



City of Marina Strategic Development Center

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Opportunity

As illustrated below, the City of Marina is facing an enormous opportunity over the next ten to fifteen years through the redevelopment of the City's portion of the former Fort Ord along with development of

the significant acreage within its northern boundary.

- 12,400 jobs
- 4,500 housing units
- 4.3 million sf of commercial space
- 850 hotel rooms
- \$5.02 billion in future valuation
- 11,000 new residents
- 1,400 acres of redevelopment

These development opportunities create a valuable window for the City to replace jobs lost through the closure of Fort Ord, dramatically enhance the City's overall economic base, increase housing diversity, enhance cultural resources, create additional and unique retail experiences, provide for recreational facilities and create a sense of place unlike anywhere else on the Monterey Bay.

Meeting the Challenge

Along with this opportunity come many challenges. A significant and immediate challenge is to provide the necessary staff resources to successfully coordinate and plan for the review, entitlement and construction of these major strategic projects to make these opportunities a reality.

In order to meet this challenge and to appropriately position the City to effectively respond to the various requirements for processing these major strategic development projects, staff, under the direction of the Council/Agency Board has established a "results driven" Strategic Development Center (Center) to focus appropriate and adequate resources to successfully complete the City's seven large-scale major development projects, which include:

- Airport Industrial Park;
- Cypress Knolls;

- Downtown Vitalization;
- Golf Course Resort;
- Marina Heights;
- Marina Station;
- University Villages

Mission of the Center

The Center's primary mission is to provide "world class" development entitlement and processing services for the community and its development partners in order to complete the City's major strategic development projects in a timely, effective and efficient manner.

Center Activities

There are three primary activities relating to the Center and the strategic projects:

- General administration
- Project Management
- Development review services including engineering, building, and life safety development review services provided directly to each development project as requested by the project manager and developer.

Funding

The funding of the Center is based on the philosophy of full cost recovery from the development partners of the City, and not the City's General Fund. Specifically, Center expenses will be paid for from negotiation fees, entitlement processing fees, building, engineering and life safety permit and plan processing fees.

Organization

The Center organization consists of a Director, Project Assistant and Administrative Assistant as support staff, a Project Manager for each project. The Center contracts with Harris & Associates for development review services, including engineering, building, and life safety development review services, and Keyser Marston & Associates for redevelopment and real estate economic advisory services.

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