



A G E N D A

CITY OF SEASIDE
CITY COUNCIL/
PLANNING
COMMISSION

JOINT SPECIAL MEETING
Council Chamber
440 Harcourt Avenue

Wednesday, January 24, 2018
5:30 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

1. **CALL TO ORDER**

2. **ROLL CALL – ESTABLISHMENT OF QUORUM**

CITY COUNCIL

Ralph Rubio	Mayor
Dennis Alexander	Council Member
Jason Campbell	Council Member
David R. Pacheco	Council Member
Kayla Jones	Council Member

PLANNING COMMISSION

John Owens	Chair
Michael Lechman	Vice Chair
Keith Dodson	Commissioner
Denise Ross	Commissioner
Arlington La Mica	Commissioner
Michael Spalletta	Commissioner
Ian Oglesby	Commissioner

3. **PUBLIC COMMENT**

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.

4. **STUDY SESSION**

A. **STUDY SESSION ON THE SEASIDE PUBLIC DRAFT GENERAL PLAN**

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 allow comment on the Public Draft General Plan.

RECOMMENDATION: It is recommended that the City Council and Planning Commission provide comment on the Draft General Plan.

5. ADJOURNMENT

Next Regularly Scheduled Meeting:
City Council Regular Meeting February 1, 2018
7:00 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, they are asked to contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. The City Council chamber is equipped with a portable microphone and assisted listening devices are available at all meetings.

City Council 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://cyp.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.: 4.A.

TO: City Council

FROM: Craig Malin, City Manager

BY: Gloria Stearns, Economic Development Manager
Kurt Overmeyer, Economic Development Manager
Rick Medina, Senior Planner
Sharon Mikesell, Administrative Analyst

DATE: January 24, 2018

SUBJECT: STUDY SESSION ON THE SEASIDE PUBLIC DRAFT GENERAL PLAN

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 allow comment on the Public Draft General Plan.

RECOMMENDATION

It is recommended that the City Council and Planning Commission provide comment on the Draft General Plan.

BACKGROUND

This staff report includes an overview of the General Plan process, a description of community engagement activities, and a brief overview of the General Plan. The Public Draft General Plan is available for viewing at <http://seaside2040.com/index.php/plan-documents/>.

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, General Plan Task Force, meetings with outside agencies, project website (www.seaside2040.com) and meetings with Planning Commission and City Council.
- *Existing Conditions Report* – The Existing Conditions Report provides background information for the Seaside General Plan Update, including a brief history of the City, description of the planning area, and important information about General Plans. It includes a range of information

and data about 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).

- *General Plan* – The 2004 General Plan will be updated with a new vision, goals, policies, and implementation actions. Many components of the existing General Plan are still valid today. However, the City is facing new issues and challenges that will require new policy direction. The project team drafted new goals and policies and these were presented to the community in summer 2017. The public draft of the General Plan was released to the public in November 2017. The public comment period will end on January 26, 2018.
- *Implementation Ordinances* – In addition to the General Plan, a number of implementing ordinances will be developed. These include modifications to the existing zoning code to reflect changes in the General Plan's land use designations and ordinances to conform to FORA's requirements.
- *Environmental Review* – An EIR will be prepared to analyze and disclose potential impacts of the General Plan update, zoning code, and other implementing ordinances on the environment. A notice of preparation was released to the public in July 2017.



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

Early in the General Plan update process, 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. This information helped 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 represented businesses, environmental groups, faith-based organizations, and service organizations.

Meeting eight times between May 23, 2016 and June 8, 2017, the task force's contributions helped guide the content of the public workshops, development of the vision and guiding principles, identification of key issues and opportunities, creation of land use change areas, and development of General Plan goals and policies.

Community Meetings

The City and project team facilitated five community meetings throughout the process. This

includes:

- **Meeting #1 (June 6, 2016)** – Over 80 people participated in small groups discussions about: what makes Seaside unique and special, key issues and opportunities facing Seaside today and in the future, and their vision for the future.
- **Meeting #2 (August 2, 2016)** – The City hosted a booth at the National Night Out celebration. Over 80 people 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.
- **Meeting #3 (December 5, 2016)** – Seaside hosted a workshop attended by over 90 people that focused on six potential areas of change in the City: Downtown (Broadway Avenue), Fremont Boulevard, residential neighborhoods, existing Auto Center, Seaside East, and Campus Town. Exercises included a visual preference survey and workshop stations for each area of change.
- **Meeting #4 (February 27, 2017)** - Participants provided feedback on the General Plan Vision and Designations for neighborhoods within the City, prioritized housing issues and programs, reviewed preliminary park and open space concepts, and prioritized potential park programs.
- **Meeting #5 (July 27, 2017)** – Participants reviewed draft goals and policies, voting for each as a high, medium, or low priority. Participants showed strong support for goals and policies that emphasize sustainability, conservation of natural resources, building efficiency, healthy neighborhood design, economic development, a strong arts and cultural identity, and affordable housing.

City Council and Planning Commission Meetings

- **City Council (March 17, 2016)** – This meeting updated the City Council on the public participation and outreach activities to be conducted in Seaside as part of the General



Plan Update and EIR process.

- **Joint Planning Commission and City Council Meeting (October 27, 2016)** – The study session allowed the Planning Commission and City Council to provide comment on the preliminary draft Vision and Guiding Principles, along with areas where

development and land use change could occur within the City over the next 20 to 30 years.

- **Joint Planning Commission and City Council Meeting (March 30, 2017)** – The study session provided an update on the Seaside General Plan, confirmed direction on the proposed vision and intent for City subareas, General Plan land use designations, and circulation network.
- **Planning Commission - EIR Scoping Meeting (July 26, 2017)** – This Environmental Impact Report (EIR) scoping meeting allowed the public to express their ideas about issues and concerns to ensure that the EIR analyzes a range of potential physical and environmental impacts.
- **Planning Commission – Housing Element Meeting (August 23, 2017)** - The purpose of the study session was to provide the Planning Commission and the public with an opportunity to receive information and provide comment on the State mandated proposed Housing Element Update and proposed changes to the City’s housing goals and policies and assistance programs.

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. Within this general requirement, some aspects of the General Plan are tightly prescribed, while others are left to the discretion of individual cities or counties. The plan serves as a basis for decisions that affect Seaside’s future. The law requires that a General Plan address the following eight mandatory subject areas, or “elements:” land use, circulation, housing, open space, conservation, noise, safety, and environmental justice.

State law also allows for optional “elements” and for elements to be organized or combined at the City’s discretion. Seaside 2040 includes four optional elements: Healthy and Sustainable Community, Economic Development, Infrastructure and Community Facilities, and Implementation. The Seaside General Plan includes the following chapters:

- **Chapter 2 – Vision and Guiding Principles.** This chapter sets the vision and guiding Principles for what the City of Seaside is striving to become and provides a framework for how it will get there. The vision is intended to be realized over the course of 20 or 30 years and is intended to be guided, well-planned, phased growth and development. It is expected that the vision and guiding principles will help decision makers thoughtfully shape decisions relating to new development and update the City’s various plans and ordinances.
- **Chapter 3 – Land Use and Urban Design.** This element presents the approach to land use and urban design, providing clear parameters for future development and change in the City. Within this element are the distribution of existing land uses and detailed General Plan land use designations for each sub-area. This element includes a designation map and goals and policies describing the community’s preferences and priorities for the character and appearance of the City.
- **Chapter 4 – Economic Development.** This element presents a summary of existing economic and market conditions, in addition to providing goals and policies related to: 1) business attraction and retention, and 2) jobs and workforce development. It highlights the City’s unique economic position and addresses the potential for economic growth, new jobs, and the need for fiscal stability.

- **Chapter 5 – Housing.** The General Plan includes the State-mandated Housing Element. The Housing Element includes the City’s existing and projected housing needs, the need to maintain affordable housing, and impacts of changing demographic trends. The element additionally provides related policies on maintenance and preservation of housing and neighborhoods, diversity of housing, housing protections, and variety of housing needs.
- **Chapter 6 – Mobility.** This element addresses the circulation system, complete streets, and coordination with land use decisions in the City. Included in this element are descriptions of street types and the circulation network map, as well as goals and policies addressing existing and future transportation facilities in Seaside for pedestrians, bicycles, and transit.
- **Chapter 7 – Parks, Open Space, and Conservation.** This element presents the community’s desire for safe, accessible, high-quality green spaces, including parks, open spaces, and recreational facilities. Within this element are the distribution of existing park and recreational areas, including details on facility types and needs. The element additionally provides information on recreational programming, environmentally sensitive habitat, and scenic and visual resources in the City.
- **Chapter 8 – Healthy and Sustainable Community.** This element presents the community’s vision for promoting a healthy and sustainable environment in Seaside. It includes goals and policies that address greenhouse emissions and climate change, alongside opportunities to protect residents from the impacts of environmental change. This element addresses overall health concerns related to health care access, neighborhood design and safety, and workforce training.
- **Chapter 9 – Infrastructure and Community Facilities.** This element presents the community’s interest in maintaining efficient and well-managed community facilities and infrastructure, including water, energy, waste, and telecommunications networks. The element also includes goals and policies that address the provision of public facilities and services, including city facilities and schools.
- **Chapter 10 – Safety.** This element presents public safety challenges in the City, including emergency services, seismic hazards, flooding, wildfire, and hazardous materials. The element contains goals and policies that will help guide the City’s decisions related to new development and the risks to the health, safety, and welfare of the community.
- **Chapter 11 – Noise.** This element addresses the community’s approach for minimizing noise levels in the City and contributing to a higher quality of life.
- **Chapter 12 – Implementation.** The General Plan Implementation chapter provides strategic steps for attaining the vision for the future of Seaside and guidance about how to attain that future. This final chapter provides a list of actions with a brief description, level of priority, timeframe for accomplishing the tasks, and responsible parties for each action.

SUMMARY

This joint Planning Commission and City Council meeting is to review the Public Draft General Plan and to receive public input. City staff and the project team will address significant comments and make necessary revisions to the General Plan. Once final changes are made to the Seaside 2040 General Plan, it will be sent for final adoption by the City Council. It is anticipated

that the comprehensive General Plan Update will be considered in the summer of 2018.

FISCAL IMPACT

There is no immediate impact to the General Fund as a result of tonight's study session.

ATTACHMENTS

1. <http://seaside2040.com/wp-content/uploads/2017/11/Seaside-GP-Public-Draft-11072017-Screen-2.pdf>
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Reviewed for Submission to the
City Council by:



Craig Malin, City Manager