

GOING FOR A WALK IN MARINA IS ABOUT TO GET MORE POSH

BY ELAINE HESSER

WHILE THE city council in Carmel tries to figure out where to shoehorn 349 new homes and apartments required by the state, Shea Homes plans to build more than 400 in the next few years in Marina. Of course, they have a little more room to work with.

The Dunes, Shea's development on the

former Fort Ord at the Imjin Road exit from Highway 1, already has more than 300 single-family homes and a shopping center with Target, Kohl's, Best Buy and several other national retailers, a collection of "quick-service restaurants," as the company refers to them, and a Cinemark movie theater. The next phase, according to Shea division president Layne Marceau,

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RENDERING/SHEA HOMES

The Promenade, Shea Homes' newest addition to its Dunes development in Marina, will be anchored by the existing Cinemark movie theater, shown in the left rear of this rendering. Homes and shops will line the new street, where plans are to seek local businesses that want to open there.

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will be known as The Promenade.

“It’s about lifestyle,” Marceau said of the development, where construction is already underway. Plans are to create a contemporary “Main Street” experience anchored at one end by the movie theater, with retail and residential offerings, including 84 condominiums and townhomes.

Residences upstairs

According to Shea, The Promenade will include seven commercial buildings totaling 32,685 square feet, with retail suites or full buildings ranging from 800 to 5,500 square feet. “Public art, parks and gathering spaces” are planned “to create connection with the outdoor environment.” An additional 323 single-family homes, some with rooftop decks, are also in the works.

Thirteen of the retail spaces will have residences upstairs, offering what Marceau called “live/work units.” For example, he said, a photographer might have a studio

downstairs and live upstairs. He suggested that realtors, gallery owners and owners of similar businesses could benefit from the arrangement.

Marceau was particularly enthusiastic about the prospect of enticing popular local eateries and perhaps wineries to open outlets there, and mentioned Carmel’s Dametra — which has a casual, cafeteria-style storefront near the Starbucks in the existing development — as an example. He demurred from naming specific businesses he’d like to court, but said, “We want special places, something unique with loyal customers.” However, he imagines locals strolling amid pizza places, ice cream parlors and maybe a wine bar or two, among other possibilities.

Some of the outdoor spaces will be covered, and extra-wide sidewalks are planned to allow for outdoor dining. That wasn’t inspired by Covid — the idea predated the pandemic — but Marceau observed that “people were sad” when parklets and other outdoor gathering spaces were taken down, and predicted they would enjoy more opportunities to eat al fresco.

A brewpub called The Brass Tap — a franchise headquartered in Florida with several locations in the West, including one coming soon to Hollister — has already signed on and its website, brasstapbeerbar.com, is tout-

ing its Marina location, which is under construction. Marceau said the eatery — which will be more or less across from the theater — is set to open before the end of this year, and other retail stores should be open for holiday shopping in 2024.

Dunes residents (and CSUMB families) who want groceries beyond Target’s offerings have to drive to Reservation Road in Marina or to Sand City, but The Promenade will remedy that by adding a grocery store. Marceau said he couldn’t comment on who’s involved, other than that it’s “a specialty grocer renowned for its outstanding service, quality

foods and a host of other items.”

With CSUMB right next door, Marceau said the development and shops should attract younger customers

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Promising a contemporary ‘Main Street’ experience



While the Cinemark theater in the Dunes development currently sits alone on a bare patch of ground near the Target store in Marina, it’s about to become the focal point of a long promenade with parks, art and retail services. Shea Homes will also build more residential units in the area.

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along with the many “pre-retirees” and retired people who live nearby. Included in the design is an 8-foot stainless steel sculpture of a wave, which Marceau envisions not only as art, but a spot for “Instagram moments — that place where everyone wants to get their photo done.”

Substantial history

And though none of the houses will be single-story, Marceau said many will include a downstairs bedroom with a full bath for homeowners who hope to live there well into their retirement, but who want to prepare for a time when navigating stairs doesn't come as easily.

Shea Homes is a division of the J.F. Shea Company, a global firm that began with a heavy construction business founded in Oregon in 1881 and participated in building the Golden Gate Bridge, Bay Bridge, Hoover Dam, Los Angeles Aqueduct, and other large public works projects. While The Promenade is on a somewhat smaller scale, Shea hopes it will make a big splash in Marina.



RENDERING COURTESY SHEA HOMES

The Promenade in Marina will offer visitors open space, art, sculpture, shopping and “Instagrammable moments,” as well as condominiums and single-family homes in the Dunes development.