



**Notice of Preparation  
of an Environmental Impact Report and Scoping Meetings for the  
Downtown Vitalization Specific Plan  
Marina, California**

**Lead Agency:**

City of Marina, Community Development Department  
211 Hillcrest Avenue  
Marina, CA 93933  
*Attn:* Guido Persicone, MUP, AICP  
Community Development Department

**Consulting Firm:**

Rincon Consultants, Inc.  
80 Garden Court, Suite 240  
Monterey, CA 93940  
*Attn:* Megan Jones, MPP  
Managing Principal

**NOTICE IS HEREBY GIVEN** that the City of Marina (City) will serve as the Lead Agency, consistent with Section 15020 and 15021 of the California Environmental Quality Act (CEQA), in preparing an Environmental Impact Report (EIR) for the proposed Downtown Vitalization Specific Plan project (proposed project or DVSP). The City is requesting your input on the scope and content of the environmental issues and alternatives to be evaluated in the EIR. Responsible agencies may need to use the EIR to be prepared by the City when considering permits or other approvals for the project, and trustee agencies should plan to review and comment on the EIR with respect to trust resources within their jurisdiction.

**Project Location:** The proposed project is located in the City of Marina, approximately 15 miles north of Monterey and about 65 miles southwest of the San Francisco Bay Area, in Monterey County (see Figure 1). The Plan Area encompasses approximately 322 acres near the center of the City of Marina, and, as shown on Figure 2, entails an irregular shape. The Plan Area is generally bounded:

- On the northeast by parcels along the north side of Reservation Road
- On the south by Reindollar Avenue and various residential north-south secondary roads, such as Sunset Avenue, Carmel Avenue, and Crescent Avenue
- On the east by Salinas Avenue
- On the northwest by Del Monte Boulevard, approximately 0.5 mile east of State Route 1

**Public Review Period:** This NOP is available for public review and comment pursuant to California Code of Regulations, Title 14, Section 15082(b). The 30-day public comment period, during which time the City will receive comments on the NOP for the DVSP EIR, begins **October 20, 2023 and ends on November 20, 2023**. Comments should be sent to the address provided at the end of this notice.

**Project Description:** The intended purpose of the Specific Plan is to establish a direct connection between the City of Marina's General Plan and opportunities for vitalization and enhancement within Downtown Marina. The planning horizon for the Specific Plan is the 20-year period starting with the plan's adoption date. An overall goal is the orderly development of Downtown Marina in a method consistent with the City's General Plan and, more specifically, with the community's vision as developed through the community outreach process. This is accomplished through:

- Designation of land uses
- Designation of required access and circulation elements
- Location and sizing of infrastructure
- Financing methods for public improvements
- Standards of development

Based on existing land use designations and underlying zoning requirements, described under General Plan land use designations above, potential buildout of the Specific Plan could include approximately an additional 1,385,000 square feet of new retail and office space and 2,904 new housing units. When added to existing development, the Plan area could include a total of up to approximately 2,390,000 square feet of commercial and retail space and up to 5,205 housing units. However, the pace of future development would largely be determined by market forces, and thus it is difficult to determine at what date buildout would occur. More information is provided in the attached Initial Study.

**Initial Study:** Based on the conclusions of the Initial Study prepared for the proposed project, the following issue areas are anticipated to be analyzed in the EIR:

- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- Hazards and Hazardous Materials
- Noise
- Transportation
- Tribal Cultural Resources
- Utilities and Service Systems

Potential cumulative impacts and potential for growth inducement will also be addressed; alternatives, including the No Project Alternative, will be evaluated.

**Public Scoping Meeting:** Pursuant to the public participation goals of CEQA, as set forth in particular in Public Resources Code Section 21083.9, subdivision (a), the City, in its role as Lead Agency, shall hold a public scoping meeting to provide an opportunity for the public and representatives of public agencies to address the scope of the EIR. This meeting shall be held during a regularly scheduled Planning Commission meeting on Thursday, October 26, 2023 at 6:30 PM, located at 211 Hillcrest Avenue, Marina, CA 93922. The meeting may also be attended in person or virtually at <https://us02web.zoom.us/j/84287578704>. For more remote meeting participation information, visit <https://www.cityofmarina.org/958/Access-View-Meetings>.

The case file on this project, including copies of the Initial Study, is available for public review by request. Please contact Guido Persicone at the contact information below for this information. In addition, project specific information including the Initial Study is also be available online at: <https://www.cityofmarina.org/945/Environmental-Review>

**Commenting on the Scope of the EIR:** The City welcomes agency and public input regarding environmental factors potentially affected and project alternatives to be considered for evaluation. All written comments will be considered and must be submitted by **5:00 PM on Monday, November 20, 2023**, to the City at:

City of Marina  
Attn: Guido Persicone, Community Development Director  
211 Hillcrest Avenue  
Marina, California 93933  
[gpersicone@cityofmarina.org](mailto:gpersicone@cityofmarina.org)  
Phone: 831-884-1289



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Signature

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Guido Persicone

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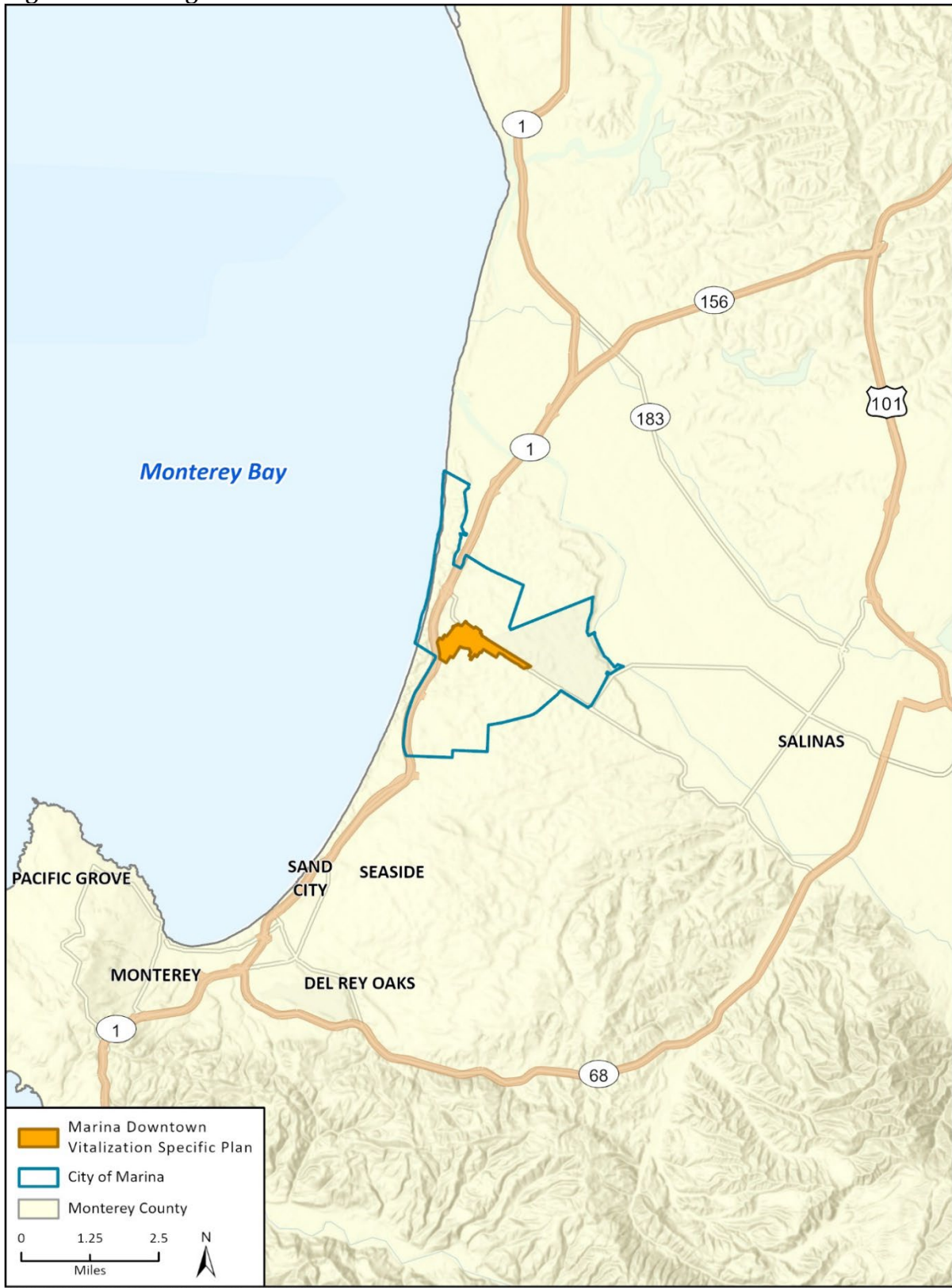
10-20-23

Date

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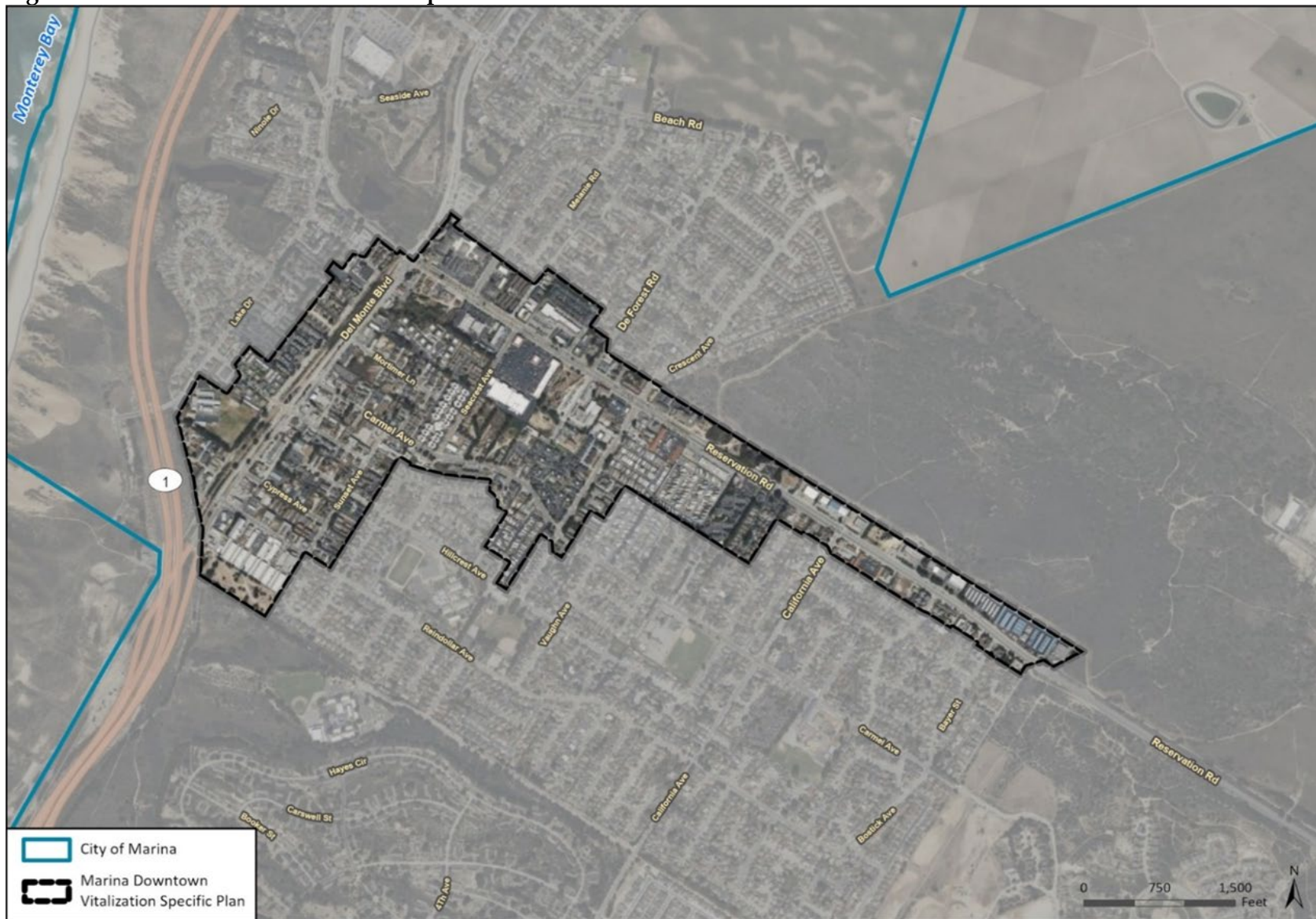
Community Development Director

**Figure 1 Regional Location**



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Additional data provided by County of Monterey, 2020.

Figure 2 Downtown Vitalization Specific Plan Area



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