



## **CITY OF SEASIDE STAFF REPORT**

TO: Planning Commission and City Council

FROM: Staff Report

DATE: October 27, 2016

SUBJECT: **UPDATE ON THE SEASIDE GENERAL PLAN, PRELIMINARY VISION  
AND GUIDING PRINCIPLES, AND PRELIMINARY CHANGE AREAS**

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### **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 project, a description of the community engagement 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](http://www.seaside2040.com)) and meetings with Planning Commission and City Council. Six community workshops and open houses are anticipated during the process. Community engagement activities were presented to 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 that 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. 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.
- *Implementation Ordinances* – In addition to the General Plan, a number of implementing ordinances will be developed. This include modifications to the 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.

### **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 that is comprised of a cross-section of the Seaside community. Participants represent businesses, environmental groups, faith-based organizations, and service organizations. The Task Force has met three times and their work guided the content of the public workshops, 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 racial, ethnic, age, socio-economic, and business diversity. There was a strong desire to create unique destinations within the City, such as a West Broadway, while leveraging proximity to the Fort Ord National Monument and CSUMB campus. 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. 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 community would like 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 is 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 areas but with a focus on six of the areas of potential land use change. 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?

### **ATTACHMENTS**

1. Community Engagement Plan
2. Existing Conditions Report
3. Seaside General Plan Workshop 1 Summary
4. Seaside General Plan Open House 1 Summary
5. List of Key Issues and Opportunities
6. Seaside Preliminary Draft Vision and Guiding Principles
7. Degrees of Change map
8. Proposed General Plan Change Areas