



A G E N D A

CITY OF SEASIDE
CITY COUNCIL/
PLANNING
COMMISSION

JOINT SPECIAL MEETING
Oldemeyer Center
986 Hilby Avenue
Thursday, October 27, 2016
7:00 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

CALL TO ORDER

ROLL CALL – ESTABLISHMENT OF QUORUM

Ralph Rubio	Mayor
Ian N. Oglesby	Mayor Pro Tem
Dennis J. Alexander	Council Member
Jason Campbell	Council Member
David R. Pacheco	Council Member

ORAL COMMUNICATIONS

Members of the public wishing to address the City Council 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 minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

STUDY SESSION

STUDY SESSION REGARDING SEASIDE'S GENERAL PLAN UPDATE

PURPOSE: The purpose of this joint Planning Commission and City Council meeting is for Staff and the consultant team to provide an update on the Seaside General Plan and to receive feedback on a number of items necessary for the team to move forward with the update process. This staff report includes an overview of the Existing Conditions report prepared for the General Plan Update, a description of the community engagement and outreach activities to date, a draft Vision Statement and Guiding Principles for the General Plan, key issues to address in the General Plan, and areas of land use change and stability within the City. Staff is seeking input from the Planning Commission and City Council on the preliminary draft Vision and Guiding Principles, and areas where the City Council and Planning Commission believe that development and land use change could occur within the City over the next 20 to 30 years.

RECOMMENDATION: It is recommended that the City Council and Planning Commission provide direction on the preliminary draft Vision and Guiding Principles and areas within the City that could experience land use growth and development during the time horizon of the General Plan.

ADJOURNMENT

Next Regularly Scheduled Meeting:
November 3, 2016
7:00 PM

The City of Seaside is an ADA accessible facility and is committed to include the disabled in all of its services, programs and activities. Any person who requires accommodation to be able to participate in this meeting is asked to contact the office of the City Clerk at 899-6707, no fewer than two business days prior to the meeting to allow for reasonable arrangements. The City Council Chambers is equipped with a portable microphone for anyone unable to come to the podium. Assisted listening devices are also available.

Meetings that are held in the City Council Chambers are broadcast live to all Seaside residents on Comcast Channel 25 and U-verse Channel 99. Meetings are also available through live streaming at: <http://cvp.telvue.com/player?id=T01629&video=52314&noplaylists=1&width=400&height=300> Videos of past meetings are available on demand through the City's website: <http://www.ci.seaside.ca.us>

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.:

TO: City Council

FROM: Craig Malin, City Manager

DATE: October 27, 2016

**SUBJECT: STUDY SESSION REGARDING SEASIDE'S GENERAL PLAN
UPDATE**

PURPOSE

The purpose of this joint Planning Commission and City Council meeting is for Staff and the consultant team to provide an update on the Seaside General Plan and to receive feedback on a number of items necessary for the team to move forward with the update process. This staff report includes an overview of the Existing Conditions report prepared for the General Plan Update, a description of the community engagement and outreach activities to date, a draft Vision Statement and Guiding Principles for the General Plan, key issues to address in the General Plan, and areas of land use change and stability within the City. Staff is seeking input from the Planning Commission and City Council on the preliminary draft Vision and Guiding Principles, and areas where the City Council and Planning Commission believe that development and land use change could occur within the City over the next 20 to 30 years.

RECOMMENDATION

It is recommended that the City Council and Planning Commission provide direction on the preliminary draft Vision and Guiding Principles and areas within the City that could experience land use growth and development during the time horizon of the General Plan.

BACKGROUND

General Plan Process

The purpose of the General Plan update is to revise the 2004 General Plan for Seaside, including the vision, goals, policies, and implementation actions. The major components of the process include:

- *Community Engagement* – Activities include community workshops and open houses, stakeholder interviews, focus groups, a community survey, a General Plan Task Force, meetings with outside agencies, a project website (www.seaside2040.com) and meetings with the Planning Commission and City Council. Six community workshops and open houses are anticipated during the process. Community engagement activities were presented to the City Council in spring 2016. To read the Community Engagement Plan, please see Attachment 1.

- *Existing Conditions Report* – The Existing Conditions Report provides background information for the Seaside General Plan Update, including a brief City history, a description of the planning area, and information about General Plans. It includes a range of information and data about the demographic, physical, natural, economic, land use, housing, and transportation conditions in Seaside, highlighting key issues and opportunities within the City. It is intended to document the baseline conditions in the City of Seaside, while also providing contextual comparisons with Monterey County and California where applicable. To read the Existing Conditions report see Attachment 2.
- *Visioning* – Working closely with the community, a new vision and set of guiding principles was drafted for the General Plan update. A draft is attached to this staff report and available for City Council and Planning Commission comment.
- *Plan and Policy Alternatives* – To help the community understand land use and socio-economic changes that may occur in the future, the team will develop land use/development, transportation, and policy alternatives to address key issues and concepts in the General Plan. Preliminary land use/development alternatives are presented in an attachment to this staff report.
- *General Plan* – The 2004 General Plan will be updated with a new vision, goals, policies, and implementation actions. While some of the components of the existing General Plan are still valid today, the City is facing new issues and challenges that will require new policy direction.
- *Implementation Ordinances* – In addition to the General Plan, a number of implementing ordinances will be developed. This includes modifications to the zoning code to reflect changes in the General Plan's land use designations and ordinances to conform to FORA's requirements and the key development nodes within the City that will serve to facilitate the full build-out of the West Broadway Urban Village Specific Plan and transformation of the City's changing demographic patterns.
- *Environmental Review* – An Environmental Impact Report (EIR) will be prepared to analyze and disclose potential impacts of the General Plan update, zoning code, and other implementing ordinances on the environment.

Community Engagement Activities

Obtaining community input is critical to the success of the General Plan update. As discussed above, the work program includes a variety of activities aimed to get feedback from the community. The following is a summary of the activities that have occurred to date.

Stakeholder Interviews

At the beginning of the project, the consultant team met with a number of community leaders to better understand the issues, values, and vision of Seaside. Approximately ten interviews were conducted and this information helped to guide the work conducted in the Existing Conditions Report.

General Plan Task Force

To help guide the project, the City initiated a General Plan Task Force comprised of a cross-section of the Seaside community. Participants represent businesses, environmental groups, faith-based organizations, and service organizations. The Task Force met on May 23, July 26 and October 5, 2016 and their work guided the content of the first community public workshop, the vision and guiding principles, the list of issues and opportunities, and land use change areas.

Community Workshop #1



On Monday, June 6, 2016, Seaside hosted a workshop to engage with community members about the Seaside 2040 General Plan update. The workshop was held at the Oldemeyer Center from 6:00 – 8:00 p.m. The workshop was attended by over 80 people. A Spanish speaking translator was available at the workshop, and all materials were available in Spanish and English. Free childcare was provided. Participants separated into nine small groups to discuss four questions over the course of about an hour. Participants discussed the following questions:

- What makes Seaside unique and special?
- What are the key issues and opportunities facing Seaside today and in the future?
- What is your vision for Seaside in 2040? What will the City look like in 2040?
- How can we help to build community collaboration during the General Plan Update Process?

Overall, workshop participants emphasized the City's ethnic, age, socio-economic, and business diversity. There was a strong desire to create unique destinations within the City, such as a downtown within West Broadway, while leveraging proximity to the Fort Ord National Monument and CSUMB campus to create a University Village destination. To read the summary of the results from the Workshop activities please see Attachment #3.

Open House #1

On August 2, 2016 from 4:00 to 8:00pm, the City of Seaside hosted a Seaside 2040 booth at the National Night Out celebration. Over 80 people visited the Seaside 2040 booth and provided feedback on a preliminary draft vision statement and guiding principles for the General Plan (developed based on previous community input), and identified areas in the City where they would like to see more housing, jobs, shopping, parks, and transportation improvements.

In general, booth participants supported the draft vision and guiding principles. Like workshop #1, there was a strong emphasis on the City's diversity. There was support for recreation, new parks and open space, as well as connection to nature. Workshop participants also prioritized guiding principles related to community safety, housing, and inclusion from an ethnic and economic standpoint. To read the summary of the results from the Open House activities please [see Attachment #4](#).



DISCUSSION

Key Issues and Opportunities

Staff, in conjunction with the consultant team, General Plan Task Force and community members, created a list of key issues facing the City today and in the future and opportunities that can help the City achieve its vision in the future. The list of key issues and opportunities will help the project team define and prioritize General Plan goals, policies, and implementation actions. The list of key issues and opportunities is provided as Attachment 5.

Vision and Guiding Principles

City staff is seeking input on the draft vision and guiding principles for the General Plan. The vision statement paints a picture of what Seaside will be in the future and captures key values and aspirations. It is the foundation for more specific policies and actions. The draft vision was developed based on input from the community during Workshop #1 and Open House #1, the General Plan Task Force, and stakeholder interviews.

The guiding principles flow out of the vision statement and provide more detail on how the vision statement will be implemented. The guiding principles are designed to reflect the values of the community and the direction that the community would prefer as a whole what they want to see in the future. They also provide a basis for the goals, policies, and implementation actions that will be developed as the project moves forward. To read the vision and guiding principles please see Attachment 6.

Question 1. Are the vision and guiding principles in line with your understanding/thoughts about the direction the community should take over the next 20-30 years? If not, is there anything missing or anything that should be deleted or modified?

Areas of Potential Development and Land Use Change

One of the most critical components of a General Plan is the creation of the land use designation map. This map identifies the future intended use of land on every parcel in the City. In a General Plan update process, it is important to identify the locations where growth and development patterns are expected (or desired) to occur and locations that should be protected from future development. This is a first step in identifying the future land use designations because it allows the public and decision-makers to have a common understanding of where change will occur, the vision for change in each area, and the overall level of intensity. Equally important, this map signals to the community that certain areas are to be protected from new development and land use changes.

The project team created the change areas map by consolidating existing plans for each neighborhood, analyzing existing conditions, opportunities, and trends, and facilitating discussions with stakeholders and the community. The change areas map subdivides the City into over twenty different sub-areas and categorizes each area based on the expected amount and timing of change desired during the horizon of the General Plan. Definitions of the three categories are as follows:

- **Maintain / enhance.** Areas of the City where the general character of the area will remain

the same but improvement is desired in limited ways. This includes but is not limited to improvements to the public realm, the addition of a second story to a single-story home or the addition of community facilities or neighborhood-serving retail uses that are desired but currently absent. The majority of the residential areas and some of the commercial areas are classified as preserve and enhance.

- **Evolve.** Areas of the City where change is desired over the time horizon of the General Plan and where change will happen gradually over the entire horizon of the General Plan and beyond are identified as “evolve.” These areas are expected to see development over time and the area may, after 15 to 20 years, look very different than it does today.
- **Transform.** Areas where the community wants to actively facilitate significant change in the short to middle term (approximately five to ten years) are classified as Transform. These areas may look very different in a short period of time and these are areas where the City of Seaside may want to focus staff and financial resources or actively encourage new private development.

This classification attempts to begin a discussion on the level and type of change expected in each area of the City. To see the Degrees of Change see Attachment 7.

At tonight’s meeting, City staff is seeking input from the Planning Commission and City Council on the areas of potential use change, with a focus on six of the areas. We would like feedback on your vision for each area and planning themes or concepts you support. Attachment 8 describes alternatives and planning concepts for each area.

Moving forward in the process (and based on input received at the joint workshop), the General Plan update team will solicit feedback from the public about the specific vision, land uses, and development intensity in each area. Based on this discussion, we will create land use designations and supporting policies to make the vision a reality.

Question 2. Which alternative(s) or planning concepts best represent your vision for each of the 6 primary change areas? Do you have additional or different ideas on what should occur in each area?

Question 3. What other policy issues should the General Plan consider / address for each area? Do you generally agree with the direction of the other change areas? If not, what direction should be considered?

FISCAL IMPACT

No impact to the General Plan will occur as a result of tonight's study session.

ATTACHMENTS

1. Attachment 1-Community Engagement Plan
 2. Attachment 2-Existing Conditions Report
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3. Attachment 3-6/6/16 Workshop Summary
 4. Attachment 4-8/2/16 Open House Summary
 5. Attachment 5-Issues and Opportunities
 6. Attachment 6-Vision and Guiding Principles
 7. Attachment 7-Degrees of Change
 8. Attachment 8-Proposed General Plan Change Areas
-

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager

Seaside General Plan

Community Engagement Plan

May 19, 2106

Public input and community engagement are essential to the update of the General Plan since the Plan sets forth the desire and vision of the community. The Plan is only successful if the stakeholders have a voice in its development. The community outreach activities implemented for this project gives opportunities for all residents and stakeholder to participate in the process of developing a long-term vision for Seaside. The engagement activities provide a wide variety of opportunities for participation and are targeted at reaching out to members of the community who are typically not involved in civic projects and government meetings.

This Community Engagement plan provides the framework for the engagement process, including the goals, the target audiences and the types and number of activities. The intent of this Community Engagement Plan is to summarize the approach and key outreach activities. Detailed information will be developed for many specific activities as the project moves forward.

Goals of the Process

- To engage and empower the community in the visioning and planning process for *their* community.
- To build capacity in the community so that the community can guide and support the implementation of the General Plan for the next generation of Seaside residents.
- To engage the public at-large in this planning process to ensure the entire community has an opportunity to be heard and involved in the planning process.
- To educate residents about the importance of civic engagement and developing a long-range plan for the City.
- To achieve broad demographic and geographic representation from stakeholders, including input from residents who typically do not participate in civic projects and government meetings.
- To gather meaningful input and feedback from various local stakeholder groups and sectors, and from the community about the General Plan and the Environmental Impact Report.
- To involve stakeholders and the general public at key points in the process with interactive participation that provide a range of ways and to participate in the process and different levels of participation. These include a diversity of activities from informal meetings, to surveys, to social media to large scale community meetings and activities.
- To provide an open and transparent process that facilitates consistent and two-way communication between community members and the City.
- To achieve an end product for which the community feels their voice is heard for which there is community support and ownership for the final plan.
- To build a constituency that supports the implementation of the final plan.

- To develop easily understood informational materials that are language and culturally appropriate.

Types of Information Obtained Through the Public Process

A key to the team's approach is for community members and stakeholders to be actively involved in generating the vision and specific direction for the City's General Plan. Throughout the process, the Seaside staff, colleagues, and the consultant team will ask the community for input. Input may be needed on a variety of topics including the following:

- Key issues facing the City as a whole and in specific neighborhoods within the City.
- Vision for the City of Seaside.
- Strengths and opportunities of the City.
- Where new development should be located and the types of new development.
- Ideas for physical improvements, such as bicycle facilities, sidewalks, streets, parks, and public buildings.
- Ideas for policies and priorities of the City government.
- How to prioritize allocation of the City's limited financial resources.
- Methods for on-going communication between the City, residents and stakeholders.
- How the City should measure success of the plan.

Audience / Targeted Stakeholders

A primary goal of the community engagement is to involve as diverse a group of residents and stakeholders as possible. To assist in this effort, R+A, with the input from the City, will develop a master database of stakeholder groups to ensure the consultant team and/or City communicates with these organizations during the process. This list will be updated throughout the planning process (see below).

- General Plan Task Force (comprised of residents and stakeholders)
- Residents
- Property and business owners
- City Council and City Commissioners
- Community-based organizations
- Youth organizations and schools
- Faith-based organizations
- Topic-area stakeholders such as environmental organizations or transportation services
- Housing advocates and for profit and not-for profit developers
- Social clubs and social service organizations
- Neighborhood associations
- Federal government agencies related to Fort Ord
- State and regional agencies including the Association of Monterey Bay Area Governments
- City elected and appointed officials

Outreach Activities

The project team is planning for an interactive, tailored approach to outreach that will ensure we have involvement from the entire community. To meet the public outreach goals stated above, the project team will reach out to targeted stakeholder groups throughout the City using a variety of activities to engage and inform the entire community. Meetings and activities for which the consultant team is responsible for will take place when most people are available, such as in the evening on weeknights. When needed, there will be language translation available at the various workshops. These activities are described below.

General Plan Task Force

A General Plan Task Force comprised of approximately fifteen individuals will be convened early in the process. The Task Force will be advisory and non-voting. It will include interested citizens, business owners, advocates, and other stakeholders from Seaside, with an emphasis on providing a broad diversity of perspectives. Members will be selected by City staff and the City Council.

R+A will meet with the Task Force up to eight times during the process to obtain high-level feedback on the project issues, the vision, land use and transportation alternatives and key policy topics. The Task Force will also serve as a sounding board for content for public workshops and review workshop materials and the results.

The general flow of meetings is listed below but will be refined as the project moves forward:

1. Kick-off; issues and opportunities
2. Existing Conditions Overview
3. Vision and guiding principles; identifications of areas of land use change
4. Land use and housing
5. Economic development and public services
6. Transportation and infrastructure
7. Health and Equity; Sustainability
8. Review of policy framework or Draft Plan

Meetings held every other month until Public Draft General Plan is released.

Timing: Meeting 1: May 2016

Stakeholder Interviews

Up to twelve stakeholder interviews will be conducted at the beginning of the project and may include City Council members, the Chamber of Commerce, non-profit organizations, and community leaders. The purpose of these interviews will be to engage in conversations with community leaders and organizations and to receive stakeholder feedback on key issues and opportunities in the planning process. A survey protocol will be developed and administered.

Timing: April / May 2016

Focus Groups

Four focus groups will be held with key interest groups (e.g., environmental advocates, housing advocates) or segments of the population (e.g., Spanish speaking residents, youth, seniors, etc.). The purpose of the focus groups will be to understand key issues facing the City and to focus on specific topics that are of concern to the community.

Timing: June / July 2016

Community Survey

Building on the City's 2009-2010 survey, the team will prepare a statistically valid survey to identify community preferences and topics of concern. The survey will focus on community options (with similar questions to the 2009-2010 survey) and will include questions that are relevant to the General Plan update.

Timing: June / July 2016

Community Workshops

R+A will organize three public workshops and three open houses during the project. These are expected to be evening or weekend meetings that last approximately 2.5 hours. Each workshop will include a presentation followed by interactive exercises. The open houses will be informal and will include exhibits where community members can review materials and provide feedback on the project. The workshops will be interspaced with the open houses so that there are ample opportunities for feedback from the public. Expected topics for the meetings are:

- Workshop #1: Issues, Vision and Guiding Principles (*June 6, 2016*)
- Open House #1: Review of key issues, draft vision statement and list of guiding principles (*August 2, 2016*)
- Workshop #2: Land use and transportation alternatives (*September 2016*)
- Open House #2: Review preferred land use and transportation alternative (*November 2016*)
- Workshop #3: Review General Plan policy framework (prior to Draft General Plan release) (*March 2017*)
- Open House #3: Review Draft General Plan and Draft EIR (after Draft plans are released) (*November 2017*)

Informing the community about each workshop/open house will occur through a variety of mechanisms including 2 citywide mailings and the use of the email database prior to each meeting.

Timing: see above

Joint City Council and Planning Commission Sessions

There will be three joint City Council and Planning Commission study sessions to review project materials at important milestones. The role of the joint sessions will be to provide in-depth review, review community and technical input, and provide direction for key decision points.

Timing: Meeting 1: September 2016; Meeting 2: Winter 2016; Meeting 3: Spring 2017

Web Page

The project website will be used to provide reports and information to the public about the process. All notes and information from workshops and General Plan Task Force meetings will be posted on the website. The website will be updated regularly during the project.

Timing: Website launch May 2016; ongoing

Informal Outreach

Informal outreach activities may include, but are not limited to: attending regular meetings of neighborhood groups and local organizations, and preparing pop-up workshops to collect feedback at key junctures in the process. This will allow the consultant team and/or city staff to keep in regular communication with a large number of community members who are not interested in attending public workshops but would like to provide input into the process.

Timing: TBD

Outside Agencies

The team will meet with local, regional and state agencies throughout the General Plan update and EIR to ensure that the General Plan is consistent with planning efforts and regulatory requirements outside of the City.

Timing: Ongoing

Public Information and Communication

As discussed above, the City and project team identified a variety of ways to communicate with the public throughout the project with traditional public information methods such as flyers and announcements, as well as more contemporary electronic media. Whenever possible information will be available in a bilingual (Spanish/ English) format. The primary methods of communication are described below.

- **Email:** The team will develop and maintain a database of interested residents, businesses, and other stakeholders, using an online service (called "Mailchip.com"). This database will be developed at the beginning of the project by combining a number of databases that the City developed from multiple, past planning efforts and other uses (such as parks and recreation databases). As the project evolves, we will add names to the database when people attend meetings or workshops or sign up through the project website. Additionally, we will ask members of the community to forward emails about the project to their constituents and friends. Throughout the project, we will communicate with this list about project activities, including public workshops, surveys, discussion questions, and availability of documents.
- **Direct Mail:** The team will conduct Citywide mailings at two points in the process to all homes and businesses. The two times are: 1) to announce the General Plan update and the first

workshop; and 2) to announce the release of the draft General Plan and EIR for public review. The mailing will also inform the public that the majority of communication will be via email and invite the community to sign up to be part of the email distribution list.

- **Workshop and Open House Flyers:** The team will prepare and distribute flyers to City Hall, the library, and three other locations.
- **Website:** As described above, a website is currently being developed for the project, and will be used to provide information about the General Plan and to obtain information from the community.
- **Social Media:** The team will use social media, specifically Facebook, to post information about upcoming meetings and release documents.
- **Direct Outreach to Stakeholders and Partners.** As feasible and necessary, the project team will conduct direct outreach to key stakeholders and partners, encouraging participation by groups or individuals. This includes phone calls to organizations and groups that can, in turn, inform community members about upcoming meetings and activities.
- **City Noticing.** The City will use existing channels to notice all meetings and hearings as required by law.

Project Branding and Identity

The project team will develop unique branding materials for the project. This will include the following:

- A project logo and tag line
- A color palette
- Document layouts
- Meeting notices; and
- PPT presentation template.

All public materials will use the branding identity so that the community can identify when materials and information is part of the project. While styles will continue to be developed and refined throughout the course of the project, the team will make a concerted effort to present outreach and plan material in a consistent look and feel to increase community recognition and familiarity with the project.

Implementation/ Schedule

It is our intent to publicize and notice all public meetings and events, such as large meetings, committee meetings, and other public events, approximately four weeks before events. A follow-up noticing via email and social media will occur within one week of the event.

Roles and Responsibilities

The development and implementation of the Community Engagement Plan and its components are the responsibility of the Raimi + Associates team. Meeting design, collateral development, distribution, and event organization will all be managed by the team. Seaside staff will be called upon for assistance in identifying stakeholders, assistance with logistics (for example identifying venues and helping to avoid community calendar scheduling conflicts), legal noticing, and final approval of all documents and materials before such are distributed.

SEASIDE GENERAL PLAN UPDATE

EXISTING CONDITIONS REPORT



seaside 2040
your city. your future.



Prepared by:

Raimi + Associates - Project Lead

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TJKM

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Whitson Engineers

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1. Introduction

The City of Seaside is embarking on a significant and exciting multi-year effort to develop a new General Plan. This Existing Conditions Report is an initial step in the Seaside 2040 General Plan update planning process. The report will help inform the update of the General Plan, which serves as the City's long-term blueprint for important topics such as land use, mobility, conservation, infrastructure, community character, and quality of life.

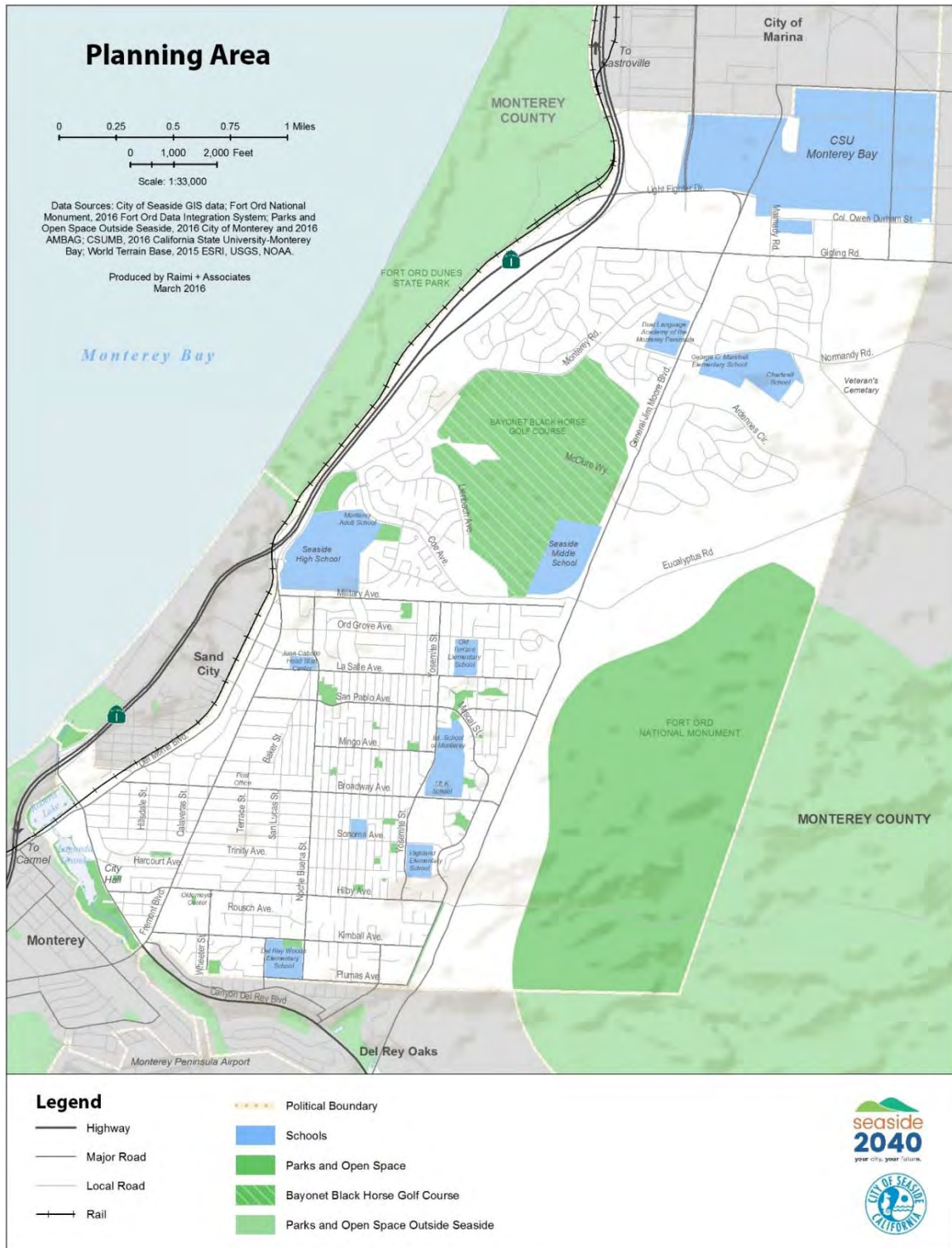


City of Seaside Aerial View.

This report provides background information about the Seaside General Plan Update, including the purpose of the document, City history, a description of the planning area, and information about General Plans. It also includes a range of information and data about the demographic, physical, natural, economic, and transportation conditions in Seaside. It is intended to document the baseline conditions in the City of Seaside, while also providing contextual comparisons with Monterey County and California where applicable. Data and information in the document were collected from a variety of sources, including statistics from the U.S. Census, conversations with community leaders, and City staff.

The report is intended to stimulate comments, ideas, and further discussion during the General Plan update process. It is intended for use by a range of stakeholders, such as City staff, decision makers, property owners, residents, and community members of Seaside.

Figure 1-1: City of Seaside



What is a General Plan?

A General Plan is a city policy document required by state law (Government Code Section 65300-65303.4) that provides a “long term, comprehensive, integrated, internally consistent and compatible statement” of goals and policies that reflect local conditions and the community vision. The plan serves as a basis for decisions that affect Seaside’s future. The law requires that a General Plan address the following seven mandatory subject areas, or “elements:”

- **Land use.** The land use element identifies the location and intensity of land uses throughout the City.
- **Circulation.** This element plans for the transportation system including roadways, transit, bicycle and pedestrian facilities; it can also address sewer, gas, water, and other infrastructure conveyance systems.
- **Housing.** The housing element seeks to accommodate housing needs for all incomes, groups with disabilities, and the homeless.
- **Open space.** The open space element identifies parks and open space throughout the City.
- **Conservation.** This element guides the use and conservation of natural resources such as soils, wildlife, water, energy, and historic resources.
- **Noise.** This element seeks to limit the community’s exposure to excessive noise.
- **Safety.** The safety element seeks to reduce the risk of death, injuries, property damage, and economic and social dislocation from natural and human-made hazards.

State law also allows for optional “elements” and for elements to be organized or combined at the City’s discretion. For example, the City of Seaside’s 2004 General Plan includes an optional Economic Development Element. The State requires cities to maintain a regularly updated General Plan to keep pace with changing conditions and community priorities.

Purpose of the General Plan Update

Since the creation of the 2004 Seaside General Plan, there have been significant shifts in the City’s economic and housing markets, demographics, land use, transportation system, community character, and infrastructure demands. This General Plan Update seeks to bring the plan up-to-date by:

- Engaging community members to express their collective values to create a common vision for the City’s future.
- Refining the land use and community character vision for potential growth areas of the City.
- Incorporating recently created plans, such as the West Broadway Specific Plan, Main Gate Specific Plan, and the Seaside East Conceptual Plan.

- Creating updated policies for land use, community design, transportation, infrastructure, and other topics.
- Ensuring that the General Plan is consistent with the Fort Ord Base Reuse Plan.
- Maintaining the City's stock of housing, especially housing for those with low- and moderate-incomes.
- Addressing recent State requirements regarding climate change and transportation.
- Updating the Zoning Code to bring the development standards and regulations into conformance with the General Plan and Base Reuse Plan.

A Short History of Seaside

Resort Era and First Settlement

The subdivision of Seaside was first planned in 1888 by Dr. John L.D. Roberts, who had come to California from New York the year prior. Roberts purchased an approximately 160-acre property where Seaside and Sand City are currently located. Accounts vary whether Roberts purchased the land from or in partnership with his uncle David Houghton. The land had previously been owned by the David Jacks Corporation. David Jacks had at one time been the richest landowner in Monterey County, acquiring over 100,000 acres.¹



*Hotel Del Monte. Source:
<http://thedude.oucreate.com/>*

Dr. Roberts marketed his subdivision as a shoreline resort and tourist destination because of its proximity to the Hotel Del Monte, which was located slightly west of Roberts Lake between the modern-day cities of Seaside and Monterey. The Hotel Del Monte was originally opened in 1880 although it was destroyed by a fire and was rebuilt between 1887 and 1888. Built by Charles Crocker, a railroad pioneer, the hotel resort complex included thousands of acres of land containing gardens and recreational activities. The elegant resort was a catalyst for the Monterey peninsula's tourism industry.²

Although at one time the area was referred to as East Monterey, by 1891 the community had taken the name Seaside and had its own post office. The community expanded from the original cluster of homes near the slough (later called Roberts Lake). A street car line was built to connect Seaside with Monterey. The community developed into a working people's town rather than a resort town.³

In 1910, Dr. Roberts, who was then a Monterey County Supervisor, lobbied President Theodore Roosevelt to locate a military training field on ranchland near Seaside. In 1917 the United States Army purchased land to use as a training ground for field artillery and

cavalry troops stationed at the nearby Monterey presidio. At one time it was called Camp Ord and was re-designated as Fort Ord in 1940, growing into a larger-scale training facility.⁴

The training base's buildup during the World War II era and continued expansion in the following decades changed the character of the community. Thousands of workers and soldiers came to the area and Seaside's population began to be dominated by military families. Fort Ord had a very diverse military personnel with African American, Mexican, Indian, and Filipino soldiers. In 1948, federal policy ordered the integration of housing, facilities, and schools on military bases. Fort Ord was the first base to undergo complete integration. This occurred during the same time when Seaside was transforming from a subdivision into a City. The federal government's influence extended into the small community making Seaside a dynamic multi-racial city.⁵

Depression, War, and the Creation of a Community

The Depression brought new populations into Seaside from the Dust Bowl and from Southern Europe. A diverse population of Mexicans, Italians, Japanese, and Portuguese, and a few African Americans began to settle in Seaside, which gave Seaside a reputation both as a poorer subdivision of Monterey and a multicultural enclave. Seaside housed many of the cannery workers who were too poor to live in Monterey. New homes were built and small businesses were established to serve the new population. Seaside residents established small businesses along the main thoroughfares of Del Monte Avenue, Broadway, and Noche Buena Street.⁶

To establish a sense of community, Seaside residents also organized chapters of different clubs and participated in many public events and parades. Churches also played an important role in Seaside civic life. Military families formed congregations based on race and on shared regional origins and by 1950 Seaside boasted 35 different churches, many of which were African American.

The City of Seaside was incorporated in 1954. At that time, the oldest parts of Seaside in the southwestern portion of the City became part of the City of Monterey, and much of the shoreline on the west became part of Sand City.



Seaside School Children in the 1930s. Photo courtesy of the City of Seaside Archive.



Parade in Seaside. Photo courtesy of the City of Seaside Archive.

Seaside in the 1960s and 1970s

The expansion of Fort Ord during the late 1960s through the late 1970s created a demand for housing and services to meet the needs of the growing population. Redevelopment and urban renewal included the construction of State Highway 1, a high school, and a new city hall designed by Edward Durell Stone. The federal government's desegregation movement enabled local government to utilize federal funding during the Kennedy and Johnson administrations to redevelop portions of the city and create new infrastructure. "Substandard" housing was demolished and new units built, commercial areas developed, streets, sidewalks and parks were built. Seaside's focus was on refurbishing homes and building up to code single-family homes. Seaside also obtained federal funding for three major residential and commercial projects (Noche Buena, Del Monte Heights, and Hannon).⁷

The diversity of the City of Seaside made it a unique place to live, work, and play. African American leaders, including Dr. Martin Luther King, played an important role in making the city a center for civil rights. Well-educated African American families initiated an era of civil rights activism throughout the Monterey Peninsula. Black residents worked with other groups to ensure city building, civil rights, and social justice.⁸

African Americans also led political movements in the City and on the Peninsula. The local chapter of the NAACP had a membership of over 1,000 people at the time and was at the vanguard of challenging discrimination. The NAACP led many successful campaigns, including ones focused on employment and economic opportunity and challenging the service industry to hire black workers and allow black guests. The NAACP still maintains an office in the City of Seaside.⁹



Dr. Martin Luther King visited in Seaside in 1962. Photo courtesy of the City of Seaside Archive.

From Military Town to Present

The U.S. government closed Fort Ord as an active-duty military base between 1991 and 1994 and the City has begun to shift its identity. Lands transferred to the City from the government became the Bayonet Black Horse Golf Course, California State University Monterey Bay opened on former Fort Ord lands, and the Fort Ord National Monument was established, among other things. The land transfer also opened up new areas for redevelopment including the Main Gate, Surplus II, and Seaside East areas.¹⁰



Main entrance to CSUMB.

During the last decade of 20th century and the first decade of the 21st century, Seaside underwent a sweeping demographic transition. A significant Latino population moved into the City, with new businesses opening to cater to the new population.¹¹



Bayonet Black Horse Golf Course

Structure of Existing Conditions Report

This report provides an overview of the existing conditions in the City of Seaside. It covers a variety of topics including demographic characteristics, economics, health conditions, land use and community design, housing, market conditions, transportation, and public infrastructure. Since the current General Plan was last comprehensively updated in 2004, the goal of this existing conditions report is to provide an up-to-date snapshot of key issues facing the City so that the General Plan Update process can more effectively address them. The report contains the following chapters:

- **Chapter 2: Demographic and Socio-Economic Characteristics.** This chapter provides an overview of the existing demographic and socio-economic characteristics of the City. It uses U.S. Census data, City and County data, and other sources to provide a big picture analysis of the current social context within the City.
- **Chapter 3: Market and Economics.** This chapter summarizes existing policies, practices, and trends related to market and economic conditions in the City. It maps the location and types of jobs in the City and provides an assessment of the skills required to perform those jobs. A detailed market and economic technical report is found in Appendix A.
- **Chapter 4: Land Use.** This chapter provides an overview of the existing land use and development across the City, including an analysis of general land use patterns, including residential and commercial uses among many others. It also includes a summary of existing plans and regulations that address land use in the City.
- **Chapter 5: Community Design.** Chapter 5 includes an overview of community character and urban design within twenty-seven distinct areas of the City. The chapter includes information on existing neighborhood characteristics and public spaces, as well as current plan direction for the area.
- **Chapter 6: Transportation.** This chapter provides a summary of the existing circulation network and transportation facilities, such as roadways, sidewalks, transit, bicycle facilities, and parking.
- **Chapter 7: Housing Conditions.** This chapter provides a summary of existing housing policies and the physical characteristics of the existing housing stock. This

section also discusses the share of owner and renter occupied housing with a focus on the affordability of housing.

- **Chapter 8: Parks and Public Facilities.** This chapter provides an overview of the baseline conditions for parks and recreation in the City, including an assessment of the under-served areas. This section analyzes park level of service, lists recreational facilities, and summarizes existing City facilities and programs. The chapter also discusses solid waste collection and diversion.
- **Chapter 9: Conservation and Natural Resource Management.** This chapter provides an inventory of the existing habitat and special-status species. It also includes an overview of the existing City policies related to biological assets, special status species, and habitat.
- **Chapter 10: Hazards, Air Quality, and Noise.** This chapter provides a summary of hazards such as FEMA flood zones, sea level rise, and earthquake-related issues. In addition, this chapter summarizes measured noise levels in the City and existing policies related to noise. This chapter also summarizes existing policies and conditions related to air quality, including potential pollution sources.
- **Chapter 11: Utility Infrastructure.** This chapter discusses the water, sewer and storm drainage infrastructure in the City, as well as water supplies, water demands, and regulatory context.
- **Chapter 12: Health Conditions.** This chapter includes information about health conditions in Seaside, including levels of physical activity, weight status, food access, and health care access.

Citations

¹ Cambria History Exchange, 2010; Bakken, et al., 2006:345-346

² City of Seaside, n.d.; United States Navy, n.d..

³ City of Seaside, n.d., PMC, 2008:33-34, 36.

⁴ Bureau of Land Management, n.d..

⁵ McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.

⁶ McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.

⁷ McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.

⁸ McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.

⁹ McKibben, Carol Lynn (2009). Seaside.

¹⁰ McKibben, Carol Lynn (2009). Seaside.

¹¹ McKibben, Carol Lynn (2009). Seaside.

2. Demographic and Socio-Economic Characteristics

This chapter provides a general overview of the demographic and socio-economic characteristics for the City of Seaside. This includes information age and gender, household composition, race and ethnicity, ancestry, housing, income, education, and linguistic composition.

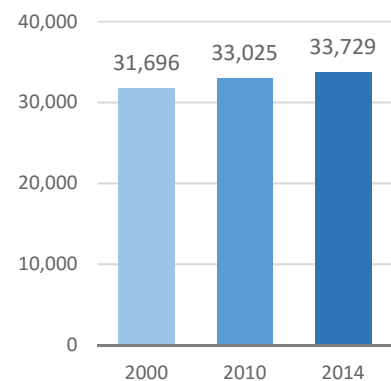
General Population and Household Characteristics

Between 2000 and 2014, the total population and total households in Seaside have both increased according to the U.S. Census. Since 2000, the total population in Seaside increased from 31,696 to 33,729, a 6 percent increase as shown in Figure 2-1. During that period, Seaside's population grew 7 percent, about the same rate as Monterey County. Overall, Seaside houses about 8 percent of the County's total population. Figure 2-3 shows the population distribution across the City. Most of the City's population is clustered in Seaside proper.

Figure 2-2 shows the slight increase in Seaside households from 9,833 in 2000 to 10,185 in 2014, a 3.6 percent rise. Households in the County increased by 3.2 percent during the same period. Seaside's overall household size fluctuated between 2000 and 2014, but increased from an average of 3.2 people per household in 2000 to 3.3 in 2014. This represents a three percent increase in household size. The average household size is slightly larger than in Monterey County (3.15 persons per household).

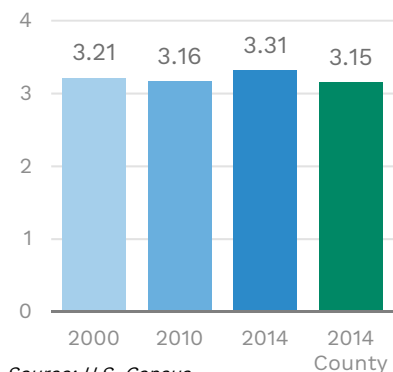
Figure 2-3 illustrates population per square mile for each Census block in Seaside. Census blocks with the highest population density tend to be in Seaside proper, which is the area south of Military Avenue and west of General Jim Moore Boulevard.

Figure 2-1: Population



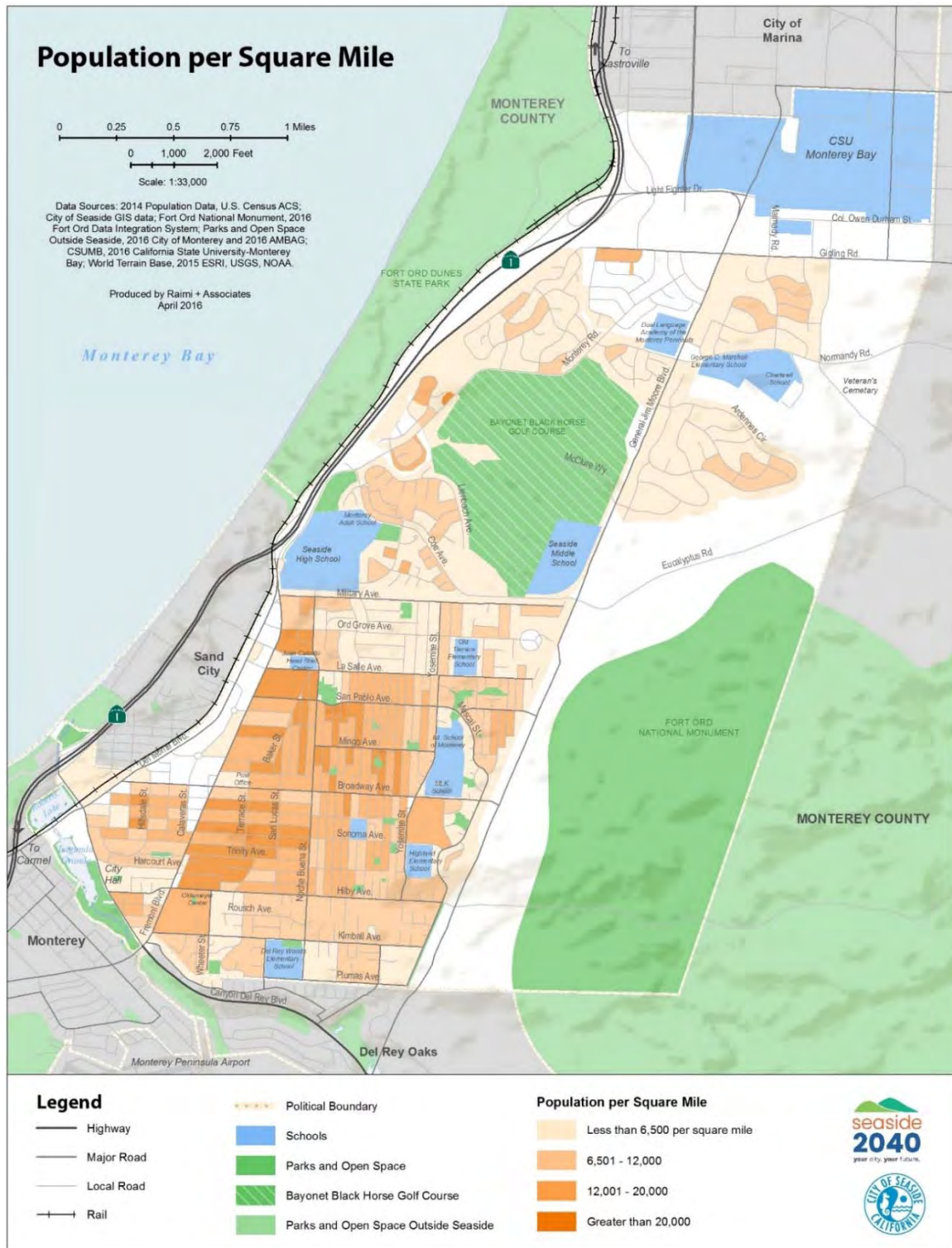
Source: U.S. Census

Figure 2-2: Household Size



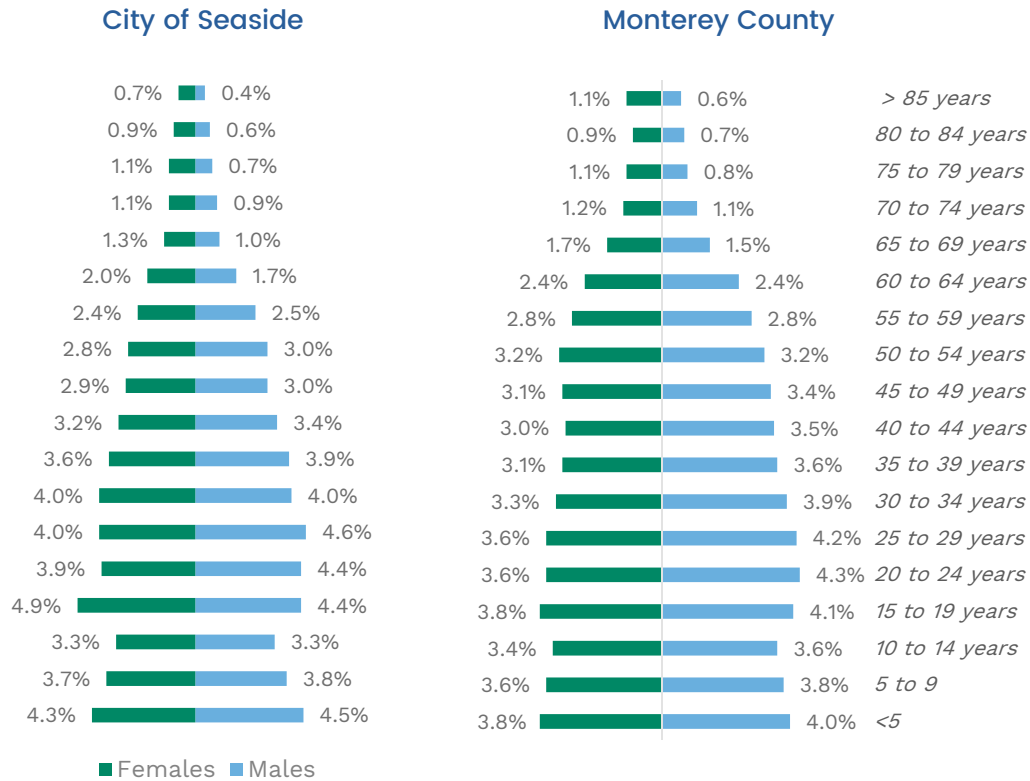
Source: U.S. Census

Figure 2-3: Population per Square Mile



The population in Seaside is younger than Monterey County as a whole as shown in Figure 2-4. In 2014, nearly 9 percent of the City’s population was younger than five, as compared to 8 percent of the County population. Similarly, Seaside has a lower proportion of residents age 65 and over (8.6 percent) compared to the County (10.7 percent).

Figure 2-4: Age Pyramids



Source: U.S. Census

Figure 2-5 and Figure 2-6 shows the proportion of youth (age 17 and under) and seniors (age 65 and over) by U.S. Census block in Seaside. While the youth population is relatively evenly distributed across the City, there are two clear youth population concentrations: in the military housing in the northern portion of the City, and within the high-density neighborhoods in Seaside proper (between Noche Buena Avenue and Fremont Blvd), adjacent to the City’s historic center. The senior population is concentrated along the southern, northern, and eastern edges of Seaside proper.

Figure 2-5: Population Age 17 and Under

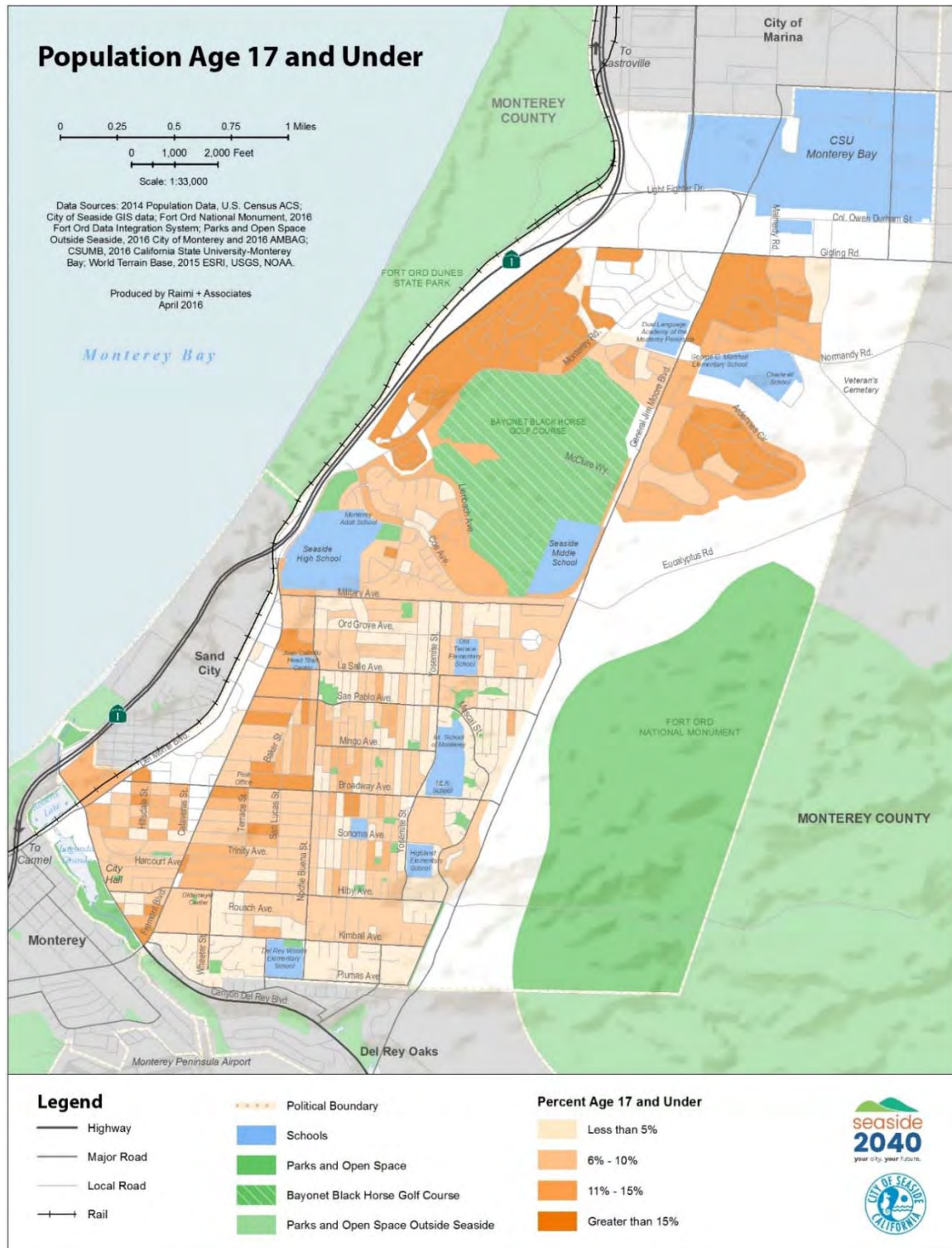
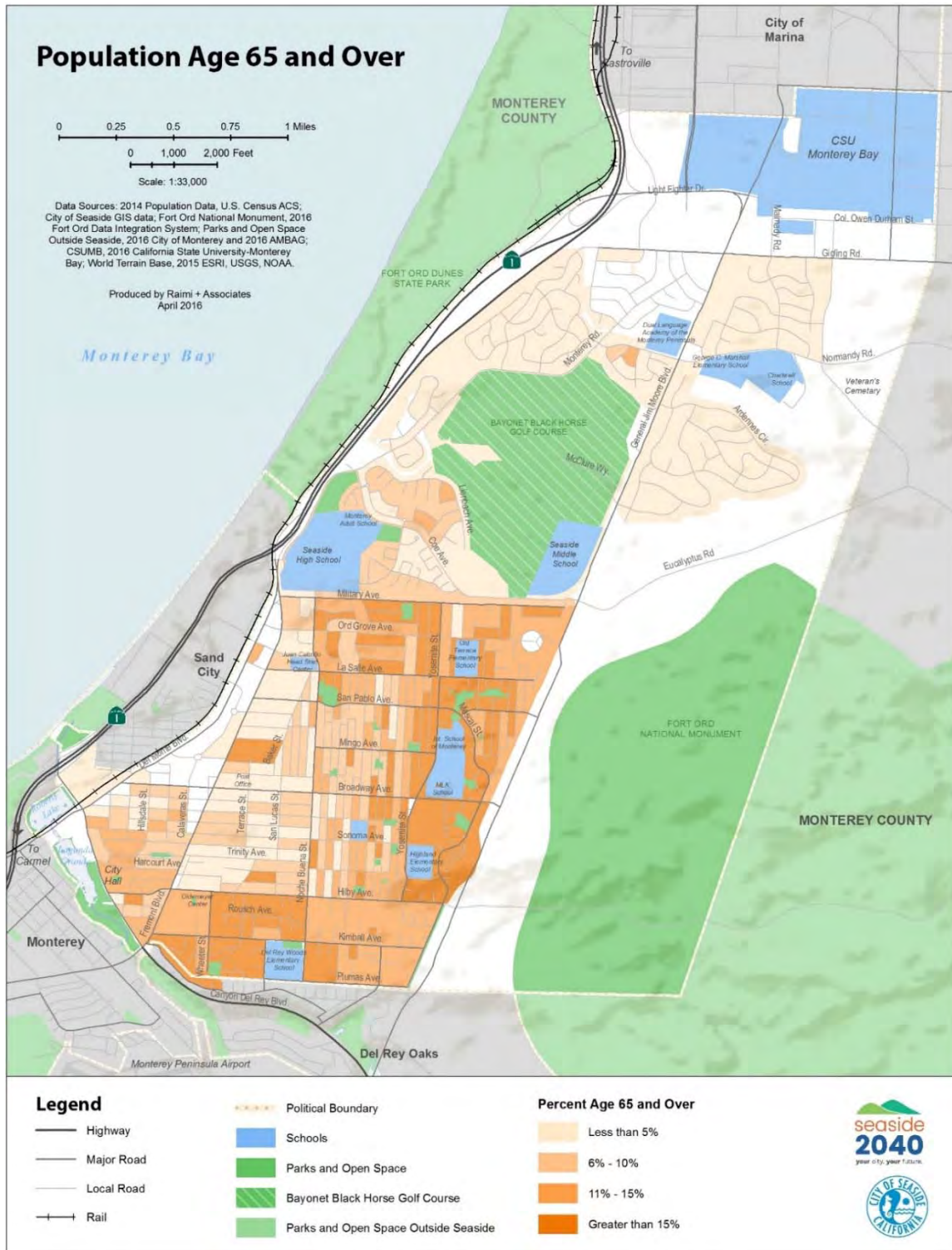


Figure 2-6: Population Age 65 and Over



Race & Ethnicity

As described in Chapter 1, the City of Seaside has a long history as a diverse community. Mexicans, Italians, Japanese, and Portuguese settled in Seaside both during and after the Depression. Fort Ord housed a diverse military personal, including African American, Mexican, Indian, and Filipino solders, and it was the first military base to undergo complete racial integration.

Recent years have seen a noticeable demographic transition in the City with the Latino population increasing significantly and Black and White populations declining as shown in Figure 2-7. Between 1980 and 2014, the Hispanic / Latino population increased from 10 percent to 43 percent of the total City's population, adding over 10,800 residents. This represents a nearly 300 percent increase in Latino residents. The Black population declined from 29 percent to 9 percent of the City's population, decreasing from over 10,000 residents to under 3,000 residents in 2014. This represents a 73 percent decline in Black population during this period. The White population also declined during the period by over 6,500 residents or nearly 40 percent. The Asian/Pacific Islander population has remained around 10 to 12 percent of the City's population since 1980.

Currently, Seaside has a higher proportion of Black, Asian/Pacific Islander, and two or more race residents than the County as a whole. It as has a significantly lower proportion of residents who identify as Hispanic / Latino.

Figure 2-7: Race and Ethnicity

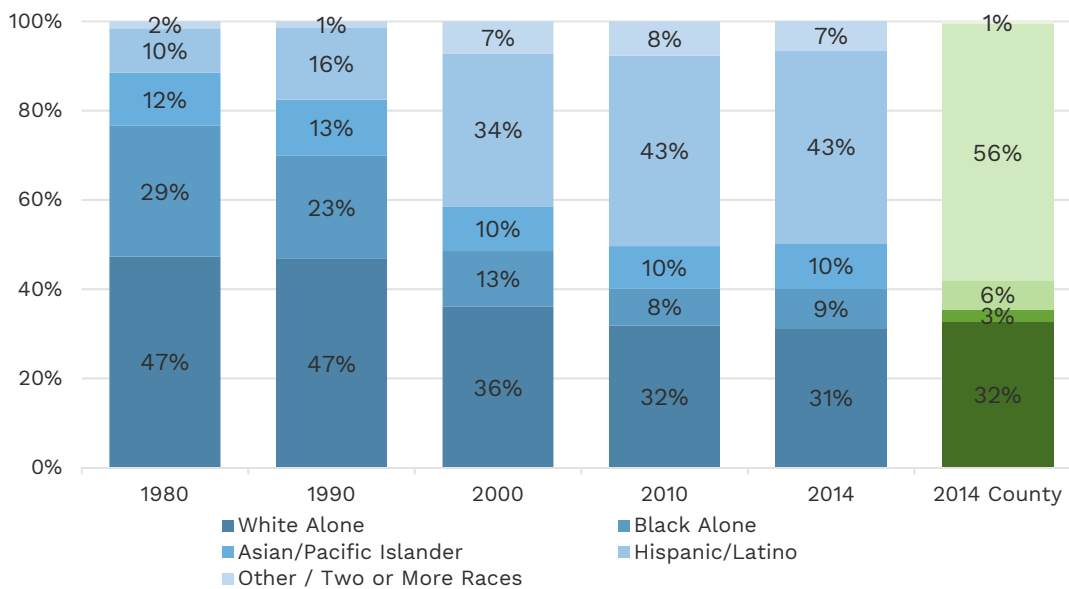


Figure 2-8 and Figure 2-9 show the distribution of Seaside residents by race and ethnicity. Hispanic / Latino residents represent the majority of residents within Seaside proper, adjacent to the City's historic center. Residents that identify as Black alone compose the majority of residents in several eastside neighborhoods, particularly near the intersection of Broadway and Yosemite. Residents that identify as White alone represent the majority group by race / ethnicity in the northern and southern areas of the City.

Figure 2-8: Population by Race and Ethnicity

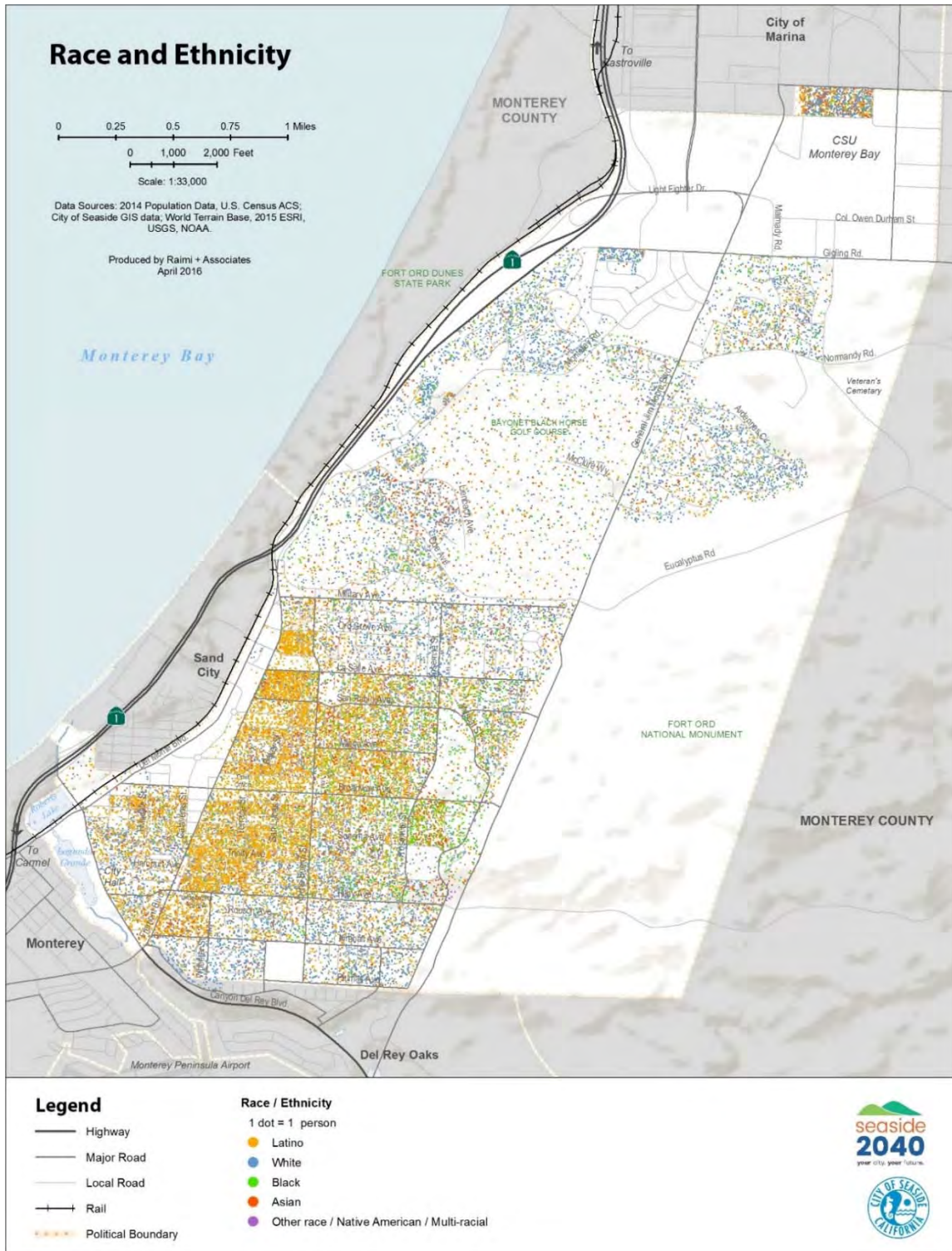
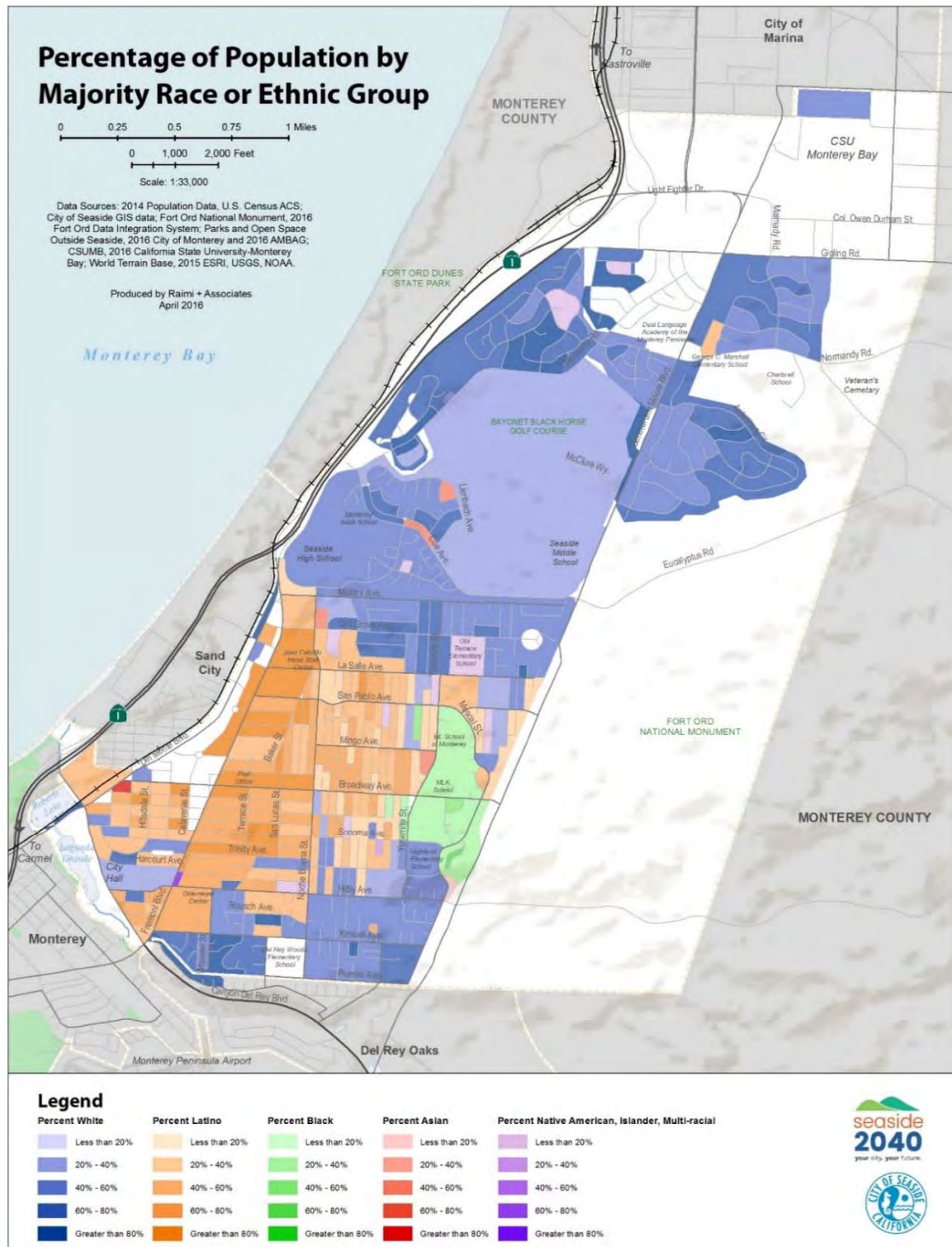


Figure 2-9: Majority Race or Ethnic Group

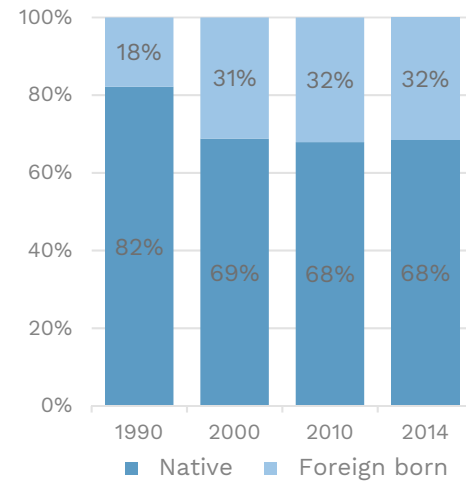


Ancestry

Between 1990 and 2000, the percentage of the Seaside population who were born outside the U.S. increased significantly (18 percent of the population to 31 percent) as shown in Figure 2-10. In particular, the total number of Seaside residents who were born in Latin America rose from 2,841 to 6,636 during this time period, which is consistent with the increase in Latino population shown in Figure 2-7.

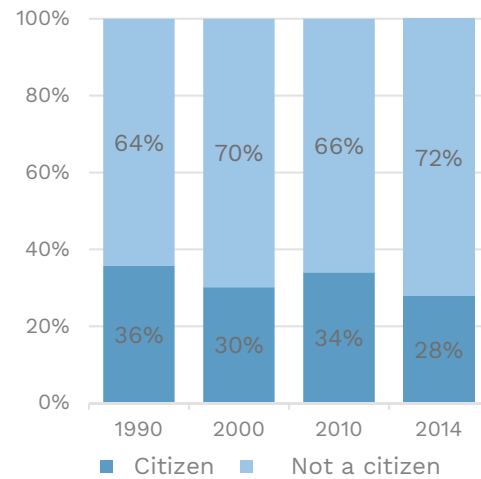
Since 2000, the percentage of Seaside's residents who are foreign-born, who were not citizens, and who were not fluent in English changed very little. Approximately one-third of the City's population was born outside the U.S, and of the foreign-born population, approximately 70 percent were not U.S. citizens as shown in Figure 2-11.

Figure 2-10: Immigration



Source: U.S. Census

Figure 2-11: Citizenship Status of Foreign Born Population



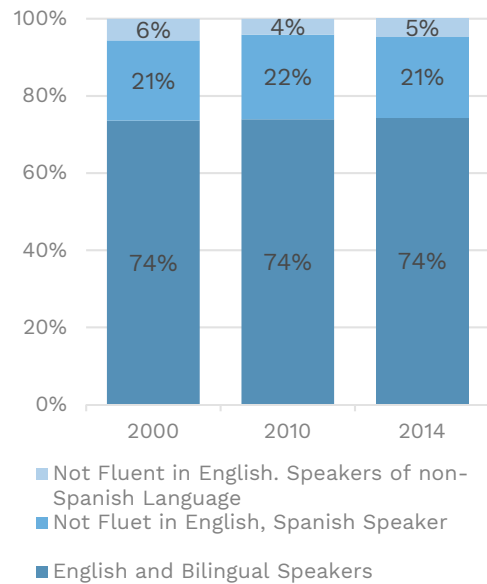
Source: U.S. Census

Language Fluency and Linguistic Isolation

Approximately one-quarter of the City's residents are not fluent in English as shown in Figure 2-12. Overall, 21 percent of residents speak Spanish but not English fluently and another 5 percent are fluent in a language other than Spanish or English.

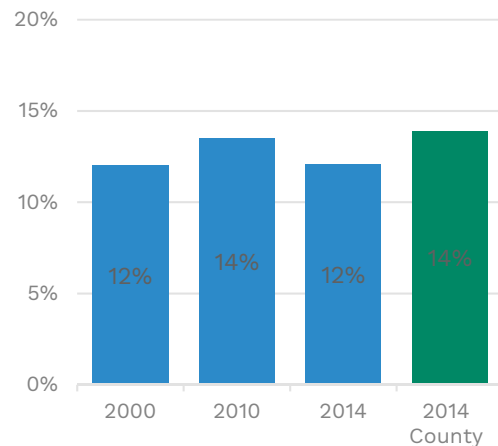
English-language skills are an important factor in economic and health outcomes. While there are exceptions for some industries, linguistic isolation may serve as a barrier to jobs, especially those that pay higher wages. As shown in Figure 2-13, between 2000 and 2014, the proportion of linguistically-isolated residents did not change. The proportion of linguistically-isolated households in Seaside (12 percent) is similar to Monterey County (14 percent).

Figure 2-12: English Fluency



Source: U.S. Census

Figure 2-13: Linguistic Isolation



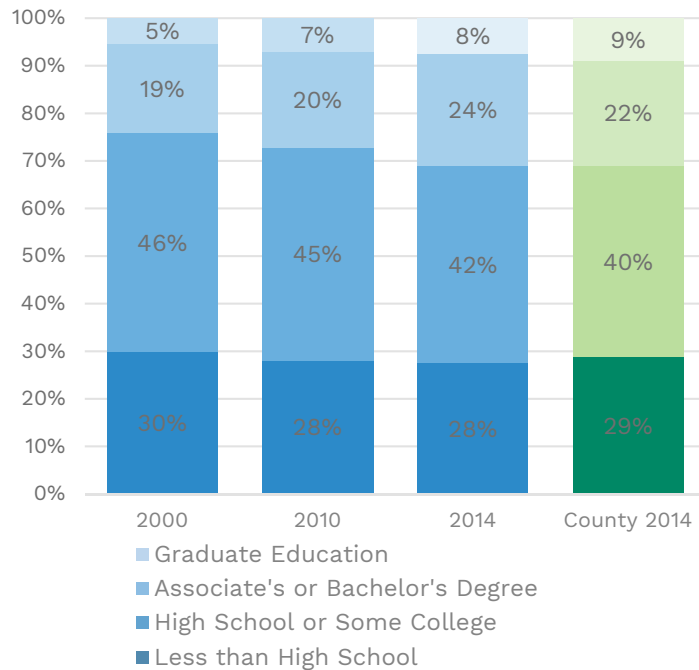
Source: U.S. Census

Education

Overall, education levels in Seaside increased between 2000 and 2014. The percentage of residents who completed an associate's or bachelor's degree and a graduate degree increased from 24 percent to 32 percent. During the same time period, the percentage of residents who only completed high school or who have less than a high-school education declined. The City's education levels are similar to those in the County.

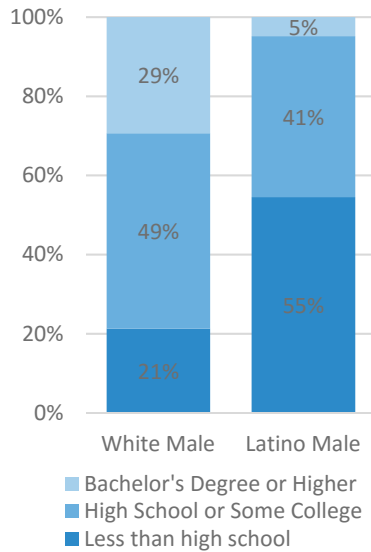
Although education levels in the City have increased in recent years, there are significant differences by ethnicity and gender as shown in Figure 2-15 and Figure 2-16. These figures compare the educational attainment levels between White male and Latino male and White female and Latino female residents 25 years and over. Overall, educational levels among Latino residents are significantly lower than their White counterparts. Fifty-five percent of Latino males did not graduate from high school compared to 21 percent of White males. Only five percent of Latino males obtained a Bachelor's degree compared to 29 percent of white males. Educational levels are also significantly higher for White females compared to Latina female residents. Sixty percent of Latina females did not complete high school compared to 26 percent of White females.

Figure 2-14: Educational Attainment



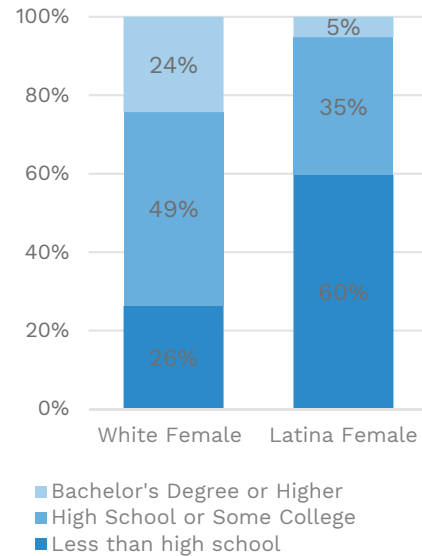
Source: U.S. Census

Figure 2-15: White and Latino Male



Source: U.S. Census

Figure 2-16: White and Latino Female



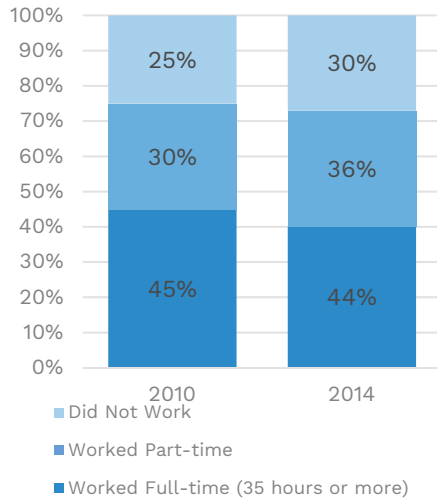
Source: U.S. Census

Employment

In 2014, unemployment in Seaside was at 6.7 percent. This is significantly less than the County as whole which had a 9.6 percent unemployment rate. However, since 2000, unemployment has more than doubled from 3 percent. Although City unemployment rate remains lower than the County as a whole, Seaside workers tended to work fewer hours per week than County workers (36.1 to 38.5 hours per week), and the City had a significantly higher proportion of workers who worked between 15 and 34 hours per week (20.4 percent to 13.4 percent).

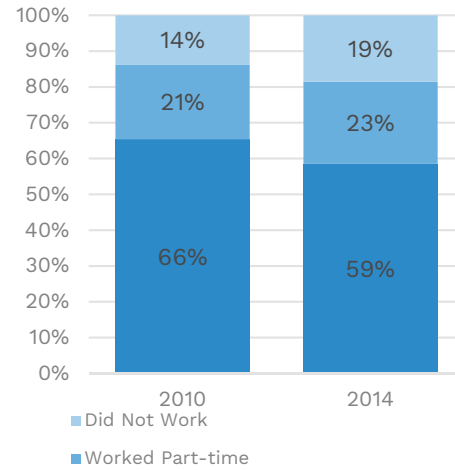
There are also significant differences between male and female employment within Seaside as shown in Figure 2-17 and Figure 2-18. Yet both show similar shifts over the past five years. Between 2010 and 2014, females working full time dropped from 45% to 35%, while the percentage of females working part time increased from 30 percent to 36 percent and those not working increased from 25 percent to 30 percent. Between 2010 and 2014, males working full time dropped from 66 percent to 59 percent while the percentage of males working part time increased from 21 percent to 23 percent and those not working increased from 14 percent to 19 percent.

Figure 2-17: Female Employment



Source: U.S. Census

Figure 2-18: Male Employment

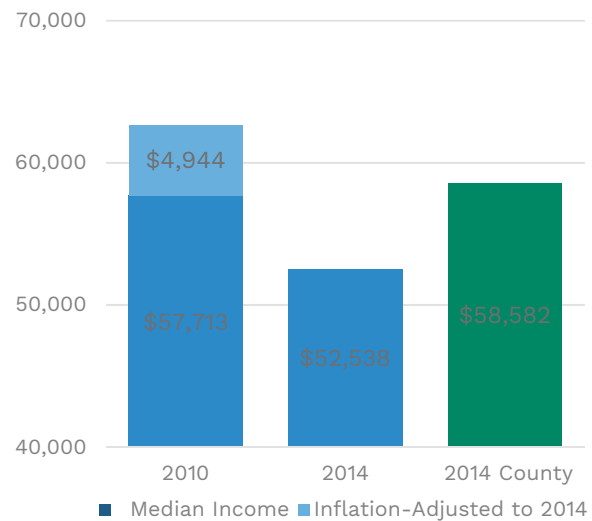


Source: U.S. Census

Income and Poverty

Between 2010 and 2014, the median household income in Seaside decreased by \$5,175, falling from \$57,713 to \$52,538 as shown in Figure 2-19. When adjusted for inflation, household income has fallen even further, declining over \$10,000 dollars during the same time period. Relative to the County, the City's median household income is also lower than the County total (\$58,582). Poverty is a significant concern for Seaside, as the percentage of the population under 200 percent of the poverty level has risen steadily since 2009, increasing from 32 percent in 2009 to 36 percent in 2010 to 45 percent in 2014.

Figure 2-19: Median Household



Source: U.S. Census

Key Issues and Opportunities

- **Demographic Transition.** The City's demographic makeup shifted between 1980 and 2010 and became a more heavily Hispanic/Latino population. Residents that identify as Black alone or White alone both declined during this same time period.
- **Immigration.** Approximately one-third of Seaside's population is foreign-born and of those residents, nearly three-quarters are not citizens. There is a sizeable contingent of non-citizens living in the City, which presents unique challenges for community engagement and service provision.
- **Language Education.** About one-quarter of Seaside residents do not speak English fluently, and one-eighth of residents are linguistically isolated. Households that lack English fluency are at risk of becoming disconnected from social services and government programs.
- **Increasing Education Levels for Some.** Since 2000, Seaside residents have made great strides in educational attainment. The proportion of Seaside residents who completed a bachelor's degree, associate's degree or higher-level education increased, placing it on par with the Monterey County average. However, there are significant differences in educational attainment by ethnicity and gender. White and male residents are far more likely to possess higher levels of education than Latino and female residents.
- **Falling Median Household Incomes.** Despite rising educational levels and declining unemployment rates, median household incomes in Seaside have stagnated (since 2000) or declined sharply (since 2010). Lower incomes reduce economic mobility and make residents rely on their paycheck to make ends meet. As housing prices continue to climb, quality housing becomes less attainable for current residents.

3. Market + Economics

This Chapter of the Existing Conditions Report summarizes the economic and market conditions in Seaside. The separate Market Report (see Appendix A) discusses topics in this chapter in greater detail. The purpose of this chapter and the Market Report are to present current economic, fiscal, and market conditions in the context of historical trends as a basis for updating and strengthening economic development policies of the General Plan.



Employment Trends

Employment trends illustrate the growth of jobs type in the area, and combined with other demographic trends analyses, such as household earnings, provide insight into consumer habits, workers and visitors, and expected clustering behavior of existing and prospective businesses.

Major contributors to expected growth in Seaside's local economy include tourism generated by Monterey Bay, other attractions along the Coast, and Cal State University Monterey Bay (CSUMB). The City is also home to a regional auto sales and services cluster that will continue to create employment opportunities in Seaside.

Employment Trends by Industry

Industry trends reflect changes in a city's economic climate. High growth industries in the region present opportunities for job growth and investment in Seaside.

In 2014, the four industries with the highest total employment in Seaside were: (1) arts, entertainment, and recreation, accommodation, and food services; (2) educational services, and health care and social assistance; (3) retail trade; and (4) professional, scientific, and management, and administrative and waste management services. From 2000 to 2014, the "educational services, and health care and social assistance" industry presented the largest percentage increase (3.7 percent) in Seaside, followed by "public administration" (2.4 percent). Growth in "educational services, and health care and social assistance" can be largely attributed to continued enrollment increases at California State University Monterey Bay. The "construction" industry presented the largest percentage decrease (2.4 percent), followed by "manufacturing" (2.1 percent).

Table 3-1: Employment by Industry Trends 2000 – 2014

Industry	% of Total Seaside Employment			
	2000	2010	2014	% Change 2000-2014
Educational services, and health care and social assistance	15.0%	17.6%	18.7%	+3.7%
Public administration	4.3%	4.9%	6.7%	+2.4%
Retail trade	11.8%	14.2%	13.2%	+1.4%
Arts, entertainment, and recreation, and accommodation, and food services	24.1%	23.5%	25.2%	+1.1%
Professional, scientific, and management, and administrative and waste management services	11.4%	14.2%	12.3%	+0.9%
Finance and insurance, and real estate and rental and leasing	3.7%	4.1%	3.4%	-0.3%
Wholesale trade	1.9%	0.9%	1.4%	-0.5%
Information	2.5%	1.9%	1.9%	-0.6%
Other services, except public administration	8.4%	6.2%	7.3%	-1.1%
Transportation and warehousing, and utilities	3.0%	3.2%	1.6%	-1.4%
Agriculture, forestry, fishing and hunting, and mining	2.6%	1.4%	1.5%	-1.6%
Manufacturing	4.7%	2.4%	2.6%	-2.1%
Construction	6.6%	5.6%	4.2%	-2.4%

Source: U.S. Census 2000 Decennial Census and 2010 & 2014 5-Year American Community Survey

The Closure of Fort Ord and the Opening of CSUMB

The 1994 closing of Fort Ord was one of the largest base closures in U.S. military history, resulting in an overall population loss of 13,221 in the region. To offset negative impacts to the region, plans were enacted for a new California State University campus at Monterey Bay (CSUMB).

CSUMB held its first classes in 1995, with an initial enrollment of 654 students that has grown to 7,400 today and continues to increase.

Industry Cluster Patterns

Industry clustering is a key data point used in targeting a specific industry for growth. Clusters develop when individual businesses in related industries choose to locate near each other. Clustering can increase efficiency, profitability and the supply of local employment opportunities.

The industries listed in Table 3-2 with Location Quotient (LQ) values above 1.0 present a greater concentration of jobs relative to Monterey County. Location Quotient (LQ) is a metric used to quantify how concentrated a particular industry, cluster, occupation, or demographic groups is in an area or city as compared to a larger region. A higher LQ value indicates a higher concentration of jobs relative to a larger region. LQ values greater than 2 identify a strong industry cluster. The industry with the highest LQ is “Arts, Entertainment, and Recreation, and Accommodation, and Food Services”, and reflects Seaside’s strong tourism and service-based economy. The high LQ of this particular industry presents an opportunity for the City to further expand its base of tourism and service businesses and increase economic vitality.

Industry	Total Employment	% of Total	Share of County	LQ County
Arts, entertainment, and recreation, and accommodation, and food services	3,675	25.2%	18.6%	2.24
Retail trade	1,917	13.2%	10.1%	1.22
Professional, scientific, and management, and administrative and waste management services	1,793	12.3%	11.3%	1.36
Other services, except public administration	1,070	7.4%	11.9%	1.44
Public administration	969	6.7%	9.9%	1.19
Information	273	1.9%	11.2%	1.34

Source: U.S. Census 2014 1-Year American Community Survey

Seasonal Employment

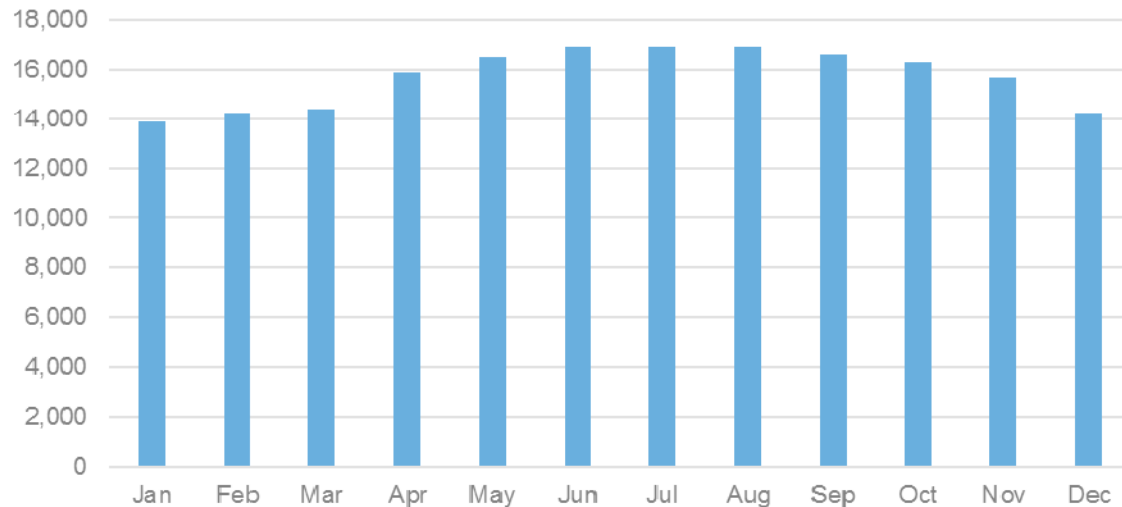
Employment rates in Seaside and Monterey County fluctuate significantly throughout the year, likely due to the area’s thriving tourism/hospitality and agricultural industries. In 2015, Seaside employment dipped 17.8 percent between its highest point in June and July (16,900 jobs) and its lowest point in September (13,900 jobs) (see Figure 3-1 below). Tourism in Monterey County generates \$2 billion in spending annually and over 22,000 jobs. With eight million tourists visiting Monterey County every year,



Howard Johnson Express Inn, 1893 Fremont Blvd

seasonality in the tourism, hospitality, and recreation industry can also be assumed to affect seasonality in area employment figures.¹

Figure 3-1: Seaside Seasonal Employment, 2010



Source: California Economic Development Department

Market Conditions & Trends

The near term feasibility of development in the City of Seaside hinges on local and regional demand for residential, retail, office, and industrial space. Given the state's growing economy, Seaside's proximity to Monterey Bay and the Bay Area, and its affordable prices relative to other coastal Cities, demand for space is at a premium. This is evidenced by the City's low vacancy rates in all real estate categories (discussed below). The numerous development projects currently in the works also evidence investors' confidence (see Market Study Chapter 4 in Appendix A). At the same time, the City faces notable constraints, including water; low rents that generally do not support the cost of new development; and a dynamic where developers pursue entitlements for new development, but fail to translate such applications into built projects.

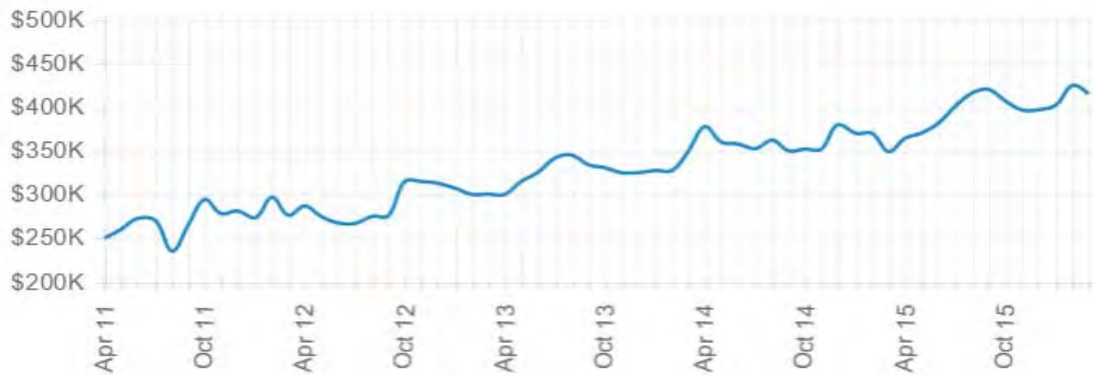
Residential Market

Homes in Seaside remain affordable relative to nearby cities and the County, though housing rents and sales are increasing, suggesting increased demand for housing. However, the current housing stock may not be able to match demand that is resulting from changing population pressures such as increases in the number of retirees and the growing CSUMB campus. There likely exists demand for smaller and more affordable housing units that better match income levels and affordability thresholds of service sector occupations and preferences of growing population cohorts, like empty nesters and retirees.

¹ Monterey County Economic Report, Business Council. (2012)

According to the 2014 U.S. Census 5-Year American Community Survey, there are 10,884 housing units in Seaside, and the City has a 5.4 percent residential vacancy rate.² The median home sale price in Seaside is \$413,000 (Trulia.com), about \$80,000 less than the Monterey County median of \$494,000 (Zillow.com). At the time of this writing, 24 (non-foreclosed) single family homes in Seaside were listed on Zillow.com at prices between \$49,000 and \$915,000. As demand for homes in Monterey County rises, realtors in Seaside are seeing local homes sell faster.

Figure 3-2: Seaside Median Home Sale Price Trend



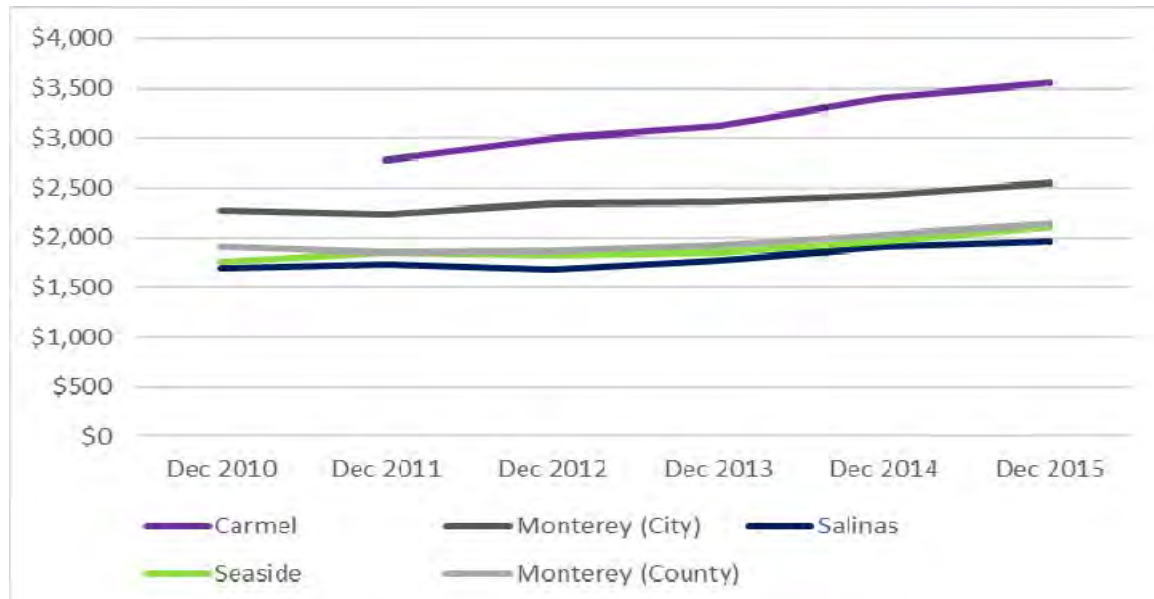
Source: Trulia.com

As shown in Figure 3-3, the median rent per month is \$1,478, representing 33.8 percent of the City's (monthly) median household income, slightly higher than the 30 percent considered affordable by the U.S. Census Bureau.³ Seaside's median rent is slightly higher than the Monterey County average of \$1,288.

² American Community Survey, 2014, 5-year

³ Schwartz, Mary, and Ellen Wilson. Who Can Afford To Live in a Home?: A Look at Data from the 2006 American Community Survey. Report. US Census Bureau.

Figure 3-3: Seaside and Monterey Peninsula Cities Residential Rent Trends



Source: Trulia.com

Retail Market

Retail establishments in the City of Seaside are currently comprised of chain and independent neighborhood-serving retail, in addition to the significant cluster of auto dealers and repair shops at the Seaside Auto Center off Del Monte Boulevard, and the regional retail along Canyon Del Rey Blvd. Other than Broadway, the City lacks a coherent downtown district and the majority of its retail is not found within walkable or pedestrian oriented settings. Other retail-oriented corridors include numerous eateries lining Fremont Boulevard and Broadway Avenue, and various motels and inns between Fremont Boulevard and Del Monte Boulevard in the northern part of the City. Unique eateries have become more prominent in the City and draw customers from as far away as the Bay Area. The City should consider capitalizing on the potential demand generated by a “Foodie Cluster,” and the potential economic vitality it would bring.



Japanese restaurant near the Seaside Auto Center.

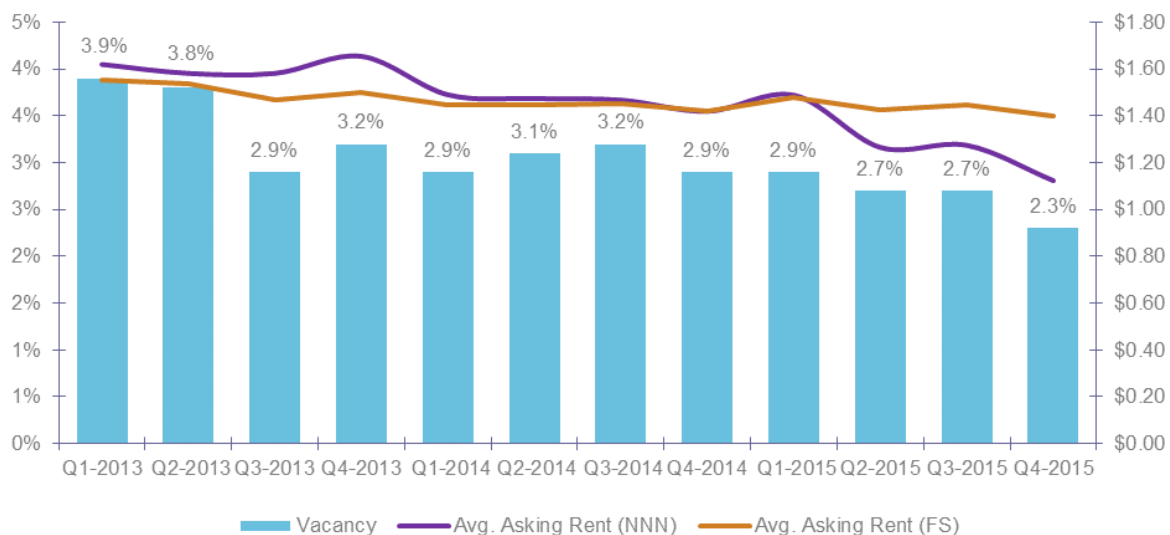
There are approximately 256 buildings in the City with over 1,845,000 square feet of retail space.⁴ The Sand City/Seaside/Marina submarket has the third largest retail

⁴ “Custom Market Report - Seaside Retail, Second Quarter 2016.” CoStar. Square footage of retail space is for Q4 2015. This does not include the cities of Sand City and Marina.

inventory in the area, behind the Salinas and North Monterey County submarkets⁵ at approximately 2,544,000 square feet as of 2015.⁶

Retail vacancies in Seaside have decreased from 3.2% in Q4-2013 to 2.3% in Q4-2015.⁷ Between 2013 to 2015, average asking rents (FS) in the Seaside retail submarket declined from \$1.56 to \$1.40 psf. During this same period, average triple net (NNN) asking rates for retail space declined from \$1.62 to \$1.12 psf. A triple net lease is a lease agreement where the tenant or lessee agrees to pay real estate taxes, building insurance, and maintenance (the three "Nets") on the property in addition to any normal fees (rent, utilities, etc.). Currently, the Seaside retail market does not support new development, which requires \$2.50 to \$3.00 per square foot per month in revenues.

Figure 3-4: City of Seaside Retail Vacancy and Average Asking Rent (PSF)



Source: CoStar Seaside Retail Analytics

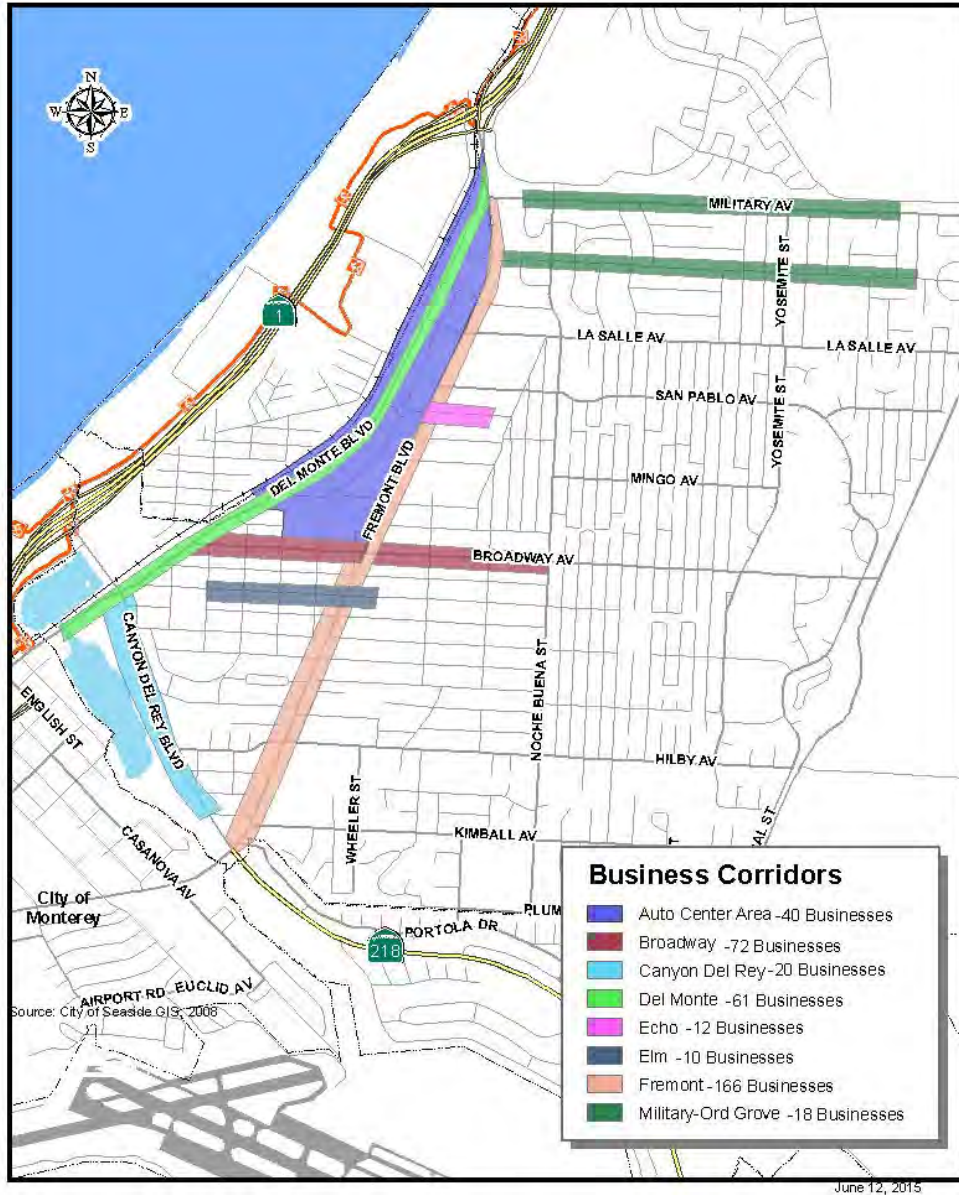
Figure 3-6 illustrates other major competitors in the regional retail businesses, with two clusters located just outside the City limits, in Sand City and in Marina. The adjacency of these retail power centers has a tempering impact on any new retail development in Seaside.

⁵ "Salinas Retail Market Performance, Second Quarter 2016." CoStar.

⁶ "Salinas – Marina – Seaside Retail Submarket Fundamentals, Second Quarter 2016." CoStar.

⁷ "Seaside Retail Analytics." CoStar.

Figure 3-5: Seaside Business Corridors for “In-Reach” Business Visitation Program



Source: City of Seaside

Figure 3-6: Seaside Area Regional-Serving Retail Clusters



Source: LWC

Office Market

There is a total of 24,293 square feet of office space (retail excluded) in the Sand City/Seaside/Marina submarket, all of which is Class B.⁸ This is the second lowest inventory of all submarkets in the area, behind the heavily residential Mid-County submarket (Capitola, Soquel, Live Oak, and Aptos). Office vacancies in the Sand City/Seaside/Marina down slightly from 10.2% one year prior. Average asking rate in the Sand City/Seaside/Marina submarket was at \$1.60 Marina submarket have remained between 6.6 and 12 percent between 2007 and 2015, about average for all the county's submarkets. In Q4-2015 vacancies were at 9.4 percent, per square foot in Q4-2015. In Q4-2015 there were a total of seven availabilities in the submarket, four of which were 0-2,499 square feet in size and three of which were 5,000 to 7,499 square feet in size.⁹

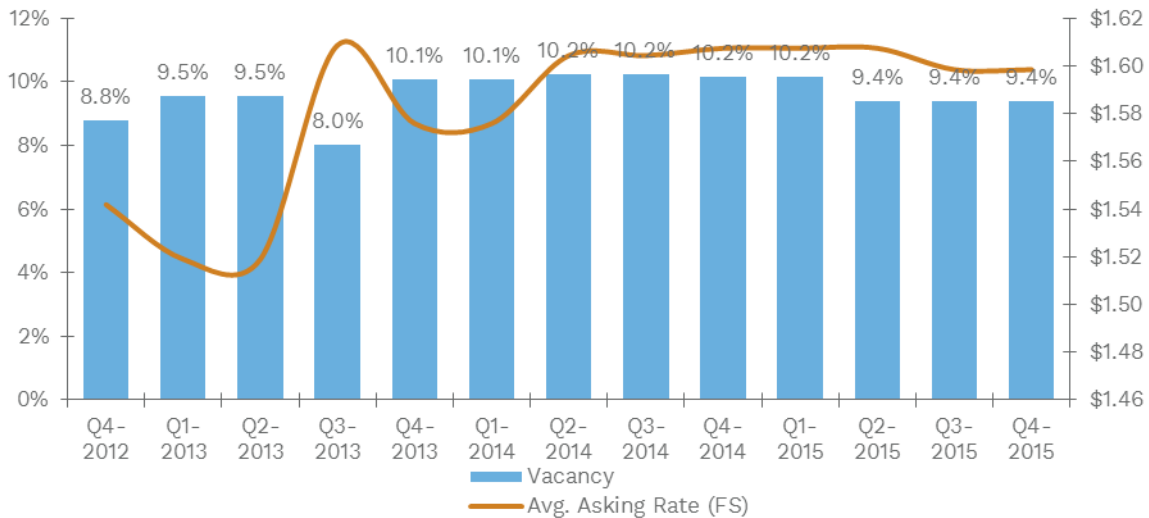


Vacant office space on Broadway Avenue.

⁸ "Central Coast Office Report, Fourth Quarter 2015." Cushman and Wakefield.

⁹ Ibid.

Figure 3-7: Seaside/Sand City/Marina Office Vacancy and Average Asking price (PSF)



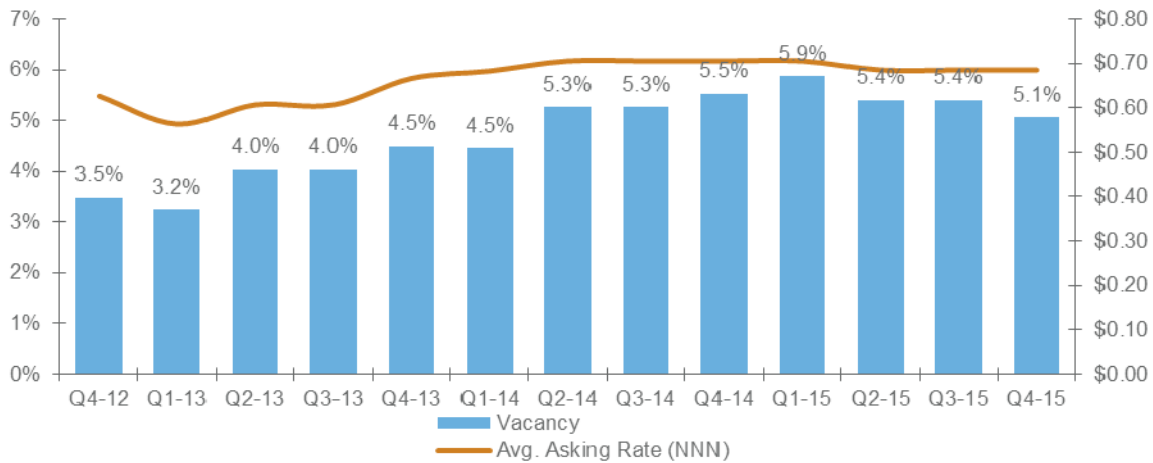
Source: Cushman & Wakefield Central Coast Office Report Q4-2015

Industrial Market

Average triple net (NNN) asking rates for industrial spaces in the Sand City/Seaside/Marina area averaged \$0.68 psf in Q4-2015.¹⁰ There is a total of 37,700 sf of industrial space in the Sand City/Seaside/Marina sub-market, slightly more than Monterey's 24,920 and slightly less than Santa Cruz' 45,660. Seaside's inventory of industrial space is about average for the Central Coast area and represents 6.4 percent of industrial space in the entire regional market (with a total of 590,000 sf). The vacancy rate of industrial space as of Q4-2015 was 5.1 percent, the second highest of the Central Coast submarkets. There were a total of 16 availabilities in the area. This number has remained consistent since at least Q4-2014.

¹⁰ Ibid.

Figure 3-8: Seaside/Sand City/Marina Industrial Vacancy & Avg Asking Price



Source: Cushman & Wakefield Central Coast Industrial Report Q4 2015

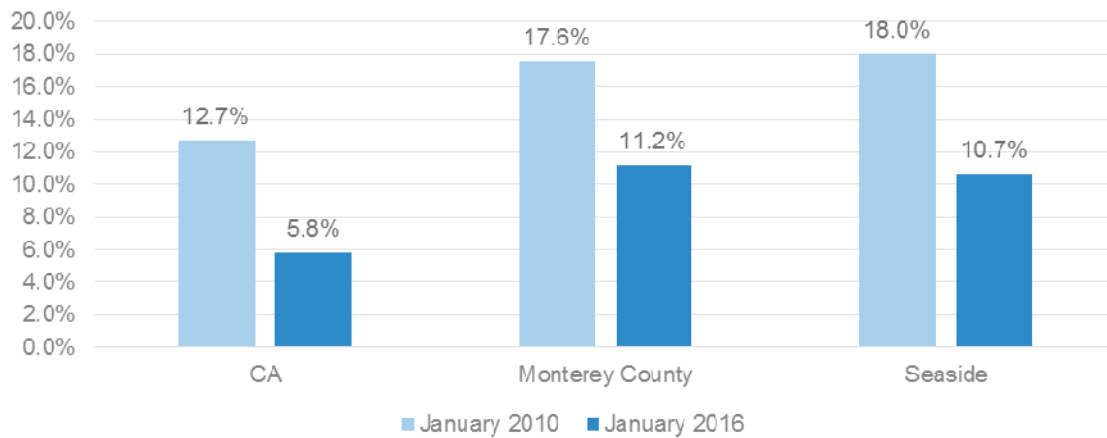
Employment

Employment in Seaside reflects lower wage jobs that generally match educational attainment levels, but the majority of Seaside residents commute outside of the City for work, and the majority of the local workforce lives outside the City. Educational attainment levels have been on the rise (bachelor degree or higher), as have higher-paying management occupations, a trend that is reflected in incomes that are increasing faster in Seaside than in nearby coastal communities and the County.

Unemployment

A city's unemployment rate in comparison to the region presents important information about job availability, retention potential and overall economic performance. As shown in Figure 3-9 below, Seaside unemployment rates are lower than the County but higher than the State.

Figure 3-9: City, County, and State Unemployment Trends



Source: California Economic Development Department

Employment by Occupation

Occupation cluster patterns reflect the distribution of workforce into key job opportunities. Table 3-3 below outlines Seaside occupation clustering patterns. Notably, 40.7 percent of Seaside occupations are “service occupations”, a data point that reflects Seaside’s education levels and tourism emphasis.

Table 3-3: Seaside Employment by Occupation				
Occupation	Total Employment	% of Total	Share of County	LQ (County)
Service occupations	5,926	40.7%	16.6%	2.0
Management, business, science, and arts occupations	3,552	24.4%	7.3%	.88
Sales and office occupations	3,147	21.6%	8.3%	1.0
Natural resources, construction, and maintenance occupations	979	6.7%	2.9%	.35
Production, transportation, and material moving occupations	957	6.6%	4.9%	.60

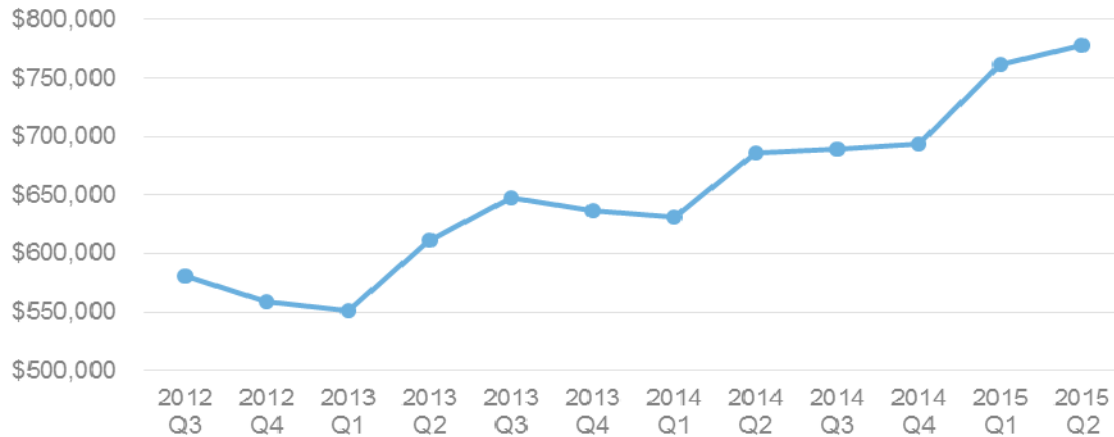
Source: U.S. Census 2014 5-Year American Community Survey

City Revenue & Expenditures

In the past, the City has faced considerable budgetary challenges following slow economic recovery from the Great Recession (2007-2009), and lingering effects of the Fort Ord closure. The City has attempted to maintain current levels of service, using reserves and other sources of funding to balance the budget. However, fiscal

conditions have improved in recent years, largely due to a substantial increase in sales tax revenues from auto and other related sales.

Figure 3-10: New Motor Vehicle Sales Tax Trends Q3 2012 to Q2 2015



Source: City of Seaside Quarterly Sales Tax Updates, Q3 2012 – Q2 2015.

The City of Seaside's top two sources of revenue are sales and property tax, at 25 and 22 percent of City's General Fund revenue, respectively. Transaction Tax, Transient Occupancy Tax, and Utility User's Tax complete the top five revenue sources, which comprise 83 percent of the City's General Fund Revenue.

Successor Agency funds also comprise a considerable proportion of the City's total budget due largely to the number and size of redevelopment properties in the City that arose from the Fort Ord base closure. As Successor Agency obligations wind down following the dissolution of Redevelopment Agencies, tax increment will increasingly remain a significant revenue source for the City.

In general, the City is on par with nearby cities in its tax rates and business fees, though its Transient Occupancy Tax is the highest relative to other communities, all of which compete for tourism and visitor accommodations dollars.

Key Issues & Opportunities

The following is a summary of the issues and opportunities regarding the City's finances and economic vitality. A more detailed discussion can be found in Appendix A.

- **Employee inflow/outflow.** Jobs in Seaside match educational attainment levels, but employee inflow/outflow remains out of balance (only 6.8 percent live and work in Seaside).
- **Impacts of CSUMB expansion.** CSUMB is planning for increased demand for land uses that accommodate housing, food service, and overnight accommodation businesses associated with expected CSUMB growth.
- **Strong tourism industry cluster.** Tourism is captured in the "arts, entertainment, and recreation, and accommodation and food services" which is the strongest industry cluster (LQ 2.24) in Seaside. Businesses do best when they cluster with

like businesses¹¹, so there exists a unique opportunity to further expand the strong tourism industry in Seaside.

- **Strong light industrial auto cluster.** Light industrial uses represent a strong economic base in Seaside. Capitalizing on the strong light industrial auto cluster in Seaside presents an opportunity to create a cohesive Monterey County destination for repair and maintenance-oriented industries in addition to auto sales.
- **Expansion of the service sector.** Service jobs are an important element of the local economy and the City should seek to expand the existing service industry cluster, and focus on providing housing that meets income levels of workers in this industry.
- **Hotel accommodations.** A key opportunity for accommodation-oriented business growth exists in the areas adjacent to California State University Monterey Bay.
- **Land uses and zoning.** Seaside currently has no dedicated industrial zone, separating repair and maintenance businesses into either the 'Automotive Commercial (CA)' zone or the 'Heavy Commercial (CH)' zone. Businesses such as *Quality Transmissions*, *Hans Auto Repair*, and *Sullivan's Tire Pros & Auto Service* exist in varying zones yet boast similar services. The City should consider establishing a level of cohesion and appropriate development intensity in the zoning code to further incentivize and expand the existing auto cluster.
- **Commercial Rents do not support new development.** The current high end of commercial asking rents in Seaside, \$1.60 per square foot per month, support an all-in development cost (including land, entitlements, and construction costs) of \$147.69¹², well below anticipated development costs in Seaside.
- **Lack of new development.** Developers have submitted applications to the City for new development projects, but generally, the projects have not moved forward or translated to new construction in Seaside.
- **Reliance upon auto-related sales tax and TOT revenues.** The City relies significantly on sales tax largely derived from auto sales and auto related businesses, and Transient Occupancy Tax (TOT) for its General Fund Revenue. The City has identified Sales and Transaction Tax, and Transient Occupancy Tax as potential sources for revenue growth. Seaside's Auto Center and related businesses will continue to be a major contributor to the City's fiscal health. The City must find ways to market and brand this industry and solidify its place in the region. Other tax revenue generators, such as restaurants and other



¹¹ Porter, Michael. "Clusters and the New Economics of Competition." *Harvard Business Review*, November/December 1998.

¹² The \$147.69 figure is calculated using the cap rate valuation method and is based upon the following assumptions: expenses equal 30 percent of asking rent; 9.1 percent cap rate (2 percentage points higher than the National Council of Real Estate Investment Fiduciaries 20-year average cap rate for all property types of 7.1%, reflecting the tertiary nature of the Seaside commercial property market).

businesses positioned to capture spending from tourists and CSUMB population offer the City an opportunity to further diversify its sales tax base.

- **Identify new revenue sources.** The City has been able to balance its budget in recent years by drawing upon reserves, and has identified the need to develop new revenue sources, such as a new stormwater fee¹³ or a City-wide assessment district for street repair and rehabilitation.

¹³ Complying with stormwater regulations costs the City approximately \$500,000 each year.

4. Land Use

This chapter provides an overview of the existing land use patterns in the City of Seaside, including topics such as parcel and block size, zoning, existing land uses, and place types. It reviews the major design characteristics of the built environment and summarizes the primary policy documents that impact and inform the General Plan Update, including the 2004 Land Use Element, FORA, current zoning, and the LCP.

Overall Pattern of Use

The City of Seaside is composed of two distinct pieces, its original core and the former Fort Ord lands. The broad pattern of land uses in the City can be described as follows:

- A variety of single-family residential neighborhoods with relatively small parcels that comprise the major land use in the City.
- Three primary commercial corridors with a variety of retail, restaurants, and other commercial uses. The corridors are along Fremont Boulevard, Broadway Avenue, and Del Monte Avenue. Nearly all of the retail and shopping in Seaside is along these three corridors.
- A regional auto-mall just east of Fremont Boulevard.
- Mixed-density residential neighborhoods on either side of Fremont Blvd 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 City proper
- Vast stretches of undeveloped greenfields or brownfields containing old, deteriorated military structures or 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 of Seaside.
- Highway 1, which runs just outside of Seaside on the western boundary.
- A very small amount of beach frontage located west of Highway 1.

Existing Land Use

The City of Seaside is approximately nine square miles or 5,736 acres. The City can be best understood as two entities: the City proper, the original area before the base annexation, and the former Fort Ord base lands, which stretch northward and eastward from the city proper (and are developed in a radically different manner).

City Proper

The City proper was incorporated in 1954, and measures only 2.6 square miles. With the exception of the Roberts Lake/Laguna Grande area, the City proper is completely developed (though not without vacant parcels) with a fairly regular street pattern (see Figures 4-1 and 4-2). Two-thirds of land use is residential (66.9 percent), roughly one-quarter is parks, schools, and other institutional or non-buildable uses (22.3 percent), and the rest is retail, office, lodging, and light industrial (10.8 percent), as shown in Table 4-1. Of the total area, the overwhelming majority is single-family residential (81 percent of residential use and 55 percent of the total city proper area). The vast majority of the City's retail, office, and employment-focused uses are found in the city proper, primarily along and adjacent to Broadway Avenue and Fremont Boulevard. Open space is distributed throughout the City proper in the form of small parks nestled amongst low-density residential areas or attached to public uses such as schools or City Hall.

Table 4-1: Existing Uses – City Proper		
Land Use	Acres	Percent of Total
Residential - Mobile Home	15.7	1.2%
Residential - Single Family	693.0	54.4%
Residential – Military Housing	0.0	0.0%
Residential - Duplex, Triplex, Condo, Fourplex	88.2	6.9%
Residential - 5 or more Units	52.7	4.1%
Retail/Commercial	122.3	9.6%
Office	7.4	0.6%
Lodging	17.7	1.4%
Light Industrial	2.8	0.2%
Institutional or Public Facilities	163.6	12.8%
Parks & Recreation Facilities	81.9	6.4%
Vacant/Nonbuildable	29.8	2.3%

Source: Seaside GIS Database, 2016. Excludes rights-of-way

Figure 4-1: Existing Land Use, City Proper

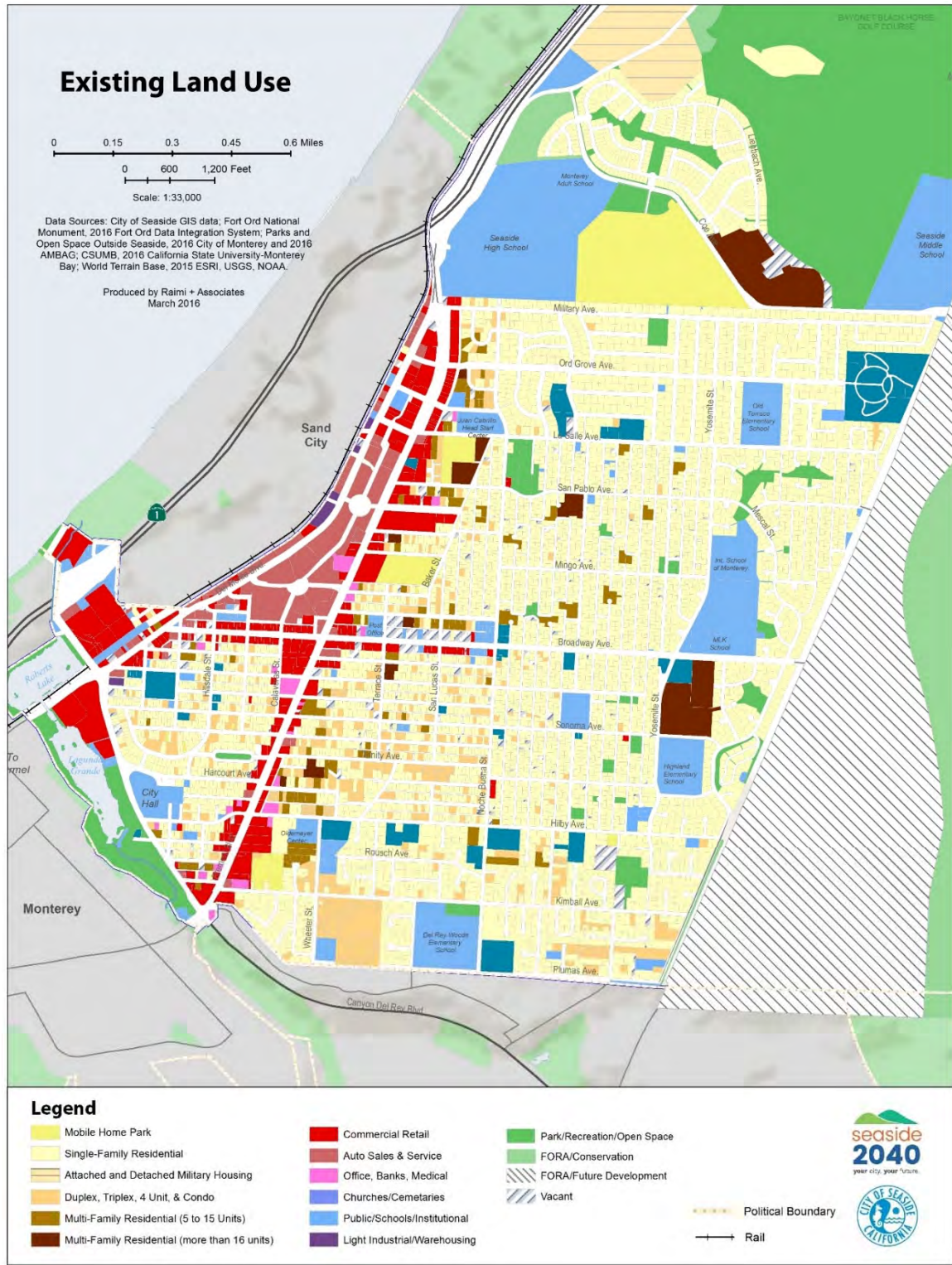
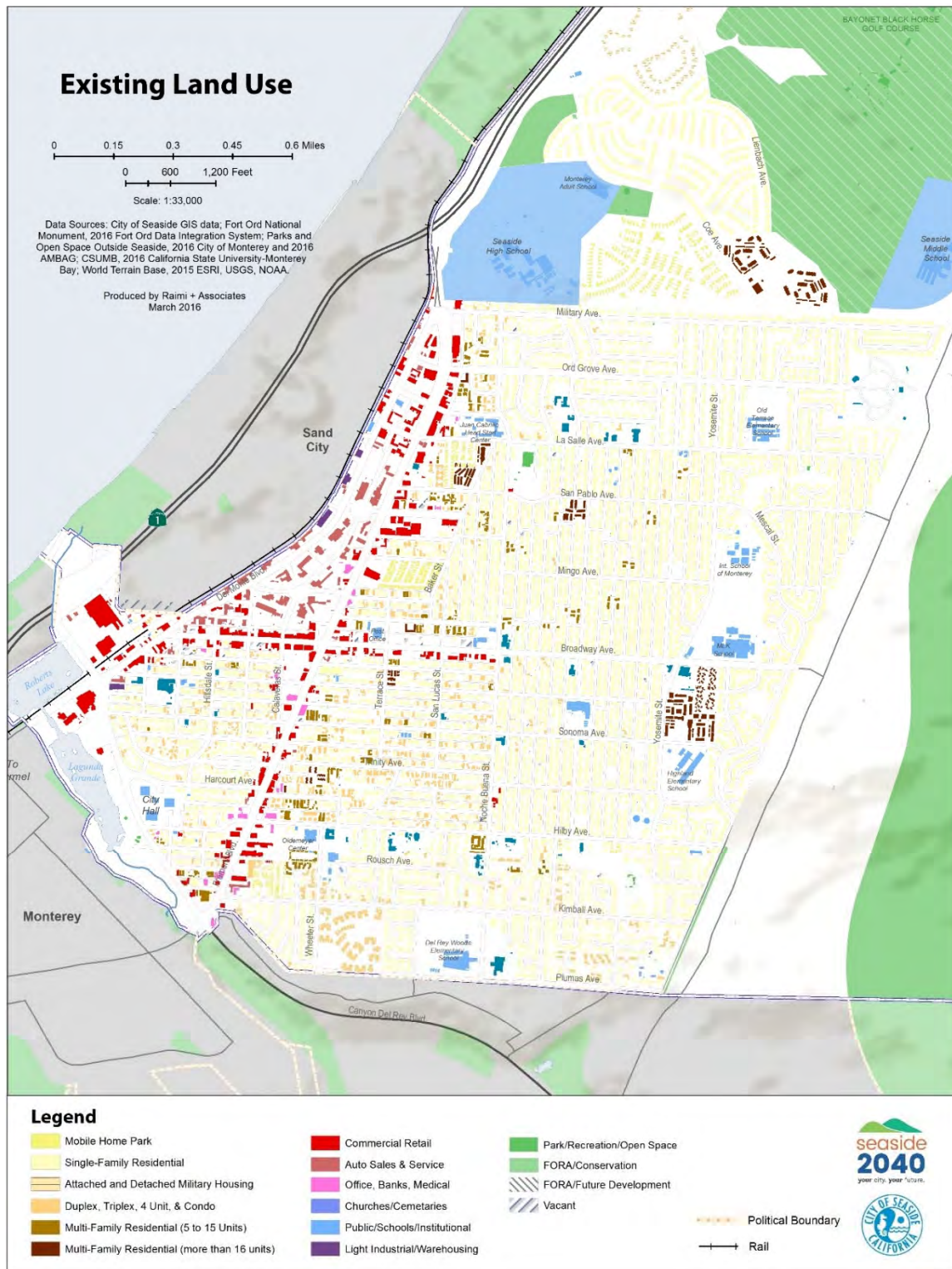


Figure 4-2: City Proper Land Use by Building



Former Fort Ord Lands

The former Fort Ord lands account for nearly two-thirds of the total land area of the City. The major features within this area are: the CSUMB campus; undeveloped lands with the potential for new development (including Seaside East and Main Gate); undeveloped lands that will be preserved as open space including the Fort Ord National Monument lands, the Black Horse and Bayonet golf courses; single family and multifamily military housing; and vacant military buildings that could be redeveloped over time.

An analysis of the existing land uses shows that within the former Fort Ord lands, nearly 22 percent has the potential for future development, 30 percent is being held as conservation land, almost 19 percent is military housing and over 15 percent is institutional or public buildings (predominantly CSUMB). Parks and recreational facilities (predominantly the golf courses, account for nearly 10 percent of the total land area. Other uses, including retail, account for a very small percentage of the total land area.

Table 4-2: Existing Uses – FORA

Land Use	Acres	Percent of Total
Residential - Mobile Home	52.6	1.3%
Residential - Single Family	65.6	1.7%
Residential - Military Housing	734.9	18.7%
Residential - Duplex, Triplex, Condo, Fourplex	0.0	0.0%
Residential - 5 or more Units	19.3	0.5%
Retail/Commercial	64.0	1.6%
Office	0.0	0.0%
Lodging	0.0	0.0%
Light Industrial	0.0	0.0%
Institutional or Public Facilities	617.6	15.7%
Parks & Recreation Facilities	376.6	9.6%
Vacant/Nonbuildable	19.4	0.5%
FORA Conservation	1,157.4	29.4%
FORA Future Development	830.8	21.1%

Source: Seaside GIS Database, 2016. Excludes rights-of-way

City Inclusive of Former Fort Ord Lands

An analysis of the entire City, inclusive of the former Fort Ord lands, shows a very different picture than just the City proper. Citywide, approximately 33% of the total land area is for residential uses, the majority of which is single family or military housing (mostly single family and duplex). The next largest land use category is former Fort Ord land that is being held for conservation at over 22 percent of the total land area of the City. This is followed by former Fort Ord lands that are available for development at 15.9 percent. This equates to 830 acres of land available for development.

Public lands account for about 25 percent of the total land area of the City. This includes institutional and public facilities at 15 percent of the total land area, and parks and open spaces at 8.8 percent of the total area. Retail, office, industrial and lodging uses account for 4.1 percent of the total land area of the City. This low percentage of tax-generating uses is a cause of fiscal concern for the City.

Table 4-3: Existing Uses – Citywide

Land Use	Acres	Percent of Total
Residential - Mobile Home	68.3	1.3%
Residential - Single Family	758.6	14.6%
Military Housing	734.9	14.1%
Duplex/Triplex/Condo/Fourplex	88.2	1.7%
Residential - 5 or more Units	72.0	1.4%
Retail/Commercial	186.4	3.6%
Office	7.4	0.1%
Lodging	17.7	0.3%
Light Industrial	2.8	0.1%
Institutional or Public Facilities	781.2	15.0%
Parks & Recreation Facilities	458.5	8.8%
Vacant/Nonbuildable	49.2	0.9%
Fort Ord Conservation	1,157.4	22.2%
Fort Ord Future Development	830.8	15.9%

Source: Seaside GIS Database, 2016. Excludes rights-of-way

Figure 4-3: Existing Land Use, Citywide

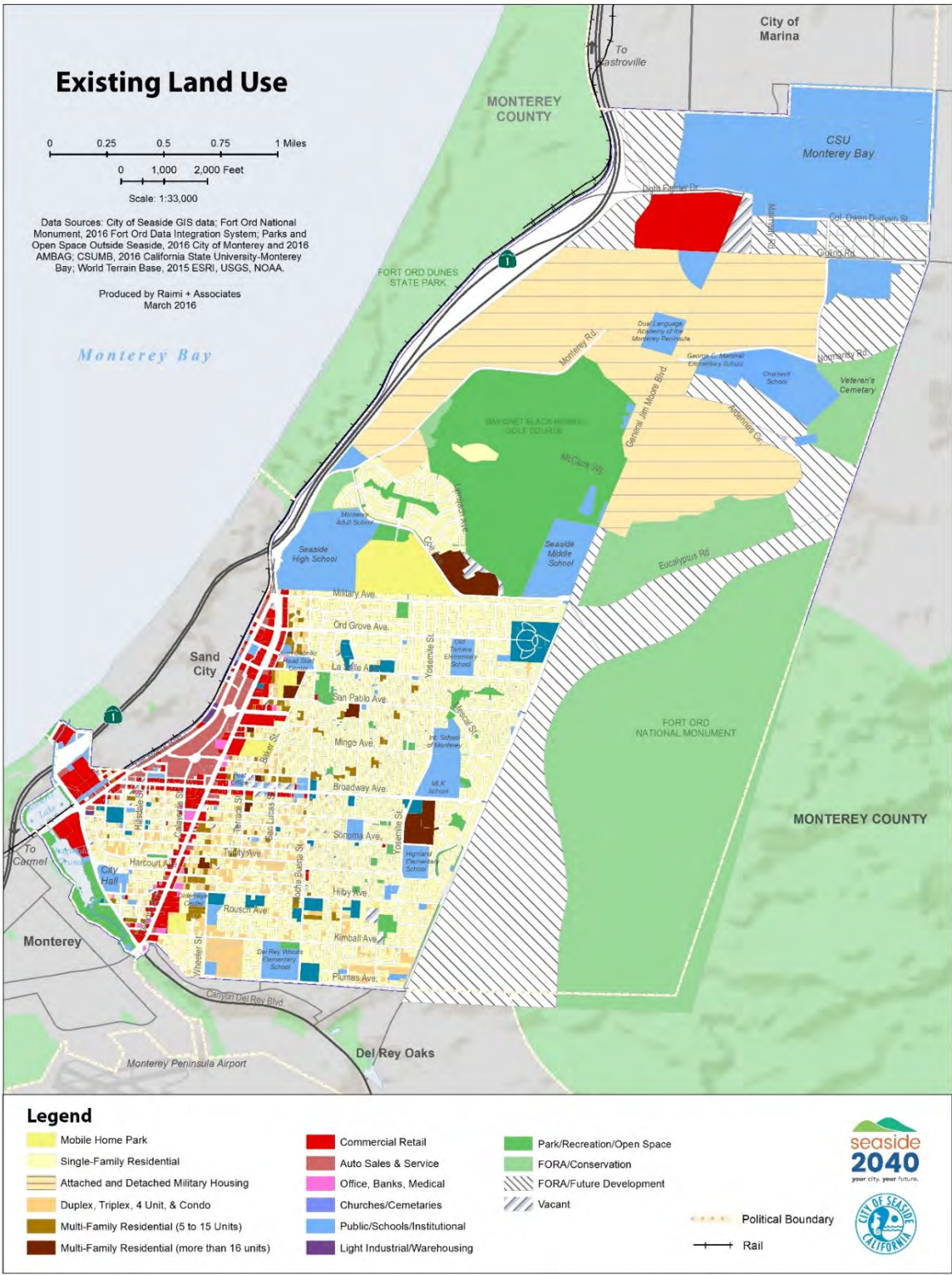
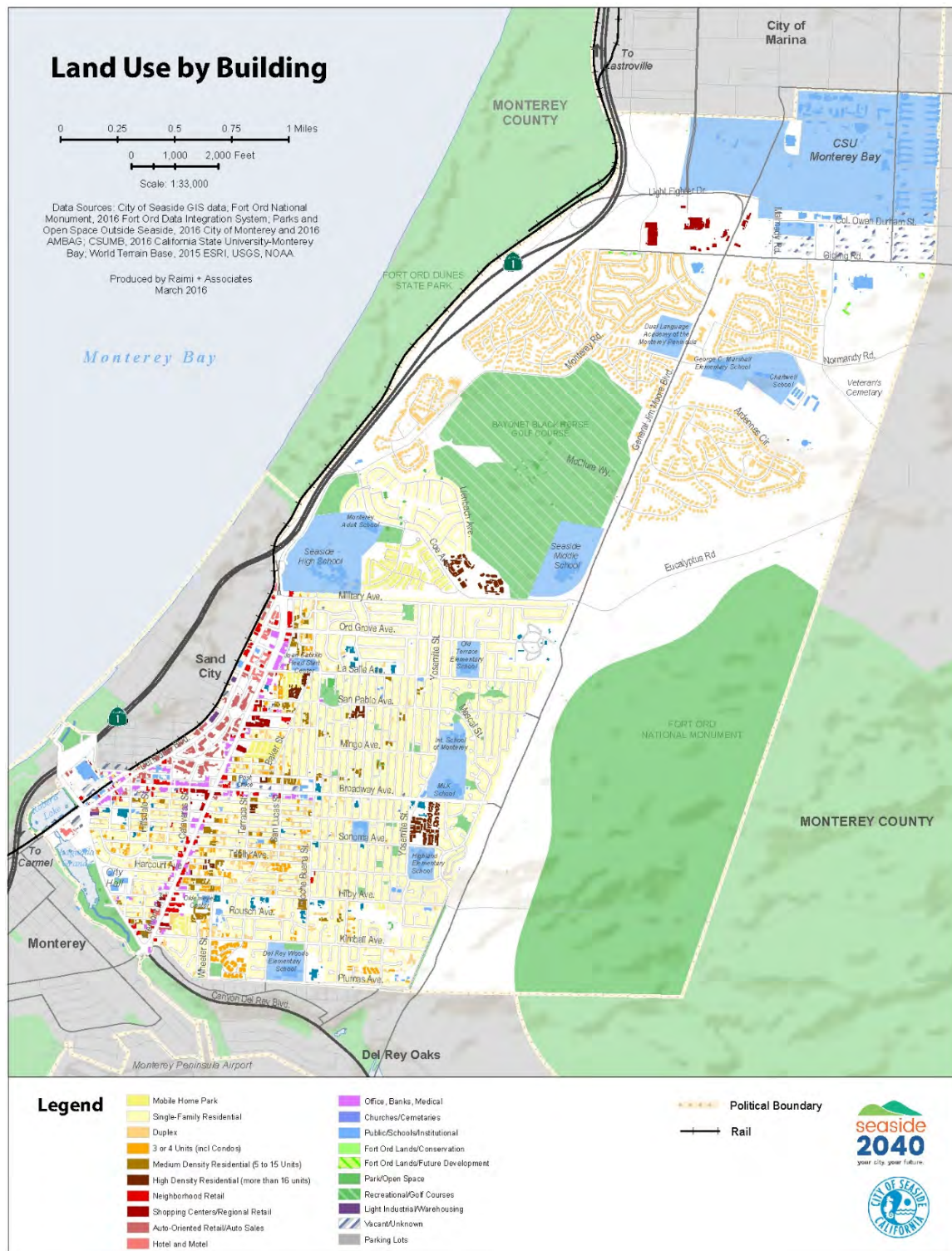


Figure 4-4: Citywide Land Use by Building



Residential Uses

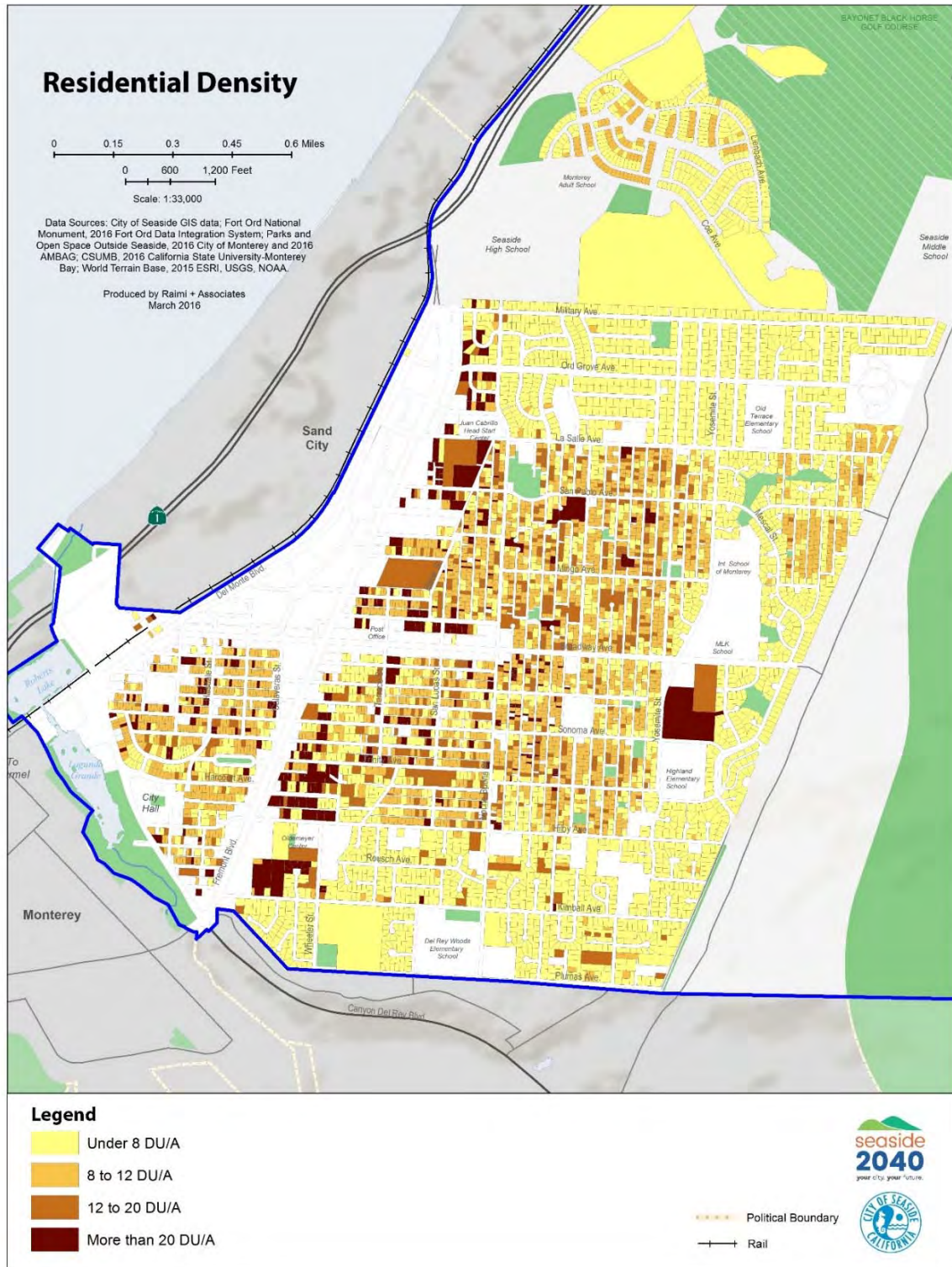
Seaside is a fairly mature community with more than 70 percent of its housing stock developed more than 30 years ago. About one-third, or 32 percent, of the city is used residentially (66 percent of the City proper). Single-family (15 percent citywide / 55 percent of City proper) and duplex (15 percent citywide / 4 percent of City proper) are by far the most common residential types.

The older residential neighborhoods around 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 types, whereas newer areas are more highly segregated and uniform.

Slightly more than 1 percent of the City's land use is mobile home (and 4 percent of residential use) – there are four separate mobile home parks in the City (mostly proximate to Fremont Blvd). The number of multifamily residential with 5 or more units is similar in scale to mobile homes (1.4 percent of total area, 4.2 percent of residential area) but it is distributed much more widely throughout the City, adding up to almost 100 individual developments. Apartments with more than 30 units are the rarest, with only seven total. The largest is the Del Monte Manor apartments, a 192-unit property that represents the largest single affordable housing project on the Monterey Peninsula. Other than the Sun Bay apartments, no units other than single-family or duplex have been built in the former Fort Ord lands.

Figure 4-5 shows the relative density of residential use in the City. The outer residential neighborhoods are clearly the least intense, with almost all properties under 8 dwelling units per acre. The highest density residential areas are concentrated along Fremont Boulevard, behind commercial properties.

Figure 4-5: Residential Density



Commercial Uses

Overall, retail, auto-related, office, lodging, and industrial uses account for just 4 percent of citywide area (and one-tenth of the City proper). General retail (which includes stores, groceries, and similar) represents just over half of these uses by area. Non-residential uses are clustered along Del Monte Blvd, Broadway Ave., and Fremont Blvd., with only a handful found outside of these commercial corridors as shown in Figure 4-7. Auto-related uses, including the auto mall, comprise over 40 acres in the City (and one-fifth of all commercial uses).

The lack of regional retail within the City is an area of fiscal concern (as a great deal can be found in neighboring Sand City). Also, it should be noted that the City does not currently have a guiding plan for any part of Fremont Boulevard (except at the intersection with Broadway). Constraints along the Fremont corridor include: vehicle speeds, pedestrian safety, walkability, spillover parking and parcel size/configuration.

Generally, commercial uses are developed at a low intensity, except for the Embassy Hotel, in the West Broadway area, and a few key blocks along Fremont Blvd (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. The older commercial buildings are mainly one-story with varying architectural styles and height. As the commercial FAR diagram (Figure 4-8) shows, low-intensity (less than 0.5 FAR) strip commercial is predominant and offers few aesthetics features and un-landscaped surface parking lots are common in these developments. One exception is the relatively new neighborhood retail center located at the southwest corner of Fremont Boulevard and Broadway Avenue. The center has the appearance of a two-story development, fronts the street and locates parking at the rear of the buildings.

Figure 4-6: Percentage of Commercial Uses

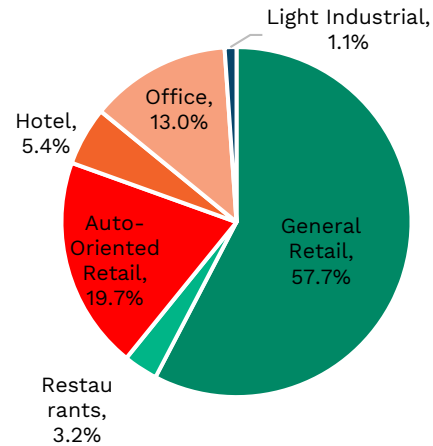


Figure 4-7: Retail, Industrial, and Office Uses

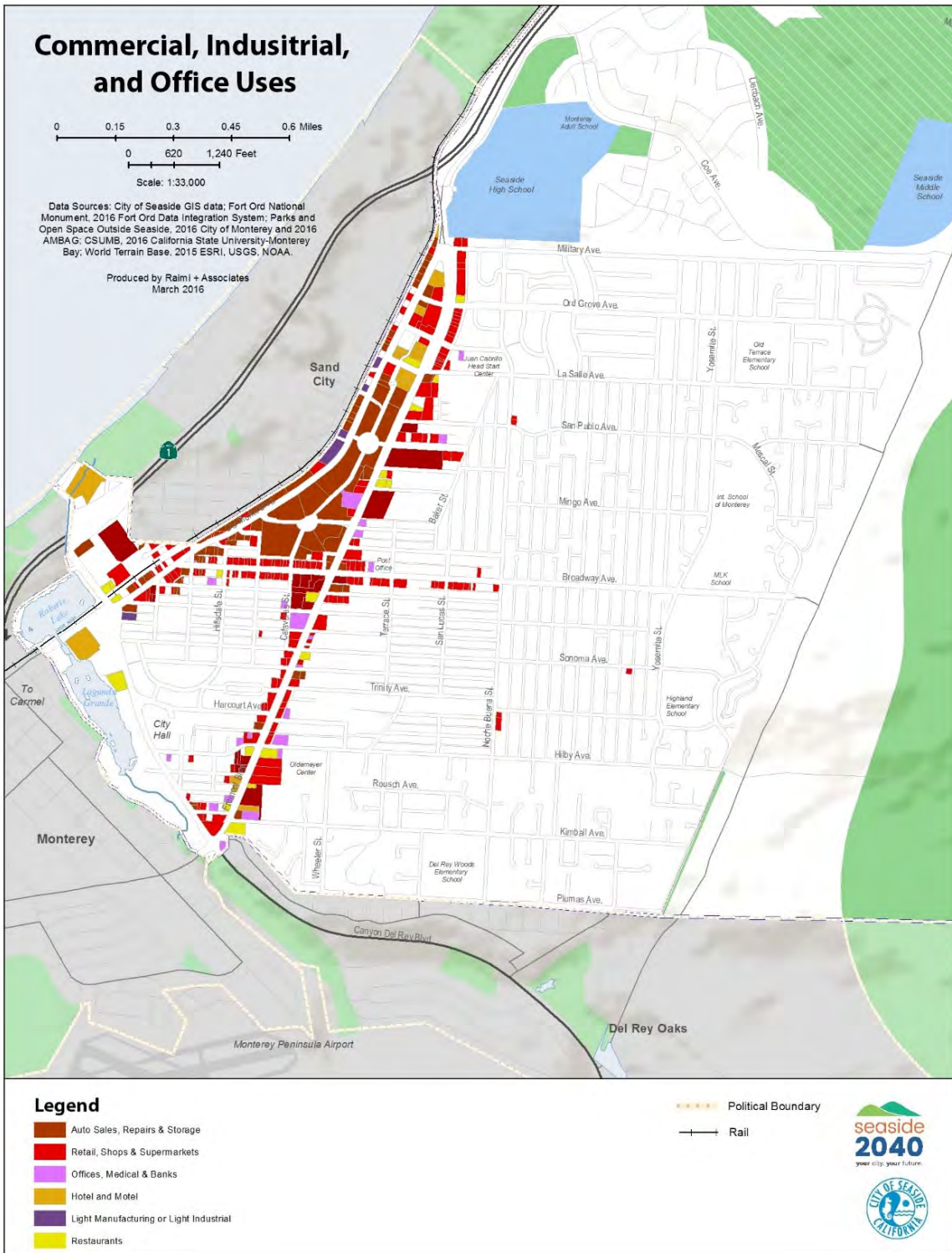
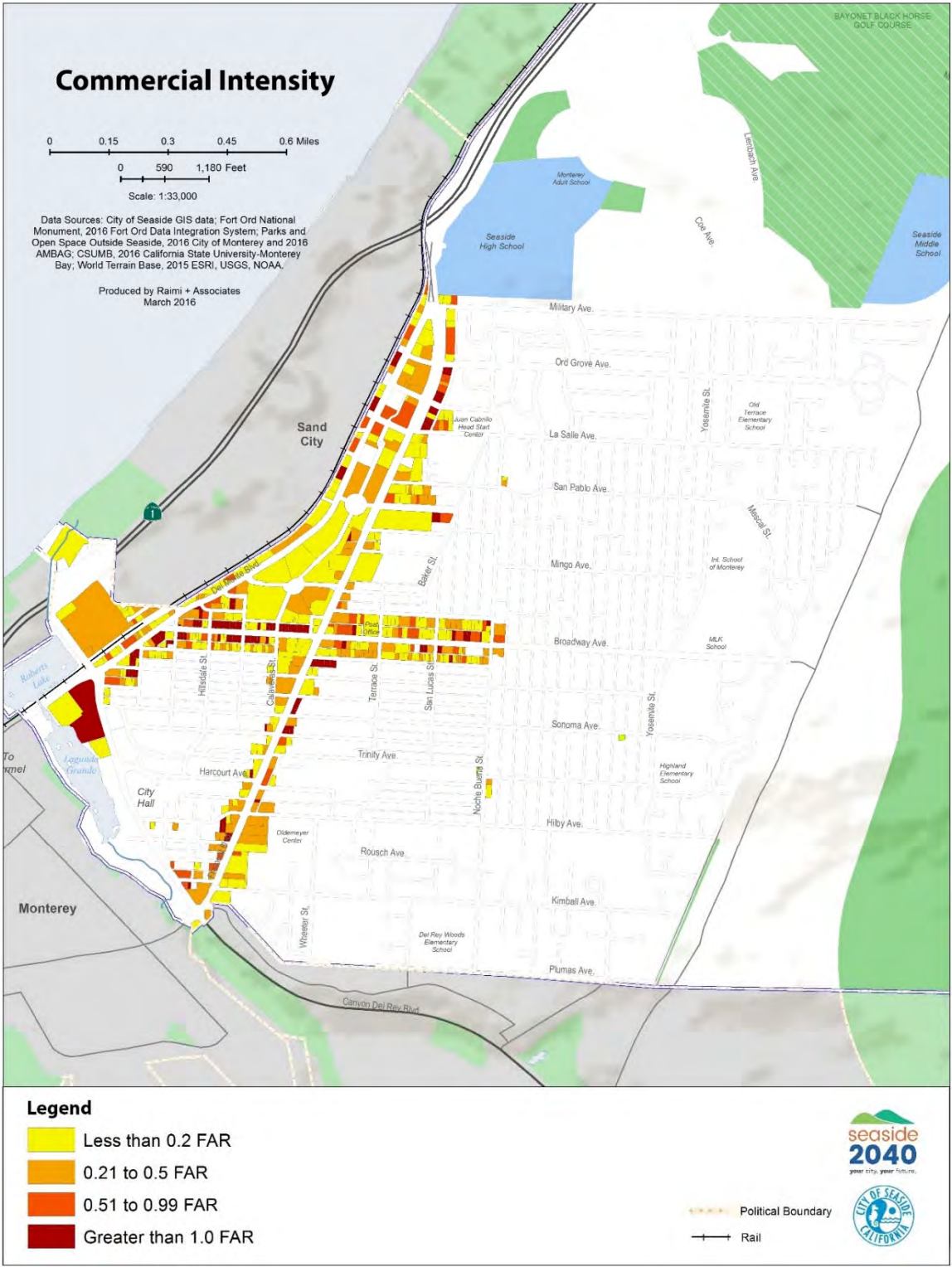


Figure 4-8: Commercial Floor Area Ratio (FAR)



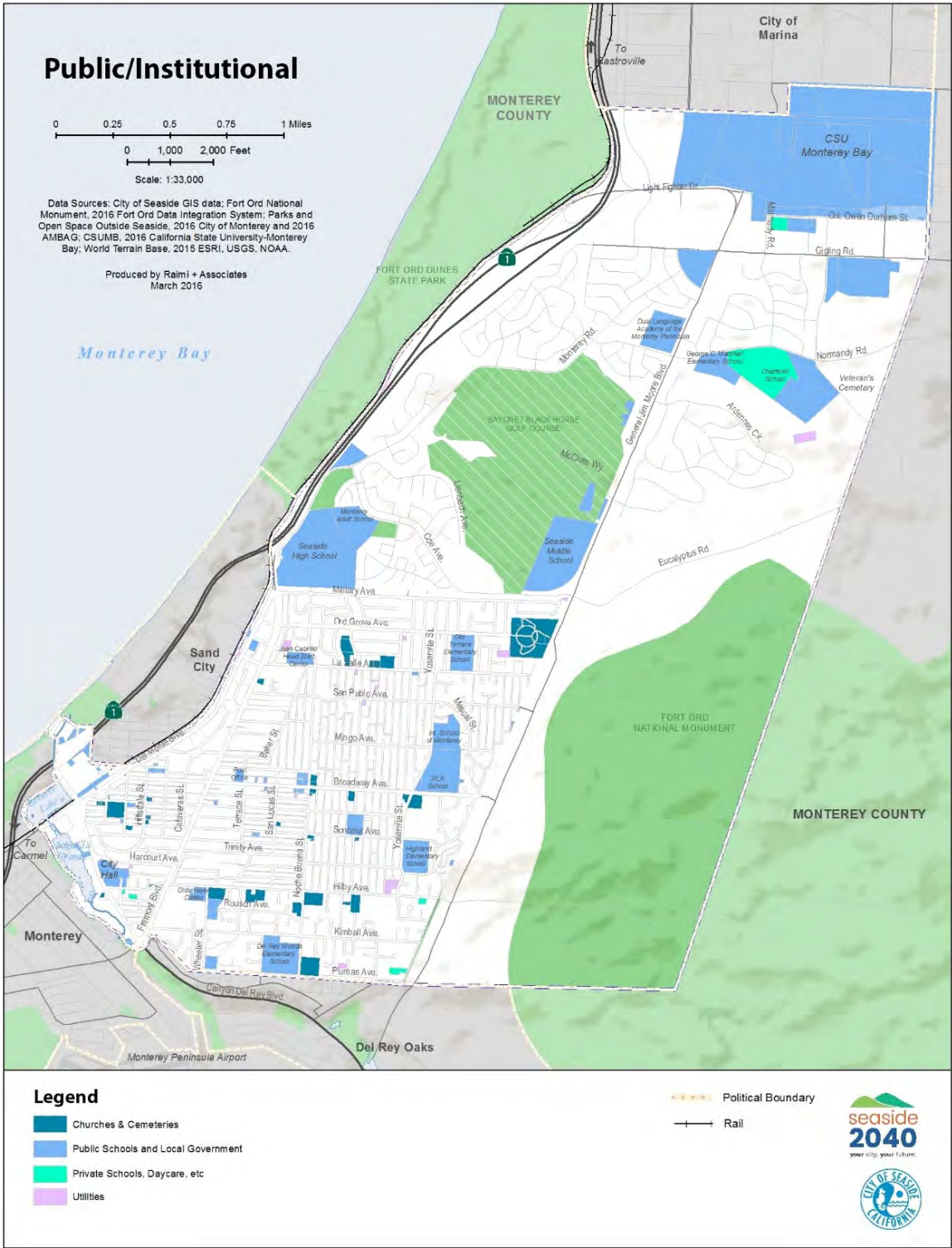
Institutional and Public Uses

A map of institutional and public uses in Seaside is shown in Figure 4-9. Overall, schools are the top institutional use by land area, and the single largest public use in the City is CSUMB. The University is located in the northeastern portion of the City, and it offers a variety of undergraduate and graduate programs and teaching credentials. The City cooperates with CSUMB to support the development of vocational schools and learning centers to encourage a well-trained work force. Current enrollment is just under 8,000 students.

This is followed by a number of schools, including a high school, multiple middle schools and numerous other public schools. Parks and public buildings, such as City Hall, the library, and the community center account for the remainder of the public uses.

Additionally, there are over 40 parcels owned by churches in the City (accounting for 34 acres in total), the second most common public and institutional use. This figure does not include several additional churches located along General Jim Moore Blvd in the base lands (as the land itself is owned by the military).

Figure 4-9: Institutional Uses



Land Use Pattern

Parcel Size

Most of the parcels in the City measure less than 7,500 sf (76 percent, or 5518 of 7228 total parcels), which correlates with a City that is rich in single-family and duplex housing as shown in Table 4-4. In the City proper, there are very few large, developable parcels. Thus, most future change in the City proper is likely to occur in small increments scattered throughout, not in large single-owner projects.

There are 183 parcels larger than 1 acre, most of which are auto dealerships, schools, CSUMB property, golf course parcels, or former base lands. The biggest parcels (those over 20 acres) account for more than 66 percent of the entire City's land area. The single largest parcel in the City is the Fort Ord National Monument at 880 acres. 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. Yet the large size also requires a more substantial upfront investment of time and finances, which has proven difficult to date.

Table 4-4: Parcel Size – More than 1 Acre			
Land Use	Count	Acres	Percent of Total
Less than 5,000 sf	2,881	235.7	23.4%
5,000 to 7,500 sf	2,637	378.4	37.5%
7,500 to 10,000 sf	949	184.8	18.3%
More than 10,000 sf	577	209.7	20.8%

Figure 4-10: Parcel Size – Less than 1 Acre

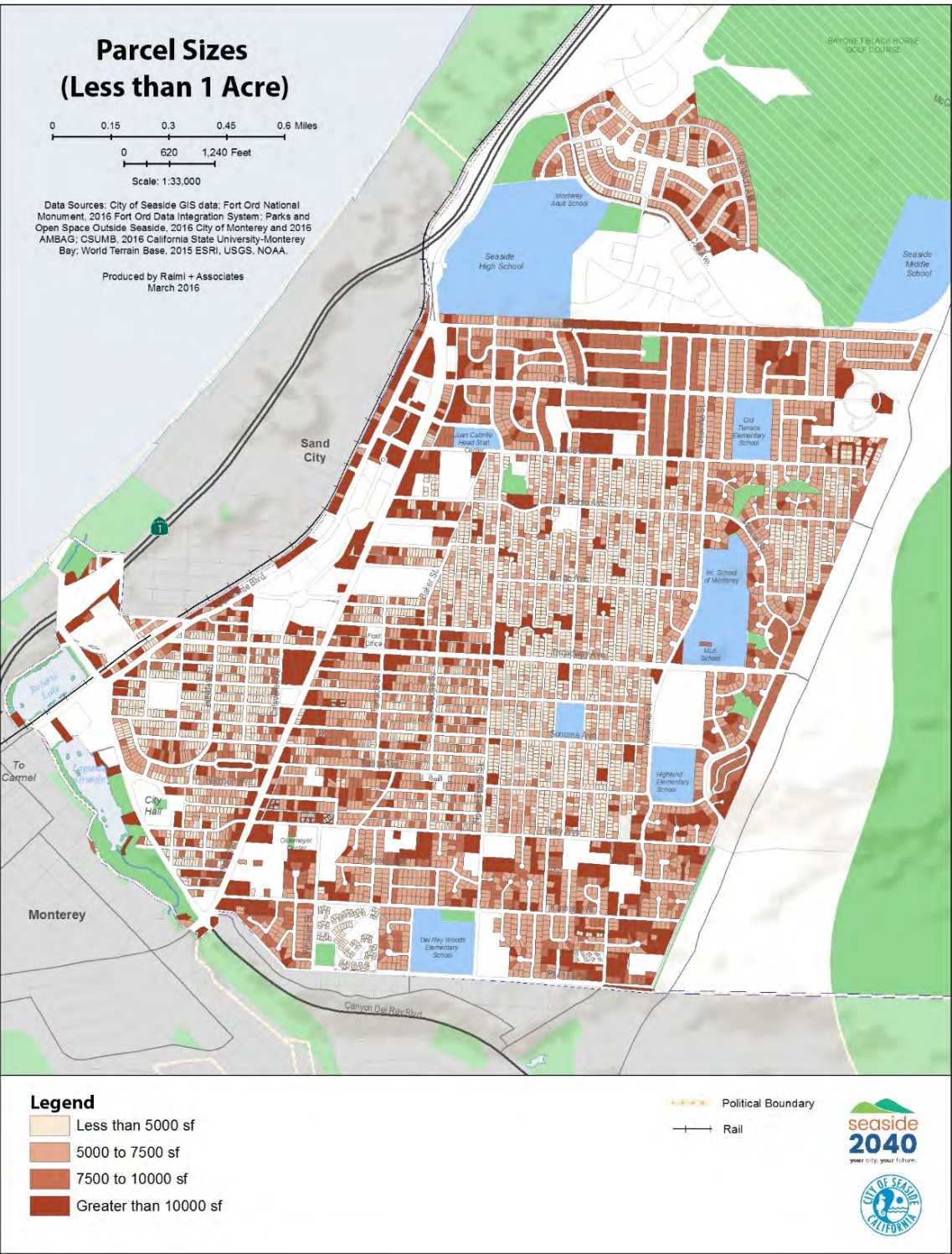
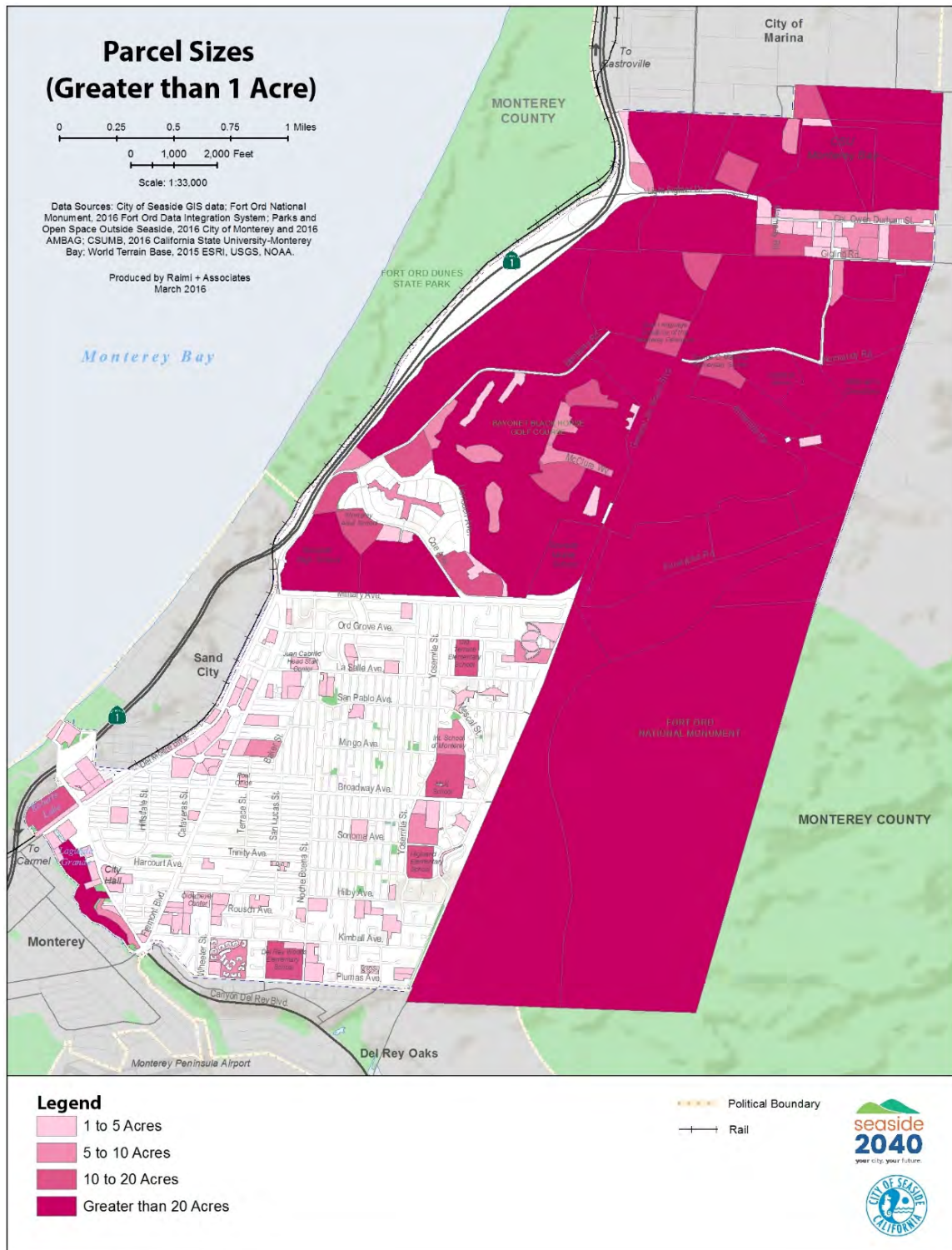


Figure 4-11: Parcel Size – Larger than 1 Acre



Relevant Policy Documents

General Plan, 2003 Land Use Element

The City's General Plan was last comprehensively updated in 2003. The Plan includes eight Elements (or chapters): land use; urban design; economic development; circulation; conservation/open space; safety; noise; and housing. The Land Use Element includes goals and policies for future development in the City. A core component of the land use element is the Land Use Designations. The Designations identify the future, intended use and intensity of every parcel of land in the City. A map of land use designations can be found in Figure 4-12. A table of the amount of existing land use designation by category can be found in Table 4-5 and a description of each designation can be found in Table 4-6.

The Land Use Element covers a wide variety of topics including developing a balanced and compatible mix of uses, and revitalizing existing areas of the City (such as West Broadway). The Land Use Element also contains goals, policies, and implementation programs for ensuring that there are adequate public facilities and services to support growth. This includes fire service, water supply and treatment, law enforcement, and school capacity.

More specifically, key goals from the existing Land Use Element are described below:

- **Rectifying the housing-jobs balance.** Seaside is a housing-rich community. Implementation of the Land Use Element was meant to assist in creating a more beneficial balance between jobs and housing units within the City, while maintaining a range of housing opportunities available to all economic segments of the community. A better balance between jobs and housing would allow people to live and work within the same community, and, in some cases within the same neighborhood. This results in a reduction of traffic, thus improving quality of life.
- **Reinforcing community identity.** The City will use its physical planning strategies to create a healthy and aesthetically pleasing environment that enhances the social and economic condition of the community. The resulting land uses provide opportunities for a range of non-residential and residential development that improves the City's character and reinforces its identity as the "Gateway to the Monterey Peninsula".
- **Commercial revitalization.** Several existing commercial areas in Seaside's downtown require revitalization in order to make them more attractive to residents, visitors, and businesses. Revitalization should focus on the Broadway and Fremont corridors, the Auto Mall, the South Gateway, and the area around Del Monte/Canyon Del Rey. Specifically, the General Plan called for:
 - o Ensuring that community-serving retail and service activities are retained in Seaside's central core even as other commercial areas are developed;
 - o Offering development opportunities that complement and enhance surrounding visitor and regional serving land uses, such as the Embassy Suites, Black Horse/Bayonet Golf Course and Auto Mall;
 - o Encouraging community serving retail activities such as sidewalk cafes and bookstores in Mixed Use and Community Commercial areas; and

- o Discouraging uses that are already over-represented in the community, such as liquor stores, thrift/discount stores, fast food, beauty salons and nail shops, gas stations, convenience stores, or automotive repair.
- **Renewing housing stock.** Several neighborhoods in Seaside will require targeted revitalization activities, such as increased code enforcement, property maintenance, house painting, undergrounding of utility wires, and general neighborhood cleanup and rehabilitation activities. Housing Element programs include specific requirements and a plan of action for addressing the revitalization needs of these neighborhoods. These Housing Element programs should first be targeted to the Cabrillo, Terrace, Olympia, and Noche Buena neighborhoods.

Table 4-5: Existing General Plan Designations		
Land Use	Acres	Percent of Total
Low Density Single Family (RLS)	834	16.5%
Medium Density Single Family (RMS)	442	8.8%
Military (M)	707	14.0%
Medium Density Residential (RM)	172	3.4%
High Residential (RH)	124	2.5%
Community Commercial (CC)	56	1.1%
Regional Commercial (RGC)	149	3.0%
Heavy Commercial (HC)	6	0.1%
Parks & Recreation (POS/RC)	803	15.9%
Habitat Management (HM)	943	18.7%
Mixed Use (MX)	180	3.6%
Public/Institutional (PI)	629	12.5%

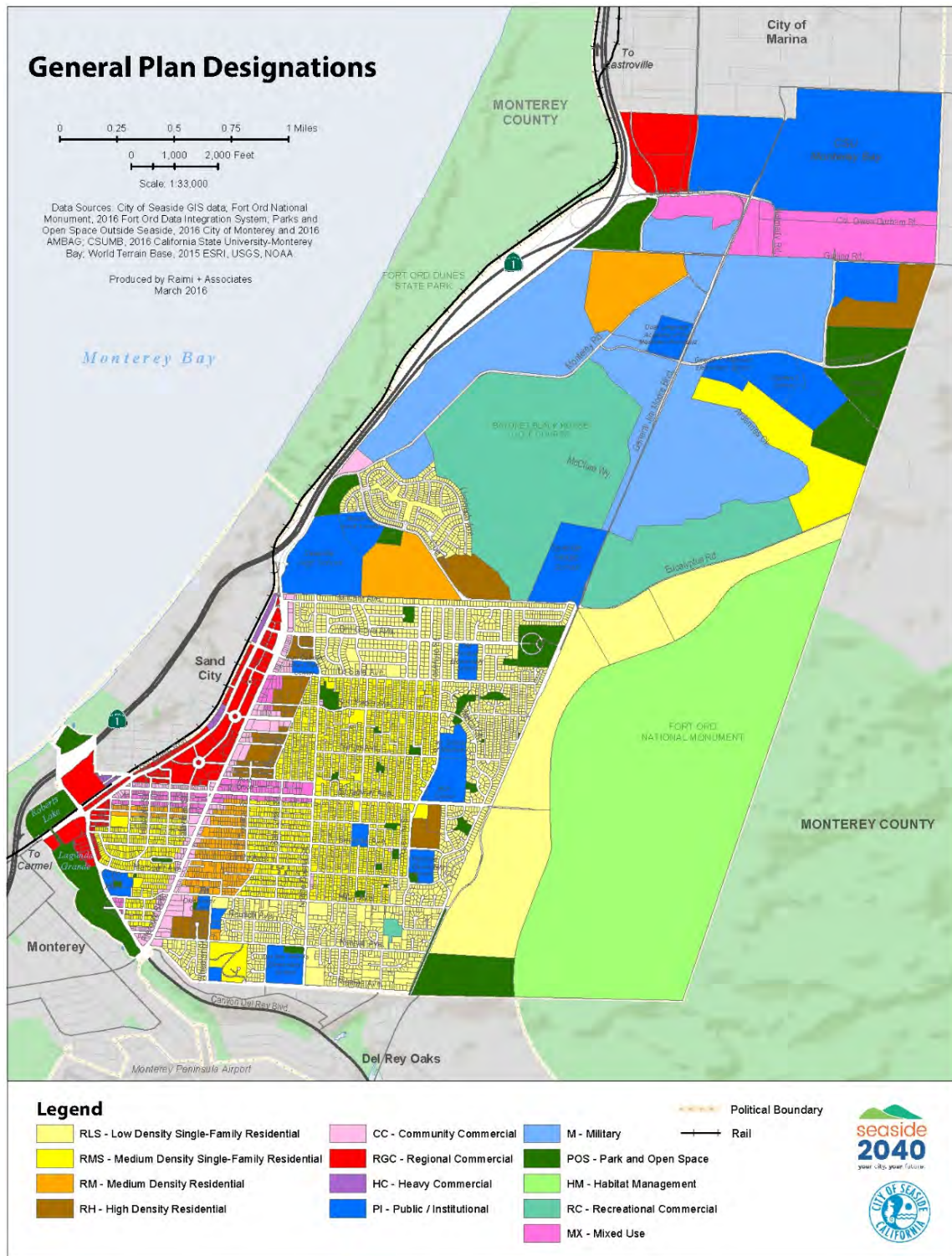
Source: Seaside GIS Database, 2016. Excludes rights-of-way

Table 4-6: 2004 Land Use Designations

Land Use Designation	Max. Allowable DU/ac or FAR
Residential Land Use Designations	
Low Density Single Family Residential (RLS). For detached single-family dwellings at densities of up to 8 dwelling units per acre.	8.0 du/ac
Medium Density Single Family Residential (RMS). For detached single family dwellings at densities of up to 12 dwelling units per acre.	12.0 du/ac
Medium Density Residential (RM). For single family attached and detached dwelling units, including duplexes and triplexes, and some condominiums at densities of up to 15 dwelling units per acre. Mobile homes parks are also permitted.	15.0 du/ac
High Density Residential (RH). For multifamily residences at densities of up to 25 dwelling units per acre. Dwellings include apartments, townhomes, and condominiums. Mobile homes parks, professional office, convalescent homes, and care facilities are also permitted.	25.0 du/ac
Commercial Land Use Designations	
Community Commercial (CC). Intended for retail and service oriented business activities primarily serving the local community or neighborhood. Uses may include restaurants, supermarkets, health clubs, retail goods and services, personal services, offices, and neighborhood-oriented retail uses.	Broadway Corridor Specific Plan – 2.0 FAR
	Rest of City – 0.50 FAR
Regional Commercial (RGC). Regional Commercial uses are defined as large scale commercial development with retail, entertainment, and or service uses of a scale and function to serve a regional market. Includes hotels, auto sales, auto repair, auto repair related uses, “big box” retail, and movie theaters.	1.0:1 FAR
	Hotels – 3.0 FAR
Heavy Commercial (HC). Primarily for general and heavy regional and subregional commercial activities	0.50 FAR
Public/Institutional Land Use Designations	
Public / Institutional (PI). Schools, public utilities, libraries, fire and police stations, hospitals, and public offices.	0.40 FAR
Military (M). For lands retained by the United States armed forces for ongoing military-related activities within the former Ft. Ord boundary.	Under the jurisdiction of the US Armed Forces.
Open Space Land Use Designations	
Parks and Open Space (POS). Intended to preserve natural resources, views, and other visual amenities, and also to protect people and property from natural and man-made hazards.	0.01 FAR
Habitat Management (HM). For the protection of open space and natural resources identified as critical to the survival of the natural communities and sensitive species on the former Ft. Ord.	0.005 FAR

Table 4-6: 2004 Land Use Designations	
Land Use Designation	Max. Allowable DU/ac or FAR
Recreational Commercial (RC). Primarily for outdoor recreational facilities including golf courses, equestrian centers, public swimming pools, and tennis clubs.	0.20 FAR
Special Land Use Designations	
Mixed Use (MX). To promote pedestrian and transit oriented activity centers in the community with a mix of residential, commercial, office and civic uses	2.0 FAR 25.0 du/ac
Specific Plan (SP) Overlay. For areas that have: 1) unique locational or environmental features that provide distinct developmental advantages or constraints; 2) governed by an existing specific plan, master plan, or precise plan; or 3) consists of large land area under single or common ownership that requires detailed planning and development and/or special regulations or standards to address the unique opportunities or constraints of the area.	Per the underlying General Plan designation and Zoning district.

Figure 4-12: Current Land Use Designations



Zoning Code

The Zoning Code is the primary implementation tool for the General Plan Land Use Element. The Code identifies specific types of land use, intensity of use, and development and performance standards applicable to specific areas and parcels of land within the City. Per State law, the Zoning Code must be consistent with the land use and development policies contained in this Element.

The zoning designations within the City are generally consistent with the land use designations as defined in the City's General Plan. A table of the acres by each zoning district can be found in Table 4-7, descriptions of each zoning category can be found in Table 4-8 and a zoning map is presented in Figure 4-13. Residential zoning (including Military) accounts for about 45 percent of the total land area of the City with single family (R-8 and R-12) zoning accounting for 25.3 percent. There is relatively little land zoned for multifamily housing (Medium Density and High Density) at 4.6 percent of the total land area. This reinforces the low-density character of the community.

Land zoned for job and tax revenue producing uses account for a small percentage (7.7 percent) of the total land area. This includes commercial mixed use, community commercial, automotive commercial, regional commercial, and heavy commercial. One caveat is that Seaside East is zoned for single family but the draft Master Plan (discussed below) identifies a wider range of uses including commercial, office, visitor-serving and light industrial. Public, conservation and recreation/golf account for a large percentage of the total land area at 47.1 percent.

Land Use	Acres	Percent of Total
RS-8 Single Family	834.5	16.5%
RS-12 Single Family	441.8	8.8%
Military	772.0	15.3%
Medium Density (RM)	106.6	2.1%
High Density (RH)	124.8	2.5%
West Broadway Urban Village Zones	6.9	0.1%
Commercial Mixed Use (CMX)	177.2	3.5%
Community Commercial (CC)	50.9	1.0%
Automotive Commercial (CA)	42.9	0.9%
Regional Commercial (CRG)	106.0	2.1%
Heavy Commercial (CH)	5.9	0.1%
Recreation/Golf (OSR & V-FO)	803.5	15.9%
Conservation (OSC)	942.8	18.7%
Public	628.8	12.5%

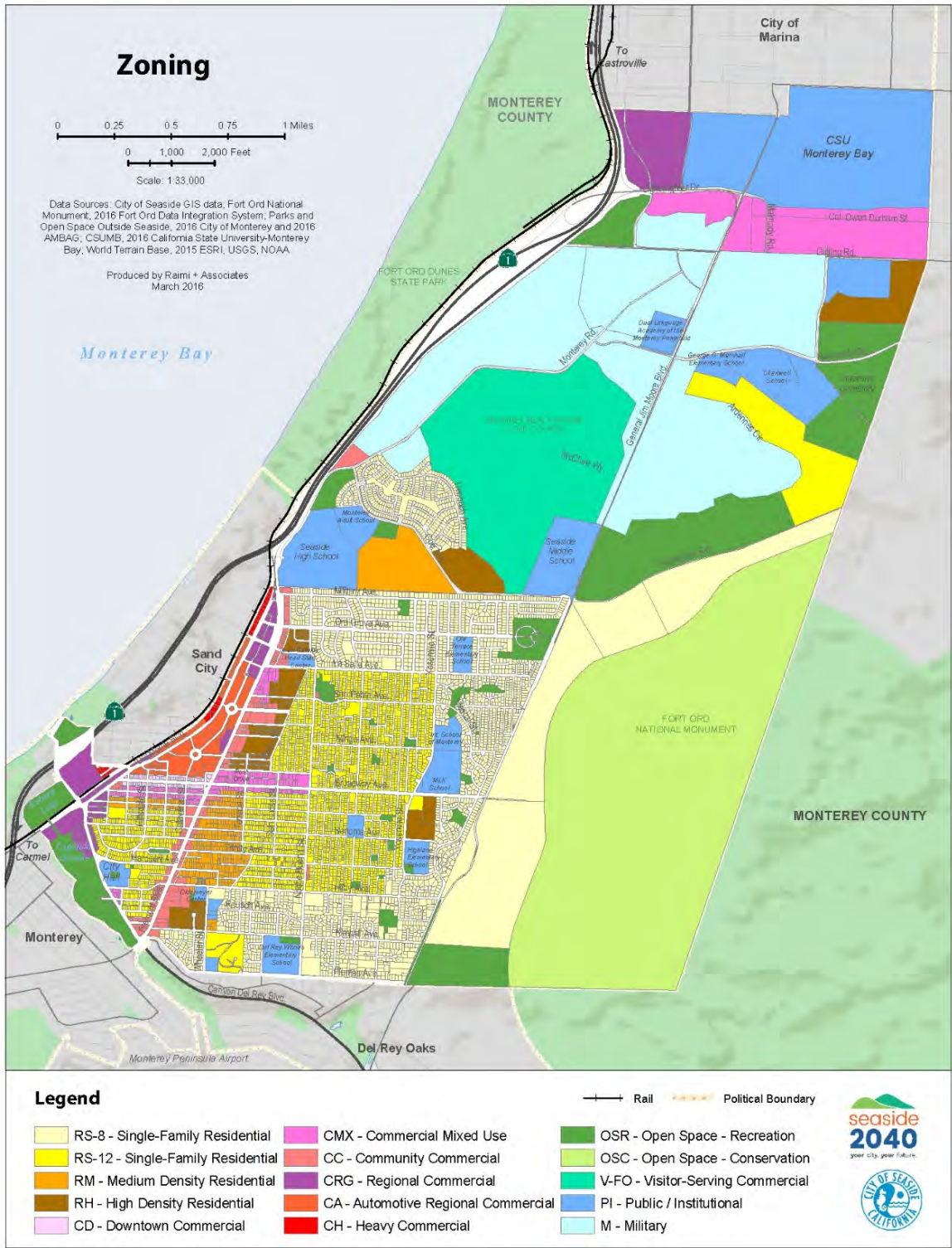
Source: Seaside GIS Database, 2016. Excludes rights-of-way

Table 4-8: Zoning Categories

Zoning	Maximum Height	Max. Allowable DU/ac or FAR
Residential		
RS-8 Single-Family Residential. For areas of the City that are appropriate for neighborhoods of detached single-family dwellings. Minimum parcel size is 5,500 sf.	24 ft	8 du/acre (1 dwelling unit per parcel, plus second unit where allowed)
RS-12 Single-Family Residential. For areas of the City that are appropriate for neighborhoods of detached single-family dwellings. Minimum parcel size is 3,750 sf.	24 ft	12 du/ac
RM Medium Density Residential. Appropriate for neighborhoods with a variety of housing types including attached and detached single-family dwellings, duplexes and triplexes, and some condominiums.	24 ft for single dwellings, duplexes, triplexes; 36 ft for multifamily.	15 du/ac
RH (High Density Residential). Appropriate for a mixture of multifamily housing, including apartments, townhomes, and condominiums, and professional offices, convalescent homes, and care facilities	24 ft for single dwellings, duplexes, triplexes; 48 ft for multifamily.	25 du/ac
Commercial Land Use Designations		
CC (Community Commercial). Intended for retail and service-oriented business activities primarily serving the local community or neighborhood. Permitted land uses may include restaurants, supermarkets, health clubs, offices, retail sales, services, personal services, and neighborhood-oriented retail uses.	Lesser of 4 stories or 48 ft	Broadway Corridor Specific Plan – 2.0 FAR
		Rest of City – 0.50 FAR
CRG (Regional Commercial). Appropriate for large-scale commercial development with retail, entertainment, and/or service uses, or business parks of a scale and function to serve a regional market. Minimum parcel size is 20,000 sf.	Lesser of 6 stories or 72 ft	1.0 FAR
		Hotels – 3.0 FAR
CA (Automotive Regional Commercial). Area covered by the Gateway Auto Center Area Plan, to provide a consolidated area for new automotive dealerships and related and compatible uses.	50 ft	1.0 FAR
CMX (Commercial-Mixed Use). Areas of the City identified by the General Plan as appropriate for pedestrian- and transit-oriented activity centers. The CMX zone is intended to accommodate retail stores, offices, theaters, restaurants, and other similar and related uses together with residential units in the context of mixed use, pedestrian-oriented development, although mixed use development is not required.	Lesser of 4 stories or 48 ft	25 du/ac 2.0 FAR

Table 4-8: Zoning Categories		
Zoning	Maximum Height	Max. Allowable DU/ac or FAR
CH (Heavy Commercial). Areas of the City suitable for wholesale, heavy commercial, and light industrial uses that which are best suited away from areas regularly generating large amounts of pedestrian traffic.	Lesser of 3 stories or 36 ft	0.50 FAR
Public/Institutional Land Use Designations		
PI (Public / Institutional). Existing and proposed public buildings and facilities, utility facilities, and similar and related facilities.		0.40 FAR
Open Space Land Use Designations		
OSC (Open Space – Conservation). Properties that have been designated for the preservation of natural and scenic resources. Development is limited to structures that support the habitat and open space features being conserved.		n/a
OSR (Open Space – Recreation). Appropriate uses include park, recreational, and cultural facilities.		n/a
V-FO (Fort Ord Visitor-Serving Commercial). Commercial recreation uses such as golf courses and recreation-oriented residential uses.	Building height shall not exceed the height of the trees	10 du/ac
Special Land Use Designations		
M (Military). Areas that remain under the jurisdiction and ownership of the United States government for ongoing military activities within the former Fort Ord boundary. Allowable uses include military housing, schools, day care centers, meeting facilities, reserve unit training, exchange retail activities, and motor pool activities.	32 ft	Under the jurisdiction of the US Armed Forces.
WBUV Mixed Use (MX). This designation is intended to foster a well-integrated mix of high intensity residential, commercial, office and civic uses.		30 to 60 du/ac
WBUV High Density Residential/Mixed Use (RH/MX). This designation permits a range of housing types, including multifamily developments and live-work units. Projects with commercial uses or uses that are compatible with residential uses and extensions of business with primary frontage on Broadway Avenue would be conditionally allowed on the north side of Palm Avenue.		30 du/ac

Figure 4-13: Current Zoning



Fort Ord Base Reuse Plan (FORA)

The Fort Ord Reuse Authority (FORA) is the regional agency that was created in 1994 to oversee the military to civilian conversion of the Fort Ord Base. Its authority covers adopting the base-wide regional plan, reviewing jurisdiction programs for consistency, financing mitigations/infrastructure, and property transfer. FORA's obligations include building removal, munitions clean-up, roadway construction, fire equipment purchase, habitat restoration, and storm drainage system upgrades.

Adopted in June 1997 by FORA, the Fort Ord Base Reuse Plan (BRP) serves as the primary planning framework that guides future use and development of the more than forty-five square miles formerly occupied by Fort Ord. The Reuse Plan also serves as the official local plan for reuse of the former base. It identifies land uses, goals, and policies to transform the former U.S. Army base into an integrated community. The plan anticipates the creation of more than 18,000 jobs, 16,000 housing units, and a total population of more than 37,000 people within FORA jurisdiction.

Any agency that is a member of FORA, which includes the City of Seaside, must rely on the BRP as its local general plan for land in its jurisdiction that is also within the territory of the former Fort Ord. All Fort Ord property that has been transferred from the federal government must be used in a manner consistent with the BRP, except for property transferred to the California State University or the University of California. Agencies are required to demonstrate consistency of their plans with the BRP.

The land uses within Seaside's Land Use Element have been developed in consideration of the goals, policies, and Land Use Concept Map of the Fort Ord BRP. However, differences between the Fort Ord BRP and Seaside's Land Use Element do occur. Any land use proposed within the jurisdiction of FORA will be reviewed for consistency with the BRP and may require an amendment to the Fort Ord BRP if the land uses are found to be inconsistent.

During the Fort Ord base closure process, the U.S. Army retained property to support the military mission. A partnership between the U.S. Army and developer Clark-Pinnacle is rebuilding the Ord Military Community. Thus far, this has resulted in approximately 300 replacement military residential units. In the near future, a number of planned or proposed projects are expected to occur in the area, as shown by Figure 4-15.

As is shown in Figure 4-14, the BRP identifies areas for both conservation/open space (including the Fort Ord National Monument) and for development. The development will generally occur with the incorporated cities of Seaside and Marina. Figure 4-15 shows where more detailed planning and master planning has occurred within the former base lands. In Seaside, this includes the Main Gate, Seaside East, Surplus 2, Monterey Downs and Veterans Cemetery. These projects are discussed in the next section of the report.

Figure 4-14: Fort Ord Reuse Plan

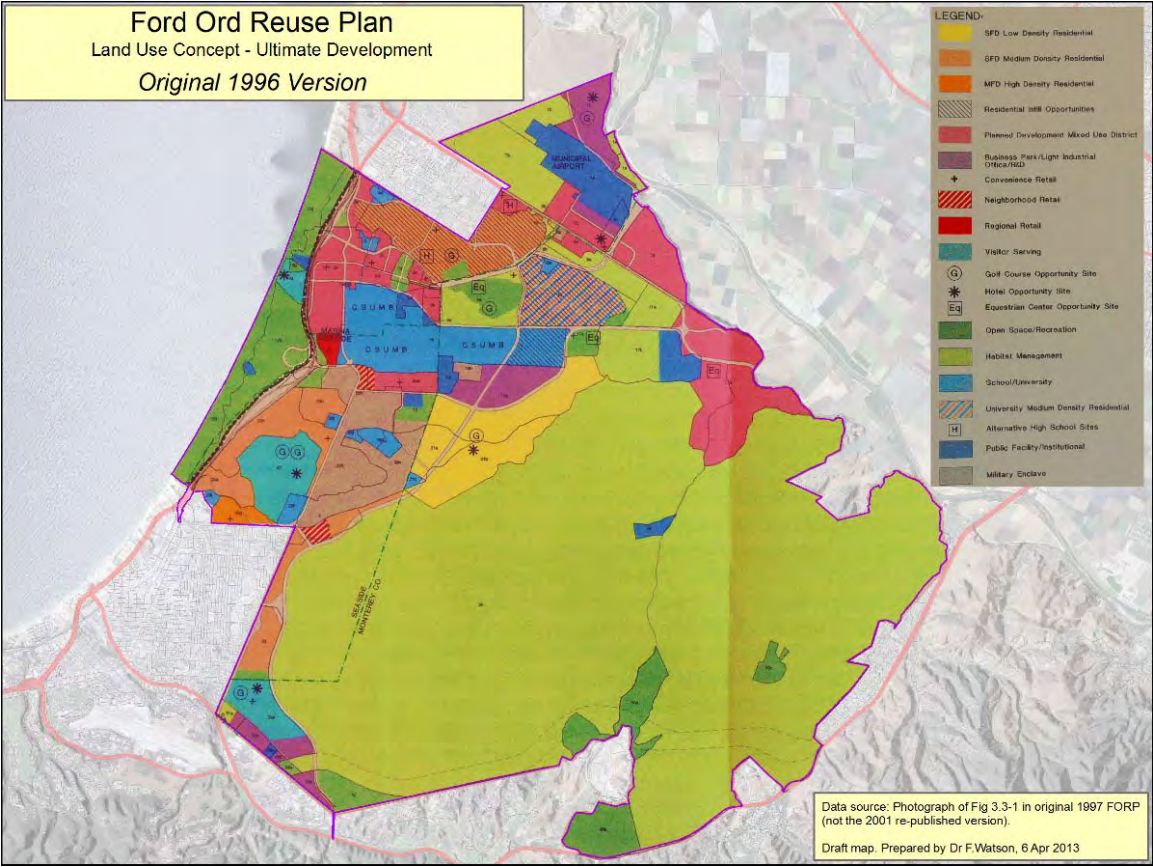
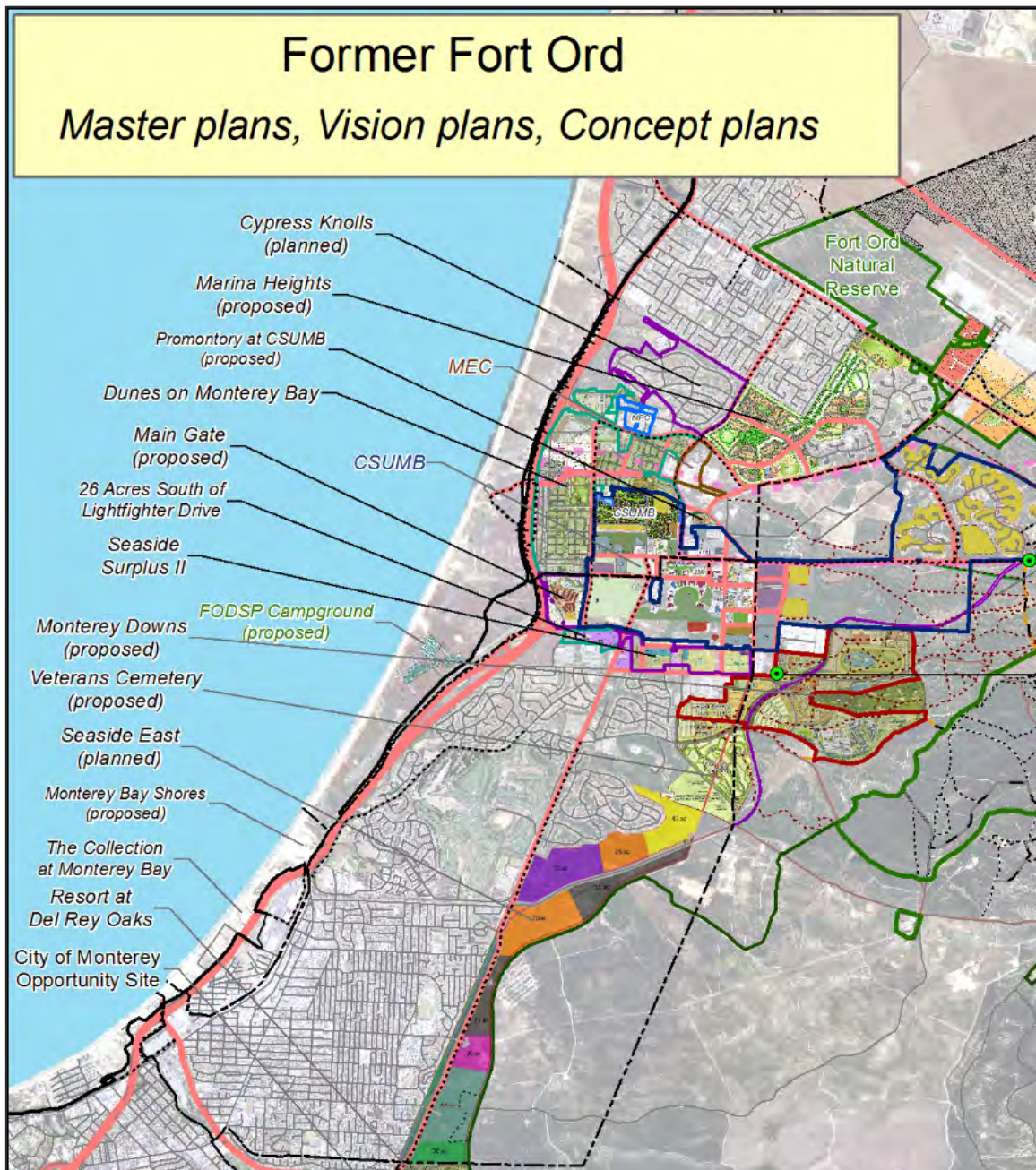


Figure 4-15: Plans in the Former Fort Ord Lands



Fort Ord Regional Urban Design Guidelines

In March 2016, the Fort Ord Reuse Authority released the draft Regional Urban Design Guidelines (RUDG), which are a requirement of the 1997 BRP policy intended to facilitate community development goals. These Regional Urban Design Guidelines are meant to guide urban design and character on former Fort Ord lands. All new development must comply with the guidelines, which “establish standards for road design, setbacks, building height, landscaping, signage, and other matters of visual importance.”

The RUDG outlines several key design principles, including:

- Creating a unique identity for the community around the educational institutions;
- Reinforcing the natural landscape setting consistent with Peninsula character;
- Establishing a mixed-use development pattern with villages as focal points;
- Establishing diverse neighborhoods as the building blocks of the community; and
- Encouraging sustainable practices and environmental conservation.

The guidelines will affect plans and projects in the former Base lands, most notably the Main Gate Specific Plan, Seaside East Master Plan, Surplus II, 26 Acres, Monterey Downs, the Veteran’s Cemetery Master Plan, and the gradual turnover of the military housing.

Planned Development

As described below, the City has multiple planning initiatives in process. There are significant opportunities for new development, both in the former Fort Ord area and through redevelopment of vacant parcels and underperforming commercial corridors in the City proper. The planning projects and activities are described below.

West Broadway Urban Village Specific Plan

The West Broadway Urban Village Specific Plan, adopted in 2010, is the result of a planning process to revitalize and enhance the economic, social, cultural, and recreational fabric of the City of Seaside's West Broadway Avenue. The Specific Plan describes and illustrates a vision for the area, as articulated by the community, and provides a framework for creating an Urban Village and a new downtown around West Broadway Avenue as the City's downtown commercial core. Objectives for the Specific Plan include creating stronger linkages between activity centers within the City and throughout the Monterey Peninsula; defining a unified, well designed urban core that is a destination for residents, visitors, businesses and shoppers; and providing diverse housing opportunities for all income levels.

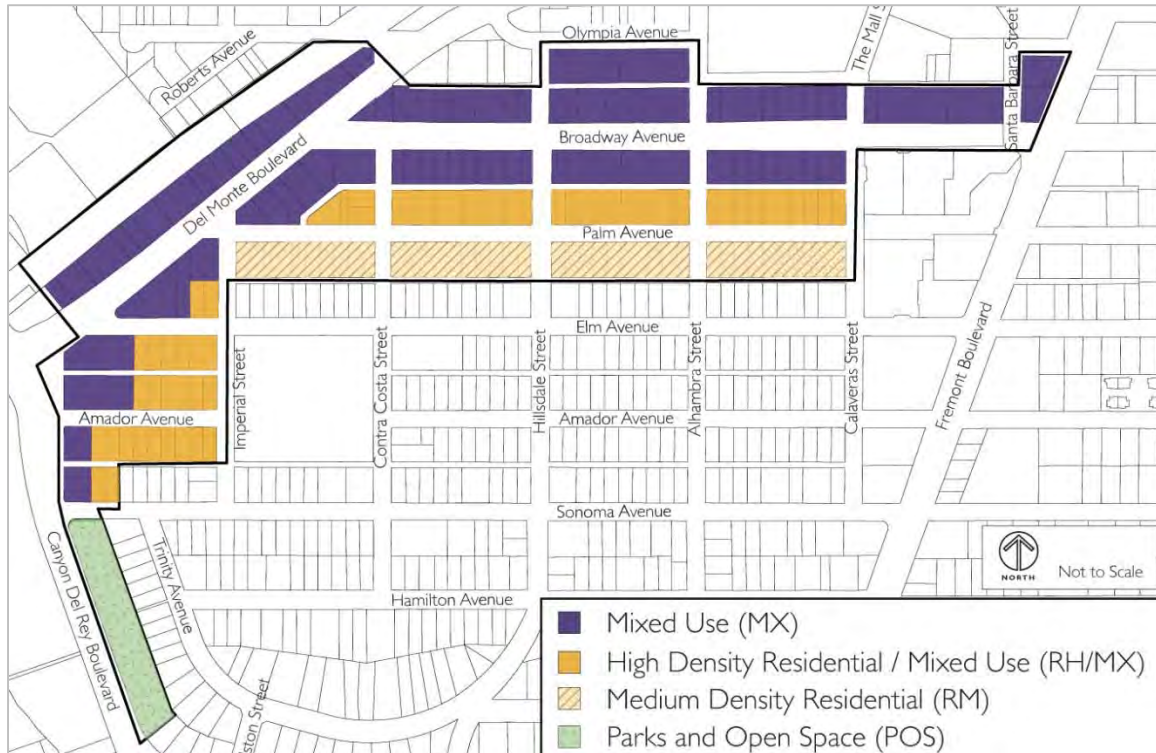
West Broadway Avenue will be Seaside's "main street" and the heart of the Urban Village. The Urban Village will be a mixed-use downtown center that is oriented towards the pedestrian and contains vibrant retail activity and attractive pedestrian gathering places. The vision includes policy and design direction to:

- Narrow West Broadway Avenue to a two-lane street.
- Widen the sidewalks intermittently to create opportunities for outside dining and seating.
- Realign West Broadway Avenue to meet Del Monte Boulevard, opposite Contra Costa Street
- Construct public plazas along the corridor and, in particular, near the intersection of Del Monte Boulevard and West Broadway Avenue.
- Construct 3- to 5-story mixed use buildings along West Broadway Avenue with ground floor retail and apartments, condominiums and loft housing on the upper floors.
- Construct new medium- and high-density residential development on parcels south of Broadway Avenue (along Palm Avenue) and east of Del Monte Boulevard (along Amador Avenue and Elm Avenue)
- Construct three catalyst projects: 1) a library and parking garage on West Broadway between Hillsdale and Alhambra Streets; 2) a transit station at the intersection of Del Monte Boulevard and Broadway Avenue; and 3) a hotel on the southeast corner of the intersection of Del Monte and Canyon Del Ray Boulevards.

The Specific Plan includes goals and policies for a variety of topics including land use, catalyst projects, public space, street design and environmental sustainability. The Specific Plan also includes a land use plan, development standards and street standards. The land use plan is shown in Figure 4-16. Given that the Specific Plan was recently adopted, the General Plan will incorporate the vision and goals into the General

Plan. However, minor modifications may be made to spark new development in the area. This may include changes to parking standards, mixed-use requirements and other development incentives.

Figure 4-16: West Broadway Urban Village Specific Plan



The Projects at Main Gate Specific Plan

The Projects at Main Gate Specific Plan outlines the future development of approximately fifty-six acres on the former Fort Ord in the City of Seaside. The Specific Plan is a planning framework document intended to set forth the land uses, circulation, site planning, conceptual building, landscaping, architectural design, and specific development standards and design guidelines for the Specific Plan area. The City sponsored the preparation of this Specific Plan to develop a Lifestyle Center with a retail center (“The Strand”) hotel/conference center, and a full service spa as shown in Figure 4-17. The completion of this Specific Plan and accompanying environmental documents will establish a process for development review and approval, leading ultimately to implementation and construction of a well-planned and designed retail destination that fits the site and the community’s aspirational needs for a retail center.

At present, implementation of the Specific Plan has stalled due to disagreements with CSUMB on the height of buildings within the project and vehicular access, as well as changes in demand for regionally-serving retail. Given the challenges, the City is revisiting the vision and design of the Specific Plan and is soliciting proposals from other developers. The City is also revisiting the overall land use and design plan for the project as part of proposals from developers. The approved direction from this process will be incorporated into the General Plan.

Figure 4-17: Main Gate Specific Plan



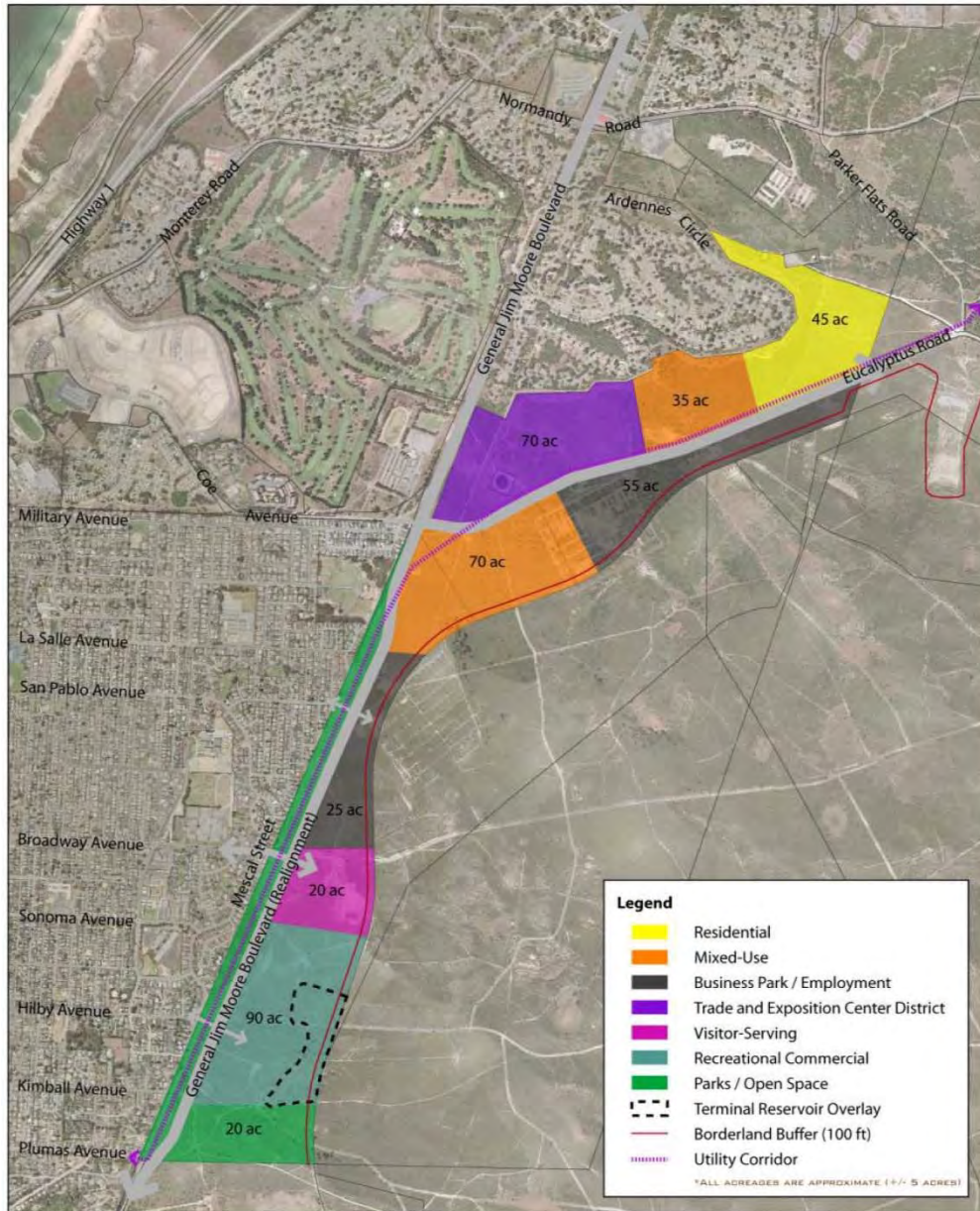
Seaside East Conceptual Master Plan

The Seaside East is located within the City of Seaside on property that was formerly part of the Fort Ord base. Comprising 495 acres, it includes parcels along both sides of the recently re-aligned General Jim Moore Boulevard and Eucalyptus Road. The Seaside East Conceptual Master Plan was developed in 2010 to identify land use opportunities in this large, buildable area. Through a public process, the City developed land use alternatives and then selected a preferred direction. A map of the preferred land use direction is shown in Figure 4-18 and major components are as follows:

- A 70-acre Trade and Exposition District to serve as a regional-serving facility for trade shows, conferences and special events. It would include hotels, restaurants and other associated amenities.
- Two mixed-use areas, including a 70-acre mixed-use development located at the southeast corner of General Jim Moore Boulevard and Eucalyptus Road. This would serve as the commercial center on Seaside East and include a variety of retail, office, entertainment and civic uses. A second, 35-acre mixed-use area would be located on the north side of Eucalyptus Road.
- Approximately forty-five acres of low density residential development for single family homes.
- A 55-acre business and employment area that focuses on flexible office and light industrial uses such as entrepreneurial start-up, medical offices, research, green technology and other similar businesses.
- A 25-acre business and employment area adjacent to the Trade and Exposition District.
- A 20-acre regional visitor-serving designation that could include uses such as a museum, amphitheater, special event center, civic/community facility, winery, music academy or similar uses.

- A 90-acre regionally-serving community park with a diversity of active and passive recreational uses including sports fields, a skate park, playgrounds, restrooms, and other facilities. The park could also serve as a gateway to the Fort Ord National Monument.
- A 20-acre open space on the south side of Seaside East that would serve as a buffer to the City of Del Ray Oaks and open space areas.

Figure 4-18: Seaside East Concept Plan



Monterey Downs

The City of Seaside is currently serving as the lead agency on a proposed project to develop a horse racing track, equestrian facility, commercial development, and homes on a 700-plus acre area of the former Fort Ord as shown in Figure 4-19. A Specific Plan prepared for the 711.1-acre project includes 1,280 homes including single-family and multifamily; 535,000 square feet of commercial, including two, 200-room hotels; a 256-unit qualified worker lodging facility; Monterey Horse Park equestrian facility; a 225,000 square foot sports arena, and a horse training/racing track (Monterey Downs); a 72.5-acre “Oak Oval” open space; a public facility area for the Seaside Corporation Yard; and the Veterans Cemetery. The majority of the project is located outside of the City of Seaside but, if approved, the City would annex the entire project area into the City.

Currently, the project is going through the CEQA process and a decision on whether the project will be approved is expected in the fall of 2016.

Figure 4-19: Monterey Downs Master Plan



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, Roberts Lake and a small portion of land with retail uses on the east side of Del Monte Boulevard. The goals and policies from

the LCP should be incorporated into the General Plan update process to ensure consistency between the two documents.

Gateway Auto Center Area Plan

The City developed the Gateway Auto Center Area Plan and associated Design Guidelines to guide development in the auto mall area. The Plan was incorporated into Chapter 17.16 of the Seaside Municipal Code under the Automotive Regional Commercial (CA) Zone Standards. The section establishes development standards for all uses within the CA zoning district to ensure that the character of the area is presented with integrity and creativity while maintaining a congruent appearance throughout the CA zone. These standards ensure consistency and compatibility between the exterior appearances of buildings while providing flexibility for tenants to identify themselves through innovative design. The Plan also includes landscaping standards, lighting standards, and signage standards.

CSUMB Master Plan

California State University - Monterey Bay is currently in the process of updating their long-range master plan, a plan to guide growth and development of the campus for the next twenty years as shown in

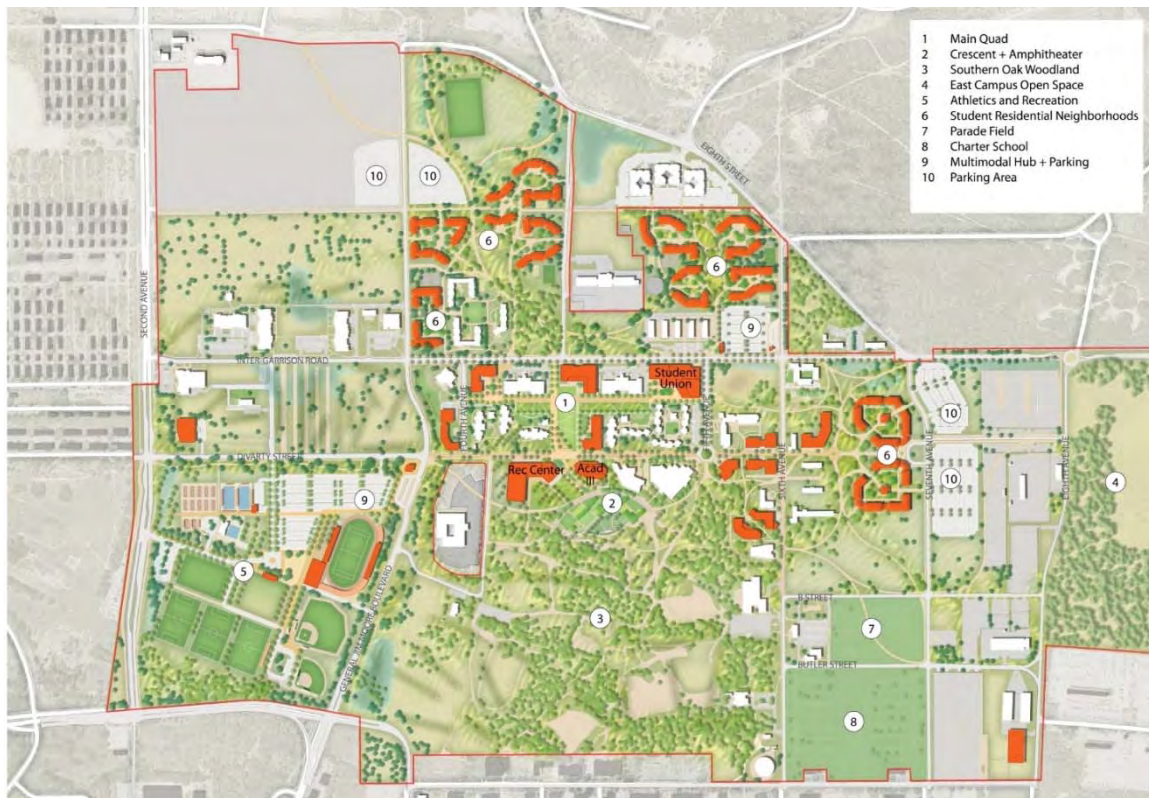
Figure 4-20. The plan will be designed to accommodate 12,700 students with a long-term framework of growth up to 25,000 students. The vision is to create a compact campus with increased density at the core of the campus and to house 60 percent of the students on campus.

The stated design vision of the Master Plan is to:

- Reflect the architectural legacy of Monterey Bay area while being contemporary and forward-looking;
- Design elements to be integrated with and sympathetic to the natural California coastal setting;
- Provide protection from uncomfortable climatic conditions;
- Develop a hierarchy of places that support teaching, study, discourse, social interaction, and artistic expression;
- Promote student success through community and socialization; and
- Use the campus and buildings as teaching tools for resource efficiency and stewardship of the environment.

The CSUMB campus presents both a challenge and an opportunity for the City of Seaside. It is a challenge in that the campus planning is being done independent of activities within the City of Seaside. However, CSUMB provides significant opportunities for growth and development of the City. There are opportunities for providing services and housing for students, capitalizing on the visitor-serving uses for the campus, and partnering with CSUMB on research and development initiatives.

Figure 4-20: CSUMB Campus Plan



Additional Major Development Projects

In addition to the above projects, the City is also pursuing a number of other major development projects. These are listed below.

- The Seaside Resort Development.** In January 2009, Seaside Resort Development, LLC completed the upgrade of the Bayonet and Black Horse golf courses to meet current PGA standards. The next phase of development will feature a four-star hotel with approximately 330 rooms, 175 timeshare units and 125 custom residential lots fronting the redesigned, award-winning courses. In July 2009, SRD released the first 30 residential lots at “The Enclave at Cypress Grove” for sale.
- 26 Acres south of Lightfighter Drive.** The preparation and implementation of a specific plan for this coastal opportunity site will be considered as a Phase II to The Projects at Main Gate Specific Plan (in Figure 4-17) which proposes a “lifestyle center” to the north of the 26-acre site. The City envisions a retail, cultural and entertainment mixed-use project that will serve local residents, the adjacent California State University Monterey Bay, and Monterey Peninsula visitors.
- Surplus II Planning Area.** This planning area consists of approximately 90 acres of vacant and underutilized properties just south of California State University Monterey Bay on the former Fort Ord. In the future a Specific Plan will be prepared

to help guide the site's development. Potential uses under exploration include mixed-used, educational-serving development.

- **Central Coast Veteran's Cemetery.** The Central Coast Veteran's Cemetery is to be a final resting place honoring the service of regional Veterans. The site will serve the needs of the surrounding four-county area with a final estimated interment of 11,500 traditional burial and crypt sites. The cemetery will be situated on approximately 80 acres in the former Fort Ord area in northeast Seaside. A Final Development Master Plan includes two development opportunity parcels adjacent to the cemetery; sale proceeds from these parcels will be used to generate endowment funds for the cemetery. Additionally, the Master Plan includes a habitat conservation area in the southern parcel.
- **Youth Hostel.** This proposed project is a 120-bed youth hostel consistent with the Fort Ord Reuse Authority BRP for mixed-use development. The project will be constructed as an eco-hostel and incorporate a variety of sustainable building practices.

Vacant Land

New development in Seaside may also occur on smaller parcels that are currently vacant or underutilized. A map of the vacant and underutilized parcels is shown in Figure 4-21.

Figure 4-21: Vacant Parcels



Growth Projections

AMBAG (Association of Monterey Bay Area Governments) has released projections in 2014 for the City of Seaside. The number of housing units and jobs is projected to increase by over 20% during the timeframe of the General Plan Update, as shown in Table 4-9 below. The population growth is anticipated to outpace the growth of housing units, indicating larger household sizes.

Table 4-9: Growth Projections					
2010 Population	2020	2025	2030	2035	% Change
33,025	36,120	40,260	41,308	42,256	28.0%
2010 Units	2020	2025	2030	2035	% Change
11,335	12,556	12,907	13,311	13,664	20.6%
2010 Jobs	2020	2025	2030	2035	% Change
7,790	8,828	9,092	9,344	9,628	23.6%

Source: AMBAG Growth Projects, 2014

Key Issues and Opportunities

- **Predominantly Single-Family Residential Character.** Residential uses in Seaside are predominantly single family thus creating the sense of Seaside as a bedroom community. Additionally, the limited mix of housing types presents challenges for certain age groups such as those who recently graduated from college, young professionals, and the elderly who may not want the responsibility or cannot afford the price of a single-family home.
- **Multifamily Housing.** There is a relatively small amount of multifamily housing in the City and the existing stock is generally old and in disrepair. The City can examine how to improve multifamily properties and if there are creative ways of rehabilitation of non-conforming multifamily housing that is interspersed in predominantly single-family neighborhoods.
- **Overcrowded and non-conforming residential neighborhoods.** The dense inner neighborhoods of Seaside proper are perceived by many residents to be overcrowded. This is a key issue, as it impacts parking and quality of life. Many garage spaces have been turned into living spaces without permits. Many non-conforming uses are present, such as multifamily buildings in single-family zoning districts.
- **Planning for former Fort Ord lands.** There is a large percentage of federally-owned land in the City, which makes coherent planning challenging. Currently, the former Fort Ord area does not feel like part of the City of Seaside – the military community feels disconnected with the rest of the City. Development in this area needs to be done in such a way that the new areas are physically and psychologically part of Seaside so that there are not multiple distinct “Seasides.” The City also needs to ensure that zoning is consistent with the desired direction of the BRP.
- **Opportunities for Infill Development.** There are multiple opportunities for infill development in Seaside proper. This includes properties along West Broadway, Del Monte Boulevard and Fremont Boulevard. Development standards can be created to spark development in a pattern that is more walkable and contains a wider diversity of uses.
- **Gateway to Fort Ord National Monument.** Seaside can capitalize on its proximity to the newly-created Fort Ord National Monument. This can include additional recreational facilities, new lodging, retail, and enhanced identity elements.
- **Capitalize on CSUMB.** The City can benefit from CSUMB being located in the City. This can include developing ancillary uses such as retail, entertainment, and student housing.
- **Expansion of Housing and Jobs in Former Fort Ord Lands.** There are multiple opportunities for new development in the former Fort Ord lands. Key opportunity areas include Seaside East, Main Gate, and Surplus 2. Planning for these areas should be coordinated, with a goal of expanding the tax base and diversifying the type of jobs in the community.

5. Community Design

An analysis of community design, while not required by statute, is one of the central components of the General Plan because understanding characteristics of the built environment – the location and design of our homes, stores, parks, offices and other spaces and the way that we move between these various places – is vital to strengthening quality of life. This chapter provides an overview of the various neighborhoods, districts, and corridors in the City, delineating the uses, character, and issues within each. In addition, using neighborhoods, districts and corridors as a starting point, the chapter examines the potential for change and redevelopment in different parts of the City.

The chapter is structured as follows:

- **Urban Form and Block Pattern.** This section includes a discussion of various characteristics of the built environment including the size and location of buildings, a comparison of blocks, and a discussion of viewsheds and gateways.
- **City Sub-Areas.** In this section, the City is subdivided into neighborhoods, districts and corridors. There is a description of the existing land uses and the overall character and design of each area.
- **Development Opportunity Areas.** This section describes the potential amount of change in each neighborhood, district and corridor that could occur over the time horizon of the General Plan. This will help to identify the potential policies and programs needed for each area as part of the General Plan update process.
- **Place Types.** This section uses the urban form and pattern of buildings, streets and open spaces to characterize the community. It is distinct from sub-areas in that it is not based on geography. This information can be used to update land use designations based on the desired physical form of the community.

Urban Form and Block Pattern

This section identifies a number of topics that allow for an evaluation of the urban form and character of Seaside. Topics include building footprints, views and vistas and block sizes.

Footprints

Building footprints show the amount of land devoted to buildings, compared to either landscaping, streets, and parking lots. It provides a snapshot at how dense and urban a community is and whether there is a regular or irregular building pattern. A diagram, shown in Figure 5-1, of the building footprints within the City of Seaside reveals the stark contrast between the density and character of the original City proper and the former Base lands. Further analysis shows that:

- The City's central residential neighborhoods have a very high building density, with minimal setbacks.
- Newer subdivisions have a more suburban building layout, with larger yards and less regular building placement.
- The only large 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.
- Newly constructed military housing has a distinctly more urban feel to it than the original housing in the M-zone.
- The Auto Center area and much of Fremont Blvd is developed with low lot coverage and in a strip commercial development style.
- Many former barracks and military buildings remain in the northeastern corner of the City.

Block Size

Block size is an important factor in determining how walkable an area is as larger blocks tend to be less walkable and more automobile oriented than smaller blocks. An examination of the block sizes in Seaside demonstrates the three major developmental eras of the City:

- Small, walkable blocks of which about half are less than 2 acres in size dominate the older, central areas of the City proper (average block size of 2.3 acres).
- Moderate blocks of 5 to 25 acres are most common in the suburban expansions along the edge of the City proper (average block size of 6 acres).
- Megablocks larger than 50 acres are found all over in the former Base lands area (average block size of 35 acres). Residential blocks in the military areas are typically 10 to 12 acres, larger than ideal.

Figure 5-1: Building Footprints

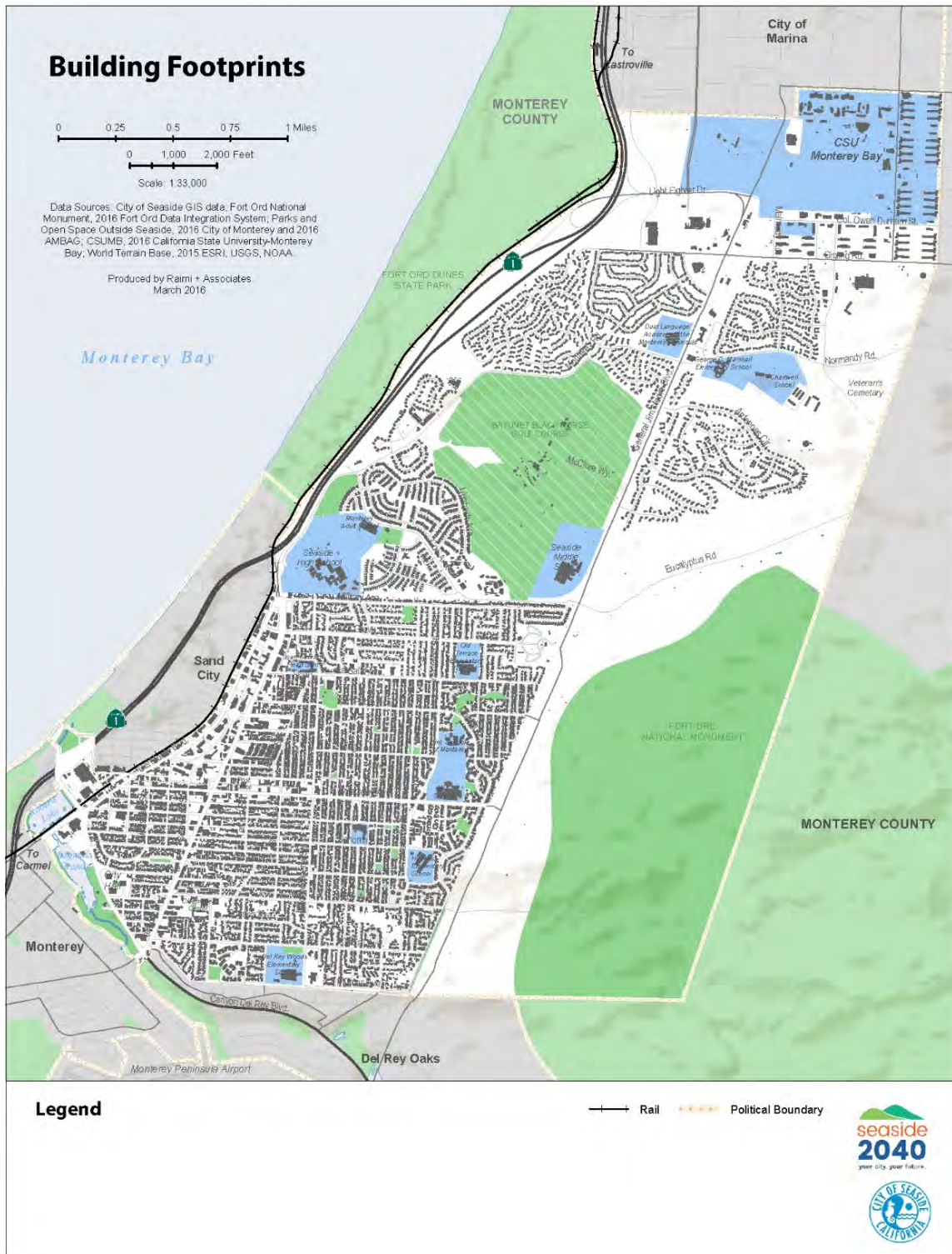
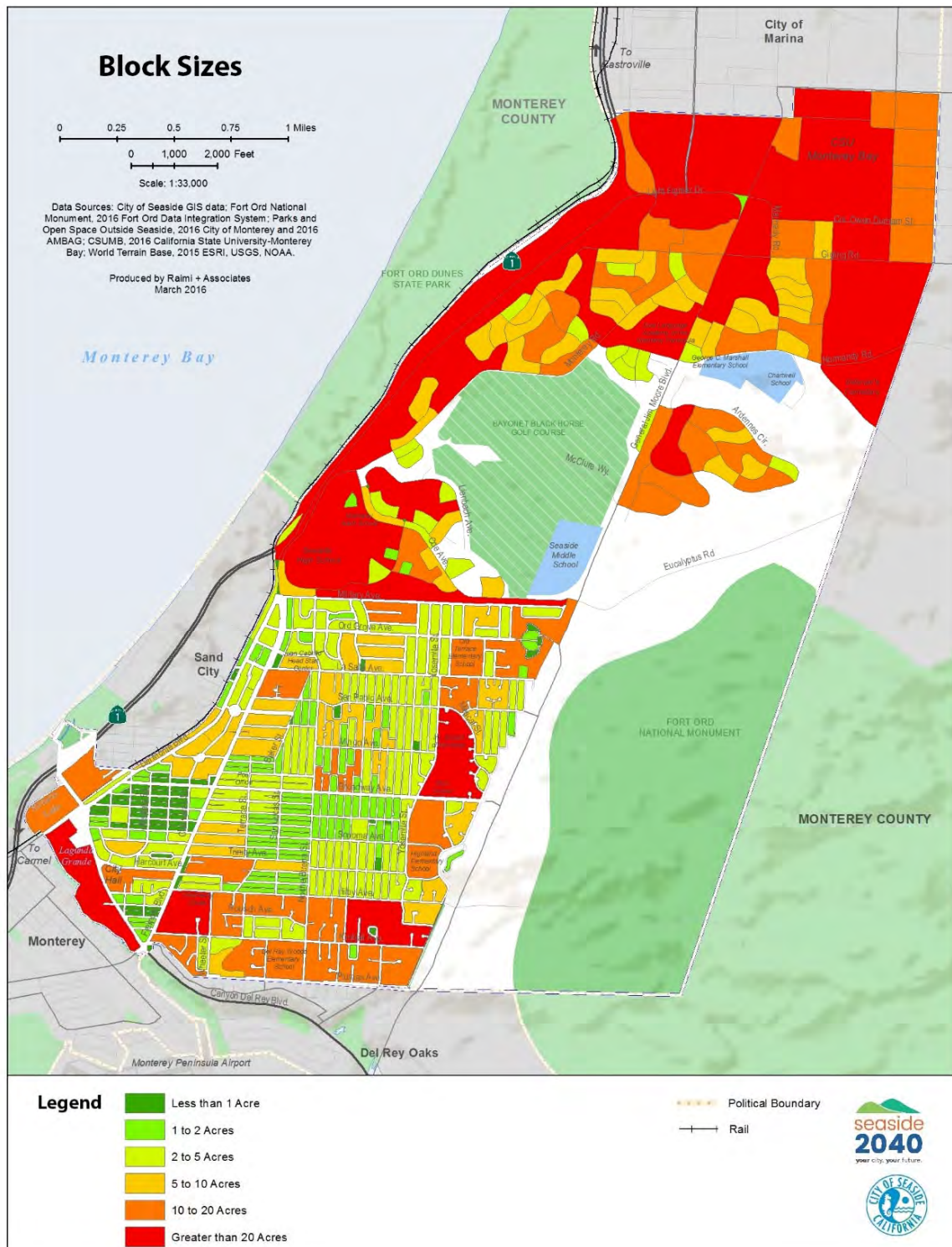


Figure 5-2: Block Size



View Corridors

The elevation in Seaside increases to the east thus affording views of the Monterey Bay from multiple areas within the City. In fact, the City is known for its views of the water from streets, private property and the golf courses. As shown on Figure 5-2, there are several major corridors within Seaside that offer scenic and visual resources that are an asset for the City. These views are:

- **State Route 1.** Views of the coastal sand dunes and Monterey Bay are available to the west of SR 1. Along the southern portion of SR 1, the cityscape of Seaside can be seen to the east.
- **Canyon Del Rey/Highway 218.** Views include Laguna Grande Park, Work Memorial Park, and culminate at the beach, offering expansive ocean panoramas.
- **San Pablo Avenue, Military/Coe Avenue, and Ord Grove Avenue** all offer vistas to the west, with uninterrupted scenes of the peninsula and the ocean.
- **Broadway Avenue.** Views down this roadway include expansive views of the ocean and Monterey Bay as well as residential and some institutional uses.
- **General Jim Moore Boulevard.** Views along this roadway include Monterey Bay and the cityscape of Seaside to the west and views of Fort Ord open lands to the east.

In addition, there are views from many of the east-west roadways in the City as well as from hundreds of west-facing homes. These views help to make the City unique and City ordinances are written to protect the views from public and private property.

Gateways

Gateways are identified entrance points into the City that are enhanced with design features unique to the City, such as monuments, gateway markers, art, or signage. Currently there are seven gateways into the City. These gateways are mapped on Figure 5-2.

- **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.
- **General Jim Moore Boulevard and Lightfighter Drive:** The primary gateway feature is the CSUMB monument sign at the northeast corner of this intersection.
- **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.
- **Fremont Boulevard and Del Monte:** This Gateway contains a stone retaining wall, landscaping, and three large flags.
- **Del Monte Avenue between Roberts 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.

- **Fremont Boulevard and Canyon Del Rey Boulevard Canyon Del Rey/Highway 218:** This southern gateway is largely a commercial intersection. There are no gateway features present.
- **General Jim Moore Boulevard at Plumas Avenue:** This southern gateway is largely an undeveloped, open area. There are presently no gateway features.

Figure 5-3: Views and Gateways



City Sub-Areas

The Neighborhoods, Districts and Corridors concept sub-divides the City into unique and distinct sub-parts since strategies for change and growth will be a result of area-specific planning efforts. The definition of each type of area are below. Following this are maps showing how the City is divided into sub-areas and more detailed descriptions of the land uses and character of each area.

Neighborhoods

Like any great city, Seaside has developed around the basic unit of the neighborhood. A true neighborhood is not just a subdivision but rather a unique and identifiable area containing a neighborhood center with a pedestrian-friendly mix of uses and a range of housing types for people in all stages of life. Neighborhoods are sometimes defined as the area within a quarter mile walking distance from the center to the edge, within which most residents can walk to meet their daily needs. Neighborhoods are also often bounded by physical characteristics, such as major roadways, water bodies, or railroads. However, many areas are not designed as true neighborhoods. However, in Seaside, there are still distinct areas that vary based on the physical characteristics. Seaside's neighborhoods are listed below and shown in Figure 5-6.

- #2 Cabrillo/Laguna Grande
- #4 Fremont Boulevard
- #5 Rousch
- #6 Kimball
- #7 Terrace East
- #8 Noche Buena
- #9 Highland
- #12 Hannon
- #13 Del Monte Heights
- #14 Olympia
- #15 Ord Grove/Ord Terrace
- #16 Bay View/Highlands/Sun Bay
- #18 Military Housing

Corridors

Corridors are the major transportation thoroughfares and access routes in the City. Corridors also include the parcels fronting the roadway and may be several parcels deep to allow for significant redevelopment opportunities. They serve both as boundaries between neighborhoods and as places that knit the community together by creating

destinations for residents as well as visitors from across the region. Corridors in Seaside are an underutilized resource, as they mostly contain a variety of strip and stand-alone commercial buildings. Most have buildings that are set back from the street with little relationship to one another. Some stretches have parcels that are vacant or contain buildings that are in a state of disrepair. Corridors in Seaside are listed below and shown in Figure 5-4:

- #1 Canyon Del Rey/Hotel
- #3 Fremont Boulevard
- #10A East Broadway
- #10B West Broadway

Districts

Districts are areas of the City that have a specific function and are somewhat isolated, either in design or in function. An example of a district is an airport, a university or a port. The City has three districts:

- #11 Auto Center
- #17 Bayonet/Black Horse Golf Course
- #22 CSUMB

With districts, the internal design is less important than the relationship of the district to its surroundings as cities will want to mitigate the potential negative impacts of a district on surrounding areas while taking advantage of the job and economic-benefits that many districts have for jurisdictions.

Greenfields & Brownfields

As a legacy of the closing of Fort Ord, the City contains large areas that are currently not in active use. They exist as permanent open space for conservation and recreation, contain decommissioned military barracks and related facilities that can be redeveloped in the future, or are undeveloped lands that are slated for future development. The greenfields and brownfields in Seaside are listed below and shown in Figure 5-4.

- #19A National Monument
- #19B Seaside East
- #19C Veteran's Cemetery
- #19D Monterey Downs
- #20 Main Gate
- #21 Surplus II/26 Acres

The following pages provide maps of each of the sub-areas of the City and descriptions of each area.

Figure 5-4: Sub-Area Types

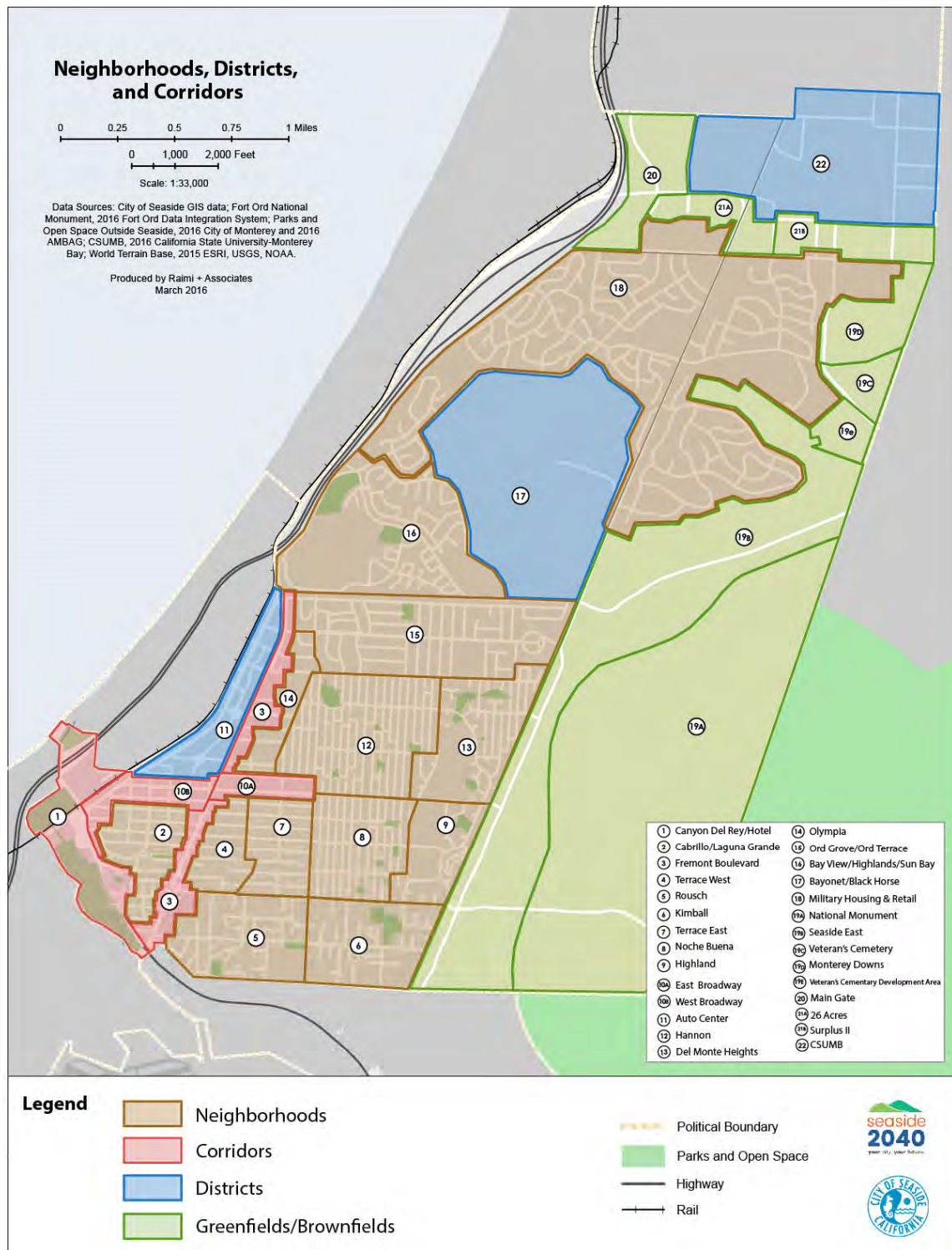
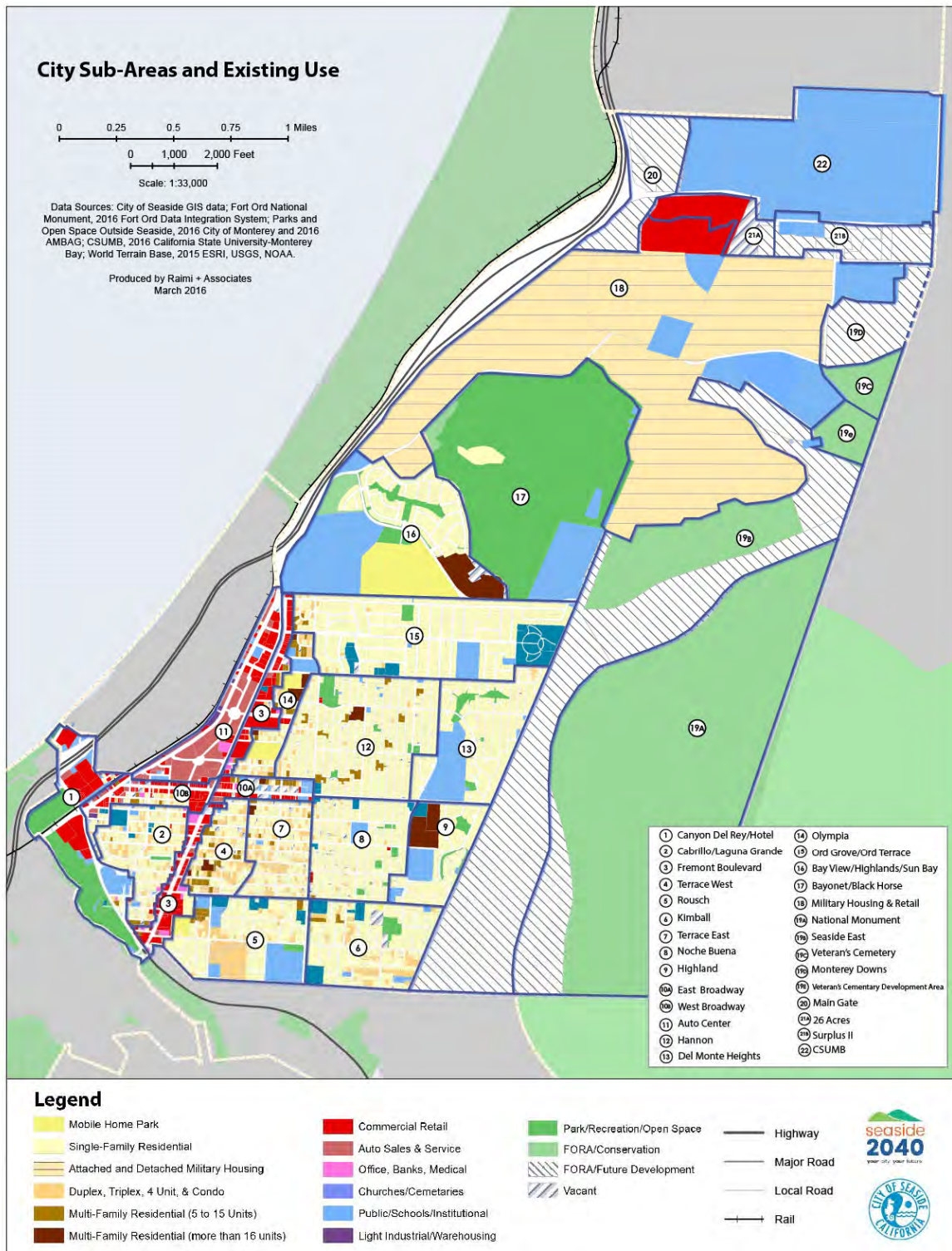


Figure 5-5: Sub-Areas and Existing Use



City Sub-Areas

#1 Canyon Del Rey/Hotel



Existing Land Uses

Regional retail, neighborhood retail, lodging, and open space

Character and Urban Design

This area encompasses the City's only ocean frontage, its major big box/regional retail establishments (Home Depot and Smart & Final), several hotels, and the City's civic center (with City Hall, the City Library, and Police Department). It is the primary gateway into the City, and one of the more congested areas due to the intersection of Del Monte Blvd, Canyon del Rey Blvd, and US 1. Parcels are commonly larger than 100,000 square feet. Building footprints are also similarly large and generally set back from the roadways by surface parking lots, which is the predominant land use.

At roughly 12 stories, the Embassy Hotel is one of the only structures in the City above 30 feet in height. Sidewalks are narrow and intermittent, and access to the beach area can be challenging. Major amenities include Laguna Grande Park and a regional pedestrian/bike trail that runs along the edge of the beach. There have been problems with a large homeless population around the Laguna Grande Lake and park.

Potential enhancements for the area would include adding gateway elements and improving the sidewalks, medians, and other landscaping. The area's abundant parking lots offer an opportunity for retrofitting with liner retail (particularly the lots fronting Canyon Del Rey Blvd). The City has been working with Transportation Agency for Monterey County (TAMC) on the development of the unused former railroad right-of-way behind Smart & Final, most likely as a multimodal trail.

#2 Cabrillo/Laguna Grande



Existing Land Uses

Single-family Residential, Duplex, 3/4 Unit Residential

Character and Urban Design

Exclusively a low-density residential neighborhood, the area is located between two of the City's main commercial arterials. The northern half of the area (Cabrillo) is characterized by small blocks bisected by alleys, while the southern half (Laguna Grande) is more irregularly platted. The area has one major park that is roughly one acre in size (Trinity Park).

The residential character is predominantly single-family but with a mixture of duplex, triplex, and quadplex (especially along Trinity Avenue), all on parcel sizes that are relatively small, from 4,000 to 5,000 sf. Houses are set back approximately 20 feet from the curb. The street grid is fairly regular, with blocks running mostly east-west. This area is almost identical to #7, as both were built in the same decade.

This neighborhood could experience potential conflicts if commercial parcels along Fremont or Del Monte Blvd redeveloped at higher intensities, due to the immediate adjacency of many houses to these corridors. Similarly, this neighborhood may be at risk for increased cut-through traffic, and street calming could be an option in the future.

#3 Fremont Boulevard



Existing Land Uses

Neighborhood Retail, Food Retail, and Office

Character and Urban Design

Mostly developed in a typical commercial arterial style, the land use along Fremont Boulevard is mostly retail and office. Unlike Del Monte Blvd, there are only a small number of auto-oriented businesses; rather restaurants, cafes, and fast food are common, as well as homewares, small offices, medical offices, and other assorted local businesses. Certain stretches (especially between Hamilton and Hilby) are quite pedestrian-oriented, with zero setbacks and store entrances directly from the sidewalk. Parcel sizes varies dramatically – on the low end, smaller businesses have 10,000 sf lots; on the upper end, strip retail complexes or larger stores have lots upwards of 50,000 sf.

The general character of Fremont Blvd is lacking, though with a few positive stretches to build on. Pedestrian crossings and amenities are sparse, sidewalks are narrow and often crossed by curb cuts, and there is a noticeable lack of street trees along both sides of the street and the median. Some businesses do a better job of addressing the public realm than others, but there is enough urban fabric to serve as a foundation.

This corridor is a major opportunity and change area for the City. No detailed plan governs the area, but the General Plan could build off of the vision in the adopted Specific Plan for North Fremont Boulevard prepared by the City of Monterey and the West Broadway Urban Village Specific Plan.

#4 Terrace West



Existing Land Uses

Single-Family Residential, Medium Density Residential, High Density Residential

Character and Urban Design

One of the densest residential neighborhoods in the City, the area is comprised of a diverse mix of housing types, with most blocks containing everything from duplexes to small apartment buildings to condominium complexes. Parcel size is noticeably larger than older parts of the City, with most averaging 7,500 sf but ranging up to 1 acre in size for some of the multi-unit configurations.

Building quality is a concern, as many of the multi-family structures are generally in mediocre condition (including possible seismic safety problems with soft story buildings). There are also abrupt transitions between multi-family and single-family development.

The public realm is lacking in this area, with no parks in the area or within easy walking distance. Many streets have sidewalks on one side of the street or no sidewalks at all, and cars are often parked on the planting strip, which contains relatively few street trees.

#5 Rousch



Existing Land Uses

Single-Family Residential, Medium Density Residential, High Density Residential

Character and Urban Design

This residential neighborhood contains a mix of residential and public uses. The large institutional uses located here are the Dey Rey Woods Elementary School, the Youth Education Center and the Oldemeyer Center. Otherwise, the Rousch neighborhood is 100% residential. The area is a mix of single-family residential and multi-family housing including the Pacific Heights condominium complex, the apartments at the Carson Street cul-de-sac, the mobile home park on Kimball Avenue, the courtyard housing development on the western side of Wheeler Street. The typical parcel size is 6,000 to 8,000 sf, and structures are set back 25 to 35 feet from the curb. Additionally, while there are multi-family uses, these properties have a single-family appearance.

The street pattern is in a cul-de-sacs and curvilinear pattern. Sidewalks are present on most streets but are generally of low quality, often only 2-3 feet wide. Only one small park is in the area – it has recently been converted into a new dog park.

#6 Kimball Neighborhood



Existing Land Uses

Single-Family Residential, Medium Density Residential, High Density Residential

Character and Urban Design

The Kimball neighborhood consists mostly of one-story single-family dwellings, with a handful of condo complexes mixed in. Most houses are located on cul-de-sacs with an average 20 foot setback. Garages dominate the front facades of many houses. Parcel size ranges from 6,000 up to 12,000 sf– larger than most other residential neighborhoods. There are quite a few large vacant parcels zoned for residential use, and could be developed with townhouses or condominiums.

Existing sidewalks are narrow, and there are no public parks in the area, only the private swim & tennis club. There are also several churches in the neighborhood.

#7 Terrace East



Existing Land Uses

Single-Family Residential, Medium Density Residential, High Density Residential

Character and Urban Design

This area is similar to the Cabrillo neighborhood (#2), with alley-loaded residential blocks and a mix of single-family homes, duplexes/triplexes and condos (including the Trinity Terrace development). Most residences are two story, with setbacks varying from 20 feet to 40 feet. Parcel size is typically 5,000 to 6,000 sf with most of the duplexes having split the parcel in half. The presence of the alleys means that parking/loading is generally serviced from the rear, leaving the front façade undisturbed by garage doors.

#8 Noche Buena



Existing Land Uses

Single-Family Residential, Duplex, Neighborhood Commercial

Character and Urban Design

The Noche Buena neighborhood is defined by small lots (average size is 4,000 sf), one-way streets, and numerous small parks that have been carved out of the residential pattern. These parks are usually less than a half-acre in size, were created by converting several adjacent parcels into open space, and are accompanied by barriers to vehicle traffic so that pedestrians can pass but cars must turn around. Park maintenance is an issue as many of the small parks do not receive regular landscaping service or other investment by the City Parks Department.

The street grid is extremely regular and blocks are oriented north-south (600' long by 150' wide). Most streets are one-way, and have 4- to 6-foot wide sidewalks only on one side of the street. This area also has two corner stores, the only retail outside of the City's commercial corridors. Apart from the occasional duplex, all houses are one- or two-story single-family homes. There are also views to the ocean down the major east-west streets.

#9 Highland



Existing Land Uses

High Density Residential, Single-Family Residential

Character and Urban Design

A fairly hilly area nestled between Yosemite Street and General Jim Moore Blvd, the Highland area contains one of the City's largest multi-family developments (Del Monte Manor). This 192-unit, 9-acre property is the largest single affordable housing project on the Monterey Peninsula. The complex is composed of numerous two-story walk-up apartments, with car ports and a central open space.

Adjacent is the Villa del Monte apartment complex, which is an interconnected series of one-story duplexes for low-income seniors. The other housing in the area is large single-family houses on dead-end streets, similar to the Kimball or Del Monte Heights neighborhoods (with most lots ranging from 8,000 to 10,000 sf). The two parks in the neighborhood are both unfinished and relatively undeveloped. An existing pedestrian route connects the elementary school to the Harrow Ct cul-de-sac, providing a convenient and safe route to school.

#10A East Broadway



Existing Land Uses

Neighborhood Retail, Vacant, Medium/High Density Residential

Character and Urban Design

The eastern end of Broadway Avenue is a commercial corridor with a variety of retail, residential and service commercial uses. Unlike West Broadway, which has a uniform building pattern, East Broadway's urban pattern is disjointed with different building styles, buildings set back from the street and a lack of landscaping.

On the north side of the street, there are many vacant parcels which are owned by the City, through the successor agency to the Redevelopment Agency. The southern side of the street is more vibrant, with a fairly consistent rhythm of small, pedestrian-oriented shops and offices. The block between Terrace Street and Fremont Blvd is the most well-developed.

Individual parcels are approximately 10,000 sf; however, many of the successful businesses have aggregated two or more parcels to form larger development pads. Two major institutional uses are in this area, the Post Office and the County Services building. Along Olympia Avenue (one block off Broadway) is a row of low-slung multi-family apartments.

The nearby West Broadway Urban Village Specific Plan, just west of this corridor, may have some impact on this area.

#10B West Broadway



Existing Land Uses

Neighborhood Retail, Regional Retail, Auto Retail, Single-Family Residential, High Density Residential

Character and Urban Design

The western side of Broadway represents the City's original downtown retail core, and is the most walkable, urban part of the City. Buildings are consistently built with no setback and have high levels of transparency. The new City Center project also follows the principles of good urban design, with interior surface parking screened by liner buildings. Street trees and related furnishings are among the best in the City. Behind the retail uses, there is a stark difference between the north and south sides of the street. The north side is industrial and auto-oriented service shops, while the southern side is mostly residential, a mixture of single-family homes and small apartments.

The West Broadway Urban Village Specific Plan was adopted with the intention of creating a distinctive mixed-use, transit-oriented urban village in the City's downtown core. With respect to the recent Plan, some infrastructure investments have moved forward or are in the design stage (such as a roadway redesign), but none of the catalyst projects have occurred.

#11 Auto Center



Existing Land Uses

Auto-Oriented Retail, Neighborhood Retail, Regional Retail

Character and Urban Design

Located west of Fremont Boulevard and north of Broadway Avenue is the Auto Center District. This area contains the only regional auto mall on the Peninsula and a variety of related uses including retail, industrial and service uses, many of which are focused on cars and trucks. In the Auto Center district, buildings are set far back from the street and dominated by surface parking lots with for sale. In addition to the auto dealers, this area contains several motels and a Cost Plus World Market along Fremont Boulevard.

In 2010, the City completed extensive improvements to the Auto Center's roadway, street signals, landscaping and lighting as part of a broader effort to update and modernize an important auto-oriented commercial district in the City. An existing Auto Center Master Plan and Design Guidelines guides all development in the area.

#12 Hannon



Existing Land Uses

Single-Family Residential, High Density Residential

Character and Urban Design

The Hannon neighborhood is defined by small lots (average size is 4,000 sf), apartment clusters, one-way streets, and three small parks that have been carved out of the residential pattern. These parks (four in total) are about one half-acre in size, were created by converting several adjacent parcels into open space, and are accompanied by barriers to vehicle traffic so that pedestrians can pass but cars must turn around. As in other areas, the parks are not well maintained. The street grid is regular and blocks are oriented north-south (600' long by 150' wide). However, the Hannon neighborhood has multiple barriers to prevent excessive cut-through traffic. Most streets are one-way, and have 4-6 foot sidewalks only on one side of the street. In addition to the single family homes, there are roughly a dozen small two-story apartment complexes where the street is converted into a cul-de-sac with semipublic open space.

#13 Del Monte Heights



Existing Land Uses

Single-Family Residential

Character and Urban Design

This area is single-family residential, with a mixture of short cul-de-sacs and orthogonal blocks and parcel sizes of approximately 6,000 to 8,000 sf. Located on the eastern edge of the City, there are views of Monterey Bay from the east-west streets and many of the homes. The neighborhood contains a relatively large percentage of parks and public spaces compared to other neighborhoods. These include King Middle School and four parks:

- Havana Soliz Park
- Cunningham Park
- Manzanita Stuart Park
- Portola Leslie Park

Two potential issues for this neighborhood are the state of the open spaces (whether the parks have playground equipment, bathrooms, and fountains and receive routine City maintenance) and any conflicts related to viewsheds or blocking views of neighbors.

#14 Olympia



Existing Land Uses

High Density Residential, Mobile Home, Single-Family Residential, Medium Density Residential

Character and Urban Design

This neighborhood is uniformly zoned for high density, however the reality is more mixed. There are two large mobile home parks (each with internal circulation); an assortment of single-family, duplex, triplex, and courtyard houses; and several small and larger apartment complexes. All streets have sidewalks, although they are quite narrow in some places. Parcel size is highly irregular with some of the multi-family configurations measuring 2 acres or larger. There are no parks in the area.

The neighborhood is located just east of the northern portion of Fremont Boulevard so there is access to goods and services. However, as mentioned previously, this portion of Fremont Boulevard is very auto-oriented and not comfortable for pedestrians. Opportunities exist to modernize the housing in this area and make it more uniform and attractive and to provide better connections to Fremont Boulevard if and when the corridor redevelops.

#15 Ord Grove/Ord Terrace



Existing Land Uses

Single-Family Residential

Character and Urban Design

Located in the northern portion of Seaside proper, the Ord Grove/Ord Terrace neighborhood is primarily single-family with parcel sizes of 9,000 to 10,000 sf and with setbacks averaging 30 feet. The street network is a combination of grid and curvilinear (average block size is roughly 225' x 750'). The majority of streets have sidewalks but there are some gaps that could be filled to improve the pedestrian network. The area slopes down from east to west, thus providing views of Monterey Bay from certain locations.

The neighborhood contains a park (Metz Park), an elementary school (Ord Terrace Elementary School) and the Mission Memorial Park/Cemetery.

#16 Bay View/Highlands/Sun Bay



Existing Land Uses

Single-Family Residential, Mobile Home, High Density Residential

Character and Urban Design

This neighborhood is located just north of Seaside proper in land formerly owned by Fort Ord. This area is actually three very different and completely distinct residential neighborhoods. The first is the relatively recent single-family development known as Seaside Highlands, a planned community with large homes, curvilinear streets, significant open spaces and trails and homes facing pedestrian-only paths. Parcels here vary greatly from 6,000 sf up to 12,000 sf.

The second area is a mobile home development, with each home set back 20 feet from the street and having an established front and back yard. The final area is the Sun Bay apartment complex, made up of about a dozen two-story double-loaded apartment buildings clustered around a common area and pool.

The neighborhood also contains Seaside High School and a 5-acre vacant parcel owned by the Sun Bay developer. This vacant parcel presents an opportunity for adding housing in the future.

#17 Bayonet/Black Horse Golf Course



Existing Land Uses

Recreation, Lodging, Single-Family Residential

Character and Urban Design

This district contains two golf courses and supporting uses, such as a restaurant and a pro shop. At over 300 acres, it is the single largest property in the City. The golf courses are located in the former Fort Ord lands but are now part of Seaside and not subject to FORA oversight. Located on elevated ground, the golf courses have panoramic views of Monterey Bay from many locations.

The area presents an opportunity for Seaside to expand its tax base and increase tourism. There are plans to build a 330 room hotel, 175 timeshare units and 125 custom residential lots. Construction has already begun on these home sites.

#18 Military Housing and Retail



Existing Land Uses

Regional Retail, Single-Family Residential, Duplex

Character and Urban Design

Composed of former military housing, this large sprawling area contains hundreds of former Fort Ord Base houses, situated along curvilinear streets. There are no individual parcels; rather, the entire area is one parcel and no family owns the land underneath their home. There are two distinct housing styles in the area: the majority of the housing is one-story duplexes that are built parallel to the street and set back 30 to 40 feet. The second, newer style of housing is found near the Presidio, and is characterized by two-story duplexes where parking is loaded to the rear in small parking courts (shared amongst 2 to 8 houses). This newer area also has several parks and community-serving amenities, unlike the older military housing which is lacking in park space.

The area north of Gigling Road is partially developed with two large-format retail stores (the Exchange and the Commissary Store) that serve the remaining military population. This is the only retail/grocery store in the northern half of the City. The area also contains the Presidio, Barker Theater and Stilwell Park.

The area is under the control of the US Government and thus the City of Seaside has little control on any redevelopment in this area.

#19A, B, C, D, E – Former Fort Ord Lands



Existing Land Uses

Open Space/Conservation

Character and Urban Design

This sub-area contains a large amount of vacant, open space lands that were part of the former Fort Ord but are now under City control. The area is located east of the City of Seaside and extends east to the County of Monterey and the Fort Ord National Monument. This sub-area is divided into four separate parts, each with its own direction.

- A: This area will remain preserved open space as the Fort Ord National Monument.
- B: This area is known as Seaside East and is a major development opportunity for the City. A draft master plan was prepared for the area (see Chapter 4) that identifies areas for residential, open space, parks, a trade and convention center and R&D/office space.
- C: This area contains the future site of Central Coast Veteran's Cemetery. The Final Development Master Plan for the area includes two development opportunity parcels adjacent to the cemetery. The sale proceeds from these parcels will be used to generate endowment funds for the cemetery. Additionally, the Master Plan includes a habitat conservation area in the southern parcel.
- D: This area is encompassed by Monterey Downs Master Plan, an equestrian-themed 'village' with residential of mixed densities, commercial/entertainment uses, and continued recreational activity. The majority of Monterey Downs is in Monterey County but, if approved, would be annexed into Seaside. The plan is currently in the approval process. Presently, the area contains some of the most diverse habitat in the City of Seaside.
- E: This area contains the future site of the Veteran's Cemetery development area with habitat restoration opportunities.

#20 Main Gate



Existing Land Uses

None (undeveloped land)

Character and Urban Design

The Main Gate district is approximately 53 acres of vacant coastal land on the former Fort Ord Army Base and adjacent to the growing California State University Monterey Bay (CSUMB) campus. It is located just east of the intersection of US 1 and Lightfighter Drive. The area is currently undeveloped but can be developed with urban uses per the Fort Ord Base Reuse Plan. The area north of Lightfighter Drive is subject to the Main Gate Specific Plan, which envisions a regional retail center. No project is currently proposed due to access issues to the site from 2nd Avenue and a development program that is not financially viable. The area south of Lightfighter Drive is envisioned as a luxury auto mall.

#21 Surplus II and 26 Acres



Existing Land Uses

Institutional, vacant, and open space

Character and Urban Design

The area consists of current and former military properties, and is largely vacant and/or underutilized. The legacy of the Fort Ord closure has left behind numerous unused barracks and related structures that have fallen into disrepair. In addition, the area includes the Monterey College of Law on Colonel Durham Street, and other ancillary CSUMB buildings. Due to the sparse land use pattern, the area has a natural feel, with abundant trees and other landscaping amongst abandoned parking lots.

Future uses for the Surplus II area are currently envisioned as educational-serving and would potentially include student housing, but need to be further refined. The 26 Acres area was previously envisioned as a mixed-use development similar to Bay Street in Emeryville with commercial retail, single-family residential, live-work and other uses such as cultural and entertainment.

While this district has a significant potential for redevelopment, there are numerous challenges. The existing buildings are very expensive to renovate or remove (due to on-site contamination such as lead and asbestos), new infrastructure will be needed, and there is a limited supply of water to serve new development.

#22 CSUMB



Existing Land Uses

Institutional

Character and Urban Design

This entire area is part of the Cal State University, Monterey Bay (CSUMB) campus located in the City of Seaside. The campus currently has approximately 7,000 students but it is expected to increase to up to 25,000 students within the next 20 years. Parts of the campus have been developed in a very walkable fashion (especially the Campus Quad), but the university also owns considerable former Base land that has not seen much change since the transfer from the military.

While the City has no control over the uses or vision for the area, CSUMB does present a major opportunity for the City. The City can capitalize on the image of having a university within its borders and also develop a variety of support uses adjacent to the campus (and in Seaside proper) including restaurants, bars, retail, hotels, and residential.

Development Opportunity Areas

Based on the analysis of neighborhoods, districts and corridors, the City can be subdivided and characterized in three ways depending on the expected amount and timing of change desired during the horizon of the General Plan. The three categories are:

- **Preserve and Enhance.** Areas of the City where the general character of the area will remain the same but improvement is desired in limited ways. This includes but is not limited to improvements to the public realm, the addition of a second story to a single-story home or the addition of community facilities or neighborhood-serving retail uses that are desired but currently absent.
- **Evolve.** Areas of the City where change is desired in the public and private realms and where change will happen gradually over the entire horizon of the General Plan and beyond.
- **Transform.** Areas where the community wants to actively facilitate significant change in the short to middle term (approximately five to ten years). These areas may look very different in a short period of time.

This classification attempts to begin a discussion on the level and type of change expected in each area of the City. Table 5-1 and Figure 5-6 show the relative opportunity available in each sub-area.

Table 5-1: Sub-Area Degrees of Change				
Number	Sub-Area	Maintain	Evolve	Transform
1	Canyon Del Rey/Hotel		X	
2	Cabrillo/Laguna Grande	X		
3	Fremont Boulevard		X	
4	Terrace West		X	
5	Rousch	X		
6	Kimball	X		
7	Terrace East	X		
8	Noche Buena	X		
9	Highland	X		
10a	East Broadway			X
10b	West Broadway			X
11	Auto Center		X	
12	Hannon	X		
13	Del Monte Heights	X		
14	Olympia		X	
15	Ord Grove/Ord Terrace	X		
16	Bayview/Highlands/Sun Bay	X		
17	Bayonet/Black Horse		X	
18	Military Housing/Retail	X		
19a	National Monument	X		
19b	Seaside East			X
19c	Veteran's Cemetery	X		
19d	Monterey Downs			X
19e	Veteran's Cemetery Development Area			X
20	Main Gate			X
21a	26 Acres			X
21b	Surplus II			X
22	CSUMB		X	

Figure 5-6: Sub-Area Degree of Change



Place Types

In addition to the sub-areas of a city (defined by its neighborhoods, districts and corridors), place types are another method of analyzing the feel and look of buildings. Unlike the sub-areas, which are categorized geographically, place types organize the community into groups based on the design characteristics of each place, including density, building height, building location and frontage, pedestrian access and design, and private vehicle access, parking and services.

Place Types may occur in clusters or in more isolated pockets, while sub-areas are physically connected and congruous, with clear borders. However, as the diagrams on the following pages show, there is considerable overlap between the two classifications – many neighborhoods contain only or mostly one place type.

The place types in this report can be used to help craft revised land use designations for the General Plan. The place types are divided into two categories – residential place types and commercial place types. Each is described below.

Commercial Place Types

There are three types of commercial place types in the City, described below and shown in Figure 5-7:

- **Main Street.** Walkable, zero setbacks, small footprints, parking to the rear.
- **Strip Retail.** Moderate setbacks, one or two parking stalls in front of structure.
- **Big Box Retail.** Large footprints, large parking lots, designed for vehicles.

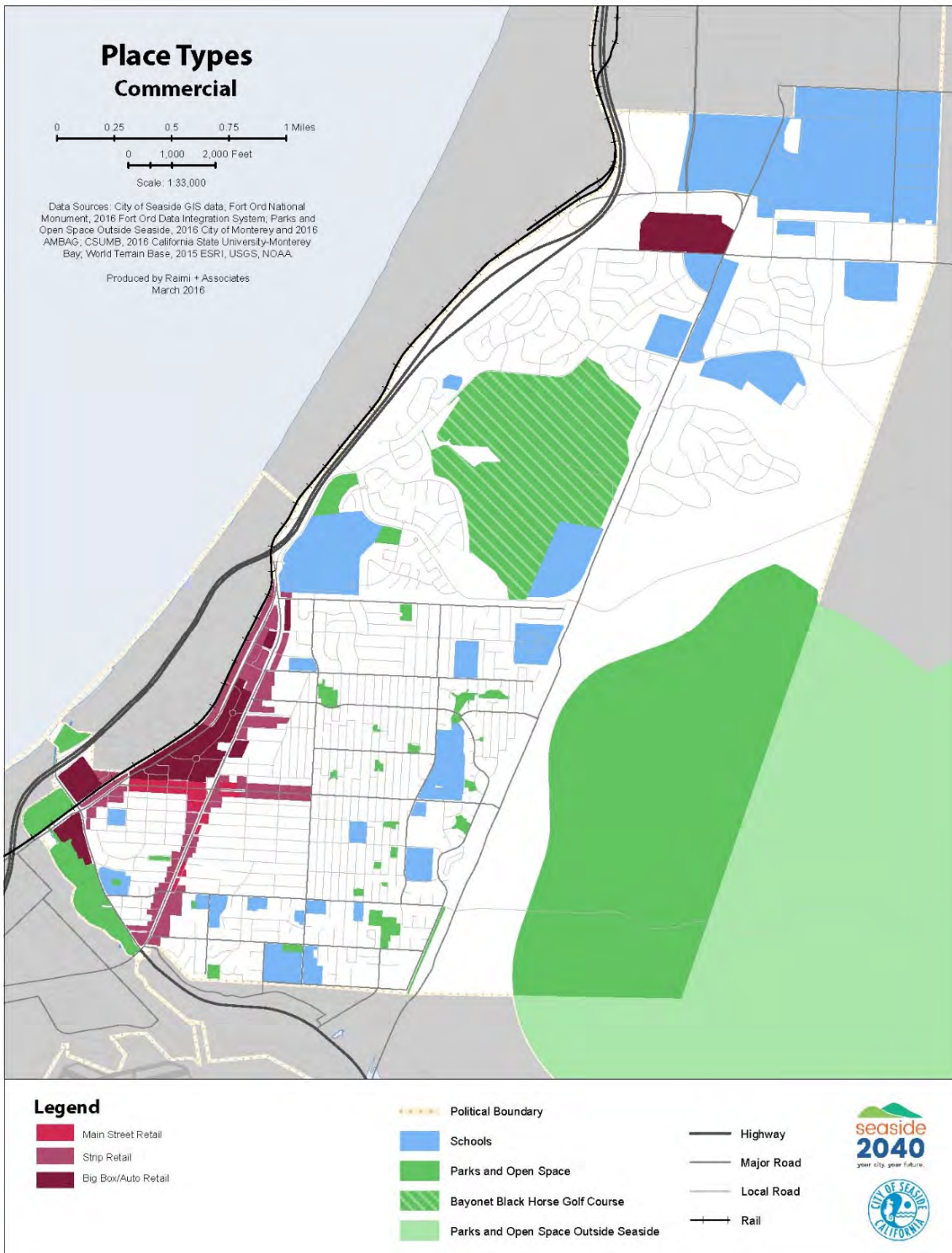
Residential Place Types

There are eight categories of residential place types in Seaside, described below and shown in Figure 5-8:

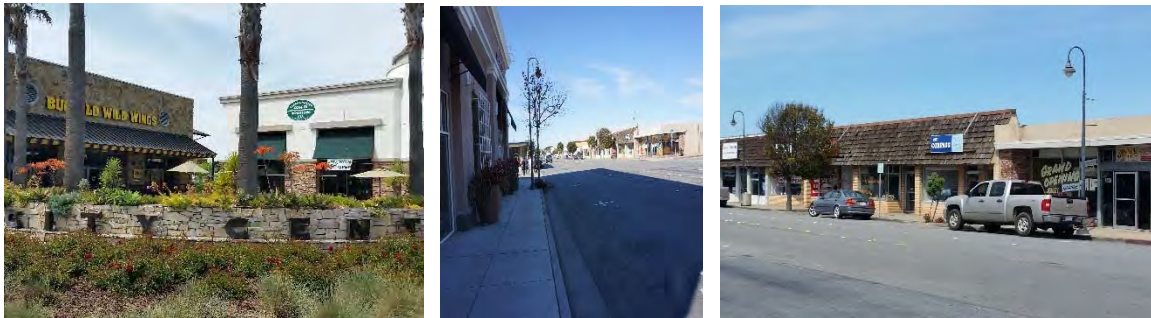
- **Mobile Home.** Relatively high density mobile home neighborhoods.
- **Military (Old).** Military housing, primarily duplexes, built decades ago, to support on-base housing. These areas are generally suburban and low density in their design.
- **Planned Community Low.** Condominiums and medium-lot single-family built as master planned communities.
- **One Ways and Parks.** Tightly packed attached and detached single-family dwellings, where parks and open spaces were retrofitted into streets to create cul-de-sacs and streets that divert traffic.
- **Suburban Neighborhood.** Large-lot single-family, with curvilinear streets.

- **Alley Neighborhood.** Older, small-lot residential areas with garages and services located at the rear of the lot.
- **Neighborhood Mixed.** Diverse residential areas, with a range of building types. This place type includes areas where buildings vary parcel-to-parcel and without a uniform character.
- **Neighborhood High.** Densely packed apartment complexes that are visually and physically separated from surrounding uses.

Figure 5-7: Commercial Place Types



Main Street Retail



- **Use:** Neighborhood Retail, Office (mostly small local businesses including restaurants, bars, and shops)
- **Form:** Zero setbacks along the front and sides. One and two-story buildings that address the sidewalk. Entrances are oriented to the street.
- **Description:** Local retail in a walkable, downtown format. Pleasant public realm.
- **Density/FAR:** 0.5 to 0.75
- **Parking:** Rear, or alley loaded (interior of the lot)

Strip Retail



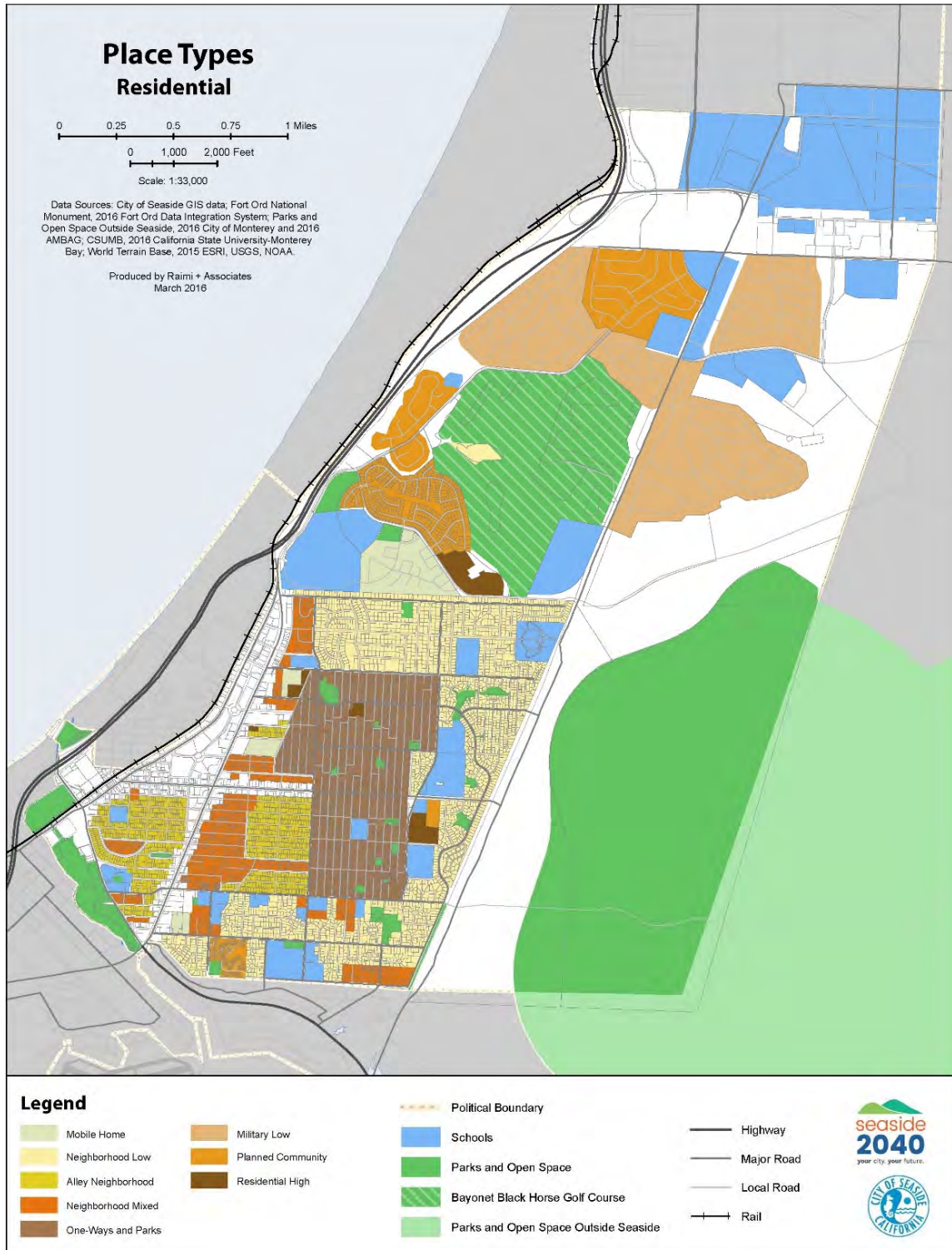
- **Use:** Neighborhood Retail, Office, Lodging, Light Industrial/Warehousing
- **Form:** Typical 10' to 20' setback from the sidewalk to storefront. One-story structures usually with tiled roofs and large signage.
- **Description:** Neighborhood and auto-serving retail/services in typical commercial strip arrangement. Some warehousing and light industrial uses.
- **Density/FAR:** 0.25 to 0.50
- **Parking:** One or two rows of surface parking in front of building facade

Big Box/Auto



- **Use:** Regional Retail, Auto Retail
- **Form:** Single-story, bulky buildings that are usually 20 to 30 feet in height. Structures are indifferent to the street, often set back 50' to 250.'
- **Description:** Includes several regional retailers (Home Depot, Cost Plus, etc) and the many car dealerships and related land uses. These uses are designed for the automobile.
- **Density/FAR:** 0.15 to 0.35
- **Parking:** Large surface parking lots on front and sides of building

Figure 5-8: Residential Place Types



Military Low (Old)



- **Use:** Duplex Residential
- **Form:** Identical one-story housing, built by the military in the 1950s, set parallel to the street. Usually set back 35 to 40 feet from the street.
- **Description:** Housing built by the military to provide living quarters for its personnel. The buildings are of relatively low quality and potentially nearing the end of their useful life.
- **Density/FAR:** 3 to 4 du/acre
- **Parking:** Carports that protrude from the front or side of housing.

Planned Community Low



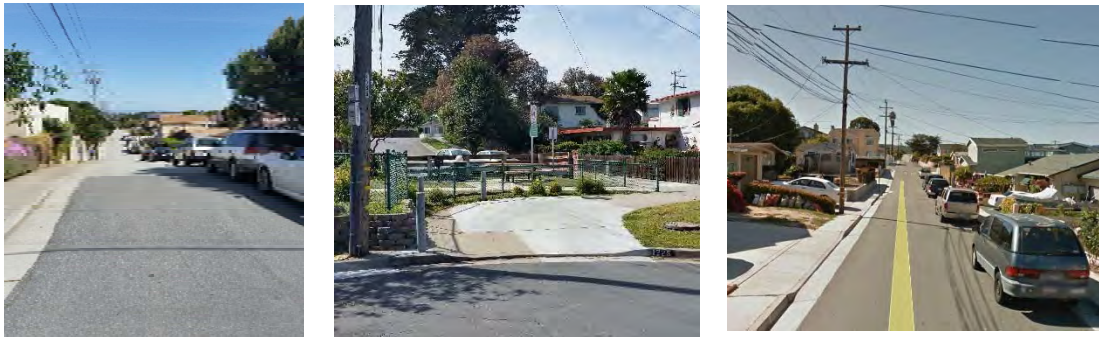
- **Use:** Single-Family, Duplex, Triplex, Quadplex Residential
- **Form:** These homes are low-density attached residential (from 2 to 4 units), with whole complexes or master-planned neighborhoods built simultaneously and noticeably distinct from their surroundings. Setbacks vary from 20 to 25 feet, and structures are closer together than in most areas.
- **Description:** This place type is found in the newer military housing, in the Pacific Heights development, Seaside Highlands, and the Villa Del Monte apartments. Shared semi-private open space is usually found in the internal spaces.
- **Density/FAR:** 5 to 8 du/ac
- **Parking:** Either in garages accessed from the front or rear of the property

Mobile Home



- **Use:** Mobile Home
- **Form:** Single-story mobile homes
- **Description:** Mobile homes are narrow structures with a uniform appearance, usually set with the long axis perpendicular to the street. Sidewalks are rare, and homes are setback less than 15 feet from the street.
- **Density/FAR:** 8 to 12 du/ac
- **Parking:** On-street, open carport, or none

One Ways and Parks



- **Use:** Single-Family, Small Apartment (Medium-High Density)
- **Form:** Defined by small lot single-family residential (average size is 4,000 sf), small clusters of two-story apartments where the street is converted into a cul-de-sac with semipublic open space, and parks that have been carved out of the residential pattern.
- **Description:** Most streets are one-way, and have sidewalks only on one side (though this single sidewalk is usually 4-6 feet wide). Streets are in uniform grid plan.
- **Density/FAR:** 10 to 14 du/ac
- **Parking:** On-street, front driveway, or in small surface lots for the apartments

Suburban Neighborhood (Curvilinear)



- **Use:** Single-Family, Duplex
- **Form:** Overwhelmingly single-family dwellings with the largest residential lots (7000 to 10,000 sf). However, even though lots are larger, structures are larger to compensate and houses are still placed close together side-by-side. Varying architectural styles and landscaping, one or two stories tall.
- **Description:** One of the lowest-density neighborhoods in the City, streets are curvilinear and, with frequent trails and unofficial open spaces in interstitial spaces.
- **Density/FAR:** 3 to 6 du/ac
- **Parking:** Typically front garages

Neighborhood/Residential High



- **Use:** High Density Residential
- **Form:** Densely packed apartment complexes that are visually and physically separated from surrounding uses. Setbacks vary from 10 to 60 feet, depending on parking design.
- **Description:** Only a few areas qualify as this type – they are high-density clusters of two-story apartments with at least a half dozen individual structures.
- **Density/FAR:** 15 to 24 du/ac
- **Parking:** Surface parking lots

Neighborhood Mixed



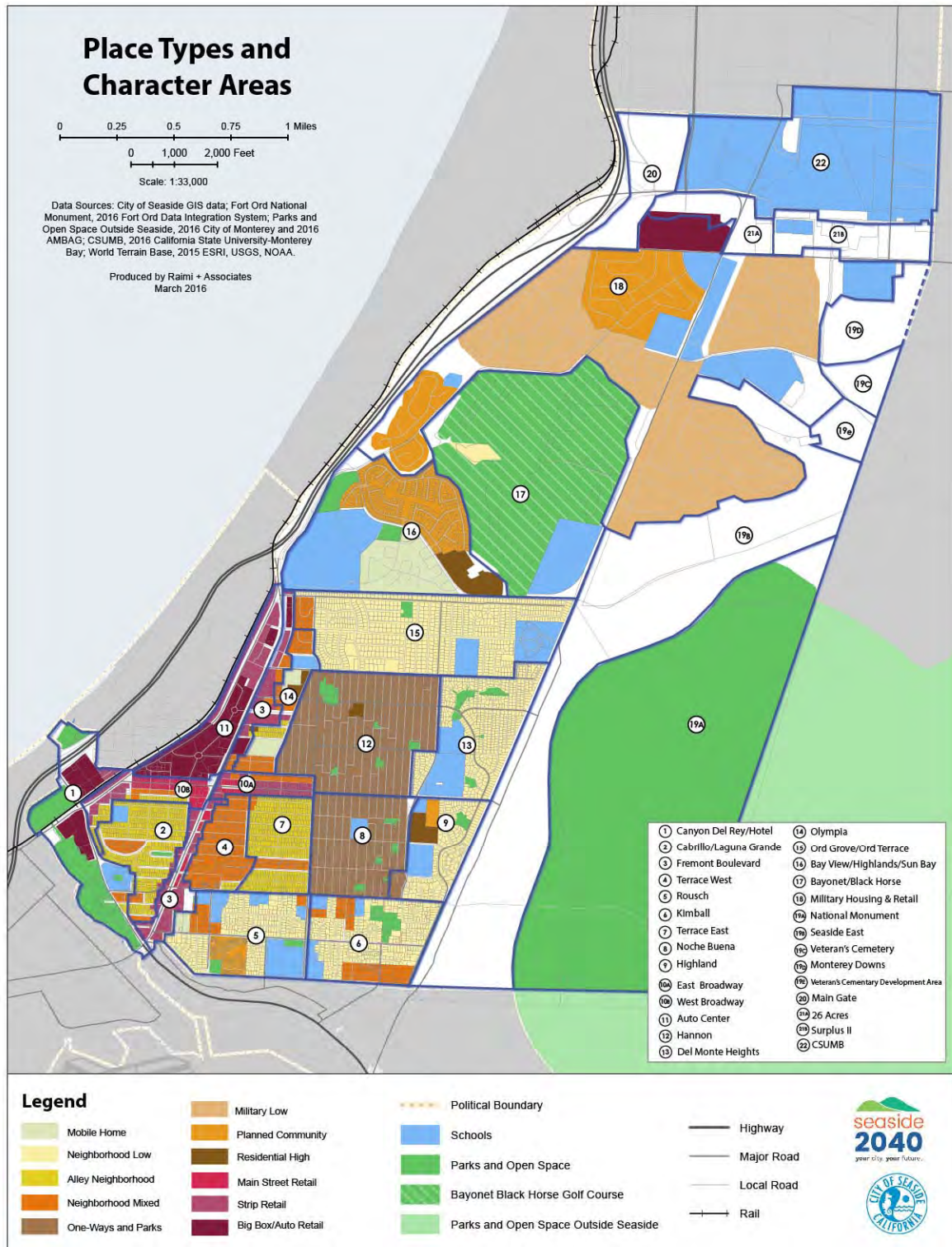
- **Use:** Single-Family Residential, Duplex/Triplex, Condo, Courtyard, High Density Apartment
- **Form:** Housing size/character, parcel size, and setbacks vary dramatically, though two story buildings are most common here.
- **Description:** The City's most diverse residential neighborhoods (mostly found directly behind commercial parcels fronting Fremont Blvd or off of Hilby Avenue), there is a wide variety of housing types, with single-family homes and duplexes adjacent to apartment or condos. Unlike the One-Way neighborhood, there is no regular pattern or form here.
- **Density/FAR:** 12 to 20 du/ac
- **Parking:** Varies by building type

Alley Neighborhood (Original Neighborhoods)



- **Use:** Single-Family Residential, Duplex/Triplex
- **Form:** A mixture of attached and detached single-family housing types, mostly with alleys running east-west between the rears of rows of housing. Duplexes are often in the form of two separate units arranged front and back on a regular single lot.
- **Description:** Some of the narrowest residential lots in the City, with setbacks between 10 and 20 feet. Oldest housing stock in the City, with the exception of some newer, renovated houses here and there. One and two story structures.
- **Density/FAR:** 10 to 14 du/ac
- **Parking:** Alley-loaded, on-street

Figure 5-9: Place Types and Character Areas



Key Issues and Opportunities

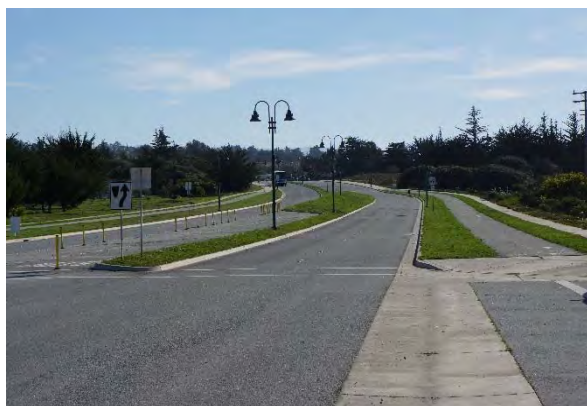
- **Inadequate gateways.** There are seven identified gateways in Seaside, intended to establish and maintain the City's identity as the gateway to the Monterey Peninsula. Many of these gateways have not been established with gateway markers or features and thus there is an opportunity to strengthen these gateways in the General Plan.
- **Walkable blocks.** Many of the neighborhoods in Seaside proper have block sizes that support walking and biking and many of the older neighborhoods are close to retail and services. However, the block sizes in newer areas have larger blocks and are not as walkable. New development should develop street networks that support a balanced transportation system with an emphasis on walking and biking.
- **New development in the former Fort Ord.** There are many opportunities to develop additional residential, retail and office uses in the former Fort Ord lands, especially in Seaside East, Main Gate, Surplus II and the 26-acre parcel. Very few cities have this large an amount of land for new development and the City of Seaside could see great benefits from new uses. However, there are barriers that need to be overcome for development to occur including the availability of water to support new development, the condition of buildings in the developable area and infrastructure costs.
- **Excellent views.** Given its topography, there are views of Monterey Bay from many locations on the eastern side of Seaside. This increases property values and differentiates Seaside from neighboring communities.
- **Residential parking shortage.** Many of the older neighborhoods have small homes on small lots and are overcrowded in general. This combination creates parking issues in some areas.
- **Stable neighborhoods.** Seaside has a variety of residential neighborhoods that provide a sense of place for the community. Taking steps to preserve and enhance these areas will be critical to the future success of the City.
- **Corridor redevelopment.** There are multiple corridors in Seaside that should undergo extensive redevelopment and reconstruction. This includes Broadway Avenue, Del Monte Avenue and Fremont Boulevard. Transforming these areas into attractive, walkable areas will increase the number of destinations in the City, expand the tax base, and add to the City's identity.
- **Capitalize on CSUMB.** Having a university within its city limits presents an opportunity for the City of Seaside. The City can capitalize on the image of being a university town and develop support uses for the university including housing, research and technology, retail and entertainment.
- **Capitalize on Fort Ord National Monument.** The newly-created Fort Ord National Monument creates opportunities for adding visitor-serving uses such as retail and hotels.
- **Quality of multi-family housing.** In general, the quality and design of multi-family housing is sub-par and detracts from the character of some neighborhoods. Exploring how these areas can be renovated and made more attractive will be critical in the General Plan update process.

- **Golf Course as a destination.** The Black Horse & Bayonet golf courses in Seaside are a regional destination that the City can continue to leverage for tourism and economic benefit. The addition of the planned hotel and homes support this outcome.
- **Lack of downtown.** Seaside does not have a real downtown for residents. While the West Broadway Urban Village Plan provides a vision of a revitalized downtown, little new development has occurred to support this. Sparking new private development in this area will provide benefits for the entirety of Seaside.
- **Lack of regional destinations.** Compared to its neighbors to the south, there are very few destinations in Seaside that draw visitors in from the outside. The City should seek opportunities to capitalize on the significant traffic passing through the City on US 1 to expand the image of the community and the tax base.

6. Transportation + Parking

This chapter of the existing conditions report assesses the existing level of multimodal accessibility, connectivity and the provision of complete streets in Seaside. It describes the current trends and baseline data for transportation, circulation, and parking within the City. Additionally, the chapter identifies key mobility issues and opportunities relevant to updating the General Plan Circulation Element.

A key goal of the General Plan update is to review and, where necessary, modify the City's current circulation network plan and policies to ensure that "complete streets" are provided. The term "complete streets" generally refers to a balanced, multimodal transportation network that meets the needs of all users of streets -- including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, public transportation, and seniors. A "complete street" is one that provides safe and convenient travel in a manner that is suitable to the local context.



Travel Characteristics

The ways in which people get around are important indicators of the success of a transportation system. This section reviews current travel characteristics associated with the Seaside transportation network in an effort to gauge its current performance and tailor projects and programs that are effective and beneficial to the community.

Travel Modes

Journey to work mode splits provide general travel characteristics and patterns of the City. As shown in Table 6-1, Seaside residents have a higher rate of transit ridership and carpooling, and a lower rate of driving alone to work, compared to the countywide average. The walk to work mode share is also slightly higher in Seaside.

Table 6-1: Journey to Work Travel Mode Splits							
Jurisdiction	Drive Alone	Carpool	Transit	Walk	Bicycle	Work at Home	Other
Seaside	65%	14%	7%	4%	1%	6%	3%
Monterey County	71%	12%	2%	3%	1%	5%	6%

Source: American Community Survey, 2010-2014 5 Year Estimates

Motor Vehicle Ownership

As shown in Table 6-2, Seaside residents typically own slightly fewer motor vehicles than the countywide average. While approximately 5% of households in Monterey County own no cars, in Seaside, 7% of households are zero-vehicle households. Similar to trends seen nationwide, renter-occupied households tend to own fewer cars than owner-occupied households; in Seaside, 8% of renter-occupied units are zero-vehicle households, while only 4% of owner-occupied households own no vehicles.

Table 6-2: Motor Vehicle Ownership				
Number of Vehicles available	Monterey County	Seaside		
		Total	Owner Occupied	Renter Occupied
0	5%	7%	4%	8%
1	31%	34%	28%	38%
2	39%	39%	40%	39%
3 or more	25%	20%	27%	15%

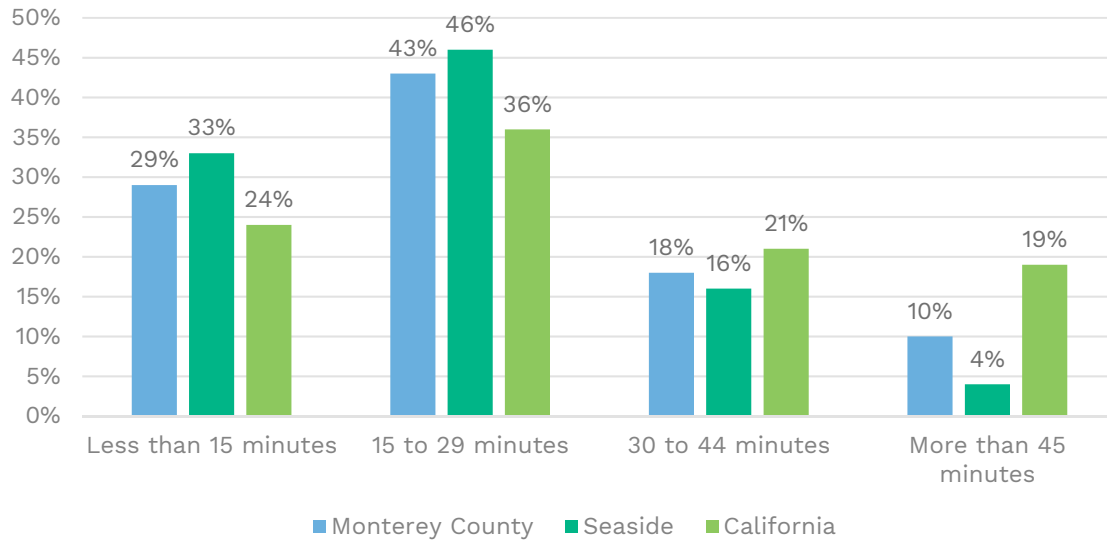
Source: American Community Survey, 2010-2014 5 Year Estimates

Travel Time to Work

In comparison to state and countywide trends, the mean travel time of Seaside residents to work is approximately 19 minutes, with the County and State averaging 22 and 28

minutes respectively. As shown in Figure 6-1, most Seaside commuters generally travel less than 30 minutes to work.

Figure 6-1: Travel Time to Work



Source: American Community Survey, 2010-2014 5 Year Estimates

Roadway System

The Seaside roadway network consists of approximately 130 miles of roadways. This section describes the existing street network characteristics. Figure 6-2 provides a map of the roadway network serving Seaside.

Street Classifications

The current *Seaside General Plan Circulation Element* identifies a functional classification system for each street type. Similar to many other cities, the existing street classifications are primarily focused on the function of each street for purposes of accommodating motor vehicle travel. The current General Plan defines the existing street classifications as follows:

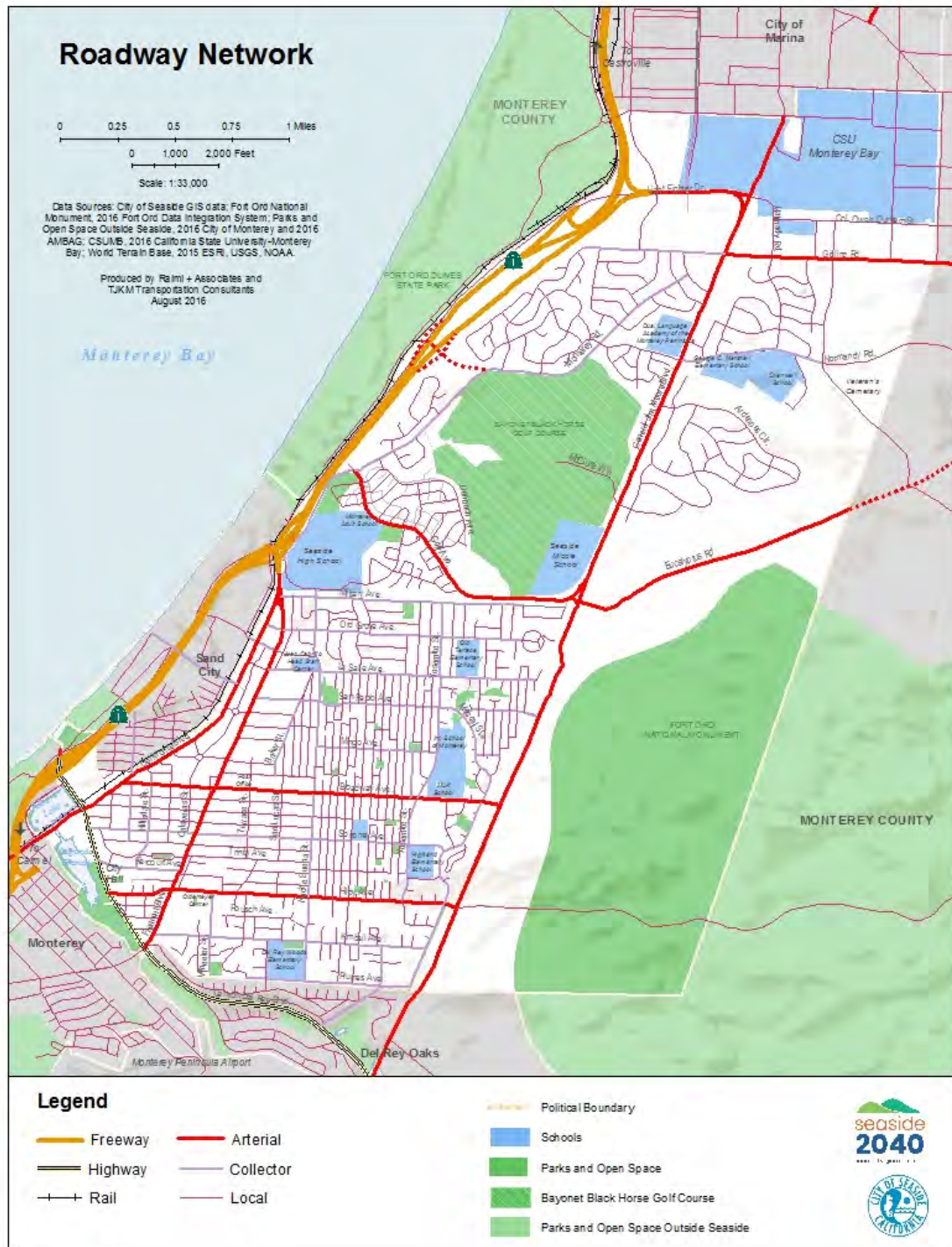
- **Arterials** provide the principal network for cross-town traffic and connect the City to the external freeway and highway systems. They generally have moderate traffic speeds and carry significant amounts of traffic. Primary traffic generators are and/or should be located on arterials.
- **Collectors** provide traffic circulation between arterials and local streets. They connect neighborhoods with neighborhood activity centers and, as currently defined are intended to provide limited direct access to abutting properties. Collectors generally have two travel lanes.
- **Local streets** provide direct access to abutting properties and, as currently defined, have a function of serving local traffic movements within residential and commercial areas. All streets not designated as major streets (arterial, collector, highway, or freeway) are local streets, which have either two travel lanes for bidirectional travel or one travel lane for one-way.
- **Freeways** are divided highways with full control of access and two or more lanes for the exclusive use of motor vehicle traffic in each direction. The only freeway adjacent to Seaside is Highway 1 (State Route 1).
- **Highways** are facilities with two or more lanes and points of access that are not fully controlled. Canyon del Rey Boulevard (State Route 218) is the only designated highway within the City, designated as such due to its regional function.

Table 6-3 shows the miles of each roadway classification in the City, and descriptions of these facility types.

Table 6-3: Street Network Miles by Classification	
Street Class	Roadway Miles
State Highway (SR 218)	0.9
Arterial Streets	16.3
Collector Streets	19.4
Local Streets	94.1
Total	130.7

Source: City of Seaside GIS database

Figure 6-2: Roadway Network



Arterial Street Characteristics

Table 6-4 lists the general characteristic of each of the arterials in Seaside, including Canyon del Rey Boulevard, a state highway that functions similar to an arterial:

- Each arterial provides two to four motor vehicle travel lanes.
- Sidewalks are provided on both sides of most arterials, with the exception of some portions of Canyon del Rey Boulevard, Fremont Boulevard, Gigling Road and Coe Avenue where sidewalks are limited to one side.
- Bicycle lanes are lacking on most of the City's arterial street network, with the exception of General Jim Moore Boulevard and Coe Avenue. Bicycle lanes are not provided on any of the arterial streets within the historic core of Seaside.

Table 6-4: Seaside Arterial Street Characteristics				
Street Name	Orientation	Motor Vehicle Lanes	Sidewalk Presence ¹	Bicycle Facilities ²
Major Arterials / State Highways				
Canyon Del Rey Blvd. (west of Fremont Blvd.)	East-West	4	Varies (1-2 sides)	None
General Jim Moore Blvd.	North-South	4	Both Sides	Class I & Class II
Broadway Ave. (east of Calaveras St.)	East-West	4	Both Sides	None
Del Monte Blvd.	North-South	4	Both Sides	None
Lightfighter Dr.	East-West	4	Both Sides	None
Eucalyptus Rd.	North-South	2	Both Sides	Class II
Fremont Blvd.	North-South	4	Varies (1-2 sides)	None
Gigling Rd.	East-West	2	Varies (1-2 sides)	None
Hilby Ave. (Fremont Blvd.-Noche Buena St.)	East-West	2	Both Sides	None
West Broadway Ave. (west of Calaveras St.)	East-West	4	Both Sides	None
Hilby Ave. (west of Fremont Blvd.)	East-West	2	Both Sides	None
Coe Ave.	East-West	2	One Side	Class II

Source: TJKM Transportation Consultants

Notes: ¹ Sidewalk Presence represents types of sidewalk coverage on roadway.

² Bicycle Facilities represents types of bikeway (Class I to IV) within right-of-way.

Collector Street Characteristics

Table 6-5 lists the general characteristic of each of the collector streets in Seaside. Two motor vehicle travel lanes are provided on each of the collector streets. Sidewalks are provided on both sides of most collector streets, with the exception of sidewalk gaps on one or both side of portions of several collector streets. Bicycle lanes are limited to portions of just two collector streets – Monterey Road and San Pablo Avenue.

Street Name	Orientation	Sidewalk Presence¹	Bicycle Facilities²
2 nd Ave.	North-South	Both Sides	Class I
Baker St.	North-South	Varies (1-2 sides)	None
Contra Costa St.	North-South	Varies (1-2 sides)	None
Gigling Rd.	East-West	Varies (1-2 sides)	None
Harcourt Ave.	East-West	Both Sides	None
Hillsdale St.	North-South	Varies (0-2 sides)	None
Kimball Ave.	East-West	Both Sides	None
La Salle Ave.	East-West	Both Sides	None
Mescal St.	North-South	Varies (0-2 sides)	None
Military Ave.	East-West	Both Sides	None
Monterey Rd.	North-South	Varies (1-2 sides)	Class II (partial)
Mingo Ave.	East-West	Both Sides	None
Normandy Rd.	East-West	North Side	None
Noche Buena St.	North-South	Both Sides	None
Ord Grove Ave.	East-West	Both Sides	None
Playa Ave.	East-West	Both Sides	None
Plumas Ave.	East-West	Varies (0-1 side)	None
San Pablo Ave.	East-West	Both Sides	Class II (partial)
Sonoma Ave.	East-West	Both Sides	None
Tioga Ave.	East-West	Both Sides	None
Wheeler St.	North-South	Varies (1-2 sides)	None
Yosemite St.	North-South	Both Sides	None

Source: *TJKM Transportation Consultants*

Notes: ¹ Sidewalk Presence represents types of sidewalk coverage on roadway.

² Bicycle Facilities represents types of bikeway (Class I to IV) within right-of-way.

Traffic Volumes & Operations

The primary regional motor vehicle facility is Highway 1 (State Route 1) that follows the Pacific coastline from Los Angeles to near the Oregon border. Where it abuts the western boundary of Seaside, Highway 1 is a four-lane divided freeway connecting Seaside with adjacent cities including Marina and Monterey. Highway 1 also connects with other regional facilities that provide motor vehicle access to US 101, Salinas and the San Francisco Bay Area. Traffic delays on Highway 1 are primarily limited to peak-hour reductions in travel speeds where Highway 1 passes Seaside. Highway 1 carries over 70,000 daily vehicles.

Motor vehicle traffic circulation within Seaside occurs on the City's 130-mile street network. A comparison of daily traffic volumes on the City's highest-volume roadway corridors is provided on Table 6-6 and Figure 6-3.

Traffic volumes are at less than full capacity on each of Seaside's major streets, while the highest volumes are nearest to each of the two SR-1 interchanges.

- **Broadway Avenue** carries an estimated 10,000 daily motor vehicles on most segments. Broadway currently has four travel lanes (two per direction) but reduction to just one lane per direction with provision of left-turn pockets at key intersections would be feasible on all segments of Broadway based on current volumes. Such a reconfiguration is planned on the segments of Broadway west of Fremont Boulevard. Streets carrying up to 20,000 daily vehicles can operate effectively with one motor vehicle lane per direction and provision of center two-way left-turn lanes.
- **Canyon del Rey Boulevard (State Route 218)** carries traffic volumes that range from 15,000 to 22,000 daily motor vehicles.
- **Del Monte Avenue** serves a daily traffic volume that ranges from 22,000 south of Broadway to just 12,000 daily motor vehicles north of Broadway, well below capacity.
- **Fremont Boulevard** carries approximately 17,000 daily motor vehicles on segments south of Del Monte Avenue – also below capacity. As described further in the bicycle and pedestrian assessment later in this chapter, nearly 30 percent of the reported bicycle and pedestrian collisions in Seaside occur on Fremont Boulevard.
- **General Jim Moore Boulevard** currently carries just over 10,000 daily motor vehicles, roughly one-fourth of capacity.

Figure 6-3: Daily Traffic Volumes

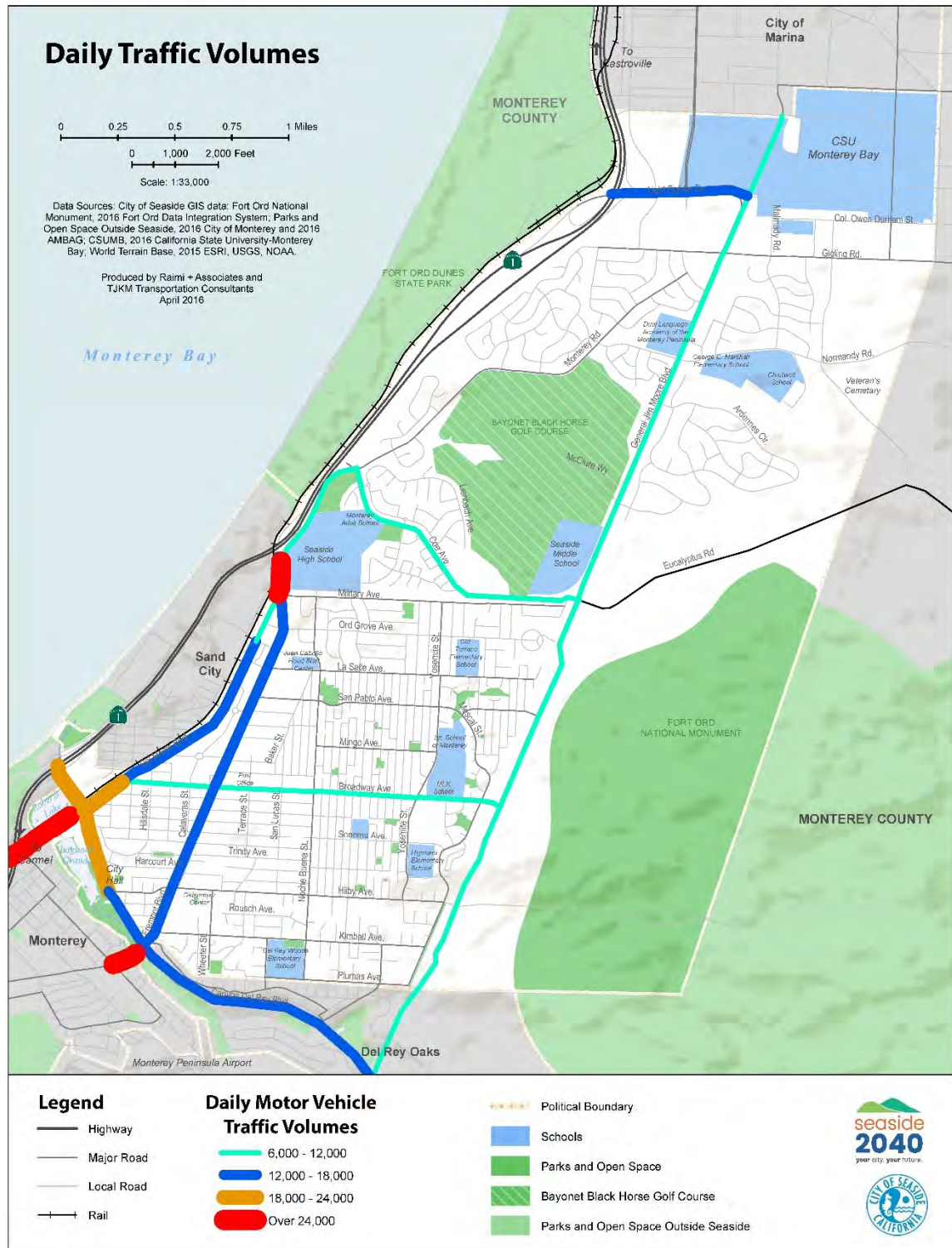


Table 6-6: Travel Lanes & Traffic Volumes on Major Streets					
Street Name	Travel Lanes		Daily Motor Vehicle Traffic		
	Motor Vehicles	Bicycles	Capacity	Volume	Segment LOS
Broadway Ave.	4	0	30,000	10,000	A
Del Monte Ave. (north of Broadway Ave.)	4	0	35,000	12,000	A
Del Monte Ave. (south of Broadway Ave.)	4	0	35,000	22,000	B
Fremont Blvd. (south of Del Monte Ave.)	4	0	30,000	17,000	B
General Jim Moore Blvd.	4	2	40,000	11,000	A
Canyon Del Rey Blvd (west of Del Monte)	4	0	35,000	22,000	A
Canyon Del Rey Blvd. (between Del Monte Ave. & Fremont Blvd.)	4	0	35,000	15,000	A
Coe Ave.	2	2	14,000	7,000	B
Monterey Road. (south of Coe Ave.)	2	2	14,000	10,000	D

Source: TJKM Transportation Consultants

Notes: (1) Daily traffic capacity estimate based on a range of 7,000 to 10,000 daily vehicles per motor vehicle travel lane depending on facility characteristics. (2) Daily volume estimate based on peak-hour volumes. (3) Segment LOS based on current City of Seaside criteria for each street type. LOS C or better is acceptable based on the current City criteria.

Traffic Operations

Motor vehicle traffic operations are typically evaluated based on intersection level of service (LOS) standards described in the Highway Capacity Manual (HCM). LOS is a qualitative measure based on average delay to vehicles. Table 6-7 summarizes the LOS definitions and relative delay to motorists based on HCM methodology.

Table 6-7: Level of Service Definitions				
LOS	Flow Type	Operational Characteristics	Average Delay (seconds per motor vehicle)	
			Signalized Intersection	Stop-sign Controlled Intersection
A	Stable Flow	Free-flow conditions with negligible to minimal delays.	< 10	0 – 10
B	Stable Flow	Good progression with slight delays. Short cycle-lengths typical.	> 10 – 20	> 10 – 15
C	Stable Flow	Relatively higher delays resulting from fair progression and/or longer cycle lengths.	> 20 – 35	> 15 – 25
D	Approaching Unstable Flow	Somewhat congested conditions. Longer but tolerable delays may result.	> 35 – 55	> 25 – 35
E	Unstable Flow	Congested conditions. Significant delays result from poor progression, long cycle lengths, and high volume-to-capacity ratios.	> 55 – 80	> 35 – 50
F	Forced Flow	Jammed or grid-lock type operating conditions. Generally considered to be unacceptable for most drivers.	> 80	> 50

Source: Highway Capacity Manual (HCM) 2010

The LOS standards adopted by California cities generally establish an LOS standard ranging from LOS C to E, with LOS D or E being a typical LOS threshold in many cities. Seaside's adopted LOS criteria, as described in the current General Plan Circulation Element, stipulates that LOS C or better is acceptable.

Existing peak hour LOS at 15 key intersections is summarized on Table 6-8. As shown:

- Nearly all of the City's key intersections operate at LOS B or C, indicating relatively low levels of delay to motorists.
- The only exceptions are two non-signalized intersections near freeway interchanges, Fremont Boulevard & Del Monte Avenue and SR-1 Northbound Ramps & Canyon del Rey Boulevard, that operate at LOS F and D, respectively, reflecting delay to stop-sign controlled approaches.

Table 6-8: Intersection Level of Service						
ID	Intersection Name	Signal Control	AM Peak Hour		PM Peak Hour	
			Delay	LOS	Delay	LOS
1	Del Monte Blvd. & Canyon del Rey Blvd.	Signal	28.9	C	30	C
2	Fremont Blvd. & Canyon del Rey Blvd.	Signal	29	C	31.4	C
3	General Jim Moore Blvd. & Canyon del Rey Blvd.	Signal	19	B	15.8	B
4	Broadway Ave. & Del Monte Blvd.	Signal	16.2	B	16.2	B
5	Fremont Blvd. & Broadway Ave.	Signal	26.5	C	27.4	C
6	General Jim Moore Blvd. & Broadway Ave.	Signal	13.9	B	11.2	B
7	Fremont Blvd. & Del Monte Blvd.	Two-way stop	>50	F	>50	F
8	Fremont Blvd. & Monterey Rd.	Signal	30.6	C	30.2	C
9	Noche Buena St. & Broadway Ave.	Signal	19.4	B	17.9	B
10	Coe Ave. & General Jim Moore Blvd.	Signal	13.9	B	11.2	B
11	Gigling Rd. & General Jim Moore Blvd.	Signal	24.4	C	19.6	B
12	Lightfighter Dr. & General Jim Moore Blvd.	Signal	22.1	C	22.7	C
13	Lightfighter Dr. & 2nd Ave.	Signal	13.5	B	13	B
14	Highway 1 Southbound Ramps & Canyon Del Rey Blvd.	Signal	24.9	C	27.4	C
15	Highway 1 Northbound Ramps & Canyon Del Rey Blvd.	One-way stop	27.9	D	26.8	D

Source: Monterey Downs Draft EIR (March 2015) for above intersections except locations 1, 2, 4 and 7 & 8 where data is provided from the In-n-out Burger TIS (March 2011). Based on review of volumes at common intersections, traffic volumes have remained stable.

Parking Supply and Management

Motor Vehicle Parking

The efficient provision of motor vehicle parking is a key component of site access in many cities. This section provides a summary of existing parking provisions in Seaside.

On-street Parking

The majority of Seaside streets allow on-street parking, particularly within the City's historic core area.

- On-street parking is permitted on nearly all of Seaside's local streets, and most collector street segments.
- In addition, on-street parking is permitted on many portions of the City's arterial street network, including Broadway and some segments of Del Monte Avenue and Fremont Boulevard.
- There is no requirement to provide on-street parking.

Where on-street parking is permitted, vacant parking spaces are typically available during most time periods. The on-street parking supply on Broadway averages roughly 50 percent occupancy on weekdays and weekends.

Hillsdale Street, which runs north/south and intersects Broadway, is the only street within the City's commercial core where current on-street parking demand regularly approaches 100 percent occupancy.

Seaside's newer arterial streets within Fort Ord, including General Jim Moore Boulevard and Eucalyptus Drive, were designed with higher motor vehicle travel speeds in mind and on-street parking is generally prohibited.



On-street parking is permitted on both sides of Broadway.

One-Way Local Streets

Certain local streets in Seaside are one-way streets with a curb-to-curb width of 26 feet. These streets were originally constructed and operated with two-way traffic and on-street parking permitted on both sides. Such widths are acceptable for two-way operation on low-volume residential streets in many cities. However, past safety concerns prompted the decision that two-way traffic could only be maintained if on-street parking were removed on one side.

Since maintaining the supply of on-street parking on both sides of local streets is often very important to local residents, businesses and property owners, these streets were ultimately converted to one-way operation, in order to maintain the supply of on-street parking.

Off-street Parking

The City of Seaside Zoning Ordinances specifies off-street parking requirements by land use for new development:

- Required off-street parking for commercial uses generally ranges from one to five spaces per thousand square feet. In some cases, the required off-street parking provisions may limit opportunities for development or reuse of some commercial properties.
- Residential uses are required to provide two off-street parking spaces for single-family dwellings (and multi-family dwellings exceeding 1,800 feet), while one off-street parking space is required for multi-family dwellings up to 1,800 square feet (plus one guest space per two multi-family dwellings).

The current Circulation Element notes that the City supports the development of parking garages in appropriate locations, such as the Seaside Auto Mall and commercial area along Canyon Del Rey Boulevard. The *West Broadway Specific Plan* identifies a planned (but not yet funded) future parking garage location, one block north of Broadway, to accommodate potential increases in parking demand with future development of the West Broadway corridor.

Pedestrian and Bicycle Network

This section of the existing conditions analysis addresses existing and planned bicycle and pedestrian facilities, as well as bicycle and pedestrian safety. Planned facilities are described in the 2011 Transportation Agency for Monterey County (TAMC) Bicycle and Pedestrian Master Plan.

Bicycle Network

Bikeways in California are typically classified as Class I, Class II, Class III or Class IV facilities, as follows:

- **Multi-Use Paths (Class I Bikeways)** – A path physically separated from motor vehicle traffic and typically shared by bicyclists, pedestrians, joggers, skaters, and other non-motorized travelers.
- **Bicycle Lanes (Class II Bikeways)** – A portion of a roadway that has been set aside by striping and pavement markings for the preferential or exclusive use of bicyclists.
- **Bicycle Routes (Class III Bikeways)** – Class III bicycle routes are facilities where bicyclists share travel lanes with motor vehicle traffic, often limited to the installation of “Bicycle Route” directional signage on low-volume streets.
- **Separated Bikeway (Class IV Bikeways)** – a recent addition to California’s bikeway classifications, a Class IV Bikeway is for the exclusive use of bicycles and includes a separation between the bikeway and adjacent vehicle traffic, which may include flexible posts, grade separation, inflexible physical barriers or on-street parking.

Both existing and planned bikeway facilities are depicted in Figure 6-4.

Existing Bikeway Network

As summarized on Table 6-9, Seaside’s bicycle network totals just under 10 miles, including approximately 3.3 miles of Class I bicycle paths and approximately 6.4 miles of Class II bicycle lanes on City streets. Bicycle facilities are currently provided along some portions of major streets and include portions of the Monterey Peninsula Recreational Trail. The existing bicycle network is as follows:

- Class I bicycle paths along the western side of Highway 1 (Monterey Peninsula Recreational Trail); General Jim Moore Boulevard north of Eucalyptus, the south western portion of the City extending south into the City of Monterey (Monterey Bay Coastal Trail); and between Divarty Street and Gigling Road adjacent to the California State University Monterey Bay Campus
- Class II bicycle lanes along portions of Coe Avenue, Eucalyptus Road, General Jim Moore Boulevard, and Monterey Road

Existing facilities provide regional north-south connectivity between the Cities of Marina and Monterey, with minimal east-west connectivity.

Table 6-9: Existing Bikeway Network Miles	
Bikeway Class	Bikeway Miles
Class I Bicycle Paths	4.5
Class II Bicycle Lanes	5.2
Class III Bicycle Routes	0
Class IV Separated Bikeways	0
Total	9.7

Source: City of Seaside GIS database

Planned Bikeway Network

The 2011 TAMC Bicycle and Pedestrian Master Plan is the current governing document for bicycle-related infrastructure in the City. Per the 2011 TAMC Bicycle and Pedestrian Master Plan, the planned bicycle improvements include the following:

- Class I multi-use paths along the Peninsula Path Connection between Laguna Grande Regional Park and Laguna del Rey.
- Class II bicycle lanes along First Street, 6th Division Circle, Broadway Avenue, Canyon Del Rey Boulevard, Coe Avenue, Del Monte Boulevard, Eucalyptus Rd, Gen Jim Moore Path, Gigling Road, Lightfighter Drive, Melmedy Road, Monterey Road, Parker Flats Cut Off Road.
- Class III bicycle routes along Fremont Blvd, Hilby Ave, Hwy 1 Crossing, La Salle Avenue, Military Avenue, Noche Buena, San Pablo Ave, and Yosemite Street.

Typically, many bicyclists find Class I paths and Class II bicycle lanes to be the most comfortable riding environment with limited motor vehicle interference. However, the current TAMC Bicycle and Pedestrian Master Plan proposes Class III bicycle routes on most of the planned bikeway corridors. Nonetheless, completion of these planned facilities would improve bicycle connectivity throughout the City and provide increased access to neighboring jurisdictions.

Table 6-10 summarizes the existing and planned mileage of Class II facilities in Seaside on highway, arterial, and collector roadways. The summary shows that the planned Class II facilities would nearly double the percentage of coverage on highway, arterial, and collector roadways from existing conditions.

- Currently, bicycle lanes are provided on just 17 percent of the city's arterial/collector street network.
- Completion of the planned, but currently unfunded, bikeways identified in the TAMC Bicycle and Pedestrian Master Plan would increase bicycle lane network coverage to 30 percent of the city's arterial/collector street network. As part of the complete streets strategy to be included in the updated General Plan: the City could consider revisions to the planned, future bikeway network with the potential goal of providing bicycle lanes on a greater share of arterial and collector street segments.

Figure 6-4: Bikeway Network



Table 6-10: Bicycle Lane Network Coverage					
Street Class	Roadway Miles	Existing Conditions		Future Conditions with Planned Bike Lanes	
		Bicycle Lane Miles	Percent Coverage	Bicycle Lane Miles	Percent Coverage
Highway	0.9	0	0%	0.7	78%
Arterial Streets	16.3	4.5	28%	7.9	48%
Collector Streets	19.4	0.7	4%	2.4	12%
Total	36.6	5.2	14%	11	30%

Source: City of Seaside GIS database

Bicycle Parking

Bicycle racks or lockers are located at most of the City's public facilities: City Hall, social services, recreation centers, library, and parks.

The Seaside Municipal Code (17.34.060) requires multi-family and nonresidential developments to provide bicycle parking spaces.

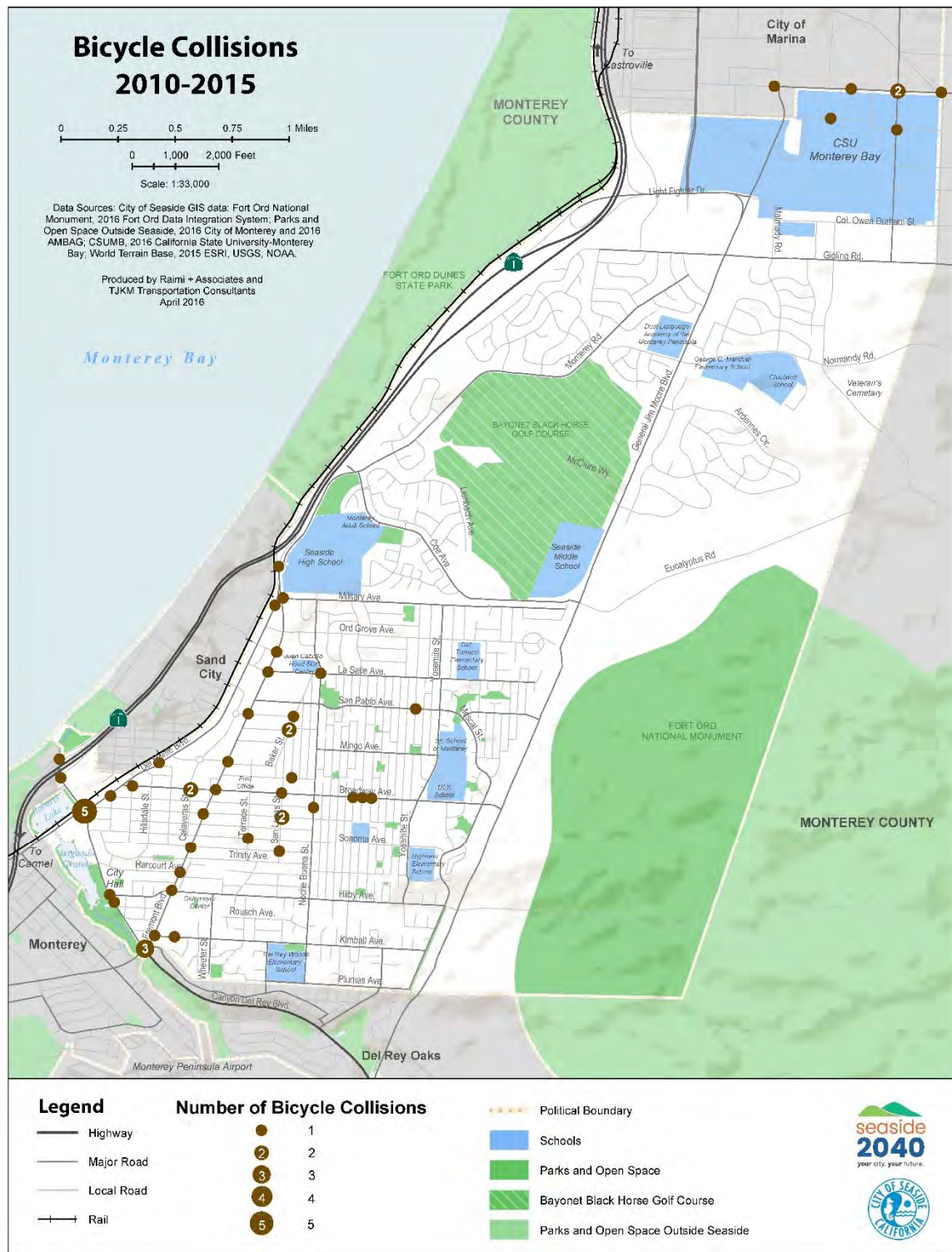
- Multi-family projects shall provide bicycle parking spaces equal to a minimum of ten percent of the required vehicle spaces, unless separate secured garage space is provided for each unit. A minimum of four bicycle spaces shall be provided at a newly developed or substantially redeveloped site.
- Nonresidential projects shall provide bicycle parking spaces equal to a minimum of five percent of the required vehicle spaces, distributed to serve customers and employees.

Bicycle Safety

Collision history from the California Highway Patrol (CHP) Statewide Integrated Traffic Records System (SWITRS) was obtained for six years (2010-2015) to determine existing trends of bicycle-related collisions in Seaside. The locations of bicycle-related collisions documented between January 2010 and December 2015 are shown on Figure 6-5.

Over the six-year period, 53 bicycle-related collisions were reported. This represents approximately 2.9% of the total number of collisions reported in the study period (1,825). Of the 53 reported bicycle-related collisions, 14 were reported on Fremont Boulevard (26%), eight on Broadway Avenue (15%), and five at the intersection of Del Monte Boulevard and Canyon del Rey Boulevard (9%). Thus, roughly half of all bicycle collisions during the analysis period involving bicycles were reported on these three corridors. These locations are key corridors for bicycle movement through the City and show need for improvement. Further study shows that the majority of bicycle collisions were reported at locations that lack designated bicycle facilities. This is particularly notable along Fremont Boulevard, where more than one-fourth of reported bicycle collisions occurred in the past six years. Fremont Boulevard has no current bicycle facilities and is not designated as a future bikeway in the City's Bicycle Master Plan.

Figure 6-5: Bicycle Collision Locations



Pedestrian Network

This section discusses the existing pedestrian network as well as planned pedestrian network improvements.

Existing Pedestrian Network

The existing pedestrian network provides a nearly continuous system of sidewalks in much of Seaside's historic core area. Key challenges to pedestrian circulation are along the City's key commercial corridor, Fremont Boulevard, where longer crossing distances are required. In addition, gaps in the existing pedestrian network are located in the northern half of the City, within Fort Ord, where the street and sidewalk network has not yet been fully developed.

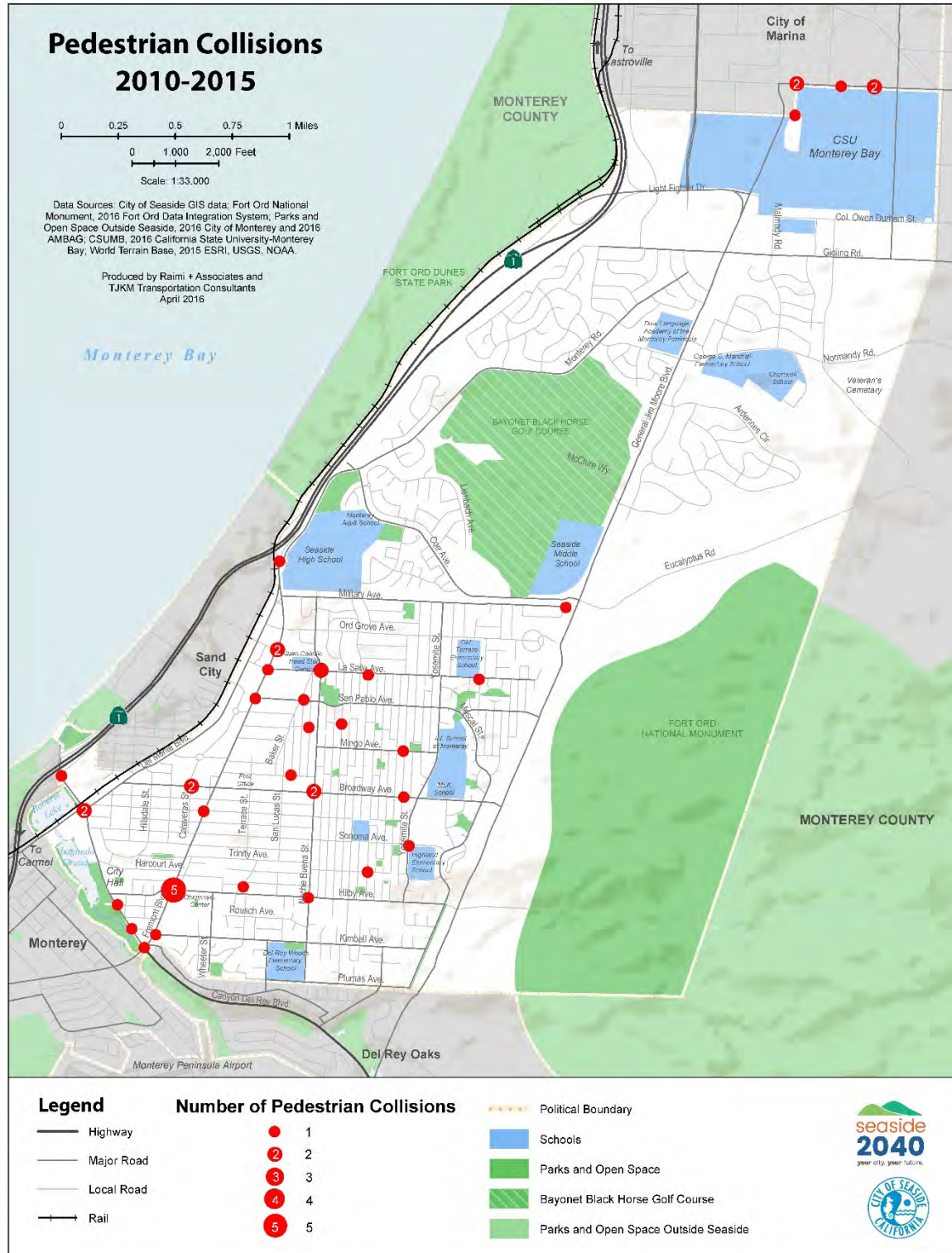
Planned Pedestrian Facilities

The City of Seaside does not have a Pedestrian Master Plan. Planned pedestrian improvements identified in the 2004 General Plan Circulation Element are limited to West Broadway. The West Broadway Urban Village Specific Plan is the only current planning document that describes detailed pedestrian improvements within the historic core of the City. The planned project involves a 4- to 2-lane road diet on West Broadway Avenue between Del Monte Boulevard and Fremont Boulevard that includes widening sidewalks along the roadway. The project aims at developing a pedestrian- and bicycle-friendly atmosphere and revitalizing the study area.

Pedestrian Safety

Pedestrian safety was assessed through a review of collision data obtained from the CHP SWITRS database over a six-year period (2010-2015). Over the six-year period, 42 pedestrian-related collisions were reported. Pedestrian collisions represent approximately 2.3% of all collisions in the study period (1,825) as shown in Figure 6-6. Of the 42 reported pedestrian collisions, 12 were reported on Fremont Boulevard (29%), five on Noche Buena Street (12%), and five on Canyon del Rey Boulevard (12%). The intersection of Fremont Boulevard and Hilby Avenue shows five reported pedestrian collisions during the analysis period, making it a potential focus point for future pedestrian improvements. The relative lack of reported pedestrian collisions in the northern half of Seaside, within Fort Ord, largely reflects low pedestrian volumes outside of the City's historic core area.

Figure 6-6: Pedestrian Collision Locations



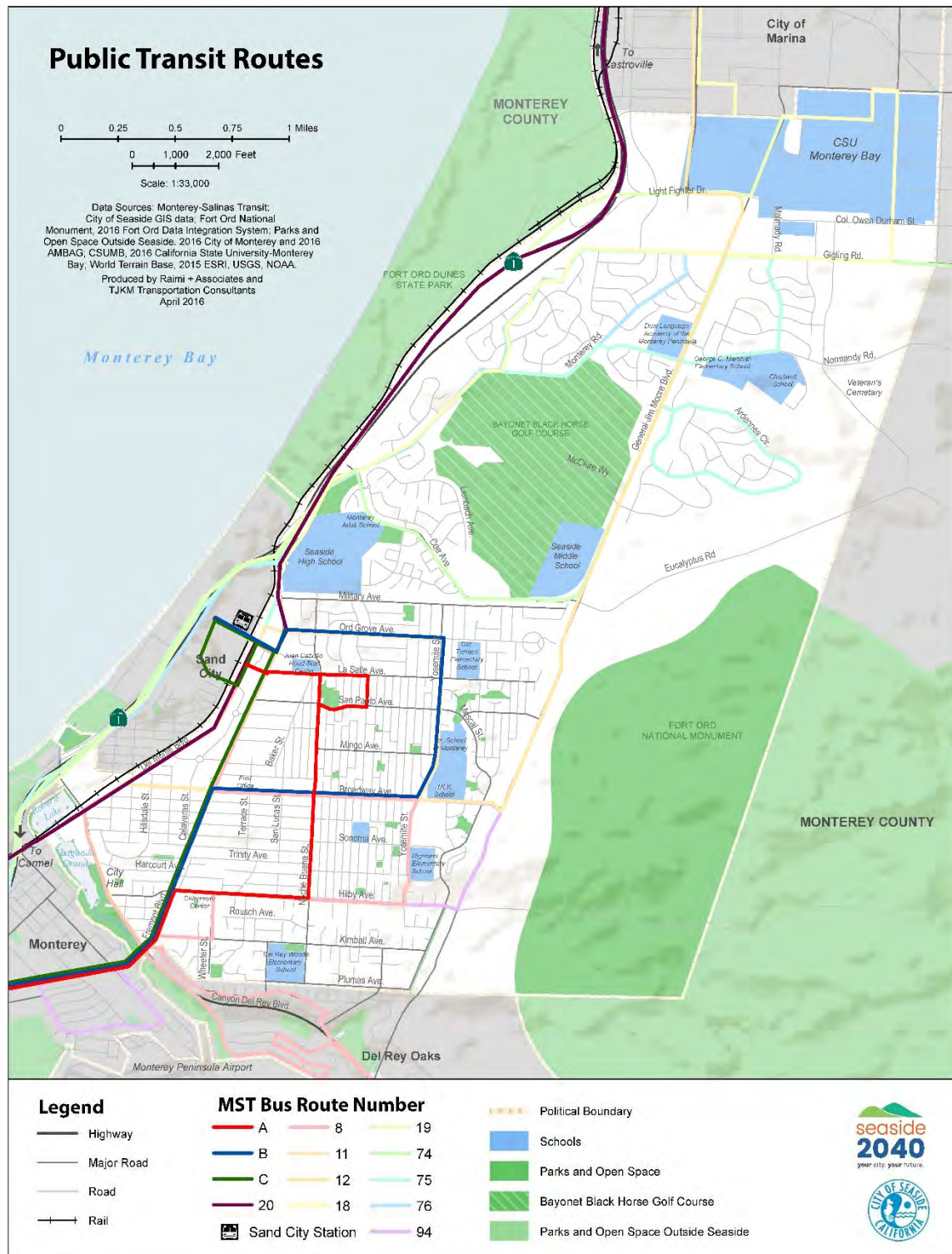
Transit Service and Access

The Monterey County public transit system is designed to serve regional and local travel needs. Monterey-Salinas Transit (MST) provides transit services in the City. As of April 2016, fifteen MST routes have stops in Seaside: Table 6-11 summarizes the key routes and operating frequencies.

Table 6-11: Public Transit Service Frequency				
MST Route	Route Name	Peak Headways (minutes)	Service Hours	Service Days
A	JAZZ A: Aquarium	30	5:58 AM – 11:57 PM	Weekdays
			6:15 AM – 3:15 AM	Saturdays
			6:27 AM – 9:15 PM	Sundays
			8:13 AM – 6:13 PM	Holidays
B	JAZZ B: Aquarium – Sand City	30	5:42 AM – 1:10 AM	Weekdays
			6:05 AM – 1:15 AM	Saturdays
			6:45 AM – 9:21 PM	Sundays
			7:10 AM – 6:13 PM	Holidays
C	JAZZ C: Aquarium – Sand City	30	6:33 AM – 5:55 PM	Weekdays
8	Ryan Ranch-Sand City	60	6:25 AM – 9:17 AM 3:25 – 5:26 PM	Weekdays
10	Marina-Monterey	90	8:00 AM – 9:30 AM, 3:00 – 5:43 PM	Weekdays
11	Carmel-Sand City	70	7:07 AM – 7:38 PM	Daily
12	The Dunes-NPS	60	6:45 AM – 5:40 PM	Weekdays
18	Monterey-The Dunes	60	6:05 AM – 10:40 PM	Weekdays
20	Monterey-Salinas	15-60	4:45 AM – 11:08 PM	Weekdays
		45-60	4:45 AM – 9:02 PM	Weekends
55	Monterey-San Jose Express	1 route in the AM, 2 Routes in the PM	8:30 AM – 12:00 PM/ 1:50 PM-5:20 PM	Weekdays
			10:00 AM – 12:30 PM/ 1:15PM – 9:35 PM	Weekends
74	Presidio-Preston Park Express	5-20	6:26 AM – 7:50 AM 4:35 PM – 5:55 PM	Weekdays
75	Presidio-Marshall Park Express	60	5:55 AM – 10:18 PM	Weekdays
76	Presidio-Stillwell Park Express	80	4:10 AM – 6:30 AM 4:00 PM – 5:20 PM	Weekdays
78	Presidio-Santa Cruz Express	120	6:00 AM – 7:51 AM 4:40 PM – 8:15 PM	Weekdays
			10:40 AM – 8:14 PM	Weekends
94	Sand City-Carmel Rancho (Senior Shuttle)	25-120	7:05 AM – 4:45 PM	Daily

Source: Monterey-Salinas Transit (MST) schedule

Figure 6-7: Public Transit Routes



Key Bus Routes & Transfer Points

The most frequent service is provided by the MST Jazz Routes A, B, and C that operate between Sand City Transit Station and Monterey. The three Jazz routes operate with 10-minute combined headways on Fremont Boulevard in Monterey before splitting into three lines with 30-minute headways within Seaside, serving three different routes within Seaside's historic core residential neighborhoods.

The Jazz routes provide an enhanced level of bus service that includes faster service through bus stop improvements and signal pre-emptions at some locations in Monterey. Such service is often referred to as "rapid bus service". Future transit strategies in Seaside could include expansion of the Jazz service to areas such as Fort Ord.

Each of the key Seaside routes include a stop at the Sand City Transit Station, located just a few blocks from Del Monte Avenue.

ADA Paratransit (RIDES) is another service offered by MST that provides transportation services for people with disabilities. Though each of MST buses are fully accessible and equipped with wheel-chair lifts, RIDES offers eligible passengers curb to curb transportation service by reservation during the same hours of fixed route services. In addition, the MST RIDES program offers taxi vouchers to assist seniors and persons with disabilities in accessing important locations within their community.

Regional Transit

Amtrak provides passenger rail and bus service throughout California and the United States. It has one rail station in Salinas and bus stops in Prunedale, Monterey, Seaside (Route 55) and Carmel. Its Coast Starlight route from Seattle to Los Angeles stops at the Salinas Station. While bus service remains the predominate form of public transportation in Seaside, efforts have been made in the past to re-establish passenger rail service between San Francisco and the Monterey Peninsula on the Monterey Branch Line. More recently, reuse of the rail corridor for light-rail or enhanced bus service has been proposed.

Freight and Truck Routes

Canyon del Rey Boulevard (State Route 218) and State Route 1 are both designated as truck routes by the California Department of Transportation (Caltrans). Seaside's current General Plan Circulation Element does not specify designated route for truck travel. Truck route designations for Monterey County are shown on Table 6-12.

Table 6-12: Monterey County Truck Route Designations		
TRUCK ROUTE	Begin Location	End Location
SR 1 (Highway 1)	San Luis Obispo / Monterey County Line	Rio Rd. near Carmel
	Rio Rd. near Carmel	Monterey / Santa Cruz County Line
SR 25	Jct SR 198	Monterey / San Benito County Line
SR 68	Sinex Ave. in Pacific Grove	Sunset Dr. in Pacific Grove
	Sunset Dr. in Pacific Grove	W. Jct Highway 1 in Monterey
	E. Jct Highway 1	Blanco Rd. in Salinas
	Blanco Rd. in Salinas	Abbott St. in Salinas
	Abbott St. in Salinas	Jct US 101
US 101	San Luis Obispo / Monterey County Line	Monterey / San Benito County Line
SR 146	Tiburon Pl. on the east of Soledad	Monterey/San Benito County Line
SR 156	Highway 1	Vierra Canyon Rd. / N. Jct Rte 101
SR 183	US 101	Clark St. in Salinas
	Clark St. in Salinas	Jct Rte 156 in Castroville
	Jct. Rte 156 in Castroville	Jct Highway 1 just north of Castroville
	Jct. Rte 156 in Castroville	Jct Highway 1 just north of Castroville
SR 198	Bunte Rd./Rte 101	Cattleman Rd. - 0.5 mile east of Jct Rte 101 (Turn-off to San Lucas)
	Cattleman Rd. - 0.5 mile east of Jct Rte 101 (Turn-off to San Lucas)	Monterey / Fresno County Line
SR 218 (Canyon del Rey Blvd.)	Jct Highway 1	SR 68

Source: California Department of Transportation, Truck Route List

Existing Plan and Policy Review

This General Plan update provides Seaside with an opportunity to update the Circulation Element to conform with the most recent State legislation.

Complete Streets Act

The California Complete Streets Act (AB 1358) adopted in 2008 requires that cities and other public agencies incorporate “complete street” policies when updating their General Plan Circulation Element, to ensure that Complete Streets principles are incorporated.

The current Seaside General Plan was adopted in 2004 prior to the Complete Streets Act. The upcoming General Plan update provides an opportunity to review the City’s current Circulation Element to ensure that “complete streets” policies are incorporated, and to place a greater emphasis on bicycle, pedestrian and transit circulation standards and planned improvements.

SB 743 & Transportation Performance Metrics

The California legislature passed Senate Bill (SB) 743 in 2013 that requires changes to the California Environmental Quality Act (CEQA) regarding the analysis of transportation impacts. Transportation impact criteria and Circulation Element performance standards in most cities have typically focused on motor vehicle level of service (LOS) as the primary criterion. LOS is an analysis methodology that assesses the performance of roadways based on average motor vehicle delay at intersections.

SB 743 requires the Governor’s Office of Planning and Research (OPR) to amend the CEQA Guidelines to provide a revised method to LOS for evaluating transportation impacts.

Preliminary guidelines from OPR in 2014 recommended that vehicle miles travelled (VMT) be the primary transportation performance metric for evaluating environmental impacts statewide. The most recent Draft Guidelines and Technical Advisory documents were issued by OPR on January 20, 2016. The preferred methodology, which is still subject to ongoing discussions statewide, would quantify VMT on a “per capita” basis, based on the local population of residents and jobholders. Local VMT thresholds, which may ultimately be adopted by the City of Seaside, are anticipated to be based on regional averages for per-capita VMT. Key recommendations described in the OPR guidelines include:

- Vehicle miles traveled is to be the primary performance metric for evaluating transportation impacts across California.
- Land use development near transit or in VMT-efficient areas should be presumed to cause a less than significant transportation impact.
- Transit, active transportation, and rehabilitation projects that do not add motor vehicle capacity should also be presumed to cause a less than significant impact.
- Implementation should be phased in over time.

Circulation Element

The existing Seaside 2004 *General Plan Circulation Element* provides direction on various transportation goals and policies. The Circulation Element identifies the following four goals:

- **Goal C-1:** Provide and maintain a City circulation system that promotes safety and satisfies the demand created by new development and redevelopment in Seaside.
- **Goal C-2:** Provide a local circulation system that is integrated with the larger regional transportation system to ensure the economic well-being of the community.
- **Goal C-3:** Promote the increased use of multi-modal transportation.
- **Goal C-4:** Ensure adequate parking is provided throughout Seaside.

Policy direction is provided as guidance for achievement of the above goals, including employment of traffic calming methods in residential and mixed use areas, enhancement of safety while reducing congestion, and supporting alternative modes of transportation that encourage physical activity.

Planned Improvements & Modal Priorities

Seaside's current Circulation Element includes a list of planned transportation improvement projects. Each improvement would be constructed subject to funding and/or future development occurring. The majority of the planned improvements have not yet been implemented.

A key roadway improvement identified in the 2004 General Plan is provision of a north/south arterial within Fort Ord – referred to as the “Eastside Parkway”. Since 2004, plans for the “Eastside Parkway” were refined to include realignment of General Jim Moore Boulevard and construction of Eucalyptus Boulevard to serve as the “Eastside Parkway”.

Caltrans has considered widening Highway 1 from four to six lanes where it passes Seaside. Plans to do so were prepared more than 10 years ago, but have not been implemented primarily due to lack of funding. The widening of Highway 1 would also include a reconfiguration of the Highway 1 / Fremont Boulevard interchange. This idea has been complicated by TAMC's plans to introduce light rail through this intersection.

The following key improvements were completed since the current Circulation Element was completed:

- General Jim Moore Boulevard was realigned and widened from two to four lanes north of the southern City limits, serving a portion of the southern segment of the “Eastside Parkway” identified as a future roadway when the current Circulation Element was adopted in 2004.
- Eucalyptus Boulevard was constructed as a 2-lane arterial with bicycle lanes and sidewalks from the intersection of General Jim Boulevard/Coe Avenue eastward to the city limits, thus serving as the middle segment of the “Eastside Parkway”.

Remaining improvements identified in the current Circulation Element have not yet been completed, and are not currently funded, including the following:

- Widening of Highway 1 from four to six motor vehicle lanes between Canyon del Rey Boulevard and Fremont Boulevard.
- Reconfiguration of the Highway 1 interchange with Fremont Boulevard, including modifications to the Monterey Road leg of the intersection.

As summarized on Table 6-13, the 2004 Circulation Element identifies 20 improvement projects, of which 18 projects were identified for the primary purpose of expanding motor vehicle traffic capacity and/or reducing motor vehicle delay. Just two improvement projects – both on Broadway Avenue – were identified for the purpose of expanding pedestrian capacity.

Table 6-13: Circulation Element Planned Improvements by Type		
Travel Mode of Improvement Type	Number of Projects	Percent of projects
Bicycle Improvements	0	0%
Motor Vehicle Traffic Improvements	18	90%
Pedestrian Improvements	2	10%
Transit Improvements	0	0%
Total	20	

Source: TJKM Transportation Consultants

Current Performance Metrics

The 2004 Circulation Element identifies tools for measuring progress on achievement of the goals. The current General Plan identifies motor vehicle level of service (LOS) as the sole performance indicator for evaluating the performance of the roadway network and intersections. Seaside's current adopted standard stipulates that LOS C or better is acceptable for most intersections. LOS D is acceptable for the West Broadway Urban Village Specific Plan area. The LOS standard is applied both to intersections (based on peak-hour traffic operations) and roadway segments (based on daily volumes) add LOS for pedestrians and bicycles and an alternative VMT. As part of the General Plan update, the City may wish to reconsider modifying the LOS standards, particularly to allow intersection LOS to vary based on context. In particular, intersections in walkable, vibrant commercial districts often operate at LOS D or E.



Photo source: Google

West Broadway Urban Village Specific Plan

The West Broadway Urban Village Specific Plan, adopted in 2010, aims at revitalizing the westernmost segments of Broadway Avenue between Del Monte Boulevard and Fremont Boulevard.

A key element of the Specific Plan includes a planned reduction in the number of motor vehicle lanes from four to two in order to reallocate space for bicycle lanes and wider sidewalks.

The following goals outlined for the West Broadway Urban Village:

- Develop an inviting pedestrian-friendly streetscape in the West Broadway Urban Village, including new street trees and wide sidewalks for outdoor dining and other activities.
- Integrate TAMC's multi-modal transit and a transit center into the West Broadway Urban Village.
- Create a distinct identity for West Broadway Avenue, drawing from the multicultural heritage of the Seaside community.
- Establish the West Broadway Urban Village as an attractive local and regional destination that capitalizes on existing local businesses.
- Encourage a hub of economic and civic activity in the West Broadway Urban Village, including a public gathering place, residences over retail and office uses, and live-work units.
- Create a balance of community- and visitor-serving mix of uses in the West Broadway Urban Village.
- Support a range of housing types and affordability in the West Broadway Urban Village to meet the changing needs of families and residents over their lifecycle.
- Support and encourage the development of vacant and underutilized lots with uses that are efficient and compatible with the character of the West Broadway Urban Village.
- Promote ecological consciousness with incentives for environmentally sustainable types of development.

TAMC Regional Transportation Plan

Updated every four years, the Regional Transportation Plan (RTP) prepared by the Transportation Agency for Monterey (TAMC) was most recently updated in 2014 and includes a set of goals tied to sets of objectives and performance measures:

- Improve ability of Monterey County residents to meet most daily needs without having to drive. Improve the convenience and quality of trips, especially for walk, bike, transit, car/vanpool and freight trips.

- Design, operate, and manage the transportation system to reduce serious injuries and fatalities, promote active living, and lessen exposure to pollution.
- Protect and enhance the County's built and natural environment. Act to reduce the transportation system's emission of greenhouse gases.
- Reduce disparities in healthy, safe access to key destinations for transportation-disadvantaged populations. Demonstrate that planned investments do not adversely impact transportation-disadvantaged populations.
- Invest in transportation improvements – including operational improvements – that re-invest in the Monterey County economy, improve economic access and improve travel time reliability and speed consistency for high-value trips. Optimize cost-effectiveness of transportation investments.

The largest RTP project in the City limits is the Coastal Corridor/Highway 1 Improvements Project, which includes a proposed bus route (and/or proposed light rail line) on the Highway 1 corridor, and the widening of Highway 1 between Fremont Boulevard and SR 218/Canyon Del Rey Boulevard from 4 to 6 lanes. The RTP projects are currently unfunded.

TAMC Active Transportation Plan

The TAMC 2016 Active Transportation Plan (ATP) is currently being developed. It will serve as an update to the TAMC 2011 Bicycle and Pedestrian Master Plan, which outlines the following countywide goal set:

1. Increase and improve bicycle and pedestrian mobility across Monterey County.
2. Maintain and improve the quality, operation and integrity of bikeway and walkway network facilities.
3. Improve bicycle and pedestrian safety.
4. Increase the number of commute, recreation and utilitarian bicycle and pedestrian trips.
5. Increase the number of high quality support facilities to complement the bicycle network and walkway facilities.
6. Increase education and awareness of the value of bicycle and pedestrian travel for commute and non-commute trips.

The TAMC 2011 ATP provides priority project recommendations to help achieve the above goals. The TAMC 2011 ATP identifies Del Monte Boulevard, between Canyon Del Rey Boulevard and Broadway Avenue, and Broadway Avenue, from Del Monte Avenue to General Jim Moore Boulevard, as the priority regional bikeway through Seaside. No high-priority pedestrian projects are identified within Seaside.

Key Issues and Opportunities

- **Complete Streets.** A key goal of the General Plan update is to review and, where necessary, modify the City's current Circulation Element – including transportation goals, policies and planned improvements – to ensure that “complete streets” are provided that accommodate all users, consistent with the California Complete Streets Act.
- **High Rate of Transit Ridership.** Seaside residents have a higher rate of transit ridership, and a lower rate of driving alone to work, compared to the countywide average. Seven percent of Seaside residents use transit for trips to and from work, more than three times the countywide average.
- **Excess Traffic Capacity on City Streets.** Traffic volumes are at less than full capacity on each of Seaside's major streets (as defined on Table 6-6), while the highest volumes are adjacent to the two SR-1 interchanges. Streets with excess capacity provide opportunities to convert underutilized motor vehicle lanes to bicycle lanes or add wider sidewalks, supporting the “Complete Streets” goal.
- **Pedestrian and Bicycle Collisions.** Nearly 30 percent of reported pedestrian and bicycle collisions occur on Fremont Boulevard. Lengthy pedestrian crossing distances are required at many locations. In addition, a significant number of reported bicycle collisions occurred at the intersection of Canyon del Rey and Del Monte Boulevards.
- **Lack of Designated Bicycle Facilities.** This is particularly notable along Fremont Boulevard, where more than one-fourth of reported bicycle collisions occurred in the past six years. Fremont Boulevard has no current bicycle facilities and is not designated as a future bikeway in the City's Bicycle Master Plan.
- **Few pedestrians in Fort Ord.** Pedestrian volumes are relatively low in Fort Ord, where the street and sidewalk network has not yet been fully developed and where there are a limited number of pedestrian-accessible destinations.
- **Lack of Bicycle Lanes.** Typically, many bicyclists find Class II bicycle lanes to be the most comfortable riding environment on City streets. However, bicycle lanes are provided on just 17 percent of Seaside's arterial and collector street network, and none within the historic core of Seaside. TAMC's Transportation Plan primarily proposes Class III bicycle routes.
- **Narrow Local Streets & On-street Parking.** Some local streets in Seaside are one-way streets with a curb-to-curb width of just 26 feet, unusually narrow for neighborhood streets. In the recent past, these streets were converted to one-way operation, in order to maintain the supply of on-street parking on both sides of the street, which residents felt was very important to keep.
- **Planned Transportation Improvements.** The 2004 Circulation Element identified 20 improvement projects, of which 90 percent were for the primary purpose of expanding motor vehicle traffic capacity but just ten percent of improvements were for the purpose of expanding pedestrian capacity. None of the planned improvements were for the purposes of increasing bicycle or transit capacity.

- **Parking Requirements.** In some cases, off-street parking requirements identified in the zoning ordinance may preclude or restrict the development and/or reuse of some commercial properties. For example, existing commercial properties along Broadway Avenue and Fremont Boulevard include many smaller lots that were developed prior to the adoption of current off-street parking requirements with retail uses that are designed primarily for pedestrian access, without the supply of on-street parking required for newer uses. However, redeveloping such sites typically requires that the provision of off-street parking be increased to meet the current zoning requirement, which is often not feasible for smaller lots.

7. Housing Conditions

This existing conditions report provides background information and highlights several of the issues that must be considered in the Housing Element update.

Existing Characteristics and Conditions

Household Trends and Characteristics

According to the Census Bureau, 10,093 households resided in Seaside in 2010, with an average size of 3.2 persons per unit (Table 7-1). For the recent five-year American Community Survey (ACS) for 2010-2014, the overall numbers were similar but shifts from family to non-family households were evident. In 2000, married-couple families still comprised the majority of households. However, by 2014, the overall number and proportion of family households, specifically married couples, had decreased.

According to the 2014 Regional Growth Forecast by the Association of Monterey Bay Area of Governments (AMBAG), the City of Seaside's housing stock is forecasted to grow by about 20 percent to 13,664 units by the year 2035. Using the 2010 Census vacancy rate of 7.2 percent, this translates to 12,680 households in 2035.

Table 7-1: Household Trends and Characteristics								
Household (Hhld) Type	2000		2010		2014		Change	
	# of Hhlds	% of Total	# of Hhlds	% of Total	# of Hhlds	% of Total	2000 - 2010	2010 - 2014
All Households	9,833	100.0%	10,093	100.0%	10,185	100.0%	2.6%	0.9%
Family Households								
Married w/ Children	3,088	31.4%	2,812	27.9%	2,813	27.6%	-8.9%	0.0%
Married No Children	2,298	23.4%	2,420	24.0%	2,224	21.8%	5.3%	-8.1%
Other Families	2,013	20.5%	2,141	21.2%	2,315	22.7%	6.4%	8.1%
Non-Family Households								
Single	1,780	18.1%	1,927	19.1%	2,129	20.9%	8.3%	10.5%
Seniors Living Alone	670	6.8%	697	6.9%	713	7.0%	4.0%	2.3%
Other Non-Families	644	6.5%	793	7.9%	703	6.9%	23.1%	11.4%
Average Hhld Size	3.2		3.2		3.2		--	--

Sources: Census, 2000 and 2010; American Community Survey, 2010-2014

Housing Trends and Characteristics

Housing Stock

The number of housing units in Seaside has decreased very slightly (less than one percent) over the past 15 years, from 11,005 units in 2000 to 10,913 units in 2015, according to the Census Bureau and the California Department of Finance, Housing and Population Estimates. Between 2000 and 2015 the number of multifamily units increased by three percent, while the number of single-family units decreased by 4 percent. Despite a decline in overall single-family units, the number of detached single-family units increased by over 11 percent (Table 7-2).

Table 7-2: Housing Stock					
Unit Type	Number of Units			Percent Change	
	2000	2010	2015	2000-2010	2010-2015
Single Family	8,386	8,044	8,079	-4.1%	0.4%
Detached	6,107	6,779	6,808	11.0%	0.4%
Attached	2,279	1,265	1,271	-44.5%	0.5%
Multifamily	2,187	2,245	2,251	2.7%	0.3%
2-4 Units	929	877	883	-5.6%	0.7%
5 or more	1,258	1,368	1,368	8.7%	0.0%
All Others	432	583	583	35.0%	0.0%
Total Units	11,005	10,872	10,913	-1.2%	0.4%

Note: Significant decrease in the number of single-family attached units between 2000 and 2010 was most likely due to a change in the way the Census categorized such units.

Sources: Census, 2000 and 2010; State Department of Finance Population and Housing Estimates, 2015

Age of Housing Units

Seaside is a mature community; over 75 percent of its housing stock is more than 30 years old (Table 7-3) according to the 2010-2014 ACS estimates. Approximately 76 percent of units in the City were built before 1980, including 37 percent that were built before 1960. Typically, housing over 30 years of age is likely to have rehabilitation needs that may include new plumbing, roof repairs, and other repairs.



Rental Unit Apartments in Seaside.

Table 7-3: Age of Housing Units

Year Built	Number	Percent
Built 2010 or later	224	2.1%
2000 to 2009	1,037	9.6%
1990 to 1999	517	4.8%
1980 to 1989	774	7.1%
1970 to 1979	1,668	15.3%
1960 to 1969	2,600	23.9%
1950 to 1959	2,887	26.6%
1940 to 1949	844	7.8%
1939 or earlier	297	2.7%
Total	10,884	100.0%

Source: American Community Survey, 2010-2014 5-Year Estimates

Housing Tenure and Vacancy Status

Housing tenure refers to whether a unit is owned-occupied or rented. Vacancy status reflects the changing relationship between the demand for housing and the availability of desirable units, which influences the cost of housing.

In 1990, 38 percent of Seaside residents owned the units they occupied, while 62 percent rented. By 2000, the homeownership rate had increased modestly to 44 percent. The City's tenure breakdown remained fairly steady over the next decade with only a slight decrease in owner-occupied households (41 percent) and a small increase in renter-occupied households (59 percent) by 2010 (Table 7-4).

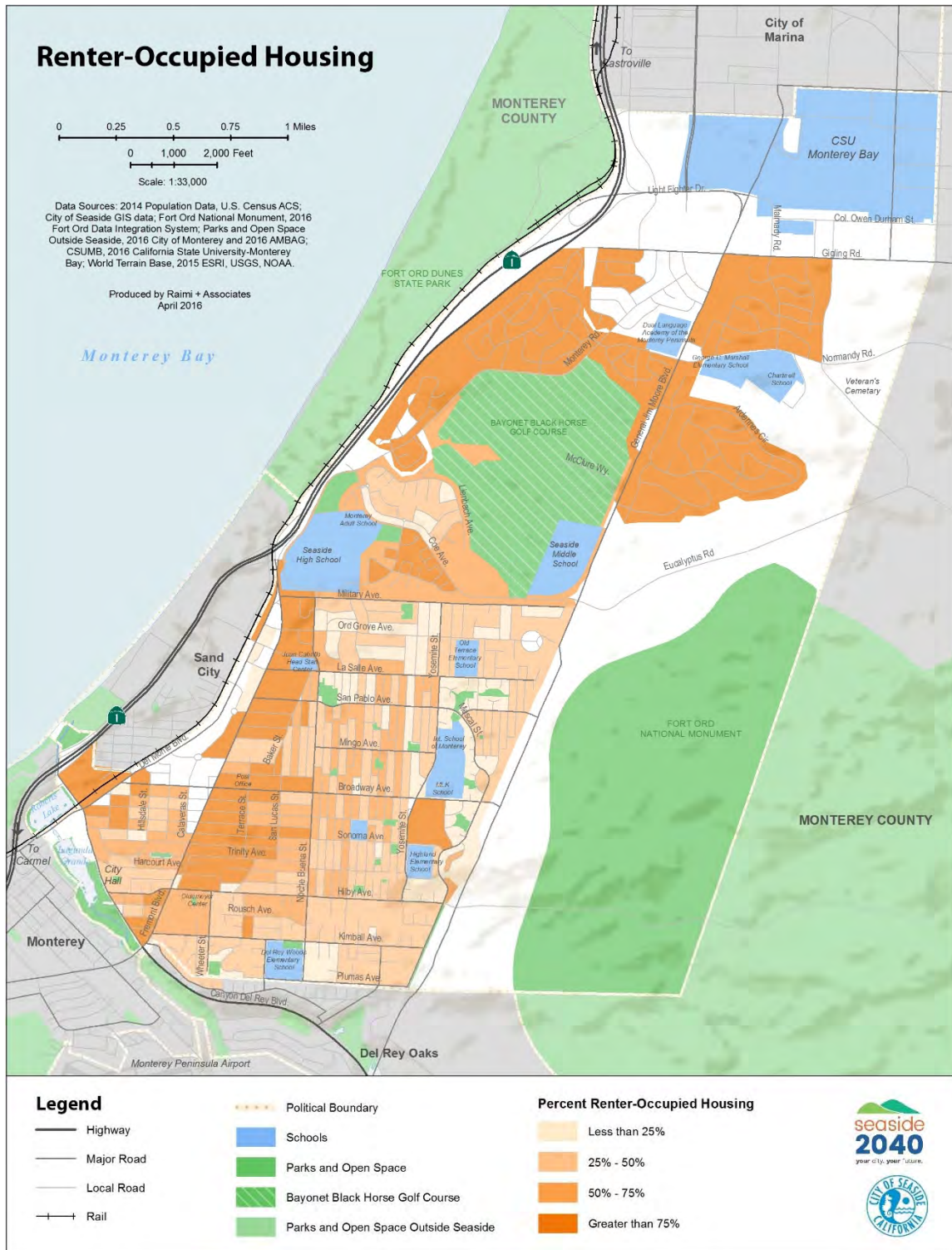
The overall vacancy rate in Seaside was 7.2 percent in 2010. However, the majority of these vacant units were classified as "Other Vacant", referring to units held vacant by owners for other unspecified reasons, including being held for occupancy by caretakers. This means that the actual vacancy rate in the City is considerably lower than the overall recorded vacancy rate. Units considered vacant due to seasonal uses represented less than one percent of all housing units in Seaside.

Table 7-4: Tenure and Vacancy Rates

	1990	2000	2010
Tenure			
Owner	38.0%	44.0%	41.4%
Renter	62.0%	56.0%	58.6%
Vacancy			
Owner	1.5%	2.9%	2.2%
Renter	3.4%	1.5%	4.9%

Source: Bureau of the Census, 1990, 2000 and 2010.

Figure 7-1: Renter-Occupied Housing

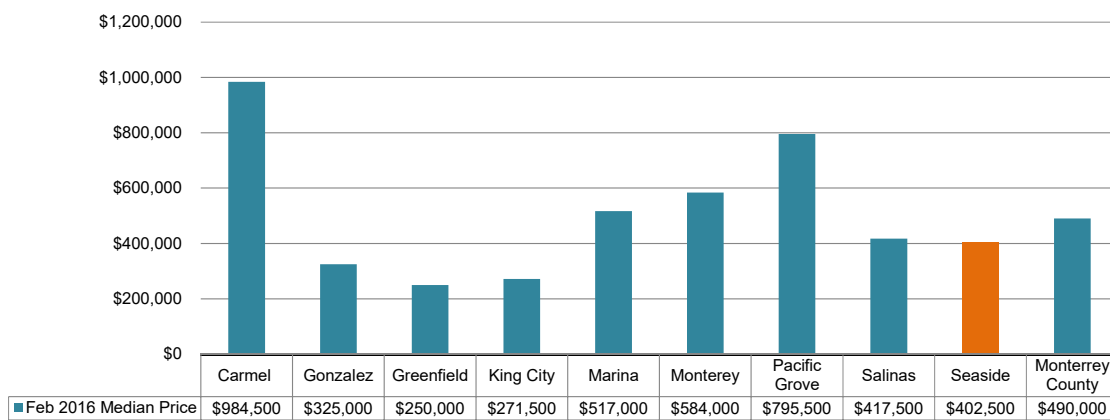


Home Prices, Rents, Affordability, and Crowding

Home Prices

Homes in Seaside are generally more affordable compared to other nearby cities and the County. Figure 7-2 shows current (February 2016) median home price in nine Monterey County cities and the County. The median price in Seaside was among the lowest in the County and more than \$80,000 below the County median. However, home prices in Seaside have been trending upward as previously shown in Figure 3-2, reflecting an improved housing market and increased demand for housing.

Figure 7-2: Current (February 2016) Median Sales Price



Source: Dataquick Real Estate Data (www.dqnew.com; accessed April 2016).

Rental Rates

Similar to home values, median rents in Seaside and in the region have been trending upward (see Figure 3-3 in the Market and Economics section of this report). According to Trulia.com the median rent in Seaside as of December 2015 was \$1,478, higher than the County median of \$1,288.

Specific information on current rental rate by housing type in Seaside was obtained through a review of advertisements on Craigslist in January of 2016. Of the 33 advertised units, most were single-family homes, townhomes or condominiums. Few apartments were listed for rent in the City (Table 7-5). Of the 13 apartment listings found during the rental survey, the average monthly rent was \$1,561 per month. Rental homes were much more



Bay View Community Homes for Rent in Seaside.

abundant in Seaside, but priced higher than apartments. The average price for a rental home in Seaside was \$2,203.

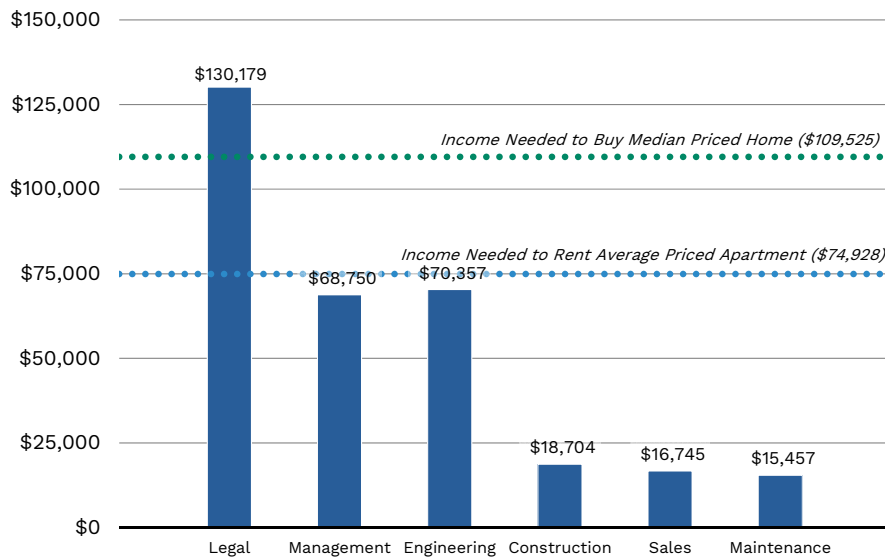
Table 7-5: Rental Rates				
Apartment Rental Rates	Studio	1 Bedroom	2 Bedrooms	3+ Bedrooms
Number of Units Listed	2	7	4	0
Average Rent	\$784	\$1,079	\$1,242	N/A
Median Rent	\$1,045	\$1,200	\$1,550	N/A
Home Rental Rates	1 Bedroom	2 Bedrooms	3 Bedrooms	4+ Bedrooms
Number of Units Listed	2	6	10	2
Average Rent	\$1,333	\$1,853	\$2,388	\$3,200
Median Rent	\$1,333	\$1,838	\$2,325	\$3,200

Source: www.Craigslist.org, accessed January 5, 2016.

Affordability

Often, California housing prices mean that more than one wage earner is required to sustain housing. Based on median earnings from the State Department of Economic Development (Labor Statistics) and housing costs in Seaside, housing is not affordable for low-paying occupations such as retail sales and maintenance. In Seaside, the average wage-earner per household was 1.43, according to the 2010-2014 ACS. Even for households with two or more wage-earners, if they are employed at the low-paying jobs, they would still not be able to afford the median rents or median priced homes in Seaside. These households are usually impacted by housing cost burden and are most vulnerable to sudden changes in economic conditions such as loss of employment. Table 4-3 in the Market and Economics section of this report indicates that over 40 percent of the workers in Seaside are employed in the service sector.

Figure 7-3: Earnings by Occupation and Housing Costs



Sources: American Community Survey, 2010-2014; Affordable housing cost calculations by Veronica Tam and Associates, Inc.

Housing cost burden is defined as spending more than 30 percent of a household's gross income on housing cost (including taxes, utilities, and insurance). As shown in Table 7-6, approximately half of Seaside households are housing cost burdened (49.2 percent). Housing cost burden was more likely to affect renter-households (53.6 percent) than owner-households (43.1 percent).

Table 7-6: Housing Cost Burden			
	Renters	Owners	All Households
Total Households	53.6%	43.1%	49.2%
By Income Level			
Extremely Low Income (30% AMI)	86.1%	62.6%	81.7%
Very Low Income (50% AMI)	86.4%	57.3%	80.4%
Low Income (80% AMI)	62.1%	58.6%	60.9%
Moderate/Above Moderate Income (>80% AMI)	31.2%	37.7%	34.6%

AMI = Area Median Income

Source: HUD Comprehensive Housing Affordability Strategy (CHAS) Data, 2008-2012.

Households with the lowest income levels are more likely to be cost burdened than moderate- and above moderate-income households. The difference for those in the lower income levels may be due largely to those households rarely owning their homes or owning their homes for a long time and having mortgages with lower housing payments. In contrast, cost burden was more common among moderate and above moderate income homeowners than renters. As shown earlier, rents in Seaside are generally affordable to moderate income households; whereas, homeownership was still not achievable to most households in these income levels.

Overcrowding

According to the 2010-2014 ACS, nearly 13 percent of Seaside households lived in overcrowded conditions, defined as one with more than one person per room, excluding bathrooms, kitchens, hallways, and porches. A severely overcrowded household is defined as one with more than 1.5 persons per habitable room. Renter-households made up a larger proportion of overcrowded households than owner-households (Table 7-7). Almost 19 percent of renter-households in Seaside were overcrowded, compared to less than four percent of owner-households. Renter-households were also more susceptible to severe overcrowding.



Homes in Seaside.

Table 7-7: Overcrowded Housing						
Household Income	Renters		Owners		All Households	
	#	%	#	%	#	%
Overcrowded Households (1.01-1.5 persons per room)	829	13.2%	85	2.2%	914	9.0%
Severely Overcrowded (1.5+ persons per room)	339	5.4%	51	1.3%	390	3.8%
All Overcrowded Households	1,168	18.5%	136	3.5%	1,304	12.8%
All Households	6,301	61.9%	3,884	38.1%	10,185	100%

Source: American Community Survey, 2010-2014 5-Year Estimates

Special Needs Populations

Certain groups in Seaside may have greater difficulty finding decent, affordable housing due to special circumstances. Special circumstances may be related to one's age, family characteristics, disability, or employment among others. Table 7-8 summarizes these groups in Seaside. A person or household may be affected by more than one characteristic. For example, a senior living alone may suffer from a disability and living below the poverty level; or, a large household may be a female-headed household and may include a senior member. Therefore, the various categories of special needs presented in Table 7-8 are not mutually exclusive.

Table 7-8: Special Needs Populations

Special Needs Group	# of Persons/ Households	# of Owners	# of Renters	% of Total Persons/ Households
Special Needs Based on Household Characteristics				
Households w/ Members Age 65+	2,176	--	--	21.6%
Senior Headed Households	1,819	13.4%	4.6%	18.0%
Seniors Living Alone	697	4.6%	2.3%	6.9%
Large Households (5+ members)	1,672	3.4%	12.6%	16.0%
Female-Headed Households	3,736	--	--	37.0%
With Children (no Spouse)	720	--	--	7.1%
Special Needs Based on Personal Characteristics				
Persons with a Disability	2,899	--	--	8.9%
Farmworkers (Total of Agriculture, Fishing, Hunting, Forestry)	212	--	--	1.5%
Residents Living Below Poverty	5,913	--	--	18.2%
Homeless	259	--	--	11% of Co. homeless
Military Personnel	1,180	--	--	4.6%
Students (Total enrolled)	3,972	--	--	12.6%

Sources: Bureau of the Census, 2010; American Community Survey, 2010-2014; 2015 Monterey County Homeless Point-in-Time Census and Survey; Enrollment Fast Facts for Fall 2015, Cal State Monterey Bay.

Recent Trends and Planned Projects

Recent Residential Building Activities

Between 2010 and 2015, the City's housing stock increased by only 41 units. Based on the City's building records, residential construction activities have been at a standstill in recent years. No residential building permit was issued in 2014, and only one single-family unit was constructed in 2015 and another single-family home has been permitted in 2016 thus far. In addition, a 140-bed Senior Assisted Living project is pending.

Residential Development Opportunities

Areas with residential development potential include:

- Parcels within the **West Broadway Urban Village Specific Plan** are designated for a range of residential densities. Up to 60 units per acre is allowed and mixed use projects must have a minimum density of 30 units per acre.
- **Monterey Downs** proposes to include 1,280 residential units, including 426 multi-family and 854 single-family homes of various densities and types.

- The **Long Range Property Management Plan** of the Seaside Successor Agency identifies a number of agency-owned properties that may be disposed for development in the future (discussed further later). Only six of those properties are identified as potential sites with residential/mixed use development potential.

Table 7-9: LRPMP Residential/Mixed Use Sites			
Site	Size	Zoning	Recommended Disposition Strategy
1533-1535 Del Monte Boulevard (Site 8)	0.88 acre	MX-WBUV	To be sold
Broadway Avenue and Terrace Street (Site 9)	2.57 acres	CMX	
1264-1284 Broadway Avenue (Site 10)	0.53 acre	CMX	
1600 and 1624 LaSalle Avenue (Site 11)	0.32 acre	RM	
Surplus II Planning Area (Site 16)	67.01 acres	CMX	Transfer to City and retain for future development
Tank Site (Site 17)	38.40 acres	R-12	

Long Range Property Management Plan, City of Seaside, 2015

Existing Plans, Policies, and Programs

Several existing plans, policies, and programs will influence this Housing Element update:

2009-2014 Seaside Housing Element (Fourth Cycle): The Housing Element is a mandated element of the General Plan and must include the following key components: an assessment of the existing and projected housing needs; a review of constraints and opportunities for the improvement and construction of housing; and a plan of action to address the identified housing needs. The 2015-2023 Housing Element is the fifth cycle of the update that covers the specific planning period of December 15, 2015 through December 15, 2023. The 2009 Housing Element identifies a number of housing programs to be funded with Redevelopment funds. With the elimination of Redevelopment, this update must take a critical review of the housing programs that can be funded with existing and realistic potential funding available to the City. With the changing market conditions, modifications to other housing programs may also be appropriate.

2014-2023 Regional Housing Needs Allocation (RHNA): The RHNA establishes the total number of housing units that each city and county must plan for within the planning period. Based on the adopted RHNA, each city and county must update its Housing Element to demonstrate how the jurisdiction will meet the expected growth in housing need over this period of time. The Association of Monterey Bay Area Governments (AMBAG) is responsible for assigning the allocations to cities and counties for two of the three counties within the Monterey Bay Area – Monterey and Santa Cruz. This RHNA covers the planning period from January 1, 2014 to December 31, 2023. The allocation is based on the 2014 Regional Growth Forecast housing needs and employment growth over the planning period. The City of Seaside is assigned a

RHNA of 393 units, divided into the following income distribution: 95 very low income; 62 low income; 72 moderate income; and 164 above moderate income.

2015-2020 Consolidated Plan: The Consolidated Plan outlines the housing and community development needs in Seaside and the potential use of Community Development Block Grant (CDBG) from the U. S. Department of Housing and Urban Development (HUD) to address the priority needs. Annually, the City receives approximately \$360,000 under the CDBG program. The 2015-2020 Consolidated Plan identifies the following primary goals: 1) enhance access to social services; 2) provide quality infrastructure; 3) improve accessibility for persons with disabilities; 4) address blight and nuisance; 5) rehabilitate existing affordable housing; and 6) construct or upgrade public facilities.

Long Range Property Management Plan (LRPMP): A key component of the dissolution of redevelopment agencies is the requirement that all successor agencies prepare a Long Range Property Management Plan (LRPMP) that governs the disposition and use of the non-housing properties owned by the former redevelopment agency. At dissolution, the Redevelopment Agency of the City of Seaside owned properties located at 19 sites. The LRPMP identifies three disposition strategies:

- 1) Properties to be transferred to the City and retained for government use;
- 2) Properties to be transferred to the City and retained for future development; and
- 3) Properties to be sold

Table 7-9 earlier identifies the six sites with potential for residential/mixed use development and the recommended strategies for disposition.

Issues and Opportunities

- **Demographic shifts.** Several shifts in the City's population and household compositions have implications for housing demand (see also the Demographic and Socio-Economic Profile of this report). Specifically:
 - o Increased young adults (18-24) due to increased enrollment at the CSUMB;
 - o Decreased adults in the family-forming age (25-44);
 - o Increased senior population (65+); and
 - o Increased single households, including seniors living alone.

These trends typically lead to demand for smaller housing units and alternative housing options compared to traditional single-family homes, including options for rental housing.

- **Housing problems relating to housing age, cost burden, overcrowding, and mismatch between housing needs and supply.**
 - o At least 75 percent of the housing stock is more than 30 years old, the age when rehabilitation or substantial repairs may be needed.
 - o About 75 percent of the housing stock is comprised of single-family homes, with 41 percent of the households being owner-households. This implies a significant portion of the City's single-family homes are being used as rentals.

- o While both home prices and rents are increasing, renter-households are disproportionately impacted by housing problems such as cost burden and overcrowding. Approximately 54 percent of the renter-households vs. 43 percent of the owner-households are experience housing cost burden. Overcrowding is also more prevalent among renter-households at 19 percent compared to four percent of overcrowded owner-households.
- **Mismatch between housing preferences and available housing types.** The Seaside housing market does not provide sufficient housing that is affordable to lower income households such as those with service occupation jobs or CSUMB students, staff, and recent graduates.
- **Slow residential growth.** Between 2000 and 2015, the City's housing stock actually declined by 92 units. The combined effects of the water shortage, housing market crash, and a slow recovery have led to a virtual standstill in residential development in recent years. However, the City is beginning to see revived interests in residential development.
- **Water supply.** The Monterey Peninsula has long faced water supply challenges that have hindered new residential development opportunities. Seaside has a remaining water allocation balance of 43 acre-feet (in the former FORA), a majority of which is appropriated for proposed economic development projects, which include mixed use projects. The City's development strategy is to focus on mixed-use developments to promote balanced jobs and housing growth.

8. Parks + Public Facilities

This chapter provides a general overview of the City of Seaside existing parks, recreational facilities, educational and public facilities, and public services such as police, fire, emergency response, and solid waste.

Existing Park and Recreation Sites and Facilities

The City of Seaside owns 28 park and recreational sites totaling approximately 51 acres. Within the Seaside city limits, there are other large open space areas, including the Bayonet and Black Horse Golf Courses (349 acres), the Fort Ord National Monument (918 acres), and the Landfill Dune Preserve (6 acres). These additional open space areas total 1,273 acres. Figure 8-1 shows the location of parks within Seaside, and Table 8-1 provides information about each park's size, type, and condition.



Manzanite Stuart Park in Seaside.



Soper Park.

There are also existing park and recreation sites located within the military housing on former Fort Ord lands. An inventory of these sites and facilities does not exist, and these sites are not included in the following analysis. Access to these sites may be restricted to military residents and their guests.

Figure 8-1: Parks and Open Space Facilities

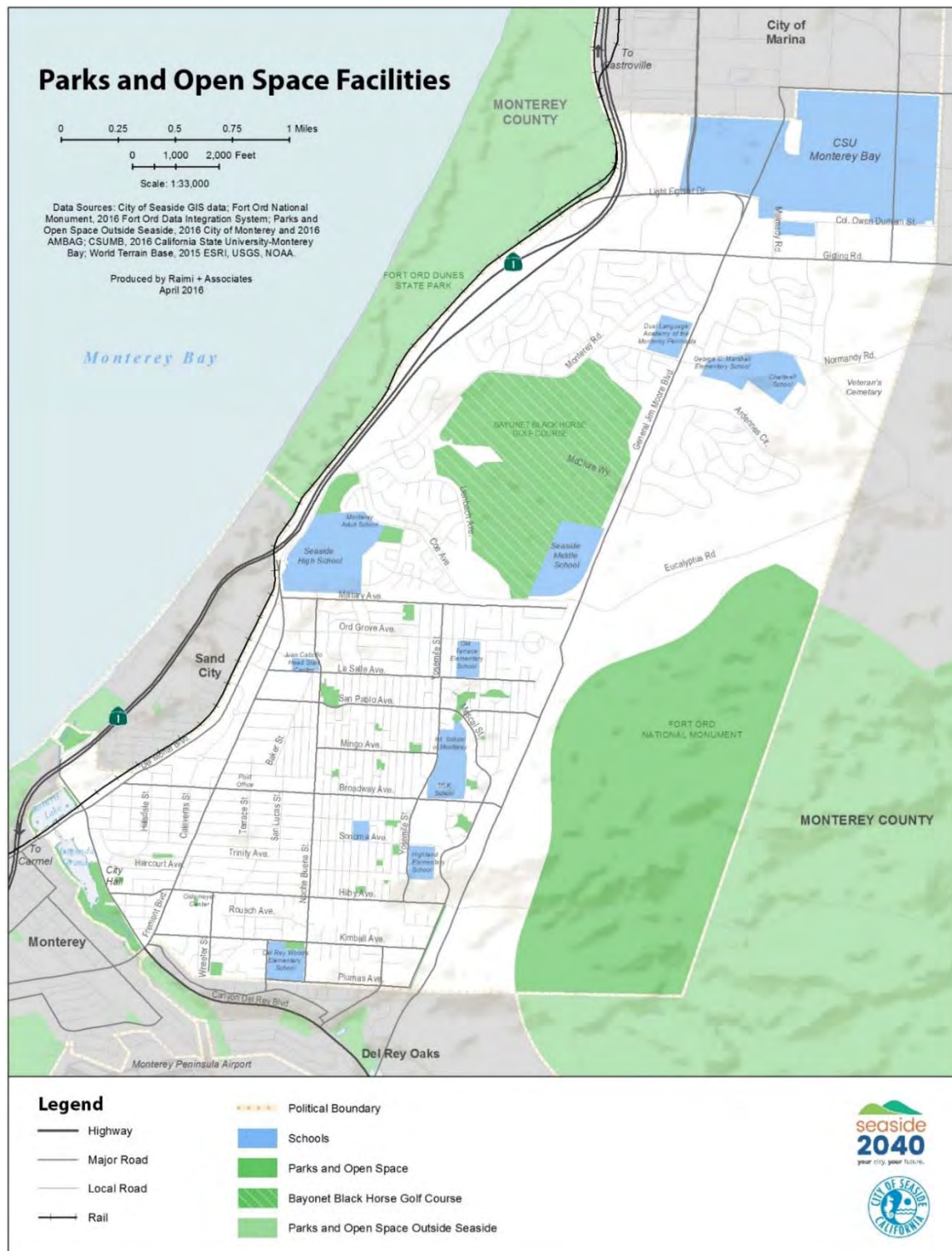


Table 8-1: Parks and Recreational Areas by Type			
	Acres	Type	Condition
Beta Park	1.1	Mini	Good
Capra Park	0.8	Mini	Poor
Durant Park	0.5	Mini	Good
Ellis Park	0.4	Mini	Fair
Farallones Park	0.8	Mini	Good
Fernando-Montgomery Park	0.1	Mini	Fair
Highland-Otis Park	1.2	Mini	Good
Juarez Park	0.1	Mini	Fair
Manzanita-Stuart Park	0.8	Mini	Poor
Martin Park	0.6	Mini	Good
Portola Leslie Park	1.1	Mini	Poor
Sabado Park	0.4	Mini	Poor
Trinity Park	0.8	Mini	Good
Havana Soliz Park	2.6	Neighborhood	Fair
Lincoln Cunningham Park	2.9	Neighborhood	Fair
Mescal-Neil Park	2.2	Neighborhood	Fair
Metz Park	2.1	Neighborhood	Good
Pacchetti Park	1.7	Neighborhood (Dog Friendly)	Good
Cutino Park	5.6	Community	Good
Soper Field and Community Center	4.2	Community	Good
Laguna Grande Park	10.7	Regional	Good
Roberts Lake Area	5.7	Regional	Good
Fort Ord National Monument (within City)	918.7	Regional	-
Wheeler Tennis Courts	1.6	Special Use	Good
Oldemeyer Center	2.4	Special Use	Good
Pattullo Swim Center	2.0	Special Use	Good
Stephen E. Ross Memorial Park	1.3	Special Use (modular office buildings now occupy a portion of the park)	Fair
Youth Education Center	1.1	Special Use	Good
Encanto Park	0.2	Undeveloped	-
Bayonet and Black Horse Golf Courses	359.6	Golf Course	Good
TOTAL	1,333.3	-	-

Source: Parks, Recreation, and Community Services Plan, 2005

Park Types

Community park systems are composed of different types or classes of parks. Each park type provides different recreational opportunities, and each services different geographies and segments of the population. The following section describes the types of parks in Seaside to help understand baseline conditions in the City.

- **Mini-parks.** Mini-parks are small single-purpose play areas designed primarily for small child use or as small oases to break up urban areas. Due to their size

(less than an acre), the facilities are usually limited to a small open grass area, a children's playground, and a small picnic area. Mini-parks serve people living within walking distance.

- **Neighborhood parks.** Neighborhood parks are one to five acres in size and serve people living within walking and bicycling distance of the park. Typical facilities found in a neighborhood park include: playgrounds, picnic areas, trails, open grass areas for passive use, outdoor basketball courts, and multi-use open grass areas for practice fields.
- **Community parks.** Community parks typically range from five acres to ten acres and serve people living within a short drive of the facility. Community parks should provide active recreational uses which include facilities such as athletic fields and swimming pools. A community park should also provide for passive recreational opportunities, such as waling, viewing, sitting or picnicking as well as community center or facility for group uses. Cutino Park and the Soper Field and Community Center are community parks.
- **Regional parks.** Regional parks are large recreational areas designed to serve an entire region, often beyond the city limits. These areas provide unique recreational opportunities and are often managed by county, state, or federal agencies. Examples of regional parks in Seaside in the Fort Ord National Monument, the Landfill Dunes Preserve, and Laguna Grande Park.
- **Special use areas.** Special use areas are miscellaneous public recreation areas or land occupied by a specialized facility. Some of the uses that fall into this classification include special purpose areas, community gardens, single purpose sites used for field sports or sites occupied by buildings. Five special use areas were identified in Seaside, including the Oldemeyer Center, Wheeler Tennis Courts, and the Pattullo Swim Center.
- **Golf course.** The City owns two 18-hole golf courses: the Bayonet and Black Horse Courses.

Table 8-2 summarizes the number and acreage of park and recreational sites by type. The City has a large number of mini-parks (13) compared to all other types of parks. The City has five neighborhood parks and two community parks.

Table 8-2: Park and Recreational Area by Type		
Park and Recreation Type	Number	Acres
Mini-Park	13	8.7
Neighborhood Park	5	11.5
Community Park	2	9.8
Regional Park	3	935.1
Special Use Area	5	8.4
Golf Course	2	359.6
Undeveloped	1	0.2
Total	31	1,333.3

Park Service Ratio

To understand park level of service, an existing park service ratio was calculated for the City of Seaside. Park level of service is expressed in park acres per 1,000 residents and is shown in Table 8-3.

Table 8-3: Current Ratio of Park Land or Facilities to Population		
<i>Recreation Area</i>	<i>Number of Acres</i>	<i>Current Ratio</i>
Total City-owned Parks and Recreation Area	50.7 acres	1.5 acres / 1,000 Residents
Total Parks and Recreation Area (including Bayonet and Black Horse Golf Course, Fort Ord National Monument, and Landfill Dune Preserve)	1,323 acres	39.2 acres / 1,000 Residents

For existing City-owned parks, the service ratio is 1.5 acres of park space per 1,000 residents. The current ratio is below the California Quimby Act target of 3.0 acres per 1,000 acres (Government Code Section 66477). Meeting a standard of 3.0 acres per 1,000 residents would require an additional 50.5 acres of new parks. Adding the Bayonet and Black Horse Golf Courses, the Fort Ord National Monument, and the Landfill Dune Preserve to the total City-owned parks increases the park service ratio to 39.2 acres of park space per 1,000 residents in Seaside.

Park Conditions

The 2005 Park and Recreation Master Plan identified the current condition of parks in Seaside as a major challenge. However, the City has improved parks over the past several years using CDBG funding to enhance overall park conditions within the City. As shown in Table 8-1, ten parks are in fair and poor conditions and require renovations including new irrigation systems, upgraded turf, replacement landscaping, replacement of children's play equipment, and the addition of signage, trash and recycling bins, drinking fountains, and benches. Delayed park maintenance has contributed to the park quality decline and has left the City with deteriorated facilities.¹

Recreation Facilities and Services

Along with the park and recreational sites, Seaside owns a variety of recreation facilities, including the Pattullo Swim Center and the Bayonet and Black Horse Golf Courses (managed separately). The City also owns sport facilities such as fields and courts, which are incorporated into existing park and recreational sites. These sport facilities include three youth baseball/softball fields but no soccer fields. In addition to these facilities, the City also manages recreation spaces including the Oldemeyer Center, the community building



Baseball field at Soper Park.

at Soper Field, and the Youth Education Center. These centers are designed primarily for large group gatherings and provide activities for all age groups.

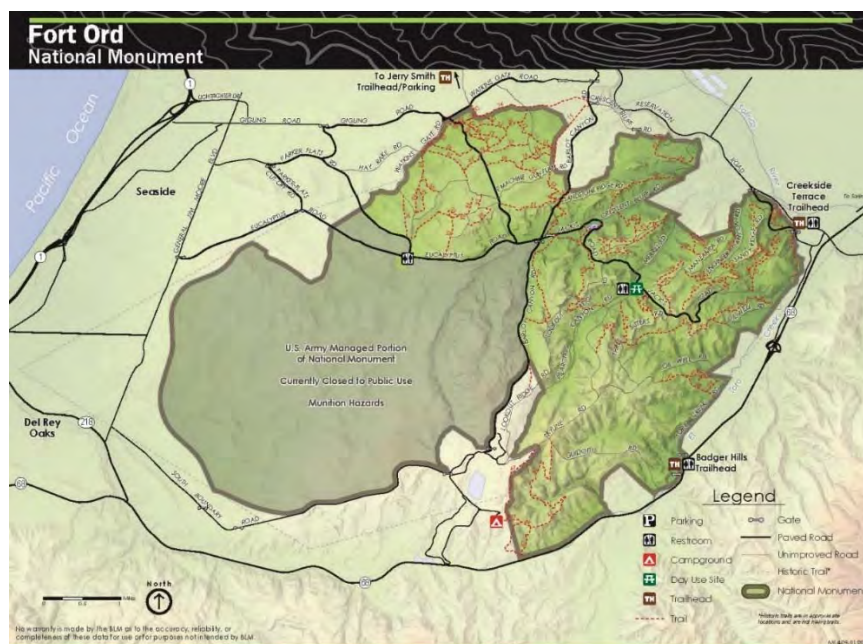
Other agencies such as the Monterey Peninsula Unified School District (MPUSD) also own and maintain sports facilities within Seaside as well as Monterey and Marina. Combined the City and other agencies operate a variety of outdoor recreational facilities in Seaside, including one regulation baseball field, four youth baseball fields, ten multi-use fields, three adult softball fields, four soccer fields, one football field, ten tennis courts, thirty-seven outdoor basketball courts, thirteen gymnasiums, and one indoor pool. However the City does not have a joint-use agreement with the Monterey Peninsula School District in place that would allow public use of the MPUSD facilities on the weekends. The City is in the process of changing this.

These facilities are maintained by MPUSD and are assumed to be in good condition and may only need minor renovations in the future. While these facilities provide much needed amenities, there is still a need for more indoor fitness facilities and organized sports for adults and seniors.²

Fort Ord National Monument

Created in 2012, the Fort Ord National Monument offers world-class hiking, biking and equestrian trails for residents and visitors to Monterey County. Located on the former Fort Ord military base, the National Monument covers over 14,600 acres, including 918 acres in Seaside; however, only 7,200 acres are currently open to the public as shown in Figure 8-2. The remainder of the area, including the portion in Seaside, is undergoing munition hazard cleanup by the U.S. Army.³ The National Monument provides the City with an opportunity to increase park access, and to market the City as the Gateway to Fort Ord.

Figure 8-2: Fort Ord National Monument



Source: Bureau of Land Management

Planned Park and Recreation Facilities

The Park and Recreation Master Plan identified potential future parks, open space, and recreational facilities in the City as shown in Table 8-4. This is the most recently proposed plan, which was not completely implemented, and is over 10 years old. The map highlights the general location for each park. Actual park locations would be determined based on land availability, acquisition cost and property owner's willingness to sell. The location and type of proposed park were decided with the goal of achieving three objectives: 1) provide a passive-use neighborhood park within walking distance of most residents in Seaside, 2) provide a multi-use community park within a convenient bicycling or driving distance of most residents, and 3) provide land for specialized facilities such as sports fields and indoor recreation areas to accommodate community recreation needs.⁴

Table 8-4 Proposed Parks and Recreation Facilities		
<i>Proposed Park</i>	<i>Classification</i>	<i>Acreage</i>
Gigling (N-1)	Neighborhood Park	10 acres
Parker Flats (N-3)	Neighborhood Park	5 acres
Anzio (N-4)	Neighborhood Park	7 acres
Ardenne (N-5)	Neighborhood Park	tbd
Amador (N-10)	Neighborhood Park	tbd
Terrace (N-11)	Neighborhood Park	tbd
Carentan (C-1)	Community Park	50 acres
Highland (C-4)	Community Park	25 acres
Railroad (L-1)	Linear Park	tbd
Poweline (L-2)	Linear Park	tbd
Gateway (OS-1)	Open Space	42 acres
Reservation (OS-2)	Open Space	1000 acres

Source: Parks, Recreation, and Community Services Plan, 2005

The City has also expressed its desire for additional specialized recreation facilities including a skate park, group picnic area, amphitheater, adventure playground, and off-leash area. The locations of these facilities were not identified in the Park and Recreation Master Plan.

Sports Fields

The City of Seaside lacks adequate sports fields and facilities.⁵ As shown in Table 8-5, the City anticipates 64 fields in the future, including a combination of baseball, softball, and soccer fields. These fields will be developed on both existing park and recreational facility sites or school sites.

Table 8-5: Future Sports Fields in Seaside (Existing Fields in Parenthesis)			
	Baseball	Softball	Soccer
Existing Park and Recreational Facility or School Site			
Cutino Park	(1)		1
Del Rey Woods Elem. School	(1)		1
Elwood Williams Park	(1)		
Seaside Middle School	1	1	(2)
King Elementary	1	1	(2)
Metz Park	(1)		
Seaside High School	(1)	(2)	1
Soper Field	(1)	(1)	1
Juan Cabrillo Elementary School	1		1
Highland Elementary School			1
Monterey International School	1		1
Marshall Elementary School	1		1
Ord Terrace Elementary School	1		1
Stilwell Elementary School	1		1
Proposed Park and Recreational Facility			
Carentan Community Park	4		8
Highland Community Park	6		5
Broadway Regional Park	2		4
Sports Complex	2	4	2
Total	28	9	27

Source: Parks, Recreation, and Community Services Plan, 2005

Existing Plan, Policy, and Program Review

The key City policy documents for parks and open space are discussed below.

2004 General Plan, Conservation and Open Space Element

The Conservation and Open Space Element of the 2004 General Plan provides some general guidance for parks and open space. It calls for a variety of well-maintained public parks and recreational facilities (Policy COS-1.1) and maximizing access to parks and other local and regional activity centers throughout the City (COS-1.3). The element also highlights implementation strategies by identifying the responsible agency/department, funding source, and time frame of when and how these actions should take place.

Park and Recreation Master Plan

The Park and Recreation Master Plan (2005) serves as a resource and complements the Conservation and Open Space Element of the City's General Plan. It summarizes the findings and recommendations for park and recreation services in Seaside and provides policies for developing and maintaining the park system and for financing improvements. The plan also includes a short-term strategy (six-years) for meeting the immediate recreation needs in Seaside. As described above, the Park and Recreation Master Plan identifies and evaluates the existing parks and recreation facilities, assesses the need for additional park land, open space and specialized facilities, establishes criteria and standards for site selection, design, and management of the various areas.⁶

The Parks and Recreation Master Plan provides a list of design and development standards for new and existing parks in the City. These include appropriate amenities and facilities for new parks as well as recommended improvements for existing parks. Although the City has upgraded many of its parks since 2005, much of the Park and Recreation Master Plan has not been implemented.

Fort Ord Base Reuse Plan

The Fort Ord Base Reuse Plan identifies the land reserved for open space on the former base. The Base Reuse Plan recommends adding over 489 acres within the CSUMB and Seaside East planning areas. These include community and neighborhood parks, open space, and the existing 350-acre golf course.

Seaside East Conceptual Master Plan

The 2010 Seaside East Conceptual Master Plan provides land use options for the 495-acre area along both sides of the recently re-aligned General Jim Moore Boulevard and Eucalyptus Road in the Fort Ord National Monument area. The Plan calls for a regional- and city-serving park with significant active and passive recreation facilities including soccer and baseball/softball fields, tennis courts, a skate park, basketball courts, informal open space, picnic areas, and public restrooms.

Police Service

The Seaside Police Department is a full service law enforcement agency that is committed to providing quality police services in partnership with the community to enhance and maintain a safe environment. The Department is co-located with Seaside City Hall at 440 Harcourt Avenue. The Department currently operates with 51 members, comprised of 40 sworn and 11 non-sworn personnel, and responds to more than 46,000 calls for service per year.



SPD at National Night Out 2015 in Seaside. Source: City of Seaside.

In addition to traditional law enforcement services, the Department participates in regional services that include a tactical special response unit, and a violence and illegal narcotics team. Community partnerships include a Police Activities League, a Cadet Program, Neighborhood Watch, a School Resource Officer program, a Youth Resource Center, a Youth Diversion program, and community outreach that incorporate events and participation in the Blue Ribbon Task Force, the Prescription Drug Take Back event, National Night Out, Meals on Wheels during the holidays, and Heroes for Kids.

Fire and Emergency Medical Services

Fire protection, first response emergency medical services, and natural disaster preparedness services in Seaside are provided by the Seaside Fire Department (SFD). The SFD serves as an “all hazards” response force to fires, floods, rescue situations, building collapse, water rescue, rope or high angle rescue, hazardous materials mitigation, trench rescue, and confined space rescue⁷. In addition to conducting fire- and life-safety inspections, training, and public education, the SFD has organized CPR, Smoke Alarm, Hazardous Materials, and Reserve Firefighter programs, participated in city wide fundraisers, and been involved in the Monterey Peninsula Regional Emergency Operations Center (MPREOC) wide-range planning activities throughout the year.⁸



SFD providing fire education to children

The City is served by one fire station with a total of nine firefighters, six engineers, six captains, three battalion chiefs, one office assistant, one fire chief, as well as five reserve firefighters. The SFD, located at the intersection of Broadway Avenue and Yosemite Street, houses five fire engines, three utility trucks, and three SUVs.

Table 8-6 shows the number and types of incidents to which the Department responded within Seaside in 2014. As shown therein, the Department responded to 2,572 incidents, of which approximately 74% were for Emergency Medical Services (EMS). Eighty fires occurred in 2014, which is lower than 2013 (112) and 2012 (87).

Table 8-6: Fire Department Statistics		
	Number of Incidents	Percent of Total
Fires	80	3%
EMS	1,906	74%
Hazmat	117	5%
Service Calls	305	12%
Good Intent	60	2%
False Alarms	97	4%
Miscellaneous	7	Less than 1%
Total All Incidents	2,572	

Source: Fire Department Annual Report, 2014

Response Times

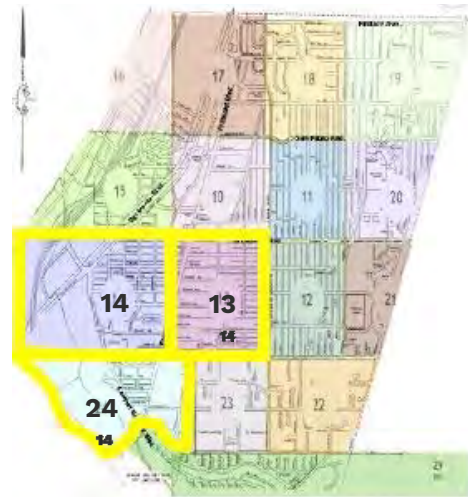
Maintaining low fire and emergency medical response times and high level of service is high priority. The SFD has set an EMS and fire response time standard of 5 minutes or less for all incidents. To achieve this, the 2004 General Plan calls for a standard of 1.0 firefighters per 1,000 residents.⁹ The City's current ratio is just below the current standard at 0.9 firefighters per 1,000 residents.

Excluding mutual aid calls, the average response time is 3.5 minutes. Currently, districts with the highest average arrival times are SW of Noche Buena Hilby, SW of Hilby Wheeler and Seaside Highlands/Coe.

As shown in Figure 8-3, the top 3 districts with the highest call volume are:

- **14:** SW Broadway Calaveras
- **24:** SW Hilby Wheeler
- **13:** SW Noche Buena Broadway

Figure 8-3: Fire Districts



The Fire Department participates in both Mutual Aid and Automatic Aid agreements to accomplish its mission. Our neighboring fire departments provide staffed engine and truck companies to respond on first alarm or greater fire incidents as well as station coverage and requests for medical aid when Seaside units are unavailable due to multiple incident requests.

The City of Seaside Fire Department was recently graded by the Insurance Services Office Public Protection Classification Program and was upgraded from a Class 4/9 to a

Class 2/2; this assists in establishing appropriate fire insurance premiums for residential and commercial properties. By classifying a community's ability to suppress fires, ISO helps the communities evaluate their public fire-protection services.

In order to enhance fire-fighting capabilities in anticipation of reuse and protection of wildland areas of the former Fort Ord lands, in July 2003, the FORA Board authorized the lease-purchase of fire-fighting equipment, including one fire engine for Seaside. The final payment was made in July 2014, formalizing the end of FORA's Base Reuse Plan (BRP) obligation to provide fire-fighting capabilities on former Fort Ord.

Schools

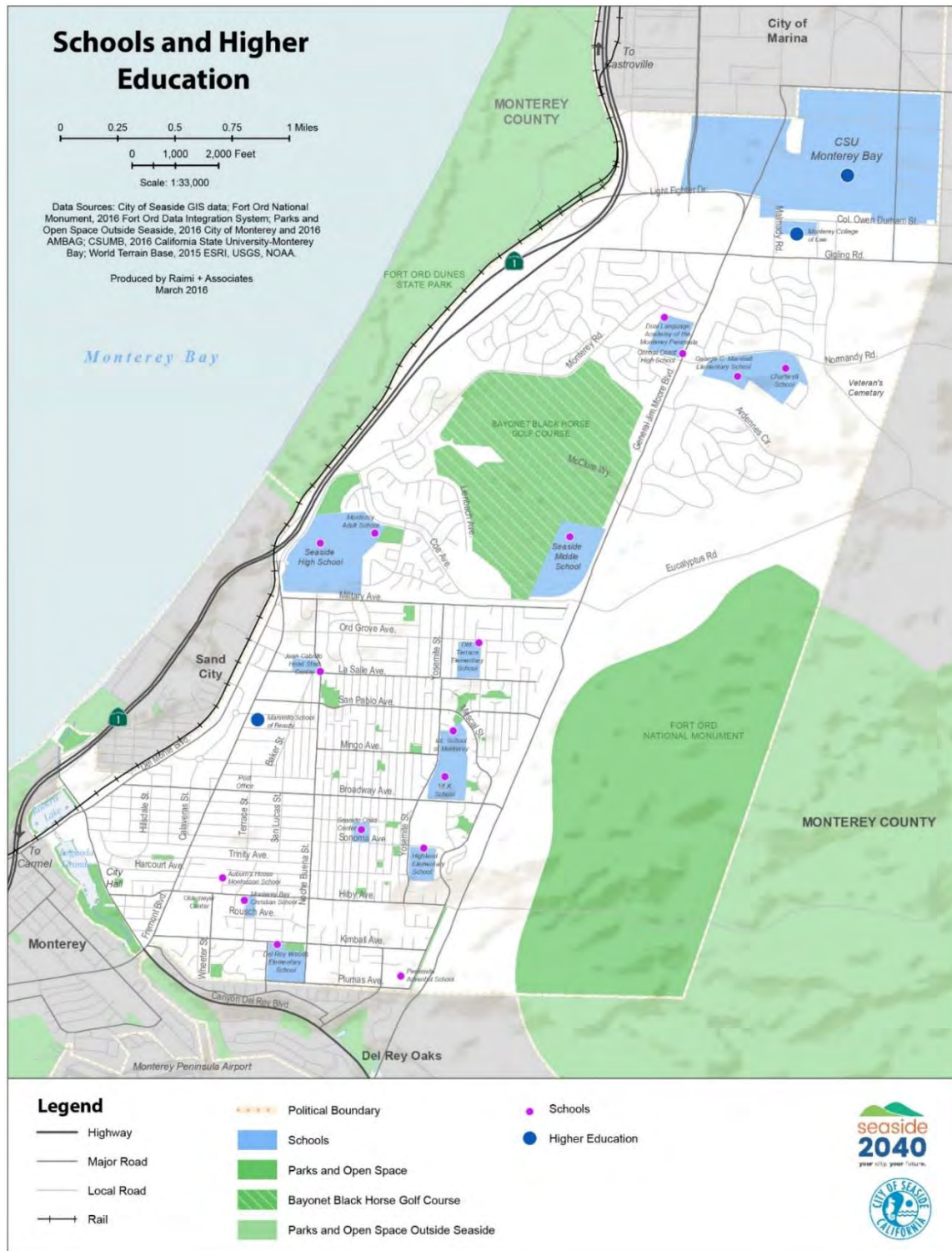
The City of Seaside is located with the Monterey Peninsula Unified School District (MPUSD). There are eight public MPUSD schools in Seaside as shown in Table 8-7 and Figure 8-4. In addition to the MPUSD public schools, there are six private and charter schools in Seaside.

Table 8-7: Schools Serving Seaside		
	Address	Grades
Public Schools		
Highland Elementary School	1650 Sonoma Ave	K-5
Del Rey Woods Elementary School	1281 Plumas Ave	T/K-5
George C. Marshall Elementary School	300 Normandy Rd	K-5
Ord Terrace Elementary School	1755 La Salle Ave	K-5
King Elementary School	1713 Broadway Ave	K-5
Seaside Middle School	999 Coe Ave	6-8
Central Coast High School	200 Coe Ave	9-12
Seaside High School	2200 Noche Buena St	9-12
Private and Charter Schools		
Monterey Bay Christian School	1184 Hilby Ave	K-8
Peninsula Adventist School	1025 Mescal St.	Monterey
Auburn's House Montessori School	1242 Siddall St.	Preschool, K-3
Chartwell School	2511 Numa Watson Rd	K-12
International School of Monterey	1720 Yosemite St	K-8
Dual Language Academy of the Monterey Peninsula	225 Normandy Rd.	K-8
Preschools		
Cabrillo State Preschool	1295 La Salle Ave	Pre-K
Del Rey Oaks State Preschool	1281 Plumas Ave	Pre-K
Ord Terrace State Preschool	1755 La Salle Ave	Pre-K

As shown in Table 8-8, the City is also home to four colleges and other continuation schools for community members seeking higher education. These include CSU Monterey Bay, Monterey College of Law, and Merinello School of Beauty. There is also Monterey Peninsula College, just south of City limits.

Table 8-8: Higher Education in Seaside	
College	Address
CSU Monterey Bay	100 Campus Center
Monterey College of Law	100 Colonel Durham St
Monterey Adult School	200 Coe Ave.

Figure 8-4: Schools and Higher Education



Additional City Facilities

The City of Seaside operates a number of facilities throughout the City, including City Hall and City offices, the Library, the Police Station, the Community Center, and Oldemeyer Center. City Hall is located at 440 Harcourt Avenue and is home to the City Council Chambers and many of the City offices. Oldemeyer Center offers a wide range of meeting rooms offering space for organizations and individuals to host events. It also serves as the primary location for recreational services offering information on youth, teen, adult, and senior activities and programs in the City. The City's Community Center is located at 220 Coe Avenue and, similar to Oldemeyer Center, provides an additional location for city-wide events and activities.



Oldemeyer Center. Source: City of Seaside.

Solid Waste

The City of Seaside currently contracts with Green Waste Recovery to collect solid waste, recyclable materials, organics (including yard trimmings and food waste), and construction and demolition debris. Materials from Green Waste Recovery and the general public (i.e. contractors) are delivered to the Monterey Regional Waste Management District (MRWMD) in Marina for sorting, consolidation, and recovery of recyclable materials. Once sorted at MRWMD, source separated recyclables from single-family and multi-family residences, commercial businesses, dumpster service, and City government buildings are taken to the San Jose Materials Recovery Facility (MRF) for single stream clean recycling. The remainder is disposed of at the MRWMD landfill in Marina. As shown in Table 8-9, in fiscal Year 2014-2015, MRWMD received 31,874 tons of materials from the City of Seaside. According to available data, approximately 32 percent of these materials were diverted from the landfill and 68 percent were disposed of in the landfill^{10,11}.

Table 8-9: Total Generation Waste and Recycling in Seaside, 2014-2015 (tons)

Material Recycled	Seaside	Entire Service Area*
Materials Received	31,874	249,508
Tons Recycled		
Asphalt/Concrete	2,703	21,148
Green Waste	2,087	31,315
MRWMD Materials Recovery Facility	3,327	37,353
Materials Recovery Facility (San Jose MRF)	2,179	
Food Waste	47	1,158
Biosolids Compost	0	22
Total Tons Recycled	10,343 (32%)	90,996 (36%)
Total Tons Landfilled	21,531 (68%)	158,512 (64%)

**Total tonnage recycled at MRWMD from incoming loads of mixed waste. Does not include source separated residential and commercial recycling tons collected and processed by local hauling companies.*

Existing Plans, Policies, and Programs

Plastic Bag Ordinance

Due to their light weight and shape, plastic bags were frequently found in Seaside along local roadways, storm drains, local open space areas, and ultimately the Monterey Bay. In order to reduce litter and protect natural resources, in 2014, the City Council adopted a Plastic Bag Ordinance banning single-use plastic carryout bags and the free distribution of paper bags and reusable bags by certain types of retail establishments, farmers markets, and other special events in the City. The Ordinance went into effect on September 19, 2015.¹²

Integrated Waste Management Task Force

The City of Seaside participates in the Monterey County Integrated Waste Management Task Force. The Task Force Committee assists in coordinating development of city and county source reduction and recycling elements to prepare the county-wide siting elements as required by law. Seaside is one of seven central coast cities and one regional agency that is compliant with the State's Integrated Waste Management Act, which requires cities and counties to divert 50 percent of its waste from area landfills.

Key Issues and Opportunities

- **Funding.** The City has had a difficult time collecting funds to renovate existing parks and build new parks and recreation facilities. There may be opportunities to expand park funding through the adoption of a Quimby or other park mitigation fee ordinance.
- **Lack of neighborhood/community parks.** While Seaside has a large number of parks, nearly half of them are small mini-parks generally less than an acre in size.
- **Poor condition.** Based on analysis conducted for the Park and Recreation Master Plan, many parks were in poor condition and lack adequate facilities. Since that time, the City has upgraded many parks but ten remain in poor condition.
- **Adequate indoor facilities.** There are several indoor facilities including an indoor community center, swimming pool, and youth education center in good condition needing only minor renovations.
- **Few sports fields.** The City maintains only three youth baseball/softball fields and no soccer fields. The Monterey Peninsula Unified School District owns several athletic facilities; however, the City does not have a joint-use agreement with the school district as of yet but is in the process of working out an agreement with the district.
- **Fort Ord National Monument.** The opening of the Fort Ord National Monument presents a significant opportunity for the City. Branding and marketing the City as the gateway to Fort Ord could result in increased economic development and tourism.
- **Police and Fire response times.** Redevelopment of the former Fort Ord lands may result in increased incident response times. Additionally, almost all of the eastern half of Seaside, east of General Jim Moore Boulevard and within the former Fort Ord, is designated as having a very-high fire hazard or moderate fire hazard. New development could be at risk of wildfire.
- **Waste diversion.** Seaside does not meet state-mandated waste diversion rates through its franchise agreement with Green Waste Recovery. The City should continue to coordinate with Green Waste Recovery to increase recycling participation and organics diversion programs; and continue involvement in the Monterey County Integrated Waste Management Task Force to increase diversion rates to meet the requirement to divert 75 percent of waste by 2020. The City could adopt and implement a sustainability action plan that focuses on enhancing and expanding recycling efforts of local businesses, residences, and City government buildings; and encouraging the re-use of materials.

Citations

¹ City of Seaside (2005). Park and Recreation Master Plan.

² City of Seaside (2005). Park and Recreation Master Plan.

³ Bureau of Land Management (2016). Fort Ord National Monument.
http://www.blm.gov/ca/st/en/prog/nlcs/Fort_Ord_NM.html

⁴ City of Seaside. (2005). Parks, Recreation Community Services Plan. Pg 33.

⁵ City of Seaside. (2005). Parks, Recreation Community Services Plan. Pg 33.

⁶ City of Seaside. (2005). Parks, Recreation Community Services Plan. Pg 2.

⁷ City of Seaside. <http://www.ci.seaside.ca.us/index.aspx?page=92>

⁸ Fire Department Annual Report. (2014). City of Seaside. Pg 35.

⁹ Safety Element. (2004). Seaside General Plan. Pg. S-9

¹⁰ GreenWaste Recovery Inc. (2015). Quarterly Report – Seaside, October 1, 2015–December 31, 2015.

¹¹ Monterey Regional Waste Management District. (2015). 2015 Annual Report. http://www.mrwmd.org/wp-content/uploads/2015/12/FINAL-mrwmd_annual_report_2015.pdf

¹² Seaside, City of. 2014. Plastic Bag Ordinance. <http://www.ci.seaside.ca.us/index.aspx?page=521>

9. Conservation + Natural Resource Management

This chapter of the Existing Conditions Report addresses topics related to conservation and natural resource management. This includes an inventory of habitat and species, cultural resources, and visual resources, including public viewpoints, scenic roadways, and night skies.

Habitat and Species Inventory

Habitat in the City can be divided into two main geographies: Seaside proper, which consists of 2.69 square miles; and the former Fort Ord military installation, which consists of 6.44 square miles and comprises approximately 70 percent of the land within the City boundaries.¹ Within Seaside proper the land consists almost entirely of developed areas including some small parks that include predominantly landscaped and ornamental vegetation. A small area of natural coastal habitat is present within the boundary of the City where the City meets the Pacific Ocean. Former Fort Ord generally contains higher-quality contiguous habitats and the majority of the special status species in the City would be expected to occur within the boundaries of former Fort Ord.

Vegetation Communities and Land Cover

Table 9-1 and Figure 9-1 display the major vegetation communities and other land cover types present in Seaside proper and the former Fort Ord.¹ Vegetation communities range from coastal marsh areas to areas with dense forest cover. Descriptions of each vegetation community (but not each land cover type, i.e., sparse vegetation, barren, developed) are provided after Table 9-1.

California mixed evergreen forests are dominated by tree species that retain their leaves throughout the year. They generally occur inland in areas within former Fort Ord that are warmer in summer and that receive less fog and precipitation. Characteristic tree species of this vegetation community include coulter pine, canyon oak, coast live oak, black oak, California bay laurel, big leaf maple, and madrone.

¹ This information is based on data from the United States Department of Agriculture (USDA) Forest Service Landfire GIS database. The Landfire GIS database identifies vegetation communities based on Terrestrial Ecological Systems of the United States.

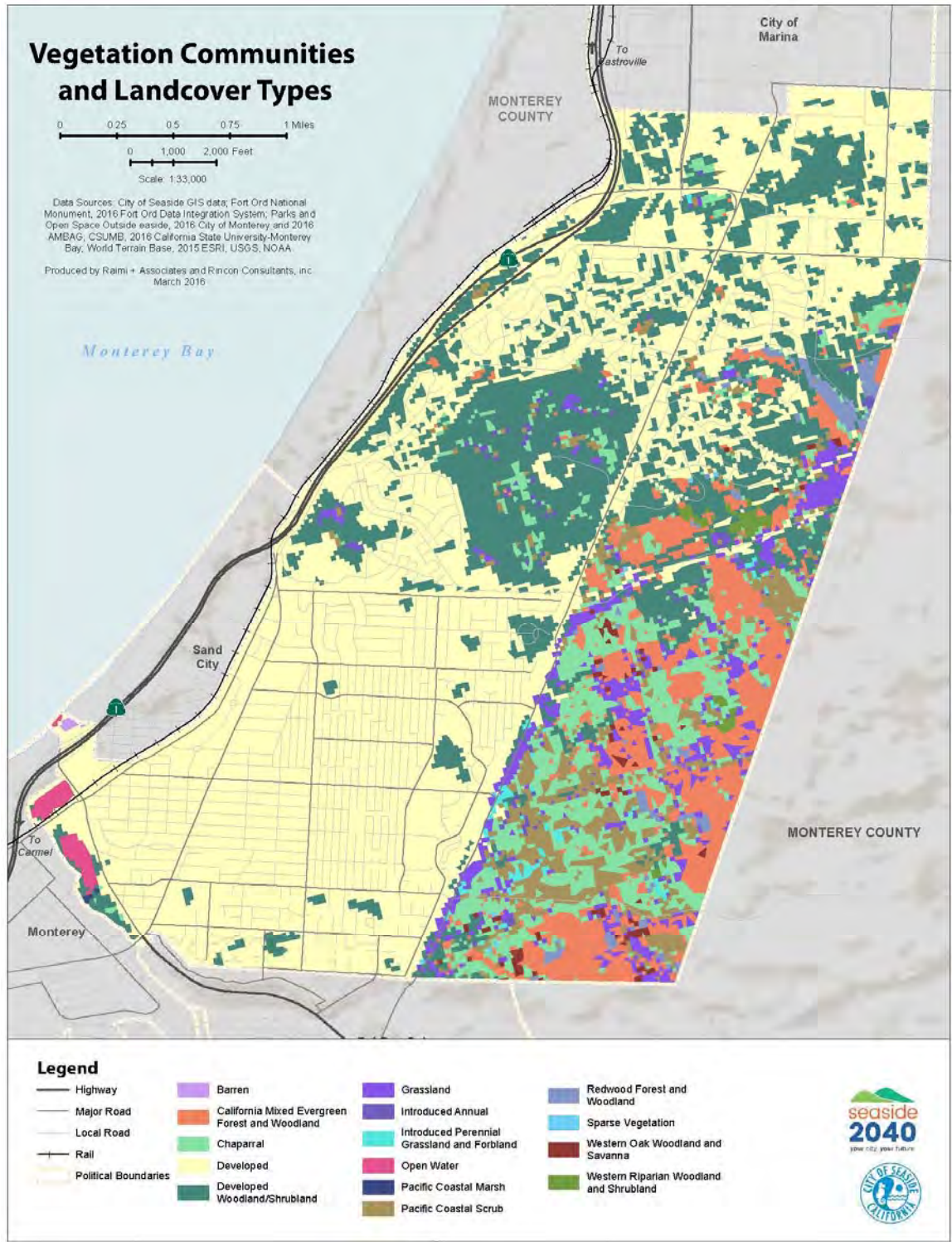
Table 9-1: Vegetation Communities and Land Cover ²		
Type	Acres	Percent
Barren	2.75	0.05%
California Mixed Evergreen Forest and Woodland	500.45	8.72%
Chaparral	481.08	8.39%
Developed	3,077.32	53.64%
Developed Woodland/ Shrubland	1114.67	19.34%
Grassland	172.48	3.01%
Introduced Annual Grassland	26.86	0.47%
Introduced Perennial Grassland and Forbland	22.38	0.39%
Open Water	23.58	0.41%
Pacific Coastal Marsh	0.89	0.02%
Pacific Coastal Scrub	221.66	3.86%
Redwood Forest and Woodland	49.83	0.87%
Sparse Vegetation	1.78	0.03%
Western Oak Woodland and Savanna	22.07	0.38%
Western Riparian Woodland and Shrubland	19.03	0.33%
Total	5,736.82	100.00%

Chaparral is an evergreen plant community found within areas of the former Fort Ord. It is a drought-adapted shrub community usually found on dry slopes and ridges. Chaparral communities are often found on exposed, often south-facing slopes with shallow, rocky soils. This community includes a wide diversity of species. In Monterey County chaparral includes a number of endemic species including several species of manzanita, Monterey ceanothus and Monterey goldenbush. Common species in this community include coyote brush, California coffeeberry, poison oak, and chaparral yucca.

Grassland communities are found within areas of the former Fort Ord containing fine-textured soils, moist or even waterlogged in the winter, but very dry in the summer. Characteristic plant species include, but are not limited to: purple needlegrass, three-awn, common yarrow, blow wives, mountain dandelion, golden stars, golden Brodiaea, soap plant, purple clarkia (*Clarkia purpurea*), Jeffrey's shooting star, blue wildrye, valley wild rye, California fescue, California melic grass, narrow leaved owl's clover, and pine bluegrass.

Introduced annual grassland communities occur within the former Fort Ord in areas of topography of rolling hills and level valleys. The normal green forage period is from February to May. The chief dominant bunchgrass was historically purple needlegrass which is a meter or more tall with large nodding panicles. Other dominants include foothill needlegrass and crested needlegrass. Other important species include California and Hartford melic, Giant wild rye, Squirrel tail grass, Pacific wild rye, June grass, and Blue wildrye. Annuals now dominate the area with wild oats the primary species. Annual bromes, barleys, and fescues make up the remainder of the annual grass complement. Introduced annual forbs are important forage species.

Figure 9-1: Vegetation Communities and Land Cover Types



Introduced perennial grassland and forbland communities are comprised of grasses and forbs introduced during and since the Spanish colonial period. In Seaside, this community is predominantly limited to Old Fort Ord. Characteristic species of introduced forb and grassland communities include, but are not limited to: ripgut brome, soft chess brome, foxtail barley, broadleaf filaree, red-stemmed filaree, wild oats, and Italian rye grass.

Open water habitats occur at Roberts Lake and Laguna Grande. Originally a seasonal estuarine body of water, the Laguna Grande and Roberts Lake complex is now a freshwater marsh and two lakes. It is a portion of the Canyon Del Rey Creek that drains the 13.5 square mile Canyon Del Rey Creek watershed to the southeast. The creek flows through Laguna Grande, then into Roberts Lake, and finally into Monterey Bay. Despite the past disturbance to these wetland, coastal strand and associated communities, these habitats continue to support a variety of vegetation and wildlife. Because of this unusual setting, these coastal zone habitats are biologically and physically significant as a whole in that they represent a unique example of coastal zone plant and wildlife communities. From the sandy beach and dunes of the coastal strand along the edge of Monterey Bay, to the marsh and riparian habitats adjacent to Roberts Lake and Laguna Grande, the open water community contains a transect of coastal zone resources. Both coastal water bodies are frequent foraging and resting sites for resident and migrating water fowl.

Pacific coastal marshes are highly productive communities consisting of herbaceous and suffrutescent, salt-tolerant hydrophytes forming moderate to dense cover less than one meter (approximately three feet) tall. Most coastal marsh species are active in summer, dormant in winter usually segregated horizontally with cord grass nearer the open water, pickleweed at mid-littoral elevations, and a richer mixture closer to high ground. Pacific coastal marsh communities are typically found along sheltered inland margins of bays, lagoons, and estuaries. In Seaside, this vegetation community occurs near Laguna Grande. Characteristic species include, but are not limited to: dodder, inland saltgrass, dwarf spikerush, alkali heath, common gumplant, and Seaside arrow grass.

Pacific coastal scrub vegetation communities include northern California coastal scrub and southern California coastal scrub communities, and are located throughout the former Fort Ord. Characteristic species include, but are not limited to: coyote brush, yellow bush lupine, blueblossom, seaside golden yarrow, sticky monkeyflower, poison oak, California blackberry and California coffeeberry.

Redwood forest and woodlands are moderately dense evergreen riparian forests dominated by California redwood, usually about 260 feet to 330 feet tall. This community occurs in a few locations within the former Fort Rod. The understory often consists largely of sword fern and redwood sorrel.

Sparse vegetation communities are indicated by open space between varying vegetation patch types. Typically foliage covers less than 30 percent of the ground but can often be less than 10 percent. This community occurs within the former Fort Ord.

Western oak woodlands and savannas support the greatest species richness of any vegetation type in the state and are considered important habitats,³ and occur in some areas of the former Fort Ord. Deciduous oak species are the dominant species in the tree cover. Grasses and forbs are present in the understory underneath an open tree

canopy. Characteristic tree species include three species of oak trees (canyon oak, coast live oak, and black oak) as well as many grasses and forbs.

Western riparian woodland and shrubland supports hydrophytes and vegetation that is tolerant of flood disturbance at the bottom of the banks and in the channel. This community occurs within the former Ford Ord, primarily north of Coe Avenue. Within the riparian corridor, dominant plant species include California buckeye, willows, California blackberry, mugwort, and poison oak.

Special Status Plant and Animal Species

Special status species are plants and animals protected under federal and state laws and/or those that are considered rare or at risk by other conservation organizations and are therefore considered for protection under the California Environmental Quality Act (CEQA). Figure 9-2 shows special status species documented within five miles of the City. This figure is comprehensive and includes all species from existing (2016) Federal and State lists, although some species may be of very low distribution or abundance or may not occur within the City limits.

Federally or state listed species with the potential to occur in the City of Seaside include: California red legged frog, California tiger salamander, Monterey gilia, and Monterey spineflower. Several other special status species have the potential to occur within natural habitats, predominantly on the former Fort Ord but also in limited areas of natural habitat and wetland areas of the City. These include burrowing owl, black legless lizard, western pond turtle and prairie falcon.

Wetlands

Figure 9-3 shows estuarine and marine wetlands, estuarine and marine deepwater, freshwater emergent wetlands, freshwater forested/shrub wetlands, riverine, lake, and freshwater ponds in Seaside. These are located within the former Fort Ord and adjacent to Laguna Grande. Wetlands and non-wetland waters provide habitat for a variety of special status plant and animal species and are typically subject to U.S. Army Corps of Engineers (USACE) jurisdiction under the Clean Water Act (CWA). In addition, California has adopted a no-net-loss policy for wetlands. Figure 9-3 also shows the location of coastal zones where development activity falls under the jurisdiction of the California Coastal Commission.

Figure 9-2: CNDDDB and Critical Habitats

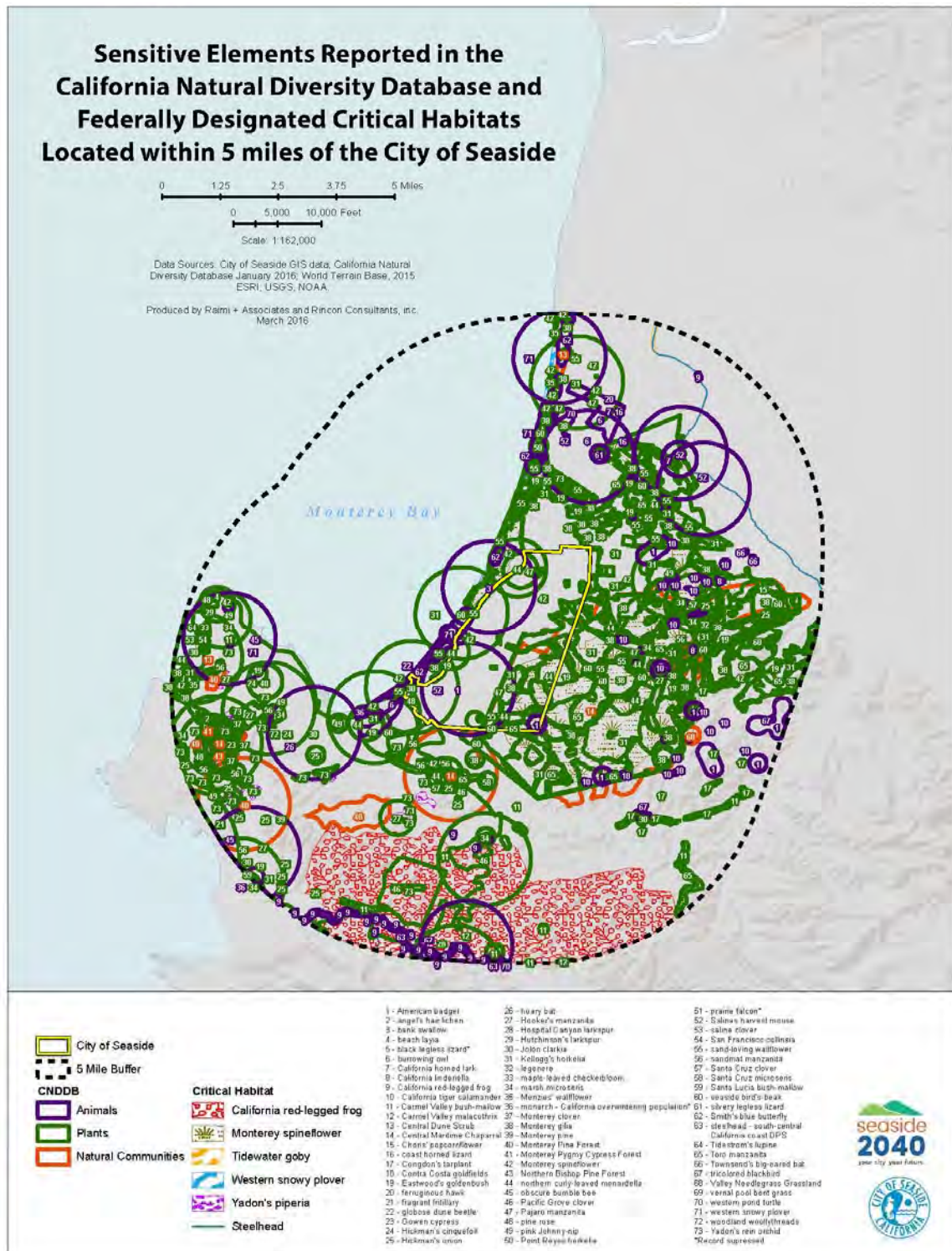
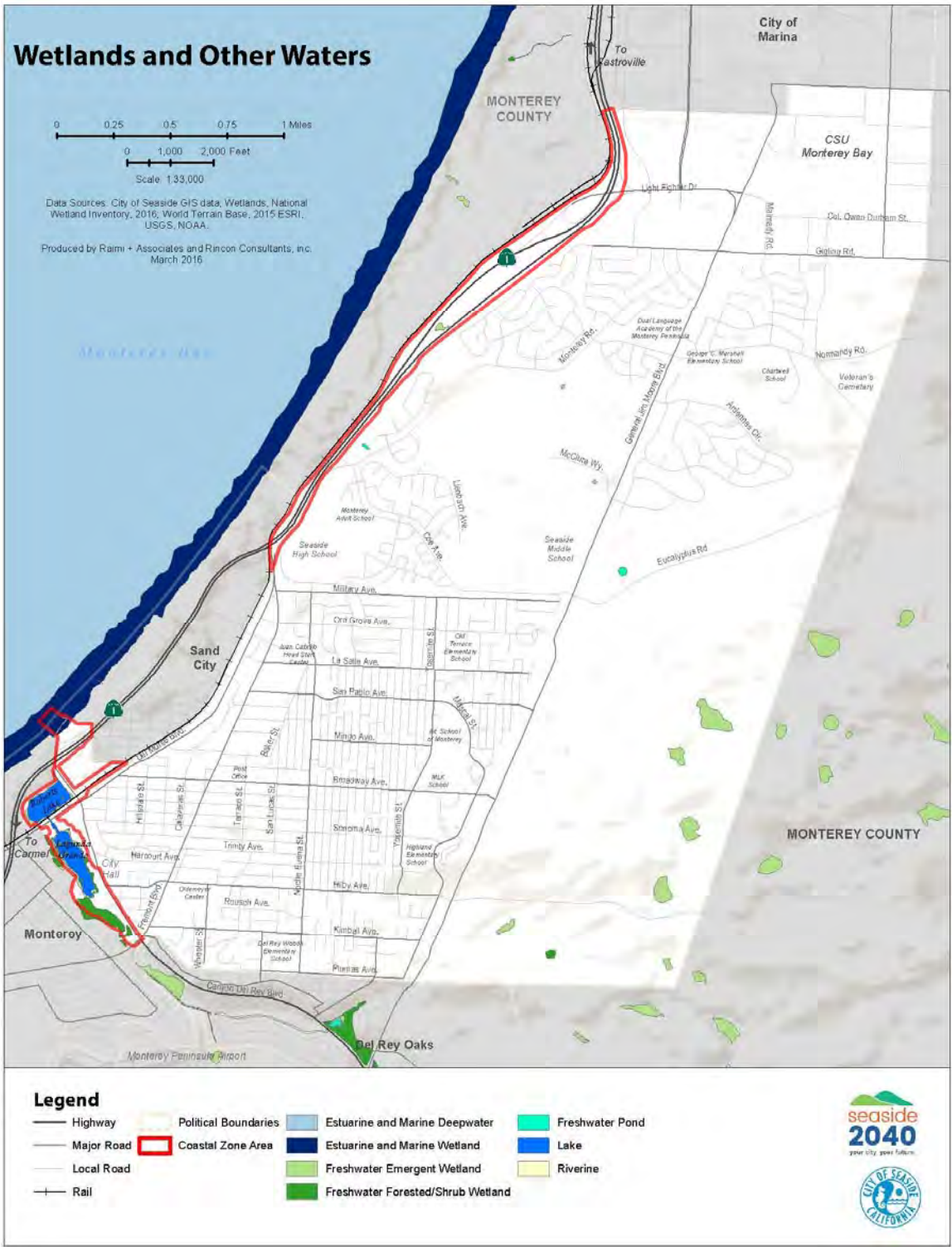


Figure 9-3: Wetlands



Existing Plans, Policies, and Programs

Fort Ord Habitat Management Plan

A multispecies Habitat Management Plan (HMP) was developed by the U.S. Army for Fort Ord to manage unique habitats and a diversity of special status species on the installation.⁴ The HMP establishes guidelines for the conservation and management of wildlife and plant species on the former military base. The Seaside General Plan must be consistent with the HMP and future development within the former Fort Ord must comply with applicable HMP guidelines.

Local Coastal Program Land Use Plan

The City's Local Coastal Program Land Use Plan (LUP) was adopted in June 2013.⁵ The LUP applies to the 90-acre coastal zone within the City and contains policies pertaining to natural habitat areas, water resources, and development in this area.

Cultural Resources

Paleontological Resources

Paleontological resources (fossils) are fossilized remains of plants and animals found below the earth's surface. Fossils are afforded protection by federal, state, and local environmental laws and regulations. The City of Seaside is underlain by five mapped geologic units⁶ as presented in the following list:

- **Alluvium.** Alluvial deposits of variable thickness and composition fill the bottoms of the major hillside drainages. This unit has a low paleontological sensitivity at the surface, but may have a high sensitivity at depth.
- **Sand.** Beach sand deposits consist of unconsolidated, well-sorted, medium- to coarse-grained sand with local layers of pebbles and cobbles. This unit has a low paleontological sensitivity at the surface, but may have a high sensitivity at depth.
- **Older dune deposits.** Coastal dunes consist of sand deposited in an extensive coastal dune field in the former Fort Ord. This unit has a high paleontological sensitivity.
- **Marina terrace.** This unit consists of a uplifted coastal terraces in southwestern Seaside, and has a high paleontological sensitivity.
- **Eolian facies of the Aromas Sand.** This unit consists of moderately well-sorted sand as much as 60 meters thick that contains no intervening fluvial deposits. Paleontological sensitivity is high.

Holocene-aged deposits are generally considered to have low potential for yielding significant fossils because the geological units are too young (i.e., less than about 5,000 years) to contain fossils; however, Holocene deposits can be as old as 11,700 years, and thus, paleontological sensitivity increases with depth where deeper sediments may exceed 5,000 years. Pleistocene-aged geologic units have a well-documented fossil

record throughout California and the western United States,⁷ and the Pleistocene deposits within the City of Seaside (older dune, marine terrace, and eolian facies of the Aromas Sand) are considered to have high paleontological sensitivity.

Cultural Resources

Cultural resources are objects or structures that relate to previous human use of the area, and include archaeological resources and historic built-environment resources. Archaeological resources are often distinguished by whether they are “prehistoric” or “historic.”

- *Prehistoric* archaeological resources are connected to people who occupied the land prior to European settlement.
- *Historic* archaeological resources are connected to the period of European settlement forward. In much of California, this generally starts from the date of the Portola Expedition in the year 1769.

Cultural Setting

Human occupation within the Monterey County area dates back to the Paleoindian Period (ca. 10,000–6,000 B.C.). These early occupants based their subsistence on hunting and gathering with an emphasis on the abundant marine resources found along the Monterey Peninsula.⁸ The first permanent prehistoric settlements in and around the Seaside area occurred around 5,100 years ago with a series of settlements and villages along the coastline.⁹ These settlements may have been occupied by semi-nomadic peoples foraging for coastal resources. This subsistence economy continued until the Spanish Missionization of California that drastically changed the indigenous ways of life.

The City of Seaside lies within an area traditionally occupied by the Ohlone (or Costanoan) people. The pre-contact Ohlone were semi-sedentary, with a settlement system characterized by base camps of tule reed houses and seasonal specialized camps.¹⁰ Ohlone subsistence was based on hunting, gathering, and fishing.¹¹ Seven Franciscan missions were built within Ohlone territory in the late 1700s, and all members of the Ohlone group were eventually brought in to the mission system.¹²

The presidio at Monterey was established in 1770 during what is known as the Spanish Period (1769–1822) in California. The town of Monterey became the capital of Alta (upper) California in 1776 and remained the capital during Spanish and Mexican rule.¹³ Soon after the end of the Mexican revolution in 1822, the Missions were secularized which allowed the Mexican governors of California to redistribute mission lands to private hands. Seventy-two land grants, or ranchos, comprised modern-day Monterey County.¹⁴ The City of Seaside is located on the former lands of the Rancho Noche Buena which encompassed approximately 4,411 acres that was originally granted to a soldier named Juan Antonio Muñoz by Governor Jose Castro in 1835.

California officially became a state in 1850, with Monterey as one of the state’s original 27 counties. Settlement increased during the early American Period, particularly in response to the discovery of gold in the northern part of the state in 1848, which created the California Gold Rush.

In 1888, the subdivision of Seaside was planned by Dr. John L.D. Roberts. Dr. Roberts marketed the subdivision as a shoreline resort and tourist destination due to its close proximity to the Hotel Del Monte, an elegant resort that was a catalyst for much of the Monterey peninsula's tourism industry.¹⁵ In 1917, Camp Ord, renamed Fort Ord in 1940, was established as a training ground, spurring further population growth in the area.¹⁶ The city was incorporated in 1954, although Seaside lost a large amount of acreage to the City of Monterey. The expansion of Fort Ord during the late 1960s through the late 1970s created a demand for housing and services to meet the needs of the growing population.¹⁷ U.S. Army base Fort Ord was deactivated in 1994.¹⁸ Portions of the site are occupied by the campus of California State University Monterey Bay and the Fort Ord National Monument.¹⁹

Known Cultural Resources

According to the Office of Historic Preservation, there are no resources listed on as California Historical Landmarks or Points of Interest and no resources were listed on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) within the City of Seaside. The City of Seaside's current General Plan states that Stilwell Hall and 35 other structures in the East Garrison of Fort Ord are the only properties in Seaside eligible for the NRHP. Areas identified by the General Plan as archaeologically sensitive include the drainage area along the southern border of Seaside, the area of active sand dunes along the coast, and lands east of General Jim Moore Boulevard, within the former Fort Ord.

Existing Plans, Policies, and Programs

Seaside Historic and Cultural Resource Preservation in the Zoning Ordinance

Seaside's Municipal Code addresses Historic and Cultural Resource Preservation in the Zoning Ordinance – Chapter 17.58. The ordinance's purpose is to protect sites and structures identified by the community as culturally and/or historically significant, that contribute to the City's character and identity, and that should be preserved and/or restored. As described previously, this includes Stilwell Hall and 35 other structures in the East Garrison of Fort Ord. The ordinance delineates the procedure for designating historic landmarks and districts as well as the removal of the designation and the procedure for managing alterations and demolitions.

The City of Seaside's Municipal Code defines the duties of their Art and History Commission in Chapter 2.16. One of the Art and History Commission's duties is to make recommendations to the City Council and advise the Council to designate, protect, preserve, enhance and perpetuate structures and areas of historical, architectural and engineering significance.

Scenic Resources

Public Viewsheds

The City of Seaside is situated adjacent to the Pacific Ocean along the Monterey Peninsula. The Monterey Bay, beaches, coastal sand dunes of Fort Ord Dunes State Park, and city views of the Monterey Peninsula provide spectacular views west of SR 1. East of SR 1, the surrounding hillsides provide a backdrop for Seaside. Laguna Grande Regional Park, Laguna Grande Lake, and Roberts Lake can be seen from Del Monte Boulevard, Highway 218/Canyon Del Rey Boulevard, and SR 1, providing a viewshed and gateway into the City.

Seaside increases in elevation gradually from west to east, providing views of the Monterey Bay from the eastern half of Seaside. There is an expansive view near the top of Broadway Avenue, looking downhill from General Jim Moore Boulevard. Similar open views of the Monterey Bay are visible to the west from General Jim Moore Boulevard, in addition to open views of Fort Ord lands to the east. Those golfing or dining at Bayonet and Black Horse public golf course also have views of Monterey Bay. Several views are shown in the photos on the next pages.

Seaside's Local Coastal Plan identifies scenic and visual resources of public importance within the Coastal Zone, Beach Subarea, Roberts Lake Subarea, Laguna Grande Subarea, and Del Monte Subarea.²⁰ Views from each of these areas are described below.

- **Coastal Zone.** Views include Roberts Lake and Laguna Grande, coastal sand dunes, and Monterey Bay.
- **Beach Subarea.** Views include the Monterey Bay and shoreline, coastal sand dunes, and the city lights of Monterey.
- **Roberts Lake Subarea.** Views consist of the emergent wetland and riparian vegetation along the shoreline and fresh water marsh areas that cover approximately 1.5 acres of the lake.
- **Laguna Grande Subarea/Regional Park.** Views include a wetland, park, and channel connecting Laguna Grande Lake and Roberts Lake.
- **Del Monte Subarea.** Views include the surrounding hills of Monterey Bay, Roberts Lake, and Laguna Grande. In addition, the dunes to the south can be seen from several locations along Del Monte Boulevard and Canyon Del Rey Boulevard.



View looking west from General Jim Moore Boulevard.



View near top of Broadway Avenue, looking west.



Looking west from Bayonet and Black Horse public golf course.



Roberts Lake, west of Del Monte Boulevard looking northwest toward Highway 1.



Fort Ord open lands, looking southeast from General Jim Moore Blvd near Broadway Ave.

Scenic Corridors

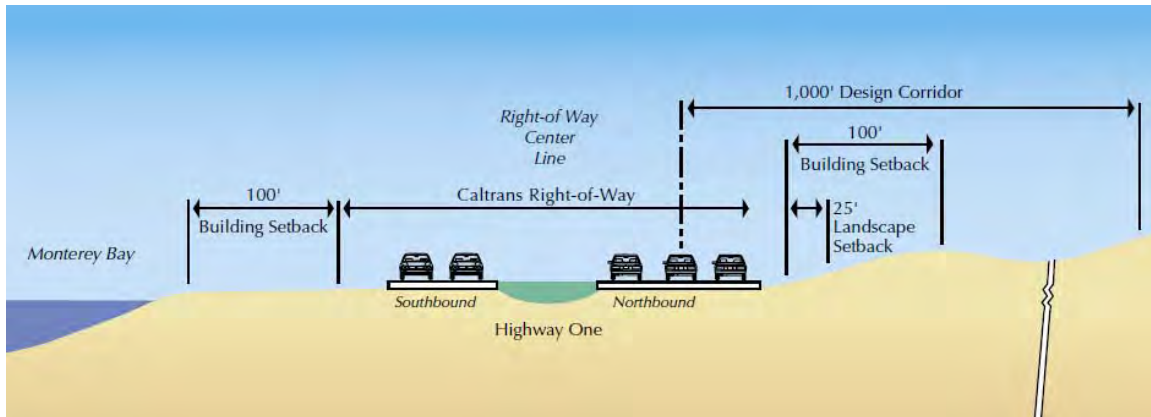
State Scenic Highways

SR 1, an officially designated State scenic highway,²¹ traverses over two miles of the City's western boundary and provides major access to other regional freeways throughout the Peninsula. Views of the coastal dunes within Seaside, Monterey Bay, and the Peninsula are visible from SR 1, as well as the surrounding hillsides to the east, and the wetlands and channels of Laguna Grande Park and Roberts Lake.

Seaside Municipal Code Chapter 17.22.040 includes a Highway 1 Design (H1) Overlay Zone that provides enhanced design standards and development limitations to protect the viewshed of SR 1.²² Proposed development and new land uses are required to comply with the design standards outlined therein.

The FORA Highway 1 Design Corridor Design Guidelines²³ provide a set of guidelines for the creation of design standards and zoning ordinances by jurisdictions with authority along the 30-mile California SR 1 stretch of the former Fort Ord, including Seaside. Figure 9-4 depicts the design corridor cross-section. Specifically, the design corridor includes the future Seaside Gateway Retail area, also known as the North Gateway area (east of SR 1 at Lightfighter Drive); the Military/Residential Communities Initiative Housing Project located east of SR 1, south of Gigling Road, and north of Monterey Road and the Bayonet and Black Horse Golf Course; and future development at Seaside Highlands located at the Coe Avenue and Monterey Road intersection.

Figure 9-4: Highway 1 Corridor Section



Source: FORA, 2005

Local Scenic Roads

The City has identified regional and local roadways that provide scenic views of the Monterey Bay and the surrounding hillsides. In order to improve the aesthetic appeal of the City's roadways and neighborhood, the City cooperates with private developers and volunteers to implement a Streetscape Plan. The intent of the Streetscape Plan is to improve the aesthetic appeal of the City's roadways and neighborhoods. Public and private development is reviewed for consistency with the goals and recommendations of the Streetscape Plan.

Canyon Del Rey Boulevard/Highway 218 is an important scenic resource providing public vantage points and direct views into the City. The Fremont Boulevard/Canyon Del Rey Boulevard intersection is one of the gateways into Seaside. Future redevelopment that is visually cohesive - for example, building designs to include articulate building facades, pedestrian arcades, and public entrances that are highly visible - will be important for this area. The Broadway Corridor offers expansive views of the Monterey Bay. Coordinating the streetscape of this corridor will be important to enhance the views of the bay and improve the visual qualities of the corridor.²⁴

Night Skies

Inappropriate or excessive artificial light, also known as light pollution, can adversely affect the preservation of night skies, directly impact migration and reproduction of wildlife, disrupt sleep patterns in humans, and consume excessive energy. The sources of light pollution include exterior and interior building lighting, advertising, commercial properties, offices, factories, streetlights, and illuminated sporting events.²⁵

Figure 9-5 shows the extent of the light pollution in the Monterey Peninsula, including Seaside, under a night-sky.²⁶ Limiting outdoor lighting below the horizontal will protect the dark skies for the general public and the Monterey Institute for Research in Astronomy. There are opportunities for Seaside to work with private developers to control or shield outdoor light sources towards the downward direction, in addition to addressing light pollution at public facilities.

Figure 9-5: Night-lights Imagery, Monterey Peninsula



Source: Night-lights Imagery by NASA's Earth Observatory, 2012

Issues and Opportunities

- **Vegetation communities.** Roughly 30 percent of Seaside consists of natural vegetation communities that could support special status plants and animals. The majority of natural communities are located within the boundaries of the former Fort Ord, but natural communities are also present in the coastal zone. As most development potential for the City is available within the former Fort Ord, measures to preserve important natural communities should be incorporated into the General Plan Update. Although limited in Seaside, coastal habitat present between the Pacific Ocean and Roberts Lake could be restored where necessary, and managed to support natural vegetation communities and special status species.
- **Critical habitat.** Critical habitat within five miles of the City includes Monterey spineflower, western snowy plover, California red-legged frog, Yadin's piperia, steelhead, and tidewater goby. No critical habitat is located within the limits of the City of Seaside.
- **Special status species.** A number of special status plants and animals have the potential to occur in natural habitat in the former Fort Ord, and within other portions of Seaside, including federal and state listed species such as California red-legged frog, California tiger salamander, and Monterey spineflower.

Protection of these species is an important priority for any future land use options within the former Fort Ord, and protection measures should be incorporated into the General Plan Update. The greatest potential for protection of these species is through protection of high quality suitable habitat and through the restoration of disturbed areas, with the goal to provide areas that would support special status species, and regain the full function and value of the natural communities present within former Fort Ord.

- **Paleontological resources.** Portions of the City of Seaside include geologic formations that may contain fossils. Opportunities for protecting paleontological resources can generally be incorporated as specific measures on a project by project basis, when evaluated by a qualified paleontologist.
- **Cultural resources.** There are at least 36 historically significant sites, including Stilwell Hall and 35 other structures in the East Garrison area that are eligible for the NRHP. Other Significant or important cultural resources may exist within the limits of Seaside. Efforts to identify these resources and implement measures to preserve them should be considered.
- **Former Fort Ord.** The Fort Ord lands, largely undeveloped, provide open space vistas east of General Jim Moore Boulevard. These areas provide an opportunity to capture viewsheds of the hillsides and Fort Ord National Monument as new development takes place. New development there will be governed by the Fort Ord Regional Urban Design Guidelines.

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10. Hazards, Air Quality, and Noise

This chapter of the Existing Conditions Report addresses topics related to hazards and safety. This includes an overview of flooding, sea-level rise, wildfire, geologic hazards, hazardous materials and exposure to toxics, and air quality.

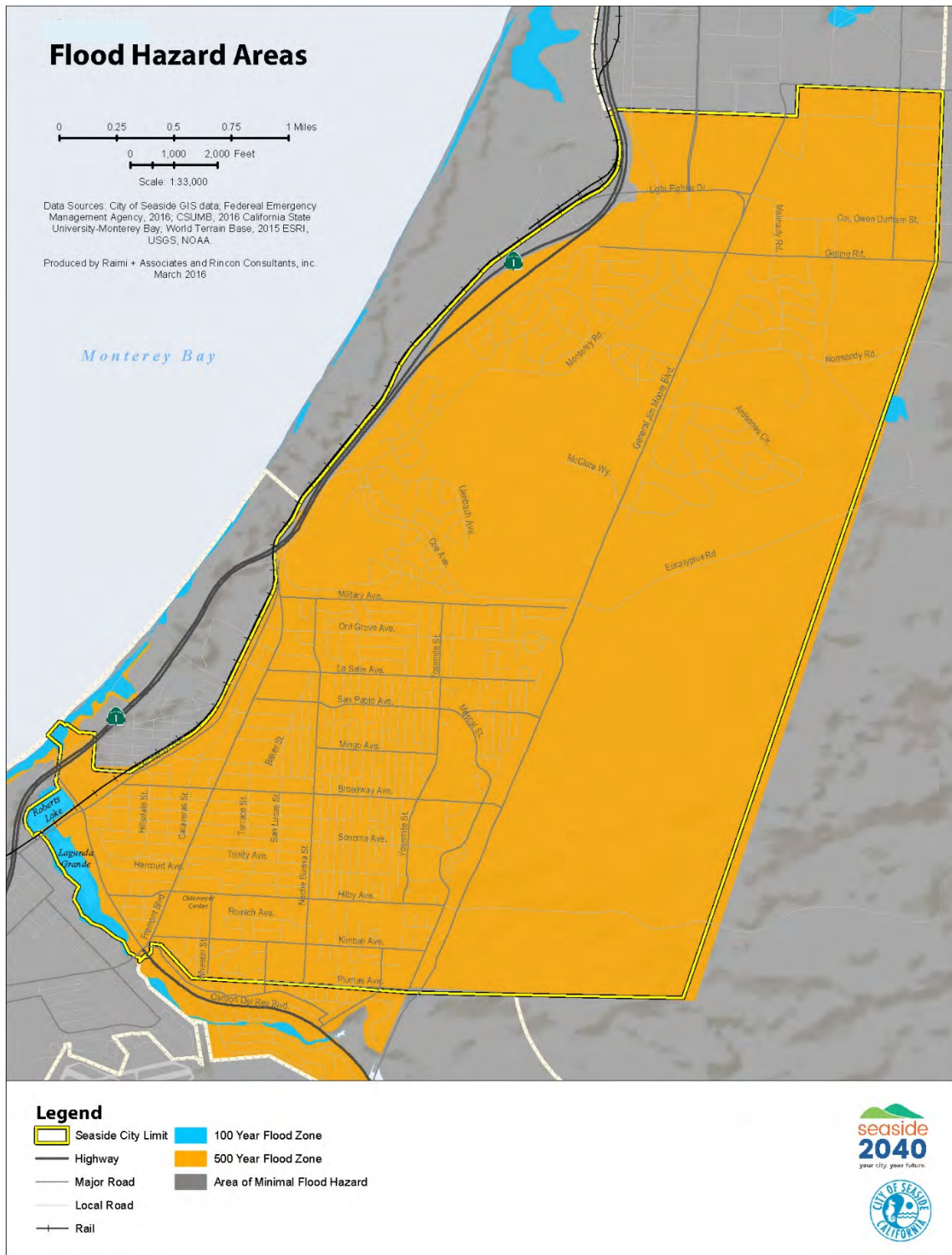
The chapter also summarizes the noise environment in Seaside, including sources of noise and noise policies. “Noise” may best be defined as unwanted sound. Noise is such an important planning issue that the State of California requires every General Plan to include a discussion of noise issues (or a “Noise Element”).

Flooding

Flooding can occur during periods of excessive rainfall or as a result of wave run-up along the coast in conjunction with storms in the Pacific Ocean that bring high tides and strong winds, mainly between November and February.¹ The City of Seaside is susceptible to flooding particularly in the areas shown on Figure 10-1 adjacent to Roberts Lake, Laguna Grande, and associated drainage areas within a regulatory floodway (i.e. Zone “AE” or Special Flood Hazard Area).² These areas are subject to a one-percent-annual-chance-flood, also referred to as 100-year flood. Areas of the City within the floodway and 100-year flood zone are generally not developable given their location within the drainage corridors of Roberts Lake or Laguna Grande Park. Furthermore, the 500 feet of coastline within Seaside is within the coastal flood zone (i.e. Flood Zone “VE”), which is also a 100-year flood zone. The remainder of Seaside is within a 500-year flood zone (i.e. Zone “X”, shaded or Moderate Flood Hazard Area) and is subject to a two-percent-chance-flood-event.^{3,4,5,6}

The Monterey County Water Resources Agency (MCWRA) provides flood control services to the City. MCWRA aims to protect the community from flooding hazards by providing and maintaining adequate flood control facilities. The City also requires developers to provide flood control systems in new development areas that mitigate potential on-site flooding hazards and also avoid increasing flood hazards elsewhere.

Figure 10-1: Flood Hazard Areas



Sea Level Rise

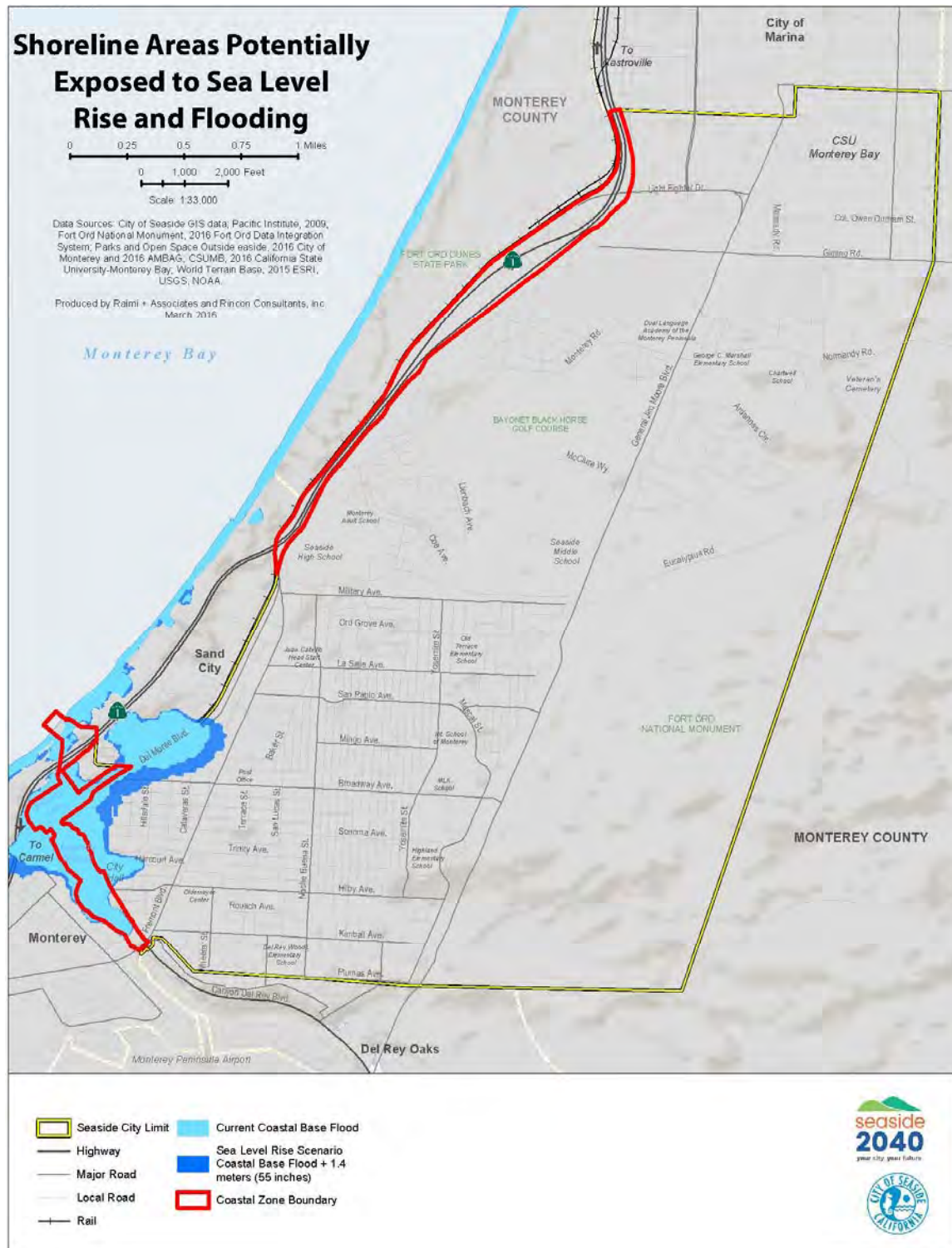
Although the FEMA flood zone maps do not take into account higher sea levels, comprehensive regional projections for the California coast include a sea-level rise, relative to 2000, of two to 12 inches by 2030, five to 24 inches by 2050, and 17 to 66 inches by 2100.⁷

Figure 10-2 shows the areas of the City that would be exposed to coastal flooding in the year 2100 as a result of sea-level rise under a medium-high greenhouse gas emission scenario. This sea-level rise scenario includes the extent of a 100-year coastal flood, based on FEMA 100-year flood elevations, with a sea-level rise of 4.6 feet. As shown in the figure, areas exposed to sea-level rise would include most of the Coastal Zone, including Roberts Lake and Laguna Grande Lake, and the lower elevations of Seaside along Del Monte Boulevard and Canyon Del Rey Boulevard.⁸

In compliance with Executive Order (EO) S-13-08, California state agencies have been incorporating projections of sea-level rise into their coastal planning. Seaside's Local Coastal Plan⁹ includes the following policies related to sea-level rise:

1. Protection of new development from natural hazards (i.e. sea-level rise);
2. Collaboration between jurisdictions and agencies that could lead to the development and successful implementation of adaption measures with the anticipation of sea-level rise;
3. Organization of educational workshops for local citizens to inform them of the concerns and potential impacts of sea-level rise in the Monterey Bay area;
4. Management of sea-level rise hazards including periodic updates to the Local Hazard Mitigation Plan to address the potential impacts sea-level rise will have on the City of Seaside, which should include a vulnerability assessment and Beachfront Area Plan that addresses the impacts sea-level rise will have on the beach subarea.

Figure 10-2: Sea-Level Rise Impacts



Wildfire Hazards

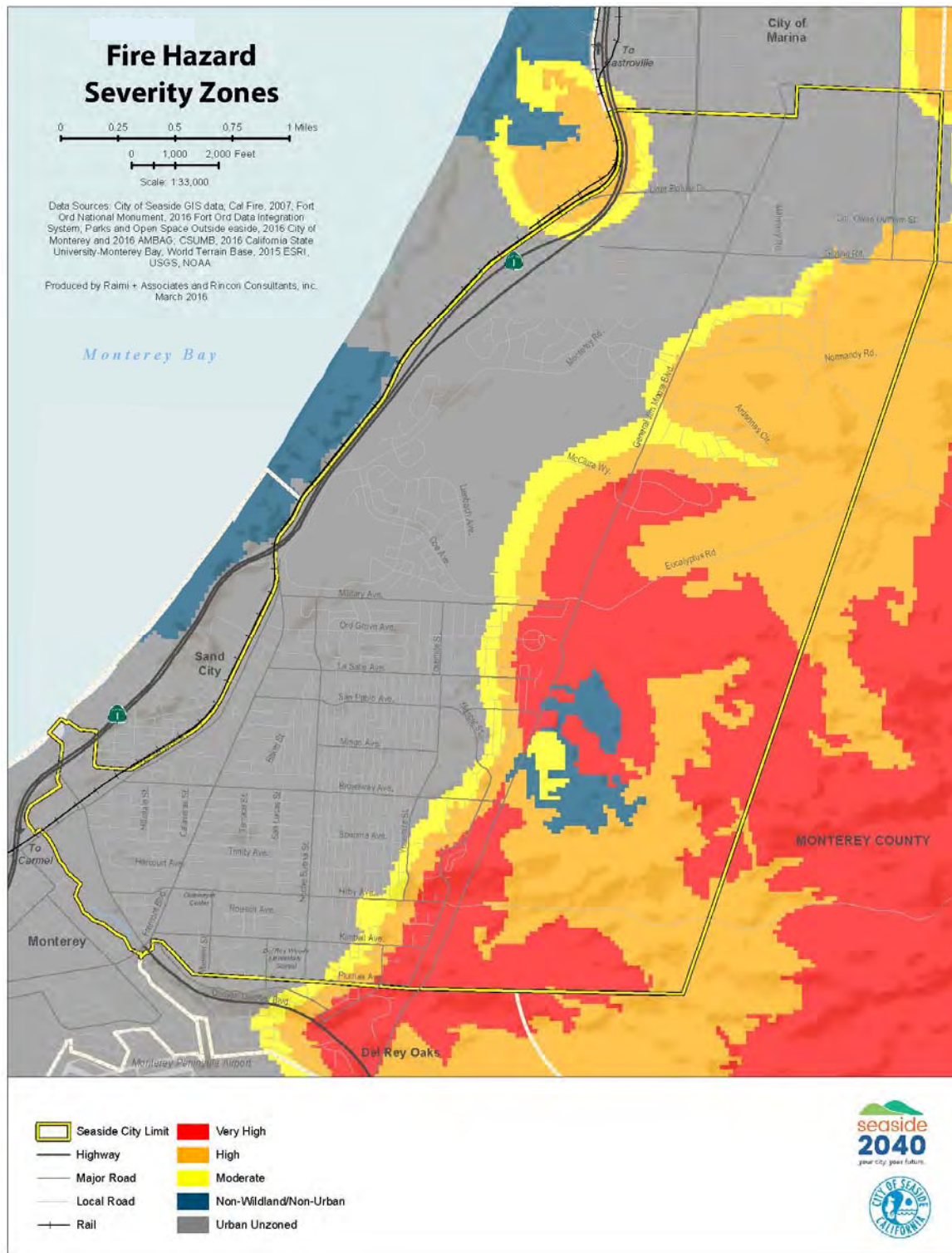
Wildfire risk is determined by a combination of factors including precipitation, winds, temperature, and landscape and vegetation conditions. Based on these factors, Seaside has been identified by the California Department of Forestry and Fire Protection (CAL FIRE) as being within a wildland-urban interface (CAL FIRE, 2001), which includes areas where homes or other structures are built near or among lands prone to wildland fire.¹⁰

¹¹

As shown on Figure 10-3, almost all of the undeveloped areas in the eastern half of Seaside, east of General Jim Moore Boulevard, is designated as having a very-high, high, or moderate fire hazard.¹² As shown on Figure 12-1 in Chapter 8, Conservation and Natural Resource Management, this undeveloped area within the former Fort Ord is largely vegetated with forests, woodlands, and grasslands, which provide fuel for wildfires. Development within very high fire hazard areas are unsafe for development where fire suppression is impeded by lack of water, rugged terrain, and delayed response times.

As of 2016, Seaside and other parts of Monterey County are currently in a multi-year drought.¹³ If the drought persists, hotter temperatures and drier conditions could lead to larger, more frequent fires. Climate change is expected to exacerbate these drought conditions, potentially increasing the frequency of wildfires and altering the distribution and character of natural vegetation. The California Climate Change Center¹⁴ reported a projected increase wildfire frequency, statewide, between 11% under a lower-range warming scenario and 55% under a medium-range warming scenario. CalAdapt, an online tool developed on behalf of the California Energy Commission, projects the increase in fire hazard areas based on climate change emission scenarios. The wildfire map produced by CalAdapt indicates that the potential burn area for the City of Seaside by 2020 would not increase under the low emissions scenario, however would increase by 100 percent under the higher emissions scenario.¹⁵

Figure 10-3: Fire Hazard Severity Zones



Geologic Hazards

Fault Rupture

Seaside is located in a seismically active area, and several faults within the City could lead to fault rupture hazards in the event of an earthquake. Faults within the City include the Ord Terrace Fault, the Seaside Fault, and the Chupines Fault. Regional faults, which could lead to ground shaking in Seaside, include the San Andreas Fault, the Monterey Bay Fault, the Chupines and Navy Faults, the San Gregorio-Palo Colorado Fault Zone, the King City-Reliz-Rinconada Fault, and the Zayante-Vergeles Fault. All of these faults are considered active or potentially active. Scientists estimate that large earthquakes on the San Andreas occur about every 130 years. Figure 10-4 shows the location of the faults.

Ground Shaking

The intensity of ground shaking during an earthquake is dependent upon the distance from the fault, the magnitude and failure mechanics of the earthquake, and the nature of the bedrock, alluvium, and soil through which the shock waves travel. Generally, shock waves weaken with distance from the focus of the earthquake. Shaking can be measured as a percentage of gravity, or %g.

Seaside lies within the peninsular area from Carmel to the Santa Cruz County line, which is one of three areas that have the highest susceptibility to ground shaking in Monterey County.¹ Approximately 93% of the city's residents as well as a number of, critical facilities, highways, and bridges are located in a high shaking hazard area. Relative seismic shaking hazards in Seaside is mainly 45%,¹⁵ which equates to severe shaking potential that could generate moderate to heavy damage.¹⁶

The City's earthquake emergency response program is identified in the Local Hazard Mitigation Plan (LHMP), a supplement to the Multi-Jurisdictional Hazard Mitigation Plan of Monterey County.¹⁷ Actions in the plan call for determining the increased risk from specific hazards, including earthquakes, due to location and other factors. In addition, LHMP requires that all new construction be completed using the latest earthquake-resistant design techniques. The City of Seaside also partners with the Monterey Peninsula Regional Emergency Coordination Center to conduct planning activities between agencies, including: establishing training and exercises to improve emergency response capabilities; coordination of emergency resources; regional and system-wide collaboration; and public outreach.¹⁸

Liquefaction

Liquefaction is a process in which sediments below the water table temporarily lose strength during an earthquake and behave as viscous liquid rather than a solid. Large ground motions resulting from liquefaction can cause damage to buried pipelines and buildings. As shown in Figure 10-5, the majority of Seaside has a low-relative

Figure 10-4: Regional Faults

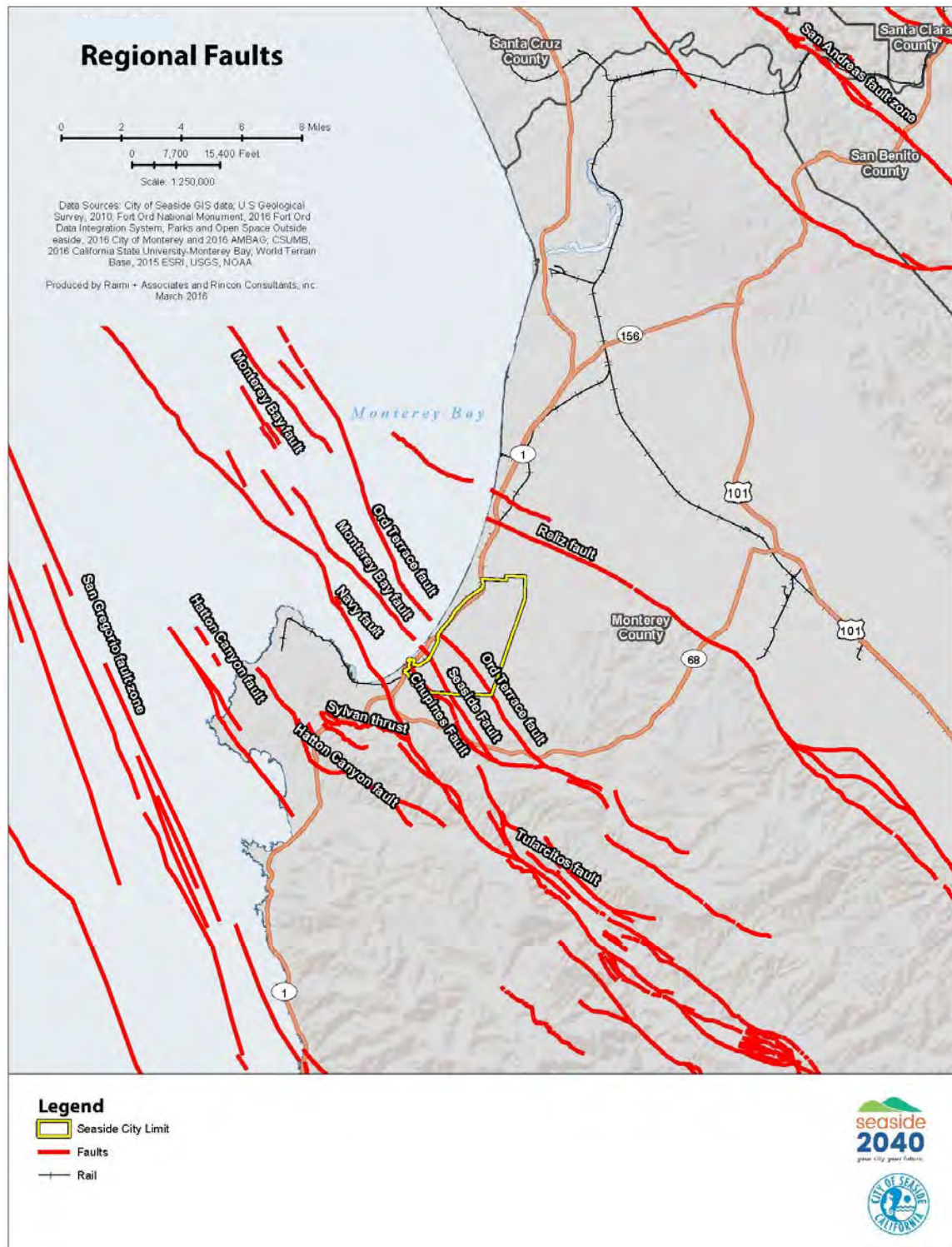
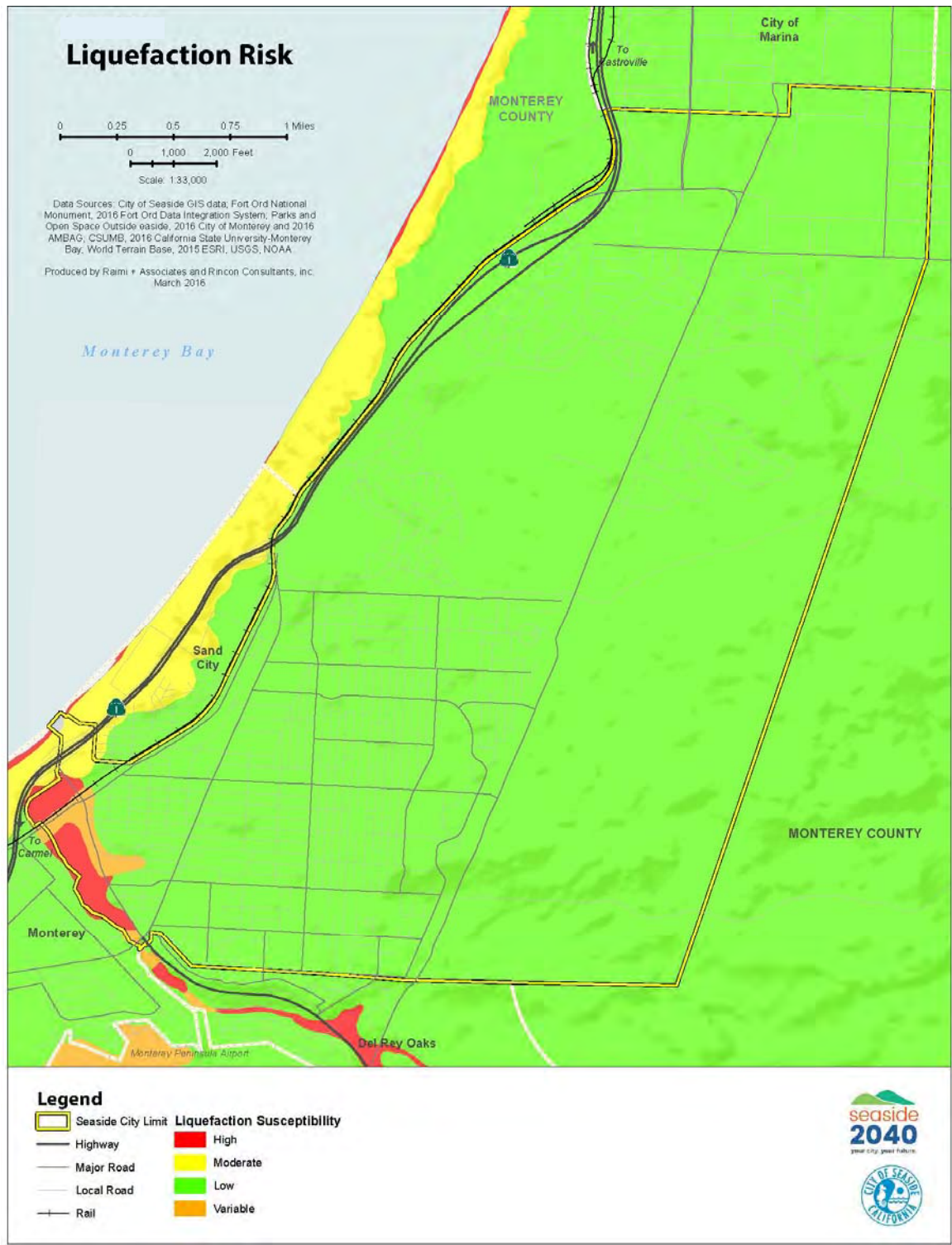


Figure 10-5: Liquefaction Risk



liquefaction susceptibility, while the beach area of the City has a moderate susceptibility. The southern portion of Seaside, near Roberts Lake and Laguna Grande Lake, has a moderate, high, and/or variable liquefaction risk.¹⁹

Landsliding

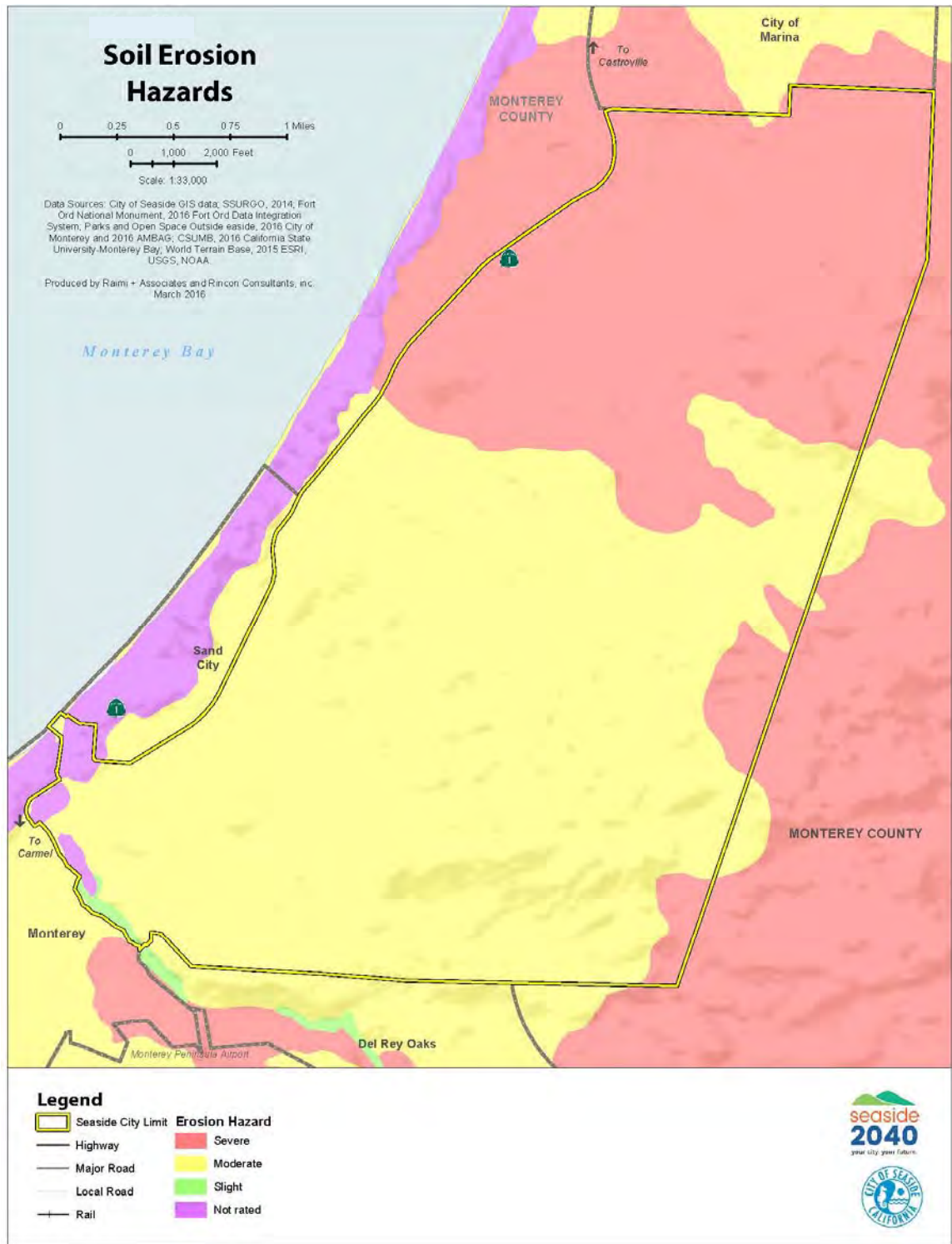
Although landslides are common in Monterey County due to the combination of the rapidly uplifting mountains, locally fractured and weak rocks, and sometimes intense rainfall along the coast, Seaside has a low landslide susceptibility. Landslides and surficial slope failure are most likely to occur in areas of greater than 25% slope (hillside areas) and along steep bluffs. Alternatively, the Monterey Peninsula has a low susceptibility to earthquake-induced landslides, which generally do not occur.¹⁷

Erosion

Soil erosion hazards are mapped based on climate data, soil, site characteristics, and land management. The potential for soil erosion hazards to occur in Seaside, mapped on Figure 10-6, are severe within the northern one-third of the City and moderate within the southern two-thirds of the City.

Coastal erosion also occurs along the coast, and is primarily attributed to sea-level rise, wave patterns, and the coastal geography of Monterey Bay. The coastal erosion rate has accelerated in this century from about 1.5 feet per year up to more than 7 feet per year. This increase has resulted from reduced sediment supply, sand mining along the coast, sediment trapping in reservoirs in the Salinas River watershed, and loss of vegetation in the shoreline dunes.

Figure 10-6: Soil Erosion Hazards



Hazardous Materials / Exposure to Toxics

Hazardous Materials Sites

As cities age, former industrial properties, gasoline stations, military sites, and other parcels with land uses associated with hazardous materials are often abandoned. These properties, where soils and groundwater are known or suspected to be contaminated, are often referred to as “brownfields.”

Seaside has a number of hazardous waste sites located largely in the southwestern part of the City (refer to Figure 10-7), as well as underground storage tanks located in the northeastern part of the City. Of the hazardous waste sites in Seaside, there is one Federal Superfund site, located on the former Fort Ord site, and two state response sites with land use restrictions.¹ In addition, there are seven open or active leaking underground storage tank (LUST) sites, in addition to 28 closed LUST cases. The status of each open or active hazardous waste sites are summarized in Table 10-2.

Table 10-1: Hazardous Waste Sites				
Site Name/Site ID	Address	Potential Contaminants of Concern	Site Type	Status/Date Recorded
Embassy Suites Hotel (27750002)	1441 Canyon Del Rey Blvd	Metals, TPH-Motor Oil, Volatile Organics	State Response	Certified O&M – Land Use Restrictions Only/ 1/1/1997
Site 33 Seaside Resort Contaminated Surface Soil Remediation (60002204)	1 McClure Way, Site 33, Seaside	None Specified	State Response or NPL	Active as of 7/1/2015
Fort Ord (27970002) APN 175021010000	Approximate location: intersection of Parker Flats Cut Off Road and Eucalyptus Road (28,016 acres)	Explosives, Metals, Methane, Petroleum, Polynuclear Aromatic Hydrocarbons (PAHS), Semi-Volatile Organics,	Federal Superfund	Active – Land Use Restrictions/ 5/1/1986
Rod & Ros (T0605335026)	1898 Fremont Blvd.	Gasoline	LUST Cleanup Site	Open – Eligible for Closure as of 5/9/2014
Economy Cleaners (T10000003400)	840 Playa Ave	Tetrachloroethylene (PCE)	Cleanup Program Site	Open – Site Assessment as of 11/18/2011

¹ A state response site is a location where the state may have responded to an emergency action, which may or may not involve cleanup as a result. If cleanup is necessary and if no viable responsible party exists to assume the expenses of cleanup then the state would assume responsibility for cleanup.

Table 10-1: Hazardous Waste Sites

Site Name/Site ID	Address	Potential Contaminants of Concern	Site Type	Status/Date Recorded
Diaz Property (T10000002862)	1561, 1563, & 1569 Del Monte Blvd.	Total Petroleum Hydrocarbons (TPH)	Cleanup Program Site	Open-Site Assessment as of 11/3/2011
Fort Ord – Site 39 (DOD100219900)	General Jim Moore Blvd.	None Specified	Military Cleanup Site	Open-Remediation as of 2/18/2010
Fort Ord 0 Site 11 (DOD 100199500)	Northwest corner of General Jim Moore Blvd. and Gigling Rd.	None Specified	Military UST Site	Open-Remediation as of 5/12/2010
Fort Ord – BW (DOD100196700)	Gigling Road east of Malmedy Rd.	None Specified	Military Cleanup Site	Open-Remediation as of 5/3/2010
Fort Ord (T0605392397)	Gigling Road west of Parker Flats Cut Off Road	None Specified	Military Cleanup Site	Open-Remediation as of 5/3/2010

Source: California EPA (CalEPA), February 25, 2016; Envirostor, February 25, 2016; State Water Resources Board, Geotracker, February, 25, 2016.

Fort Ord – Superfund Site

Fort Ord, formerly a major U.S. Army Base, was added to the Superfund: National Priorities List of Hazardous Waste Sites on February 21, 1990. While most of the former Fort Ord is now part of the Fort Ord National Monument, other areas, such as in Seaside, have been converted from military to civilian land uses under the direction of the Fort Ord Reuse Authority (FORA). While many old military buildings and infrastructure remain abandoned, others have been demolished. Hazardous and toxic waste materials and sites at the former Fort Ord consist of a wide variety of materials including: industrial chemicals, petrochemicals, domestic and industrial wastes (landfills), asbestos and lead paint in buildings, above- and underground storage tanks, and ordnance and explosives, including unexploded ordnance.

The identification, remediation, and disposal of hazardous waste associated with the Superfund cleanup process of Fort Ord takes place under the Federal Facilities Agreement (FFA). The Army is responsible for conducting the Superfund cleanup process, and EPA is the lead agency for regulatory enforcement and oversight of Superfund activities. The Army is also required to submit findings to the California EPA. The base closure hazardous material clearance process for various sites must be investigated, characterized, and remediated before disposal and before land is transferred. The Army's document of record for hazardous material and site remediation is the remedial action ROD (RA-ROD). This document contains plans for engineering, level of clearance, cost analysis, community education, and site maintenance and emergency response plans.

Figure 10-7: Hazardous Waste Sites



Remnant safety hazard issues are present on the former Fort Ord resulting from previous Army munitions training operations. An Environmental Services Cooperative Agreement (ESCA) enables FORA to address cleanup/remediation of Army Munitions and Explosives of Concern (MEC) on former Fort Ord property or Economic Development Conveyance (EDC) properties. EDC properties, designated by the FORA Base Reuse Plan,²⁰ are Fort Ord lands planned to be conveyed for development purposes, but not yet certified for transition from military to civilian use. Since 2007, the ESCA Remediation Program has worked with local jurisdictions and community groups to provide safe coordinated access through ESCA properties to the new Fort Ord National Monument through the use of multiple ESCA roads for bikers, hikers, runners, and equestrians.^{21, 22}

With the closure of Fort Ord, the Army left behind buildings, ranging in age from the early 1900's to the late 1980's, that have become dilapidated over time. These buildings contain various hazardous materials and are frequently targeted sites for vandalism and illegal dumping. It has become expensive to remodel them due to the amount of hazardous materials, health and safety code issues, and engineering challenges. Since 1996, FORA's building removal program has removed over 500 World War II era wooden structures, achieving approximately 90% building material recycling rate (by weight).²¹ In Seaside, 50% of the buildings have been removed, 45% have been reused, and 5% remain to be removed or reused. On the California State University Campus, which is partly within the City of Seaside, 36% have been removed, 52% have been reused, and 12% are remaining for either reuse or removal.²³

FORA, CSUMB, the Army's Residential Communities Initiative, and area jurisdictions have coordinated to reuse or remove buildings on the former Fort Ord. The City of Seaside in partnership with FORA has the opportunity to utilize existing FORA Capital Improvement Plan (CIP) Building Removal funds to hire an Industrial Hygienist Company to survey the hazardous materials in 29 dilapidated Surplus II Buildings; ultimately with the goal of removing the remaining Surplus II buildings.²¹

Air Quality

Seaside is located in the North Central Coast Air Basin (NCCAB), which comprises all of Monterey, Santa Cruz, and San Benito Counties. The Monterey Bay Unified Air Pollution Control District (MBUAPCD) is responsible for local control and monitoring of criteria air pollutants throughout the NCCAB. Criteria air pollutants are common air pollutants that can harm human health and the environment and include Ozone (O₃), Carbon Monoxide (CO), Sulfur Dioxide (SO₂), Lead, Nitrogen Dioxide (NO₂), and Particulate Matter (PM₁₀ and PM_{2.5}).

Climate, or average weather conditions, affects air quality in several ways. Wind patterns can remove or add air pollutants emitted by stationary or mobile sources. Inversion, a condition where warm air traps cooler air underneath it, can hold pollutants near the ground by limiting upward mixing (dilution). Topography also plays a part, as valleys often trap emissions by limiting later dispersal.

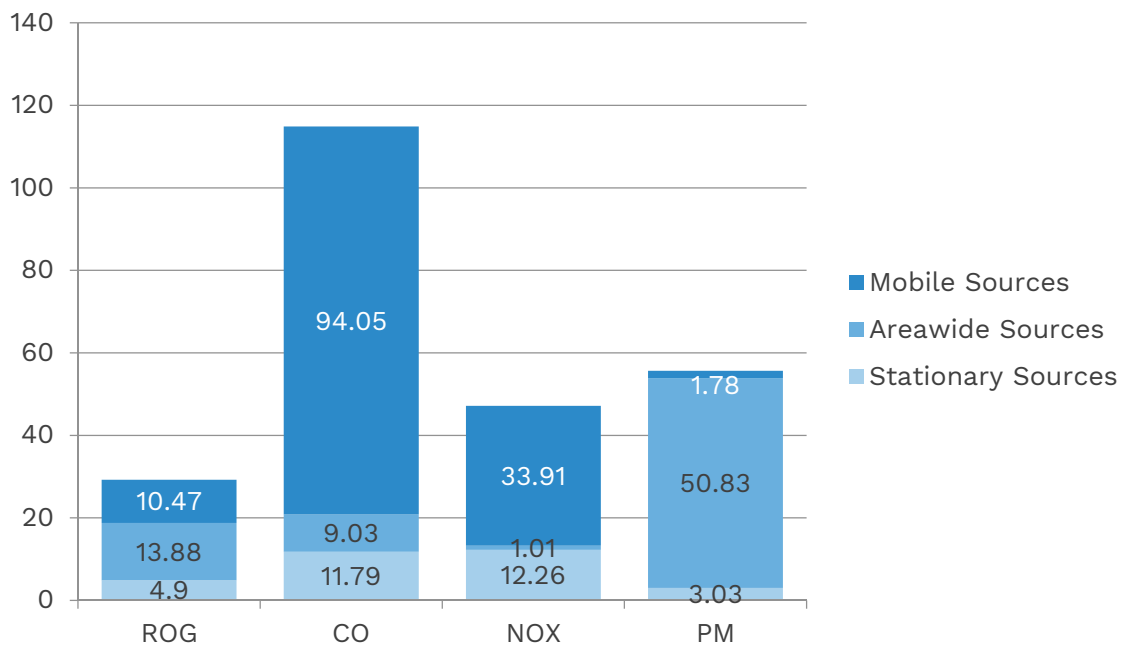
Winds originating in the San Francisco Bay Area Air Basin (SFBAAB) often transport pollutants into the NCCAB, where surface winds move the pollutants to the eastern portion of the NCCAB. The transfer of pollutants from SFBAAB greatly influences

pollutant levels in the NCCAB. Assessments indicate that 50 percent of NCCAB exceedances are the result of transport from the SFBAAB.²⁴

Sources of Air Pollution

An emissions inventory for criteria air pollutants and precursors has not been developed for Seaside. However, the California Air Resources Board (ARB) developed an emissions inventory within Monterey County for 2012.²⁵ The County inventory is generally representative of the types of emission sources found in Seaside and is summarized in Figure 10-8.

Figure 10-8 Monterey County 2012 Emissions Inventory – Criteria Air Pollutants (tons per day)²⁵



According to the inventory, mobile sources, such as cars and trucks are the largest contributor to the estimated annual average for air pollutant levels of CO and NO_x, accounting for approximately 82 percent and 72 percent, respectively, of the total emissions in Monterey County. Mobile sources also account for approximately 36 percent of ROG emissions. Area wide sources, such as the use of solvents, asphalt paving, roofing, and other activities, account for about 47 percent of ROG emissions, 8 percent of CO emissions, and 2 percent of NO_x emissions. Area wide sources are the largest contributor to particulate matter levels, accounting for approximately 91 percent of the County's emissions, most of which was generated from farming operations and fugitive windblown dust (ARB, 2013). Stationary sources, such as industrial and manufacturing activities, contribute about 17 percent of ROG emissions, 26 percent of NO_x emissions, 10 percent of CO emissions, and 5 percent of PM emissions. One potentially significant difference between emissions in the City of Seaside and Monterey County is emissions from industrial sources. The City of Seaside has very few, if any, industrial emitters, which would reduce the percentage of emissions from stationary

sources in Seaside when compared to Monterey County. However, stationary sources are not the main contributor to any criteria pollutant in Monterey County and commercial sources within Seaside, such as automotive sales centers, would contribute to stationary emissions.

Existing Air Quality

ARB compiles air quality data from a regional air quality monitoring network that provides information on ambient air pollutant concentrations of criteria air pollutants. Monitored ambient air pollutant concentrations reflect the number and strength of emission sources and the influence of topographical and meteorological factors. Table 10-2 presents a three-year summary of air pollutant data collected at two monitoring stations nearest to Seaside. The Carmel Valley-Ford Road monitoring station collects monitoring data for ozone and PM_{2.5}. The Salinas #3 monitoring station collects data for CO and NO₂. No data for PM₁₀ is available for Monterey County. As shown in the table, emissions data from 2012 to 2014 show no exceedances of any of the measured pollutants.

Table 10-2: Summary of Annual Air Quality Data in Seaside ²⁶			
Pollutant	2012	2013	2014
Ozone, ppm – Worst Hour ¹	0.072	0.072	0.078
Number of days of State exceedances (>0.9 ppm)	0	0	0
Ozone, ppm – Worst 8 Hours ¹	0.060	0.068	0.070
Number of days of State exceedances (>0.7 ppm)	0	0	0
Number of days of Federal exceedances (>0.75 ppm)	0	0	0
Particulate Matter <10 microns µg/m ³ Worst 24 Hours	*	*	*
Number of samples of State exceedances (>50 µg/m ³)	*	*	*
Number of samples of Federal exceedances (>150 µg/m ³)	*	*	*
Particulate Matter <2.5 microns, µg/m ³ Worst 24 Hours ¹	14.8	33.7	16.3
Number of samples of Federal exceedances (>35 µg/m ³)	0	0	0
Carbon Monoxide, ppm – Worst 8 Hours ²	1.39	*	*
Number of days of State exceedances (>9 ppm)	0	*	*
Number of days of Federal exceedances (>9 ppm)	0	*	*
Nitrogen Dioxide, ppm – Worst 1 Hour ²	0.042	0.042	0.038
Number of days of State exceedances (>0.18 ppm)	0	0	0
Number of days of Federal exceedances (>0.10 ppm)	0	0	0

*= not available. See Table 10-3 for federal and state ambient air quality standards.

¹Data collected from the Carmel Valley-Ford Road monitoring station.

²Data collected from the Salinas #3 monitoring station.

Attainment Status

The California Air Resources Board is responsible for assigning air basin attainment and nonattainment designations in California. Air basins are designated as being in attainment if the concentrations of a criteria air pollutant meet or are less than the State Ambient Air Quality Standards (SAAQS) for the pollutant. Air basins are designated as being in nonattainment if the level of a criteria air pollutant is higher than the SAAQS. The attainment status for the National Ambient Air Quality Standards (NAAQS) is shown

in Table 10-3. As shown therein, the NCCAB is in non-attainment for the state ozone and PM₁₀ standards. The NCCAB is in non-attainment for ozone due to ozone pollution levels detected at Pinnacles National Park, which is approximately 35 miles southeast of Seaside.²⁷ The non-attainment status for PM₁₀ is due to exceedances of the state standard in the late 1980s, driven by the deposit of sea salt on monitoring filters at coastal sites in Santa Cruz County and dust from plowed fields Monterey and San Benito Counties.⁴ These air pollution occurrences likely had little impact on Seaside.

Table 10-3: NCCAB Attainment Status ²⁸		
Pollutant	State Designation	Federal Designation
Ozone	Nonattainment	Attainment/Unclassified
Inhalable Particulates (PM ₁₀)	Nonattainment	Attainment
Fine Particulates (PM _{2.5})	Attainment	Attainment/Unclassified
Carbon Monoxide	Monterey Co- Attainment	Attainment/Unclassified
Nitrogen Dioxide	Attainment	Attainment/Unclassified
Sulfur Dioxide	Attainment	Attainment
Lead	Attainment	Attainment/Unclassified

Source: MUBAPCD, 2015.

Existing Plans, Policies, and Programs

Regional Air Quality Management Plans

MBUAPCD is the lead air quality regulatory agency for the NCCAB. The MBUAPCD has jurisdiction over all point and area sources (except for mobile sources, consumer products, and pesticides) in the basin. MBUAPCD and ARB have joint responsibility for attaining and maintaining the NAAQS and SAAQS in the NCCAB, developing control measures for non-vehicular sources of air pollution necessary to achieve and maintain SAAQS and NAAQS, implementing permit programs established for the construction, modification, and operation of air pollution sources, enforcing air pollution statutes and regulations governing non-vehicular sources, and developing employer-based trip reduction programs. MBUAPCD's regulations and rules pertaining to construction and land development include, but are not limited to, regulation to establish permit requirements, operating standards, and prohibitions regarding particulate matter, architectural coatings, open outdoor fires, and building removals.

The MBUAPCD adopted the 2008 Air Quality Management Plan for the Monterey Bay Region in August 2008.²⁹ The 2008 AQMP is a transitional plan shifting focus of MBUAPCD's efforts from achieving the 1-hour component of the state ozone AAQS to achieving the 8-hour ozone requirements. The plan includes an updated emission inventory, which includes the latest information on stationary, area, and mobile emission sources.

In April 2013, MBUAPCD adopted the 2012 Triennial Plan Revision, which assesses and updates elements of the 2008 AQMP, including air quality trends analysis, emission inventory, and mobile source programs.²⁴ The 2012 AQMP Revision only addresses

attainment of the state ozone standard. In 2012, EPA designated the NCCAB as attainment of the current national 8-hour ozone standard of 0.075 ppm. In October 2015 the national ozone standard was reduced to 0.070 ppm, however the NCCAB has not been designated as nonattainment for the federal ozone standard.

Noise Conditions

Traffic Noise

Traffic is the primary source of noise in Seaside. The highest noise levels occur along high traffic volume roadways, including freeways, highways, and arterials.³⁰ There is one freeway, State Route (SR) 1, and one highway, SR 218 (Canyon Del Rey Boulevard), located within the City. Arterials include General Jim Moore Boulevard, Broadway Avenue, Del Monte Boulevard, Lightfighter Drive, Fremont Boulevard, Gigling Road, Hilby Avenue, and Imjin Road. The highest traffic-related noise levels occur along these high traffic volume roadways.

Railroad Operations Noise

Currently, there is no railroad operating noise in Seaside. An abandoned railway runs along the western edge of the City of Seaside, along SR 1. The Transportation Agency for Monterey County (TAMC) owns the right-of-way and may develop either bus rapid transit or light rail operations within this corridor in the future.

Airport Noise

Two airports are located in the near vicinity of the City of Seaside. The Monterey Regional Airport is located approximately 0.25 mile south and Marina Municipal Airport is located approximately 2.0 miles northeast of the City of Seaside. Flights in and out of Monterey Regional Airport approach and takeoff from the east and west of the airport, over rural areas and Monterey Bay respectively, limiting exposure to aircraft noise in Seaside.³¹

Noise contours were developed as part of the Airport Master Plan for the Monterey Regional Airport in 2013 for existing year (2013) conditions and future year (2033) projections. Existing (2013) noise contours are shown in Figure 10-9. As shown therein, no part of the City of Seaside lies within the 65 dBA noise contour line for the airport.³² In addition, no portions of the City lie in the projected future (2033) noise contours.³ The Marina Municipal Airport is located sufficiently far away from the City of Seaside that no part of the City lies within the 55 dBA CNEL noise contour.³³

Stationary Noise

The majority of Seaside is residential housing, interspersed with public/institutional and open space for recreation, with commercial land use focused around arterial roadways. The City of Seaside has no land designated for industrial development, however the heavy commercial designation allows for light manufacturing and assembly. Within

Seaside, the Heavy Commercial designation is limited to the western portion of the City along Del Monte Boulevard and is buffered from residential development by less intensive commercial designations.

The construction of new development and construction related to improvements of existing development also results in stationary noise. The use of power equipment, such as backhoes, dump trucks, and paving machines can cause significant short-term spikes in noise.

Existing Plans, Policies, and Programs

Seaside General Plan Noise Element

California Government Code Section 65302(f) requires all General Plans to include a Noise Element that addresses noise related impacts in the community. The Seaside General Plan sets noise standards and land use compatibility guidelines to ensure that noise producers do not adversely affect sensitive receptors. The land use compatibility standards are used during planning and when the City makes development decisions. The noise standards represent the maximum acceptable noise level and are used to determine noise impacts. The General Plan sets goals to provide consistent and effective noise control through proper land use planning, minimize transportation-related noise impacts, and minimize non-transportation related noise impacts.³⁴

Seaside Municipal Code

The Seaside Municipal Code establishes noise regulations regarding amplified sounds, excessive noise, and construction noise. Excessive noise is not permitted between 10:00 pm and 7:00 am on any day and operation of loud tools or construction equipment is only permitted between seven am and seven pm, except for Saturdays, Sundays, and holidays, when it is permitted between 9:00 am and 7:00 pm.³⁵

Figure 10-9: Monterey Regional Airport Existing (2013) Noise Contours



Issues and Opportunities

- **Flooding and sea-level rise.** Areas within the 100-year flood zone are limited to a small coastal area west of State Route 1, Roberts Lake, and Laguna Grande Lake. Sea-level rise could worsen flooding in these areas and could also impact the area north of Broadway Avenue along Del Monte Boulevard. Collaboration between jurisdictions and agencies to develop successful adaptation measures should continue. No information is available on localized flooding. The City should partner with USGS to develop a flood inundation map to identify areas prone to localized flooding in Seaside.
- **Wildfire hazard.** Almost all of the eastern half of Seaside, east of General Jim Moore Boulevard and within the former Fort Ord, is designated as having a very-high fire hazard or moderate fire hazard. The General Plan should include policies regarding development in wildland-urban interface areas. Any future development in Seaside East must account for these risks.
- **Earthquake hazards.** Most earthquake movement in Seaside and Monterey County has originated from the San Andreas Fault, an active fault located outside of the county. However, severe ground shaking could occur from any active faults in the County and Seaside.
- **Hazardous materials.** Hazardous materials sites in Seaside include: one Superfund site, two hazardous waste and substance sites, and 35 listed leaking underground storage tank sites, including seven active cases. The General Plan should include an updated status on remediation of hazards, and a remediation strategy in coordination with the regulating agencies and FORA.
- **Fort Ord superfund site.** The southeast corner of Seaside, generally east of General Jim Moore Boulevard and south of Eucalyptus Road, are a munitions hazard area. Seaside should coordinate with FORA ESCA regarding remnant safety hazards and future utilization of the land. Also, the majority of the former Fort Ord buildings in Seaside and on the CSUMB campus have either been removed or reused. The City should continue to partner with FORA and CSUMB for opportunities to reuse or remove the remaining buildings.
- **Stationary emissions.** The City of Seaside has very few, if any, industrial facilities and emissions from stationary sources are anticipated to be lower than the surrounding areas; however, commercial facilities, including automotive sales centers, contribute to stationary emissions. A key consideration of the General Plan Update will be the interplay between land use planning, air quality, and sensitive receptors.
- **Mobile emissions.** A primary source of air pollution in the City of Seaside is mobile emissions, primarily U.S. Highway 1, Freemont Boulevard, and Del Monte Boulevard. There may be opportunities within the General Plan to utilize land use planning to reduce exposure to these pollution sources, through strategies such as siting sensitive receptors away from pollution sources or requiring measures such as air filtration and ventilation in higher-risk buildings.
- **Greenhouse gas emissions.** Transportation is a large source of GHG emissions. In the City of Seaside, a large amount of car traffic is from U.S. Highway 1, with other traffic relating to residential and commercial development. Opportunities to

reduce GHG emissions in the City through the General Plan could include further development of alternative transportation, such as public transit, bicycle facilities, and pedestrian facilities.

- **Climate Action Plan.** The City of Seaside has not yet adopted a Climate Action Plan (CAP). Going forward, a key opportunity for the City is to complete a GHG inventory, through AMBAG's Energy Watch program, and use that inventory to develop and adopt a CAP.
- **Existing noise sources.** Transportation activity – primarily along SR 1 and SR 218 and other major roadways like General Jim Moore Boulevard, Broadway Avenue, Del Monte Boulevard, Lightfighter Drive, Fremont Boulevard, Gigling Road, Hilby Avenue, and Imjin Road – are the primary source of noise in Seaside. Other sources of noise include intermittent construction activities and heavy commercial operations. Noise considerations are most important for land uses near these sources.

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11. Utility Infrastructure

This chapter discusses the water, sewer and storm drainage infrastructure in the City, as well as water supplies, water demands, and related regulatory context.

Water Service

The City of Seaside residents receive their water service from three major providers: California American Water Company (Cal-Am), which serves approximately 1,500 acres of the 1,700 acre area known as “Seaside proper” (the area within the City lying south of Military Avenue and west of General Jim Moore Boulevard); Seaside Municipal Water System (SMWS), which serves the remaining 200 acres within Seaside proper’ and Marina Coast Water District (MCWD), which provides water service to users on the former Fort Ord (approximately 2,200 acres within the City). There are also private water systems in both Seaside proper and the Ord Community. In addition to existing service areas, there are approximately 1,700 acres of undeveloped Fort Ord lands within the City, of which approximately 800 acres are planned for development.

Seaside Municipal Water System

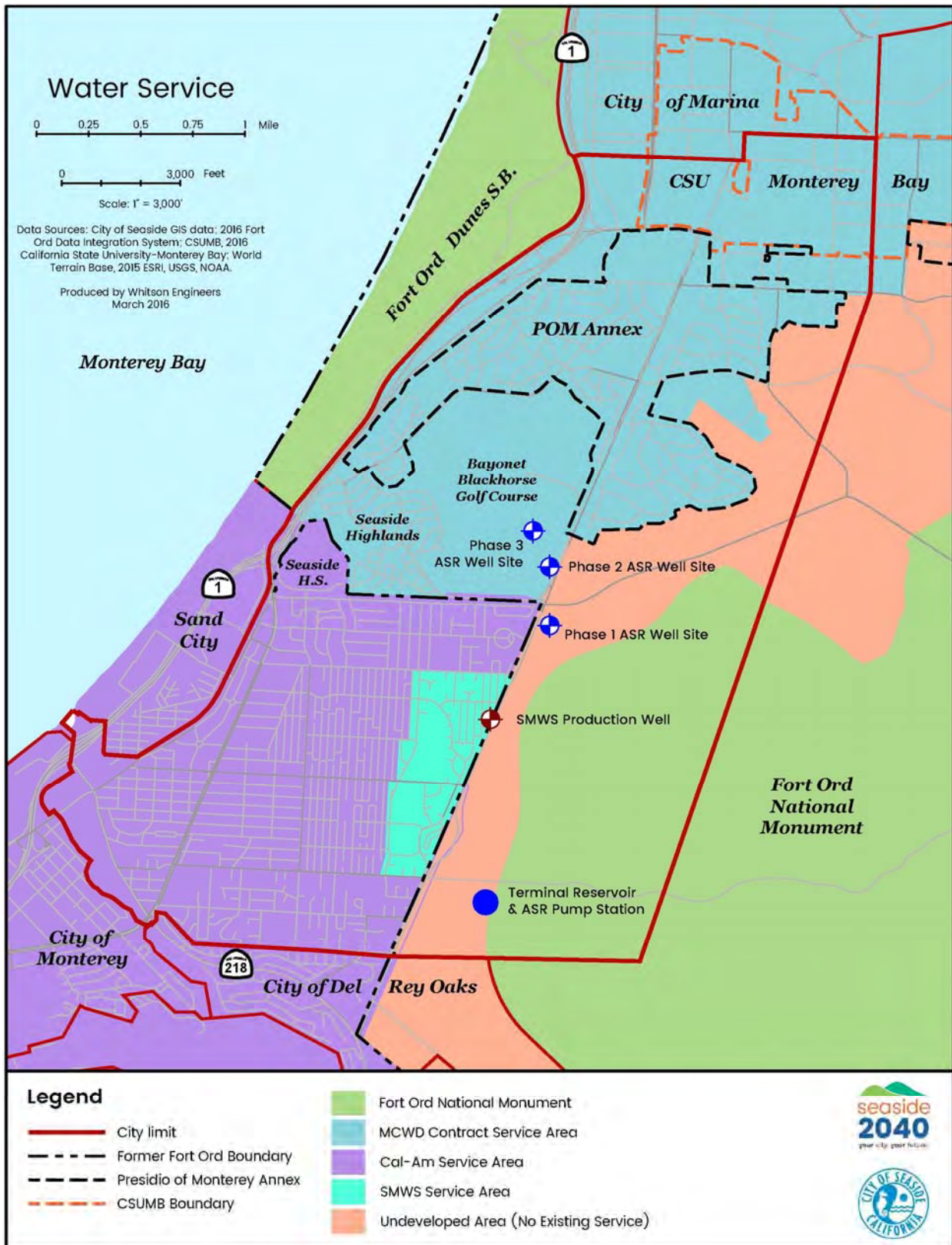
The City owns and operates the Seaside Municipal Water System (SMWS). Its service area lies generally east of Yosemite Street and west of General Jim Moore Boulevard, south of La Salle Avenue and north of Hilby Avenue. The system has approximately 790 connections serving approximately 3,300 customers. Of the 790 service connections, 758 connections are to single family residences. The system includes one groundwater well and two 500,000 gallon water tanks, in addition to water distribution piping and appurtenances.¹

The Seaside Municipal Water System is supplied from a single groundwater well located within the Seaside Aquifer. The SMWS well is subject to the 2006 Seaside Groundwater Basin Adjudication.² Among other things, the adjudication requires the producers included in the adjudication to reduce production to reach the aquifer’s natural safe yield by the year 2021. SMWS anticipates a supply shortage if additional source water is not found by that date.³

Marina Coast Water District (MCWD)

Marina Coast Water District owns and operates the former US Army water system located within the former Fort Ord. This is now called the Ord Community system. In 2010 the Ord Community system served a population of 13,646 and delivered 2,225 acre-feet of water.⁴

Figure 11-1: Water Service Districts



To date MCWD has not annexed the Ord Community service area. It is anticipated that MCWD will pursue annexation of all developable former Fort Ord lands, including the undeveloped lands within the City of Seaside lying between General Jim Moore Boulevard and the Fort Ord National Monument. MCWD projects that its Ord Community system will serve a population of over 43,000 by the year 2030.

MCWD's Ord Community system relies on five groundwater wells for its water supply. Three of these wells are former Army wells located in the 180-foot and 400-foot aquifers of the Salinas Valley Groundwater Basin. MCWD more recently constructed two wells located in the 900-foot aquifer. MCWD does not purchase wholesale water.

Seaside currently receives an allocation of 1,012 acre feet per year (afy) from FORA. (Although located within the City, CSU Monterey Bay and US Army-retained lands are not included in the City's allocation or consumption figures.) The City's actual use in 2014 was 820 ac-ft, of which 525 ac-ft was used at the Bayonet Blackhorse Golf Course.⁵ MCWD's Draft 2015 UWMP⁶ predicts that the City will require 2,447 afy by the year 2030 as a result of redevelopment of the former Fort Ord lands (Table 3.5, pg. 11-21). Development within the MCWD service area is therefore currently limited by water supply.

Water Supply Projects

In 2004-2005, MCWD prepared engineering studies for the Regional Urban Water Augmentation Project (RUWAP). The RUWAP has two components, urban use of recycled water and a desalination facility.

The first component, the Recycled Water Project, is a joint project with MCWD and the Monterey Regional Water Pollution Control Agency (MRWPCA). Through agreements with the MRWPCA, MCWD is entitled to receive recycled water from the MRWPCA wastewater treatment plant, up to the volume of wastewater generated within the City of Marina. This recycled water would be utilized for landscape irrigation, offsetting potable water use. To date MCWD has constructed four miles of pipeline and has obtained infrastructure, easements and land required for implementation of the Project.

MCWD's proposed Desalination Project will be defined in an upcoming study.

MCWD estimates that these two projects would provide an additional 2,400 afy to the Ord Community, to meet projected demands identified in the Fort Ord Base Reuse Plan. The timing for implementation of these projects is uncertain.⁷

California-American Water Company

Cal-Am owns and operates the Monterey Main system, which serves the Cities of Del Rey Oaks, Sand City, Monterey, Pacific Grove, Carmel, and various areas within unincorporated Monterey County, in addition to the majority of Seaside proper. Cal-Am's facilities within the City include distribution piping and appurtenances.

Extractions from the Carmel River, Seaside Groundwater Basin, and Salinas Valley Groundwater Basin, which provide 98% of Cal-Am's existing source water, are on a limited and reducing schedule pursuant to the Seaside Basin Adjudication and the Final Cease and Desist Order. Similar to SMWS, Cal-Am anticipates supply shortages if

additional supplies are not developed within the next few years. Several water supply projects are therefore being developed by Cal-Am and others.

Cal-Am's ultimate planned production capacity, 15,296 afy, proposes to meet the future demand of existing customers, and provide an additional 1,506 afy to allow for development of existing vacant legal lots of record (i.e., existing lots which have not been developed to date). Intensification of use (redevelopment) of existing developed parcels is not expressly addressed.

Water Supply Projects

Following is a brief summary of water supply projects which will affect the Cal-Am service area.

MPWMD Aquifer Storage and Recovery

The Aquifer Storage and Recovery (ASR) project will divert excess winter flows from the Carmel River Basin during high flow periods (December through May, typically) using existing California American Water (Cal-Am) wells in the lower stretches of the river. Diverted water is treated to potable drinking water standards and pumped approximately six miles through the Cal-Am distribution system to the hydrologically-separate Seaside Groundwater Basin, where the water is injected into specially-constructed ASR wells. This "banked" water would then be extracted and used by Cal-Am as a water source during the dry part of the year when production from the Carmel River Basin is reduced.

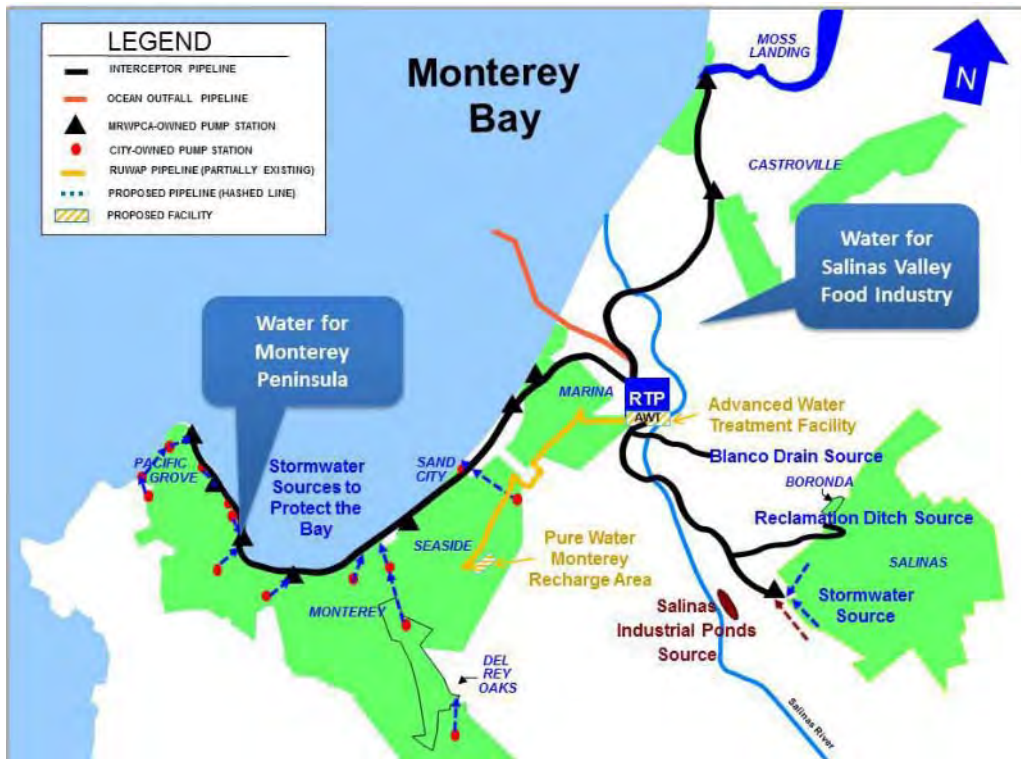
To date, MPWMD has constructed three functioning ASR wells with the ability to bank an average of 1,500 AF of water per year (i.e., two wells at the Phase 1 site and one well at the Phase 2 site). With planned improvements to Cal Am's distribution system, three more wells equaling an additional 1,500 AF on average per year are planned: a second well at the Phase 2 site and two wells at the planned Phase 3 site). With all three phases of ASR operational, MPWMD would be able to inject an average of 3,000 AF per year into the Seaside Basin.

The ASR project has been incorporated into the Monterey Peninsula Water Supply Project, described below.

Pure Water Monterey GWR Project

The Pure Water Monterey project, also known as the Groundwater Replenishment (GWR) project, is jointly sponsored by the MRWPCA and the Monterey Peninsula Water Management District (Water Management District), and is being developed in coordination with the City of Salinas, the City of Monterey, the Marina Coast Water District, and the Monterey County Water Resources Agency. The project involves the collection and treatment of a variety of new source waters, including storm water runoff, agricultural wash water and agricultural drainage. Collected water would be transmitted to and treated at the MRWPCA Regional Wastewater Treatment Plant north of Marina. The treated water would be used for two purposes: domestic water, via injection into the Seaside Basin Aquifer (up to 3,500 ac-ft/yr); and agricultural irrigation in northern Salinas Valley (at least 4,500 ac-ft/yr), via the Castroville Seawater Intrusion Project (CSIP) agricultural irrigation system.

Figure 11-2: Pure Water Monterey Project



Source: Pure Water Monterey Fact Sheet (December 2014)

This recycled water would be produced from a new advanced water treatment facility that would be constructed at the MRWPCA Regional Plant. The treated water would be conveyed to and injected into the Seaside Basin via a new pipeline and new well facilities. The purified recycled water would then mix with the existing groundwater and be stored for later extraction by Cal-Am as a potable (domestic) water source.

The project is currently planned to begin operation in late 2017.⁸

Cal-Am Monterey Peninsula Water Supply Project

The primary purpose of the Monterey Peninsula Water Supply Project (MPWSP) is to replace existing water supplies that have been constrained by legal decisions affecting the Carmel River and Seaside Groundwater Basin water resources. SWRCB Order 95-10 requires Cal-Am to reduce surface water diversions from the Carmel River in excess of its legal entitlement of 3,376 acre-feet per year (afy), and SWRCB Order 2009-0060 ("Cease and Desist Order", or CDO) requires Cal-Am to develop replacement supplies for the Monterey District service area by December 2016. In 2006, the Monterey County Superior Court adjudicated the Seaside Groundwater Basin, effectively reducing Cal-Am's yield from the Seaside Groundwater Basin from approximately 4,000 afy to 1,474 afy.⁹

The MPWSP consists of the construction of up to ten subsurface slant wells and a desalination plant to produce on average approximately 10,627 ac-ft/yr of desalinated water to meet service area demand and legal production limits on existing sources. The production capacity of the proposed MPWSP desalination plant is 9.6 million gallons per day (mgd), with an alternative of 6.4 mgd with a purchase agreement for 3,500 AFY from

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the Pure Water Monterey GWR project. The proposed MPWSP consists of several components: a seawater intake system; a desalination plant; a brine discharge system; product water conveyance pipelines; water storage facilities; and incorporates the Aquifer Storage and Recovery (ASR) system.

Construction of the MPWSP is anticipated to commence in the second half of 2017 and be completed by mid-2019 (approximately twenty-four months).¹⁰

Figure 11-3: Monterey Peninsula Water Supply Project



Source: MPWSP Draft EIR, Figure 3-2, April 2015

Sanitary Sewer

Sanitary sewer service within Seaside proper, as well as within the cities of Del Rey Oaks and Sand City, is provided by the Seaside County Sanitation District (SCSD), a Monterey County Special District. The SCSD is governed by a Board of Directors consisting of the mayors of the cities of Seaside, Del Rey Oaks, and Sand City. The SCSD serves an area of approximately 2,400 acres and has a population of approximately 35,000. The system consists of approximately 73 miles of pipeline with 930 manholes, 475 rod holes, and 4 lift stations.¹¹

North of Seaside proper, within the boundaries of the former Fort Ord, sewer service is provided by the Marina Coast Water District.

Wastewater collected by SCSD and MCWD, as well as from the cities of Monterey and Pacific Grove, flows to the Monterey Regional Water Pollution Control Agency (MRWPCA) Interceptor Pipeline. The wastewater is then pumped to and treated at the MRWPCA Regional Treatment Plant, located north of the City of Marina.

To date MCWD has not annexed the Ord Community service area, but is providing sewer service under contract to FORA. SCSD and MCWD are currently in negotiations to establish annexation limits for each District.

Capital Improvement Projects

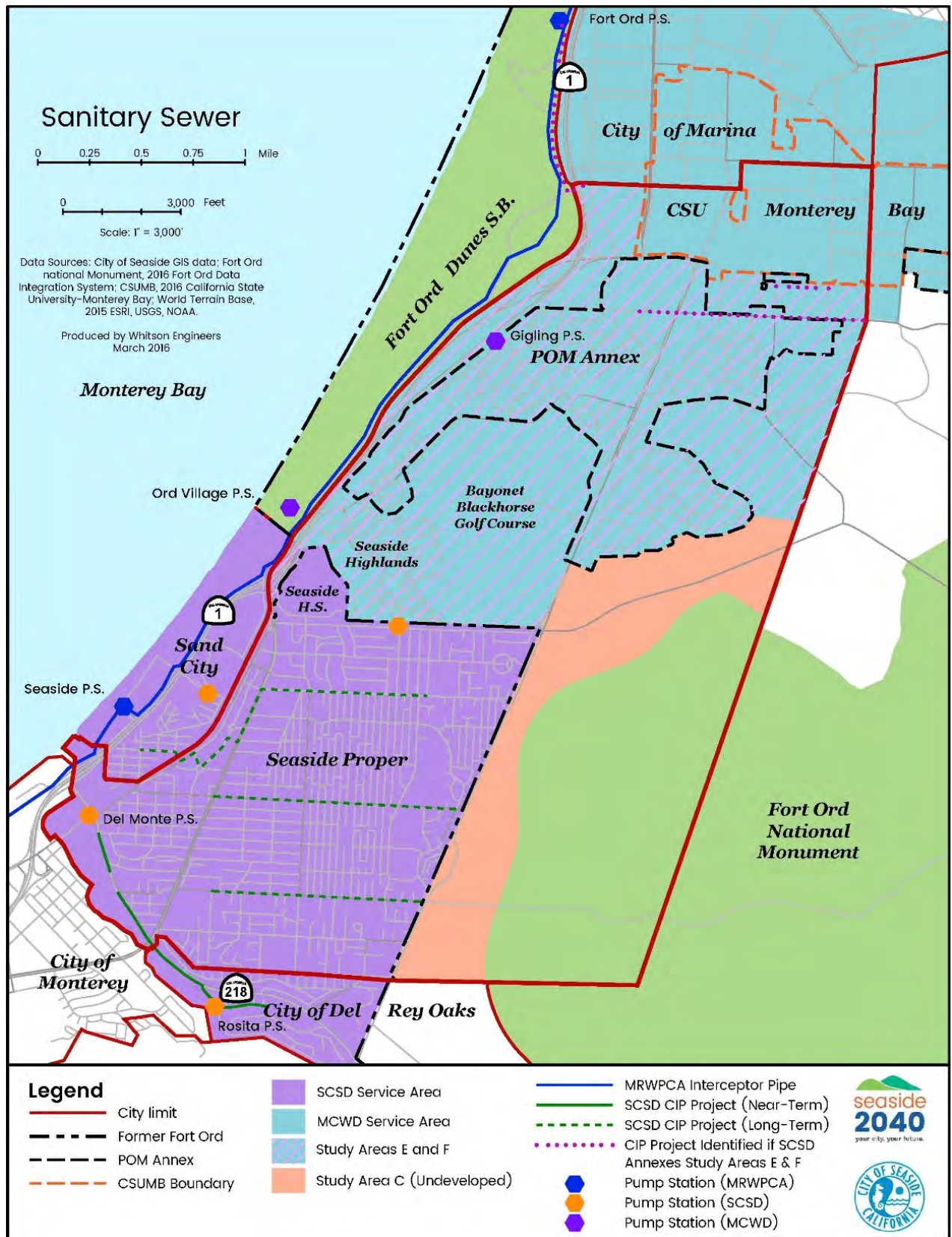
The SCSD Sewer Master Plan and Rate Study (2011) identifies eighteen “near-term” Capital Improvement Program (CIP) projects, thirteen of which are located in Seaside. These projects address existing system deficiencies; the first eleven projects are considered to be health and safety related. None of these eleven projects have been completed to date.

The Master Plan also identifies ten “long-term” CIP projects based on planned future residential development within the former Fort Ord lands east of the City (Study Area C). Of these, three projects were included in the Rate Study. The remaining seven projects would be funded by sewer capacity fees generated from the new development. If land uses are proposed which differ from what was analyzed in the Master Plan, an updated Master Plan may be warranted.

In 2015 SCSD published an engineering analysis¹² evaluating the feasibility of and improvements required for annexing the majority of the Ord Community system which lies within the City (Study Areas E and F). This system is currently served by Marina Coast Water District under contract to FORA.

The SCSD and MCWD budgets fund operations and maintenance and capital replacement projects. Capital Improvement Projects required for development of the former Fort Ord lands would be funded by the land developers through capacity fee revenues. Funding for those projects which would be required for annexation of Study Areas E and F into SCSD is not addressed in the current SCSD sewer rate study.

Figure 11-4: Sanitary Sewer Service Districts



Storm Drainage and Flood Control

The City owns, operates, and maintains a storm drainage collection system within the city limits. The City is also responsible for the 90-inch diameter Bay Avenue Outfall which is located in Sand City, pursuant to a 1966 agreement with the Sand City.

The City's storm drain system consists generally of a network of street gutters, catch basins, pipes and manholes. There are also several stormwater infiltration systems, the most notable of which are the retention basins for Seaside Highlands. The City's system outlets to Monterey Bay, Roberts Lake and Laguna Grande. The City's Monterey Bay outfalls consist of the 90-inch diameter Bay Avenue Outfall, which drains the northerly two-thirds of Seaside proper (approximately 1,000 acres within the city limits); the 60 inch outfall near Lightfighter; the 24" outfall north of Sand City; and the Roberts Lake outfall, which drains the southern third of Seaside proper (approximately 650 acres within the City limits). Roberts Lake is located at the terminus of the 9,000-acre Canyon del Rey watershed and receives runoff from the cities of Monterey and Del Rey Oaks and Monterey County, in addition to the City of Seaside.

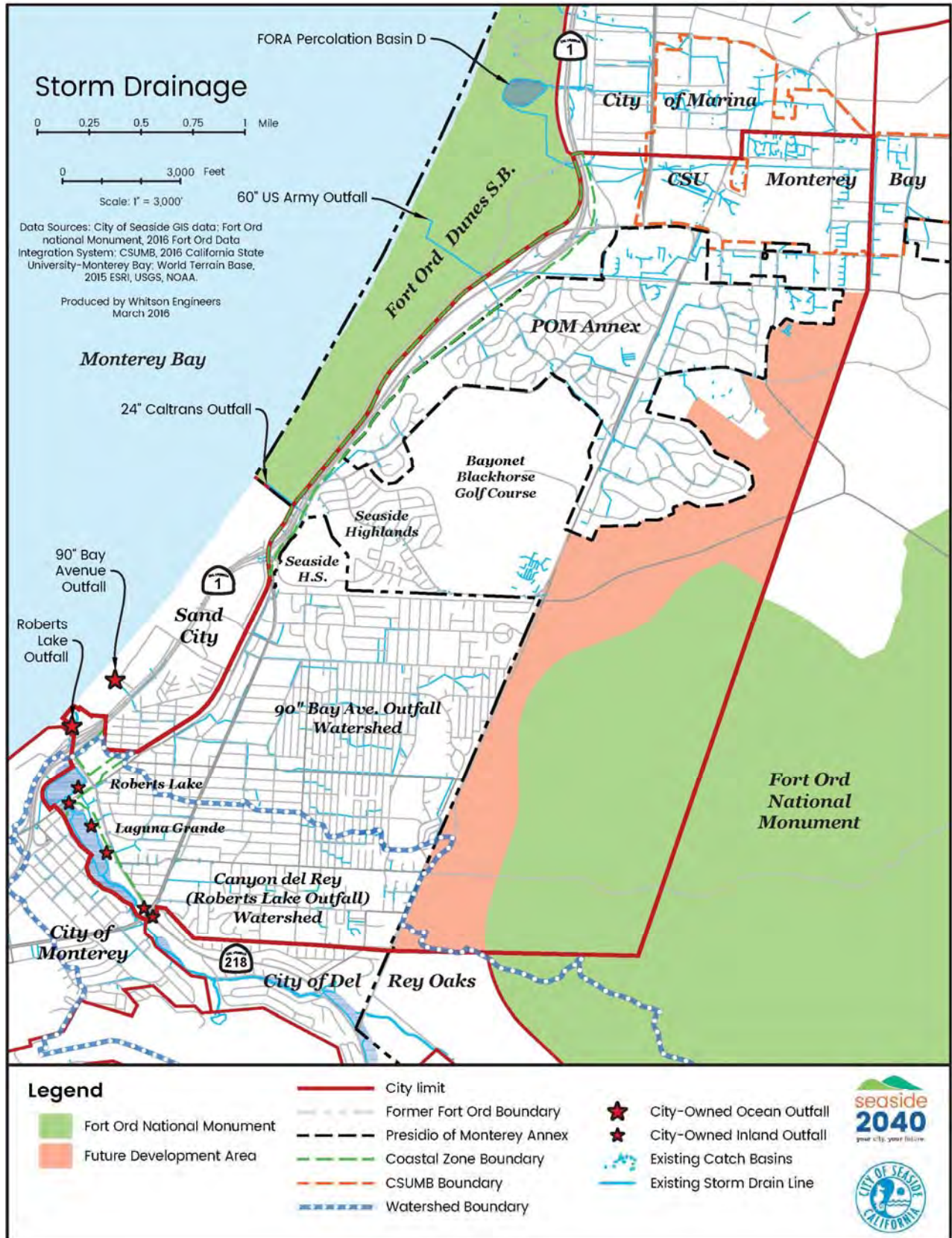
The Roberts Lake outfall consists of four 6'x6' box culverts connecting Roberts Lake to an outlet channel adjacent to the Monterey Tides Hotel (formerly the Monterey Beach Hotel), near the Highway 1 / Highway 218 interchange. Maintenance crews need to clear and maintain a channel across the beach prior to storm events to avoid localized flooding of the streets and public spaces surrounding Roberts Lake and Laguna Grande.

The Bay Avenue outfall is a 90-inch diameter pipe which outlets at the back of the beach near the end of West Bay Street in Sand City. Because of its location and elevation, this outfall also requires regular removal of beach sand which deposits in front of the outfall. If the outfall is blocked, it can lead to localized flooding of low-lying areas in Sand City.

In addition to these systems, the US Army continues to own and maintain a storm drain system serving the Presidio of Monterey Annex (POMA) and City of Seaside. This system terminates at a 60-inch diameter outfall on the beach west of Lightfighter Drive, within Fort Ord Dunes State Beach. Several large stormwater percolation basins are also located in the coastal sand dunes between Highway 1 and Monterey Bay. The most southern of these, Basin D, serves CSU Monterey Bay and surrounding areas within the northern limits of the City.

The State of California (Caltrans) also owns a 24"-diameter outfall located northwest of Seaside High School. In addition to serving Highway 1, this outfall accepts runoff from the high school, POMA, and the City of Seaside.

Figure 11-5: Storm Drainage System



Permitting Background

The City operates its Municipal Separate Storm Sewer System (MS4) under the state's Phase II Permit.¹³ The City is a member of the Monterey Regional Stormwater Group. The Storm Water Management Plan (SWMP) utilized by the group is Revision 3 of the Monterey Regional Storm Water Management Program (MRSWMP) Stormwater Control Plan (SWCP).

The City's boundary is its MS4 permit boundary.

In addition to the City facilities, MS4s are owned and operated within the City by the US Army, Caltrans, and CSU Monterey Bay. These systems are separately permitted, and the City does not have review authority over these systems.

City Ordinances

City code requirements related to stormwater are found in the following chapters:

- **Chapter 8.46 – Urban Storm Water Quality Management and Discharge Control.** Outlines requirements of and references the State's Phase II Permit. Authorizes City to adopt and amend requirements for implementation of Best Management Practices.
- **Chapter 13.30 – Storm Water Management Utility.** Creates a storm water utility.
- **Chapter 15.28 – Flood Control.** Addresses flood hazards.
- **Chapter 15.32 Standards to Control Excavation, Grading, Clearing and Erosion**
 - **15.32.090 – Permit – Application – Engineering Reports Required.** Requires a civil engineering report evaluating runoff and erosion.
 - **15.32.170 Design Standards – Drainage and Terraces.** Requires runoff calculations demonstrating that peak post-project runoff rates do not exceed predevelopment rates.
 - **15.32.180 Design Standards – Erosion and Sediment Control.** Provides minimum requirements for construction during the wet season (Winter Operations) as well as design elements aimed at reducing long-term erosion.
- **Chapter 16.24 Subdivisions-Improvements, Easements and Dedications**
 - **Section 16.24.070 Storm drainage.** Requires storm drain systems for subdivisions to protect abutting and off-site properties from adverse effects caused by any increase in runoff attributable to the development.
- **Chapter 18.02 Coastal Zone Districts, Uses, Regulations, and Requirements**
 - **18.02.060 Site development standards.** Provides general requirements for projects within the Coastal Zone.

Coastal Zone Requirements

Two areas within Seaside fall within the Coastal Zone – the Roberts Lake / Laguna Grande area; and the Highway 1 right-of-way within the former Fort Ord. The following

is a summary of the more important Local Coastal Plan requirements which are not redundant to the City's Phase II Permit and City Code:¹⁴

- Consolidate and/or eliminate reliance on storm water outfalls that daylight onto the beach. Priority is eliminating / redirecting dry weather and storm water flows away from the Bay Street outfall and former Fort Ord storm water outfalls. Storm water discharges must be filtered and treated prior to discharge.
- Maintain the Robert's Lake outfall. A coastal development permit is required for maintenance activities including periodic cleaning and removal of sand and debris from the outfall and occasional breaching of the sand berm. Investigate alternative to mechanical breaching of the sand berm including via expanding lake capacity, hand-trenching, and future restoration of natural tidal flow under Highway 1.
- Protect and maintain the functionality of Laguna Grande and the adjacent park lands from impacts associated with sea level rise. Plan for flooding impacts by increasing buffer areas around Roberts Lake and investigating opportunities for increasing lake capacity via sediment and fill removal.
- Update the *Wetlands Management / Enhancement and Restoration Program for the Laguna Grande/Roberts Lake LCP* (1983) to include restoration of native habitat types, improvement of water quality to a degree sufficient to support a recreational fishery, provide enhanced aesthetic qualities and permit recreational boating, and removal of accumulated sediment (dredging) to increase lake volume.

California Phase II MS4 Permit

The Phase II Permit is the primary regulatory framework for operation of the City's storm drainage system, and comprehensively outlines: pollution source identification and elimination; pollution controls during construction; minimum required municipal water pollution control practices; employee training; public education and outreach; water quality monitoring; design requirements for construction projects; assessment of program effectiveness; and recordkeeping and reporting.

The following permits are supplementary to the City's Phase II Permit, and generally focus on specific elements, e.g., project design, or temporary controls during construction.

Central Coast Regional Permit

The "post-construction" design requirements included in the State's Phase II Permit are superseded within the Central Coast Regional Board's jurisdiction by the Central Coast Post-Construction Requirements (PCRs).¹⁵ The PCRs are "tiered", such that smaller projects are subject to less stringent requirements than larger projects. Requirements include implementation of Site Design strategies such as limitation of disturbed area, and dispersing runoff to landscaped areas (Tier 1); treatment of runoff from impervious surfaces (Tier 2); on-site retention of runoff from up to the 95th percentile rainfall event (Tier 3); and limitation of the 2- through 10-year peak runoff rates to pre-development levels (Tier 4).

Trash Amendments

On April 7, 2015 the State Water Resources Control Board (State Water Board) adopted an amendment to the Water Quality Control Plan for the Ocean Waters of California (California Ocean Plan) to Control Trash and Part 1 Trash Provisions of the Water Quality Control Plan for Inland Surface Waters, Enclosed Bays, and Estuaries of California (collectively referred to as the “Trash Amendments”).

The Trash Amendments will require permittees to install, operate, and maintain “full capture systems” for all storm drains that capture runoff from the priority land uses in their jurisdictions. Full capture systems are defined as treatment controls (either a single device or a series of devices) that traps all particles that are 5 mm or greater, and has a design treatment capacity that is either: a) the peak flow rate resulting from a one-year, one-hour storm, or b) at least the same as the corresponding storm drain. Priority land uses are lands actually developed (i.e., not simply zoned) as high density residential, industrial, commercial, mixed urban, and public transportation stations.

MS4 (municipal) permit holders must be in full compliance with the Trash Amendments within ten years of their permit amendment, and fifteen years after the effective date of the Trash Amendments (i.e., January 2026).¹⁶ Permittees must demonstrate interim milestones such as average load reductions of 10% per year to full implementation.¹⁷

Construction General Permit

Construction projects which disturb more than 1 acre, or which are part of a Larger Common Plan of Development which will, in total, disturb more than 1 acre, must obtain coverage under the state’s Construction General Permit (CGP).¹⁸ The CGP primarily regulates construction site activities and provides minimum requirements for temporary water pollution controls.

Requirements for Projects within the Former Fort Ord

Projects located within the former Fort Ord must additionally comply with the FORA Storm Water Master Plan (FORA SWMP).¹⁹ The FORA SWMP identifies the long-term goal of eliminating storm water discharges into the existing percolation basins west of Route 1, and assumes that much of the existing storm drainage system on the former Fort Ord will be abandoned or removed as the former Fort Ord is developed, in favor of an approach which relies entirely on on-site retention (infiltration) facilities. The FORA SWMP provides methodology for sizing on-site retention facilities and recommends that 1) each municipality develop the design standards necessary for implementation of the FORA SWMP, and 2) individual projects be required to retain all stormwater runoff (i.e., from the 100-year design event) on-site.

Identified Master Plan and CIP Projects

The City’s 2013 Stormwater Master Plan²⁰ outlines a total of 12 project totaling \$53 million. Of these, the following improvement projects are important for the General Plan Update:

- Project 5: 90-inch diameter Bay Avenue Outfall. A two-phase approach is proposed consisting of 1) outfall modifications, removal of the most flood-prone

properties along the pipeline alignment in Sand City, and creation of an infiltration pond; and subsequently, 2) construction of a pump station in Sand City so the outfall could be operated under pressure.

- Project 9: Roberts Lake Outfall. Two options are outlined: 1) continue manual breaching, and 2) construct a 250 cfs pump station and 60-inch diameter pipeline to breach the sand bar.
- Project 10: West Broadway. Construct stormwater treatment and retention facilities as part of West Broadway improvement project.
- Project 12: Storm Drain Water Quality Project. Retrofit stormwater quality units at eight locations on the existing stormwater system to screen, separate, and trap debris, sediment, oil, and grease in stormwater runoff prior to discharging to Laguna Grande, Roberts Lake, and to the Monterey Bay National Marine Sanctuary.

The remaining eight projects identified in the Master Plan are aimed at correcting local street drainage issues and storm drain capacity deficiencies.

Due to the design requirements for development under the Central Coast PCRs, as well as the Fort Ord Master Plan, neither new development nor redevelopment is anticipated to increase stormwater flows, nor require expansion or up-sizing of the City's existing storm drainage system.

Funding

The City has a stormwater utility ordinance (Municipal Code Chapter 13.30), but is not currently collecting stormwater fees. Funding for storm drain system improvements therefore currently comes out of the City's General Fund. Annual maintenance and capital expenditures are anticipated to rise as the City's existing storm drainage infrastructure ages and requires replacement. In addition, increasing regulatory requirements have resulted in increased construction as well as operational costs, and are anticipated to rise further in the future.

Six alternative fee structures were developed and analyzed in the 2013 Stormwater Master Plan. The alternatives ranged from the minimum fee to cover existing and ongoing expenditures only (operation, maintenance and loan repayment); to an alternative which fully recovers all costs identified in the Master Plan. To date the Master Plan has not been finalized or approved.

Key Issues and Opportunities

- **Existing water extractions.** Existing extractions from the Carmel River, Seaside Basin, and Salinas Aquifers are limited, and extractions from the Carmel River and Seaside Basin are on a reducing schedule. These reductions significantly affect development opportunity and have the potential to create water shortages for existing customers if new supplies are not developed.

- **SMWS Service Area.** No new water sources have been identified. SMWS customers may face water shortages as early as 2019 due to groundwater pumping limitations in the Seaside Basin Adjudication.
- **Cal-Am Service Area.** A portfolio of new water sources are under development by Cal-Am, MRWPCA and MPWMD. The new sources are planned to offset reduced extractions from existing Cal-Am sources; they are not proposed to provide water for new development or for intensification of existing uses.
- **MCWD Service Area.** Two water projects are proposed which may provide additional supply to the Fort Ord community. The timing of these projects is uncertain; and until these projects are implemented, water supply will limit development of the former Fort Ord lands.
- **Sanitary sewer.** Division of future sewer service areas within the former Fort Ord lands (Study Areas E and F) is under discussion by SCSD and MCWD. Programmed CIP projects include improvements required for anticipated redevelopment of Fort Ord, but do not currently include improvements required for annexation of Study Areas E and F into SCSD. Should SCSD annex Areas E and F, the current Rate Study would need to be revised to incorporate the required system improvements.
- **Stormwater deficiencies.** Over \$50 million in storm drainage CIP projects are identified in the City's 2013 Stormwater Master Plan. Additional major system improvements are anticipated due to increasingly stringent stormwater regulations. Implementation of a stormwater utility fee is therefore needed. Changes in permitting and coastal development requirements also is anticipated to require changes in city ordinances and procedures.

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- ⁶ Schaaf & Wheeler Consulting Civil Engineers. (May 2016) Draft 2015 Urban Water Management Plan. Prepared for the Marina Coast Water District.
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- ¹⁰ MPWSP Revised Project Description (March 2016)
- ¹¹ Seaside County Sanitation District. (2014) Sewer System Management Plan, Revision 2
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- ¹⁷ Appendix E: Final Part 1 Trash Provisions of the Water Quality Control Plan for Inland Surface Waters, Enclosed Bays, and Estuaries of California.
- ¹⁸ SWRCB Order No. 2009 - 0009 - DWQ, NPDES General Permit No. CAS000002, WDRs for Discharges of Storm Water Runoff Associated with Construction and Land Disturbance Activities.
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12. Health Conditions

The chapter provides a general overview of the current health conditions in the City of Seaside related to life expectancy, levels of physical activity, weight status, food access, and health care access.

Life Expectancy and Leading Causes of Death

Average life expectancy in Seaside, Monterey, Marina & Pacific Grove (83.2 years) is roughly one year greater than Monterey County (82.4). However, as this data is aggregated, Seaside's life expectancy alone is likely to be different from these nearby cities.

The leading causes of death refer to the most common causes of death based on the frequency of their occurrence. Identifying which risk factors are associated with certain causes of death can help prevent disease and keep people healthier. Seaside's leading causes of death are roughly similar to those in Monterey County and California overall. The top three causes – cancer, heart disease, and stroke – share some of the same risk factors, including poor diet and lack of physical activity. Better access to nutritious food and more opportunities for physical activity could reduce Seaside residents' vulnerability to these diseases. Poverty, low levels of education, and lack of access to health care may also contribute to these causes of death.

Table 12-1: Leading Causes of Death

Rank	Seaside	Monterey County	California
1	Cancer	Heart Disease	Heart Disease
2	Heart Diseases	Cancer	Cancer
3	Stroke	Stroke	Stroke
4	Chronic Lower Respiratory Disease (CLRD)	CLRD	CLRD
5	Alzheimer's Disease	Unintentional Injury	Alzheimer's Disease
Source: <i>Healthy City and County Dept of Health</i>			

Heart Conditions

Heart Disease is a general term used to refer to a range of diseases that affect the heart. Some types of heart disease include diseases of the blood vessels (such as coronary artery disease); heart rhythm problems (arrhythmias); and heart conditions that people are born with (congenital heart defects). Heart disease is the second leading cause of death in Seaside with 6 percent of adults over the age of 18 ever diagnosed with heart disease.¹ In 2012, the mortality rate due to heart disease in Seaside was 6.5 deaths per 10,000 residents.²

Stroke

Stroke is a leading cause of death in the U.S., and the third leading cause of death in Seaside. A stroke can occur when a blood vessel in the brain ruptures or a clot blocks the blood supply to the brain, which can cause death or disability. The risk of stroke can be reduced through healthy lifestyles choices, such as eating a healthy diet, being active, limiting smoking and alcohol use, and maintaining a healthy weight. In Seaside, the mortality rate due to Cerebrovascular Disease (Stroke) was slightly higher than the state's (3.8 compared to 3.5 per 10,000 residents).³

Diabetes

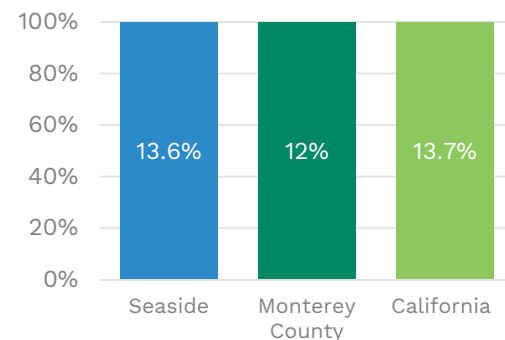
Diabetes is the seventh leading cause of death in the United States. Since the 1970's, the risk of developing diabetes has increased by over 50 percent for American adults. About 8 percent of Seaside adults over the age of 18 reported having been diagnosed with diabetes by a doctor similar to the County's (9 percent).⁴ In 2012, the diabetes mortality rate in the City of Seaside (zip code 93955) was lower (1.8) compared to California's mortality rate of 2.1. In Seaside, the annual diabetes hospitalization rate is higher than the County's (5.9 versus 3.5 hospitalizations per 10,000).⁵

Asthma

Diseases of the respiratory system are an important public health issue; in the U.S., 23 million people have asthma. Asthma is a chronic lung disease that includes inflammation and intermittent narrowing of the airways. Asthma can cause repeated episodes of wheezing, chest tightness, shortness of breath, and coughing. Asthma attacks are triggered by a number of factors, including smog, dust, pollen, and smoke. Although asthma cannot be cured, it can be managed with appropriate treatment and medication.

Data for asthma is available only at a zip code level (zip code 93955). In zip code 93955, which covers all of Seaside, the percentage of adults ever diagnosed with asthma is 14

Figure 12-1: 2012 Asthma Prevalence

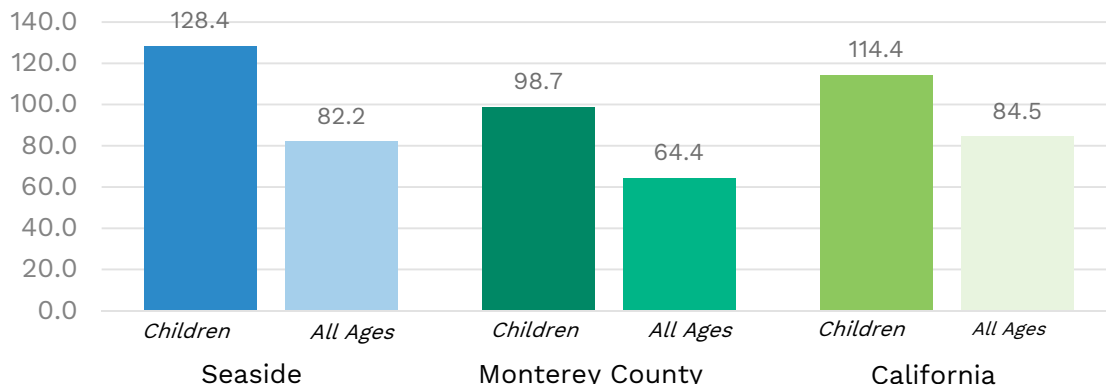


Source: California Health Interview Survey (2011-2012)

percent, slightly greater than Monterey County's rate (12 percent) but same as California's (14 percent) as shown in Figure 12-1.⁶

As shown in Figure 12-2, from 2010-2012, asthma hospitalization rates for children (128.4 versus 98.7 per 10,000) and rates for all ages (82.2 versus 64.4 per 10,000) were significantly higher in Seaside than the County.⁷ Just like in the County and State, rates of asthma hospitalizations for children under the age of 18 were higher than for all ages.

Figure 12-2: 2012 Asthma Hospitalization Rates Per 10,000



Source: California Office of Statewide Health Planning and Development (2012).

In 2012, emergency department visit rates related to asthma for the City of Seaside were moderately higher than the County's (53.9 versus 46.3 per 10,000). However, emergency department visit rate related to asthma for children under the age of 18 was significantly higher in Seaside (92.3 per 10,000) compared to the County (65.9 per 10,000) and the State (67.1 per 10,000).⁸

Obesity

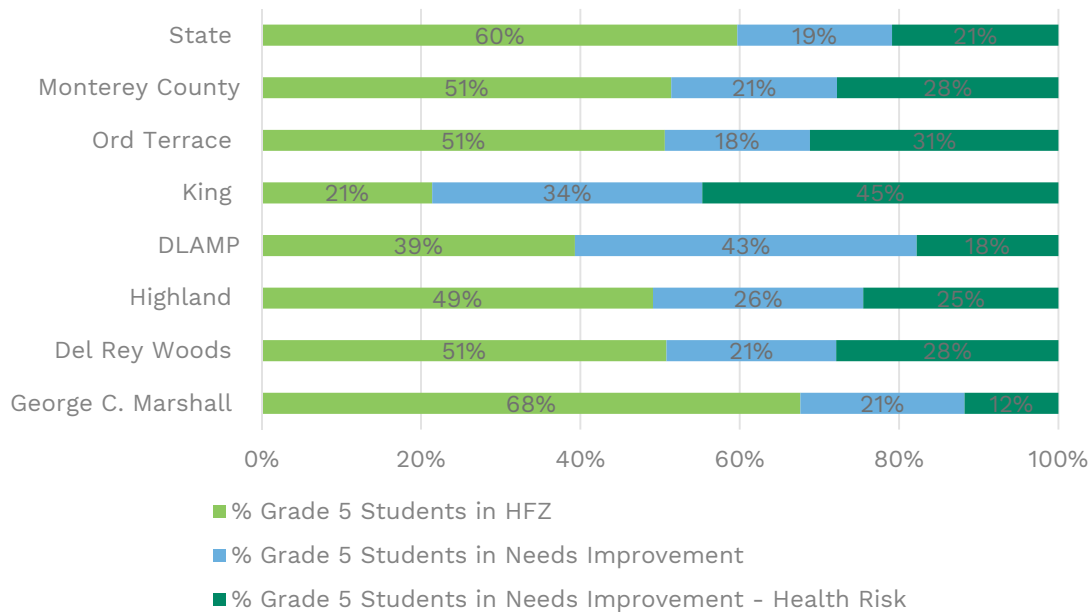
Obesity is the most prevalent, chronic, and relapsing disorder of the 21st century. It is a leading cause of the nation's mortality, morbidity, disability, healthcare utilization, and healthcare costs. California's has experience a dramatic increase in obesity during the last few decades. In 1985, less than 10 percent of California's population was obese; by 2010, over 20 percent of Californians were considered obese. In Seaside, 46 percent students were obese/overweight. This is similar to the County (45 percent), which is the 4th highest County in the state. Twenty-seven percent of adults 18 years and older in Seaside were obese.⁹

The Physical Fitness Testing (PFT) for students in California schools in grades five, seven, and nine has six parts that show a level of fitness that offer a degree of defense against diseases that come from inactivity. The six fitness areas include aerobic capacity, abdominal strength and endurance, upper body strength and endurance, body composition, trunk extensor strength and flexibility. Body composition is used to describe the percentage of fat, bone, water and muscle in human bodies. Students in the Healthy Fitness Zone (HFZ) are individuals who achieve a level of fitness that offers protection against diseases that result from sedentary living.

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In Seaside, King Elementary has the highest percentage of 5th graders at risk to health issues due to their body composition (45 percent) as shown in Figure 12-3. Whereas 5th graders at the Dual Language Academy of the Monterey Peninsula (DLAMP) and George C. Marshall have the lowest proportion of students at risk, 18 percent and 12 percent respectively. For comparison, 21 percent of 5th graders statewide and 28 percent countywide are at risk.¹⁰

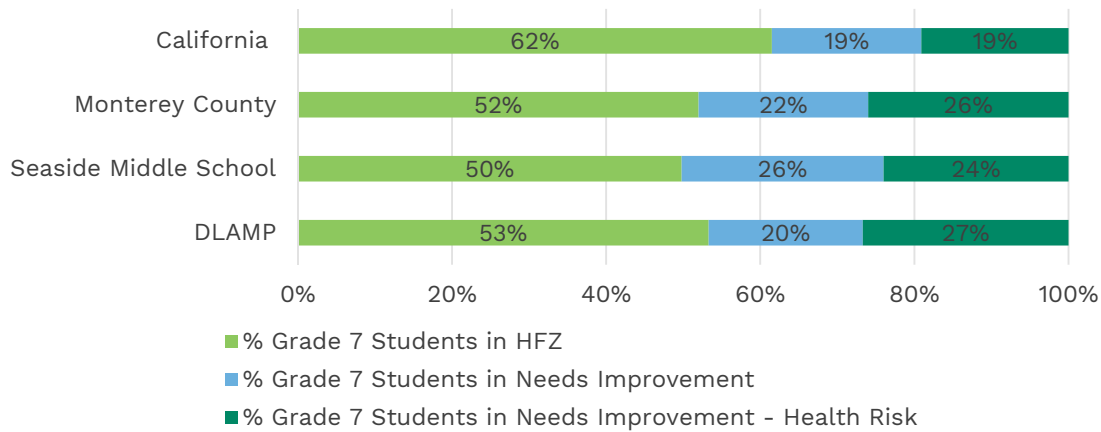
Figure 12-3: 2014-15 Student Body Composition: Grade 5



Source: California Department of Education (2014-2015)

As shown in Figure 12-4, 7th graders from Seaside Middle School and Dual Language Academy of the Monterey Peninsula have similar percentages of students within each body composition zone and are similar to the County as a whole. However, fewer students are in the healthy fitness zone than the state and thus significantly more are at a risk for health issues due to their body composition.¹¹

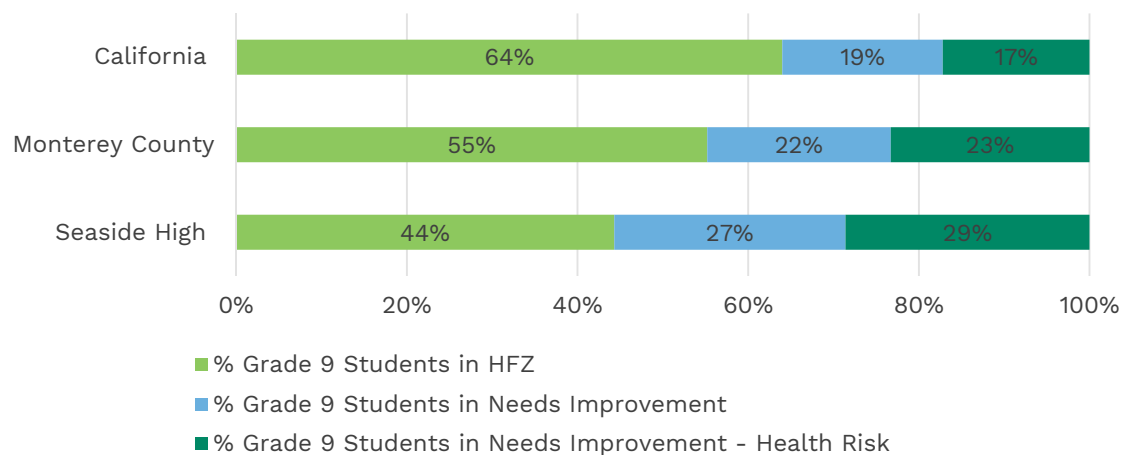
Figure 12-4: 2014-15 Student Body Composition: Grade 7



Source: California Department of Education (2014-2015)

At Seaside High School, 44 percent of 9th graders are in the Healthy Fitness Zone (HFZ), 27 percent need improvement and 29 percent are at a risk to health issues due to their body composition, as shown in Figure 12-5. Like middle school students, significantly fewer students are in the healthy fitness zone than the state and significantly more are at a risk to health issues due to their body composition.¹²

Figure 12-5: 2014-15 Student Body Composition: Grade 9



Source: California Department of Education (2014-2015)

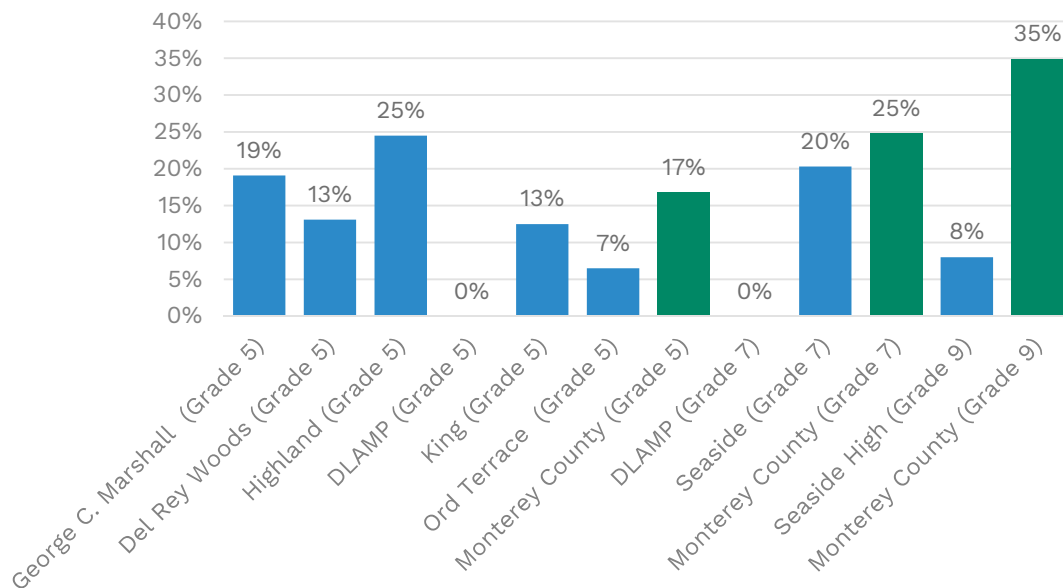
Physical Activity

Physical activity is important in maintaining health and preventing disease. Regular physical activity can help control weight gain and reduce the risk of obesity, cardiovascular disease, type II diabetes and some cancers. Exercise also helps strengthen bones and muscles and improve mental health and mood, both of which

can lead to a longer life. According to the 2008 Physical Activity Guidelines for Americans, adults should participate in at least 150 minutes per week of moderate intensity physical activity (such as walking). In Seaside, about 37 percent of adults 18 years and older walked at least 150 minutes a week, similar to the County rate (38 percent).¹³

Figure 12-6 shows the percentage of fifth grade, seventh grade, and ninth grade students in Seaside and Monterey County that passed all six Physical Fitness Test areas and scored within California’s established Healthy Fitness Zone (HFZ). In most cases, schools in Seaside performed worse than the County as whole which could lead to an increase in childhood obesity and other health challenges related to inactivity.

Figure 12-6: Percent in Grade 5, 7, and 9 Meeting the Healthy Fitness Zone with 6 of 6 Fitness Standards



Source: California Department of Education (2014-2015)

There were no fifth graders at DLAM that scored a 6 out of 6 in their HFZ and only seven percent of fifth graders at Ord Terrace did so, which pales in comparison to Monterey County (17 percent). Also, zero percent of seventh graders at DLAMP School scored a 6 out of 6 in the HFZ. For ninth grade, Seaside high school had only 8 percent of students who scored 6 out of 6 fitness standards compared to 35 percent in Monterey County.¹⁴

Food Security and Access

Food security and access is important for improving community health and economic wellbeing. “Food security” is defined as having access to enough food for an active, healthy life for all people at all times. Food insecurity can lead to undernourishment and malnutrition, which coincide with fatigue, stunted child development, and other health issues. Approximately 7.4 percent of adults age 18 and over in Seaside do not

have the consistent ability to afford adequate amounts of food, which is lower than California (8.4 percent) and Monterey County (8.9 percent).¹⁵ Households that lack “food security” can obtain supplemental assistance from government programs, such as the CalFresh program and the Women Infants and Children (WIC) program. There are over twenty certified CalFresh vendors and three WIC vendors in Seaside. These vendors tend to be located along Fremont Boulevard.¹⁶

Overall, residents in Seaside have good access to healthy food stores. There are seven grocery stores in the City, and most residents are within a short walk or drive of a market.¹⁷ Residents of communities with access to a full service grocery store or supermarket tend to eat more fruits and vegetables, have lower body weights, and lower rates of chronic diseases.

The City also houses a number of restaurants and fast food establishments. These eateries tend to be concentrated along Fremont Boulevard and Broadway Avenue.¹⁸ Studies have shown that people who live near fast food restaurants tend to experience higher levels of obesity and associated chronic disease.

Crime and Public Safety

Crime can have health, social, and behavior implications for victims and their families. Violent crimes, such as homicides, physical assaults, rapes, and sexual assaults affect the health outcomes of communities. While poverty crimes and violence can also have a broad impact on the rest of the community. In Seaside, the property crime rate was 147.6 per 10,000 and the violent crime rate was 33.8 per 10,000 in 2014, which are both down from the crime rates in 2010. Table 12-2 shows the crimes known to law enforcement from 2010 to 2014.

Table 12-2: Seaside Crime Statistics (2010–2014)						
Crime	2010	2011	2012	2013	2014	5-year Average
Murder and Nonnegligent Manslaughter	1	0	2	4	6	3
Rape	10	7	4	7	5	7
Robbery	21	23	27	21	16	22
Aggravated Assault	97	82	76	88	89	86
Violent Crime Subtotal	129	112	109	120	116	117
Burglary	139	149	126	150	106	134
Larceny-theft	402	431	335	390	349	381
Motor Vehicle Theft	51	53	38	51	52	49
Arson	8	10	5	0	4	5
Property Crime Subtotal	592	633	499	591	507	564

Source: FBI Uniform Crime Reporting (2010–2014)

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The City of Seaside has had consistently lower violent and property crime rates per 10,000 residents compared to Monterey City, Monterey County, and California, as shown in Figure 12-7 and Figure 12-8.

Figure 12-7: Violent Crime Rate, Seaside Compared to County & State

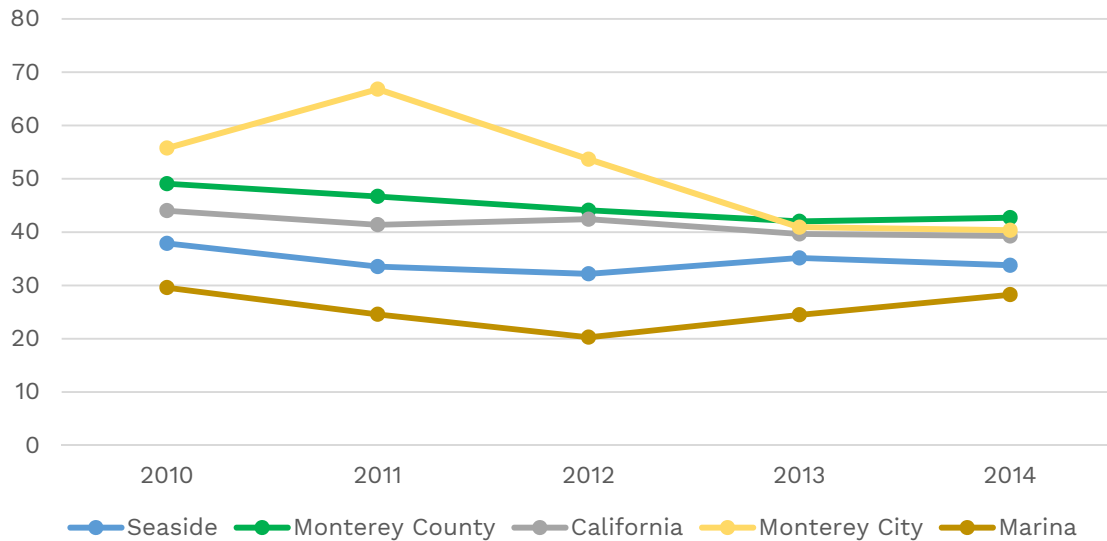
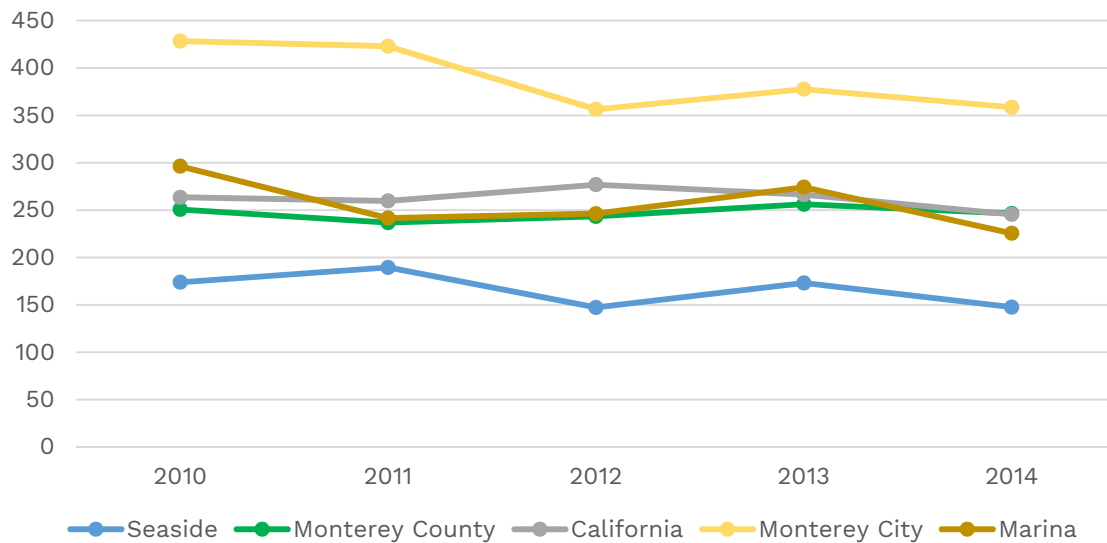


Figure 12-8: Property Crime Rate, Seaside Compared to County & State



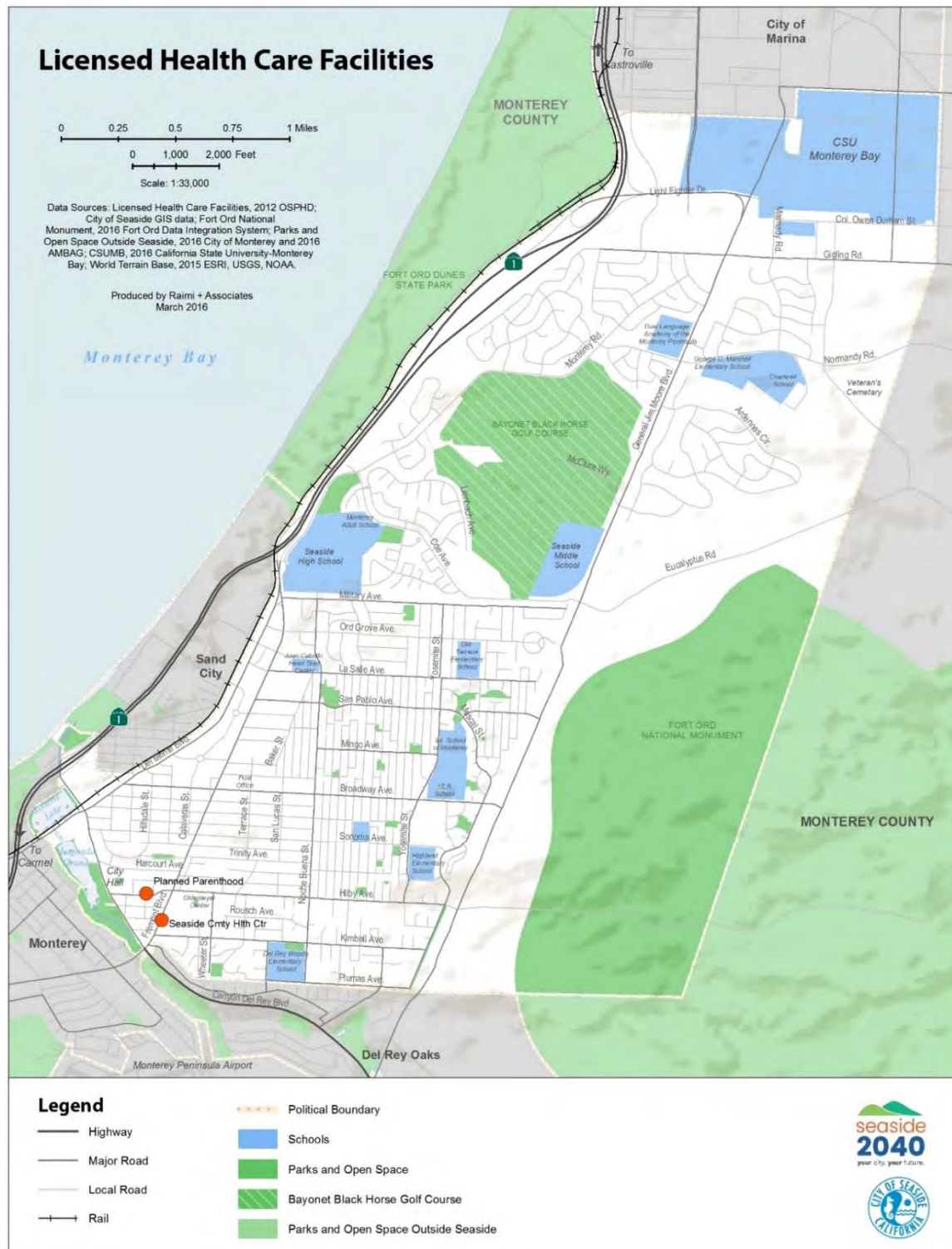
Access to Health Care and Health Care Facilities

As shown on Figure 12-9, there are two licensed health care facilities in Seaside. These include the Seaside Community Health Center and Planned Parenthood. Seaside residents do have access to approximately 35 additional licensed facilities within five miles, including a general hospital in Carmel.¹⁹

Although there are a health care facilities in Seaside, the City is located with a Health Professional Shortage Area (HPSA) for nurses and dental professionals. A Health Professional Shortage Area is a federal designation given to areas that demonstrate a shortage of healthcare professionals, including primary care professionals, dentists, and mental health professionals.²⁰ Seaside proper has also been designated as a Medically-Underserved Area (MUA). MUAs are determined through a ratio of primary medical care physicians per 1,000 population, infant mortality rate, percentage of the population with incomes below the poverty level, and percentage of the population age 65 or over.²¹

Between 2010 and 2014, about 35 percent adults 18-64 years and about 16 percent children under the age of 18 were uninsured in Seaside.

Figure 12-9: Licensed Health Care Facilities



Key Issues and Opportunities

- **Physical Activity Levels.** Seaside students tend to score worse than all Monterey County students on physical fitness tests, suggesting that more students are at risk for obesity and other health challenges related to inactivity.
- **Preventable Disease.** Risks for Seaside's leading causes of death – heart disease, stroke, and Alzheimer's – can be reduced through better nutrition, increased opportunities for physical activity, reduced poverty, and better education.
- **Lack of Medical Services.** Seaside is defined as a Medically-Underserved Area, which means that residents lack access to health care services. This can increase vulnerability to a variety of diseases, both through a lack of preventive care and a lack of post-diagnosis care.
- **Crime Levels.** Although violent and property crime levels are persistent and relatively consistent over time, Seaside has lower crime rates than Monterey City, Monterey County, and California.

Citations

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- ² CDPH (2012).
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- ⁴ CDPH (2011-2012). CHIS.
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- ¹⁰ California Department of Education (2014-2015). Physical Fitness Test based on the Healthy Fitness Zone.
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- ¹⁶ CDPH (2016). Nutrition Education and Obesity Prevention (NEOP) GIS Map Viewer.
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- ²⁰ California Office of Statewide Health Planning and Development (2015). Health Professional Shortage Areas.
- ²¹ U.S. Bureau of Health Workforce. (2014).

Seaside General Plan Workshop 1 Summary

Oldemeyer Center, Laguna Grande Room
986 Hilby Avenue, Seaside, California 93955 Seaside, CA
June 6, 2016, 5:30PM-8:00PM

Workshop Overview

On Monday, June 6, 2016, the City of Seaside hosted a workshop to engage with community members about the Seaside 2040 General Plan update. The workshop was held at the Oldemeyer Center and took place from 6pm until 8pm. The workshop was attended by over 80 people. A Spanish speaking translator was available at the workshop, and all materials were available in Spanish and English. Free childcare was provided.

The workshop was opened by Seaside Mayor Pro Tem Ian Oglesby. Mayor Pro Tem Oglesby discussed the importance of the City's General Plan, key elements of the plan, and the importance of community participation and collaboration. Following Mayor Pro Tem Oglesby, Matt Raimi of Raimi + Associates provided an overview of the Seaside General Plan project, describing what a General Plan is and outlining the community engagement process. Following Matt Raimi, Eric Yurkovich of Raimi + Associates provided a brief overview existing conditions in the City. The full presentation is available by clicking on [this link](#).



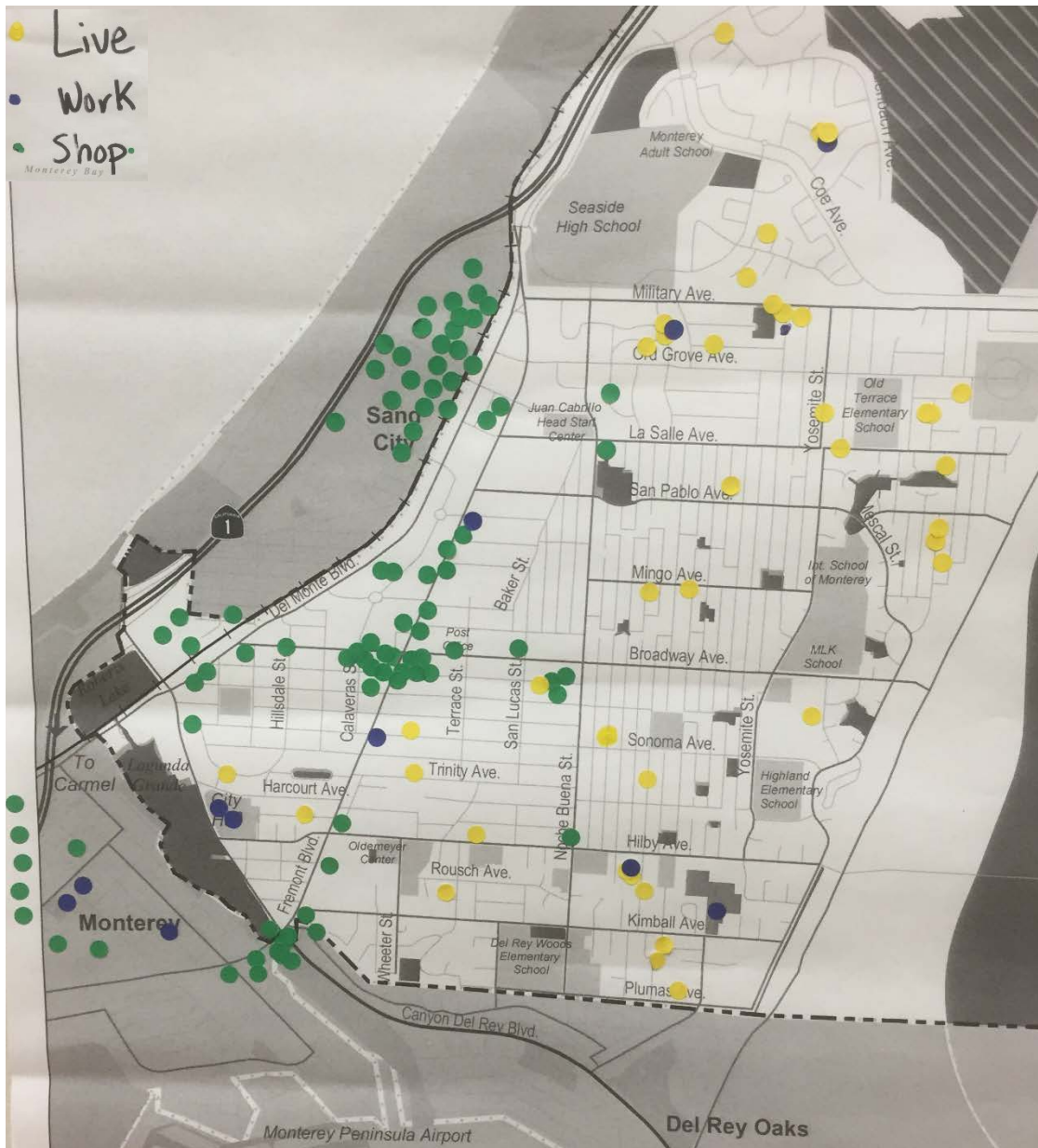
The workshop included the following primary forms of input for individuals and small groups of participants:

- **Individual activities.** After the doors opened and before the workshop formally began, workshop participants had the opportunity to engage in three activities. The activities included the following:
 - o **Where Do you Live, Work, and Shop?** Participants mapped where they live, work, and shop in Seaside and surrounding communities.
 - o **Community Asset Mapping.** Participants identified community assets, including parks, community-based organizations, schools, churches and other key assets in Seaside. Participants marked community assets on a large map and noted other assets on a flip chart.
 - o **What ideas do you have to engage the community in the process?** Participants wrote their ideas to engage the community in the Seaside 2040 planning process.
- **Small-group discussion.** Participants separated into nine small groups to discuss four questions over the course of about an hour. Each table included a facilitator, whose role was

to manage the small group discussion and to ensure that everyone had a chance to speak and share their ideas. Participants discussed the following questions:

- o What makes Seaside unique and special?
- o What are the key issues and opportunities facing Seaside today and in the future?
- o What is your vision for Seaside in 2040? What will the City look like in 2040?
- o How can we help to build community collaboration during the General Plan Update Process?

At the conclusion of the small-group discussion, each table selected a volunteer who reported key ideas, issues, and conclusions to all workshop participants.



Map showing where workshop participants lived, worked, and shopped.

Small-Group Discussion Summary

The following section provides a summary of the small-group discussion. The first section, “Highlights from the Small-Group Discussions” summarizes the top ideas, issues, and conclusions recorded on the facilitator report-back worksheets and emphasized during the full-group, report-back period. The second section, “All Small-Group Discussion Notes” provides tables that summarize the breadth of the small-group discussion. These tables include the ideas highlighted on the facilitator report-back worksheets as well as all other ideas discussed at the tables.

Highlights from the Small-Group Discussions

At the conclusion of the small-group discussion, each table facilitator asked a volunteer to help summarize the group’s top three ideas, comments, or conclusions for each question. Below is a summary of the key ideas from the workshop groups.

Question 1: What makes Seaside unique and special?

Workshop groups identified the following characteristics that make Seaside unique and special:

- **Diversity.** Groups emphasized the City’s ethnic, age, and socio-economic diversity, highlighting that the community is working-class with relatively affordable housing.
- **History.** The City has a unique history and culture related to the Civil Rights movement and the former Fort Ord, the first integrated military base in the country.
- **Economy and businesses.** The City has diverse businesses, including neighborhood services, retail, auto, and tourism-related businesses. There are a broad range of economic opportunities in the City.
- **California State University of Monterey Bay (CSUMB).** The City houses a new and growing university.
- **Parks and open space.** Seaside has many small parks throughout the City and is close to beaches and the Fort Ord National Monument.
- **Geography and weather.** The City’s geographic location adjacent to the coast and sloping landscape create unique ocean and city views. The general climate is pleasant, and it is a tranquil and calm City.

Facilitator Report-Back Worksheet
Workshop #1: June 6, 2016

Facilitator: Sharon

Top characteristics that make Seaside unique and special:

1. Diversity by people & color & age
2. Economic opportunities
3. Proximity to many items

Priority issues and opportunities that the City is facing:

1. Jobs/housing imbalance
2. Crime perception
3. Traffic - in particular Del Monte/Fremont

Top ideas that illustrate the groups vision for Seaside in 2040:

1. greener city w/ upscale architecture
2. Better traffic flow/less blight
3. Unique employment, make ~~area~~ ^{community} ~~attractive~~ ^{attractive}

Techniques/activities to build and/or enhance community collaboration:

1. create farmers market / cultural events
2. utilize churches & other existing groups
3. create focus groups (CSUMB or Sustained for people who have attended event)

An example of a facilitator report-back worksheet.

Question 2: What are the key issues and opportunities facing Seaside today and in the future?

Workshop groups identified the following as top priority issues in the City:

- **Water shortage.** The regional water shortage is impacting the City's ability to grow and redevelop opportunity sites.
- **Services.** Workshop groups called out the lack of health services for elderly in the City and/or too many hurdles to access the existing health services. Groups documented the need for more educational services.
- **Housing and job opportunities.** Participants noted a lack of job opportunities within City and that rising housing pricing were reducing the supply of affordable housing.
- **Outside perception.** Participants stated that the City receives bad press related to issues such as the perception of crime and the poor condition of infrastructure, impacting the outside perception of the City.
- **Neighborhood blight.** Unused, abandoned, or cluttered properties and public streets create neighborhood blight. Overhead utilities that create visual blight.
- **Condition of infrastructure.** City infrastructure and facilities, such as streets and parks, are in poor condition.
- **Congestion.** Del Monte Boulevard and Fremont Boulevard are congested streets.
- **Former Fort Ord land development.** Workshop groups suggested that Monterey Downs may not be the best place for new development on the former Fort Ord lands, owing to the sensitivity of existing habitat and proximity to existing City neighborhoods.



Small-group discussion report back from the workshop.

Participants identified the following opportunities for Seaside in the future:

- **Infill opportunities.** Workshop groups highlighted that there are opportunities for affordable housing and new development in City, underscoring that sustainable and smart growth can make the City a more attractive place.
- **Public health and quality of life.** Groups emphasized that maintaining and improving existing pocket parks, while improving recreational programming can promote physical activity and increase quality of life for residents. Walkable streets and sidewalks with safe bicycle lanes and access to public transportation can promote active transportation.
- **Job diversity.** Building on assets like CSUMB, the National Monument, and tourist and service businesses, the City can increase employment opportunities and economic diversity.

- **Downtown creation.** Workshop groups remarked that redevelopment in the West Broadway Specific Plan area can help create a downtown in Seaside.
- **Government representation.** There is an opportunity to increase cultural representation in City government.

Question 3: What is your vision for Seaside in 2040? What will the City look like in 2040?

Workshop participants identified the following ideas about their vision for the future:

- **Placemaking and identity.** Workshop groups emphasized forging an identity in Seaside. This includes developing a unique downtown along West Broadway, creating welcoming entrances to landmarks like the Fort Ord National Monument and Veteran's Cemetery, and creating a college town adjacent to CSUMB. Participants also envisioned more cultural events and new community, art, and entertainment facilities to attract residents and visitors alike.
- **A greener, healthier City.** Groups envisioned a City focused on sustainable growth that increased energy and water independence. Groups also underscored the opportunity to create a healthy community with greenspaces, healthy food, a farmers market, and high-quality educational opportunities for all residents.
- **Strong, sustainable, and diverse economy.** Groups emphasized a vision for the City as economically-strong with a diverse set of employment opportunities and careers. Sustainable industries, including water treatment and clean energy were highlighted.
- **Education.** Workshop groups envisioned more educated professionals in the City, and the City collaborating with schools to create additional programs for children.
- **Better mobility.** Workshop groups emphasized creating a pedestrian-friendly town that created more opportunities for active transportation. Better traffic flow on the City's major streets was also envisioned.
- **Beautification.** Fostering a sense of pride in Seaside, making the area attractive, and reducing neighborhood blight were highlighted. Groups also recommended requiring high-quality architecture in new buildings.
- **Latino community.** Workshop groups emphasized more political representation for the Latino community in Seaside City government, while envisioning better City services that targeted the needs of the Latino community.



Question 4: How can we help to build community collaboration during the General Plan Update Process?

Workshop groups were asked to consider ways to ensure the entire community has a voice in the planning process. Groups responded with the following techniques and activities:

- Targeting communication, engagement, and community building to the City’s diverse populations.
- Cultivating more Latino leaders.
- Creating campaigns to increase consciousness in the community about the resources and services available from the City, County, and community-based partners.
- Ensuring transparency in the process.
- Using social media.
- Advertising in the Weekly and Monterey Herald, Seaside Post, and News Sentinel.
- Canvassing door-to-door.
- Conducting outreach to schools and churches.
- Sustaining communication with entire city population, including Spanish speakers and youth.
- Strengthen ties with existing community efforts, including Friends of Seaside Parks, Sustainable Seaside, and neighborhood watch groups.
- Involving youth.
- Utilizing churches and other existing groups to get the word out about the planning process.
- Creating focus groups at CSUMB or Sustainable Seaside.
- Hosting a community potluck or food walk.
- Hosting small neighborhood meetings.

All Small-Group Discussion Notes

This section provides summary tables for each of the four questions above. These table include the entire breadth of the small-group discussion, including the top ideas highlighted on the facilitator report-back worksheets and other ideas discussed at each table. The summary tables show “tallys” for the number of tables that discussed a particular topic.

Question 1: What makes Seaside unique and special?	Tally
Cultural and ethnic diversity	7
Age diversity	2
A place where everyone feels equal.	1
Community spirit/involvement.	2
Sense of community with friendly people/neighbors	4
Geographic location. Close to ocean, access to Highway 1 and General Jim Moore Boulevard, views (top of hill), sunbelt of the Peninsula, proximity to Big Sur, CSUMB, the National Monument, and Gateway to Peninsula.	6
Weather / climate	4
History. Civil Rights movement, former Fort Ord military history	2
Parks and open space. Park access, proximity to Ford Ord National Monument, Laguna Grande, walking trails, pocket parks, and open space in former Fort Ord.	5
Public education	3
Small town feel. Tranquil city, casual atmosphere, laidback, accessible and easy to go to places, and walkable.	3
Diversity of businesses. Ethnic restaurants, affordable small local businesses, good services.	5
Economic opportunity.	1
Tourist city.	1
Proximity to Cal State University Monterey Bay (CSUMB).	3
Churches	1
Transit available through main parts of the City.	2
Good highway access.	2
Stable neighborhoods.	1
Affordable housing. More affordable than other areas in the Peninsula but rents are increasing.	3
Older houses mixed with new homes.	1
Well-cared for homes.	1
Beautiful oak trees.	1
Events, activities, and music and arts programs. Memorial Day Parade, Easter egg hunt, and Blues in the Park.	2
Working community.	1
Clean air.	1
Language center	1
Swim center.	1

Question 2: What are the key issues facing Seaside today and in the future?	Tally
Bedroom community. Not enough jobs.	2
Aging infrastructure and buildings. Streets and sidewalks need maintenance; apartments and condominiums need upgrades.	4
Lack of tourist attractions.	1
Businesses on Broadway do not face Broadway.	1
Streets are too crowded, even parking on corners.	3
Services for the elderly.	1
Lack of affordable housing.	4
Gangs and crime.	2
Water problem. Smart water use.	2
Homelessness. Need support and accommodation for homeless residents and families; tap into existing initiatives to help homeless; work toward establishing programs that will address their needs.	3
Bookstore is closed	1
Parks. Parks are neglected; crime (potential) in parks; playgrounds are locked up.	4
Poor City reputation and bad press.	3
Schools need improvement.	2
Lack of healthy food options and too many fast food places.	2
Traffic issues. Only one Highway 1 exit; slow down traffic speed on Hilby Avenue; too many one-way streets.	2
Horse race track & gambling. Don't develop and ruin natural areas.	2
Limited access to the beach and National Monument from the City.	1
Lowest recycling rate in Peninsula.	1
Lack of job opportunities/trainings. College grads leave because there are no job opportunities; City is losing good paying jobs; lack of vocational use related trainings.	2
Zoning issues in local stores.	1
Cell towers on residential and church property.	1
Monterey Downs. Not the right project for Seaside.	2
Not enough childcare.	1
Latinos not involved.	1
Better environmental protection.	1
Need better code enforcement.	1

Question 2: What are the key opportunities in Seaside today and in the future?	Tally
Former Fort Ord land.	3
Economic development. More diverse uses including a movie theater, hotels, a shopping center, and a full service food market.	3
Create more job opportunities /trainings.	4
Services and programs. More health services for all and better care services for the seniors. More education programs and public activities to engage our students (camps/whispering pine). Events that fund community facilities and programs.	4
Complete streets for Fremont and Broadway.	1
Opportunity to develop West Broadway into a Downtown. A vibrant downtown in the center of the City; Increase density for residential on Broadway.	4
Maintain cultural diversity in City.	1
Seaside could be a college town .	1
Stop the pipeline to prison.	1
Transparency in all political processes.	1
Look at the environmental impact. Green building codes; Water conservation.	1
Preserve historical buildings like City Hall and Police Department station.	1
Address neighborhood safety. Neighborhood watch/volunteers.	3
Trash in public streets. Clean unkempt areas (streets, weeds, etc.); Host a Seaside cleanup day.	2
Road improvements to improve safety. Metered lights for heavy pedestrian traffic; Traffic cameras in all intersections; Speedbumps in speeding areas; Fix incomplete bike lanes; Roads and sidewalks and infrastructure that is falling apart.	3
Monterey Downs. Water is a concern; No flat lands; Nice trees; Opportunity for development	2
Cal State University of Monterey Bay (CSUMB). Incorporate CSU students into City and create partnerships with service learning programs; CSUMB can become a magnet for a new direction.	2
Youth involved in the planning.	1
Take advantage of our next-door Fort Ord National Monument .	1
Smart Growth. Develop on blighted areas; Keep Fort Ord Wild.	1
Safety. Services and trainings as alternatives to crime/gangs. Bicycle cops to patrol streets.	1
Seaside needs light industry .	1
Landscaping and painting of business/storefronts.	1
Pay attention to the issues that are relevant to the Latino community .	1
Healthy food. A farmer's market with more fruits and vegetables; Produce equity.	1
Opportunity for business starters. Zone for locally-owned neighborhood markets	2
Parks. Open space on General Jim Moore; Improve Pacchetti dog park; Bike access to parks.	2

Opportunity for a small pharmacy or an eye doctor clinic or other business for the locals on empty building on Canyon Del Ray and Somona.	1
Question 3: What is your vision for Seaside in 2040?	Tally
Economic job opportunity. Better jobs to keep future generations with full time jobs.	3
More youth involvement.	2
Downtown/vibrancy economy/city center. A downtown that is more inviting and walkable with trolley / bus, green space along arterials and community gathering places. More stores in central downtown with cafes, dry cleaning, and banks. Unique businesses.	4
Fewer homeless people.	1
Parking center for RV/boats (recreational vehicle parking)	1
Walkable and bikeable streets. Safe walking and biking paths that allow people to commute, shop, and play in the community and navigate sidewalks for wheelchairs, strollers, etc. Create a direct link via bikeway from top of hill to the beach.	3
Knowledgeable leadership.	1
Diverse and mixed community. Respect for diversity.	2
Main Gate Specific Plan area with small family hotel (i.e., remediation housing).	1
Business park (Ryan Ranch).	1
Recreation facilities and centers. Community centers, library, arts and culture center, healthy recreation and sports centers, amphitheater stadium.	3
More after school programs and summer programs.	1
High-quality architecture and landscape design.	3
Safe neighborhoods.	3
Better community services. Medical, retail, services for the community	2
New generation of Latino community /immigrant community.	1
More development. Mixed use, technology park, shops, mixture of housing, professional's offices, and production studios.	3
City mascot that is nature to California.	1
Pride of ownership.	2
Fairgrounds in Seaside.	1
Community Events. More parades, cultural events, festivals, Blues in the Park, food celebration, free concerts and family friendly events, Jazz Festival to attract visitors and other Peninsula residents; Host a world class event.	5
More healthy food options and farmers markets.	4
Seaside is a college town.	1
CSUMB connected to City. Attract CSUMB population to Seaside to live, work, shop by partnering and connecting the college to community assets (i.e. Fort Ord National Monument).	2

Develop an Identity. Build on the existing assets; Funky and cool with record stores and vintage stores.	2
Sustainability. Climate, energy, water independent City.	2
Solve water problem. Sewage treatment recycling plan; store stormwater.	1
Civic engagement. More people involved on commissions.	1
Technology business partnership.	1
Better bus schedule	1
City staff is reflective of the entire population.	1
A conference destination/concert venue.	1
Joint-use agreements to partner with public schools to make school facilities available to youth.	1

Question 4: How can we help to build community collaboration during the Process?		Tally
Who to Engage?		
More community inclusion. Engage a diverse community (Seniors, youth, Latinos, etc.).		3
More Latino input. Spanish-only workshops, host events in more Hispanic neutral locations (churches, Boys and Girls Club), St. Francis Xavier (Michael Volk), more Latino/ethnic leaders.		3
Engage youth. Outreach at youth centers and at high schools to get their input with projects.		2
Engage local organizations and existing groups. LULAC, NAACP, American Legion, Veterans of Foreign Wars, Rotary, parks, churches, sustainable Seaside, neighborhood watch groups		3
Reach out to businesses.		1
Ways to Get out the Word?		
Word of mouth. Talk to neighbors and invite to the next event, talk to teachers, social workers, church leaders, and employers about this topic, talk to friends.		3
Politicians to participate in spreading the word. CC members at meetings and City Manager updates		2
Use community ambassadors.		1
Newspapers. Seaside Post, Weekly and Herald		2
Flyer and mailings to every address in the city.		1
Publicize the findings on the General Plan Update website.		1
Flyer and newspaper CSUMB.		1
Sign at the National Monument entrance.		1
Use email database.		1
Social media (Facebook, Twitter)		1
Hand-out flyers at soccer leagues.		1
Other Types of Community Events		
More group sessions and neighborhood gatherings.		3
Food walk, art walk, or community pot luck.		2
Language festivals.		1
Other Comments		
Provide food and childcare at events.		1
Relationship building with community members.		1
More acceptance from white community.		1
Make it attractive for residents!		1

Open House Summary

Seaside City Hall
440 Harcourt Avenue, Seaside, CA
August 2, 2016, 4:00PM-8:00PM

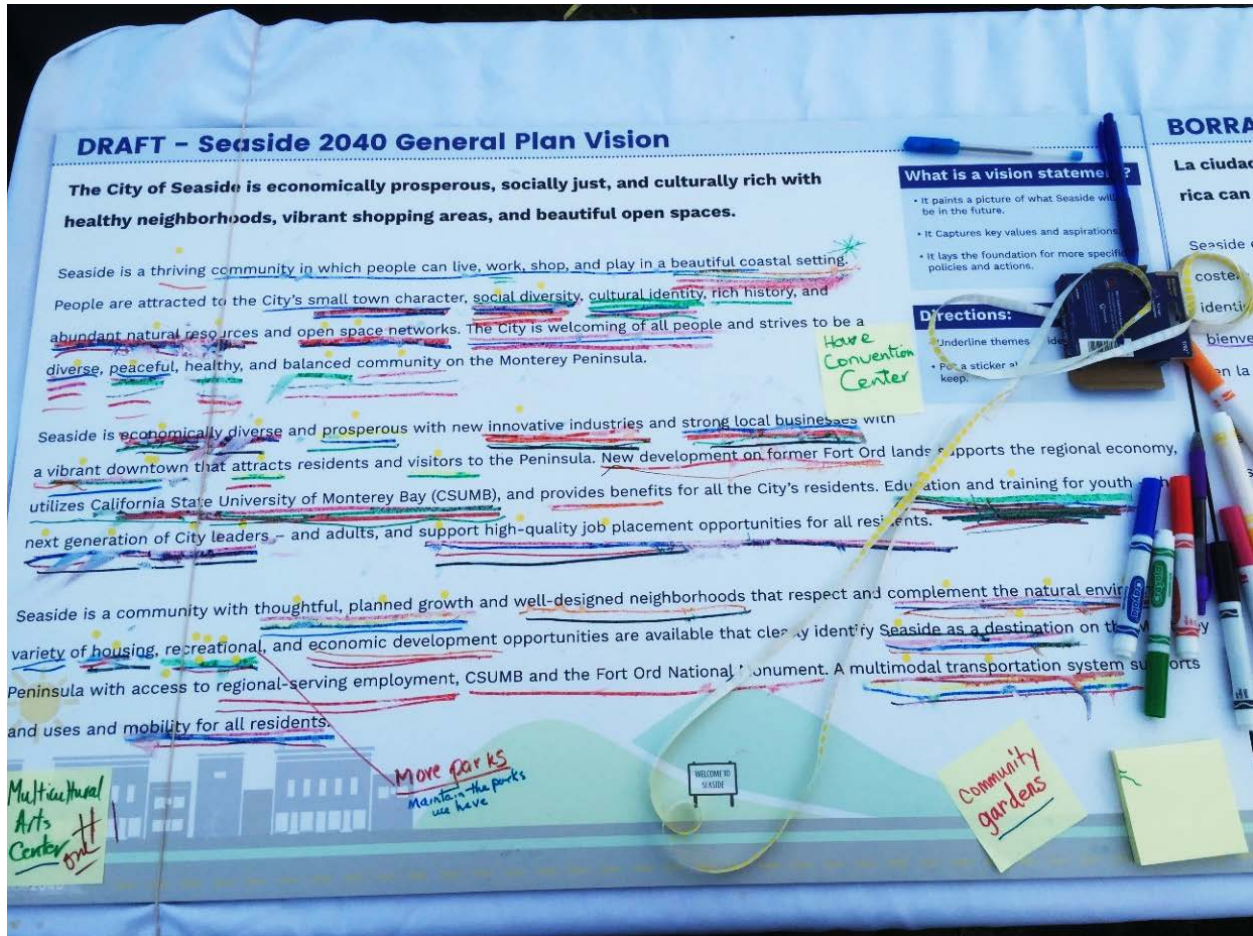
On August 2, 2016 from 4:00pm to 8:00pm, the City of Seaside hosted a Seaside 2040 booth at the National Night Out celebration. Over 80 people visited the Seaside 2040 booth and participated in its interactive activities. All materials were available in English and Spanish, and exercises were facilitated in both English and Spanish.

Community members participated in three interactive activities. The activities allowed participants to provide feedback on a preliminary draft vision and series of guiding principles for the General Plan (developed based on previous community input), and to identify areas in the City where they would like to see more housing, jobs, shopping, parks, and transportation improvements. The following sections provides a summary of the results from each activity.



Preliminary Draft Vision for the General Plan

Booth participants were asked to read through the preliminary draft vision statement for the General Plan and mark up a large poster containing the vision statement. Participants underlined themes they liked and placed stickers next to specific words they liked. Participants also identified items missing from the vision, writing them on sticky notes. A copy of the General Plan vision is included at the end of the document.



The following are common themes and ideas that were highlighted by participants:

- **Diversity.** Participants emphasized the words and phrases related to diversity, including diverse, social diversity, cultural identity, and economically diverse.
- **Recreational, open space and nature.** Participants highlighted recreational opportunities, new parks and open space, and connection to nature.



- **Youth; education and training.** Participants felt very strongly about more opportunities for youth. In particular, they stressed youth education and training, support for high-quality jobs, and more recreational opportunities.
- **California State University of Monterey Bay (CSUMB)**
- **Mobility.** Participants emphasized a City with better mobility, including better transit service and pedestrian and cyclist facilities.



Preliminary Guiding Principles

This interactive activity allowed participants to review preliminary draft guiding principles and to identify their top priority principles. At the station, a ring toss game was arranged with eighteen pegs set-up and labeled with each guiding principle. Participants were given three rings in total. They were asked to vote for three guiding principles by placing the rings on the corresponding peg. Tally counts are provided below. The draft guiding principles are included at the end of the document.



The following guiding principles were selected most often:

- **A Safe City (32 votes).** Participants prioritized a City that promotes safe neighborhoods free from violence and crime that have a trusting, collaborative relationship between law enforcement and residents.
- **A City with a Range of Housing Options (19 votes) and a City with Affordable Housing (12 votes).** Participants emphasized a Seaside with safe, healthy, and affordable housing options that meet the needs for multiple generations and incomes.
- **An Inclusive City for All (16 votes) and a City that Celebrates and Learns from its History (6 votes).** Participants emphasized a Seaside that honors diversity and embraces the City's history as a place where everyone can thrive, regardless of race, class, income, age, culture, or sexual orientation.
- **An Active City (15 votes).** Participants emphasized a City that provides high-quality, safe community and recreational facilities, parks, and open spaces to meet recreational and social needs of youth and adults.

Guiding Principle	Votes
1. An Inclusive City for All	16
2. A City that Celebrates and Learns from its History	6
3. One City	3
4. A City where Economic Prosperity Is Shared by All	10
5. An Economically Diverse City	6
6. A Safe City	32
7. A City with a Downtown	10
8. A City with Distinct and Complete Neighborhoods	2
9. A City with a Range of Housing Options	19
10. An Active City	15
11. A Healthy City	12
12. A Creative City	9
13. A Sustainable, Resilient City	7
14. An Environmentally-Sensitive City	6
15. A Responsible, Transparent, and Responsive City	9
16. A City with a Focus on Active Transportation	2
17. A Destination	3
18. A City with Affordable Housing	12

Neighborhoods

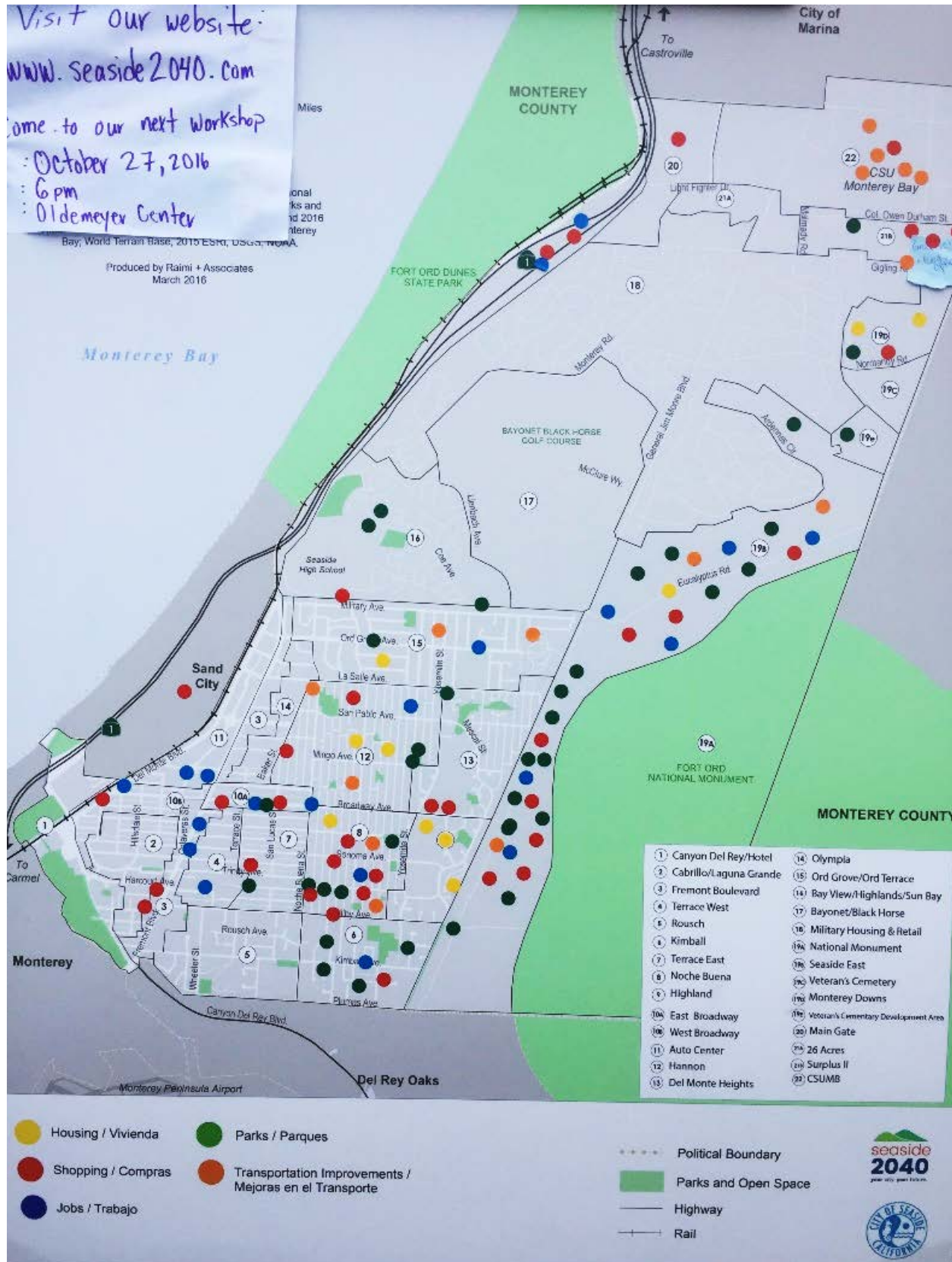
This activity allowed participants to place stickers on a Seaside map to identify where they would like to see new housing, shopping, jobs, parks, and transportation improvements. The following are some of the takeaways the mapping exercise:

- Participants placed transportation improvement stickers on CSUMB, identifying a lack of connections between the university and Seaside.
- Participants placed shopping dots around CSUMB to highlight a need for more retail and services to support a growing student population.
- Participants placed jobs and shopping dots along Fremont Boulevard and Broadway Avenue.
- Participants placed many park, shopping, job, and housing dots on Seaside East, identifying the area as an opportunity for new growth.
- Participants placed housing, park, and shopping dots in the Noche Buena, Hannon, Ord Grove, and Highland neighborhoods.



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Preliminary Vision and Guiding Principles

Vision

The City of Seaside is economically prosperous, socially just, and culturally rich with healthy neighborhoods, vibrant shopping areas, and beautiful open spaces.

Seaside is a thriving community in which people can live, work, shop, and play in a beautiful coastal setting. People are attracted to the City's small town character, social diversity, cultural identity, rich history, and abundant natural resources and open space networks. The City is welcoming of all people and strives to be a diverse, peaceful, healthy, and balanced community on the Monterey Peninsula.

Seaside is economically diverse and prosperous with new innovative industries and strong local businesses with a vibrant downtown that attracts residents and visitors to the Peninsula. New development on former Fort Ord lands supports the regional economy, utilizes California State University of Monterey Bay (CSUMB), and provides benefits for all the City's residents. Education and training for youth – the next generation of City leaders – and adults, and support high-quality job placement opportunities for all residents.

Seaside is a community with thoughtful, planned growth and well-designed neighborhoods that respect and complement the natural environment. A variety of housing, recreational, and economic development opportunities are available that clearly identify Seaside as a destination on the Monterey Peninsula with access to regional-serving employment, CSUMB and the Fort Ord National Monument. A multimodal transportation system supports land uses and mobility for all residents.

Guiding Principles

Seaside is:

1. **An Inclusive City for All.** Seaside honors diversity, embracing the City's history as a place where everyone can thrive, regardless of race, class, income, age, culture, or sexual orientation. The people of the City value the diversity of our community and that everyone has the opportunity to participate in City government.
2. **A City that Celebrates and Learns from its History.** Seaside connects residents and visitors to its unique past as a center of the Civil Rights movement and the home of the former Fort Ord, the first integrated military base in the country. The City's rich and complex history of civil rights helps define the City's path forward.
3. **One City.** Seaside weaves together existing neighborhoods in Seaside proper with military housing areas and new neighborhoods and employment districts on former Fort Ord lands to create a single, identifiable City on the Peninsula. New neighborhoods grow incrementally over time, connect to the existing circulation network, and relate physically and architecturally to adjacent neighborhoods.
4. **A City where Economic Prosperity Is Shared by All.** Seaside's diverse economy allows prosperity to be shared by all residents. Residents have access to educational and training opportunities to overcome employment barriers. A highly-trained and skilled workforce helps attract new businesses to the City.

5. **An Economically Diverse City.** Seaside leverages its unique Peninsula location, proximity to Cal State University of Monterey Bay, and the former Fort Ord lands to create new job opportunities and support a range of economic sectors. The City supports small, local businesses and start-up entrepreneurs.
6. **A Safe City.** Seaside promotes safe neighborhoods free from violence and crime that have a trusting, collaborative relationship between law enforcement and residents. The City fosters safe neighborhoods through good community and environmental design that promotes a mix of uses and active streets.
7. **A City with a Downtown.** West Broadway is the heart of the City, creating a vibrant, walkable downtown with high-quality streetscape design, community gathering spaces, and buildings that support pedestrian comfort and safety.
8. **A City with Distinct and Complete Neighborhoods.** Seaside's new and existing neighborhoods have distinct identities that help to distinguish them and nurtures a sense of pride and belonging among residents. Neighborhoods have housing, amenities, and parks and recreational uses. They are clean, attractive, and beautiful.
9. **A City with a Range of Housing Options.** Safe and healthy housing options meet the needs for multiple generations and incomes. Seaside provides a diversity of housing types to serve a broad and diverse community of new and existing residents, allowing people and families to transition from one housing type to another as their needs change over time, socially and economically.
10. **An Active City.** The City provides high-quality, safe community and recreational facilities, parks, and open spaces to meet recreational and social needs of youth and adults. Seaside residents, workers, and visitors have the opportunity to participate in a broad range of recreational and sports activities.
11. **A Healthy City.** Seaside makes decisions to support the physical and mental health of its residents. The City improves access to healthy food, limits pollution, and increases access to health, mental health, and preventive care services.
12. **A Creative City.** Seaside embraces the creative culture and the artistic pursuits of our community, cultivating the talents and expertise of the Seaside community. The City continues to support cultural events and parades that promote the cultural diversity and ecological sustainable ideals of our community.
13. **A Sustainable, Resilient City.** Seaside supports innovative programs and policies for environmental sustainability and climate change. The City uses cleaner energy, conserves water, and reduces greenhouse gas emissions to increase community awareness and enhanced resiliency on climate change to highlight the root causes of disproportionate climate vulnerability.
14. **An Environmentally-Sensitive City.** Seaside stewards natural resources and habitat in the City and former Fort Ord area. New development uses land efficiently to protect sensitive areas. Native trees are maintained and protected.
15. **A Responsible, Transparent, and Responsive City.** Seaside is a Peninsula leader by actively working towards its vision, monitoring its actions, and adjusting course. Seaside conducts business in an open and transparent way that encourages everyone to participate. The City works with residents and organizations to achieve its vision.
16. **A City with a Focus on Active Transportation.** Seaside supports a multi-modal transportation network that enhances neighborhood connectivity and provides opportunities for active transportation and complete streets. New pedestrian and bicycle connections and programs will make it easier, more comfortable, and safer for residents, workers, and visitors to meet their daily needs and access regional



destinations, such as the Fort Ord National Monument, the beach, CSUMB, and adjacent communities.

17. **A Destination.** Seaside is a regional destination for culture, business, economic opportunity, education, and recreation on the Peninsula. The City is home to small, unique businesses, music and cultural events, CSUMB and educational institutions, corporations, and the Fort Ord National Monument. The City encourages housing, services, and amenities that serve Fort Ord National Monument visitors and CSUMB students and faculty.
18. **A City with Affordable Housing.** Seaside preserves and expands the supply of affordable housing opportunities for current and future residents. Site redevelopment results in no net loss of affordable housing. The impacts of displacement for residents during redevelopment is minimized.

Seaside General Plan: Key Issues and Opportunities

Planning Commission / City Council Review Draft

October 13, 2016

1. Market and Economics	
Key Issue / Opportunity	Description
Increasing education levels	Since 2000, Seaside residents have made great strides in educational attainment. The proportion of Seaside residents who completed a bachelor's degree, associate's degree or higher-level education increased significantly, placing it on par with the Monterey County average. However, there are significant differences in educational attainment by ethnicity and gender. White and male residents are far more likely to achieve higher levels of education than other ethnicities and female residents.
Falling median household incomes	Despite rising educational levels and declining unemployment rates, median household incomes in Seaside have stagnated (since 2000) or declined sharply (since 2014). Lower incomes reduce economic mobility and make residents less resilient.
Employee inflow/outflow	Jobs in Seaside match educational attainment levels, but employee inflow/outflow remains out of balance (only 6.8 percent live and work in Seaside).
Strong tourism industry cluster	Tourism is captured in the "arts, entertainment, recreation, and hospitality services" which is the strongest industry cluster in Seaside. Businesses do best when they cluster with like businesses, ¹ so there exists a unique opportunity to leverage the strong tourism industry in Seaside.
Strong light industrial auto cluster	Auto-oriented light industrial uses represent a strong economic base in Seaside. Capitalizing on the strong auto cluster in Seaside presents an opportunity to create a cohesive regional destination for repair and maintenance-oriented industries in addition to auto sales.
Changes in vehicle ownership patterns	Trends towards self-driving cars and on-demand rideshare services provided by companies, such as Lyft and Uber, may reduce overall vehicle ownership and slow auto sales. This may be an issue for businesses located within the auto center (dealers and auto service providers) and future City tax revenues, among others. This, however, may allow areas of the auto center to evolve into different uses.
Expansion of the service sector	Service jobs are an important element of the local economy and the City should seek to expand the existing service industry cluster, and focus on providing housing that meets income levels of workers in this industry.
Hotel accommodations	A key opportunity for hospitality-oriented business growth exists in the areas adjacent to California State University Monterey Bay.
Expansion of economic development	California State University Monterey Bay (CSUMB) features an entrepreneur program. Some lands on the former Fort Ord can be dedicated to this purpose, including possible incubator

¹ Porter, Michael. "Clusters and the New Economics of Competition." *Harvard Business Review*, November/December 1998.

Seaside General Plan: Key Issues and Opportunities

1. Market and Economics	
Key Issue / Opportunity	Description
	sites coordinated with CSUMB.
Land uses and zoning	Seaside currently has no dedicated industrial zone, separating repair and maintenance businesses into either the 'Automotive Commercial (CA)' zone or the 'Heavy Commercial (CH)' zone. Businesses such as Quality Transmissions, Hans Auto Repair, and Sullivan's Tire Pros & Auto Service exist in varying zones yet boast similar services serving regional clients. There may be demand for approximately ten acres of industrial land.
Commercial rents do not support new development	The current high ends of commercial asking rents in Seaside are well below anticipated development costs in Seaside. \$1.60 per square foot per month, support an all-in development cost (including land, entitlements, and construction costs) of \$147.69. This hinders new development.
Pace of new development	Pace of development projects in Seaside has been relatively slow until recently. Seaside may want to review and revise the development process.
Reliance upon auto-related sales tax and TOT revenues	Seaside's Auto Center and related businesses will continue to be a major contributor to the City's fiscal health. The City relies significantly on sales tax largely derived from auto sales and auto related businesses and Transit Occupancy Tax (TOT) for its General Fund Revenue. The City has identified Sales and Transaction Tax, and Transit Occupancy Tax as significant sources for revenue growth. The City must find ways to market and brand this industry and solidify its place in the region. Other tax revenue generators, such as restaurants and other businesses positioned to capture spending from tourists and CSUMB population offer the City an opportunity to further diversify its sales tax base.
Identify new revenue sources	The City has been able to balance its budget in recent years by drawing upon reserves, and has identified the need to develop new revenue sources, such as a new stormwater fee or a Community Revitalization and Investment Authority (CRIA) to establish tax increment districts for infrastructure improvements.
Job opportunities / vocational training	The City needs to develop more job opportunities and career pathways in Seaside. Linking residents with vocational training can support work force development by reducing the skills gap between residents and job requirements, lowering unemployment, and increasing incomes. It is desirable to attract more research and development business professionals to Seaside.
Small businesses	Seaside features many small businesses and restaurants. The City has an opportunity to continue to help strengthen the existing small businesses as well as grow and attract new businesses. The City could partner with CSUMB and/or other organizations to incubate small businesses and entrepreneurs, including creating shared work spaces, supporting pop-up businesses, and allowing more flexibility in zoning for temporary uses.

Seaside General Plan: Key Issues and Opportunities

2. Community Design and Land Use	
Key Issue / Opportunity	Description
Inadequate entry points	There are seven identified entry points in Seaside. Many of these entry points have not been established with markers or features. There is an opportunity to strengthen these entrances in the General Plan.
Walkable blocks	New development should develop a street network that supports a balanced transportation system where the safety of pedestrians and bicyclists must be considered.
Stable neighborhoods	Seaside has a variety of residential neighborhoods that provide a sense of place for the community. The General Plan can ensure that existing stable neighborhoods are maintained and that high-quality amenities are available in all neighborhoods.
Corridor redevelopment	Broadway Avenue, Del Monte Avenue and Fremont Boulevard can evolve into attractive, walkable areas which will increase the number of destinations in the City, expand the tax base, and add to the City's identity.
Predominantly single-family residential	Residential uses in Seaside are predominantly single family. The limited mix of housing types presents challenges for certain groups such as those who recently graduated from college, young professionals, and the elderly who may not want the responsibility or cannot afford the price of a single-family home. New multifamily and mixed-use development may address this issue.
Multifamily housing	There is a relatively small amount of multifamily housing in the City (21%) and some of the existing stock is generally old and in disrepair. The City can examine how to improve multifamily properties to allow for reconstruction with higher densities for an incentive for redevelopment.
Lack of downtown central commercial corridor	Seaside does not have a real downtown where residents congregate. While the West Broadway Urban Village Plan provides a vision of a revitalized downtown corridor new private development in this area will provide benefits for the entirety of Seaside.
Lack of regional destinations	Compared to other peninsula cities, there are few destinations in Seaside to attract visitors from the region. The City should seek opportunities to capture regional tourism, as well as expand the image of the community and its tax base.
Lack of local gathering spots	Seaside should strive to create local establishments where people gather in neighborhoods and commercial areas.
Extended vacancies of storefronts	Businesses closed for a prolonged period have left several commercial areas to fall into disrepair along the City's commercial corridors. Vacant storefronts can be converted into viable establishments for temporary as well as long-term uses. The permitting process should be streamlined to expedite eliminating blighted commercial areas.
Overcrowded and non-conforming residential neighborhoods	The dense inner neighborhoods of Seaside proper ² are perceived by many residents to be overcrowded. The City should strive to preserve and maintain existing non-conforming, multifamily residential at high quality, which may include code compliance issues,

² Seaside proper is the area south of Military Avenue and west of General Jim Moore Boulevard.

Seaside General Plan: Key Issues and Opportunities

2. Community Design and Land Use	
Key Issue / Opportunity	Description
	accelerated building inspections, and a streamlined process for reconstruction.
Planning for former Fort Ord lands	There are many opportunities to develop additional residential, retail, industrial, and office uses in the former Fort Ord lands, especially in Seaside East, Main Gate, Surplus II and the 26-acre parcel. Planning for these areas should be coordinated, seek to expand the tax base and diversify the type of jobs in the community including incubator space for R&D and startups. Very few cities have this large an amount of land for new development and the City of Seaside could see great benefits from new uses. Challenges for development to occur include the availability of water to support new development, the demolition of existing buildings in the developable area and infrastructure costs. Currently, the former Fort Ord area is disconnected with the rest of the City. Development in this area needs to be done in such a way that the new areas are physically and psychologically part of Seaside so that there are not multiple distinct "Seasides." The City also needs to ensure that zoning is consistent with the desired direction of the Fort Ord Base Reuse Plan and Regional Urban Design Guidelines.
Opportunities for infill development	There are multiple opportunities for infill development in Seaside proper, including West Broadway, Del Monte Boulevard and Fremont Boulevard. Developments ensure development is more pedestrian and bicycle-friendly, with a diversity of uses. A streamlined development process can be established to facilitate strategic infill development.
Fort Ord National Monument	Seaside can leverage tourism generated by the Fort Ord National Monument. This can include additional recreational facilities, lodging, retail, and enhanced identity.
Partnership with CSUMB	Having a university within its city limits presents an opportunity for the City of Seaside. California State University at Monterey Bay (CSUMB) is planning for increased demand for land uses that accommodate housing, food service, and overnight accommodation businesses associated with expected CSUMB growth. The partnership with CSUMB is an opportunity for educational services, tourism, plus economic and community development, and recreation.
Seaside Resort	The Seaside Resort will provide a high-quality, full-service visitor-serving resort with hotel, timeshare, and residential lots that take advantage of being located within an existing golf course facility. It is an opportunity to become a regional destination that the City can continue to leverage for tourism and economic benefit.
Allowed zoning and existing uses	Some Seaside residential parcels have an existing density that exceeds the permitted density by the zoning code. It may be difficult to reinvest in these "grandfathered", adding new bedrooms or bathrooms, because any changes to the parcel would trigger a zoning change and potentially a general plan amendment.

Seaside General Plan: Key Issues and Opportunities

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Seaside General Plan: Key Issues and Opportunities

3. Transportation + Parking	
Key Issue / Opportunity	Description
Complete streets	Ensure that “complete streets” are provided that accommodate all users, consistent with the California Complete Streets Act.
High rate of transit ridership	Seaside residents have a much higher rate of transit ridership, and a lower rate of driving alone to work, compared to the countywide average. Seven percent of Seaside residents use transit for trips to and from work, more than three times the countywide average. The City should ensure that transit riders have adequate facilities and new developments accommodate transit users when feasible.
Add bicycle lanes	Streets with excess capacity provide opportunities to convert underutilized motor vehicle lanes to bicycle lanes or wider sidewalks, supporting the “Complete Streets” goal.
Pedestrian and bicycle collisions	Lengthy pedestrian crossing distances are required at many locations around Seaside which may warrant additional crosswalks or warning markings/signalization. In addition, a significant number of reported bicycle collisions occurred at the intersection of Canyon del Rey and Del Monte Boulevards. Nearly 30 percent of reported pedestrian and bicycle collisions occur on Fremont Boulevard. Consider adopting policies to improve bicycle capacity and ensure traffic enforcement.
Lack of designated bicycle facilities	An alternate bicycle route should be considered as Fremont Boulevard has no current bicycle facilities and is not designated as a future bikeway in the Bicycle Master Plan. More than one-fourth of reported bicycle collisions occurred along Fremont Boulevard in the past six years. Policies to improve safety must be considered. New developments could include street amenities like bicycle lockers where feasible.
Fort Ord pedestrian design	As development progresses in Fort Ord, pedestrian-friendly guidelines must be followed to improve safety and offer an enhanced quality of life for residents, visitors, and businesses.
Lack of bicycle lanes	Typically, many bicyclists find Class II bicycle lanes to be the most comfortable riding environment on City streets. However, bicycle lanes are provided on just 17 percent of Seaside’s arterial and collector street network, and none within Seaside Proper. TAMC’s Transportation Plan proposes a mix of Class II and Class III bicycle routes.
Narrow local streets and on-street parking	Some local streets in Seaside are one-way streets with a curb-to-curb width of 26 feet. Since the supply of on-street parking on both sides of local streets is often very important to residents, these streets were converted to one-way operation, in order to maintain the supply of on-street parking.
Street and sidewalk conditions	Sources of funding for infrastructure improvements are a priority since the City has aging roads and sidewalks that need improvement.
Planned transportation improvements	The updated Circulation Element should suggest improvements for the purposes of expanding pedestrian capacity as well as increasing bicycle and transit capacity.

Seaside General Plan: Key Issues and Opportunities

3. Transportation + Parking	
<i>Key Issue / Opportunity</i>	<i>Description</i>
Parking requirements	Off-street parking requirements identified in the current zoning ordinance may preclude or restrict the development and/or reuse of some commercial properties. Consider adopting policies that allow for the re-use of existing commercial buildings.
Residential parking shortage	Many of the older neighborhoods have small homes with 1 car garages, which often create parking issues in some areas. Recent ordinance revisions have limited parking of trucks, campers and trailers on City streets.
Beach and Fort Ord National Monument access	The limited access points to the beach and Fort Ord National Monument from the City are popular with residents and tourists to the area. Fort Ord development should consider better access and trailhead amenities.
Individual mobility	On-demand car services, changing consumer preferences, and technological breakthroughs in the auto industry such as self-driving cars may change individual mobility. Already fewer young people (16 to 24) hold a driver's license and own cars than in previous decades. Future transportation demand may need to be met by a variety of transportation options, including on-demand car services, transit, and biking, and may change how streets accommodate different users and on-site parking needs, among others.
Transit connections to CSUMB	Limited transit service connects Seaside proper to CSUMB. The City could work with MST and CSUMB to increase service to the university.

Seaside General Plan: Key Issues and Opportunities

4. Housing Conditions	
Key Issue / Opportunity	Description
Demographic shifts	Several shifts in the City's population and household compositions have implications on housing demand. Specifically: • Increased young adults (18-24) due to increased enrollment at CSUMB; • Decreased adults in the family-forming age (25-44); • Increased senior population (65+); and • Increased single households, including seniors living alone. These trends typically lead to demand for smaller housing units and alternative housing options to the traditional single-family homes, including options for rental housing.
Gentrification	Since 2009, the percentage of households earning less than \$50,000 per year increased 5.3% and \$100,000 annually increased by 2.5% Housing prices have not followed the same pattern of change.
Housing problems relating to housing age, cost burden, overcrowding, and mismatch between housing needs and supply.	• About 75 percent of the housing stock is comprised of single-family homes built over 30 years ago, with 41 percent of the households being owner-households. This implies a significant portion of the City's single-family homes are being used as rentals. • While both home prices and rents are increasing, renter-households are disproportionately impacted by housing problems such as cost burden and overcrowding. Approximately 54 percent of the renter-households vs. 43 percent of the owner-households are experience housing cost burden. Overcrowding is also more prevalent among renter-households at 19 percent compared to four percent of overcrowded owner-households. • Older homes tend to need rehabilitation or substantial repairs. Non-owner occupied homes may not receive maintenance on as timely basis as a home with an on-site owner.
Mismatch between housing preferences and available housing types	Sufficient housing is not affordable to lower income households such as those with service occupation jobs or CSUMB students, staff, and recent graduates. These groups have expressed frustration in finding housing. On city-owned lands, emphasize multifamily development and quality affordable housing to accommodate those in need.
Residential growth	The City is beginning to see revived interests in residential development, which will increase the quantity of housing stock. Between 2000 and 2015, the City's housing stock actually declined by 92 units.
Water supply	The Monterey Peninsula has long faced water supply challenges that have hindered new residential development opportunities. Seaside has a remaining water allocation balance of 43 acre-feet (in the former Fort Ord).
Housing for CSUMB students	The numbers of University students have increased and they need more housing, and the City can encourage housing development near the college. Consider additional public-private partnerships.

Seaside General Plan: Key Issues and Opportunities

4. Housing Conditions	
<i>Key Issue / Opportunity</i>	<i>Description</i>
Infill opportunities.	There are opportunities for affordable housing and new development throughout the City, underscoring that sustainable and smart growth can make the City a more attractive place.
Increasing homeless.	Regulations in other communities are increasing the homeless population in Seaside. The City should consider strengthening partnerships with regional organizations, such as the Coalition of Homeless Services Providers and the Monterey County Behavior Health Services Department. The City should consider policies that accommodate emergency shelters and transitional housing.

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Seaside General Plan: Key Issues and Opportunities

5. Parks and Public Facilities	
Key Issue / Opportunity	Description
Park funding	The City has renovated several existing parks and plans to upgrade parks and recreation facilities. There may be opportunities to expand park funding through the adoption of a Quimby or other park mitigation fee ordinance. The City could also seek partnerships with the Monterey Peninsula Regional Parks District who is actively investing in urban parks.
Lack of neighborhood / community parks	While Seaside has a large number of parks, nearly half of them are small mini-parks and generally less than an acre in size. Alternative uses such as community gardens, tot lots, group picnic areas or other gathering purposes should be considered.
Park access	Several Seaside neighborhoods, such as Terrace East and West, have limited park access and high proportions of lower-income, non-white residents. The City could target adding new facilities in these areas.
Poor condition	Based on analysis conducted for the Park and Recreation Master Plan, many parks were in poor condition and lack adequate facilities. Since that time, the City has upgraded many parks. Several parks have needs to be addressed.
Adequate indoor facilities	There are several indoor facilities including an indoor community center, swimming pool, and youth education center in good condition needing only minor renovations.
Few sports fields	The City maintains few youth baseball/softball fields and no soccer fields. The Monterey Peninsula Unified School District owns several athletic facilities. A joint-use agreement with the school district was signed in
Fort Ord National Monument	The Fort Ord National Monument presents a significant opportunity for the City. Branding and marketing the City as a gateway to Fort Ord could result in increased economic development and tourism.
Police and Fire response times	Redevelopment of the former Fort Ord lands may result in increased incident response times which can be addressed by relocating or adding stations and substations.
Waste diversion	The City should continue to coordinate with Green Waste Recovery to increase recycling participation and organics diversion programs; and continue involvement in the Monterey County Integrated Waste Management Task Force to increase diversion rates to meet the requirement to divert 75 percent of waste by 2020. The City could adopt and implement a sustainability action plan that focuses on enhancing and expanding recycling efforts of local businesses, residences, and City government buildings; and encouraging the re-use of materials.

Seaside General Plan: Key Issues and Opportunities

6. Conservation and Natural Resource Management	
Key Issue / Opportunity	Description
Vegetation communities	Roughly 30 percent of Seaside consists of natural vegetation communities that could support special status plants and animals. The majority of natural communities are located within the boundaries of the former Fort Ord, but natural communities are also present in the coastal zone. As most development potential for the City is available within the former Fort Ord, measures to preserve important natural communities should be incorporated into the General Plan Update. Although limited in Seaside, coastal habitat present between the Pacific Ocean and Roberts Lake could be restored where necessary, and managed to support natural vegetation communities and special status species. Create an approved vegetation list for planning purposes.
Critical habitat	Critical habitat within five miles of the City includes Monterey spineflower, western snowy plover, California red-legged frog, Yadin's piperia, steelhead, and tidewater goby. No critical habitat is located within the limits of the City of Seaside.
Special status species	A number of special status plants and animals have the potential to occur in natural habitat in the former Fort Ord, and within other portions of Seaside, including federal and state listed species such as California red-legged frog, California tiger salamander, and Monterey spineflower. Protection of these species is an important priority for any future land use options within the former Fort Ord, and protection measures should be incorporated into the General Plan Update. The greatest potential for protection of these species is through protection of high quality suitable habitat and through the restoration of disturbed areas, with the goal to provide areas that would support special status species, and regain the full function and value of the natural communities present within former Fort Ord.
Paleontological resources	Portions of the City of Seaside include geologic formations that may contain fossils. Opportunities for protecting paleontological resources can generally be incorporated as specific measures on a project by project basis, when evaluated by a qualified paleontologist.
Cultural resources	Significant or important cultural resources may exist within the limits of Seaside. If resources are identified, measures to preserve them should be considered.
Former Fort Ord vistas	The Fort Ord lands, largely undeveloped, provide open space vistas east of General Jim Moore Boulevard. New development there will be governed by the Fort Ord Regional Urban Design Guidelines.

Seaside General Plan: Key Issues and Opportunities

7. Hazard, Air Quality, and Noise	
Key Issue / Opportunity	Description
Flooding and sea-level rise	Seaside has been certified as Tsunami ready. Areas within the 100-year flood zone are limited to a small coastal area west of Highway 1, Roberts Lake, and Laguna Grande Lake. Sea-level rise could worsen flooding in these areas and could also impact the area north of Broadway Avenue along Del Monte Boulevard. Collaboration between jurisdictions and agencies to develop successful adaptation measures should continue.
Wildfire hazard	As a result of many years of drought, almost all of the eastern half of Seaside, east of General Jim Moore Boulevard and within the former Fort Ord, is designated as having a very-high fire hazard or moderate fire hazard.
Earthquake hazards	Most earthquake movement in Seaside and Monterey County have originated from the San Andreas Fault, an active fault located outside of the county. However, severe ground shaking could occur from any active faults in the County and Seaside.
Hazardous materials	Hazardous materials sites in Seaside include: one Superfund site, two hazardous waste and substance sites, and 35 listed leaking underground storage tank sites, including seven active cases. The General Plan should include an updated status on remediation of hazards, and a remediation strategy in coordination with the regulating agencies and FORA.
Fort Ord superfund site	The southeast corner of Seaside, generally east of General Jim Moore Boulevard and south of Eucalyptus Road, remains a munitions hazard area. Seaside should continue to coordinate with FORA Environmental Services Cooperative Agreement (ESCA) regarding remnant safety hazards and future utilization of the land. Also, the majority of the former Fort Ord buildings in Seaside and on the CSUMB campus have either been removed or reused. Continue to partner with FORA and CSUMB for opportunities to reuse or remove the remaining buildings.
Stationary emissions	The City of Seaside has very few, if any, industrial facilities and emissions from stationary sources are anticipated to be lower than the surrounding areas; however, commercial facilities, including automotive sales centers, contribute to stationary emissions. A key consideration of the General Plan Update will be the interplay between land use planning, air quality, and sensitive receptors.
Mobile emissions	Although air pollution is not significant in Seaside, a primary source of air pollution in the City is mobile emissions, primarily U.S. Highway 1, Fremont Boulevard, and Del Monte Boulevard. There may be opportunities within the General Plan to utilize land use planning to reduce exposure to these pollution sources, through strategies such as siting sensitive receptors away from pollution sources or requiring measures such as air filtration and ventilation in higher-risk buildings.
Greenhouse gas emissions	Transportation is a large source of greenhouse gas emissions. In the City of Seaside, a large amount of car traffic is from Highway 1, with other traffic relating to residential and commercial development. Opportunities to reduce greenhouse gas emissions in the City

Seaside General Plan: Key Issues and Opportunities

7. Hazard, Air Quality, and Noise	
Key Issue / Opportunity	Description
	through the General Plan could include further development of alternative transportation, such as public transit, bicycle facilities, and pedestrian facilities.
Climate Action Plan	The City of Seaside has not yet adopted a climate action plan. Going forward, a key opportunity for the City is to complete a greenhouse gas inventory, through the Association of Monterey Bay Area Government's Energy Watch program, and use that inventory to develop and adopt a climate action plan.
Existing noise sources	Transportation activity - primarily along Highway 1 and Highway 218 and other major roadways like General Jim Moore Boulevard, Broadway Avenue, Del Monte Boulevard, Lightfighter Drive, Fremont Boulevard, Gigling Road, Hilby Avenue, and Imjin Road - are the primary source of noise in Seaside. Noise from the Monterey Regional Airport has also increased recently as flights paths were modified to accommodate runway construction. These flight paths will revert back to the previous pattern in late 2017. Other sources of noise include intermittent construction activities and heavy commercial operations. Noise considerations are most important for land uses near these sources.

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Seaside General Plan: Key Issues and Opportunities

8. Utility Infrastructure	
<i>Key Issue / Opportunity</i>	<i>Description</i>
Existing potable water extractions	Existing potable water extractions from the Carmel River, Seaside Basin, and Salinas Aquifers are limited and on a reducing schedule. Mandates on pumping from the Carmel River are being reduced. All of these reductions significantly affect development opportunity and have the potential to create water shortages for existing customers if new supplies are not developed.
Seaside Municipal Water District service area	Seaside Municipal Water District customers may face water shortages as early as 2019 due to groundwater pumping limitations in the Seaside Basin Adjudication.
Cal-Am service area	A portfolio of new water sources are under development by Cal-American Water Company (Cal-Am), Monterey Regional Water Pollution Control Agency (MRWPCA), and Monterey Peninsula Water Management District (MPWMD). The new sources are planned to offset reduced extractions from existing Cal-Am sources; it is unknown whether any of the new water sources would provide water for new development or for intensification of existing uses.
Marina Coast Water District service area	Two water projects are proposed which may provide additional supply to the Fort Ord community, a recycled water project and a desalination project. The timing of these projects is uncertain; and until these projects are implemented, water supply will limit development of the former Fort Ord lands.
Sanitary sewer	Division of future sewer service areas within the former Fort Ord lands is under discussion by Seaside County Sanitation District (SCSD) and Marina Coast Water District (MCWD). Programmed CIP projects include improvements required for anticipated redevelopment of Fort Ord, but do not currently include improvements required for annexation of Study Areas E and F into SCSD. Should SCSD annex Areas E and F, the current Rate Study would need to be revised to incorporate the required system improvements.
Stormwater deficiencies	Over \$50 million in storm drainage CIP projects are identified in the City's 2013 Stormwater Master Plan. Additional major system improvements are anticipated due to increasingly stringent stormwater regulations. Implementation of a stormwater utility fee is therefore needed. Changes in permitting and coastal development requirements also are anticipated to require changes in city ordinances and procedures.

Seaside General Plan: Key Issues and Opportunities

9. Health and Community	
<i>Key Issue / Opportunity</i>	<i>Description</i>
Physical activity levels	Seaside students tend to score worse than the rest of Monterey County on physical fitness tests, suggesting that more students are at risk to obesity and other health challenges related to inactivity.
Preventable disease	Risks for Seaside's leading causes of death – heart disease, stroke, and Alzheimer's – can be reduced through better nutrition, increased opportunities for physical activity, reduced poverty, and better education.
Lack of medical services	Seaside is defined as a Medically-Underserved Area, which means that residents lack access to health care services. This can increase vulnerability to a variety of diseases, both through a lack of preventive care and a lack of post-diagnosis care.
Crime levels	Although violent and property crime levels are perceived as persistent and relatively consistent over time, Seaside actually has lower crime rates than Monterey City, Monterey County, and California. Nonetheless, the City has developed a reputation for crime and gang activity. Family friendly events and outreach by the Police and other public agencies will help improve the city's image.
Lack of healthy food options	There are fast food restaurants and a relatively small number of healthy food options in Seaside. There are very few healthy food markets in the City that are affordable. An addition of a farmers market and mini-markets that sell fruits and vegetables would improve the situation. The City can work with community-based organizations and the Public Health Department to encourage convenience stores to prominently locate and sell fruits and vegetables.
Services	Workshop groups called out the lack of health services for elderly in the City and/or too many hurdles to access the existing health services. Groups documented the need for more educational services.
Language education	There is a sizeable contingent of non-citizens living in the City, which presents unique challenges for community engagement and service provision. Approximately one-third of Seaside's population is foreign-born and of those residents, nearly three-quarters are not citizens. About one-quarter of Seaside residents do not speak English fluently, and one-eighth of residents are linguistically isolated. Households that lack English fluency are at risk of becoming disconnected from social services and government programs.
Youth development	The City can support youth development programs led by community-based organizations related to education, mentorship, and recreation, among others. City support could include activity programing, and allowing space for youth activities in the City.
Cultural and performing arts	Cultural and performing arts are key elements of Seaside's identify. The City could support this identify by developing space or allowing space for cultural and performing arts spaces.

Seaside General Plan: Key Issues and Opportunities

9. Health and Community	
<i>Key Issue / Opportunity</i>	<i>Description</i>
Childcare	Countywide there is a childcare facility shortage (both childcare centers and home-based facilities). Without access to adequate, quality childcare, parents often forgo job opportunities to stay home and care for their children. The City could encourage development of childcare facilities within the City.

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Preliminary Vision and Guiding Principles

Last updated: 7/29/2016

Vision

The City of Seaside is economically prosperous, socially just, and culturally rich with healthy neighborhoods, vibrant shopping areas, and beautiful open spaces.

Seaside is a thriving community in which people can live, work, shop, and play in a beautiful coastal setting. People are attracted to the City's small town character, social diversity, cultural identity, rich history, and abundant natural resources and open space networks. The City is welcoming of all people and strives to be a diverse, peaceful, healthy, and balanced community on the Monterey Peninsula.

Seaside is economically diverse and prosperous with new innovative industries and strong local businesses with a vibrant downtown that attracts residents and visitors to the Peninsula. New development on former Fort Ord lands supports the regional economy, utilizes California State University of Monterey Bay (CSUMB), and provides benefits for all the City's residents. Education and training for youth – the next generation of City leaders – and adults, and support high-quality job placement opportunities for all residents.

Seaside is a community with thoughtful, planned growth and well-designed neighborhoods that respect and complement the natural environment. A variety of housing, recreational, and economic development opportunities are available that clearly identify Seaside as a destination on the Monterey Peninsula with access to regional-serving employment, CSUMB and the Fort Ord National Monument. A multimodal transportation system supports land uses and mobility for all residents.

Guiding Principles

Seaside is:

1. **An Inclusive City for All.** Seaside honors diversity, embracing the City's history as a place where everyone can thrive, regardless of race, class, income, age, culture, or sexual orientation. The people of the City value the diversity of our community and that everyone has the opportunity to participate in City government.
2. **A City that Celebrates and Learns from its History.** Seaside connects residents and visitors to its unique past as a center of the Civil Rights movement and the home of the former Fort Ord, the first integrated military base in the country. The City's rich and complex history of civil rights helps define the City's path forward.
3. **One City.** Seaside weaves together existing neighborhoods in Seaside proper with military housing areas and new neighborhoods and employment districts on former Fort Ord lands to create a single, identifiable City on the Peninsula. New neighborhoods grow incrementally over time, connect to the existing circulation network, and relate physically and architecturally to adjacent neighborhoods.
4. **A City where Economic Prosperity Is Shared by All.** Seaside's diverse economy allows prosperity to be shared by all residents. Residents have access to

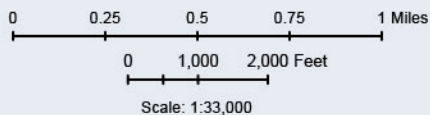
educational and training opportunities to overcome employment barriers. A highly-trained and skilled workforce helps attract new businesses to the City.

5. **An Economically Diverse City.** Seaside leverages its unique Peninsula location, proximity to Cal State University of Monterey Bay, and the former Fort Ord lands to create new job opportunities and support a range of economic sectors. The City supports small, local businesses and start-up entrepreneurs.
6. **A Safe City.** Seaside promotes safe neighborhoods free from violence and crime that have a trusting, collaborative relationship between law enforcement and residents. The City fosters safe neighborhoods through good community and environmental design that promotes a mix of uses and active streets.
7. **A City with a Downtown.** West Broadway is the heart of the City, creating a vibrant, walkable downtown with high-quality streetscape design, community gathering spaces, and buildings that support pedestrian comfort and safety.
8. **A City with Distinct and Complete Neighborhoods.** Seaside's new and existing neighborhoods have distinct identities that help to distinguish them and nurtures a sense of pride and belonging among residents. Neighborhoods have housing, amenities, and parks and recreational uses. They are clean, attractive, and beautiful.
9. **A City with a Range of Housing Options.** Safe and healthy housing options meet the needs for multiple generations and incomes. Seaside provides a diversity of housing types to serve a broad and diverse community of new and existing residents, allowing people and families to transition from one housing type to another as their needs change over time, socially and economically.
10. **An Active City.** The City provides high-quality, safe community and recreational facilities, parks, and open spaces to meet recreational and social needs of youth and adults. Seaside residents, workers, and visitors have the opportunity to participate in a broad range of recreational and sports activities.
11. **A Healthy City.** Seaside makes decisions to support the physical and mental health of its residents. The City improves access to healthy food, limits pollution, and increases access to health, mental health, and preventive care services.
12. **A Creative City.** Seaside embraces the creative culture and the artistic pursuits of our community, cultivating the talents and expertise of the Seaside community. The City continues to support cultural events and parades that promote the cultural diversity and ecological sustainable ideals of our community.
13. **A Sustainable, Resilient City.** Seaside supports innovative programs and policies for environmental sustainability and climate change. The City uses cleaner energy, conserves water, and reduces greenhouse gas emissions to increase community awareness and enhanced resiliency on climate change to highlight the root causes of disproportionate climate vulnerability.
14. **An Environmentally-Sensitive City.** Seaside stewards natural resources and habitat in the City and former Fort Ord area. New development uses land efficiently to protect sensitive areas. Native trees are maintained and protected.
15. **A Responsible, Transparent, and Responsive City.** Seaside is a Peninsula leader by actively working towards its vision, monitoring its actions, and adjusting course. Seaside conducts business in an open and transparent way that encourages

everyone to participate. The City works with residents and organizations to achieve its vision.

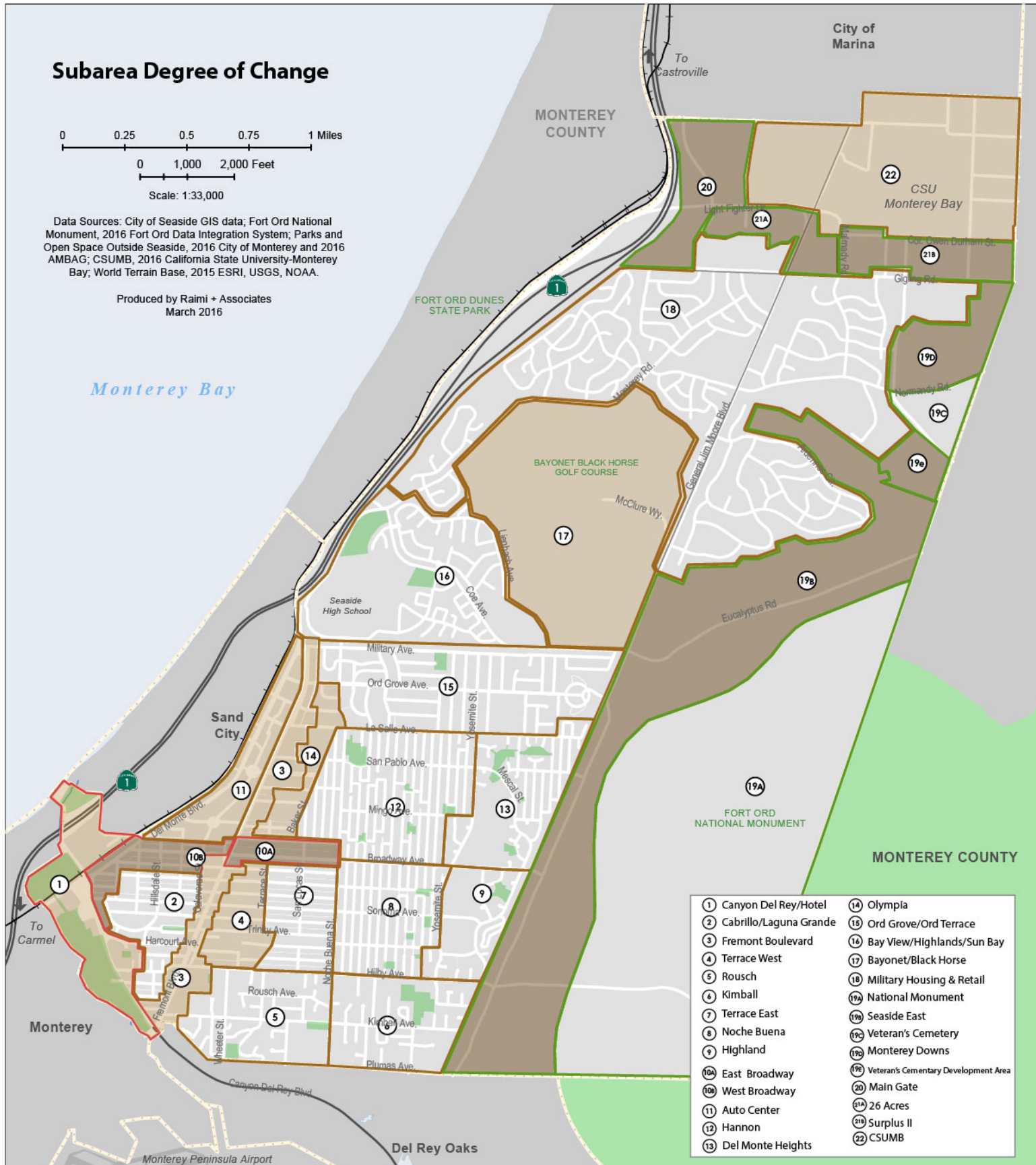
16. **A City with a Focus on Active Transportation.** Seaside supports a multi-modal transportation network that enhances neighborhood connectivity and provides opportunities for active transportation and complete streets. New pedestrian and bicycle connections and programs will make it easier, more comfortable, and safer for residents, workers, and visitors to meet their daily needs and access regional destinations, such as the Fort Ord National Monument, the beach, CSUMB, and adjacent communities.
17. **A Destination.** Seaside is a regional destination for culture, business, economic opportunity, education, and recreation on the Peninsula. The City is home to small, unique businesses, music and cultural events, CSUMB and educational institutions, corporations, and the Fort Ord National Monument. The City encourages housing, services, and amenities that serve Fort Ord National Monument visitors and CSUMB students and faculty.
18. **A City with Affordable Housing.** Seaside preserves and expands the supply of affordable housing opportunities for current and future residents. Site redevelopment results in no net loss of affordable housing. The impacts of displacement for residents during redevelopment is minimized.

Subarea Degree of Change



Data Sources: City of Seaside GIS data; Fort Ord National Monument, 2016 Fort Ord Data Integration System; Parks and Open Space Outside Seaside, 2016 City of Monterey and 2016 AMBAG; CSUMB, 2016 California State University-Monterey Bay; World Terrain Base, 2015 ESRI, USGS, NOAA.

Produced by Raimi + Associates
March 2016



- | | |
|--------------------------|--|
| ① Canyon Del Rey/Hotel | ⑭ Olympia |
| ② Cabrillo/Laguna Grande | ⑮ Ord Grove/Ord Terrace |
| ③ Fremont Boulevard | ⑯ Bay View/Highlands/Sun Bay |
| ④ Terrace West | ⑰ Bayonet/Black Horse |
| ⑤ Rousch | ⑱ Military Housing & Retail |
| ⑥ Kimball | ⑲A National Monument |
| ⑦ Terrace East | ⑲B Seaside East |
| ⑧ Noche Buena | ⑲C Veteran's Cemetery |
| ⑨ Highland | ⑲D Monterey Downs |
| ⑩A East Broadway | ⑲E Veteran's Cemetery Development Area |
| ⑩B West Broadway | ⑳ Main Gate |
| ⑪ Auto Center | ㉑ 26 Acres |
| ⑫ Hannon | ㉒ Surplus II |
| ⑬ Del Monte Heights | ㉓ CSUMB |

Legend

- Maintain/Enhance
- Evolve
- Transform

- Political Boundary
- Parks and Open Space
- Highway
- Rail

seaside
2040
your city. your future.



Last updated: 10/17/2016

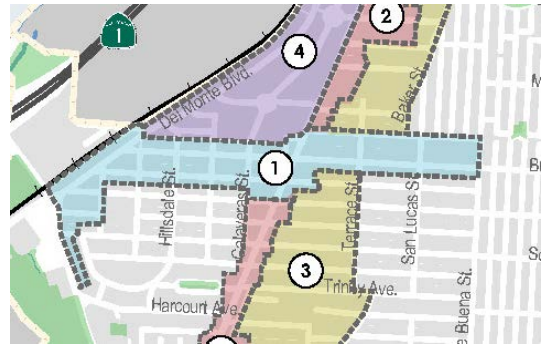
In preparation for the meeting, please review the following ideas and concepts and come in with your own ideas. Specifically think about whether: 1) these areas are the correct locations for where land use changes and new development could occur; and 2) what the vision or direction for each area should be.



Area 1 – Broadway Avenue

Existing Character/Urban Design

The western side of Broadway represents the City's original downtown retail core, and is the most walkable part of the City. Buildings are consistently built with no setback from the sidewalk and have high levels of visual transparency. Street trees, benches, lighting, and other street furnishings are among the best in the City. Behind the retail uses, the north side is industrial and auto-oriented service shops, while the southern side is mostly residential, a mixture of single-family homes and small apartments.



The eastern end of Broadway Avenue is a commercial corridor with a variety of retail, residential, and service commercial uses. Unlike West Broadway, which has a uniform building pattern, East Broadway's urban pattern has different building styles, buildings set back from the street, and a lack of landscaping.

Current Policy/Plans

The West Broadway Urban Village Specific Plan was adopted with the intention of creating a distinctive mixed-use urban village in the City's downtown core. Some infrastructure investments have moved forward or are in the design stage (such as a roadway redesign), but none of the catalyst projects identified in the Specific Plan have occurred.

The East Broadway area was identified as a mixed-use area in the General Plan. Between Terrace and San Lucas, there are many vacant parcels which are owned by the City, through the successor agency to the Redevelopment Agency. In the past, these parcels were considered for a new library, a county building, residential uses, and commercial mixed-used development. These parcels are slated to be sold as part of the City's Long-Range Property Management Plan.

Alternatives/Policy Approach

1. East Broadway

- 1.1. **Maintain East Broadway as a retail and commercial corridor.** The General Plan would develop policies and programs to maintain the corridor as a predominantly commercial corridor with a variety of retail and service uses. New shops or offices would be required to face Broadway Avenue in a pedestrian-friendly manner.
- 1.2. **Infill East Broadway with multifamily residential.** This concept would allow conversion of vacant and low-intensity commercial uses to multifamily residential development. Housing would be in residential structures with active, pedestrian-oriented frontages. The City would extend streetscape improvements from the West Broadway Specific Plan area into the area.

1.3. **Transform East Broadway into a higher-intensity mixed use corridor.** This concept would promote the transformation of Broadway Ave into a higher-intensity mixed-use area with active ground-floors and residential or office on the upper floors. East Broadway would become a continuation of the West Broadway Specific Plan area pattern and streetscape.

1.4. Additional concepts or themes for the area:

1.4.1. **Community gathering spaces.** Because of its central location, the area could include a signature gathering space(s) such as a park, youth center, or community center.

2. West Broadway

2.1. **Maintain the vision for a mixed-use downtown on West Broadway.** The General Plan will move forward with the vision for the area, and the concept of creating a downtown area, focusing on policy and regulatory opportunities to kick-start development.

Questions for Consideration

- Which alternative(s) best represent your vision – character, land uses, etc. – for East and West Broadway? Do you have other ideas?
- What policy issues should the General Plan consider / address for this area?

Area 2 - Fremont Boulevard

Existing Character/Urban Design

The character of Fremont Boulevard is a commercial-arterial style with low-rise commercial buildings, front parking lots, building access from the parking lot, and tall auto-oriented signs. The land use along Fremont Boulevard is predominately retail and office. Restaurants, cafes, and fast food are common, as well as homewares, small offices, medical offices, and other assorted local businesses. Certain stretches (especially between Hamilton and Hilby) are more pedestrian-oriented. In these areas, buildings are placed close to the street with store entrances directly from the sidewalk. Parcel sizes vary dramatically – on the low end, smaller businesses have 10,000 sf lots; on the upper end, strip retail complexes or larger stores have lots upwards of 50,000 sf. Parcel size may impact redevelopment opportunity, as larger parcels (1/2 acre or approximately 20,000 sf) may be easier to transform.

Current Policy/Plans

No detailed plan regulates the area. The area is primarily covered by the Community Commercial General



Plan Land Use Designation and Zoning District, a 0.5 FAR neighborhood-serving retail.

Alternatives/Policy Approach

1. **Maintain retail and commercial corridor.** The General Plan would develop policies to maintain the corridor as a predominantly commercial corridor with a variety of retail, office, and service uses. New shops or offices would be required to face Fremont Boulevard in a pedestrian-friendly manner.
2. **Infill with multifamily residential.** This concept would promote converting low-intensity commercial uses to multifamily residential development. Structures would be a mix of commercial buildings and residential structures facing Fremont Boulevard in a pedestrian-friendly manner.
3. **Create “mixed-use centers” along a commercial Fremont Boulevard.** This concept would promote the creation of “centers” along the corridor that allow higher-intensity residential and retail and/or residential mixed-use buildings to support commercial activity and pedestrians (e.g. Broadway/Fremont, Hilby/Fremont, Playa/Fremont, and Echo/Fremont). “Centers” would be neighborhood hubs. Outside the “centers” the concept would be to protect the corridor as a predominantly low-scale commercial corridor with a variety of retail, service, and employment service uses. New shops or offices would be required to face Fremont Boulevard in a pedestrian-friendly manner
4. **Create a higher-intensity mixed-use corridor along Fremont Boulevard.** This concept would allow conversion of low-intensity commercial uses to multifamily residential or mixed-use development along Fremont Boulevard. Structures would face Fremont Boulevard in a pedestrian-friendly manner.
5. Additional concepts or themes for the area:
 - o **Expand urban design vision from West Broadway.** At the intersection of Fremont / Broadway, the urban form and design vision from the West Broadway Urban Village Specific Plan would be extended north and south to create a uniform character.
 - o **Rebalance transportation modes.** To support north-south non-automobile travel, Fremont could promote multimodal transportation, adding bike lanes, wider sidewalks in targeted locations, or prioritizing transit.

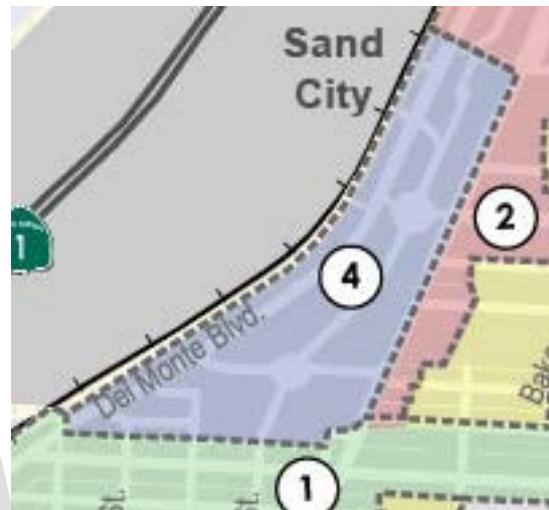
Questions for Consideration

- Which alternative(s) best represent your vision – character, land uses, etc. - for Fremont Boulevard? Do you have other ideas?
- What other policy issues should the General Plan consider / address for this area, e.g. vehicle speeds, pedestrian safety, walkability, and spillover parking?

Area 4 – Auto Center

Existing Character/Urban Design

This area contains the only regional auto mall on the Peninsula and a variety of related uses including retail, industrial, and service uses, many of which are focused on cars and trucks. Buildings are set far back from the street and the area is dominated by surface parking lots with for sale vehicles.



Current Policy/Plans

An existing Auto Center Master Plan and Design Guidelines guides all development in the area under the Automotive Regional Commercial (CA) Zone Standards. These standards ensure consistency and compatibility between the exterior appearances of buildings while providing flexibility for tenants to identify themselves through innovative design.

Key Trends

Trends towards autonomous vehicles and rideshare companies, such as Lyft and Uber, may reduce overall vehicle ownership. Overtime these intersecting trends may be an issue for businesses located within the auto center, changing the amount and character of land needed for the auto mall and related services. A key vision policy question for the General Plan is: should the City consider land use alternatives for this area?

Alternatives/Policy Approach

1. **Little or no change.** The auto center area would remain a regional auto center, attracting Peninsula residents and contributing major tax revenue to the City. The General Plan would develop policies and programs to maintain the auto center allowing commercial infill along Fremont / Del Monte with a variety of retail and service uses. New shops or offices would be required to face the street in a pedestrian-friendly manner.
2. **Center evolution.** As auto dealers phase-out, the City evolves the area into a more urban pattern, similar to the pattern across Fremont Boulevard. New mid-block streets are added to improve area mobility, connect to the streets east of Fremont, and provide valuable new addresses for residential and commercial tenants. New multifamily housing, commercial, light industrial, maker-space, and mixed-use buildings are added to the area. Evolution would be opportunistic.

Questions for Consideration

- Which alternative best represents your vision – character, land uses, etc. - for the auto center? Do you have other ideas?
- What other policy issues should the General Plan consider / address for this area, e.g. changes in tax revenue, development phasing, and internal circulation?

Area 5 - Seaside East

Existing Character/Urban Design

This area contains vacant, open space lands that were part of the former Fort Ord but are now under City control. The area is located east of the City of Seaside and extends east to the County of Monterey and the Fort Ord National Monument.

Current Policy/Plans

The Seaside East Conceptual Master Plan was developed in 2010 to identify land use opportunities in this area.

Planning Concepts/Themes

Consider each of the following concepts or themes for Seaside East. Planning concepts or themes may be combined into a single alternative for the area.



1. **Entrance to Fort Ord National Monument.** Seaside East may provide formal and informal entryways to trailheads in the National Monument. Entryways could provide distinctive signage and gateway elements. At these entry points, the General Plan could support a district with retail and supportive services, such as restaurants, bike rentals, and lodging for National Monument visitors. These locations may be located off General Jim Moore Boulevard or Eucalyptus Road.
2. **Regional recreational destination.** Seaside East maintains an adequate site for regional recreational uses, including sports fields, courts, and other park uses. Retail and services may be clustered in a nearby center to support visitors accessing the recreational area.
3. **Provide area for new jobs.** Seaside East encourages new office, R&D, or light industrial uses within Seaside East. Office and R&D uses may be clustered with retail and services (and residential uses) to provide easy access and reduce vehicle trips.
4. **Create residential neighborhoods with “neighborhood centers”.** Seaside East may develop a series of new distinct neighborhoods with centers that house parks, convenience retail and services, or schools. Residential uses are more intense near centers, tapering down in residential intensity near sensitive habitat or on steeper slopes.
5. **Cultural or music center.** Seaside East could contain space for a cultural or music center that attracts Seaside residents and regional visitors.
6. **Habitat conservation.** Seaside East balances new growth and habitat conservation by identifying and preserving areas with the most

sensitive habitat. Trails and more active open spaces could be located within or adjacent to the habitat areas. Open space could buffer the National Monument from new development. New development around these sensitive habitat areas may be required to implement site and building design to protect natural resources.

7. **Transportation connectivity.** New neighborhoods in Seaside East are seamlessly connected to existing streets in Seaside proper. New bike, pedestrian, and transit connections are added.

Questions for Consideration

- Which concepts or themes best represent your vision - character, land uses, etc. - for Seaside East? Do you have other ideas?
- What other policy issues should the General Plan consider / address for this area, e.g. transportation connectivity to Seaside Proper, habitat protection, etc?

Area 6 – Seaside North

Existing Character/Urban Design

This area contains the Main Gate, Surplus II, and 26 Acres areas on the former Fort Ord Army Base and is adjacent to the growing California State University Monterey Bay (CSUMB) campus. The area contains a mix of vacant land (Main Gate) and former military properties with numerous unused barracks and related structures that have fallen into disrepair (Surplus II). The area includes the Monterey College of Law and an existing church on Colonel Durham Street, and other ancillary CSUMB buildings.



Current Policy/Plans

The area north of Lightfighter Drive adjacent to Highway 1 is subject to the Main Gate Specific Plan, which envisions a regional lifestyle/retail center. The area south of Lightfighter Drive and west of 1st Avenue has been envisioned as a luxury auto mall, and the City has signed an exclusive negotiating agreement for this purpose. The City also entered into an exclusive negotiating agreement for the Surplus II and 26 Acre areas. Proposed uses for the area include a major retail center, office complex, senior housing, university village retail concept, a mix of educational facilities, multifamily housing, and single family housing.

Planning Concepts

Consider each of the following planning concepts for Seaside North. Planning concepts may be combined for the area and could be used to guide future development projects in the area.

1. **"University village."** A mixed-use district that serves CSUMB campus. The area accommodates a local center with a mix of higher-density housing, shopping, services, jobs, offices, and open space.
2. **University residential area.** This concept promotes development of a student-focused housing area adjacent to CSUMB. Student residential neighborhoods could surround the university, are well-served by bicycle paths, and provide ample opportunities for recreation. Residential areas could be near a "university village" concept.
3. **R&D area.** Building on proximity to CSUMB, the area accommodates public-private ventures and entrepreneurial activities by allowing dynamic research and development uses and maker-spaces with easy access to the university.
4. **Retail center.** A lifestyle retail center, or similar commercial center, per the existing Specific Plan for the Main Gate area.
5. **Auto center.** The area to the south of Lightfighter (west of 1st Avenue) is designated an auto center.
6. **Entrance to Fort Ord National Monument and Fort Ord Dunes State Park.** Seaside North is an entryway to trailheads in the National Monument and active recreation at the Fort Ord Dunes State Park. Entryways could provide distinctive signage and gateway elements. At these entry points, the General Plan could support a district with retail and supportive services, such as restaurants, bike and water sport rentals, and lodging for visitors.
7. **Coordinated planning.** The General Plan will ensure access, block patterns, and other urban form elements of each future development within the surrounding development pattern, the Marina Dunes at Monterey Bay Specific Plan, and the CSUMB campus plan.

Questions for Consideration

- Which concepts or themes best represent your vision - character, land uses, etc. - for Seaside North? Do you have other ideas?
- What other policy issues should the General Plan consider / address for this area, e.g. transportation connectivity to Seaside Proper, etc?

Area 3 - Terrace West and Olympia

Existing Character/Urban Design

These areas are comprised of a diverse mix of housing types with an assortment of single-family, duplex, triplex, courtyard houses, small and larger apartment complexes, and mobile home areas. Parcel size is noticeably larger than older parts of the City, with most averaging 7,500 sf but ranging up to two acres in size for some of the multiunit configurations. Building quality and condition is a concern. All streets have



sidewalks, although they are quite narrow in some places. There are no parks in the areas.

Current Policy/Plans

The Terrace West area (south) is largely within the General Plan and Zoning Medium Density Residential district. This designation allow projects to build up to 15 dwelling units per acre. The Olympia area (north) is largely within the General Plan and Zoning High Density Residential district. This designation allows projects to build up to 25 dwelling units per acre.

Policy Ideas

To encourage investment in existing residential properties, consider the following policy ideas for Terrace West and Olympia. These policy ideas may be applicable to other areas in Seaside.

1. Allow existing apartment buildings to add some building area if they improve their property and building's appearance.
2. Increase allowable residential density in targeted areas in the City in exchange for community benefits.

Questions for Consideration

- Which policy ideas do you support for housing? Do you have other ideas?
- What other policy issues should the General Plan consider / address for this area, e.g. housing quality, park access, or north-south mobility?