Campus Town
Specific Plan
Public Workshop #1
Regional Context

PROJECT SITE

Monterey Bay

Monterey

Seaside

Del Rey Oaks

Fort Ord National Monument

Salinas

Pacific Grove

TORTI GALLAS + PARTNERS
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
Firm Overview

64 YEARS CULTURE OF LEARNING
EXPERIENCE • HISTORY • MISTAKES

100+ EXPERIENCE
100+ CITIES • 36 STATES • 15 COUNTRIES

93 LEED PLATINUM

100+ AWARDS
NATIONAL AND INTERNATIONAL

MULTI-CULTURAL FIRM
24 NATIONALITIES • 20 LANGUAGES

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

August 2017
Baseline Research

September
Project Site and Programming Analysis
Public Workshop #1
Sept. 14

October
Conceptual Specific Plan
Public Design Charrette
Oct 30 - Nov 3

November
Specific Plan Development and Refinement

December

TORTI GALLAS + PARTNERS
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.

<table>
<thead>
<tr>
<th>Monday, Oct. 30</th>
<th>Tuesday, Oct. 31</th>
<th>Wednesday, Nov. 1</th>
<th>Thursday, Nov. 2</th>
<th>Friday, Nov. 3</th>
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<tbody>
<tr>
<td><strong>9AM - 12PM</strong></td>
<td><strong>8AM - 12PM</strong></td>
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<td><strong>8AM - 12PM</strong></td>
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<tr>
<td>Site &amp; Neighborhood Tour</td>
<td>Design Team Works</td>
<td>Design Team Works</td>
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<td>Design Team Works</td>
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<tr>
<td>Torti Gallas team tours CTP site and neighborhood</td>
<td>Open to residents &amp; the public</td>
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<td><strong>1PM - 5PM</strong></td>
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<td>Set-up</td>
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<td>Stakeholder</td>
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<td>Charrette Space</td>
<td>Interviews</td>
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<td>45 minute meeting time slots</td>
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<td><strong>5PM - 6PM</strong></td>
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<td><strong>6PM - 8 PM</strong></td>
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<tr>
<td>Kick-off</td>
<td>Interim Public Presentation</td>
<td>Interim Public Presentation</td>
<td>Interim Public Presentation</td>
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<td>Presentation &amp; Table Exercise</td>
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Site Context
Local Master Plans
What if...
Downtown Seaside, CA
Monterey, CA
Santa Cruz, CA
Gilroy, CA
Sonoma, CA
University Village District

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6. **Promote Park and Ride Facility**
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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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?

- Dense Network: Same Lane-Miles, Greater Capacity
- Sparse Hierarchy: Same Lane-Miles, Greater Capacity

Diagram comparison of traditional neighborhood versus suburban sprawl.
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
<table>
<thead>
<tr>
<th>Network Density Comparison</th>
<th>1 Sq. Mile Grid Size</th>
<th>Block Length</th>
<th>Intersection Density</th>
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<tr>
<td>&lt; 81</td>
<td>9x9</td>
<td>660’</td>
<td>81</td>
</tr>
<tr>
<td>81-144</td>
<td>12x12</td>
<td>480’</td>
<td>144</td>
</tr>
<tr>
<td>144-225</td>
<td>15x15</td>
<td>375’</td>
<td>225</td>
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<table>
<thead>
<tr>
<th>Mode Share</th>
<th>&lt; 81</th>
<th>81-144</th>
<th>144-225</th>
<th>225+</th>
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<tbody>
<tr>
<td>Driving</td>
<td>88.1%</td>
<td>86.7%</td>
<td>82.9%</td>
<td>76.2%</td>
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<tr>
<td>Walking</td>
<td>5.3%</td>
<td>3.9%</td>
<td>5.3%</td>
<td>8.1%</td>
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<tr>
<td>Biking</td>
<td>2.4%</td>
<td>3.8%</td>
<td>4.0%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Transit</td>
<td>3.0%</td>
<td>4.5%</td>
<td>6.8%</td>
<td>10.4%</td>
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</table>

<table>
<thead>
<tr>
<th>% Fatal or Severe (non-highway)</th>
<th>&lt; 81</th>
<th>81-144</th>
<th>144-225</th>
<th>225+</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.9%</td>
<td>2.3%</td>
<td>1.8%</td>
<td>2.0%</td>
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Testing the Lessons of History

<table>
<thead>
<tr>
<th>Intersection Density</th>
<th>Single Occupancy Vehicle</th>
<th>% Fatal or Severe Crashes</th>
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<tbody>
<tr>
<td>Pre 1940</td>
<td>211 / sq. mi</td>
<td>40.6%</td>
</tr>
<tr>
<td>1940s</td>
<td>122</td>
<td>58.9%</td>
</tr>
<tr>
<td>1950s</td>
<td>169</td>
<td>63.0%</td>
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<tr>
<td>1960s</td>
<td>172</td>
<td>64.7%</td>
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<tr>
<td>1970s</td>
<td>132</td>
<td>81.3%</td>
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<tr>
<td>1980s+</td>
<td>111</td>
<td>85.9%</td>
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Davis, CA
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
Pleasanton, 1935. Began as a Village in an Agrarian Landscape

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