



Marina Community Partners Joins City to Create Vibrant Urban Village

By Lauri Moffet-Fehlberg

University Villages in the City of Marina, California, is planned on the former Fort Ord by Marina Community Partners and the Marina Redevelopment Agency to be a blend of neo-traditional urban design principles and traditional town planning concepts to achieve a vibrant, progressive and fully integrated community; one that is recognized as a memorable place to live, work and play for present and future generations of citizens. It will be a livable community that integrates housing, recreation, retail and job opportunities in a place where regional shopping, main street casual shopping and dining, hospitality, employment and recreational uses converge. Key components will be pedestrian and bicycle friendly streets, open space connections, transit corridors and vistas to important community monuments.

The Imjin/12th Street to Highway 1 interchange provides an ideal location for a Village Center with community retailers and a concentration of large and medium format retailers to generate significant interest from local and visiting shoppers, capture sales tax revenue for the City of Marina and provide the jobs that accompany these major retail centers.

Forming the "heart" of this Village Center is the Town Square, a true urban gathering place where community events, public art and village retail uses (such as coffee shops, bagel shops, etc.) will bring daily activity and form the focal point for a new Main Street.

Surrounding the Town Square and along Main Street are buildings that will house specialty retailers and restaurants. Shops on the south side of the street and the south and west sides of the Town Square are ideally located for two-story townhomes above the retail space. A building on the north side of the Town Square will be designated for one-story office space above the retail ground floor. This will give the Square and Main Street a sense of enclosure and add to its vibrancy.

A Community Greenbelt connecting the Village Center to the southern Business Park/Commercial area will form a community-organizing element and a strong linear park system. Perpendicular to this spine, another Greenbelt links the Arts District through a residential neighborhood with CSUMB. The center focal block, where the Greenbelts cross, is intended as a community sculpture garden where permanent and rotating art pieces may be displayed. Lining both sides of this Greenbelt are proposed, three-story live/work townhomes. These homes include flexible, ground-floor space that owners may use for small retail shops, studio or office space, while allowing the Main Street concept to expand organically over time, when market demand supports it.

The western row of combination live/work townhomes curves to form a backdrop for the beach boardwalk, which links the Town Square to the State Beach, utilizing the 8th Street overpass. These same live/work townhomes follow the future transit corridor to the east, adding to the flexibility of the district. Concentrating multi-family apartment buildings directly adjacent to the Main Street further increases activity within and around the Town Square.

On the north side of 12th street is a prime 14-acre site intended for a hotel and conference center enjoying views of Monterey Bay and south along the Peninsula.

Visit www.marinauniversityvillages.com for more information about this project. ■



The Future of Our Community

By Mayor Ila Mettee-McCutchon



The plan for the University Villages neighborhood is the primary economic development project on the former Fort Ord base. The new community will bring not only jobs and tax revenue to the City of Marina, but it will add a colorful new dimension of social activities and shopping opportunities.

While other projects bring housing communities to the City of Marina, University Villages is designed to work in conjunction with the entire Fort Ord development plan, providing an economic impact through its many retail shops and a major business park. Thousands of new jobs will

be created, many offering high salaries and career growth opportunities.

The City of Marina is looking forward to the diverse housing opportunities University Villages will provide for our community. With the increasing costs of homes in the area, I am proud that University Villages will offer 20% of the homes as affordable housing and 10% as workforce housing, expanding the opportunity for members of our community to purchase homes, many for the first time.

Additionally, University Villages will provide increased shopping, social and employment opportunities for the growing number of CSUMB students and Marina residents. I envision University Villages as an opportunity to complement our growing and vibrant community and enhance the economic development of our city. ■

City of Marina Hosts University Villages Town Hall Meeting

On April 21, 2004, 75 interested community members attended the second University Villages Town Hall meeting at the Marina Community Center. The community was welcomed by Mayor Ila Mettee-McCutchon, who emphasized the import role that this development is slated to play in Marina's future prosperity. The Mayor also urged citizens to join the City and Marina Community Partners in the planning process for this exciting economic development project.

Doug Yount, Marina's Manager for the University Villages project, gave a brief synopsis of the public participation and developer selection process to date and reiterated the importance of this project to Marina as a significant economic and community development opportunity. Yount then introduced Simon Whitmey, MCP's Project Director, who welcomed participating MCP team members: Thom Gamble, Shea Homes; Bob Burke, Shea Properties; Pam White, Shea Properties; Phil Rafton, Centex Homes; Lauri Moffet-Fehlberg, The Dahlin Group; Jim Brezack, RBF Engineering; Jan Lindenthal, South County Housing; Bart Bruno, Monterey Peninsula Engineering; Paul Bruno, Monterey Peninsula Engineering; and Bob Schaffer, MCP.

Moffet-Fehlberg presented the current version of the plan, which is a result of information gained from the Developers Pre-selection Showcase, the initial Town Hall Meetings on February 22, 2003, May 11, 2003, and February 24, 2004, many meetings with the Marina Staff, CSUMB, and other community stakeholders. There were a number of interesting comments throughout the meeting. Mike Owen, a community activist and Tree Committee member, when asked about his take on the second Town Hall meeting stated, "Marina Community Partners was very responsive to the concerns raised at the first Town Hall meeting. Again they demonstrated their interest in not only listening to the community, but incorporating many of the good ideas into the plan. They have done this from the beginning of the selection process. This is a big reason they won the bid in the first place. Everyone should feel encouraged about this process continuing. The end result being a really fabulous one for the city."

Citizens that attended the Town Hall Meetings asked a number of important questions, many of which were answered at the meeting. Those questions that required additional research will have answers provided in the near future.

Q: What about water?

A: On-going meetings between the City, Marina Coast Water District, water-specialist consultants, and fellow developers are being held to produce a solution. We are confident that a solution will be found that will enable all of the developers to work together to fulfill the promise of Fort Ord redevelopment. On the demand side, University Villages will incorporate best management practices, conservation measures such as water-saving fixtures, appliances, irrigation controllers and drought resistant landscaping.

Q: What about bike paths, parks, beach access, boardwalk, traffic circulation?

A: We have met with City Staff, CSUMB planners, CALTRANS, TAMC and MST staff to make sure that these vital elements are properly planned to achieve the best possible results. We will also continue to seek the Community's input.

Q: What about green building and sustainability?

A: The Concept Plan addresses this issue from a general perspective through good planning principles. As the plan is further refined, more details will be brought forward as part of MCP's and the City's commitment to sustainable community design.

Both Centex Homes and the Shea Companies have won awards for implementing many of these into their developments.

Q: Will there be day care?

A: Quality day-care facilities exist close to University Villages.

Q: Will there be retail space?

A: For the University Villages shopping district, we are vigorously pursuing a wide variety of interesting large and medium format retailers together with smaller specialty shops. We will also provide opportunities for local merchants and, of course work to achieve a mix of tenants that the Citizens have identified in previous meetings. It is premature to identify specific tenants.

Q: How will you market Marina?

A: We are actively marketing Marina to a variety of retailers and to a number of businesses. A major part of University Villages is a significant business park of some 650,000 square feet. MCP has a track record of attracting both national and local businesses that provide well-paying jobs. The leasing program for the retail and business park includes both national and local brokers.

Q: What about housing?

A: University Villages will have a wide variety of housing types including a range of affordability. It will be a compact development similar to Rivermark in Santa Clara (www.rivermark.net). The homes will be built in phases and ultimately the plan incorporates 1,237 homes on approximately 126 acres.

Q: What is the relationship to Marina Heights, Cypress Knolls, and East Garrison?

A: MCP and the City believe that all of these projects are complementary and will advance Marina's vision for University Village as a sustainable mixed use and economic development opportunity for the City.

Q: Will there be schools?

A: MCP and the City have raised the possibility of a school/park/playing field site on the west side of 2nd Avenue at 2nd Street. Talks are soon to be scheduled with MPUSD to identify their interests and needs.

Q: Are you working with CSUMB?

A: Even before selection as the University Villages master developer, members of the MCP team have been meeting with the University to be sure that they are a part of the planning process. High Tech Infrastructure is an important part of our plans and we are discussing ways to tie into the University's system.

Q: Do you have plans for churches?

A: We plan to preserve and rehabilitate two existing Army church buildings for use by the community. There are no plans to accommodate churches of specific denominations.

Q: What about fiscal neutrality?

A: It is the goal of both the City and MCP to ensure that the University Villages project is not a burden on existing Marina taxpayers. A comprehensive fiscal study by the City's economic consultant will be performed for this project. While it is premature to quantify specific fiscal impacts prior to this study, University Villages will generate significant sales tax and transient occupancy taxes for the City's general fund.

Q: Will the project be handicapped accessible?

A: The project will meet all applicable codes.

Q: Why are there more residential units in the plan than in the RFQ?

A: The Marina General Plan allows for an additional 400 residential units as an incentive to create more affordable units.

Q: What types of uses are included in the business park?

A: The business park will accommodate a wide variety of uses ranging from light manufacturing to high-tech R&D.

Q: What type of transit facilities will there be?

A: MCP is working with the various transit authorities to accommodate their plans which might include fixed rail, busses, etc.

Q: Would it be possible to move the school site to CSUMB and propose a different use on the PBC parcel?

A: We discuss mutual planning issues with CSUMB and will bring this idea to their attention.

Q: Will entertainment and dining be provided on the visitor-serving parcel on the north side of Imjin?

A: In all probability, but the decision about the type of dining and entertainment will ultimately depend on the hotel operator.

Q: Will there be adequate linkages to CSUMB?

A: We are working with the Campus planning staff to achieve the optimum interaction with the University.

Q: How many single-family homes are proposed?

A: There will be 1076 single-family homes and 161 rental apartments. ■

Marina Community Partners Recognized

At the Marina Chamber of Commerce's Installation and Awards dinner held earlier this year, Bob Schaffer of Marina Community Partners (MCP) was recognized as Citizen of the Year. As Coordinator of Community Affairs, Schaffer works on a number of area projects such as the Los Arboles site council, the MPUSD Superintendent's Advisory council, the Wind Festival Advisory Board, the Marina Arts' Council Advisory Board and the Marina Chamber of Commerce board.

Community service is a core principle of MCP, and its team members work with and support various civic organizations by participating in public meetings, committee work and charitable activities throughout Marina and Monterey County.

MCP became involved in the local community prior to the formal selection process by the City and continues to enjoy being a member of such a dynamic and civic-minded community. MCP is proud to share a relationship for the betterment of our community with the following organizations and events:

Marina Skateboard Park	CSUMB President's Golf Tournament
Marina Larger Library	Marina Back-to-School Golf Tournament
Marina Christmas Tree Lighting Ceremonies & Children's Christmas Party	CSUMB President's Golf Tournament
Children's Services Christmas Celebration	CSUMB Celebration of Community
Rotary Senior's Christmas Dinner	Rotacare Golf Tournament
Rotary Halloween Party	Marina Air Fair
Youth Football	Interim Inc's Hoedown for Housing
Pony Baseball	Fort Ord Alumni Association's Hidden Secrets of Fort Ord Tour
Girl's Soccer	Marina Arts' Council
D.A.R.E. Golf Tournament	
Marina Back-to-School Golf Tournament	

Marina Community Partners Hosts City Council Tour



Rivermark



Shea Center

As a part of its community outreach program, Marina Community Partners (MCP) hosted the Marina City Council, in a legally noticed, public City Council meeting to which the public was invited on a tour of projects developed by Marina Community's Partners principles: Shea Properties, Shea Homes, and Centex Homes. The group visited three developments - Rivermark in Santa Clara, Shea Center in Livermore and the Shops at Waterford in Dublin.

Each specific project featured similar amenities and design concepts that MCP is planning to incorporate into the University Villages project such as high density housing, a village shopping environment and public art elements.



Waterford

Mayor Ila Mettee-McCutchon and Council Members Ken Gray and Dave McCall; Economic Development Commissioner, Candy Meyer-Owen; and City Staff including City Manager, Tony Altfeld; Assistant City Manager, Beth Ann Skamser; Planning Director, Jeff Dack; Planner, Jim Felton; University Villages Project Manager, Doug Yount; Public Works Director, Charles Johnson; Civil Engineer, Peter Le participated in the tour on behalf of the City of Marina. Planning Commission Chairperson, Gary Wilmot and Commission Members Patty Bradshaw and Bob Drake were in attendance as well as, Commander, Mark Morgan; Lieutenant, Rick Janake; and Acting Fire Chief, Harold Kelly. ■



Rivermark

“What is your vision for University Villages and for Marina?”

“I would love to see University Villages help promote Marina as the place that people want to go, giving us more of an identity as a community. My hope is that the project will be a link between the old city of Marina, and what will be the new city of Marina and CSUMB. What I've seen so far from Marina Community Partners, is that they're making an effort to try and reflect those desires and hopes from the community.”



Roger Williams
Marina Chamber of Commerce

“What I look forward to is a community that is well-planned, taking into consideration elements that make a community, such as home ownership, business ownership, schools, things to do, parks, etc.”



Terry Teplitzky
Owner of Michael's Catering & Wild Thyme Deli & Café

“I'm really excited to see the former Fort Ord being used for a much greater purpose not only for our current community, but for future generations. I would like to see the legacy of Fort Ord involved in the development of University Villages and the future of Marina.”



Dan Devlin, Jr.
Marina Home Owner

“I think it is very important for Marina to have a well-defined downtown area built with a sense of style and architecture that makes the city appear cohesive.”



Linda Fernandez
Marina Home Owner

Meet the University Villages Development Team

The MCP Team

THOM GAMBLE

Thom Gamble is Executive Vice President for Shea Homes Northern California and is heavily involved in the day-to-day activities of three large projects currently in the entitlement process. Involved in the building industry since 1973, Gamble was the founder/principal of two design and consulting firms involved in residential and commercial architecture and planning. Gamble was also associated with Terra California and was with the private consulting firm of Thom Gamble & Associates, Inc. prior to joining Shea Homes in 1986. Gamble has served as president of BIA Southern Division and on many state, regional and divisional boards of the California Building Industry Association (CBIA) over the past 20 years. Currently Gamble is very active on State legislative, environmental issues and growth management task force committees.



BOB BURKE

Bob Burke is the Senior Vice President and General Manager of Shea Properties' Northern California Group. Burke is responsible for the commercial acquisition, development and management of commercial properties in Northern California. With over 20 years of professional experience in real-estate development and management, Burke has been responsible for the development, construction and leasing of over one million square feet of commercial space in the Bay Area. Under Burke's leadership of the Northern California Group of Shea Properties, the development portfolio has grown to over \$250 million over the last two years. Before joining Shea Properties, Burke was the Development Manager for an Oakland-based real estate development firm with active developments in Monterey and Fresno counties. Burke is a member of the National Association of Industrial and Office Parks and the International Council of Shopping Centers.



PHILIP RAFTON

Philip Rafton is Vice President of Land Acquisition & Strategic Marketing for Centex Homes Northern California Division. Rafton is responsible for land acquisition and strategic marketing. His primary focus is overseeing the land acquisition team for the Northern California Division. Rafton has been in real estate development for over 30 years. Starting his career in construction lending, he then moved on to forward planning and land acquisitions. In 1985 he founded a private home-building company and ran the Southern California Division. In 1988 he sold the company to a national builder and continued to manage the division until 1991. Rafton then became Vice President and General Manager of Coto de Caza, a large-scale country club community in Orange County. He is a member of the Urban Land Institute and is a licensed real estate broker.



SIMON WHITMEY

Simon Whitmey is Project Director for Marina Community Partners' University Villages Development. Whitmey joined Shea Homes Northern California Division of the J.F. Shea Companies in Walnut, California in 2003. Prior to joining Shea Homes, Whitmey was self-employed as the owner of a manufacturing business that was related to the construction industry in Irvine, California. In 2003, he sold his business and moved to Orange County where he accepted a position at a real estate and land development company. Born in the United Kingdom, Whitmey graduated from Cambridge University in 1969 with a Masters Degree in Chemistry and Chemical Engineering.



PAM WHITE

Pam White is Shea Properties' Senior retail development manager for Northern California. White has day-to-day management responsibility for the development of two large-scale mixed-use developments in the Bay Area. Rivermark Village is a 138,000 square foot retail and office development in Santa Clara offering a full-service grocery store, restaurants, office and neighborhood retail uses. The Shops at Waterford is a 125,000 square foot grocery anchored neighborhood retail center that includes 390 high-density apartments constructed on top of a portion of the retail center. Prior to joining Shea, White was the Executive Vice President with The Stitzel Company—a San Francisco based retail developer whose projects included One/Two Rodeo Drive in Beverly Hills and One Colorado in Pasadena. White received both a Masters and Bachelor of Science degrees in Architecture from the University of Michigan. Pam has been a Licensed Architect in the State of California for over 15 years and is a member of the International Council of Shopping Centers and the American Institute of Architects.



BART BRUNO

Bart Bruno, President of Monterey Peninsula Engineering (MPE), has deep roots on the Monterey Peninsula. In 1980, Bruno started MPE and within a few years, his two sons and his nephew joined him, and over the next twenty years, the business grew into the successful business it is today. MPE is now one of the largest employers in Marina. In 2003, MPE opened a new 8,000 square foot headquarters, deepening its commitment to the community. Bruno is primarily responsible for special projects, including real estate acquisition and development. He is actively involved in community projects and organizations. He is a member of the Rotary Club of Marina and the Locke-Paddon Park Improvement Committee.



The Marina City Team

DOUG YOUNT

Doug Yount is the City of Marina's Project Manager, facilitating negotiations and administering project operations and the City's project team. He reports directly to the City Manager's Office and serves at the Department Director level to aid in the coordination and execution of the project's objectives and tasks throughout City departments. Yount has nearly 20 years of experience in the public and private sector, serving local government in a variety of capacities. Prior to this, Yount served as Deputy City Manager for the City of Alameda, acting as project manager and lead negotiator for the \$2 billion mixed-use, master plan development of the former Naval Air Station Alameda. Prior to appointment as Deputy City Manager, he served as the City's Development Services Director, overseeing economic and community development of the city, including redevelopment, affordable housing, and business retention and attraction efforts.



CHRISTI DI IORIO

Christi di Iorio is the City of Marina's Project Planner for University Villages. She has nineteen years of experience in City planning both in Southern and Central California. While Planning Manager with the City of La Quinta, she not only oversaw the day to day operations of the department but also managed multiple development projects. These projects included golf resort subdivisions, large scale retail shopping centers as well as infill buildings within the City's historic village. Most recently she was the Director of Community Planning and Building for the City of Carmel. Her accomplishments included the adoption of the City's Coastal Land Use Plan. She has undergraduate and graduate degrees in Cultural Resource Management. Lastly, she is an American Institute Certified Planner (AICP).



Tell Us What You Think

We welcome your comments, letters to the editor and story suggestions. If there is a topic you feel would be interesting for our readers, please let us know.

Also, if you would like to contribute stories for University Village News, please submit original text to the email address below or mail them to:

University Villages
100 12th Street
Building 2909, Suite 107
Marina, CA 93933

Email: info@marinauniversityvillages.com

Tel: 831-384-0220
Fax: 831-384-0443

Submission of story ideas or articles does not guarantee they will appear in this publication.

This publication was paid for and printed by Marina Community Partners.

University Villages
100 12th Street
Building 2909, Suite 107
Marina, CA 93933
Tel: 831-384-0220
Fax: 831-384-0443
www.marinauniversityvillages.com



Fulfilling the Promise of Fort Ord