

seaside2040

your city. your future.



Seaside General Plan Update: *General Plan Task Force Meeting #4*

January 31, 2017

Introductions + Ice Breaker

Introduce yourself

Name one
transportation
improvement you
would address in
the GP

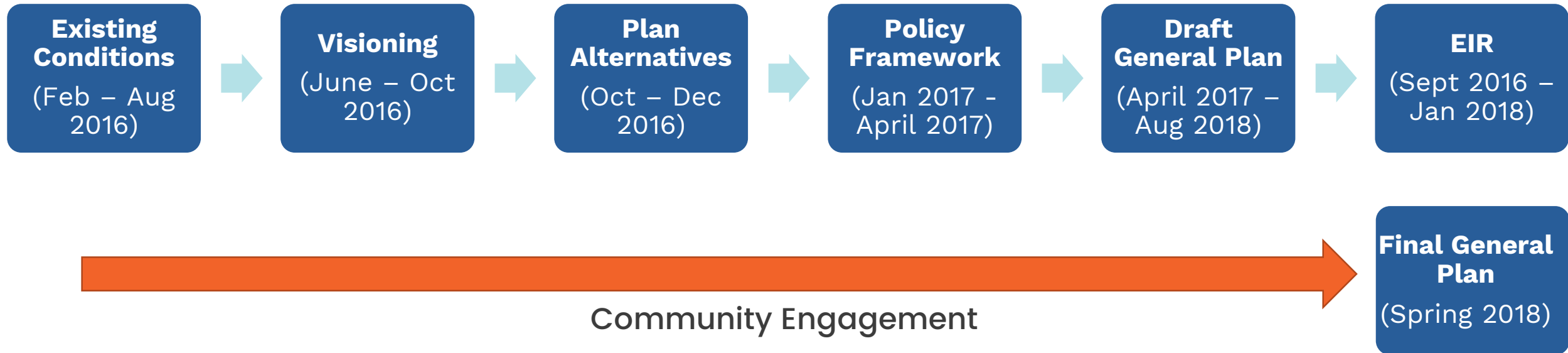
Task Force Meeting Purpose

Provide a project status update.

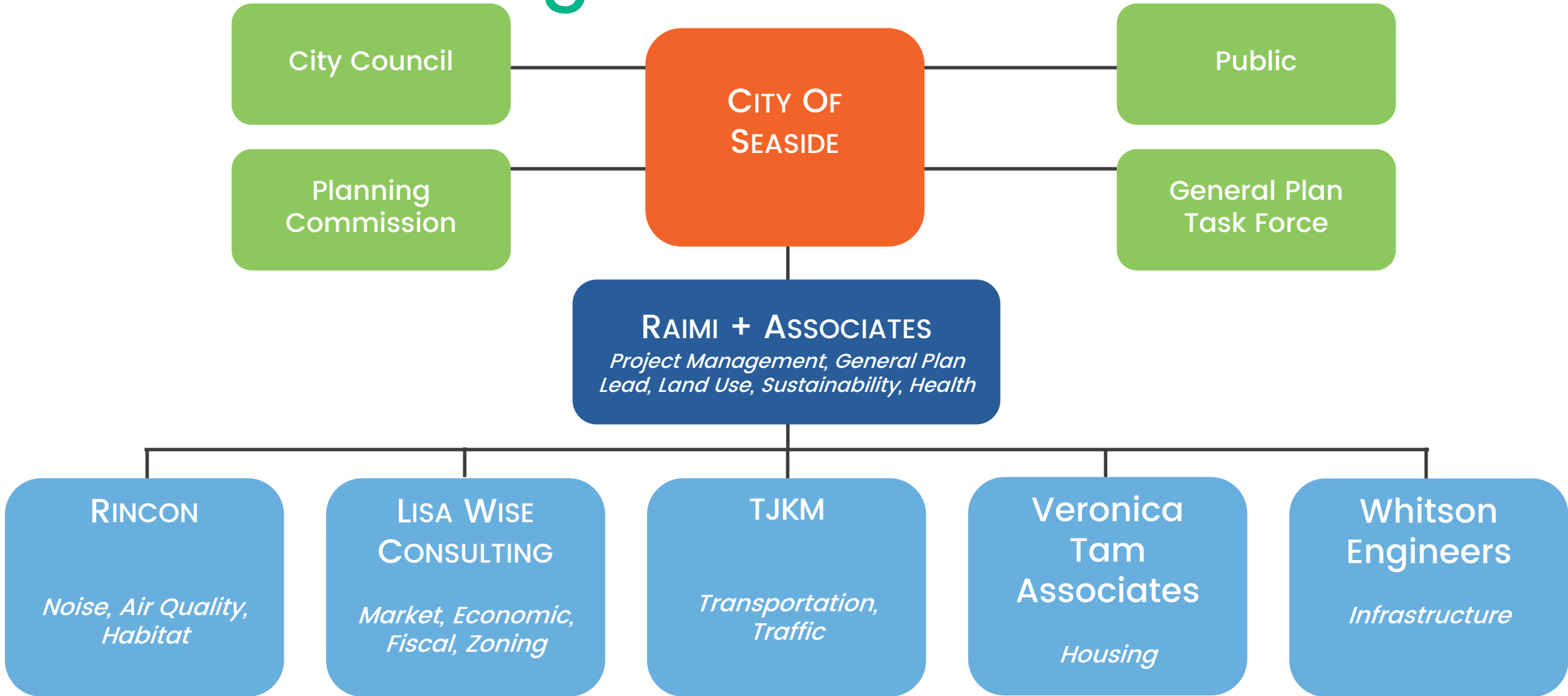
Review proposed Land Use Designations.

Review proposed circulation networks.

General Plan Process



Who is Doing What?



Task Force Topics / Schedule

- Meeting #1: Introduction, Issues and Vision (*Held May 23, 2016*)
- Meeting #2: Review of preliminary vision and guiding principles; identification of areas of potential land use change (*Held July 26, 2016*)
- Meeting #3: Key Issues; Policy direction for change areas (*Held on Oct 5, 2016*)
- **Meeting #4: Land use designations; Circulation networks (tonight)**

Upcoming Policy Meetings

- Meeting #5 (2/21): Transportation; Parks and Biological Resources / Conservation
- Meeting #6 (3/21): Land use; Public facilities; Infrastructure
- Meeting #7 (4/18): Housing; Sustainability
- Meeting #8 (5/23): Economic development; Health

Project Update

Community Input to Date

- Community Workshops 6/6 on 12/5
- Open House Booth at the City's National Night Out Celebration 8/2
- General Plan Task Force Meetings 5/23, 7/26, and 10/5
- Stakeholder interviews



Upcoming Events

- Community Open House (February 27) at Oldemeyer Center.
- Joint Planning Commission / City Council Working Session (March TBD) at Oldemeyer Center.



Community Meeting #3

Meeting Summary

- Held Monday December 5, 2016 from 6pm – 8pm at Oldemeyer Center.
- Over 90 people in attendance.
- Presentation followed by visual preference survey and workshop stations.
- Spanish language interpretation and materials were available.
- Free childcare was provided.



Workshop Purpose

Reviewed
vision and
guiding
principles

Discussed
development
Character

Reviewed
change areas
in the City

Visual Preference Survey

- Gather input on the character of change areas in Seaside.
- Provide useful information as we develop policy for different areas.
- Real time results!





Retail



Really
Don't
Like



Don't
Like



Neutral



Like

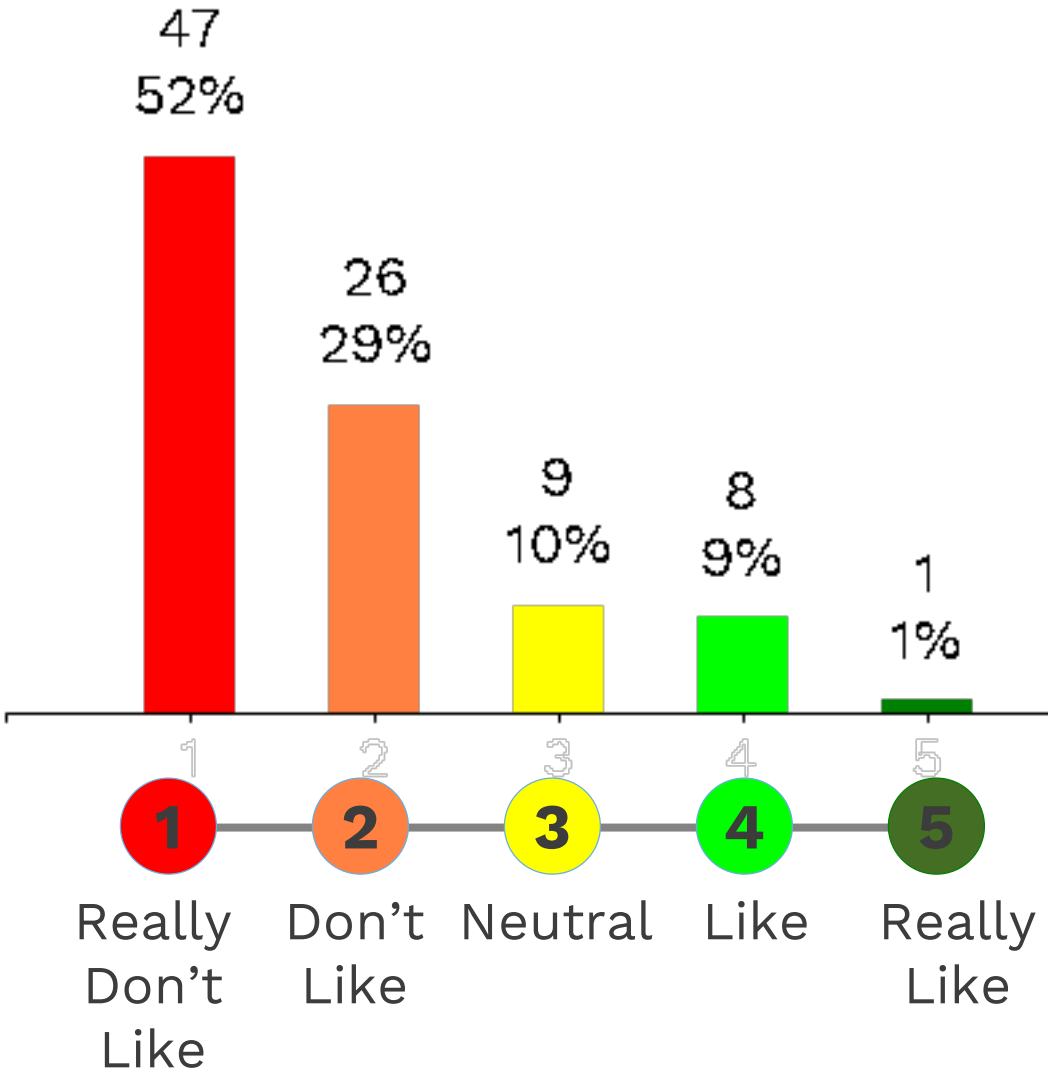


Really
Like



Retail

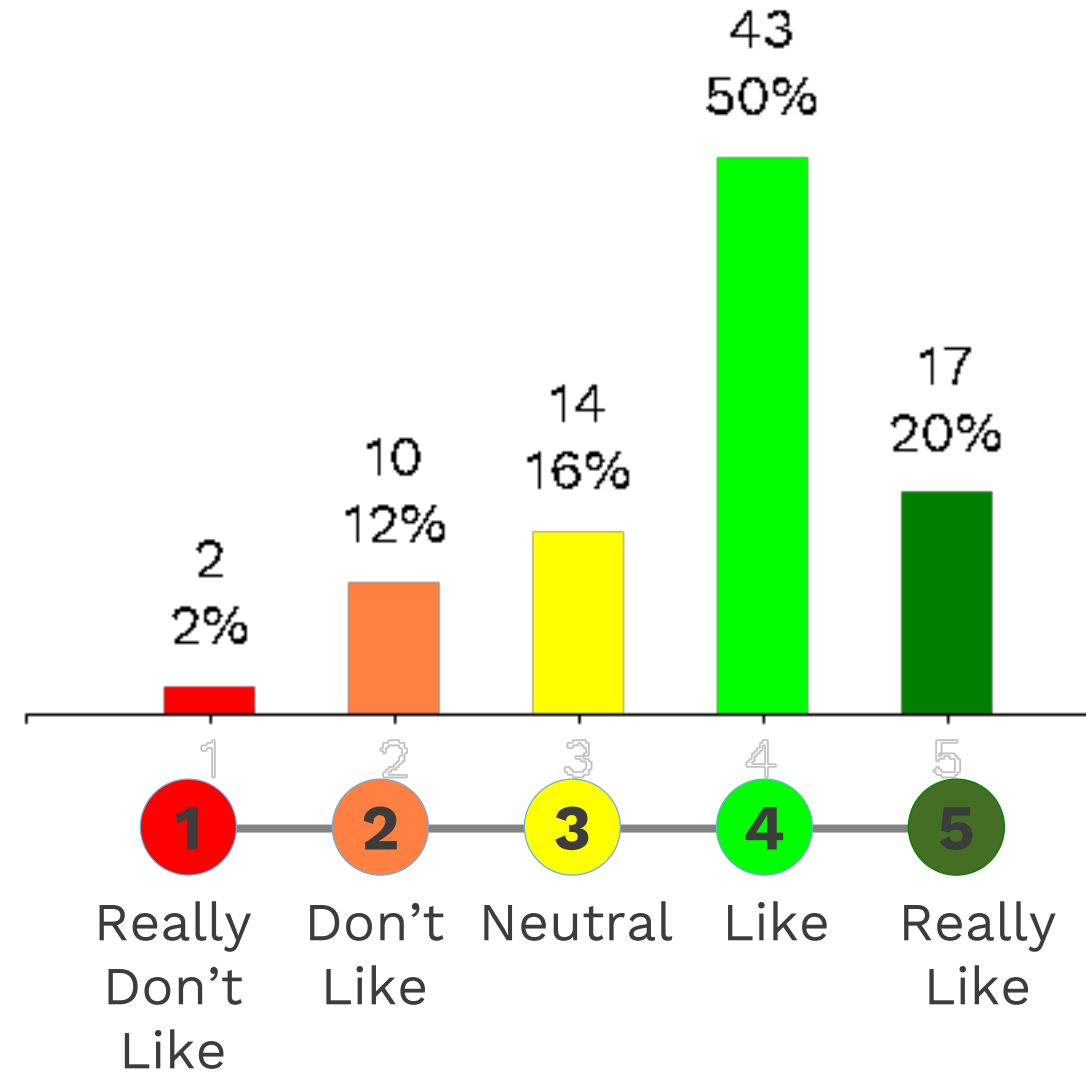
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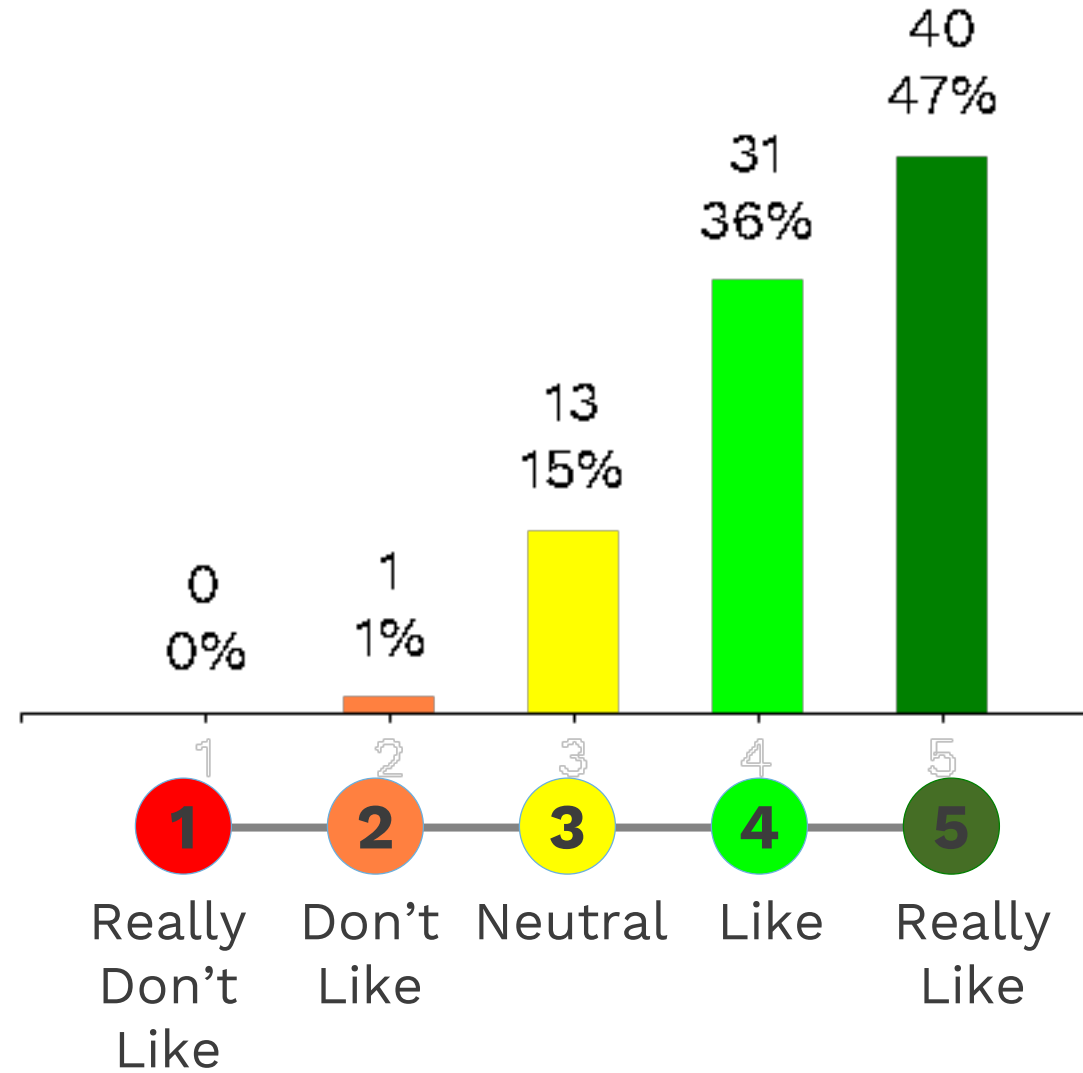
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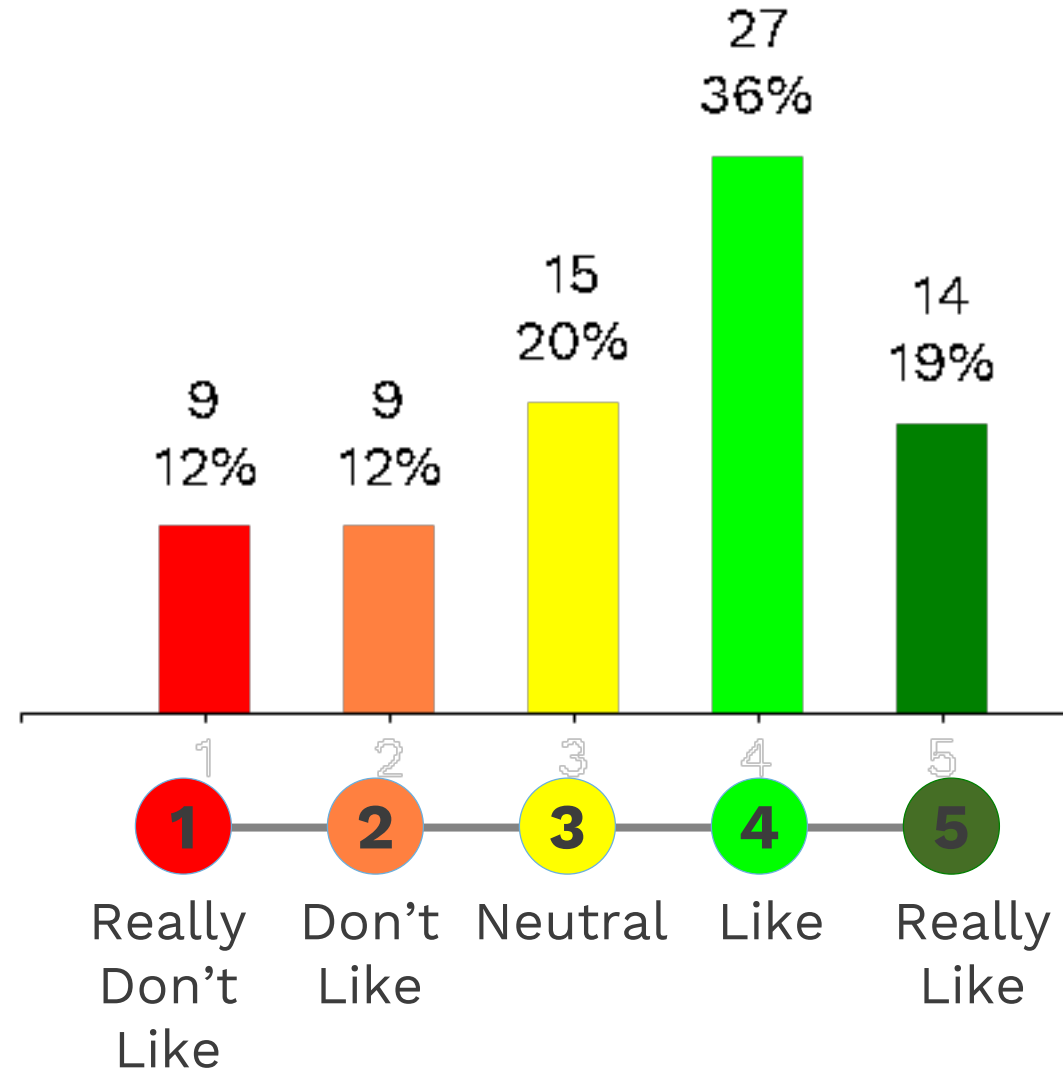
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Single Family Housing

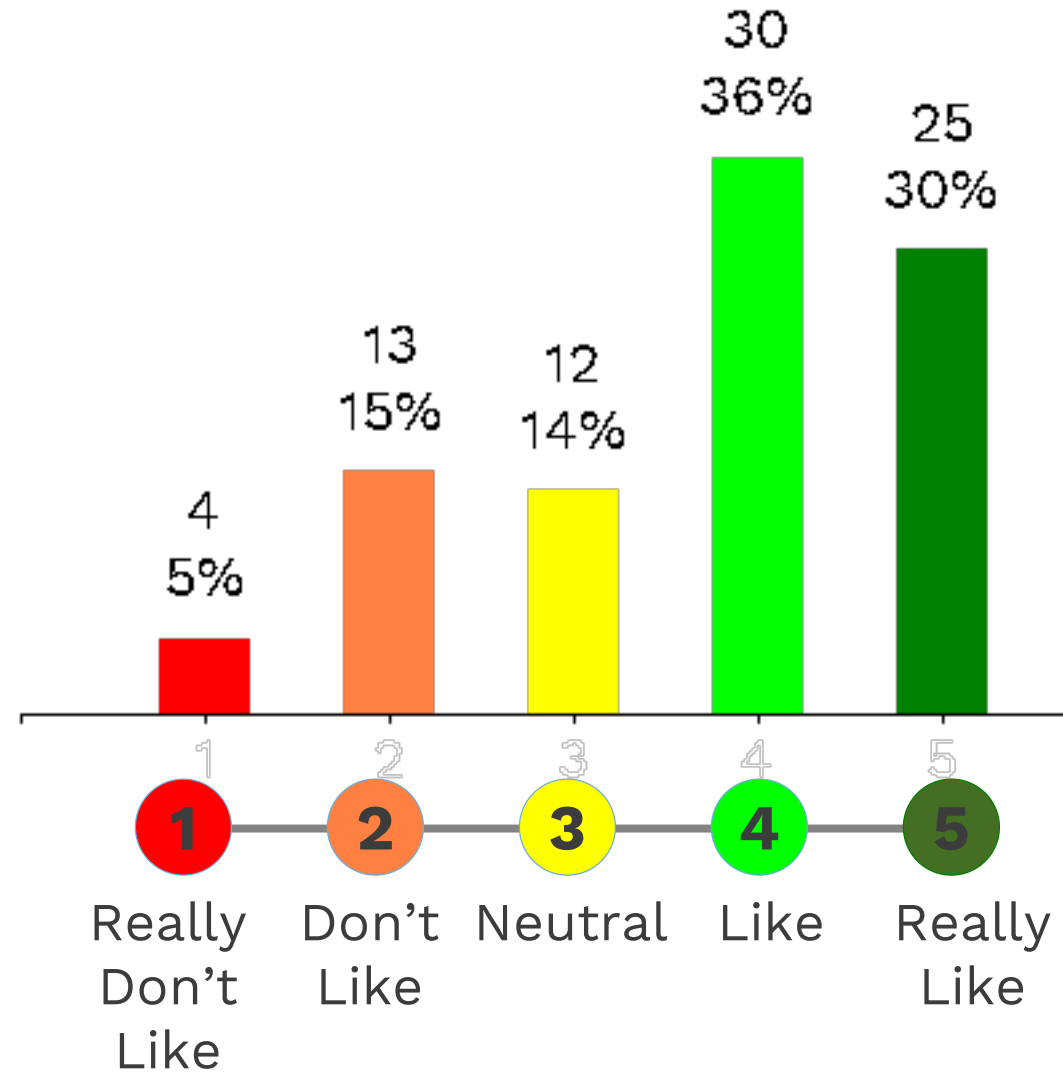
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Multifamily Housing

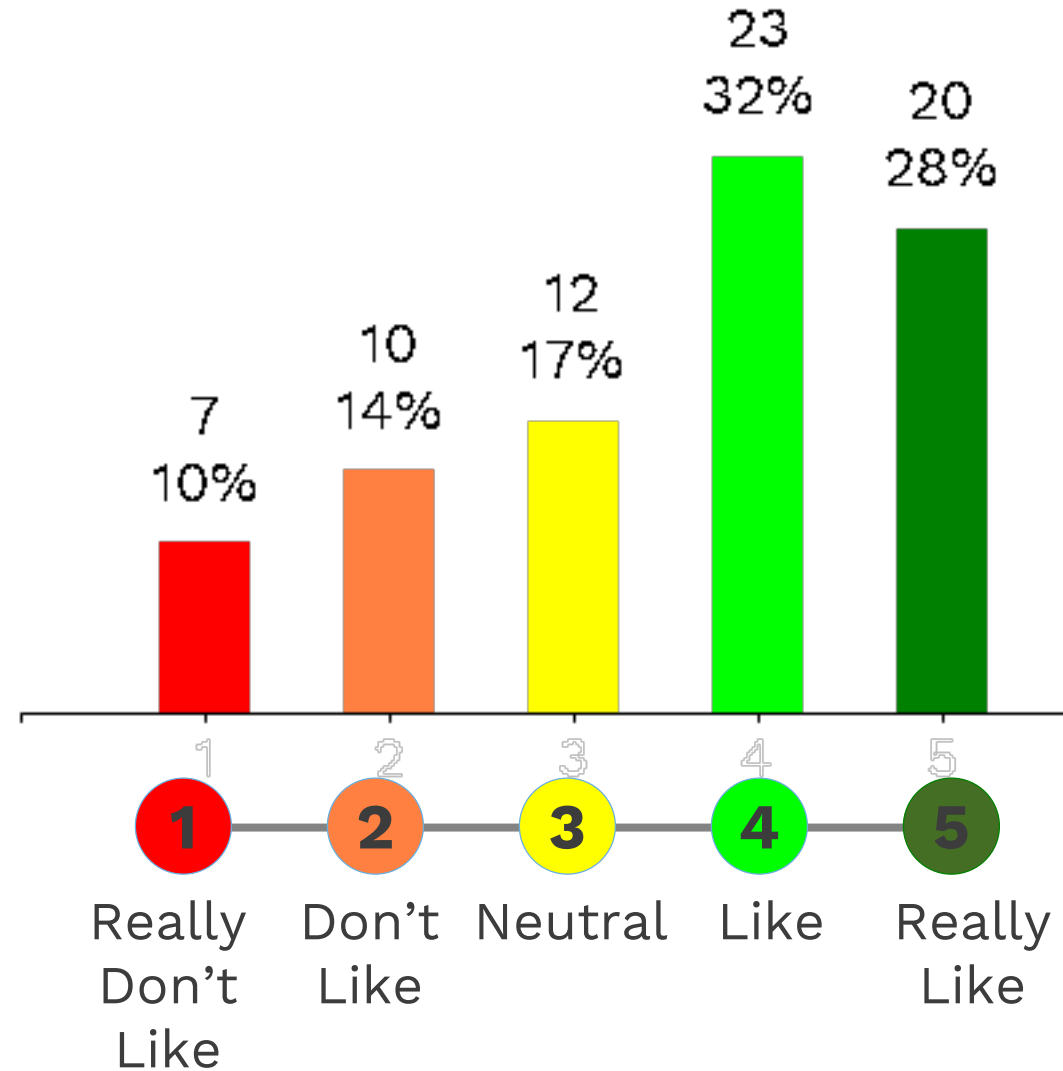
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Mixed Use: Residential over Retail

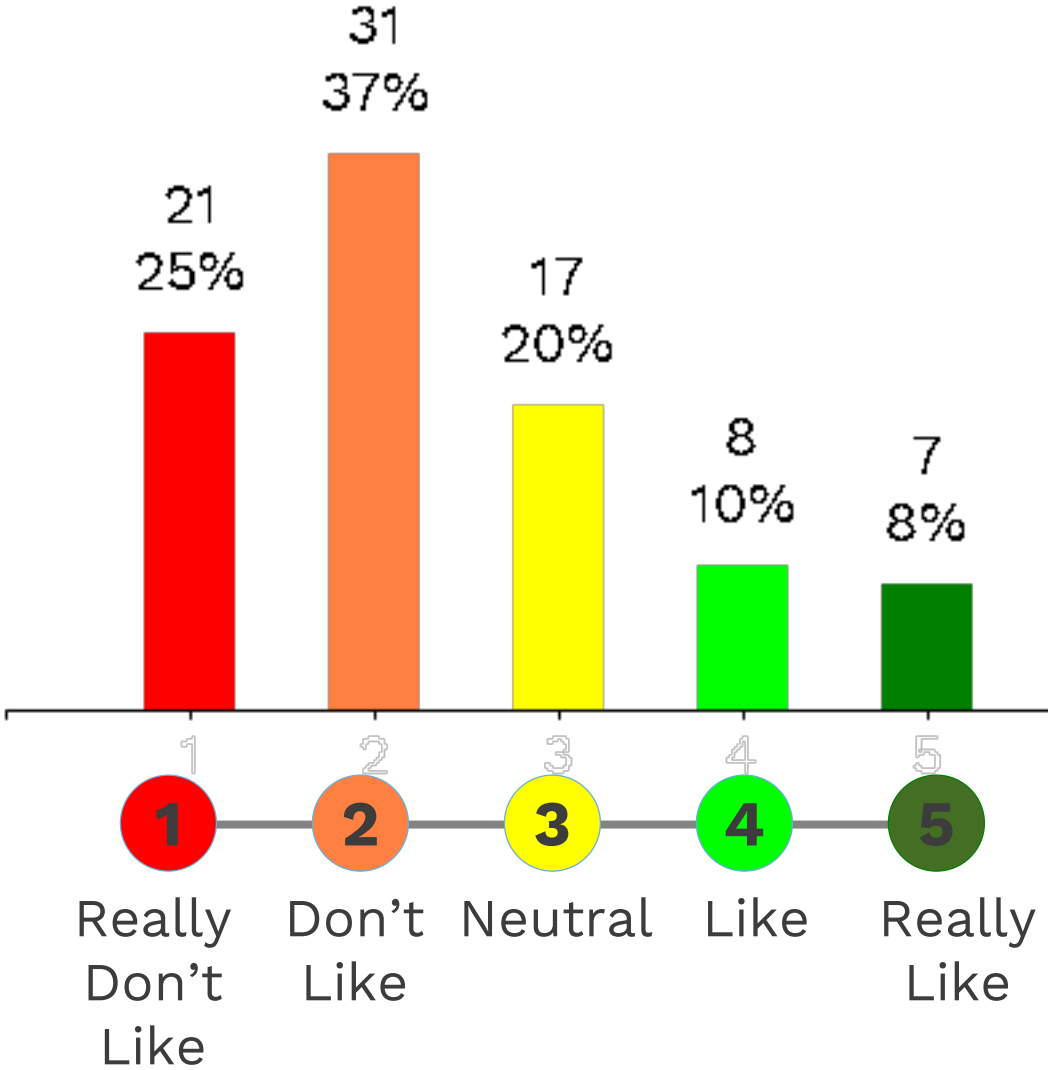
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Mixed Use: Residential over Retail

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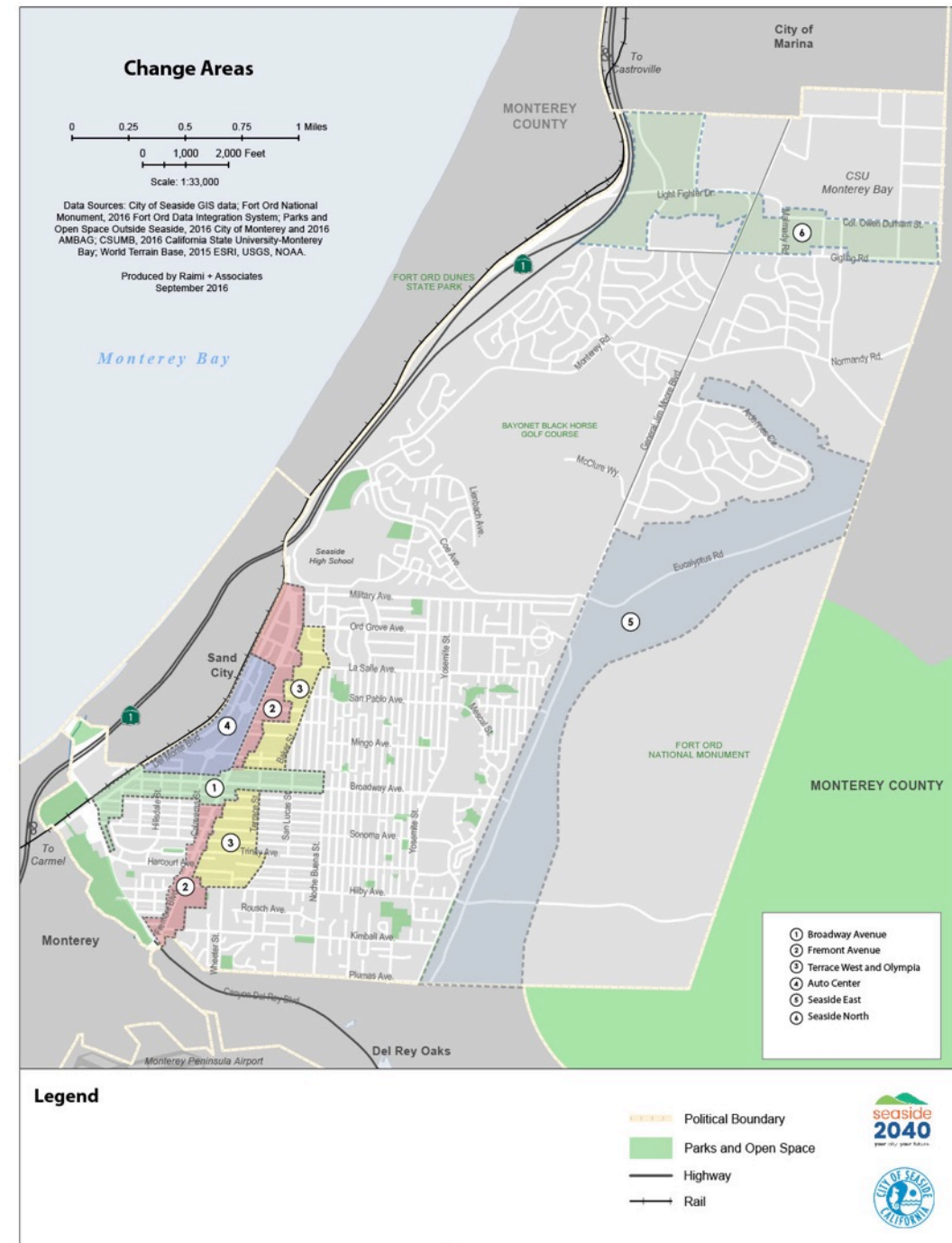
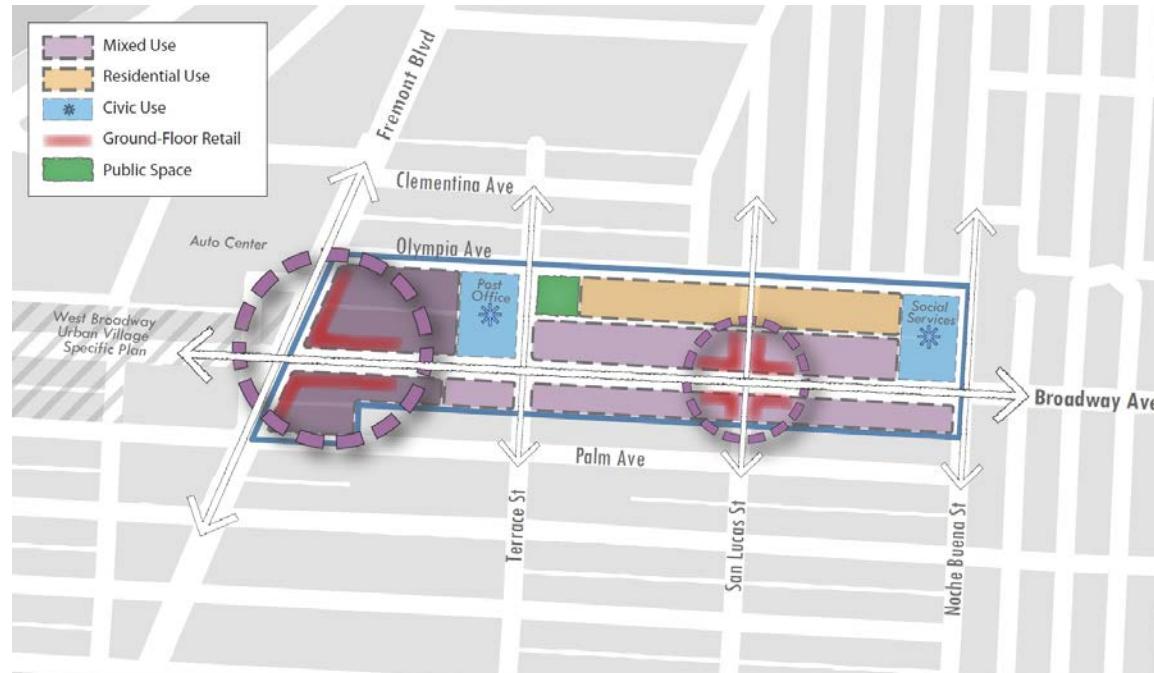


Visual Preference Takeaways

- Support for a range of housing and commercial types.
- Preference for buildings located closer to the street with parking accessed from behind (rather than buildings located behind parking).
- Liked a mix of architectural styles ranging from traditional to contemporary types.
- Split about buildings 4-6 stories in height.
- Support for images with good street trees and parks.
- Support for mixed-use and community centers.

Change Area Stations

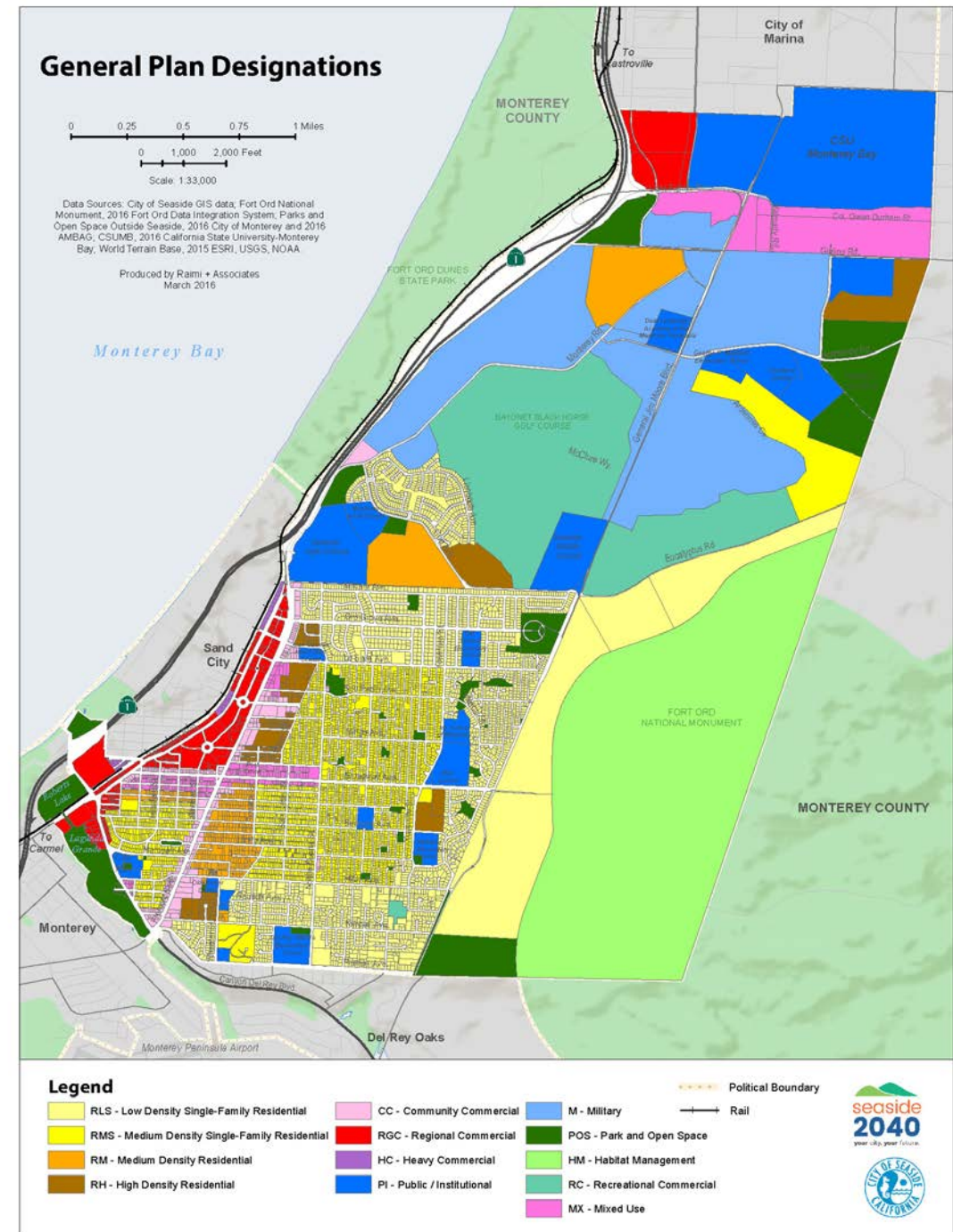
Alternative 4: Neighborhood Centers



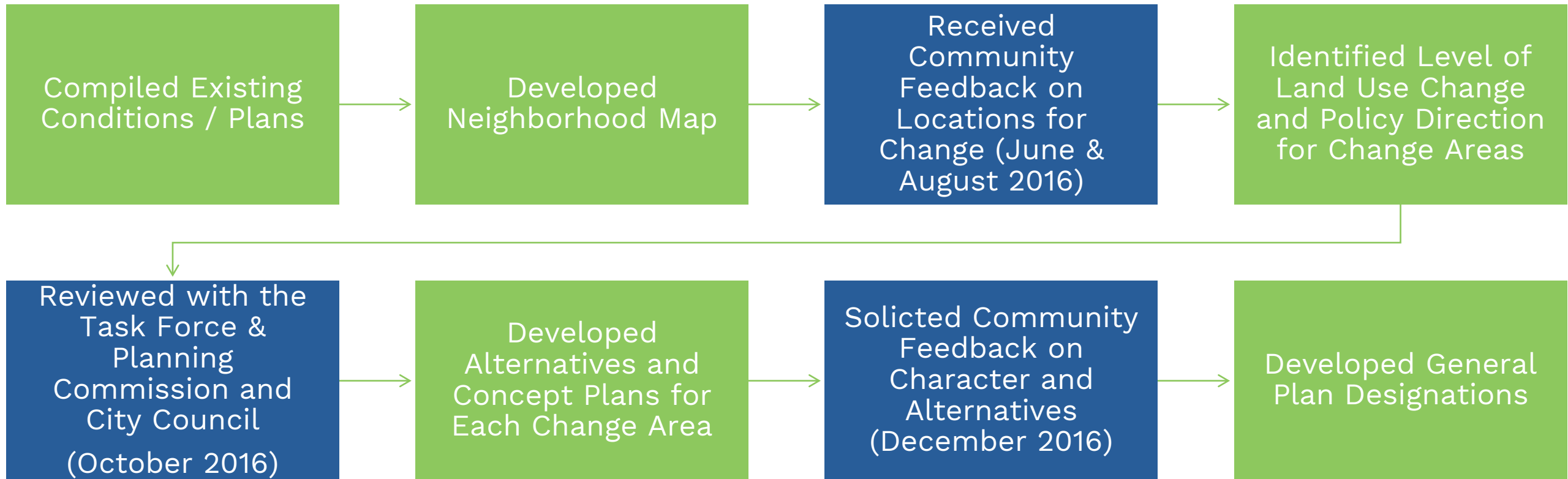
General Plan Land Use Designations

General Plan Land Use Element

- Describes existing and planned uses.
- Identifies the distribution, location and existing land uses.
- Typically describes allowed land use and development intensity.
- Includes maps, table, and other diagrams future land uses.
- *Where change is expected, the land use designation may identify new uses or more intense development than what is current built (the existing land use).*



Process



Character & Land Use



Use-Based (Traditional)



Form-Based

Character & Land Use



Use-Based (Traditional)



Form-Based

General Plan Designations

- Intent – what and why
- Allowed uses
- Allowed intensity
- Intended physical character
 - Building types
 - Build location on a lot
 - Building entrance location
 - Parking location
- Block pattern and length
- *Lots of images!*



Residential Types

Neighborhood Low



Neighborhood Medium



Residential Types

Neighborhood General



Neighborhood High



Commercial / Mixed Use Types

Employment



Commercial / Mixed Use Types

Mixed Use Low



Mixed Use High



Public Types

Public / Institutional



Military

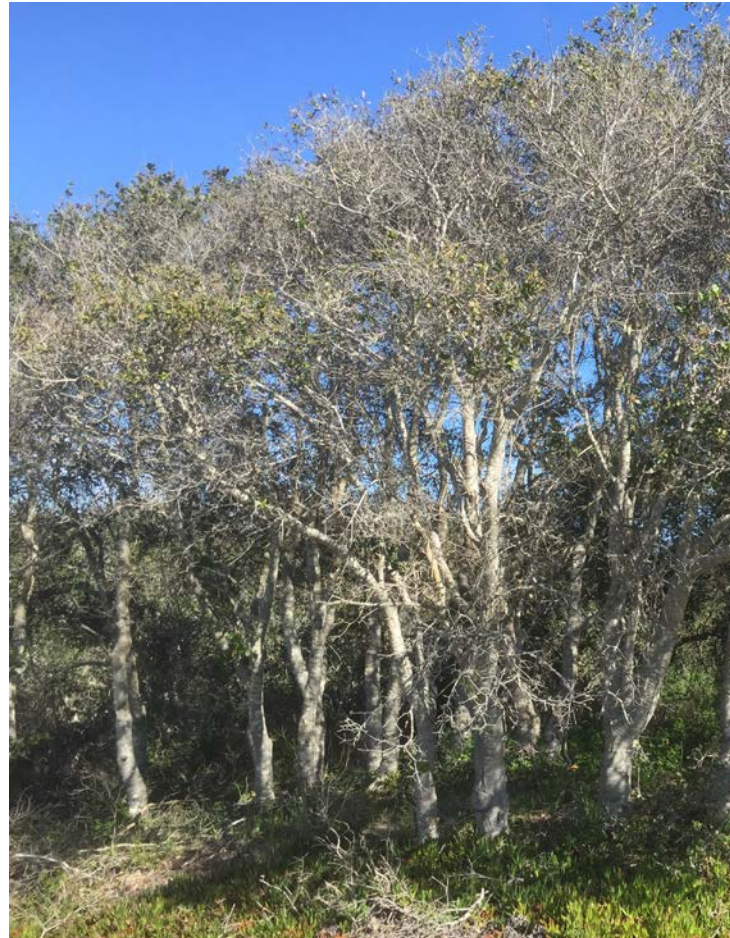


Park and Open Types

**Parks &
Open Space**



**Habitat
Management**



**Recreational
Commercial**



Specific Plan / Future Growth Areas

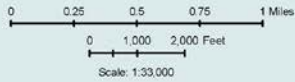
West Broadway Urban Village Specific Plan



- Future specific plan (around Campus Town)
- Future growth area (Seaside East)

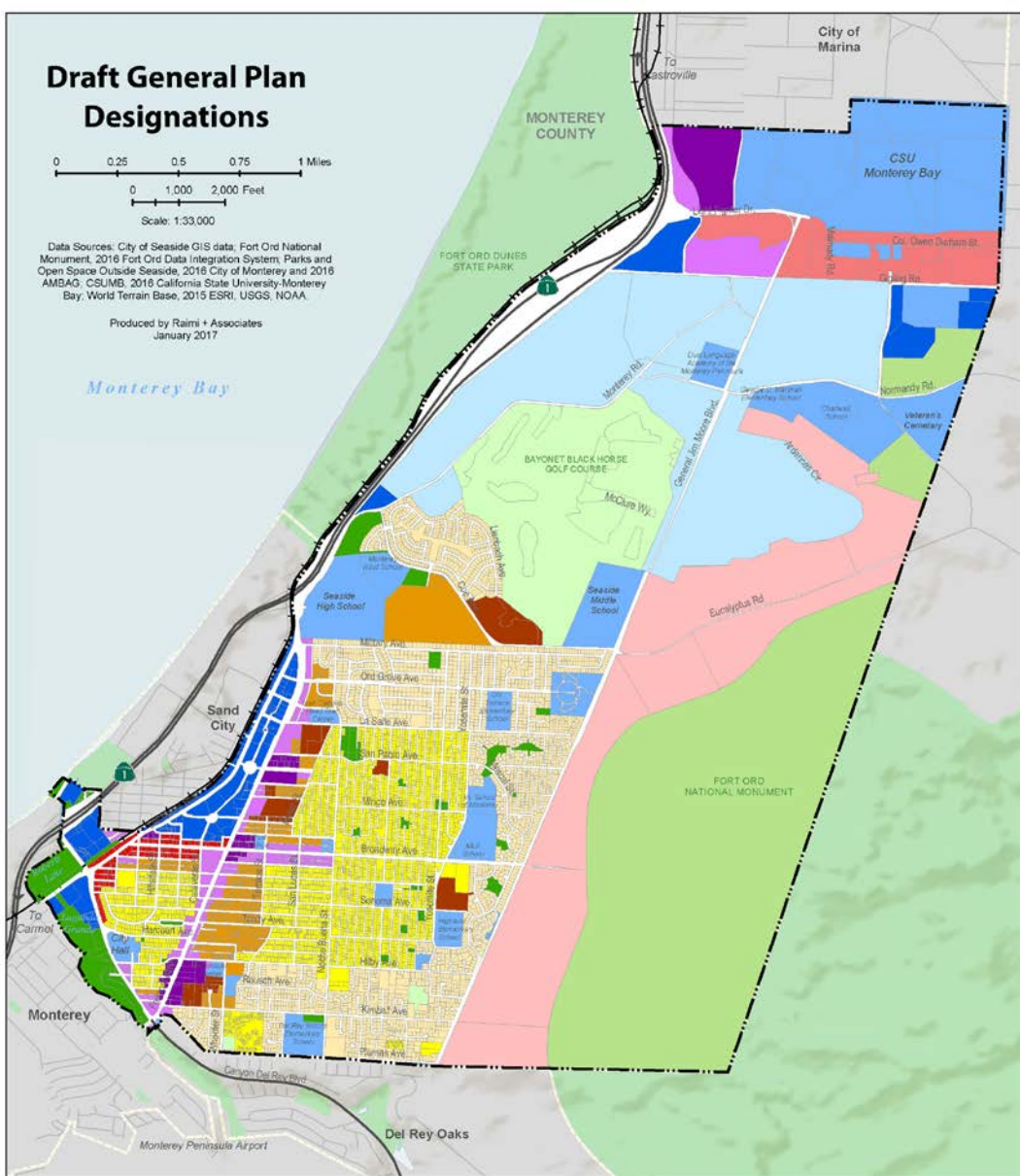


Draft General Plan Designations



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

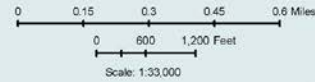
Produced by Raimi + Associates
January 2017



Legend

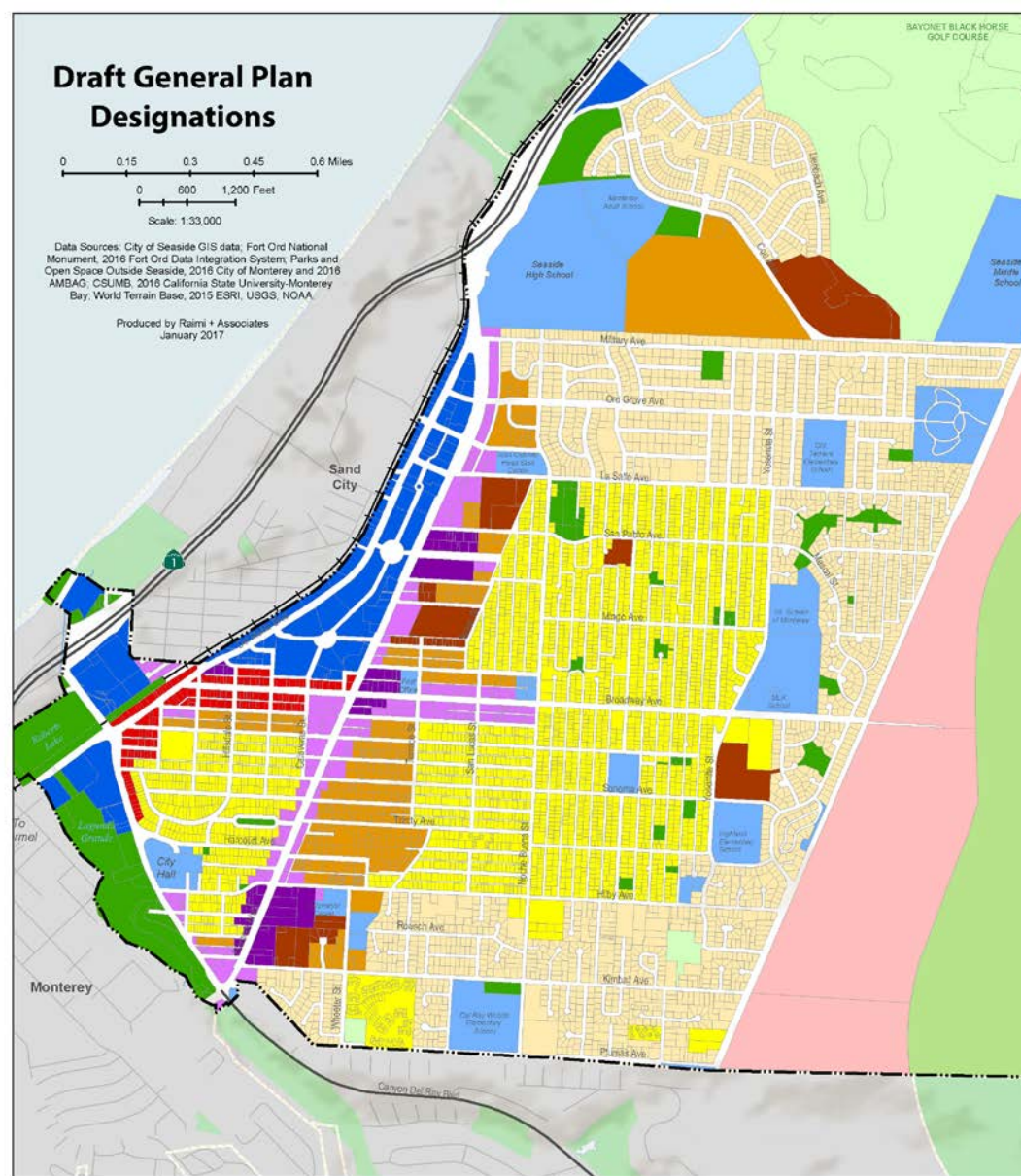
- | | | | |
|----------------------|-----------------------------|-------------------------|---------------|
| Neighborhood Low | Mixed-Use High | Public/Institutional | City Boundary |
| Neighborhood Medium | Employment | Military | Rail |
| Neighborhood General | Future Growth Area | Recreational Commercial | |
| Neighborhood High | Future Specific Plan | Habitat Management | |
| Mixed-Use Low | West Broadway Specific Plan | Parks and Open Space | |

Draft General Plan Designations



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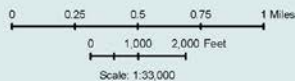


Legend

- | | | | |
|----------------------|-----------------------------|-------------------------|---------------|
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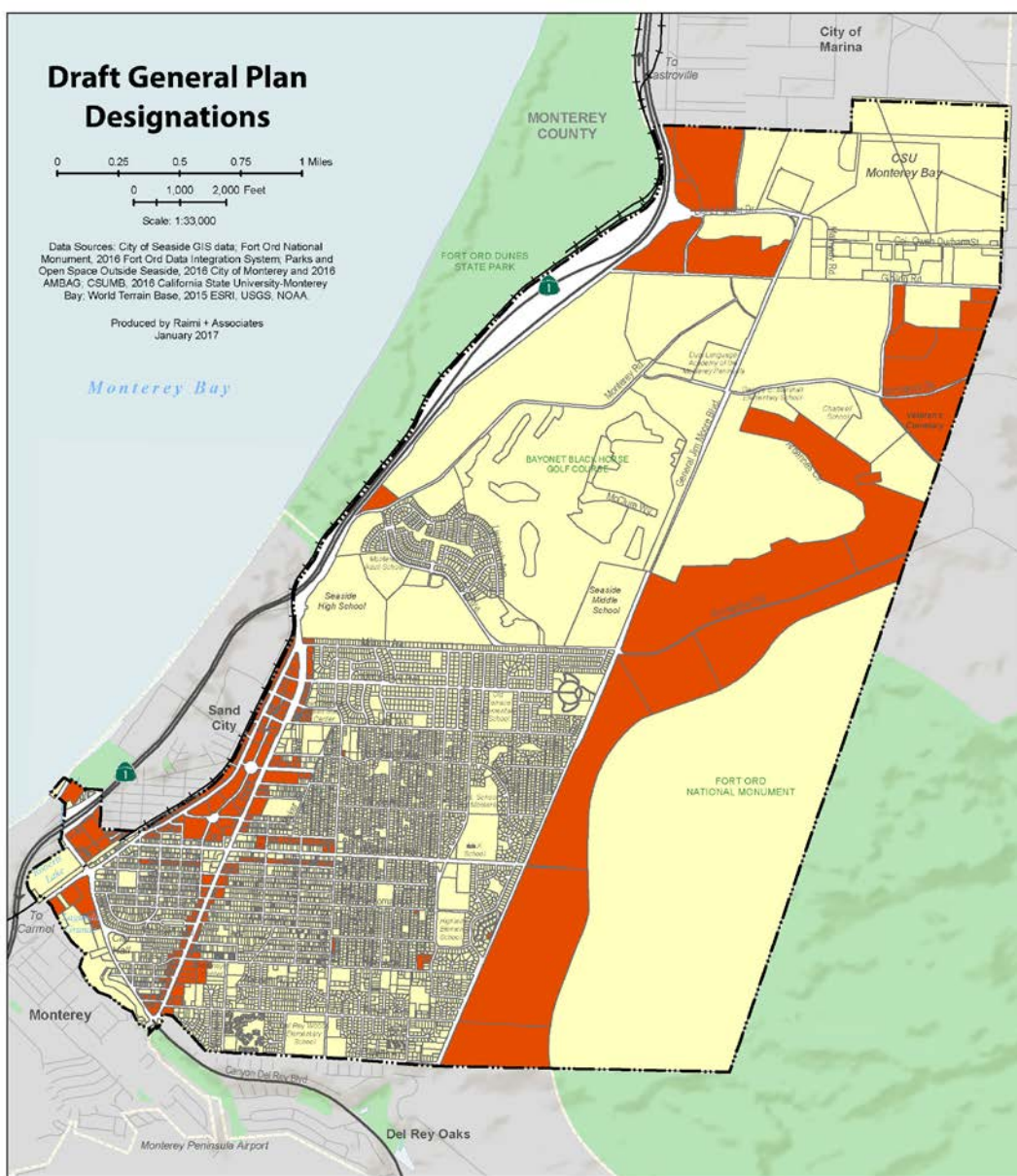
Change in Allowed Use

Draft General Plan Designations

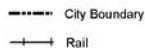


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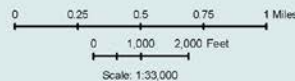


Change in Allowed Use



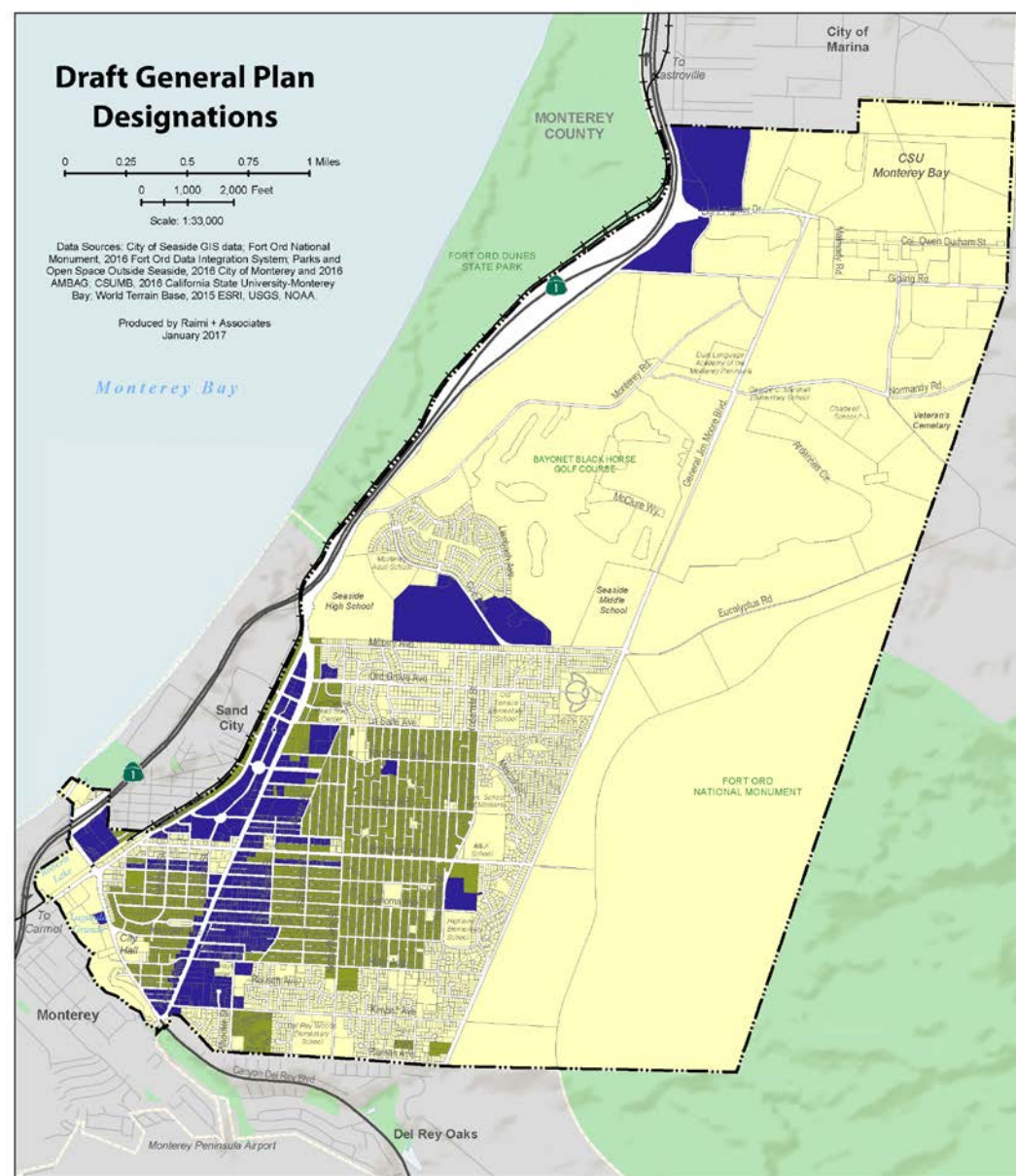
Change in Intensity

Draft General Plan Designations

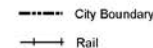


Data Sources: City of Seaside GIS data; Fort Ord National Monument, 2016 Fort Ord Data Integration System; Parks and Open Space Outside Seaside, 2016 City of Monterey and 2016 AMBAG; CSUMB, 2018 California State University-Monterey Bay; World Terrain Base, 2015 ESRI, USGS, NOAA.

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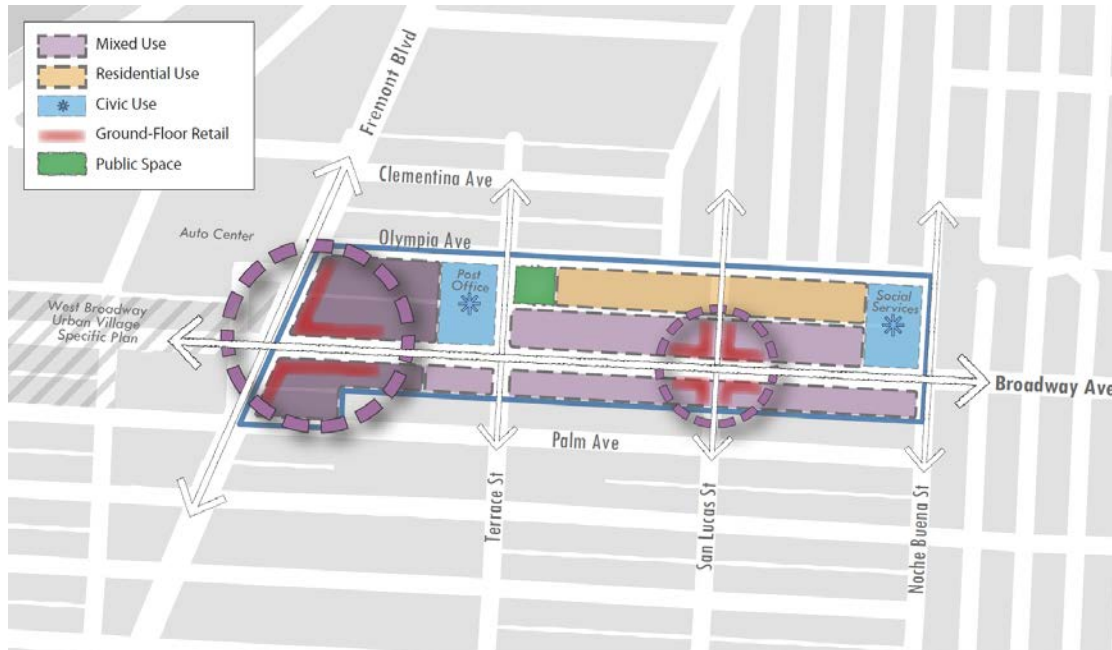
Increase in Allowed Development Intensity



Area 1 – East Broadway Avenue

What We Heard?

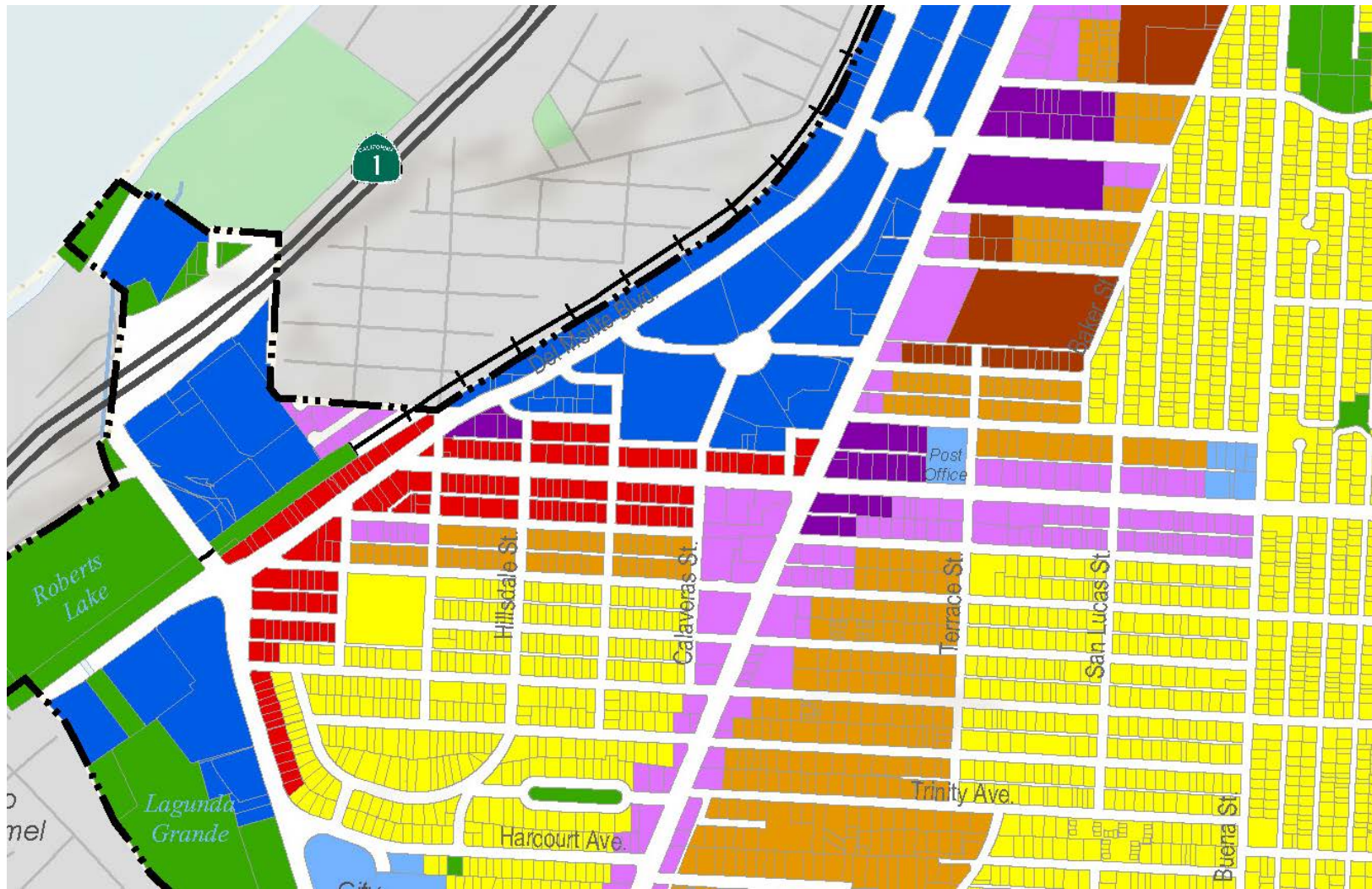
- Alternative 4 – Neighborhood Centers



Proposed Vision and Intent

- Mixed-used corridor with higher-intensity mixed-use centers at Fremont Boulevard and San Lucas Street.
- Active ground-floor retail in the centers.
- Residential transition between East Broadway and the neighborhood to the north.
- Buildings placed close to the street.

Area 1 – East Broadway Avenue



Legend

- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High
- Mixed-Use Low
- Mixed-Use High
- Employment
- Future Growth Area
- Future Specific Plan
- West Broadway Specific Plan
- Public/Institutional
- Military
- Recreational Commercial
- Habitat Management
- Parks and Open Space

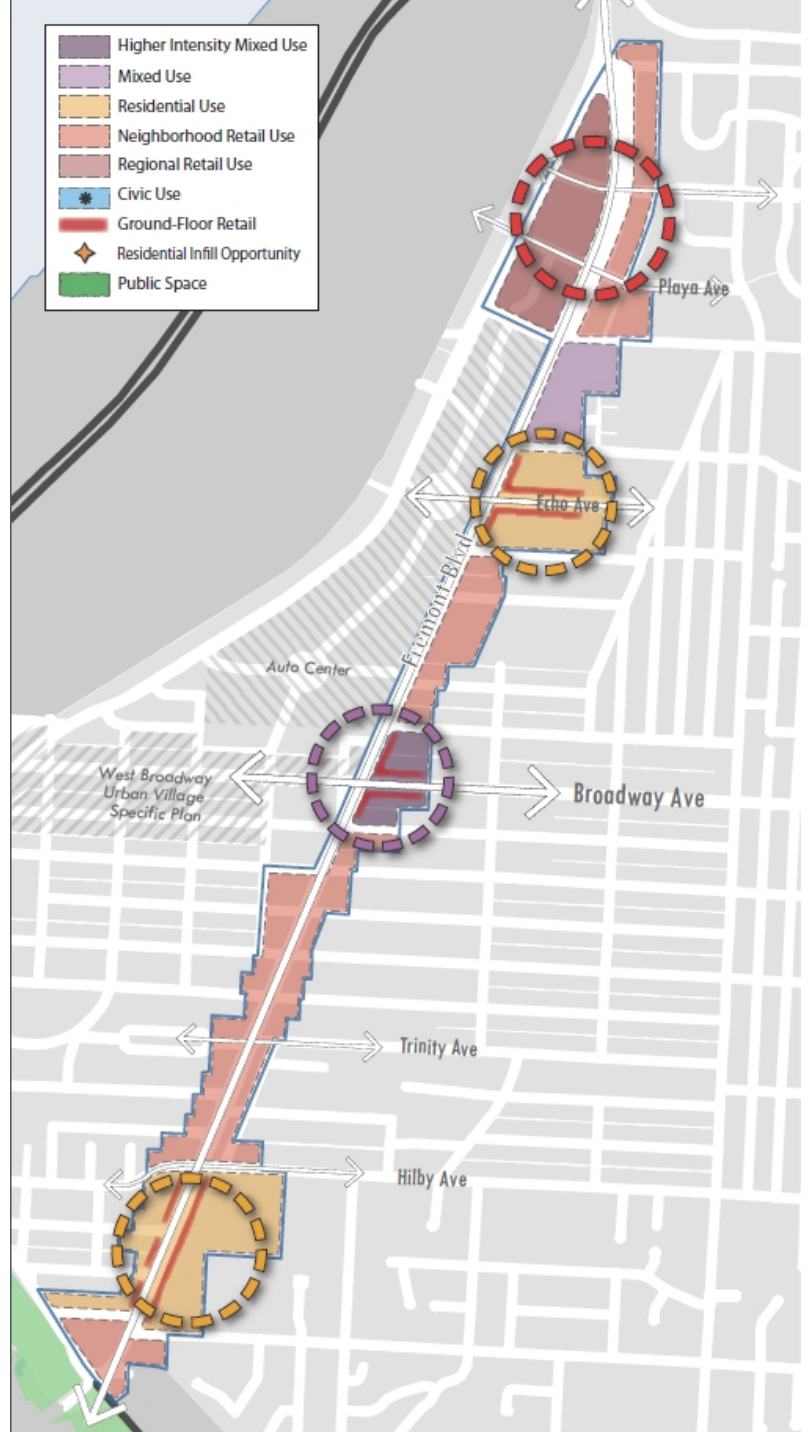
Area 2 – Fremont Blvd

What We Heard?

- Alternative 3 – Neighborhood Centers

Proposed Vision and Intent

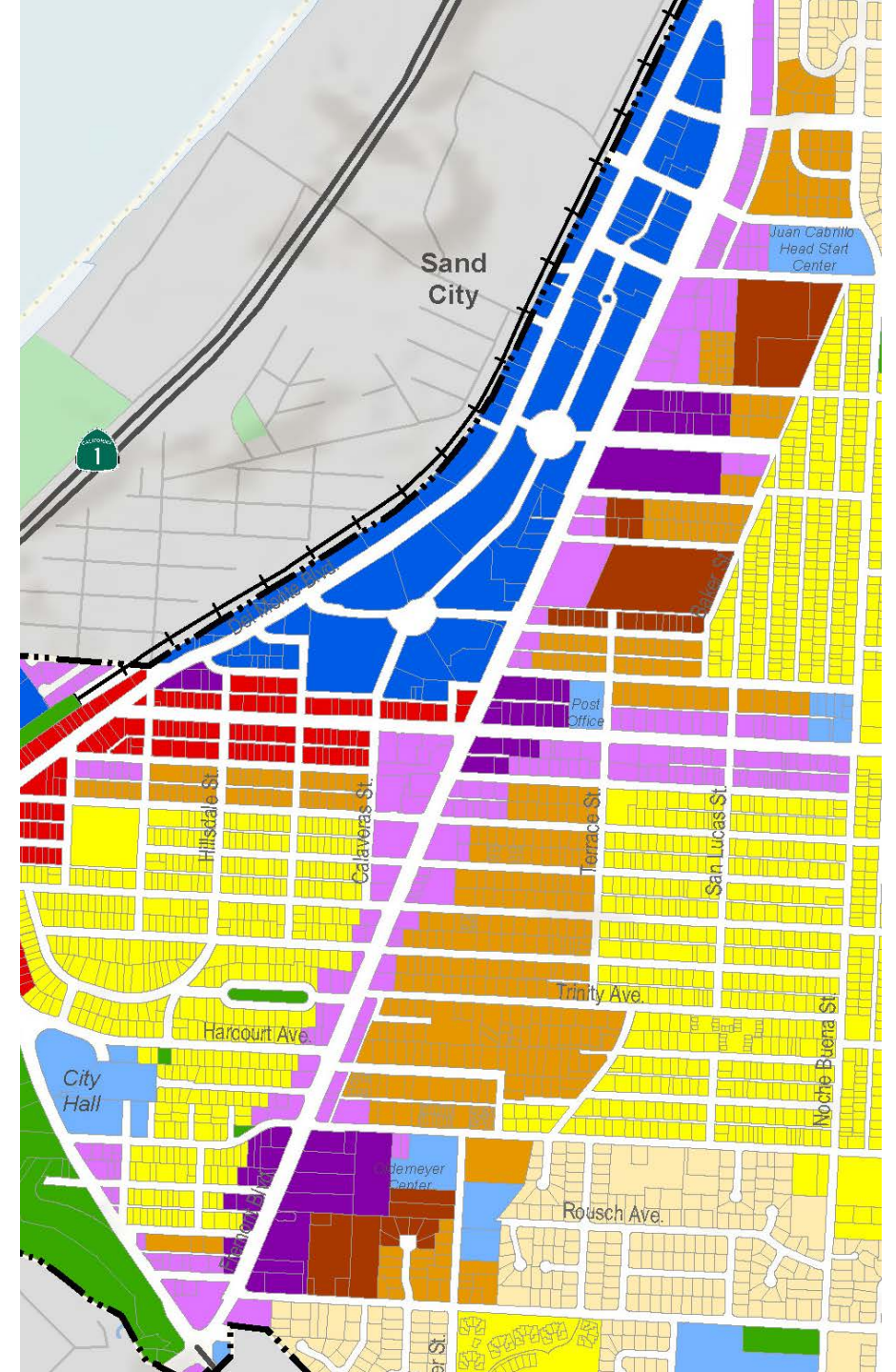
- Mixed-used corridor with higher-intensity mixed-use centers at Hilby Avenue, Broadway Avenue, and Echo Avenue.
- A lower-intensity mix of uses between the centers.
- Active ground-floor retail in the centers.
- Buildings placed close to the street.



Area 2 – Fremont Blvd

Legend

- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High
- Mixed-Use Low
- Mixed-Use High
- Employment
- Future Growth Area
- Future Specific Plan
- West Broadway Specific Plan
- Public/Institutional
- Military
- Recreational Commercial
- Habitat Management
- Parks and Open Space



Area 3 – Residential Neighborhoods

What We Heard?

- Support for new larger-scale multifamily buildings in targeted areas in exchange for community benefits.
- Support for small multifamily buildings in these neighborhoods.

Proposed Vision and Intent

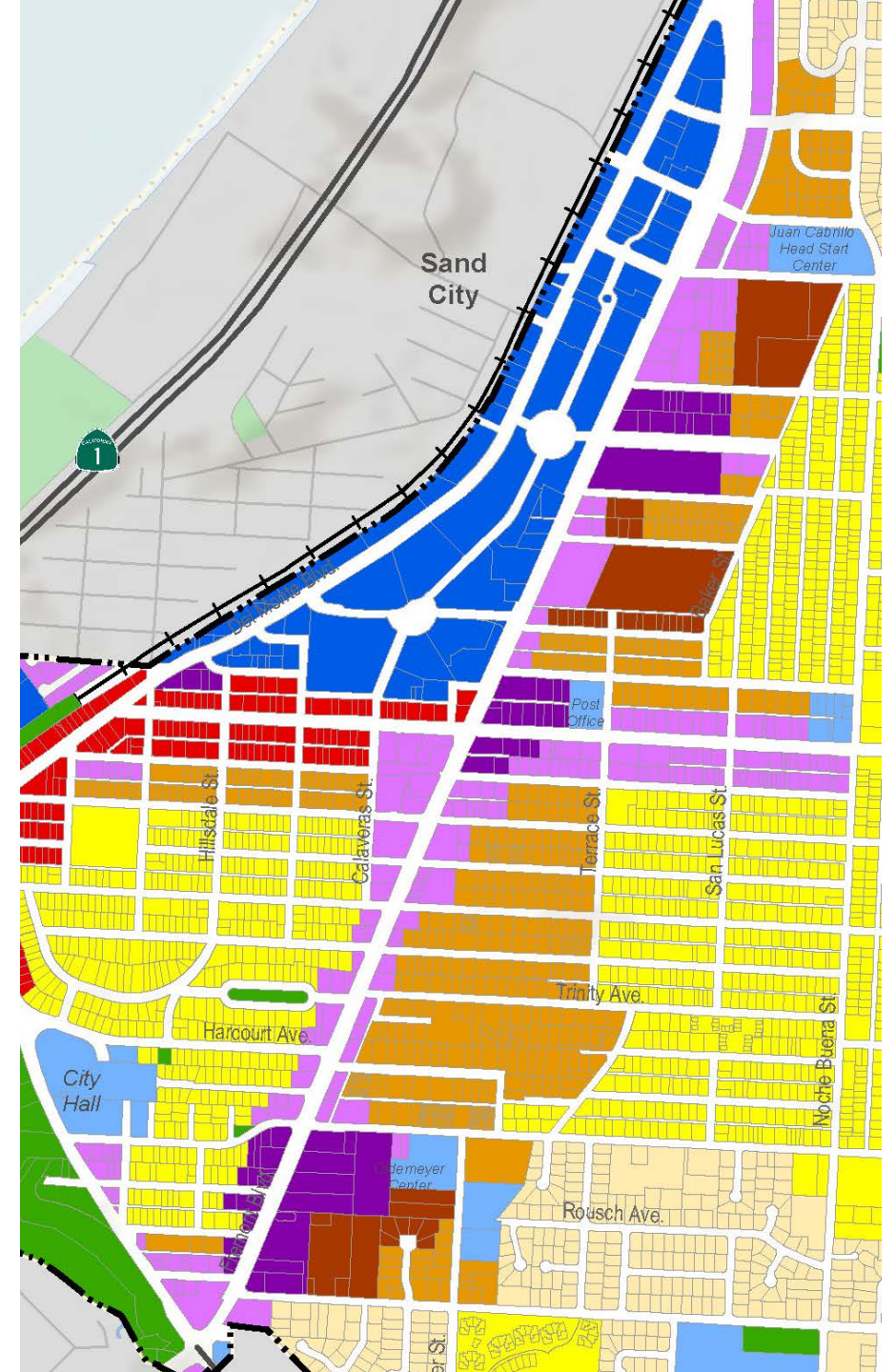
- **Terrace West** (south of Broadway, east of Fremont)
 - A mix of residential uses.
 - Increase in residential density from 15 to 30 dwelling units per acre (du/ac).
 - Maximum height 3-stories.
- **Olympia** (north of Broadway, east of Fremont)
 - Allow a mix of existing residential uses.
 - Allow greater residential densities up to 4-stories and 45 (du/ac).



Area 3 – Residential Neighborhoods

Legend

- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High
- Mixed-Use Low
- Mixed-Use High
- Employment
- Future Growth Area
- Future Specific Plan
- West Broadway Specific Plan
- Public/Institutional
- Military
- Recreational Commercial
- Habitat Management
- Parks and Open Space



Area 4 – Auto Center

What We Heard?

- Split about whether they thought the auto center area would change over the next 20 years.
- Support for creating walkable blocks, providing space for innovative companies and makerspaces, and creating a complete mixed-use area.

Proposed Vision and Intent

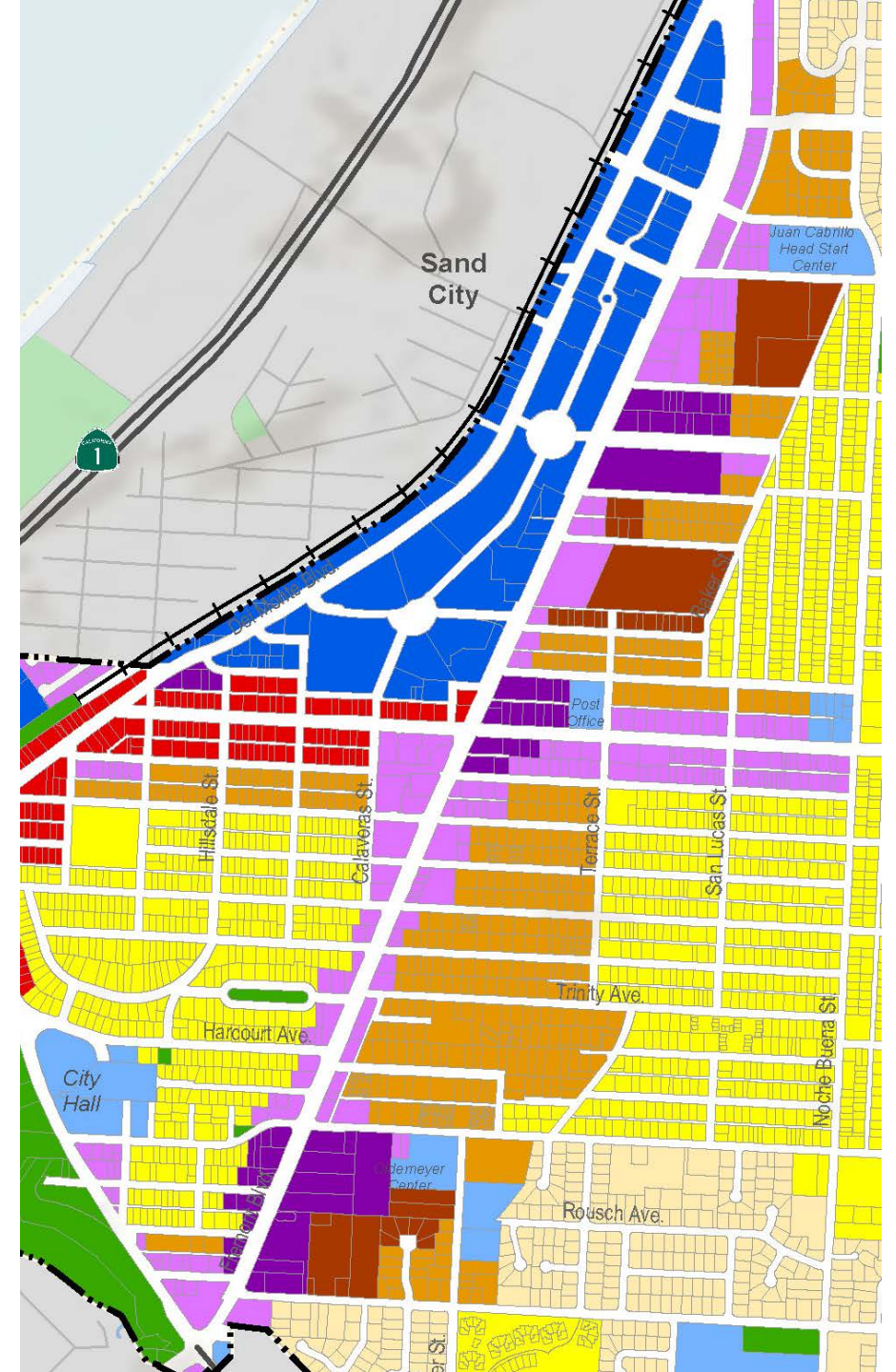
- Remain an auto center and service area into the future.
- *If the area transforms:*
 - Remain an employment center with a diverse mix of companies, jobs, and makerspace.
 - Add new street connections to create walkable blocks to improve pedestrian safety and access.



Area 4 – Auto Center

Legend

- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High
- Mixed-Use Low
- Mixed-Use High
- Employment
- Future Growth Area
- Future Specific Plan
- West Broadway Specific Plan
- Public/Institutional
- Military
- Recreational Commercial
- Habitat Management
- Parks and Open Space



Area 5 – Seaside East



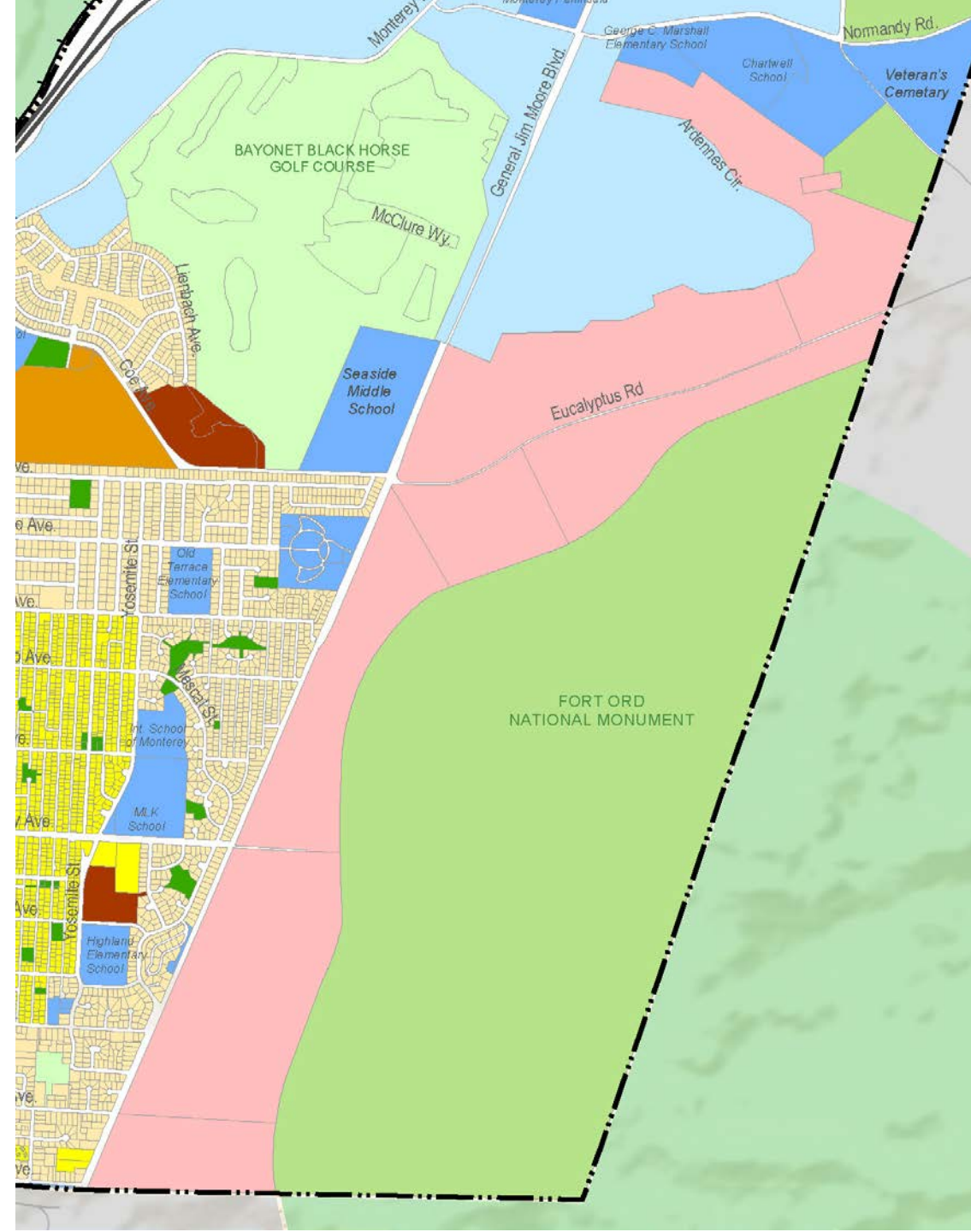
Proposed Vision and Intent

- Provide formal and informal entryways to trailheads in the National Monument with distinctive signage and gateway elements and retail and supportive services for visitors.
- Maintain an adequate site for regional recreational uses, including sports fields, courts, and other park uses.
- Encourage new office, R&D, or light industrial uses.
- Balance new growth and habitat conservation by identifying and preserving areas with the most sensitive habitat.
- Add trails and more active open spaces.
- Buffer the National Monument from new development.
- Require new residential development around sensitive habitat areas to implement site and building design to protect natural resources.
- Create traditional, walkable neighborhoods with a diversity of housing types.

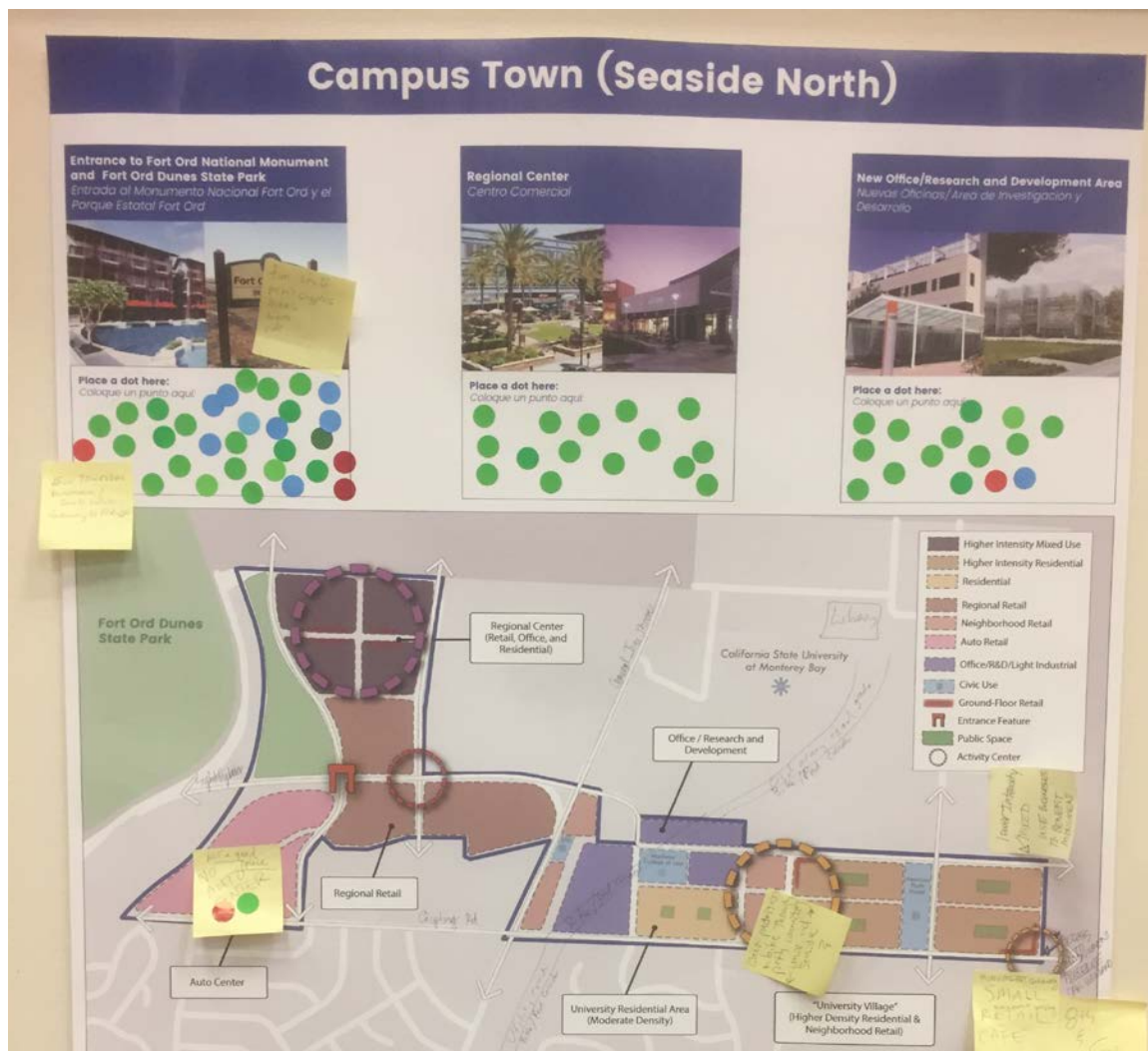
Area 5 – Seaside East

Legend

-  Neighborhood Low
-  Neighborhood Medium
-  Neighborhood General
-  Neighborhood High
-  Mixed-Use Low
-  Mixed-Use High
-  Employment
-  Future Growth Area
-  Future Specific Plan
-  West Broadway Specific Plan
-  Public/Institutional
-  Military
-  Recreational Commercial
-  Habitat Management
-  Parks and Open Space



Area 6 – Campus Town



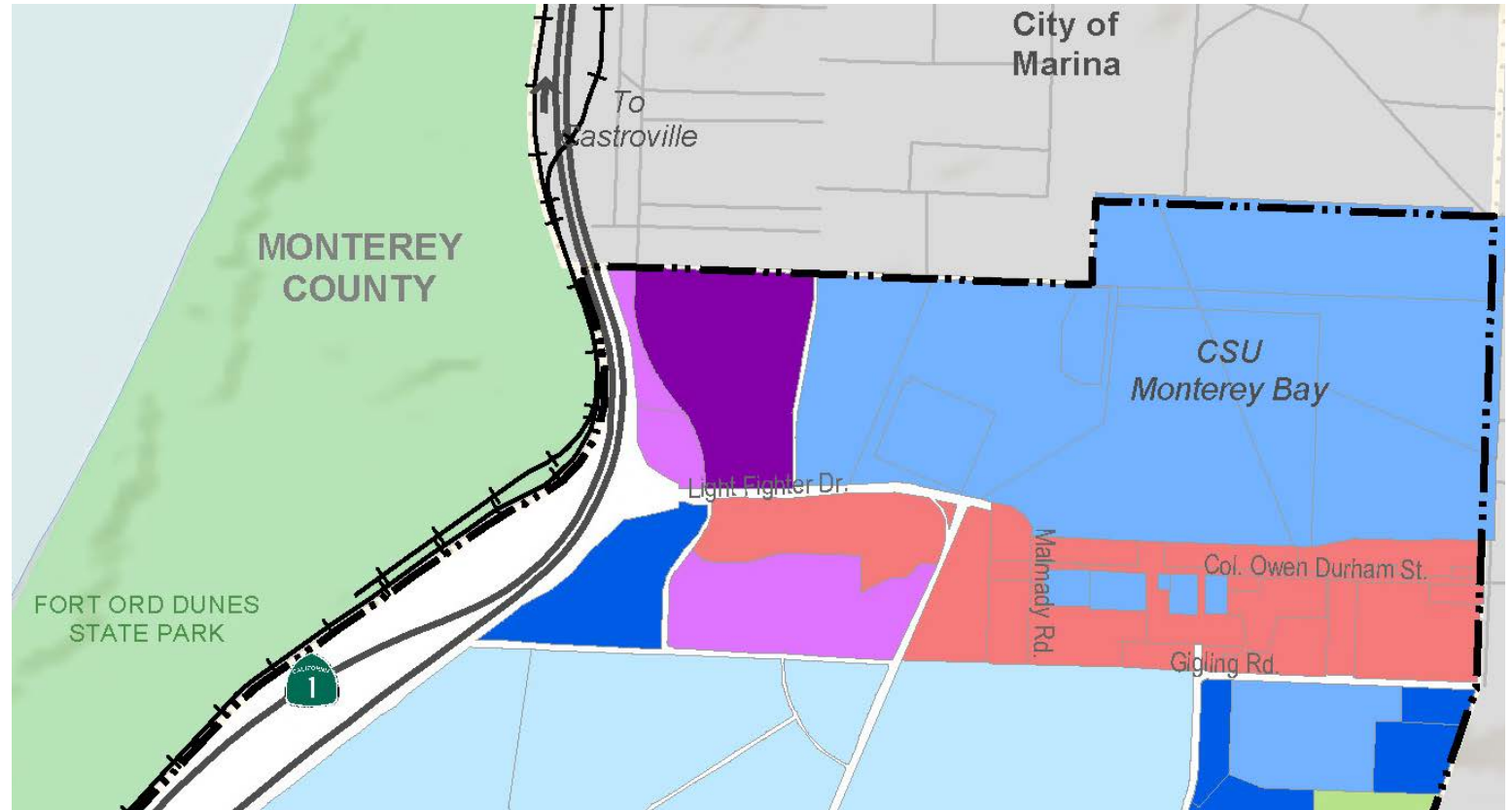
Proposed Vision and Intent

- Support an entryway to trailheads in the National Monument and the Fort Ord Dunes State Park.
- Transform into a district supportive of CSUMB with:
 - A mixed-use center
 - Student-focused housing area
 - Bicycle paths and ample opportunities for recreation
 - Research and development uses and maker-spaces
- Transform the Main Gate area into a mixed-use center
- Accommodate a new auto center to the south of Lightfighter (west of 1st Avenue)

Area 6 – Campus Town

Legend

- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High
- Mixed-Use Low
- Mixed-Use High
- Employment
- Future Growth Area
- Future Specific Plan
- West Broadway Specific Plan
- Public/Institutional
- Military
- Recreational Commercial
- Habitat Management
- Parks and Open Space



General Plan Circulation

- Complete Streets
 - What are Complete Streets?
 - Why are Complete Streets relevant to the General Plan Update?
- 3 Key Pieces to Incorporating Complete Streets into the General Plan Update:
 - Goals & Policies (including Performance Measures)
 - Street Network Standards
 - Implementation Strategy

Complete Streets

- Designed for safe and comfortable access for all users, ages and travel modes (walking, biking, driving, and transit)



Complete Streets

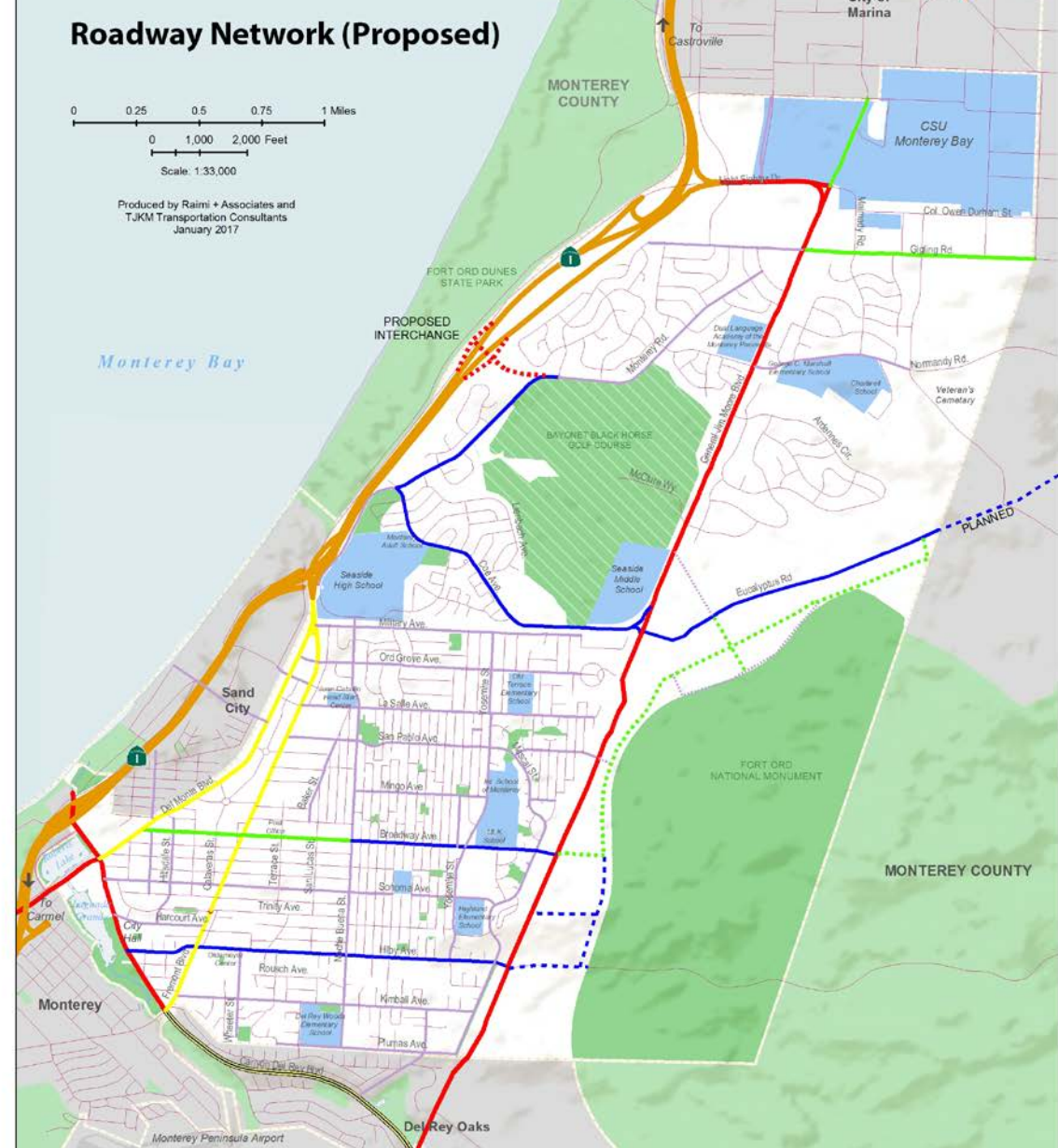


Not a Complete Street!



Complete Street!

Proposed Roadway Network

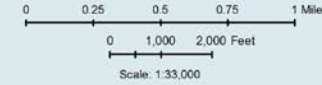


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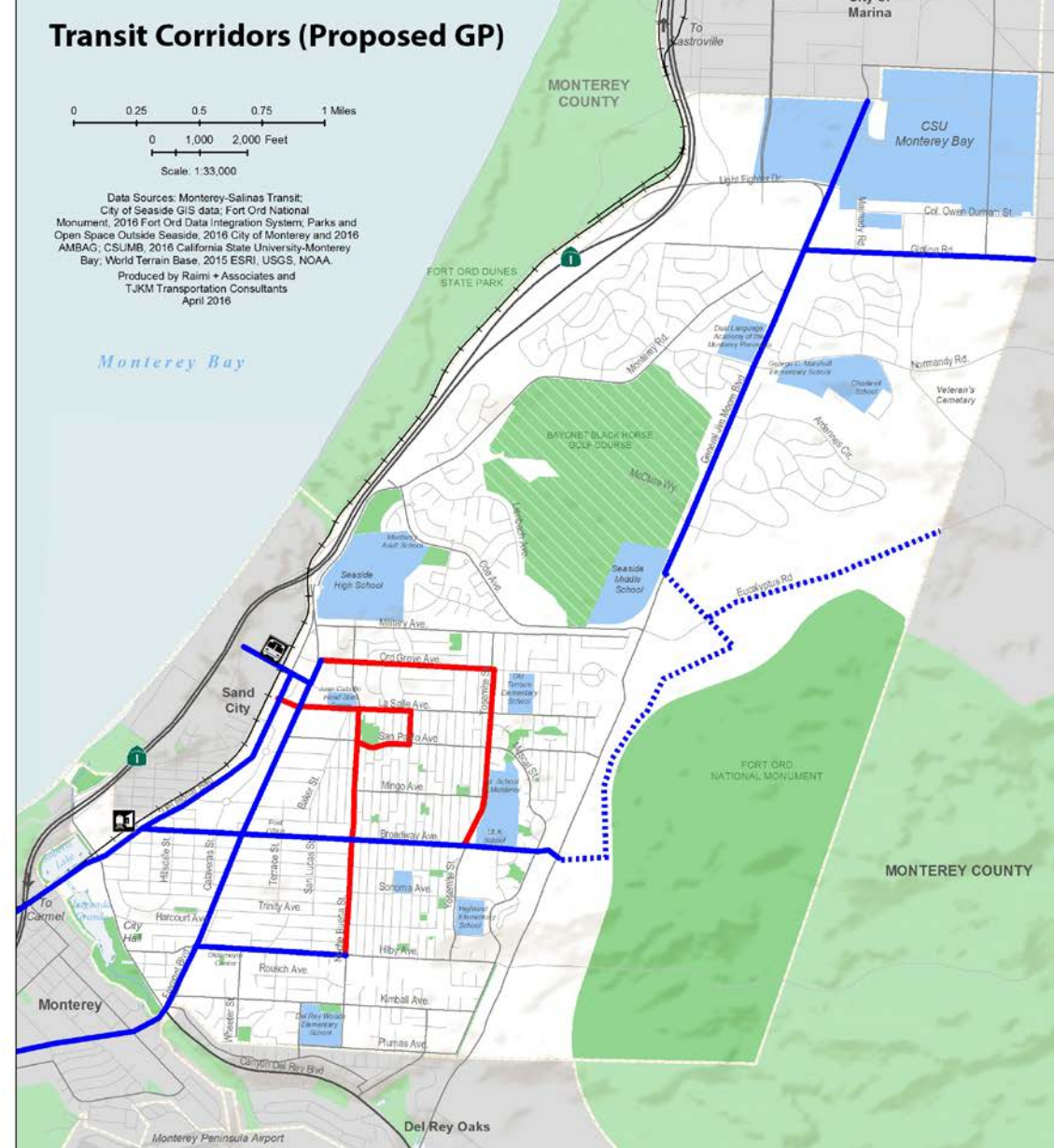
- Freeway
- Mixed Use Boulevard
- Highway
- Collector
- Regional Arterial
- Main Street Arterial
- Neighborhood Arterial
- Local
- - - Political Boundary
- Schools
- Parks and Open Space
- Bayonet Black Horse Golf Course
- Parks and Open Space Outside Seaside

Proposed Transit Corridors

Transit Corridors (Proposed GP)



Data Sources: Monterey-Salinas Transit; 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 and TJKM Transportation Consultants April 2016



Legend

- Highway
- Major Road
- Road
- Rail

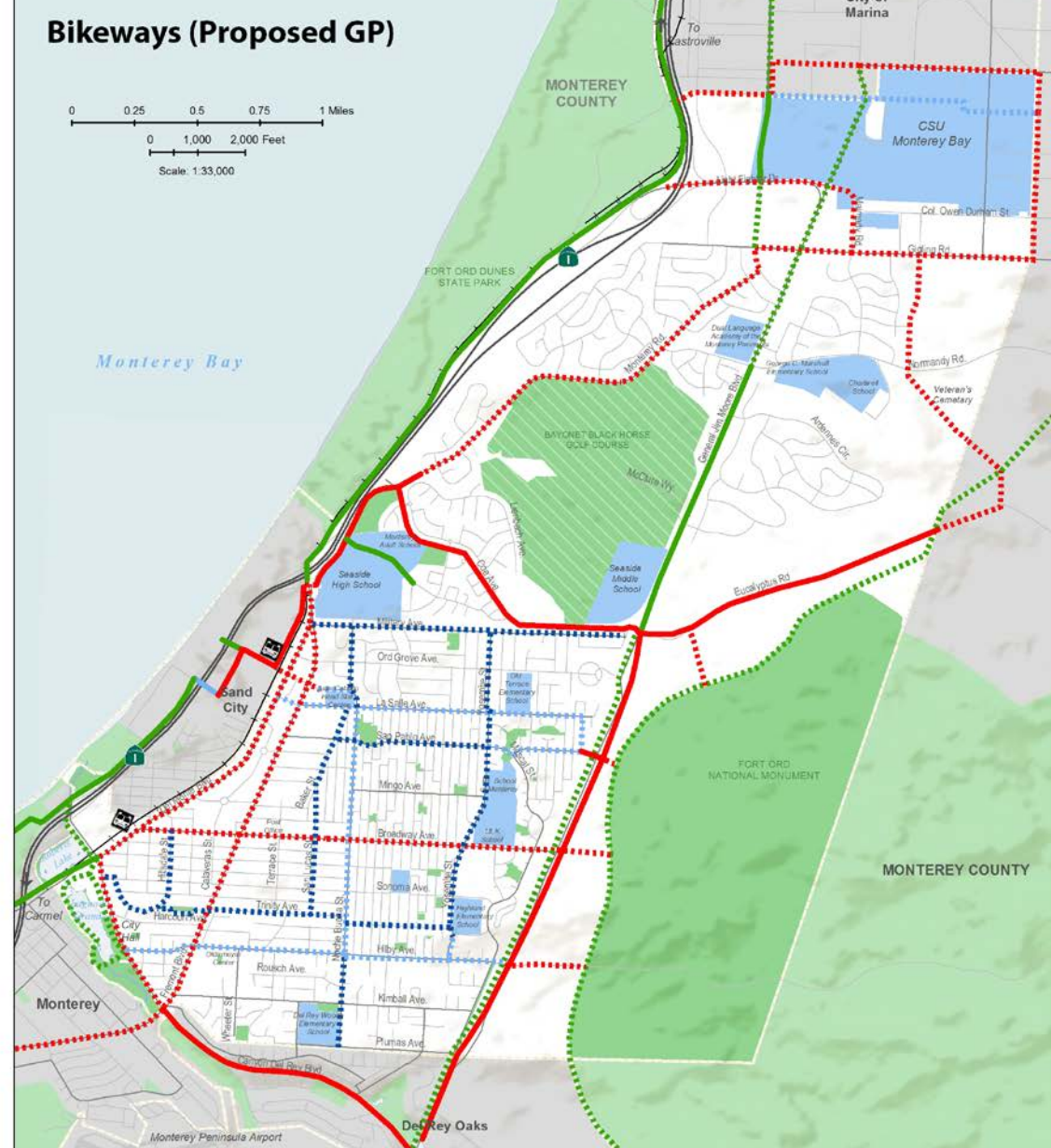
Transit Corridors

- Transit Arterials
- Transit Collectors
- 📍 Seaside Transit Center
- 📍 Sand City Station

Political Boundary

- 🏫 Schools
- 🌳 Parks and Open Space
- 🏌️ Bayonet Black Horse Golf Course
- 🌳 Parks and Open Space Outside Seaside

Proposed Bikeways



Legend

- Highway
- Major Road
- Local Road
- Rail
- Transit Station

Bikeways

- | | Existing | Proposed |
|---------------------------------|----------|----------|
| Bicycle Path (Class I) | | |
| Bicycle Lane (Class II) | | |
| Bicycle Route (Class III) | | |
| Bicycle Boulevard (Class III-E) | | |

Political Boundary

- Schools
- Parks and Open Space
- Bayonet Black Horse Golf Course
- Parks and Open Space Outside Seaside

Contact Information

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seaside2040

your city. your future.



Seaside General Plan Update: *General Plan Task Force Meeting #3*

October 5, 2016