible, and where all owners participate on a voluntary basis. Where access from side streets or mid-block alleyways is not feasible, minimize driveway entrances off Lighthouse Avenue through the following methods or, other effective means:
 - Create a central driveway and tie the front building facade together with an archway that allows clearance for delivery trucks.
 - Create a joint use side yard driveway that straddles adjacent properties and that has adequate turnaround area on-site to prevent cars from backing out of driveways.
- Design structures or surface lots to minimize light and noise impacts to adjacent residences.

- Use CPTED standards to maximize safety and crime prevention.
- Screen surface parking lots that are adjacent to public sidewalks with low masonry walls, fencing, landscaping, or a combination of these. Avoid parking layouts that face parked cars toward the roadway in order to prevent headlights from distracting passing motorists, unless fencing and/or permanent berming can block the headlight glare.



Example of Driveway in Center of Property with Arched Entry to Rear Parking Area



Example of Common Driveway Straddling Two Properties

- For parcels fronting Foam Street, design the site to minimize the need for cars to back out of driveways.

Building Design

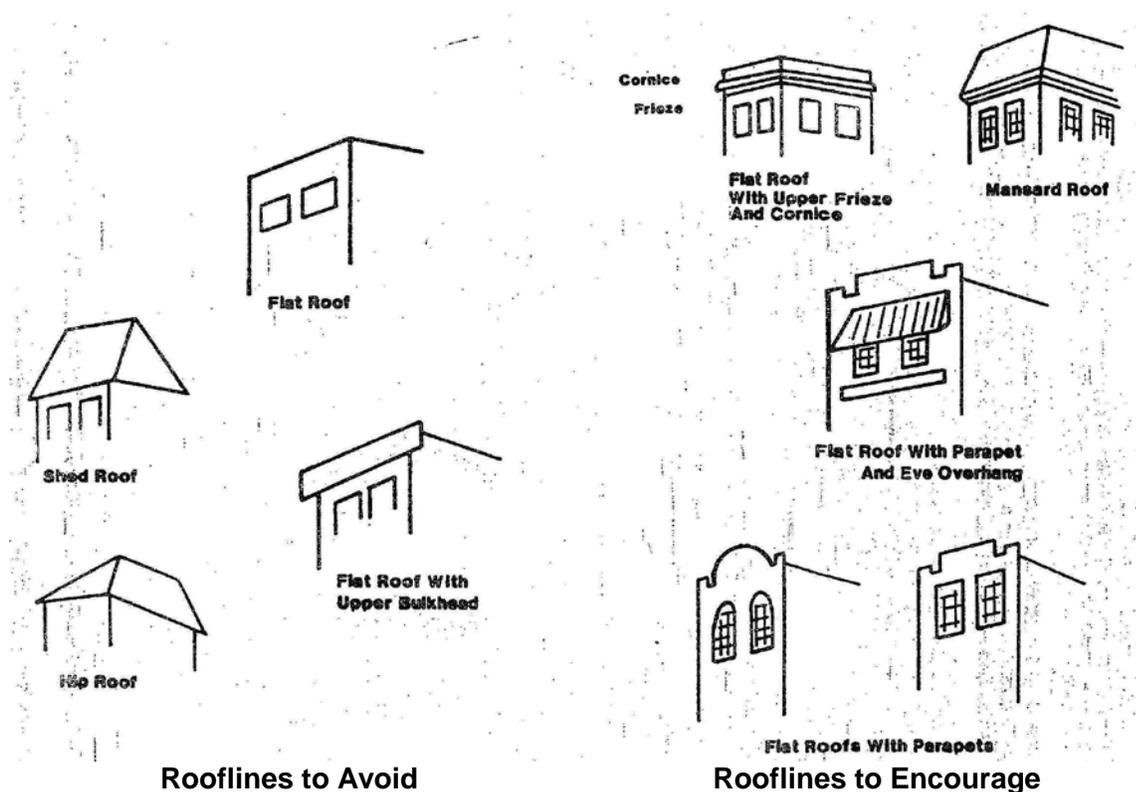
Objectives

- The project maintains and enhances the existing eclectic architectural integrity of the Planning Area.

- The project contributes to the overall diversity of the streetface.
- The project reflects the evolving character of the area, while also reflecting its own function and enhancing the area as a place for pedestrians, including visitors, residents and those who work there.
- The project is designed to support the success of the mix of uses proposed.
- The project preserves the privacy of existing adjacent residences through sensitive building

Design Guidelines

- Simple rectangular forms with flat, gable or hip roofs are appropriate. Other forms may be used as an accent and should remain subordinate. These elements should be reviewed on a case-by-case basis.
- Continue the use of decorative parapets, cornices, roof eaves, and bulkheads to emphasize the front facade appearance of buildings and de-emphasize roof areas.
- Roofs should be secondary to a building's appearance. Avoid steep pitched roof-lines and dormer window protrusions which call attention to the roof area and use one material for roofing.



- Provide a solid to void ratio on a new building façade that creates continuous interest to the pedestrian.
- Create and maintain an interesting streetface by changing the style and rhythm of a building frontage every 30-40 feet.

- Address the location and orientation of a building on its site in relation to the mass and scale of the neighboring buildings.
- Orient decks and windows away from the existing private yards and decks and windows of existing residences.
- Through rehabilitation and design techniques, preserve and restore the original architectural features of existing buildings, emphasizing existing good visual features of buildings, concealing or de-emphasizing bad features,
- Avoid blank sidewalls on buildings; the use of trellis landscaping and other appropriate methods of treatment are encouraged. Wall murals and outside art may be suitable, and require ARC approval.

Objectives

- **The project qualifies as a TPP and implements Climate Action Plan Programs.**

Development Standards (for qualification as a TPP)

- Project must be 15% more energy efficient than Title 24.
- Project must use 25% less water than the State household average.

Mass and Scale

The Vision of the Lighthouse/Foam Specific Plan is to create a presence and contribute to the variety of building sizes that create an eclectic streetface while remaining sensitive to existing adjacent residences.

Objectives

- **Projects that occur at a major intersection provide a building anchor at the corner.**
- **The project contributes to a variety of height and mass along the streetface.**
- **New buildings along Lighthouse Avenue are designed to be compatible in scale and materials with the higher quality small buildings along Lighthouse Avenue**
- **The rhythm and scale of the street wall is designed to enhance the pedestrian experience.**
- **Projects exceeding 25 feet in height provide public open space in the form of a pedestrian plaza, courtyard, or pedestrian refuge area.**

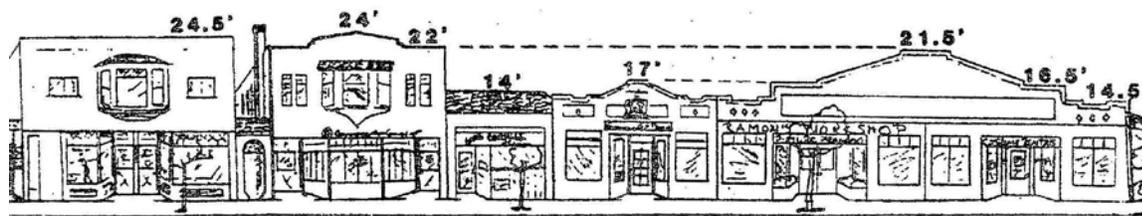
Development Standards

- Maximum Building Height: 25 feet
- Up to 35 foot-high buildings may be permitted with a use permit, provided the project is consistent with all Mass and Scale and Site Planning objectives and design guidelines.

Design Guidelines

- Encourage new interpretations of traditional building styles.
- Define prominent building corners with a strong building presence.

- Enhance block corners with a pedestrian-friendly entrance plaza. This may include human-scaled design features such as benches and planters.
- Achieve a human scale by incorporating one or more of the following:
 - A base, middle and cap into the building design
 - Variation in height at internal lot lines
 - Variation in the plane of the front façade
 - Street façade composition
 - Variation in architectural detailing and materials to emphasize the building module
- Vary building, façade, and/or parapet heights to reflect traditional lot width, possibly in conjunction with setting back an upper floor, across the width and the depth of the building, or at the front.
- For projects along Lighthouse Avenue, Include small design elements that are in scale with the rest of the small stores along Lighthouse Avenue.
- Provide a well-balanced solid-to-void ratio between windows/doors and solid walls that holds the interest of the pedestrian. Openings in the wall plane should not exceed 12 feet in width. Each opening in the wall plane should be flanked by a portion of wall with a minimum horizontal dimension of one foot six inches (1'-6").
- Repeat wall elements, including windows, columns, ornamental trim and architectural features, such that rhythms and patterns result.
- Use horizontal elements such as porches, balconies and horizontal coursing to break up the vertical mass of a wall that is visible from the public ROW.
- Allow architectural features, such as windows and doors, to serve their intended functional, purpose so as not to detract from the building's appearance.
 - Design windows as transparent openings in the wall of a building, for the display of retail commodities and for admission of light and air; blocked windows detract from a building's appearance.
 - Design window treatments that are neat and orderly.
 - Design doors to function as a means of access to and from a building; blocked and/or boarded-up doors detract from a building's appearance.
 - Replace old entry doors with reconditioned repainted doors that maintain original character; reconditioning rather than replacement is encouraged.
 - If a business has more than one door, maintain consistency in appearance.



Good relationship of transitional building heights.

0 10 20
SCALE IN FEET

- Maintain a regular rhythm of recurrent building masses to spaces between them that are of similar size.



- Incorporate lower masonry (brick and flagstone) bulkheads into a building design that "ties the building to the ground."

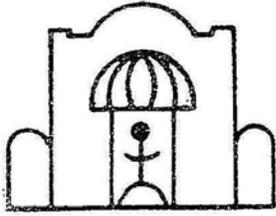
Building Materials and Colors

Objective

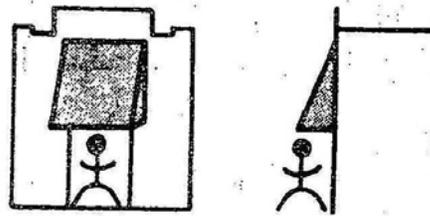
- Building materials shall convey a sense of “belonging” in the setting of the District.
- Building materials shall be durable and low maintenance to avoid maintenance issues.

Design Guidelines

- Use traditional building materials with appropriate detailing that reduce the perceived scale of a building.
- Use materials that convey a hand-crafted character.
- Use durable materials that have proven performance in the Monterey climate.
- Use high quality materials.
- Use modular masonry units, such as brick or stucco, detailed to give a sense of scale. Lap siding, wood or a similar material is also appropriate.
- For tiled roofs, use mission tile or mason type shingles.
- Large panelized products and extensive featureless surfaces are inappropriate.
- Incorporate changes in color, texture and materials in building designs to define human scale.
- Avoid high contrasting colors such as stark white and dark brown; use subtle color combinations with more than one color and accent colors around entryways.
- Use awnings within the existing architectural lines of a structure to add color; emphasize the building entry, break up the building mass, and to provide a subtle variety in design.
- Use awning shapes that are compatible with the building lines.



Encourage Round Awnings for Buildings with Rounded Architectural Features



Encourage Straight Awnings for Buildings with Straight Lined Architectural Features

Lighting

Lighting plans shall be prepared and submitted for review as part of the project. Lighting plans must indicate all exterior lighting fixture locations, height, type of light source, fixture type, and pole type. A photometric study may be required for parking lots.

Objectives

- The lighting continues a consistent character and level of lighting along Lighthouse and Foam that protects the dark sky.
- The lighting is sensitive to adjacent residential uses.
- The lighting is limited to providing an accent for building entrances; lighting signs; and providing a safe and secure environment for public places.
- The lighting source is energy efficient.
- The project's lighting is appropriate for the site.
- The project's light does not result in glare and does not spill beyond its subject.
- CPTED Standards have been incorporated where feasible.

Development Standards

- Exposed bulbs are prohibited.
- All light sources are directed downward and focused on subject so that no light spillage results.

Design Guidelines

- Prevent glare by using shielded and focused light sources.
- Conceal all light sources from adjoining properties.
- Use energy efficient light sources.
- Use light sources that provide a quality of light similar to daylight.
- Avoid "uplighting" of entire building faces, or outlining the frame of a building.
- Shield light sources with simple shade devices that are consistent with the building design.

Signs

These sign standards guidelines are intended to be applied in addition to the standards set forth in Chapter 31 of the Monterey City Code and the Citywide Sign Guidelines. If any conflict is perceived, the standards and guidelines contained in the Lighthouse Avenue Specific Plan shall take precedence.

Objectives

- **The sign design and scale is integrated into the design fabric of the Planning Area.**
- **The visual prominence of the sign is appropriate to allow for the views of buildings, trees, and streetscape.**
- **The sign enhances the visual appearance of the Planning Area and does not contribute to sign clutter.**
- **The design of the sign continues the unique design character of the Planning Area and helps to distinguish the street’s sign heritage from other commercial thoroughfares dominated by standard corporate imagery, oversized signs, and strip-mall aesthetics.**

Design Standards

- Vehicle-Oriented freestanding signs are prohibited except where a primary building is setback more than 50% of the depth or width of the lot, such as is common at a service station.
- Internally-illuminated signs are prohibited.

Design Guidelines

- The total area of all signs located on the front of a building should not exceed one square foot of sign area for each one linear foot of building frontage. The total area of all signs located on the side of a building, or a secondary elevation, should not exceed one-tenth square foot for each one linear foot of building frontage with a maximum area of ten square feet.

CIRCULATION, PARKING AND STREETScape PLAN

The Circulation, Parking and Streetscape Plan ensures that this evolving mixed-use neighborhood provides a pleasant, safe and convenient circulation network for multiple modes of transportation. Along Lighthouse Avenue, corner bulb-outs will serve to improve pedestrian crossings, vehicle flow, and bus boarding. Tree-planted or pedestrian mid-block mini-plazas will enhance the overall pedestrian experience. Gateway features and guide signs with a common theme will further define the character of the mixed-use neighborhood.

Lighthouse Avenue primarily provides commercial uses for the nearby residential community and is an important tourist destination due to its proximity to the Monterey Bay Aquarium and hotels and restaurants along Cannery Row. Foam Street, which parallels Lighthouse Avenue, is another primary route through New Monterey, serving one-way travel towards Pacific Grove. These two transportation corridors, Lighthouse Avenue and Foam Street, connect Downtown, to Pacific Grove and points beyond.

Lighthouse Avenue is a four-lane street with a narrow parallel parking lane and prohibited left turns, which does not optimize multi-modal travel along the corridor. The narrow travel and parking lanes increase conflicts along the corridor and make travel conditions difficult for bicyclists. Additionally, long vehicle signal cycle lengths make walking along the corridor difficult. Congestion in the neighborhood increased in 2001 when the Army closed vehicle access through the Presidio. Although traffic congestion has improved along the corridor when the City eliminated left turns on Lighthouse Avenue in 2004, it continues to occur during peak periods. The City continues to work with the Army on restoring vehicle access through the Presidio.

Multiple alternative transportation solutions for Lighthouse Avenue and Foam Street were identified, studied and documented in the Citywide Transportation and Parking Study. The one-way couplet for Lighthouse Avenue and Foam Street is the best solution for increasing traffic flow and providing a multi-modal corridor. A clockwise couplet allows travelers to easily circulate between Lighthouse Avenue and Foam Street through a series of right turns, as compared to a counter-clockwise couplet that requires left turns, thereby increasing conflict points and reducing safety. A one-way couplet could also accommodate dedicated transit and bicycle lanes.

However, business owners expressed concern that a one-way couplet would negatively impact the businesses. A qualitative economic study of other communities with business districts along one-way streets concluded that, in general, one-way streets do not negatively impact businesses. Because the community could not reach consensus on a solution, no changes to the traffic patterns are proposed at this time.

Objectives

The following circulation and parking objectives for the Lighthouse/Foam Specific Plan were defined during the public workshops for the Specific Plan as well as the Citywide Transportation and Parking Study charrette process.

- Provide access to multiple transportation options.
- Create attractive pedestrian, bicycle and transit access, which may require improved sidewalks, crosswalks and various improvements.
- Reduce auto trips.
- Create walkable neighborhoods.
- Create a pedestrian friendly, neighborhood-serving destination.
- Improve parking policies and design.
- Define parking policies appropriate for mixed use development.
- Hide parking from the street.
- Minimize land dedicated to parking.
- Ensure that parking is easy and safe.

Parking

In addition to the standards for parking outlined in the previous chapter, the Citywide Transportation and Parking Study provides the basis for the following parking programs for the Planning Area.

Install real-time availability and wayfinding signs. Install real-time availability signs in the Cannery Row garage and provide real-time availability information online. These digital displays provide real-time information about available supply, serving to increase utilization of off-street facilities, maximizing efficiency, and reducing “cruising” for available on-street spaces. This strategy also enables information sharing via the web and mobile devices, allowing residents and visitors alike to access real-time parking data from home or on their smart phone.

Although there are small signs currently in place on Foam Street, larger, more visible signs placed on Lighthouse Avenue prior to the merge onto Foam Street would direct motorists to the Cannery Row garage or other large private facilities. Such a strategy will direct visitors to underutilized off-street facilities, especially if located at the traditional entrances to the Lighthouse area, near major garages and attractions, and along major arterials. Improved wayfinding in the form of new signs will help direct motorists to their desired destination and help eliminate traffic caused by cars “cruising” for parking.

Implement valet and tandem parking in the Cannery Row garage during summer weekends. Valet parking can maximize off-street lot and garage spaces for long-term parkers such as employees, thereby freeing up more convenient curbside spaces for visitors. Technology exists to make the car retrieval process customer-friendly. In addition, tandem parking can be used for employees in the Cannery Row garage during summer weekends. This strategy will increase the

supply of parking the Lighthouse area and is particularly effective when arrivals and departures are regular, such as an employee arriving and leaving his or her place of work. Another benefit of this strategy is that it facilitates compact development, freeing underutilized surface parking lots for new development.

Implement Demand Responsive Pricing. Set on-street parking prices at rates that create a 15% vacancy rate on each block and eliminate time limits during allowable parking hours. Parking surveys have shown that summer months in the Lighthouse area experience significantly higher parking occupancy rates than other times of the year. In addition, Cannery Row and Wave Street are two of the areas with the most demand. As such it is recommended that rates be higher during summer months and on Cannery Row and Wave Street. Current on-street prices can remain in place for Cannery Row and Wave Street during the off-season with a rate of \$1.00 per hour on Foam Street. During the summer, meters on Cannery Row and Wave Street can increase to \$2.00 per hour with Foam Street increasing to \$1.50 per hour. Along with adjustable on-street meter rates, the Cannery Row garage can shift its pricing structure so that it costs \$6 daily during the off-season and \$12 daily in the summer. Occupancy rates for all of these facilities should be monitored in the future with rates raised or lowered based on future counts. Dedicate parking revenues to public improvements and public services that benefit the Lighthouse area. A "Parking Benefit District" would be the appropriate mechanism to implement these management practices (further explored below).

Create a Residential Parking Benefit District. To reduce impacts and increase benefits to adjacent residential areas, a Residential Benefit District should be implemented at the same time that demand responsive pricing is implemented for curbside parking in the Lighthouse core-area. These Districts should be implemented as necessary once a parking evaluation has taken place. Residential Parking Benefit Districts are similar to residential parking permit districts, but allow a limited number of commuters to pay to use surplus on-street parking spaces in residential areas and return the resulting revenues to the neighborhood to fund public improvements such as streetscape amenities and revitalization.

Develop Transportation Demand Management (TDM) policies and programs. Such programs could include a parking cash-out program, universal transit passes, and mandating that employees receive benefits in exchange for giving up their parking space.

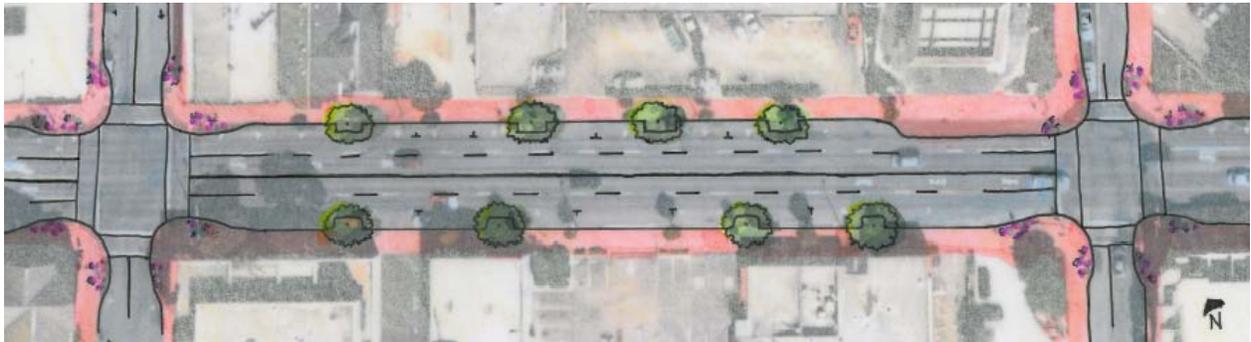
Streetscape Plan

A goal of the Lighthouse/Foam Specific Plan is to improve circulation and provide safe and viable options for a variety of transportation modes. Therefore, this streetscape plan identifies projects to improve the pedestrian and transit environments and increase vehicle traffic flow along Lighthouse Avenue.

Bus Bulbs and Pedestrian Corner Bulbs. As part of its Bus Rapid Transit "JAZZ Line," Monterey Salinas Transit (MST) installed bus "bulbs" along Lighthouse Avenue that facilitate efficient bus

passenger boarding. Additionally, pedestrian corner bulbs, also known as “bulb outs” or curb extensions, along Lighthouse Avenue intersections will create shorter crossing distances for pedestrians, minimizing their exposure to vehicular traffic. Also, the shorter crossing distances require less green signal time for pedestrians crossing Lighthouse, which allows more green signal time for vehicles traveling along Lighthouse, thus increasing vehicle flow. Combined with corner bulbs, streetscape improvements, such as additional street trees and benches, facilitates a more welcoming pedestrian environment.

Bicycle Improvements. Adding bicycle connections in the New Monterey neighborhood, including completing the Bicycle Boulevard routes identified in the City’s Multi-Modal Mobility Plan (Monterey on the Move) will encourage bicycle travel. Monterey on the Move identifies a new Bike Boulevard on Laine Street and Hawthorne Street, Wave Street as a class III route, and a new connection to the bike boulevard from Coastal Trail via Hoffman Avenue. These improvements increase bicycle access and connectivity in the New Monterey neighborhood. Additionally, a new bicycle connection is planned from the Laine / Hawthorne Bike Boulevard to Downtown Monterey via Private Bolio Street and Corporal Ewing Road in the Presidio of Monterey. This connection will provide an alternate route for cyclists to access downtown that will avoid the changes in elevation associated with using the Coastal Trail.



Streetscape enhancements for the Lighthouse Avenue include bus and pedestrian bulb-outs, new street trees, and other streetscape features.



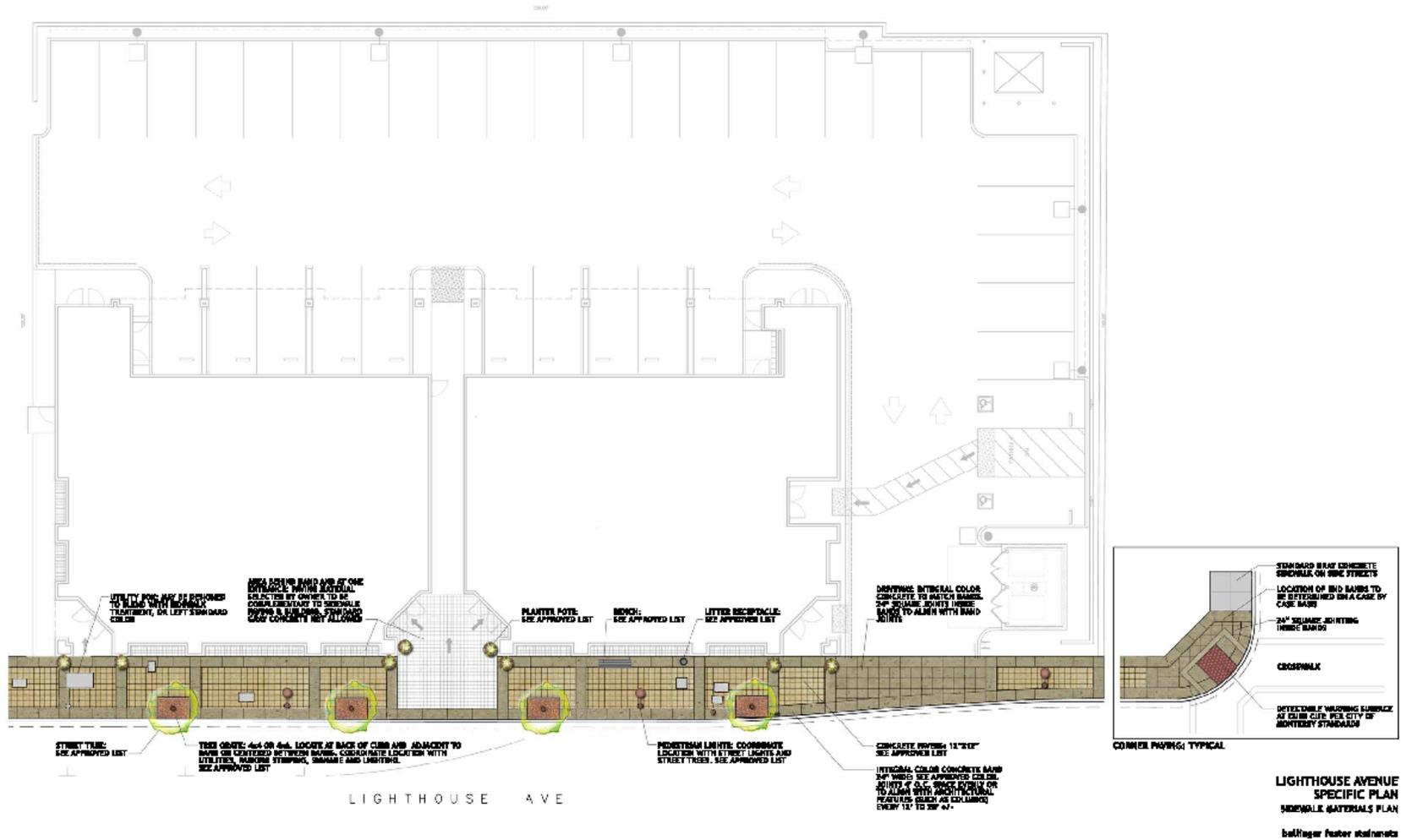
Example of pedestrian-friendly design treatments, including corner bulb-outs, landscaping, and crosswalk deliniation

In addition to the bus and pedestrian bulb-outs described above, other streetscape treatments for the Lighthouse Avenue corridor include the installation of street trees and other features to promote a more walkable environment. A series of street trees could be installed in the parking lane, which would not have the effect of reducing sidewalk widths. This type of street tree positioning is similar to what currently exists on Alvarado Street in downtown.

Other streetscape features, such as street furniture and benches, landscaping at pedestrian bulbouts and enhanced sidewalks, would also benefit the pedestrian environment on the corridor.

Acceptable Materials List

Examples of acceptable streetscape materials includes the following:



Example layout of acceptable streetscape materials.

Site furnishings

Site furnishings were selected to be contemporary, simple, durable and vandal resistant. Where feasible, recycled materials should be used.



Bench: Landscape Forms “Park Vue” black color



Litter Receptacle: Forms & Surfaces “Urban Renaissance” Updrop, SLURB- 36 RB, black color



Planter Pots: Kornegay Design "Dune" square or round, any size, color

Lights

Pedestrian scale lights to light the sidewalk area would be combined with traditional cobra-style lights to light the roadway. Selecting a light fixture already in use in Monterey will reduce long-term operation's costs.



Pedestrian Light: Lumec "Candela" series CANDS1 12' pole height, single arm, black color

Sidewalks

Sidewalks are proposed to be integrally colored concrete. Driveways will be natural grey concrete. Concrete pavers will be used for sidewalks at intersection corners and at mini-plazas. The concrete paver selected for the intersection corners will extend across the street in the crosswalk. The concrete paver for the mini-plazas could be a different, but complementary, paver. The color of the paver will be complementary to the color of the sidewalk. The size of the paver used at sidewalk intersection corners and in crosswalks should be relatively small to accommodate roadway vehicle loads and grade changes.



Concrete Paver Installed

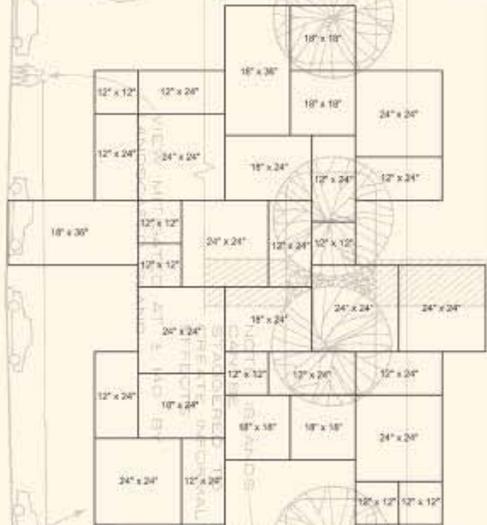


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Stepstone, Inc. Ashlar Pattern Guide

(This is our suggestion...let your own imagination be your guide!)



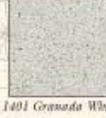
Pattern repeats left to right/top to bottom

Pattern Includes:

- 7 PCS. 12"x12" (1 S.F. each).....7 Square Feet
- 9 PCS. 12"x24" (2 S.F. each).....18 Square Feet
- 8 PCS. 24"x24" (4 S.F. each).....32 Square Feet
- 4 PCS. 18"x18" (2.25 S.F. each)..9 Square Feet
- 3 PCS. 18"x24" (3 S.F. each).....9 Square Feet
- 2 PCS. 18"x36" (4.5 S.F. each)...9 Square Feet

Total Square Feet Per Pattern....84 Square Feet

CalArc Colors*

 1408 Espresso Brown	 1404 French Gray	 1409 Malibu
 1407 Cafe Brown	 1413 Porcelain	 1416 Brick Red
 1410 Caramel	 1401 Granada White	 1405 Iceberg Green
 1403 Santa Fe Buff	 1406 Almond	 1412 Azure Green

Short Form Specification:

Material: 5,000 PSI Hardrock Concrete
Type III Cement

Finish: Sand Blasted or exposed aggregate

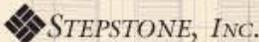
Sizes*:

12"x12"x2"	8"x16"x2"	12" RD.
16"x16"x2"	12"x24"x2"	16" RD.
18"x18"x2"	18"x24"x2"	18" RD.
24"x24"x2"	18"x36"x2"	24" RD.
30"x30"x2"		16" HEX.
36"x36"x2"		

All pavers have a slightly drafted edge
*All Sizes are Nominal
Weight per Sq. Ft. = Approximately 22#

**See actual color concrete samples before ordering. CalArc pavers are handformed of natural materials. Variations in color are to be expected. Some minor chipping may result from shipping, but is not detrimental to appearance or function. This material is copyrighted and is intended solely for the use of customers of Stepstone.*

01/09



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Stepstone "Calarc" paver 12x12 Almond color, sandblast finish OR

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Commercial

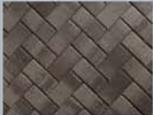
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Mission Series Colors

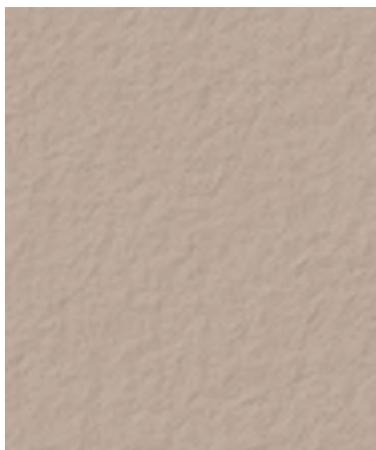
 Brown/Beige/Charcoal	 Cream/Tan/Brown	 Tan/Charcoal	 Tan/Red/Charcoal
 Gray/Charcoal	 Tan/Brown	 Green/Charcoal	 Charcoal

Total: 8 , Display: 1 - 8

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Web Development by Baytech Web Design

Calstone "Mission" paver 12x12 Cream/tan/brown color



Concrete:

Davis color "Sierra"

Planting

Planting should be simple, drought tolerant and easy to maintain. Mass planting using a few plant species is recommended over detailed planting with multiple plant types. To provide a contemporary, fresh look, ornamental grasses are recommended for ground covers. Sidewalk trees should be selected that will arch over the roadway as they mature (at suitable clearances for trucks and buses). Some of the trees used on the plant list have not been used as street trees in Monterey, and therefore should be tested on a trial basis prior to extensive use



Street Tree: *Pyrus calleryana* "Chanticleer"

Plant List

Trees

<i>Botanical Name</i>	<i>Common Name</i>
<i>Acer rubrum</i>	Red Maple
<i>Crataegus phaenopyrum</i>	Washington Hawthorne
<i>Liriodendron tulipifera</i>	Tulip Tree
<i>Pistacia chinensis</i> Chinese	Pistashe

Pyrus calleryana ‘	Chanticleer Pear
Quercus rubra	Red Oak

Shrubs/Grasses

Dietes bicolor	Fortnight Lily
Hemerocalis sp.	Daylily
Festuca californica California	Fescue
Phormium	New Zealand Flax
Deschampsia caespitosa	Tufted Hairgrass
Elymus condensatus	Canyon Prince Blue Rye
Juncus patens	California Grey Rush
Muhlenbergia rigens	Deer Grass

When constructing landscape areas in the ROW that will also function as storm water BMPs, care should be taken to identify the most suitable plant mix for the anticipated soil, runoff, and anticipated nutrient uptake needs. Several California-specific LID guidance documents exist today to do just that. Currently, LID technical guidance has been and continues to be developed specifically for the Central Coast by the LID Initiative, a Regional Board and U.C. Davis supported technical guidance team and program to foster LID awareness and implementation in the Central California. These guidance documents currently include information on native plant mixes for storm water bioretention.



Tree Grate: Iron Age Designs “Oblio” 4x4 or 4x6 natural finish, with frame

Gateways and Signage

Major gateway features will be designed for both ends of Lighthouse Avenue and the east end of Foam Street to reinforce the overall identity of the Planning Area.

Other signage along the street should be complementary to the gateway concept and the overall street identity. A family of custom-designed signs could include:

- Directional signage and commercial district directories/maps.
- Historical markers/interpretive displays.
- Street name signs, incorporating a logo complementary to the overall identity theme.
- Regulatory signs (such as stop, merge, speed limit, no parking, etc.) should be Caltrans/FHWA standard signs, although special posts or frames could be used that are consistent with the sign family concept.

Implementation

In addition to the design features noted above, the following guidelines will support successful implementation of the Streetscape Plan. The Plan may be implemented in phases where feasible, to reduce total cost, and to coordinate implementation of the plan with other projects, including private development, undergrounding of utilities, and roadway improvements.

- When coordinated with private development, the streetscape plan offers a “menu” of design solutions for the existing parking lane area of the street (parkway with street trees, expanded sidewalk “mini-plaza”, or on-street parking). Where feasible, plan implementation should be flexible to accommodate the most appropriate solution based on adjacent private development, while still providing overall consistency and achieving the design intent of the streetscape plan.
- In order to maximize the functional width of the streetscape area, where feasible, relocate all posts for signs, lights, etc. out of the sidewalk and into the proposed parkway or mini-plaza areas. Plant all street trees in the proposed parkway strip and mini-plaza areas. Relocate all site furnishings (benches, pots, bicycle racks) to miniplaza areas.

PUBLIC UTILITIES

Sanitary Sewer Collection System

The City is pursuing Clean Water State Revolving Fund Program funding to design and construct necessary system-wide sanitary sewer collection system rehabilitation projects. Engineering evaluations of the condition of this aged system have prompted the need for its rehabilitation. The improvements include the repair or replacement of 886 sanitary sewer collection system structures located within the street right-of-way and/or City easements. With its citywide scope, this project's improvements include sanitary sewer collection system rehabilitation in the Lighthouse/Foam Planning Area.

Storm Drainage and Low Impact Design

General Plan Safety Element Policy c.4. requires project designs to: (1) maximize the amount of natural drainage that can be percolated into the soil, and (2) minimize direct overland runoff onto adjoining properties, water courses, and streets. This approach to handling stormwater reduces the need for costly storm drainage improvements, which are often miles downstream. Building coverage and paved surfaces must be minimized and incorporated within a system of porous pavements, ponding areas, and siltation basins.

ROW design strategies to minimize runoff by slowing, spreading, sinking, and capturing rain water are known as LID best management practices (BMPs). LID BMPs manage the volume and rate of storm water runoff flowing away from a site and assist in maintaining a more natural hydrologic process in urban watersheds.

Storm water design requirements for public and private development projects, such as LID, are mandated by the State through the City's Phase II municipal storm water permit. These requirements will be changing in 2012 when the Regional Board is anticipated to revise existing storm water design requirements for development.

Along with many other components, improvements to the public ROW must consider storm water drainage and management, including permit mandates that require LID and hydromodification be a part of designs. Preliminary GIS soil investigations of the Planning Area show that the existing soil substrate is not well-suited for LID design strategies to slow, sink, and spread storm water at development sites. Site-specific engineering and soil field investigations and analyses will be necessary and required to confirm this potential for drainage design purposes.

FINANCING AND IMPLEMENTATION STRATEGY

Purpose of the Strategy

Specific plans are required to set forth implementation and financing measures. An effective implementation strategy outlines how the goals of the specific plan are to be accomplished, while still providing flexibility to adapt to ongoing evolution of market conditions and opportunities for particular projects.

This implementation strategy assesses the types of development opportunities that will be allowed by the Lighthouse/Foam Specific Plan, including catalyst projects. It identifies implementation challenges that will need to be addressed, and recommends potential actions to address them.

Development Opportunities

Limited water availability will constrain development to a lesser amount than could be supported by current and future market conditions. The Lighthouse/Foam Specific Plan envisions up to 113 new dwelling units, and up to 35,000 square feet of new commercial development. The commercial space would allow a mix of retail uses, including specialty grocery, drug stores, other specialty retail, and office and services uses.

Most of this new development is envisioned to be in mixed-use buildings, with ground floor commercial space and for-sale or rental residential on upper stories. Buildings would be up to three stories in the Lighthouse/Foam area. Mixed-use development is likely because it can better support high land values and better utilize limited sites.

The relatively modest amount of new development in the Planning Area means that redevelopment and re-tenanting of existing properties will be as significant a factor in the future evolution of the area. Redevelopment of existing properties can include changes in use, e.g. conversion of obsolete upstairs office space into new residential units or retail space, within an existing building. Re-tenanting presents an opportunity to replace underperforming retailers as leases expire with new retailers that can enhance the appeal of an area as a shopping destination.

Opportunity Sites

Opportunity sites in the first phase of Lighthouse/Foam development include redevelopment of the CVS pharmacy site with its large surface parking area, as well as redevelopment of the retail center at 734 Lighthouse, including a potential land assembly with adjacent parcels. The additional development on these two sites could utilize most of the available water for additional retail along Lighthouse, and leave water available for up to approximately 40

additional dwelling units. There is also development interest and existing water availability for redevelopment of an assembly of vacant and underutilized parcels in the 200 block of Lighthouse Avenue.

Additional new development can occur on other sites, or redevelopment of existing properties, if those sites possess a sufficient existing water allocation, or can transfer an allocation from adjacent parcels if the properties are combined under single ownership. This constraint will remain in place until such time as additional water resources are obtained.

Public Improvements

A series of streetscape and infrastructure improvements have been identified to enhance the appearance and functioning of the Lighthouse/Foam area, in order to support existing businesses as well as enhance the potential for new development and redevelopment of existing buildings in both areas. Public investment in improvements to streets and public property can be a key factor for stimulating private investment and reducing the risk associated with development.

Lighthouse/Foam area, ROW improvements will be made that retain the existing circulation pattern and provide bulbouts at intersections in addition to the bus stops. Streetscape improvements will be made to enhance the pedestrian experience along the street. The total cost of the roadway and streetscape improvements is approximately \$17 million.

Implementation Challenges and City Actions

The implementation of the specific plans will face a number of challenges, and the City will need to take an active role in addressing these challenges for successful plan implementation to occur.

Elimination of Redevelopment

The elimination of redevelopment has both taken away a primary funding source for revitalization (through tax increment finance) and eliminated the City's organizational capacity for land acquisition and assembly, public-private partnership development, and design and implementation of public improvements. Consideration is underway within the City on how to replace these lost capacities, as well as in the State Legislature on how to create successor funding mechanisms that can support revitalization, affordable housing, and other projects.

While there is no clear answer at this time, for the implementation strategy it is reasonable to assume that between new State authorities and City action there may emerge in the near-term a successor entity(ies) and funding tools that can assist with affordable housing production, public improvements, public-private partnerships, and other actions to support new development. However, this successor(s) may have diminished capacities and funding compared to the previous redevelopment agency.

Parking

Parking requirements have a substantial impact on project feasibility, both because they reduce the amount of space that can be built on a site, and because of the cost of construction for underground or above-ground parking when it is required. The high cost of underground parking, up to \$45,000 per space, can make market-rate projects with rental residential units infeasible.

The City has a proposed policy for the Lighthouse/Foam area to unbundle parking from rental rates for residential projects in order to promote use of alternative modes of transit. Shared parking between projects would also be encouraged, with no parking requirements for retail. This policy can enhance the feasibility of projects. At the same time, projects should retain the ability to provide on-site parking where it is necessary (e.g., with for-sale residential).

Retail Recruitment Strategy

The strongest retail districts have a combination of independent retailers who can provide a unique identity and ambiance, along with regional and national retailers who can provide a diverse and attractive retail mix. Other retail districts, such as Downtown Davis, California, have successfully pursued retailer recruitment strategies to attract new types of retail uses and specific retailers. The City should work with the New Monterey Business Association on the development and implementation of such a strategy.

Water Availability

The lack of sufficient available water allocation for new development, and the inability to efficiently reallocate existing water allocations among properties, are the greatest impediments to new development in the Lighthouse/Foam area. Water availability is a critical regional issue, one that is currently being addressed by the City and other Monterey Peninsula and area jurisdictions.

Funding Public Improvements

There are a variety of financing tools available to cover the cost of City actions and public improvements. The City is in the process of formulating a long-range capital improvement program (CIP). Besides the types of public improvements identified for the specific plan, the City faces the need to finance public improvements in other areas of the City, renovation of facilities and areas that are key for tourism, and a generalized need for repairs and rehabilitation of aging roads and other infrastructure.

As part of the long-term CIP development, the City is currently looking at phasing options for spreading public improvement work over the next 20 years, as well as evaluating a full range of financing options. This will include engagement of a public finance advisor for development and review of options.

The outcome of the CIP development and evaluation of financial alternatives will be the formulation of a City-wide strategy for addressing its wide-ranging public improvement needs.

As part of this process, a financing plan will be developed for Lighthouse/Foam improvements that identifies both the timing and sources of funding for the work. The range of funding sources for the Specific Plan funding strategy would be expected to choose from the following as well as other sources:

Tax Increment Finance / Infrastructure Finance District. While redevelopment agencies and their project areas have been eliminated (including the City's), the remaining tax increment finance tool still available under State law is the creation of Infrastructure Finance Districts. The current statute is difficult to use, involving County and school district concurrence and a vote, although it has been used in a couple areas by the City of San Francisco. Proposals to streamline its use have been advocated in order to enhance its ability to support local economic development.

Use of tax increment does not affect current agency budgets or impose additional costs on developers or property owners. Rather, it uses the incremental growth in property tax revenues to help fund the cost of public improvements. Whether existing or future statutes are used, it should be expected that the available amount would be only the City's share of new tax increment, i.e. the County and school districts would capture their share of all new tax increment (this would be potentially one-third or less of the amount that was previously captured by redevelopment). Tax increment proceeds can be used to finance bonds, although in the early years internal City loans may be needed until the increment grows sufficiently to cover bond debt service.

Assessment Districts. There are a large variety of assessment districts authorized by California law, ranging from Community Facilities Districts to Landscape and Lighting. A Business Improvement District (BID), such as the Cannery Row Business Improvement District, is a type of assessment district that can assess either business owners or property owners (or both) to fund promotional, marketing, and other activities including additional maintenance or other services or improvements.

The type of assessment district that is used needs to be matched to the types of improvements and operating activities to be funded. The general approach of an Assessment District is to levy a tax surcharge on all properties within a defined district to finance identified benefits. Most districts require a vote under Proposition 218 for their creation and periodic renewal.

Development Impact Fees. This would involve a modification of the City's existing development impact fee schedule to raise additional funds to offset the cost of impacts specifically attributable to the new development envisioned by the Specific Plan (under State law, impact fees cannot be used to fund existing deficiencies in public infrastructure or services). A nexus study would be required to document the appropriateness of any increases.

Developer Exactions. For projects where discretionary City approval is required, the City can enter into a development agreement that outlines additional payments and improvements that would be made by a developer. For example, a development agreement could help fund a street improvement. The potential amount that can be raised by exactions is limited to projects where development agreements are required, and the amount that a project can contribute without impacting its economic feasibility.

Public-Private Partnerships. Public-private partnerships can take several forms. One form is where the City uses its land, or other contributions to projects, to enter into a partnership with a developer. The resulting project creates public benefits that would not otherwise be possible for the public sector because of financing provided by the private sector (affordable housing, additional parking, desired new facilities, etc.) and also enables a developer to build a project that it could not otherwise do through use of publicly owned sites, enhanced economic feasibility, etc.

Another type of partnership is Owner Participation Agreements. These were previously used by Redevelopment Agencies to provide technical assistance to property owners to help them understand options for improvements and redevelopment. This approach can be used by the City as needed to help property owners, with the benefit that subsequent redevelopment creates new tax increment, impact fees, and other fiscal revenues.

Revenue Bonds. Public improvements that generate ongoing revenue streams, such as parking garages, can be financed through revenue bonds. The most likely funding source for such a bond would be reallocation of existing parking revenues and fines and/or an increase in these revenues from higher charges.

General Fund Debt Obligations. New and redeveloped commercial and lodging projects can generate significant growth in property taxes, sales taxes, and transient occupancy (room) taxes that benefits the City's General Fund. The amount of the growth in General Fund revenues from these sources can be used to fund debt-service on tax-exempt debt obligations to fund the cost of improvements. While a flexible source, such bonds require a two-thirds vote of local residents for approval.

Federal, State & Regional Grant Programs. Besides the above local sources, there are a wide variety of grant sources, many of which are transportation-related, that flow from the federal government to states and regional bodies such as AMBAG and TAMC. The uses of these funds include: enhancement of transit and alternative modes of travel (both bicycle and pedestrian); economic development; environmental enhancement; and funding of other public facilities. These grants are typically awarded on a competitive basis, and often require a 20 percent local matching contribution. The recently passed federal MAP-21 transportation bill has consolidated and revised a number of federal grant programs, and agency guidance will be issued in the near-term that provides more details on which types of projects will be funded in the future. An inventory of these programs as of February 2012 is attached to this section; as noted previously the impact of the recently passed MAP-21 legislation on a number of these programs is pending.

Conclusion

The specific plan process has identified in the Lighthouse/Foam area for up to 113 new dwelling units and 35,000 square feet of new commercial space. These figures represent development that is possible based upon the existing available water allocation for new development. Other existing properties can support new development, or redevelopment for new uses to the extent that their existing water allocation supports it. Besides development, there is also the potential

for re-tenanting of existing buildings to expand retail and service offerings in the Lighthouse/Foam area.

A series of opportunity sites have been identified in the Lighthouse/Foam area that have the potential to enhance retail and residential choices. These sites would utilize most of the available water allocation for new development, leaving the potential for additional dwelling units. Other implementation actions that can enhance the feasibility of these projects include proposed parking policies that reduce parking requirements and allow off-site parking. Pursuing a retailer recruitment strategy can help improve shopping choices and enhance its attractiveness as a destination for both residents and visitors.

A program of public improvements has been formulated for the Lighthouse/Foam areas that will enhance streetscapes and benefit existing and new businesses, improve traffic circulation, and address other infrastructure needs. In the Lighthouse/Foam areas, improvements will focus on enhancing the pedestrian experience. The total cost of Lighthouse/Foam public improvements would be approximately \$17 million.

ADMINISTRATION

This chapter details the development review procedures for projects within the Planning Area. The Specific Plan serves as the guide for design and development of the Planning Area. Deviation from the Design Guidelines outlined in Chapter may be proposed when alternative design approaches are introduced that are found to be consistent with the Vision and Goals listed in Chapter 2 and the design objectives listed in Chapter 5.

Where the Specific Plan falls silent on any particular topic, City policies and ordinances, such as the City of Monterey General Plan, Monterey City Code, and other City laws and policy documents shall apply.

Purpose and Intent

This Specific Plan is intended to streamline the approval process for development of the Planning Area. Projects that are consistent with the development standards and design guidelines of this plan will be reviewed at a staff level, in conjunction with the adopted environmental review as required under the California Environmental Quality Act (CEQA). Projects that are required to obtain a use permit or are inconsistent with the development standards and/or design guidelines will be referred to the Planning Commission or Architectural Review Committee.

Amendments to the Specific Plan

Over time, various sections of the Specific Plan may need to be revised to respond to changing economic or political conditions. Any amendment to the Specific Plan shall follow Government Code procedures (Sections 65453, 65454, and 65456), or, alternatively, local procedures for administrative amendments as described in this chapter. Furthermore, the proposed Specific Plan amendment must be consistent with the goals, policies, and programs of the City of Monterey General Plan.

Amendments to the Specific Plan will fall under one of two categories, (1) administrative amendments and (2) other amendments, and will follow a separate process as discussed below. A decision as to which category an amendment falls under shall be made at staff level.

Administrative Amendments

Administrative amendments to the Specific Plan are considered minor revisions and do not require formal approval by the Planning Commission or City Council. Administrative amendments do not deviate from the overall vision and plan of the Planning Area. Examples of administrative amendments include, but are not limited to minor text changes, corrections and/or updates to existing conditions information, and other relatively minor changes that do not materially change the nature or intent of the Specific Plan such that it would constitute a

change in land use, result in a new environmental impact, or adversely affect the economic development goals of the City.

Approval of administrative amendments shall be granted by the Planning Director and are subject to a 14 day appeal period after being publicly noticed by posting a notice on the City Hall and Monterey Library bulletin boards and providing a notice to all property owners within the Planning Area (via mail or email). All appeals to administrative amendments shall be submitted to the Planning Commission.

Other Amendments

Other amendments to the Specific Plan are considered significant revisions and require formal approval by the Planning Commission and City Council, per Government Code procedures (Sections 65453, 65454, and 65456). Examples of other amendments include, but are not limited to changes to the land use plan, permitted uses, circulation and streetscape improvements, and/or substantive changes to the development standards.

Development Review Process

This section establishes the procedural and content requirements for the review and approval for development occurring within the Planning Area. It is the intent of this section to provide clearly defined procedures for the streamlined review of such development, while insuring consistent implementation of the development standards and design guidelines for each character area.

All development within the Planning Area must proceed through a review process. The review process is intended to encourage site development which respects the overall vision of the Planning Area. The development review process shall determine development consistency with the following components of this Specific Plan:

- Land Use, Development, and Design Objectives, Standards and Guidelines (Chapter 5)
- Circulation, Parking, and Streetscape Plan (Chapter 6)
- Public Utilities Plan (Chapter 7)

Development review for all new development and redevelopment within the Planning Area is a two level process. Review shall begin at the Tier One review level and if deemed necessary, a Tier Two review will follow. Both levels are follows:

Tier One Review. Tier One development review is an administrative, or staff level process, and is applicable to projects that meet the Specific Plan's objectives, development standards, and design guidelines. Tier One review allows City staff to make a final consistency determination on development projects, which will streamline and simplify the approval process. If a project is not determined to be consistent with each of the Specific Plan elements as noted above, it is subject to a Tier Two review. Furthermore, if a project requires a Use Permit, subdivision, or

Historic Permit per the development standards or the zoning ordinance, as applicable, then a Tier Two review will be required.

Tier Two Review. Tier Two development review requires review and approval by the City Planning Commission, Architectural Review Committee, and/or Historic Preservation Commission. Tier Two review is applicable to projects that require conditional approval, that deviate from the prescribed development standards and design guidelines, or are otherwise subject to a particular level of review as prescribed in Chapter 4.

Implementation

Administration and Enforcement

It shall be the duty of the Planning Director to enforce the provisions as set forth in the Specific Plan. All officers, employees, and officials of the City of Monterey who are vested with the duty or authority to issue permits or licenses shall ensure that the project complies with the provisions of this Specific Plan. Any permit, license or approval issued that is in conflict with the requirements of this Specific Plan shall be reconsidered.

Relationship to Zoning Code

The provisions contained in this Specific Plan constitute the primary land use and development standards for the project area. Where provisions are not addressed in this Specific Plan, regulations as described in the Monterey City Code shall apply.

Severability

If any portion of the Plan is, for any reason, held invalid by a court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and the invalidity of such provision shall not affect the validity of the remaining portion of the Plan.