

BUFF WILD WINGS

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chapter three

LAND USE + COMMUNITY DESIGN

This Element provides the long-term vision, goals and policies for land use, development, and urban design in Seaside over the next 20 to 30 years. Land use is a required element, and topics covered include land use designations, preservation of existing neighborhood character, development of new growth areas, and mixed-use corridor revitalization.

In addition to addressing statutory requirements for land use, this Element includes an extensive treatment of community urban design. While not required by statute, it is one of the central components of this General Plan since understanding characteristics of the built environment – the location and design of our homes, stores, parks, offices and the way that we interact with these various places in the public realm – is vital to strengthening quality of life. Setting the appropriate design parameters for future change and redevelopment is critical to realizing the community’s vision.

Building on citywide goals and policies, the Element also provides goals and policies for each of the City’s unique neighborhoods, districts, and commercial corridors, delineating the desired uses, character, and form for each area.

Statutory Requirements

This Element has been prepared to meet State General Plan law. California law (Government Code Section 65302(a)) requires that a city's General Plan include:

“. . . a land use element which designates the proposed general distribution and general location and extent of uses of the land for housing, business, industry and open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, public buildings and grounds, solid waste disposal facilities and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan.”

The required land use element has the broadest scope of the required elements of a general plan, regulating how all land in a city is to be used in the future. To fully reflect the range of physical attributes that are important for Seaside's success, this chapter also contains goals and policies to guide urban form and design.

Fort Ord Base Reuse Plan

The Land Use and Community Design Element is also consistent with the Fort Ord Reuse Authority's (FORA's) Base Reuse Plan (BRP) and CGC Section 67675.8. This Element of the General Plan addresses and incorporates objectives and policies from the FORA Regional Urban Design Guidelines.

Setting the Scene

The City of Seaside is approximately 7.94 square miles (5,736 acres). Presently, the City is comprised of two adjacent and interrelated entities: the historic City, the original area before base annexation which is largely built out, and the former Fort Ord base lands, which stretch northward and eastward from the historic city and are essentially undeveloped apart from remnants of the base. One of the principal goals of this General Plan is to better knit these two areas together. Broadly, the pattern of land uses in the City can be described as follows:

- A variety of single-family residential neighborhoods with relatively small parcels comprise the major land use in the City.
- Three primary commercial corridors contain the overwhelming majority of non-residential uses - primarily retail, restaurants, auto dealerships, and other commercial uses. The corridors are along Fremont Boulevard, Broadway Avenue, and Del Monte Avenue. Nearly all of the retail and shopping in Seaside is along these three corridors.
- A cluster of auto-related uses just west of Fremont Boulevard.
- Mixed-density residential neighborhoods on either side of Fremont Blvd where single-family and multifamily uses are found adjacent to one another.
- A downtown "main street" on west Broadway Avenue.
- Substantial military housing located in a large, isolated, single-use area north of the historic City.
- Vast stretches of undeveloped greenfields or brownfields containing old, deteriorated military structures or undeveloped lands that were formerly part of Fort Ord.
- The California State University at Monterey Bay located on the northern boundary of the City on the former Fort Ord lands.
- The Fort Ord National Monument as preserved open space located on the eastern edge of the City of Seaside.

Existing Land Use

Figure 3 and Table 1 describe the amount and current distribution of land in the City of Seaside. Approximately one-third of the total City land area is occupied by residential uses, the majority of which is single family or duplex housing. The next largest land use category is former Fort Ord land that is earmarked for conservation at just under one-quarter of the total land area of the City. This is followed by former Fort Ord lands that are planned for growth at 16 percent, which equates to 830 developable acres of land.

Public lands account for about one-quarter of the total land area of the City. This includes institutional and public facilities at 15 percent of the total land area, and parks and open spaces at 9 percent of the total area. Retail, office, industrial and lodging uses account for just 4 percent of the total land area of the City, which is a comparatively low percentage of tax-generating uses.

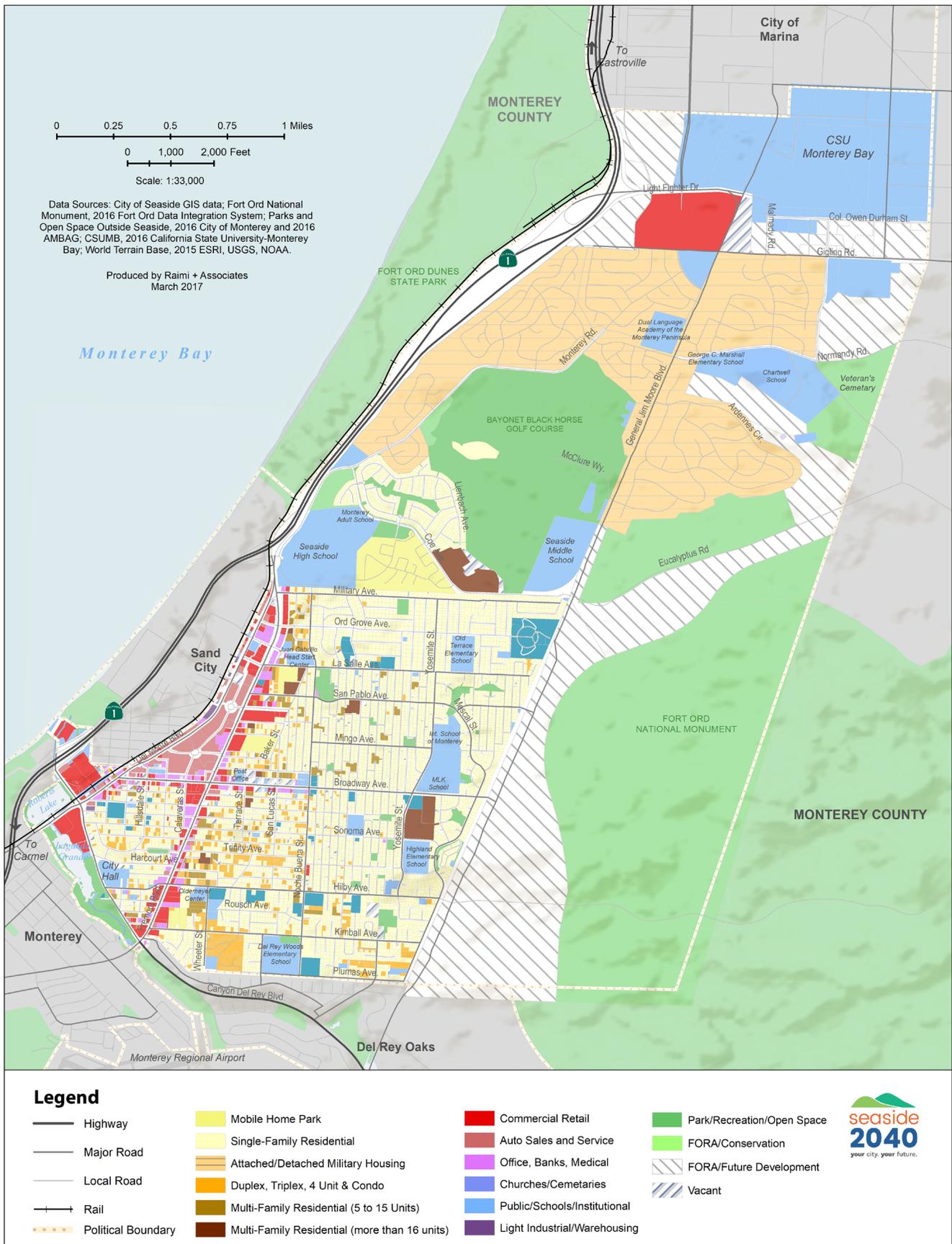
Table 1: Distribution of Existing Land Uses

Land Use	Acres	Percentage
RESIDENTIAL	1,722	33.1 percent
Mobile Home	68	1.3 percent
Single Family	758	14.6 percent
Military Housing	734	14.1 percent
Duplex/Triplex/Condo/Fourplex	88	1.7 percent
Residential - 5 or more Units	72	1.4 percent
COMMERCIAL/INDUSTRIAL	214	4.1 percent
Retail/Commercial	186	3.6 percent
Office	7	0.1 percent
Lodging	17	0.3 percent
Light Industrial	2	0.1 percent
PUBLIC	1,239	23.8 percent
Institutional or Public Facilities	781	15.0 percent
Parks & Recreation Facilities	458	8.8 percent
UNDEVELOPED	2,037	39 percent
Vacant/Nonbuildable	49	0.9 percent
Fort Ord Conservation	1,157	22.2 percent
Fort Ord Future Development	830	15.9 percent
Total	5,213	100 percent

Source: City of Seaside GIS Data, 2016 Fort Ord Data Integration System, 2016 AMBAG GIS.

Note: Table excludes rights-of-way.

Figure 3: Existing Land Use



Residential Uses

Seaside is a fairly mature community with almost three-quarters of its housing stock developed more than 30 years ago. Single-family (15 percent of citywide land area) and duplex (15 percent citywide) are by far the most common residential types. The older residential neighborhoods surrounding the retail core of the City are generally more diverse in terms of residential types than the newer neighborhoods. These older neighborhoods usually contain a mixture of all housing types, whereas newer areas are more segregated and uniform. Similarly, the highest density residential areas are concentrated adjacent to Fremont Boulevard, behind commercial properties, while the outer residential neighborhoods are the least intense, with most properties under 8 dwelling units per acre. Small apartment complexes are scattered throughout the City.

Commercial Uses

Retail, automobile sales and services, office, lodging, and industrial uses account for just 4 percent of citywide area (and one-tenth of the historic City). General retail, which includes stores, groceries, and other shops, represents half of these uses by area. Auto-related uses, including the auto center, comprise over 40 acres in the City (and one-fifth of all commercial uses). Non-residential uses are clustered along Del Monte Boulevard, Broadway Avenue, and Fremont Boulevard, with only a handful found outside of these commercial corridors. Generally, commercial uses are currently developed at low intensities, except for the Embassy Suites Hotel, certain parcels in the West Broadway area, and a few key blocks along Fremont Boulevard (developed as pedestrian-oriented retail between Ord Grove and La Salle Avenue, and between Amador and Harcourt). Fremont Boulevard, Del Monte Boulevard and Broadway Avenue are wide, auto-oriented streets designed to move traffic. These corridors offer a mix of older and newer commercial buildings.

Institutional Uses

Overall, schools are the top institutional use by land area, and the single largest public use in the City is CSUMB. The University is located in the northeastern portion of the City, and it offers a variety of undergraduate and graduate programs and teaching credentials. Current enrollment is just under 8,000 students, which is projected to increase to 12,000 within the time horizon of this General Plan.

This institutional use is followed by a number of schools, including a high school, multiple middle schools and other public schools. Parks and public buildings, such as City Hall, the library, and the community center, account for the remainder of the public uses. Additionally, there are over 40 parcels owned by churches in the City, the second most common public and institutional use.



Retail and service uses along West Broadway Avenue.

Urban Form and Pattern

Seaside has a unique urban form and pattern that includes established single family residential areas and commercial corridors in the historic part of the City, military housing in the former Fort Ord lands and vacant land and buildings in the former Fort Ord that will be converted to urban uses over the time horizon of the General Plan.

The City's core residential neighborhoods have a very high building density, with minimal setbacks, while newer subdivisions have a more suburban building layout, with larger yards and less regular building placement. Most of the City's commercial districts, such as the Auto Center area and much of Fremont Blvd, are developed in a strip commercial development style. The only large building footprints in the City are schools and institutions scattered throughout, and the hotels/big box retail around the intersection of Canyon Del Rey and Del Monte.

Different patterns also emerge at the block level. Small, walkable blocks less than 2 acres in size dominate the older, central areas of the historic City. Moderate blocks of 5 to 25 acres are most common in the suburban expansions along the edge of the city core. Super blocks larger than 50 acres are found all over the former Base lands area, with an average block size of 35 acres. Residential blocks in the military areas are typically 10 to 12 acres in size.

Three-quarters of parcels are smaller than 7,500 square feet, which correlates with a City that is rich in single-family and duplex housing. In the historic City, there are very few large, developable parcels. Thus, most future change in this older area is likely to occur in small increments scattered throughout, not in large single-owner projects.

There are just under 200 parcels larger than 1 acre, most of which are auto dealerships, schools, CSUMB property, golf course parcels, or former base lands. The biggest parcels (those over 20 acres) account for more than two-thirds of the entire City's land area. Large parcel sizes in the northern half of the City can be a potential asset, as it allows coordinated development at a greater scale and with a unified vision. Yet the lack of existing infrastructure requires a more substantial upfront investment of time and finances.



Single family housing in Seaside.



Retail auto sales in the Seaside Auto Center.

Relevant Land Use Plans

Fort Ord Base Reuse Plan

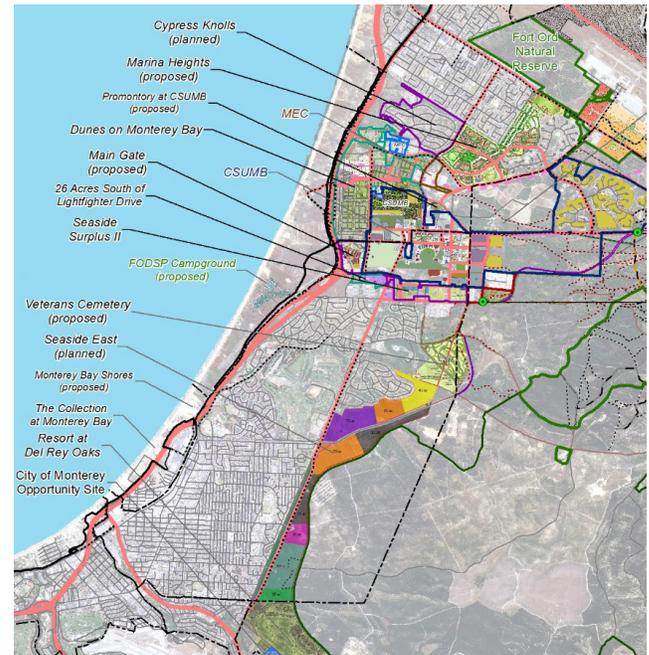
The Fort Ord Reuse Authority (FORA) is the regional agency that was created in 1994 to oversee the military to civilian conversion of the Fort Ord Base. Its authority covers adopting the base-wide regional plan, reviewing jurisdiction programs for consistency, financing mitigations/infrastructure, and property transfer. FORA's obligations include building removal, munitions clean-up, roadway construction, fire equipment purchase, habitat restoration, and storm drainage system upgrades.

Adopted in June 1997 by FORA, the Fort Ord Base Reuse Plan (BRP) serves as the primary planning framework that guides future use and development of the more than forty-five square miles formerly occupied by Fort Ord. The Reuse Plan also serves as the official local plan for reuse of the former base. It identifies land uses, goals, and policies to transform the former U.S. Army base into an integrated community. The plan anticipates the creation of more than 18,000 jobs, 16,000 housing units, and a total population of more than 37,000 people within FORA jurisdiction.

All Fort Ord property that has been transferred from the federal government must be used in a manner consistent with the BRP, except for property transferred to the California State University or the University of California. The City is required to demonstrate consistency of their land use plans with the BRP. Any land use proposed within the jurisdiction of FORA will be reviewed for consistency with the BRP and may require an amendment to the Fort Ord BRP if the land uses are found to be inconsistent.

The BRP identifies areas for both conservation/open space (including the Fort Ord National Monument) and for development, which will generally occur with the incorporated cities of Seaside and Marina. Figure 4 shows where more detailed planning and master planning has occurred within the former base lands. Within Seaside, these lands include Main Gate, Seaside East, Surplus II, 26 Acres, and Veterans Cemetery.

Figure 4: Development Plans in Former Fort Ord



Source: Base Reuse Plan

Local Coastal Plan

In 2013, the City of Seaside adopted the Local Coastal Program Land Use Plan (LCP). The LCP provides goals, policies, and implementation actions that govern land and water use within Seaside's coastal zone. The LCP zone in Seaside is relatively small and includes the beach area, Laguna Grande Park, Robert's Lake and a small portion of land with retail uses on the east side of Del Monte Boulevard. The relevant goals and policies from the LCP have been incorporated into this General Plan update to ensure consistency between the two documents.

CSUMB Master Plan

In 2016, California State University - Monterey Bay released an update to their long-range master plan, a plan to guide growth and development of the campus for the next twenty years. The plan will be designed to accommodate 12,700 students (a doubling of the current 6,000 students) with a long-term framework of growth up to 25,000 students. The vision is to create a compact campus with increased density at the core of the campus and to house 60 percent of the students on campus.

Gateways

Gateways are identified entrance points into the City that are (or could be) enhanced with unique design features, such as monuments, gateway markers, art, or signage. Currently there are seven gateways into the City of varying quality. These gateways are mapped on Figure 5.

- **Strong Gateway.** A location with an existing, noticeable gateway element.
 - **Fremont Boulevard and Del Monte:** This gateway contains a stone retaining wall, landscaping, and three large flags.
- **Weak Gateway.** An entrance to the City that should be marked more elegantly and definitively or amplified with supporting land uses.
 - **Del Monte Avenue between Robert's Lake and Laguna Grande Lake:** This includes views of both lakes on either side of Del Monte Avenue. The southwest corner of Del Monte Avenue and Canyon Del Rey Boulevard/ State Route (Highway) 218 is marked with a Seahorse sculpture.
 - **General Jim Moore Boulevard and Lightfighter Drive:** The primary gateway feature is the CSUMB monument sign at the northeast corner of this intersection.
 - **Fremont Boulevard and Canyon Del Rey Boulevard Canyon Del Rey/ State Route (Highway) 218:** This southern gateway is largely a commercial intersection. There is a small stone retaining wall labeled "City of Seaside" on Fremont Boulevard just past Portola Drive, visible from (but not part of) the main intersection. There is no gateway on the Canyon Del Rey Boulevard travel way near this intersection.

- **No Gateway.** An entryway that needs considerable enhancement.
 - **East of SR 1 on Lightfighter Drive:** This gateway is mostly undeveloped with views of open space and the Monterey Cypress tree groves that characterize the area. There are presently no gateway features.
 - **Gigling Road at the City's eastern boundary:** This gateway is primarily undeveloped but includes a large parking lot on the northeast corner and buildings on the northwest corner. There are presently no gateway features.
 - **General Jim Moore Boulevard at Plumas Avenue:** This southern gateway is largely an undeveloped, open area. There are presently no gateway features.



Entry, gateway sign in Seaside.

Figure 5: Gateways



Land Use Designations

Land use designations indicate the intended use of each parcel of land in the City. They are developed to provide both a vision of the organization of uses in the City and a flexible structure to allow for changes in economic conditions and community visions. The 2040 General Plan includes 15 land use designations, described below, mapped in Figure 6 and summarized in Table 2.

The proposed Seaside designations differ from traditional designations in that each specifies additional guidance related to development form and character. These designations include allowable uses and building density, but also address building placement on a lot, parking location and access, building frontage, and streetscape design. This refinement is consistent with the community's desire to provide more specific guidance on the intended future character of the City, and allows the City to establish zoning designations that similarly communicate form and character.

The land use designations and locations are compatible with the zoning districts found in the Zoning Ordinance. For each land use designation, the uses allowed and the standards for development intensity (dwelling units per acre and population per acre for residential development, and floor area ratio (FAR) for nonresidential development) are specified. While General Plan land use designations are broad, the zoning districts include specific allowances and prohibitions of uses (including conditional uses), dimensional requirements, such as building setbacks,

parking standards, and building heights. Land use designations and zoning districts must be compatible, but need not be exactly the same. Zoning districts must be within the range of the allowed intensity and uses found in the General Plan. Where the documents differ, the General Plan takes precedence. Note that the maximum density of any land use designation may be exceeded to promote affordable housing provision (in accordance with the density bonus provisions of Section 65915 of the California Government Code).

There are four broad categories of land use designations – 1) residential, 2) nonresidential uses (e.g. commercial, mixed use, and employment uses), 3) planned development areas, and 4) public/institutional. Residential designations define the predominantly residential areas of the City and range from single family homes to multi-family housing. Nonresidential designations provide locations for retail, office and industrial uses, including vertical or horizontal mixtures. Planned development designations are essentially placeholders for more specific guidance that will be provided by key plans and projects to be developed in the future. Public designations identify a range of public facilities, such as schools, parks, churches, and non-profit organizations.

Understanding Density

State law requires that General Plan land use designations provide a measurement of the maximum development intensity allowed within each designation. The three generally accepted metrics are dwelling units per acre, floor area ratio, and persons per square mile.

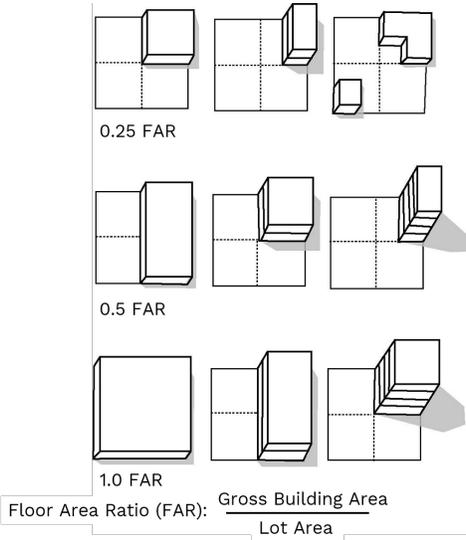
Dwelling Units per Acre- DU/AC

The term density is used for residential uses and refers to the population and development capacity of residential land. Density within the General Plan is described in terms of dwelling units per net acre of land (du/ac), exclusive of existing and proposed streets and rights-of-way.

Floor Area Ratio- FAR

Development intensity, which applies to nonresidential and mixed uses, refers to the extent of development on a parcel of land or lot. Floor area ratio is used in the General Plan as a measure of non-residential or mixed-use development intensity.

Floor area ratio (FAR) expresses the intensity of use on the lot. The FAR represents the ratio between the total gross floor area of all buildings on a lot and the total land area of that lot. For example, a 20,000 square foot building on a 40,000 square foot lot yields a FAR of 0.5. A 0.5 FAR describes a single-story building that covers half of the lot, a two-story building covering approximately one-quarter of the lot, or a four-story building covering one-eighth of the lot.



Inhabitants per Square Mile- Persons/sq mi

A simplistic estimate of the number of total inhabitants in a square mile of a given land use designation, derived from known averages of building type occupancies.

Figure 6: General Plan Designations

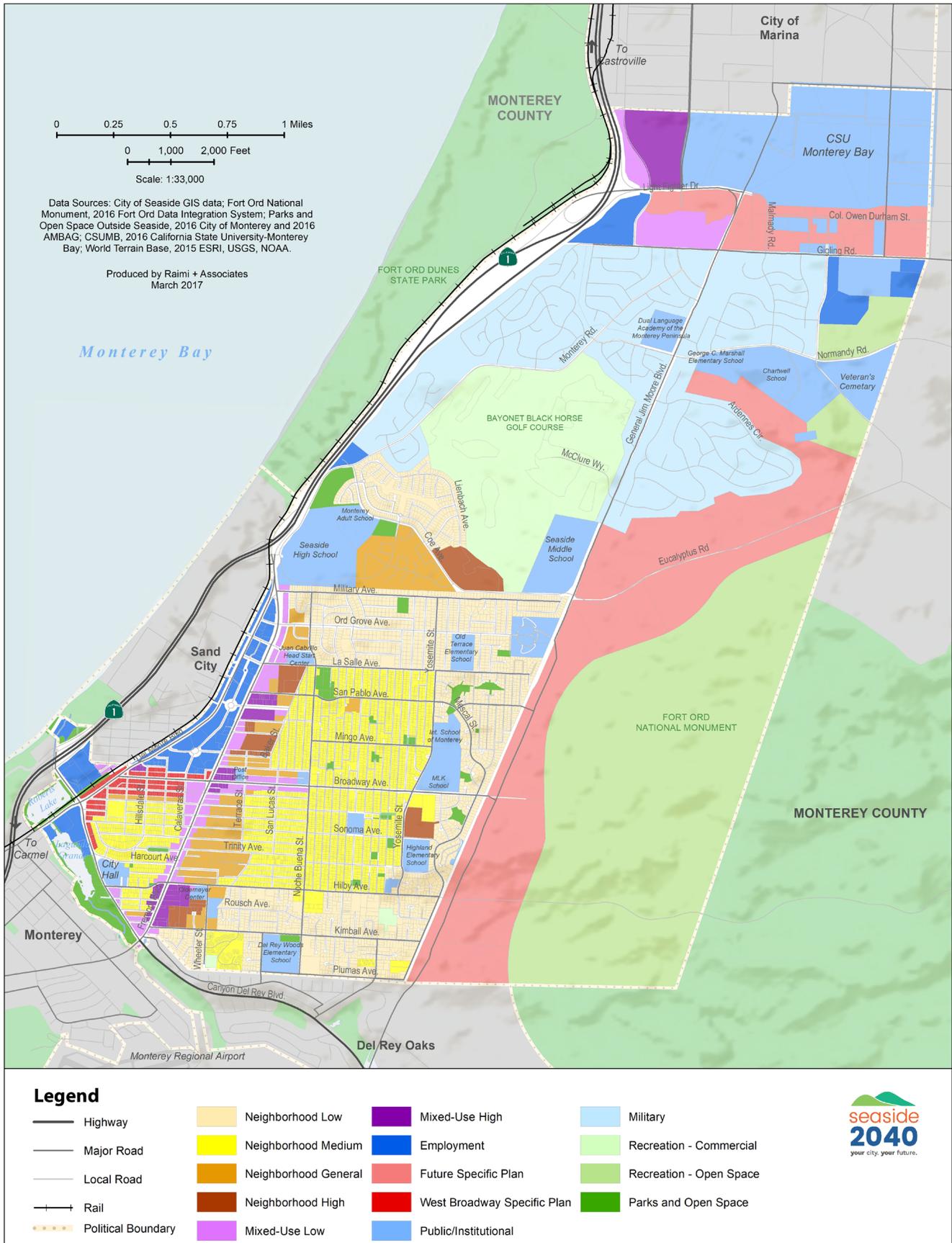


Table 2: General Plan Designations

Major Classes	Maximum Density / FAR	Land Use Designation and Summary Description	Zoning Correlation (to be added)
RESIDENTIAL	0 – 8 du/a	 Neighborhood Low (NL). Single-family dwellings, with 2nd units allowed on some parcels.	
	8 – 15 du/a	 Neighborhood Medium (NM). Wide range of low- and moderate-density residences, including attached and detached single family buildings.	
	15 – 30 du/a	 Neighborhood General (NG). A range of multi-family housing types ranging from townhomes to multi-family apartments at moderate to high densities.	
	30 – 45 du/a	 Neighborhood High (NH). Multifamily residences at a range of densities from townhomes to four-story apartment buildings.	
COMMERCIAL & MIXED USE	Ranges from 0.65 to 2.5 FAR	 Employment (EMP). A range of employment and commercial uses to expand and diversify the City's economy.	
	2.5 FAR	 Mixed Use Low (MUL). Low-density mixed-use.	
	3.0 FAR	 Mixed Use High (MUH). Multi-story mixed-use buildings at a larger scale than MUL.	
PLANNED	Regulated by Specific Plan.	 West Broadway Urban Village Specific Plan (WBUV). Vision for a well-designed, family-focused and pedestrian-oriented Downtown.	
	Regulated by Specific Plan.	 Future Specific Plan (SP). To establish neighborhood character intensities and uses in Surplus II, 26-Acre areas and Seaside East.	
PUBLIC	0.01 FAR	 Parks and Open Space (POS). Public recreational uses, including open space.	
	0.005 FAR	 Recreation – Open Space (R-OS). Habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental educational activities	
	0.2 FAR	 Recreation – Commercial (R-C). Outdoor recreational facilities and supporting retail/lodging.	
	N/A	 Military (M). Former military housing.	
	0.4 FAR	 Public/Institutional (PI). Education, city buildings, fire/police stations, & other uses.	

Residential Designations

NL

Neighborhood Low

Provides for the retention, maintenance, and development of existing single-family residential neighborhoods. Allows one unit per lot, plus secondary unit as applicable.

Allowed Land Uses

Primary: Residential.

Secondary: Education/day care, parks/open space, cultural/public assembly, public uses.

Allowed Intensity

Up to 8 du/ac (1 unit per parcel, plus second unit where allowed).

Up to two stories or 24 feet. Up to 24 persons/square mile.

Intended Physical Character

Typical suburban residential neighborhood, with larger lots and curvilinear streets. Provides a quiet, residential neighborhood setting for one- and two-story housing types ranging from large to small single-family detached homes and occasional duplexes.

Supported Building Types

Large-lot and small-lot single family, duplex.

Building Placement and Lot Coverage

- Buildings cover 30 percent to 50 percent of the lot area and should generally be placed in the center of the lot, allowing for both front and back yards.
- Buildings are typically 25 to 30 feet from the curb. Front yards are typically 15 to 25 feet deep.
- Buildings face and overlook the street with front doors and windows from main living spaces of the residence.

Frontage and Streetscape Character

Primary entrances face the street, and attractive fencing or landscaping separates homes from the sidewalk. Frontages are designed to provide a rich and varied neighborhood landscape, to support children's play and neighborly interaction, and to provide a considerable measure of privacy for residents. An interconnected network of pedestrian-oriented streets and neighborhood greens and pocket parks provide a comfortable, walkable public realm.

Parking

Parking is provided in individual garages that, if possible, face secondary streets rather than primary streets. Parking is arranged and designed so as to minimize visual appearance from the street, by setting garages back further from the street or set perpendicular to the street.



Residential Designations

NM

Neighborhood Medium

Provides for the development of a wide range of low- and moderate-density living accommodations, including attached and detached single family buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Education/day care, parks, cultural/public assembly, public uses. Neighborhood-serving retail may be allowed as a conditional use.

Allowed Intensity

Up to 15 du/ac. Up to two stories or 28 feet. Up to 45 persons/square mile.



Intended Physical Character

A residential neighborhood with smaller lots and alleys that allows for a range of low and moderate density building types. Small multi-family housing types that are scaled and designed for compatibility with houses are also appropriate in this designation. Structures are intended to project the scale and character of houses, some accommodating only one family and others accommodating multiple families.

Supported Building Types

Small-lot single-family, duplex, triplex/fourplex, townhouse, courtyard, lowrise/walkup.

Building Placement and Lot Coverage

- Buildings cover 30 percent to 60 percent of the lot area.
- Buildings are generally placed 20 to 25 feet from the front curb, with minimal side setbacks. Front yards are typically 10 to 20 feet deep.
- Buildings face and overlook the street with front doors and windows from main living spaces of the residence.
- Multiple masses may be composed into larger buildings taking on the appearance of large houses.

Frontage and Streetscape Character

Primary entrances face the street, and attractive fencing or landscaping typically separates homes from the sidewalk. Access to some dwellings may be provided through shared courts or gardens. Frontages are designed to provide a rich and varied neighborhood landscape and to provide a moderate measure of privacy for residents. An interconnected network of pedestrian-oriented streets and neighborhood greens and pocket parks provide a comfortable, walkable public realm.

Parking

Located on-street, in front driveways or garages, or in small surface lots for the apartments, or in alleys behind the primary structure. Where alleys exist, parking is preferably accessed through the rear of structures.

Residential Designations

NG Neighborhood General

Allows for a variety of residential buildings that coexist in close proximity to one another, from single family to low-rise multifamily buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Neighborhood-serving retail may be allowed as a conditional use. Convalescent homes, education/day care, parks/open space, cultural/public assembly, public uses.



Allowed Intensity

Up to 30 du/ac. Up to three stories or 36 feet. Up to 90 persons/square mile.

Intended Physical Character

A residential neighborhood with a wide mix of residential building types and densities. One and two-story houses, two- and three-story multiplexes, and small apartment buildings and rowhouses providing a range of dwelling sizes and types to accommodate a broad range of household sizes and income levels. Neighborhood streets with low traffic speeds and volumes within which bicyclists and pedestrians can move freely, comfortably, and safely.

Supported Building Types

Small-lot single-family, mobile home, duplex, triplex/fourplex, townhouse, courtyard, lowrise/walkup.

Building Placement and Lot Coverage

- Building coverage varies widely from 30 percent to 70 percent.
- Higher density buildings should be placed close to the street (15 to 20 feet) while lower density buildings may be set back further (20 to 30 feet).
- Semi-public front yards ranging from 10 to 20 feet in depth, and private and semi-private yards in combinations of rear yards, side yards and shared courtyards and garden courts.

Frontage and Streetscape Character

Buildings are required to front the primary street with reasonably attractive design, articulation, and landscaping. Buildings face and overlook the street with front doors and windows from main living spaces of a ground floor residence. Upper floors also face the street with beautifully composed facades, with windows from the main rooms of the dwelling overlooking the street, often with balconies.

Parking

Provided in individual or shared tuck-under garage(s), or in surface parking lots located to the side, rear, or interior of the primary structure. Except for lower density building types, vehicles should not be visible from the street.

Residential Designations

NH

Neighborhood High

Allows for multifamily residences at a range of densities from townhomes to four-story apartment buildings.

Allowed Land Uses

Primary: Residential.

Secondary: Convalescent homes, education/day care, parks/open space, cultural/public assembly, public uses.

Allowed Intensity

Up to 45 du/ac. Up to four stories or 48 feet. Up to 135 persons/square mile.

Intended Physical Character

Physically distinct areas that have a more urban feel with low or mid-rise apartments or mobile homes and associated open spaces.

Supported Building Types

Mobile home, courtyard, lowrise/walkup, mid-rise.

Building Placement and Lot Coverage

- Building coverage is usually 40 percent to 80 percent.
- If buildings are set back from the street, the intervening space is landscaped or hardscaped. These front yards are typically 5 to 15 feet deep, largely free of parked cars. Structures may build to the lot line at key corners.
- Buildings should be placed closer to primary streets (10 to 20 feet) to allow for internal parking and open space, and to create a strong streetscape presence.

Frontage and Streetscape Character

Buildings are required to front the primary street frontage(s) with reasonably attractive design, articulation, and landscaping. Upper floors face the street with beautifully composed facades, with windows from the main rooms of the dwelling overlooking the street, often with balconies.

Parking

Provided on-site along internal streets, in internal podiums, or surface parking lots located to the side, rear, or interior of structures.



Commercial + Mixed Use



Mixed Use Low

Provides for areas with a wide variety of existing residential and commercial uses. Provides for additional housing and expansion of neighborhood-serving retail and commercial uses.

Allowed Land Uses

Allows both vertical and horizontal mixed use, and standalone uses.

Mixed use: retail/office, retail/residential, office/residential.

Standalone uses: neighborhood-serving retail, services, entertainment, residential, live/work, hotel/lodging, and office.



Allowed Intensity

2.5 FAR / Up to four stories (50 feet).

Intended Physical Character

Individual or block form (one or more structures which occupy an entire city block) buildings at one to four stories that contain a mixture of uses in a walkable, local-serving format. Ground floors are oriented to the pedestrian. Large buildings transition if adjacent to existing low-density residential uses to the rear.

Building Placement and Lot Coverage

- Buildings generally cover 60 percent to 90 percent of the lot area, and generally not less than 40 percent.
- Buildings are generally configured in an urban format of walkable blocks and buildings at or near the sidewalk edge. Zero lot line buildings are acceptable (and encouraged in certain areas).

Frontage and Streetscape Character

In general, buildings with commercial ground floors are built to the back of sidewalk, and residential ground floors are provided with shallow front yards.

Pedestrian-oriented ground floor design is required through guidelines and standards. Active ground floors are required along Fremont and Broadway.

The streetscape supports high pedestrian activity and consists of active frontages, such as shopfronts, forecourts, and parking courts on side streets. Terraces and stoops are allowed on all streets. Frontages are highly articulated and transparent. Wide sidewalks accommodate comfortable strolling.

Visitor and customer access to upper floor residences and commercial spaces is provided from the street via shared courtyards or paseos, or via a lobby, stair, elevator and corridor system.

Parking

New buildings with parking fronting the primary street are generally not allowed. Parking is provided to the rear or sides of buildings, or in some cases, no parking is required (if provided through shared garage or on-street). Vehicles should access parking by alleys or driveways on side streets. Internal parking is not counted against maximum FAR.

Commercial + Mixed Use

MUH

Mixed Use High

Supports new lively, thriving areas in the City by accommodating multi-story mixed-use buildings at higher intensities. Provides for vertical and horizontal mixed-use development.

Allowed Land Uses

Mixed use: retail/office, retail/residential, office/residential.

Standalone uses may be allowed in certain areas: neighborhood retail, services, entertainment, moderate and high density residential, hotel/lodging, office, and R&D.



Allowed Intensity

3.0 FAR / Up to five stories (60 feet).

Intended Physical Character

Block form buildings at two to five stories that contain a mixture of uses in a walkable, neighborhood-serving format. Ground floors are oriented to the pedestrian. Large buildings transition to adjacent, existing low-density residential uses to the rear.

Building Placement and Lot Coverage

- Buildings generally cover 80 percent to 90 percent of the lot area, and generally not less than 60 percent.
- Buildings are configured in an urban format of walkable blocks and buildings at or near the sidewalk edge. Zero lot line buildings are acceptable (encouraged in most areas).

Frontage and Streetscape Character

In general, buildings with commercial ground floors are built to the back of sidewalk, and residential ground floors are provided with shallow front yards.

Ground floor retail or other active ground floor uses will be required in most locations and required on all facades along Broadway, Fremont, and Echo.

The streetscape supports high pedestrian activity and consists of shopfronts, arcades, forecourts, or similar facades. Terraces/stoops are allowed where standalone residential is allowed. Frontages are highly articulated and transparent. Wide sidewalks accommodate outdoor dining and comfortable strolling.

Visitor and customer access to upper floor residences and commercial spaces is provided from the street via shared courtyards or paseos, or via a lobby, stair, elevator and corridor system.

Parking

New buildings with parking fronting the primary street are not allowed. Parking is generally provided in internal podiums, structured garages, or in shared parking arrangements. On-street parking should be provided. Internal parking is not counted against maximum FAR.

Commercial + Mixed Use



Employment

Provides area for a range of employment uses to expand and diversify the City's economy.

Allowed Land Uses

Primary: Office, R&D, light industrial, small manufacturing, hotel/lodging, live-work, neighborhood retail, and regional retail.

Secondary: auto sales & service, entertainment.

Allowed Intensity

Ranges from 0.65 to 2.5 FAR. Allowed FAR and height varies by use and location, to be specified in the Zoning Code.

Parcels along Canyon Del Rey Blvd, and between Del Monte and Fremont are limited to 1.5 FAR and 4 stories (50 feet). Parcels along west side of Del Monte Blvd are allowed up to 1.25 FAR and 3 stories. Parcels in new growth areas are limited to 2.5 FAR and 6 stories (75 feet), with heights lower near Habitat Management as defined through future Specific Plan (or similar) planning processes.

Hotels are allowed up to 4.0 FAR and maximum stories are determined by Council. Auto-oriented uses are allowed up to 0.65 FAR (reduction from current 1.0 FAR) and 36 feet.

Intended Physical Character

In established areas, individual or block-form (one or more structures which occupy an entire city block) buildings that are configured in an urban office environment with minimal setbacks and pedestrian-oriented building massing. Suburban-format office parks are allowed in new growth areas where an urban character is not desired. Depending on context, retail is either in a walkable, neighborhood-serving format, or a more auto-oriented retail format.

Building Placement and Lot Coverage

- Building coverage generally does not exceed 70 percent of the lot area.
- In urban contexts, buildings should generally be placed at or near the street but may have shallow setbacks to allow front landscaping.
- In suburban or auto-oriented districts, buildings may be set back farther from the street but still must be placed to create an attractive urban and pedestrian-friendly environment.

Frontage and Streetscape Character

Active ground floors are required on Fremont Blvd facades and encouraged on all other streets. Primary building entrances should be accessed from the sidewalk and/or from internal open spaces.

Parking

Parking (surface or structured) is generally provided to the rear (preferred) or sides of the buildings. Live/work buildings should also employ tuck-under parking.



Planned

WBVU

West Broadway Urban Village Specific Plan

Implements the vision of the West Broadway Urban Village Specific Plan, for a well-designed, family-focused and pedestrian-oriented Downtown. Allowed land uses, intensity and physical character are regulated by the Specific Plan.



SP

Future Specific Plan

Establishes the intent to prepare a Specific Plan to determine neighborhood character intensities. Allowed land uses, intensity and physical character will be defined through a future Specific Plan process.



Public

PI Public/Institutional

Reserves areas for public, educational, and institutional uses.

Allowed Land Uses: Schools, cemetery, parks, public utilities, libraries, fire, police, and other government uses.

Allowed Intensity: 0.4 FAR or as determined by Council.



POS Parks and Open Space

Preserves natural resources and provides for public open space.

Allowed Land Uses: Parks and recreational uses, habitat management, amphitheaters, community centers and gyms.

Allowed Intensity: 0.01 FAR



R-OS Recreation – Open Space

Protects open space and natural resources on former Fort Ord lands. Habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental educational activities are allowed.

Allowed Land Uses: Habitat management, passive recreation, ecological restoration, ecotourism activities, and environmental educational activities.

Allowed Intensity: 0.005 FAR



Public

R-C

Recreation – Commercial

Provides for outdoor recreational facilities with limited amounts of residential and/or convenience retail.

Allowed Land Uses: Golf courses, equestrian centers, public swimming pools, and tennis clubs. Sports fields. Limited amount of residential, lodging units, and convenience retail uses.

Allowed Intensity: 0.2 FAR



M

Military

Intent: For lands retained by the United States Armed Forces for ongoing military-related activities within the former Fort Ord Base boundary. This area is wholly under the jurisdiction of the US Armed Forces. Existing uses are primarily residential.

Allowed Land Uses: Military housing; schools, day care centers, houses of worship, community centers, reserve unit training, exchange retail activities and motor pool activities.

Allowed Intensity: n/a



Goals and Policies

Citywide Land Use

The following section provides overarching citywide goals and policies. These are intended to implement the vision and guiding principles of the General Plan.

Goal LUD-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.

Intent: To provide an appropriate mix of housing, employment, retail/services, recreation, arts, education and entertainment for the City’s residents and businesses. To grow responsibly and sustainably in a manner which benefits the community now and into the future.

Policies:

- **Balanced land uses.** 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.
- **Overall city structure.** Establish a clearly defined city structure as described below by:
 - Establishing West Broadway as the City’s pedestrian-oriented Downtown that is a local and regional-serving mixed-use district.
 - 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.
 - 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.
- Maintaining the auto center area as a critical economic engine for the City.
- 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.
- Transforming the Main Gate area into a mixed-use center with retail, residential, and entertainment uses.
- 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.
- **Connecting new and old.** Connect new growth areas on former Fort Ord lands with existing Seaside neighborhoods through transportation investments, open space connectivity, wayfinding, and urban design strategies.

- **Gateways.** Celebrate the gateways to Seaside, Downtown Seaside, the National Monument, and other prominent destinations by enhancing them with the work of local artists.
- **Contiguous development.** 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.
- **Establish development review guidelines.** Develop a clearly defined set of guidelines for the development review process that ensures consistency and clear articulation of expectations for future projects and areas of the City. Use illustrations and visuals, where possible.

Goal LUD-2: Increased employment opportunities in Seaside to meet the needs of existing and future residents.

Intent: To ameliorate the jobs-housing balance by expanding current and attracting new businesses in the community, especially those offering high-quality jobs in new, cutting-edge industries.

Policies:

- **Jobs-Housing ratio.** Strive for a jobs-to-housing ratio that has at least a 1 to 1 ratio of jobs per employed residents.
- **New employment districts.** 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.
- **Emerging industries.** 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.
- **Flex spaces.** Expand the number of flex facilities on land designated as Employment to accommodate technology, food/light manufacturing, and service tenants and diversify the City's economic base.
- **Non-polluting industries.** Promote development of non-polluting industries that are not major sources of air and water pollution or other negative externalities.
- **Makerspaces.** Encourage collaborative workspaces with tools for the design, prototyping, and creation of manufactured works (makerspace).
- **Live/work housing.** 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.
- **Home businesses.** Support home businesses that meet city planning and permitting requirements and create jobs and opportunities for entrepreneurship, including development of live/work spaces.

Goal LUD-3: New retail and commercial activity in the City to meet the needs of residents and create regional destinations.

Intent: To increase resident and visitor access to shops and services and to decrease retail leakage. New commercial enterprises will enliven streetscapes and public spaces, enhance the City's tax base, provide jobs for residents, and provide long-term fiscal sustainability.

Policies:

- **Regional destination.** Establish Downtown Seaside as regional destination with a mix of restaurant, retail, entertainment, cultural, and arts uses that draw visitors from the Monterey Peninsula.
- **Regional retail.** 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.
- **Neighborhood retail.** Expand neighborhood-serving retail, entertainment, and cultural uses that support Seaside residents. Most homes should be located within ¼ mile walking distance of neighborhood-serving uses.
- **Local business support.** Support local retail by encouraging new development to include local, small businesses and by supporting small business incubators or co-working spaces.
- **Hotel development.** Encourage the development of new hotels within the Employment designation.
- **Special districts.** Create special districts as needed, to encourage shared parking that can be used to fund and facilitate creation of structured parking, bicycle facilities (including bike sharing), transit facilities, car sharing programs or other appropriate infrastructure needs.
- **Incentives for aggregation.** Allow or 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.
- **Incentives for community benefits.** For the Mixed Use Low and Mixed Use High land use designations, allow increased heights and intensities in exchange for community benefits. Community benefits include, but are not limited to: additional public open spaces, streetscape enhancements, affordable housing, improvements to existing nearby park space, and community space within the project. City staff shall work with project sponsors to define and community benefits for each project. The maximum bonus should only be for projects that use the State density bonus for affordable housing.

Goal LUD-4: Revitalized and improved existing commercial areas.

Intent: To support, retain, and grow existing local businesses, especially those fulfilling unmet day-to-day resident needs and those which create gathering/social spaces.

Policies:

- **Business retention.** Retain existing retail and service businesses that serve the needs of the community and provide employment for residents.
- **City assistance.** Support local retailers and small businesses by connecting them with the City's programs and incentives, and building relationships with Economic Development staff.
- **Permitting and licensing.** 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.
- **Catalytic projects.** 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.
- **Single-use retail.** Continue to allow single-use retail development along corridors outside of Mixed-Use High designations. Clearly communicate expectations with regard to pedestrian-oriented design for new or renovated retail buildings.
- **Attractive retail.** Improve the appearance and quality of neighborhood retail shopping areas to provide attractive neighborhood meeting and shopping centers.
- **Existing commercial properties.** 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.
- **Pop-up uses.** Support transformation of vacant or under-utilized properties and buildings for pop-up uses including restaurants, art spaces, and cultural facilities, among other uses.



Existing Seaside business.

Goal LUD-5: Visitor-serving amenities that support and strengthen the City's relationship to the Fort Ord National Monument and the Dunes State Park.

Intent: To draw regional tourism inward to the City's unique natural and recreational assets, and to maximize the exposure and usage of these areas.

Policies:

- **Visitor-oriented amenities.** Encourage the development of visitor-serving amenities at access points to Fort Ord Monument and the Dunes State Park. Appropriate amenities might include:
 - Cafes, restaurants, and other food retail
 - Recreational services (bicycle shops, kayaking, etc)
 - Arts and entertainment
 - Lodging
- **Amenities and identity.** 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.
- **Consistent design.** Require each new visitor-serving 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.
- **Visitor and resident balance.** Balance visitor-serving and local-serving uses in an effort to preserve the character and economic vitality of the Seaside community, while seeking new opportunities for economic development.



Fort Ord National Monument entrance.

Goal LUD-6: Visible and strong arts and cultural identity in Seaside.

Intent: To foster the distinctive character that enriches the City's image and identity, and to support and empower the artist community. To leverage public art for new projects and create destinations.

Policies:

- **New cultural facilities.** Seek opportunities to establish new cultural facilities to meet Seaside's desire for art, music, and other cultural activities.
- **Art in public places.** 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.
- **Community arts programs.** Support transformation of vacant or under-utilized properties and public buildings for cultural and arts-based community programs to support community revitalization.
- **Decorative gateways.** Celebrate the gateways to Seaside, Downtown, the National Monument, and other prominent destinations by enhancing them with the work of local artists.
- **Art exhibits.** Support and host public art exhibits and performances in public open spaces and at community events such as farmers' markets and City events.
- **Artist housing.** Allow live/work spaces in Mixed Use and Employment designations that provide artist living quarters.
- **Home occupations.** Allow local artists and cultural groups to operate from residentially-zoned areas.
- **Art in development projects.** Promote the creation and/or funding of public art as part of new development and redevelopment projects.
- **Special events policy.** Support a special events policy that bolsters Seaside as a regional leader in cultural, musical, and historical events.



Avery Art Gallery at City Hall.

Goal LUD-7: A community that actively participates and engages in decision-making processes.

Intent: To support effective public engagement, build trust, and make better planning decisions. To achieve this, the City will need to consider innovative approaches to neighborhood-scale planning efforts alongside opportunities for collaboration across the region.

Policies:

- **Opportunities for public engagement in local decision-making.** Encourage diverse methods of community outreach that promote public participation across all segments of Seaside's diverse communities.
- **Area plans.** During area planning processes, encourage continuous participation by those who will be affected by the plan, including residents, property owners, and businesses, as well as the general public and interested groups.
- **Community leadership at the neighborhood-scale.** Encourage the development of neighborhood leadership to facilitate effective resident participation in the community.
- **Adaptable planning spaces.** Incorporate innovative planning meeting formats, including pop-up demonstrations, neighborhood town halls, walking tours, etc.

Goal LUD-8: A strong sense of cultural and historic heritage.

Intent: To help preserve, conserve, enhance, and educate the public about Seaside's cultural and historical assets. To achieve this, the City will promote educational resources and integrate cultural and historical resources as part of coordinating land use and community design decisions.

Policies:

- **Identify cultural and historic resources.** Establish a known list of cultural and historic resources in the City.
- **Historic preservation.** Work with State and Federal agencies, such as California Historical Resources, to help guide and fund future restoration efforts. Support efforts to memorialize significant people, places, and events in the history of Seaside through public art and plaques.
- **Cultural Tourism.** Promote historic places and cultural tourism as an economic development strategy.
- **Wayfinding signage.** Increase historical and cultural facility visibility through signage and wayfinding.
- **Historical resource development.** Work with local organizations to continue to document and educate the public about the history of Seaside.

Citywide Urban Design

The following section provides goals and policies that address the relationship between buildings and the public realm.

Goal LUD-8: A safe urban environment oriented and scaled to pedestrians and bicyclists.

Intent: To foster a welcoming urban environment that promotes health, equity, prosperity, and well-being. To support and increase non-motorized activity and walkability throughout the City.

Policies:

- **Streetscape design.** Create pedestrian-oriented streetscapes by establishing a unified approach to street tree planting, sidewalk dimensions and maintenance, pedestrian amenities, and high-quality building frontages.
- **Walkable neighborhoods.** Enhance existing neighborhoods with walkable streets, a diverse mix of housing types, and neighborhood services (such as stores, recreational facilities, and child-care) within walking distance.
- **Child care facilities.** The City will encourage the development of a range of child care facilities, including family day care homes and public and private childcare centers in order to fulfill the needs of Seaside residents and employees.
- **Pedestrian-supportive building design.** Require new and substantially rehabbed commercial and mixed-use projects to follow best practices for pedestrian-supportive design:
 - Ensure pedestrian orientation of ground floor uses in new development.
 - Place primary building facades and entrances near the front property line or back of sidewalk. In limited cases, allow small plazas and active landscaped areas for social gathering between the building and sidewalk.
 - Scale building elements to pedestrian scale.
 - Design new buildings along corridors to provide for a rear building transition between the primary arterials and any adjacent low-density residential neighborhoods.
- Require parking internal to buildings that face primary arterials or side streets to use appropriate design (such as faux facades, green walls, public murals, etc) to minimize its visual impact.
- Require that new development include wide sidewalks, trees, pedestrian furniture, safe pedestrian crossings and direct connections to the front entrances of retail and services.
- Encourage new commercial developments to have common driveways to minimize the number of curb cuts along any given block to improve pedestrian safety.
- **CPTED.** Use Crime Prevention through Environmental Design strategies (CPTED) in new and existing development to improve public safety, including the following strategies:
 - Active public space
 - Building design to promote “eyes on the street”
 - Clear delineation between private and public space
 - Natural access control between public and private space
 - Maintenance of public places
 - Removal or repair of vandalism or broken property

Goal LUD-9: A City with beautiful and vibrant architecture and building design that reflects the culture and character of Seaside.

Intent: To beautify the City, enhance the image of the community, and encourage integrated urban design.

Policies:

- **Quality construction.** Use simple, urban building forms made with permanent materials with high-quality detailing that stands the test of time.
- **Ornamentation.** Use building organization and construction to derive scale and articulation rather than surface ornamentation.
- **Building materials.** 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.
- **Articulation.** Articulate residential building façades with smaller-scale increments than office building facades.
- **Building entrances.** Use visual and physical design cues within a building's design and entries to emphasize the building entrance and connections to public spaces.
- **Iconic design.** Allow iconic and memorable building designs, particularly on larger non-residential properties in the Main Gate and Campus Town areas.
- **Natural areas.** Design sites and buildings adjacent to natural areas with transparent design elements. Employ bird-safe design practices near habitat areas or migratory routes.



Example of vertical residential building articulation.



Example of high-quality, residential building entrances.

Goal LUD-10: A network of pedestrian-oriented, human-scale and well-landscaped streetscapes throughout Seaside.

Intent: To encourage a vibrant public realm and to promote walking as a safe, comfortable, healthy, and viable mode of transportation.

Policies:

- **ADA requirements.** All 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.
- **Landscaping and urban forest.** Plant new drought-tolerant street trees and high-quality landscaping where it is currently lacking.
- **Pedestrian amenities.** Commercial area streets should have high-quality and attractive pedestrian amenities, including planters, bicycle racks, bus shelters, benches, trash cans, and other similar amenities.
- **Street lighting.** Commercial area street lighting should be pedestrian-oriented, attractively-designed and provide for visibility and security.
- **Multimodal streets.** 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.
- **Improved connections.** 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.
- **CPTED.** Rely upon CPTED principles when designing streetscapes.



Example of a pedestrian-oriented street.



Example of a multimodal street with buffered bicycle lanes.

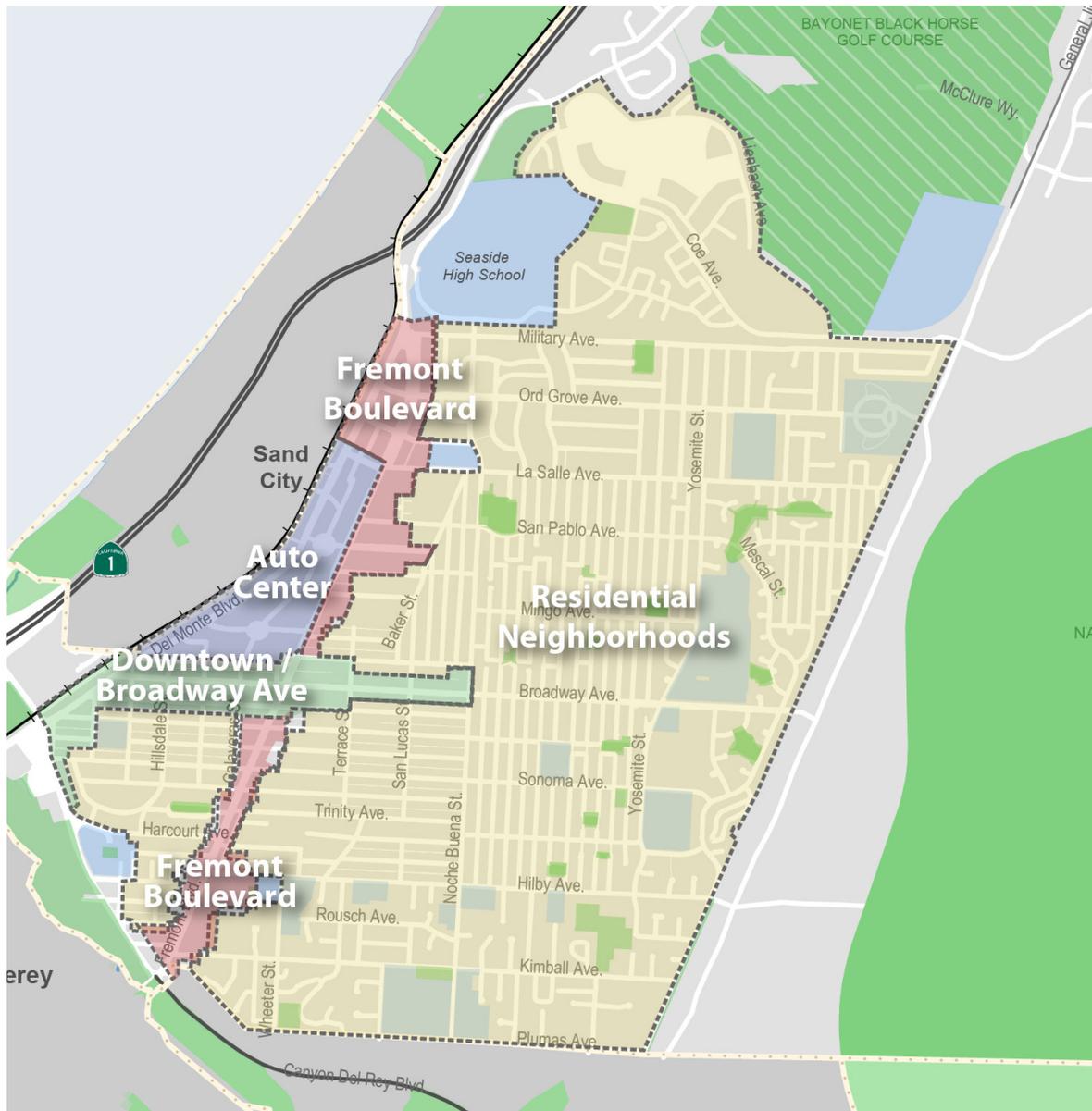
Existing Seaside Neighborhood Goals and Policies

The following goals and policies address key subareas in existing Seaside neighborhoods. Subdividing the City into distinct areas allows for strategies for change, growth and preservation to vary by area. Each section includes accompanying maps and graphics. These subarea goals and policies supplement the citywide goals and policies

presented on the previous pages, and address the following areas specifically:

- Residential Neighborhoods
- Downtown/Broadway
- Fremont Boulevard
- Auto Center

Figure 7: Existing Seaside Subareas



Residential Neighborhoods

The following section provides goals and policies for the residential areas in existing Seaside neighborhoods.

Goal LUD-11: Maintain and enhance existing residential neighborhoods.

Intent: To encourage stable, livable low and moderate density neighborhoods, and to maintain and enhance their character.

Policies:

- **Maintenance.** Support the on-going maintenance and improvement of existing residential properties; in particular, encourage property owners to maintain and improve their front yards and facades.
- **Orientation.** Orient all new residential construction towards streets, public spaces, or shared private spaces, placing parking to back or side of the lot.
- **Transparency.** Minimize gating or “walling off” of multifamily residential complexes from the street.
- **Sustainable residences.** Encourage sustainable building practices during new construction or when buildings are substantially renovated.
- **No net loss.** Require no net loss in the number of residential units during reconstruction or renovation.
- **Home businesses.** Support home businesses that meet city planning and permitting requirements and create jobs and opportunities for entrepreneurship.
- **Short-term rentals.** Establish an ordinance to address and limit short-term rentals that take housing units off the market for significant periods of time.
- **Blight and nuisances.** Work with neighborhood associations, commissions, and other community groups to address nuisances and eliminate blight.
- **Open space maintenance.** Strengthen public-private partnerships with local neighborhood organizations to build and maintain neighborhood parks and recreational facilities.

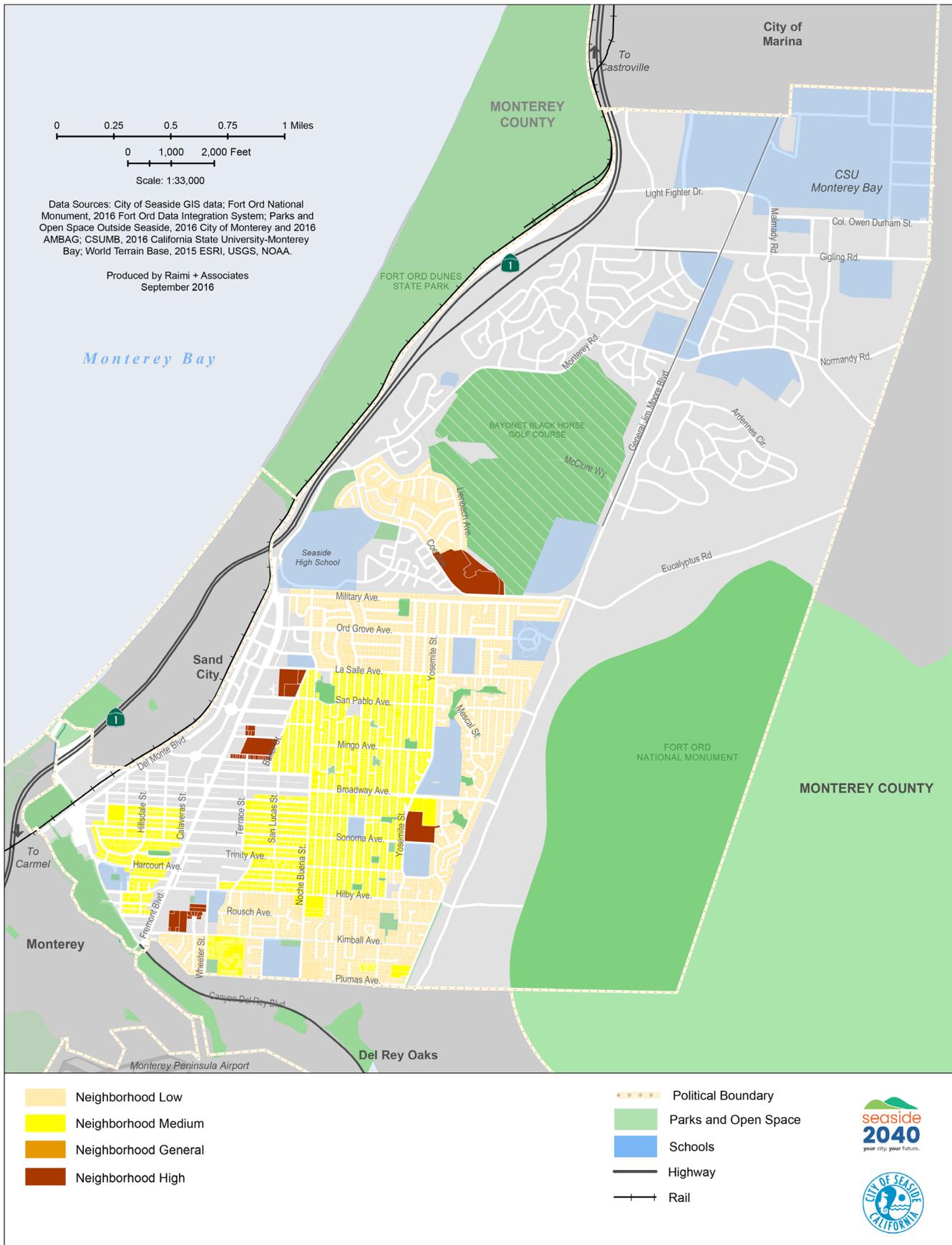
Goal LUD-12: Preserve and improve the quality, diversity, and affordability of existing single-family neighborhoods.

Intent: To maintain a high quality of life for residents in predominantly single-family neighborhoods, while allowing for compatible additions and new construction.

Policies:

- **Neighborhood character.** 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.
- **Compatible scale.** Maintain high-quality existing residential neighborhoods by ensuring new development projects are compatible in scale and provide adequate transitions to adjacent residential properties.
- **Lot subdivision.** Allow for the subdivision of large lots for new single family housing and duplexes. The subdivision shall not result in lots smaller than 3,500 square feet and all new lots shall have street frontage.
- **Second units.** Permit second units on single family lots greater than 5,000 square feet.
- **Additions.** 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 flexibility for unique design conditions.
- **High-quality landscaping and fencing.** Encourage property owners to maintain and improve their yards and the front facades of homes and encourage the use of drought-tolerant landscaping. Prohibit front yard fences made from concrete blocks or chain links.

Figure 8: Existing Residential Neighborhoods



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

Intent: To promote a variety of building types in the Neighborhood General and High designations, in order to serve the housing needs of a broad cohort of the City and region's population.

Policies:

- **Housing diversity.** Permit a range of housing options in Seaside's multifamily neighborhoods to accommodate different economic levels, household sizes, and age groups.
- **Affordable by design.** 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.
- **Infill housing.** 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.
- **Design of new multifamily buildings.** 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.
- **Integration of new and old.** 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.
- **Renovation.** Encourage and incentivize the renovation of older multi-family buildings to more contemporary standards.
- **Common open spaces.** Require apartment and townhouse property management companies to improve the safety, lighting, and landscaping of common private and semi-private open spaces.
- **Minimum open space.** Require a minimum amount of open space in higher density residential and mixed-use projects. Carefully and deliberately integrate these spaces into project design and require maintenance by the property management organization.
- **Neighborhood retail.** Allow limited neighborhood-oriented retail or offices in suitable locations within existing multifamily neighborhoods.
- **Senior housing.** Encourage the development of senior housing in locations that are accessible to public transit, commercial services, and health and community facilities.



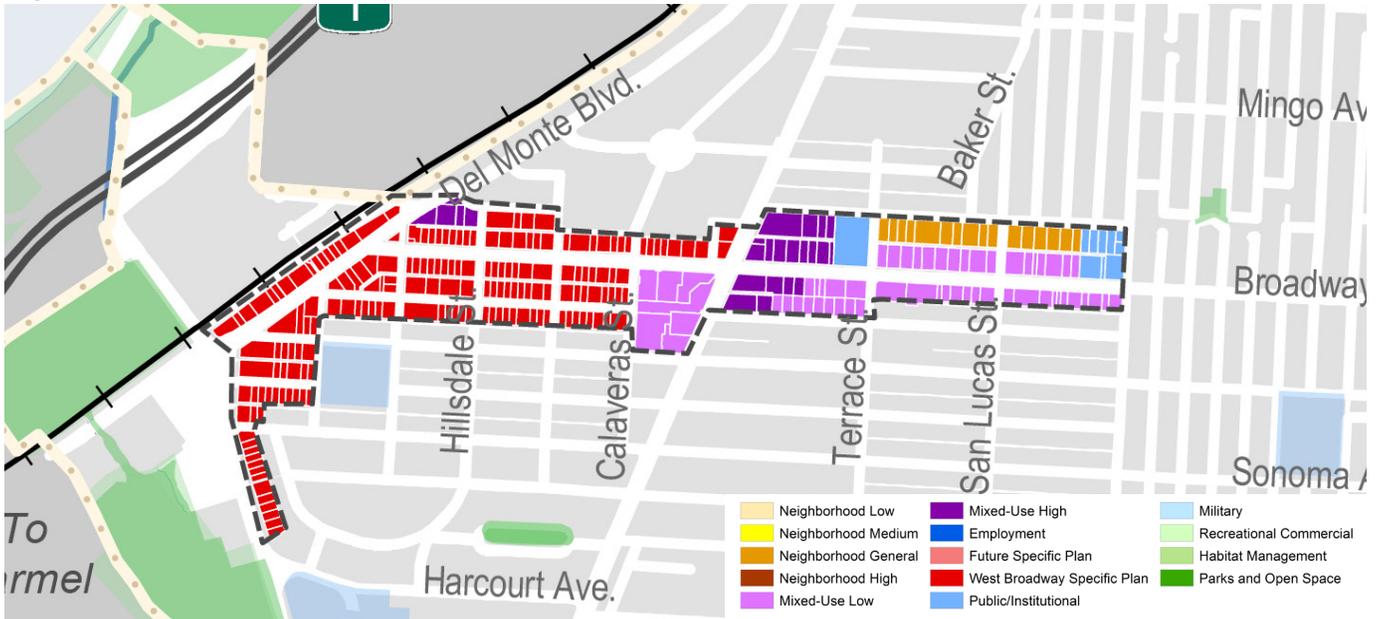
Example of possible multifamily infill housing in Seaside.



Downtown / Broadway Avenue

The following section provides goals and policies for the residential areas in the historic City.

Figure 9: Broadway Avenue



Goal LUD-14: Create a pedestrian-oriented Downtown along Broadway Avenue and Del Monte Boulevard that is a local and regional-serving mixed-use district.

Intent: To accelerate the transformation of Broadway Avenue into a resource that contributes to the identity, character and economic stability of Seaside. To create a vibrant walkable mixed-use office and retail district that increases city revenues and provides a dynamic entertainment and shopping district.

Policies:

- **Seaside’s downtown.** Encourage a broad mix of uses that creates an inviting and dynamic Downtown Seaside including:
 - A diversity of local- and regional-serving retail and service opportunities.
 - A broad mix of cultural, arts, and institutional uses, including the construction of a new library, per the West Broadway Urban Village Specific.
 - Small, local-serving office uses.
 - Residential buildings to increase housing diversity and units in the Downtown.
- **New parks and open spaces.** Support innovative, publicly-accessible park design in Downtown, such as:
 - Near the intersection of Fremont Boulevard and Broadway Avenue.
 - North of East Broadway Avenue adjacent to the Hannon and Olympia neighborhoods.
- **West Broadway Urban Village Specific Plan.** Implement the West Broadway Urban Village Specific Plan to create a vibrant mixed-use Downtown in Seaside.

- **Community programming.** 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.
- **Exemplary buildings.** 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.
- **No new auto-related uses.** Prohibit new auto-related uses and services in the Downtown area.
- **Active ground floors.** 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.
- **Outdoor dining.** Encourage outdoor dining and facilitate the process to obtain encroachment permits.
- **Parcel consolidation.** Allow aggregation of smaller parcels to facilitate sites that create a mix of uses and shared parking.
- **Pedestrian conditions.** Promote a more unified pedestrian experience along Broadway Avenue by:
 - Extending streetscape improvements from West Broadway to East Broadway to improve pedestrian orientation.
 - Prioritizing East Broadway Avenue for pedestrians and bicyclists, extending streetscape design and improvements from West Broadway to Noche Buena Street.
 - Identifying and creating clear, convenient, and comfortable pedestrian and bicyclist paths to and from Broadway Avenue.



Examples of active retail ground floors.



Fremont Boulevard

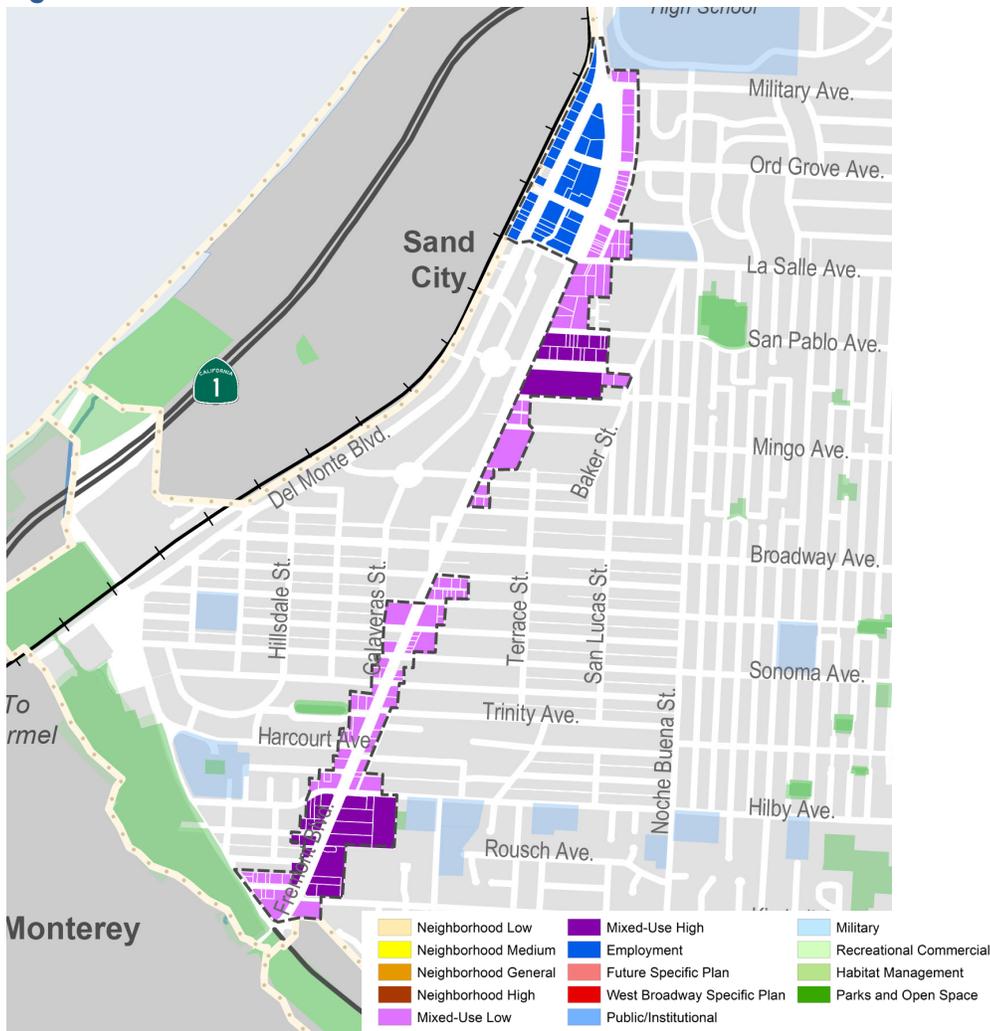
Goal LUD-15: Transform Fremont Boulevard into a distinct, visually-consistent, mixed-use commercial boulevard with neighborhood and regionally-serving centers.

Intent: To attract a variety of residential, office and retail uses that are higher in intensity and quality than current development.

Policies:

- Mixed-use boulevard.** Establish Fremont Boulevard as a 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. Require new projects to follow best practices for pedestrian-supportive design.
- Mixed-use centers.** 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.
- Development Intensity.** Focus the highest development intensity within the mixed use centers.

Figure 10: Fremont Corridor



- **Ground floor uses**, including ground-floor retail, in the higher-intensity mixed-use centers
- **Echo Avenue improvements.** Echo Avenue represents a catalytic opportunity for a major mixed-use redevelopment supported by street investments and modifications. Create 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.
- **Areas outside of centers.** Allow and promote a mix of uses along Fremont Blvd in Mixed Use Low areas. 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.
- **Regional uses.** Encourage hotels and regional retail along north Fremont Boulevard.

- **Architecture and building appearance.** Encourage and allow a variety of architectural styles, building forms and building heights along Fremont Blvd. Encourage façade and building improvements that improve the appearance and quality of commercial areas.
- **Parcel aggregation.** Incentivize aggregation of smaller parcels to facilitate sites that can accommodate a mix of uses and shared parking.
- **Outdoor dining.** Allow and encourage outdoor seating/dining along Fremont Boulevard.
- **Auto-related uses.** 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.
- **CPTED.** Ensure CPTED principles for Fremont street design.



Examples of possible corridor infill development in Seaside.

Goal LUD-16: Maintain the auto center as a critical economic engine for the City while allowing for the gradual transformation of the area.

Intent: To allow for the continued operation and success of the auto-centric district, while also permitting a market-driven evolution over time towards innovative, cutting edge industries and employers.

Policies:

- **Continuation of auto uses.** 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.
- **Employee services.** Enhance the working environment within the auto center by promoting small retail areas and restaurants to serve employees.
- **Employment priority.** 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.
- **Adaptive reuse.** Support the renovation and re-purposing of garage and auto-related buildings to preserve a link to the area’s past.
- **New development.** 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.

Figure 11: Seaside Auto Center

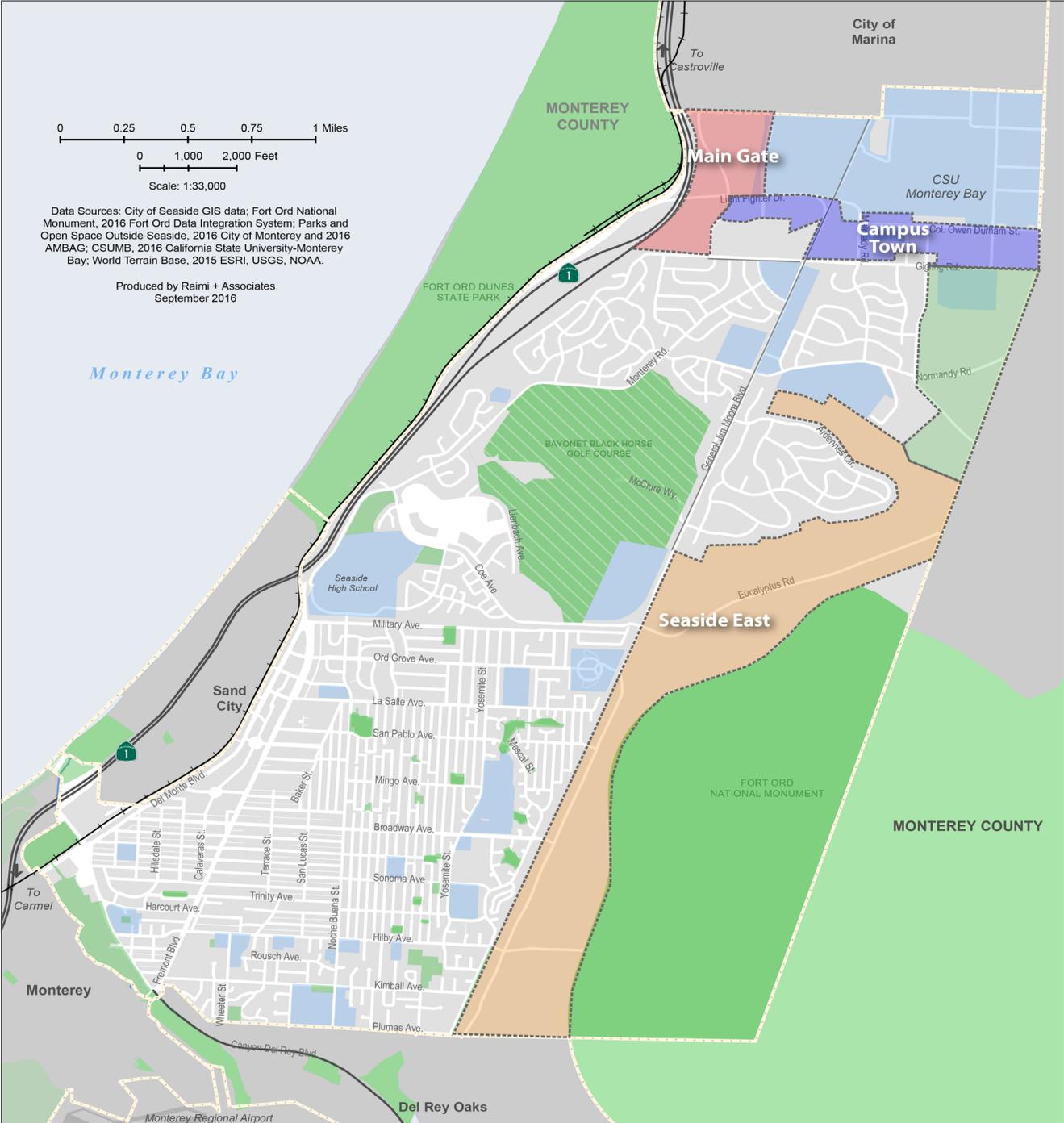


- **Walkable blocks.** Add new street connections to create walkable blocks to improve pedestrian safety and access.
- **Makerspaces.** Seek out partnerships with innovative companies and encourage the development of “makerspaces.”
- **Consolidated ownership.** Promote future efforts to consolidate ownership of parcels in the auto center.
- **On-site parking.** Encourage auto center businesses to provide adequate on-site parking for their employees as well as their customers.
- **Auto center employee parking and vehicle storage.** Promote a coordinated effort between auto center business owners and the City to identify parking solutions for auto center employees and off-site vehicle storage of new automobiles.

Former Fort Ord Lands Goals and Policies

The following section includes goals and related policies that apply to all former Fort Ord lands. Detailed sub-area goals and policies for Seaside East (including the area north of Eucalyptus Road), Campus Town, and Main Gate follow after overall area goals.

Figure 12: Former Fort Ord lands



Goal LUD-17: Abundant and high-quality natural open space on former Fort Ord lands.

Intent: To leverage the undeveloped Fort Ord lands to provide new active and passive open space for the Seaside community. To create connected open space and habitat corridors that maximize ecological quality.

Policies:

- **Sensitive habitat.** Protect and maintain sensitive habitat areas as feasible.
- **Open space corridors.** 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 new growth areas. Open space corridors should connect to formal and informal trailheads in the National Monument, where possible.
- **Open space buffer.** Provide an open space buffer consistent with the Base Reuse Plan (BRP).
- **Regional efforts.** Participate in regional programs and in partnerships with land trusts to seek funding to preserve, maintain, and acquire open space as opportunities allow.

Goal LUD-18: 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.

Intent: To expand the City in a sustainable, smart growth manner that minimizes the carbon footprint of new development, while also benefiting the existing community.

Policies:

- **Diverse neighborhoods.** Create diverse mixed-income neighborhoods with a range of residential housing types for different economic levels, household sizes, and age groups.
- **Job generation.** 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.
- **Access to amenities.** 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.



Example of neighborhood-serving amenities.

- **New urban spaces.** Require new developments to provide public parks, plazas and squares that provide interesting urban spaces in planned districts and neighborhoods. Require project developers to establish mechanisms, such as a Community Facilities District, to adequately maintain new parks, recreational facilities, and infrastructure.
- **Expanded mobility.** Ensure new development supports non-automobile mobility by providing safe, comfortable, and convenient pathways for pedestrians and bicyclists and waiting areas for transit.
- **Internal connectivity.** Require development projects to have a high-level of internal connectivity (minimum 150 intersections per square mile) and to be well-connected to the surrounding area.
- **Military designated lands.** Seek partnership opportunities with the federal government to increase transportation and open space access within and through military (M-designated) lands.
- **Traffic modeling.** Ensure future traffic study methodologies balance automobile, transit, walk, and bike mode shares.

Goal LUD-19: Seamlessly connect new growth areas on former Fort Ord lands with the rest of the City.

Intent: To create a unified city where eastward growth does not diminish or ignore the existing city fabric, but rather reinforces and expands upon it.

Policies:

- **Visual connections.** Provide visual connections, including wayfinding, between existing development and new development, and between open space on former Fort Ord lands.
- **Physical connections.** 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 historic Seaside.
- **Prioritization.** Prioritize City programs and capital projects that actively work to integrate historic Seaside with new development on former Fort Ord lands.
- **Contiguous expansion.** 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.

Goal LUD-20: New development supports the preservation or enhancement of the City's natural resources.

Intent: To protect the most valuable natural areas and species in former Fort Ord lands.

Policies:

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

Goal LUD-21: Resilient neighborhoods on former Fort Ord lands.

Intent: To ensure new development is not unduly threatened by natural hazards and the worsening impacts of climate change.

Policies:

- **Wildfire risk.** Require that all future developments on former Fort Ord lands take steps to reduce wildfire risk as part of the site review process.
- **Hazard mitigation.** Support plans and policies that mitigate existing hazards and reduce the risk of urban and wildfire threats.
- **Resource efficiency.** 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.



Example of native landscaping and bioswales.

Seaside East

Goal LUD-22: Balanced, diverse, and sustainable growth.

Intent: To guide development towards a diverse community that balances habitat and wilderness with new low-impact residential development clustered around neighborhood centers, supporting public use, and employment districts.

Policies:

- **Gateways.** Provide ample gateways to the National Monument, through formal and informal entryways to trailheads. Entryways shall provide distinctive signage and gateway elements.
- **New infrastructure.** Plan for significant improvements to existing infrastructure in the area.
- **FORTAG trail.** Support implementation of the FORTAG regional trail. Coordinate with FORTAG about trail design and connectivity, as well as art installation opportunities.
- **Habitat preservation.** Support the preservation of open space and sensitive habitat including:
 - Oak woodlands and linkages.
 - An open space buffer between future development and the National Monument.
 - Open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats.
- **Balanced land use mix.** 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 3:
 - A range of park types and community recreation facilities, including a regional recreation area with multipurpose athletic fields, courts, and other park uses.
 - Visitor-serving amenities (retail and services) at primary National Monument access points.
 - 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.
 - Traditional, walkable residential neighborhoods with a diversity of low and moderate-density housing types built around "neighborhood centers" with a mix of retail, services, parks, and other amenities for residents.
 - New schools and public facilities to support the expected population and worker growth in the area.
- **Connections across General Jim Moore Boulevard.** Improve connections to the rest of the City, especially across General Jim Moore Boulevard.
- **Walkable grid.** 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.

Table 3: Planned Land Use Mix in Seaside East

Land Use Designation	Acres	Percentage	Range
Neighborhood Low	80	13 percent	10 – 20 percent
Neighborhood Medium	100	16 percent	10 – 20 percent
Mixed Use Low	45	7 percent	5 – 10 percent
Employment	100	16 percent	15 – 25 percent
Public/ Institutional	30	5 percent	Min 3 percent
Recreation Commercial	60	10 percent	8 – 15 percent
Parks and Open Space	60	10 percent	8 - 15 percent
Recreation - Open Space	150	24 percent	Min 15 percent



Gateway to monument.



Trail in open space.



Employment uses.



Medium density residential.

Campus Town

Goal LUD-23: Transform the City's northern area into a mixed-use, economically-vibrant Campus Town that serves the student population and leverages its geographic adjacency to CSUMB.

Intent: To build a stronger rapport with CSUMB by housing and servicing its students, improving physical connections to the University, establishing areas for high-tech research and development, and redeveloping old derelict military areas into a higher and better use.

Policies:

- **Coordination with CSUMB.** 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.
- **High density and mixed-use.** 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:
 - High-density residential development, with some developments targeting students and/or CSUMB staff, as appropriate.
 - New R&D, flex space, live/work, and “makerspaces” close to CSUMB, to expand the number and diversity of jobs in Seaside.
 - A minimum 1 to 2 acre community gathering space surrounded by retail and entertainment uses.
 - 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.
 - Active recreation and gathering places, trails, and new parks, plazas and ground level landscaped open spaces to serve students, employees and residents.
- **Pedestrian-supportive design.** Require new projects to follow best practices for pedestrian-supportive design. Ground floors should be active along all primary frontages.
- **FORTAG trail.** Support implementation of the FORTAG regional trail and coordinate with FORTAG about trail design and connectivity, and art opportunities.
- **Intersection density.** Design street and block patterns to provide safe, convenient, and comfortable circulation for pedestrians and bicyclists. Intersection density should be at least 300 intersections per square mile (including both motorized and non-motorized segments).
- **Connectivity.** Improve access and connections for all modes to CSUMB.
- **Area-wide coordination.** Promote coordinated design and development between plans, new projects, and existing uses and properties.
- **Gateway points.** 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.

Main Gate

Goal LUD-24: 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.

Intent: To create a regional destination that capitalizes on proximity to Highway 1 and acts as a gateway to the City's assets.

Policies:

- **Destination and gateway.** 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.
- **Development and public realm character.** Create a vibrant, active district with attractive streetscapes and walkable blocks, including:
 - Development should be organized around a central community space or spaces.
 - Locate retail frontages on internal streets and plazas and adjacent to remaining surface parking lots to create a “main street” urban shopping experience.
 - 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.
 - Require that the first level of buildings generally have a minimum 15 feet floor to floor height to allow for flexibility.
- **Public viewsheds.** 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. Reinforce the natural landscape setting consistent with the local site character.
- **High-quality parking.** Structured and surface parking facilities should have adequate landscaping, emphasizing native species and drought-tolerant plants.
- **Sustainable development.** 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.
- **FORTAG trail.** Support implementation of the FORTAG regional trail. Coordinate with FORTAG about trail design and connectivity.
- **Luxury auto mall.** Create a luxury auto mall south of Lightfighter Drive.

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