



AGENDA
CITY OF SEASIDE
ENVIRONMENTAL
COMMISSION

REGULAR MEETING
VIRTUAL ONLY
Tuesday, November 9, 2021
5:30 PM

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us. Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)". All submitted comments will be provided to the Commission for consideration and compiled as part of the record.
- During the meeting via Public Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones (on the phone, press *6). You will have up to 3 minutes to provide your comments, with time set by the discretion of the Chair.

VIRTUAL MEETING ACCESS

This meeting can be watched via the City of Seaside You Tube channel

<https://bit.ly/SeasideYouTube>

Or by joining the Zoom webinar link: <https://us02web.zoom.us/j/87169429120>

Or call in phone number: 669-900-9128

Webinar ID: 871 6942 9120

1. CALL TO ORDER

2. ROLL CALL - ESTABLISHMENT OF QUORUM

Lacey Raak	Chair
Kristin Molle	Vice Chair
Laura Murphy	Commissioner
Becky Johnson	Commissioner
Chelsea Tu	Commissioner
Mariana Del Valle Prieto Cervantes	Commissioner
Timothy Randazzo	Student Representative

3. PUBLIC COMMENT

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. For the public record, please state your name.

4. BUSINESS ITEMS

A. DISCUSSION OF THE FINAL PRESENTATION PROVIDED BY URBAN DESIGN CONSULTING FIRM DPZ REGARDING SEASIDE EAST

RECOMMENDATION: REVIEW THE FINAL PRESENTATION PROVIDED BY DPZ FOR SEASIDE EAST

B. DISCUSS THE ENVIRONMENTAL COMMISSIONS ROLE IN PROVIDING SUGGESTIONS FOR THE RFP FOR A CONSULTING FIRM TO DRAFT A CLIMATE ACTION PLAN. DISCUSS LOCAL COLLABORATIONS.

RECOMMENDATION: DISCUSS THE ENVIRONMENTAL COMMISSIONS ROLE IN GUIDING THE DEVELOPMENT OF THE RFP AND HOW TO LEVERAGE LOCAL COLLABORATIONS

C. BLUE ZONES PRESENTATION BY TANJA ROOS, COMMUNITY PROGRAM MANAGER

RECOMMENDATION: RECEIVE A PRESENTATION FROM TANJA ROOS OF BLUE ZONES: <https://www.bluezones.com/>

5. REPORTS FROM COMMISSIONERS

6. REPORTS FROM STAFF

7. ADJOURNMENT

Next Regularly Scheduled Meeting:
December 14, 2021
5:30 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Live streamed meeting videos as well as videos of past meetings are available on the City's YouTube page at: <https://bit.ly/SeasideYouTube>
Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



CITY OF SEASIDE STAFF REPORT

Item No.: 4.A.

TO: Environmental Committee

BY: Beth Rocha, Senior Planner

DATE: November 9, 2021

**SUBJECT: DISCUSSION OF THE FINAL PRESENTATION PROVIDED BY
URBAN DESIGN CONSULTING FIRM DPZ REGARDING SEASIDE
EAST**

PURPOSE & RECOMMENDATION

REVIEW THE FINAL PRESENTATION PROVIDED BY DPZ FOR SEASIDE EAST

BACKGROUND

SOURCE: BACKGROUND FROM FEBRUARY 6, 2020 STAF REPORT WHERE THE COUNCIL VOTED TO ALLOW THE CITY MANAGER EXECUTE A NOT TO EXCEED CONTRACT WITH DPZ:

Sometime this year, twenty-six years after Fort Ord closed, the City of Seaside should take possession of 625 acres of federal property. Whether the City gains control of the acreage before or after the sunset of the Fort Ord Reuse Authority is yet to be determined, and wholly dependent on federal actions. Regardless, the City will become solely responsible for planning and land use decisions for the acreage. The City will also become solely responsible (unless a JPA is formed) for habitat management of the property and maintenance and public safety expenses for arterials built by FORA.

These expenses will be hundreds of thousands of dollars a year. If those expenses are not paid through new revenue generated from the property, existing taxpayers will bear the costs.

As an indication of just how disconnected the acreage is from the daily lives of citizens, the property is generally known by a compass heading; Seaside East. Like generations before, an entire generation of Seaside children born and raised in the post Fort Ord closure era, and now with their own children, only know the land on the other side of the barbed wire as a place they cannot visit. They can look from a distance, but that is

all. They can live two or three generations to a house, but they cannot buy an affordable home east of General Jim Boulevard. They can work two or three jobs to provide for their families, but they cannot walk to work at a tech job that has spun off from CSUMB on former Fort Ord property. They can drive to other communities for soccer and football and baseball games, but they can't ride bikes as a family to active recreation fields that welcome others and pay for themselves with tournament rental fees. For all the years Fort Ord operated as an Army base, and for the twenty-six years since it closed, "Seaside East" was and remains today, off-limits.

Under its present zoning, Seaside East will remain economically off limits to many Seaside families. In 2006, the City zoned the property RS-8. The zoning allows low density single family dwellings, up to eight units per acre. The zoning is inconsistent with the current state of best practices planning, and is expected to be updated to include more affordable housing options following the City's update to the General Plan. The draft General Plan Update (attached) outlines a mix of uses in tabular form. A table, alas, is not a vision.

Seaside's vision is to be a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities.

Improving community quality of life and securing economic development opportunities while protecting and enhancing Seaside's remarkable natural environs is the crux of the matter. The once in a lifetime opportunity to develop wide swaths of property overlooking the Fort Ord National Monument to the east and Monterey Bay National Maritime Sanctuary to the west have generated considerable interest from developers, with many of the development proposals wholly disengaged from Seaside's vision as an economically and ethnically diverse community, with reverence for its unique environment. Local environmental and social justice stakeholders have consistently opposed such proposals, disconnected as they were from Seaside's diverse history, and vision.

To advance the discussion and pursue Seaside's vision, the City has undertaken significant efforts to engage the community in planning in recent years. In addition to updating the General Plan, moving community planning and economic development offices to a storefront on Broadway and leading the region in government transparency, the City mandated a charrette approach to the "Campus Town" project. Given the charrette foundation of the plan, the walkable, mixed-use project enjoys broad support in the community, and is heading to the City Council in March.

As Campus Town moves from charrette to potential entitlement, a number of unsolicited proposals were submitted for Seaside East. Following the City's prior policy, the proposals came before the Council for review. In doing so, however, some may have been confused that the City's review of the proposals was some sort of endorsement of the proposals. To address this misconception and avoid further distraction and confusion, the Council revised the policy to not accept unsolicited

proposals for Seaside East. Doing so has given the community time and space to establish its own vision for the land we are about to receive. In this time and space the City has the ability to take the public visioning lessons learned from the successful charrette process for Campus Town and apply those lessons to Seaside East.

The vision should inclusively and thoughtfully secure the current and future social and fiscal needs of the community with leading-edge environmental enhancement practices.

The General Plan update currently in progress affirms the City has no interest in environmentally destructive sprawl. Rather, the City has an interest in convening an open community dialogue on achieving the community's vision on Seaside East, with open processes distinctly different from those outside our community who operate at secret private meetings. Protecting environmentally sensitive land, creating opportunities for Seaside residents to experience the natural environs in their daily lives, leading the Peninsula on tree protection, clean energy, affordable housing and social justice are all ripe for discussion. Discussing the challenges and opportunities of incorporating active recreational and cultural uses into the vision is expected. Conceptualizing and testing the financial outcomes of a range of potential land uses is necessary. In sum, the City requires expert facilitation of a truly inclusive visioning process.

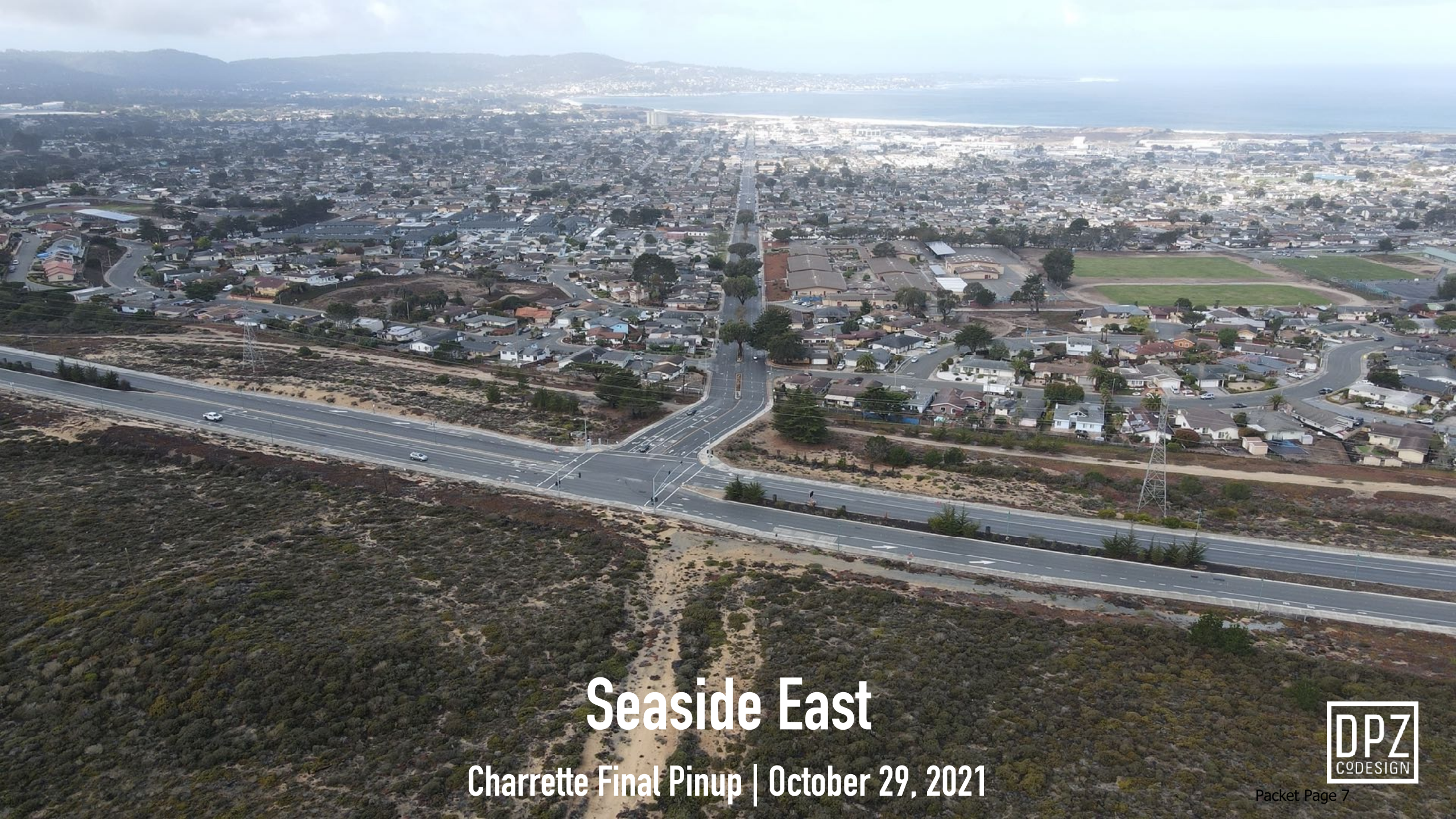
Staff recommends contracting with DPZ to conduct a charrette to establish a community vision for Seaside East. DPZ is an internationally renowned planning firm, originally based in Miami, with a decades-long track record of award-winning planning that engages communities, fights sprawl and arrives at contextually sensitive solutions.

Most famous for their work in Seaside, Florida, where they demonstrated exceptional reverence for history and paid painstaking homage to the local vernacular, DPZ essentially invented new urbanist planning principles. Contracting with the City from their west coast office in Portland, Oregon, they'd have the opportunity to become most famous for the best Seaside. A draft scope of work (attached) is in progress of being fashioned into a contract, with a not to exceed cost of \$215,000. To achieve the ecologic framework for a vision that includes the City's commitment to positive environmental outcomes, substantially less costly contracts with Denise Duffy & Associates and Applied Ecological Services are expected to be executed to support DPZ's efforts at the charrette.

Websites: DPZ: <https://www.dpz.com/> DDA: <http://www.ddaplanning.com/>
AES: <https://www.appliedeco.com/>

ATTACHMENTS

1. Seaside East Charrette Closing Presentation (1)
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Seaside East

Charrette Final Pinup | October 29, 2021



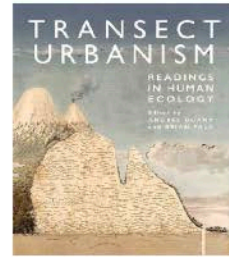
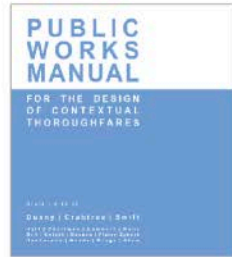
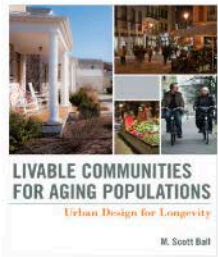
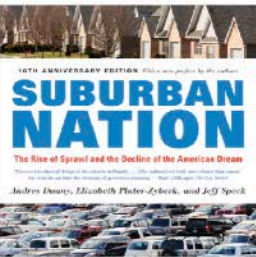
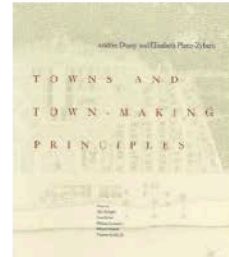
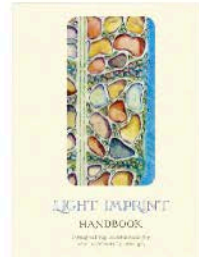
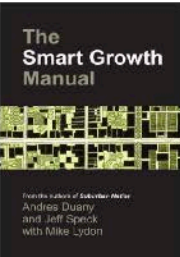
TONIGHT'S PRESENTATION

MAKING THE CASE FOR DEVELOPMENT + PRESERVATION

1. EXISTING CONDITIONS ASSESSMENT
2. PUBLIC INPUT
3. CHARRETTE PLANS
4. MOVING FORWARD



THE SEASIDE CODE (2017) ★ URBAN CODE								SPECIFICATIONS	
	TYPE I	TYPE II & IIIA	TYPE III	TYPE IV	TYPE V	TYPE VI & VIIA	TYPE VII	TYPE VIII	
GRID The area within the Terminal Building									1. The grid is defined by the Terminal Building and the beachfront. 2. The grid is defined by the Terminal Building and the beachfront.
FORM An irregular form									1. The form is defined by the Terminal Building and the beachfront. 2. The form is defined by the Terminal Building and the beachfront.
BLUENESS An irregular form									1. The blueness is defined by the Terminal Building and the beachfront. 2. The blueness is defined by the Terminal Building and the beachfront.
OUTBUILDING A building that is not the main building									1. The outbuilding is defined by the Terminal Building and the beachfront. 2. The outbuilding is defined by the Terminal Building and the beachfront.
PARKING An area for parking									1. The parking is defined by the Terminal Building and the beachfront. 2. The parking is defined by the Terminal Building and the beachfront.
HEIGHT The height of the building									1. The height is defined by the Terminal Building and the beachfront. 2. The height is defined by the Terminal Building and the beachfront.



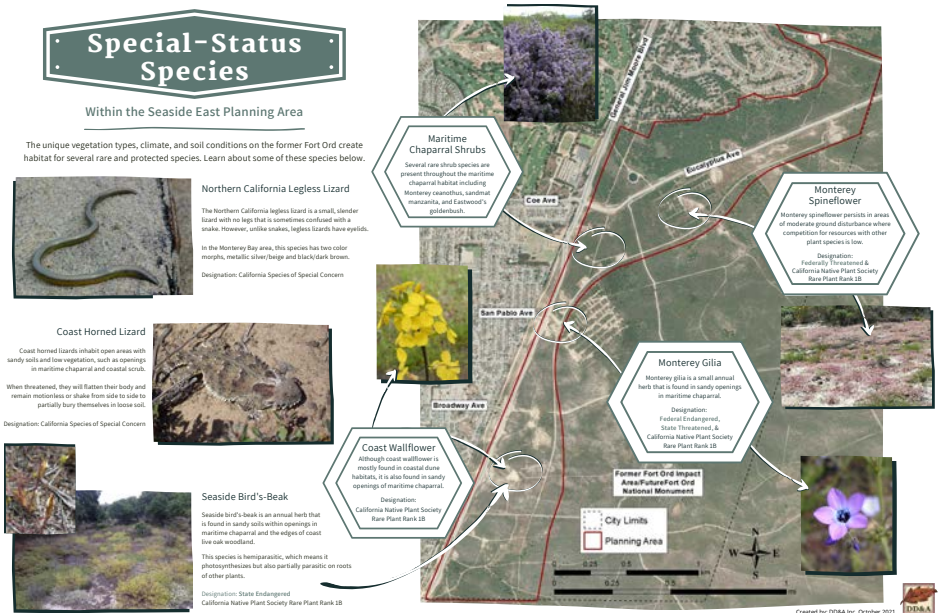
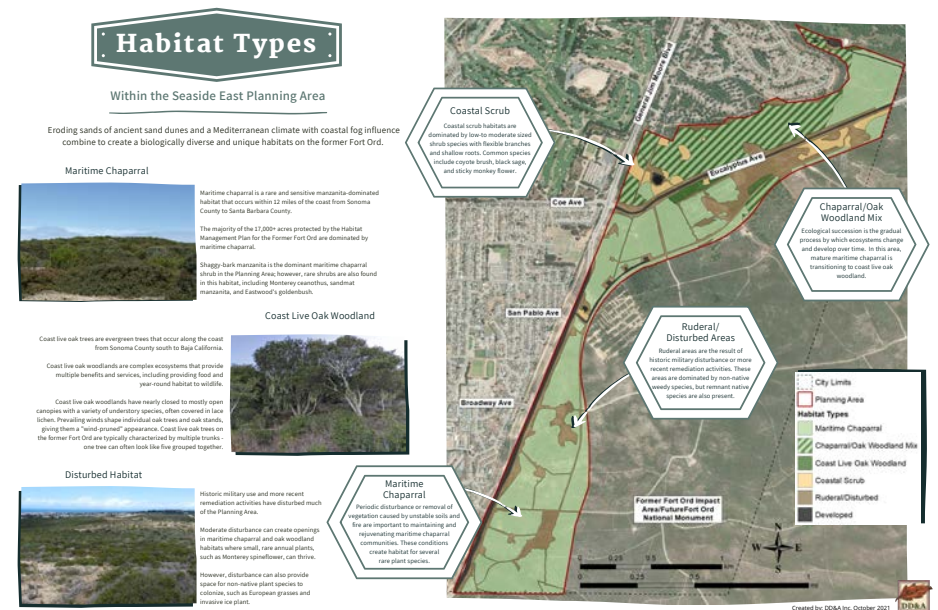
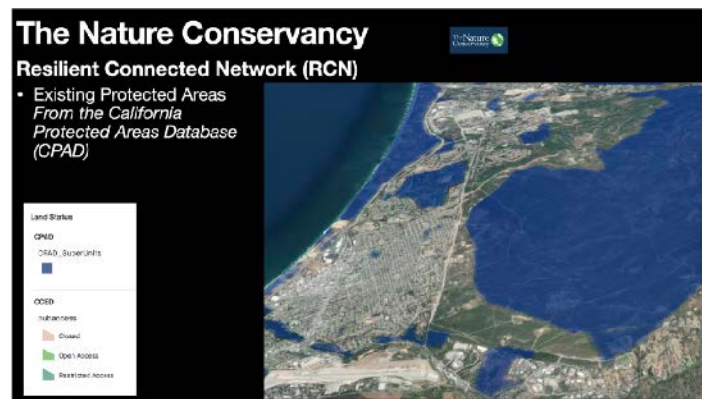
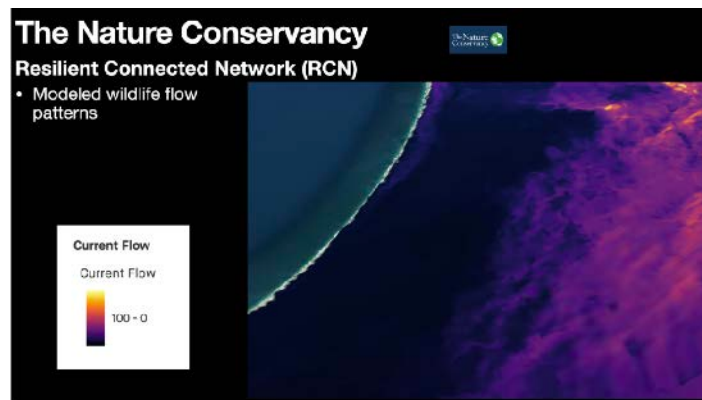
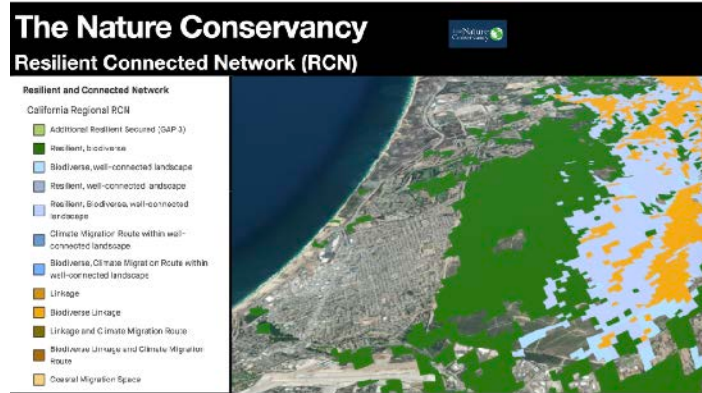
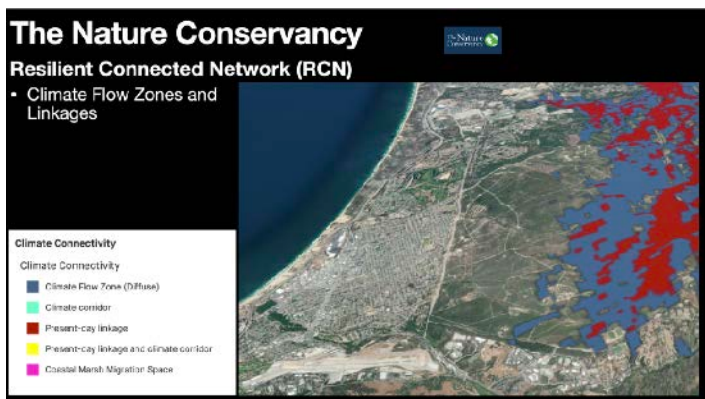
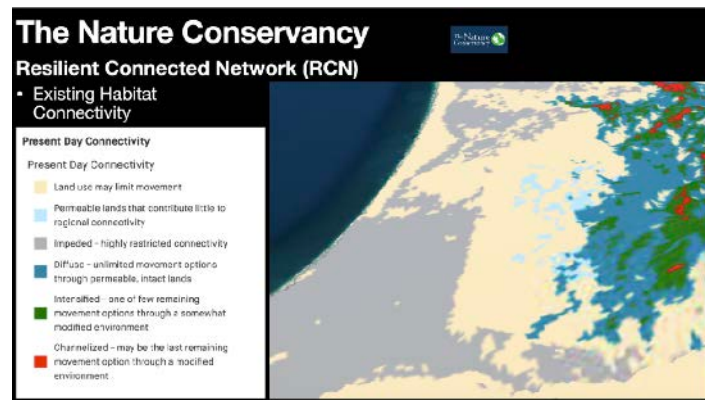
The Congress for the New Urbanism views disinvestment in central cities, the spread of placeless sprawl, increasing separation by race and income, environmental deterioration, loss of agricultural lands and wilderness, and the erosion of society's built heritage as one interrelated community-building challenge.

1. EXISTING CONDITIONS ASSESSMENT



To thoughtfully secure the current and future social and fiscal needs of the community with leading-edge environmental enhancement practices through an inclusive and open community dialogue.

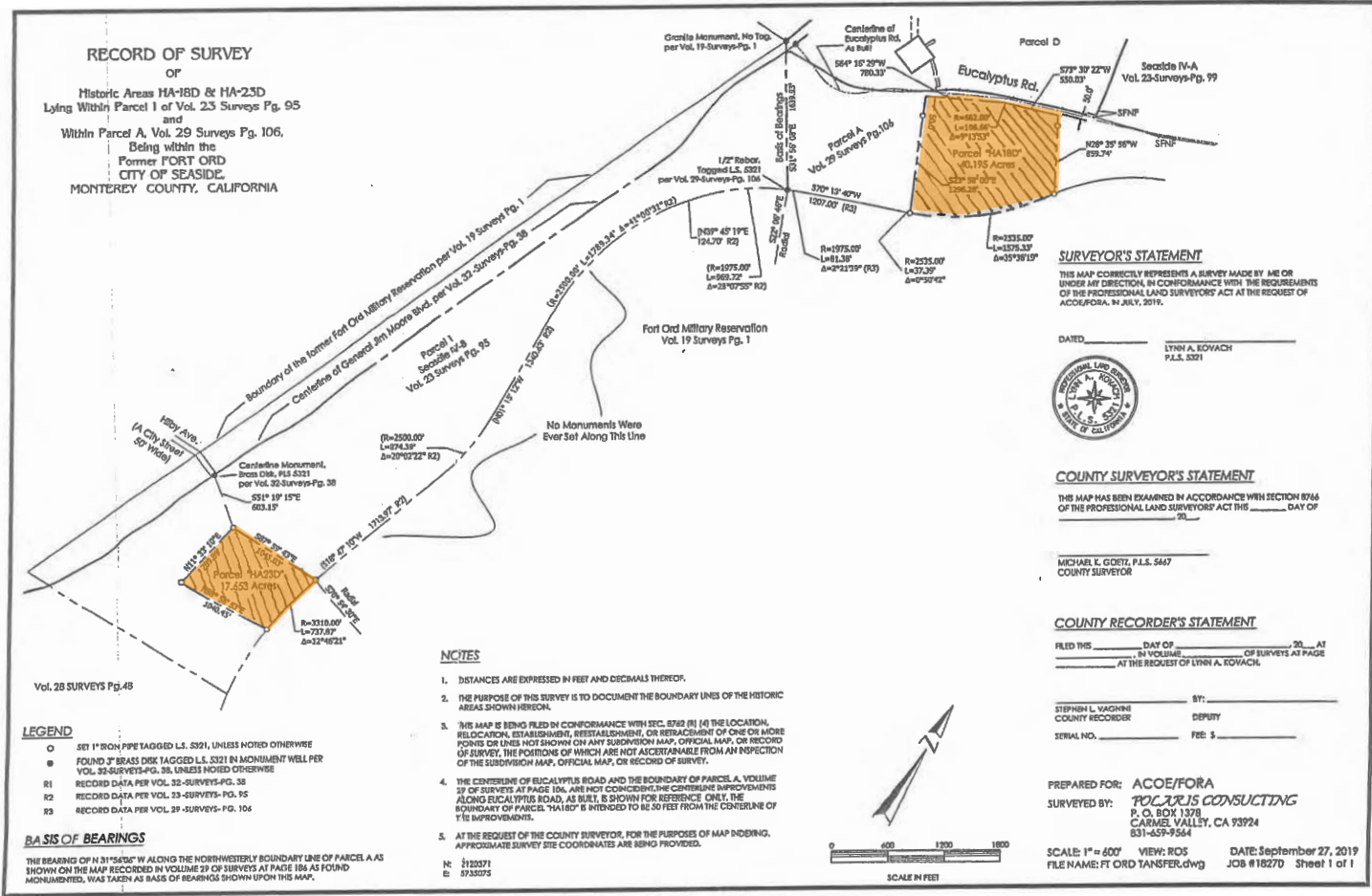
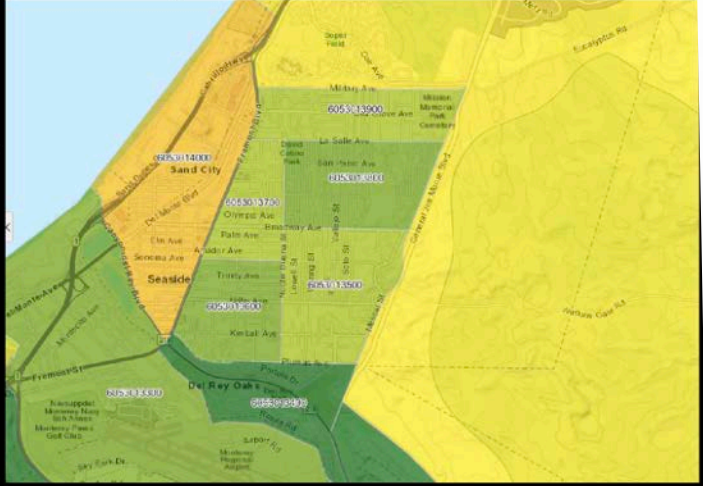
This is a vision for Seaside East to be included in the General Plan update.



CalEnviroScreen

Environmental and Health Hazard Exposure

- Emissions
- Superfund
- Other contamination



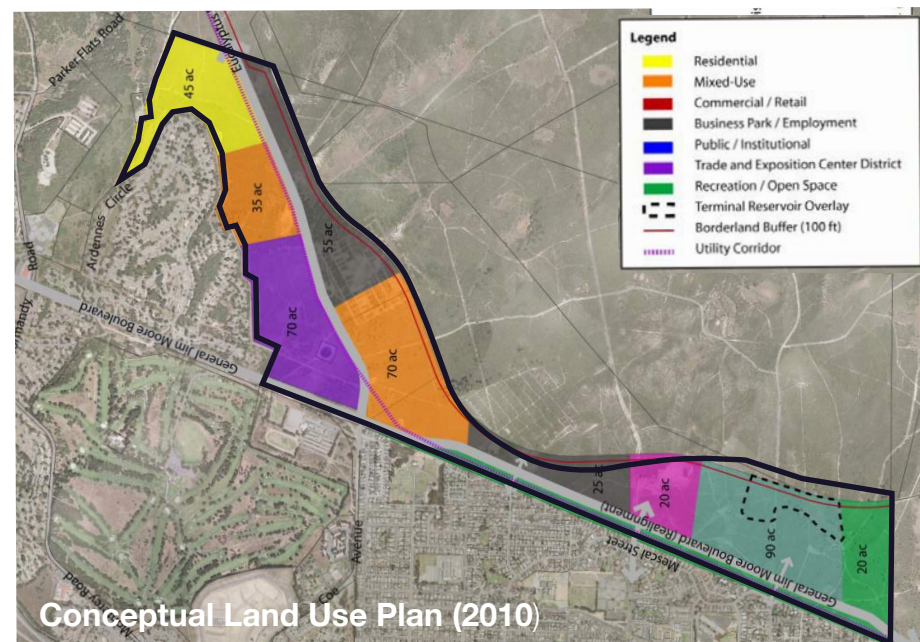
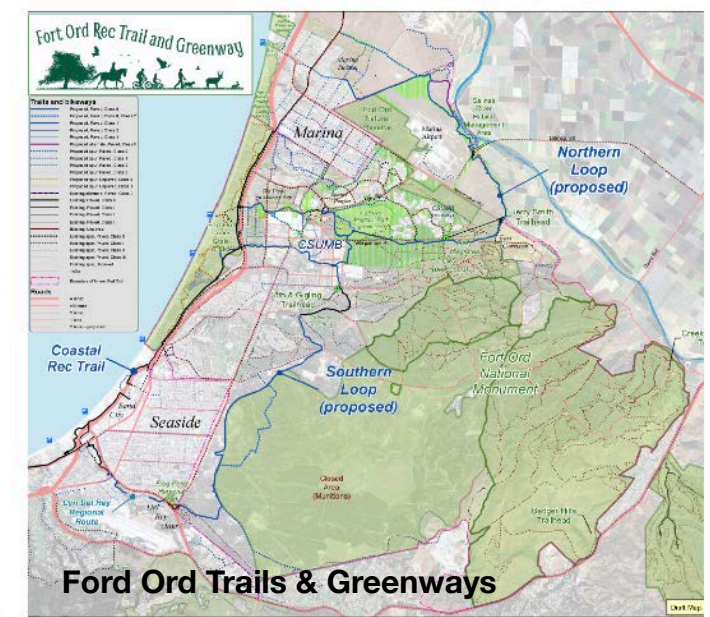
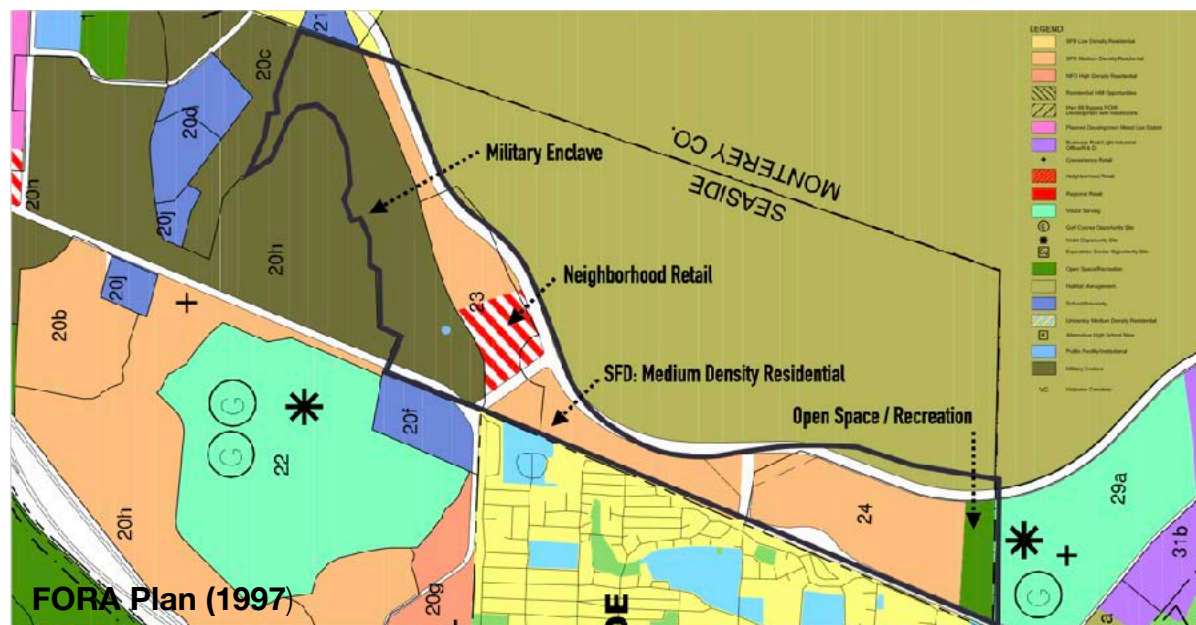
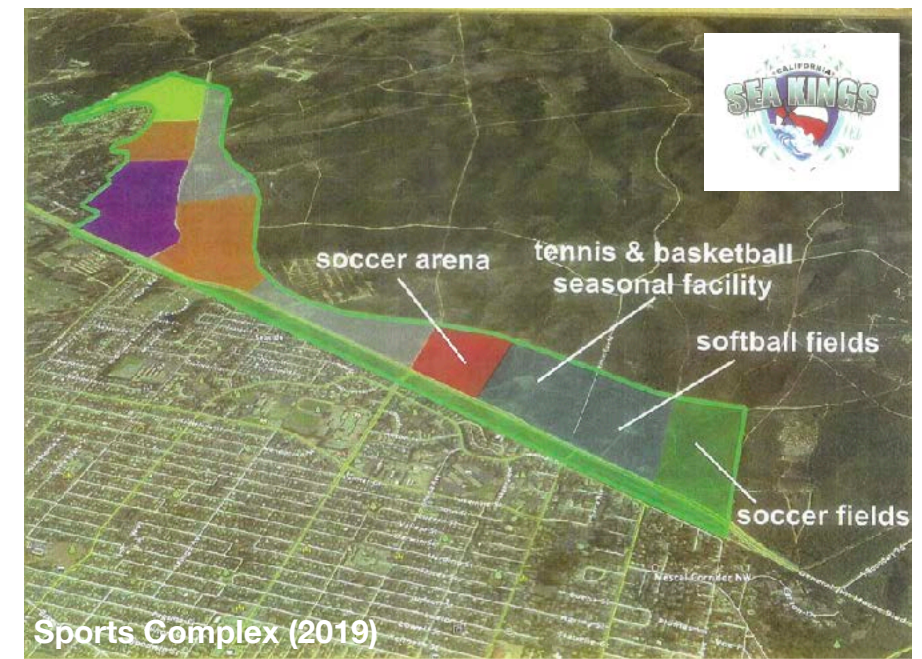
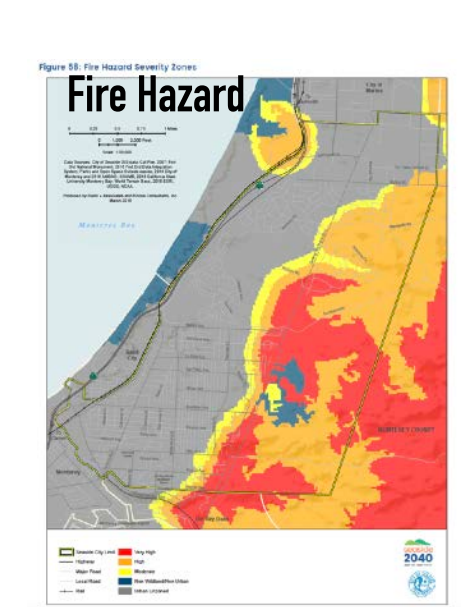
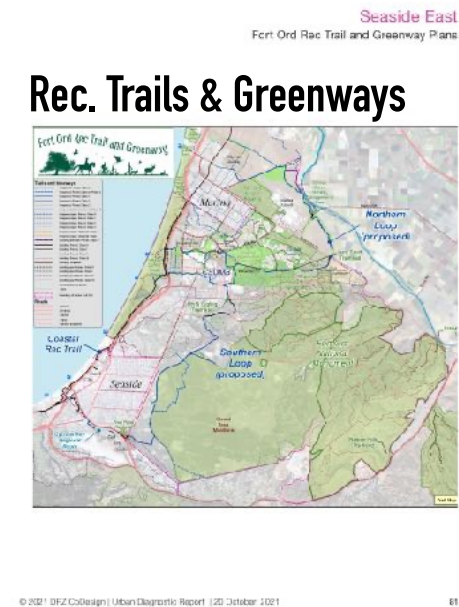
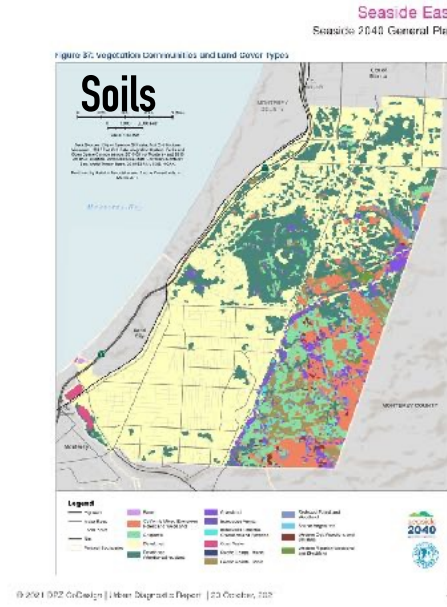
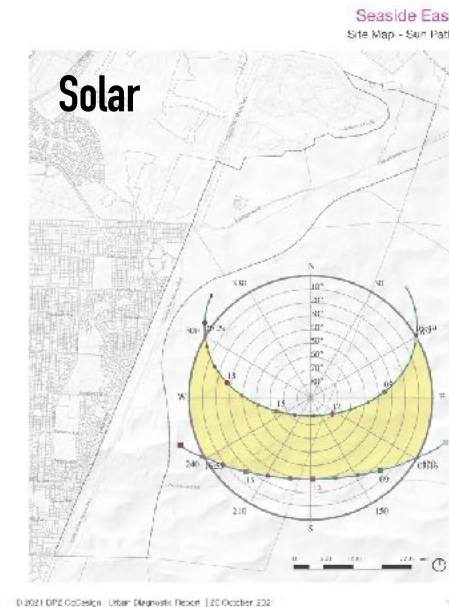
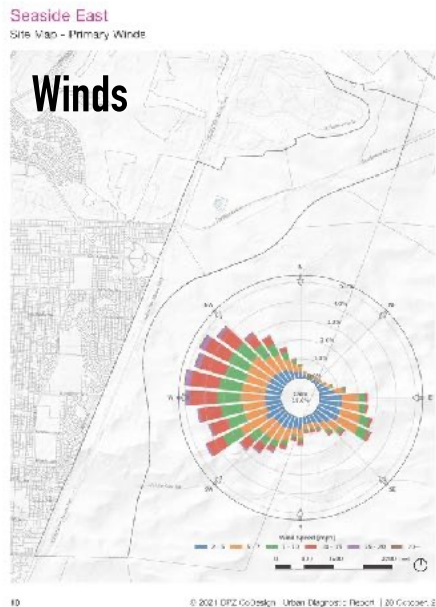
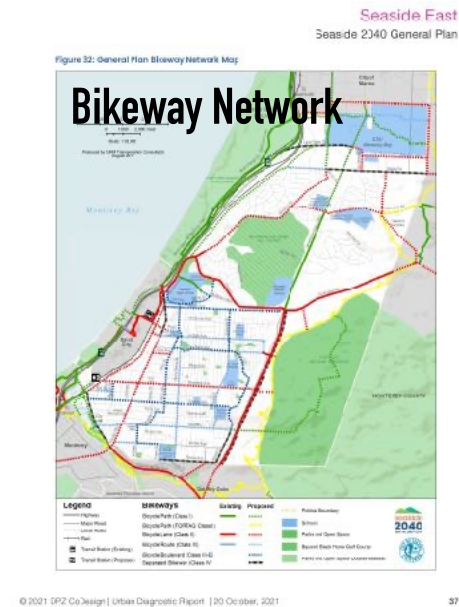
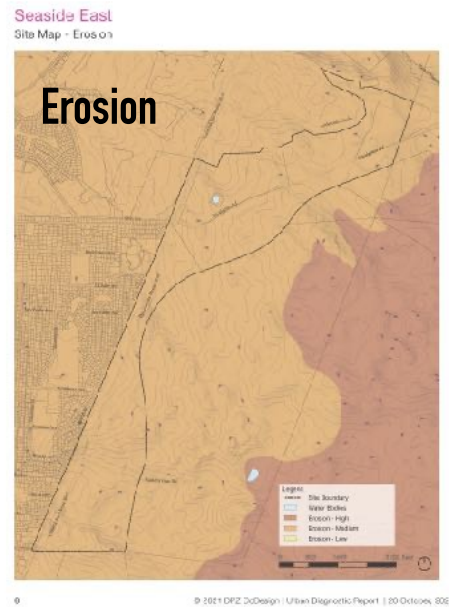
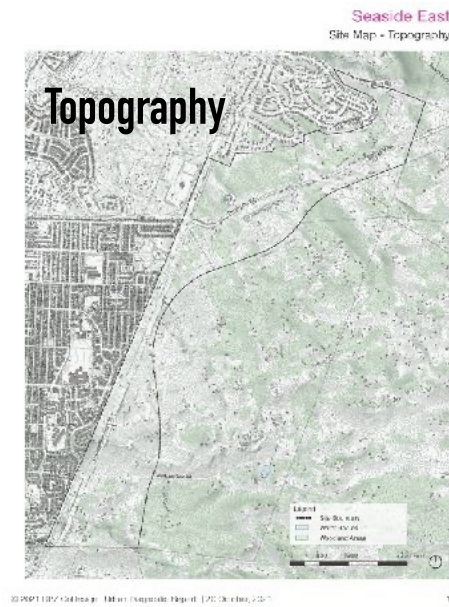


FIGURE 4-21: TERMINAL RESERVOIR SITE PLAN - OPTION 1



ZONING, TRAILS & PLANS



SITE CONDITIONS & ANALYSIS



Filtration



Channeling & Paving



Storage & Filtration



Storage

Water Availability:

- 43 acre-feet remaining water allocation balance
- Fort Ord base to re-use plan allocated water for 1,000 units for Seaside East
- Based on medium density, single-family uses and outdoor yard irrigation

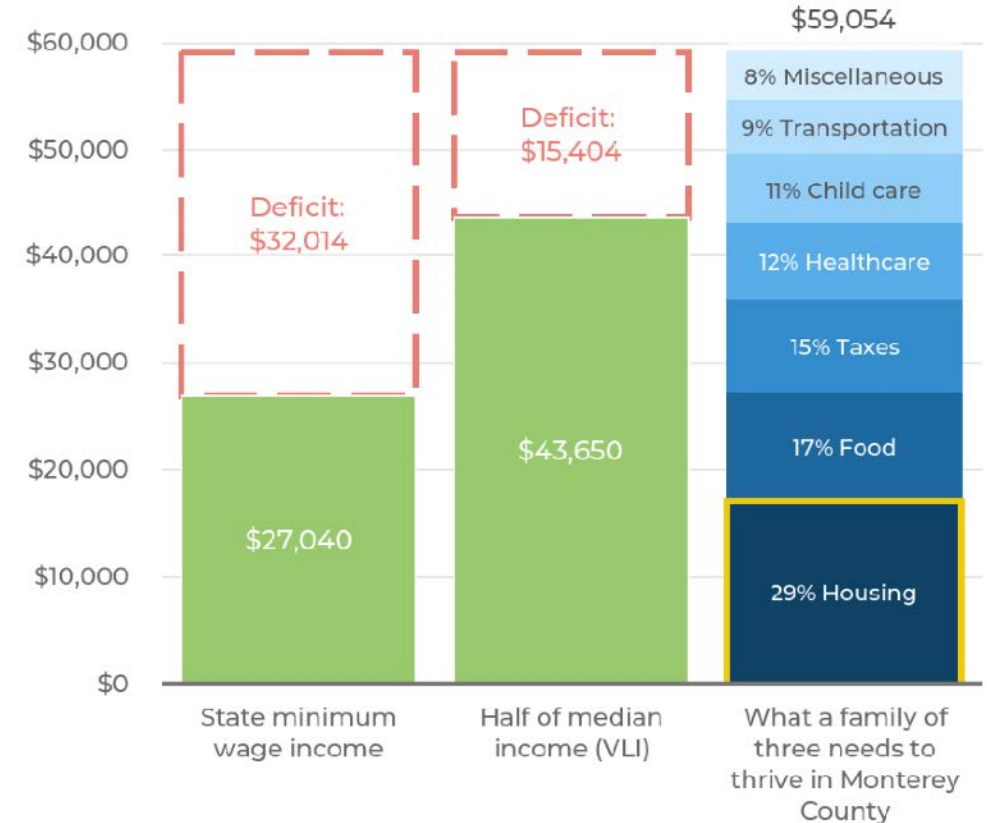


SITE CONSTRAINTS

- Average home value from \$300k - \$732.1k in < 1 decade
- Rent up from \$900/mo. to ~\$1,625/mo. in < 1 decade
- Vacancies between 3.2% - 6.2%
- Incomes do not match housing prices
- Low income renter households do not have access to affordable homes
- Renters of color are burdened the most heavily by housing costs

COST OF LIVING (2020)

Housing prices are driving living costs out of reach for low-income families in Monterey County.

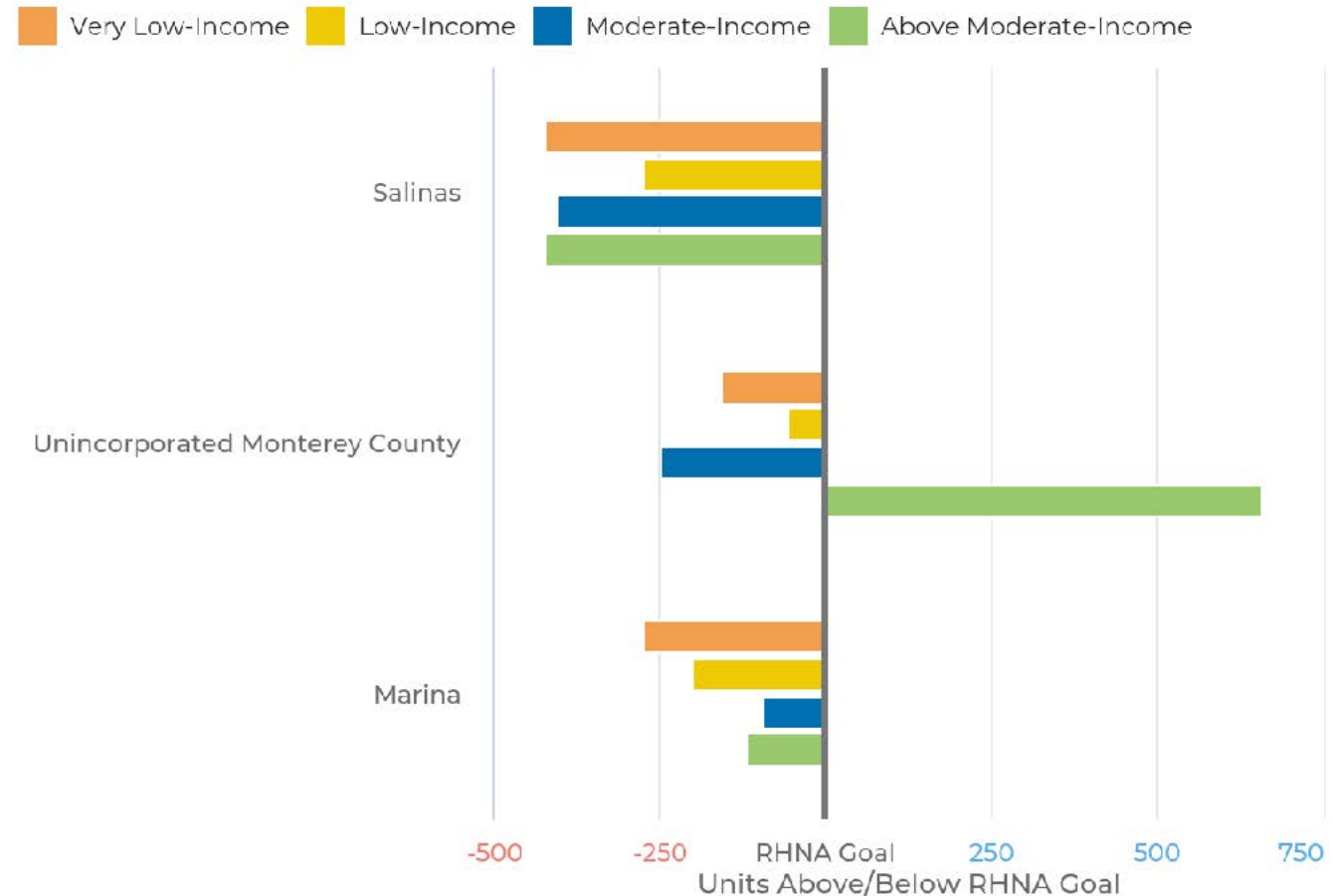


California Housing Partnership | chpc.net/housingneeds

- No multifamily rental homes have been completed since 2018 in Monterey County
- No jurisdiction in Monterey County has delivered on their RHNA obligations for housing affordable to households making at or below a moderate income

PROGRESS TOWARDS RHNA

Jurisdictions in Monterey County have exceeded their 5th cycle RHNA production goals for above moderate-income households but are behind in meeting their goals for very low-, low-, and moderate-income households (2020 APR data).



California Housing Partnership | chpc.net/housingneeds



Land Planning	EDAW, Inc.
Market Analysis	EMC Planning Group, Inc.
Transportation Engineering	Sedway Kotin Mouchly Group
Civil Engineering	JHK and Associates
Fiscal Analysis	Reimer and Associates
Habitat Planning	Angus McDonald Associates
Public Communications	Zander Associates
Community Development	The Ingram Group
	Resouce Corps International

- Borderland Development Areas
- HMP Management Categories
- Development
 - Development with Reserve or Restrictions
 - Habitat Corridor
 - Habitat Corridor with Development
 - Habitat Reserve

SHEET TITLE

HABITAT MANAGEMENT PLAN

0 1000 2000 3000 4000 Feet



SOURCE
Monterey County GIS Team
EMC Planning Group, Inc.

FIGURE
3.6-2

Development Area
2% of Fort Ord

Fort Ord: 28,020 acres
15% within Seaside

13% / 87%
Development / Preservation

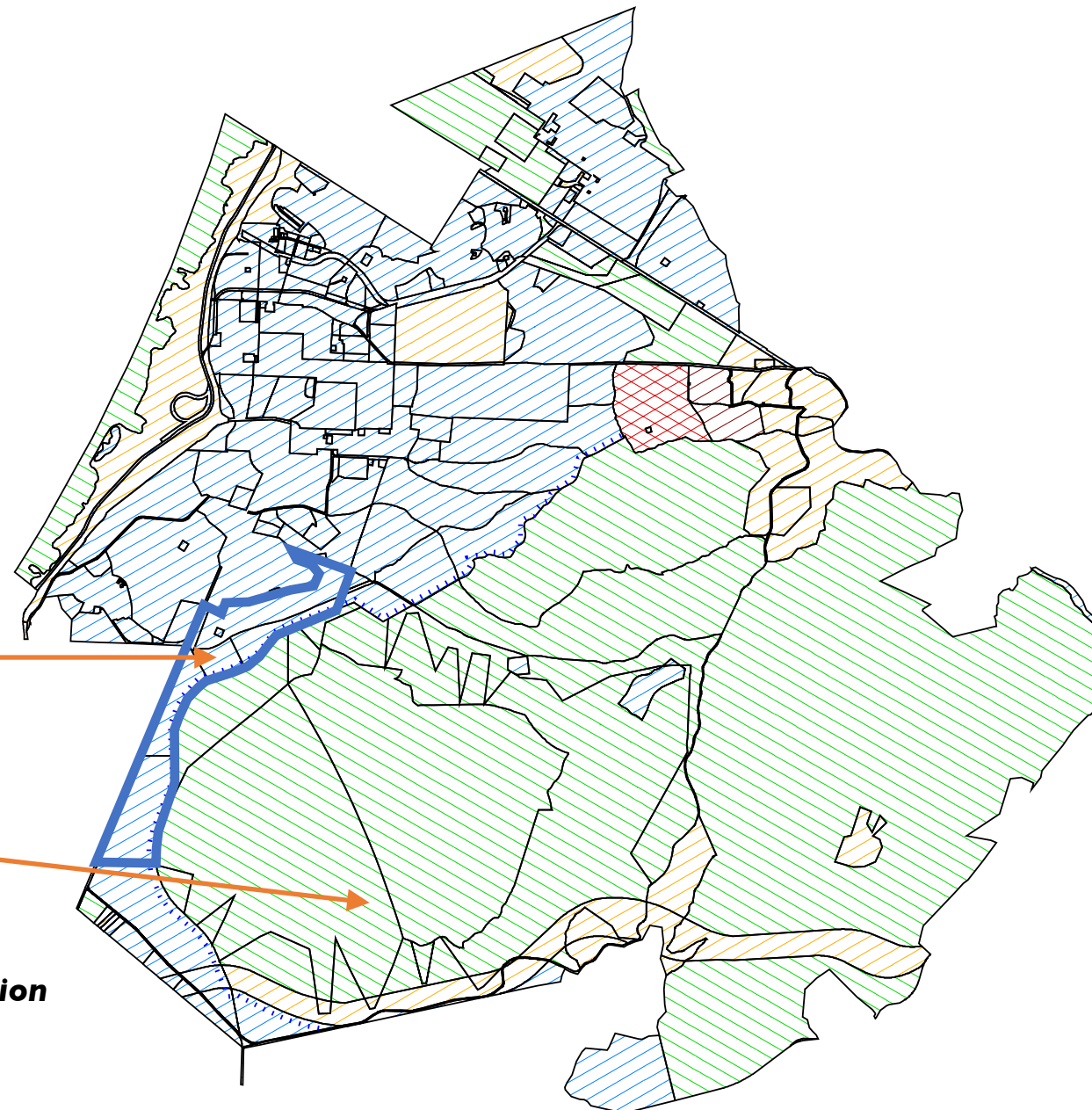
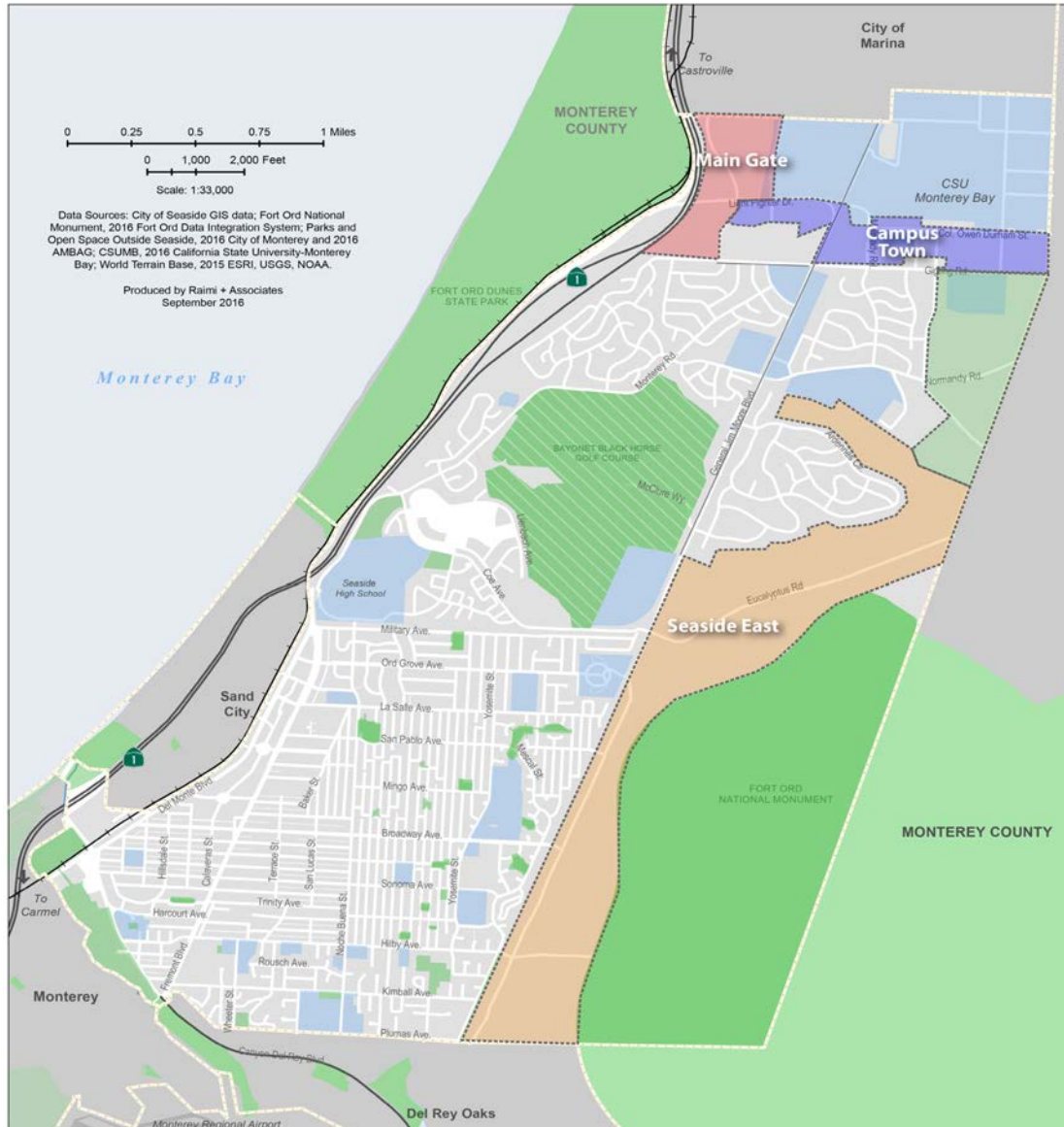
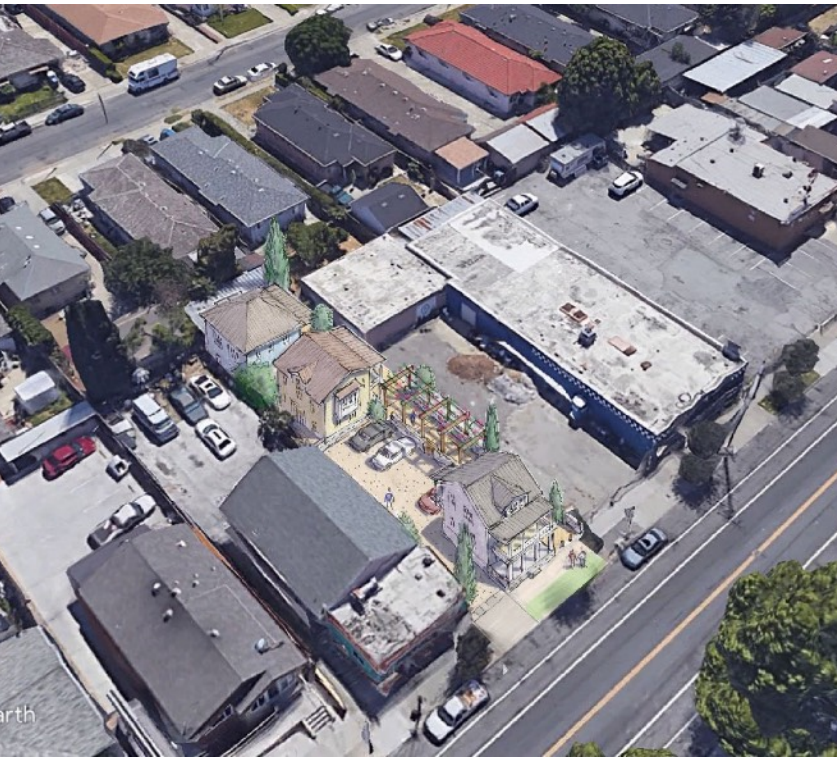
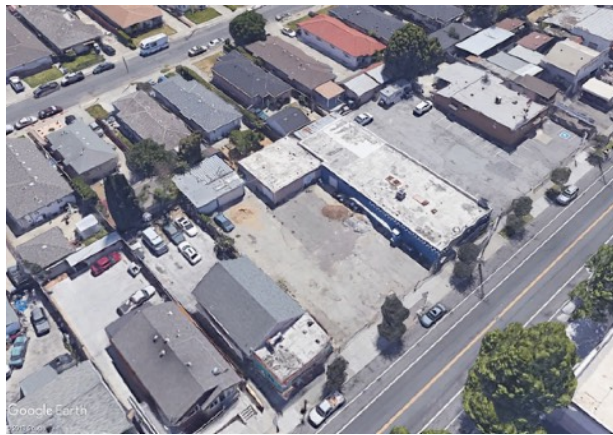


Figure 12: Former Fort Ord lands



- LUD-17: Abundant and high-quality natural open space on former Fort Ord lands.
- LUD-18: Design new Seaside neighborhoods on former Fort Ord lands sustainably by linking land use, transportation, and infrastructure development to increase non-automobile travel, protect sensitive habitat, and reduce infrastructure costs.
- LUD-19: Seamlessly connect new growth areas on former Fort Ord lands with the rest of the City.
- LUD-20: New development supports the preservation or enhancement of the City's natural resources.
- LUD-21: Resilient neighborhoods on former Fort Ord lands.
- LUD-22: Balanced, diverse, and sustainable growth





SCHEME "D"



Properties



Layers



Filters



3D Zoning



Projects

927 Hamilton Ave, Seaside, CA 93955



Zoning Property Details Layers

BASIC ZONING

Zone: **RM**

Existing Building Use: Single Family Residential

Existing Land Use: Residential

All Applicable Typologies: • Neighborhood General (NG)

Allowed Use(s): Residential(2), Office(1)

ADDITIONAL ZONES

Opportunity Zone: No

FEMA Flood Zone: X 0.2 PCT ANNUAL CHANCE FLOOD HAZARD Monterey County

Base Flood Elevation: -

OVERLAYS

BUILDING INTENSITY

Maximum Lot Coverage: 65%

Residential Density: 15 Du / Acre

Maximum Building Height: 36 ft

Maximum Height - Stories: 3

Floor Area Ratio: 0.45

Maximum Built Area Allowed: 2,187 ft²

Maximum Building Footprint: 2,861 ft²

Minimum Open Space: 9%

Maximum Residential Area Allowed: 2,187 ft²

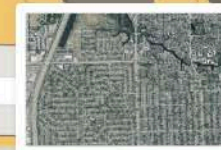
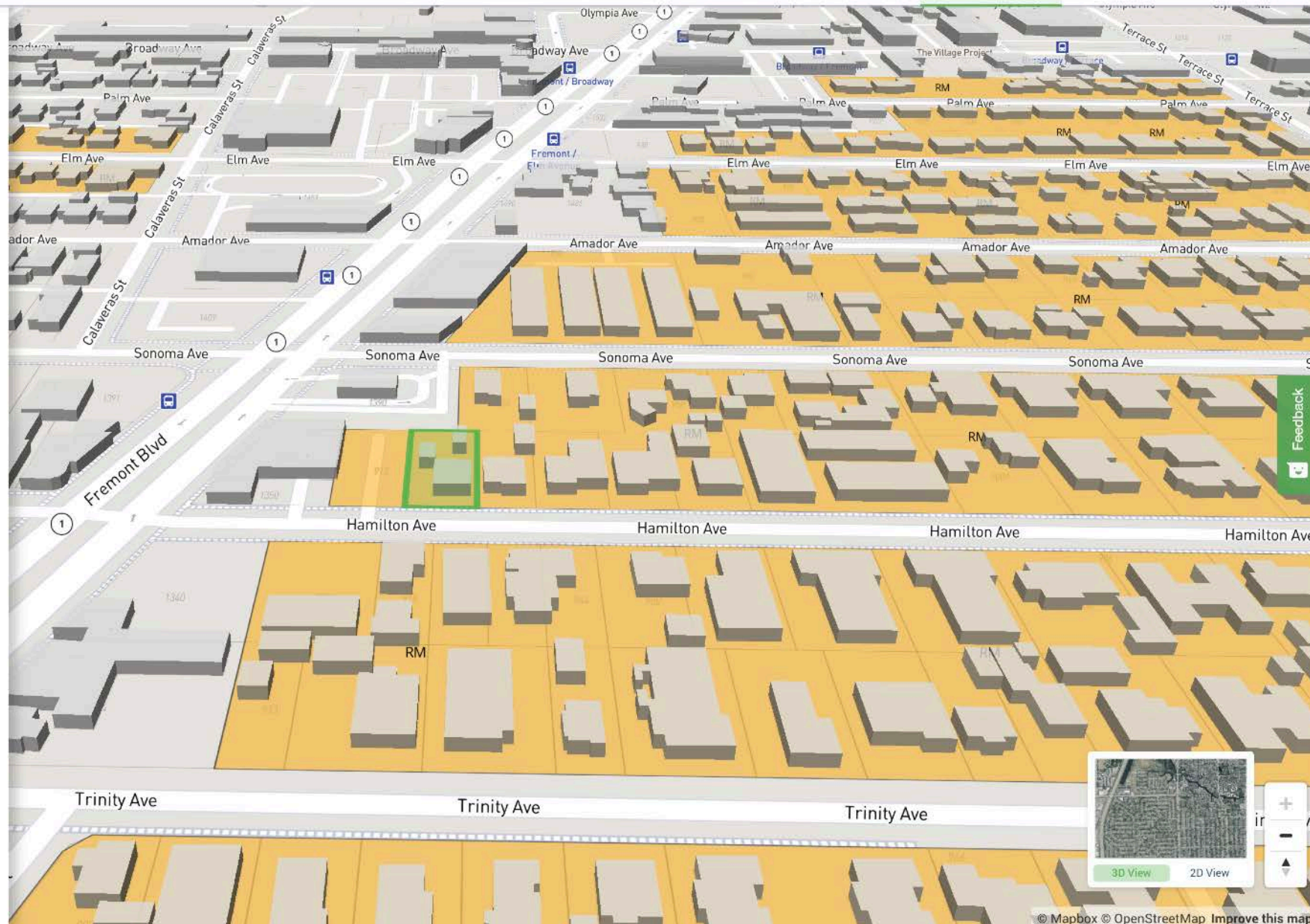
Maximum Residential Units Allowed: 2

Maximum Lodging Area Allowed: 0 ft²

Maximum Lodging Rooms Allowed: 0

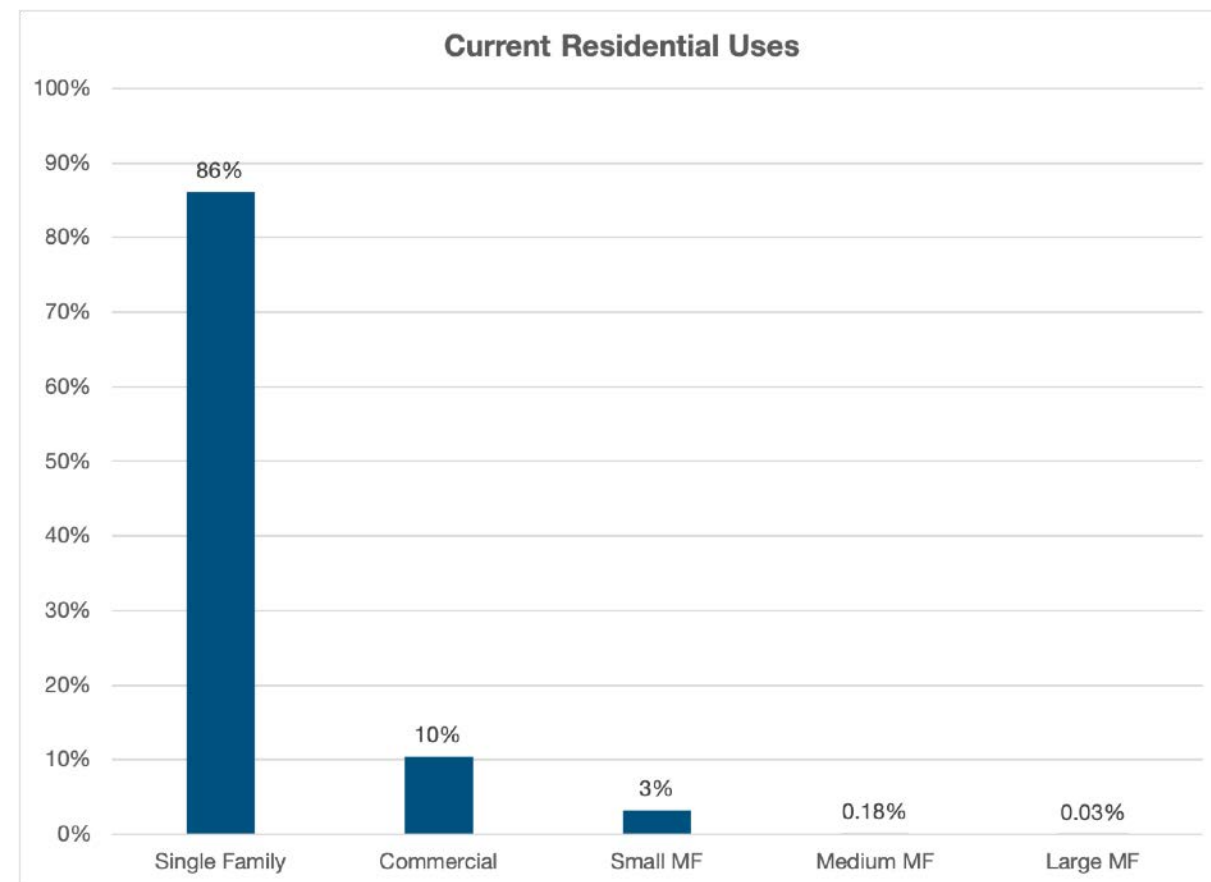
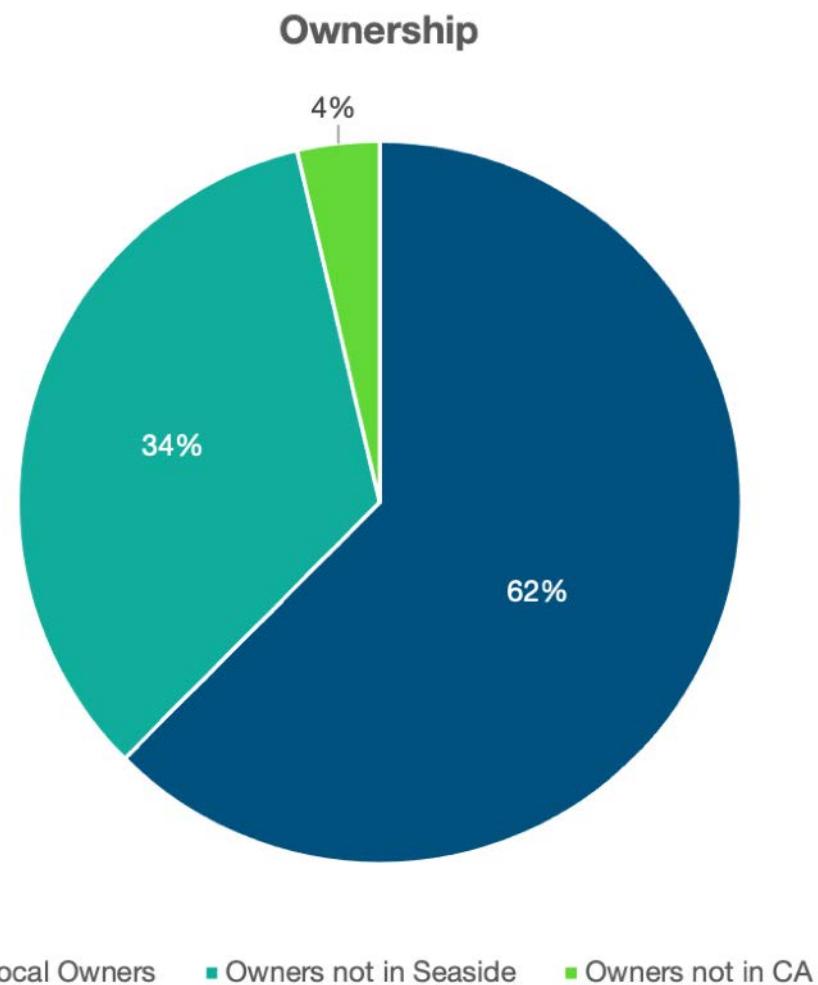
Maximum Commercial Area Allowed: 0 ft²

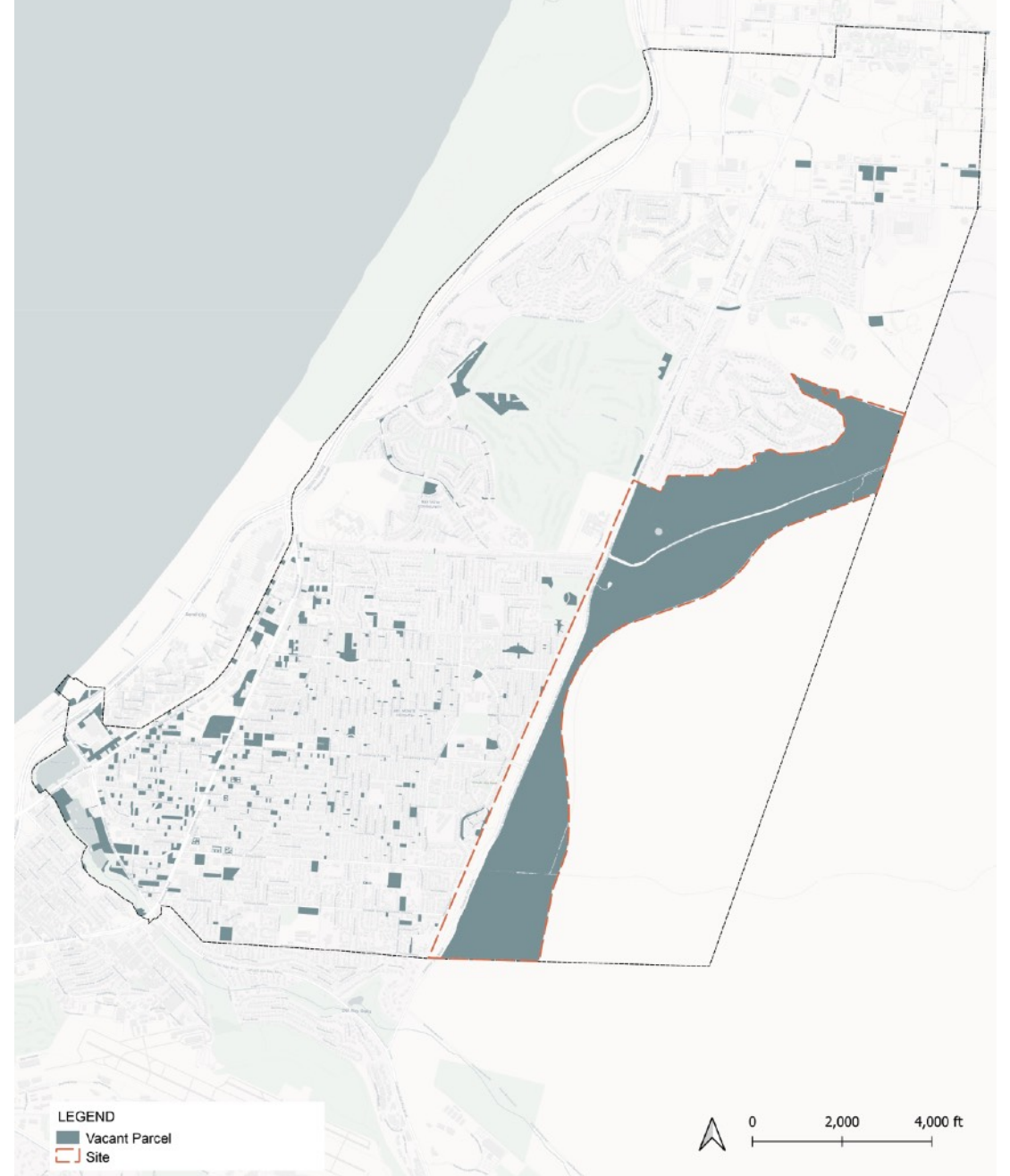
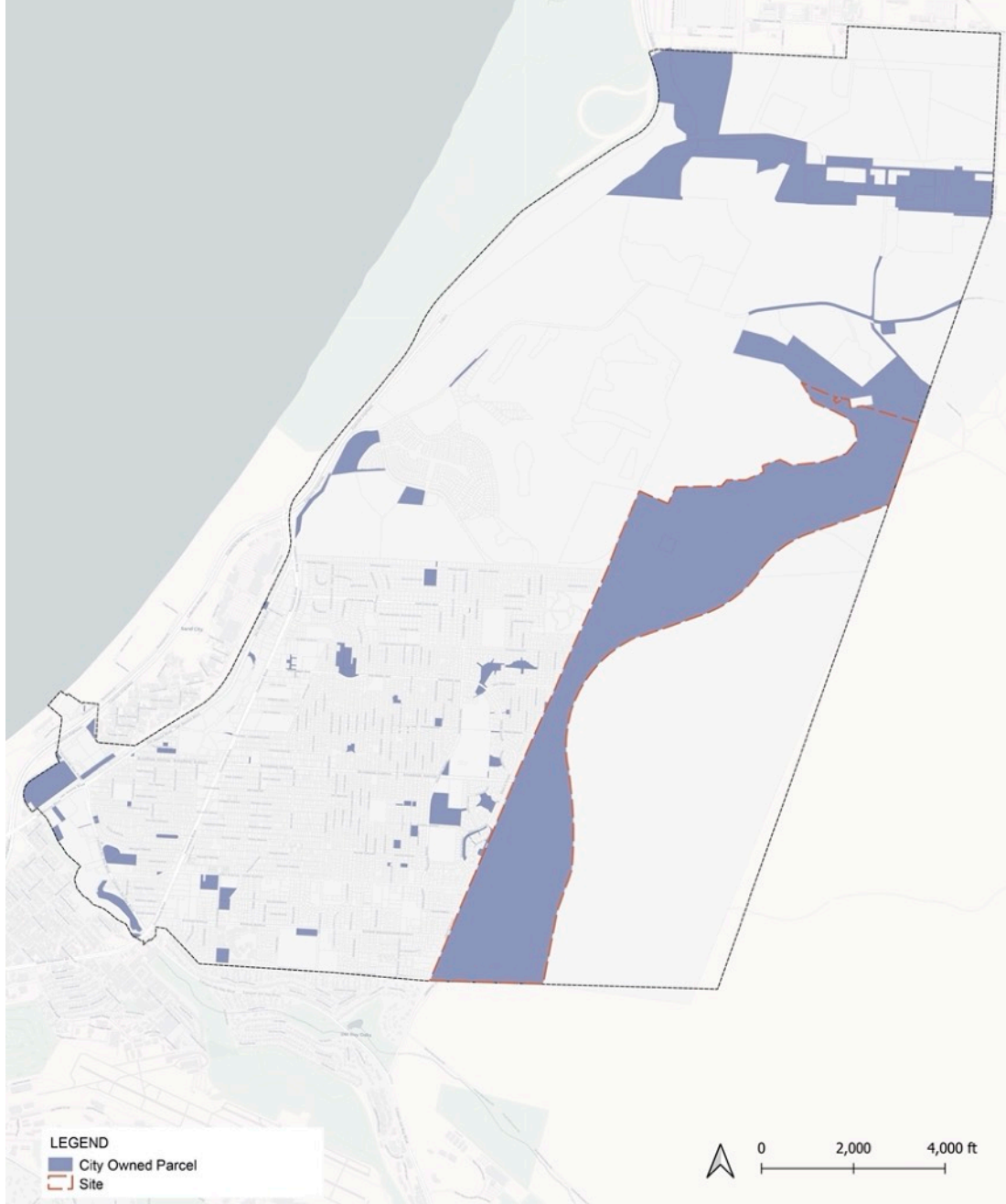
Maximum Office Area Allowed: 546.75 ft²



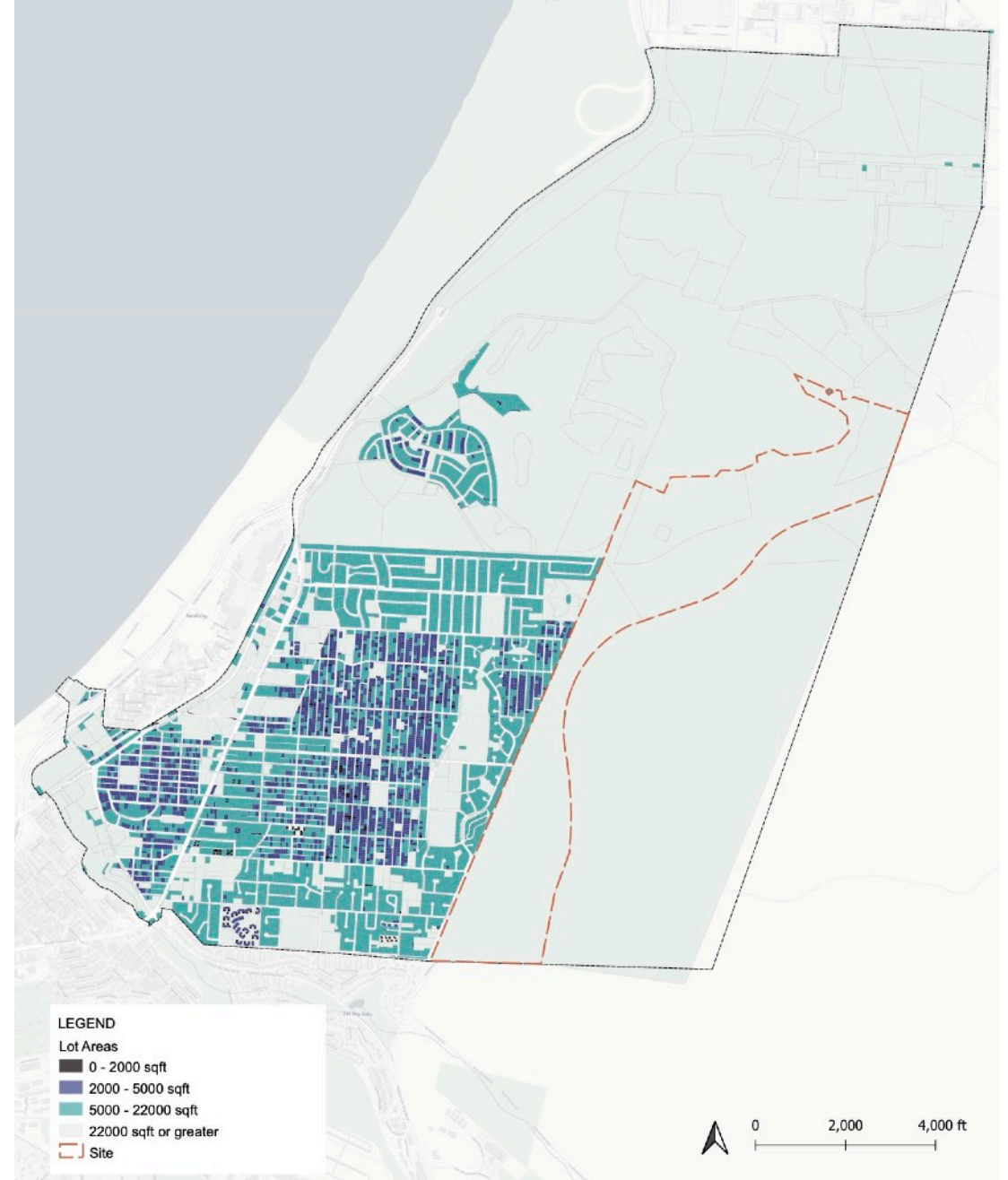
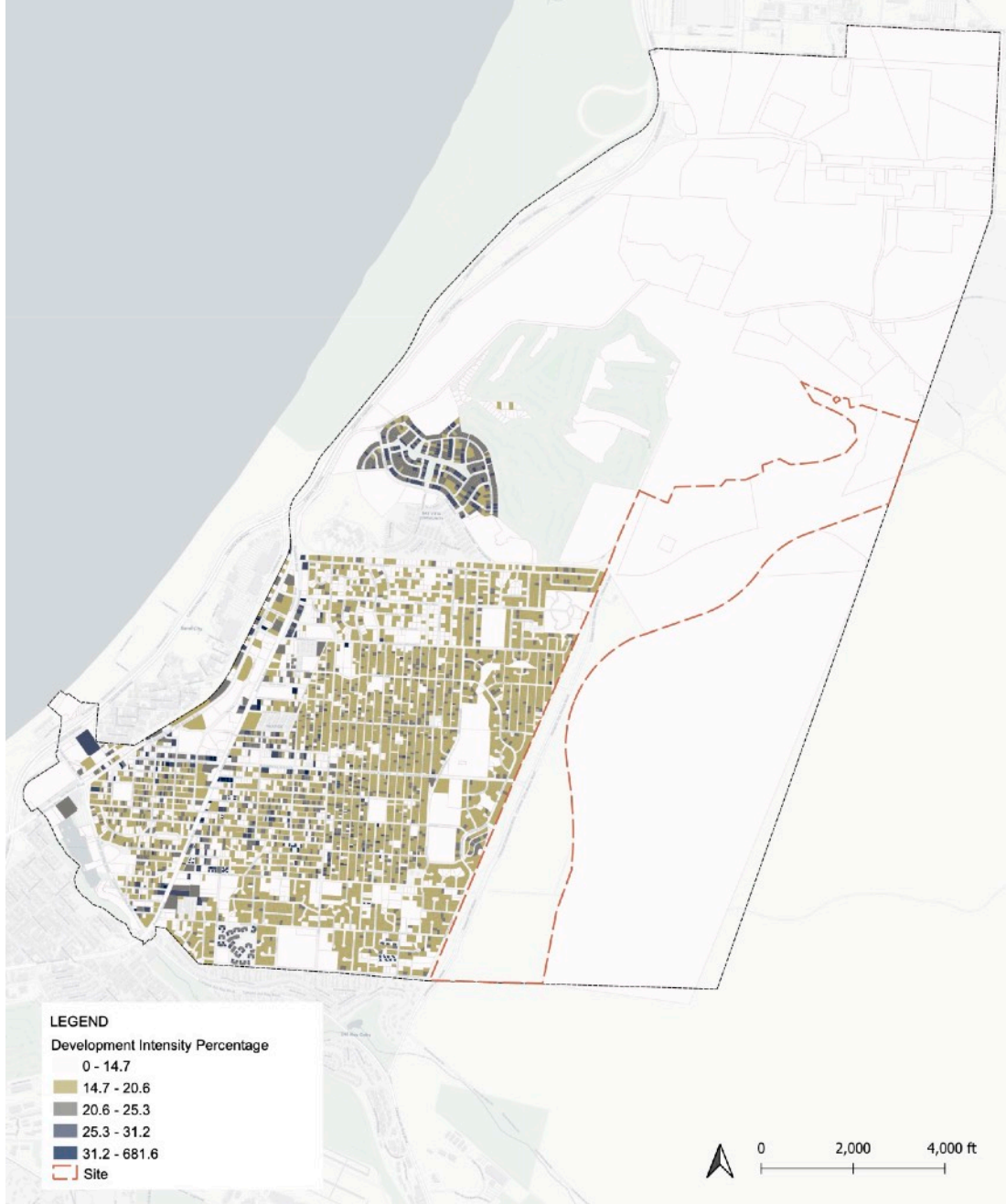
3D View 2D View

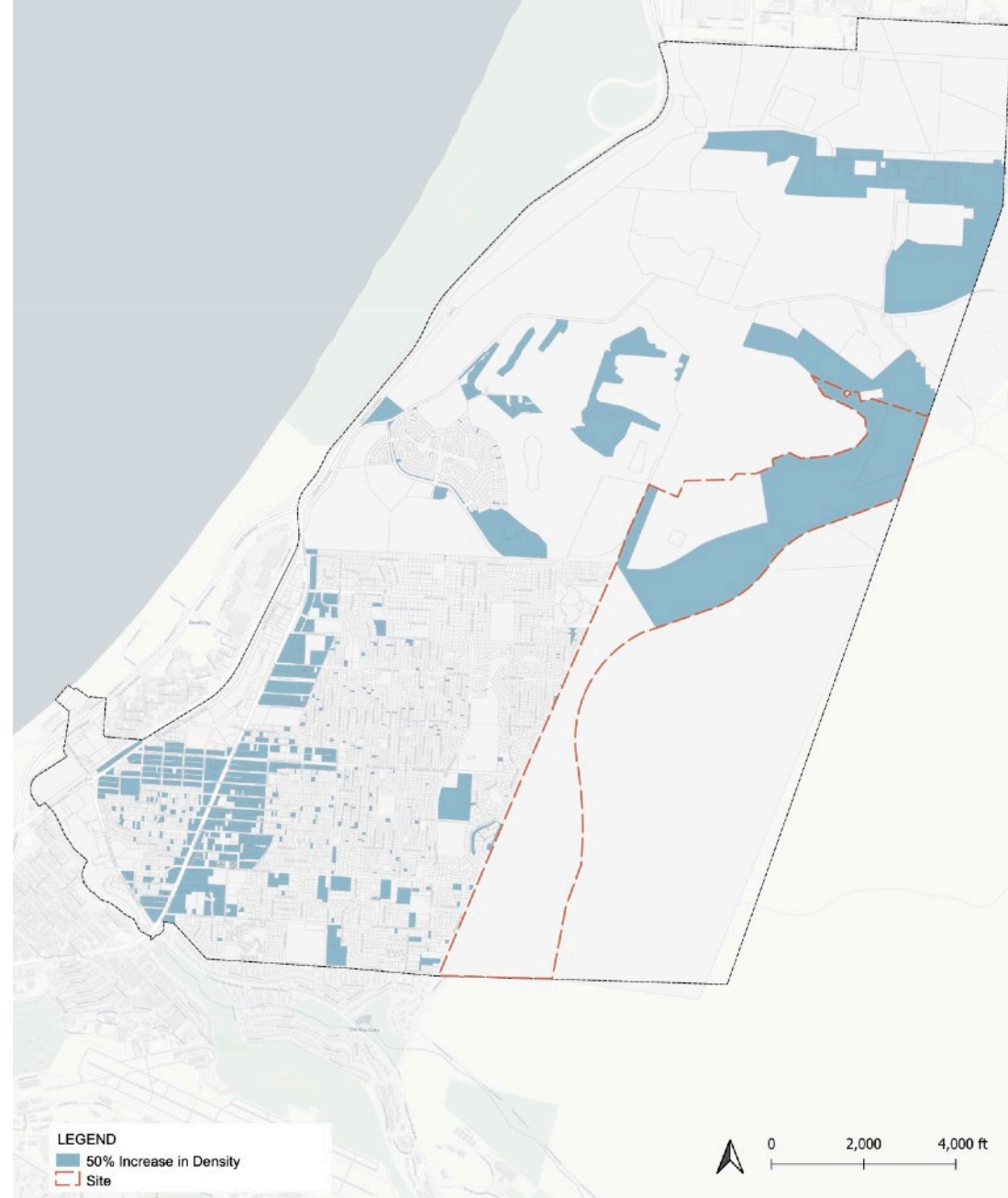
© Mapbox © OpenStreetMap Improve this map



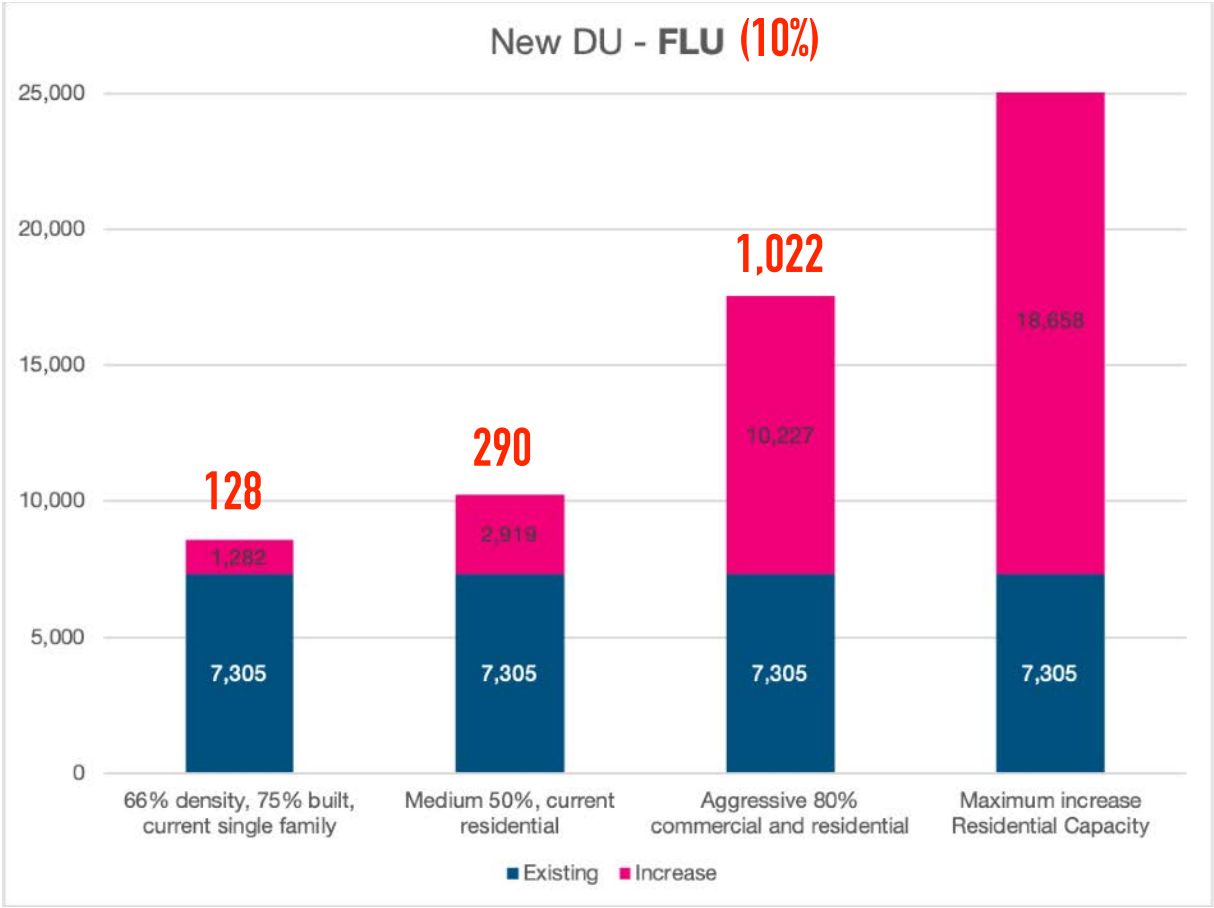
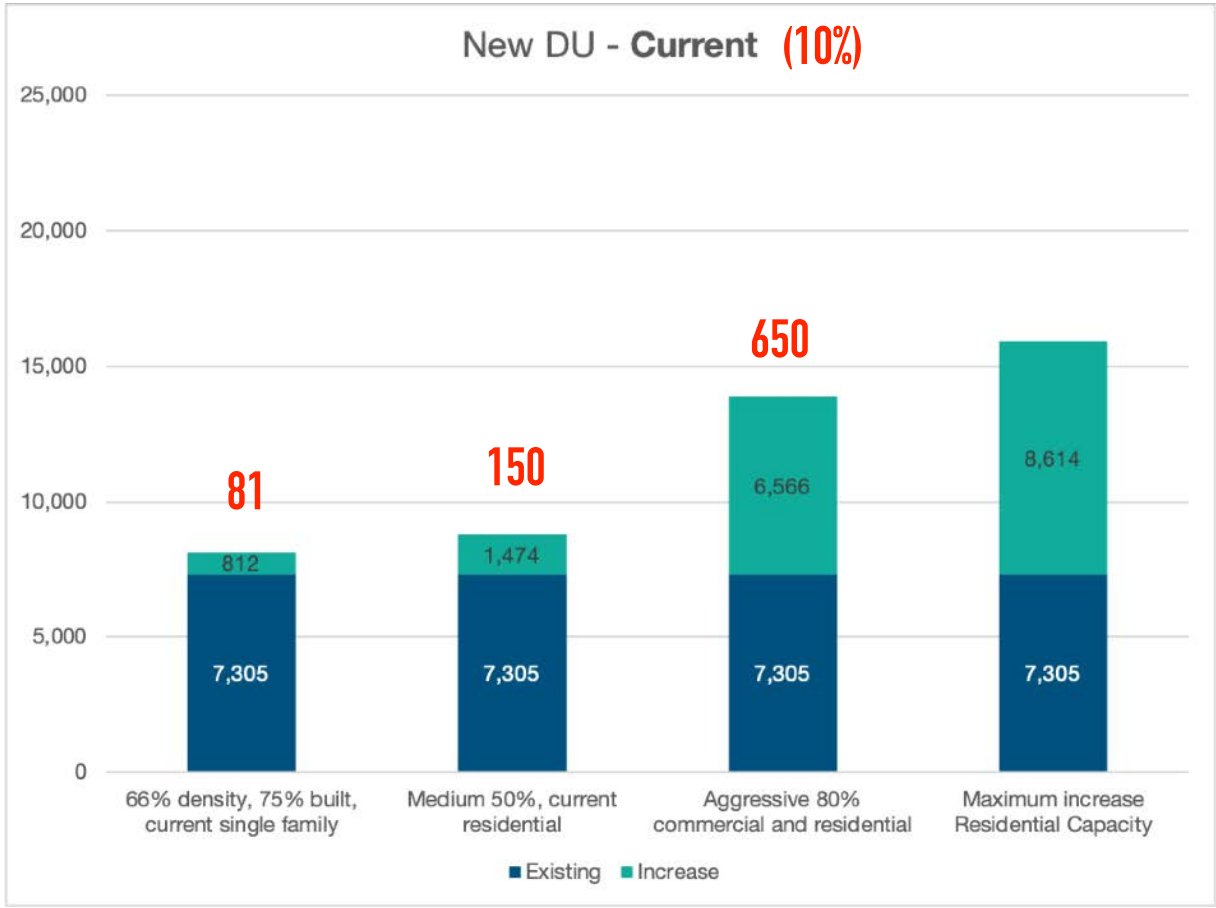


City Owned Parcels | Vacant Parcels





Infill Potential



Approximately 1,000 – 1500 Dwelling Units

+ 1,000 - 1,500 units?



3,000 - 5,000 units?



120 - 200 du/year

+ 6,000 - 8,000 units?



250 - 350 du/year

HOW MUCH GROWTH?

2. PUBLIC ENGAGEMENT

		FRIDAY OCTOBER 22	SATURDAY OCTOBER 23	SUNDAY OCTOBER 24	MONDAY OCTOBER 25	TUESDAY OCTOBER 26	WEDNESDAY OCTOBER 27	THURSDAY OCTOBER 28	FRIDAY OCTOBER 29
DPZ CODESIGN	8:00 AM		Precedents Tour & Day Off						
	9:00 AM			Design Team Meeting	Design Team Meeting	Design Team Meeting	Design Team Meeting	Open Design Studio	Production (studio closed)
	STUDIO			10:00 AM	Studio Set-up	Design (studio closed)	Open Design Studio		
The design studio is located at Seaside Creates, 656 Broadway Ave. Public is welcome during Open Design Studio times as listed.		11:00 AM		Faith-based Communities 12:00pm - 1:00pm	Transport, Walk, Bike 12:00pm - 1:00pm				
	12:00 PM								
EVENTS	1:00 PM	Recreation & Trails 2:00pm - 3:00pm		Charrette Opening Event @ MLK 1713 Broadway Ave 1:00pm - 4:00pm	Lunch	Lunch	Lunch	Lunch	Lunch
	Events are open to the public. Food will be available at the Opening Event. Snacks will be available at other events. Children's activities will be available at the Opening Event. Childcare will be available at other events.				2:00 PM	Design (studio closed)	Design (studio closed)	Production (studio closed)	Production (studio closed) + Youth Group Mtg 4.30 pm - 5.30pm
3:00 PM					Break	Economic Development 3:00pm - 4:00pm	Prior Plans 3:00pm - 4:00pm		
4:00 PM		Natural Systems 3:30pm - 4:30pm		Design (studio closed)	Design (studio closed)	Midterm Pin-up @ Oldemeyer Center 986 Hilby Ave 6:00pm - 8:00pm	Closing Presentation @ Oldemeyer Center 986 Hilby Ave 6:00pm - 8:00pm		
MEETINGS	5:00 PM	Break		Housing 5:00pm - 6:00pm	Arts, Culture, Youth 5:00pm - 6:00pm				
	6:00 PM	Sustainable Development 5:00pm - 6:00pm		Open Studio 6:00pm - 7:30pm					
Meetings are open to the public and are held at Seaside Creates, 656 Broadway Ave.	7:00 PM								



Result

race		white: 58.7% other: 12.4% Asian: 9.6% two or more races: 8% black/African American: 7.7% Hawaiian/Pacific Islander: 2.8% American Indian/Alaska native: 0.8%
Hispanic origin		42.4%
US citizens	sex	female: 50.8% male: 49.2%
	age	0 to 14: 25.4% 15 to 64: 64.7% 65+: 9.9%

Interviews / Meetings with + 50 community members representing:

- Environmental preservation
- Recreation, trails
- Underserved populations
- Housing
- Economic development, Jobs
- Fort Ord management
- Elected officials
- Youth programs & teens
- Arts



Housing Affordability



Jobs and Economy



Sport and Recreation



Arts and Culture



Environment and Sustainability





ARTS AND CULTURE

GOALS:

- Need for a lively urban area to keep youth, attract residents & visitors.
- Need for cultural facilities, performing arts center, dance academies, cultural hub, etc.
- Preserve Seaside's history, specifically people of African ancestry.
- Prioritize opportunities to sustain the youth.

MORE GOALS:

SOLUTIONS:

- Build on site:
 - Opportunity to design mixed-use housing with commercial & cultural aspects.
 - Opportunity to showcase history of Fort Ord - interpretive center.
 - Opportunity to provide spaces & venues for artists & musicians.
- Do not build on site:
 - Opportunity to support eco-tourism.

MORE SOLUTIONS:

JOBS/ECONOMIC DEVELOPMENT

GOALS:

- Need jobs to remain and attract multi-generational and young families.
- Need adequate jobs other than hospitality, larger business tech.
- Need online entrepreneurship assistance for underserved community members.
- Connect Monument visitors to Seaside and grow economic opportunity within Seaside.
- Opportunity to increase the City's revenues.

MORE GOALS:

SOLUTIONS:

- Build on site:
 - Opportunity to provide small-scale manufacturing and job incubator space.
 - Opportunity to curate for a custom delivery to the national market.
 - Do not build on site:
 - Opportunity to develop element unit other projects on site.
 - Connect from Seaside's forest project.
 - Seaside and Seaside's economic impact from the National Monument is assessed.

MORE SOLUTIONS:

RECREATION

GOALS:

- Provide gateway to National Monument with trailheads and rentals, etc.
- Create a transition from urban to natural with community recreation and amenities.
- Increase the City's amenities.

MORE GOALS:

SOLUTIONS:

- Build on site:
 - Opportunity to leverage eco-tourism with trail access, interpretation, viewing facilities and other natural resources.
 - Opportunity to provide a state-of-the-art athletic facility that supports regional tournaments.
 - Opportunity to provide parks with walking distance of higher density housing.
- Do not build on site:
 - Opportunity to preserve rare, concentrated areas of oaks and be mindful of wildlife corridors.
 - Opportunity for parks to preserve species populations, preserve and replace species that are impacted.

MORE SOLUTIONS:

ENVIRONMENT/SUSTAINABILITY

STATION 5

GOALS:

- Balance open space preservation with development to gain revenue.
- Ensure new development is environmentally friendly, zero net, carbon-sensitive.
- Preserve and celebrate a variety of natural habitats, such as oak woodlands.
- Protect high points and viewsheds.
- Create walkable places.

MORE GOALS:

SOLUTIONS:

- Build on site:
 - Opportunity to strategically integrate compact housing within a rich natural and walkable environment.
 - Opportunity to preserve the Fort Ord Trail and be mindful of the viewsheds.
 - Opportunity to showcase sustainable built structure strategies such as passive house design, construction materials, native landscaping, rain gardens.

SOLUTIONS:

- Do not build on site:
 - Opportunity to connect the natural system to the City with Greenways.
 - Opportunity to preserve swaths of maritime chaparral as much as possible.
 - Opportunity to save the oak trees and ground cover for CO₂ sequestration.

MORE SOLUTIONS:

HOUSING / GENERAL DEVELOPMENT

STATION 1

GOALS:

- Provide affordable housing for underserved populations (black & brown residents, young families, homeless).
- Provide high density, environmentally responsible housing.
- Provide a variety of housing for a wide range of tenures & market segments.

MORE GOALS:

SOLUTIONS:

- Build on site:
 - Opportunity to provide housing in a limited area that is affordable, innovative & environmentally responsible.
 - Opportunity to mix affordable housing with market rate housing of all types.
 - Opportunity to prioritize the creative collaboration of nonprofit affordable housing groups.
 - Opportunity to rebrand Seaside & integrations of 15-min. neighborhoods.

SOLUTIONS:

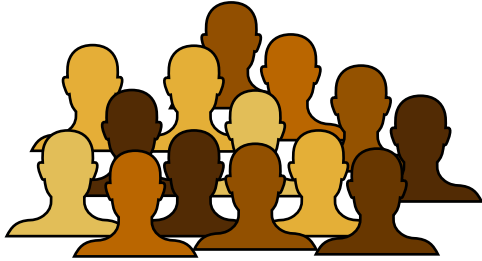
- Do not build on site:
 - Opportunity to provide new housing within already developed areas (infill).
 - Opportunity for more affordable housing may be more likely west of GJM Blvd.

MORE SOLUTIONS:



Total Public Engagement to date:

- Interviews: 30+
- Topical Meetings: 10
- Open Studio Hours: 15
- Public Meetings: 12



Historically Underserved

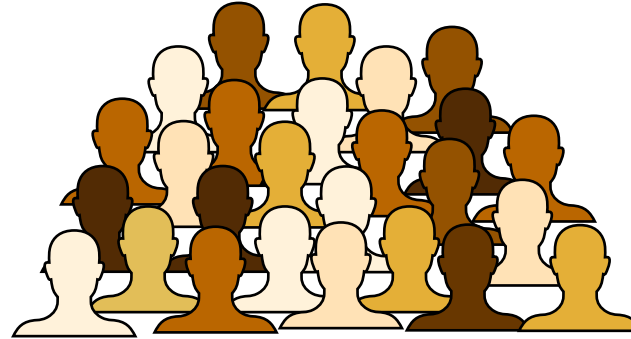
Housing Affordability

Jobs and Economy

Sports and Recreation

Arts and Culture

Environment and Sustainability



Environmental Humanists

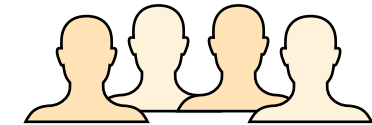
Housing Affordability

Arts and Culture

Jobs and Economy

Environment and Sustainability

Sports and Recreation



Extreme No Growth

Environment and Sustainability

Sports and Recreation

Arts and Culture

Housing Affordability

Jobs and Economy

Seaside Mission - Include, Innovate, Inspire

- Preserve sensitive habitats, environmental assets and views.
- Integrate access to nature, open space and trails into any development.
- Provide access to Ford Ord trails.
- Establish a gateway to the National Monument.
- Provide recreational opportunities for residents, particularly youth.
- Aim for net positive water development.

 **RESPECT NATURE**

+

- Avoid sprawl.
- Encourage infill development to address critical housing needs.
- Develop environmentally responsible housing.
- Address cultural and civic needs of Seaside residents.

 **SENSIBLE GROWTH**



A Dire Need for Affordable and Attainable Housing

Primary Goals:

- Provide affordable housing for underserved populations
- Provide compact, transit served, environmentally responsible housing.
- Ensure variety of housing, prioritizing existing residents in need of housing.
- Create inclusionary housing model that keeps units affordable for the foreseeable future.

Solutions:

- Provide housing in a compact area that is affordable, innovative and environmentally responsible.
- Mix affordable housing with market rate housing of all types.
- Pursue creative solutions to long-term affordability.
- Rebrand Seaside and integrate of complete neighborhoods.
- Preserve public access, views, and amenities while providing for housing needs.
- Ensure aspirational design while providing affordability.



Image: BOXABL Casita + ADU,
Tiny House Blog

- Community Land Trusts + Cooperatives
- Community Land Trusts
- Cooperatives
- Affordable Housing Developers
- Community Housing Authorities
- Business Incubators
- HUD



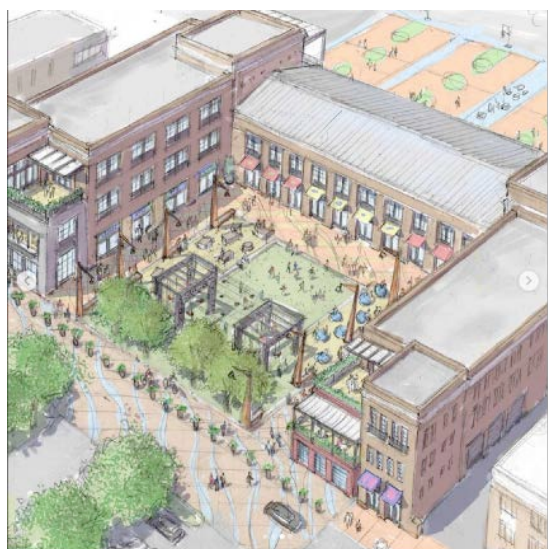
A Dire Need for Well Paying Jobs and Entrepreneurship

Primary Goals:

- Grow jobs to retain and attract multi-generational and young families.
- Provide diverse, well paying jobs.
- Provide business incubation and entrepreneurship opportunities for underserved community members.
- Grow jobs to increase the City's revenues (close the funding gap).
- Connect Monument visitors to Broadway and grow economic opportunity within Seaside.
- Balance jobs and housing in Seaside.

Solutions:

- Provide small-scale workplace and job incubator uses.
- Capitalize on a western gateway to the national monument.
- Foster innovation in partnership with CSUMB.
- Provide jobs training and innovation in 21st Century industries.
- Provide jobs training and workers rights in trades and public sector employment.
- Distribute jobs throughout the site.





A Dire Need for Recreation and Sports Facilities

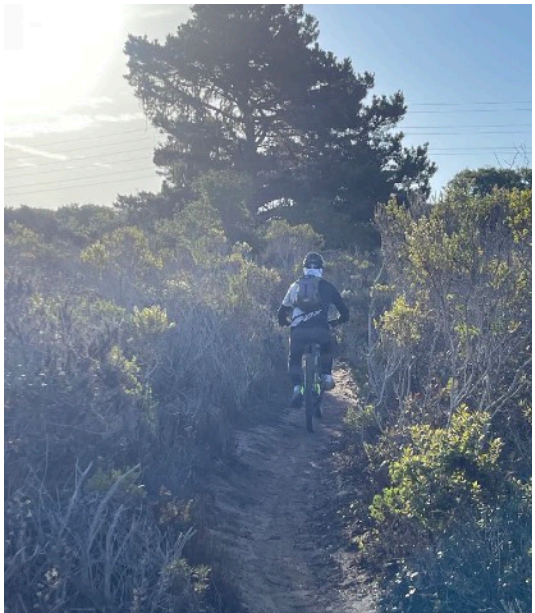
Primary Goals:

- Provide gateway to National Monument with trailheads, bike rentals, cafe, eco-tourism etc.
- Create a transition from urban to natural with community recreation and athletics.
- Increase the city's indoor and outdoor recreation and athletic facilities for all ages.
- Provide public spaces for community gathering.
- Integrate trails and active transportation opportunities including FORTAG.



Solutions:

- Leverage eco-tourism with trail access, amphitheater, science education, camping facilities, etc..
- Provide state of the art athletic facilities while reducing potential negative impacts of noise and light.
- Provide parks and community gardens within walking distance of higher-density housing.
- Preserve and extend trails for public enjoyment and active transportation, including FORTAG.
- Provide open space connectivity to nearby schools and neighborhoods.





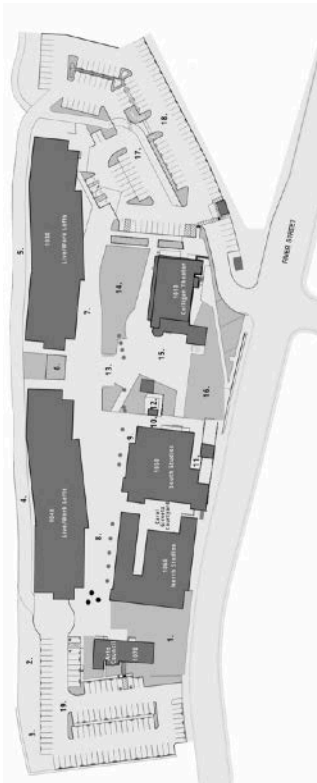
A Dire Need for Arts and Cultural Facilities

Primary Goals:

- Need for a lively urban area to keep youth, attract residents and visitors.
- Need for cultural and educational facilities in performing arts, visual arts, culinary arts, media, music and dance, cultural hubs, and other civic institutions.
- Preserve Seaside's history, specifically its multi-cultural history,.
- Prioritize opportunities to sustain the youth.

Solutions:

- Integrate arts and culture into buildings and public spaces.
- Showcase history of Fort Ord - interpretive center.
- Provide indoor and outdoor spaces and venues for artists and musicians.
- Support eco-tourism.
- Provide art in public places, expressing Seaside's history and its multi-cultural legacy and future.
- Reserve multiple, prominent locations for civic uses in buildings and outside.
- Provide multiple community spaces where local art, music, and performance can be showcased.



Images:

TanneryArtCenter.Org



A Dire Need for a Model of Sustainable Development in CA

Primary Goals:

- Balance open space preservation with development to gain revenue.
- Ensure new development is environmentally friendly, zero positive, and carbon-sensitive.
- Preserve and celebrate a variety of natural habitats, such as oak woodlands.
- Protect high points and view sheds.
- Create walkable, bikeable, and transit-ready places.

Solutions:

- Preserve rare concentrations of oaks and wildlife corridors.
- Strategically integrate compact housing within a rich natural and walkable environment.
- Preserve the Fort Ord Trails, integrate FORTAG, and be mindful of the view sheds.
- Require, showcase, and educate about sustainable building strategies such as passive house design, construction materials, native landscaping, rain gardens, permeable materials, etc.
- Built compactly to support active transportation and public transit.
- Enhance water infrastructure on site, capture and re-use run-off, and develop net positive.





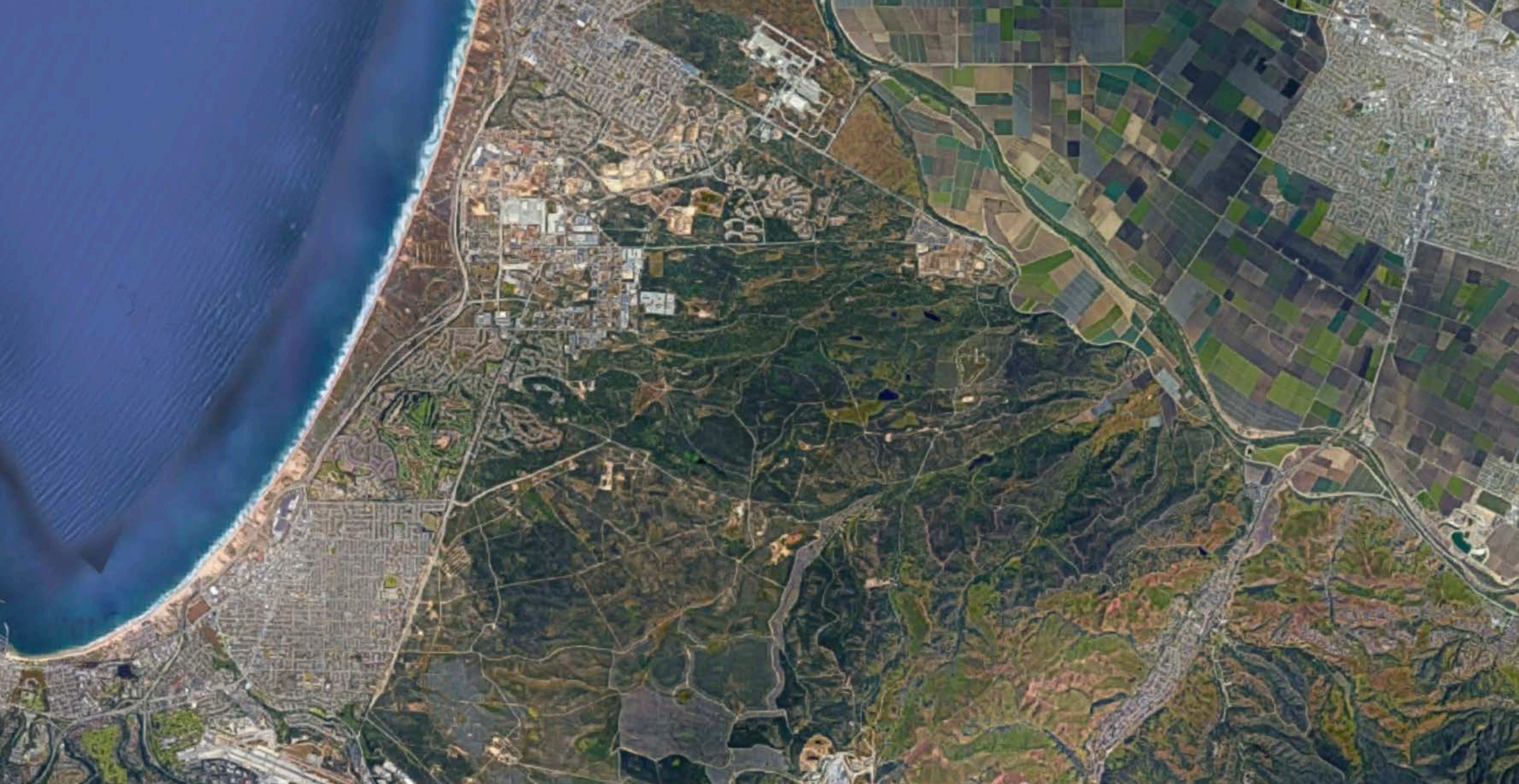
Image: Street Raingarden
Santa Clara Valley News

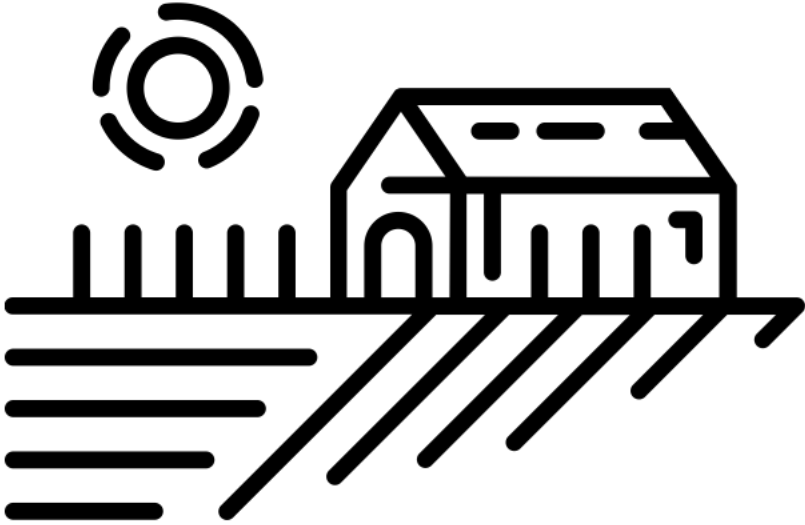
- Capture and infiltrate any rainwater that presently leaves the site.
- Retrofit streets to increase perviousness.
- Incorporate Light Imprint practices for post development stormwater (rain gardens, bioswales).
- Mandate xeriscape landscaping for new development.
- Irrigate parks and playgrounds with recycled water utilizing innovative irrigation practices.
- Mandate low-flow plumbing fixtures.
- Ensure that all wastewater flows from Seaside East go to the Wastewater Plant for Recycling.



- 1** Reflective white pavement & roofs, Los Angeles, CA
- 2** Wind turbine panel wall to power house
- 3** Shared street: New Town St Charles, MO

Image: Joe Doucet





Land Analytics and Productivity

Standard Geospatial Analysis.

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



1955 BMW Isetta
245 miles per tank



Toyota Prius
571 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron SS
390 miles per tank

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



Toyota Prius
571 miles per tank



1955 BMW Isetta
245 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron SS
390 miles per tank

How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



1955 BMW Isetta
50/70 mpg



Toyota Prius
51/48 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg

How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



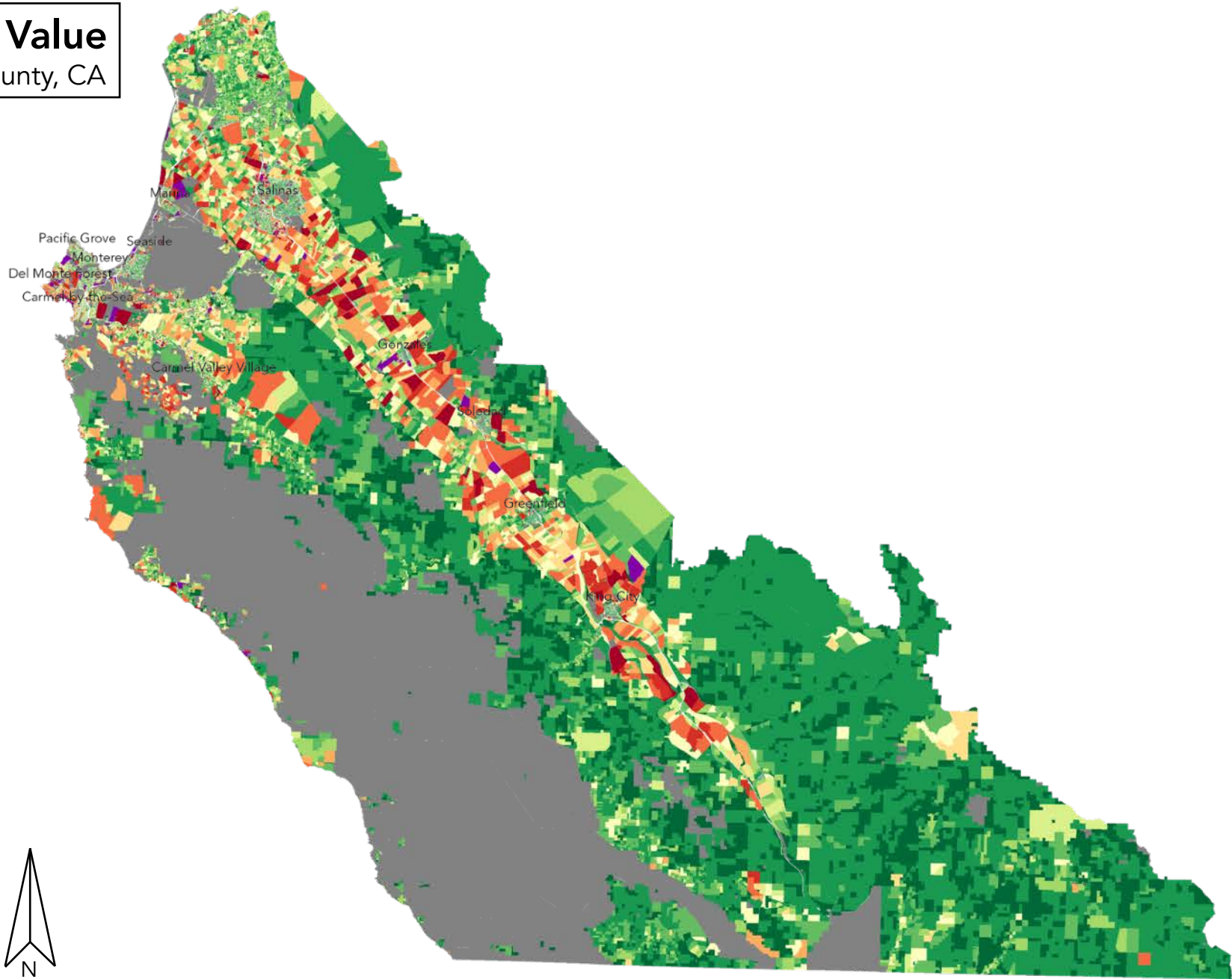
Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg

Total Taxable Value

Monterey County, CA



Total Tax Value (\$)

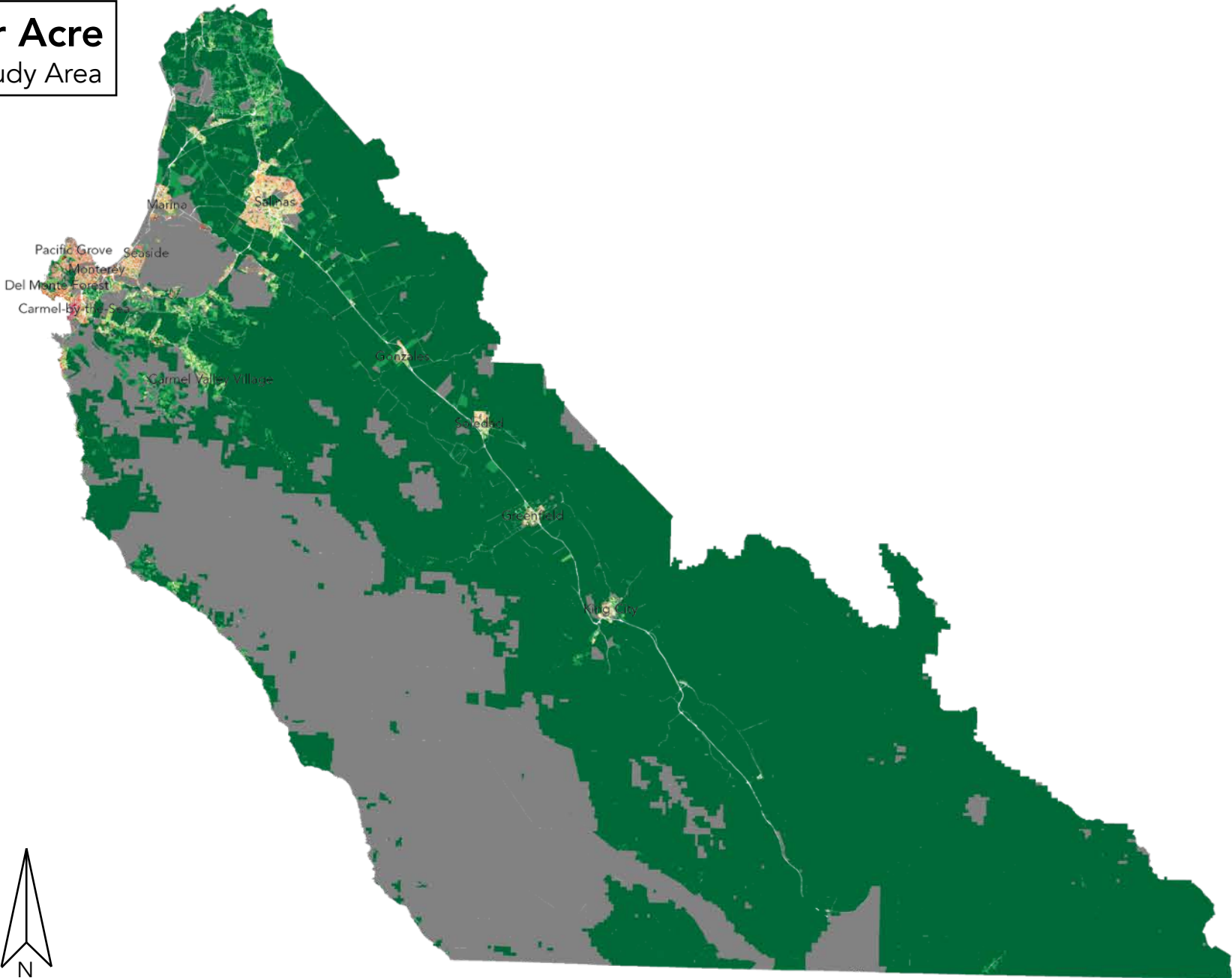
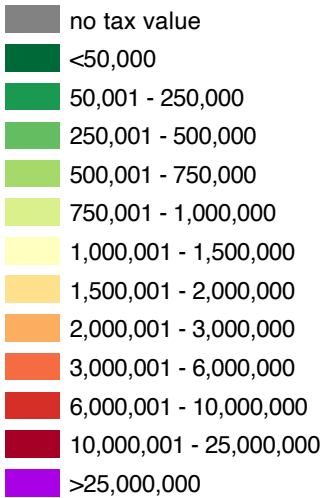
- no tax value
- <50,000
- 50,001 - 250,000
- 250,001 - 500,000
- 500,001 - 750,000
- 750,001 - 1,000,000
- 1,000,001 - 1,500,000
- 1,500,001 - 2,000,000
- 2,000,001 - 3,000,000
- 3,000,001 - 6,000,000
- 6,000,001 - 10,000,000
- 10,000,001 - 25,000,000
- >25,000,000



Value Per Acre

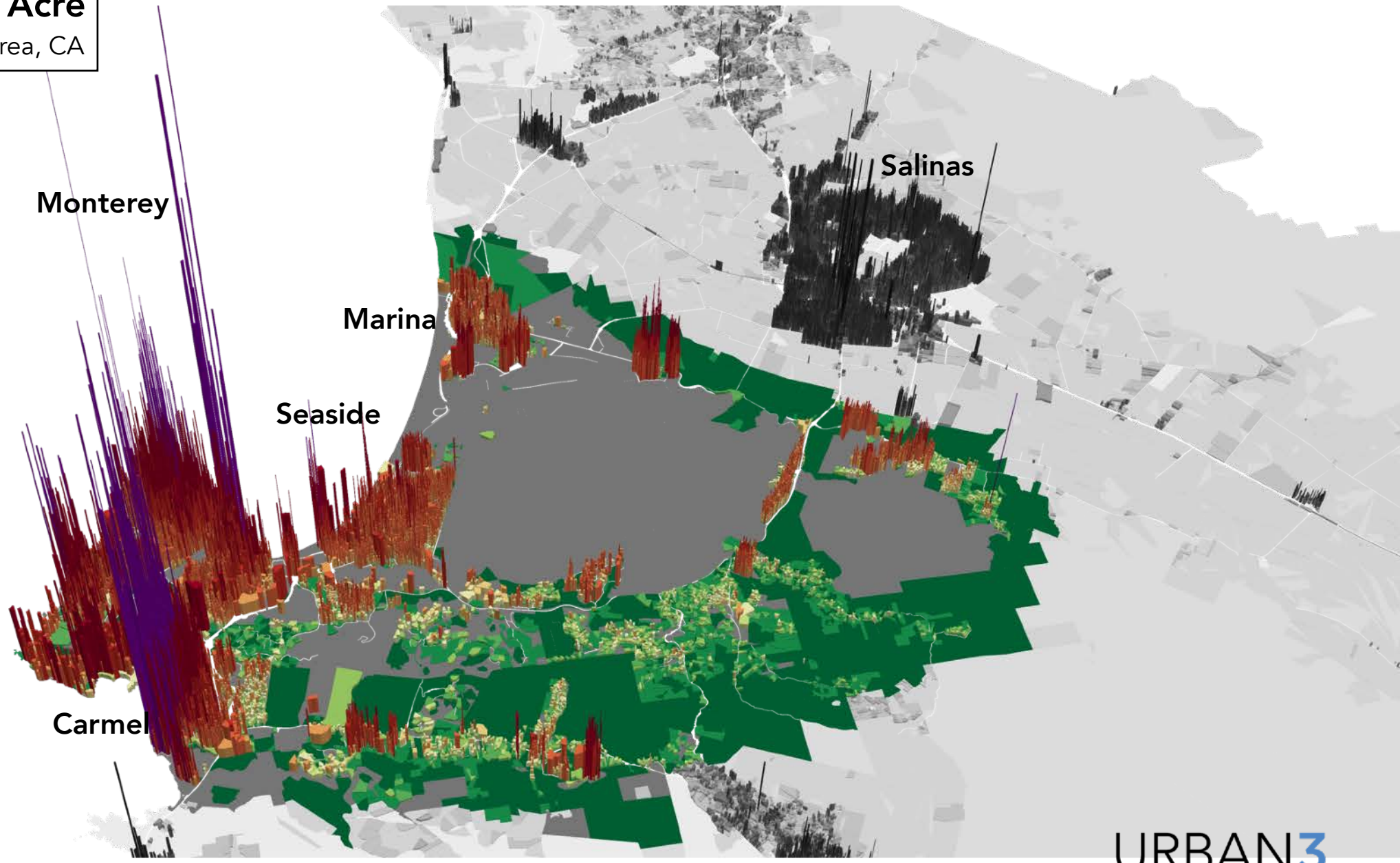
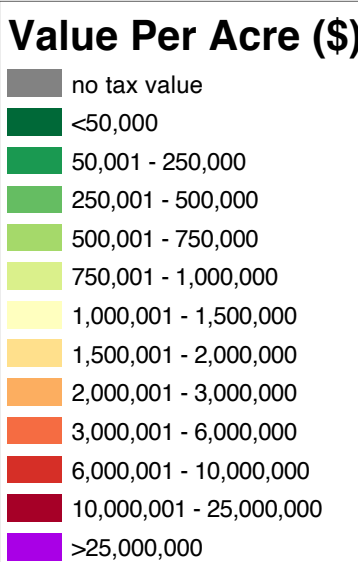
County Study Area

Value Per Acre (\$)



Value Per Acre

Monterey Bay Area, CA



Value Per Acre

Monterey Bay Area,

CA

Monterey

Marina

Marina

Seaside

Salinas

Carmel

Value Per Acre (\$)

- no tax value
- <50,000
- 50,001 - 250,000
- 250,001 - 500,000
- 500,001 - 750,000
- 750,001 - 1,000,000
- 1,000,001 - 1,500,000
- 1,500,001 - 2,000,000
- 2,000,001 - 3,000,000
- 3,000,001 - 6,000,000
- 6,000,001 - 10,000,000
- 10,000,001 - 25,000,000
- >25,000,000



Value Per Acre

Monterey Bay Area,

CA



Salinas

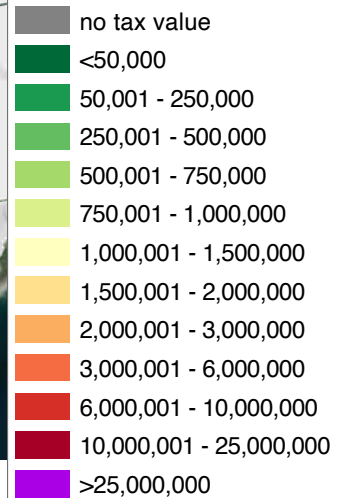
Seaside

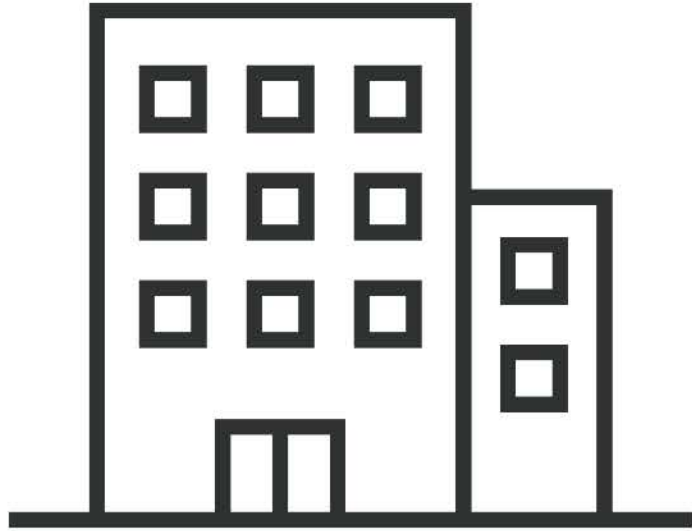
Marina

Carmel

Monterey

Value Per Acre (\$)





Land Use Types

Samples of buildings and development types.

Value Per Acre

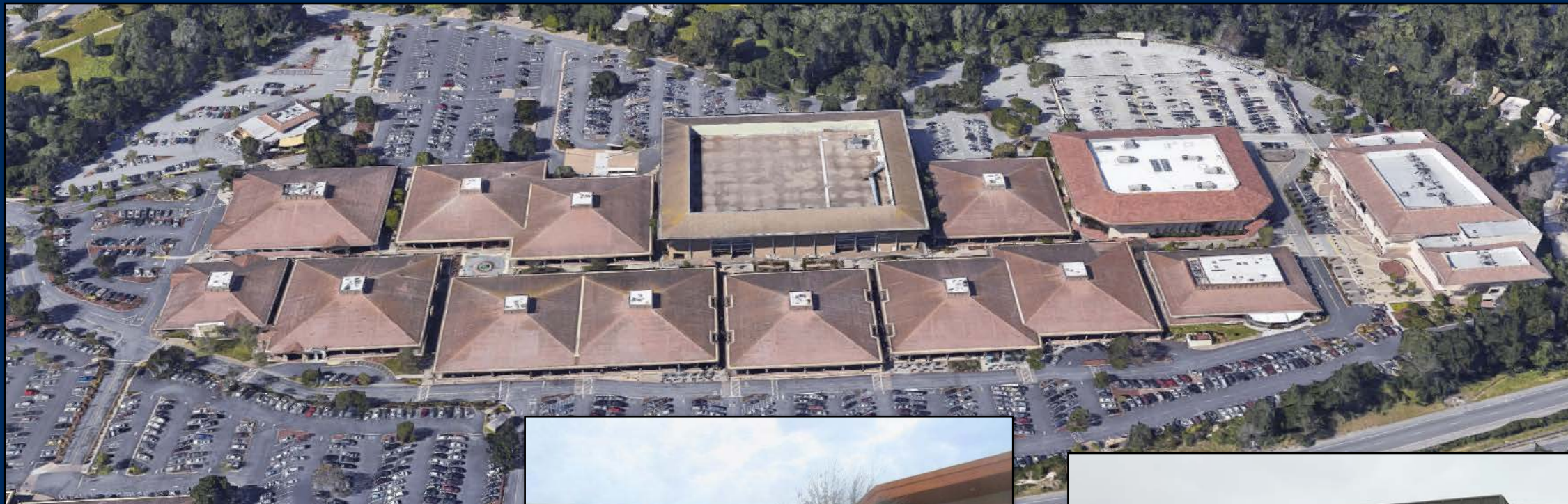
Monterey County, CA



Walmart (Marina)
\$ 2,053,051 per acre

Value Per Acre

Monterey County, CA



Del Monte Shopping Center
\$ 2,673,928 per acre



Value Per Acre

Imperial County, CA



Target (Sand City)
\$ 3,028,205 per acre



Target (Marina)
\$ 2,234,283 per acre



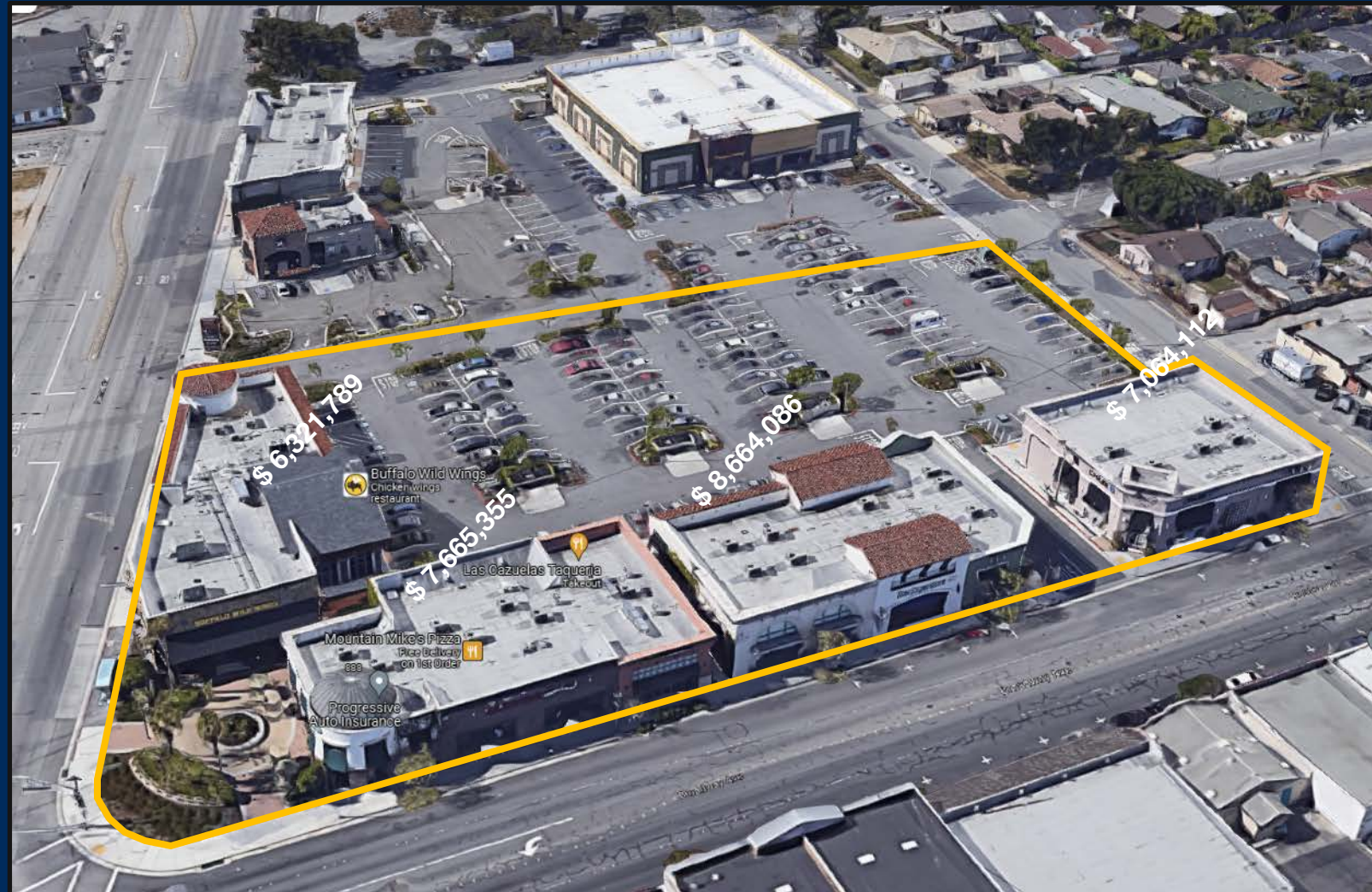
Costco (Sand City)
\$2,077,123 per acre



Home Depot (Seaside)
\$ 2,372,743 per acre

Value Per Acre

Monterey County, CA



Seaside Broadway/Fremont Shops
 \$ 7,428,835 per acre

Value Per Acre

Monterey County, CA



New Beach Houses (Sand City)
\$17,657,771 per acre

This vs That

Monterey County, CA

2.2 Acres of Beach Houses =
22 acres of Auto Dealerships



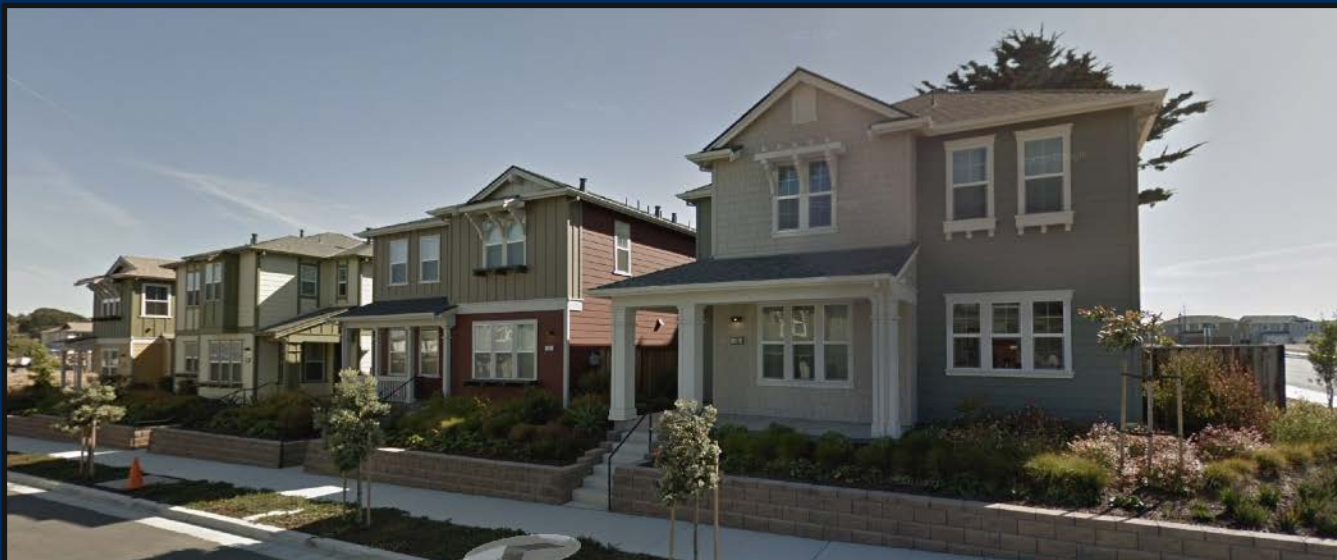
New Beach Houses (Sand City)
\$17,657,771 per acre



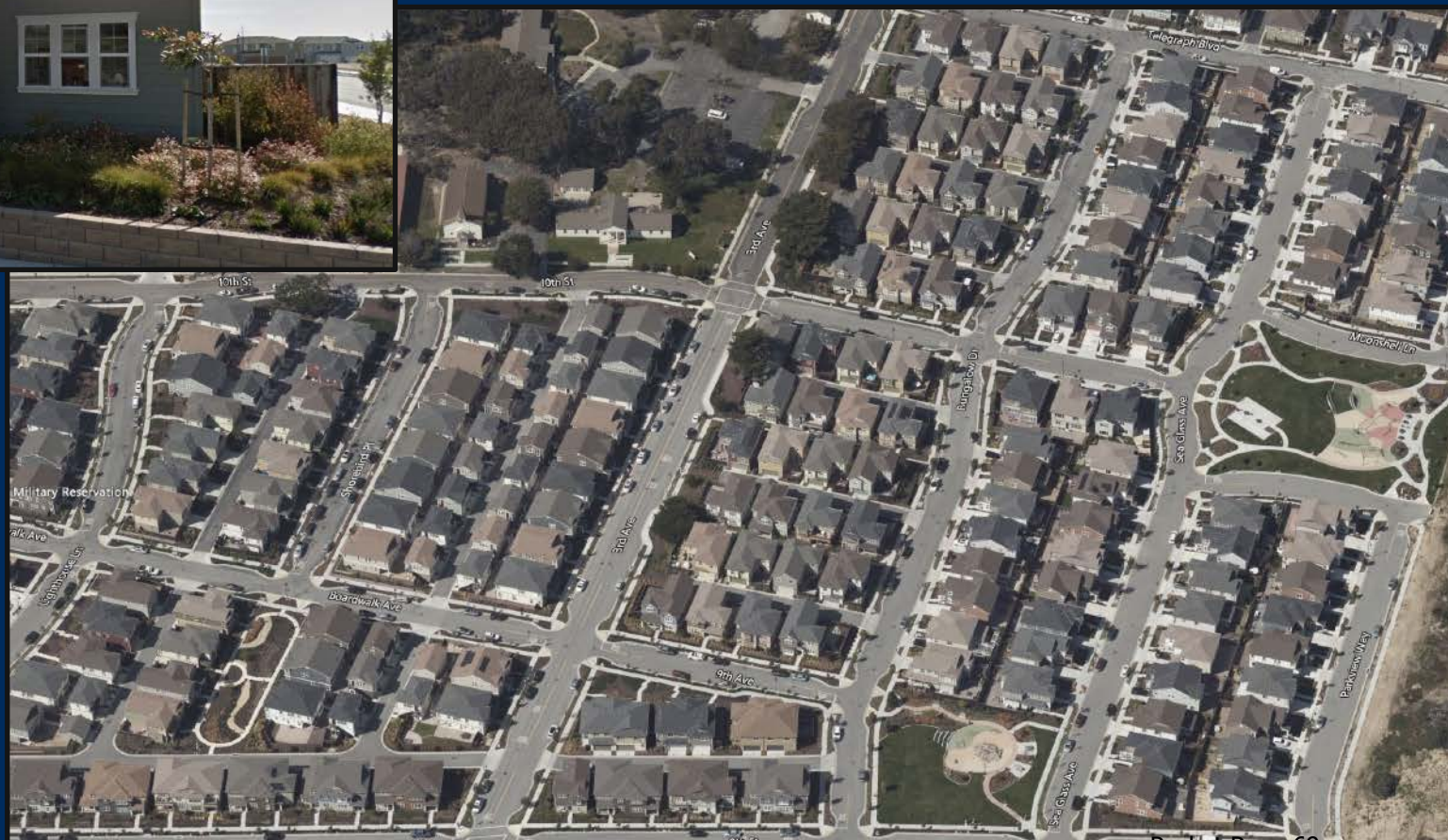
Seaside Auto Dealerships
\$1,720,284 per acre
Packet Page 68

Value Per Acre

Monterey County, CA



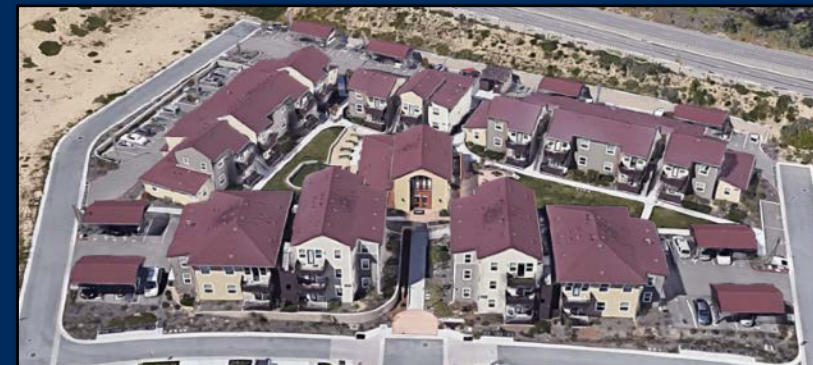
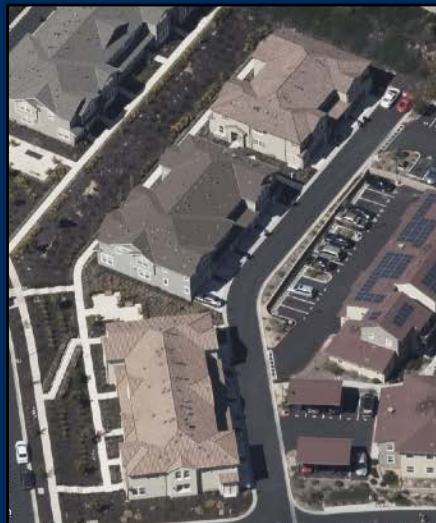
The Dunes Ft Ord Redevelopment
Avg: \$9,194,033 per acre



Value Per Acre

Monterey County, CA

East Garrison Townhouses
\$10,712,658 per acre



East Garrison Apartments (Affordability)
\$7,541,965 per acre



East Garrison Single Family
\$6,368,932 per acre



East Garrison Ft Ord Redevelopment
Avg: \$9,194,033 per acre

Value Per Acre
Monterey County, CA



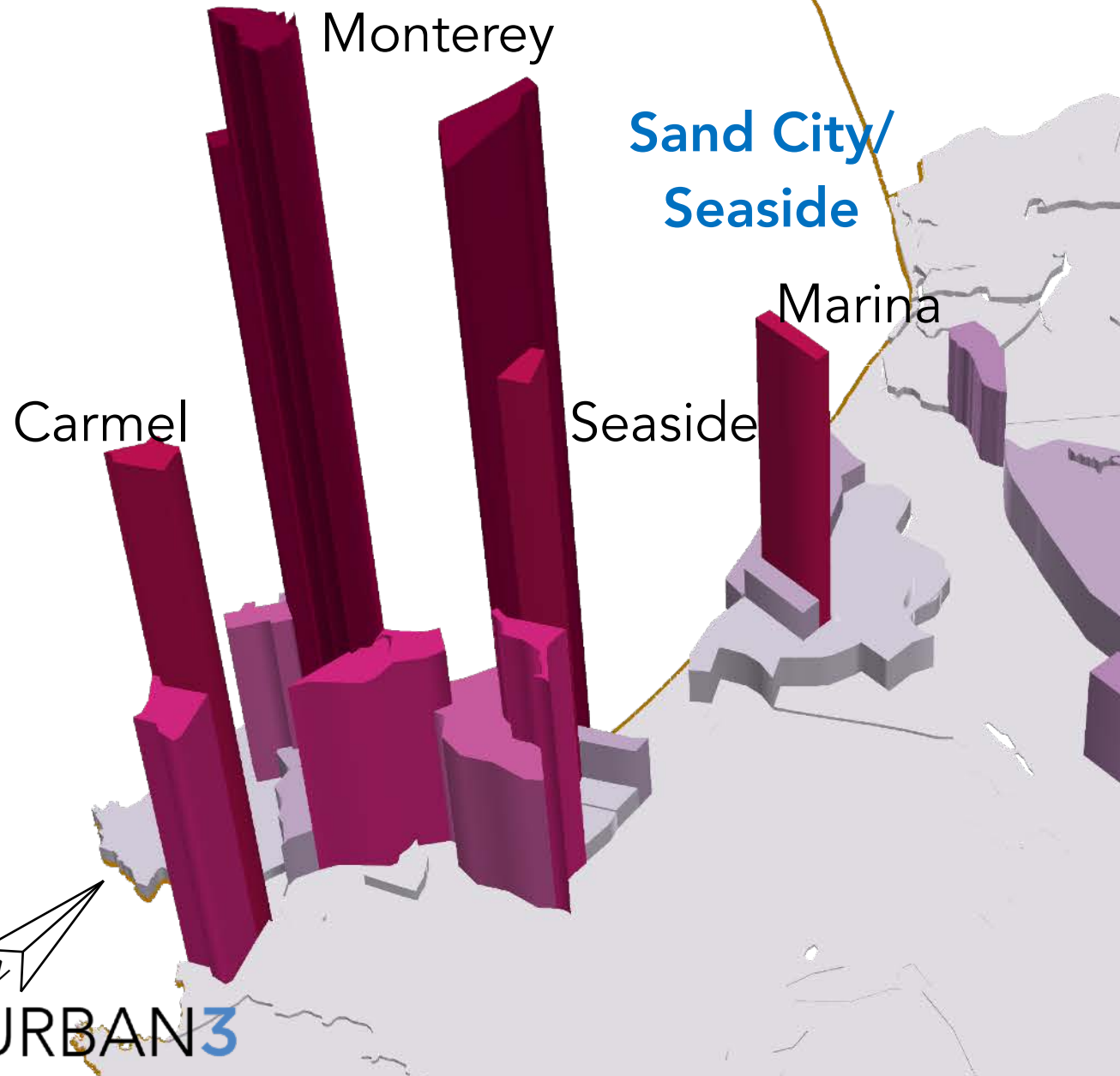
The Clement
\$42,960,845 per
acre

Monterey Bay Aquarium
\$89,029,981 per
acre

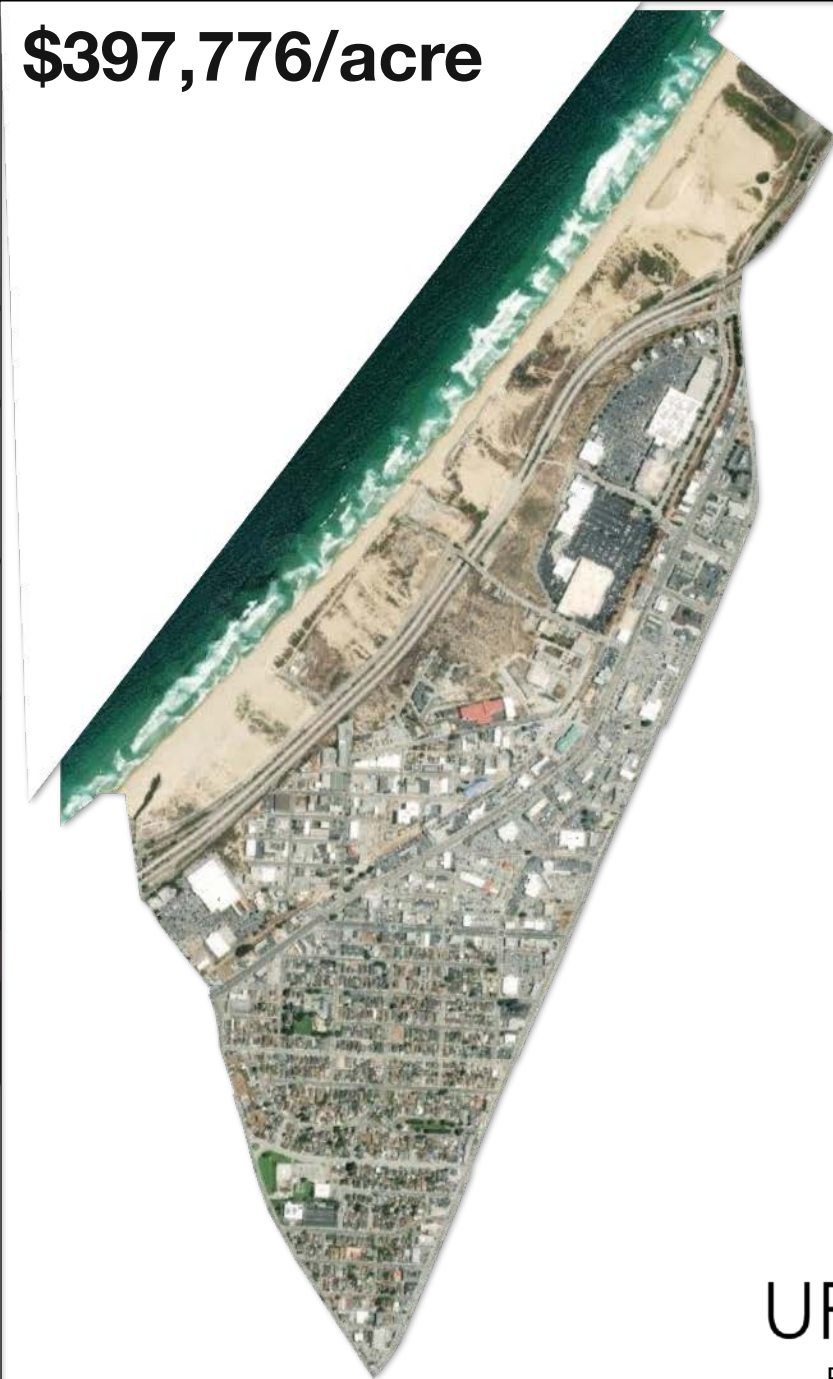
More Aquarium
\$43,774,146 per
acre

Retail Spending Per Acre

Monterey Bay Area, CA



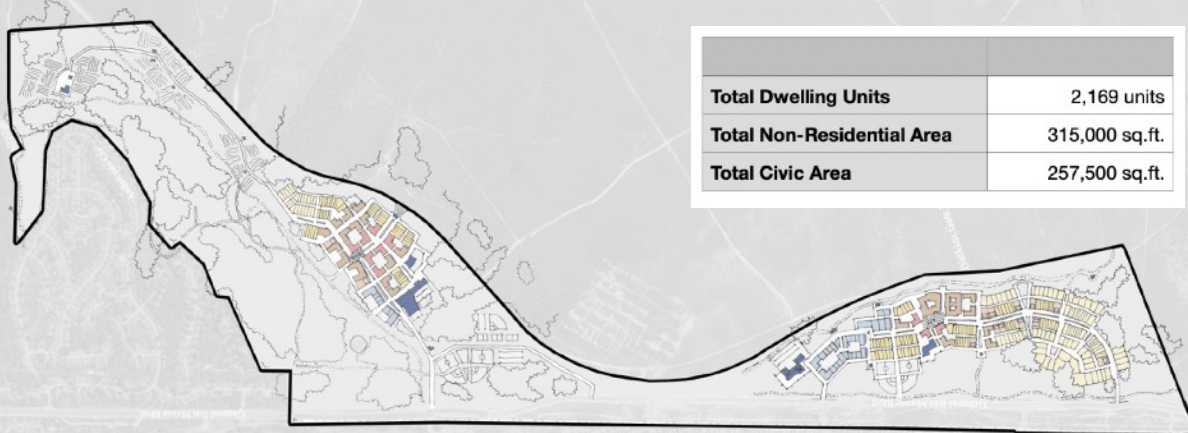
\$397,776/acre



3. CHARRETTE PLANS

THE CRESCENT PLAN

Total Dwelling Units	2,169 units
Total Non-Residential Area	315,000 sq.ft.
Total Civic Area	257,500 sq.ft.



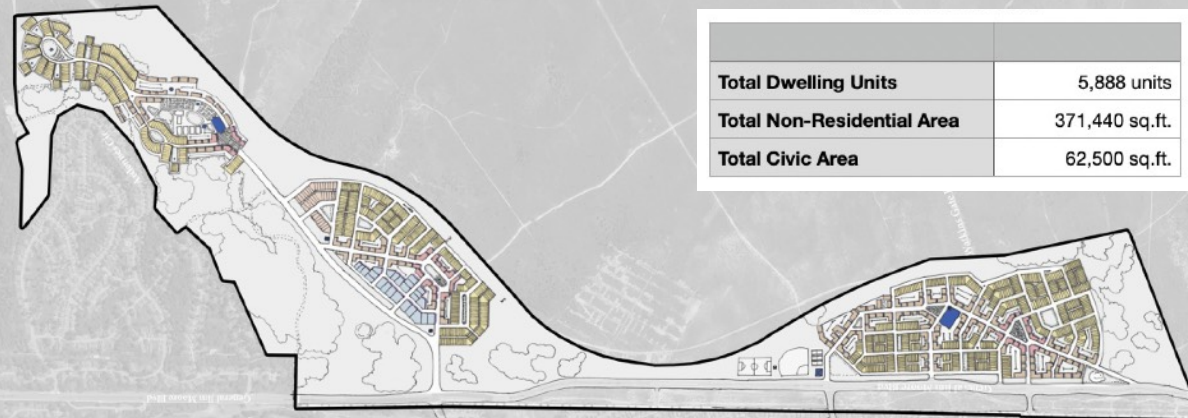
THE COMPACT PUEBLITO PLAN

Total Dwelling Units	2,357 units
Total Non-Residential Area	166,374.16
Total Civic Area	90,000



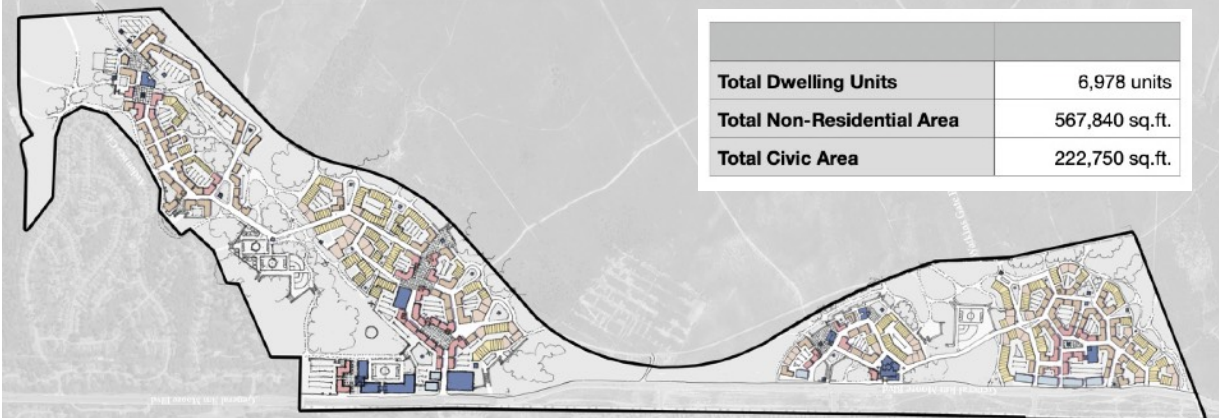
THE ENCLAVES PLAN

Total Dwelling Units	5,888 units
Total Non-Residential Area	371,440 sq.ft.
Total Civic Area	62,500 sq.ft.

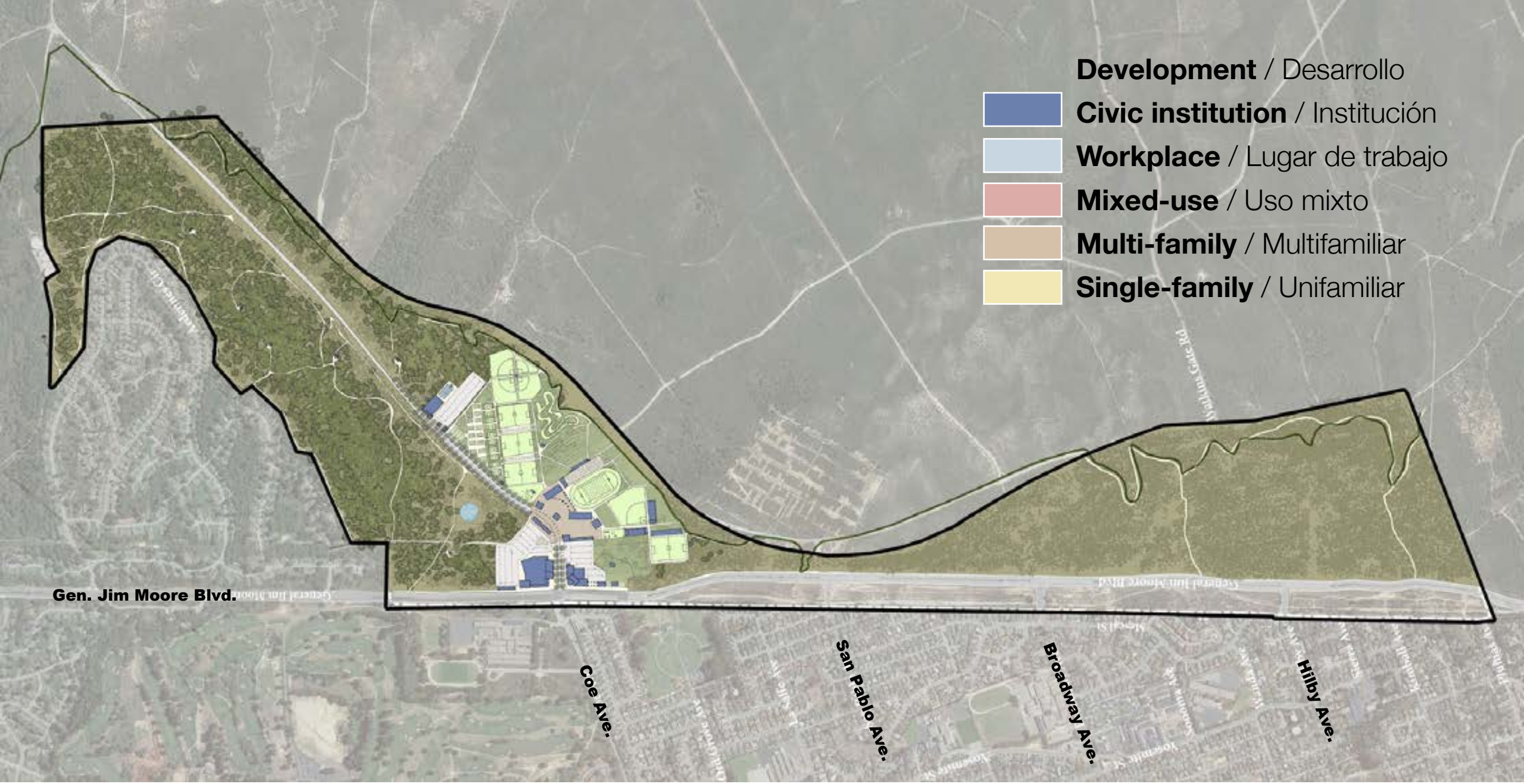


THE VISTA PLAN

Total Dwelling Units	6,978 units
Total Non-Residential Area	567,840 sq.ft.
Total Civic Area	222,750 sq.ft.

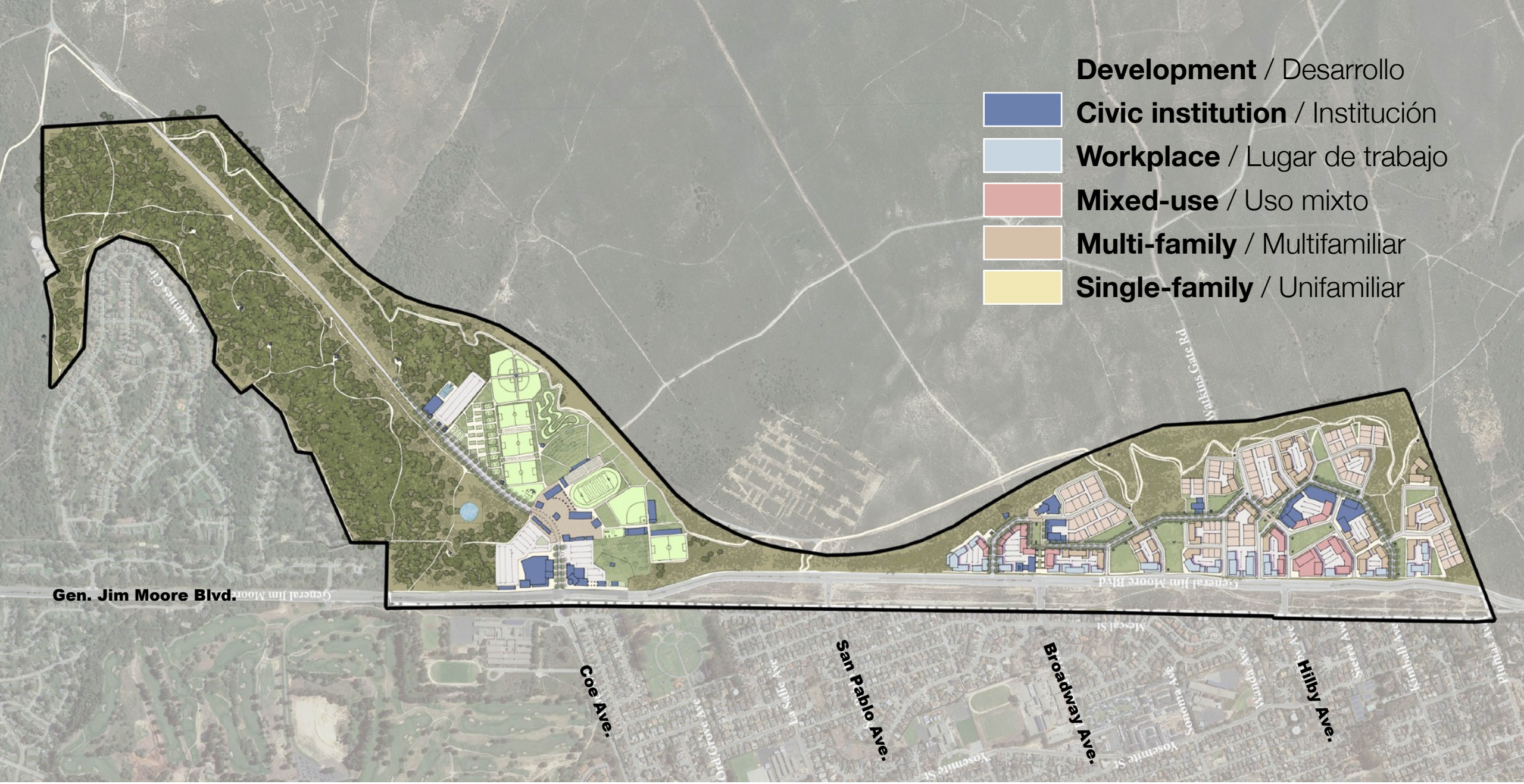


4 PRELIMINARY PLANS



- Development** / Desarrollo
- Civic institution** / Institución
- Workplace** / Lugar de trabajo
- Mixed-use** / Uso mixto
- Multi-family** / Multifamiliar
- Single-family** / Unifamiliar

THE NO GROWTH PLAN



- Development** / Desarrollo
- Civic institution** / Institución
- Workplace** / Lugar de trabajo
- Mixed-use** / Uso mixto
- Multi-family** / Multifamiliar
- Single-family** / Unifamiliar



Development / Desarrollo

Housing, Jobs, and Retail

Residencias, Empleos, y Comercio

Open Space

Espacios Abiertos

Civic Buildings

Edificio Civico

Gen. Jim Moore Blvd.

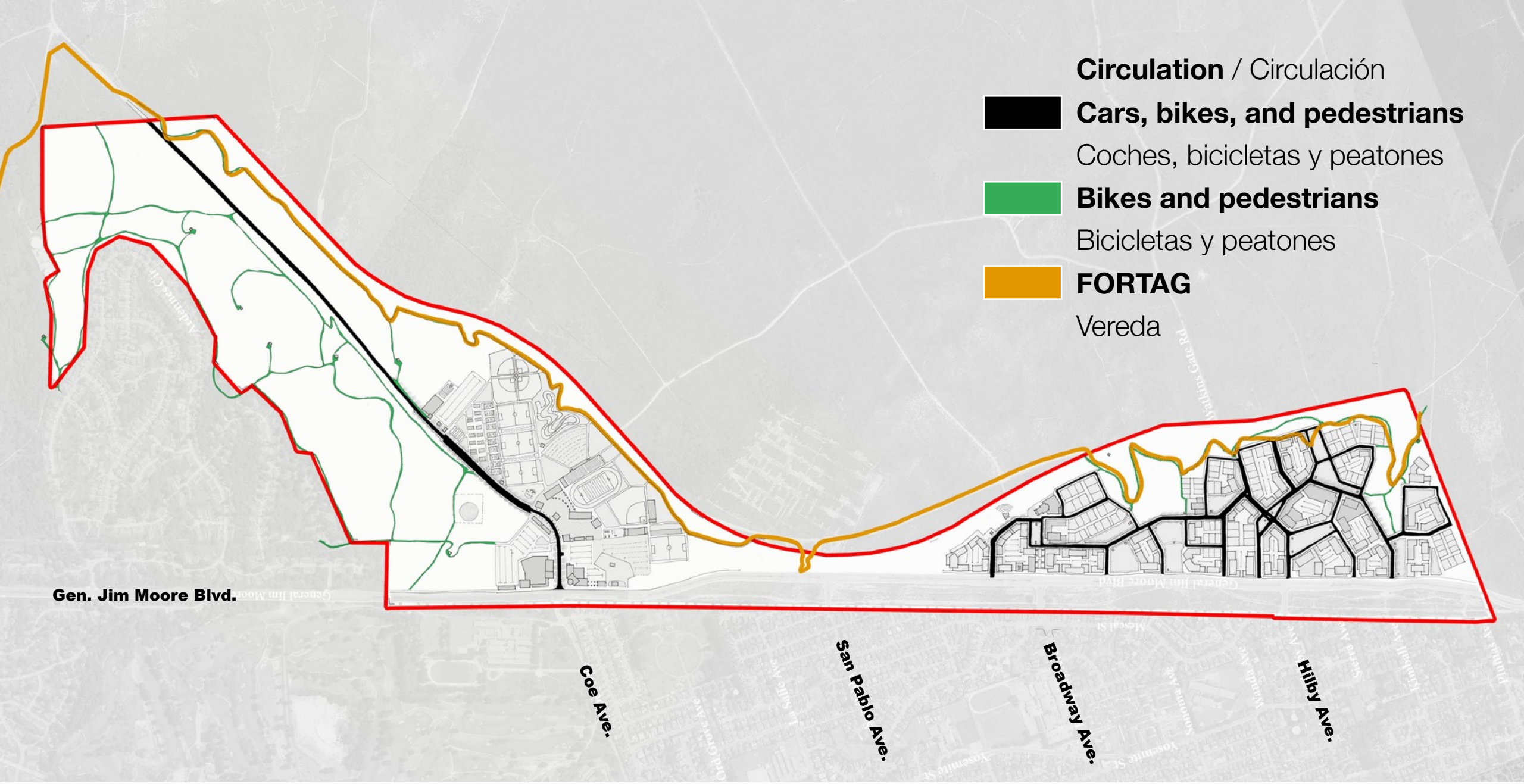
Coe Ave.

San Pablo Ave.

Broadway Ave.

Hilby Ave.

THE COMPACT PUEBLITO PLAN



Circulation / Circulación

Cars, bikes, and pedestrians

Coches, bicicletas y peatones

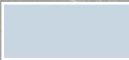
Bikes and pedestrians

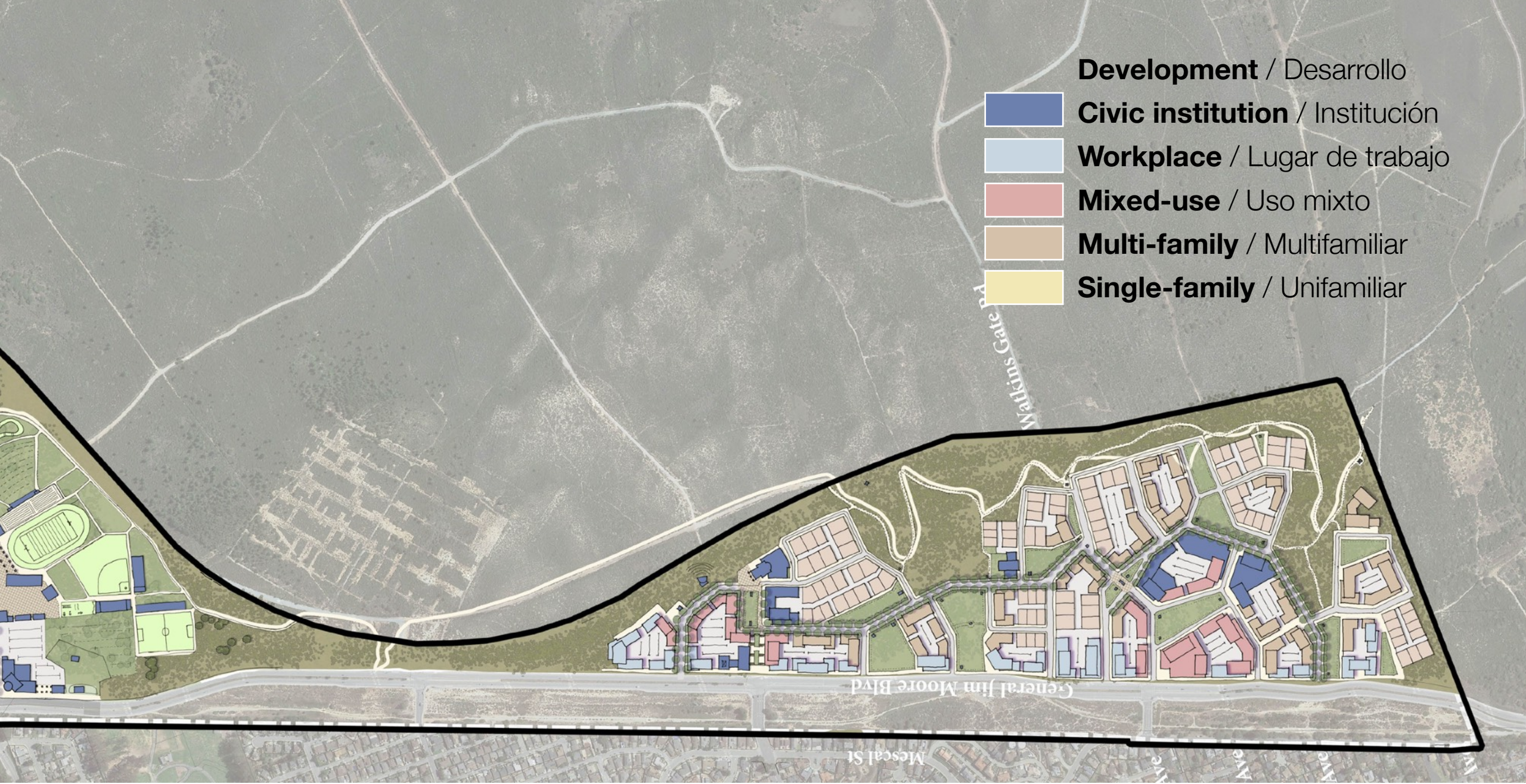
Bicicletas y peatones

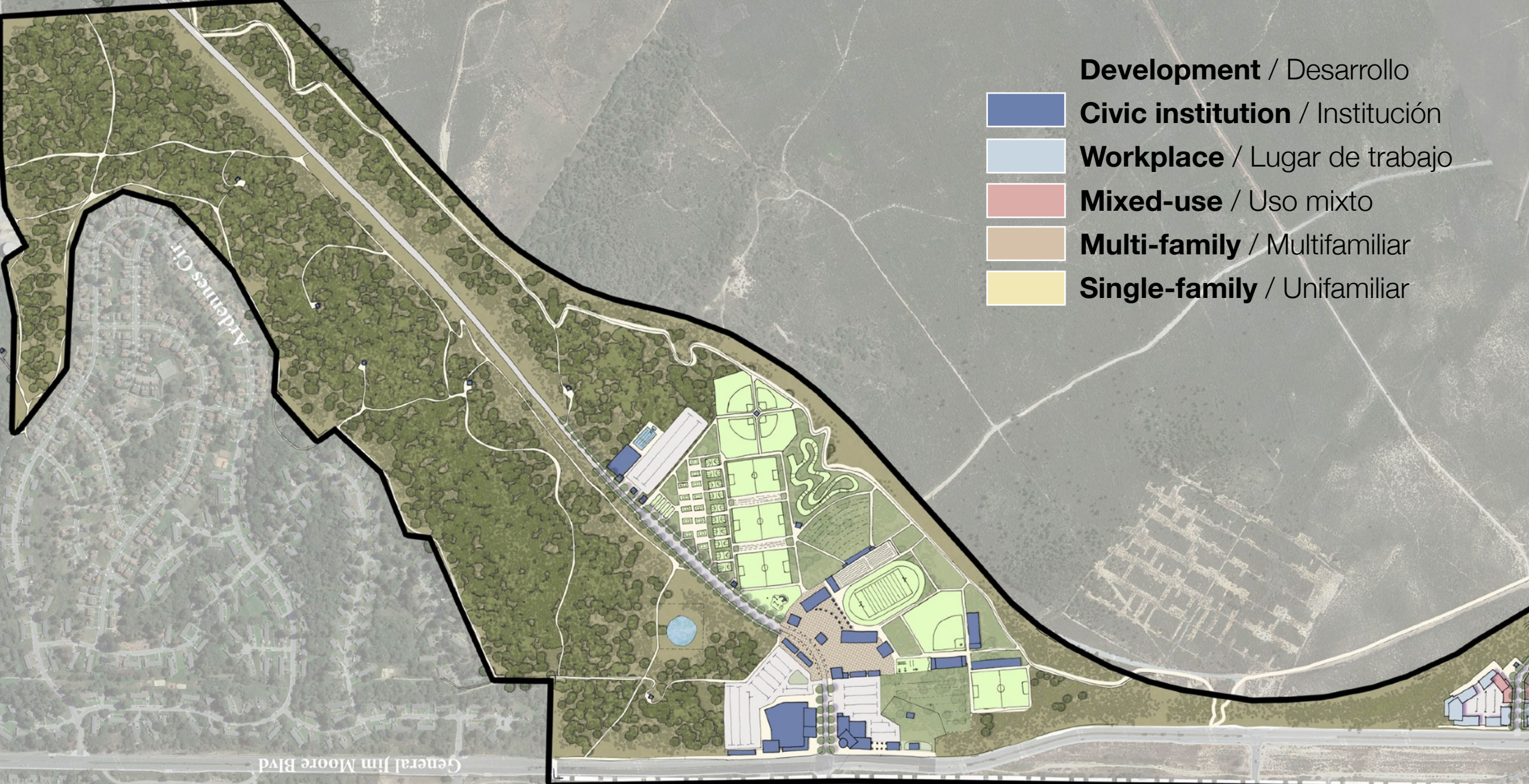
FORTAG

Vereda

THE COMPACT PUEBLITO PLAN

-  **Development** / Desarrollo
-  **Civic institution** / Institución
-  **Workplace** / Lugar de trabajo
-  **Mixed-use** / Uso mixto
-  **Multi-family** / Multifamiliar
-  **Single-family** / Unifamiliar





Development / Desarrollo

Civic institution / Institución

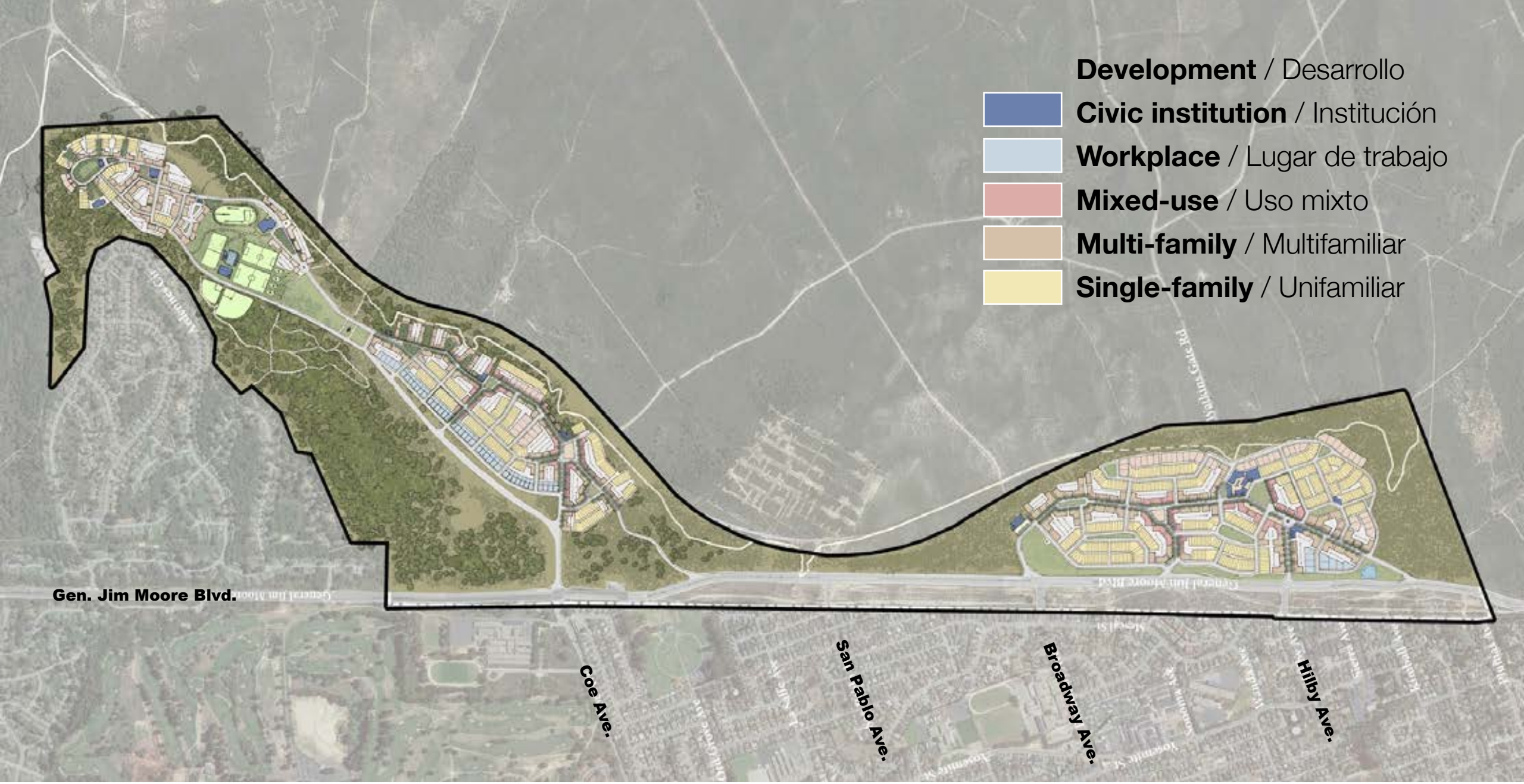
Workplace / Lugar de trabajo

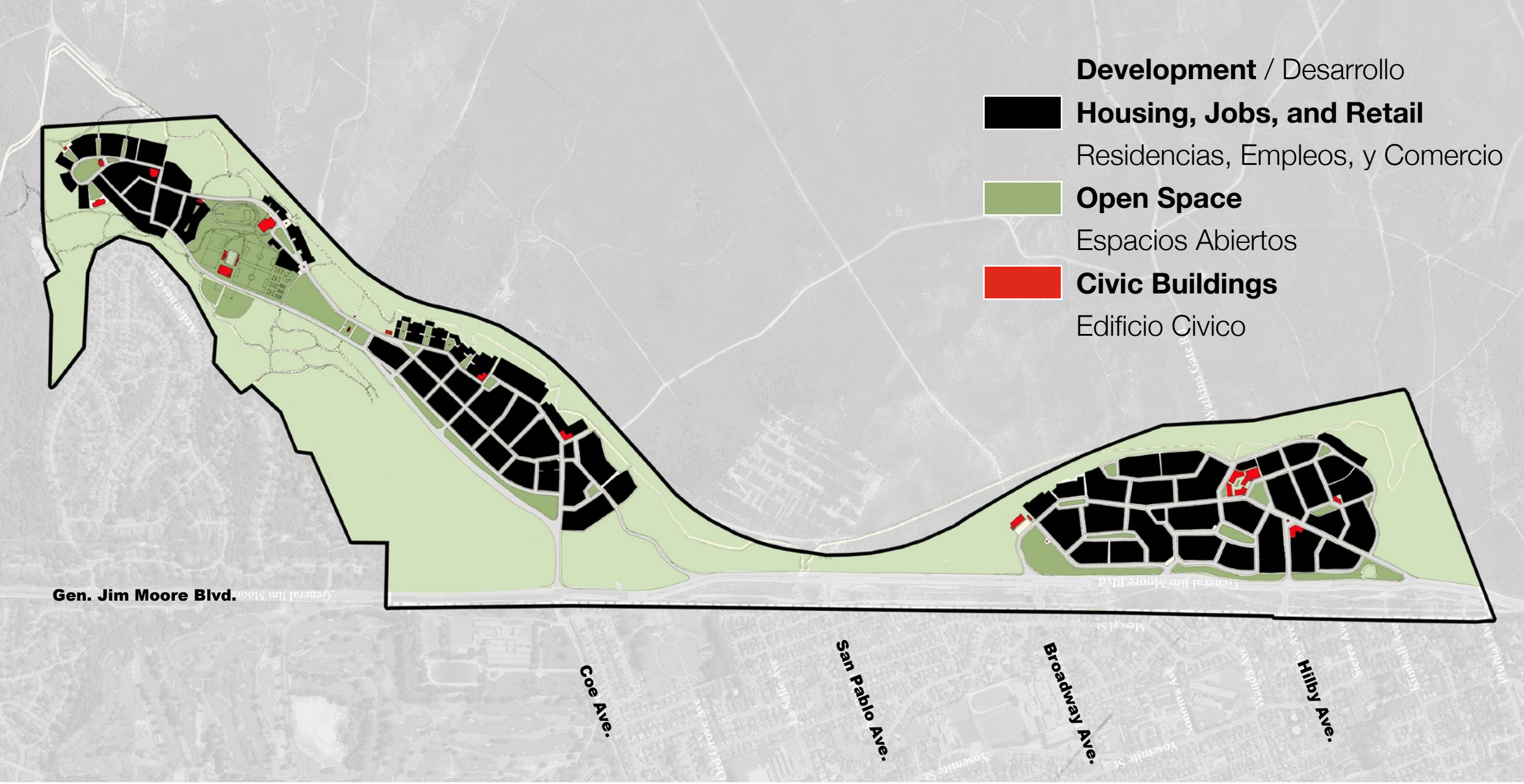
Mixed-use / Uso mixto

Multi-family / Multifamiliar

Single-family / Unifamiliar

THE COMPACT PUEBLITO PLAN - NORTH





Development / Desarrollo

Housing, Jobs, and Retail

Residencias, Empleos, y Comercio

Open Space

Espacios Abiertos

Civic Buildings

Edificio Civico

Gen. Jim Moore Blvd.

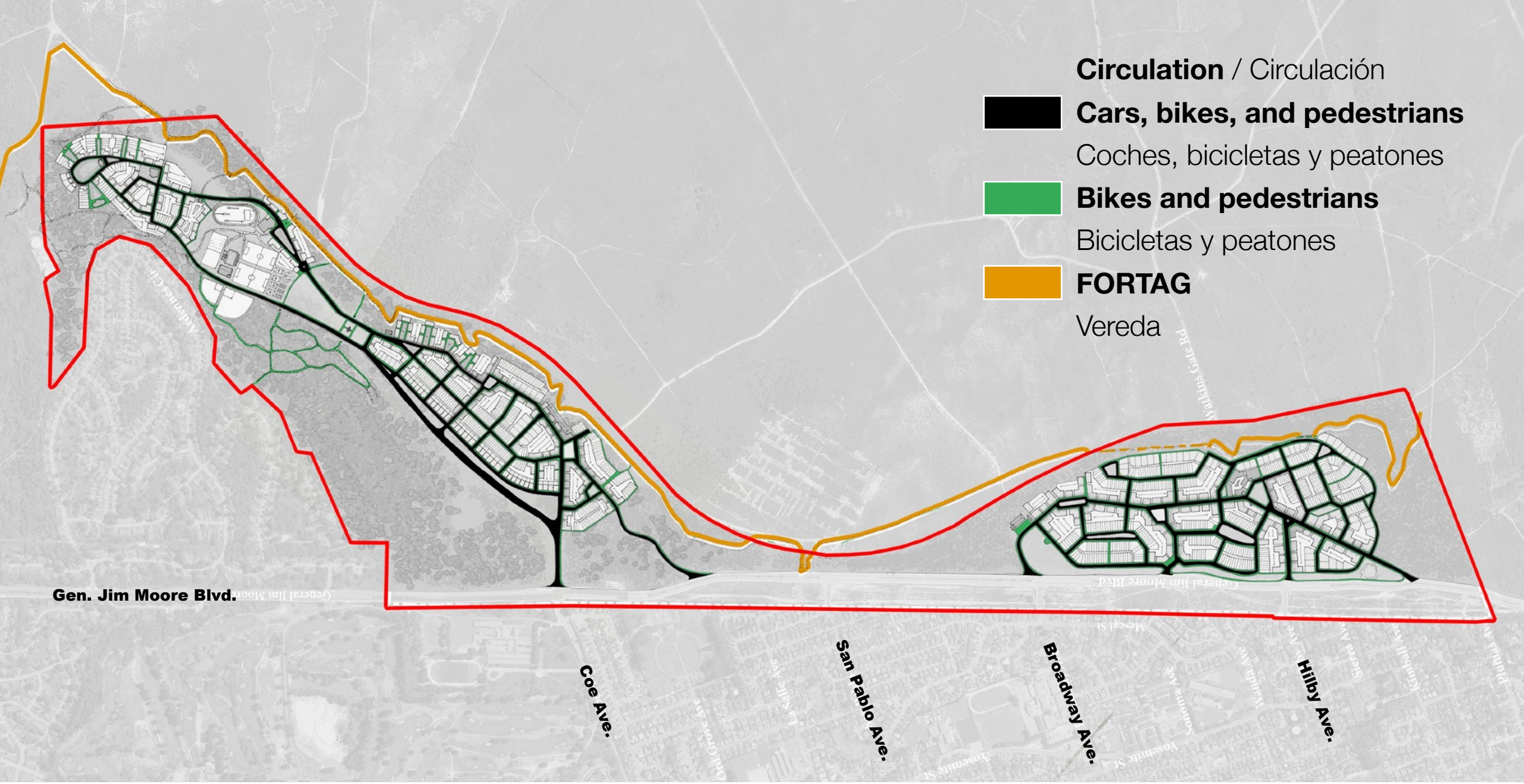
Coe Ave.

San Pablo Ave.

Broadway Ave.

Hilby Ave.

THE ENCLAVES PLAN

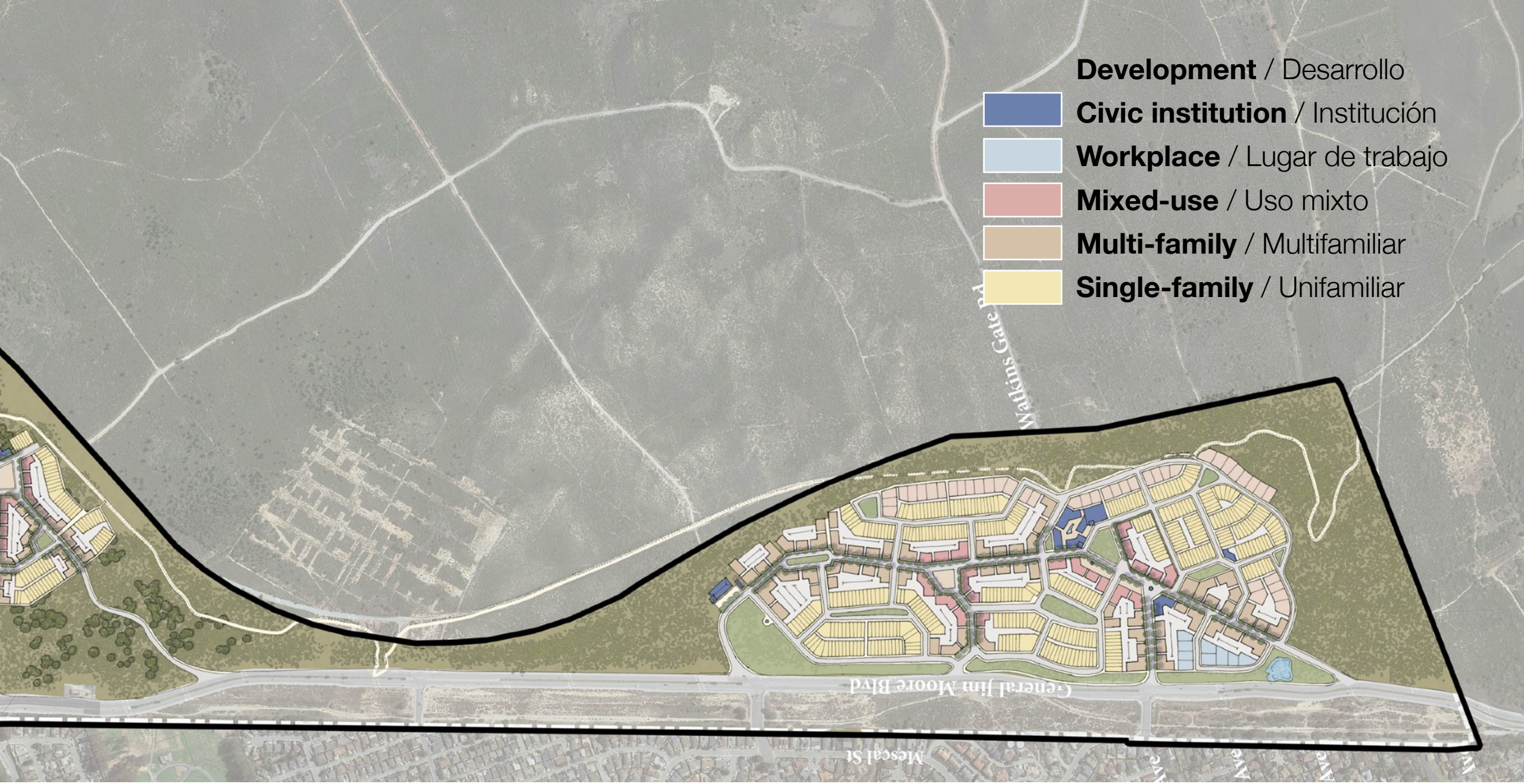


Circulation / Circulación

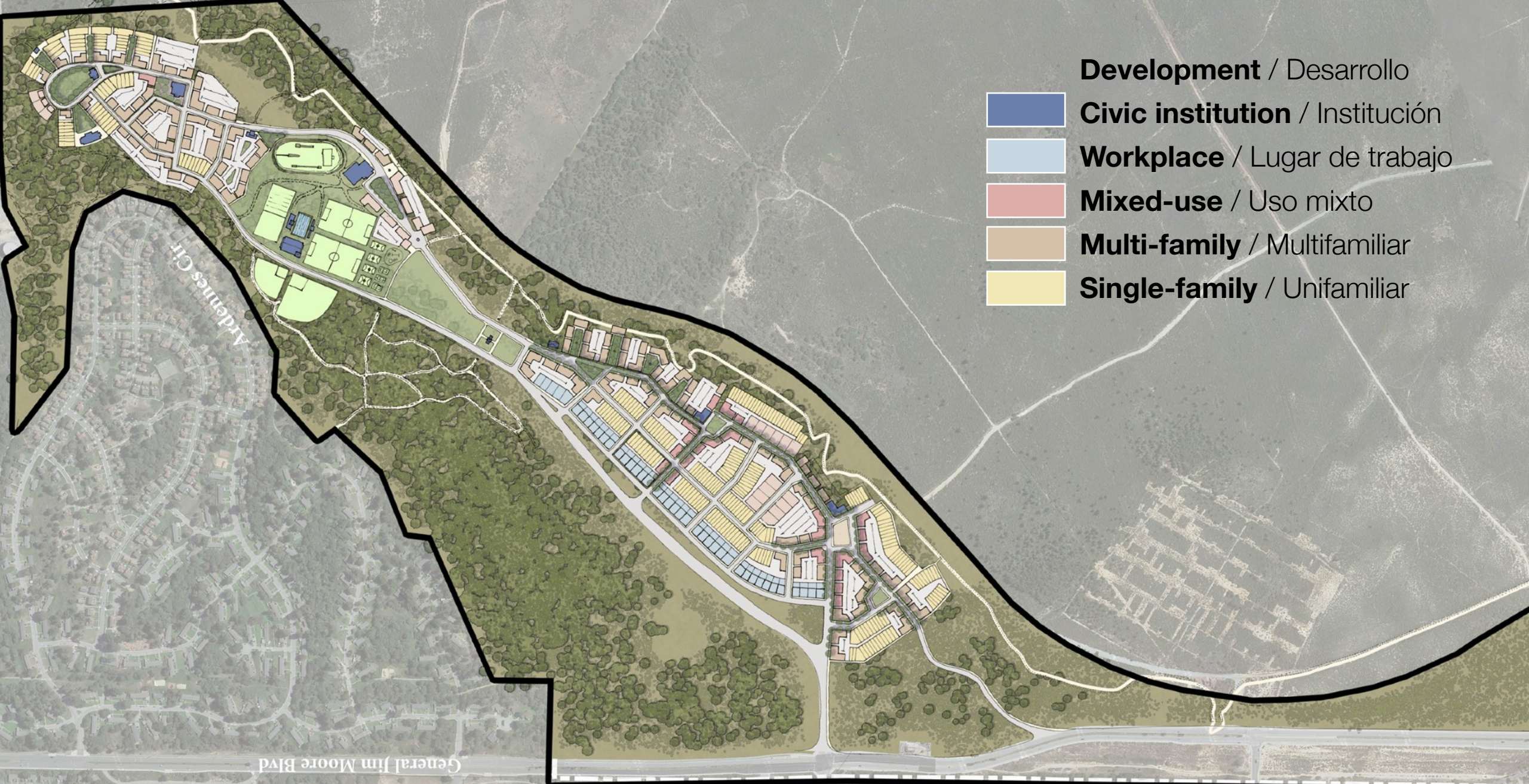
Cars, bikes, and pedestrians
Coches, bicicletas y peatones

Bikes and pedestrians
Bicicletas y peatones

FORTAG
Vereda

- 
- Development** / Desarrollo
Civic institution / Institución
Workplace / Lugar de trabajo
Mixed-use / Uso mixto
Multi-family / Multifamiliar
Single-family / Unifamiliar

THE ENCLAVES PLAN – SOUTH



Development / Desarrollo

Civic institution / Institución

Workplace / Lugar de trabajo

Mixed-use / Uso mixto

Multi-family / Multifamiliar

Single-family / Unifamiliar

THE ENCLAVES PLAN – NORTH



- Development / Desarrollo**
- Civic institution / Institución**
 - Workplace / Lugar de trabajo**
 - Mixed-use / Uso mixto**
 - Multi-family / Multifamiliar**
 - Single-family / Unifamiliar**

Gen. Jim Moore Blvd.

Coe Ave.

San Pablo Ave.

Broadway Ave.

Hilby Ave.



Development / Desarrollo

Housing, Jobs, and Retail
Residencias, Empleos, y Comercio

Open Space
Espacios Abiertos

Civic Buildings
Edificio Civico

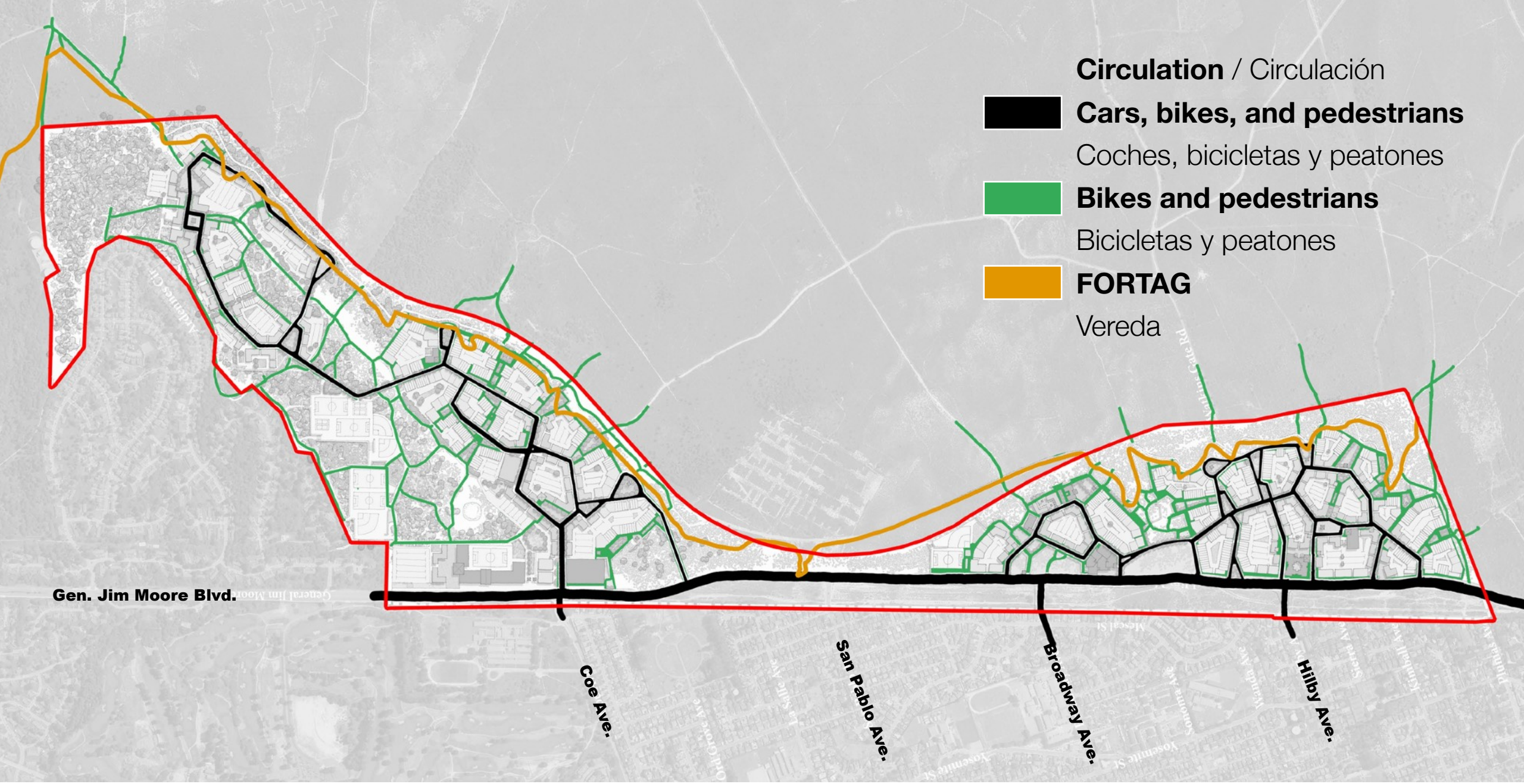
Gen. Jim Moore Blvd.

Coe Ave.

San Pablo Ave.

Broadway Ave.

Hilby Ave.



Circulation / Circulación

Cars, bikes, and pedestrians

Coches, bicicletas y peatones

Bikes and pedestrians

Bicicletas y peatones

FORTAG

Vereda

Gen. Jim Moore Blvd.

Coe Ave.

San Pablo Ave.

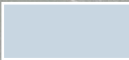
Broadway Ave.

Hilby Ave.

THE VISTAS PLAN

Development / Desarrollo

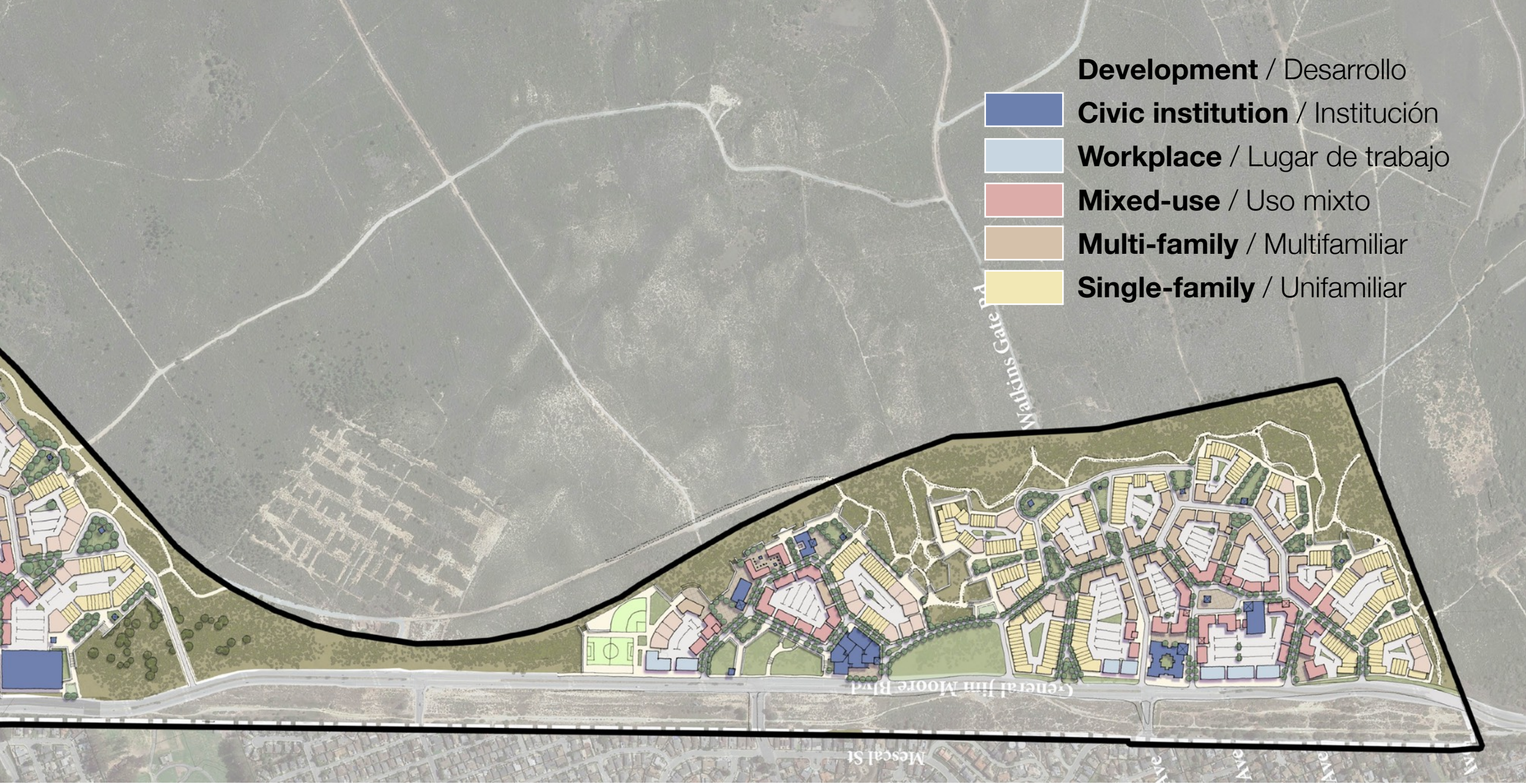
 **Civic institution** / Institución

 **Workplace** / Lugar de trabajo

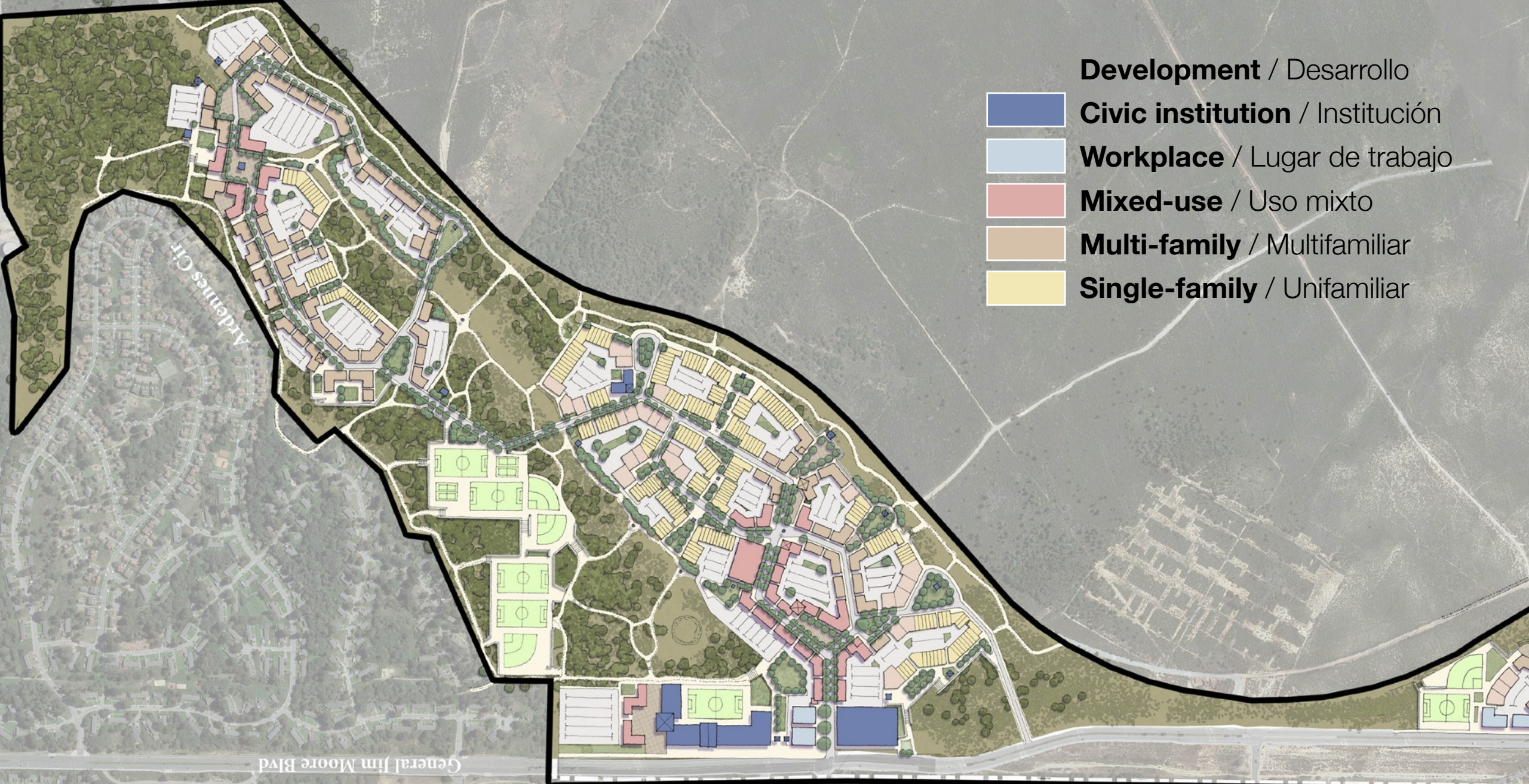
 **Mixed-use** / Uso mixto

 **Multi-family** / Multifamiliar

 **Single-family** / Unifamiliar



THE VISTAS PLAN-SOUTH





EUCALYPTUS CIVIC CENTER



NEIGHBORHOOD GREEN



OBAMA WAY VIEW WEST – AFTER



OBAMA WAY VIEW WEST – AFTER

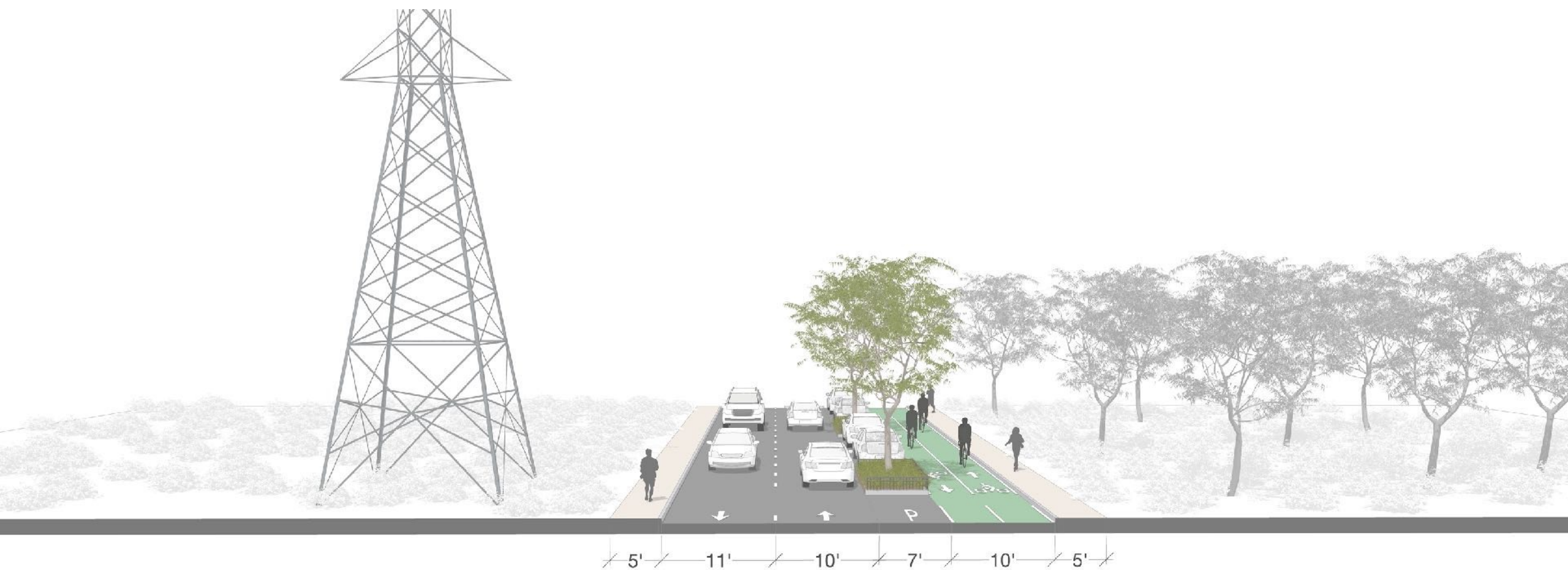




Current design of Eucalyptus, looking northwest.



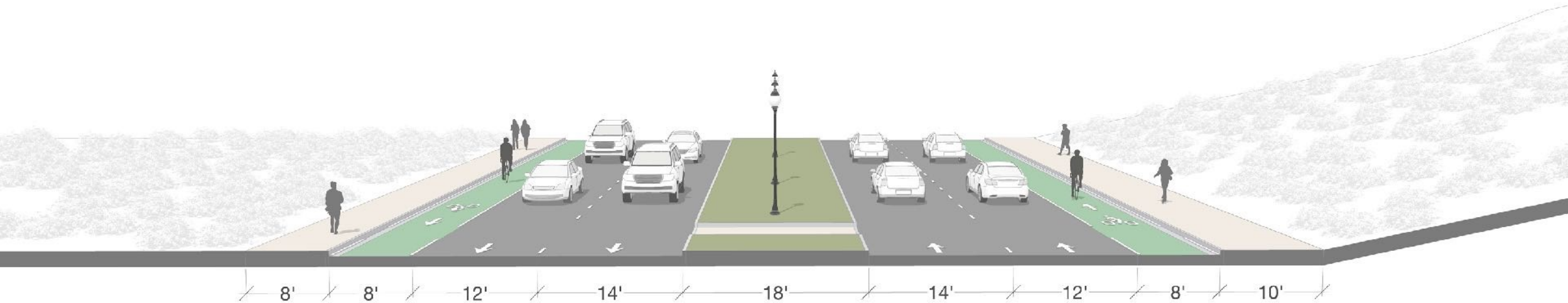
Reconfiguration proposal A: add angled parking and trees, move bikes to an separated 2-way trail



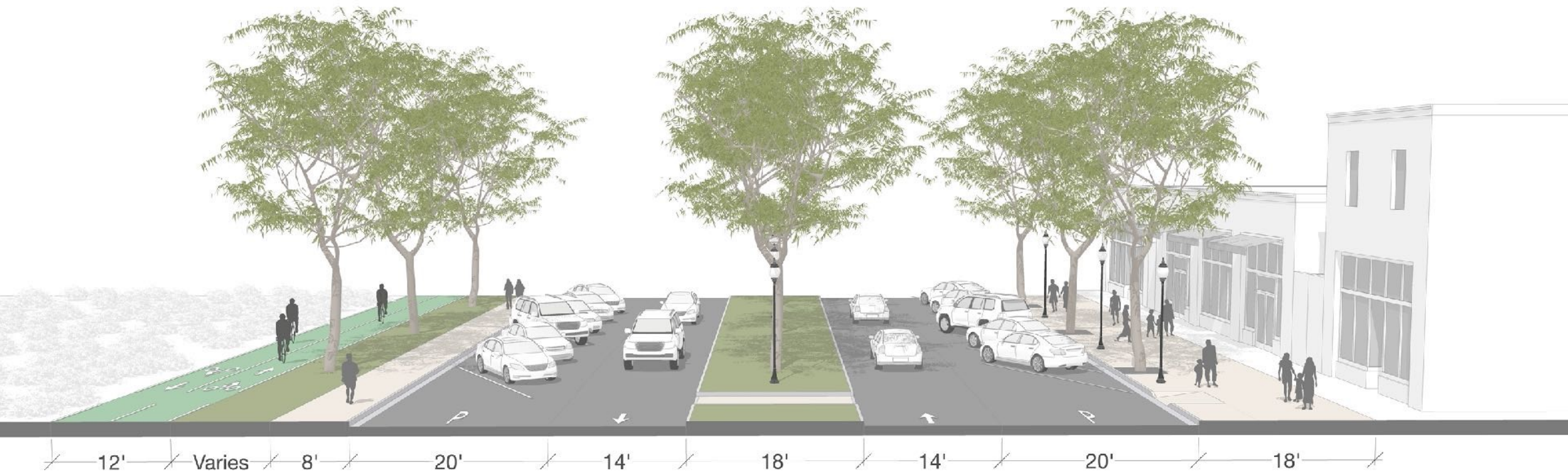
Reconfiguration proposal B: add parking and trees protecting a 2-way cycle track



Reconfiguration proposal C: remove the road adding naturalistic trails and more rural roadway



Current design of Gen. Jim Moore Blvd, looking north.



Reconfiguration proposal A: add on-street parking.

= About 1,800 nearly free parking spaces provided

+ \$10-to-30 million in new parking cost avoided (surface vs. structured)

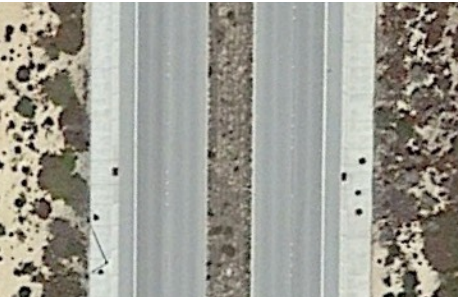
+ 600,000 square feet / 14 acres of new impervious surface avoided for parking



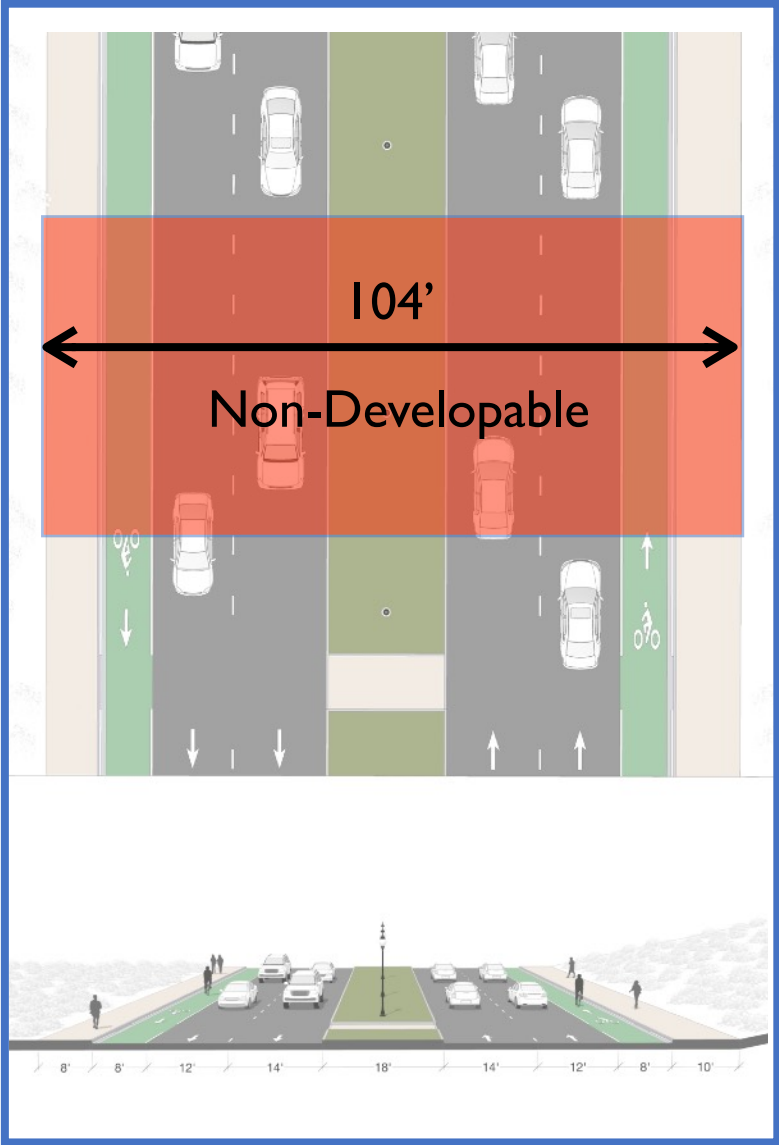
Reconfiguration proposal B: convert 1/2 of GJM to buildable land.

- = About 360 nearly free parking spaces provided
- + \$2-to-9 million in new parking cost avoided (surface vs. structured)
- + 125,000 square feet / 3 acres of new impervious surface avoided for parking
- + 15 acres of new developable land & shorter pedestrian and bike crossing

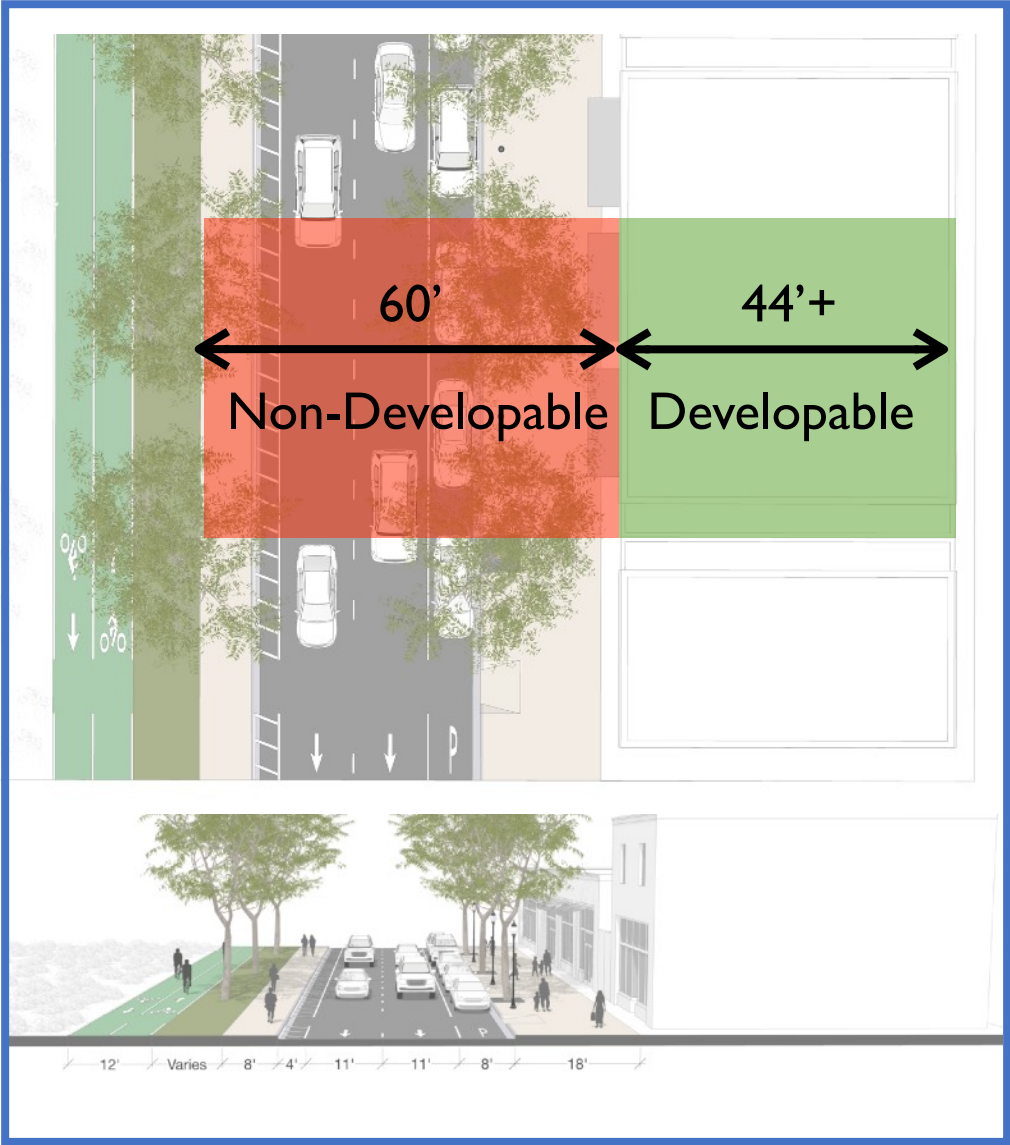
EXISTING



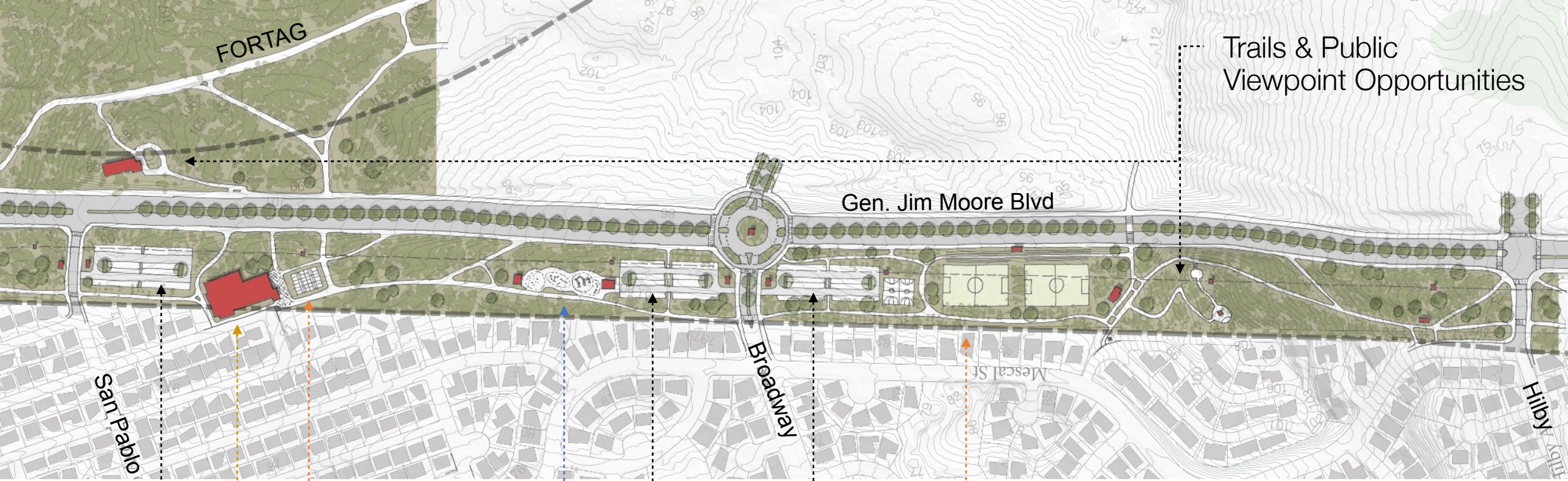
GJM Existing View



DEVELOPED



Gen. Jim Moore – Road Diet



Trails & Public Viewpoint Opportunities

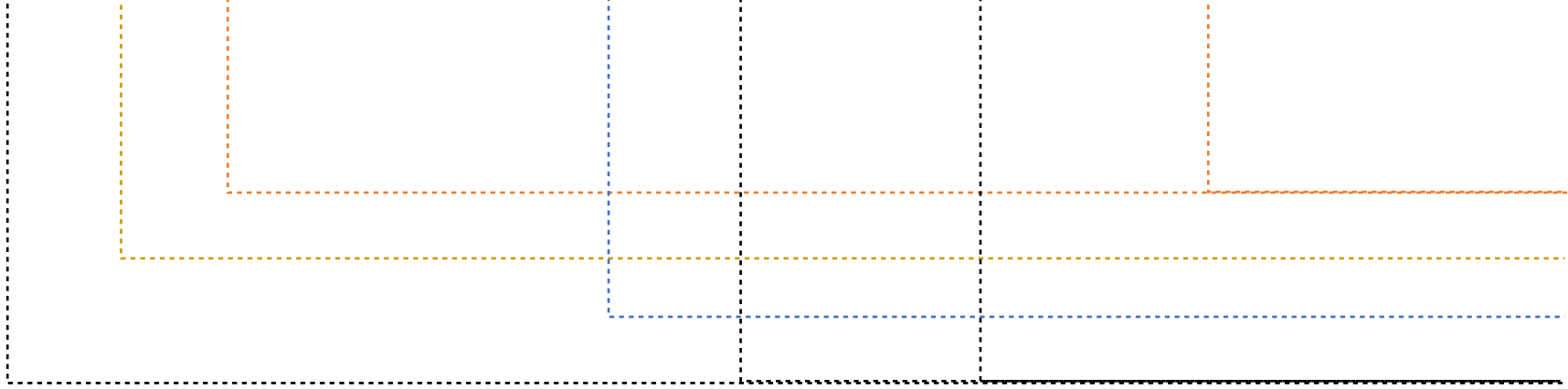
Gen. Jim Moore Blvd

Broadway

San Pablo

Hilby

- Outdoor Sports
- Indoor Sports
- Playgrounds
- Parking



West Gen. Jim Moore Blvd

Housing Affordability



Jobs and Economy



Sport and Recreation



Arts and Culture



Environment and Sustainability



Housing Affordability



Jobs and Economy



Sport and Recreation



Arts and Culture



Environment and Sustainability



Housing Affordability



Jobs and Economy



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Environment and Sustainability



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Arts and Culture



Environment and Sustainability



Housing Affordability



Jobs and Economy



Sport and Recreation



Arts and Culture



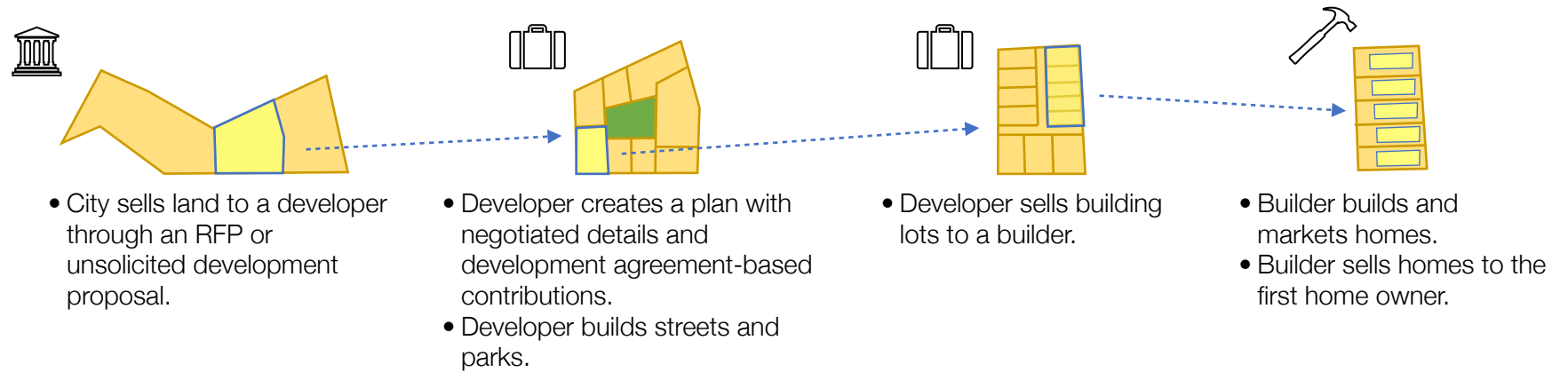
Environment and Sustainability



4. MOVING FORWARD

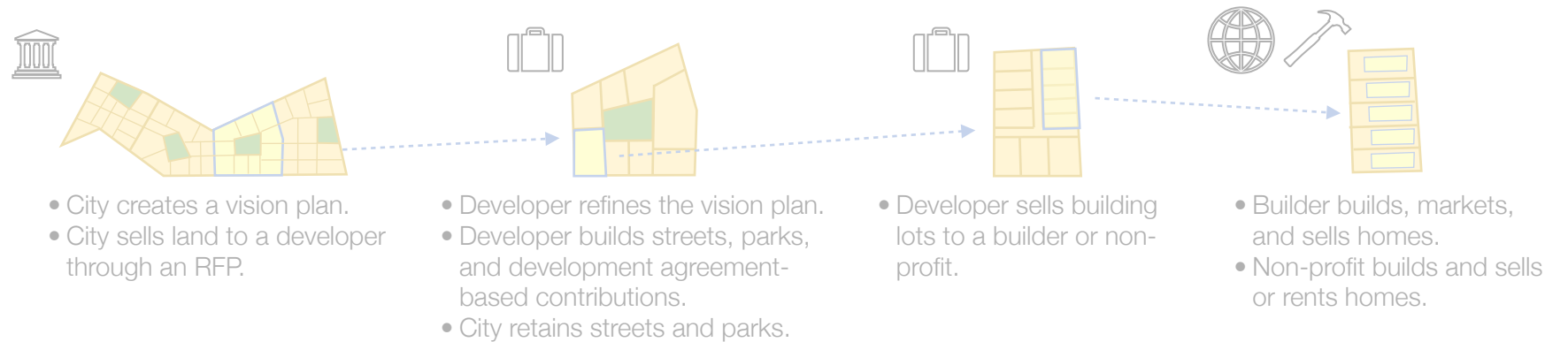
Conventional Process

- Developer proposes a vision
- Developer implements the vision
- Parks and streets are private
- 20% affordable units built later and off-site, if housing is included



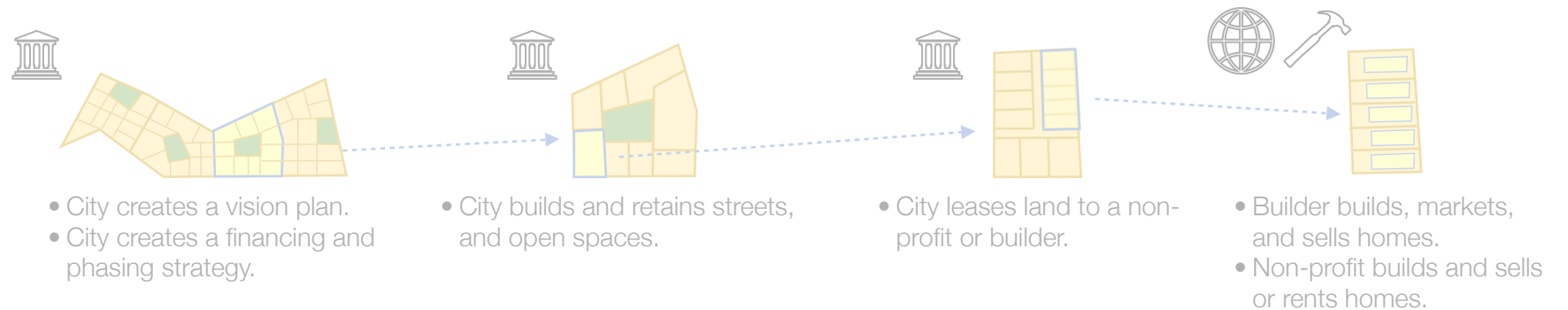
City Vision Process

- City establishes a vision
- Developer implements the vision
- Parks and streets are public
- 20% affordable units built later and off-site



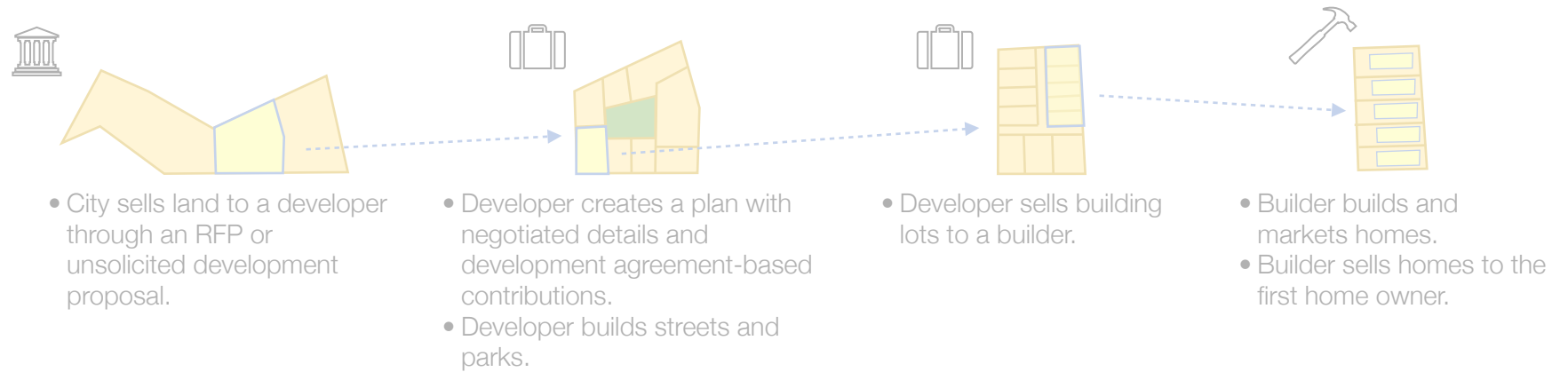
City Developer Process

- City establishes a vision
- City implements the vision
- Parks and streets are public
- More than 20% affordable units built on-site and prioritized



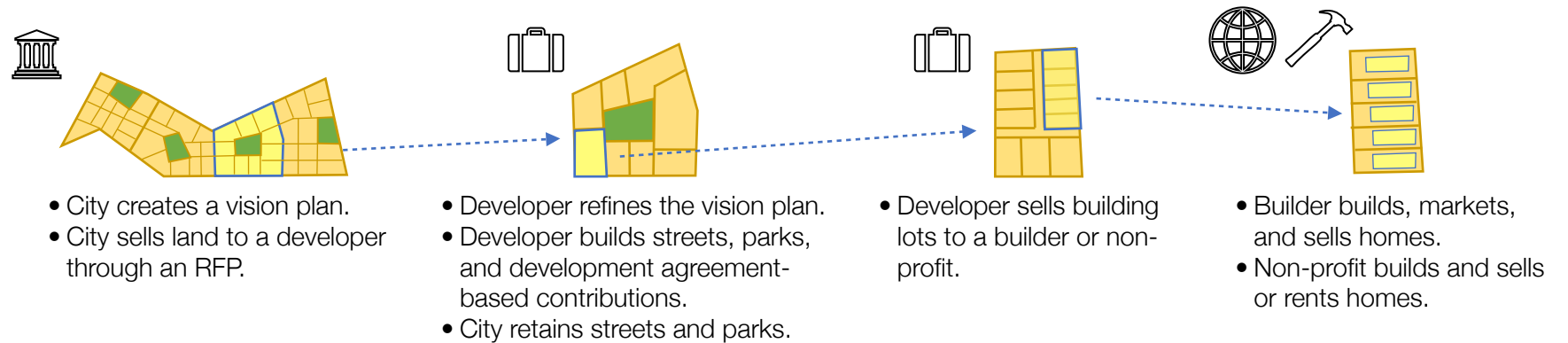
Conventional Process

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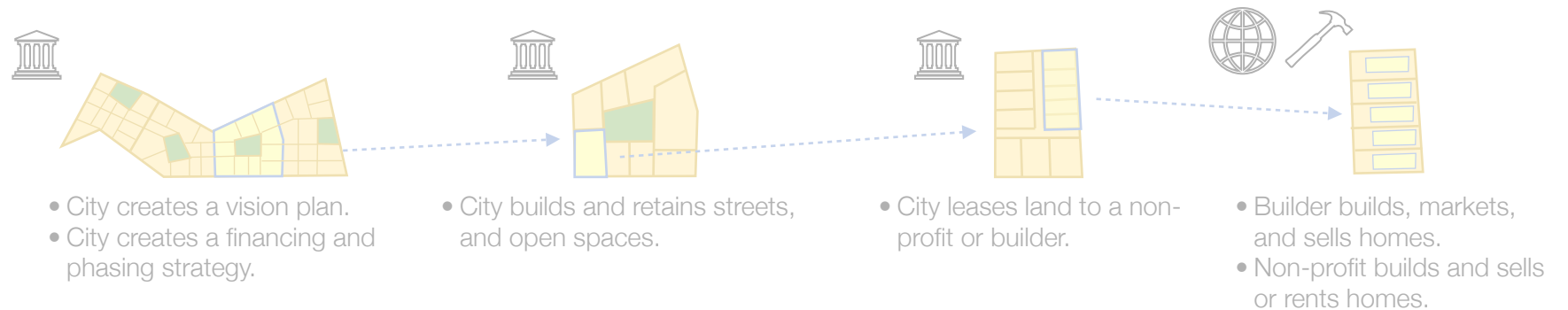
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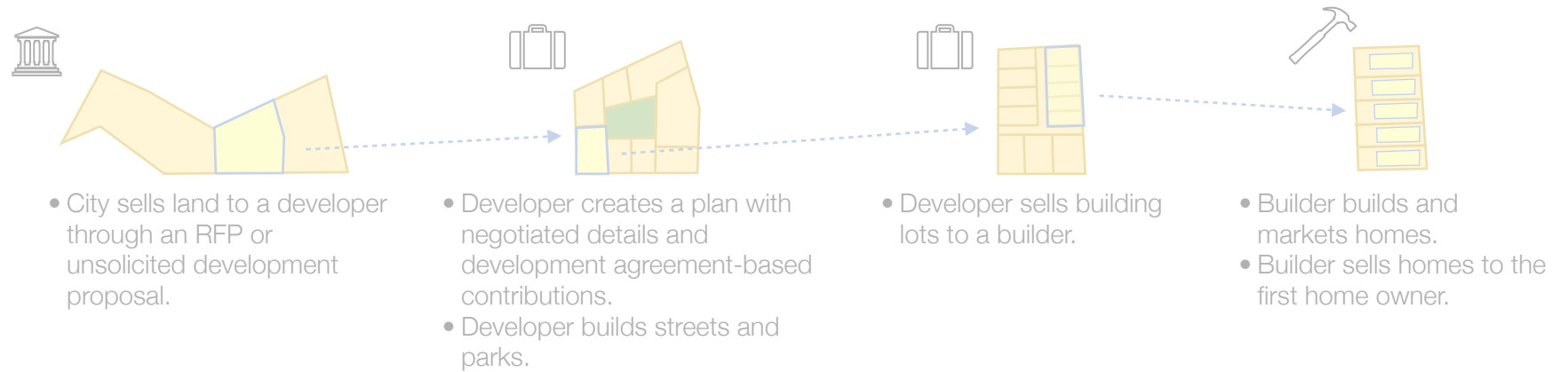
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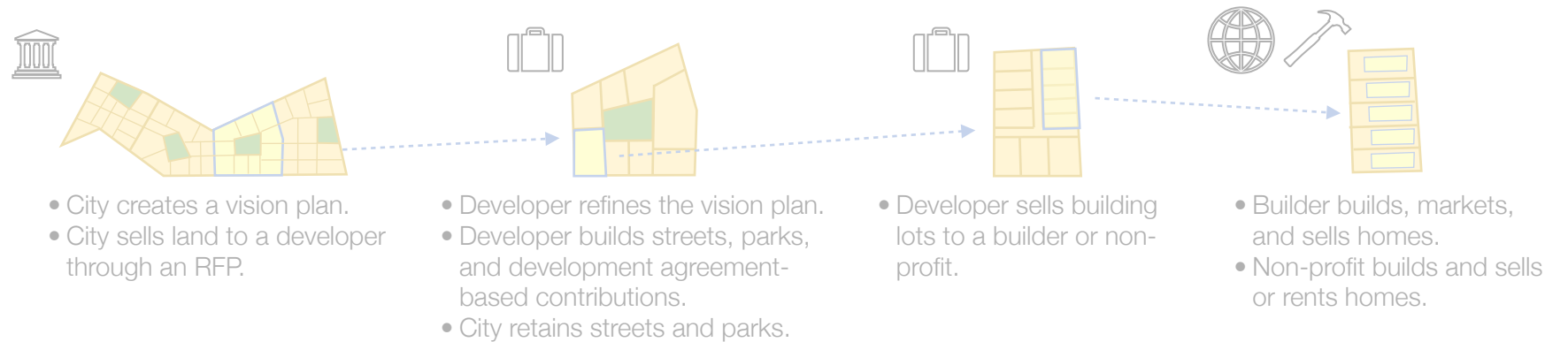
Conventional Process

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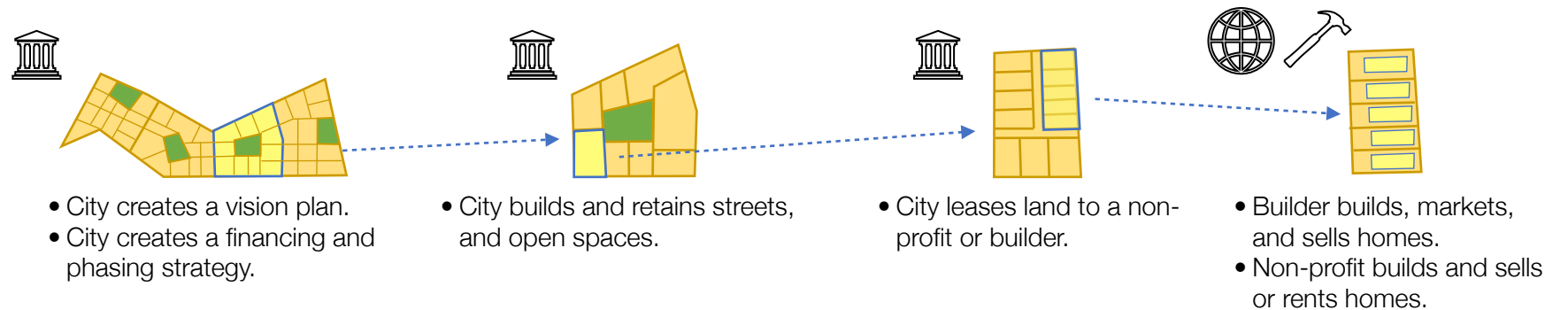
City Vision Process

- City establishes a vision
- Developer implements the vision
- Parks and streets are public
- 20% affordable units built later and off-site



City Developer Process

- City establishes a vision
- City implements the vision
- Parks and streets are public
- More than 20% affordable units built on-site and prioritized



- Community survey to poll preferred plan (mid-November thru 2021)
- Presentation to Council for the General Plan Update (Q1, 2022)
- Develop Specific Plan (& Code)
- Pursue CEQA (1 year)
- Council approves CEQA & Specific Plan into General Plan
- Put Development Plan together or issue an RFP



THANK YOU
GRACIAS





CITY OF SEASIDE STAFF REPORT

Item No.: 4.B.

TO: Environmental Committee

BY: Beth Rocha, Senior Planner

DATE: November 9, 2021

SUBJECT: DISCUSS THE ENVIRONMENTAL COMMISSIONS ROLE IN PROVIDING SUGGESTIONS FOR THE RFP FOR A CONSULTING FIRM TO DRAFT A CLIMATE ACTION PLAN. DISCUSS LOCAL COLLABORATIONS.

PURPOSE & RECOMMENDATION

DISCUSS THE ENVIRONMENTAL COMMISSIONS ROLE IN GUIDING THE DEVELOPMENT OF THE RFP AND HOW TO LEVERAGE LOCAL COLLABORATIONS

BACKGROUND

THE CITY COUNCIL ALLOCATED APPROXIMATELY \$120,000.00 FOR A CONSULTANT TO BE HIRED TO CREATE A CLIMATE ACTION PLAN IN THE 2021-2022 BUDGET. THE COUNCIL HAS DIRECTED THE ENVIRONMENTAL COMMISSION TO PROVIDE CONTENT FOR THE COUNCIL TO CONSIDER IN THE DEVELOPMENT OF THE RFP.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 4.C.

TO: Environmental Committee

BY:

DATE: November 9, 2021

**SUBJECT: BLUE ZONES PRESENTATION BY TANJA ROOS, COMMUNITY
PROGRAM MANAGER**

PURPOSE & RECOMMENDATION

RECEIVE A PRESENTATION FROM TANJA ROOS OF BLUE ZONES:
<https://www.bluezones.com/>

BACKGROUND

ABOUT BLUE ZONES: Our work is rooted in our research and identification of the world's longest-lived cultures and most extraordinary populations. Our findings were published in the New York Times best-selling books *The Blue Zones*, *The Blue Zones Solution*, *The Blue Zones of Happiness*, *Thrive*, and *The Blue Zones Kitchen* – all published by National Geographic books. We have now applied the tenets of the Blue Zones in over 50 cities throughout the United States, significantly improving health and lowering healthcare costs. We use an innovative, systematic, environmental approach to well-being that optimizes policy, urban and building design and social networks. Our work has been featured in media from CNN, NPR, and the *New York Times*.

ATTACHMENTS

None
