



**AGENDA**  
CITY OF SEASIDE  
ENVIRONMENTAL  
COMMISSION

SPECIAL MEETING  
440 Harcourt Avenue (Council Chamber)  
Tuesday, June 27, 2023  
5:30 PM

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### **VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS**

- 1.** To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
- 2.** To participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://us02web.zoom.us/j/87169429120>  
**WEBINAR ID:** 871 6942 9120
- 3.** To participate by phone: Please call (669) 900-9128  
Enter the meeting ID 871 6942 9120 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
- 4.** To make public comment, the following options are available:

Before the Meeting via Email: Written comments can be emailed to [HMatchulat@ci.seaside.ca.us](mailto:HMatchulat@ci.seaside.ca.us) Include the following subject line: "Public Comment Item #\_\_\_" (insert the agenda item number relevant to your comment). Written comments must be received at least two (2) hours prior to the meeting time on the day of the meeting.

During the Meeting via Oral 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.

### **IN PERSON PARTICIPATION INSTRUCTIONS**

Members of the public participating in person and wishing to address the City Council may approach the podium when the Chair calls for public comment.

**1. CALL TO ORDER**

**2. ENVIRONMENTAL COMMISSION**

Kristin Molle            Chair  
Michelle Overmeyer Vice-Chair  
Emily Gottlieb        Commissioner  
Miguel Alvarado      Commissioner

**3. REVIEW OF AGENDA**

*If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).*

**4. PUBLIC COMMENT FOR COMMISSIONS**

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. Comments on specific agenda items are heard under that item. For the public record, please state your name.

**5. BUSINESS ITEMS**

**A. RECEIVE A PRESENTATION REGARDING THE CONSERVATION AND HEALTHY & SUSTAINABLE COMMUNITY ELEMENTS OF THE GENERAL PLAN, DISCUSS AND PROVIDE INPUT**

**6. REPORTS FROM COMMISSIONERS**

**A. DISCUSS UPCOMING AND APPROVED STATE BILLS RELATED TO THE SCOPE OF THE ENVIRONMENTAL COMMISSION**

**7. REPORTS FROM STAFF**

**8. ADJOURNMENT**

Next Regularly Scheduled Meeting:  
JULY 11, 2023 @ 5:30PM

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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.: 5.A.**

**TO:** Environmental Committee

**BY:** Beth Rocha, Senior Planner

**DATE:** June 27, 2023

**SUBJECT: RECEIVE A PRESENTATION REGARDING THE CONSERVATION  
AND HEALTHY & SUSTAINABLE COMMUNITY ELEMENTS OF  
THE GENERAL PLAN, DISCUSS AND PROVIDE INPUT**

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**PURPOSE & RECOMMENDATION**

RECEIVE THE CONSERVATION AND HEALTHY & SUSTAINABLE COMMUNITY ELEMENTS OF THE GENERAL PLAN PUBLIC REVIEW DRAFT

**BACKGROUND**

A General Plan, colloquially referred to as a local government's constitution, is a document which guides long-term development - it represents a once-in-a-generation opportunity to define the vision and goals of a community. This is accomplished by outlining city goals and policies within distinct chapters called "Elements."

The City of Seaside last updated its General Plan in 2004. In 2015, the City began the process of creating a comprehensive General Plan Update, intended to provide a vision for the City through 2040. Extensive public outreach occurred in the preparation of this document (as detailed more later in the document). The effort was put on hold during the COVID-19 pandemic, and was reinitiated in late 2022. The document has now been updated to reflect changes to California law that have occurred over the past few years.

The updated General Plan was presented to the City Council on May 18, 2023, and was released for public feedback on May 22, 2023. City staff is seeking feedback from City Commissions regarding Elements within the scope of those Commissions. The Public Review Draft General plan is open for public comment until July 21, 2023.

The Conservation and Healthy & Sustainable Community elements are attached to this

Staff Report. These Elements include discussions of the City of Seaside and identifies Goals and Policies. Additionally, the Implementation Chapter, including specific actions to be undertaken by the City to accomplish the Goals is attached as well. The actions specific to the Conservation element is in Table 23 (p.11/26) and those for the Healthy & Sustainable Community element are identified in Table 24 (p.13/26).

The full text of the proposed General Plan may be found at [www.seaside2040.com](http://www.seaside2040.com).

**ATTACHMENTS**

- 1. Chapter8-Conservation-Seaside-GP-051023
  - 2. Chapter9-HealthySustainableCommunity-Seaside-GP-051023
  - 3. Chapter13-Implementation-Seaside-GP-051023
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## *chapter eight*

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# CONSERVATION

*The purpose of the Conservation Element is to address the conservation, enhancement, and sustainable use of Seaside's natural resources including cultural and paleontological resources. This element also provides guidance to preserve, and protect cultural resources that include buildings and structures, historic landscapes, archaeological sites, artifacts and documents that collectively represent Seaside's rich and diverse history. Sensitive biological resources, such as the native plants and wildlife species that occupy the coastal zone and former Fort Ord lands. The City is committed to protecting and improving natural habitat, protecting scenic views, and broadening support of conservation and preservation of its cultural resources.*

# Statutory Requirements

The Seaside Conservation Element meets state of California requirements for the Conservation Element as defined in Sections 65302(d) and 65302(e) of the Government Code, and California Coastal Act requirements. State law requires all general plans to contain a Conservation element, which addresses the “conservation, development and utilization of natural resources.” A Conservation Element must contain goals and policies to protect and maintain state natural resources such as water, forests, soils, wildlife and minerals, and prevent wasteful resource exploitation, degradation and destruction. It must also contain goals and policies for managing open space areas, including undeveloped lands and outdoor recreation areas.

The Fort Ord Reuse Authority (FORA) was a small multi-governmental body composed of elected local, state, and federal officials that was responsible for the closure and reuse planning of the former Fort Ord military base. Fort Ord, encompassing 45 square miles of land across the Monterey Peninsula, was closed for military use in 1991. FORA was established in 1994 with a legislatively-mandated mission to oversee replacement land use, remove physical barriers to reuse, and protect identified environmental resources within the former Fort Ord until 2020. FORA was legislatively terminated on June 30, 2020, and responsibilities related to habitat management and conservation were transitioned to the cities of Seaside, Monterey, and Marina. The Bureau of Land Management (BLM) is also responsible for management of the former Fort Ord, as well as some other lands within the city.

## California Coastal Act

This Element is consistent with the LCP and contains goals and policies related to intergovernmental coordination, protection of scenic views, enhanced coastal access, and identifying and preserving environmentally-sensitive habitat.

## Former Fort Ord



Seaside Beach.

## Setting the Scene

Open space provides significant opportunities to support biological resources. Seaside’s coastal dune system, the Laguna Grande and Robert’s Lake estuarine complex, and former Fort Ord lands support a variety of high-quality habitat areas and special status species.

## Environmentally Sensitive Habitat

In existing Seaside neighborhoods, the land consists almost entirely of developed areas, including some small parks with predominantly landscaped and ornamental vegetation. A small area of natural coastal habitat is present where the Seaside boundary meets the Pacific Ocean. Wetland habitats also occur in Seaside, including

estuarine and marine wetlands along the coast; freshwater wetlands, riverine, and a lake at the Laguna Grande–Robert’s Lake complex; and small freshwater ponds and emergent wetlands mostly on the former Fort Ord lands. Former Fort Ord lands generally contain higher-quality, contiguous habitats and the majority of the special status species in Seaside are within its boundaries.

Figure 36 displays the major vegetation communities and other land cover types present in the City. Vegetation

communities range from coastal marsh areas to areas with dense forest cover. Figure 37 shows rivers, creeks, streams, and flood corridors within Seaside. Wetlands and non-wetland waters provide habitat for a variety of special status plant and animal species.

Federal or state listed species are most likely to occur in undeveloped or aquatic habitats in Seaside. Along the coast, these include bank swallow (*Riparia riparia*), snowy plover (*Charadrius alexandrinus nivosus*), Smith's blue butterfly (*Euphilotes enoptes smithi*), Monterey gilia (*Gilia tenuiflora* ssp. *arenaria*), Seaside bird's-beak (*Cordylanthus rigidus* ssp. *littoralis*), and Monterey spineflower (*Chorizanthe pungens* Benth. var. *pungens*). Inland and near aquatic resources, such as the Laguna Grande and Robert's Lake complex, California red legged frog (*Rana draytonii*) may occur. California tiger salamander (*Ambystoma californiense*), Contra Costa goldfields (*Lasthenia conjugens*), and Monterey spineflower are known to occur on former Fort Ord. Additionally, Federally designated critical habitat for Monterey spineflower occurs on former Fort Ord lands and coastal parks bordering the west side of the City. These coastal parks also include federally designated critical habitat for snowy plover. Several other special status species have the potential to occur in natural habitats, including burrowing owl, black legless lizard, western pond turtle, and prairie falcon.

Protecting biological resources in and around the City is important to the regional efforts to define and preserve the character of the Monterey Bay. Several agencies, organizations, and City departments are involved in the preservation of biological resources in Seaside, including the following:

- **Seaside Local Coastal Program Land Use Plan and Coastal Implementation Plan** provides the specific goals, policies, and proposed implementation actions that govern land and water use in the city's coastal zone. The plan addresses marine resources, including Laguna Grande, Robert's Lake, and environmentally sensitive habitat areas.
- **Installation-wide Multi-species Habitat Management Plan (HMP) for former Fort Ord** was issued in 1997 by the U.S. Army Corps of Engineers to manage unique habitats and diverse special status species on former Fort Ord lands, formerly managed by the FORA. The HMP established guidelines through a set of management requirements, identifies habitat reserve areas for conservation, and provides methods for restoration and monitoring for each habitat reserve area.
- **Fort Ord Installation-Draft Wide Multispecies Habitat Conservation Plan (HCP)** provides a framework for HCP permittees, including the City of Seaside, for ensuring conservation of special status plant, animal species, and the natural communities that support them on former Fort Ord lands formerly managed by FORA. The HCP serves as the primary conservation planning document for non-federal recipients of Fort Ord lands following the legislative termination of FORA in 2020. The HCP establishes guidelines that seek to avoid, minimize, and mitigate impacts on endangered and threatened species. Development applications within the HCP area would need to show compliance with the HCP goals and objectives, including preparation of an impacts analysis and demonstration of avoidance of any species takings for species covered by the HCP.

## Night Skies

The urban environment in Seaside is uniquely proximate to regional parks and open spaces, including the Fort Ord National Monument, the Fort Ord Dunes State Beach, and the Monterey Bay shoreline. Excessive artificial light, also known as light pollution, can adversely affect the beauty of nighttime skies and stargazing, directly impact migration and reproduction of wildlife, disrupt sleep patterns in humans, and consume excessive energy. The sources of light pollution in Seaside may include exterior and interior building lighting, advertising, commercial properties, offices, factories, streetlights, vehicular lighting, and illuminated sporting events.<sup>37</sup> Limiting outdoor lighting below the horizontal protects dark skies for the public, wildlife, and the Monterey Institute for Research in Astronomy.

**Figure 36: Vegetation Communities and Land Cover Types**

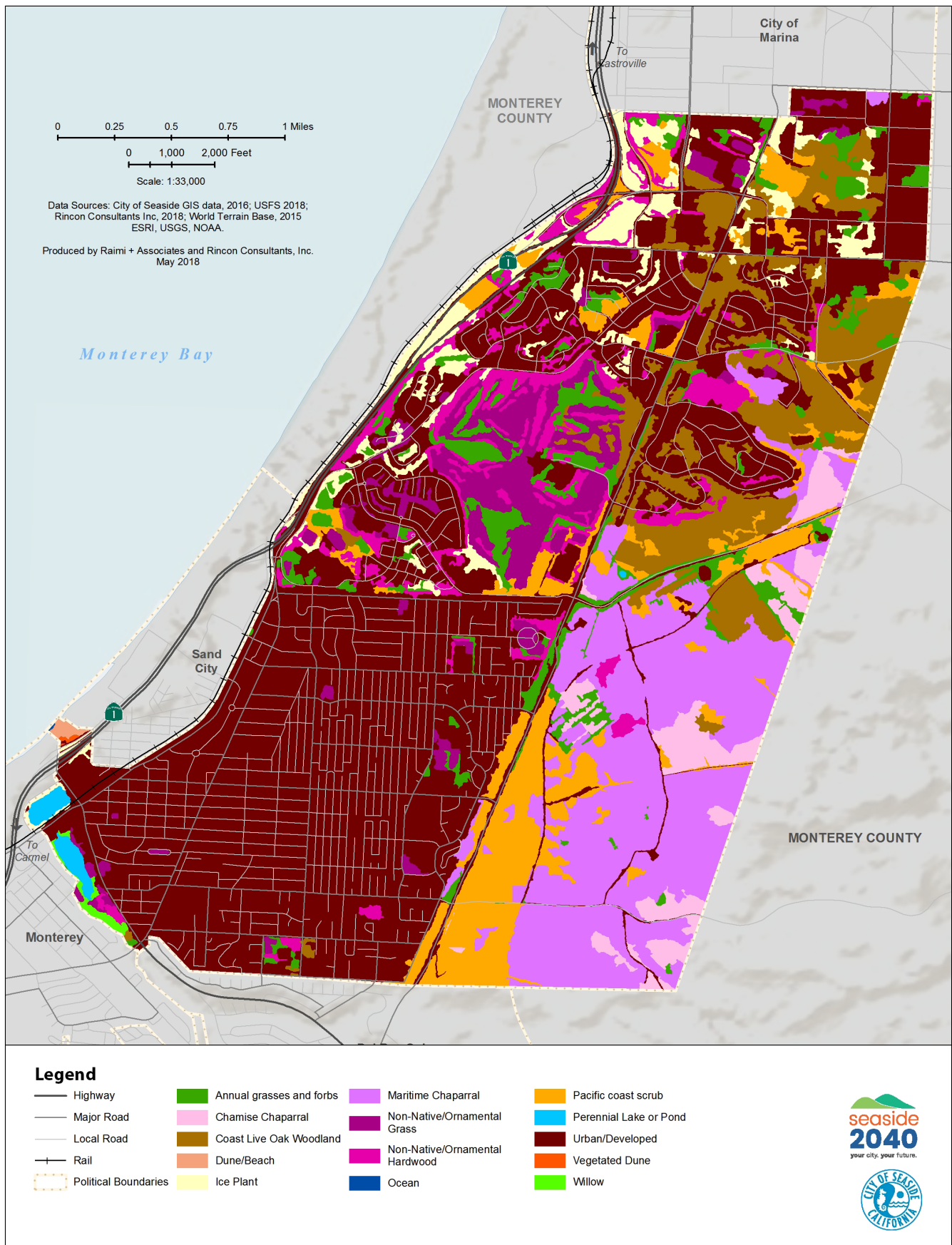
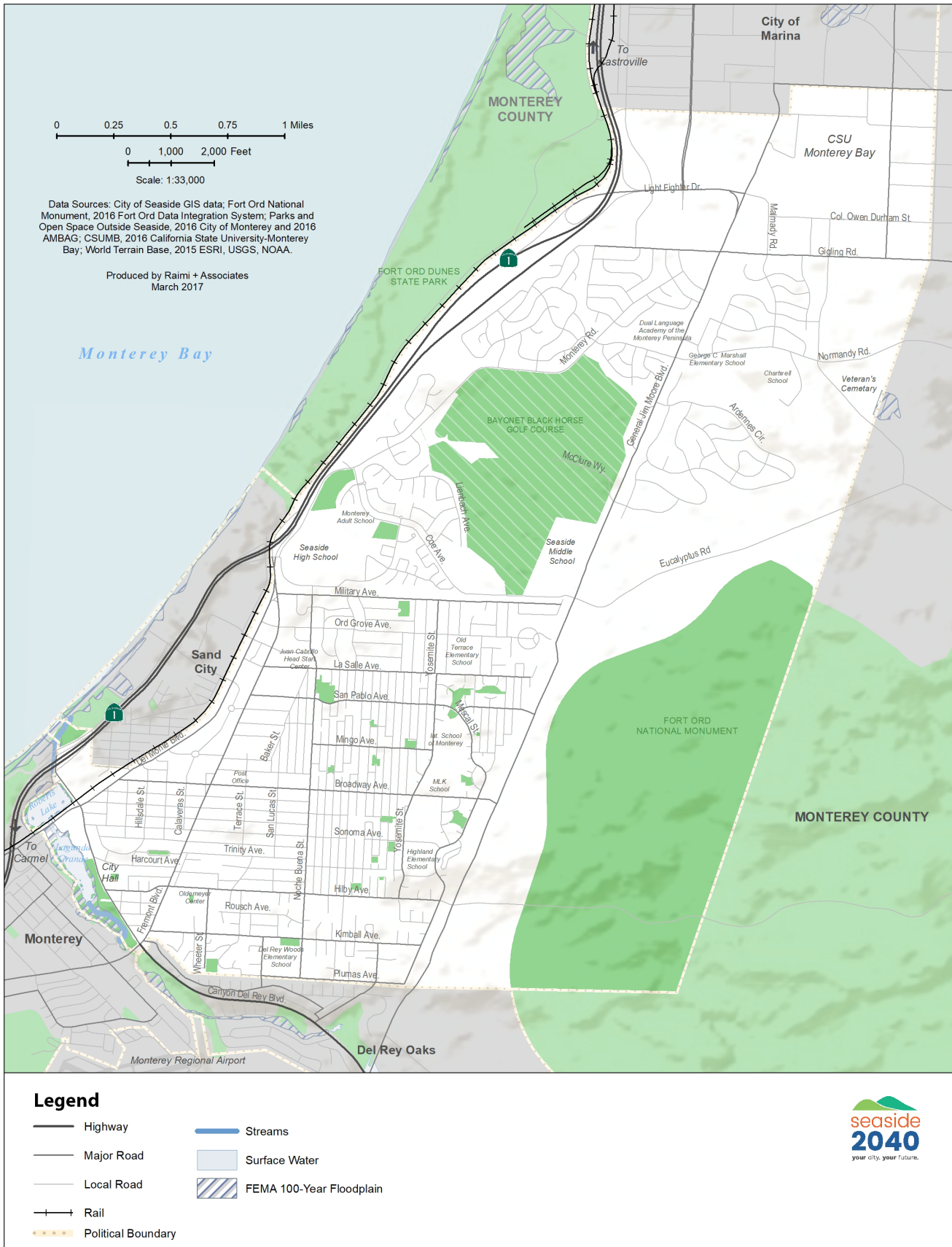


Figure 37: Rivers, Creeks, Streams, Flood Corridors, and Open Water Areas



## Scenic and Visual Resources

Seaside is situated along the Pacific Ocean and Monterey Bay Peninsula, central to federal, state, and regional parks and open space that provide stunning views from a variety of locations throughout the city. Laguna Grande Regional Park and Robert's Lake are visible from Highway 1 and local streets, providing a scenic natural landscape upon entering or leaving the southern limits of the city. The elevation of Seaside gradually increases from west to east, with expansive views of the Monterey Bay coastline, Monterey Peninsula's coastal cities, and surrounding mountains.

Both natural and man-made landscape features contribute to perceived visual character and the scenic attractiveness of an area's landscape. Natural landscape features in Seaside include the Pacific Ocean, coastal dunes and mountains, natural habitats, lakes, and topography. Man-made landscape features in Seaside include public roadways, coastal trails, streetscape features, such as lighting, street furniture, and water features, and urban structures. The City has identified several prominent viewsheds in Seaside, as shown in Figure 38, that should be enhanced and protected as redevelopment and development takes place. These viewsheds include:

- **Broadway Avenue:** Views down this roadway include expansive views of the ocean and Monterey Bay as well as residential and some institutional uses.
- **Highway 1:** Views west of Highway 1 include Monterey Bay and shoreline, coastal sand dunes of Fort Ord Dunes State Park, coastal mountains, and city views of the Monterey Peninsula. Views east of Highway 1 include Laguna Grande Regional Park and Robert's Lake.

- **Laguna Grande Regional Park and Robert's Lake:** Views of Laguna Grande Lake and Robert's Lake and the emergent wetland and riparian vegetation along their shores are visible from Del Monte Boulevard, Highway 218/Canyon Del Rey Boulevard, and Highway 1.
- **Bayonet and Black Horse public golf courses:** Views looking west from the golf course include Monterey Bay, coastal mountains, and city views.
- **Ancient sand dunes that run east, west, and across General Jim Moore Boulevard:** Views of the Monterey Bay, coastal mountains, and city views are prominent along the ridgelines west of General Jim Moore Boulevard at the top of Broadway Avenue, San Pablo Avenue, La Salle Avenue, Ord Grove Avenue, and Coe Avenue. East of General Jim Moore Boulevard, views of the former Fort Ord lands and the surrounding mountains are also visible.
- **CSUMB campus:** Views looking west from the campus.

These important viewsheds are identified to be protected as new development or redevelopment occurs in Seaside, and should be considered during the planning and approval phases of development.

Highway 1 is an officially designated State Scenic Highway, traversing over two miles of Seaside's western boundary. Highway 1 offers views of the coastal dunes in Seaside, Monterey Bay, and the Peninsula, surrounding mountains to the east, and the wetlands and channels of Laguna Grande Park and Robert's Lake.

Figure 38: Prominent Viewsheds and Scenic Highways



## Cultural Resources

Seaside has long acknowledged its cross-cultural history and the importance cultural resources play in retaining the City's sense of place.

Cultural resources are objects or structures that relate to previous human use of the area and include archaeological resources and historic built-environment resources. Cultural resources may be designated as historic by National, State, or local authorities by meeting the criteria for listing in the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or for local significance.

According to the California Historical Resources Information System, a total of six cultural resources have been recorded within the city, including two pre-contact archaeological sites, one historic-age building, and three historic-age engineering structures. According to the Office of Historic Preservation, one of these resources, the Monterey Branch of the Southern Pacific Railroad, is listed on the CRHR. At this time, there are no other resources listed on the CRHR, nor as California Historical Landmarks or Points of Interest and no resources are listed on the NRHP. However, the city has not undergone a city-wide inventory or survey. This means that there may be undiscovered resources present in Seaside.

Areas identified by the 2004 General Plan as archaeologically sensitive include the drainage area along the southern border of Seaside, the area of active sand dunes along the coast, and lands east of General Jim Moore Boulevard on the former Fort Ord lands. Many buildings within the city have surpassed 50 years of age, the threshold recommended by the California Office of Historic Preservation for consideration as historical resources. The City does not currently have a historic context statement, a document that would identify the important themes relevant to the history and development of the built environment of Seaside. The City recognizes the need to develop a context statement that establishes periods of significance for important themes, while identifying significant property types to inform the recordation and evaluation of historic-age buildings and structures within the city.

In accordance with Assembly Bill 52 and Senate Bill 18, the City of Seaside notified California Native American tribes of the proposed General Plan and invited them to participate in consultation. The City prepared and mailed

letters in accordance with Assembly Bill 52 and Senate Bill 18. Consultations with the Amah Mutsun Tribal Band, Costanoan Rumsen Carmel, Esselen Tribe of Monterey County, Indian Canyon Mutsun Tribal Band of Costanoan, and Ohlone/Costanoan-Esselen Nation occurred in 2017 and 2018. Additional details from the consultation are included in the Tribal Cultural Resources section of the General Plan Environmental Impact Report.

## Paleontological Resources

Paleontological resources (fossils) are fossilized remains of plants and animals found below the earth's surface. Fossils are afforded protection by federal, State, and local environmental laws and regulations. Seaside is underlain by five mapped geologic units: Alluvium, sand, older dune deposits, marina terrace, and eolian facies of the Aromas Sand.

Holocene-aged deposits are generally considered to have low potential for yielding significant fossils because the geological units are too young (i.e., less than about 5,000 years) to contain fossils, but Holocene deposits can be as old as 11,700 years. Thus, paleontological sensitivity increases with depth where deeper sediments may exceed 5,000 years. Pleistocene-aged geologic units have a well-documented fossil record throughout California and the western United States, and the Pleistocene deposits in the City of Seaside (older dune, marine terrace, and eolian facies of the Aromas Sand) are considered to have high paleontological sensitivity. Though no known fossils have been recorded in Seaside, substantial finds in the Carmel River basin suggest that future, more conscientious studies may reveal more. The most likely study areas (the oldest part of Seaside along Del Monte Boulevard and Canyon del Rey) have already been overbuilt with very little screening.

## Goal C-1: Sensitive species and habitat protected on former Fort Ord lands.

Intent: The Fort Ord HMP provides a framework for applicants, including the City of Seaside, to conserve and manage special status species, animal communities, and habitat areas on former Fort Ord lands. This goal aims to implement those plans locally identifying and managing habitat areas and species.

### Policies:

- **Habitat Management Plan.** Continue to partner with local, regional, and federal agencies to implement the programs outlined by the HMP. Provide BLM evidence of habitat protection measures for lands not under HMP resource conservation or management requirements.
- **Loss of sensitive species.** Minimize the loss of sensitive species and critical habitat areas in areas planned for future development.
- **Habitat management areas.** Continue to protect habitat management areas on former Fort Ord land, identifying habitat areas, planning carefully to avoid significant impacts, and implementing more restrictive development standards adjacent to these areas.
- **Oak woodlands.** Continue to partner with regional and local agencies to designate oak woodlands and linkages, encourage the preservation and management of oak woodland and linkages, and connect them to other parks, open spaces, and active open space corridors. The City shall actively manage and monitor the oak woodlands area.
- **Habitat restoration.** Restore habitat areas where habitat has been disturbed by activities within the plan area of the FORA HMP in development of a future Seaside East Specific Plan.
- **Inland water resources.** Protect and enhance creeks, lakes, and adjacent wetlands by eradicating non-native vegetation and restoring native vegetation.
- **Zoning.** During development of Specific Plans within the FORA HMP area, map and designate habitat management areas to be protected from future development, where appropriate.
- **Interpretive signage.** In coordination with the BLM and other partners, incorporate interpretive signage in habitat management areas that educate community members and visitors about the unique biological resources on former Fort Ord lands.
- **Wetlands.** The City shall preserve, enhance and protect wetland areas, and evaluate areas proposed for new development during the site planning process to determine whether wetlands or other jurisdictional waters occur. In the event that wetlands are present, the City shall require that they either be avoided or compensatory mitigation implemented so that there is no net loss to wetland resources as a result of development on the site. Wetland mitigation plans on Former Fort Ord lands should be coordinated through the Coordinated Resource Management Planning program (CRMP) as required by the HMP where applicable.

## Goal C-2: New development supports the preservation or enhancement of the City's natural resources.

Intent: This goal fosters sustainable development practices that provide protection to sensitive habitats and species and accessible resources for the enrichment of residents.

### Policies:

- **Clustered development.** Cluster new development on former Fort Ord lands to minimize impacts, preserve habitat management areas, and protect high-visibility ridgelines, steep slopes, wetlands, and waterways. Standards to cluster development should be developed as part of a future Seaside East Specific Plan.
- **Integrating oak woodland.** Work with developers to promote an understanding of existing oak trees and previously-identified oak woodland linkages as they design new developments. Encourage compliance with State and County regulations as part of development review process.
- **Development review.** When projects are adjacent to or contain natural habitat or undeveloped area, require projects to submit analysis showing the existing habitat, on the proposed plan, potential impacts to special-status species and sensitive natural communities or other biological resources (including nesting birds), and measures to avoid, minimize, and/or mitigate impacts, as necessary.
- **Development near habitat management areas.** Require new development adjacent to habitat management areas to minimize new impervious surface, minimize light pollution, and emphasize native landscaping.
- **Hillside protection.** When grading is necessary, encourage grading for new development that complements the surrounding natural features.
- **Low-impact development.** Require new construction and redevelopment projects to use low-impact development techniques to improve stormwater quality and reduce run-off quantity.
- **Dark sky lighting standards.** Require new construction or modifications to existing development and public facilities to adhere to: dark sky lighting standards or the control of outdoor lighting sources by shielding light in the downward direction and limiting bright white lighting and glare.
- **Dark sky education.** Promote dark sky education in the community to promote responsible lighting and dark sky stewardship.
- **Native species.** Encourage new development to support a diversity of native species and manage invasive species.
- **Invasive species.** Prohibit the planting of plant species on the California Invasive Plant Inventory.
- **Stormwater area and wetlands.** Incorporate wetland features into stormwater control facilities to the extent practicable.
- **Water quality.** Incorporate water quality and habitat enhancement in new flood management facilities.
- **Green streets.** When feasible, explore opportunities for green streets, and using natural processes to manage stormwater runoff. When green street demonstration areas are identified, include unobtrusive educational signage.
- **Habitat protection area.** Establish a habitat protection area, including criteria for defining the area, during the creation of a specific plan for Seaside East.
- **Habitat preservation.** Support the preservation of open space and sensitive habitat, minimizing the impacts of land uses on public lands, including:
  - Oak woodlands and linkages.
  - An open space buffer between future development and the National Monument.
  - Open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.

### Goal C-3: A City that protects, conserves, and enhances the natural beauty and resources within the coastal zone.

Intent: Seaside's coastal zone provides important habitat for special status species. Habitat areas and wildlife can be negatively affected by certain types of development and human activity, as well as erosion from sea level rise. This goal aims to preserve and protect natural resources in the coastal zone through careful management, including eradication of non-native vegetation, and restoration of native vegetation.

#### Policies:

- **Partnerships.** Promote local and regional cooperation and partnership, including the US Army, Caltrans, and California State Parks, to help protect and manage Seaside's natural resources in the coastal zone.
- **Protect critical habitats.** Preserve, protect, and improve open space areas to the greatest extent possible to improve on existing limited habitats outlined by the Local Coastal Plan.
- **Beach habitat.** Work with local and regional agencies to ensure beaches can function as a quality habitat for permanent and migratory species.
- **Coastal zone.** Protect the coastal zone west of State Highway 1 from habitat degradation due to increased access, erosion, and pollution due to remnant outfall pipes.
- **Highway 1.** Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the city. Adhere to Municipal Code Section 17.22.040.
- **Riparian corridors.** Encourage the restoration and protection of riparian corridors at Laguna Grande and Roberts Lake.

### Goal C-4: Pollutant discharge managed to minimize adverse impacts on water quality in the Monterey Bay, Robert's Lake, Laguna Grande and other bodies of water.

Intent: To reduce the negative environmental impacts of storm water runoff on the Monterey Bay, Robert's Lake, Laguna Grande, and other bodies of water improves local habitat.

#### Policies:

- **Low-impact development practices.** Require new construction and redevelopment projects to use of low-impact development techniques to improve stormwater quality and reduce run-off quantity, including improving soil health, providing soil cover and water-wise planting and irrigation, installing permeable pavements, and building bio-retention areas to reduce runoff quantity.
- **Storm water runoff.** Enforce the reduction of storm water runoff consistent with local storm water permits.
- **Storm water facilities.** Incorporate storm water facilities into the design of parks and open spaces, using natural processes to capture, treat, and infiltrate storm water to the extent feasible.
- **Stormwater wetland network.** Incorporate wetland design that enhances the use of existing wetlands, improves ecosystem services and supports stormwater control.

## Goal C-5: An abundant, robust urban forest that contributes to Seaside’s quality of life as it combats the effects of climate change.

Intent: Urban forestry is essential to the city’s path towards greater sustainability. Seaside urban forest enhances its environmental quality and the mental and physical health of its residents, while bringing significant economic benefits through increased property values. Urban forestry will make the city more resilient to the impacts of extreme heat associated with climate change.

### Policies:

- **Resources.** Provide the appropriate resources to maintain and expand the urban forest.
- **Maintenance.** Encourage the maintenance of trees on public and private property.
- **New plantings.** Require new development to include the planting and maintenance of trees (on both sides of the street when applicable) as well as on private properties.
- **Protected tree species.** Preserve protected tree species, (e.g. native oaks) whenever possible during site redevelopment.
- **Managed plantings.** Require newly planted trees to be appropriate for a specific location and based on height, canopy coverage, shading, and maintenance requirements.
- **Select planting.** Encourage the planting of native, non-invasive, and drought-tolerant landscaping and trees. Encourage landscape plantings to use tree species native to an area when adjacent to natural plant communities and habitat management areas.
- **Edible landscapes.** Encourage the planting of edible landscapes and fruit trees, and consider urban orchards in City parks or public spaces where feasible.
- **Sustainability in forest management.** Manage urban trees to achieve the City’s environmental sustainability goals for water and energy conservation, stormwater management, habitat protection, and climate resilience.



Examples of low impact development practices.



## Goal C-6: Scenic vistas, views, and highways are protected and enhanced.

Intent: Views and scenic vistas help define the scenic value of Seaside. This goal seeks to protect prominent viewsheds in Seaside by protecting views, supporting the enhancement of natural resources, and landscape design.

### Policies:

- **Views.** Protect public views of significant natural features, such as the Monterey Bay, the Pacific Ocean, the surrounding mountains, and other prominent viewsheds, as identified in Figure 38. Review all major redevelopment projects to ensure they will not significantly obstruct views from the public right-of-way of these major scenic resources.
- **Highway 1.** Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the city.
- **Landscape design.** Require new public and private landscape installations to consider access to vistas from the public realm and encourage landscape design that protects or enhances those views.
- **Signage and infrastructure.** Encourage signage, infrastructure, and utilities that do not block or detract from views of scenic vistas.
- **Light pollution.** Preserve skyward nighttime views and lessen glare by minimizing lighting levels along the shoreline by continuing to follow dark sky guidelines.

## Goal C-7: A strong sense of cultural resources and historical places.

Intent: To help preserve, conserve, enhance, and educate the public about Seaside's multi-cultural and historical assets. The City celebrates its diverse cultural, ethnic and faith-based communities. To achieve this, the City will promote educational resources and integrate cultural and historical resources as part of coordinating land use and community design decisions.

### Policies:

- **Cultural and historic resources.** Establish a known list of cultural and historic resources in the city.
- **Historic preservation.** Work with State and Federal agencies, such as the State Office of Historic Preservation, to administer federally and state mandated historic preservation programs that further the identified evaluation registration and protection of Seaside's irreplaceable resources. Support efforts to memorialize significant people, places, and events in the history of Seaside through public art and plaques. Consider the creation of a Historic Context Statement document.
- **Cultural Tourism.** Promote historic places and cultural tourism as an economic development strategy and way to bolster civic pride.
- **Wayfinding.** Increase historical and cultural facility visibility through signage and wayfinding.
- **Historical resource development.** Work with local organizations to continue to document and educate the public about the history of Seaside.
- **PR program.** Expand the PR program to ensure that Seaside will be recognized as the second most populous city in Monterey County with a fully-documented history and a unique culture.
- **Oral histories.** Support the record of life-stories of citizens who play a vital role in cultural preservation and raise consciousness of local history in the community at large and **safeguards Seaside's unique heritage.**
- **Black History Month.** Expand the local history and Black History Month exhibits in Avery Gallery, Oldemeyer Center and other public spaces as part of a program to inform the area population about Seaside's past and make our city more appealing to potential businesses and home-buyers.
- **Memorials.** Memorialize significant people, places and events in the history of Seaside with more plaques, road signs, public art and walking tours.



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## *chapter nine*

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# HEALTHY + SUSTAINABLE COMMUNITY

*Reducing energy consumption, using water more efficiently, improving healthy food access, and encouraging active transportation are important building blocks for promoting a healthy and sustainable environment and lifestyle for Seaside residents. The City will play a vital role in lowering greenhouse gas emissions and protecting residents from potential climate change impacts, including more frequent heat waves and rising sea levels.*

*This chapter covers: disadvantaged communities, healthy food, health care, community safety, air quality, energy and water conservation, solid waste reduction, green building, greenhouse gas reduction, and climate resilience. It also contains relevant goals and policies.*

# Statutory Requirements

Adopted in 2016 and implemented in 2018, Senate Bill 1000 (SB 1000), or the Planning for Health Communities Act, requires cities with disadvantaged communities to develop an Environmental Justice element, or related environmental justice goals and policies, as part of their general plans. The goal of SB 1000 is to help identify and reduce the unique or compounded health risks in these communities. Elements must address the reduction of pollution exposure, the improvement of air quality, and the promotion of public facilities, food access, safe and sanitary homes, park and open space access, and physical activity in disadvantaged communities. This Element covers all of the newly required topics and expands the focus of the Environmental Justice element to include sustainability, greenhouse gas emissions and the social, environmental, and economic impacts of a city's policies and programs.

# Setting the Scene

Place, income, living conditions and education are all significant contributing factors to the health of a community. How the city plans and prioritizes growth for the future can determine how healthy residents are in the long term.

As the city grows, it must also protect the assets that make it a great place to live, work, and recreate. From global climate change to economic transformation, the City can make choices that will positively impact the community, environment, and economy and make it more healthy, sustainable, and resilient to future change.



*Produce for Seniors at the Oldemeyer Center.*

## Disadvantaged Populations

Pursuant to Section 9711 of the Health and Safety Code, the California Environmental Protection Agency (CalEPA) defines a disadvantaged community as “a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation.”.

The Office of Planning and Research (OPR) developed guidelines for identifying disadvantaged communities primarily using CalEnviroScreen data, supplemented by other data sources and community knowledge to groundtruth the results. CalEnviroScreen is a screening tool developed by the California Office of Environmental Health Hazard Assessment (OEHHA). The analysis below identifies disadvantaged communities and two methods recommended by OPR using CalEnviroScreen 4.0, the latest version at the time of completion.

The first method identifies disadvantaged communities (DACs) as those that are at or above the 75th percentile of the CalEnviroScreen index score. The second method specifies further by accounting for median household income. Using Method 1, the city does not have any areas that are at or above the 75th percentile of CalEnviroScreen and does not have any DACs (Figure 39).

Although the city has relatively low pollution levels overall, there is a concentration of neighborhoods that face heightened pollution and environmental hazards as indicated by Method 2 results. In Method 2, DACs are areas that are both low-income (80% of state and/or county area median income) and are at or above the 75th percentile of one or more CalEnviroScreen pollution exposure and environmental effects indicator scores.

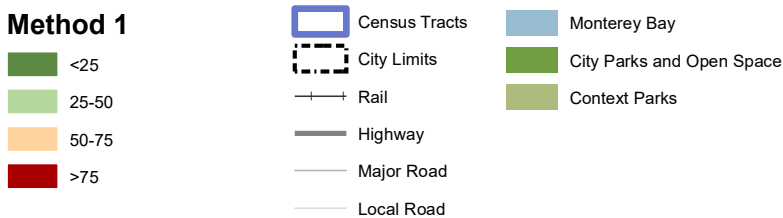
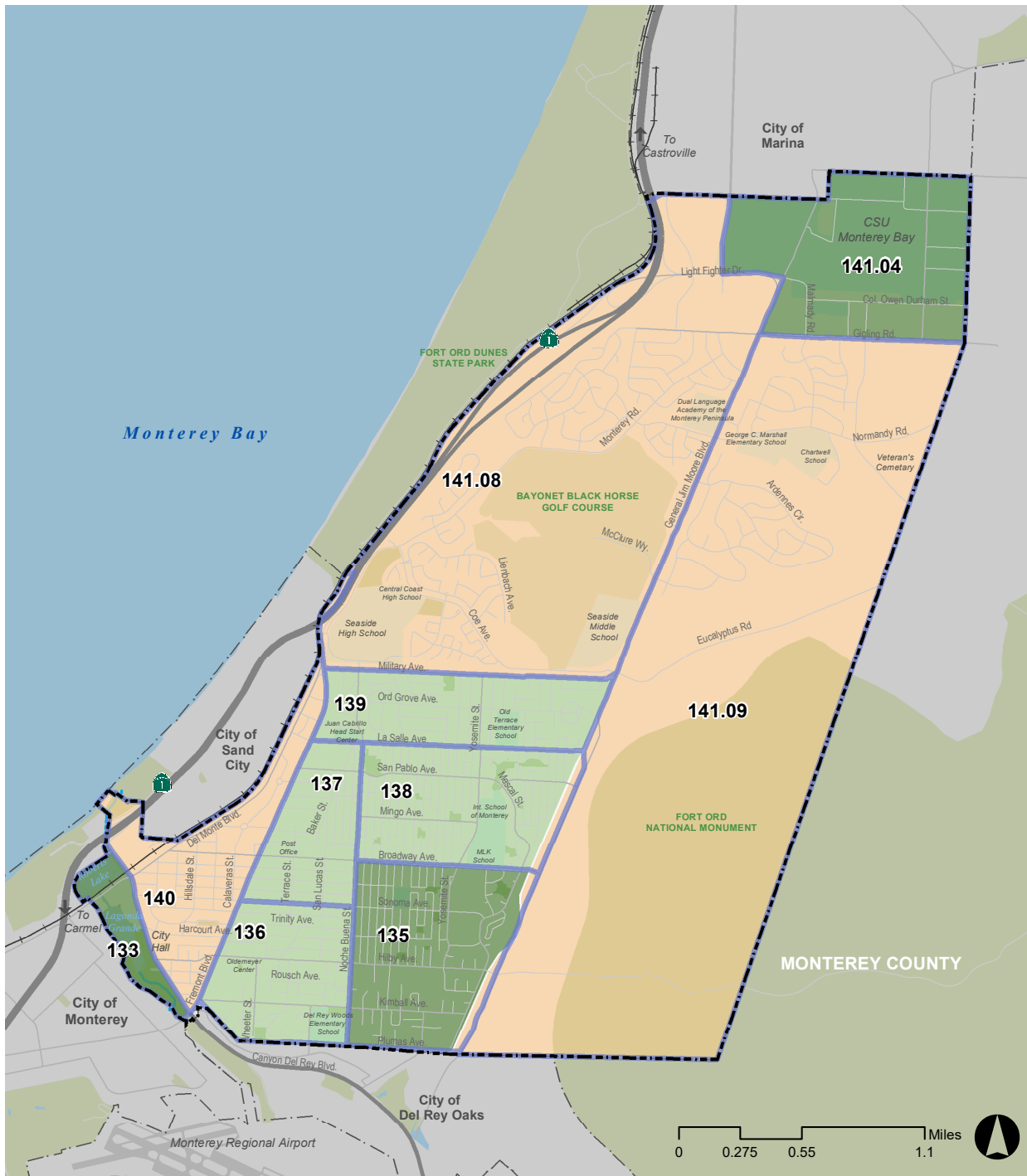
Based on the 2020 state income limits established by the California Department of Housing and Community Development (HCD), the area median income (AMI) for Monterey County is \$81,600. Therefore, low-income (80% of county AMI) in Seaside is a census tract or block group with a median household income of \$65,280 or below.

Seaside has three census tracts (136.00, 137.00, 140.00) and nine block groups (135.00.1, 136.00.1, 136.00.3, 137.00.1, 137.00.2, 138.00.2, 139.00.2, 140.00.1, and 140.00.2) that are low-income. Low-income communities in census tracts 136.00, 137.00, 139.00, and 140.00 face elevated children’s lead risk from housing being in the top 25% of CalEnviroScreen scores for this indicator. Two low-

income block groups in census tract 140.00 are also in the top 25% of CalEnviroScreen scores for the following indicators: cleanup sites, hazardous waste generators and facilities, and solid waste sites and facilities. Figure 42 illustrates the potential DACs as identified through Method 2: 136.00.1, 136.00.3, 137.00.1, 137.00.2, 139.00.2, 140.00.1, and 140.00.2.

Goals and polices throughout this Element and others attempt to address the existing disparities among Seaside residents. This Element incorporates policies and actions for healthy food access and community resilience in the most vulnerable populations. The Parks, Open Space, and Conservation Element identifies the need and approximate location of new parks in Terrace neighborhoods.

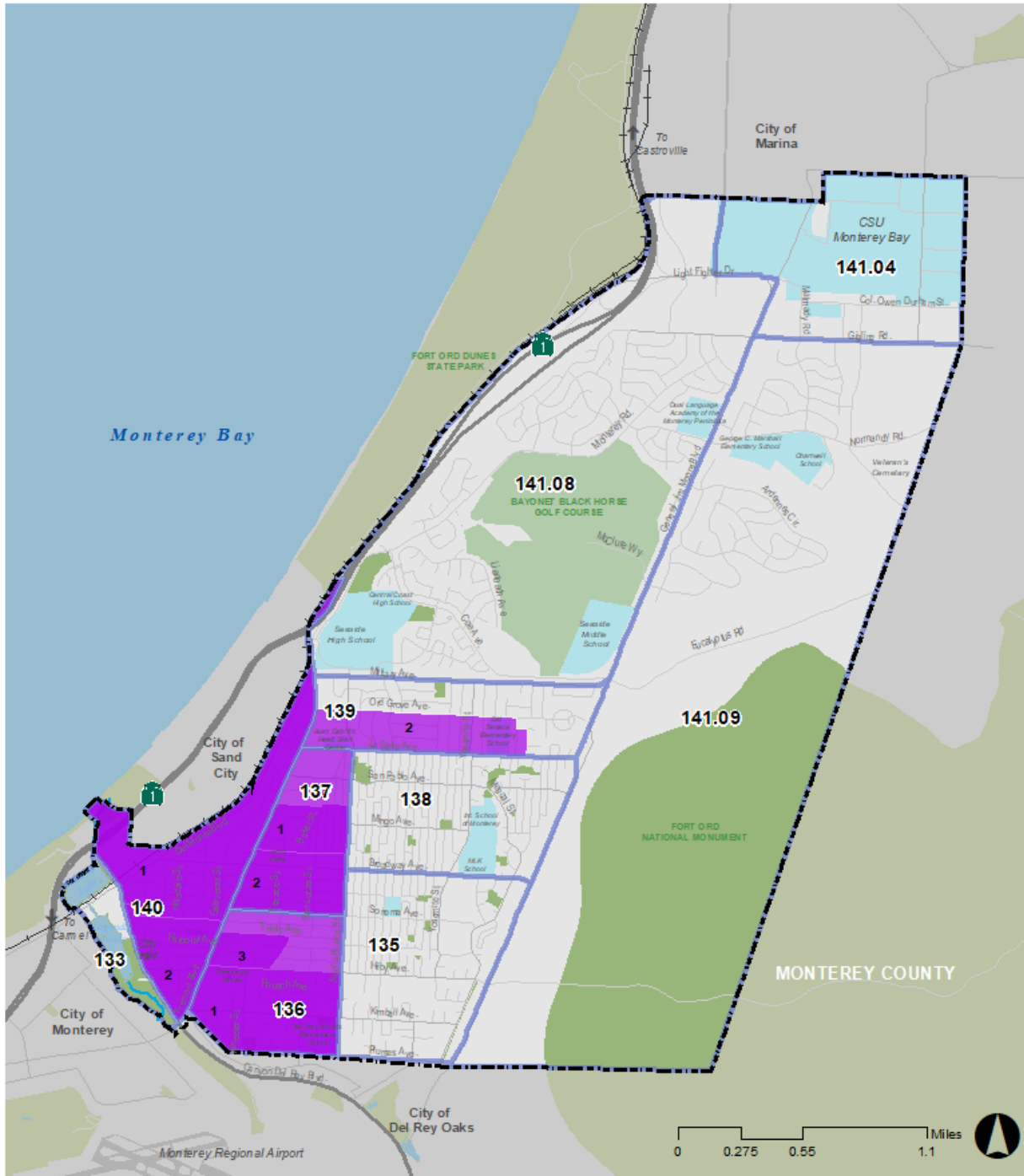
**Figure 39: Disadvantaged Communities Screening Method I Results**



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2016).

Source: CalEnviroScreen 4.0

Figure 40: Disadvantaged Communities (Screening Method 2)



**Potential DACs**

Potential DACs

- Census Tracts
- City Limits
- Rail
- Highway
- Major Road
- Local Road

- Monterey Bay
- City Parks and Open Space
- Context Parks



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2016).

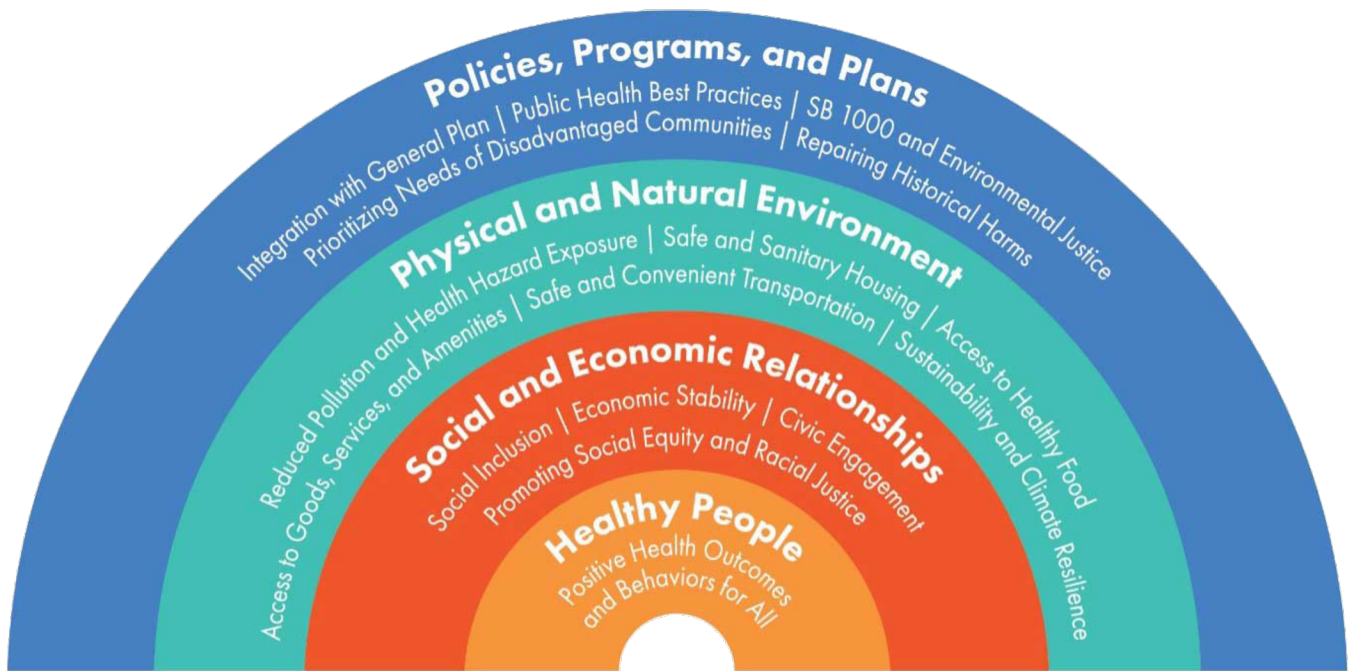
# Community Health

Healthy communities are places that foster positive health outcomes for all who live, work, and play. Good nutrition, physical activity, and access to healthcare all influence health. However, health is also influenced by many other factors, including access to economic opportunities, safe and sanitary housing, high-quality education, and low exposure to pollution (see Figure 41). A city's physical, social, and economic environments combine to make residents healthier and more resilient to long-term changes and short-term shocks. Seaside is working toward becoming a healthy community through

the policy, program, and design interventions in the physical environment outlined in the General Plan.

Healthy community programs can bring many benefits to Seaside, from better health, to new jobs, to economic investments. Improving these determinants can also help promote equity and community development over the long term and prepare the City for the potential impacts of climate change. This section describes these health conditions citywide.

**Figure 41: Example of Healthy Communities Components**



## Overall Health Conditions

Seaside's leading causes of death are similar to those in Monterey County and California. The top three causes – cancer, heart disease, and COVID-19 – share some of the same risk factors. Identifying which risk factors are associated with certain causes of death can help prevent disease and keep people healthier.

Key risk factors in Seaside's leading cause of death include poor diet and lack of physical activity. In Seaside, 57 percent of youth ages 12-17 are obese or overweight.<sup>38</sup> Twenty-four percent of adults 18 years and older in Seaside were obese.<sup>39</sup>

Better access to nutritious food and more opportunities for physical activity could reduce Seaside residents' vulnerability to these diseases. Poverty, low levels of education, and lack of access to health care may also contribute to these health conditions.

## Access to Healthy Food

Healthy communities provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. Residents of communities with access to a full-service grocery store tend to eat more fruits and vegetables, have lower body weights, and lower rates of chronic diseases. Local food production can also reduce the distance food is shipped, lowering the environmental footprint of food production and distribution.

Residents in Seaside have access to both healthy and unhealthy food stores and restaurants with healthy choices. There are grocery stores and markets, which are concentrated along Fremont Boulevard. The City also houses restaurants and fast food establishments. These eateries are concentrated along Fremont Boulevard and Broadway Avenue. The City does not have a farmers' market.<sup>40</sup>

Food security is also important for community health and wellbeing. "Food security" is defined as having access to enough food for an active, healthy life for all people at all times. Food insecurity can lead to undernourishment and malnutrition, which coincide with fatigue, stunted child development, and other health issues. Approximately 5 percent of adults age 18 and over in Seaside do not have the consistent ability to afford adequate amounts of food, which is lower than Monterey County (9%).<sup>41</sup> Households that lack "food security" can obtain supplemental assistance from government programs, such as the CalFresh program and the Women Infants and Children (WIC) program.

## Access to Health Care Facilities and Insurance

Healthy communities provide access to health care facilities and medical professionals. Health care access plays a role in preventing disease and maintaining good health. Seaside has two licensed health care facilities – the Seaside Community Health Center and Planned Parenthood. Seaside now has a mobile health clinic that serves the unhoused and underserved population.

The City is located within a Health Professional Shortage Area (HPSA) for dental professionals. A Health Professional Shortage Area is a federal designation given to areas that demonstrate a shortage of healthcare professionals, including primary care professionals, dentists, and mental health professionals.<sup>42</sup> Existing Seaside neighborhoods have also been designated as a Medically-Underserved Area (MUA).<sup>43, 44</sup>

Additionally, a significant number of Seaside adults are uninsured. In 2020, about 18 percent of adults were uninsured.

## Community Safety

Healthy communities are safe, clean, and attractive. They include active neighborhoods, parks, and streets supported by good environmental design.

A variety of factors can impact community safety, including the concentration of liquor stores, underemployment, the presence of gangs, and lack of youth and family activities. Crime can have health, social, and behavioral implications for victims and their families, resulting in negative impacts on the neighborhood and community. Violent crimes, such as homicides, physical assaults, rapes, and sexual assaults affect the health outcomes of communities. While poverty crimes and violence can also have a broad impact on the rest of the community. The perception of crime can also impact individual health, businesses, and social cohesion.

While community safety had been a critical concern for Seaside residents, the City of Seaside has consistently experienced lower violent and property crime rates than the City of Monterey, Monterey County, and California.

## Air Quality

Air quality depends on weather and is sensitive to climate change. Atmospheric warming associated with climate change has the potential to increase ground-level ozone in many regions, which may present challenges for compliance with ozone standards in the future. The impact of climate change on other air pollutants, such as particulate matter is less certain. However, climate change research continues to address these uncertainties.<sup>45</sup>

Seaside is located in the North Central Coast Air Basin (NCCAB), which comprises all of Monterey, Santa Cruz, and San Benito Counties. Certain population groups, however, are more sensitive to air pollution than the general population. Children, the elderly, and acutely or chronically ill persons, especially those with cardio-respiratory diseases, are more likely to be impacted by poor air quality.

## Environmental Sustainability

Sustainability is often defined as the ability to meet the needs of the current generation without compromising the ability of future generations to meet their needs. Sustainability is a cross-cutting issue that centers on environmental, social, equity and economic considerations. In specific terms, taking a sustainability approach means conserving energy and water, diverting waste from the landfill, preparing for the potential impacts of climate change, and reducing greenhouse gas emissions, among others.

### Energy

Energy consumed by residential and commercial buildings accounts for nearly 35 percent of all greenhouse gas emissions in Seaside. Improving energy efficiency and encouraging renewable energy is an essential component of the city's path towards sustainable development, lower greenhouse gas emissions, and a resilient community. Energy efficiency is one of the most cost-effective strategies to reduce energy use, while leading to lower energy costs and healthier homes, schools and businesses. Similarly, generating electricity from renewable energy, such as wind and solar, can reduce demand for fossil fuels and decrease emissions of carbon dioxide and air pollutants. Both renewable energy generation and energy efficiency programs also help to create local, green jobs that support the City's economic development. Policies in this Element seek to support energy efficiency, renewable generation, and green job creation. The Community Facilities and Infrastructure Element provides additional policies related to the City's energy transmission system.

### Water

Seaside has very low water use. Homes, businesses, and the City have implemented water efficiency and conservation initiatives, including programs to increase the use of smart irrigation controllers, rainwater capture and low-flow toilets and to buyback lawns.

As described in the Community Facilities and Infrastructure Element, water supply limitations significantly affect development opportunity and have the potential to create water shortages for existing customers if new supplies are not developed. A portfolio of new water sources is under development by California American Water, Seaside Municipal Water Service, or the Marina Coast Water District; however, until these projects are implemented, water supply availability may constrain new development and redevelopment. Furthermore, California recently came out of one of the most severe droughts on record. Though droughts are a natural part of the climate, climate change has the potential to significantly alter the patterns of water availability and demand in the future. Moving forward, the City will maintain its commitment towards water conservation and water efficiency throughout the community.



Electric Vehicle charging at City Hall.

## Solid Waste

The City of Seaside currently contracts with Green Waste Recovery to collect solid waste, recyclable materials, organics (including yard trimmings and food waste), and construction and demolition debris. In 2019, ReGen Monterey formerly known as Monterey Regional Waste Management District's (MRWMD's) received 28,000 tons of materials from Seaside.

Diversion rates are expected to increase, pursuant to the requirements of AB 939, AB 341, AB 1826, and SB 1383. AB 939 (Public Resources Code 41780) requires cities and counties to prepare integrated waste management plans and to divert 50 percent of solid waste from landfills beginning in calendar year 2000 and each year thereafter. In response to AB 939, the ReGen Monterey, of which the City of Seaside is a member agency, opened the Materials Recovery Facility (WRF) in April 1996. The MRF diverts 50% of the incoming mixed waste through reuse and recycling. Furthermore, AB 341 of 2011(Chapter 476, Statutes of 2011) sets a statewide goal of 75 percent disposal reduction by the year 2020. In February 2018, the Monterey Regional Waste Management District opened the new MRF 2.0, which allows the facility to recover 75 percent or more of the mixed waste stream arriving from self-haul, commercial, and multi-family sources. Likewise, SB 1383, establishes a statewide target to reduce the disposal of organic waste by 75% by 2025 to reduce methane emissions from organic material in landfills.



Seaside e-waste recycling.

Recycling and composting are important steps in reducing the environmental impact of homes and businesses. However, the majority of energy use and carbon emissions from the goods we buy and the food we consume relate to the production, transportation, and selling of these products. A sustainable community continues to invest and support in its waste diversion program, but it also makes smart and sustainable decisions about product purchasing, use, and production of goods and services.

## Green Building

Seaside's homes and businesses affect our health and environment by efficiently using energy and water resources, reducing waste and pollution, and protecting health. Green building is the practice of creating and using healthier and more resource-efficient models of construction, renovation, maintenance, and demolition for buildings.

Seaside is required to implement the California Building Code, the latest requirements governing design and construction of buildings to achieve safety and sustainability in new and remodeled development. The California Building Code includes the first-in-the-nation mandatory green building standards, CALGreen. CALGreen is an evolving set of standards that reduce greenhouse emissions from buildings, promote environmentally responsible, cost-effective, healthier places to live and work, and reduce energy and water consumption. CALGreen is updated every four years to respond to the environmental directives of the State, incorporate new technologies and practices, and address new topics. Cities and counties can also exceed the state's required building codes by implementing local ordinances known as reach codes. Reach codes help cities and counties deepen their transition to cleaner energy, reduce pollution and risk of fire, improve air quality, and lower costs.

## Climate Change

Climate is the long-term behavior of the atmosphere – typically represented as averages – for a given time of year. This includes average annual temperature, snowpack, or rainfall. Human emissions of carbon dioxide and other greenhouse gas emissions (greenhouse gases) are important drivers of global climate change, and recent changes across the climate system are unprecedented. Greenhouse gases trap heat in the atmosphere, resulting in warming over time. This atmospheric warming leads to other changes in the earth systems, including changing patterns of rainfall and snow, melting of glaciers and ice, and warming of oceans. Human-induced climate change is already affecting many weather and climate extremes in every region across the globe. Evidence of observed changes include heatwaves, heavy precipitation, droughts, and hurricanes.

Likewise, California and Seaside are already experiencing the effects of a changing climate. Both gradual climate change (e.g., sea level rise) and climate hazard events (e.g., extreme heat days) expose people, infrastructure, buildings and properties, and ecosystems to a wide

range of stress-inducing and hazardous situations. These hazards and their impacts disproportionately affect the most sensitive populations in the city, including children and elderly adults, low-income populations, renters, and immigrants, among others. As Seaside plans and implements their response to climate change, an opportunity exists to create stronger, more equitable and sustainable communities for everyone.

Seaside can incorporate two approaches to address climate change: it can reduce the impacts of climate change through policies and programs that lower greenhouse gas emissions (mitigation measures), and it can take steps to address the impacts of climate change by preparing infrastructure, people, and ecosystems to adapt to change (adaptation or resilience measures). Many greenhouse gas reduction and adaptation measures overlap. These include measures, such as urban forestry and energy efficient programs, reducing emissions and making Seaside more resilient to changing climate conditions. Potential climate impacts, vulnerabilities, and adaptation measures are included in the Safety Element.

**Figure 42: Climate Change Mitigation and Adaptation**

### Mitigation

Actions that are taken to reduce and curb greenhouse gas emissions



### Adaptation

Actions to reduce vulnerability to the effects of climate change



## Greenhouse Gas Emissions (Mitigation)

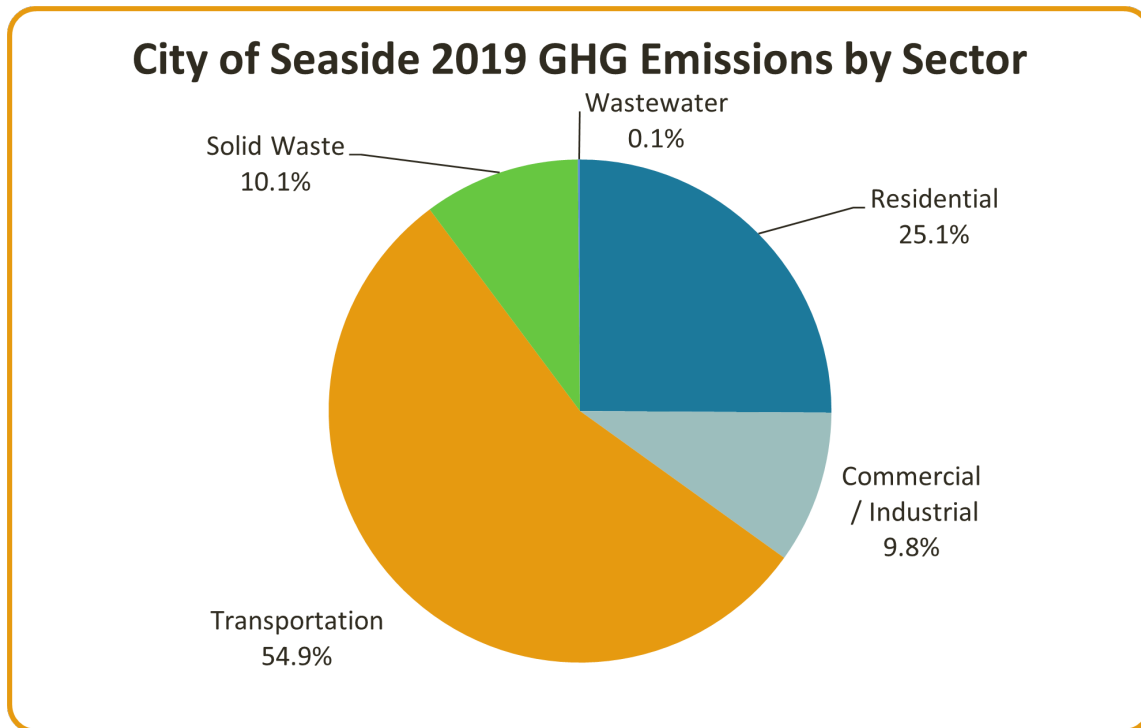
The Seaside greenhouse gas emissions inventory provides a snapshot of emissions for 2005, 2010, 2015, 2018, and 2019 to quantify the main sources of emissions from municipal operations and the community as a whole. The purpose of the inventory is to::

- Identify and understand the sources and quantities of emissions within a local government’s jurisdictional boundary;
- Create an emissions baseline that can be used by the City to measure progress towards emissions reductions targets;
- Understand the trend in greenhouse gas emissions over time;
- Use the baseline to prioritize and evaluate potential government actions; and
- Make informed policy decisions related to greenhouse gas emissions reduction.

In 2019, total greenhouse gas emissions in Seaside were approximately 80,000 metric tons of CO<sub>2</sub> (MTCO<sub>2</sub>). On a per person basis, this is approximately 2.4 MTCO<sub>2</sub> per Seaside resident. These emissions account for direct emissions from the on-site combustion of fuels and the combustion of fuel in vehicles, indirect emissions associated with electricity consumption, and emissions from solid waste generated and water consumed by Seaside. Figure 43 shows the greenhouse gas emissions by sector.

Since 2005, Seaside’s greenhouse emissions decreased by 22 percent as shown in Figure 44. Lower electricity and natural gas usage, in addition to PG&E efforts to increase renewable energy generation and the launch of Central Coast Community Energy, reduced residential emissions by 44 percent and commercial emissions by 57 percent. Transportation emissions increased 14 percent. Solid waste emissions decreased by 22 percent. These reductions chart Seaside on course to reduce emissions.

**Figure 43: Greenhouse Gas Emission Sources**



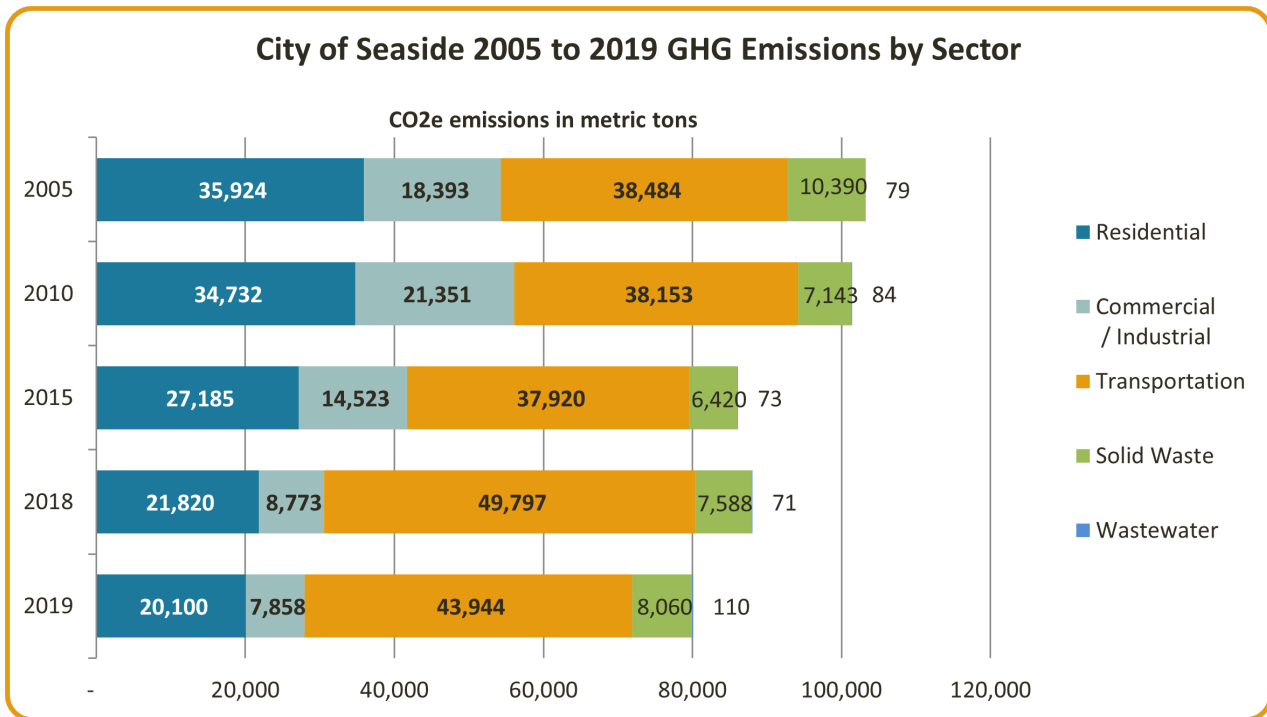
Source: AMBAG Energy Watch

Cities play an important role in reducing greenhouse gas emissions. Cities regulate many activities that contribute to greenhouse gas emissions, including land use and transportation planning, implementation of building codes, and control of municipal operations. Seaside can take numerous steps to reduce greenhouse gas emissions including:

While responding to the impacts resulting from climate change may be the primary reason to reduce greenhouse gas emissions, Seaside businesses and residents can realize co-benefits from mitigation strategies, such as better health outcomes, lower energy costs, improved access to transportation options, and better resource efficiency.<sup>46</sup>

- Lowering vehicle miles traveled;
- Increasing the amount of renewable energy used;
- Reducing energy and water uses in buildings, street lights, and parks; and
- Capturing carbon dioxide in natural and urban forests.

Figure 44: Total Greenhouse Gas Emissions 2005–2019



Source: AMBAG Energy Watch

# Goals and Policies

## Goal HSC-1: A City that supports health equity for all residents by promoting access to affordable, quality health care, mental health care, and social services.

Intent: To promote community health programs and services, including access to medical care and social and economic opportunities. To achieve this, the City will collaborate with Monterey County agencies, the Monterey Peninsula Unified School District, and community-based organizations to improve health outcomes by expanding and leveraging resources, capacity, and programs that promote health equity.

### Policies:

- **Health equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle for all Seaside residents and workers.
- **Health in All Policies approach.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Partnerships for health.** Support partnerships with local health service providers, the County Public Health Department, schools, and other community-based organizations to promote health, wellness, and preventative care through comprehensive, holistic, and well-integrated programing.
- **City actions and programs.** Promote and address the health and wellness of the public through the City's actions, policies, programs and publications.
- **Educational materials about health.** Provide information about health, including nutrition programs, health care facilities, and wellness, through City-sponsored events, publications and activities. Coordinate with the Monterey County Health Department to support educational awareness.
- **Culturally-sensitive services.** Encourage health care providers to provide culturally-sensitive health care services (e.g., multi-lingual providers).
- **Regulatory incentives.** Allow the City to provide financial and regulatory incentives for low cost medical clinics and doctor's offices to locate in Seaside.
- **Flexible spaces.** Promote the flexible use of community centers, libraries, and schools to provide important health services to Seaside residents. Consider novel health care alternatives, like pop-up vaccinations or pop-up health screenings and mobile health clinics.
- **Regional presence as sustainability partner.** Play an active role in AMBAG and the development and implementation of the Sustainable Communities Strategy. Encourage land use patterns that encourage walking, conserve land, energy, and water resources, support active transportation, reduce vehicle trips, and improve air quality.
- **Behavior health.** Promote behavioral health services, including those targeted towards families and children, through land use and zoning regulations, partnerships for health, and provision of educational material materials.

## Goal HSC-2: Neighborhoods designed to encourage a healthy lifestyle for people of all ages, abilities, income levels, and cultural backgrounds.

Intent: To design neighborhoods in Seaside that have positive impacts on the health and the well-being of residents in the near and long term. To achieve this, the City will integrate and promote health as part of planning and designing the built environment.

### Policies:

- **Neighborhood design.** Design neighborhoods to promote pedestrian and bicycle activity as alternatives to driving. This policy is implemented through the Land Use and Community Design Element.
- **Active transportation.** Prioritize transportation system improvements that encourage walking, biking and transit use in the areas with the highest need. This policy is implemented through the Mobility Element.
- **Vision zero.** Strive for a safe transportation system that eliminates traffic-related fatalities and reduces non-fatal injury collisions. This policy is implemented through the Mobility Element.
- **Housing options and affordability.** Promote development of a variety of housing types that meet the needs of residents of all income levels. This policy is implemented through the Housing Element.
- **Park access.** Increase access to existing and proposed parks and open spaces throughout historic Seaside neighborhoods and former Fort Ord lands. This policy is implemented through the Parks, Open Space, and Conservation Element.
- **Social connectedness.** Design neighborhoods to facilitate social connectedness, siting parks and other public spaces, and placemaking activities in central, easily-accessible locations. This policy is implemented through the Land Use and Community Design Element.
- **Childcare services.** Encourage the development of a range of child care facilities that support voucher-based child care, including family day care homes and public and private childcare centers in order to fulfill the variety of childcare needs of Seaside families. This policy is implemented through the Goal HSC-11
- **Health equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle, including access to healthy food, for all Seaside residents and workers.
- **Coordination with regional agencies.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Health-promoting uses.** Prioritize health-promoting uses in new development including neighborhood markets, grocery stores, medical centers, pharmacies, parks, gyms, and community gardens.

## Goal HSC-3: Healthy and affordable food available to all residents.

Intent: To provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. To achieve this, the City will support easy access to healthy and affordable food, promote regional food, and support local food enterprises.

### Policies:

- **Healthy food.** Ensure convenient access to affordable, fresh produce in all neighborhoods, including grocery stores, farmers' markets, and community gardens, particularly in underserved areas of Seaside.
- **Community gardens.** Support the use of public and private vacant lots, private development, and public facilities for growing food for personal consumption and enhancing social cohesion, as feasible or appropriate.
- **Urban agriculture.** Encourage residents to grow food (fruits and vegetables) and raise chickens and bees so long as there are not significant negative impacts to local adjacent property owners
- **Local food production.** Encourage local food production and distribution from regional sources in Monterey County to reduce the distance food travels and pollution associated with transporting food.
- **Farmers' market.** Explore opportunities to encourage a regular weekly certified farmers' market in Seaside.
- **Food procurement.** Encourage healthy food and nutrition choices at City facilities and City-sponsored events.
- **Youth food programs.** Work with the Monterey Peninsula Unified School District and other Seaside schools to create or implement educational programs for kids about healthy eating, such as edible school yards and healthy cooking classes.
- **Liquor stores.** Be cognizant of and discourage potential concentrations (e.g. multiple stores on the same block or intersection) of liquor stores and corner stores that sell liquor.
- **Food Insecurity.** Educate residents about eligibility requirements for government nutrition programs, such as WIC and CalFresh.
- **Food businesses.** Encourage and promote innovative food microenterprises in Seaside and create economic development opportunities for entrepreneurs.



Example of a community garden.

## Goal HSC-4: Neighborhoods that enhance the safety and welfare of all residents, employers, and tourists in the City of Seaside.

Intent: To promote safe, clean, and attractive healthy communities with active neighborhoods, parks, and streets supported by good environmental design. To achieve this, the City will promote programs, partnerships, and community design to improve community safety and minimize pollution burden. Additional public safety policies are included in the Safety Element.

### Policies:

- **Community relations.** Continue to foster positive, peaceful, mutually-supportive relationships between Seaside residents and the police.
- **Community and recreational programs.** Encourage the development and operation of community and recreational facilities, programs, internships and block-party neighborhood events as pre-emptive strategies to reduce youth-related crime and to serve all phases of life (e.g., children, families, senior citizens)
- **Regional public safety partnerships.** Encourage regional partnerships that support the coordination of public safety awareness and crime prevention in the community.
- **Lighting.** Improve lighting and nighttime security across all City neighborhoods.
- **Protect sensitive receptor uses.** Discourage development of sensitive land uses – defined as schools, hospitals, residences, and elder and childcare facilities – near air pollution sources – including freeways and polluting industrial sites. In the case of communities (e.g., census tract 140.00) currently residing next to polluting sites such as hazardous and solid waste facilities, regularly ensure the cleaning of these sites to reduce exposure associated with increased health risks.
- **Cleanup of hazardous sites.** Seek funding opportunities for the cleanup, maintenance, and redevelopment of contaminated hazardous sites.
- **Housing rehabilitation.** In partnership with the Monterey County Public Health Department, reduce and remove common home pollutants such as lead, asbestos, mold, and pests, especially in older multifamily buildings where families with children live, by modernizing and maintaining these units.
- **Recreational facilities.** Encourage the location of recreational centers in areas not subject to environmental hazards and in areas where they are easily accessible by public transportation.

## Goal HSC-5: A community that actively participates and engages in decision-making processes.

Intent: To support effective public engagement, build trust, and make better planning decisions. To achieve this, the City will need to consider innovative approaches to neighborhood-scale planning efforts alongside opportunities for collaboration across the region.

### Policies:

- **Opportunities for public engagement in local decision-making.** Encourage diverse methods of community outreach that promote public participation across all segments of Seaside's diverse communities. Engagement should meet people where they already are such as at businesses, churches, community events and other public spaces. Outreach and engagement should also be conducted in the native language spoken in these communities.
- **Area plans.** During area planning processes, encourage continuous participation by those who will be affected by the plan, including residents, property owners, and businesses, as well as the general public and interested groups.
- **Community leadership at the neighborhood-scale.** Encourage the development of neighborhood leadership to facilitate effective resident participation in the community.
- **Adaptable planning spaces.** Incorporate innovative planning meeting formats, including pop-up demonstrations, neighborhood town halls, walking tours, etc.
- **Equitable development.** Develop land use strategies that promote a healthy, vibrant, and inclusive community. Ensure that all members of the community can participate in and benefit from land decisions in their communities.

## Goal HSC-6: High-quality educational and expanded workforce opportunities for all Seaside residents.

Intent: To expand access to educational opportunities and career and vocational training that can increase economic opportunity for all residents and strengthen the regional economy. To achieve this, the City will focus on making training and educational resources available to the most disadvantaged residents, improving health outcomes and reducing inequities for Seaside residents.

### Policies:

- **Enrichment programs.** Promote free or low-cost child and family enrichment programs and afterschool supplemental education programs.
- **Job training and placement.** Promote job training and placement in industries responsive to future economic trends and the City's economic goals, such as "green" industries focused on alternative energy technologies, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, and data services, telecommunications, scientific research and cannabis research and testing.
- **Regional coordination for workforce training and development.** Work with regional partners to support job training and workforce development.
- **Early Childhood Education.** Support a high quality, universal system of early childhood education, especially in low income communities.
- **Youth training and employment.** Support participation in youth training and employment programs as a strategy to improve educational attainment and generate professional aspirations.
- **College pathways for disadvantaged students.** Work with CSUMB as well as other colleges and universities, and regional partners to expand the number of disadvantaged students from Seaside that attend and graduate from 2-year and 4-year colleges. Strive to create incentives for city residents to attend CSUMB.
- **Town-gown partnerships.** Maintain strong "town-gown" relationships with regional institutes of higher learning, including CSUMB, UCSC, Monterey College of Law, Panetta Institute of Public Policy, Middlebury Institute of International Studies, Naval Postgraduate School, and others, and collaborate on potential expansion as appropriate.
- **Regional institutes of higher learning student retention.** Promote efforts to retain students from regional institutes of higher learning as permanent Seaside residents and members of the local workforce after graduation.
- **Regional education coordination.** Coordinate with local and regional educational institutions, including the Monterey Peninsula Unified School District, Monterey Peninsula College, CSUMB, and Middlebury Institute of International Studies, to provide community services and programming that promote educational opportunities.
- **County partnership.** Partner with the network of Monterey County Free Libraries to promote educational programs that teach children, teens, and adults with low literacy to improve reading skills, improve English conversational skills, and homework support.
- **University library access.** Coordinate with CSUMB, MPC and MIIS to offset demand for local libraries and encourage public access to university library resources.
- **Adult education.** Support the creation of adult education and training programs, including English language classes, vocational training, and financial literacy programs that empower residents to save, budget, build credit, and explore investment opportunities.

## Goal HSC-7: Citywide greenhouse gas emissions that meet State reduction targets.

Intent: To meet greenhouse gas reduction targets set by the State. To achieve this, the City will quantify total emissions produced by Seaside and formalize strategies emissions in a Climate Action Plan for reducing greenhouse gas emissions.

### Policies:

- **Reduction targets.** Establish greenhouse gas emission reduction targets in line with those of the State that call for reducing greenhouse gas emissions as follows:
  - 40 percent below 1990 levels by 2030
  - Carbon neutrality by 2045
- **Reduction measures.** Implement greenhouse gas reduction measures to achieve greenhouse gas reduction targets through the development of a Climate Action Plan or similar.
- **Monitor emissions.** Monitor and report greenhouse gas emissions so that reductions can be tracked in a transparent, consistent, and accurate manner.
- **Reduction programs.** Use the emissions inventory and monitoring tools to identify, prioritize, and update programs that effectively contribute to greenhouse gas reductions.
- **Municipal emissions.** Prioritize municipal policies and programs that reduce the City's carbon footprint, such as purchasing alternative fuel vehicles, pursuing solar installation, implementing green purchasing, and retrofitting existing buildings.
- **Green jobs.** Promote greenhouse gas reduction measures that support local job training and placement in green industries focused on environmental sustainability, renewable energy, renewable-related technologies, and bioremediation.
- **Sustainable Communities Strategy.** Collaborate with regional and State partners to implement the Sustainable Communities Strategy to reduce greenhouse gas emissions, balance jobs and housing, and develop transportation systems that support all modes of circulation.

## Goal HSC-8: Buildings and landscapes that promote water conservation, efficiency, and the increased use of recycled water.

Intent: To address water supply limitations that significantly affect development opportunities in the city and that have the potential to create water shortages for existing customers. To achieve this, the City will reduce potable water used by buildings and landscapes in Seaside, focusing on water conservation, water efficiency, and recycled water use. Additional water policies are included in the Community Facilities and Infrastructure Element.

### Policies:

- **Partnerships.** Partner with the Marina Coast Water District, California-American Water, Pure Water Monterey, and the Seaside Municipal Water System to promote and implement water conservation measures, leak detection, and water efficient fixtures.
- **Outreach programs.** Perform outreach efforts to residential and commercial owners to increase awareness of existing water efficiency incentive programs through the City's website and other media methods.
- **Funding sources.** Continue to support and implement third-party programs and financing sources, such as the PACE program, to improve energy and water efficiency of existing buildings.
- **Reduced water use.** When feasible, augment regional conservation programs with City resources to encourage reduced water use in homes and businesses.
- **Recycled water distribution.** Continue to expand the recycled water supply and distribution facilities in the city.
- **Water innovation.** Encourage innovative water recycling techniques such as rainwater capture, use of cisterns, and installation of greywater systems.
- **Conservation design requirements.** Continuously update and improve water conservation and landscaping requirements for new development.
- **Education.** Promote education on policies and practices to encourage residents and businesses to conserve water.



Example of recycled water used for outdoor irrigation.



MCWD at Park-ing Day.

## Goal HSC-9: Energy efficient buildings that use energy from renewable sources.

Intent: To improve energy efficiency and encourage renewable energy that will lower greenhouse gas emissions, support green job creation, and create a more resilient community. To achieve this, the City will improve community-wide access to renewable energy in a way that meets community needs while positioning the community for a sustainable energy future.

### Policies:

- **Net zero buildings.** Explore a requirement for all new residential buildings to use net zero energy by 2030 and all new commercial buildings by 2040, consistent with State goals.
- **Energy efficiency education.** Increase educational and outreach efforts to residential, commercial, and institutional building owners to increase awareness of PG&E, EnergyWatch, and Central Coast Community Power programs, rebates, and incentives and to improve energy efficiency.
- **Funding sources.** Support and implement third-party programs and financing sources, such as a PACE program and CalSolar, to improve energy and water efficiency of existing buildings and to generate renewable energy locally.
- **Efficiency upgrades.** Promote energy efficiency upgrades, such as weatherization and lighting retrofits for qualified households.
- **Renewable energy.** Encourage the installation of renewable energy generation sources in the design and development of new development to reduce energy costs and support resource conservation.
- **Dark Sky.** Partner with PG&E to retrofit streetlights with LEDs that comply with Dark Sky standards.
- **Central Coast Community Power.** Continue to participate as a member of Central Coast Community Power to provide cleaner and more cost-effective electricity to Seaside residents and businesses.
- **Audits and upgrades.** Partner with local residential and business associations to require energy disclosure, audits, and/or upgrades at time of sale of residential and commercial properties.

## GOAL HSC-10: A City that supports programs and partnerships that address the diverse child care needs of its community.

Intent: To increase the number and distribution of childcare facilities throughout the City. To achieve this, the City will continue to support and integrate child care programs in the City and work with local partners to improve child care access.

### Policies:

- **Childcare facilities.** Encourage the development of a range of childcare facilities including family day care homes and public and private childcare centers to fulfill the needs of Seaside residents and employees.
- **Childcare integration.** Coordinate and integrate childcare programs with housing and social programs, wherever feasible.
- **Childcare siting.** Consider siting childcare facilities as part of the redevelopment of downtown and in or near major new employment centers with office and R&D jobs, wherever feasible.
- **Childcare availability.** Incorporate childcare into City-sponsored recreation, workshops, and community engagement activities, wherever feasible.
- **Child care services.** Support expansion of affordable and high quality child care options for working parents and those pursuing higher education.

## Goal HSC-11: New construction that meets a high-level of environmental performance.

Intent: To ensure that new homes and businesses in Seaside supports healthy environment design. To achieve this, the City will promote efficient use of energy and water resources, reduce waste and pollution, and protect health. Buildings can create healthy living and working conditions and meet a high-level of environmental performance.

### Policies:

- **CalGreen.** Ensure future development meets the mandatory elements of CalGreen.
- **Sustainable building practices.** Encourage innovative sustainable building practices when homes are renovated and new buildings are constructed.
- **Red list materials.** Encourage new construction and additions to avoid “Red List” materials and chemicals due to health concerns.
- **Solar-ready buildings.** Require commercial, mixed-use, and multifamily buildings to be solar ready by providing a solar zone and infrastructure such as solar panel standoffs and conduit.
- **Passive solar techniques.** Encourage new development to reduce building energy use by:
  - Maximizing interior daylighting.
  - Using cool exterior siding, roofing, and paving materials with relatively high solar reflectivity to reduce solar heat gain.
  - Planting shade trees on south- and west-facing sides of new buildings to reduce energy loads.
- **Education and training.** Partner with CSUMB and Rancho Cielo to encourage long-term green technology education and training.

## Goal HSC-12: A zero-waste program that increases recycling and reduces food scraps and green waste sent to the Regional Waste Management District.

Intent: To ensure the City provides leadership in waste management services to the community. To achieve this, the City will provide quality services to hard to reach populations, including multifamily and commercial buildings, and work to reduce the negative health and environmental impacts of waste, especially for communities in close proximity to these sites. Additional solid waste policies are included in the Community Facilities and Infrastructure Element.

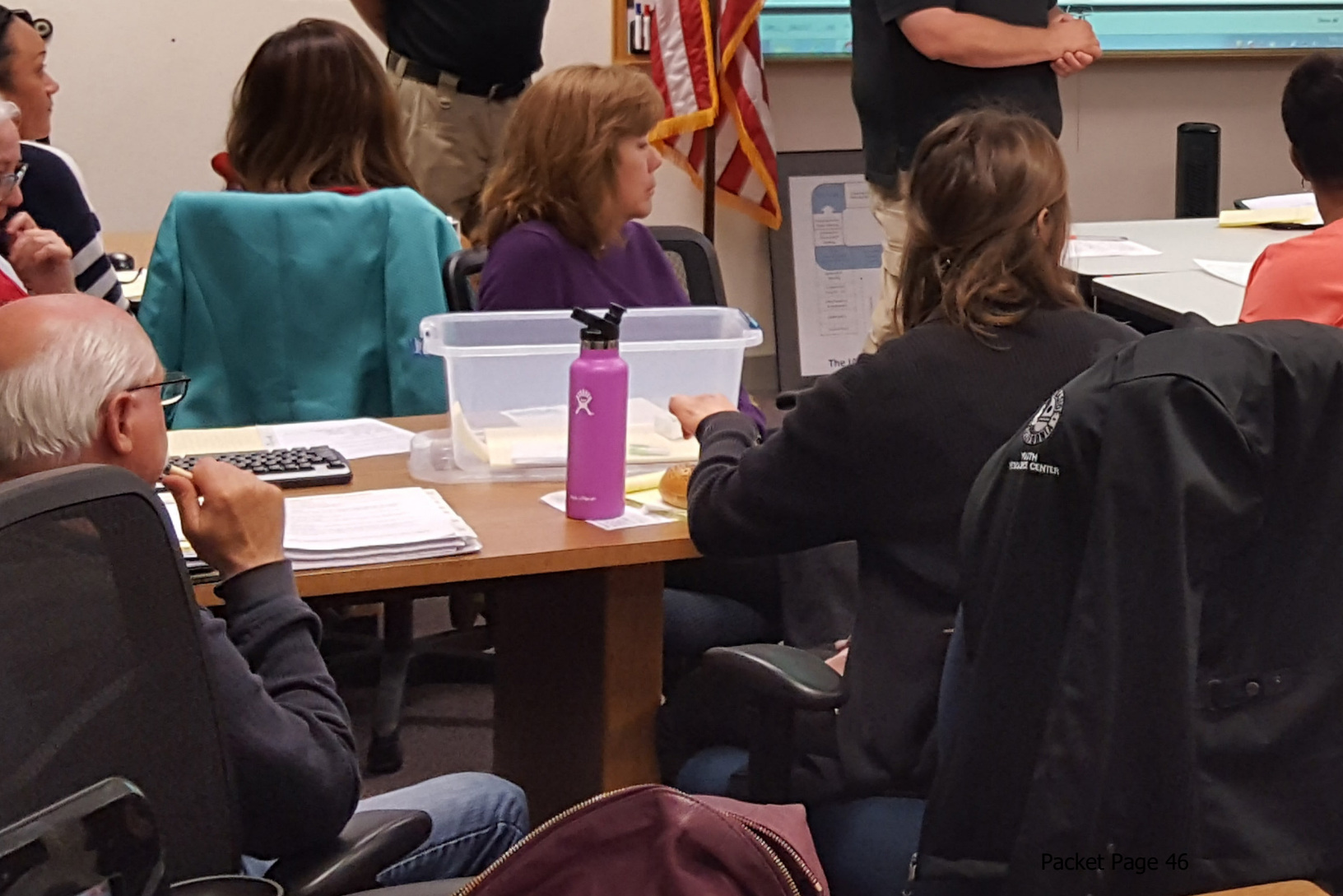
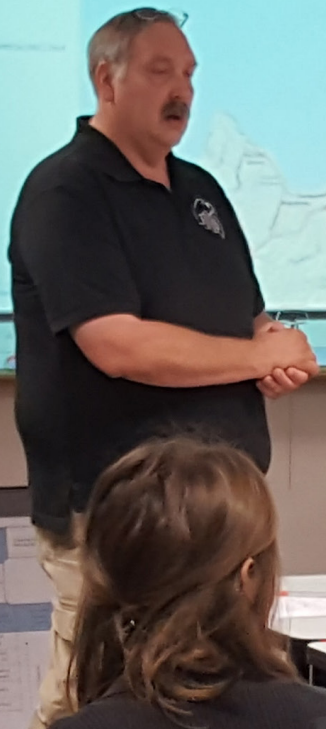
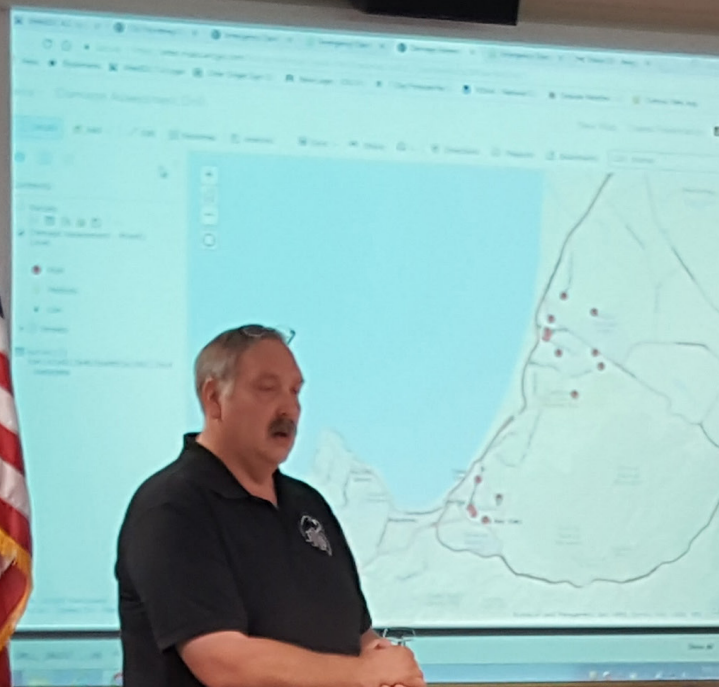
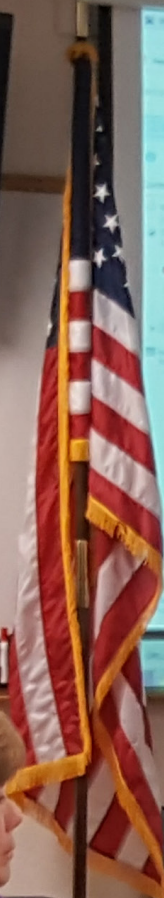
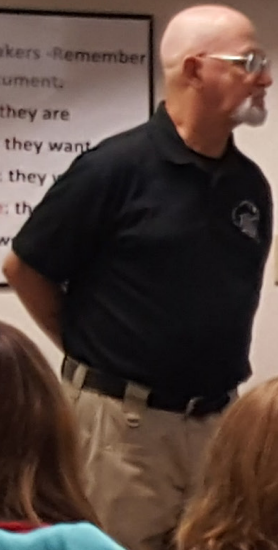
### Policies:

- **Commercial and multifamily recycling.** Promote GreenWaste Recovery's recycling programs expanding outreach to commercial and multifamily residences, including programs that convey the lifecycle effects from green purchasing and recycling.
- **Food and green waste.** Work with GreenWaste Recovery to expand green waste programs so they collect food waste and green waste from commercial and residential uses and divert from landfills.
- **Green purchasing.** Promote green purchasing options across all City departments. Consider the lifecycle effects from purchases.
- **Recycled and locally-sourced materials.** Encourage new construction projects to use recycled and locally-sourced building materials in projects.
- **Salvage and recycle construction materials.** Ensure construction demolition achieves the State's 50 percent target for material salvage and recycling of non-hazardous construction materials.
- **Waste containers.** Promote waste reduction, recycling, and composting by making separate containers available in gathering areas of City-owned facilities.
- **Community reuse.** Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.

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Call Takers -Remember  
to document.  
Who: they are  
What: they want  
When: they want  
Where: they want  
How: they want





## *chapter thirteen*

# IMPLEMENTATION

*This section describes the implementation program for the General Plan. Implementation actions are generally actions needed to mobilize and execute specific policies within the General Plan, such as creating an ordinance or updating a master plan. The chapter also includes indicators to track the implementation of the General Plan over time.*

# Plan Implementation and Administration

The General Plan will be implemented over an extended period of time with a time horizon of 2040. During this time, long-range planning efforts will continue using the goals and policies in the General Plan as a guide.

Although, the General Plan is a living document. State law allows it to be updated and refined over the coming decades. It encourages annual review of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure that it is still consistent with the community's goals.

The General Plan can be amended up to four times per year to accommodate changing conditions. Property owners, the Planning Commission, the City Council, or City staff may propose amendments. Proposed changes must be reviewed by the Planning Commission and the City Council at public hearings and the potential of environmental impacts must be evaluated in accordance with the California Environmental Quality Act.

This implementation chapter includes the following two components, each organized by General Plan chapter:

- **Implementation Programs.** These include programmatic actions to be completed by the City, such as updating plans, completing studies, or implementing new programs.
- **Physical Improvements.** These include physical infrastructure or facility improvements that should be completed to implement the general plan vision.

Each implementation program and physical improvement identifies the responsible City departments, a level of priority (high, medium, or low) and a suggested time frame, as described in Table 19.

**Table 19: Time Frame Guide**

Estimated Date of Completion	
Short	1 – 5 years
Medium	5 – 10 years
Long	10+ years
Ongoing	Recurring or continuous action

# Implementation Programs

The table below identifies programs, policy updates, planning efforts, coordination efforts, and other actions that will help implement the General Plan’s vision and policies. Programs are organized by General Plan chapter, and are consistent with each chapter’s goals and policies.

**Table 20: Land Use and Urban Design Programs**

	Description	Priority	Time Frame	Responsibility
LUD 1.	<b>Specific Plan Consistency.</b> Following adoption of the General Plan, review the existing, adopted Specific Plans and make changes to ensure consistency with the General Plan.	High	Short	Planning
LUD 2.	<p><b>Neighborhood conservation.</b> To preserve Seaside’s existing residential neighborhoods, the City should take the following steps to foster change within each neighborhood.</p> <ul style="list-style-type: none"> <li>• <b>Residential zoning and objective design standards:</b> Review and update residential zoning standards to ensure new development complements existing neighborhoods through objective design standards.</li> <li>• <b>Residential parking programs:</b> Publicize the existing residential parking permit program to manage on-street and off-street parking.</li> </ul>	High	Short	Planning
LUD 3.	<b>Business Improvement Districts.</b> Facilitate the formation of Business Improvement Associations (BIA), Business Improvement Districts (BID), or similar to unite business owners into area branding, marketing, on-going maintenance, and beautification efforts.	Medium	Ongoing	Planning, Community and Economic Development
LUD 4.	<p><b>Specific Plans.</b> Create and implement Specific Plans to bridge the policies of the General Plan with the standards of the zoning code for subareas of the city. Plans should address key opportunities for the area and include the following:</p> <ul style="list-style-type: none"> <li>• The location, phasing, and amount of designated land uses, including parks and recreational uses</li> <li>• Objective urban design standards</li> <li>• Circulation network, including a comprehensive and connected trails plan</li> <li>• Open space and sensitive habitat</li> <li>• Demand for new infrastructure and utility services</li> <li>• An implementation program for public and private development</li> </ul> <p>Plans should include a broad community engagement process tailored to surrounding neighbors, property owners, businesses, tenants, and other key community members and stakeholders. New Specific Plans should be created for Seaside East, Main Gate and Fremont Boulevard.</p>	Medium	Long	Community and Economic Development

LUD 5.	<b>West Broadway Urban Village Specific Plan.</b> Modify development standards in the West Broadway Urban Village Specific Plan to help spur catalytic projects and development.	High	Short	Planning, Community and Economic Development
LUD 6.	<b>Development review.</b> As feasible, streamline the development review and update process for projects that conform with the goals and policies of the General Plan to ensure that development applications are implemented in a timely manner. This may include ministerial review for projects that fall within the building height and intensity limits. Zoning code updates should address this development review process.	High	Short	Planning, Community and Economic Development
LUD 7.	<b>Development fees.</b> Develop city-wide or area-wide development impact fees for infrastructure, community benefits, and long-range planning. As part of this process, complete the following activities: <ul style="list-style-type: none"> <li>Review and modify existing fees.</li> <li>Work collaboratively with developers to establish a common set of development impact fees for infrastructure, parks and recreation, transportation, affordable housing, and others as needed.</li> </ul>	High	Medium	Planning, Community and Economic Development
LUD 8.	<b>Development fact sheets.</b> Create and promote a series of one-page fact sheets about permitting, zoning, building, and development requirements and questions. Incorporate sustainability practices related to building construction, site design, and renovation into materials.	Medium	Ongoing	Planning, Community and Economic Development
LUD 9.	<b>Infill housing incentive program.</b> Establish an infill housing incentive program. Potential incentives may include an expedited building permit process, impact fee waivers or other incentives.	Medium	Long	Planning, Community and Economic Development
LUD 10.	<b>General Plan Reviews.</b> Review the General Plan on a five-year cycle, including a review of individual elements and community programs. Periodically revise the General Plan and respond to individual Plan Amendment petitions.	High	Short	Planning, Community and Economic Development
LUD 11.	<b>Resident Handbook.</b> Prepare a handbook of information about neighborhood and civic organizations addressing subjects like disaster preparedness, neighborhood beautification, and a “how-to” communicate with City departments.	Medium	Short	All City Departments
LUD 12.	<b>Development review for childcare.</b> Streamline processing and permit regulation, to the extent possible, to promote and support the development of childcare facilities and family childcare homes. Review zoning regulations regarding home-based early childhood education facilities for areas that can be streamlined. Ensure consistency with State Code.	High	Short	Planning, Community and Economic Development

LUD 13.	<b>Community liaison.</b> Create a community liaison position to encourage community participation and support community engagement efforts, including addressing inclusion, cultural responsiveness, and selection of planning spaces.	Medium	Medium	Planning
LUD 14.	<b>Land use monitoring.</b> Establish a monitoring and reporting system for land use development in the city. Land use monitoring should include metrics, such as number of new housing units, affordable housing units, commercial square footage, and natural and undeveloped areas on former Fort Ord lands, among others.	High	Short	Planning
LUD 15.	<b>Define and develop missing middle housing.</b> Conduct an analysis of employee inflow/outflow, median housing prices, median area incomes, other demographic/housing variables, and urban form to define appropriate missing middle housing types for Seaside. Encourage the development of appropriate missing middle housing types through zoning standards, development review procedures, and appropriately structured fees that encourage missing middle units.	High	Short	Community and Economic Development

**Table 21: Economic Development Programs**

	Description	Priority	Time Frame	Responsibility
ED 1.	<b>Business retention and expansion program.</b> Create a business retention and expansion program that includes a longitudinal study of local businesses, hiring practices, workforce, and workforce means.	High	Short	Community and Economic Development
ED 2.	<b>Comprehensive branding and marketing plan.</b> Work with the business community to develop a Comprehensive Branding Plan that includes a new, unique logo for Seaside with accompanying fonts and other visual themes that highlight Seaside's various attributes.	High	Short	Community and Economic Development
ED 3.	<b>Comprehensive marketing plan.</b> Work with the business community to develop a Comprehensive Marketing Plan that includes 1) a target list of businesses for attraction and expansion; 2) policies, actions, and marketing strategies; and 3) benchmarks to measure progress in implementation. The marketing strategies should highlight value propositions for doing business in Seaside.	High	Short	Community and Economic Development
ED 4.	<b>Marketing and support service coordination.</b> Align efforts with regional and local partners to provide marketing services that support Seaside businesses.	Medium	Ongoing	Community and Economic Development
ED 5.	<b>Marketing and placemaking programs.</b> Develop marketing and beautification strategies to raise awareness of areas targeted for revitalization.	High	Ongoing	Planning, Community and Economic Development
ED 6.	<b>Broadway Avenue Improvement Plan.</b> Market the Broadway Avenue Improvement Plan to developers and businesses generally conducive to a pedestrian-oriented Downtown area, such as a mix of local and regional-serving retail, local serving office uses, and cafes/restaurants.	High	Short	Community and Economic Development
ED 7.	<b>Base industry marketing program.</b> Develop a marketing program to attract economic base industries in high regional demand with anticipated low susceptibility to seasonality or downturns including expanding innovative technology firms in Silicon Valley. Track emerging technologies with the potential for expansion and location in Seaside as part of this program.	Medium	Short	Community and Economic Development
ED 8.	<b>Restaurant marketing campaign.</b> Work with restaurant owners to develop marketing strategies that highlight Seaside's unique restaurants.	Medium	Ongoing	Community and Economic Development
ED 9.	<b>Start-up/spinoff marketing program.</b> Work in coordination with the Monterey Bay Economic Partnership and regional institutions of higher learning to develop marketing strategies to attract and expand emerging start-ups and spinoffs in innovative industries, such as agriculture technology, applied robotics, computer hardware, software, and data services.	High	Short	Community and Economic Development

ED 10.	<b>Bureau of Land Management and State Parks marketing program.</b> Work in coordination with appropriate city agencies and private developers to develop a marketing and branding program that highlights northern Seaside, including the Campus Town Specific Plan, as a site to potential visitors.	Medium	Long	Community and Economic Development
ED 11.	<b>Economic Development Strategic Plan.</b> Create an Economic Development Strategic Plan to maintain a favorable business climate and address changes in economic trends.	High	Short	Community and Economic Development
ED 12.	<b>Cultural attractions and events.</b> Work with local and regional organizations to establish and promote a multiplicity of cultural attractions and events in the community linked to the City's Historic Context Statement (Action C 7).	High	Ongoing	Community and Economic Development
ED 13.	<b>Film production.</b> Coordinate with the Monterey Film Commission, the California Film Commission, CSUMB, and local K-12 schools to market sites in Seaside for film production.	Low	Ongoing	Community and Economic Development
ED 14.	<b>Coastal signage program.</b> Adopt a public access/directional and interpretive sign program in accordance with Local Coastal Plan policies PAR-CZ 1.1.C. and PAR-LG 1.1.B.i. that provides residents and visitors with informational signs identifying the location of the Monterey Bay and California Coastal Trail alignments within Seaside.	Medium	Short	Planning, Public Works
ED 15.	<b>Commercial recreational facility.</b> Attract the development of a large-scale commercial recreational facility to serve residents and tourists.	Medium	Medium	Community and Economic Development
ED 16.	<b>Shovel-ready inventory.</b> Consult with private property owners and identify City-owned parcels (including those in the Long-Range Property Management Plan) to create a current list of parcels suitable and ready for development.	High	Short	Planning, Community and Economic Development
ED 17.	<b>Infrastructure and utility provision for shovel-ready sites.</b> Provide shovel-ready sites with necessary infrastructure and utility services to ensure efficient development.	Medium	Ongoing	Planning, Public Works
ED 18.	<b>Market shovel-ready properties.</b> Establish a marketing program to advertise shovel-ready opportunity sites to the development community.	High	Short	Community and Economic Development
ED 19.	<b>Enhanced Infrastructure Financing Districts &amp; Community Revitalization Investment Authorities.</b> Continue to support development of an Enhanced Infrastructure Financing District(s), Community Revitalization Investment Authorities, and other financing opportunities as they arise to support the funding of long-term, more costly infrastructure improvements and associated revitalization efforts.	Medium	Ongoing	Community and Economic Development
ED 20.	<b>Enhanced economic development utilities rate.</b> Work with the California Public Utilities Commission, PG&E, Central Coast Community Energy, and other utility companies to establish an Enhanced Economic Development Utility Rate and accompanying program that provides discounted utility rates to attract, expand, and retain qualifying businesses.	Low	Medium	Community and Economic Development

ED 21.	<b>Advanced and sustainable industry workforce training.</b> Coordinate with applicable entities to identify or create training and placement programs in targeted industries including advanced manufacturing, applied robotics, agriculture technology, cannabis testing and research, computer hardware, software, data services, legal services, telecommunications, and other fields.	High	Medium	Community and Economic Development
ED 22.	<b>Provide information for financing assistance to businesses.</b> Develop and advertise programs that assist firms proposing substantial new job creation to access SBA and State and local development funds.	High	Ongoing	Community and Economic Development
ED 23.	<b>Workforce training.</b> Conduct an inventory of workforce training needs of businesses in Seaside and coordinate with regional partners, and other regional institutions of higher learning to identify or create suitable training programs, and help coordinate training resources in the County.	Medium	Medium	Community and Economic Development
ED 24.	<b>Public-private partnerships.</b> Support the use of public-private partnerships to foster job growth and vocational training, including partnerships used or planned by major public entities in Seaside such as with CSUMB, Hartnell College, Cabrillo College, Monterey Peninsula College, and the US Defense Department.	Medium	Ongoing	Community and Economic Development
ED 25.	<p><b>Regional institutes of higher learning/City of Seaside Economic Strategic Plan.</b> Coordinate with CSUMB and other regional institutes of higher learning to develop a joint Economic Development Strategic Plan focused on enhancing “town-gown” relationships and coordinating planning efforts as part of the Economic Development Strategic Plan. Ensure that the joint Strategic Plan addresses the following:</p> <ul style="list-style-type: none"> <li>Partnerships between the City, the CSUMB Institute for Innovation and Economic Development, and the UCSC Center for Innovation and Entrepreneurial Development to support entrepreneurship and to bring emerging spinoffs and startups to Seaside;</li> <li>Partnerships between the City and appropriate technology transfer offices of regional institutes of higher learning to support transfer of knowledge and technology to emerging spinoffs and start-ups;</li> <li>Measures the City may take to facilitate the formation of emerging spinoffs and start-ups, such as assistance navigating the City’s permit process, expedited project review, and assistance in finding appropriate locations/spaces in Seaside; and</li> <li>Internships and apprentice programs to connect students from regional institutes of higher learning with full-time employment opportunities in Seaside.</li> </ul>	Low	Ongoing	Planning

Table 22: Mobility Programs

	Description	Priority	Time Frame	Responsibility
M 1.	<b>Vision Zero Action Plan.</b> Prepare a Vision Zero Action Plan that sets forth goals and targets to reduce car crash deaths and collisions, including active transportation and street design strategies, safe routes to school, and multi-modal transit initiatives. The plan should also include an analysis of unsafe pedestrian and cycling areas, provisions for sidewalk safety, and bike parking standards.	High	Medium	Public Works, Police, Fire, City Attorney
M 2.	<b>Bicycle Master Plan consistency.</b> Revise the Bicycle Master Plan and make changes to ensure consistency with the General Plan.	High	Medium	Planning, Public Works
M 3.	<b>Parking standards consistency.</b> Revise the Zoning Ordinance requirements for off-street parking to ensure consistency with the General Plan.	High	Short	Planning
M 4.	<b>Pedestrian Master Plan.</b> Develop a citywide Pedestrian Master Plan or incorporate a pedestrian element into the Bicycle Master Plan update (i.e., would become a Bicycle & Pedestrian Master Plan) to identify recommended improvements in each of the Pedestrian Improvement Focus Areas.	High	Short	Planning, Public Works
M 5.	<b>Transportation impact criteria.</b> Revise the Seaside transportation significance criteria for projects subject to CEQA, including adoption of a vehicle miles travelled (VMT) threshold.	High	Short	Public Works
M 6.	<b>Transportation Impact Fee and Nexus Study.</b> Conduct a nexus study as a basis for a transportation impact fee (TIF) program update.	High	Short	Planning, Public Works
M 7.	<b>Dedicate City staff for Complete Streets and Safe Routes to School projects.</b> Allocate additional staff resources to manage, implement and pursue funding for Complete Street projects, including the submittal of grant applications for bikeway, pedestrian and Safe Routes to School (SRTS) funding.	High	Ongoing	Public Works

**Table 23: Conservation, Park, and Open Space Programs**

	Description	Priority	Time Frame	Responsibility
C 1.	<b>Tree Preservation Ordinance.</b> Adopt an ordinance specifically addressing the preservation of oak trees. At a minimum, this ordinance shall include restrictions for the removal of oaks of a certain size, permit requirements for removing oaks of the size defined, and specifications for relocation or replacement of oaks removed.	High	Short	Planning
C 2.	<b>Habitat Management Plan.</b> Continue to partner with local, regional, and federal agencies to implement the programs outlined by the HCP and HMP.	High	Ongoing	Planning
C 3.	<b>Seaside Habitat Management Plan.</b> As funding becomes available, develop a Seaside Habitat Management Plan that outlines the habitat management protection measures not already addressed in the Fort Ord HMP and HCP to protect habitat and species specific to Seaside and for areas outside the Plan Area of the FORA HCP. The Seaside Habitat Management Plan should include roles and responsibilities and identify funding or financing mechanisms to implement the plan. The Seaside Habitat Management Plan should be consistent with the Fort Ord HMP and HCP.	Medium	Medium	Planning
C 4.	<b>Fort Ord Regional Habitat Cooperative.</b> Be a cooperative member of the Fort Ord Regional Habitat Cooperative (Joint Powers Authority), and coordinate with FORA and the other cooperating members to finalize the HCP Plan and Implementing Agreement.	High	Short	Planning
C 5.	<b>Dark Sky Lighting Ordinance.</b> Prepare a Dark Sky Ordinance to regulate outdoor lighting through the adoption of comprehensive citywide outdoor lighting standards.	Medium	Medium	Planning
C 6.	<b>Archaeological Sensitivity Map.</b> Develop a Cultural Resource Sensitivity Map based upon field and literature surveys identifying the locations of known cultural resources and areas of archaeological sensitivity within the City and its Sphere of Influence.	High	Short	Art and History Commission, Planning
C 7.	<b>Historic Context Statement.</b> Prepare a historic context statement to form the basis of evaluating significance and integrity of historic resources.	High	Short	Art and History Commission, Planning

C 8.	<b>Historic Resource Survey.</b> . Use the Historic Context Statement to guide, establish, and maintain an historic resource survey for Seaside	High	Ongoing	Planning, Art and History Commission
C 9.	<b>Siltation Program.</b> Seaside, in consultation with the Natural Resources Conservation Service, shall develop a program that will provide, to every landowner, occupant, and other appropriate entities information concerning vegetation preservation and other best management practices that would prevent siltation of waterways in or downstream of the former Fort Ord.	High	Short	Planning, Public Works
C 10	<b>Update Zoning Code.</b> Update the zoning code and requirements for all new land use development applications to establish standards that further the health and diversity of Seaside’s urban forest. Updates should include tree planting guidelines, accommodation of trees during infrastructure design for projects, and preservation of mature trees where possible.	Medium	Short	Planning,
PO 1.	<b>Wayfinding program.</b> Implement a wayfinding and signage program to improve visibility to key City parks, the National Monument, Seaside Beach, and the State Dunes Beach.	Medium	Short	Public Works, Planning, Recreation Services
PO 2.	<b>Joint use with MPUSD.</b> Maintain existing joint use agreements with MPUSD to allow residents greater park access.	High	Short	Public Works, Planning, Recreation Services
PO 3.	<b>Joint use with CSUMB.</b> Strive to establish a formal joint use agreement with CSUMB allowing Seaside residents to use campus sports and recreation facilities.	Medium	Short	Public Works, Planning, Recreation Services
PO 4.	<b>Joint use with US Army.</b> Strive to establish a formal joint use agreement with the US Army allowing Seaside residents to use publicly-accessible parks and open spaces.	Medium	Short	Public Works, Planning, Recreation Services
PO 5.	<b>Seaside history.</b> Create a short history of Seaside and its peoples for distribution to schools, visitors and interested businesses.	High	Short	Arts and History Commission
PO 6.	<b>Maintenance plan.</b> Develop a park maintenance plan that specifies the types of maintenance required for each park and timing of such work.	High	Short	Public Works

**Table 24: Healthy and Sustainable Communities Programs**

	Description	Priority	Time Frame	Responsibility
HSC 1.	<b>Health resources inventory.</b> Develop an inventory of health resources in the City in cooperation with the Monterey County Department of Public Health and the Blue Zones project..	Medium	Short	Planning
HSC 2.	<b>Healthy food choices.</b> Develop a plan to attract more healthy food choices to the residents of the city. The plan should strategically consider location and expansion of new and existing businesses to promote access to healthy food choices throughout the city.	Medium	Long	Planning
HSC 3.	<b>Greenhouse gas inventory.</b> Prepare a revised greenhouse gas inventory on regular 3-year cycles.	Medium	Ongoing	Planning, Engineering
HSC 4.	<b>Climate Action and Adaptation Plan.</b> Prepare a Climate Action and Adaptation Plan that establishes greenhouse gas reduction targets in alignment with State targets. Specify energy, water, transportation, and other actions necessary to meet those targets. Identify Seaside’s most significant potential climate change risks and vulnerabilities in order to create a framework for decision makers to build a more resilient and sustainable community. Include an adaptation strategy and regular plan maintenance as addressed in the Health and Sustainable Community Element. Special focus should be provided related to sea level rise and coastal flooding, drought, extreme heat, and wildfire risk.	High	Ongoing	Planning, Engineering
HSC 6.	<b>Zoning and implementation ordinances.</b> Regularly review and update zoning and building codes to enable innovative sustainability measures, including implementation of the following: <ul style="list-style-type: none"> <li>• Greywater capture and reuse systems</li> <li>• On-site bioretention-based stormwater facilities</li> <li>• Wind generation on residential and commercial buildings</li> <li>• Electric vehicle infrastructure requirements</li> <li>• Establish green building performance standards</li> <li>• Design standards that promote healthy food and activity choices, including sidewalks, safe routes to schools, and access to parks and open space.</li> </ul>	High	Ongoing	Planning, Building and Code Enforcement
HSC 7.	<b>Educational materials.</b> Produce a City resource guide for commercial and residential solar and wind installation, including information on state and local regulations, incentives, and other third-party programs.	Medium	Ongoing	Planning, Building and Code Enforcement

HSC 8.	<b>Central Coast Community Energy.</b> Annually review the progress of the Central Coast Community Energy region-wide collaborative partnership progress in funding renewable energy projects and reducing carbon-based emissions.	High	Ongoing	Planning, Engineering
HSC 9.	<b>Information campaign about early childhood education.</b> Promote significant benefits of quality early childhood education to community members, employers, businesses and developers through social marketing campaigns.	Medium	Ongoing	Planning, Community and Economic Development
HSC 10.	<b>Licensed childcare providers.</b> Work with local institutions of higher education and the Child Care Resource & Referral agency to coordinate and expand professional development pathways for residents to become licensed childcare providers.	Medium	Short	Planning, Community and Economic Development
HSC 11.	<b>Child care needs assessment.</b> The City will work with local institutions, including the Monterey County Health Department and Monterey Unified School District, to assess child care needs and will work with local organizations and institutions, where feasible, to implement programs to address childcare shortfalls.	High	Ongoing	Planning, Community and Economic Development
HSC 12.	<b>Enrichment programs.</b> Partner with local institutions, including the Monterey Peninsula Unified School District and Monterey County Free Libraries, and other public and private organizations to maintain and enhance existing extended learning opportunities through after-school enrichment programs, summer boost programs, school breaks, and weekends for all children.	High	Short	Planning, Community and Economic Development
HSC 13.	<b>Siltation program.</b> Develop a program preventing siltation of waterways focused on former Fort Ord lands.	High	Short	Public Works, Planning

**Table 25: Utility Infrastructure**

	Description	Priority	Time Frame	Responsibility
CFI 1.	<b>Plan consistency.</b> Following adoption of the General Plan, review the existing, adopted Specific Plans, and the Local Coastal Plan (LCP) and the LCP Implementation Plan, and make changes to ensure consistency with the General Plan.	High	Short	Planning, City Attorney
CFI 2.	<b>City ordinances.</b> Update the existing City code and ordinances to reflect current requirements and GP policies for water, sewer, and storm drainage requirements and policies.	High	Short	Planning, Public Works
CFI 3.	<b>Water System Master Plan and Rate Study.</b> Revise the Water System Master Plan based on current requirements and policy for Seaside Muni, CalAm, and Marina Coast	Medium	Ongoing	Seaside Municipal Water Supply
CFI 4.	<p><b>Water allocation process.</b> Take a leadership role in the development of a unified water allocation process for all local agencies, including:</p> <ul style="list-style-type: none"> <li>• Support regional efforts to develop new water supplies for Cal-Am and MCWD to ensure water supply for both existing and proposed uses within the City.</li> <li>• Work with regional partners (Cal-Am, MCWD, MRWPCA, and/or MPWMD) to ensure new water supplies are obtained for SMWS to meet its long- term needs.</li> <li>• Establish priorities for water allocation in order to catalyze investment in key areas of the City, such as Downtown (West Broadway Urban Village Specific Plan area) and Fremont Boulevard</li> </ul>	High	Short	Public Works, SMWS, Planning
CFI 6.	<b>MRSWMP participation.</b> Continue to participate in the Monterey Regional Stormwater Management Program (MRSWMP).	Medium	Ongoing	Public Works
CFI 7.	<b>Stormwater development standards.</b> Develop a guidance document to clarify stormwater requirements specific to the Coastal Zone, the former Fort Ord, and any requirements which the City may have over-and-above the MRSWMP requirements. Identify opportunities that result in water being “credited” back to the City.	High	Short	Public Works
CFI 8.	<b>Stormwater Master Plan.</b> Update the 2013 Draft Stormwater Master Plan to reflect current and upcoming permit requirements and resulting capital expenditures.	High	Ongoing	Public Works
CFI 9.	<b>Stormwater Utility Fee.</b> Implement a Stormwater Utility Fee.	Medium	Short	Public Works
CFI 11.	<b>Maintenance schedule.</b> Create a routine maintenance schedule for infrastructure.	High	Short	Public Works

Table 26: Safety Element Programs

	Description	Priority	Time Frame	Responsibility
S 1.	<b>California Building Codes.</b> As new versions of the California Building Standards Code (CCR Title 24, published triennially) are released, adopt and enforce the most recent codes. Specifically, to minimize damage from earthquakes and other geologic activity, implement the most recent State and seismic requirements for structural design of new development and redevelopment.	Medium	Ongoing	Public Works, Building and Code
S 3.	<b>Flood inundation map.</b> Partner with the USGS to develop a flood inundation map to identify areas prone to localized flooding in Seaside.	Medium	Short	Public Works, Planning
S 4	<b>Fire Code.</b> Adopt the most recent Uniform Fire Code provisions and appropriate amendments.	Medium	Ongoing	Fire, Building and Code Enforcement
S 5.	<b>Fire preventative measures.</b> Develop fire prevention measures in wildland-urban interface areas to reduce wildfire hazards, in cooperation with Fort Ord jurisdictions and the surrounding communities' fire protection agencies.	Medium	Ongoing	Fire, Planning
S 6.	<b>Remediation of hazardous and toxic materials.</b> Work closely with regional and federal partners on former Fort Ord remediation. Perform timely reviews of the implementation progress and maintain a public record of property locations which contain hazardous materials, including a timetable for and the extent of remediation to be expected.	High	Ongoing	Planning
S 7.	<b>Hazardous materials management.</b> For the use of former Fort Ord lands, the City shall assess the use of hazardous materials as part of its environmental review and/or include approval, and development of a hazardous management and disposal plan as a condition of project, subject to review by the County Environmental Health Department.	High	Ongoing	Building and Code Enforcement, Fire
S 8.	<b>Emergency Preparedness Plan.</b> Prepare an Emergency Preparedness Plan for disaster planning and guidance in responding to emergencies.	High	Ongoing	Fire
S 9.	<b>Emergency response training sessions.</b> Hold annual training sessions for staff and the public to educate all residents and businesses about emergency response procedures, evacuation routes, and locations of critical facilities.	Medium	Ongoing	Fire
S 10.	<b>Critical facilities inventory.</b> Establish a critical facilities inventory and establish guidelines for operations of such facilities during emergencies.	High	Short	Fire, Police

**Table 27: Noise Programs**

	Description	Priority	Time Frame	Responsibility
N 1.	<p><b>Requirement for acoustical studies.</b> Amend development application requires so that prior to accepting development applications as complete, projects complete acoustical studies prepared by qualified professionals for all new development that is:</p> <ul style="list-style-type: none"> <li>Proposed in the City's jurisdiction that could result in noise environments above Zone A of Table 19, (normally acceptable noise ranges), including any proposed development located within a 60dBA CNEL or higher noise contour, as shown in Figure 61, Future Noise Contours.</li> <li>Proposed in the Fort Ord Planning Area that could result in noise environments above noise range I (normally acceptable ranges), as shown in Table 20.</li> </ul> <p>Acoustical studies shall identify mitigation measures that would be required to comply with the noise guidelines in Table 19 and Table 20 to ensure that existing or proposed uses will not be adversely affected.</p>	High	Ongoing	Planning
N 2.	<p><b>Update the City's Noise Ordinance.</b> Provide development standards and project design guidelines that include a variety of mitigation measures that can be applied to meet City standards. Additionally, the City shall update the City's Noise Ordinance for application in the former Fort Ord, including adopting land use compatibility criteria for exterior community noise, shown in Table 4.5-3 of the FORA Base Reuse Plan Conservation Element; and incorporating the performance standards shown in Table 4.5-4 of the FORA Base Reuse Plan Conservation Element to control noise from non-transportation sources, including construction noise.</p>	High	Short	Planning
N 3.	<p><b>Construction noise limits.</b> Review the hours of allowed construction activity to ensure they effectively lead to compliance within the limits (maximum noise levels, hours and days of allowed activity) established in the City's noise regulations (Title 24 California Code of Regulations, Zoning Ordinance, and Chapter 21A of the Municipal Code).</p>	Medium	Ongoing	Planning

<p>N 4.</p>	<p><b>Reduce motor vehicle noise.</b> The City should coordinate with Caltrans to evaluate the exposure of existing and future residences in Seaside to noise generated by motor vehicle activity on State Route 1 and Canyon Del Rey Boulevard/State Route 218. As appropriate and feasible to protect residents from excessive traffic noise, the City should encourage the construction of aesthetically pleasing sound barriers on Caltrans facilities.</p>	<p>Medium</p>	<p>Ongoing</p>	<p>Planning, Caltrans</p>
<p>N5.</p>	<p><b>Reduce rail noise.</b> If TAMC initiates passenger rail service in Seaside, the City should coordinate with TAMC to encourage the designation of “quiet zones” along the rail corridor adjacent to land uses that are sensitive and/or the installation of aesthetically pleasing sound barriers to reduce the exposure of nearby residences to rail noise. In addition, the City should coordinate with TAMC to encourage the design and use of trains that reduce groundborne vibration.</p>	<p>Medium</p>	<p>Ongoing</p>	<p>Planning, TAMC</p>

# Physical Improvements

The table below identifies physical improvements to implement the General Plan’s vision and policies, organized by Plan Chapter. Physical improvements are consistent with each chapter’s goals and policies, though not every chapter has associated physical improvements.

**Table 28: Mobility Physical Improvements**

	Description	Priority	Time Frame	Responsibility
M 2.	<p><b>High-Priority Crossing Improvements.</b> Install intersection-specific crossing improvements to reduce the rate of collisions at the following intersections:</p> <ul style="list-style-type: none"> <li>Hilby Avenue &amp; Fremont Boulevard: Install pedestrian crossing enhancements to reduce the rate of pedestrian collisions.</li> <li>Del Monte Avenue &amp; Canyon del Rey Boulevard: Install high-visibility bicycle lane or sharrow treatments to reduce the rate of bicycle collisions.</li> </ul>	High	Short	Public Works
M 3.	<p><b>Noche Buena Safe Routes to School &amp; Traffic Calming Improvements.</b> Plan, design, and install pedestrian improvements along the Noche Buena Avenue corridor that connects Seaside High School with Del Rey Woods Elementary School. Include traffic calming measures on segments not served by MST JAZZ service (north of Playa Avenue and south of Hilby Avenue). Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs), or sooner as a standalone project.</p>	High	Short	Public Works
M 4.	<p><b>East Broadway Complete Streets.</b> Construct “complete street” improvements on Broadway Avenue, between Fremont and General Jim Boulevards, as identified in the 2040 General Plan Mobility Element to include:</p> <ul style="list-style-type: none"> <li>Reduce motor vehicle lanes to one through lane per direction to allow for bicycle lanes and wider sidewalks.</li> <li>Widen sidewalks to 15 feet between Fremont Blvd &amp; Noche Buena Ave.</li> <li>Provide bulbouts at most crosswalks to reduce crossing distances.</li> <li>Provide transit stop amenities at MST JAZZ stops located on East Broadway.</li> </ul>	High	Short	Public Works

M 5.	<p><b>Fremont Boulevard Complete Streets Corridor.</b> Construct street improvements on Fremont Boulevard, as identified in the Seaside 2040 Mobility Element to include:</p> <ul style="list-style-type: none"> <li>• Install bicycle lanes in both directions.</li> <li>• Reduce to one southbound through lane for motor vehicles to allow for a reduction in pedestrian crossing distances, wider bicycle lanes.</li> <li>• Coordinate signals to reduce delays to all travel modes.</li> <li>• Provide transit stop amenities at MST JAZZ stops. Consider the provision of transit signal pre-emption, and bus queue-jump lanes at some locations, to reduce delays to MST JAZZ service on Fremont Boulevard.</li> </ul>	High	Ongoing	Planning, Engineering
M 6.	<p><b>LaSalle Avenue Safe Routes to School &amp; Traffic Calming Improvements.</b> Plan, design and install pedestrian improvements along the LaSalle Avenue, from Del Monte Boulevard to Old Terrace Elementary School. Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs).</p>	High	Medium	Public Works
M 7.	<p><b>FORTAG Trail.</b> Construct the FORTAG trail. Add wayfinding, viewing platforms, seating, and other amenities. Seaside reserves the right to modify portions of the trail within city boundaries. Connect the FORTAG trail to the circulation network of the city, including but not limited to Broadway Avenue, Hilby Avenue, San Pablo Avenue, Eucalyptus Road, Campus Town, Main Gate, and under Highway 1.</p>	High	Medium	Public Works
M 8.	<p><b>Coastal Access Pedestrian Improvement Focus Area Design.</b> Pursue funding for, and construct pedestrian improvements between Oldemeyer Center and the coastline.</p>	Low	Medium	Public Works, Caltrans
M 9.	<p><b>Bicycle Boulevards.</b> Design, pursue funding for, and construct bicycle boulevards to connect Seaside neighborhoods and schools as identified in the Mobility Element.</p>	Low	Medium	Public Works
M 10.	<p><b>Del Monte Boulevard Complete Streets Corridor.</b> North of Broadway: reduce to one northbound through lane for motor vehicles (concurrent with elimination of one southbound lane on Fremont Boulevard) to allow for bicycle lanes (without requiring removal of on-street parking), and reduced pedestrian distances. Coordinate signals for southbound travel.</p>	Low	Medium	Public Works
M 11.	<p><b>Seaside East: Complete Streets Network &amp; Pedestrian Improvement Focus Area improvements.</b> Construct the complete street improvements to serve Seaside East concurrent with, and primarily funded by, new development in Seaside East.</p>	Low	Ongoing	Community and Economic Development, Public Works

M 12.	<b>Campus Town Complete Streets Network &amp; Pedestrian Improvement Focus Area.</b> Construct the complete street improvements to serve Campus Town, concurrent with, and primarily funded by, new development.	High	Ongoing	Community and Economic Development, Public Works
M 13.	<b>Seaside Transit Station.</b> Continue to support efforts aimed at providing regional rail or bus rapid transit (BRT) service that would include the planned Seaside Transit Station on Del Monte Boulevard at the western end of Broadway Avenue.	High	Medium to Long	Public Works, TAMC
M 14.	<b>Citywide Bikeway Network Completion.</b> Complete installation of the entire planned citywide network of Class II bicycle lane, Class III-E Bicycle Boulevard and Class IV Exclusive Bikeway segments by 2030.	High	Medium to Long	Public Works
M 15.	<b>Highway 1 – Redesign of Franklin Boulevard Interchange.</b> Continue to pursue the planned, but unfunded, redesign of the Highway 1 interchange with Franklin Boulevard.	Medium	Long	Public Works, Caltrans
M 16.	<b>Roundabouts.</b> Consider installation of roundabouts to reduce speeds on General Jim Moore Boulevard and at other locations as shown on the 2040 Roadway Network map, subject to available funding.	Low	Long	Public Works
M 17.	<b>New Highway 1 Interchange to/from Monterey Road.</b> Collaborate with Caltrans and TAMC to pursue implementation of the proposed additional Highway 1 interchange to/from Monterey Road, subject to available funding.	Low	Long	Public Works, TAMC, Caltrans
M 18	<b>Visibility Improvement of Crosswalks.</b> Improve safety at crosswalks where paint has faded	Medium	Ongoing	Public Works

**Table 29: Parks, Open Space, and Conservation Physical Improvements**

	Description	Priority	Time Frame	Responsibility
PO 1.	<b>Seaside East Regional Park.</b> Build approximately 50 acres of commercial recreational open space and parks in Seaside East.	High	Medium	Public Works
PO 2.	<b>FORTAG. Connect the FORTAG trail.</b> Add wayfinding, viewing platforms, seating, and other amenities. Connect the FORTAG trail to the circulation network and consider place making opportunities.	High	Medium	TAMC
PO 3.	<b>Parks in Existing Seaside Neighborhoods.</b> Create new parks within existing Seaside Neighborhoods as funds and opportunities are available	Medium	Long	Public Works
PO 4.	<b>Parks in existing Seaside neighborhoods.</b> Create new parks within existing Seaside neighborhoods, as identified in the West Broadway Urban Village Specific Plan, the Parks Master Plan, and north of East Broadway (as funds are available).	High	Long	Public Works

**Table 30: Infrastructure Physical Improvements**

	Description	Priority	Time Frame	Responsibility
CFI 1.	<b>Capital improvement projects.</b> Implement capital improvement projects identified in the Water System Master Plan.	Medium	Ongoing	Public Works
CFI 2.	<b>Water supply.</b> Modify the SMWS system to allow new supplies developed in conjunction with regional partners (Cal-Am, MCWD, MRWPCA, and/or MPWMD) to be transmitted and connected to the SMWS system.	High	Short	Public Works
CFI 3.	<b>Short-term (priority) storm drainage projects.</b> Implement near-term capital improvement projects identified in the Stormwater Master Plan.	High	Short	Public Works
CFI 4.	<b>Long-term storm drainage projects.</b> Implement medium- and long-term capital improvement projects identified in the Stormwater Master Plan.	Medium	Medium/Long	Public Works

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