

GOAL 1: An urban form and structure that enhances the quality of life of residents, meets the community’s vision for the future, and weaves new growth areas together with long-established Seaside neighborhoods.

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

1. Maintain a balanced land use pattern to support a broad range of housing choices, retail businesses, employment opportunities, educational and cultural institutions, entertainment spaces, and other supportive uses on former Fort Ord lands and within long-established Seaside neighborhoods.
2. Establish a clearly defined city structure as shown in the figure below by:
 - a. Establishing West Broadway as the City’s pedestrian-oriented Downtown that is a local and regional-serving mixed-use district.
 - b. Maintaining existing residential neighborhoods and creating new residential neighborhoods on former Fort Ord lands with a character that reflects Seaside’s identity. New residential neighborhoods should be arranged around neighborhood centers and community gathering spaces, such as schools and parks.
 - c. Creating mixed-use corridors along East Broadway Avenue, Fremont Boulevard, Lightfighter Way, and Del Monte Boulevard that contain a mix of retail, service, office, and residential uses. Corridors should have defined nodes that provide a mix of local and regional serving uses.
 - d. Maintaining the auto center as a critical economic engine for the City.
 - e. Creating a “Campus Town” adjacent to CSUMB that provides for higher-density housing, R&D and employment areas, retail and entertainment uses, and active parks and recreational spaces to support CSUMB students and faculty as well as permanent Seaside residents.
 - f. Transforming the Main Gate area into a mixed-use center with retail, residential, and entertainment uses.
 - g. Protecting and maintaining parks and open space on former Fort Ord lands, including supporting FORTAG implementation, developing open space corridors, and creating new neighborhood and community parks that support Seaside residents and create regional destinations.
3. Connect new growth areas on former Fort Ord lands with existing Seaside neighborhoods through transportation investments, open space connectivity, wayfinding, and urban design strategies.
4. Celebrate the gateways to Seaside, Downtown Seaside, the National Monument, the Dunes State Park, and other prominent destinations by enhancing them with the work of local artists.
5. Locate initial new development on former Fort Ord lands adjacent to Seaside’s built environment and CSUMB to create a contiguous expansion of the City.

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: Increased employment opportunities in Seaside to meet the needs of existing and future residents.

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

1. Strive for a jobs to housing ratio that has at least a 1 to 1 ratio of jobs per employed residents.
2. Create at least two new employment-designated areas in new growth areas of the City, with a minimum of one district in both Seaside East and Campus Town in accordance with the terms of the base closure agreement.
3. Support a diverse mix of light industrial, information, maker, boutique food/wine/beer processing, and technology uses in order to provide jobs and tax revenues for the community by allowing emerging economic uses and industries within the Mixed-Use and Employment designations.
4. Expand the number of flex facilities within the Employment designation to accommodate technology, food/light manufacturing, and service tenants and diversify the City's economic base.
5. Promote development of non-polluting industries that are not major sources of air and water pollution or other negative externalities.
6. Encourage collaborative workspaces with tools for the design, prototyping, and creation of manufactured works (makerspace).
7. Protect and allow live/work spaces that meet the changing needs of work, establish artist's spaces, and meet people's desire to live and work in close proximity.
8. Support home businesses that meet city planning and permitting requirements and create jobs and opportunities for entrepreneurship, including development of live/work spaces.

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: New retail and commercial activity in the City to meet the needs of residents and create regional destinations.

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

1. Establish Downtown Seaside as regional destination with a mix of restaurant, retail, entertainment, cultural, and arts uses that draw visitors from the Monterey Peninsula.
2. Locate regional, large-format commercial development at the north end of Fremont Boulevard and as part of any future Main Gate development to capitalize on regional transportation and access.
3. Encourage the development of new hotels within the Employment designation.
4. Create special districts as needed to encourage shared parking and that can be used to fund and facilitate creation of structured parking, bicycle facilities (including bike sharing), transit facilities and car sharing programs.
5. Create incentives, such as density bonuses, parking reductions, setback reductions, or other regulatory modifications, for projects that aggregate parcels to create a larger contiguous parcel.
6. Expand neighborhood-serving retail, entertainment, and cultural uses that support Seaside residents. Most homes should be within ¼ mile walking distance of neighborhood-serving uses.

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: Visitor-serving amenities support and strengthen the City's relationship to the Fort Ord National Monument and the Dunes State Park.

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

1. Encourage the development of visitor-serving amenities at identified gateways to Fort Ord Monument and the Dunes State Park (located at the eastern ends of Hilby, Broadway, Military, Eucalyptus, Gigling, and others). Appropriate amenities might include:
 - a. Cafes, restaurants, and other food retail
 - b. Recreational (bicycle shops, kayaking, etc)
 - c. Arts and entertainment
 - d. Lodging
2. Encourage these visitor-serving amenities and the surrounding public realm to develop a unique identity that is related to the specific adjacent activities in the Fort Ord Monument and the Dunes State Park.
3. Require each area to have an internally consistent design that reflects its natural setting. Promote a pedestrian and bicycle-friendly design in these areas. Promote natural art installations.

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: Revitalized and enhanced existing commercial areas.

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

1. Support local retailers and small businesses by connecting them with the City's programs and incentives, and building relationships with Economic Development staff.
- 2.
3. 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.
4. Continue to allow single-use retail development along the corridors outside of mixed-use centers. Clearly communicate expectations with regard to pedestrian-oriented design for retail buildings.
5. Support local retail by encouraging new development to include local, small businesses and by exploring a small business incubator or co-working space.
6. Retain existing retail and service businesses that serve the needs of residents.
7. Actively assist entrepreneurs and small business owners to navigate the City's permitting and licensing processes. Strive to make that process more efficient and customer-friendly.
8. Improve the appearance and quality of neighborhood retail shopping areas to provide attractive neighborhood meeting and shopping centers.
9. Support a variety of revitalization and improvement programs to address commercial areas in need of enhancement, including facade improvements, small plazas or other improved landscaping, and business development assistance.
10. Support transformation of vacant or under-utilized properties and buildings for pop-up uses including restaurants, art spaces, and cultural facilities, among other uses.

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: Visible and strong arts and cultural identity in Seaside.

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

1. Support arts and culture in Downtown Seaside through financial support, event promotion, and policy and program support.
2. Seek opportunities to establish new cultural facilities to meet Seaside's need for art, music, and other cultural activities.
3. Promote art that celebrates Seaside's natural environment by increasing art installations in public spaces and by using art as a teaching opportunity related to the natural environment.
4. Support transformation of vacant or under-utilized properties and buildings for cultural and arts-based community programs to support community revitalization.
5. Celebrate the gateways to Seaside, Downtown, the National Monument, and other prominent destinations by enhancing them with the work of local artists.
6. Support and host public art exhibits and performances in public open spaces and at community events such as farmers' markets and City events.
7. Allow local artists and cultural groups to operate from residentially-zoned areas.
8. Allow live/work spaces that meet establish artist's spaces.
9. Promote the creation and/or funding of public art as part of new development and redevelopment projects.

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: Well-managed commercial parking that supports Seaside's businesses and limits impacts on adjacent residential neighborhoods.

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

1. Provide convenient on-street parking designed to meet the needs of visitors and shoppers.
2. Manage on-street parking in commercial areas, including Downtown, East Broadway Avenue, and Fremont Boulevard, to encourage short-term use through time limits and fees.
3. Protect residential neighborhoods from the parking impacts of nearby traffic generators by creating residential parking districts.
4. Allow non-residential use changes in Downtown and along East Broadway Avenue and Fremont Boulevard to maintain the same number of off-street automobile parking spaces as existed in 2017.
5. Actively facilitate shared parking between commercial uses in Downtown and along the City's commercial corridors.
6. Ensure parking lots for new development are carefully designed to reduce their overall impact by:
 - a. Providing only the necessary parking supply to meet a demonstrated demand.
 - b. Placing parking lots behind or on the side of buildings.
 - c. Screening and buffering lots from adjacent residential areas and the sidewalk.
7. Minimizing curb cuts to reduce conflict between pedestrian and bicyclists.

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 8: Preserve and protect the most critical viewsheds in the City.

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

1. Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the City as identified in the Fort Ord Reuse Authority (FORA) Plan. Follow the Highway 1 Design Corridor setback policies when developing Seaside North.
2. Protect public views of significant natural features, such as the Monterey Bay, the Pacific Ocean, the surrounding mountains, and other important viewsheds. Review all major redevelopment projects to ensure they will not significantly obstruct views from the public right of way of these major scenic resources.

Additional ideas?

Circle your 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 9: Existing and future residents and businesses are adequately serviced by public services and infrastructure.

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

1. Ensure adequate infrastructure and utility service levels before approving new development.
2. New development will pay their fair share for required improvements to public services and infrastructure.
3. Require project developers to establish mechanisms, such as a Community Facilities District, Home Owners Association, or similar, to adequately maintain new parks and recreational facilities.
4. Allow and encourage new public uses on former Fort Ord lands and existing Seaside neighborhoods.

Additional ideas?

Circle your 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 10: Be a regional leader in coordinated land use and transportation planning.

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

1. Play an active role in AMBAG and the development and implementation of the Sustainable Communities Strategy.
2. Accommodate fair share of regional housing needs to house the next generation of Seaside residents.
3. Support regional economic development efforts through land use planning decisions to improve the competitiveness of the Monterey Peninsula.
4. Develop strong relationships with neighboring jurisdictions and work together on projects of mutual interest, such as the expansion of CSUMB, preservation of Oak Woodlands per the Base Reuse Plan, and redevelopment of former Fort Ord lands.
5. Seek partnership opportunities with the federal government to increase transportation and open space access within and through military (M-designated) lands.

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 11: Maintain and enhance residential neighborhoods.

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

1. Support the on-going maintenance and improvement of existing residential neighborhoods.
2. Orient new residential development towards streets, public spaces, or shared private spaces, placing parking to back or side of the lot.
3. Minimize gating single family residential developments or “walling off” multifamily residential complexes from the street.
4. Encourage sustainable building practices during new construction or when buildings are substantially renovated.
5. Require no net loss in the number of residential units during reconstruction or renovation.
6. Support home businesses that meet city planning and permitting requirements and create jobs and opportunities for entrepreneurship.
7. Establish an ordinance to address short-term rentals that take housing units off the market for significant periods of time.
8. Work with neighborhood associations, commissions, and other community groups to address nuisances and eliminate blight.
9. Strengthen public-private partnerships with groups such as the Friends of Seaside Parks Association to build and maintain neighborhood parks and recreational facilities.

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 12: Preserve and improve the quality, diversity, and affordability of existing single-family neighborhoods to maintain a high quality of life for all residents.

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

1. Preserve the quality of existing single-family residential areas and housing stock of the Neighborhood Low and Neighborhood Medium areas, while allowing on-going maintenance and improvement.
2. Maintain high-quality existing residential neighborhoods by ensuring new development projects are of a compatible scale and provide adequate transitions to adjacent residential properties.
3. Allow for the subdivision of large lots for new single family housing and duplexes.
4. Permit second units on single family lots greater than 5,000 square feet.
5. Allow additions, such as a new bedroom or bathroom that are complementary to the existing neighborhood. Renovations and expansions should use complementary building materials and forms while allowing for flexibility for unique design conditions.
6. Encourage property owners to maintain and improve their yards and the front facades of homes and to encourage the use of drought-tolerant landscaping. Prohibit front yard fences made from concrete blocks or chain links.

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 13: High-quality multifamily neighborhoods with a mixture of well-designed building types for a diversity of households.

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

1. Permit a range of housing options in Seaside’s multifamily neighborhoods to accommodate different economic levels, household sizes, and age groups
2. Encourage the creation of smaller and more affordable residential units that are affordable by design – units that are physically smaller, more efficiently designed, and are not bundled with parking stalls.
3. Encourage new infill housing in multifamily residential areas of the City in order to expand the amount and diversity of housing in exchange for community benefits.
4. Design new multifamily housing in a way that creates attractive, quality-living environments for a variety of household types and contributes to the overall visual quality of the City.
5. Promote new multifamily developments that are integrated with older development nearby, using transitions in scale, building proportions, and articulation and texture to reduce their apparent size and to reflect the pattern of older buildings.
6. Encourage and incentivize the renovation of older multi-family buildings to more contemporary standards.
7. Require apartment and townhouse property management companies to improve the safety, lighting, and landscaping of common private and semi-private open spaces.
8. Allow limited neighborhood-oriented retail or offices in suitable locations within existing multifamily neighborhoods.
9. Encourage the development of senior housing in neighborhoods that are accessible to public transit, commercial services, and health and community facilities.
10. Require minimum open space in higher density residential and mixed use projects. These areas shall be carefully and deliberately integrated into project design and maintained by the property management.

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 14: Preserve affordable housing supply provided by non-permitted through streamlined legalization of existing non-permitted units.

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

1. Provide a pathway for the legal conversion of garages to living spaces to accommodate changing household sizes.
2. Develop a program that provides pathway(s) to legalize existing illegal conversions in order to improve the health and safety of a building. Remove requirement for the need to build or buy an external car storage area.
3. Establish procedures that allow owner-occupants of single-family residential property to be exempted from enforcement actions for existing illegal garage conversions by offering an “amnesty” provision for existing conversions that allows a quick path to achieve code compliance.

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 15: Minimize the impact of parking on residential neighborhoods.

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

1. Establish parking maximums for new residential developments.
2. Require transportation demand management measures for new residential development. Measures may include subsidized transit passes, car share spaces, unbundled parking, and secured bicycle parking.
3. Seek partnerships with car sharing providers to place new pods within existing residential neighborhoods.
4. Allow parking innovation (including shared parking and unbundling) that reduces the overall number of parking stalls and parking surface area provided by new development.
5. Create a preferential, time-restricted residential parking program to preserve parking spaces for residents and visitors and discourage long-term parking on City streets. Fees should be charged for each permit, and a limited number should be granted to each address.
6. Restrict overnight on-street parking to discourage use by non-residents and campers.
7. Establish a system to identify and remove abandoned vehicles.
8. Encourage institutional uses (churches, schools, etc) in or adjacent to residential neighborhoods to sell their available parking to residents or nearby businesses in the area.

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 16: A safe urban environment oriented and scaled to pedestrians and bicyclists.

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

1. Establish land use patterns on former Fort Ord lands and within existing Seaside neighborhoods that place a wide range of destinations within a short walk of all Seaside residents.
2. Create pedestrian-oriented streetscapes by establishing a unified approach to street tree planting, sidewalk dimensions and maintenance, pedestrian amenities, and high-quality building frontages.
3. Require new and substantially rehabbed commercial and mixed-use projects to follow best practices for pedestrian-supportive design:
4. Ensure pedestrian orientation of ground floor uses in new development.
 - a. Place primary building facades and entrances near the front property line or back of the sidewalk. In limited cases allow small plazas and active landscaped areas for social gathering between the building and sidewalk.
 - b. Scale buildings to pedestrians.
 - c. Design new buildings along corridors to provide for a rear building transition between the primary arterials and any adjacent low-density residential neighborhoods.
 - d. Require parking internal to buildings that faces primary arterials or side streets to use appropriate design (such as faux facades, green walls, public murals, etc) to minimize its visual impact.
 - e. Require that new development include wide sidewalks, trees, pedestrian furniture, safe pedestrian crossings and direct connections to the front entrances of retail and services.
 - f. Encourage new commercial developments to have common driveways to minimize the number of curb cuts along any given block to improve pedestrian safety.
5. Use Crime Prevention through Environmental Design strategies (CPTED) in new and existing development to improve public safety, including the following strategies:
 - a. Active public space
 - b. Building design to promote “eyes on the street”
 - c. Clear delineation between private and public space
 - d. Natural access control between public and private space
 - e. Maintenance of public places
 - f. Removal or repair of vandalism or broken property

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 17: A City with beautiful and vibrant architecture and building design that reflects the culture and character of Seaside.

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

1. Use simple, urban building forms made with permanent materials with high-quality detailing that stands the test of time.
2. Use building organization and construction to derive scale and articulation rather than surface ornamentation.
3. Convey façade articulation through the strength, depth, and permanence of building materials. Thinner cladding materials, such as stucco, masonry veneers, and wood or simulated wood may be used when finished to appear as durable and authentic of the materials they simulate.
4. Articulate residential building façades with smaller-scale increments than office building facades.
5. Use visual and physical design cues within a building’s design and entries to emphasize the building entrance and connections to public spaces.
6. Allow iconic and memorable building designs, particularly on larger non-residential properties in the Main Gate and Campus Town areas.
7. Design sites and buildings adjacent to natural areas with transparent design elements. Employ bird-safe design practices near habitat areas or migratory routes.

Additional ideas?

Circle your 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 18: A network of pedestrian-oriented, human-scale and well-landscaped streetscapes throughout Seaside.

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

1. Streets should be ADA compliant and meet NACTO standards for sidewalks, street trees and planting strips, and pedestrian-oriented lighting. Street lighting should provide adequate night-time visibility for pedestrians.
2. Plant new drought-tolerant street trees and high-quality landscaping where it is currently lacking.
3. Commercial area streets should have high-quality and attractive pedestrian amenities, including planters, bicycle racks, bus shelters, benches, trash cans, and other similar amenities.
4. Commercial area street lighting should be pedestrian-oriented, attractively-designed and provide for visibility and security.
5. Design regional streets, including Fremont Boulevard, Del Monte Boulevard, Gigling Road, and Broadway Avenue, to balance regional travel needs with pedestrian and bicycle travel needs.
6. Improve pedestrian and bicycle mobility by identifying opportunistic connections within the City's neighborhoods to increase access to local parks, schools, neighborhood centers, and neighborhood gathering spaces.
7. Consider CPTED principles when designing streetscapes.

Additional ideas?

Circle your 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 19: Create a pedestrian-oriented Downtown along Broadway Avenue and Del Monte Boulevard that is a local and regional-serving mixed-use district.

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

1. Encourage a broad mix of uses that creates an inviting and dynamic Downtown Seaside including:
 - a. A diversity of local- and regional-serving retail and service opportunities.
 - b. A broad mix of cultural, arts, and institutional uses, including the construction of a new library per the West Broadway Urban Village Specific.
 - c. Small, local-serving office uses.
 - d. Residential buildings to increase housing diversity and units in the Downtown.
2. Support innovative, publically-accessible park design in Downtown such as:
 - a. Near the intersection of Fremont Boulevard and Broadway Avenue.
 - b. North of East Broadway Avenue adjacent to the Hannon and Olympia neighborhoods.
3. Implement the West Broadway Urban Village Specific Plan to create a vibrant mixed-use Downtown in Seaside.
4. For properties and buildings that have been vacant or underutilized for a significant period of time, support the establishment of cultural programs and public spaces for arts-based community programs.
5. Require any new project at or near the intersection of Fremont and Broadway to have exemplary pedestrian-oriented design and building architecture to create a prominent center in the City.
6. Prohibit new auto-related uses and services in the Downtown area.
7. To create a continuous vibrant and pedestrian-supportive public realm along both sides of Broadway, require any new development or major addition to provide active ground-floor uses at Fremont Boulevard, Del Monte Boulevard, and San Lucas Street. Active uses include retail, individual residential stoops/entrances, lobbies, amenity areas, offices with high transparency, and similar activities.
8. Encourage outdoor dining. Facilitate the process to obtain encroachment permits.
9. Allow aggregation of smaller parcels to facilitate sites that create a mix of uses and shared parking.
10. Promote a more unified pedestrian experience along Broadway Avenue by:
 - a. Extending streetscape improvements from West Broadway to East Broadway to improve pedestrian orientation.
 - b. Prioritizing East Broadway Avenue for pedestrians and bicyclists, extending streetscape design and improvements from West Broadway to Noche Buena Street.
 - c. Identifying and creating clear, convenient, and comfortable pedestrian and bicyclist paths to and from Broadway Avenue.

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 20: Transform Fremont Boulevard into a distinct, visually-consistent mixed-use commercial boulevard with neighborhood and regionally-serving centers.

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

1. Establish Fremont Boulevard as dynamic mixed-use boulevard with an enhanced pedestrian experience and improved transit facilities and traffic circulation. Explore reconfiguring or narrowing parts of the Fremont Boulevard right-of-way to make it more attractive and pedestrian and bicycle-friendly.
2. As established by the Mixed-Use High designation, support mixed-use centers at Hilby Avenue, Broadway Avenue, and Echo Avenue that provide a variety of housing, retail, services, community gathering, and employment opportunities.
 - a. Focus the highest development intensity within the mixed use centers.
 - b. Require active ground floor uses, including ground-floor retail, in the higher-intensity mixed-use centers
3. Support the development of a mini “main street” along Echo Avenue by improving the streetscape for pedestrians and bicyclists, narrowing the street, and employing tactical urbanism strategies that allow the City to experiment with new ideas. Strategies may include allowing temporary, pop-up businesses, promoting open streets, and converting pavement to parks to improve street vitality.
4. Allow a mix of uses outside of centers along Fremont Blvd in Mixed Use Low areas.
5. Allow residential-only buildings in Mixed Use Low areas (not in centers). The ground-floor design of residential-only buildings shall recognize the arterial street conditions and respond appropriately.
6. Encourage hotels and regional retail along north Fremont Boulevard.
7. Require new projects to follow best practices for pedestrian-supportive design.
8. Encourage and allow a variety of architectural styles, building forms and building heights along Fremont Blvd.
9. Encourage façade and building improvements that improve the appearance and quality of commercial areas.
10. Incentivize aggregation of smaller parcels to facilitate sites that can accommodate a mix of uses and shared parking.
11. Allow and encourage outdoor seating/dining along Fremont Boulevard.
12. Existing automobile services may remain as permitted uses and may expand if developed according to the Mixed Use designations as described by the land use designations.
13. Ensure CPTED principles for Fremont street design

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 21: Maintain the auto center as a critical economic engine for the City while allowing for the gradual transformation of the area.

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

1. Existing automobile dealerships and services may remain as permitted uses and may expand if developed according to the Employment form and development standards as described by the land use designations. These standards envision a more urban, walkable format of building placement and façade design.
2. Enhance the working environment within the auto center by promoting small retail areas and restaurants to serve employees.
3. Preserve the area as an employment center now and into the future. Allow the gradual transition of the auto center area towards uses that promote greater diversity of employers and additional jobs.
4. Support the renovation and repurposing of garage and auto-related buildings to preserve a link to the area's past.
5. Encourage new development in the auto center that will maintain the area's economic vitality, enhance the design of the area, and create better pedestrian scale and orientation.
6. Add new street connections to create walkable blocks to improve pedestrian safety and access.
7. Seek out partnerships with innovative companies and encourage the development of "makerspaces."
8. Promote future efforts to consolidate ownership of parcels in the auto center.
9. Encourage auto center businesses to provide adequate on-site parking for their employees as well as their customers.

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 22: Abundant and high-quality natural open space on former Fort Ord lands.

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

1. Protect and maintain sensitive habitat areas as feasible.
2. Balance the need to create more housing, employment, retail, and entertainment uses on former Fort Ord lands with open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats within Seaside East. Open space corridors should connect to formal and informal trailheads in the National Monument where possible.
3. Provide an open space buffer consistent with the Base Reuse Plan.
4. Participate in regional programs and in partnerships with land trusts to seek funding to preserve, maintain, and acquire open space as opportunities allow.

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 23: Design new Seaside neighborhoods on former Fort Ord lands sustainably by linking land use, transportation, and infrastructure development to increase non-automobile travel, protect sensitive habitat, and reduce infrastructure costs.

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

1. Create diverse mixed-income neighborhoods with a range of residential housing types for different economic levels, household sizes, and age groups.
2. Create at least two new employment-designated areas, with a minimum of one district in both Seaside East and Campus Town in accordance with the terms of the base closure agreement.
3. Strive to create development patterns such that the majority of residents are within one-half mile walking distance of a variety of neighborhood-serving uses, such as parks, grocery stores, restaurants, churches, cafes, dry cleaners, laundromats, banks, hair care, pharmacies, civic uses, and similar uses.
4. Require new developments to provide public parks, plazas and squares that provide interesting urban spaces in established districts and neighborhoods. Require project developers to establish mechanisms, such as a Community Facilities District, to adequately maintain new parks, recreational facilities, and infrastructure.
5. Ensure new development supports non-automobile mobility by providing safe, comfortable, and convenient pathways for pedestrians and bicyclists and waiting areas for transit.
6. Require development projects to have a high-level of internal connectivity and are well-connected to the surrounding area.
7. Ensure future traffic study methodologies balance automobile, transit, walk, and bike mode shares.

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 24: Seamlessly connect new growth areas on former Fort Ord lands with the rest of the City.

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

1. Provide physical and visual connections, including wayfinding, between Seaside proper and new development and open space on former Fort Ord lands.
2. Require future development projects to better integrate with existing development by physically connecting new development on former Fort Ord lands with frequent streets, transit, bicycle, and pedestrian connections to ensure easy access from Seaside proper.
3. Prioritize City programs and capital projects that actively work to integrate Seaside proper with new development on former Fort Ord lands.
4. Locate initial new development on former Fort Ord lands adjacent to Seaside's built environment and CSUMB to create a contiguous expansion of the City.

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 25: New development supports the preservation or enhancement of the City's natural resources.

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

1. Cluster new development on former Fort Ord lands, as feasible, to minimize impacts on sensitive habitat.
2. Require new construction adjacent to habitat management areas to minimize new impervious surface, minimize light pollution, and emphasize native landscaping.
3. Require new construction to use low-impact development techniques to improve stormwater quality and reduce run-off quantity.
4. Preserve areas with steep slopes greater than 40% by prohibiting commercial and residential development. Open space and trails may be allowed in these areas.
5. Encourage new development to support a diversity of native species and manage invasive species.
6. Incorporate water quality and habitat enhancement in new flood management facilities.
7. Explore opportunities for Green Streets, when feasible. When Green Street demonstration areas are identified, include unobtrusive educational signage.

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 26: Resilient neighborhoods on former Fort Ord lands.

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

1. Require that all future developments on former Fort Ord lands take steps to reduce wildfire risk as part of the site review process.
2. Support plans and policies that mitigate existing hazards and reduce the risk of urban and wildfire threats.
3. Through more stringent water and energy standards, require new development to be more water and energy efficient and use fewer natural resource in order to increase long-term neighborhood resilience.

Additional ideas?

Circle your 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 27: Guide the development of Seaside East towards a diverse area that balances habitat and wilderness with new low-impact residential development clustered around neighborhood centers, supporting public uses, and employment districts.

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

1. Provide ample gateways to the National Monument, through formal and informal entryways to trailheads. Entryways shall provide distinctive signage and gateway elements.
2. Support implementation of the FORTAG regional trail and coordinate with FORTAG about trail design and connectivity, as well as art opportunities.
3. Support the preservation of open space and sensitive habitat including:
 - a. Oak woodlands and linkages.
 - b. An open space buffer between future development and the National Monument.
 - c. open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.
4. Create a complete community in Seaside East with a mix of parks, recreation, employment, retail and services, and housing. Specifically, the eventual build-out of the area will include all of the following, in the approximate quantities specified in Table X:
 - a. A range of park types and community recreation facilities, including a regional recreation area with multipurpose athletic fields, courts, and other park uses.
 - b. Visitor-serving amenities (retail and services) at primary Monument access points.
 - c. New office, research and development (R&D), and/or flex space to increase employment in the area as required as a condition of the City’s acquisition of the land.
 - d. Traditional, walkable residential neighborhoods with a diversity of low and moderate-density housing types built around with “neighborhood centers” with a mix of retail, services, parks, and other amenities for residents.
 - e. New schools and public facilities to support the expected population and worker growth in the area.
5. Improve connections to the rest of the City, especially across General Jim Moore Boulevard.
6. Plan new streets to form an interconnected grid of street and greenway circulation within the subarea. Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists.
7. Plan for significant improvements to existing infrastructure in the area.

Additional ideas?

Circle your 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 28: Transform the City’s northern area into a mixed-use, economically-vibrant Campus Town that serves a student population and leverages its geographic adjacency to CSUMB.

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

1. Strengthen the relationship between the City and Cal State University–Monterey Bay, Marina, and other regional partners. Hold regular meetings with CSUMB to discuss plans for the “campus town” area.
2. Establish a coordinated, mixed use area that supports higher-density housing, shopping, services, jobs, offices, and open space. Future development shall accommodate the following uses:
 - a. High-density residential development, with some developments targeting students and/or CSUMB staff, as appropriate.
 - b. New R&D, flex space, liver/work, and “makerspaces” close to CSUMB, to expand the number and diversity of jobs in Seaside.
 - c. A minimum 1 to 2 acre community gathering space surrounded by retail and entertainment uses.
 - d. Dynamic research and development uses (including labs and light manufacturing) with easy access to the university. These uses will accommodate new public-private ventures and entrepreneurial activities.
 - e. Active recreation and gathering places, trails, and new parks, plazas and ground level landscaped open spaces to serve students, employees and residents.
3. Require new projects to follow best practices for pedestrian-supportive design. Ground floors should be active along all primary frontages.
4. Support implementation of the FORTAG regional trail and coordinate with FORTAG about trail design and connectivity, and art opportunities.
5. Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Intersection density should be relatively high. Improve access and connections to CSUMB.
6. Promote coordinated design and development between plans, new projects, and existing uses and properties.
7. Signage and gateway elements should be implemented by new development to draw visitors to the Dunes State Beach and the National Monument. At these entry points, visitor-serving amenities, such as restaurants, bike and water sport rentals, and lodging are encouraged.

Additional ideas?

Circle your 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 29: Transform the “Main Gate” area into a mixed-use center with retail, residential, and entertainment, and develop a major auto mall south of Lightfighter Drive.

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

1. Overall, new development at Main Gate will contribute to establishing the City of Seaside as a destination and gateway for tourists seeking access to the beach/ocean and the Fort Ord Monument.
2. Development should be organized around a central community space or spaces
3. Reinforce the natural landscape setting consistent with the local site character.
4. Locate retail frontages on internal streets and plazas and adjacent to remaining surface parking lots to create a “main street” urban shopping experience.
5. Require that the first level of buildings generally have a minimum 15 feet floor to floor height to allow for flexibility.
6. Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the City as identified in the Fort Ord Reuse Authority (FORA) Plan. Follow the Highway 1 Design Corridor setback policies.
7. Structured and surface parking facilities should have adequate landscaping, emphasizing native species and drought-tolerant plants.
8. High levels of sustainability are expected of new buildings and the site generally, especially including stormwater treatment, drought-tolerant and native plantings, cool roofs, and indoor water conservation.
9. Support implementation of the FORTAG regional trail and coordinate with FORTAG about trail design and connectivity.
10. Plan new streets to form an interconnected grid of street and greenway circulation within the area. Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Intersection density should be relatively high.
11. Create a luxury auto mall south of Lightfighter Drive.

Additional ideas?

Circle your 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.

