

# DESIGN GUIDELINES SERVICES

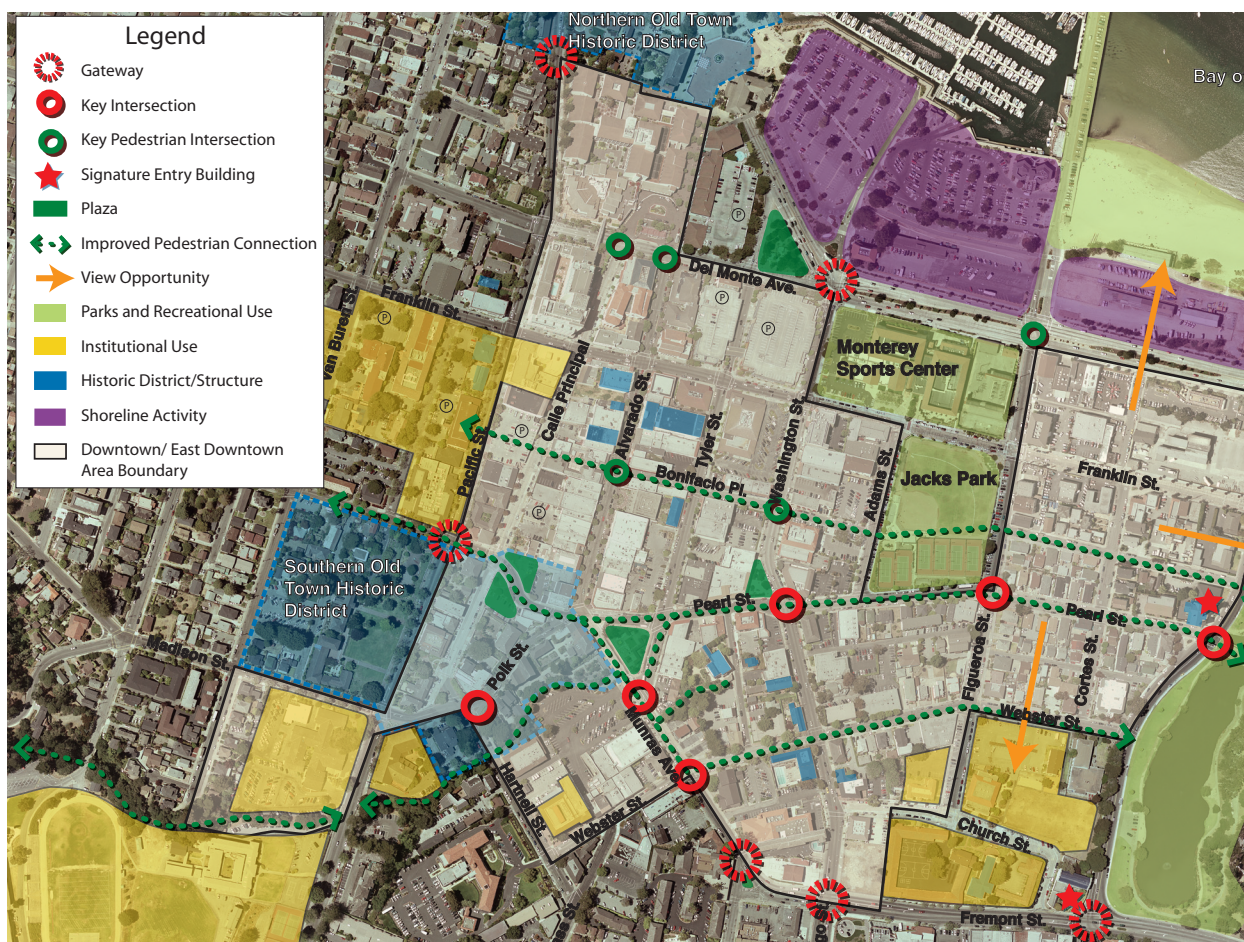
MONTEREY, CALIFORNIA

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## Design Guidelines for Mixed-Use Development for Downtown/East Downtown Monterey, CA

With the assistance of Winter & Company, the City of Monterey completed a comprehensive update to its General Plan in early 2005. In concert with the City's ongoing efforts to protect community character, promote economic development, accommodate additional residential development and enhance livability, Winter & Company developed design guidelines for mixed-use development in two downtown areas—Downtown/East Downtown and along Lighthouse Avenue/Cannery Row and North Fremont Street. The design guidelines apply to a variety of settings and individual neighborhoods within the downtown.



A framework plan illustrates key gateway elements and identifies pedestrian routes in the Downtown/East Downtown area. The framework diagram also illustrates different use areas in downtown Monterey.



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## MONTEREY, CALIFORNIA

Project objectives included:

- » Developing user-friendly guidelines.
- » Enhancing predictability and aid in the decision-making and permitting process.
- » Building on established city directives, including General Plan and Downtown Area Plan policies for mixed-use development
- » Stimulating innovative approaches to parking, including centralized parking options
- » Respecting the city's historic resources and their context

### SERVICES:

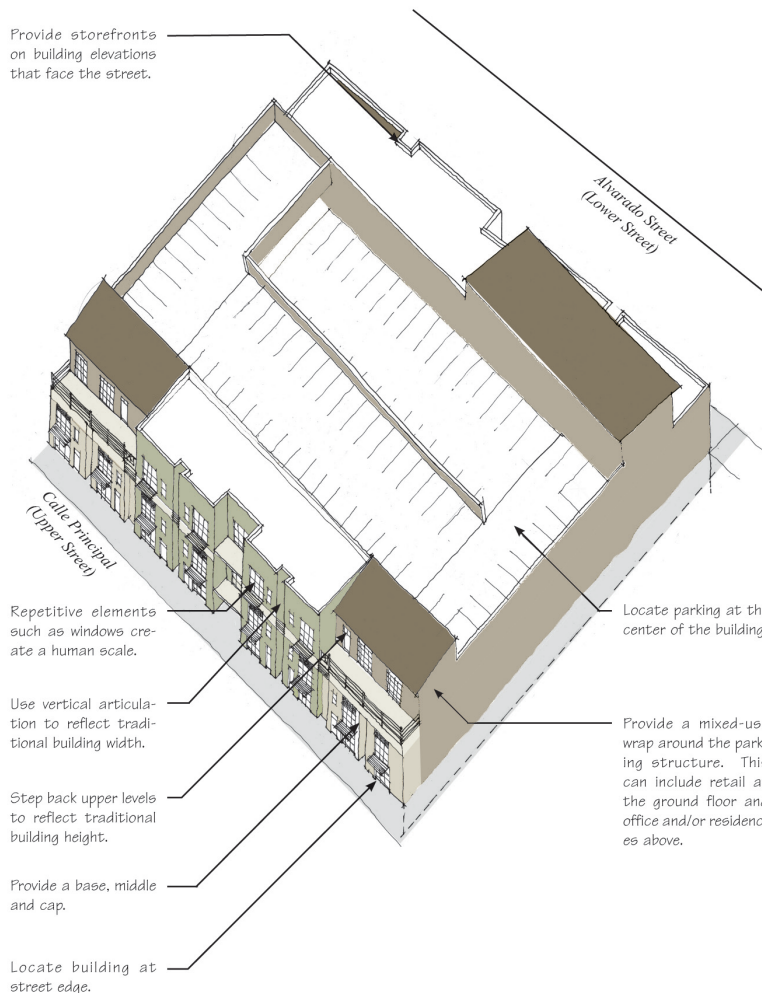
- » Review of existing plan
- » Public meetings
- » Design guidelines

### CLIENT:

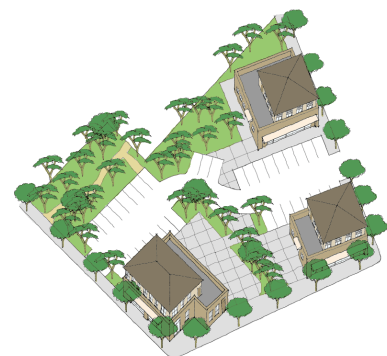
Kim Cole  
Senior Planner, Community  
Development Department

### DATE:

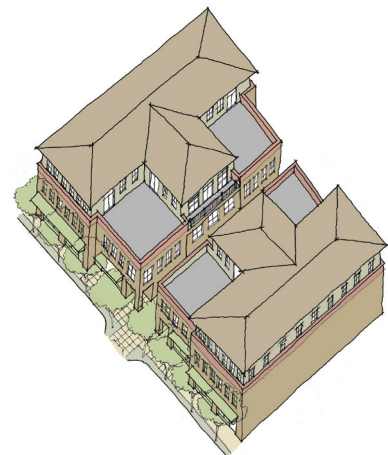
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Three-dimensional diagrams illustrate the design principles set forth in the guidelines.



A variety of development types, including smaller scale, cluster developments are illustrated in the document.



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