



AGENDA

CITY OF SEASIDE
NEIGHBORHOOD IMPROVEMENT
COMMISSION

SPECIAL MEETING
440 HARCOURT AVE
Tuesday, July 11, 2023
6:00 PM

NOTICE: *The City Council and the City's Boards, Commissions and Committees, will hold its public meetings in person, with a virtual option for public participation based on availability. The City of Seaside utilizes Zoom tele-conferencing technology for virtual public participation; however, we make no representation or warranty of any kind, regarding the adequacy, reliability, or availability of the use of this platform in this manner. Participation by members of public through this means is at their own risk.*

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://ci-seaside-ca-us.zoom.us/j/81403301073>
WEBINAR ID: 814 0330 1073
3. To participate by phone: Please call (669) 900-9128
Enter the meeting ID 814 0330 1073 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 jtulua@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 Commission may approach the podium when the Chair calls for public comment.

1. CALL TO ORDER

2. ROLL CALL - NEIGHBORHOOD IMPROVEMENT COMMISSION

Shanda LeBoeuf	Chair
Dennis Alexander	Vice Chair
Ramona Olaeta-Reed	Commissioner
Ray Riordan	Commissioner
Tiffinie Meyer	Commissioner
Joan Costello	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

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

A. RECEIVE A PRESENTATION AND PROVIDE FEEDBACK TO STAFF REGARDING THE LAND USE & COMMUNITY DESIGN ELEMENT OF THE REVISED PUBLIC DRAFT GENERAL PLAN

B. CONSIDERATION OF THE JULY 2023 HOUSE OF THE MONTH

C. CONTINUED CONSIDERATION OF UPCOMING PROJECTS IN FISCAL YEAR 2023 - 2024

6. REPORTS FROM COMMISSIONERS

This is a time specifically set aside for Commissioners to make brief comments of general interest to the community, make requests that items be added to future meeting agendas as necessary, and report on Committee Assignments.

7. REPORTS FROM STAFF

This is a time specifically set aside for the Staff Liaison to provide updates on non-

agendized requests from the Commission, and to provide brief information on topics under the purview of the Commission.

8. ADJOURNMENT

Next Regularly Scheduled Meeting:

August 8, 2023

6:00 p.m.

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at (831) 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas and videos of past meetings are available on demand are posted at:

<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

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: Neighborhood Improvement Program

BY: Andrew Myrick, Economic Development & Community Planning Manager

DATE: July 11, 2023

**SUBJECT: RECEIVE A PRESENTATION AND PROVIDE FEEDBACK TO STAFF
REGARDING THE LAND USE & COMMUNITY DESIGN ELEMENT
OF THE REVISED PUBLIC DRAFT GENERAL PLAN**

PURPOSE & RECOMMENDATION

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." California Government Code Section 65300 requires that all cities and counties adopt and maintain a General Plan.

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. 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 purpose of this Report is to provide a broad overview of the contents of the General Plan as well as a summary as well as a proposed process for completion of the document.

The City of Seaside's General Plan consists of the following chapters:

- Vision and Guiding Principles
- Land Use & Community Design Element
- Economic Development Element
- Housing Element
- Mobility Element
- Parks and Open Space
- Conservation Element
- Healthy and Sustainable Community Element
- Community Facilities and Infrastructure Element
- Safety Element
- Noise Element
- Implementation

Each of these Elements has been structured to present a vision for the community. Further, each Element identifies specific actions that the City can take in order to implement this vision. The final Chapter on Implementation summarizes these proposed actions and assigns priorities and timelines associated with them.

City Commissions are being provided the opportunity to provide feedback on the draft General Plan for Elements within their subject matter. The Land Use & Community Design Element is attached. The intention of this item is to provide Commissioners a chance to ask questions of staff and/or provide feedback, either individually or as a group. The public is also welcome to submit their thoughts during this item as well. Comments will be reviewed by staff for possible incorporation into the final version of the General Plan.

ATTACHMENTS

1. Chapter3- Land Use - Seaside GP - 051023
-



chapter three

LAND USE + COMMUNITY DESIGN

This Element provides the long-term vision, goals, and policies for land use, development, and urban design in Seaside to 2040. Land use is a required element, and topics covered include land use designations, preservation of existing neighborhood character, development of new growth areas, and mixed-use corridor revitalization.

In addition to addressing statutory requirements for land use, this Element includes an extensive treatment of community urban design. While not required by statute, it is one of the central components of this General Plan since understanding characteristics of the built environment – the location and design of our homes, stores, parks, offices and the way that we interact with these various places in the public realm – is vital to strengthening quality of life. Setting the appropriate design parameters for future change and redevelopment is critical to realizing the community's vision.

Statutory Requirements

This Element has been prepared to meet State General Plan law. California law (Government Code Section 65302(a)) requires that a city's General Plan include:

“... a land use element which designates the proposed general distribution and general location and extent of uses of the land for housing, business, industry and open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, public buildings and grounds, solid waste disposal facilities and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan.”

The required land use element has the broadest scope of the required elements of a general plan, regulating how all land in a city is to be used in the future. To fully reflect the range of physical attributes that are important for Seaside's success, this chapter also contains goals and policies to guide urban form and design.

The planning area does not contain any land suitable for timber production and does not contain any parcels of real property zoned for timberland production pursuant to the California Timberland Productivity Act of 1982 (Chapter 6.7 (commencing with Government Code Section 51100) of Part 1 of Division 1 of Title 5).

Setting the Scene

The City of Seaside is approximately 7.94 square miles (5,736 acres). Presently, the city is comprised of two adjacent and interrelated entities: the historic city, the original area before base annexation which is largely built out, and the former Fort Ord base lands, which stretch northward and eastward from the historic city and are essentially undeveloped apart from remnants of the base.

Broadly, the pattern of land uses in the city can be described as follows:

- A variety of single-family residential neighborhoods with relatively small parcels comprise the major land use in the developed portion of the city.
- Three primary commercial corridors contain the majority of non-residential uses - primarily retail, restaurants, auto dealerships, and other commercial uses. The corridors are along Fremont Boulevard, Broadway Avenue, and Del Monte Avenue. Nearly all the retail and shopping in Seaside is along these three corridors.
- A cluster of auto-related uses just west of Fremont Boulevard.
- Mixed-density residential neighborhoods on either side of Fremont Boulevard where single-family and multifamily uses are found adjacent to one another.
- A downtown “main street” on west Broadway Avenue.
- Substantial military housing located in a large, isolated, single-use area north of the historic city.
- Areas containing old, deteriorated military structures as well as undeveloped lands that were formerly part of Fort Ord.
- The California State University at Monterey Bay located on the northern boundary of the city on the former Fort Ord lands.
- The Fort Ord National Monument as preserved open space located on the eastern edge of the city.

Existing Land Use

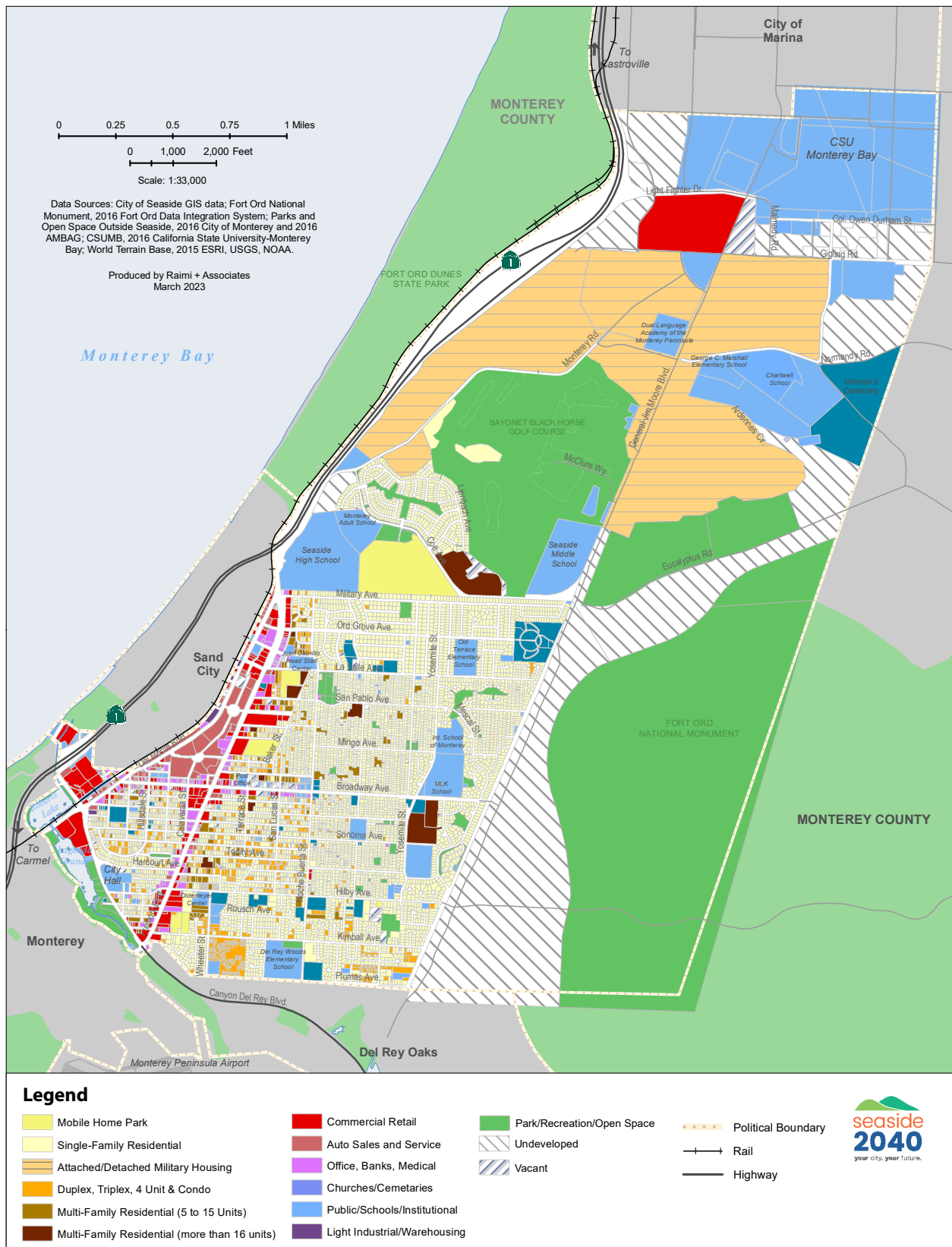
Figure 3 and Table 1 describe the amount and current distribution of land in the City of Seaside. The largest land use category is public lands. This includes parks and open spaces as well as institutional and public facilities. Approximately one-third of the total City land area is occupied by residential uses, the majority of which is single family or duplex housing. Retail, office, industrial and lodging uses account for just 4 percent of the total land area of the city, which is a comparatively low percentage of tax-generating uses.

Table 1: Distribution of Existing Land Uses

Land Use	Acres	Percentage
RESIDENTIAL	1,723	33.1 percent
Manufactured/Mobile Home	68	1.3 percent
Single Family	761	14.6 percent
Military Housing	734	14.1 percent
Duplex/Triplex/Condo/Fourplex	88	1.8 percent
Residential - 5 or more Units	72	1.4 percent
COMMERCIAL/INDUSTRIAL	212	4.1 percent
Retail/Commercial	186	3.6 percent
Office	7	0.1 percent
Lodging	17	0.3 percent
Light Industrial	2	0.1 percent
PUBLIC	2,413	46.4 percent
Institutional or Public Facilities	888	17.1 percent
Parks & Recreation Facilities	1,525	29.3 percent
UNDEVELOPED	852	16.4 percent
Vacant/Nonbuildable	49	0.9 percent
Undeveloped	803	15.4 percent
Total	5,200	100 percent

Source: City of Seaside GIS Data, Note: Table excludes rights-of-way.

Figure 3: Existing Land Use



Residential Uses

Seaside is a mature community with almost three-quarters of its housing stock developed more than 30 years ago. Single-family (15 percent of citywide land area) and duplex (15 percent citywide) are by far the most common residential types. The older residential neighborhoods surrounding the retail core of the city are generally more diverse in terms of residential types than the newer neighborhoods. These older neighborhoods usually contain a mixture of all housing types, whereas newer areas are more segregated and uniform. Similarly, the highest density residential areas are concentrated adjacent to Fremont Boulevard, behind commercial properties, while the outer residential neighborhoods are the least intense, with most properties under 8 dwelling units per acre. Small apartment complexes are scattered throughout the city.

Commercial Uses

Retail, automobile sales and services, office, lodging, and industrial uses account for just 4 percent of citywide area (and one-tenth of the historic city). General retail, which includes stores, groceries, cannabis, and other shops, represents half of these uses by area. Auto-related uses, including the auto center, comprise over 40 acres in the city (and one-fifth of all commercial uses). Non-residential uses are clustered along Del Monte Boulevard, Broadway Avenue, and Fremont Boulevard, with only a handful found outside of these commercial corridors. Generally, commercial uses are currently developed at low intensities, except for the Embassy Suites Hotel, certain parcels in the West Broadway area, and a few key blocks along Fremont Boulevard (developed as pedestrian-oriented retail between Ord Grove and La Salle Avenue, and between Amador and Harcourt). Fremont Boulevard, Del Monte Boulevard and Broadway Avenue are wide, auto-oriented streets designed to move traffic. These corridors offer a mix of older and newer commercial buildings.

Public Uses

Overall, schools are the top institutional use by land area, and the single largest public use in Seaside by area is CSUMB. The university is partially located within the northeastern portion of the city limits, and it offers a variety of undergraduate, graduate, and teaching credential programs. Current enrollment is approximately 7,000 students with over 6,000 full-time equivalent (FTE) employees. CSUMB is projected to increase to over 13,000 students and over 12,000 FTE by 2035, per the 2020 Campus Master Plan.

This institutional use is followed by several schools, including a high school, multiple middle schools, other public schools, and the Cardinale Soccer Stadium. Additionally, there are over 40 parcels owned by churches in Seaside, the second most common public and institutional use. Parks and public buildings, such as City Hall, the library, and the community center, account for the remainder of the public uses.



Retail and service uses along West Broadway Avenue.

Urban Form and Pattern

Seaside has a distinctive urban form and pattern that includes established single family residential areas and commercial corridors in the historic part of the city, military housing in the former Fort Ord lands and vacant land and buildings in the former Fort Ord that will be converted to urban uses over the time horizon of the General Plan.

The city's core residential neighborhoods have a very high building density, with minimal setbacks, while newer subdivisions have a more suburban building layout, with larger yards and less regular building placement. Most of the city's commercial districts, such as the Auto Center area and much of Fremont Boulevard, are developed in a strip commercial development style. The only large building footprints in the city are schools and institutions scattered throughout, and the hotels/big box retail around the intersection of Canyon Del Rey and Del Monte.

Different patterns also emerge at the block level. Small, walkable blocks less than 2 acres in size dominate the older, central areas of the historic city. Moderate blocks of 5 to 25 acres are most common in the suburban expansions along the edge of the city core. Super blocks larger than 50 acres are found in the former Base lands area, with an average block size of 35 acres. Residential blocks in the military areas are typically 10 to 12 acres in size.

Three-quarters of parcels are smaller than 7,500 square feet, which correlates with a city that is rich in single-family and duplex housing. In the historic city, there are very few large, developable parcels. Thus, most future change in this older area is likely to occur in small increments scattered throughout, not in large single-owner projects.

There are just under 200 parcels larger than 1 acre, most of which are auto dealerships, schools, CSUMB property, golf course parcels, or former base lands. Despite this, parcels over 20 acres account for more than two-thirds of the entire city's land area. Large parcel sizes in the northern half of the city can be a potential asset, as it allows coordinated development at a greater scale and with a unified vision, such as with the Campus Town Specific Plan. Yet the lack of existing infrastructure requires a more substantial upfront investment of time and finances.



Single family housing in Seaside.



Retail auto sales in the Seaside Auto Center.

Relevant Land Use Plans

Local Coastal Plan

In 2013, the City of Seaside adopted the Local Coastal Program Land Use Plan (LCP). The LCP provides goals, policies, and implementation actions that govern land and water use within Seaside's coastal zone. The LCP zone in Seaside is relatively small and includes the beach area, Laguna Grande Park, Robert's Lake and a small portion of land with retail uses on the east side of Del Monte Boulevard. The relevant goals and policies from the LCP have been incorporated into this General Plan update to ensure consistency between the two documents.

CSUMB Master Plan

In 2020 California State University – Monterey Bay (CSUMB) released an update to their long-range master plan, a plan to guide growth and development of the campus for the next twenty years. The plan is designed to accommodate 12,700 students (an almost doubling of the current 6,600 students). The vision is to create a compact campus with increased density at the core of the campus and to house 60 percent of the students on campus (7,800 beds) and 65 percent of staff and faculty (approximately 1,220 units). The Plan recognizes the need to work with surrounding jurisdictions to encourage local housing development that also supports off-campus housing.

Gateways

Gateways are identified entrance points into the city that are (or could be) enhanced with unique design features, such as monuments, gateway markers, art, or signage. Currently there are seven gateways into Seaside of varying quality. These gateways are mapped on Figure 4.

- **Strong Gateway.** A location with an existing, noticeable gateway element.
 - **Fremont Boulevard and Del Monte:** This gateway contains a stone retaining wall, landscaping, and three large flags.
- **Weak Gateway.** An entrance to the city that should be marked more elegantly and definitively or amplified with supporting land uses.
 - **Del Monte Avenue between Robert's Lake and Laguna Grande Lake:** This includes views of both lakes on either side of Del Monte Avenue. The southwest corner of Del Monte Avenue and Canyon Del Rey Boulevard/ State Route (Highway) 218 is marked with a Seahorse sculpture.
 - **General Jim Moore Boulevard and Lightfighter Drive:** The primary gateway feature is the CSUMB monument sign at the northeast corner of this intersection.
 - **Fremont Boulevard and Canyon Del Rey Boulevard Canyon Del Rey/ State Route (Highway) 218:** This southern gateway is largely a commercial intersection. There is a small stone retaining wall labeled "City of Seaside" on Fremont Boulevard just past Portola Drive, visible from (but not part of) the main intersection. There is no gateway on the Canyon Del Rey Boulevard travel way near this intersection.

- **No Gateway.** An entryway that needs considerable enhancement.
 - **East of SR 1 on Lightfighter Drive:** This gateway is mostly undeveloped with views of open space and the Monterey Cypress tree groves that characterize the area. There are presently no gateway features.
 - **Gigling Road at the city's eastern boundary:** This gateway is primarily undeveloped but includes a large parking lot on the northeast corner and buildings on the northwest corner. There are presently no gateway features.
 - **General Jim Moore Boulevard at Plumas Avenue:** This southern gateway is largely an undeveloped, open area. There are presently no gateway features.



Entry, gateway sign in Seaside.

Figure 4: Gateways



Land Use Designations

Land use designations indicate the intended use of each parcel of land in Seaside. They are developed to provide both a vision of the organization of uses in the city and a flexible structure to allow for changes in economic conditions and community visions. The 2040 General Plan includes 15 land use designations, described below, mapped in Figure 5 and summarized in Table 2.

The proposed Seaside designations differ from traditional designations in that each specifies additional guidance related to development form and character. These designations include allowable uses and building density, but also address building placement on a lot, parking location and access, building frontage, and streetscape design. This refinement is consistent with the community's desire to provide more specific guidance on the intended future character of the city, and allows the City to establish zoning designations that similarly communicate form and character.

The land use designations and locations are compatible with the zoning districts found in the Zoning Ordinance. For each land use designation, the uses allowed and the standards for development intensity (dwelling units per acre and population per acre for residential development, and floor area ratio (FAR) for nonresidential development) are specified. While General Plan land use designations are broad, the zoning districts include specific allowances and prohibitions of uses (including conditional uses), dimensional requirements, such as building setbacks,

parking standards, and building heights. Note that the maximum density of any land use designation may be exceeded to promote affordable housing provision (in accordance with the density bonus provisions of Section 65915 of the California Government Code).

There are four broad categories of land use designations: 1) residential, 2) commercial and mixed use (e.g. commercial, mixed use, and employment uses), 3) planned development areas, and 4) public and institutional. Residential designations define the predominantly residential areas of Seaside and range from single family homes to multi-family housing. Nonresidential designations provide locations for retail, office, and industrial uses, including vertical or horizontal mixtures. Planned development designations are essentially placeholders for more specific guidance that will be provided by key plans and projects to be developed in the future. Public designations identify a range of public and quasi-public facilities, such as schools, parks, and universities. There is also the potential for housing opportunities within public designations, such as work-force housing for teachers and on church property.

Understanding Density

State law requires that General Plan land use designations provide a measurement of the maximum development intensity allowed within each designation. The three generally accepted metrics are dwelling units per acre, floor area ratio, and persons per square mile.

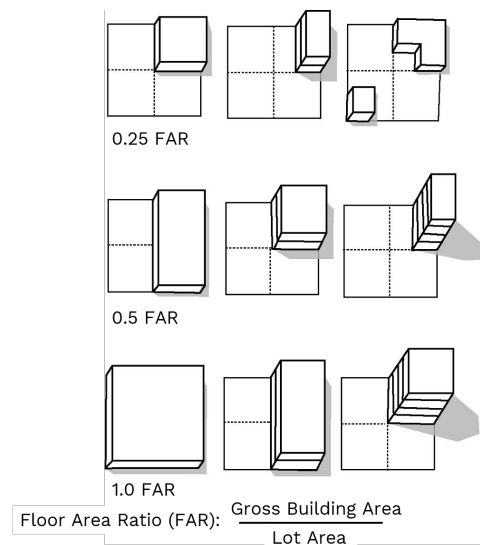
Dwelling Units per Acre- DU/AC

The term density is used for residential uses and refers to the population and development capacity of residential land. Density within the General Plan is described in terms of dwelling units per net acre of land (du/ac), exclusive of existing and proposed streets and rights-of-way.

Floor Area Ratio- FAR

Development intensity, which applies to nonresidential and mixed uses, refers to the extent of development on a parcel of land or lot. Floor area ratio is used in the General Plan as a measure of non-residential or mixed-use development intensity.

Floor area ratio (FAR) expresses the intensity of use on the lot. The FAR represents the ratio between the total gross floor area of all buildings on a lot and the total land area of that lot. For example, a 20,000 square foot building on a 40,000 square foot lot yields a FAR of 0.5. A 0.5 FAR describes a single-story building that covers half of the lot, a two-story building covering approximately one-quarter of the lot, or a four-story building covering one-eighth of the lot.



These FAR calculations and gross floor area do not consider the square footage of any parking facilities (including but not limited to parking structures, surface parking, or underground parking) or other structures not designed for human occupation. Additionally, "Lot," as used here, may encompass multiple legal parcels which are planned as a cohesive development (e.g. mixed-use with townhomes and commercial development which may require subdivisions into separate legal parcels for financing and separate ownership).

Figure 5: General Plan Designations

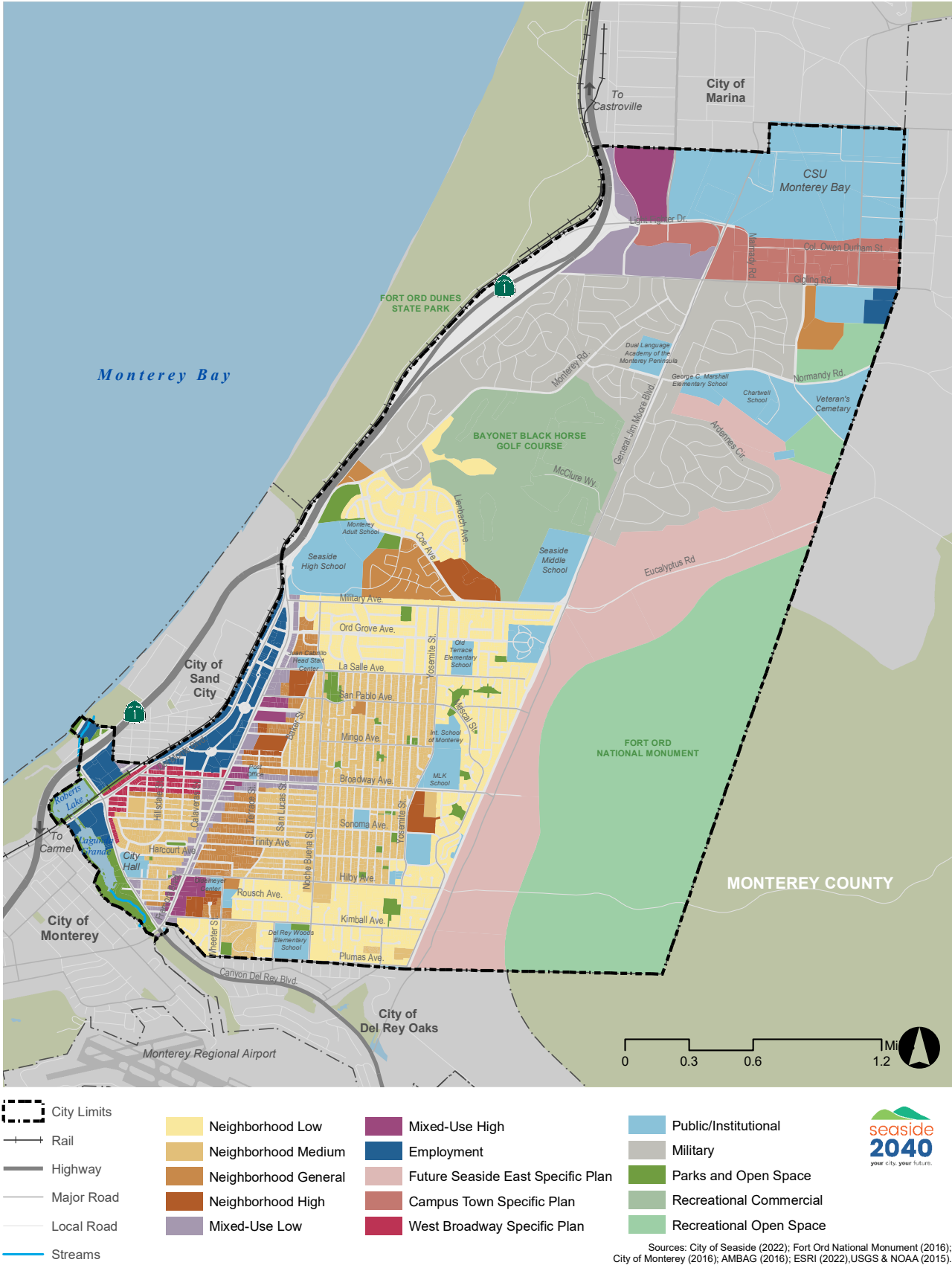


Table 2: General Plan Designations

Major Classes	Maximum Density / FAR	Land Use Designation and Summary Description	Zoning Correlation
RESIDENTIAL	8 du/ac	 Neighborhood Low (NL). Primarily single-family dwellings, with Accessory Dwelling Units or low-density multifamily housing allowed on some sites.	T3 Neighborhood
			T3 Neighborhood Corridor
	15 du/ac	 Neighborhood Medium (NM). Wide range of low- and moderate-density residences, including attached and detached single family buildings.	T4 Neighborhood
			T4 Neighborhood Corridor
	30 du/ac	 Neighborhood General (NG). A range of multi-family housing types ranging from townhomes to multi-family apartments at moderate to high densities.	T4 Low Urban Neighborhood
			T4 Urban Neighborhood
	45 du/ac	 Neighborhood High (NH). Multifamily residences at a range of densities from townhomes to four-story apartment buildings.	T5 Dense Neighborhood
			T5 Dense Neighborhood
COMMERCIAL & MIXED USE	2.5 FAR	 Employment (EMP). A range of employment and commercial uses to expand and diversify the City's economy.	SD Employment 1
			SD Employment 2
			SD Employment 3
	2.5 FAR, including residential dwelling unit floor area. 45 du/ac	 Mixed Use Low (MUL). Low-density mixed-use.	T4-Urban Transition
	3.0 FAR, including residential dwelling unit floor area. 60 du/ac	 Mixed Use High (MUH). Multi-story mixed-use buildings at a larger scale than MUL.	T4-Urban Corridor
PLANNED	Regulated by Specific Plan	 West Broadway Urban Village Specific Plan (WBUV). Vision for a well-designed, family-focused and pedestrian-oriented Downtown.	T5-Urban Core
	Regulated by Specific Plan	 Campus Town Specific Plan (CTSP). Vision for a walkable, mixed-use community on former FORA land near the freeway interchange at Lightfighter Avenue and Highway 1.	SD-West Broadway Specific Plan
	Regulated by Specific Plan	 Future Seaside East Specific Plan (SP). To establish neighborhood character intensities and uses in Seaside East.	CTSP-Campus Town Specific Plan
PUBLIC	0.01 FAR	 Parks and Open Space (POS). Public recreational uses, including open space.	SD Future Specific Plan
	0.005 FAR	 Recreation – Open Space (R-OS). Habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental educational activities	T2 Public Amenity
	Established by Developer Agreements	 Recreation – Commercial (R-C). Outdoor recreational facilities, housing and supporting retail/lodging.	T1 Natural Open Space
	N/A	 Military (M). Former military housing.	T2 Active Recreation
	0.4 FAR	 Public/Institutional (PI). Education, city buildings, fire/ police stations, & other uses.	SD Military
			SD Public/ Institutional

Residential Designations

NL

Neighborhood Low

Provides for the retention, maintenance, and development of existing single-family residential neighborhoods. Allows one unit, plus Accessory Dwelling Units as applicable, as a by-right use per lot. Multifamily housing projects meeting the density limitations of this designation may be considered as well.

Allowed Land Uses

Primary: Residential.

Secondary: Faith-based and fraternal organizations, education/day care, parks/open space, cultural/public assembly, public uses.



Allowed Intensity

8 du/ac (1 unit per parcel, plus accessory dwelling units and duplex per Senate Bill 9 or with a use permit). Up to two stories or 24 feet.

Intended Physical Character

Typical suburban residential neighborhood, with larger lots and curvilinear streets. Provides a quiet, residential neighborhood setting for one- and two-story housing types.

Frontage and Streetscape Character

Primary entrances face the street, and fencing or landscaping separates homes from the sidewalk. Frontages are designed to provide a rich and varied neighborhood landscape, to support children's play and neighborly interaction, and to provide a considerable measure of privacy for residents. An interconnected network of pedestrian-oriented streets and neighborhood greens and pocket parks provide a comfortable, walkable public realm.

Parking

Parking is encouraged in individual garages that, if possible, face secondary streets rather than primary streets. Parking is arranged and designed so as to minimize visual appearance from the street, by setting garages back further from the street or set perpendicular to the street.

Residential Designations

NM

Neighborhood Medium

Provides for the development of a wide range of low- and moderate-density living accommodations, including attached and detached single family buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Education/day care, parks, cultural/public assembly, public uses. Neighborhood-serving retail can be allowed as a conditional use.

Allowed Intensity

Up to 15 du/ac. Up to two stories or 28 feet.

Intended Physical Character

A residential neighborhood that allows for a range of low and moderate density building types. Small multi-family housing types that are scaled and designed for compatibility with houses are also appropriate in this designation. Structures are intended to project the scale and character of dwelling unit(s), some accommodating only one household and others accommodating multiple households.

Frontage and Streetscape Character

Primary entrances face the street, and fencing or landscaping typically separates homes from the sidewalk. Access to some dwellings may be provided through shared courts or gardens. Frontages are designed to provide a rich and varied neighborhood landscape and to provide a moderate measure of privacy for residents. An interconnected network of pedestrian-oriented streets and neighborhood greens and pocket parks provide a comfortable, walkable public realm.

Parking

Located on-street, in front driveways or garages, or in small surface lots for the apartments, or in alleys behind the primary structure. Where alleys exist, parking is preferably accessed through the rear of structures.



Residential Designations

NG Neighborhood General

Allows for a variety of residential buildings that coexist in close proximity to one another, from single family to low-rise multifamily buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Neighborhood-serving retail may be allowed as a conditional use. Convalescent homes, education/day care, parks/open space, cultural/public assembly, public uses.



Allowed Intensity

30 du/ac. Up to three stories or 36 feet.

Intended Physical Character

A residential neighborhood with a wide mix of residential building types and densities. One and two-story houses, two- and three-story multiplexes, and small apartment buildings and rowhouses providing a range of dwelling sizes and types to accommodate a broad range of household sizes and income levels. Neighborhood streets with low traffic speeds and volumes within which bicyclists and pedestrians can move freely, comfortably, and safely.

Frontage and Streetscape Character

Buildings are required to front the primary street with reasonably attractive design, articulation, and landscaping. Buildings face and overlook the street with front doors and windows from main living spaces of a ground floor residence. Upper floors also face the street with windows from the main rooms of the dwelling overlooking the street, often with balconies.

Parking

Provided in individual or shared garage(s), or in surface parking lots located to the side, rear, or interior of the primary structure. Except for lower density building types, vehicles should generally not be visible from the street.

Residential Designations

NH

Neighborhood High

Allows for multifamily residences at a range of densities from townhomes to four-story apartment buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Convalescent homes, education/day care, parks/open space, cultural/public assembly, public uses.

Allowed Intensity

Up to 45 du/ac. Up to four stories or 48 feet.

Intended Physical Character

Physically distinct areas that have a more urban feel with low or mid-rise apartments or mobile homes and associated open spaces.

Frontage and Streetscape Character

Buildings are required to front the primary street frontage(s) with reasonably attractive design, articulation, and landscaping. Upper floors face the street with beautifully composed facades, with windows from the main rooms of the dwelling overlooking the street, often with balconies.

Parking

Provided on-site along internal streets, in internal podiums, or surface parking lots located to the side, rear, or interior of structures.



Commercial + Mixed Use



Mixed Use Low

Provides for areas with a wide variety of existing residential and commercial uses. Provides for additional housing and expansion of neighborhood-serving retail and commercial uses.

Allowed Land Uses

Allows both vertical and horizontal mixed use, and standalone uses such as the following:

Mixed use: Retail/office, retail/residential, office/residential.

Standalone uses: Neighborhood-serving retail, services, entertainment, residential, live/work, hotel/lodging, public uses, and office.



Allowed Intensity

2.5 FAR (including residential dwelling unit floor area) / Up to four stories (50 feet). 45 du/ac.

Intended Physical Character

Individual or block form (one or more structures which occupy multiple lots or an entire city block) buildings at one to four stories that contain a mixture of uses in a walkable, local-serving format. Ground floors are oriented to the pedestrian. Large buildings generally transition if adjacent to existing low-density residential uses.

Frontage and Streetscape Character

In general, buildings are built to the front property line, although buildings with residential ground floors may be provided shallow front yards. Pedestrian-oriented ground floor design is required for new buildings, including along Fremont and Broadway.

The streetscape supports high pedestrian activity and consists of active frontages, such as shopfronts, forecourts, and parking courts on side streets. Terraces and stoops are allowed on all streets. Frontages are highly articulated and transparent. Wide sidewalks accommodate comfortable strolling.

Visitor and customer access to upper floor residences and commercial spaces should be provided from the street via shared courtyards or paseos, or via a lobby, stair, elevator, and corridor system.

Parking

New buildings with parking fronting the primary street are generally not allowed. Parking is provided to the rear or sides of buildings, or in some cases, no parking is required (if provided through shared parking or on-street). Vehicles should access parking by alleys or driveways on side streets.

Commercial + Mixed Use

MUH

Mixed Use High

Supports new lively, thriving areas in the City by accommodating multi-story mixed-use buildings at higher intensities. Provides for vertical and horizontal mixed-use development.

Allowed Land Uses

Mixed use: Retail/office, retail/residential, office/residential.

Standalone uses may be allowed in certain areas: Neighborhood retail, services, entertainment, moderate and high density residential, hotel/lodging, office, and R&D.



Allowed Intensity

3.0 FAR (including residential dwelling unit floor area) / Up to five stories (60 feet). 60 du/ac.

Intended Physical Character

Block form buildings at two to five stories that contain a mixture of uses in a walkable, neighborhood-serving format. Ground floors are oriented to the pedestrian. Large buildings transition to adjacent, existing low-density residential uses to the rear.

Frontage and Streetscape Character

In general, buildings are built to the front property line, although residential ground floors may be provided with shallow front yards.

Ground floor residential, retail, or other active ground floor uses serving residents or the general public will be required in most locations and required on all facades along Broadway, Fremont, and Echo.

The streetscape supports high pedestrian activity and consists of shopfronts, arcades, forecourts, or similar facades. Terraces/stoops are allowed where standalone residential is allowed. Frontages are highly articulated and transparent. Wide sidewalks may be used to accommodate outdoor dining and comfortable strolling.

Visitor and customer access to upper floor residences and commercial spaces is provided from the street via shared courtyards or paseos, or via a lobby, stair, elevator, and corridor system.

Parking

New buildings with parking fronting the primary street are not allowed. Parking is generally provided in internal podiums, structured garages, or in shared parking arrangements. On-street parking should be provided.

Commercial + Mixed Use



Employment

Provides area for a range of employment uses to expand and diversify the City's economy.

Allowed Land Uses

Primary: Office, R&D, light industrial, small manufacturing, hotel/lodging, live-work, neighborhood retail, public uses, and regional retail.

Secondary: Auto sales & service, entertainment.

Allowed Intensity

Ranges up to 2.5 FAR.

Parcels along Canyon Del Rey Blvd, and between Del Monte and Fremont are limited to 1.5 FAR and 4 stories (50 feet). Parcels along west side of Del Monte Blvd are allowed up to 1.25 FAR and 3 stories. Parcels in new growth areas are limited to 2.5 FAR and 6 stories (75 feet), with heights lower near Recreation-Open Space as defined through future Specific Plan (or similar) planning processes.

Hotels in any location with this designation are allowed up to 4.0 FAR and a number of stories are as may be approved by the City. Auto-oriented uses are allowed up to 0.65 FAR and 36 feet. Stand-alone residential is not permitted, however developments which include mixed uses, can incorporate residential density up to 30 du/acre.

Intended Physical Character

In established areas, individual or block-form (one or more structures which occupy an entire city block) buildings that are configured in an urban office environment with minimal setbacks and pedestrian-oriented building massing. Suburban-format office parks are allowed in new growth areas where an urban character is not desired. Depending on context, retail is either in a walkable, neighborhood-serving format, or a more auto-oriented retail format.

Frontage and Streetscape Character

Active ground floors are required on Fremont Blvd facades and encouraged on all other streets. Primary building entrances should be accessed from the sidewalk and/or from internal open spaces.

Parking

Parking (surface or structured) is generally provided to the rear (preferred) or sides of the buildings.



Planned/Existing Specific Plans

WBUV

West Broadway Urban Village Specific Plan

This Specific Plan allows the following population densities and building intensities (1) Mixed Use (MX) designation allowed densities ranging from 30 to 60 dwelling units per gross acre and (Commercial/residential=3.0:1 FAR) and (Commercial/office = 2.5:1 FAR), (2) High Density Residential/Mixed Use (RH/MX) designation allowed densities from 20 to 30 dwelling units per acre and FAR = 2.5:1, (3) Medium Density Residential (RM) designation allowed densities from 10 to 20 dwelling units per acre and FAR = 2.5:1, (4) Parks and Open Space (POS) designation allowed intensities of 0.01:1. This Specific Plan also assumes 2.5 persons per equivalent dwelling unit.



CTSP

Campus Town Specific Plan

The Campus Town Specific Plan, covering approximately 120 acres, is an infill project to replace a dilapidated portion of the former Fort Ord Army Base near the freeway interchange at Lightfighter Avenue and Highway 1. The Specific Plan permits development of 1,485 housing units, 250 hotel rooms, 150,000 square feet of retail dining, and entertainment and 50,000 square feet of office, flex, makerspace and light industrial, as well as park, recreational areas and supporting infrastructure. The Specific Plan regulates residential and commercial density and intensity through the implementation of a series of building types and form-based standards by sub-area within Campus Town. This Specific Plan assumed 3.3 persons per equivalent dwelling unit.



SP

Future Seaside East Specific Plan

Establishes the intent to prepare a Specific Plan for Seaside East to determine neighborhood character intensities. Allowed land uses, intensity and physical character will be defined through a future Specific Plan process. Future plans will include a mixed of Land Use Designations as consistent with the densities defined by the General Plan, including: Employment designation up

to 2.5 FAR, Mixed Use High allows densities up to 60 du/ac or 3.0 FAR, Mixed Use Low allowed densities up to 45 du/ac or 2.5 FAR, Neighborhood High allows 30 to 45 du/ac, Neighborhood General allows 30 du/ac, Neighborhood Medium allows 15 du/ ac, Neighborhood Low allows up to 8 du/ac, Parks and Open Space allows up to 0.01 FAR, Recreation-Open Space allows up to 0.005, Recreation-Commercial allows up to 0.2, and Public/Institutional allows up to 0.4 FAR.

Public

PI Public/Institutional

Reserves areas for public, educational, and institutional uses.

Allowed Land Uses: Schools, faith based and fraternal organizations, cemetery, parks, public utilities, libraries, fire, police, and other government/public uses, in addition to residential.

Allowed Intensity: 0.4 FAR or as determined by Council. Up to 60 du/ac.



POS

Parks and Open Space

Preserves natural resources and provides for public open space.

Allowed Land Uses: Parks and recreational uses, trails/paths, habitat management, amphitheaters, community centers, public uses, and athletic sport centers/community playfields.



R-OS

Allowed Intensity: 0.02 FAR or as determined by Council.

Recreation – Open Space

Protects open space and natural resources on former Fort Ord lands. Habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental educational activities are allowed.

Allowed Land Uses: Habitat management, passive recreation, ecological restoration, ecotourism activities, public uses, and environmental educational activities.

Allowed Intensity: 0.005 FAR



Public

R-C

Recreation – Commercial

Provides for outdoor recreational facilities with limited amounts of lodging, residential and/or convenience retail.

Allowed and Conditionally Allowed Land Uses: Golf courses, equestrian centers, public swimming pools, tennis clubs, sports fields, public uses, and lodging units, housing and retail uses that are integrated with the recreational activity.

Allowed Intensity: Established through developer agreements.



M

Military

Intent: For lands retained by the United States Armed Forces for ongoing military-related activities within the former Fort Ord Base boundary. This area is wholly under the jurisdiction of the US Armed Forces. Existing uses are primarily residential.

Allowed Land Uses: Military housing; schools, day care centers, houses of worship, community centers, reserve unit training, exchange retail activities, public uses, and motor pool activities.

Allowed Intensity: n/a



Goals and Policies

Citywide Land Use

The following section provides overarching citywide goals and policies. These are intended to implement the vision and guiding principles of the General Plan.

Goal LUD-1: An urban form and structure that enhances the quality of life of residents, meets the community's vision for the future, and weaves new growth areas together with long-established Seaside neighborhoods.

Intent: To provide an appropriate mix of housing, employment, retail/services, recreation, arts, education and entertainment for the City's residents and businesses. To grow responsibly and sustainably in a manner which benefits the community now and into the future.

Policies:

- **Balanced land uses.** Maintain a land use pattern to support a broad range of housing choices, retail businesses, employment opportunities, educational and cultural institutions, entertainment spaces, and other supportive uses on former Fort Ord lands and within long-established Seaside neighborhoods.
- **Overall city structure.** Establish a clearly defined city structure as described below by:
 - Establishing West Broadway as the city's pedestrian-oriented Downtown that is a local and regional-serving mixed-use district.
 - Maintaining existing residential neighborhoods and creating new residential neighborhoods on former Fort Ord lands with a character that reflects Seaside's identity. New residential neighborhoods should be arranged around neighborhood centers and community gathering spaces, such as schools and parks.
 - Ensuring public improvements are consistently made to existing and new neighborhoods to establish sufficient maintenance, capacity, and reliability.
 - Creating mixed-use corridors along East Broadway Avenue, Fremont Boulevard, Lightfighter Drive, and Del Monte Boulevard that contain a mix of retail, service, office, and residential uses. Corridors have defined nodes that provide a mix of local and regional serving uses.
- Retaining the auto center area as a critical economic engine for the City, recognizing that are undergoing a market driven evolution.
- Development of the Campus Town Specific Plan area adjacent to CSUMB that provides for higher-density housing, R&D and employment areas, retail and entertainment uses, and active parks and recreational spaces to support CSUMB students and faculty, as well as permanent Seaside residents.
- Development of the Main Gate Specific Plan area into a mixed-use center with retail, residential, institutional, public, and entertainment uses.
- Protecting and maintaining parks and open space on former Fort Ord lands, including supporting FORTAG implementation, developing open space corridors, and creating new neighborhood and community parks that support Seaside residents and access to regional destinations.
- Develop a new City Hall and other city facilities including a broad mix of cultural, arts, and institutional uses, including the construction of a new library.

- **Connecting new and old.** Connect new growth areas on former Fort Ord lands with existing Seaside neighborhoods through transportation investments, open space connectivity, wayfinding, and urban design strategies.
- **Walkable neighborhoods.** Enhance existing neighborhoods with walkable streets, a diverse mix of housing types, and neighborhood services (such as stores, recreational facilities, and childcare) within walking distance.
- **Gateways.** Celebrate the gateways to Seaside, Downtown Seaside, the National Monument, and

other prominent destinations by enhancing them with the work of local artists.

- **Recycled water.** Locate initial new development where there are opportunities for recycled water supply to be utilized.
- **Regional collaboration.** Continue to participate in regional planning efforts, such as the Regional Transportation Plan, Sustainable Communities Strategy, and Air Quality Management Plan to ensure consistency with local planning.

Goal LUD-2: Increased employment opportunities in Seaside to meet the needs of existing and future residents.

Intent: To ameliorate the jobs-housing imbalance by supporting the retention and expansion of existing businesses and attracting new businesses in the community, especially those offering high-quality/skilled jobs in new, cutting-edge industries.

Policies:

- **Jobs-housing ratio.** Strive for a jobs-to-housing ratio that has at least a 1 to 1 ratio of jobs per employed residents.
- **New employment districts.** Create at least two new employment-designated areas in new growth areas of the city, with a minimum of one district in both Seaside East and Campus Town.
- **Emerging industries.** Support a diverse mix of light industrial, information, makerspace, boutique food/wine/ beer processing, cannabis, local food, and technology uses in order to provide jobs and tax revenues for the community by allowing emerging economic uses and industries within the Mixed-Use and Employment designations.
- **Flex spaces.** Expand the number of flex facilities on land designated as Employment to accommodate technology, food/light manufacturing, and service tenants and diversify the city's economic and employment base.
- **Non-polluting industries.** Promote development of non-polluting industries that are not major sources of air, water pollution, or greenhouse emissions.
- **Makerspaces.** Encourage collaborative workspaces with tools for the design, prototyping, and creation of manufactured works (makerspace).
- **Live/work housing.** Protect and allow live/work spaces that meet the changing needs of work, establish artist's spaces, allow flexibility (e.g. scheduling, hours of operation, childcare), and meet people's desire to live and work in close proximity.
- **Home businesses.** Support home businesses that are compatible with residential neighborhoods and create jobs and opportunities for entrepreneurship.

Goal LUD-3: New retail and commercial activity in the city to meet the needs of residents and create regional destinations.

Intent: To increase resident and visitor access to shops and services and to decrease retail leakage. New commercial enterprises will enliven streetscapes and public spaces, enhance the City's tax base, provide jobs for residents, and provide long-term fiscal sustainability.

Policies:

- **Regional destination.** Establish Downtown Seaside as regional destination with a mix of restaurant, retail, entertainment, lodging, cultural, and arts uses that draw visitors from the Monterey Peninsula.
- **Regional retail.** Locate regional, large-format commercial development at the north end of Fremont Boulevard and as part of any future Main Gate development to capitalize on regional transportation and access.
- **Neighborhood retail.** Expand neighborhood-serving retail, entertainment, and cultural uses that support Seaside residents. Most homes should be located within ¼ mile walking distance of neighborhood-serving uses.
- **Local business support.** Support local retail by encouraging new development to include local, small businesses and by supporting small business incubators or co-working spaces.
- **Hotel development.** Encourage the development of new hotels.
- **Special districts.** Create special districts as needed, to encourage shared parking that can be used to fund and facilitate creation of structured parking, bicycle facilities (including bike sharing), transit facilities, car sharing programs or other appropriate infrastructure needs.
- **Incentives for aggregation.** Allow or create incentives, such as density bonuses, parking reductions, setback reductions, or other regulatory modifications, for projects that aggregate parcels to create a larger contiguous parcel.
- **Incentives for community benefits.** For the Mixed Use Low and Mixed Use High land use designations, allow increased heights and intensities in exchange for community benefits in concert with (not in lieu of) the City's application of the State Density Bonus. Community benefits include, but are not limited to: additional publicly accessible open spaces, streetscape enhancements beyond minimum requirements, affordable housing, improvements to an existing nearby park space, and community space within the project.

Goal LUD-4: Revitalized and improved existing commercial areas.

Intent: To support, retain, and grow existing local businesses, especially those fulfilling day-to-day resident needs and/or those which create gathering/social spaces.

Policies:

- **Business retention.** Retain existing retail and service businesses that serve the needs of the community and provide employment for residents. Work with the water districts ensure an adequate supply of water.
- **City assistance.** Support local retailers and small businesses by connecting them with the City's programs and incentives, and building relationships with Economic Development staff.
- **City policies.** Ensure city policies support the unique needs of small businesses.
- **Permitting and licensing.** Actively assist entrepreneurs and small business owners to navigate the City's permitting and licensing processes. Strive to make that process more efficient and customer-friendly.
- **Catalytic projects.** Pursue publicly-funded catalytic projects and investments such as shared public parking garages, streetscape improvements, and infrastructure upgrades that support the vitality of retail along Broadway Avenue and Fremont Boulevard.
- **Single-use retail.** Continue to allow single-use retail development along corridors outside of Mixed-Use High designations. Clearly communicate expectations with regard to pedestrian-oriented design for new or renovated retail buildings.
- **Attractive retail.** Improve the appearance and quality of neighborhood retail shopping areas to provide attractive neighborhood meeting and diverse shopping opportunities.
- **Existing commercial properties.** Support a variety of revitalization and improvement programs to address commercial areas in need of enhancement, including facade improvements, small plazas or other improved landscaping, and business development assistance.
- **Pop-up uses.** Support transformation of vacant or under-utilized properties and buildings for pop-up uses including restaurants, art spaces, and cultural facilities, among other uses.



Existing Seaside business.

Goal LUD-5: Visitor-serving amenities that support and strengthen the City's relationship to the Fort Ord National Monument and the Dunes State Park.

Intent: To draw regional tourism inward to the City's unique natural and recreational assets, and to maximize the exposure and usage of these areas.

Policies:

- **Visitor-oriented amenities.** Encourage the development of visitor-serving amenities at access points to Fort Ord National Monument and the Fort Ord Dunes State Park. Appropriate amenities might include:
 - Cafes, restaurants, and other food retail
 - Recreational services (bicycle shops, kayaking, bicycle manufacturing, etc)
 - Arts and entertainment
 - Lodging
- **Amenities and identity.** Encourage these visitor-serving amenities and the surrounding public realm to develop a unique identity that is related to the specific adjacent activities in the Fort Ord National Monument and the Fort Ord Dunes State Park.
- **Consistent design.** Require each new visitor-serving area to have an internally consistent design that reflects its natural setting. Promote a pedestrian and bicycle-friendly design in these areas. Promote natural art installations.
- **Visitor and resident balance.** Balance visitor-serving and local-serving uses in an effort to preserve the character and economic vitality of the Seaside community, while seeking new opportunities for economic development.
- **Businesses that support natural resources management.** Encourage businesses that support the management of resource lands to co-locate on former Fort Ord lands.
- **Reduced fee recreational passes.** Work with the Fort Ord National Monument, Fort Ord Dunes State Park, and other parks to publicize reduced fee programs and days to Seaside residents.



Fort Ord National Monument entrance.

Goal LUD-6: Visible and strong arts and cultural identity in Seaside.

Intent: To foster the distinctive character that enriches the City's image and identity, and to support and empower the artist community. To leverage public art for new projects and create destinations.

Policies:

- **New cultural facilities.** Seek opportunities to establish new cultural facilities to meet Seaside's desire for art, music, and other cultural activities.
- **Art in public places.** Promote art that celebrates Seaside's natural environment by increasing art installations in public spaces and by using art as a teaching opportunity related to the natural environment.
- **Community arts programs.** Support transformation of vacant or under-utilized properties and public buildings for cultural and arts-based community programs to support community revitalization.
- **Decorative gateways.** Celebrate the gateways to Seaside, Downtown, the National Monument, and other prominent destinations by enhancing them with the work of local artists.
- **Art exhibits.** Support and host public art exhibits and performances in public open spaces and at community events such as farmers' markets and City events.
- **Artist housing.** Allow live/work spaces in Mixed Use and Employment designations that provide artist living quarters.
- **Home occupations.** Allow local artists and cultural groups to operate from residentially-zoned areas.
- **Art in development projects.** Promote the creation and/or funding of public art as part of new development and redevelopment projects.
- **Special events policy.** Support a special events policy that bolsters Seaside as a regional leader in cultural, musical, and historical events.
- **Avery Gallery.** Promote the shows in Avery Gallery as the leading City gallery in Central California.
- **Alliance building.** Strengthen alliances between cultural and arts organizations, economic development, business recruitment, and tourism to promote creative resources and industries.
- **Art in schools.** Support Art in the Schools.
- **Art partnerships.** Embrace a leadership role in facilitating public art and public art partnerships among City departments, private developers, arts and cultural organizations, schools and community members.



Avery Art Gallery at City Hall.

Goal LUD-7: 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.
- **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.



Seaside General Plan Community Workshop

Citywide Urban Design

The following section provides goals and policies that address the relationship between buildings and the public realm.

Goal LUD-8: A safe urban environment oriented and scaled to pedestrians and bicyclists.

Intent: To foster a welcoming urban environment that promotes health, equity, prosperity, and well-being. To support and increase non-motorized activity and walkability throughout the city.

Policies:

- **Streetscape design.** Create pedestrian-oriented streetscapes by establishing a unified approach to street tree planting, sidewalk dimensions and maintenance, pedestrian amenities, and high-quality building frontages.
- **Bicycle parking.** Provide safe and accessible bicycle parking that enhances the streetscape and is designed to meet the needs of employees, visitors, and shoppers.
- **Pedestrian-supportive building design.** Require new and substantially rehabilitated/renovated commercial and mixed-use projects to follow best practices for pedestrian-supportive design:
 - Ensure pedestrian orientation of ground floor uses in new development.
 - Place primary building facades and entrances near the front property line or back of sidewalk. In limited cases, allow small plazas and active landscaped areas for social gathering between the building and sidewalk.
 - Scale building elements to pedestrian scale.
 - Design new buildings along corridors to provide for a rear building transition between the primary arterials and any adjacent low-density residential neighborhoods.
 - Require parking internal to buildings that face primary arterials or side streets to use appropriate design (such as faux facades, green walls, public murals, etc) to minimize its visual impact.
- Require that new development include wide sidewalks, trees, pedestrian furniture, safe pedestrian crossings and direct connections to the front entrances of retail and services.
- Encourage new commercial developments to have common driveways to minimize the number of curb cuts along any given block to improve pedestrian safety.

Goal LUD-9: A city with beautiful and vibrant architecture and building design that reflects the culture and character of Seaside.

Intent: To beautify the city, enhance the image of the community, and encourage integrated urban design.

Policies:

- **Quality construction.** Use simple, urban building forms made with permanent materials with high-quality detailing that stands the test of time.
- **Ornamentation.** Use building organization and construction to derive scale and articulation rather than surface ornamentation.
- **Building materials.** Convey façade articulation through the strength, depth, and permanence of building materials. Thinner cladding materials, such as stucco, masonry veneers, and wood or simulated wood, may be used when finished to appear as durable and authentic of the materials they simulate.
- **Articulation.** Articulate residential building façades with smaller-scale increments than office building façades.
- **Building entrances.** Use visual and physical design cues within a building's design and entries to emphasize the building entrance and connections to public spaces.
- **Iconic design.** Allow iconic and memorable building designs, particularly on larger non-residential properties in the East Seaside, Main Gate, and Campus Town areas.
- **Natural areas.** Design sites and buildings adjacent to natural areas with transparent design elements. Employ bird-safe design practices near habitat areas or migratory routes.



Example of vertical residential building articulation.



Example of high-quality, residential building entrances.

Goal LUD-10: A network of pedestrian-oriented, human-scale and well-landscaped streetscapes throughout Seaside.

Intent: To encourage a vibrant public realm and to promote walking as a safe, comfortable, healthy, and viable mode of transportation.

Policies:

- **ADA requirements.** Design all new streets to be ADA compliant and meet NACTO standards for sidewalks, street trees and planting strips, and pedestrian-oriented lighting.
- **Landscaping and urban forest.** Plant new drought-tolerant street trees and high-quality landscaping where it is currently lacking.
- **Pedestrian amenities.** Use high-quality and attractive pedestrian amenities, including planters, bicycle racks, bus shelters, benches, trash cans, and other similar amenities in commercial areas.
- **Street lighting.** Ensure street lighting is pedestrian-oriented, attractively-designed, and provides for night-time visibility and security.
- **Multimodal streets.** Design regional streets, including Fremont Boulevard, Del Monte Boulevard, Gigling Road, and Broadway Avenue, to balance regional travel needs with pedestrian and bicycle travel needs.
- **Improved connections.** Improve pedestrian and bicycle mobility by identifying opportunistic connections within the city's neighborhoods to increase access to local parks, open space, schools, neighborhood centers, and neighborhood gathering spaces.



Example of a pedestrian-oriented street.



Example of a multimodal street with buffered bicycle lanes.

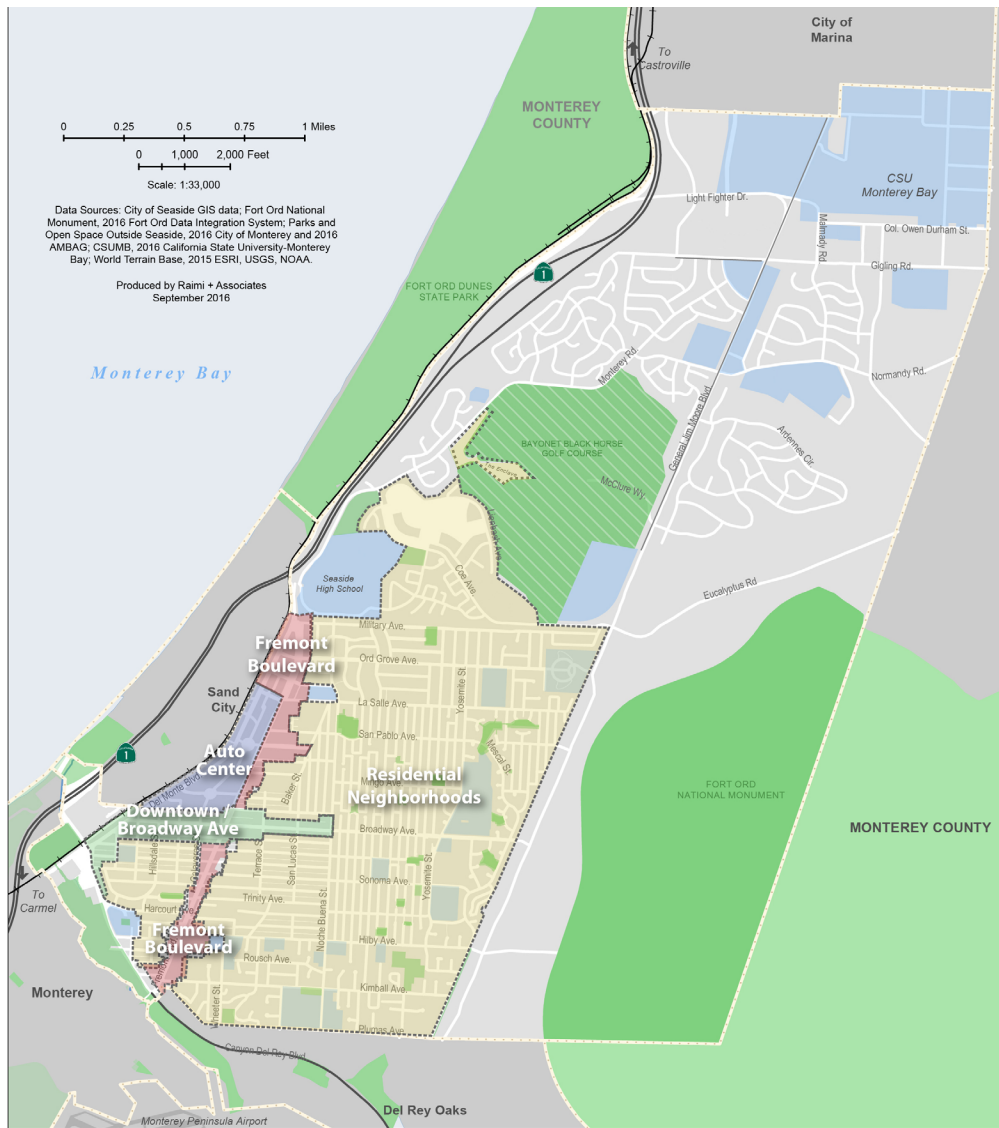
Existing Seaside Neighborhood Goals and Policies

The following goals and policies address key subareas in existing Seaside neighborhoods. Subdividing the city into distinct areas allows for strategies for change, growth and preservation to vary by area. Each section includes accompanying maps and graphics. These subarea goals and policies supplement the citywide goals and policies

presented on the previous pages, and address the following areas specifically:

- Residential Neighborhoods
- Downtown/Broadway
- Fremont Boulevard
- Auto Center

Figure 6: Existing Seaside Subareas



Residential Neighborhoods

The following section provides goals and policies for the residential areas in existing Seaside neighborhoods.

Goal LUD-11: Maintain and enhance existing residential neighborhoods.

Intent: To encourage stable, livable low and moderate density neighborhoods, and to maintain and enhance their character.

Policies:

- **Maintenance.** Support the on-going maintenance and improvement of existing residential properties; in particular, encourage property owners to maintain and improve their front yards and facades.
- **Orientation.** Orient all new residential construction towards streets, public spaces, or shared private spaces, placing parking to back or side of the lot.
- **Transparency.** Minimize gating or “walling off” of multifamily residential complexes from the street.
- **Sustainable residences.** Encourage sustainable building practices during new construction or when buildings are substantially renovated.
- **No net loss.** Require no net loss in the number of residential units during reconstruction or renovation.
- **Home businesses.** Support home businesses that meet city planning and permitting requirements and create jobs and opportunities for entrepreneurship.
- **Short-term rentals.** Enforce the City’s short-term rental ordinance.
- **Blight and nuisances.** Work with neighborhood associations, commissions, and other community groups to address nuisances and eliminate blight.
- **Open space maintenance.** Strengthen public-private partnerships with local neighborhood organizations to build and maintain neighborhood parks and recreational facilities.

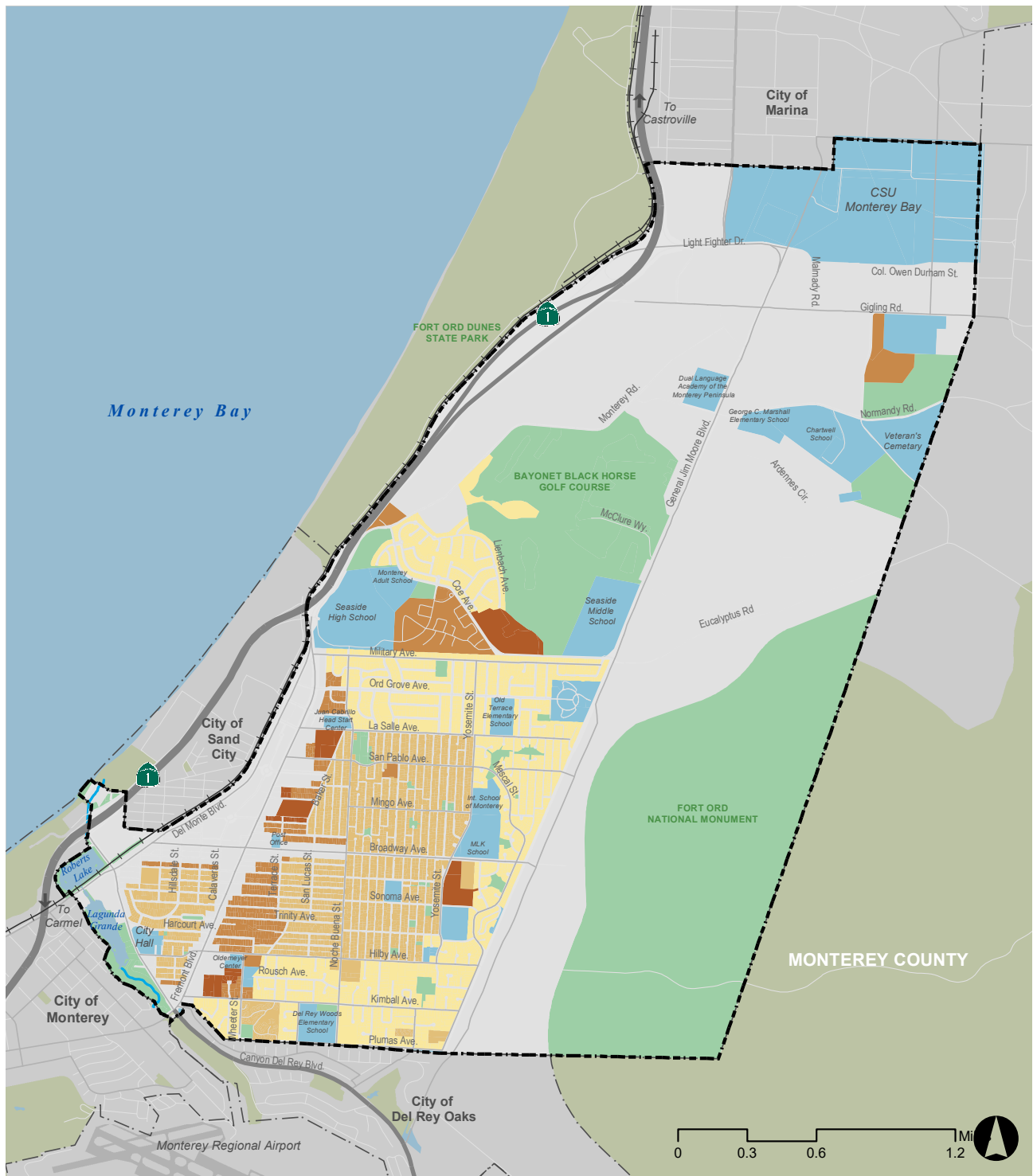
Goal LUD-12: Preserve and improve the quality, diversity, and affordability of existing single-family neighborhoods.

Intent: To maintain a high quality of life for residents in predominantly single-family neighborhoods, while allowing for compatible additions and new construction.

Policies:

- **Neighborhood character.** Preserve the quality of existing single-family residential areas and housing stock of the Neighborhood Low and Neighborhood Medium areas, while allowing on-going maintenance and improvement to dwellings.
- **Compatible scale.** Maintain high-quality existing residential neighborhoods by ensuring new development projects are compatible in scale and provide adequate transitions to adjacent residential properties.
- **Lot subdivision.** Allow for the subdivision of large lots for new single-family housing and duplexes. The subdivision shall not result in lots smaller than 1,200 square feet, unless smaller lots are approved by the City Council.
- **Accessory Dwelling Units.** Permit accessory dwelling units and second primary units (e.g., duplexes) on single-family lots in accordance with State law.
- **Additions.** Allow additions, such as a new bedroom or bathroom that are complementary to the existing neighborhood. Renovations and expansions should use complementary building materials and forms, while allowing flexibility for unique design conditions.
- **High-quality landscaping and fencing.** Encourage property owners to maintain and improve their yards and fencing and the front facades of homes and encourage the use of drought-tolerant landscaping.
- **Church reinvestment.** Allow churches to add housing on a portion of their site. Encourage multi-family affordable rental housing.

Figure 7: Existing Residential Neighborhoods



- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High

- Public/Institutional
- Parks and Open Space
- Highway
- Rail
- Major Road



Sources: City of Seaside (2022); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2015).

Goal LUD-13: High-quality multifamily neighborhoods with a mixture of well-designed building types for a diversity of households.

Intent: To promote a variety of building types in the Neighborhood General and High designations, in order to serve the housing needs of a broad cohort of the city and region's population.

Policies:

- **Housing diversity.** Permit a range of housing options in Seaside's multifamily neighborhoods to accommodate different economic levels, household sizes, and age groups.
- **Affordable by design.** Encourage the creation of smaller and more affordable residential units that are affordable by design – units that are physically smaller, more efficiently designed, and are not bundled with parking stalls.
- **Infill housing.** Encourage new infill housing in residential areas of the city and on public / institutional sites to expand the amount and diversity of housing.
- **Design of new multifamily buildings.** Design new multifamily housing in a way that creates attractive, quality-living environments for a variety of household types and contributes to the overall visual quality of the City.
- **Integration of new and old.** Promote new multifamily developments that are integrated with older development nearby, using transitions in scale, building proportions, and articulation and texture to reduce their apparent size.
- **Renovation.** Encourage and incentivize the renovation of older multi-family buildings to more contemporary standards.
- **Common open spaces.** Require apartment and townhouse property management companies to improve the safety, lighting, and landscaping of common private and semi-private open spaces.
- **Minimum open space.** Require a minimum amount of open space in higher density residential and mixed-use projects. Carefully and deliberately integrate these spaces into project design and require maintenance by the property management organization.
- **Neighborhood retail.** Allow limited neighborhood-oriented retail or offices in suitable locations within existing multifamily neighborhoods.
- **Senior housing.** Encourage the development of senior housing in locations that are accessible to public transit, commercial services, and health and community facilities.



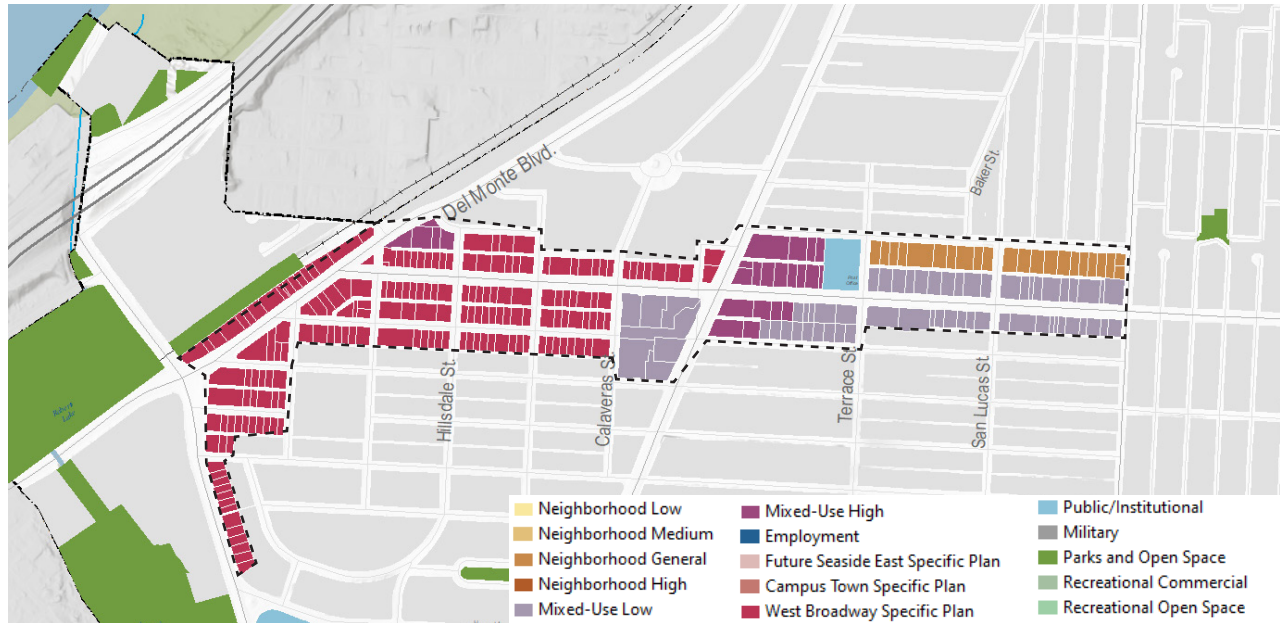
Example of possible multifamily infill housing in Seaside.



Downtown / Broadway Avenue

The following section provides goals and policies for the residential areas in older Seaside.

Figure 8: Broadway Avenue



Goal LUD-14: Create a pedestrian-oriented Downtown along Broadway Avenue and Del Monte Boulevard that is a local and regional-serving mixed-use district.

Intent: To accelerate the transformation of Broadway Avenue into a resource that contributes to the identity, character and economic stability of Seaside. To create a vibrant walkable mixed-use office and retail district that increases city revenues and provides a dynamic entertainment and shopping district.

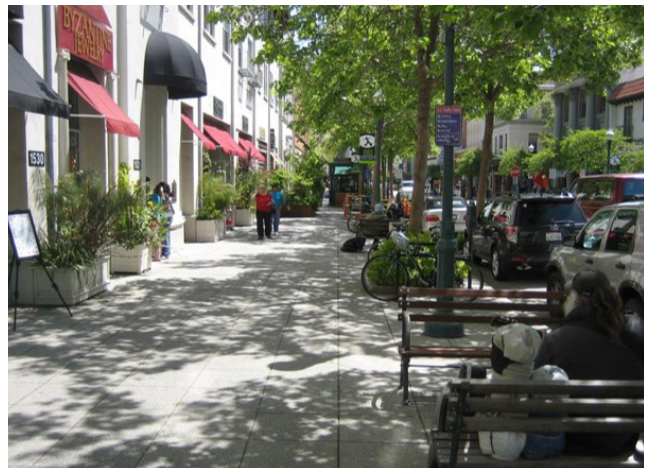
Policies:

- **Seaside's downtown.** Encourage a broad mix of uses that creates an inviting and dynamic Downtown Seaside including:
 - A diversity of local- and regional-serving retail and service opportunities.
 - Small, local-serving office uses.
 - Residential buildings to increase housing diversity and units in the Downtown.
- **New parks and open spaces.** Support innovative, publicly-accessible park design in Downtown, such as:
 - Near the intersection of Fremont Boulevard and Broadway Avenue.
 - North of East Broadway Avenue adjacent to the Hannon and Olympia neighborhoods.
- **West Broadway Urban Village Specific Plan.** Implement the West Broadway Urban Village Specific Plan to create a vibrant mixed-use Downtown in Seaside.
- **Community programming.** For properties and buildings that have been vacant or underutilized for a significant period of time, support the establishment of cultural programs and public spaces for arts-based community programs. Allow the opportunity for Community Land Trusts to own underutilized public properties,

- **Exemplary buildings.** Require any new project at or near the intersection of Fremont and Broadway to have exemplary pedestrian-oriented design and building architecture to create a prominent center in the City.
- **No new auto-related uses.** Prohibit new auto-related uses and services in the Downtown area.
- **Active ground floors.** To create a continuous vibrant and pedestrian-supportive public realm along both sides of Broadway, require any new development or major addition to provide active ground-floor uses at Fremont Boulevard, Del Monte Boulevard, and San Lucas Street. Active uses include retail, individual residential stoops/entrances, lobbies, amenity areas, offices with high transparency, and similar activities.
- **Outdoor dining.** Encourage outdoor dining and facilitate the process to obtain encroachment permits.
- **Parcel consolidation.** Allow aggregation of smaller parcels to facilitate sites that create a mix of uses and shared parking.
- **Pedestrian conditions.** Promote a more unified pedestrian experience along Broadway Avenue by:
 - Extending streetscape improvements from West Broadway to East Broadway to improve pedestrian orientation.
 - Prioritizing East Broadway Avenue for pedestrians and bicyclists, extending streetscape design and improvements from West Broadway to Noche Buena Street.
 - Identifying and creating clear, convenient, and comfortable pedestrian and bicyclist paths to and from Broadway Avenue. Paths should increase connections to other parts of the city and allow pedestrians and bicyclist to move between locations safely.



Examples of active retail ground floors.



Fremont Boulevard

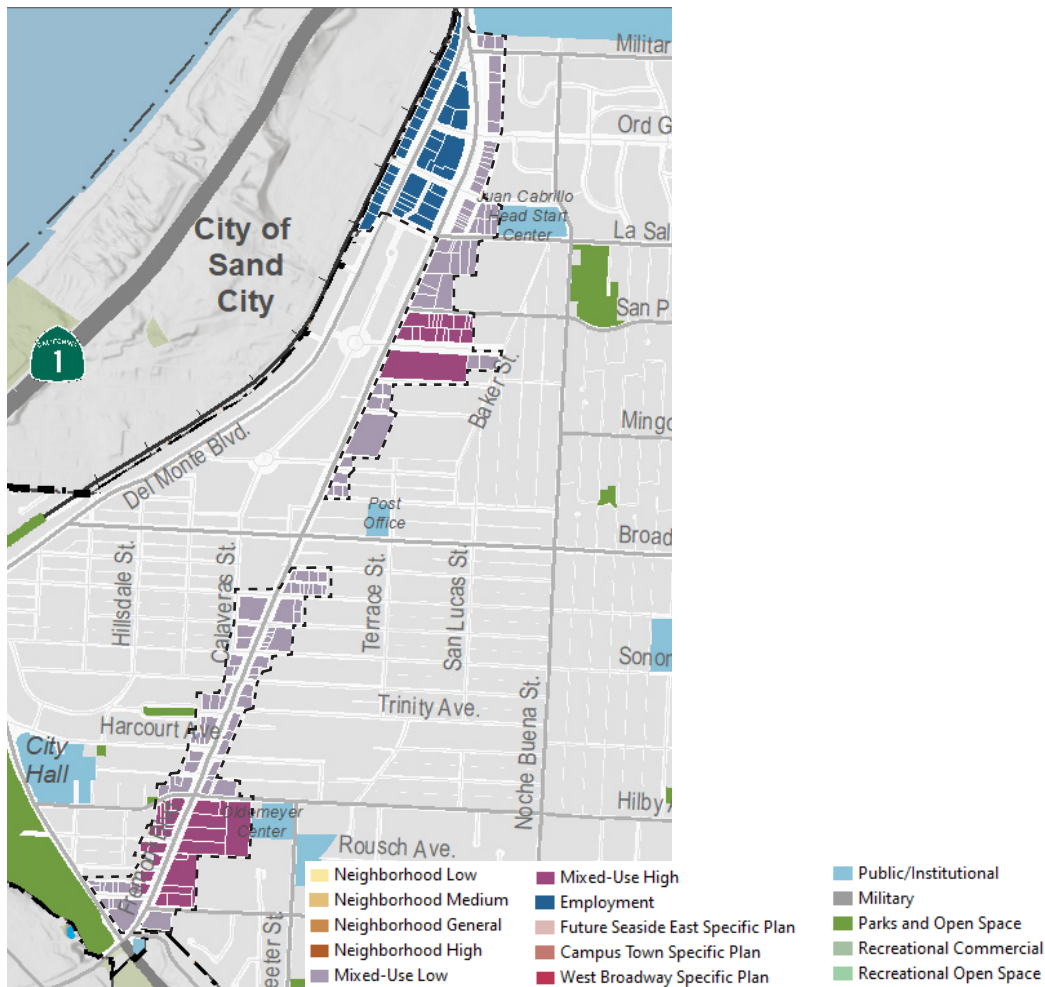
Goal LUD-15: Transform Fremont Boulevard into a distinct, visually-consistent, mixed-use commercial boulevard with neighborhood and regionally-serving centers.

Intent: To attract a variety of residential, office and retail uses that are higher in intensity and quality than current development.

Policies:

- Mixed-use boulevard.** Establish Fremont Boulevard as a dynamic mixed-use boulevard with an enhanced pedestrian experience and improved transit facilities and traffic circulation. Explore reconfiguring or narrowing parts of the Fremont Boulevard right-of-way to make it more attractive and pedestrian and bicycle-friendly. Require new projects to follow best practices for pedestrian-supportive design. Consider future Monterey-Salinas Transit plans for Fremont Boulevard to increase regional connections.
- Mixed-use centers.** As established by the Mixed-Use High designation, support mixed-use centers at Hilby Avenue, Broadway Avenue, and Echo Avenue that provide a variety of housing, retail, services, community gathering, and employment opportunities.

Figure 9: Fremont Corridor



- **Development intensity.** Focus the highest development intensity within the mixed-use centers.
- **Ground floor uses,** including ground-floor retail, in the higher-intensity mixed-use centers
- **Echo Avenue improvements.** Echo Avenue represents a catalytic opportunity for a major mixed-use redevelopment supported by street investments and modifications. Create a mini “main street” along Echo Avenue by improving the streetscape for pedestrians and bicyclists, narrowing the street, and employing tactical urbanism strategies that allow the City to experiment with new ideas. Strategies may include allowing temporary, pop-up businesses, promoting open streets, and converting pavement to parks to improve street vitality.
- **Areas outside of centers.** Allow and promote a mix of uses along Fremont Boulevard in Mixed Use Low areas. Allow residential-only buildings in Mixed Use Low areas (not in centers). The ground-floor design of residential-only buildings shall recognize the arterial street conditions and respond appropriately.
- **Regional uses.** Encourage hotels and regional retail along north Fremont Boulevard.
- **Architecture and building appearance.** Encourage and allow a variety of architectural styles, building forms and building heights along Fremont Boulevard. Encourage façade and building improvements that improve the appearance and quality of commercial areas.
- **Parcel aggregation.** Incentivize aggregation of smaller parcels to facilitate sites that can accommodate a mix of uses and shared parking.
- **Outdoor dining.** Allow and encourage outdoor seating/dining along Fremont Boulevard.
- **Auto-related uses.** Existing automobile services can remain as permitted uses and can expand if developed according to the Mixed Use designations as described by the land use designations.



Examples of possible corridor infill development in Seaside.

Auto Center

Goal LUD-16: Maintain the auto center as a critical economic engine for Seaside while allowing for the gradual transformation of the area.

Intent: To allow for the continued operation and success of the auto-centric district, while also permitting a market-driven evolution over time towards innovative, cutting-edge industries and employers.

Policies:

- **Continuation of auto uses.** Retain existing automobile dealerships and services as permitted uses and allow expansion if developed according to the Employment designation. These standards envision a more urban, walkable format of building placement and façade design.
- **Employee services.** Enhance the working environment within the auto center by promoting small retail areas and restaurants to serve employees.
- **Employment priority.** Preserve the area as an employment center now and into the future. Allow the gradual transition of the auto center area towards uses that promote greater diversity of employers and additional jobs.
- **Adaptive reuse.** Support the rehabilitation and adaptive reuse of garage and auto-related buildings to preserve a link to the area's past.
- **New development.** In accordance with automobile technological advances, encourage new development in the auto center that will maintain the area's economic vitality, enhance the design of the area, and create better pedestrian scale and orientation.
- **Walkable blocks.** Add new street connections to create walkable blocks to improve pedestrian safety and access.
- **Makerspaces.** Seek out partnerships with innovative companies and encourage the development of "makerspaces."
- **Consolidated ownership.** Promote future efforts to consolidate ownership of parcels in the auto center.
- **On-site parking.** Encourage auto center businesses to provide adequate on-site parking for their employees as well as their customers.
- **Auto center employee parking and vehicle storage.** Promote a coordinated effort between auto center business owners and the City to identify parking solutions for auto center employees and off-site vehicle storage of new automobiles.

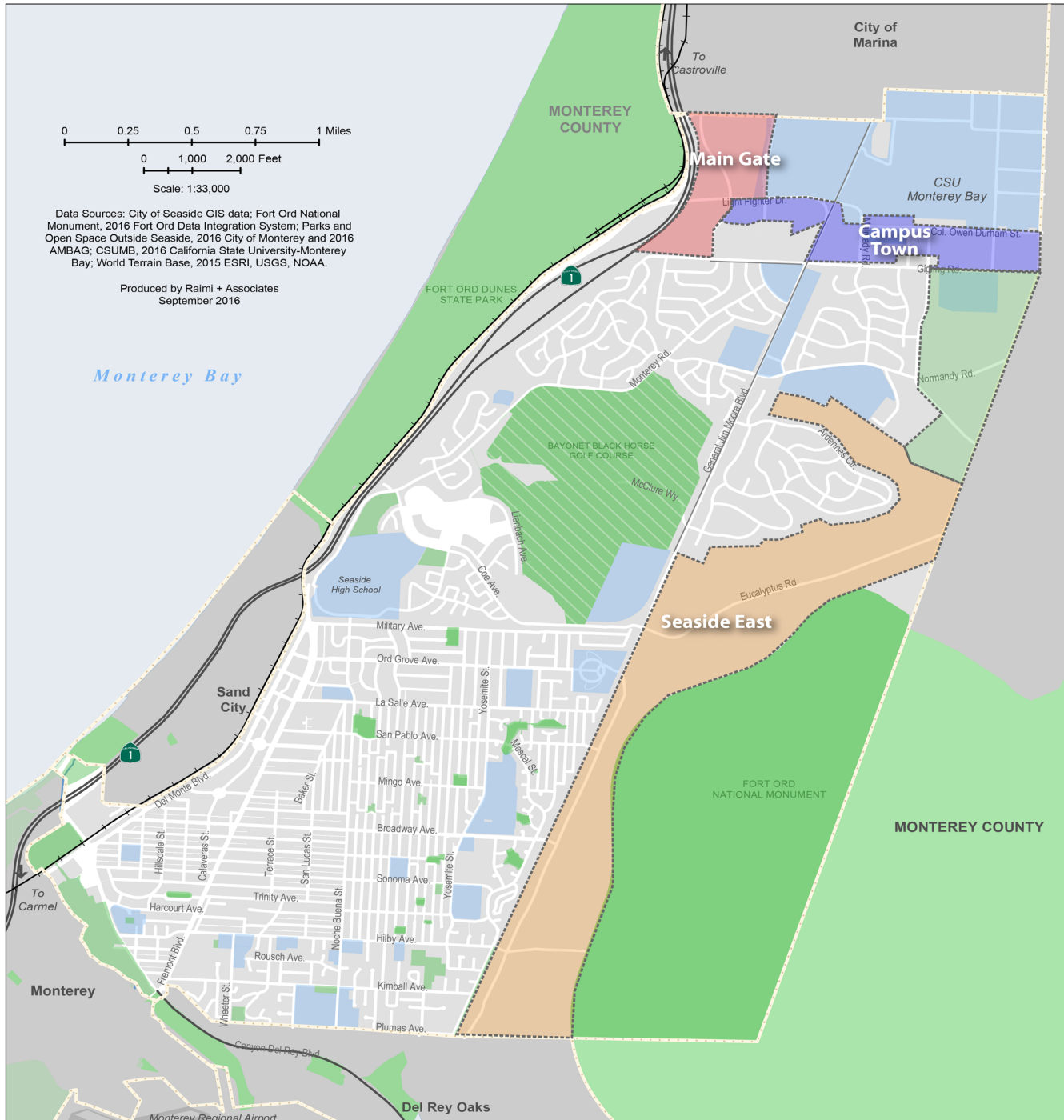
Figure 10: Seaside Auto Center



Former Fort Ord Lands Goals and Policies

The following section includes goals and related policies that apply to all former Fort Ord lands. Detailed sub-area goals and policies for Seaside East (including the area north of Eucalyptus Road), Campus Town, and Main Gate follow after overall area goals.

Figure 11: Former Fort Ord lands



Goal LUD-17: Abundant and high-quality natural open space on former Fort Ord lands.

Intent: To leverage the undeveloped Fort Ord lands to provide new active and passive open space for the Seaside community. To create connected open space and habitat corridors that maximize ecological quality.

Policies:

- **Open space corridors.** Balance the need to create more housing, employment, retail, and entertainment uses on former Fort Ord lands with open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats within new growth areas. Open space corridors should connect to formal and informal trailheads in the National Monument, where possible.
- **Open space buffer.** Provide an open space buffer / fuel break between new development and habitat areas.
- **Regional efforts.** Participate in regional programs and in partnerships with land trusts and conservancies to seek funding to preserve, maintain, and acquire open space as opportunities allow.
- **New parks.** Require or incentivize development of parks and open space within individual districts and neighborhoods. Require developers to establish mechanisms, such as Community Facilities Districts or impact fees to adequately develop and maintain new parks and recreation facilities.
- **Minimum on-site open space.** Require a minimum amount of open space in higher density residential and mixed-use projects. Carefully and deliberately integrate these spaces into project design and require maintenance by the property management organization.
- **Park and open space plans.** During the creation of specific plans, master plans, or other similar area planning processes, create a park and open space plan that shows the location and extent of future parks, open space, and recreation-open space areas. Develop a comprehensive and connected network of trails and non-auto circulation that improve access to parks, open space, and other community spaces.
- **Trail network implementation.** Work with project applicants to dedicate land or pay in lieu fees for trails that connect to parks and open space, FORTAG, or other regional bicycle and pedestrian connections.

Goal LUD-18: Design new Seaside neighborhoods on former Fort Ord lands sustainably by linking land use, transportation, and infrastructure development to increase non-automobile travel, protect sensitive habitat, and reduce infrastructure costs.

Intent: To expand the city in a sustainable, smart growth manner that minimizes the carbon footprint of new development, while also benefiting the existing community.

Policies:

- **Diverse neighborhoods.** Create diverse mixed-income neighborhoods with a range of residential housing types for different economic levels, household sizes, and age groups.
- **Access to amenities.** Strive to create development patterns such that the majority of residents are within one-half mile walking distance of a variety of neighborhood-serving uses, such as parks, grocery stores, restaurants, churches, cafes, dry cleaners, laundromats, banks, hair care, pharmacies, civic uses, natural areas, and similar uses.
- **New urban spaces.** Require new developments to provide public parks, plazas and squares that provide interesting urban spaces in planned districts and neighborhoods. Require project developers to establish mechanisms, such as a Community Facilities District or impact fees, to adequately develop and maintain new parks and recreation facilities,
- **Expanded mobility.** Ensure new development supports non-automobile mobility by providing safe, comfortable, and convenient well-connected pathways for pedestrians and bicyclists and waiting areas for transit.
- **Protect habitat.** Identify and avoid sensitive habitats during the neighborhood design phase.
- **Internal connectivity.** Require development projects to have a high-level of internal connectivity (minimum 150 intersections per square mile) and to be well-connected to the surrounding area.
- **Military designated lands.** Seek partnership opportunities with the federal government to increase transportation and open space access within and through military (M-designated) lands.
- **Traffic modeling.** Ensure future traffic study methodologies balance automobile, transit, walk, and bike mode shares.
- **Card rooms and casinos.** Prohibit card rooms or casinos land uses on former Fort Ord lands.
- **Links to CSUMB.** Create strong physical linkages from villages in the Campus Town and Main Gate areas to CSUMB.



Example of neighborhood-serving amenities.

Goal LUD-19: Seamlessly connect new growth areas on former Fort Ord lands with the rest of the city.

Intent: To create a unified city where eastward growth does not diminish or ignore the existing city fabric, but rather reinforces and expands upon it.

Policies:

- **Visual connections.** Provide visual connections, including wayfinding, between existing development and new development, and between open space on former Fort Ord lands. Ensure consistency with the former FORA Regional Urban design guidelines emphasizing:
 - **Connections.** Ensure signage provides guidance for seamless connections to centers of activity, public open spaces, and educational institutions, locations of interest, transit facilities, and trails.
 - **Coordinated.** Coordinate wayfinding sign design to incorporate regional wayfinding standards and allow for unique jurisdiction and community identity.
 - **Consistent.** Ensure wayfinding signage is consistent with Monterey County Bicycle and Pedestrian Wayfinding Signage Design standards. When applicable use internationally standardized imagery.
 - **Legible.** Ensure wayfinding signage is clear and readable to the intended audience (i.e. pedestrians, cyclists, equestrians and motorists).
 - **Safety.** Ensure signage is safely located.
- **Physical connections.** Require future development projects to better integrate with existing development by physically connecting new development on former Fort Ord lands with frequent streets, transit, bicycle, and pedestrian connections to ensure easy access from historic Seaside.
- **Prioritization.** Prioritize City programs and capital projects that actively work to integrate historic Seaside with new development on former Fort Ord lands.
- **Contiguous expansion.** Locate initial new development on former Fort Ord lands adjacent to Seaside's built environment and CSUMB to create a contiguous expansion of the city.

Goal LUD-20: New development supports the preservation or enhancement of the city's natural resources.

Intent: To protect the most valuable natural areas and species in former Fort Ord lands.

Policies:

- **Clustered development.** Cluster new development on former Fort Ord lands, as feasible, to minimize impacts on sensitive habitat.
- **Development adjacent to habitat.** Require new construction adjacent to habitat management areas to minimize new impervious surface, minimize light pollution, and emphasize native landscaping.
- **Low-impact development.** Require new construction and redevelopment projects to use low-impact development techniques to improve stormwater quality and reduce run-off quantity.
- **Steep slopes.** Preserve areas with steep slopes greater than 40 percent by prohibiting commercial and residential development. Open space and trails will be allowed in these areas.
- **Native species.** Encourage new development to support a diversity of native species and manage invasive species.
- **Green Streets.** Explore opportunities for Green Streets, when feasible. When Green Street demonstration areas are identified, include unobtrusive educational signage.
- **On-site stormwater infiltration.** Require on-site stormwater collection and infiltration according to C3 requirements.
- **Erosion control.** For all development in former Fort Ord, require the implementation of adequate erosion control measures on lands with a prevailing slope above 30% consistent with the City's Municipal Code Erosion and Sediment Control Design Standards.
- **Habitat protection area.** Establish a habitat protection area, including criteria for defining the area, during the creation of a specific plan for Seaside East.

Goal LUD-21: Resilient neighborhoods on former Fort Ord lands.

Intent: To ensure new development is not unduly threatened by natural hazards and the worsening impacts of climate change.

Policies:

- **Wildfire risk.** Require that all future developments on former Fort Ord lands take steps to reduce wildfire risk as part of the site review process.
- **Hazard mitigation.** Support plans and policies that mitigate existing hazards and reduce the risk of urban and wildfire threats.
- **Resource efficiency.** Provide incentives to encourage new development to be more water and energy efficient and use fewer natural resource to increase long-term neighborhood resilience.
- **Seismic setbacks.** Reduce the impact of future seismic hazards by incorporating seismic setback standards for new development into the zoning code. The City may designate these setback areas as open space.



Example of native landscaping and bioswales.

Goal LUD-22: Balanced, diverse, and sustainable growth.

Intent: To guide development towards a diverse community that balances habitat and wilderness with new low-impact residential development clustered around neighborhood centers, supporting public use, and employment districts.

Policies:

- **Gateways.** Provide ample gateways to the National Monument, through formal and informal entryways to trailheads. Provide distinctive signage and gateway elements at entryways.
- **New infrastructure.** Plan for significant improvements to existing infrastructure in the area, including the development of an active transportation and transit plan.
- **FORTAG trail.** Support implementation of the FORTAG regional trail. Coordinate with FORTAG about trail design and connectivity, including opportunities for:
 - Art installation
 - Nature and historic interpretation
 - Outdoor classrooms
 - Birding
 - Native plant appreciation
 - Commercial uses including cafes, bike shops, and visitor centers
 - Senior mobility
 - Safe “Just Run” routes, “ParkRun”, and other commercial and charity fun runs.
- **Habitat preservation.** Working with CSUMB and City of Marina to minimize the impacts of land uses at the western entrance of the CSUMB campus, support the preservation of open space and sensitive habitat 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.
- **Balanced land use mix.** Create a complete community in Seaside East with a mix of parks, recreation, employment, retail and services, and housing. Specifically, the eventual build-out of the area will include all of the following, in the approximate conceptual quantities specified in Table 3. Additional analysis will be completed with any future specific plan in the area:
 - A range of park types and community recreation facilities, including a regional recreation area with multipurpose athletic fields, courts, and other park uses.
 - Visitor-serving amenities (retail and services) at primary National Monument access points.
 - New office, research and development (R&D), and/or flex space to increase employment in the area as required as a condition of the City’s acquisition of the land.
 - Traditional, walkable residential neighborhoods with a diversity of low and moderate-density housing types built around “neighborhood centers” with a mix of retail, services, parks, and other amenities for residents.
 - New schools, public facilities, and a Civic Campus to support the expected population and worker growth in the area.
- **Connections across General Jim Moore Boulevard.** Improve connections to the rest of the city, especially across General Jim Moore Boulevard.
- **Walkable grid.** Plan new streets to form an interconnected grid of street and greenway circulation within the subarea. Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists.

Table 3: Conceptual Land Use Mix in Seaside East

Land Use Designation	Acres	Percentage	Range
Neighborhood Low	95 (min)	15 percent	15 – 20 percent
Neighborhood Medium	95 (min)	15 percent	15 – 20 percent
Mixed Use Low	45 (min)	7 percent	7 – 10 percent
Employment	100	16 percent	15 – 25 percent
Public/ Institutional	30	5 percent	Min 3 percent
Recreation Commercial	60	9 percent	8 – 15 percent
Parks and Open Space	60	9 percent	8 - 15 percent
Recreation - Open Space	150	24 percent	Min 15 percent



Gateway to monument.



Trail in open space.



Employment uses.



Medium density residential.

Campus Town

Goal LUD-23: Transform the Seaside's northern area into a mixed-use, economically-vibrant Campus Town that serves the student population and leverages its geographic adjacency to CSUMB.

Intent: To build a stronger rapport with CSUMB by housing and servicing its students, improving physical connections to the university, establishing areas for high-tech research and development, and redeveloping old derelict military areas into a higher and better use.

Policies:

- **Coordination with CSUMB.** Strengthen the relationship between the City and Cal State University-Monterey Bay, Marina, and other regional partners. Hold regular meetings with CSUMB to discuss plans for the "campus town" area.
- **Campus Town Specific Plan.** Implement the Campus Town Specific Plan to establish a coordinated, mixed-use area that supports higher-density housing, shopping, services, jobs, offices, and open space.
- **Pedestrian-supportive design.** Require new projects to follow best practices for pedestrian-supportive design. Ground floors should be active along all primary frontages.
- **FORTAG trail.** Support implementation of the FORTAG regional trail and coordinate with FORTAG about trail design and connectivity, and art opportunities.
- **Intersection density.** Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Intersection density should be at least 300 intersections per square mile (including both motorized and non-motorized segments).
- **Connectivity.** Improve access and connections for all modes to CSUMB.
- **Area-wide coordination.** Promote coordinated design and development between plans, new projects, and existing uses and properties.
- **Gateway points.** Signage and gateway elements should be implemented by new development to draw visitors to the Dunes State Beach and the National Monument. At these entry points, visitor-serving amenities, such as restaurants, bike and water sport rentals, and lodging are encouraged.

Main Gate

Goal LUD-24: Transform the “Main Gate” area into a mixed-use center with retail, residential, institutional/public, and entertainment.

Intent: To create a regional destination that capitalizes on proximity to Highway 1 and acts as a gateway to the City's assets.

Policies:

- **Destination and gateway.** New development at Main Gate will contribute to establishing the City of Seaside as a destination and gateway for tourists seeking access to the beach/ocean and the Fort Ord Monument.
- **Development and public realm character.** Create a vibrant, active district with attractive streetscapes and walkable blocks, including:
 - Development should be organized around a central community space or spaces.
 - Locate retail frontages on internal streets and plazas and adjacent to remaining surface parking lots to create a “main street” urban shopping experience.
 - Plan new streets to form an interconnected grid of street and greenway circulation within the area. Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Intersection density should be relatively high.
 - Require that the first level of buildings generally have a minimum 15 feet floor to floor height to allow for flexibility.
- **Public viewsheds.** Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the city. Reinforce the natural landscape setting consistent with the local site character.
- **High-quality parking.** Require structured and surface parking facilities to have adequate landscaping, emphasizing native species and drought-tolerant plants.
- **Sustainable development.** Require high levels of sustainability from new buildings and the site generally, especially including stormwater treatment, drought-tolerant and native plantings, cool roofs, and indoor water conservation.
- **FORTAG trail.** Support implementation of the FORTAG regional trail. Coordinate with FORTAG about trail design and connectivity.