

Proposed General Plan Change Areas

Planning Commission / City Council Draft

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This memorandum outlines potential areas where land use changes and/or new development could occur over the next 20 to 25 years. It builds on initial input from the community and City staff, active plans and projects, and the Degree of Change map from the General Plan Existing Conditions Report which identified areas in the City where changes could occur and potential directions for each area.

This document focuses on change areas and not areas of stability. It is intended to evoke and inform discussion and analysis of the current policy and potential alternatives for the General Plan. This is a starting point for discussion, and by no means definitive or comprehensive recommendations.

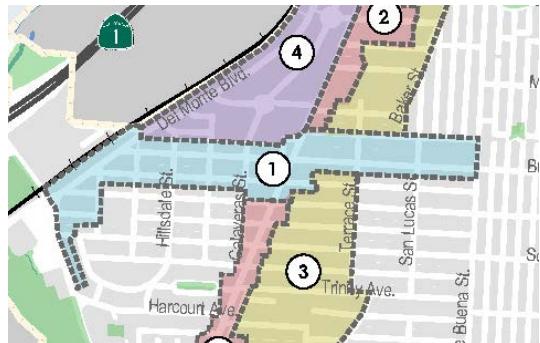
In preparation for the meeting, please review the following ideas and concepts and come in with your own ideas. Specifically think about whether: 1) these areas are the correct locations for where land use changes and new development could occur; and 2) what the vision or direction for each area should 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?

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