

Part I: Master Plan

Chapter One

Vision, Goals and Objectives

Introduction

This Chapter bridges the broad vision statements and goals in the Marina General Plan, with specific activities the City will undertake to achieve those desired ends. It begins with a Vision Statement from the General Plan, followed by a more focused Vision Statement that applies to the Pedestrian and Bicycle Master Plan.

1. **Vision Statement.** A vision statement creates a visual image in the reader's mind of what the city of Marina intends to become.
2. **Goals.** Goals are focused around detailed issues that are part of that vision.
3. **Action Strategies.** Action Strategies outline the steps the City will take in several areas to achieve the goals that relate to walkability and bicycle travel.

The overall goal of the Marina Pedestrian and Bicycle Master Plan is to complement the Marina General Plan in the creation of a community that provides a high quality of life for all residents. Specifically that means a community that offers a broad range of housing, shopping, employment, transportation, and public gathering and recreation choices; and which conserves open space and irreplaceable natural resources. The City of Marina General Plan included the following vision statement: “Marina desires to grow and mature, along with its image, from a small town, primarily bedroom community, to become a small city which is diversified, vibrant and mostly self-sufficient. The City can and will accomplish this by achieving both the necessary level and diversity of jobs, economic activity, public services, housing, and civic life (including culture and recreation), and parks and open space.”

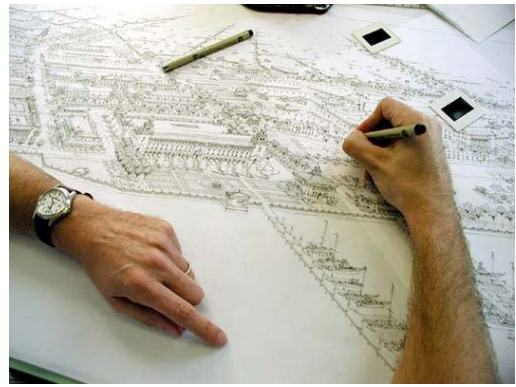
Visions lead to goals, which lead to objectives, strategies and action steps. This master plan provides essential details related to walking and bicycling to make Marina a premier town for working, living, recreation and shopping. In this plan we anticipate major support for village-form development. Unlike many bicycle and pedestrian plans, this plan provides a high level of detail on street-making, building placement, connectivity, compactness, land use



policies and other issues that help define the way a community develops over time.

As a complement to this vision from the General Plan, the vision statement for this Walkable and Bicycle Friendly Community Plan follows:

As Marina grows into a diversified, vibrant, self-sufficient City, it will become a place where people will make walking and bicycling a part of their everyday lives. The existing street network is enhanced with well-connected walking and bicycling facilities. Future development and redevelopment creates a "village" atmosphere where mixed uses are within walking distance of each other and connected by pleasant and safe walkways and bikeways.



Goals

This section quotes and explains several Goals in the Marina General Plan relating specifically to pedestrian and bicycle activity, as well as related social and urban form issues.



Community Goals From the General Plan

The City of Marina General Plan includes several goals relevant to walking and bicycling. First, the General Plan identified the need for easy access to public transit. Most residents access transit by walking or bicycling at each end of their transit trip:

- Goal C. A city within which the majority of the residences, businesses and community facilities are served by frequent cost-effective transit.



The following two goals from the General Plan relate to land use patterns that bring destinations closer together so bicycling and walking become viable or preferred alternatives to automobile travel:

- Goal E. A city designed for attractive, comfortable, convenient, welcoming and secure walking for people of all ages and abilities, in which most housing, shops, businesses, plazas, civic buildings and other community facilities are within easy walking distance of each other.

Key Features

- Short blocks, many connections
- No cul-de-sacs, Closes OK
- Narrow Streets
- On-street parking
- Alleys
- Building setback 15-25 feet
- Variety in architecture
- Mixed income
- Mixed use villages
- Transit hubs / Express bus to key locations
- Well located schools
- Parks within 1/8th mile of all homes
- Granny Flats encouraged
- 6-11 du/a preferred

Suburban

Key Partners

- Developers
- Bankers
- Real Estate
- City, County and Regional Planning
- Transportation and Transit providers

- Goal L. Physically and socially cohesive communities in which existing and future land uses, transportation facilities, and open spaces are well integrated.

Another community goal from the General Plan further promotes these alternatives by calling for a balanced transportation system, with reduced traffic congestion, noise, energy consumption, and air pollution as a result of greater use of transit, walking and bicycling:

- Goal F. A balanced land use/transportation system minimizing induced traffic congestion, noise, excessive energy consumption, and air pollution.

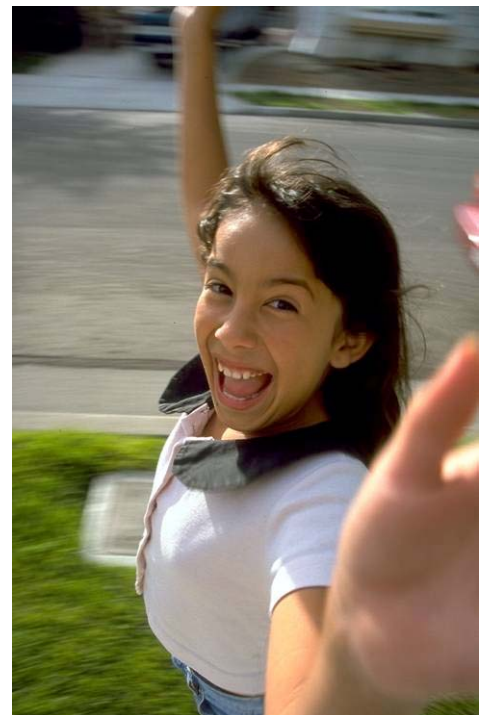
Finally, the General Plan recognized the recreation value of trips made by bicycle or foot, even if the trip is necessary for day-to-day activities:

- Goal M. Ample opportunities for outdoor recreation for all residents, both within their immediate neighborhoods, elsewhere in the city, and in the immediate environs.

Transportation and Infrastructure Policies from the General Plan

The Marina General Plan includes the following statement recognizing that insufficient walking and bicycling facilities increase automobile traffic making trips by foot or bike unpleasant, difficult, or dangerous. “At present, Marina residents and businesses, like residents and businesses in most small and medium-sized cities in the U.S., are almost totally dependent on the private automobile for transportation. Public transit service provided by Monterey-Salinas Transit (MST) is limited. Opportunities to walk or bicycle to most destinations are hampered by absence of continuous walkways or [bikeways] linking major community destinations, and where such [facilities] exist, they are hampered by unsafe and unattractive conditions. The dependency of Marina residents on private automobiles is further exacerbated by land use patterns and street systems making provision of transit service or the option of walking or biking from place to place difficult and inconvenient.”

The General Plan goes on to describe its general intent regarding transportation: “The intent of the General Plan is to reduce this dependency on the private automobile by providing Marina residents and



others traveling in, out or within the City with other practical and pleasant means of travel. Future transportation and related land use decisions shall adhere to the following transportation-related policies and programs.”

With this statement of direct intent to reduce automobile dependence and promote alternatives such as bicycling and walking, the following general goals regarding Transportation and Infrastructure are included from the General Plan:

- Reduce the number and length of vehicular trips and limit overall traffic congestion by promoting land use patterns and land uses allowing for multipurpose trips and trip deferral during peak travel times.
- Design the City to enable and encourage walking and biking as a major and safe means of travel.
- Protect existing and future residential areas from through-traffic that creates safety, noise, and pollution problems.
- Link existing and future areas of the City with an integrated system of roads, transit, footpaths and bikeways that connects neighborhoods, commercial areas, schools, parks, and other major community-serving destinations.
- Where necessary and feasible, accept some traffic congestion to achieve other community goals, such as encouraging the integrity of neighborhoods and the use of alternative means of travel.
- Make all transportation decisions within a broad policy context that considers visual, environmental, economic and social objectives rather than being solely responsive to existing or projected traffic problems.

Action Strategies

This section is the most detailed in this Chapter. The headings begin with general strategies, continue with the bicycle and pedestrian facility network (bikeways and sidewalks), and conclude with several more focused categories. The actions listed are very clear-cut. They can be monitored by providing the City Council, relevant appointed bodies, city staff, and other organizations with periodic reports on progress



Marina’s vision can match the nation’s key issues – including fitness. Well crafted visions and workable plans help qualify towns for limited grants, state and federal funds by providing a clear, clean, crisp vision plan and implementation strategies. Funding sources look for towns most likely to build their economy and quality of life through a carefully laid out vision and plan.



in achieving the General Plan goals cited in this Master Plan.

A. General Strategies

- A1. Develop and maintain a comprehensive and coordinated walking and bicycling program.
- A2. Establish a Walking and Bicycling Advisory Committee to advise the City.
- A3. Plan for walking and bicycling facilities in all existing and new developments.
- A4. Coordinate and cooperate with surrounding jurisdictions and agencies, such as UCMBEST, CSUMB, Monterey County, TAMC, and Caltrans.

B. Program and Planning Strategies

- B1. Planning Department and Public Works Department staff and the City's Planning Commission should be familiar with the guiding principles of a good walking and bicycling system, so as to ensure that these principles are followed in the design of all new neighborhoods as well as in already-built areas.
- B2. Develop standards that consider factors such as the need for low traffic speeds and dispersed volumes of motor vehicles, reduced numbers of driveways, improved sight distances, and access controls and other curb cuts.
- B3. Develop criteria for direct and friendly walking and bicycle access to open space areas preserved inside and outside the city limits.
- B4. Plan for walking and bicycling in new neighborhoods by maximizing connectivity, providing shade, places to rest, short blocks, many eyes on the street and public spaces, and other key features.
- B5. Ensure that walking and bicycling routes are integral parts of street design so that bikeways and pathways form an integrated, direct and preferred transportation network.
- B6. Design walking and bicycle routes as integral parts of new greenways and open space areas (where appropriate).
- B7. Plan bikeways and pathways providing attractive, shaded linkages between destinations.
- B8. Identify weak links and discontinuities in the existing network, and develop a plan to prioritize and fund solutions that improve or complete links.



- B9. Develop guidelines and standards for traffic operations, signal timing, geometric design, Universal Design (ADA) and roadway maintenance that facilitate walking and bicycling at intersections and other key crossing locations.
- B10. Support MST's program to provide transit access for bicycles.



C. Walking and Bicycling Network Strategies

- C1. Develop and adopt a map depicting the City's intended future walking and bicycling facility network.
- C2. Comment on plans from nearby cities and Monterey County and assist in identifying improvements needed in the regional network.
- C3. Identify gaps in the desired City network and prioritize improvements.
- C4. Develop a specific map to identify and prioritize connections between neighborhoods, making walking and bicycling a first-choice for short and medium distance transportation trips.
- C5. Develop a program to gain neighborhood support for improving walking and bicycling connections.



D. Other Walking and Bicycling Features

- D1. Consider walkability and bicycle-operating characteristics in the design of bikeways, intersections and traffic control systems.
- D2. Establish a prioritized program to improve conditions for walking and bicycling. Strategies include: removing barriers; adding, curb ramps, automated pedestrian signals at key locations, pedestrian-activated signals in remote locations, bike racks, and bike rentals; greening of streets, placement and comfort of benches; installing pedestrian scale lighting, intersection lighting, shade and other ancillary pedestrian and bicycle features.
- D3. Provide adequate bicycle parking at all existing civic, employment, recreational, educational, industrial and commercial destinations.
- D4. Research the best bicycle parking facilities available, such as lockers and secure racks, and provide standards and guidance for appropriate installation in all new retail and commercial development, and business expansion.

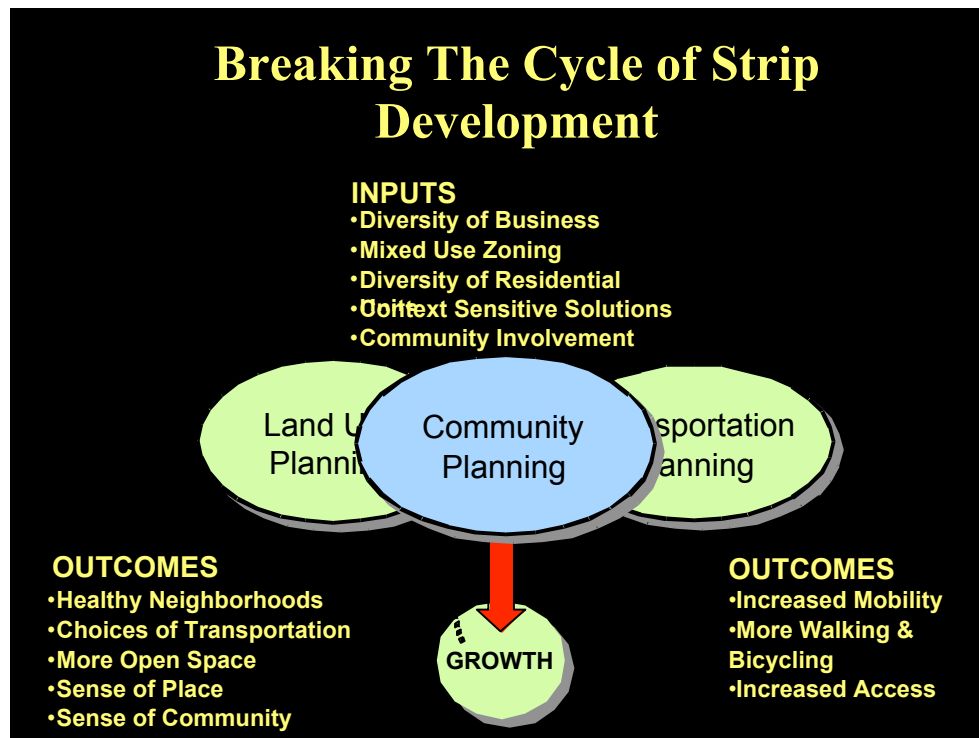
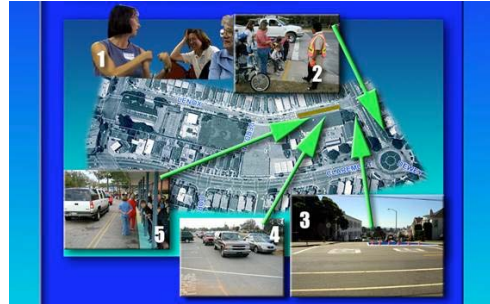
Marina's master plan will be measured on how well the town provides for the youngest and oldest members of the community. The more younger and older people seen all hours of the day, the more successful the plan.



- D5. Install lighting and other security measures as necessary.
- D6. Ensure that all new facilities in the City are free of architectural barriers that restrict access by individuals with disabilities.
- D7. Ensure that all existing facilities are surveyed for architectural barriers that restrict access by individuals with disabilities and schedule their removal.
- D8. Establish a process to ensure that work on utilities allows for barrier free access by improving coordination between departments and utilities.
- D9. Ensure that all existing and future walking facilities are surveyed or planned to create proper furniture zones, shy zones, and that a travel zone is maintained for appropriate levels of quality and service for anticipated numbers of people.
- D10. Ensure that mailboxes, sign posts, benches, trash cans, signal control boxes, hydrants and other sidewalk furniture is placed and organized to minimize interruptions to the flow of people walking.
- D11. Maintain appropriate sight triangles, especially at intersections, so that people of all ages and abilities are able to see and be seen by people in cars.
- D12. In commercial areas, provide wide sidewalks (8-12 feet or wider) to create comfort for people wanting to avoid edges close to streets and buildings. In general, keep the travel zone at least 8 feet wide.



- D13. Minimize disruptions by vehicular curb cuts (driveways). Use a minimum of a 40 inch 2% cross slope travel zone, or maintain the full width travel zone when practicable. Combine driveways and use frontage systems when feasible to reduce the number of driveways. Replace sidewalks where buildings and land uses no longer require driveways.
- D14. Benches should be placed at convenient locations, at least every 200 feet. Placement should not create barriers or discomfort to pedestrians.
- D15. Establish a standard for the design, placement, maintenance and screening of news racks on all commercial streets.



E. Funding

- E1. Ensure adequate funding is available for the following walking and bicycling program activities: Network planning and coordination, facility construction, ancillary facilities, maintenance, publicity and safety programs, and enforcement.
- E2. Seek out and apply for grants to fund pedestrian and bicycle improvement projects.

F. Maintenance

- F1. Design walking and bicycling facilities to minimize maintenance costs by specifying product standards and quality materials.
- F2. Establish routine inspection programs for all walking and bicycling facilities.
- F3. Develop lists of priorities for bikeway and pathway overlays and reconstruction to be considered during budget preparation.
- F4. Develop prioritized lists for sidewalk repair and replacement.
- F5. Develop procedures and practices for routine inspection and maintenance of bicycle parking facilities.

G. Promotion And Encouragement

- G1. Provide literature and current walking, transit and bicycling route maps for public use.
- G2. Update bicycle maps for public use on a regular basis, to be distributed at employment sites, bike shops, public buildings, and schools.
- G3. Acquire or develop literature promoting walking, compliance with bicycle, pedestrian and motor vehicle laws, safety tips, bike commuting, etc. for dissemination to the general public.

H. Safety And Education

- H1. Develop educational programs for schools, worksites, and community groups with an emphasis on walking and bicycling safety and laws.
- H2. Investigate development of a monthly "riding tips" clinic aimed at new bicycle riders.
- H3. Strengthen educational programs used for traffic violators.



Marina today is a jumble of unintended outcomes. A roadway overbuilt for today's needs creates wide crossings. A temporary solution has been to create a now aging and inconvenient overpass. Signs tell those preferring to make a quicker and easier at grade crossing to go overhead. In Marina's future, pedestrians will be treated with respect equal to that given to motorists.

- H4. Support programs promoting safe driving techniques, making information available through law enforcement, schools, driver's education, work sites, and general publicity efforts.
- H5. Promote programs to reduce incidents of bicycle theft and expand efforts to identify and recover stolen bicycles.
- H6. Develop informative material for use with schools, neighborhood groups, and Cable TV on incidents of bike theft from private property.
- H7. Develop a citywide bicycle helmet program.
- H8. Study walking and bicycling accident records and develop a focused enforcement effort with the goal of reducing these incidents by at least 10 percent per year.



I. Enforcement

- I1. The Police Department should seek out effective training on walking and bicycling issues.
- I2. Provide directed Police enforcement of motor vehicle traffic laws relating to walking and bicycling, especially drunken driving, careless driving, speeding, and failing to yield.
- I3. Continue enforcement of bicycle and walking rules and regulations in order to reduce violations and crashes.

