



FORT ORD REUSE AUTHORITY

920 2nd Avenue, Suite A, Marina, CA 93933

Phone: (831) 883-3672 | Fax: (831) 883-3675 | www.fora.org

REGIONAL URBAN DESIGN GUIDELINES TASK FORCE MEETING

1:30 p.m., Thursday, April 23, 2015

920 2nd Avenue, Suite A, Marina CA 93933 (FORA Conference Room)

AGENDA

1. **CALL TO ORDER**
2. **ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE**
3. **APPROVAL OF MEETING MINUTES**
 - a. April 2, 2015
 - b. March 23, 2015
4. **PUBLIC COMMENT PERIOD**

Individuals wishing to address this body on matters within the jurisdiction of FORA, but not on this agenda, may do so during the Public Comment Period for up to three minutes. Public comments on specific agenda items will be heard under that item.
5. **BUSINESS ITEMS**

a. Receive/review consultant's developer perspectives presentation	INFORMATION
b. Receive update on RUDG project status	INFORMATION
6. **ITEMS FROM MEMBERS**
7. **ADJOURNMENT**

NEXT MEETING: 1:30pm Thursday, April 23, 2015

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FORT ORD REUSE AUTHORITY

REGIONAL URBAN DESIGN GUIDELINES TASK FORCE REGULAR MEETING NOTES

10:00 a.m., Thursday, April 2, 2015 | FORA Conference Room
920 2nd Avenue, Suite A, Marina, CA 93933

1. CALL TO ORDER AND ROLL CALL

Chair Michael Houlemard called a meeting of the whole to order at 10:10 a.m. The following were present:

Members:

John Dunn, City of Seaside
Victoria Beach, City of Carmel-by-the-Sea
Andre Lewis, CSUMB

FORA Staff:

Michael Houlemard
Jonathan Garcia
Josh Metz
Crissy Maras

Others:

Beth Palmer
Bob Schaffer
Jane Haines
Phyllis Meurer
Brian Boudreau
Don Hofer
Steve Matarazzo
Jason King, DKP (via phone)

2. ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE

Chair Houlemard announced three open FORA employment recruitments – Economic Development Coordinator, Transportation Planner, and Executive Assistant.

3. APPROVAL OF MEETING MINUTES

a. March 23, 2015 Meeting Minutes

With no quorum, approval of the March 23, 2015 meeting minutes was deferred to the next meeting.

4. PUBLIC COMMENT PERIOD

None

5. BUSINESS ITEMS

a. Receive/review consultant's draft 4/10/15 Board presentation

FORA Senior Planner Josh Metz reviewed a power point presentation that he and Victor Dover would be providing at the April 10th FORA Board meeting. The group made editing and format comments. Mr. Metz provided a legal memo from FORA counsel that explained the scope of planning authority vested in FORA by the RUDG, and a milestone sequence diagram outlining relevant events over the last several years. The group heard comments from members of the public regarding their concerns in areas that have munitions or other hazardous restrictions. Chair Houlemard responded to all comments and noted that all Base Reuse Plan requirements would be addressed in the RUDG deliverables.

6. ITEMS FROM MEMBERS

City of Seaside City Manager John Dunn announced that the City had released the Monterey Downs Environmental Impact Report and had scheduled an April 30th public workshop at 6:30 p.m.

7. ADJOURNMENT

Chair Houlemard adjourned the meeting at 11:35 a.m.



FORT ORD REUSE AUTHORITY
REGIONAL URBAN DESIGN GUIDELINES (RUDG) TASK FORCE
MEETING MINUTES

10:00 AM March 23, 2015 FORA Conference Room
920 2nd Avenue, Suite A, Marina, CA 93933

1. CALL TO ORDER

RUDG Task Force Chair Michael Houlemard called the meeting to order at 10:05 am.

Committee Members

John Dunn, City of Seaside
Victoria Beach, City of Carmel-by-the-Sea
Layne Long, City of Marina
Elizabeth Caraker, City of Monterey
Anya Spear, CSUMB

Staff

Michael Houlemard, FORA
Steve Endsley, FORA
Jonathan Garcia, FORA
Josh Metz, FORA
Crissy Maras, FORA

Other Attendees

Jane Haines, Member of the public
Bob Schaffer, Member of the public
Phyllis Meurer, Member of the public
Steve Matarazzo, University of California Santa Cruz
Hernan Guerrero, Dover, Kohl, and Partners (DKP) (via conference/video call)

2. ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE

None.

3. APPROVAL OF MEETING MINUTES

- a. March 3, 2015 Meeting Minutes
- b. February 23, 2015 Meeting Minutes

MOTION: John Dunn moved, seconded by Victoria Beach, to approve both sets of minutes as presented.

MOTION PASSED: Unanimous.

4. PUBLIC COMMENT PERIOD

None.

5. BUSINESS ITEMS

- a. Receive/review consultant's RUDG Progress Report
In preparation for the April 10th RUDG update to the FORA Board, FORA Senior Planner Josh Metz and DKP representative Hernan Guerrero reviewed an updated PowerPoint (PPT) Presentation with the Committee. The presentation was split into a FORA PPT and a DKP PPT.

FORA Slide 3, Policy Clarifications, was reviewed. Mr. Guerrero noted that the 1997 Base Reuse Plan language for the final bullet that the guidelines would apply to five main areas “as well as other areas to be determined” could be expanded to include any other areas that have been identified over the years. Mr. Guerrero specified that other than the five main areas, transit hubs were identified during the February 2015 charrette process.

FORA Slide 6, Policy Clarifications, will be refined based on Committee member comments. Also, Authority Counsel is preparing a draft legal opinion to confirm previous legal opinions regarding what RUDG are and what they are not. The legal opinion should be finalized in time for the April Board meeting.

Mr. Guerrero reviewed the DKP PPT which presented a spectrum of RUDG specificity, ranging from very specific to not specific. The Committee discussed the difference between ‘recommended’ and ‘required’ and how the RUDG would impact future projects. Members also discussed a possible project scoring system, similar to LEED scoring, that could be customized toward Fort Ord development.

Committee members and FORA staff provided feedback to Mr. Guerrero, who will refine the DKP presentation with Mr. Metz. The Committee scheduled April 2nd at 10:00 AM to review the refined presentation. Members requested that a DKP principal attend the April 10th FORA Board meeting in person. Members anticipate that the April Board meeting will provide an opportunity to review the spectrum of specificity examples that DKP included in their PPT.

6. **ITEMS FROM MEMBERS**

None.

7. **ADJOURNMENT**

The next meeting of the RUDG Task Force was set for Thursday, April 2, 2015 at 10 am in the FORA Conference Room. An additional RUDG Task Force meeting was scheduled for Thursday April 23, 2015 in the FORA Conference Room.

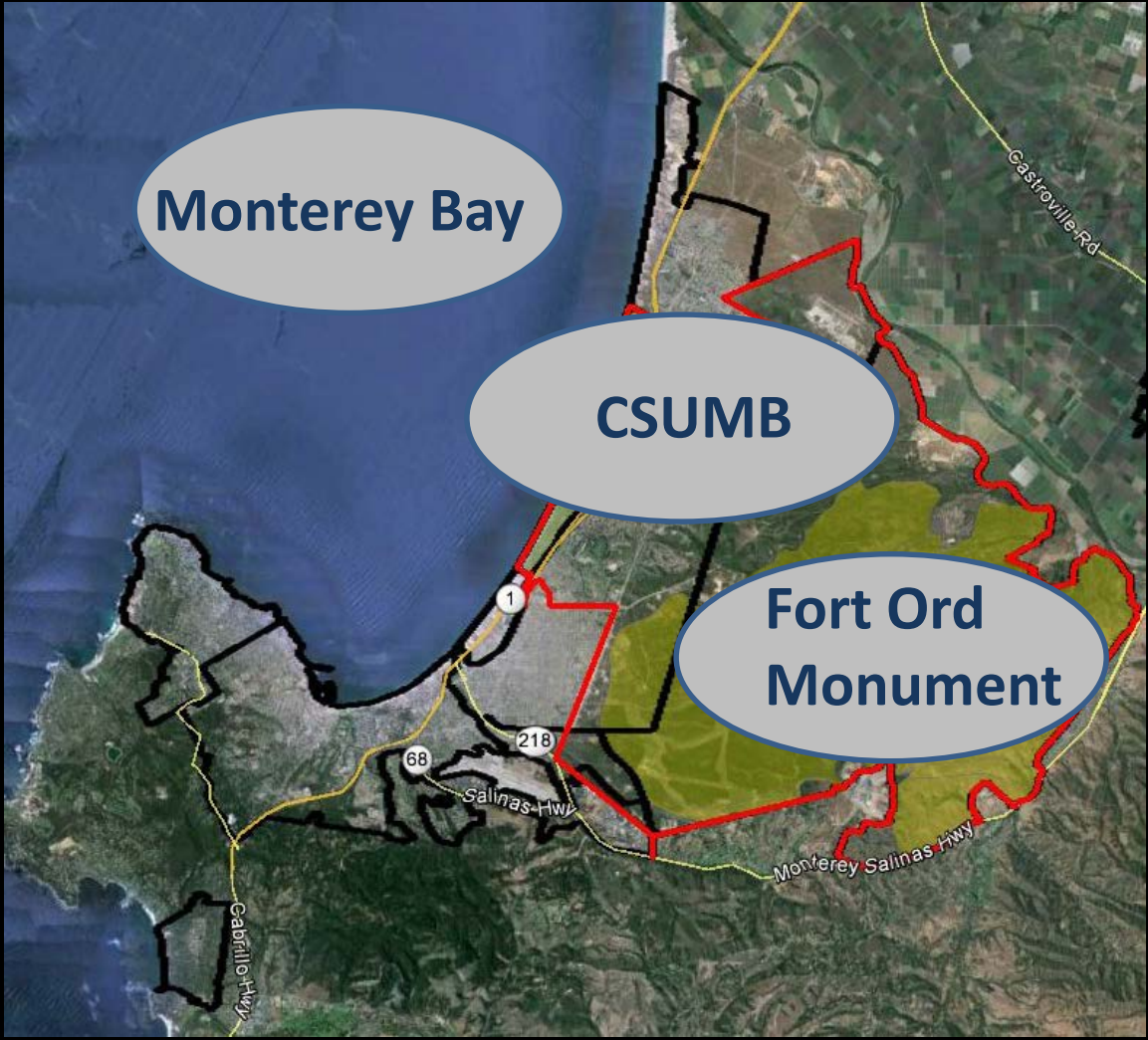
Meeting adjourned at 12:00 pm.

Developer Perspectives

Fort Ord
RUDG Task Force Meeting
Thursday April 23, 2015

Pinnacle Advisory Services/Civitas Consulting

Developer Perspectives



Near term development opportunities should play off existing major assets

Developer Perspectives



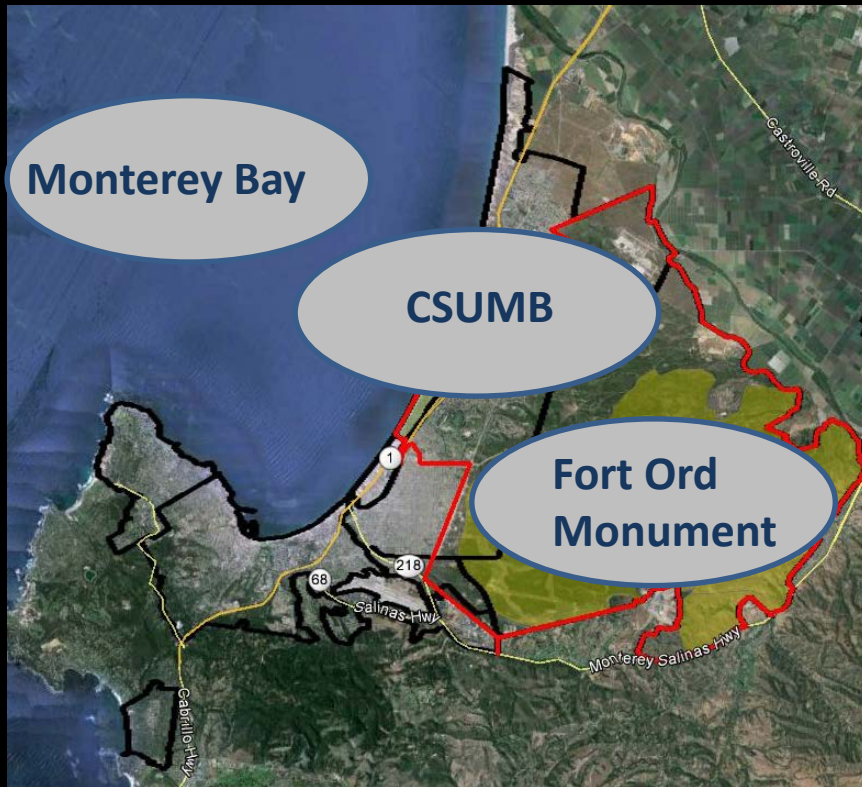
~~Orlando Naval Training Center~~ → Baldwin Park

~~Glenview Naval Air Station~~ → The Glen

~~San Diego Naval Training Center~~ → Liberty Station

~~Fort Ord Redevelopment~~ → University Park (or other)

Developer Perspectives



Fort Ord Redevelopment becomes a community project identity that is branded and marketed as a specifically defined destination

University Park
(or other)

Developer Perspectives

Create a **BRAND** through the RUDG process for the FORA lands

Consistent Landscaping

- Corridors
- Trails

Signage

- Street names including freeway offramps, i.e. Lightfighter or Imjin becomes University Parkway

Significant Monumentation

- At gateways

Developer Perspectives

Current home prices and need for affordability

Only 27% of Monterey County residents can afford median home price of 460K

Monterey County average income of \$60,143 can support purchase of home up to \$190,000

150% of median average income (\$90,215) can support purchase of home up to \$285,000

Developer Perspectives

Current median single family sales prices

Del Rey Oaks	\$450,000
Marina	\$423,808
Seaside	\$355,325

East Garrison \$449,000 to \$648,000

The Dunes/Marina Heights expected to be similarly priced and higher

Developer Perspectives

There is a need to lower cost of residential housing to

- Broaden the market
- Create faster absorption
- Contribute to **Economically Sustainable** development on FORA land
- Increase economic diversity

Developer Perspectives

Economics of Building a Home

Lot Costs	17-20%
Home Costs	72-75%
<u>Period Costs</u>	<u>8%</u>
Total Cost	100%

Revenue (Sales Price of Home)

Revenue-Total Costs = Profit

Developer Perspectives

Lot Costs

- *Land cost*
- *Indirect costs*
- Offsite costs
- Onsite costs
- Capitalized property tax
- Capitalized interest

Developer Perspectives

Home Costs

- *Direct construction costs*
- *Permit and impact fees*
- Indirect costs
- Model amortization
- Architect fees
- Interest (% of cost for 6 months)
- Customer service

Developer Perspectives

Period Costs

- Marketing (3%)
- Model/spec maintenance (1%)
- Closing costs (0.5%)
- Commissions (3.5%)

Developer Perspectives

Recap - What Costs Does FORA Affect

Lot Costs

- Land cost
- Indirect costs

Home Costs

- Direct construction costs
- Permit and impact fees

Developer Perspectives

Reduce Construction Costs

- Review **street construction standards**
- Continually evaluate **prevailing wage** calculation
- Evaluate **development fee structure** including FORA fee structure; impact fees and other development fees
- Evaluate **architectural design standards** that may be required in the **Specific Plans**

Developer Perspectives

Retail Development

Measure the Fort Ord **development horizon in decades** not years.

Like a private developer the community should **land bank some of the commercial lands** until future demand materializes to justify adding more space.

Developer Perspectives

Retail Development

There is limited demand for additional retail space in the near term with the exception of food, beverage and neighborhood serving retail.

Potential may exist for a small grocery store, restaurants or other convenience-oriented shops serving the area near CSUMB, East Garrison and the Dunes ideally in close proximity to the core of CSUMB.

Developer Perspectives

In Summary

- Develop brand for Fort Ord
- Reduce costs
- Focus in the near term on a few key locations