

north fremont specific plan

Draft - November 25, 2013

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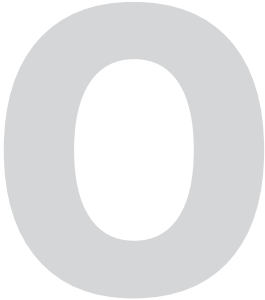
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01 introduction



Introduction

The North Fremont Specific Plan (hereinafter, “Specific Plan”) serves as a guide for future development along North Fremont 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. The General Plan anticipates a development potential of 130 dwelling units on North Fremont Street. As of the adoption of this Specific Plan, no residential development has occurred to be applied towards the 130 dwelling unit cap. 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
Dwelling Units	130

introduction

THE SPECIFIC PLAN

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:

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.

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.

“Direct future population growth into mixed use neighborhoods.”

Program b.1.4. North Fremont Street. Develop Mixed Use Neighborhood Guidelines for North Fremont Street in the North Fremont Street Area Plan. The plan will emphasize mixed use development, improved pedestrian experience and connections to the neighborhood, and bus transportation. Ownership residential units are preferred. Building sites should provide the required parking or a shared parking plan be developed due to the limited supply of on-street parking and high traffic volumes along North Fremont Street. Guidelines should encourage pedestrian activity that will result in a safe and secure North Fremont Street. Guidelines should address impacts on adjacent residential areas.

“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.”

introduction

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

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.

Goal g. Provide a transportation system that supports the local economy.

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.

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

Policy g.6. Improve the pedestrian environment along North Fremont Street.

This Specific Plan replaces the North Fremont 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 identifies potential funding sources for proposed rights-of-way 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 North Fremont Specific Plan included several community meetings within the North Fremont business district as well as the adjacent residential neighborhoods. 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 Ad Hoc Committee also reviewed and commented on the plan at each stage of its development.

introduction

REGIONAL AND LOCAL SETTING

The North Fremont Specific Plan 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 a 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 North Fremont Specific Plan Planning Area (Planning Area) consists of approximately 47.7 acres encompassing both sides of the 0.87 mile North Fremont Street from the eastern City Limits west to State Highway 1. This area, designated by the City's General Plans as one of three planned "Mixed-Use Neighborhoods", is strategically located between two state highways (Highways 1 and 218) and is in close proximity to the Monterey Peninsula Airport and Highway 68 (Figure 1).

The Planning Area is bordered by the City Limits and State Highway 218 to the east, State Highway 1 to the west, and Fairgrounds Road and Bruce Lane to the south. The northern boundary consists of the back of parcels adjacent to North Fremont Street. Access to the Planning Area is provided to the east by Fremont Boulevard near State Highway 218 (Canyon Del Rey), State Highway 1, southbound State Highway 68, and



through the intersecting Casa Verde Way, Dela Vina, Ramona, Hannon and Casanova streets.

Surrounding land uses include multi- and single-family residences to the north and south, the Monterey Airport further to the south, the Monterey County Fairgrounds and the Navy golf course to the south west, and the City of Seaside to the east. These surrounding features were given great consideration throughout the development of the Specific Plan.

introduction

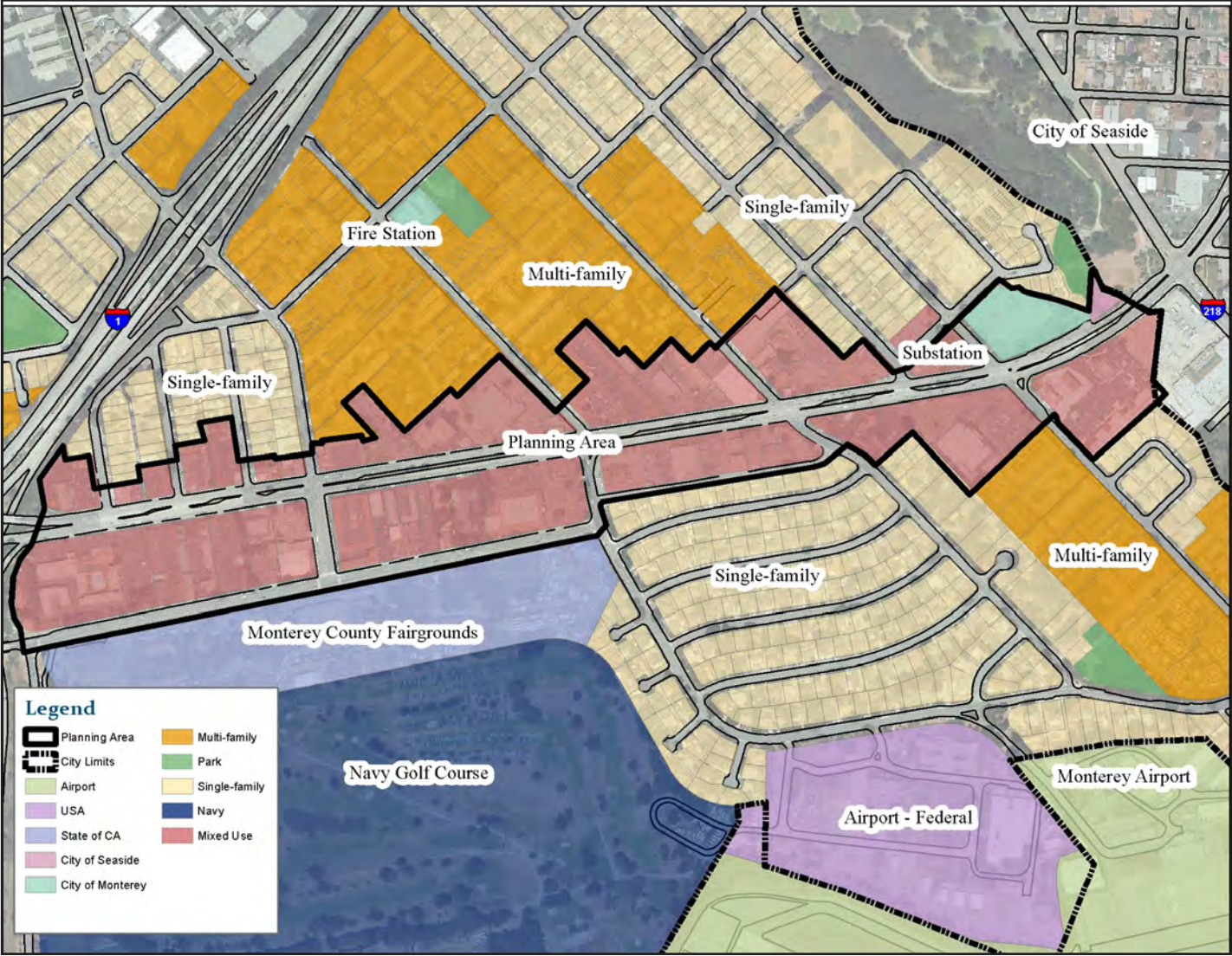


Figure 1: General Plan Land Uses

introduction

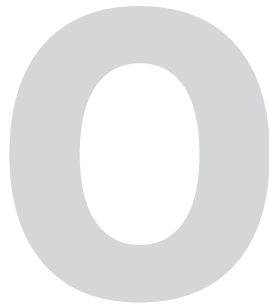
REGULATORY SETTING

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.

02 vision & goals

vision & goals



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 for the North Fremont Street corridor is to have a Mixed-Use Village along North Fremont Street that serves the adjacent neighborhoods and visitors. The corridor will consist of a mixture of residences, retail shops, services, and jobs in close proximity. A unique identity will be reflected through its architecture, streetscape, signage, and gateways. The travel corridor will continue to provide an important connection between Highway One and Canyon Del Rey Boulevard (Highway 218). It will serve as a “Complete Street” that is transit, bicycle and pedestrian-friendly, but will still move traffic effectively and efficiently.

GOALS

1. **Develop a Mixed-Use Neighborhood** through the application of development and use standards, design guidelines, and a capital improvement program that support mixed-use development to include a mix of business types and up to 130 dwelling units.
2. **Establish a Range of Business Types Throughout the Corridor**, including neighborhood-serving commercial, restaurants, full-service hotels and/or motels, and development that contain a mix of

“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

uses including retail on the street level and residential above or behind.

3. **Define a Unique Character for North Fremont** that is distinguished from Monterey’s traditional image and expressed through the architecture of structures and building facades, signage, gateway treatments, and other branding mechanisms.
4. **Create Comprehensive, Multi-Modal Transportation and Parking Plan** that addresses safety and security.
5. **Create a streetscape design** appropriate for the smooth operation of a complete street but that will improve the pedestrian experience, connections to the neighborhoods, and bicycle and bus transportation and ensure the safety and security of people, goods, services, and travel for all modes of transportation.
6. **Develop a Financing Strategy** that will enable the implementation of required infrastructure improvements.

03 concept plan

Concept Plan

The North Fremont Specific Plan process included an outreach component that engaged stakeholders, adjacent neighborhood residents, business owners, and property owners within the Planning Area. Participants had the opportunity to engage in the planning process during several community workshops focused on identifying issues, opportunities, and constraints, setting goals, mapping solutions, and evaluating alternatives. Figure 2 incorporates aspects of the community's vision for the future of North Fremont, to include ideas and solutions for parking, branding, circulation, creating a sense of place, and ensuring that new development is sensitive to adjacent residential uses.

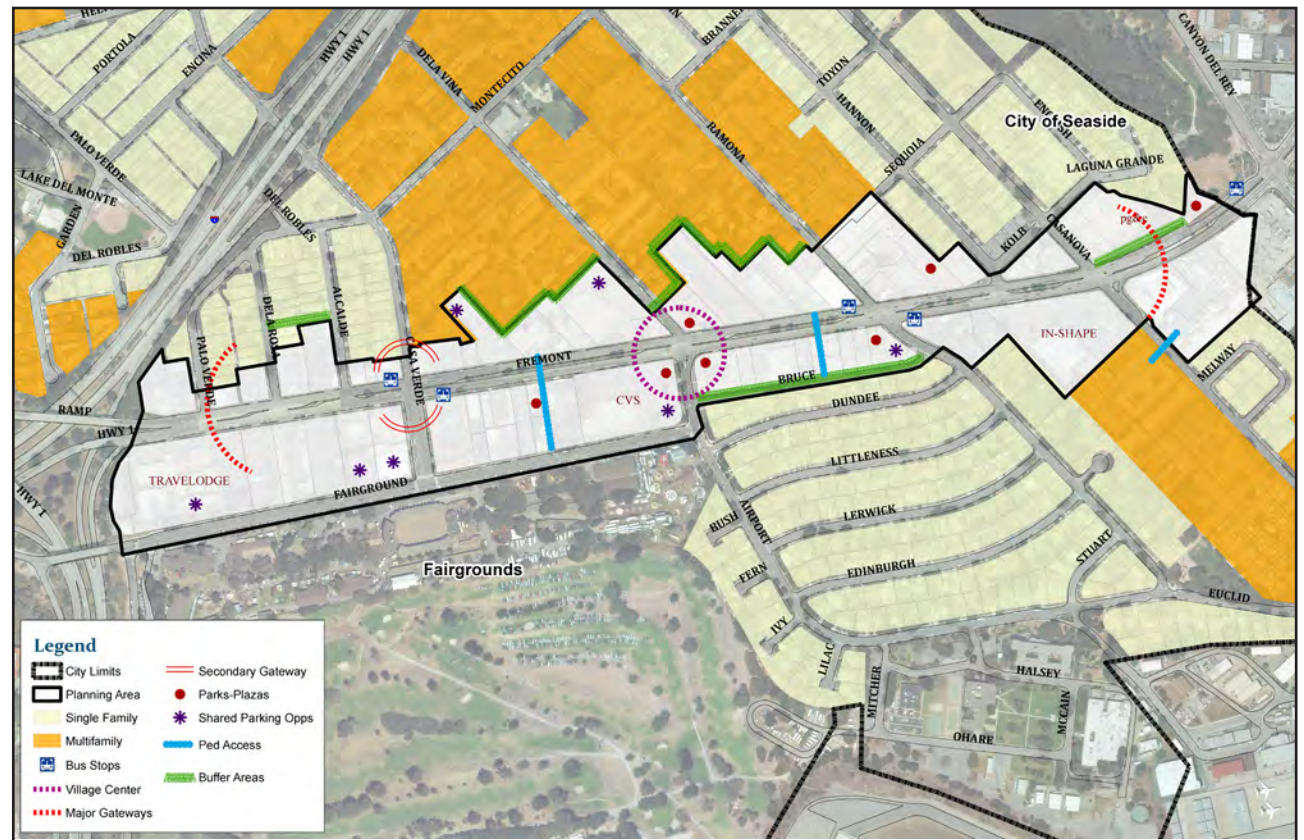
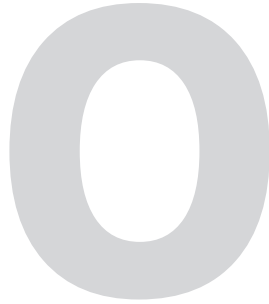


Figure 2: Concept Plan

04 challenges & opportunities

challenges & opportunities



Challenge & Opportunities

NOISE

North Fremont Street is a designated truck route and, as a result, contributes to a higher degree of ambient noise than non-truck routes. Another noise source for the North Fremont area is the adjacent airport. Though the Planning Area is outside of the 65 DBA contour, overflight noise can have an impact on the comfort of the population and mitigations should be considered during new development.

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. The main areas of concern are those properties between North Fremont and Bruce Lane and those properties on the north side of North Fremont that are directly adjacent to single family dwellings. These areas are also indicated in the Specific Plan Concept Map (Figure 2) as “Buffer Areas.”

Community workshop participants generated a list of challenges and opportunities that have been addressed by the North Fremont Specific Plan. These issues provide the basis for many of the plan's strategies.

SENSITIVITY TO ADJACENT RESIDENTIAL DWELLINGS

Residential dwellings adjacent to the Planning Area require special consideration (Figure 3). Increased development, including multi-story housing development along North Fremont, if not properly planned and designed, could result in privacy, sunlight and noise impacts to the adjacent residences. These sensitive residential areas will receive special consideration during site and building design for new development along North Fremont.

AIRPORT OVERFLIGHT ZONES

The existing Comprehensive Land Use Plan (CLUP) for the Monterey Airport identifies the portion of North Fremont Street between Highway One and Airport Road/Dela Vina as being within the “Clear Zone.” According to the CLUP policies, no structures are allowed within the Clear Zone. However, the CLUP has not been updated to reflect the latest updates to the Federal Aviation Administration rules, which would essentially allow a greater intensity of uses within this area than what is currently allowed by existing CLUP policies.

challenges & opportunities

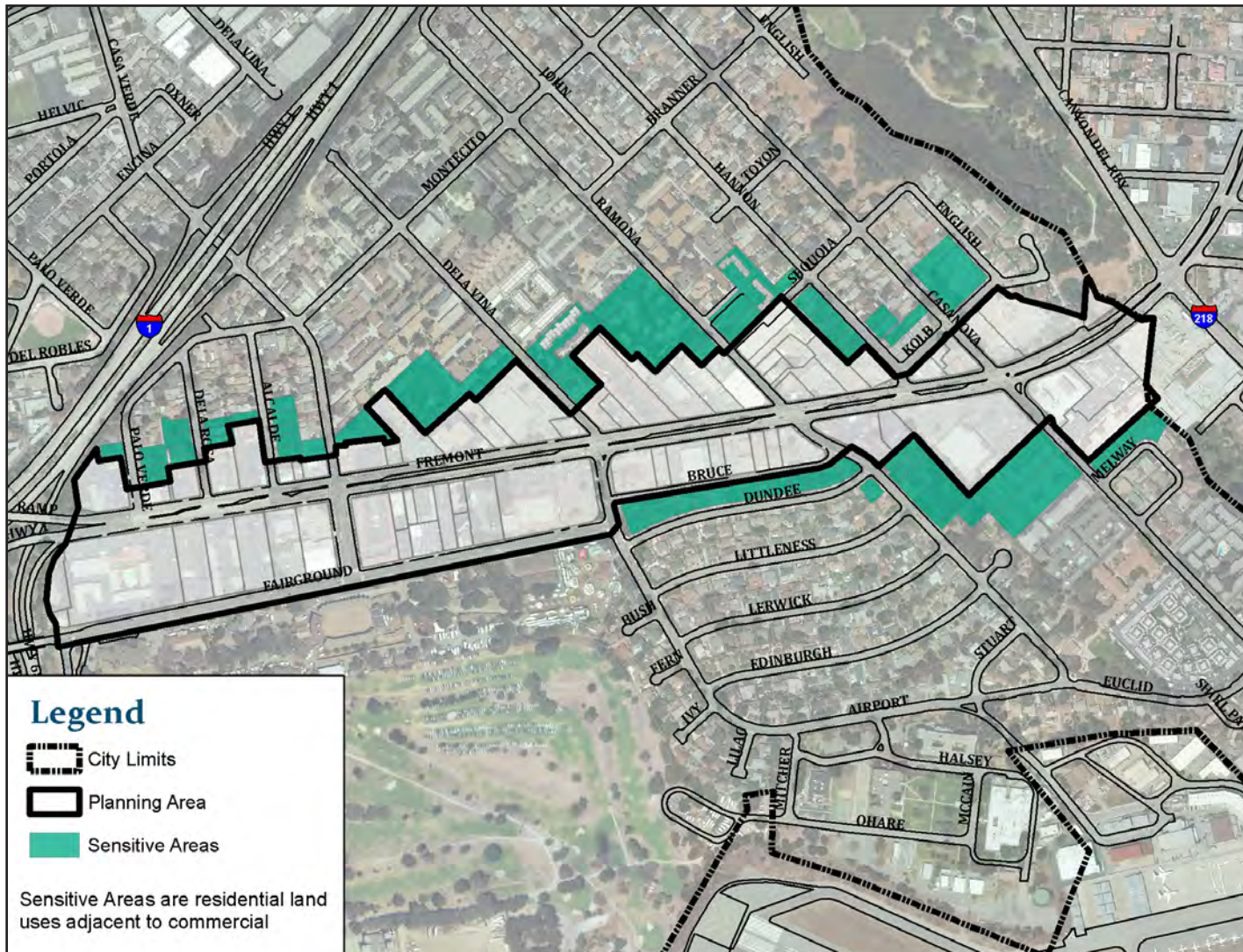


Figure 3: Sensitive Areas

challenges & opportunities

LAND USES

North Fremont Street has a more cohesive sense of place than a typical strip commercial street 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 North Fremont Specific Plan encourages the continuation and development of a variety of commercial and residential uses, including visitor accommodation facility uses within the entire

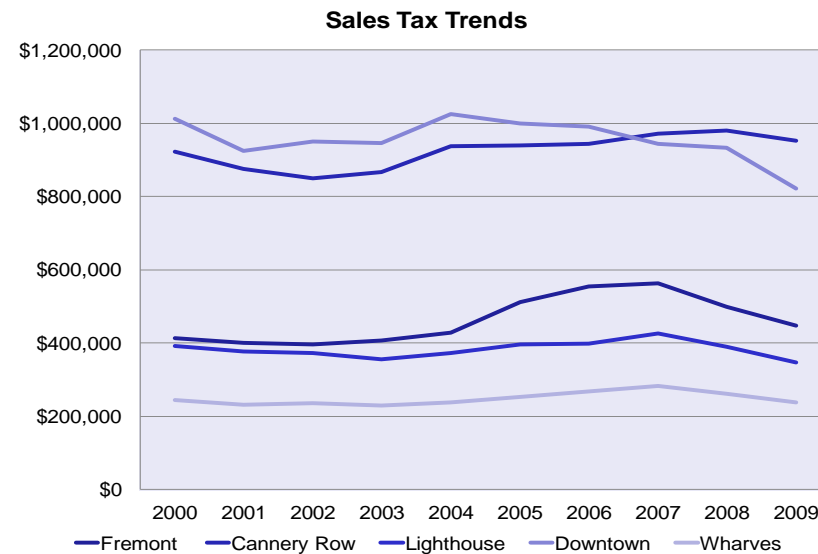
Planning Area, with the exception of the property designated as Public/Semi Public adjacent to the City of Seaside City limits (owned by the City of Seaside). The Specific Plan Mixed Use land use designation is consistent with General Plan's "Commercial" land use designation for the Planning Area and implements the General Plan's goals and policies for directing mixed use development to the North Fremont corridor.

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, full-service hotels and/or motels, 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.

Hotels are the most dominant single use on North Fremont Street (Figure 4, page 27). There are seventeen hotels/motels with 690 hotel rooms. Most have design and room rates typical of budget-to medium price hotels. Most were developed when North Fremont



Annual sales tax revenues for the North Fremont Commercial District from 2000 - 2009 reflect economic activity that is greater than the Lighthouse Area and the Waterfront

challenges & opportunities

Street was the main highway into Monterey. Some require upgrades if they are to stay competitive with Seaside in the budget hotel market.

Twelve hotels are at or near the maximum number of hotel rooms allowed, which is controlled by the City Charter and can only be amended by a Citywide vote. Added development potential is not an available incentive to modernize those hotels unless the VAF (hotel) zoning ordinance provisions are modified to allow greater flexibility.

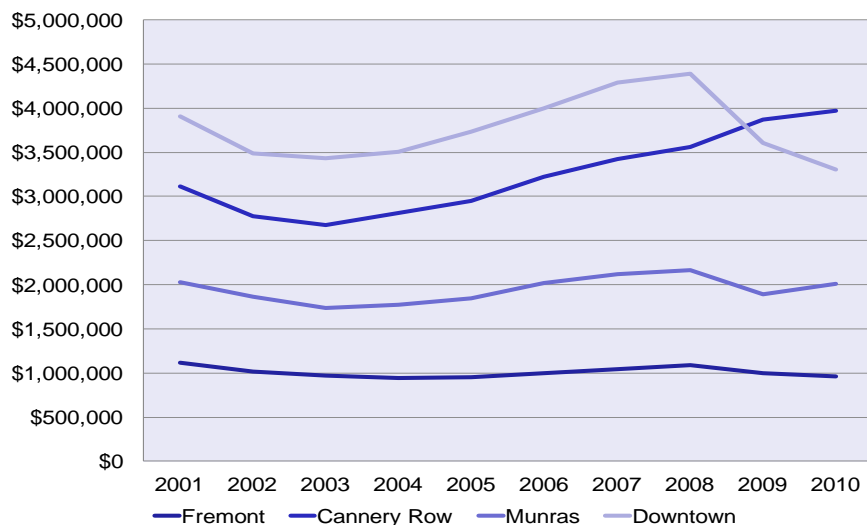
The City Charter restricts the location of all hotel uses to the Visitor Accommodation Facility (VAF) District. The charter also dictates development standards and restricts other uses within this district. Therefore, the property values of some of these sites may be artificially depressed when there is a concentration

of motels, a portion of which may be dilapidated or experiencing deferred maintenance. Some of these sites have significant water resources that could otherwise add a neighborhood serving or residential component. However, the VAF District prohibits such uses.

An objective of the Specific Plan is to allow greater use and development flexibility within the VAF zoning districts. Therefore, before the Specific Plan can be fully implemented, a ballot measure and successful vote of the people lifting the City Charter restrictions on uses and development standards within the VAF-zoned properties on North Fremont will be required.

The quantity of residential development within the City's Mixed-Use neighborhoods is defined by the General Plan, which allows 130 dwelling units along the North Fremont 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 North Fremont Specific Plan Vision.

TOT Trends



challenges & opportunities

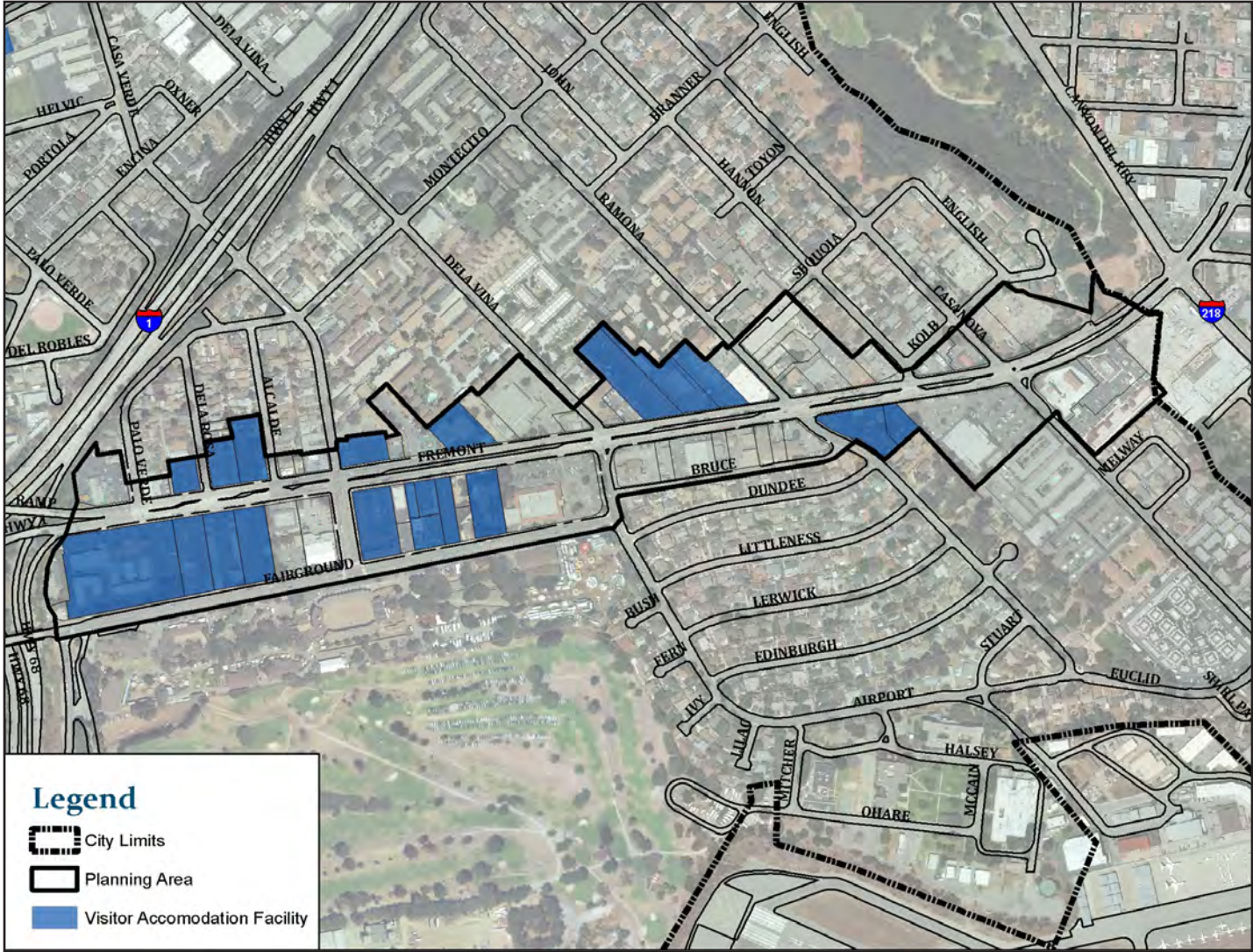


Figure 4: Visitor Accomodation Facility Sites

challenges & opportunities

DESIGN CHARACTER

Community workshop participants expressed a desire to distinguish North Fremont's architectural character from Monterey's traditional image. North Fremont's image will be expressed through the architecture of structures and building facades and a branding strategy that incorporates music, art and history, and a high-quality, contemporary yet eclectic design aesthetic reflecting a unique identity.

Development and design standards and guidelines encourage varied height, mass and lot designs that create a diverse 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 North Fremont Mixed Use District.

OPPORTUNITY SITES

The North Fremont 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 5 identifies 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 North Fremont Specific Plan vision. These sites carry the following characteristics that render them ripe for redevelopment:

- Common ownership patterns
- Underdeveloped sites
- Host existing uses with water

The first exercise in identifying opportunity sites was to identify ownership patterns throughout the Planning Area (Figure 6). Figure 5 demonstrates the possibility of combining contiguous sites that are under a single ownership to create larger project areas that could share water resources across property lines. By overlaying those properties identified as

challenges & opportunities

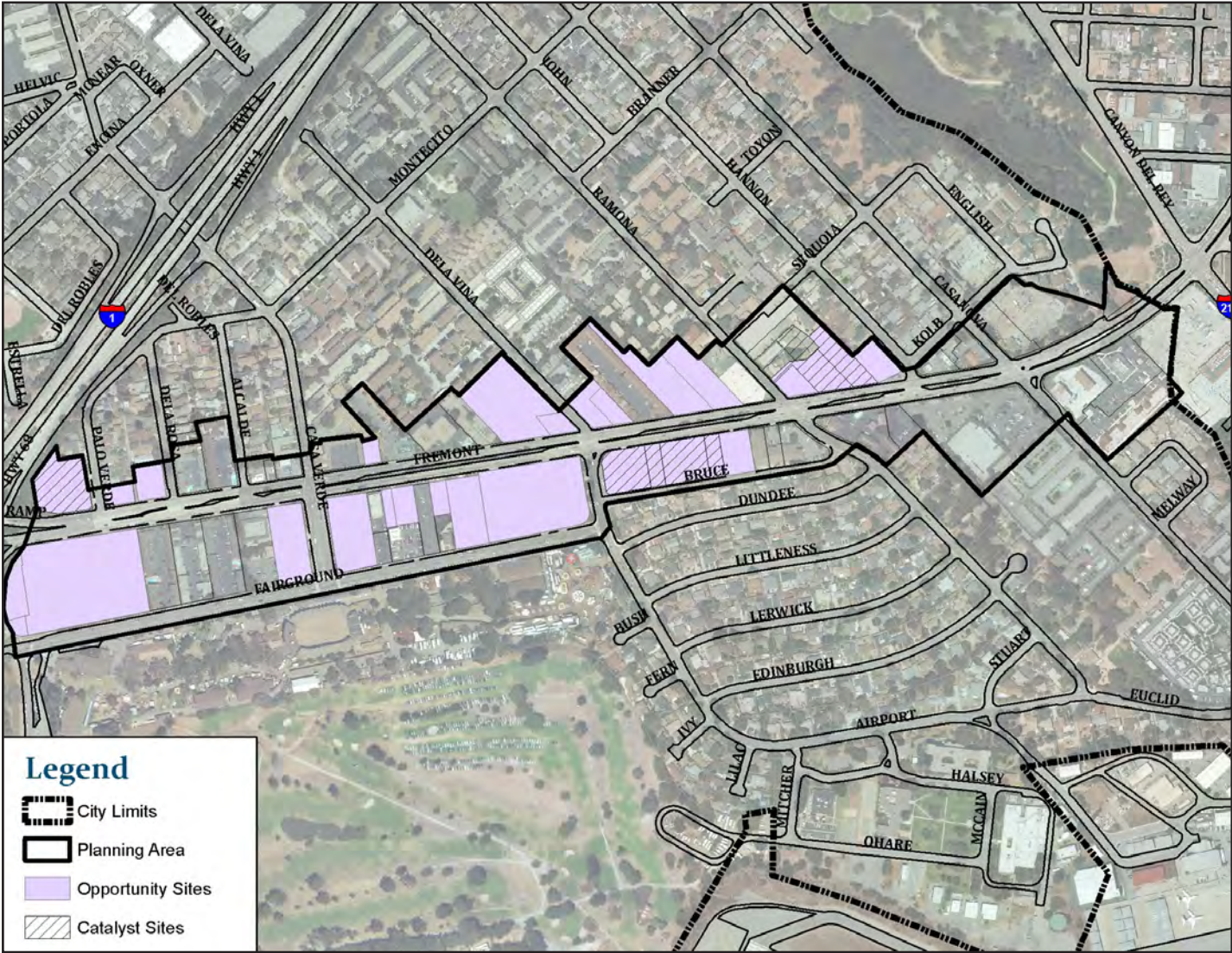


Figure 5: Opportunity Sites

challenges & opportunities

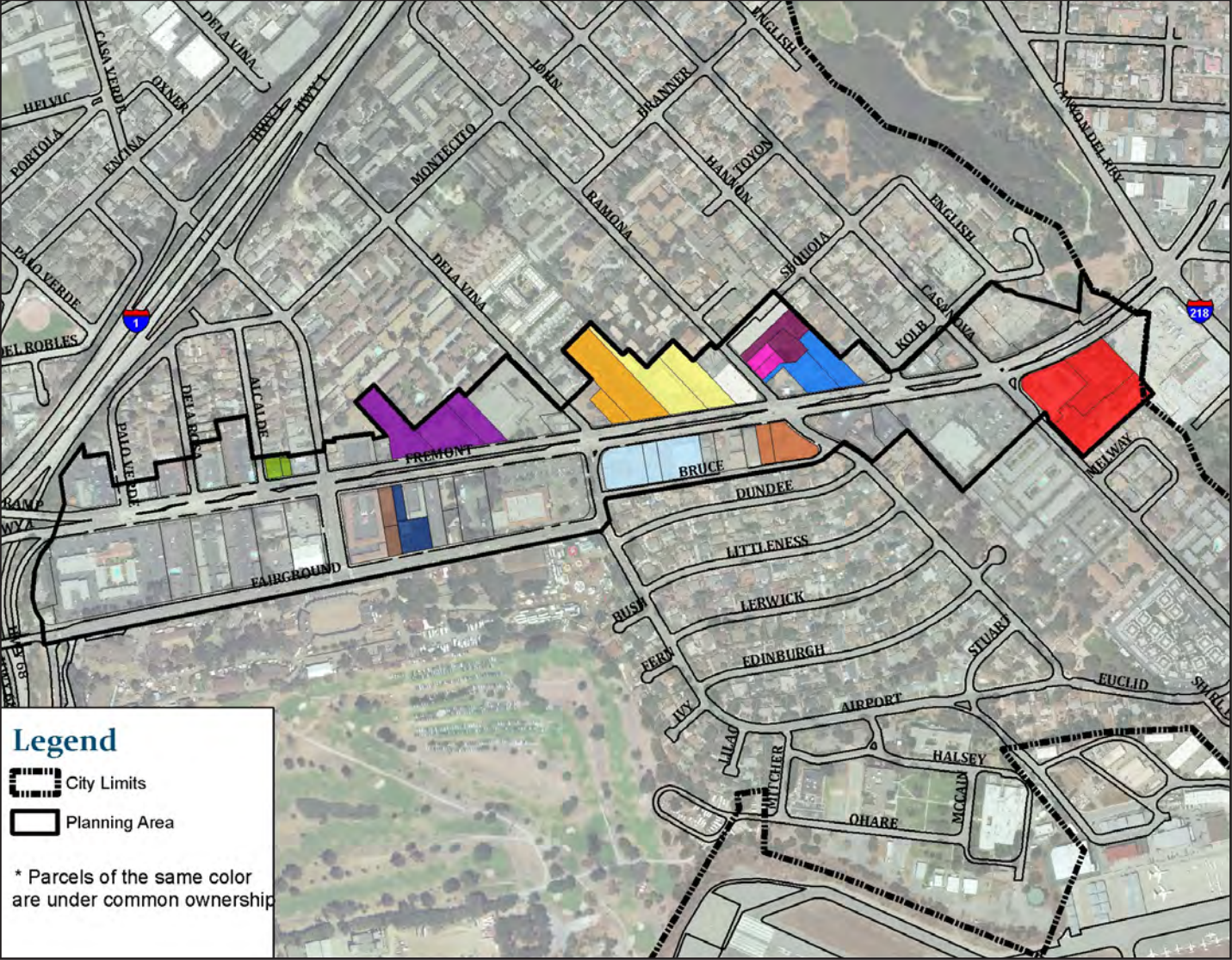


Figure 6: Property Ownership

challenges & opportunities

underdeveloped and hosting existing uses with water, opportunity sites emerge.

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 include the following:

Site 1: APNs: 013-134-050, 051 & 047. Total area of parcels = 60,500+ SF. All under one family (Ballard) ownership. Parcels include laundry, restaurant, and misc commercial uses.

Site 2: APNs: 013-171-014, 004 & 015. Total area of parcels = 70,800+ SF. All under one family (Work/Saucito Land Company) ownership. Parcels include bar (Eddie's), and commercial uses. One additional parcel APN 013-171-008 (Car Wash) could be included in this opportunity site. It is under separate ownership (Coniglio Family Trust) but has a low IL ratio and high water availability.

Site 3: APN: 013-103-036. Total area of parcel = 45,000+ SF. Parcel includes restaurant (Chef Lee's), and residential.

The entire block bordered by North Fremont, Casa Verde, Fairgrounds Road, and Highway One: Total

area of collective parcels = 8.61 acres. The vision for this site is to combine the properties and develop a small conference center with hotel rooms, meeting rooms, restaurants, and some retail. The facility could be used in conjunction with the Fairgrounds facilities or the Hyatt Regency facilities on Mark Thomas Drive. The site could also provide additional parking that could be made available during Fairgrounds events or to other commercial businesses.

CHARACTER AREAS

While community meeting participants expressed a desire to allow flexibility in uses throughout the planning area, there was also an interest in distinguishing three character areas by design and function: a visitor-serving area to the west of Casa Verde Way, a village center between Casa Verde Way and Ramona Avenue, and a neighborhood serving area to the east of Ramona Avenue (Figure 7). These character areas will evolve to achieve their design and function objectives as new development is proposed subject to specific design criteria that encourages the type of activity consistent with the objectives of the character area. The major features of each Character Area are as follows:

Neighborhood Commercial Character Area

The eastern portion of the planning areas would remain as a more traditional neighborhood serving shopping area where convenience is provided to

challenges & opportunities

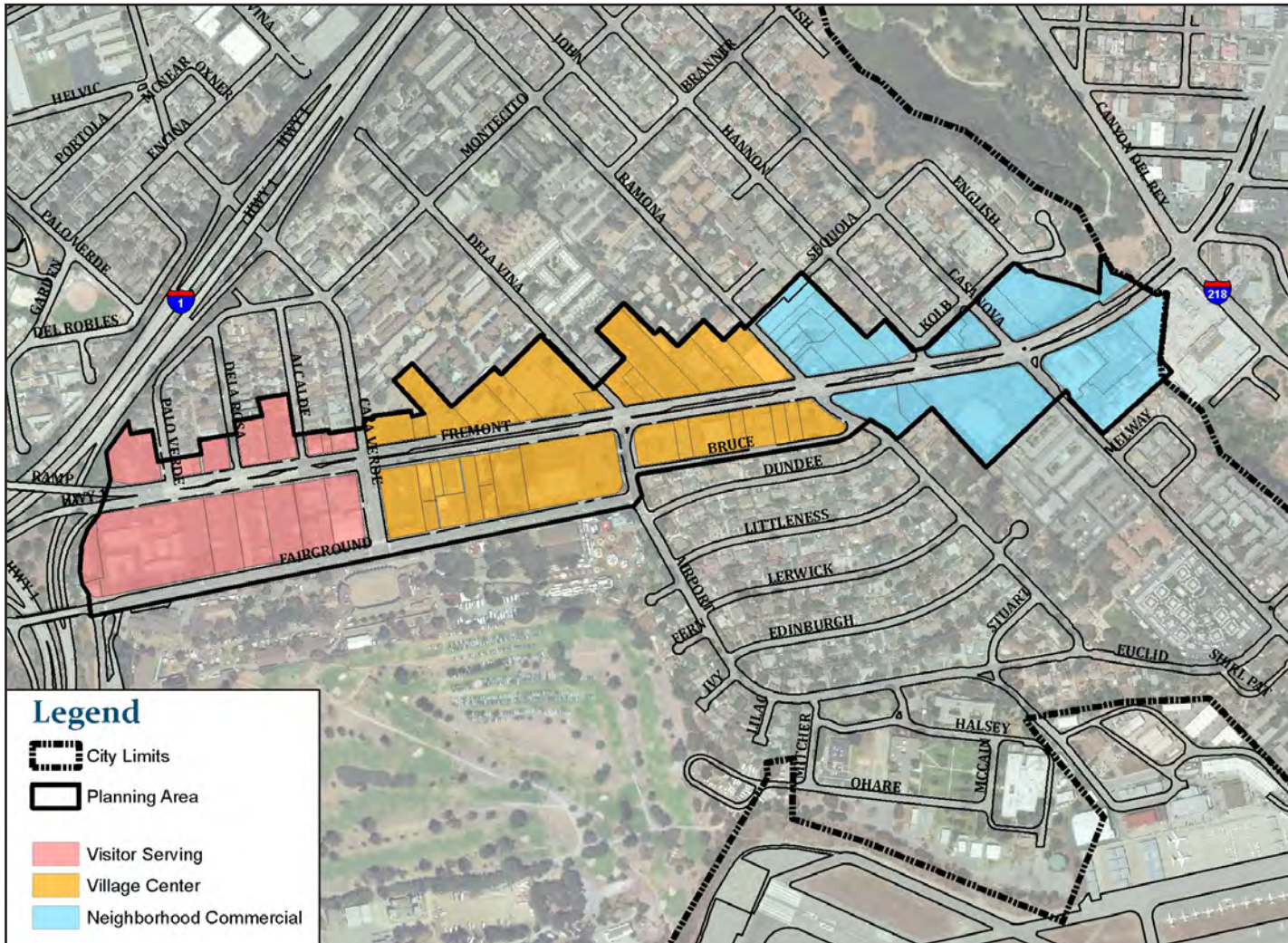


Figure 7: Character Areas

challenges & opportunities

those on their way home or through the corridor for an efficient stopover. This would include:

- Mix of one and two-story structures
- On-site parking allowed, shared parking encouraged

Visitor Serving Character Area

The western end of the planning area hosts the majority of the hotels along North Fremont Street. On the south side of North Fremont, west of Casa Verde Way, a mix of three and four-story structures is appropriate. Given the topography of the block between North Fremont Street and Fairgrounds Road, there is also an opportunity to provide additional height that would not impact adjacent residences, and subgrade parking that would benefit many stakeholders if made available to the business district as well as the Fairgrounds during key events. This would relieve parking impacts to the adjacent neighborhoods, provide additional revenue for the property owners, and help address the Fairgrounds parking issues.

Fairground Road

Many of the hotels on North Fremont Street have dual frontages, with secondary pedestrian and/or vehicle access on Fairground Road. Despite this condition, the Fairground Road frontages are not highly-developed and do not convey the quality of design or landscape treatment as the primary frontages on North Fremont Street corridor. In addition, there remain commercial

uses on Fairground Road that are unrelated to the fairgrounds or the hotel community. As a result, the visual experience of fairgrounds patrons and their perception of North Fremont Street may be influenced by this appearance. There is a great opportunity to enhance the Fairground Road frontages to improve the appearance and access to these properties. Additionally, the public sidewalk along the north side of Fairground Road could be enhanced and widened, and strategic crosswalks could be established to improve the pedestrian experience and connection between the hotels and the fairgrounds.

Village Center Character Area

The center of the planning area will solicit the highest level of pedestrian activity and residential growth. Designs are oriented to the pedestrian and provide refuge and gathering areas. This area is envisioned to include:

- Mix of one, two and three story structures
- Off-site parking/shared parking
- Pedestrian plazas and walkways
- Inter-block walkways
- Buildings built to back of North Fremont sidewalk

challenges & opportunities

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.

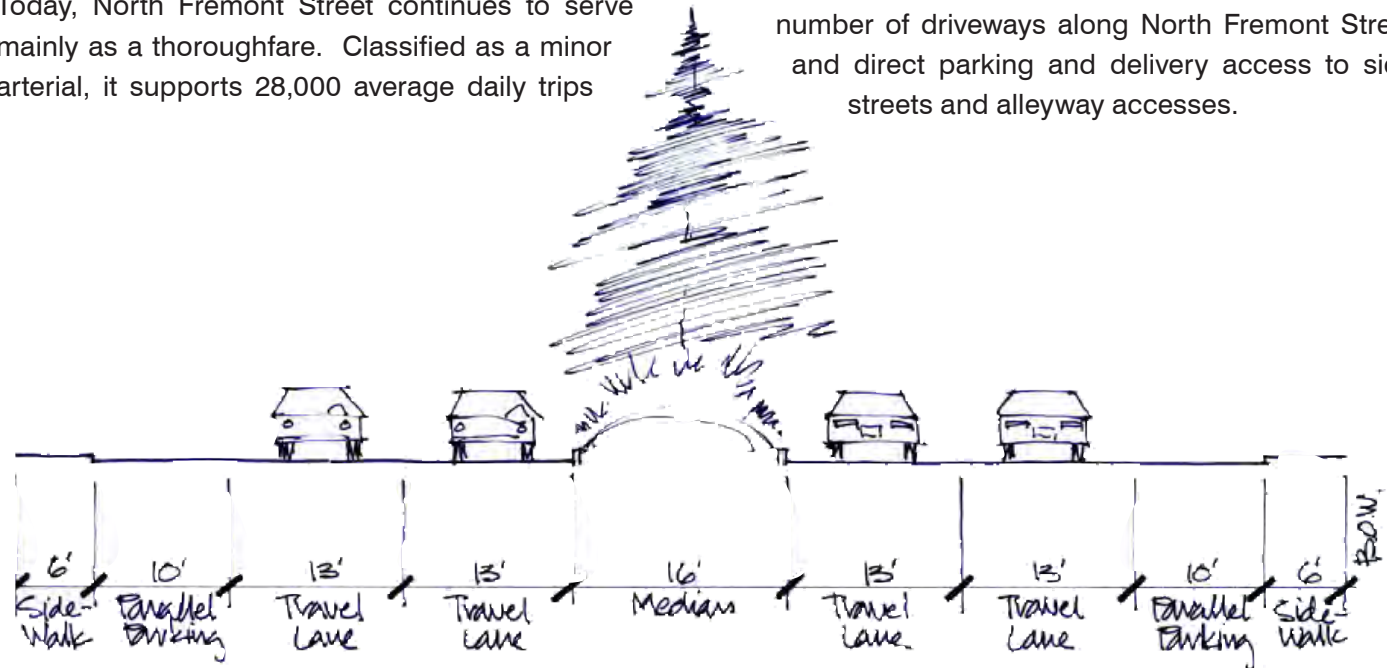
challenges & opportunities

CIRCULATION AND STREETScape

Prior to the construction of Highway 1 in the Monterey Area, North Fremont Street was part of the much longer Fremont Street that provided an uninterrupted connection from Munras Avenue in Monterey east through Seaside to old Highway 1. Because North Fremont Street was one of the only routes in and out of Monterey, the street developed as an automobile oriented commercial corridor. Construction of the highway through Monterey in the mid 1960s cut off Fremont Street at the western boundary of the Planning Area, thus breaking the street's continuous connection.

Today, North Fremont Street continues to serve mainly as a thoroughfare. Classified as a minor arterial, it supports 28,000 average daily trips

traveling at 35 miles per hour. The street's heavy vehicle traffic, narrow and cluttered sidewalks, and frequent driveways create unsafe conditions for bicyclists and pedestrians. An abundance of on-street parking provides an opportunity to redesign the North Fremont Street ROW that follows the "complete street" concept identified in the Vision and alleviates these problems by providing a bicycle lane, and replacing some on-street parking spaces with pedestrian landscaping buffers and intersection bulb-outs, which would significantly shorten the pedestrian crossing distance across North Fremont Street. The streetscape plan will also strive to decrease the number of driveways along North Fremont Street and direct parking and delivery access to side streets and alleyway accesses.



challenges & opportunities

Streets

North Fremont Street is a secondary entry point to the City and carries vehicles from the cities of Seaside and Del Rey Oaks to the Planning Area commercial businesses and hotels. The street terminates at State Highway 1, where the driver must enter the freeway and then exit to re-enter the City at Lake El Estero.

North Fremont Street is a four lane minor arterial with left turn lanes and protected left turn movements with u-turns. The 100-foot right of way consists of a ten-foot parking lane and six-foot sidewalk on both sides of the street, 13-foot travel lanes, and a 16-foot raised landscaped median that runs the length of the corridor. There exist four signalized intersections at Casanova, Ramona, Casa Verde and Dela Vina.

North Fremont Street does not have significant traffic and parking problems. The traffic signals on North Fremont Street are coordinated within the City. The long signal phases at Canyon Del Rey in Seaside do not coordinate with North Fremont Street timing, so that intersection often backs up into Monterey.

A U-turn at the North Fremont Street/Canyon Del Rey intersection is necessary to allow a return to Monterey for eastbound traffic. Also, the Canyon Del Rey U-turn may reduce the number of cars that use neighborhood streets to return to Monterey, rather than remaining on arterial streets. A U-turn will require approval from the City of Seaside and CalTrans. Alternatives to a

U-turn at Canyon Del Rey include (a) median revisions in front of the Cypress Bowl/Ito Site, (b) design of the Casanova/North Fremont Street to facilitate return to Monterey from the Cypress Bowl/Ito Site if there is access to the site from Casanova Street.

Dundee Avenue and Bruce Lane are sometimes used by North Fremont Street customers and delivery trucks as a return to Monterey, rather than returning to North Fremont Street and going through several traffic signals. Proper design of undeveloped, underdeveloped, and redeveloped sites can direct traffic to use the appropriate streets and accessways.

challenges & opportunities

Transit Service

Monterey/Salinas Transit currently provides bus service through the Planning Area. The BRT line will connect the Edgewater Shopping Center in Sand City with Cannery Row via North Fremont Street and Downtown Monterey. A key objective is to improve bus service between the mixed-use areas with a minimum of 15 minute headways. The streetscape plan for North Fremont includes new BRT stops, signal triggers, and “jump” lanes that will facilitate movement of the BRT vehicles in both directions.

Bicycle Circulation

The City’s Multi-Modal Mobility Plan (MMMP) designates North Fremont as an important connector for inter-city bicycle circulation. Consistent with the MMMP, the streetscape plan includes new Class 2 bicycle lanes along North Fremont in both directions.

Pedestrian Circulation

The existing sidewalks along North Fremont Street contain impediments to safe pedestrian access such as joint poles, lifted pavement, and narrow passage. The proposed streetscape plan addresses these impediments through the undergrounding of utilities and creating areas of expanded sidewalk for pedestrian refuge, bus stops, and street furniture. The proposed improvements will create clear and unimpeded pedestrian access as well as the visual perception of a wider sidewalk.

During the community outreach process, the following challenges and opportunities specific to circulation and streetscape design were identified:

- Need more signs to direct people to parking
- Need adequate on-site parking for shared uses
- Streets are too wide (unsafe for seniors)
- Too many traffic movements (unsafe for pedestrians)
- Skewed intersections
- Narrow, cluttered sidewalks
- Inadequate street lighting
- Too many driveway curbcuts
- Not bike friendly and lack connections to NPS
- Need eastbound U-turn at Canyon Del Rey
- High traffic speed exiting Hwy 68; entering Hwy 1
- No “escape” from entering Hwy 1 once across Palo Verde
- Need similar speeds from Seaside to Monterey

challenges & opportunities

PARKING

There is generally sufficient parking on-site or on North Fremont Street to handle commercial parking demand. The commercial properties on Ramona have the potential to create neighborhood parking problems because they front on the side street, and parking tends to move into the neighborhood, rather than to vacant spaces on North Fremont Street.

Parking for large Fairgrounds events can negatively impact North Fremont Street parking. Fairground parking impacts can be reduced through a combination of solutions aimed at providing substantial parking areas for large events, shuttles to bring patrons from off-site lots, and encouraging hotel guests to walk to the Fairgrounds. Revenues from parking on the Navy Golf Course are used for security, rather than to support the golf course. The Fairgrounds and City could explore financial arrangements that would make parking more financially attractive to the Navy.

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 North Fremont Street, 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.

A total of 2,384 parking stalls are located within the study area, 231 on-street and 2,153 off-street. According to the Study, to date, parking has been *built* at an average rate of 2.83 stalls per 1,000 GSF of development in the North Fremont area. This rate appears to have provided surplus parking with significant availability in both existing on- and off-street facilities, especially given that land uses in the study area only generate parking *demand* ratio of 1.33 stalls per 1,000 GSF in the future. According to this analysis, approximately 1,262 stalls are empty and available at the peak hour of utilization (according to

challenges & opportunities

PUBLIC UTILITIES

future estimates). This surplus of parking allows for future development to make use of existing spaces prior to the construction of new parking.

The North Fremont 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. Locating these facilities away from public view is preferred.

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 North Fremont Street. 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

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the remaining wastewater, which is then discharged though 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 problematic sanitary sewer main was located in the North Fremont area, but has since been subsequently enlarged to meet the build-out demand.

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. Coordination of the undergrounding with other public rights of way improvements (MST, MRWPCA purple pipe installation (see below), and other streetscape plan improvement) is possible. 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. Therefore, the design of the undergrounding plan may create constraints for the location of other streetscape plan elements.

Water

The Planning Area is served by the California-American Water Company (Cal-Am). As of 2013, 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,

challenges & opportunities

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 determine the presence of water credits on a particular site that may be available for an expanded use. This 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 is working on RUWAP (recycled urban water augmentation program), which will produce a trunk-line pipeline to deliver up to 300 AF of recycled/treated water to Monterey. 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.

CalAm intends to upgrade their delivery infrastructure by replacing broken or deteriorated lines and pipes through-out the Monterey Peninsula. For North Fremont Street, however, there are no immediate plans to replace mains or pipes due to their relatively good condition.

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Storm Water Collection System

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 North Fremont 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. During heavy rains, there is flooding at North Fremont Street and Ramona Avenue, causing street closure. Improvements to the storm drain system are necessary to resolve this flooding.

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

challenges & opportunities

design standards in private and public development projects. In 2013, 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 (Figure 12 – Solid Waste Receptacles). 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 North Fremont 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.

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

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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 North Fremont will qualify North Fremont 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.

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land use & development



Land Use and Development - Objectives, Standards and Guidelines

The purpose of this section is to provide objectives, standards and guidelines for new land uses and development within the Planning Area. While the Specific Plan goals define the Specific Plan vision at varying levels of specificity, the purpose of the land use and development objectives is to provide a measurement for how adequately a project implements the Specific Plan vision and 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.

What's the Difference Between a Standard and a Guideline?

A standard is a requirement for all new development. However, a 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 objective.

land use & development

1. Uses

The vision of the North Fremont Specific Plan is to host a wide range of business types, including neighborhood-serving commercial, restaurants, full-service hotels and/or motels, and development containing a mix of uses including business, retail and residential. All uses in the table on the following page must be found consistent with the objectives, as applicable.

Objectives

- O.1.1. The commercial component of the project includes at least one of the following specific business types: supermarkets/grocery stores, banks, full-service repair shops, bakeries, or other visitor-serving and neighborhood-serving commercial uses consistent with the use chart below.
- O.1.2. The project is adjacent to Bruce Lane or Kolb Avenue and includes Commercial and/or Visitor Serving uses that do not generate high levels of noise, traffic, or other nuisances that may have an impact on the adjacent residential uses.
- O.1.3. The project is within the Visitor Serving Character Area and replaces existing commercial uses that do not relate to the hotel community or fairgrounds with visitor-serving uses, such as restaurants or coffee shops.

- O.1.4. The project includes residential uses that are incorporated into a mixed-use project fronting North Fremont Street and are located above, behind, or otherwise subordinate to the street level commercial use. All street level residential fronting North Fremont does not detract from the pedestrian orientation of the block face.
- O.1.5. The Residential component of the project that exceeds 30 dwelling units per acre is of exceptional design, implements the vision of the North Fremont Specific Plan and is consistent with all applicable design objectives with no exceptions.
- O.1.6. The project is consistent with MCC Section 3-505 (Performance Standards)

land use & development

Uses

P – Permitted C – Conditionally Permitted

Use Standards	Fronting North Fremont	Fronting Side Streets or Fairgrounds Road	Fronting Bruce Lane or Kolb
Assembly - Major	C	P	C
Assembly – Minor, First floor	P	P	P
Assembly Minor, above first floor	P	P	C
Food & Beverage Sales - Major	C	C	C
Food & Beverage Sales - Minor	P	P	C
Park and Recreation Facilities	P	P	P
Parking Area - Private and Public	C	C	C
Parking - Subgrade	C	C	C
Residential, first floor	C*	P*	P*
Residential, above first floor	P*	P*	P*
Retail sales - Major	P	P	C
Retail sales - Minor	P	P	C
Restaurant - Major	P	P	C
Restaurant - Minor	P	P	C
Seating outside - Incidental, major	P	C	C
Service - Minor, first floor	P	P	C
Service - Minor, above first floor	P	P	C
Temporary uses	P	P	P
Utility, Major	C	C	C
Utility, Minor	P	P	P
Visitor Accommodation Facility	As allowed in City Code		
* Use Permit Required if Residential density exceeds 30 dwelling units per acre			

land use & development

2. Site Planning

GENERAL

Objectives

- O.2.1. Commercial spaces are oriented for the pedestrian.
- O.2.2. The privacy of existing adjacent residences is preserved and noise and shadow impacts are reduced through sensitive lot design and use of buffers, such as landscaping, parking, and open space.
- O.2.3. Adequate parking is available and/or provided.
- O.2.4. Safety and crime prevention have been addressed.
- O.2.5. The site plan takes into consideration the location of existing adjacent utilities.



Standards

- S.2.1. Maximum site coverage: 100 percent.
- S.2.2. Locate all building entries at street level.
- S.2.3. Projects on through lots between North Fremont Avenue and Fairgrounds Road, and corner lots shall provide a building face to both streets.
- S.2.4. Projects shall be predominantly built to the back of sidewalk, with the exception of projects that front Bruce Lane. As such properties redevelop, construction of a sidewalk along Bruce Lane shall be required. Where the sidewalk along North Fremont is less than twelve (12) feet in width, an adequate setback shall be provided to increase sidewalk width to twelve (12) feet.
- S.2.5. Minimum setbacks to Bruce Lane shall be fifteen (15) feet for plate heights that do not exceed twenty-five (25) feet and twenty-five (25) feet for plate heights that exceed twenty-five (25) feet but do not exceed forty (40) feet.
- S.2.6. 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.
- S.2.7. Noise impacts, as defined by the City Code and General Plan shall be avoided. If a project has the potential to negatively impact an adjacent residence, a noise study shall be prepared that identifies potential impacts and mitigation measures that would reduce such impacts.

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Guidelines

- G.2.1. 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.
- G.2.2. 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.
- G.2.3. Incorporate display windows or other architectural features along a public ROW that provide interest for the pedestrian.
- G.2.4. Design and locate roof overhangs, building protrusions, outdoor areas and other such features so as to not obstruct existing adjacent public utilities.
- G.2.5. Multifamily entrances not located on North Fremont are set back from the back of sidewalk to accommodate a front yard or landscaped area.
- G.2.6. 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.
- G.2.7. Provide buffers where necessary to reduce impacts to adjacent residents, such as landscaping,
- G.2.8. Locate high activity areas (where people may gather and generate noise) appropriately to avoid noise and privacy impacts to existing residences.



- G.2.9. Locate building mass to minimize impacts on the adjacent properties' ability to access sunlight.
- G.2.10. Noise and shadow studies may be prepared to identify additional site design measures to reduce potential noise and shadow impacts.
- G.2.11. Incorporate the following Crime Prevention Through Environmental Design (CPTED) guidelines when feasible:
 - G.2.11.1. Natural Surveillance
 - Place windows overlooking sidewalks and parking lots.
 - Create landscape designs that provide surveillance, especially in proximity to designated points of entry.
 - Avoid poorly placed lights that create blind-spots for potential observers and

land use & development

miss critical areas. Ensure potential problem areas are well lit: pathways, stairs, entrances/exits, parking areas, ATMs, phone kiosks, mailboxes, bus stops, children's play areas, recreation areas, pools, laundry rooms, storage areas, dumpster and recycling areas, etc.

- Avoid too-bright security lighting that creates blinding glare and/or deep shadows,
- Use shielded or cut-off luminaires to control glare.
- Place lighting along pathways and other pedestrian-use areas at proper heights

G.2.11.2. Natural Territorial Reinforcement

- Maintain premises and landscaping such that it communicates an alert and active presence occupying the space.
- Provide trees. Outdoor residential spaces with more trees are seen as significantly more attractive, more safe, and more likely to be used than similar spaces without trees.
- Display security system signage at access points.
- Placing amenities such as seating or refreshments in common areas in a commercial or institutional setting helps to attract larger numbers of desired users.

Natural Surveillance

Natural surveillance increases the threat of apprehension by taking steps to increase the perception that people can be seen.

Natural surveillance occurs by designing the placement of physical features, activities and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space.

Territorial reinforcement measures make the normal user feel safe and make the potential offender aware of a substantial risk of apprehension or scrutiny.

land use & development

TOPOGRAPHY

Objectives

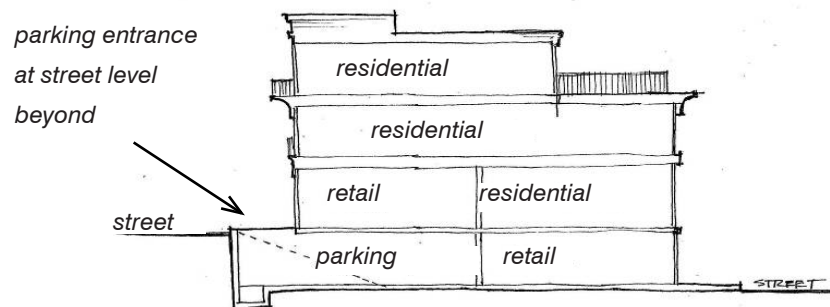
- O.2.6. Projects on sloped sites are designed to minimize grading and step with the topography. Alternatively, the project takes advantage of the sloped site by creating underground parking thereby minimizing visual impacts of parking areas.
- O.2.7. No portion of the project appears out of scale due to topographical changes on the site.

Standards

- S.2.8. Retaining walls that are visible from the public right-of-way shall not exceed ten feet in height.

Guidelines

- G.2.12. Design the project to step with the topography of the site, such as between North Fremont and Fairgrounds Road.
- G.2.13. Minimize grading, unless underground parking is provided.



OPEN SPACE

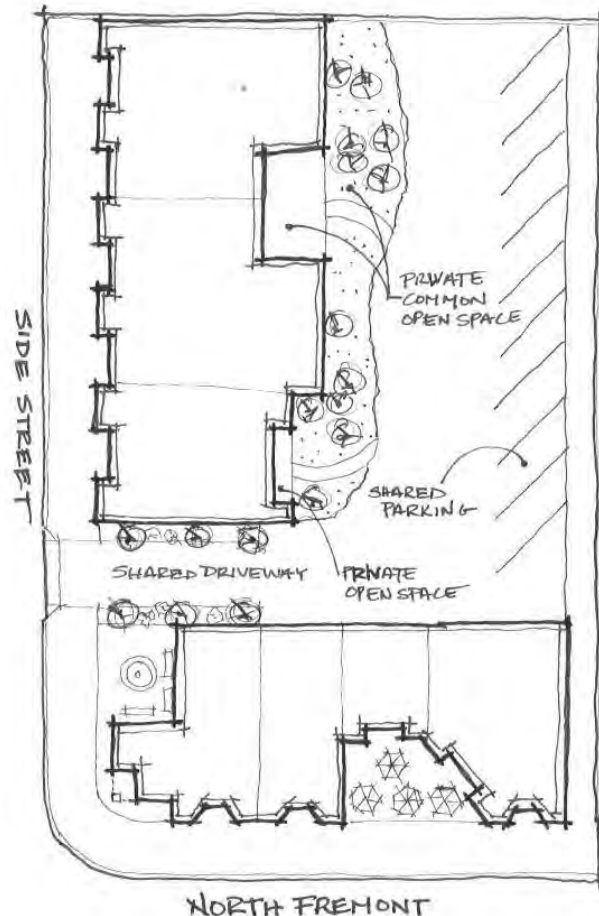
Objectives

- O.2.8. 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.
- O.2.9. The project open space component contributes to the walkability of the neighborhood.
- O.2.10. If the project includes plazas and walkways, they: 1) are accessible to pedestrians directly from a public sidewalk and the building it serves; 2) directly abut and be visible from the street frontage of the site; and, 3) include pedestrian-oriented amenities such as seating areas, art, fountains, or similar amenities as approved by the City Manager or designee.

land use & development

Guidelines

- G.2.14. Provide open space areas that enhance the site as a place for pedestrians.
- G.2.15. Provide open space that serves as a focal point for the site.
- G.2.16. Design open space areas to provide views onto public activity areas such as sidewalks, streets and plazas.
- G.2.17. Design open space areas to provide safe, convenient access to the various functions within a site.
- G.2.18. 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.
- G.2.19. Cluster buildings to create active outdoor public space.
- G.2.20. Usable open space may be composed of one or more of the following elements:
- A courtyard
 - A patio
 - A landscaped yard (except fronting North Fremont)
 - A rooftop deck
 - A balcony
- G.2.21. Encourage new development to incorporate public artwork and landscaping elements.
- G.2.22. Design open space to connect the entrances of two buildings on a site.



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G.2.23. Enhance pedestrian and bicycle connections wherever feasible.

G.2.24. Design open space to enhance 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

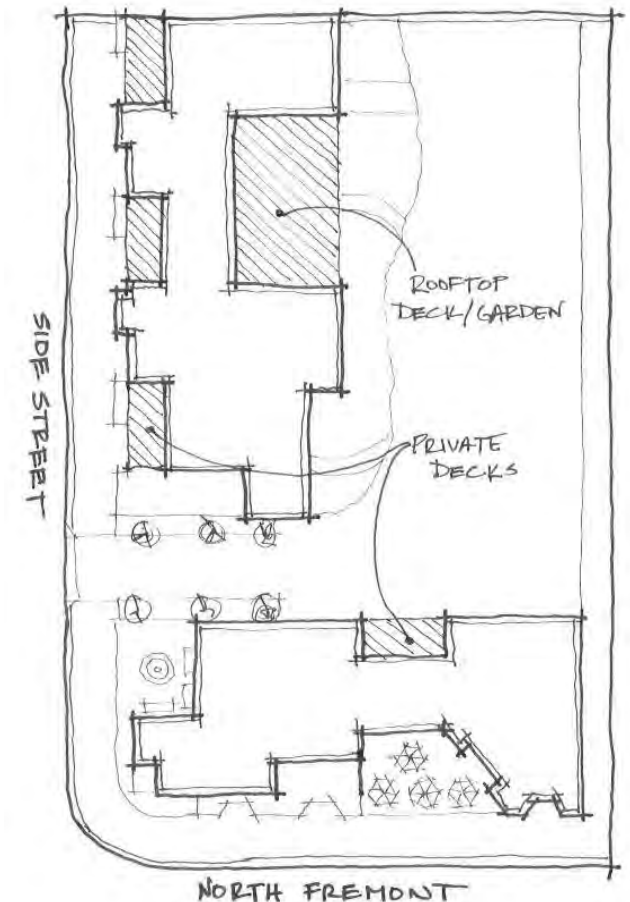
G.2.25. Provide pedestrian access that is adequate in size, availability, accessibility and function to satisfy demands relative to the size of the project and proposed use(s).

G.2.26. Locate a walkway so that key destination points, such as building entries, are clearly

visible.

G.2.27. Site a path in an area that will remain visible from active public spaces.

G.2.28. Define walkways with landscaping, site furniture and pedestrian-scaled lighting.



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TRASH, SERVICE & EQUIPMENT AREAS

Objective

O.2.10. Trash, service areas and equipment areas (mechanical, backflow preventer, etc.) are located to decrease impacts on the streetscape appearance and function.

Guidelines

- G.2.28. Screen from public view and store trash and recycling within an enclosed area. Screening/enclosure materials should draw from the building design.
- G.2.28. Design and locate trash enclosures consistent with the City's Waste Enclosure Guidelines.
- G.2.28. Design service areas to be on site and away from public sidewalks when feasible.
- G.2.29. Screen equipment from view. Screening devices may include building parapets, landscape elements, and architectural features.
- G.2.30. Paint rooftop equipment to match the roof.
- G.2.31. Use low-profile mechanical units on rooftops that are not visible from public ways.
- G.2.32. Provide areas for satellite dishes and utility meters out of public view.

land use & development

PARKING

Objective

- O.2.11. Parking facilities are conveniently located and designed to be attractive, compatible additions that provide a pedestrian-friendly edge to the area but do not cause negative impacts to adjacent residences.

Standards

S.2.10. Parking Requirements:

- S.2.10.1. Commercial: two spaces per 1,000 GSF
- S.2.10.2. Residential: 1 space per unit for studios and one bedroom units, two spaces for two or more bedroom units.
- S.2.10.3. 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.
- S.2.10.4. Off-site shared parking located further than 1,250 feet can 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.)

- S.2.10.5. All new residential development to be rented shall “unbundle” the full cost of parking from the cost of the housing itself by creating a separate parking charge.



land use & development

Guidelines

G.2.34. Locate parking in an offsite structure or area to the side or rear of the structure.

G.2.35. Access parking from alleyways when feasible.

G.2.36. Share driveways when feasible to reduce the number of curb cuts.

G.2.37. Locate curb cuts away from intersections to minimize conflicts with pedestrian and traffic movement.

G.2.38. Develop the street elevation of a parking structure with a retail/commercial building wrap.

G.2.39. Incorporate one or more of the following into the secondary elevations of a parking structure:

- Retail/commercial wrap
- Murals or public art
- Decorative architectural features
- Display cases
- Landscaping
- Public amenities (street furnishings)

G.2.40. Locate a surface lot behind a building whenever feasible.

G.2.41. Design structures or surface lots to minimize light and noise impacts to adjacent residences.

G.2.42. Use CPTED standards to maximize safety and crime prevention.

G.2.43. Site a parking lot so it will minimize gaps in the continuous building wall of a block.

G.2.44. Any surface parking lot should have landscaped area distributed along the street frontage.

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3. Building Design, Mass, and Scale

The Vision of the North Fremont 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

- O.3.1. The project contributes to an eclectic architectural mixed-use corridor.
- O.3.2. The project contributes to the overall diversity of the streetface.
- O.3.3. 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.
- O.3.4. The project is designed to support the success of the mix of uses proposed.
- O.3.5. The project preserves the privacy of existing adjacent residences through sensitive building design.
- O.3.6. Projects that occur at a major intersection provide a building anchor at the corner.
- O.3.7. The project contributes to a variety of height and mass along the streetface.
- O.3.8. The rhythm and scale of the street wall is designed to enhance the pedestrian experience.
- O.3.9. Projects exceeding 35 feet in height in the Village Core Area provide public open space in the form of a pedestrian plaza, courtyard, or pedestrian refuge area.
- O.3.10. Projects exceeding 35 feet in the Visitor Serving Area provide affordable housing units and additional parking that can be used by the business district or the Fairgrounds during large events.
- O.3.11. The project qualifies as as a Transit Priority Project (TPP) and implements the City's Climate Action Plan.

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Standards

- S.3.1. Maximum Building Height for buildings fronting North Fremont: 35 feet*
- S.3.2. Up to 40 foot-high buildings may be permitted in the Village Core Area with a development permit, provided the project is consistent with Mass and Scale Objectives and Design Guidelines and the height and setback requirements from Bruce Lane.*
- S.3.3. Up to 50 foot-high building may be permitted in the Visitor Serving Area on the south side of North Fremont with a use permit, provided the project is consistent with all Mass and Scale and Site Planning objectives and design guidelines.*
- S.3.4. To qualify as a TPP, the project must comply with the definition contained in the California Environmental Quality Act.

* Building height shall be measured from the existing or proposed grade (whichever is more restrictive) to the top of the roof joist.

Transit Priority Project

A Transit Priority Project (TPP), is defined by the California Environmental Quality Act (CEQA) Public Resources Code Section 21155, and is a project that generally meet the following criteria:

(1) contains at least 50 percent residential use, based on total building square footage and, if the project contains between 26 percent and 50 percent nonresidential uses, a floor area ratio of not less than 0.75;

(2) provides a minimum net density of at least 20 dwelling units per acre; and

(3) is within one-half mile of a major transit stop or high-quality transit corridor included in a regional transportation plan.

Refer to CEQA Section 21155 for additional requirements and exceptions.

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Guidelines

- G.3.1. Use simple rectangular forms with flat, gable or hip roofs. Other forms may be used as an accent and should remain subordinate. These elements should be reviewed on a case-by-case basis.
- G.3.2. Provide a solid to void ratio on a new building façade that creates continuous interest to the pedestrian.
- G.3.3. Orient decks and windows away from the existing private yards and decks and windows of existing residences.
- G.3.4. New interpretations of traditional building styles are encouraged.
- G.3.5. Define prominent building corners with a strong building presence.



- G.3.6. Enhance block corners with a pedestrian-friendly entrance plaza. This may include human-scaled design features such as benches and planters.
- G.3.7. Enhance the pedestrian experience by incorporating:
 - Variation in height at internal lot lines
 - Variation in the plane of the front façade
 - Variation in architectural detailing and materials to emphasize the building module
- G.3.8. 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.

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- G.3.9. Repeat wall elements, including windows, columns, ornamental trim and architectural features, such that rhythms and patterns result.
- G.3.10. Use horizontal elements such as porches, balconies and horizontal coursing to break up the vertical mass of a wall.



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4. Building Materials and Colors

Objective

- O.4.1. The project uses building materials that convey a sense of “belonging” in the setting of the District.
- O.4.2. The project uses building materials that are durable and low maintenance to avoid maintenance issues.

Guidelines

- G.4.1. Use traditional building materials with detailing that reduce the perceived scale of a building.
- G.4.2. Use materials that convey a hand-crafted character.
- G.4.3. Use durable materials that have proven performance in the Monterey climate.
- G.4.4. Use high quality materials.
- G.4.5. Large panelized products and extensive featureless surfaces are discouraged.
- G.4.6. Incorporate changes in color, texture and materials into the building design to help to define human scale.

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5. 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

- O.5.1. The lighting continues a consistent character and level of lighting along North Fremont that protects the dark sky.
- O.5.2. The lighting is sensitive to adjacent residential uses.
- O.5.3. The lighting is limited to providing an accent for building entrances; lighting signs; and providing a safe and secure environment for public places.
- O.5.4. The lighting source is energy efficient.
- O.5.5. The project's lighting is appropriate for the site.
- O.5.6. The project's light does not result in glare and does not spill beyond its subject.
- O.5.7. CPTED Standards have been incorporated where feasible.

Standards

- S.5.8. All light sources are directed downward and focused on subject so that no light spillage results.

Guidelines

- G.5.1. Prevent glare by using shielded and focused light sources.
- G.5.2. Conceal all light sources from adjoining properties.
- G.5.3. Use energy efficient light sources.
- G.5.4. Use light sources that provide a quality of light similar to daylight.
- G.5.5. Avoid "uplighting" of entire building faces, or outlining the frame of a building.
- G.5.6. Shield light sources with simple shade devices that are consistent with the building design.

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6. Signs

These sign standards and guidelines are in addition to the standards set forth in Chapter 31 of the Monterey City Code and the Citywide Sign Guidelines, which regulate signs citywide. If any conflict in standard or guidelines is perceived, the standards and guidelines contained in the North Fremont Specific Plan shall take precedence.

Monterey Municipal Code Chapter 31, Signs, also provides the standards for review and the process for sign applications. In addition, the City of Monterey has adopted Citywide Sign Guidelines. The following guidelines address the unique character and history of the planning area and focus on bringing into conformity with the Citywide Sign Guidelines all properties within the plan boundaries of the North Fremont Street Specific Plan.

Objectives

- O.6.1. The sign design and scale is integrated into the design fabric of North Fremont Street.
- O.6.2. The visual prominence of the sign is appropriate to allow for the views of buildings, trees, and streetscape.
- O.6.3. The design of the sign continues the unique design character of North Fremont Street and helps to distinguish the street's sign heritage from other commercial thoroughfares dominated by standard corporate imagery, oversized signs, and strip-mall aesthetics.

Guidelines

Visitor Serving Character Area

- G.6.1. Pedestrian-scaled signs for the hotels are encouraged on Fairgrounds Drive. These signs should correspond to pedestrian access points.
- G.6.2. Oversized vehicle-scaled signs should be removed.
- G.6.3. Additional signs should be installed on Fairground Road identifying the businesses. This will reduce the perceived "back-alley" feel.

Internal Illumination

North Fremont Street contains a variety of existing internally-illuminated signs that are installed as wall signs, freestanding signs, and pole signs. Though internal illumination of signs increases its visibility at night, it also conveys a standardized, common appearance when used. The appearance of a commercial corridor can quickly become dominated by excessively bright signs, which detract from views of building architecture and landscaping. Alternatives

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to internal illumination will create a more distinctive and unique character for North Fremont Street and will differentiate the district from other nearby vehicle thoroughfares. It will also bring the physical appearance of its commercial buildings and hotels in line with other business corridors in Monterey where internal illumination has been discouraged.

To bring the North Fremont area into conformance with the City's sign ordinance that discourages internally illuminated signs, it is the objective of these guidelines to eventually eliminate these signs in an equitable and consistent manner. To that end, the following guidelines apply to any future proposed alterations to existing internally-illuminated signs.

- G.6.4. The sign face of an existing internally-illuminated sign may be replaced once, regardless of purpose or circumstance.
- G.6.5. At the time of the replacement, the background of the sign should be made to be wholly opaque, precluding the passage of light through the background of the sign surface. The individual letters and/or logos may remain translucent.
- G.6.6. The size, location, etc. of the sign may otherwise remain unchanged.
- G.6.7. Any future alterations beyond this one-time sign face change must exclude internal illumination.
- G.6.8. When applicable, this guideline shall be applied in addition to the guidelines for Pole Signs.



Example of an internally-illuminated Cabinet Sign (to be phased out)



Example of internally-illuminated Channel Letters (to be phased out)



Example of internally-illuminated Channel Letters at night (to be phased out)

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Example of a large pole sign (to be phased out)

Pole Signs

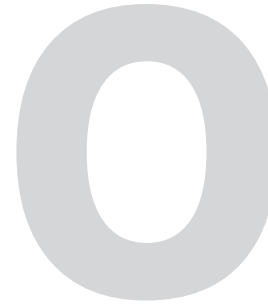
North Fremont Street was the original alignment of State Highway One and served as a vehicle thoroughfare for motorists arriving to Monterey prior to construction of the modern freeway. The early development of hotels on North Fremont Street corresponded to the rise in individual automobile use and the advent and popularity of the pole sign. Over time, the aesthetic effect of these pole signs has come to be regarded as undesirable, despite their perceived effectiveness. To bring the North Fremont area into conformance with the City's sign ordinance that prohibits pole signs, it is the objective of these guidelines to eventually eliminate these signs in an equitable and consistent manner. To that end, the following guidelines apply to any future proposed alterations to existing pole signs.

When an application is made to alter an existing pole sign, including replacement of a sign face, the following should occur:

- G.6.9. The visible pole should be eliminated;
- G.6.10. The height of the sign should be reduced to a maximum of eight (8') feet, as is allowed for a vehicle-oriented freestanding sign;
- G.6.11. A solid base or pedestal should be integrated into the area beneath the sign;
- G.6.12. All other guidelines for a vehicle-oriented freestanding sign should apply to the extent feasible.

06 circulation, streetscape & parking

circulation, streetscape & parking



Circulation, Streetscape & Parking

The Circulation, Streetscape and Parking plan ensures that this evolving mixed-use neighborhood provides a pleasant, safe and convenient circulation network for multiple modes of transportation within each of the desired character areas for North Fremont Street: Visitor Serving, Village Center, and Neighborhood Commercial.

Within the Visitor Serving character area, the businesses are primarily hotels and restaurants, with ample off-street parking. Therefore, the streetscape plan converts approximately 63 on-street parking spaces to a tree-planted parkway, or pedestrian mini-plazas. In addition, a “gateway” feature is located near South Palo Verde Avenue.

Within the Village Center and Neighborhood Commercial character areas, the streetscape plan shows three options for the existing on-street parking lane: maintain some on-street parking, provide a landscaped parkway with street trees, or expand the sidewalk with a pedestrian mini-plaza. These three uses of the parking lane are interspersed throughout this zone. In addition, the plan implements the City’s Multi-Modal Mobility Plan by providing bike lanes from Casa Verde Way to Canyon del Rey. A “gateway” feature is proposed between Casanova Ave. and Canyon del Rey Blvd.

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CIRCULATION

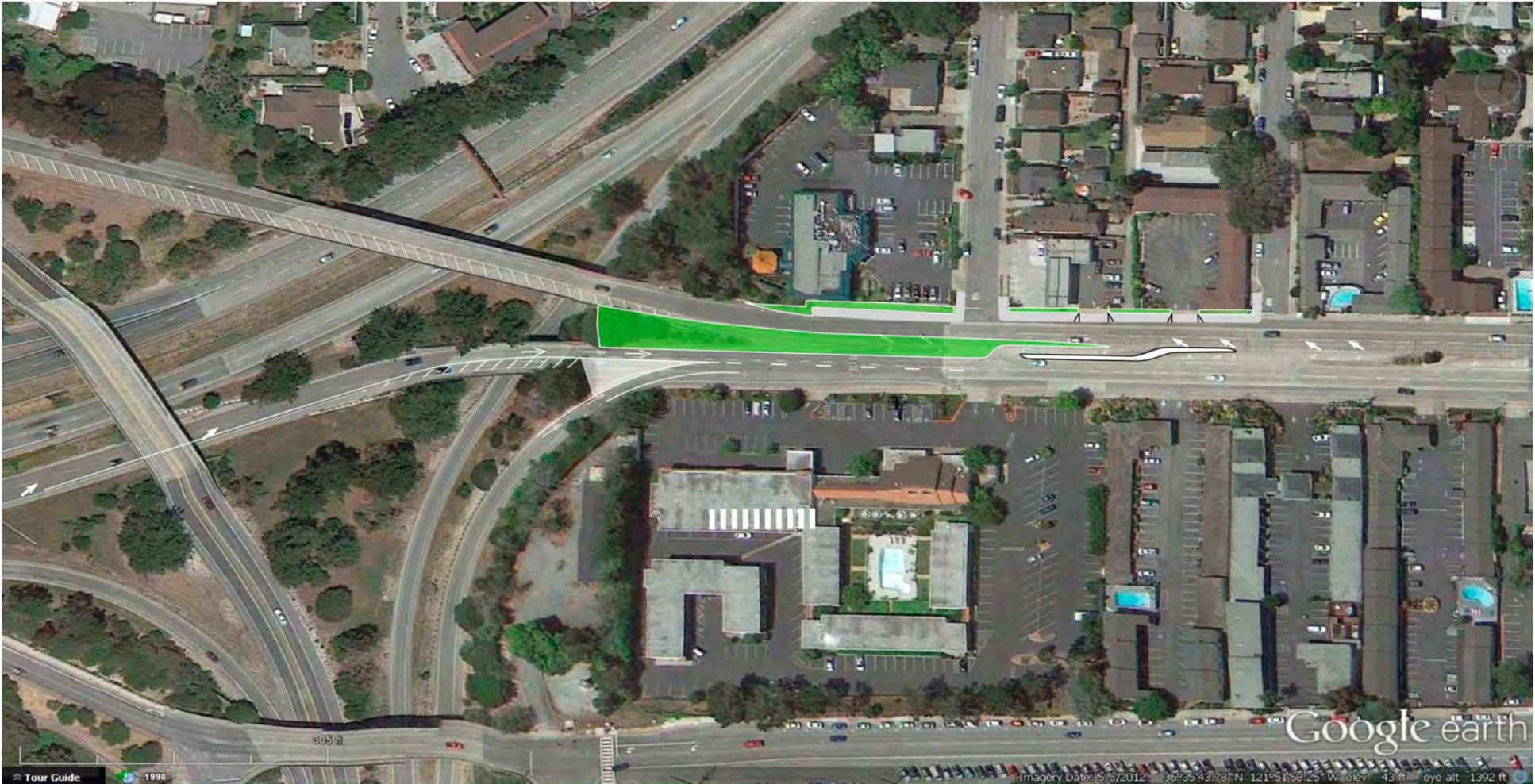
The following improvements to North Fremont address vehicle, bicycle, and pedestrian circulation and safety and support the design of North Fremont as a “complete street.”

Highway One Ramp

Vehicles exit the Highway One off-ramp onto North Fremont at high speeds and tend to carry high speeds through the corridor, which is not conducive to providing a gateway to the business district, increasing pedestrian safety or otherwise lending to a pleasant and successful business corridor.

The City will work with Caltrans to provide traffic calming measures at both the westbound entrance to and the east-bound exit from Highway One. The measures include merging eastbound traffic on the Highway One exit ramp approach to North Fremont, thereby reducing the lanes of traffic entering North Fremont from two to one. Similarly, westbound traffic would merge into a single lane approaching the Highway One onramp. This would allow room to widen the median for placement of gateway treatments. A westbound left turn into the Travel Lodge driveway would be permitted as well as a eastbound left turn onto Dela Rosa.

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Traffic would merge into a single lane approaching/exiting the Highway One ramp

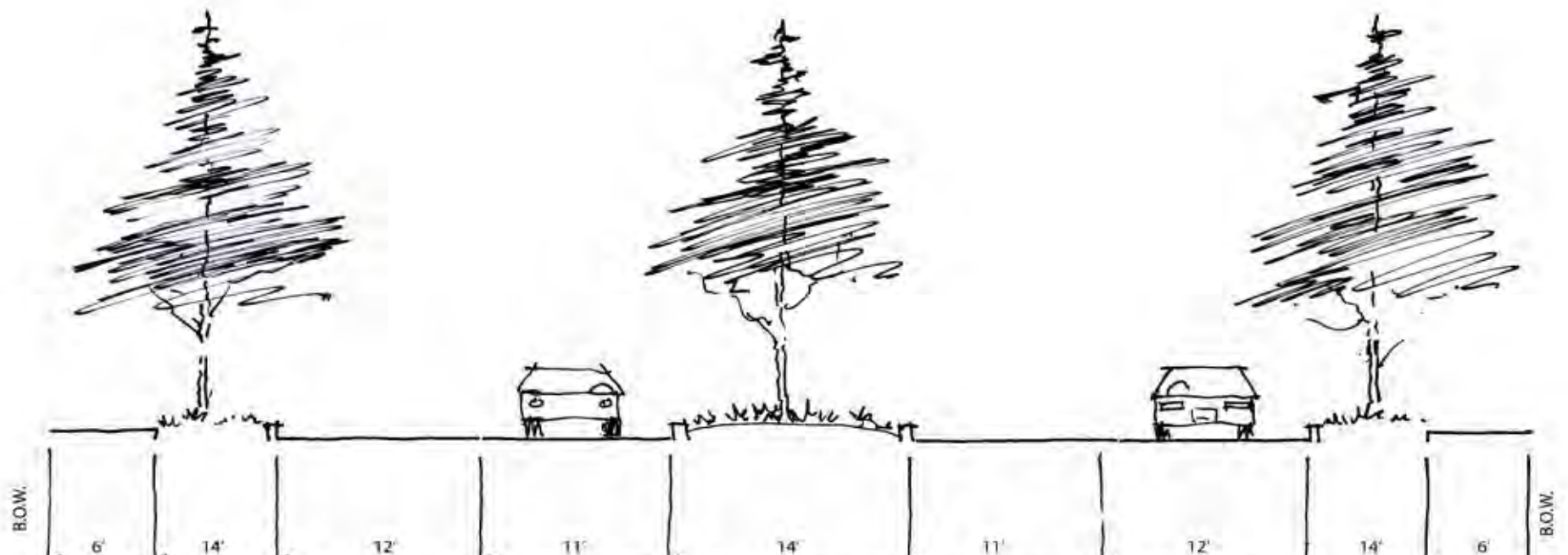
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Street Crosssections

The figures on the following pages illustrate the proposed lane widths for each of the character areas as well as Bruce Lane. The median width may vary slightly to accommodate different curb-to-curb widths along the street. The minimum median width should be 12 feet; 14 feet is preferred to accommodate the left turn pocket and median nose. The sections should be considered a guide only. Lane and median widths may be refined during design development based on field conditions.

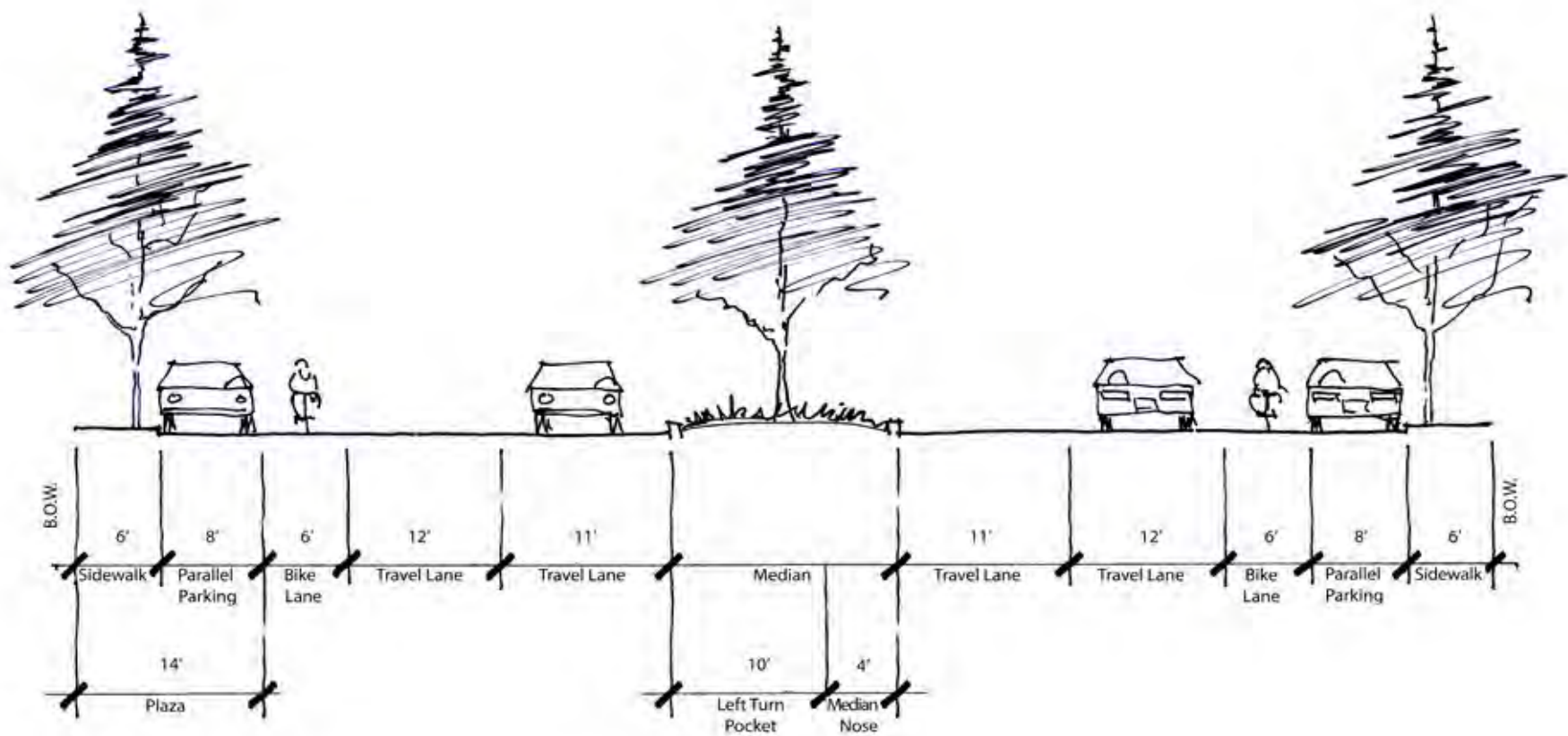
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Visitor Serving Character Area



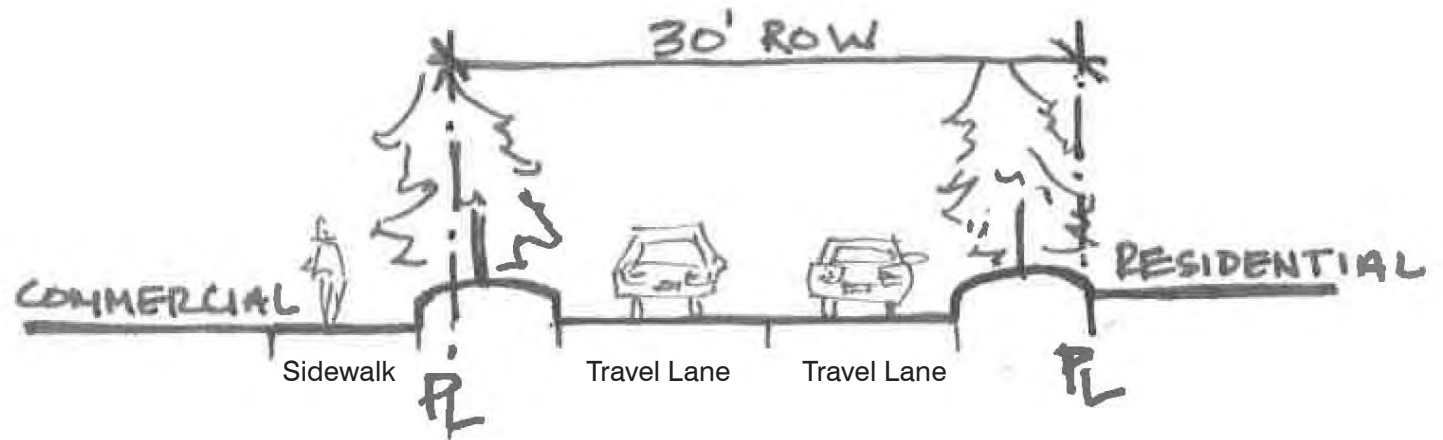
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Village Center and Neighborhood Commercial Character Areas



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Bruce Lane Crossection



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Pedestrian Environment

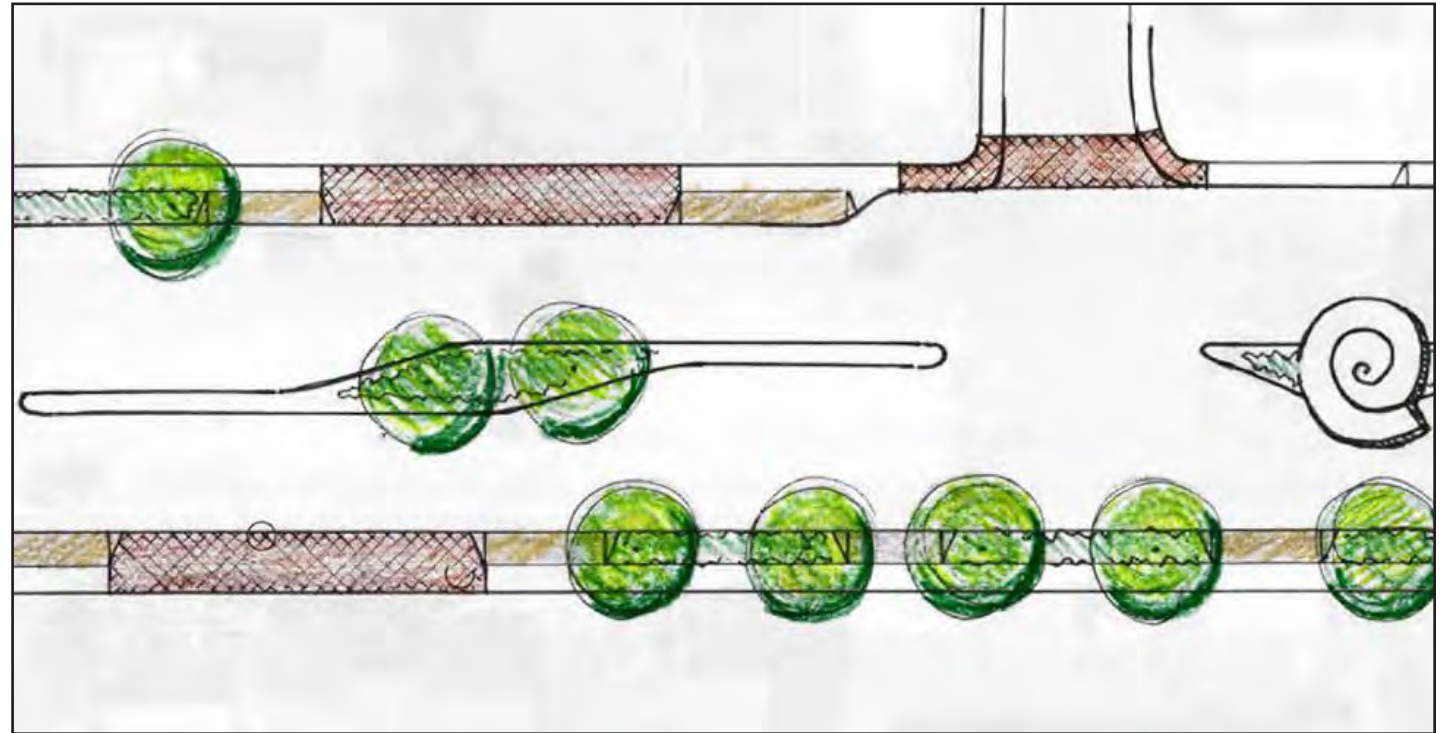
Crossing distances across North Fremont at each intersection are long and unsafe for pedestrians. Mid-crossing pedestrian refuge areas with signal controls will be added at key intersections. Crosswalk lengths crossing North Fremont Street can be reduced by straightening out the angle of the crosswalk.

On Airport Road, designated right, through and left turn lanes are proposed to encourage fairgrounds and Airport Road traffic to use North Fremont instead of residential streets. The existing “pork chop” between the through and right turn lanes is eliminated to simplify pedestrian crossing. On-street parking for a portion of Airport Road on the west side is proposed to be removed to accommodate the lane configuration. A designated right turn lane is proposed on North Fremont to Airport Road to accommodate trucks going to the fairgrounds and Airport Road businesses.

On Ramona Avenue, in order to discourage through traffic from using residential streets to bypass North Fremont, a single northbound through/right turn lane is proposed, eliminating the “pork chop”. This will encourage through traffic to access North Fremont at Casa Verde or Airport instead of Ramona, where a right-turn only lane is provided. However, this means that residential traffic will need to queue longer at the North Fremont and Ramona intersection. If the neighborhood prefers, a designated right turn lane could be provided while still eliminating the “pork chop”.

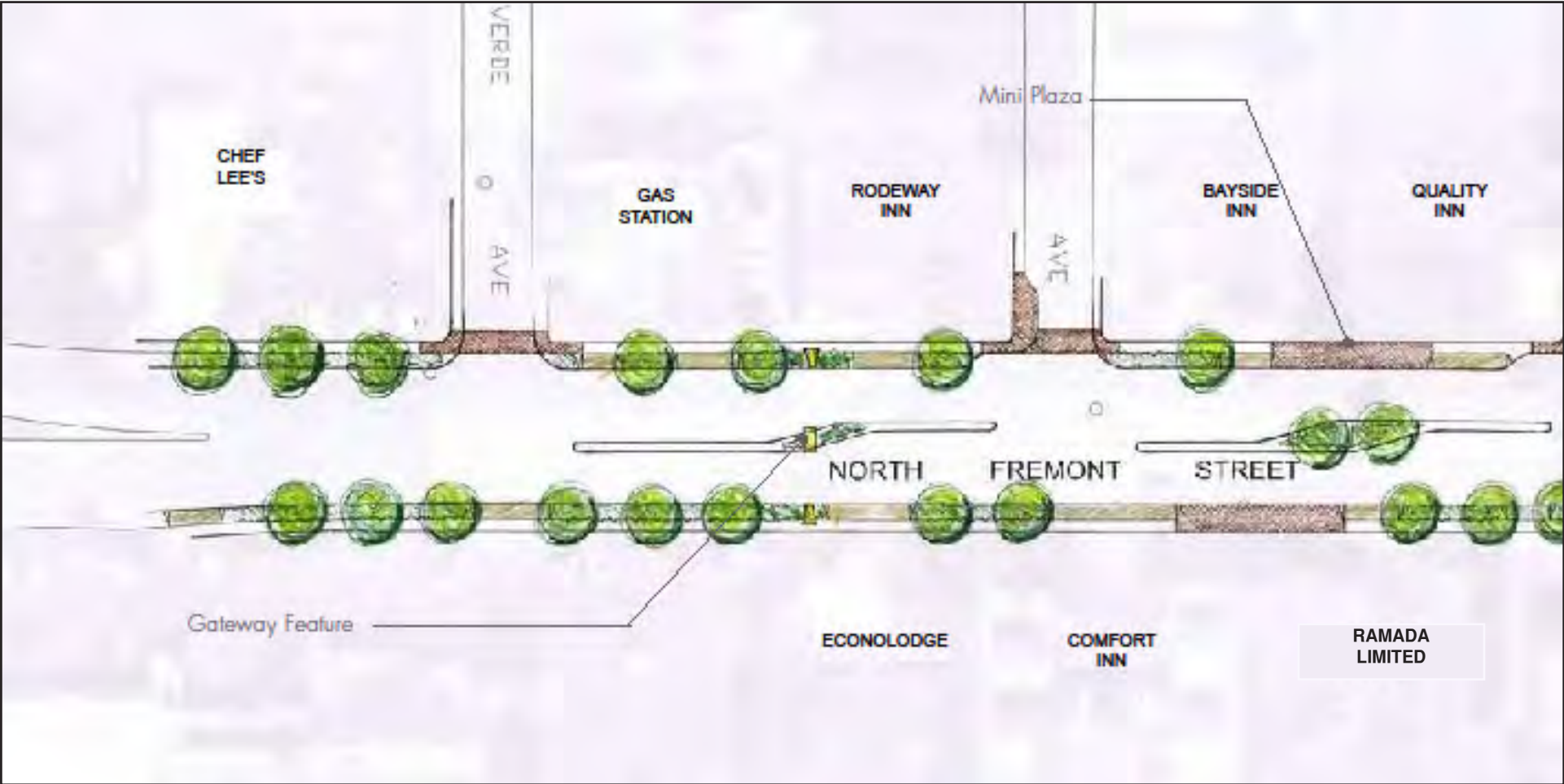
The existing “pork chop” at Casanova is proposed to be retained to allow designated right turns from the neighborhood and existing businesses. The “pork chop”, in addition to a bulbout at the northeast corner of the intersection, allows for a shorter crossing distance across North Fremont. A designated right turn/bus through lane is proposed on North Fremont in the eastbound direction (toward Canyon del Rey), but not in the westbound direction. This accommodates the heavier traffic volume as one approaches Canyon del Rey. The length of the right turn/bus through lane should be determined based on further traffic analysis by MST, but should be kept as short as possible to allow other streetscape improvements along this block of North Fremont. On the east side of the intersection, a designated right turn lane extends all the way to the Canyon del Rey intersection, eliminating the opportunity for expanded sidewalk or parkway planting as the right turn lane takes the place of the parking lane. As at the other intersections, crosswalks are straightened across North Fremont to shorten crosswalk distance.

circulation, streetscape & parking

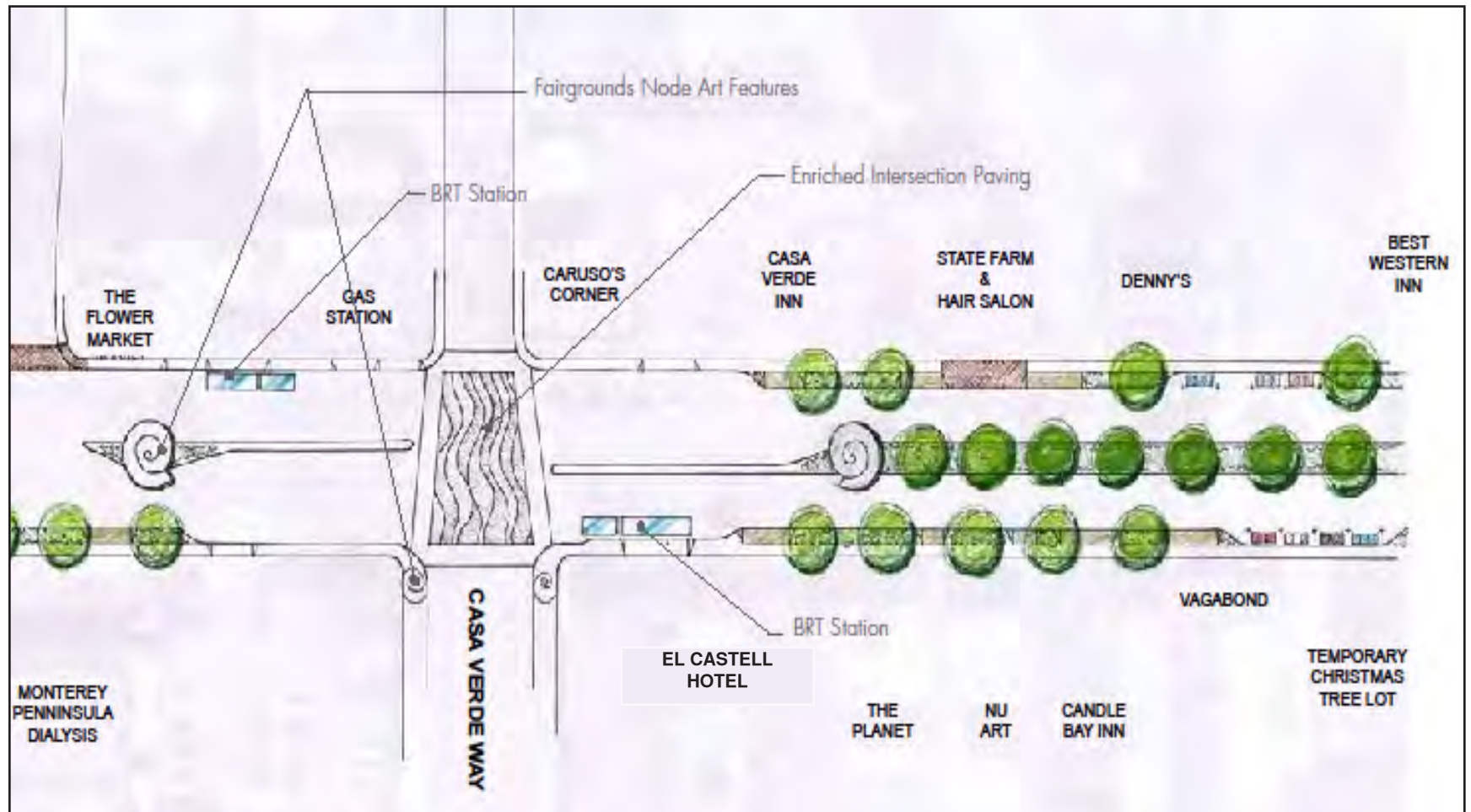


Example of replacement of on-street parking with mini-plazas and parkway planting

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STREETSCAPE

The North Fremont Streetscape Plan identifies design features that will improve the pedestrian environment of North Fremont Street, consistent with the overall goal of the Specific Plan to create a vital, walkable mixed-use neighborhood. Casa Verde Way is considered a significant node in the overall streetscape plan as it connects North Fremont to the Monterey County Fairgrounds. Special treatment is proposed for this node, including median artwork and special intersection paving.

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

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). The streetscape plan conceptually shows locations for these design solutions. 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.

Allow on-street curbside charter bus loading/offloading in the visitor serving character area to accommodate tour groups. Allow on-street overnight charter bus parking on Fairgrounds Road or in designated on-street auto parking spaces in the commercial zone, or identify an off-street bus parking location.

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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.



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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.



Sample Mini-Plaza Paver. Sample Paver Pattern for Crosswalks.

Site furnishings

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



CycLoops Bollard Style Bike Racks



Forms and Surfaces Trio Bench



Garden Art Modern Round and Square Pots

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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.



Lighting standard on Surf Way



Lighting standard approved for Lighthouse Avenue

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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). Median trees should be limbed up so as not to block vision from one side of the street to the other. Median ground covers should be high enough to block opposing traffic headlights, but low enough to allow visibility to businesses on the other side of the street. 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. When selecting street trees it is important to consider how the roots will impact the pedestrian and bicycle infrastructure. Roots can create tripping hazards and trees that drop leaves and nuts can create a slippery surface for bicyclists. Root systems must be controlled by an effective tree grate that directs roots downward.

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

Plant List

Trees



Acer rubrum
Red Maple



Crataegus phaenopyrum
Washington Hawthorne



Liriodendron tulipifera
Tulip Tree



Pistacia chinensis Chinese
Pistache



Pyrus calleryana
Chanticleer Pear



Quercus rubra
Red Oak

Source: <http://www.arboday.org/treeguide/>

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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.

Shrubs/Grasses



Dietes bicolor
Fortnight Lily



Hemerocallis 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

Source: <http://www.landscapedia.info>

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Gateways and Signage

Major gateway features will be designed for both ends of North Fremont Street and minor gateways will be designed for Casa Verde Way to reinforce the overall identity of North Fremont Street. An especially grand design should demark the eastern gateway at Camino Del Rey, as you enter Monterey from Seaside. The designs shown below are very conceptual in nature and not intended as the final design that would be implemented.

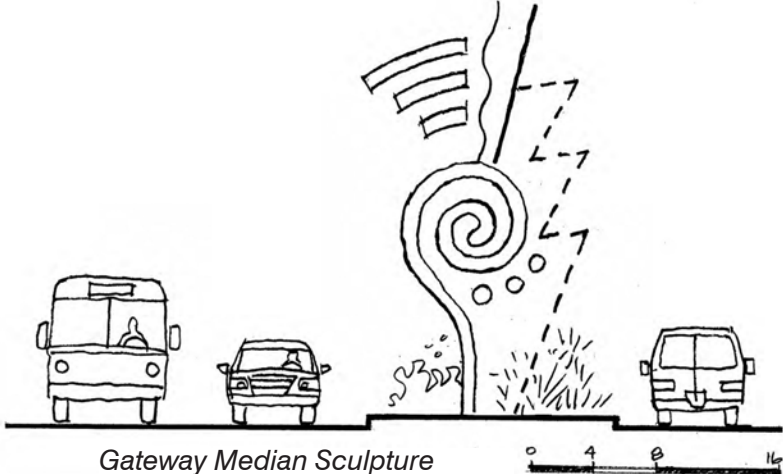
During the course of the project, the North Fremont Business District and neighborhood representatives considered a name change for the street, with some suggesting Fremont Street (without North) and others suggesting El Camino Real. The business district and adjacent neighborhoods will forward a recommendation for a new street name to the City for consideration. The name will be determined prior to finalizing the gateway and signage concepts.



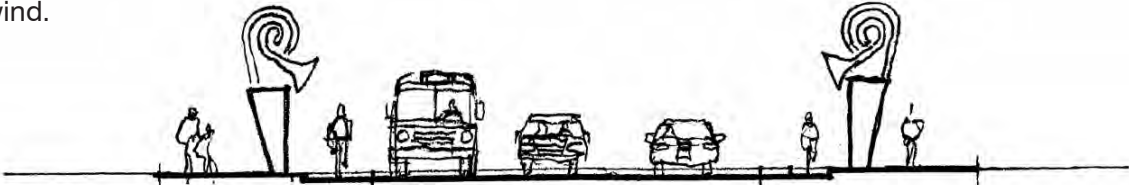
Example of a Gateway Feature

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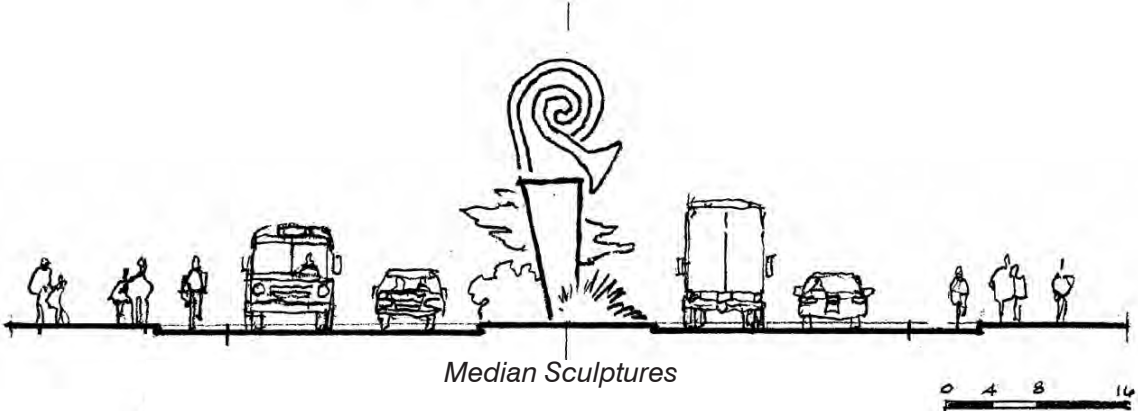
The concept shown below celebrates the street and its relationship to the many world-class events and festivals that occur at the Monterey County Fairgrounds. The sculptural concept is bold and whimsical, reflecting the broad street width and eclectic character of the district. A concept that is more historic in nature would also be appropriate. Similar but smaller-scale versions of the gateway sculpture would be placed in the Fairgrounds node. Some type of sculptural feature complementary to the gateway could also be placed in other medians along the street. The gateway and other art features placed along the street could have a kinetic element so that they move in the wind.



Gateway Median Sculpture



Casa Verde Sculpture

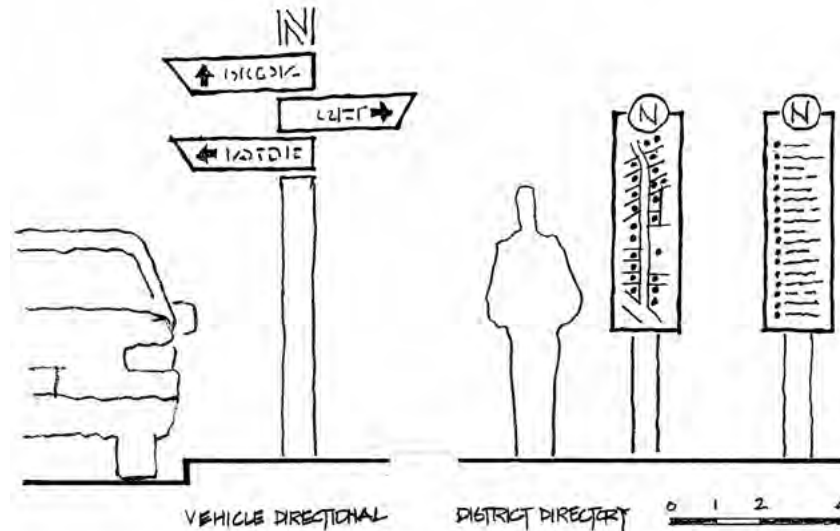


Median Sculptures

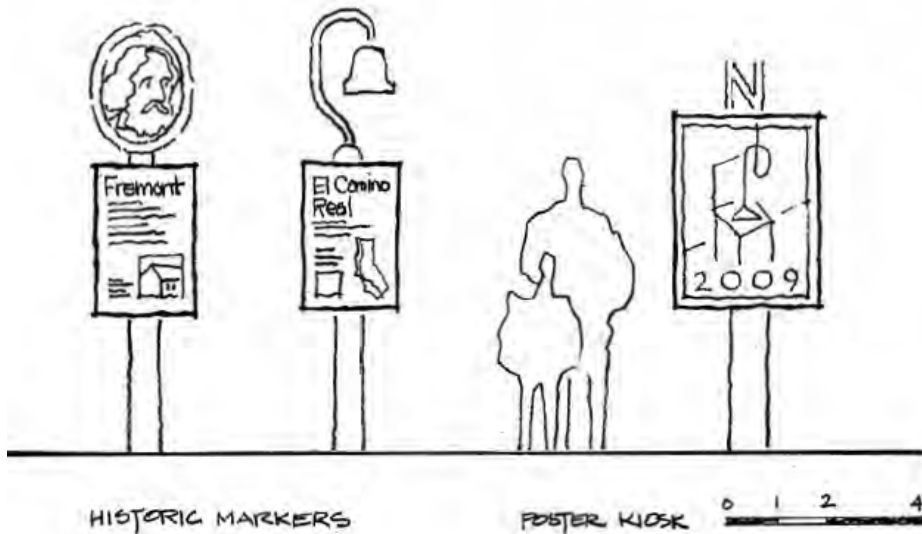
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Other signage along the street should be complementary to the gateway concept and the overall street identity. A family of custom-designed signs could include:

- 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 noted above.



Family of Signs



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PARKING

In addition to the development standards for parking outlined in the previous chapter, the Citywide Transportation and Parking Study provides the basis for the following parking programs management techniques, which should be considered for North Fremont.

- Valet Parking
- Tandem Parking
- Special Event Parking Management
- Transportation Demand Management Policies and Programs

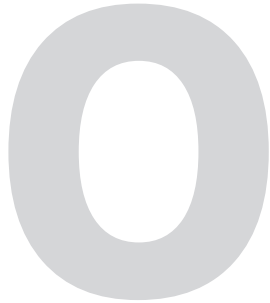
Valet and Tandem Parking. The City will work with the Fairgrounds to encourage a valet and tandem parking program in various off-street lots during summer weekends and/or special events. Valet parking can maximize the space in off-street lots for long-term parkers such as employees or all-day visitors. Technology exists to make the car retrieval process customer-friendly. Tandem parking could be used for employees in off-street lots during summer weekends or when demand peaks (such as during special events at the Monterey County Fairgrounds). This strategy will increase the supply of parking in the North Fremont area and is particularly effective when arrivals and departures are regular, such as an employee arriving and leaving his or her place of work, or a visitor attending a special event.

Special Event Parking Management. Special event parking management should be used to limit the spillover problems associated with events at the Fairgrounds. Such a management scheme should include:

- Exploring additional locations for satellite parking and parking shuttles for visitors and employees of the area
- Providing incentives to Fairground employees to commute to work via alternative modes
- Increased enforcement to limit spillover in adjacent neighborhoods, including special tow-away regulations during fair days

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

07 public utilities



Public Utilities

The following outlines the improvement requirements for public utilities within the Planning Area.

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 within the North Fremont 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 storm water 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.

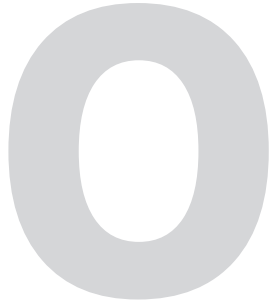
ROW design strategies to minimize runoff by slowing, spreading, sinking, and capturing rain water are known as LID best management practices (BMPs). LID BMPs manage the volume and rate of storm water runoff flowing away from a site and assist in maintaining a more natural hydrologic process in urban 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 2013 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 North Fremont area show that the existing soil substrate may be well-suited for LID design strategies to slow, sink, and spread storm water at development sites. However, site-specific engineering and soil field investigations and analyses will be necessary and required to confirm this potential for drainage design purposes. Additionally, and as a result of a localized underground contaminant plume in the North Fremont area, all development project proponents in this area shall work with Regional Board staff to examine appropriate LID options for particular sites and locations.

08 financing & implementation

financing & implementation



Financing & Implementation

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 North Fremont 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 North Fremont Specific Plan envisions an increase of up to 130 new dwelling units, and up to 50,000 square feet of new retail and restaurant space.

The relatively modest amount of new development means that redevelopment and re-tenanting of existing properties will be as significant a factor in the future evolution of North Fremont Street. Redevelopment of existing properties can include changes in use, provided that the property's water allocation supports the new use. Re-tenanting presents an opportunity

to replace underperforming retailers as leases expire with new retailers that can enhance retail offerings.

OPPORTUNITY SITES

Near-term development opportunities will be shaped by the availability of water to support development. Based on a review of existing improvements, as well as available water, the former car wash site and adjacent parcels on the south side of North Fremont Street at Dela Vina Avenue, and the parcels on the north side of North Fremont Street between Ramona and Hannon Avenues present the best opportunities for new development.

While other properties along North Fremont Street may have near-term market potential for redevelopment due to the age of existing improvements, or relative underutilization of their sites, their development may be constrained by a lack of available water.

Another opportunity is the potential redevelopment of the block bounded by North Fremont Street, Casa Verde Way, Fairgrounds Drive, and Highway 68. This block is currently improved with a number of older motels and several retail and commercial buildings. Part or all of this site could be redeveloped as a modern conference hotel, maintaining the same number of lodging rooms as exists at present, but providing new facilities and additional meeting space that could attract visitors to North Fremont Street and benefit

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Monterey's tourism sector. However, such a project would require land assembly or land pooling, and would represent a complex undertaking that would require the willing engagement of property owners on the block.

PUBLIC IMPROVEMENTS

A series of streetscape and infrastructure improvements have been identified to make North Fremont Street more bicycle and pedestrian-friendly, and enhance its appearance and functionality. These improvements would support existing businesses as well as enhance the potential for new development and redevelopment of existing buildings. 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. The total cost of the streetscape and infrastructure improvements is approximately \$14 million.

IMPLEMENTATION CHALLENGES AND CITY ACTIONS

The implementation of the North Fremont 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.

Land Assembly

Sites along North Fremont Street are split into many parcels, and assembly of these parcels into larger sites can be important both for allowing larger development that is more viable, as well as for transferring available water allocations between adjacent properties.

However, developers are averse to large-scale land assembly because it is difficult, time-consuming, and prone to failure. The specific plan does not envision use of the City's eminent domain powers. Therefore, any land assembly will need to be done on a willing seller basis, or through land owners entering into joint ventures with developers, or other types of voluntary "land pooling" schemes. The City can, however, take an active role in working with property owners and developers to facilitate land assembly, joint ventures, or other actions.

Water Availability

The lack of sufficient available water allocation for new development, and the inability to efficiently reallocate existing water allocations among properties, is the single greatest impediment to new development on North Fremont Street. Water availability is a critical regional issue, one that is currently being addressed by the City and other Monterey Peninsula and area jurisdictions.

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FUNDING PUBLIC IMPROVEMENTS

There are a variety of financing tools available to cover the cost of City actions and public improvements. These include developer-financed improvements, development impact fees, and land dedications pursuant to development agreements and public-private development partnerships for publicly owned sites. However, the cost of the identified public improvements is a large percentage of the total value of potential new development. New development projects can at most only support a small direct contribution to these costs.

There are also a variety of public financing sources either in the form of debt (e.g., bonds) or grant sources that could be considered for financing public improvements. These sources would either utilize new fiscal revenues generated by projects in the study area (property taxes, sales taxes), new fees, assessments on property owners, and funds from federal, state, or regional grant programs for eligible projects.

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 North Fremont Street 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.

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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

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(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 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.

Community Development Block Grant funding through the City's Neighborhood Revitalization Strategy Area Plan (NRSA) may be available for façade and site improvements and linked to employee training programs within the specific plan area. Housing Set Aside funds might also be available to assist the development of new affordable housing within the specific plan area.

Urban Greening Grants may be used for the establishment of public plazas or for parks in the CONA neighborhood. The specific plan will add population

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to an area that is underserved by park space and may be eligible for this type of funding.

Various storm water grant opportunities through the State Water Resources Control Board and/or Department of Water Resources may be available for engineering studies related to green streets and green infrastructure. Such funding mechanisms may assist in planning, designing and constructing ROW improvements for local drainage water quality, LID benefits, and hydromodification control.

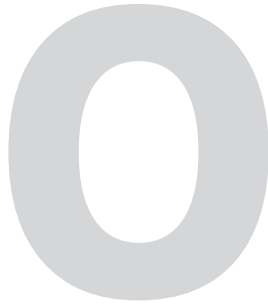
Capital Improvement Program

The North Fremont Specific Plan has identified the potential for up to 130 new dwelling units and 50,000 square feet of new retail and restaurant space. These figures represent development that is possible based upon the existing available water allocation for new development. Several opportunity sites have been identified that have the potential to increase retail, hospitality, and residential choices, and can be developed based on available water allocations. 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.

A program of public improvements has been formulated that will enhance North Fremont streetscapes and

roadways, and enhance walkability and use by bicyclists, as well as address other infrastructure needs. The total cost of public improvements will be approximately \$14 million. The City is in the process of formulating a long-term Capital Improvement Program that incorporates both public improvements for the specific plan as well as the City's other extensive requirements for repairs, rehabilitation, and other improvements. A financing plan for specific plan improvements will be based upon the City-wide Capital Improvement Program financing strategy that will be developed.

09 administration



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 5 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 according to Chapter 38 of the Monterey City Code.

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

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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.

Administrative amendments shall be granted by the Planning Director and are subject to a 10 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, or that deviate from the prescribed development standards and design guidelines.

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. Ongoing training to staff and decisionmakers shall be required to ensure accurate and consistent implementation of the Specific Plan and its vision.

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.

10 definitions

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Definitions

Assembly, Minor: Includes the following-

Small Instructional Service: An establishment offering classes or educational training to groups of five or fewer students in a single classroom or studio environment. Examples include musical instruction, academic tutoring, and similar uses.

Large Instructional Service: An establishment offering classes, educational training, or other instructional services to groups of six to nineteen students in a single classroom or studio environment. Examples include group exercise training, driving instruction schools, and similar uses.

Assembly, Major: Includes the following-

Small Group Assembly: An establishment offering entertainment, social exchange, religious services, educational training, or other instructional services to groups of twenty to forty-nine persons in a single room. Examples include performance venues, movie theaters, religious institutions, community centers, college or university extension programs, group addiction services, social clubs, community centers, or similar uses.

Large Group Assembly: An establishment offering entertainment, social exchange, religious services, educational training, or other instructional services to groups of fifty or more persons in a single room.

Examples include performance venues, movie theaters, religious institutions, community centers, college or university extension programs, group addiction services, social clubs, community centers, or similar uses.

Food and Beverage Sales, Major: Includes the following-

Convenience Store with Beer and Wine Sales: An establishment that contains 5,000 square feet or less of gross floor area and sells food and beverages primarily for consumption off premises, including beer and wine. Operates with a Type 20 Alcohol Sales License.

Convenience Store with Beer, Wine, and Distilled Spirit Sales: An establishment that contains 5,000 square feet or less of gross floor area, and sells food and beverages primarily for consumption off premises, including beer, wine and distilled spirits. Operates with a Type 21 Alcohol Sales License. Includes Liquor Stores.

Grocery Store: An establishment that contains more than 5,000 square feet of gross floor area and sells food and non-alcoholic beverages primarily for consumption off of the premises and small recycling facilities within convenience drop off zones, as defined by the California Beverage Container Recycling and litter reduction.

Grocery Store with Beer and Wine Sales: An

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establishment that contains more than 5,000 square feet of gross floor area, sells food and beverages primarily for consumption off of the premises, including beer and wine. Operates with a Type 20 Alcohol Sales License.

Grocery Store with Beer, Wine, and Distilled Spirit Sales: An establishment that contains more than 5,000 square feet of gross floor area and sells food and beverage primarily for consumption off of the premises, including beer, wine and distilled spirits. Operates with a Type 21 Alcohol Sales License.

Food and Beverage Sales, Minor: An establishment that contains 5,000 square feet or less of gross floor area and sells food and non-alcoholic beverages primarily for consumption off premises.

Park and Recreation Facilities, Park and recreation facilities and support uses (parking, snack bars, etc.).

Parking Area, Private: An area used for the parking of motor vehicles, boats or trailers by persons in residence or employed upon the premises.

Parking Area, Public: An area, other than a street or other public way, used for the parking of automobiles and available to the public for a fee, free of charge, or as an accommodation for clients or customers.

Parking Subgrade: Parking under a structure that is below the finished grade of the site.

Residential, Minor: Includes up to two dwelling units on a distinct parcel.

Residential, Major: Includes the following-

Multi-Unit Residential: Three or more dwelling units on a distinct parcel.

Single Room Occupancy Facility: The use of a building, structure, or property that offers four or more units that are defined and regulated as Single Room Occupancy units.

Single Room Occupancy Unit: A residential unit that consists of a sleeping/living room, is part of a multi-unit building, lacks individual cooking and/or bathroom facilities, is rented separately and where the tenant maintains sole right of access and control of the unit.

Retail Sales, Minor: Includes the following-

Retail Sales: An establishment that primarily offers new or used goods for purchase by the consumer of such goods, excluding other such establishments more specifically described herein.

Restaurant, Minor: Includes the following-

Restaurant: An establishment that sells food and non-alcoholic beverages for consumption on the premises.

Convenience Restaurant: A restaurant or similar establishment offering food and/or beverages for sale

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for consumption on or off the premises in disposable containers and from a counter.

Restaurant with Beer and Wine Sales: An establishment that sells food, beer and wine for consumption on the premises and does not contain a bar area. Operates with a Type 40, 41, 42, or 75 Alcohol Sales License.

Restaurant with Bar: Minor: An establishment that sells food, beer and wine for consumption on the premises and contains a bar area that occupies 25% or less of the restaurant area with no more than twenty seats. Operates with a Type 40, 41, 42, or 75 Alcohol Sales License.

Restaurant-Major: Includes the following-

Restaurant with Bar, Major: An establishment that sells food, beer, wine, and distilled spirits for consumption on the premises and contains a bar area that occupies more than 25% of the restaurant area and more than twenty seats. Operates with a Type 47 Alcohol Sales License.

Bar: An establishment that sells beer, wine or distilled spirits for consumption on the premises and without obligatory food service. Operates with a Type 48 or 61 Alcohol Sales License.

Night Club: An establishment that sells beer, wine or distilled spirits for consumption on the premises without obligatory food service and offers live entertainment. Operates with a Type 48 or 61 Alcohol Sales License.

Social Club with Bar: An establishment occupied by a fraternal, veterans, or similar membership-based organization that sells beer, wine and/or distilled spirits to members and guests only for consumption on the premises. Operate with a Type 51, 52, or 57 Alcohol Sales License.

Seating, Outside, Incidental: Seating area not exceeding 150 square feet in size.

Seating, Outside, Major: Seating area over and above 150 square feet in size.

Service, Minor: Includes the following-

Bank, Retail: Financial institutions that provide retail banking services to individuals and businesses. This classification includes only those institutions engaged in the on site circulation of cash money and includes on or off-site automatic teller machines.

General Service: An establishment offering the direct provision to the customer of personal services including barber and beauty shops, seamstresses, tailors, shoe repair shops, dry cleaning (excluding processing plants), photocopying, mail and packing service centers, self-service laundries, appliance repair, and massage establishments.

Professional Office, Off-site: An establishment offering indirect provision of services on behalf of customers that do not visit the site to receive the service including remote medical or dental laboratories, testing facilities,

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escort services, telephone call centers, catering services apart from restaurants, and similar uses that do not provide in-person service or interaction with the ultimate recipient of the service.

Professional Offices: An establishment consisting of offices providing professional services directly to a customer. This includes architectural or engineering firms, computer software consulting, data management, financial services, interior design, graphic design, real estate, insurance, legal offices, medical/dental offices, on-site medical or dental testing, travel services, and title offices.

Temporary Use: A use, conducted outdoors or within a completely enclosed building for a period of time, not to exceed 90 consecutive days during any given year.

Utility-Major (also Major Utility): Includes a public or privately-owned or operated generating plant, electrical substation, above-ground electrical transmission line, switching building, refuse collection, PWS facility, processing, recycling or disposal facility, water reservoir or similar water storage facility, flood control or drainage facility, water or wastewater treatment plant, transportation or rail facility, and similar facilities and the following-

Personal Wireless Service (PWS) Facility: A facility for the provision of PWS, as defined in 47 U.S.C. Section 332(c)(7)(C)(ii). (Ord. 3443 § 4, 2010; Ord. 3278 §1, 5/00)

Utility-Minor: Includes the following-Minor Utility: Utility facilities that are necessary to support legally established uses and involve only minor structures such as electrical distribution lines and underground water and sewer lines.

Visitor Accommodation Facility:

Visitor Accommodation, Major: Any building, portion of any building, or group of buildings in which there are guest rooms or suites, including housekeeping units, for transient guests where lodging with or without meals is provided. Visitor accommodation facilities are those required to pay transient occupancy tax by Article 3, Chapter 35 of this code. Visitor Accommodation - Major includes hotels, motels, beds and breakfast inns, and youth hostels.

Visitor Accommodation, Minor: A facility resulting from the conversion of single-family residences to country inns or bed and breakfast types of use, whereby limited numbers of visitors may obtain accommodations and a single meal upon the premises. Such legally permitted facility must present unique historical and/or architectural feature(s).