



Seaside General Plan Community Meeting #5 Summary

Oldemeyer Center, Laguna Grande Room
986 Hilby Avenue, Seaside, California 93955
July 27, 2017 6:00 PM-8:00PM

On Monday, July 27th, the City of Seaside hosted a Seaside 2040 General Plan workshop to engage with community members. The workshop was held at the Oldemeyer Center and took place from 6pm until 8pm. Additionally, on August 3rd, the workshop materials were posted online in both English and Spanish in a Survey Monkey format. Online workshop materials were available until August 18th.

The workshop materials separated out policies based on five different topics: environmental sustainability, public health, economic development, affordable housing, and arts & culture. Workshop participants were asked whether they wanted to answer questions for each topic.

Additionally, workshop participants were asked whether they attended the July 27th workshop and whether they lived or worked in Seaside. All results from the July 27th workshop and online survey were compiled as part of this report.

1. Did you attend the July 27th workshop?

Yes	15
No	88

2. Do you live work in Seaside?

Yes	57
No	9
Other	4

Other Responses: Children attend school in Seaside. Live and work in Monterey, but visit Seaside many times a week.

Workbook Results

Each workshop participant received a workbook that included a series of goals and related policies for environmental sustainability, public health, economic development, affordable housing, and arts & culture. Participants were asked to review each goal and identify the priority for each policy as “high,” “medium,” or “low.” Each workbook provided space to list additional ideas and open comments for each topic area. An example is provided below:

Design neighborhoods to encourage a healthy and active lifestyle for all.	high	medium	low
1. Promote pedestrian and bicycle activity as alternatives to driving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Develop a safe transportation system that eliminates fatalities and reduces injury collisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Increase access to existing and proposed parks and open spaces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environmental Sustainability

Do you want to answer questions about environmental sustainability?

Yes	65
No	14

Reduce citywide greenhouse gas emissions and address climate change.	High	Medium	Low	Tally
Establish greenhouse gas emission reduction targets in line with the State of California.	26	19	7	52
Develop and implement a Climate Action Plan to reduce greenhouse gas emissions.	30	15	7	52
Promote greenhouse gas reduction measures that support local job training and placement in green industries.	31	12	9	52
Develop a community-based model of disaster management and recovery.	25	19	7	51
Recognize that certain populations (e.g., seniors, youth, low income and non-native speakers) may be more negatively impacted by climate change and natural disasters than other segments of the population.	29	13	8	50

Buildings and landscapes that promote water conservation and efficiency and the increased use of recycled water.	High	Medium	Low	Tally
Improve energy and water efficiency of all existing buildings.	41	9	2	52
Expand the recycled water supply and distribution facilities in the City.	33	15	4	52
Improve water conservation and landscaping requirements for new development.	36	15	1	52
Provide adequate water infrastructure and sewage collection infrastructure.	38	11	1	50
Safe and environmentally-sustainable stormwater management.	36	14	2	52

Energy efficient buildings that use energy from renewable sources.	High	Medium	Low	Tally
Require all new residential buildings to use net zero energy by 2020 and all new commercial buildings by 2030, consistent with State goals.	36	11	8	55
Increase educational programs and financing to improve energy efficiency in existing buildings.	31	16	8	55
Retrofit street lights with LEDs that comply with Dark Sky standards.	34	15	6	55

New construction that meets a high-level of environmental performance.	High	Medium	Low	Tally
Encourage innovative, sustainable building practices.	39	11	4	54
Require commercial, mixed-use, and multifamily buildings to be solar ready.	32	9	12	53
Promote sustainability through the use of green building techniques for new construction and renovations.	30	20	4	54
Support sustainable land use and transportation systems by redeveloping existing areas of the City and expanding the multimodal transportation system.	38	11	6	55

A zero-waste program that increases recycling and reduces waste sent to the landfill.	High	Medium	Low	Tally
Expand green waste and recycling programs for all buildings.	39	12	3	54
Promote green purchasing options across all City departments.	30	15	8	53
Ensure construction demolition achieves the State's 50 percent target for material salvage and recycling of non-hazardous construction materials.	31	18	4	53
Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.	33	16	4	53

Preserve and enhance the City's natural resources.	High	Medium	Low	Tally
Minimize impacts of development on sensitive habitat.	34	17	3	54
Support a diversity of native species and manage invasive species.	29	20	4	53
Create open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.	39	13	1	53
Support open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.	39	12	1	52

Encourage environmental sustainability and awareness.	High	Medium	Low	Tally
Promote solid waste diversion, water conservation, and energy efficiency at City parks and recreation facilities.	35	16	2	53
Increase awareness of environmental sustainability practices by encouraging city led campaigns and incentives.	31	13	9	53
Promote environmental literacy classes or urban ecology programs for youth.	30	13	10	53

Additional Comments or ideas:

- As a city committed to preserving the only wildlands we have, Parker Flats. Refuse to develop any remaining wildlands granted to us by FORA or the County. Our urban area has sprawled enough, we need to redevelop existing areas rather than sprawl.
- Encourage connections to regional open-space trail systems like FORTAG
- This was hard to prioritize since each categories' actions are linked together/repetitive. All of these areas should be achieved if doing smart, sustainable development of Seaside. I don't see them as one over the other. A LEED or sustainable built building/development would incorporate all of these things.
- Get a publicly-owned water company!
- Dark skies are very important to our family and friends.
- Focus on infill, mixed use development. Establish an urban growth boundary.
- Partner with seaside high school and middle school on this. As new project based learning schools we want to be a part of this from planning through implementation. We would love to take on anyone of these challenges. :)
- Light Pollution: Light Trespass: The new LED street light shines light directly into our bedroom windows. It is so bright that even ordinary curtains do little to lessen its impact on our sleep. PG&E would shield, and even darken, the previous, light-polluting cobra lamps. They now require a \$1500 deposit to do an engineering study -- they even sent a bill! Shielding is cheap, completely effective, and concentrates the light on the desired target: the public property. It also complies with the Monterey County General Plan. Light Pollution: Much of my yard is completely lit by the LED street light. It makes it impossible to see the night sky, let alone photograph interesting celestial events. Glare: The light is so bright and "in your face" that the glare makes it difficult to walk on our porch or deck at night, even with our porch lights on. This intrusive light makes it less safe for us at night, not more safe. The street lights that Seaside installed on Second Avenue are an outstanding demonstration of effective shielding. While LED lights are a different construction, Seaside should strive to accomplish the same effective shielding. Put the light where you want it, rather than pay to add unwanted light on private property.

- We all already conserve and recycle a lot - there are better uses of the assumed limited funds. I don't believe in forcing people.
- Yes yes and yes!
- Don't waste time and energy trying to make rules for new construction. The state is already keeping people on their toes in the construction industry. Just invest in the means to get people to comply with the law. Every time a contractor builds an illegal bathroom into his house without getting caught, we are sending a message that its ok to cheat the system, and the city loses money. Let's try to enforce the laws we already have.
- A CAP should include targets. Climate action plan -> reduction/resilience/adaptation Provide adequate water infrastructure and sewage collection infrastructure -> isn't this a requirement? Safe and environmentally-sustainable stormwater management -> isn't this also a requirement? (on-site percolation) Require commercial, mixed use, and multi-family buildings to be solar ready -> isn't this part of new building standard? Green waste -> green yard waste Recycling + compost Ensure construction demolition achieves the State's 50 percent target for material salvage and recycling of non-hazardous construction materials. -> 90% (note: CSUMB achieved this 90% standard quite easily) Missing: Compost residential pick up (high priority)
- Hold "Sustainability Festivals" in Seaside.

Community Health

Do you want to answer questions about community health?

Yes	53
No	12

Support health equity by promoting access to affordable, quality health care, mental health care, and social services.	High	Medium	Low	Tally
Encourage programs and practices that aim to reduce health inequities.	26	13	4	43
Promotion of health, wellness, and culturally sensitive services in Seaside.	27	10	6	43
Provide incentives for low cost medical clinics and doctor's offices to locate in Seaside.	27	11	5	43
Promote flexible use of public facilities to provide health services.	23	15	3	41

Design neighborhoods to encourage a healthy and active lifestyle for all.	High	Medium	Low	Tally
Promote pedestrian and bicycle activity as alternatives to driving.	31	10	5	46
Develop a safe transportation system that eliminates fatalities and reduces injury collisions.	33	9	2	44
Increase access to existing and proposed parks and open spaces.	31	13	1	45
Encourage the development of a range of child care facilities.	22	16	6	44
Avoid locating new housing, public services and job-intensive uses near environmental pollution, including freeways and toxic waste areas.	26	15	3	44

Healthy and affordable food available to all residents.	High	Medium	Low	Tally
Ensure convenient access to affordable, fresh produce in all neighborhoods.	27	12	5	44
Support farmers markets, community gardens, and urban agriculture.	39	3	4	46
Encourage local food production and distribution from regional sources.	32	8	3	43
Avoid concentrations of neighborhood stores and corner stores that sell liquor.	25	8	11	44
Educate residents about health-related topics, including eligibility requirements for government nutrition programs, healthy eating, and access to medical services.	23	15	8	46
Encourage and promote innovative food microenterprises in Seaside.	29	13	4	46

Enhance the safety and welfare of all residents, employers, and tourists in the City.	High	Medium	Low	Tally
Improve overall public safety in the City.	30	15	0	45
Promote Business and Neighborhood Watch programs to help maintain a safe environment.	31	11	4	46
Encourage regional partnerships that support the coordination of public safety awareness, crime prevention, and community policing strategies in the community.	30	12	2	44
Use Crime Prevention through Environmental Design strategies (CPTED) in new and existing development to improve public safety.	33	8	3	44

Additional Comments or ideas:

- Teach health habits to schoolchildren.
- encourage small stores to carry healthier foods, produce, etc. Do not allow more fast foods in areas of Seaside that are already swamped with fast food (basically we need to eliminate fast food places), encourage restaurants that are not chains...rehab the parks and open space for families to use...
- partner with schools.
- There is already a health clinic.
- Believe me, I've tried going to see doctors and dentists in Seaside. I was pretty shocked at the low quality of service. I have since wised up and found places in Monterey that I'm comfortable going to. Instead of focusing on CHEAP healthcare, maybe QUALITY should get some of the focus as well. People will go to a doctor they trust, and you can't trust a person that offers low-quality health services. Idea: I recently heard of a town attempting to pass a law that makes all bus transportation free to locals. The bus would be paid for by some kind of tax. That law did not pass in that town, but I would be willing to pay an annual fee to make this happen.
- Walkability and pedestrian safety need to be prioritized to encourage people to drive less, walk more, and use parks and open spaces. Promoting outdoor activity is an effective and inexpensive way to improve public health.
- Hold "Health Fairs" in Seaside.
- Safe sidewalks Open schools after hours No more fast food restaurants

Economic Development

Do you want to answer questions about economic development?

Yes	49
No	9

Maintain a healthy business climate.	High	Medium	Low	Tally
Support revitalization programs focused on placemaking/beautification (e.g., façade improvements, small plazas, improved landscaping, temporary seating, food trucks, pop-up restaurants and public events).	35	11	0	46
Focus economic development efforts on attracting/retaining a greater range of business types.	30	15	1	46
Pursue publicly-funded catalytic projects and investments that support retail vitality along Broadway Avenue and Fremont Boulevard (e.g., shared public parking garages, streetscape improvements, infrastructure upgrades).	30	14	2	46

Attract and expand local and regional businesses.	High	Medium	Low	Tally
Retain existing local businesses by connecting them with the City's programs and incentives.	24	15	4	43
Support regional efforts to improve and support business growth and retention and to improve the City's competitiveness and vibrancy as a mixed-use destination on the Monterey Peninsula.	25	15	2	42
Support branding, marketing, and maintenance efforts in commercial areas through the establishment of Business Improvement Associations (BIA) or Business Improvement Districts (BID).	16	17	18	41

Attract and expand industries that supply markets outside of the region.	High	Medium	Low	Tally
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Support the attraction of businesses with a high probability of long-term future demand, such as renewable energy, biosciences, and artificial intelligence.	27	11	3	41
Support efforts to attract desired industries and businesses that supply markets outside of the region (e.g., small-scale, light, and advanced manufacturing, research and development).	18	17	7	42
Promote flexible work spaces that can be shared among multiple commercial/educational tenants.	20	17	6	43

Utilize Seaside's labor force as an economic development resource.	High	Medium	Low	Tally
Promote job training/placement in industries responsive to future trends and City goals, such as "green" industries focused on environmental sustainability and renewable energy.	27	9	7	43
Align economic development efforts with the labor pool to increase the number of jobs filled by Seaside residents, from entry level to head-of household jobs.	29	9	5	43
Maintain strong relationships with CSUMB and Monterey College of Law to collaborate on potential expansion, and retain students, employees and instructors as permanent Seaside residents.	30	9	4	43

Additional Comments or ideas:

- Important to generate economic development that doesn't displace current residents. Must align with labor pool and create ladder of opportunity for current residents.
- Monterey Peninsula College is also a resource for our students.
- You might want to include the Middlebury institute in the last statement as well.
- partner with schools to offer ESL and GED classes for all residents. help to connect high school students with business mentors in Seaside. support the cradle to career initiative
- Focus on sustainable tourism -- see <http://www.montereyherald.com/article/NF/20161112/NEWS/161119883>
- You need to provide incentives or even funds for businesses to paint, update, and beautify their buildings and exterior - the area is BLIGHTED! First things first- don't put lipstick on a pig!
- I love the idea of creating a shared parking garage on or near Broadway. I also would love to see the city remove cars from lower Broadway altogether, if that's going to be our downtown. I want to see streets that are much narrower so cars have to go more slowly. Let's do what we can to enable car dealerships to transition into other uses, as we head towards the car-sharing (autonomous vehicle) future. Perhaps these dealerships can become research facilities for self-driving cars? We're building a bunch of car dealerships near Main Gate, so let's make sure the car industry is still healthy enough to support that kind of thing. Or lets at least build some flexibility into that site, in case we have a hard time recruiting dealerships for the area. I know the VA hospital opened in Marina, but the healthcare industry pays a lot. CSUMB should look into offering an education for jobs that are available at the VA and in other healthcare facilities in the area. This is one way to offer Seaside residents higher income job opportunities.
- Parking - Convert front yards using pavers Oldemeyer for theater/concerts Tiny houses? Night club? Water? Do we have it? Amusement park Ropes Court Soar Adventure Center (TN) Uber/Lyft
- Use Fort Ord as an economic engine. Retain existing local businesses by connecting them with the City's programs and incentives -> I don't know what this means
- Jobs - tech jobs - light industry Businesses - self-employed Shop - dresses, shoes - spend money here (leakage) - need major store grocery stores theatre - music brand Seaside
- Please don't overlook the importance of aesthetics in improving and maintaining quality of life, public morale, and residents' willingness to invest in the local economy. Who wants to frequent businesses in ugly, degraded strip malls? What entrepreneur would want to open a business on a dumpy commercial street?
- Promote emphasis on Entrepreneurial Education/Training in K through high school, to train future generations to be more independent, self-sufficient, and small-business-minded to

maintain a sustainable city. We don't need more buildings, factories, traffic, and pollution in Seaside. We need to promote computer coding, specialty, small, boutique-style businesses that take up less space, but are sought out for their unique products. We could also promote our own Artist Community/Studios/Lofts, which I think is an un-tapped vision and direction the city of Seaside could go. We could be the next ART Jewel of the Peninsula and attract artists to the more affordable studio spaces.... on Broadway!! Build on the Blight---renovate and beautify the eye-sores!! We could look better than Carmel, if we have the vision and the leadership!!

- Very important - Maintain strong relationships with CSUMB and Monterey College of Law to collaborate on potential expansion, and retain students, employees and instructors as permanent Seaside residents.

Arts & Culture

Do you want to answer questions about arts & culture?

Yes	42
No	10

Visible and strong arts and cultural identity in Seaside.	High	Medium	Low	Tally
Establish new cultural facilities to meet Seaside's desire for art, music, and other cultural activities.	22	12	7	41
Promote arts education and installations that celebrate Seaside's natural environment.	23	13	5	41
Support the transformation of diverse buildings and spaces to support cultural and arts-based community programs.	24	12	3	39
Encourage a broad mix of cultural, arts, and institutional uses, including active and passive recreation, live/work spaces for artists, etc.	25	14	2	41
Support the establishment of cultural programs and public spaces for arts-based community programs.	26	12	3	41

Identify and conserve cultural resources and historical places.	High	Medium	Low	Tally
Protect and preserve significant cultural resources.	23	15	3	41
Protect and support tribal cultural resources.	23	9	9	41

Additional Comments or ideas:

- The history of Seaside must include data about indigenous peoples and about early residents. I don't see or hear much about this. Were there Chinese here, as they were in Monterey? Did explorers land here, as they supposedly did near the Presidio?
- support King Elementary Arts Turnaround.
- We already enjoy much art and culture nearby in Monterey and PG, promote that!
- There are a lot of underground artists in seaside that just need a venue to express themselves. Public murals and wall art as well as statues and installations would give seaside residents a sense of identity.
- See my previous comments in 'Additional Comments or Ideas'.
- Integrate Fort Ord history

Affordable Housing

Do you want to answer questions about affordable housing?

Yes	47
No	4

Well-maintained neighborhoods and housing conditions support an improved quality of life.	High	Medium	Low	Tally
Promote the repair, improvement, and rehabilitation of the City's older, multi-family housing.	34	10	3	47
Take steps to reduce overcrowding within older, gentrified neighborhoods and promote the development of, modern high density affordable housing.	24	15	8	47
Promote the mitigation of residential hazards and safety issues associated with the lack of sidewalks and pre-existing legal nonconforming building code and Zoning Code circumstances.	31	11	5	47
Promote healthy and sustainable housing, including energy efficiency, water conservation and green building design.	27	11	7	45

Neighborhoods with a range of housing opportunities to meet the existing and projected needs of all socioeconomic segments of the community.	High	Medium	Low	Tally
Provide a variety of housing types, sizes, and prices throughout the City.	33	9	5	47
Encourage the creation of smaller and more affordable residential units that are affordable by design.	28	14	5	47
Support the concept of "aging in place" by offering a range of housing types and sizes.	31	12	4	47
Allow the development of accessory dwelling units in appropriate single family neighborhoods.	30	11	6	47

Ample new affordable housing available to extremely low, very low, low, and moderate-income households.	High	Medium	Low	Tally
Encourage the construction of new high-quality, well-designed multifamily housing and residential mixed-use projects.	27	11	9	47
Partner with non-profit housing developers to acquire and maintain property as affordable housing.	28	14	5	47
Promote a geographic dispersal of new and existing affordable housing.	29	11	7	47

A City that preserves and enhances housing affordability in the community and protects residents from displacement.	High	Medium	Low	Tally
Ensure that units produced for extremely low, very low, low and moderate-income households are maintained as long-term affordable units.	28	13	4	45
Regulate short-term rentals that take housing units off the market for significant periods of time.	20	11	13	44
Require no net loss in the number of residential units during reconstruction or renovation of multifamily housing.	17	13	13	43
During housing redevelopment, provide displaced households with the first right to return to replacement units.	25	13	6	44
Monitor the condominium conversion trends and devise appropriate actions to ensure a stable rental housing inventory.	21	13	8	42

A diverse housing stock that meets the unique housing needs of special needs groups in Seaside.	High	Medium	Low	Tally
Encourage the development of housing that is accessible to special needs residents, especially seniors, disabled veterans, homeless, and foster youth through transitional and supportive housing, ensuring reasonable accommodation and provision of emergency shelters.	27	13	4	44
Foster youth through transitional and supportive housing, ensuring reasonable accommodation and provision of emergency shelters.	24	15	5	44
Provide incentives to support senior housing, assisted living facilities, and housing for persons with disabilities on sites within proximity to supportive services, community facilities, and public transportation.	27	14	3	44
Support a continuum of housing options for the homeless and targeted organizations, including emergency shelters, and transitional and supportive housing.	21	20	3	44
Provide a range of supportive services for the homeless with an emphasis on homeless prevention.	25	13	6	44
Encourage universal design of housing products and environments, making them usable by a wide range people with different physical and mental abilities.	26	13	5	44
Integrate special needs housing close to transit and public services.	26	14	4	44

Additional Comments or ideas:

- Avoid big complexes like the "projects" on the south side of Chicago, run-down warrens of poverty and crime. Encourage pride of ownership (ELIMINATE cars and trailers parked on lawns, rusting vehicles permanently on blocks, motor homes permanently prominent in neighborhoods.) DO NOT ENCOURAGE beggars at street corners. Concentrate on facilities and services for the homeless that aim at getting them employed and off the streets. Do not just provide temporary handouts. "If you want my help, show me that you intend to change your circumstances and I will help you. If you want me to help you stay unemployed and begging, don't come to me."
- We obviously know that there are housing issues in Seaside. Families that rent/own need to utilize the garage or driveway for cars (the purpose). As a homeowner in Seaside for the last 16 years, I am so frustrated by all of the cars that each house has parked up and down streets. I feel that cars (working or not) need to be addressed as well by the city...
- develop affordable BY DESIGN housing options for people who want to purchase first homes - not subsidized, but entry level housing or condos. Develop multigenerational housing options - allow people to subdivide homes into multiple units for family members. Focus on infill development - DO NOT develop new land.
- Not sure what you were asking on the condominium question, but condominiums should be reduced or eliminated - monthly fees are too expensive to be sustainable long term.
- Build housing that has a communal feel. Maybe houses built around one communal green space, or even maybe individual rooms with shared common spaces. Please stay away from cookie cutter neighborhoods. There's nothing more dreary than a neighborhood full of identical houses (and yes, we can tell when you reuse the same pattern at 5 different angles.) Build lots of one and two bedroom apartments for transients like military and college students. Condominiums are not popular anymore. Stop building them. It's like being a renter, but with an extra monthly HOA fee. I feel sorry for those who live in condos because their costs are so high.
- The homeless situation is dire, not just in Seaside. Everywhere, in doorways, behind the library, in parks, homeless bring belongings and detritus, some unavoidable, some not.
- Broadway - new Parks Schools Accessory Dwelling Units - Tiny homes for rentals/family/students
- Seaside has a gentrified neighborhood? The shortage of housing and skyrocketing costs are perhaps the single greatest threat to the City's future and sustainability. We need to devote significant resources over a long time span to offer some relief to the neediest.
- Very important - Regulate short-term rentals that take housing units off the market for

significant periods of time. Very important - Promote a geographic dispersal of new and existing affordable housing.