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Seaside General Plan Update: *Workshop #1*

June 6, 2016

Workshop Purpose

Provide an overview of the Seaside General Plan project.

Discuss existing conditions in the City.

Identify the characteristics that make Seaside unique.

Discuss a long-term vision for the City of Seaside.

Identify primary issues and challenges facing the City.

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Agenda

- Official Welcome!
- Project Overview, Existing Conditions, and Introduction to Small Group Discussion
- Small Group Discussion
- Report Back from Small Group Discussions
- Closing Remarks and Next Steps

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General Plan Process Overview

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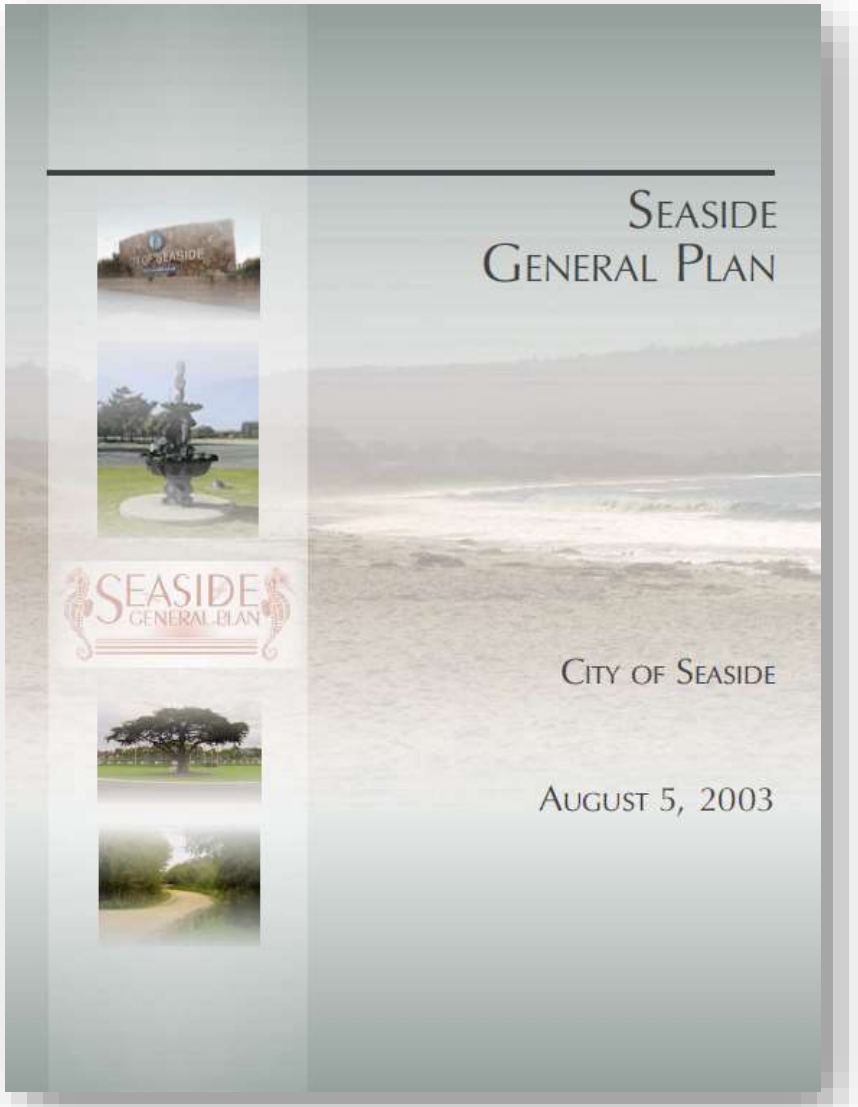
What is the Project?

- Updated Seaside General Plan
- Environmental Impact Report
- Zoning Code amendments
- Ordinances for noise, trees, and coastal parking and access.



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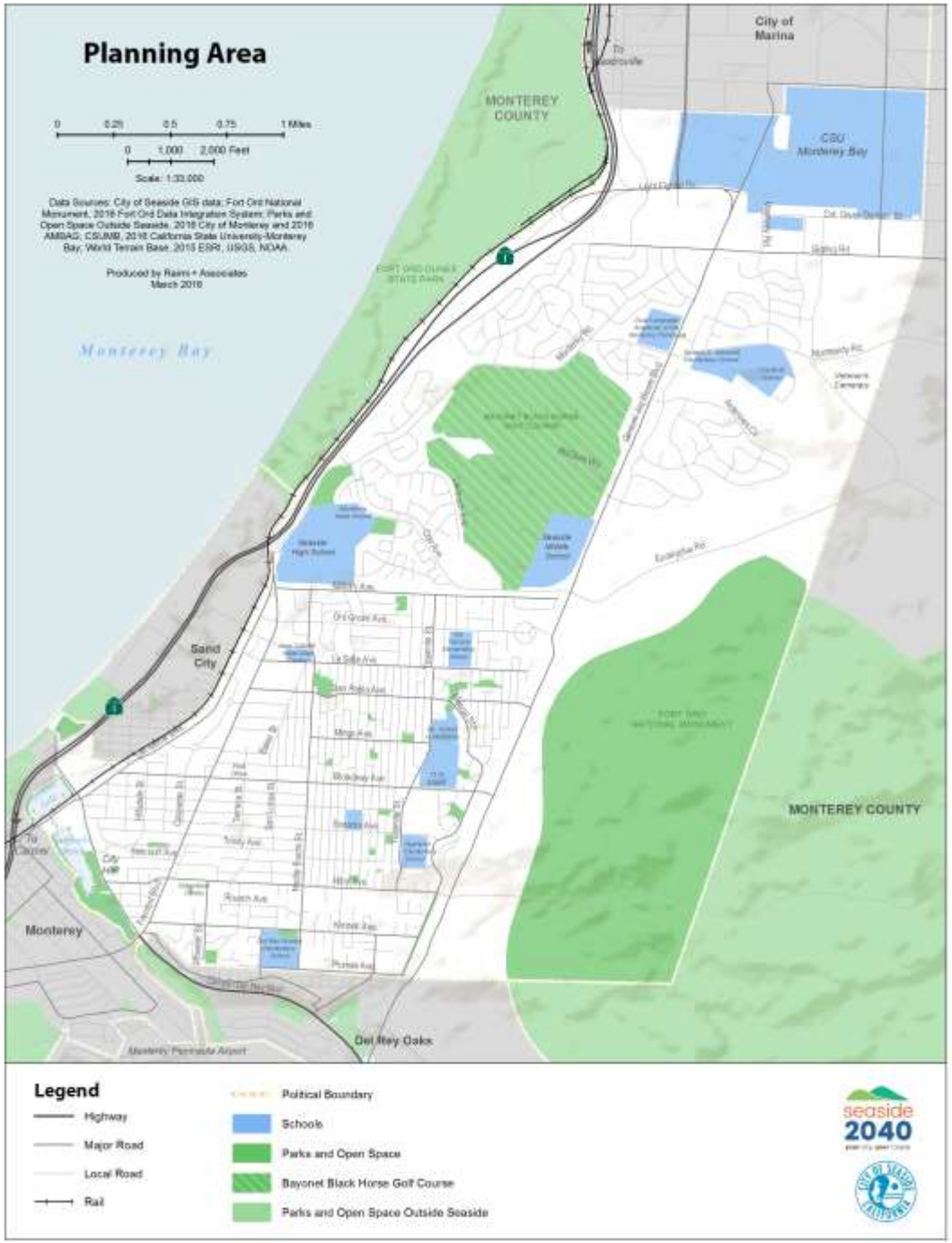
What is a General Plan?

- Long-term policy document
- Serves as City's "constitution"
- Will address a number of topics of concern to residents:
  - Location of new development
  - Traffic, bicycle facilities, sidewalks
  - Public health, crime and safety
  - Housing cost and quality
  - Access to jobs and opportunity
  - Government services and facilities
  - Fiscal Stability



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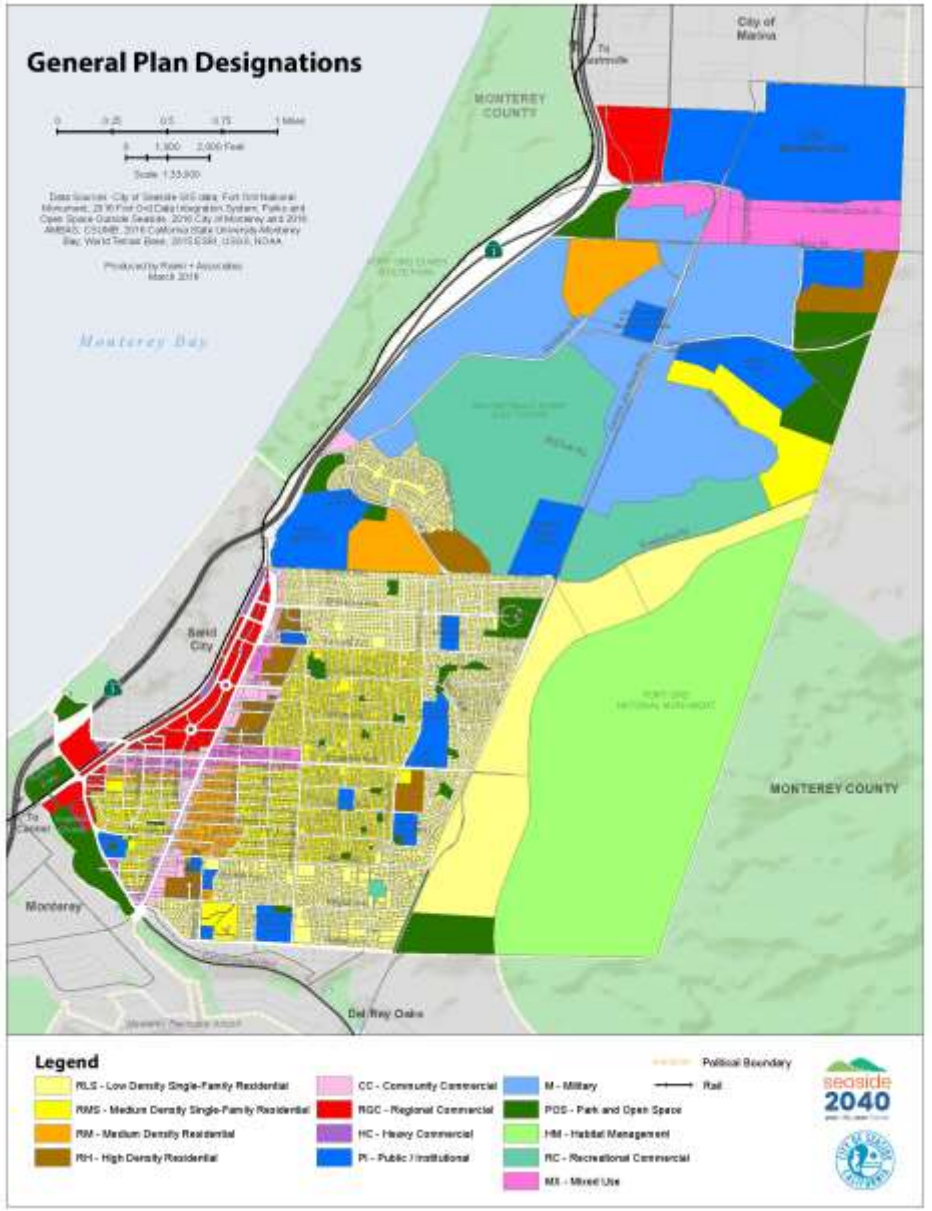
Why Update the Existing General Plan

- Land use designations updated in 2004 – should be updated every 10-15 years
- Consistency with Base Reuse Plan
- Emerging themes in planning
- New state laws
- Update General Plan structure/topics to reflect community values



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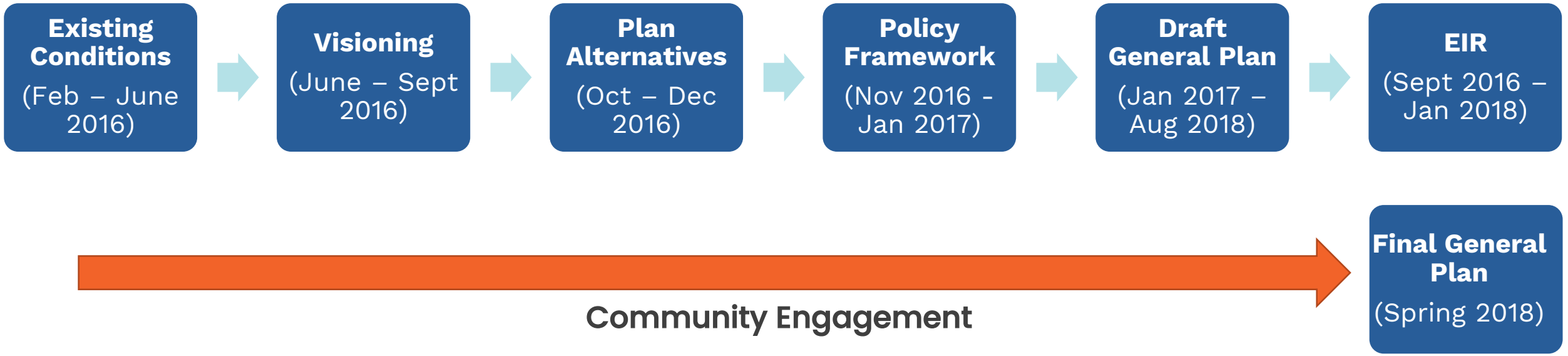
General Plan Process



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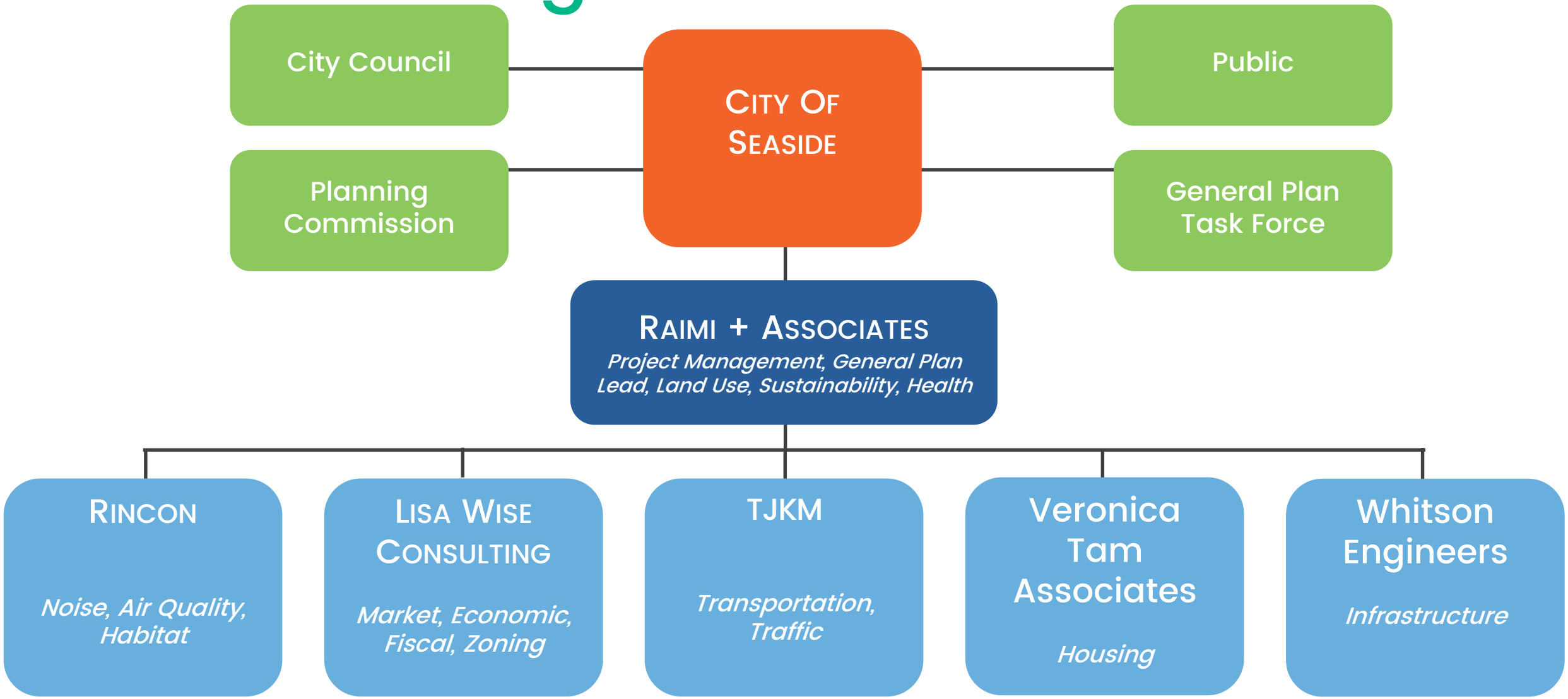
Who is Doing What?



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Community Engagement Goals

- Gather meaningful input and feedback
- Build local capacity
- Engage the public at-large with a broad demographic and geographic representation
- Provide an open and transparent process
- Community support and ownership of the General Plan

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Community Engagement Activities

- Workshops and open houses
- General Plan Task Force
- Focus groups
- Stakeholder interviews
- Community survey
- Joint City Council and Planning Commission working sessions
- Website
- Informal outreach
- Meetings with outside agencies

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Project Website

- Project documents
- Upcoming engagement activities
- Community discussion forum

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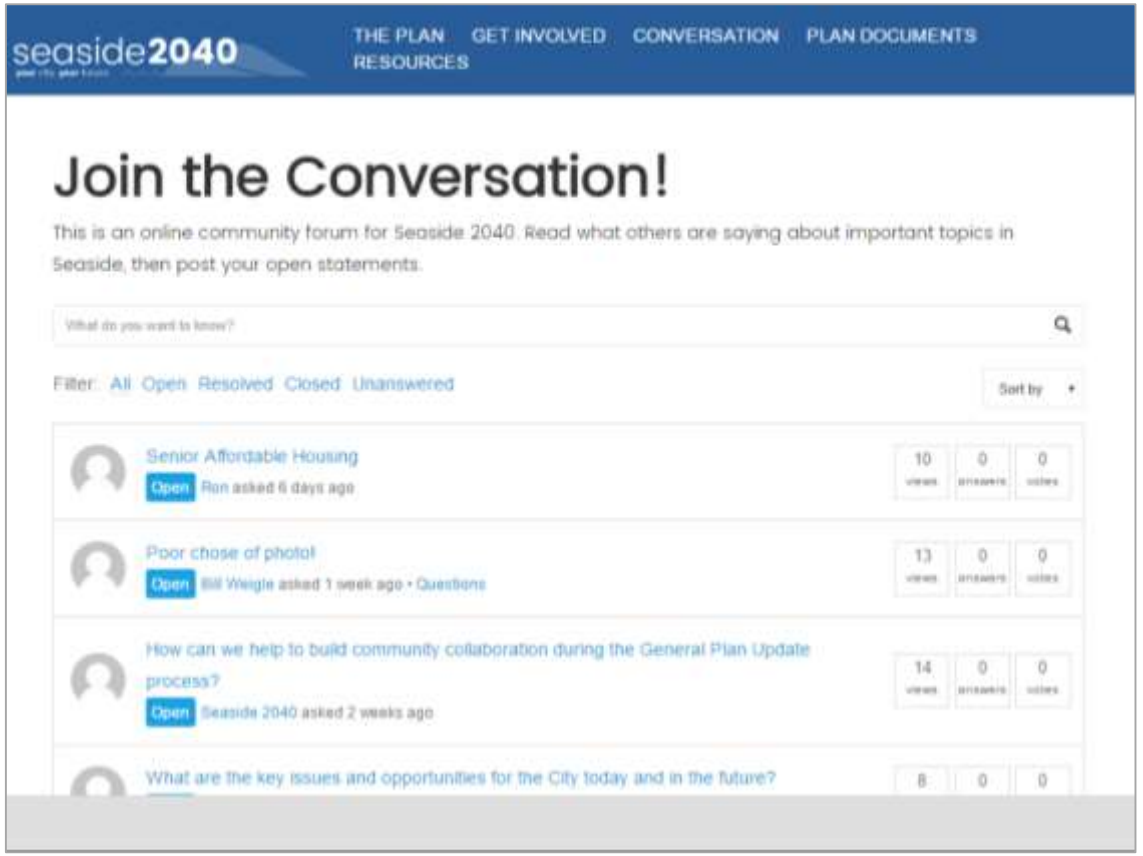
www.seaside2040.com



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Your Voice Matters!

Open house (Stop at our booth during National Night Out!)

4:00 PM to 8:00 PM

Seaside City Hall

440 Harcourt Ave, Seaside, CA 93955

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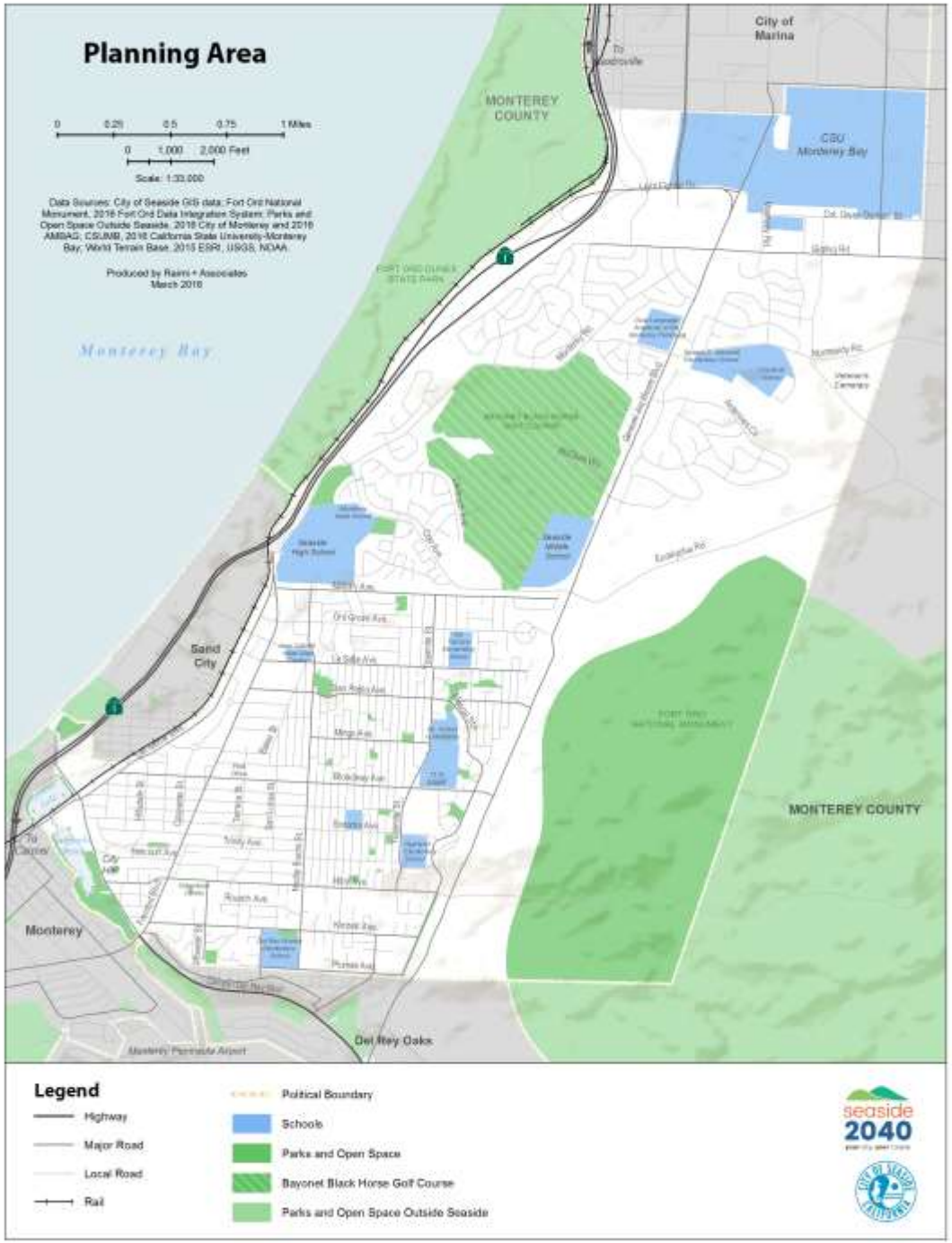
Existing Conditions Overview

Vital Statistics

- Incorporated in 1954
- Area: 9 square miles (total), City proper 2.6 square miles

- Population: 33,729
- Density: 3,764 people per sq mile

- Under 18: 10,487, 31%
- Over 65: 2,960, 9%



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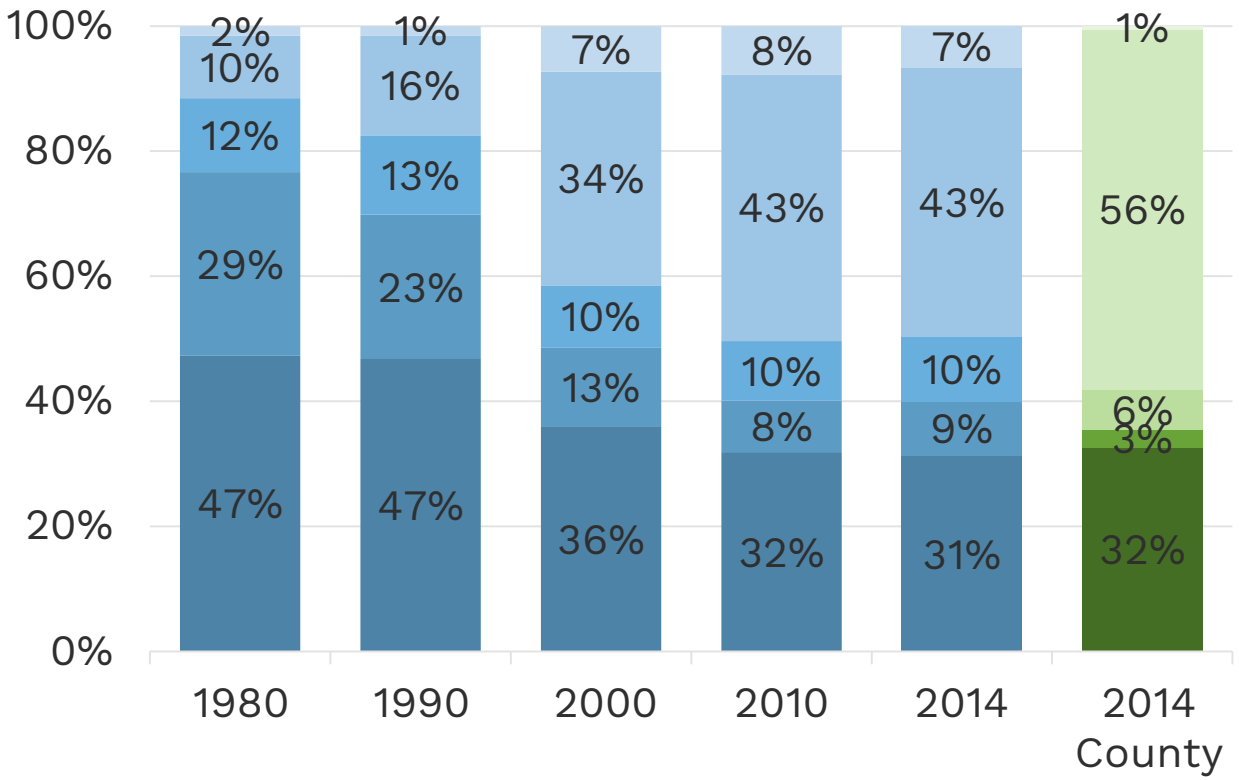
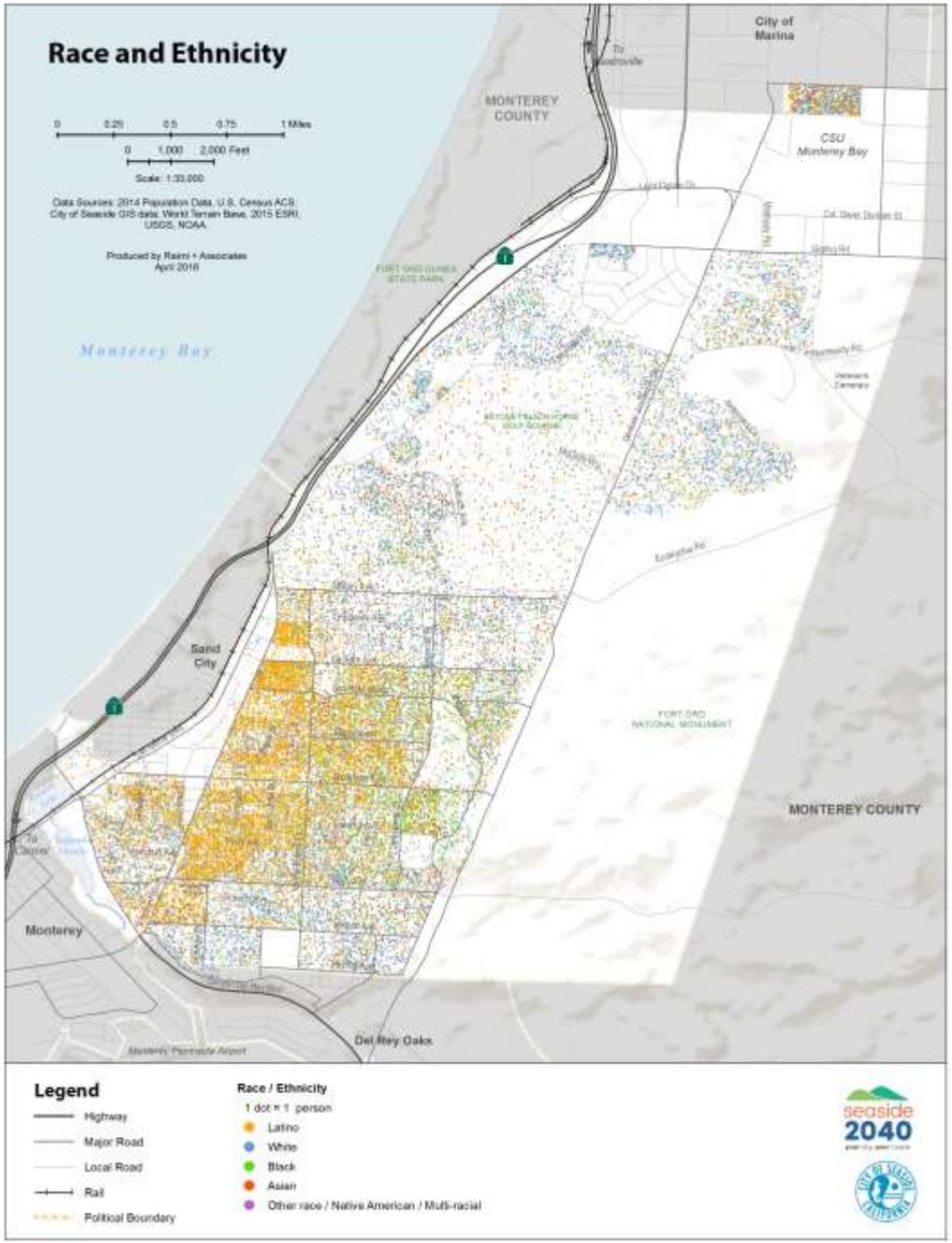
Demographic Snapshot





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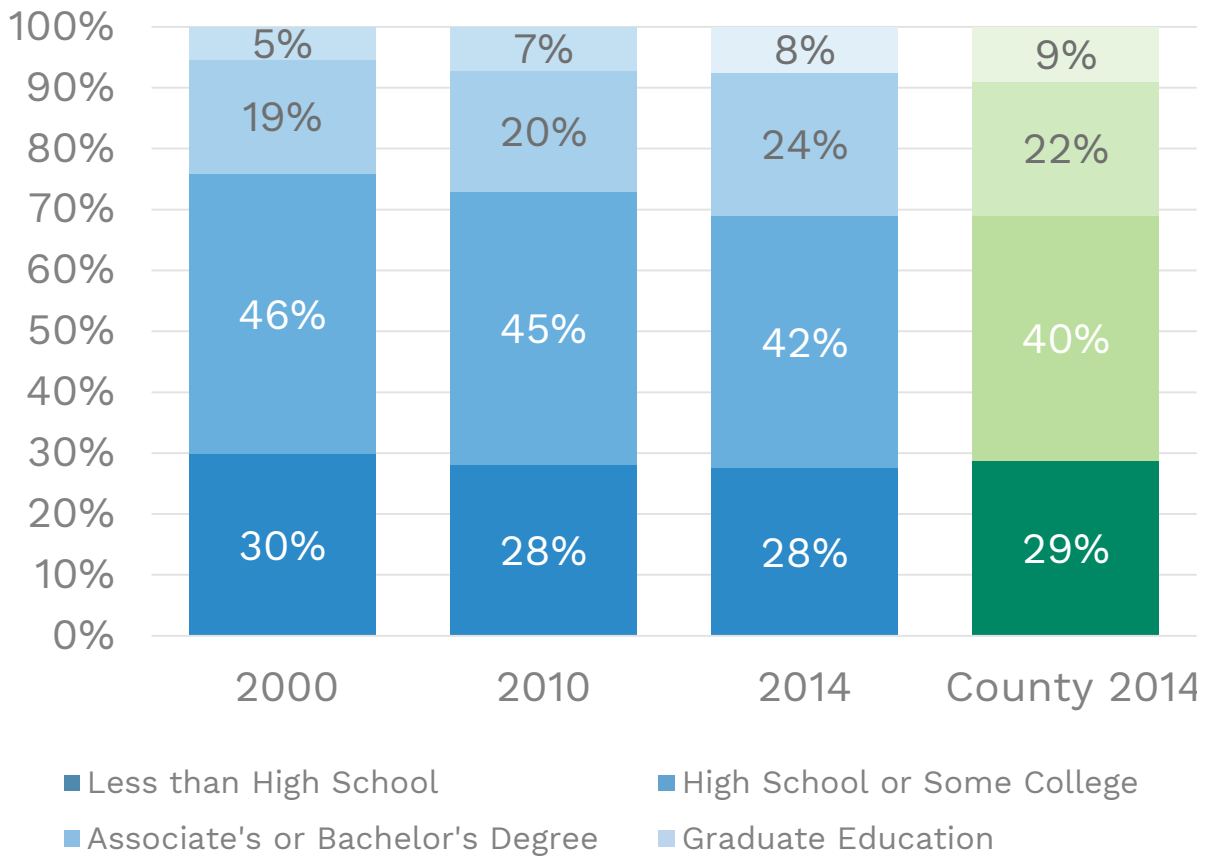
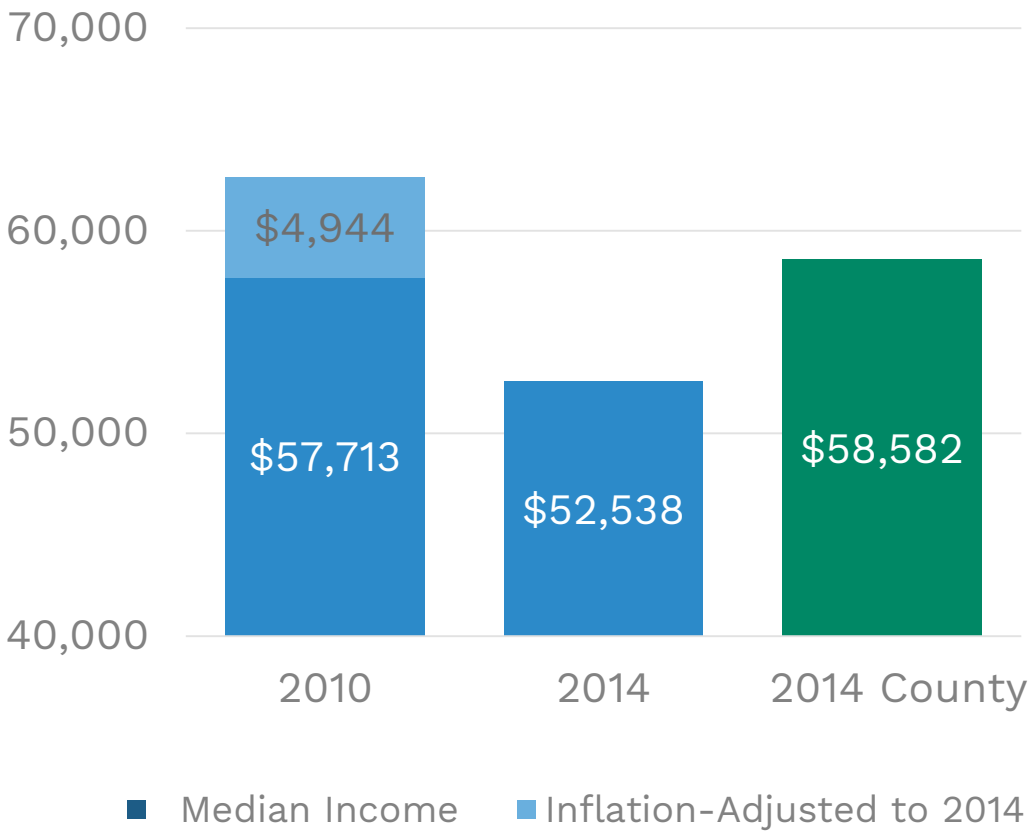
Demographic Snapshot

Educational Attainment



Median Household Income



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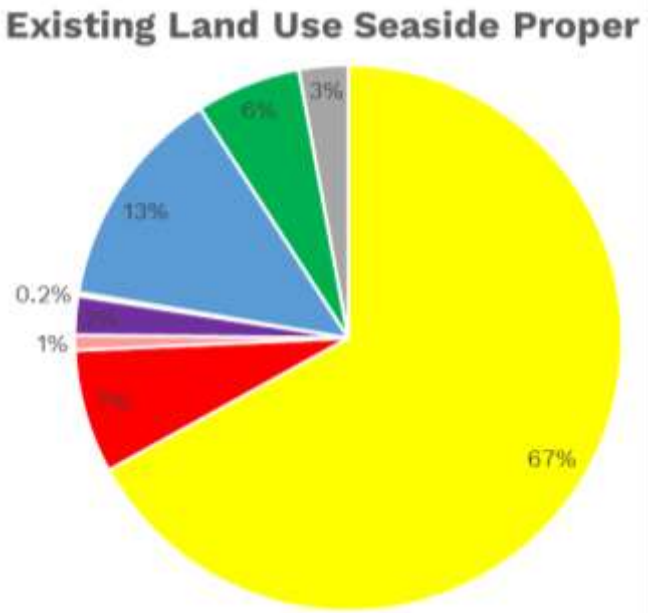
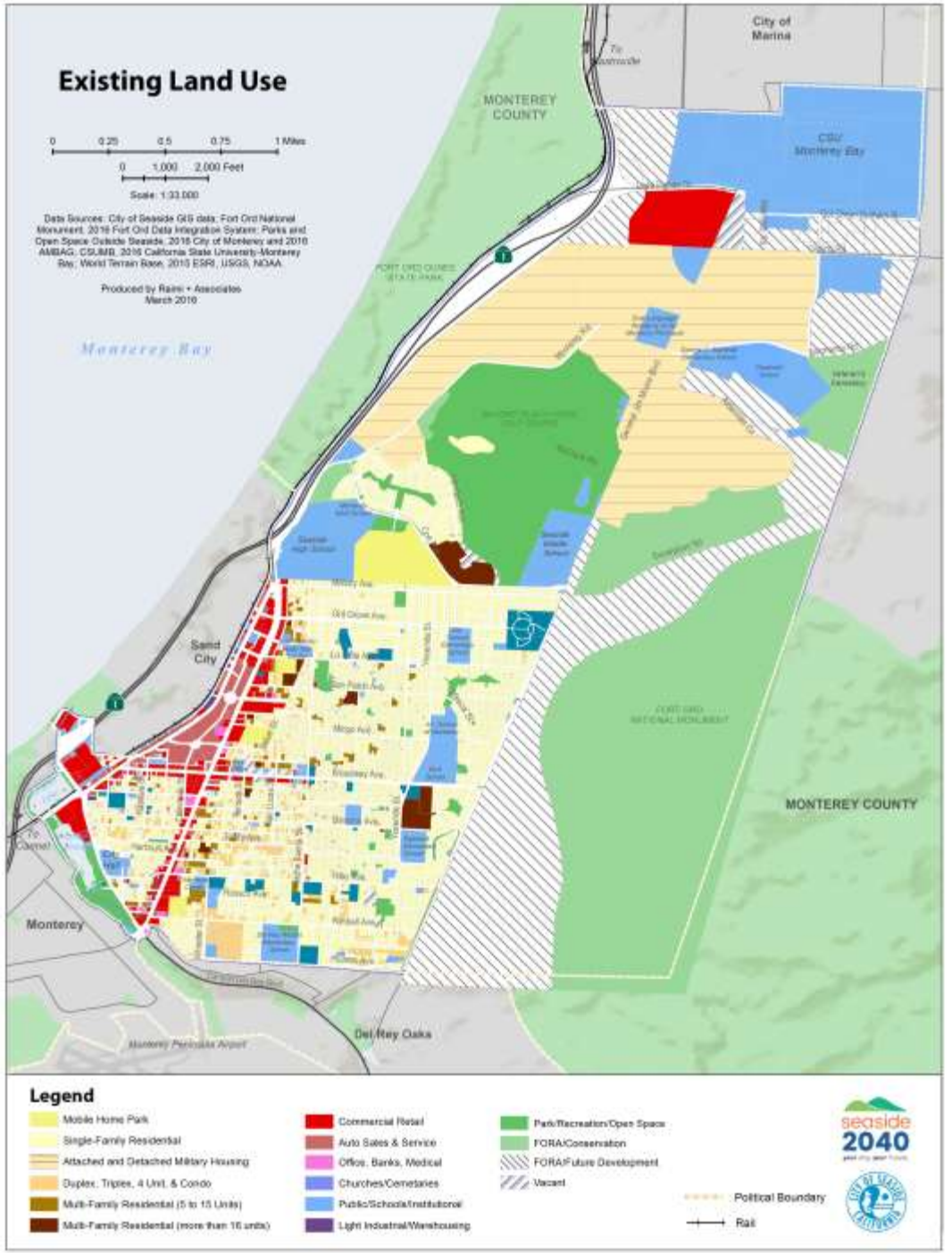
Existing Land Use

- Residential
- Retail/Commercial
- Lodging
- Office
- Institutional or Public Facilities
- Parks & Recreation Facilities
- Vacant/Nonbuildable





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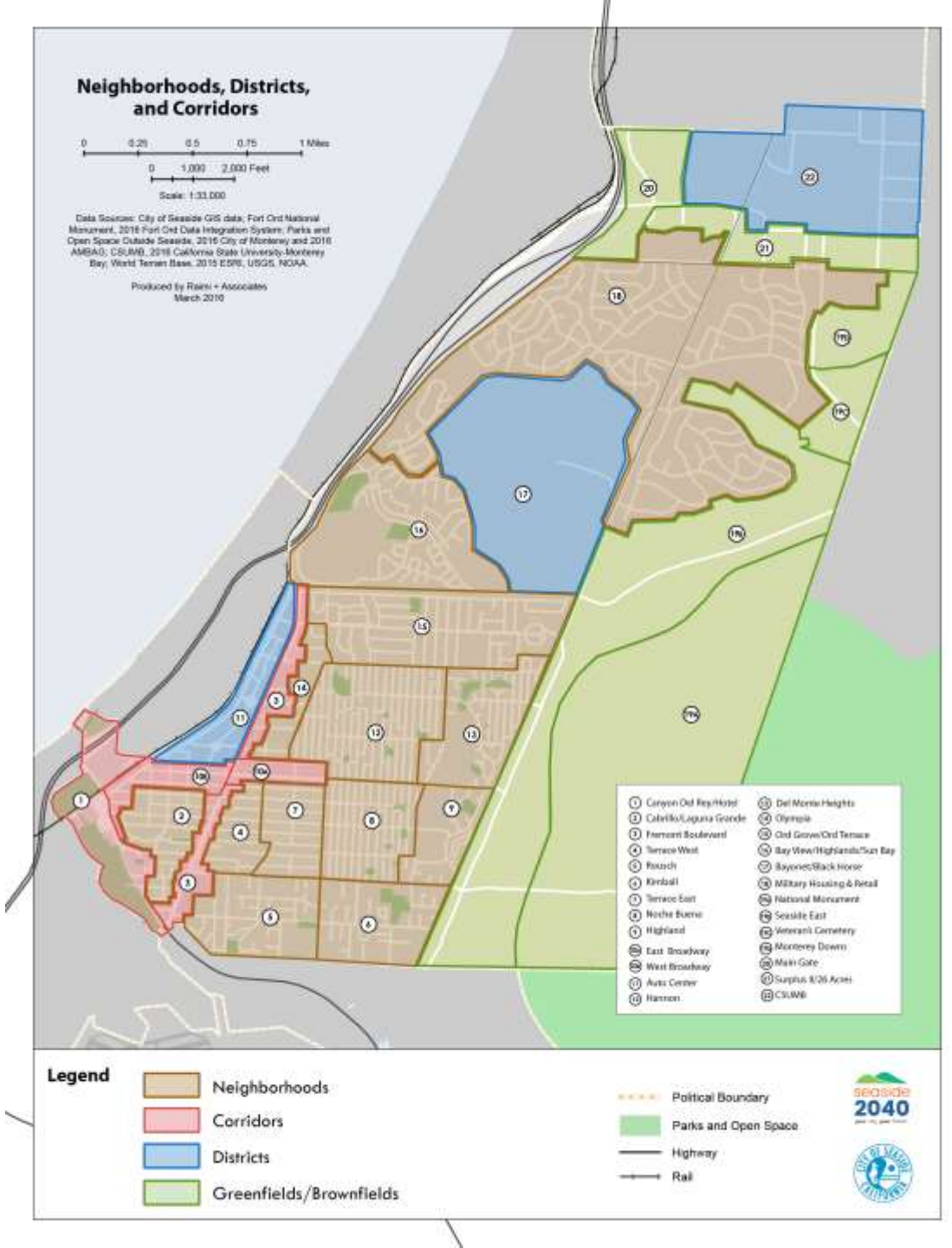
City Subareas

- Divides the City into unique and distinct areas.
- Strategies for change and growth will be a result of area-specific planning efforts.



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Housing

of households in the **SEASIDE**

OWN THEIR HOME

Monterey County	51%	Del Rey Oaks	74%
Peninsula	45%	Marina	43%
Carmel Valley Village	70%	Monterey	36%
Carmel-by-the-Sea	56%	Pacific Grove	46%
Del Monte Forest	83%	Sand City	14%

of households are **housing cost**

BURDENED

* Households that are cost burdened spend more than 30% of their income on housing

Monterey County	47%	Del Rey Oaks	38%
Peninsula	46%	Marina	47%
Carmel Valley Village	50%	Monterey	45%
Carmel-by-the-Sea	41%	Pacific Grove	41%
Del Monte Forest	40%	Sand City	71%

is the **typical**

HOME SALE PRICE

Monterey County	$415,000	Del Rey Oaks	N/A
Peninsula	$663,004	Marina	$450,000
Carmel Valley Village	$749,050	Monterey	$565,000
Carmel-by-the-Sea	$1,010,000	Pacific Grove	$677,500
Del Monte Forest	N/A	Sand City	N/A

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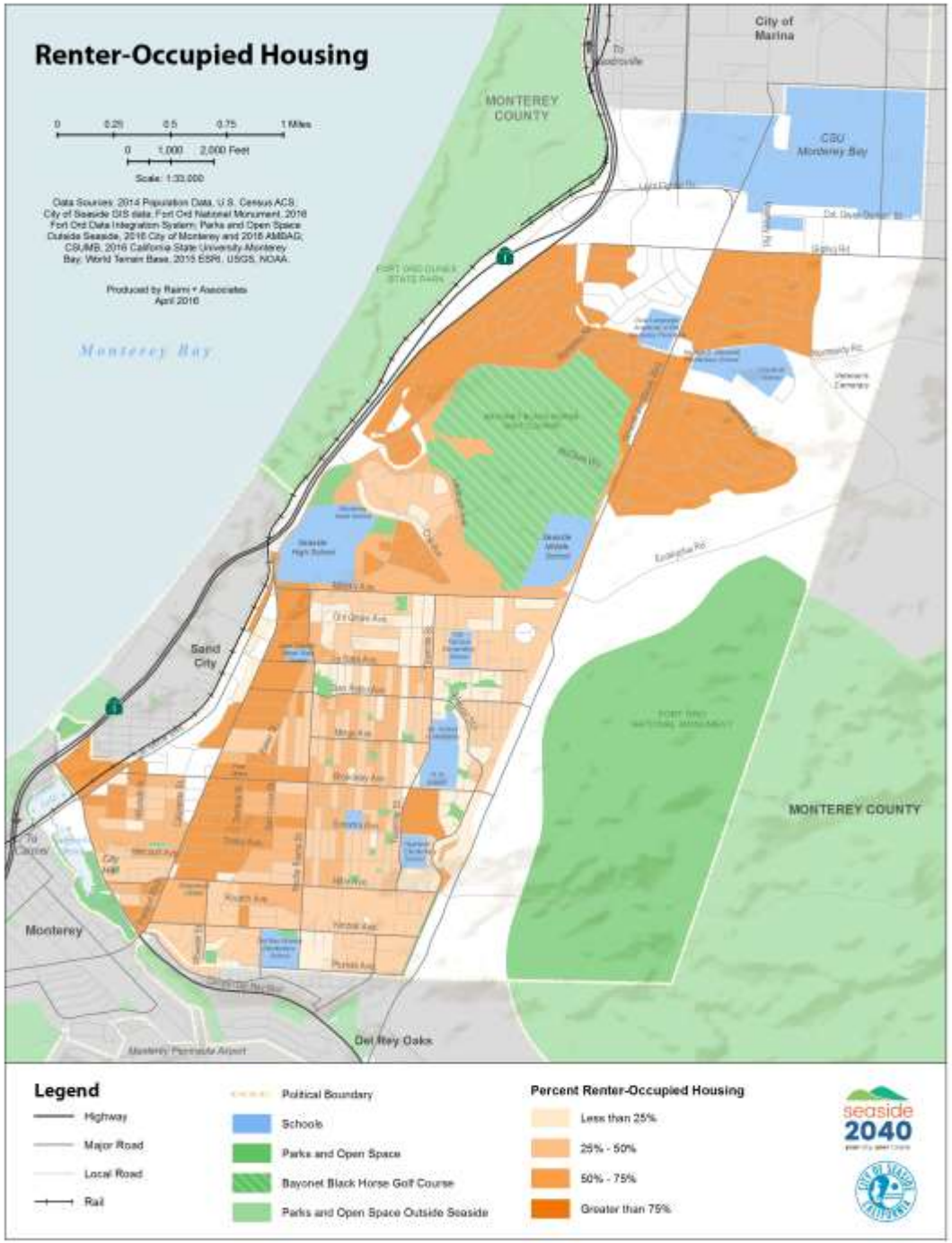
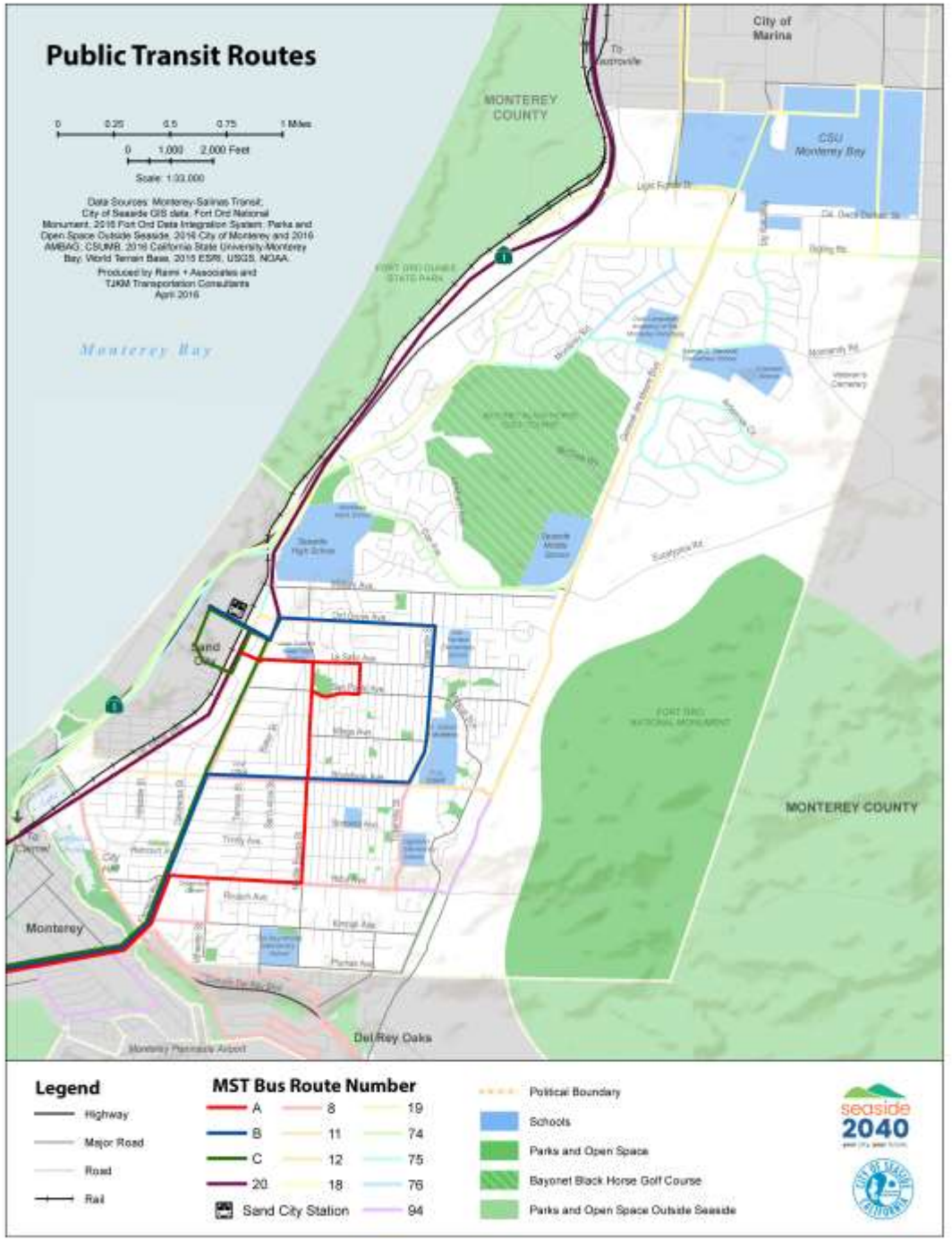


Transportation

Journey to Work Mode	Seaside	Monterey County
Drive Alone	65%	71%
Carpool	14%	12%
Transit	7%	2%
Walk	4%	3%
Bicycle	1%	1%
Work at Home	6%	5%
Other	3%	6%



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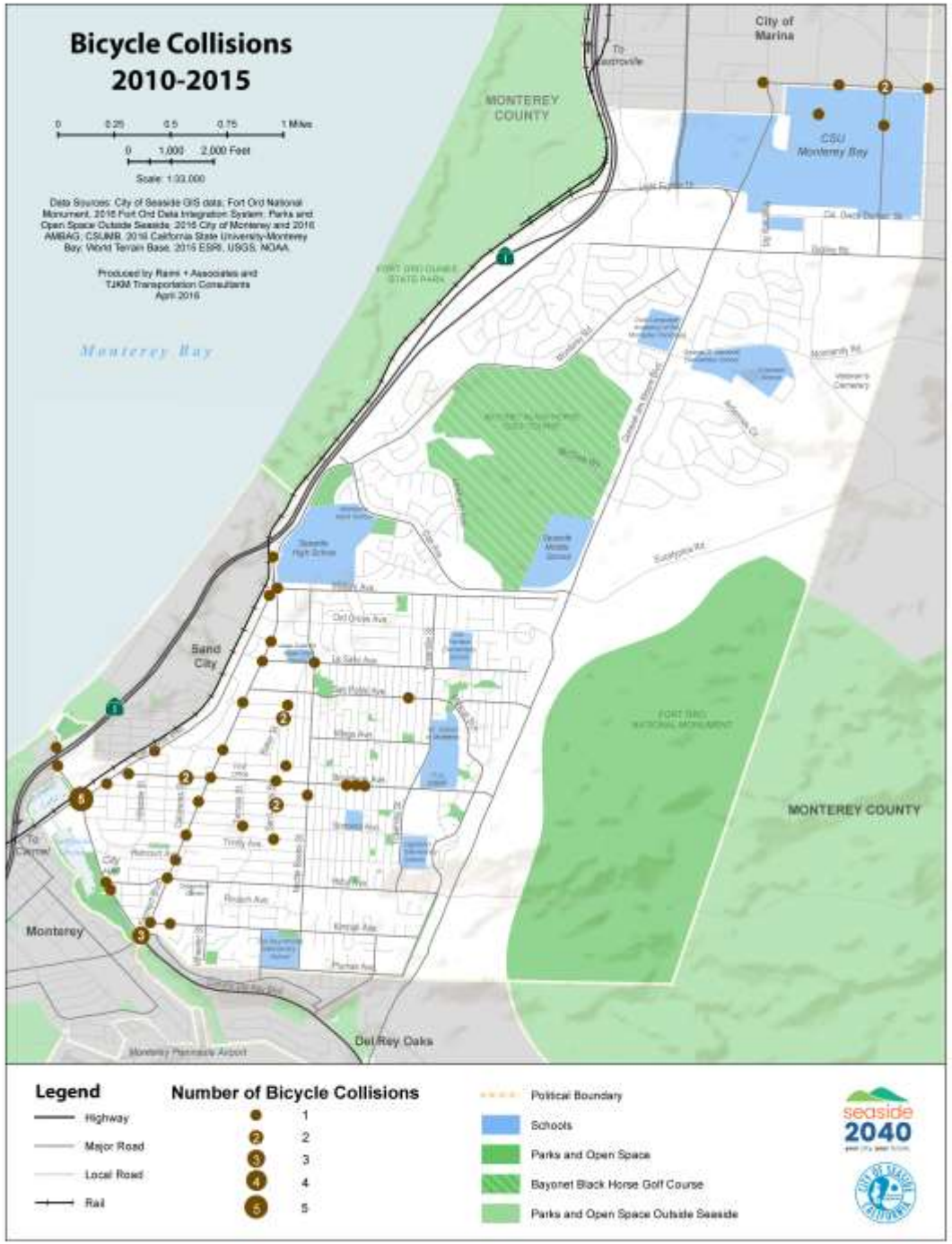
Bicycle Collisions
2010-2015
0 0.25 0.5 0.75 1 Miles
0 1,000 2,000 Feet
Scale: 1:33,000
Data Sources: City of Seaside GIS data; Fort Ord National Monument, 2016 Fort Ord Data Integration System; Parks and Open Space Outside Seaside, 2016 City of Monterey and 2016 AMBAG; CSUMB, 2016 California State University-Monterey Bay; World Terrain Base, 2016 ESRI, USGS, NOAA.
Produced by Rami + Associates and TJKM Transportation Consultants
April 2016
Monterey Bay
MONTEREY COUNTY
City of Marina
To Watsonville
CSU Monterey Bay
Sand City
Seaside
Monterey
Del Rey Oaks
To Carmel
FORT ORD NATIONAL MONUMENT
Monterey Peninsula Airport
Legend
Highway
Major Road
Local Road
Rail
Number of Bicycle Collisions
1
2
3
4
5
Political Boundary
Schools
Parks and Open Space
Bayonet Black Horse Golf Course
Parks and Open Space Outside Seaside
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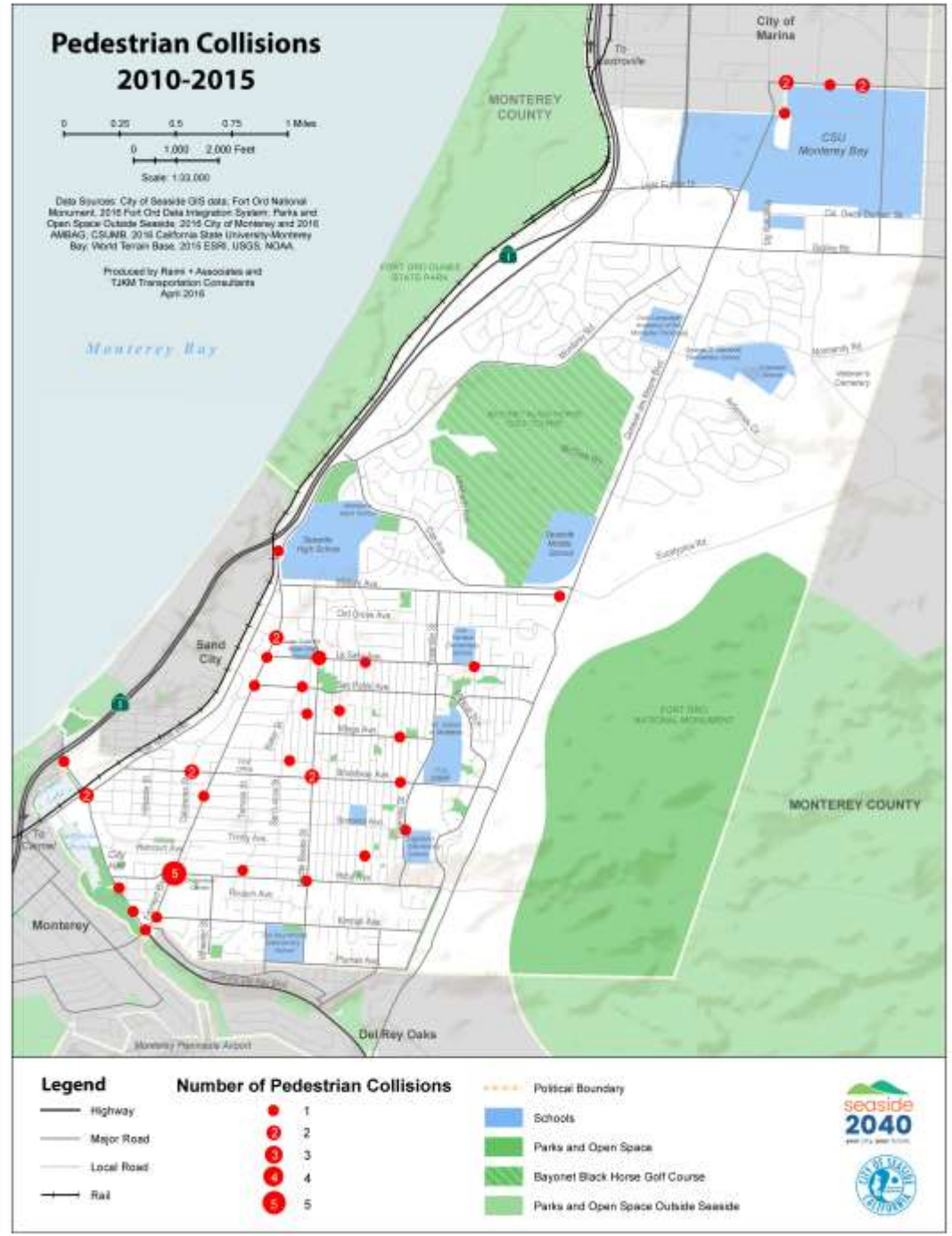
Pedestrian Collisions
2010-2015
0 0.25 0.5 0.75 1 Miles
0 1,000 2,000 Feet
Scale: 1:33,000
Data Sources: City of Seaside GIS data; Fort Ord National Monument, 2016 Fort Ord Data Integration System; Parks and Open Space Outside Seaside, 2016 City of Monterey and 2016 AMBAG; CSUMB, 2016 California State University-Monterey Bay; World Terrain Base, 2016 ESRI, USGS, NOAA.
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Employment Trends + Locations

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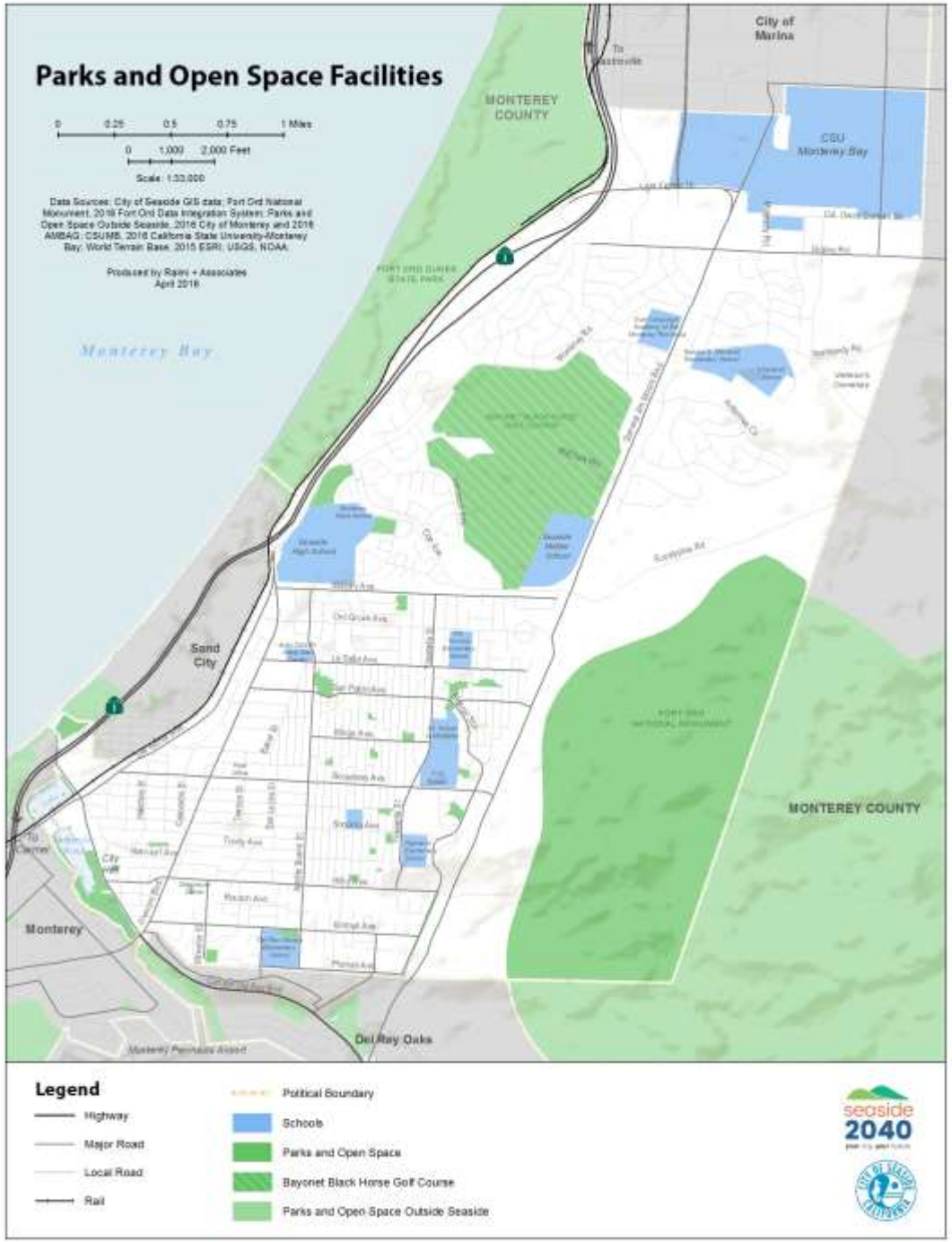
Industry	Percent of Employment 2014	% Change 2000-2014
Educational services, and health care and social assistance	18.7%	+3.7%
Public administration	6.7%	+2.4%
Retail trade	13.2%	+1.4%
Arts, entertainment, and recreation, and accommodation, and food services	25.2%	+1.1%
Professional, scientific, and management, and administrative and waste management services	12.3%	+0.9%
Finance and insurance, and real estate and rental and leasing	3.4%	-0.3%
Wholesale trade	1.4%	-0.5%
Information	1.9%	-0.6%
Other services, except public administration	7.3%	-1.1%
Transportation and warehousing, and utilities	1.6%	-1.4%
Agriculture, forestry, fishing and hunting, and mining	1.5%	-1.6%
Manufacturing	2.6%	-2.1%
Construction	4.2%	-2.4%

Parks and Open Space

Current Ratio of Park Land or Facilities to Population		
Recreation Area	Number of Acres	Current Ratio
Total City-owned Parks and Recreation Area	50.7 acres	1.5 acres / 1,000 Residents
Total Parks and Recreation Area (including Golf Course, Fort Ord National Monument)	1,323 acres	39.2 acres / 1,000 Residents



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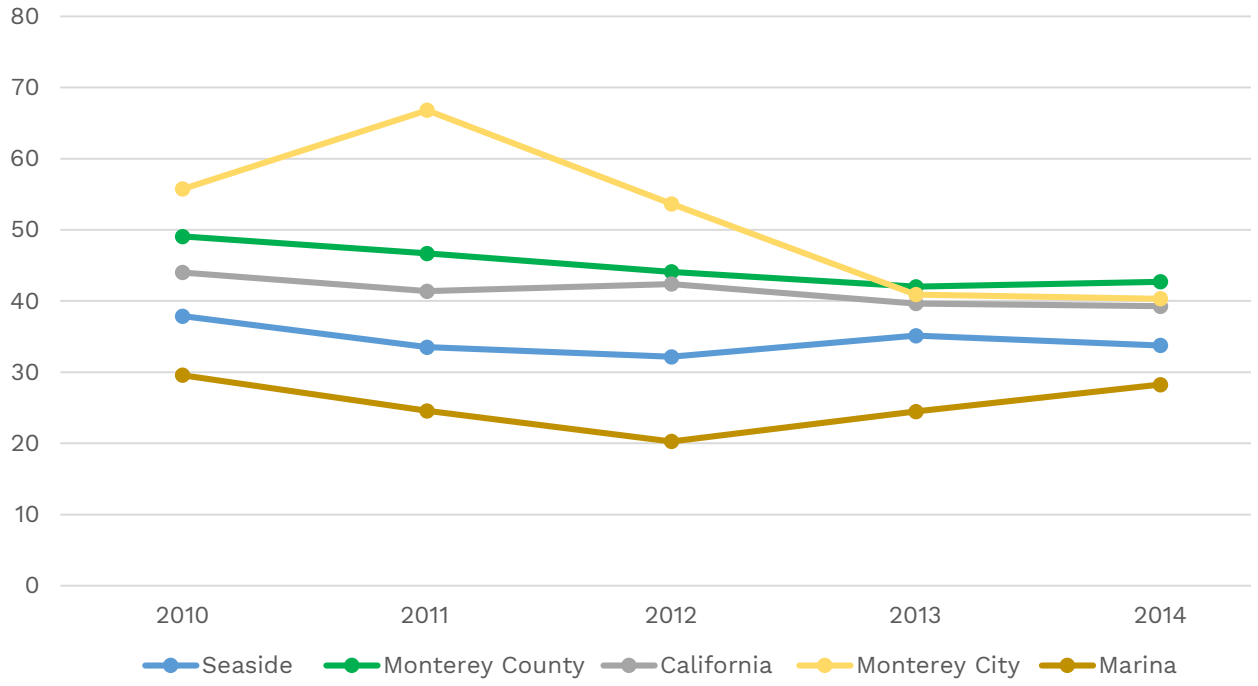
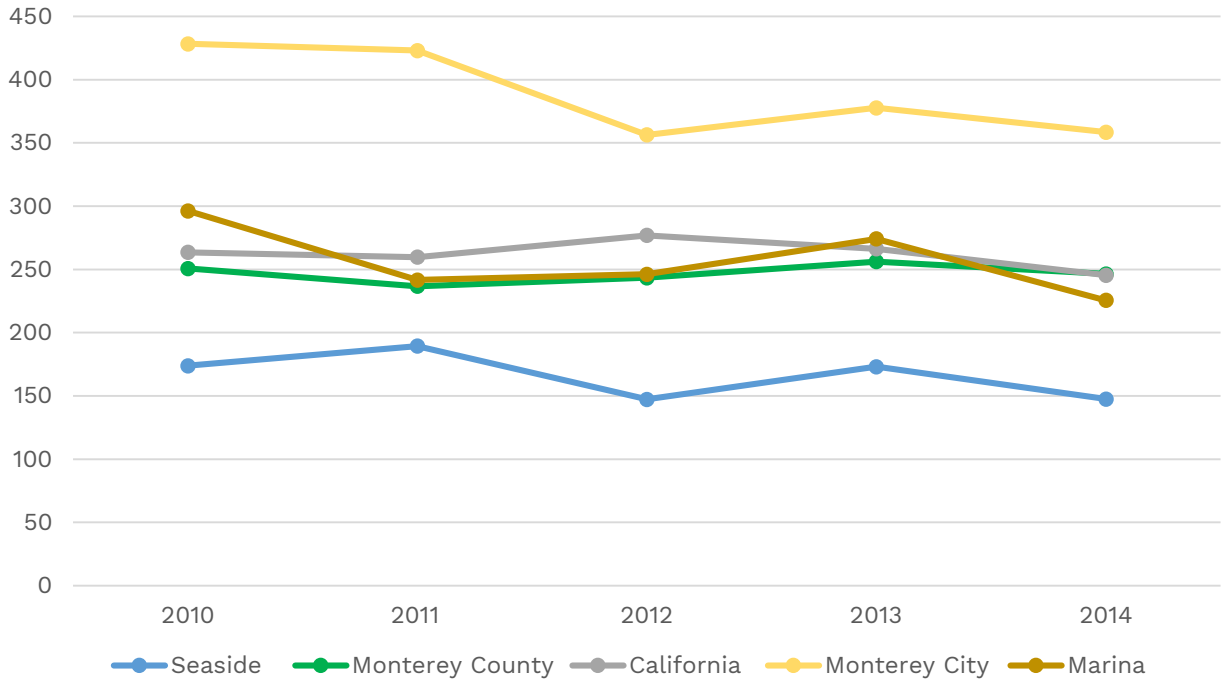
Crime and Public Safety



Violent Crime Rate



Property Crime Rate

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Small Group Exercises

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Discussion 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?

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Small Group Exercise

1. Introduce Yourself!

2. Facilitated Small Group Discussion

3. Report Back (Top 3 for each question)

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Participation Principles

- Common conversational courtesy
- All ideas and points of view have value
- Speak up, and share the time
- Cell phone courtesy

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Report Back

As a group:

- 3 characteristics that make Seaside unique and special
- 3 issues and opportunities that the City is facing
- 3 ideas that illustrate the groups vision for Seaside in 2040
- 3 Techniques/activities to build and/or enhance community collaboration

Individually:

- Write your detailed responses to ALL questions and hand those to your facilitator.

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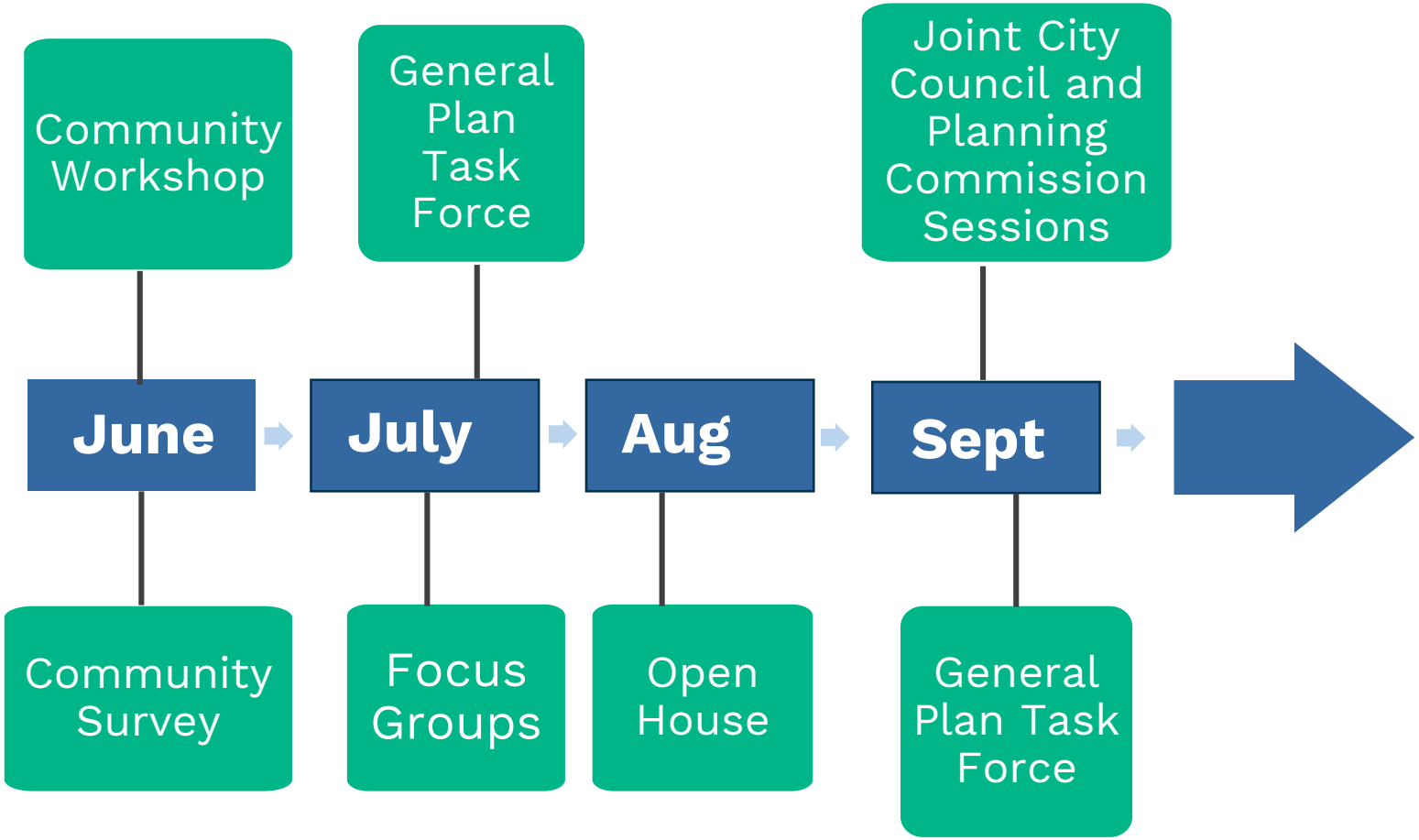
Next Steps



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Your Voice Matters!

Open house (Stop at our booth during National Night Out!)

AUGUST 2

4:00 PM to 8:00 PM

Seaside City Hall

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OR

Matt Raimi
Raimi + Associates
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