





chapter two

VISION AND GUIDING PRINCIPLES

This chapter describes the vision laid out by the community for Seaside for the next 20 to 30 years. The Vision, Guiding Principles, and supporting strategies presented lay the groundwork for the future development of the City. Extensive community engagement shaped the vision and guiding principles.

Vision

Seaside is a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities. The City of Seaside is socially just and culturally rich with healthy neighborhoods. Seaside is a thriving community in which people can live, work, shop, and play in a beautiful coastal setting. People are attracted to the City's small-town character, social diversity, cultural identity, rich history, and abundant natural resources and open space networks. The City is welcoming of all people and strives to be a diverse, peaceful, healthy, and balanced community on the Monterey Peninsula.

Seaside is economically diverse and prosperous with new innovative industries and strong local businesses with a vibrant downtown that attracts residents and visitors to the Peninsula. New development on former Fort Ord

lands supports the regional economy, capitalizes on proximity to California State University of Monterey Bay (CSUMB), and provides benefits for all the City's residents. Seaside offers education and training for youth – the next generation of City leaders – and adults, and support of high-quality job placement opportunities for all residents.

Seaside is a community with thoughtful, planned growth and well-designed neighborhoods that respect and complement the natural environment. A variety of housing, recreational, and economic development opportunities are available that clearly identify Seaside as a destination on the Monterey Peninsula with access to regional-serving employment, CSUMB and the Fort Ord National Monument. A multimodal transportation system supports land uses and mobility for all residents.



Community meeting #4.

Guiding Principles

In order to achieve the realization of the vision for Seaside, the City will focus on the following guiding principles:

1. An Inclusive City for All

Seaside honors diversity, embracing the City's history as a place where everyone can thrive, regardless of race, class, income, age, culture, or sexual orientation. The people of Seaside value the diversity of our community and that everyone has the opportunity to participate in City government.

2. One City

Seaside weaves together existing Seaside neighborhoods with military housing areas and new neighborhoods and employment districts on former Fort Ord lands to create a single, identifiable City on the Peninsula. New neighborhoods grow incrementally over time, connect to the existing circulation network, and relate physically and architecturally to adjacent neighborhoods.

3. A Destination

Seaside is a regional destination for culture, business, economic opportunity, education, and recreation on the Peninsula. The City is home to small, unique businesses, music and cultural events, CSUMB and educational institutions, corporations, and the Fort Ord National Monument. The City encourages housing, services, and amenities that serve the Fort Ord National Monument and Dunes State Park visitors as well as CSUMB students and faculty.

4. A City where Economic Prosperity Is Shared by All

Seaside's diverse economy allows prosperity to be shared by all residents. Residents have access to educational and training opportunities to overcome employment barriers. A highly-trained and skilled workforce helps attract new businesses to the City.



Transportation alternatives at community meeting #4.

5. An Economically Diverse City

Seaside leverages its unique Peninsula location, proximity to CSUMB, and the former Fort Ord lands to create new job opportunities and support a range of economic sectors. The City supports small, local businesses and start-up entrepreneurs.

6. A City that Celebrates and Learns from its History

Seaside connects residents and visitors to its unique past as a center of the Civil Rights movement and as the home of former Fort Ord, the first integrated military base in the country. The City's rich and complex history of civil rights helps define Seaside's path forward.

7. A City with a Downtown

West Broadway is the heart of the City, creating a vibrant, walkable downtown with high-quality streetscape design, community gathering spaces, and buildings that support pedestrian comfort and safety.

8. A City with Distinct and Complete Neighborhoods

Seaside's new and existing neighborhoods have distinct identities that help to distinguish them and nurture a sense of pride and belonging among residents. Neighborhoods have housing, amenities, and parks and recreational uses. They are clean, attractive, and beautiful.

9. A City with a Range of Housing Options

Safe and healthy housing options meet the needs for multiple generations and incomes. Seaside provides a variety of housing types to serve a broad and diverse community of new and existing residents, allowing people and families to transition from one housing type to another as their needs change over time, socially and economically.

10. A City with Affordable Housing

Seaside preserves and expands the supply of affordable housing opportunities for current and future residents. When sites are redeveloped, there is no net loss of affordable housing. The impacts of displacement for residents during redevelopment are minimized.

11. An Active City

The City provides high-quality, safe community and recreational facilities, parks, and open spaces to meet recreational and social needs of youth and adults. Seaside residents, workers, and visitors have the opportunity to participate in a broad range of recreational and sports activities.

12. A Healthy City

Seaside makes decisions to support the physical and mental health of its residents. The City improves access to healthy food, limits pollution, and increases access to health, mental health, and preventive care services.



Small group discussion at community meeting #5.



Interactive exercises from community meeting #2.

13. A City with a Focus on Active Transportation

Seaside supports a multi-modal transportation network that enhances neighborhood connectivity and provides opportunities for active transportation and complete streets. New pedestrian and bicycle connections and programs will make it easier, more comfortable, and safer for residents, workers, and visitors to meet their daily needs and access regional destinations, such as the Fort Ord National Monument, Fort Ord Dunes State Park, Seaside Beach, CSUMB, and adjacent communities.

14. A Safe City

Seaside promotes safe neighborhoods free from violence and crime that have a trusting, collaborative relationship between law enforcement and residents. The City fosters safe neighborhoods through good community and environmental design that promotes a mix of uses and active streets.

15. A Creative City

Seaside embraces the creative culture and the artistic pursuits of our diverse community by cultivating their talents and expertise. The City continues to support cultural events and parades that promote the cultural diversity and ecological sustainability ideals.

16. A Sustainable, Resilient City

Seaside supports innovative programs and policies for environmental sustainability and climate change. The City uses cleaner energy, conserves water, and reduces greenhouse gas emissions to increase community awareness and resiliency to climate change. These efforts also provide additional co-benefits for the community, including increased public safety, reduced greenhouse gas emissions, and greater economic stability.

17. An Environmentally-Sensitive City

Seaside stewards natural resources and habitat in the City and former Fort Ord lands. New development uses land efficiently to protect sensitive areas. Native trees are maintained and protected, when feasible.

18. A Responsible, Transparent, and Responsive City

Seaside is a Peninsula leader by actively working towards its vision, monitoring its actions, and adjusting course. Seaside conducts business in an open and transparent way that encourages everyone to participate. The City works with residents and organizations to achieve its vision.



Community engagement in Seaside.

Major Strategies

The Seaside 2040 Plan has identified a series of major strategies and physical improvements that should occur over the next 20 to 30 years. The strategies include neighborhood enhancement strategies, including addressing parking and circulation issues, to long-term transformations of different areas of the City, including Downtown Seaside, Campus Town, and Seaside East, as illustrated in Figure 2. The major strategies are listed below.

1. Create a vibrant Downtown Seaside

Seaside has lacked a traditional Downtown that serves as an anchor for residents and visitors. The General Plan and West Broadway Urban Village Specific Plan envision a walkable, pedestrian-oriented streetscape with buildings placed close to the sidewalk, ground floor retail, and new residential units along West Broadway Avenue. Active ground-floor retail will be focused in the centers to create a lively shopping experience. Similarly, East Broadway Avenue will be transformed into a mixed-use corridor with higher-intensity mixed-use centers at Fremont Boulevard and San Lucas Street. Residential uses will provide for an appropriate transition between East Broadway and the neighborhood to the north. Residential-only buildings will be allowed where retail is not required.

2. Transform Fremont Boulevard into a mixed use corridor

Fremont Boulevard will be transformed from an auto-oriented corridor characterized by low density uses into a beautiful mixed-use corridor with higher-intensity mixed-use centers at Hilby Avenue, Broadway Avenue,

and Echo Avenue. Active ground-floor retail will be focused in these centers, supported by improvements to streetscapes and sidewalks. A lower-intensity mix of uses will be encouraged between the centers. On key stretches, Fremont Boulevard will be narrowed to create a more walkable, pedestrian-oriented street. Buildings will be placed close to the street in a pedestrian-friendly way, with residential-only buildings allowed in mixed use low areas.

3. Enhance the Auto Center for diverse employment

The Seaside Auto Center and auto-related businesses will continue to be a major contributor to Seaside's fiscal health. However, emerging trends in the transportation sector, such as autonomous vehicles, electrification, and shared mobility, may disrupt the automotive industry and affect how auto-related businesses use land in Seaside. If these transformations occur, the City will maintain this area as a vibrant center for employment, supporting a diverse mix of companies, jobs, and makerspaces, while creating more walkable blocks.



West Broadway Urban Village Specific Plan.

4. Preserve established neighborhoods

Existing low-density neighborhoods contain the majority of Seaside's families and long-term residents, and make Seaside a wonderful place to live. Moving forward, the priority is to preserve and enhance these residential areas by maintain the overall scale and character, while improving current issues, such as lack of parking access to recreational parks and open spaces, and improving the bicycle network. The homes in these areas will continue to evolve as houses are renovated, sensitive additions added and second units constructed that add to the overall supply of housing in the City.

5. Renovate multifamily areas with a greater diversity of housing

Seaside needs a diverse housing inventory to meet the changing needs of the community. Demographic shifts in the last two decades require a range of housing options that can give residents choice and the ability to age in place as their housing needs evolve over time. While Seaside has more affordable housing inventory compared to other communities in the Monterey Peninsula, rising costs have compelled many, especially those with lower incomes, to live in inadequate and overcrowded housing. The City's mixed density neighborhoods adjacent to Fremont Boulevard present an ideal opportunity to expand affordable housing choices, which will benefit many, including young professionals looking to remain or relocate to Seaside, first-time buyers, or seniors looking to downsize, among others. The General Plan promotes a diverse mix of building types and unit sizes, encourages new deed-restricted affordable housing, and incentivizes the renovation or redevelopment of older multifamily buildings.



Example of corridor mixed-use development.

6. Build a “campus town” adjacent to CSUMB

A long-term opportunity exists to capitalize on the adjacency of CSUMB by providing campus-supporting uses, including jobs, retail, entertainment, and services for students. This new neighborhood can also provide students with diverse housing options, new community parks, and safe and convenient walking and biking paths with easy access to CSUMB. This area has the potential to expand the number and diversity of jobs in Seaside by attracting R&D, industrial, and “makerspace” uses close to the University.

7. Develop a mixed-use gateway at “Main Gate.”

Located immediately to the east of Highway 1, the General Plan envisions that this area will transform into a mixed-use center with retail, residential, and entertainment uses. This area can also serve as an entryway to the Fort Ord National Monument and Fort Ord Dunes State Park with appropriate signage and monument-supporting uses. The General Plan will guide the form and character of this new district, calling for an urban streetscape character, organized around a central community space or spaces, in order to create a “main street” shopping experience. Street and block patterns will be designed to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Natural open spaces and the area adjacent to Highway 1 will be preserved.

8. Expand auto dealerships

The creation of a luxury auto mall south of Lightfighter Drive will provide opportunities for employment and expand the tax base. The employment area will include a range of auto dealers and be well-integrated with the adjacent Main Gate and Campus Town areas.

9. Create entryways to the City's key amenities and destinations

In order to draw regional tourism to the City's unique natural and recreational assets, and to maximize the exposure and usage of these areas, there will be visitor-serving uses at identified entrances to Fort Ord Monument and the Dunes State Park (located at the eastern ends of Hilby, Broadway, Military, Eucalyptus, Gigling, and others). Appropriate uses might include cafes, restaurants, and other food retail, recreational services (bicycle shops, kayaking, etc.), arts and entertainment, and lodging.

10. Develop Seaside East with sustainable neighborhoods and the preservation of natural areas

Seaside East, one of the City's primary growth areas identified in the Fort Ord Reuse Plan, will be developed in a way that balances new diverse neighborhoods and mixed-use retail areas with the preservation of significant natural resources. New development will be clustered into traditional, walkable neighborhoods with a diversity of low and moderate density housing types, including "neighborhood centers" that provide retail, services and amenities for residents. Significant natural areas, habitat corridors and buffers to the National Monument will be developed to enhance the City's open spaces. Significant new recreational facilities will be developed to provide much-needed sports and athletic fields. Finally, new office and R&D uses will be included to diversify the City's economic base.

11. Construct new and enhance existing parks

Anticipated population and employment growth in the City will increase demand for new park and recreational facilities. Former Fort Ord lands, including Seaside East, Campus Town, and Main Gate will provide new neighborhood, community, and recreational commercial areas. Adding innovative green spaces, re-programming unused spaces for public use, and improving pedestrian and bicycle connections to existing parks and open spaces within existing Seaside neighborhoods can improve park access for residents in the Terrace West, Terrace East, and Olympia neighborhoods, who are living greater than one-half mile walking distance from a park.

12. Create an active trail network

Seaside will continue on its path to create a regional network of active open space trails and bicycle facilities that improve access to the Fort Ord National Monument, Dunes State Park, Seaside beach, open space, and other neighborhood and community parks. Trails will connect to formal and informal trailheads in the National Monument and link to the Fort Ord Rec Trail and Greenway (FORTAG), a regional network of paved recreational trails and greenways connecting communities to open space.



New park equipment in Seaside.

13. Preserve habitat

As future development occurs on former Fort Ord lands and within existing Seaside neighborhoods, the City will require new development to protect sensitive habitats and preserve the extensive natural resources in Seaside. In particular, new growth in Seaside East will be accompanied by active open space corridors with trails that support natural vegetation communities, scenic vistas, sensitive habitats, and connections to the National Monument and FORTAG trail. Important oak woodlands and oak linkages will be protected and managed, and an open space buffer between future development and the National Monument will be created.

14. Create a multimodal network of complete streets

The General Plan envisions a citywide network of “Complete Streets” that meet the needs of all users, including bicyclists, children, persons with disabilities, drivers, movers of commercial goods, pedestrians, public transportation, and seniors. Street standards ensure all travel modes are accommodated on new streets and street retrofit projects. The General Plan calls for “road diets” on East Broadway, Del Monte Boulevard, and Fremont Boulevard to reduce the number of motor vehicle traffic lanes to allow for a reallocation of roadway space on segments of key commercial streets with excess capacity.

15. Construct a complete bicycle network

Seaside residents desire a high-quality, connected bikeway network. The General Plan builds on the existing regional and local planned bikeway network, identifying new on-street bike lanes, off-street bike paths, and separated cycle tracks to increase the convenience and use of cycling as a daily form of transportation. By increasing cycling in Seaside, the community will realize a number of community benefits, including improved health, reduced traffic, less need for costly roadway improvement projects, and improved air quality.

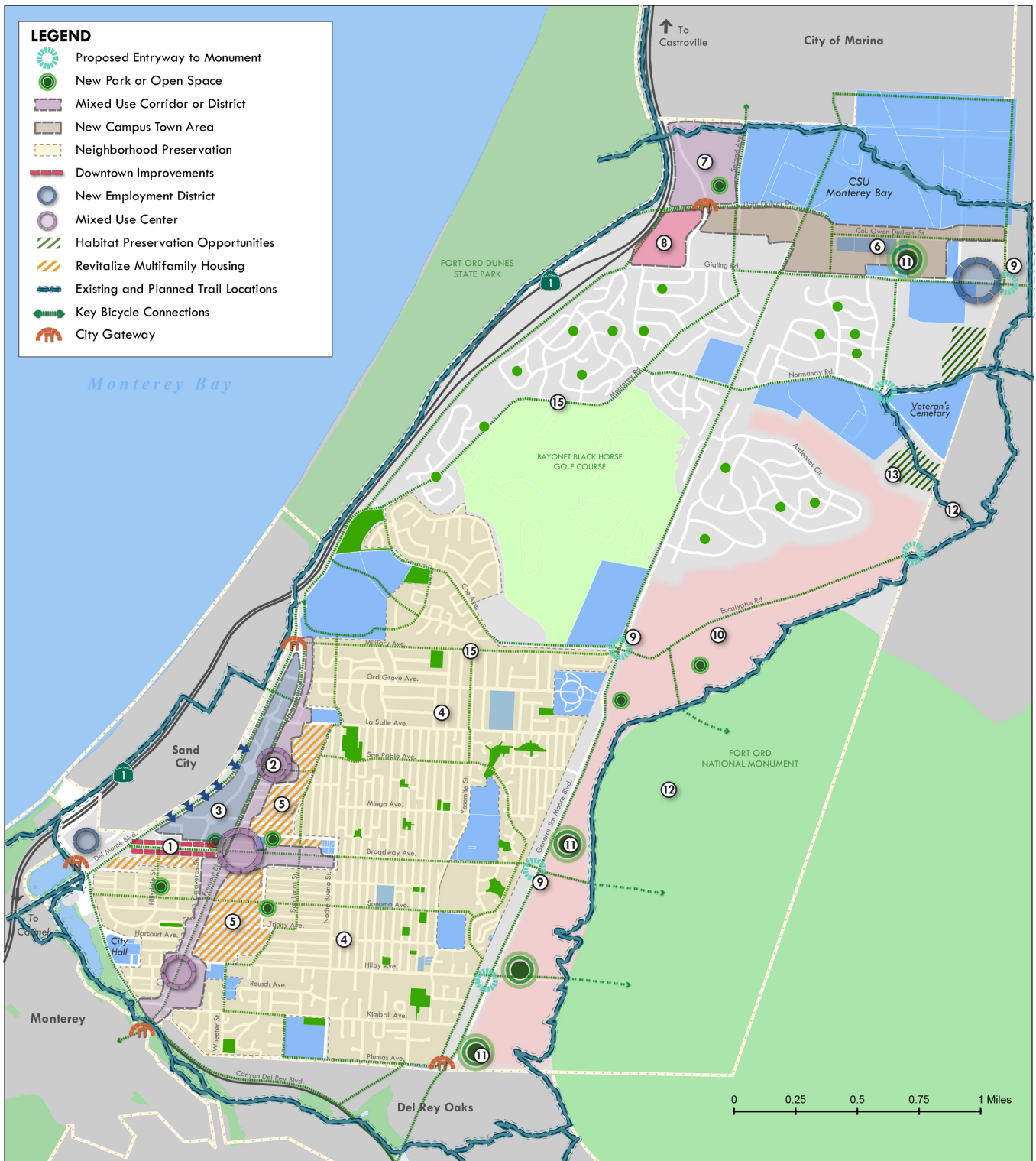
16. Ensure a sustainable water supply to support economic development

Seaside faces significant water supply limitations that may affect existing residents and future growth. Developing a strong framework of policies and practices that encourage sustainable water management is a critical step to strengthen the local (and regional) economy. These actions include: promoting water conservation and efficiency in existing buildings, increasing the City’s recycled water supply, optimizing groundwater recharge, and supporting a portfolio of new water sources under development by Cal-Am, MCWD, MRWPCA and MPWMD. Once this occurs, intensification and redevelopment can occur in areas such as Downtown Seaside and Fremont Boulevard.



Oak woodlands on former Fort Ord lands.

Figure 2: Major Strategies



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