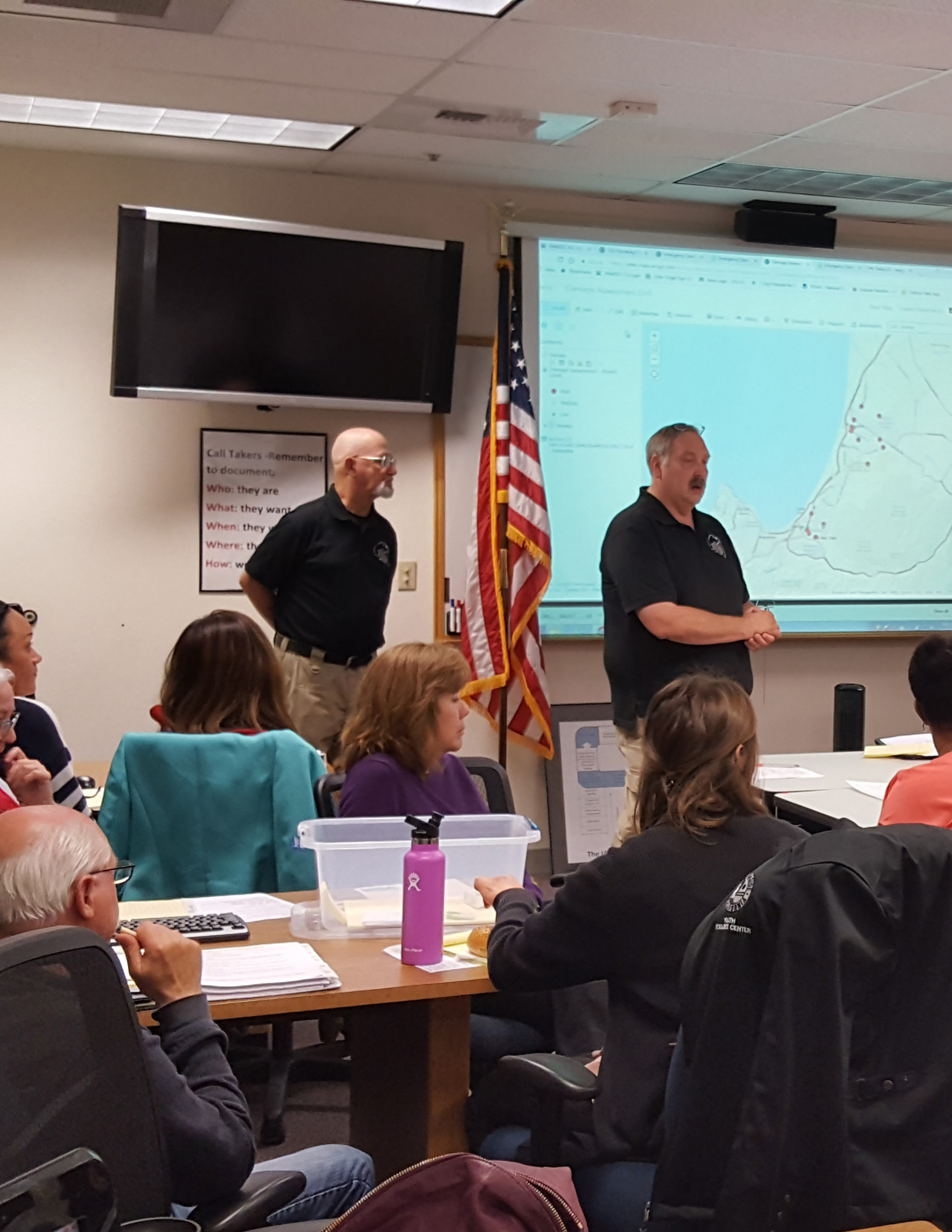
Call Takers -Remember
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chapter twelve

IMPLEMENTATION

This section describes the implementation program for the General Plan. Implementation actions are generally actions needed to mobilize and execute specific policies within the General Plan, such as creating an ordinance or updating a master plan. The chapter also includes indicators to track the implementation of the General Plan over time.

Plan Implementation and Administration

The General Plan will be implemented over an extended period of time (estimated to be 20 to 30 years) with a time horizon of 2040). During this time, long-range planning efforts will continue using the goals and policies in the General Plan as a guide.

Although, the General Plan is a living document. State law allows it to be updated and refined over the coming decades. It encourages annual review of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure that it is still consistent with the community's goals.

The General Plan may be amended up to four times per year to accommodate changing conditions. Property owners, the Planning Commission, the City Council, or City staff may propose amendments. Proposed changes must be reviewed by the Planning Commission and the City Council at public hearings and the potential of environmental impacts must be evaluated in accordance with the California Environmental Quality Act.

This implementation chapter includes the following three components, each organized by General Plan chapter:

- **Implementation Programs.** These include programmatic actions to be completed by the City, such as updating plans, completing studies, or implementing new programs.
- **Physical Improvements.** These include physical infrastructure or facility improvements that should be completed to implement the general plan vision.

Each implementation program and physical improvement identifies the responsible City departments, a level of priority (high, medium, or low) and a suggested time frame, as described in Table 22.

Table 22: Time Frame Guide

Estimated Date of Completion	
Short	1 – 5 years
Medium	5 – 10 years
Long	10+ years
Ongoing	Recurring or continuous action

Implementation Programs

The table below identifies programs, policy updates, planning efforts, coordination efforts, and other actions that will help implement the General Plan's vision and policies. Programs are organized by General Plan chapter, and are consistent with each chapter's goals and policies.

Table 23: Land Use and Urban Design Programs

	Description	Priority	Time Frame	Responsibility
LUD 1.	**Specific Plan Consistency.** Following adoption of the General Plan, review the existing, adopted Specific Plans and make changes to ensure consistency with the General Plan.	High	Short	Planning
LUD 2.	**Neighborhood conservation.** To preserve Seaside's existing residential neighborhoods, the City should take the following steps to foster change within each neighborhood. • **Residential zoning:** Review and update residential zoning standards to ensure new development complements existing neighborhoods. • **Residential additions:** Review and update zoning and building codes to enable small additions within residential neighborhoods. • **Residential parking programs:** Publicize the existing residential neighborhood parking program to manage on-street and off-street parking.	High	Short	Planning
LUD 3.	**Business Improvement Districts.** Facilitate the formation of Business Improvement Associations (BIA), Business Improvement Districts (BID), or similar to unite business owners into area branding, marketing, on-going maintenance, and beautification efforts.	Medium	Ongoing	Planning, Community and Economic Development
LUD 4.	**Specific Plans.** Create Specific Plans to bridge the policies of the General Plan with the standards of the zoning code for subareas of the City. Plans should address key opportunities for the area and include the following: • The location, phasing, and amount of designated land uses, including parks and recreational uses • Circulation network • Open space and sensitive habitat • Demand for new infrastructure and utility services • An implementation program for public and private development Plans should include a broad community engagement process tailored to surrounding neighbors, property owners, businesses, tenants, and other key community members and stakeholders. New Specific Plans should be created for Seaside East, Campus Town, Main Gate and Fremont Boulevard.	Medium	Long	Planning, Community and Economic Development

LUD 5.	**West Broadway Urban Village Specific Plan.** Modify development standards in the West Broadway Urban Village Specific Plan to help spur catalytic projects and development.	High	Short	Planning, Community and Economic Development

LUD 6.	**Update zoning.** Modify zoning standards to promote neighborhood, district, and corridor design. Zoning standards should consider building intensity, height and massing, placement on a lot, parking location and amount, ground-floor open space, and parking location and access. The revised zoning should include:
	• Consolidate existing Community Commercial, Regional Commercial, and Heavy Commercial zoning districts into new Mixed Use and Employment designations.
	• Building design standards to foster growth and development in the existing residential neighborhoods.
	• Form-based regulations for strategic locations to streamline the entitlement process, create more certainty in the development review process, and clearly define walkable centers and corridors.
	• Streamline desired uses to permit uses that foster greater economic opportunity and conform with General Plan by-right, including:
	  • **Visitor serving commercial uses.** Expand opportunities to serve the tourist market on the Monterey Peninsula by encouraging the development of appropriate visitor-serving commercial uses;
	  • **Targeted industries.** Facilitate the expansion and attraction of firms, start-ups, and spinoffs that specialize in "targeted industries" as defined in the Economic Development Element, including advancing manufacturing, agriculture technology, applied robotics, scientific research, computer services, and telecommunications.
	  • **Temporary uses.** Allow for temporary "pop-up" uses (such as food-trucks or others) in targeted areas to serve as a catalyst for revitalization.
	• Allow for flexible parking and multiple tenant structures that encourage development of shared spaces and services to support entrepreneurship, such as:
	  • **Research & development and education uses.** Allow Research & Development uses in conjunction with local education and research facilities; and
	  • **Makerspaces.** Allow collaborative "Makerspaces" where members of the public can gather and share tools for manufacturing and/or creative purposes.
		High	Short	Planning

	• **Incubator Space.** Allow collaborative incubator spaces for emerging innovative start-ups and spinoffs, including those associated with regional institutions of higher-learning; and • **Innovation Marketplace.** Allow collaborative "innovation marketplaces", where start-ups, spinoffs, researchers, and industry professionals can exchange ideas and showcase innovation. • Accelerated and by-right entitlement processing to attract and expand targeted businesses and to incentivize catalyst projects at key locations. • Identify a suitable environment to attract research and business park uses in the former Fort Ord area in North Seaside through updated zoning standards that provide appropriate locations for flexible R&D and advanced manufacturing space.			
LUD 7.	**Development review.** As feasible, streamline the development review and update process for projects that conform with the goals and policies of the General Plan to ensure that development applications are implemented in a timely manner. This may include ministerial review for projects that fall within the building height and intensity limits. Zoning code updates should address this development review process.	High	Short	Planning, Community and Economic Development
LUD 8.	**Development fees.** Develop city-wide or area-wide development impact fees for infrastructure, community benefits, and long-range planning. As part of this process, complete the following activities: • Review and modify existing fees. • Work collaboratively with developers to establish a common set of development impact fees for infrastructure, parks and recreation, transportation, affordable housing, and others as needed.	High	Medium	Planning, Community and Economic Development
LUD 9.	**Development fact sheets.** Create and promote a series of one-page fact sheets about permitting, zoning, building, and development requirements and questions. Incorporate sustainability practices related to building construction, site design, and renovation into materials.	Medium	Ongoing	Planning, Community and Economic Development
LUD 10.	**Infill housing incentive program.** Establish an infill housing incentive program. Potential incentives may include an expedited building permit process, impact fee waivers or other incentives.	Medium	Long	Planning, Community and Economic Development
LUD 11.	**General Plan Reviews.** Review the General Plan on a five-year cycle, including a review of individual elements and community programs. Periodically revise the General Plan and respond to individual Plan Amendment petitions.	High	Short	Planning, Community and Economic Development

LUD 12.	**Resident Handbook.** Prepare a handbook of information about neighborhood and civic organizations addressing subjects like disaster preparedness, neighborhood beautification, and a "how-to" communicate with City departments.	Medium	Short	All City Departments
LUD 13.	**Development Review.** Streamline processing and permit regulation, to the extent possible, to promote and support the development of childcare facilities and family childcare homes. Review zoning regulations regarding home-based early childhood education facilities for areas that can be streamlined.	High	Short	Planning, Community and Economic Development

Table 24: Economic Development Programs

	Description	Priority	Time Frame	Responsibility
ED 1.	**Business retention and expansion program.** Create a business retention and expansion program that includes a longitudinal study of local businesses, hiring practices, workforce, and workforce means.	High	Short	Community and Economic Development
ED 2.	**Comprehensive branding and marketing plan.** Work with the business community to develop a Comprehensive Branding Plan that includes a new, unique logo for Seaside with accompanying fonts and other visual themes that highlight Seaside's various attributes.	High	Short	Community and Economic Development
ED 3.	**Comprehensive marketing plan.** Work with the business community to develop a Comprehensive Marketing Plan that includes 1) a target list of businesses for attraction and expansion; 2) policies, actions, and marketing strategies; and 3) benchmarks to measure progress in implementation. The marketing strategies should highlight value propositions for doing business in Seaside.	High	Short	Community and Economic Development
ED 4.	**Marketing and support service coordination.** Align efforts with regional and local partners to provide marketing services that support Seaside businesses.	Medium	Ongoing	Community and Economic Development
ED 5.	**Marketing and placemaking programs.** Develop marketing and beautification strategies to raise awareness of areas targeted for revitalization.	High	Ongoing	Planning, Community and Economic Development
ED 6.	**Broadway Avenue Improvement Plan.** Market the Broadway Avenue Improvement Plan to developers and businesses generally conducive to a pedestrian-oriented Downtown area, such as a mix of local and regional-serving retail, local serving office uses, and cafes/ restaurants.	High	Short	Community and Economic Development
ED 7.	**Base industry marketing program.** Develop a marketing program to attract economic base industries in high regional demand with anticipated low susceptibility to seasonality or downturns including expanding innovative technology firms in Silicon Valley. Track emerging technologies with the potential for expansion and location in Seaside as part of this program.	Medium	Short	Community and Economic Development
ED 8.	**Restaurant marketing campaign.** Work with restaurant owners to develop marketing strategies that highlight Seaside's unique restaurants.	Medium	Ongoing	Community and Economic Development
ED 9.	**Start-up/spinoff marketing program.** Work in coordination with the Monterey Bay Economic Partnership and regional institutions of higher learning to develop marketing strategies to attract and expand emerging start-ups and spinoffs in innovative industries, such as agriculture technology, applied robotics, computer hardware, software, and data services.	High	Short	Community and Economic Development
ED 10.	**Fort Ord marketing program.** Work in coordination with the Ford Ord Reuse Authority and private developers to develop a marketing and branding program that highlights Ford Ord as a site to potential visitors.	Medium	Long	Community and Economic Development

ED 11.	**Economic Development Strategic Plan.** Create an Economic Development Strategic Plan to maintain a favorable business climate and address changes in economic trends.	High	Short	Community and Economic Development
ED 12.	**Cultural attractions and events.** Work with local and regional organizations to establish and promote a multiplicity of cultural attractions and events in the community.	High	Ongoing	Community and Economic Development
ED 13.	**Film production.** Coordinate with the Monterey Film Commission, the California Film Commission, CSUMB, and local K-12 schools to market sites in Seaside for film production.	Low	Ongoing	Community and Economic Development
ED 14.	**Coastal signage program.** Adopt a public access/directional and interpretive sign program in accordance with Local Coastal Plan policies PAR-CZ 1.1.C. and PAR-LG 1.1.B.i. that provides residents and visitors with informational signs identifying the location of the Monterey Bay and California Coastal Trail alignments within Seaside.	Medium	Short	Planning, Public Works
ED 15.	**Commercial recreational facility.** Attract the development of a large-scale commercial recreational facility to serve residents and tourists.	Medium	Medium	Community and Economic Development
ED 16.	**Shovel-ready inventory.** Consult with private property owners and identify City-owned parcels (including those in the Long-Range Property Management Plan) to create a current list of parcels suitable and ready for development.	High	Short	Planning, Community and Economic Development
ED 17.	**Infrastructure and utility provision for shovel-ready sites.** Provide shovel-ready sites with necessary infrastructure and utility services to ensure efficient development.	Medium	Ongoing	Planning, Public Works
ED 18.	**Market shovel-ready properties.** Establish a marketing program to advertise shovel-ready opportunity sites to the development community.	High	Short	Community and Economic Development
ED 19.	**Enhanced Infrastructure Financing Districts & Community Revitalization Investment Authorities.** Continue to support development of an Enhanced Infrastructure Financing District(s), Community Revitalization Investment Authorities, and other financing opportunities as they arise to support the funding of long-term, more costly infrastructure improvements and associated revitalization efforts.	Medium	Ongoing	Community and Economic Development
ED 20.	**Enhanced economic development utilities rate.** Work with the California Public Utilities Commission, PG&E, and other utility companies to establish an Enhanced Economic Development Utility Rate and accompanying program that provides discounted utility rates to attract, expand, and retain qualifying businesses.	Low	Medium	Community and Economic Development
ED 21.	**Crowdfunding and tactical urbanism.** Develop a program aimed to support the funding and/or provision of short-term, low cost infrastructure improvements through the use of "crowdfunding" platforms, such as "KickStarter", and tactical urbanism techniques, such as parklets.	Medium	Short	Planning, Community and Economic Development
ED 22.	**Advanced and sustainable industry workforce training.** Coordinate with applicable entities to identify or create training and placement programs in targeted industries including advanced manufacturing, applied robotics, agriculture technology, cannabis testing and research, computer hardware, software, data services, legal services, and telecommunications.	High	Medium	Community and Economic Development

ED 23.	**Provide information for financing assistance to businesses.** Develop and advertise programs that assist firms proposing substantial new job creation to access SBA and State and local development funds.	High	Ongoing	Community and Economic Development
ED 24.	**Workforce training.** Conduct an inventory of workforce training needs of businesses in Seaside and coordinate with regional partners, and other regional institutions of higher learning to identify or create suitable training programs, and help coordinate training resources in the County.	Medium	Medium	Community and Economic Development
ED 25.	**Public-private partnerships.** Support the use of public-private partnerships to foster job growth and vocational training, including partnerships used or planned by major public entities in Seaside such as with CSUMB and the US Defense Department.	Medium	Ongoing	Community and Economic Development
ED 26.	**Regional institutes of higher learning/City of Seaside Economic Strategic Plan.** Coordinate with CSUMB and other regional institutes of higher learning to develop a joint Economic Development Strategic Plan focused on enhancing "town-gown" relationships and coordinating planning efforts as part of the Economic Development Strategic Plan. Ensure that the joint Strategic Plan addresses the following: • Partnerships between the City, the CSUMB Institute for Innovation and Economic Development, and the UCSC Center for Innovation and Entrepreneurial Development to support entrepreneurship and to bring emerging spinoffs and startups to Seaside; • Partnerships between the City and appropriate technology transfer offices of regional institutes of higher learning to support transfer of knowledge and technology to emerging spinoffs and start-ups; • Measures the City may take to facilitate the formation of emerging spinoffs and start-ups, such as assistance navigating the City's permit process, expedited project review, and assistance in finding appropriate locations/spaces in Seaside; and • Internships and apprentice programs to connect students from regional institutes of higher learning with full-time employment opportunities in Seaside.	Low	Ongoing	Planning
ED 27.	**Define and develop Missing Middle housing.** Conduct an analysis of employee inflow/outflow, median housing prices, median area incomes, other demographic/housing variables, and urban form to define appropriate Missing Middle housing types for Seaside. Encourage the development of appropriate Missing Middle housing types through zoning standards, development review procedures, and appropriately structured fees that encourage Missing Middle units.	High	Short	Community and Economic Development

Table 25: Housing Programs

	Description	Priority	Time Frame	Responsibility
H 1.	**Code Enforcement/Neighborhood Improvement Coordination:** • Continue to implement the Neighborhood Improvement Program and focus code enforcement efforts in the target areas with concentrated issues of code violations. • Conduct periodic housing conditions surveys in targeted neighborhoods. • Pursue funding available at the state and federal levels to assist in code corrections and residential rehabilitation (see also Program 3).	High	Ongoing	Community Development, Building and Code Enforcement Division, Police, Fire, Monterey County Health department, Neighborhood Associations, NIPC
H 2.	**Abandoned Residential Property Registration.** Continue to implement program and utilize the Code Enforcement team to ensure compliance with the ordinance.	High	Ongoing	Community Development, Building and Code Enforcement, Fire
H 3.	**Acquisition/Rehabilitation:** • Partner with nonprofits to acquire and rehabilitate deteriorating multifamily housing units, including military housing. Also, deed restrict affordable housing for lower income households and persons with special needs. • Pursue funding available at the State and federal levels to assist in rehabilitation of rental and ownership housing.	High	Short	Community and Economic Development, Planning
H 4.	**Resource Conservation:** • Review proposed developments for solar access, site design techniques, and use of landscaping that can increase energy efficiency and reduce lifetime energy costs without significantly increasing housing production costs. • Provide information on energy conservation and financial incentives (e.g., tax credit, utility rebates, etc.) on the City's web site.	High	Short	Community Development, Planning, Building and Code Enforcement
H 5.	**Adequate Sites for RHNA:** • Monitor and update the City's residential sites inventory annually to ensure that adequate capacity is available to accommodate the City's remaining RHNA of 147 units for this planning period (90 very low income and 57 low income units). • Provide the residential sites inventory to interested developers. • Pursue development of future growth areas and future specific plan areas through specific or master planning techniques. Ensure that residential development is considered in these areas to accommodate the appropriate mix of future housing needs in the community.	High	Short	Community and Economic Development, Planning

H 6.	**Monitoring of Residential Capacity:** • Develop and implement an evaluation procedure pursuant to Government Code Section 65863. • Monitor and report through the HCD annual report process. • If additional sites (such as through master planning in the future growth areas or future specific plan areas) are required to replenish the sites inventory for meeting the RHNA shortfall, the sites shall be adequate in size to accommodate at least 16 units per site at a minimum density of 20 units per acre, and shall be rezoned within two years.	High	Short	Community and Economic Development, Planning
H 7.	**Lot Consolidation:** • Encourage lot consolidation by assisting interested developers in identifying sites with consolidation potential. • By 2018, as part of the comprehensive update to the Zoning Ordinance to implement the General Plan, develop mechanisms and incentives to encourage lot consolidation. Incentives to be considered may include increased density or Floor Area Ratio, height limit, reduced parking requirements, and/or streamlined processing of lot consolidation applications, etc. • Promote lot consolidation incentives to property owners and developers. • Require the merger of contiguous substandard lots of record when a property is developed or redeveloped.	High	Short	Community and Economic Development, Planning
H 8.	**Accessory Dwelling Units (ADU).** As part of the comprehensive update to the Zoning Ordinance, address the provision of ADUs consistent with State law.	High	Short	Community and Economic Development, Planning
H 9.	**Homebuyer Assistance.** By 2018, establish links to CalHFA programs on City website promoting resources available to first-time homebuyers.	High	Short	Community and Economic Development, Planning
H 10.	**Housing Choice Voucher Program:** • Support HAMC's efforts to pursue additional funds and petition for higher payment standards. • Link to the HAMC program on the City's website.	High	Ongoing	Community and Economic Development, Planning, HAMC
H 11.	**Preservation of Publicly Assisted Low Income Housing:** • **Monitor Units at Risk:** Keep in regular contact with the owner of Hannon Apartments to determine the status of that building. The City will also ensure that no affordable rental unit is allowed to convert to a condominium without meeting the requirements of the City's adopted condominium conversion ordinance in Chapter 17.42 of the Zoning Ordinance. • **Provide Tenant Education:** If the owner of Hannon Apartments files a Notice of Intent to opt out of affordability covenants, the City will work with tenants to inform them of their rights under federal and State regulations.	High	Ongoing	Community and Economic Development, Planning, HAMC

	• **Work with Potential Priority Purchasers:** Maintain regular contact with the Housing Authority of Monterey County and other non-profit agencies with the capacity to purchase and maintain at-risk units.			

H 12.	**Affordable Housing Development:**
	• By 2018 as part of the comprehensive update to the Zoning Ordinance, establish appropriate development standards and incentives to facilitate mixed use developments and residential development in mixed use neighborhoods. Specifically, in addition to the State-mandated density bonus, the City may consider other incentives and concessions, such as:
	  • Increased lot coverage,
	  • Reduced setback requirements,
	  • Reduced parking requirements,
	  • Increased permissible building heights
	• Contact affordable housing developers to promote new opportunities and incentives for affordable housing development in the City.
	• Facilitate the development of 50 affordable housing units for lower income households, including extremely low income.
	• Consider an ordinance to regulate short-term rentals.
		High	Short	Community and Economic Development, Planning

H 13.	**Inclusionary Housing Program:** • Continue to implement the Inclusionary Housing program. • Annually monitor development trends and market conditions to assess the effectiveness of the Inclusionary Housing program.	High	Ongoing	Community and Economic Development, Planning
H 14.	**Affordable Attached Single Family Unit.** By 2018, as part of the comprehensive update to the Zoning Ordinance, provide consistent treatment for market-rate and affordable attached single family homes.	High	Short	Community and Economic Development, Planning
H 15.	**Adequate Water Supply for the Development of New Housing:** • Support efforts by the MPWMD to expand the water supply with new water sources being earmarked for development. • Continue to work to have the MPWMD and MCWD reverse its policy decision of prohibiting the transfer of water credits from one property to another. • Continue to work with MPWMP and MCD to develop water conservation methods (e.g., low flow fixtures, instant hot water heaters, cisterns/rain gardens) to augment water for new development projects. • Seek to provide water for affordable housing within larger, mixed use developments a larger residential subdivisions and provide water as an incentive for development which includes additional affordable housing as a density bonus request.	High	Ongoing	Community and Economic Development, Planning, MPMD, MCWD

H 16.	**Housing for Extremely Low Income and Special Needs Households:** • **Emergency Shelters.** Define emergency shelters consistent with State law. Permit emergency shelters by right in the Mixed Use Low, Mixed Use High, and Residential High, and/or Employment areas via a non-discretionary administrative procedure. Establish development and performance standards for emergency shelters that will be equivalent to similar uses in the same zone. • **Transitional and Supportive Housing.** Amend the Zoning Ordinance to define transitional and supportive housing pursuant to California Government Code and to permit such housing in all zones where residential uses are permitted, subject to the same development standards and permitting processes as the same type of housing in the same zone. • **Reasonable Accommodations.** Amend the reasonable accommodation procedure to provide flexibility in the planning application and development regulations for disabled residents via an administrative procedure. The procedure will specify eligibility, standards and regulations covered by the reasonable accommodation procedure, and extent of relaxation provided.	High	Short	Community and Economic Development, Planning
H 17.	**Fair Housing Services:** • Coordinate with the HAMC to provide brochures and other pertinent fair housing materials in English and Spanish at City Hall, the library, the Post Office, Oldemeyer Center, and at the public counter. • By 2019, conduct an Assessment of Fair Housing to identified impediments and opportunities for promoting fair housing.	High	Short	Community and Economic Development, HAMC

Table 26: Mobility Programs

	Description	Priority	Time Frame	Responsibility
M 1.	**Vision Zero Action Plan.** Prepare a Vision Zero Action Plan that sets forth goals and targets to reduce car crash deaths and collisions, including active transportation and street design strategies, safe routes to school, and multi-modal transit initiatives. The plan should also include an analysis of unsafe pedestrian and cycling areas, provisions for sidewalk safety, and bike parking standards.	High	Medium	Public Works, Police, Fire
M 2.	**Bicycle Master Plan consistency.** Revise the Bicycle Master Plan and make changes to ensure consistency with the General Plan.	High	Short	Planning, Public Works
M 3.	**Parking standards consistency.** Revise the Zoning Ordinance requirements for off-street parking to ensure consistency with the General Plan.	High	Short	Planning
M 4.	**Pedestrian Master Plan.** Develop a citywide Pedestrian Master Plan or incorporate a pedestrian element into the Bicycle Master Plan update (i.e., would become a Bicycle & Pedestrian Master Plan) to identify recommended improvements in each of the Pedestrian Improvement Focus Areas.	High	Short	Planning, Public Works
M 5.	**Transportation impact criteria.** Revise the Seaside transportation significance criteria for projects subject to CEQA, including adoption of a vehicle miles travelled (VMT) threshold.	High	Short	Public Works
M 6.	**Transportation Impact Fee and Nexus Study.** Conduct a nexus study as a basis for a transportation impact fee (TIF) program update.	High	Short	Planning
M 7.	**Dedicate City staff for Complete Streets and Safe Routes to School projects.** Allocate additional staff resources to manage, implement and pursue funding for Complete Street projects, including the submittal of grant applications for bikeway, pedestrian and Safe Routes to School (SRTS) funding.	High	Ongoing	Public Works

Table 27: Parks, Conservation, and Open Space Programs

	Description	Priority	Time Frame	Responsibility
POS 1.	**Tree Preservation Ordinance.** Adopt an ordinance specifically addressing the preservation of oak trees. At a minimum, this ordinance shall include restrictions for the removal of oaks of a certain size, permit requirements for removing oaks of the size defined, and specifications for relocation or replacement of oaks removed.	High	Short	Planning
POS 2.	**Habitat Management Plan.** Implement the Installation-wide Habitat Management Plan for Fort Ord areas within Seaside's jurisdiction in conformance with its resource conservation and habitat management requirements and with the guidance provided in the HMP Implementing/Management Agreement.	High	Ongoing	Planning
POS 3.	**Fort Ord Regional Habitat Cooperative.** Be a cooperative member of the Fort Ord Regional Habitat Cooperative (Joint Powers Authority), and coordinate with FORA and the other cooperating members to finalize the HCP Plan and Implementing Agreement.	High	Short	Planning
POS 4.	**Dark Sky Lighting Ordinance.** Prepare a Dark Sky Ordinance to regulate outdoor lighting through the adoption of comprehensive citywide outdoor lighting standards.	Medium	Medium	Planning
POS 5.	**Cultural Resource Sensitivity Map.** Develop a Cultural Resource Sensitivity Map based upon field and literature surveys identifying the locations of known cultural resources and areas of archaeological sensitivity within the City and its Sphere of Influence.	Medium	Short	Planning, Public Works
POS 6.	**Cultural/Historic Database.** Establish and maintain an archaeological and historic resources database.	Low	Ongoing	Planning, Public Works, Art and History Commission
POS 7.	**Wayfinding program.** Implement a wayfinding and signage program to improve visibility to key City parks, the National Monument, Seaside Beach, and the State Dunes Beach.	Medium	Short	Public Works, Planning, Recreation Services
POS 8.	**Joint use with CSUMB.** Strive to establish a formal joint use agreement with CSUMB allowing Seaside residents to use campus sports and recreation facilities.	Medium	Short	Public Works, Planning, Recreation Services
POS 9.	**Joint use with US Army.** Strive to establish a formal joint use agreement with the US Army allowing Seaside residents to use publicly-accessible parks and open spaces.	Medium	Short	Public Works, Planning, Recreation Services

Table 28: Healthy and Sustainable Communities Programs

	Description	Priority	Time Frame	Responsibility
HSC 1.	**Health Resources Inventory.** Develop an inventory of health resources in the City in cooperation with the Monterey County Department of Public Health.	Medium	Short	Planning
HSC 2.	**Healthy Food Choices.** Develop a plan to attract more healthy food choices to the residents of the city. The plan should strategically consider location and expansion of new and existing businesses to promote access to healthy food choices throughout the city.	Medium	Long	Planning
HSC 3.	**Greenhouse gas inventory.** Prepare a revised greenhouse gas inventory on regular 3-year cycles.	Medium	Ongoing	Planning, Engineering
HSC 4.	**Climate Action Plan.** Prepare a Climate Action Plan that establishes greenhouse gas reduction targets in alignment with State targets. Specify energy, water, transportation, and other actions necessary to meet those targets.	Medium	Long	Planning, Engineering
HSC 5.	**Climate Adaptation Plan.** Develop a Climate Adaptation Plan to identify Seaside's most significant potential climate change risks and vulnerabilities in order to create a framework for decision makers to build a more resilient and sustainable community. The Climate Adaptation Plan shall include a vulnerability assessment, adaptation strategy, and plan maintenance as addressed in the Health and Sustainable Community Element. Special focus should be provided related to sea level rise and coastal flooding, drought, extreme heat, and wildfire risk.	High	Long	Planning, Engineering
HSC 6.	**Zoning and implementation ordinances.** Regularly review and update zoning and building codes to enable innovative sustainability measures, including implementation of the following: • Greywater capture and reuse systems • On-site bioretention-based stormwater facilities • Wind generation on residential and commercial buildings • Electric vehicle infrastructure requirements • Establish green building performance standards • Design standards that promote healthy food and activity choices, including sidewalks, safe routes to schools, and access to parks and open space.	High	Short	Planning
HSC 7.	**Educational materials.** Produce a City resource guide for commercial and residential solar and wind installation, including information on state and local regulations, incentives, and other third-party programs.	Medium	Ongoing	Planning, Building and Code Enforcement

HSC 8.	**Monterey Bay Community Power.** Annually review the progress of the Monterey Bay Community Power region-wide collaborative partnership progress in funding renewable energy projects and reducing carbon-based emissions.	High	Ongoing	Planning, Engineering
HSC 9.	**Information Campaign.** Promote significant benefits of quality early childhood education to community members, employers, businesses and developers through social marketing campaigns.	Medium	Ongoing	Planning, Community and Economic Development
HSC 10.	**Licensed Childcare Providers.** Work with local institutions of higher education and the Child Care Resource & Referral agency to coordinate and expand professional development pathways for residents to become licensed childcare providers.	Medium	Short	Planning, Community and Economic Development
HSC 11.	**Child care needs assessment.** The City will work with local institutions, including the Monterey County Health Department and Monterey Unified School District, to assess child care needs and will work with local organizations and institutions, where feasible, to implement programs to address childcare shortfalls.	High	Ongoing	Planning, Community and Economic Development
HSC 12.	**Enrichment Programs.** Partner with local institutions, including the Monterey Peninsula Unified School District and Monterey County Free Libraries, and other public and private organizations to maintain and enhance existing extended learning opportunities through after-school enrichment programs, summer boost programs, school breaks, and weekends for all children.	High	Short	Planning, Community and Economic Development

Table 29: Utility Infrastructure

	Description	Priority	Time Frame	Responsibility
CFI 1.	**Plan Consistency.** Following adoption of the General Plan, review the existing, adopted Specific Plans, and the Local Coastal Plan (LCP) and the LCP Implementation Plan, and make changes to ensure consistency with the General Plan.	High	Short	Planning
CFI 2.	**City Ordinances.** Update the existing City code and ordinances to reflect current requirements and GP policies for water, sewer, and storm drainage requirements and policies.	High	Short	Planning, Public Works
CFI 3.	**Water System Master Plan and Rate Study.** Revise the Water System Master Plan based on current requirements and policy.	Medium	Ongoing	Seaside Municipal Water Supply
CFI 4.	**Cal-Am and MCWD Water Supplies.** Support regional efforts to develop new water supplies for Cal-Am and MCWD to ensure water supply for both existing and proposed uses within the City.	High	Short	Public Works, Planning
CFI 5.	**Seaside Municipal Water Supply (SMWS) Water Supply.** Work with regional partners (Cal-Am, MCWD, MRWPCA, and/or MPWMD) to ensure new water supplies are obtained for SMWS to meet its long-term needs.	High	Short	SMWS, Planning
CFI 6.	**MRSWMP Participation.** Continue to participate in the Monterey Regional Stormwater Management Program (MRSWMP).	Medium	Ongoing	Public Works
CFI 7.	**Stormwater Development Standards.** Develop a guidance document to clarify stormwater requirements specific to the Coastal Zone, the former Fort Ord, and any requirements which the City may have over-and-above the MRSWMP requirements.	High	Short	Public Works
CFI 8.	**Stormwater Master Plan.** Update the 2013 Draft Stormwater Master Plan to reflect current and upcoming permit requirements and resulting capital expenditures.	Medium	Ongoing	Public Works
CFI 9.	**Stormwater Utility Fee.** Implement a Stormwater Utility Fee.	High	Short	Public Works
CFI 10.	**Water priorities.** Establish priorities for water allocation in order to catalyze investment in key areas of the City, such as Downtown (West Broadway Urban Village Specific Plan area) and Fremont Boulevard.	High	Ongoing	Public Works, Planning

Table 30: Safety Element Programs

	Description	Priority	Time Frame	Responsibility
S 1.	**California Building Codes.** As new versions of the California Building Standards Code (CCR Title 24, published triennially) are released, adopt and enforce the most recent codes. Specifically, to minimize damage from earthquakes and other geologic activity, implement the most recent State and seismic requirements for structural design of new development and redevelopment.	Medium	Ongoing	Public Works, Building and Code
S 2.	**Develop City Standards and Guidelines.** The City shall develop standards and guidelines and require their use in new construction to provide the greatest possible protection for human life and property in areas where there is a high risk of seismic or geologic hazard occurrence. This could include requirements for geotechnical reports and seismic safety plans and setbacks for new construction, among others.	Medium	Short	Building and Code Enforcement, Planning
S 3.	**Flood Inundation Map.** Partner with the USGS to develop a flood inundation map to identify areas prone to localized flooding in Seaside.	Medium	Short	Public Works, Planning
S 4	**Fire Code.** Adopt the most recent Uniform Fire Code provisions and appropriate amendments.	Medium	Ongoing	Fire, Building and Code Enforcement
S 5.	**Fire Preventative Measures.** Develop fire prevention measures in wildland-urban interface areas to reduce wildfire hazards, in cooperation with Fort Ord jurisdictions and the surrounding communities' fire protection agencies.	Medium	Ongoing	Fire, Planning
S 6.	**Remediation of Hazardous and Toxic Materials.** Work closely with regional and federal partners on former Fort Ord remediation. Perform timely reviews of the implementation progress and maintain a public record of property locations which contain hazardous materials, including a timetable for and the extent of remediation to be expected.	High	Ongoing	Planning
S 7.	**Hazardous Materials Management.** For the use of former Fort Ord lands, the City shall assess the use of hazardous materials as part of its environmental review and/or include approval, and development of a hazardous management and disposal plan as a condition of project, subject to review by the County Environmental Health Department.	High	Ongoing	Building and Code Enforcement, Fire
S 8.	**Emergency Preparedness Plan.** Prepare an Emergency Preparedness Plan for disaster planning and guidance in responding to emergencies.	High	Ongoing	Fire
S 9.	**Emergency Response Training Sessions.** Hold annual training sessions for staff and the public to educate all residents and businesses about emergency response procedures, evacuation routes, and locations of critical facilities.	Medium	Ongoing	Fire

Table 31: Noise Programs

	Description	Priority	Time Frame	Responsibility
N 1.	**Requirement for Acoustical Studies.** Amend development application requires so that prior to accepting development applications as complete, projects complete acoustical studies prepared by qualified professionals for all new development that is: • Proposed in the City's jurisdiction that could result in noise environments above Zone A of Table 19, (normally acceptable noise ranges), including any proposed development located within a 60dBA CNEL or higher noise contour, as shown in Figure 61, Future Noise Contours. • Proposed in the Fort Ord Planning Area that could result in noise environments above noise range I (normally acceptable ranges), as shown in Table 20. Acoustical studies shall identify mitigation measures that would be required to comply with the noise guidelines in Table 19 and Table 20 to ensure that existing or proposed uses will not be adversely affected.	High	Ongoing	Planning
N 2.	**Update the City's Noise Ordinance.** Provide development standards and project design guidelines that include a variety of mitigation measures that can be applied to meet City standards. Additionally, the City shall update the City's Noise Ordinance for application in the former Fort Ord, including adopting land use compatibility criteria for exterior community noise, shown in Table 4.5-3 of the FORA Base Reuse Plan Conservation Element; and incorporating the performance standards shown in Table 4.5-4 of the FORA Base Reuse Plan Conservation Element to control noise from non-transportation sources, including construction noise.	High	Short	Planning
N 3.	**Construction Noise Limits.** Review the hours of allowed construction activity to ensure they effectively lead to compliance within the limits (maximum noise levels, hours and days of allowed activity) established in the City's noise regulations (Title 24 California Code of Regulations, Zoning Ordinance, and Chapter 21A of the Municipal Code).	Medium	Ongoing	Planning

Physical Improvements

The table below identifies physical improvements to implement the General Plan's vision and policies, organized by Plan Chapter. Physical improvements are consistent with each chapter's goals and policies, though not every chapter has associated physical improvements.

Table 32: Mobility Physical Improvements

	Description	Priority	Time Frame	Responsibility
M 1.	**West Broadway Complete Streets.** Construct the street improvements on Broadway Avenue, between Del Monte and Fremont Boulevards, identified in the West Broadway Specific Plan: • Widen sidewalks to 15 feet. • Install bicycle lanes. • Reduce motor vehicle lanes to one through lane per direction.	High	Short	Public Works
M 2.	**High-Priority Crossing Improvements.** Install intersection-specific crossing improvements to reduce the rate of collisions at the following intersections: • Hilby Avenue & Fremont Boulevard: Install pedestrian crossing enhancements to reduce the rate of pedestrian collisions. • Del Monte Avenue & Canyon del Rey Boulevard: Install high-visibility bicycle lane or sharrow treatments to reduce the rate of bicycle collisions.	High	Short	Public Works
M 3.	**Noche Buena Safe Routes to School & Traffic Calming Improvements.** Plan, design, and install pedestrian improvements along the Noche Buena Avenue corridor that connects Seaside High School with Del Rey Woods Elementary School. Include traffic calming measures on segments not served by MST JAZZ service (north of Playa Avenue and south of Hilby Avenue). Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs), or sooner as a standalone project.	High	Short	Public Works
M 4.	**East Broadway Complete Streets.** Construct "complete street" improvements on Broadway Avenue, between Fremont and General Jim Boulevards, as identified in the 2040 General Plan Mobility Element to include: • Reduce motor vehicle lanes to one through lane per direction to allow for bicycle lanes and wider sidewalks. • Widen sidewalks to 15 feet between Fremont Blvd & Noche Buena Ave. • Provide bulbouts at most crosswalks to reduce crossing distances. • Provide transit stop amenities at MST JAZZ stops located on East Broadway.	High	Short	Public Works

M 5.	**Fremont Boulevard Complete Streets Corridor.** Construct street improvements on Fremont Boulevard, as identified in the Seaside 2040 Mobility Element to include: • Install bicycle lanes in both directions. • Reduce to one southbound through lane for motor vehicles to allow for a reduction in pedestrian crossing distances, wider bicycle lanes. • Coordinate signals to reduce delays to all travel modes. • Provide transit stop amenities at MST JAZZ stops. Consider the provision of transit signal pre-emption, and bus queue-jump lanes at some locations, to reduce delays to MST JAZZ service on Fremont Boulevard.	High	Ongoing	Planning, Engineering
M 6.	**LaSalle Avenue Safe Routes to School & Traffic Calming Improvements.** Plan, design and install pedestrian improvements along the LaSalle Avenue, from Del Monte Boulevard to Old Terrace Elementary School. Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs).	High	Medium	Public Works
M 7.	**FORTAG Trail.** Construct the FORTAG trail. Add wayfinding, viewing platforms, seating, and other amenities. Connect the FORTAG trail to the circulation network at Broadway Avenue, Hilby Avenue, San Pablo Avenue, Eucalyptus Road, and under Highway 1.	High	Medium	Public Works
M 8.	**Coastal Access Pedestrian Improvement Focus Area Design.** pursue funding for, and construct pedestrian improvements between Oldemeyer Center and the coastline.	High	Medium	Public Works, Caltrans
M 9.	**Bicycle Boulevards.** Design, pursue funding for, and construct bicycle boulevards to connect Seaside neighborhoods and schools as identified in the Mobility Element.	High	Medium	Public Works
M 10.	**Del Monte Boulevard Complete Streets Corridor.** North of Broadway: reduce to one northbound through lane for motor vehicles (concurrent with elimination of one southbound lane on Fremont Boulevard) to allow for bicycle lanes (without requiring removal of on-street parking), and reduced pedestrian distances. Coordinate signals for southbound travel.	High	Medium	Public Works
M 11.	**Seaside East: Complete Streets Network & Pedestrian Improvement Focus Area improvements.** Construct the complete street improvements to serve Seaside East concurrent with, and primarily funded by, new development in Seaside East.	High	Ongoing	Community and Economic Development, Public Works

M 12.	**Campus Town Complete Streets Network & Pedestrian Improvement Focus Area.** Construct the complete street improvements to serve Campus Town, concurrent with, and primarily funded by, new development.	High	Ongoing	Community and Economic Development, Public Works
M 13.	**Seaside Transit Station.** Continue to support efforts aimed at providing regional rail or bus rapid transit (BRT) service that would include the planned Seaside Transit Station on Del Monte Boulevard at the western end of Broadway Avenue.	High	Medium to Long	Public Works, TAMC
M 14.	**Citywide Bikeway Network Completion.** Complete installation of the entire planned citywide network of Class II bicycle lane, Class III-E Bicycle Boulevard and Class IV Exclusive Bikeway segments by 2030.	High	Medium to Long	Public Works
M 15.	**Highway 1 – Redesign of Franklin Boulevard Interchange.** Continue to pursue the planned, but unfunded, redesign of the Highway 1 interchange with Franklin Boulevard.	Medium	Long	Public Works, Caltrans
M 16.	**Roundabouts.** Consider installation of roundabouts to reduce speeds on General Jim Boulevard and at other locations as shown on the 2040 Roadway Network map, subject to available funding.	Low	Long	Public Works
M 17.	**New Highway 1 Interchange to/from Monterey Road.** Collaborate with Caltrans and TAMC to pursue implementation of the proposed additional Highway 1 interchange to/from Monterey Road, subject to available funding.	Low	Long	Public Works, TAMC, Caltrans
M 18	**Visibility Improvement of Crosswalks.** Improve safety at crosswalks where paint has faded	Medium	Ongoing	Public Works

Table 33: Parks, Open Space, and Conservation Physical Improvements

	Description	Priority	Time Frame	Responsibility
POS 1.	**Seaside East Regional Park.** Build approximately 50 acres of commercial recreational open space and parks in Seaside East, as identified in the Base Reuse Plan.	High	Medium	Public Works
POS 2.	**FORTAG. Connect the FORTAG trail.** Add wayfinding, viewing platforms, seating, and other amenities. Connect the FORTAG trail to the circulation network and consider place making opportunities.	High	Medium	TAMC
POS 3.	**Parks in Existing Seaside Neighborhoods.** Create new parks within existing Seaside Neighborhoods as funds and opportunities are available	Medium	Long	Public Works
POS 4.	**Parks in existing Seaside neighborhoods.** Create new parks within existing Seaside neighborhoods, as identified in the West Broadway Urban Village Specific Plan, the Parks Master Plan, and north of East Broadway (as funds are available).	High	Long	Public Works

Table 34: Infrastructure Physical Improvements

	Description	Priority	Time Frame	Responsibility
CFI 1.	**Capital Improvement Projects.** Implement capital improvement projects identified in the Water System Master Plan.	Medium	Ongoing	Public Works
CFI 2.	**Water Supply.** Modify the SMWS system to allow new supplies developed in conjunction with regional partners (Cal-Am, MCWD, MRWPCA, and/or MPWMD) to be transmitted and connected to the SMWS system.	High	Short	Public Works
CFI 3.	**Short-Term (Priority) Storm Drainage Projects.** Implement near-term capital improvement projects identified in the Stormwater Master Plan.	High	Short	Public Works
CFI 4.	**Long-Term Storm Drainage Projects.** Implement medium- and long-term capital improvement projects identified in the Stormwater Master Plan.	Medium	Medium/ Long	Public Works

Notes

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[25] Ibid.

[26] U.S. Census 2014 1-Year American Community Survey

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