



Campus Town Specific Plan

Public Workshop #1

Regional Context



Site



1994

Fort Ord Army
Base Closure

1997

Fort Ord Reuse
Plan

2004

Seaside General
Plan

2012

FORA Reassessment
Plan

2016

Regional Urban
Design Guidelines

2017-18

Campus Town
Specific Plan



University Village District

“This is one of the best and most central locations for a neighborhood retail center at former Fort Ord.”
Fort Ord Reuse Plan p.165

General Development & Design Objectives

1. *Subdivide blocks to promote a mixed-use Urban Village Character*
2. *Create a central focus for the Village typical of historic “main streets”*
3. *Provide well-designed, pedestrian-oriented streetscapes*
4. *Prepare a master landscape plan*
5. ***Coordinate development within this district with the preparation of a specific plan or other planned development mechanism to achieve the potential integrated design that can be realized in this key mixed-use district. Provide design guidelines to address architectural qualities, building massing and orientation, parking, fencing, lighting, and signage.***
6. *Promote Park and Ride Facility*

What is a Specific Plan?

Regulatory Tool to Guide Development

- **Creates a zoning framework to achieve the community's vision for a particular area**
- **Conforms with the city's General Plan and other relevant regulating plans**
- **Contains specific elements dictated by law to effectively carry out its function**



TORTI GALLAS + PARTNERS

Ft. Belvoir Family Housing
Phase 2

Firm Overview

64

YEARS

CULTURE OF LEARNING
EXPERIENCE • HISTORY • MISTAKES

100+

EXPERIENCE

100+ CITIES • 36 STATES • 15 COUNTRIES

MULTI-CULTURAL FIRM

24 NATIONALITIES •
20 LANGUAGES

93

LEED PLATINUM

100+

AWARDS

NATIONAL AND INTERNATIONAL

ONE OF THE LARGEST NEW URBANIST FIRMS

IN THE UNITED STATES

THOUGHT LEADER

PLANNING AND DESIGN
MIXED-INCOME AND MIXED-USE
NEIGHBORHOOD REVITALIZATION

INEXTRICABLE LINK • ARCHITECTURE, URBAN DESIGN, SUSTAINABILITY

\$30+

CONSTRUCTION BILLION

1M+

PEOPLE HOUSED MILLION

1500+

COMMUNITIES

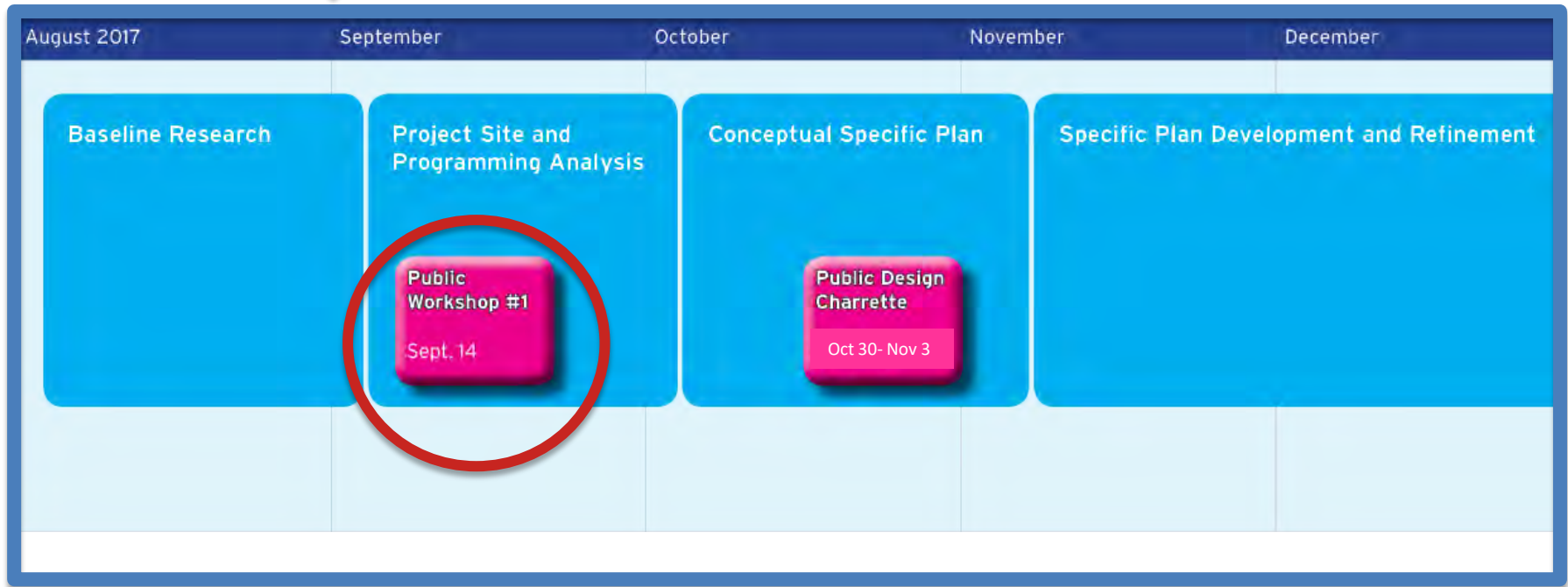
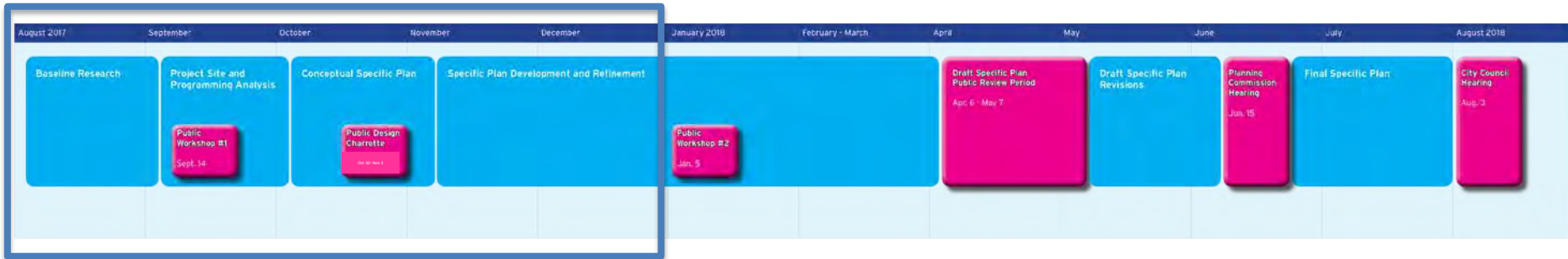


TORTI GALLAS + PARTNERS www.Tortigallas.com



Campus Town Specific Plan

Tentative Project Timeline



What is a charrette?



It is inclusive!



Charrette Schedule

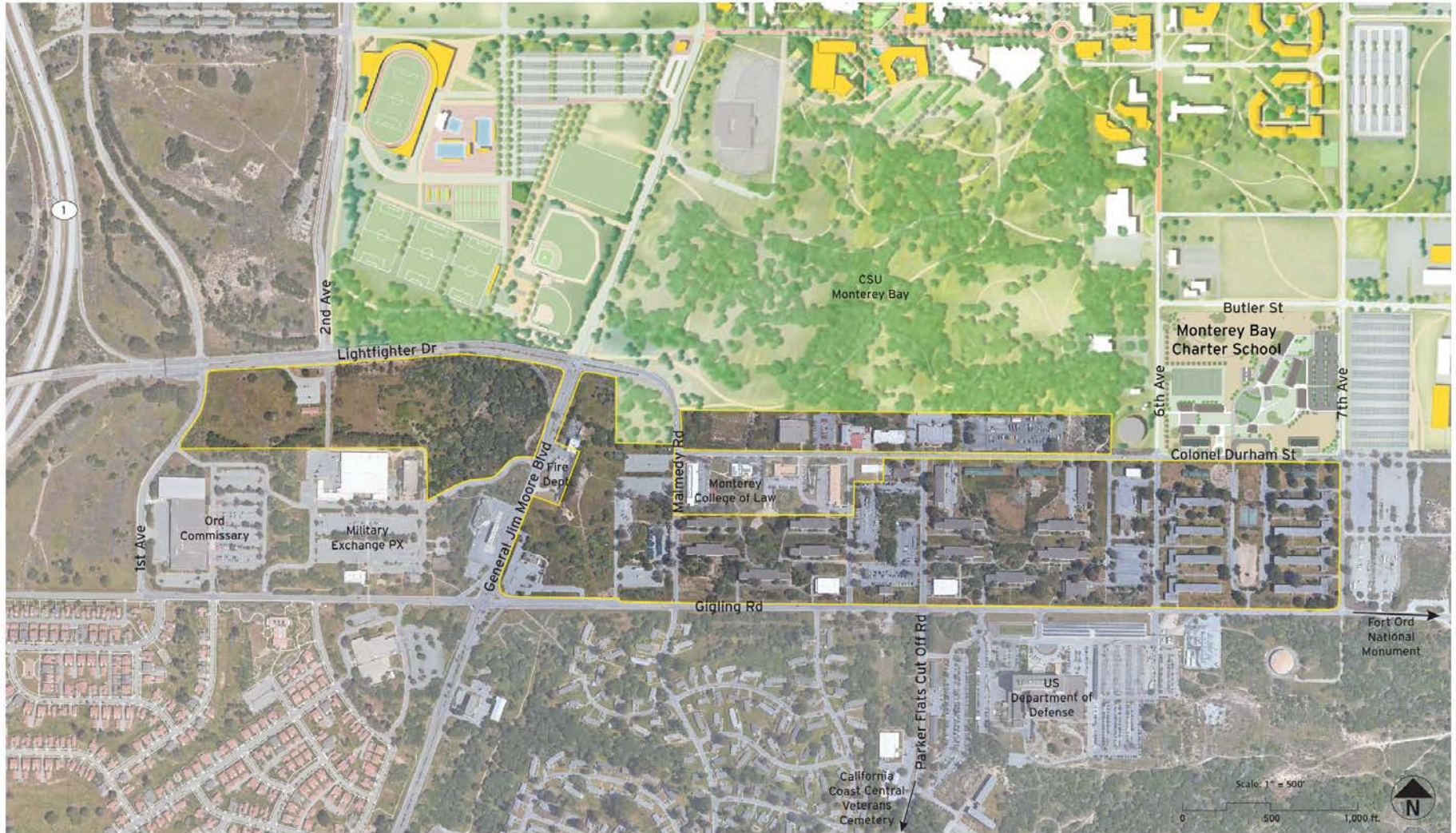
Note: Blue indicates time slots open for stakeholder interviews. Orange indicates public presentations. Purple indicates times not open to public.

Monday, Oct. 30		Tuesday, Oct. 31		Wednesday, Nov. 1		Thursday, Nov. 2		Friday, Nov. 3	
9AM - 12PM Site & Neighborhood Tour Torti Gallas team tours CTP site and neighborhood		8AM - 12PM Design Team Works Open to residents & the public		9AM - 12PM Stakeholder Interviews 45 minute meeting time slots		8AM - 12PM Design Team Works Open to residents & the public		9AM - 12PM Stakeholder Interviews 45 minute meeting time slots	
12PM - 1PM Lunch		12PM - 1PM Lunch		12PM - 1PM Lunch		12PM - 1PM Lunch		12PM - 1PM Lunch	
1PM - 5PM Set-up Charrette Space	1PM - 5PM Stakeholder Interviews 45 minute meeting time slots	1PM - 8PM Design Team Works Open to residents & the public	1PM - 5PM Stakeholder Interviews 45 minute meeting time slots	1PM - 5PM Design Team Works Open to residents & the public	1PM - 5PM Stakeholder Interviews 45 minute meeting time slots	1PM - 8PM Design Team Works Open to residents & the public		1PM - 5PM Design Team Works Open to residents & the public	
5PM - 6PM Prepare for Meeting				5PM - 6PM Prepare for Meeting				5PM - 6PM Prepare for Meeting	
6PM - 8 PM Kick-off Presentation & Table Exercise				6PM - 8 PM Interim Public Presentation				6PM - 8 PM Interim Public Presentation	

Site Context



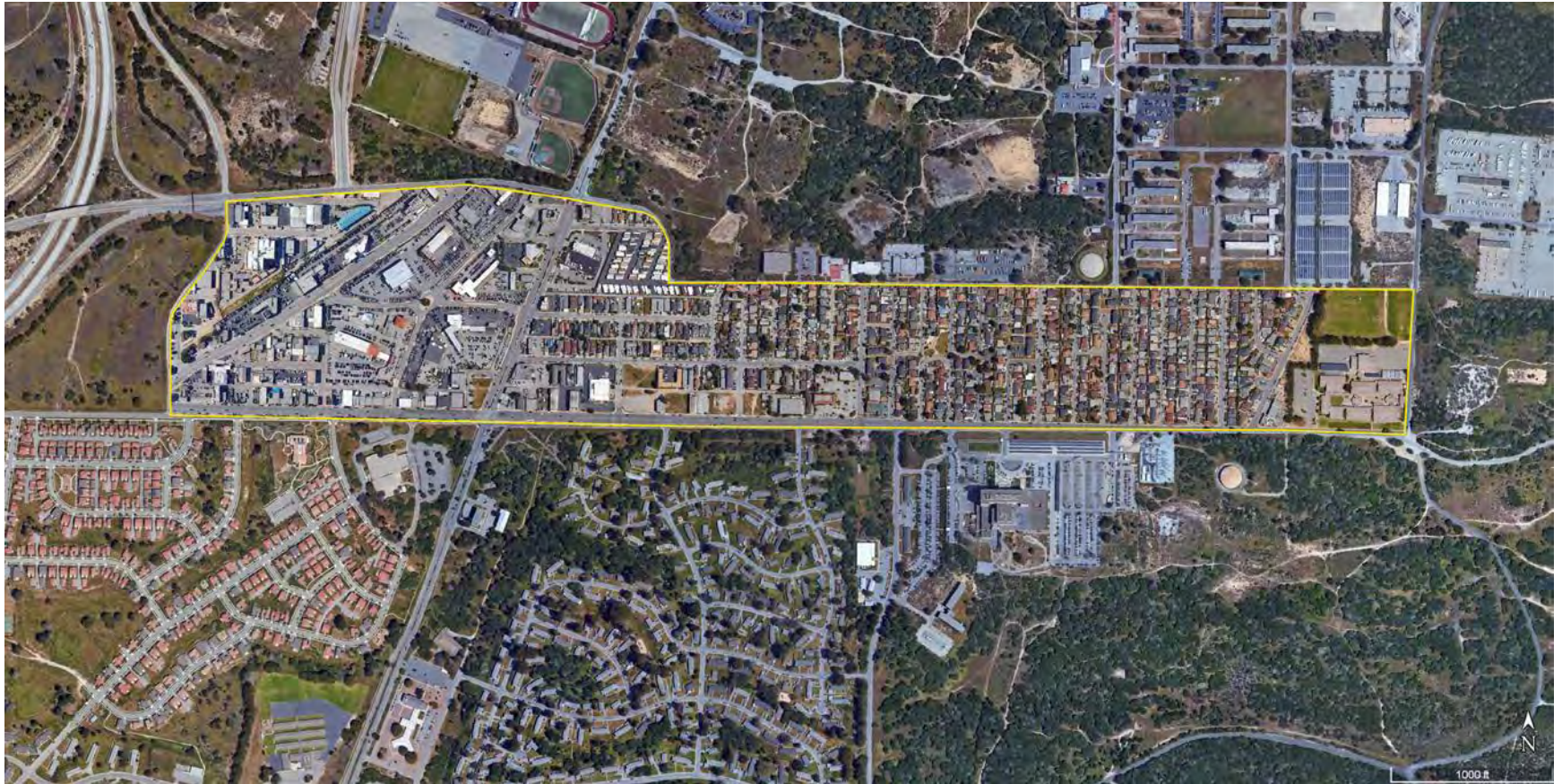
Local Master Plans



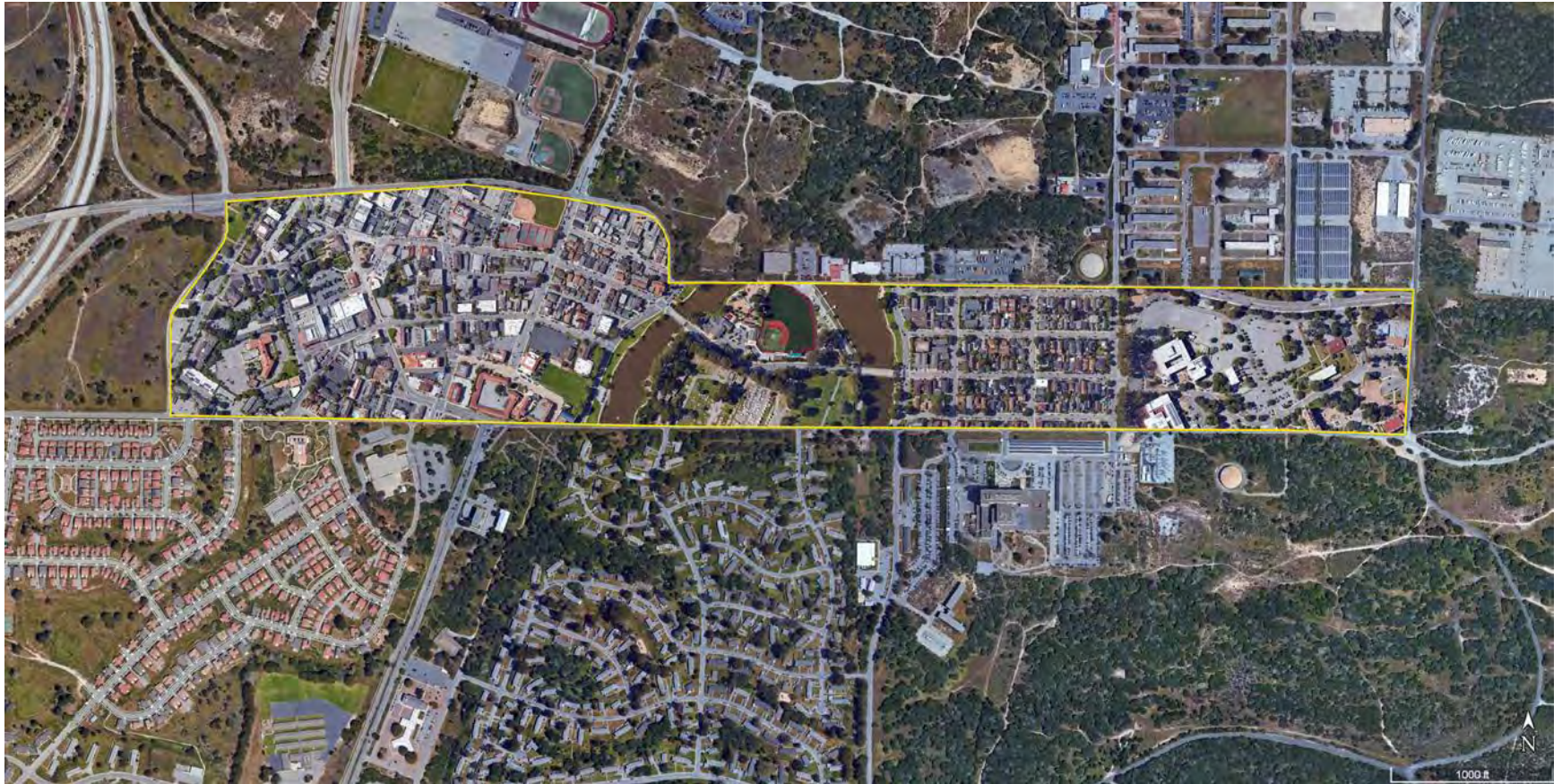
What if...



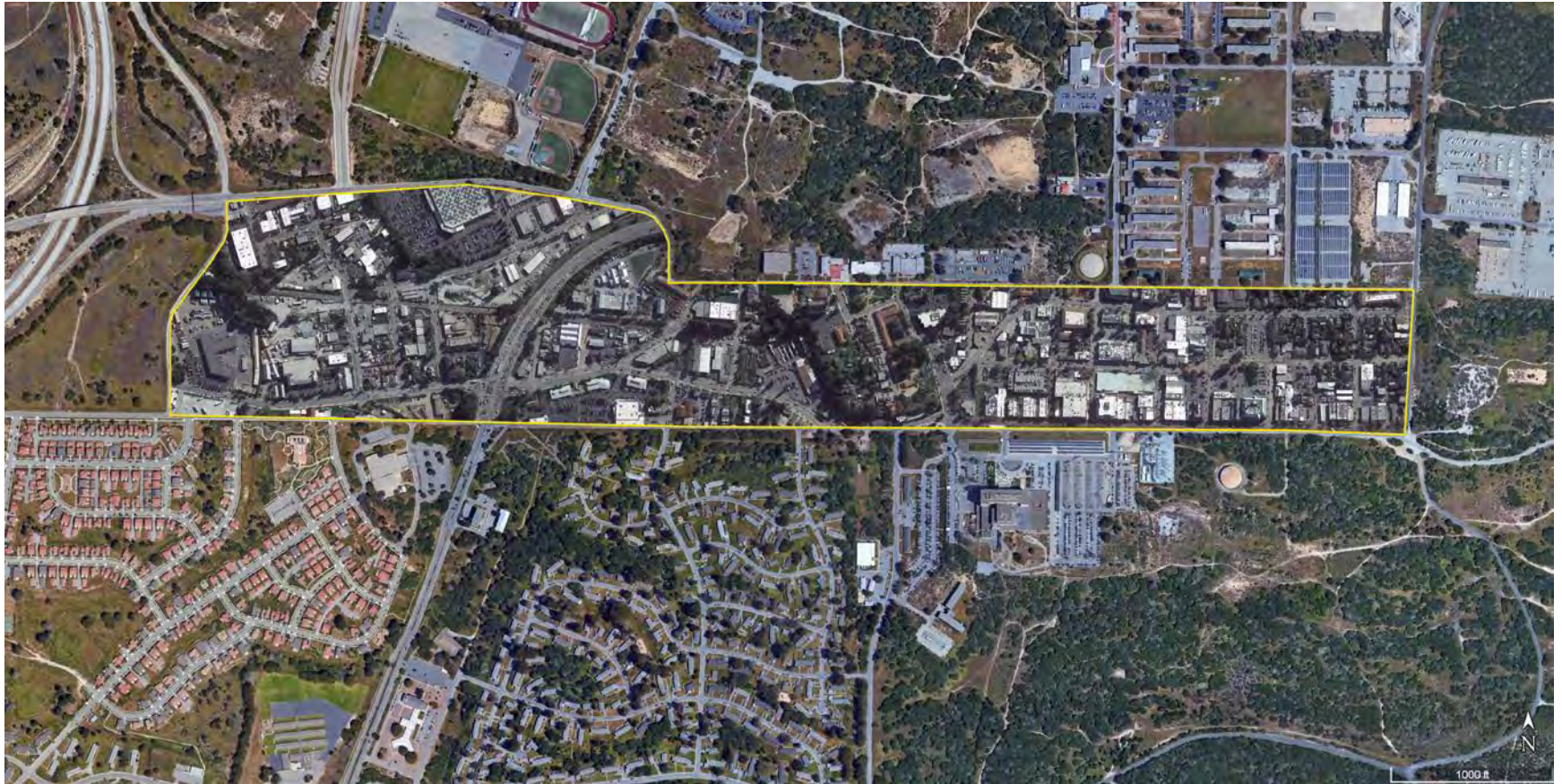
Downtown Seaside, CA



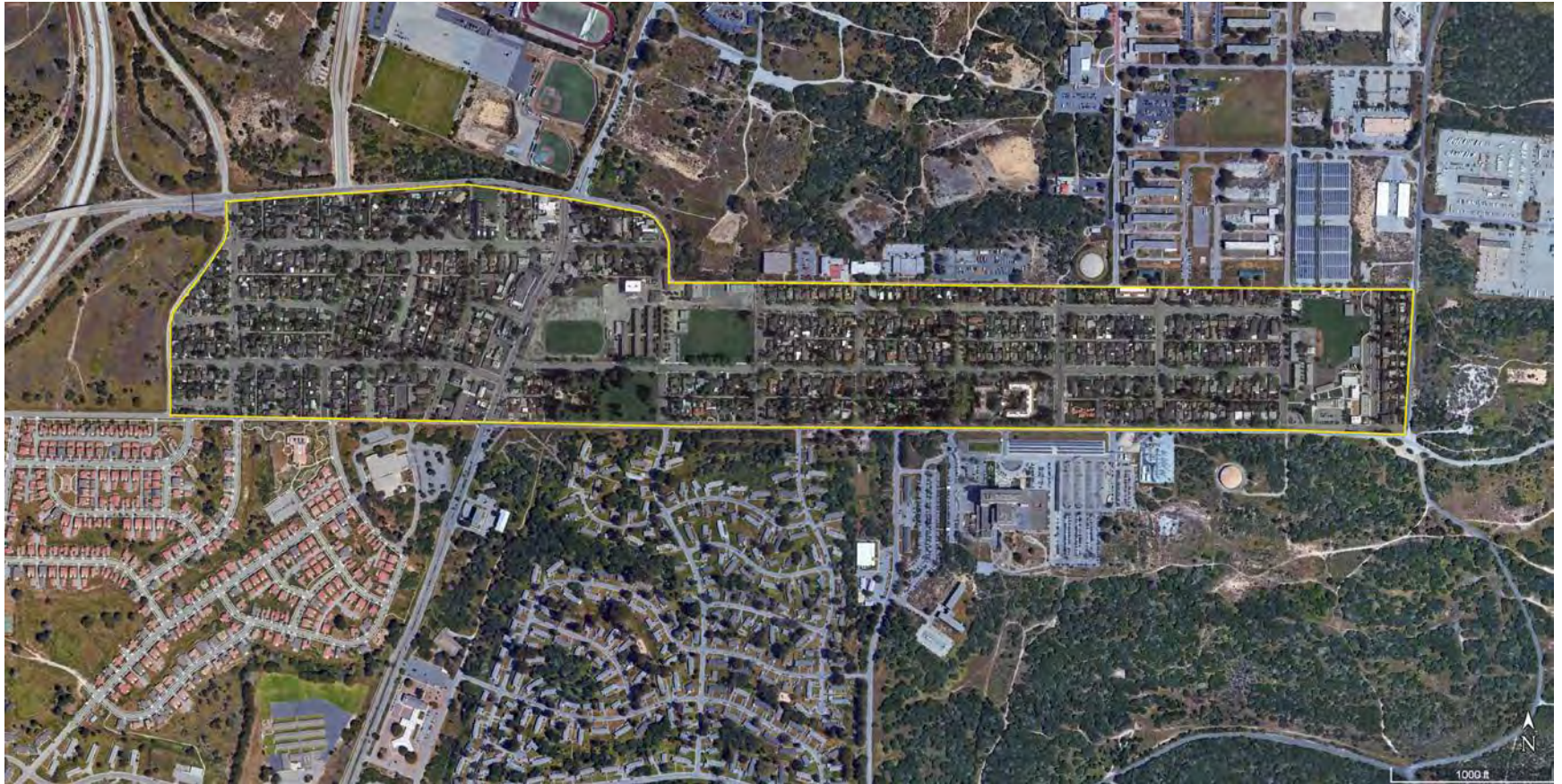
Monterey, CA



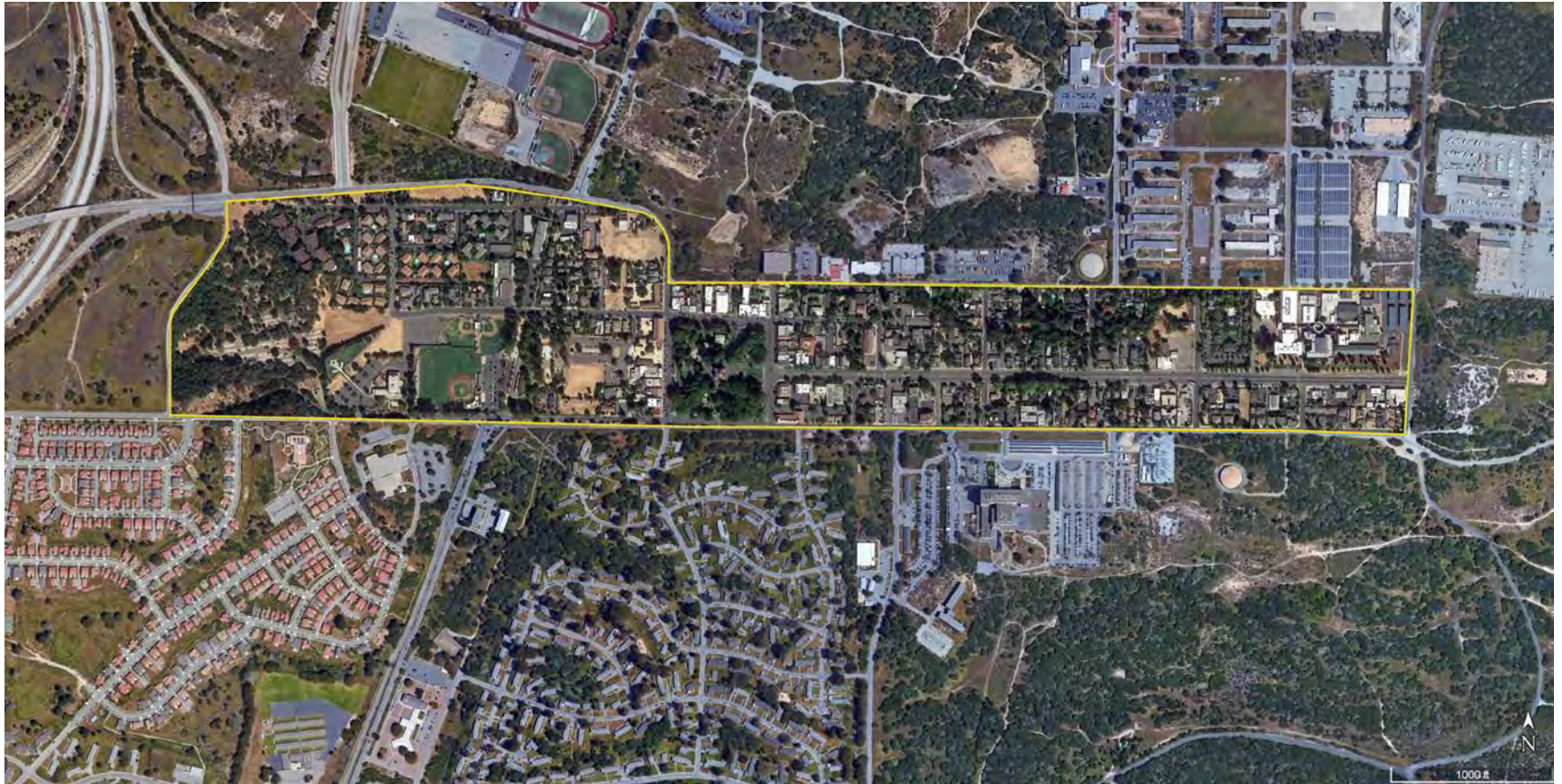
Santa Cruz, CA



Gilroy, CA



Sonoma, CA



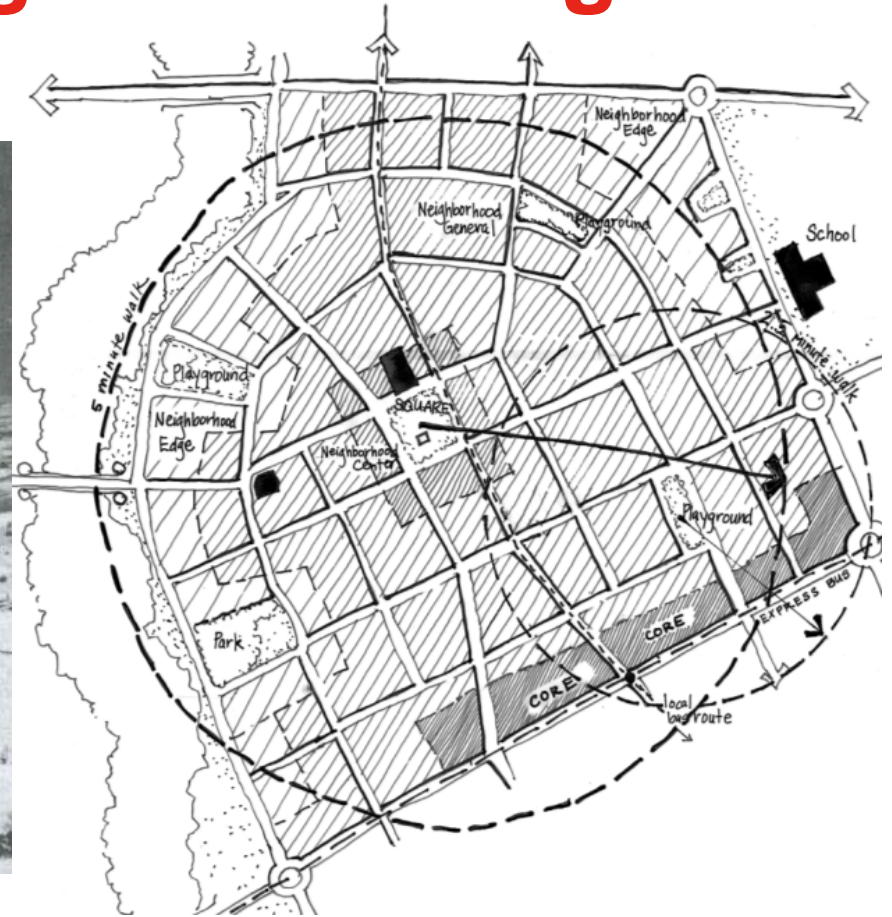
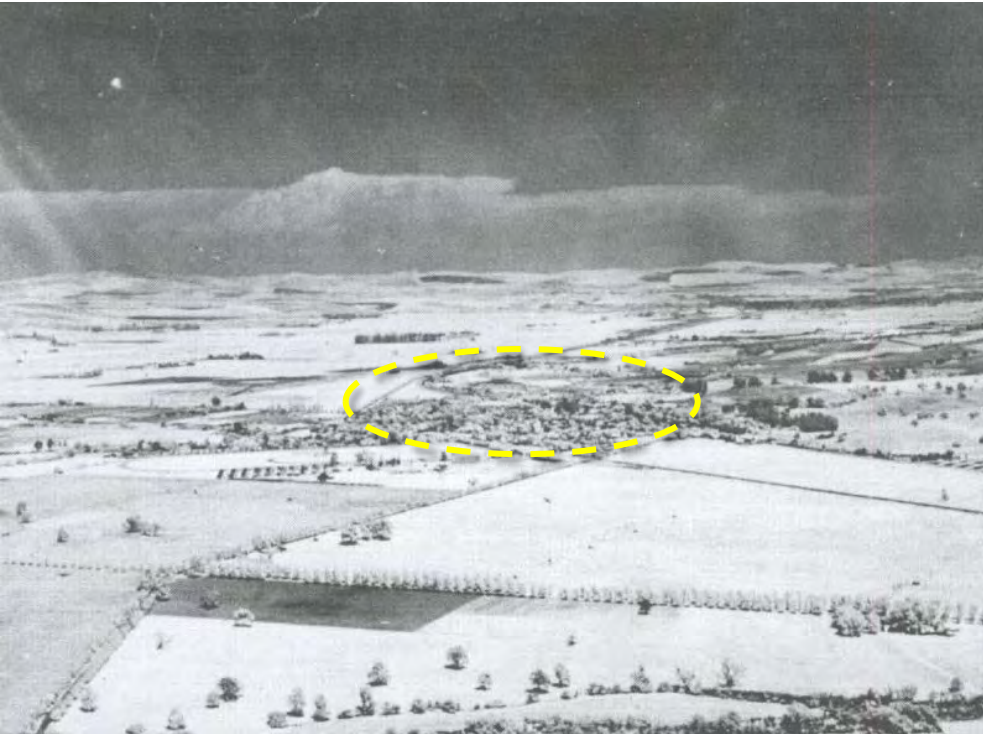
University Village District

“This is one of the best and most central locations for a neighborhood retail center at former Fort Ord.”
Fort Ord Reuse Plan p.165

General Development & Design Objectives

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A History of Making Urban Villages

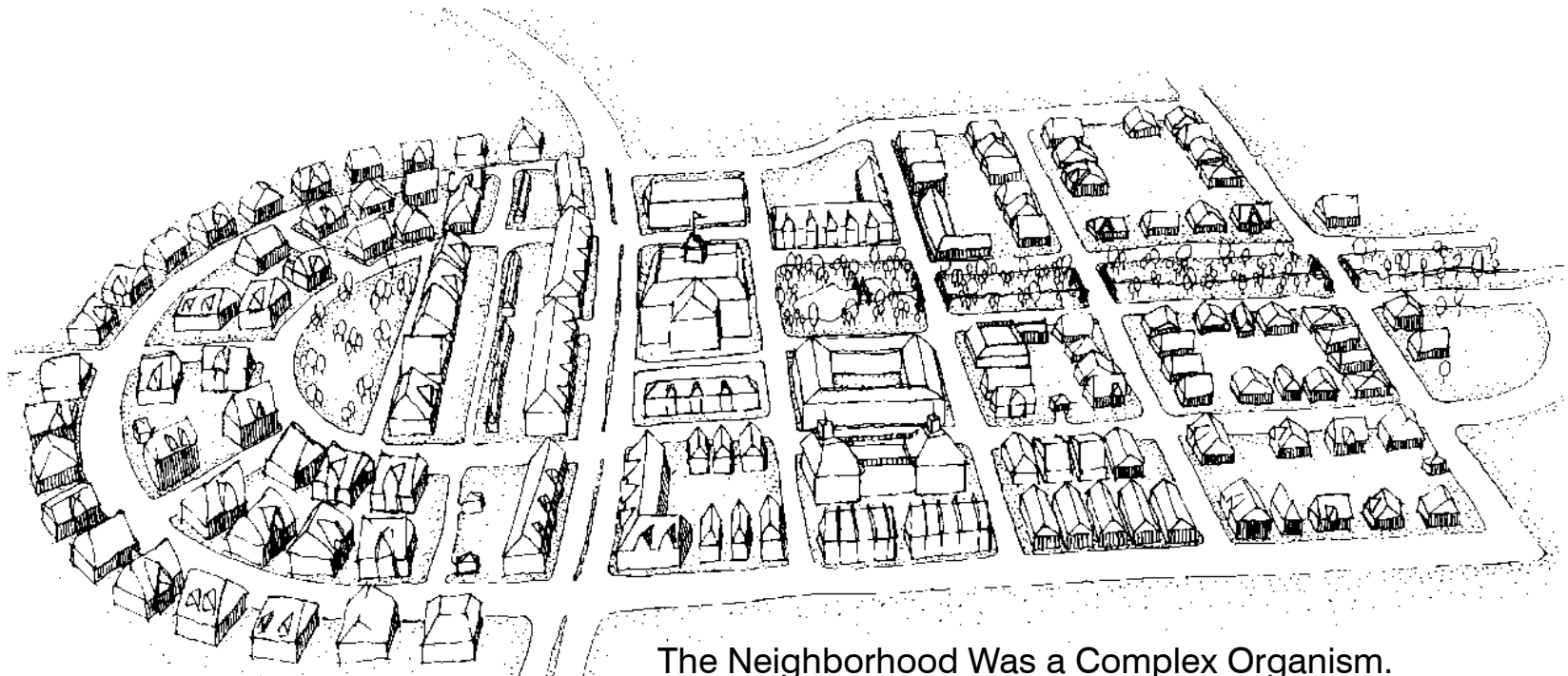


With Growth, the Village Evolved into a Neighborhood among Several

A History of Making Urban Villages

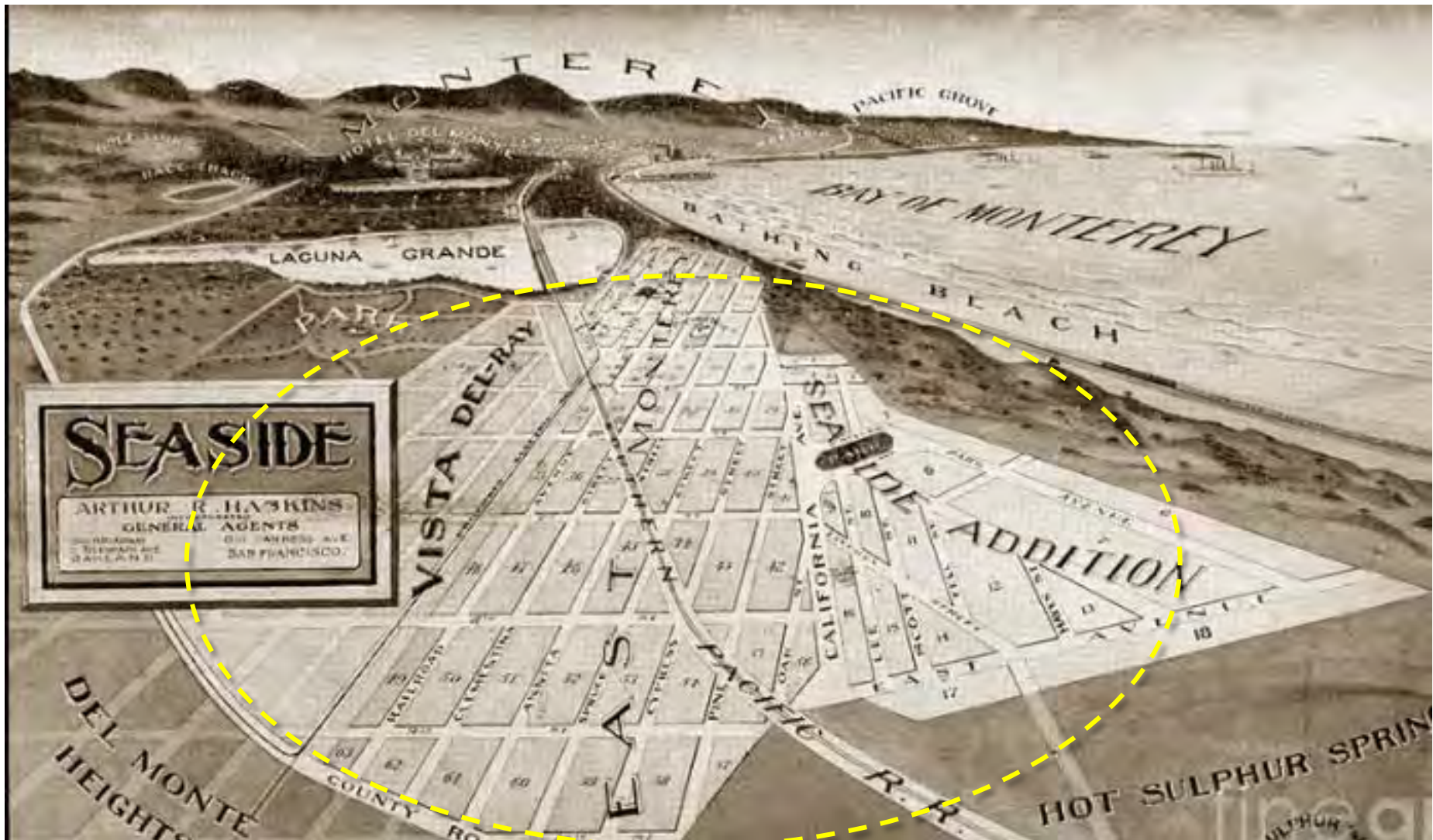
The Neighborhood Served Many of One's Daily Needs

- Limited Size: 5 Minute Walk, Center to Edge
- Mix of Uses and Densities
- Civic Spaces and Parks for Gathering
- Recreation and Connection to Landscape
- Tightly Woven Network of Streets Defined by Buildings
- Streets Support Many Forms of Transport



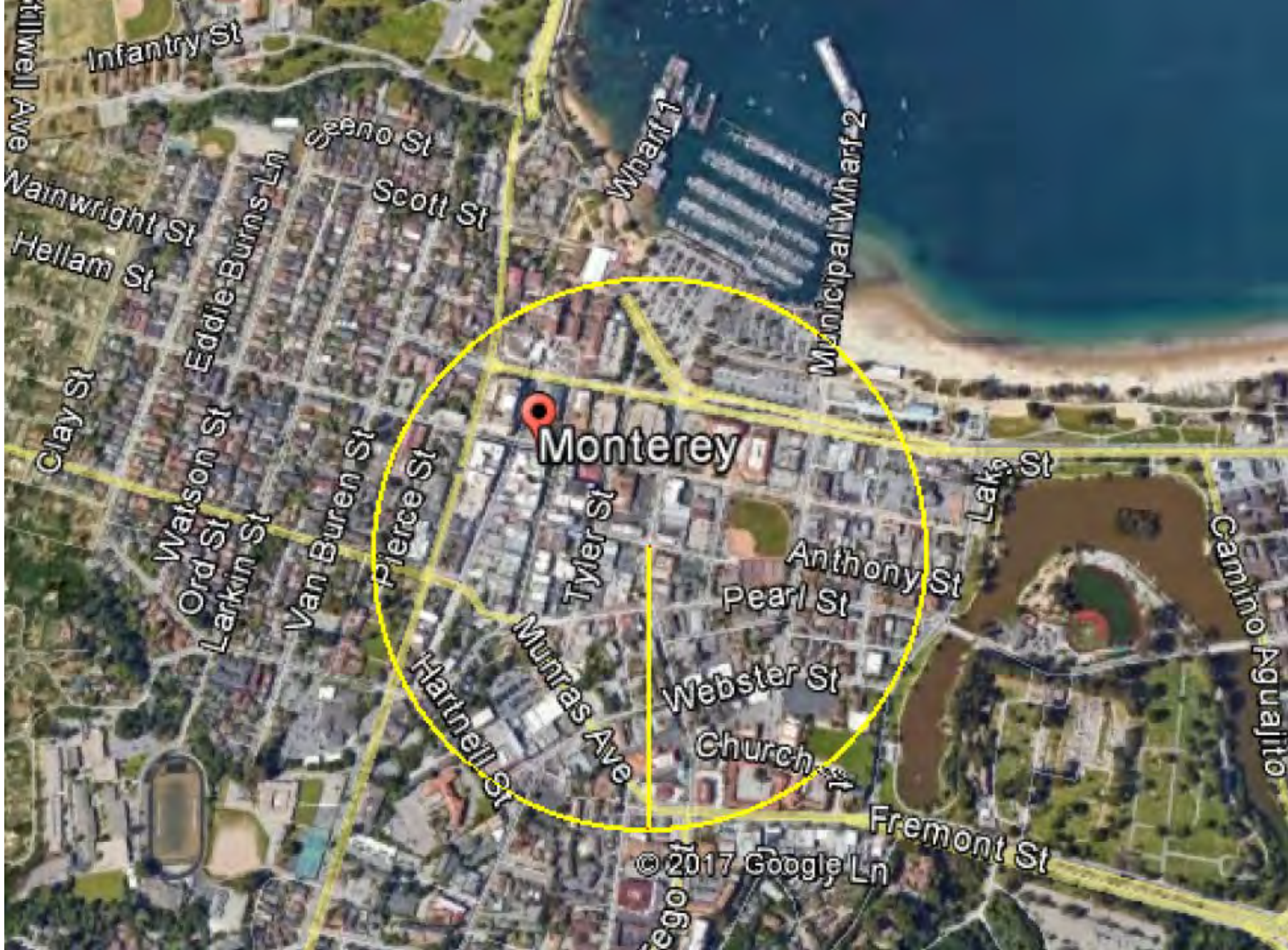
The Neighborhood Was a Complex Organism.

Seaside Began as an Urban Village

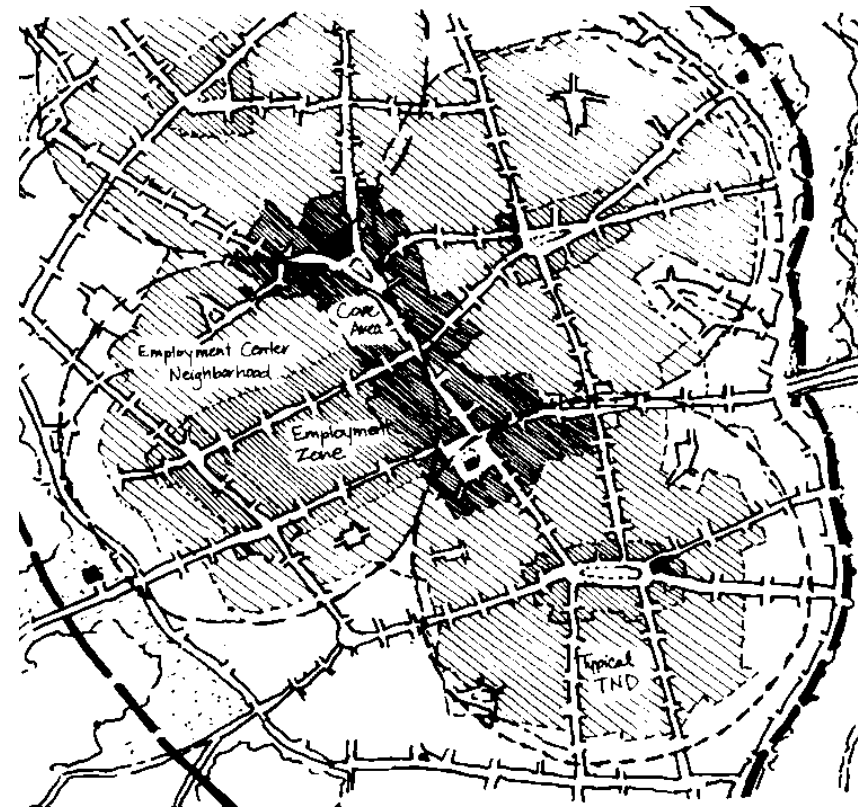
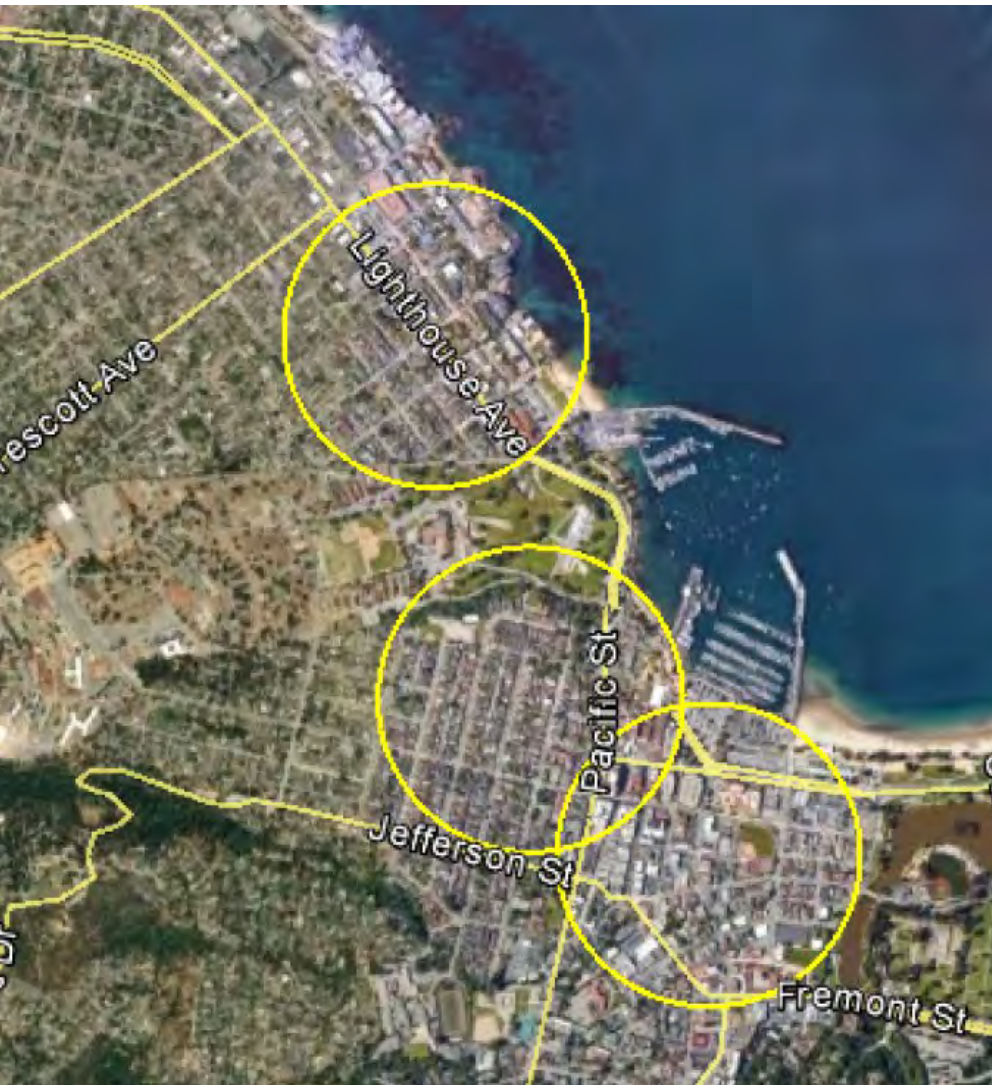


That Legacy is Still Apparent



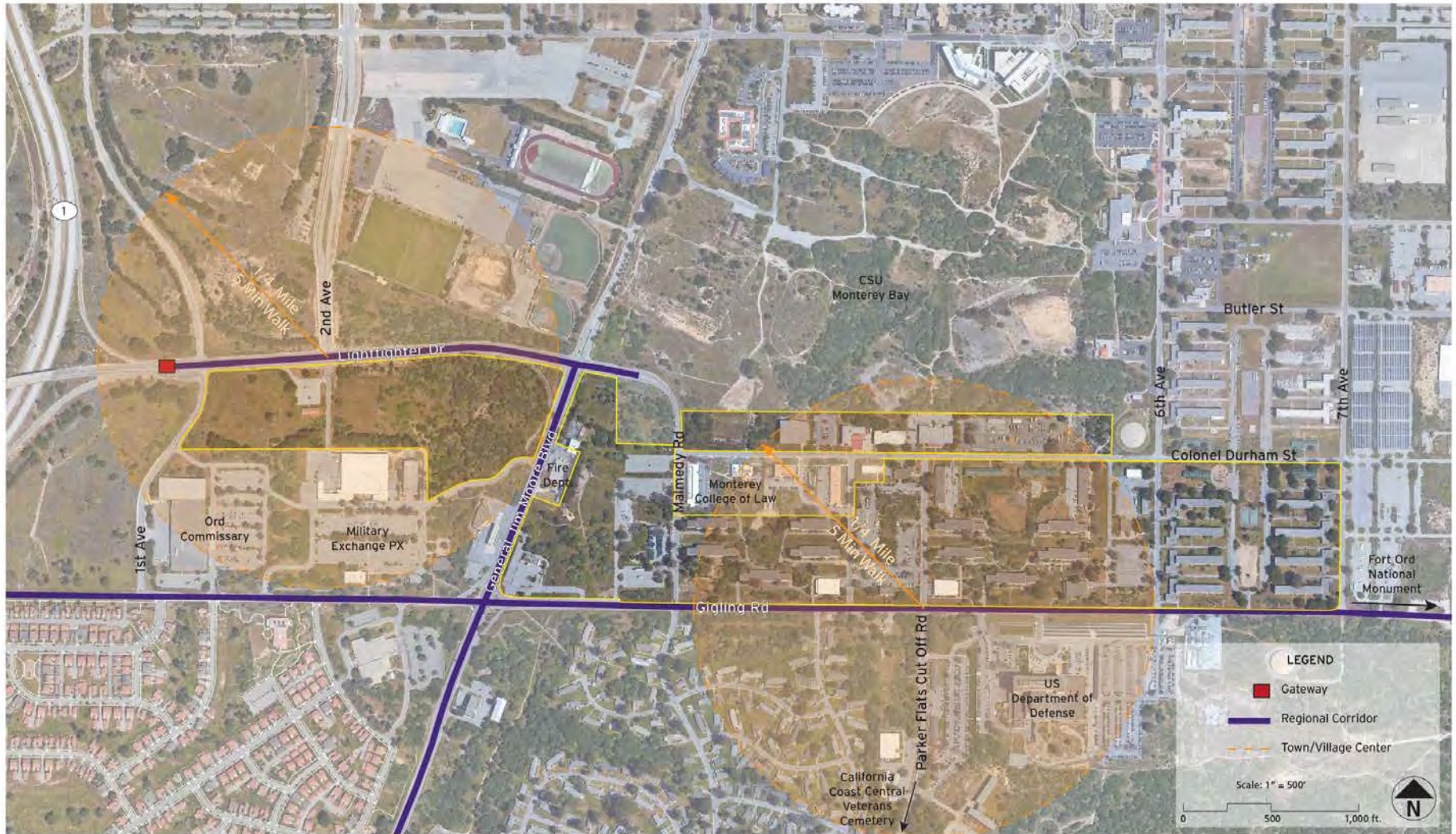


Neighborhood as Building Block



The Neighborhood is the Building Block of Towns and Cities

RUDG Site Elements



University Village District

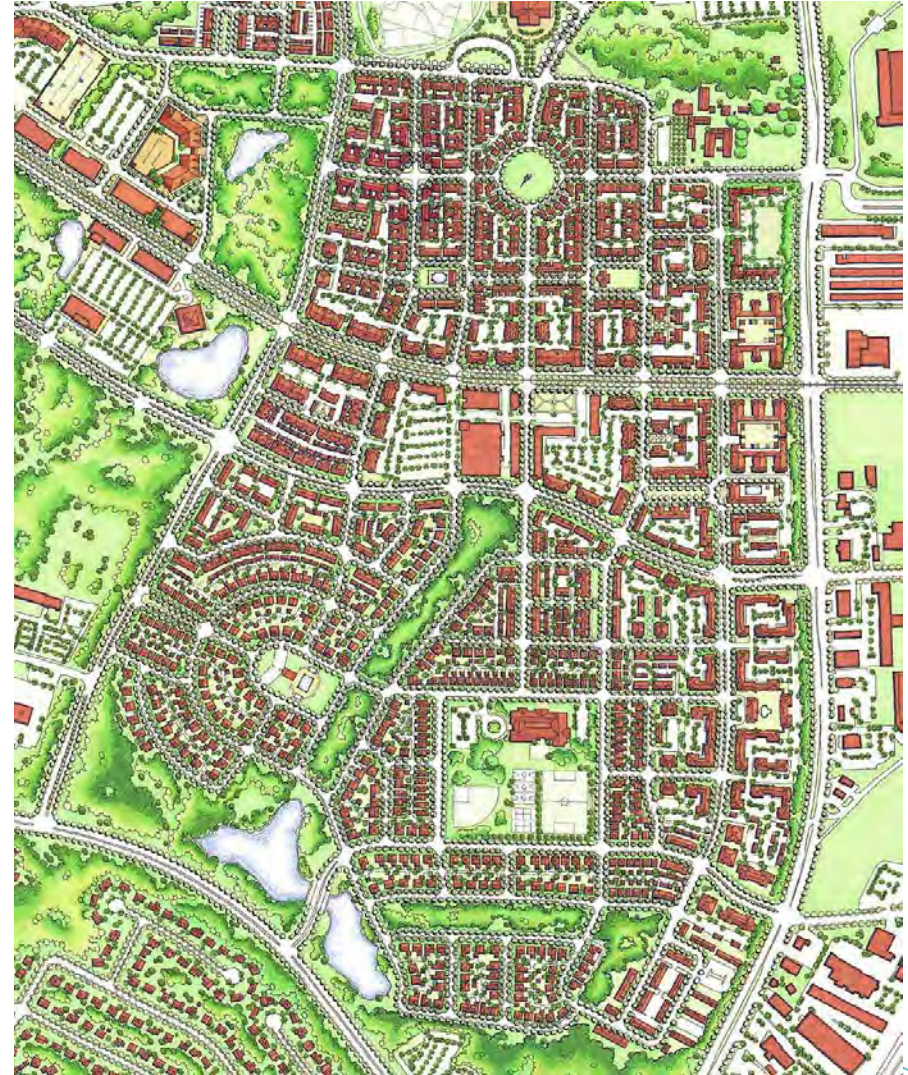
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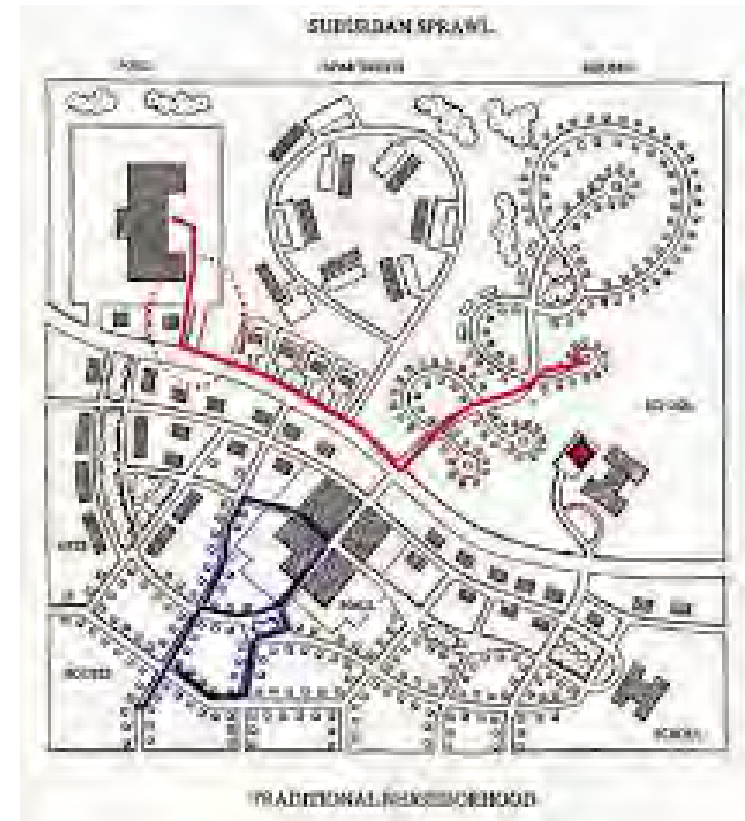
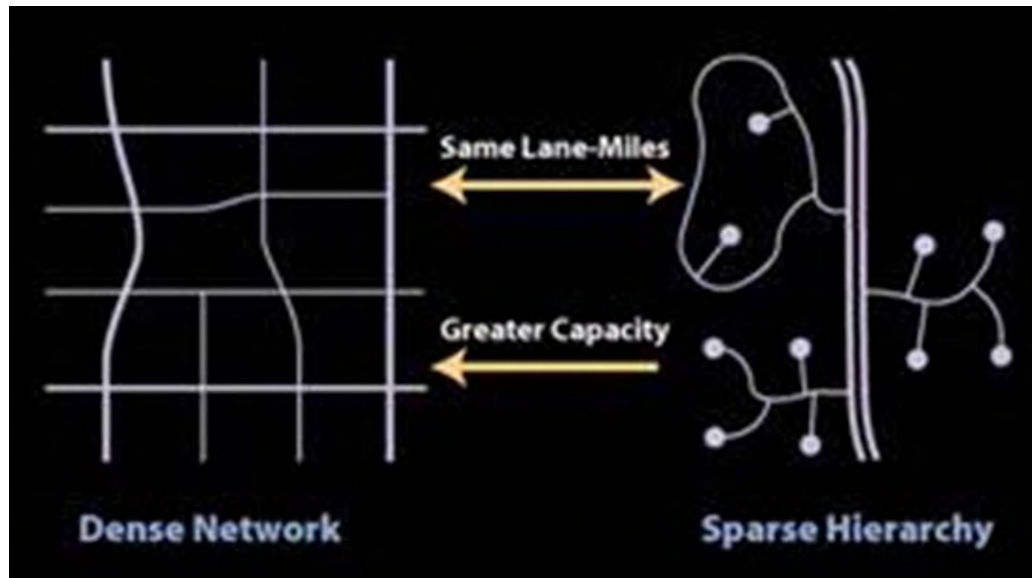
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Block Size and Grain

- Small blocks are more pedestrian friendly
- Small blocks = permeability
- Provides multiple pedestrian routes to any destination,
- Relieves burden on any one street
- Safer for pedestrians and vehicles



Why Does Block Size Matter to Walkability?



California Cities Study



Street network, safety and sustainability in 24 medium sized California cities

Cities selected to represent a range of traffic safety level

24 California Cities

Safer Cities

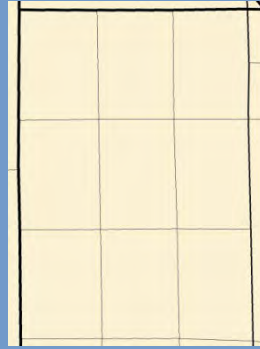
- **Alameda**
- **Berkeley**
- **Chico**
- **Cupertino**
- **Danville**
- **Davis**
- **La Habra**
- **Palo Alto**
- **San Luis Obispo**
- **San Mateo**
- **Santa Barbara**
- **Santa Cruz**

Less Safe Cities

- **Antioch**
- **Apple Valley**
- **Carlsbad**
- **Madera**
- **Morgan Hill**
- **Perris**
- **Redding**
- **Rialto**
- **Temecula**
- **Turlock**
- **Victorville**
- **West Sacramento**

SAFER CITIES – NETWORK DENSITY

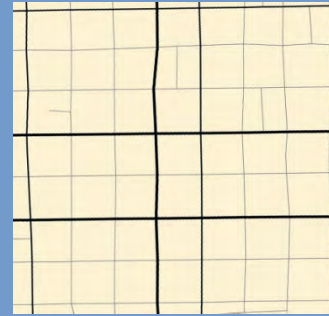
Network Density Comparison



9x9

660'

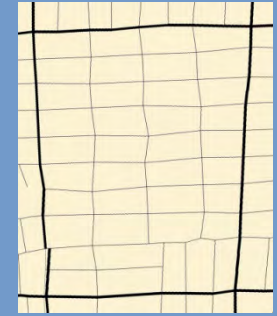
81



12x12

480'

144



15x15

375'

225

1 Sq. Mile
Grid Size

Block Length

Intersection
Density

Mode Share

Driving

Walking

Biking

Transit

< 81

81-144

144-225

225+

88.1%

5.3%

2.4%

3.0%

86.7%

3.9%

3.8%

4.5%

82.9%

5.3%

4.0%

6.8%

76.2%

8.1%

4.2%

10.4%

**% Fatal or
Severe**

(non-highway)

4.9%

2.3%







1.8%

2.0%

Testing the Lessons of History

Davis, CA



	<i>Intersection Density</i>	<i>Single Occupancy Vehicle</i>	<i>% Fatal or Severe Crashes</i>
 Pre 1940	211 / sq. mi	40.6%	1.6%
 1940s	122	58.9%	3.9%
 1950s	169	63.0%	2.6%
 1960s	172	64.7%	2.3%
 1970s	132	81.3%	3.0%
 1980s+	111	85.9%	3.0%

Public safety & fiscal benefits of finely grained networks

1. Increased traffic safety
2. More cycling and walking
3. Fewer & shorter vehicle trips
4. Less pollution
5. Less traffic congestion
6. More “eyes on the street”
7. Better emergency response times
8. Lower Fire Service costs
9. Higher real estate values

What is Meant by 'Complete Street'

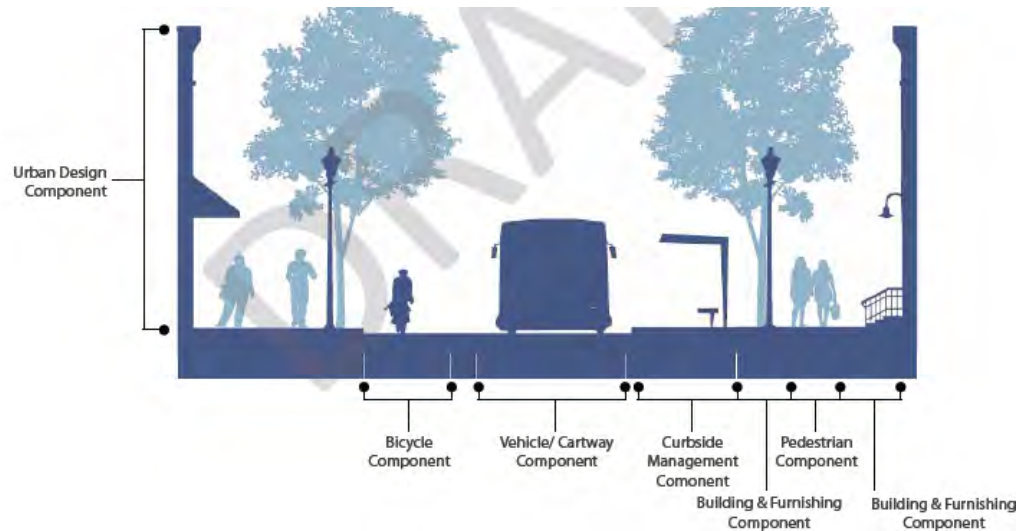


Traditional road classifications emphasize vehicle movement.



Complete Street Types emphasize the character of the entire street.

The Policy? Roads are Designed and Managed for Everyone.

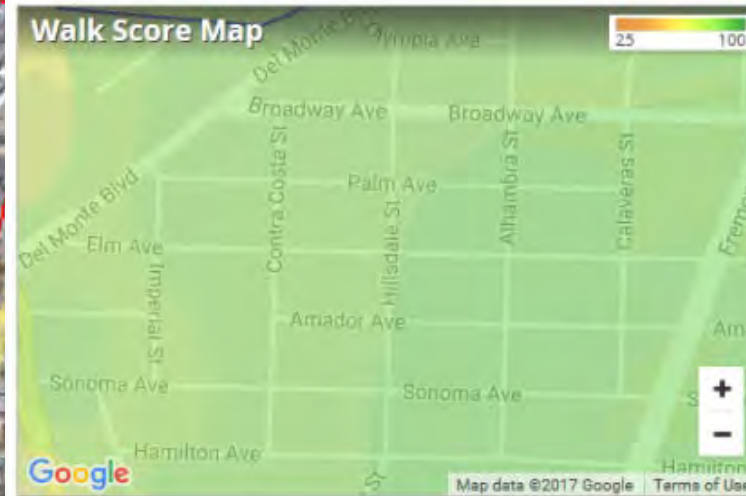


This is an IN-Complete Street

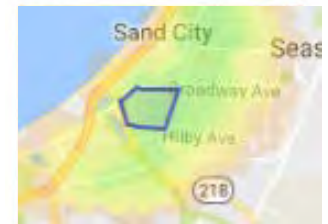




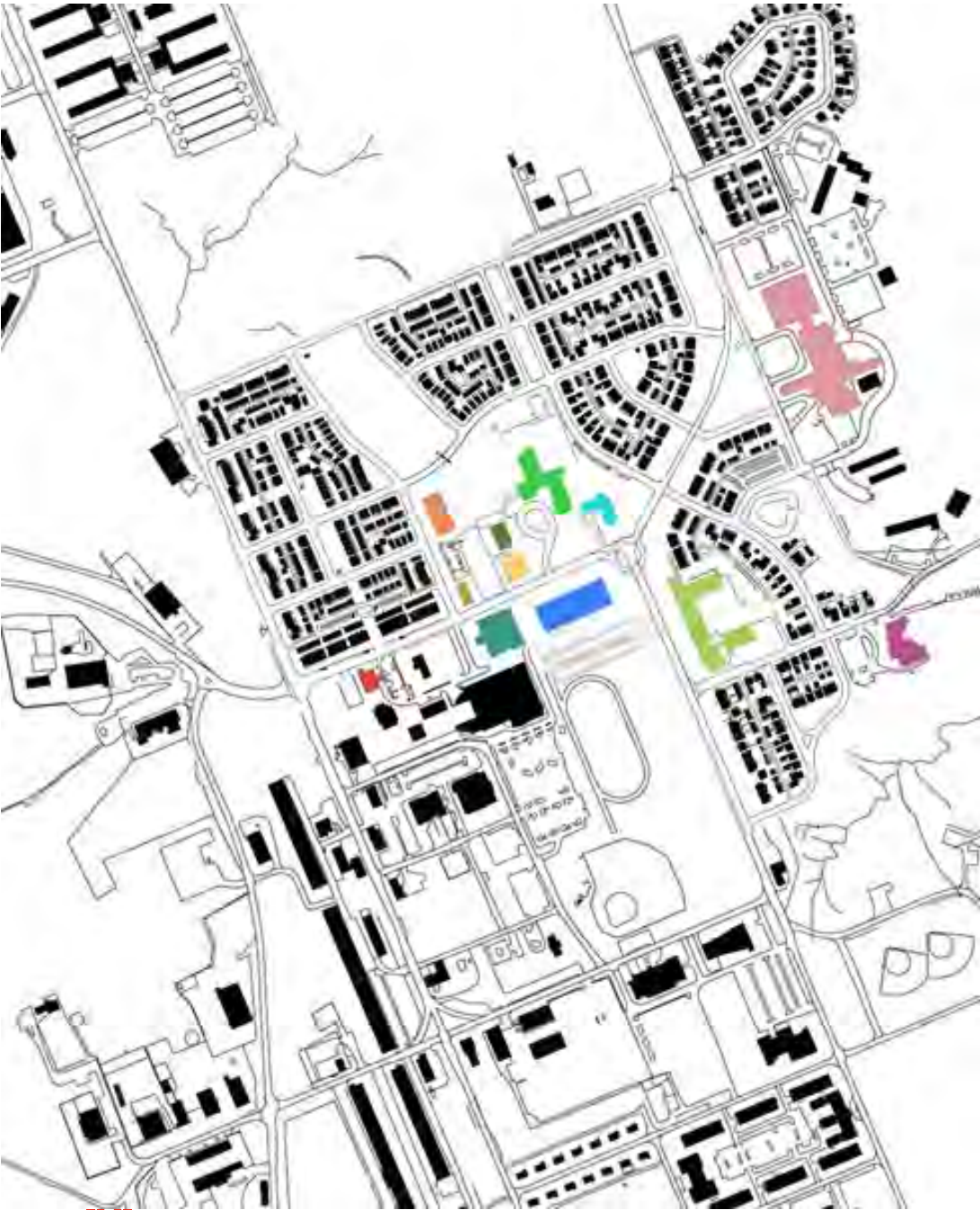


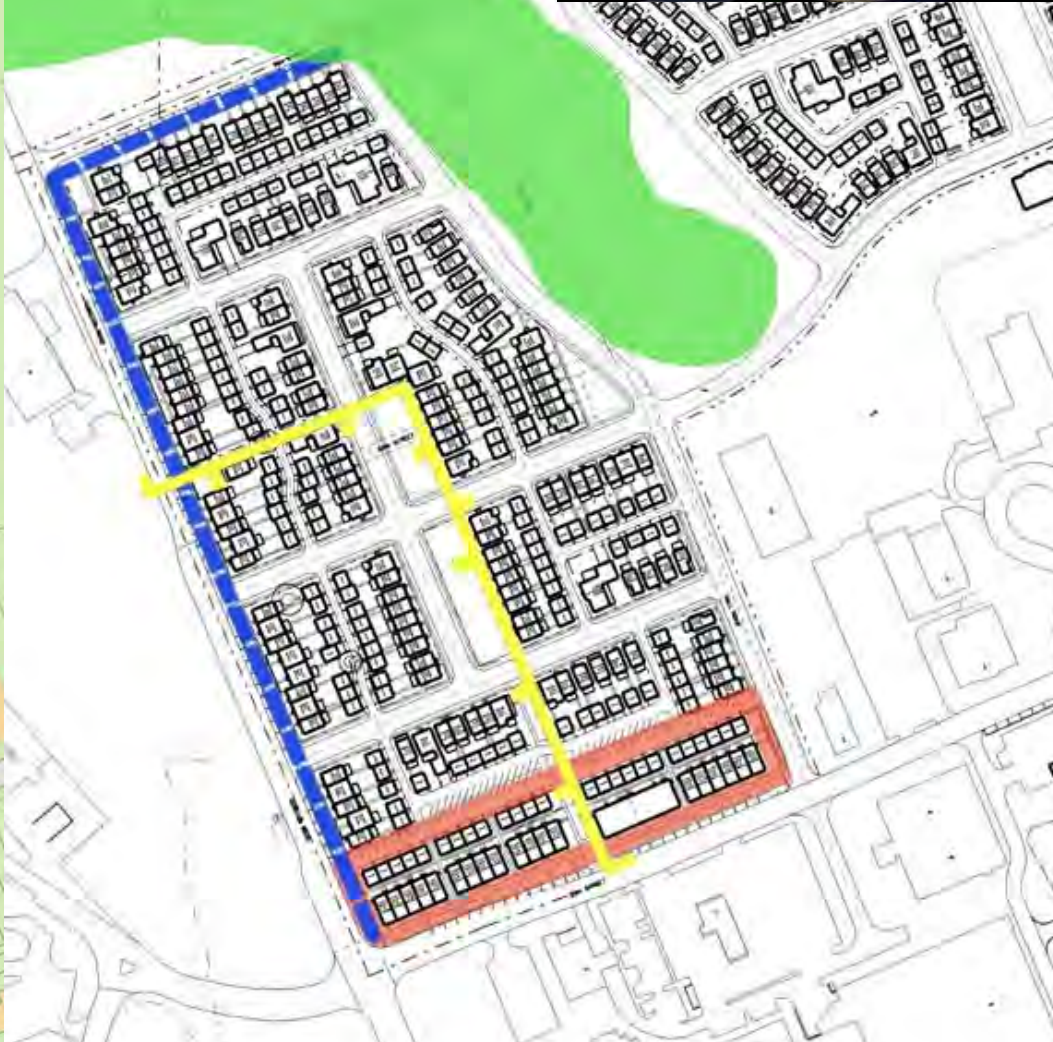


Walk Score: 82



Number of Intersections: 72
 Intersections per Square Mile: 288





How can I stay involved?

- **Visit us online:**
www.ci.seaside.gov
- **Visit us in-person:**
Broadway Design Center
- **Join us for the Design Charrette**
October 30- November 3, 2017