



Seaside General Plan Task Force Meeting Instructions

May 23, 2017

On May 23rd, we will hold our 7th Task Force meeting of the General Plan update process. The meeting will be held from 6:00-8:00 PM at the Oldemeyer Center.

At the beginning of the meeting, Raimi + Associates will provide a brief project status update. After the introductory presentation, Lisa Wise Consultants and R+A will provide background information on economic development and climate change and sustainability. We will review the proposed General Plan goals and policies for Seaside. The documents you will need are listed below and are either attached to this memo or available via the web links provided.

1. Agenda for the meeting
2. Primers on sustainability and climate change and economic development
3. Worksheet with the draft Climate Change and Sustainability and Economic Development Goals and Policies (attached)

Prior to the meeting, we would like everyone to review the worksheet with the draft goals and policies. These are initial ideas based on our conversations with City staff, the community, Planning Commission, City Council, and the Task Force.

As you review the draft goals, policies, and actions, please consider the following questions:

1. Is the intent of each goal and policy clear? How might it be made clearer?
2. Are there issues or opportunities that the draft policy framework does not address that it should?
3. What actions might the City or other partners take to implement the goals and policies outlined in the draft goals and policies?

If you have any questions, please feel free to contact Sharon Mikesell, at 831-899-6734, or Eric Yurkovich at Raimi + Associates at 510-666-1010. We look forward to seeing you on Tuesday.



Seaside General Plan Task Force

Meeting #7 Agenda

Oldemeyer Center/ Seaside Room | 986 Hilby Avenue, Seaside, CA 93955

May 23, 2017 | 6:00 pm – 8:00 pm

Meeting Objectives

- Review work completed to date and provide a project status update.
- Review General Plan policy framework for sustainability and climate change, and economic development.

Agenda

6:00 pm - 6:05 pm Introduction and Welcome

6:05 pm – 6:10 pm Project Update

6:10 pm – 6:40 pm Sustainability and Climate Change; Economic Development

- Review existing conditions, community input, and key issues.
- Review goal and policy framework for the General Plan.

6:40 pm – 7:50 pm Discussion of Draft Goals and Policies

- Small group discussion and exercise about goals, policies, and actions.

Pre-Task Force Meeting Assignment:

- *Review Draft General Plan goals, policies, and actions document for climate change and sustainability and economic development. See instructions below.*

7:50 pm – 8:00 pm Public Comment

8:00 pm Adjournment

Climate Change and Sustainability

What is Sustainability?

Sustainability is often defined as the ability to meet the needs of the current generation without compromising the ability of future generations to meet their needs. Sustainability is a cross-cutting issue that centers on environmental, social, and economic considerations.

Sustainability is not a required General Plan element. However, numerous cities and counties throughout California have integrated sustainability topics into their General Plan. Common sustainability topics addressed in General Plans include the following:

- Energy efficiency and conservation
- Renewable energy
- Water conservation and efficiency
- Stormwater capture and water quality
- Climate change, including greenhouse gas reduction and climate change adaptation
- Solid waste reduction
- Urban forestry
- Parks and open space
- Active transportation and transit use
- Habitat and ecosystem management
- Green economy and job creation
- Livability and placemaking
- Health and wellness

The approach for the Seaside General Plan is to weave sustainability throughout the General Plan, including the Land Use and Community Design Element, Circulation Element, Parks, Open Space, and Conservation Element, and Safety Element, among others, in addition to including a standalone Sustainability and Climate Change Element.

Addressing Climate Change

Climate change is one of the major topics often addressed with Sustainability, given its potential impacts on people, ecosystems, and infrastructure. Although climate change is global, the potential effects reverberate to the local and regional scale, and anticipated to affect the ways cities operate into the future. Cities have the authority to reduce the impacts of greenhouse gas emissions from new development, and to plan ahead to alleviate the worst effects of climate change.¹

Seaside has various tools available to address climate change. First, it can reduce the impacts of climate change through policies and programs that reduce greenhouse gas emissions (mitigation measures). Second, it can take steps to address the impacts of climate change by preparing infrastructure, people, and ecosystems to adapt to change (adaptation or resilience measures). The following diagram illustrates the overlap between adaptation and mitigation measures.

¹ California Environmental Protection Agency (2014). First Update to the Scoping Plan. https://www.arb.ca.gov/cc/scopingplan/2013_update/first_update_climate_change_scoping_plan.pdf



Source: Center for Clean Air Policy

Reducing Greenhouse Gas Emissions (Mitigation)

Cities play an important role in reducing greenhouse gas emissions. Cities regulate many activities that contribute to greenhouse gas emissions, including land use and transportation planning, implementation of building codes and other standards, and control of municipal operations. Seaside can take numerous steps to reduce greenhouse gas emissions:

- Lowering vehicle miles traveled
- Increasing the amount of renewable energy used
- Reducing energy and water uses in buildings, street lights, and parks
- Capturing carbon dioxide in urban forests

While responding to the impacts resulting from climate change may be the primary reason to reduce greenhouse gas emissions, Seaside businesses and residents can realize co-benefits from mitigation strategies, such as better health outcomes, lower energy costs, improved access to transportation options, and better resource efficiency.²

Adapting to Climate Change (Adaptation)

Climate change impacts pose an immediate and growing threat to California’s economy, environment, and to public health. Cities like Seaside will continue to experience the effects of climate change, including the increased likelihood of droughts, coastal flooding, wildfires, and heatwaves, as well as gradual sea level rise.³

Cities that begin planning now will have the best options for adapting to climate change. Although the impacts of climate change are already being felt in some places, they are relatively small at this time. However, the longer cities wait, the greater the costs of these impacts. Many of the actions needed to reduce the impacts of climate change will provide additional benefits to the community, including increased public safety, reduced greenhouse gas emissions, and greater economic stability.⁴

² California Department of Public Health (2012). Climate Action for Health: Integrating Public Health into Climate Action Planning. <http://climatehealthconnect.org/climate-action-for-health-integrating-public-health-into-climate-action-planning-in-california/>

³ California Natural Resources Agency (2017). Safeguarding California. <http://resources.ca.gov/wp-content/uploads/2017/05/DRAFT-Safeguarding-California-Plan-2017-Update.pdf>

⁴ California Emergency Management Agency and Natural Resource Agency (2012). California Adaptation Planning Guide. http://resources.ca.gov/docs/climate/01APG_Planning_for_Adaptive_Communities.pdf



Seaside General Plan Task Force – Economic Development Overview

What is Economic Development?

According to the International Economic Development Council (IEDC), Economic Development encompasses three major areas¹:

- Policies that governments undertake to meet broad economic objectives including inflation control, high employment, and sustainable growth.
- Policies and programs to provide services including building highways, managing parks, and providing medical access to the disadvantaged.
- Policies and programs explicitly directed at improving the business climate through specific efforts, business finance, marketing, neighborhood development, business retention and expansion, technology transfer, real estate development, and others.

A report from the American Planning Association (APA), provides a simplified definition of Economic Development that touches upon the three major areas noted above:

“Economic development is the process of improving a community’s well-being through job creation, business growth, and income growth (factors that are the typical and reasonable focus of economic development policy), as well as through improvements to the wider social and natural environment that strengthen the economy.”²

Overview of the Economic Development General Plan Element

- The Economic Development Element is not among the seven General Plan Elements mandated by California state law. It is an optional element common to jurisdictions throughout California.
- The purpose of adopting an Economic Development Element varies by jurisdiction, but most are based upon a desire to maintain and enhance the local economy while providing for a stable annual budget.³
- Common topics addressed in Economic Development Elements⁴:
 - Business retention, attraction, and development
 - Employment growth
 - Workforce training & development
 - Infrastructure provision

¹ International Economic Development Council. 2000. *Economic Development Reference Guide*. www.iedconline.org/clientuploads/Downloads/IEDC_ED_Reference_Guide.pdf

² Terry Moore, Stuart Meck, and James Ebenhoh. 2006. *An Economic Development Toolbox: Strategies and Methods*. American Planning Association, PAS Publication 541. <https://www.planning.org/publications/report/9026868/>

³ Governor’s Office of Planning and Research. 2003. *State of California General Plan Guidelines*. https://www.opr.ca.gov/docs/General_Plan_Guidelines_2003.pdf

⁴ Ibid.



- Common factors considered in the development of Economic Development Elements:
 - Existing and projected demographic conditions;
 - Local and regional market conditions;
 - Integration of Economic Development Element with other elements, particularly land use, transportation, housing, and infrastructure;
 - The potential for financing tools, such as Business Improvement Districts (BIDs) or Special Financing Districts (e.g., Assessment Districts, Enhanced Infrastructure Financing Districts);
 - Workforce characteristics, jobs-housing balance;
 - Existing regulatory barriers and potential regulatory incentives to support economic growth;
 - The potential of specific land uses to contribute to a jurisdiction's tax base; and
 - Long-term vs. short-term goals, policies, and actions, as economic/market conditions change frequently.

Economic Development in Seaside

- The existing Economic Development Element was adopted in 2004 and contains Goals, Policies, and Implementation Plans for the following categories:
 - Fiscal Strength & Stability;
 - Business Attraction & Retention;
 - Job Training & Education; and
 - Jobs/Housing Ratio.
- Key factors from the existing Economic Development Element that needed elaboration or were not covered (according to City staff and LWC):
 - Expansion of tourism industry;
 - Establishment of funding sources to support and enhance economic development activities (e.g., Business Improvement Districts, Special Financing Districts, etc.);
 - Streamlined permit processes, especially for projects that significantly contribute to economic development;
 - Attraction of Research & Development/advanced manufacturing uses;
 - Marketing of development opportunity sites; and
 - The role of revitalization and placemaking in economic development.

Climate Change and Sustainability

GOAL 1: Reduce Citywide greenhouse gas emissions.

Please review the policies list and add, modify, or cross-out items.

1. Monitor and report greenhouse gas emissions so that reductions can be tracked in a transparent, consistent, and accurate manner.
2. Establish greenhouse gas emission reduction targets in alignment with State targets, which call for reducing greenhouse gas emission to 1990 levels by 2020 and 40 percent below 1990 levels by 2030.
3. Implement greenhouse gas reduction measures to achieve greenhouse gas reduction targets.
4. Prioritize municipal policies and programs that reduce the City's carbon footprint, including purchasing alternative fuel vehicles, pursuing solar installation, implementing green purchasing, retrofitting existing buildings, and other greenhouse gas reduction measures.
5. Collaborate with regional and state partners to implement the Sustainable Communities Strategy to reduce greenhouse gas emissions, balance jobs and housing, and develop transportation systems that support all modes of circulation.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 2: Promote water conservation and the increased use of recycled water.

Please review the policies list and add, modify, or cross-out items.

1. Partner with the Marina Coast Water District, California-American Water Company, and the Seaside Municipal Water System to promote and implement water conservation measures, leak detection, and water efficient fixtures.
2. Perform outreach efforts to residential and commercial owners to increase awareness of existing water efficiency incentive programs through the City's website and other media methods.
3. Support and implement third-party programs and financing sources, such as the PACE program, to improve energy and water efficiency of existing buildings.
4. Continue to expand the recycled water supply and distribution facilities in the City.
5. Encourage innovative water recycling techniques such as rainwater capture, use of cisterns, and installation of greywater systems.
6. Promote education on policies and practices to encourage residents and businesses to conserve water.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 3: Lower overall energy use and increase the use of renewable energy in the City.

Please review the policies list and add, modify, or cross-out items.

1. Consistent with State goals, explore a requirement for all new residential buildings to use net zero energy by 2020 and all new commercial buildings by 2030.
2. Increase educational and outreach efforts to residential, commercial, and institutional building owners to increase awareness of PG&E and EnergyWatch programs, rebates, and incentives and to improve energy efficiency of existing buildings.
3. Support and implement third-party programs and financing sources, such as a PACE program and CalSolar, to improve energy and water efficiency of existing buildings and to generate renewable energy locally.
4. Promote energy efficiency upgrades, such as weatherization and lighting retrofits for qualified households.
5. Encourage new development to install renewable energy generation on new construction projects to reduce energy costs and support resource conservation.
6. Partner with the local residential and business associations to create a policy requiring energy disclosure, audits, and/or upgrades at time of sale for residential and commercial properties.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 4: Improve the environmental performance of new construction.

Please review the policies list and add, modify, or cross-out items.

1. Require commercial, mixed-use, and multifamily buildings to be solar ready providing a solar zone and infrastructure such as solar panel standoffs and conduit.
2. Encourage new development to reduce building energy use by:
 - a. Maximizing interior daylighting.
 - b. Using cool exterior siding, roofing, and paving materials with relatively high solar reflectivity to reduce solar heat gain.
 - c. Planting shade trees on south- and west-facing sides of new buildings to reduce energy loads.
3. Encourage sustainable building practices when homes are renovated and new buildings are constructed.
4. Partner with CSUMB to establish a City-CSUMB partnership to encourage a green technology partner with CSUMB to encourage long-term green technology education and training.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 5: Strive towards a zero-waste goal by increasing recycling and reducing food scraps and green waste sent to the landfill.

Please review the policies list and add, modify, or cross-out items.

1. Promote GreenWaste Recovery's recycling programs expanding outreach to commercial and multifamily residences.
2. Work with GreenWaste Recovery to expand green waste programs to collect food waste and green waste from commercial and residential uses.
3. Promote green purchasing options across all City departments. Consider the lifecycle effects from purchases.
4. Encourage new construction projects to use recycled building materials and locally-sourced materials in projects.
5. Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 6: Minimize the adverse impacts on water quality in the Monterey Bay, Roberts Lake, Laguna Grande and other water bodies that result from pollutants that are discharged from buildings, construction, and streets.

Please review the policies list and add, modify, or cross-out items.

1. Use low-impact development techniques to reduce runoff quantity, and to improve stormwater quality for new development and redevelopment projects.
2. Incorporate stormwater facilities into the design of parks and open spaces. Use natural processes to capture, treat, and infiltrate stormwater to the extent feasible.
3. As existing streets are redesigned, explore the retrofit of streets with stormwater treatment areas.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 7: A resilient community that is prepared for the potential impacts of climate change.

Please review the policies list and add, modify, or cross-out items.

1. Support fair and inclusive climate change planning in which residents, businesses, and community-based organizations have the knowledge to collaborate in climate planning processes.
2. Prioritize programs that ensure the benefits and burdens are fairly distributed and prioritized to those most in need, particularly populations most likely to be impacted by climate change.
3. Establish partnerships with State, federal, regional, and local agencies to collaborate better understanding the regional impacts of climate change and developing multi-jurisdictional solutions.
4. Work with the Monterey County Public Health Department to distribute information on climate change impacts to vulnerable populations including actions they can take to reduce exposure to unhealthy conditions.
5. Develop a community-based model of disaster management that effectively integrates a multi-hazard warning system.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

Economic Development

GOAL 1: A healthy business climate that supports the growth and prosperity of businesses that are beneficial to the community.

Please review the policies list and add, modify, or cross-out items.

1. Support a variety of revitalization and improvement programs focused on placemaking and beautification, such as facade improvements, small plazas, or improved landscaping.
2. Focus economic development efforts on diversifying the local economy.
3. Support the maximum use of vacant and underutilized nonresidential and mixed-use sites for the development and expansion of targeted commercial and industrial facilities.
4. Continue to market development opportunity sites to encourage development consistent with the General Plan.
5. Encourage the redevelopment and revitalization of targeted areas by undertaking strategic initiatives, such as creating a form-based code and allowing for temporary uses (e.g., food trucks, community gardens), to attract development.
6. Pursue publicly-funded catalytic projects and investments such as shared public parking garages, streetscape improvements, and infrastructure upgrades that support the vitality of retail along Broadway Avenue and Fremont Boulevard.
7. Create commercial and industrial zoning districts that are consistent with and effectively implement the General Plan.
8. Streamline the permit review process to facilitate business attraction, retention, and expansion.
9. Maintain an alignment between the Capital Improvement Plan and the City's related public works, public utilities, and transportation plans to ensure efficient delivery of infrastructure and utilities to support the City's economic development goals.
10. Seek innovative ways of financing infrastructure without unduly transferring the cost burden to the residential and business sector.
11. Support utility price structures for water, wastewater treatment, drainage, electricity, and fuels in Seaside that are competitive with other regions to incentivize business growth.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 2: Attract and expand local and regional businesses to build and diversify Seaside's economy and provide additional employment opportunities.

Please review the policies list and add, modify, or cross-out items.

1. Retain existing local businesses consistent with General Plan goals and policies, including retail and service businesses that serve the needs of residents.
2. Build relationships with local retailers and small businesses and connect them with the City's programs and incentives.
3. Continue to work with auto dealerships to enhance and expand the Seaside Auto Mall.
4. Encourage the development of retail establishments that will capture resident spending that is going to other jurisdictions.
5. Support the expansion of sectors that are growing locally, such as the accommodation, retail, and food service sectors.
6. Coordinate with regional economic development organizations to increase support for business growth, retention, and expansion in Seaside.
7. Support branding, marketing, and maintenance efforts in commercial areas through the formation of Business Improvement Associations (BIA) or Districts (BID) to facilitate investment and revitalization.
8. Brand and market Seaside to capitalize on the Fort Ord National Monument and Dunes State Park.
9. Support the attraction and clustering of eco-tourism and outdoor recreation related businesses associated with recreational opportunities at the Ford Ord National Monument and Dunes State Park, such as bicycle rental, kayak rental, and camping/hiking retail establishments.
10. Work with CSUMB and regional partners to support the growth of the eco-tourism industry.
11. Promote the creation and/or funding of public art as part of new development and redevelopment projects.
12. Recognize the value of music, arts, and culture to Seaside's quality of life and economy, supporting cultural tourism as part of an economic development strategy for the City.
13. Publicize cultural events and attractions in Seaside to potential visitors and business prospects.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions

GOAL 3: Attract and expand industries that supply markets outside of the region to create a more stable, diversified local economy and additional employment opportunities.

Please review the policies list and add, modify, or cross-out items.

1. Support the attraction of businesses in fields with a high probability of long-term future demand, such as renewable energy, biosciences, and artificial intelligence.
2. Support branding and marketing efforts to desired base industries and businesses, such as small-scale manufacturing, light manufacturing, advance manufacturing, and research and development (R&D) uses.
3. Promote flexible work spaces that can be shared between multiple commercial and/or educational tenants to support entrepreneurship.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 4: Seaside’s labor force is highly utilized and recognized as an economic development resource.

Please review the policies list and add, modify, or cross-out items.

1. Promote job training and placement in industries responsive to future economic trends and the City’s economic goals.
2. Work with regional partners to support job training and workforce development.
3. Align economic development efforts with the labor pool to increase the number of jobs filled by Seaside residents.
4. Maintain a strong "town-gown" relationships with CSUMB and Monterey College of Law and collaborate on potential expansion efforts that benefit all entities.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.

GOAL 5: A balance between the numbers and types of workers residing in Seaside and the opportunities for employment in the City.

Please review the policies list and add, modify, or cross-out items.

1. Encourage development that helps the City achieve a balanced jobs/housing ratio.
2. Encourage the growth of (Missing Middle) housing opportunities in Seaside.

Additional ideas?

Circle your top two priorities. Feel free to explain why you think the City should prioritize each of these items over the next five years OR suggest implementation actions.