

Design Fort Ord

Regional Urban Design Guidelines (RUDG)

Presentation to
FORA Board



DOVER, KOHL & PARTNERS
t o w n p l a n n i n g

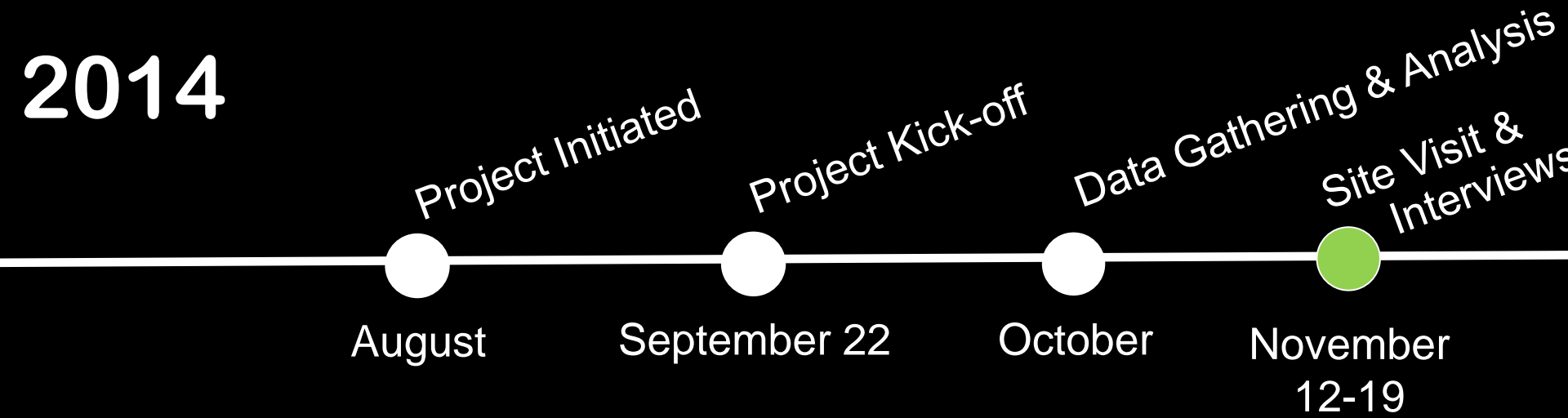
Strategic Economics
Alta Planning + Design
National Charrette Institute
Helix Environmental Planning
Jeff Speck & Peter Katz
Civitas & Pinnacle Advisors Real Estate
UrbanAdvantage

our focus

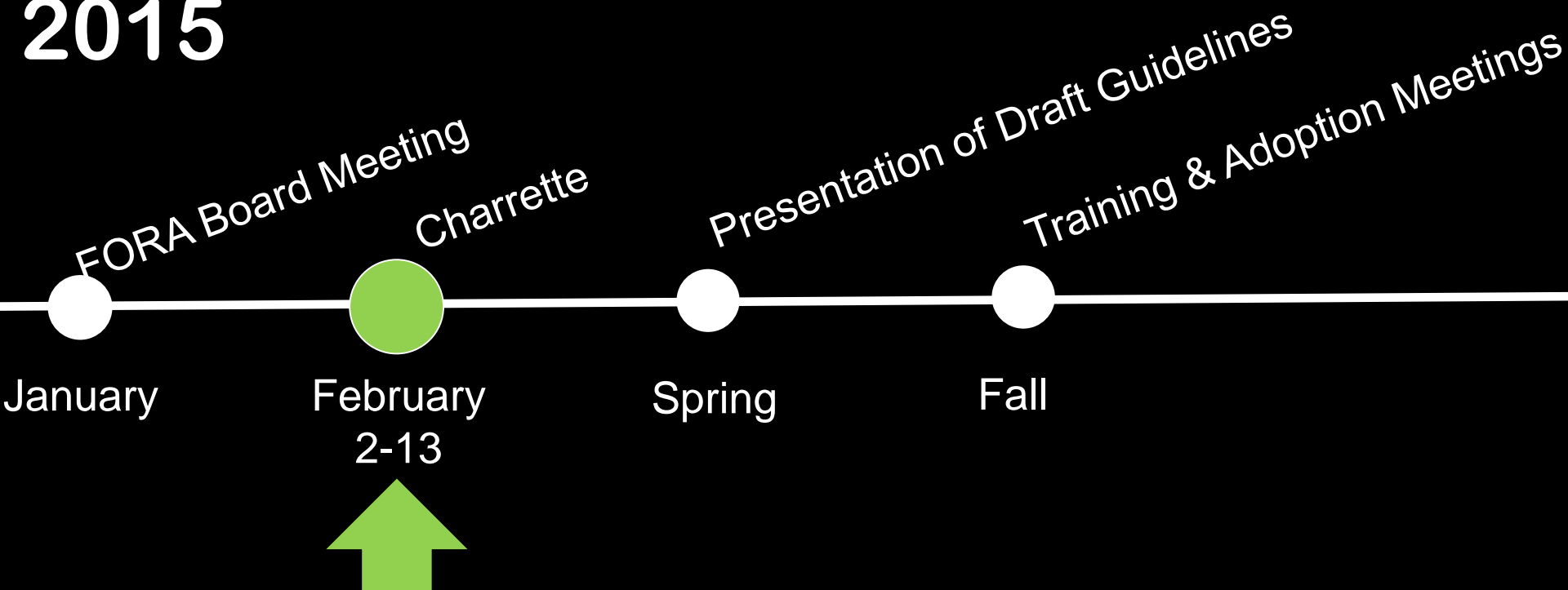
- gateways
- centers
- corridors
- trails

project timeline

2014



2015



first sessions

120+ people



November 2014

trails symposium

180+ people



January 2015

hands-on

70+ participants



February 3, 2015

seaside session

50+ people



February 4, 2015

CSUMB Campus

80+ people



February 5, 2015

seaside session 2

20+ people



February 7, 2015

marina session

50+ people



February 7, 2015

FORA municipalities



FORA municipalities

Seaside

Monterey

Marina

Monterey County

Del Rey Oaks

Sand City

Salinas

Pacific Grove

Carmel-by-the-Sea



open house



60+ people



February 9, 2015

open studio



Studio at FORA

25+ stakeholder meetings



25+ stakeholder meetings

Cal State Univ (CSUMB)

Local Developers

**Seaside University Village,
The Dunes, Monterey Downs,
Marina Heights, MBEST
Del Rey Oaks RV Park**

Diverse Communities Reps

Bicycle & Trail Advocates

US Army

Legislative Representatives

Habitat Conservation Plan Reps

RUDG Task Force

Transportation Agencies

Neighbor Representatives

Conservation Advocates

FORA Voting Members

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

Youth Hostel Owner

MBEST

work-in-progress

70+ people

agenda

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



in-person participation to-date



1,240+
studio visitors,
meeting attendees,
hands-on participants

Virtual Town Hall: Design Guidelines

Welcome to FORA Regional Urban Design Guidelines.

This site is dedicated to the process of completing regional urban design guidelines on the former Fort Ord, Monterey Bay Area, CA.

 Connect with Facebook

or Sign Up with Email

Visualizing The Future: Setting Goals

Posted Oct 1 1 Interaction  260 Days Remaining 



What is your vision for the physical appearance of the former Fort Ord?

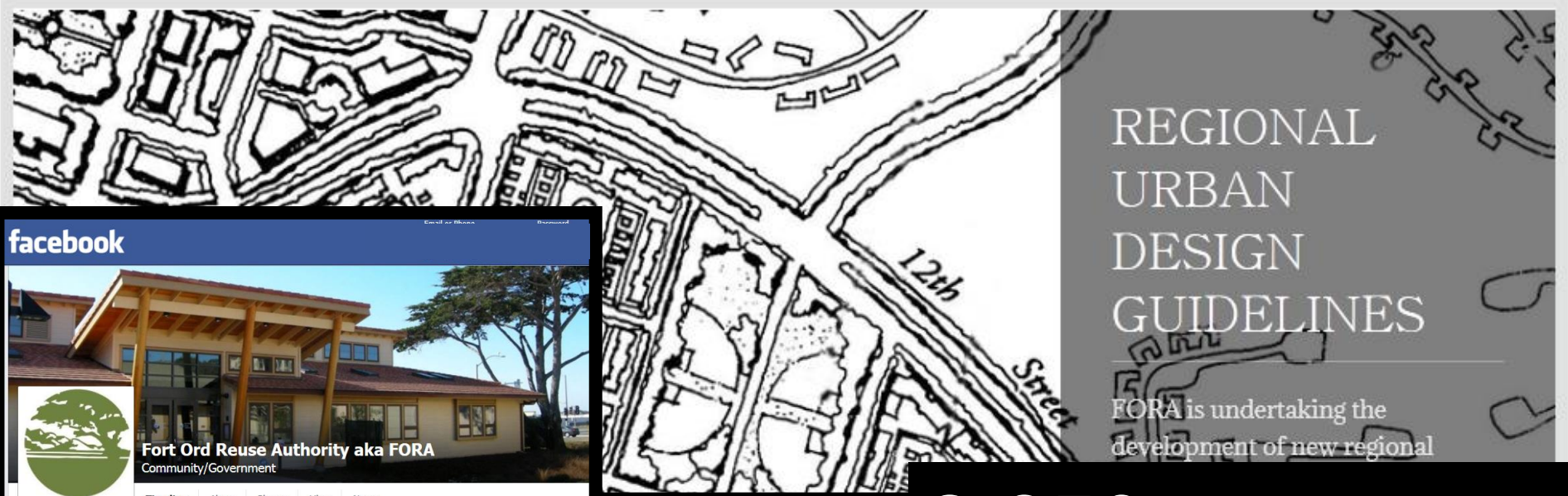
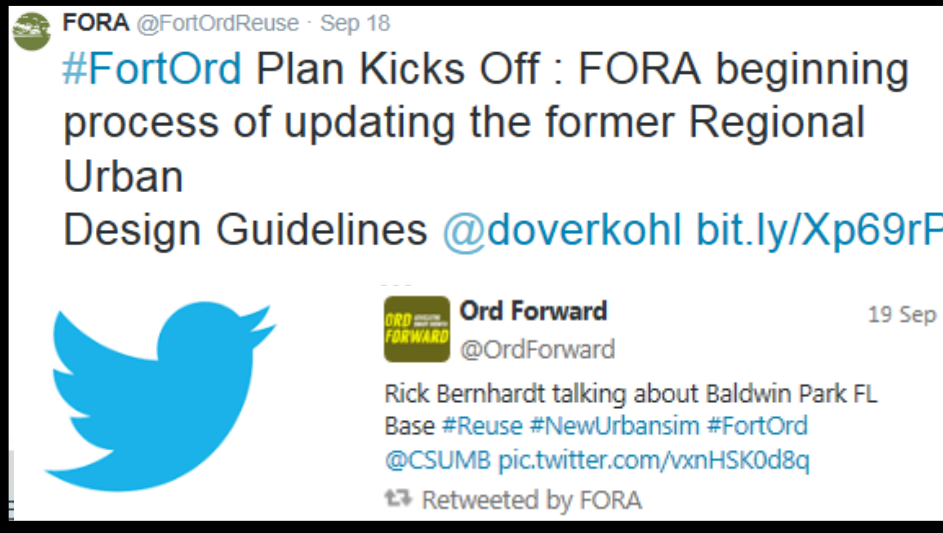
Description

What is your expectation for the long-term appearance and development of the Monterey Bay region?

The Most Active Ideas

1. [An open public process](#)
2. [Seamless integration of public transit](#)
3. [that someday Ft. Ord look as good as shown in the Reuse Plan](#)

website & social media



2,650+ new visitors
(webpage views, likes, new followers, youtube views)

what we heard



ONE WORD

that comes to mind about the

FORMER FORT ORD

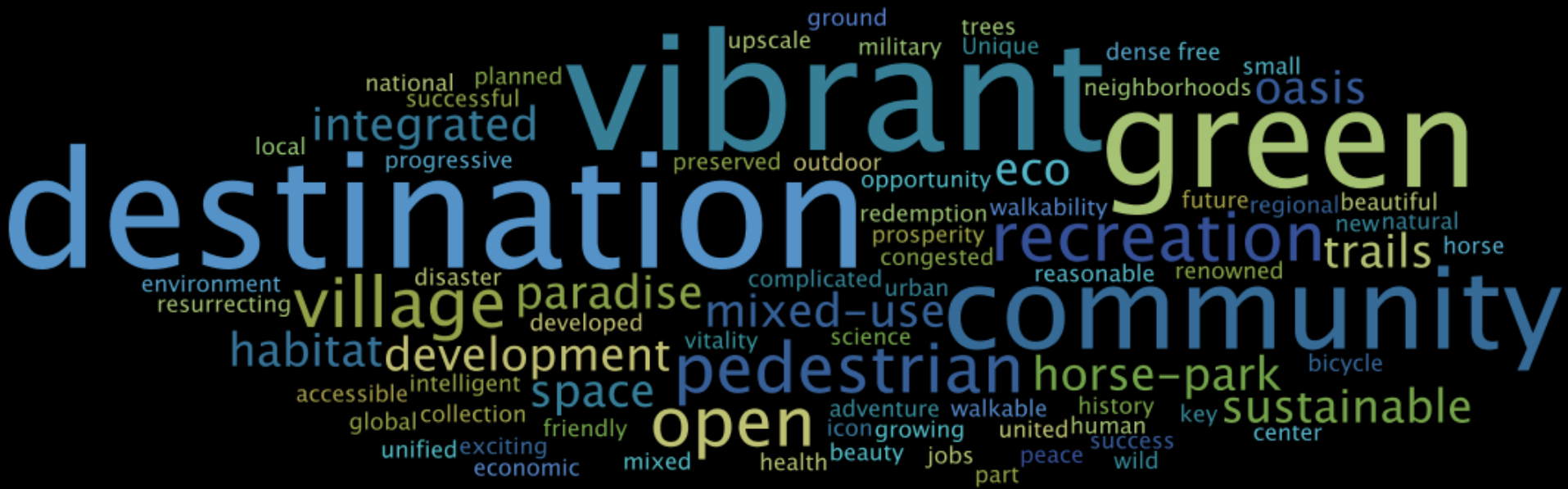
NOW: _____

IN THE FUTURE:

(in my vision)

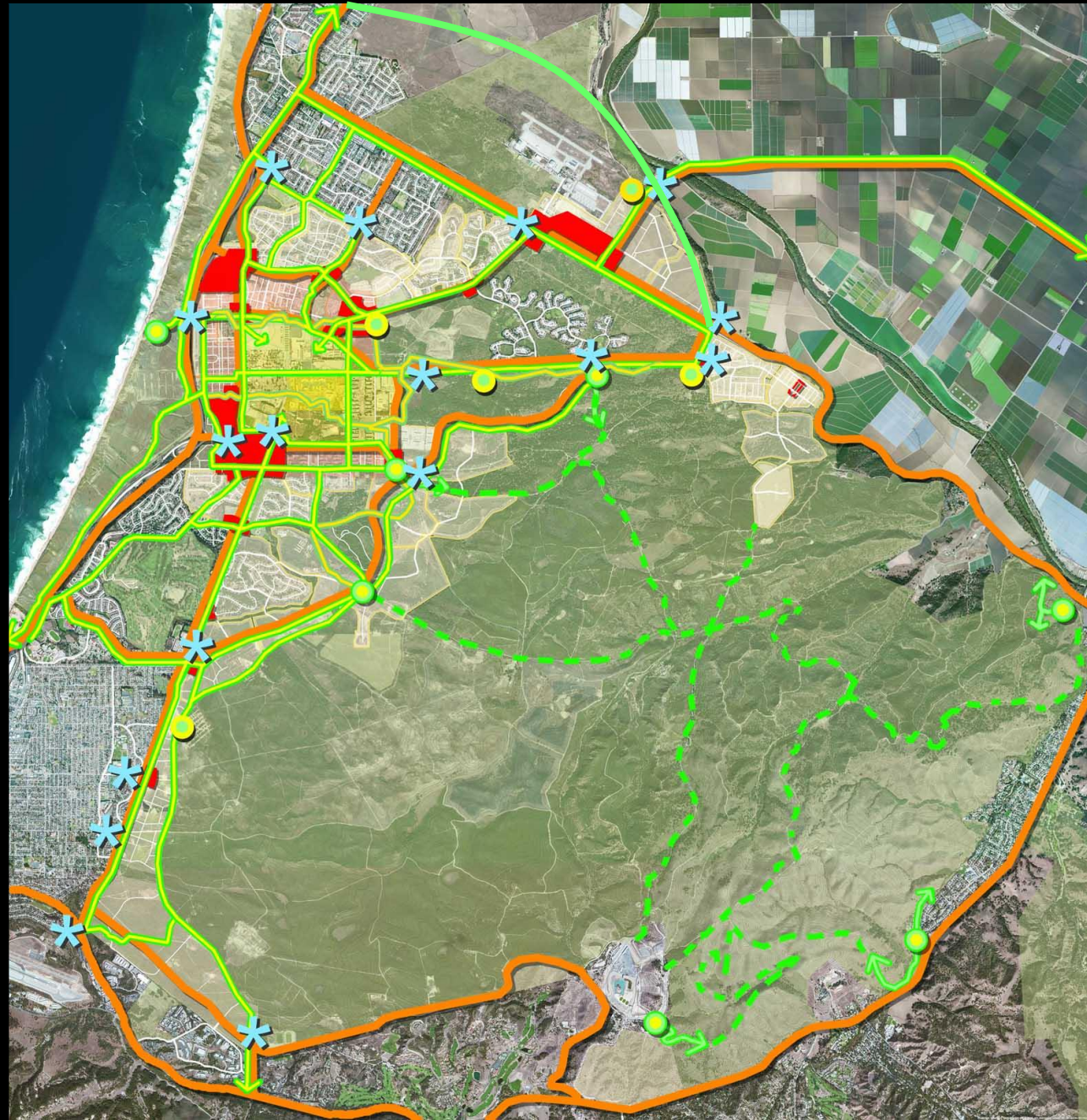
200+ responses

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



200+ responses

framework



Together the trails and regional streets form a **complex multi-modal network** connecting origins to destinations and providing access to recreational exercise

DRAFT

destination centers & notable gateways

destination centers & notable gateways



sample gateways & centers



connections: Marina



DRAFT

Del Monte / 2nd Ave connection

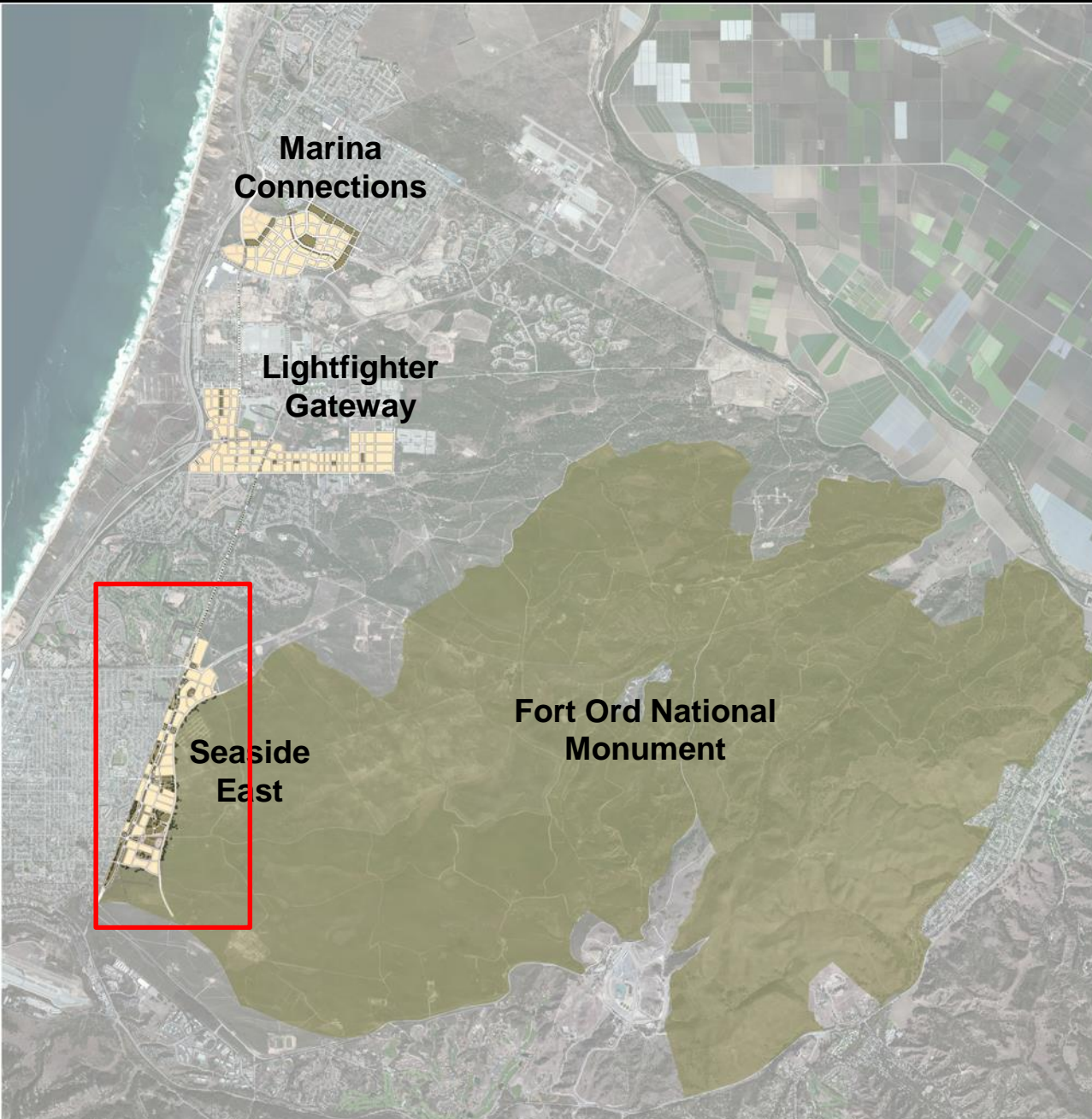


Del Monte / 2nd Ave connection

Highway 1

DRAFT

sample gateways & centers



**Marina
Connections**

**Lightfighter
Gateway**

**Seaside
East**

**Fort Ord National
Monument**

DRAFT

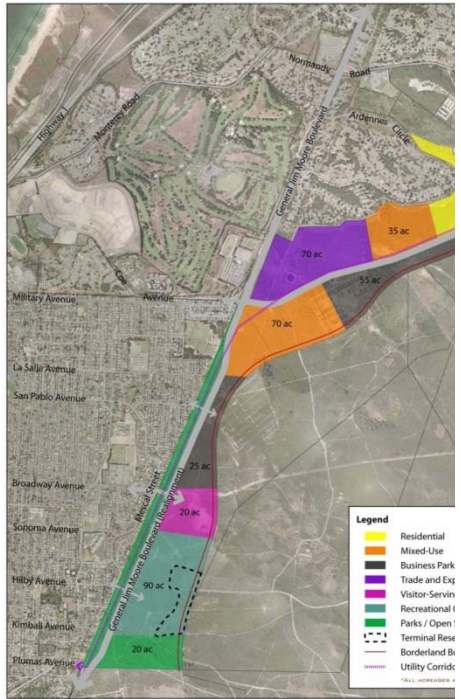
connections



Seaside East, General Jim Moore Boulevard

building on previous plans

FIGURE 3-4: PREFERRED CONCEPTUAL MASTER PLAN



9/29/2010



FIGURE 4-3: TERMINAL RESERVOIR SITE PLAN - OPTION 2



9/29/2010



corridors: Seaside East



DRAFT

corridors: Seaside East



Broadway

General Jim Moore Blvd

Fort Ord National Monument

DRAFT

Gateway at Broadway

gateway



Broadway in Seaside meets General Jim Moore Boulevard

gateway to the monument (the view notch)



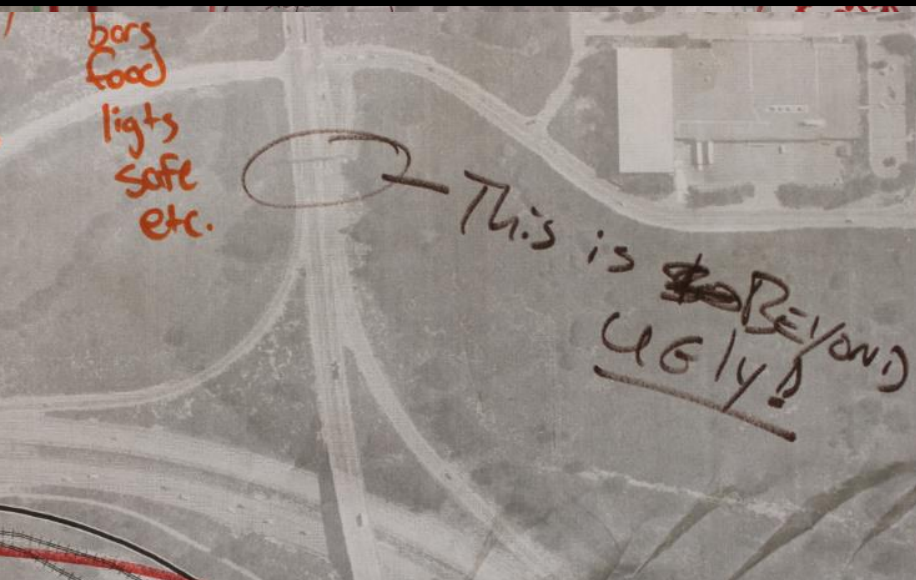
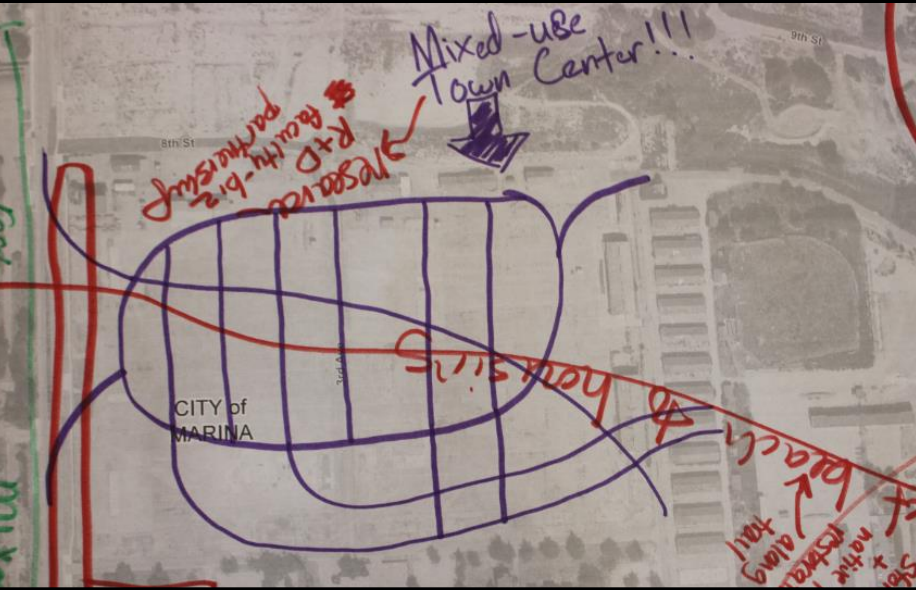
General Jim Moore Blvd

Broadway

DRAFT

**build in a way that adds
to campus life**

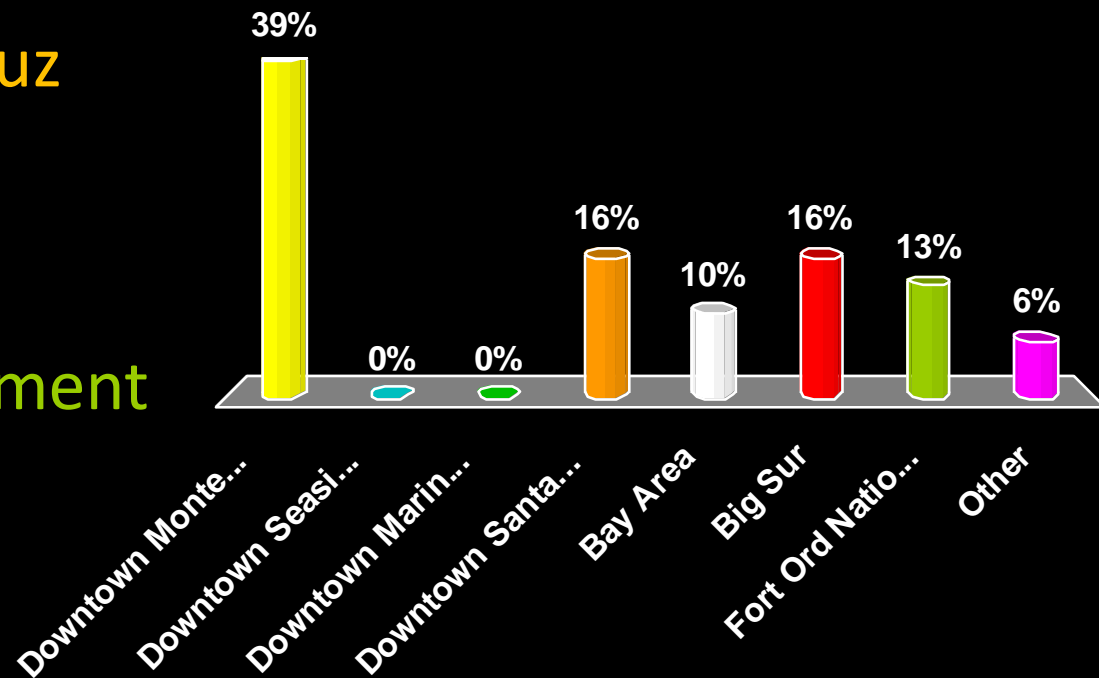
talking to students



We asked CSUMB

Where do you go off campus for recreation/fun?

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



Fort Ord, CA

2nd Avenue



Fort Ord, CA

2nd Avenue



Fort Ord, CA

2nd Avenue



Fort Ord, CA

2nd Avenue



Fort Ord, CA

2nd Avenue



Fort Ord, CA

2nd Avenue



sample gateways & centers



Lightfighter entry



Front door to the University

Lightfighter entry



Front door to the University

Lightfighter entry



Front door to the University

DRAFT

emerging design guidelines

1. Fronts face front
2. Street connectivity
3. Primacy of open space & vistas
4. Scale of public space
5. Walkable streets
6. Legible centers
7. Mix of uses
8. Mix housing types
9. Context-sensitive trails
10. Customized gateways

We asked: Is the Design Guidelines project generally on the right track?

Is the Design Guidelines project generally on the right track?

1. Yes
2. Maybe yes
3. Not yet



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

Demand projections

- Short term absorption: 100 units/year
- Longer term growth projections for North Peninsula:
 - 200-300 housing units per year
 - 200-300 jobs per year
- Translates to 20-30 year build-out

Implications for the RUDG

- Prioritize public and private investments key emerging centers
 - CSUMB
 - The Dunes
 - 2nd and Lightfighter
- Use The Design Guidelines to Create a New “Brand image” for the Former Fort Ord

Design Fort Ord



FORA REGIONAL
URBAN
DESIGN GUIDE
LINES