

North Fremont Specific Plan Vision, Goals and Design Principles

The General Plan identifies the North Fremont corridor as a mixed-use neighborhood. A specific plan for the North Fremont corridor is being developed to address development and use standards, design guidelines, streetscape and circulation patterns, and implementation tools that will encourage new mixed-use development that is consistent with the General Plan and community vision for this neighborhood.

The City held a public workshop on April 7, 2010 to introduce the community to the specific plan process and solicit input. Participants took part in an issue identification and prioritization exercise which grouped issues and ideas into five different categories. The following vision, goals, and general design principles reflect the workshop results and address General Plan goals and mixed use objectives and will serve as a starting point for the development of the specific plan.

VISION

The Essence of North Fremont

The vision for the North Fremont corridor is to have a unique identity that will be reflected through its architecture, streetscape, signage, and gateways. The area will provide services for visitors and residents alike. Though the travel corridor serves as a minor arterial, it will have the feel of a local street that is bicycle and pedestrian-friendly.

GOALS

Create a Mixed-Use Neighborhood. Fulfill the General Plan Goal for creating a Mixed-Use Village along North Fremont, consisting of a mixture of residences, retail shops, services, and jobs in close proximity.

- Provide development and use standards, development guidelines, and a capital improvement program that support mixed-use development to include a mix of business types and 130 dwelling units.

Ensure a Range of Business Types. The North Fremont Corridor will continue to support a wide range of business types, including neighborhood-serving commercial, restaurants, full-service hotels and/or motels, and development containing a mix of uses including business, retail and residential. Specific business types will include supermarkets/grocery stores, banks, full-service repair shops, bakeries, and other visitor-serving and neighborhood-serving commercial uses.

- Apply a minimum requirement for commercial square footage that is pedestrian oriented so that any site that redevelops will continue to contribute to a pedestrian-oriented shopping environment.
- Encourage full-service hotels/motels by combining existing motel site, providing incentives to upgrade current hotel/motel site, and converting hotel rooms to residential uses.

Define a Unique Character for North Fremont. North Fremont's architectural character will be distinguished from Monterey's traditional image and will be expressed through the architecture of structures and building facades. A branding strategy will emerge that incorporates music, art and history, and a high-quality, contemporary yet eclectic design aesthetic reflecting a unique identity.

- Develop standards that allow varied height, mass and lot designs and that create a diverse streetface and provide buffers where necessary to reduce impacts to adjacent residents
- Develop sign standards and design guidelines that are oriented to the pedestrian.

Create Comprehensive, Multi-Modal Transportation and Parking Plan that Addresses Safety and Security.

North Fremont Street serves as a minor arterial. The level of vehicle traffic, cluttered sidewalks, and frequent driveways create unsafe conditions for bicyclists and pedestrians. The streetscape design will improve the pedestrian experience, connections to the neighborhoods, and bicycle and bus transportation and ensure the safety and security of people, goods, services, and travel for all modes of transportation.

- Keep speeds consistent from Seaside to Monterey,
- Control speeds to ensure safety on certain sections of North Fremont
- Implement elements of the North Fremont Streetscape Plan
- Prohibit long-term (over 24 hours) truck parking
- Allow an eastbound u-turn at Canyon Del Rey
- Create and enforce multi-family parking standards
- Provide more on-street parking in residential areas
- Widen sidewalks and account for pedestrian safety
- Add transit lanes for cyclists, including a connection from Casa Verde to N.P.S.
- Create pedestrian landscaping buffers and intersection bulb-outs that significantly shorten the crossing distance for pedestrians
- Decrease the number of driveways along North Fremont Street
- Direct parking and delivery access to side streets and alleyway accesses.
- Provide signs that direct people to parking
- Provide adequate on-site parking for shared uses
- Remove/relocate sidewalk obstructions, such as signage, to make the sidewalks more pedestrian friendly.
- Provide adequate lighting at business, crosswalks, and along the streets and sidewalks

Develop a Financing Strategy that will Enable the Implementation of Required Infrastructure Improvements.

The North Fremont Specific Plan will include an implementation chapter that provides a cost estimate for proposed public rights-of-way improvements and identification of potential funding sources for such improvements. Funding may include grants, assessment districts, or a combination thereof. This chapter will also include a recommended strategy to obtain the necessary funding to meet the project recommendations.